WHO ARE WE?
Middleburg neighborhoods transformed from the easy pace of country living to semirural subdivisions in the last decade, when the housing boom reached out. Residents are conservative, family-oriented consumers. Still more country than rock and roll, they are thrifty but willing to carry some debt and are already investing in their futures. They rely on their smartphones and mobile devices to stay in touch and pride themselves on their expertise. They prefer to buy American and travel in the US. This market is younger but growing in size and assets.

OUR NEIGHBORHOOD
- Semirural locales within metropolitan areas.
- Neighborhoods changed rapidly in the previous decade with the addition of new single-family homes.
- Include a number of mobile homes (Index 150).
- Affordable housing, median value of $175,000 (Index 84) with a low vacancy rate.
- Young couples, many with children; average household size is 2.75.

SOCIOECONOMIC TRAITS
- Education: 65% with a high school diploma or some college.
- Unemployment rate lower at 4.7% (Index 86).
- Labor force participation typical of a younger population at 66.7% (Index 107).
- Traditional values are the norm here—faith, country, and family.
- Prefer to buy American and for a good price.
- Comfortable with the latest in technology, for convenience (online banking or saving money on landlines) and entertainment.
**LifeMode Group: Family Landscapes**

**Middleburg**

**TAPESTRY**

**SEGMENTATION**

esri.com/tapestry

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**AGE BY SEX** *(Esri data)*

**Median Age:** 36.1  
**US:** 38.2

[Chart showing age distribution by sex]

**RACE AND ETHNICITY** *(Esri data)*

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

**Diversity Index:** 48.5  
**US:** 64.0

[Chart showing race and ethnicity distribution]

**INCOME AND NET WORTH**

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

**Median Household Income**

- **Median Household Income:** $59,800
- **Median Net Worth:** $115,300

[Charts showing income and net worth distributions]

**AVERAGE HOUSEHOLD BUDGET INDEX**

The index compares the average amount spent in this market’s household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

<table>
<thead>
<tr>
<th>Category</th>
<th>Index</th>
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</thead>
<tbody>
<tr>
<td>Housing</td>
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<td>Food</td>
<td>93</td>
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<tr>
<td>Apparel &amp; Services</td>
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<td>Transportation</td>
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<td>Entertainment &amp; Recreation</td>
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<td>Education</td>
<td>83</td>
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<tr>
<td>Pensions &amp; Social Security</td>
<td>94</td>
</tr>
<tr>
<td>Other</td>
<td>93</td>
</tr>
</tbody>
</table>

**OCCUPATION BY EARNINGS**

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

[Chart showing occupation by earnings]
MARKET PROFILE  (Consumer preferences are estimated from data by GfK MRI)

- Residents are partial to domestic vehicles; they like to drive trucks, SUVs, or motorcycles.
- Entertainment is primarily family-oriented, TV and movie rentals or theme parks and family restaurants.
- Spending priorities also focus on family (children’s toys and apparel) or home DIY projects.
- Sports include hunting, fishing, bowling, and baseball.
- TV and magazines provide entertainment and information.
- Media preferences include country and Christian channels.

HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau’s American Community Survey.

Typical Housing:
Single Family
Median Value: $175,000
US Median: $207,300

ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

WEALTH INDEX

Socioeconomic Status Index

Housing Affordability Index
SEGMENT DENSITY
This map illustrates the density and distribution of the Middleburg Tapestry Segment by households.