WHO ARE WE?
Married-couple families occupy well over half of these suburban households. Most Home Improvement residences are single-family homes that are owner occupied, with only one-fifth of the households occupied by renters. Education and diversity levels are similar to the US as a whole. These families spend a lot of time on the go and therefore tend to eat out regularly. When at home, weekends are consumed with home improvement and remodeling projects.

OUR NEIGHBORHOOD
- These are low density suburban neighborhoods.
- Eight of every 10 homes are traditional single-family dwellings, owner occupied.
- Majority of the homes were built between 1970 and 2000.
- More than half of the households consist of married-couple families; another 12% include single-parent families.

SOCIOECONOMIC TRAITS
- Higher participation in the labor force and lower unemployment than US levels; most households have 2+ workers.
- Cautious consumers that do their research before buying, they protect their investments.
- Typically spend 4–7 hours per week commuting, and, therefore, spend significant amounts on car maintenance (performed at a department store or auto repair chain store).
- They are paying off student loans and home mortgages.
- They spend heavily on eating out, at both fast-food and family restaurants.
- They like to work from home, when possible.

Households: 2,114,500
Average Household Size: 2.88
Median Age: 37.7
Median Household Income: $72,100
### Age by Sex (Esri data)

<table>
<thead>
<tr>
<th>Median Age: 37.7</th>
<th>US: 38.2</th>
</tr>
</thead>
</table>

**Notes:**
- Indicates US
- 85+:
- 80-84:
- 75-79:
- 70-74:
- 65-69:
- 60-64:
- 55-59:
- 50-54:
- 45-49:
- 40-44:
- 35-39:
- 30-34:
- 25-29:
- 20-24:
- 15-19:
- 10-14:
- 5-9:
- <5:

#### Race and Ethnicity (Esri data)

**Diversity Index:** 65.7 | US: 64.0

- **Hispanic:** 19.7% | 18.1%
- **Multiple:** 4.1% | 3.4%
- **Other:** 6.3% | 6.0%
- **Asian and Pac. Islander:** 5.7% | 5.8%
- **American Indian:** 0.8% | 1.0%
- **Black:** 13.8% | 12.8%
- **White:** 69.3% | 70.2%

- **Notes:**
  - *Hispanic Can Be of Any Race.
  - US Average.

### 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>
</tr>
</thead>
<tbody>
<tr>
<td>Housing</td>
<td>104</td>
</tr>
<tr>
<td>Food</td>
<td>102</td>
</tr>
<tr>
<td>Apparel &amp; Services</td>
<td>99</td>
</tr>
<tr>
<td>Transportation</td>
<td>102</td>
</tr>
<tr>
<td>Health Care</td>
<td>116</td>
</tr>
<tr>
<td>Entertainment &amp; Recreation</td>
<td>109</td>
</tr>
<tr>
<td>Education</td>
<td>108</td>
</tr>
<tr>
<td>Pensions &amp; Social Security</td>
<td>104</td>
</tr>
<tr>
<td>Other</td>
<td>123</td>
</tr>
</tbody>
</table>

### 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**
  - US: $72,100
  - US Median: $56,100

- **Median Net Worth**
  - US: $190,400
  - US Median: $93,300

### 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.

- Education, Training, and Library
- Sales and Related
- Office and Administrative Support
- Transportation and Material Moving
- Management

#### Median Earnings

<table>
<thead>
<tr>
<th>Earnings Range</th>
<th>Workers (Age 16+)</th>
</tr>
</thead>
<tbody>
<tr>
<td>$140,000</td>
<td>100,000</td>
</tr>
<tr>
<td>$120,000</td>
<td>300,000</td>
</tr>
<tr>
<td>$100,000</td>
<td>500,000</td>
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<tr>
<td>$80,000</td>
<td></td>
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<tr>
<td>$60,000</td>
<td></td>
</tr>
<tr>
<td>$40,000</td>
<td></td>
</tr>
<tr>
<td>$20,000</td>
<td></td>
</tr>
</tbody>
</table>
**MARKET PROFILE**  
(Consumer preferences are estimated from data by GfK MRI)

- Enjoy working on home improvement projects and watching DIY networks.
- Make frequent trips to warehouse/club and home improvement stores in their minivan or SUV.
- Own a giant screen TV with fiber-optic connection and premium cable; rent DVDs from Redbox or Netflix.com.
- Very comfortable with new technology; embrace the convenience of completing tasks on a mobile device.
- Enjoy dining at Chili’s, Chick-fil-A, and KFC.
- Frequently buy children’s clothes and toys.

**POPULATION CHARACTERISTICS**

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.

**ESRI INDEXES**

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

**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: $192,600  
US Median: $207,300
SEGMENT DENSITY

This map illustrates the density and distribution of the Home Improvement Tapestry Segment by households.