

Boomburbs

Dominant Tapestry Segment

KEY FACTS



73,261
Total Population



\$594,994
Median Home Value



2,490
Businesses



64,397
Daytime Population



38.3
Median Age



1.02%
2020-2022 Pop Growth Rate



\$53,257
Per Capita Income

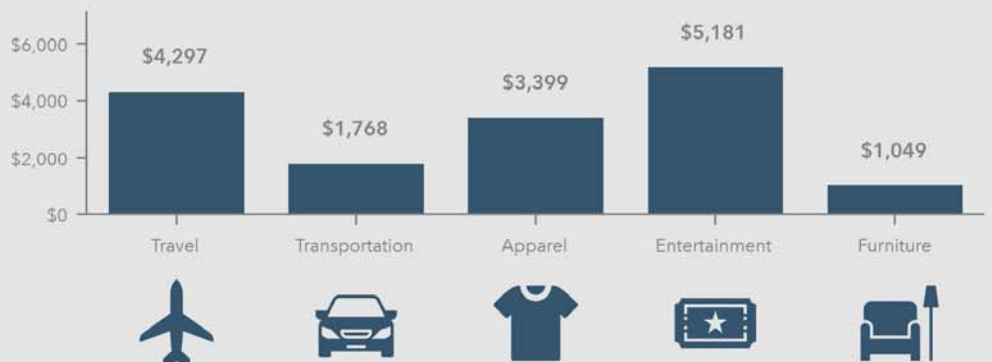


2.8
Avg Household Size



\$113,634
Median Household Income

KEY SPENDING FACTS



Source: Esri, Esri-Data Axle, Esri-U.S. BLS. Esri forecasts for 2022, 2027.

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Spending facts are average annual dollars per household



Community Profile

City of Rocklin
 Rocklin City, CA (0662364)
 Geography: Place

Prepared by Esri

	Rocklin city,...
Population Summary	
2010 Total Population	57,693
2020 Total Population	71,601
2020 Group Quarters	1,007
2022 Total Population	73,261
2022 Group Quarters	1,282
2027 Total Population	75,002
2022-2027 Annual Rate	0.47%
2022 Total Daytime Population	64,397
Workers	26,762
Residents	37,635
Household Summary	
2010 Households	21,091
2010 Average Household Size	2.71
2020 Total Households	25,322
2020 Average Household Size	2.79
2022 Households	25,922
2022 Average Household Size	2.78
2027 Households	26,569
2027 Average Household Size	2.77
2022-2027 Annual Rate	0.49%
2010 Families	15,355
2010 Average Family Size	3.16
2022 Families	18,838
2022 Average Family Size	3.25
2027 Families	19,221
2027 Average Family Size	3.25
2022-2027 Annual Rate	0.40%
Housing Unit Summary	
2000 Housing Units	14,956
Owner Occupied Housing Units	67.7%
Renter Occupied Housing Units	24.4%
Vacant Housing Units	7.9%
2010 Housing Units	22,322
Owner Occupied Housing Units	63.6%
Renter Occupied Housing Units	30.9%
Vacant Housing Units	5.5%
2020 Housing Units	26,124
Vacant Housing Units	3.1%
2022 Housing Units	26,906
Owner Occupied Housing Units	67.7%
Renter Occupied Housing Units	28.7%
Vacant Housing Units	3.7%
2027 Housing Units	27,734
Owner Occupied Housing Units	67.5%
Renter Occupied Housing Units	28.3%
Vacant Housing Units	4.2%
Median Household Income	
2022	\$113,634
2027	\$129,083
Median Home Value	
2022	\$594,994
2027	\$639,096
Per Capita Income	
2022	\$53,257
2027	\$62,341
Median Age	
2010	36.8
2022	38.3
2027	38.8

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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Rocklin city,...

2022 Households by Income

Household Income Base	25,923
<\$15,000	4.2%
\$15,000 - \$24,999	3.3%
\$25,000 - \$34,999	4.0%
\$35,000 - \$49,999	5.4%
\$50,000 - \$74,999	10.2%
\$75,000 - \$99,999	13.9%
\$100,000 - \$149,999	24.2%
\$150,000 - \$199,999	14.5%
\$200,000+	20.3%
Average Household Income	\$151,146

2027 Households by Income

Household Income Base	26,569
<\$15,000	2.9%
\$15,000 - \$24,999	2.1%
\$25,000 - \$34,999	2.6%
\$35,000 - \$49,999	3.6%
\$50,000 - \$74,999	8.6%
\$75,000 - \$99,999	13.3%
\$100,000 - \$149,999	24.7%
\$150,000 - \$199,999	16.6%
\$200,000+	25.5%
Average Household Income	\$176,602

2022 Owner Occupied Housing Units by Value

Total	18,209
<\$50,000	0.7%
\$50,000 - \$99,999	0.5%
\$100,000 - \$149,999	0.1%
\$150,000 - \$199,999	0.3%
\$200,000 - \$249,999	0.3%
\$250,000 - \$299,999	1.3%
\$300,000 - \$399,999	6.5%
\$400,000 - \$499,999	19.5%
\$500,000 - \$749,999	54.5%
\$750,000 - \$999,999	11.4%
\$1,000,000 - \$1,499,999	3.3%
\$1,500,000 - \$1,999,999	0.6%
\$2,000,000 +	0.9%
Average Home Value	\$628,728

2027 Owner Occupied Housing Units by Value

Total	18,718
<\$50,000	0.2%
\$50,000 - \$99,999	0.1%
\$100,000 - \$149,999	0.0%
\$150,000 - \$199,999	0.0%
\$200,000 - \$249,999	0.0%
\$250,000 - \$299,999	0.3%
\$300,000 - \$399,999	2.7%
\$400,000 - \$499,999	13.4%
\$500,000 - \$749,999	59.6%
\$750,000 - \$999,999	16.4%
\$1,000,000 - \$1,499,999	4.9%
\$1,500,000 - \$1,999,999	0.9%
\$2,000,000 +	1.3%
Average Home Value	\$694,149

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

January 04, 2023



Community Profile

City of Rocklin
Rocklin City, CA (0662364)
Geography: Place

Prepared by Esri

Rocklin city,...

2010 Population by Age	
Total	57,691
0 - 4	6.2%
5 - 9	7.7%
10 - 14	8.4%
15 - 24	14.1%
25 - 34	11.0%
35 - 44	15.2%
45 - 54	15.9%
55 - 64	10.2%
65 - 74	5.9%
75 - 84	3.6%
85 +	1.7%
18 +	72.7%
2022 Population by Age	
Total	73,260
0 - 4	5.7%
5 - 9	6.6%
10 - 14	7.3%
15 - 24	12.6%
25 - 34	13.1%
35 - 44	13.8%
45 - 54	13.6%
55 - 64	12.2%
65 - 74	8.9%
75 - 84	4.4%
85 +	1.8%
18 +	76.2%
2027 Population by Age	
Total	75,003
0 - 4	5.9%
5 - 9	6.5%
10 - 14	6.8%
15 - 24	11.5%
25 - 34	13.1%
35 - 44	15.4%
45 - 54	12.3%
55 - 64	11.3%
65 - 74	9.7%
75 - 84	5.4%
85 +	1.9%
18 +	76.9%
2010 Population by Sex	
Males	27,959
Females	29,734
2022 Population by Sex	
Males	35,801
Females	37,459
2027 Population by Sex	
Males	36,673
Females	38,330

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Community Profile

City of Rocklin
 Rocklin City, CA (0662364)
 Geography: Place

Prepared by Esri

Rocklin city,...

2010 Population by Race/Ethnicity	
Total	57,692
White Alone	82.8%
Black Alone	1.5%
American Indian Alone	0.7%
Asian Alone	7.1%
Pacific Islander Alone	0.3%
Some Other Race Alone	2.7%
Two or More Races	5.0%
Hispanic Origin	11.4%
Diversity Index	44.7
2020 Population by Race/Ethnicity	
Total	71,601
White Alone	68.7%
Black Alone	1.8%
American Indian Alone	0.7%
Asian Alone	11.9%
Pacific Islander Alone	0.3%
Some Other Race Alone	3.8%
Two or More Races	12.8%
Hispanic Origin	13.9%
Diversity Index	61.6
2022 Population by Race/Ethnicity	
Total	73,261
White Alone	68.8%
Black Alone	1.8%
American Indian Alone	0.7%
Asian Alone	11.3%
Pacific Islander Alone	0.3%
Some Other Race Alone	4.0%
Two or More Races	13.1%
Hispanic Origin	13.9%
Diversity Index	61.5
2027 Population by Race/Ethnicity	
Total	75,001
White Alone	67.6%
Black Alone	1.8%
American Indian Alone	0.7%
Asian Alone	11.3%
Pacific Islander Alone	0.3%
Some Other Race Alone	4.2%
Two or More Races	14.1%
Hispanic Origin	14.0%
Diversity Index	62.7
2010 Population by Relationship and Household Type	
Total	57,693
In Households	98.9%
In Family Households	85.9%
Householder	26.5%
Spouse	21.2%
Child	33.8%
Other relative	2.8%
Nonrelative	1.7%
In Nonfamily Households	13.0%
In Group Quarters	1.1%
Institutionalized Population	0.3%
Noninstitutionalized Population	0.8%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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	Rocklin city,...
2022 Population 25+ by Educational Attainment	
Total	49,641
Less than 9th Grade	1.1%
9th - 12th Grade, No Diploma	2.2%
High School Graduate	12.9%
GED/Alternative Credential	1.7%
Some College, No Degree	20.8%
Associate Degree	12.0%
Bachelor's Degree	33.0%
Graduate/Professional Degree	16.4%
2022 Population 15+ by Marital Status	
Total	58,900
Never Married	29.1%
Married	56.7%
Widowed	4.8%
Divorced	9.3%
2022 Civilian Population 16+ in Labor Force	
Civilian Population 16+	36,940
Population 16+ Employed	96.9%
Population 16+ Unemployment rate	3.1%
Population 16-24 Employed	12.1%
Population 16-24 Unemployment rate	6.1%
Population 25-54 Employed	66.4%
Population 25-54 Unemployment rate	2.6%
Population 55-64 Employed	16.7%
Population 55-64 Unemployment rate	2.6%
Population 65+ Employed	4.7%
Population 65+ Unemployment rate	4.6%
2022 Employed Population 16+ by Industry	
Total	35,790
Agriculture/Mining	0.8%
Construction	6.6%
Manufacturing	4.9%
Wholesale Trade	2.7%
Retail Trade	12.1%
Transportation/Utilities	4.4%
Information	2.2%
Finance/Insurance/Real Estate	8.9%
Services	49.6%
Public Administration	7.7%
2022 Employed Population 16+ by Occupation	
Total	35,791
White Collar	74.2%
Management/Business/Financial	24.0%
Professional	28.3%
Sales	11.5%
Administrative Support	10.4%
Services	12.8%
Blue Collar	13.0%
Farming/Forestry/Fishing	0.4%
Construction/Extraction	4.1%
Installation/Maintenance/Repair	1.7%
Production	2.3%
Transportation/Material Moving	4.4%

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

January 04, 2023



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2010 Households by Type	
Total	21,096
Households with 1 Person	20.9%
Households with 2+ People	79.1%
Family Households	72.8%
Husband-wife Families	58.1%
With Related Children	30.4%
Other Family (No Spouse Present)	14.7%
Other Family with Male Householder	4.3%
With Related Children	2.9%
Other Family with Female Householder	10.4%
With Related Children	6.7%
Nonfamily Households	6.4%
All Households with Children	40.3%
Multigenerational Households	3.0%
Unmarried Partner Households	5.6%
Male-female	5.0%
Same-sex	0.6%
2010 Households by Size	
Total	21,090
1 Person Household	20.9%
2 Person Household	32.3%
3 Person Household	17.4%
4 Person Household	18.4%
5 Person Household	7.4%
6 Person Household	2.3%
7 + Person Household	1.2%
2010 Households by Tenure and Mortgage Status	
Total	21,093
Owner Occupied	67.3%
Owned with a Mortgage/Loan	57.1%
Owned Free and Clear	10.2%
Renter Occupied	32.7%
2022 Affordability, Mortgage and Wealth	
Housing Affordability Index	87
Percent of Income for Mortgage	27.6%
Wealth Index	159
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	22,322
Housing Units Inside Urbanized Area	98.1%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	1.9%
2010 Population By Urban/ Rural Status	
Total Population	57,693
Population Inside Urbanized Area	98.3%
Population Inside Urbanized Cluster	0.0%
Rural Population	1.7%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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Prepared by Esri

	Rocklin city,...
Top 3 Tapestry Segments	
1.	Boomburbs (1C)
2.	Home Improvement (4B)
3.	Bright Young Professionals (8C)
2022 Consumer Spending	
Apparel & Services: Total \$	\$88,115,665
Average Spent	\$3,399.26
Spending Potential Index	141
Education: Total \$	\$72,921,057
Average Spent	\$2,813.10
Spending Potential Index	143
Entertainment/Recreation: Total \$	\$134,310,377
Average Spent	\$5,181.33
Spending Potential Index	141
Food at Home: Total \$	\$218,831,144
Average Spent	\$8,441.91
Spending Potential Index	136
Food Away from Home: Total \$	\$158,134,354
Average Spent	\$6,100.39
Spending Potential Index	141
Health Care: Total \$	\$253,895,285
Average Spent	\$9,794.59
Spending Potential Index	138
HH Furnishings & Equipment: Total \$	\$96,529,460
Average Spent	\$3,723.84
Spending Potential Index	145
Personal Care Products & Services: Total \$	\$37,726,061
Average Spent	\$1,455.37
Spending Potential Index	143
Shelter: Total \$	\$844,012,666
Average Spent	\$32,559.70
Spending Potential Index	142
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$106,815,180
Average Spent	\$4,120.64
Spending Potential Index	152
Travel: Total \$	\$111,381,283
Average Spent	\$4,296.79
Spending Potential Index	150
Vehicle Maintenance & Repairs: Total \$	\$45,828,789
Average Spent	\$1,767.95
Spending Potential Index	140

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



LifeMode Group: Affluent Estates

Boomburbs

1C

Households: 2,004,400

Average Household Size: 3.25

Median Age: 34.0

Median Household Income: \$113,400

WHO ARE WE?

This is the new growth market, with a profile similar to the original: young professionals with families that have opted to trade up to the newest housing in the suburbs. The original *Boomburbs* neighborhoods began growing in the 1990s and continued through the peak of the housing boom. Most of those neighborhoods are fully developed now. This is an affluent market but with a higher proportion of mortgages. Rapid growth still distinguishes the *Boomburbs* neighborhoods, although the boom is more subdued now than it was 10 years ago. So is the housing market. Residents are well-educated professionals with a running start on prosperity.

OUR NEIGHBORHOOD

- Growth markets are in the suburban periphery of large metropolitan areas.
- Young families are married with children (Index 220); average household size is 3.25.
- Homeownership is 84% (Index 134), with the highest rate of mortgages, 71.5% (Index 173).
- Primarily single-family homes in new neighborhoods, 66% built since 2000 (Index 441).
- Median home value is \$350,000 (Index 169).
- Lower housing vacancy rate at 3.7%.
- The cost of affordable new housing comes at the expense of one of the longest commutes to work, over 30 minutes average, including a disproportionate number (33.6%) commuting across county lines (Index 141).

SOCIOECONOMIC TRAITS

- Well-educated young professionals, 55% are college graduates (Index 178).
- High labor force participation at 71.3% (Index 114); most households have more than two workers (Index 124).
- Longer commute times from the suburban growth corridors have created more home workers (Index 156).
- Well connected, own the latest devices and understand how to use them efficiently; biggest complaints—too many devices and too many intrusions on personal time.
- Financial planning is well under way for these professionals.



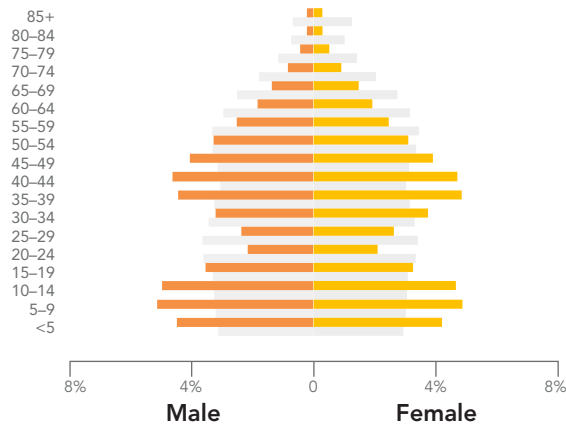
Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Simmons.



AGE BY SEX (Esri data)

Median Age: **34.0** US: 38.2

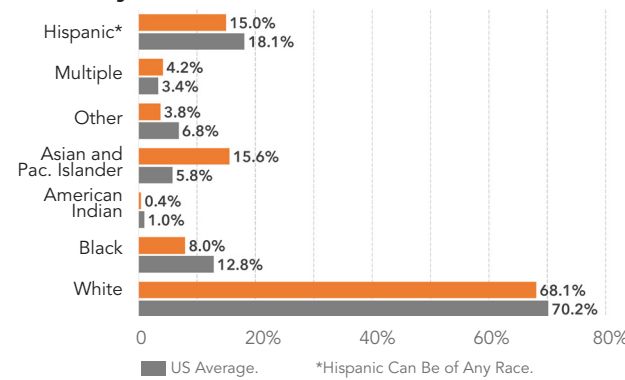
■ Indicates US



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).

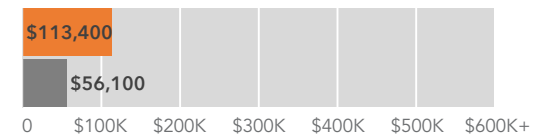
Diversity Index: **63.2** US: 64.0



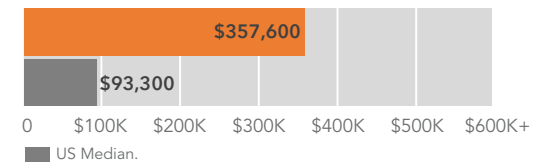
INCOME AND NET WORTH

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

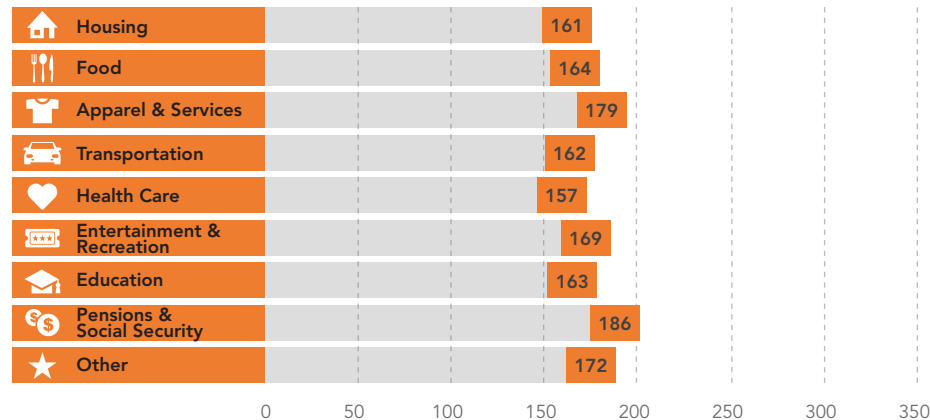


Median Net Worth



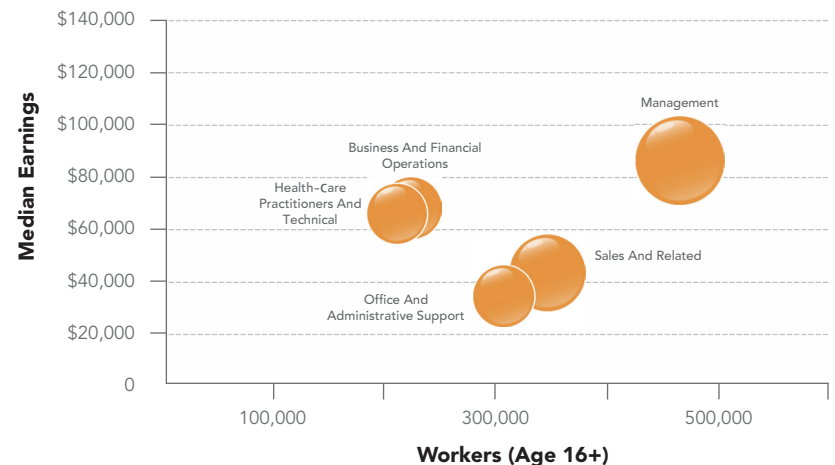
AVERAGE HOUSEHOLD BUDGET INDEX

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.



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.





MARKET PROFILE (Consumer preferences are estimated from data by MRI-Simmons.)

- *Boomburbs* residents prefer late model imports, primarily SUVs, and also luxury cars and minivans.
- This is one of the top markets for the latest in technology, from smartphones to tablets to internet connectable televisions.
- Style matters in the *Boomburbs*, from personal appearance to their homes. These consumers are still furnishing their new homes and already remodeling.
- Enjoy gardening but more often contract for home services.
- Physical fitness is a priority, including club memberships and home equipment.
- Leisure includes a range of activities from sports (hiking, bicycling, swimming, golf) to visits to theme parks or water parks.
- Residents are generous supporters of charitable organizations.

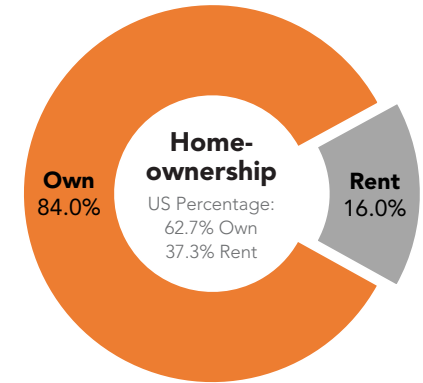
HOUSING

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.



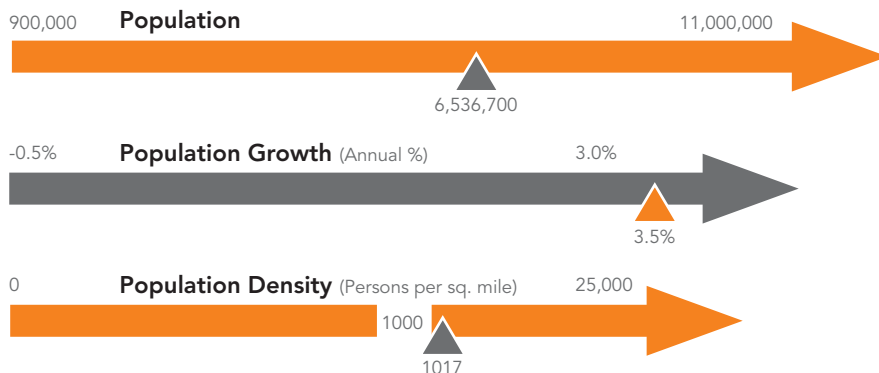
Typical Housing:
Single Family

Median Value:
\$350,000
US Median: \$207,300



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.



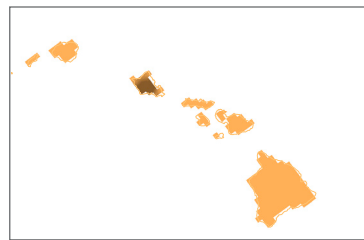
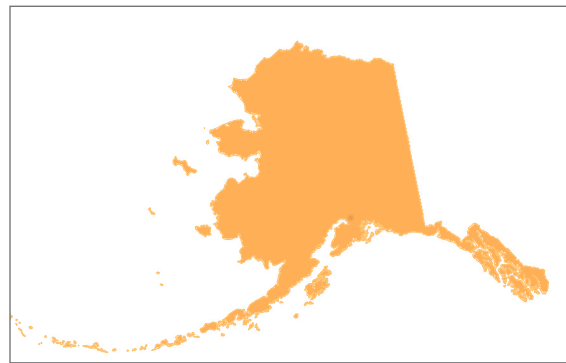
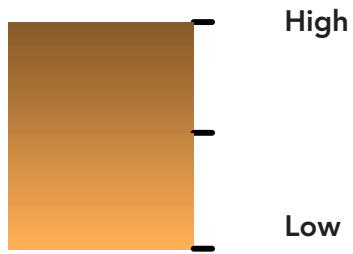
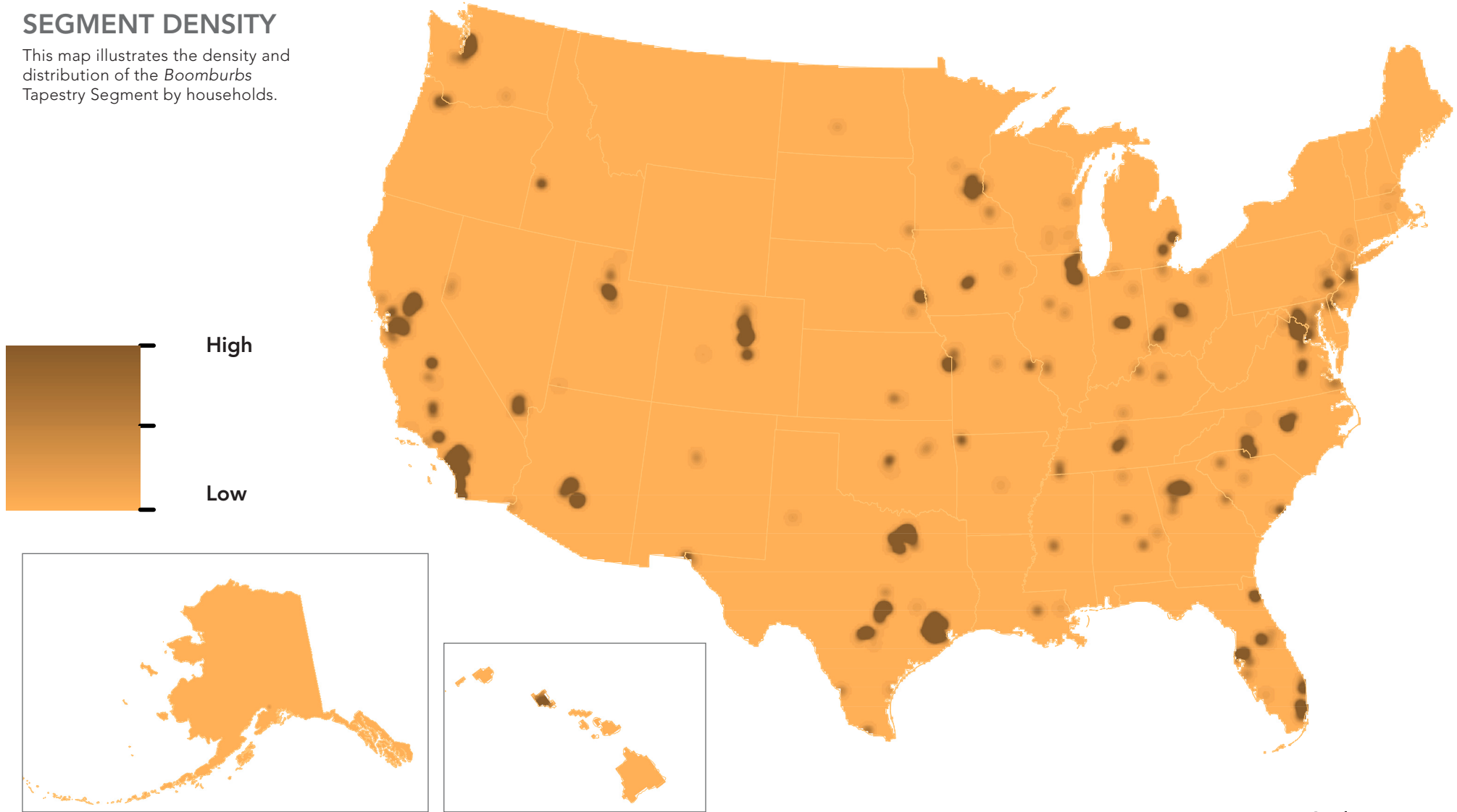


Boomburbs



SEGMENT DENSITY

This map illustrates the density and distribution of the *Boomburbs* Tapestry Segment by households.





LifeMode Group: Middle Ground

Bright Young Professionals



Households: 2,750,200

Average Household Size: 2.41

Median Age: 33.0

Median Household Income: \$54,000

WHO ARE WE?

Bright Young Professionals is a large market, primarily located in urban outskirts of large metropolitan areas. These communities are home to young, educated, working professionals. More than one out of three householders are under the age of 35. Slightly more diverse couples dominate this market, with more renters than homeowners. More than two-fifths of the households live in single-family homes; over a third live in 5+ unit buildings. Labor force participation is high, generally white-collar work, with a mix of food service and part-time jobs (among the college students). Median household income, median home value, and average rent are close to the US values. Residents of this segment are physically active and up on the latest technology.

OUR NEIGHBORHOOD

- Approximately 57% of the households rent; 43% own their homes.
- Household type is primarily couples, married (or unmarried), with above-average concentrations of both single-parent (Index 125) and single-person (Index 115) households.
- Multiunit buildings or row housing make up 56% of the housing stock (row housing [Index 178], buildings with 5–19 units [Index 275]); 43% built 1980–99.
- Average rent mirrors the US (Index 100).
- Lower vacancy rate is at 8.2%.

SOCIOECONOMIC TRAITS

- Education completed: 35% with some college or an associate's degree, 33% with a bachelor's degree or higher.
- Labor force participation rate of 72% is higher than the US rate.
- These consumers are up on the latest technology.
- They get most of their information from the internet.
- Concern about the environment impacts their purchasing decisions.



Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Simmons.



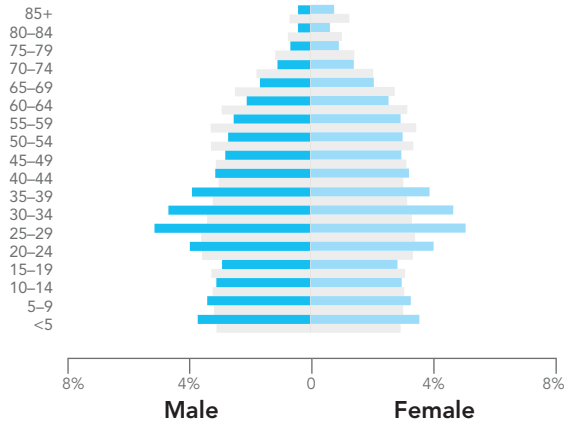
Bright Young Professionals



AGE BY SEX (Esri data)

Median Age: **33.0** US: 38.2

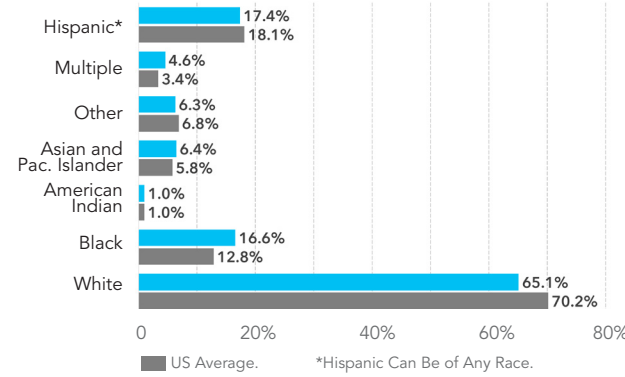
■ Indicates US



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: **67.5** US: 64.0



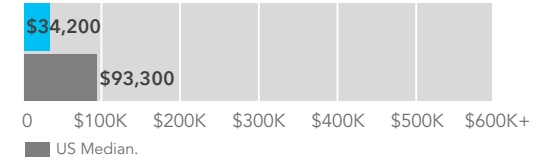
INCOME AND NET WORTH

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

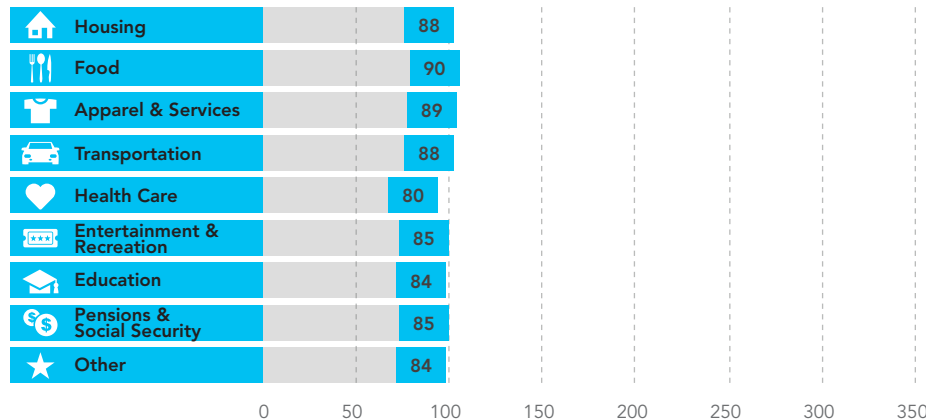


Median Net Worth



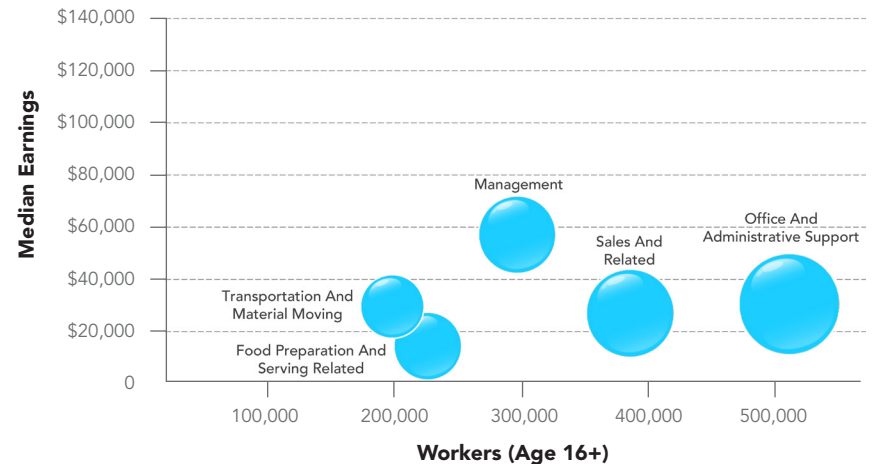
AVERAGE HOUSEHOLD BUDGET INDEX

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.



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.





MARKET PROFILE (Consumer preferences are estimated from data by MRI-Simmons.)

- Own retirement savings and student loans.
- Own newer computers (desktop, laptop, or both), iPods, and 2+ TVs.
- Go online and use mobile devices for banking, access YouTube or Facebook, visit blogs, download movies, and play games.
- Use cell phones to text, redeem mobile coupons, listen to music, and check for news and financial information.
- Find leisure going to bars/clubs, attending concerts, going to the beach.
- Enjoy a variety of sports, including backpacking, rock climbing, football, Pilates, running, and yoga.
- Eat out often at fast-food and family restaurants.

HOUSING

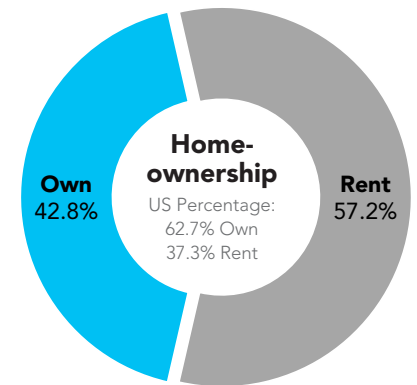
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
Single Family;
Multi-Units

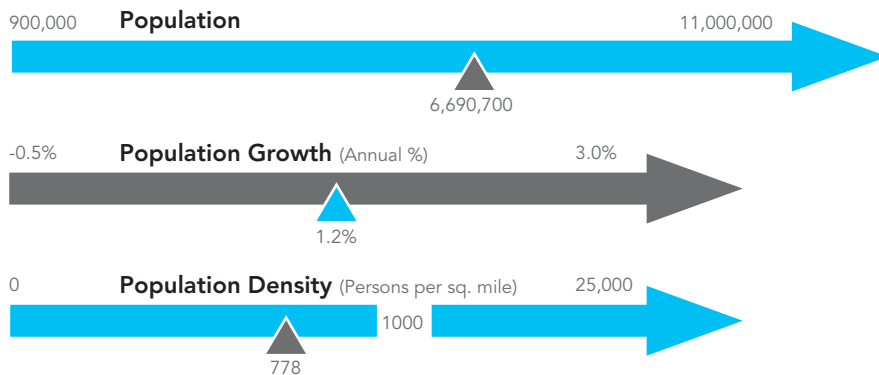
Average Rent:
\$1,042

US Average: \$1,038



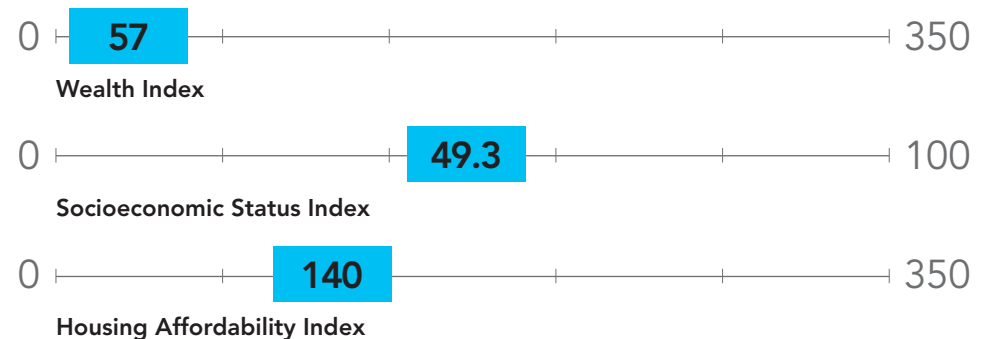
POPULATION CHARACTERISTICS

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.





LifeMode Group: Middle Ground

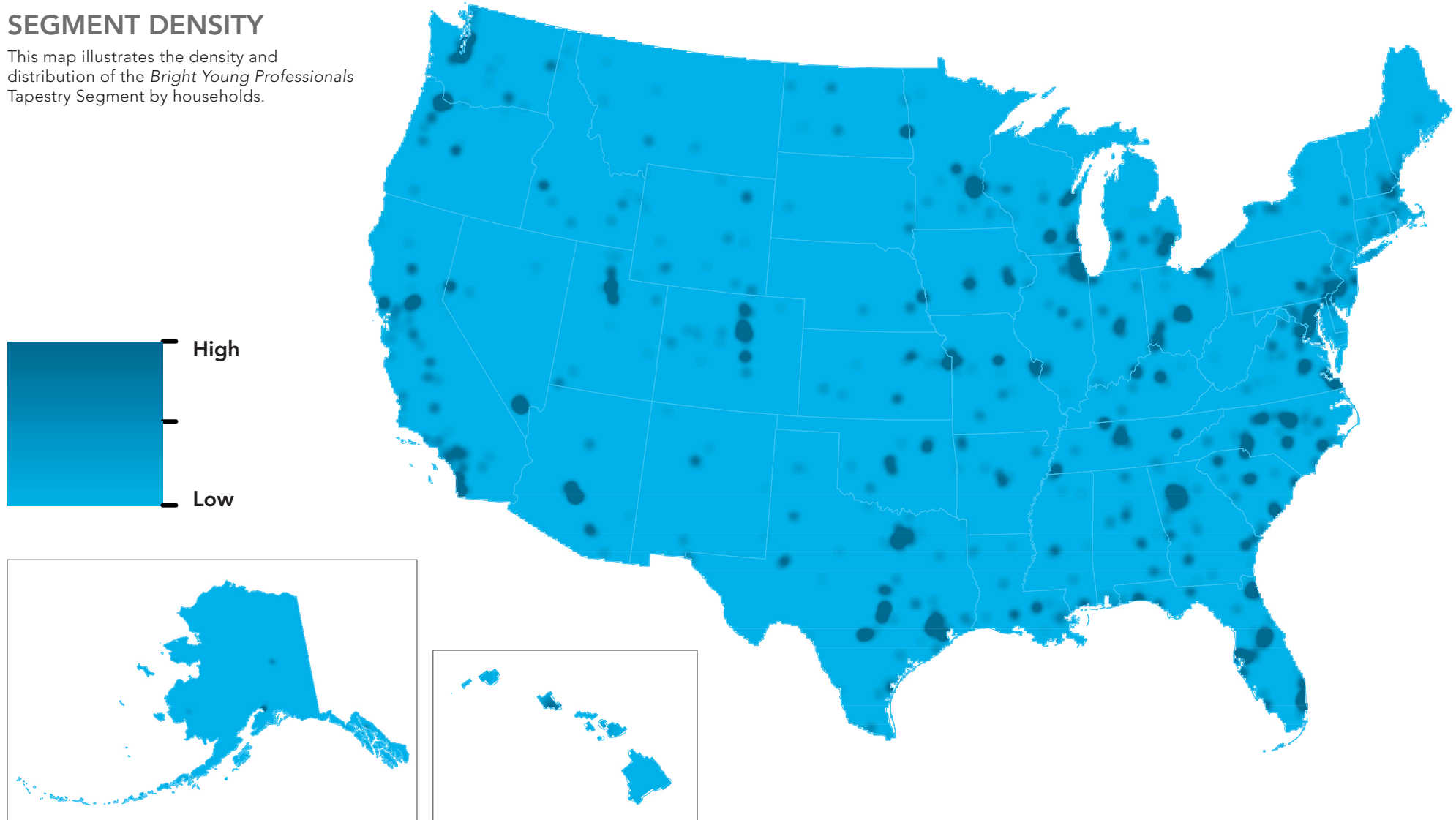
Bright Young Professionals



TAPESTRY
SEGMENTATION
esri.com/tapestry

SEGMENT DENSITY

This map illustrates the density and distribution of the *Bright Young Professionals* Tapestry Segment by households.



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THE
SCIENCE
OF
WHERE®



LifeMode Group: Family Landscapes

Home Improvement

4B

Households: 2,114,500

Average Household Size: 2.88

Median Age: 37.7

Median Household Income: \$72,100

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.

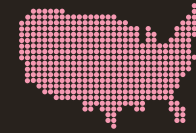
SOCIOECONOMIC TRAITS

- Higher participation in the labor force; 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.



Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Simmons.

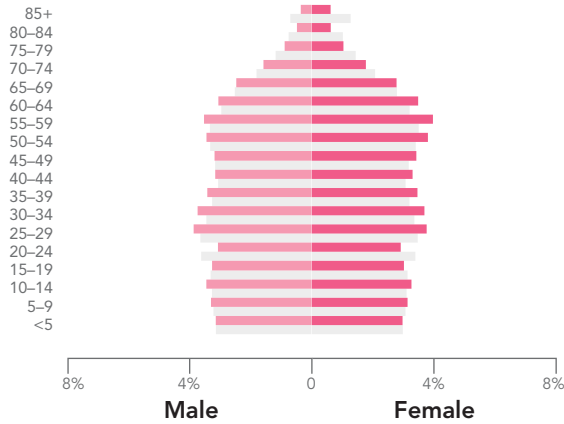
Home Improvement



AGE BY SEX (Esri data)

Median Age: **37.7** US: 38.2

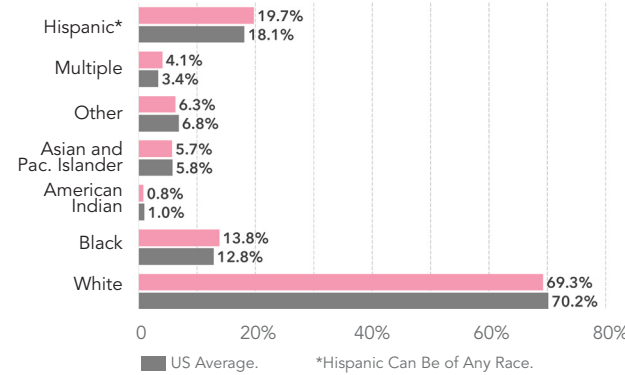
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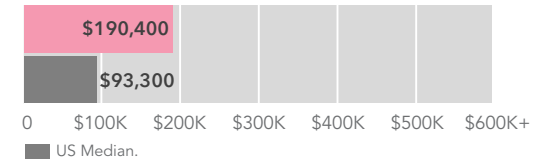
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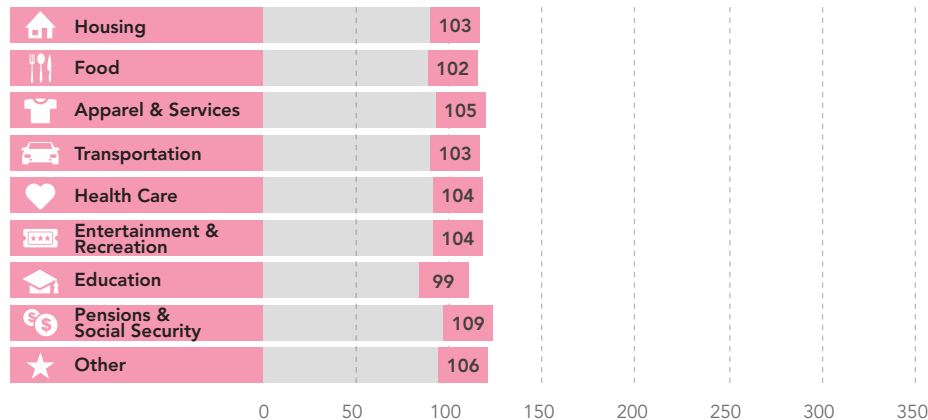


Median Net Worth



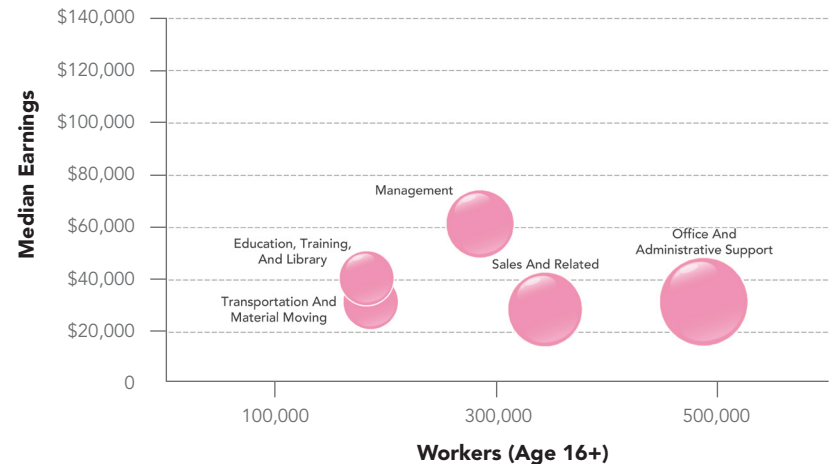
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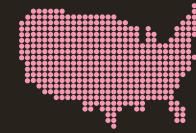
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OCCUPATION BY EARNINGS

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MARKET PROFILE (Consumer preferences are estimated from data by MRI-Simmons.)

- 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 movies from Netflix.
- 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.

HOUSING

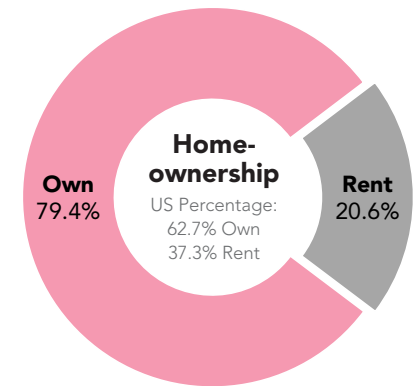
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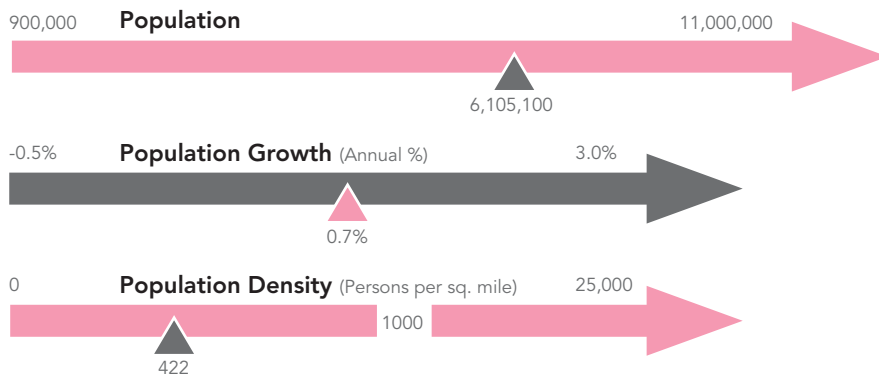
Median Value:
\$192,600

US Median: \$207,300



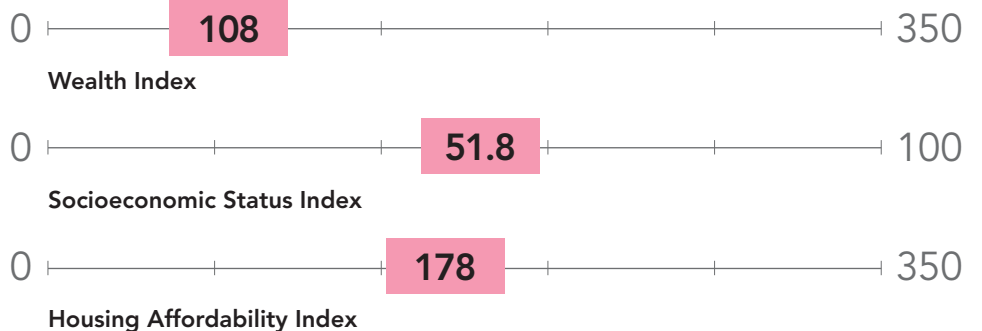
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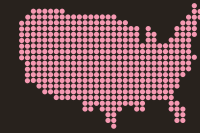
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SEGMENT DENSITY

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

