

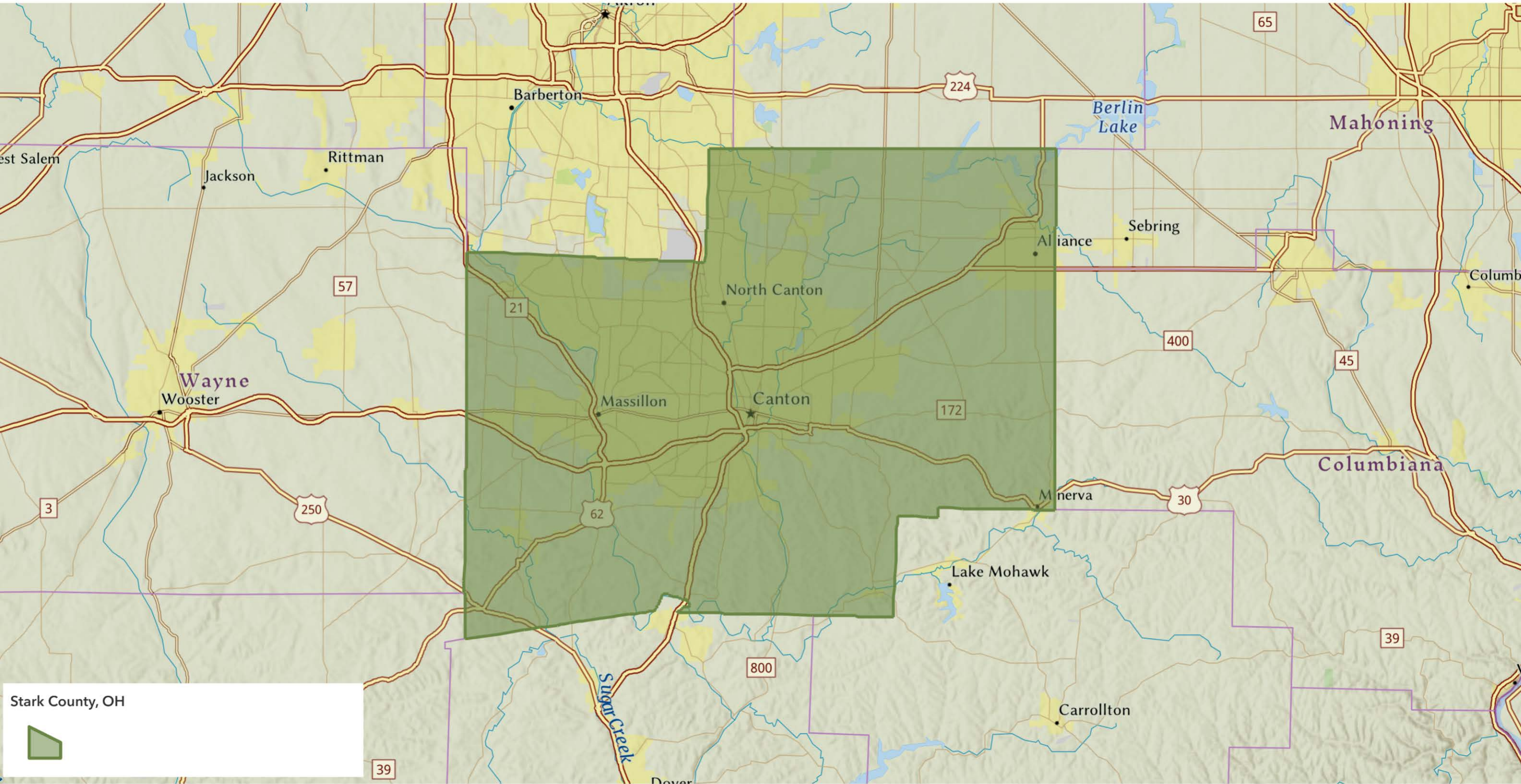
DEMOGRAPHICS REPORT

Stark, Summit, Portage, and Medina Counties

Prepared Especially for Mark Jones

2/23/2023

DEMOGRAPHICS REPORT



KEY FACTS

373,987

Population



Median Age



Average Household Size

\$60,779

Median Household Income

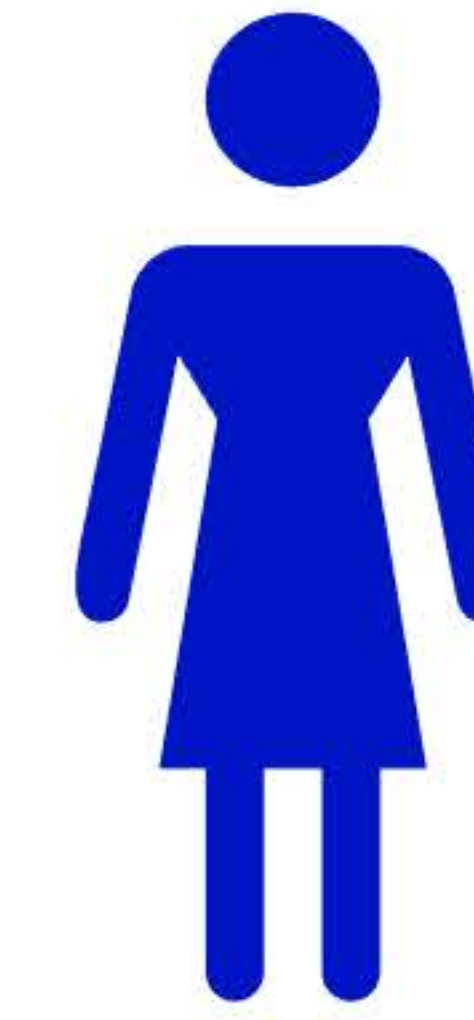
1

THE POPULATION



182,621

MALE



191,366

FEMALE



74,561

CHILDREN

2

HOUSEHOLDS



156,339

TOTAL HOUSEHOLDS



106,567

OWNER OCCUPIED HOUSING



49,772

RENTER OCCUPIED HOUSING

3

INCOME



\$60,779

Median Household Income



\$35,843

Per Capita Income

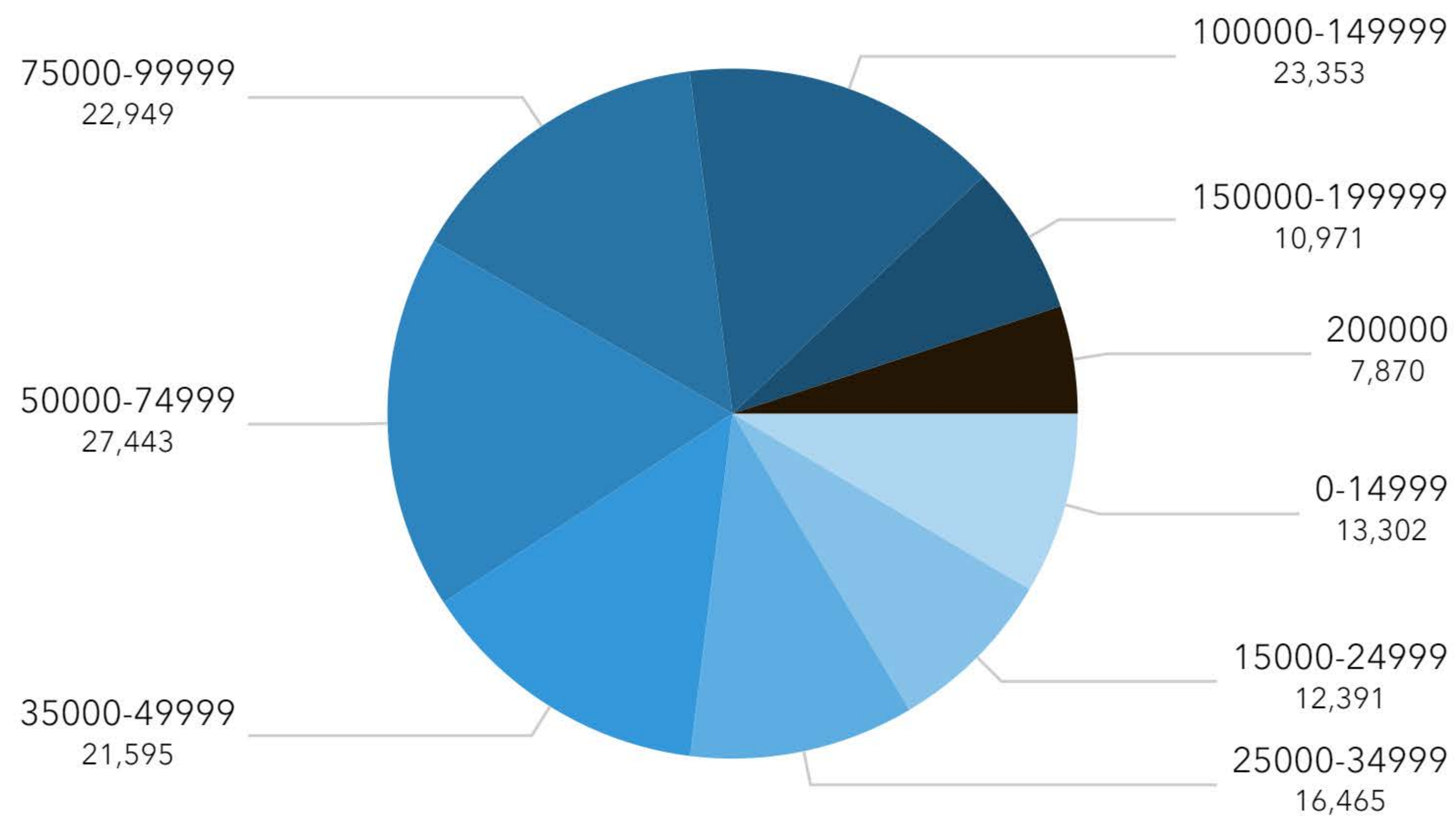


\$157,270

Median Net Worth

4

HOUSEHOLD INCOME

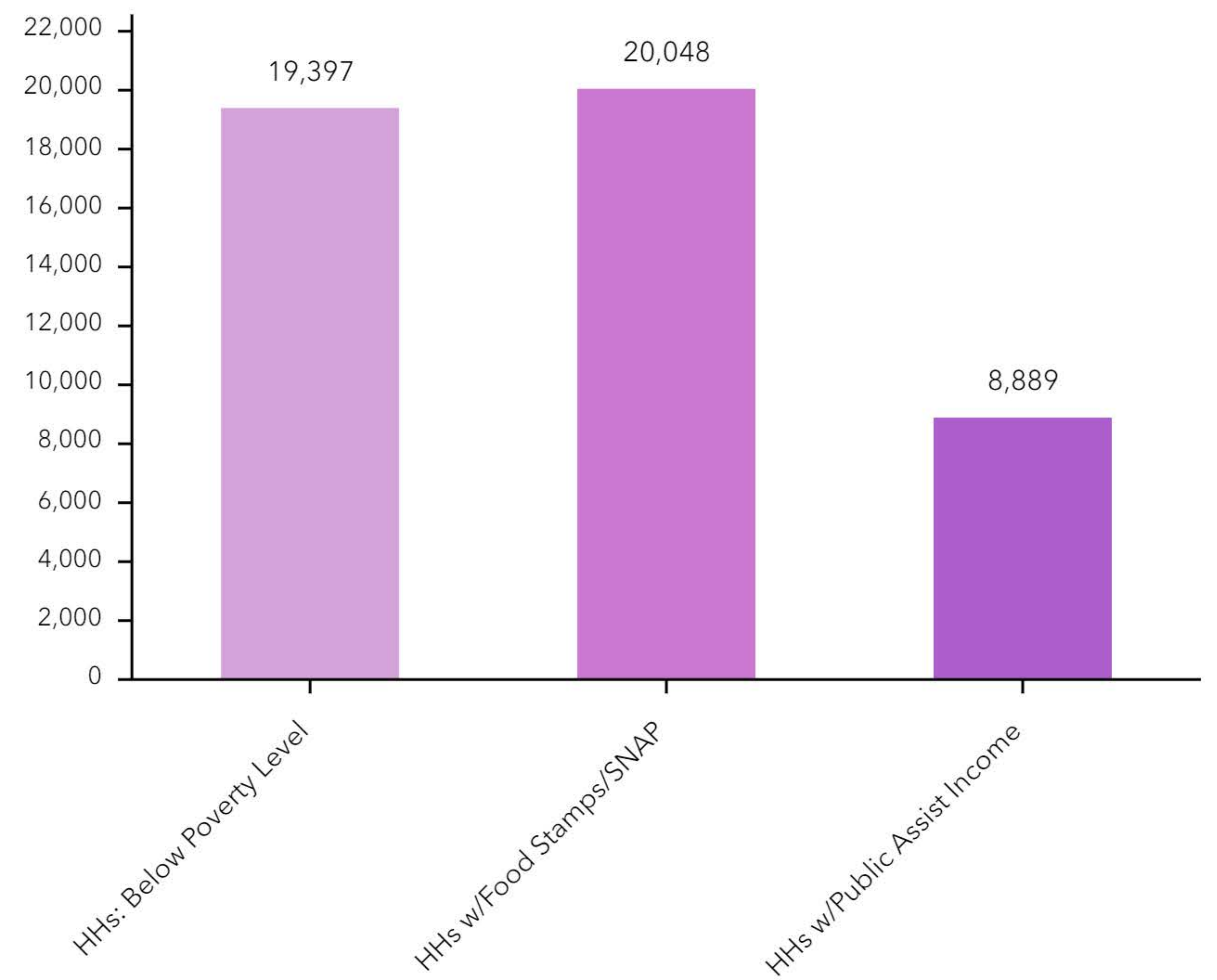


Top figure = Household income in dollars

Bottom figure = # of Households

5

HOUSEHOLDS AND POVERTY



6

2023 Households by income (Esri)

The largest group: \$50,000 - \$74,999 (17.6%)

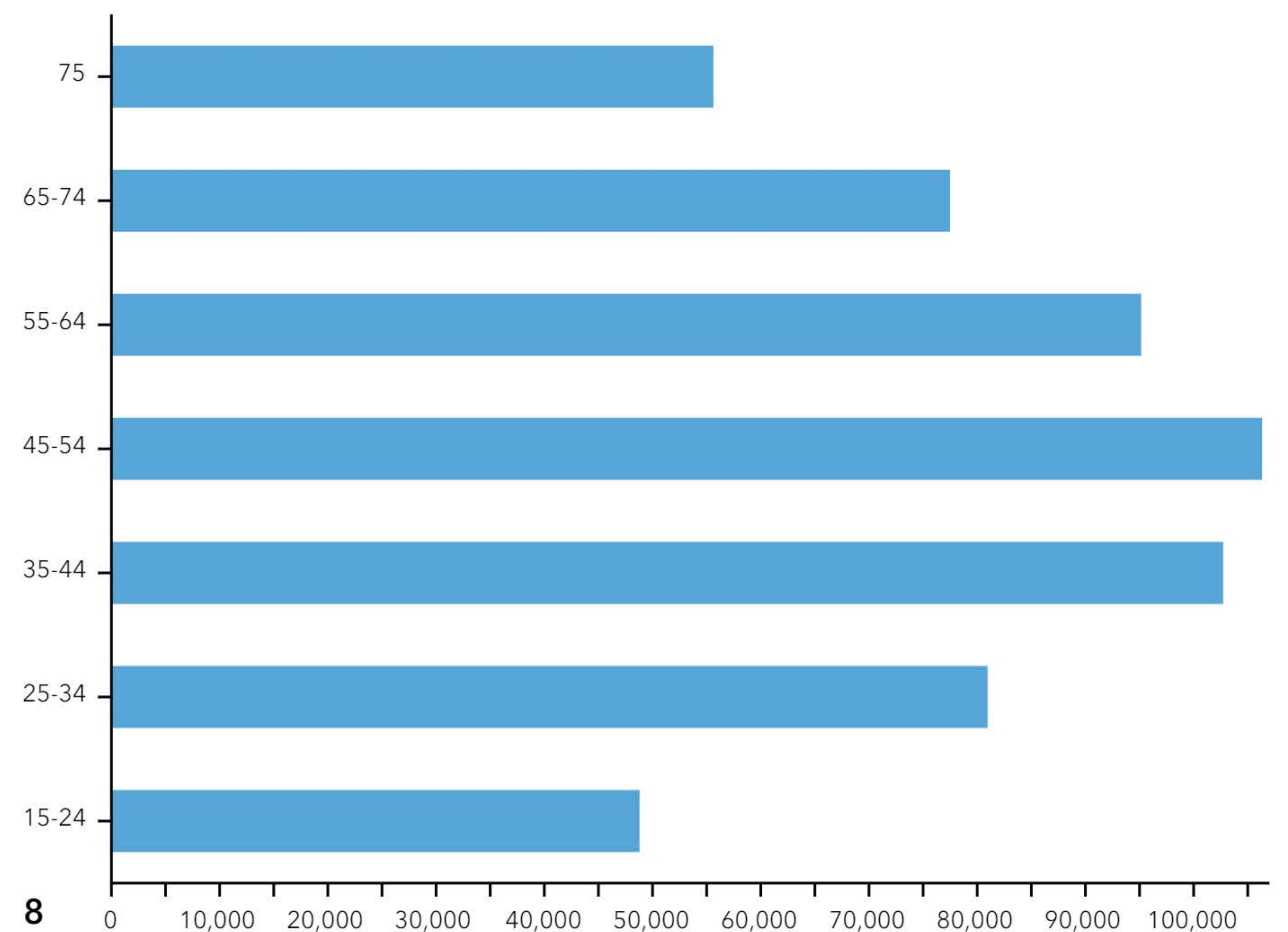
The smallest group: \$200,000+ (5.0%)

Indicator ▲	Value	Diff
<\$15,000	8.5%	-1.8%
\$15,000 - \$24,999	7.9%	+0.2%
\$25,000 - \$34,999	10.5%	+2.3%
\$35,000 - \$49,999	13.8%	+1.5%
\$50,000 - \$74,999	17.6%	0
\$75,000 - \$99,999	14.7%	+1.3%
\$100,000 - \$149,999	14.9%	-1.3%
\$150,000 - \$199,999	7.0%	-0.1%
\$200,000+	5.0%	-2.0%

Bars show deviation from Ohio

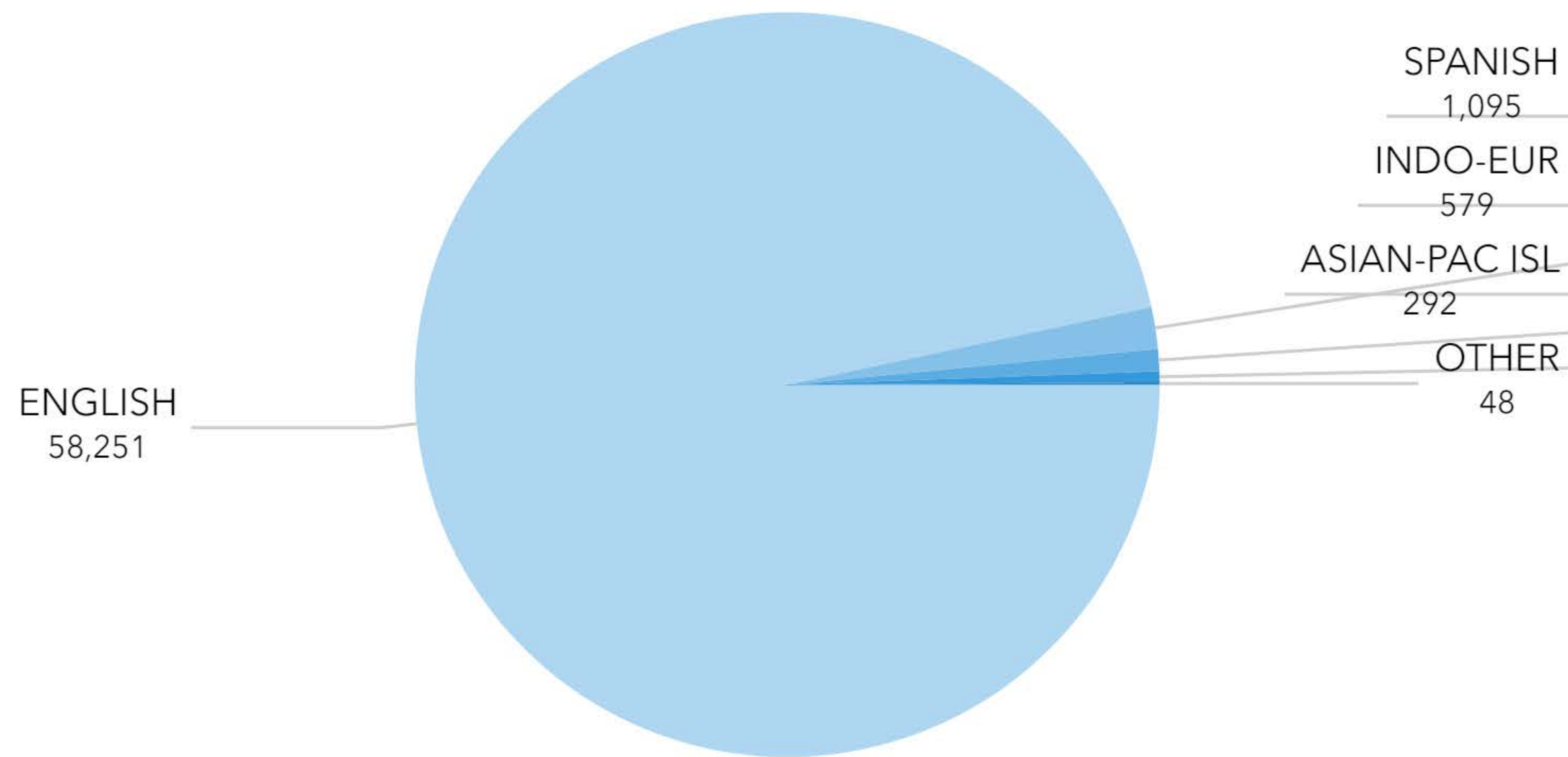
7

Income by Age



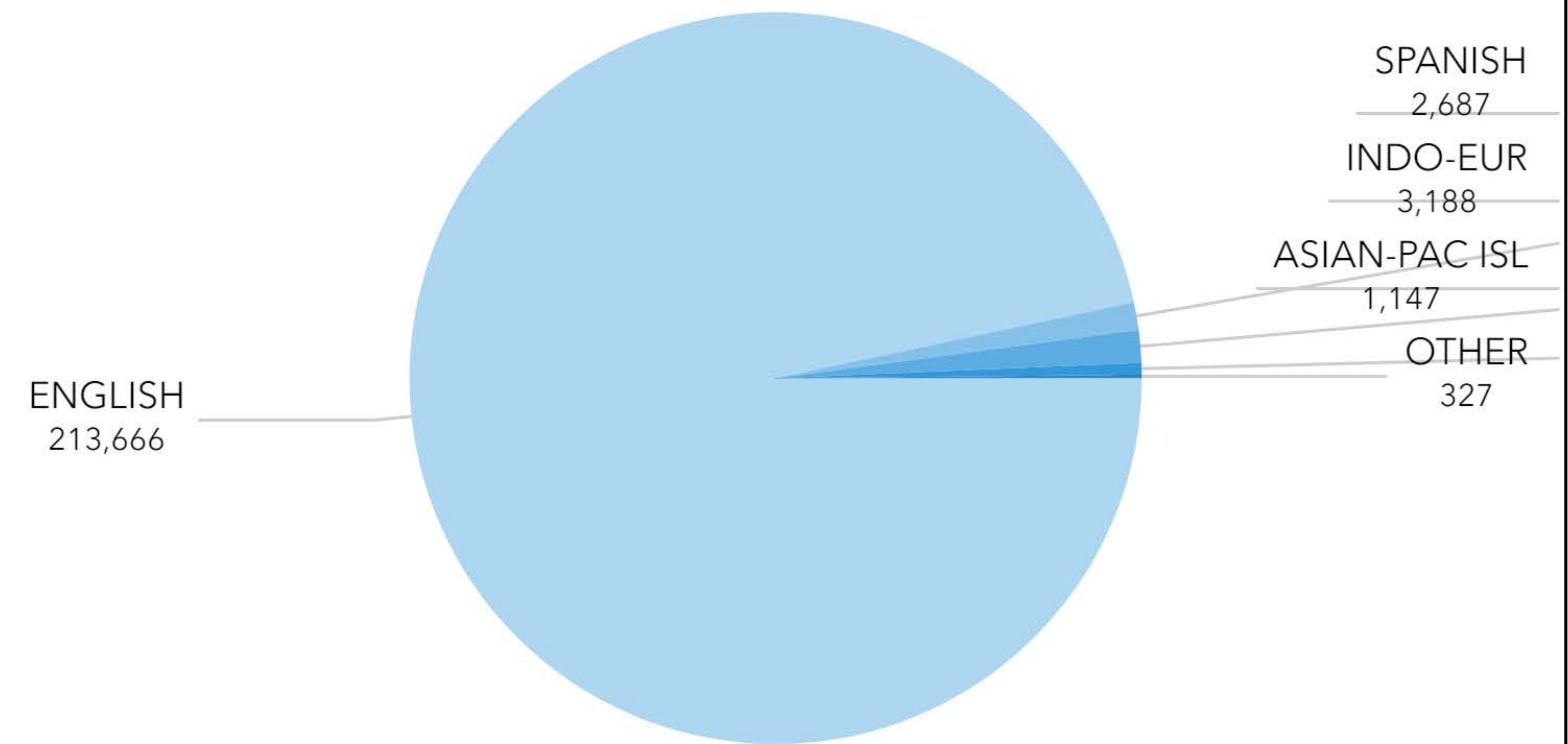
8

LANGUAGE CHILDREN SPEAK AT HOME



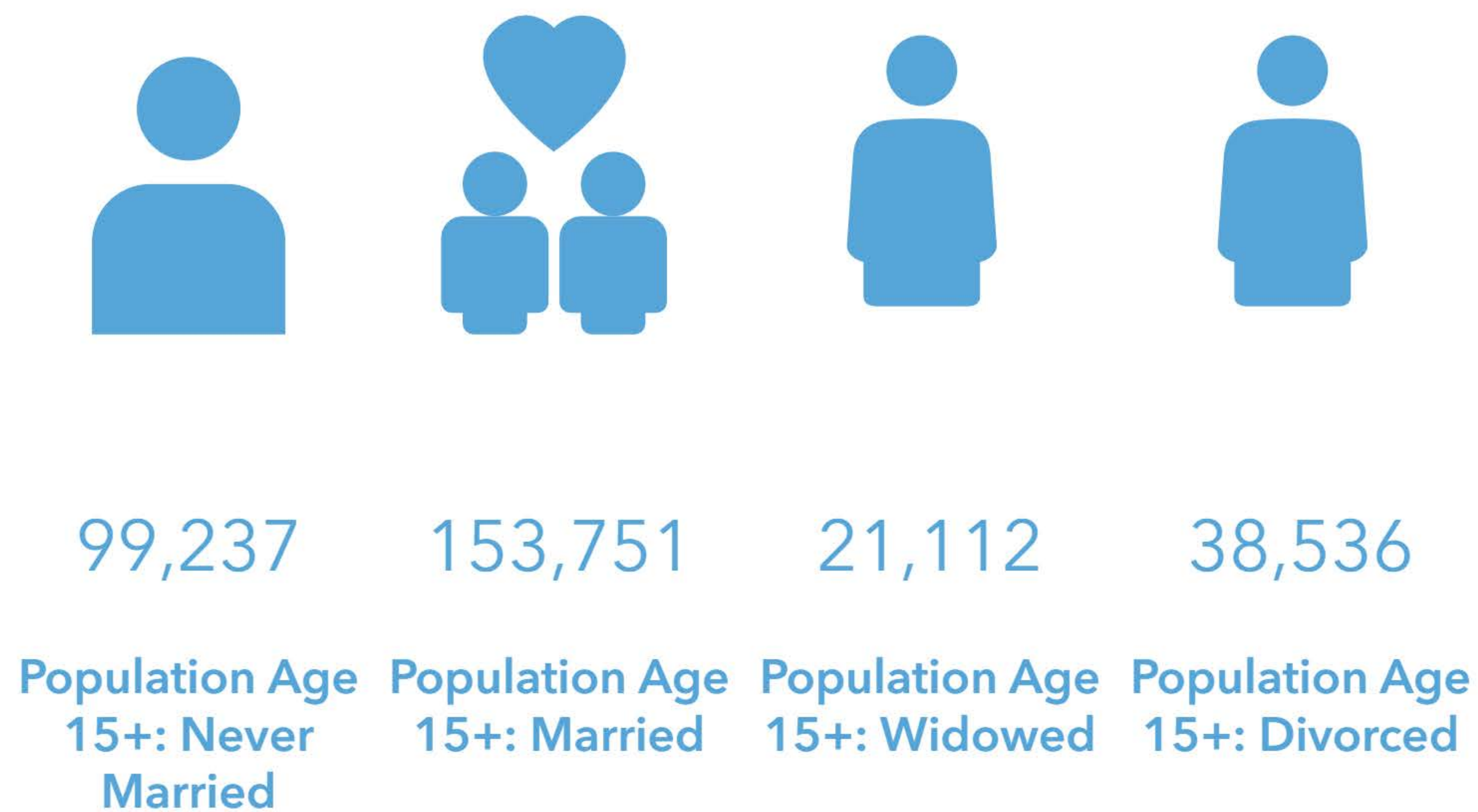
9

LANGUAGE ADULTS SPEAK AT HOME



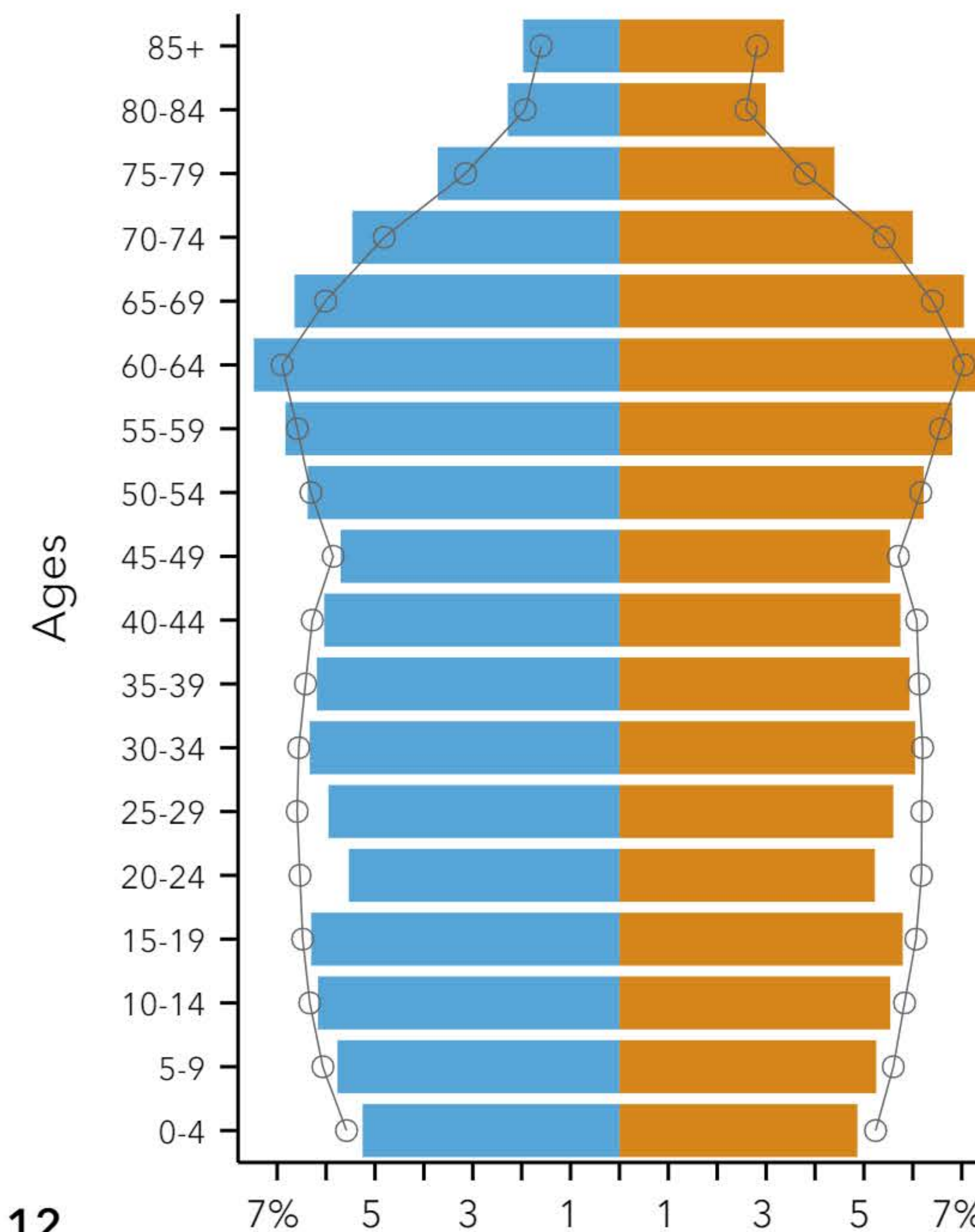
10

MARITAL STATUS



11

Age Pyramid



The largest group:
2023 Females Age 60-64

The smallest group:
2023 Males Age 85+

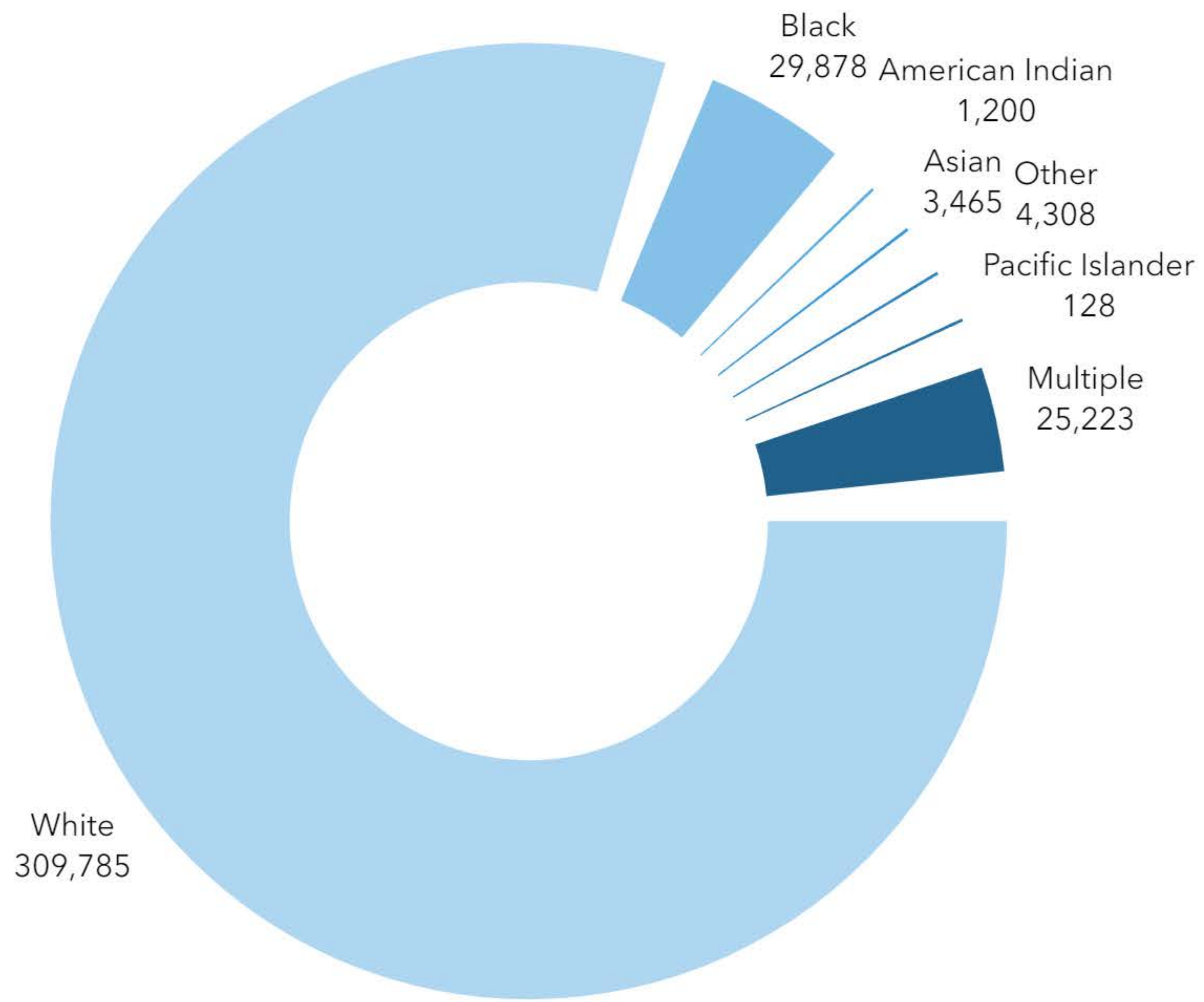
Male Population in Blue
Female Population in Gold

Dots show comparison to

Ohio

12

Racial Diversity



13

2023 Race and ethnicity (Esri)

The largest group: White Alone (82.83)

The smallest group: Pacific Islander Alone (0.03)

Indicator ▲	Value	Diff
White Alone	82.83	+6.77
Black Alone	7.99	-4.75
American Indian/Alaska Native Alone	0.32	+0.05
Asian Alone	0.93	-1.79
Pacific Islander Alone	0.03	-0.02
Other Race	1.15	-0.89
Two or More Races	6.74	+0.63
Hispanic Origin (Any Race)	3.05	-1.74

Bars show deviation from

14

HOUSING STATS



\$182,295

Median Home Value



\$10,480

Average Spent on Mortgage & Basics

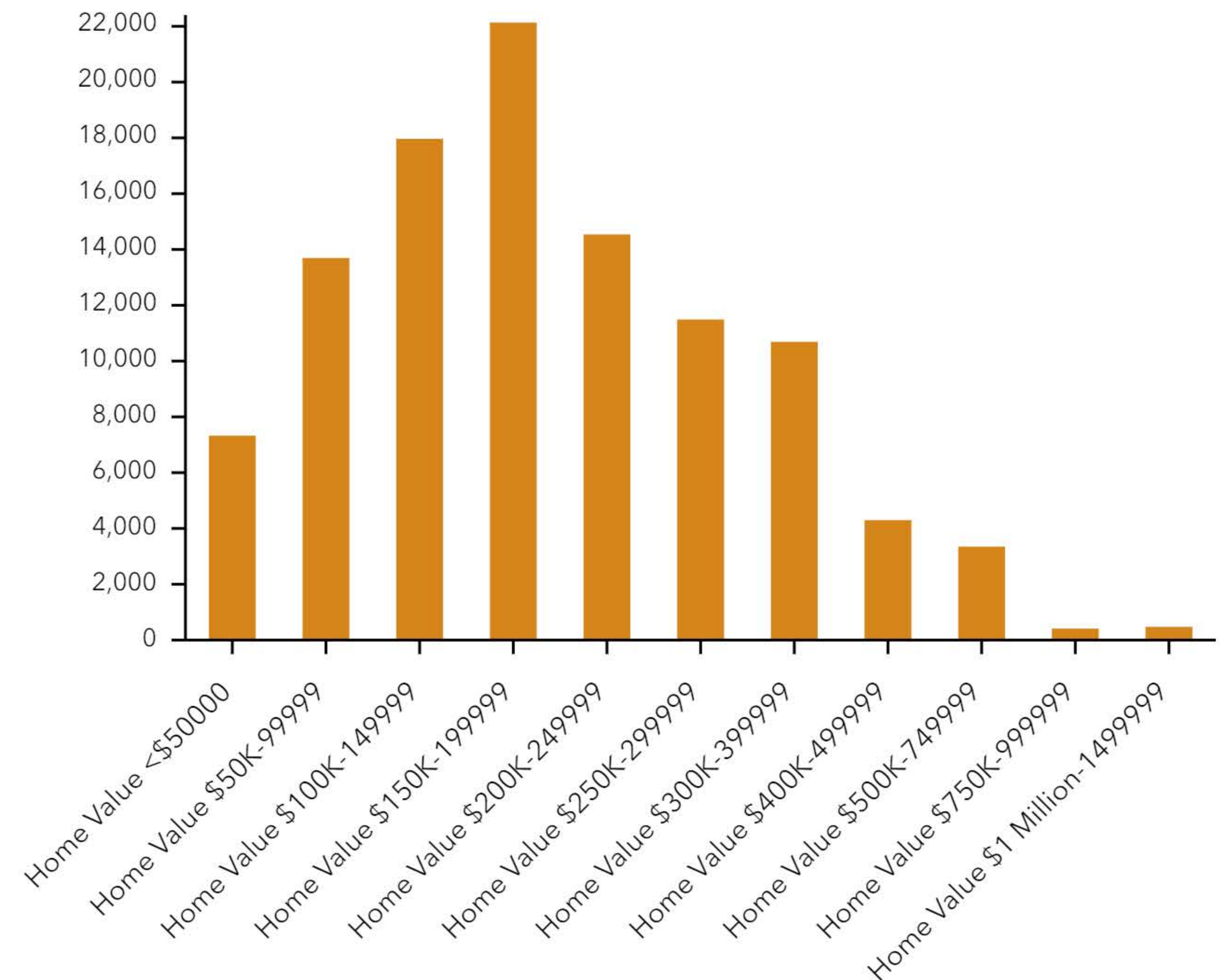


\$615

Median Contract Rent

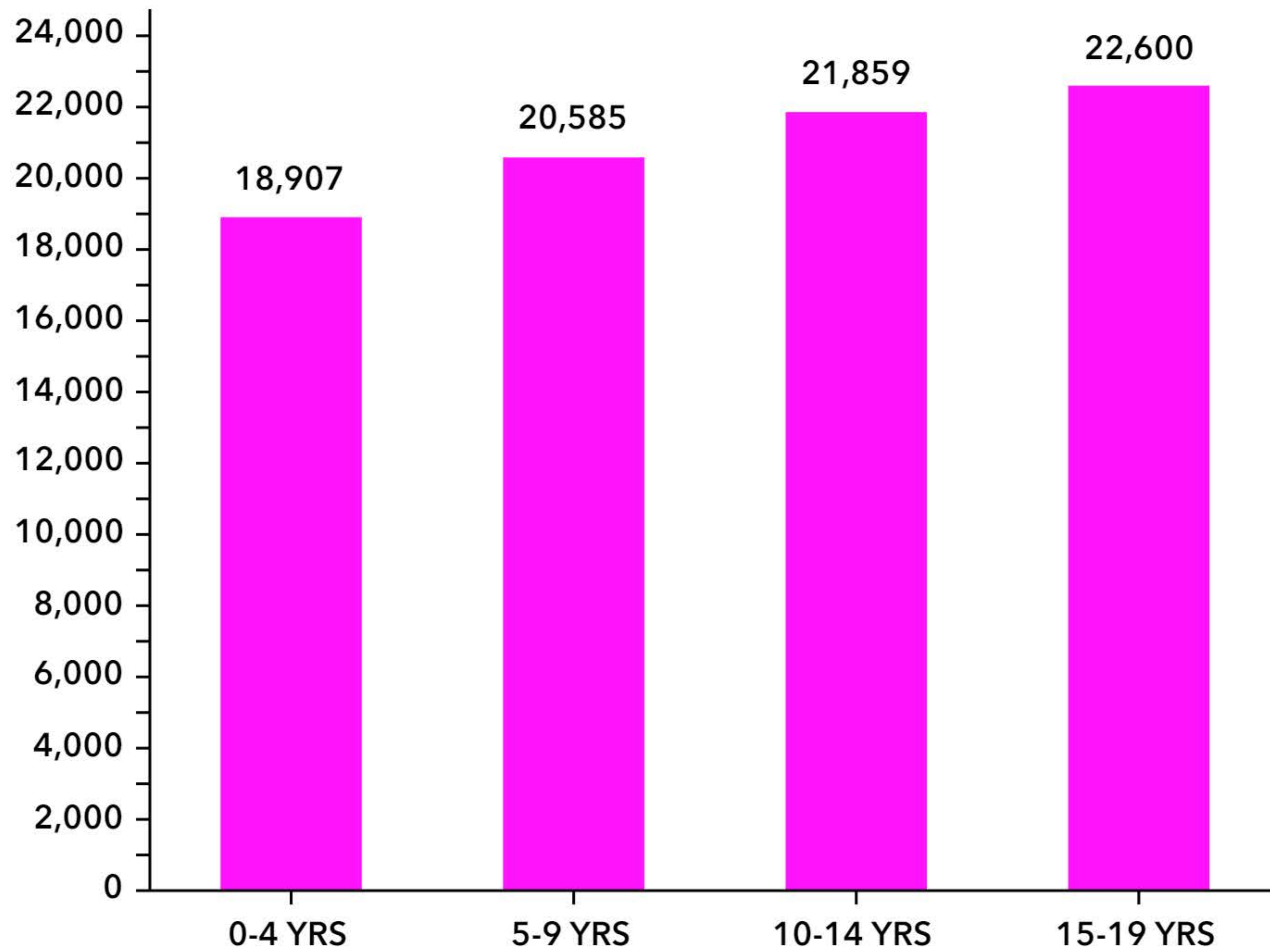
15

Home Value

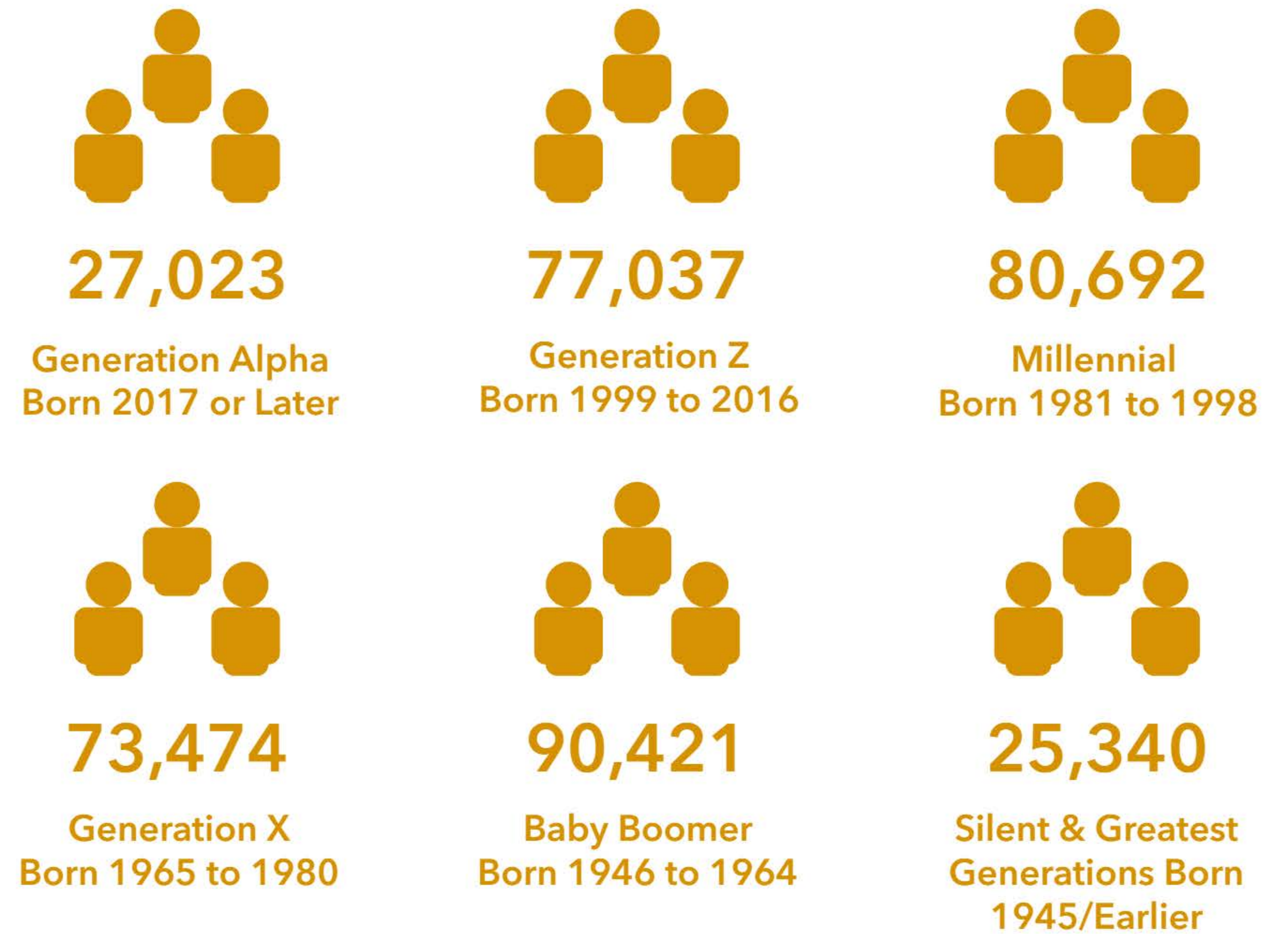


16

Population Ages 0-19



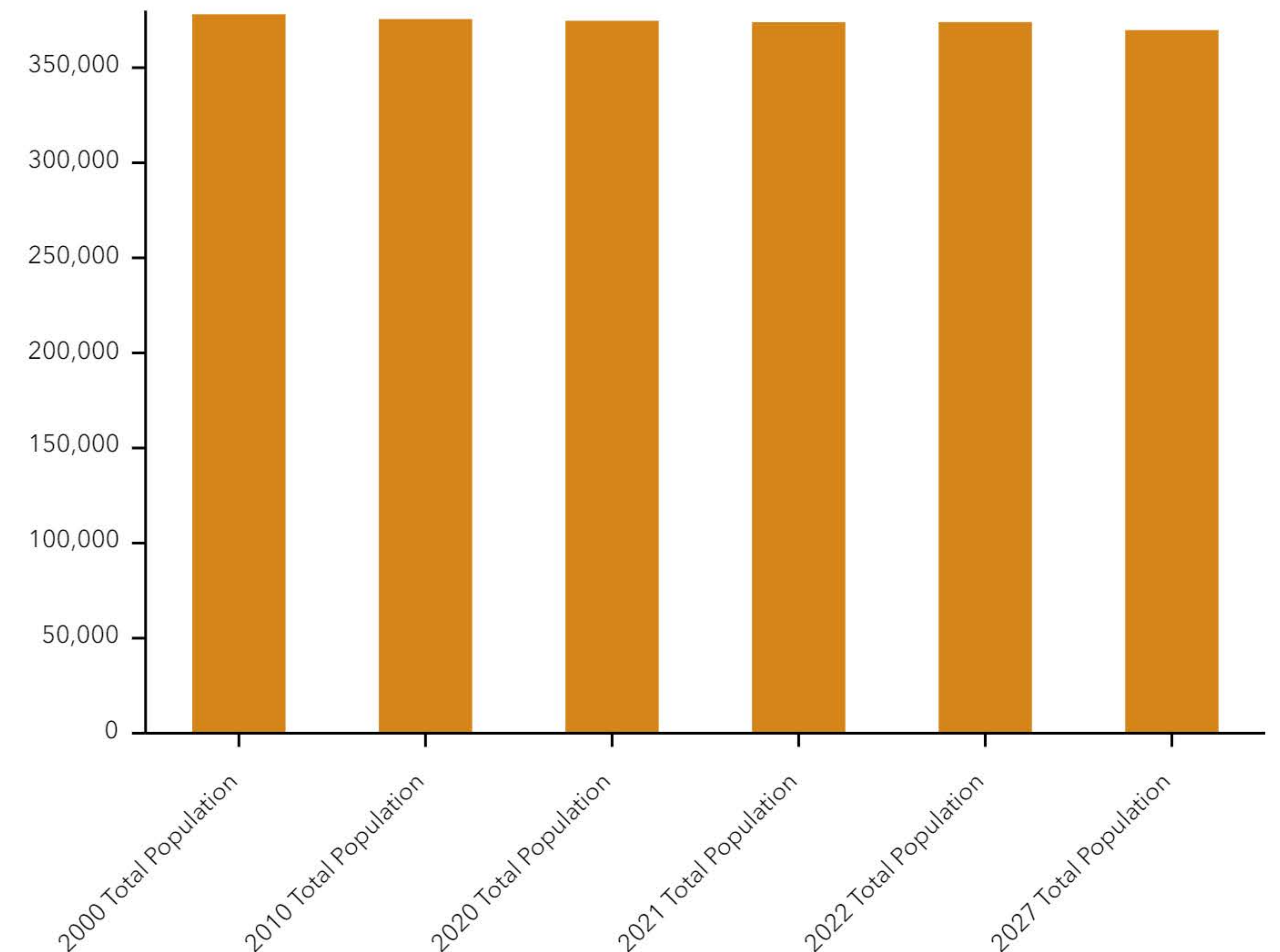
POPULATION BY GENERATION



POPULATION PROJECTIONS

Variables	Stark County, OH
2021 Total Population	373,987
2021 Household Population	366,381
2021 Family Population	290,555
2026 Total Population	369,778
2026 Household Population	362,172
2026 Family Population	285,666

POPULATION CHANGE OVER TIME



Average household size

for this area

2.34 which is less than the average for United States

Area	Value ▼	0.00	4.00
United States	2.53	<div style="width: 50%;"></div>	
Ohio	2.38	<div style="width: 45%;"></div>	
This area	2.34	<div style="width: 40%;"></div>	

EDUCATION

7%

No High School Diploma



39%
High School Graduate

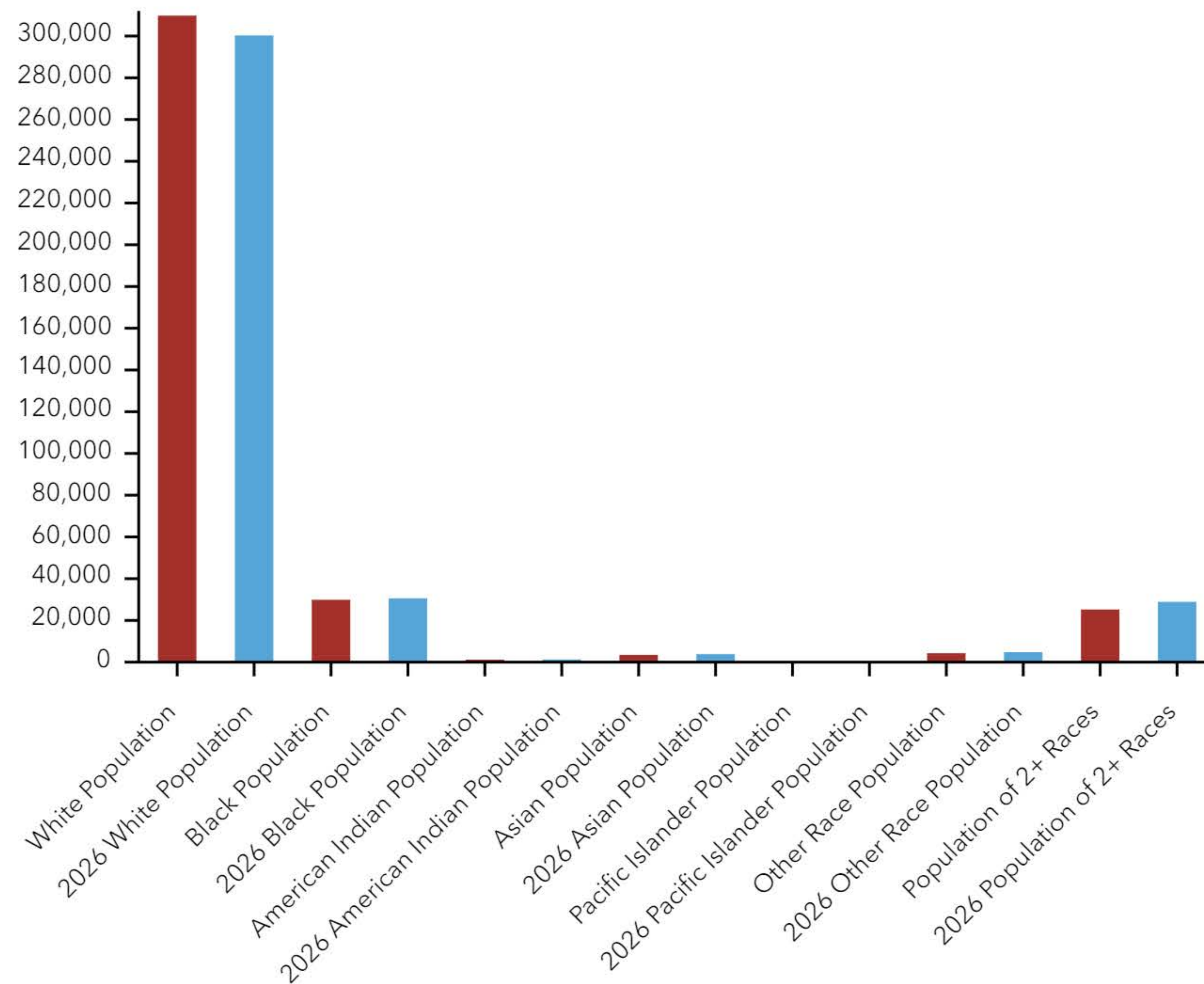


29%
Some College

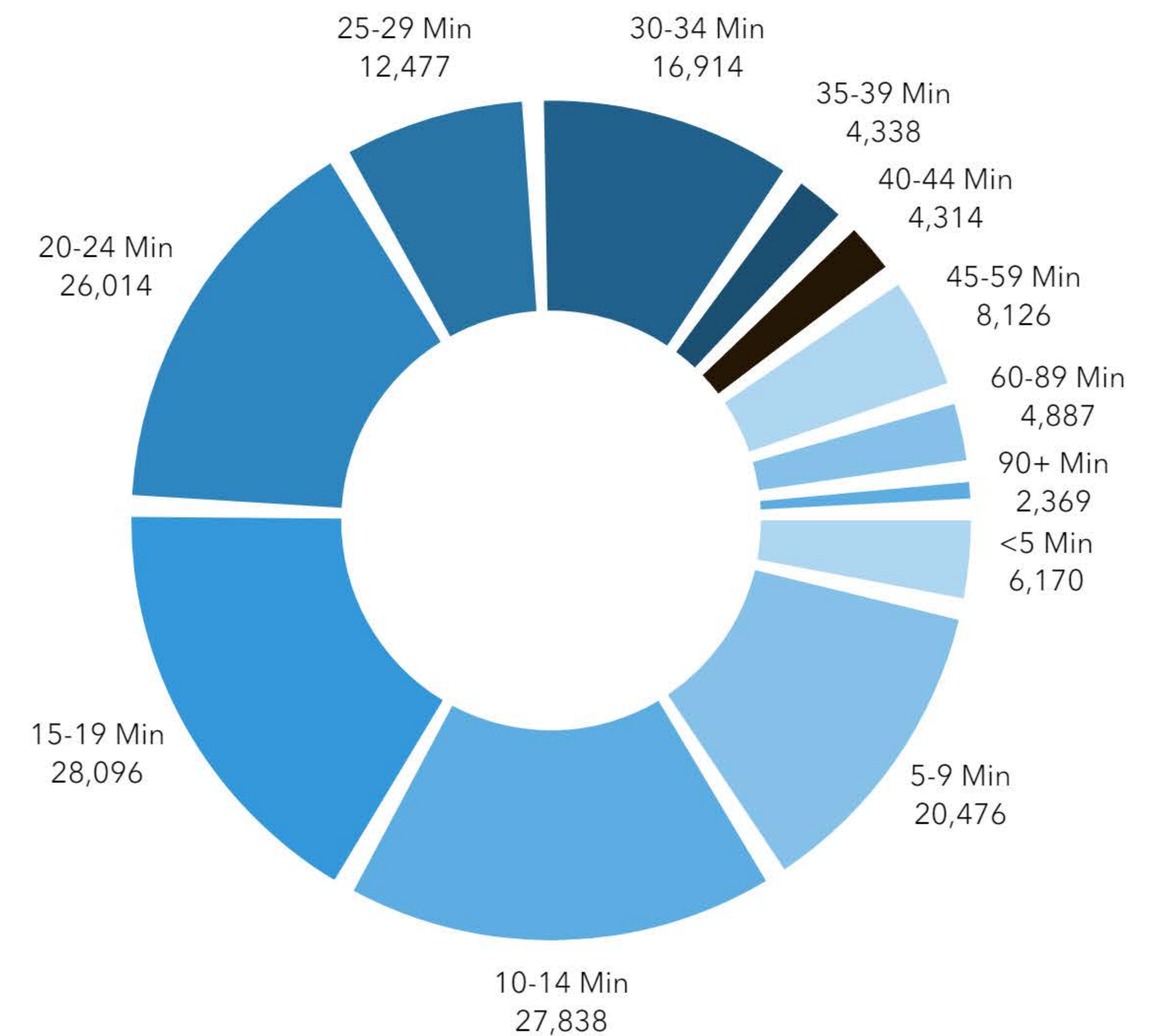


25%
Bachelor's/Grad/Prof Degree

CURRENT AND PROJECTED POPULATION BY RACE



Travel Time to Work

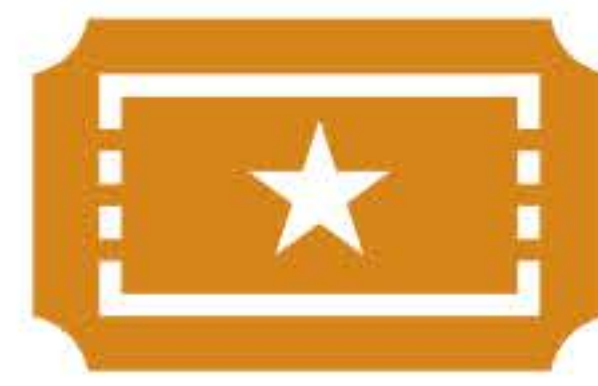


ANNUAL LIFESTYLE SPENDING



\$1,789

Travel



\$44

Theatre/Operas/
Concerts



\$42

Movies/Museums/
Parks



\$52

Sports Events



\$7

Online
Games

ANNUAL HOUSEHOLD SPENDING



\$1,758

Apparel &
Services



\$195

Computers
& Hardware



\$2,937

Eating Out



\$5,516

Groceries



\$6,365

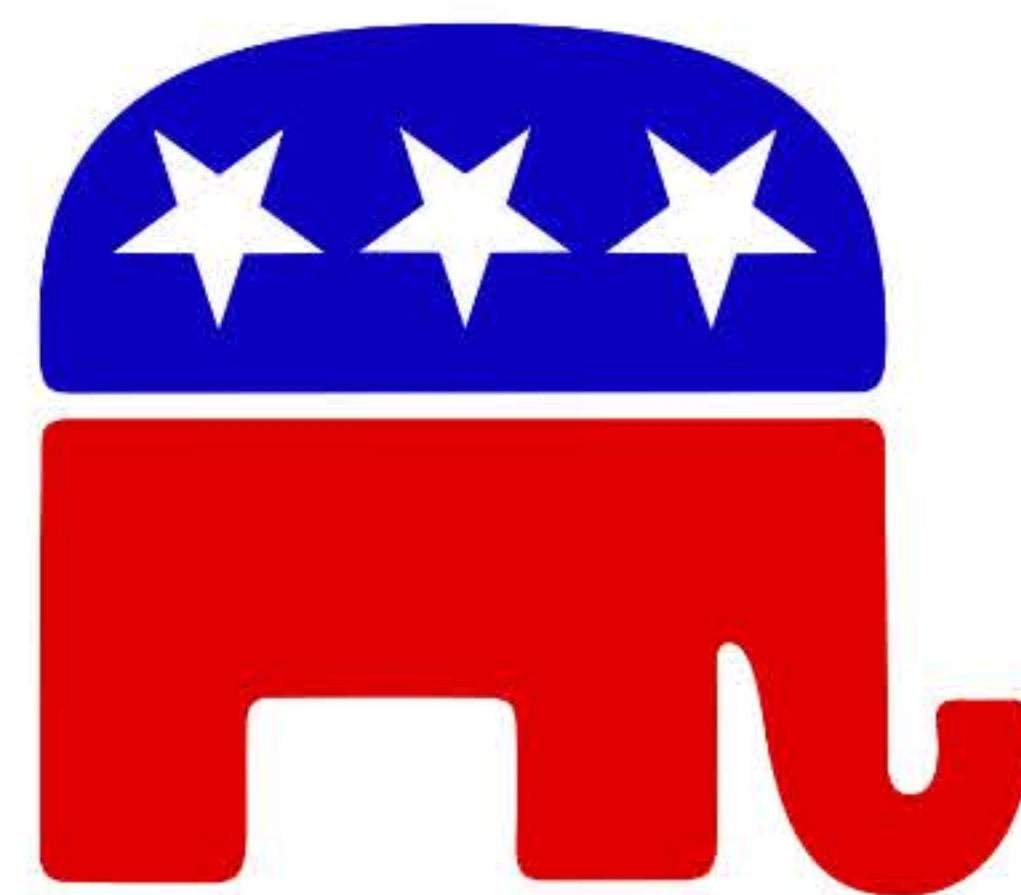
Health
Care

POLITICAL AFFILIATION



82,062

Affiliated With
Democratic Party



98,062

Affiliated With
Republican Party



114,526

Affiliated With
Independent or
No Party

INTERNET ACCESS



77%

Use Computer



84%

Use Cell Phone

"DO YOU ATTEND CHURCH REGULARLY?"



133,278

53,884

45,647

66,609

Disagree
Completely

Disagree
Somewhat

Agree
Somewhat

Agree
Completely

NEAREST CHURCHES

	Direction	Distance
Tuscarawas District Office United Methodist Church	W	0.0
The Wedding Chapel of Ohio	N	0.0
Church of Jesus Christ of Latter Day Saints	SE	0.5
Good Shepherd Lutheran Church	N	0.5
Christ the Servant Parish	NE	0.5
Christ the Servant	NE	0.6
Faith Community Church	NW	0.6

Closest 7 locations

The typical amount of money each household gives to a church or religious organization per year.



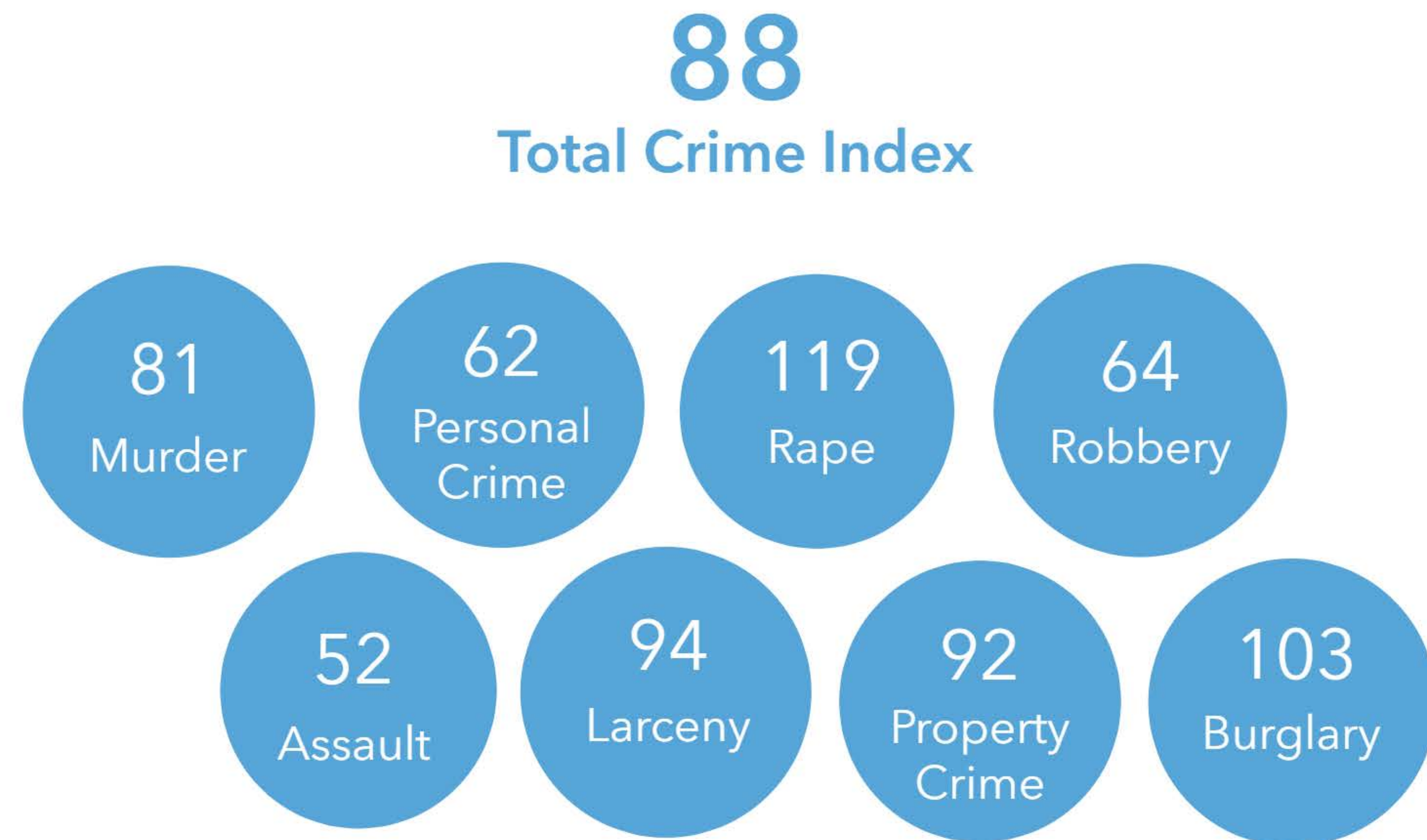
\$967

Projected amount of money given to churches or religious organizations by each household in 2027.



1,109

CRIME INDEX



Values above 100 indicate the area has an above average risk of occurring compared to the US. Values below 100 indicate a below average risk.

Business Summary

Utilities	8
Construction	825
Manufacturing	561
Wholesale Trade	407
Retail Trade	1,642
Motor Vehicle/Parts Dealers	264
Furniture/Home Furnishings	77
Electronics/Appliances	51
Bldg Material/Garden Equip&Supply	154
Food & Beverage Stores	236
Health/Personal Care	188
Gas Stations	42
Clothing/Accessories	155
Sports/Hobby/Book/Music	270
General Merchandise Stores	205
Transportation/Warehouse	188
Information	211
Finance & Insurance	610
Real Estate/Rental/Leasing	464
Prof/Scientific/Tech Srv	908
Educational Services	350
Health Care/Social Assistance	1,065
Arts/Entertainment/Recreation	253
Accommodation/Food Services	919
Food Srv & Drinking Places	854

INCOME PROJECTIONS

Variables	Stark County, OH
2021 Per Capita Income	\$35,843
2021 Median Household Income	\$60,779
2021 Average Household Income	\$85,645
2026 Per Capita Income	\$41,610
2026 Median Household Income	\$70,765
2026 Average Household Income	\$98,163

Tapestry segments

	Salt of the Earth 20,396 households	13.0% of Households	▼
	Comfortable Empty Nesters 15,778 households	10.1% of Households	▼
	Traditional Living 14,950 households	9.6% of Households	▼

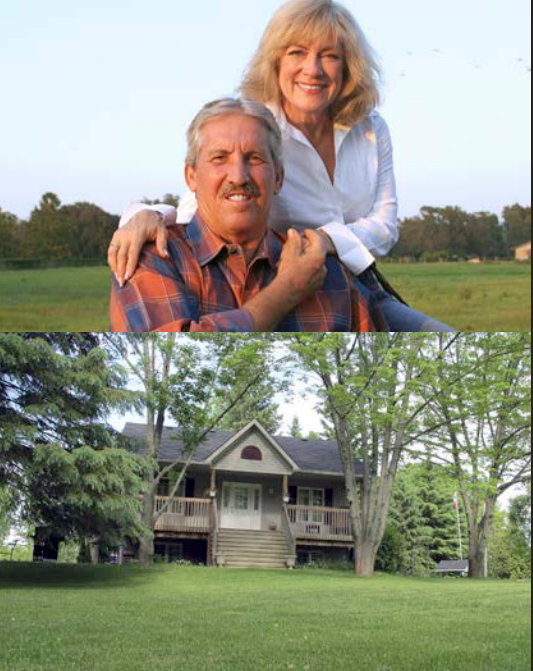
WHAT IS TAPESTRY SEGMENTATION?

Tapestry is a geodemographic segmentation system that integrates consumer traits with residential characteristics to identify markets and classify US neighborhoods. Neighborhoods with the most similar characteristics are grouped together, while neighborhoods with divergent characteristics are separated. Internally homogenous, externally heterogeneous market segments depict consumers' lifestyles and lifestages. Tapestry Segmentation combines the "who" of lifestyle demography with the "where" of local geography to create a classification model with 67 distinct, behavioral market segments.

IN OTHER WORDS...

Tapestry segmentation is a way to study our population and to identify things about people that help us to better understand them. Some things we learn about our neighborhoods through this kind of research include:

- Income
- Spending habits
- Ethnicity
- Occupations
- Interests
- Family Dynamics
- Housing
- Lifestyles



LifeMode Group: Cozy Country Living

Salt of the Earth

6B

Households: 3,545,800

Average Household Size: 2.59

Median Age: 44.1

Median Household Income: \$56,300

WHO ARE WE?

Salt of the Earth residents are entrenched in their traditional, rural lifestyles. Citizens here are older, and many have grown children that have moved away. They still cherish family time and also tending to their vegetable gardens and preparing homemade meals. Residents embrace the outdoors; they spend most of their free time preparing for their next fishing, boating, or camping trip. The majority has at least a high school diploma or some college education; many have expanded their skill set during their years of employment in the manufacturing and related industries. They may be experts with DIY projects, but the latest technology is not their forte. They use it when absolutely necessary, but seek face-to-face contact in their routine activities.

OUR NEIGHBORHOOD

- This large segment is concentrated in the Midwest, particularly in Ohio, Pennsylvania, and Indiana.
- Due to their rural setting, households own two vehicles to cover their long commutes, often across county boundaries.
- Homeownership rates are very high (Index 133). Single-family homes are affordable, valued at 25% less than the national market.
- Nearly two in three households are composed of married couples; less than half have children at home.

SOCIOECONOMIC TRAITS

- Steady employment in construction, manufacturing, and related service industries.
- Completed education: 40% with a high school diploma only.
- Household income just over the national median, while net worth is nearly double the national median.
- Spending time with family is their top priority.
- Cost-conscious consumers, loyal to brands they like, with a focus on buying American.
- Last to buy the latest and greatest products.
- Try to eat healthy, tracking the nutrition and ingredients in the food they purchase.



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: 44.1 US: 38.2

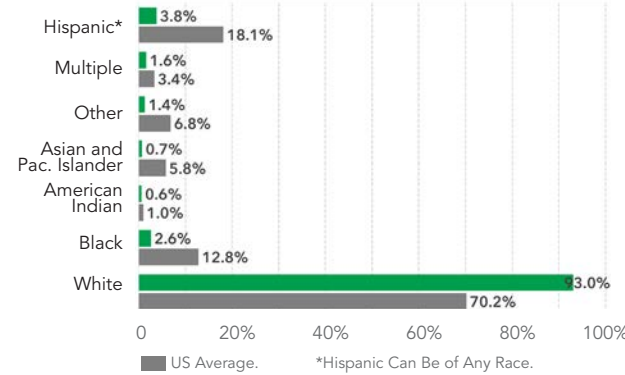
■ Indicates US



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: 19.8 US: 64.0



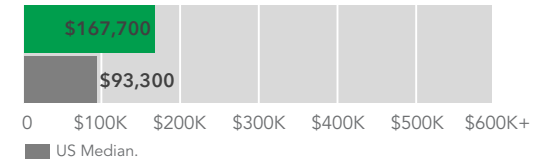
INCOME AND NET WORTH

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

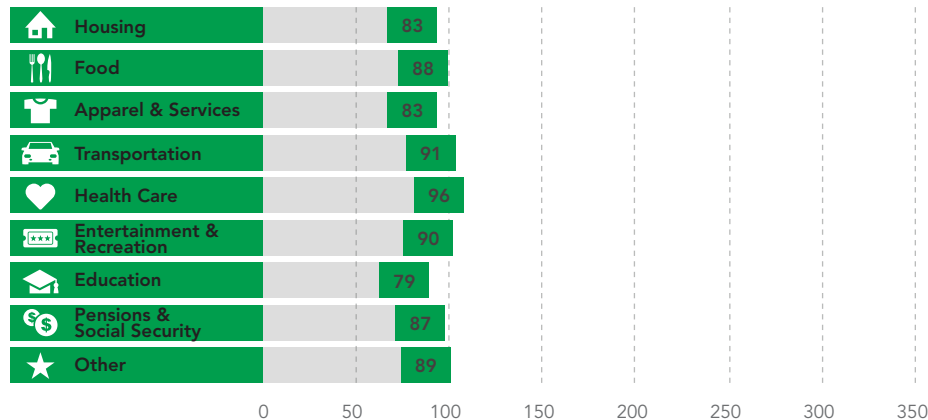


Median Net Worth



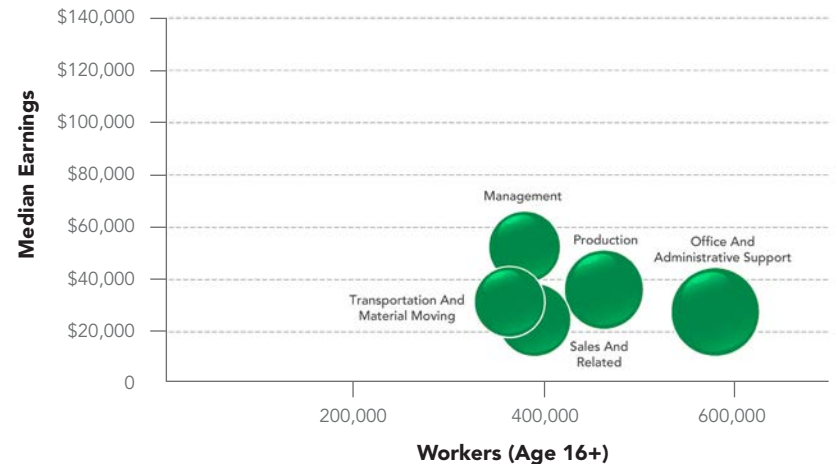
AVERAGE HOUSEHOLD BUDGET INDEX

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.)

- Outdoor sports and activities, such as fishing, boating, hunting, and overnight camping trips, are popular.
- To support their pastimes, truck ownership is high; many also own an ATV.
- They own the equipment to maintain their lawns and tend to their vegetable gardens.
- Residents often tackle home remodeling and improvement jobs themselves.
- Due to their locale, they own satellite dishes and have access to high-speed internet connections like DSL.
- These conservative consumers prefer to conduct their business in person rather than online. They use an agent to purchase insurance.

HOUSING

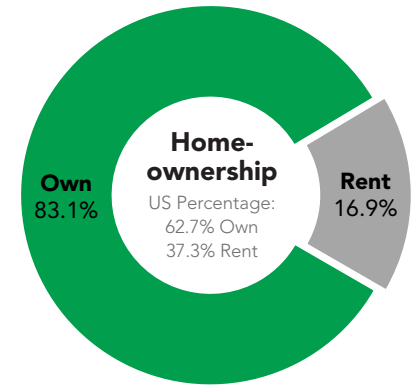
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
Single Family

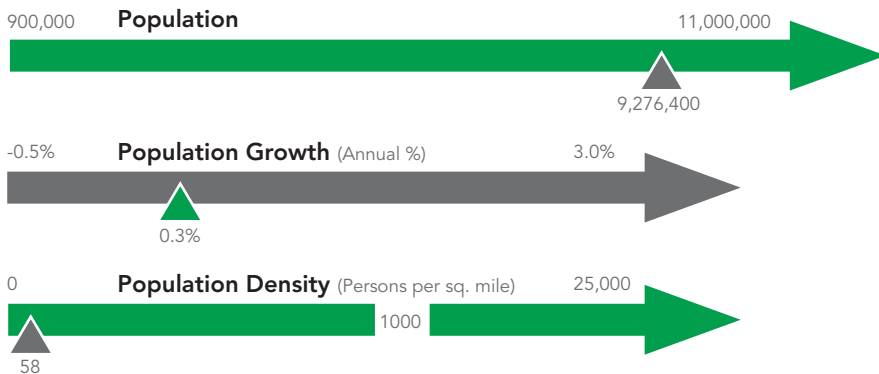
Median Value:
\$154,300

US Median: \$207,300



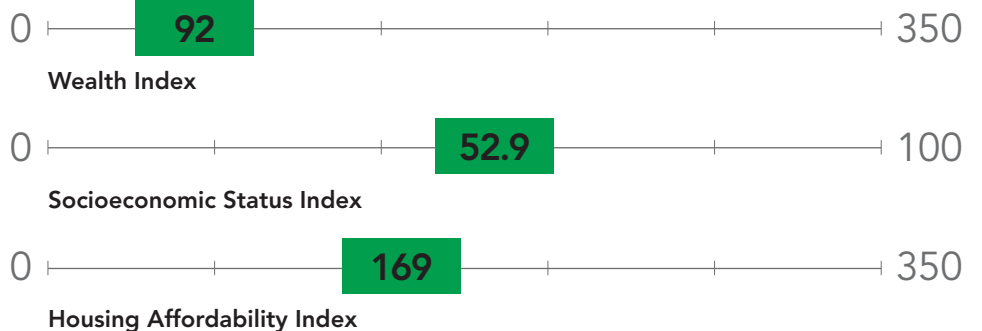
POPULATION CHARACTERISTICS

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.





LifeMode Group: Cozy Country Living

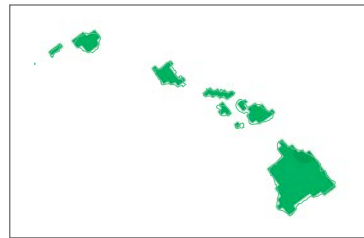
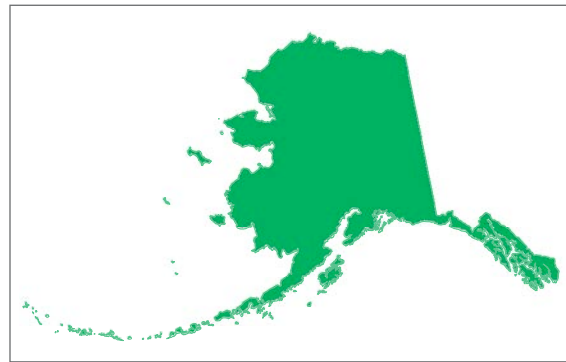
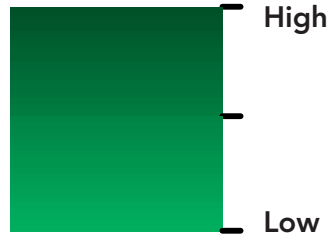
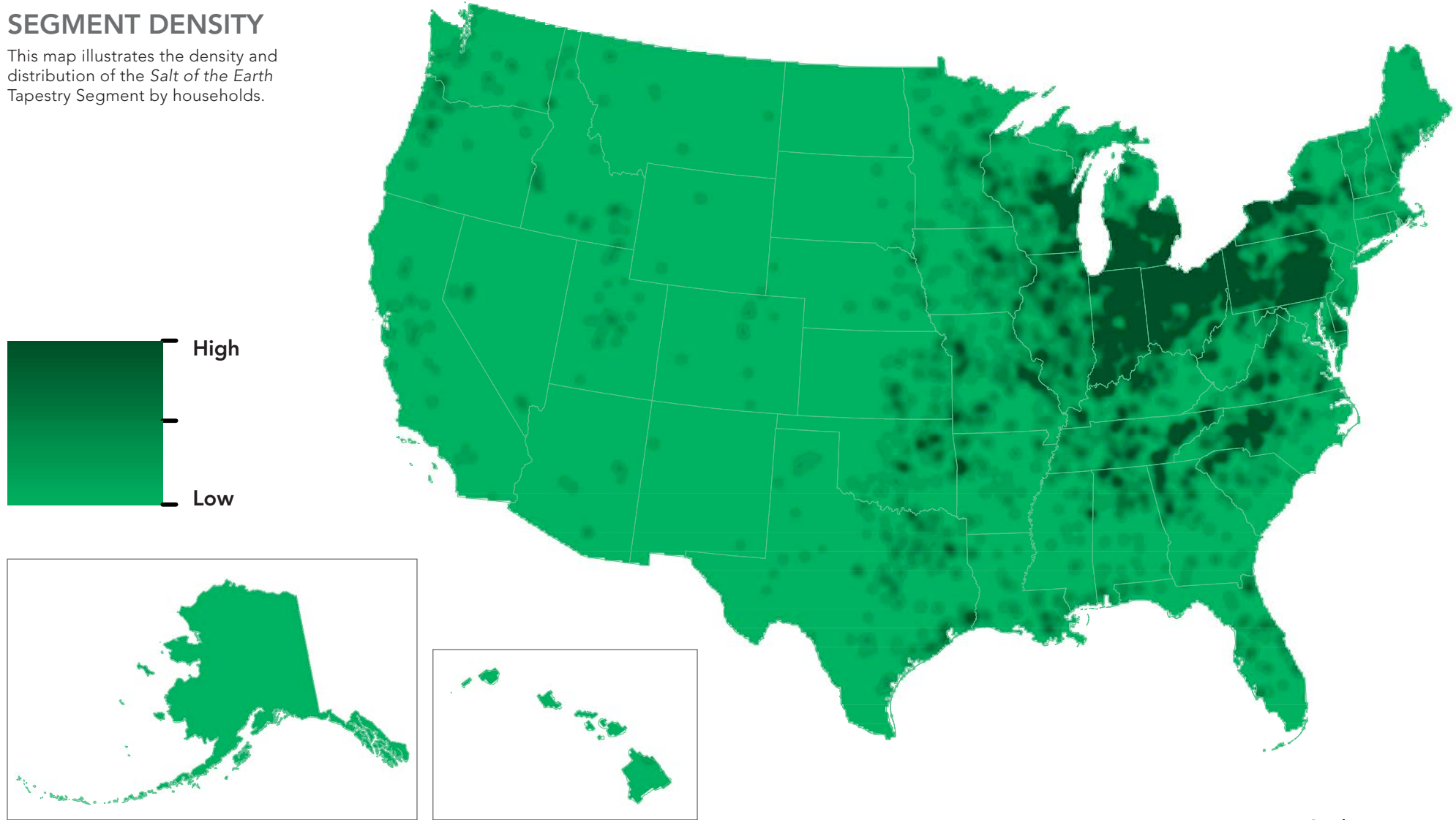
Salt of the Earth



TAPESTRY
SEGMENTATION
esri.com/tapestry

SEGMENT DENSITY

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



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THE
SCIENCE
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LifeMode Group: GenXurban

Comfortable Empty Nesters

5A

Households: 3,024,200

Average Household Size: 2.52

Median Age: 48.0

Median Household Income: \$75,000

WHO ARE WE?

Residents in this large, growing segment are older, with nearly half of all householders aged 55 or older; many still live in the suburbs where they grew up. Most are professionals working in government, health care, or manufacturing. These Baby Boomers are earning a comfortable living and benefitting from years of prudent investing and saving. Their net worth is well above average (Index 314). Many are enjoying the transition from child rearing to retirement. They value their health and financial well-being.

OUR NEIGHBORHOOD

- Married couples, some with children, but most without (Index 149).
- Average household size slightly higher at 2.52.
- Found throughout the suburbs and small towns of metropolitan areas, where most residents own and live in single-family detached homes (Index 142).
- Most homes built between 1950 and 1990 (Index 131).
- Households generally have one or two vehicles.

SOCIOECONOMIC TRAITS

- Education: 36% college graduates; nearly 68% with some college education.
- Average labor force participation at 61%.
- Most households' income from wages or salaries, but a third also draw income from investments (Index 150) and retirement (Index 159).
- *Comfortable Empty Nesters* residents physically and financially active.
- Prefer eating at home instead of dining out.
- Home maintenance a priority among these homeowners.

Comfortable Empty Nesters



AGE BY SEX (Esri data)

Median Age: **48.0** US: 38.2

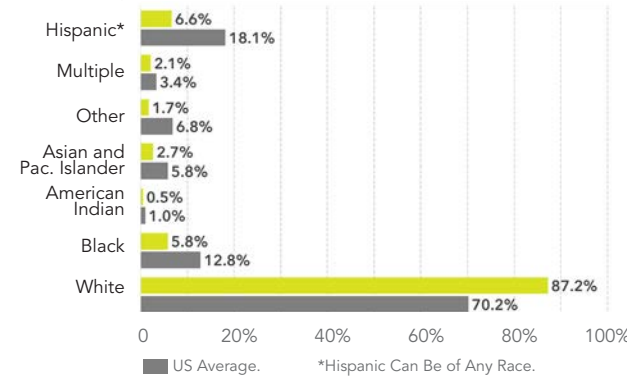
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Diversity Index: **33.0** US: 64.0



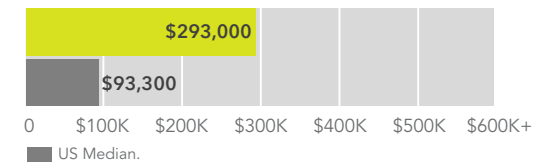
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Median Household Income

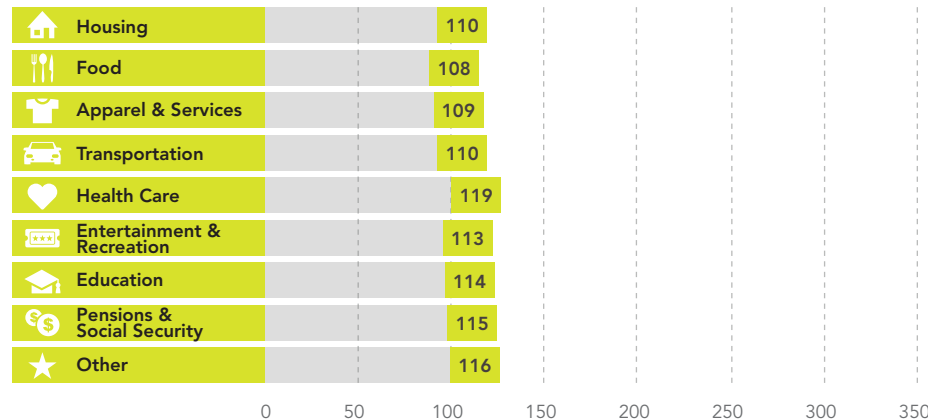


Median Net Worth



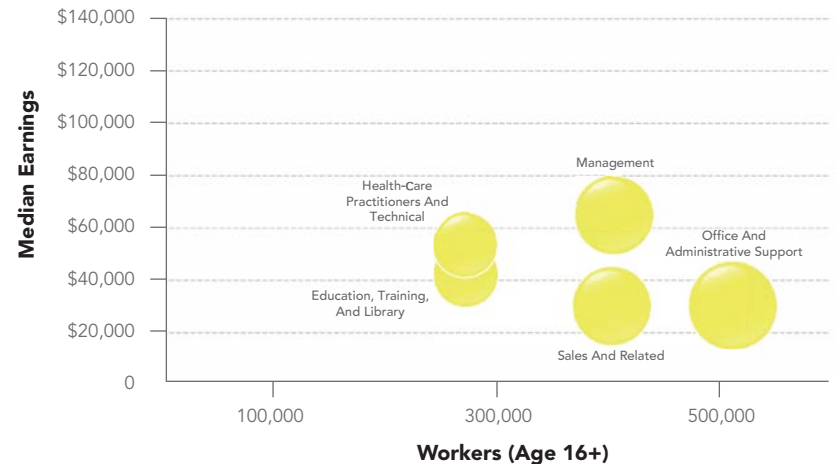
AVERAGE HOUSEHOLD BUDGET INDEX

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.)

- Residents enjoy listening to sports radio or watching sports on television.
- Physically active, they play golf, ski, ride bicycles, and work out regularly.
- Spending a lot of time online isn't a priority, so most own older home computers.
- Financial portfolio includes stocks, certificates of deposit, mutual funds, and real estate.

HOUSING

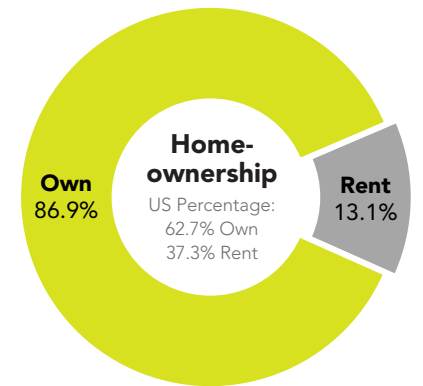
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Single Family

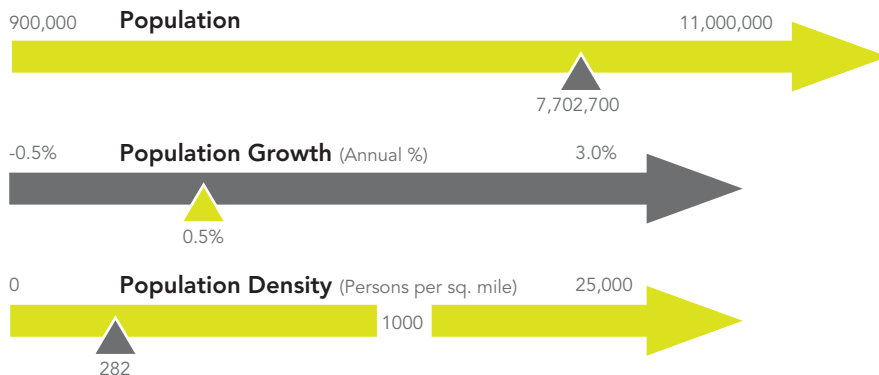
Median Value:
\$203,400

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

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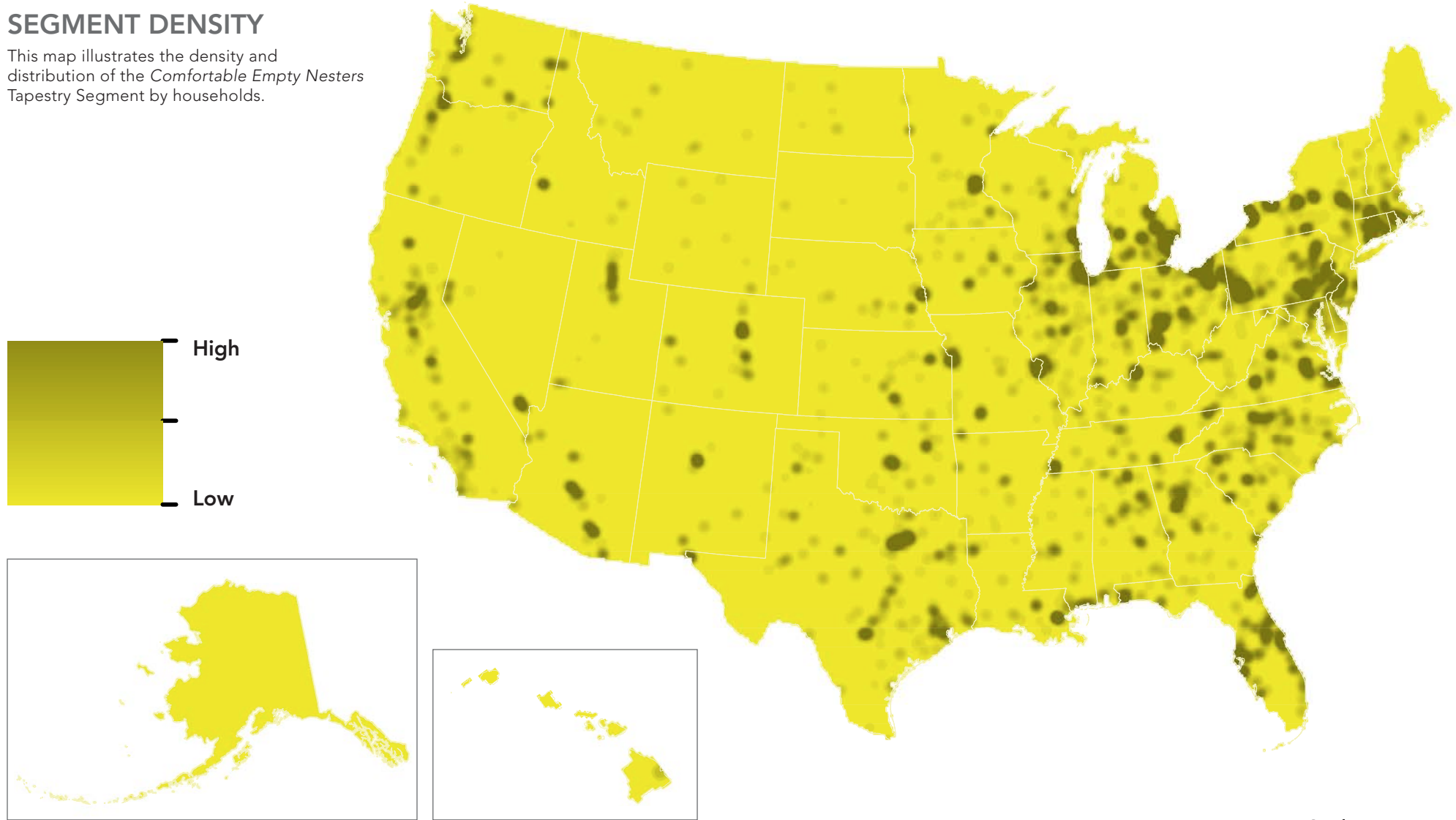


Comfortable Empty Nesters



SEGMENT DENSITY

This map illustrates the density and distribution of the *Comfortable Empty Nesters* Tapestry Segment by households.



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THE
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LifeMode Group: Hometown

Traditional Living

12B

Households: 2,395,200

Average Household Size: 2.51

Median Age: 35.5

Median Household Income: \$39,300

WHO ARE WE?

Residents in this segment live primarily in low-density, settled neighborhoods in the Midwest. The households are a mix of married-couple families and singles. Many families encompass two generations who have lived and worked in the community; their children are likely to follow suit. The manufacturing, retail trade, and health-care sectors are the primary sources of employment for these residents. This is a younger market—beginning householders who are juggling the responsibilities of living on their own or a new marriage, while retaining their youthful interests in style and fun.

OUR NEIGHBORHOOD

- Married couples are the dominant household type, but fewer than expected from the younger age profile and fewer with children (Index 79); however, there are higher proportions of single-parent (Index 146) and single-person households (Index 112).
- Average household size is slightly lower at 2.51.
- Homes are primarily single family or duplexes in older neighborhoods, built before 1940 (Index 228).
- Most neighborhoods are located in lower-density urban clusters of metro areas throughout the Midwest and South.
- Average commuting time to work is very short (Index 22).
- Households have one or two vehicles.

SOCIOECONOMIC TRAITS

- Over 70% have completed high school or some college.
- Labor force participation is a bit higher than the national rate at 63.4%.
- Almost three-quarters of households derive income from wages and salaries, augmented by Supplemental Security Income (Index 139) and public assistance (Index 152).
- Cost-conscious consumers that are comfortable with brand loyalty, unless the price is too high.
- Connected and comfortable with the internet, more likely to participate in online gaming or posting pics on social media.
- TV is seen as the most trusted media.



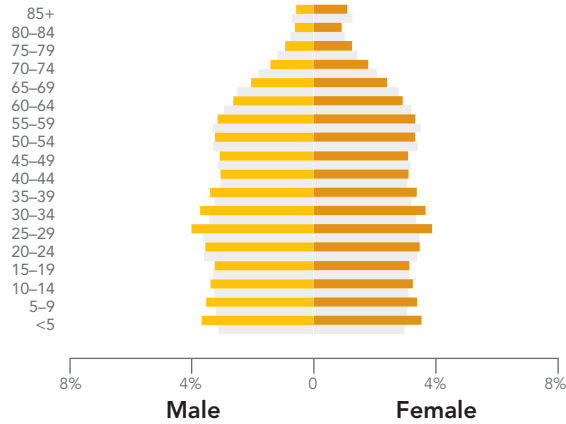
Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Simmons.



AGE BY SEX (Esri data)

Median Age: **35.5** US: 38.2

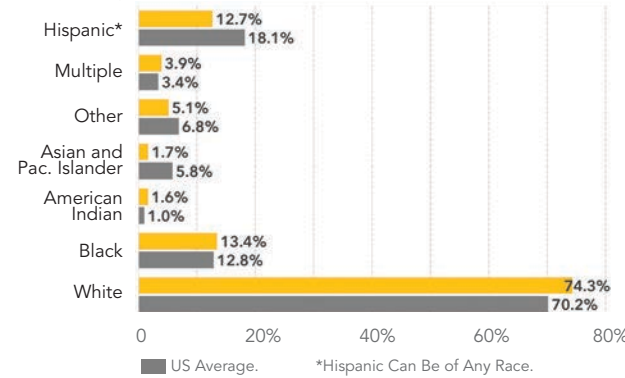
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RACE AND ETHNICITY (Esri data)

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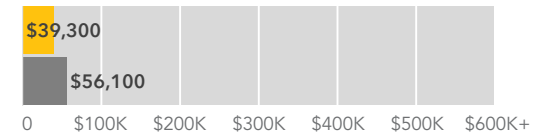
Diversity Index: **55.6** US: 64.0



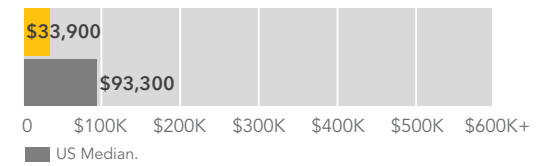
INCOME AND NET WORTH

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

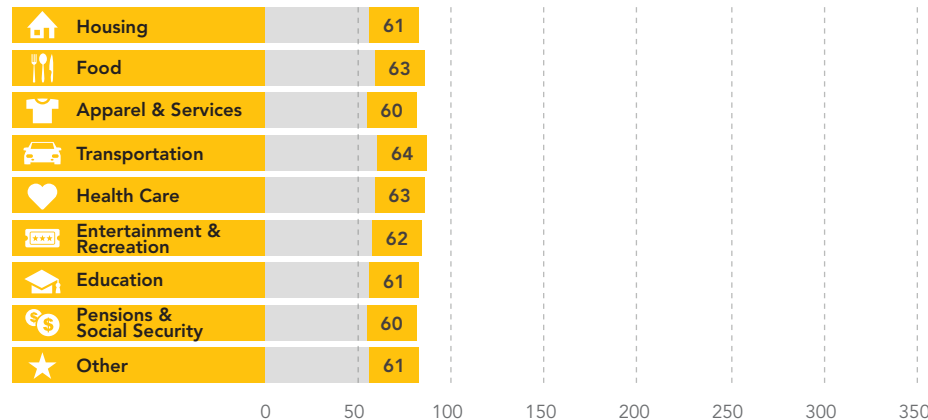


Median Net Worth



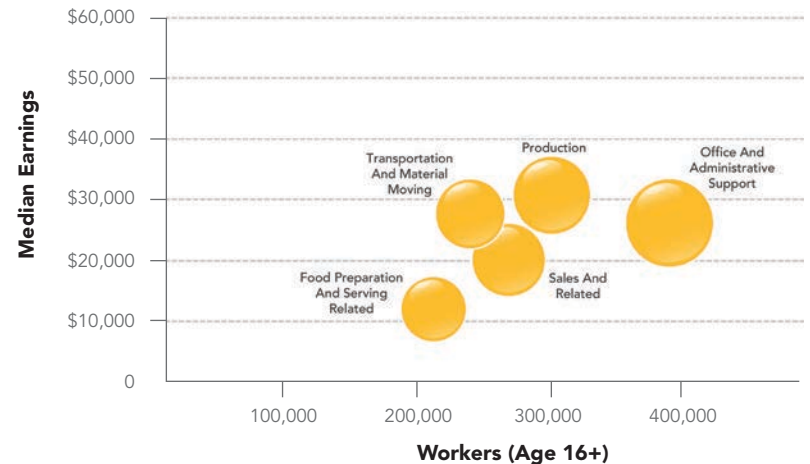
AVERAGE HOUSEHOLD BUDGET INDEX

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.)

- Shop for groceries at discount stores such as Walmart Supercenters.
- Convenience stores are commonly used for fuel or picking up incidentals.
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- Fast-food devotees.
- Enjoy outdoor activities such as fishing and taking trips to the zoo.

HOUSING

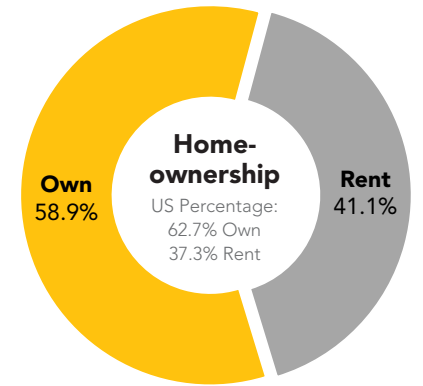
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
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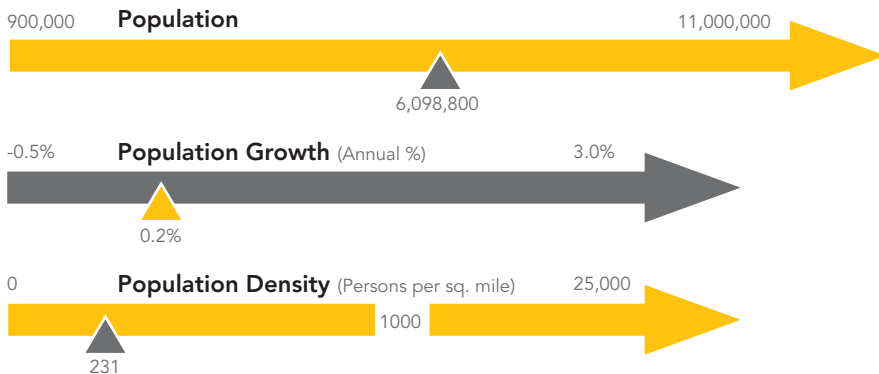
Median Value:
\$83,200

US Median: \$207,300



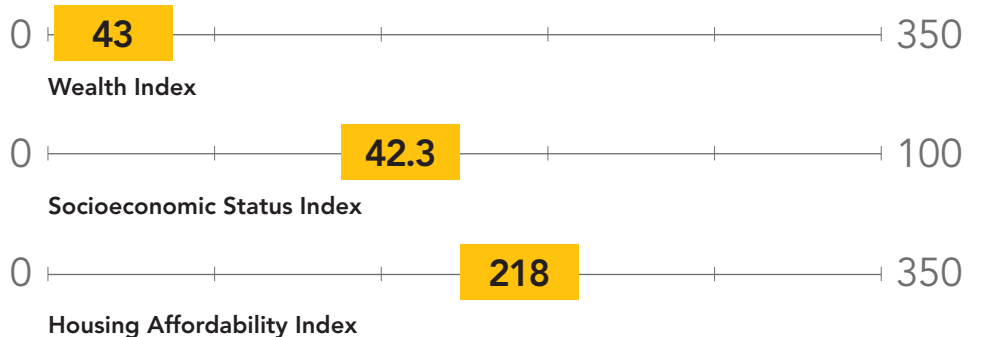
POPULATION CHARACTERISTICS

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

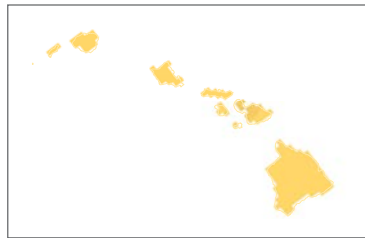
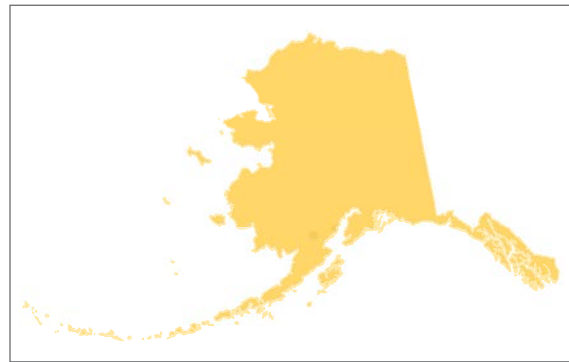
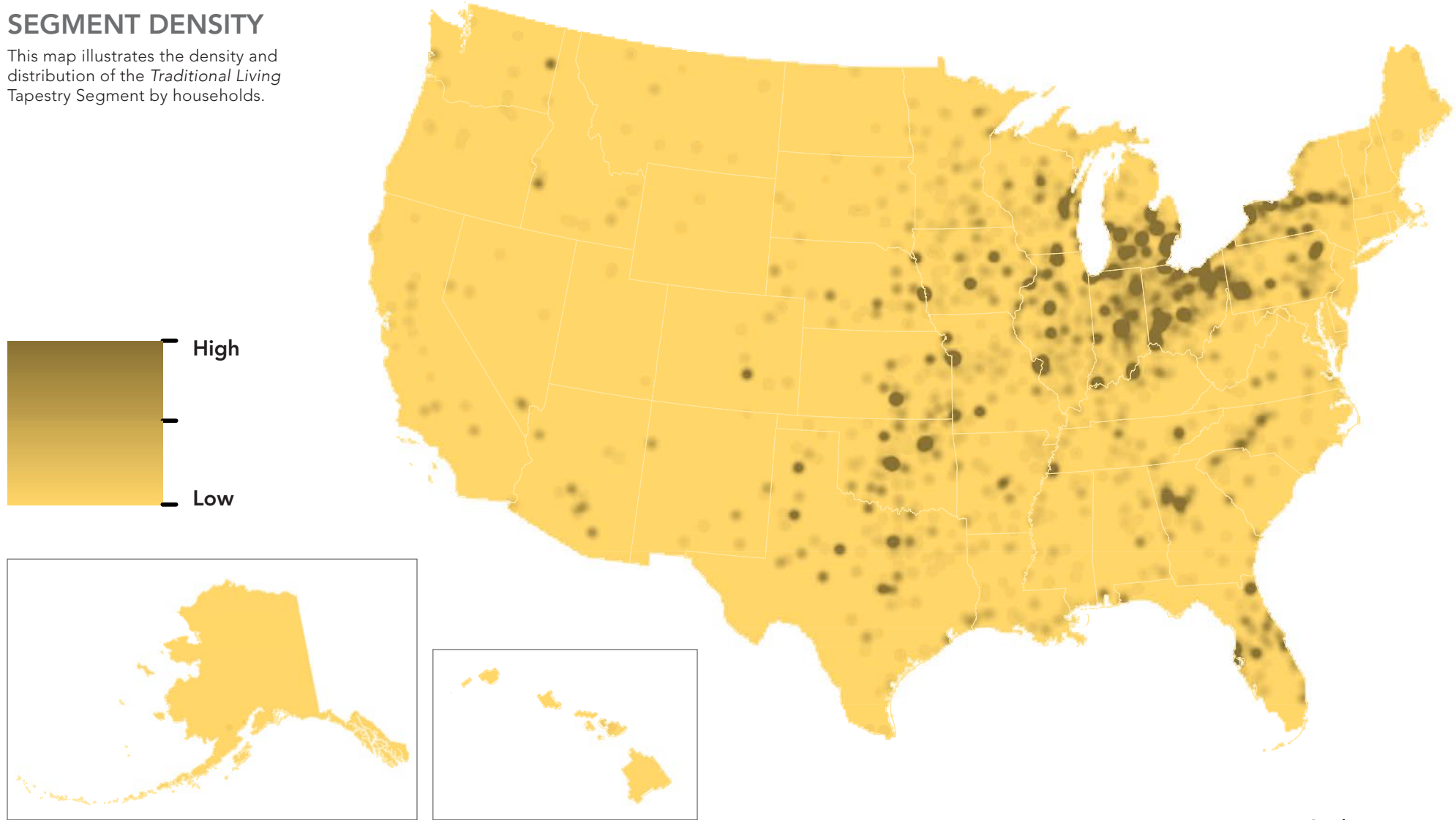
Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.



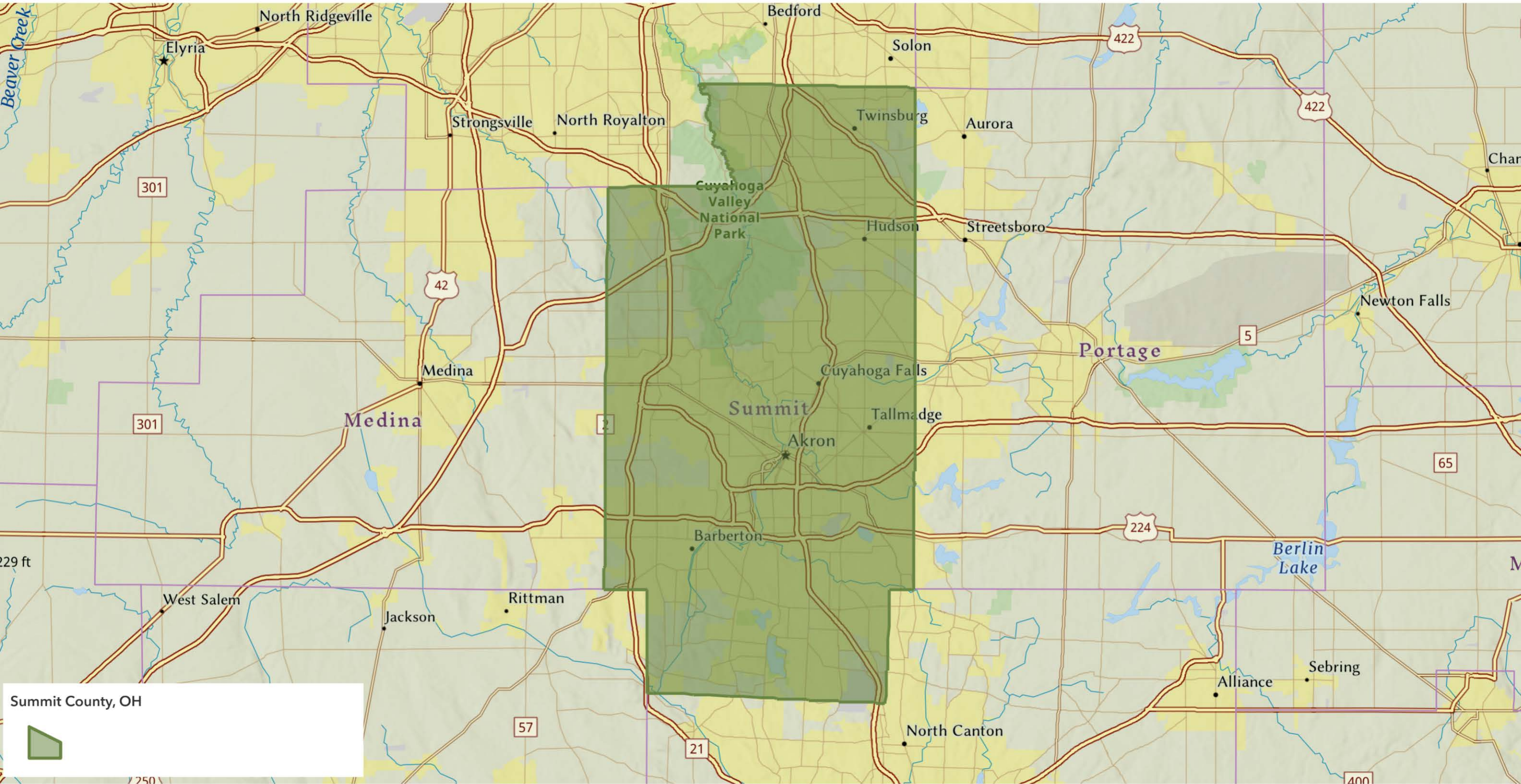


SEGMENT DENSITY

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



DEMOGRAPHICS REPORT



**North American
Mission Board**

KEY FACTS

538,370

Population



Median Age



Average Household Size

\$63,946

Median Household Income

1

THE POPULATION



261,581

MALE



276,789

FEMALE



106,705

CHILDREN

2

HOUSEHOLDS



229,624

TOTAL HOUSEHOLDS



154,168

OWNER OCCUPIED HOUSING



75,456

RENTER OCCUPIED HOUSING

3

INCOME



\$63,946

Median Household Income



\$40,780

Per Capita Income

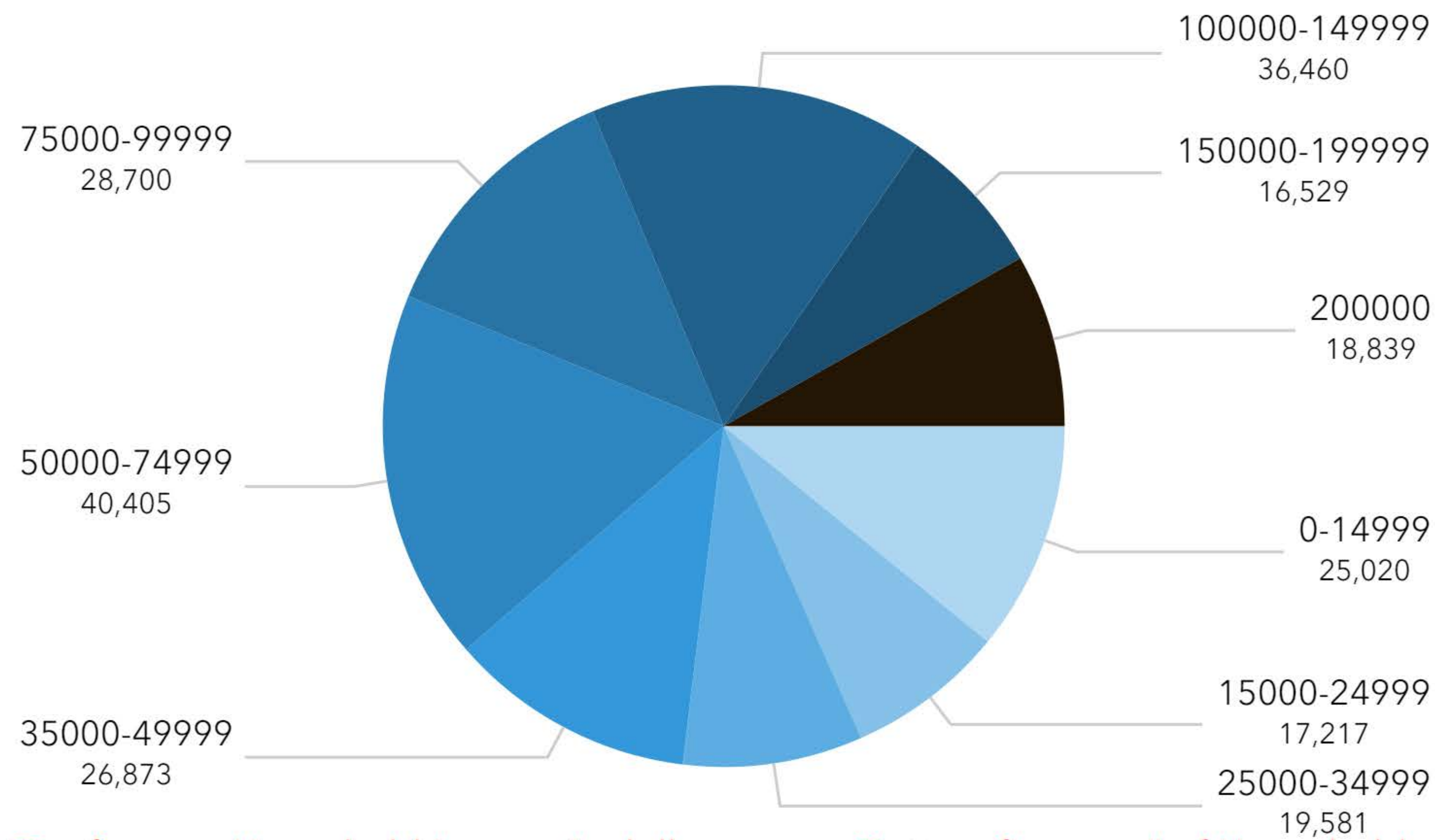


\$153,982

Median Net Worth

4

HOUSEHOLD INCOME

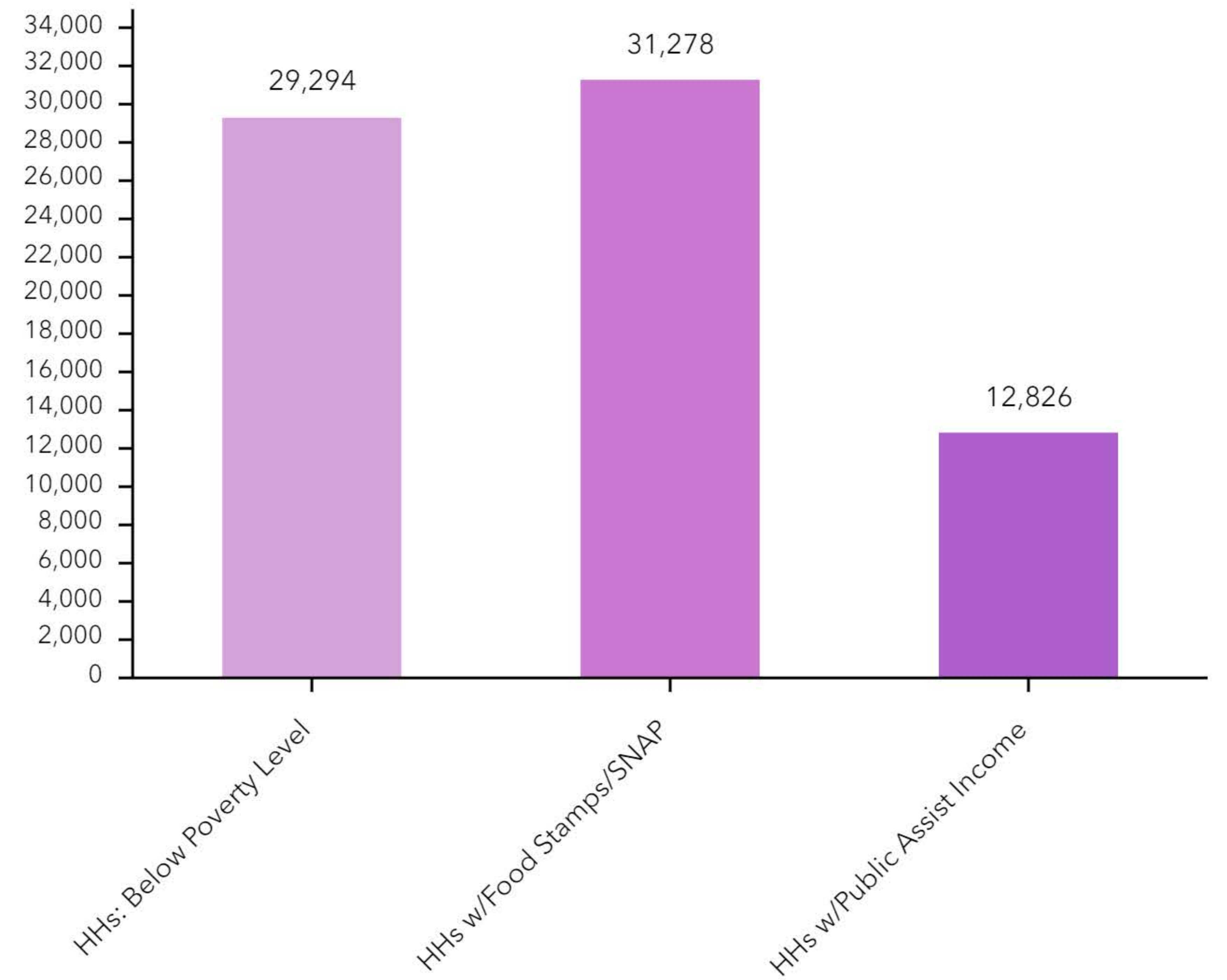


Top figure = Household income in dollars

Bottom figure = # of Households

5

HOUSEHOLDS AND POVERTY



6

2023 Households by income (Esri)

The largest group: \$50,000 - \$74,999 (17.6%)

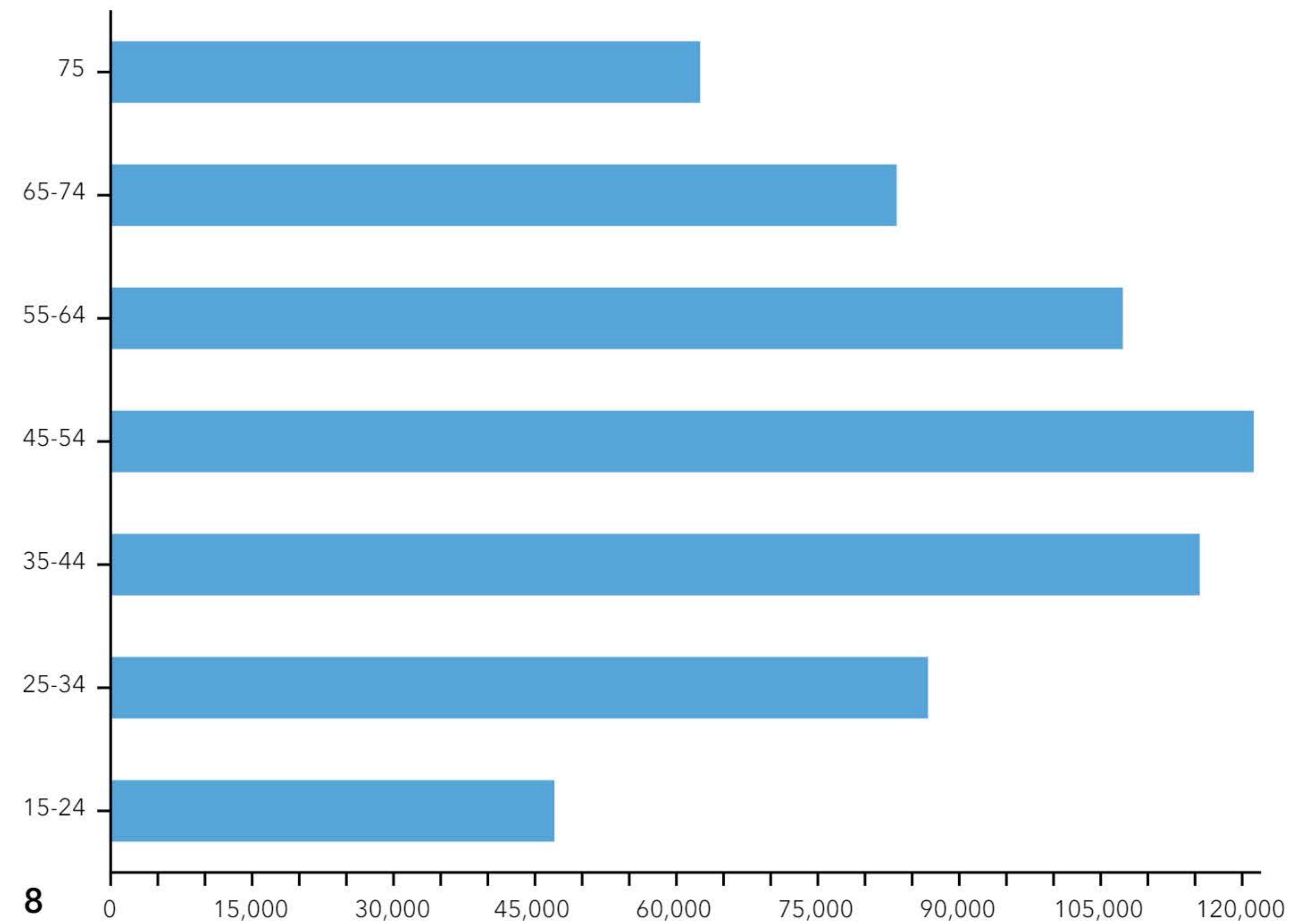
The smallest group: \$150,000 - \$199,999 (7.2%)

Indicator ▲	Value	Diff
<\$15,000	10.9%	+0.6%
\$15,000 - \$24,999	7.5%	-0.2%
\$25,000 - \$34,999	8.5%	+0.3%
\$35,000 - \$49,999	11.7%	-0.6%
\$50,000 - \$74,999	17.6%	0
\$75,000 - \$99,999	12.5%	-0.9%
\$100,000 - \$149,999	15.9%	-0.3%
\$150,000 - \$199,999	7.2%	+0.1%
\$200,000+	8.2%	+1.2%

Bars show deviation from Ohio

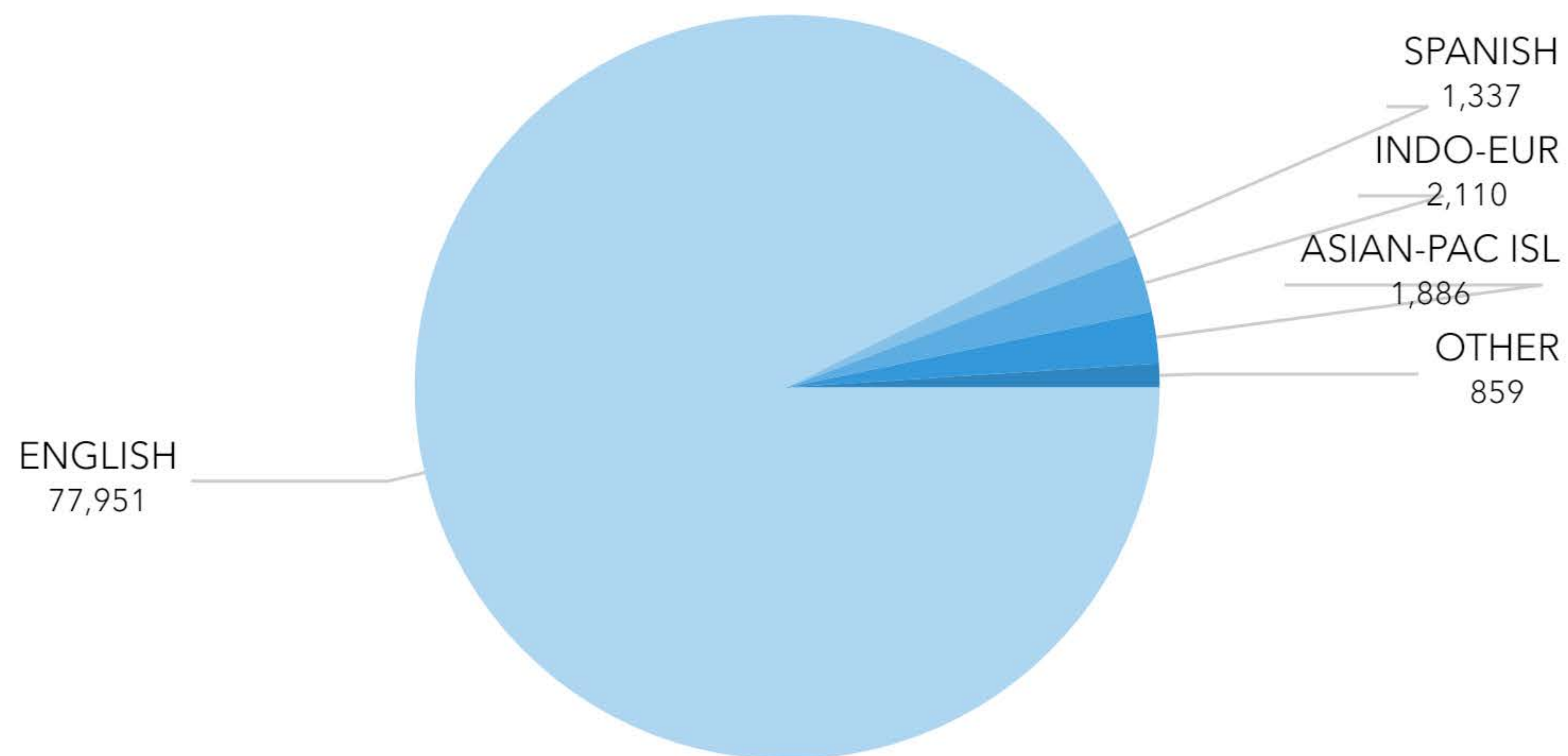
7

Income by Age



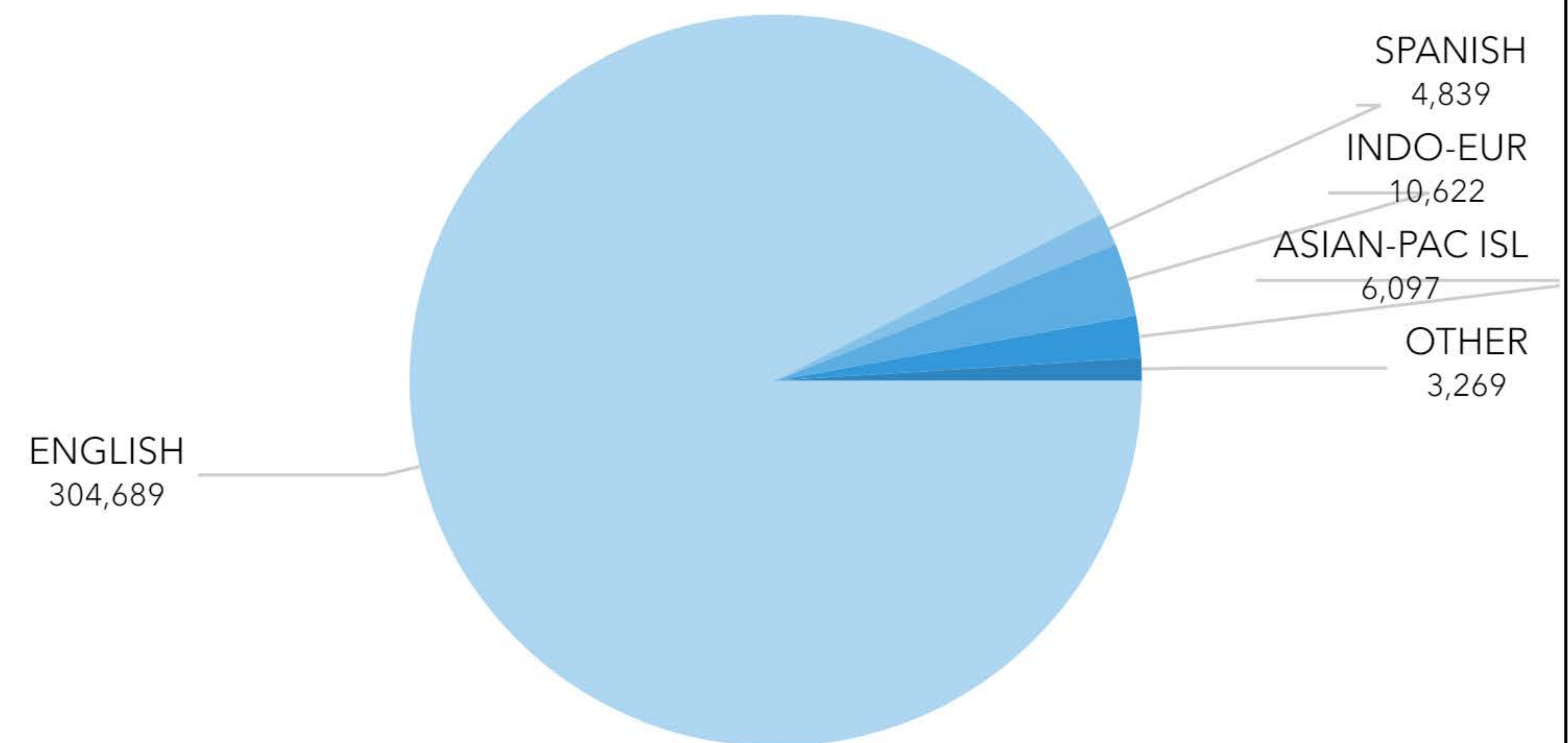
8

LANGUAGE CHILDREN SPEAK AT HOME



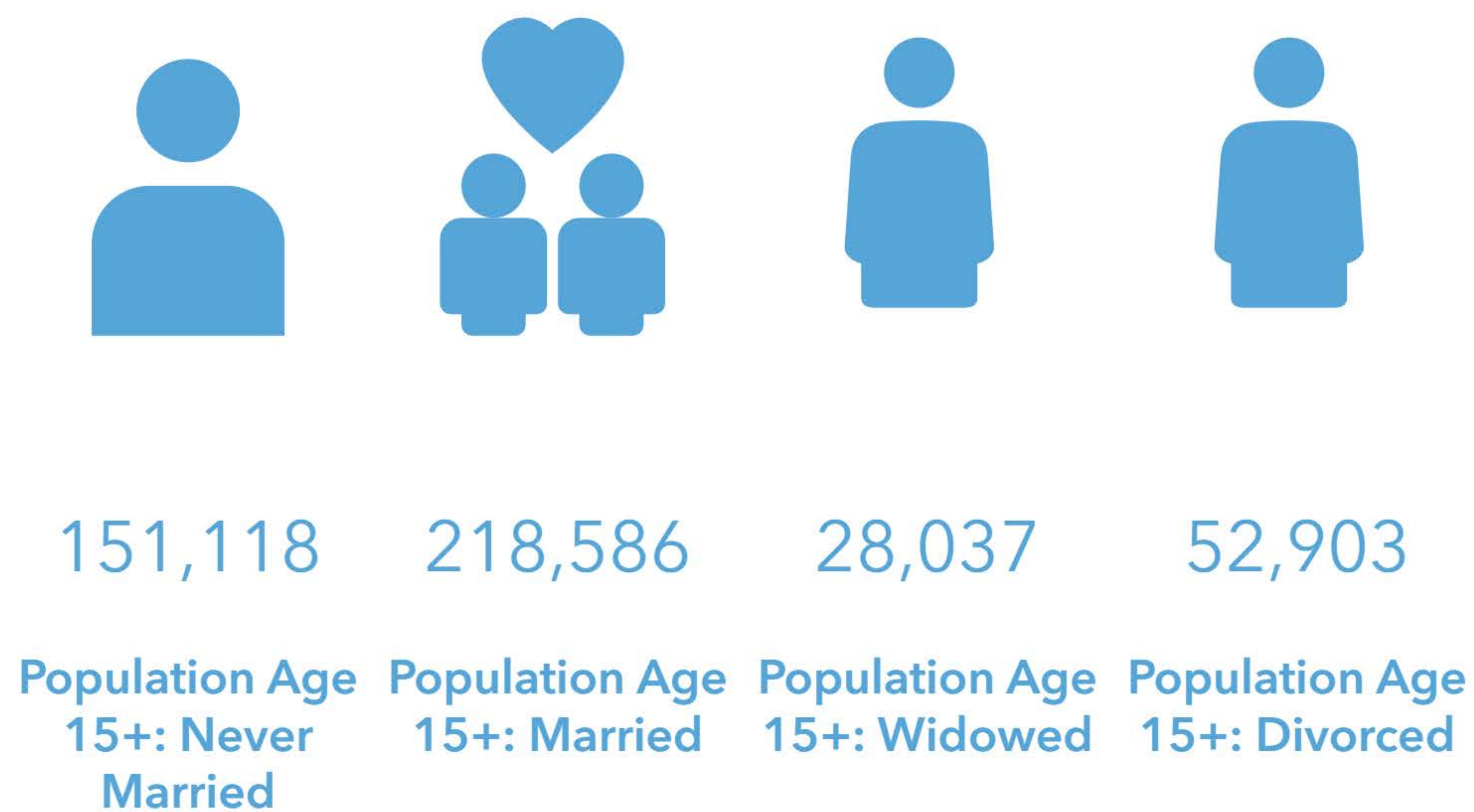
9

LANGUAGE ADULTS SPEAK AT HOME



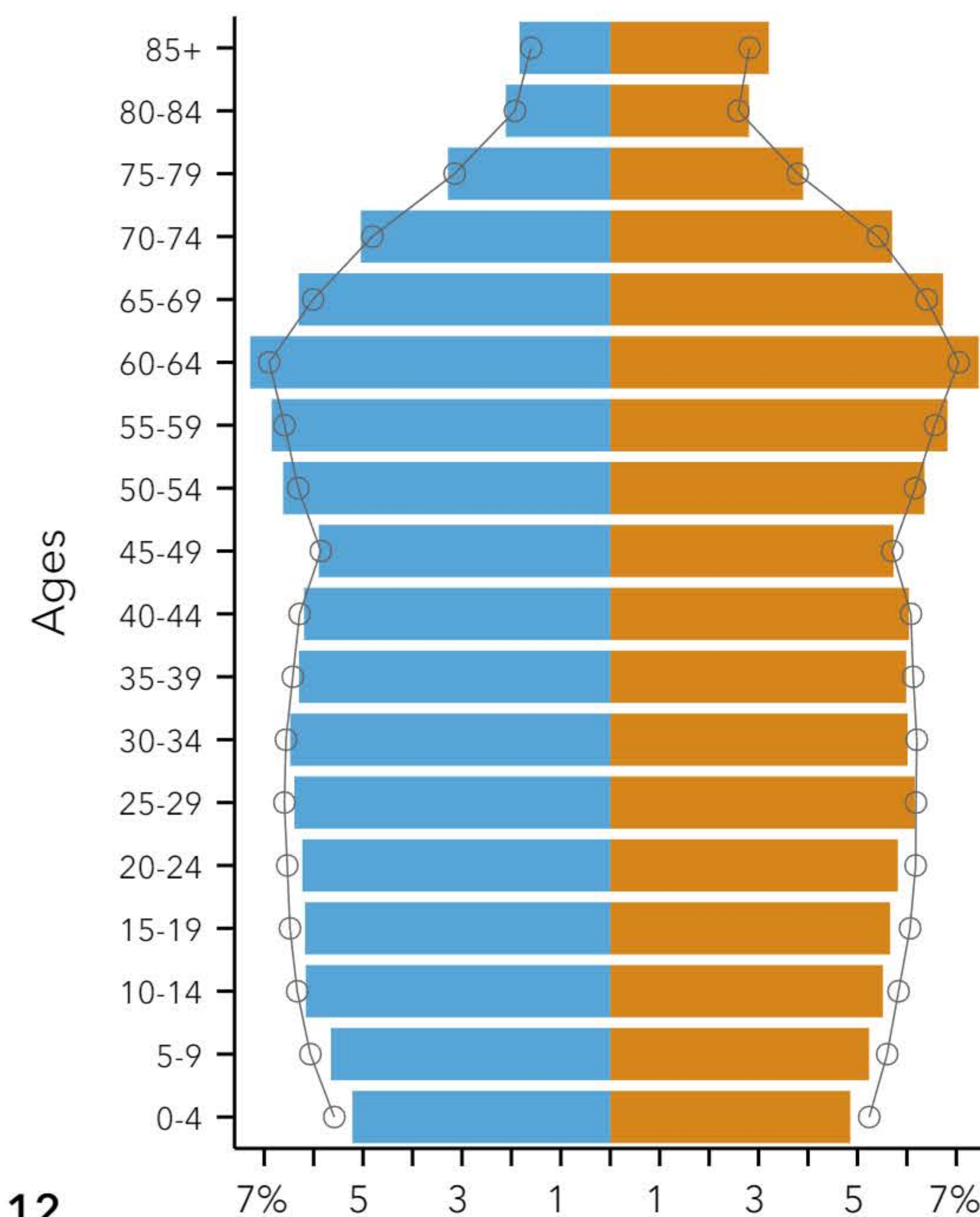
10

MARITAL STATUS



11

Age Pyramid



The largest group:

2023 Females Age 60-64

The smallest group:

2023 Males Age 85+

Male Population in Blue

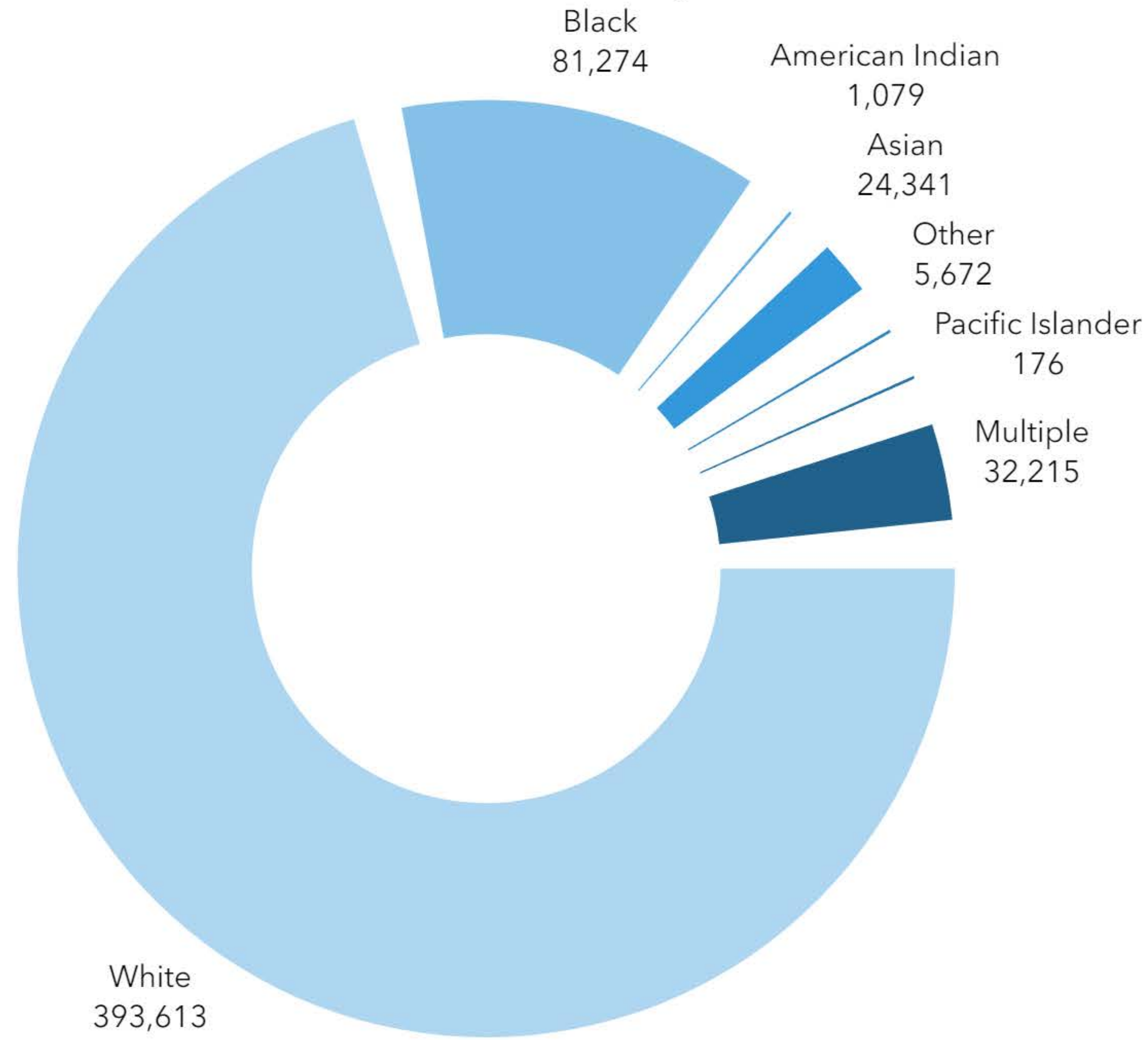
Female Population in Gold

Dots show comparison to

Ohio

12

Racial Diversity



13

2023 Race and ethnicity (Esri)

The largest group: White Alone (73.11)

The smallest group: Pacific Islander Alone (0.03)

Indicator ▲	Value	Diff
White Alone	73.11	-2.95
Black Alone	15.10	+2.36
American Indian/Alaska Native Alone	0.20	-0.07
Asian Alone	4.52	+1.80
Pacific Islander Alone	0.03	-0.02
Other Race	1.05	-0.99
Two or More Races	5.98	-0.13
Hispanic Origin (Any Race)	2.64	-2.15

Bars show deviation from

14

HOUSING STATS



\$201,165

Median Home Value



\$11,522

Average Spent on Mortgage & Basics

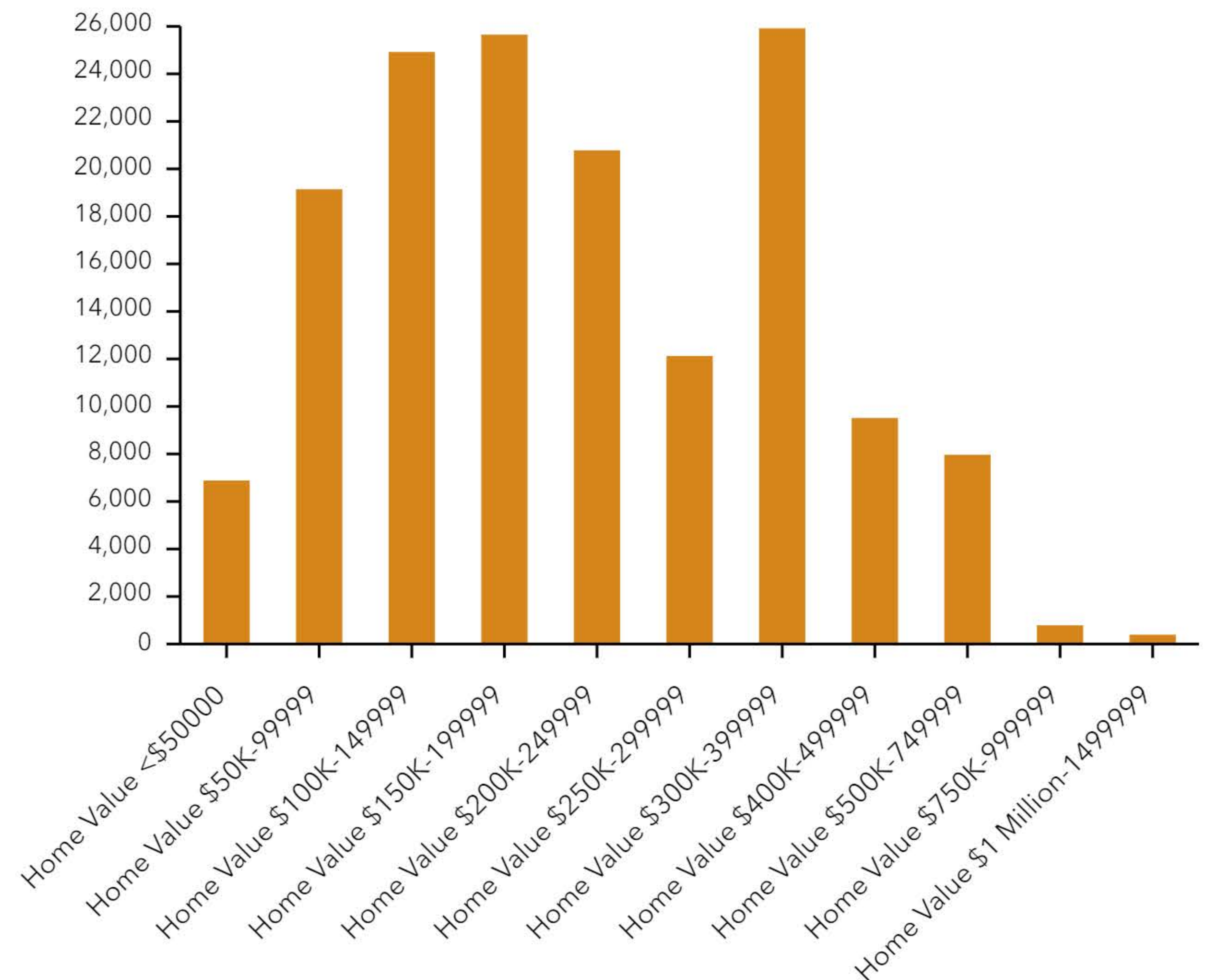


\$725

Median Contract Rent

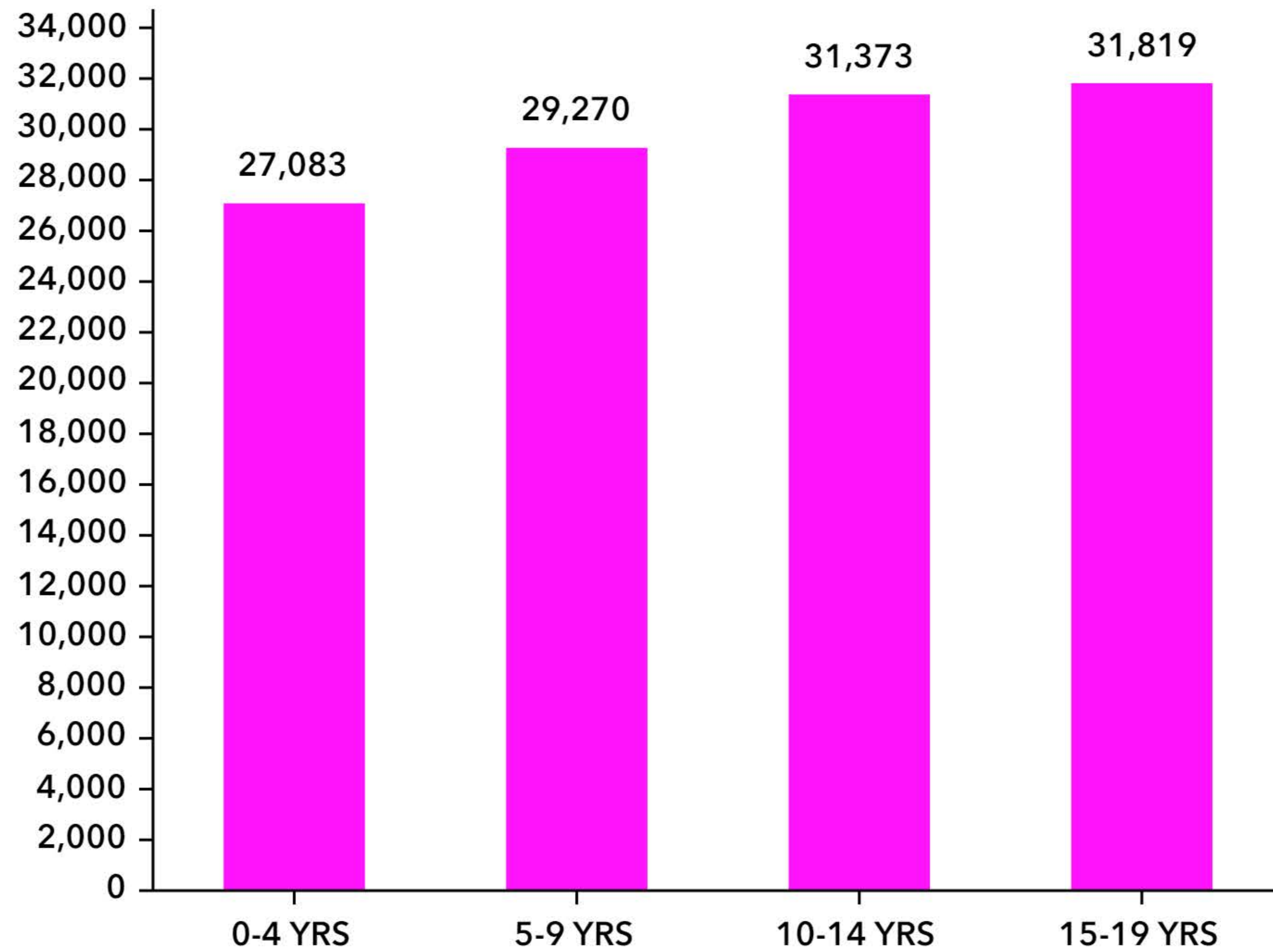
15

Home Value

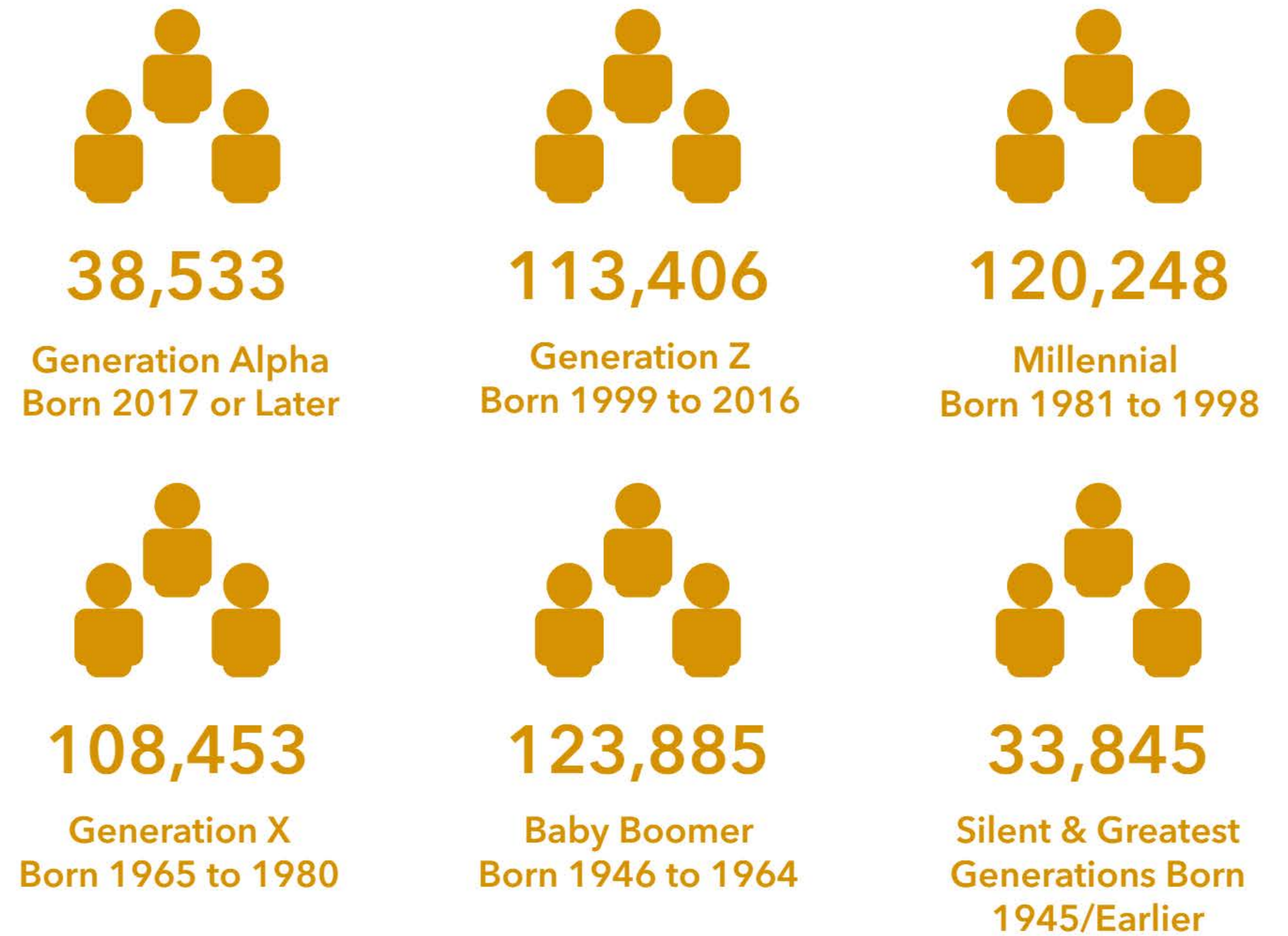


16

Population Ages 0-19



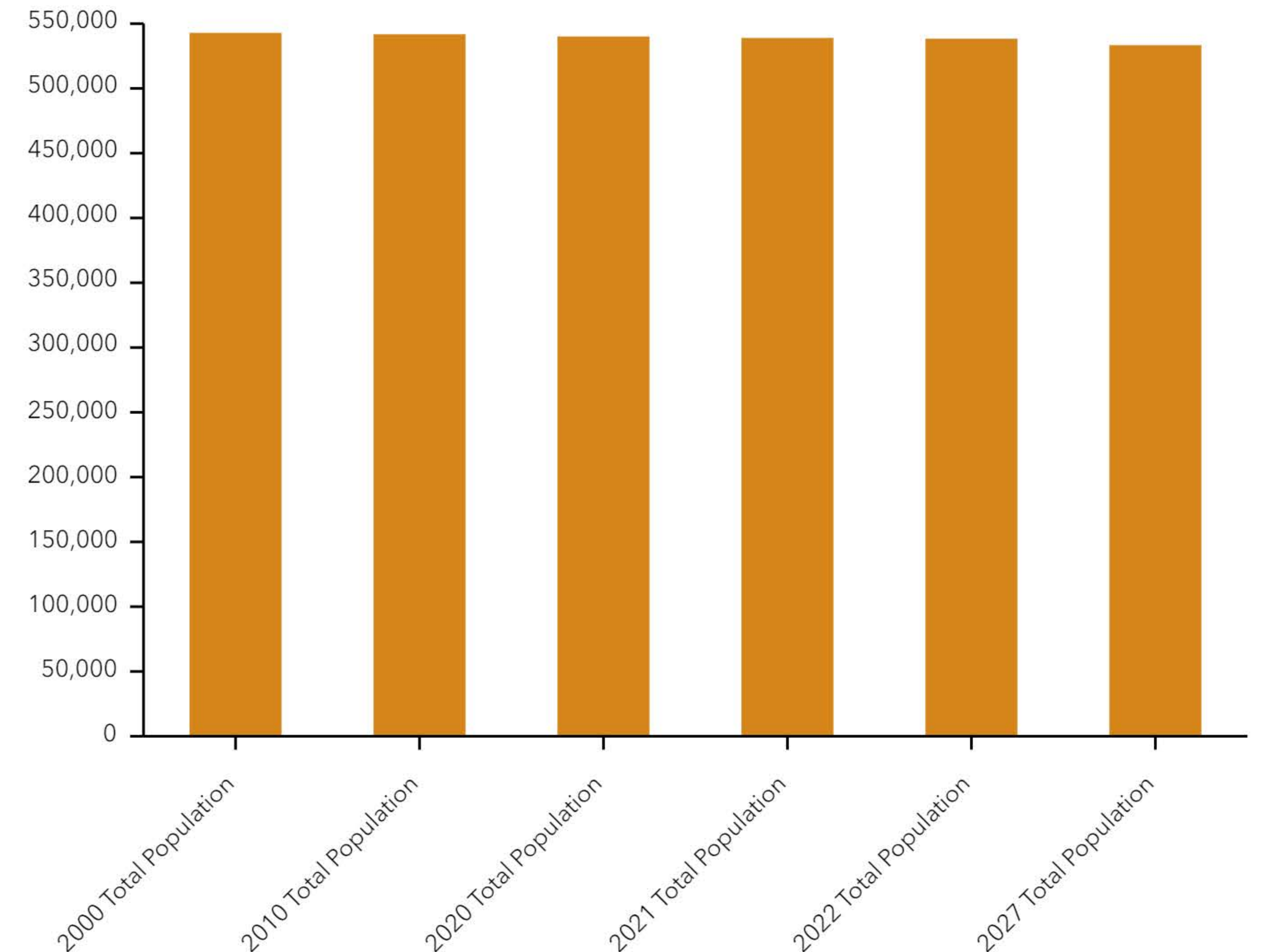
POPULATION BY GENERATION



POPULATION PROJECTIONS

Variables	Summit County, OH
2021 Total Population	538,370
2021 Household Population	529,514
2021 Family Population	408,724
2026 Total Population	533,370
2026 Household Population	524,514
2026 Family Population	402,452

POPULATION CHANGE OVER TIME



Average household size

for this area

2.31

which is less than the average for United States

Area	Value ▼	0.00	4.00
United States	2.53	<div style="width: 50%;"></div>	
Ohio	2.38	<div style="width: 45%;"></div>	
This area	2.31	<div style="width: 42%;"></div>	

EDUCATION

6%

No High School Diploma



30%
High School Graduate

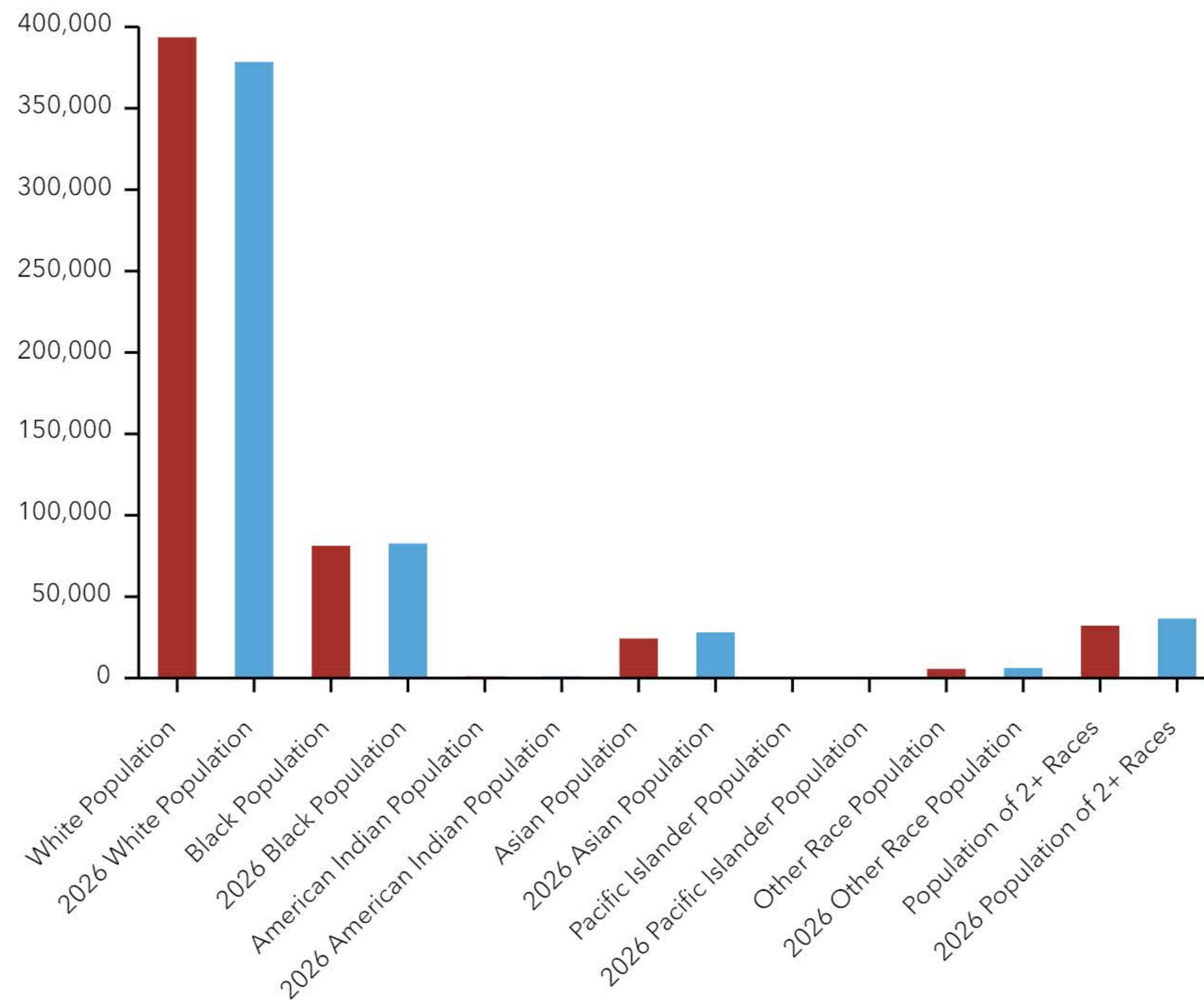


27%
Some College

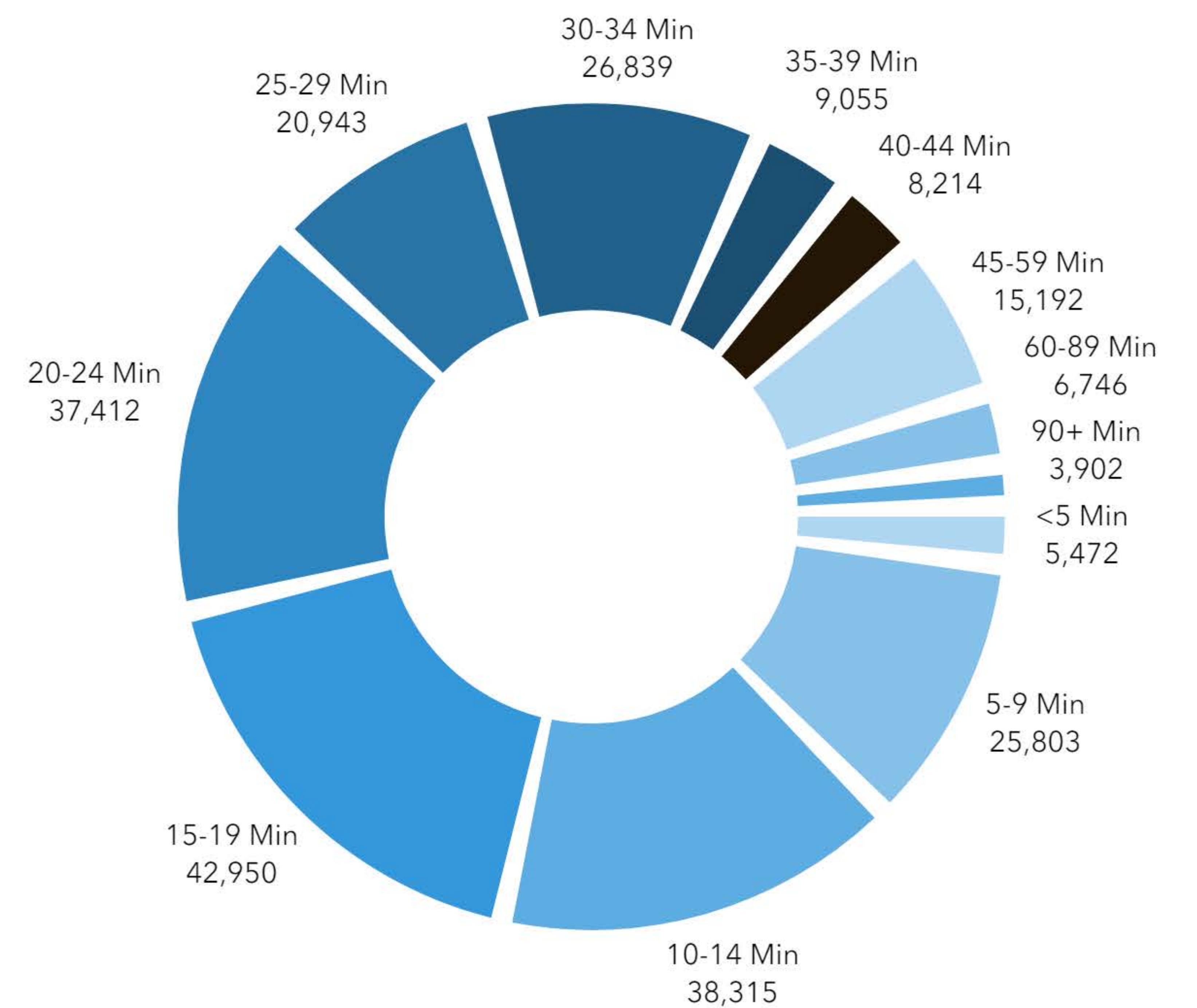


36%
Bachelor's/Grad/Prof Degree

CURRENT AND PROJECTED POPULATION BY RACE



Travel Time to Work

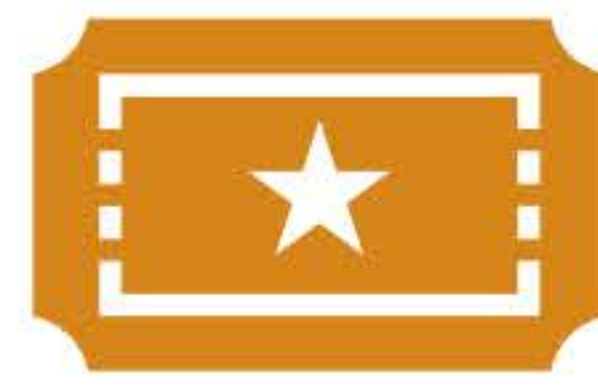


ANNUAL LIFESTYLE SPENDING



\$1,996

Travel



\$50

Theatre/Operas/
Concerts



\$49

Movies/Museums/
Parks



\$58

Sports Events



\$8

Online
Games

ANNUAL HOUSEHOLD SPENDING



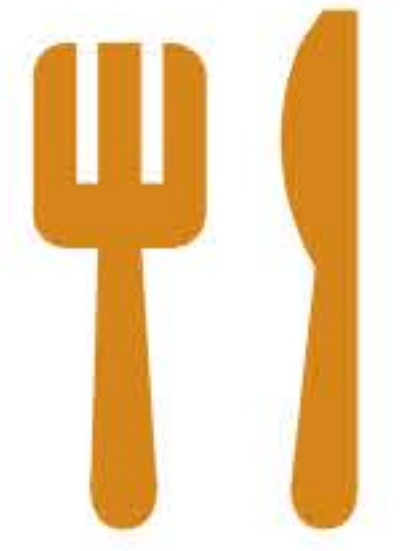
\$1,985

Apparel &
Services



\$224

Computers
& Hardware



\$3,307

Eating Out



\$6,096

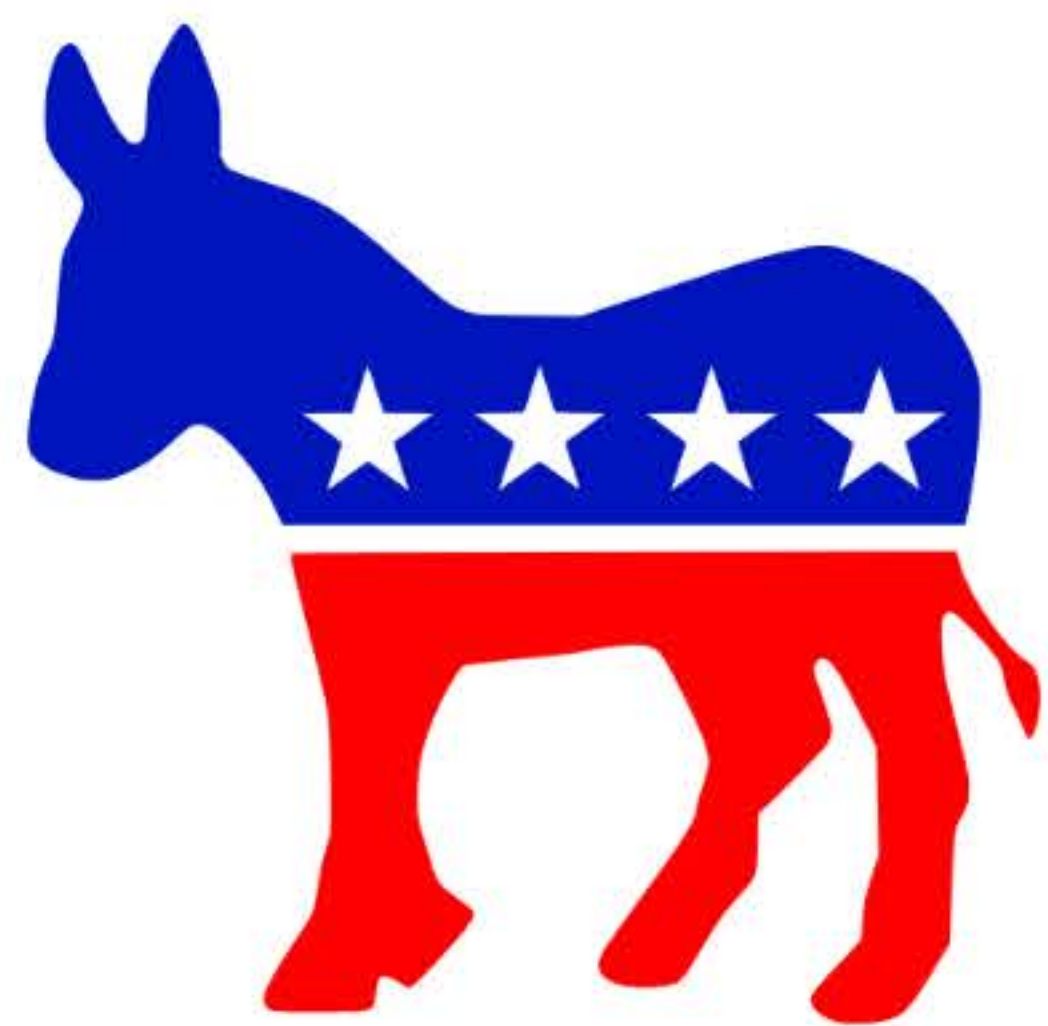
Groceries



\$6,822

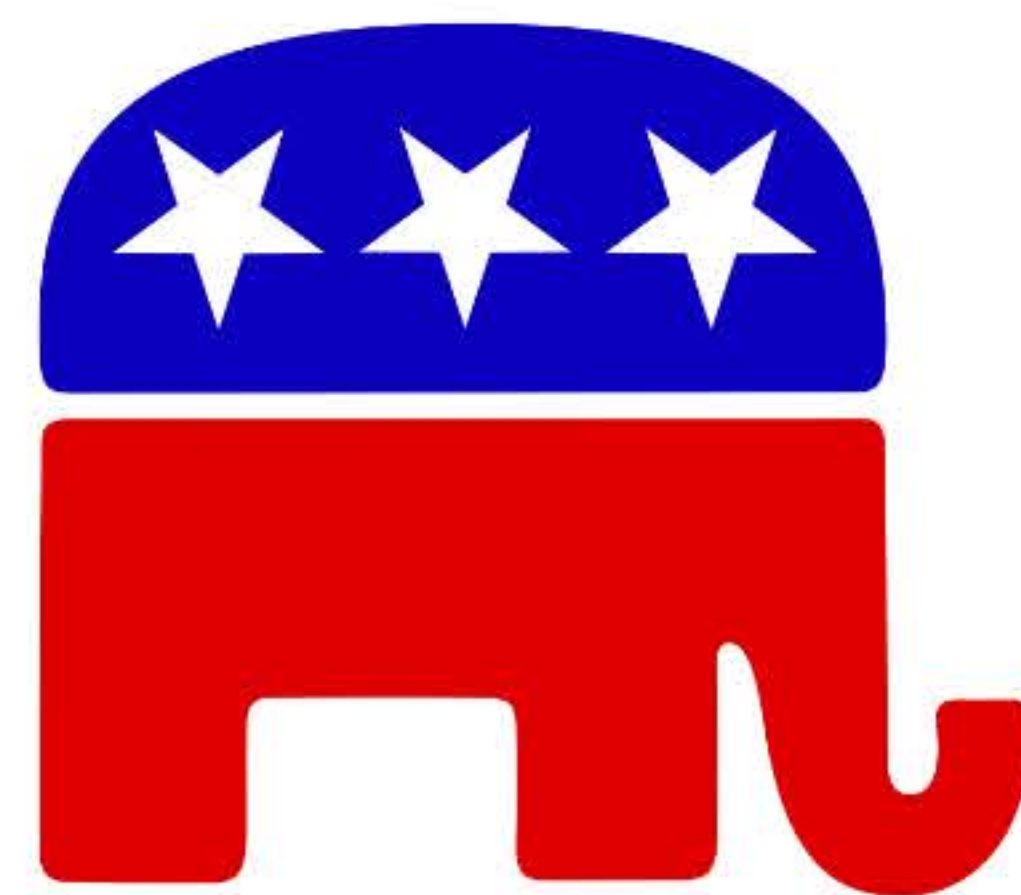
Health
Care

POLITICAL AFFILIATION



136,157

Affiliated With
Democratic Party



121,648

Affiliated With
Republican Party



166,376

Affiliated With
Independent or
No Party

INTERNET ACCESS



79%

Use Computer



84%

Use Cell Phone

"DO YOU ATTEND CHURCH REGULARLY?"



194,288

76,952

67,191

93,234

Disagree
Completely

Disagree
Somewhat

Agree
Somewhat

Agree
Completely

NEAREST CHURCHES

	Direction	Distance
Trinity United Church Christ	S	0.4
Redeemer United Methodist Church	SE	0.5
North Hill Church of Christ	SE	0.6
Word Church Administration Office	E	0.8
New Hope Akron	E	0.9
Mt Lebanon Baptist Church	SW	0.9
Christian Teaching Center Church	S	1.0

Closest 7 locations

The typical amount of money each household gives to a church or religious organization per year.



\$1,032

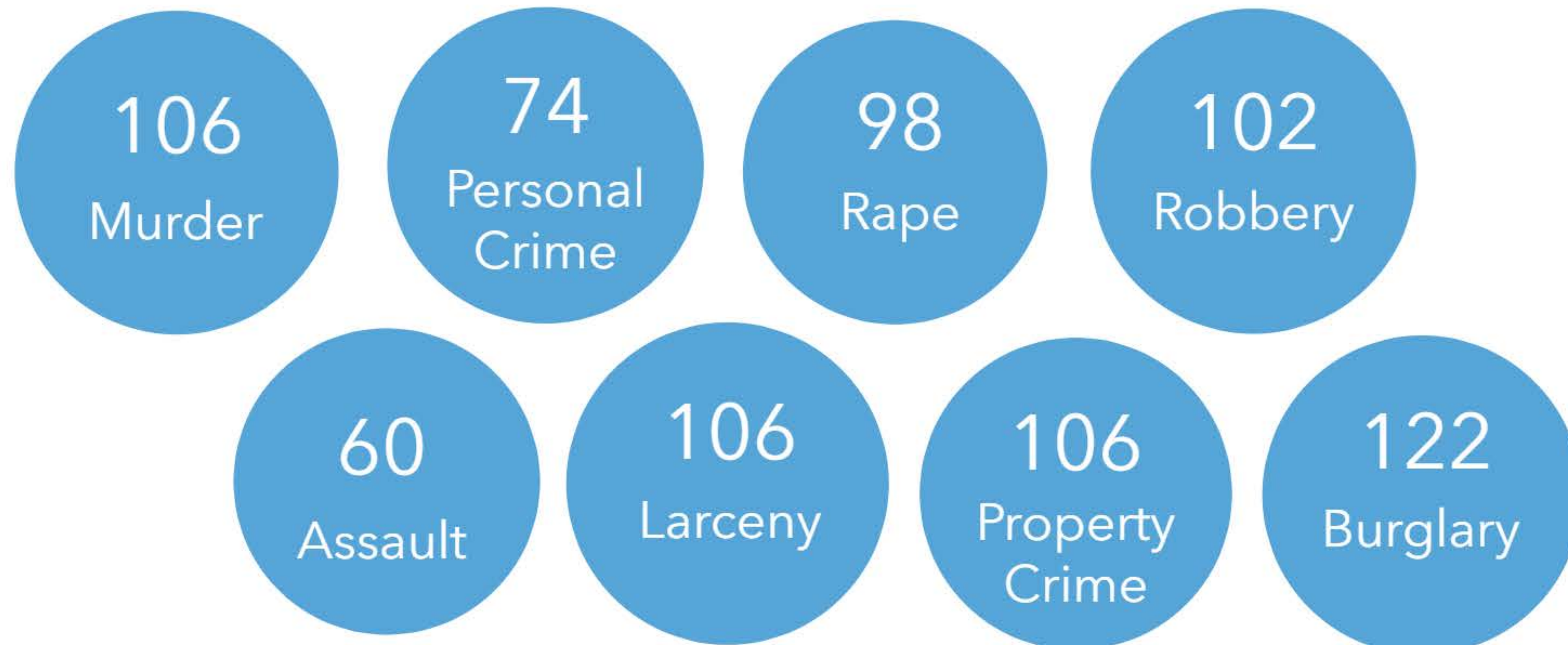
Projected amount of money given to churches or religious organizations by each household in 2027.



1,187

CRIME INDEX

101
Total Crime Index



Values above 100 indicate the area has an above average risk of occurring compared to the US. Values below 100 indicate a below average risk.

Business Summary

Utilities	29
Construction	1,335
Manufacturing	1,074
Wholesale Trade	677
Retail Trade	2,372
Motor Vehicle/Parts Dealers	367
Furniture/Home Furnishings	115
Electronics/Appliances	96
Bldg Material/Garden Equip&Supply	213
Food & Beverage Stores	355
Health/Personal Care	253
Gas Stations	52
Clothing/Accessories	254
Sports/Hobby/Book/Music	395
General Merchandise Stores	272
Transportation/Warehouse	326
Information	394
Finance & Insurance	946
Real Estate/Rental/Leasing	867
Prof/Scientific/Tech Srv	1,845
Educational Services	511
Health Care/Social Assistance	1,950
Arts/Entertainment/Recreation	376
Accommodation/Food Services	1,377
Food Srv & Drinking Places	1,274

INCOME PROJECTIONS

Variables	Summit County, OH
2021 Per Capita Income	\$40,780
2021 Median Household Income	\$63,946
2021 Average Household Income	\$95,484
2026 Per Capita Income	\$47,473
2026 Median Household Income	\$75,279
2026 Average Household Income	\$109,879

Tapestry segments

	Traditional Living 26,379 households	11.5% of Households	▼
	Rustbelt Traditions 24,092 households	10.5% of Households	▼
	Comfortable Empty Nesters 20,181 households	8.8% of Households	▼

WHAT IS TAPESTRY SEGMENTATION?

Tapestry is a geodemographic segmentation system that integrates consumer traits with residential characteristics to identify markets and classify US neighborhoods. Neighborhoods with the most similar characteristics are grouped together, while neighborhoods with divergent characteristics are separated. Internally homogenous, externally heterogeneous market segments depict consumers' lifestyles and lifestages. Tapestry Segmentation combines the "who" of lifestyle demography with the "where" of local geography to create a classification model with 67 distinct, behavioral market segments.

IN OTHER WORDS...

Tapestry segmentation is a way to study our population and to identify things about people that help us to better understand them. Some things we learn about our neighborhoods through this kind of research include:

- Income
- Spending habits
- Ethnicity
- Occupations
- Interests
- Family Dynamics
- Housing
- Lifestyles



LifeMode Group: Hometown

Traditional Living

12B

Households: 2,395,200

Average Household Size: 2.51

Median Age: 35.5

Median Household Income: \$39,300

WHO ARE WE?

Residents in this segment live primarily in low-density, settled neighborhoods in the Midwest. The households are a mix of married-couple families and singles. Many families encompass two generations who have lived and worked in the community; their children are likely to follow suit. The manufacturing, retail trade, and health-care sectors are the primary sources of employment for these residents. This is a younger market—beginning householders who are juggling the responsibilities of living on their own or a new marriage, while retaining their youthful interests in style and fun.

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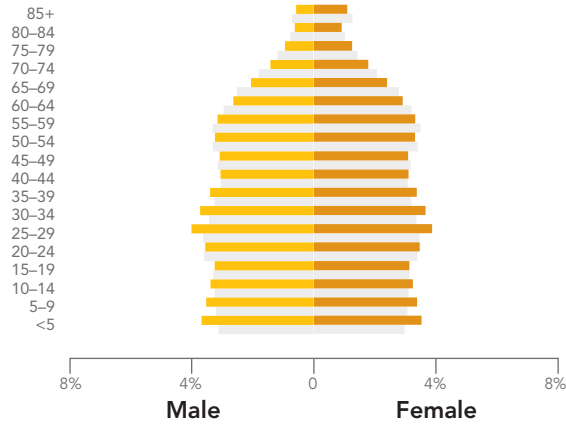
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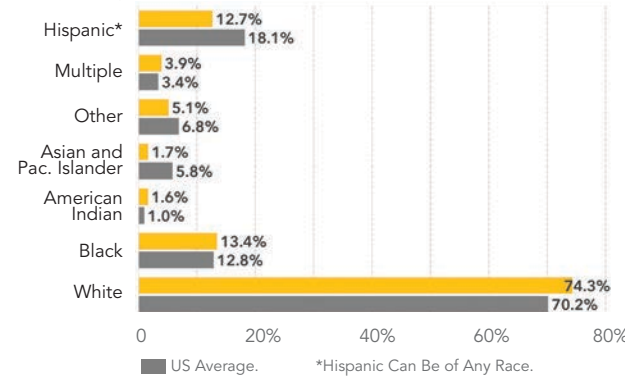
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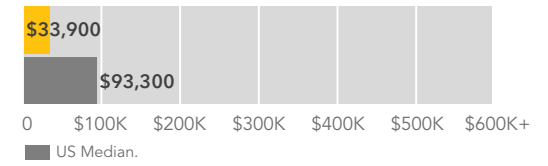
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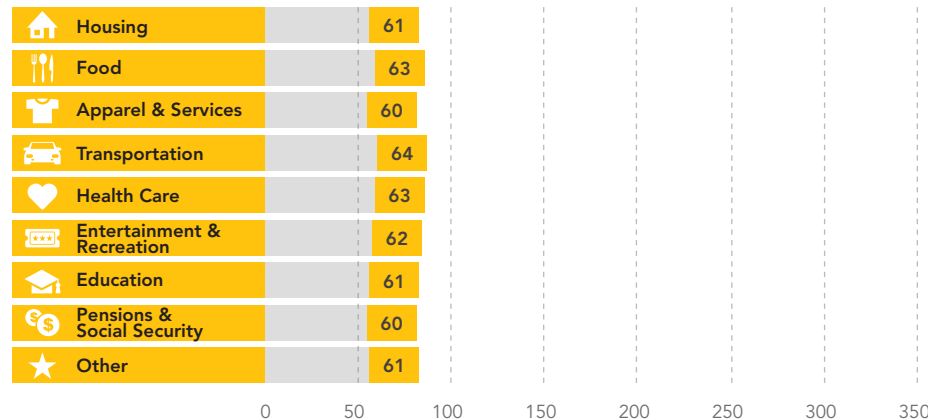


Median Net Worth



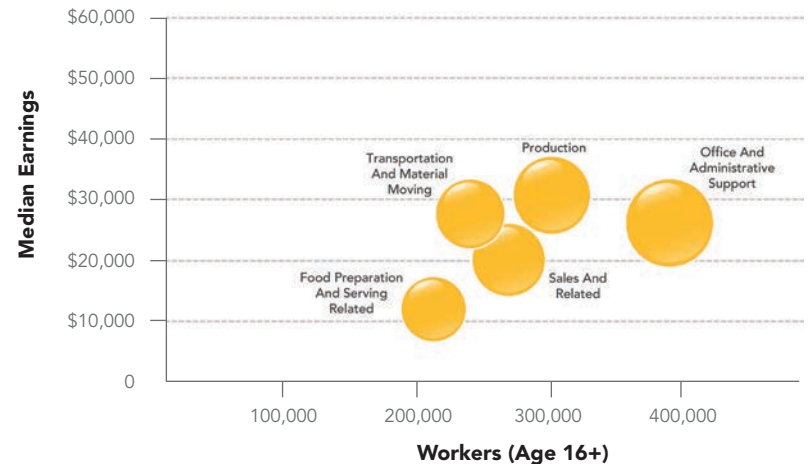
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HOUSING

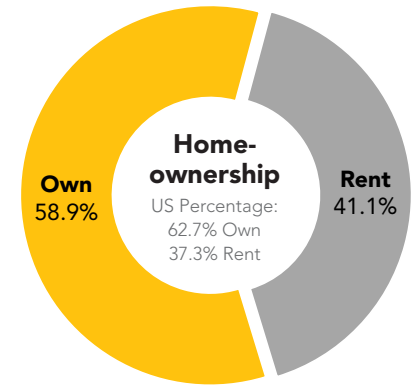
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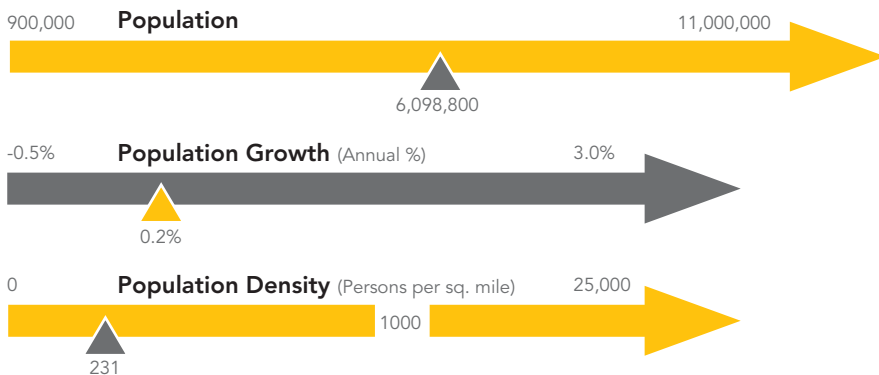
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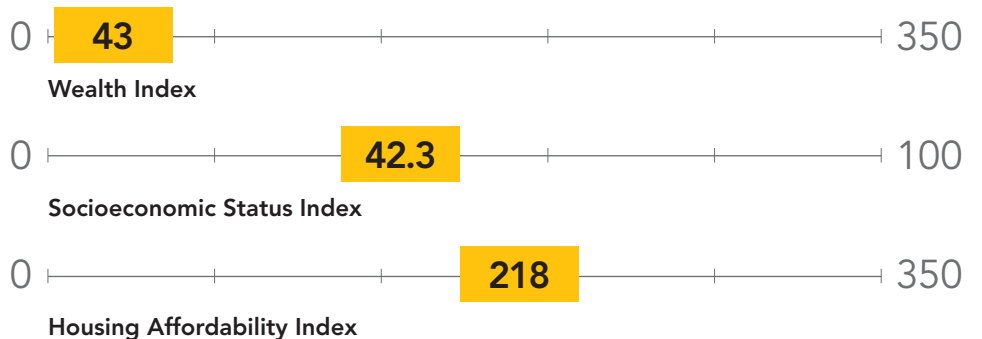
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ESRI INDEXES

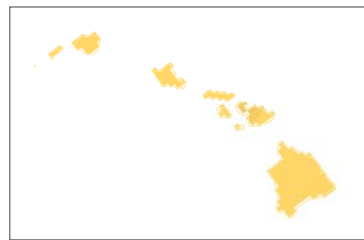
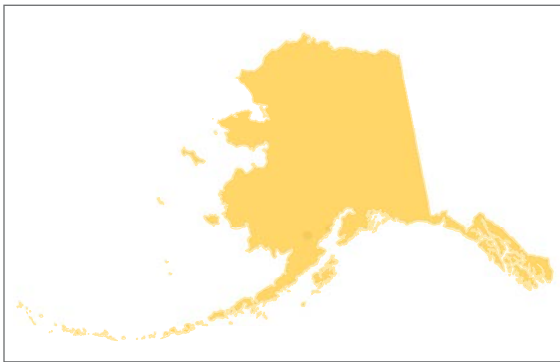
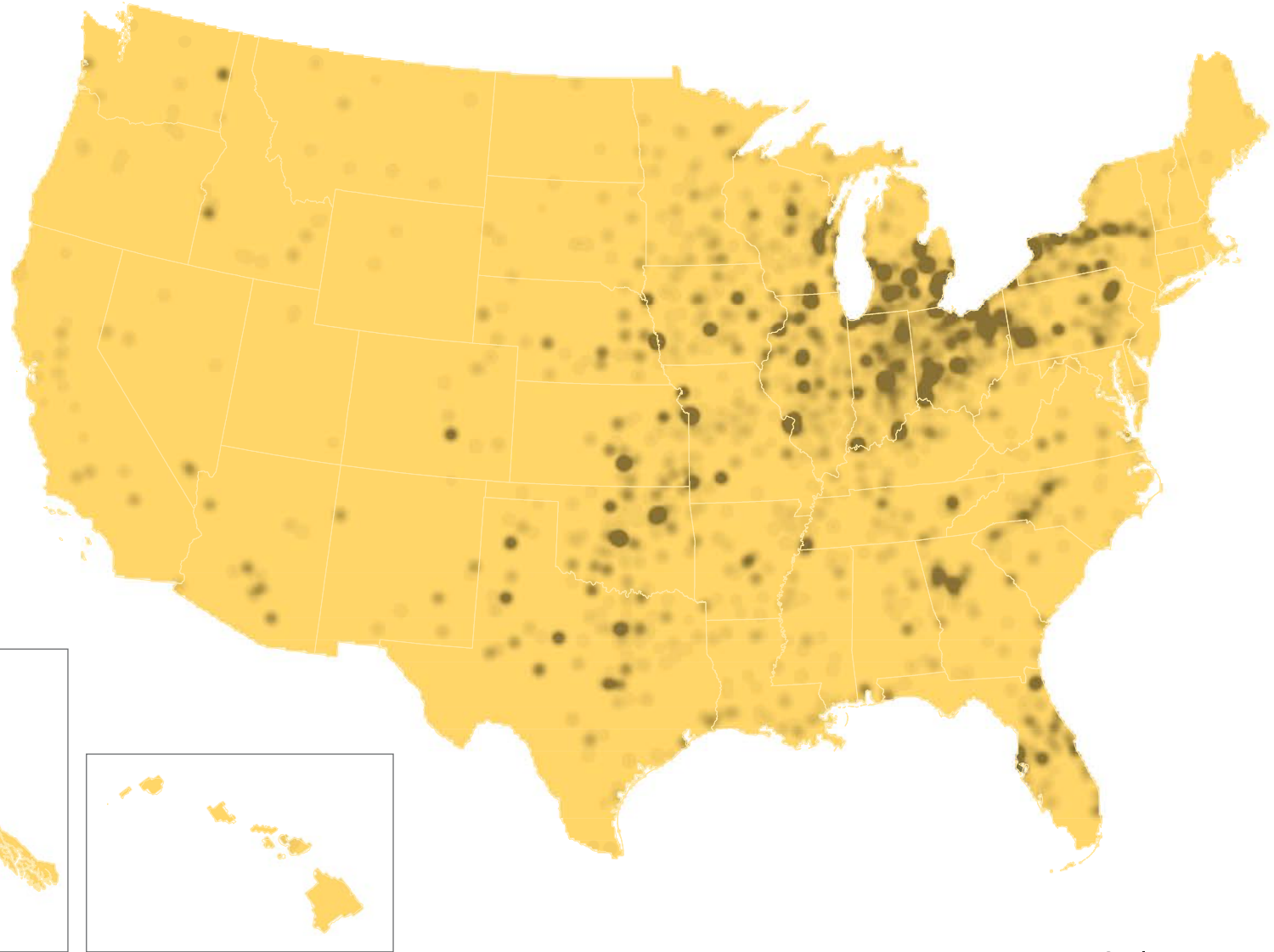
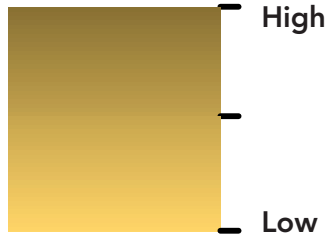
Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





SEGMENT DENSITY

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





LifeMode Group: GenXurban

Rustbelt Traditions



Households: 2,716,800

Average Household Size: 2.47

Median Age: 39.0

Median Household Income: \$51,800

WHO ARE WE?

The backbone of older industrial cities in states surrounding the Great Lakes, *Rustbelt Traditions* residents are a mix of married-couple families and singles living in older developments of single-family homes. While varied, the workforce is primarily white collar, with a higher concentration of skilled workers in manufacturing, retail trade, and health care. *Rustbelt Traditions* represents a large market of stable, hardworking consumers with modest incomes but an average net worth of nearly \$400,000. Family oriented, they value time spent at home. Most have lived, worked, and played in the same area for years.

OUR NEIGHBORHOOD

- Almost half (46%) of the households are married-couple families, similar to the US (48%), most without children (also similar to the US); the slightly higher proportion of singles (Index 105) reflects the aging of the population.
- Average household size is slightly lower at 2.47.
- They are movers, slightly more mobile than the US population (Index 109), but over 70% of householders moved into their current homes before 2010.
- Most residents live in modest, single-family homes in older neighborhoods built in the 1950s (Index 224).
- Nearly three quarters own their homes; nearly half of households have mortgages.
- A large and growing market, *Rustbelt Traditions* residents are located in the dense urban fringe of metropolitan areas throughout the Midwest and South.
- Most households have one to two vehicles available.

SOCIOECONOMIC TRAITS

- Most have graduated from high school or spent some time at a college or university.
- Labor force participation slightly higher than the US at 67%.
- While most income is derived from wages and salaries, nearly 31% of households collect Social Security and nearly 20% draw income from retirement accounts.
- Family-oriented consumers who value time spent at home.
- Most have lived, worked, and played in the same area for years.
- Budget-aware shoppers that favor American-made products.
- Read newspapers, especially the Sunday editions.



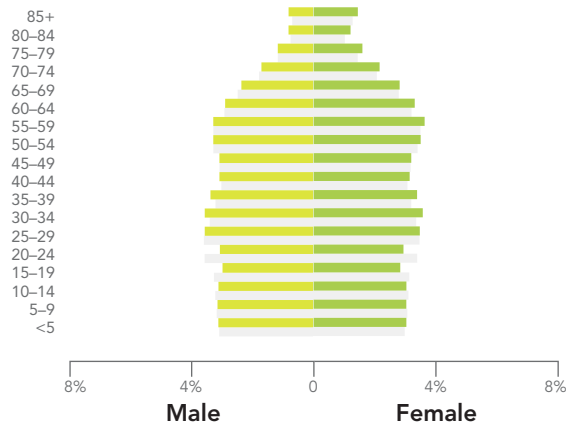
Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Simmons.



AGE BY SEX (Esri data)

Median Age: **39.0** US: 38.2

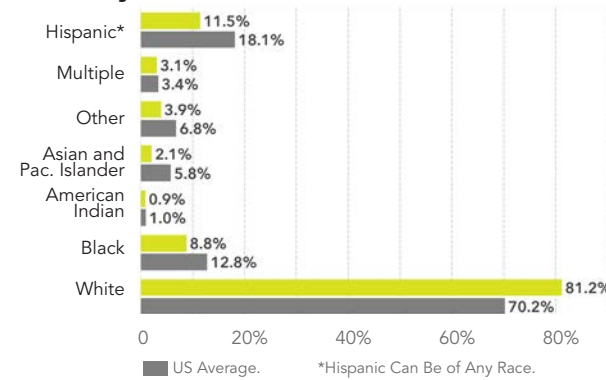
■ Indicates US



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).

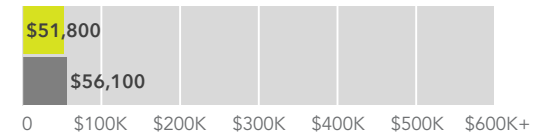
Diversity Index: **46.8** US: 64.0



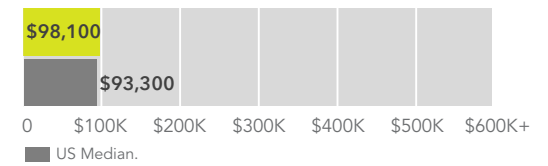
INCOME AND NET WORTH

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

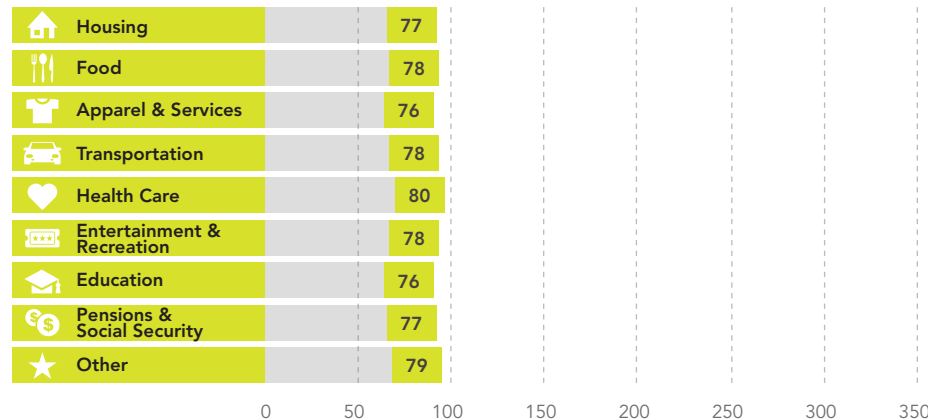


Median Net Worth



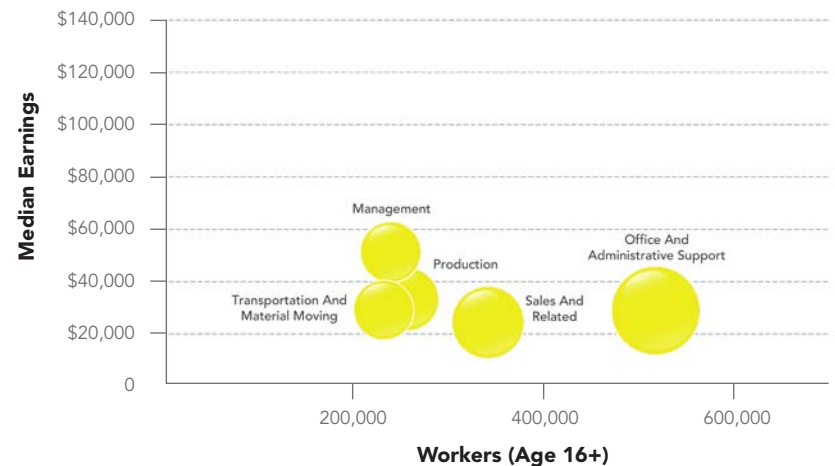
AVERAGE HOUSEHOLD BUDGET INDEX

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.)

- Residents take advantage of convenience stores for fueling up and picking up incidentals.
- Watching television is a common pastime; many households have more than four TVs.
- Favorite programming ranges from Freeform, A&E, and TNT to children's shows on Nickelodeon and the Disney Channel.
- Residents are connected; entertainment activities like online gaming dominate their internet usage.
- Favorite family restaurants include Applebee's, Arby's, and Texas Roadhouse.
- Radio dials are typically tuned to classic rock stations.

HOUSING

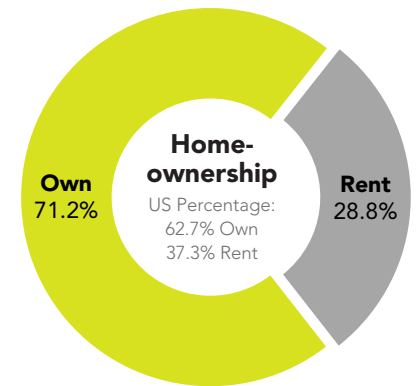
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
Single Family

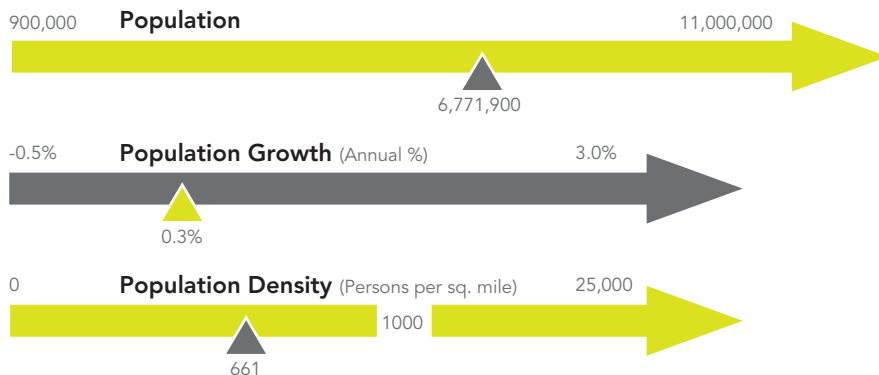
Median Value:
\$123,400

US Median: \$207,300



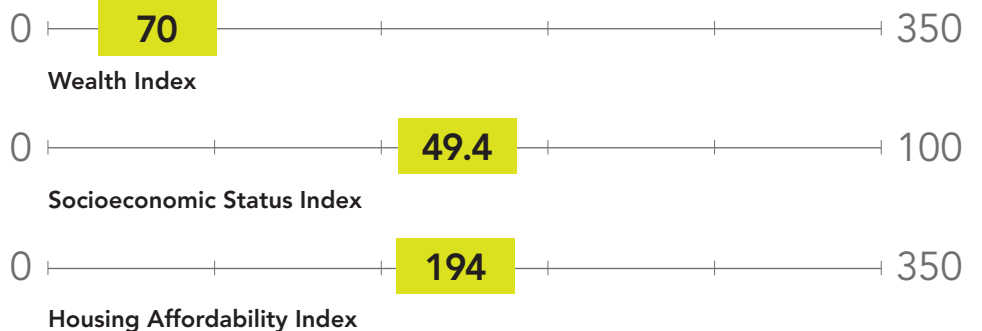
POPULATION CHARACTERISTICS

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.





LifeMode Group: GenXurban

Rustbelt Traditions

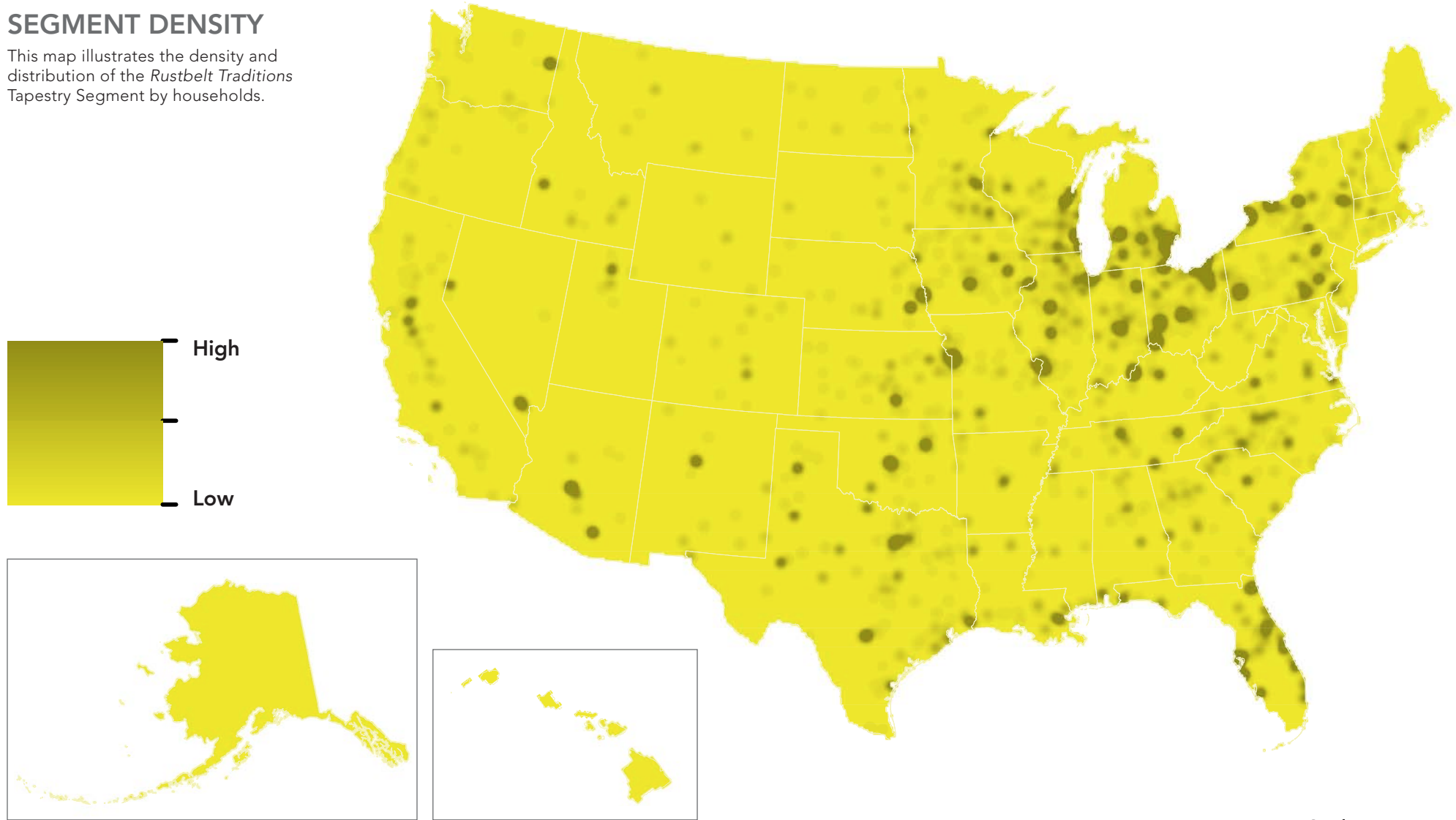


TAPESTRY
SEGMENTATION

esri.com/tapestry

SEGMENT DENSITY

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



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THE
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LifeMode Group: GenXurban

Comfortable Empty Nesters

5A

Households: 3,024,200

Average Household Size: 2.52

Median Age: 48.0

Median Household Income: \$75,000

WHO ARE WE?

Residents in this large, growing segment are older, with nearly half of all householders aged 55 or older; many still live in the suburbs where they grew up. Most are professionals working in government, health care, or manufacturing. These Baby Boomers are earning a comfortable living and benefitting from years of prudent investing and saving. Their net worth is well above average (Index 314). Many are enjoying the transition from child rearing to retirement. They value their health and financial well-being.

OUR NEIGHBORHOOD

- Married couples, some with children, but most without (Index 149).
- Average household size slightly higher at 2.52.
- Found throughout the suburbs and small towns of metropolitan areas, where most residents own and live in single-family detached homes (Index 142).
- Most homes built between 1950 and 1990 (Index 131).
- Households generally have one or two vehicles.

SOCIOECONOMIC TRAITS

- Education: 36% college graduates; nearly 68% with some college education.
- Average labor force participation at 61%.
- Most households' income from wages or salaries, but a third also draw income from investments (Index 150) and retirement (Index 159).
- *Comfortable Empty Nesters* residents physically and financially active.
- Prefer eating at home instead of dining out.
- Home maintenance a priority among these homeowners.

Comfortable Empty Nesters



AGE BY SEX (Esri data)

Median Age: **48.0** US: 38.2

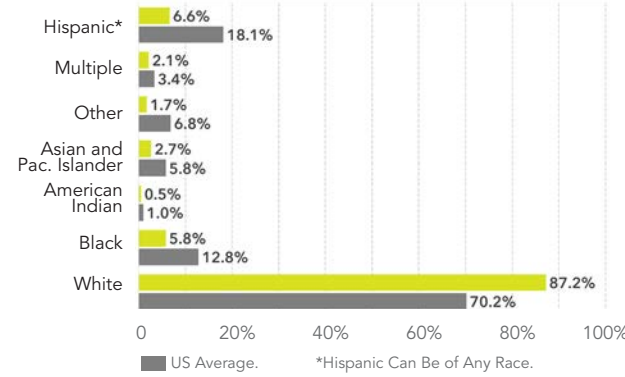
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RACE AND ETHNICITY (Esri data)

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: **33.0** US: 64.0



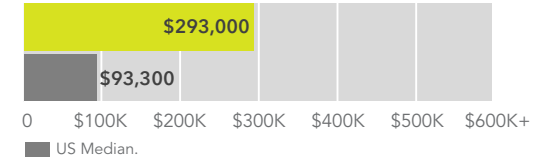
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Median Household Income

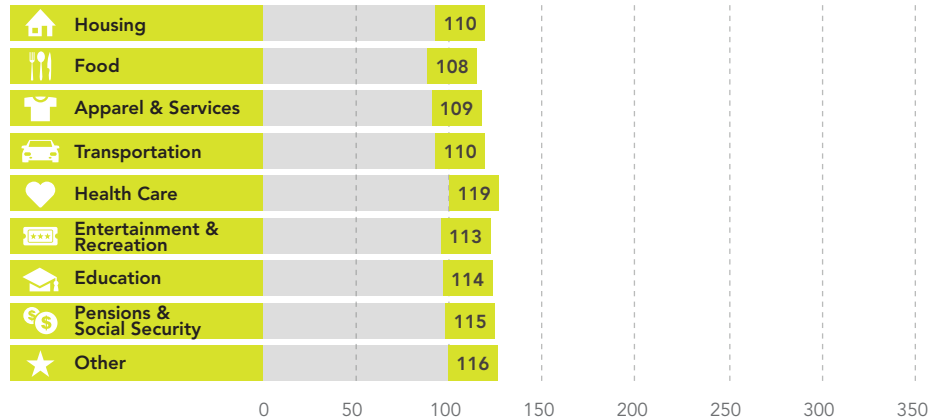


Median Net Worth



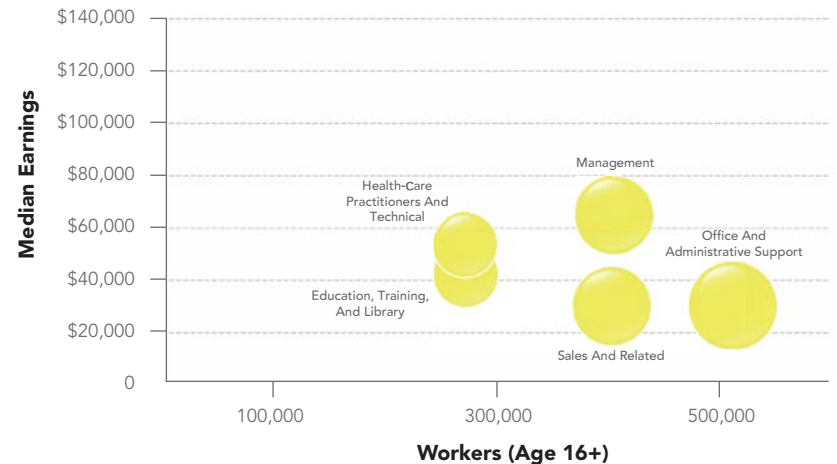
AVERAGE HOUSEHOLD BUDGET INDEX

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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.)

- Residents enjoy listening to sports radio or watching sports on television.
- Physically active, they play golf, ski, ride bicycles, and work out regularly.
- Spending a lot of time online isn't a priority, so most own older home computers.
- Financial portfolio includes stocks, certificates of deposit, mutual funds, and real estate.

HOUSING

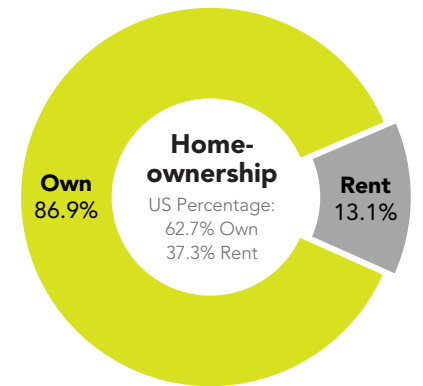
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Single Family

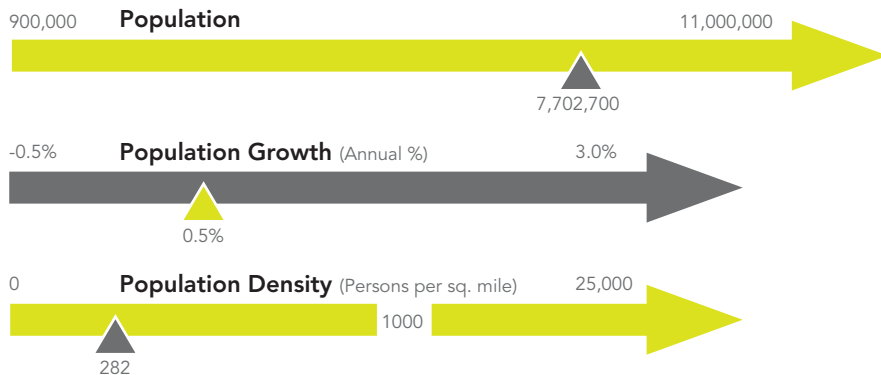
Median Value:
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US Median: \$207,300



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.



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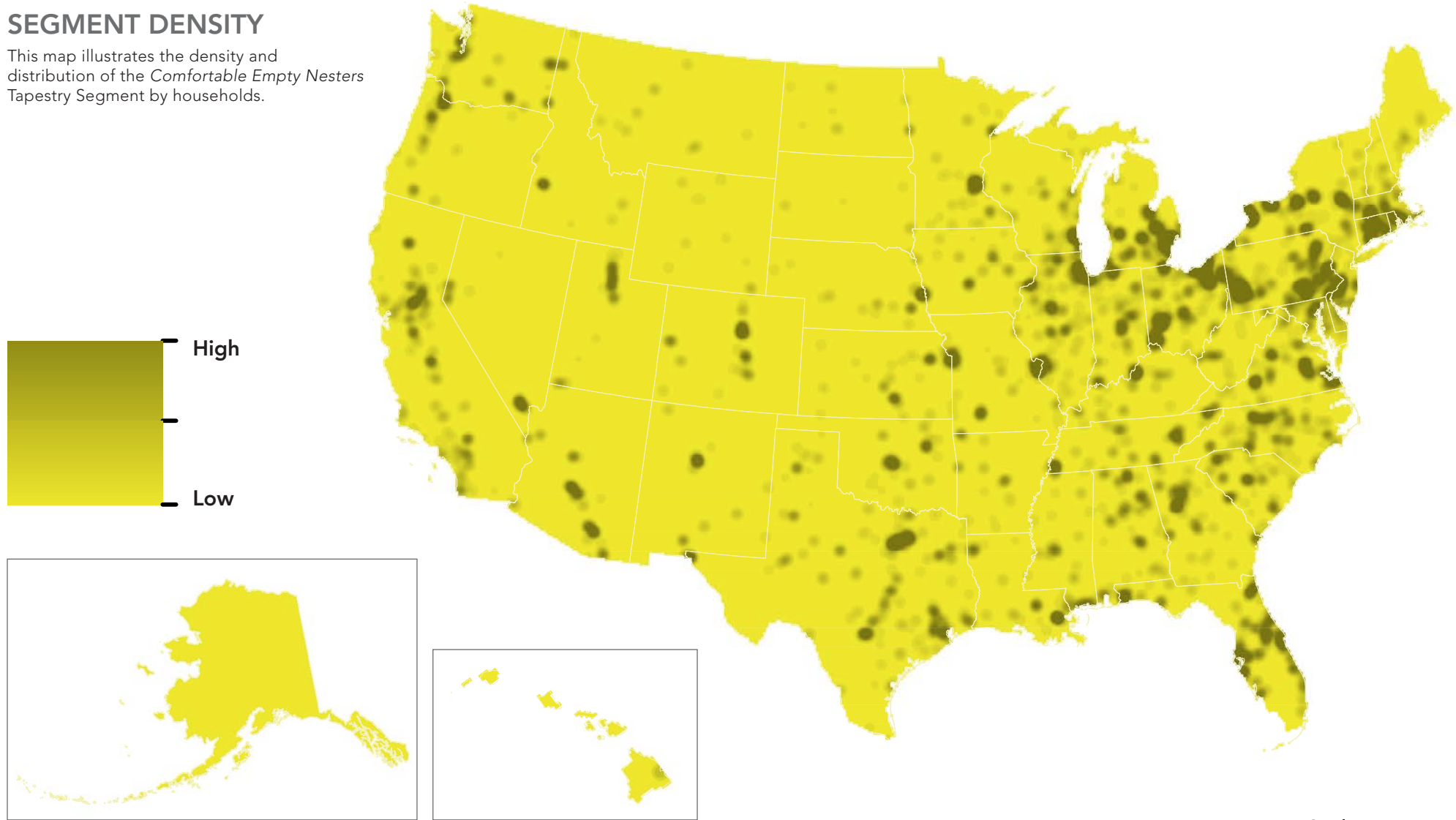


Comfortable Empty Nesters



SEGMENT DENSITY

This map illustrates the density and distribution of the *Comfortable Empty Nesters* Tapestry Segment by households.



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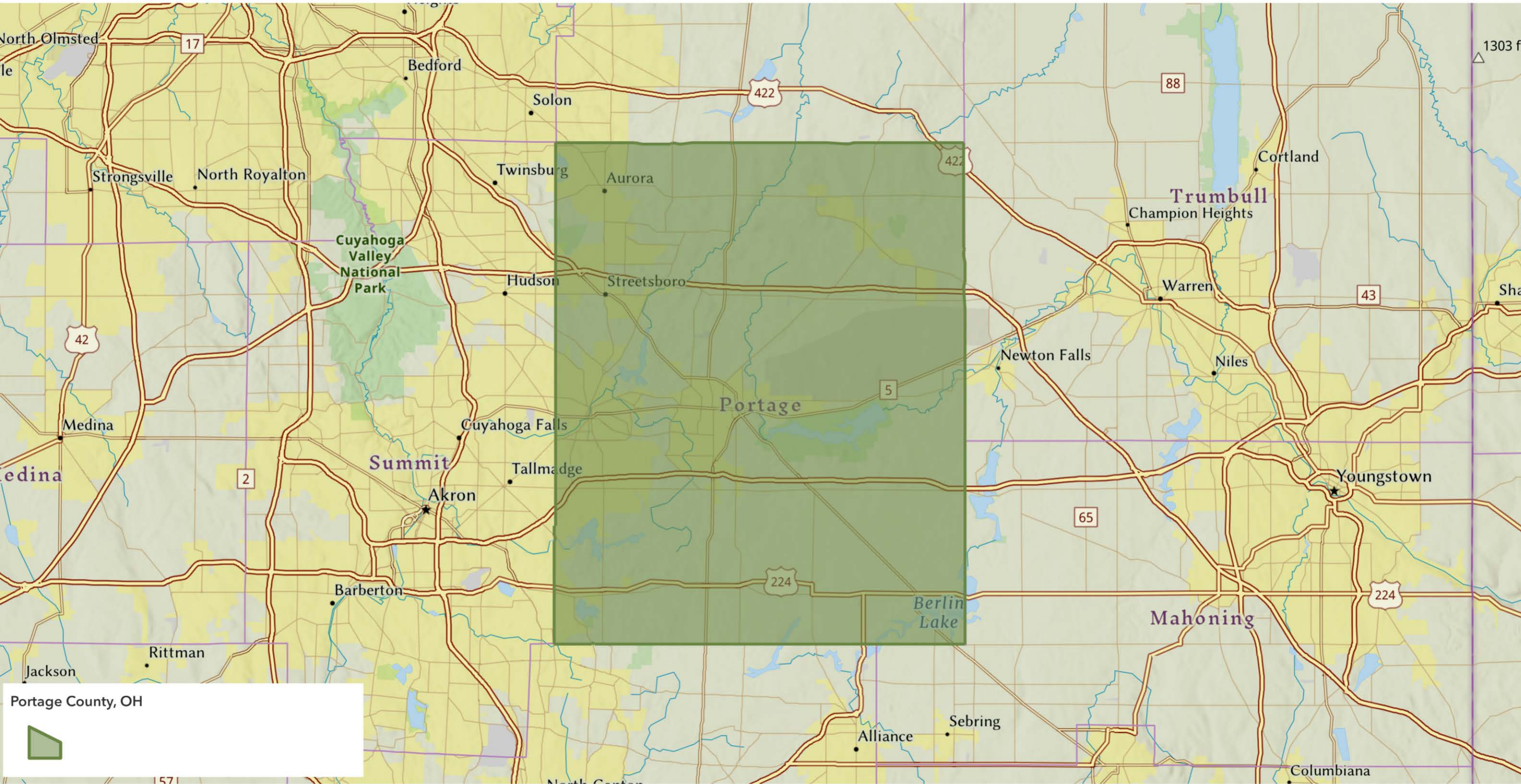
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THE
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DEMOGRAPHICS REPORT



KEY FACTS

163,064

Population



Median Age



Average Household Size

\$67,006

Median Household Income

1

THE POPULATION



80,554

MALE



82,510

FEMALE



28,976

CHILDREN

2

HOUSEHOLDS



66,733

TOTAL HOUSEHOLDS



46,480

OWNER OCCUPIED HOUSING



20,253

RENTER OCCUPIED HOUSING

3

INCOME



\$67,006

Median Household Income



\$39,499

Per Capita Income

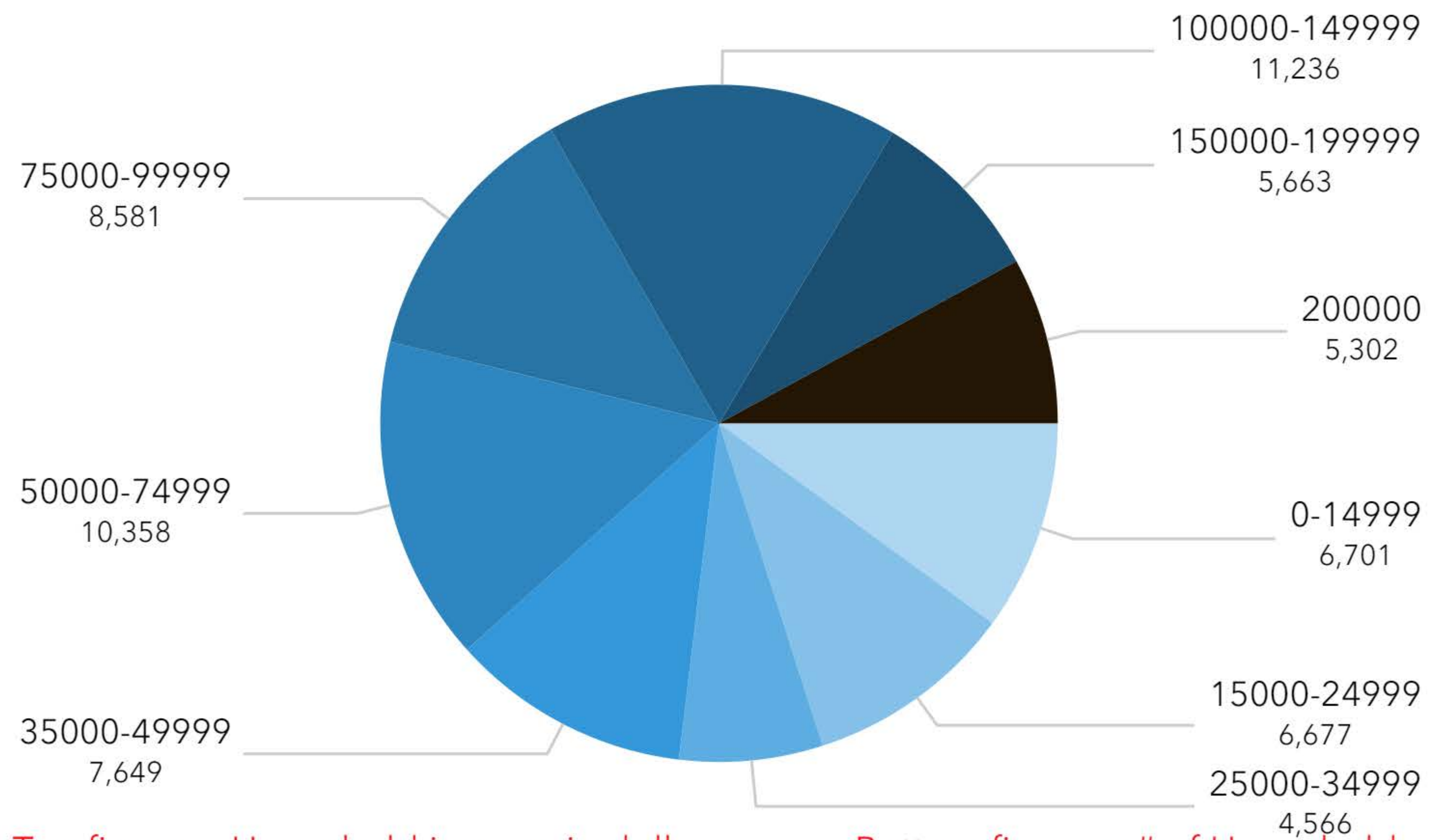


\$160,285

Median Net Worth

4

HOUSEHOLD INCOME

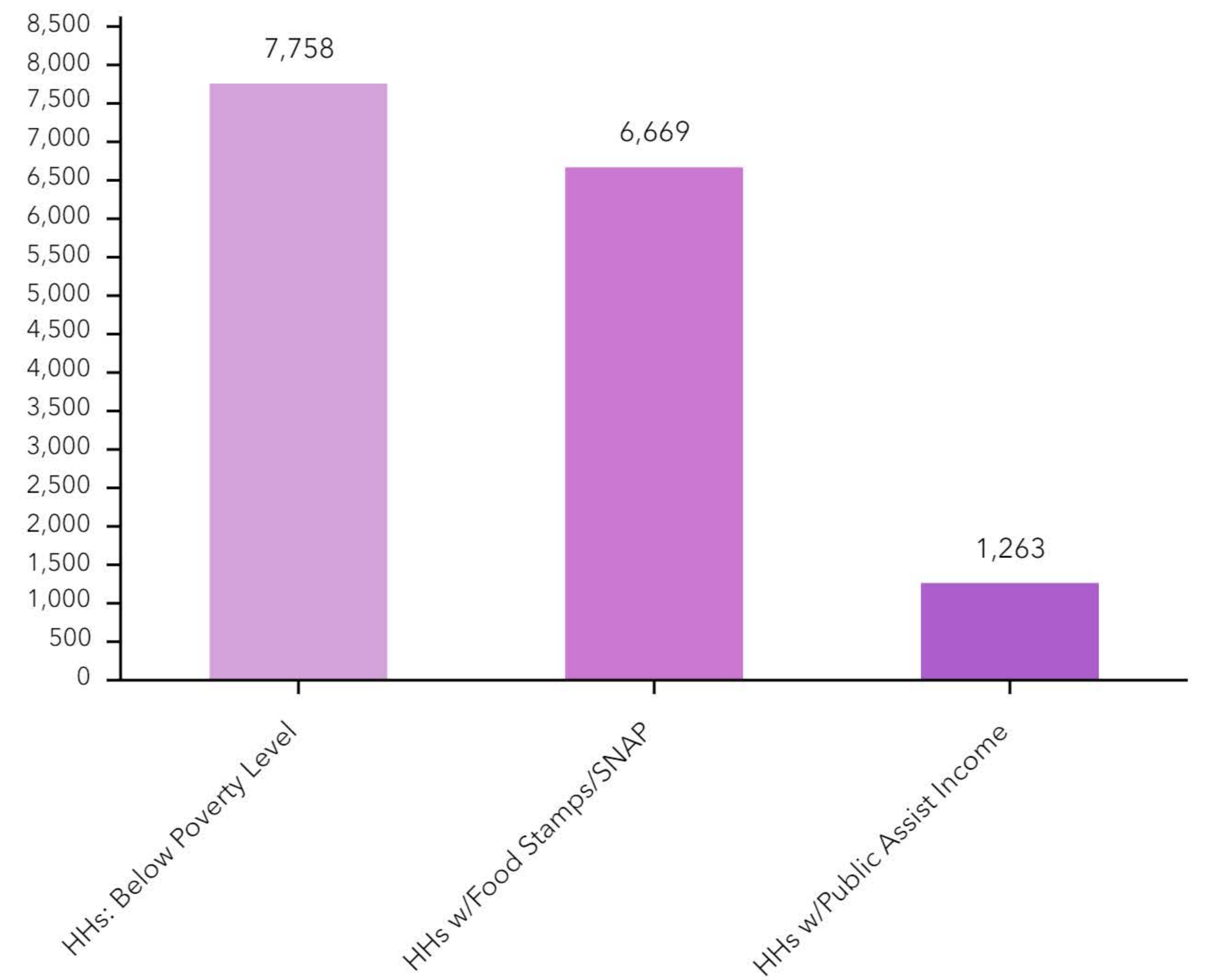


Top figure = Household income in dollars

Bottom figure = # of Households

5

HOUSEHOLDS AND POVERTY



6

2023 Households by income (Esri)

The largest group: \$100,000 - \$149,999 (16.8%)

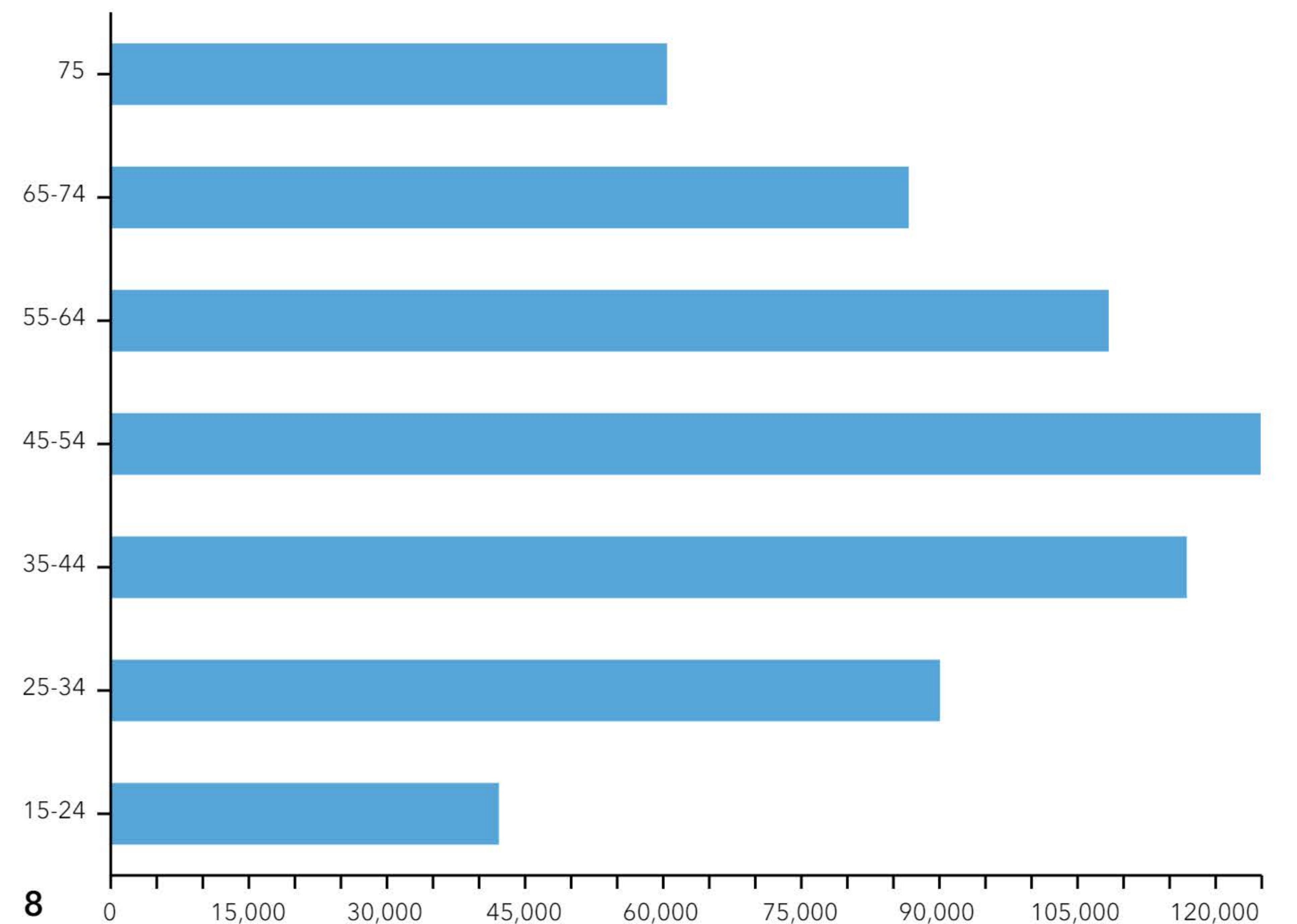
The smallest group: \$25,000 - \$34,999 (6.8%)

Indicator ▲	Value	Diff
<\$15,000	10.0%	-0.3%
\$15,000 - \$24,999	10.0%	+2.3%
\$25,000 - \$34,999	6.8%	-1.4%
\$35,000 - \$49,999	11.5%	-0.8%
\$50,000 - \$74,999	15.5%	-2.1%
\$75,000 - \$99,999	12.9%	-0.5%
\$100,000 - \$149,999	16.8%	+0.6%
\$150,000 - \$199,999	8.5%	+1.4%
\$200,000+	7.9%	+0.9%

Bars show deviation from Ohio

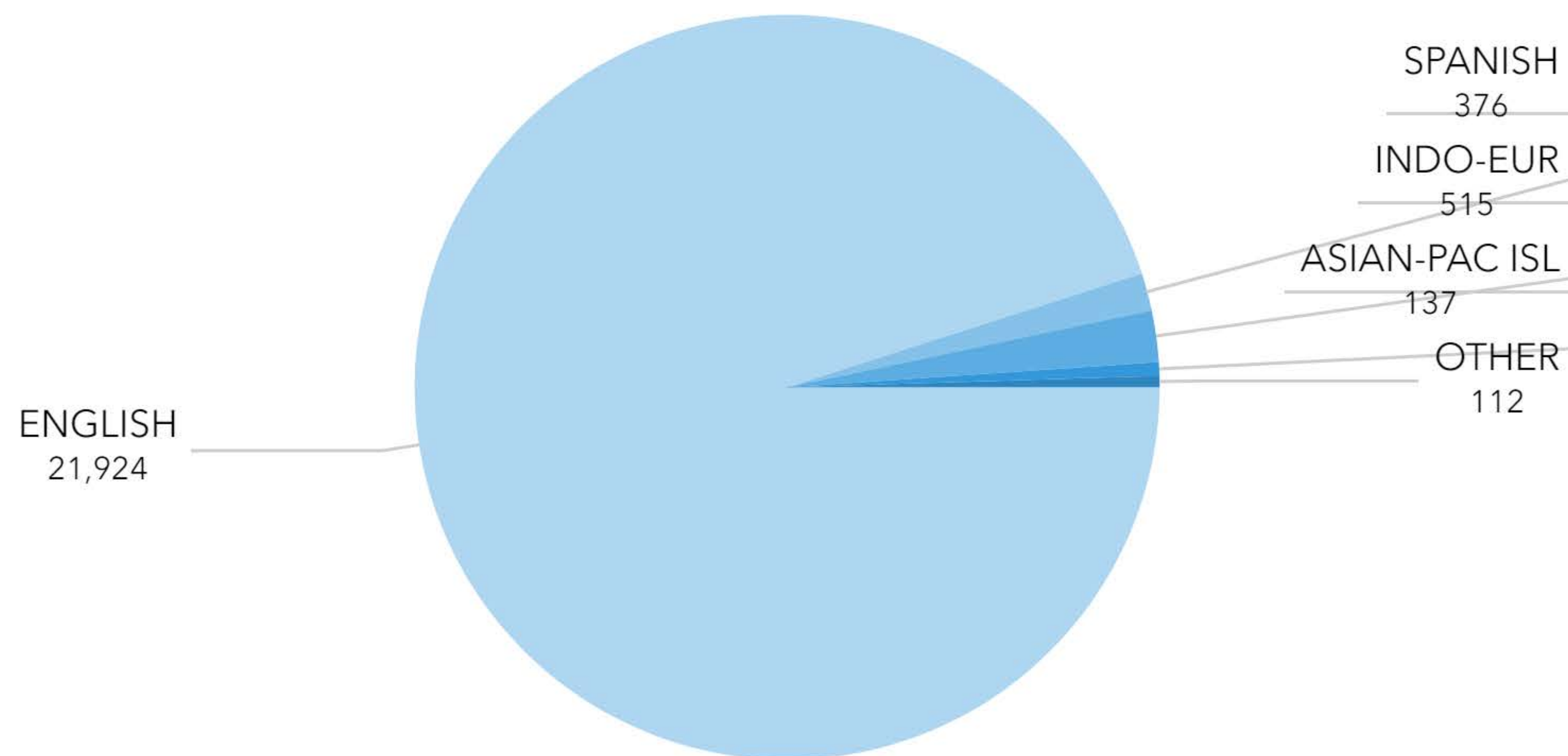
7

Income by Age



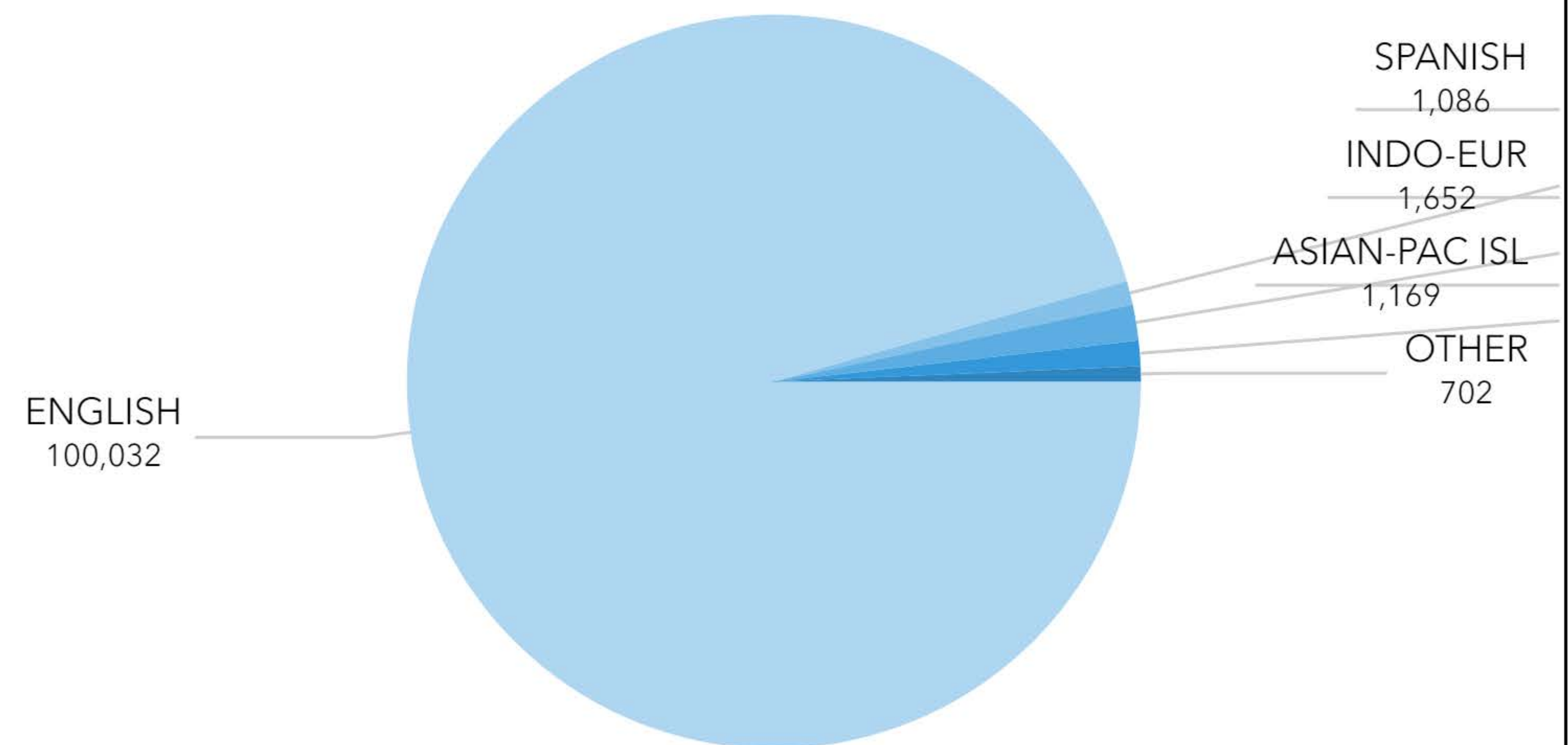
8

LANGUAGE CHILDREN SPEAK AT HOME



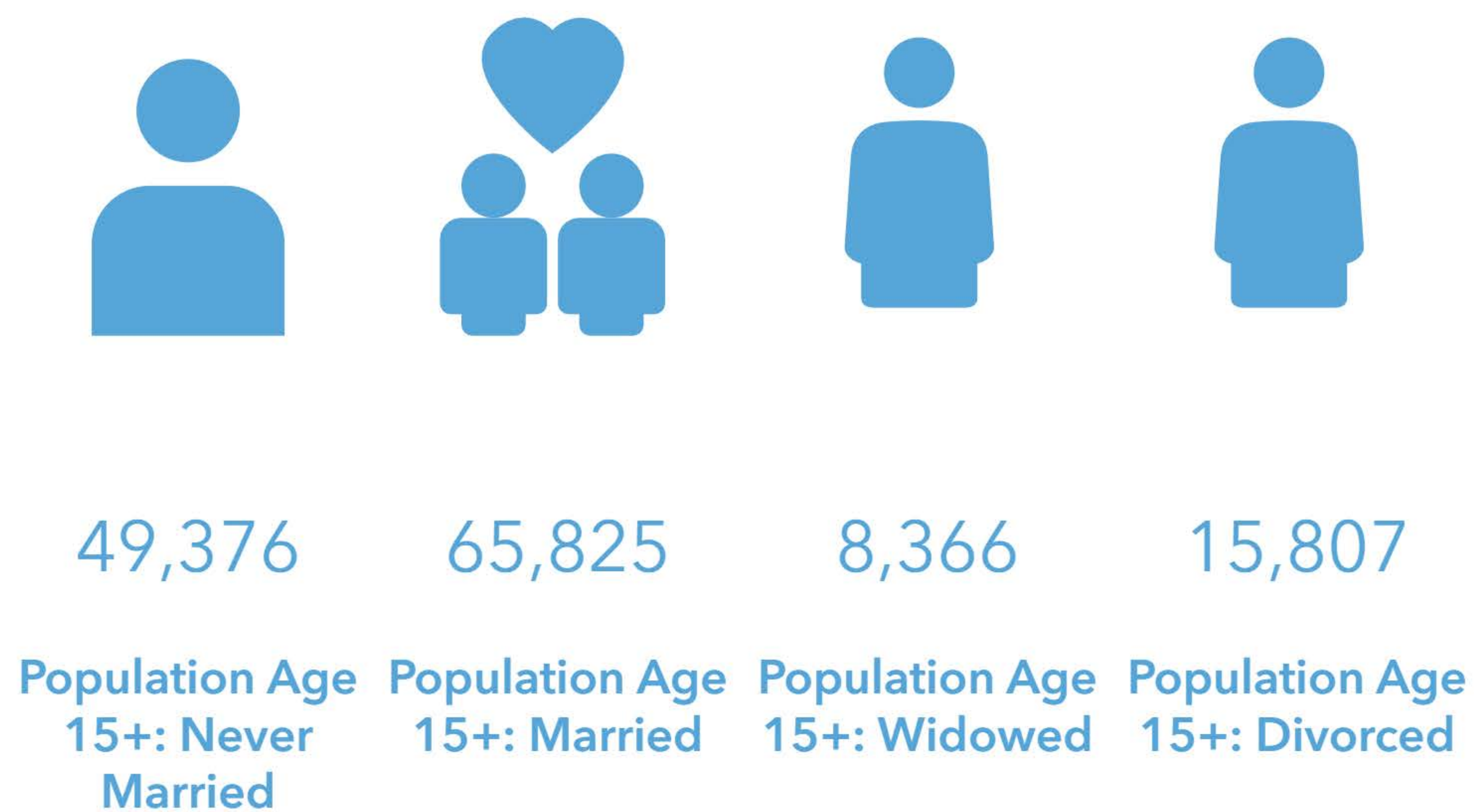
9

LANGUAGE ADULTS SPEAK AT HOME



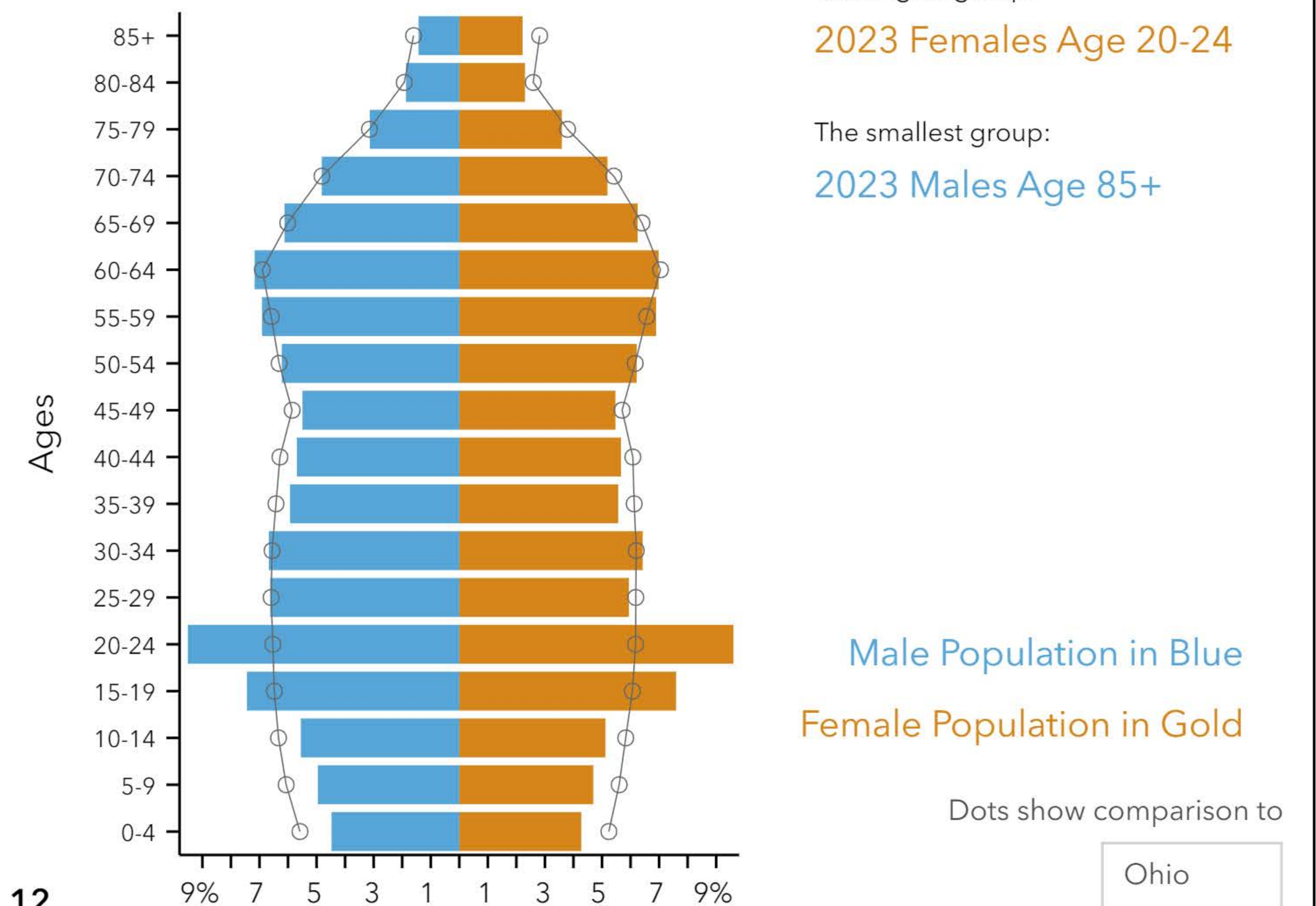
10

MARITAL STATUS



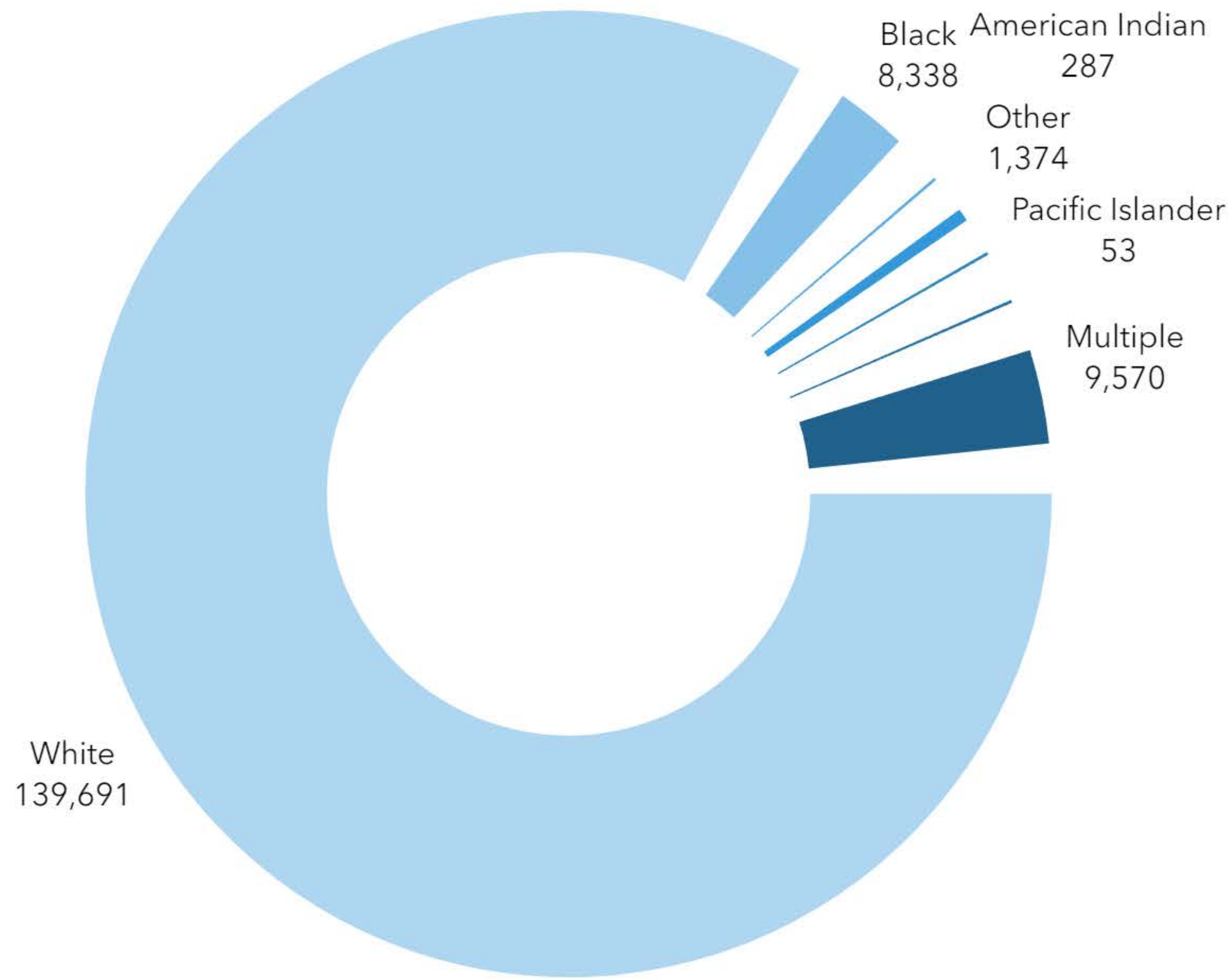
11

Age Pyramid



12

Racial Diversity



13

2023 Race and ethnicity (Esri)

The largest group: White Alone (85.67)

The smallest group: Pacific Islander Alone (0.03)

Indicator ▲	Value	Diff
White Alone	85.67	+9.61
Black Alone	5.11	-7.63
American Indian/Alaska Native Alone	0.18	-0.09
Asian Alone	2.30	-0.42
Pacific Islander Alone	0.03	-0.02
Other Race	0.84	-1.20
Two or More Races	5.87	-0.24
Hispanic Origin (Any Race)	2.36	-2.43

Bars show deviation from

14

HOUSING STATS



\$224,537

Median Home Value



\$11,580

Average Spent on Mortgage & Basics

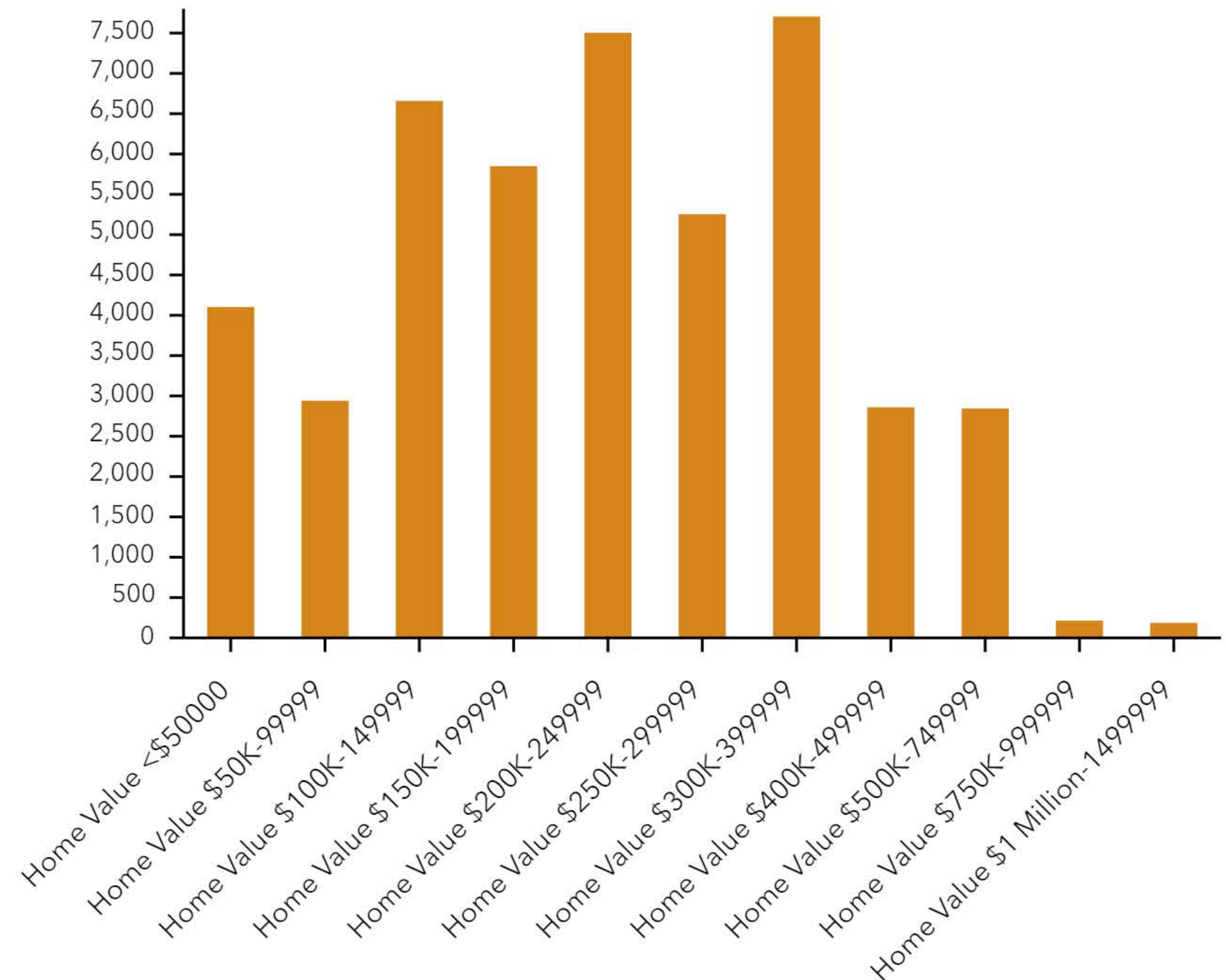


\$785

Median Contract Rent

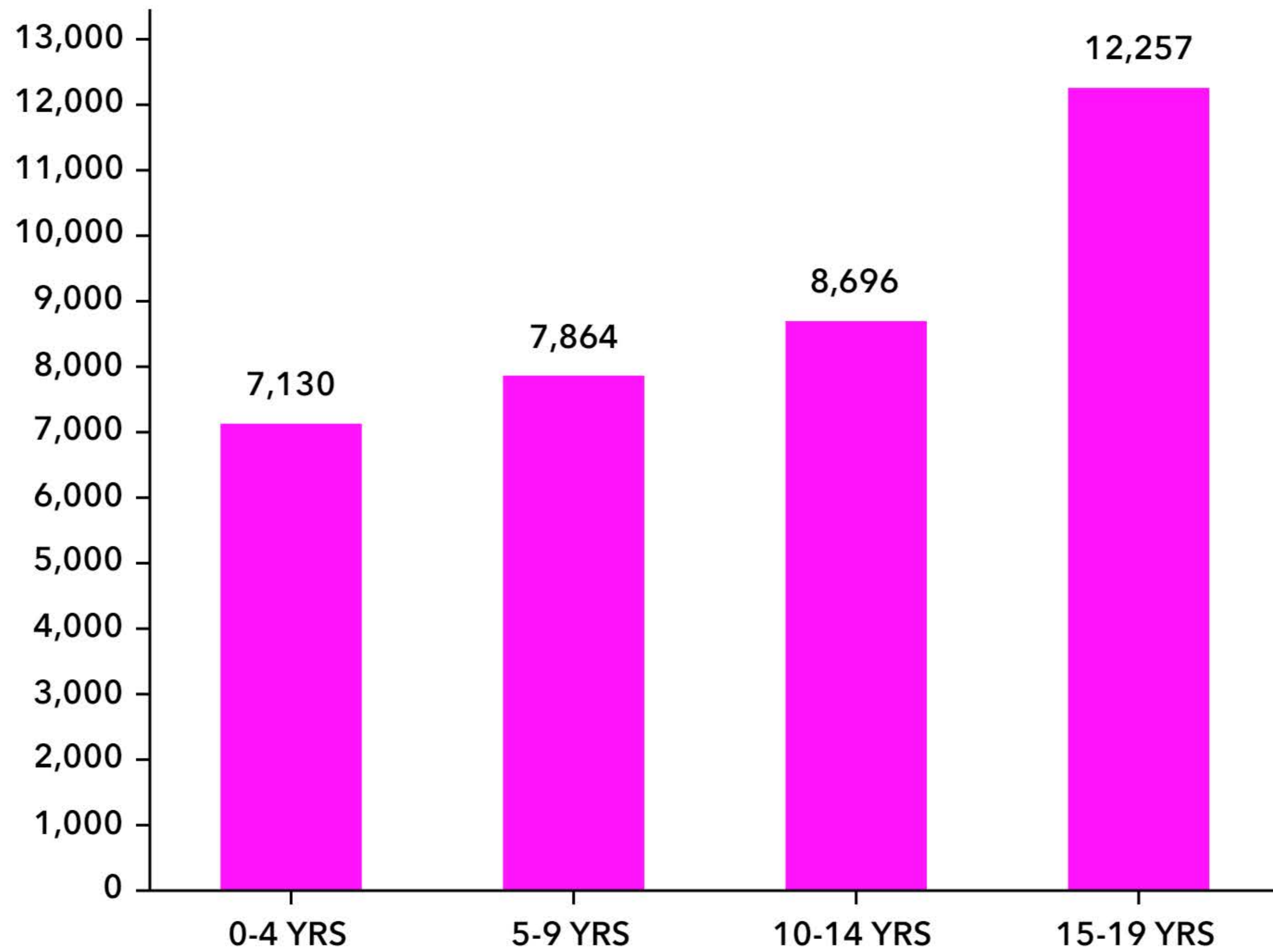
15

Home Value

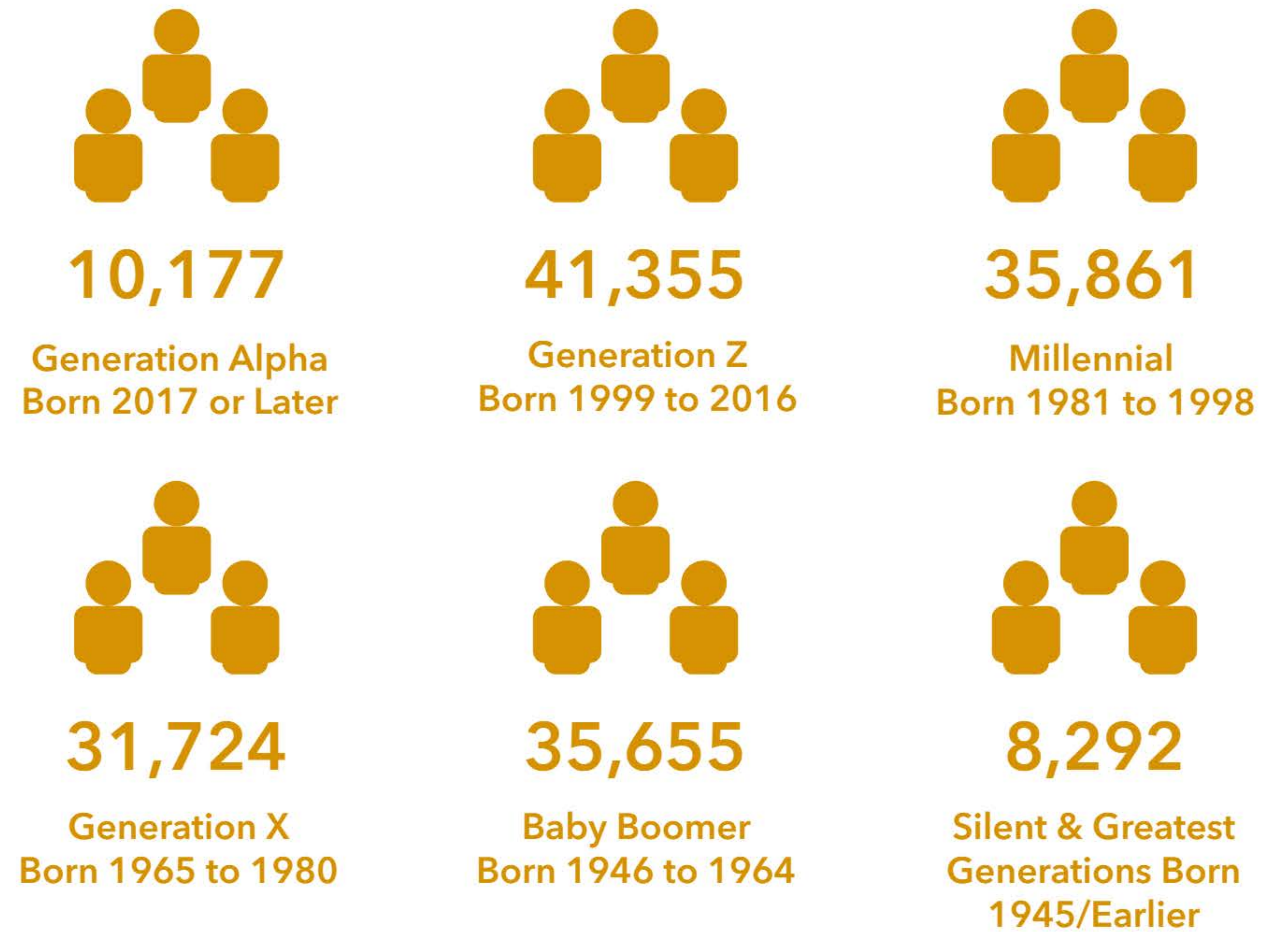


16

Population Ages 0-19



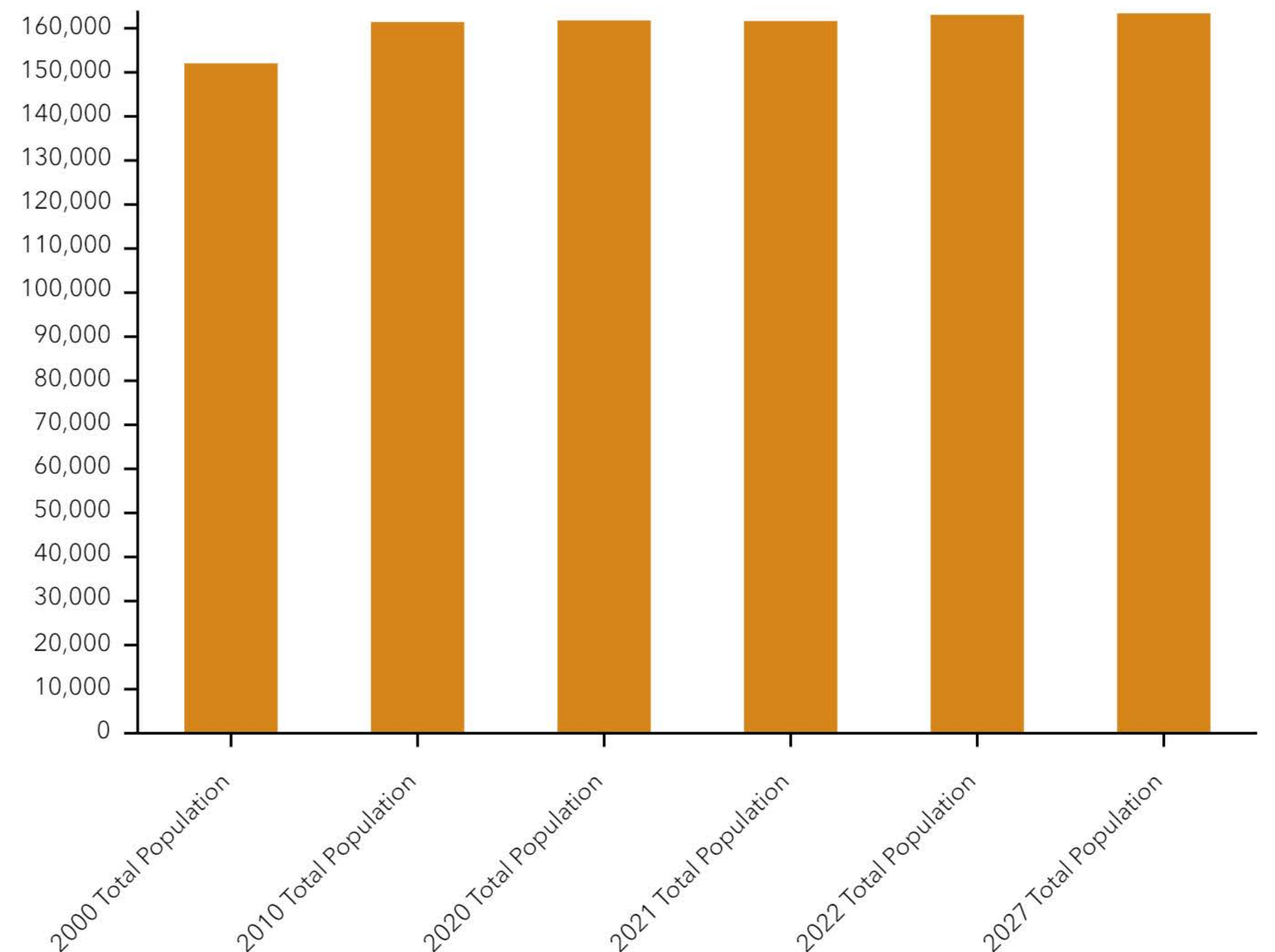
POPULATION BY GENERATION



POPULATION PROJECTIONS

Variables	Portage County, OH
2021 Total Population	163,064
2021 Household Population	155,475
2021 Family Population	119,434
2026 Total Population	163,390
2026 Household Population	155,801
2026 Family Population	118,965

POPULATION CHANGE OVER TIME



Average household size

for this area

2.33

which is less than the average for United States

Area	Value ▼	0.00	4.00
United States	2.53	<div style="width: 50%;"></div>	
Ohio	2.38	<div style="width: 45%;"></div>	
This area	2.33	<div style="width: 43%;"></div>	

EDUCATION

6%

No High School Diploma



38%
High School Graduate

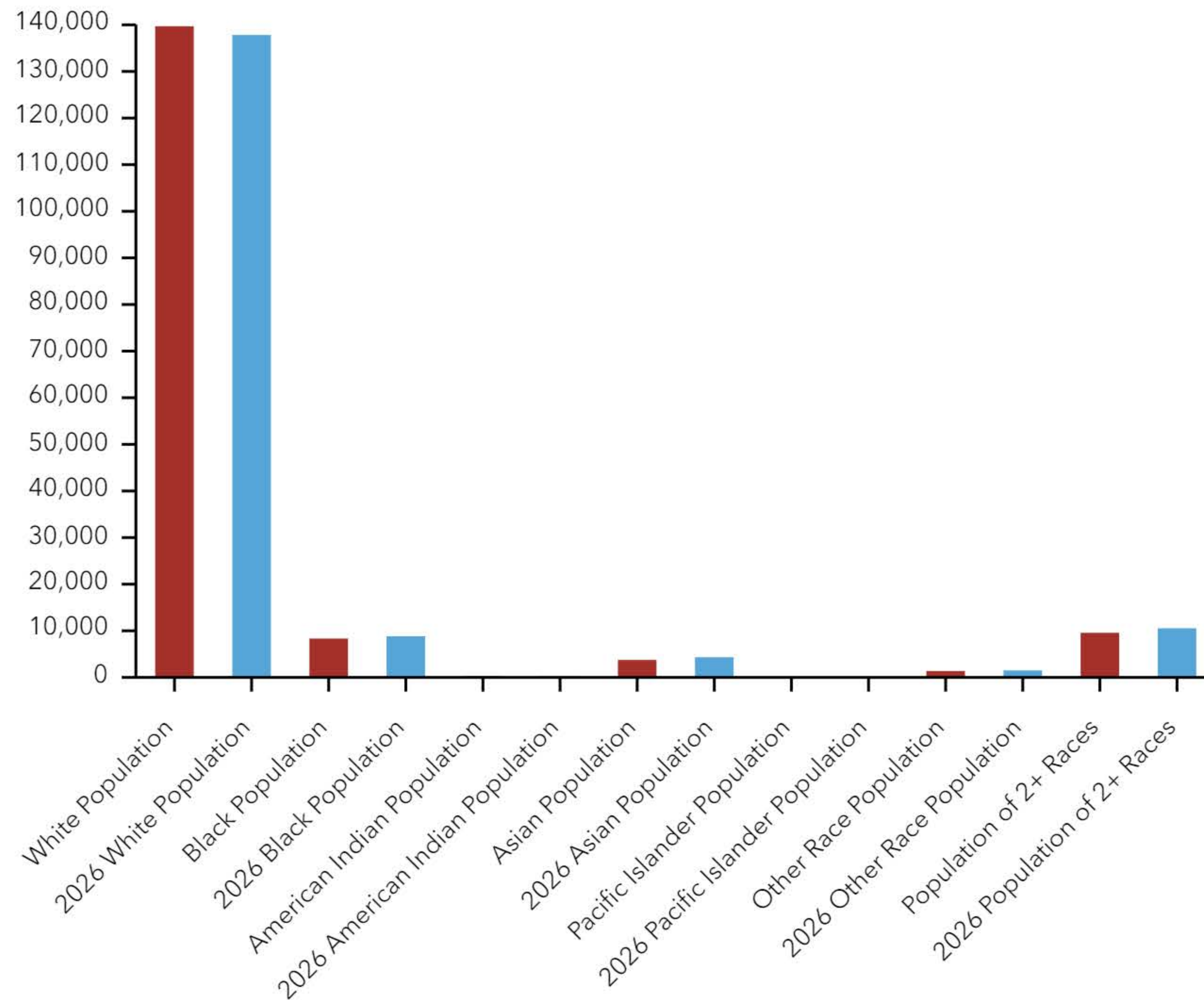


24%
Some College

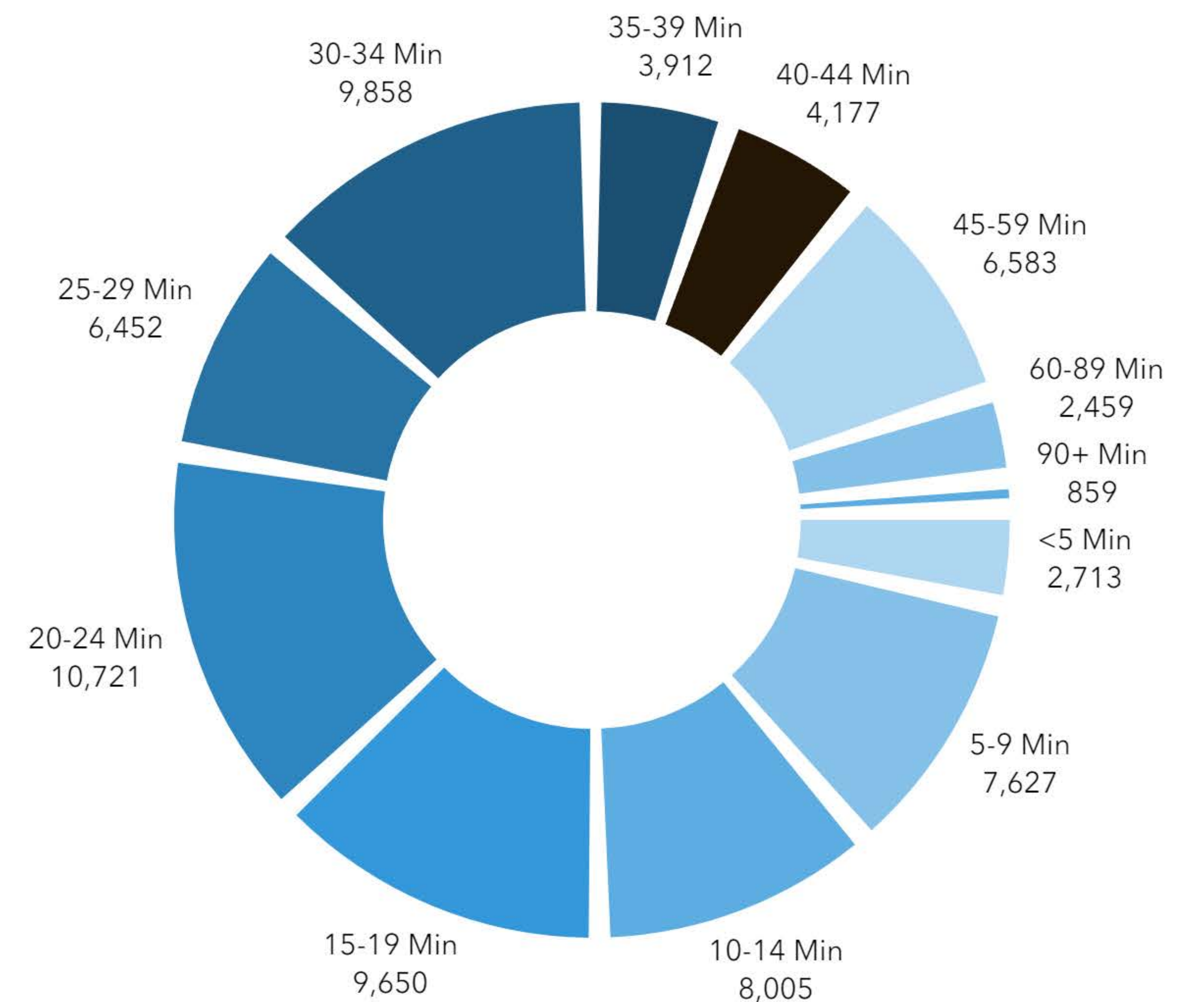


32%
Bachelor's/Grad/Prof Degree

CURRENT AND PROJECTED POPULATION BY RACE



Travel Time to Work

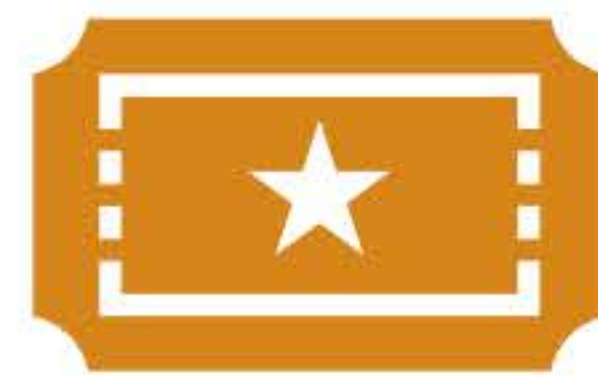


ANNUAL LIFESTYLE SPENDING



\$2,024

Travel



\$49

Theatre/Operas/
Concerts



\$50

Movies/Museums/
Parks



\$57

Sports Events



\$8

Online
Games

ANNUAL HOUSEHOLD SPENDING



\$1,978

Apparel &
Services



\$228

Computers
& Hardware



\$3,343

Eating Out



\$6,115

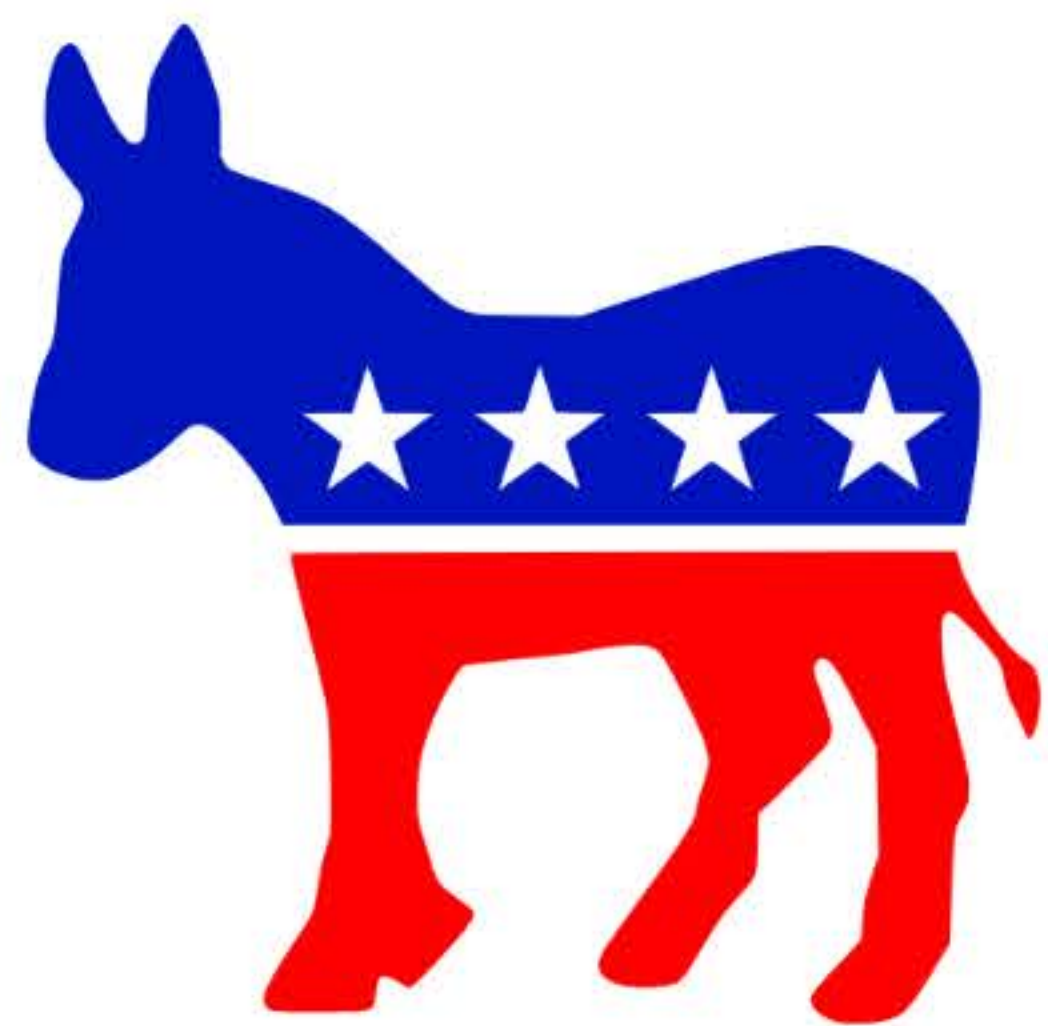
Groceries



\$6,888

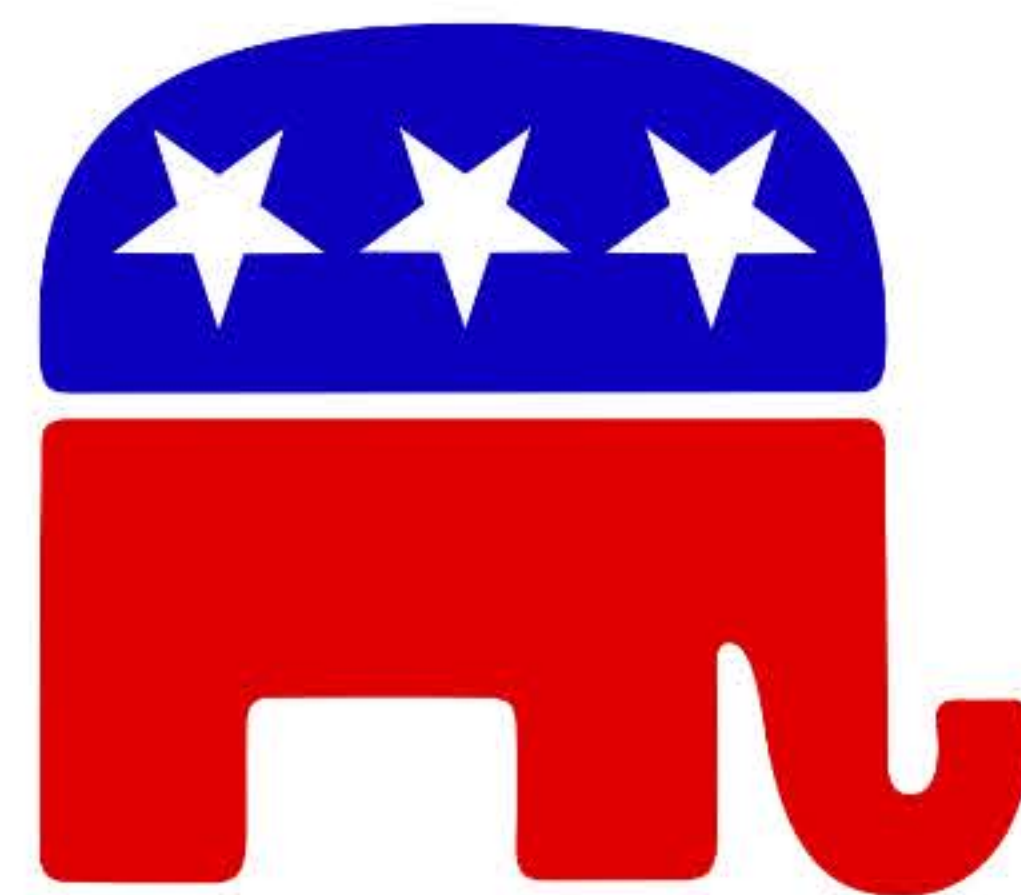
Health
Care

POLITICAL AFFILIATION



37,083

Affiliated With
Democratic Party



45,094

Affiliated With
Republican Party



49,350

Affiliated With
Independent or
No Party

INTERNET ACCESS



80%

Use Computer



86%

Use Cell Phone

"DO YOU ATTEND CHURCH REGULARLY?"



60,741

23,421

19,955

29,967

Disagree
Completely

Disagree
Somewhat

Agree
Somewhat

Agree
Completely

NEAREST CHURCHES

Direction

Distance

New Mt Calvary Baptist Church

SE

0.9

Winfield Church of God-Christ

SE

1.1

City of Refuge

SE

1.3

Blackhorse Baptist Church

SE

1.3

Church of the Nazarene

S

1.4

Church of the Nazarene

S

1.4

Upper Room Ministries Church

S

1.6

Closest 7 locations

The typical amount of money each household gives to a church or religious organization per year.



\$1,064

Projected amount of money given to churches or religious organizations by each household in 2027.



1,228

CRIME INDEX

92
Total Crime Index



Values above 100 indicate the area has an above average risk of occurring compared to the US. Values below 100 indicate a below average risk.

Business Summary

Utilities	4
Construction	353
Manufacturing	296
Wholesale Trade	171
Retail Trade	604
Motor Vehicle/Parts Dealers	98
Furniture/Home Furnishings	28
Electronics/Appliances	22
Bldg Material/Garden Equip&Supply	41
Food & Beverage Stores	95
Health/Personal Care	69
Gas Stations	19
Clothing/Accessories	25
Sports/Hobby/Book/Music	97
General Merchandise Stores	110
Transportation/Warehouse	119
Information	98
Finance & Insurance	171
Real Estate/Rental/Leasing	191
Prof/Scientific/Tech Srv	319
Educational Services	172
Health Care/Social Assistance	301
Arts/Entertainment/Recreation	128
Accommodation/Food Services	385
Food Srv & Drinking Places	337

INCOME PROJECTIONS

Variables	Portage County, OH
2021 Per Capita Income	\$39,499
2021 Median Household Income	\$67,006
2021 Average Household Income	\$96,118
2026 Per Capita Income	\$46,152
2026 Median Household Income	\$79,293
2026 Average Household Income	\$110,879

Tapestry segments

	Salt of the Earth 17,373 households	26.0% of Households	▼
	Green Acres 7,268 households	10.9% of Households	▼
	Bright Young Professionals 6,109 households	9.2% of Households	▼

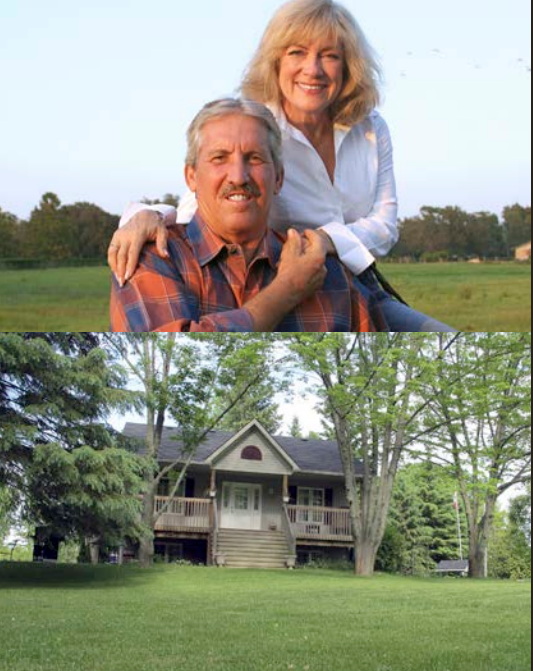
WHAT IS TAPESTRY SEGMENTATION?

Tapestry is a geodemographic segmentation system that integrates consumer traits with residential characteristics to identify markets and classify US neighborhoods. Neighborhoods with the most similar characteristics are grouped together, while neighborhoods with divergent characteristics are separated. Internally homogenous, externally heterogeneous market segments depict consumers' lifestyles and lifestages. Tapestry Segmentation combines the "who" of lifestyle demography with the "where" of local geography to create a classification model with 67 distinct, behavioral market segments.

IN OTHER WORDS...

Tapestry segmentation is a way to study our population and to identify things about people that help us to better understand them. Some things we learn about our neighborhoods through this kind of research include:

- Income
- Spending habits
- Ethnicity
- Occupations
- Interests
- Family Dynamics
- Housing
- Lifestyles



LifeMode Group: Cozy Country Living

Salt of the Earth

6B

Households: 3,545,800

Average Household Size: 2.59

Median Age: 44.1

Median Household Income: \$56,300

WHO ARE WE?

Salt of the Earth residents are entrenched in their traditional, rural lifestyles. Citizens here are older, and many have grown children that have moved away. They still cherish family time and also tending to their vegetable gardens and preparing homemade meals. Residents embrace the outdoors; they spend most of their free time preparing for their next fishing, boating, or camping trip. The majority has at least a high school diploma or some college education; many have expanded their skill set during their years of employment in the manufacturing and related industries. They may be experts with DIY projects, but the latest technology is not their forte. They use it when absolutely necessary, but seek face-to-face contact in their routine activities.

OUR NEIGHBORHOOD

- This large segment is concentrated in the Midwest, particularly in Ohio, Pennsylvania, and Indiana.
- Due to their rural setting, households own two vehicles to cover their long commutes, often across county boundaries.
- Homeownership rates are very high (Index 133). Single-family homes are affordable, valued at 25% less than the national market.
- Nearly two in three households are composed of married couples; less than half have children at home.

SOCIOECONOMIC TRAITS

- Steady employment in construction, manufacturing, and related service industries.
- Completed education: 40% with a high school diploma only.
- Household income just over the national median, while net worth is nearly double the national median.
- Spending time with family is their top priority.
- Cost-conscious consumers, loyal to brands they like, with a focus on buying American.
- Last to buy the latest and greatest products.
- Try to eat healthy, tracking the nutrition and ingredients in the food they purchase.



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: **44.1** US: 38.2

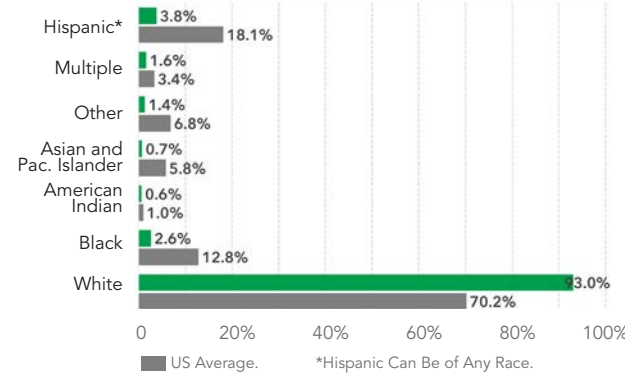
■ Indicates US



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: **19.8** US: 64.0



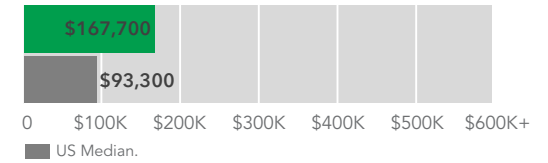
INCOME AND NET WORTH

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

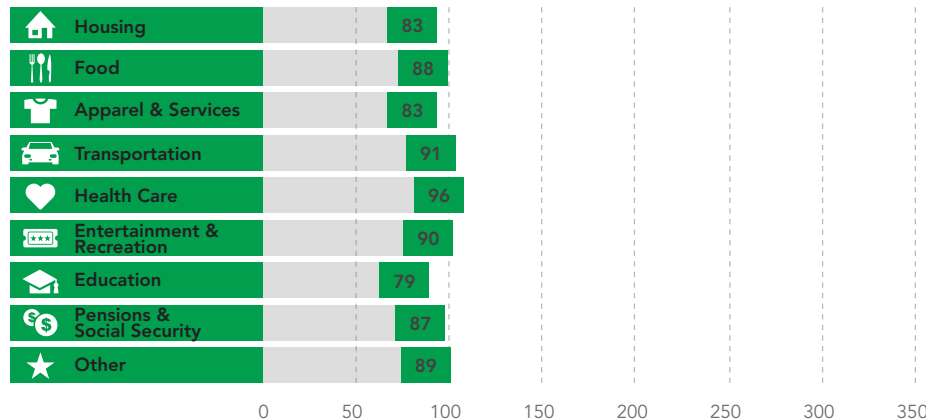


Median Net Worth



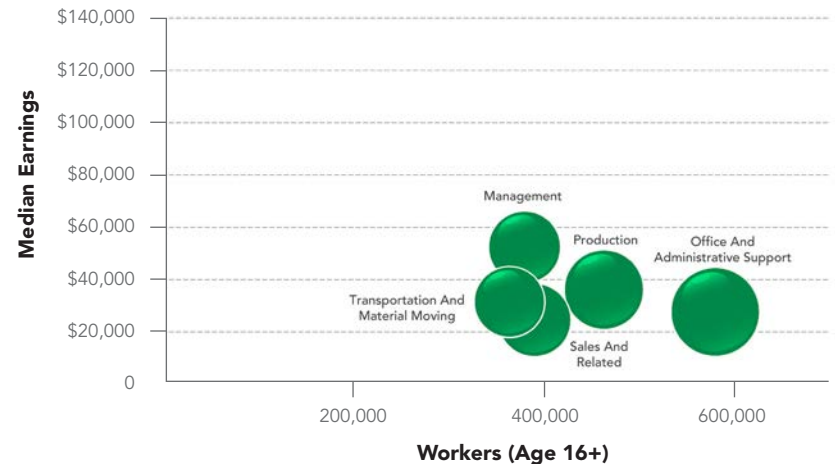
AVERAGE HOUSEHOLD BUDGET INDEX

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.)

- Outdoor sports and activities, such as fishing, boating, hunting, and overnight camping trips, are popular.
- To support their pastimes, truck ownership is high; many also own an ATV.
- They own the equipment to maintain their lawns and tend to their vegetable gardens.
- Residents often tackle home remodeling and improvement jobs themselves.
- Due to their locale, they own satellite dishes and have access to high-speed internet connections like DSL.
- These conservative consumers prefer to conduct their business in person rather than online. They use an agent to purchase insurance.

HOUSING

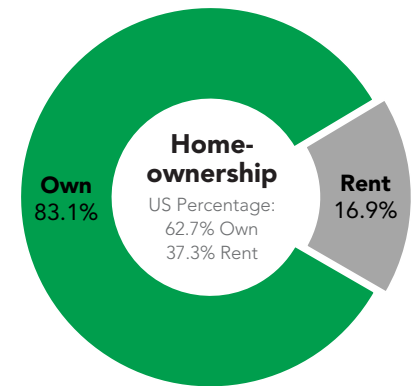
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
Single Family

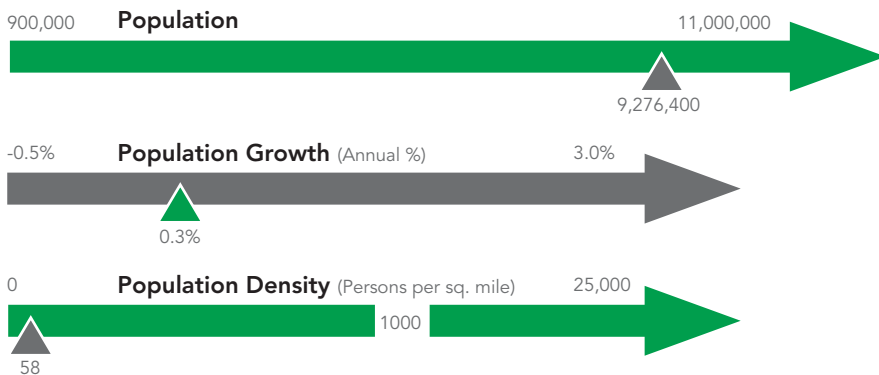
Median Value:
\$154,300

US Median: \$207,300



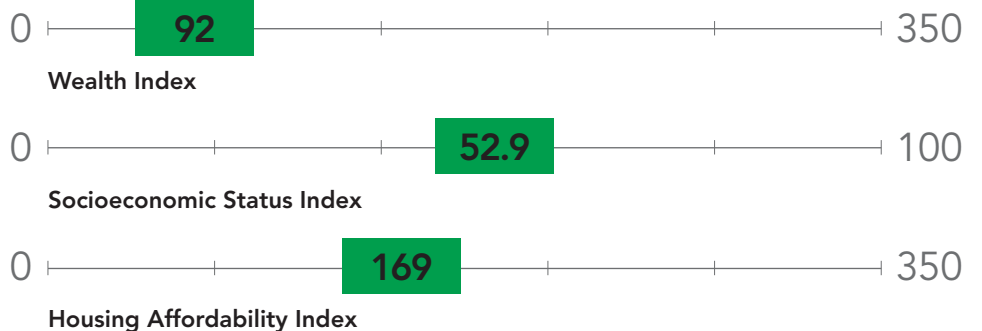
POPULATION CHARACTERISTICS

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.





LifeMode Group: Cozy Country Living

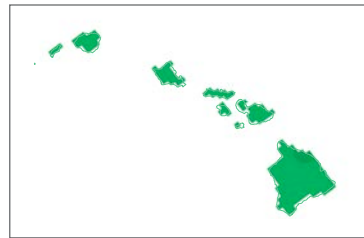
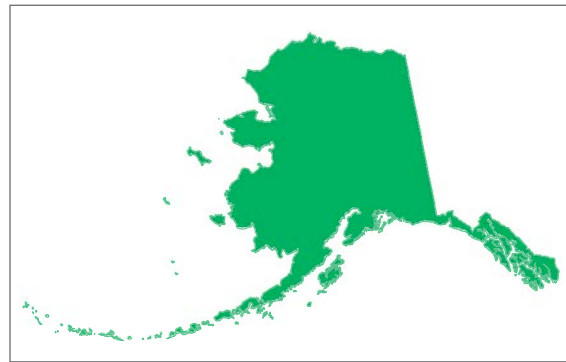
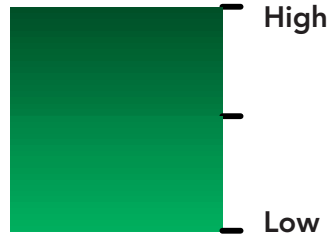
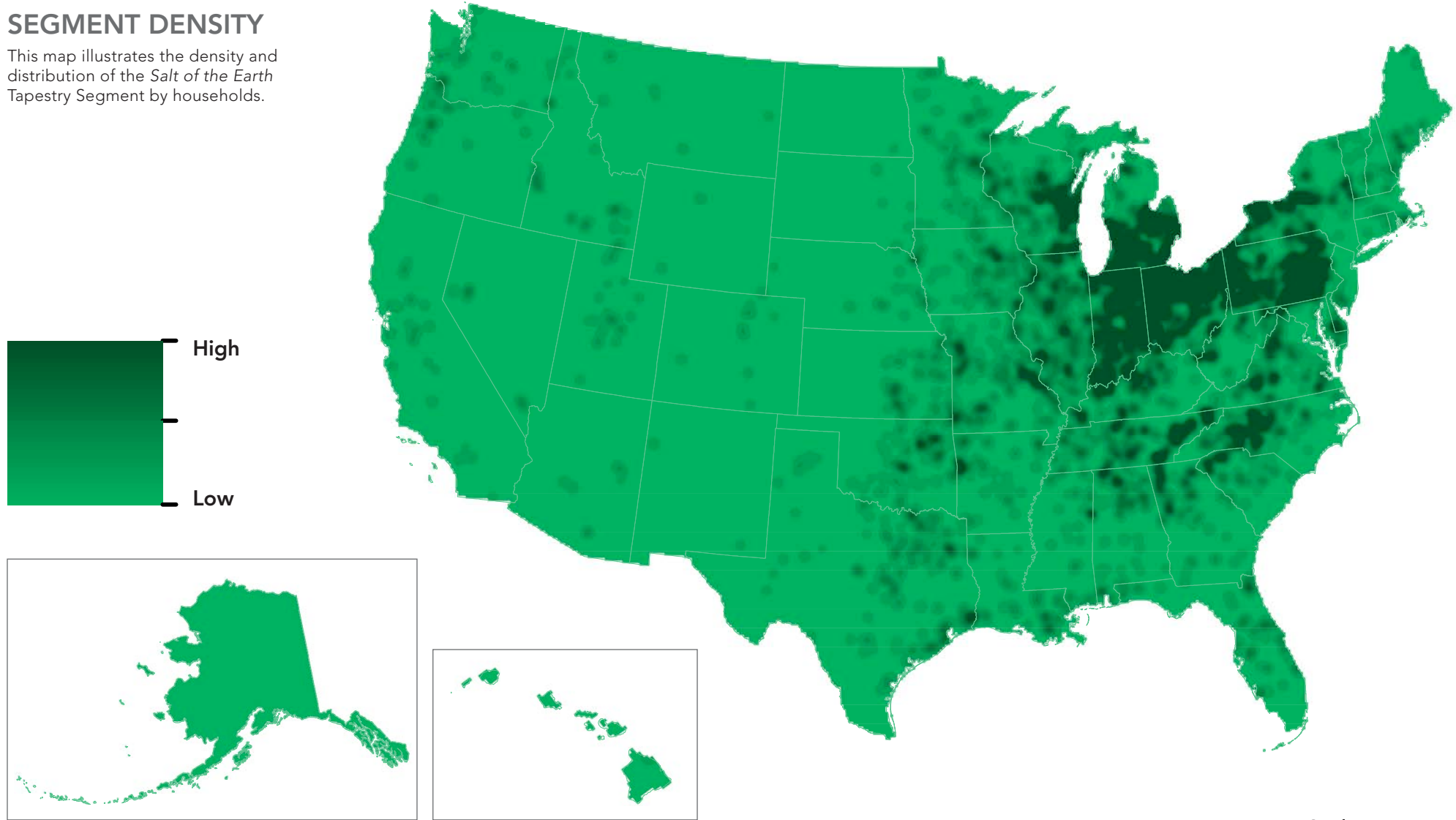
Salt of the Earth



TAPESTRY
SEGMENTATION
esri.com/tapestry

SEGMENT DENSITY

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



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LifeMode Group: Cozy Country Living

Green Acres

6A

Households: 3,923,400

Average Household Size: 2.70

Median Age: 43.9

Median Household Income: \$76,800

WHO ARE WE?

The *Green Acres* lifestyle features country living and self-reliance. Avid do-it-yourselfers, they maintain and remodel their homes with all the necessary power tools to accomplish the jobs. Gardening, especially growing vegetables, is a priority, again with the right tools, tillers, tractors, and riding mowers. Outdoor living features a variety of sports: hunting and fishing, motorcycling, hiking and camping, and even golf.

OUR NEIGHBORHOOD

- This large segment is concentrated in rural enclaves in metropolitan areas.
- Primarily (not exclusively) older homes with acreage; new housing growth in the past 15 years.
- Single-family, owner-occupied housing, with a median value of \$235,500.
- An older market, primarily married couples, most with no children.

SOCIOECONOMIC TRAITS

- Education: More than 60% are college educated.
- Labor force participation rate is high at 66.8% (Index 107).
- Income is derived not only from wages and salaries but also from self-employment (more than 13% of households), investments (27% of households), and increasingly, from retirement.
- They are cautious consumers with a focus on quality and durability.
- Comfortable with technology, more as a tool than a trend: banking or paying bills online is convenient; but the internet is not viewed as entertainment.
- Economic outlook is professed as pessimistic, but consumers are comfortable with debt, primarily as home and auto loans, and investments.



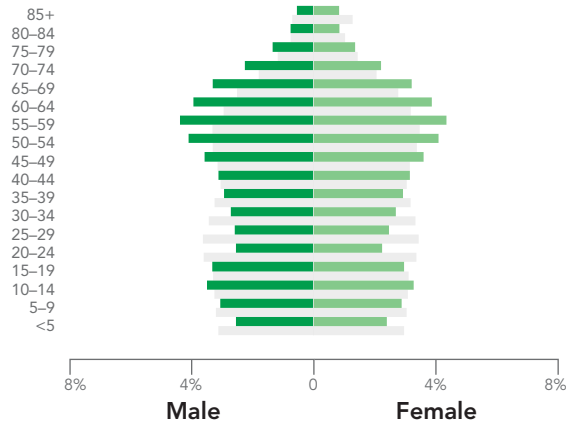
Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Simmons.



AGE BY SEX (Esri data)

Median Age: **43.9** US: 38.2

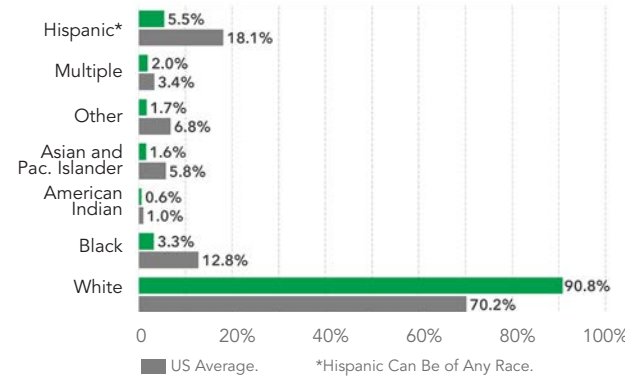
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RACE AND ETHNICITY (Esri data)

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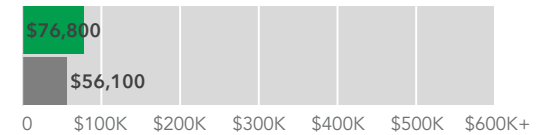
Diversity Index: **26.0** US: 64.0



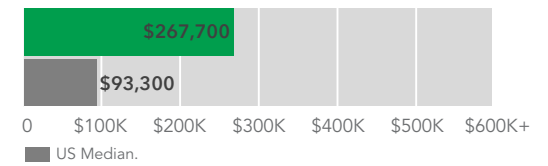
INCOME AND NET WORTH

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

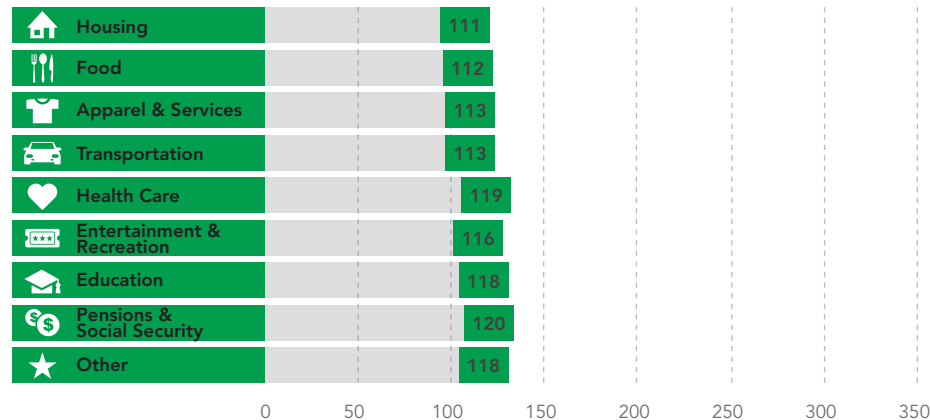


Median Net Worth



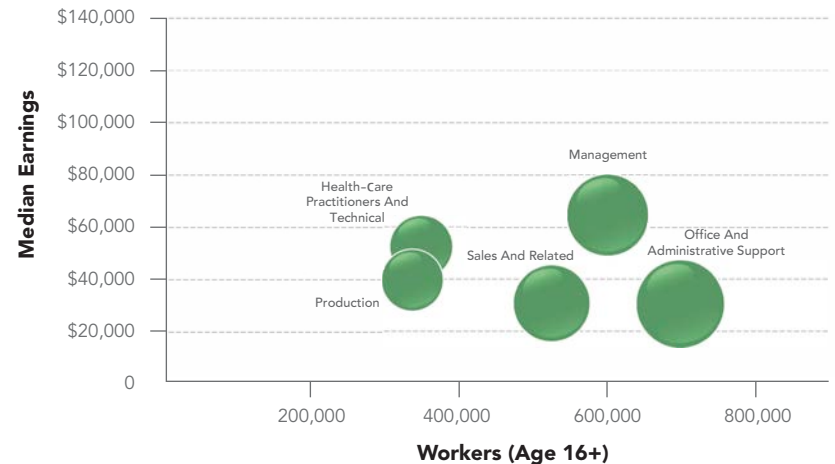
AVERAGE HOUSEHOLD BUDGET INDEX

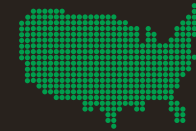
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OCCUPATION BY EARNINGS

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.)

- Purchasing choices reflect *Green Acres* residents' country life, including a variety of vehicles, from trucks and SUVs to ATVs and motorcycles, preferably late model.
- Homeowners favor DIY home improvement projects and gardening.
- Media of choice are provided by satellite service, radio, and television, also with an emphasis on country and home and garden.
- *Green Acres* residents pursue physical fitness vigorously, from working out on home exercise equipment to playing a variety of sports.
- Residents are active in their communities and a variety of social organizations, from charitable to veterans' clubs.

HOUSING

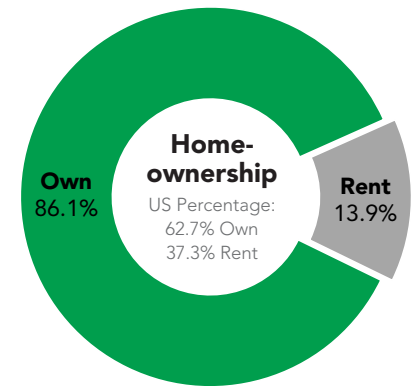
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Typical Housing:
Single Family

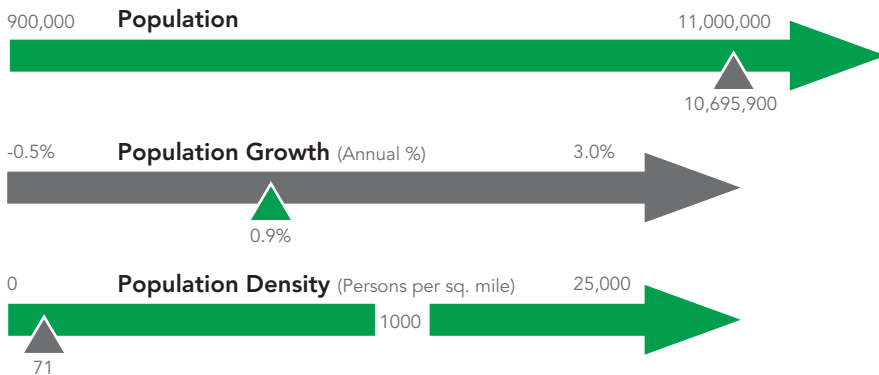
Median Value:
\$235,500

US Median: \$207,300



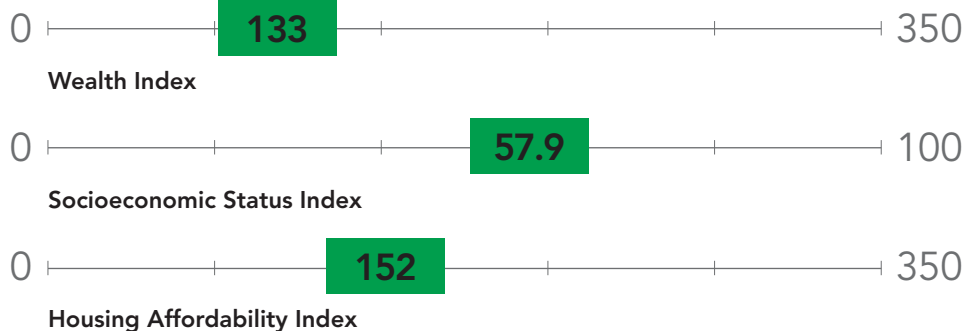
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LifeMode Group: Cozy Country Living

Green Acres

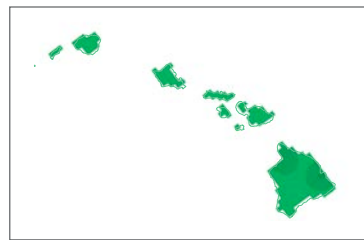
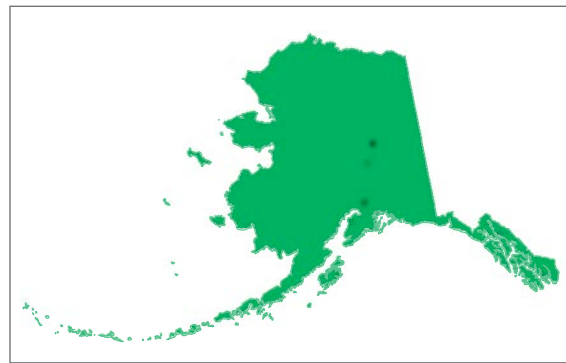
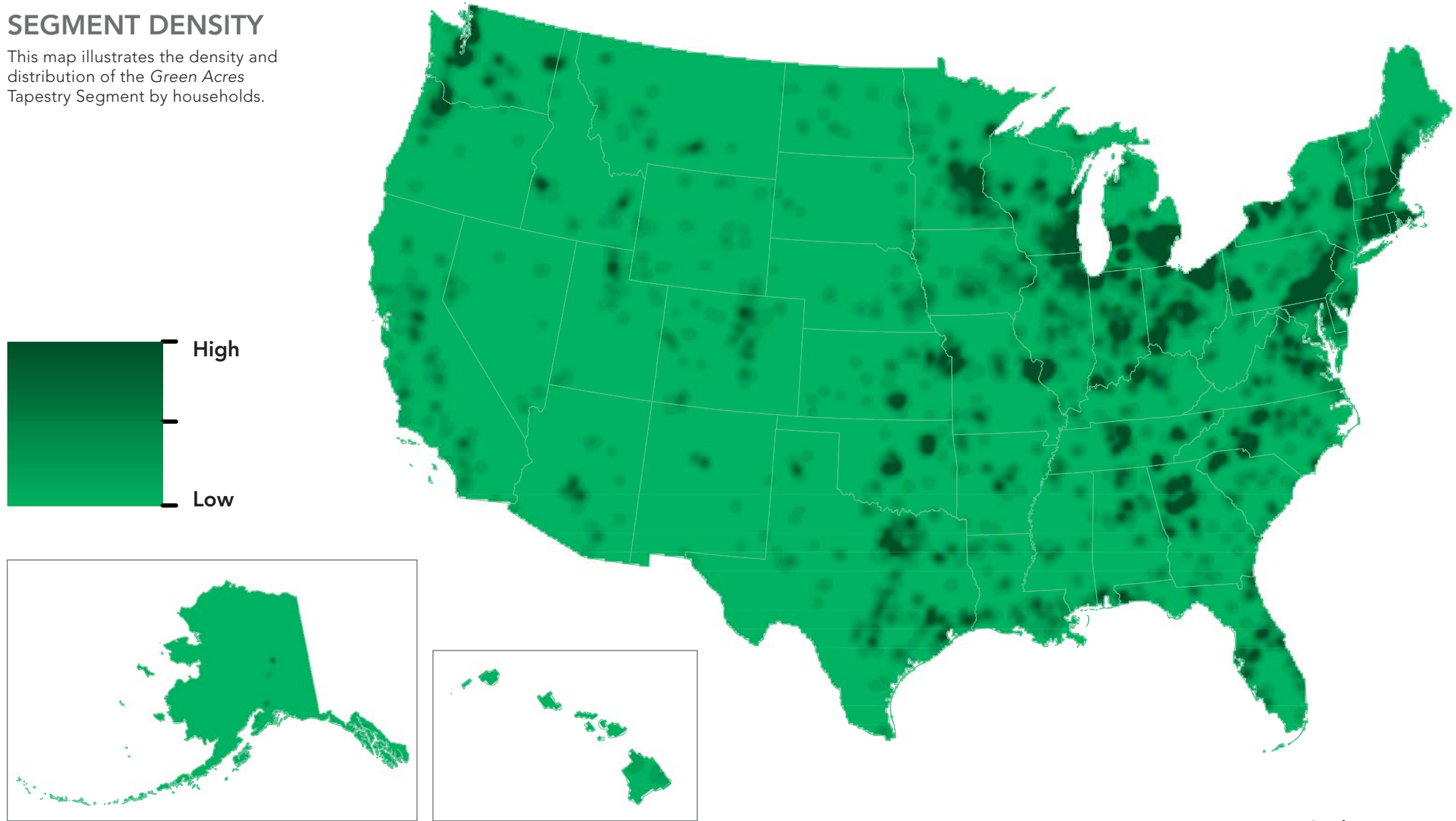


TAPESTRY
SEGMENTATION

esri.com/tapestry

SEGMENT DENSITY

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



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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.



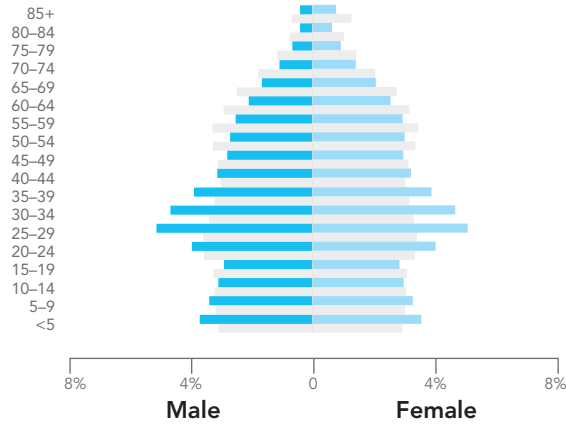
Bright Young Professionals



AGE BY SEX (Esri data)

Median Age: **33.0** US: 38.2

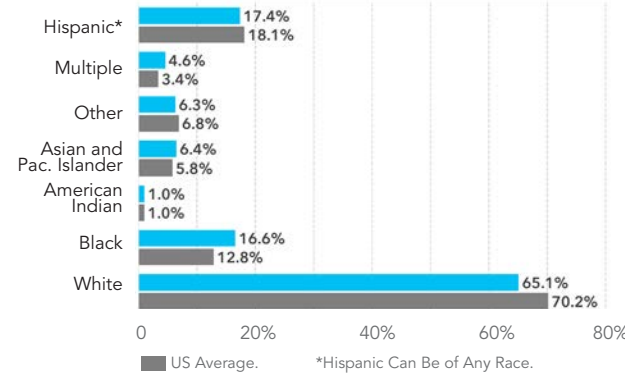
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RACE AND ETHNICITY (Esri data)

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



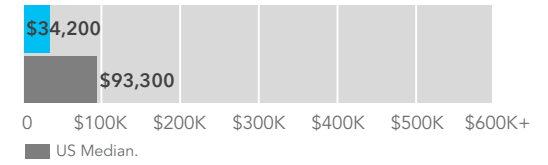
INCOME AND NET WORTH

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Median Household Income

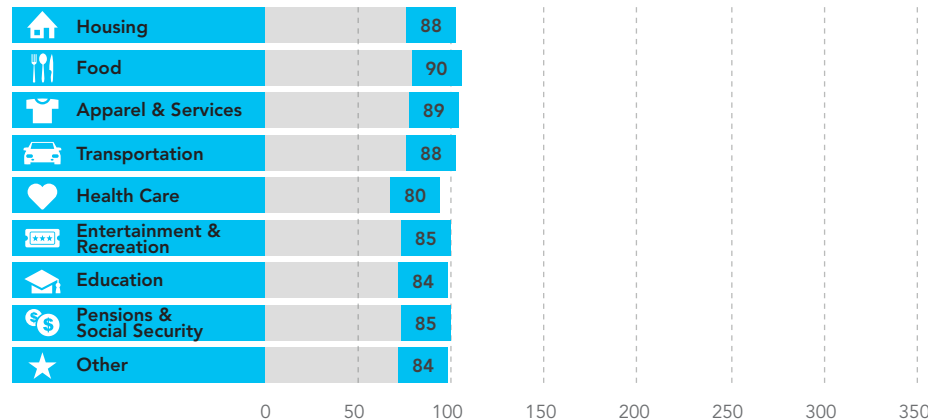


Median Net Worth



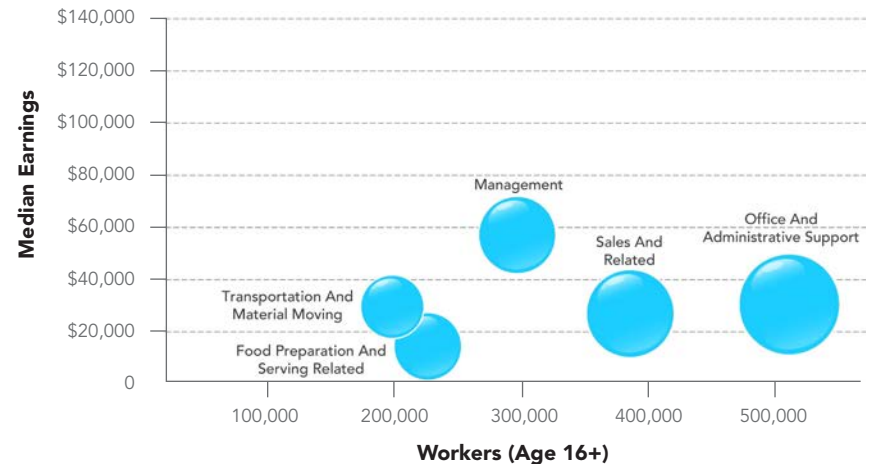
AVERAGE HOUSEHOLD BUDGET INDEX

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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

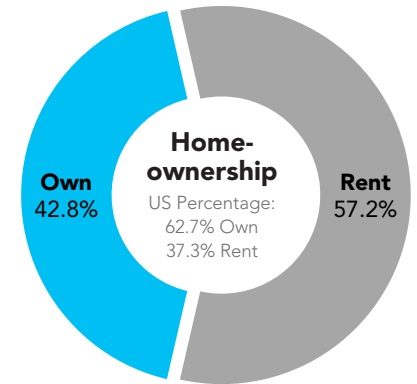
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Typical Housing:
Single Family;
Multi-Units

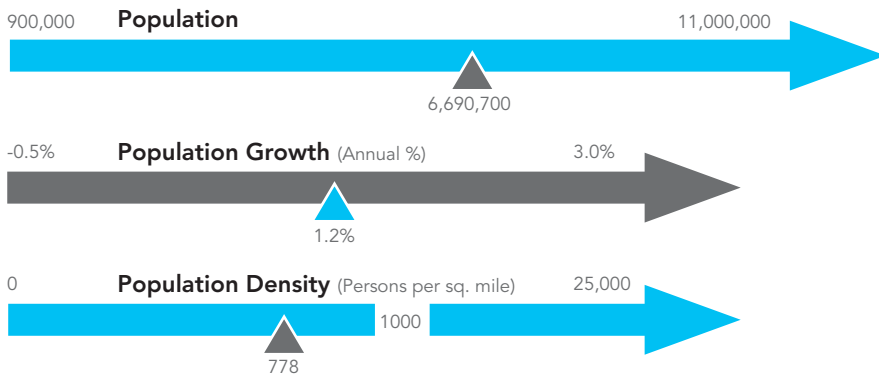
Average Rent:
\$1,042

US Average: \$1,038



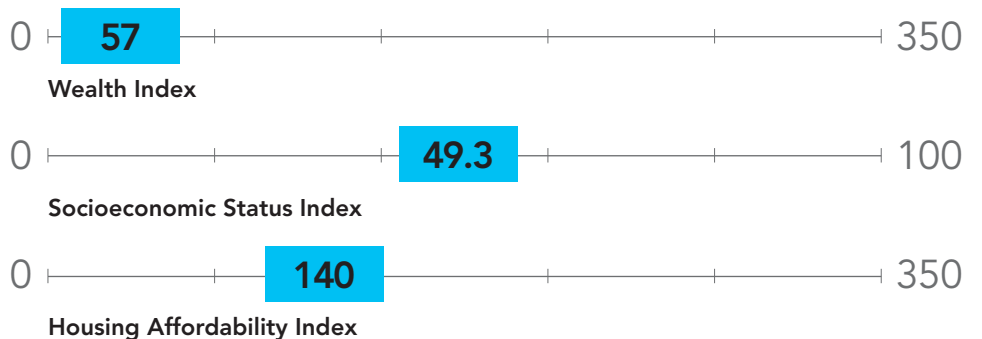
POPULATION CHARACTERISTICS

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

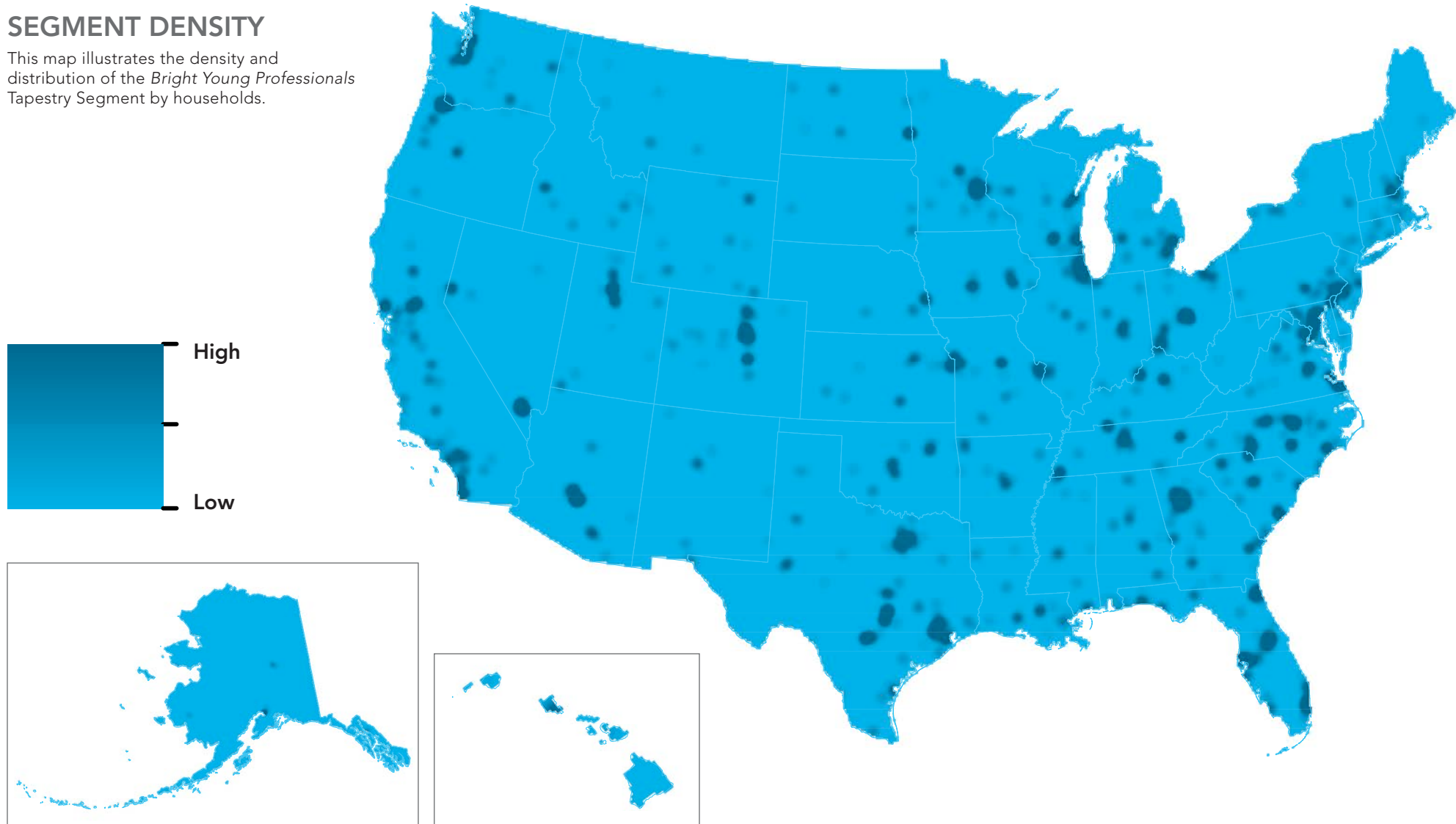
Bright Young Professionals



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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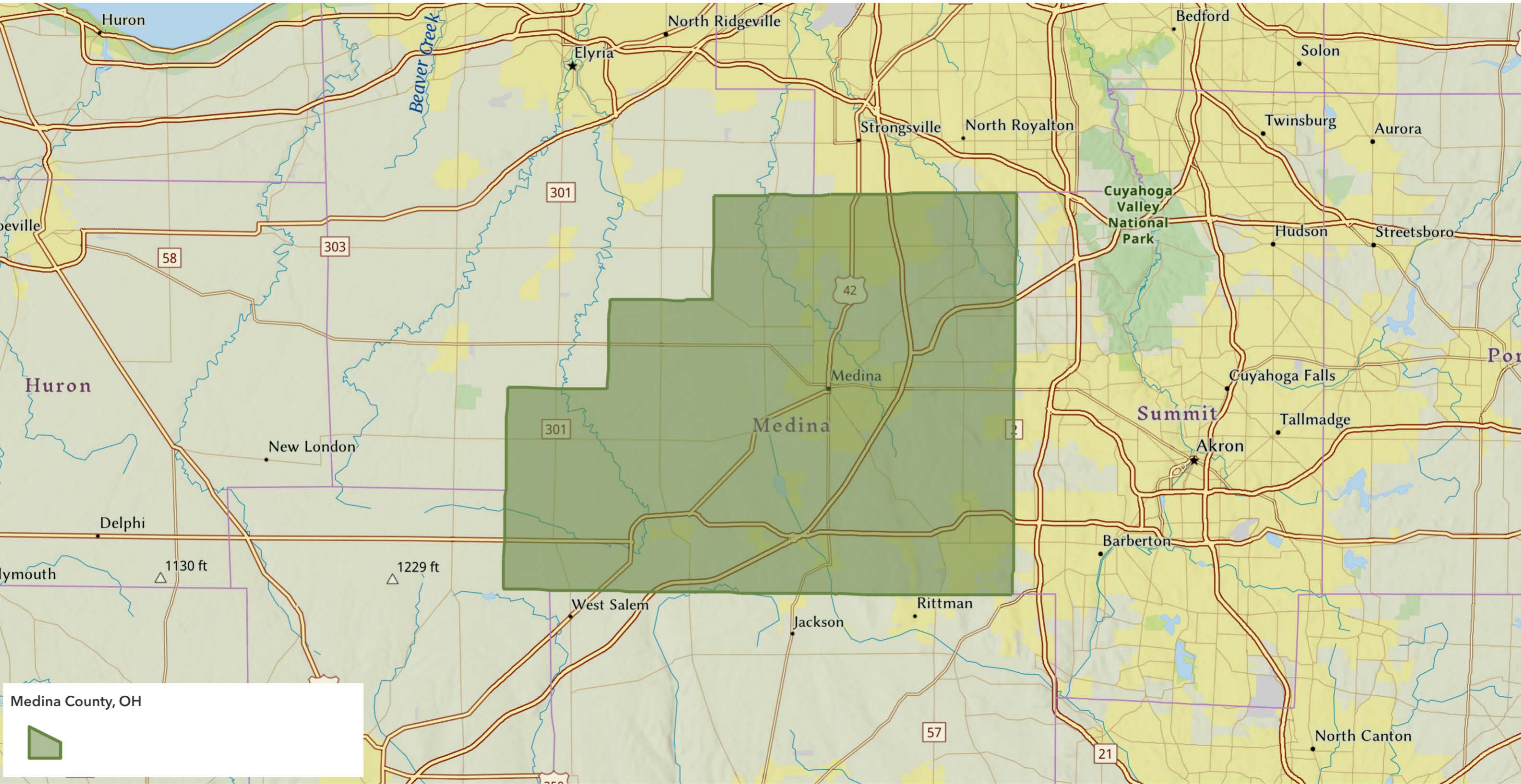
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DEMOGRAPHICS REPORT



**North American
Mission Board**

KEY FACTS

185,214

Population



Median Age



Average Household Size

\$89,637

Median Household Income

1

THE POPULATION



91,685

MALE



93,529

FEMALE



39,881

CHILDREN

2

HOUSEHOLDS



73,387

TOTAL HOUSEHOLDS



58,152

OWNER OCCUPIED HOUSING



15,235

RENTER OCCUPIED HOUSING

3

INCOME



\$89,637

Median Household Income



\$45,999

Per Capita Income

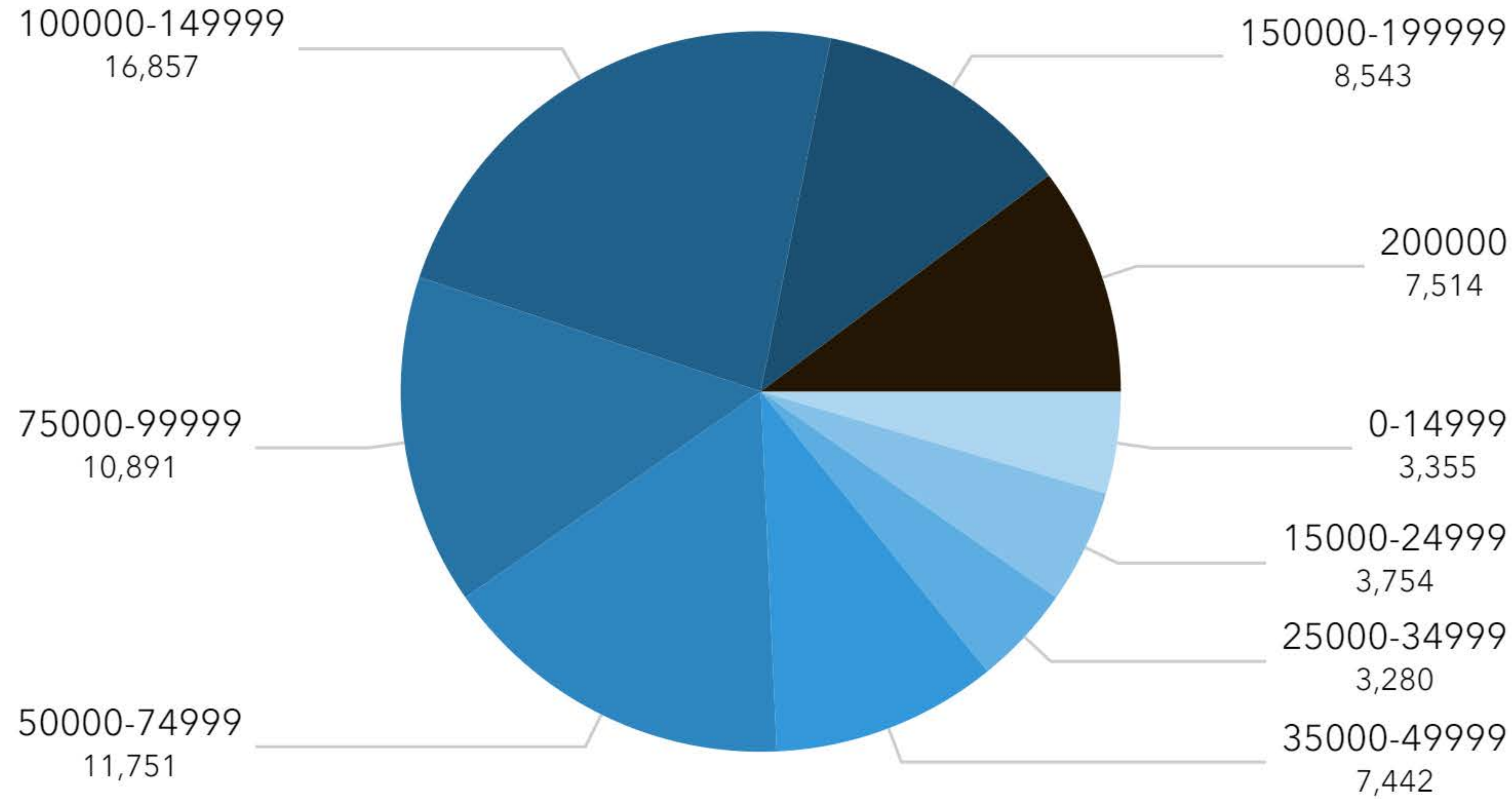


\$270,778

Median Net Worth

4

HOUSEHOLD INCOME

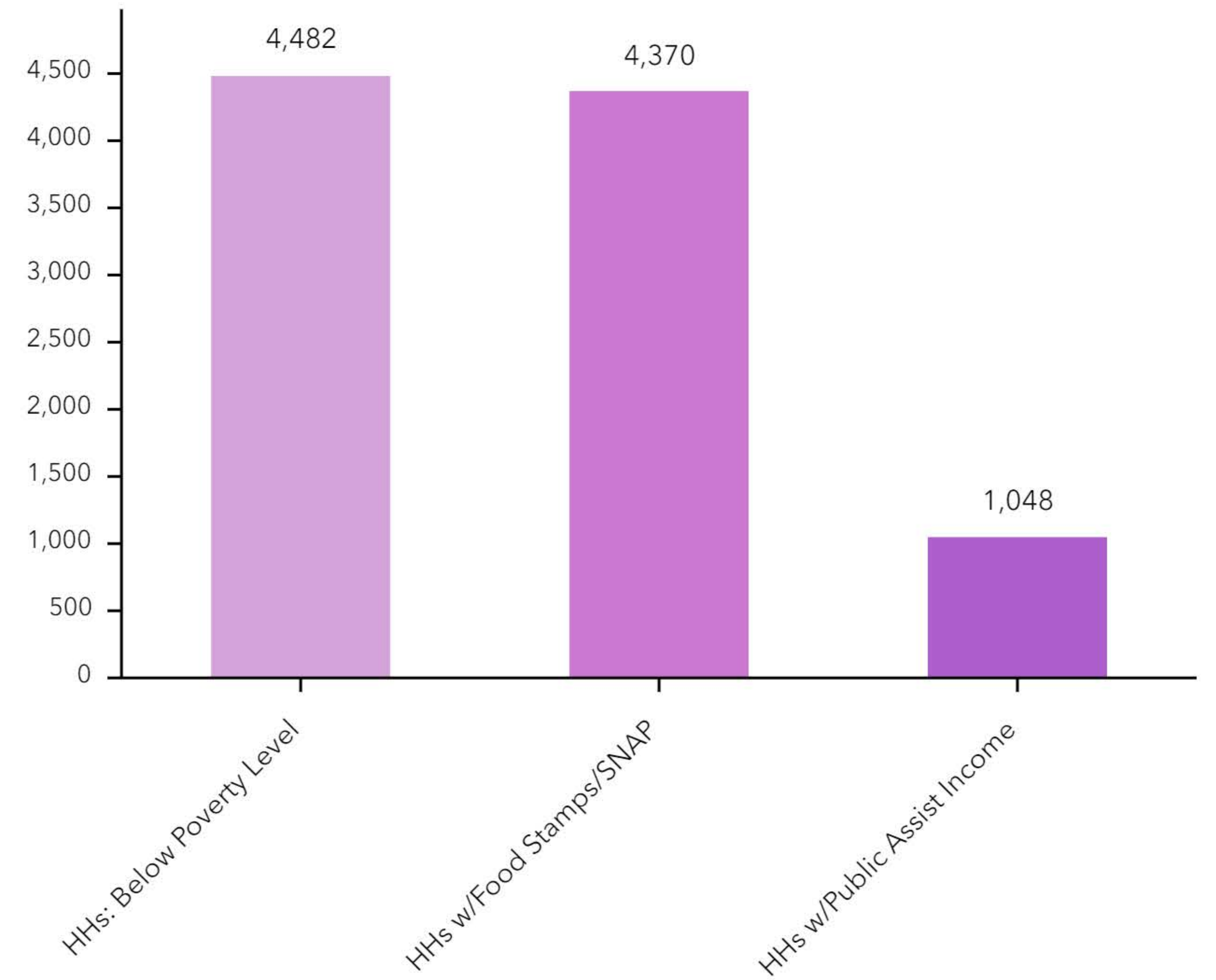


Top figure = Household income in dollars

Bottom figure = # of Households

5

HOUSEHOLDS AND POVERTY



6

2023 Households by income (Esri)

The largest group: \$100,000 - \$149,999 (23.0%)

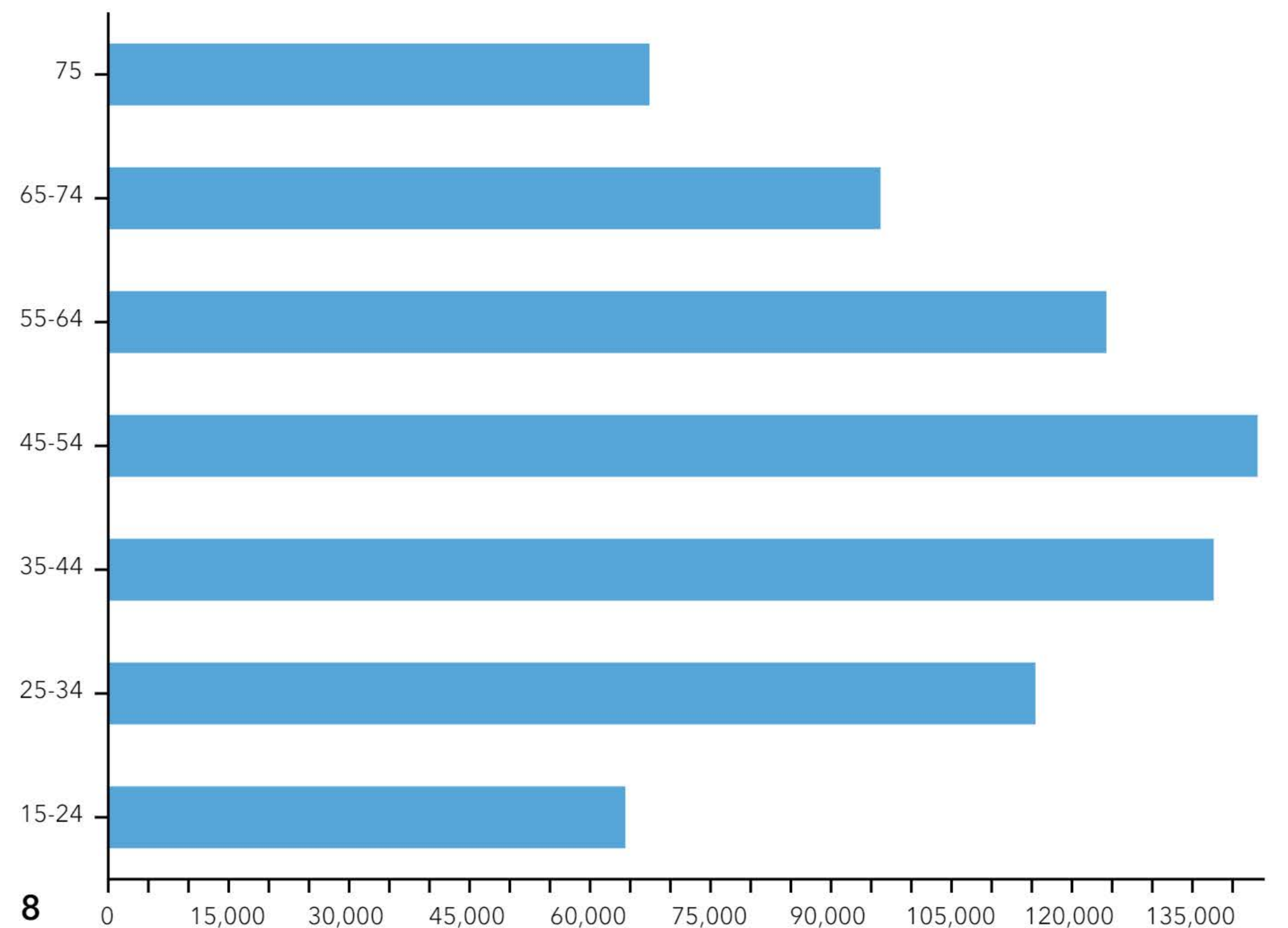
The smallest group: \$25,000 - \$34,999 (4.5%)

Indicator ▲	Value	Diff
<\$15,000	4.6%	-5.7%
\$15,000 - \$24,999	5.1%	-2.6%
\$25,000 - \$34,999	4.5%	-3.7%
\$35,000 - \$49,999	10.1%	-2.2%
\$50,000 - \$74,999	16.0%	-1.6%
\$75,000 - \$99,999	14.8%	+1.4%
\$100,000 - \$149,999	23.0%	+6.8%
\$150,000 - \$199,999	11.6%	+4.5%
\$200,000+	10.2%	+3.2%

Bars show deviation from Ohio

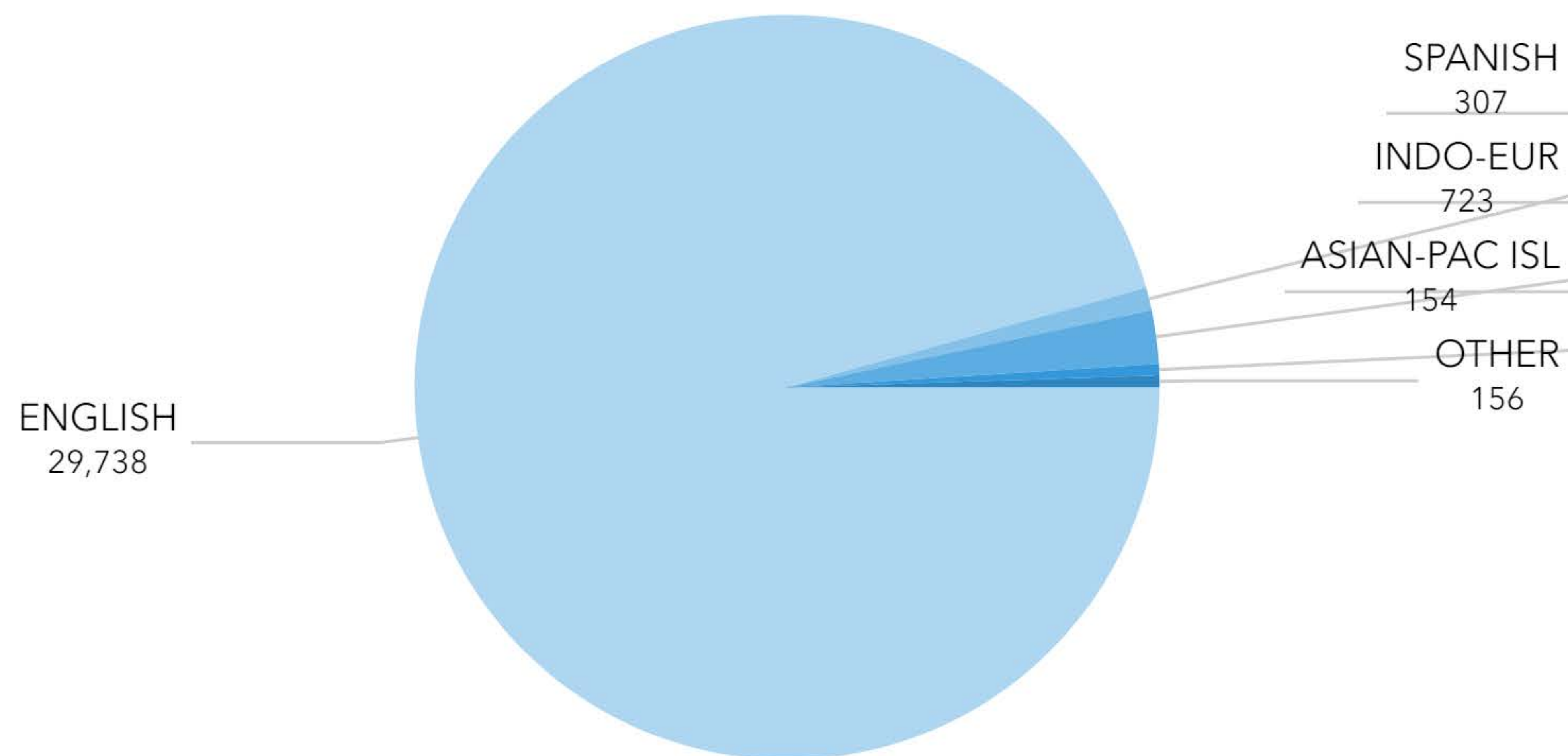
7

Income by Age



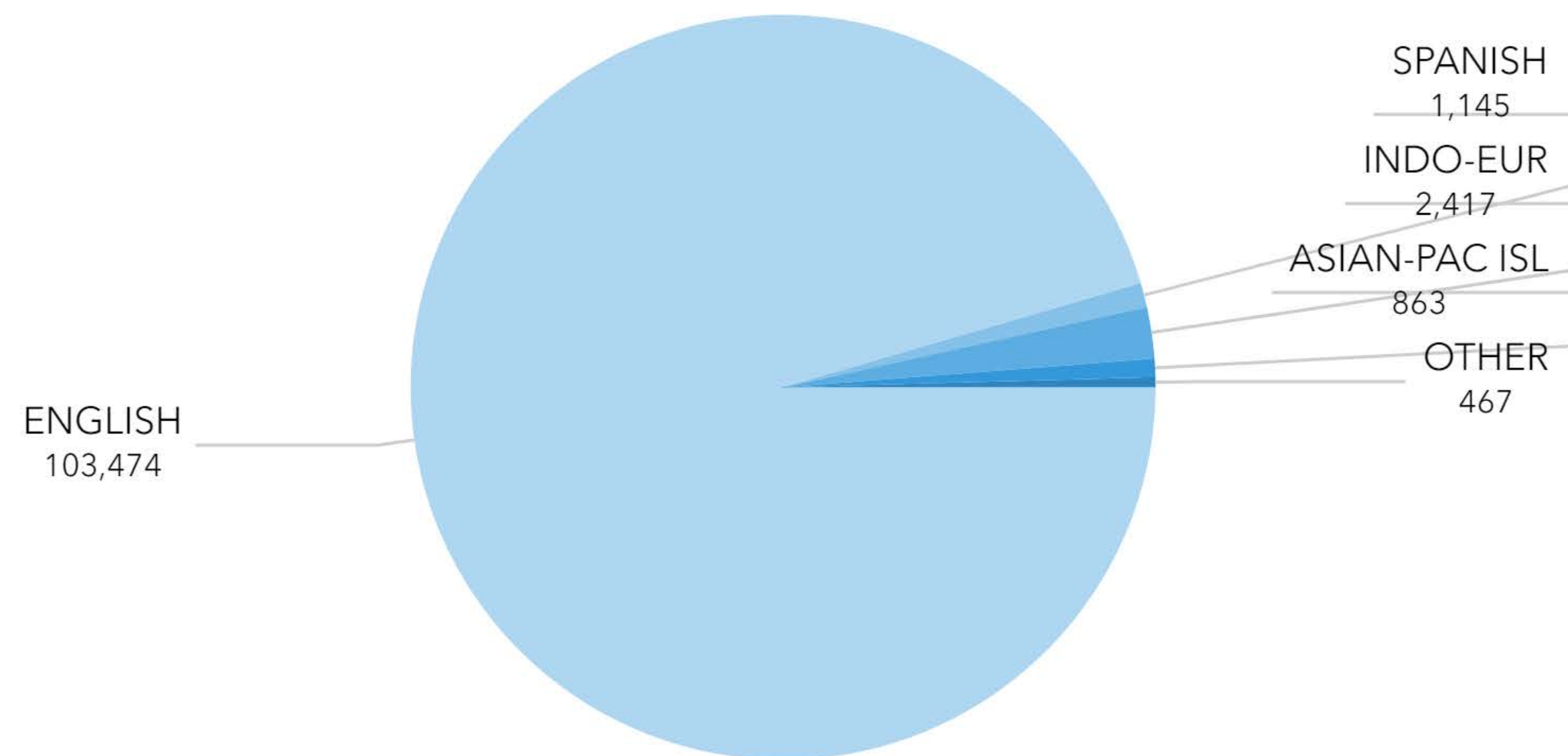
8

LANGUAGE CHILDREN SPEAK AT HOME



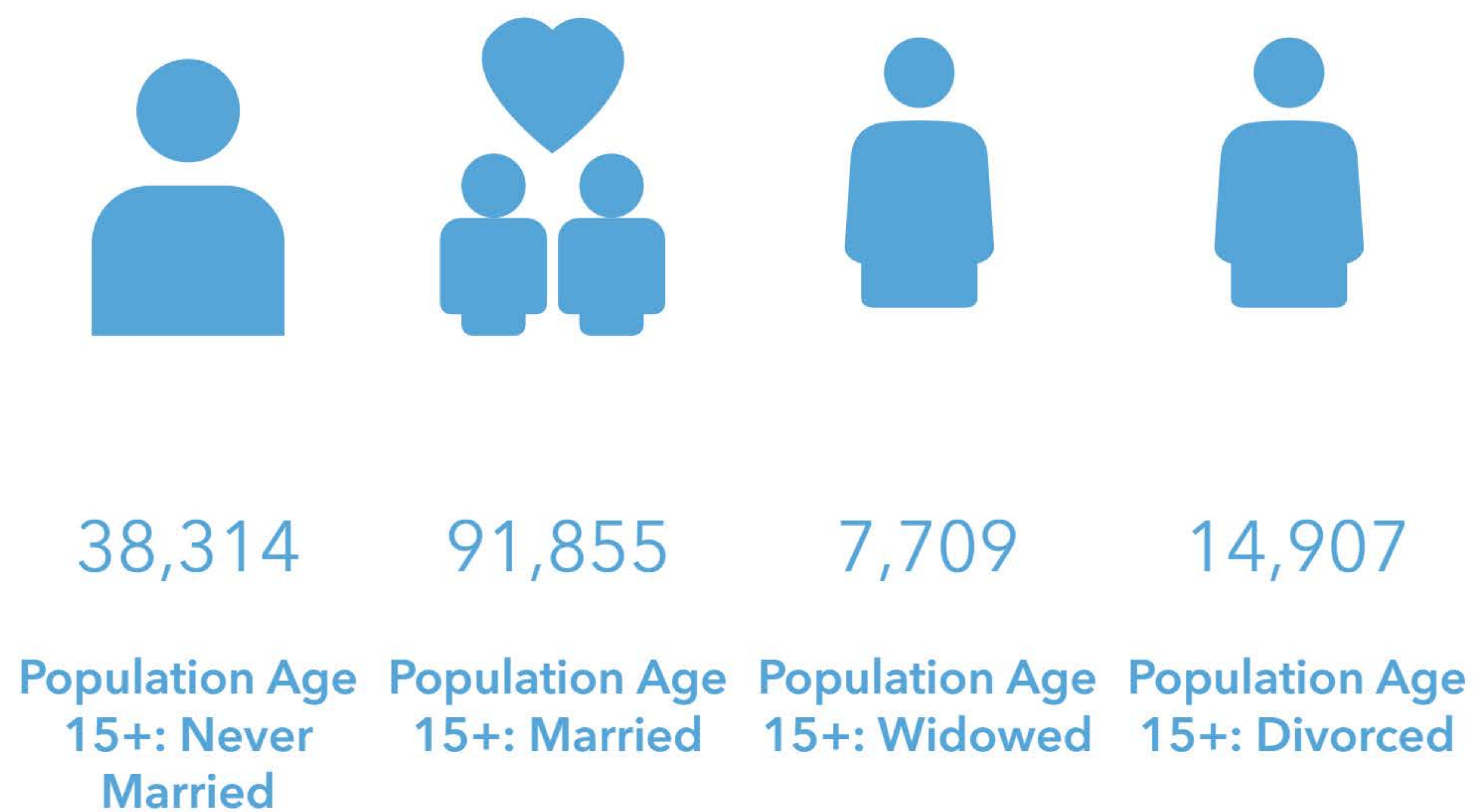
9

LANGUAGE ADULTS SPEAK AT HOME



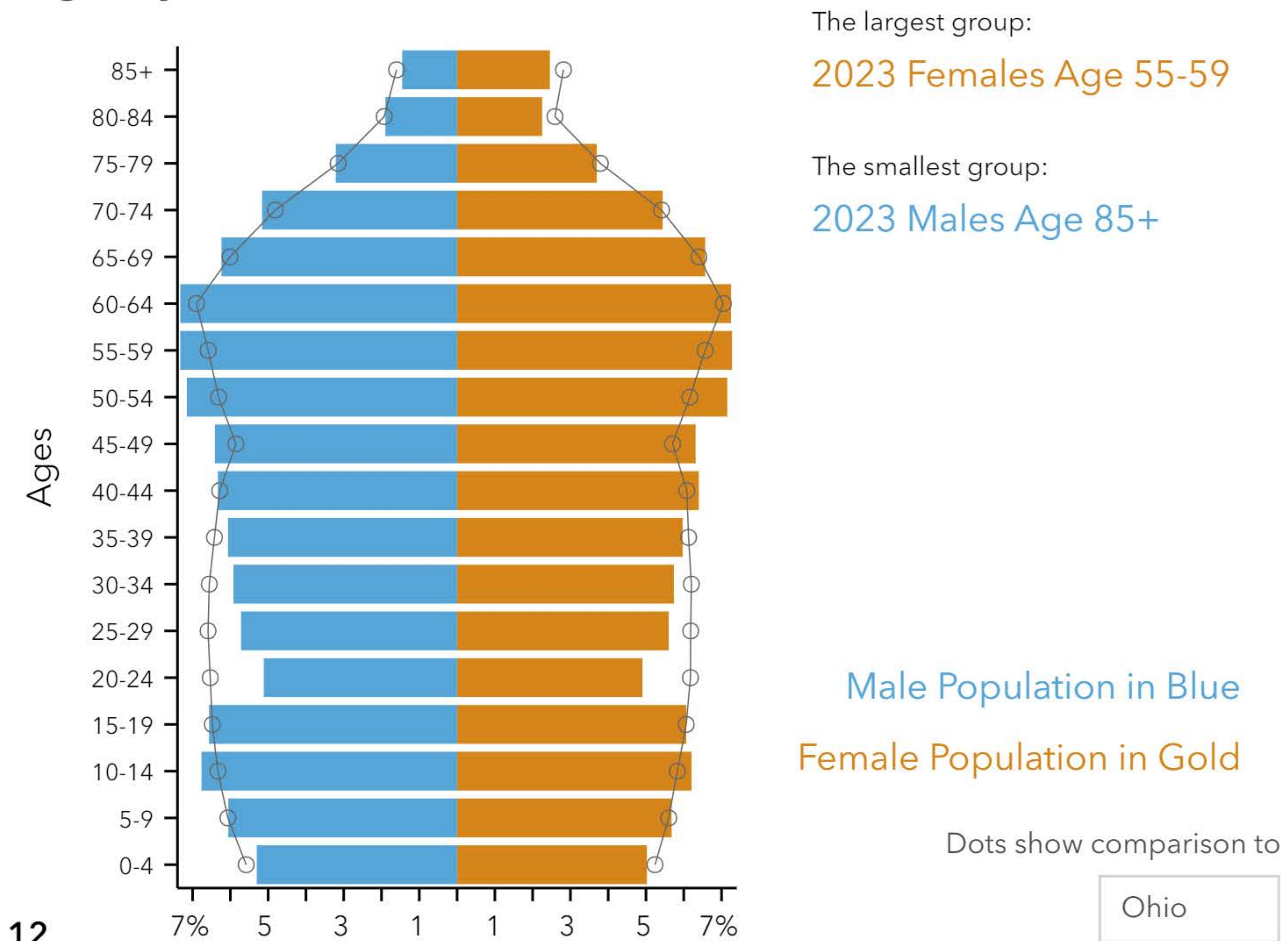
10

MARITAL STATUS



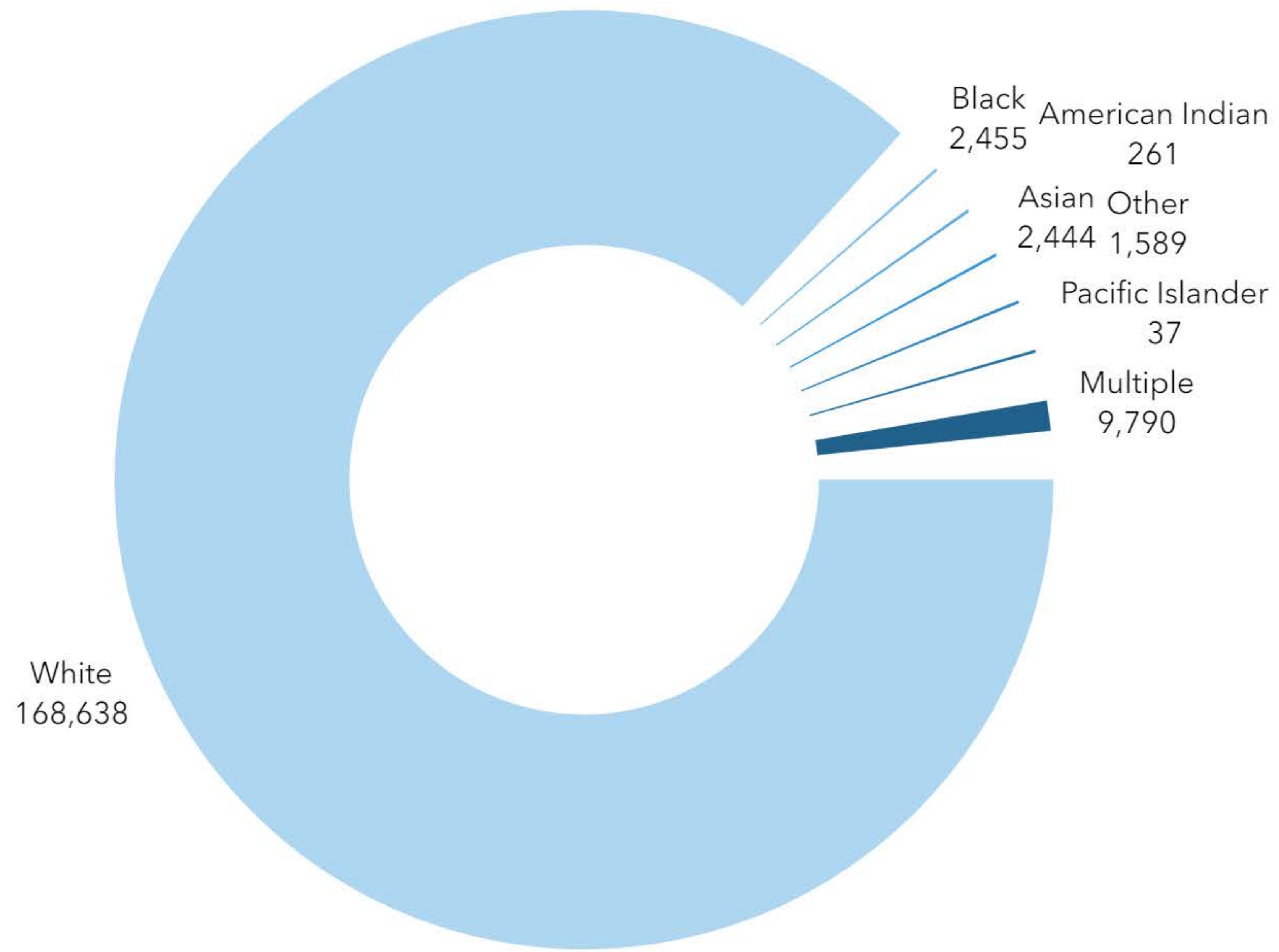
11

Age Pyramid



12

Racial Diversity



13

2023 Race and ethnicity (Esri)

The largest group: White Alone (91.05)

The smallest group: Pacific Islander Alone (0.02)

Indicator ▲	Value	Diff
White Alone	91.05	+14.99
Black Alone	1.33	-11.41
American Indian/Alaska Native Alone	0.14	-0.13
Asian Alone	1.32	-1.40
Pacific Islander Alone	0.02	-0.03
Other Race	0.86	-1.18
Two or More Races	5.29	-0.82
Hispanic Origin (Any Race)	2.74	-2.05

Bars show deviation from

14

HOUSING STATS



\$269,798

Median Home Value



\$15,155

Average Spent on Mortgage & Basics

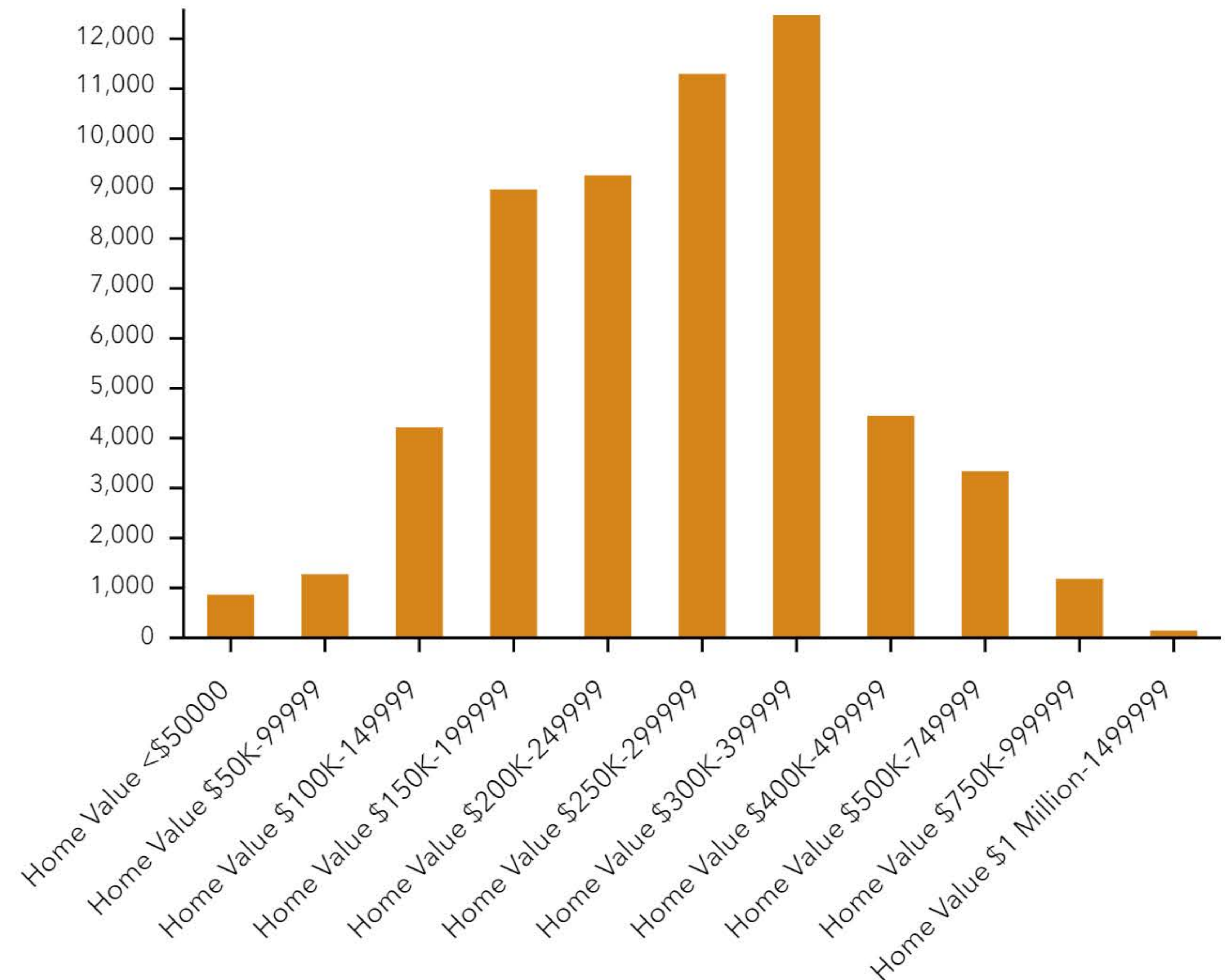


\$796

Median Contract Rent

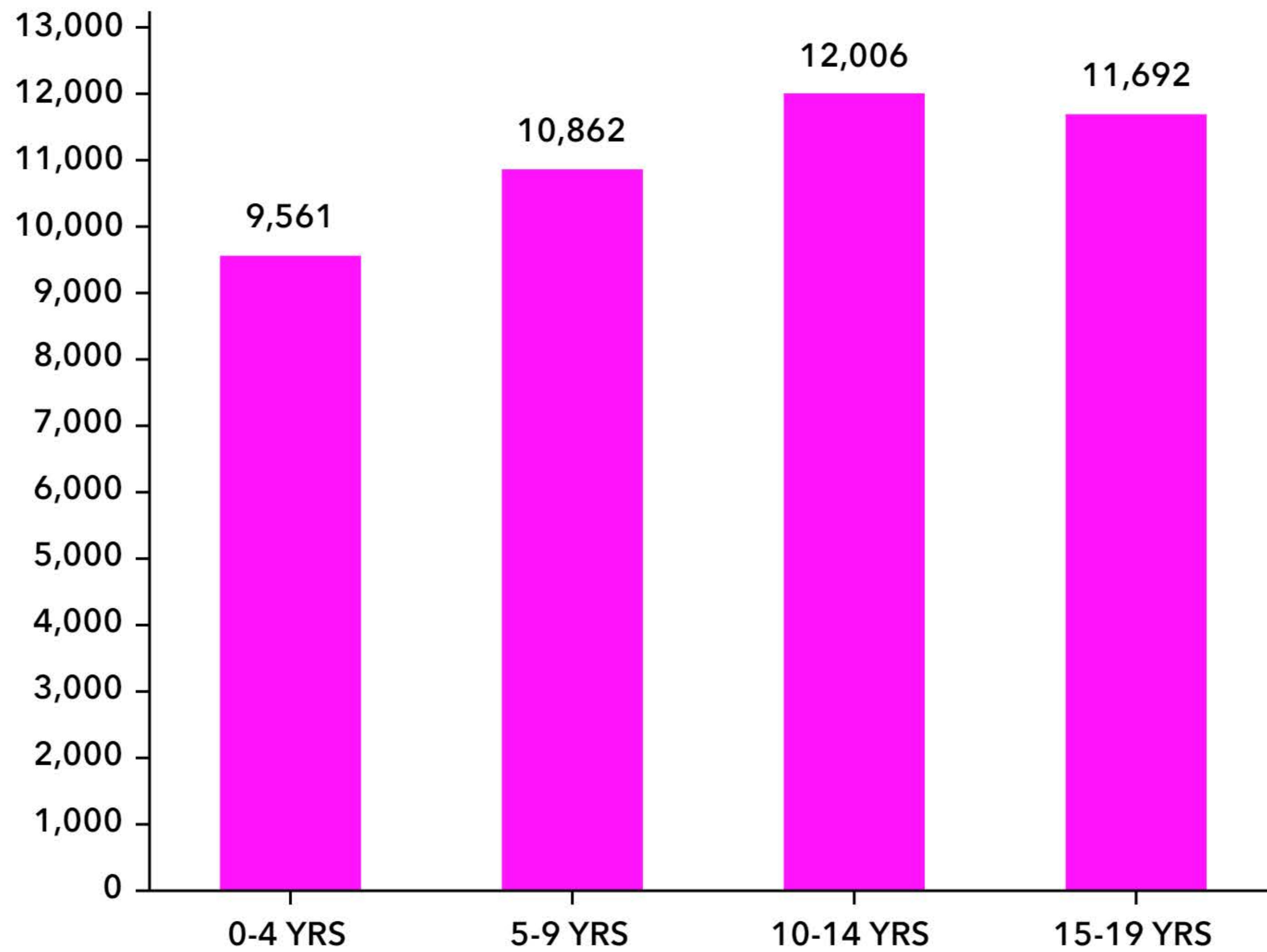
15

Home Value

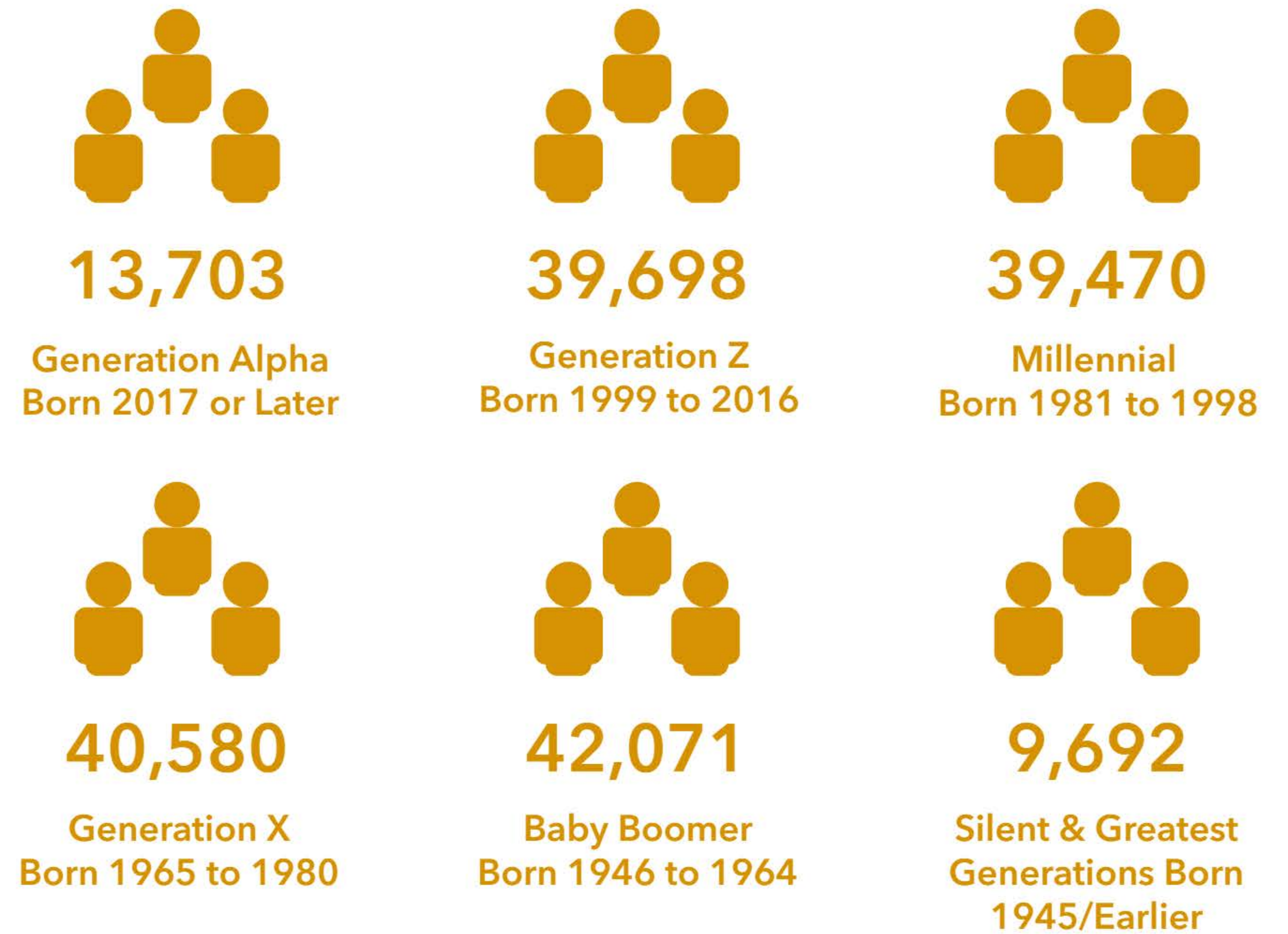


16

Population Ages 0-19



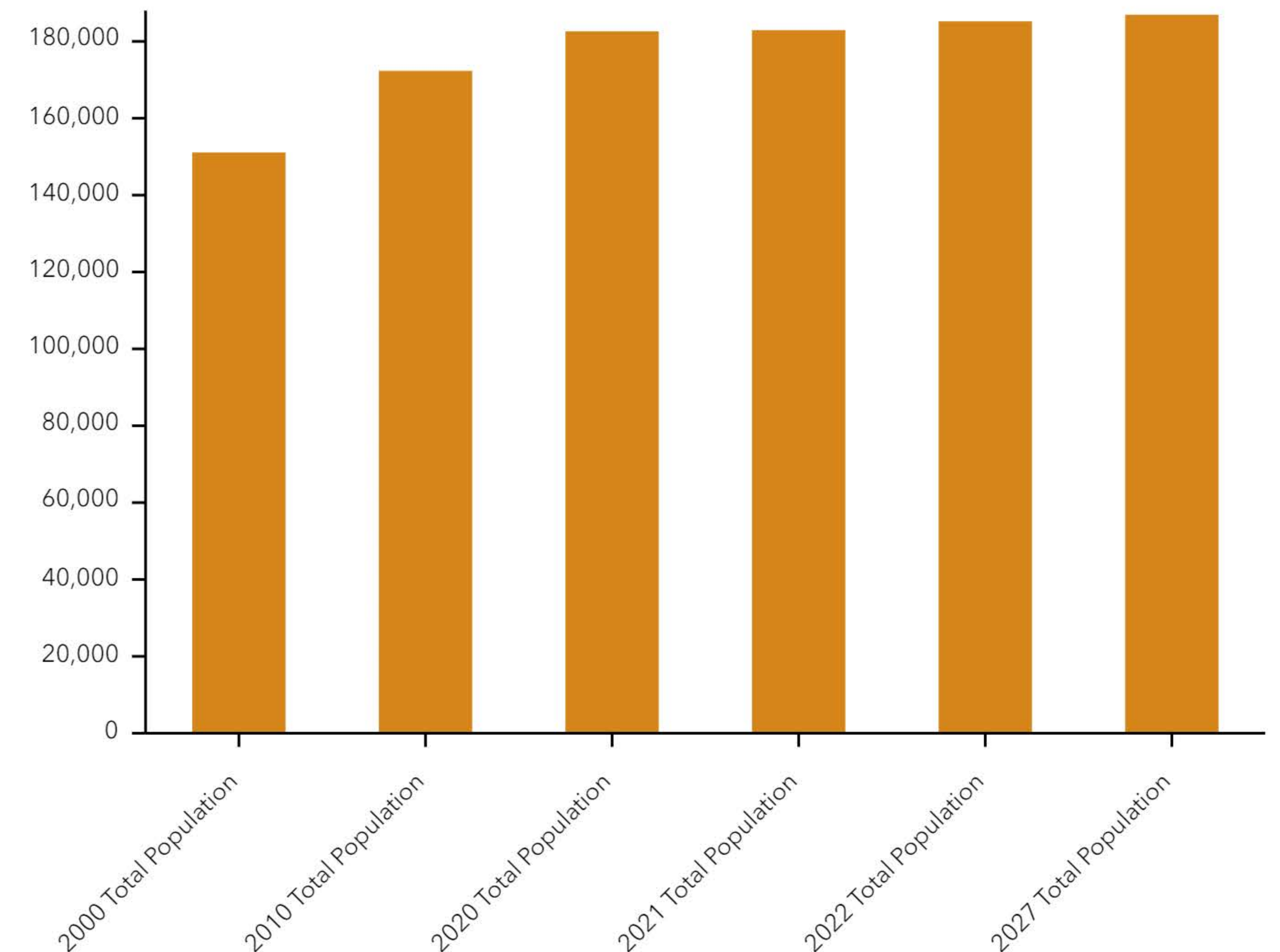
POPULATION BY GENERATION



POPULATION PROJECTIONS

Variables	Medina County, OH
2021 Total Population	185,214
2021 Household Population	183,483
2021 Family Population	156,436
2026 Total Population	186,941
2026 Household Population	185,210
2026 Family Population	157,299

POPULATION CHANGE OVER TIME



Average household size

for this area

2.50 which is less than the average for United States

Area	Value ▼	0.00	4.00
United States	2.53	<div style="width: 63%;"></div>	
This area	2.50	<div style="width: 62%;"></div>	
Ohio	2.38	<div style="width: 59.5%;"></div>	

EDUCATION

4%

No High School Diploma



31%
High School Graduate

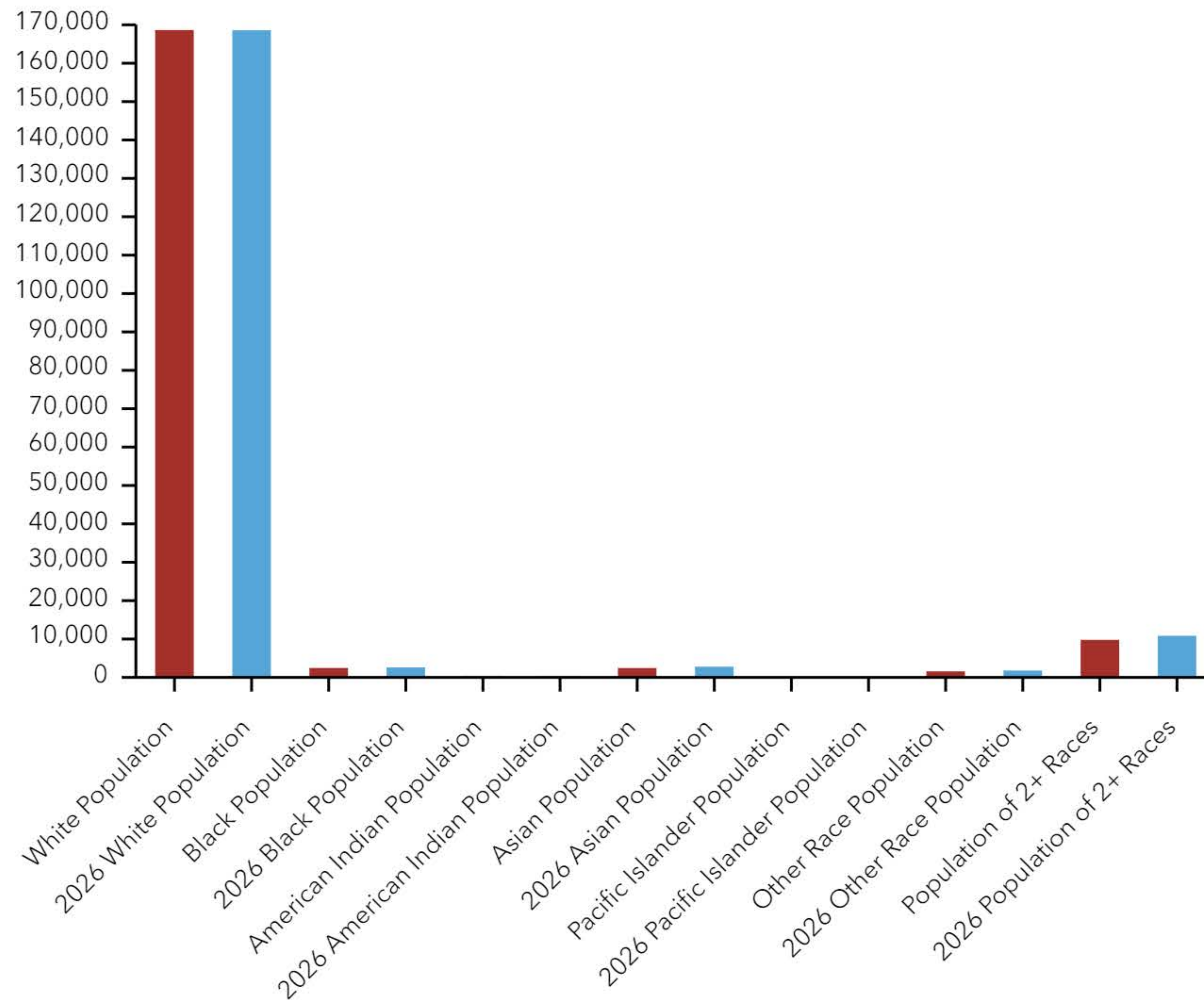


28%
Some College

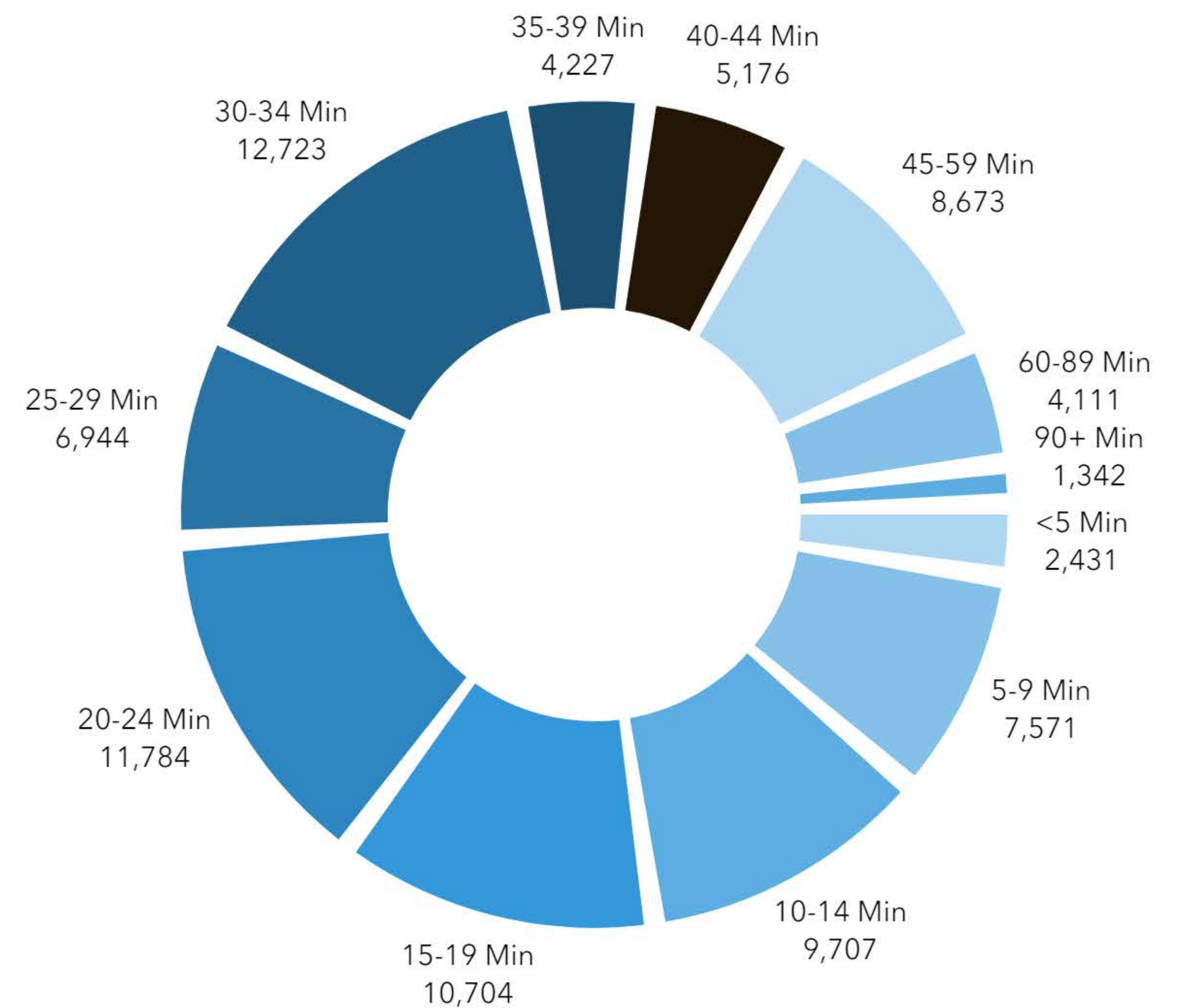


37%
Bachelor's/Grad/Prof Degree

CURRENT AND PROJECTED POPULATION BY RACE



Travel Time to Work

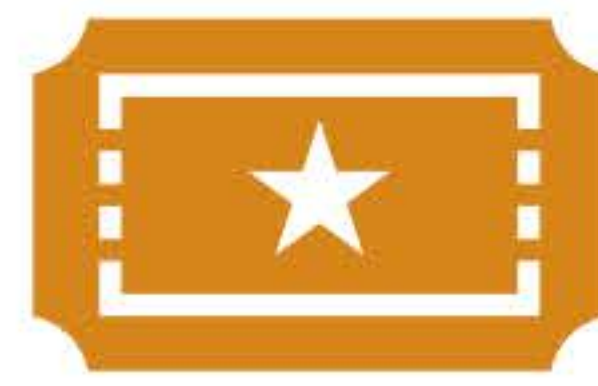


ANNUAL LIFESTYLE SPENDING



\$2,487

Travel



\$62

Theatre/Operas/
Concerts



\$60

Movies/Museums/
Parks



\$71

Sports Events



\$9

Online
Games

ANNUAL HOUSEHOLD SPENDING



\$2,328

Apparel &
Services



\$265

Computers
& Hardware



\$3,933

Eating Out



\$7,143

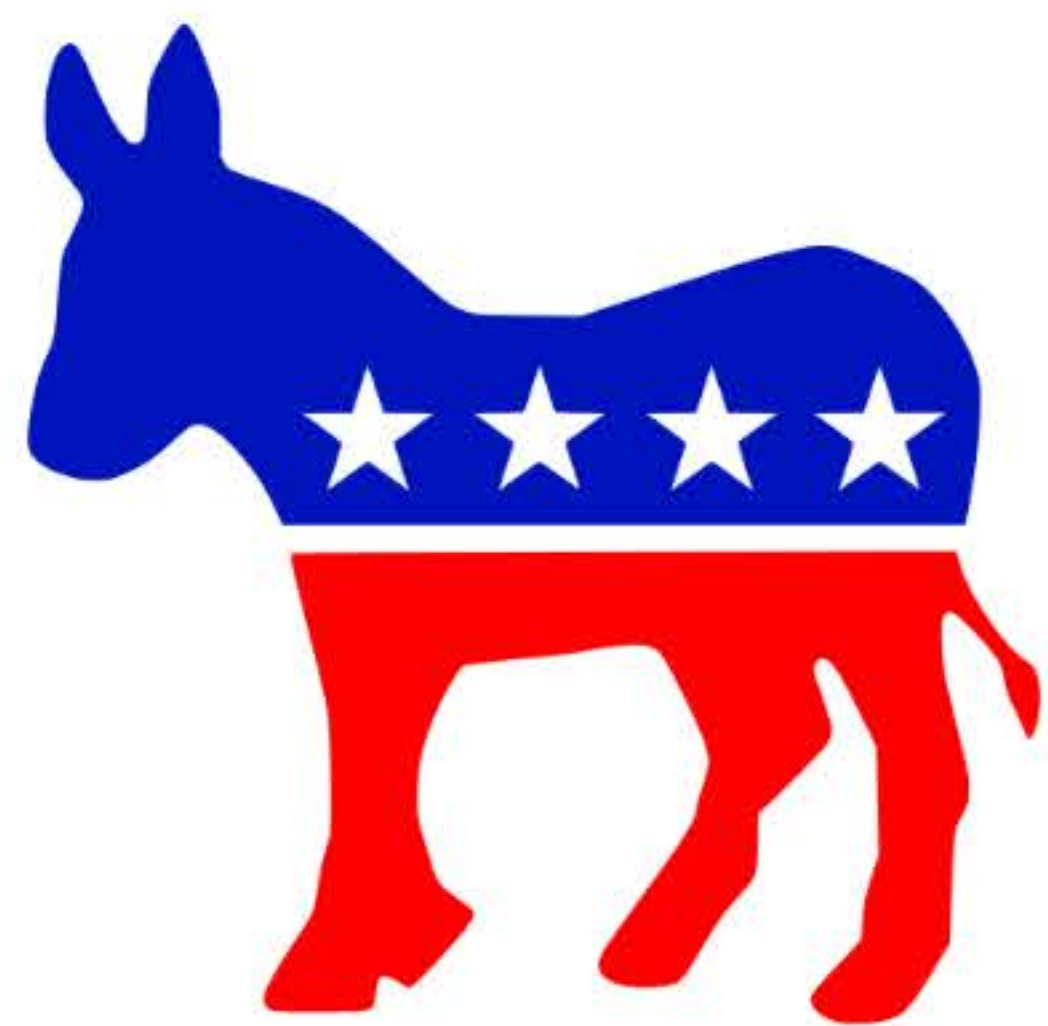
Groceries



\$8,106

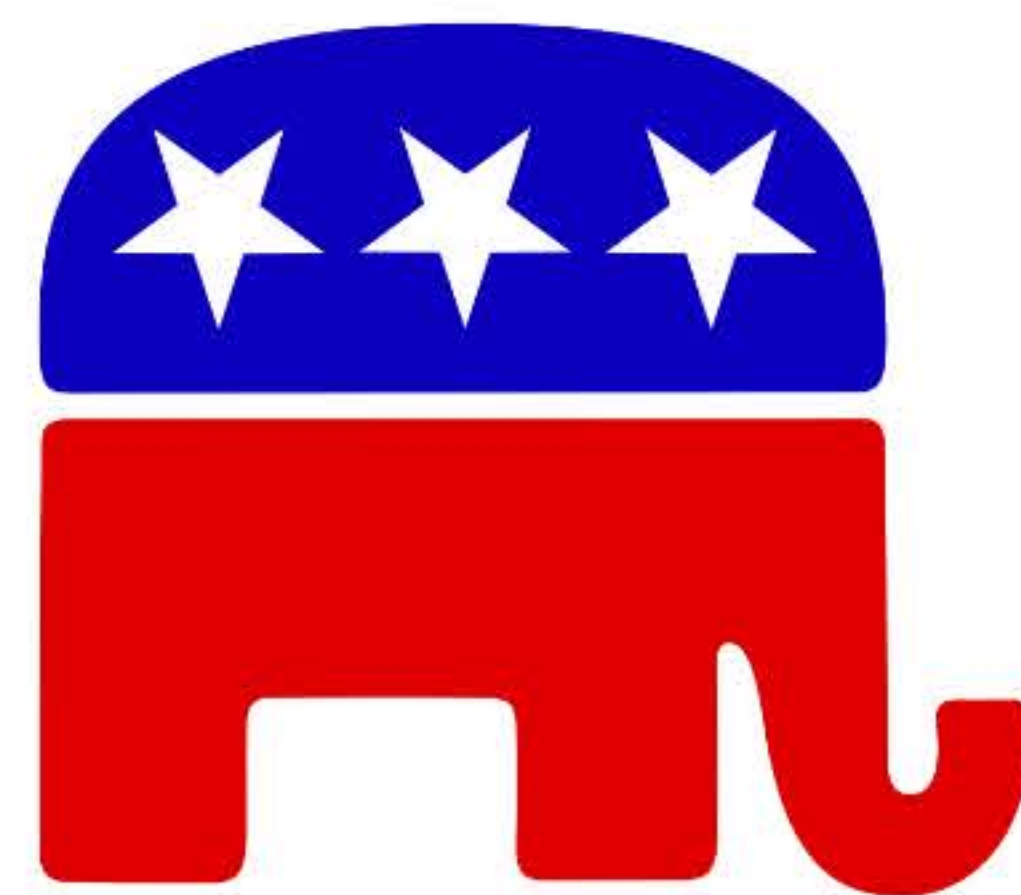
Health
Care

POLITICAL AFFILIATION



39,122

Affiliated With
Democratic Party



50,386

Affiliated With
Republican Party



53,352

Affiliated With
Independent or
No Party

INTERNET ACCESS



83%

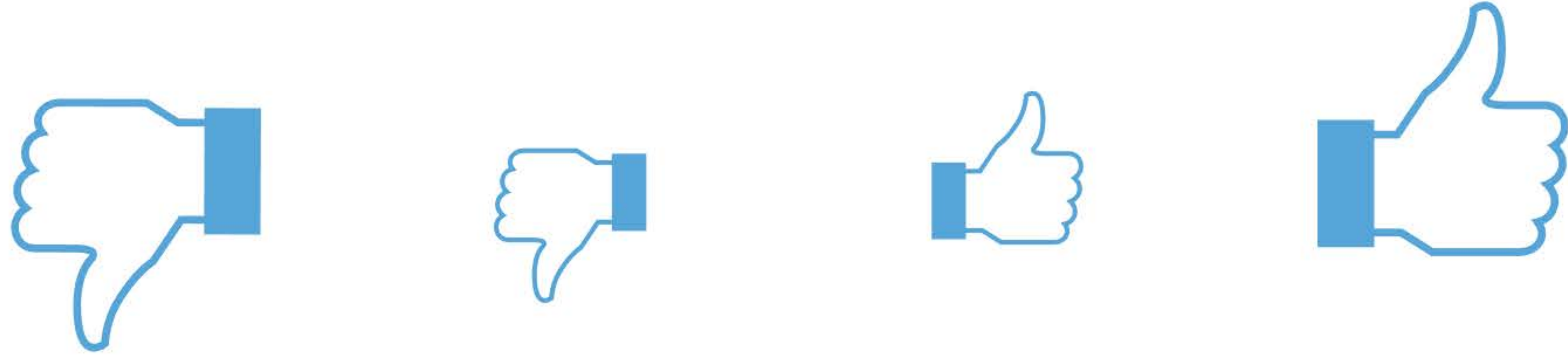
Use Computer



86%

Use Cell Phone

"DO YOU ATTEND CHURCH REGULARLY?"



66,308

25,366

20,603

33,054

Disagree
Completely

Disagree
Somewhat

Agree
Somewhat

Agree
Completely

NEAREST CHURCHES

	Direction	Distance
Medina Weekday Nursery School	NE	0.3
Medina United Methodist Church	NE	0.3
Christ Academy of Fine Arts	N	0.6
Harvest Presbyterian Church	N	0.6
Medina Presbyterian Church	SE	0.6
Cornerstone Chapel	NE	0.8
Seventh-Day Adventist Church	SE	0.8

Closest 7 locations

The typical amount of money each household gives to a church or religious organization per year.



\$1,311

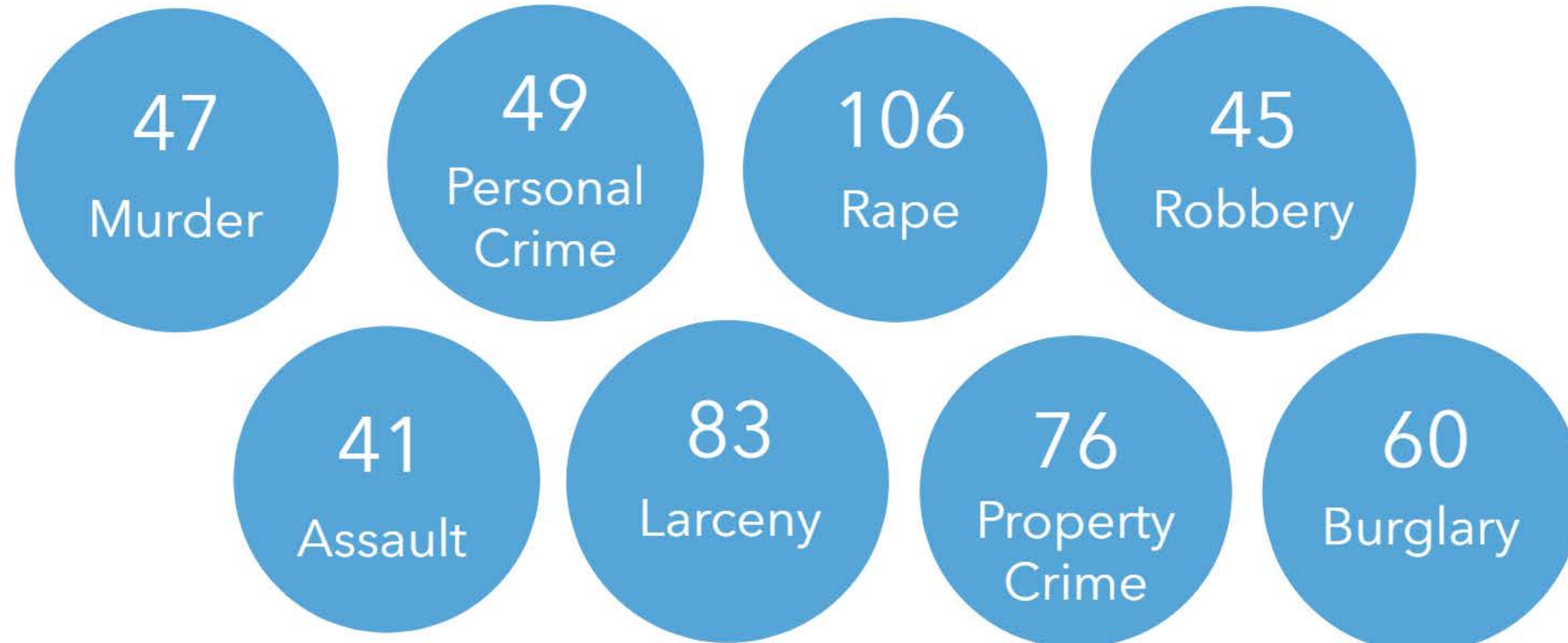
Projected amount of money given to churches or religious organizations by each household in 2027.



1,472

CRIME INDEX

72
Total Crime Index



Values above 100 indicate the area has an above average risk of occurring compared to the US. Values below 100 indicate a below average risk.




Business Summary

Utilities	11
Construction	548
Manufacturing	336
Wholesale Trade	237
Retail Trade	725
Motor Vehicle/Parts Dealers	115
Furniture/Home Furnishings	29
Electronics/Appliances	22
Bldg Material/Garden Equip&Supply	85
Food & Beverage Stores	101
Health/Personal Care	70
Gas Stations	32
Clothing/Accessories	45
Sports/Hobby/Book/Music	128
General Merchandise Stores	98
Transportation/Warehouse	143
Information	85
Finance & Insurance	270
Real Estate/Rental/Leasing	247
Prof/Scientific/Tech Srv	464
Educational Services	132
Health Care/Social Assistance	476
Arts/Entertainment/Recreation	129
Accommodation/Food Services	352
Food Srv & Drinking Places	314

INCOME PROJECTIONS

Variables	Medina County, OH
2021 Per Capita Income	\$45,999
2021 Median Household Income	\$89,637
2021 Average Household Income	\$116,055
2026 Per Capita Income	\$52,361
2026 Median Household Income	\$101,281
2026 Average Household Income	\$130,280

Tapestry segments

	Green Acres 17,938 households	24.4% of Households	▼
	Workday Drive 11,554 households	15.7% of Households	▼
	Savvy Suburbanites 5,137 households	7.0% of Households	▼

WHAT IS TAPESTRY SEGMENTATION?

Tapestry is a geodemographic segmentation system that integrates consumer traits with residential characteristics to identify markets and classify US neighborhoods. Neighborhoods with the most similar characteristics are grouped together, while neighborhoods with divergent characteristics are separated. Internally homogenous, externally heterogeneous market segments depict consumers' lifestyles and lifestages. Tapestry Segmentation combines the "who" of lifestyle demography with the "where" of local geography to create a classification model with 67 distinct, behavioral market segments.

IN OTHER WORDS...

Tapestry segmentation is a way to study our population and to identify things about people that help us to better understand them. Some things we learn about our neighborhoods through this kind of research include:

- Income
- Spending habits
- Ethnicity
- Occupations
- Interests
- Family Dynamics
- Housing
- Lifestyles



LifeMode Group: Cozy Country Living

Green Acres

6A

Households: 3,923,400

Average Household Size: 2.70

Median Age: 43.9

Median Household Income: \$76,800

WHO ARE WE?

The *Green Acres* lifestyle features country living and self-reliance. Avid do-it-yourselfers, they maintain and remodel their homes with all the necessary power tools to accomplish the jobs. Gardening, especially growing vegetables, is a priority, again with the right tools, tillers, tractors, and riding mowers. Outdoor living features a variety of sports: hunting and fishing, motorcycling, hiking and camping, and even golf.

OUR NEIGHBORHOOD

- This large segment is concentrated in rural enclaves in metropolitan areas.
- Primarily (not exclusively) older homes with acreage; new housing growth in the past 15 years.
- Single-family, owner-occupied housing, with a median value of \$235,500.
- An older market, primarily married couples, most with no children.

SOCIOECONOMIC TRAITS

- Education: More than 60% are college educated.
- Labor force participation rate is high at 66.8% (Index 107).
- Income is derived not only from wages and salaries but also from self-employment (more than 13% of households), investments (27% of households), and increasingly, from retirement.
- They are cautious consumers with a focus on quality and durability.
- Comfortable with technology, more as a tool than a trend: banking or paying bills online is convenient; but the internet is not viewed as entertainment.
- Economic outlook is professed as pessimistic, but consumers are comfortable with debt, primarily as home and auto loans, and investments.



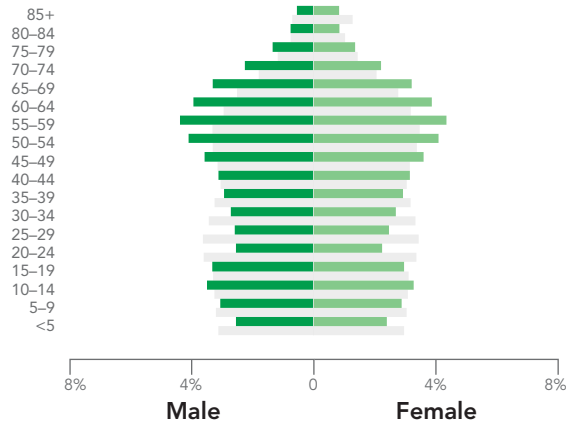
Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Simmons.



AGE BY SEX (Esri data)

Median Age: **43.9** US: 38.2

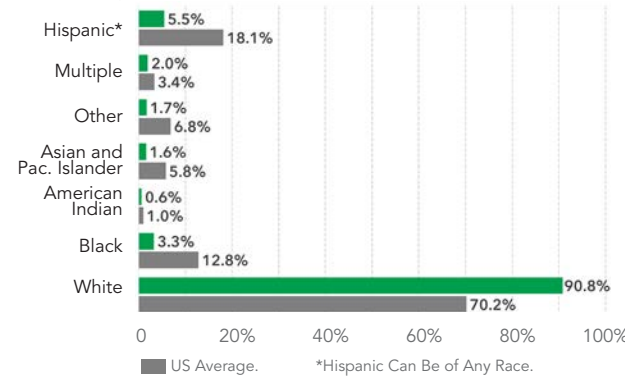
■ Indicates US



RACE AND ETHNICITY (Esri data)

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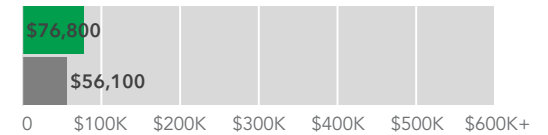
Diversity Index: **26.0** US: 64.0



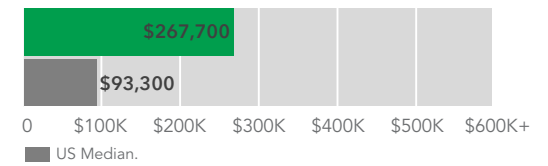
INCOME AND NET WORTH

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

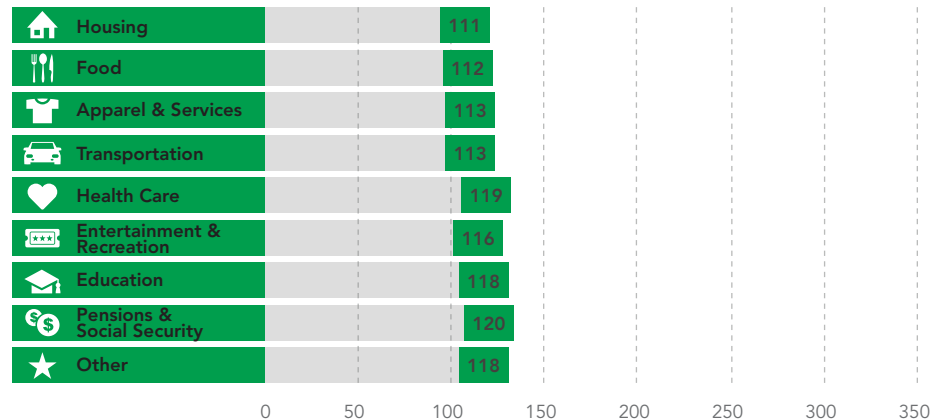


Median Net Worth



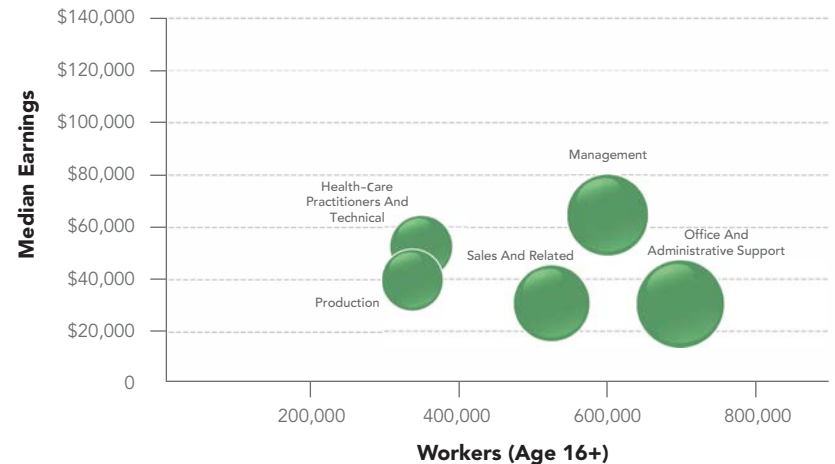
AVERAGE HOUSEHOLD BUDGET INDEX

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.)

- Purchasing choices reflect *Green Acres* residents' country life, including a variety of vehicles, from trucks and SUVs to ATVs and motorcycles, preferably late model.
- Homeowners favor DIY home improvement projects and gardening.
- Media of choice are provided by satellite service, radio, and television, also with an emphasis on country and home and garden.
- *Green Acres* residents pursue physical fitness vigorously, from working out on home exercise equipment to playing a variety of sports.
- Residents are active in their communities and a variety of social organizations, from charitable to veterans' clubs.

HOUSING

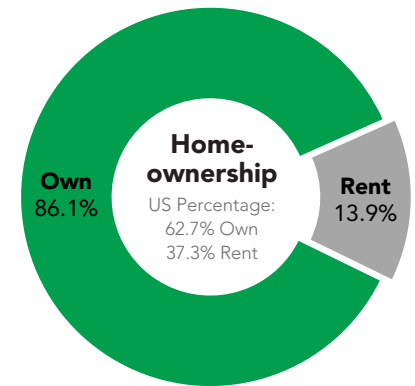
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
Single Family

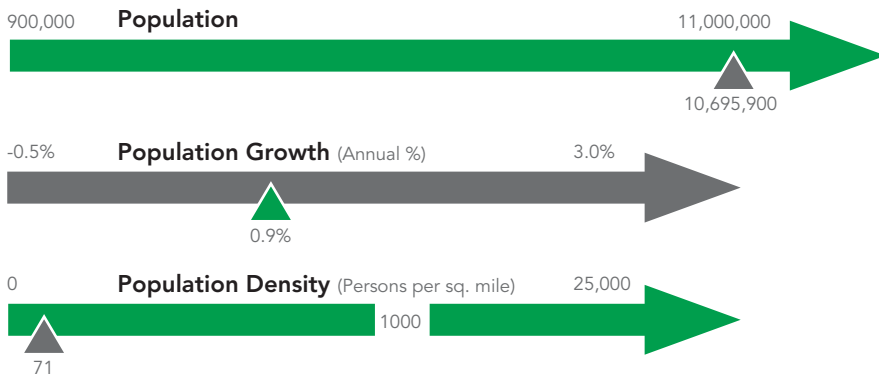
Median Value:
\$235,500

US Median: \$207,300



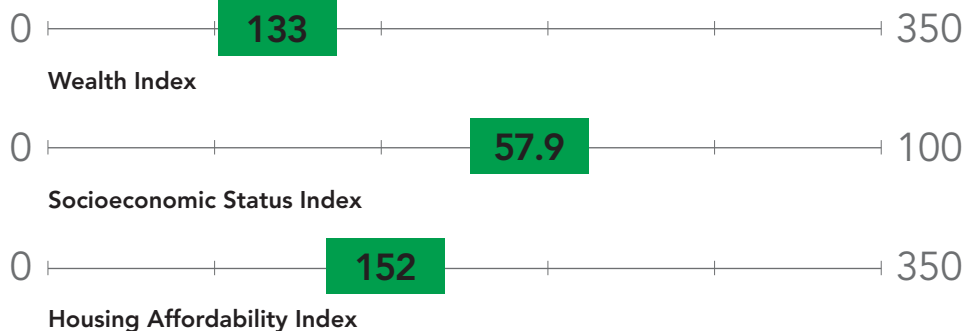
POPULATION CHARACTERISTICS

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

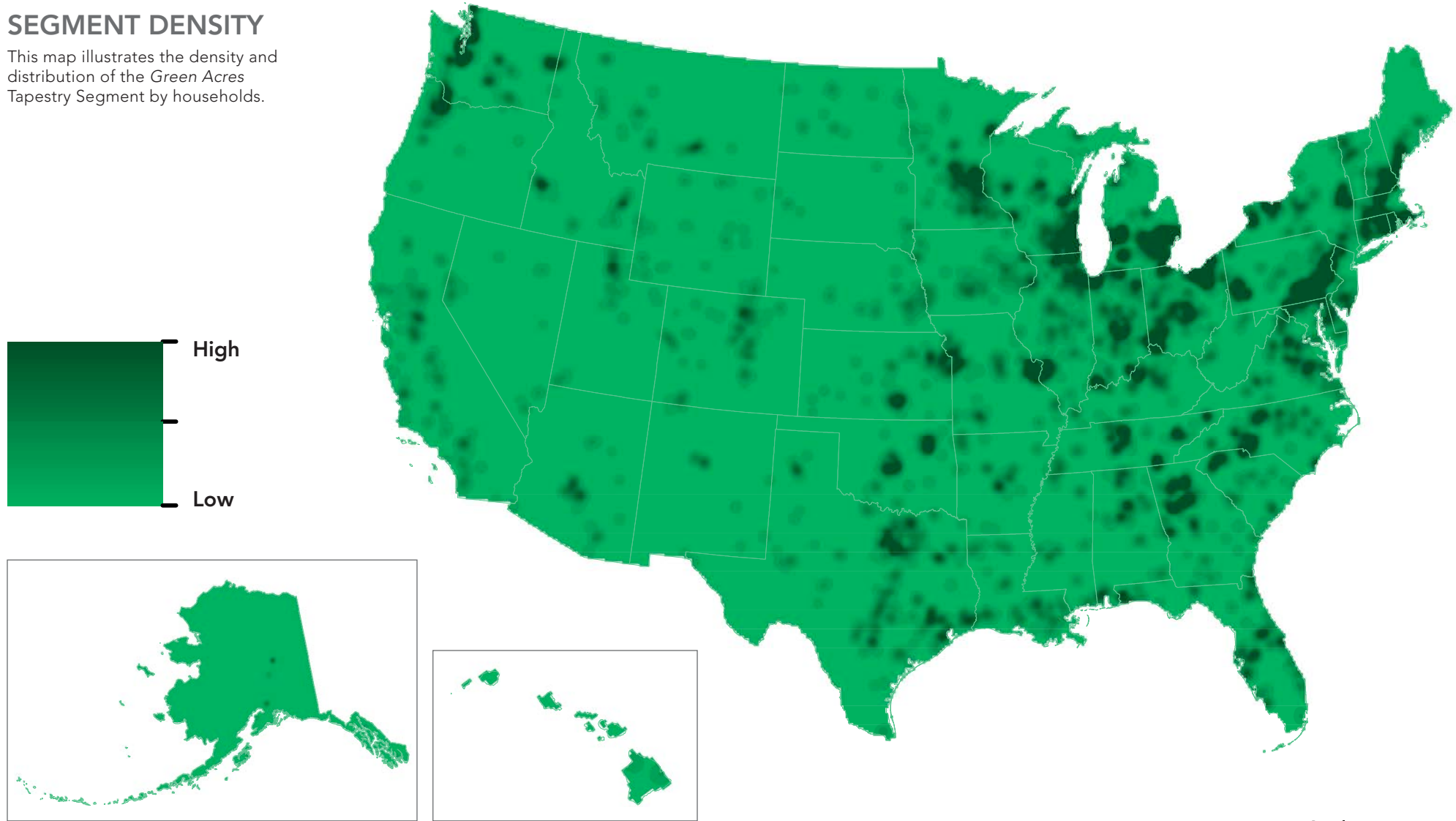
Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





SEGMENT DENSITY

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





LifeMode Group: Family Landscapes

Workday Drive

4A

Households: 3,541,300

Average Household Size: 2.97

Median Age: 37.0

Median Household Income: \$90,500

WHO ARE WE?

Workday Drive is an affluent, family-oriented market with a country flavor. Residents are partial to new housing away from the bustle of the city but close enough to commute to professional job centers. Life in this suburban wilderness offsets the hectic pace of two working parents with growing children. They favor time-saving devices, like banking online or housekeeping services, and family-oriented pursuits.

OUR NEIGHBORHOOD

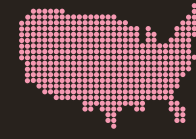
- *Workday Drive* residents prefer the suburban periphery of metropolitan areas.
- Predominantly single family, homes are in newer neighborhoods, 34% built in the 1990s (Index 236), 31% built since 2000.
- Owner-occupied homes have high rate of mortgages at 68% (Index 164) and low rate vacancy at 4%.
- Median home value is \$257,400.
- Most households are married couples with children; average household size is 2.97.
- Most households have two or three vehicles; long travel time to work including a disproportionate number commuting from a different county (Index 132).

SOCIOECONOMIC TRAITS

- Education: 40.5% college graduates; more than 72% with some college education.
- High labor force participation rate at 71%; two out of three households include two plus workers (Index 124).
- Connected, with a host of wireless devices—anything that enables convenience, like banking, paying bills, or even shopping online.
- Well insured and invested in a range of funds, from savings accounts or bonds to stocks.
- Carry a higher level of debt, including first (Index 149) and second mortgages (Index 154) and auto loans (Index 149).



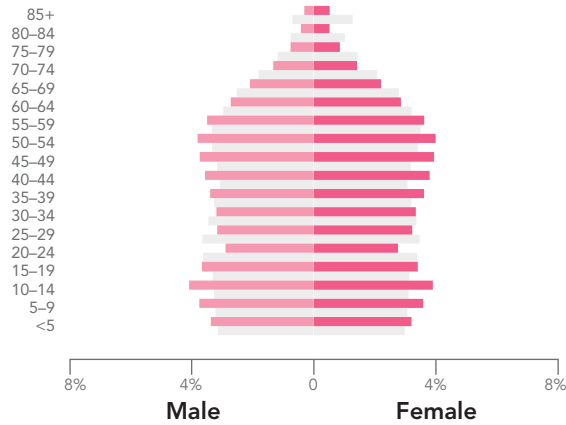
Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Simmons.



AGE BY SEX (Esri data)

Median Age: **37.0** US: 38.2

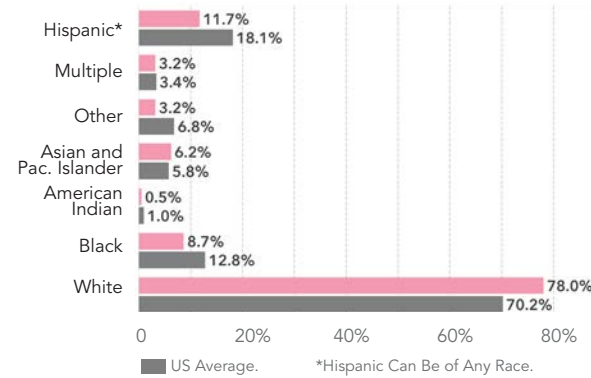
■ Indicates US



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).

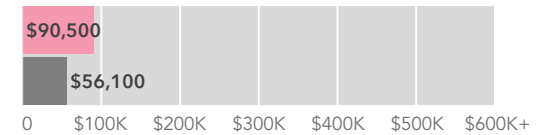
Diversity Index: **50.8** US: 64.0



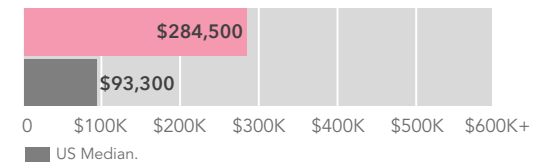
INCOME AND NET WORTH

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Median Household Income

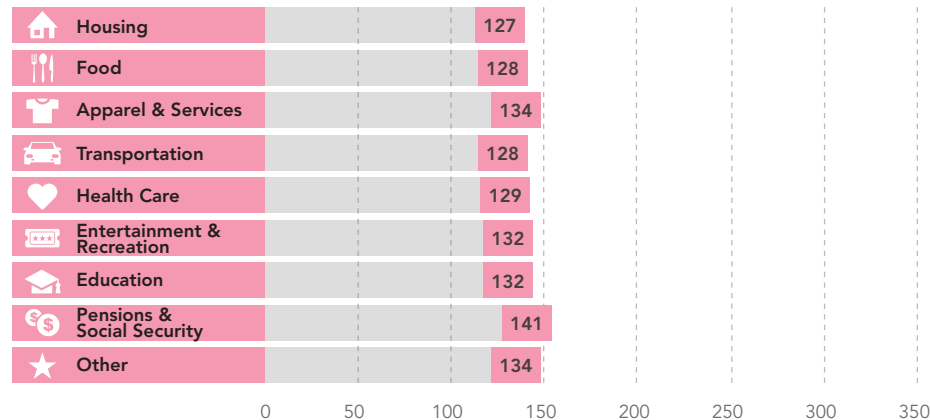


Median Net Worth



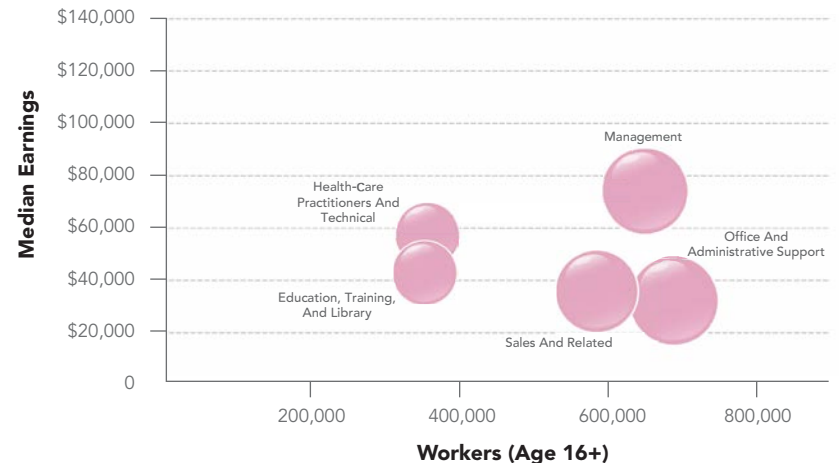
AVERAGE HOUSEHOLD BUDGET INDEX

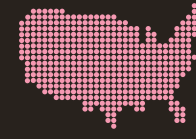
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OCCUPATION BY EARNINGS

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.)

- Most households own at least two vehicles; the most popular types are minivans and SUVs.
- Family-oriented purchases and activities dominate, like four plus televisions (Index 154), movie purchases or rentals, children’s apparel and toys, and visits to theme parks or zoos.
- Outdoor activities and sports are characteristic of life in the suburban periphery. They attend sporting events, as well as participate in them like bicycling, jogging, golfing, and boating.
- Home maintenance services are frequently contracted, but these families also like their gardens and own the tools for minor upkeep, like lawn mowers, trimmers, and blowers.

HOUSING

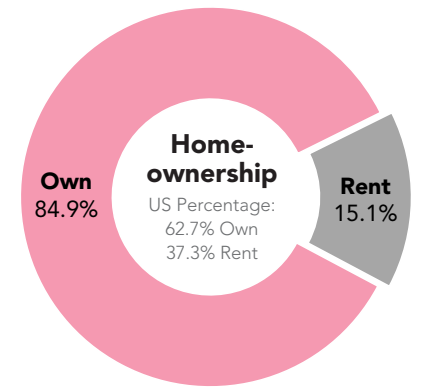
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Typical Housing:
Single Family

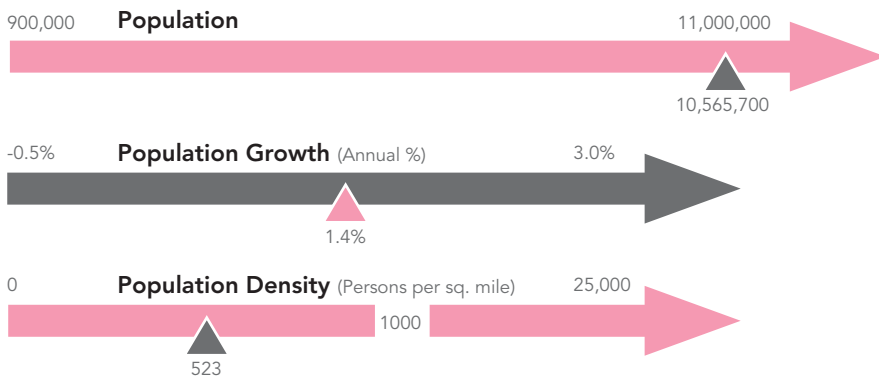
Median Value:
\$257,400

US Median: \$207,300



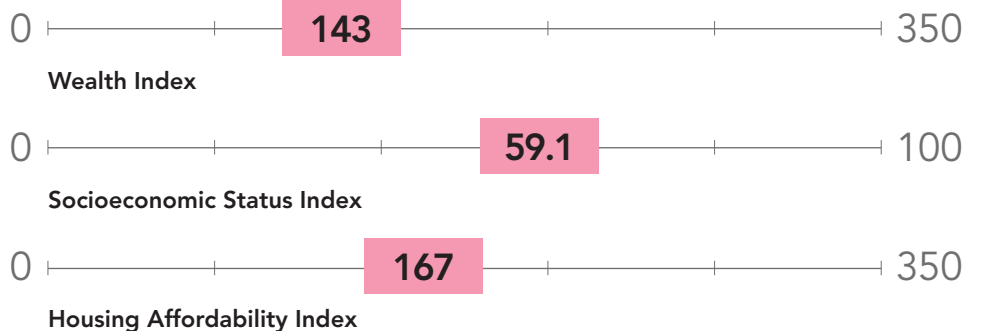
POPULATION CHARACTERISTICS

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.

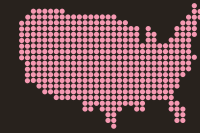


ESRI INDEXES

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

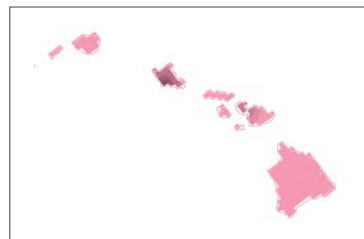
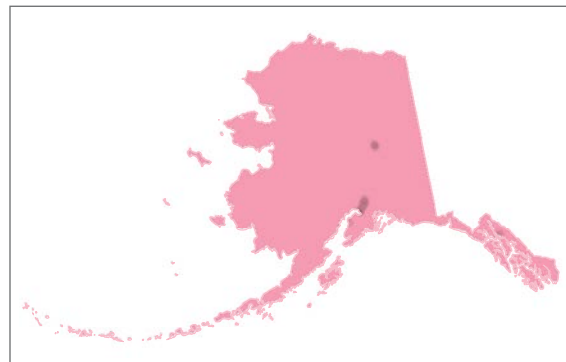
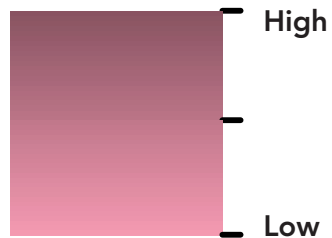
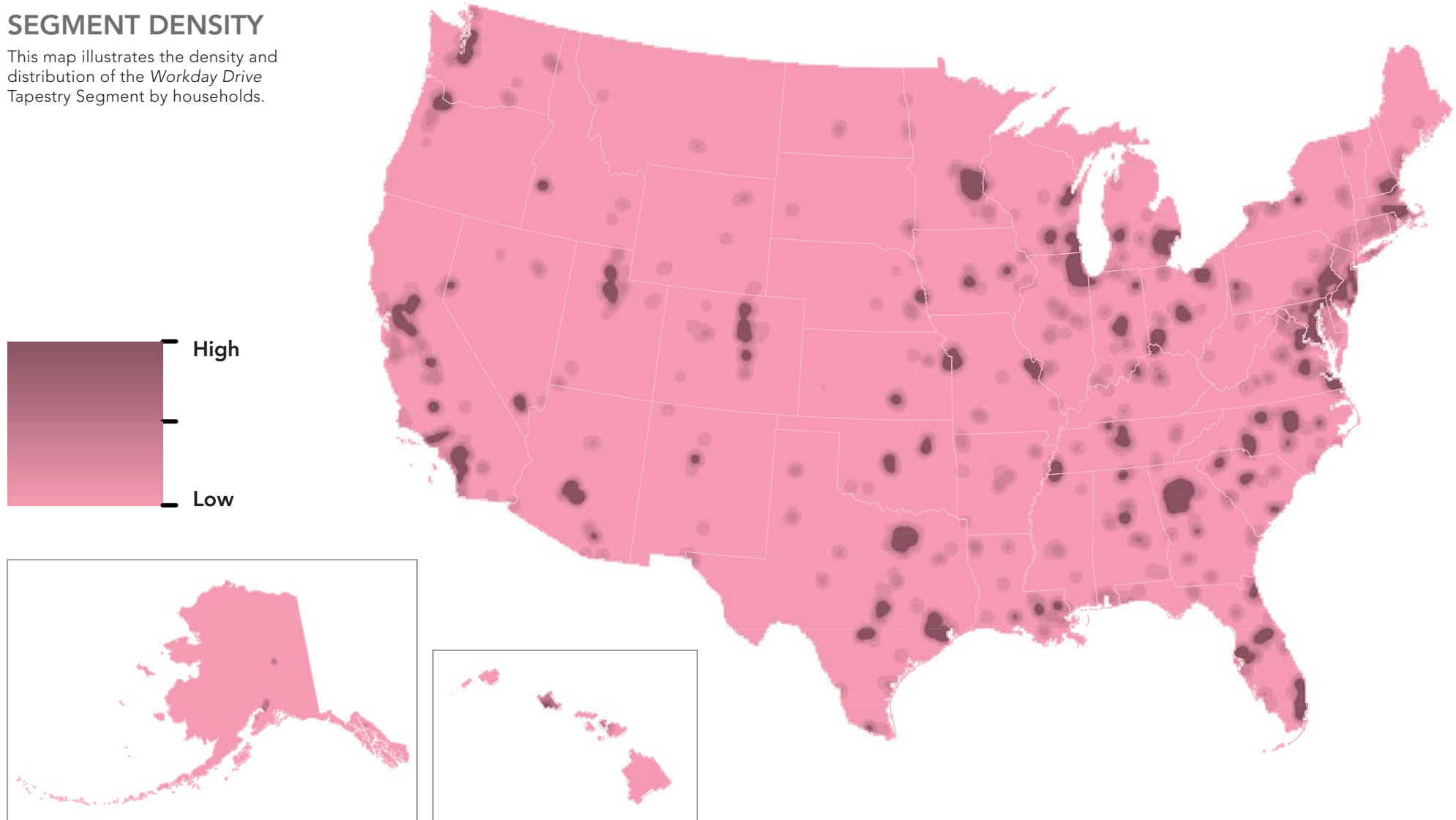


Workday Drive



SEGMENT DENSITY

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





LifeMode Group: Affluent Estates

Savvy Suburbanites



Households: 3,664,200

Average Household Size: 2.85

Median Age: 45.1

Median Household Income: \$108,700

WHO ARE WE?

Savvy Suburbanites residents are well educated, well read, and well capitalized. Families include empty nesters and empty nester wannabes, who still have adult children at home. Located in older neighborhoods outside the urban core, their suburban lifestyle includes home remodeling and gardening plus the active pursuit of sports and exercise. They enjoy good food and wine, plus the amenities of the city's cultural events.

OUR NEIGHBORHOOD

- Established neighborhoods (most built between 1970 and 1990) found in the suburban periphery of large metropolitan markets.
- Married couples with no children or older children; average household size is 2.85.
- 91% owner occupied; 66% mortgaged (Index 160).
- Primarily single-family homes, with a median value of \$362,900 (Index 161).
- Low vacancy rate at 3.8%.

SOCIOECONOMIC TRAITS

- Education: 50.6% college graduates; 77.6% with some college education.
- Higher labor force participation rate at 67.9% (Index 109) with proportionately more 2-worker households at 62.2% (Index 120).
- Well-connected consumers that appreciate technology and make liberal use of it for everything from shopping and banking to staying current and communicating.
- Informed shoppers that do their research prior to purchasing and focus on quality.



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.



LifeMode Group: Affluent Estates

Savvy Suburbanites

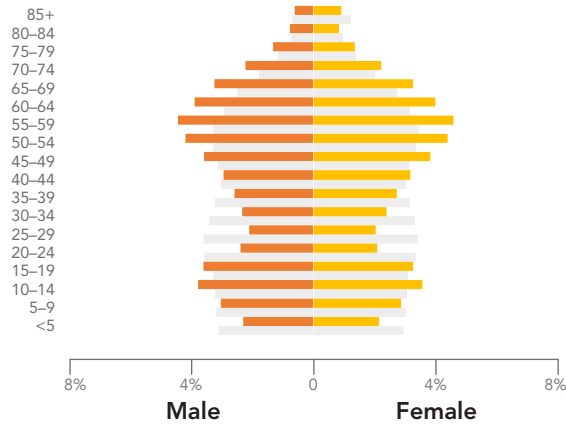


TAPESTRY
SEGMENTATION
esri.com/tapestry

AGE BY SEX (Esri data)

Median Age: **45.1** US: 38.2

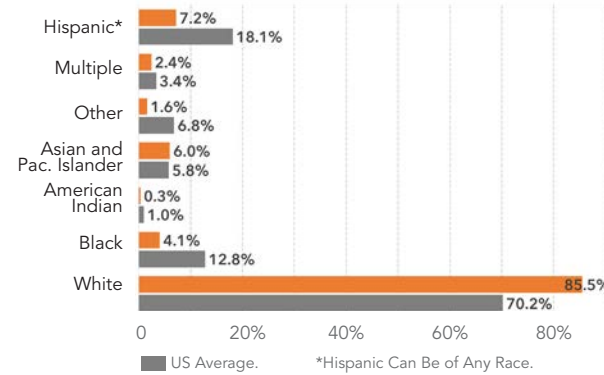
■ Indicates US



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: **36.2** US: 64.0



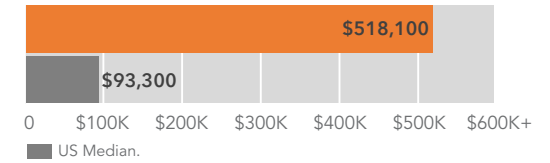
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Median Household Income

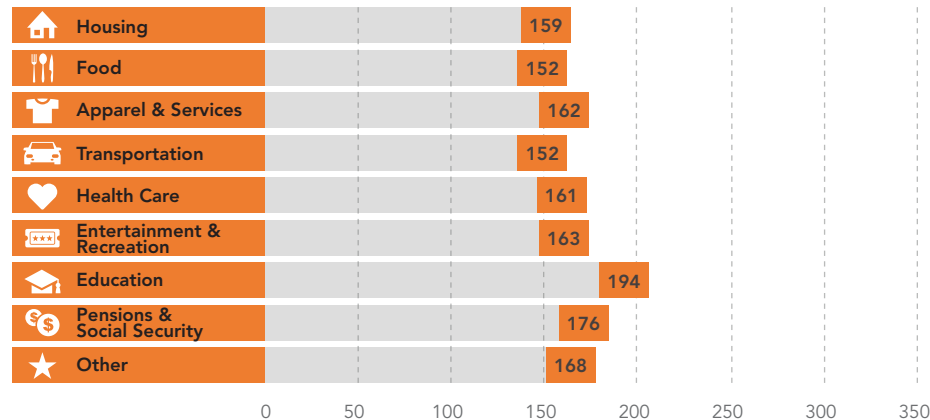


Median Net Worth



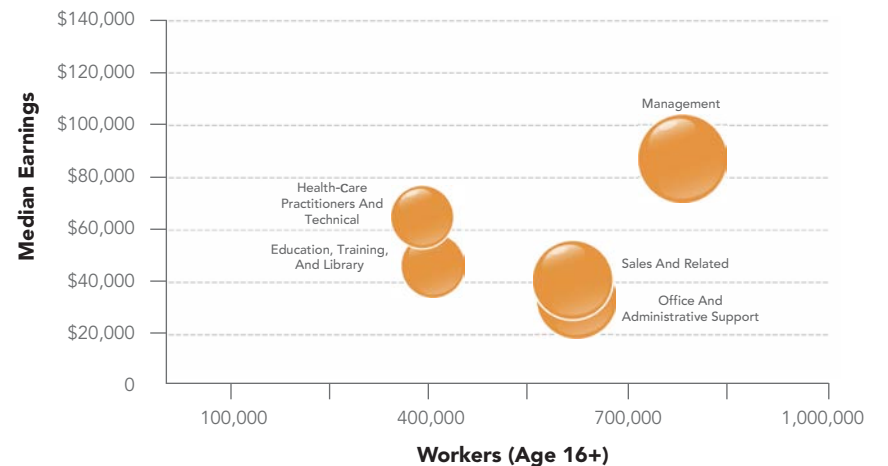
AVERAGE HOUSEHOLD BUDGET INDEX

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.)

- Residents prefer late model, family-oriented vehicles: SUVs, minivans, and station wagons.
- Gardening and home remodeling are priorities, usually DIY. Riding mowers and power tools are popular, although they also hire contractors for the heavy lifting.
- There is extensive use of housekeeping and personal care services.
- Foodies: They like to cook and prefer natural or organic products.
- These investors are financially active, using a number of resources for informed investing. They are not afraid of debt; many households carry first and second mortgages, plus home equity credit lines.
- Physically fit, residents actively pursue a number of sports, from skiing to golf, and invest heavily in sports gear and exercise equipment.

HOUSING

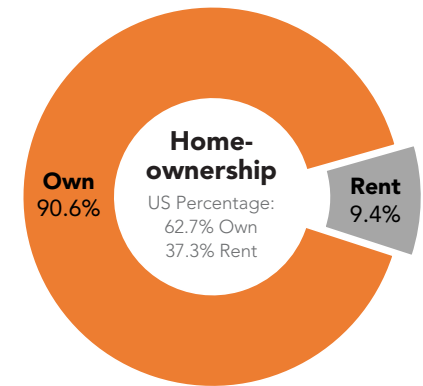
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
Single Family

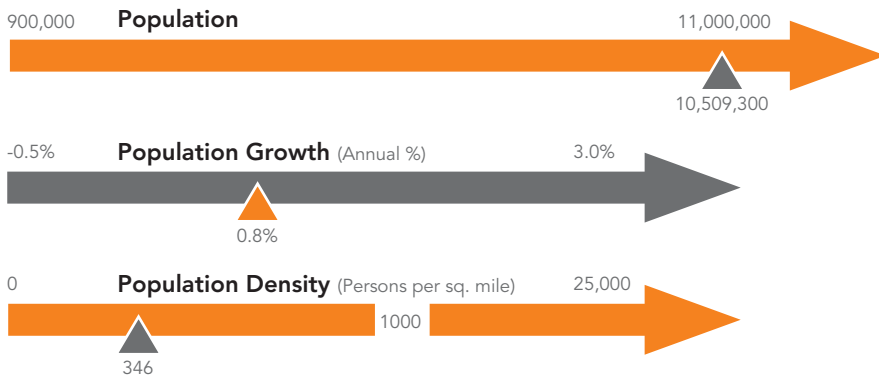
Median Value:
\$362,900

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.





LifeMode Group: Affluent Estates

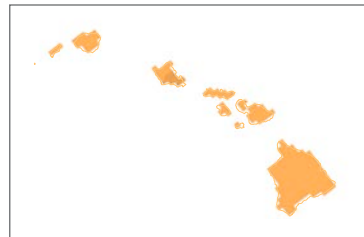
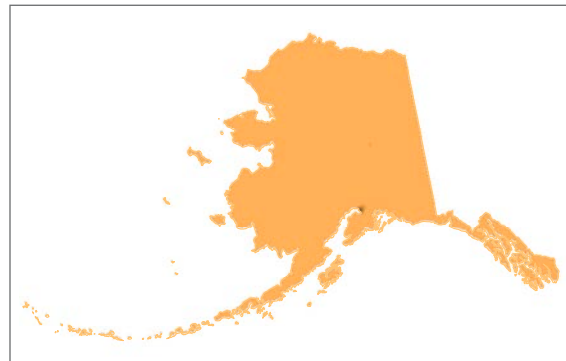
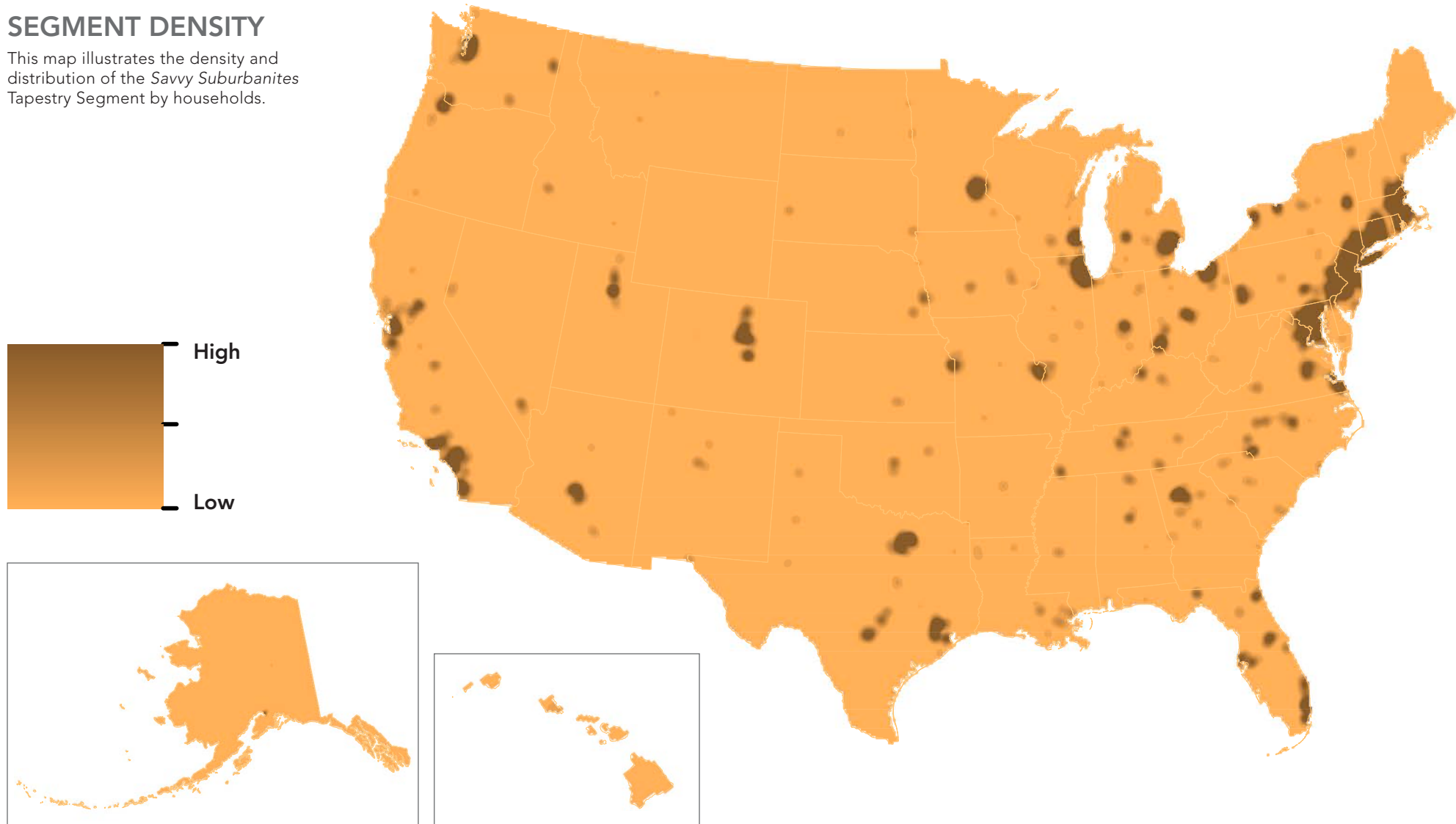
Savvy Suburbanites



TAPESTRY
SEGMENTATION
esri.com/tapestry

SEGMENT DENSITY

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



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