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Hancock
Health

Mt. Comfort Corridor Housing Gap Analysis

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INTRODUCTION

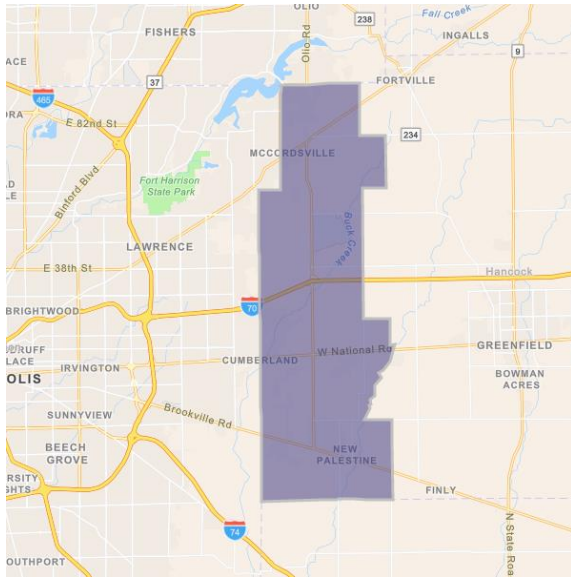


Exhibit 1: Mt. Comfort Corridor Region of Analysis

The Mount Comfort Corridor includes County Road (CR) N 600 W and adjacent land. CR N 600 W or Mt. Comfort Road is located approximately one mile east of the Marion County line in western Hancock County. Interstate 70 (I-70) runs east to west through Hancock County and bisects the Corridor. Proximity to Indianapolis and I-70 has caused substantial industrial growth near the corridor. This includes manufacturing but the most prominent developments are related to transportation and logistics facilities. Large firms located along the Corridor include Amazon and Walmart. Much of the transportation and logistics development is situated between W 500 N and W 300 N, along the Mt. Comfort Corridor. In addition to creating jobs along the Corridor, this development has also increased an already high demand for housing in Hancock County and the towns of Cumberland,

McCordsville, and New Palestine. These three communities are experiencing substantial growth that is expected to continue, creating a need to understand, and forecast what future growth and residential development will look like. This will help the towns, county, and other community stakeholders appropriately plan for new development.

The Mt. Comfort Corridor region of analysis for this housing study includes 10 census block groups that encompass all of Mt. Comfort Road in Hancock County. These block groups were selected to analyze socioeconomic, demographic, and housing trends at a consistent and granular level using Census data, as well as propriety data sources from Economic Modeling Specialists International (Emsi) and ESRI Business Analyst.

Summary of Findings

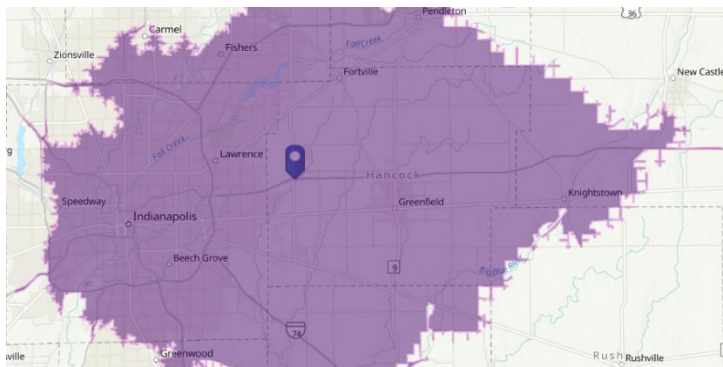


Exhibit 2: 30-minute Drive-time region

This study examines the land directly adjacent to the Mount Comfort Corridor and the Corridor in the context of a larger 30-minute region to understand potential to attract new residents.

An analysis of the existing housing market was performed to determine the potential housing demand. This 30-minute region includes parts of the City of Indianapolis as well as portions of Hancock, Hamilton, Shelby, Rush, Henry,

and Madison Counties. It was clear during analysis and in conversation with stakeholders that there is a need for new housing of all types. It is anticipated that a significant portion of this demand will be driven by the workforce of large industrial and logistics businesses which will continue to develop near the Corridor. Many of these workers commute into the region for work, which has created an opportunity to

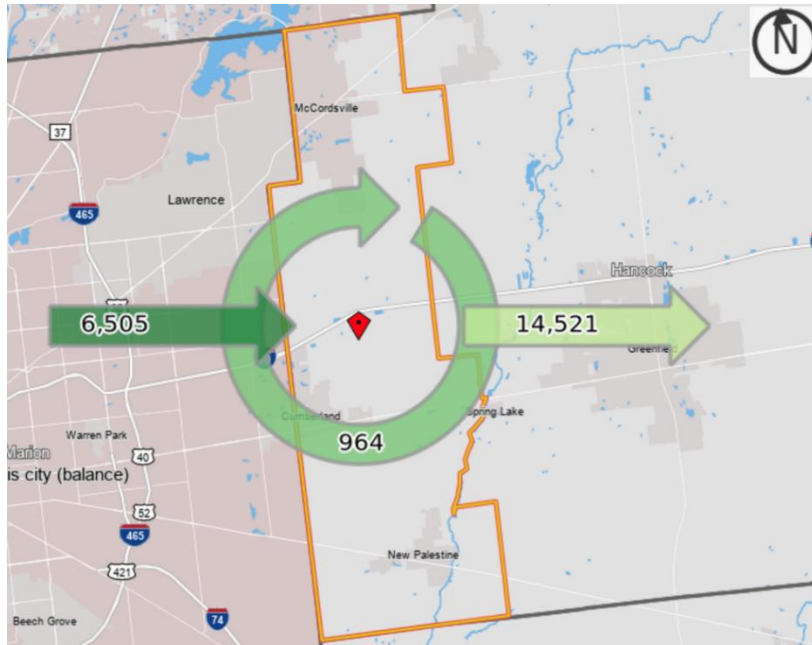
develop housing at a variety of price points. To date, much of the housing developed around the Mt. Comfort Corridor has been at higher price point, around \$250,000 and up. There is a lack of housing that is attainable for young professionals, nurses, teachers, and for employees of large logistics companies and manufacturers. The Mt. Comfort Corridor could absorb approximately 13,779 units by 2030. In the 30-minute region of analysis, there is an estimated demand for 58,000 homes over the same period. In addition to calculating demand, this study identifies housing development sites that were analyzed to determine the type of new housing each could support. The following report examines demographic trends driving housing demand, regional housing demand, qualitative data gleaned through stakeholder interviews, and identification of housing sites and the type of development these sites could support.

MT. COMFORT CORRIDOR HOUSING CONTEXT

The Mount Comfort Corridor is a major north and south thoroughfare in western Hancock County and has recently evolved due to growth that occurred over the last 20 years. This part of Hancock County has experienced a shift from a more rural, agricultural corridor to suburban communities with a concentration of logistics-oriented business facilities. The County has made and will continue to make improvements to Mt. Comfort Road to support this growth. This includes installing roundabouts and future roadway expansions.

The three towns along the Corridor have experienced immense single family residential development. This growth is expected to continue and expand into the county. Planning is necessary to promote smart growth and development. Population and employment growth trends will continue to put an immense amount of pressure on the Corridor's housing market. Tremendous job growth is occurring and will continue to occur along the Mt. Comfort Corridor due to expansion of existing businesses and attraction of new employers. The Corridor is currently seeing a boom in distribution and fulfillment businesses. Major attractions include Walmart and Amazon distribution and fulfillment centers. These factors shaping demand are described completely in the housing demand section of this report. At a high level, these employment factors have created significant demand for workforce housing, a product that the corridor currently lacks.

Commuting Patterns



According to 2018 Census commuting data, 6,505 employees commute into Mt Comfort Corridor for work while 14,521 residents commute to their jobs outside of the area. It should be noted that the most current commuting data available from the Census is from 2018 and it is likely that the influx of industrial development that has occurred in the past three years has increased the number of workers commuting into the Corridor region. Only 964 residents live and work in the study area. This indicates a tremendous opportunity to build

Exhibit 3: Corridor Commuting Trends

housing that cater to those commuting into the corridor for work. Commute distance is included in Exhibit 5 for employees who work in the Corridor and residents who live in the Corridor.

Exhibit 4 demonstrates where individuals living in the Corridor work. Most Corridor residents are working in Marion County, Hancock County, and Hamilton County. Because 964 individuals live and work in both the corridor, it can be assumed that 1,250 individuals live in the Corridor but work somewhere in Hancock County that is Outside the Corridor area.

County	Count	Share
All Counties	15485	100%
Marion County	8114	52.40%
Hancock County	2214	14.30%
Hamilton County	1750	11.30%
Johnson County	372	2.40%
Madison County	294	1.90%
Hendricks County	248	1.60%
Shelby County	201	1.30%
Allen County	155	1.00%
Bartholomew County	155	1.00%
Boone County	124	0.80%
All Other Locations	1858	12.00%

Exhibit 4: Where Corridor Residents Work

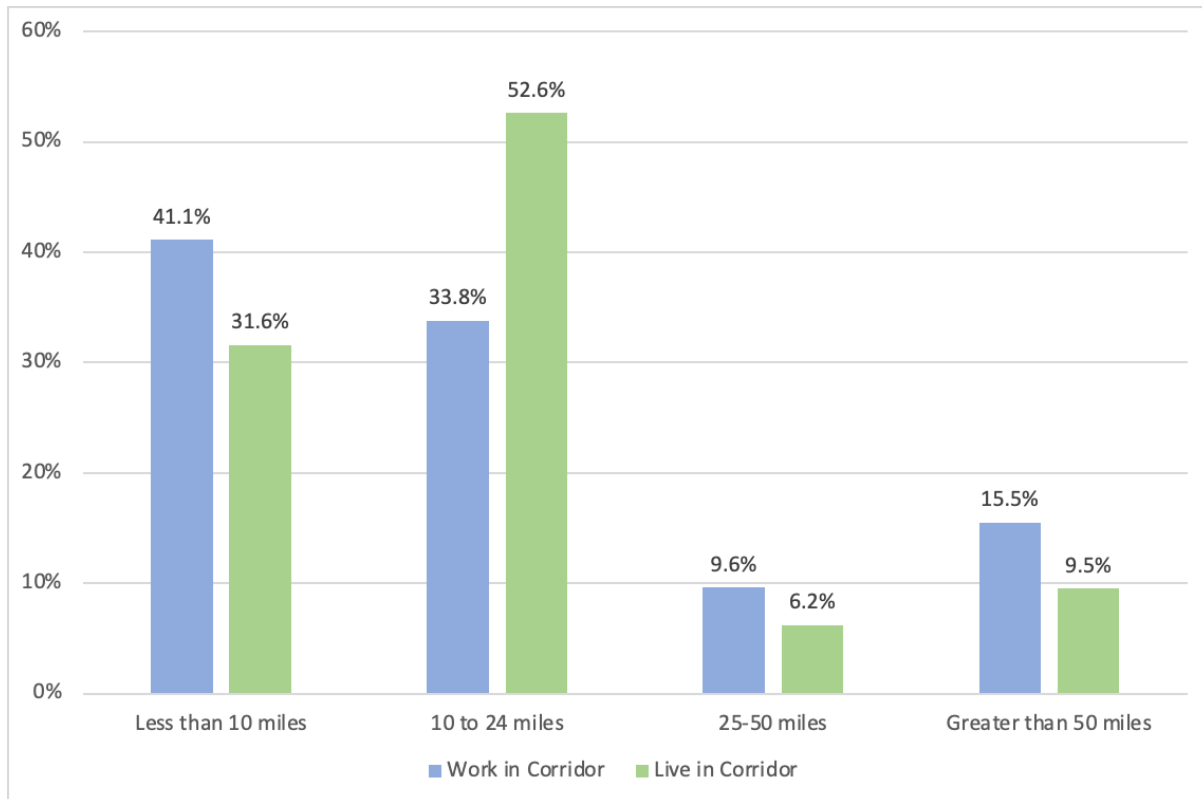


Exhibit 5: Where Corridor Commuters Live and Work

Workforce Housing

Generally, workforce housing is understood to cater to those who lack enough earned income to live near their place of work. Further, workforce housing does not necessarily include subsidized options. Sufficient workforce housing stock is important for the economic vibrancy of a community. Accordingly, it is necessary to understand what workforce housing is. The National Standard for workforce housing is priced in the \$150,000-\$250,000 range for owner-occupied units or \$850 to \$1,600 per month for renter-occupied units. These products should be attainable by the service and production employees of the community – firefighters, teachers, nurses, production workers, and others who have been continuously priced out of higher market rate housing options. This term can refer to any form of housing, including ownership of single-family or multi-family homes, as well as rental units. While there is a general lack of workforce housing around the corridor, each of the three towns along the Corridor has slightly different existing conditions when it comes to housing.

McCordsville

McCordsville is the northernmost community along the Corridor located at the Hancock/Hamilton County border. The City of Fishers is just north of McCordsville. Growth in Fishers is trickling south and driving growth in McCordsville, especially for higher-end single-family homes. McCordsville has seen the most rapid growth of all communities along the Corridor and its proximity to the Geist Reservoir will likely continue to make it a sought-out location for executive housing. Its housing stock is almost completely consists of single-family detached homes and there is likely a need to promote a diversity of housing stock. Much of the existing housing units in the town can be characterized as executive housing.

To promote housing diversity, McCordsville is working to develop a mixed-use town center that will incorporate a variety of market rate housing types.

Cumberland

Cumberland is located more centrally on the Corridor, along US 40. Cumberland is unique because it is in both Marion and Hancock Counties. Commercial development is predominantly occurring along the US 40 corridor. The intersection of US 40 and Mt Comfort Road is a priority development location for the town. Cumberland is experiencing significant suburban residential development further out from US 40. This type of development is especially prevalent in between US 40 and I-70, west of Mount Comfort Road. Hancock Health's Gateway development is just northeast of Cumberland's town limits and could serve as a catalyst for future development in the town. Compared to McCordsville, Cumberland has more affordable housing with most of its housing stock considered workforce housing. Cumberland also has the most housing diversity of the three towns.

New Palestine

New Palestine is the southernmost town along the Corridor. New Palestine has historically grown slower than the other two towns. However, recent development trends suggest the town may experience rapid housing growth at similar rates to Cumberland and McCordsville. New Palestine's housing stock is not as diverse as Cumberland's and is predominantly higher-end single-family housing. New Palestine has also had recent senior-oriented development and commercial development spurred by Hancock Health, which is developing a mixed-use development at the intersection of US 52 and Mt. Comfort Road.

DEMOGRAPHIC AND HOUSING TRENDS

Both the County and the Corridor saw substantial growth between 2000 and 2010, with the Corridor population increasing at an annual rate of 4.63%. Between 2010-2020, this growth slowed to 2.08% annually along the Corridor, but still outpaced regional growth rates. Part of this slowdown was due to the Great Recession. The Recession significantly slowed housing development in the corridor however, the local housing market for single family homes has completely rebounded and is tracking pre-recession levels. In reviewing local housing development permits, it is clear the Corridor is set to continue trends that outpace regional and national annual population growth, through 2030. Thomas P Miller and Associates used local permitting data with ESRI Business Analyst to project population in the Corridor will increase to 38,333 in 2025 at an annual rate of 3.36%, with the population reaching 46,240 by 2030 at an annual population increase of 4.12%. Population figures are demonstrated in Exhibit 6.

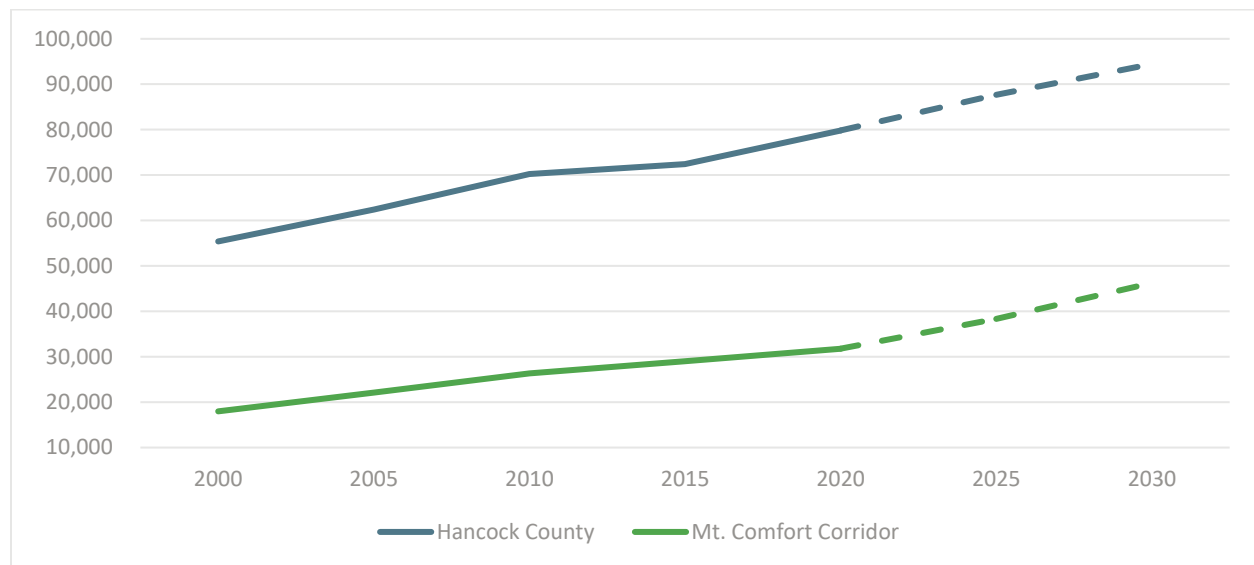


Exhibit 6: Mt. Comfort Corridor and Hancock County Population Growth and Projects

The Corridor's population closely matches the County in age cohorts and gender. The Corridor experienced a growing aging population much like the state and nation, with many baby boomers reaching the age of 65 in 2020. This trend is expected to continue. By 2034, the US Census projects that parents will outnumber children for the first time in U.S. history. An aging population in the Corridor and surrounding region creates demand for appropriate senior housing and workforce housing. This may include single-family homes with zero-lot lines to reduce home maintenance, as well as higher density housing within walking distance to town centers and shopping areas. It should be noted that both Cumberland and McCordsville are seeing more young family growth than New Palestine and other portions of the Corridor. These younger families will have unique housing needs that should be accounted for in both Cumberland and McCordsville. The Corridor's population by age is found in Exhibit 7.

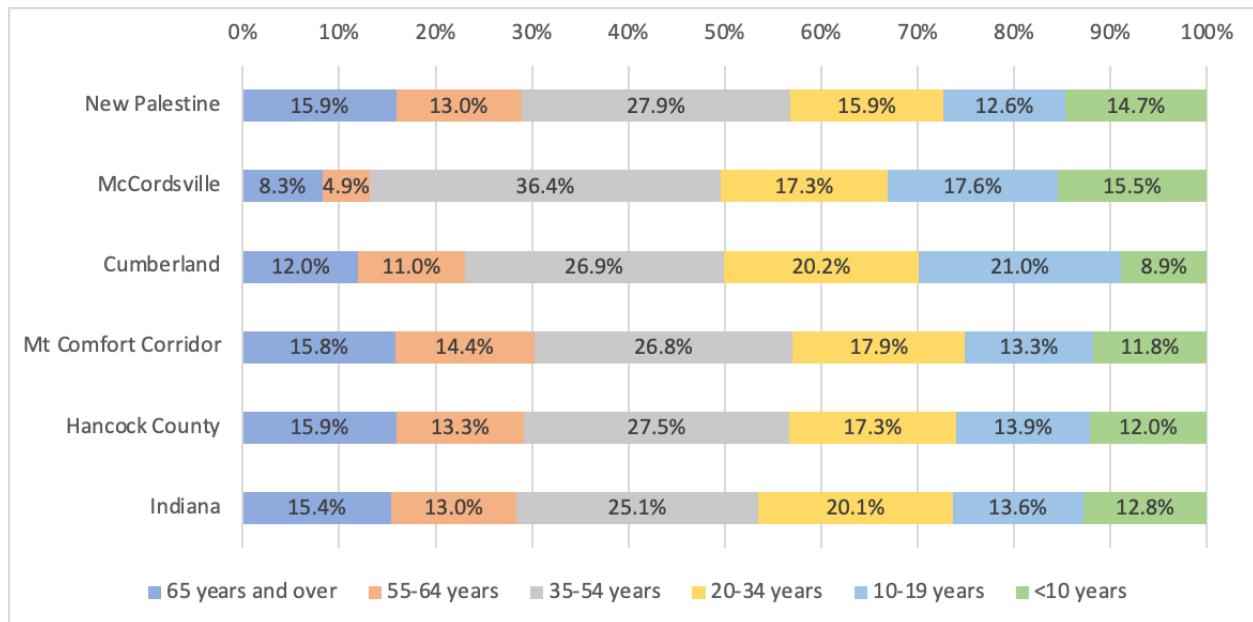


Exhibit 7: Total Population by Age

Mount Comfort Corridor benefits from a highly educated population, with over 66% of its population having at least some college education, as shown in Exhibit 8. The Corridor's ratio of highly educated residents exceeds regional, state, and national averages. This is consistent with the higher-than-average household incomes shown in Exhibit 9, as 73.9% of households earn \$50,000 or more. Higher wages can indicate greater purchasing power for homes and local spending to support commercial and retail development.

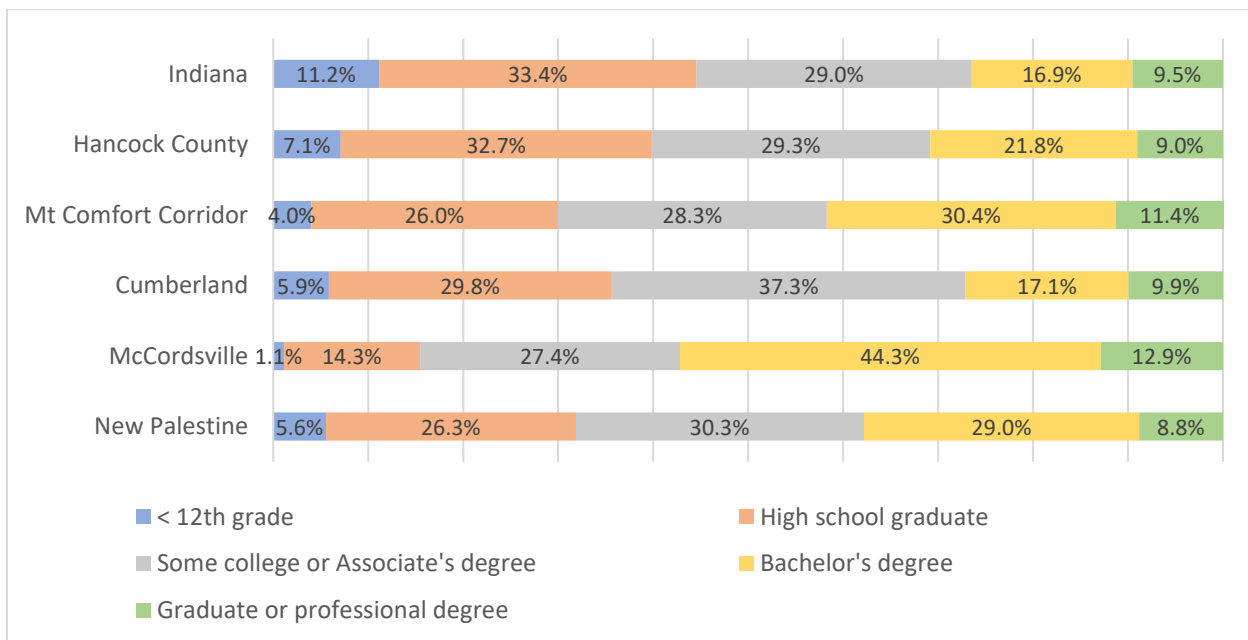


Exhibit 8: Educational Attainment, population 25 and over

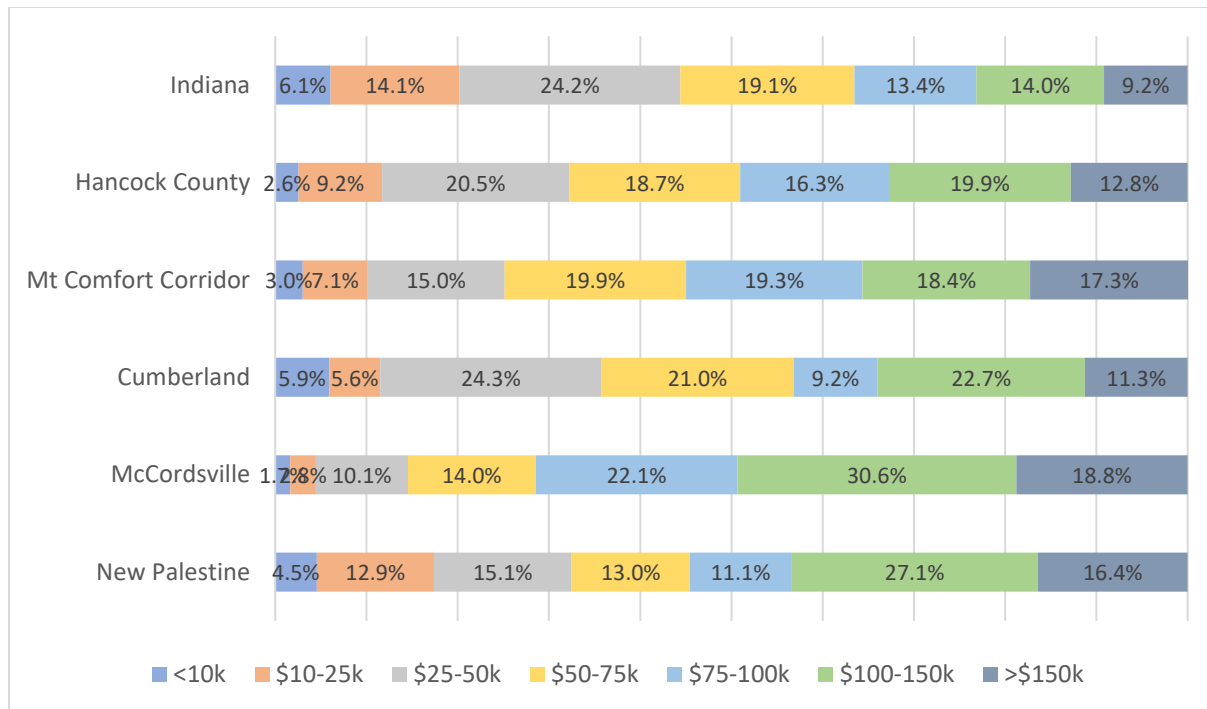


Exhibit 9: Households by Income

The Corridor benefits from higher-than-average incomes, home values, and rents paid, due in large part to its highly educated working age population as shown in Exhibit 10. The Corridor also tends to have an older population. As this population ages, the Corridor will experience demand for senior housing more quickly than Hancock County. Though, younger populations moving to McCordsville, and Cumberland may provide new opportunities to recruit young families and professionals.

	Indiana	Hancock County	Mount Comfort Corridor	Cumberland	McCordsville	New Palestine
Median Household Income	56,303	74,072	79,973	69,711	99,497	90,278
Median Home Value	141,700	169,300	203,347	156,300	230,000	202,900
Median Rent	826	895	958	835	1,228	1,007
Median Age	37.7	39.8	41.1	34.9	33.9	41.6

Exhibit 10: Median Household Income, Home Value, Rent, and Age

Based on the North American Industry Classification System (NAICS), the largest employment sectors in Hancock County are Manufacturing and Government. This is consistent with the higher-than-average household income seen in the Corridor. The concentration of manufacturing jobs in the County, which typically require higher education and provide higher wages, also correlates with the Corridor's highly educated population. It is worth noting that average earnings per job is generally higher than median earnings per job, as the highest wage earners may skew the average earnings upwards.

An sector's location quotient (LQ) is measured to determine if it has a higher (>1) or lower (<1) regional concentration of jobs compared to the national average. Higher LQ suggests a regional specialization in

an industry sector. Industry sectors with a high LQ are typically, but not always, export industries. This is important because they bring money into the region, rather than circulating local dollars around the economy, which is more typical for retail or restaurants. Occupations can also be measure with LQ to provide a workforce-oriented perspective of the region's economic base. Occupations with high LQs are vital for the continued prosperity of the region.

As shown in Exhibit 11, Manufacturing, Transportation and Warehousing, and Construction are more heavily concentrated in Hancock County. This data agrees with stakeholder interviews regarding business permits and new construction in the Corridor and County. The County is seeing rapid growth in these sectors, to include 119% growth in Transportation and Warehousing jobs from 2010 to 2020. A region is able to weather economic highs and lows with a diverse economy, and the Corridor may provide development opportunities with mixed-use development to recruit Professional, Scientific, and Technical Services back to the County, after seeing an increase of 28% of these high paying jobs from 2010-2020.

NAICS	Description	2020 Location Quotient	2020 Jobs	2010-2020 % Change	Avg. Earnings Per Job
31	Manufacturing	2.27	2,219	83%	\$89,397
48	Transportation and Warehousing	1.36	754	119%	\$55,545
23	Construction	1.36	694	63%	\$67,353
56	Administrative and Support and Waste Management and Remediation Services	1.12	611	54%	\$34,938
72	Accommodation and Food Services	1.10	543	31%	\$19,593
62	Health Care and Social Assistance	0.63	513	30%	\$50,659
42	Wholesale Trade	1.13	373	49%	\$61,722
90	Government	1.04	336	8%	\$61,300
44	Retail Trade	0.96	330	15%	\$33,860
81	Other Services (except Public Administration)	1.06	282	28%	\$23,997

Exhibit 11: Top 10 Hancock County Employment

While these rapidly growing employment sectors enjoy above average earnings per job, those figures may be skewed by executives that make much more than most workers in these industries. Most of the job growth in Hancock County are low-to-mid paying jobs, as shown in Exhibit 11, while the Corridor has a very low proportion of low-income residents, as shown in Exhibit 9. The diversity of employment by occupation in Hancock County shown in Exhibit 12 may indicate regional employees who are not be able to live in the Corridor due to the high cost of housing. The Corridor could increase its tax base by

offering moderately priced, more densely situated housing, which would also benefit local employers and employees.

The jobs coming to the Corridor are likely to attract younger residents, who are more likely to move to areas for quality-of-life amenities like a short commute, trails and nature access, and access to restaurants and culture. Many do not have the net savings to make home purchases possible, which means that ownership of a single-family home is not an option yet. This population will be looking for a diversity of housing options, from apartments to duplexes and townhomes, to meet their needs. Many will be looking at rental options while they save for a down payment.

NAICS	Description	2020 Location Quotient	2020 Jobs	2010 - 2020 % Change	Avg. Earnings Per Job
493110	General Warehousing and Storage	3.30	743	494%	\$47,531
484121	General Freight Trucking, Long-Distance, Truckload	2.71	249	(11%)	\$62,778
425110	Business to Business Electronic Markets	2.09	11	Insf. Data	\$37,715
484220	Specialized Freight (except Used Goods) Trucking, Local	2.09	84	40%	\$53,302
484110	General Freight Trucking, Local	1.54	74	58%	\$56,971
484230	Specialized Freight (except Used Goods) Trucking, Long-Distance	0.89	21	12%	\$43,077
454110	Electronic Shopping and Mail-Order Houses	0.43	31	Insf. Data	\$66,927
484122	General Freight Trucking, Long-Distance, Less Than Truckload	0.04	<10	Insf. Data	Insf. Data
Total			1,213	136%	\$51,983

Exhibit 12: Hancock County Logistics and E-Commerce Jobs

Due to local economic and employment trends, it is also important to examine industries that constitute the logistics and e-commerce sector, in addition to the top ten clusters by employment at the two-digit NAICS level. Amazon and Walmart are two significant industry attractions that foreshadow future logistics and ecommerce development along the Corridor. In the last ten years, the logistics and e-commerce sector has grown by 136%. Much of this growth is from general warehousing and storage businesses which have grown by 494% over the same period. Average earnings for the logistics and e-commerce sector as a whole is \$51,983 per year and is inclusive of earnings for managers which could slightly inflate these earnings. Exhibit 13 below, demonstrates top occupations in the county and includes Laborers and Freight, Stock, and Material Movers, an employment group that is likely emblematic of the warehousing, logistics, and ecommerce and manufacturing sectors. This occupation has median annual earnings of \$14.18 which would make it challenging for these types of workers to live in the Corridor or three towns based on current housing prices in these places.

SOC	Description	2020 Location Quotient	2020 Jobs	2010 - 2020 % Change	Median Hourly Earnings
53-7062	Laborers and Freight, Stock, and Material Movers, Hand	1.75	906	118%	\$14.18
35-3023	Fast Food and Counter Workers	1.32	830	24%	\$9.96
37-2011	Janitors and Cleaners, Except Maids and Housekeeping Cleaners	1.91	796	149%	\$11.87
51-2098	Miscellaneous Assemblers and Fabricators	3.10	713	59%	\$15.15
41-2031	Retail Salespersons	0.93	654	24%	\$11.05
43-9061	Office Clerks, General	1.08	588	80%	\$15.59
41-2011	Cashiers	0.90	545	(3%)	\$10.35
53-3032	Heavy and Tractor-Trailer Truck Drivers	1.37	507	43%	\$20.86
53-7065	Stockers and Order Fillers	1.23	492	82%	\$13.49
37-3011	Landscaping and Groundskeeping Workers	2.09	453	34%	\$15.03

Exhibit 13: Top 10 Hancock County Occupations

The Corridor and County enjoy a low vacancy rate below 5%, as shown in Exhibit 14, which points to the demand for housing in the area being high. Low vacancy rates also indicate that the current supply of housing is not sufficient for the number of people who want to live in the area.

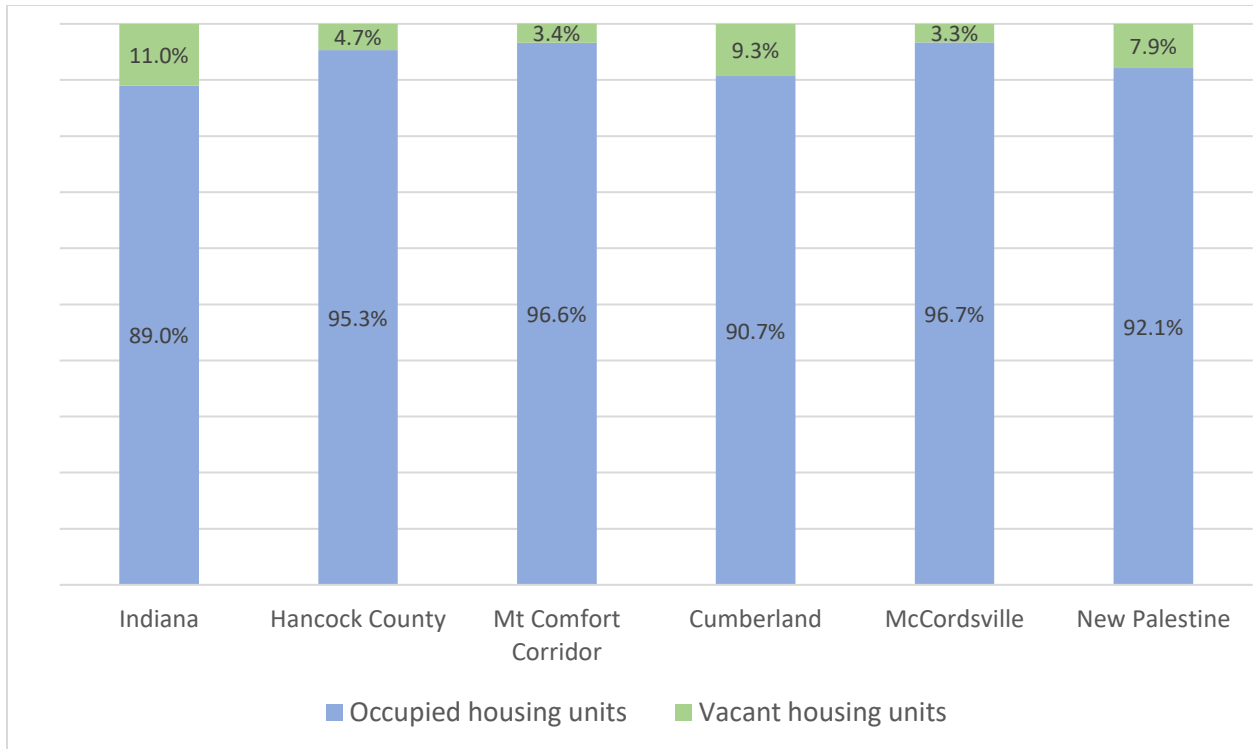


Exhibit 14: Household Occupancy and Vacancy

Most Corridor households are owner-occupied, exceeding County and State rates, as shown in Exhibit 15. This matches with stakeholder interviews that highlight housing development focused on single-family owner-occupied development. It also highlights an opportunity to increase diversity of housing stock to meet the rising demand for the Corridor, as young professionals are likely to desire a rental property that affords more flexibility.

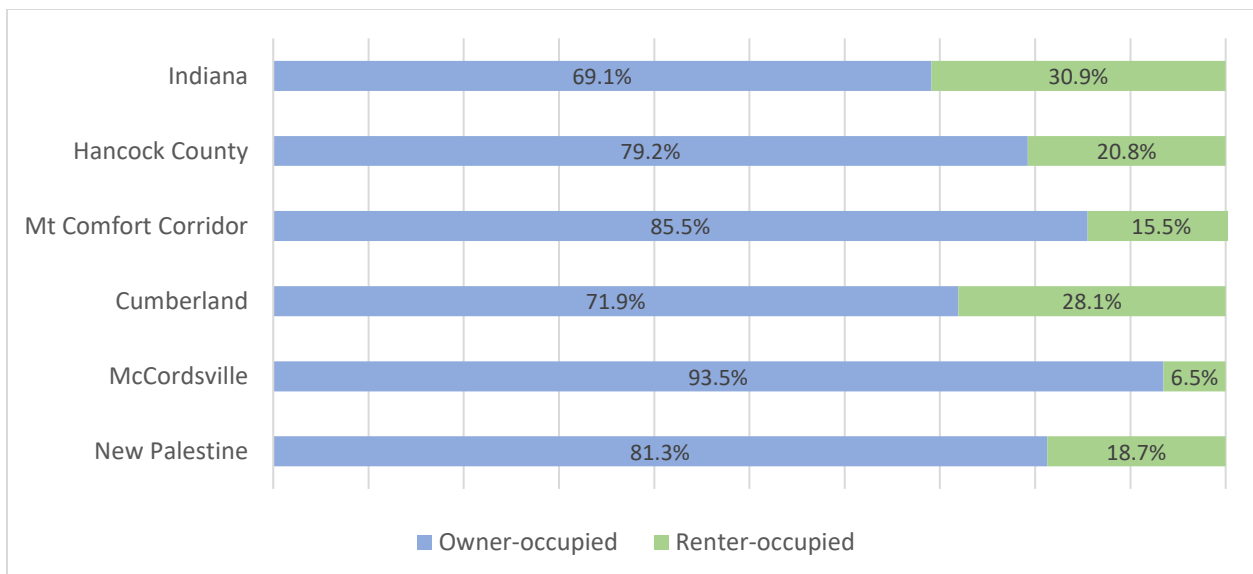


Exhibit 15: Owner and Renter Occupancy

The Corridor homes are mostly newer construction, with 52% of all households being built since 1990. There may be infill opportunities and redevelopment opportunities of aging households especially in Cumberland, New Palestine and portions of the Corridor controlled by Hancock County as they have larger proportions of older homes built before 1970. Residential redevelopment opportunities likely exist in McCordsville as well on a smaller scale in places like Old Town.

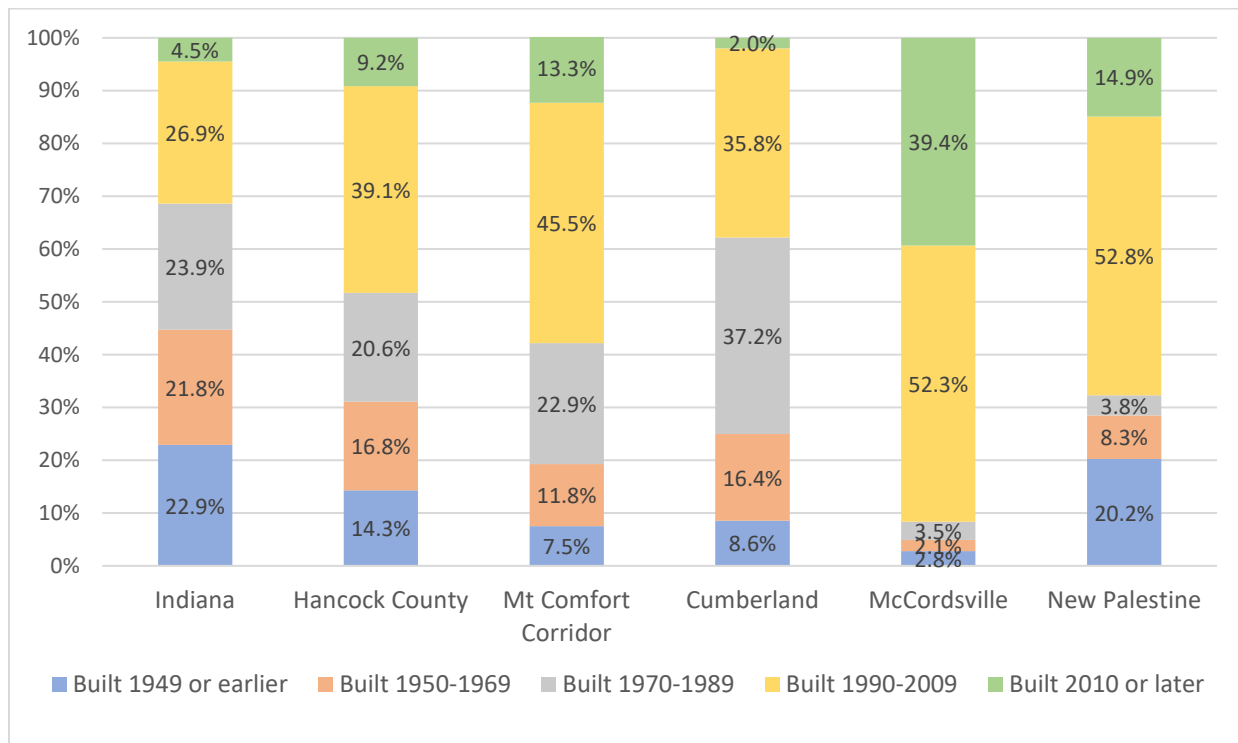


Exhibit 16: Housing Structures by Year Built

The Corridor has a high proportion of single-family homes (90.1%) compared to the County (85.6%) and the State (76.6%). The average household size in the Corridor was 2.7 in 2019, and most households are two-person households, as shown in Exhibit 17. Exhibit 18 highlights the residential development in Mt Comfort Corridor, and Exhibit 19 shows households by price in the Corridor, neighboring cities, county, and state. Housing offered in the Corridor is currently targeted to larger families with single-family detached homes. This data matches the permitting trends reviewed for McCordsville, Cumberland, and New Palestine. Younger residents are more likely to move to the area if affordable options are made available, including attached single-family homes like duplexes and townhomes that are situated close to amenities like restaurants, culture, and trails.

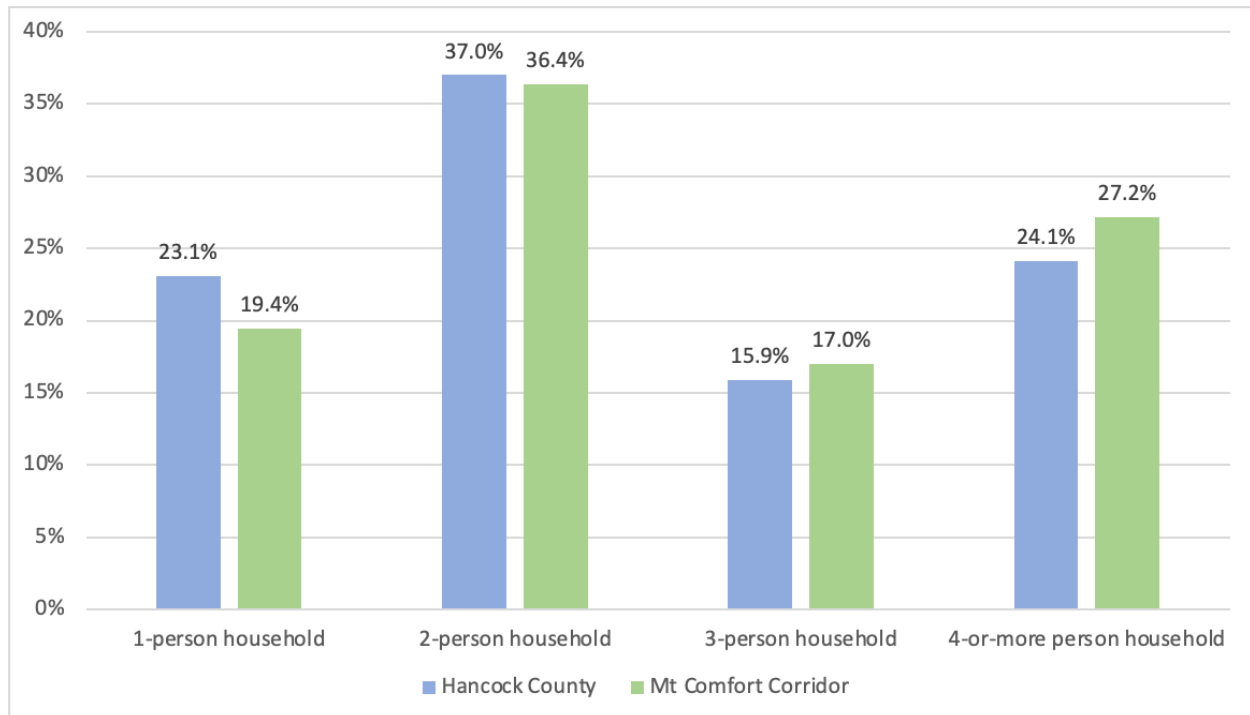


Exhibit 17: Occupied Households by Size – Hancock County and Mt. Comfort Corridor

Most of the housing units within the Corridor area and the three towns are single unit detached homes. Almost 90% of homes in the corridor area fall into this category. The Corridor and the three towns all exceed the percentage of single unit detached homes for the State of Indiana. Of the three towns, Cumberland and New Palestine have the greatest diversity of housing stock with greater percentages of single unit attached, two unit attached, three to four units attached, and 5-9 unit attached structures. It should be noted that the percentage of multi-unit structures is very small, and the corridor and three towns have a lack of housing diversity. This could create challenges for future growth and housing availability for future workers.

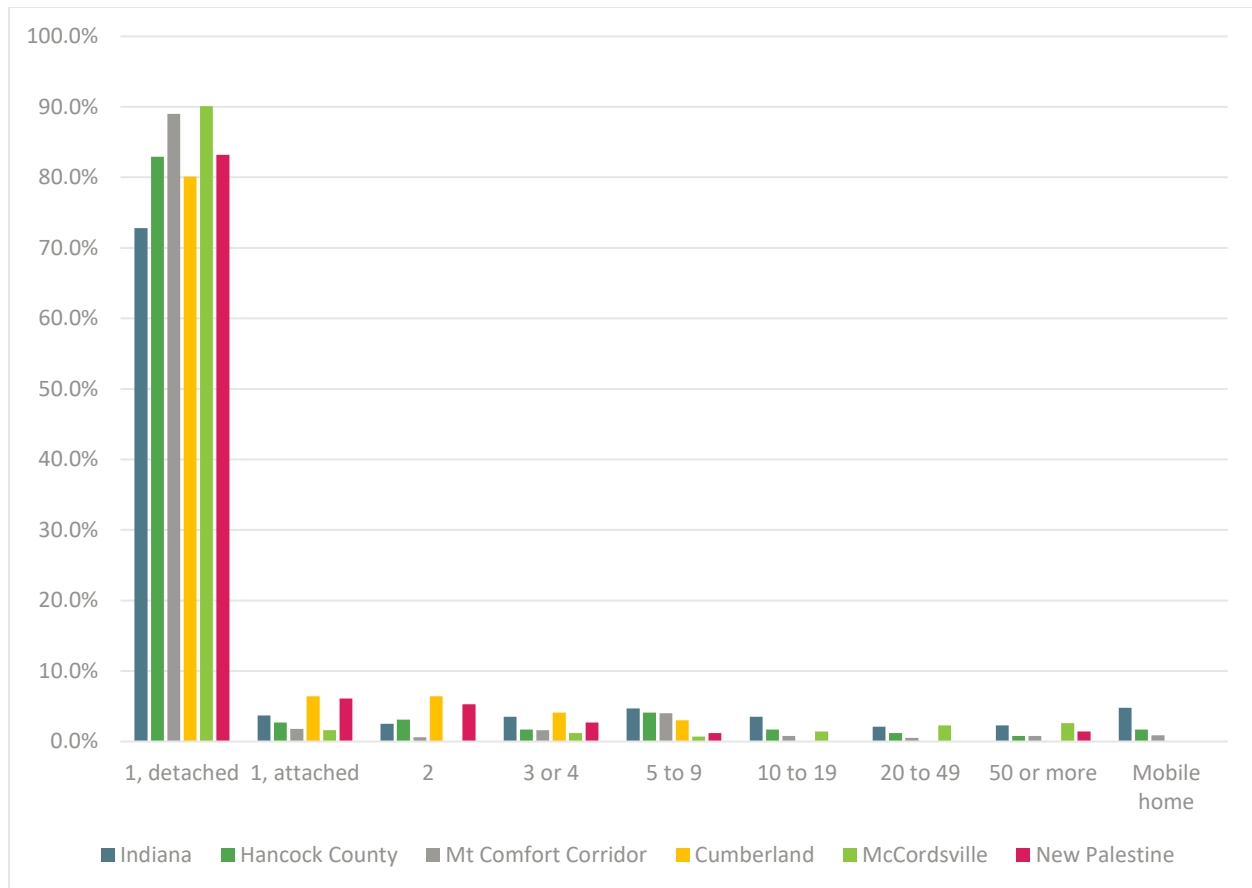


Exhibit 18: Housing by Units in Structure

The Mt. Comfort Corridor and the Towns of McCordsville and New Palestine all exceed state averages of housing valued above \$150,000. Cumberland exceeds state averages for housing valued from \$150,000 to \$199,999 and \$200,000 to \$249,000. This suggests that Cumberland offers slightly more affordable housing options than the rest of the Corridor. In general, housing in the Corridor tends to be higher valued homes compared to state averages. These home prices are pulled from 2015-2019 ACS five-year estimates and home prices around the corridor could be even greater than these valuations suggest because of immense pressure that currently exists on the national and regional housing market.¹ Current housing prices could create challenges for younger prospective residents that may be employed in the logistics and e-commerce sectors located along the corridor. These employees may be forced to live in on the east side of Marion County or other counties south and east of Hancock County where more attainable housing options exist.

¹Chris Glynn on Nov. 12, 2020. (2020, November 12). *Intense Competition Pushes Share of Homes Selling Above List to Record High*. Zillow Research. <https://www.zillow.com/research/home-sales-above-list-price-2020-28328/>.

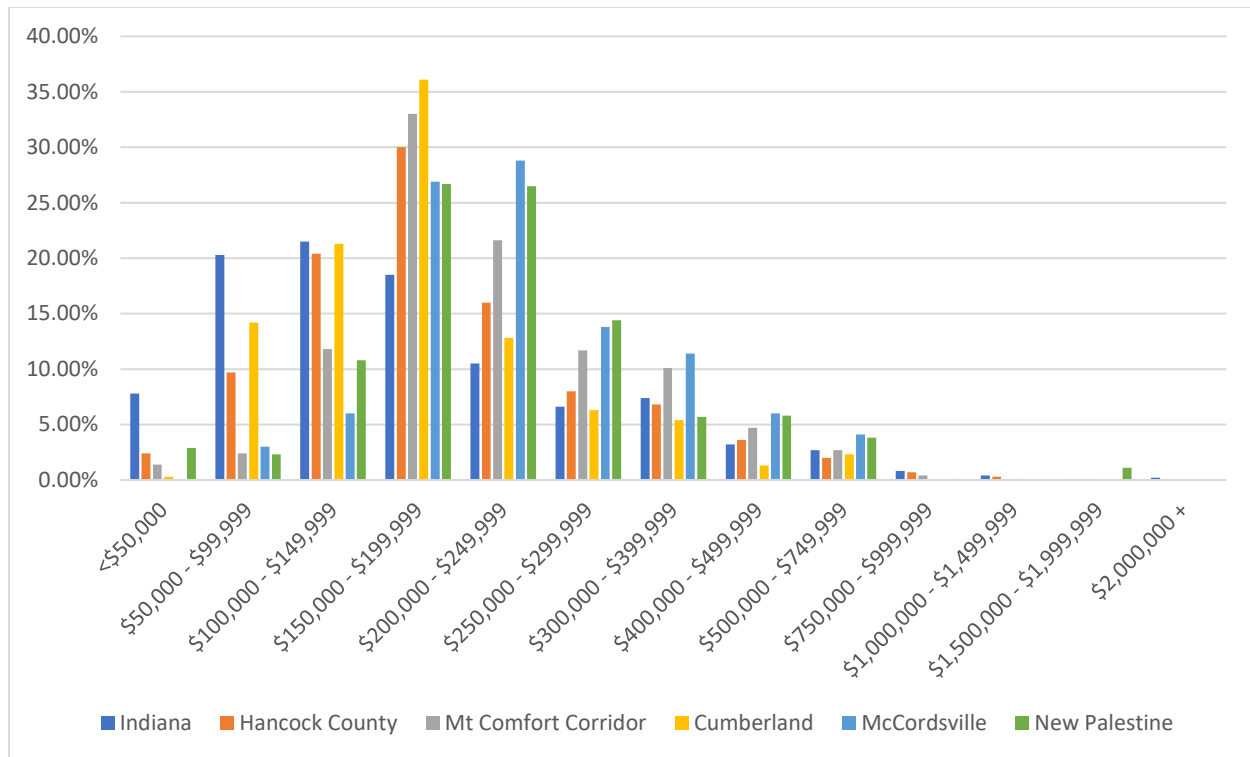


Exhibit 19: Owner Occupied Units by Value

Local permitting data indicates an upwards overall trend in single-family housing development. Median household value varies by town, but generally matches affordability for each town population's median household income. Long-range trends shown in Exhibit 19 highlight a growing demand for single-family housing back to pre-2008 levels (Source: 2019 Annual Report of the Hancock County Area-Wide Plan Commission, Board of Zoning Appeals, Building Department, and Planning Department)

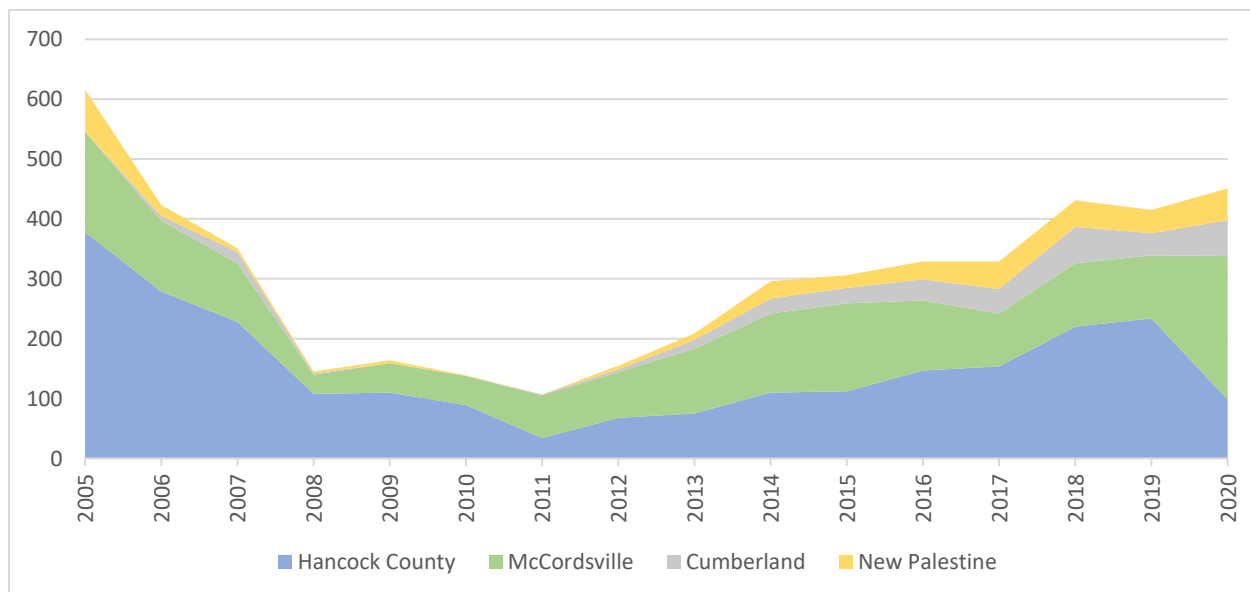


Exhibit 20: New Single-Family Building Permit Trends

HOUSING DEMAND ANALYSIS

A housing demand model for the Mt. Comfort Corridor forecasts and quantifies what annual demand may be over a ten-year period. The Mt. Comfort Corridor Housing Demand Model was determined using projections regarding job growth, current housing development, projected population growth, and current occupancy and vacancy rates.

Job Growth

Mt. Comfort Corridor is experiencing substantial economic and population growth that is anticipated to continue due to economic development commitments along the Corridor. The primary driver of this growth is logistics, e-commerce, warehousing, and industrial development along the Corridor south of McCordsville and just north of I-70. Hancock Economic Development Council's 2020 Annual Report highlights over one billion dollars in capital investment committed in 2020 alone as well as 3,698 jobs to be created by new companies in the next three years. Additionally, the Mt. Comfort Hancock County Labor Study identified 2,323 planned job growth for existing companies in the next three years. The bulk of those jobs coming online in 2021 are through the Amazon fulfillment center. A total of 6,021 new jobs from industry attraction and business retention efforts are anticipated to be added to the Mt. Comfort Corridor by 2023. This equates to an average of 2,007 new jobs being added to the corridor every year. While this number is large, it is not unreasonable for annual average job growth to remain near this level for the next five to ten years based on expectations for industrial development. This growth will present challenges and opportunities for development along the Corridor moving forward. These workers will fuel demand for housing along the Corridor and has been factored into local demand forecasting for the Corridor.

Current Housing Development

Local single-family permitting has been rising, but low vacancy rates indicate that there is not enough housing stock to support housing demand in the Corridor. A recent study, *Coming Up Short: Housing the Region's Future Workforce*, identified a deficit in housing construction throughout the metropolitan region, highlighting that recent construction trends will not meet current demands for housing annually. The global pandemic has put an emphasis on personal open space and quality of life when it comes to choosing where to live, which means the Corridor can expect more people to migrate to the area.

Population Growth

The Corridor and towns of McCordsville, Cumberland, and New Palestine have consistently outpaced national and regional annual population growth. From 2010 to 2019, McCordsville grew at an average annual rate of 5.13%. During the same period, Cumberland grew at an average annual rate of 1.8%, though much of that growth has occurred in two to three years. New Palestine has also grown rapidly and has experienced 4.34% one-year growth. These recent growth trends align with an uptick in residential building permits for each town.

Occupancy and Vacancy

Housing unit occupancy rates remained consistent at around 96%. The projected number of vacant homes increased proportionally to population and number of households increases. Once vacant units are removed, the remaining difference is the new units built over a ten-year period. Units that would likely have been demolished or converted to other uses are removed from the new housing unit total.

This provides a net gain in housing units. Calculations are estimated based on household growth over the ten-year period.

Current Market Trend Demand

Based on current residential building trends, the Mt. Comfort Corridor has an estimated demand for 8,761 new units over the next ten years. Based on projected regional housing trends², demand for multi-family development can be estimated. The town and county portions of the corridor have experienced limited multi-family housing development. Single-family building permits analyzed demonstrate that residential development occurring along the corridor is only addressing 67% of total housing demand. For this reason, it is estimated that the corridor will need 5,870 single-family and 2,891 multi-family units over the next ten-years, based on current building trends alone. In addition, future job growth will also create demand that is not accounted for based on current building and population trends.

	McCordsville	Cumberland	New Palestine	Hancock County	Total
Single-Family	2,300	1,060	530	1,980	5,870
Multi-Family	1,133	522	261	975	2,891
Total	3,433	1,582	791	2,955	8,761

Exhibit 21: 10-Year Housing Demand by Community

Job Driven Demand

The Mount Comfort Corridor is rapidly changing due to business growth, specifically in logistics, warehousing, and distribution related industries. Recent attractions include Amazon and Walmart. Amazon currently has one fulfillment center that employs thousands of employees and is planning to develop a second building. Walmart is currently in the process of constructing a 2.2 million square foot distribution center. These developments mark the beginning of a major surge of industrial development along the corridor. This growth will create thousands of new jobs along the corridor making between \$14-21 per hour. These workers will drive demand for workforce housing along the corridor. Currently, workforce housing is lacking and nearly non-existent along the corridor. If this housing is not developed, Hancock County and the towns of McCordsville, Cumberland, and New Palestine will miss an opportunity to grow their population that would increase their tax base and promote additional development opportunities.

By 2023, the corridor is expected to add over 6,000 jobs. Nearly 3,700 jobs are due to commitments from new businesses that plan to locate along the corridor. Additionally, existing businesses plan to add over 2,300 new employees. Over the next ten years, the corridor is on track to add slightly over 2,000 jobs annually. Over the next 10-years, it is anticipated that job growth will create demand for 5,018 housing units. These units are on top of the 8,761 units needed based on building and population trends to create a total demand for 13,779 units in the next 10-years.

It is anticipated that much of the demand driven by employment growth will be for more affordable or workforce housing. This could include both single-family and multi-family housing however, current economic conditions create challenges for developers to build single-family homes under \$250,000. For

² Regional housing studies for Central Indiana project a future housing need for 33% multi-family and 67% single-family product types.

this reason, multi-family and single-family attached developments may be best suited to address demand for workforce housing. Based on regional housing trends and projections³, future housing needs it is estimated that employment driven demand will be for 1,656 multi-family units and 3,362 single-family units.

Housing Demand Estimates

It is anticipated that the Mount Comfort Corridor will need approximately 13,779 additional housing units between 2020-2030 to accommodate housing demand. Annually, this equates to a demand for 1,378 new housing units over this period.

	Owner Occupied	Multi-Family	Total
Population and Existing Market Driven Demand	5,870	2,891	8,761
Employment Driven Demand	3,362	1,656	5,018
Total	9,232	4,547	13,779

Exhibit 22: 10-Year Projected Housing Demand

Limitations

- Acreage available for development
- Financial feasibility
- Housing market variability

While the annualized housing demand for the Corridor is 1,378 units, the majority of employment driven demand will arrive in the next three years. Higher density, workforce housing will need to be fast-tracked to capture this growth, otherwise workers will locate elsewhere and increase the number of cars commuting along the Corridor daily. Additionally, catalyst projects like workforce housing and commercial/residential projects also face gap-financing challenges, which may need public partnerships to incentivize development.

Lastly, underlying demand for housing does not always translate into new construction as housing markets fluctuate. Currently housing demand is higher than the supply, creating a unique opportunity for local governments to drive desired developments, but one must observe that unforeseen factors can affect this plan, including recessions, pandemics, and natural disasters. Additionally, when determining the demand for future housing, expected demand for units in surrounding areas should be considered. If the Corridor and neighboring cities are not quick to actualize the housing demand, other areas may develop housing and capture the demand for this area.

³ Ibid.

Household Affordability

Household Affordability by Income	Home Value Price Range		Rental Rate Price Range	
	Low	High	Low	High
<\$15,000	n/a	\$37,500	n/a	\$375
\$15,000-\$25,000	\$37,500	\$62,500	\$375	\$625
\$25,000-\$35,000	\$62,500	\$87,500	\$625	\$875
\$35,000-\$50,000	\$87,500	\$125,000	\$875	\$1,042
\$50,000-\$75,000	\$125,000	\$225,000	\$1,042	\$1,563
\$75,000-\$100,000	\$187,500	\$300,000	\$1,250	\$1,667
\$100,000-\$150,000	\$250,000	\$450,000	\$1,667	\$2,500
\$150,000+	\$375,000	n/a	\$2,500	n/a

Exhibit 23: Housing Affordability by Income

Household affordability rates for ownership and rental rates were determined based on home ownership best practices and rent-to-income ratios in the 2019 ACS 5-year estimates. Affordable ownership rates were set at 2.5x annual income up to annual income of \$50,000 and 3x annual income \$75,000 and up. Affordable rental rates were set at 30% of income up to \$40,000, 25% of income \$50,000-75,000, and 20% of income for \$75,000 and above.

2020-2030 Demand			
Total New Housing Unit Demand by Income	Population and Existing Market Driven Demand	Employment Driven Demand	Total Demand
<\$15,000	518	372	890
\$15,000-\$25,000	360	1,955	2,315
\$25,000-\$35,000	764	2,076	2,840
\$35,000-\$50,000	553	215	768
\$50,000-\$75,000	1,745	83	1,828
\$75,000-\$100,000	1,692	317	2,009
\$100,000-\$150,000	1,613	-	1,613
\$150,000+	1,516	-	1,516
Total New Housing Units	8,761	5,018	13,779

Exhibit 24: New Unit Demand by Income

For the Corridor to ensure housing development matches demand, an affordability breakdown has been included for reference. Population and Existing Market housing unit demand mirror existing household incomes in the Corridor, and employment driving demand reflects continued trends. For example, housing unit demand for residents earning \$25,000-\$35,000 is 2,840 over the next ten years. Someone in that income bracket that wants to buy a home could realistically spend between \$87,500 and \$125,000. If the housing market does not support single-family detached homes at that price-point, then higher-density development of townhomes and duplexes may be better options to address need. If

these products are not developed, rental properties ranging from \$625 to \$1,042 per month would be possible solutions to address this demand.

Regional Demand

Analysis of demographic and housing trends surrounding the Corridor suggest there is local demand for new housing development, but to further understand context of housing demand for the Mount Comfort Corridor, TPMA examined a 30-minute region. Exhibit 25 illustrates this 30-minute drive-time region from the I-70 and Mt. Comfort Road interchange. The Corridor is experiencing significant economic growth predominantly driven by transportation, warehousing, logistics, and e-commerce businesses which draw significant portions of their labor force from this 30-minute region. There is an opportunity to attract additional individuals that may be living closer to the edges of the 30-minute region but working at businesses along the Corridor.

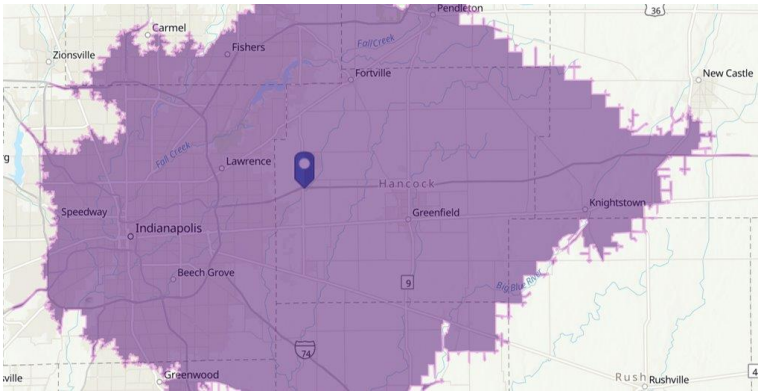


Exhibit 25: 30-minute Drive Time Region

Based on current growth, it is expected that a 30-minute drive time region of analysis will require 58,000

Housing Market Demand Model	
30 Min Drive Time	
Total new units needed (2020-2025)	28,870
Annualized demand	5,774
Sources: ESRI Business Analyst and TPMA	

new housing units between 2020 and 2030. This equates to an annualized demand of 5,800 units. The nodes along the Corridor may be in position to capture portions of this regional demand in addition to projected demand for just the Corridor. The ability to attract residents to the Corridor from the 30-minute region will likely depend on types of residential development.

STAKEHOLDER INTERVIEWS

TPMA spoke with approximately 20 stakeholders that understand the Mount Comfort Corridor's current housing market and housing needs through interviews. Types of stakeholders engaged included, government employees, real estate agents, builders, developers, business leaders, community leaders, and residents. Generally, stakeholder interviews supported findings of housing demand models and demographic and socioeconomic data analysis in terms of the existing market and demand for housing. The project team engaged stakeholders on a variety of topics that included:

- Conditions of the housing market
- Construction costs
- Sale prices of new and existing homes
- Challenges related to existing housing stock
- Challenges for new home construction
- Best sites for new home construction
- Differences between the rental and owner-occupied markets
- Home buyer preferences and demographics
- Strengths, weaknesses, opportunities, and threats related to housing

Stakeholders were generally in consensus that there is strong demand for workforce-oriented housing products to support growing industries, but that the supply of these types of units falls short of what is in demand. A constant theme emerged, that young professionals, police officers, firemen, teachers, nurses, and medical personnel have challenges finding appropriate housing, due to a lack of moderately priced residential products. Housing diversity is also limited as the primary housing type along the Corridor is single-family detached housing. This makes it difficult to attract younger or more diverse populations of residents who may already be working in the community but cannot find appropriate housing. This could have impacts for growing businesses making it more challenging to fill job openings. The need for workforce housing was a prevalent theme during stakeholder interviews however, many stakeholders also noted that workforce housing development sites should be well planned and located with consideration to surrounding land uses. Stakeholders also placed emphasis on continuing to promote owner-occupied housing options though were open to both single-family and owner-occupied attached products like townhomes while maintaining the character of communities along the Corridor and in Hancock County. The remainder of this section examines Strengths, Weaknesses, Opportunities, and Threats (SWOT) associated with the residential housing market along the Corridor.

Strengths

One of the most prevalent themes described during interviews was the growth occurring along the Corridor. Most of this growth has been driven by single-family residential housing and industrial/logistics development. This growth has created positive economic trends causing the western portion of Hancock County and the Mt. Comfort Corridor to be one of the fastest growing regions in the State of Indiana. This boom was likened to the growth experienced by Plainfield, Indiana in the past two decades due to the development of Ronald Reagan Parkway. The economic boom along the Corridor has drawn both residential and industrial developers to the region looking to capitalize on local demand.

Towns like Cumberland and McCordsville have seen dramatic increases in the number of residential building permits, and companies like Amazon and Walmart have completed or are in the process of

completing large warehousing/logistics buildings. Amazon will have two buildings totaling over 750,000 square feet (SF) while Walmart's distribution center is over two million SF. Other industrial and logistics related buildings have been or are in the process of being developed along the Corridor. This development is expected to create over 3,000 new jobs by 2022. Much of this development has occurred between County Road W 300 N and W 500 N. Stakeholders were generally supportive of this growth, but prefer that industrial development be limited between these two county roads to prevent it from infringing on McCordsville, Cumberland, and New Palestine. The industrial growth and economic development are seen as strengths that will draw new residents to the Corridor for employment and in turn drive demand for commercial services and additional residential development.

Strong residential growth along the Corridor has been positive. This development and the existing housing stock are predominantly larger single-family detached homes that are either custom built or parts of subdivisions. Most of these homes are valued from \$300,000 and up. This demand is expected to continue and is viewed favorably by developers, builders, and residents as it promotes the suburban quality of life many Hancock County residents are attracted to. The strength of the housing market along the Corridor could also drive development of more diverse market rate housing types such as townhomes, condos, and apartments that incorporate commercial space and offer residents a more unique experience.

In addition to growth, other strengths were rooted in community assets and agricultural heritage. Schools near the county are rated highly, which is an additional draw for residential development. There are a variety of utility providers along the Corridor and towns that are willing to work with developers to promote utility access. McCordsville, Cumberland, and New Palestine have also worked to enhance walkability through a variety of trail systems. In addition to utilities, interstate and connectivity promoted by the Mt. Comfort Corridor is another strength. One of the more unique utility assets along the Corridor includes NineStar Fiber which provides business and residents with broadband speeds up to 1 GB. The I-70 interchange creates opportunities for new development. Hancock Health is driving this development on the south west corner of the interchange, but opportunities exist for more commercial oriented or mixed-use development at the other corners of this intersection that could compliment and catalyze more diverse and denser housing products.

Weaknesses

Rapid economic growth has been beneficial for the Mt. Comfort Corridor, but it has also exposed or created some weaknesses. One weakness is that there is a lack of housing diversity along the Corridor. Single-family detached products make up almost 90% of all housing in the Mt. Comfort Corridor study area. These products also tend to be higher-value homes typically selling for \$300,000 and up. It is important to have and continue to promote development of this product, there is a large need for other housing types that includes both market rate and more workforce-oriented products. Workforce housing will continue to be a major need along the Corridor as economic growth accelerates. Currently, it is challenging for those making less than \$75,000 to comfortably afford to live along the Corridor. Many of the new jobs coming to the Corridor will pay below \$75,000 per year, making it difficult for employees to live where they work. A lack of housing diversity may also negatively impact the Corridor's ability to attract and retain younger residents.

Another weakness that also creates some future threats for development along the Corridor is that there is no unified land use plan between the three towns and County. Stakeholders are concerned that

the lack of a unified land use plan could lead to conflicting developments that do not achieve highest and best use. This could create further threats identified in later sections of this SWOT analysis. In general, many stakeholders noted that it is important for Hancock County to work closely with the towns to define how the Corridor develops moving forward and there were concerns that dialogue on land-use issues is not consistent between the county and towns.

Other challenges noted by stakeholders related to Mt. Comfort Road itself. Stakeholders are concerned that industrial development will lead to increased commercial truck traffic. Mt. Comfort Road is mostly two lanes which would make this congestion more pronounced. Other challenges include railroad crossings along the Corridor. Crossings also create congestion challenges especially near McCordsville.

Opportunities

Stakeholders identified opportunities to develop more diverse housing products along the Mt. Comfort Corridor. Builders and developers noted that denser housing products could be successfully developed along the Corridor including townhomes, duplexes, condos, and apartments. Zero-lot line single-family homes were also described as a housing product that could be successful along the Corridor. Developers and builders also noted that both workforce and market rate apartments could both be feasible along the Corridor from a demand standpoint, but workforce housing may be more challenging to finance. Opportunities for denser housing development should be concentrated near more populated nodes along the Corridor. Stakeholders also noted potential for mixed use development that includes commercial on lower stories and upper-level residential units. Developers and builders noted that this is a product that could work, and many community leaders, and residents viewed this as a favorable development type that should be concentrated around more populated areas of the Corridor.

Opportunities also exist to attract more diverse residents by developing a variety of housing products. As has been stated throughout this report, the market exists for denser housing products that would appeal to younger and older home buyers. The towns along the Corridor could attract these groups by offering more urban and walkable communities. McCordsville is in the process of developing this type of environment through their proposed town center development. Cumberland could also explore similar mixed-use or town center development especially closer to the I-70 and Mt. Comfort interchange where Hancock Health could serve as a catalyst for this type of development. Similarly, New Palestine is seeing some mixed-use development spurred by Hancock Health's project at the intersection of US 52 and Mt. Comfort Road.

Further opportunities exist to promote residential developments focused on workforce housing that could create more housing options along the Corridor for employees of large industrial employers as well as nurses, firefighters, police officers, and teachers working near the Mt. Comfort Corridor. This opportunity will be missed if workforce-oriented housing is not developed along the Corridor.

Threats

Stakeholders noted threats that could negatively impact housing development along the Corridor, including challenges caused by rapid growth, perceptions of certain housing types, and cooperation between towns and the County. Stakeholders noted concerns about how industrial development would be handled along the Corridor as there are no official agreements between the towns along the Corridor and Hancock County regarding development. Some stakeholders worry that lack of a unified zoning or land use plan could allow industrial developments to encroach on areas that are best suited for

residential or commercial uses. Specific concerns regarded industrial development that could occur south of I-70 and north of County Road W 500 N. Industrial developments in these areas could hinder residential and commercial developments in this area and agreements between the towns and the county on land use could eliminate this perceived threat.









Rapid growth presents inherent challenges for both Hancock County and the towns of McCordsville, Cumberland, and New Palestine. Stakeholders noted that rapid growth has already started to strain some fire departments along the Corridor, which may not be able to receive funding needed to increase staff and provide needed equipment to fight fires. Stakeholders noted that the large industrial buildings being developed along the Corridor present the greatest challenge to firefighters. The greatest issue fire departments face is funding challenges created by state tax caps. These challenges make it difficult to hire enough staff. Fire departments do not see housing growth as a threat though they emphasized the importance of appropriately installing fire hydrants in new residential developments to mitigate fire hazards. It is important to reiterate that fire challenges are not related to growth itself, but rather lack of funding. Fire departments noted they could successfully service growing communities if they received the appropriate funding. Rapid growth could also create planning challenges for Hancock County and the three towns, as it will be too late to plan for smart growth once new developments begin.

Another challenge that could hinder future development is perceptions of workforce housing and multi-family housing products. Some stakeholders noted that they were opposed to multi-family development. Other stakeholders supported this type of development but noted significant opposition existed by factions of residents to multi-family developments. Stakeholders suggested that this opposition stems from the condition of rental units located in Indianapolis just west of the Hancock County border. Concerns about similar types of multi-family development along the Corridor exist and drive opposition to lower quality developments. This opposition to multi-family development could inhibit development of high-quality workforce and market rate multi-family development as those opposed tend to lump all types of multi-family development together.

KEY TAKEAWAYS OF INTERVIEW FINDINGS

Key takeaways compiled by TPMA after completing stakeholder interviews are included below.

Takeaways build on the findings identified above from stakeholder interviews. Findings have green, yellow, or red points associated with them to signify the finding is positive, negative, or neutral. These points could shift depending on local response. Summary findings for all stakeholder groups include:

-  Significant opportunity for new and diverse types of residential development to meet growing housing demand
-  Lack of unified land use plan for development along the Mt. Comfort Corridor
-  Ample single-family homes, although mostly too expensive for young people and workforce
-  Strong quality of life assets like schools and more rural setting
-  Corridor is experiencing rapid growth which creates development opportunities and challenges
-  Communication between County and towns along the Corridor has historically been a barrier
-  Attractive sites along the Corridor and in key development nodes for residential and mixed-use development
-  Resistance to apartments and workforce housing – based on stigma associated with lower income housing

Based on findings from data analysis, stakeholder interviews, and an on-site tour, TPMA with the guidance of local leadership was able to identify several sites within the Mt. Comfort Corridor positioned for housing development.

COMMUNITY TAPESTRIES

Tapestry Segmentation is a geodemographic system that identifies distinctive markets in the US based on socioeconomic and demographic characteristics to provide an accurate, comprehensive profile of US consumers. In essence, they provide consumer market profiles that categorize households based on their preference for goods, leisure activities, and housing choice. These profiles estimate the average growth, demographic characteristics, and buying power of such households. Using these household tapestry profiles; Mt. Comfort Corridor can identify the broad categories of households already present in the Corridor and in the region and gauge the types of development likely to attract target groups.

The following tapestries were identified using Esri estimates with the boundaries for each town to identify unique tapestries within each corridor community. Esri data was also used for the entire corridor study are to provide a more holistic understanding of household types along the corridor. All tapestries described in the body of this study are included in full detail in the appendix.

Corridor Community Tapestries

The following are the tapestries that form the Corridor today, with national trends for each tapestry segment. Several factors result in community tapestry classification, and while specific socioeconomic data for the Corridor may not directly correlate with the tapestries listed for each community, the community tapestries use national trends and are intended to complement existing data with a broader lens of people living within Mt. Comfort Corridor. It should also be noted that these tapestries may be more generalized in some cases especially when examining smaller areas. Full Community Tapestry Profiles can be found in the Addendum to this report.

- **Up and Coming Families – McCordsville.** Residents are younger and more mobile and ethnically diverse than the previous generation. Families are young, hard-working, and careful shoppers who seek the latest technology. This is one of the fastest-growing markets in the country. Living in new suburban periphery developments. Median Net Worth is \$122,700.
- **Green Acres – New Palestine.** Country living and self-reliance with a variety of outdoor recreation. Low unemployment, but income is also generated from self-employment and investments. Cautious consumers focused on quality, comfortable with technology as a tool. Residents live in rural enclaves in metropolitan areas, typically in older single-family homes with large acreage. Median Net Worth is \$267,700.
- **Savvy Suburbanites – New Palestine.** Well educated, well-read, and well-capitalized. These families include empty nesters and those with older children at home. Lifestyle includes home remodeling, gardening, sports, and exercise. Informed shoppers who do their research first and focus on quality, liberally use technology, and enjoy good food, wine, and culture. Located in classier neighborhoods outside of the city core. Median Net Worth is \$518,100.
- **Soccer Moms – Cumberland & McCordsville.** Affluent, family-oriented market with a country flavor. Carry a higher level of debt, well-connected to several wireless devices for convenience. Residents prefer new housing slightly separate from urban core close enough to commute to job centers. Median Net Worth is \$284,500.

- **Comfortable Empty Nesters – Cumberland.** Large and growing market of older residents, with nearly half of all householders aged 55 or older; many still live in the suburbs where they grew up. Prioritize home maintenance and eating at home. Families are typically married couples, many without children, living throughout the suburbs and small towns of metropolitan areas. Median Net Worth is \$293,000.
- **Middleburg – Unincorporated.** Semirural subdivision residents. Conservative and family-oriented consumers, who are thrifty, comfortable with technology, and prefer to buy American. Families are young couples with children. Median Net Worth is \$115,300.
- **Midlife Constants – Cumberland.** Seniors, at or approaching retirement, with below average labor force participation and above average net worth. More country than urban lifestyle, using technology for convenience, attentive to price but prioritize quality. Residents live in older homes in the suburban periphery. Families are primarily married couples with growing share of singles. Median Net Worth is \$138,300.

Mt Comfort Corridor Housing Gap Analysis

THOMAS P. MILLER & ASSOCIATES

Tapestry Segment	Mt Comfort Corridor	Hancock County	30-Minute Drive Time	United States
Up and Coming Families	26.0%	10.0%	5.3%	2.5%
Green Acres	17.7%	15.9%	2.6%	3.2%
Savvy Suburbanites	14.4%	8.0%	3.0%	3.0%
Soccer Moms	14.2%	5.4%	3.1%	3.0%
Comfortable Empty Nesters	9.5%	3.7%	2.0%	2.4%
Middleburg	9.2%	21.1%	5.9%	2.9%
Midlife Constants	9.0%	7.6%	2.3%	2.5%
Total	100%	71.7%	24.2%	19.5%

Exhibit 26: Mt. Comfort Corridor Tapestries as Percent of the Population

Tapestry Segment	Median HH Income	Median Age	Avg. HH Size	Median HH Value	Pct. Own	Pct. Rent	Typical Housing	Pop. Growth
Up and Coming Families	\$72,000	31.4	3.12	\$194,000	73.9%	26.1%	SF	2.8%
Green Acres	\$76,800	43.9	2.70	\$235,000	62.7%	37.3%	SF	0.9%
Savvy Suburbanites	\$108,70	45.1	2.85	\$362,900	86.1%	13.9%	SF	0.8%
Soccer Moms	\$90,500	37.0	2.97	\$257,400	90.6%	9.4%	SF	1.4%
Comfortable Empty Nesters	\$75,000	48.0	2.52	\$203,400	84.9%	15.1%	SF	0.5%
Middleburg	\$59,800	36.1	2.75	\$175,000	73.4%	26.6%	SF	1.4%
Midlife Constants	\$53,200	47.0	2.31	\$154,100	72.7%	27.3%	SF	0.3%

Exhibit 27: Top Tapestries in Mt. Comfort Corridor

Corridor tapestries continue to show a family-focused demographic, serving single-family detached homes with above average home ownership rates. The region surrounding Mt. Comfort Corridor is much more diverse, however, serving a variety of markets. Opportunities likely exist to provide housing for groups from the 30-minute region if appropriate housing is developed to suit these groups' needs.

Tapestry Segment	30-Minute Drive Time	Mt Comfort Corridor	United States
Hardscrabble Road	9.0%	-	1.2%
Traditional Living	8.1%	-	1.9%
Middleburg	5.9%	9.2%	2.9%
Up and Coming Families	5.3%	26.0%	2.5%
Old and Newcomers	4.8%	-	2.3%
Emerald City	4.4%	-	1.4%
Rustbelt Traditions	4.1%	-	2.2%
Metro Fusion	4.0%	-	1.4%
Professional Pride	3.7%	-	1.6%
Boomburbs	3.6%	-	1.8%
In Style	3.5%	-	2.2%
Modest Income Homes	3.4%	-	1.3%
Soccer Moms	3.1%	14.2%	3.0%
Savvy Suburbanites	3.0%	14.4%	3.0%
Set to Impress	2.9%	-	1.4%
Green Acres	2.6%	17.7%	3.2%
Young and Restless	2.3%	-	1.7%
Midlife Constants	2.3%	9.0%	2.5%
Metro Renters	2.3%	-	1.7%
City Commons	2.1%	-	0.9%
Comfortable Empty Nesters	-	9.5%	2.4%
Salt of the Earth	-	3.7%	1.2%
Total	80.4%	100%	43.7%

Exhibit 28: Tapestries Comparison

Top Ten Tapestry Segments Site vs. U.S.

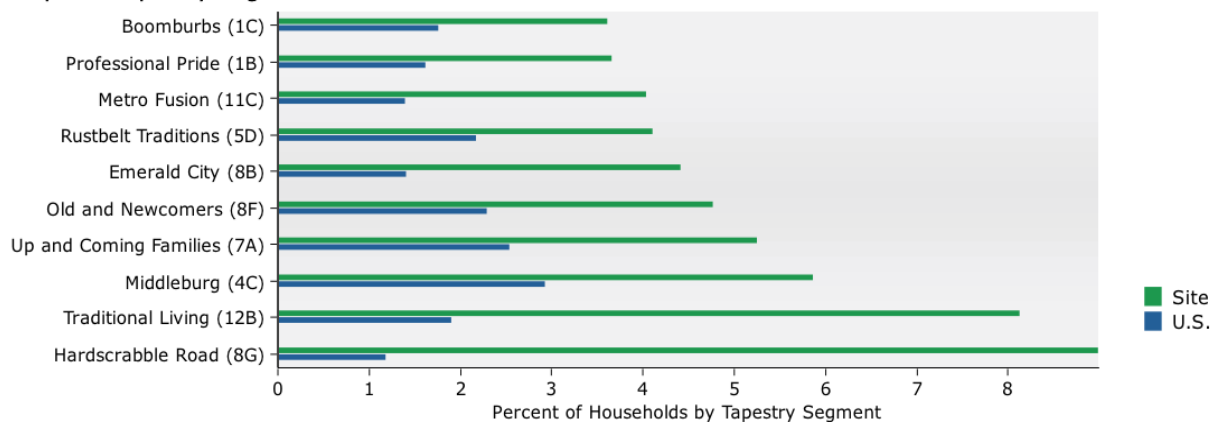


Exhibit 29: Top Tapestries 30-minute Region

Workforce Housing Tapestries

Rapid job growth in the Corridor forms an opportunity to target workforce housing development that will allow for higher density development. Higher density residential development will support more retail commercial development along the corridor and reduce the impact of commuter traffic along the corridor, as there will be fewer people commuting from outside the region for work. Many of the jobs coming to the Corridor are tied to fulfillment and distribution centers with lower wages (e.g., \$27,555 median annual earnings for Laborers and Freight, Stock, and Material Movers). Failure to provide housing for the influx of over 6,000 jobs will result in more employees commuting, which will create added congestion along an already busy Corridor.

A review of regional tapestries that correlates with the new jobs coming to the Corridor indicates six community profiles that could be attracted to Mt. Comfort Corridor, provided there is adequate diversity of housing stock to meet demand. General descriptions are below as well as national averages and trends in income, housing, and population growth for each tapestry.

Tapestry Segment	Median HH Income	Median Age	Avg. HH Size	Median HH Value or Rent	Pct. Own	Pct. Rent	Typical Housing	Pop. Growth
Traditional Living	\$39,300	35.5	2.51	\$83,200	58.9%	41.1%	SF	0.2%
Rustbelt Traditions	\$51,800	39	2.47	\$123,400	71.2%	28.8%	SF	0.3%
Metro Fusion	\$35,700	29.3	2.65	\$898	24.0%	76.0%	Multi-Unit Rental, SF	1.0%
Modest Income Homes	\$23,900	37	2.56	\$723	44.7%	55.3%	SF	-0.2%
Set to Impress	\$32,800	33.9	2.12	\$787	27.7%	72.3%	Multi-Unit Rental, SF	0.6%
Young and Restless	\$40,500	29.9	2.04	\$958	13.1%	86.9%	Multi-Unit Rental	1.3%
Old and Newcomers	\$44,900	39.4	2.12	\$880	45.2%	54.8%	SF; Multi-Unit	0.7%

Exhibit 30: Workforce Tapestries

- **Traditional Living** – Younger market with householders juggling the responsibilities of living on their own or in a new marriage, while retaining their youthful interests in style and fun. High labor force participation, cost-conscious consumers, active on social media. Living in low-density settled neighborhoods. Median Net Worth \$33,900.
- **Rustbelt Traditions** – The backbone of industrial cities, residents are a mix of married-couple families and singles who value time spent at home. Living in older developments located in the dense urban fringe of metropolitan areas in single-family homes. Median Net Worth \$98,100.

- Metro Fusion – Young, diverse, hard-working market. Many households have young children, and a quarter are single-parent families. They take pride in their appearance and spend money readily on what's trending. Living in midsize apartment buildings. Median Net Worth \$12,200.
- Modest Income Homes – Nontraditional households with strong religious faith and family values. Many residents are primary caregivers to elderly family members, utilizing social security and public assistance in addition to wages to make ends meet. Most households have one car and nearly a third rely on carpooling, walking, biking, or public transportation. Living in older single-family homes. Median Net Worth \$12,400.
- Set to Impress – Single-person households make up over 40% of all households. Incomes are low and unemployment is higher, but many are also enrolled in college. Image-conscious consumers looking out for a sale, highly connected to family. Living in large multiunit apartments nestled in neighborhoods with either single-family homes or other businesses. Median Net Worth \$12,200.
- Young and Restless – Well-educated, diverse, and highly mobile young workers. Careful shoppers, researching before investing in latest trends. These residents are not established yet but are striving to get ahead and improve themselves. This market ranks in the top 5 for renters, movers, college enrollment, and labor force participation rate. Living in apartments in densely populated neighborhoods in large metropolitan areas. Median Net Worth \$12,000.
- Old and Newcomers – Features singles' lifestyles, on a budget. The focus is more on convenience than consumerism, economy over acquisition. Old and Newcomers is composed of neighborhoods in transition, populated by renters who are just beginning their careers or retiring. Some are still in college; some are taking adult education classes. They support charity causes and are environmentally conscious. Age is not always obvious from their choices. Median Net Worth: \$30,900

Other Tapestries

Additionally, there are other tapestries from the 30-minute region of analysis with higher incomes and could be attracted to communities along the Corridor. These tapestries mostly include young professionals that prefer more urban settings and denser housing options, especially apartments or attached single family options like townhomes. Characteristics of these tapestries are detailed in Exhibit 30 which is followed by brief descriptions of each.

Tapestry Segment	Median HH Income	Median Age	Avg. HH Size	Median HH Value or Rent	Pct. Own	Pct. Rent	Typical Housing	Pop. Growth
Emerald City	\$59,200	37.4	2.06	\$1,087	51.5%	48.5%	Multi-Unit	0.9%
In Style	\$73,000	42.0	2.35	\$243,900	71.2%	32.2%	SF-Attached	0.8%

Exhibit 31: Other Tapestries

- Emerald City – Well educated and well employed, half have a college degree and a professional occupation. Live in lower-density neighborhoods of urban areas throughout the country. Young and mobile, they are more likely to rent. Median Net Worth \$52,700.
- In Style – Embrace an urbane lifestyle that includes support of the arts, travel, and extensive reading. They are connected and make full use of the advantages of mobile devices. Professional couples or single households without children. Median Net Worth \$165,800.

Key Findings

Several community tapestries that may be working but not living in the Corridor may be characterized as younger families, single-parent families, and single employees. Individuals in these groups may not have the resources or desire to buy a single-family detached home because their job market is highly fluid, and flexibility is critically important to these residents. Amenities and quality of life factors drive where they will live, such as being close to culture, restaurants and local shops, recreation and trails, quality schools, and a short commute to and from work. Much of the younger population working in the Corridor may not relocate because they will choose to live closer to the city-center in Indianapolis, but there is an opportunity to draw in new residents with a diversity of commercial/housing developments that highlight walkability and interconnected trails.

These tapestries may not be interested in buying a home now but will transition to home ownership over time. Drawing these residents to the Corridor as renters will increase the likelihood that they will stay in the area when they are ready to purchase a home in the future to keep their children in the same school system and continue to enjoy the quality of life along the Corridor.

However, if housing development continues its current trajectory, these families will not be able to afford to live in the area and will instead commute daily, increasing commute times for residents already living near the Corridor.

Development Sites

Four Key nodes have been identified along the Mt. Comfort Corridor for housing development. These nodes include the Towns of McCordsville, Cumberland, and New Palestine as well as the intersection of I-70 and Mt. Comfort Road. The following section will describe potential housing development scenarios in these nodes in more context. These scenarios identify specific sites located within each node. Site descriptions provide context of properties that could be developed, potential project phasing, appropriate housing types, price point, and targeted tapestry profiles.

These scenarios align with findings from the land use plan for the Corridor, which was developed by Stantec in conjunction with this housing study. Scenarios present possible multi-family and mixed-use developments that align with major and minor catalyst sites identified in the land use plan. These development scenarios begin to demonstrate how demand for new housing could be addressed over the next five to ten years. These scenarios also include estimates of potential investments based on development costs per square foot (SF) determined through conversations with developers working within the region. Each scenario anticipates the total number of units that could be developed on each site ranging from 700 SF to 1,300 SF. A 700 SF unit would likely support 1 bedroom while a 1,000 SF unit could accommodate 2 bedrooms, while a 1,300 SF unit could support 2-3 bedrooms.

McCordsville



Exhibit 32: McCordsville Development Site at Mt. Comfort Rd and CR W 600 N

The Town of McCordsville is located on the north end of the Mt. Comfort Corridor south of the City of Fishers, IN. Fishers has experienced significant growth in the last two decades which is beginning to move south into McCordsville. McCordsville has experienced significant residential development characterized by higher-end single-family homes mostly ranging from \$350,000 to \$500,000. This development has strengthened the local market for more mixed-use oriented development and the town is currently in the beginning stages of developing a mixed-use town center near the intersection of Mt. Comfort Road and Highway 36. In addition to the town center, there are likely other opportunities for mixed-use

development in the next 5-10 years. One spot identified in this study is the intersection of Mt. Comfort Road and County Road W 600 N. This 39-acre site is just north of large-scale industrial development occurring in Hancock County and could serve as a site for workforce housing and create a commercial destination for the areas growing workforce as well as individuals traveling along Mt. Comfort Road.

It is anticipated that this 39-acre parcel could support a maximum of 1,017,000 SF of development. A project of this size could accommodate between 900 and 1,100 units divided between six to eight 3 story mixed use-buildings. Build out should be phased over a period of 5 to 10 years to capture annual growth of the market. Rents for these units could range from \$900 – \$1,300 per month. It is estimated that there would be 824,000 total SF of residential space meaning each apartment unit would range from 700 to 1,000 SF with one to two bedrooms. The target market for this product would include:

- **Up and Coming Families** – Residents are younger and more mobile and ethnically diverse than the previous generation. Families are young, hard-working, and careful shoppers who seek the latest technology. This is one of the fastest-growing markets in the country. Living in new suburban periphery developments. Median Net Worth is \$122,700.
- **Young and Restless** – Well-educated, diverse, and highly mobile young workers. Careful shoppers, researching before investing in latest trends. These residents are not established yet but are striving to get ahead and improve themselves. This market ranks in the top 5 for renters, movers, college enrollment, and labor force participation rate. Living in apartments in densely populated neighborhoods in large metropolitan areas. Median Net Worth \$12,000.
- **Emerald City** – Well educated and well employed, half have a college degree and a professional occupation. Live in lower-density neighborhoods of urban areas throughout the country. Young and mobile, they are more likely to rent. Median Net Worth \$52,700.
- **Metro Fusion** - Young, diverse market. Many residents do not speak English fluently and have moved into their homes recently. They are highly mobile and over three quarters of households are occupied by renters. Many households have young children; a quarter are single-parent families. The majority of residents live in midsize apartment buildings. Median Net Worth \$12,200.

Build out of this development would occur over five to ten years. This total development could also support 91,000 SF of commercial space split between the lower levels of these buildings. Commercial space should be concentrated along Mt. Comfort Road and County Road W 600 N. This commercial space could be leased at \$20 to \$25 per SF.

Approximately 1,375 parking spaces would need to be developed on-site over the course of 5-10 to accommodate residents and patrons of the commercial space. The total project cost for this development is estimated at \$158,000,000. If phased over five to ten years, this would equate to \$32,000,000 to \$15,800,000 of new investment per year.

Hancock Health Gateway



Exhibit 33: Hancock Gateway Site at Mt. Comfort Road and CR 200N

Hancock Health is leading development of a gateway project at the interchange of I-70 and Mt. Comfort Road. Hancock Health has master planned a site on the southwest corner of the interchange. The masterplan primarily focuses on commercial- and medical- office development but does include the possibility of senior housing, a hotel, and restaurants. This project will catalyze additional development at the interchange. A potential site for residential development has been identified east of the Hancock Health Gateway site at the northeast corner of the intersection of Mt. Comfort Road and County Road 200N. This site is unique as it is split by Buck Creek, which could create unique development opportunities. The town of Cumberland is working to create a river district and, if incorporated, this site could offer a unique range of mixed-use development possibilities including upscale bars, restaurants, or a brewery.

This development scenario assumes that this 20-acre site could support up to 340,000 SF of total development. This square footage could be divided between three separate three-story buildings. Development of these buildings could be phased over 5-10 years and would allow for the development of 275 to 305 market rate residential units. After factoring in gross leasable area available in each building, it is estimated that each unit would be 800 to 1,200 SF and could achieve rents between \$1,000 and \$1,500. The total project cost is estimated at \$53,000,000 or roughly \$173,000 to \$193,000 per unit.

It is estimated that this project could include 30,500 additional SF of commercial space that would be divided between all or two of the buildings. This would allow for 15,250 to 10,200 SF of commercial space to be included in these buildings. Commercial space could support a variety of amenities that would serve residents of market rate apartments, employees working at the Hancock Gateway Site, and traffic from Mt. Comfort Road. This could include a restaurant or brewery overlooking Buck Creek.

The target market for this product would include:

- Emerald City – Well educated and well employed, half have a college degree and a professional occupation. Live in lower-density neighborhoods of urban areas throughout the country. Young and mobile, they are more likely to rent. Median Net Worth \$52,700.
- In Style – Embrace an urbane lifestyle that includes support of the arts, travel, and extensive reading. They are connected and make full use of the advantages of mobile devices. Professional couples or single households without children. Median Net Worth \$165,800.
- Set to Impress – Young, yet connected to family, nearly one in three residents is 20 to 34 years old, and over half of the homes are single person and nonfamily households. Living in medium to large multiunit apartments with lower-than-average rents. These apartments are often nestled into neighborhoods with other businesses or single-family housing. Median Net Worth \$12,200.

Cumberland – CR 100 N Site



Exhibit 34: Cumberland Site at Mt. Comfort Road and CR 100 N

The town of Cumberland is experiencing rapid growth similar to McCordsville, however, Cumberland is further south along the Corridor and may be positioned to support the most diverse range of housing products of any community along Mt. Comfort Road. Another unique feature of the town is that it is in both Marion and Hancock County, extending out to the intersection of Mt. Comfort Road and US 40. A 20-acre site at the intersection of Mt. Comfort Road and CR 100 N could support a mix of uses including multifamily development. This site would create additional density to promote a diversity of housing products in an area that has experienced successful single-family

development. Additional development around this site could include commercial development directly at the southwest corner of Mt. Comfort Road and CR 100 N as well as park space and less dense residential development along the south side of CR 100 N to serve as a buffer between this multi-family site and existing development.

It is estimated that 520,000 SF of multi-family development could be built on this 20-acre site. This total square footage could be split between four to six buildings that are each three-stories. In total, these buildings could support approximately 600 units ranging from 700 to 1,000 SF. These units could likely achieve rents of \$800 to \$1,300 per month. Additionally, 715 parking spaces would be needed on-site to support residents and commercial traffic. The total project cost is estimated at \$82,000,000 with an average cost per unit of \$140,000. It is anticipated that development of this scale would need to be phased over five to ten years.

The target markets for this product would include:

- Young and Restless – Well-educated, diverse, and highly mobile young workers. Careful shoppers, researching before investing in latest trends. These residents are not established yet but are striving to get ahead and improve themselves. This market ranks in the top 5 for renters, movers, college enrollment, and labor force participation rate. Living in apartments in densely populated neighborhoods in large metropolitan areas. Median Net Worth \$12,000.
- Set to Impress – Young, yet connected to family, nearly one in three residents is 20 to 34 years old, and over half of the homes are single person and nonfamily households. Living in medium to large multiunit apartments with lower-than-average rents. These apartments are often nestled into neighborhoods with other businesses or single-family housing. Median Net Worth \$12,200.

- Old and Newcomers – Features singles’ lifestyles, on a budget. The focus is more on convenience than consumerism, economy over acquisition. Old and Newcomers is composed of neighborhoods in transition, populated by renters who are just beginning their careers or retiring. Some are still in college; some are taking adult education classes. They support charity causes and are environmentally conscious. Age is not always obvious from their choices. Median Net Worth: \$30,900
- Emerald City – Well educated and well employed, half have a college degree and a professional occupation. Live in lower-density neighborhoods of urban areas throughout the country. Young and mobile, they are more likely to rent. Median Net Worth \$52,700.
- Metro Fusion - Young, diverse market. Many residents do not speak English fluently and have moved into their homes recently. They are highly mobile and over three quarters of households are occupied by renters. Many households have young children; a quarter are single-parent families. Most residents live in midsize apartment buildings. Median Net Worth \$12,200.

New Palestine – US 52 Site



Hancock Health is developing another mixed-use site that includes a medical facility near the New Palestine Node at the intersection of Mt. Comfort Road and US 52. This site could be a driver for additional development at this intersection. A 10-acre site has been identified in this development scenario, which could support additional mixed-use development adjacent from Hancock Health's project. A new public library and senior housing project have recently been completed just east of this site.

This scenario assumes a total three-story development of 261,000 SF which could be split between two or three buildings and phased over a period of five to ten years. Gross leasable area is anticipated at 235,000 SF of which 211,000 SF would be used for residential apartment units and 23,500 SF for commercial space. It is estimated that 230 to 240 one- and two-bedroom apartments could be included in this development with a per unit development cost of \$173,000. These apartments could likely achieve rents between \$900 to \$1,200. This project would also require 282 parking spaces to accommodate customers of commercial businesses and residents living in the building. The total development cost for this project is estimated at \$40,700,000.

Exhibit 35: Mt. Comfort and US 52 Development Site

The target markets for this product would include:

- **Old and Newcomers** – This market features singles' lifestyles, on a budget. The focus is more on convenience than consumerism, economy over acquisition. Old and Newcomers is composed of neighborhoods in transition, populated by renters who are just beginning their careers or retiring. Median Net Worth \$44,900.
- **Set to Impress** – Young, yet connected to family, nearly one in three residents is 20 to 34 years old, and over half of the homes are single person and nonfamily households. Living in medium to large multiunit apartments with lower-than-average rents. These apartments are often nestled into neighborhoods with other businesses or single-family housing. Median Net Worth \$12,200.
- **Middleburg** – Semirural subdivision residents. Conservative and family-oriented consumers, who are thrifty, comfortable with technology, and prefer to buy American. Families are young couples with children. Median Net Worth is \$115,300.

CONCLUSION

The Mount Comfort Corridor as well as the towns of Cumberland, McCordsville and New Palestine are in midst of major population, residential, and economic growth. Much of this has been uniform as population growth trends are characterized by an influx of younger families. Residential development has mirrored this trend as most of the new homes built in the last decade are single-family detached units typically priced above \$250,000 that cater to families. These trends are very positive and expected to continue, however new economic growth is creating real estate development opportunities. This economic development is primarily due to distribution, e-commerce, and advanced manufacturing businesses locating along the corridor. These businesses will bring thousands of new jobs to the corridor in the next ten years.

Most of the new jobs created are entry level positions that pay a livable wage but make it challenging to afford many of the homes around the corridor. Furthermore, a lack of housing type besides single family detached homes could also limit opportunities for people to both live and work in the corridor. The demand for workforce housing and denser residential development exists in the Corridor and it is up to the County and three towns to work with developers to make new projects work.

It is important to note that virtually every region of the United States is struggling to provide enough attainable housing for its citizens and workforce. In many ways, the Mt. Comfort Corridor region is no different, however the immense growth pressures on the Corridor make it important that Hancock County, and the three towns act cooperatively and proactively to address demand for development in a planned and well thought out manner. Strategies/actions that can be taken by Hancock County, McCordsville, Cumberland, and New Palestine, and the Smart Growth Coalition include:

Strategies

Property Owner, Builder, and Developer Engagement

To help facilitate development of new housing products including multi-family units, Hancock County, the Smart Growth Coalition, and towns of McCordsville, Cumberland, and New Palestine should convene with developers and builders working in the Corridor, as well as property owners. The goal of these conversations between landowners, real estate developers, and builders is to aid with property acquisition and catalyze multi-family development. Focus could initially be placed on meeting individually with property owners of land in catalyst sites about potential developments and to gauge their interest in allowing property to be acquired. If property owners indicate a willingness to dispose of land, meetings could be facilitated with these property owners and known developers who can deliver types of high-quality multi-family and workforce housing products to begin land acquisition processes.

Priority Land Set Aside

Preserve land for multi-family and mixed-use development via proactive planning, land-use policy, and possibly strategic land acquisitions. Beyond just identifying zoning districts and boundaries, this task is about identifying land owned by the towns and County that can be specifically designated for the purpose of attainable housing.

Overlay Zoning is one method to promote land set asides for workforce housing. Acting on priority land set-asides will allow regulatory agencies to make specific rules for that property that do not necessarily apply outside of that zone, thereby significantly easing the entitlement and development process in that

location. Furthermore, these actions will help to guide the private market to align its development objectives with those of the broader community.

Workforce Housing Incentives Programs

One challenge to developing workforce housing is that it is not as profitable financially for developers as single-family detached homes priced \$250,000 and higher. Developers and communities in the Mt. Comfort Corridor Region may need to utilize additional incentives when developing project budgets to address attainable housing, including utilizing grants, sponsorships, and incentives. At the federal level, both the U.S. Department of Agriculture (USDA), and the U.S. Department of Housing and Urban Development (HUD) are potential sources of funding and information.

USDA offers programs for housing assistance as well as rural development loan and grant assistance. They also offer loans and grants for housing preservation along with multi-family housing developments. HUD also provides grants and funding for various housing and neighborhood needs based on various eligibility requirements such as their HOME program, the Community Development Block Grant (CDBG) program, and Low-Income Housing Tax Credits (LIHTC). Several national non-profits can also be assessed for helpful content and funding options including Rural Local Initiatives Support Corporation (LISC), and National Rural Housing Coalition (NRHC). At the state level, the Indiana Housing and Community Development Association (IHCDA) is the designated housing resource.

Work with Developers on Development Standards

One of the challenges noted by developers during stakeholder interviews was that there is a stigma about workforce housing and what it looks like. However, workforce housing can be an attractive residential product. Providing clarity to community members and local leaders could help overcome these challenges. Potentially, communities should consider working with developers to improve development standards to make appropriate workforce housing more straightforward to build. These standards could also focus on ensuring appropriate materials are used so that workforce/attainable housing solutions do not appear any different from a higher-end multi-family product. While updating existing design standards may be a larger lift, providing clarity on existing standards to help improve the entitlement process could be a good starting point.

To provide simplicity and clarity on these issues, it is recommended that the Smart Growth Alliance, Hancock County, and three Towns' websites include GIS maps, simple explanations of various zoning districts, and a simple table demonstrating the following pieces of information for residential zoning areas:

- | | |
|---|---|
| <ul style="list-style-type: none">• Minimum lot area,• Floor area ratio,• Maximum building heights,• Maximum number of dwelling units per acre,• Restrictions on number of non-related occupants,• Minimum lot widths, | <ul style="list-style-type: none">• Required on-site parking,• Density bonuses available;• Infrastructure improvement requirements;• And conditions which would warrant further conversations with local officials.• Required setbacks for each side of the yard, |
|---|---|

Attainable Housing Programming

Around the Corridor there is currently little incentive for builders and developers to pursue the middle- and lower-income housing markets. Recent housing developments cater to the upper-middle to upper-income families for single-family detached homes. The costs associated with housing development, including land and site preparation, regulations, and labor, and materials costs, serve to impede attainable housing development. Additionally, profit margins tend to be greater on larger detached single-family units. This is coupled with the fact that builders and developers are more comfortable working in this space and Corridor communities have tended to prefer these products. No one response will remedy what is a systemic and market problem that many communities across the United States are facing, but communities that have responded with some success have taken a multi-faceted and customized approach to this issue. The following Attainable Housing Programming elements should be considered to address the housing demand for middle- and lower-income residents.

1. **Cost Reduction Program**—Public policy that reduces the cost of developing attainable housing. This may include development line items such as: permit fee reductions, impact fees waivers, utility improvement and hook-up fee reductions. In some cases, the costs may be reduced or deferred until after completion of the project, thus reducing the amount of debt required during the construction period.
2. **Construction Loan Guarantee Program**—For qualified contractors, provide a partial guarantee (up to 25%) of a construction loan for an attainable housing project. The guarantee will promote access to construction capital and cost reductions. Where local government are limited on this front, partnerships with foundations, non-profits and lending agencies may be helpful.
3. **Land Cost Reduction**—This initiative could align with Priority Land Set-Aside. Land costs and preparation serve as a significant upfront cost. This cost often makes it difficult for attainable housing projects to “pencil out.” For land owned, or strategically acquired by active partners, reduction or deferral of the land and preparation cost burden could help encourage attainable housing projects.
4. **Prioritize Incentives**—Incentives that effectively reduce the equity/debt needed either to build or buy a house will help lower the bar of entry for attainable housing production. Programs such as fee waivers and tax abatement and down payment assistance can be effective in encouraging housing production and home purchases.
5. **Attainable Housing Builders’ Tool Kit**—The Smart Growth Coalition and Corridor communities could utilize the strategies listed in this section, and further build upon them, to provide a resource kit for local builders to better utilize state, federal, and local incentives to enable attainable or workforce housing projects.

Shared Land Use Plan for the Corridor Across all Jurisdictions

An overarching strategy for the corridor could include a binding unified land use plan for all jurisdictions along the Corridor. This would prescribe all types of land uses including industrial, commercial, residential, and mixed-use, would help promote successful and desirable housing development. One of

the unique aspects of the Corridor area is that it includes a variety of jurisdictions, from the three towns to the County. There are also multiple of regional organizations and businesses with a stake in the Corridor including NineStar Connect, Hancock Health, and the Indianapolis Airport Authority. Creating a shared land use plan for the corridor would ensure that development occurs in a manner that works for all parties. A unified land use plan would also ensure that all types of development fit together from the northern end of the Corridor in McCordsville, to the southern end in New Palestine, and everything in between. This would make certain the Corridor feels like one region rather than a ten-mile stretch composed of very separate entities.

From a housing specific focus, a joint land use plan would help promote desirable development. This includes realizing aesthetic guidelines and housing product standards. It would ensure that single-family, multi-family, and mixed-use developments are located and stylized appropriately. A joint land use plan would also ensure that both workforce housing and higher-end housing is distributed along the corridor in a manner that aligns with future growth. It is recommended that Hancock County and the towns of Cumberland, McCordsville, and New Palestine consider implementing and adopting a joint land-use plan that builds on the findings of this housing study and the land use study completed by Stantec, on behalf of the Coalition for Smart Growth.

Appendix



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.
- Low unemployment at 4%; 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

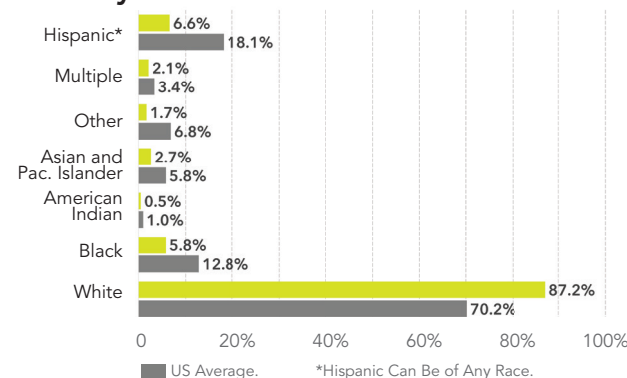
■ Indicates US



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: **33.0** US: 64.0



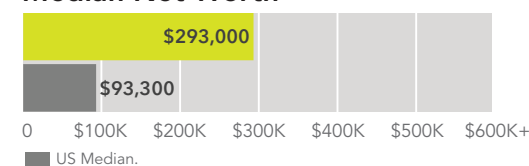
INCOME AND NET WORTH

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

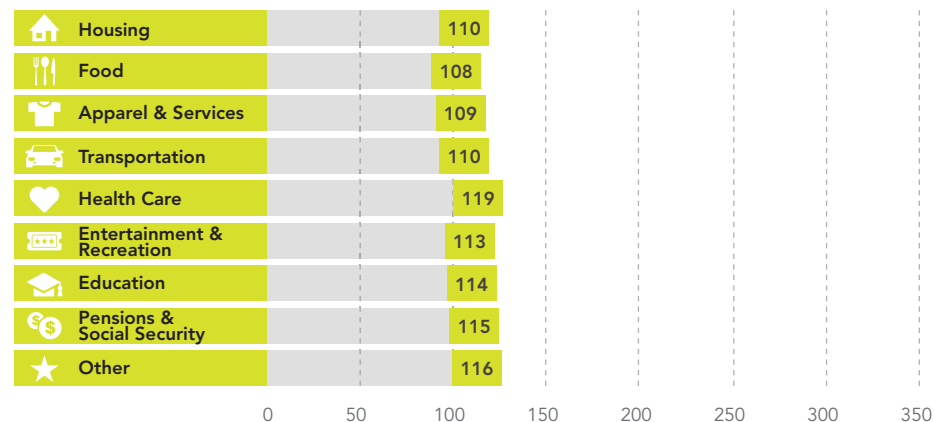


Median Net Worth



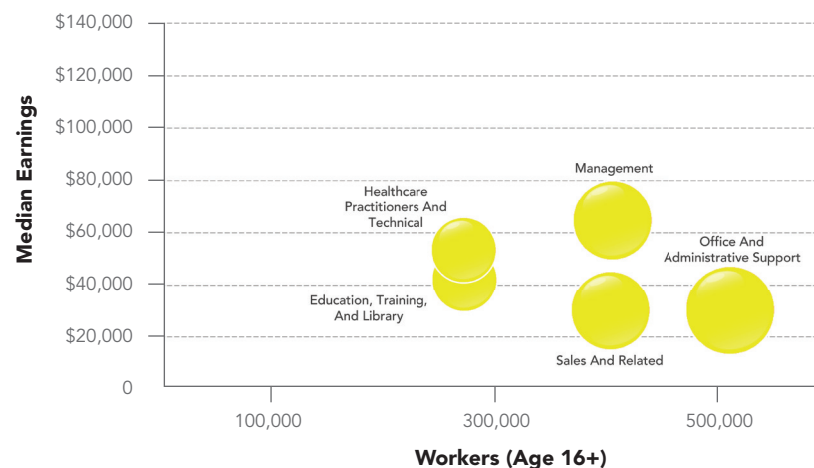
AVERAGE HOUSEHOLD BUDGET INDEX

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 GfK MRI)

- 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

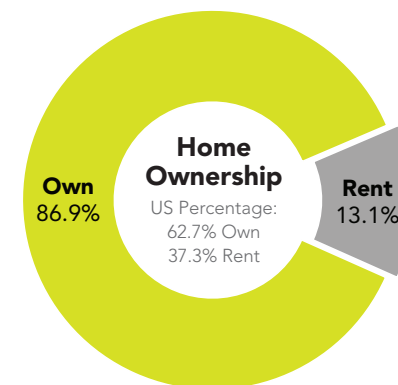
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
Single Family

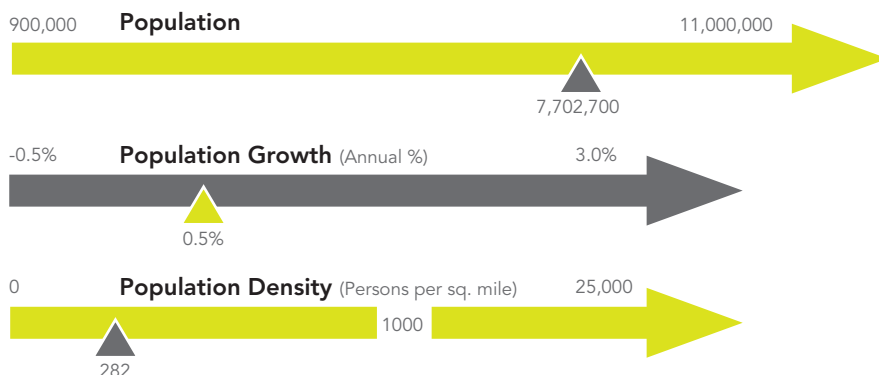
Median Value:
\$203,400

US Median: \$207,300



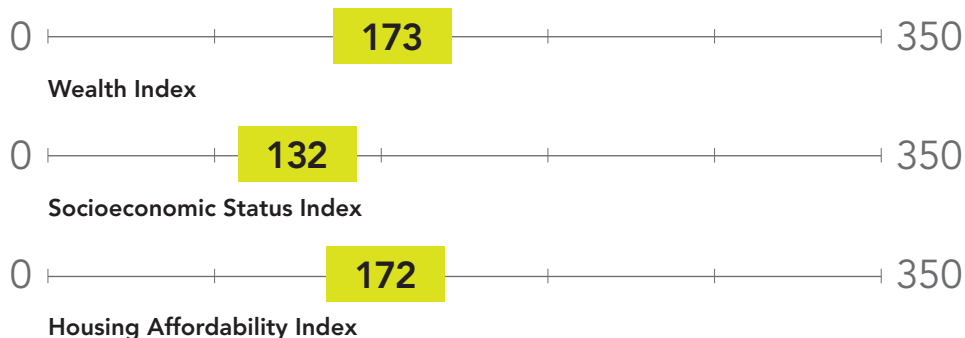
POPULATION CHARACTERISTICS

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

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





LifeMode Group: GenXurban

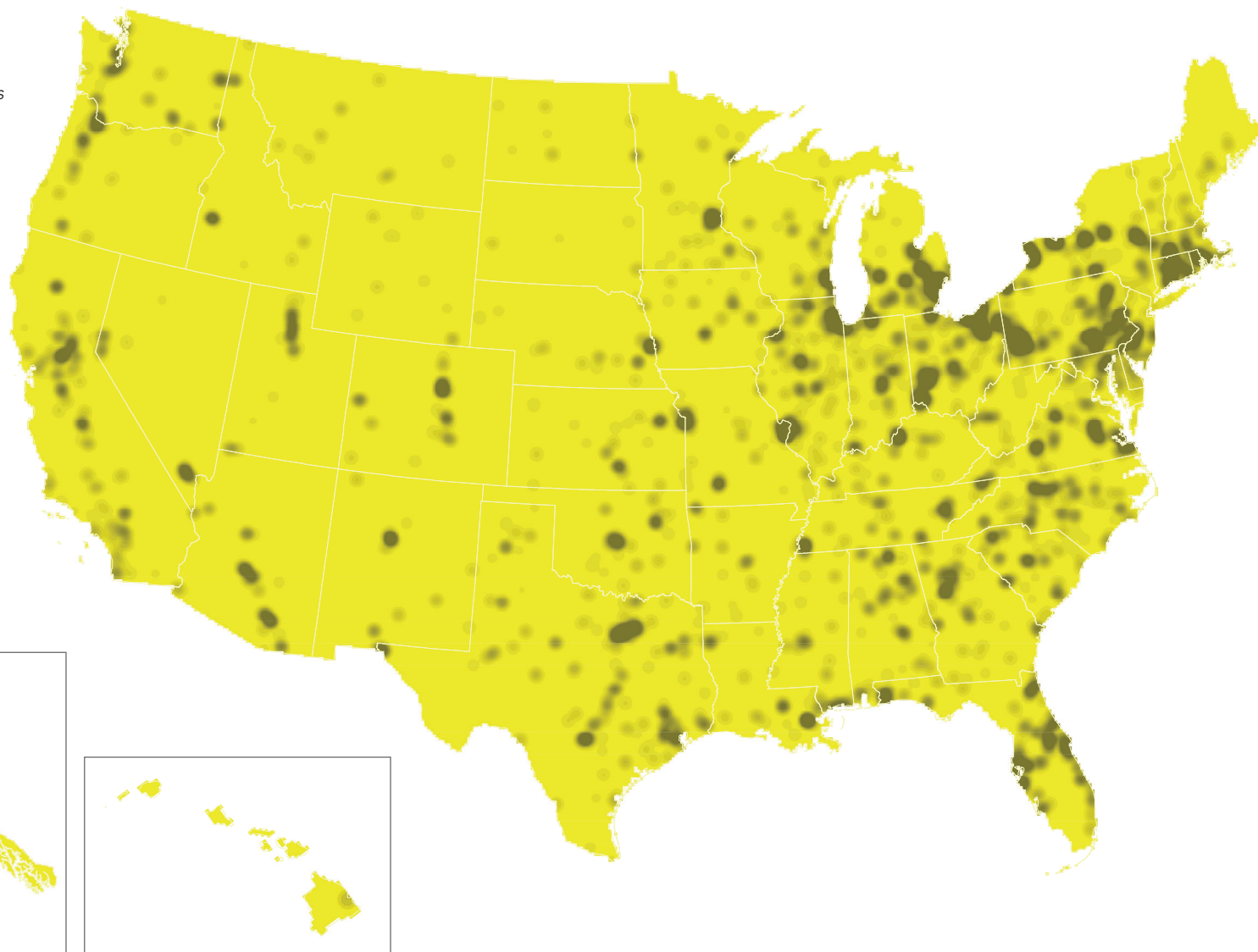
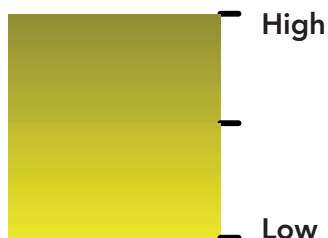
Comfortable Empty Nesters



TAPESTRY
SEGMENTATION
esri.com/tapestry

SEGMENT DENSITY

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



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THE
SCIENCE
OF
WHERE™



LifeMode Group: Middle Ground

Emerald City

8B

Households: 1,748,600

Average Household Size: 2.06

Median Age: 37.4

Median Household Income: \$59,200

WHO ARE WE?

Emerald City's denizens live in lower-density neighborhoods of urban areas throughout the country. Young and mobile, they are more likely to rent. Well educated and well employed, half have a college degree and a professional occupation. Incomes close to the US median come primarily from wages, investments, and self-employment. This group is highly connected, using the Internet for entertainment and making environmentally friendly purchases. Long hours on the Internet are balanced with time at the gym. Many embrace the "foodie" culture and enjoy cooking adventurous meals using local and organic foods. Music and art are major sources of enjoyment. They travel frequently, both abroad and domestically.

OUR NEIGHBORHOOD

- There are mostly older, established neighborhoods with homes built before 1960; around 30% built before 1940.
- Just over half of all homes are renter occupied.
- Single-person and nonfamily types make up over half of all households.
- Median home value and average rent are slightly above the US levels; around half of owned homes are worth \$150,000–\$300,000.

SOCIOECONOMIC TRAITS

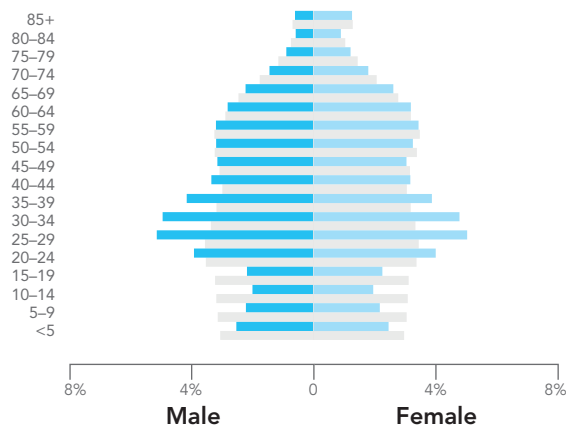
- Well educated, these consumers research products carefully before making purchases.
- They buy natural, green, and environmentally friendly products.
- Very conscious of nutrition, they regularly buy and eat organic foods.
- Cell phones and text messaging are a huge part of everyday life.
- They place importance on learning new things to keep life fresh and variable.
- They are interested in the fine arts and especially enjoy listening to music.



AGE BY SEX (Esri data)

Median Age: **37.4** US: 38.2

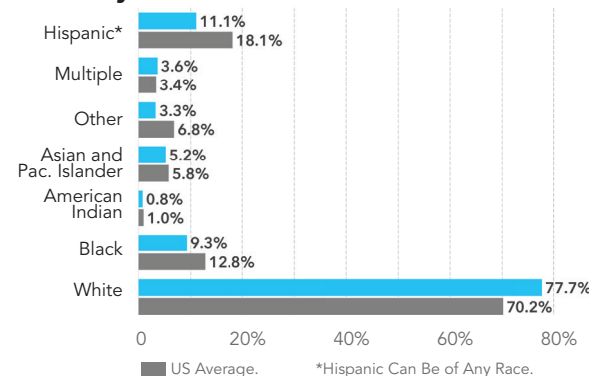
■ Indicates US



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: **50.6** US: 64.0



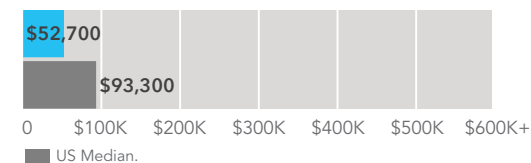
INCOME AND NET WORTH

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

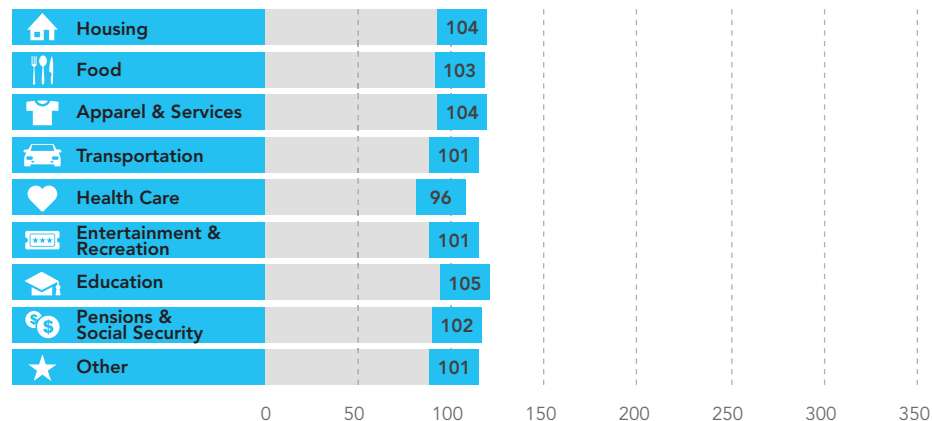


Median Net Worth



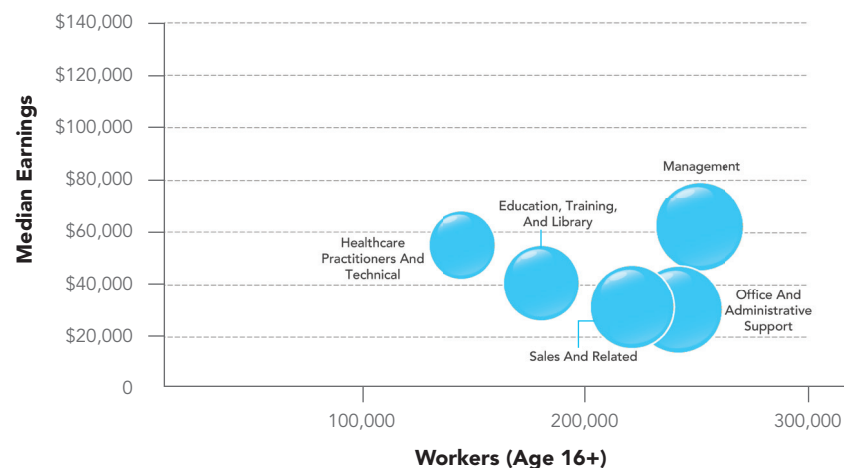
AVERAGE HOUSEHOLD BUDGET INDEX

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 GfK MRI)

- Liberal segment that contributes to NPR and PBS.
- Shop at Trader Joe's and Whole Foods.
- Budget time—utilize home cleaning services so there's time for yoga.
- Use the web for professional networking, blogging, making travel plans, shopping, and sports news.
- Read magazines and books on a tablet, sometimes while exercising at home.
- Attend venues like art galleries, museums, and concerts. At home they like to cook and bake.

HOUSING

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



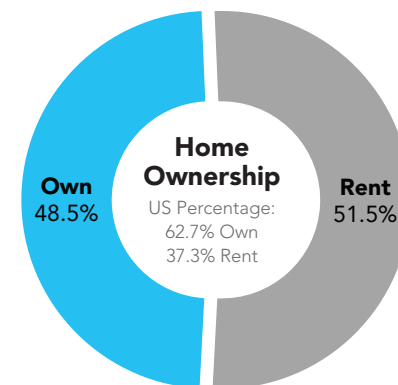
Typical Housing:

Single Family;
Multi-Units

Average Rent:

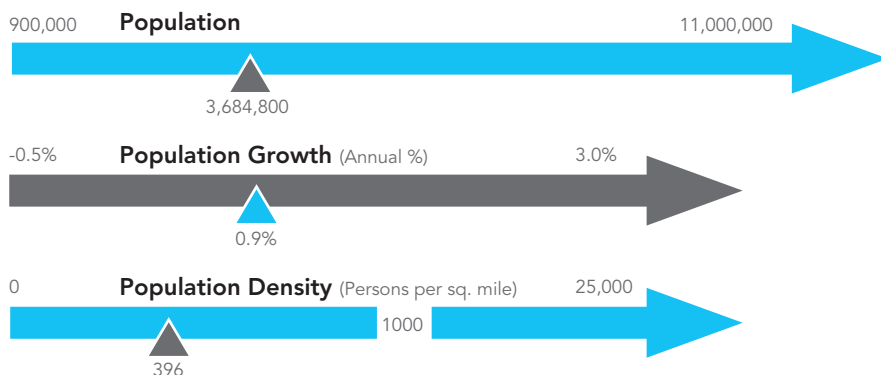
\$1,087

US Average: \$1,038



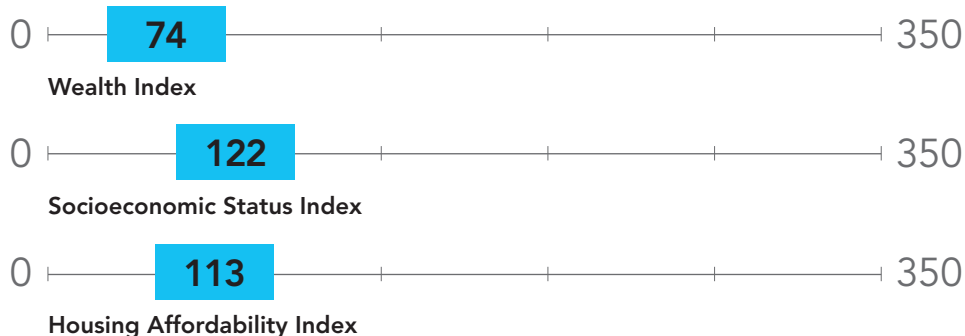
POPULATION CHARACTERISTICS

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.



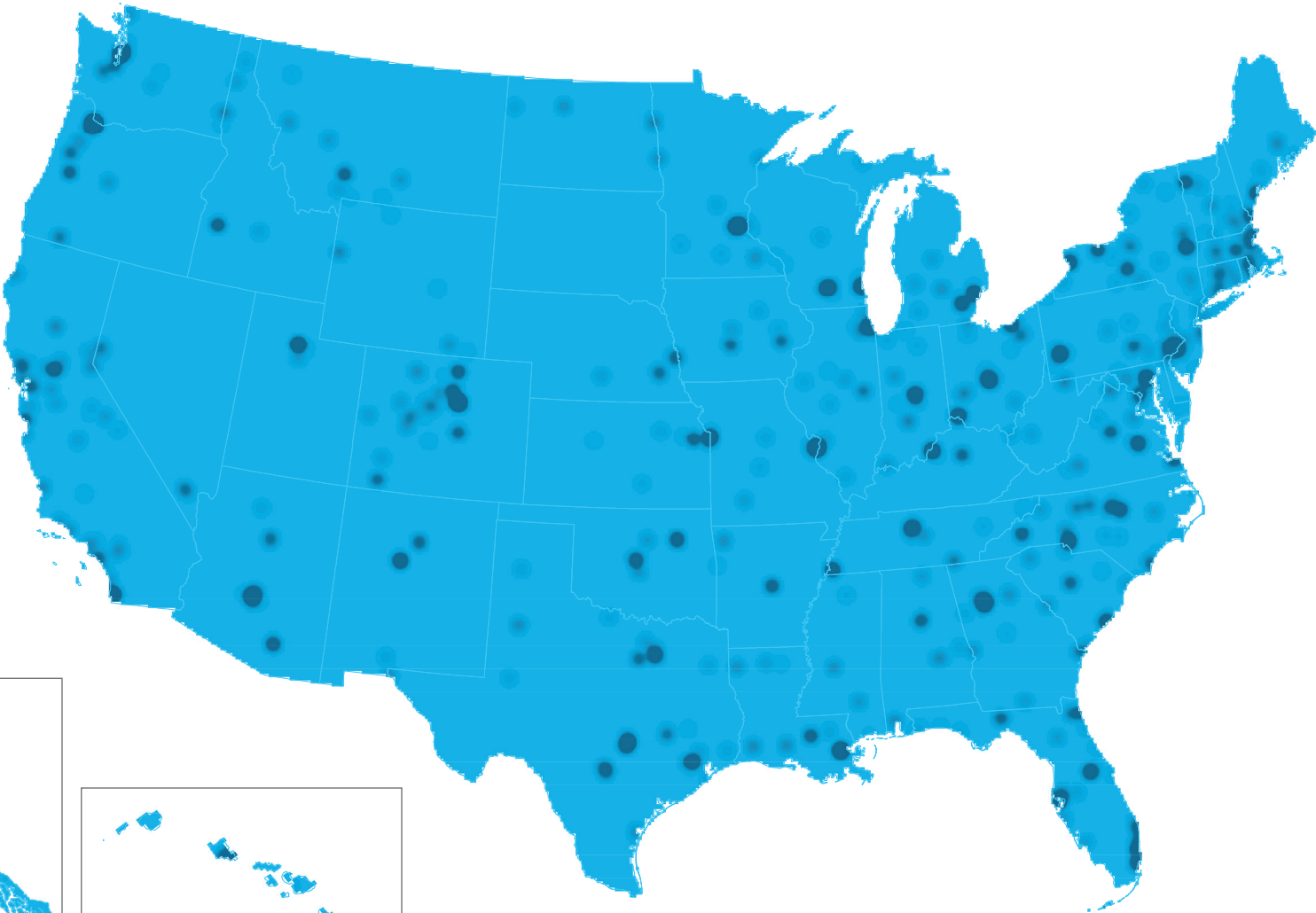
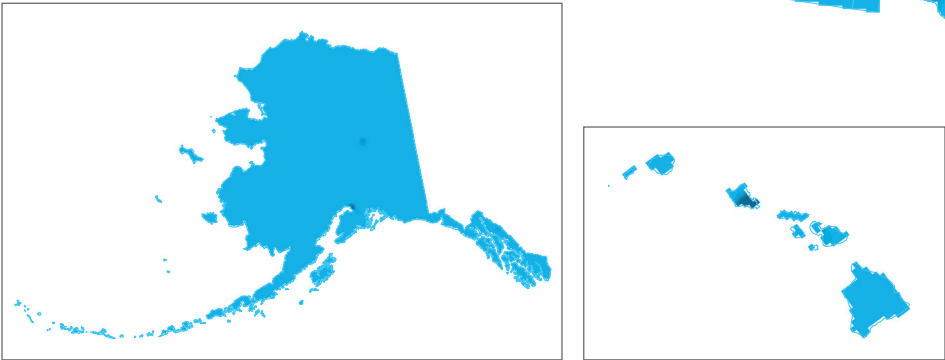
ESRI INDEXES

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



SEGMENT DENSITY

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





LifeMode Group: GenXurban

In Style

5B

Households: 2,764,500

Average Household Size: 2.35

Median Age: 42.0

Median Household Income: \$73,000

WHO ARE WE?

In Style denizens embrace an urbane lifestyle that includes support of the arts, travel, and extensive reading. They are connected and make full use of the advantages of mobile devices. Professional couples or single households without children, they have the time to focus on their homes and their interests. The population is slightly older and already planning for their retirement.

OUR NEIGHBORHOOD

- City dwellers of large metropolitan areas.
- Married couples, primarily with no children (Index 112) or single households (Index 109); average household size at 2.35.
- Home ownership average at 68% (Index 108); nearly half, 47%, mortgaged (Index 114).
- Primarily single-family homes, in older neighborhoods (built before 1980), with a mix of town homes (Index 132) and smaller (5–19 units) apartment buildings (Index 110).
- Median home value at \$243,900.
- Vacant housing units at 8.6%.

SOCIOECONOMIC TRAITS

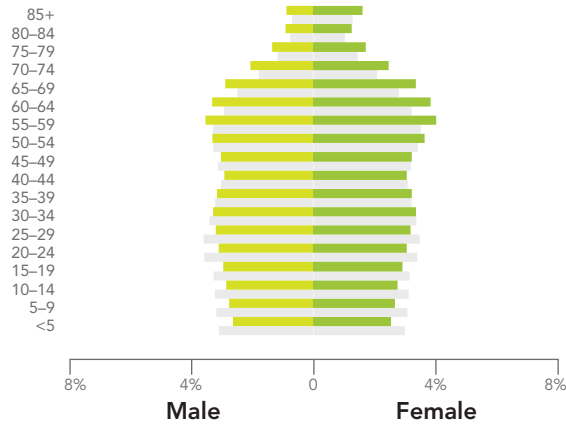
- College educated: 48% are graduates (Index 155); 77% with some college education.
- Low unemployment is at 3.6% (Index 66); higher labor force participation rate is at 67% (Index 108) with proportionately more 2-worker households (Index 110).
- Median household income of \$73,000 reveals an affluent market with income supplemented by investments (Index 142) and a substantial net worth (Index 178).
- Connected and knowledgeable, they carry smartphones and use many of the features.
- Attentive to price, they use coupons, especially mobile coupons.



AGE BY SEX (Esri data)

Median Age: 42.0 US: 38.2

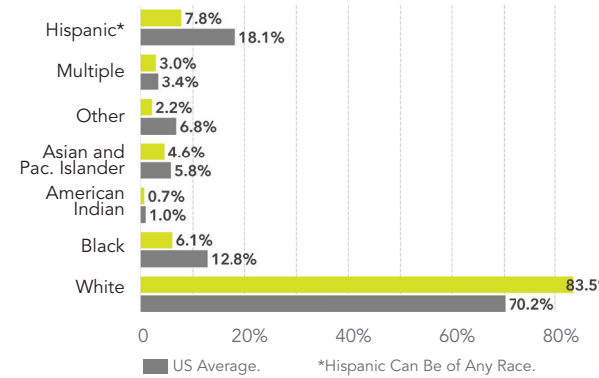
■ Indicates US



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: 39.8 US: 64.0



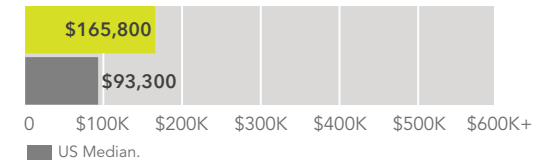
INCOME AND NET WORTH

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Median Household Income

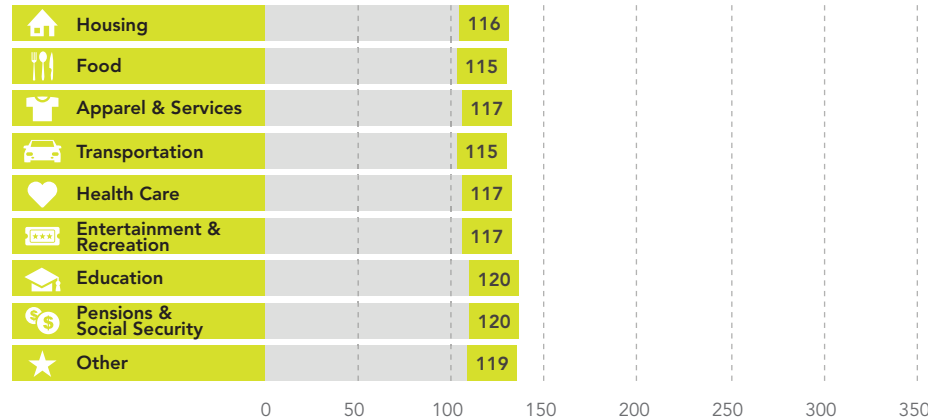


Median Net Worth



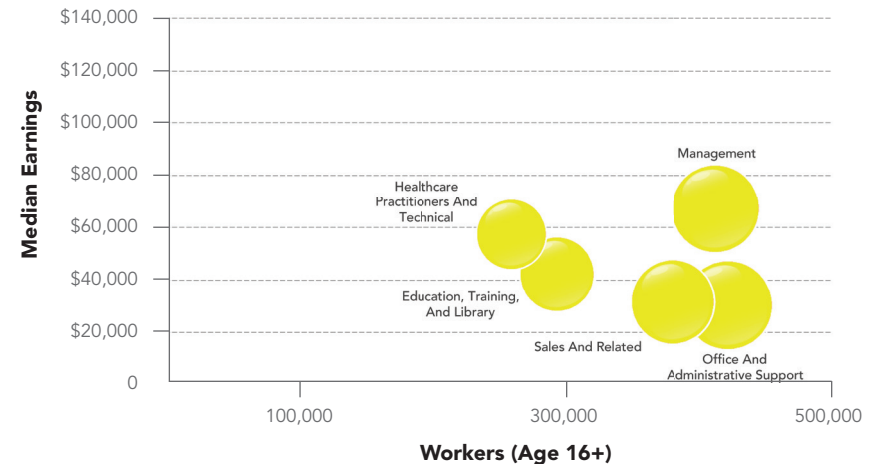
AVERAGE HOUSEHOLD BUDGET INDEX

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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 GfK MRI)

- Partial to late model SUVs: compact SUVs are gaining popularity.
- Homes integral part of their style; invest in home remodeling/maintenance, DIY or contractors; housekeeping hired.
- Prefer organic foods, including growing their own vegetables.
- Financially active, own a variety of investments often managed by a financial planner.
- Meticulous planners, both well insured and well invested in retirement savings.
- Generous with support of various charities and causes.
- Actively support the arts, theater, concerts, and museums.

HOUSING

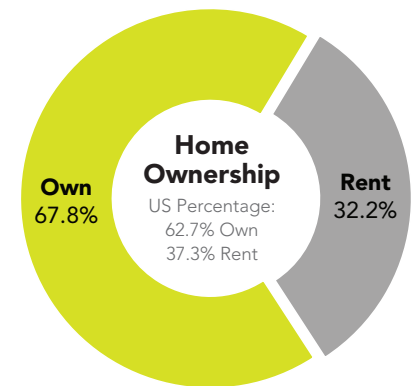
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
Single Family

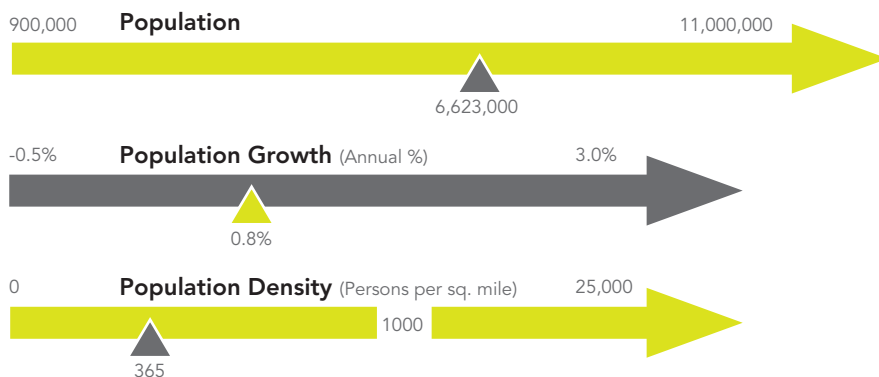
Median Value:
\$243,900

US Median: \$207,300



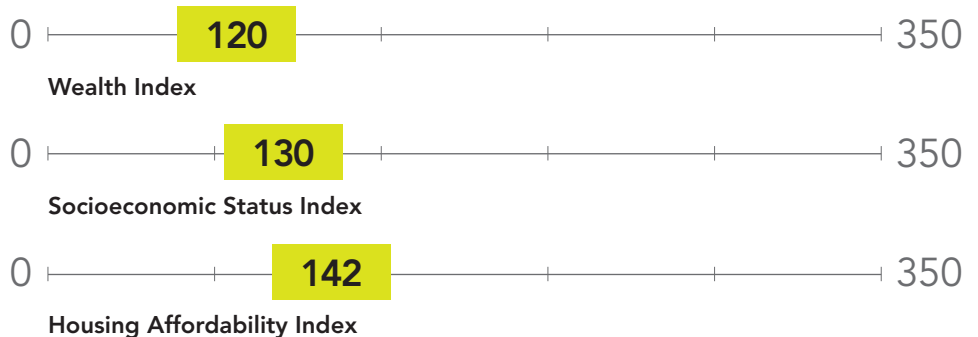
POPULATION CHARACTERISTICS

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ESRI INDEXES

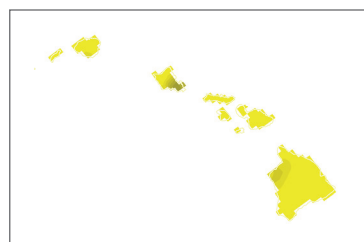
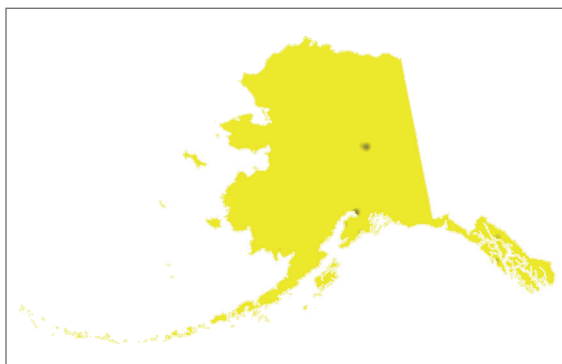
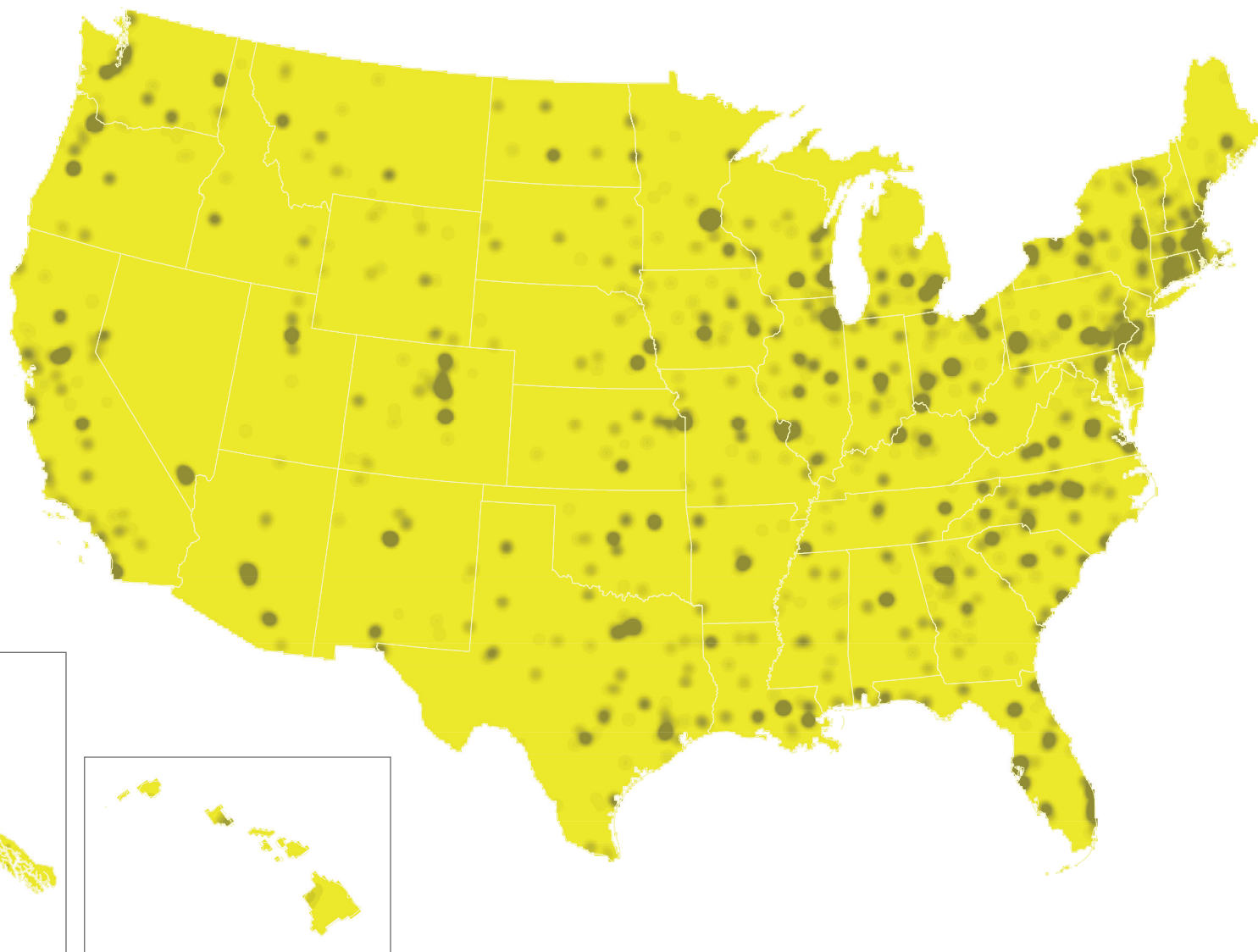
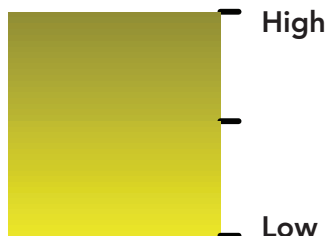
Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





SEGMENT DENSITY

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





LifeMode Group: Midtown Singles

Metro Fusion

11C

Households: 1,753,500

Average Household Size: 2.65

Median Age: 29.3

Median Household Income: \$35,700

WHO ARE WE?

Metro Fusion is a young, diverse market. Many residents do not speak English fluently and have moved into their homes recently. They are highly mobile and over three quarters of households are occupied by renters. Many households have young children; a quarter are single-parent families. The majority of residents live in midsize apartment buildings. *Metro Fusion* is a hard-working market with residents that are dedicated to climbing the ladders of their professional and social lives. This is particularly difficult for the single parents due to median incomes that are 36% lower than the US level.

OUR NEIGHBORHOOD

- Over 60% of the homes are multiunit structures located in the urban periphery.
- Three quarters of residents are renters, and rents are about thirteen percent less than the US average.
- The majority of housing units were built before 1990.
- Single-parent and single-person households make up over half of all households.

SOCIOECONOMIC TRAITS

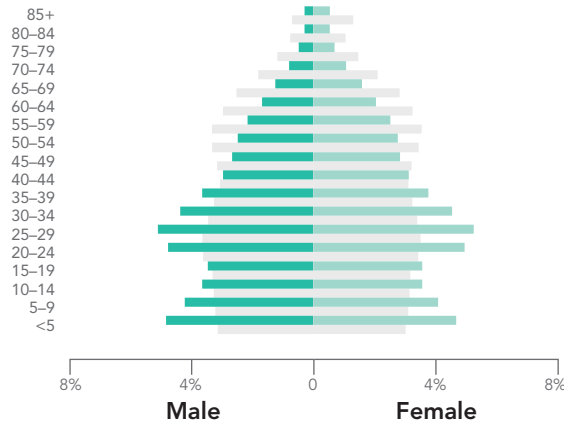
- They're a diverse market with 31% black, 34% Hispanic, and 20% foreign born.
- Younger residents are highly connected, while older residents do not have much use for the latest and greatest technology.
- They work hard to advance in their professions, including working weekends.
- They take pride in their appearance, consider their fashion trendy, and stick with the same few designer brands.
- They spend money readily on what's hot unless saving for something specific.
- Social status is very important; they look to impress with fashion and electronics.



AGE BY SEX (Esri data)

Median Age: **29.3** US: 38.2

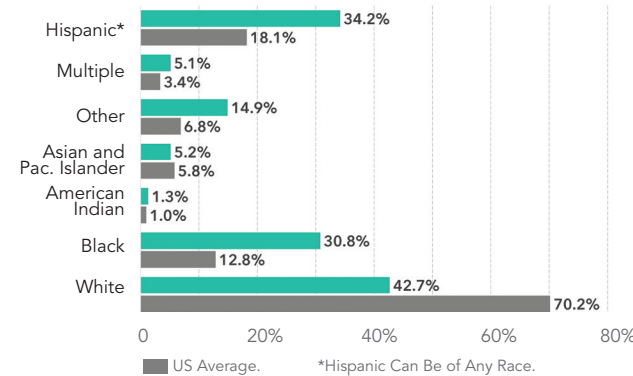
■ Indicates US



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: **84.6** US: 64.0



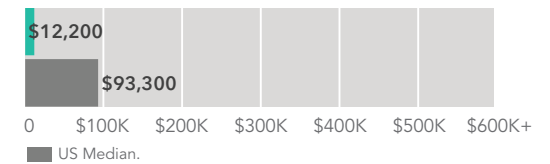
INCOME AND NET WORTH

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Median Household Income

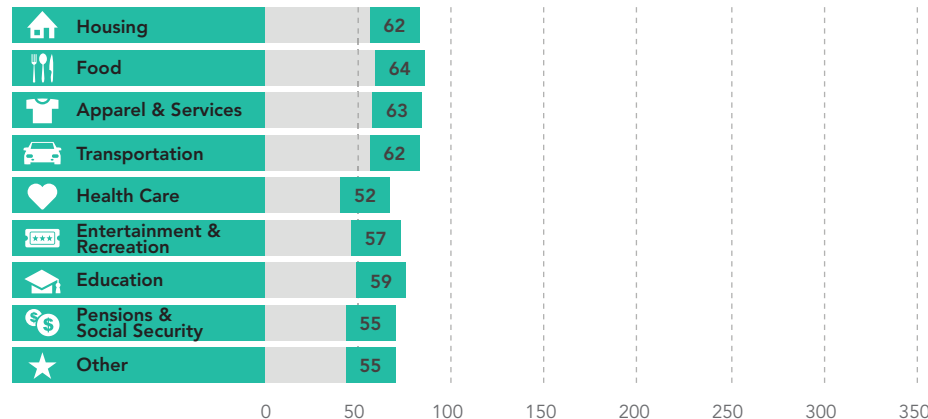


Median Net Worth



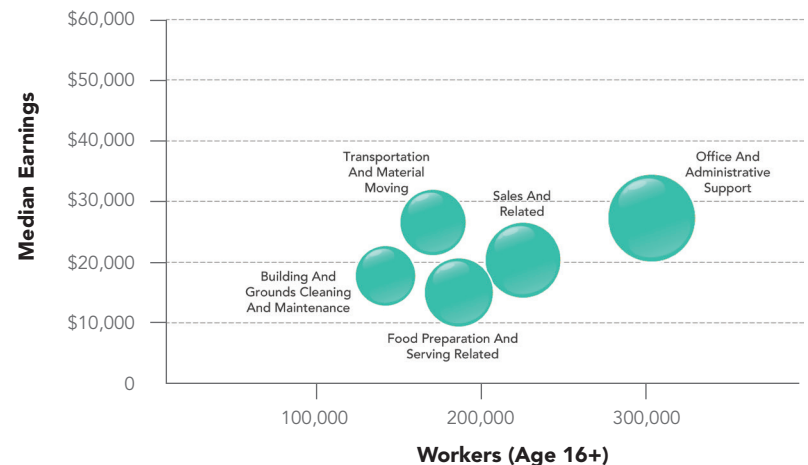
AVERAGE HOUSEHOLD BUDGET INDEX

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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 GfK MRI)

- They enjoy watching MTV, BET, Spanish TV networks, and Tru TV.
- They listen to R&B, rap, Latin, and urban music.
- Football and weight lifting are popular activities.
- They shop at discount grocery stores, Family Dollar, and Walmart.
- They often eat frozen dinners, but when dining out prefer McDonald's, Taco Bell, Burger King, and Pizza Hut.

HOUSING

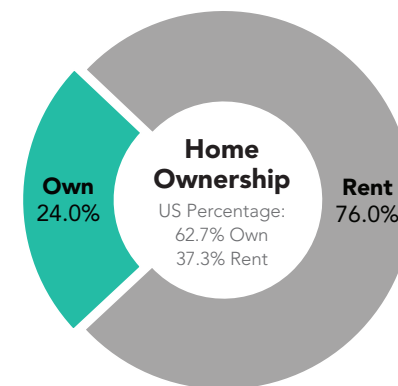
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
Multi-Unit Rentals;
Single Family

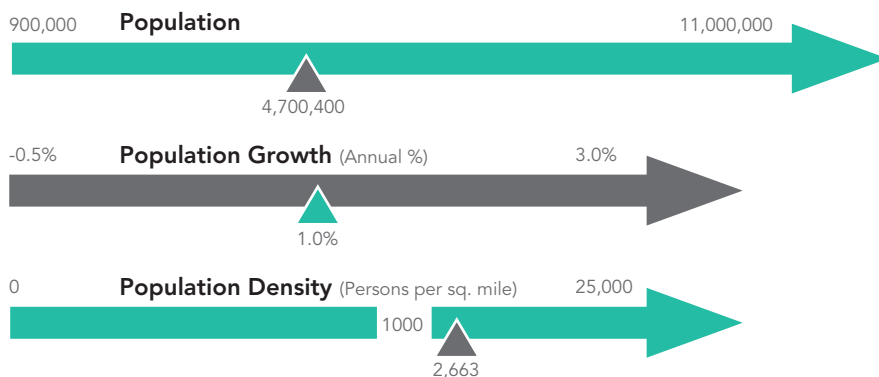
Average Rent:
\$898

US Average: \$1,038



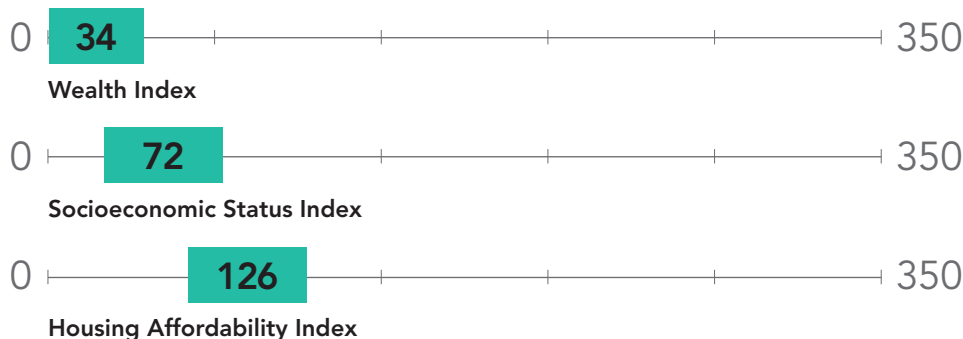
POPULATION CHARACTERISTICS

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ESRI INDEXES

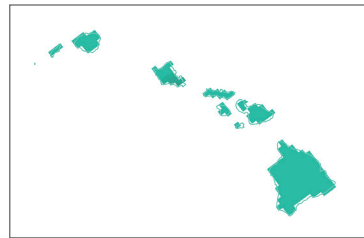
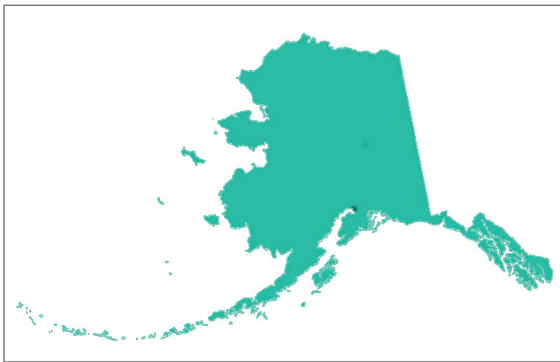
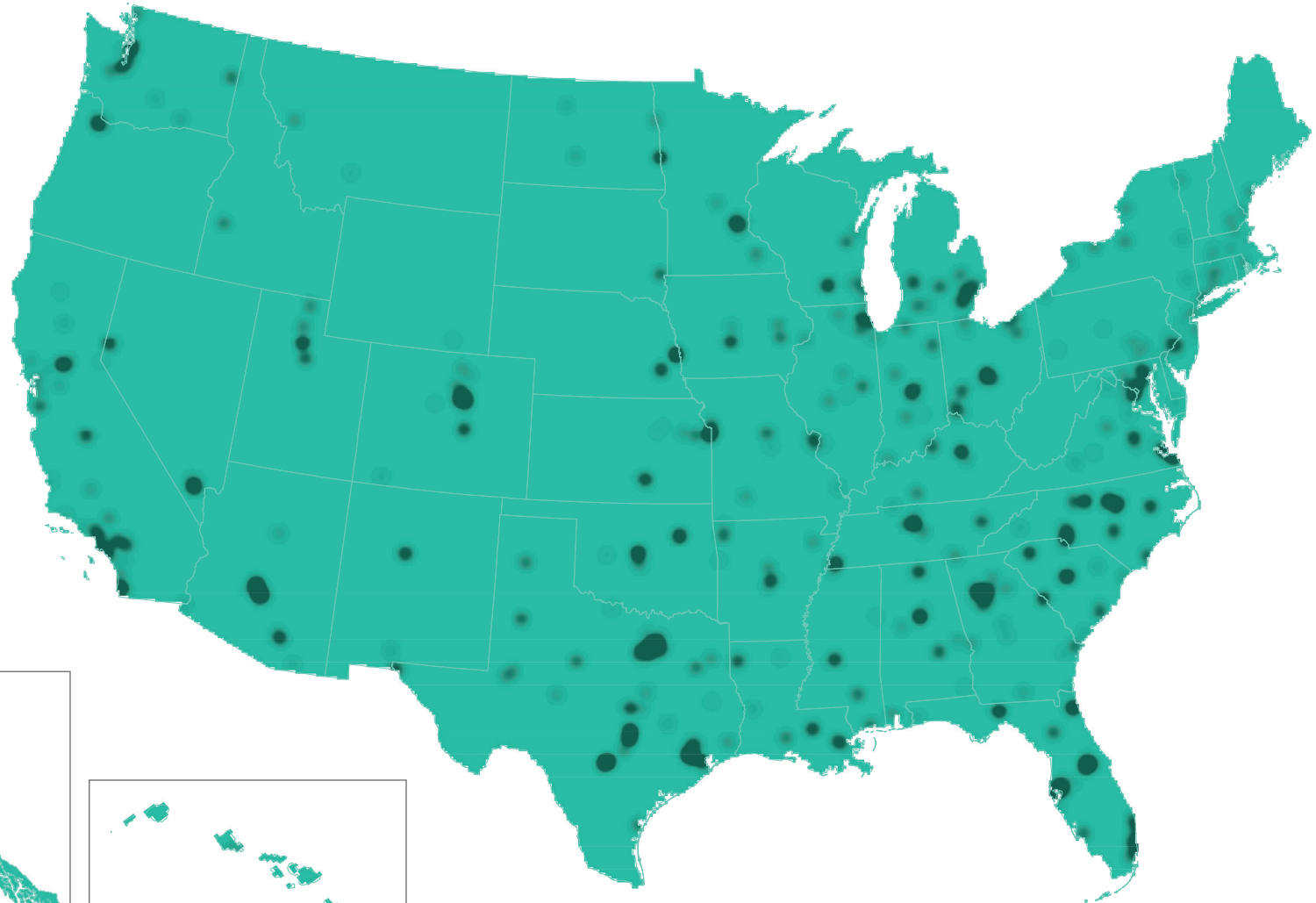
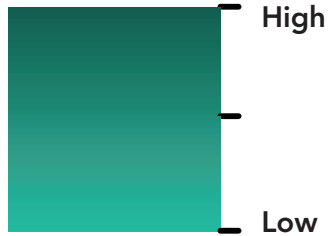
Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





SEGMENT DENSITY

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





LifeMode Group: Family Landscapes

Middleburg

4C

Households: 3,511,200

Average Household Size: 2.75

Median Age: 36.1

Median Household Income: \$59,800

WHO ARE WE?

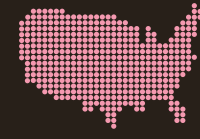
Middleburg neighborhoods transformed from the easy pace of country living to semirural subdivisions in the last decade, when the housing boom reached out. Residents are conservative, family-oriented consumers. Still more country than rock and roll, they are thrifty but willing to carry some debt and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

OUR NEIGHBORHOOD

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

SOCIOECONOMIC TRAITS

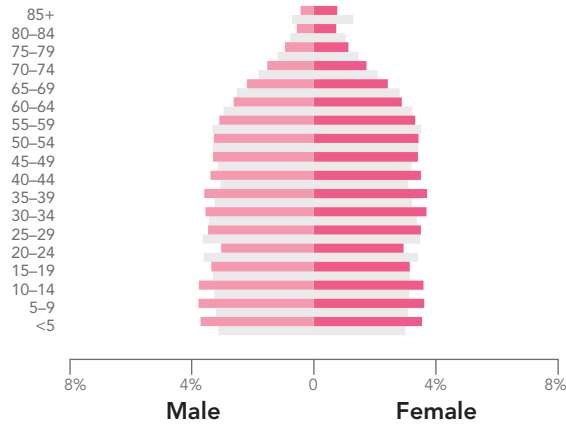
- Education: 65% with a high school diploma or some college.
- Unemployment rate lower at 4.7% (Index 86).
- Labor force participation typical of a younger population at 66.7% (Index 107).
- Traditional values are the norm here—faith, country, and family.
- Prefer to buy American and for a good price.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



AGE BY SEX (Esri data)

Median Age: **36.1** US: 38.2

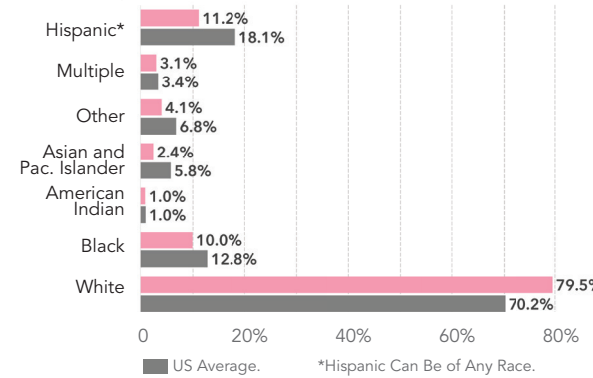
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RACE AND ETHNICITY (Esri data)

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Diversity Index: **48.5** US: 64.0



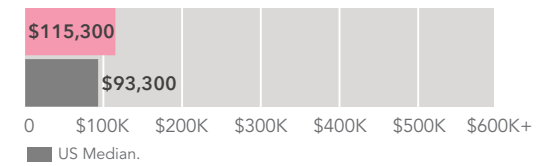
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Median Household Income

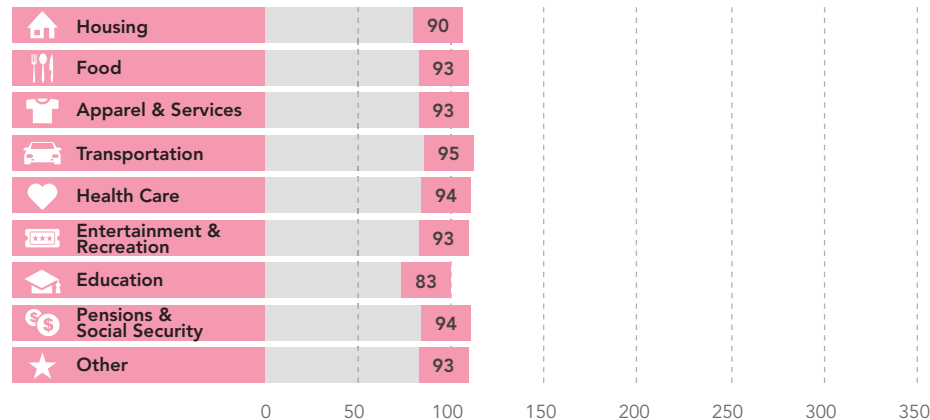


Median Net Worth



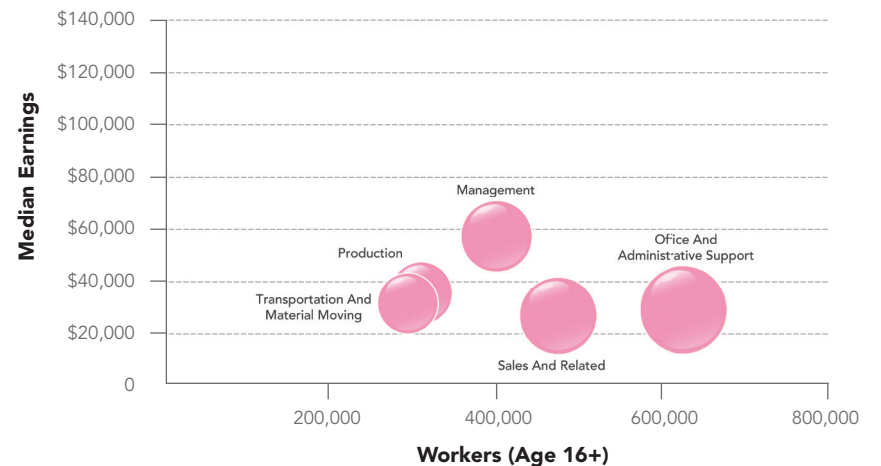
AVERAGE HOUSEHOLD BUDGET INDEX

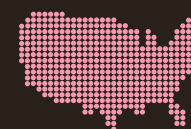
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OCCUPATION BY EARNINGS

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 GfK MRI)

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

HOUSING

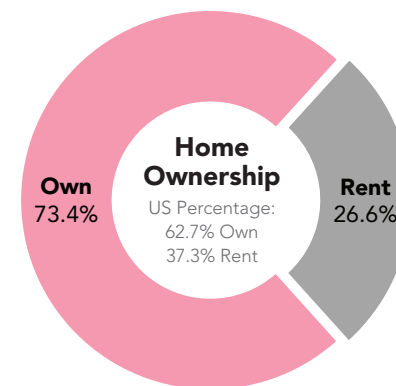
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Typical Housing:
Single Family

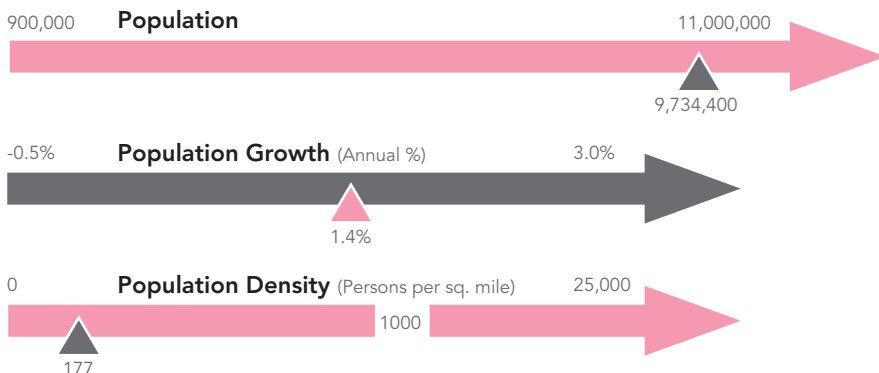
Median Value:
\$175,000

US Median: \$207,300



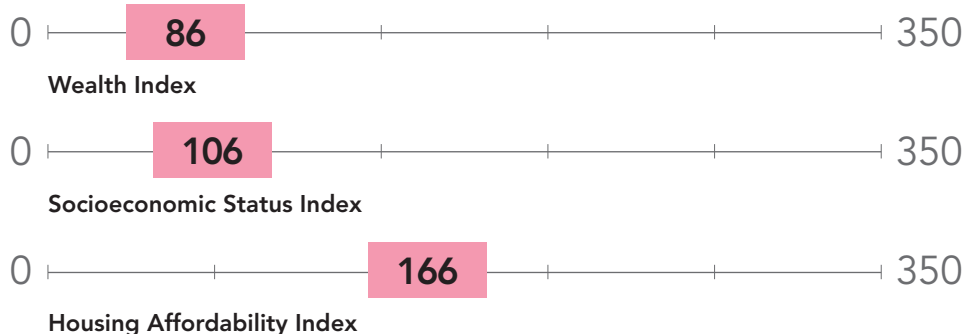
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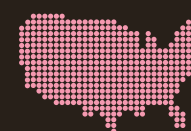
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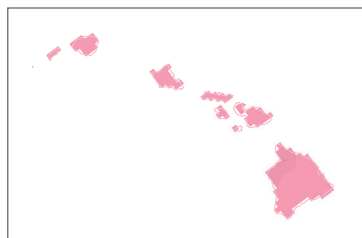
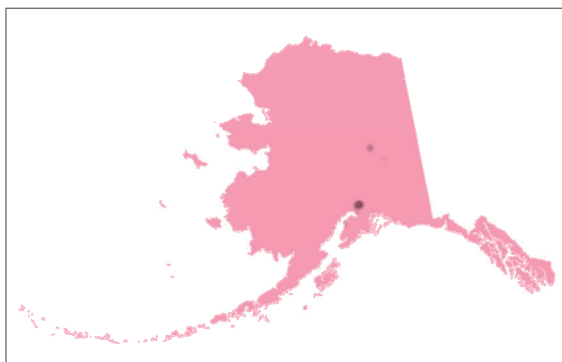
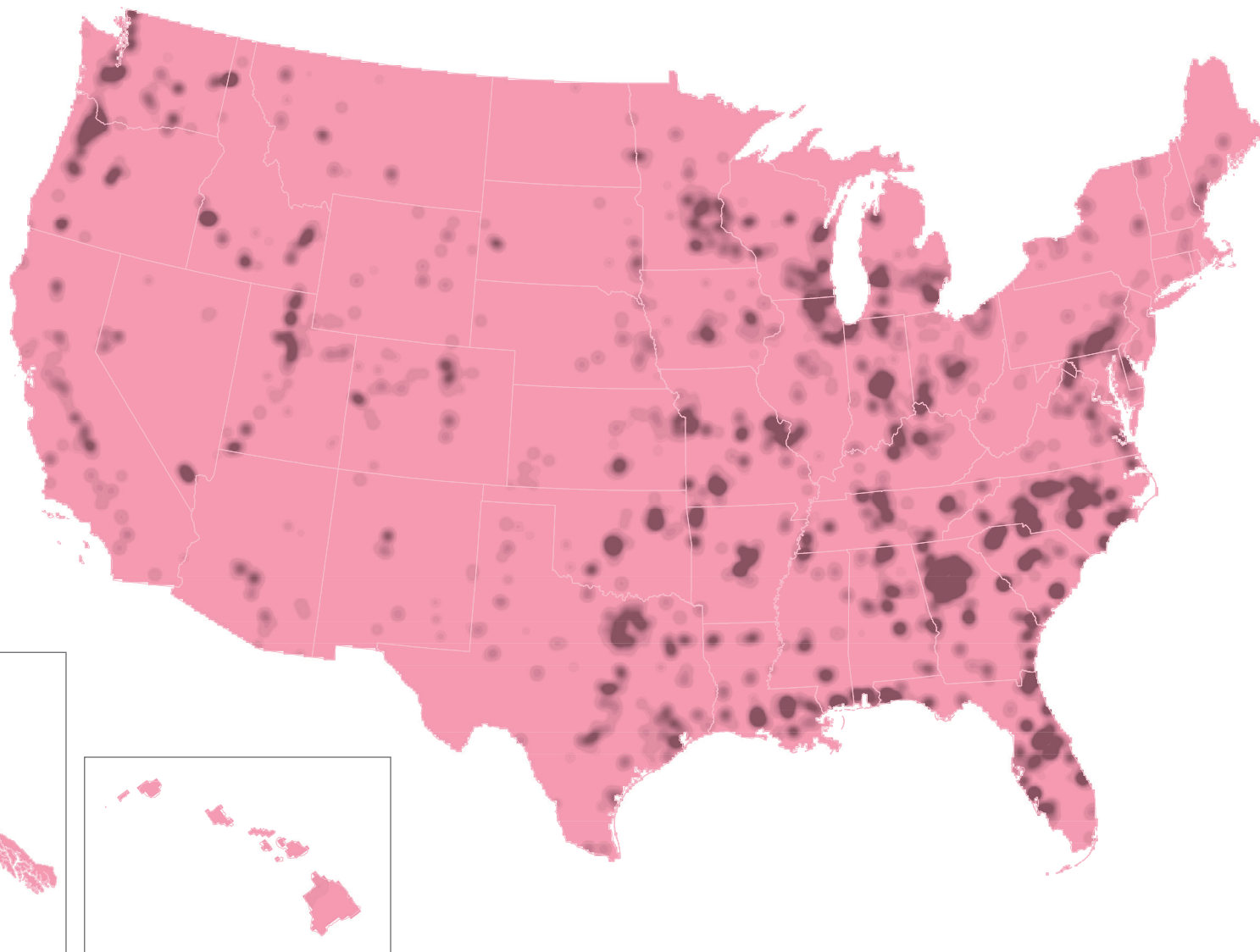
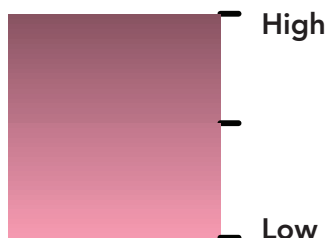


Middleburg



SEGMENT DENSITY

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





LifeMode Group: GenXurban

Midlife Constants

5E

Households: 3,068,400

Average Household Size: 2.31

Median Age: 47.0

Median Household Income: \$53,200

WHO ARE WE?

Midlife Constants residents are seniors, at or approaching retirement, with below average labor force participation and above average net worth. Although located in predominantly metropolitan areas, they live outside the central cities, in smaller communities. Their lifestyle is more country than urban. They are generous, but not spendthrifts.

OUR NEIGHBORHOOD

- Older homes (most built before 1980) found in the suburban periphery of smaller metropolitan markets.
- Primarily married couples, with a growing share of singles.
- Settled neighborhoods with slow rates of change and residents that have lived in the same house for years.
- Single-family homes, less than half still mortgaged, with a median home value of \$154,100 (Index 74).

SOCIOECONOMIC TRAITS

- Education: 63% have a high school diploma or some college.
- Unemployment is lower in this market at 4.7% (Index 86), but so is the labor force participation rate (Index 91).
- Almost 42% of households are receiving Social Security (Index 141); 27% also receive retirement income (Index 149).
- Traditional, not trendy; opt for convenience and comfort, not cutting-edge. Technology has its uses, but the bells and whistles are a bother.
- Attentive to price, but not at the expense of quality, they prefer to buy American and natural products.
- Radio and newspapers are the media of choice (after television).



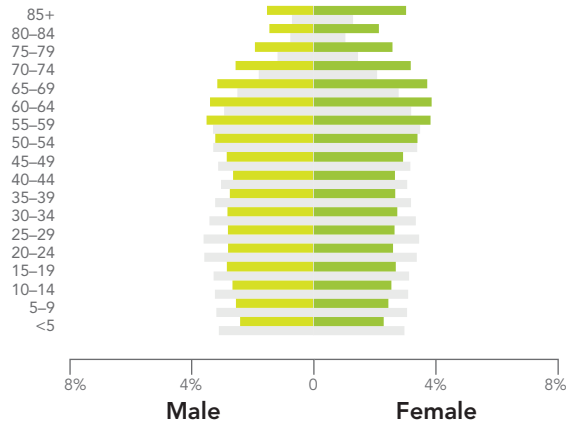
Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.



AGE BY SEX (Esri data)

Median Age: **47.0** US: 38.2

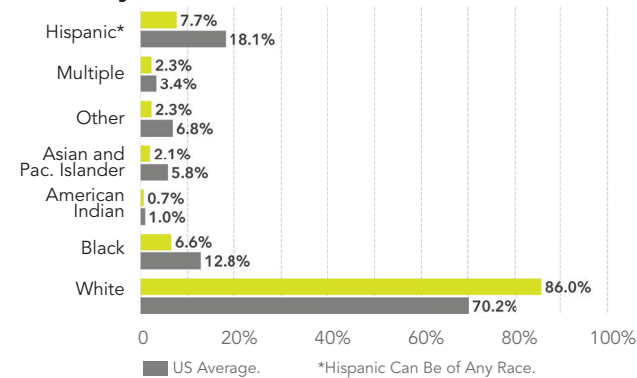
■ Indicates US



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: **36.2** US: 64.0



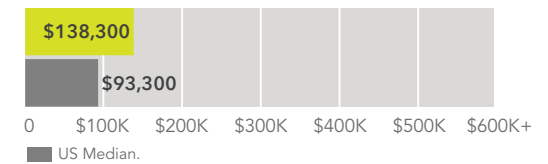
INCOME AND NET WORTH

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

Median Household Income

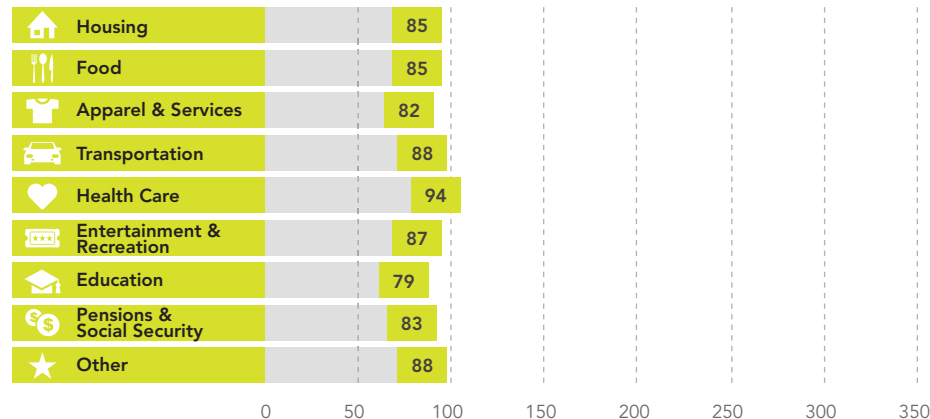


Median Net Worth



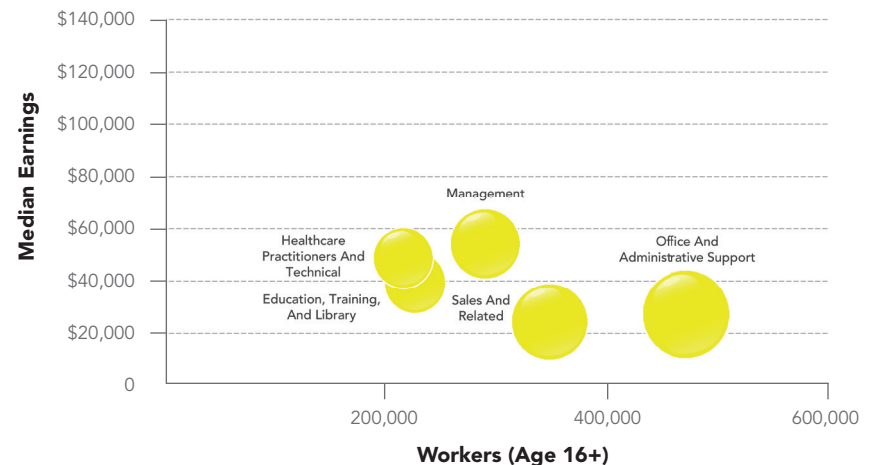
AVERAGE HOUSEHOLD BUDGET INDEX

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



OCCUPATION BY EARNINGS

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





LifeMode Group: GenXurban

Midlife Constants



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MARKET PROFILE

(Consumer preferences are estimated from data by GfK MRI)

- Prefer practical vehicles like SUVs and trucks (domestic, of course).
- Sociable, church-going residents belonging to fraternal orders, veterans' clubs and charitable organizations and do volunteer work and fund-raising.
- Contribute to arts/cultural, educational, health, and social services organizations.
- DIY homebodies that spend on home improvement and gardening.
- Media preferences: country or movie channels.
- Leisure activities include movies at home, reading, fishing, and golf.

HOUSING

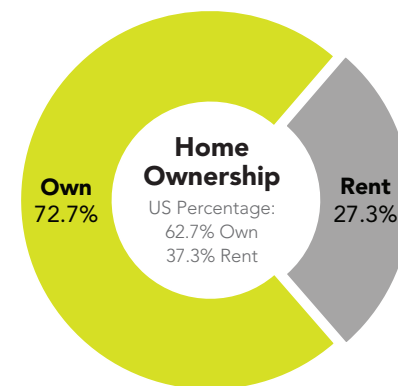
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
Single Family

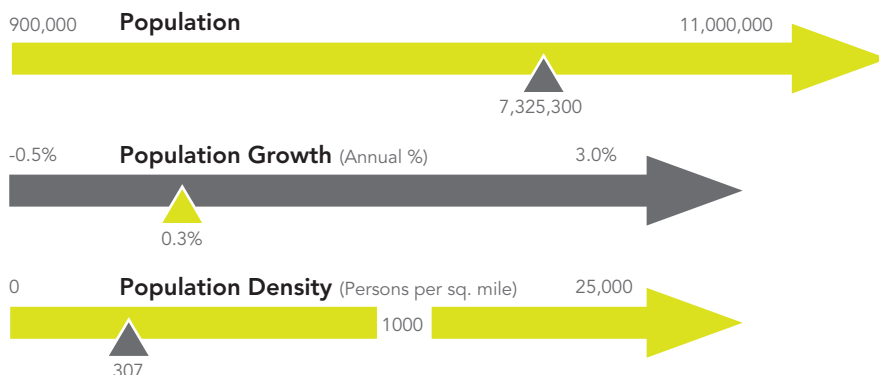
Median Value:
\$154,100

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

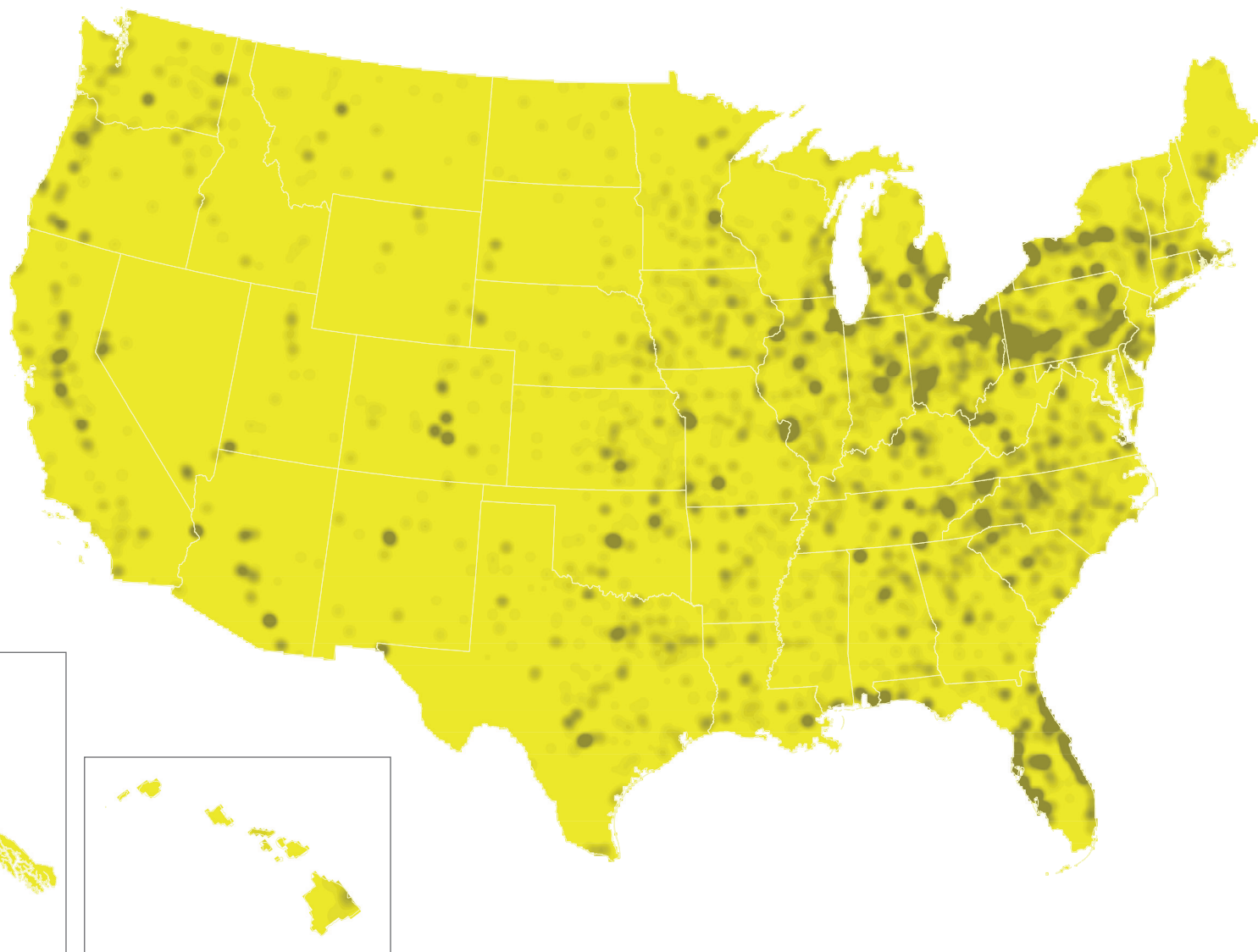
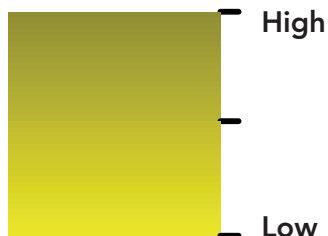
Midlife Constants



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SEGMENT DENSITY

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



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LifeMode Group: Hometown

Modest Income Homes

12D

Households: 1,627,600

Average Household Size: 2.56

Median Age: 37.0

Median Household Income: \$23,900

WHO ARE WE?

Families in this urban segment may be nontraditional; however, their religious faith and family values guide their modest lifestyles. Many residents are primary caregivers to their elderly family members. Jobs are not always easy to come by, but wages and salary income are still the main sources of income for most households. Reliance on Social Security and public assistance income is necessary to support single-parent and multigenerational families. High poverty rates in this market make it difficult to make ends meet. Nonetheless, rents are relatively low (Index 70), public transportation is available, and Medicaid can assist families in need.

OUR NEIGHBORHOOD

- Households are single person or single parent (usually female householders). Multigenerational families are also present.
- Homes are predominantly single family; values reflect the age of the housing, built more than 60 years ago.
- Over half of the homes are renter occupied; average rent is lower than the US average.
- Most households have one car (or no vehicle); nearly a third rely on car pooling, walking, biking or public transportation.

SOCIOECONOMIC TRAITS

- Almost a quarter of adults aged 25 or more have no high school diploma.
- Labor force participation is only 50%, with unemployment at almost three times the US rate.
- Income is less than half of the US median income; more than one in three households are in poverty, dependent on Social Security, public assistance, and Supplemental Security Income.
- Consumers in this market consider traditional gender roles and religious faith very important.
- This market lives for today, choosing to save only for a specific purpose.
- They favor TV as their media of choice and will purchase a product with a celebrity endorsement.



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



LifeMode Group: Hometown

Modest Income Homes

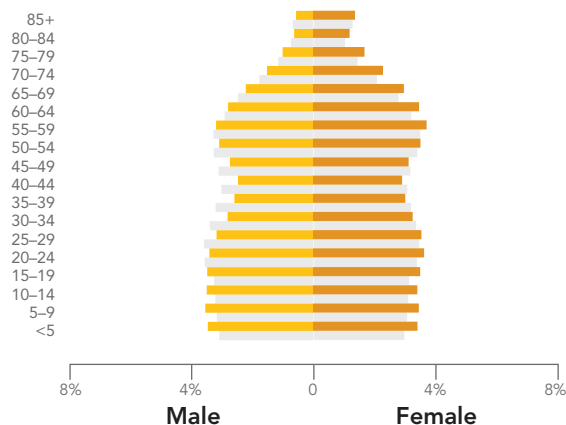


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AGE BY SEX (Esri data)

Median Age: **37.0** US: 38.2

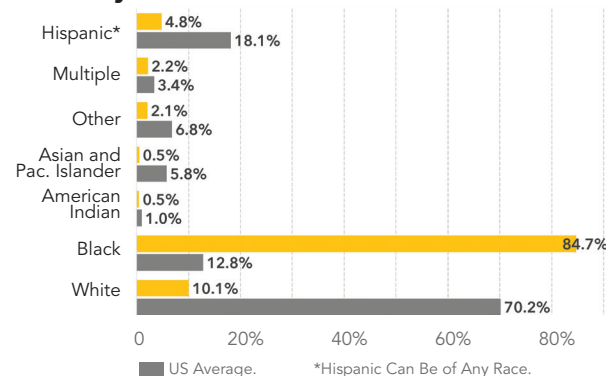
■ Indicates US



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: **34.0** US: 64.0



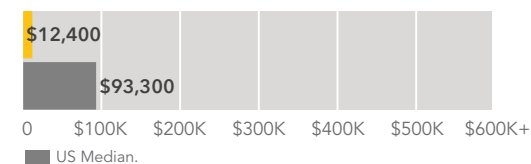
INCOME AND NET WORTH

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

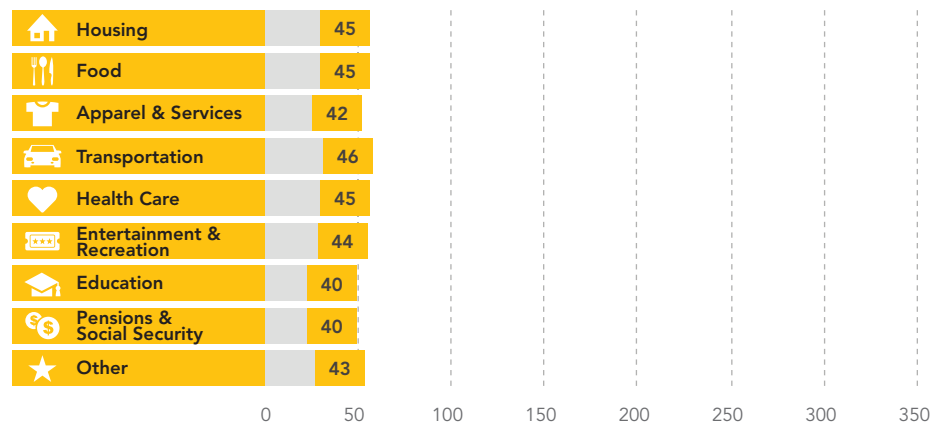


Median Net Worth



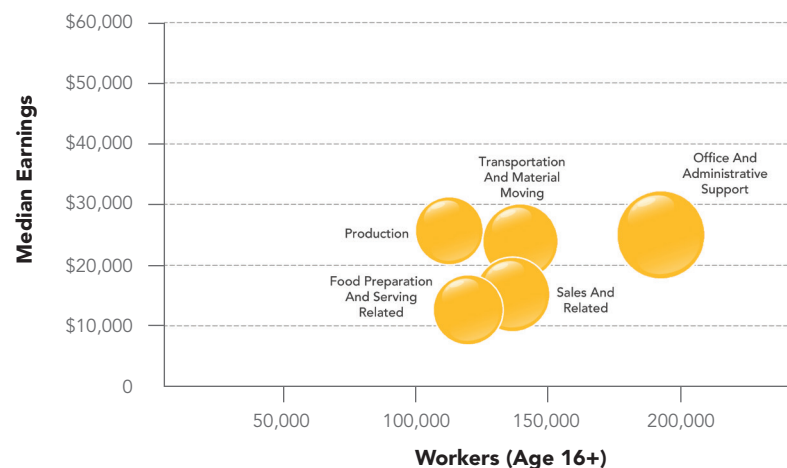
AVERAGE HOUSEHOLD BUDGET INDEX

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.





LifeMode Group: Hometown

Modest Income Homes



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MARKET PROFILE

(Consumer preferences are estimated from data by GfK MRI)

- To make ends meet, consumers shop at warehouse clubs and low-cost retailers.
- Unlikely to own a credit card, they pay their bills in person.
- This market supports multigenerational families; they are often primary caregivers for elderly family members. On average, *Modest Income Homes* residents have a higher reliance on Medicaid.
- For entertainment, they listen to gospel and R&B music and prefer to watch BET.
- The recreational activity of choice for residents is basketball.

HOUSING

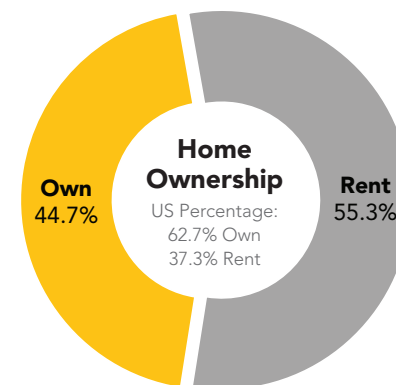
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
Single Family

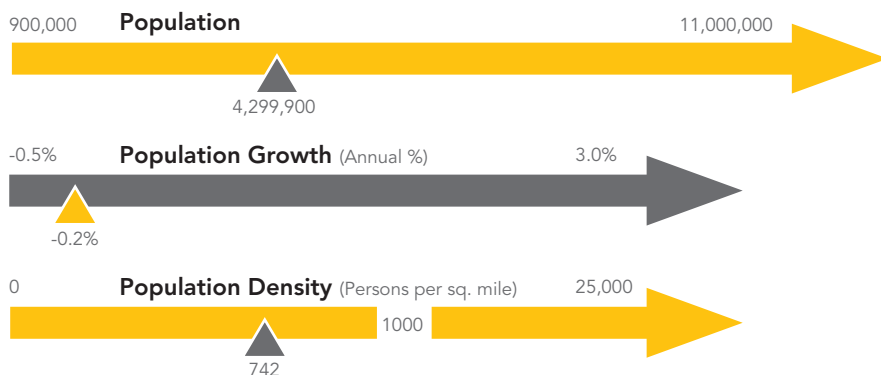
Average Rent:
\$723

US Average: \$1,038



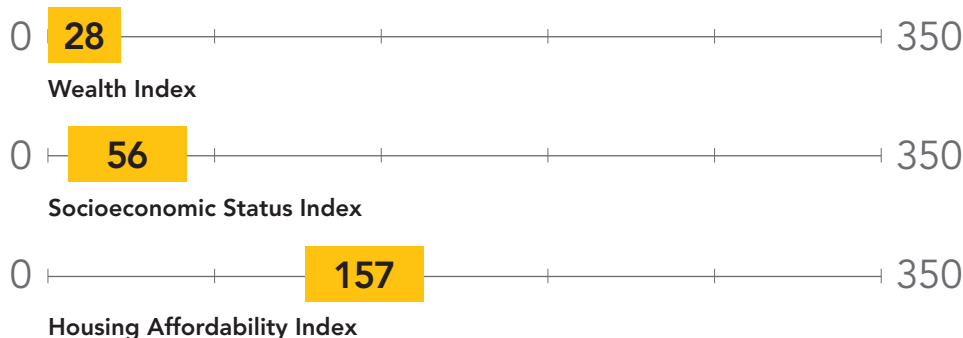
POPULATION CHARACTERISTICS

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: Hometown

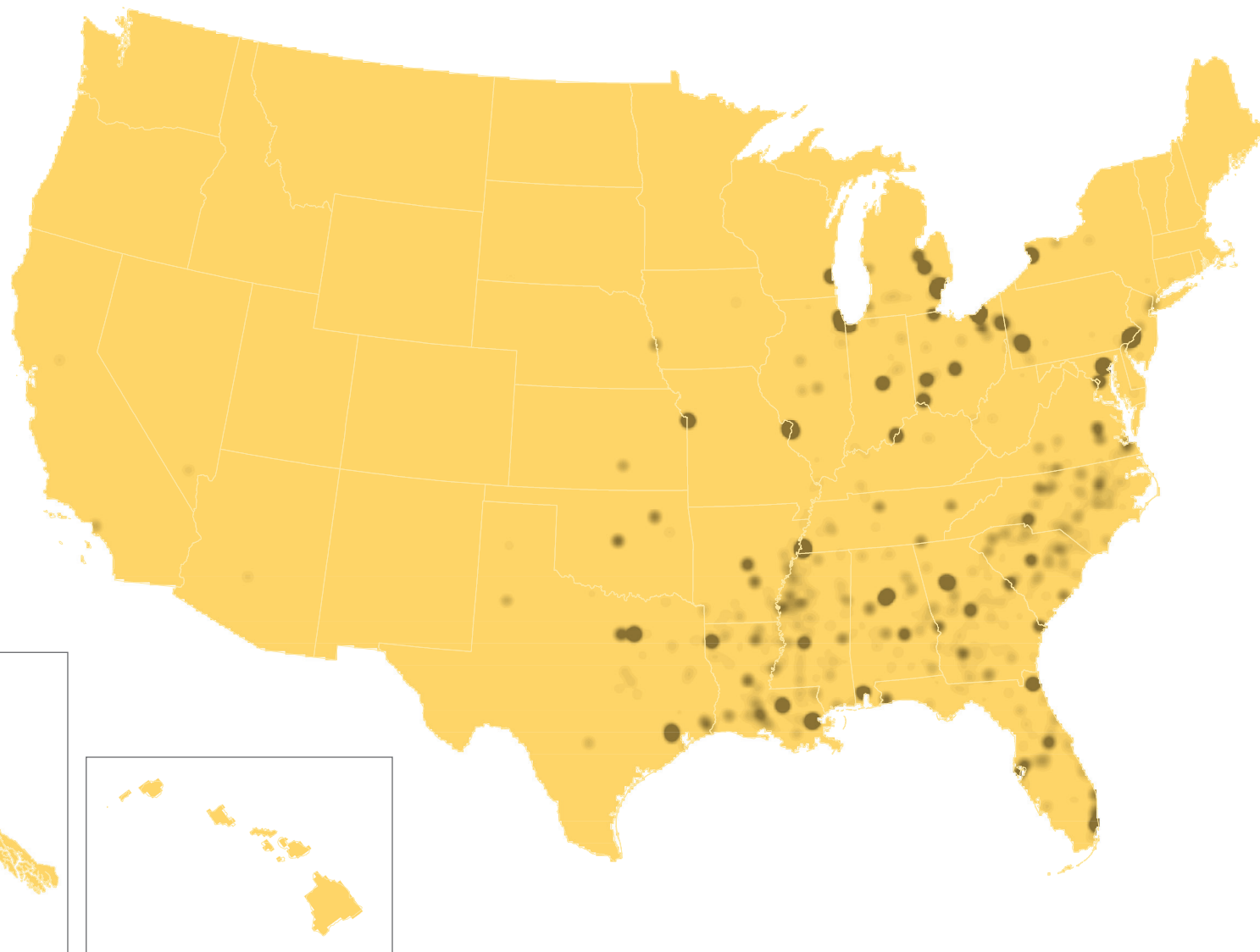
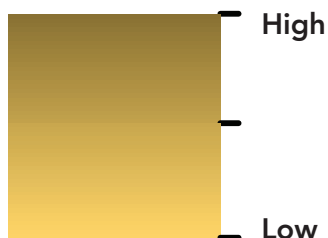
Modest Income Homes



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SEGMENT DENSITY

This map illustrates the density and distribution of the *Modest Income Homes* Tapestry Segment by households.



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LifeMode Group: Middle Ground

Old and Newcomers

8F

Households: 2,859,200

Average Household Size: 2.12

Median Age: 39.4

Median Household Income: \$44,900

WHO ARE WE?

This market features singles' lifestyles, on a budget. The focus is more on convenience than consumerism, economy over acquisition. *Old and Newcomers* is composed of neighborhoods in transition, populated by renters who are just beginning their careers or retiring. Some are still in college; some are taking adult education classes. They support charity causes and are environmentally conscious. Age is not always obvious from their choices.

OUR NEIGHBORHOOD

- Metropolitan city dwellers.
- Predominantly single households (Index 148), with a mix of married couples (no children); average household size lower at 2.12.
- 55% renter occupied; average rent, \$880, (Index 85).
- 45% of housing units are single-family dwellings; 45% are multiunit buildings in older neighborhoods, built before 1980.
- Average vacancy rate at 11%.

SOCIOECONOMIC TRAITS

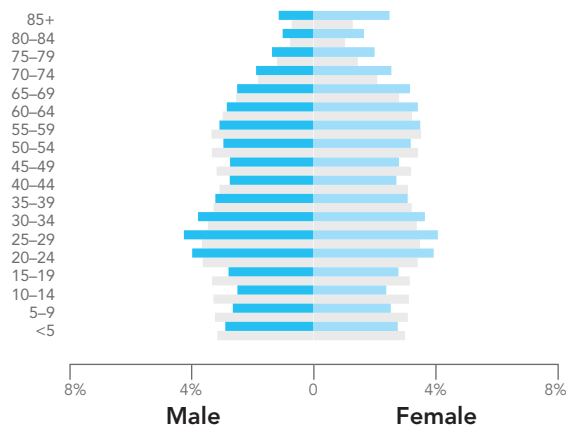
- Unemployment is lower at 5.1% (Index 93), with an average labor force participation rate of 62.6%, despite the increasing number of retired workers.
- 32% of households are currently receiving Social Security.
- 31% have a college degree (Index 99), 33% have some college education, 9% are still enrolled in college (Index 121).
- Consumers are price aware and coupon clippers, but open to impulse buys.
- They are attentive to environmental concerns.
- They are more comfortable with the latest technology than buying a car.



AGE BY SEX (Esri data)

Median Age: **39.4** US: 38.2

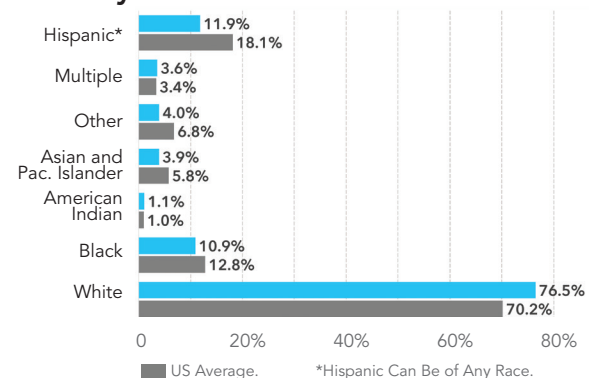
■ Indicates US



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: **52.7** US: 64.0



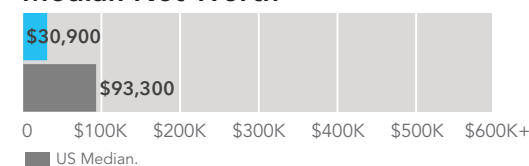
INCOME AND NET WORTH

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

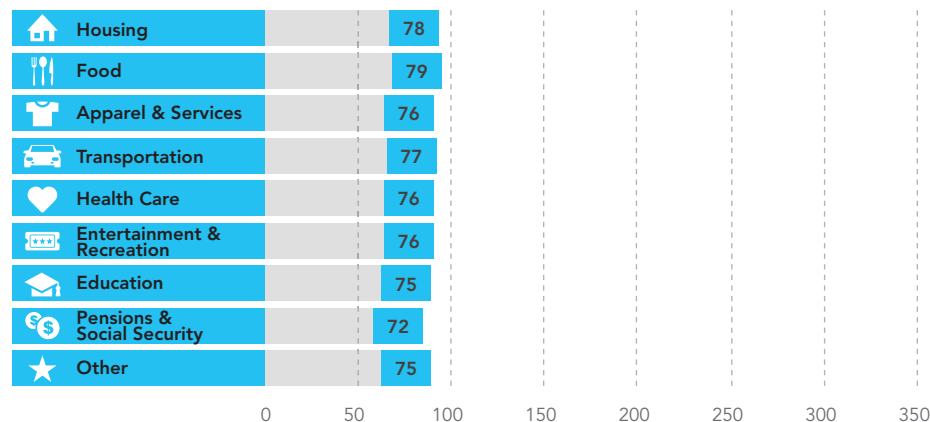


Median Net Worth



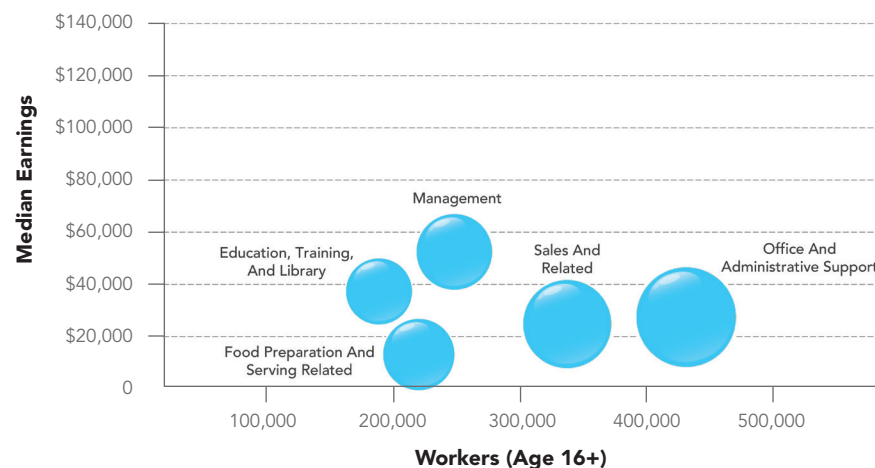
AVERAGE HOUSEHOLD BUDGET INDEX

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 GfK MRI)

- Residents have a strong sense of community. They volunteer for charities, help fund raise, and recycle.
- They prefer cell phones to landlines.
- Entertainment features the Internet (employment searches, rating products, updating social media profiles), watching movies at home, listening to country music, and reading the paper.
- Vehicles are basically just a means of transportation.
- Food features convenience, frozen and fast food.
- They do banking as likely in person as online.

HOUSING

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



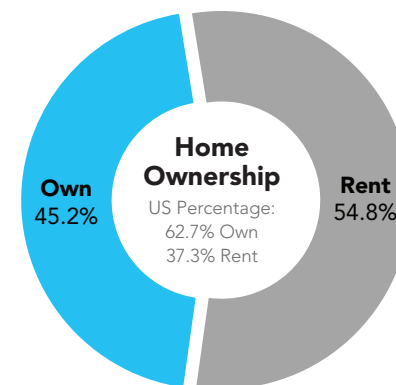
Typical Housing:

Single Family;
Multi-Units

Average Rent:

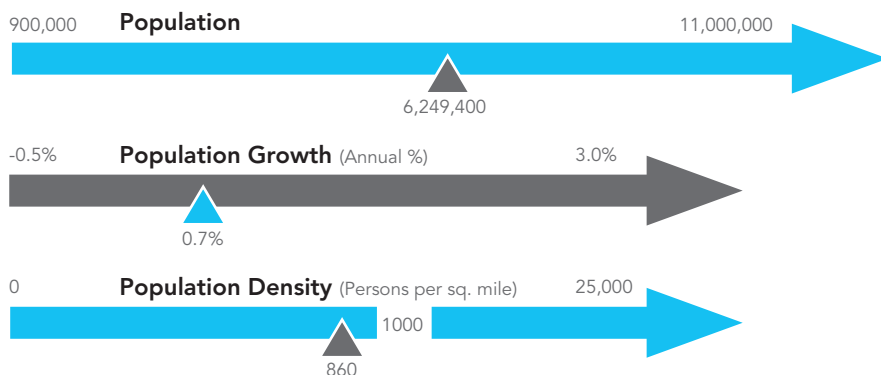
\$880

US Average: \$1,038



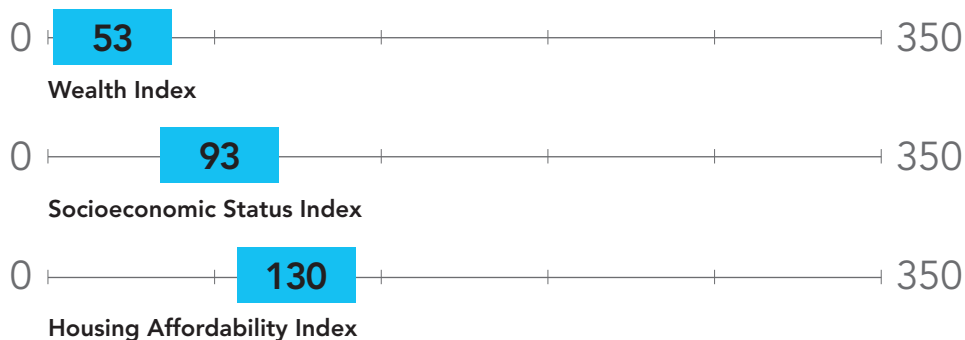
POPULATION CHARACTERISTICS

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

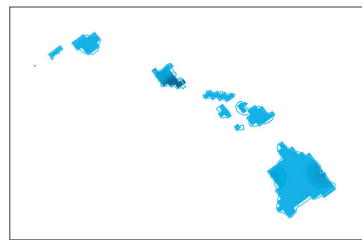
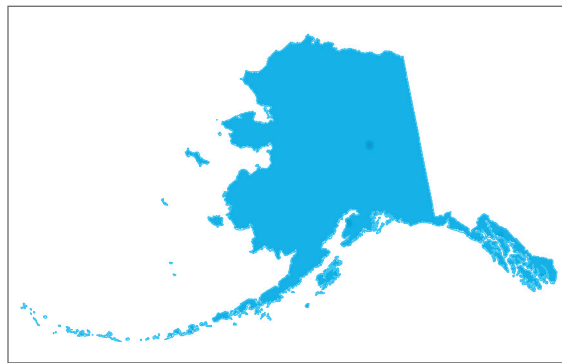
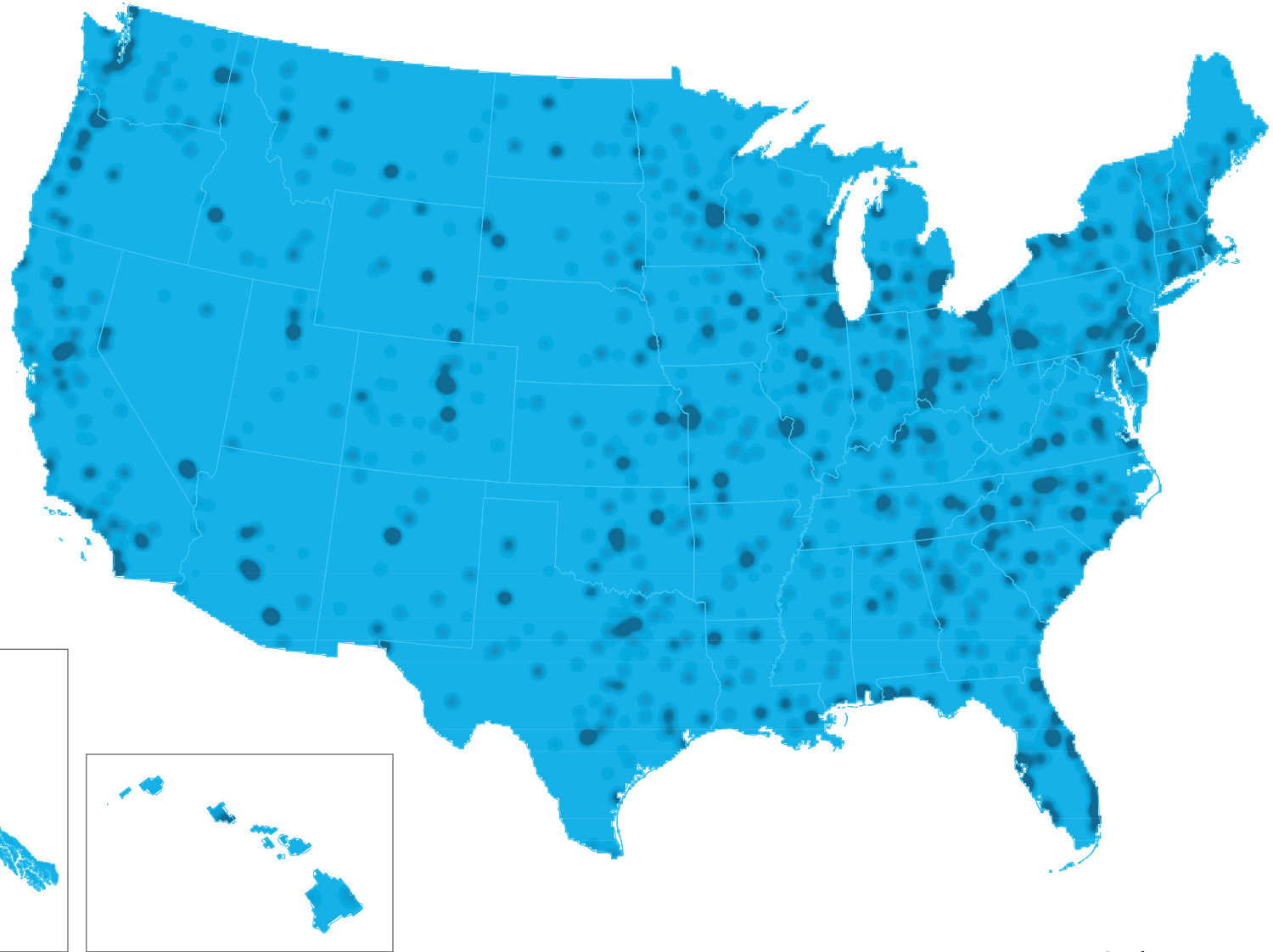
Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





SEGMENT DENSITY

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



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LifeMode Group: GenXurban

Rustbelt Traditions

5D

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 work force 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, hard-working 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 percent of house holders 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 1 to 2 vehicles available.

SOCIOECONOMIC TRAITS

- Most have graduated from high school or spent some time at a college or university.
- Unemployment below the US at 5.2%; labor force participation slightly higher than the US at 67%.
- While most income derived from wages and salaries, nearly 31% of households collecting Social Security and nearly 20% drawing income from retirement accounts.
- Family-oriented consumers who value time spent at home.
- Most lived, worked, and played in the same area for years.
- Budget aware shoppers that favor American-made products.
- Read newspapers, especially the Sunday editions.



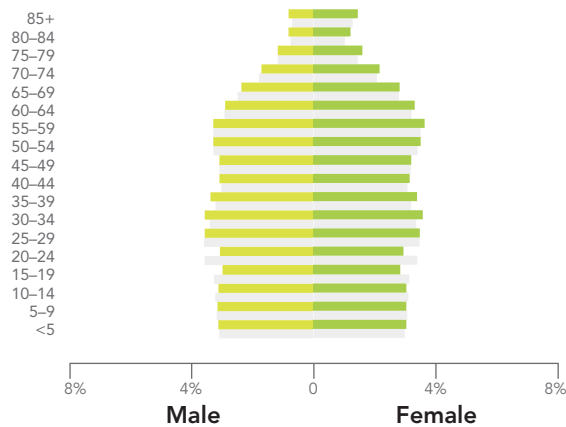
Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.



AGE BY SEX (Esri data)

Median Age: **39.0** US: 38.2

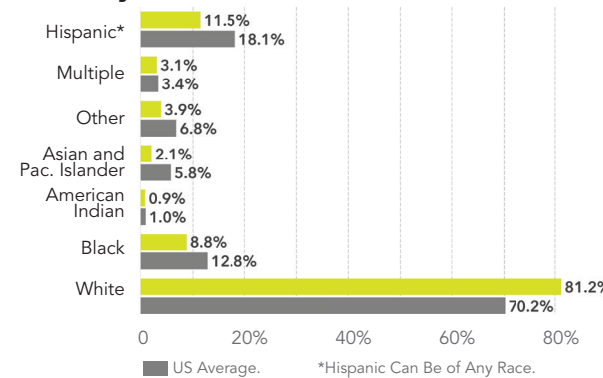
■ Indicates US



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



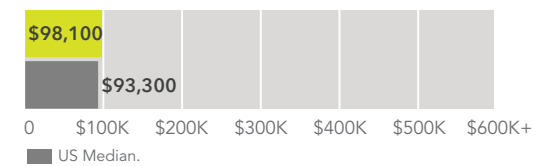
INCOME AND NET WORTH

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

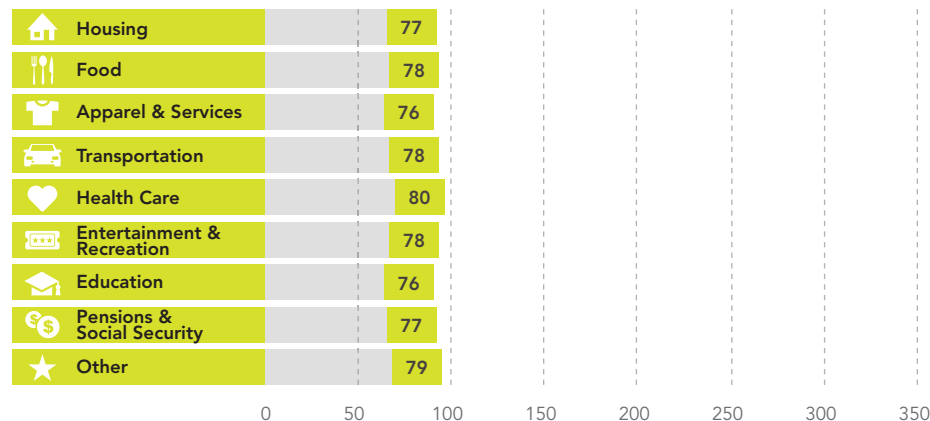


Median Net Worth



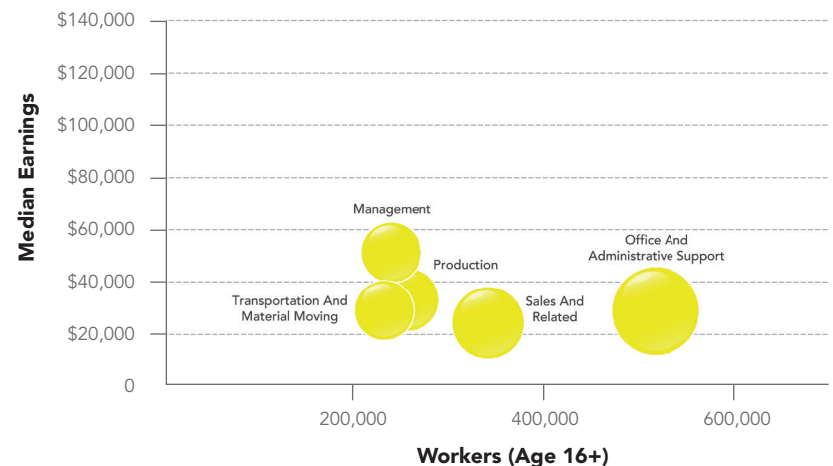
AVERAGE HOUSEHOLD BUDGET INDEX

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.





LifeMode Group: GenXurban

Rustbelt Traditions



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SEGMENTATION
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MARKET PROFILE

(Consumer preferences are estimated from data by GfK MRI)

- 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 ABC Family Channel, 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

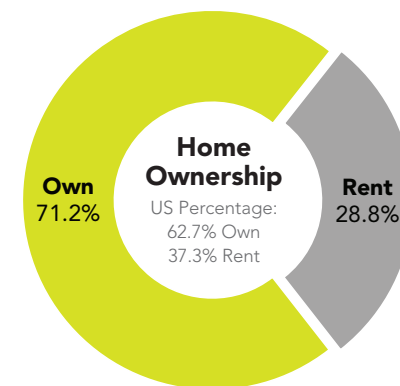
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
Single Family

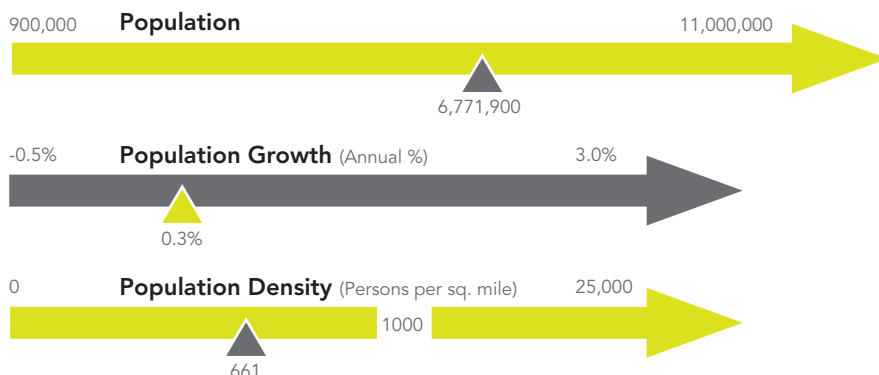
Median Value:
\$123,400

US Median: \$207,300



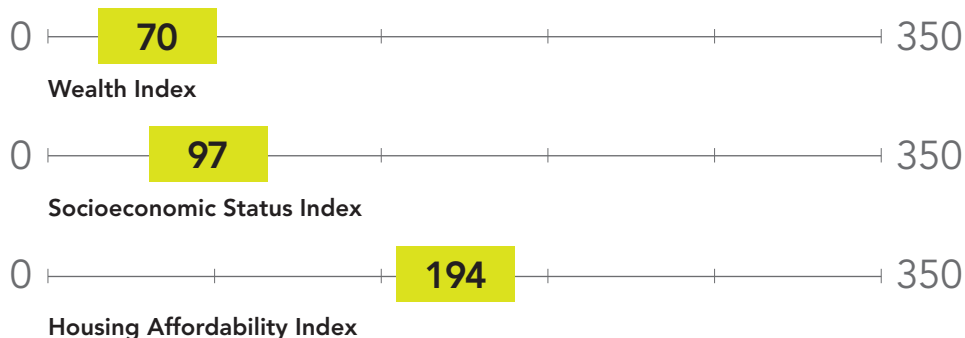
POPULATION CHARACTERISTICS

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

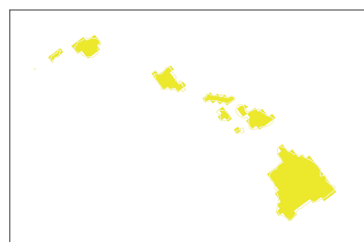
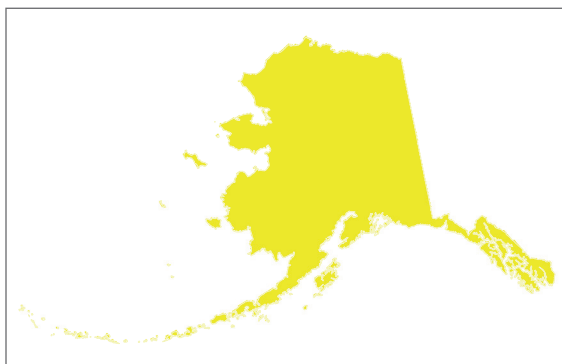
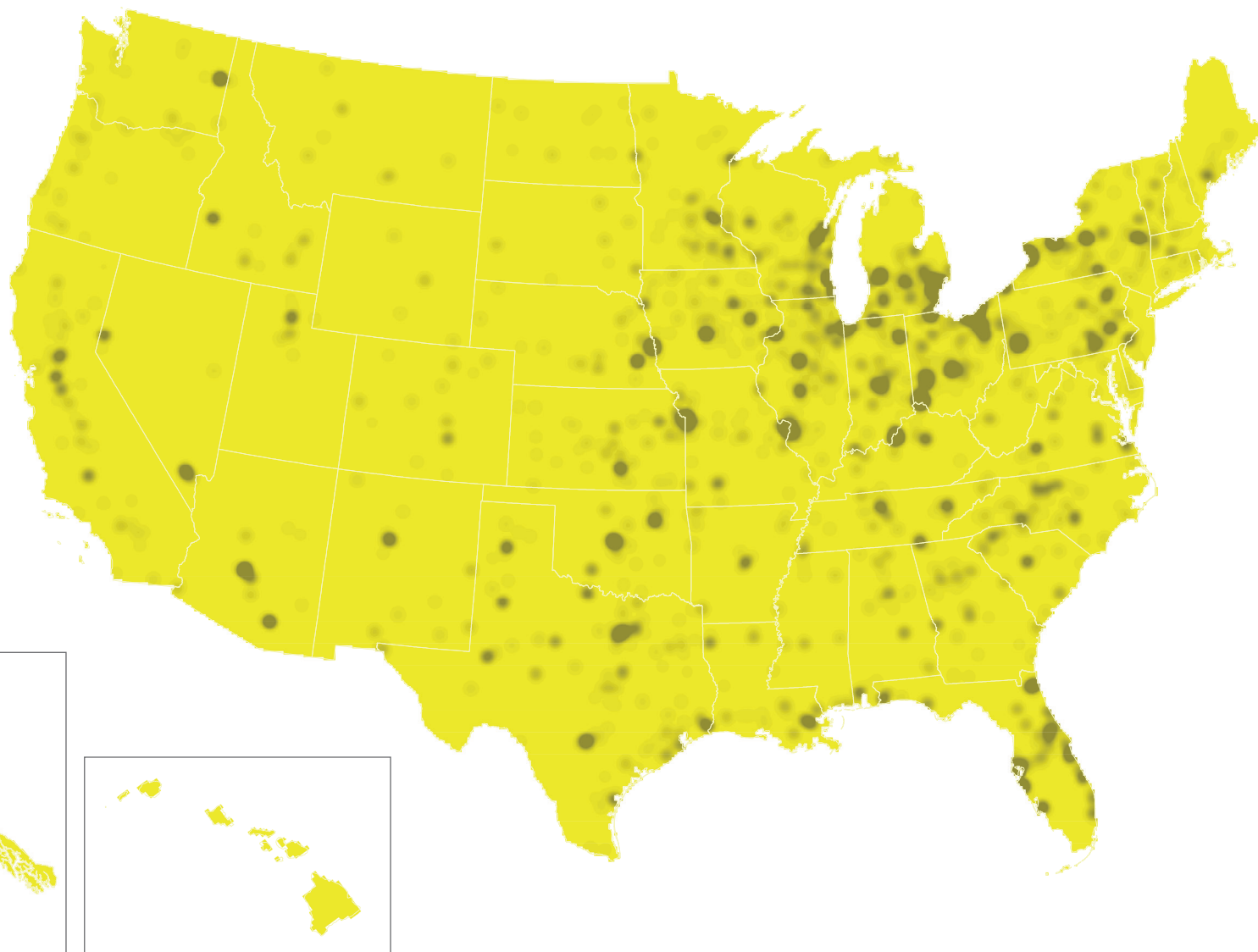
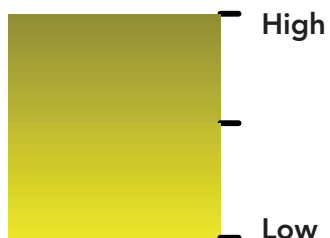
Rustbelt Traditions



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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LifeMode Group: Affluent Estates

Savvy Suburbanites

1D

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.
- Low unemployment at 3.5% (Index 65); 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.



LifeMode Group: Affluent Estates

Savvy Suburbanites

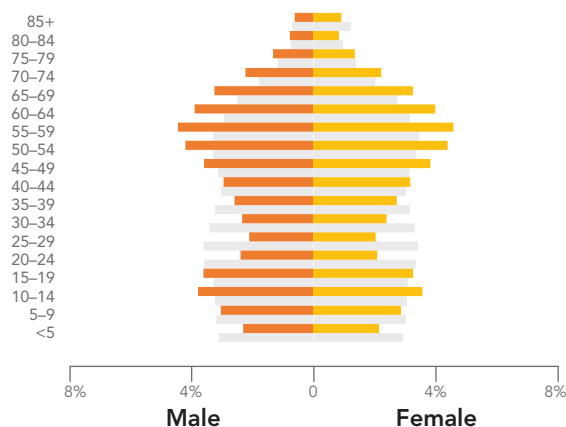


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SEGMENTATION
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AGE BY SEX (Esri data)

Median Age: **45.1** US: 38.2

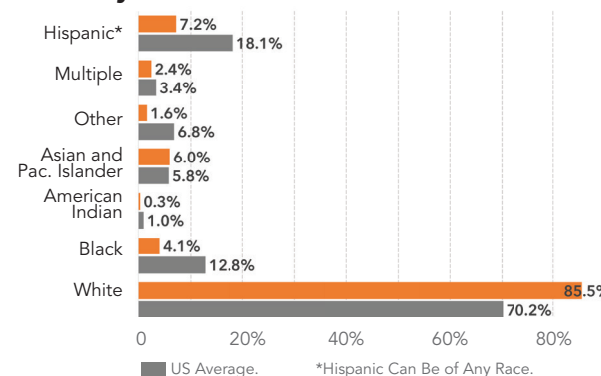
■ Indicates US



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



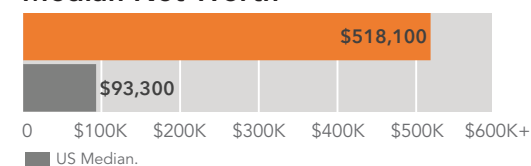
INCOME AND NET WORTH

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

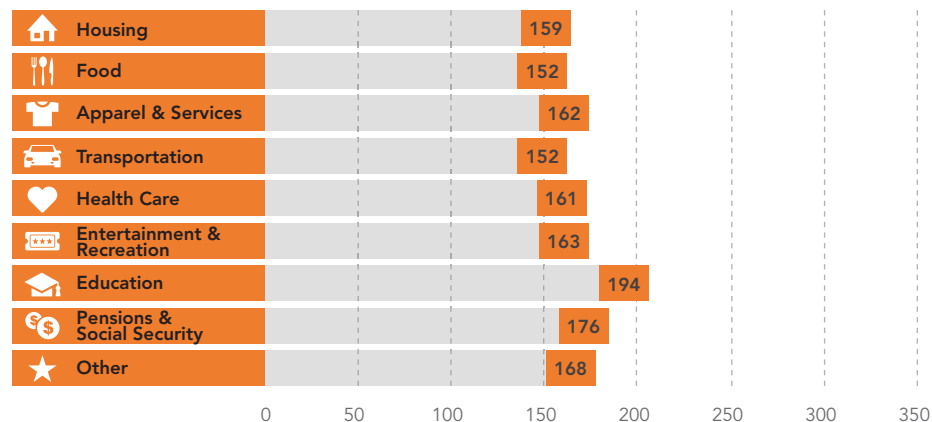


Median Net Worth



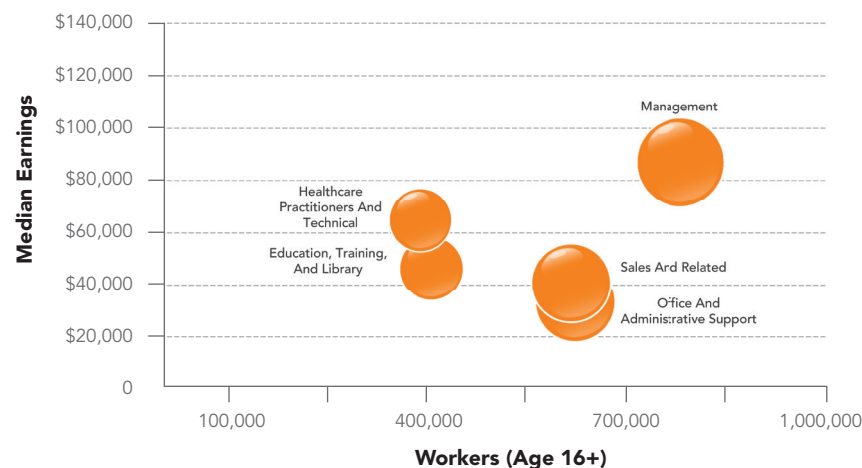
AVERAGE HOUSEHOLD BUDGET INDEX

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.





LifeMode Group: Affluent Estates

Savvy Suburbanites



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MARKET PROFILE

(Consumer preferences are estimated from data by GfK MRI)

- 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

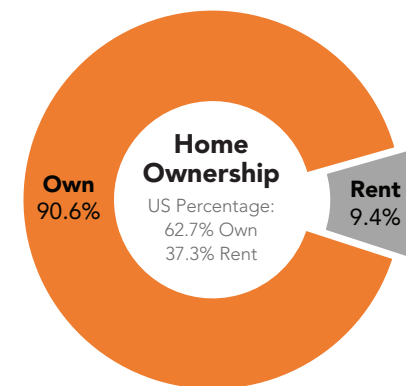
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
Single Family

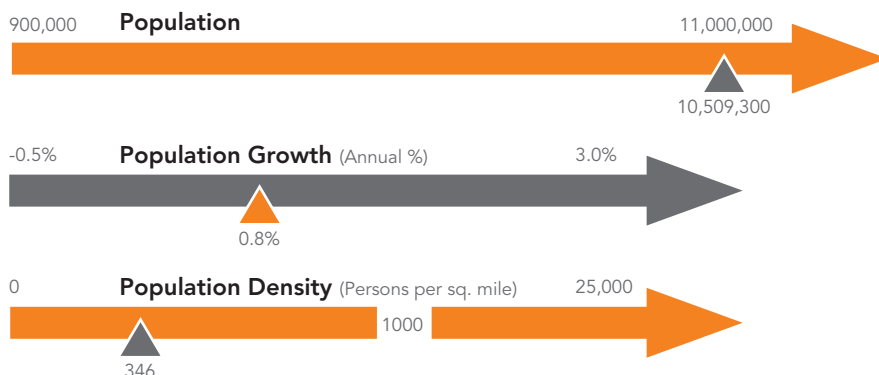
Median Value:
\$362,900

US Median: \$207,300



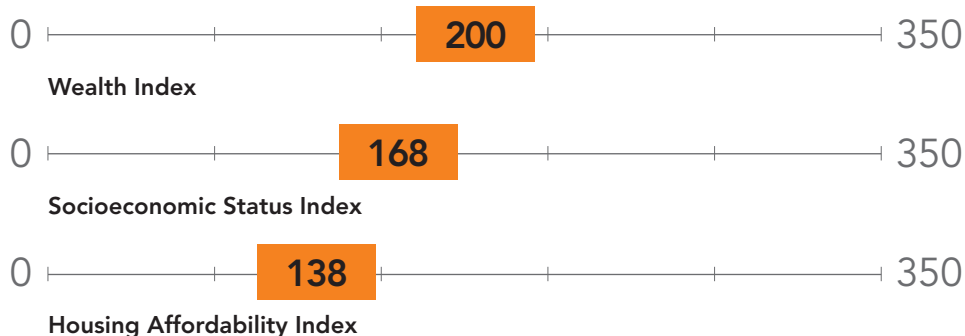
POPULATION CHARACTERISTICS

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

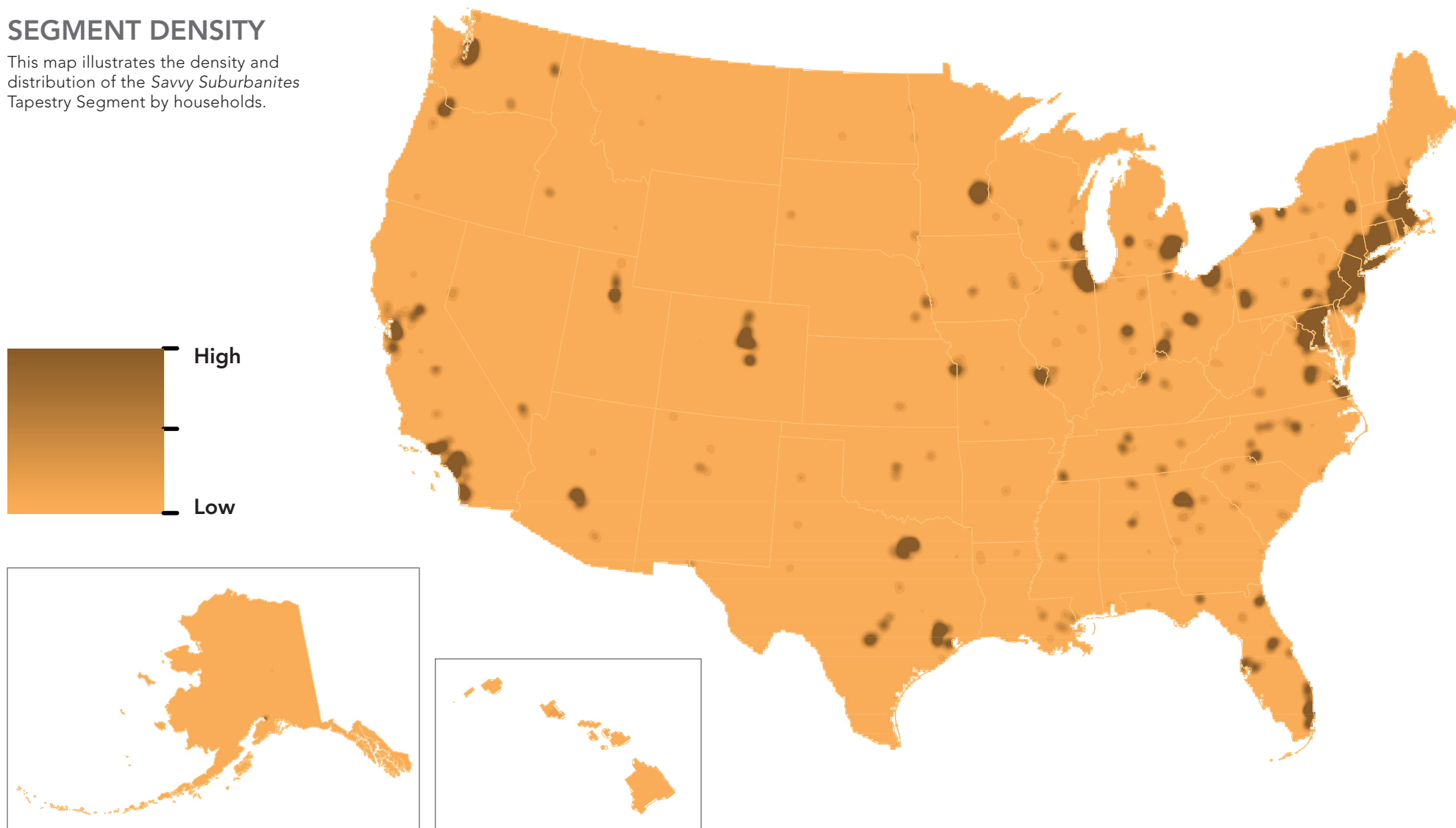
Savvy Suburbanites



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SEGMENT DENSITY

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



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LifeMode Group: Midtown Singles

Set to Impress

11D

Households: 1,714,100

Average Household Size: 2.12

Median Age: 33.9

Median Household Income: \$32,800

WHO ARE WE?

Set to Impress is depicted by medium to large multiunit apartments with lower than average rents. These apartments are often nestled into neighborhoods with other businesses or single-family housing. Nearly one in three residents is 20 to 34 years old, and over half of the homes are single person and nonfamily households. Although many residents live alone, they preserve close connections with their family. Income levels are low; many work in food service while they are attending college. This group is always looking for a deal. They are very conscious of their image and seek to bolster their status with the latest fashion. *Set to Impress* residents are tapped into popular music and the local music scene.

OUR NEIGHBORHOOD

- Apartment complexes represented by multiple multiunit structures are often nestled in neighborhoods with either single-family homes or other businesses.
- Renters make up nearly three quarters of all households.
- They're found mostly in urban areas, but also in suburbs.
- Single-person households make up over 40% of all households.
- It is easy enough to walk or bike to work for many residents.

SOCIOECONOMIC TRAITS

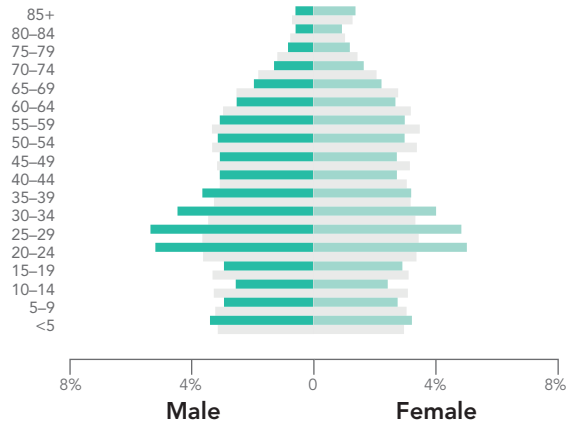
- Residents are better educated and mobile.
- Unemployment is higher, although many are still enrolled in college (Index 141).
- They always have an eye out for a sale and will stock up when the price is right.
- They prefer name brands, but will buy generic when it is a better deal.
- Quick meals on the run are a reality of life.
- They're image-conscious consumers that dress to impress and often make impulse buys.
- They maintain close relationships with family.



AGE BY SEX (Esri data)

Median Age: **33.9** US: 38.2

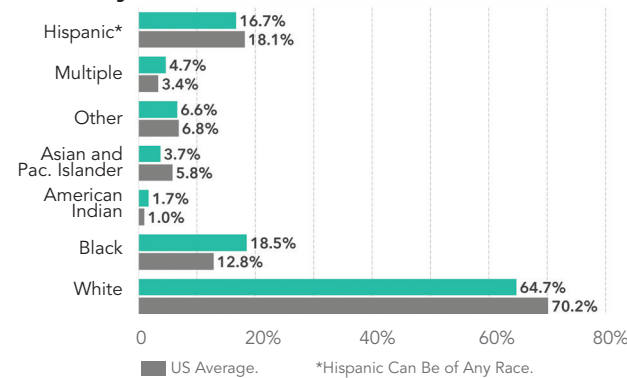
■ Indicates US



RACE AND ETHNICITY (Esri data)

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

Diversity Index: **67.2** US: 64.0



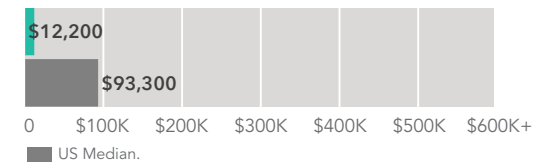
INCOME AND NET WORTH

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

Median Household Income

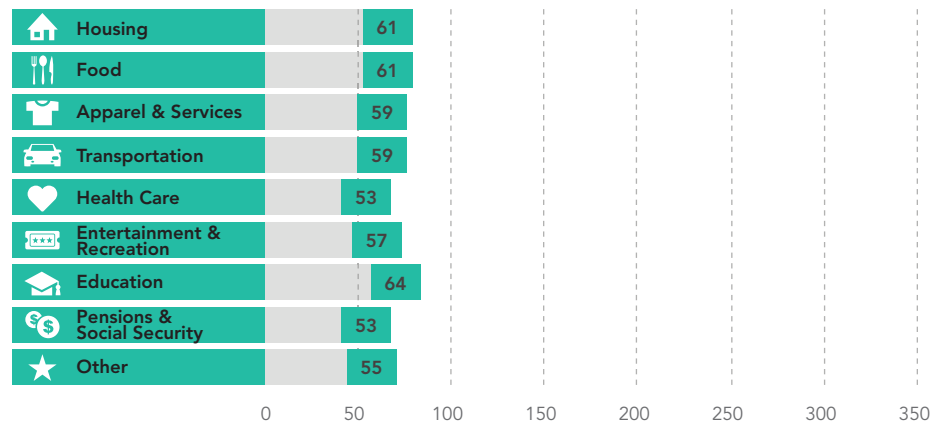


Median Net Worth



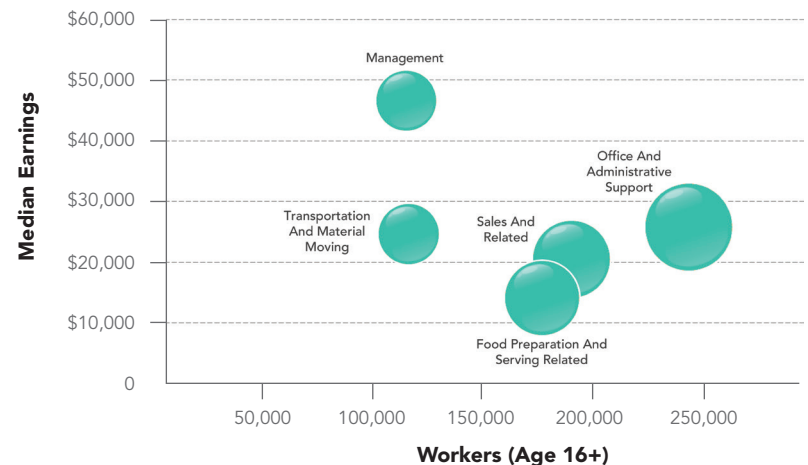
AVERAGE HOUSEHOLD BUDGET INDEX

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



OCCUPATION BY EARNINGS

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





MARKET PROFILE

(Consumer preferences are estimated from data by GfK MRI)

- They listen to a variety of the latest music and download music online.
- Majority have cell phones only, no landlines.
- They use the Internet for social media, downloading video games, and watching TV programs.
- They own used, imported vehicles.
- Residents prefer shopping for bargains at Walmart, including discount stores like Kmart, Big Lots, and the local dollar store.
- They enjoy leisure activities including going to rock concerts, night clubs, and the zoo.

HOUSING

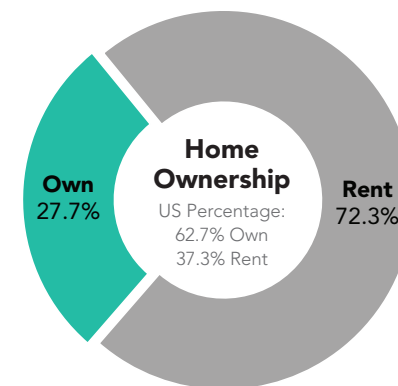
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
Multi-Unit Rentals;
Single Family

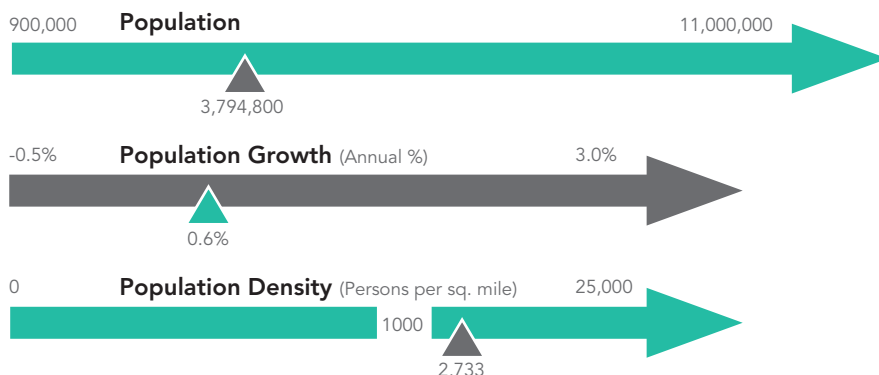
Average Rent:
\$787

US Average: \$1,038



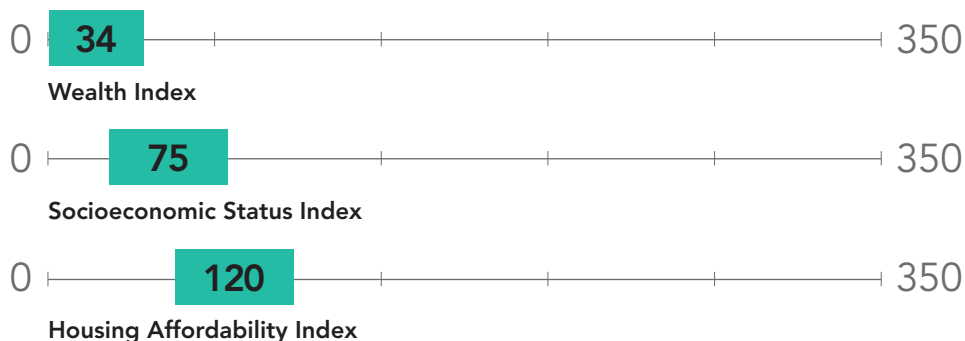
POPULATION CHARACTERISTICS

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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.





LifeMode Group: Midtown Singles

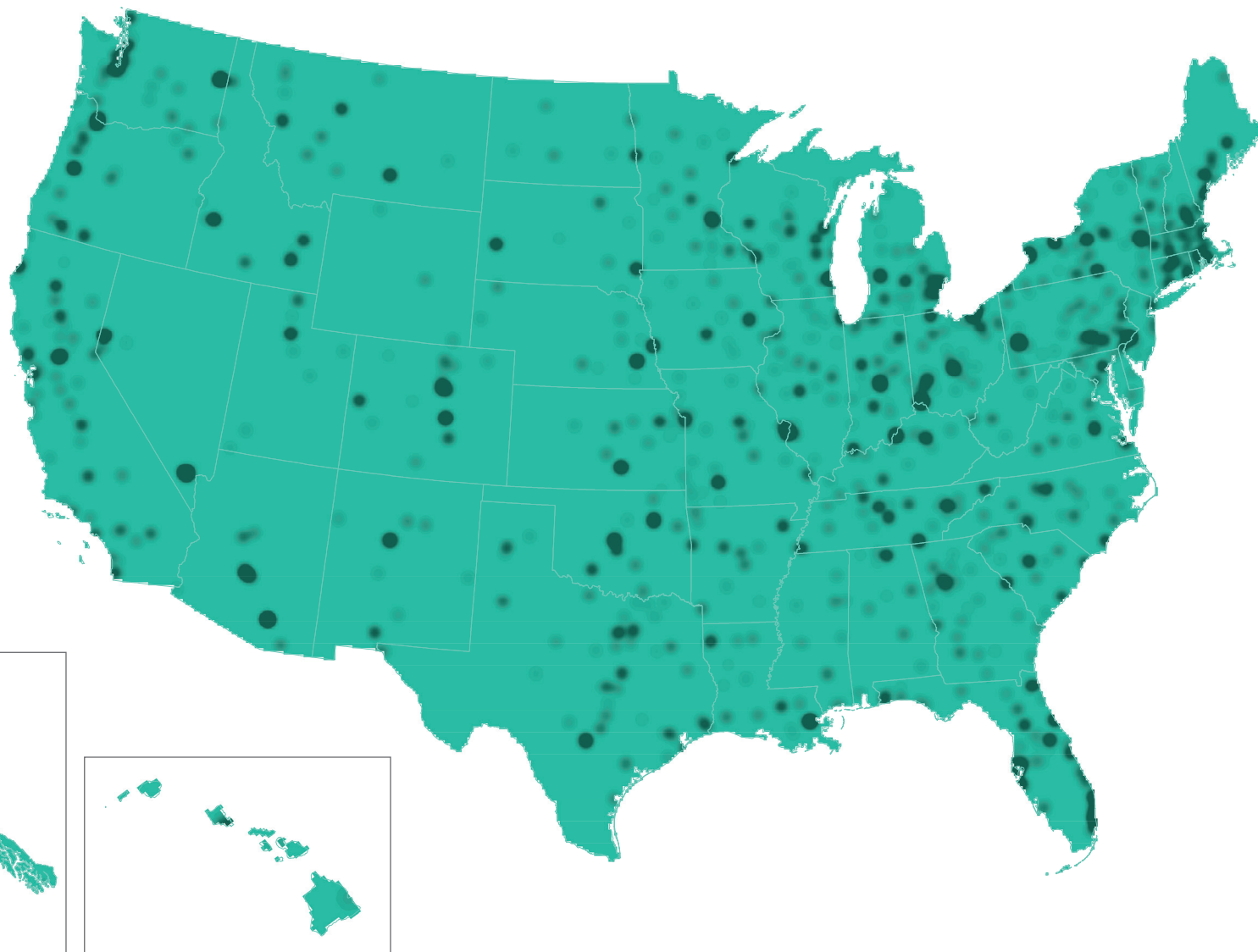
Set to Impress



TAPESTRY
SEGMENTATION
esri.com/tapestry

SEGMENT DENSITY

This map illustrates the density and distribution of the *Set to Impress* Tapestry Segment by households.



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LifeMode Group: Family Landscapes

Soccer Moms

4A

Households: 3,541,300

Average Household Size: 2.97

Median Age: 37.0

Median Household Income: \$90,500

WHO ARE WE?

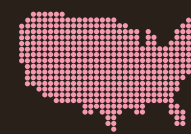
Soccer Moms is an affluent, family-oriented market with a country flavor. Residents are partial to new housing away from the bustle of the city but close enough to commute to professional job centers. Life in this suburban wilderness offsets the hectic pace of two working parents with growing children.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

OUR NEIGHBORHOOD

- Soccer Moms 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 2 or 3 vehicles; long travel time to work including a disproportionate number commuting from a different county (Index 132).

SOCIOECONOMIC TRAITS

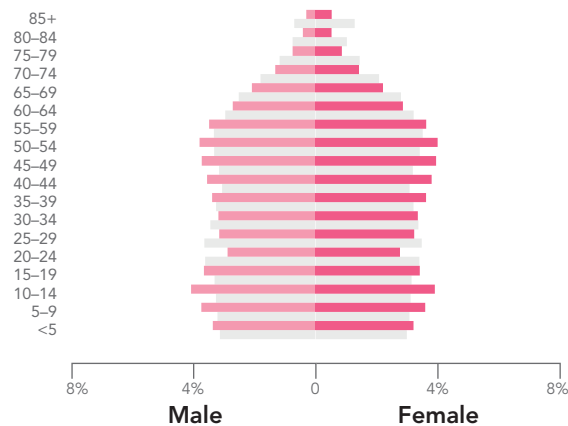
- Education: 40.5% college graduates; more than 72% with some college education.
- Low unemployment at 3.8%; high labor force participation rate at 71%; 2 out of 3 households include 2+ workers (Index 124).
- Connected, with a host of wireless devices from iPods to tablets—anything that enables convenience, 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).



AGE BY SEX (Esri data)

Median Age: **37.0** US: 38.2

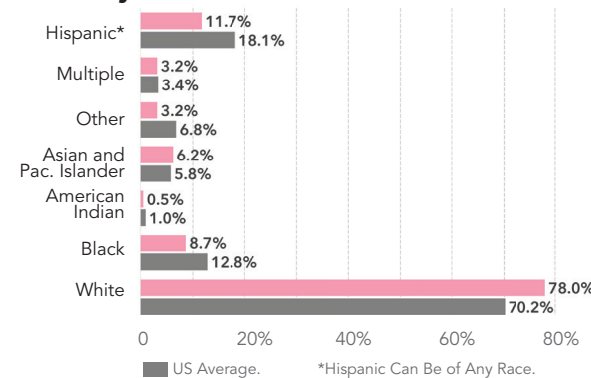
■ Indicates US



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



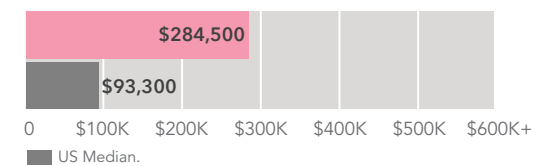
INCOME AND NET WORTH

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Median Household Income

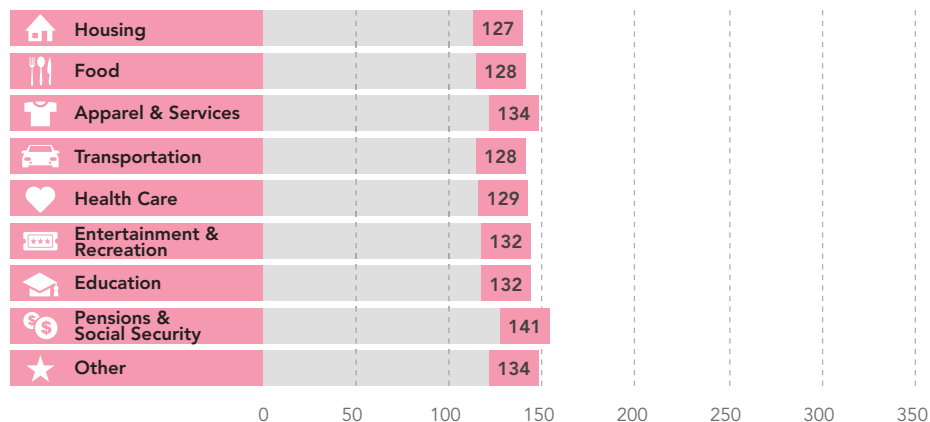


Median Net Worth



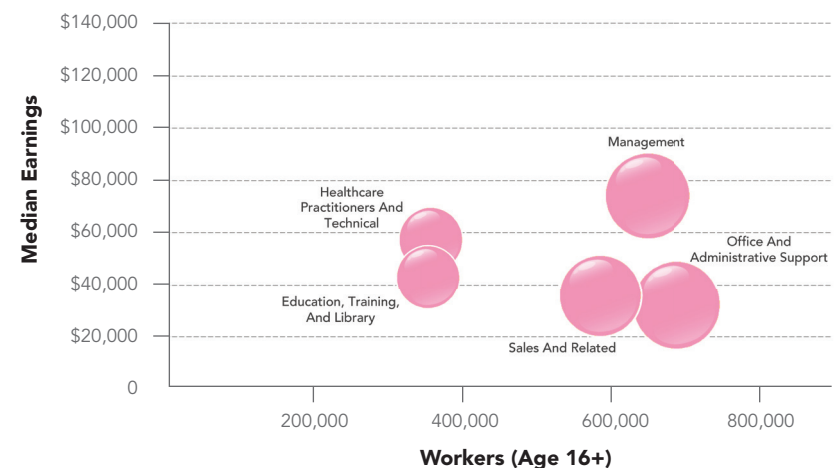
AVERAGE HOUSEHOLD BUDGET INDEX

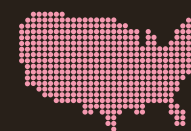
The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. 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 GfK MRI)

- Most households own at least 2 vehicles; the most popular types are minivans and SUVs.
- Family-oriented purchases and activities dominate, like 4+ 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

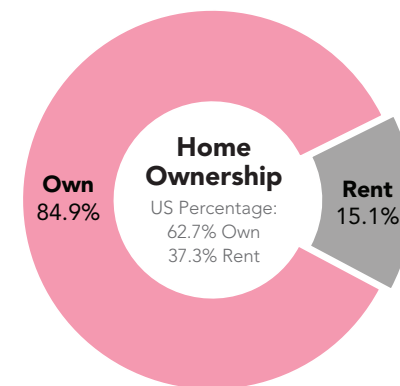
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
Single Family

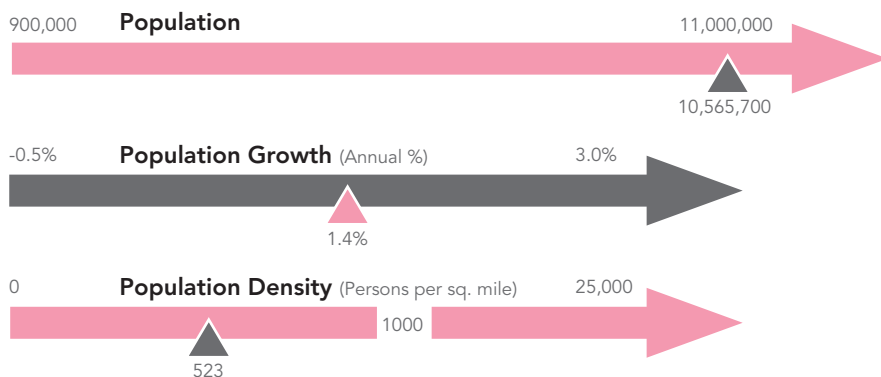
Median Value:
\$257,400

US Median: \$207,300



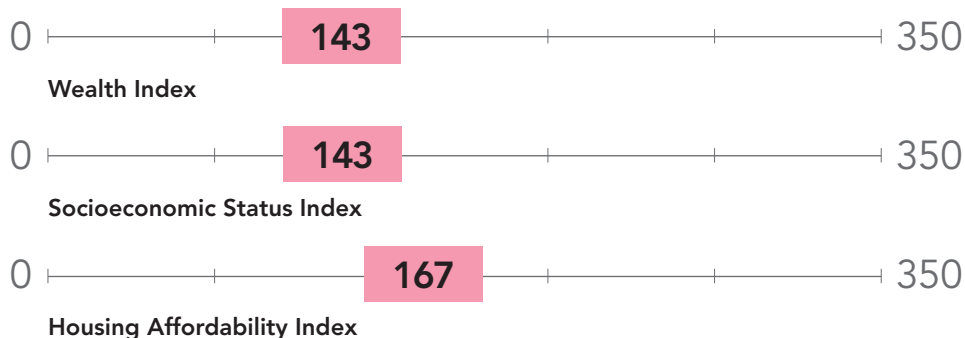
POPULATION CHARACTERISTICS

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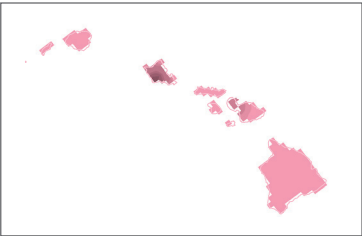
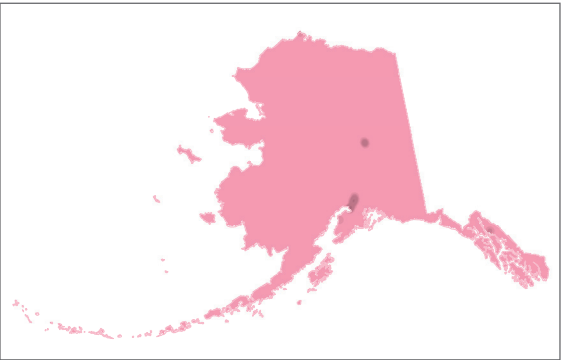
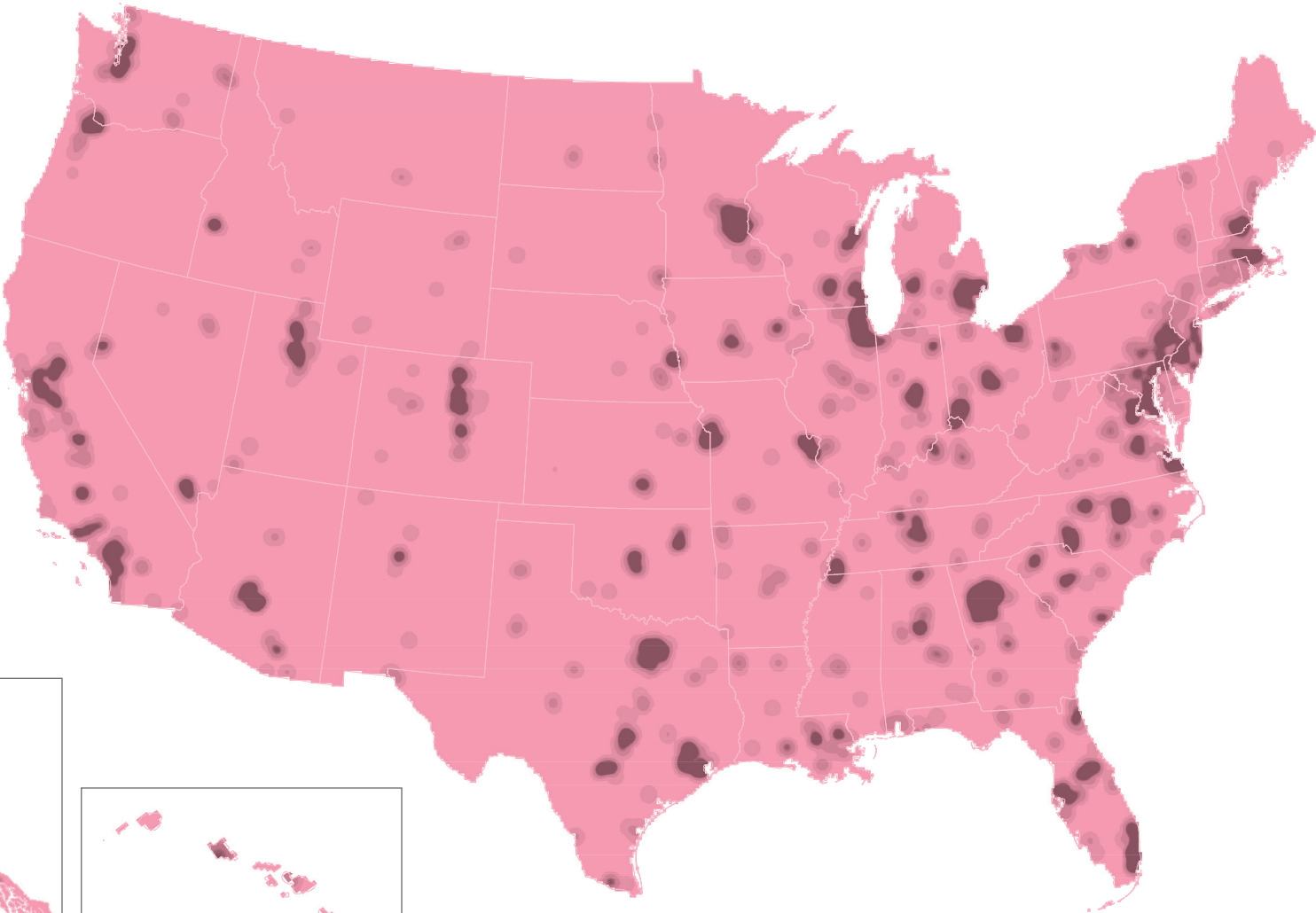
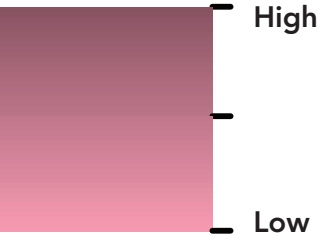
ESRI INDEXES

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 *Soccer Moms* Tapestry Segment by households.





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.
- Unemployment is higher at 7.3% (Index 134); labor force participation is also a bit higher 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, they are more likely to participate in online gaming or posting pics on social media.
- TV is seen as the most trusted media.



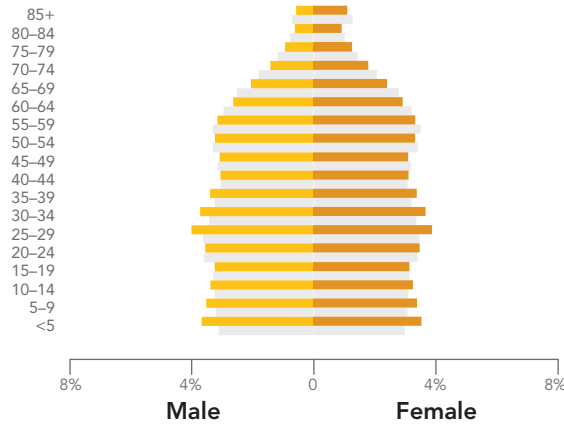
Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.



AGE BY SEX (Esri data)

Median Age: 35.5 US: 38.2

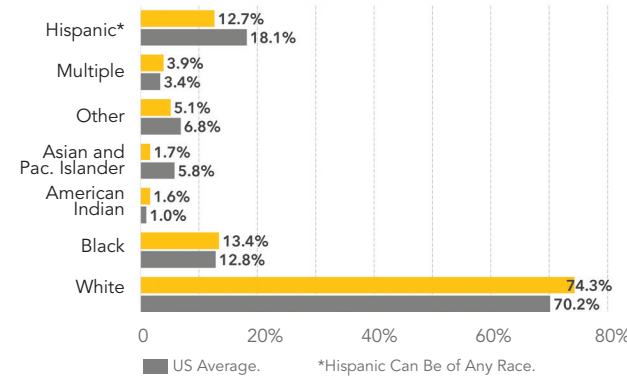
■ Indicates US



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: 55.6 US: 64.0



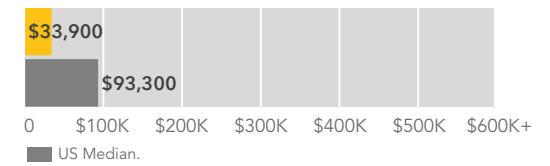
INCOME AND NET WORTH

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

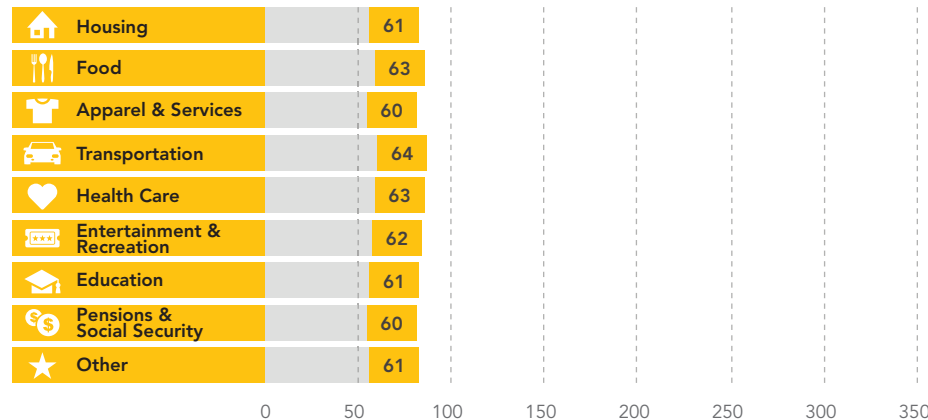


Median Net Worth



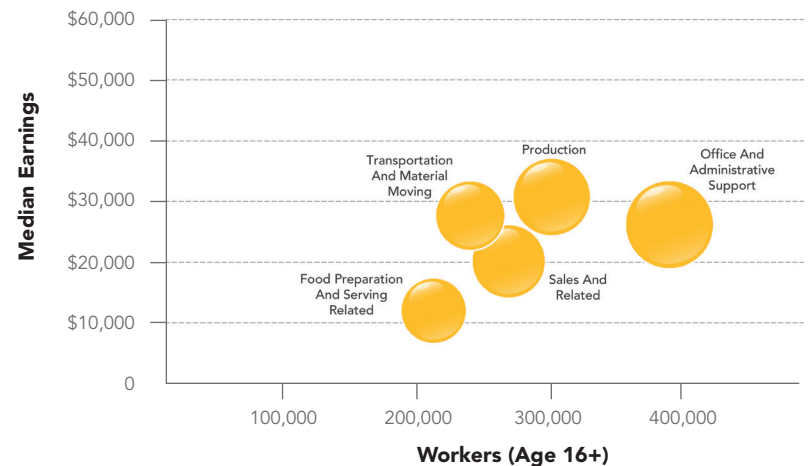
AVERAGE HOUSEHOLD BUDGET INDEX

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 GfK MRI)

- They shop for groceries at discount stores such as Walmart supercenters; Kmart is also a favorite for apparel and sundry household and personal care products.
- Convenience stores are commonly used for fuel or picking up incidentals like lottery tickets.
- They tend to carry credit card balances, have personal loans, and pay bills in person.
- Half of households have abandoned landlines for cell phones only.
- They watch their favorite channels including ABC Family, CMT, and Game Show Network.
- They're fast food devotees.
- They enjoy outdoor activities such as fishing and taking trips to the zoo.

HOUSING

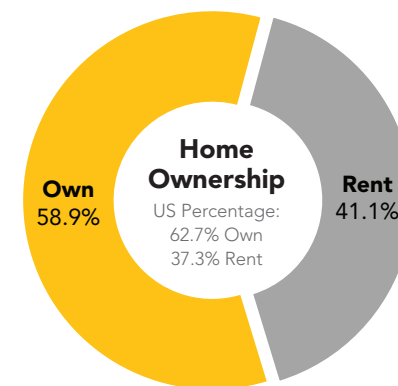
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
Single Family

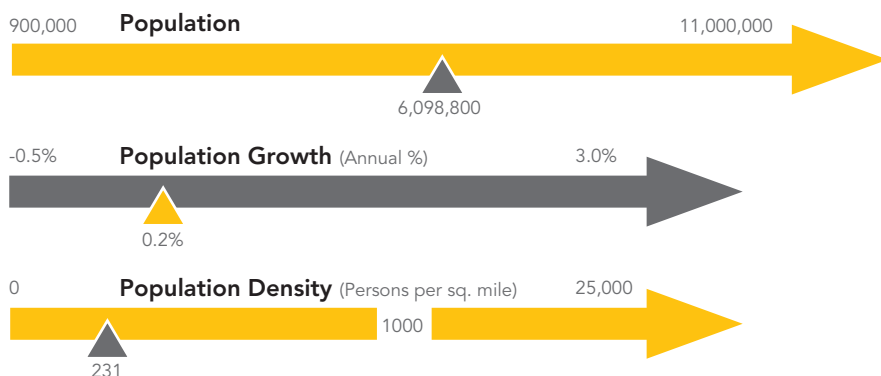
Median Value:
\$83,200

US Median: \$207,300



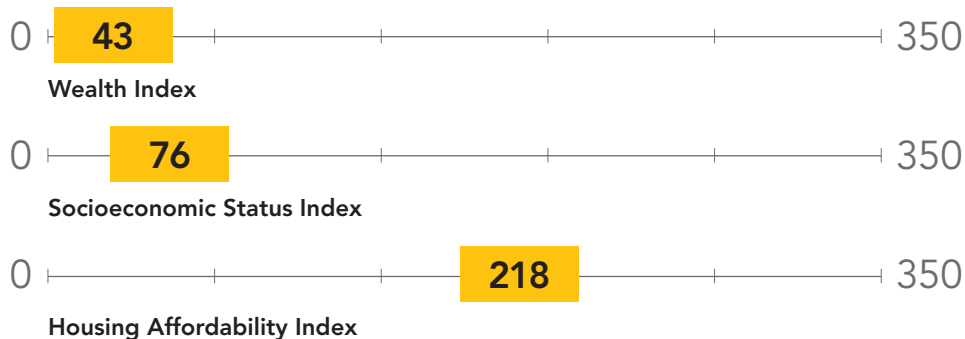
POPULATION CHARACTERISTICS

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

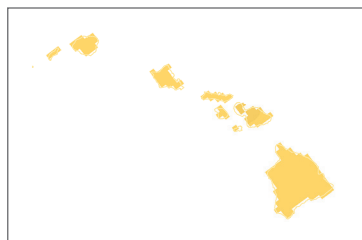
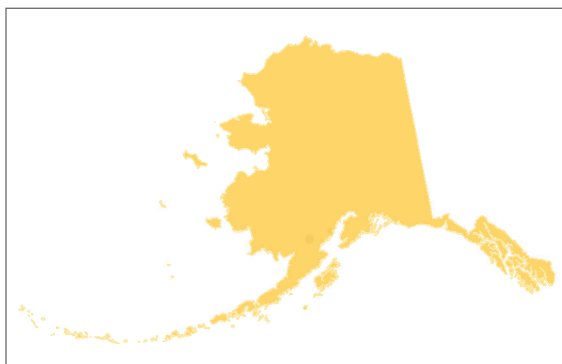
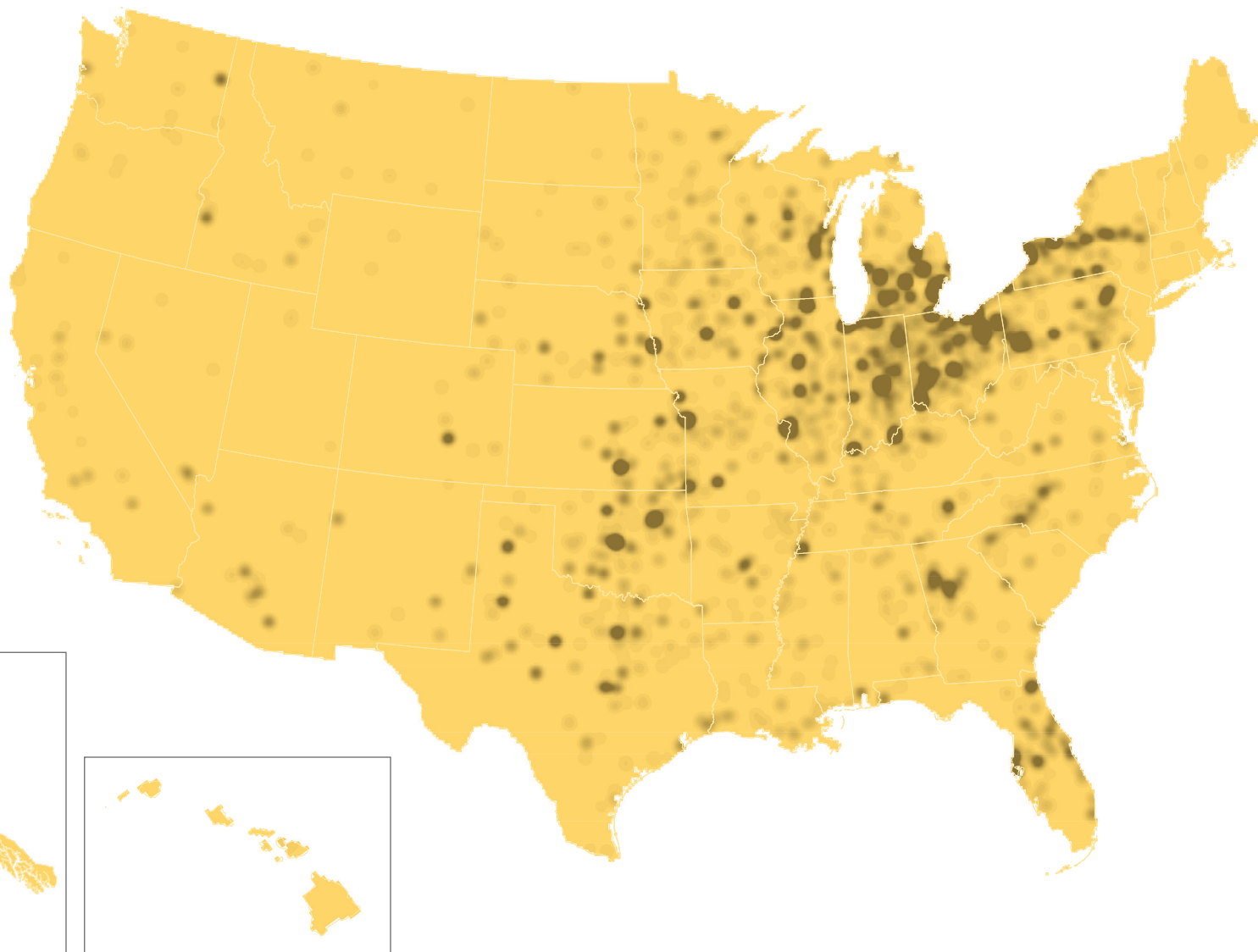
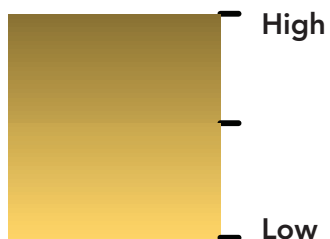
Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





SEGMENT DENSITY

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



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THE
SCIENCE
OF
WHERE™



LifeMode Group: Ethnic Enclaves

Up and Coming Families

7A

Households: 2,901,200

Average Household Size: 3.12

Median Age: 31.4

Median Household Income: \$72,000

WHO ARE WE?

Up and Coming Families is a market in transition—residents are younger and more mobile and ethnically diverse than the previous generation. They are ambitious, working hard to get ahead, and willing to take some risks to achieve their goals. The recession has impacted their financial well-being, but they are optimistic. Their homes are new; their families are young. And this is one of the fastest-growing markets in the country.

OUR NEIGHBORHOOD

- New suburban periphery: new families in new housing subdivisions.
- Building began in the housing boom of the 2000s and continues in this fast-growing market.
- Single-family homes with a median value of \$194,400 and a lower vacancy rate.
- The price of affordable housing: longer commute times (Index 217).

SOCIOECONOMIC TRAITS

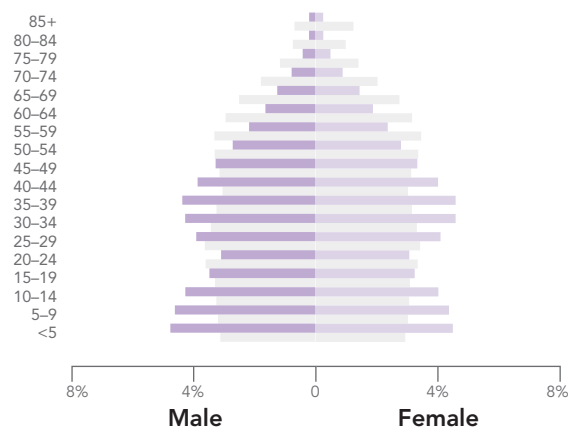
- Education: 67% have some college education or degree(s).
- Hard-working labor force with a participation rate of 71% (Index 114) and low unemployment at 4.6% (Index 84).
- Most households (61%) have 2 or more workers.
- Careful shoppers, aware of prices, willing to shop around for the best deals and open to influence by others' opinions.
- Seek the latest and best in technology.
- Young families still feathering the nest and establishing their style.



AGE BY SEX (Esri data)

Median Age: **31.4** US: 38.2

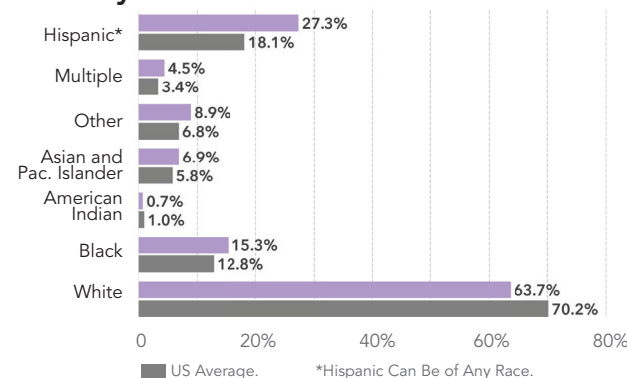
■ Indicates US



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: **73.9** US: 64.0



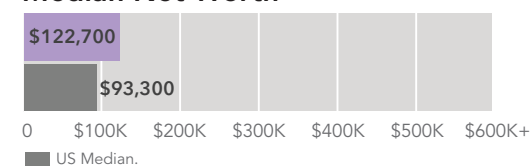
INCOME AND NET WORTH

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

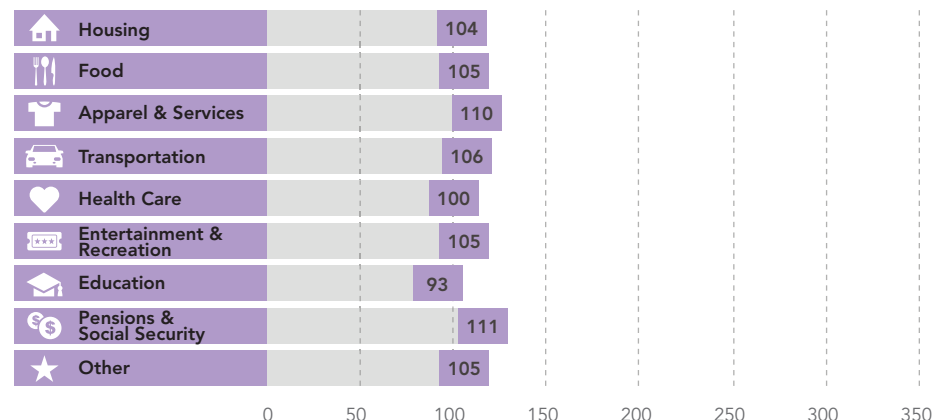


Median Net Worth



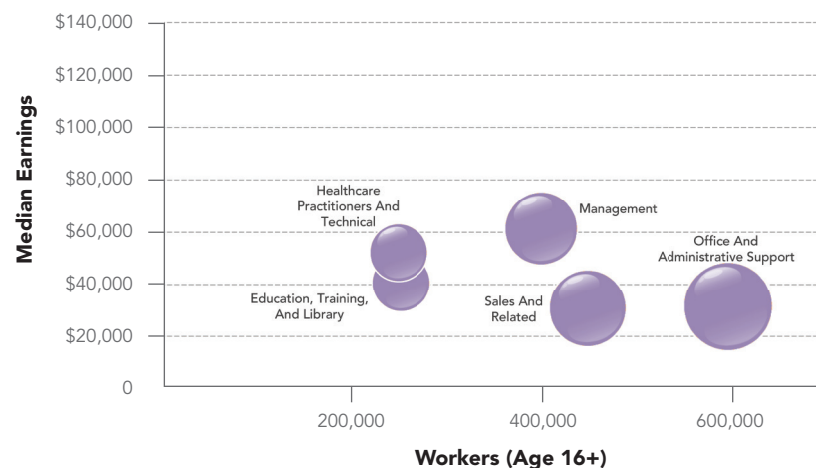
AVERAGE HOUSEHOLD BUDGET INDEX

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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 GfK MRI)

- Rely on the Internet for entertainment, information, shopping, and banking.
- Prefer imported SUVs or compact cars, late models.
- Carry debt from credit card balances to student loans and mortgages, but also maintain retirement plans and make charitable contributions.
- Busy with work and family; use home and landscaping services to save time.
- Find leisure in family activities, movies at home, trips to theme parks or the zoo, and sports; from golfing, weight lifting, to taking a jog or run.

HOUSING

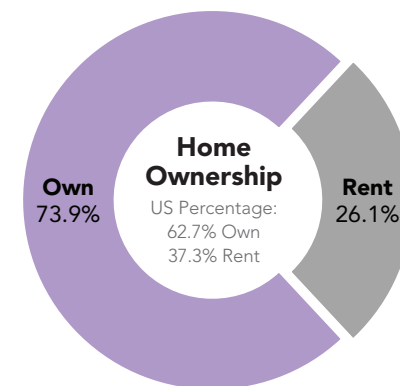
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Typical Housing:
Single Family

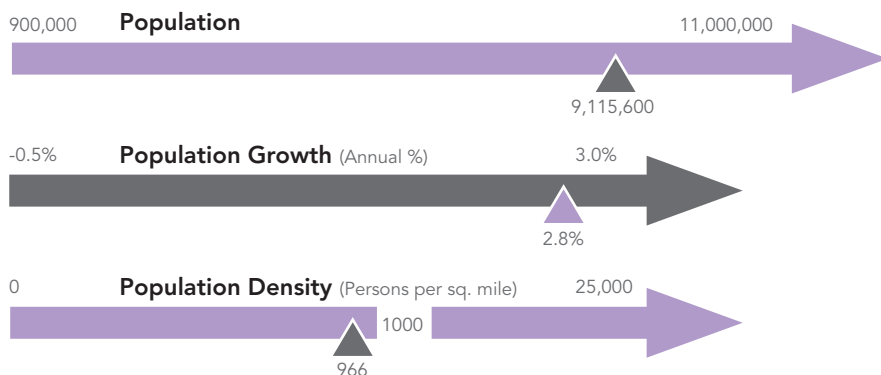
Median Value:
\$194,400

US Median: \$207,300



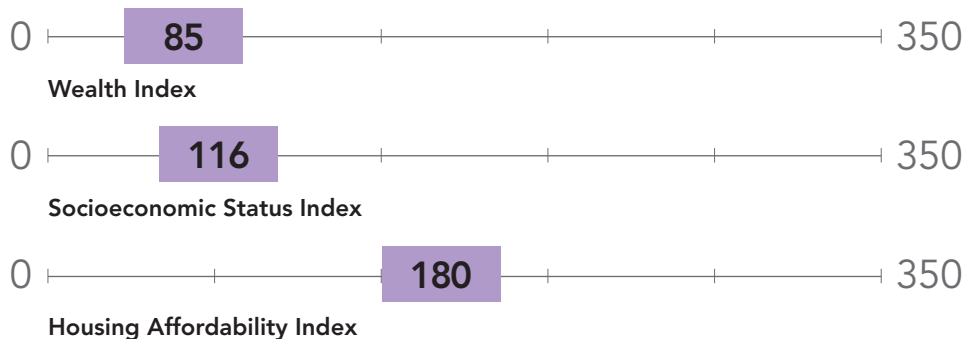
POPULATION CHARACTERISTICS

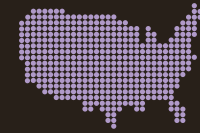
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ESRI INDEXES

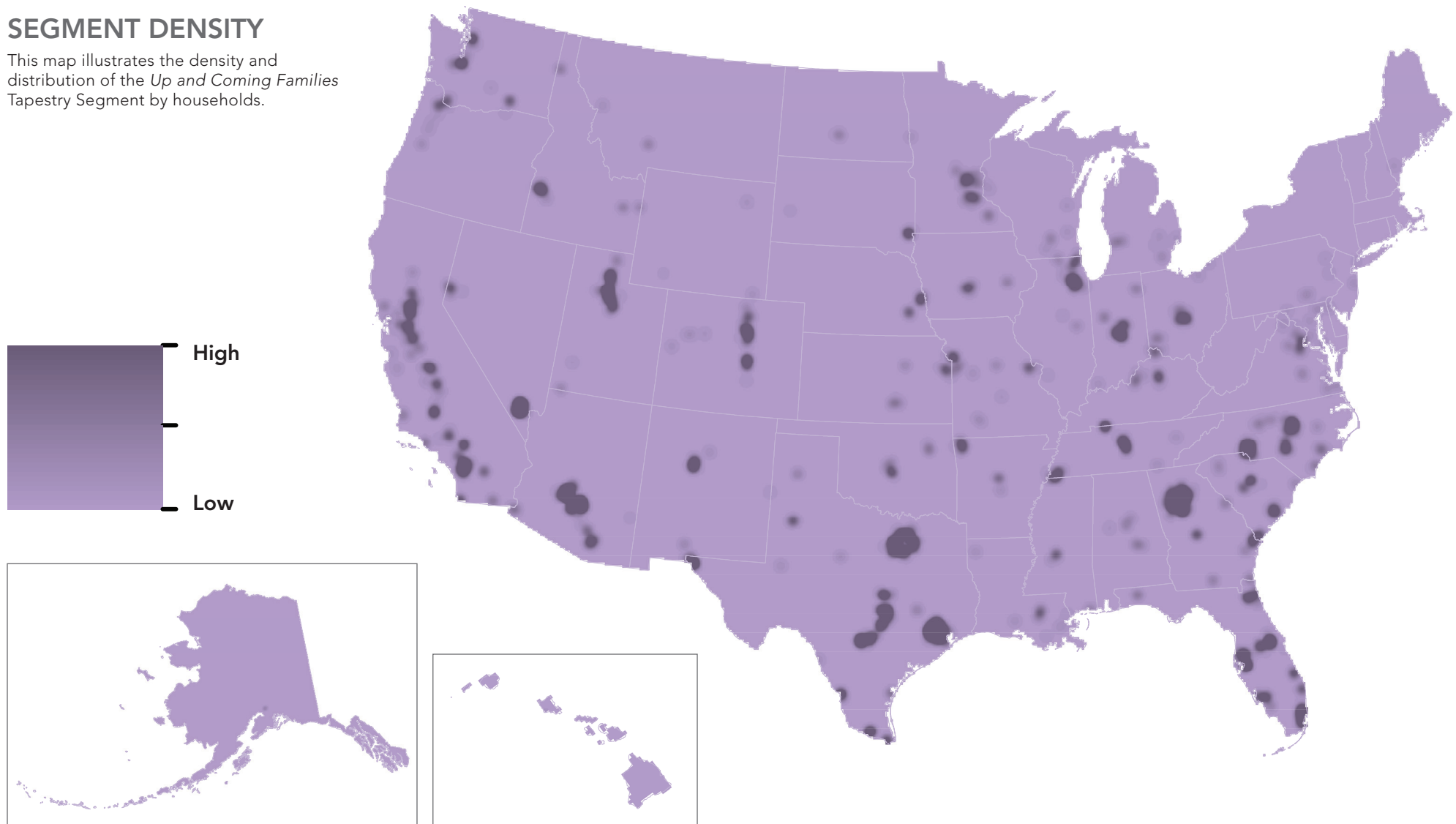
Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





SEGMENT DENSITY

This map illustrates the density and distribution of the *Up and Coming Families* Tapestry Segment by households.





LifeMode Group: Midtown Singles

Young and Restless

11B

Households: 2,131,500

Average Household Size: 2.04

Median Age: 29.8

Median Household Income: \$40,500

WHO ARE WE?

Gen Y comes of age: Well-educated young workers, some of whom are still completing their education, are employed in professional/technical occupations, as well as sales and office/administrative support roles. These residents are not established yet, but striving to get ahead and improve themselves. This market ranks in the top 5 for renters, movers, college enrollment, and labor force participation rate. Almost 1 in 5 residents move each year. More than half of all householders are under the age of 35, the majority living alone or in shared nonfamily dwellings. Median household income is still below the US. Smartphones are a way of life, and they use the Internet extensively. *Young and Restless* consumers are diverse, favoring densely populated neighborhoods in large metropolitan areas; over 50% are located in the South (almost a fifth in Texas), with the rest chiefly in the West and Midwest.

OUR NEIGHBORHOOD

- One of the youngest markets: More than half the householders under age 35; median age 29.8.
- Primarily single-person households (Index 163) with some shared households (Index 201).
- Highly mobile market, beginning careers and changing addresses frequently.
- Naturally, one of the top 5 renter markets (Index 233).
- Apartment rentals popular: 44% in 5–19 unit buildings (Index 487), 27% in 20+ unit buildings (Index 318).
- Majority of housing built in 1970 or later (84%).

SOCIOECONOMIC TRAITS

- Education completed: More than 2 out of 3 have some college, an associate's degree, or a bachelor's degree or higher. Almost 14% are still enrolled in college (Index 175).
- Labor force participation rate is exceptionally high at 75.0%; unemployment is low at 5.2%.
- These are careful shoppers, aware of prices, and demonstrate little brand loyalty.
- They like to be the first to try new products, but prefer to do research before buying the latest electronics.
- Most of their information comes from the Internet and TV, rather than traditional media.
- Carry their cell phone everywhere they go.



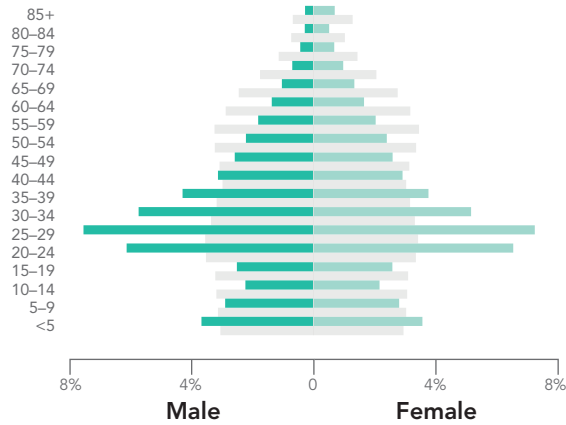
Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.



AGE BY SEX (Esri data)

Median Age: 29.8 US: 38.2

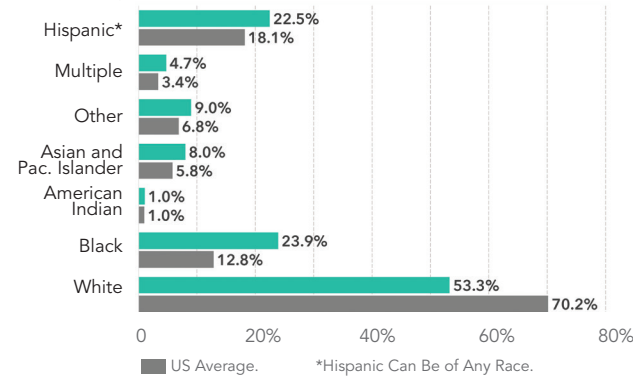
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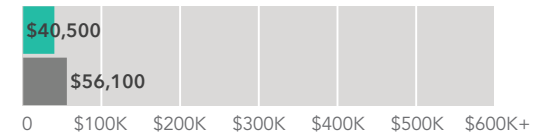
Diversity Index: 77.4 US: 64.0



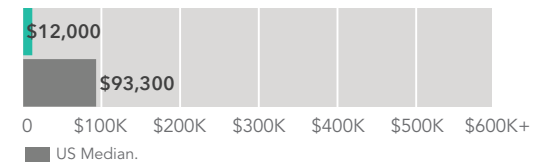
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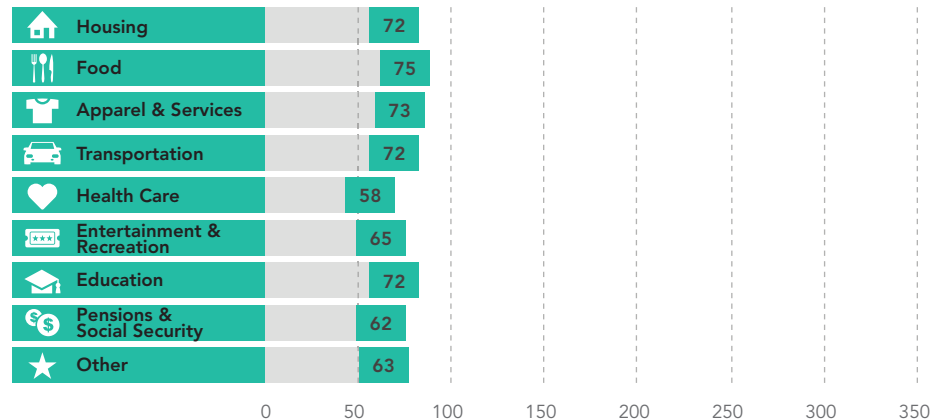


Median Net Worth



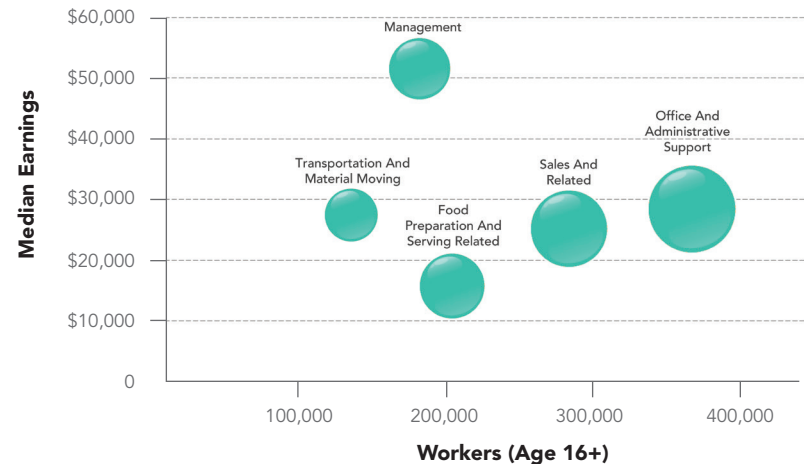
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OCCUPATION BY EARNINGS

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 GfK MRI)

- No landline telephone for majority of HHs, preferring a cell phone only.
- Use their cell phone to text, listen to music, pay bills, redeem coupons, look up directions, and access financial information.
- Online activities include banking (with paperless statements), purchasing items on eBay, accessing Twitter and Facebook, and watching movies and TV shows.
- Enjoy dancing, playing pool, watching VH1 and Comedy Central programs, and playing basketball and ping pong.
- Listen to contemporary hits, jazz, rap, hip hop, and dance music.
- Purchase natural/organic food, but frequent fast food restaurants.
- Residents like to read magazines, especially digital, covering topics ranging from news, fashion, to music.

HOUSING

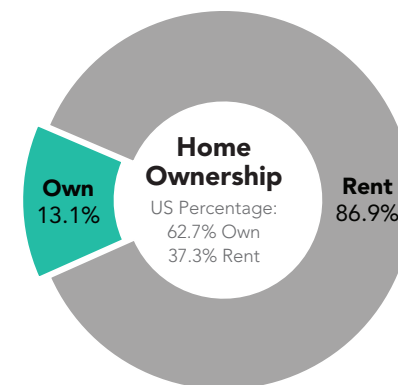
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Typical Housing:
Multi-Unit Rentals

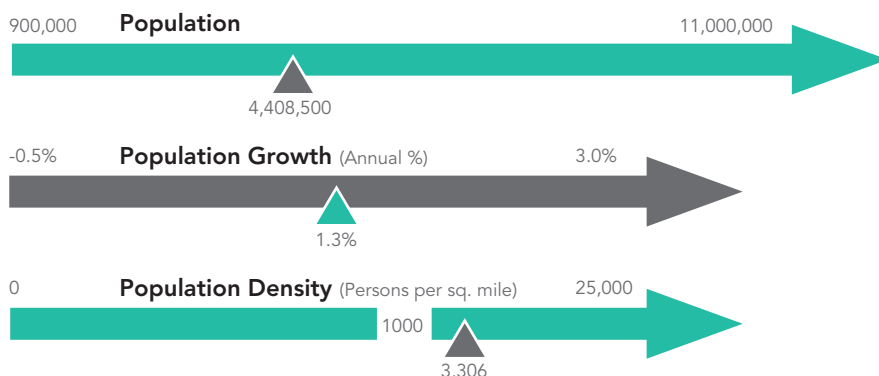
Average Rent:
\$958

US Average: \$1,038



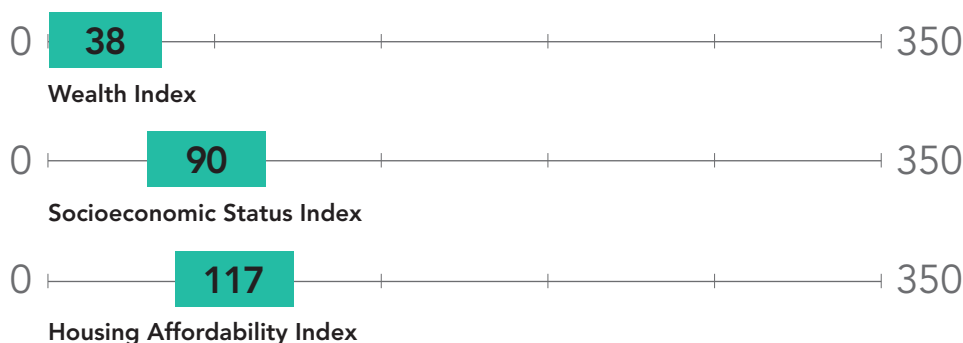
POPULATION CHARACTERISTICS

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ESRI INDEXES

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SEGMENT DENSITY

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

