

# DEMOGRAPHICS REPORT

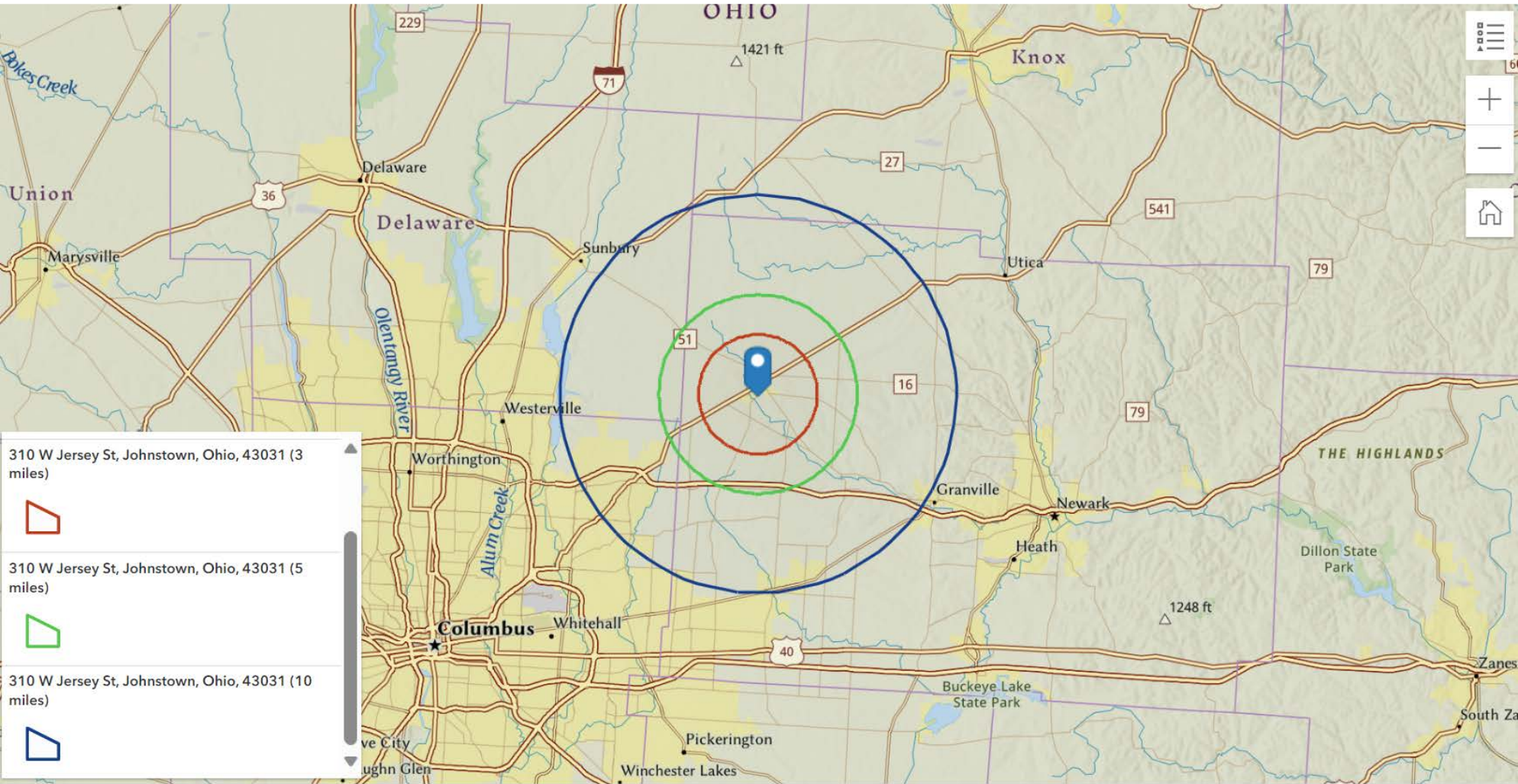
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**310 W Jersey St, Johnstown, Ohio, 43031**

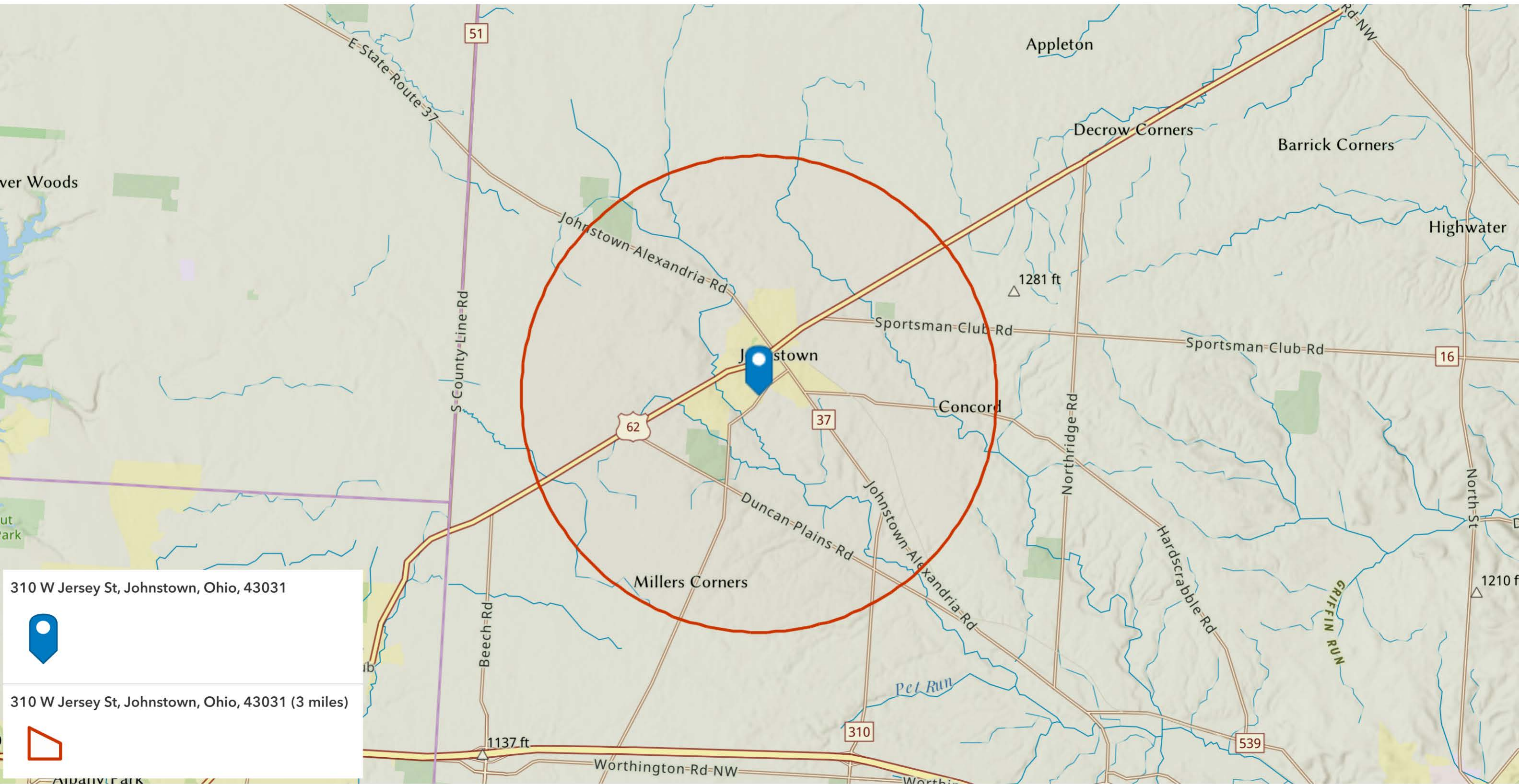
Prepared Especially for Buzz Kocher

*2/2/2023*

# DEMOGRAPHICS REPORT



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## KEY FACTS

8,990

Population



Median Age



Average Household Size

\$84,147

Median Household Income

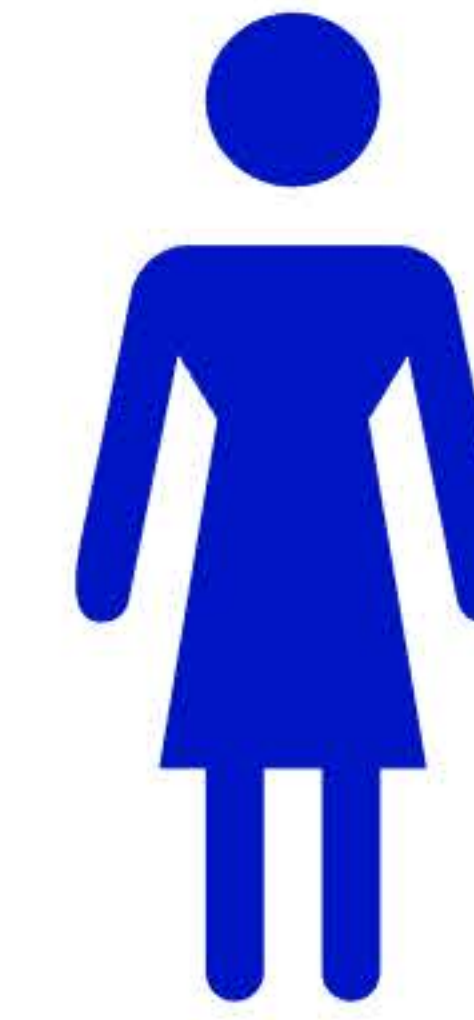
1

## THE POPULATION



4,435

MALE



4,555

FEMALE



2,018

CHILDREN

2

## HOUSEHOLDS



3,569

TOTAL HOUSEHOLDS



2,751

OWNER OCCUPIED HOUSING



818

RENTER OCCUPIED HOUSING

3

## INCOME



\$84,147

Median Household Income



\$41,786

Per Capita Income

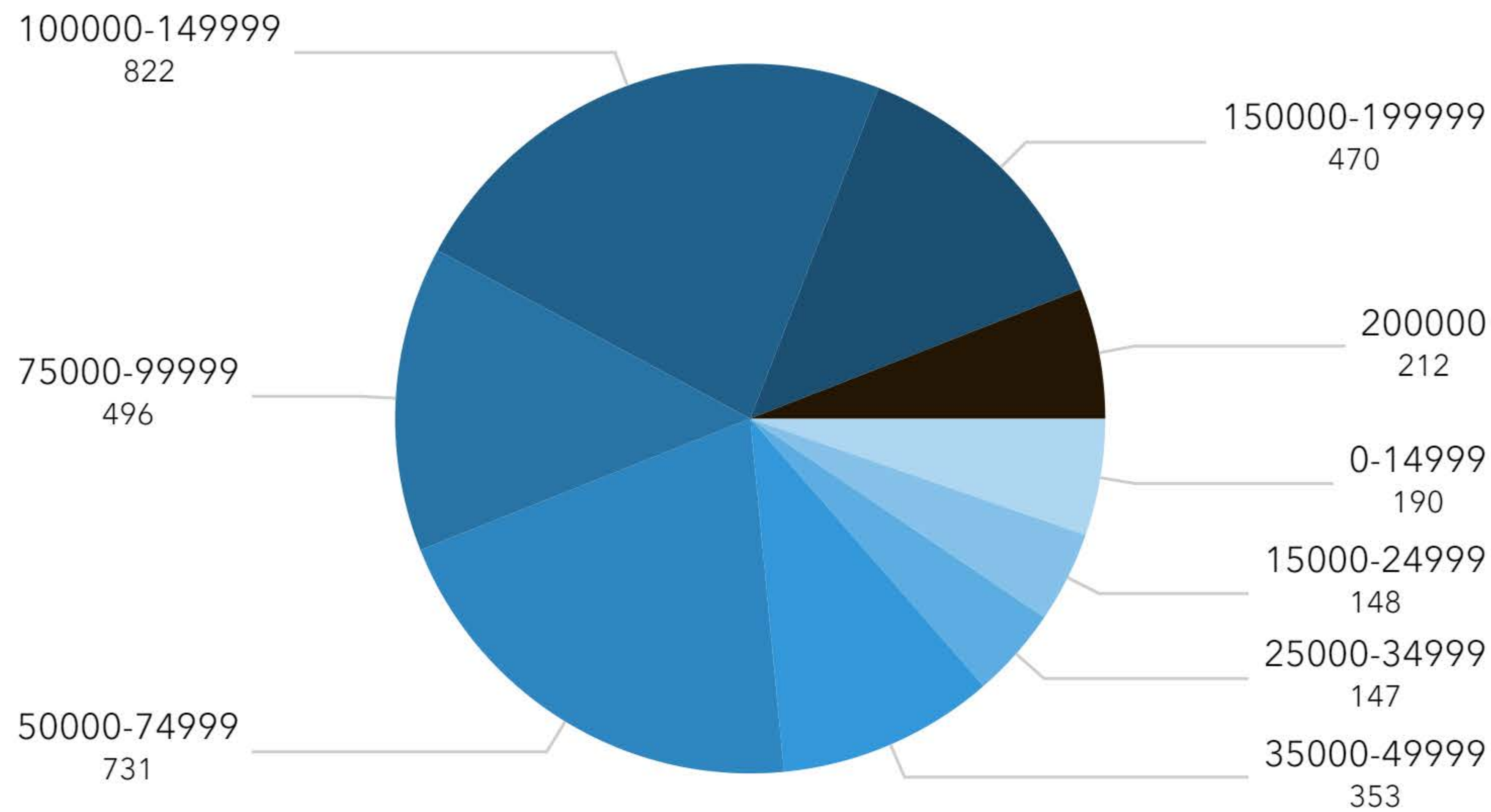


\$233,731

Median Net Worth

4

## HOUSEHOLD INCOME

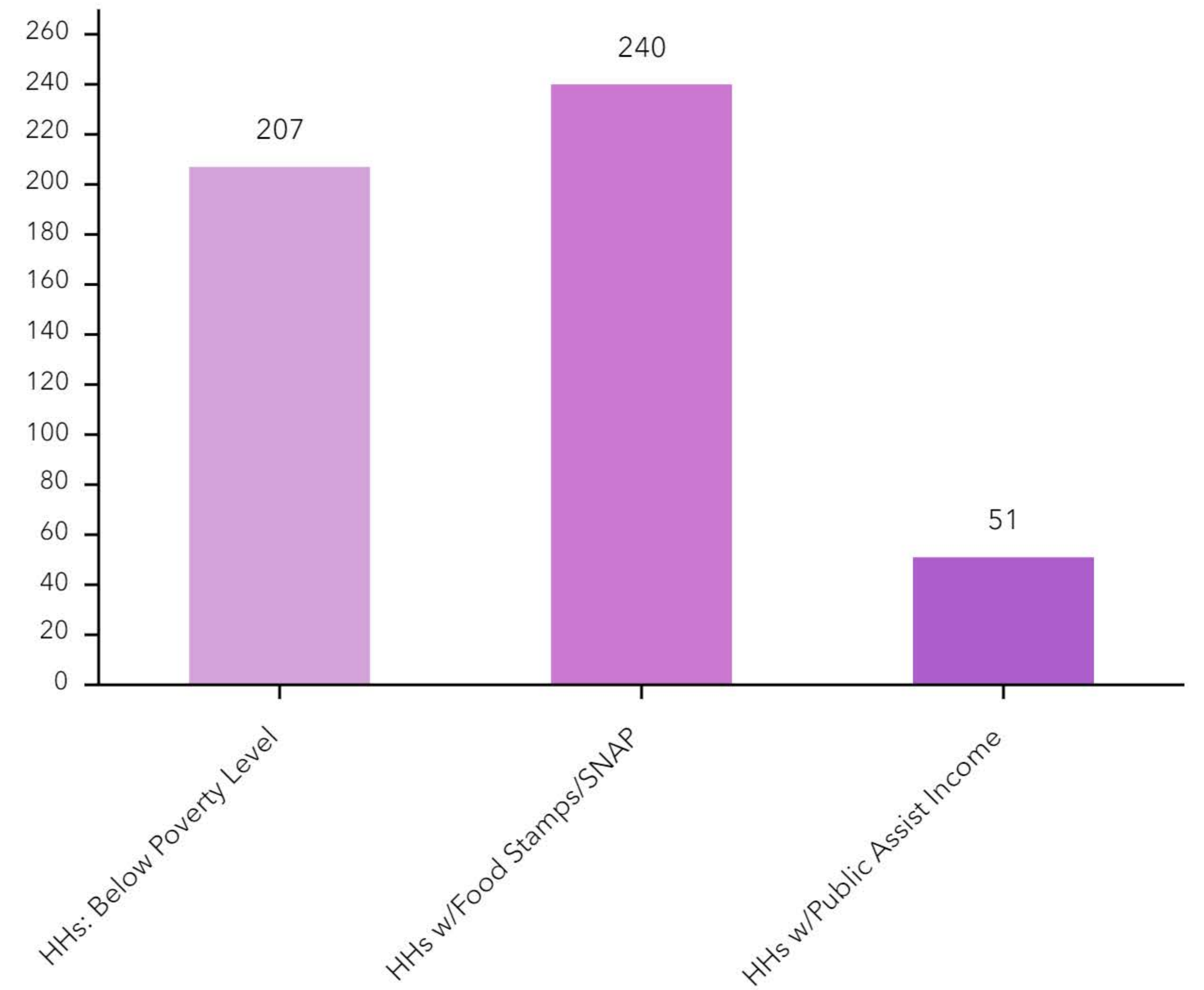


Top figure = Household income in dollars

Bottom figure = # of Households

5

## HOUSEHOLDS AND POVERTY



6

## 2023 Households by income (Esri)

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

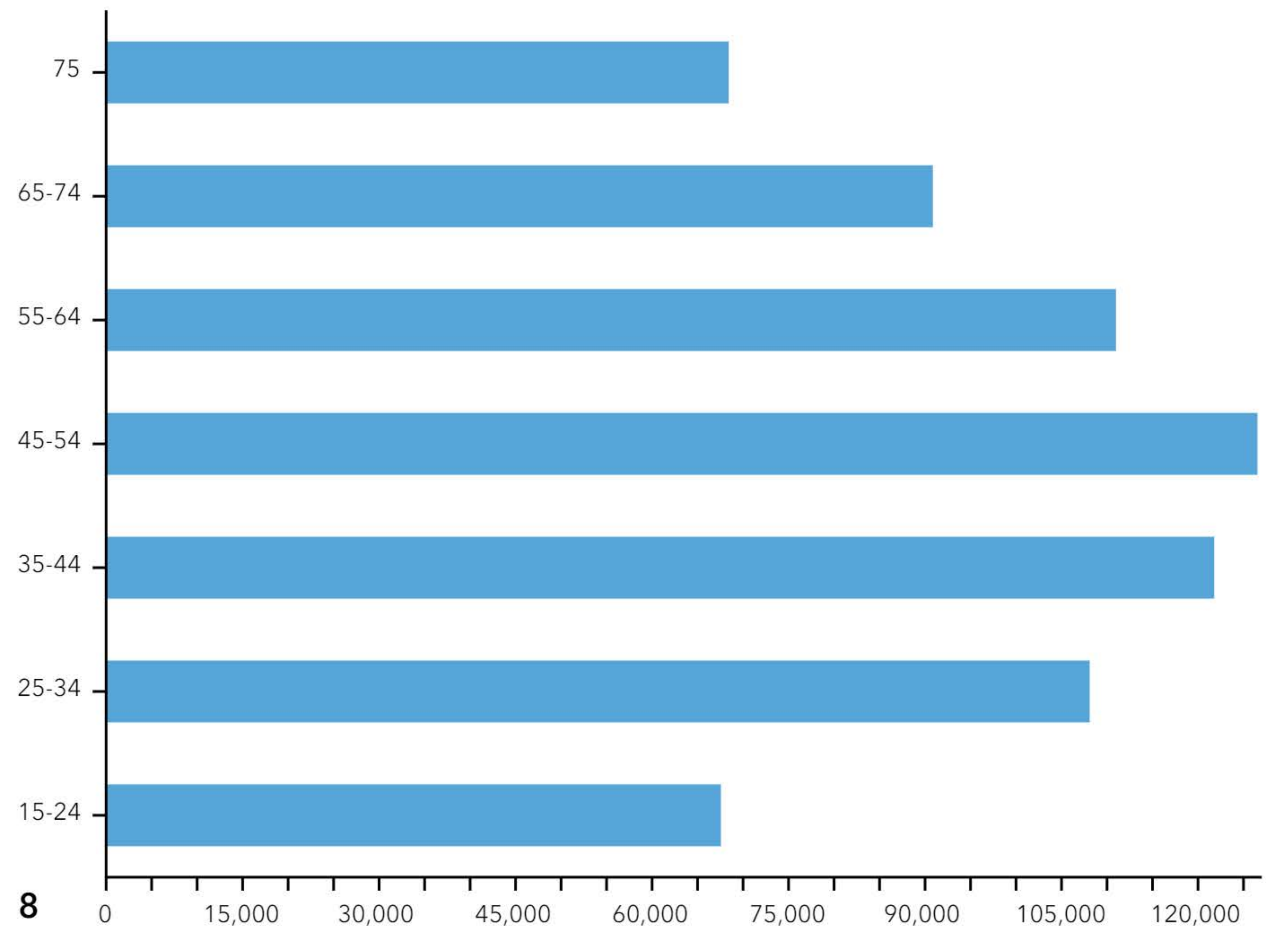
The smallest group: \$15,000 - \$24,999 (4.1%)

Indicator ▲	Value	Diff	
<\$15,000	5.3%	-2.0%	
\$15,000 - \$24,999	4.1%	-2.8%	
\$25,000 - \$34,999	4.1%	-1.2%	
\$35,000 - \$49,999	9.9%	-0.4%	
\$50,000 - \$74,999	20.5%	+1.9%	
\$75,000 - \$99,999	13.9%	+0.3%	
\$100,000 - \$149,999	23.0%	+1.2%	
\$150,000 - \$199,999	13.2%	+4.3%	
\$200,000+	5.9%	-1.3%	

Bars show deviation from Licking County

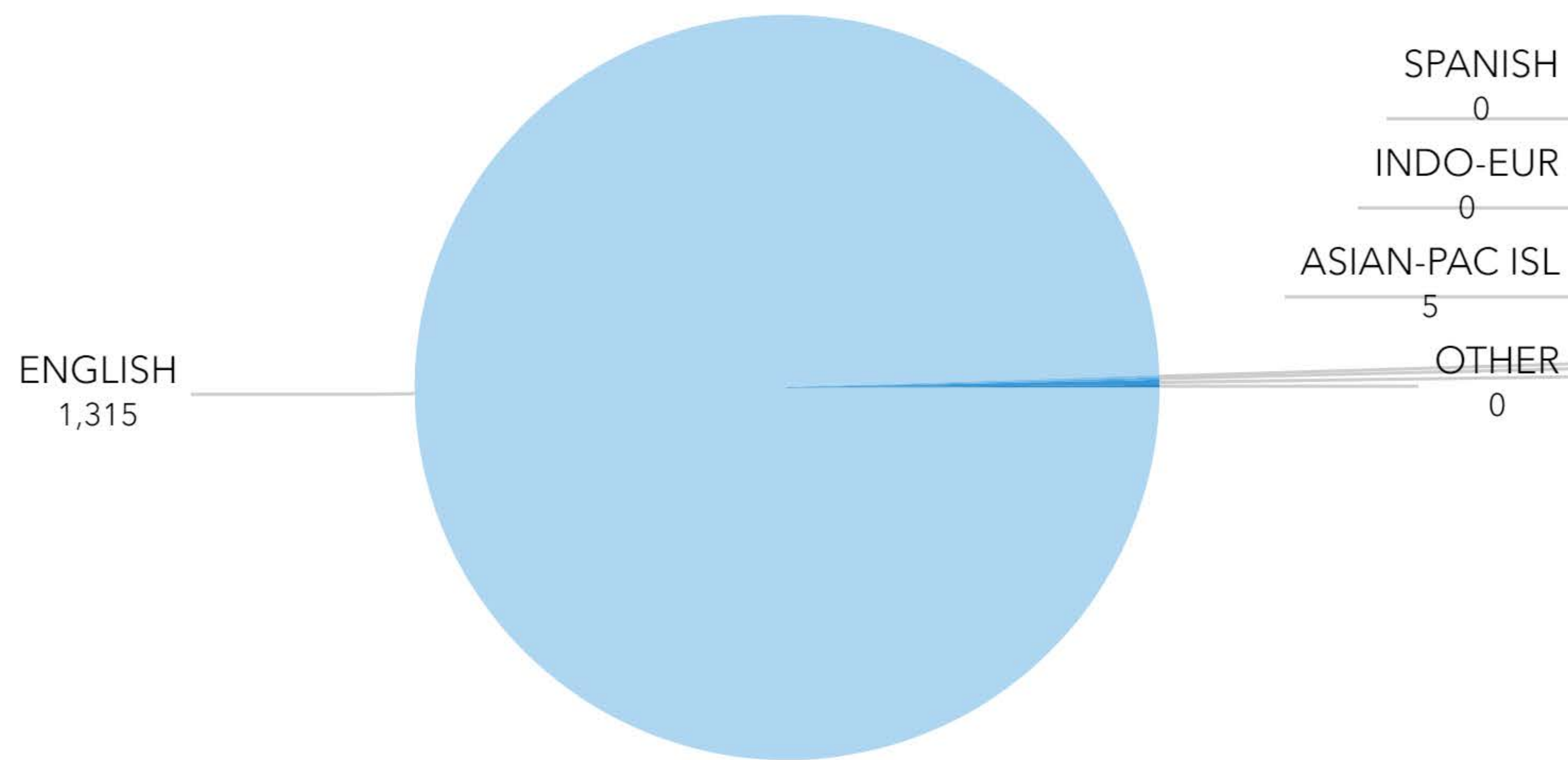
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## Income by Age



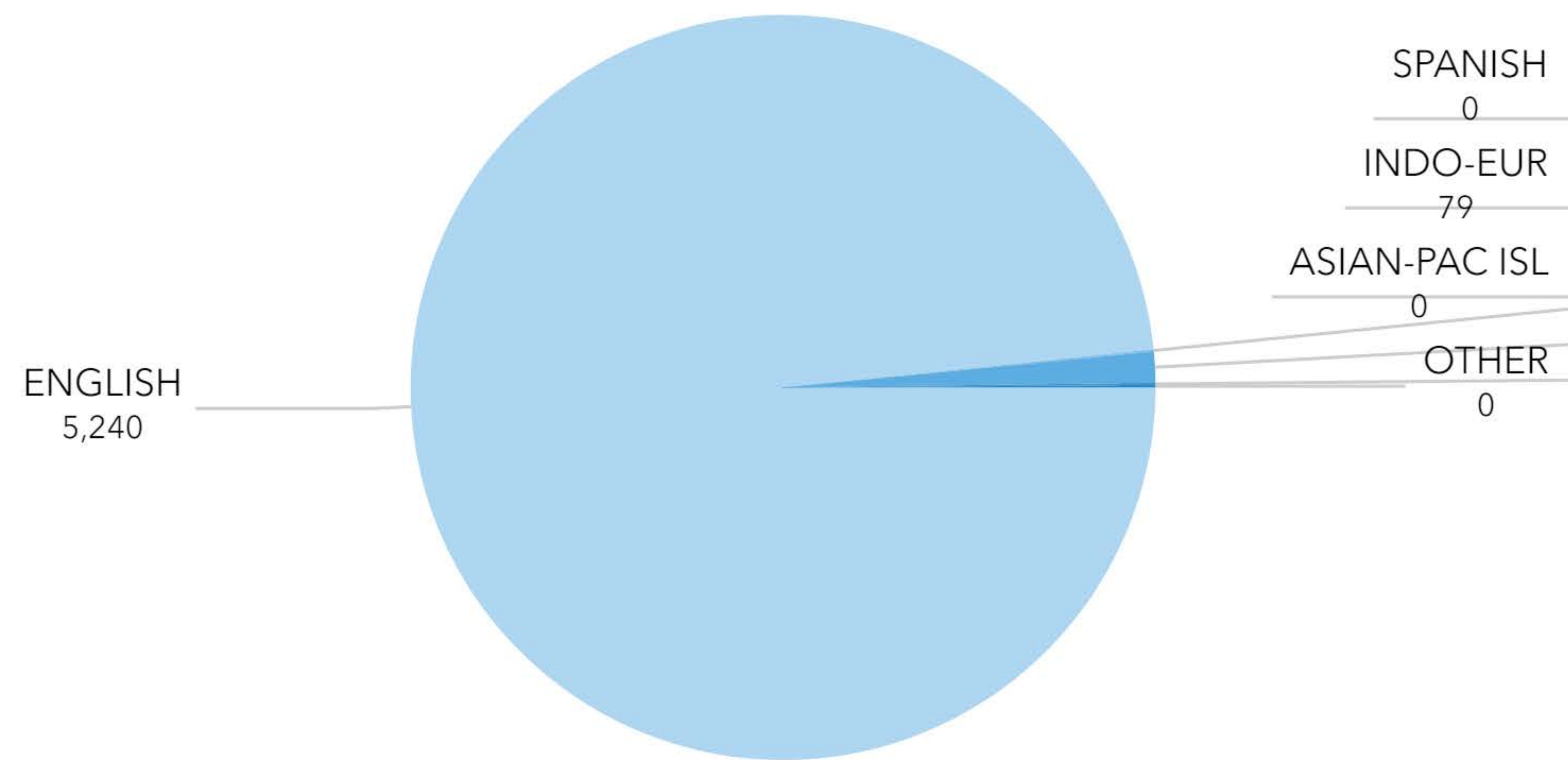
8

## LANGUAGE CHILDREN SPEAK AT HOME



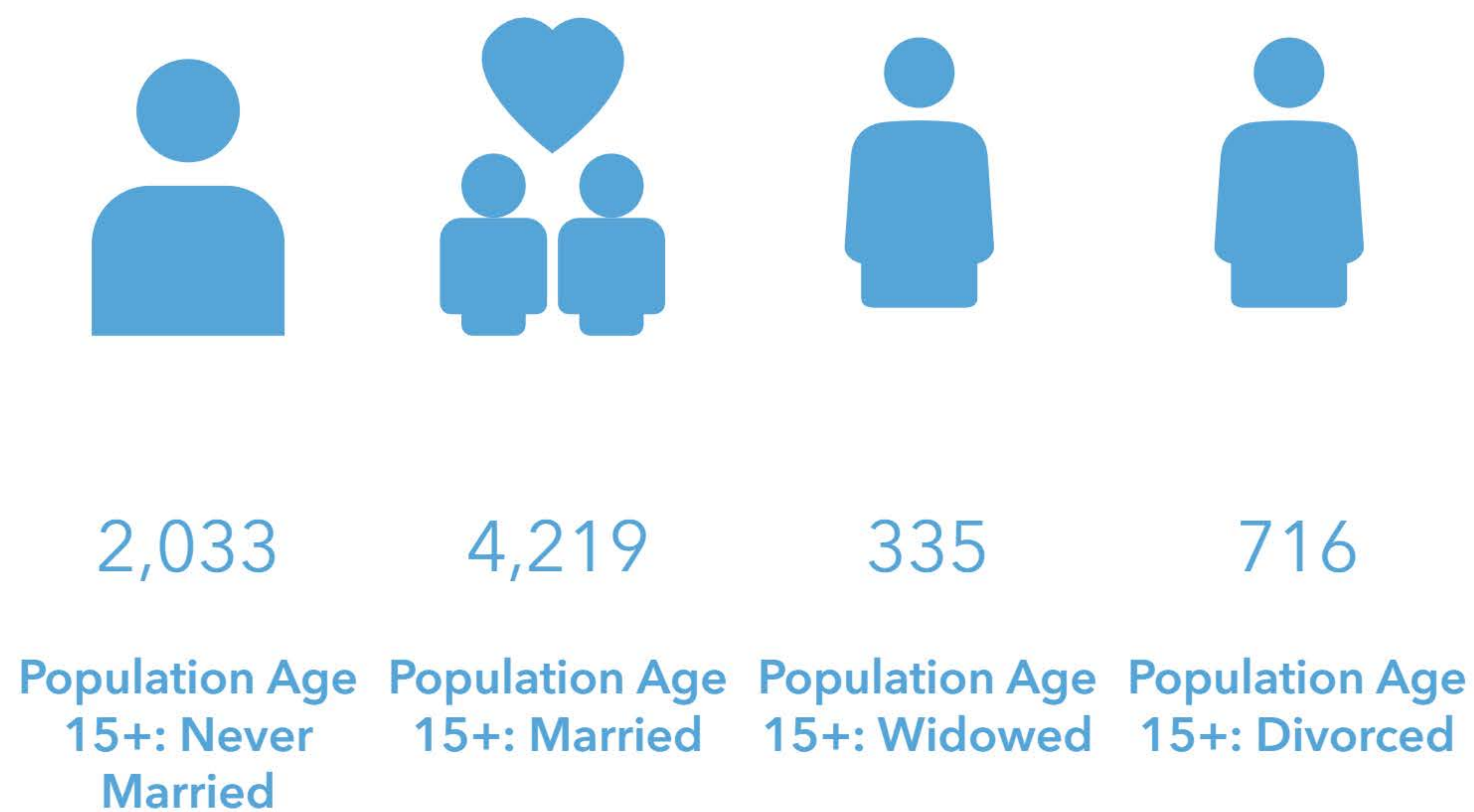
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## LANGUAGE ADULTS SPEAK AT HOME



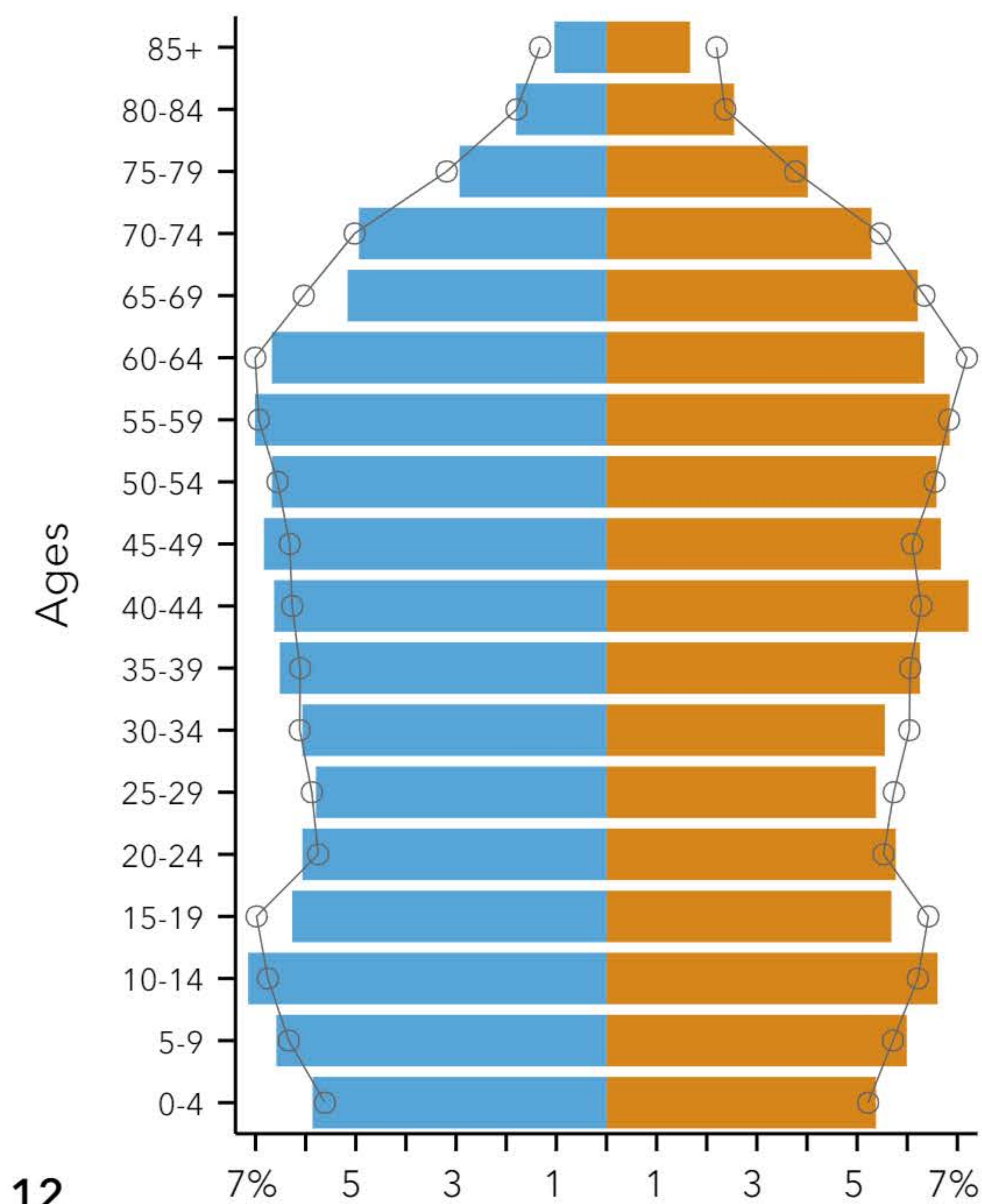
10

## MARITAL STATUS



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## Age Pyramid



The largest group:  
2023 Females Age 40-44

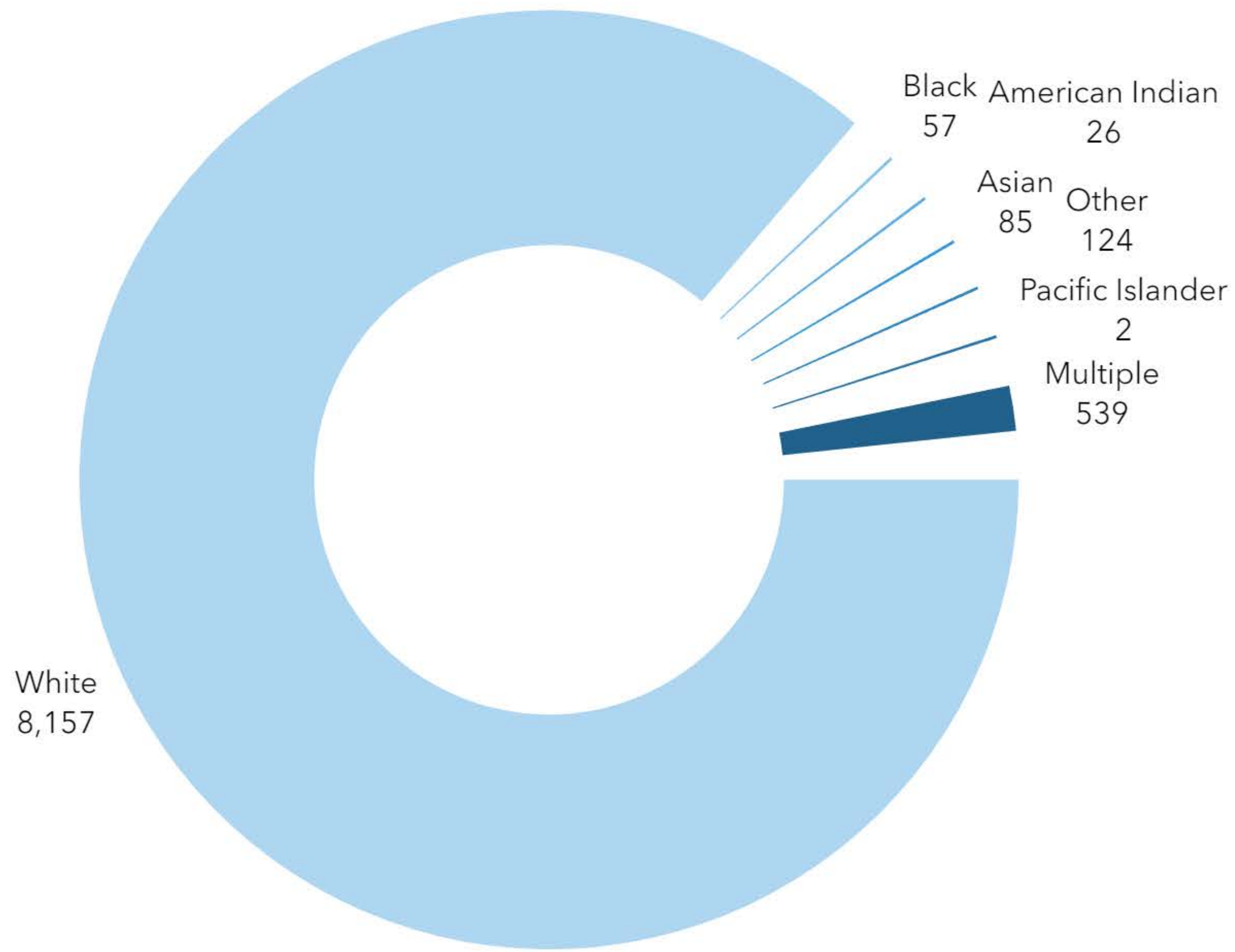
The smallest group:  
2023 Males Age 85+

Male Population in Blue  
Female Population in Gold

Dots show comparison to  
Licking County

12

## Racial Diversity



13

## 2023 Race and ethnicity (Esri)

The largest group: White Alone (90.73)

The smallest group: Pacific Islander Alone (0.02)

Indicator ▲	Value	Diff
White Alone	90.73	+5.19
Black Alone	0.63	-3.53
American Indian/Alaska Native Alone	0.29	+0.03
Asian Alone	0.95	-2.11
Pacific Islander Alone	0.02	-0.01
Other Race	1.38	+0.23
Two or More Races	6.00	+0.20
Hispanic Origin (Any Race)	3.40	+0.96

Bars show deviation from Licking County

14

## HOUSING STATS



\$290,492

Median Home Value



\$13,311

Average Spent on Mortgage & Basics

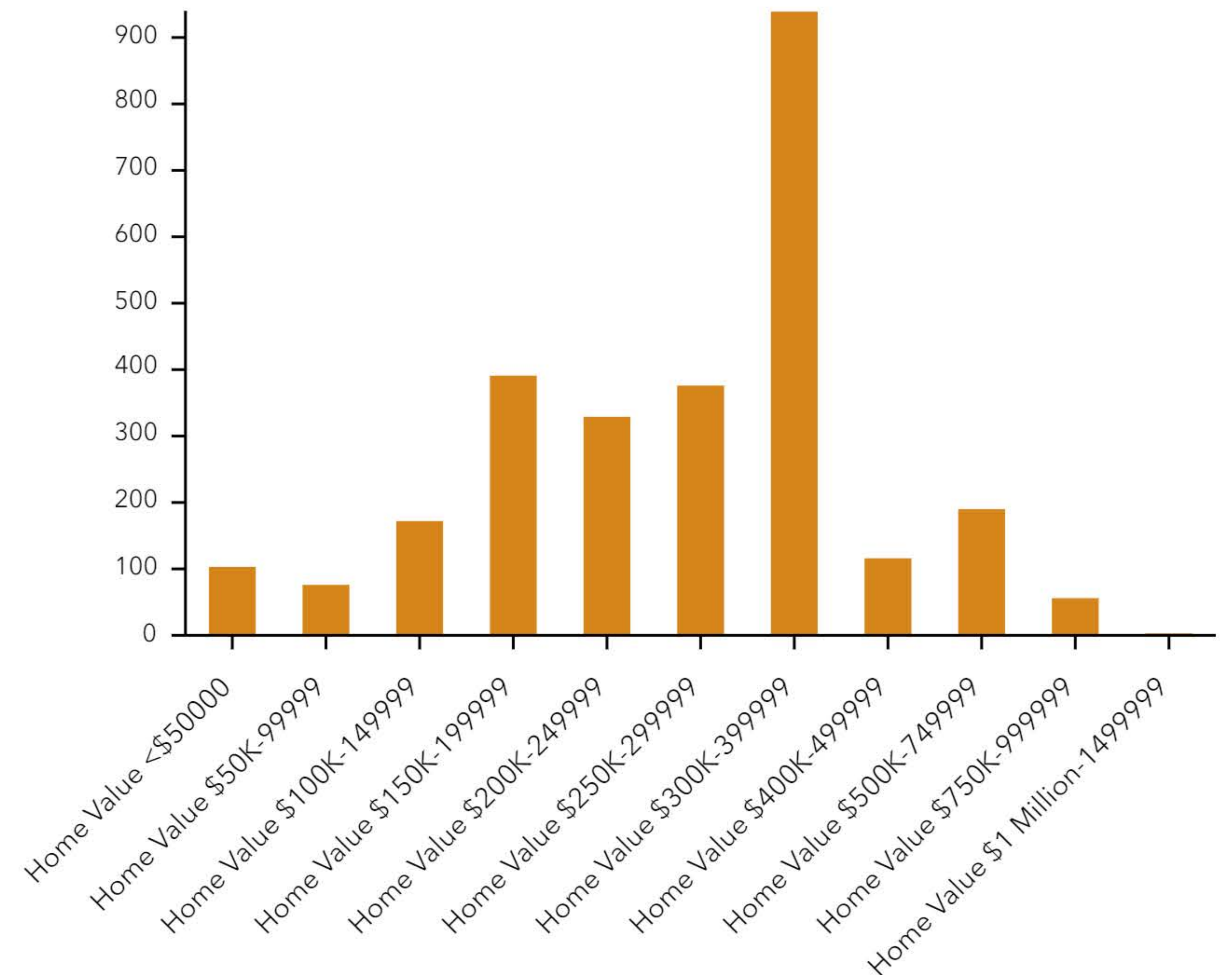


\$899

Median Contract Rent

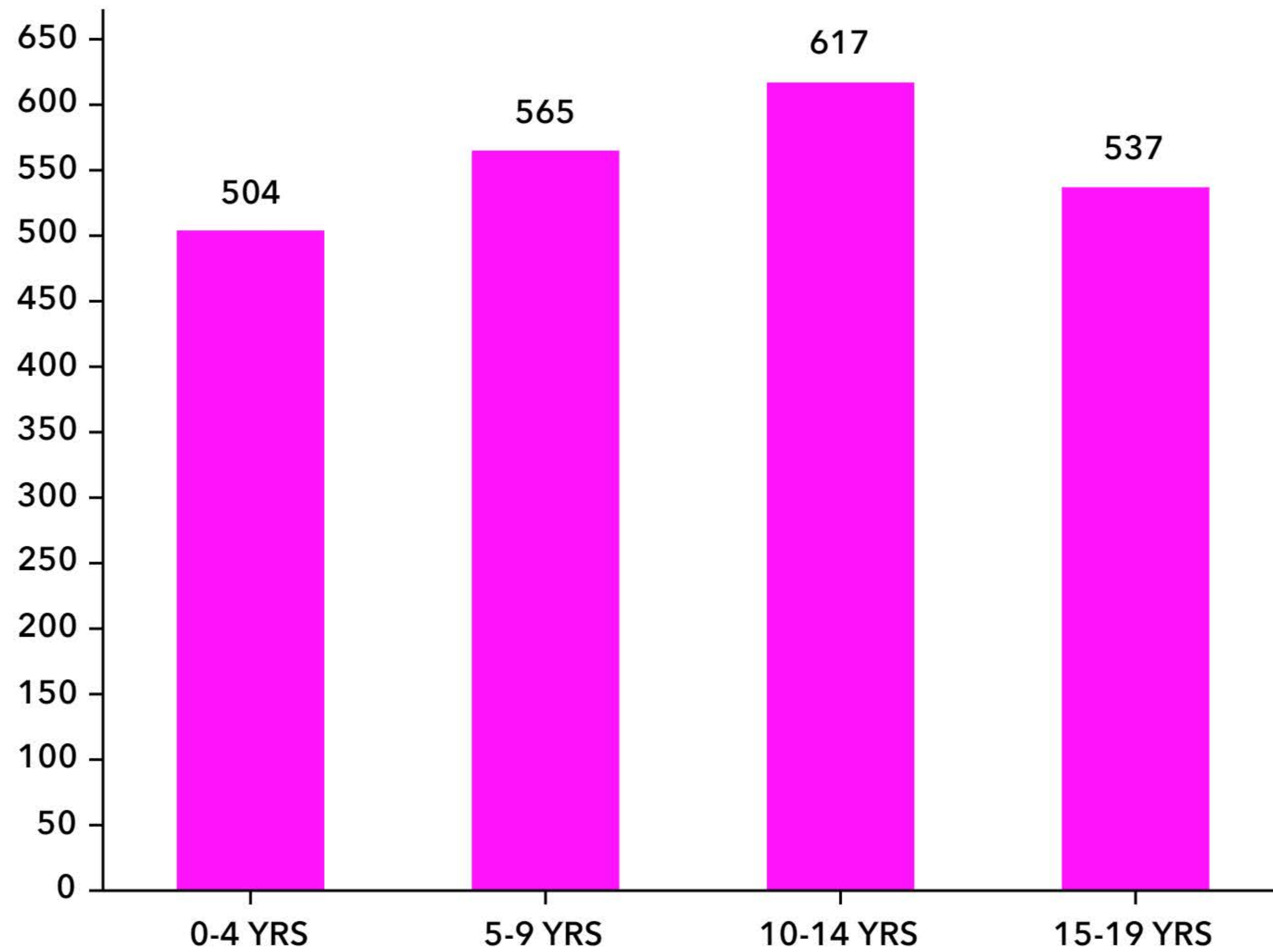
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## Home Value

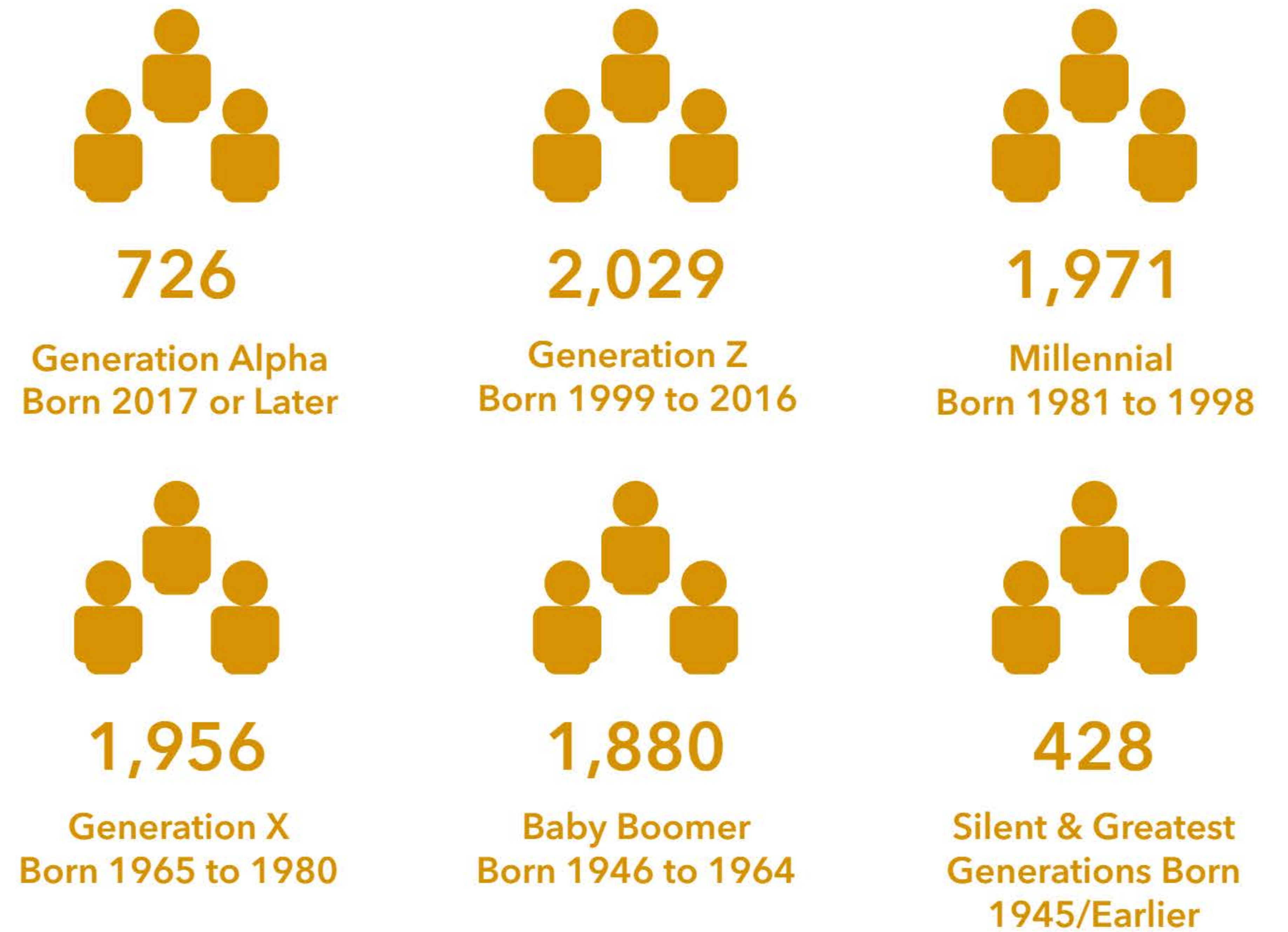


16

## Population Ages 0-19



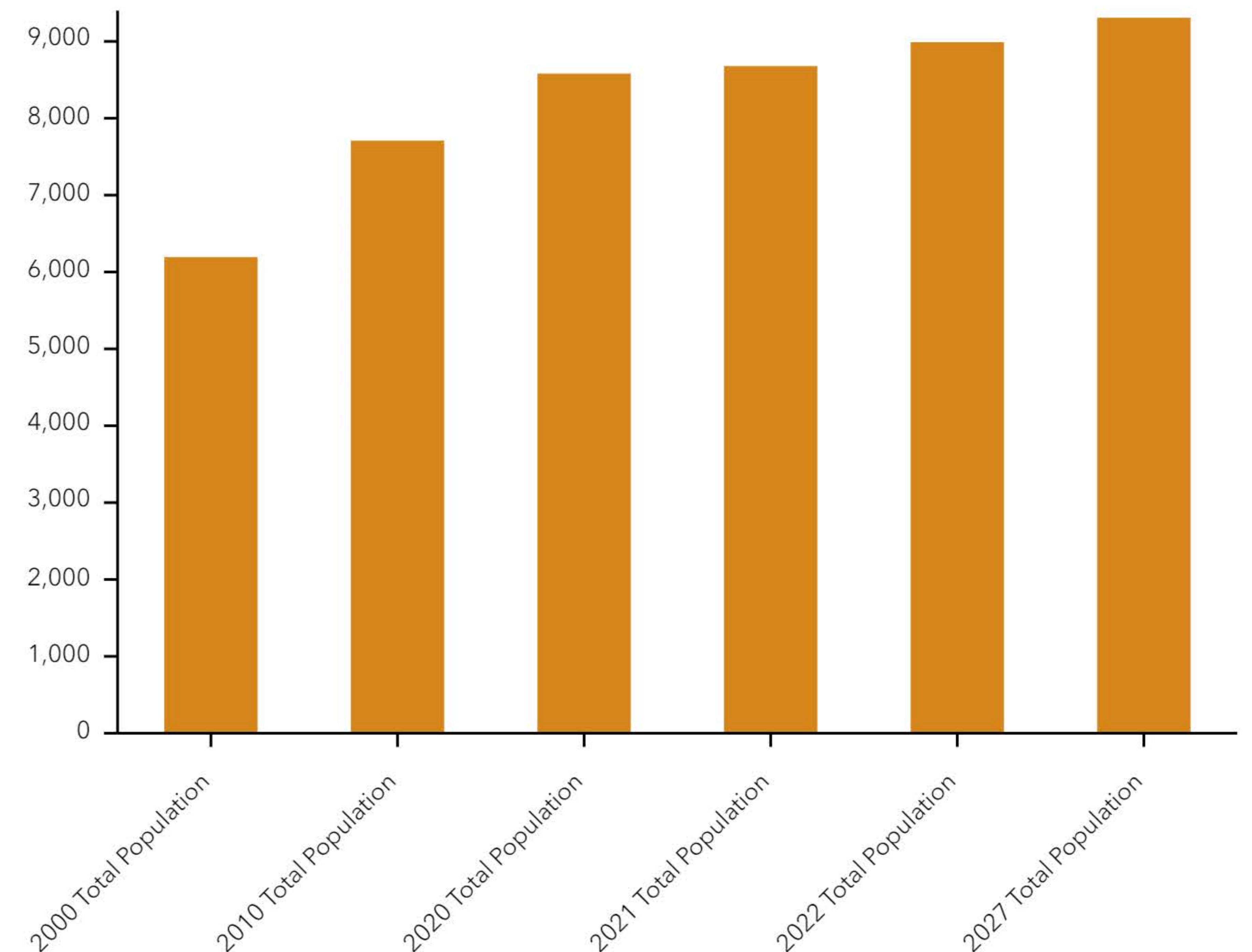
## POPULATION BY GENERATION



## POPULATION PROJECTIONS

Variables	3 miles
2021 Total Population	8,990
2021 Household Population	8,989
2021 Family Population	7,380
2026 Total Population	9,308
2026 Household Population	9,307
2026 Family Population	7,599

## POPULATION CHANGE OVER TIME





## Average household size

for this area

**2.52** which is the same as the average for United States

Area	Value ▼	0.00	4.00
Licking County	2.54	<div style="width: 63.5%;"></div>	
United States	2.53	<div style="width: 63.25%;"></div>	
<b>This area</b>	<b>2.52</b>	<div style="width: 63%;"></div>	
Ohio	2.38	<div style="width: 59.5%;"></div>	

## EDUCATION

4%

No High School Diploma



36%  
High School Graduate

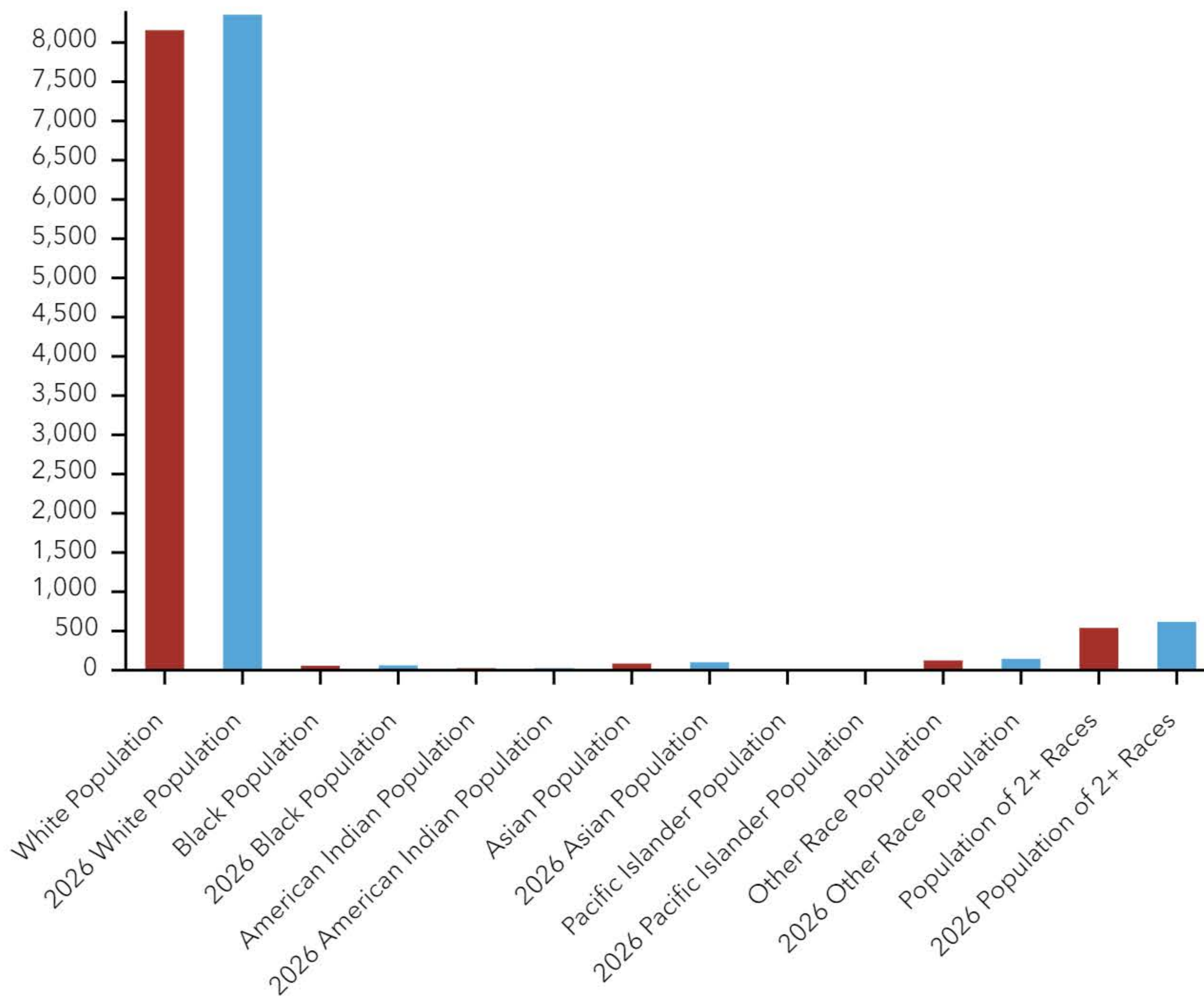


23%  
Some College

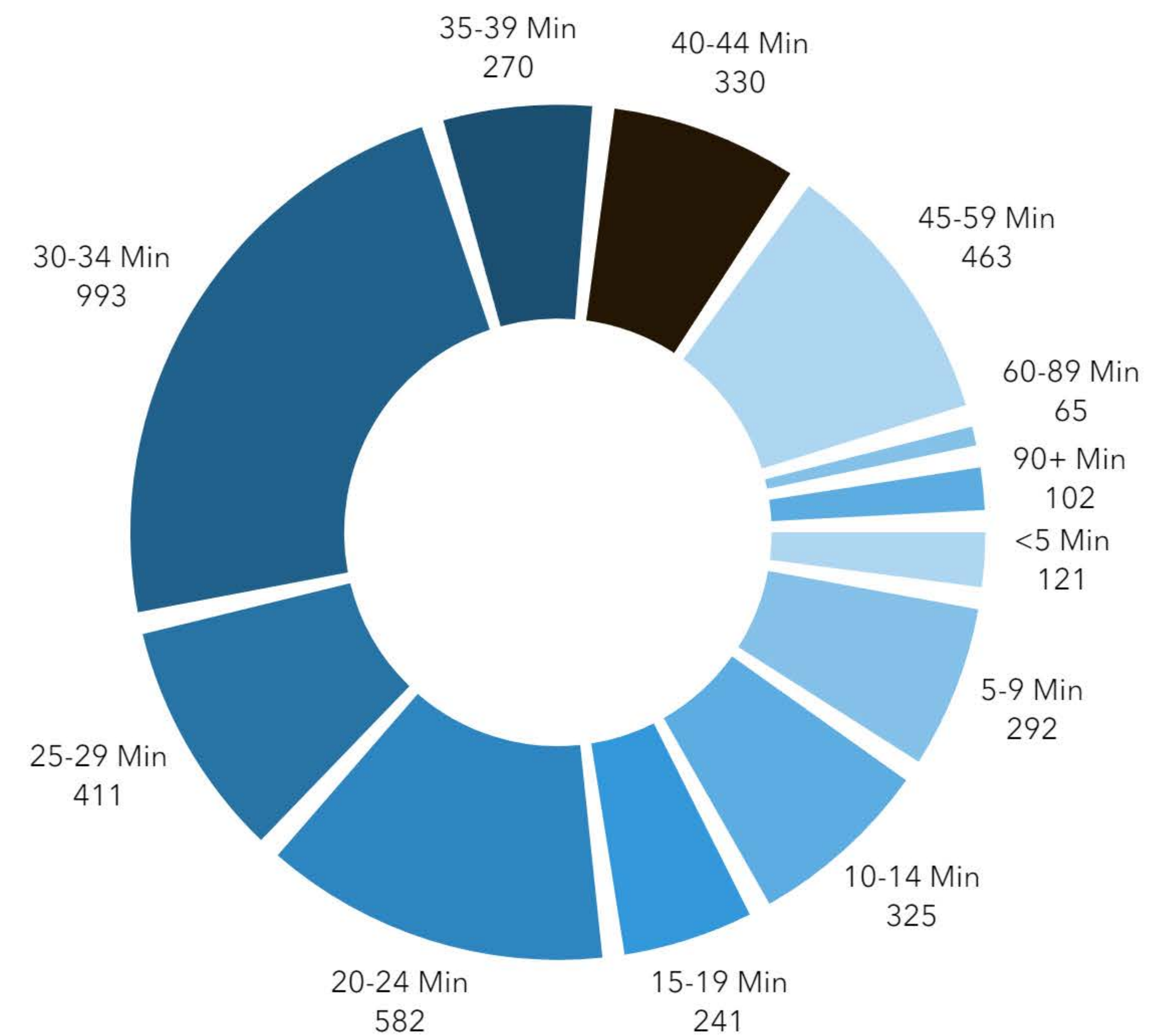


37%  
Bachelor's/Grad/Prof Degree

## CURRENT AND PROJECTED POPULATION BY RACE



## Travel Time to Work

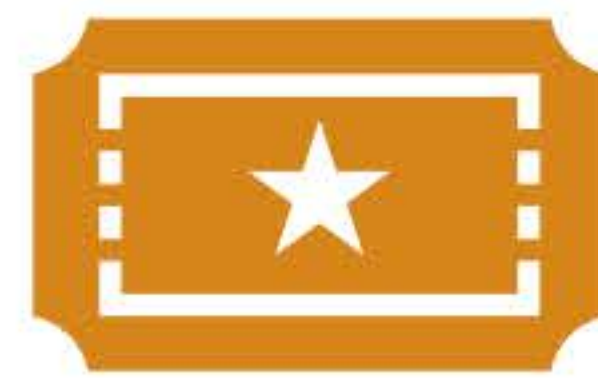


## ANNUAL LIFESTYLE SPENDING



\$2,250

Travel



\$56

Theatre/Operas/  
Concerts



\$58

Movies/Museums/  
Parks



\$64

Sports Events



\$9

Online  
Games

## ANNUAL HOUSEHOLD SPENDING



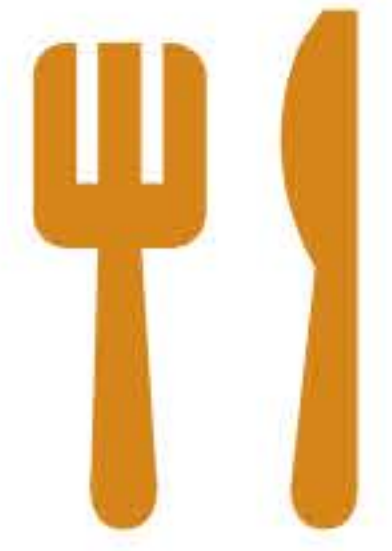
\$2,146

Apparel &  
Services



\$246

Computers  
& Hardware



\$3,643

Eating Out



\$6,531

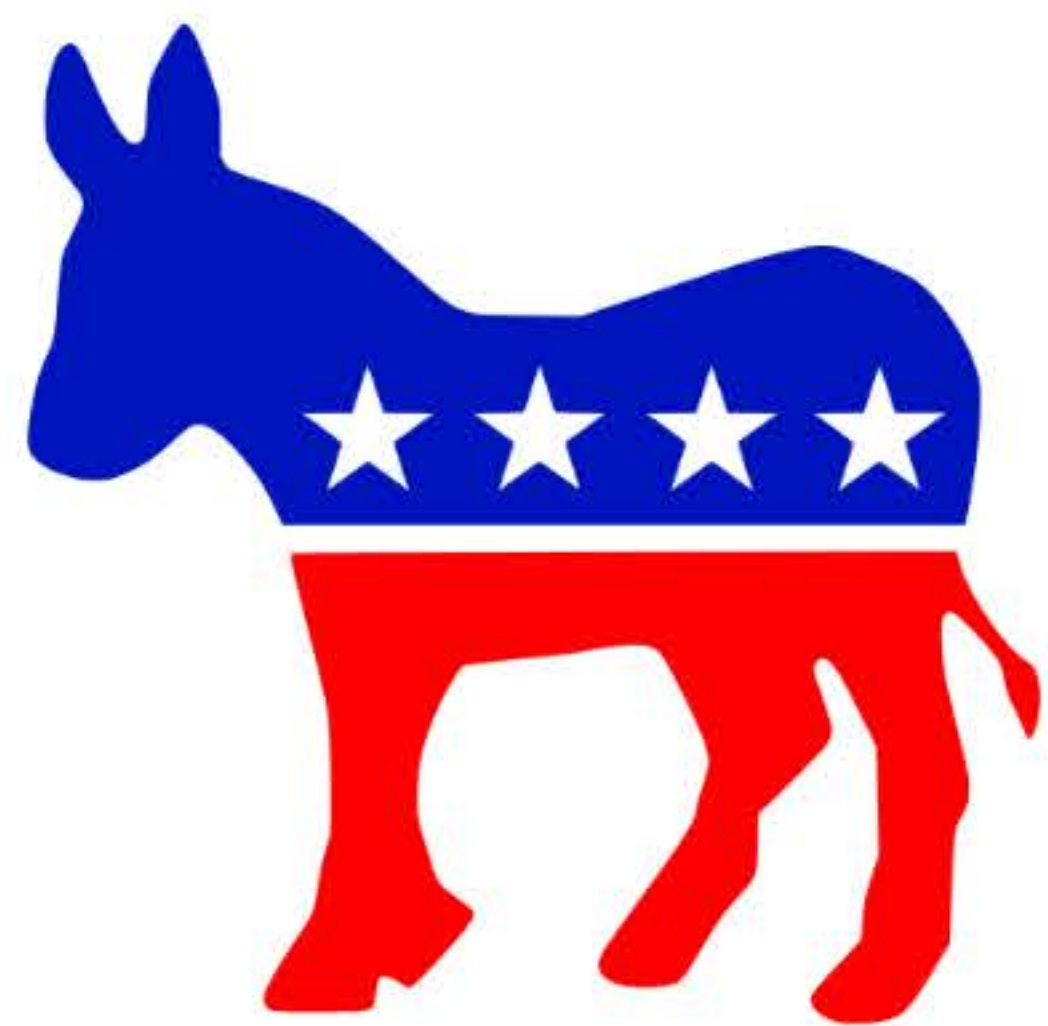
Groceries



\$7,316

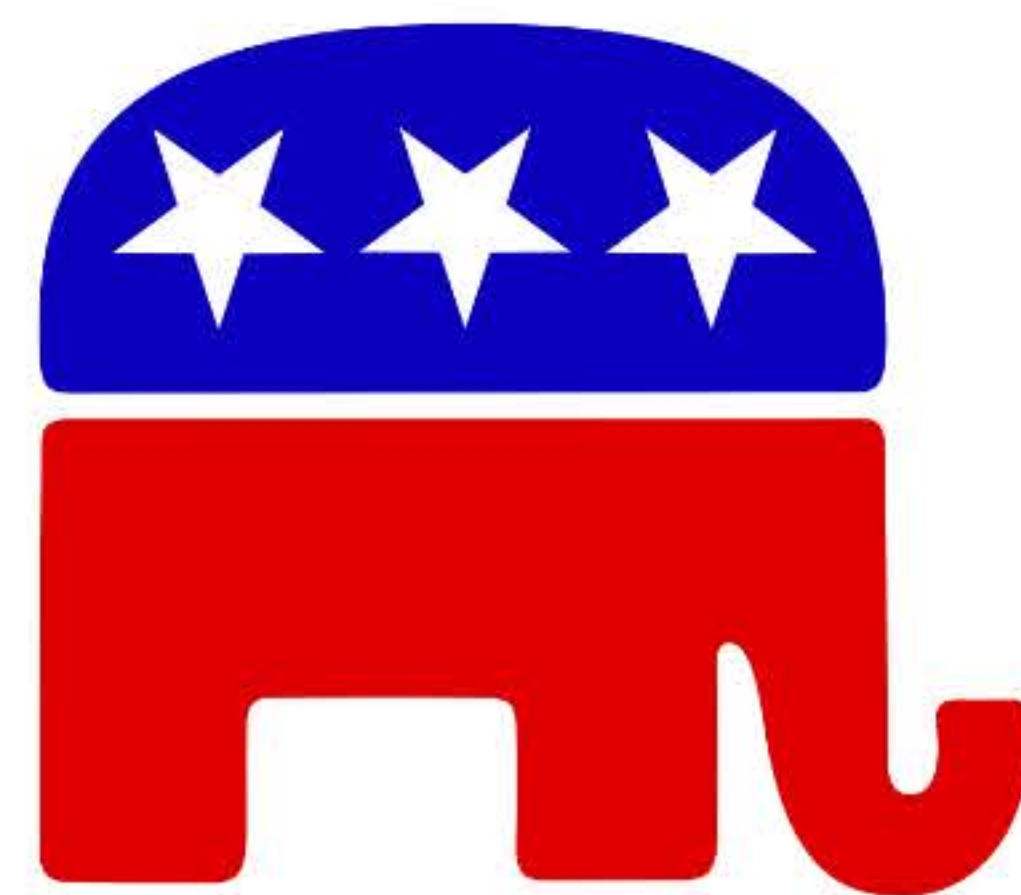
Health  
Care

## POLITICAL AFFILIATION



1,764

Affiliated With  
Democratic Party



2,456

Affiliated With  
Republican Party



2,627

Affiliated With  
Independent or  
No Party

## INTERNET ACCESS



81%

Use Computer



86%

Use Cell Phone

## "DO YOU ATTEND CHURCH REGULARLY?"



3,158

1,221

993

1,601

Disagree  
Completely

Disagree  
Somewhat

Agree  
Somewhat

Agree  
Completely

### NEAREST CHURCHES

	Direction	Distance
First Southern Baptist Church Johnstown	N	0.0
Johnstown United Methodist Church	NE	0.5
Johnstown Presbyterian Church	NE	0.5
Johnstown Christian Preschool	NE	0.5
Church of the Ascension	E	0.5
Faith Fellowship	NE	0.6
Faith Fellowship Church Office	NE	0.6

*Closest 7 locations*

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



\$1,228

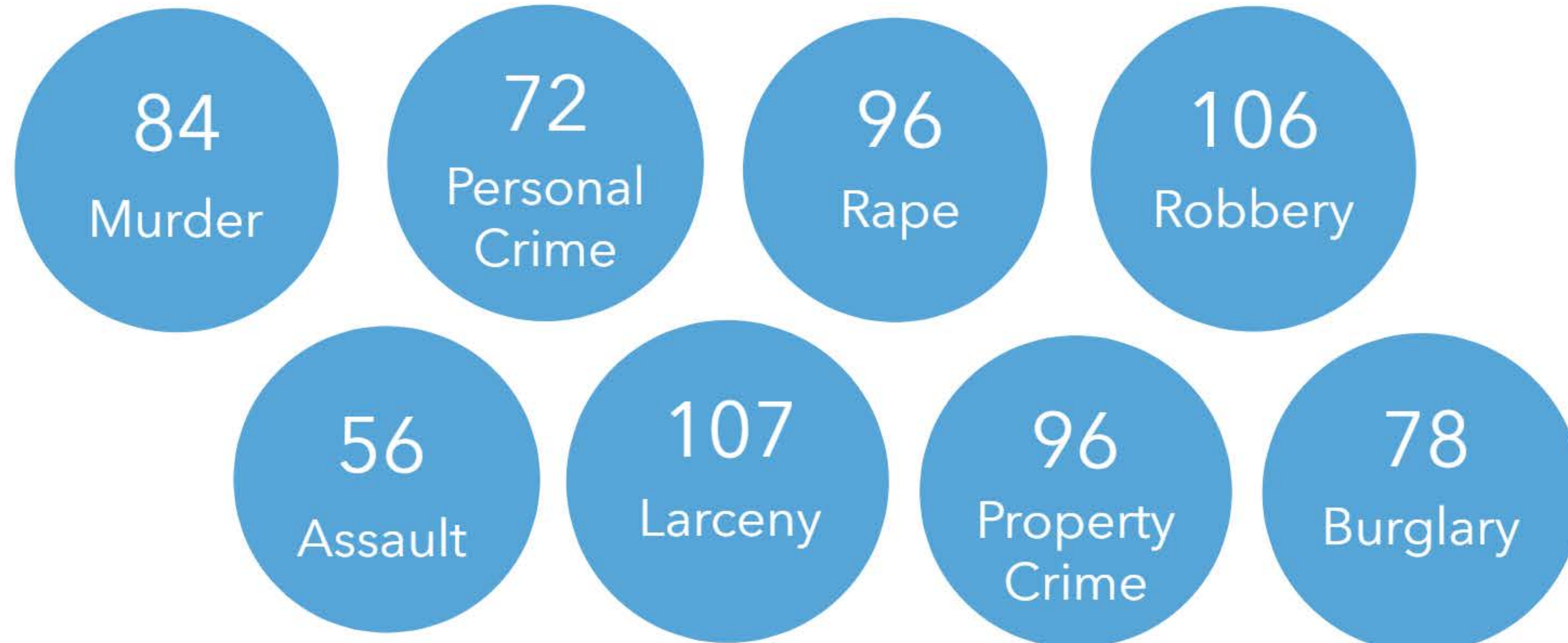
Projected amount of money given to churches or religious organizations by each household in 2027.



1,391

## CRIME INDEX

**93**  
Total Crime Index



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

## Business Summary

Utilities	0
Construction	19
Manufacturing	14
Wholesale Trade	6
Retail Trade	39
Motor Vehicle/Parts Dealers	8
Furniture/Home Furnishings	0
Electronics/Appliances	1
Bldg Material/Garden Equip&Supply	2
Food & Beverage Stores	8
Health/Personal Care	3
Gas Stations	1
Clothing/Accessories	1
Sports/Hobby/Book/Music	9
General Merchandise Stores	5
Transportation/Warehouse	4
Information	5
Finance & Insurance	14
Real Estate/Rental/Leasing	14
Prof/Scientific/Tech Srv	24
Educational Services	6
Health Care/Social Assistance	13
Arts/Entertainment/Recreation	8
Accommodation/Food Services	20
Food Srv & Drinking Places	20

## INCOME PROJECTIONS

Variables	3 miles
2021 Per Capita Income	\$41,786
2021 Median Household Income	\$84,147
2021 Average Household Income	\$105,138
2026 Per Capita Income	\$47,606
2026 Median Household Income	\$98,719
2026 Average Household Income	\$118,942

## Tapestry segments

	<b>Green Acres</b> 2,277 households	<b>63.8%</b> of Households	▼
	<b>Set to Impress</b> 682 households	<b>19.1%</b> of Households	▼
	<b>Up and Coming Families</b> 610 households	<b>17.1%</b> of Households	▼

# WHAT IS TAPESTRY SEGMENTATION?

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

## IN OTHER WORDS...

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

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



LifeMode Group: Cozy Country Living

# Green Acres

6A

**Households:** 3,923,400

**Average Household Size:** 2.70

**Median Age:** 43.9

**Median Household Income:** \$76,800

## WHO ARE WE?

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

## OUR NEIGHBORHOOD

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

## SOCIOECONOMIC TRAITS

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



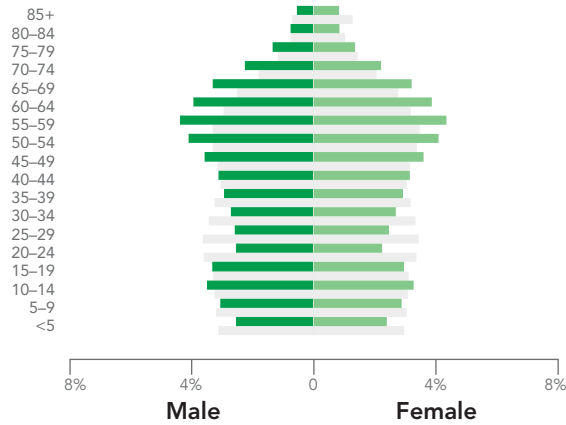
Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Simmons.



## AGE BY SEX (Esri data)

Median Age: **43.9** US: 38.2

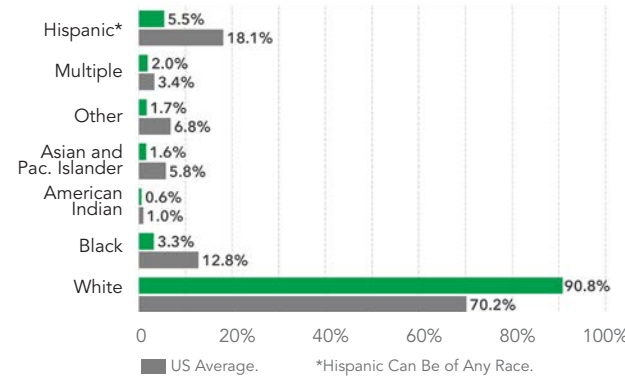
■ Indicates US



## RACE AND ETHNICITY (Esri data)

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).

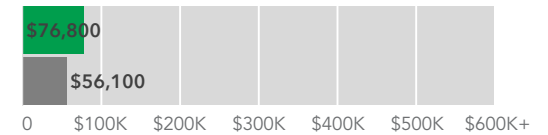
Diversity Index: **26.0** US: 64.0



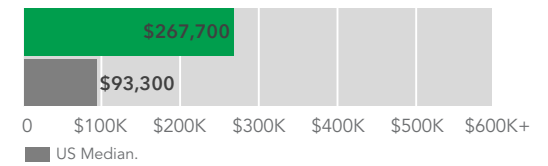
## INCOME AND NET WORTH

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

### Median Household Income

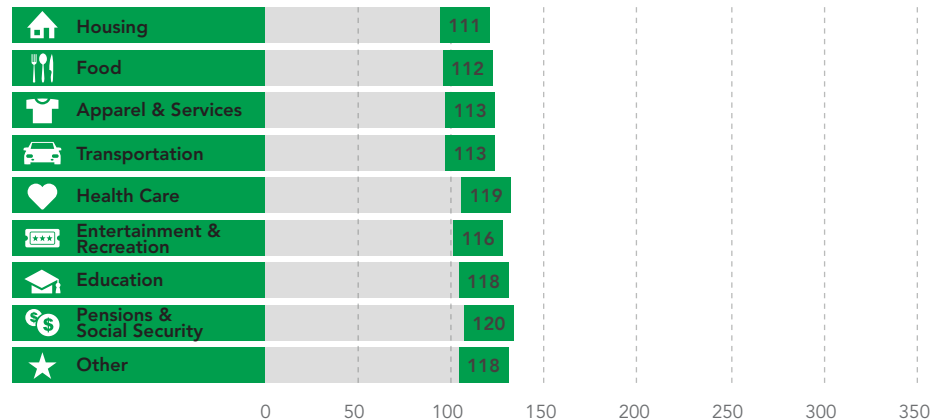


### Median Net Worth



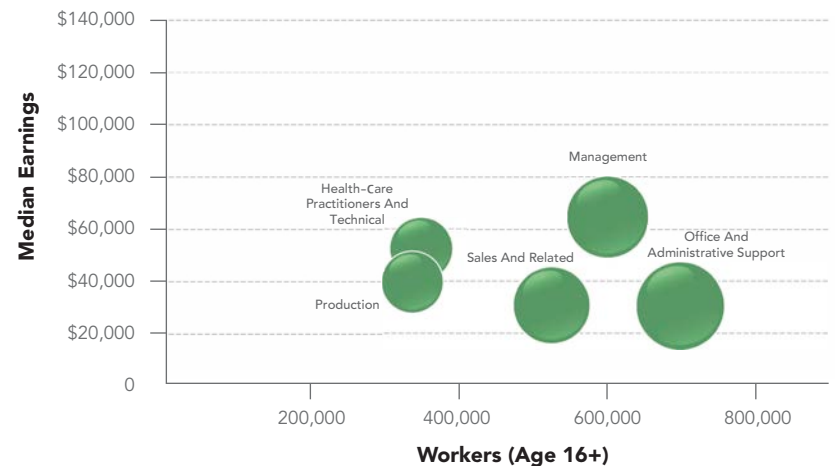
## AVERAGE HOUSEHOLD BUDGET INDEX

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



## OCCUPATION BY EARNINGS

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





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

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

## HOUSING

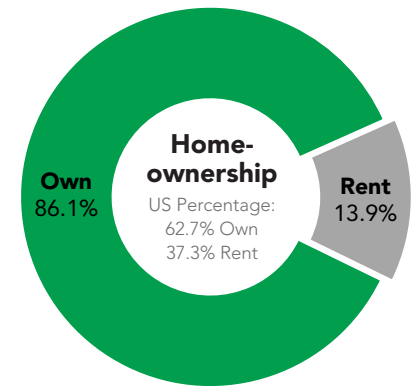
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



**Typical Housing:**  
Single Family

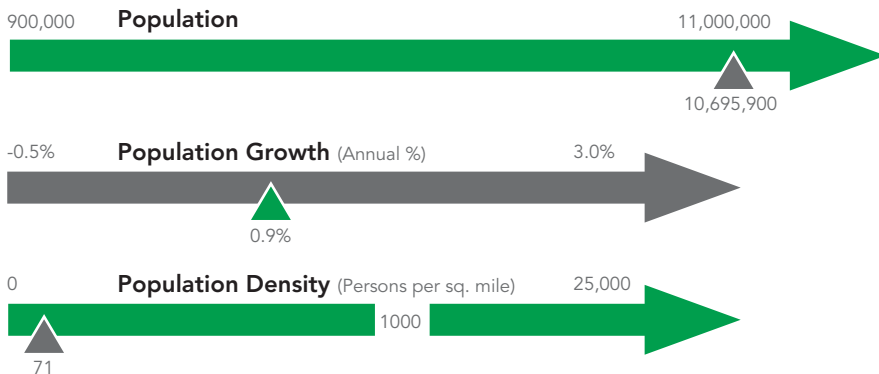
**Median Value:**  
\$235,500

US Median: \$207,300



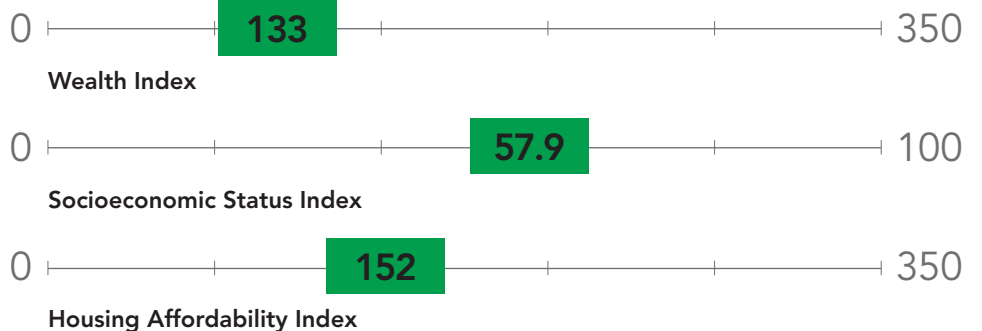
## POPULATION CHARACTERISTICS

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



## ESRI INDEXES

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







LifeMode Group: Cozy Country Living

# Green Acres

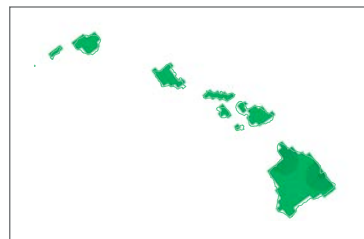
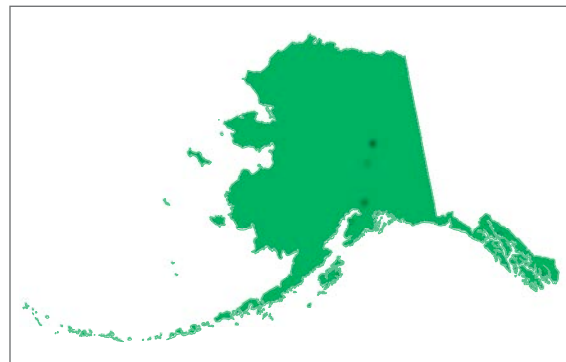
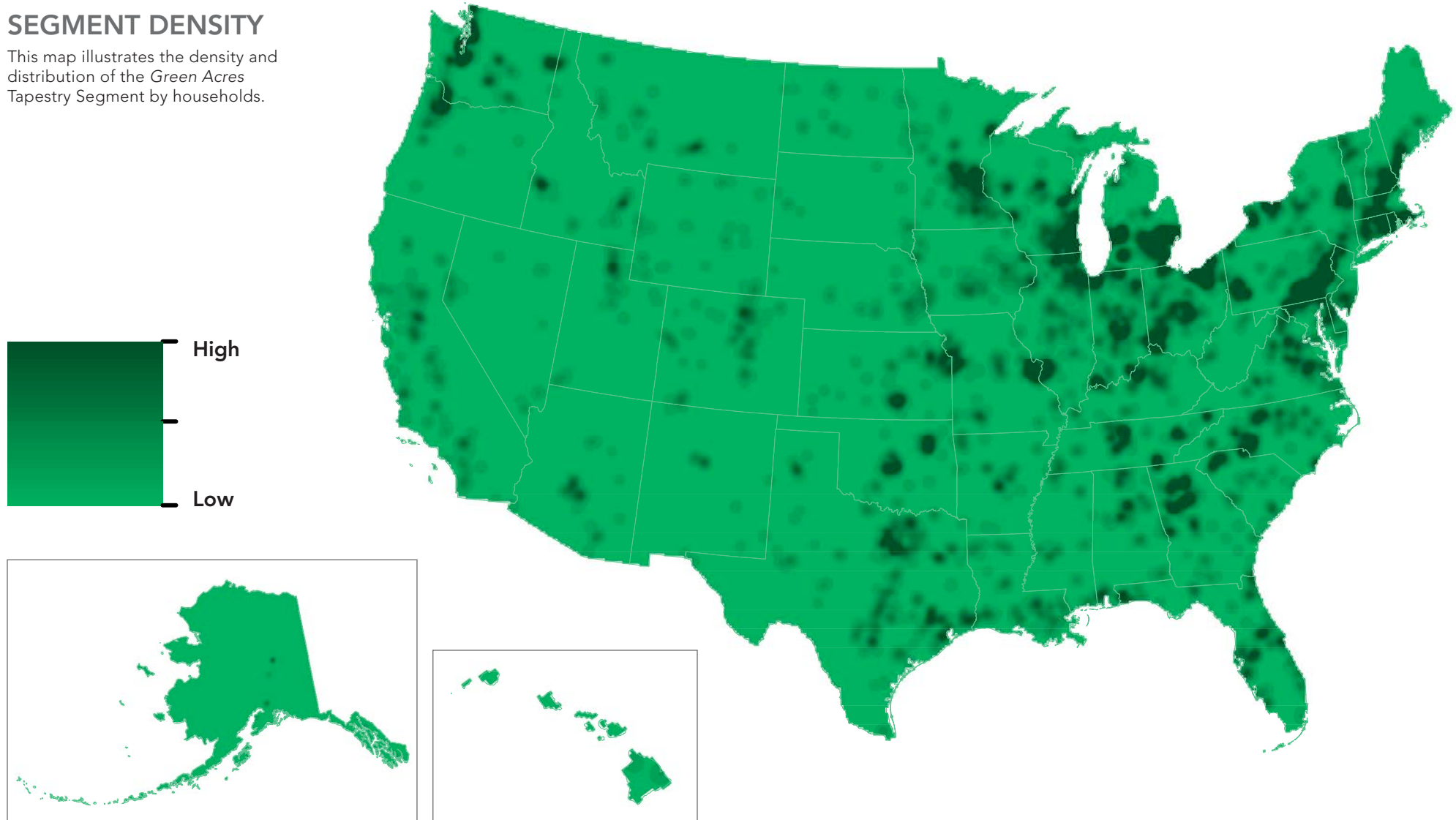


**TAPESTRY**  
SEGMENTATION

[esri.com/tapestry](http://esri.com/tapestry)

## SEGMENT DENSITY

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



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WHERE®



## 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 a large portion are single-person nonfamily households. Although many residents live alone, they preserve close connections with their family. 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.
- Mostly found 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 educated and mobile.
- Many are enrolled in college (Index 141).
- Consumers always have an eye out for a sale and will stock up when the price is right.
- Prefer name brands, but buy generic when it is a better deal.
- Quick meals on the run are a reality of life.
- Image-conscious consumers that dress to impress and often make impulse buys.
- Maintain close relationships with family.



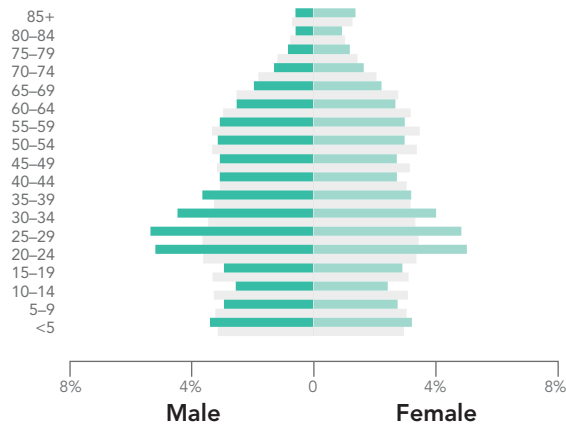
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### AGE BY SEX (Esri data)

Median Age: **33.9** US: 38.2

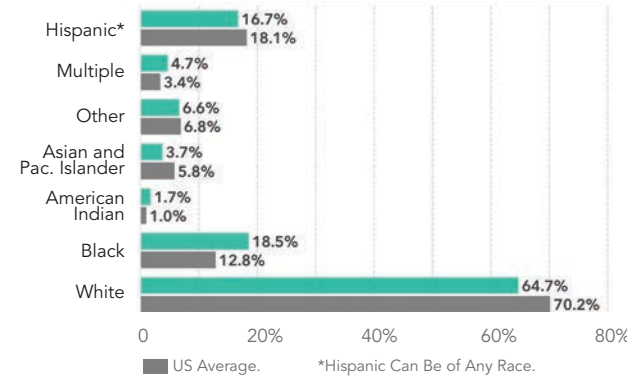
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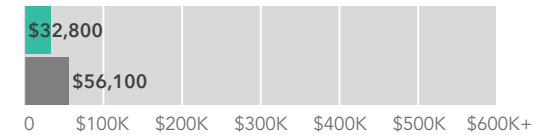
Diversity Index: **67.2** US: 64.0



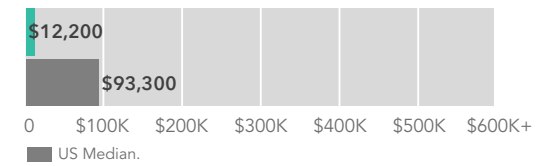
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#### Median Household Income

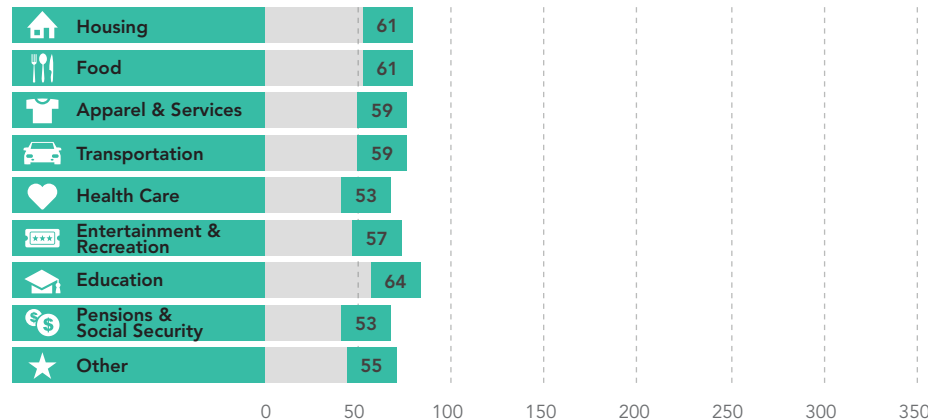


#### Median Net Worth



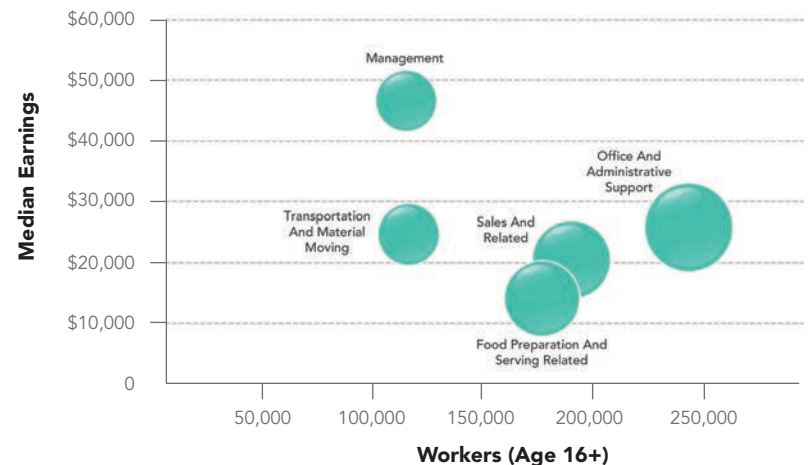
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### OCCUPATION BY EARNINGS

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.





# Set to Impress



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

- Listen to a variety of the latest music and download music online.
- Majority have cell phones only, no landlines.
- Use the internet for social media, downloading video games and watching TV programs.
- Own used, imported vehicles.
- Prefer shopping for bargains at Walmart, including discount stores like Kmart, Big Lots, and the local dollar store.
- Enjoy leisure activities including going to rock concerts, night clubs, and the zoo.

## HOUSING

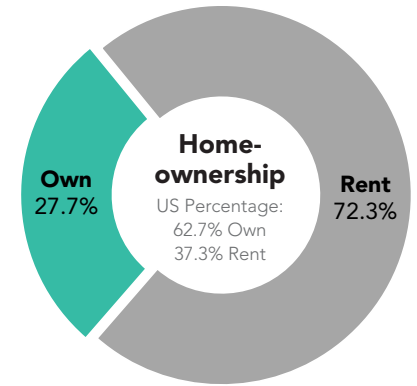
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



**Typical Housing:**  
Multiunit Rentals;  
Single Family

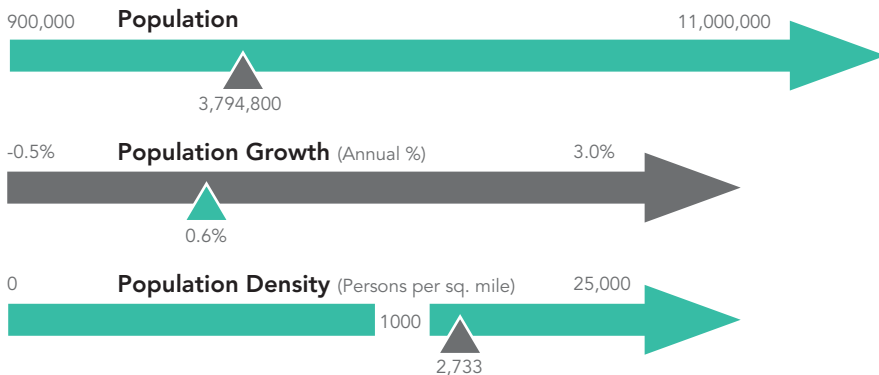
**Average Rent:**  
\$787

US Average: \$1,038



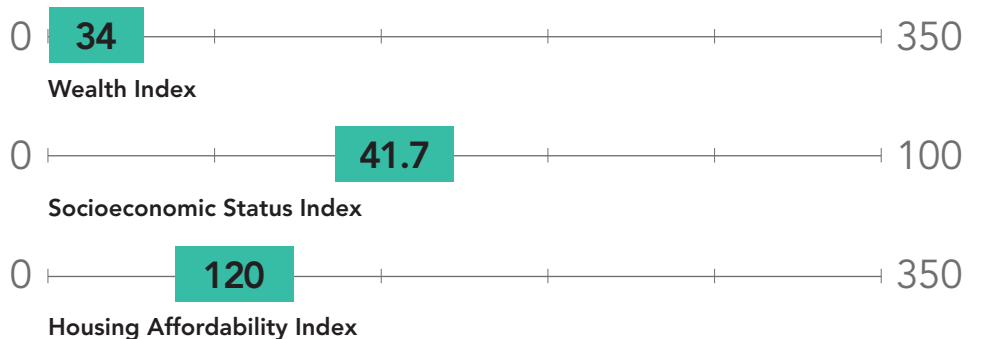
## POPULATION CHARACTERISTICS

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: Midtown Singles

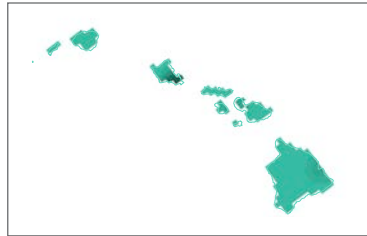
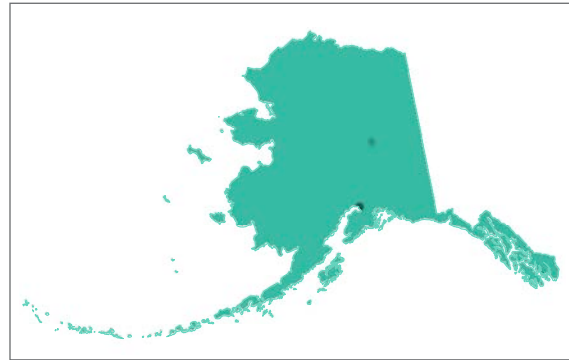
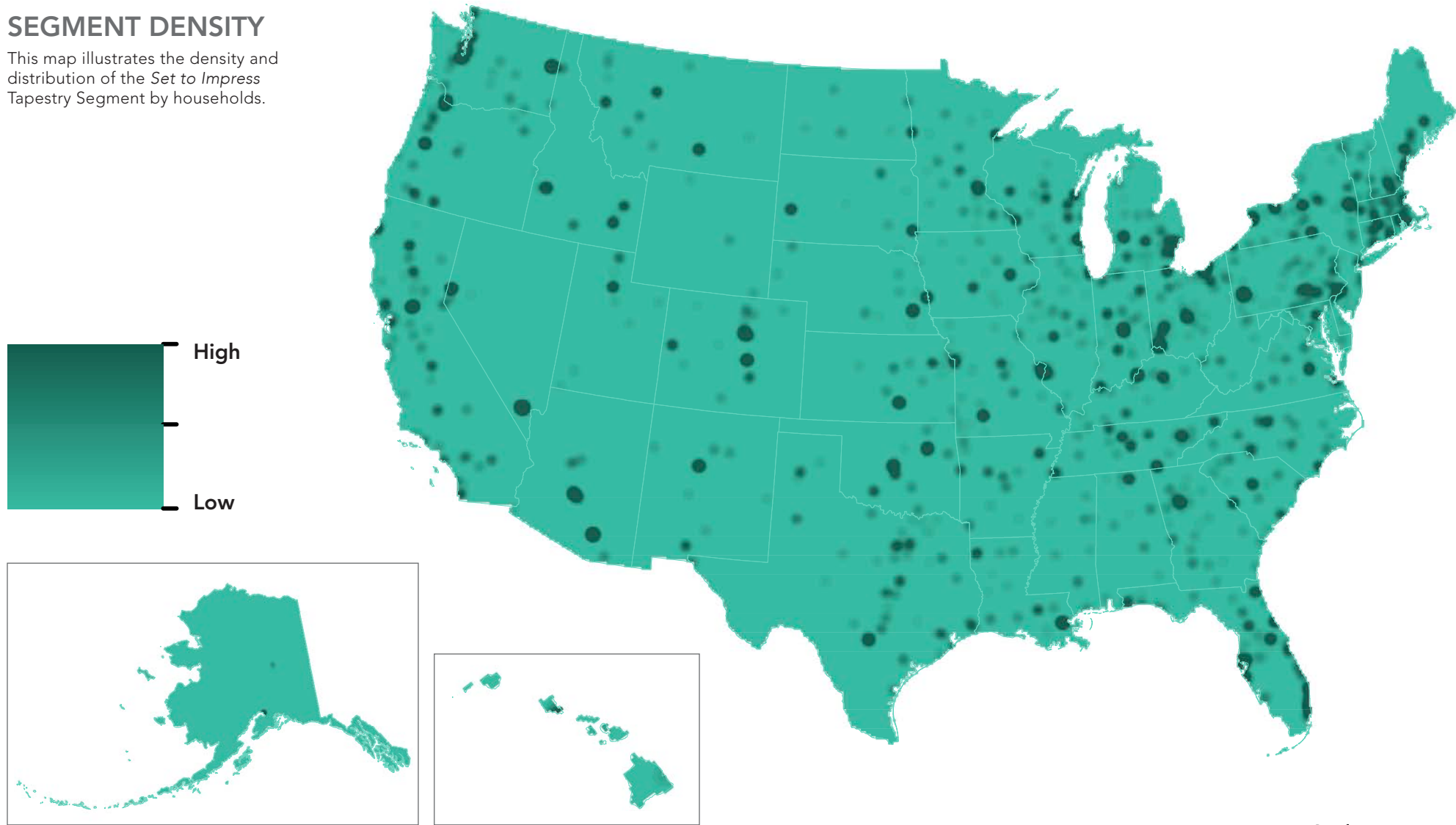
# Set to Impress



**TAPESTRY**  
SEGMENTATION  
[esri.com/tapestry](http://esri.com/tapestry)

## SEGMENT DENSITY

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



For more information  
1-800-447-9778  
[info@esri.com](mailto:info@esri.com)  
[esri.com](http://esri.com)



**esri**

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LifeMode Group: Sprouting Explorers

# 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 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).
- Hardworking labor force with a participation rate of 71% (Index 114).
- Most households (61%) have two 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.



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

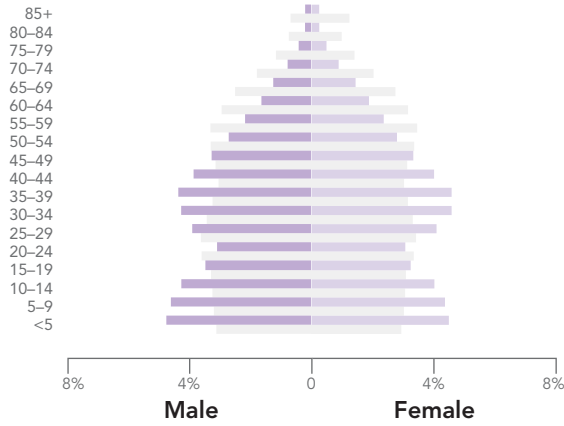
# Up and Coming Families



## AGE BY SEX (Esri data)

Median Age: **31.4** US: 38.2

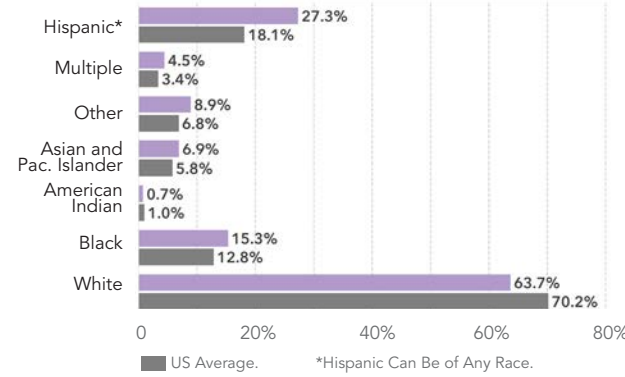
■ Indicates US



## 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



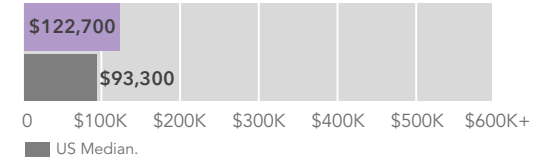
## INCOME AND NET WORTH

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

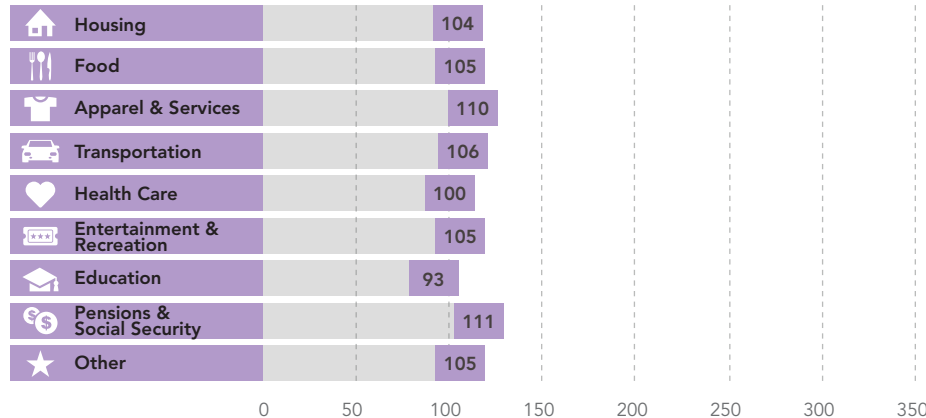


### Median Net Worth



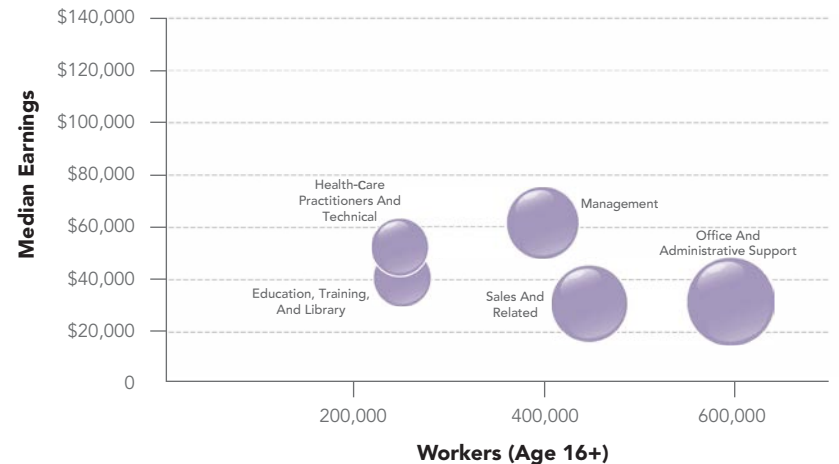
## AVERAGE HOUSEHOLD BUDGET INDEX

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



## OCCUPATION BY EARNINGS

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





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

- 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 and weight lifting to taking a jog or run.

## HOUSING

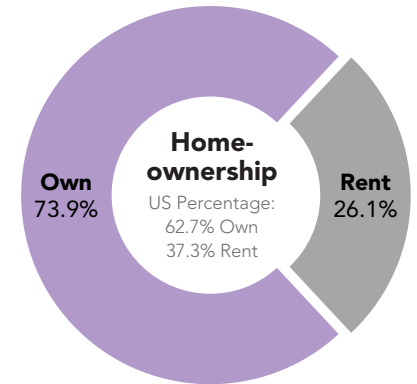
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**Typical Housing:**  
Single Family

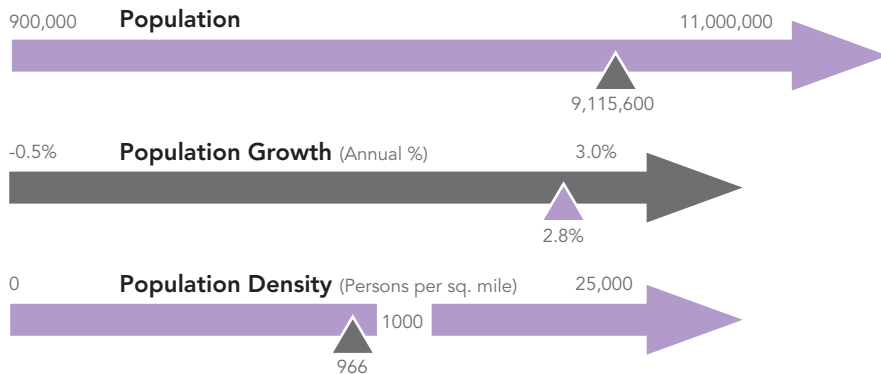
**Median Value:**  
\$194,400

US Median: \$207,300



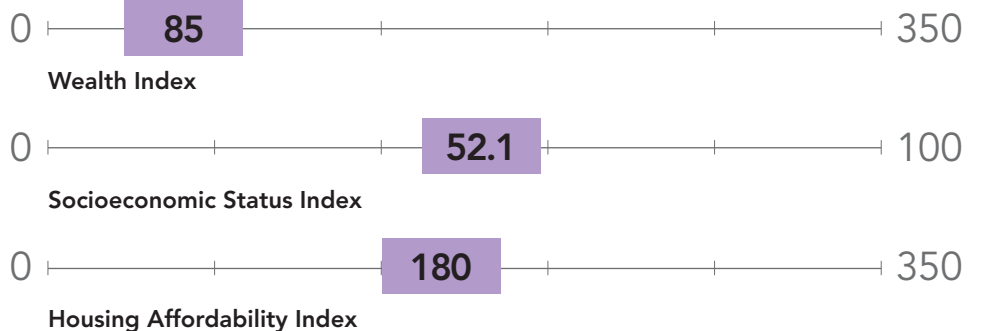
## POPULATION CHARACTERISTICS

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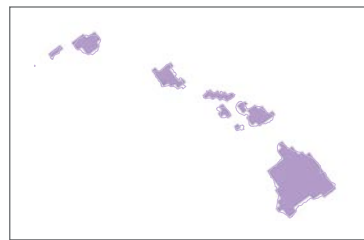
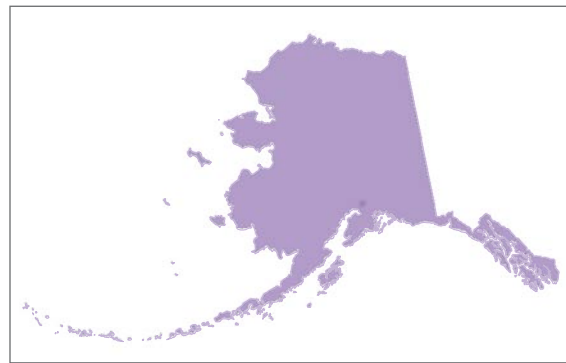
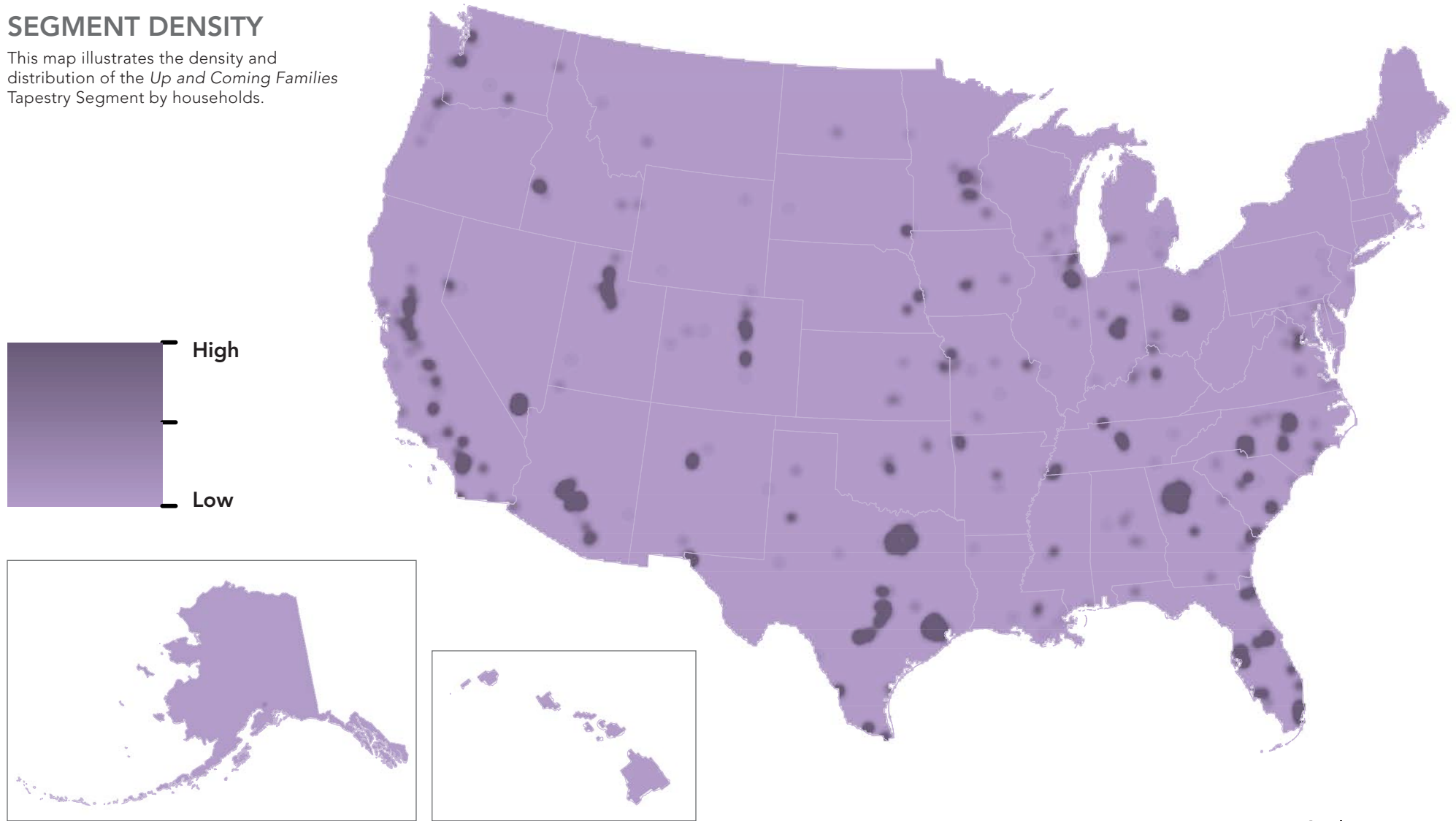


# Up and Coming Families

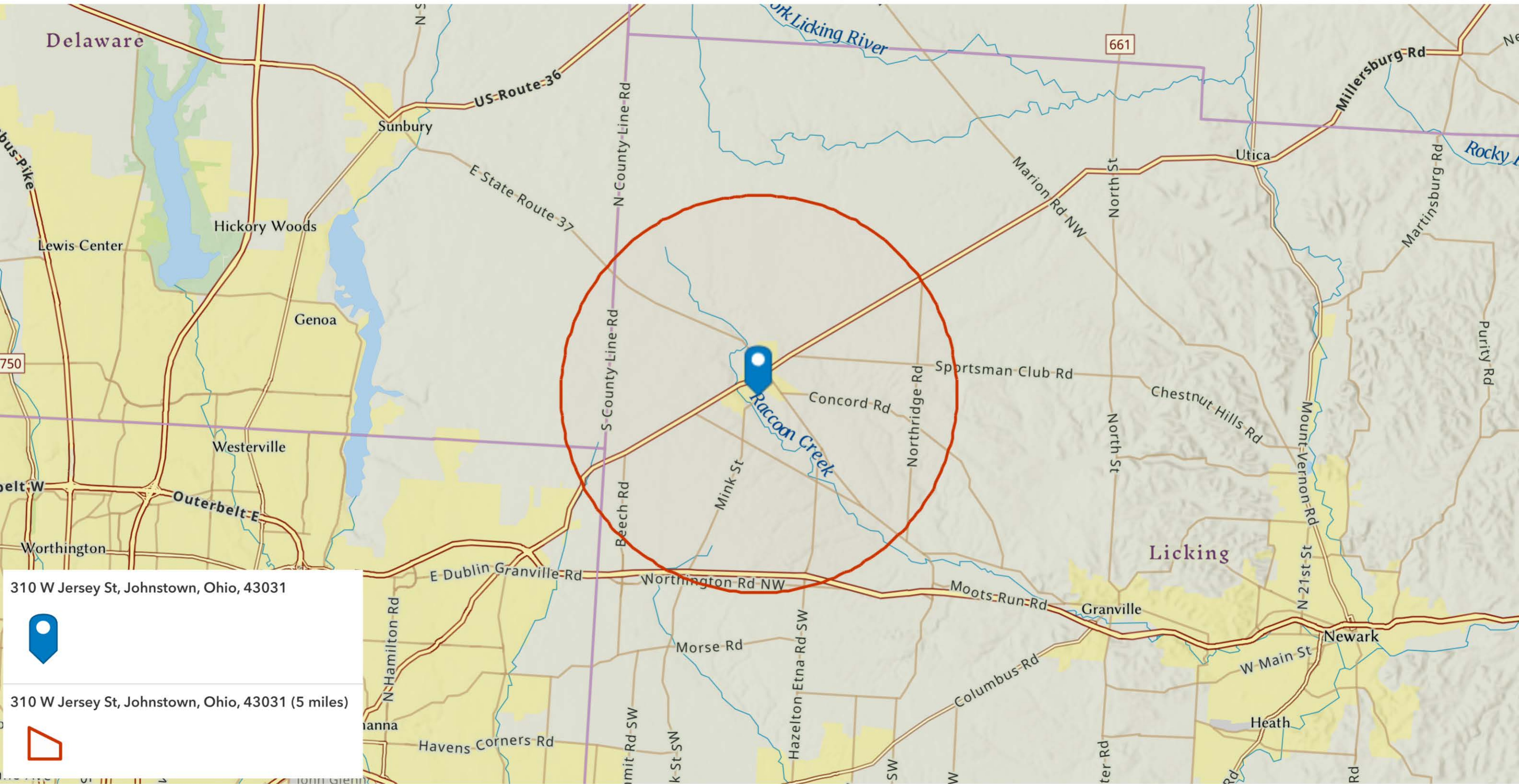


## SEGMENT DENSITY

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



# DEMOGRAPHICS REPORT



**North American  
Mission Board**

## KEY FACTS

13,397

Population



Median Age



Average Household Size

\$93,178

Median Household Income

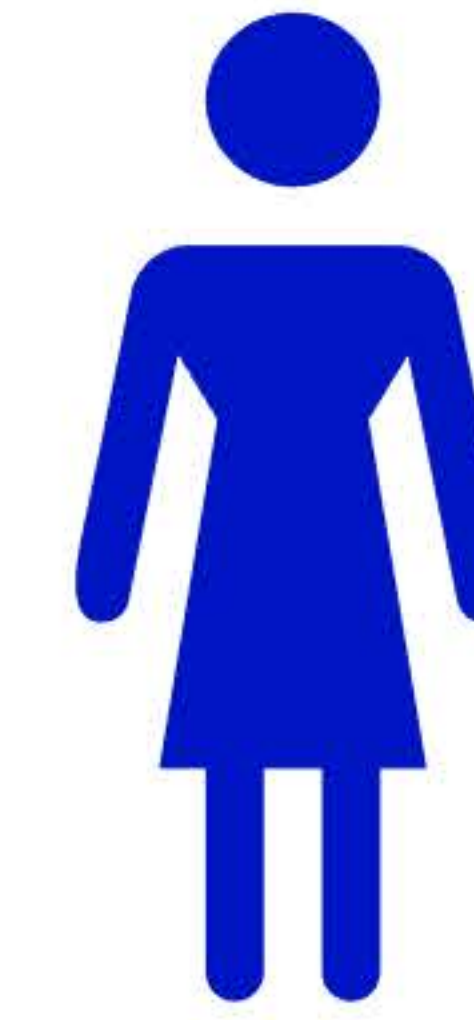
1

## THE POPULATION



6,642

MALE



6,755

FEMALE



2,936

CHILDREN

2

## HOUSEHOLDS



5,201

TOTAL HOUSEHOLDS



4,166

OWNER OCCUPIED HOUSING



1,035

RENTER OCCUPIED HOUSING

3

## INCOME



\$93,178

Median Household Income



\$46,020

Per Capita Income

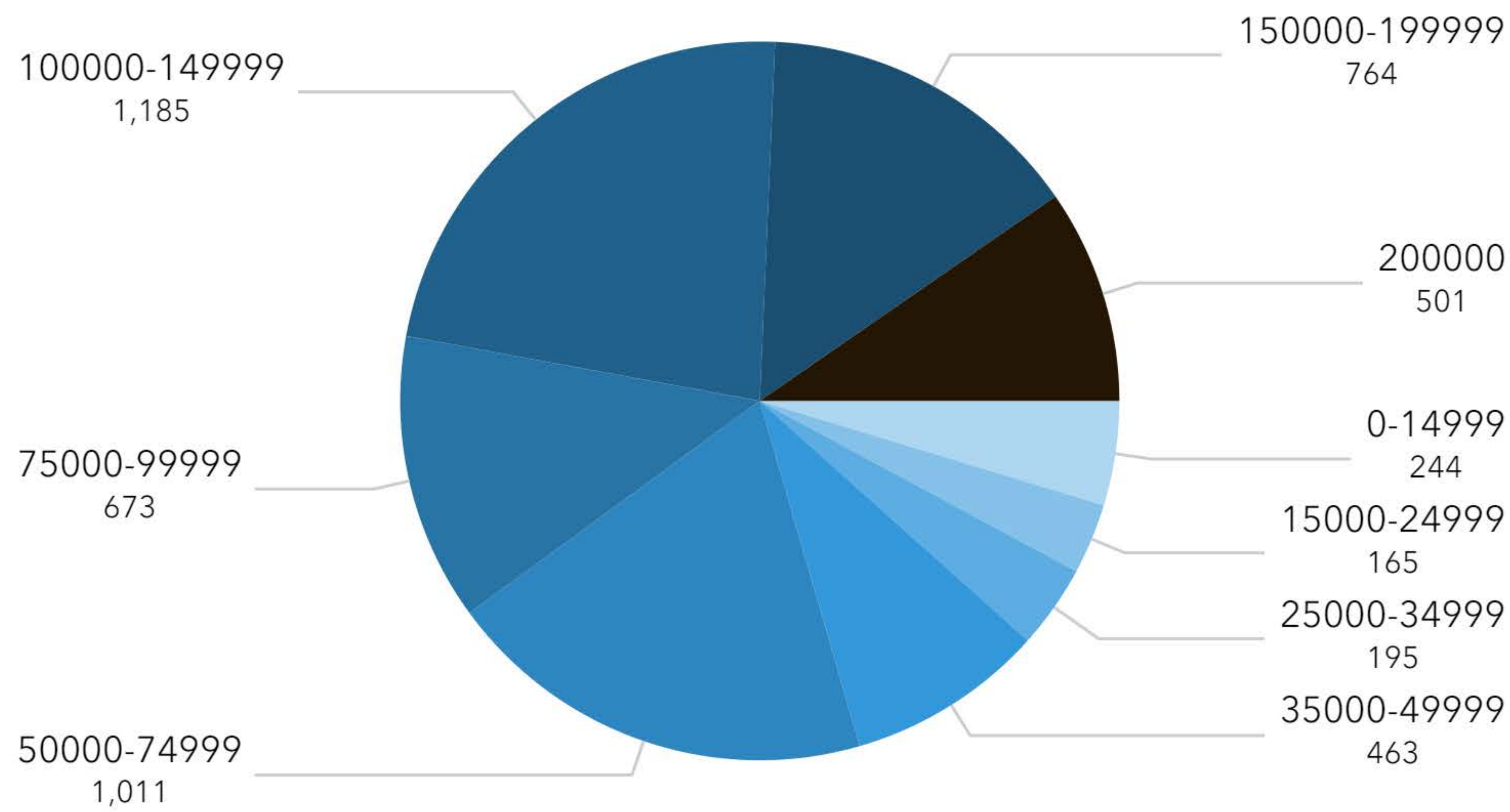


\$280,250

Median Net Worth

4

## HOUSEHOLD INCOME

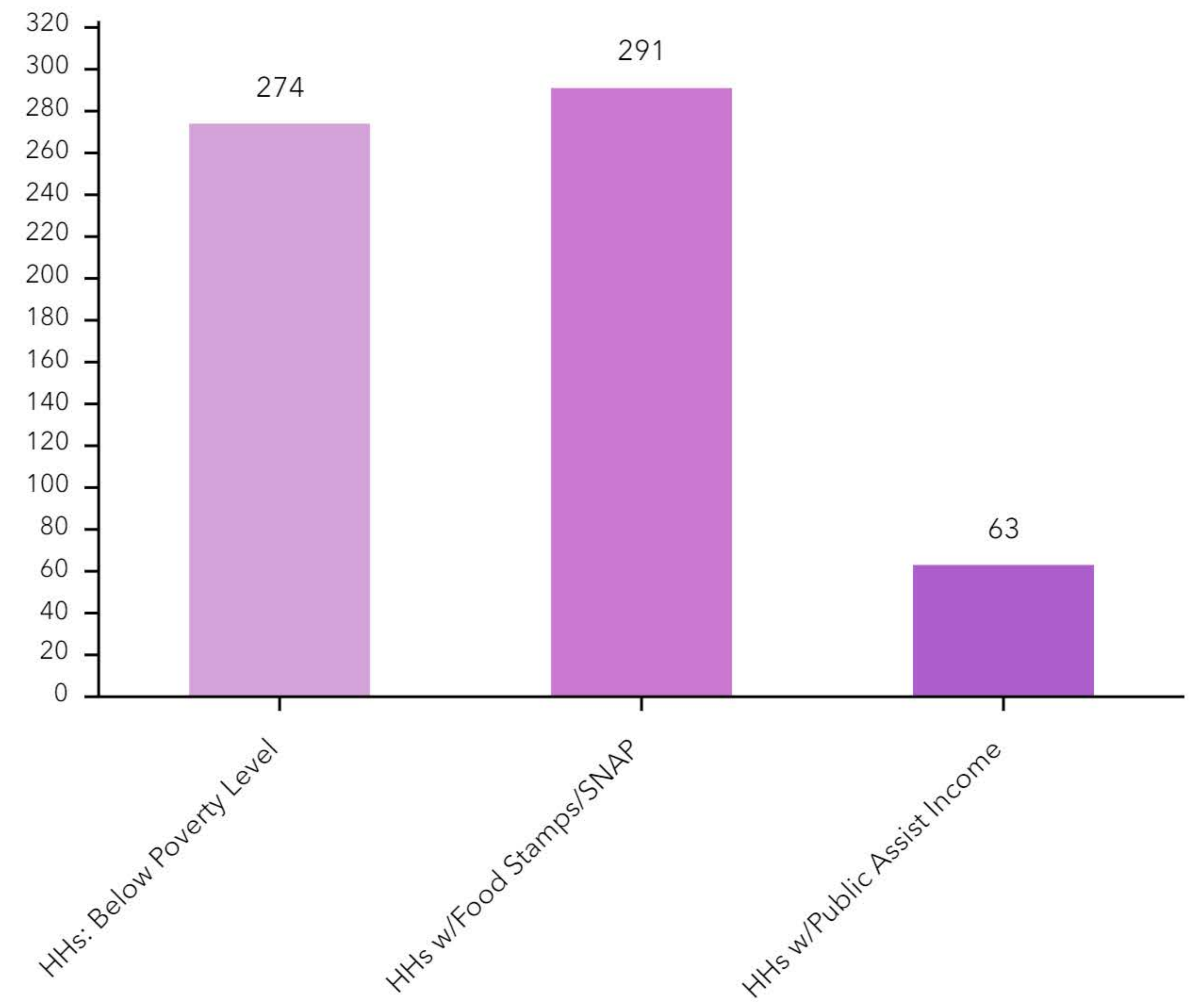


Top figure = Household income in dollars

Bottom figure = # of Households

5

## HOUSEHOLDS AND POVERTY



6

## 2023 Households by income (Esri)

The largest group: \$100,000 - \$149,999 (22.8%)

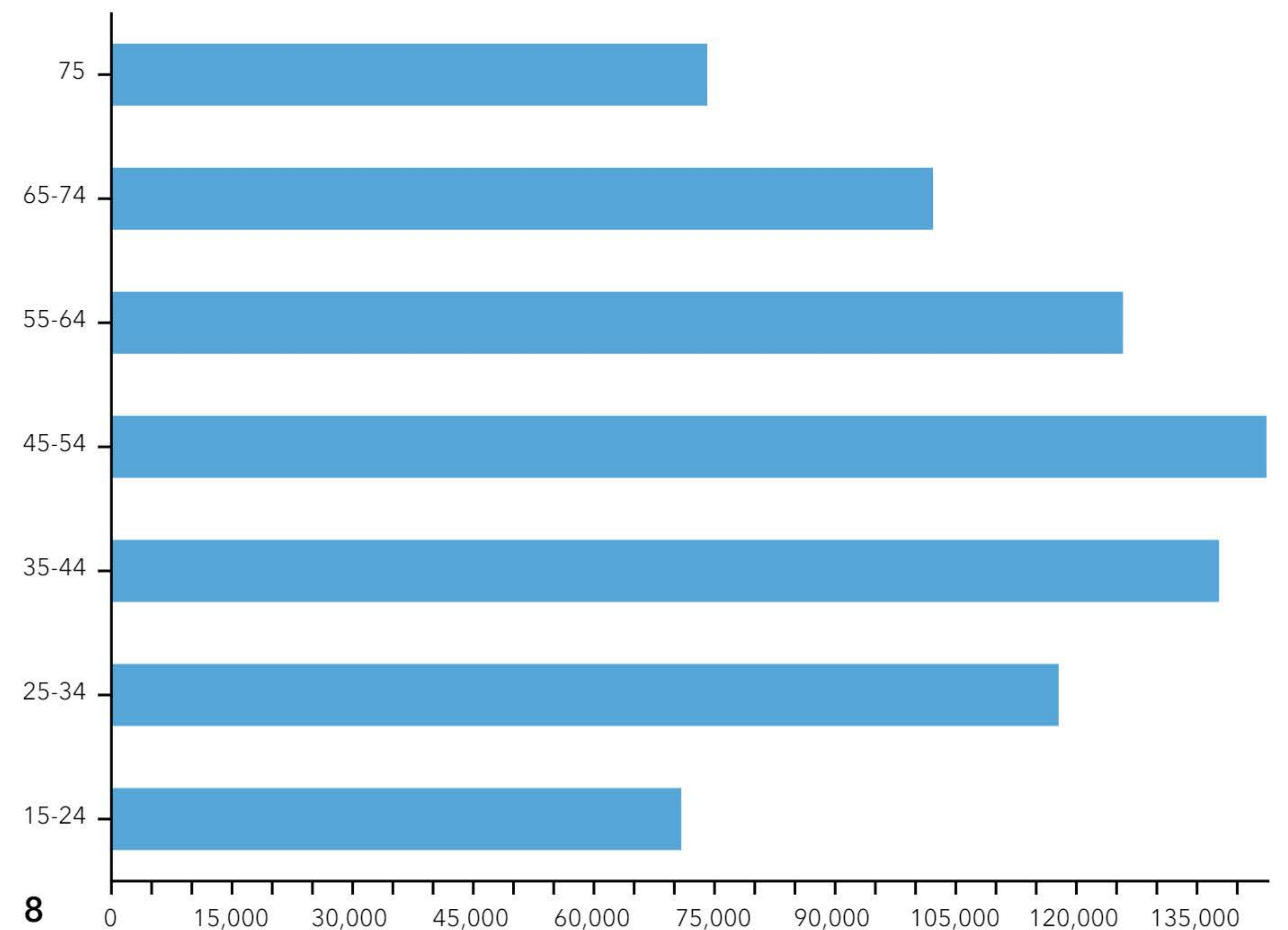
The smallest group: \$15,000 - \$24,999 (3.2%)

Indicator ▲	Value	Diff	
<\$15,000	4.7%	-2.6%	
\$15,000 - \$24,999	3.2%	-3.7%	
\$25,000 - \$34,999	3.7%	-1.6%	
\$35,000 - \$49,999	8.9%	-1.4%	
\$50,000 - \$74,999	19.4%	+0.8%	
\$75,000 - \$99,999	12.9%	-0.7%	
\$100,000 - \$149,999	22.8%	+1.0%	
\$150,000 - \$199,999	14.7%	+5.8%	
\$200,000+	9.6%	+2.4%	

Bars show deviation from Licking County

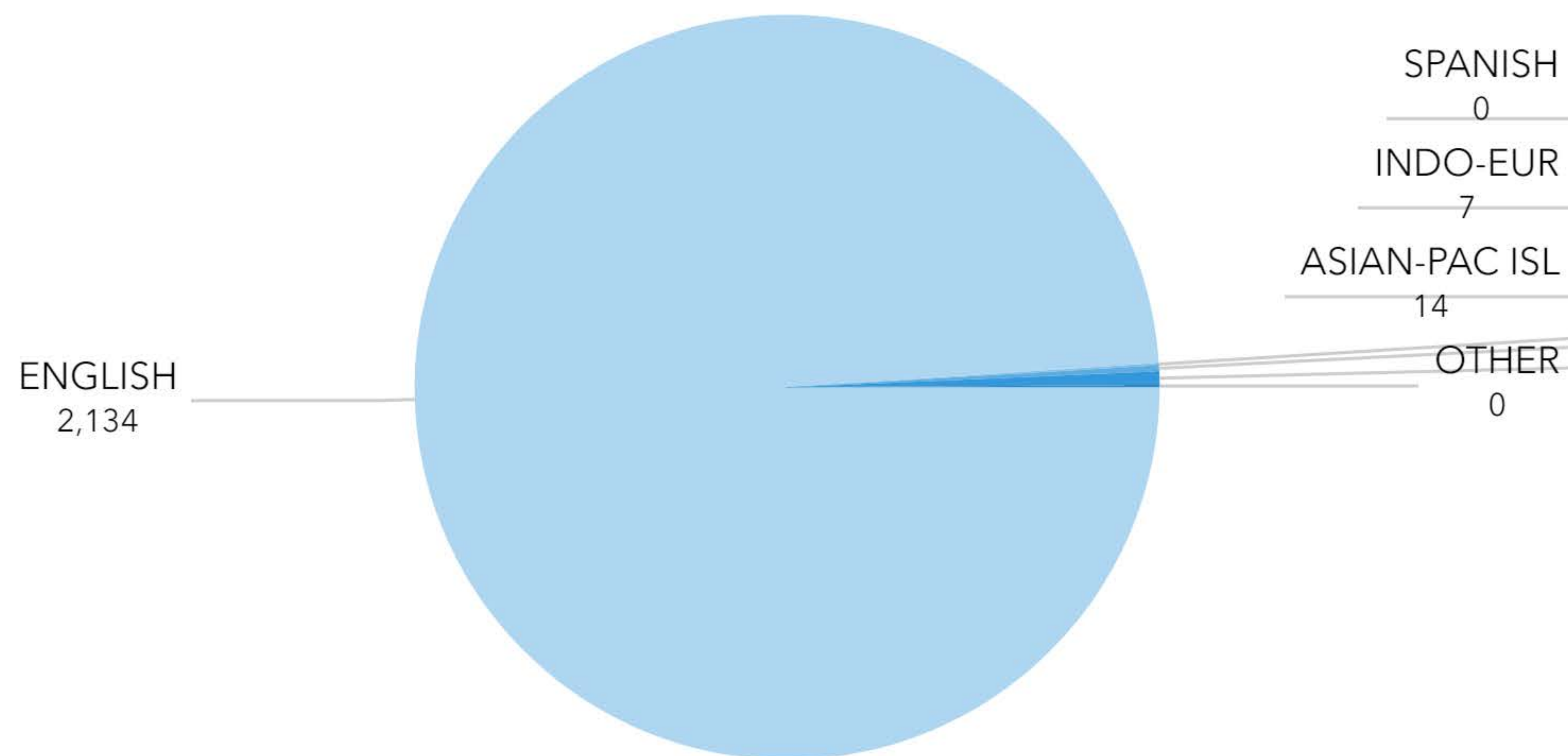
7

## Income by Age



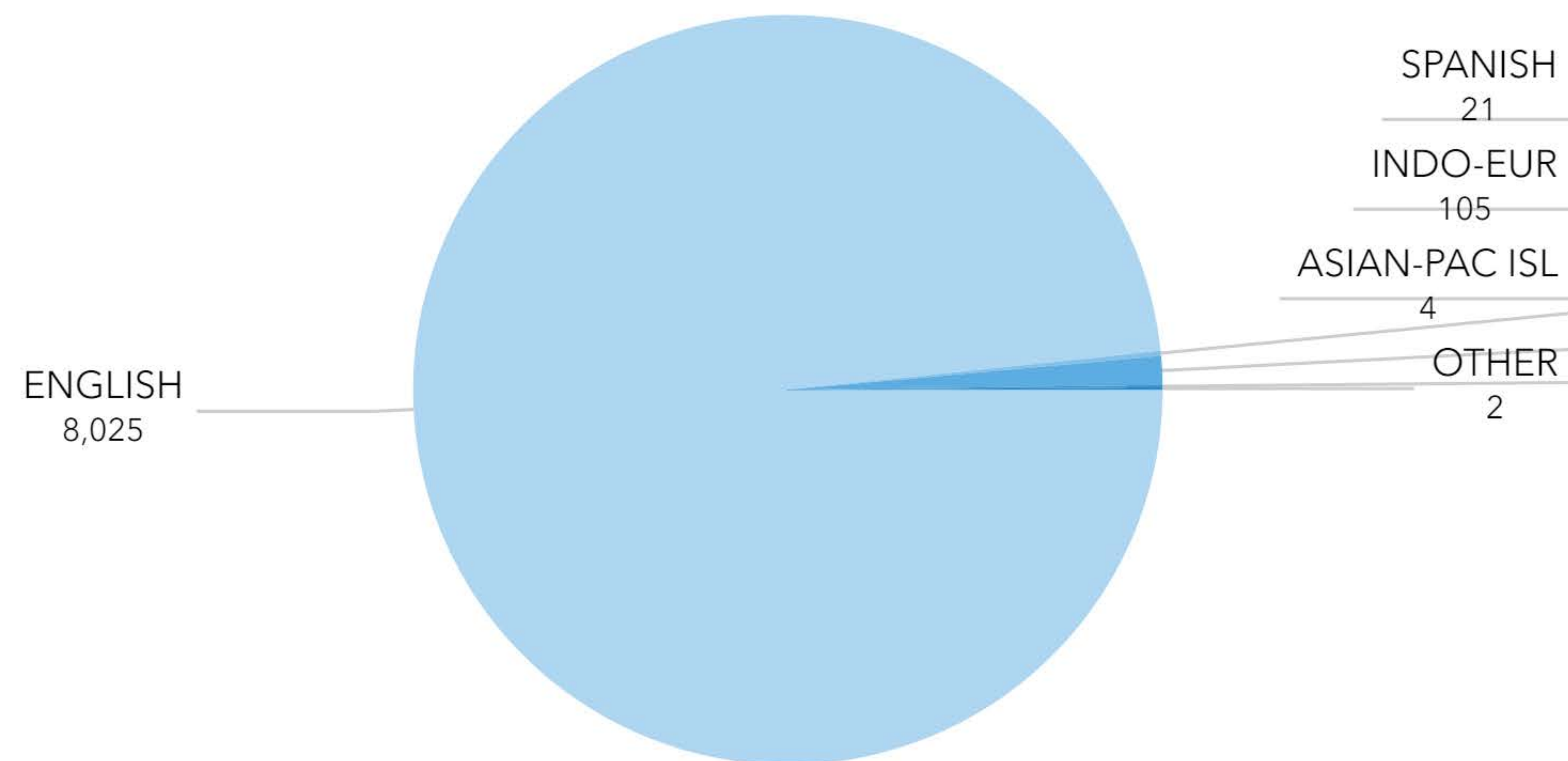
8

## LANGUAGE CHILDREN SPEAK AT HOME



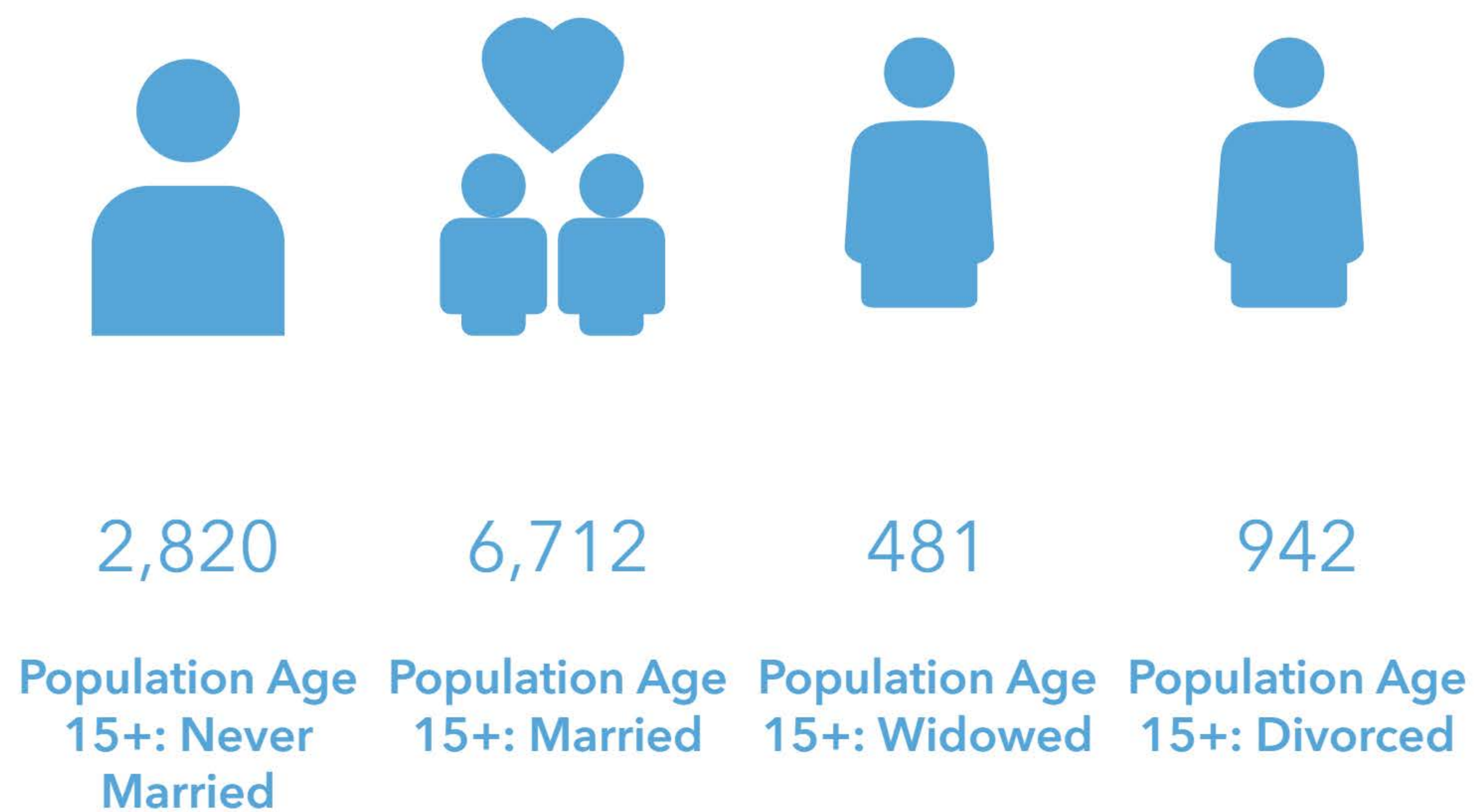
9

## LANGUAGE ADULTS SPEAK AT HOME



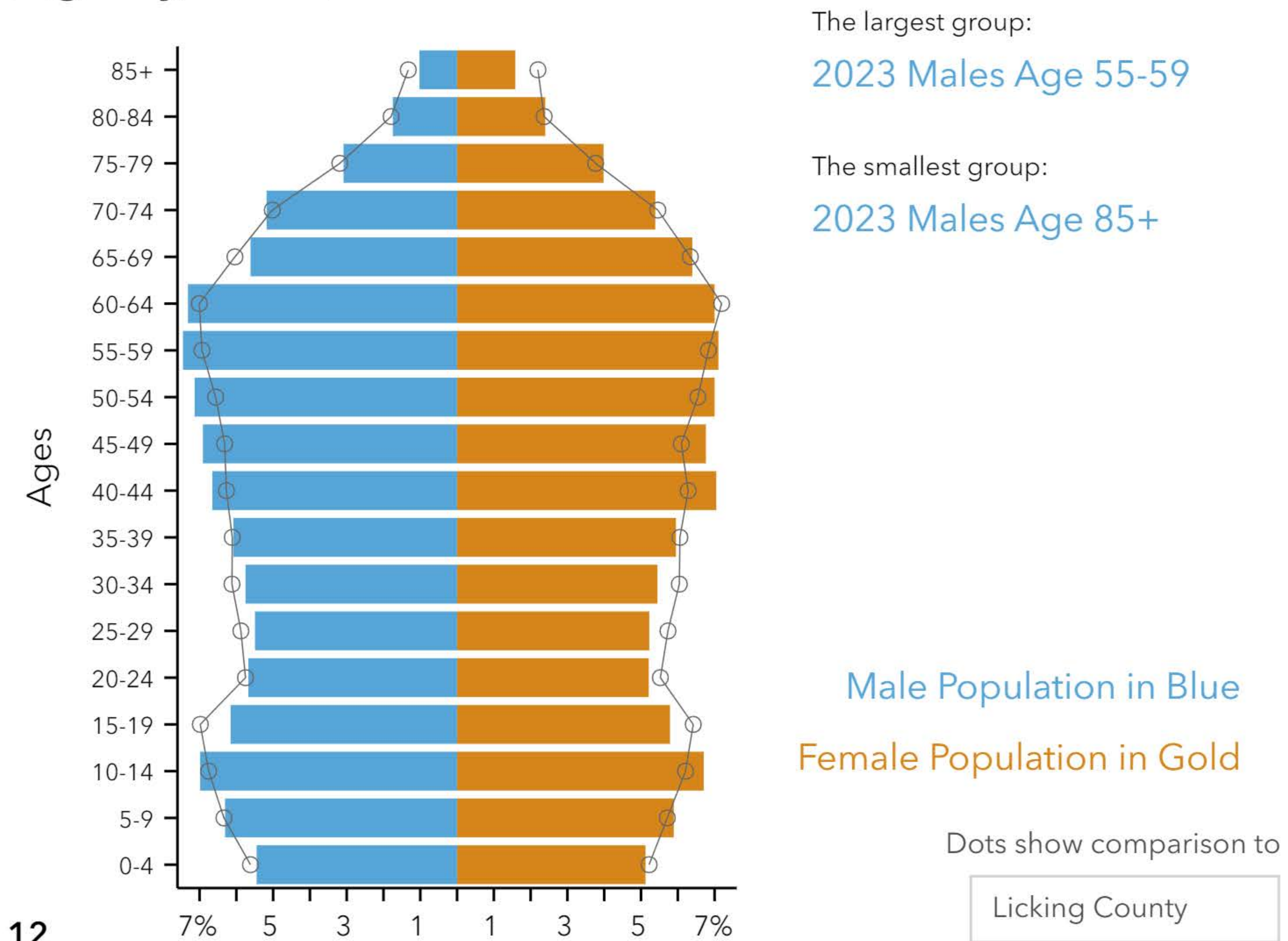
10

## MARITAL STATUS



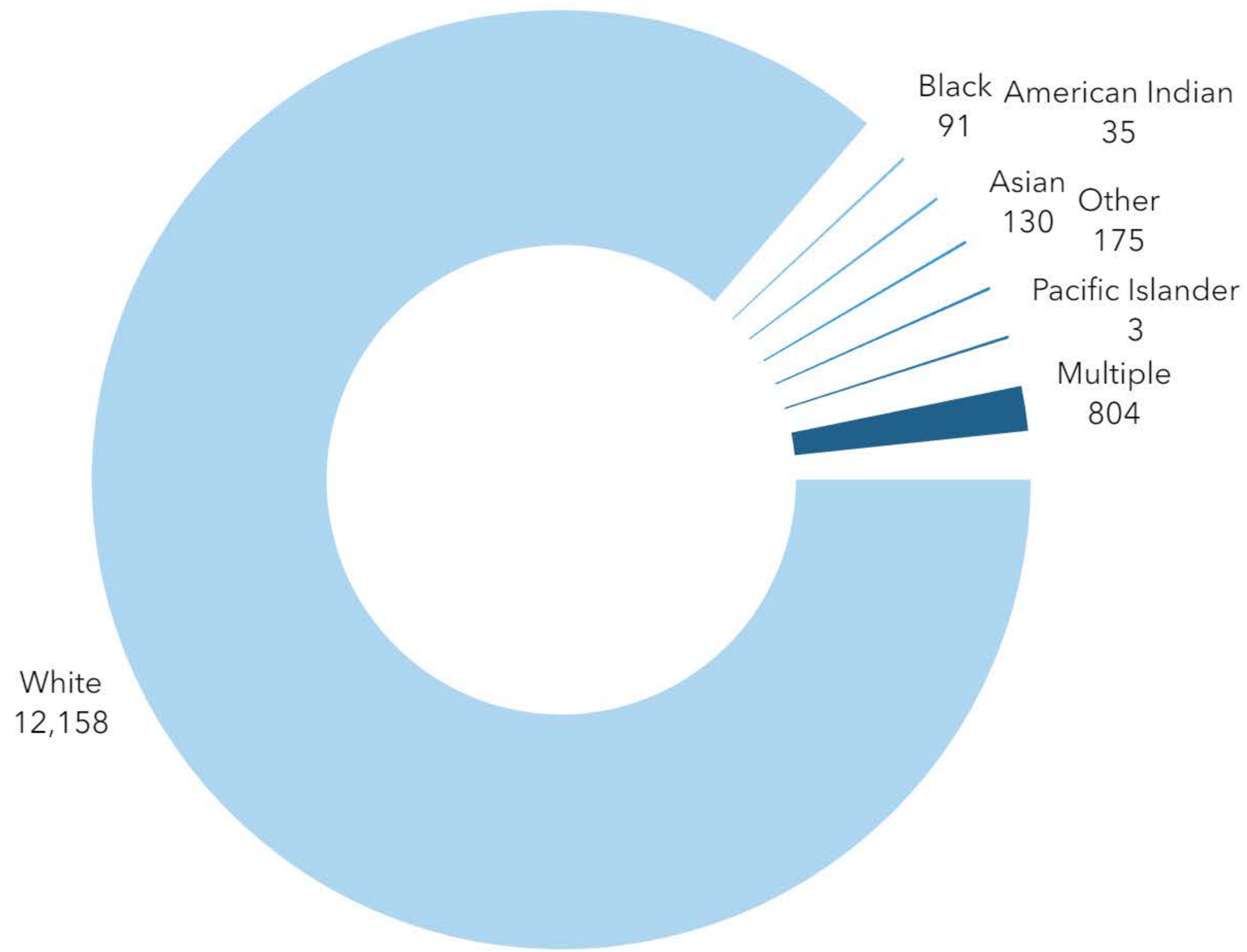
11

## Age Pyramid



12

## Racial Diversity



13

## 2023 Race and ethnicity (Esri)

The largest group: White Alone (90.76)

The smallest group: Pacific Islander Alone (0.02)

Indicator ▲	Value	Diff
White Alone	90.76	+5.22
Black Alone	0.68	-3.48
American Indian/Alaska Native Alone	0.26	0
Asian Alone	0.97	-2.09
Pacific Islander Alone	0.02	-0.01
Other Race	1.31	+0.16
Two or More Races	6.00	+0.20
Hispanic Origin (Any Race)	3.05	+0.61

Bars show deviation from Licking County

14

## HOUSING STATS



\$314,958

Median Home Value



\$15,316

Average Spent on Mortgage & Basics

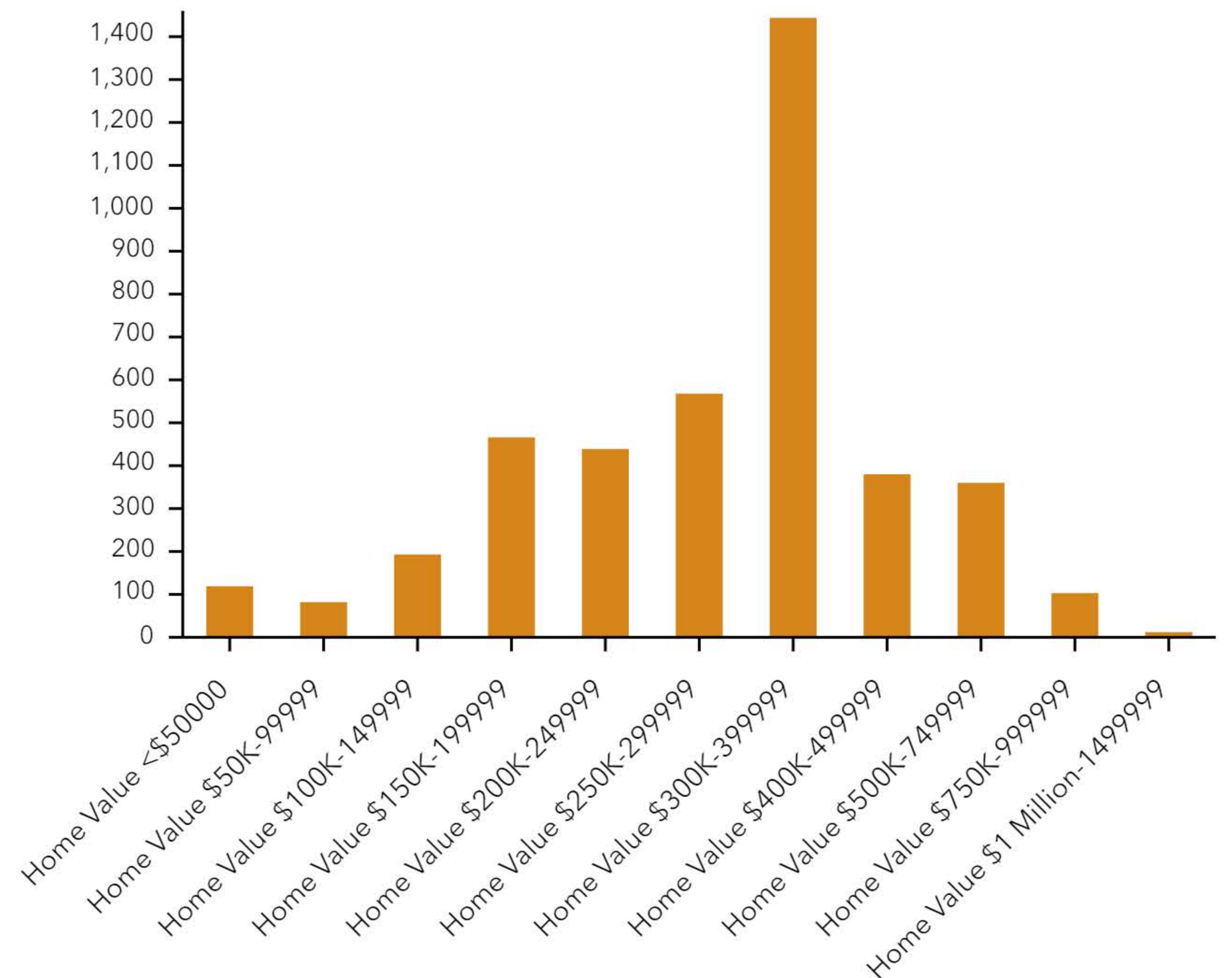


\$864

Median Contract Rent

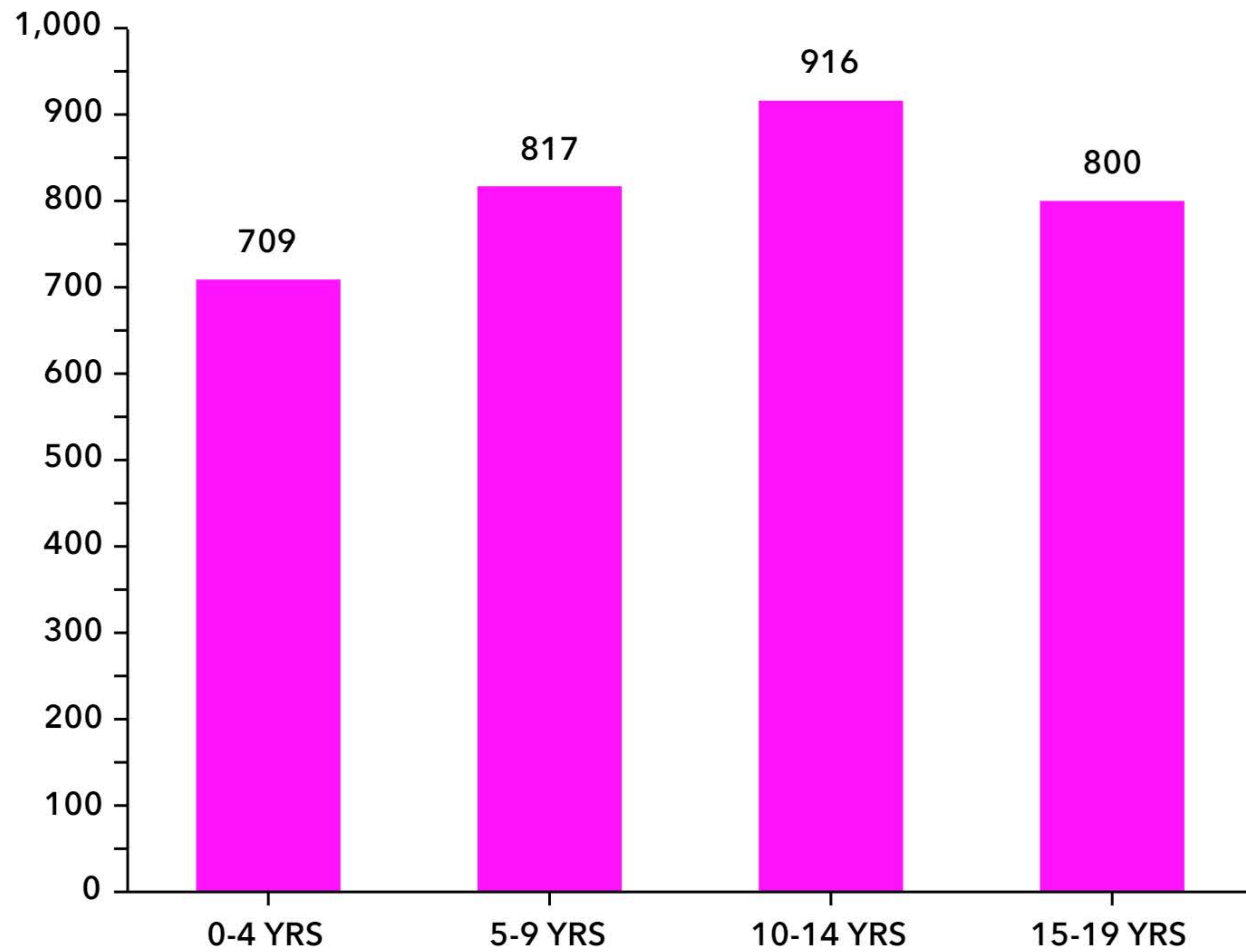
15

## Home Value

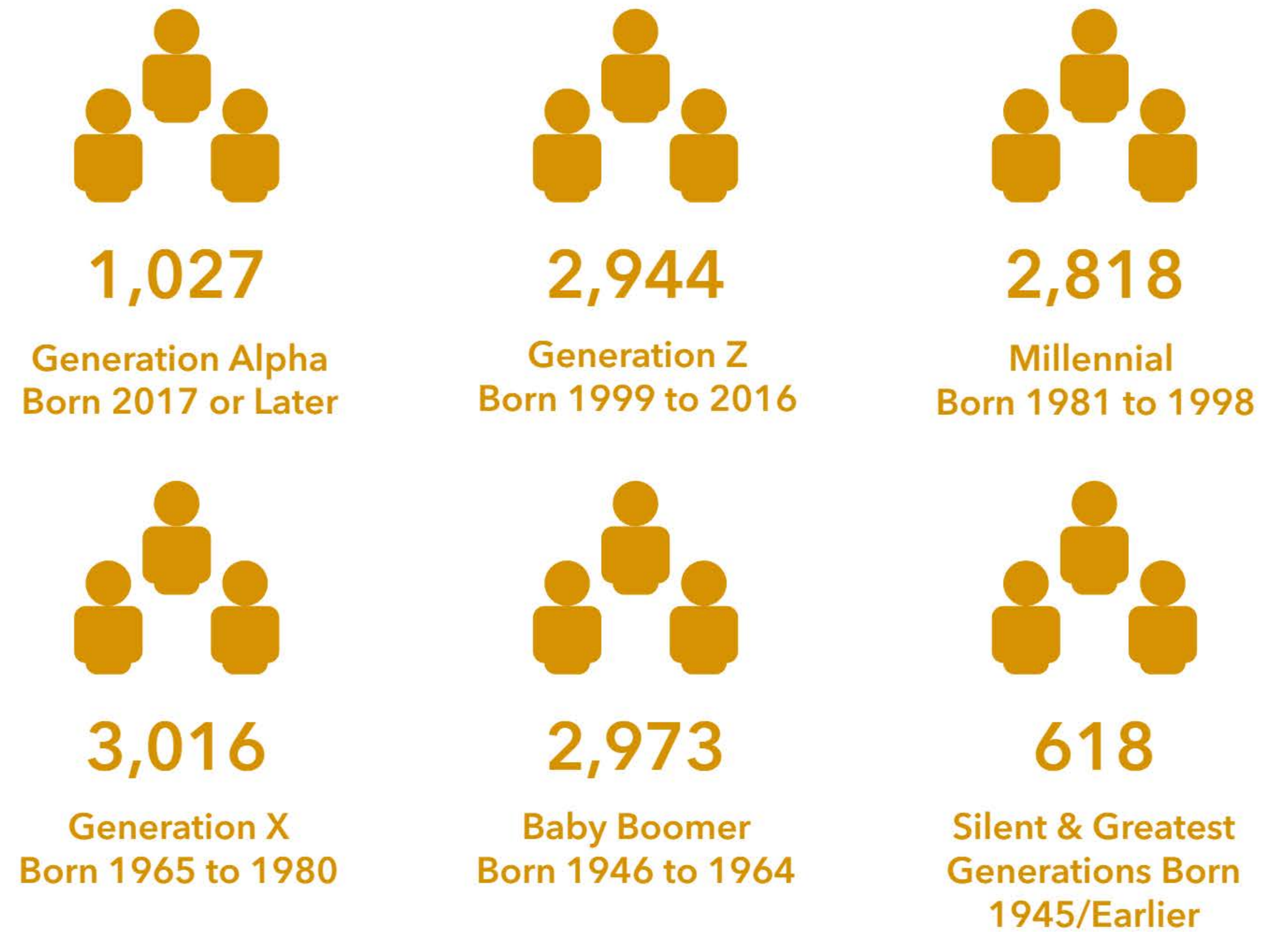


16

## Population Ages 0-19



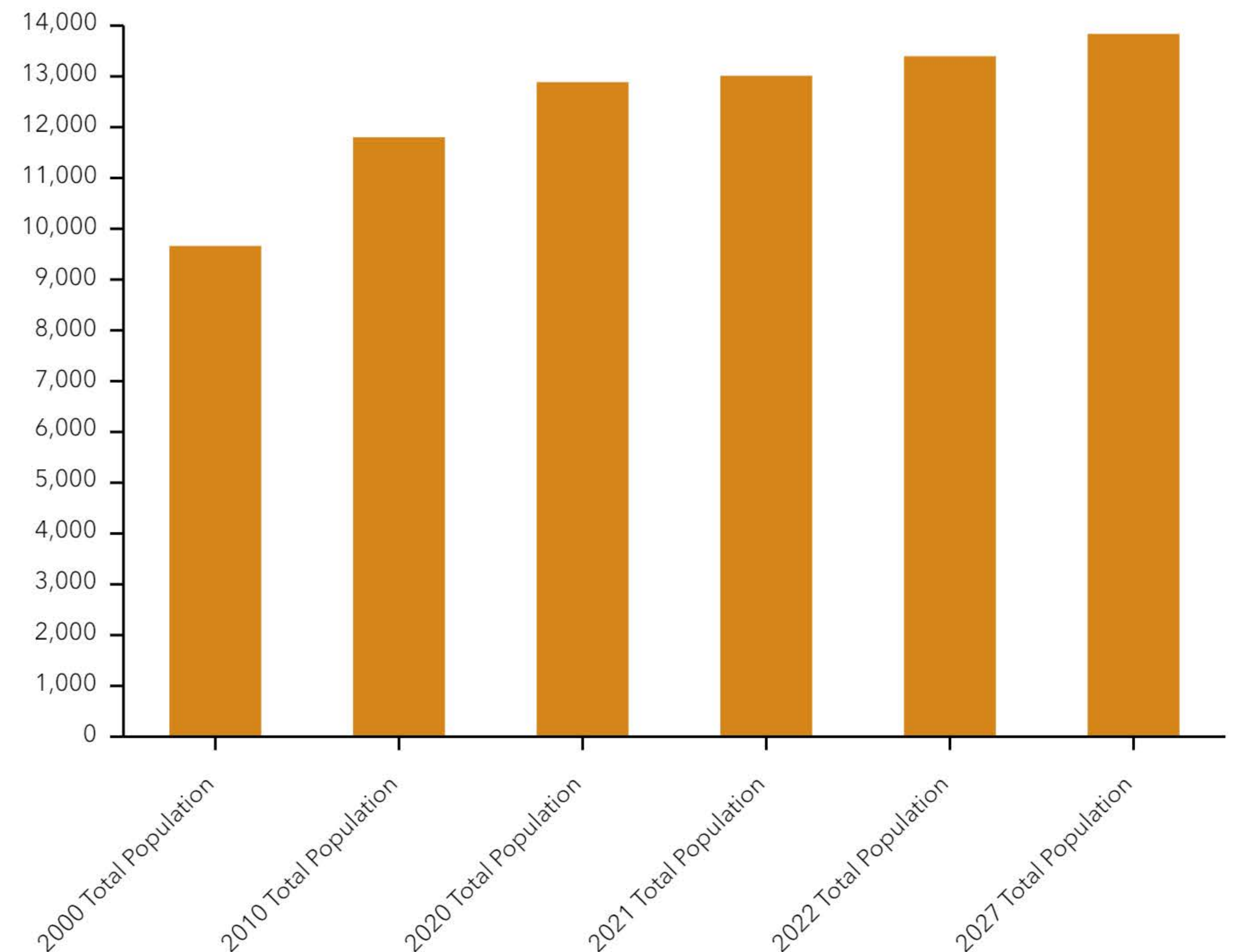
## POPULATION BY GENERATION



## POPULATION PROJECTIONS

Variables	5 miles
2021 Total Population	13,397
2021 Household Population	13,396
2021 Family Population	11,259
2026 Total Population	13,837
2026 Household Population	13,836
2026 Family Population	11,571

## POPULATION CHANGE OVER TIME



## Average household size

for this area

# 2.58

which is more than the average for United States

Area	Value ▼	0.00	4.00
<b>This area</b>	<b>2.58</b>		
Licking County	2.54		
United States	2.53		
Ohio	2.38		

## EDUCATION

4%

No High School Diploma



32%  
High School Graduate

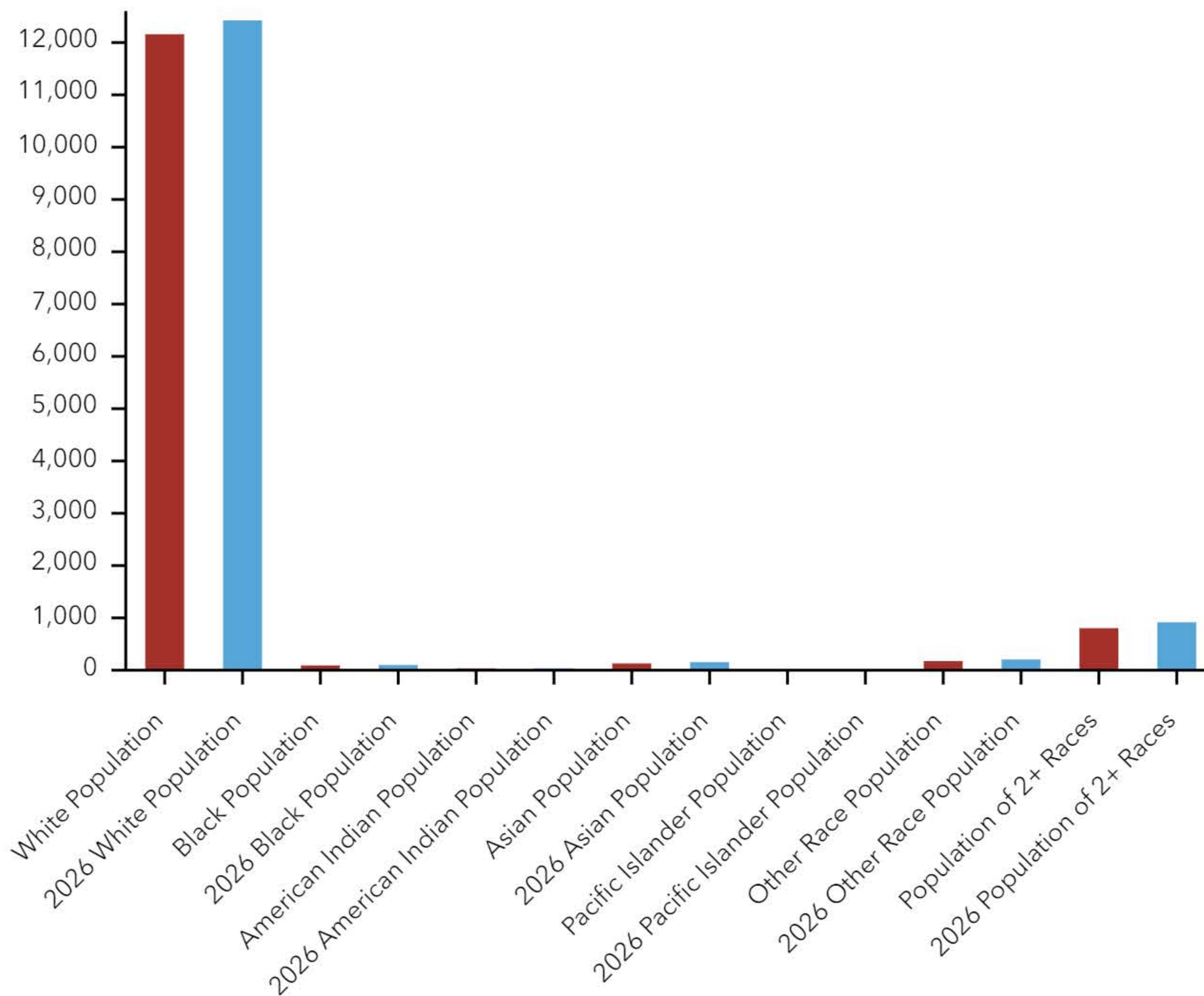


24%  
Some College

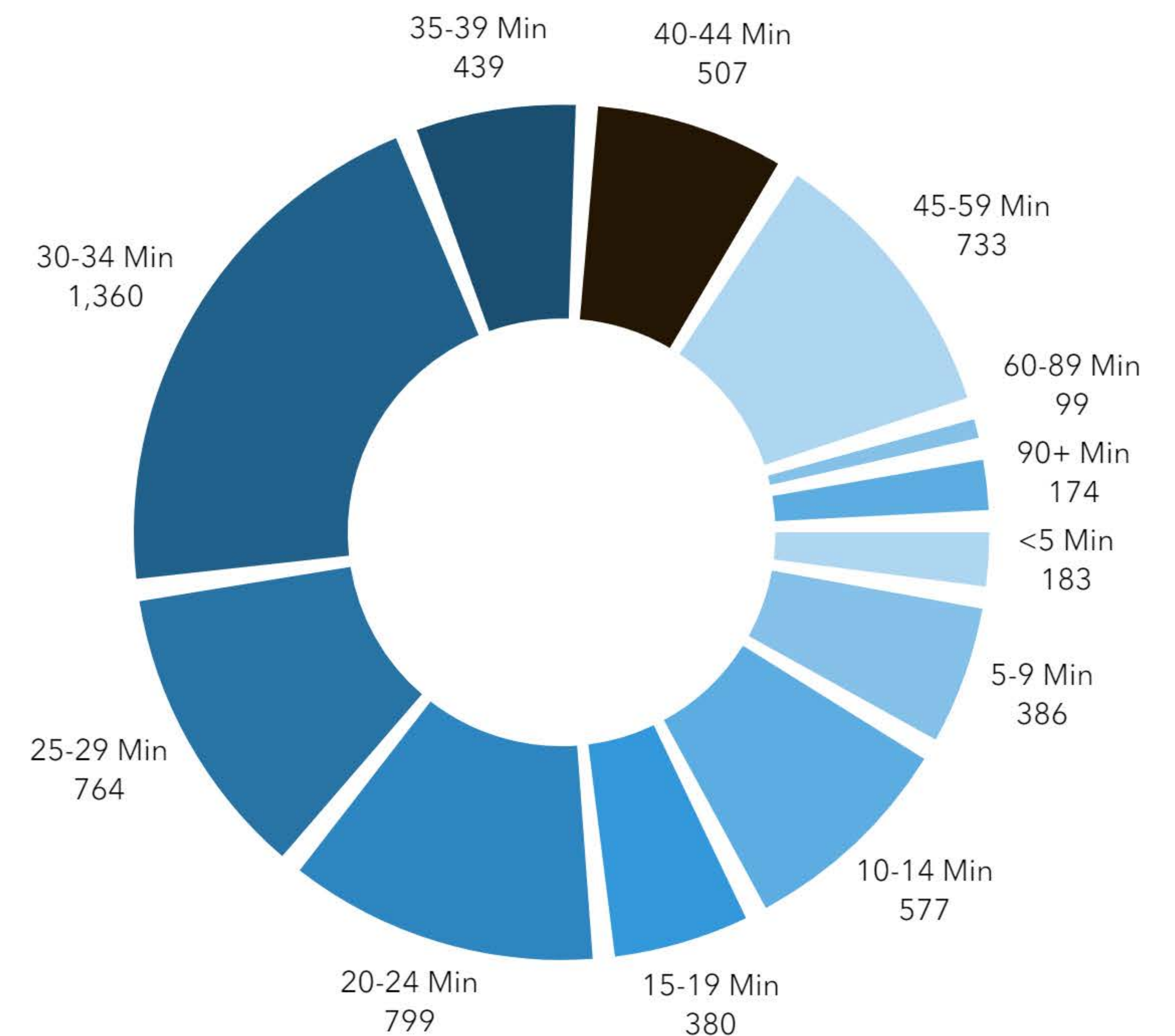


40%  
Bachelor's/Grad/Prof Degree

## CURRENT AND PROJECTED POPULATION BY RACE



## Travel Time to Work





## ANNUAL LIFESTYLE SPENDING



\$2,541

Travel



\$63

Theatre/Operas/  
Concerts



\$64

Movies/Museums/  
Parks



\$73

Sports Events



\$10

Online  
Games

## ANNUAL HOUSEHOLD SPENDING



\$2,386

Apparel &  
Services



\$272

Computers  
& Hardware



\$4,052

Eating Out



\$7,305

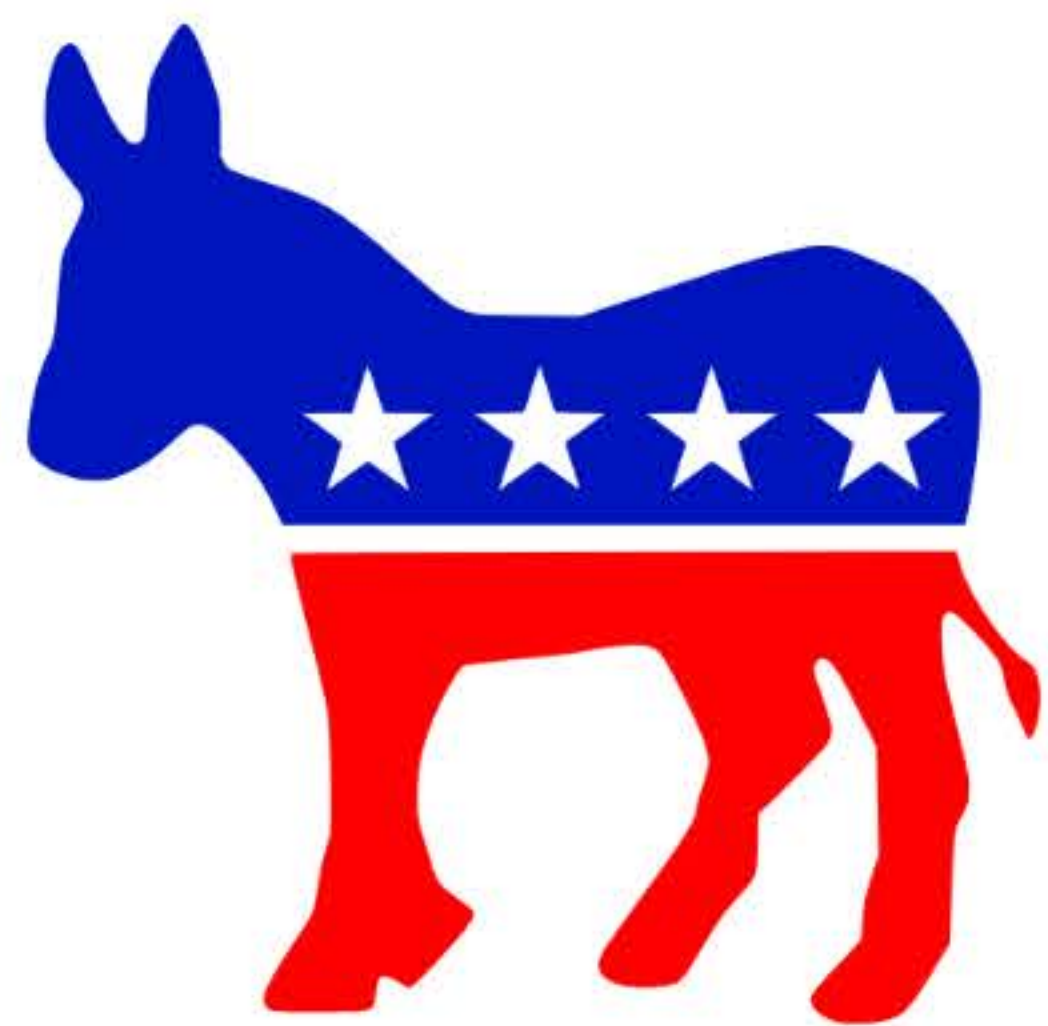
Groceries



\$8,271

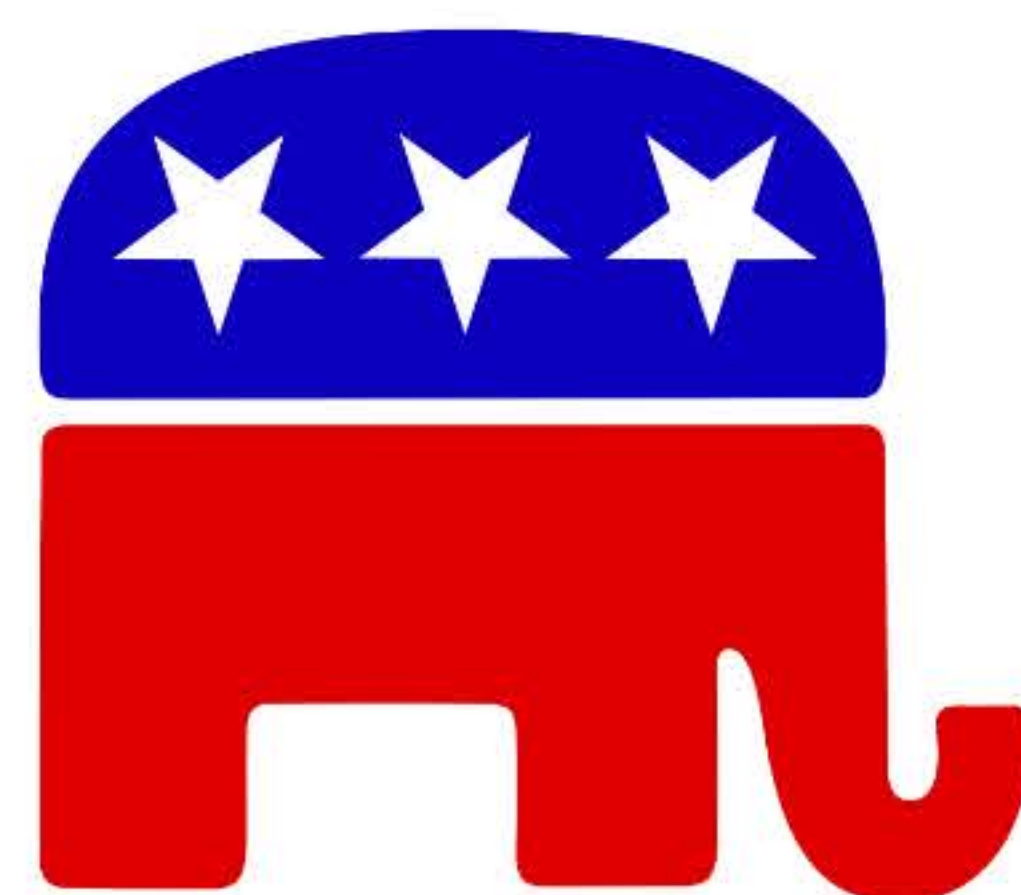
Health  
Care

## POLITICAL AFFILIATION



2,523

Affiliated With  
Democratic Party



3,875

Affiliated With  
Republican Party



3,874

Affiliated With  
Independent or  
No Party

## INTERNET ACCESS



82%

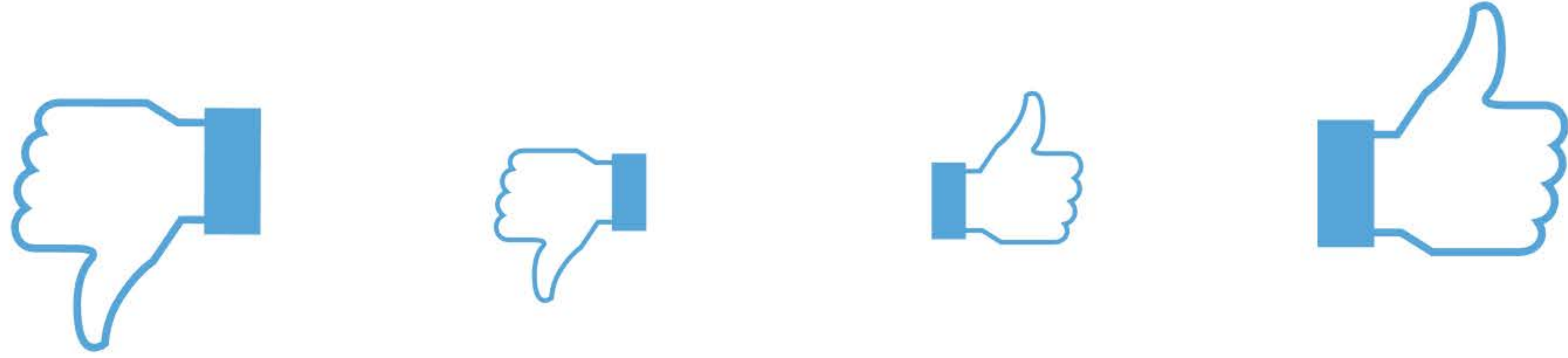
Use Computer



86%

Use Cell Phone

## "DO YOU ATTEND CHURCH REGULARLY?"



4,766

1,809

1,431

2,453

Disagree  
Completely

Disagree  
Somewhat

Agree  
Somewhat

Agree  
Completely

### NEAREST CHURCHES

Direction

Distance

First Southern Baptist Church Johnstown

N

0.0

Johnstown United Methodist Church

NE

0.5

Johnstown Presbyterian Church

NE

0.5

Johnstown Christian Preschool

NE

0.5

Church of the Ascension

E

0.5

Faith Fellowship

NE

0.6

Faith Fellowship Church Office

NE

0.6

*Closest 7 locations*

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



\$1,370

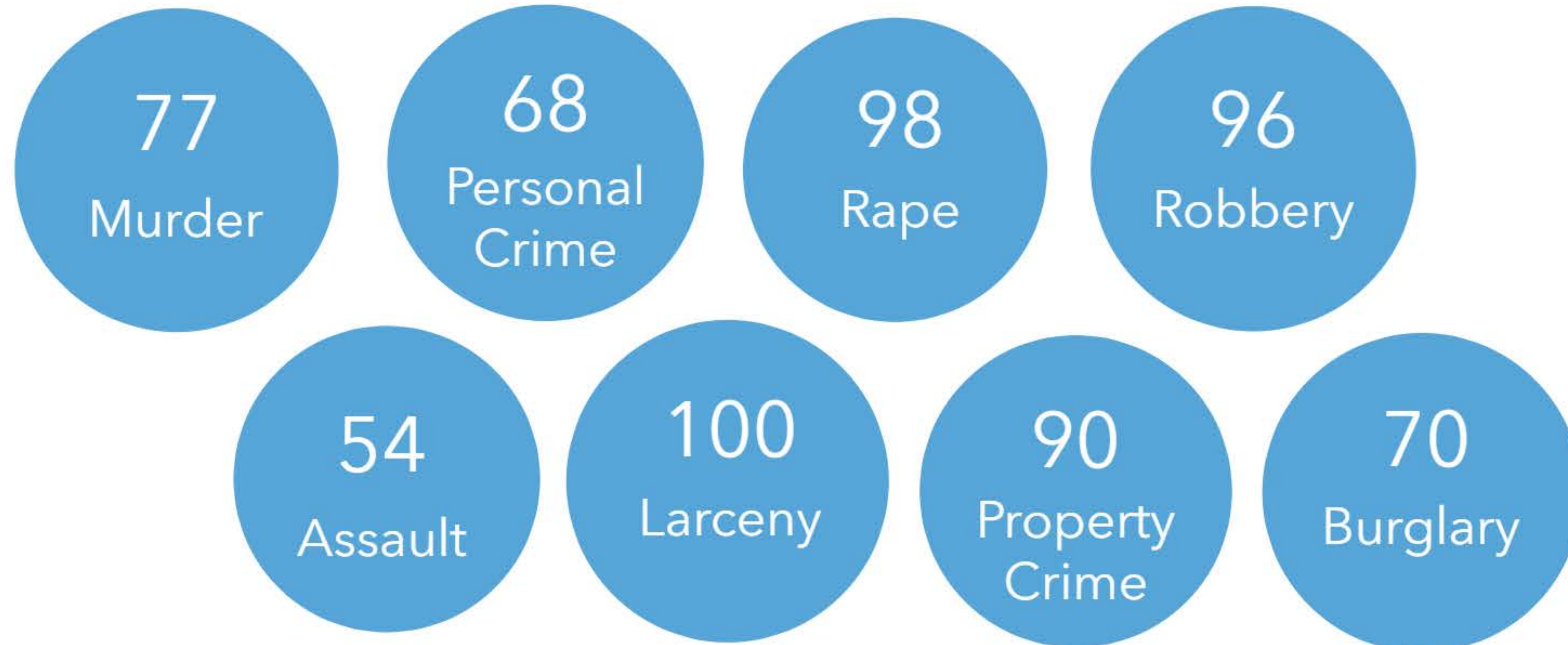
Projected amount of money given to churches or religious organizations by each household in 2027.



1,545

## CRIME INDEX

**87**  
Total Crime Index



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

## Business Summary

Utilities	1
Construction	30
Manufacturing	18
Wholesale Trade	11
Retail Trade	49
Motor Vehicle/Parts Dealers	10
Furniture/Home Furnishings	1
Electronics/Appliances	2
Bldg Material/Garden Equip&Supply	3
Food & Beverage Stores	10
Health/Personal Care	3
Gas Stations	1
Clothing/Accessories	2
Sports/Hobby/Book/Music	11
General Merchandise Stores	6
Transportation/Warehouse	9
Information	8
Finance & Insurance	17
Real Estate/Rental/Leasing	21
Prof/Scientific/Tech Srv	30
Educational Services	10
Health Care/Social Assistance	15
Arts/Entertainment/Recreation	12
Accommodation/Food Services	23
Food Srv & Drinking Places	22

## INCOME PROJECTIONS

Variables	5 miles
2021 Per Capita Income	\$46,020
2021 Median Household Income	\$93,178
2021 Average Household Income	\$118,386
2026 Per Capita Income	\$52,264
2026 Median Household Income	\$105,849
2026 Average Household Income	\$133,421

## Tapestry segments

6A	<b>Green Acres</b> 3,624 households	<b>69.7%</b> of Households	▼
11D	<b>Set to Impress</b> 682 households	<b>13.1%</b> of Households	▼
7A	<b>Up and Coming Families</b> 661 households	<b>12.7%</b> of Households	▼

# WHAT IS TAPESTRY SEGMENTATION?

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

## IN OTHER WORDS...

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

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



LifeMode Group: Cozy Country Living

# Green Acres

6A

**Households:** 3,923,400

**Average Household Size:** 2.70

**Median Age:** 43.9

**Median Household Income:** \$76,800

## WHO ARE WE?

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

## OUR NEIGHBORHOOD

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

## SOCIOECONOMIC TRAITS

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



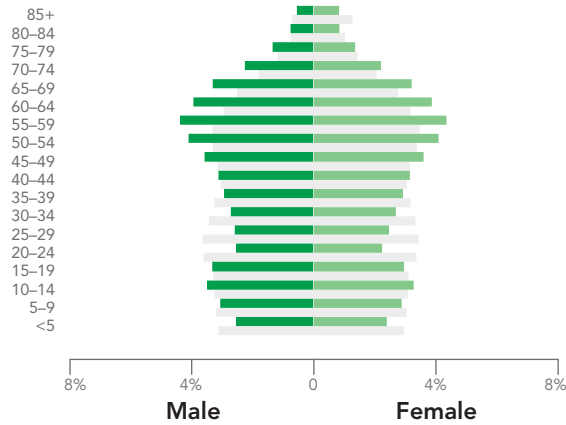
Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Simmons.



## AGE BY SEX (Esri data)

Median Age: **43.9** US: 38.2

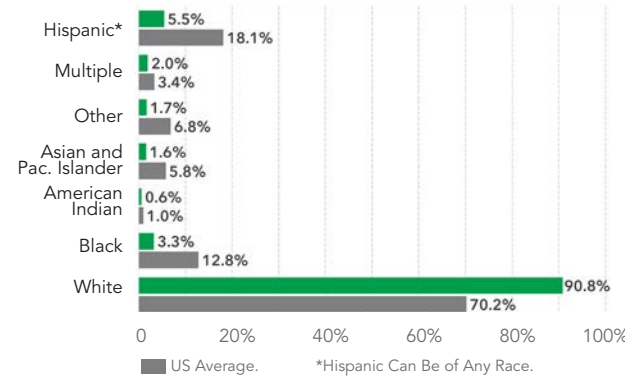
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Diversity Index: **26.0** US: 64.0



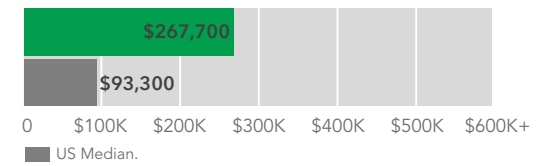
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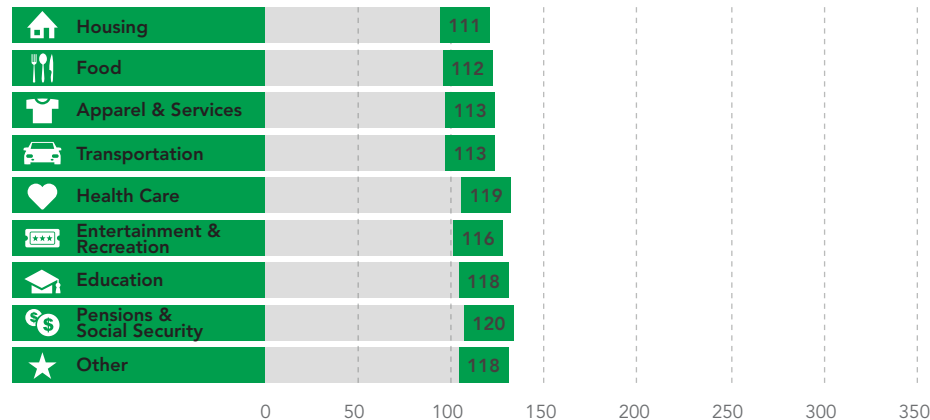


### Median Net Worth



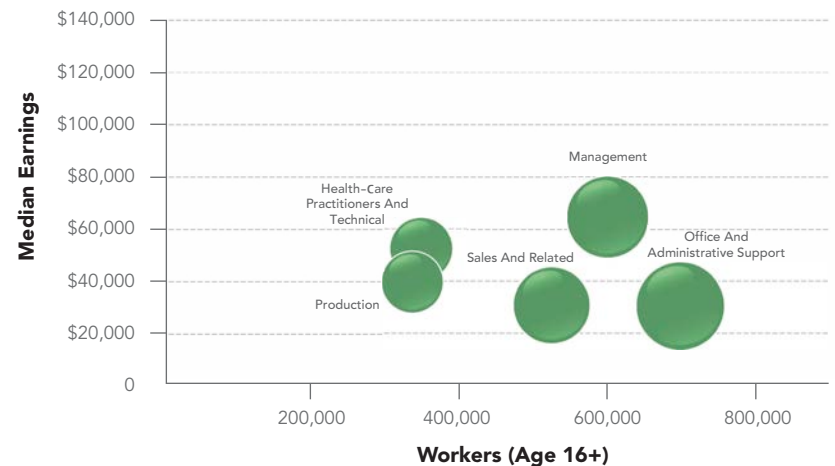
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## OCCUPATION BY EARNINGS

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 MRI-Simmons.)

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

## HOUSING

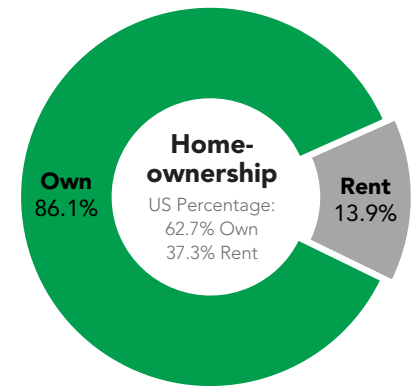
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



**Typical Housing:**  
Single Family

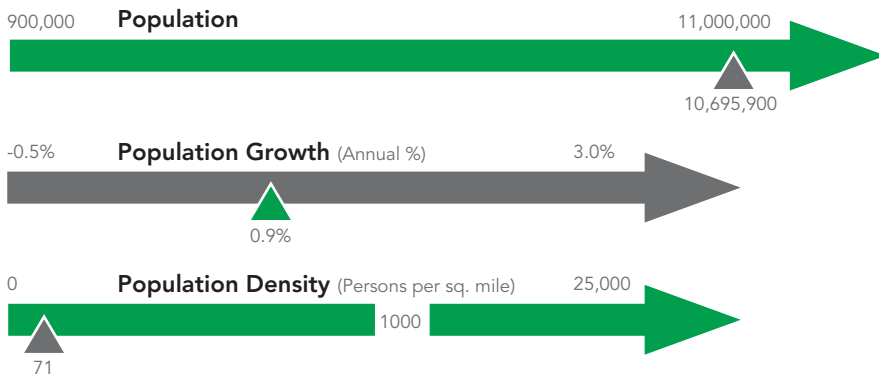
**Median Value:**  
\$235,500

US Median: \$207,300



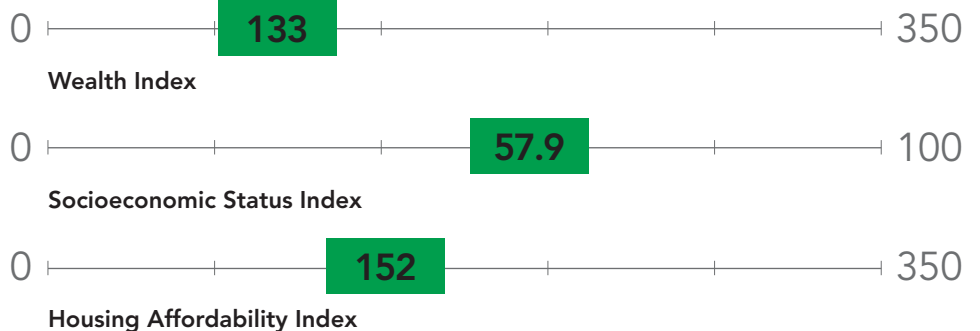
## POPULATION CHARACTERISTICS

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



## ESRI INDEXES

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





LifeMode Group: Cozy Country Living

# Green Acres

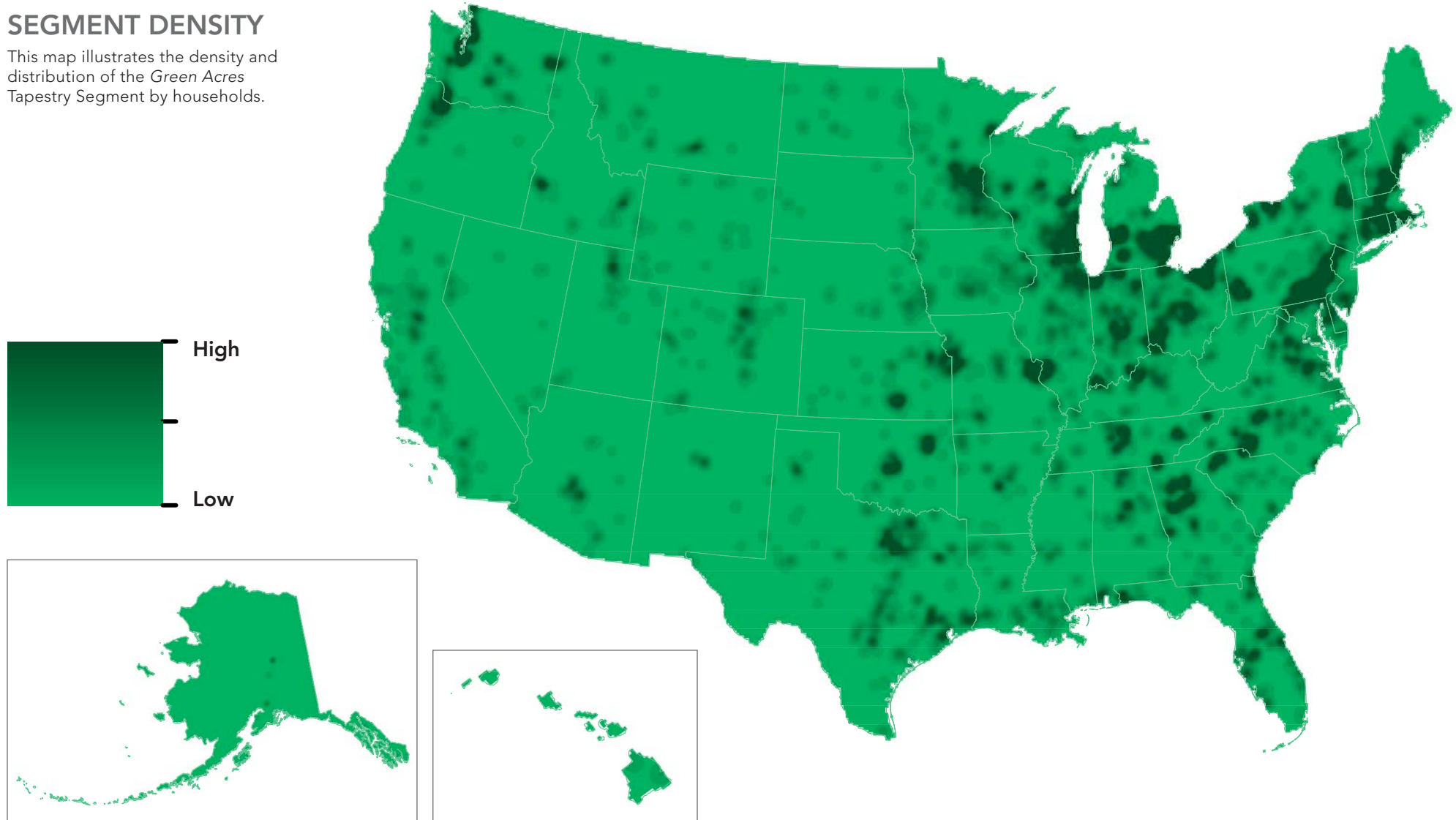


**TAPESTRY**  
SEGMENTATION

[esri.com/tapestry](http://esri.com/tapestry)

## SEGMENT DENSITY

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



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## LifeMode Group: 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 a large portion are single-person nonfamily households. Although many residents live alone, they preserve close connections with their family. 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.
- Mostly found 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 educated and mobile.
- Many are enrolled in college (Index 141).
- Consumers always have an eye out for a sale and will stock up when the price is right.
- Prefer name brands, but buy generic when it is a better deal.
- Quick meals on the run are a reality of life.
- Image-conscious consumers that dress to impress and often make impulse buys.
- Maintain close relationships with family.



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



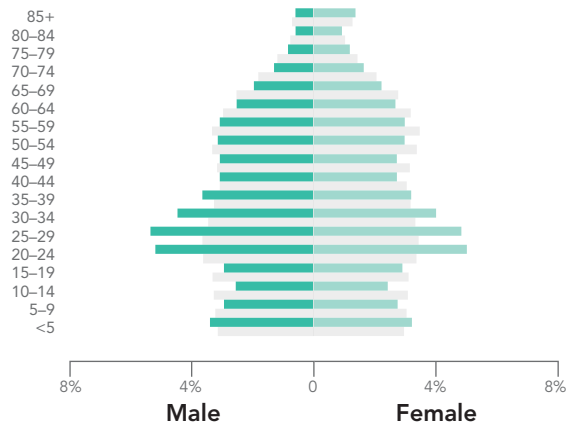
# Set to Impress



## AGE BY SEX (Esri data)

Median Age: **33.9** US: 38.2

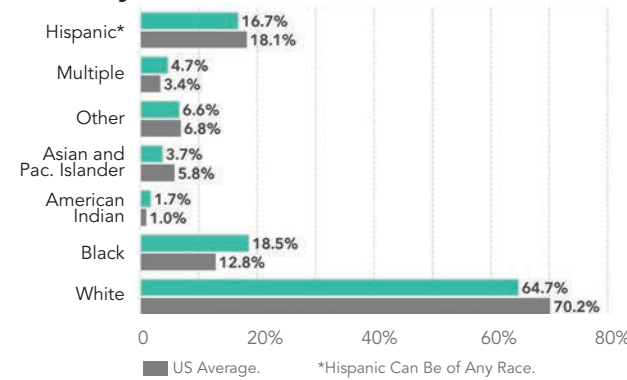
■ Indicates US



## 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



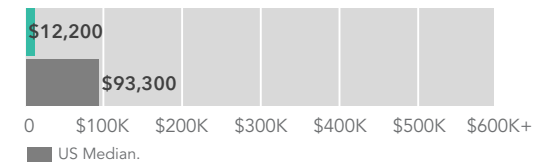
## INCOME AND NET WORTH

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

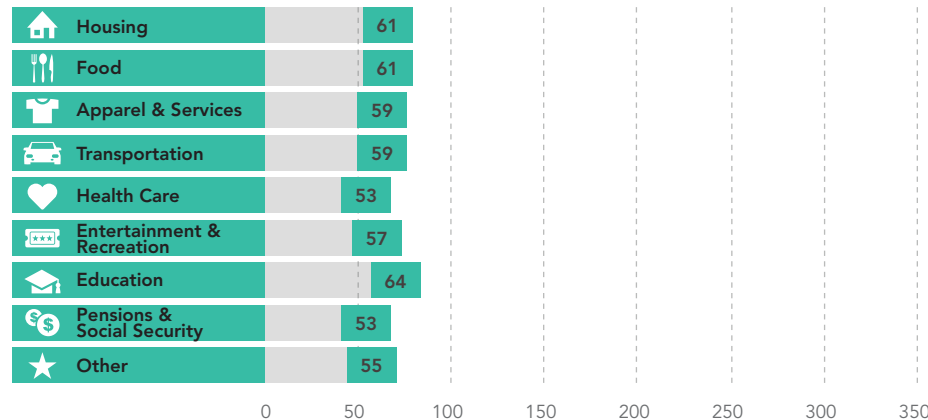


### Median Net Worth



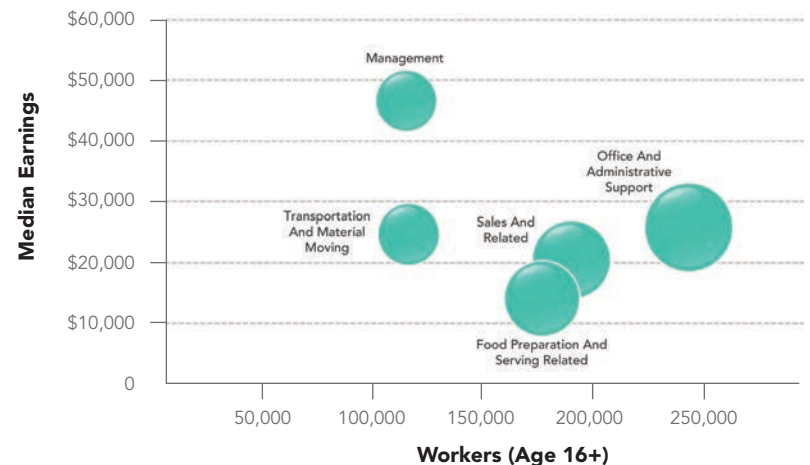
## AVERAGE HOUSEHOLD BUDGET INDEX

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 MRI-Simmons.)

- Listen to a variety of the latest music and download music online.
- Majority have cell phones only, no landlines.
- Use the internet for social media, downloading video games and watching TV programs.
- Own used, imported vehicles.
- Prefer shopping for bargains at Walmart, including discount stores like Kmart, Big Lots, and the local dollar store.
- Enjoy leisure activities including going to rock concerts, night clubs, and the zoo.

## HOUSING

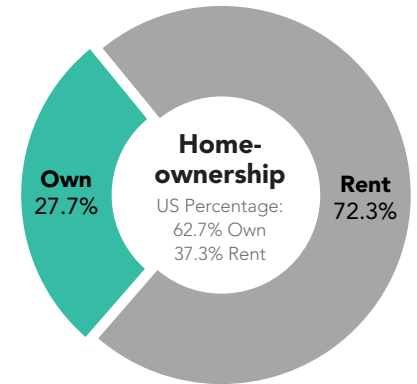
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



**Typical Housing:**  
Multiunit Rentals;  
Single Family

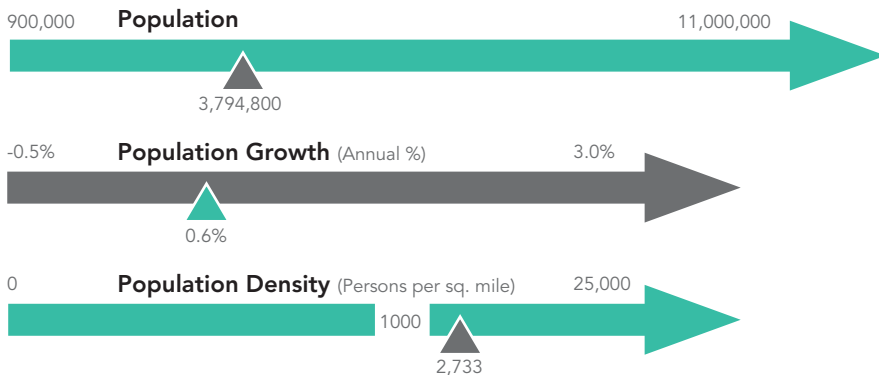
**Average Rent:**  
\$787

US Average: \$1,038



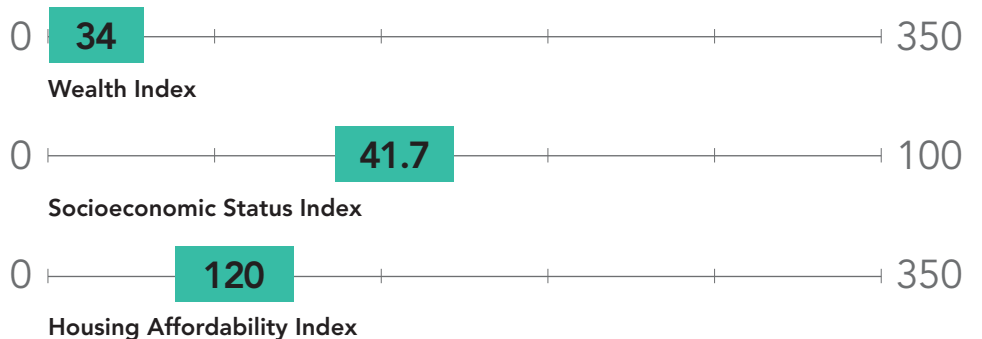
## POPULATION CHARACTERISTICS

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: Midtown Singles

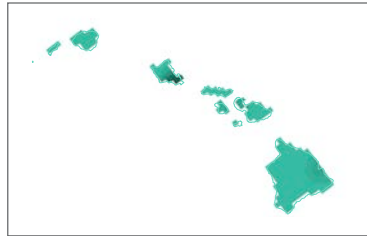
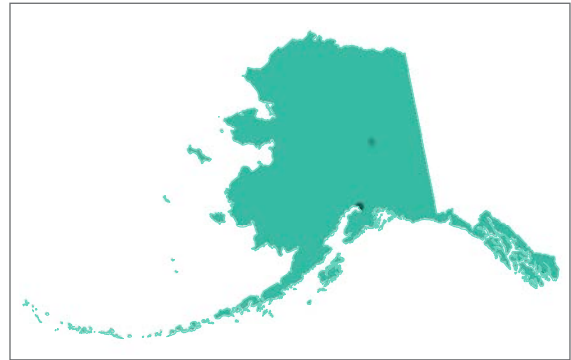
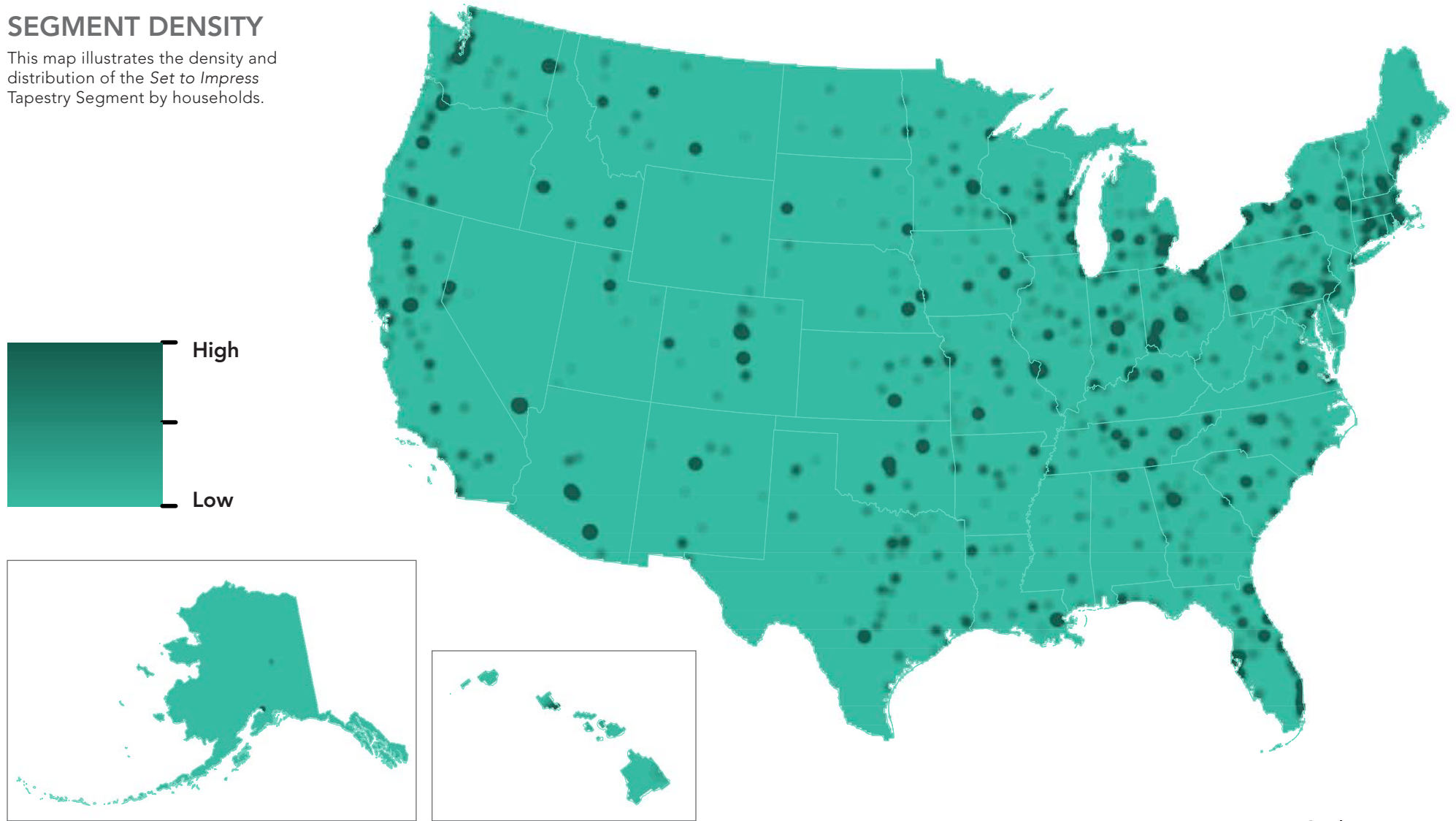
# Set to Impress



**TAPESTRY**  
SEGMENTATION  
[esri.com/tapestry](http://esri.com/tapestry)

## SEGMENT DENSITY

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



For more information  
1-800-447-9778  
[info@esri.com](mailto:info@esri.com)  
[esri.com](http://esri.com)



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LifeMode Group: Sprouting Explorers

# 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 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).
- Hardworking labor force with a participation rate of 71% (Index 114).
- Most households (61%) have two 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.



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

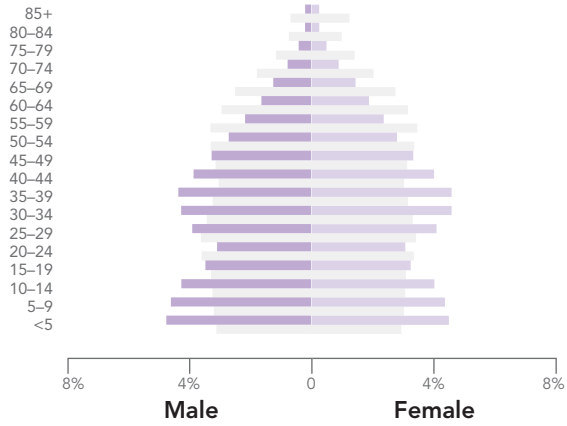
# Up and Coming Families



## AGE BY SEX (Esri data)

Median Age: **31.4** US: 38.2

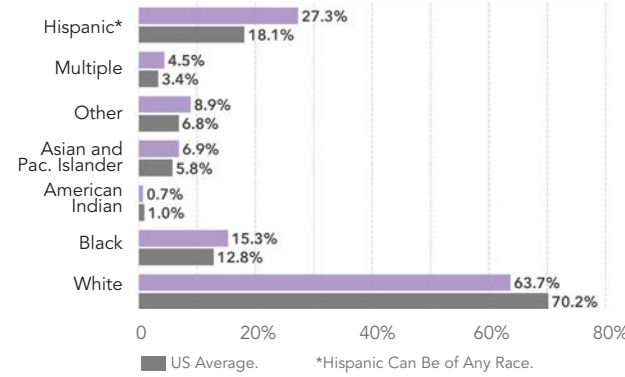
■ Indicates US



## 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



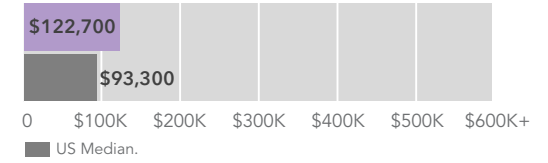
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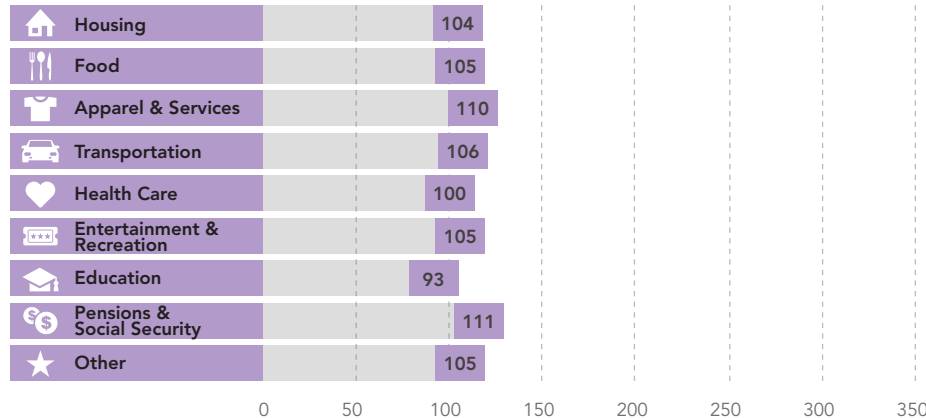


### Median Net Worth



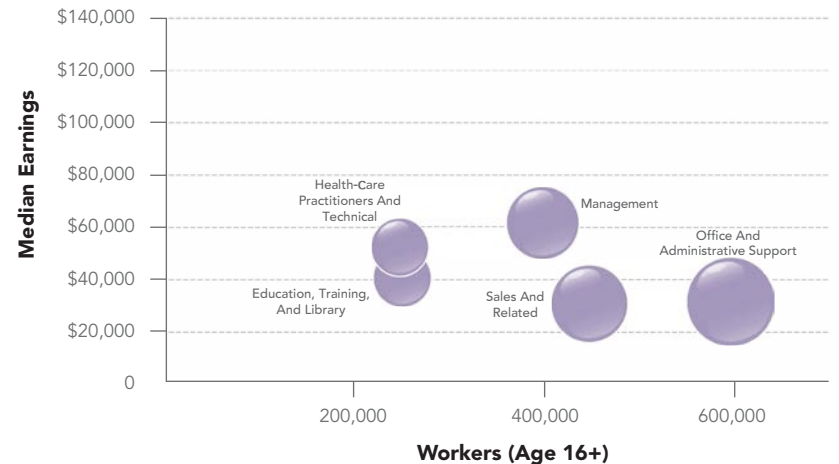
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## OCCUPATION BY EARNINGS

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 MRI-Simmons.)

- 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 and weight lifting to taking a jog or run.

## HOUSING

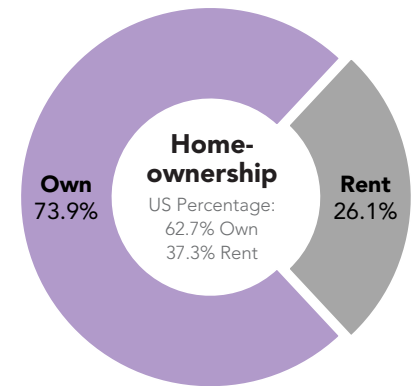
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**Typical Housing:**  
Single Family

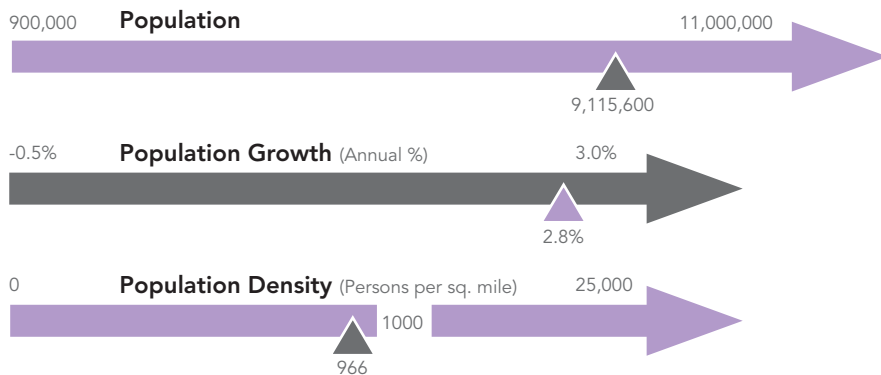
**Median Value:**  
\$194,400

US Median: \$207,300



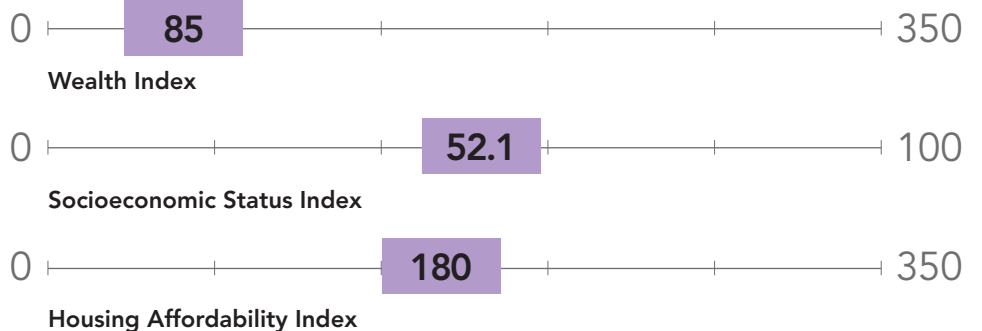
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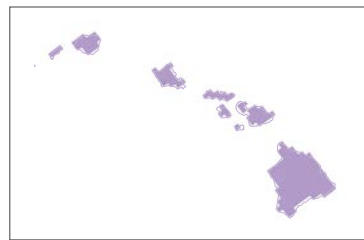
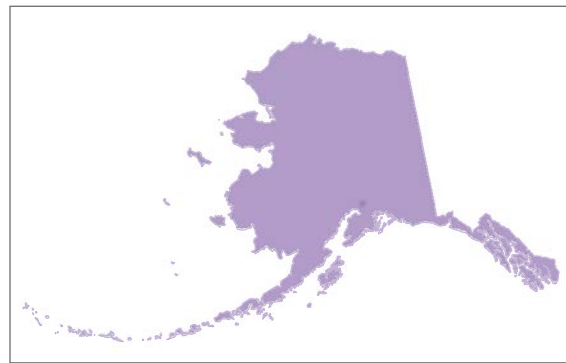
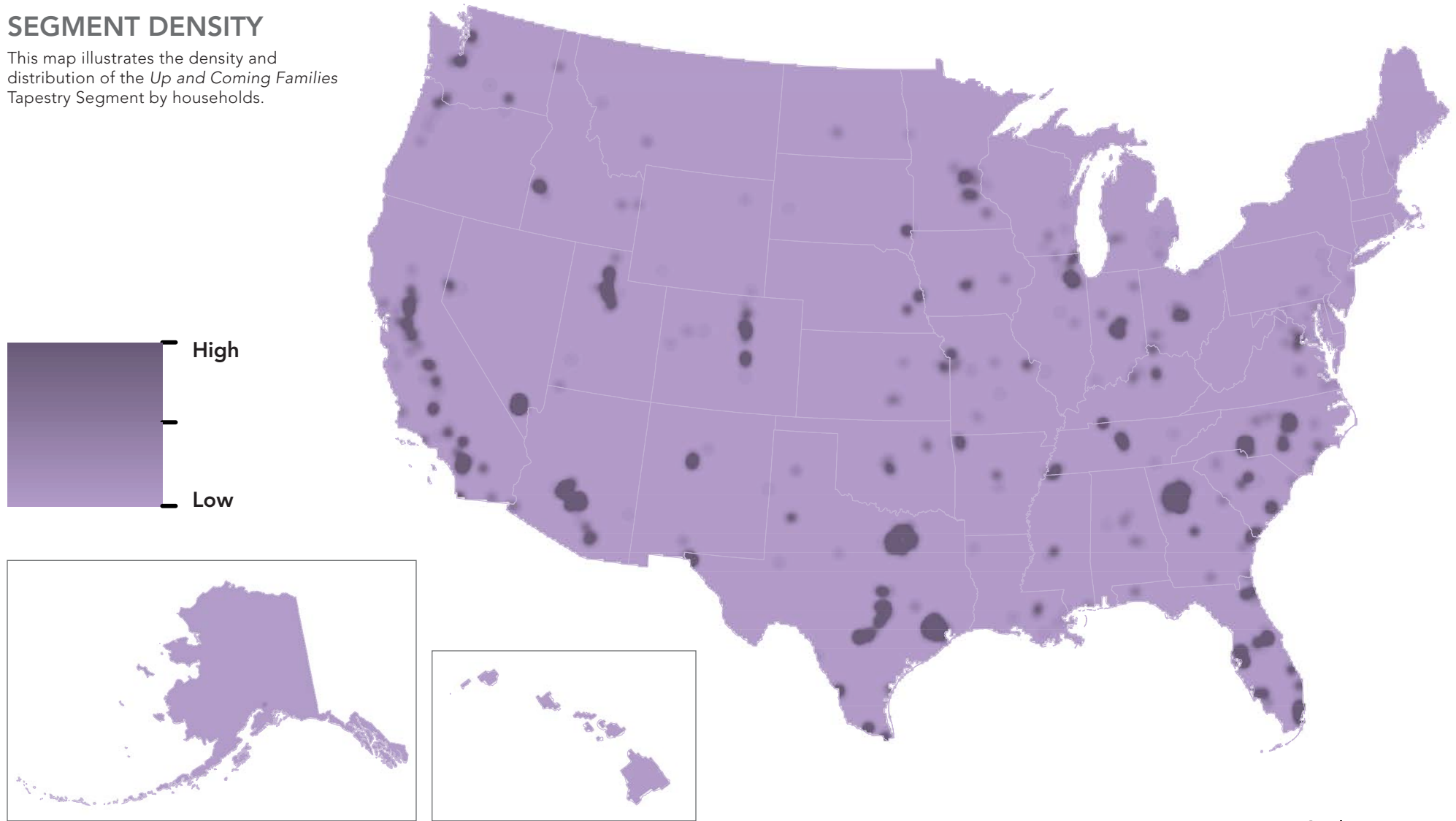


# Up and Coming Families



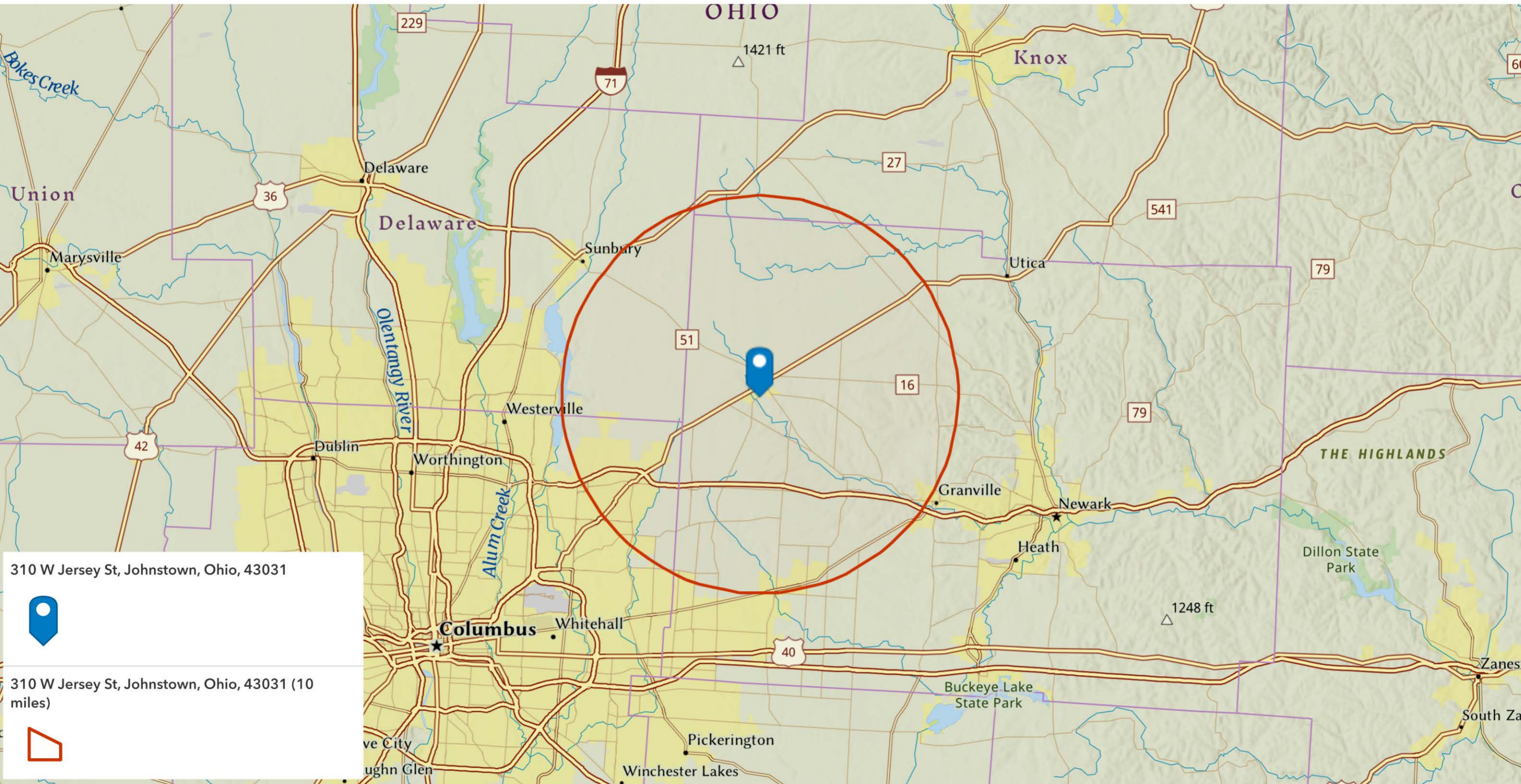
## SEGMENT DENSITY

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





# DEMOGRAPHICS REPORT



## KEY FACTS

83,411

Population



Median Age



Average Household Size

\$106,789

Median Household Income

1

## THE POPULATION



41,175

MALE



42,236

FEMALE



17,937

CHILDREN

2

## HOUSEHOLDS



33,140

TOTAL HOUSEHOLDS



24,672

OWNER OCCUPIED HOUSING



8,468

RENTER OCCUPIED HOUSING

3

## INCOME



\$106,789

Median Household Income



\$57,362

Per Capita Income

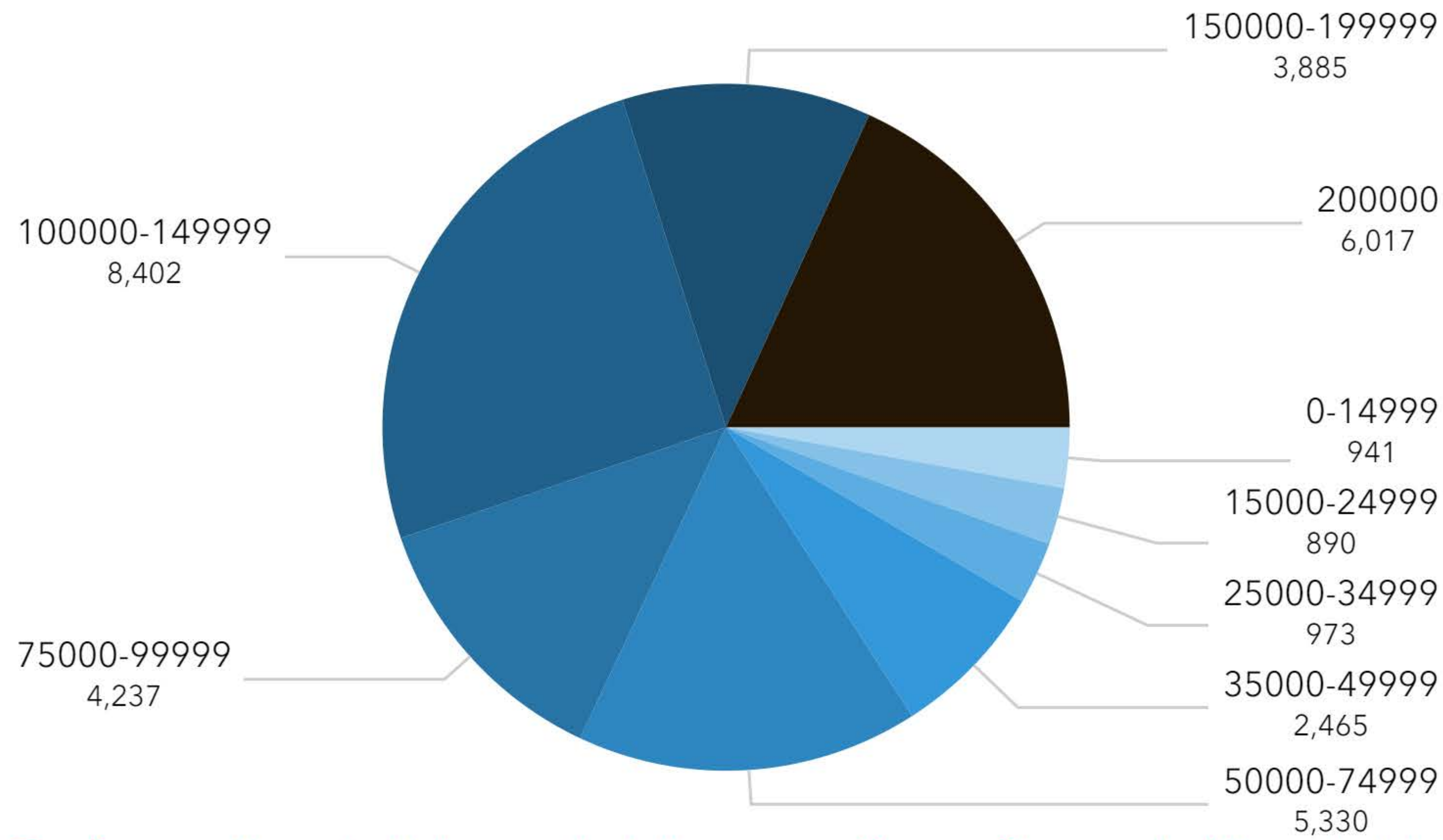


\$304,965

Median Net Worth

4

## HOUSEHOLD INCOME

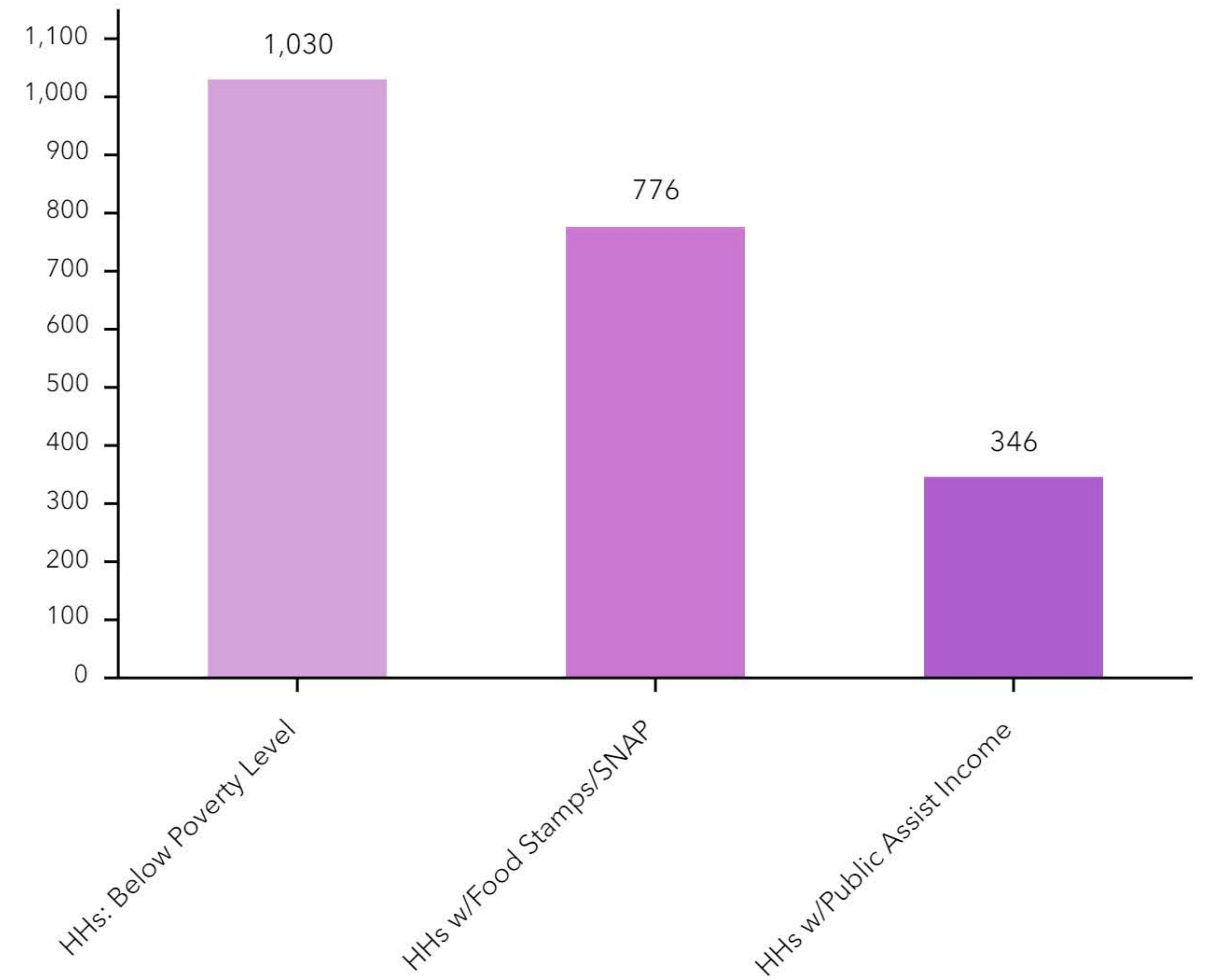


Top figure = Household income in dollars

Bottom figure = # of Households

5

## HOUSEHOLDS AND POVERTY



6

## 2023 Households by income (Esri)

The largest group: \$100,000 - \$149,999 (25.4%)

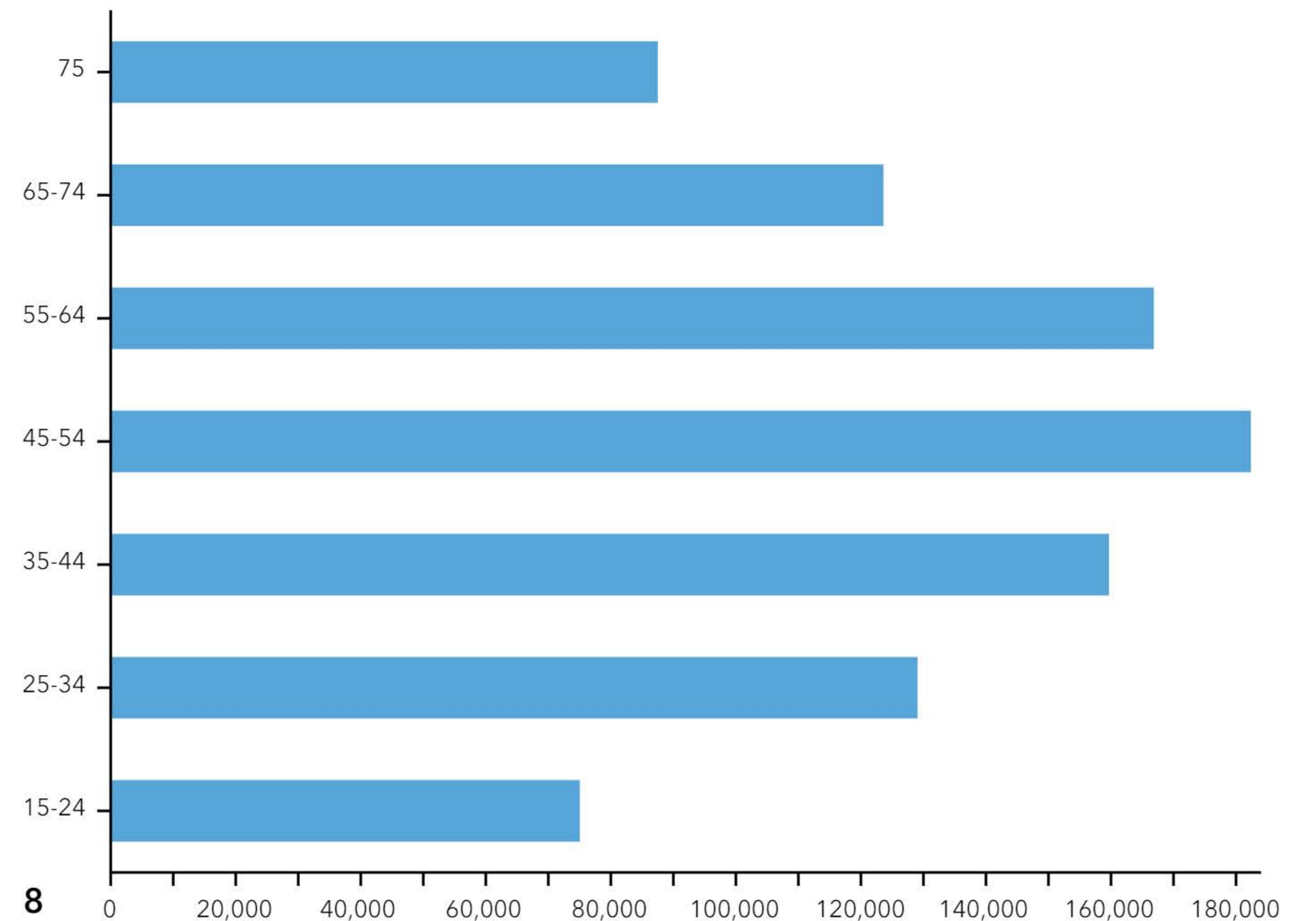
The smallest group: \$15,000 - \$24,999 (2.7%)

Indicator ▲	Value	Diff
<\$15,000	2.8%	-4.5%
\$15,000 - \$24,999	2.7%	-4.2%
\$25,000 - \$34,999	2.9%	-2.4%
\$35,000 - \$49,999	7.4%	-2.9%
\$50,000 - \$74,999	16.1%	-2.5%
\$75,000 - \$99,999	12.8%	-0.8%
\$100,000 - \$149,999	25.4%	+3.6%
\$150,000 - \$199,999	11.7%	+2.8%
\$200,000+	18.2%	+11.0%

Bars show deviation from Licking County

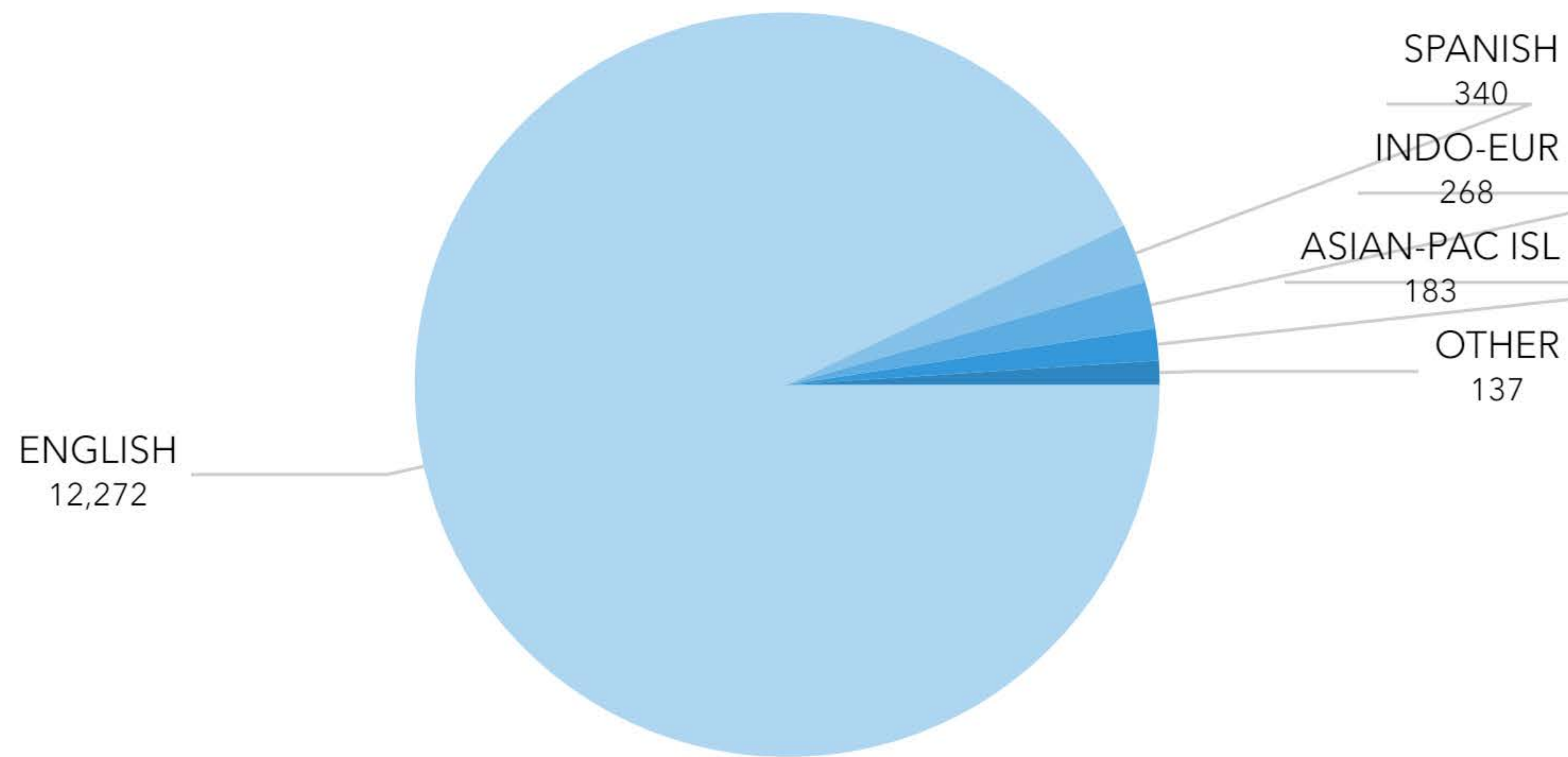
7

## Income by Age



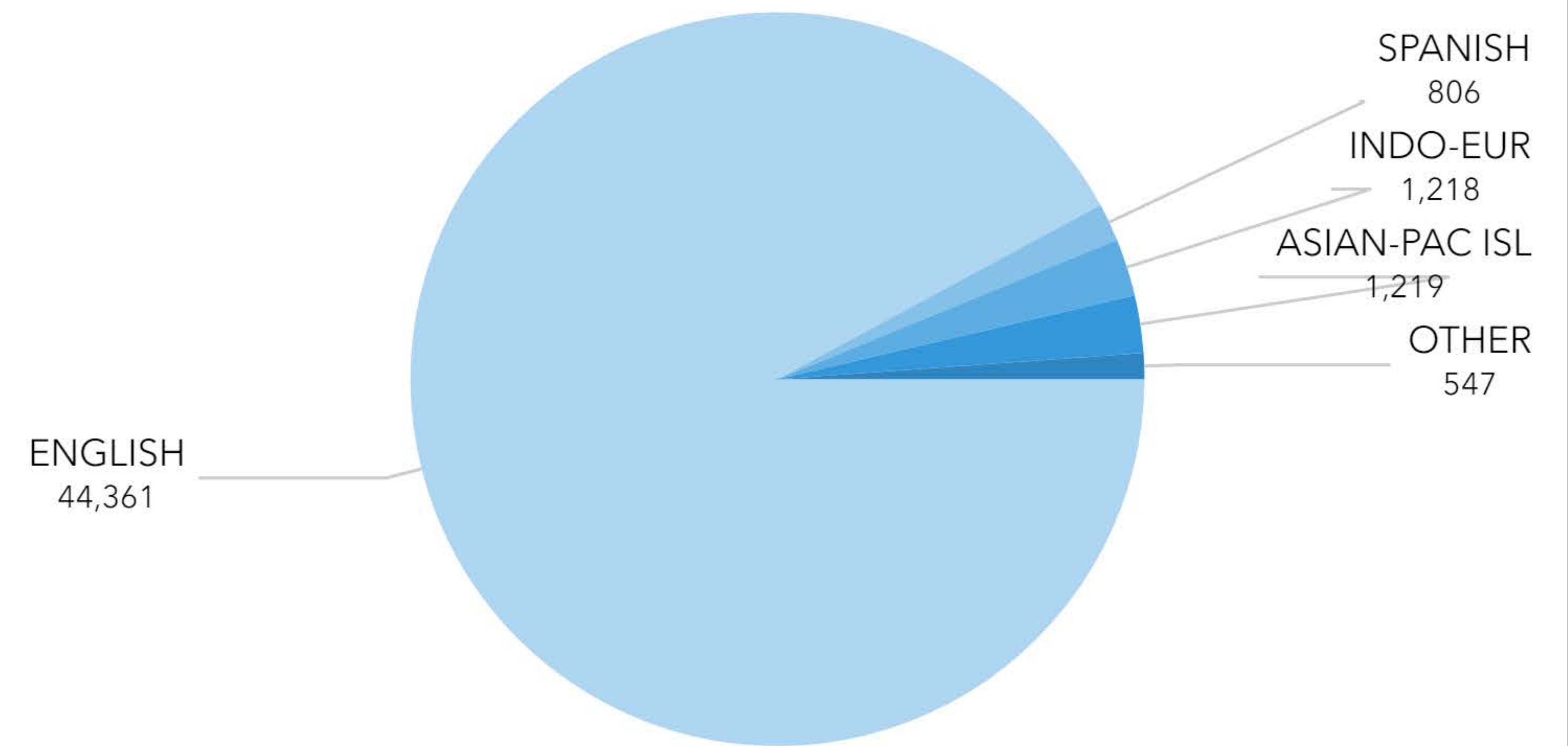
8

## LANGUAGE CHILDREN SPEAK AT HOME



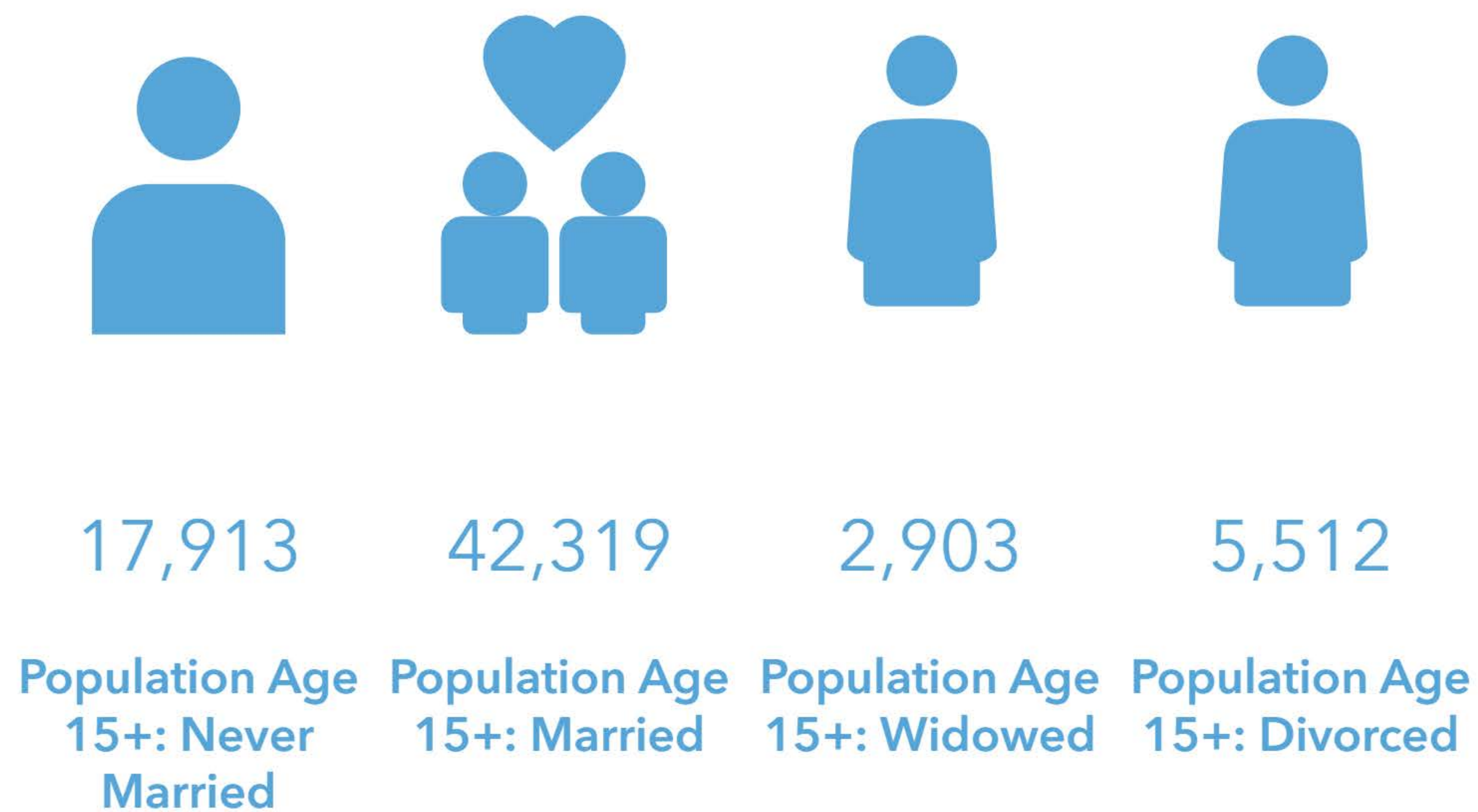
9

## LANGUAGE ADULTS SPEAK AT HOME



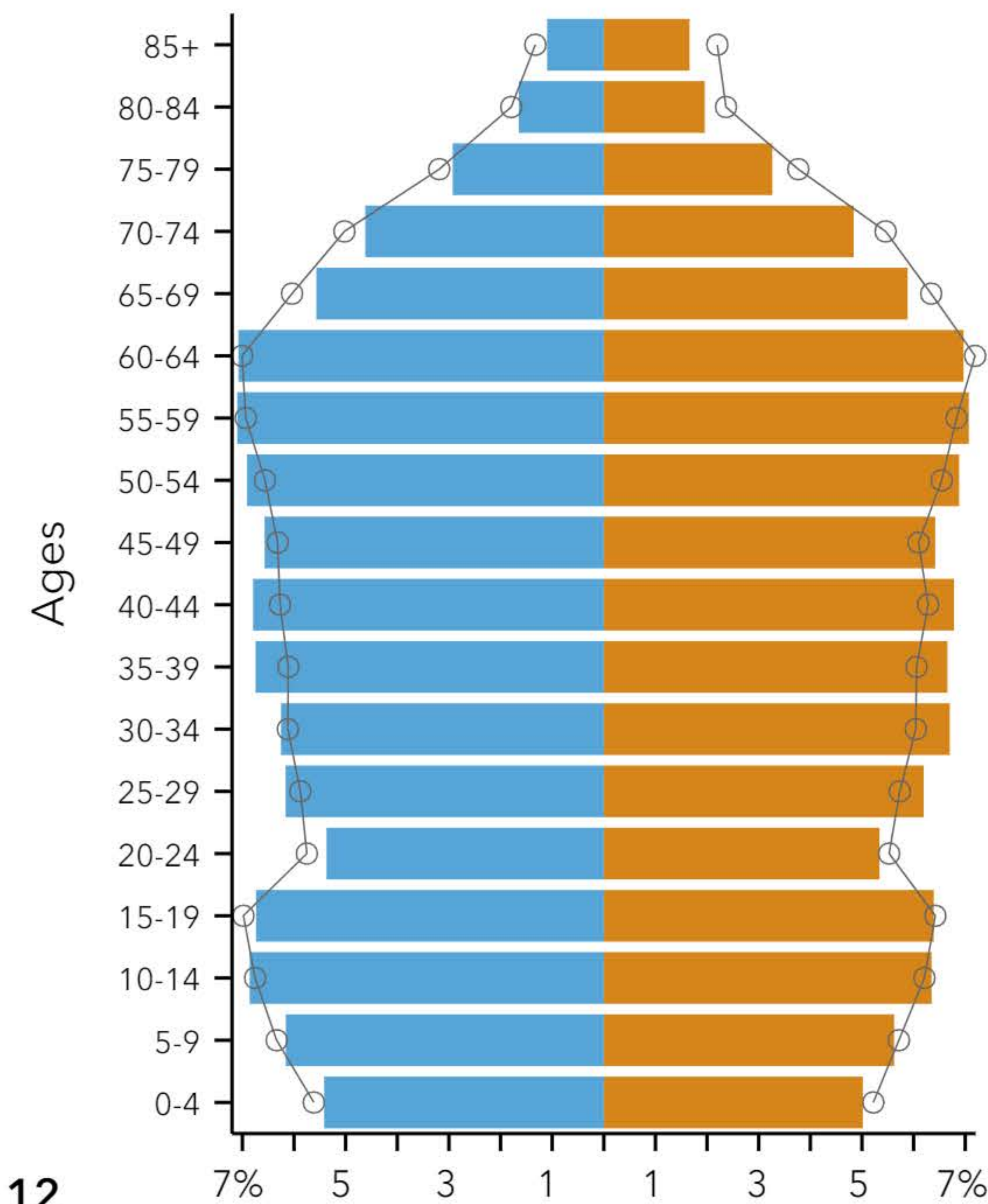
10

## MARITAL STATUS



11

## Age Pyramid



The largest group:  
2023 Females Age 55-59

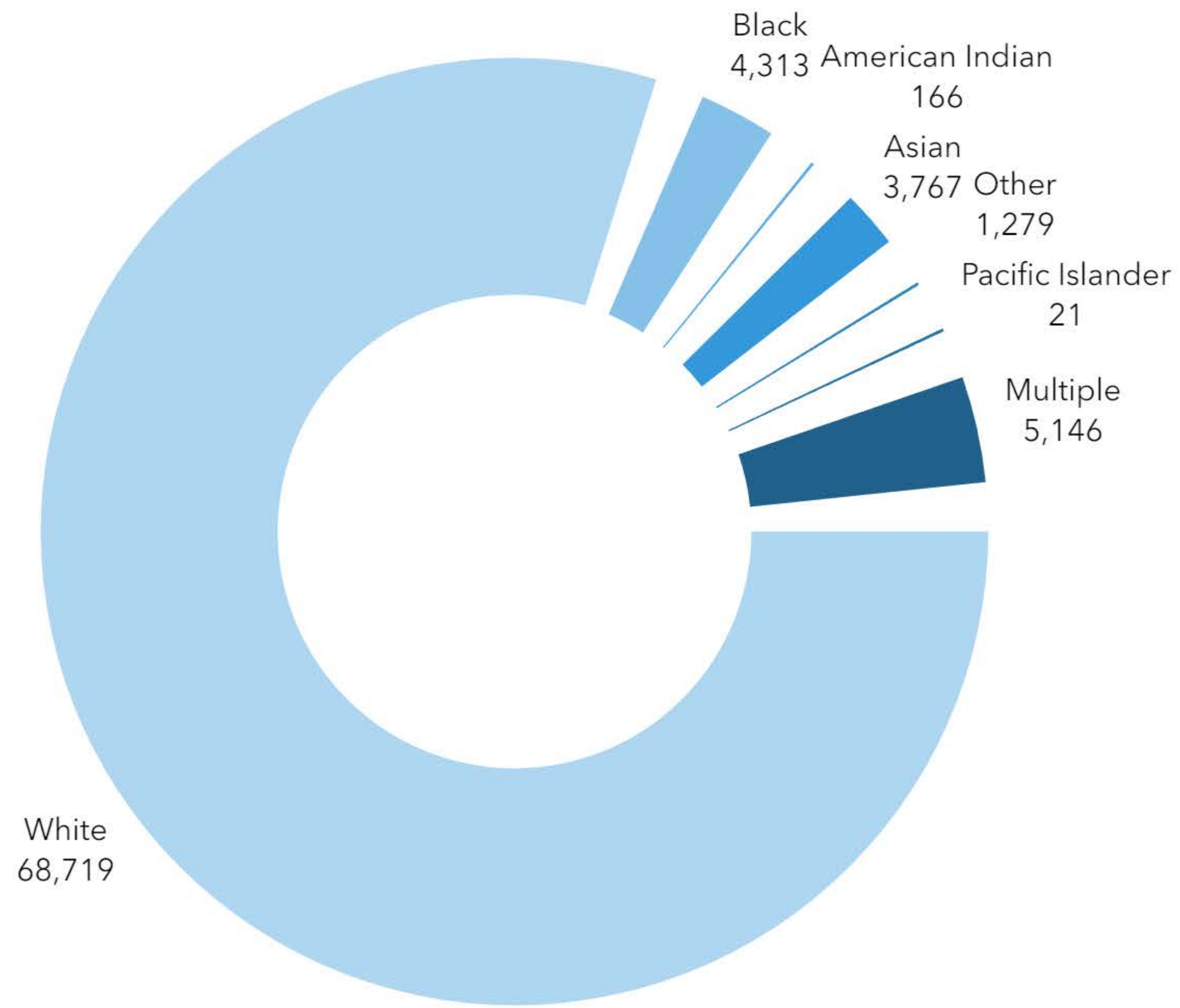
The smallest group:  
2023 Males Age 85+

Male Population in Blue  
Female Population in Gold

Dots show comparison to  
Licking County

12

## Racial Diversity



13

## 2023 Race and ethnicity (Esri)

The largest group: White Alone (82.39)

The smallest group: Pacific Islander Alone (0.03)

Indicator ▲	Value	Diff
White Alone	82.39	-3.15
Black Alone	5.17	+1.01
American Indian/Alaska Native Alone	0.20	-0.06
Asian Alone	4.52	+1.46
Pacific Islander Alone	0.03	0
Other Race	1.53	+0.38
Two or More Races	6.17	+0.37
Hispanic Origin (Any Race)	3.48	+1.04

Bars show deviation from Licking County

14

## HOUSING STATS



\$347,184

Median Home Value



\$18,454

Average Spent on Mortgage & Basics

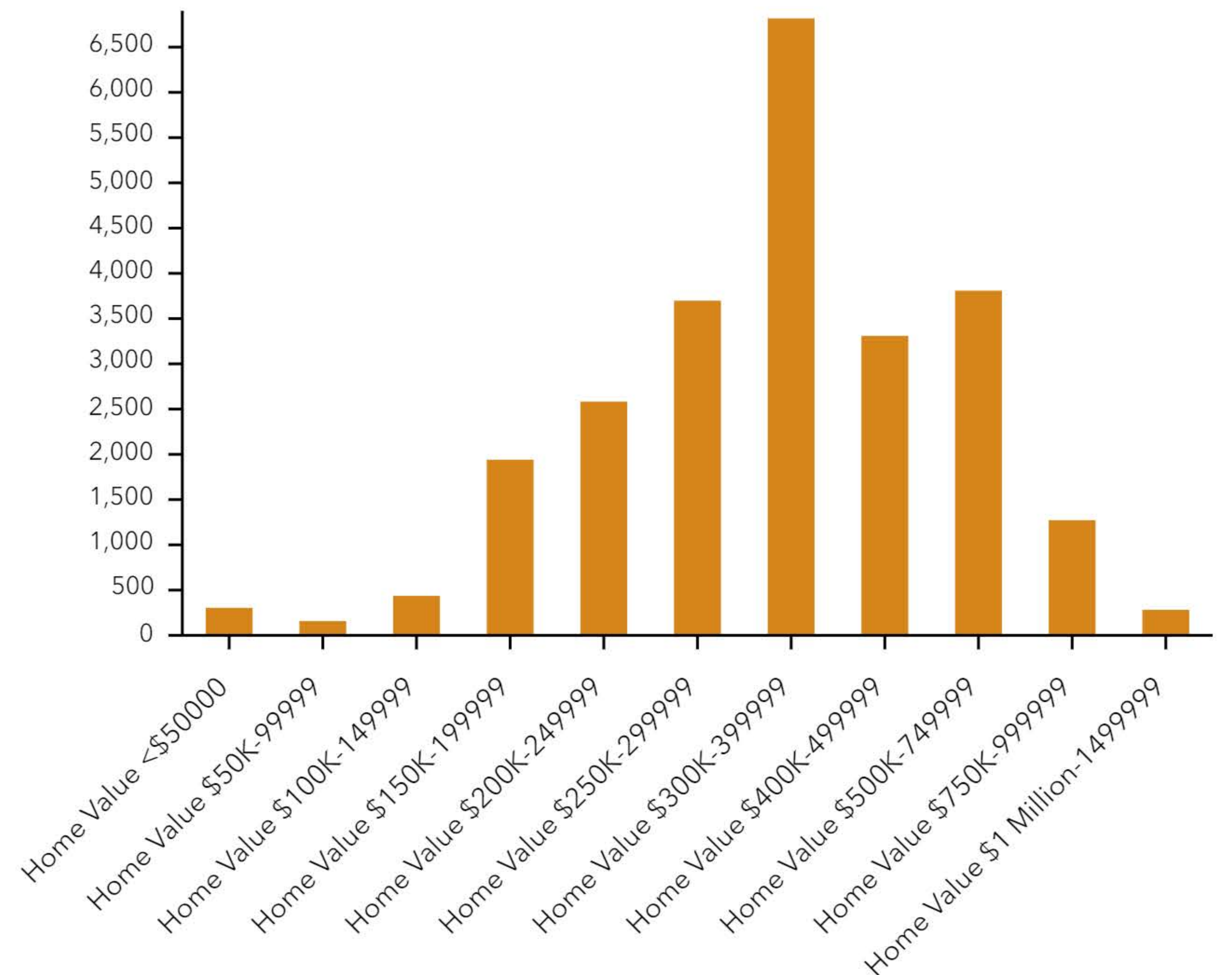


\$1,116

Median Contract Rent

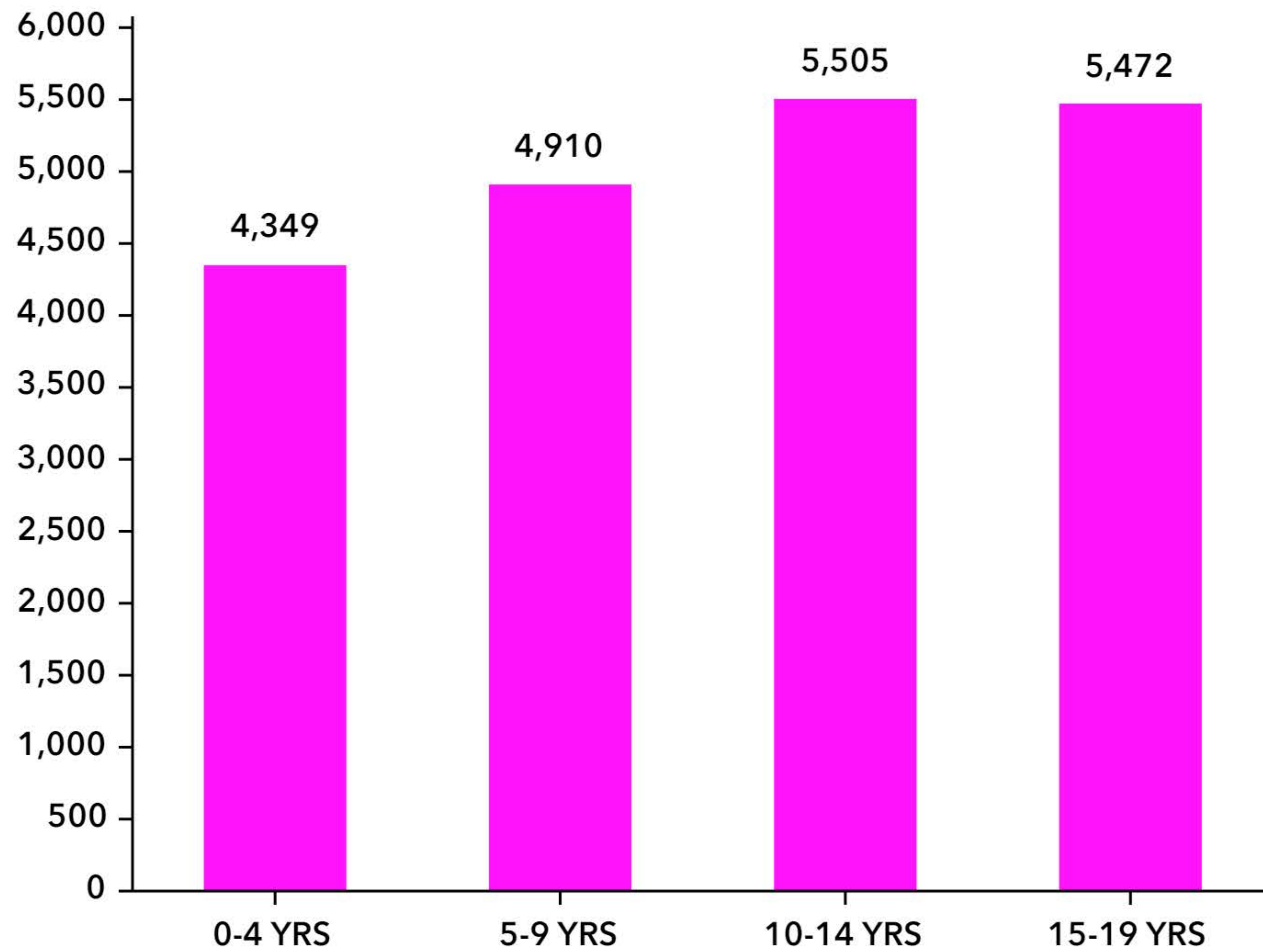
15

## Home Value

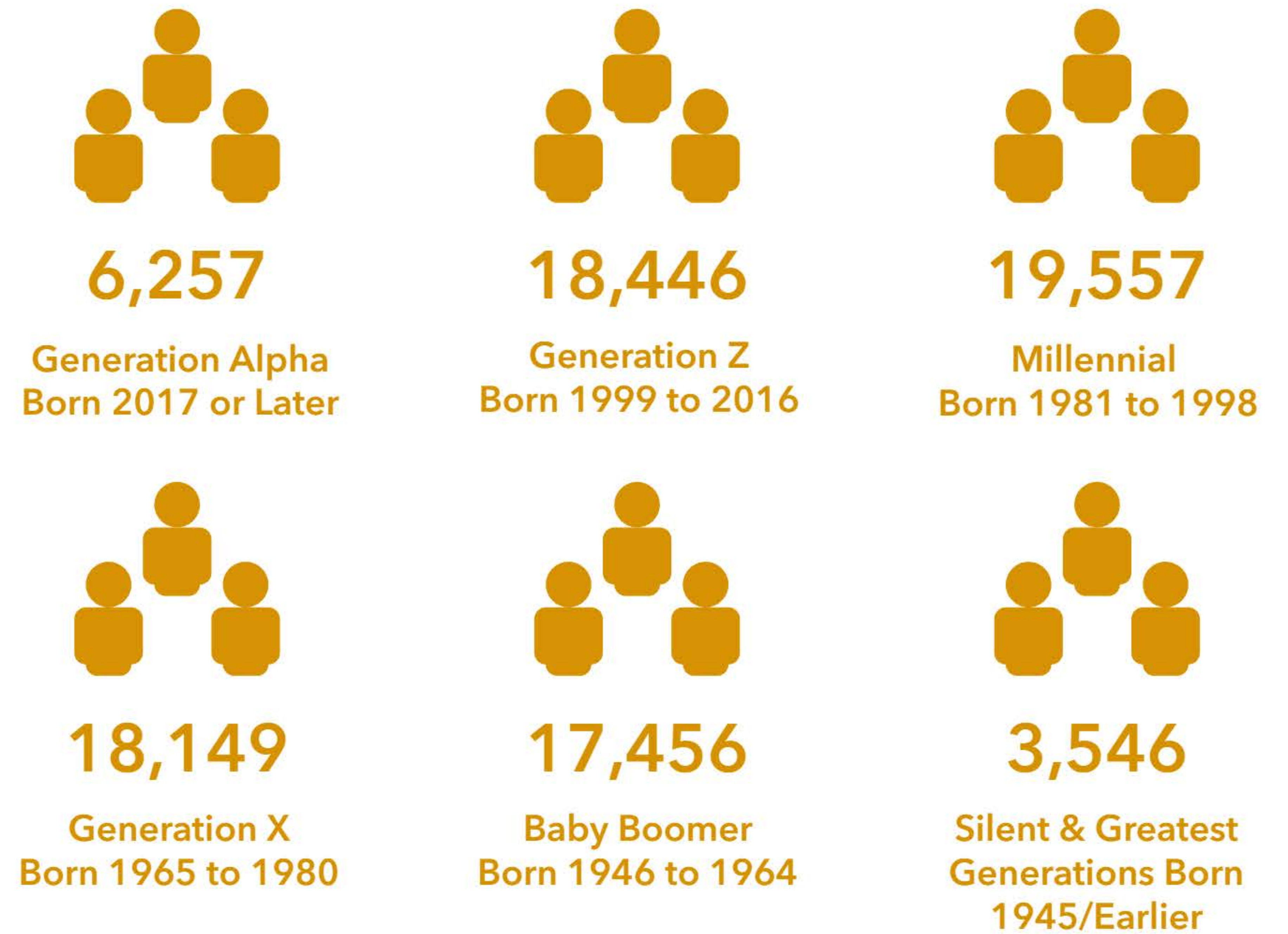


16

## Population Ages 0-19



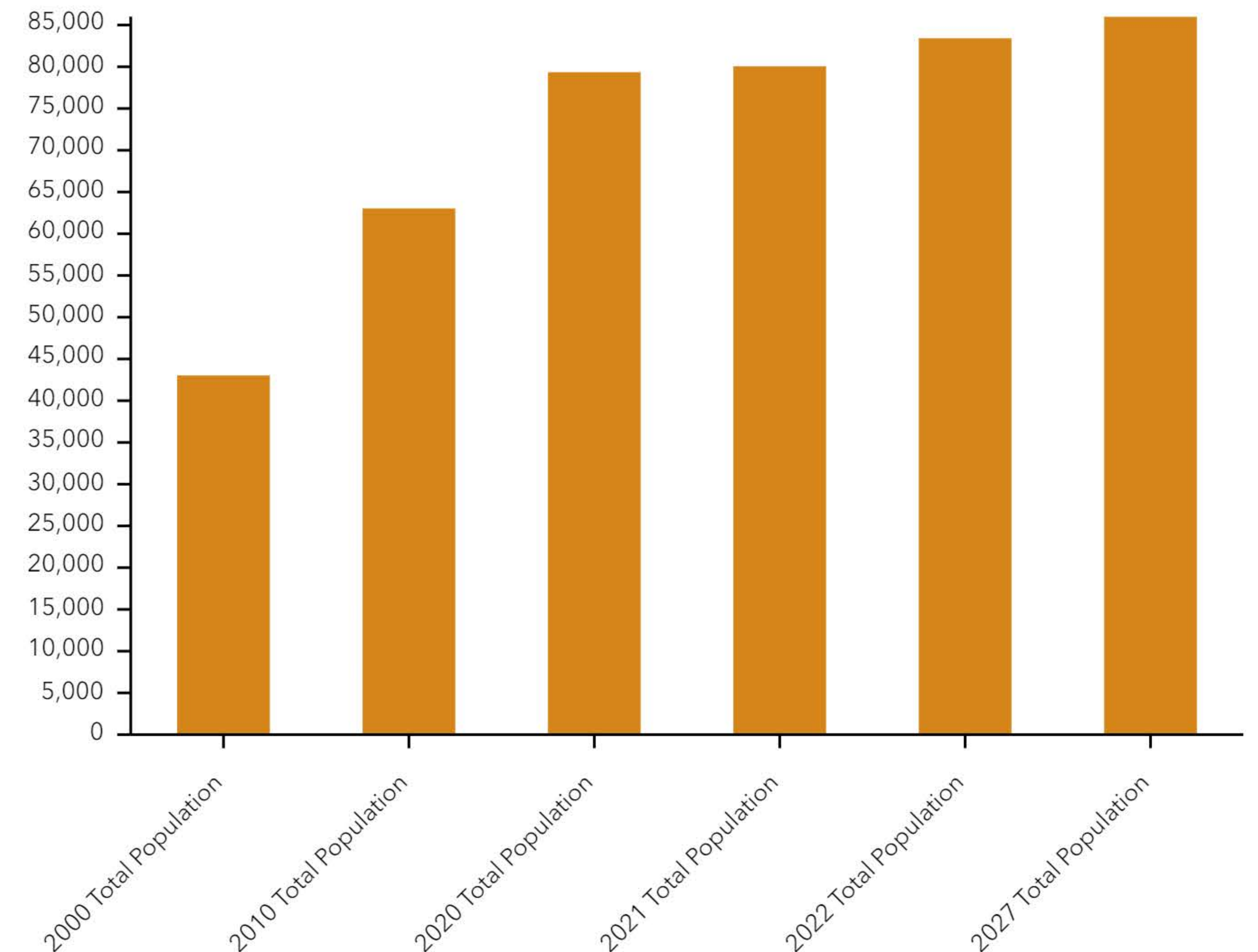
## POPULATION BY GENERATION



## POPULATION PROJECTIONS

Variables	10 miles
2021 Total Population	83,411
2021 Household Population	82,215
2021 Family Population	67,859
2026 Total Population	85,985
2026 Household Population	84,789
2026 Family Population	69,652

## POPULATION CHANGE OVER TIME



## Average household size

for this area

**2.48** which is less than the average for United States

Area	Value ▼	0.00	4.00
Licking County	2.54	<div style="width: 63.5%;"></div>	
United States	2.53	<div style="width: 63.25%;"></div>	
<b>This area</b>	<b>2.48</b>	<div style="width: 62%;"></div>	
Ohio	2.38	<div style="width: 59.5%;"></div>	

## EDUCATION

3%

No High School Diploma



21%  
High School Graduate

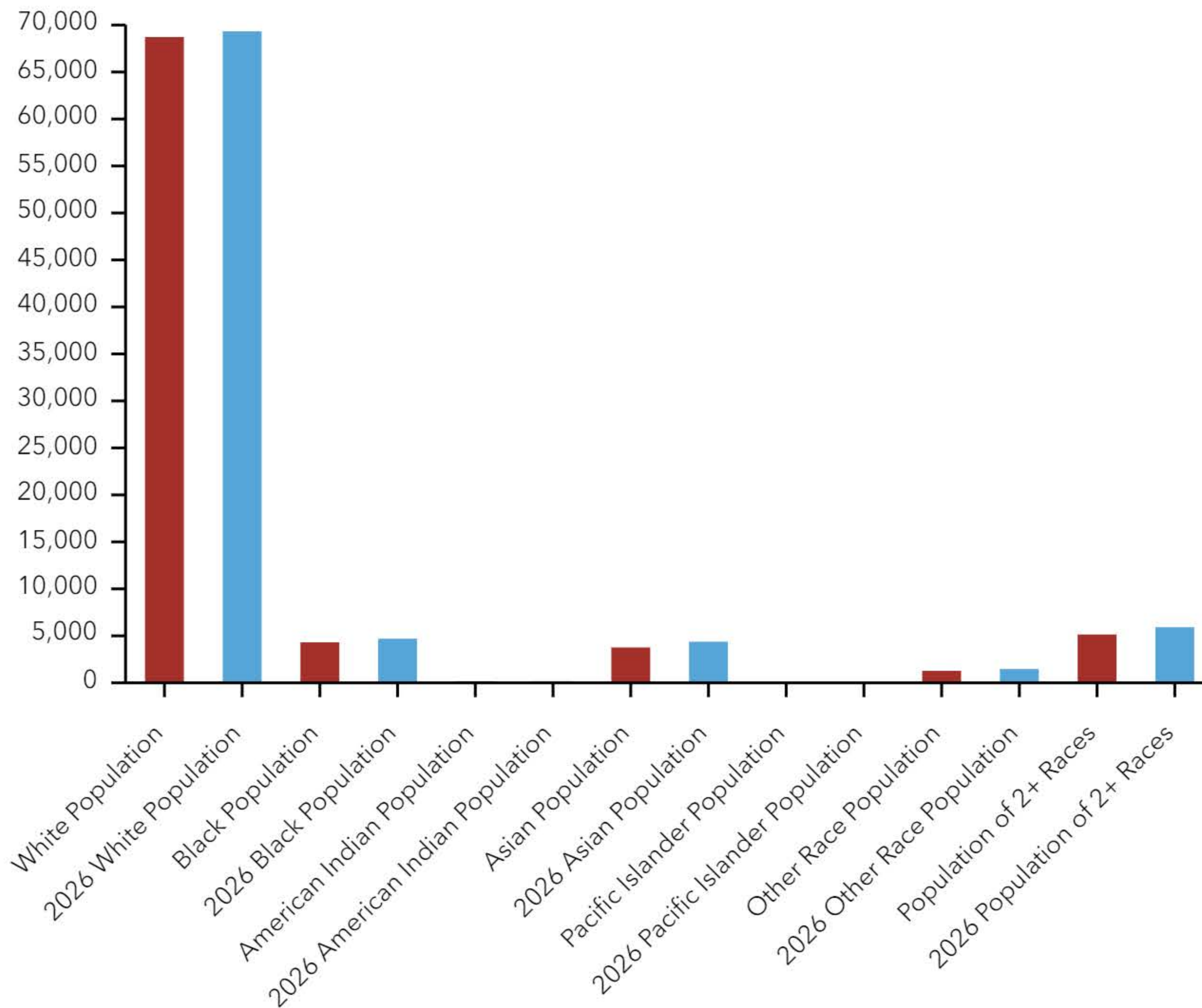


24%  
Some College

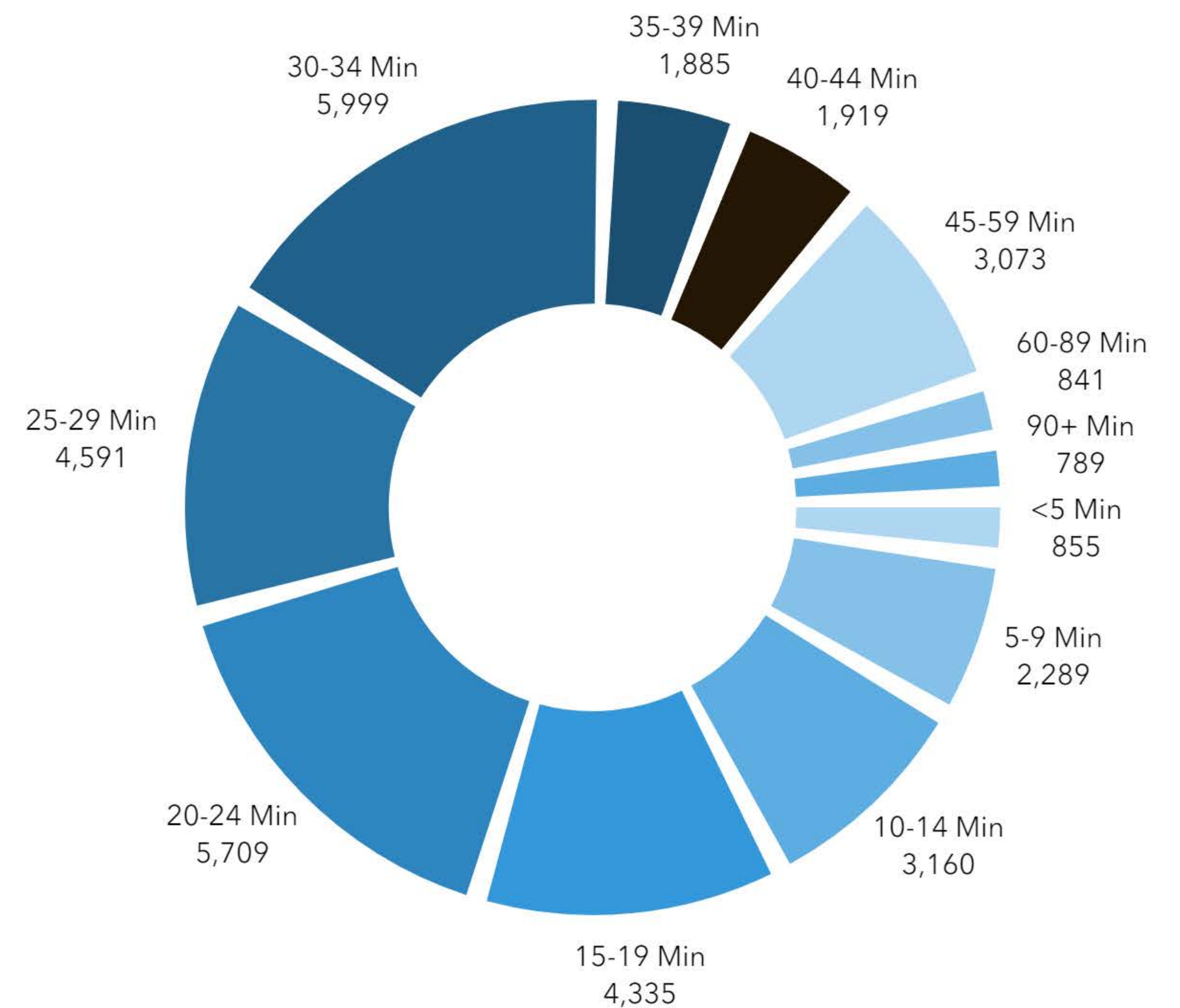


52%  
Bachelor's/Grad/Prof Degree

## CURRENT AND PROJECTED POPULATION BY RACE



## Travel Time to Work



## ANNUAL LIFESTYLE SPENDING



\$3,145

Travel



\$76

Theatre/Operas/  
Concerts



\$79

Movies/Museums/  
Parks



\$87

Sports Events



\$12

Online  
Games

## ANNUAL HOUSEHOLD SPENDING



\$2,943

Apparel &  
Services



\$344

Computers  
& Hardware



\$5,019

Eating Out



\$8,890

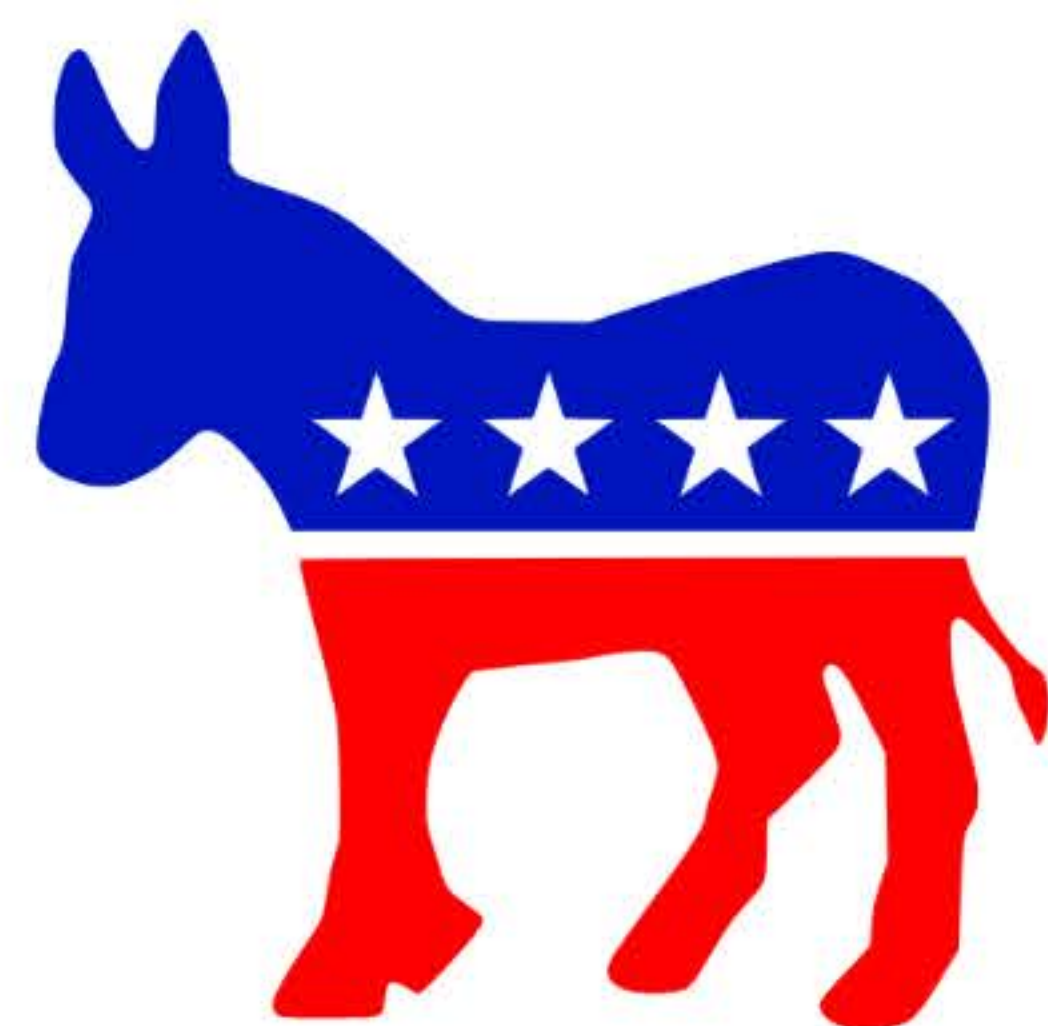
Groceries



\$9,847

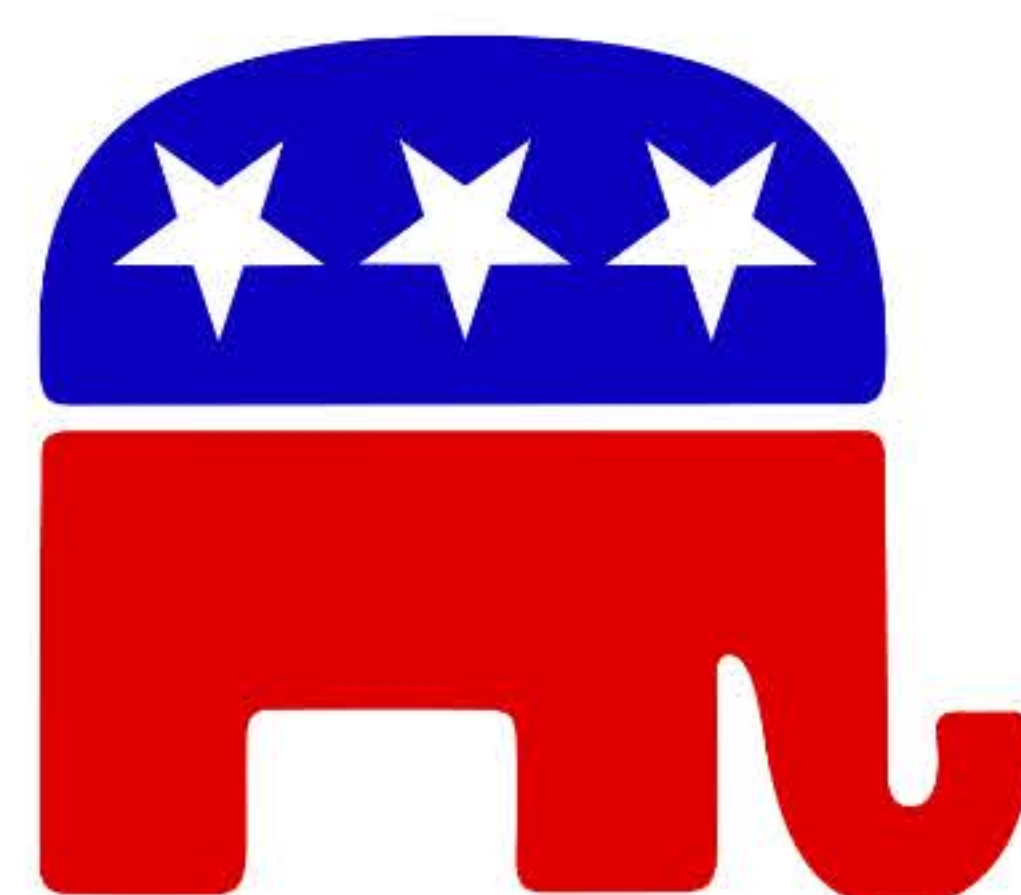
Health  
Care

## POLITICAL AFFILIATION



19,063

Affiliated With  
Democratic Party



21,492

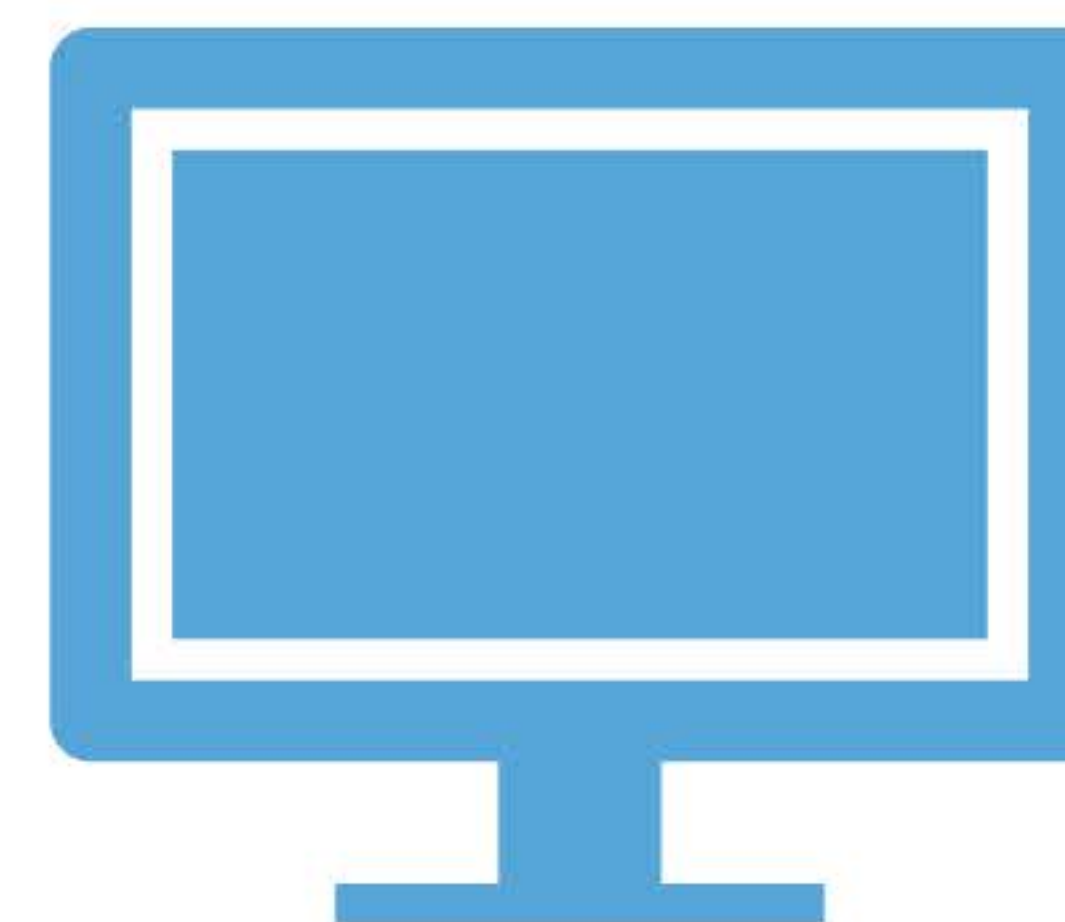
Affiliated With  
Republican Party



23,839

Affiliated With  
Independent or  
No Party

## INTERNET ACCESS



85%

Use Computer

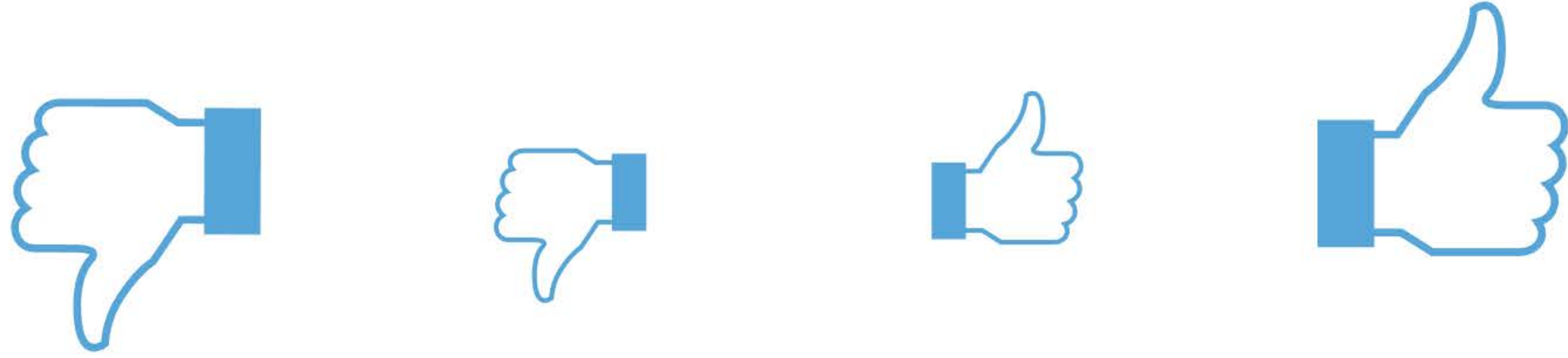


88%

Use Cell Phone



## "DO YOU ATTEND CHURCH REGULARLY?"



30,846

11,062

8,991

14,574

Disagree  
Completely

Disagree  
Somewhat

Agree  
Somewhat

Agree  
Completely

### NEAREST CHURCHES

	Direction	Distance
First Southern Baptist Church Johnstown	N	0.0
Johnstown United Methodist Church	NE	0.5
Johnstown Presbyterian Church	NE	0.5
Johnstown Christian Preschool	NE	0.5
Church of the Ascension	E	0.5
Faith Fellowship	NE	0.6
Faith Fellowship Church Office	NE	0.6

*Closest 7 locations*

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



\$1,633

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



1,823

## CRIME INDEX

**84**  
Total Crime Index



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


## Business Summary

Utilities	3
Construction	186
Manufacturing	49
Wholesale Trade	41
Retail Trade	190
Motor Vehicle/Parts Dealers	25
Furniture/Home Furnishings	4
Electronics/Appliances	9
Bldg Material/Garden Equip&Supply	17
Food & Beverage Stores	35
Health/Personal Care	16
Gas Stations	5
Clothing/Accessories	13
Sports/Hobby/Book/Music	41
General Merchandise Stores	25
Transportation/Warehouse	41
Information	35
Finance & Insurance	97
Real Estate/Rental/Leasing	123
Prof/Scientific/Tech Srv	168
Educational Services	59
Health Care/Social Assistance	154
Arts/Entertainment/Recreation	67
Accommodation/Food Services	121
Food Srv & Drinking Places	106

## INCOME PROJECTIONS

Variables	10 miles
2021 Per Capita Income	\$57,362
2021 Median Household Income	\$106,789
2021 Average Household Income	\$145,802
2026 Per Capita Income	\$64,421
2026 Median Household Income	\$116,292
2026 Average Household Income	\$162,920

## Tapestry segments

 <b>6A</b>	<b>Green Acres</b> 9,621 households	<b>29.0%</b> of Households	▼
 <b>3B</b>	<b>Metro Renters</b> 3,729 households	<b>11.3%</b> of Households	▼
 <b>1B</b>	<b>Professional Pride</b> 2,798 households	<b>8.4%</b> of Households	▼

# WHAT IS TAPESTRY SEGMENTATION?

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

## IN OTHER WORDS...

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

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



LifeMode Group: Cozy Country Living

# Green Acres

6A

**Households:** 3,923,400

**Average Household Size:** 2.70

**Median Age:** 43.9

**Median Household Income:** \$76,800

## WHO ARE WE?

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

## OUR NEIGHBORHOOD

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

## SOCIOECONOMIC TRAITS

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



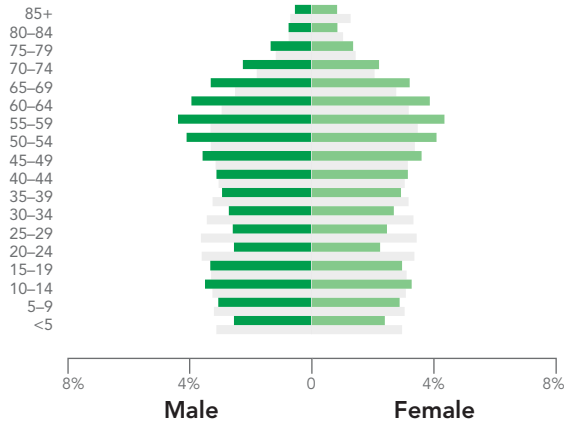
Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Simmons.



## AGE BY SEX (Esri data)

Median Age: **43.9** US: 38.2

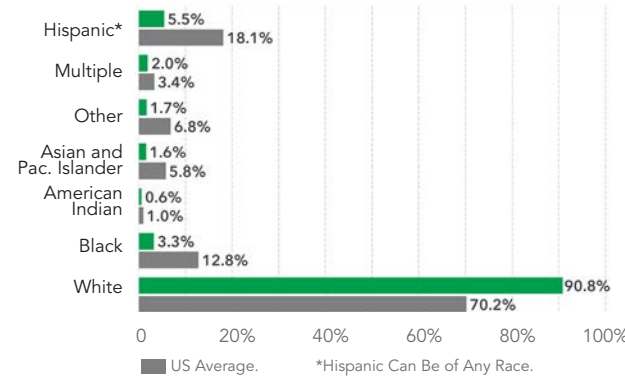
■ Indicates US



## RACE AND ETHNICITY (Esri data)

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: **26.0** US: 64.0



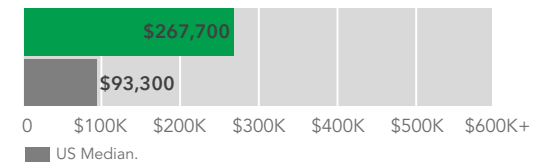
## INCOME AND NET WORTH

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

### Median Household Income

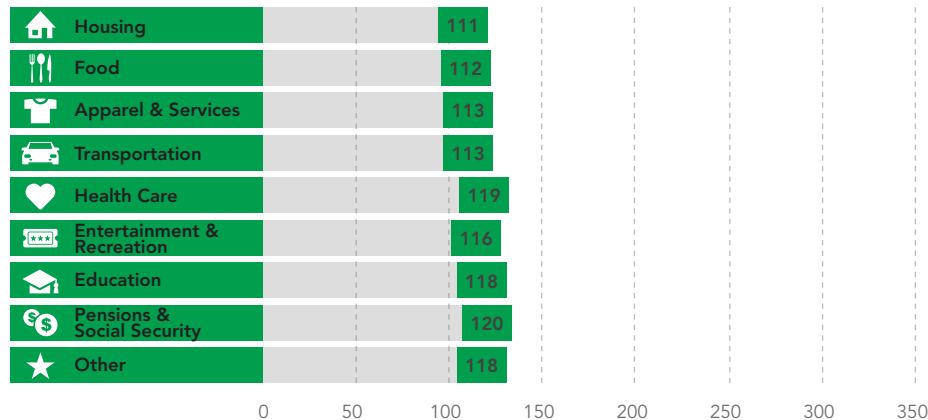


### Median Net Worth



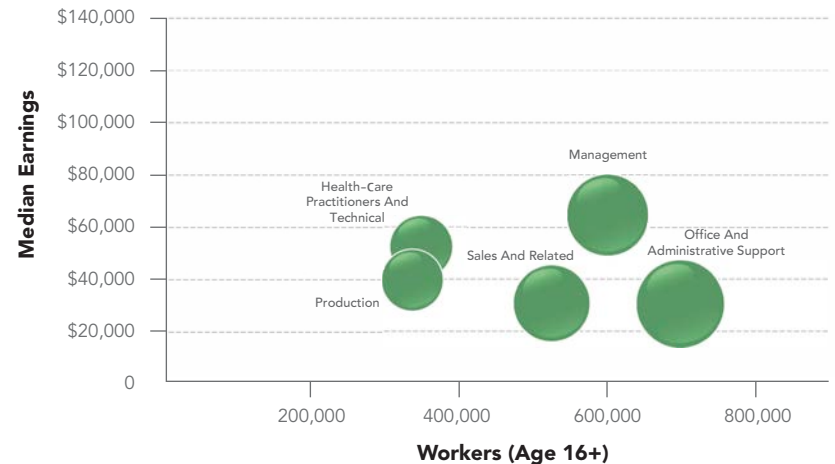
## AVERAGE HOUSEHOLD BUDGET INDEX

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



## OCCUPATION BY EARNINGS

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





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

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

## HOUSING

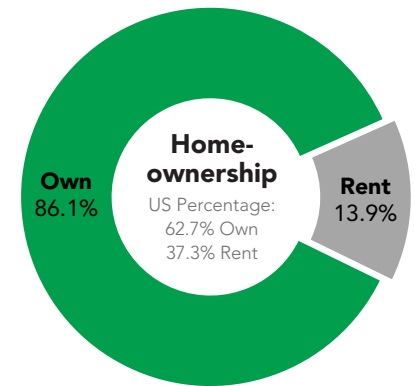
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



**Typical Housing:**  
Single Family

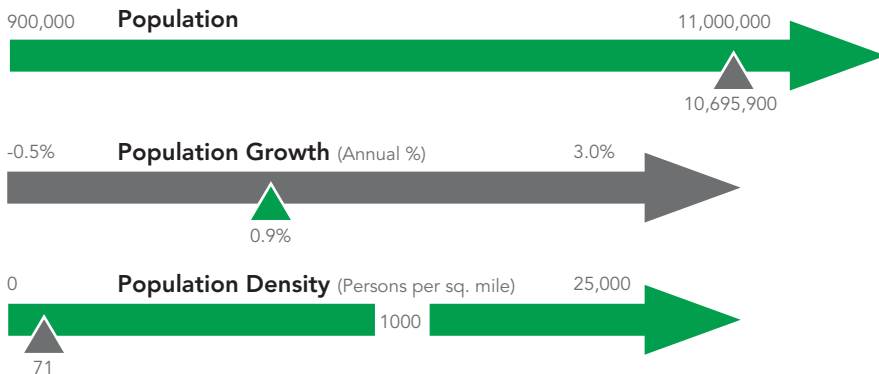
**Median Value:**  
\$235,500

US Median: \$207,300



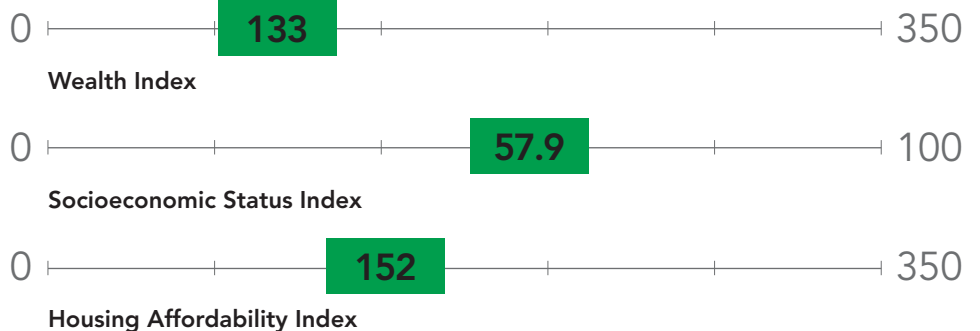
## POPULATION CHARACTERISTICS

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



## ESRI INDEXES

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





LifeMode Group: Cozy Country Living

# Green Acres

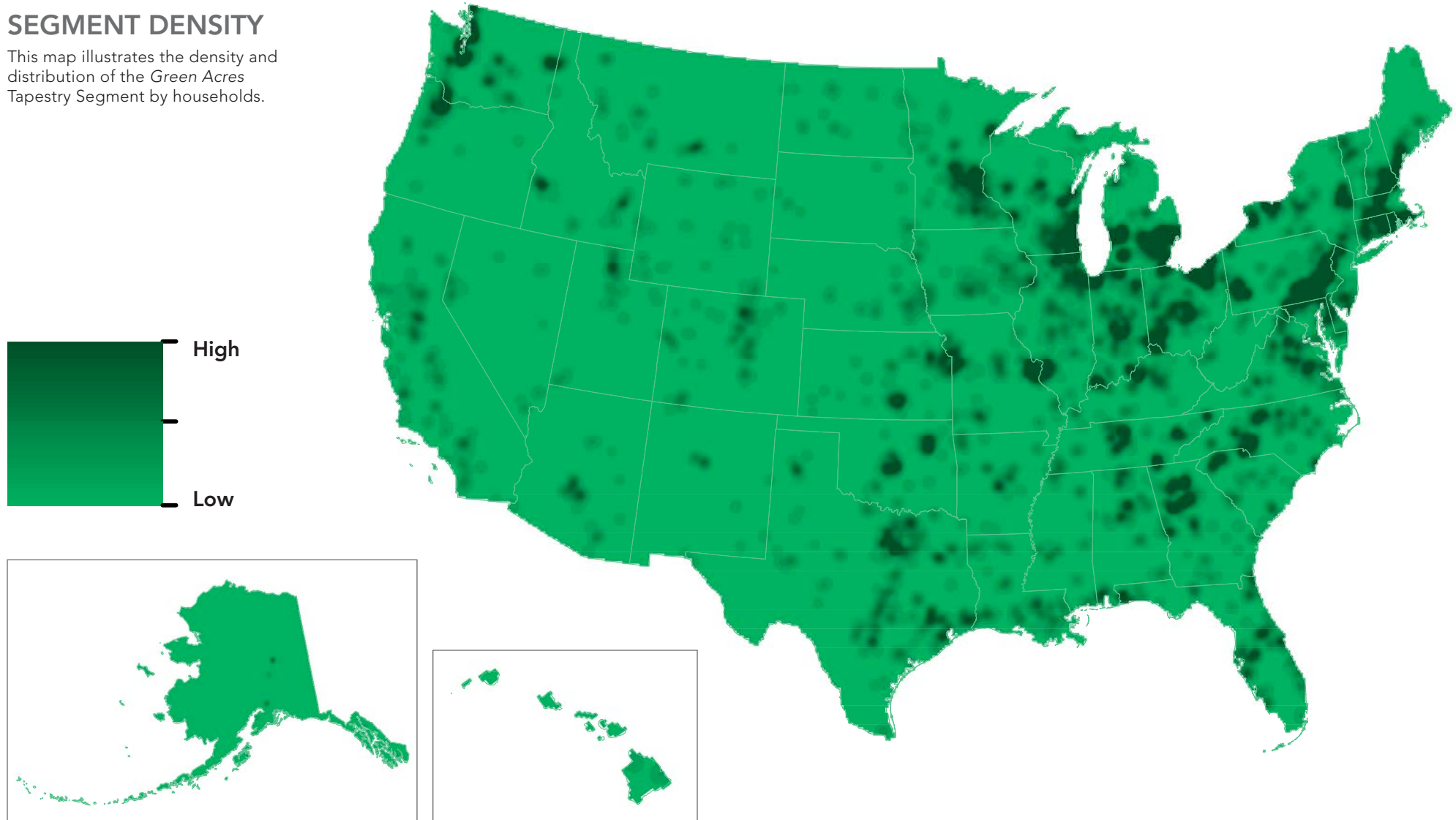


**TAPESTRY**  
SEGMENTATION

[esri.com/tapestry](http://esri.com/tapestry)

## SEGMENT DENSITY

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



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[info@esri.com](mailto:info@esri.com)  
[esri.com](http://esri.com)



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SCIENCE  
OF  
WHERE®



LifeMode Group: Uptown Individuals

# Metro Renters

3B

**Households:** 1,911,500

**Average Household Size:** 1.67

**Median Age:** 32.5

**Median Household Income:** \$67,000

## WHO ARE WE?

Residents in this highly mobile and educated market live alone or with a roommate in older apartment buildings and condos located in the urban core of the city. This is one of the fastest-growing segments; the popularity of urban life continues to increase for consumers in their late twenties and thirties. *Metro Renters* residents income is above the US average, but they spend a large portion of their wages on rent, clothes, and the latest technology. Computers and cell phones are an integral part of everyday life and are used interchangeably for news, entertainment, shopping, and social media. *Metro Renters* residents live close to their jobs and usually walk or take a taxi to get around the city.

## OUR NEIGHBORHOOD

- Over half of all households are occupied by singles, resulting in the smallest average household size among the markets, 1.67.
- Neighborhoods feature 20+ unit apartment buildings, typically surrounded by offices and businesses.
- Renters occupy close to 80% of all households.
- Public transportation, taxis, walking, and biking are popular ways to navigate the city.

## SOCIOECONOMIC TRAITS

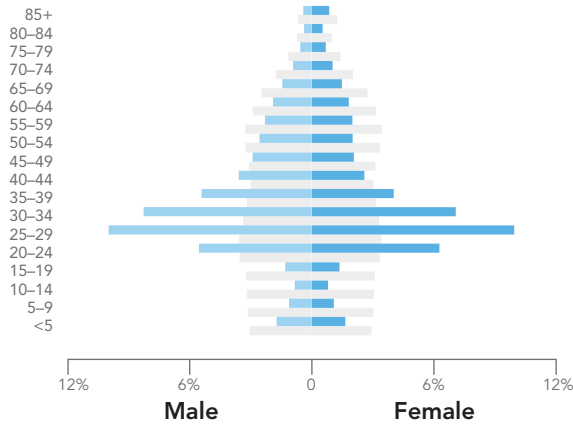
- Well-educated consumers, many currently enrolled in college.
- Very interested in the fine arts and strive to be sophisticated; value education and creativity.
- Willing to take risks and work long hours to get to the top of their profession.
- Become well informed before purchasing the newest technology.
- Prefer environmentally safe products.
- Socializing and social status very important.



## AGE BY SEX (Esri data)

Median Age: **32.5** US: 38.2

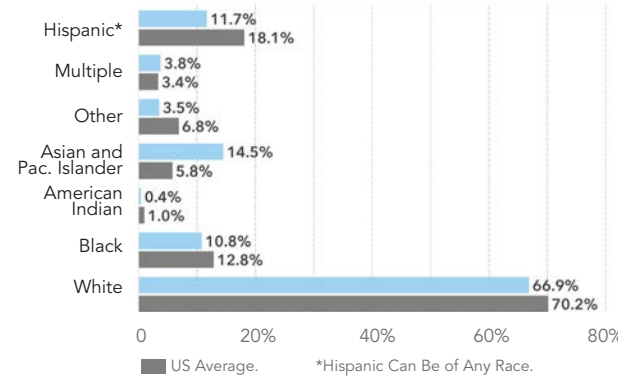
■ Indicates US



## 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: **61.9** US: 64.0



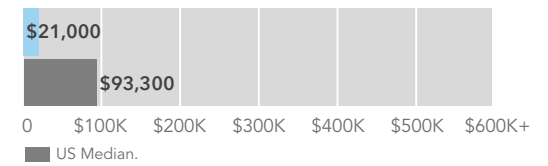
## INCOME AND NET WORTH

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

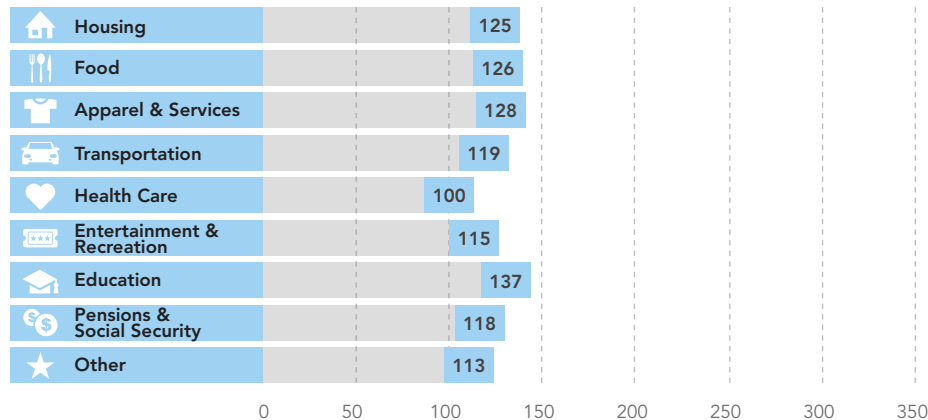


### Median Net Worth



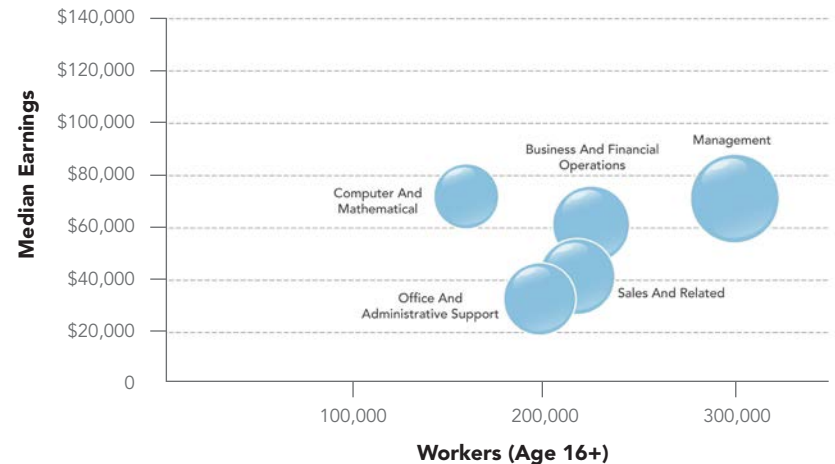
## AVERAGE HOUSEHOLD BUDGET INDEX

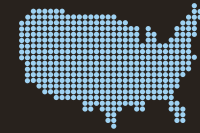
The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average.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



## OCCUPATION BY EARNINGS

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





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

- Enjoy wine at bars and restaurants.
- Shop at Trader Joe's and Whole Foods for groceries; partial to organic foods.
- Own a Mac computer and use it for reading/writing blogs, accessing dating websites, and watching TV programs and movies.
- Favorite websites: Facebook, Twitter, YouTube, and LinkedIn.
- Use a tablet for reading newspapers and magazines.
- Participate in leisure activities including yoga, Pilates, and downhill skiing.
- Shop for clothes at Banana Republic, The Gap, and Nordstrom.

## HOUSING

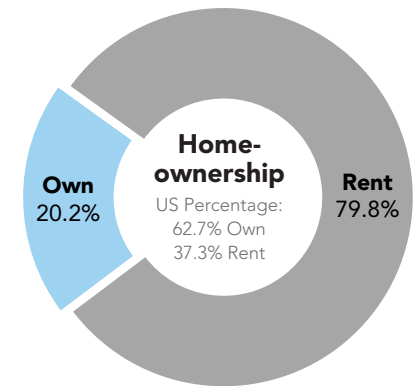
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



**Typical Housing:**  
Multiunit Rentals

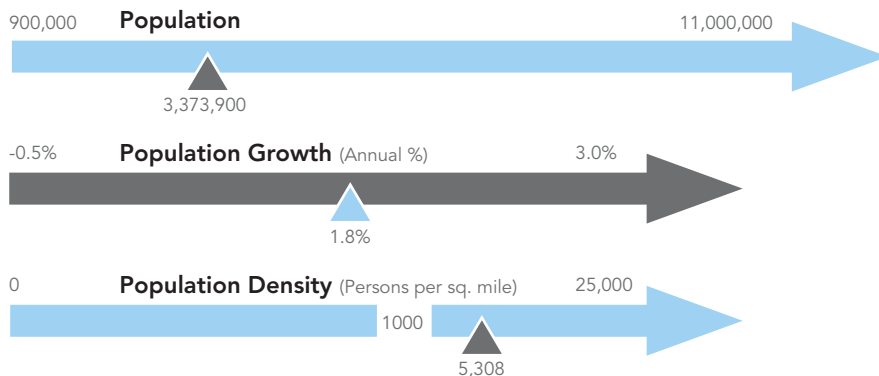
**Average Rent:**  
\$1,430

US Average: \$1,038



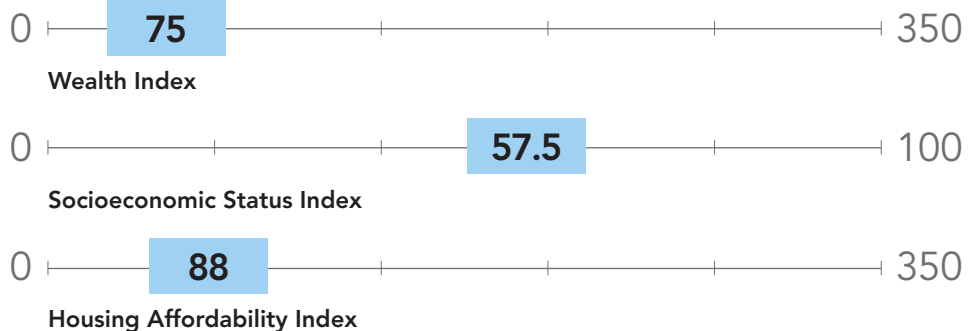
## POPULATION CHARACTERISTICS

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.

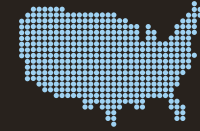


## ESRI INDEXES

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

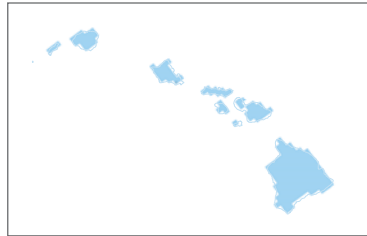
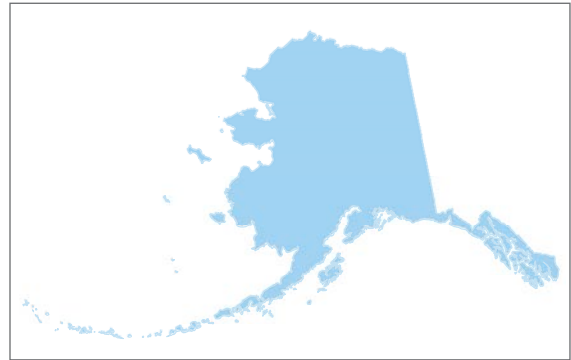
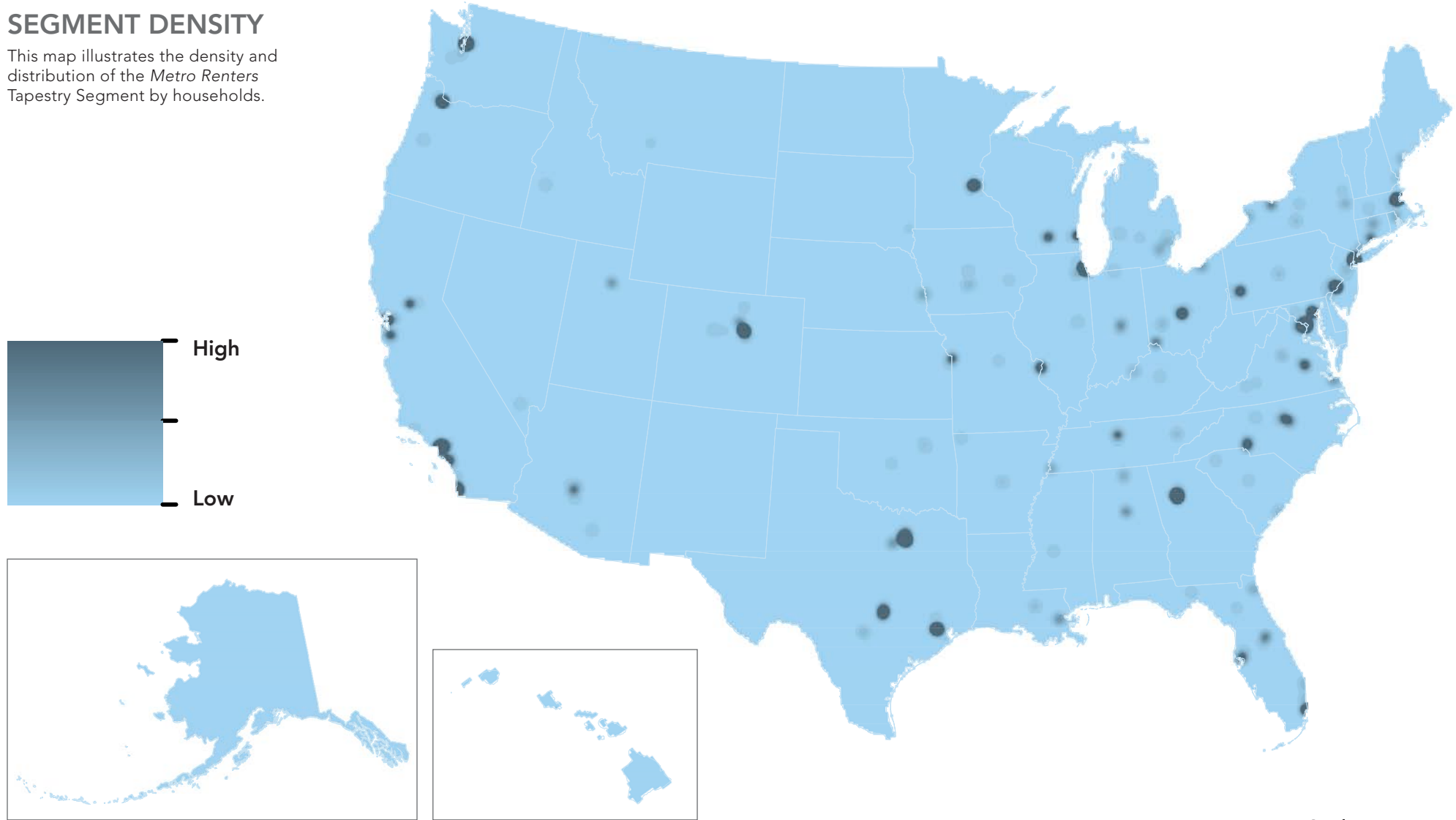


# Metro Renters



## SEGMENT DENSITY

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





LifeMode Group: Affluent Estates

# Professional Pride

1B

**Households:** 1,982,300

**Average Household Size:** 3.13

**Median Age:** 40.8

**Median Household Income:** \$138,100

## WHO ARE WE?

*Professional Pride* consumers are well-educated career professionals that have prospered through the Great Recession. To maintain their upscale suburban lifestyles, these goal-oriented couples work, often commuting far and working long hours. However, their schedules are fine-tuned to meet the needs of their school-age children. They are financially savvy; they invest wisely and benefit from interest and dividend income. So far, these established families have accumulated an average of US\$1.6 million dollars in net worth, and their annual household income runs at more than twice the US level. They take pride in their newer homes and spend valuable time and energy upgrading. Their homes are furnished with the latest in home trends, including finished basements equipped with home gyms and in-home theaters.

## OUR NEIGHBORHOOD

- Typically owner-occupied (Index 146), single-family homes are in newer neighborhoods: 67% of units were built in the last 20 years.
- Neighborhoods are primarily located in the suburban periphery of large metropolitan areas.
- Most households own three or more vehicles; long commutes are the norm.
- Homes are valued at more than twice the US median home value, although three out of four homeowners have mortgages to pay off.
- Families are mostly married couples (almost 80% of households), and nearly half of these families have kids. Their average household size, 3.13, reflects the presence of children.

## SOCIOECONOMIC TRAITS

- *Professional Pride* consumers are highly qualified in the science, technology, law, or finance fields; they've worked hard to build their professional reputation or their start-up businesses.
- These consumers are willing to risk their accumulated wealth in the stock market.
- Most have a preferred financial institution, regularly read financial news, and use the internet for banking transactions.
- Residents are goal oriented and strive for lifelong earning and learning.
- Life here is well organized; routine is a key ingredient to daily life.

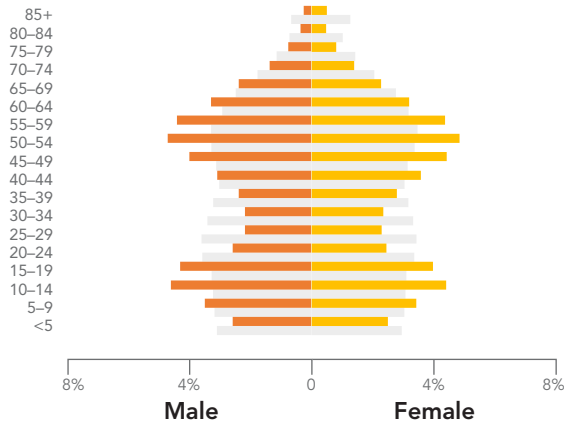


Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Simmons.

### AGE BY SEX (Esri data)

**Median Age: 40.8** US: 38.2

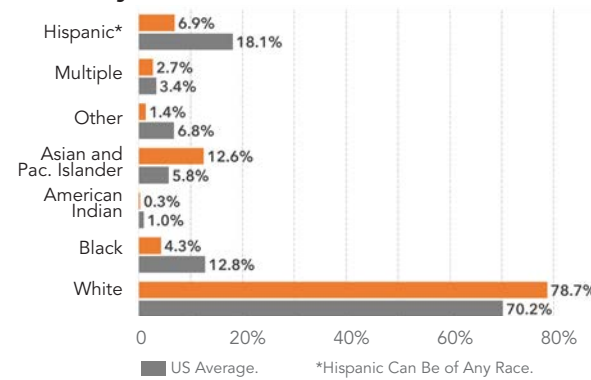
■ Indicates US



### 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: 44.5** US: 64.0



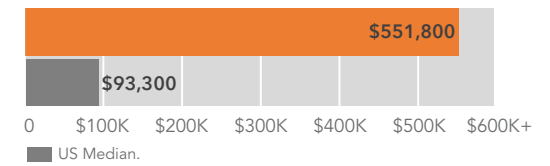
### INCOME AND NET WORTH

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

#### Median Household Income

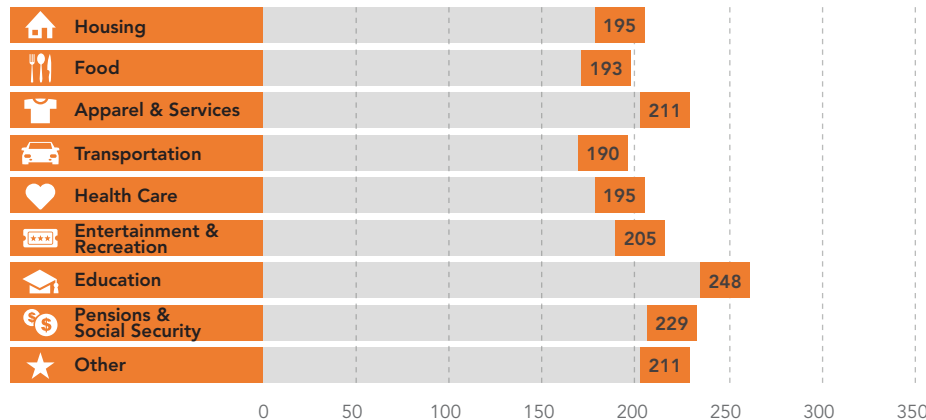


#### Median Net Worth



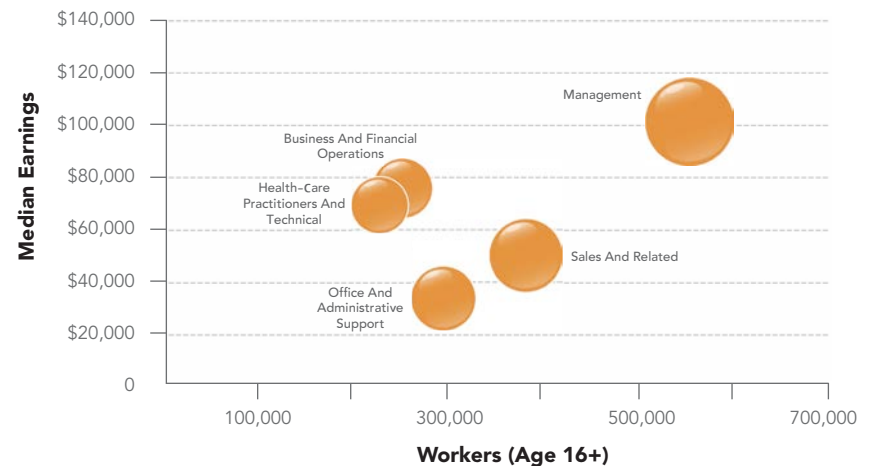
### AVERAGE HOUSEHOLD BUDGET INDEX

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



### OCCUPATION BY EARNINGS

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

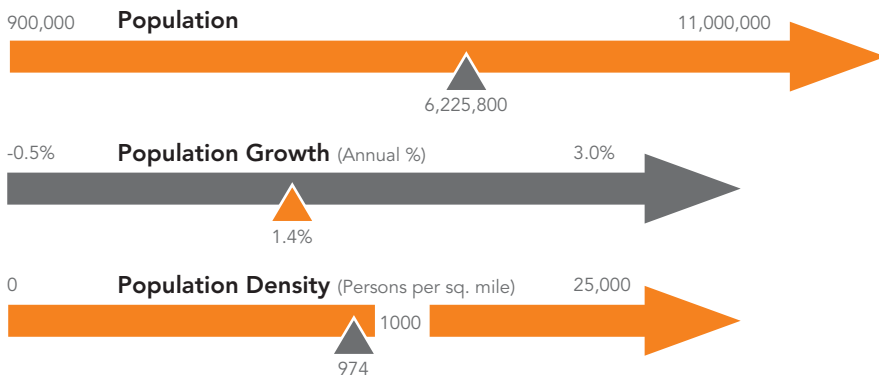


**MARKET PROFILE** (Consumer preferences are estimated from data by MRI-Simmons.)

- These frequent travelers take several domestic trips a year, preferring to book their plane tickets, accommodations, and rental cars via the internet.
- Residents take pride in their picture-perfect homes, which they continually upgrade. They shop at Home Depot and Bed Bath & Beyond to tackle the smaller home improvement and remodeling tasks but contract out the larger projects.
- Hire housekeepers or professional cleaners.
- Residents are prepared for the ups and downs in life; they maintain life insurance; homeowners and auto insurance; as well as medical, vision, dental, and prescription insurance through work. They are actively investing for the future; they hold 401(k) and IRA retirement plans, plus securities.
- Consumers spend on credit but have the disposable income to avoid a balance on their credit cards. They spend heavily on internet shopping; Amazon.com is a favorite website.
- Consumers find time in their busy schedules for themselves. They work out in their home gyms, owning at least a treadmill, an elliptical, or weightlifting equipment. They also visit the salon and spa regularly.
- All family members are avid readers; they read on their smartphones, tablets, and e-readers but also read hard copies of epicurean, home service, and sports magazines.
- Residents, both young and old, are tech savvy; they not only own the latest and greatest in tablets, smartphones, and laptops but actually use the features each has to offer.

**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.



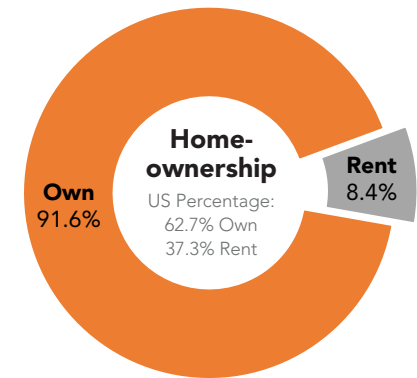
**HOUSING**

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.



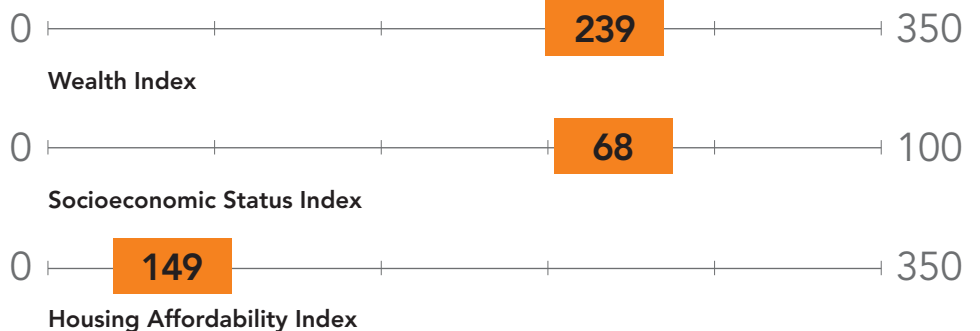
**Typical Housing:**  
Single Family

**Median Value:**  
\$433,400  
US Median: \$207,300



**ESRI INDEXES**

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





## SEGMENT DENSITY

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

