

# GET TO KNOW YOUR NEIGHBORS REPORT

**FIRST COAST  
CHURCHES**

**DON'T  
PASTOR  
ALONE.**



“

This report can  
revolutionize the way  
you do ministry!

”

**Bob Bumgarner**

-Lead Missional Strategist

# WHY IS THIS GET TO KNOW YOUR NEIGHBORS REPORT ESSENTIAL TO YOUR CHURCH'S MINISTRY?

Your church is the instrument through which God plans to reach the community. He placed your church right where it is for such a time as this so that the people living near you would see your good works and give glory to God and so that they could hear the gospel shared in a way that they can understand and receive. How will your church fulfill Jesus' commands to fulfill the Great Commission and the Great Commandments if you don't know the people living in your neighborhood? The Getting to Know Your Neighbors report is designed to help you learn about the people living around the church so you may develop effective ministry strategies to reach them for Jesus.

## WHAT IS THE GET TO KNOW YOUR NEIGHBORS REPORT?



This document is concise and easy to understand while providing three kinds of information designed to help you learn more about your neighbors: 1) Demographics, 2) Psychographics, & 3) Religiosity.

Demographics are statistical data representing the characteristics of a population. Some types of demographics include age, race, gender, income, education, occupation, spoken language, and marital status.



Psychographics shifts the focus from who a person is to what that person believes in. It identifies lifestyle habits, values, attitudes, and other defining attributes.

Religiosity is the religious beliefs and habits of a people. This part of the report focuses on your community's participation in various religions and the proportion of the neighborhood who are Southern Baptist.

## HOW SHOULD YOU INTERPRET THIS REPORT?



This report will help you answer one very important question: How does this information help us see our community with Jesus's eyes and develop a ministry strategy to fulfill our mission? It is full of important information, and we selected every type of data to help you get to know your neighbors in the best possible way.

As you read over the report, carefully consider each quadrant of information. Here are some questions that will guide you along the way:



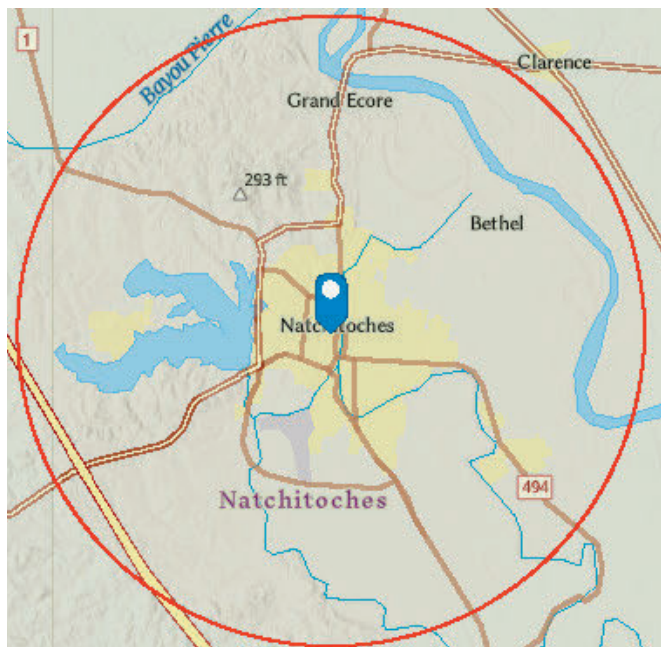
- How many people live in your ministry context?
- How is your ministry context changing?
- What is the spiritual temperature of your ministry context?
- What are the biggest needs in your ministry context?
- What are the habits, cares, desires, and goals of the people in your ministry context?

Once you've answered these questions, consider how your current ministry strategy could change in light of your answers.

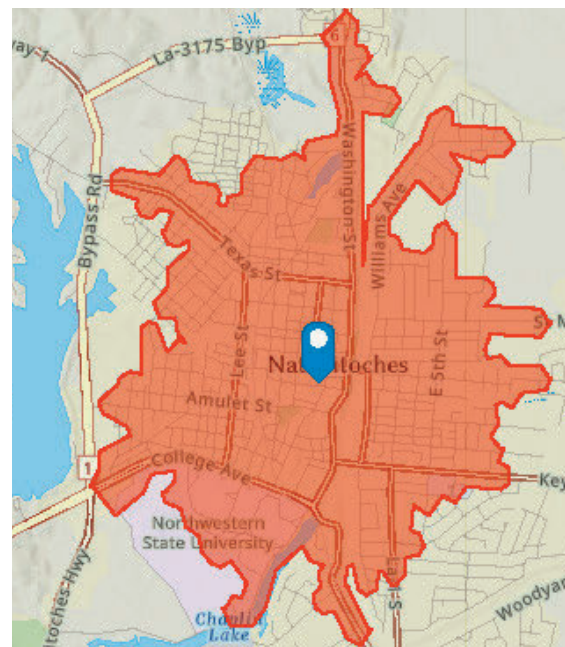


# HOW DO WE DETERMINE THE GEOGRAPHIC PARAMETERS OF OUR NEIGHBORHOOD?

There are two ways to define the boundaries of your neighborhood: a radius and drive time.



The radius is a circle drawn around a central location, like your church or home.



The drive time is the number of minutes it would take someone to drive to or from a central location, like your church or home.

Generally speaking, one should use a smaller radius (1 mile) or a shorter drive time (10 minutes) in more densely populated neighborhoods and a larger radius (10 miles) or a longer drive time (20 minutes) in less densely populated neighborhoods.

We can also use other geographic parameters such as State, County, City, Zip Code, Tract, Block Group, and Custom Polygon if you are interested in those methods.

## CAN I TRUST THIS DATA? IS IT ACCURATE?



We use data and software provided by the Environmental Systems Research Institute (ESRI). This is the same company that provides demographic information for universities, governmental agencies, and research firms at the global level. ESRI uses the most recent data available using sources such as the U.S. Census, American Community Survey, voter registration, postal address information, Experian, Bureau of Labor Statistics, and proprietary information.

We have provided thousands of reports and research data for ministries serving all around the world since 2016 and feel confident that the information you receive from us is the very best available information.

## HOW DID YOU CREATE MY GET TO KNOW YOUR NEIGHBORS REPORT?



Our team analyzed ESRI's vast database and selected specific types of information that will help you get to know your neighborhood and develop effective ministry strategies. Think of this report as the beginning of your discovery process. We are happy to provide you with additional information as needed.

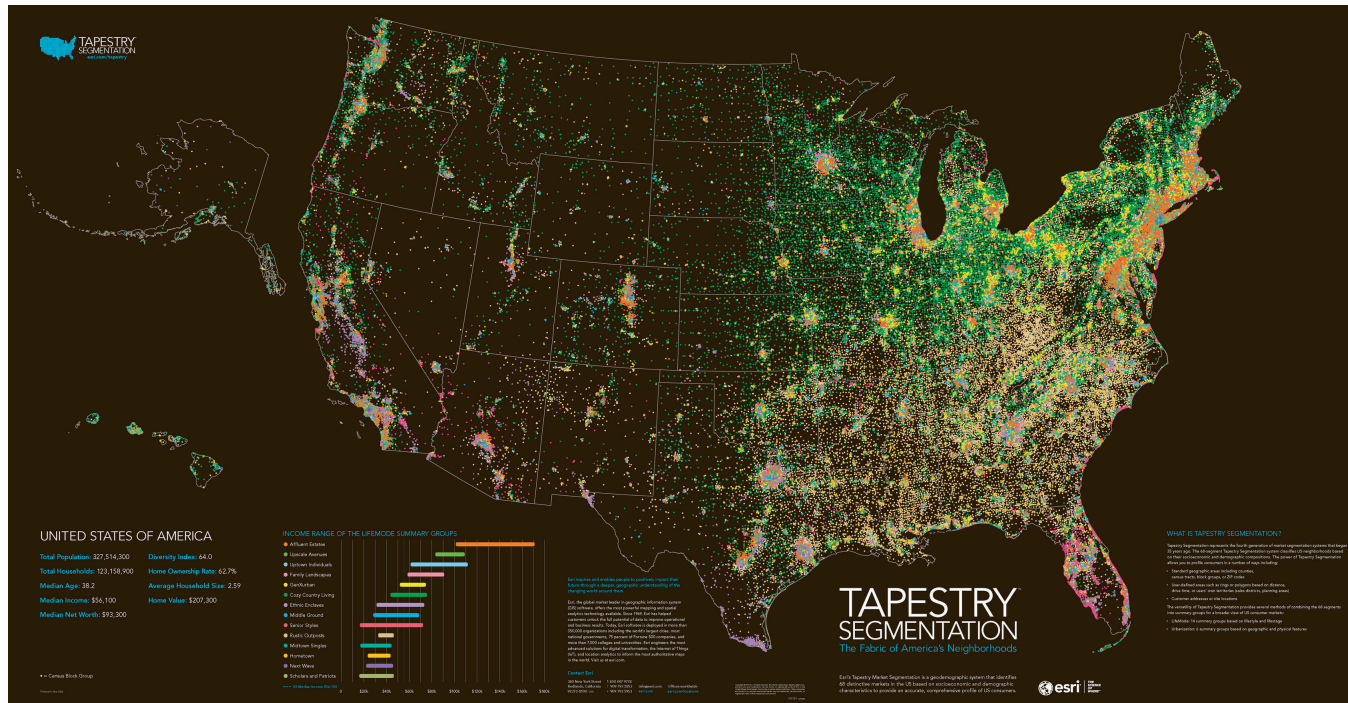


# WHAT IS TAPESTRY SEGMENTATION?

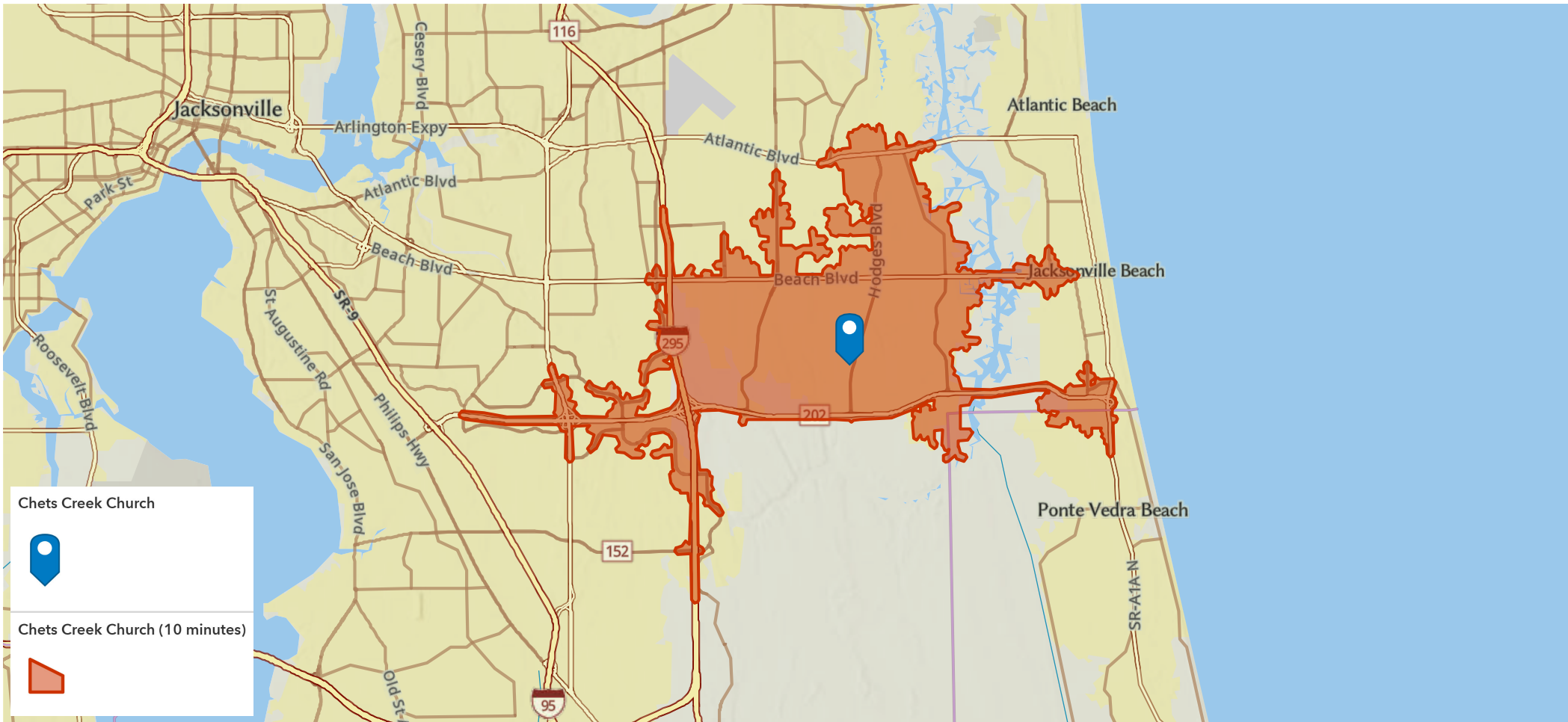
The last section of your report contains ESRI's valuable Tapestry Segmentation. Tapestry is a geodemographic segmentation system that integrates consumer traits with residential characteristics to identify markets and classify US neighborhoods. Neighborhoods with the most similar characteristics are grouped together, while neighborhoods with divergent characteristics are separated. Internally homogenous, externally heterogeneous market segments depict consumers' lifestyles and lifestyles. 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 neighborhood and to identify things about people that help us to understand them better. Some things we learn about our neighborhoods through this kind of research include income, spending habits, ethnicity, occupations, interests, family dynamics, housing, and lifestyles.



# GET TO KNOW YOUR NEIGHBORS REPORT



**FIRST COAST  
CHURCHES**

**DON'T  
PASTOR  
ALONE.**



## KEY FACTS

61,509

Population

34.8

Median Age



2.3

Average Household Size

\$89,313

Median Household Income

1

## THE POPULATION



29,963

MALE



31,547

FEMALE



11,690

CHILDREN

2

## HOUSEHOLDS



25,395

TOTAL HOUSEHOLDS



14,719

OWNER OCCUPIED HOUSING



10,675

RENTER OCCUPIED HOUSING

3

## INCOME



\$89,313

Median Household Income



\$52,000

Per Capita Income

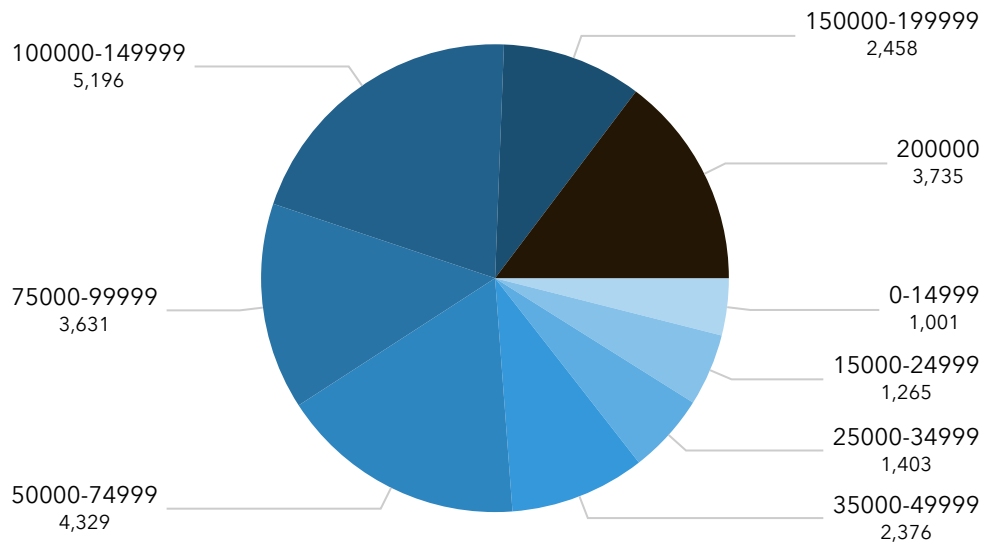


\$166,050

Median Net Worth

4

## HOUSEHOLD INCOME

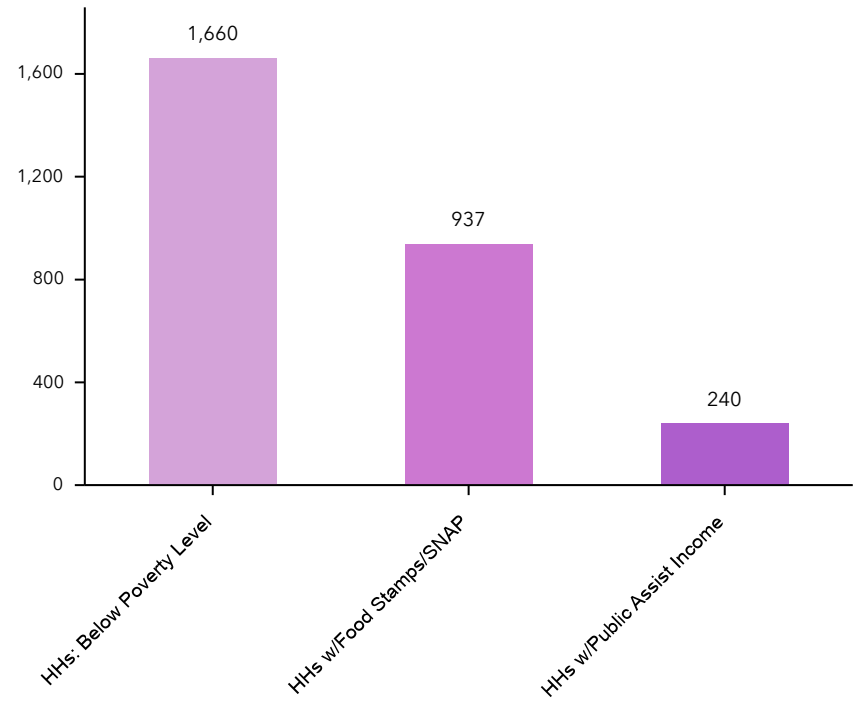


Top figure = Household income in dollars

Bottom figure = # of Households

5

## HOUSEHOLDS AND POVERTY



6

## Households By Income

The largest group: \$100,000 - \$149,999 (20.5%)

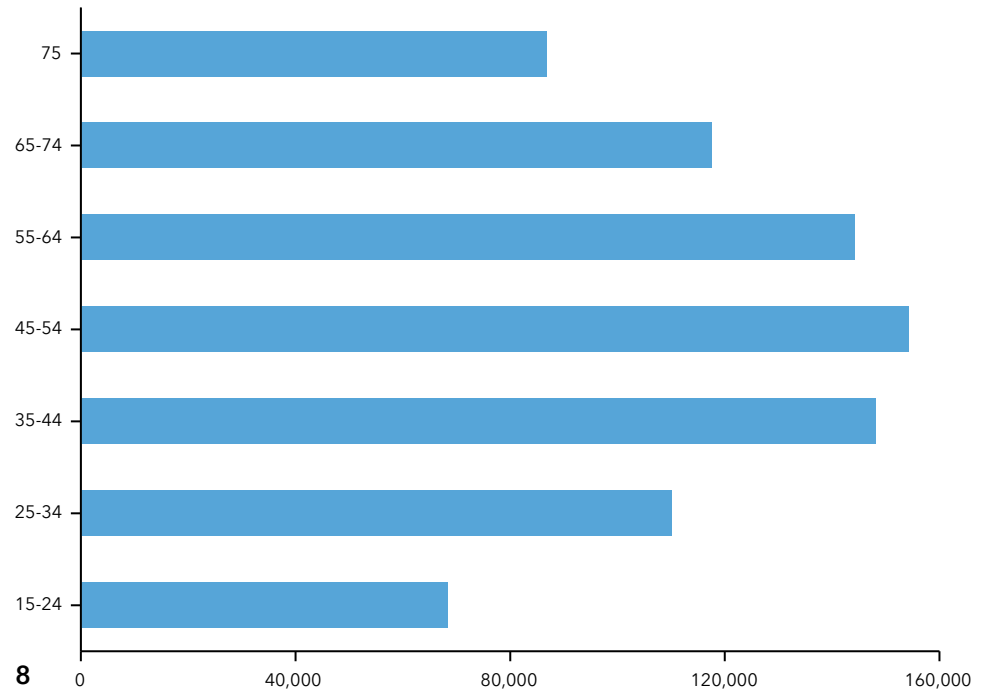
The smallest group: <\$15,000 (3.9%)

Indicator ▲	Value	Diff	
<\$15,000	3.9%	-4.8%	
\$15,000 - \$24,999	5.0%	-2.3%	
\$25,000 - \$34,999	5.5%	-2.7%	
\$35,000 - \$49,999	9.4%	-3.4%	
\$50,000 - \$74,999	17.0%	-2.5%	
\$75,000 - \$99,999	14.3%	+0.1%	
\$100,000 - \$149,999	20.5%	+4.8%	
\$150,000 - \$199,999	9.7%	+2.8%	
\$200,000+	14.7%	+8.1%	

Bars show deviation from Duval County

7

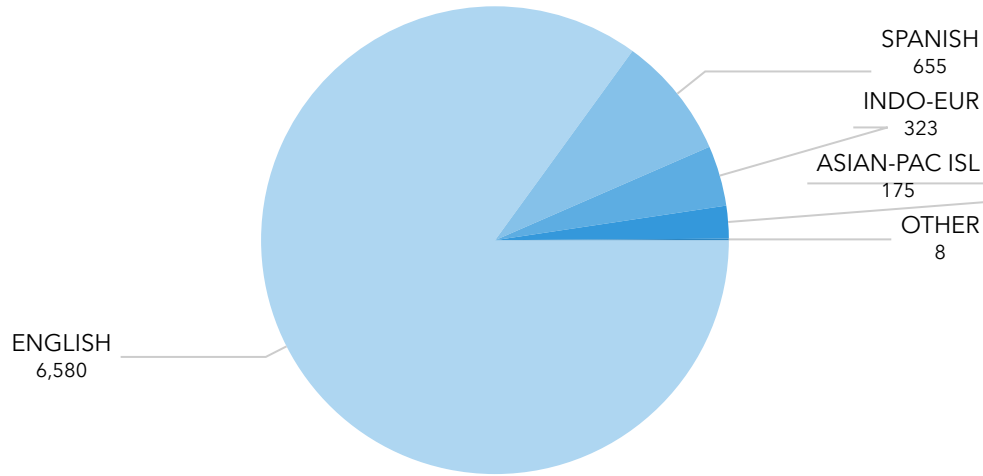
## Income by Age



8

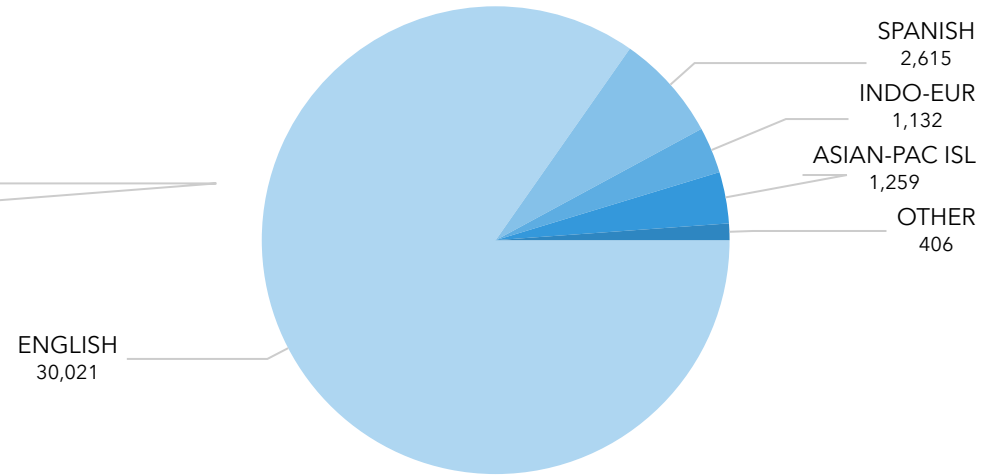


## LANGUAGE CHILDREN SPEAK AT HOME



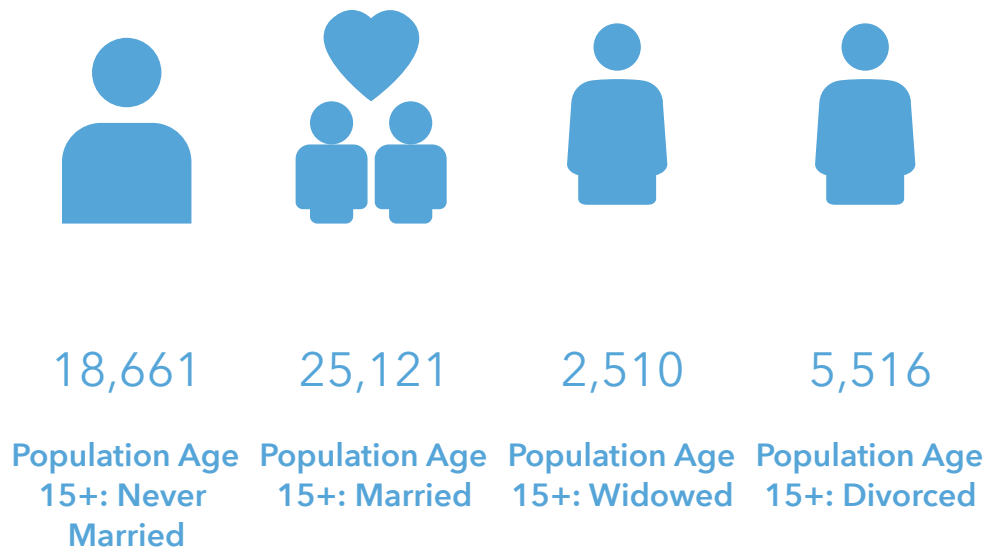
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## LANGUAGE ADULTS SPEAK AT HOME



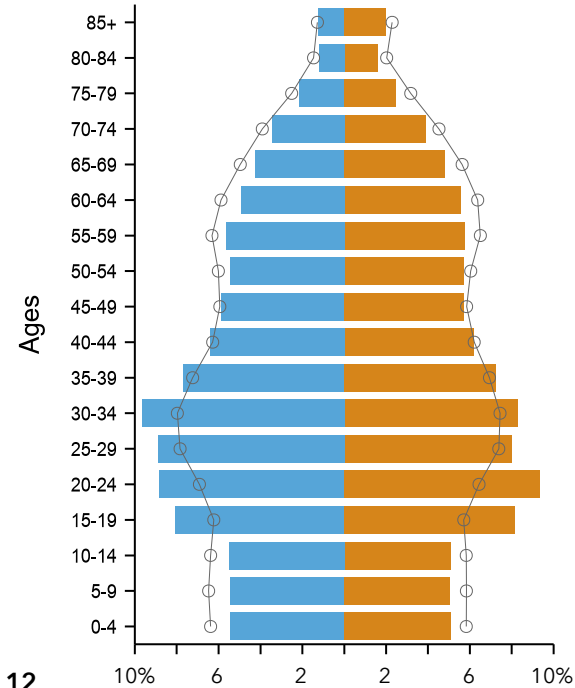
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## MARITAL STATUS



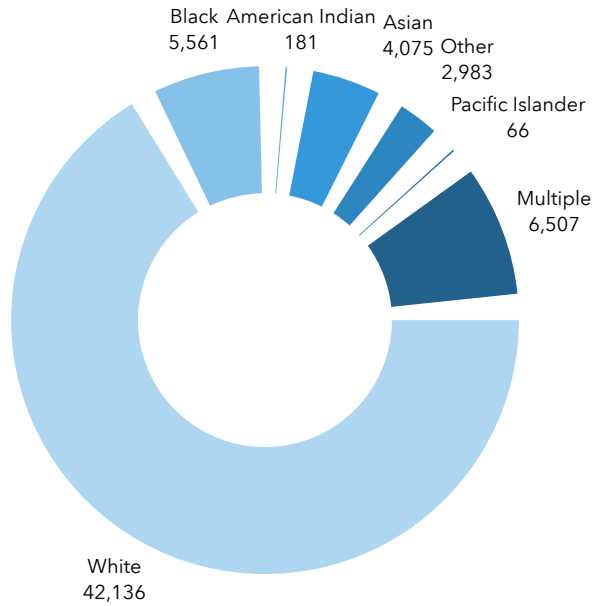
11

## Age Pyramid



12

## Racial Diversity



13

## Race and Ethnicity

The largest group: White Alone (68.50)

The smallest group: Pacific Islander Alone (0.11)

Indicator ▲	Value	Diff
White Alone	68.50	+17.58
Black Alone	9.04	-20.45
American Indian/Alaska Native Alone	0.29	-0.08
Asian Alone	6.63	+1.58
Pacific Islander Alone	0.11	0
Other Race	4.85	+0.17
Two or More Races	10.58	+1.20
Hispanic Origin (Any Race)	13.19	+1.52

Bars show deviation from Duval County

14

## HOUSING STATS



\$340,387

Median Home Value



\$13,556

Average Spent on Mortgage & Basics

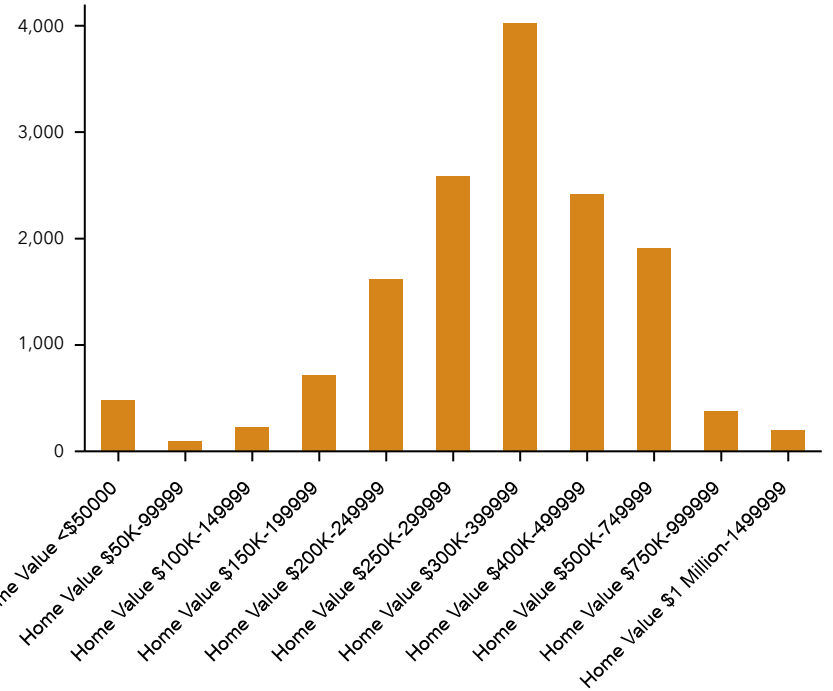


\$1,184

Median Contract Rent

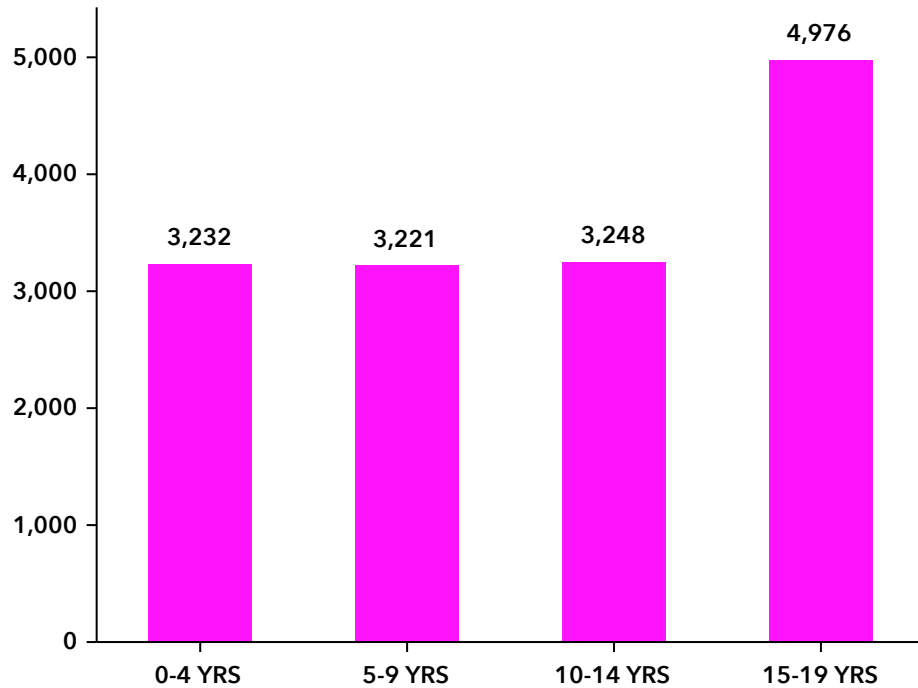
15

## Home Value

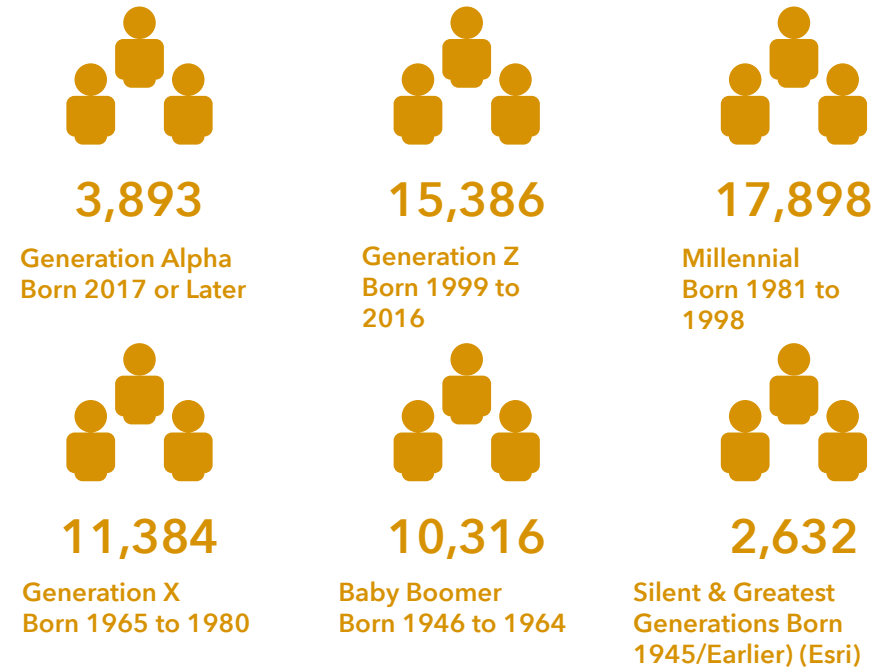


16

## Population Ages 0-19



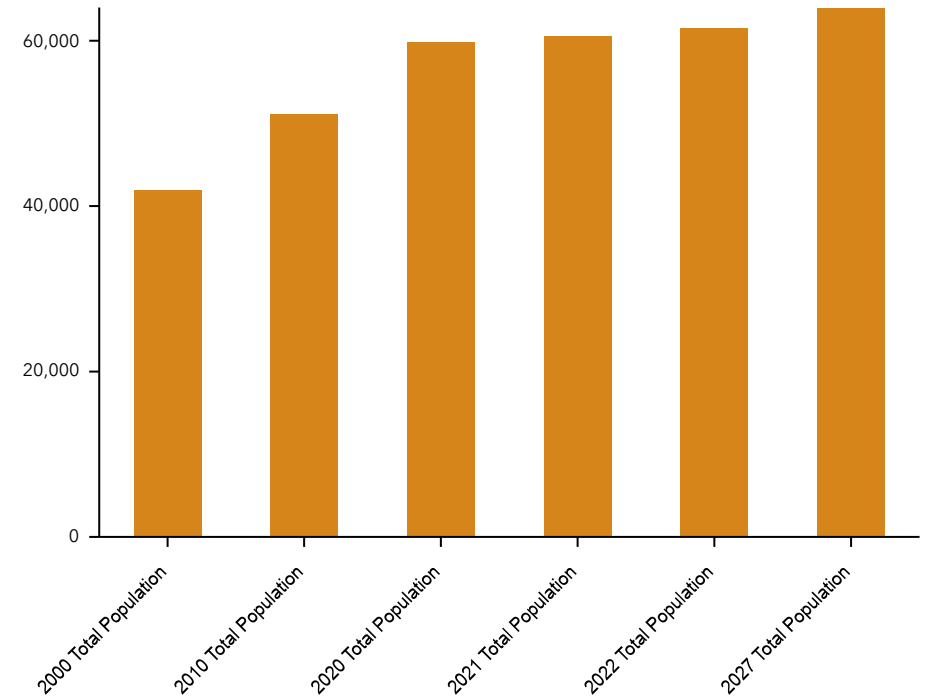
## POPULATION BY GENERATION



## POPULATION PROJECTIONS

Variables	10 minutes
2021 Total Population	61,509
2021 Household Population	58,088
2021 Family Population	42,322
2026 Total Population	63,845
2026 Household Population	60,425
2026 Family Population	43,940

## POPULATION CHANGE OVER TIME





## Average Household Size

for this area

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

Area	Value ▼	0.00	4.00
United States	2.55	<div style="width: 62%;"></div>	
Florida	2.47	<div style="width: 59%;"></div>	
Duval County	2.43	<div style="width: 57%;"></div>	
<b>This area</b>	<b>2.29</b>	<div style="width: 50%; background-color: #0070C0;"></div>	

## EDUCATION

5%

No High School Diploma



18%  
High School Graduate

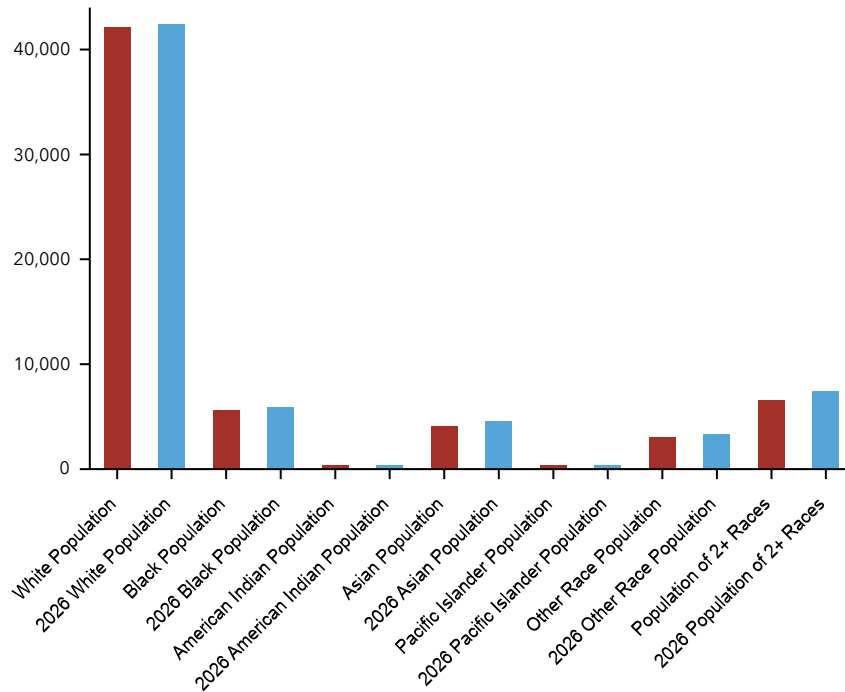


29%  
Some College

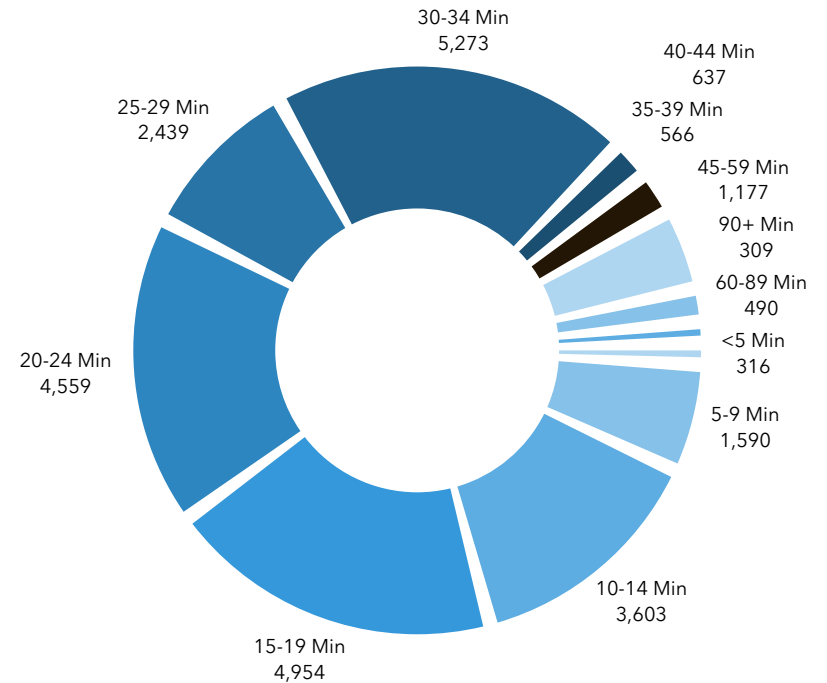


48%  
Bachelor's/Grad/  
Prof Degree

## CURRENT AND PROJECTED POPULATION BY RACE



## Travel Time to Work



## ANNUAL LIFESTYLE SPENDING



\$3,441

Travel



\$109

Theatre/Operas/  
Concerts



\$129

Movies/Museums/  
Parks



\$86

Sports Events



\$9

Online  
Games

## ANNUAL HOUSEHOLD SPENDING



\$2,949

Apparel &  
Services



\$235

Computers  
& Hardware



\$5,276

Eating Out



\$7,402

Groceries



\$8,350

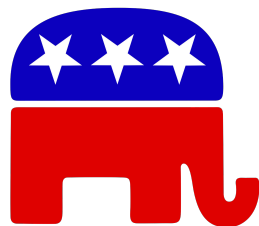
Health  
Care

## POLITICAL AFFILIATION



15,488

Affiliated With  
Democratic Party



13,195

Affiliated With  
Republican Party



19,685

Affiliated With  
Independent or  
No Party

## INTERNET ACCESS



81%

Use Computer



87%

Use Cell Phone

## "DO YOU ATTEND CHURCH REGULARLY?"



21,977

8,809

8,155

10,873

Disagree  
Completely

Disagree  
Somewhat

Agree  
Somewhat

Agree  
Completely

NEAREST CHURCHES	Direction	Distance
CHET'S CREEK CHURCH	NE	0.0
HODGES BOULEVARD PRESBYTERIAN	NE	0.2
JAX MEDIA TEAM	NW	0.8
FLOURISH CAC LLC	N	0.9
FAITH FAMILY FELLOWSHIP	S	0.9
ALL IN MINISTRIES INTL	NW	1.0
ST ANDREW'S LIGHTHOUSE INC	E	1.3

*Closest 7 locations*

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



\$1,390

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



1,619



## BUSINESS



3,033

Total Businesses



37,657

Total Employees

### Business Summary

Utilities	0
Construction	224
Manufacturing	52
Wholesale Trade	42
Retail Trade	331
Motor Vehicle/Parts Dealers	31
Furniture/Home Furnishings	25
Electronics/Appliances	10
Bldg Material/Garden Equip&Supply	22
Food & Beverage Stores	46
Health/Personal Care	44
Gas Stations	6
Clothing/Accessories	37
Sports/Hobby/Book/Music	23
General Merchandise Stores	15
Transportation/Warehouse	52
Information	59
Finance & Insurance	201
Real Estate/Rental/Leasing	203
Prof/Scientific/Tech Srv	385
Educational Services	76
Health Care/Social Assistance	274
Arts/Entertainment/Recreation	70
Accommodation/Food Services	223
Food Srv & Drinking Places	207

## INCOME PROJECTIONS

Variables

10 minutes

2021 Per Capita Income \$52,000

2021 Median Household Income \$89,313

2021 Average Household Income \$125,638

2026 Per Capita Income \$60,664

2026 Median Household Income \$104,782

2026 Average Household Income \$146,274

## Tapestry Segments



8C

**Bright Young Professionals**

7,519 households

**29.6%**

of Households



5B

**In Style**

4,128 households

**16.3%**

of Households



4A

**Workday Drive**

1,999 households

**7.9%**

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: Middle Ground

# Bright Young Professionals

8C

**Households:** 2,750,200

**Average Household Size:** 2.41

**Median Age:** 33.0

**Median Household Income:** \$54,000

## WHO ARE WE?

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

## OUR NEIGHBORHOOD

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

## SOCIOECONOMIC TRAITS

- Education completed: 35% with some college or an associate's degree, 33% with a bachelor's degree or higher.
- Unemployment rate is lower at 4.7%, and labor force participation rate of 72% is higher than the US rate.
- These consumers are up on the latest technology.
- They get most of their information from the Internet.
- Concern about the environment, impacts their purchasing decisions.



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





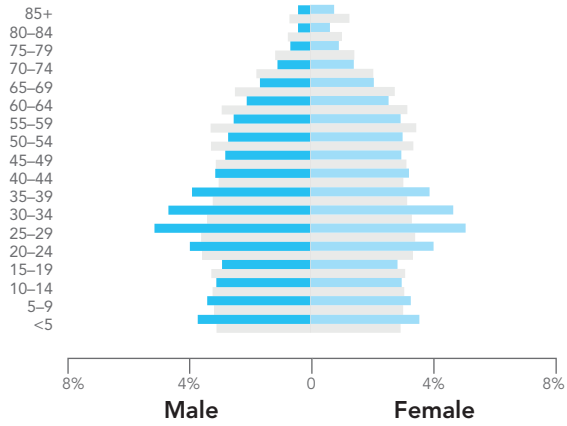
# Bright Young Professionals



## AGE BY SEX (Esri data)

Median Age: **33.0** US: 38.2

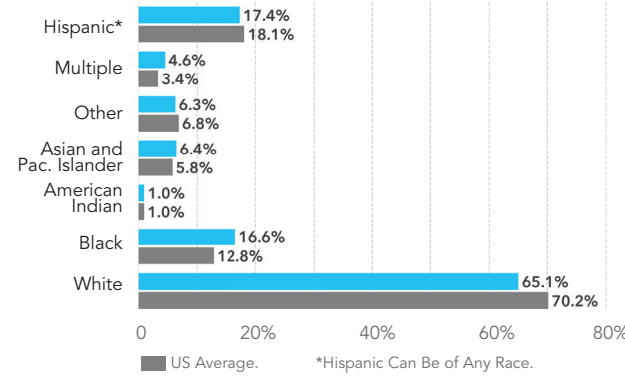
■ Indicates US



## RACE AND ETHNICITY (Esri data)

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

Diversity Index: **67.5** US: 64.0



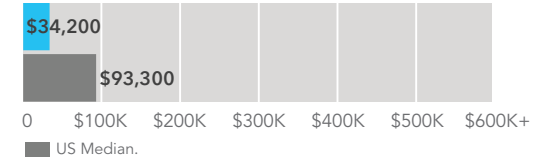
## INCOME AND NET WORTH

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

### Median Household Income

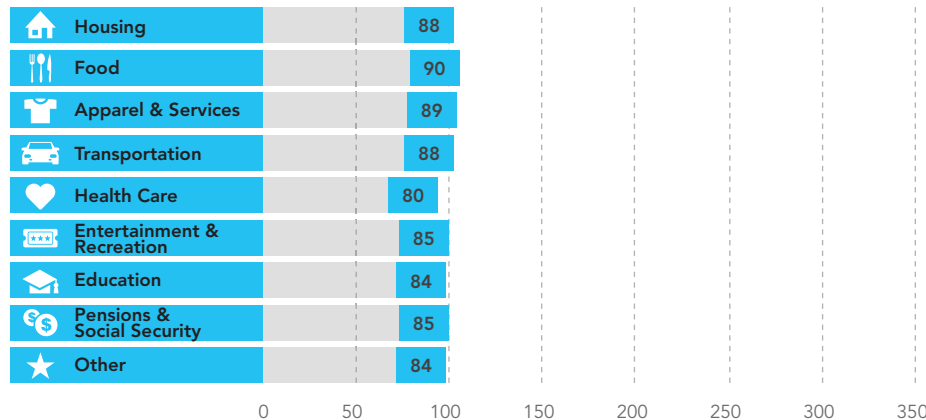


### Median Net Worth



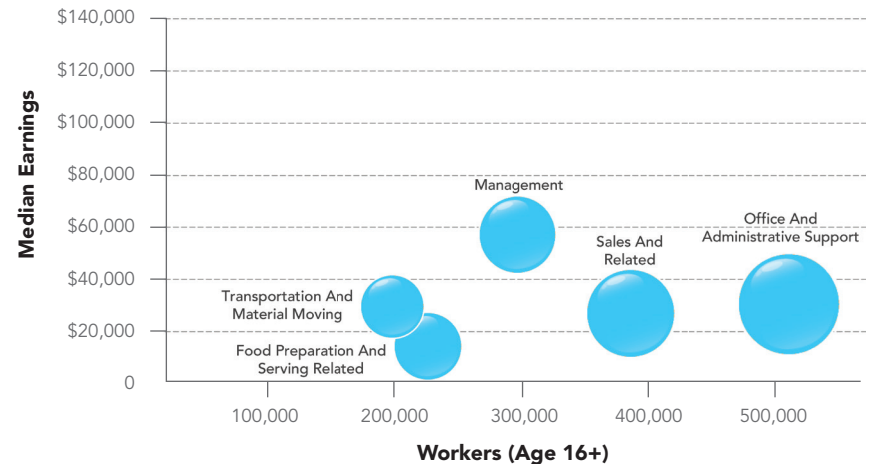
## AVERAGE HOUSEHOLD BUDGET INDEX

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



## OCCUPATION BY EARNINGS

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





## MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

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

## HOUSING

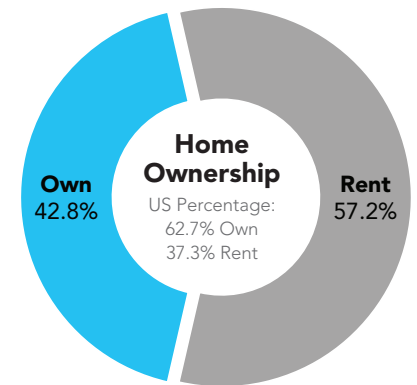
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



**Typical Housing:**  
Single Family;  
Multi-Units

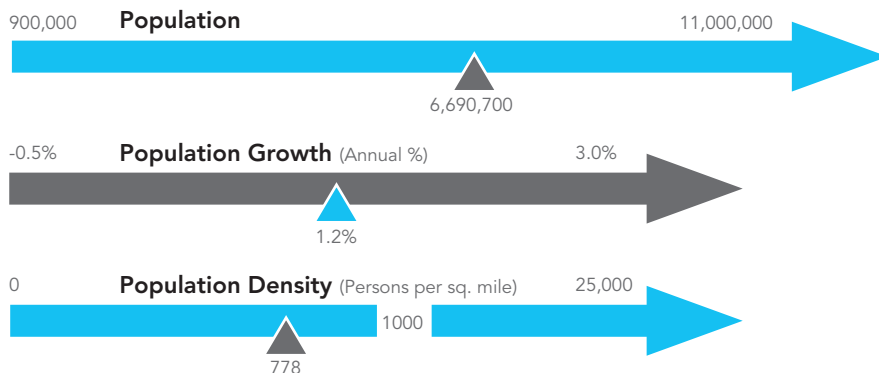
**Average Rent:**  
\$1,042

US Average: \$1,038



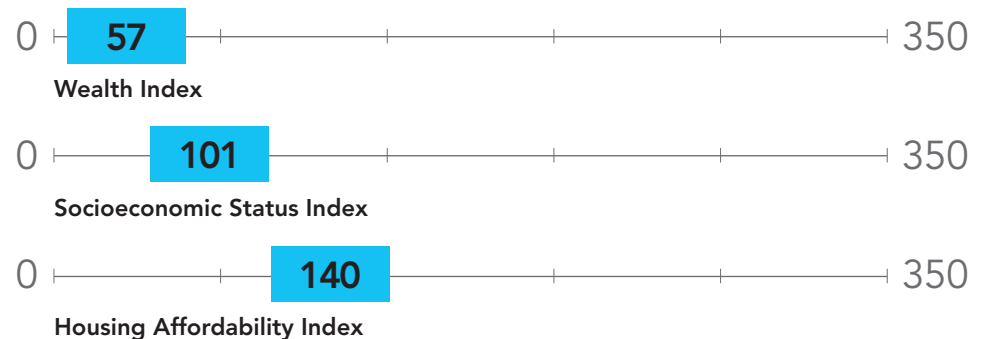
## POPULATION CHARACTERISTICS

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



## ESRI INDEXES

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





LifeMode Group: Middle Ground

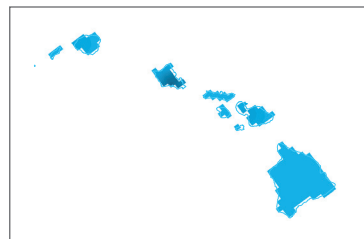
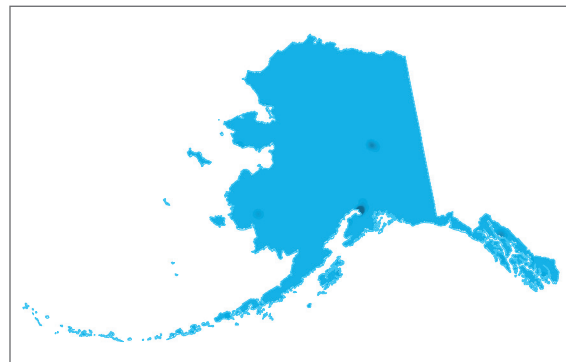
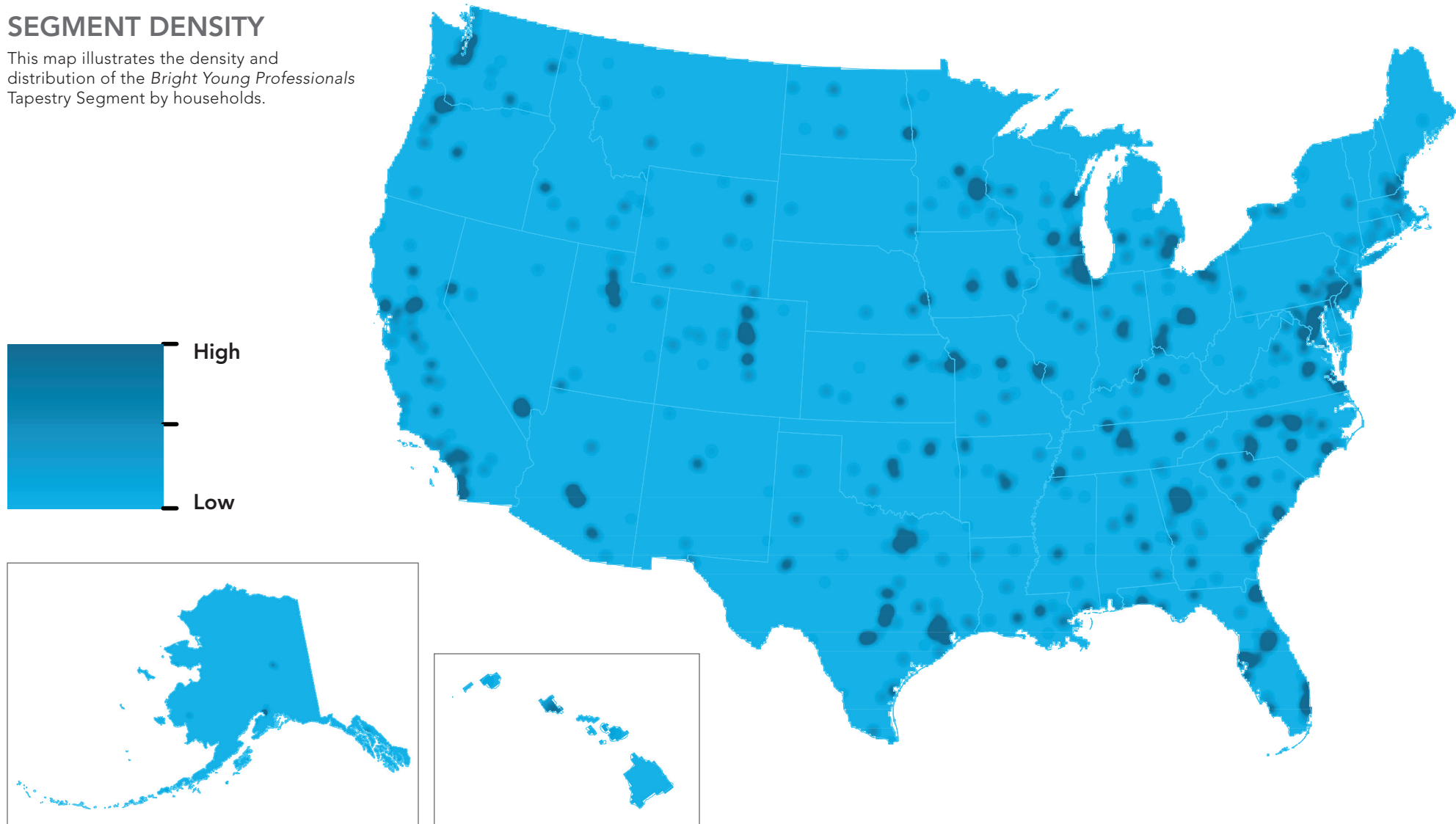
# Bright Young Professionals



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

## SEGMENT DENSITY

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



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THE  
SCIENCE  
OF  
WHERE™



LifeMode Group: 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.



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.

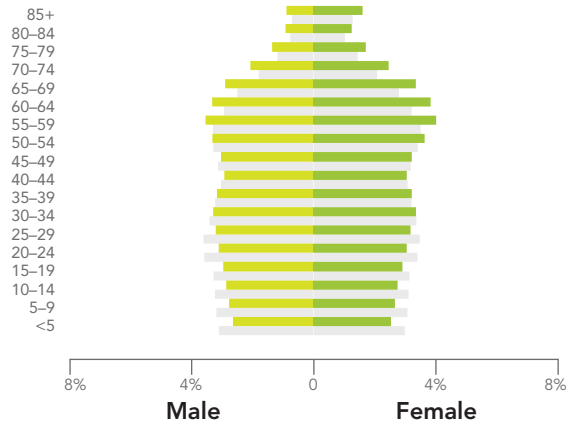




## AGE BY SEX (Esri data)

Median Age: **42.0** US: 38.2

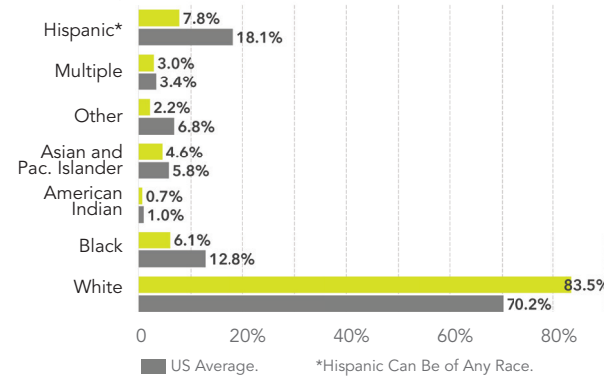
■ Indicates US



## 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).

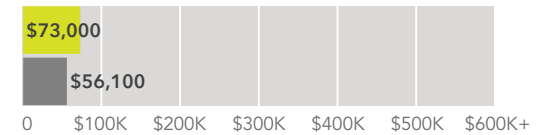
Diversity Index: **39.8** US: 64.0



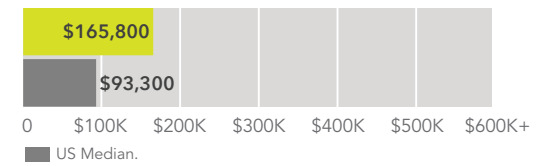
## INCOME AND NET WORTH

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

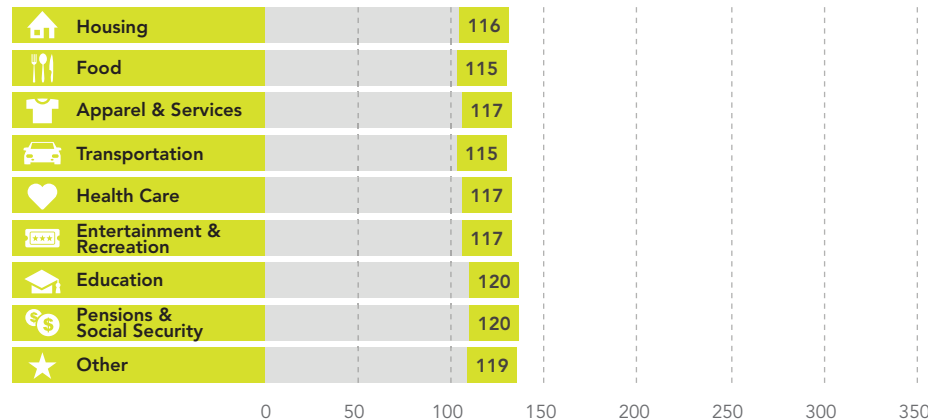


### Median Net Worth



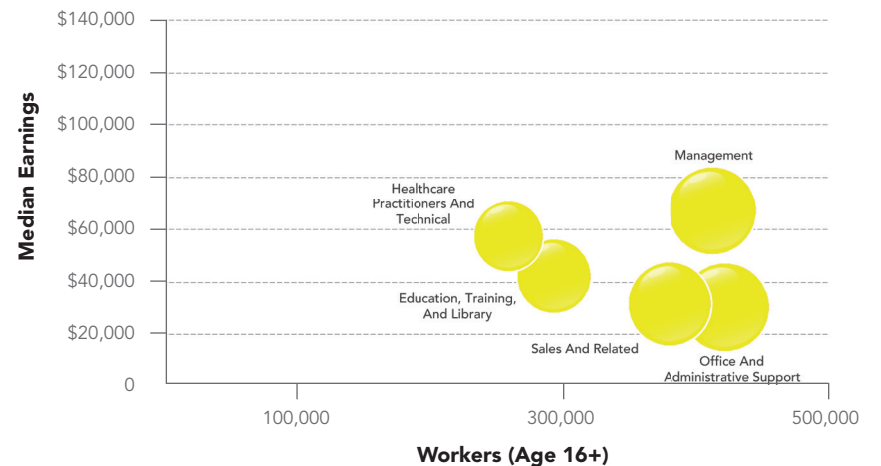
## AVERAGE HOUSEHOLD BUDGET INDEX

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)

- 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

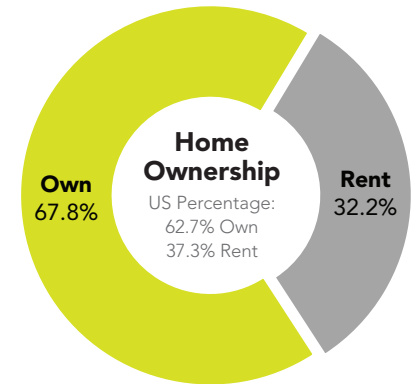
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



**Typical Housing:**  
Single Family

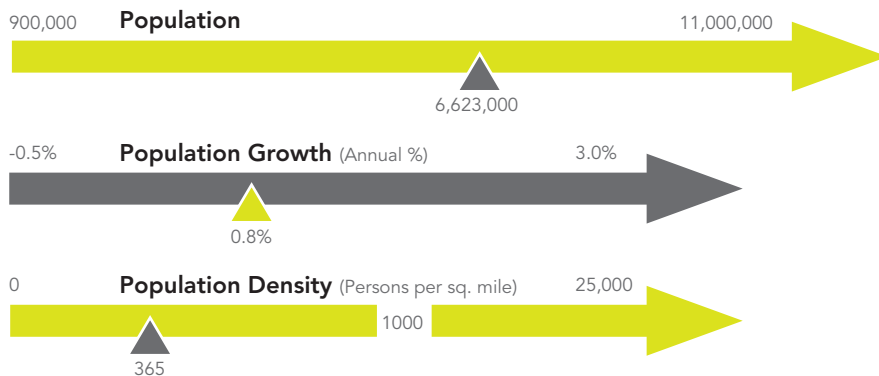
**Median Value:**  
\$243,900

US Median: \$207,300



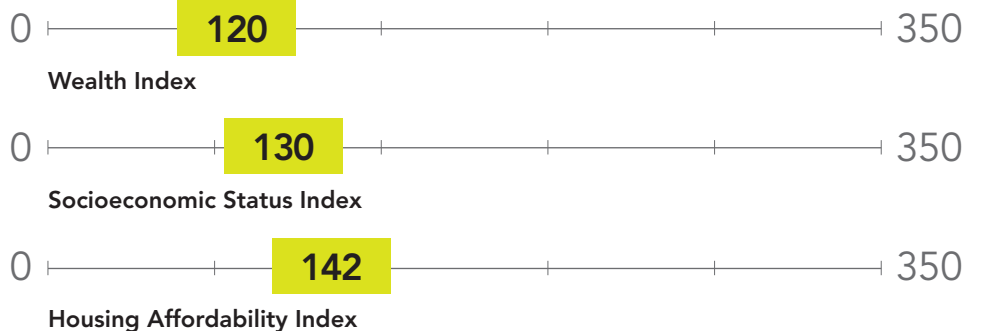
## POPULATION CHARACTERISTICS

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

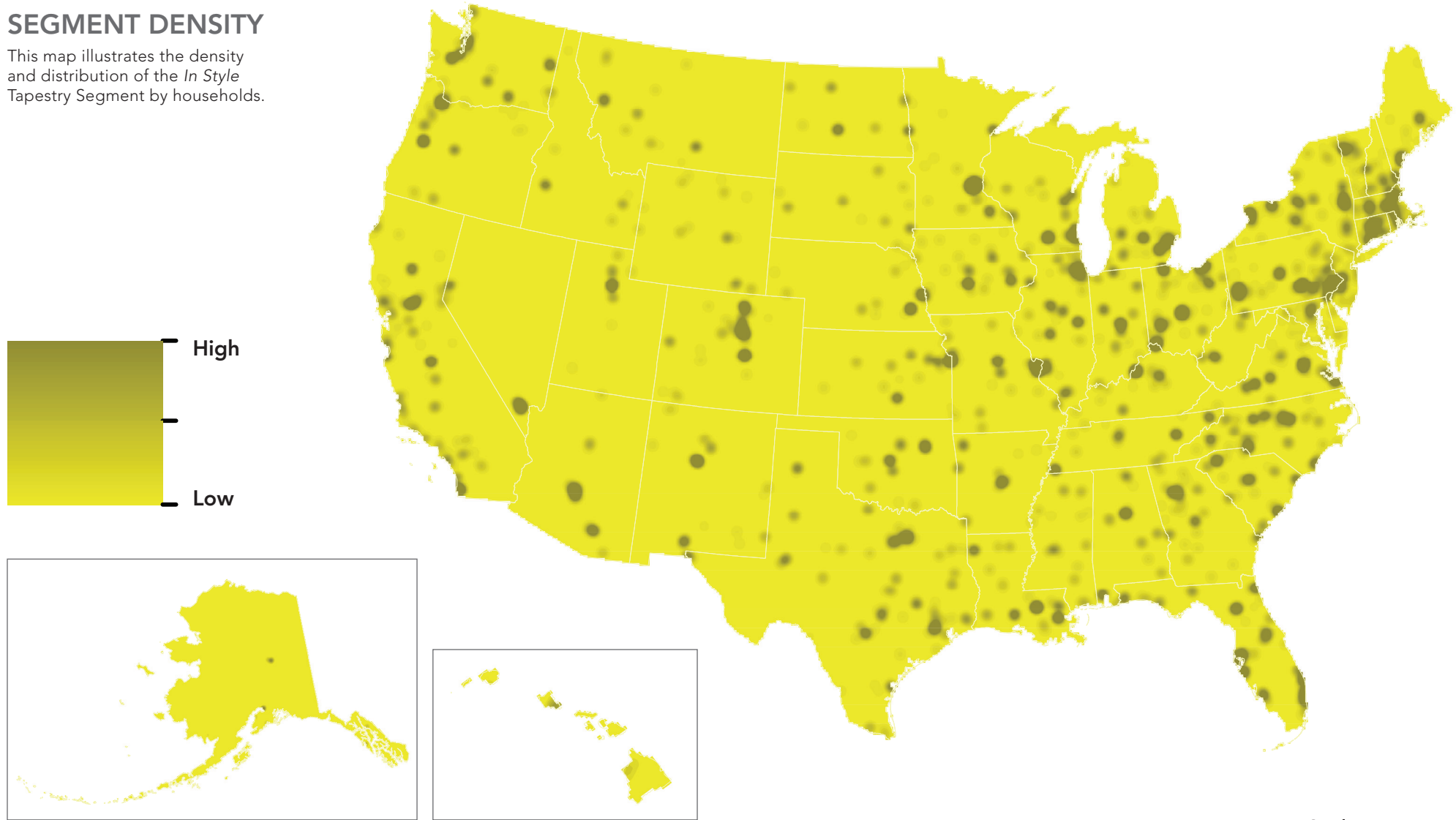
Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





## SEGMENT DENSITY

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



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LifeMode Group: Family Landscapes

# Workday Drive

4A

**Households:** 3,541,300

**Average Household Size:** 2.97 **Median**

**Age:** 37.0

**Median Household Income:** \$90,500

## WHO ARE WE?

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

## OUR NEIGHBORHOOD

- *Workday Drive* residents prefer the suburban periphery of metropolitan areas.
- Predominantly single family, homes are in newer neighborhoods, 34% built in the 1990s (Index 236), 31% built since 2000.
- Owner-occupied homes have high rate of mortgages at 68% (Index 164), and low rate vacancy at 4%.
- Median home value is \$257,400.
- Most households are married couples with children; average household size is 2.97.
- Most households have 2 or 3 vehicles; long travel time to work including a disproportionate number commuting from a different county (Index 132).

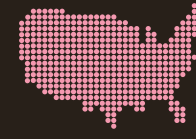
## SOCIOECONOMIC TRAITS

- 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).



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.

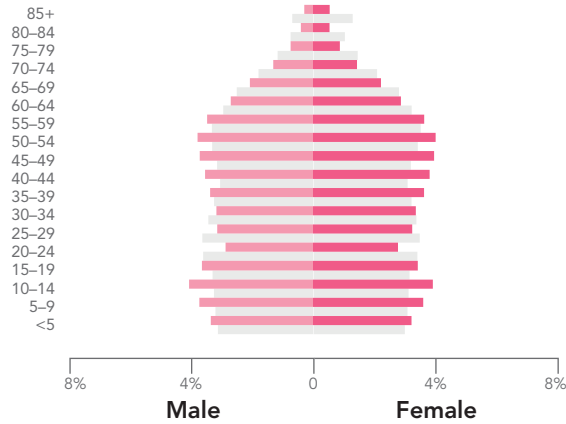
# Workday Drive



## AGE BY SEX (Esri data)

Median Age: **37.0** US: 38.2

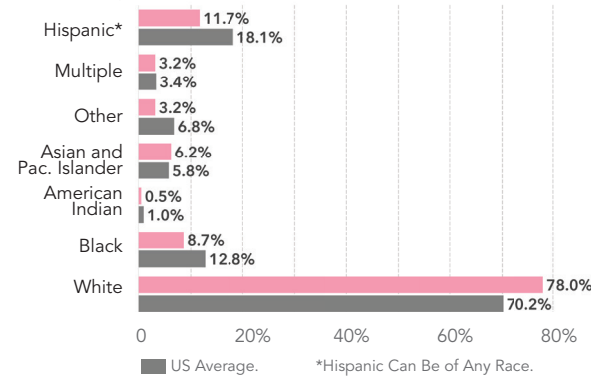
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Diversity Index: **50.8** US: 64.0



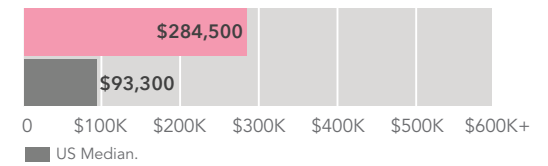
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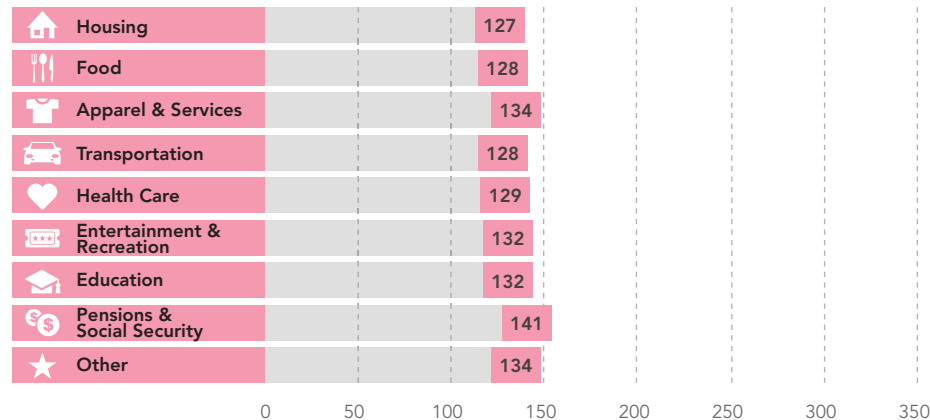


### Median Net Worth



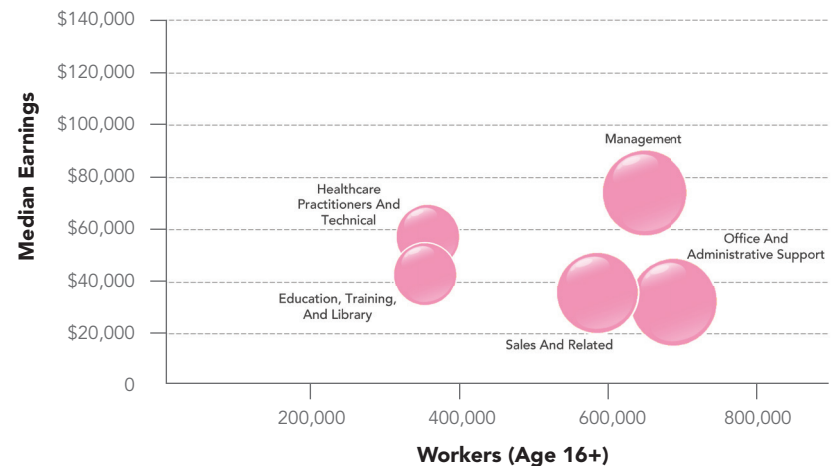
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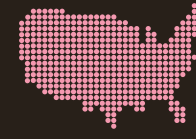


## OCCUPATION BY EARNINGS

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)

- 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

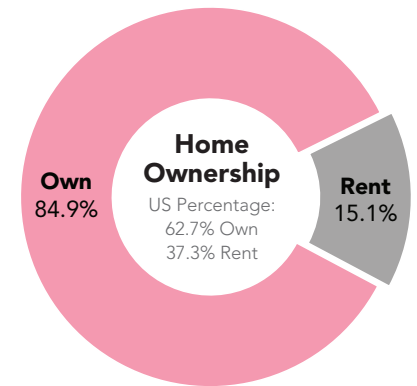
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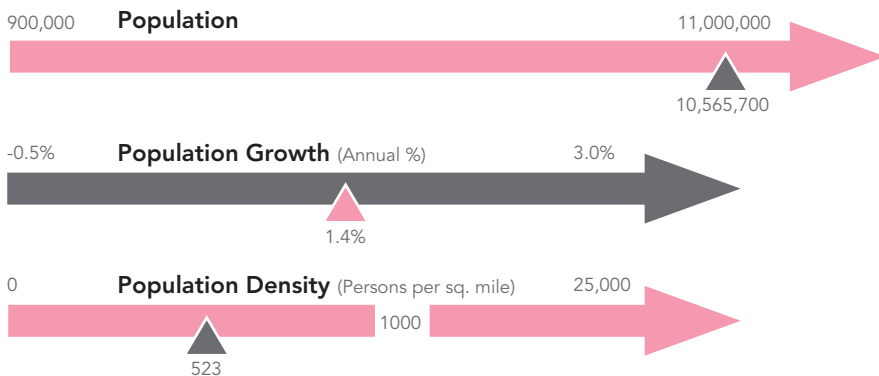
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\$257,400

US Median: \$207,300



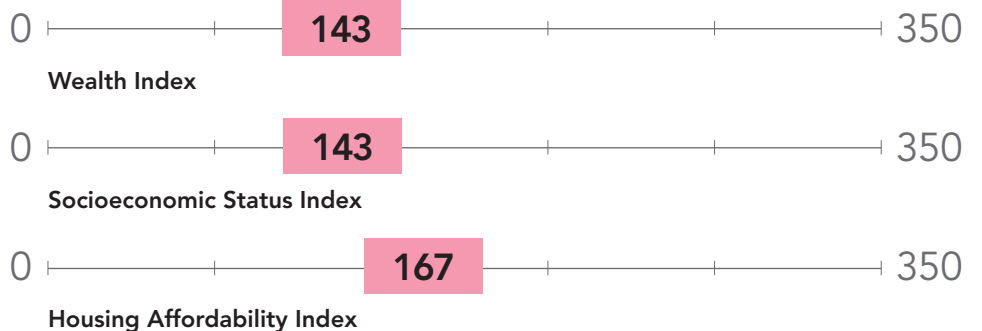
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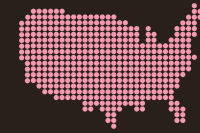


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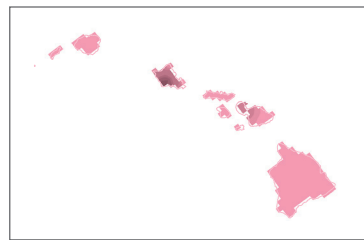
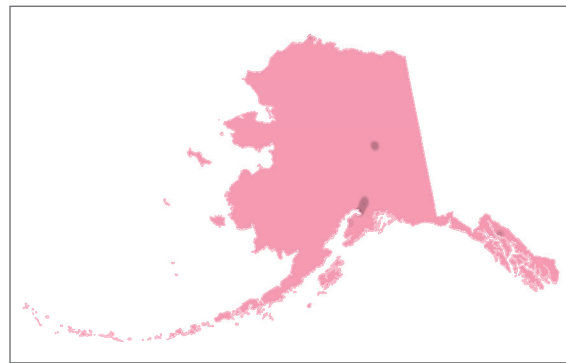
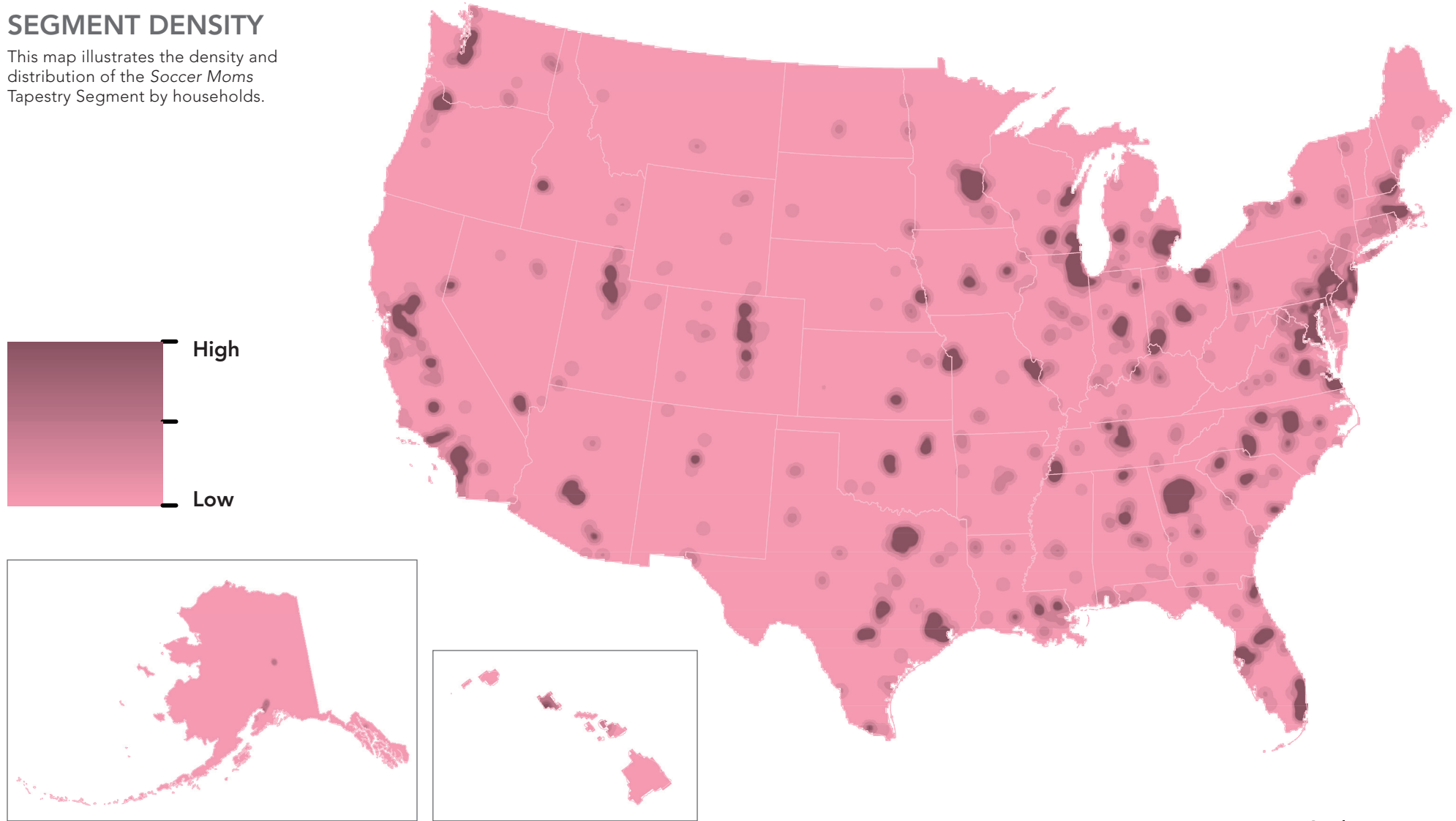


# Workday Drive



## SEGMENT DENSITY

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



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