



# Community Profile

PrimaryTA  
Area: 3.73 square miles

Prepared by Larisa Ortiz Associates

<b>Population Summary</b>	
2000 Total Population	8,756
2010 Total Population	9,052
2017 Total Population	8,941
2017 Group Quarters	215
2022 Total Population	8,957
2017-2022 Annual Rate	0.04%
2017 Total Daytime Population	6,576
Workers	1,884
Residents	4,692
<b>Household Summary</b>	
2000 Households	3,162
2000 Average Household Size	2.69
2010 Households	3,384
2010 Average Household Size	2.61
2017 Households	3,328
2017 Average Household Size	2.62
2022 Households	3,326
2022 Average Household Size	2.63
2017-2022 Annual Rate	-0.01%
2010 Families	2,341
2010 Average Family Size	3.23
2017 Families	2,279
2017 Average Family Size	3.26
2022 Families	2,266
2022 Average Family Size	3.27
2017-2022 Annual Rate	-0.11%
<b>Housing Unit Summary</b>	
2000 Housing Units	3,232
Owner Occupied Housing Units	71.1%
Renter Occupied Housing Units	26.8%
Vacant Housing Units	2.1%
2010 Housing Units	3,538
Owner Occupied Housing Units	71.4%
Renter Occupied Housing Units	24.3%
Vacant Housing Units	4.4%
2017 Housing Units	3,561
Owner Occupied Housing Units	68.9%
Renter Occupied Housing Units	24.5%
Vacant Housing Units	6.5%
2022 Housing Units	3,585
Owner Occupied Housing Units	68.6%
Renter Occupied Housing Units	24.2%
Vacant Housing Units	7.2%
<b>Median Household Income</b>	
2017	\$95,088
2022	\$102,932
<b>Median Home Value</b>	
2017	\$431,869
2022	\$462,817
<b>Per Capita Income</b>	
2017	\$44,929
2022	\$50,217
<b>Median Age</b>	
2010	43.2
2017	45.5
2022	45.8

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

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

October 11, 2017



### 2017 Households by Income

Household Income Base	3,328
<\$15,000	5.6%
\$15,000 - \$24,999	6.4%
\$25,000 - \$34,999	5.2%
\$35,000 - \$49,999	8.8%
\$50,000 - \$74,999	11.8%
\$75,000 - \$99,999	14.6%
\$100,000 - \$149,999	23.2%
\$150,000 - \$199,999	10.2%
\$200,000+	14.3%
Average Household Income	\$119,658

### 2022 Households by Income

Household Income Base	3,326
<\$15,000	5.7%
\$15,000 - \$24,999	5.9%
\$25,000 - \$34,999	4.7%
\$35,000 - \$49,999	7.5%
\$50,000 - \$74,999	10.1%
\$75,000 - \$99,999	13.8%
\$100,000 - \$149,999	24.2%
\$150,000 - \$199,999	11.4%
\$200,000+	16.7%
Average Household Income	\$134,334

### 2017 Owner Occupied Housing Units by Value

Total	2,454
<\$50,000	0.9%
\$50,000 - \$99,999	0.4%
\$100,000 - \$149,999	1.3%
\$150,000 - \$199,999	2.3%
\$200,000 - \$249,999	5.1%
\$250,000 - \$299,999	4.6%
\$300,000 - \$399,999	26.0%
\$400,000 - \$499,999	29.2%
\$500,000 - \$749,999	21.4%
\$750,000 - \$999,999	6.9%
\$1,000,000 +	1.8%
Average Home Value	\$469,446

### 2022 Owner Occupied Housing Units by Value

Total	2,458
<\$50,000	0.2%
\$50,000 - \$99,999	0.1%
\$100,000 - \$149,999	0.4%
\$150,000 - \$199,999	0.7%
\$200,000 - \$249,999	2.1%
\$250,000 - \$299,999	2.2%
\$300,000 - \$399,999	23.1%
\$400,000 - \$499,999	33.6%
\$500,000 - \$749,999	24.7%
\$750,000 - \$999,999	9.8%
\$1,000,000 +	3.0%
Average Home Value	\$522,538

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

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



2010 Population by Age	
Total	9,052
0 - 4	5.1%
5 - 9	6.2%
10 - 14	7.1%
15 - 24	11.4%
25 - 34	8.8%
35 - 44	14.5%
45 - 54	16.4%
55 - 64	12.3%
65 - 74	8.3%
75 - 84	6.5%
85 +	3.5%
18 +	77.0%
2017 Population by Age	
Total	8,941
0 - 4	4.5%
5 - 9	5.8%
10 - 14	6.6%
15 - 24	11.2%
25 - 34	9.4%
35 - 44	11.7%
45 - 54	15.7%
55 - 64	14.1%
65 - 74	10.2%
75 - 84	6.7%
85 +	4.0%
18 +	79.3%
2022 Population by Age	
Total	8,957
0 - 4	4.4%
5 - 9	5.2%
10 - 14	6.1%
15 - 24	10.6%
25 - 34	10.3%
35 - 44	12.3%
45 - 54	13.3%
55 - 64	15.3%
65 - 74	11.0%
75 - 84	7.3%
85 +	4.0%
18 +	80.6%
2010 Population by Sex	
Males	4,326
Females	4,726
2017 Population by Sex	
Males	4,288
Females	4,653
2022 Population by Sex	
Males	4,316
Females	4,641

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



2010 Population by Race/Ethnicity	
Total	9,052
White Alone	92.7%
Black Alone	1.3%
American Indian Alone	0.2%
Asian Alone	3.1%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.2%
Two or More Races	1.5%
Hispanic Origin	6.0%
Diversity Index	23.7
2017 Population by Race/Ethnicity	
Total	8,941
White Alone	90.5%
Black Alone	1.6%
American Indian Alone	0.2%
Asian Alone	4.1%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.7%
Two or More Races	1.9%
Hispanic Origin	8.1%
Diversity Index	30.2
2022 Population by Race/Ethnicity	
Total	8,957
White Alone	88.6%
Black Alone	1.8%
American Indian Alone	0.2%
Asian Alone	5.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.2%
Two or More Races	2.2%
Hispanic Origin	10.1%
Diversity Index	35.5
2010 Population by Relationship and Household Type	
Total	9,052
In Households	97.6%
In Family Households	84.7%
Householder	25.7%
Spouse	20.7%
Child	33.1%
Other relative	3.9%
Nonrelative	1.2%
In Nonfamily Households	12.9%
In Group Quarters	2.4%
Institutionalized Population	2.1%
Noninstitutionalized Population	0.3%

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

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



<b>2017 Population 25+ by Educational Attainment</b>	
Total	6,430
Less than 9th Grade	2.1%
9th - 12th Grade, No Diploma	3.3%
High School Graduate	25.2%
GED/Alternative Credential	1.0%
Some College, No Degree	14.8%
Associate Degree	11.1%
Bachelor's Degree	24.3%
Graduate/Professional Degree	18.2%
<b>2017 Population 15+ by Marital Status</b>	
Total	7,434
Never Married	27.2%
Married	56.8%
Widowed	8.6%
Divorced	7.3%
<b>2017 Civilian Population 16+ in Labor Force</b>	
Civilian Employed	94.7%
Civilian Unemployed (Unemployment Rate)	5.3%
<b>2017 Employed Population 16+ by Industry</b>	
Total	4,342
Agriculture/Mining	0.5%
Construction	4.2%
Manufacturing	8.2%
Wholesale Trade	3.8%
Retail Trade	9.6%
Transportation/Utilities	6.0%
Information	3.6%
Finance/Insurance/Real Estate	6.8%
Services	50.1%
Public Administration	7.1%
<b>2017 Employed Population 16+ by Occupation</b>	
Total	4,340
White Collar	67.8%
Management/Business/Financial	16.4%
Professional	27.2%
Sales	10.4%
Administrative Support	13.9%
Services	15.2%
Blue Collar	16.9%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	5.2%
Installation/Maintenance/Repair	4.4%
Production	3.9%
Transportation/Material Moving	3.4%
<b>2010 Population By Urban/ Rural Status</b>	
Total Population	9,052
Population Inside Urbanized Area	100.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	0.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



<b>2010 Households by Type</b>	
Total	3,384
Households with 1 Person	27.5%
Households with 2+ People	72.5%
Family Households	69.2%
Husband-wife Families	55.5%
With Related Children	26.0%
Other Family (No Spouse Present)	13.7%
Other Family with Male Householder	3.7%
With Related Children	1.5%
Other Family with Female Householder	10.0%
With Related Children	5.1%
Nonfamily Households	3.4%
All Households with Children	32.9%
Multigenerational Households	4.3%
Unmarried Partner Households	3.5%
Male-female	3.0%
Same-sex	0.4%
<b>2010 Households by Size</b>	
Total	3,384
1 Person Household	27.5%
2 Person Household	28.0%
3 Person Household	16.5%
4 Person Household	16.5%
5 Person Household	7.5%
6 Person Household	2.7%
7 + Person Household	1.2%
<b>2010 Households by Tenure and Mortgage Status</b>	
Total	3,384
Owner Occupied	74.6%
Owned with a Mortgage/Loan	53.8%
Owned Free and Clear	20.7%
Renter Occupied	25.4%
<b>2010 Housing Units By Urban/ Rural Status</b>	
Total Housing Units	3,538
Housing Units Inside Urbanized Area	100.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	0.0%

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

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



## Top 3 Tapestry Segments

1. Pleasantville (2B)
2. Savvy Suburbanites (1D)
3. Retirement Communities

## 2017 Consumer Spending

Apparel & Services: Total \$	\$10,239,926
Average Spent	\$3,076.90
Spending Potential Index	142
Education: Total \$	\$8,570,693
Average Spent	\$2,575.33
Spending Potential Index	177
Entertainment/Recreation: Total \$	\$14,915,997
Average Spent	\$4,481.97
Spending Potential Index	144
Food at Home: Total \$	\$22,564,860
Average Spent	\$6,780.31
Spending Potential Index	135
Food Away from Home: Total \$	\$15,131,341
Average Spent	\$4,546.68
Spending Potential Index	136
Health Care: Total \$	\$26,596,149
Average Spent	\$7,991.63
Spending Potential Index	143
HH Furnishings & Equipment: Total \$	\$9,017,767
Average Spent	\$2,709.67
Spending Potential Index	139
Personal Care Products & Services: Total \$	\$3,779,319
Average Spent	\$1,135.61
Spending Potential Index	143
Shelter: Total \$	\$80,820,674
Average Spent	\$24,285.06
Spending Potential Index	150
Support Payments/Cash Contributions/Gifts in Kind: Total	\$11,431,383
Average Spent	\$3,434.91
Spending Potential Index	147
Travel: Total \$	\$10,961,628
Average Spent	\$3,293.76
Spending Potential Index	159
Vehicle Maintenance & Repairs: Total \$	\$4,993,618
Average Spent	\$1,500.49
Spending Potential Index	140

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

**Source:** Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



# Community Profile

SecondaryTA  
Area: 16.14 square miles

Prepared by Larisa Ortiz Associates

<b>Population Summary</b>	
2000 Total Population	42,741
2010 Total Population	43,178
2017 Total Population	43,327
2017 Group Quarters	1,113
2022 Total Population	43,723
2017-2022 Annual Rate	0.18%
2017 Total Daytime Population	31,309
Workers	9,363
Residents	21,946
<b>Household Summary</b>	
2000 Households	14,101
2000 Average Household Size	2.96
2010 Households	14,740
2010 Average Household Size	2.85
2017 Households	14,727
2017 Average Household Size	2.87
2022 Households	14,821
2022 Average Household Size	2.87
2017-2022 Annual Rate	0.13%
2010 Families	11,470
2010 Average Family Size	3.29
2017 Families	11,379
2017 Average Family Size	3.32
2022 Families	11,419
2022 Average Family Size	3.34
2017-2022 Annual Rate	0.07%
<b>Housing Unit Summary</b>	
2000 Housing Units	14,294
Owner Occupied Housing Units	85.5%
Renter Occupied Housing Units	13.2%
Vacant Housing Units	1.4%
2010 Housing Units	15,186
Owner Occupied Housing Units	83.1%
Renter Occupied Housing Units	13.9%
Vacant Housing Units	2.9%
2017 Housing Units	15,310
Owner Occupied Housing Units	81.8%
Renter Occupied Housing Units	14.4%
Vacant Housing Units	3.8%
2022 Housing Units	15,477
Owner Occupied Housing Units	81.3%
Renter Occupied Housing Units	14.5%
Vacant Housing Units	4.2%
<b>Median Household Income</b>	
2017	\$115,053
2022	\$122,423
<b>Median Home Value</b>	
2017	\$492,253
2022	\$526,224
<b>Per Capita Income</b>	
2017	\$51,195
2022	\$56,566
<b>Median Age</b>	
2010	43.0
2017	45.5
2022	46.5

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

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

October 11, 2017





2017 Households by Income	
Household Income Base	14,727
<\$15,000	4.7%
\$15,000 - \$24,999	4.1%
\$25,000 - \$34,999	3.1%
\$35,000 - \$49,999	6.7%
\$50,000 - \$74,999	9.7%
\$75,000 - \$99,999	11.7%
\$100,000 - \$149,999	24.3%
\$150,000 - \$199,999	15.0%
\$200,000+	20.5%
Average Household Income	\$149,156

2022 Households by Income	
Household Income Base	14,821
<\$15,000	4.7%
\$15,000 - \$24,999	3.8%
\$25,000 - \$34,999	2.7%
\$35,000 - \$49,999	5.8%
\$50,000 - \$74,999	8.2%
\$75,000 - \$99,999	10.9%
\$100,000 - \$149,999	24.7%
\$150,000 - \$199,999	16.2%
\$200,000+	23.0%
Average Household Income	\$165,520

2017 Owner Occupied Housing Units by Value	
Total	12,516
<\$50,000	0.6%
\$50,000 - \$99,999	0.4%
\$100,000 - \$149,999	0.6%
\$150,000 - \$199,999	0.6%
\$200,000 - \$249,999	1.4%
\$250,000 - \$299,999	1.4%
\$300,000 - \$399,999	16.6%
\$400,000 - \$499,999	30.8%
\$500,000 - \$749,999	31.7%
\$750,000 - \$999,999	10.2%
\$1,000,000 +	5.8%
Average Home Value	\$564,924

2022 Owner Occupied Housing Units by Value	
Total	12,577
<\$50,000	0.1%
\$50,000 - \$99,999	0.1%
\$100,000 - \$149,999	0.1%
\$150,000 - \$199,999	0.2%
\$200,000 - \$249,999	0.5%
\$250,000 - \$299,999	0.6%
\$300,000 - \$399,999	13.9%
\$400,000 - \$499,999	30.7%
\$500,000 - \$749,999	34.6%
\$750,000 - \$999,999	11.8%
\$1,000,000 +	7.2%
Average Home Value	\$600,471

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

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



# Community Profile

SecondaryTA  
Area: 16.14 square miles

Prepared by Larisa Ortiz Associates

2010 Population by Age	
Total	43,181
0 - 4	4.8%
5 - 9	7.2%
10 - 14	8.3%
15 - 24	11.5%
25 - 34	7.3%
35 - 44	14.4%
45 - 54	18.0%
55 - 64	12.0%
65 - 74	8.5%
75 - 84	5.6%
85 +	2.4%
18 +	74.7%
2017 Population by Age	
Total	43,328
0 - 4	4.2%
5 - 9	5.9%
10 - 14	7.5%
15 - 24	11.9%
25 - 34	8.8%
35 - 44	10.9%
45 - 54	16.7%
55 - 64	14.6%
65 - 74	10.4%
75 - 84	6.1%
85 +	2.9%
18 +	77.8%
2022 Population by Age	
Total	43,723
0 - 4	4.2%
5 - 9	5.2%
10 - 14	6.5%
15 - 24	11.0%
25 - 34	9.7%
35 - 44	11.7%
45 - 54	14.1%
55 - 64	16.1%
65 - 74	11.7%
75 - 84	6.9%
85 +	3.1%
18 +	79.9%
2010 Population by Sex	
Males	21,092
Females	22,086
2017 Population by Sex	
Males	21,179
Females	22,148
2022 Population by Sex	
Males	21,415
Females	22,308

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



2010 Population by Race/Ethnicity	
Total	43,178
White Alone	93.7%
Black Alone	1.1%
American Indian Alone	0.1%
Asian Alone	3.1%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.9%
Two or More Races	1.2%
Hispanic Origin	4.9%
Diversity Index	20.3
2017 Population by Race/Ethnicity	
Total	43,328
White Alone	91.8%
Black Alone	1.4%
American Indian Alone	0.1%
Asian Alone	4.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.2%
Two or More Races	1.5%
Hispanic Origin	6.6%
Diversity Index	25.9
2022 Population by Race/Ethnicity	
Total	43,724
White Alone	90.2%
Black Alone	1.6%
American Indian Alone	0.1%
Asian Alone	4.9%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.5%
Two or More Races	1.7%
Hispanic Origin	8.2%
Diversity Index	30.7
2010 Population by Relationship and Household Type	
Total	43,178
In Households	97.4%
In Family Households	88.6%
Householder	26.4%
Spouse	22.8%
Child	35.2%
Other relative	3.1%
Nonrelative	1.1%
In Nonfamily Households	8.8%
In Group Quarters	2.6%
Institutionalized Population	1.9%
Noninstitutionalized Population	0.7%

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

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



<b>2017 Population 25+ by Educational Attainment</b>	
Total	30,548
Less than 9th Grade	1.8%
9th - 12th Grade, No Diploma	3.8%
High School Graduate	20.8%
GED/Alternative Credential	1.1%
Some College, No Degree	15.6%
Associate Degree	9.7%
Bachelor's Degree	25.9%
Graduate/Professional Degree	21.4%
<b>2017 Population 15+ by Marital Status</b>	
Total	35,704
Never Married	27.5%
Married	59.3%
Widowed	6.4%
Divorced	6.8%
<b>2017 Civilian Population 16+ in Labor Force</b>	
Civilian Employed	95.3%
Civilian Unemployed (Unemployment Rate)	4.7%
<b>2017 Employed Population 16+ by Industry</b>	
Total	21,822
Agriculture/Mining	0.3%
Construction	4.9%
Manufacturing	5.9%
Wholesale Trade	3.3%
Retail Trade	9.0%
Transportation/Utilities	4.5%
Information	2.7%
Finance/Insurance/Real Estate	9.9%
Services	52.8%
Public Administration	6.6%
<b>2017 Employed Population 16+ by Occupation</b>	
Total	21,822
White Collar	75.4%
Management/Business/Financial	20.3%
Professional	30.1%
Sales	11.4%
Administrative Support	13.7%
Services	12.9%
Blue Collar	11.7%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	3.9%
Installation/Maintenance/Repair	2.4%
Production	2.2%
Transportation/Material Moving	3.1%
<b>2010 Population By Urban/ Rural Status</b>	
Total Population	43,178
Population Inside Urbanized Area	100.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	0.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



<b>2010 Households by Type</b>	
Total	14,739
Households with 1 Person	19.1%
Households with 2+ People	80.9%
Family Households	77.8%
Husband-wife Families	67.0%
With Related Children	33.8%
Other Family (No Spouse Present)	10.9%
Other Family with Male Householder	2.8%
With Related Children	1.2%
Other Family with Female Householder	8.1%
With Related Children	4.0%
Nonfamily Households	3.0%
All Households with Children	39.1%
Multigenerational Households	4.2%
Unmarried Partner Households	3.3%
Male-female	2.7%
Same-sex	0.6%
<b>2010 Households by Size</b>	
Total	14,739
1 Person Household	19.1%
2 Person Household	28.6%
3 Person Household	18.0%
4 Person Household	20.7%
5 Person Household	9.7%
6 Person Household	2.8%
7 + Person Household	1.1%
<b>2010 Households by Tenure and Mortgage Status</b>	
Total	14,740
Owner Occupied	85.6%
Owned with a Mortgage/Loan	61.3%
Owned Free and Clear	24.3%
Renter Occupied	14.4%
<b>2010 Housing Units By Urban/ Rural Status</b>	
Total Housing Units	15,186
Housing Units Inside Urbanized Area	100.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	0.0%

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

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



### Top 3 Tapestry Segments

1. Pleasantville (2B)
2. Savvy Suburbanites (1D)
3. Top Tier (1A)

### 2017 Consumer Spending

Apparel & Services: Total \$	\$56,692,658
Average Spent	\$3,849.57
Spending Potential Index	178
Education: Total \$	\$46,983,354
Average Spent	\$3,190.29
Spending Potential Index	219
Entertainment/Recreation: Total \$	\$82,215,024
Average Spent	\$5,582.61
Spending Potential Index	179
Food at Home: Total \$	\$122,381,720
Average Spent	\$8,310.02
Spending Potential Index	165
Food Away from Home: Total \$	\$83,868,887
Average Spent	\$5,694.91
Spending Potential Index	171
Health Care: Total \$	\$145,455,641
Average Spent	\$9,876.80
Spending Potential Index	177
HH Furnishings & Equipment: Total \$	\$50,459,227
Average Spent	\$3,426.31
Spending Potential Index	176
Personal Care Products & Services: Total \$	\$20,942,655
Average Spent	\$1,422.06
Spending Potential Index	179
Shelter: Total \$	\$434,891,522
Average Spent	\$29,530.22
Spending Potential Index	182
Support Payments/Cash Contributions/Gifts in Kind: Total	\$64,139,768
Average Spent	\$4,355.25
Spending Potential Index	186
Travel: Total \$	\$61,211,150
Average Spent	\$4,156.39
Spending Potential Index	201
Vehicle Maintenance & Repairs: Total \$	\$27,355,434
Average Spent	\$1,857.50
Spending Potential Index	173

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

**Source:** Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.