

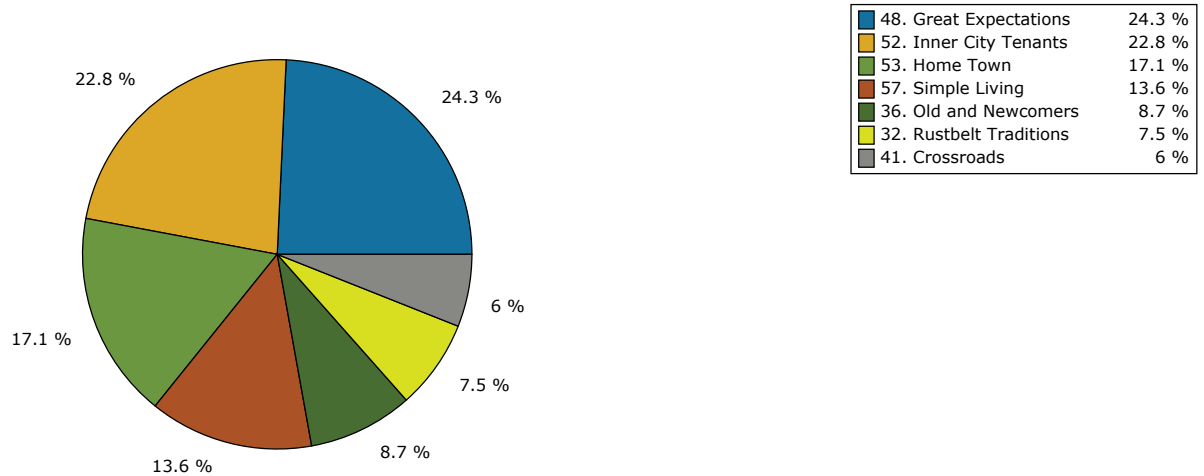


Lifestyle Report

4003 Madison Ave
Retail Condo
Ring: 1 mile radius

Prepared by Clint Fultz
Latitude: 39.70765
Longitude: -86.141734

Top 10 Tapestry Segments



Top 10 Tapestry Segments:

48. Great Expectations

Young singles who live alone and married-couple families dominate the Great Expectations market, although all household types are represented. The median age is 33.2 years. Some residents are just beginning their careers or family lives. Compared to the U.S. figures, this segment has a higher proportion of residents who are in their 20s and a higher proportion of householders younger than 35 years. The ethnic diversity and racial composition of this segment are similar to U.S. levels. The median household income of \$33,993 is lower than the US median. Nearly half of the population aged 25 years and older has some postsecondary education; 18 percent hold a bachelor's or graduate degree. For additional information on this lifestyle, click here:

http://www.esri.com/~media/Files/Pdfs/data/esri_data/pdfs/tapestry-singles/48_great_expectations.pdf

52. Inner City Tenants

Inner City Tenants residents are a microcosm of urban diversity; their population is represented primarily by white, black, and Hispanic cultures. Three in ten residents are Hispanic. This multicultural market is younger than average, with a median age of 28.9 years. The household composition also reflects their youth. Household types are mixed; 34 percent are singles, 28 percent are married-couple families, 21 percent are single parents, and 10 percent share housing. Turnover is high in these neighborhoods because many are enrolled in nearby colleges and work part-time. These neighborhoods are also a steppingstone for recent immigrants, with an annual population growth of 0.46 percent. For additional information on this lifestyle, click here:

http://www.esri.com/~media/Files/Pdfs/data/esri_data/pdfs/tapestry-singles/52_inner_city_tenants.pdf

53. Home Town

Home Town households are a mix of married-couple families, singles who live alone, and single-parent families. With a median age of 33.9 years, this is a slightly younger market than the U.S. as a whole. However, one in three is aged 65 years or older. Many families encompass two generations who have lived and worked in the community; their children plan to do the same. Seventy-two percent of the residents are white; 15 percent are black. The median household income is \$28,501. Although 73 percent of households derive income from wages and salaries, some rely on Supplemental Security Income and public assistance for support. For additional information on this lifestyle, click here:

http://www.esri.com/~media/Files/Pdfs/data/esri_data/pdfs/tapestry-singles/53_home_town.pdf

57. Simple Living

With a median age of 40 years, this market is slightly older than the U.S. median of 37.3 years. Approximately one-fifth of Simple Living residents are aged 65 years or older; 12 percent are aged 75 or older. Half are singles who live alone or share housing; 32 percent are married-couple families. Young families with children and ethnic cultures are in the minority; most residents are white. This market size is stable with negligible growth. The median household income is \$27,007. Nearly 40 percent of households collect Social Security benefits, 8 percent receive Supplemental Security Income, and 6 percent receive public assistance. For additional information on this lifestyle, click here:

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36. Old and Newcomers

Residents of these transitional neighborhoods are either beginning their careers or retiring. They range in age from their 20s to 75 and older. Their median age of 36.4 years splits this disparity. There are more singles and shared households than families in these neighborhoods. Most of the residents are white; however, the diversity closely resembles that of the U.S. The median household income of \$38,531 is below the US median. Educational attainment, college, and graduate school enrollment are above average. The distribution of employees by occupation is similar to that of the U.S. For additional information on this lifestyle, click here:

http://www.esri.com/~media/Files/Pdfs/data/esri_data/pdfs/tapestry-singles/36_old_and_newcomers.pdf

32. Rustbelt Traditions

These neighborhoods are primarily a mix of married-couple families, single parents, and singles who live alone. With a population of 8.4 million, this segment is one of Tapestry's largest. The median age is 36 years, just below the U.S. median. There is little diversity in these communities. The median household income is \$40,508, slightly below that of the U.S. median. Half of the employed residents work in white-collar jobs. For years, these residents sustained the manufacturing industry that drove local economies. Now, the service industry predominates, followed by manufacturing and retail trade. For additional information on this lifestyle, click here:

http://www.esri.com/~media/Files/Pdfs/data/esri_data/pdfs/tapestry-singles/32_rustbelt_traditions.pdf

41. Crossroads

Crossroads neighborhoods are growing communities in small towns in the South, Midwest, and West. Married couples with and without children and single parents are the primary household types in these areas. Younger than the U.S. average, they have a median age of 33.7 years; nearly half are younger than 45. This population is growing at 0.87 percent annually, faster than the growth of the U.S. population. One in five is Hispanic, a higher proportion than the U.S. The median household income is \$36,322. Educational attainment is on par with the US average; 40 percent of residents aged 25 years or older have attended college. Most employed residents work in the manufacturing, retail, construction, and service industries. For additional information on this lifestyle, click here:

http://www.esri.com/~media/Files/Pdfs/data/esri_data/pdfs/tapestry-singles/41_crossroads.pdf

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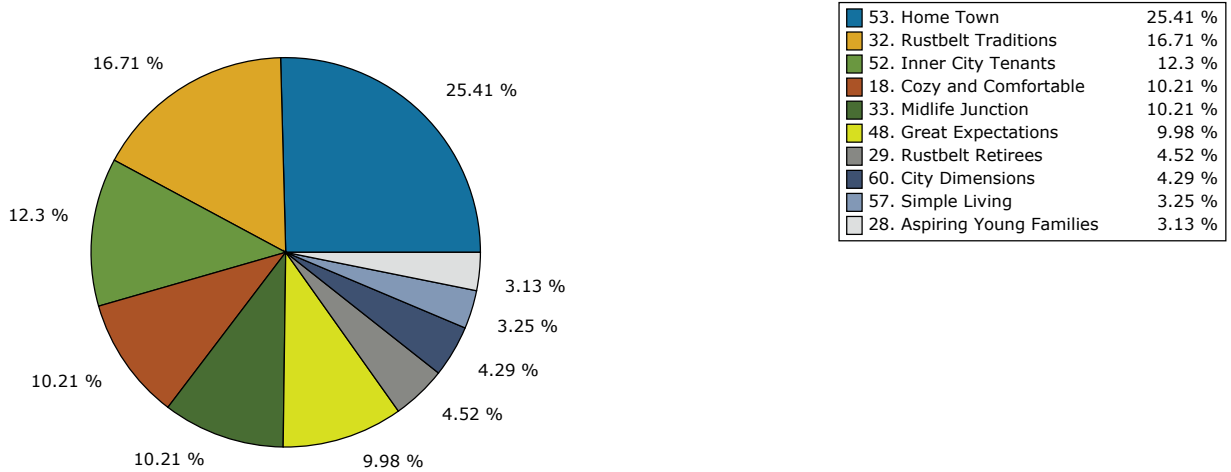


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18. Cozy and Comfortable

Cozy and Comfortable residents are middle-aged married couples who are comfortably settled in their single-family homes in older neighborhoods. The median age of 42 years is five years older than the U.S. median of 37.3 years. Most residents are married without children or married couples with school-aged or adult children. With 8.7 million people, this is a relatively large segment that is growing moderately by 0.39 percent annually since 2000. Most of these residents are white. Although the labor force is older, they are in no hurry to retire. Employed residents work in professional, managerial, and service occupations in a variety of industry sectors. For additional information on this lifestyle, click here: http://www.esri.com/~media/Files/Pdfs/data/esri_data/pdfs/tapestry-singles/18_cozy_and_comfortable.pdf

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33. Midlife Junction

The median age for residents in these neighborhoods is 41.1 years; nearly 20 percent are aged 65 years or older. Households are a mix of family types and singles who live alone or share housing. Nearly half are married-couple families; 31 percent are singles. Most of these residents are white. Most are still working. A third of the households receive Social Security. The median household income of \$43,391 is slightly below the U.S. median. Educational attainment levels are comparable to the U.S. levels. Although scattered in suburbs across the country, these neighborhoods are found more frequently in the South and Midwest. Sixty-two percent of residents own their homes, close to the U.S. rate. For additional information on this lifestyle, click here:

http://www.esri.com/~media/Files/Pdfs/data/esri_data/pdfs/tapestry-singles/33_midlife_junction.pdf

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29. Rustbelt Retirees

Most of the households in these neighborhoods are married couples with no children or singles who live alone. Twenty percent are married couples with children. The median age is 44.6 years; more than one-third of the householders are aged 65 years or older. Seventeen percent are veterans. These neighborhoods are not ethnically diverse. Many residents still work. Most households derive income from wages. However, 45 percent of households earn income from interest, dividends, and rental properties; 40 percent draw Social Security benefits; and 28 percent receive retirement income. The median household income is \$45,782, just below that of the U.S. median. For additional information on this lifestyle, click here:

http://www.esri.com/~media/Files/Pdfs/data/esri_data/pdfs/tapestry-singles/29_rustbelt_retirees.pdf

60. City Dimensions

Diversity in household type and ethnicity characterizes City Dimensions neighborhoods. Most of these residents are young, with a median age of 29.6 years. Households are a mix of types; most are singles who live alone (31 percent), married-couple families (30 percent), and single-parent families (23 percent). Ethnic diversity is high. Nearly half of the residents are white and one-fourth are black; however, higher-than-average proportions of other race populations are also represented. Three in ten residents are of Hispanic origin. The median household income is \$25,154. Ten percent of the households receive Supplemental Security Income; 11 percent receive public assistance. For additional information on this lifestyle, click here:

http://www.esri.com/~media/Files/Pdfs/data/esri_data/pdfs/tapestry-singles/60_city_dimensions.pdf

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28. Aspiring Young Families

Most of the residents in these neighborhoods are young, startup families; married couples with or without children; and single parents. The average family size of 3.1 people matches the U.S. average. Approximately two-thirds of the households are families, 27 percent are single person, and 9 percent are shared. Annual population growth is 1.3 percent, higher than the U.S. figure. The median age is 31.1 years; nearly 20 percent of the residents are in their 20s. Typical of younger populations, Aspiring Young Families residents are more ethnically diverse than the total U.S. population. The median household income is \$44,495; wages provide the primary source of income. For additional information on this lifestyle, click here:

http://www.esri.com/~media/Files/Pdfs/data/esri_data/pdfs/tapestry-singles/28_aspiring_young_families.pdf

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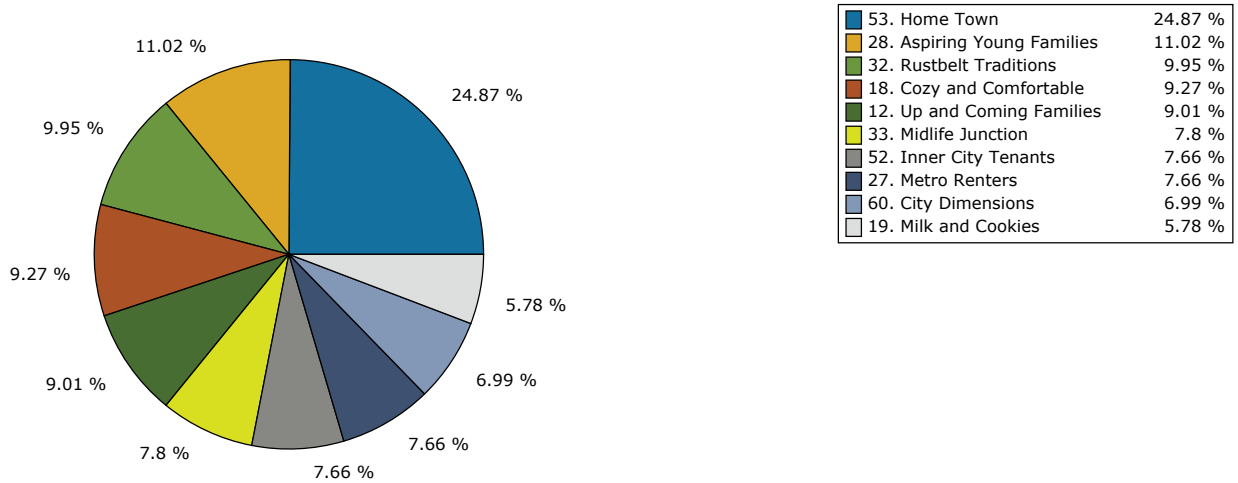


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12. Up and Coming Families

With an annual household growth rate of 1.57 percent, Up and Coming Families represents Tapestry's second highest household growth market. A mix of Generation Xers and Baby Boomers with a median age of 32.6 years, this segment is the youngest of Tapestry's affluent family markets. Residents of these neighborhoods are young, affluent families with younger children. Eighty percent of the households are families. Most of the residents are white; however, diversity is increasing as the segment grows. Beginning their careers, residents of Up and Coming Families are earning above-average incomes. The median household income is \$66,417, higher than the national median. For additional information on this lifestyle, click here: http://www.esri.com/~media/Files/Pdfs/data/esri_data/pdfs/tapestry-singles/12_up_and_coming_families.pdf

33. Midlife Junction

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27. Metro Renters

Young, educated singles, residents of Metro Renters neighborhoods are just beginning their professional careers in some of the largest U.S. cities such as New York, Chicago, and Los Angeles. Residents will sometimes share housing with a roommate to help defray the cost of their high rent. Households are either single person or shared. The median age of 32.1 years is younger than the U.S. median of 37.3 years. Approximately 30 percent are in their 20s; 14 percent are in their early 30s. This younger population is also more diverse than the U.S. population. Eleven and a half percent of the residents are Asian. The median household income is \$49,852. For additional information on this lifestyle, click here:

http://www.esri.com/~media/Files/Pdfs/data/esri_data/pdfs/tapestry-singles/27_metro_renters.pdf

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19. Milk and Cookies

Upscale living on a family allowance, Milk and Cookies are neighborhoods of young, affluent married couples who are starting their families or already have young children. The median age of 34.2 years represents the presence of kids; nearly half of the households include children. One in four householders is between the ages of 45 and 54. The population diversity is comparable to that of the U.S., and the proportions of the population by race approximate the U.S. distributions with slightly above-average ratios of black and Hispanic residents. Ninety percent of Milk and Cookies households earn income from wages. The median household income is \$54,389. For additional information on this lifestyle, click here:

http://www.esri.com/~media/Files/Pdfs/data/esri_data/pdfs/tapestry-singles/19_milk_and_cookies.pdf

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