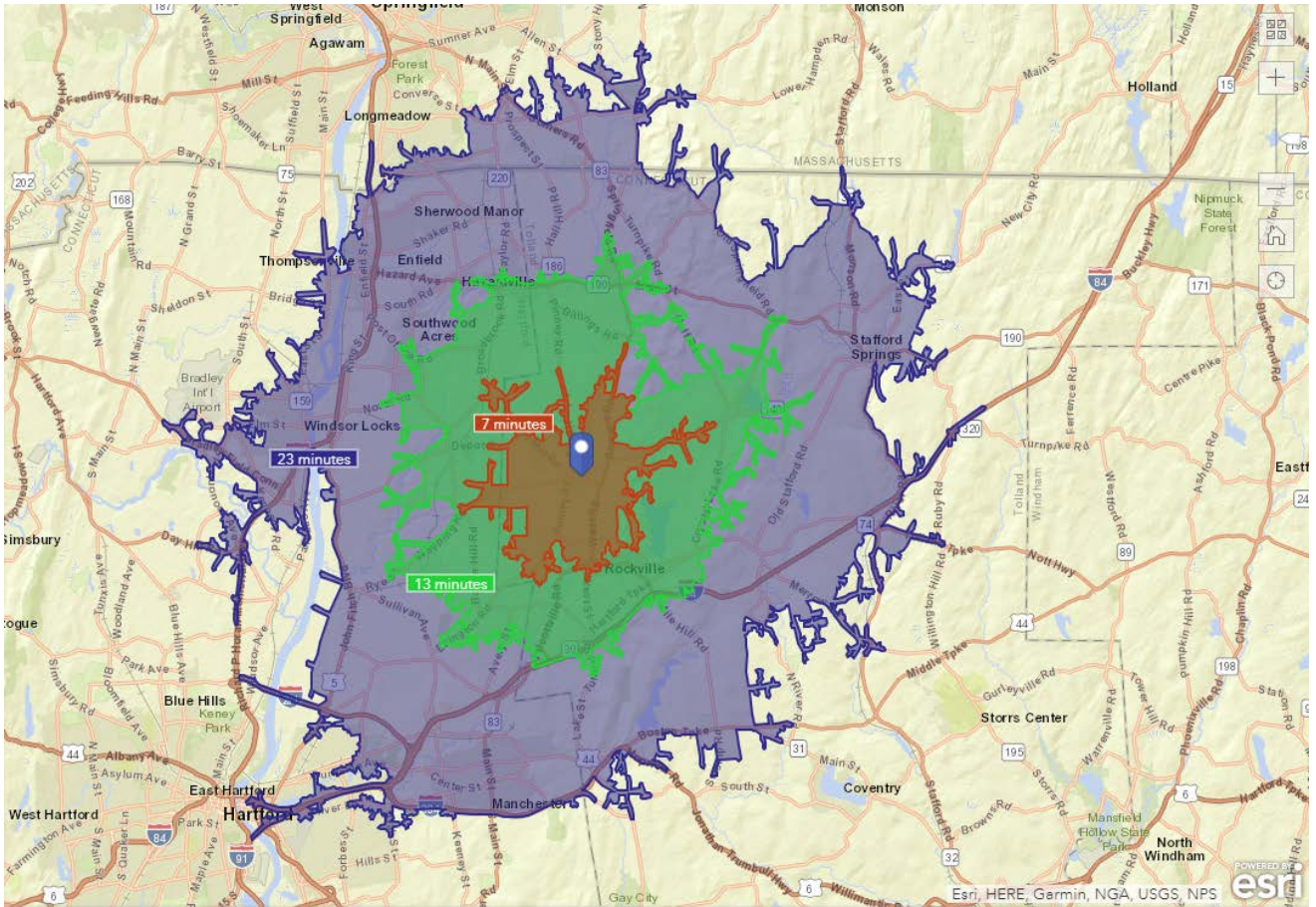


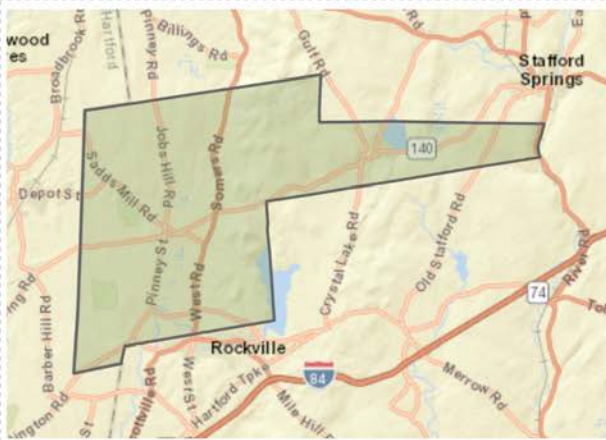
# Ellington, CT Market Analysis



- 7, 13, and 23-min drive time trade areas
- Town municipal borders

# Market Summary

## Town of Ellington, CT (municipal borders)



### KEY FACTS

15,882

Population

42.5

Median Age






Average Household Size

\$81,850

Median Household Income

### Tapestry Segments

 4A Occer Moms 1,533 households	24.3% of Households
 1D Savvy Suburbanites 1,320 households	20.9% of Households
 5C Parks and Rec 1,128 households	17.9% of Households

### Households By Income

The largest group: \$100,000 - \$149,999 (21.4%)

The smallest group: <\$15,000 (3.4%)

Indicator	Value	Difference	
<\$15,000	3.4%	-2.9%	
\$15,000 - \$24,999	5.4%	-0.8%	
\$25,000 - \$34,999	5.7%	-0.2%	
\$35,000 - \$49,999	13.4%	+1.9%	
\$50,000 - \$74,999	16.7%	+1.2%	
\$75,000 - \$99,999	15.7%	+0.9%	
\$100,000 - \$149,999	21.4%	-0.2%	
\$150,000 - \$199,999	10.7%	+0.5%	
\$200,000+	7.5%	-0.4%	

Bars show deviation from  
Tolland County

### HOUSING STATS



\$269,601

Median Home Value



\$11,939

Average Spent on Mortgage & Basics



\$1,038

Median Contract Rent

### ANNUAL HOUSEHOLD SPENDING



\$2,714

Apparel & Services



\$219

Computers & Hardware



\$4,140

Eating Out



\$6,090

Groceries



\$6,991

Health Care

# Retail Market Gap Analysis

## Town of Ellington, CT (municipal borders)

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$297,586,315	\$108,150,793	\$189,435,522	46.7	68
Total Retail Trade	44-45	\$268,862,937	\$101,875,408	\$166,987,529	45.0	51
Total Food & Drink	722	\$28,723,378	\$6,275,385	\$22,447,993	64.1	17

### Leakage/Surplus Factor by Industry Group



**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.



# Business Summary

## Town of Ellington, CT 7, 13, 23-minute drive times

### Business Summary

Ellington, Connecticut  
 Drive Time: 7, 13, 23 minute radii

Prepared by Goman+York Property Advisors

Latitude: 41.90410  
 Longitude: -72.46913

Data for all businesses in area	7 minutes				13 minutes				23 minutes			
Total Businesses:	414				1,870				9,359			
Total Employees:	3,940				17,857				117,457			
Total Residential Population:	12,295				62,868				244,974			
Employee/Residential Population Ratio (per 100 Residents)	32				28				48			
	Businesses		Employees		Businesses		Employees		Businesses		Employees	
by SIC Codes	#	%	#	%	#	%	#	%	#	%	#	%
Agriculture & Mining	11	2.7%	64	1.6%	46	2.5%	307	1.7%	227	2.4%	1,573	1.3%
Construction	50	12.1%	307	7.8%	202	10.8%	1,173	6.6%	827	8.8%	4,856	4.1%
Manufacturing	21	5.1%	525	13.3%	71	3.8%	1,777	10.0%	467	5.0%	17,082	14.5%
Transportation	14	3.4%	97	2.5%	43	2.3%	428	2.4%	198	2.1%	3,310	2.8%
Communication	2	0.5%	12	0.3%	14	0.7%	74	0.4%	68	0.7%	698	0.6%
Utility	3	0.7%	14	0.4%	7	0.4%	107	0.6%	30	0.3%	586	0.5%
Wholesale Trade	18	4.3%	186	4.7%	61	3.3%	682	3.8%	406	4.3%	5,627	4.8%
Retail Trade Summary	74	17.9%	827	21.0%	360	19.3%	3,244	18.2%	2,109	22.5%	30,257	25.8%
Home Improvement	7	1.7%	51	1.3%	31	1.7%	188	1.1%	159	1.7%	1,999	1.7%
General Merchandise Stores	3	0.7%	16	0.4%	9	0.5%	144	0.8%	75	0.8%	3,905	3.3%
Food Stores	9	2.2%	289	7.3%	45	2.4%	876	4.9%	237	2.5%	5,103	4.3%
Auto Dealers, Gas Stations, Auto Aftermarket	16	3.9%	193	4.9%	49	2.6%	400	2.2%	236	2.5%	2,662	2.3%
Apparel & Accessory Stores	0	0.0%	0	0.0%	12	0.6%	23	0.1%	155	1.7%	2,138	1.8%
Furniture & Home Furnishings	6	1.4%	48	1.2%	29	1.6%	149	0.8%	161	1.7%	1,707	1.5%
Eating & Drinking Places	17	4.1%	145	3.7%	91	4.9%	1,063	6.0%	511	5.5%	8,854	7.5%
Miscellaneous Retail	17	4.1%	86	2.2%	94	5.0%	401	2.2%	576	6.2%	3,889	3.3%
Finance, Insurance, Real Estate Summary	34	8.2%	145	3.7%	147	7.9%	728	4.1%	736	7.9%	4,653	4.0%
Banks, Savings & Lending Institutions	3	0.7%	19	0.5%	17	0.9%	93	0.5%	136	1.5%	1,296	1.1%
Securities Brokers	1	0.2%	2	0.1%	13	0.7%	44	0.2%	85	0.9%	347	0.3%
Insurance Carriers & Agents	6	1.4%	38	1.0%	32	1.7%	193	1.1%	172	1.8%	983	0.8%
Real Estate, Holding, Other Investment Offices	23	5.6%	86	2.2%	85	4.5%	399	2.2%	343	3.7%	2,028	1.7%
Services Summary	152	36.7%	1,643	41.7%	716	38.3%	8,260	46.3%	3,475	37.1%	40,750	34.7%
Hotels & Lodging	0	0.0%	0	0.0%	5	0.3%	108	0.6%	56	0.6%	1,365	1.2%
Automotive Services	17	4.1%	113	2.9%	69	3.7%	391	2.2%	307	3.3%	1,885	1.6%
Motion Pictures & Amusements	11	2.7%	114	2.9%	50	2.7%	439	2.5%	257	2.7%	2,219	1.9%
Health Services	23	5.6%	358	9.1%	107	5.7%	1,703	9.5%	585	6.3%	9,844	8.4%
Legal Services	5	1.2%	13	0.3%	30	1.6%	102	0.6%	115	1.2%	554	0.5%
Education Institutions & Libraries	13	3.1%	489	12.4%	51	2.7%	2,190	12.3%	210	2.2%	8,742	7.4%
Other Services	83	20.0%	556	14.1%	404	21.6%	3,327	18.6%	1,945	20.8%	16,141	13.7%
Government	26	6.3%	119	3.0%	134	7.2%	1,066	6.0%	476	5.1%	7,831	6.7%
Unclassified Establishments	11	2.7%	0	0.0%	68	3.6%	11	0.1%	342	3.7%	234	0.2%
Totals	414	100%	3,940	100%	1,870	100%	17,857	100%	9,359	100%	117,457	100%

Source: Copyright 2017 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2017. Date Note: Data on the Business Summary report is calculated using Esri's Data allocation method which uses census block groups to allocate business summary data to custom areas.

# Market Summary

7 min drive time trade area – 12 Church St, Ellington, CT

## KEY FACTS

12,295

Population

41.3

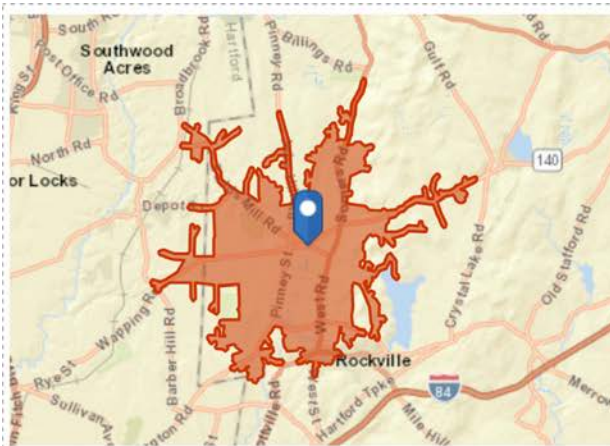
Median Age

2.42

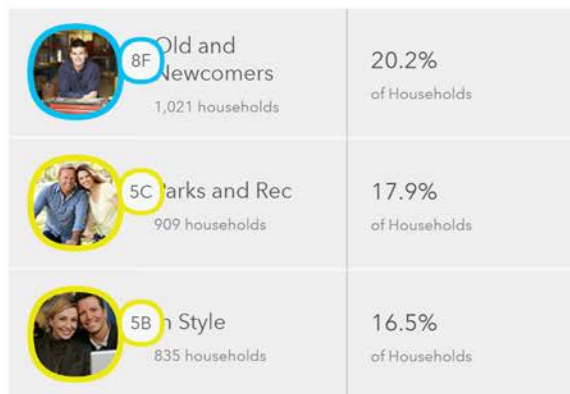
Average  
Household Size

\$70,290

Median Household  
Income



## Tapestry Segments



## Households By Income

The largest group: \$100,000 - \$149,999 (19.5%)

The smallest group: <\$15,000 (5.4%)

Indicator	Value	Difference	
<\$15,000	5.4%	-5.1%	
\$15,000 - \$24,999	6.6%	-2.0%	
\$25,000 - \$34,999	7.4%	0	
\$35,000 - \$49,999	16.7%	+4.8%	
\$50,000 - \$74,999	16.2%	+0.3%	
\$75,000 - \$99,999	14.6%	+1.9%	
\$100,000 - \$149,999	19.5%	+2.6%	
\$150,000 - \$199,999	8.0%	+0.1%	
\$200,000+	5.6%	-2.8%	

Bars show deviation from  
Hartford County

## HOUSING STATS



## ANNUAL HOUSEHOLD SPENDING

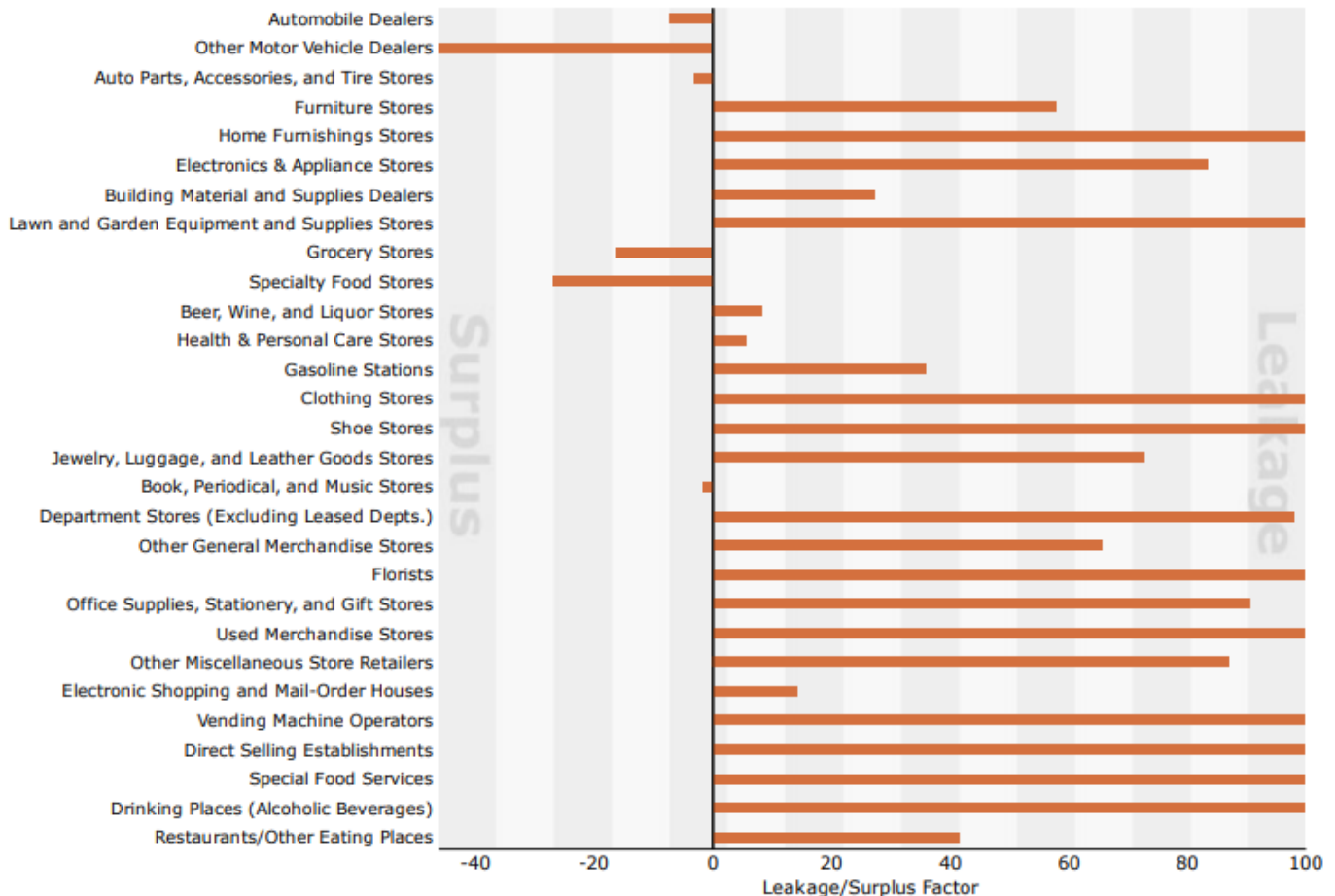


## Retail Market Gap Analysis

7 min drive time trade area – 12 Church St. Ellington, CT

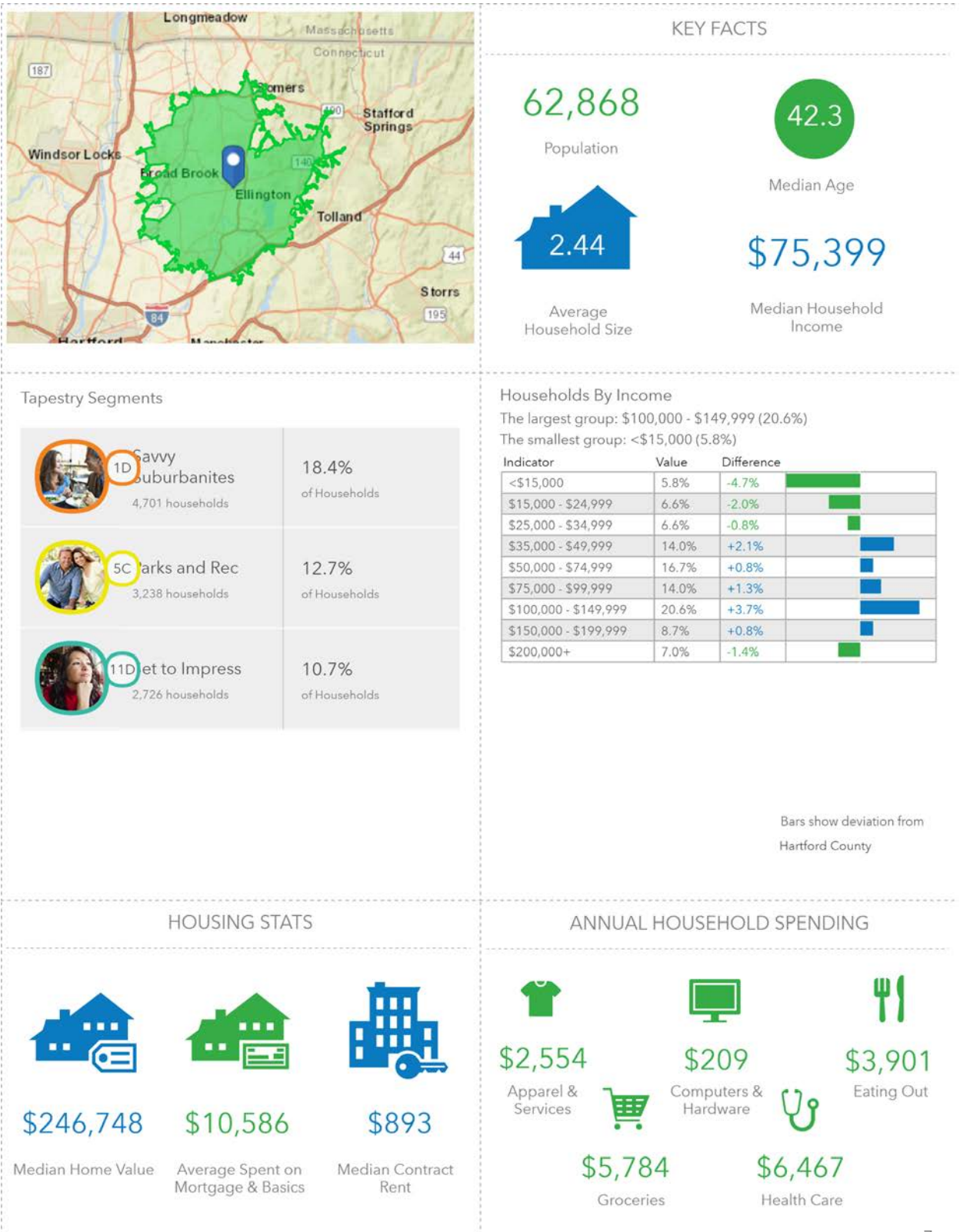
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$212,495,185	\$146,203,717	\$66,291,468	18.5	70
Total Retail Trade	44-45	\$192,034,938	\$138,100,598	\$53,934,340	16.3	52
Total Food & Drink	722	\$20,460,248	\$8,103,119	\$12,357,129	43.3	18

### Leakage/Surplus Factor by Industry Group



# Market Summary

13 min drive time trade area – 12 Church St. Ellington, CT

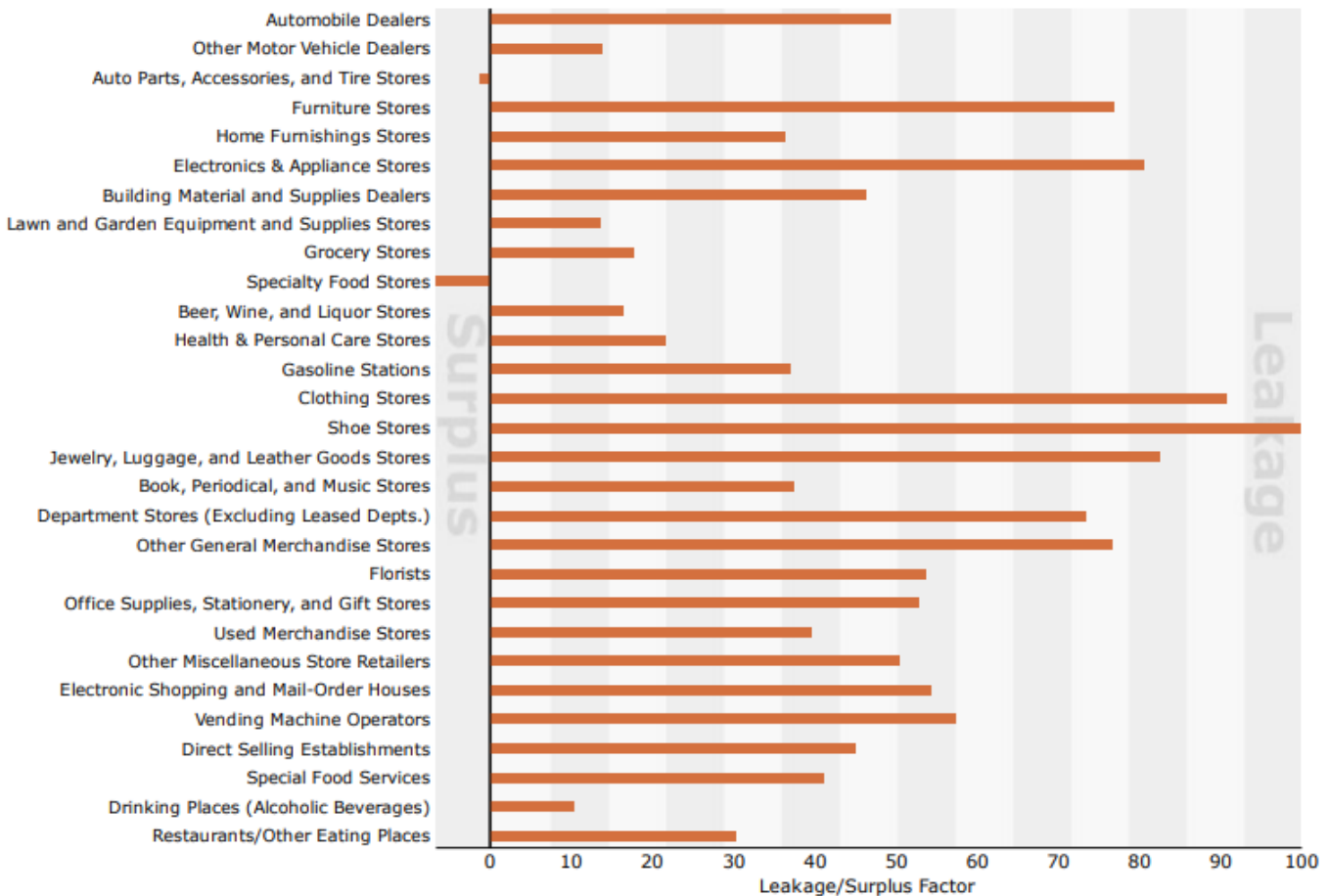


## Retail Market Gap Analysis

13 min drive time trade area – 12 Church St. Ellington, CT

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$1,121,466,495	\$463,199,679	\$658,266,816	41.5	351
Total Retail Trade	44-45	\$1,012,928,663	\$405,177,343	\$607,751,320	42.9	253
Total Food & Drink	722	\$108,537,832	\$58,022,336	\$50,515,496	30.3	98

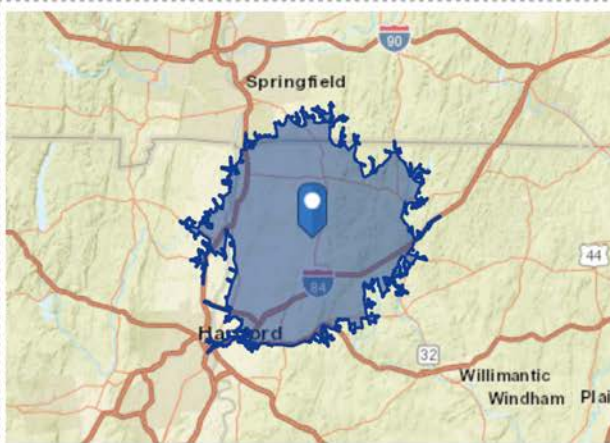
### Leakage/Surplus Factor by Industry Group





# Retail Market Gap Analysis

23 min drive time trade area – 12 Church St. Ellington, CT



## KEY FACTS

244,974

Population

41.8

Median Age

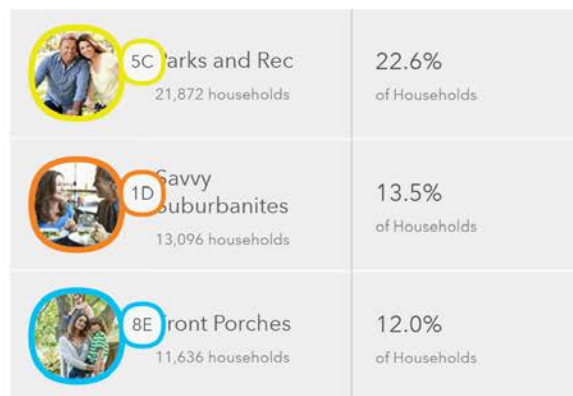
2.44

Average Household Size

\$73,700

Median Household Income

## Tapestry Segments



## Households By Income

The largest group: \$100,000 - \$149,999 (19.8%)

The smallest group: \$200,000+ (6.6%)

Indicator	Value	Difference	
<\$15,000	6.8%	-3.7%	
\$15,000 - \$24,999	7.2%	-1.4%	
\$25,000 - \$34,999	6.9%	-0.5%	
\$35,000 - \$49,999	12.5%	+0.6%	
\$50,000 - \$74,999	17.2%	+1.3%	
\$75,000 - \$99,999	14.8%	+2.1%	
\$100,000 - \$149,999	19.8%	+2.9%	
\$150,000 - \$199,999	8.3%	+0.4%	
\$200,000+	6.6%	-1.8%	

Bars show deviation from  
Hampden County

## HOUSING STATS



## ANNUAL HOUSEHOLD SPENDING

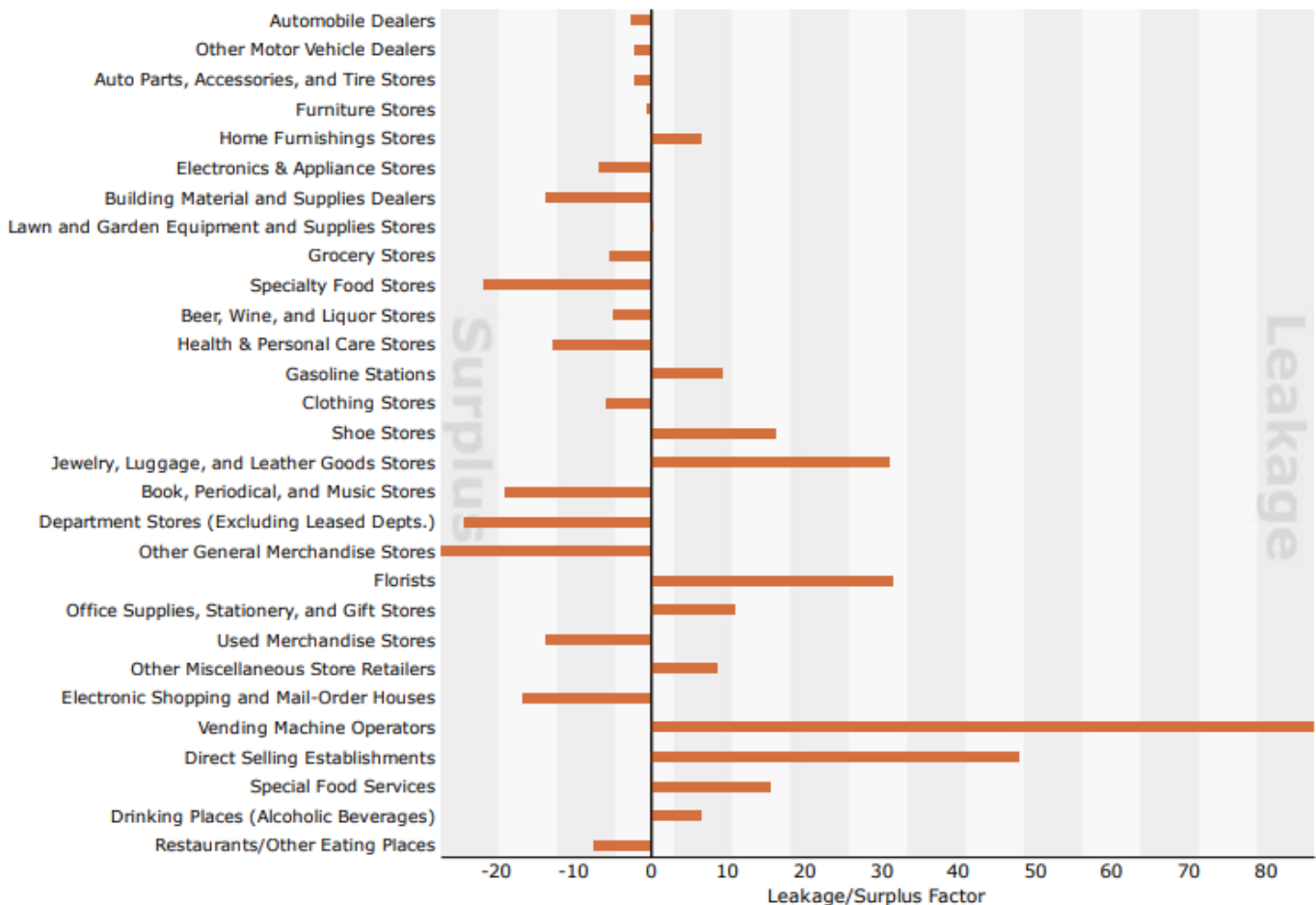


## Retail Market Gap Analysis

23 min drive time trade area – 12 Church St. Ellington, CT

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$4,132,428,943	\$4,787,005,625	-\$654,576,682	-7.3	2,039
Total Retail Trade	44-45	\$3,731,946,754	\$4,329,560,263	-\$597,613,509	-7.4	1,488
Total Food & Drink	722	\$400,482,189	\$457,445,361	-\$56,963,172	-6.6	551

### Leakage/Surplus Factor by Industry Group



## Commercial Rent Comparison

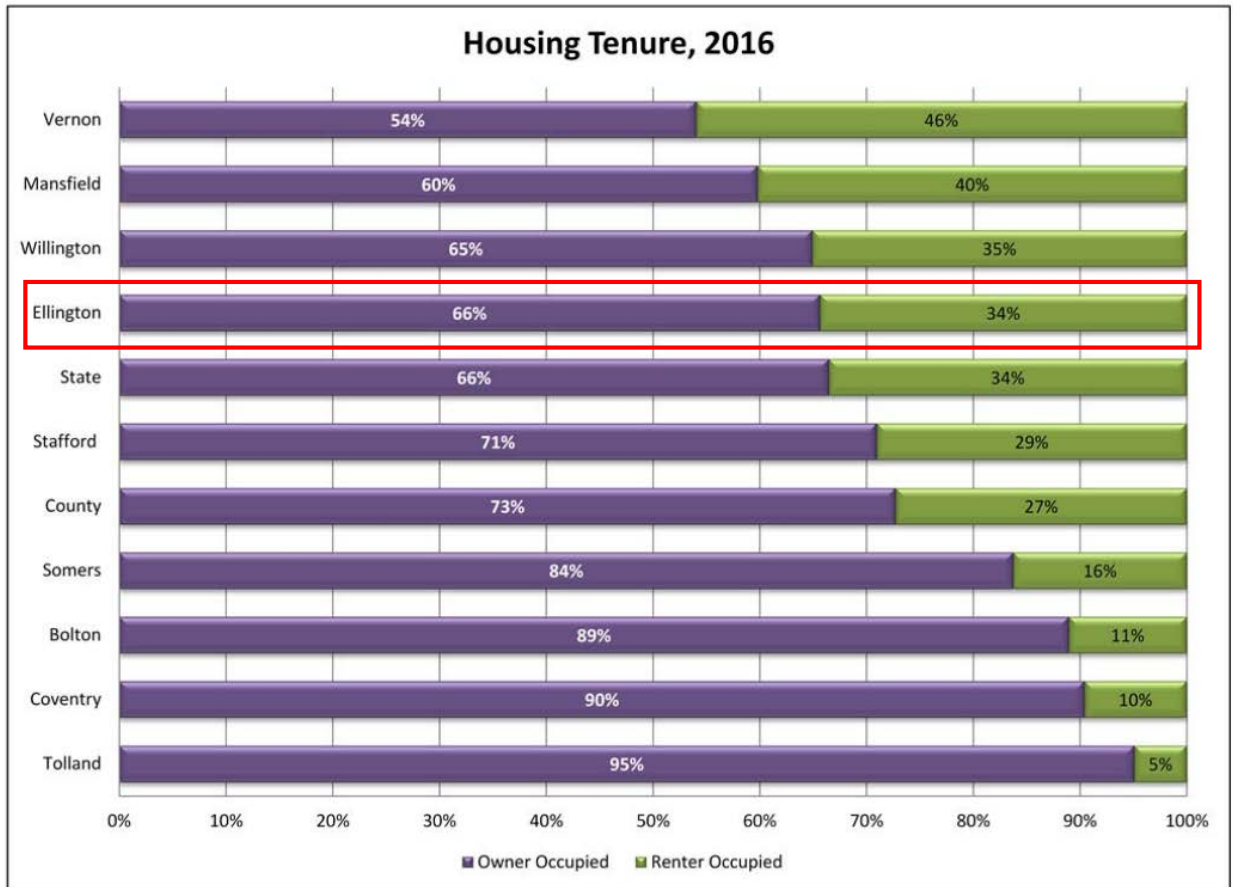
### Currently on the market:

- Office
  - 105 West Rd - \$13.00/SF/Yr + utilities; Built 1995
  - 100 West Rd- \$12.00/SF/Yr+ Utilities; Built 1998
- Retail
  - 287 Somers Rd- \$18.00/SF/Yr + Utilities; Built 1827
  - 175 West Rd- Not disclosed; Built 1995
- Industrial:
  - NONE LISTED



105 West Rd.

# Housing Market Analysis



Source: American Community Survey.

## Average monthly rent in Ellington, CT (Source: ApartmentGuide.com)

- Studio: \$1349
- 1 bedroom: \$1426
- 2 bedrooms: \$1720
- 3 bedrooms: \$1958
- **Median rent in Ellington, CT: \$1,800, increase of 13% from April 2017 (Source: trulia.com)**

## Average monthly rent in Tolland County, CT – 1Q2018, all housing types (Source: CT MLS)

- <2 bedrooms: \$1,120 (\$/SF)
- 3 bedrooms: \$1,549 (\$/SF)
- >4 bedrooms: \$2,002

Assuming average footprints of 550 SF (Studio), 725 SF (1BR), 1,100 SF (2BR), 1,400 SF (3BR).



# Housing Market Analysis

## Ellington Multi-Family Unit Mix

<b>Apartment/Condos</b>	<b># units</b>	<b>1 BDRM</b>	<b>2 BDRM</b>	<b>3 BDRM</b>	<b>4 BDRM</b>	<b>5 BDRM</b>
107 Main St	5					
17-21 Tomoka Avenue Apartments	5					
1776 Townhouse	48	48				
69 Maple St "Dr. Allen Hyde"	7					
Abbott Place (Abbottville Inc)	54	0	30	23		1
Arbor Commons Apts	28	28				
Autumn Chase	332	97	235			
Chaserall Meadows	60	0	43	17		0
Cider Mill Heights	38	4	34			
Cornfield	215	173	42			
Deer Valley South	256	127	129			
Deer Valley North	200	100	100			
Ellington Ridge	158	132	26			
Fieldstone Village	48	40	8			
High Meadow Apts	100	100				
Johnny Appleseed	120	96	24			
Meadowbrook	129	129				
Pinney Brook I	20	20				
Pinney Brook II	19	19				
Pinney Hill Apts	69	69				
Pinney St. Apts	16					
Ellington Meadows (f/k/a Center Village)	49		10	39		
Stonebridge Apts	79	79				
Town House Garden Apts	48	48				
Watercrest Townhouses	8	8				
Windermere Village	95	1	27	63		4
Victorian Arms	50	50				

# Rental Housing Analysis

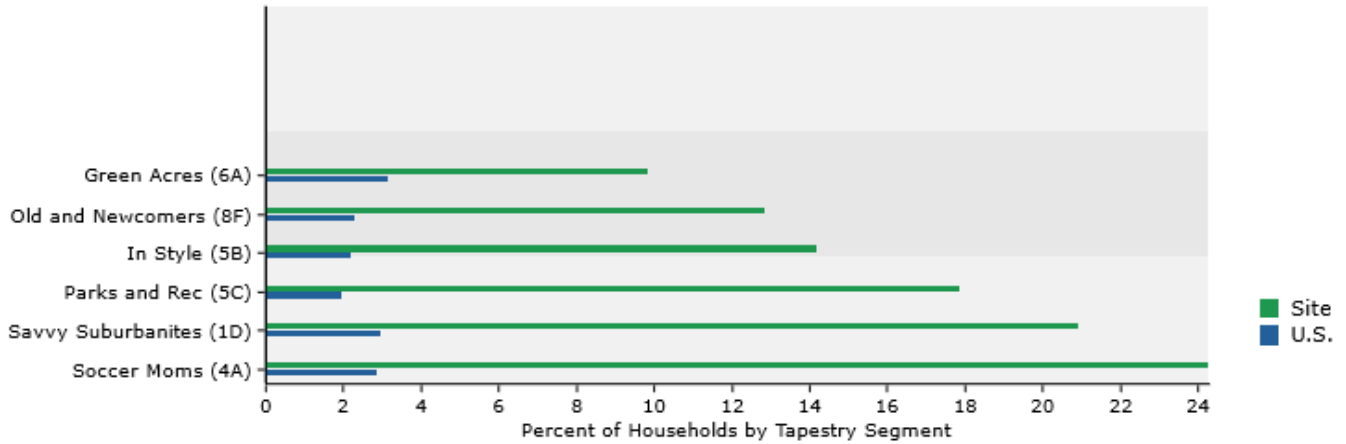
## Relevant Multi-family Properties

Name	Town	Year Built	Bedrooms	Sq. ft. (min)	Sq. ft. (max)	\$/SF min	\$/SF max	Rent/mo min	Rent/mo max
The Mansions at Hockanum Crossing	Vernon	2005	1	720	1,175	\$1.27	\$1.52	\$1,095	\$1,495
			2	1,000	1,675	\$1.04	\$1.35	\$1,345	\$1,745
Ivy Woods Apartments	Tolland	2005	1	922	982	\$1.04	\$1.11	\$1,025	\$1,025
			2	1,090	1,132	\$1.15	\$1.10	-	\$1,300
Norwegian Woods Apts.	Tolland	-	1	618	618	\$1.45	\$1.60	\$895	\$990
			2	732	925	\$1.51	\$1.58	\$1,105	\$1,465
Aspen Woods	Manchester	1997	1	820	820	\$1.57	\$1.57	\$1,290	\$1,290
			2	1,100	1,179	\$1.26	\$1.31	\$1,440	\$1,490
Broadleaf Apartments	Manchester	2015	1	790	981	\$1.66	\$1.78	\$1,410	\$1,630
			2	1,031	1,185	\$1.54	\$1.54	\$1,590	\$1,825
Lofts at the Mills	Manchester	2010	Studio	990	990	\$0.99	\$1.14	\$985	\$1,130
			1	686	1,554	\$0.80	\$1.41	\$965	\$1,250
			2	1,385	1,778	\$0.74	\$0.95	\$1,311	\$1,318
			3	1,596	2,083	\$0.97	\$1.28	\$1,555	\$1,625
The Pavilions	Manchester	2000	1	688	1,059	\$1.29	\$1.48	\$1,020	\$1,370
			2	920	1,294	\$1.15	\$1.30	\$1,200	\$1,490
			3	1,246	1,246	\$1.19	\$1.36	\$1,480	\$1,700
The Place at Catherine's Way	Manchester	1997	1	690	855	\$1.64	\$1.99	\$1,370	\$1,400
			2	989	1,350	\$1.36	\$1.39	\$1,375	\$1,840
			3	1,160	1,700	\$1.02	\$1.27	\$1,475	\$1,735
The Vintage at the Grove	Manchester	2008	Studio	701	701	\$1.64	\$1.76	\$1,150	\$1,235
			1	814	1,014	\$1.56	\$1.72	\$1,397	\$1,580
			2	1,182	1,391	\$1.33	\$1.41	\$1,575	\$1,968
Autumn Chase	Ellington	1997	1	920	1,053	\$1.32	\$1.41	\$1,295	\$1,395
			2	1,126	1,450	\$1.17	\$1.29	\$1,450	\$1,695
Johnny Appleseed	Ellington	1985	1	722	722	\$1.38	\$1.45	\$995	\$1,050
			2	852	892	\$1.45	\$1.47	\$1,250	\$1,295
The Tannery	Glastonbury	2016	studio	423	680	\$2.22	\$2.35	\$938	\$1,600
			1 BR	605	972	\$2.57	\$2.61	\$1,580	\$2,500
			2 BR	976	1,338	\$1.87	\$2.00	\$1,950	\$2,500
Addison Mill Apartments	Glastonbury	2009	1 BR	748	1,038	\$1.80	\$2.17	\$1,625	\$1,865
			2 BR	1298	1,360	\$1.80	\$1.81	\$2,350	\$2,450

## Tapestry Segment Area Profile

Rank	Tapestry Segment	2017 Households		2017 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Soccer Moms (4A)	24.3%	24.3%	2.9%	2.9%	845
2	Savvy Suburbanites (1D)	20.9%	45.2%	3.0%	5.9%	703
3	Parks and Rec (5C)	17.9%	63.1%	2.0%	7.9%	899
4	In Style (5B)	14.2%	77.3%	2.2%	10.1%	631
5	Old and Newcomers (8F)	12.9%	90.2%	2.3%	12.4%	554
Subtotal		90.2%		12.4%		
6	Green Acres (6A)	9.9%	100.1%	3.2%	15.6%	310

Top Ten Tapestry Segments Site vs. U.S.





## LifeMode Group: Family Landscapes

# Soccer Moms

4A

**Households:** 3,541,300

**Average Household Size:** 2.97

**Median Age:** 37.0

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

24.3%

## WHO ARE WE?

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

## OUR NEIGHBORHOOD

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

## SOCIOECONOMIC TRAITS

- Education: 40.5% college graduates; more than 72% with some college education.
- Low unemployment at 3.8%; high labor force participation rate at 71%; 2 out of 3 households include 2+ workers (Index 124).
- Connected, with a host of wireless devices from iPods to tablets—anything that enables convenience, like banking, paying bills, or even shopping online.
- Well insured and invested in a range of funds, from savings accounts or bonds to stocks.
- Carry a higher level of debt, including first (Index 149) and second mortgages (Index 154) and auto loans (Index 149).

## AGE BY SEX (Esri data)

**Median Age:** 37.0 US: 38.2

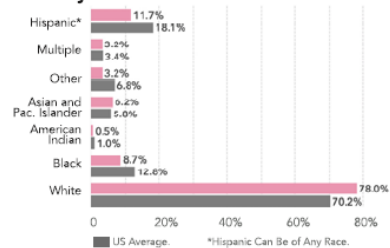
■ Indicates US



## RACE AND ETHNICITY (Esri data)

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

**Diversity Index:** 50.8 US: 64.0



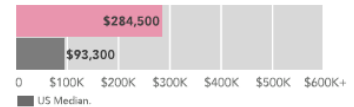
## INCOME AND NET WORTH

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

### Median Household Income

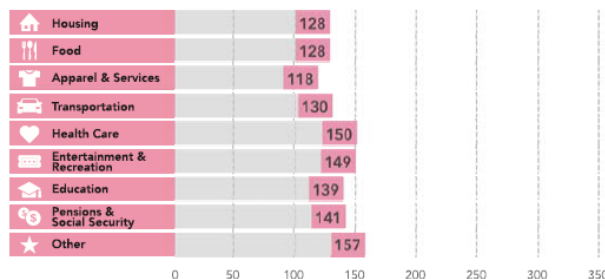


### Median Net Worth



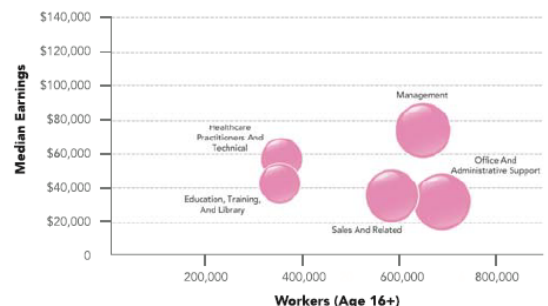
## AVERAGE HOUSEHOLD BUDGET INDEX

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



## OCCUPATION BY EARNINGS

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







## LifeMode Group: Affluent Estates

# Savvy Suburbanites

1D

Households: 3,664,200

Average Household Size: 2.85

Median Age: 45.1

Median Household Income: \$108,700

20.9%

### WHO ARE WE?

Savvy Suburbanites residents are well educated, well read, and well capitalized. Families include empty nesters and empty nester wannabes, who still have adult children at home. Located in older neighborhoods outside the urban core, their suburban lifestyle includes home remodeling and gardening plus the active pursuit of sports and exercise. They enjoy good food and wine, plus the amenities of the city's cultural events.

### OUR NEIGHBORHOOD

- Established neighborhoods (most built between 1970 and 1990) found in the suburban periphery of large metropolitan markets.
- Married couples with no children or older children; average household size is 2.85.
- 91% owner occupied; 66% mortgaged (Index 160).
- Primarily single-family homes, with a median value of \$362,900 (Index 161).
- Low vacancy rate at 3.8%.

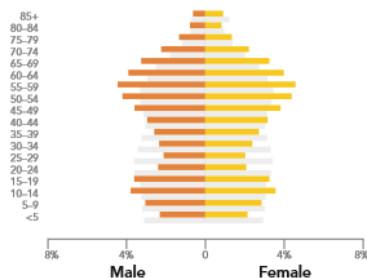
### SOCIOECONOMIC TRAITS

- Education: 50.6% college graduates; 77.6% with some college education.
- Low unemployment at 3.5% (Index 65); higher labor force participation rate at 67.9% (Index 109) with proportionately more 2-worker households at 62.2% (Index 120).
- Well-connected consumers that appreciate technology and make liberal use of it for everything from shopping and banking to staying current and communicating.
- Informed shoppers that do their research prior to purchasing and focus on quality.

### AGE BY SEX (Esri data)

Median Age: 45.1 US: 38.2

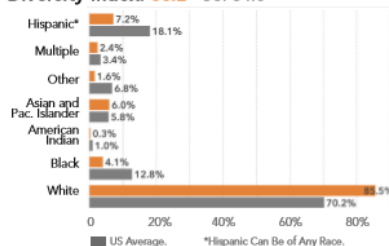
■ Indicates US



### RACE AND ETHNICITY (Esri data)

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

Diversity Index: 36.2 US: 64.0



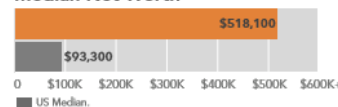
### INCOME AND NET WORTH

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#### Median Household Income

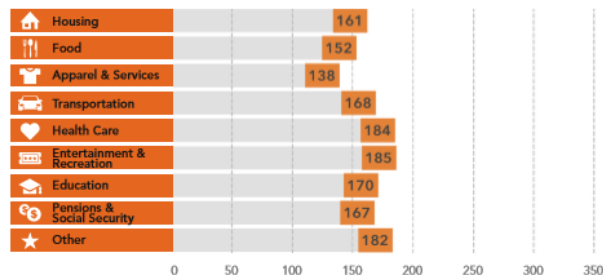


#### Median Net Worth



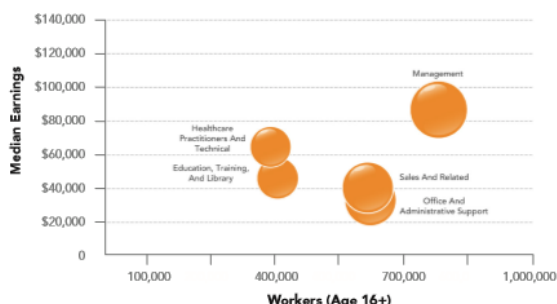
### AVERAGE HOUSEHOLD BUDGET INDEX

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### OCCUPATION BY EARNINGS

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





## LifeMode Group: GenXurban Parks and Rec

5C

Households: 2,449,600

Average Household Size: 2.51

Median Age: 40.9

Median Household Income: \$60,000

17.9%

### WHO ARE WE?

These practical suburbanites have achieved the dream of home ownership. They have purchased homes that are within their means. Their homes are older, and town homes and duplexes are not uncommon. Many of these families are two-income married couples approaching retirement age; they are comfortable in their jobs and their homes, budget wisely, but do not plan on retiring anytime soon or moving. Neighborhoods are well established, as are the amenities and programs that supported their now independent children through school and college. The appeal of these kid-friendly neighborhoods is now attracting a new generation of young couples.

### OUR NEIGHBORHOOD

- Homes are primarily owner occupied, single-family residences built prior to 1970; town homes and duplexes are scattered through the neighborhoods.
- Both median home value and average rent are close to the national level.
- Households by type mirror the US distribution; married couples, more without children, dominate. Average household size is slightly lower at 2.51, but this market is also a bit older.

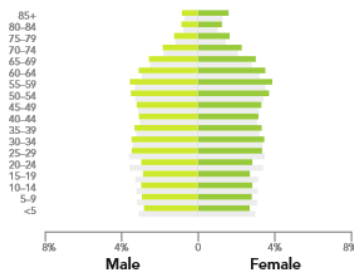
### SOCIOECONOMIC TRAITS

- More than half of the population is college educated.
- Older residents draw Social Security and retirement income.
- The work force is diverse: professionals in health care, retail trade, and education, or skilled workers in manufacturing and construction.
- This is a financially shrewd market; consumers are careful to research their big-ticket purchases.
- When planning trips, they search for discounted airline fares and hotels and choose to vacation within the US.
- These practical residents tend to use their cell phones for calls and texting only.

### AGE BY SEX (Esri data)

Median Age: 40.9 US: 38.2

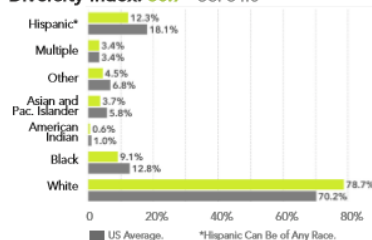
■ Indicates US



### 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: 50.7 US: 64.0



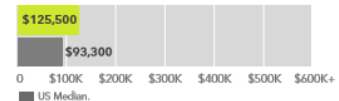
### INCOME AND NET WORTH

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#### Median Household Income

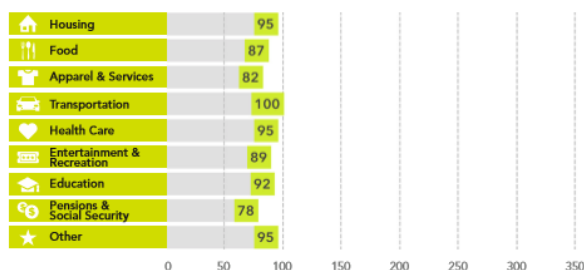


#### Median Net Worth



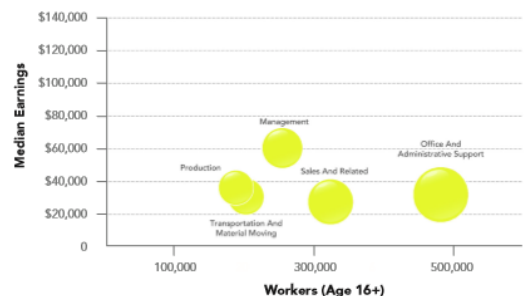
### AVERAGE HOUSEHOLD BUDGET INDEX

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### OCCUPATION BY EARNINGS

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





## LifeMode Group: GenXurban In Style

5B

Households: 2,764,500

Average Household Size: 2.35

Median Age: 42.0

Median Household Income: \$73,000

14.2%

### WHO ARE WE?

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

### OUR NEIGHBORHOOD

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

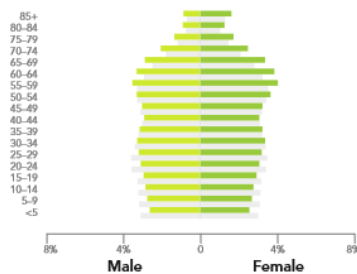
### SOCIOECONOMIC TRAITS

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

### AGE BY SEX (Esri data)

Median Age: 42.0 US: 38.2

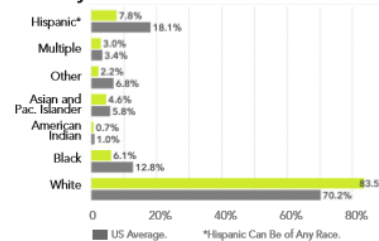
■ Indicates US



### RACE AND ETHNICITY (Esri data)

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

Diversity Index: 39.8 US: 64.0



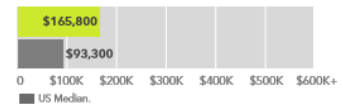
### INCOME AND NET WORTH

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#### Median Household Income

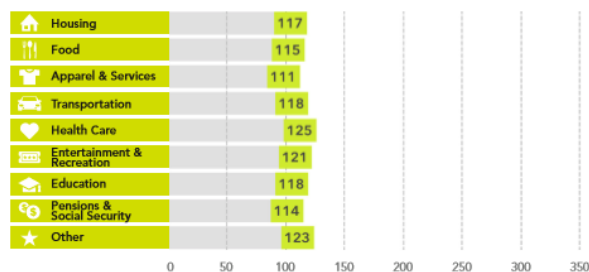


#### Median Net Worth



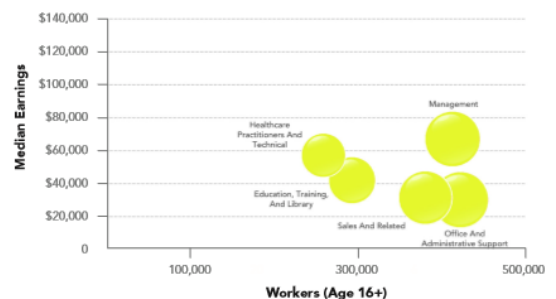
### AVERAGE HOUSEHOLD BUDGET INDEX

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### OCCUPATION BY EARNINGS

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





LifeMode Group: Middle Ground

# Old and Newcomers

8F

Households: 2,859,200

Average Household Size: 2.12

Median Age: 39.4

Median Household Income: \$44,900

12.9%

## WHO ARE WE?

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

## OUR NEIGHBORHOOD

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

## SOCIOECONOMIC TRAITS

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

## AGE BY SEX

(Esri data)

Median Age: 39.4 US: 38.2

■ Indicates US

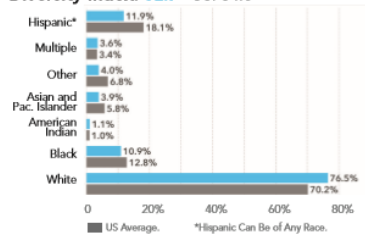


## RACE AND ETHNICITY

(Esri data)

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

Diversity Index: 52.7 US: 64.0



## INCOME AND NET WORTH

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### Median Household Income

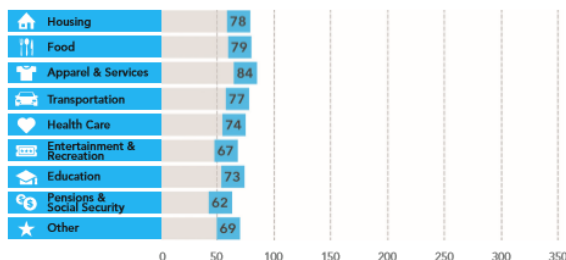


### Median Net Worth



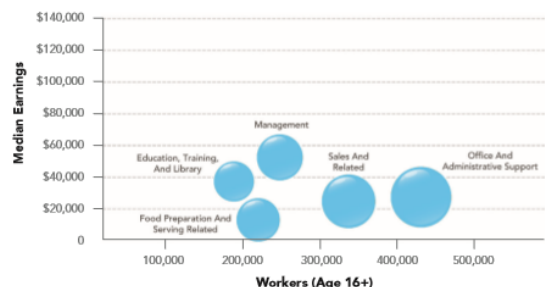
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## OCCUPATION BY EARNINGS

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.







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

9.9%

## WHO ARE WE?

The Green Acres lifestyle features country living and self-reliance. They are avid do-it-yourselfers, maintaining and remodeling their homes, with all the necessary power tools to accomplish the jobs. Gardening, especially growing vegetables, is also a priority, again with the right tools, tillers, tractors, and riding mowers. Outdoor living also features a variety of sports: hunting and fishing, motorcycling, hiking and camping, and even golf. Self-described conservatives, residents of Green Acres remain pessimistic about the near future yet are heavily invested in it.

## OUR NEIGHBORHOOD

- 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.
- Unemployment is low at 3.8% (Index 70); 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.

## AGE BY SEX (Esti data)

Median Age: **43.9** US: 38.2

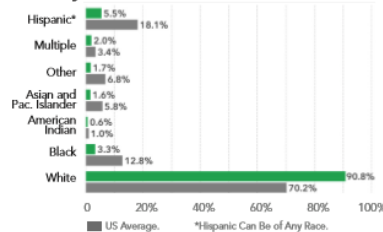
■ Indicates US



## RACE AND ETHNICITY (Esti 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



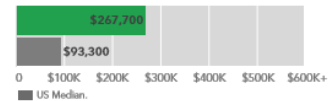
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### Median Household Income

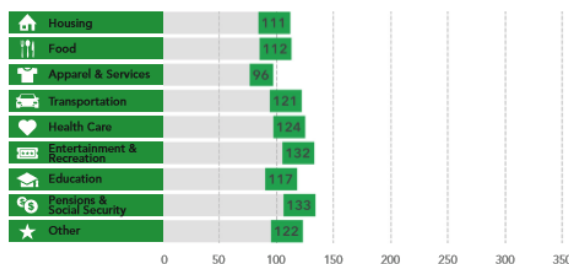


### Median Net Worth



## AVERAGE HOUSEHOLD BUDGET INDEX

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## OCCUPATION BY EARNINGS

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