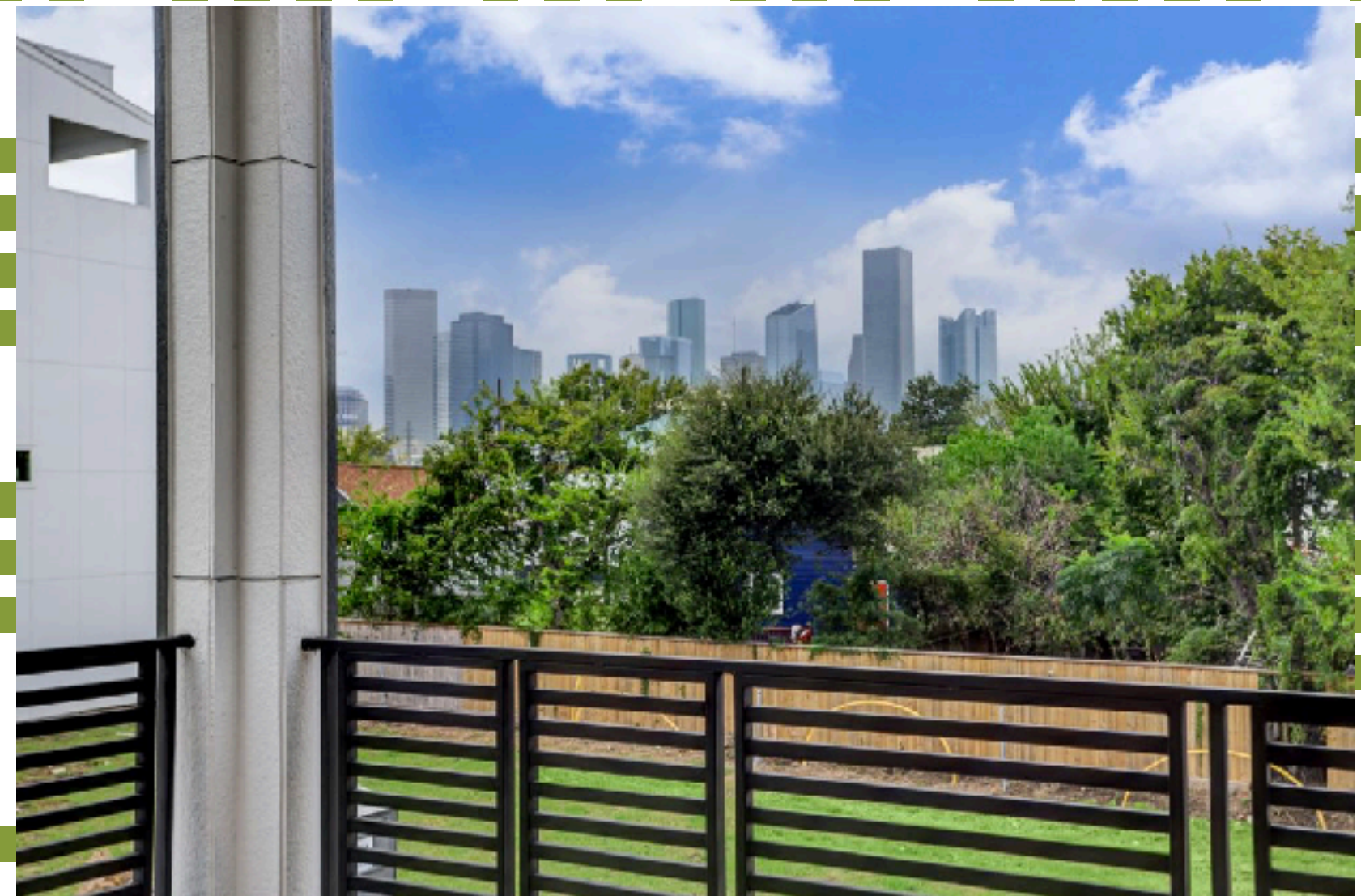# Tapestry Segmentation

2414F Canal ST
Houston, TX 77003
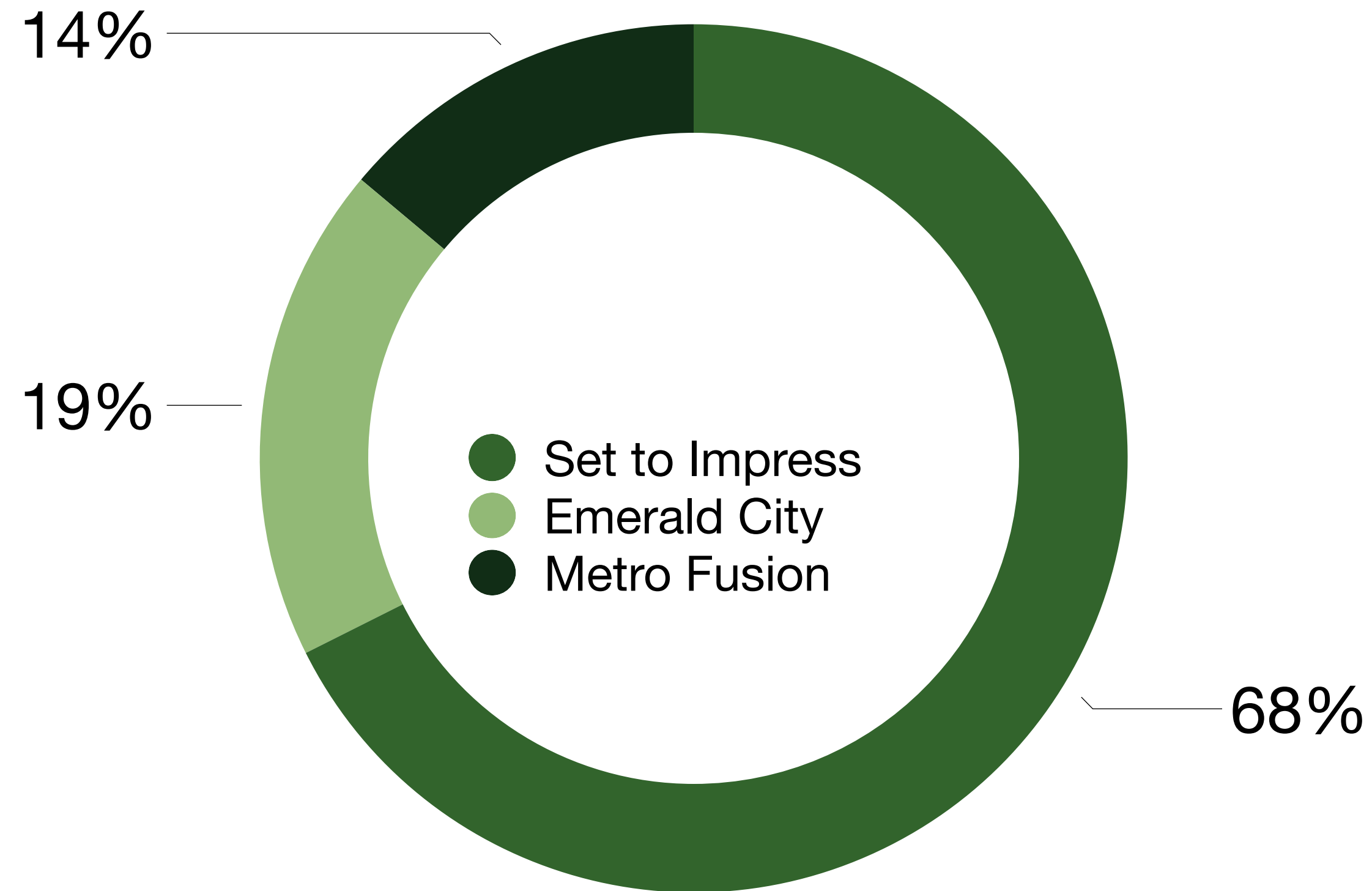
The Canal House

ALEX
LABS

ALEX
STUDIOS

September 19, 2021

Eado Tapestry Segmentation
ESRI. Graphics by ALEX Studios

Tapestry Segmentation divides America's neighborhoods into 67 distinct segments based on their socioeconomic and demographic composition

14%

19%

68%

- Set to Impress
- Emerald City
- Metro Fusion

ALEX LABS

ALEX STUDIOS

WHO ARE WE?

Set to Impress is depicted by medium to large multiunit apartments with lower than average rents. These apartments are often nestled into neighborhoods with other businesses or single-family housing. Nearly one in three residents is 20 to 34 years old, and a large portion are single person nonfamily households. Although many residents live alone, they preserve close connections with their family. Many work in food service while they are attending college. This group is always looking for a deal. They are very conscious of their image and seek to bolster their status with the latest fashion. *Set to Impress* residents are tapped into popular music and the local music scene.

OUR NEIGHBORHOOD

- Apartment complexes represented by multiple multiunit structures are often nestled in neighborhoods with either single-family homes or other businesses.

- Renters make up nearly three quarters of all households.

- Mostly found in urban areas, but also in suburbs.

- Single-person households make up over 40% of all households.

- It is easy enough to walk or bike to work for many residents.

SOCIOECONOMIC TRAITS

- Residents are educated and mobile.

- Many are enrolled in college (Index 141).

- Consumers always have an eye out for a sale and will stock up when the price is right.

- Prefer name brands, but buy generic when it is a better deal.

- Quick meals on the run are a reality of life.

- Image-conscious consumers that dress to impress and often make impulse buys.

- Maintain close relationships with family.

ALEX LABS

ALEX STUDIOS

AGE BY SEX (Esri data)

Median Age: 33.9   US: 38.2

▨ Indicates US

85+
80–84
75–79
70–74
65–69
60–64
55–59
50–54
45–49
40–44
35–39
30–34
25–29
20–24
15–19
10–14
5–9
<5

8%   4%   0   4%   8%

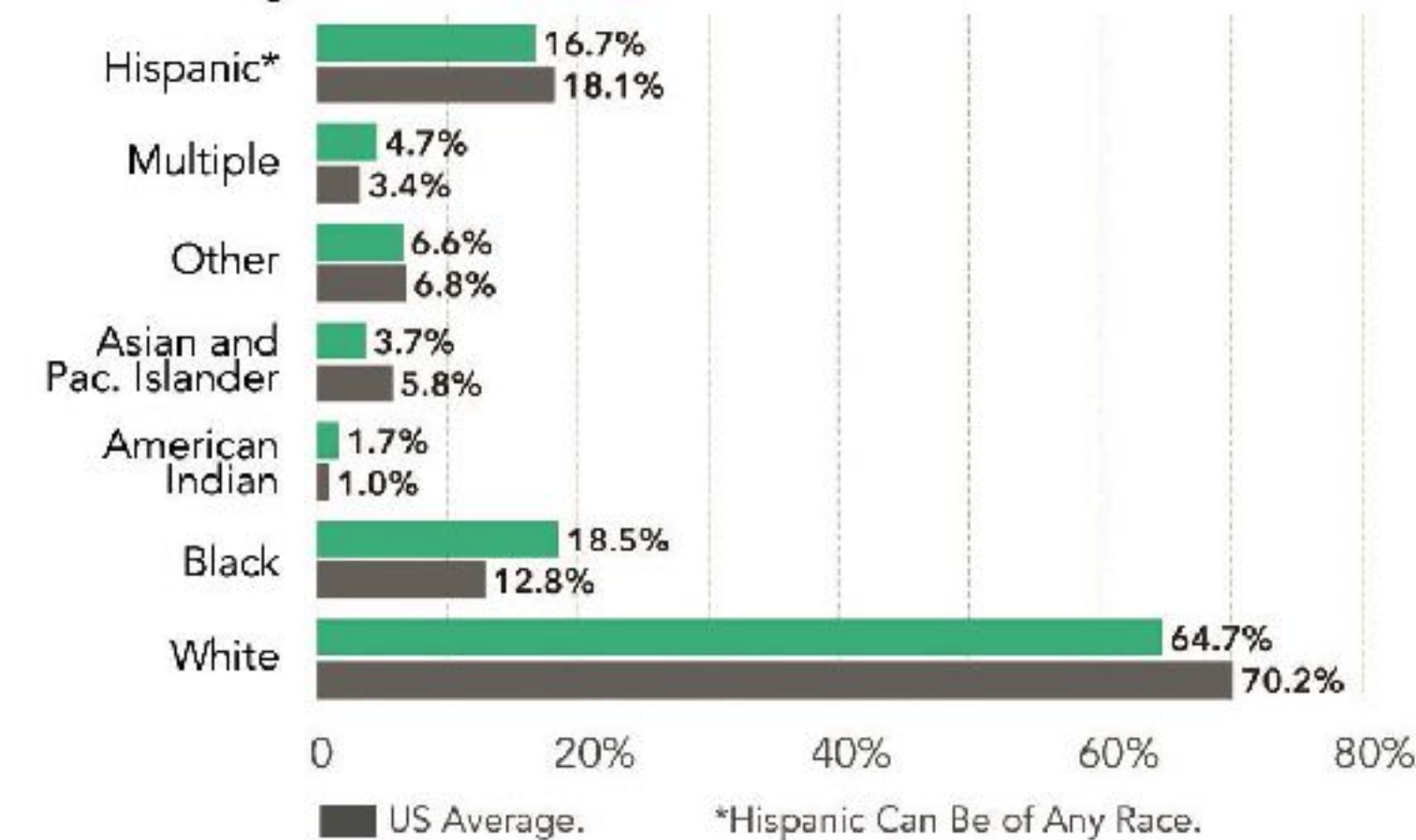**Female**
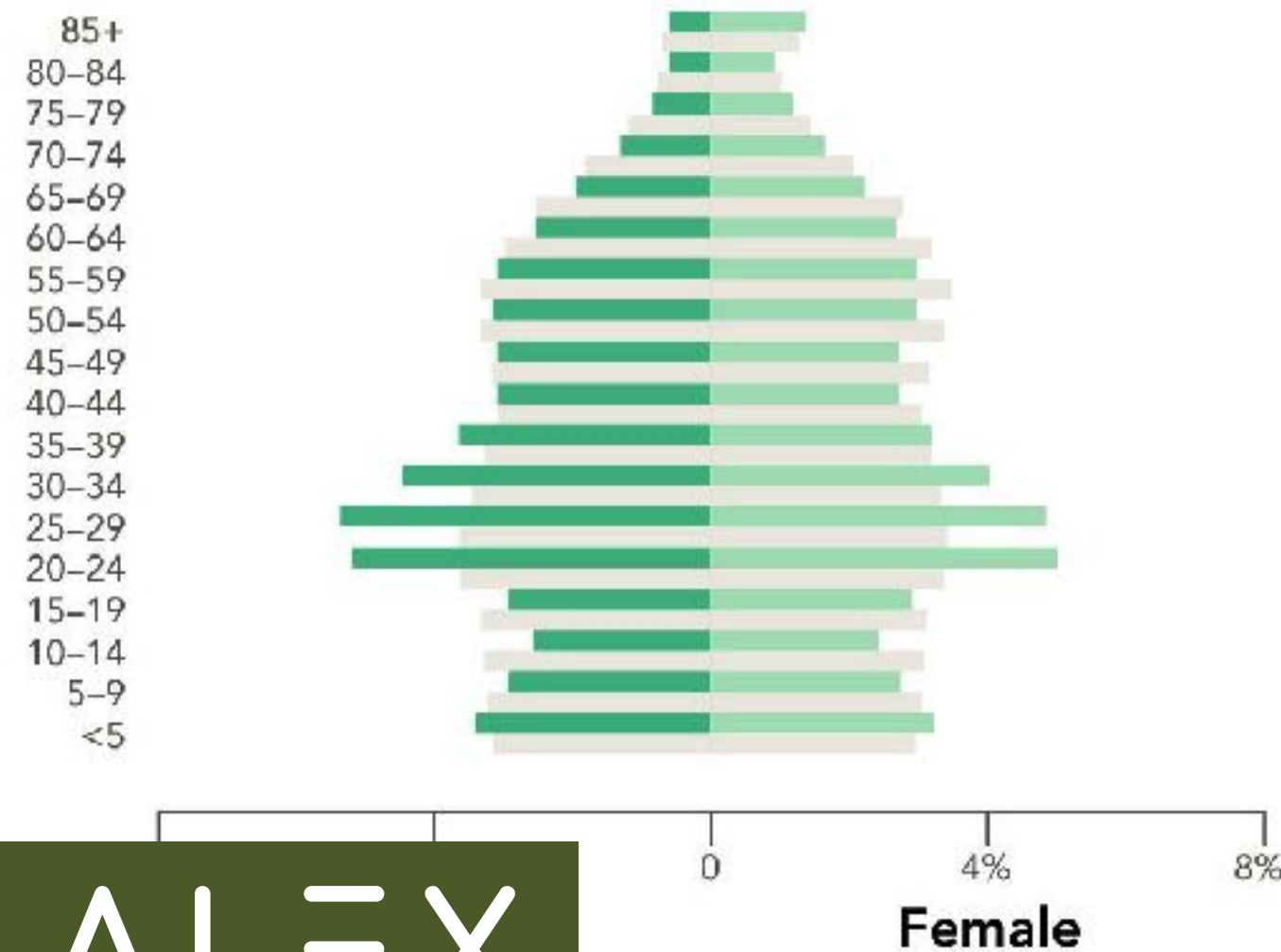
RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).
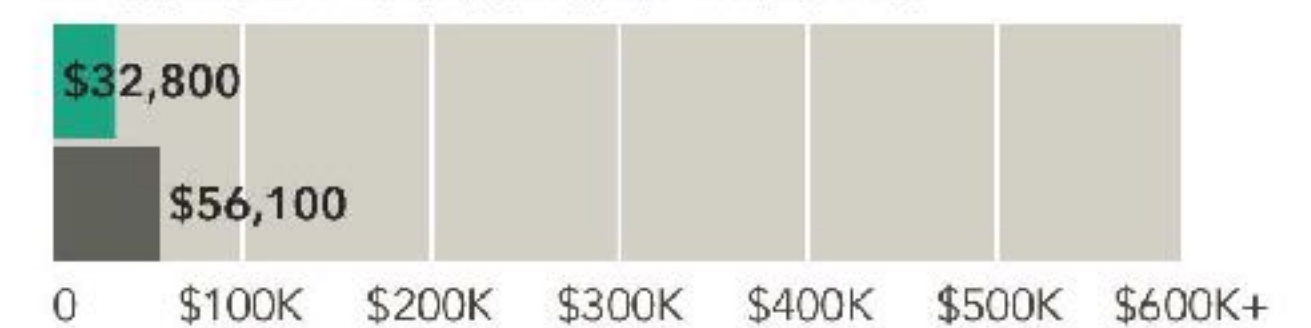
Diversity Index: 67.2   US: 64.0

Group	Eado	US Average
Hispanic*	16.7%	18.1%
Multiple	4.7%	3.4%
Other	6.6%	6.8%
Asian and Pac. Islander	3.7%	5.8%
American Indian	1.7%	1.0%
Black	18.5%	12.8%
White	64.7%	70.2%

0   20%   40%   60%   80%

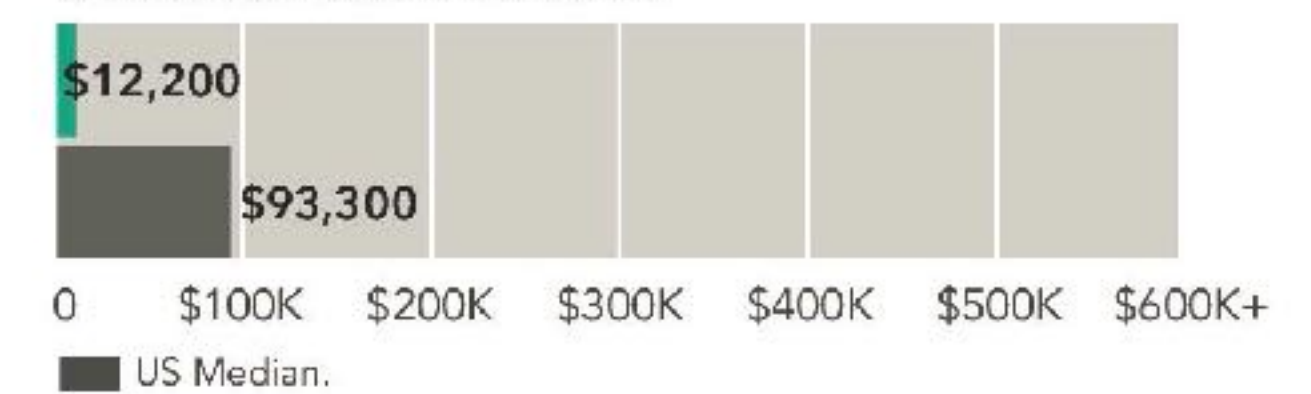▮ US Average.   *Hispanic Can Be of Any Race.

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

$32,800
$56,100

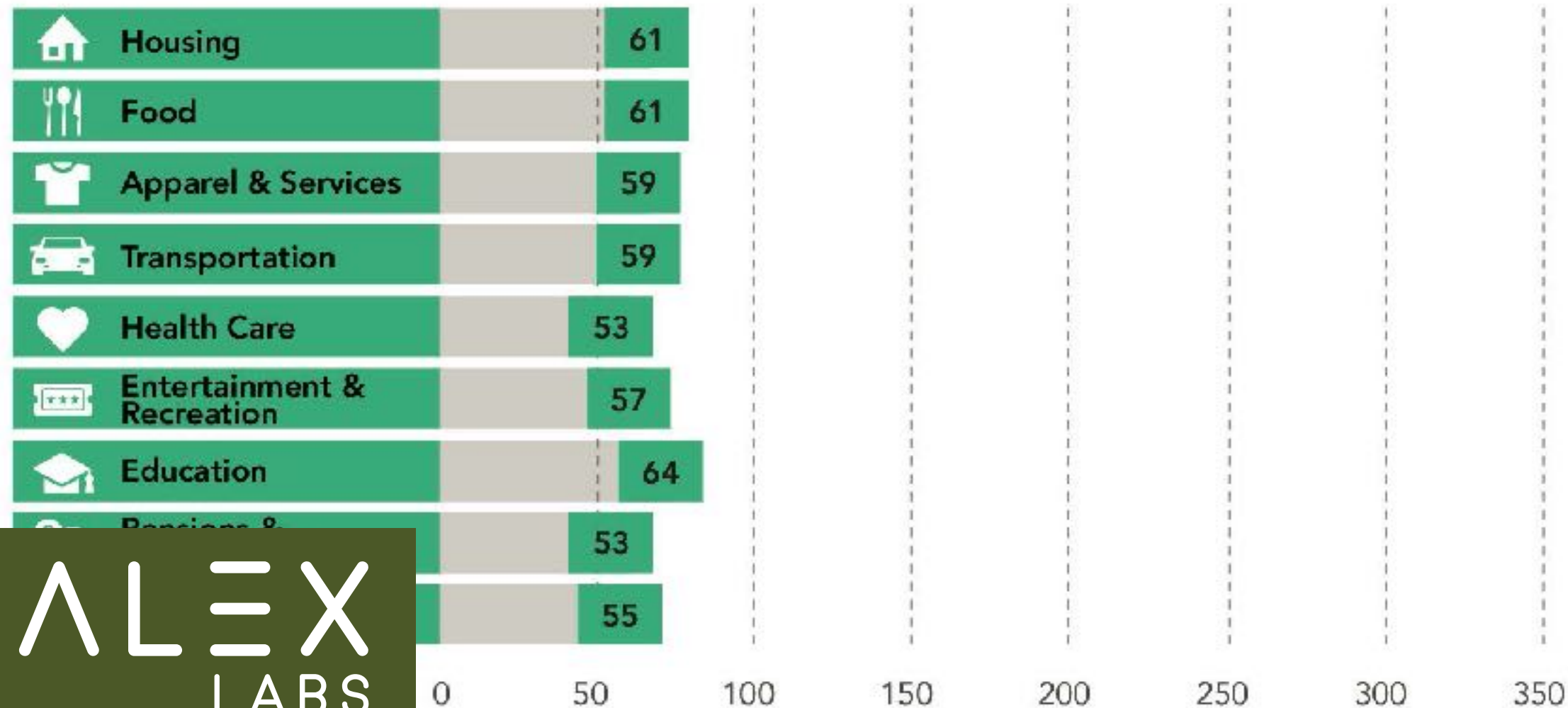0 $100K $200K $300K $400K $500K $600K+

Median Net Worth

$12,200
$93,300

0   $100K $200K $300K $400K $500K $600K+
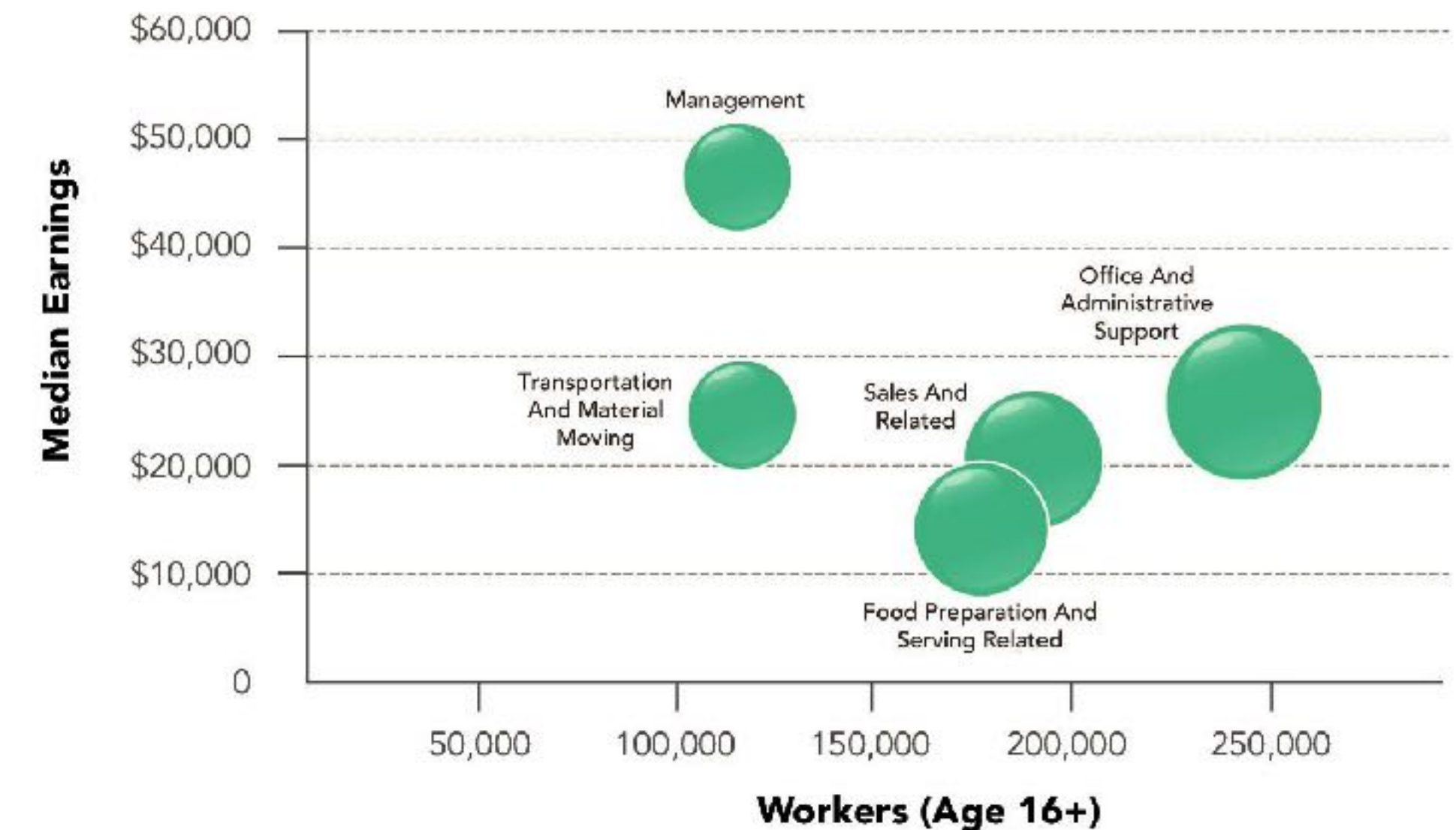
▮ US Median.

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.

Category	Index
Housing	61
Food	61
Apparel & Services	59
Transportation	59
Health Care	53
Entertainment & Recreation	57
Education	64
Pensions &	53
	55

Axis: 0 50 100 150 200 250 300 350

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.

Y-axis: Median Earnings — $60,000 / $50,000 / $40,000 / $30,000 / $20,000 / $10,000 / 0

X-axis: Workers (Age 16+) — 50,000 100,000 150,000 200,000 250,000

Bubbles labeled: Management; Office And Administrative Support; Transportation And Material Moving; Sales And Related; Food Preparation And Serving Related

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

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

HOUSING

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

Typical Housing:
Multi-Unit Rentals;
Single Family

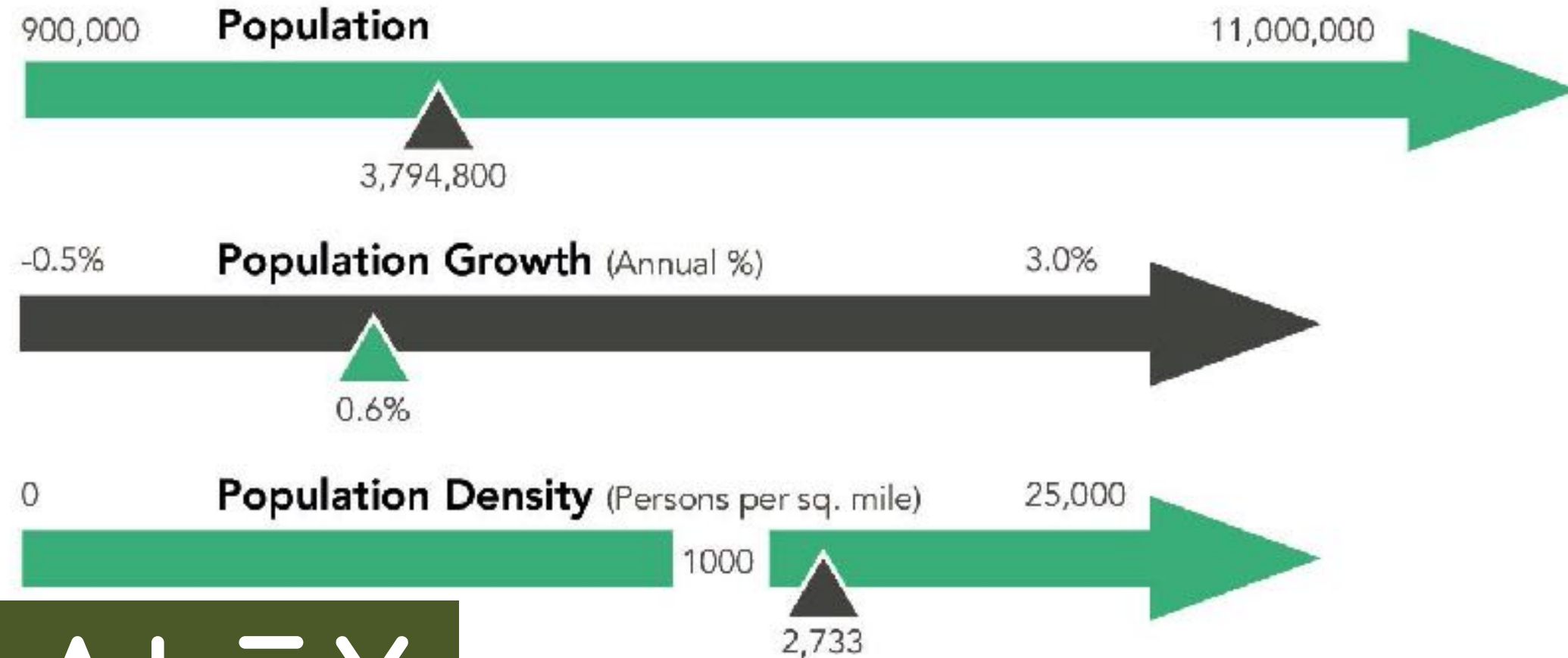**Average Rent:**
$787

US Average: $1,038

Home Ownership
US Percentage:
62.7% Own
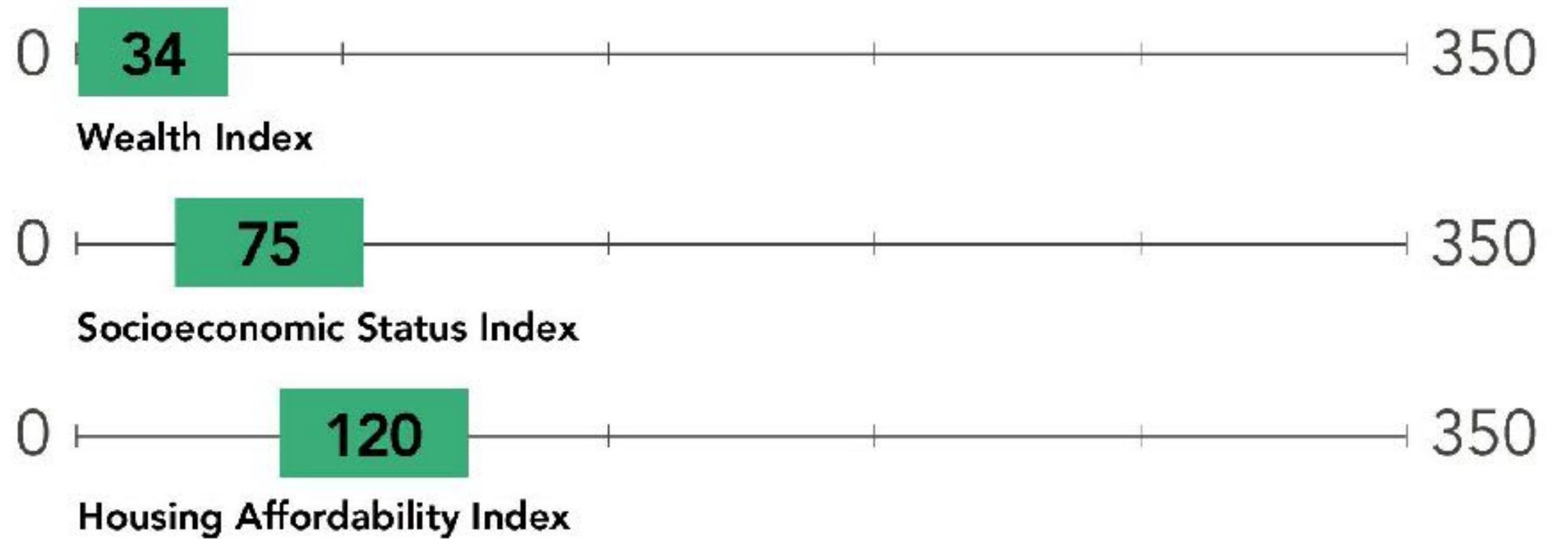37.3% Rent

Own 27.7%

Rent 72.3%
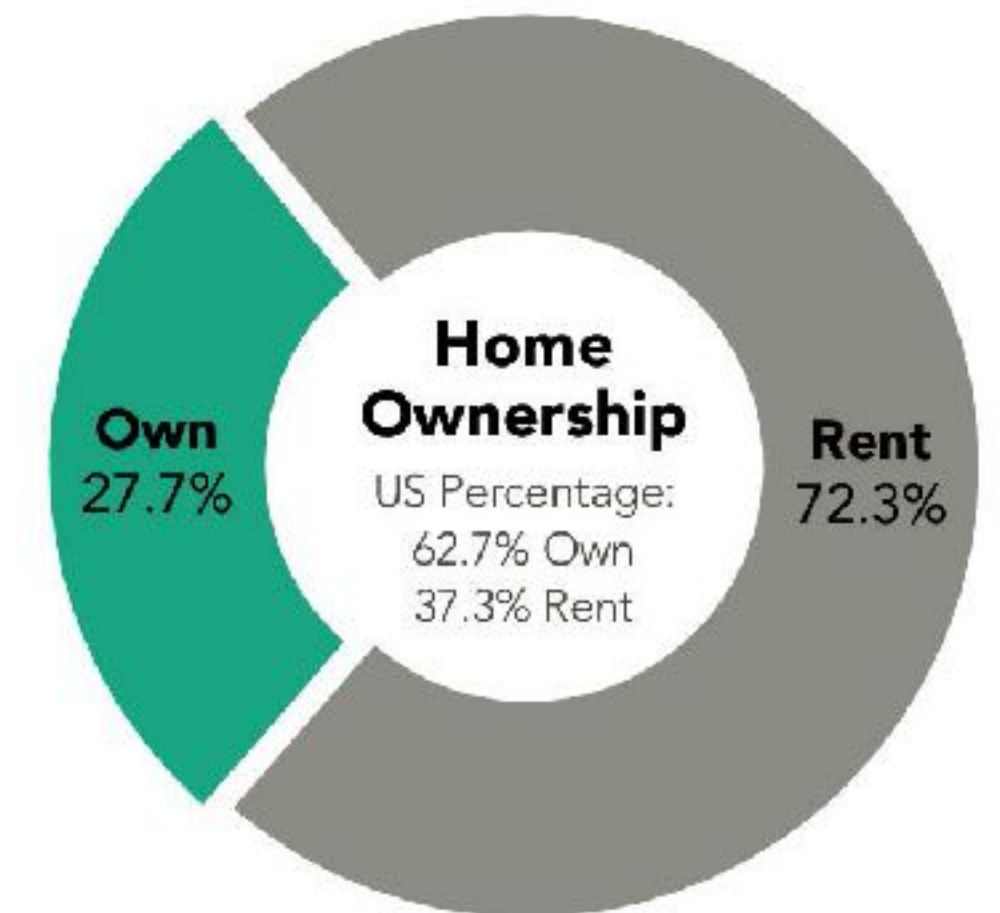
POPULATION CHARACTERISTICS

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.

Population

900,000 — 11,000,000

3,794,800

Population Growth (Annual %)

-0.5% — 3.0%

0.6%

Population Density (Persons per sq. mile)

0 — 25,000

1000

2,733

ESRI INDEXES

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

0 — **34** — 350

Wealth Index

0 — **75** — 350

Socioeconomic Status Index

0 — **120** — 350

Housing Affordability Index