



4700 HWY 22, #21
Mandeville, Louisiana 70471

Parkview Plaza Unit 21 was previously a bakery/cafe.

Parkview Plaza is adjacent to the residential communities of Beau Chene, Parkview Condo's, Mandeville Lake Apartments, and Beau Provence Assisted Living Center. Beau Chene is a well established gated country club community with two renowned 18-hole golf courses , a marina with 140 boat slips, 339 condominium units, 1,173 single-family homes, 38 un-built home lots, and one of the highest concentrations of wealth & households earning in excess of \$200k per year on the Northshore. There are nearly 250 units between Parkview Condo's and Mandeville Lake Apartments. Mandeville Lake is a Class "A" apartment community. Beau Provence Assisted Living Center is flawlessly appointed and consists of 40 rooms and 44 beds.

- **Other Parkview Plaza tenants include Delta Optical/Caplan Eye Clinic, Neely's Pizza, Dollar General, Megumi Sushi, Kim's Nails, Shall We Dance, Shipping Post, Heavenly Blessings and Gifts, Realty Executives SELA, Four Points Title, and Tip Top Shoe Repair**
- **HWY 22 's traffic count near Parkview is approximately 25,000 vehicles per day**
- **Zoned: (HC-2) Highway Commercial -2**
- **NNN/CAM Currently Estimated at \$4.14 sf/yr**
- **Offering Price \$15 sf/yr**
- **Monthly Rate On Gross Basis: Approximately \$2,390**

Ryan Pearce

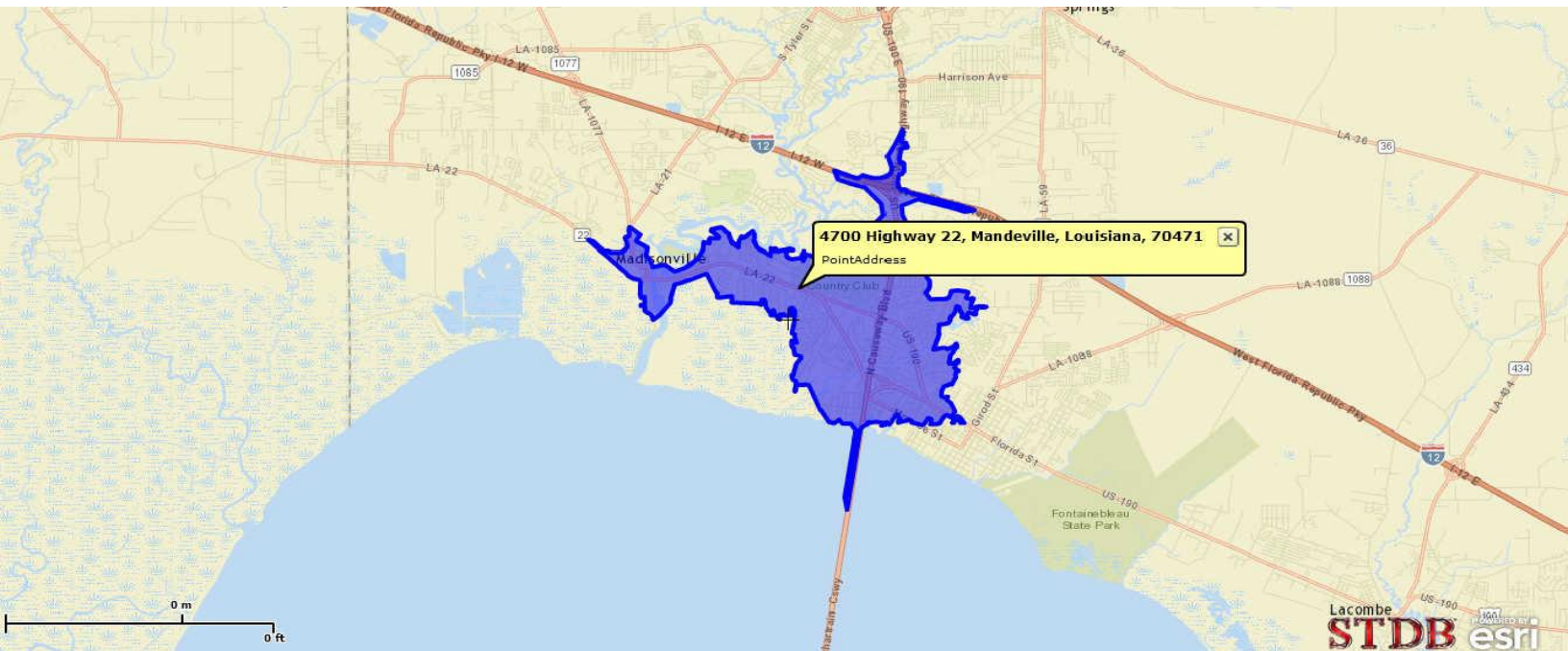
504.444.1503

rpearce@latterblum.com

For Lease
Retail Space

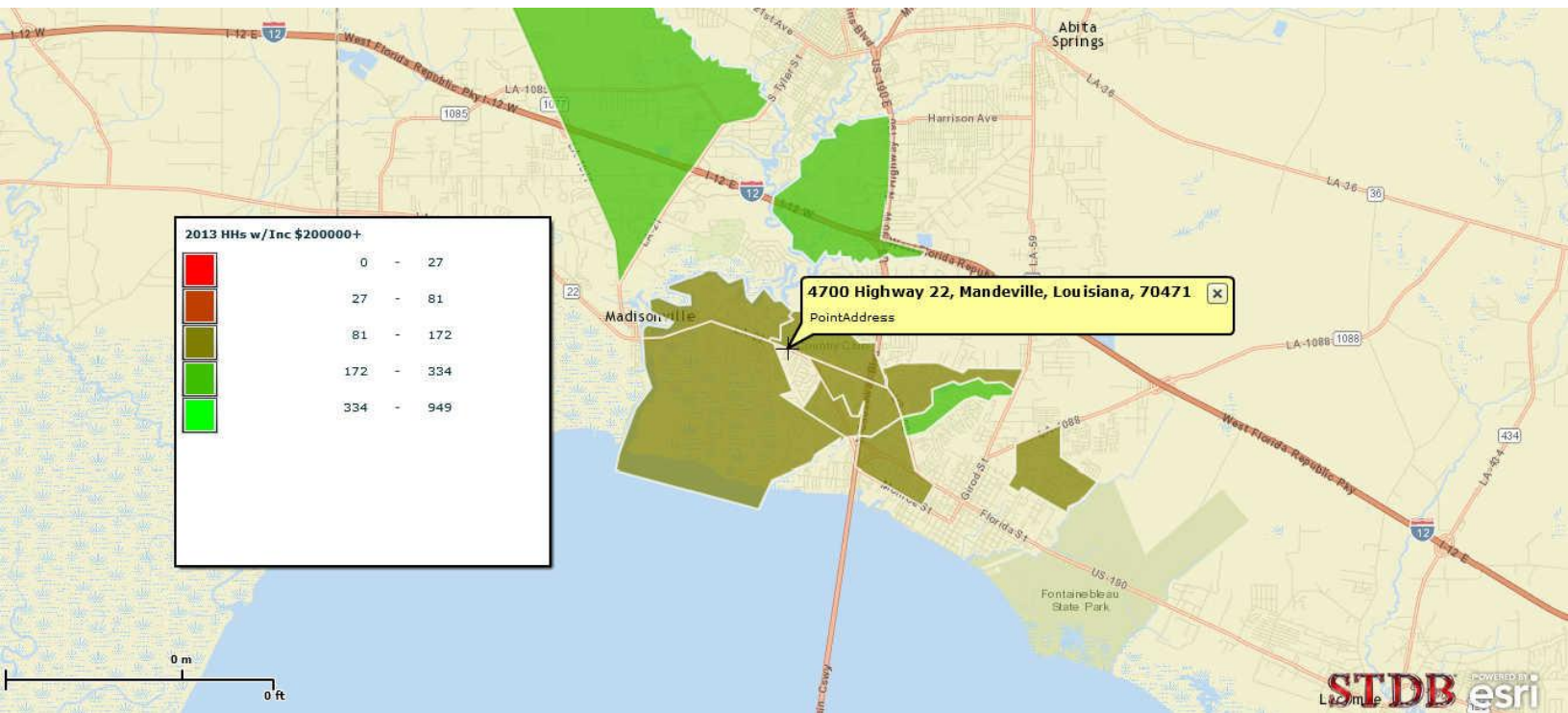


Traffic Count Map and 7 Minute Drive Time Map Indicating The Study Area For Demographics and Statistics

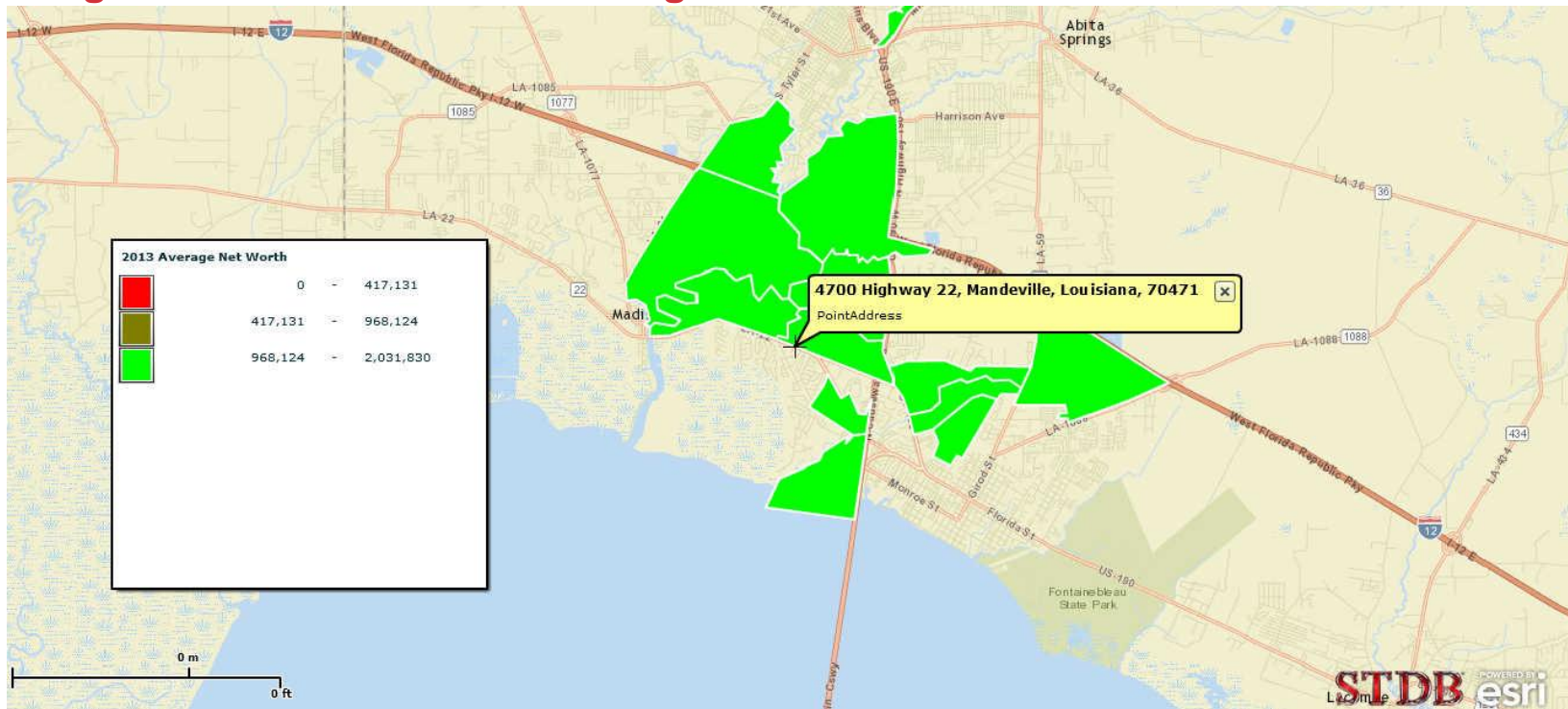


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Concentration Of Households With Income In Excess of \$200K/Year



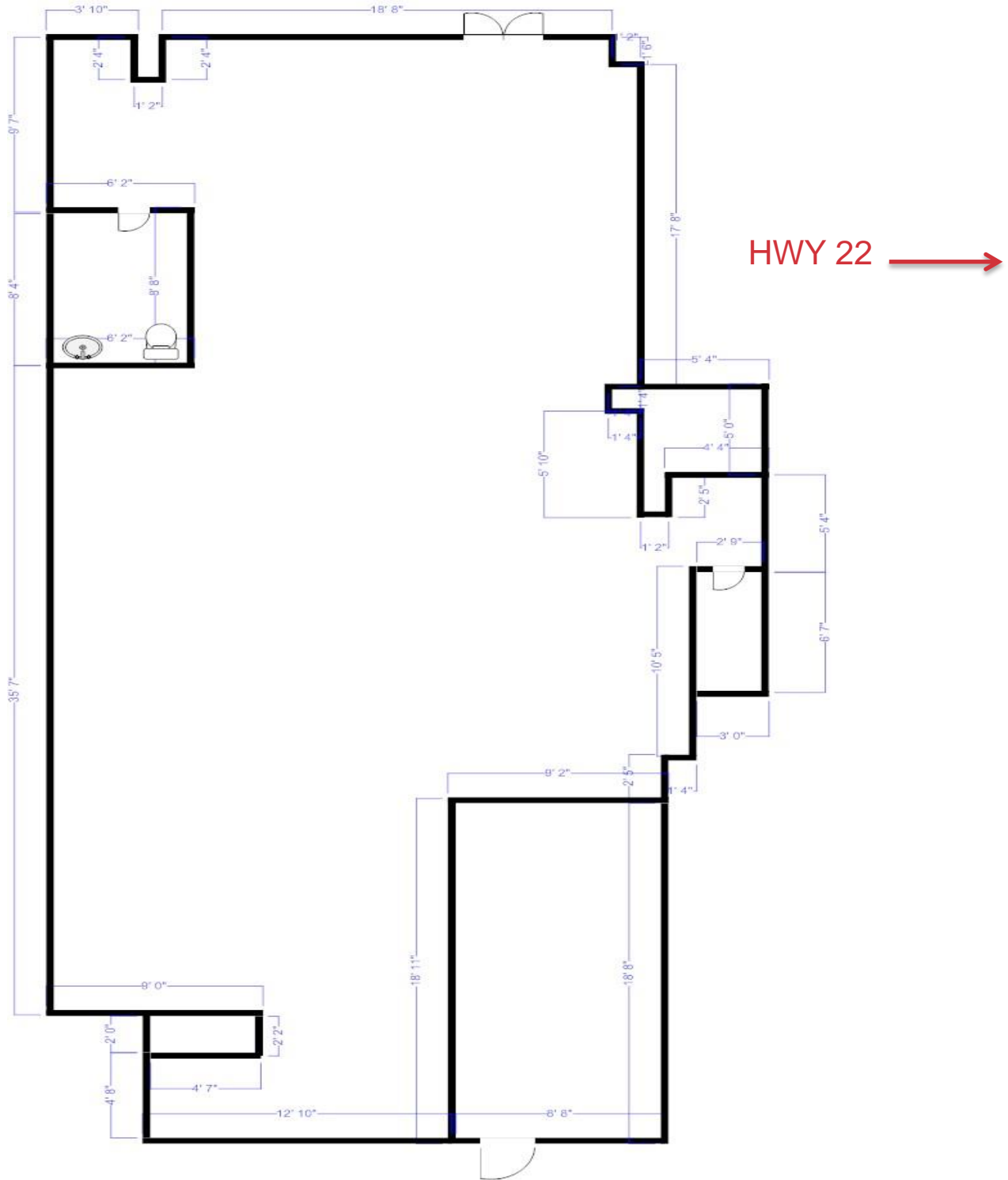
Neighborhoods Where The Average Household Net Worth Is In Excess of \$1M



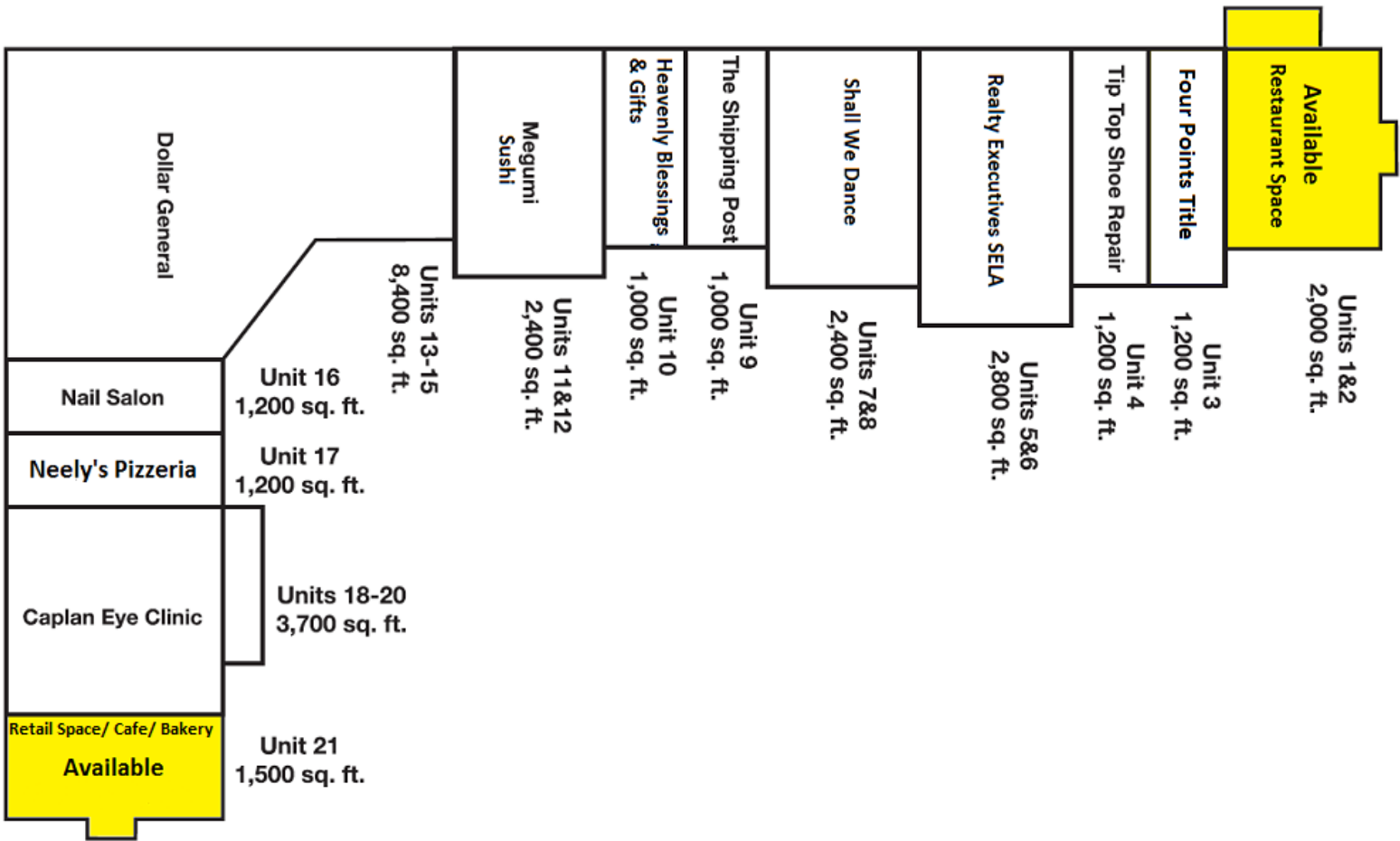
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Video Tour: <http://www.youtube.com/watch?v=Wf2-cavQGGA>

End Cap Store Front



For Lease
4700 HWY 22, #21
Mandeville, Louisiana 70471



Parkview Plaza Shopping Center Site Plan

4700 HWY 22, Mandeville, LA 70471

| | | | |
|--|--|--|--|
| Retail Market Potential | | | |
| Parkview Plaza | | | |
| 4700 Highway 22, Mandeville, Louisiana, 70471, | | | |
| Drive Time: 7 minutes | | | |

| Demographic Summary | | 2013 | 2018 |
|---|----------------------------|------------------------------|-------------|
| Population | | 24,913 | 26,264 |
| Population 18+ | | 18,924 | 20,401 |
| Households | | 9,768 | 10,340 |
| Median Household Income | | \$79,191 | \$88,264 |
| Product/Consumer Behavior | Expected Adults/HHs | Percent of Adults/HHs | MPI |
| Apparel (Adults) | | | |
| Bought any men's apparel in last 12 months | 10,388 | 54.9% | 110 |
| Bought any women's apparel in last 12 months | 9,010 | 47.6% | 105 |
| Bought apparel for child <13 in last 6 months | 5,404 | 28.6% | 101 |
| Bought any shoes in last 12 months | 10,802 | 57.1% | 110 |
| Bought costume jewelry in last 12 months | 4,457 | 23.6% | 113 |
| Bought any fine jewelry in last 12 months | 4,386 | 23.2% | 105 |
| Bought a watch in last 12 months | 3,566 | 18.8% | 97 |
| Automobiles (Households) | | | |
| HH owns/leases any vehicle | 9,024 | 92.4% | 108 |
| HH bought/leased new vehicle last 12 mo | 1,346 | 13.8% | 143 |
| Automotive Aftermarket (Adults) | | | |
| Bought gasoline in last 6 months | 17,612 | 93.1% | 107 |
| Bought/changed motor oil in last 12 months | 9,527 | 50.3% | 97 |
| Had tune-up in last 12 months | 6,578 | 34.8% | 112 |
| Beverages (Adults) | | | |
| Drank bottled water/seltzer in last 6 months | 12,460 | 65.8% | 106 |
| Drank regular cola in last 6 months | 8,504 | 44.9% | 88 |
| Drank beer/ale in last 6 months | 9,049 | 47.8% | 112 |
| Cameras & Film (Adults) | | | |
| Bought any camera in last 12 months | 2,658 | 14.0% | 110 |
| Bought film in last 12 months | 3,658 | 19.3% | 102 |
| Bought digital camera in last 12 months | 1,679 | 8.9% | 129 |
| Bought memory card for camera in last 12 months | 1,771 | 9.4% | 123 |
| Cell Phones/PDAs & Service (Adults) | | | |
| Bought cell/mobile phone/PDA in last 12 months | 6,895 | 36.4% | 103 |
| Avg monthly cell/mobile phone/PDA bill: \$1-\$49 | 4,277 | 22.6% | 106 |
| Avg monthly cell/mobile phone/PDA bill: \$50-99 | 6,340 | 33.5% | 103 |
| Avg monthly cell/mobile phone/PDA bill: \$100+ | 4,859 | 25.7% | 121 |
| Computers (Households) | | | |
| HH owns a personal computer | 8,458 | 86.6% | 117 |
| Spent <\$500 on most recent home PC purchase | 845 | 8.6% | 100 |
| Spent \$500-\$999 on most recent home PC purchase | 2,011 | 20.6% | 115 |
| Spent \$1000-\$1499 on most recent home PC purchase | 1,689 | 17.3% | 132 |
| Spent \$1500-\$1999 on most recent home PC purchase | 889 | 9.1% | 127 |
| Spent \$2000+ on most recent home PC purchase | 855 | 8.8% | 139 |

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2013 and 2018.

Retail Market Potential

Parkview Plaza
4700 Highway 22, Mandeville, Louisiana, 70471,
Drive Time: 7 minutes

| Product/Consumer Behavior | Expected Adults/HHs | Percent of Adults/HHs | MPI |
|--|---------------------|-----------------------|-----|
| Convenience Stores (Adults) | | | |
| Shopped at convenience store in last 6 months | 11,654 | 61.6% | 103 |
| Bought cigarettes at convenience store in last 30 days | 2,013 | 10.6% | 69 |
| Bought gas at convenience store in last 30 days | 6,054 | 32.0% | 96 |
| Spent at convenience store in last 30 days: <\$20 | 2,324 | 12.3% | 127 |
| Spent at convenience store in last 30 days: \$20-39 | 2,051 | 10.8% | 107 |
| Spent at convenience store in last 30 days: \$40+ | 6,216 | 32.8% | 92 |
| Entertainment (Adults) | | | |
| Attended movies in last 6 months | 12,664 | 66.9% | 114 |
| Went to live theater in last 12 months | 3,561 | 18.8% | 142 |
| Went to a bar/night club in last 12 months | 4,133 | 21.8% | 114 |
| Dined out in last 12 months | 11,553 | 61.1% | 124 |
| Gambled at a casino in last 12 months | 3,715 | 19.6% | 122 |
| Visited a theme park in last 12 months | 4,928 | 26.0% | 121 |
| DVDs rented in last 30 days: 1 | 578 | 3.1% | 115 |
| DVDs rented in last 30 days: 2 | 1,126 | 5.9% | 129 |
| DVDs rented in last 30 days: 3 | 784 | 4.1% | 129 |
| DVDs rented in last 30 days: 4 | 901 | 4.8% | 124 |
| DVDs rented in last 30 days: 5+ | 2,858 | 15.1% | 114 |
| DVDs purchased in last 30 days: 1 | 1,106 | 5.8% | 117 |
| DVDs purchased in last 30 days: 2 | 1,022 | 5.4% | 114 |
| DVDs purchased in last 30 days: 3-4 | 799 | 4.2% | 91 |
| DVDs purchased in last 30 days: 5+ | 785 | 4.1% | 80 |
| Spent on toys/games in last 12 months: <\$50 | 1,128 | 6.0% | 98 |
| Spent on toys/games in last 12 months: \$50-\$99 | 453 | 2.4% | 87 |
| Spent on toys/games in last 12 months: \$100-\$199 | 1,438 | 7.6% | 106 |
| Spent on toys/games in last 12 months: \$200-\$499 | 2,349 | 12.4% | 115 |
| Spent on toys/games in last 12 months: \$500+ | 1,435 | 7.6% | 133 |
| Financial (Adults) | | | |
| Have home mortgage (1st) | 5,452 | 28.8% | 150 |
| Used ATM/cash machine in last 12 months | 11,741 | 62.0% | 122 |
| Own any stock | 2,840 | 15.0% | 163 |
| Own U.S. savings bond | 1,800 | 9.5% | 140 |
| Own shares in mutual fund (stock) | 3,016 | 15.9% | 170 |
| Own shares in mutual fund (bonds) | 1,835 | 9.7% | 164 |
| Used full service brokerage firm in last 12 months | 1,927 | 10.2% | 164 |
| Have savings account | 8,754 | 46.3% | 128 |
| Have 401K retirement savings | 4,908 | 25.9% | 147 |
| Did banking over the Internet in last 12 months | 7,276 | 38.4% | 140 |
| Own any credit/debit card (in own name) | 16,183 | 85.5% | 116 |
| Avg monthly credit card expenditures: <\$111 | 2,720 | 14.4% | 105 |
| Avg monthly credit card expenditures: \$111-225 | 1,628 | 8.6% | 111 |
| Avg monthly credit card expenditures: \$226-450 | 1,648 | 8.7% | 116 |
| Avg monthly credit card expenditures: \$451-700 | 1,534 | 8.1% | 127 |
| Avg monthly credit card expenditures: \$701+ | 4,203 | 22.2% | 165 |

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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For Lease
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 Mandeville, Louisiana 70471

Restaurant Market Potential

Parkview Plaza
 4700 Highway 22, Mandeville, Louisiana, 70471,
 Drive Time: 7 minutes

| Demographic Summary | | 2013 | 2018 | |
|---|--|---------------------------|----------|-----|
| Population | | 24,913 | 26,264 | |
| Population 18+ | | 18,924 | 20,401 | |
| Households | | 9,768 | 10,340 | |
| Median Household Income | | \$79,191 | \$88,264 | |
| Product/Consumer Behavior | | Expected Number of Adults | Percent | MPI |
| Went to family restaurant/steak house in last 6 months | | 15,445 | 81.6% | 114 |
| Family restaurant/steak house last month: <2 times | | 5,051 | 26.7% | 104 |
| Family restaurant/steak house last month: 2-4 times | | 6,125 | 32.4% | 120 |
| Family restaurant/steak house last month: 5+ times | | 4,270 | 22.6% | 116 |
| Family restaurant/steak house last 6 months: breakfast | | 2,809 | 14.8% | 113 |
| Family restaurant/steak house last 6 months: lunch | | 5,590 | 29.5% | 119 |
| Family restaurant/steak house last 6 months: snack | | 549 | 2.9% | 103 |
| Family restaurant/steak house last 6 months: dinner | | 12,088 | 63.9% | 121 |
| Family restaurant/steak house last 6 months: weekday | | 9,155 | 48.4% | 126 |
| Family restaurant/steak house last 6 months: weekend | | 9,677 | 51.1% | 115 |
| Family restaurant/steak house last 6 months: Applebee's | | 5,642 | 29.8% | 118 |
| Family restaurant/steak house last 6 months: Bennigan's | | 522 | 2.8% | 124 |
| Family restaurant/steak house last 6 months: Bob Evans Farm | | 918 | 4.9% | 107 |
| Family restaurant/steak house last 6 months: Cheesecake Factory | | 1,888 | 10.0% | 150 |
| Family restaurant/steak house last 6 months: Chili's Grill & Bar | | 3,117 | 16.5% | 141 |
| Family restaurant/steak house last 6 months: Cracker Barrel | | 2,343 | 12.4% | 113 |
| Family restaurant/steak house last 6 months: Denny's | | 1,734 | 9.2% | 101 |
| Family restaurant/steak house last 6 months: Friendly's | | 952 | 5.0% | 128 |
| Family restaurant/steak house last 6 months: Golden Corral | | 972 | 5.1% | 71 |
| Family restaurant/steak house last 6 months: Intl Hse of Pancakes | | 2,625 | 13.9% | 119 |
| Family restaurant/steak house last 6 months: Lone Star Steakhouse | | 605 | 3.2% | 119 |
| Family restaurant/steak house last 6 months: Old Country Buffet | | 452 | 2.4% | 85 |
| Family restaurant/steak house last 6 months: Olive Garden | | 4,484 | 23.7% | 134 |
| Family restaurant/steak house last 6 months: Outback Steakhouse | | 2,952 | 15.6% | 137 |
| Family restaurant/steak house last 6 months: Perkins | | 616 | 3.3% | 90 |
| Family restaurant/steak house last 6 months: Red Lobster | | 2,856 | 15.1% | 113 |
| Family restaurant/steak house last 6 months: Red Robin | | 1,778 | 9.4% | 167 |
| Family restaurant/steak house last 6 months: Ruby Tuesday | | 2,019 | 10.7% | 128 |
| Family restaurant/steak house last 6 months: Ryan's | | 317 | 1.7% | 45 |
| Family restaurant/steak house last 6 months: Sizzler | | 380 | 2.0% | 66 |
| Family restaurant/steak house last 6 months: T.G.I. Friday's | | 2,702 | 14.3% | 139 |
| Went to fast food/drive-in restaurant in last 6 months | | 17,228 | 91.0% | 103 |
| Went to fast food/drive-in restaurant <6 times/month | | 6,499 | 34.3% | 98 |
| Went to fast food/drive-in restaurant 6-13 times/month | | 5,893 | 31.1% | 108 |
| Went to fast food/drive-in restaurant 14+ times/month | | 4,836 | 25.6% | 103 |
| Fast food/drive-in last 6 months: breakfast | | 5,623 | 29.7% | 109 |
| Fast food/drive-in last 6 months: lunch | | 12,463 | 65.9% | 112 |
| Fast food/drive-in last 6 months: snack | | 3,744 | 19.8% | 114 |
| Fast food/drive-in last 6 months: dinner | | 9,727 | 51.4% | 106 |

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2013 and 2018.

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Restaurant Market Potential

Parkview Plaza
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 Drive Time: 7 minutes

| Product/Consumer Behavior | Expected Number of | | |
|--|--------------------|---------|-----|
| | Adults | Percent | MPI |
| Fast food/drive-in last 6 months: weekday | 13,991 | 73.9% | 112 |
| Fast food/drive-in last 6 months: weekend | 9,429 | 49.8% | 103 |
| Fast food/drive-in last 6 months: A & W | 927 | 4.9% | 108 |
| Fast food/drive-in last 6 months: Arby's | 4,330 | 22.9% | 112 |
| Fast food/drive-in last 6 months: Boston Market | 1,347 | 7.1% | 148 |
| Fast food/drive-in last 6 months: Burger King | 6,903 | 36.5% | 101 |
| Fast food/drive-in last 6 months: Captain D's | 608 | 3.2% | 63 |
| Fast food/drive-in last 6 months: Carl's Jr. | 1,274 | 6.7% | 106 |
| Fast food/drive-in last 6 months: Checkers | 457 | 2.4% | 76 |
| Fast food/drive-in last 6 months: Chick-fil-A | 3,344 | 17.7% | 137 |
| Fast food/drive-in last 6 months: Chipotle Mex. Grill | 1,887 | 10.0% | 162 |
| Fast food/drive-in last 6 months: Chuck E. Cheese's | 821 | 4.3% | 97 |
| Fast food/drive-in last 6 months: Church's Fr. Chicken | 500 | 2.6% | 62 |
| Fast food/drive-in last 6 months: Dairy Queen | 3,289 | 17.4% | 110 |
| Fast food/drive-in last 6 months: Del Taco | 718 | 3.8% | 111 |
| Fast food/drive-in last 6 months: Domino's Pizza | 2,275 | 12.0% | 89 |
| Fast food/drive-in last 6 months: Dunkin' Donuts | 2,869 | 15.2% | 132 |
| Fast food/drive-in last 6 months: Fuddruckers | 754 | 4.0% | 141 |
| Fast food/drive-in last 6 months: Hardee's | 903 | 4.8% | 71 |
| Fast food/drive-in last 6 months: Jack in the Box | 1,947 | 10.3% | 98 |
| Fast food/drive-in last 6 months: KFC | 4,850 | 25.6% | 94 |
| Fast food/drive-in last 6 months: Little Caesars | 1,127 | 6.0% | 82 |
| Fast food/drive-in last 6 months: Long John Silver's | 903 | 4.8% | 76 |
| Fast food/drive-in last 6 months: McDonald's | 10,817 | 57.2% | 103 |
| Fast food/drive-in last 6 months: Panera Bread | 3,126 | 16.5% | 170 |
| Fast food/drive-in last 6 months: Papa John's | 1,950 | 10.3% | 118 |
| Fast food/drive-in last 6 months: Pizza Hut | 3,773 | 19.9% | 91 |
| Fast food/drive-in last 6 months: Popeyes | 1,183 | 6.3% | 86 |
| Fast food/drive-in last 6 months: Quiznos | 2,351 | 12.4% | 137 |
| Fast food/drive-in last 6 months: Sonic Drive-In | 2,191 | 11.6% | 98 |
| Fast food/drive-in last 6 months: Starbucks | 4,213 | 22.3% | 148 |
| Fast food/drive-in last 6 months: Steak n Shake | 1,114 | 5.9% | 117 |
| Fast food/drive-in last 6 months: Subway | 6,443 | 34.0% | 108 |
| Fast food/drive-in last 6 months: Taco Bell | 6,290 | 33.2% | 104 |
| Fast food/drive-in last 6 months: Wendy's | 6,354 | 33.6% | 108 |
| Fast food/drive-in last 6 months: Whataburger | 825 | 4.4% | 89 |
| Fast food/drive-in last 6 months: White Castle | 711 | 3.8% | 95 |
| Fast food/drive-in last 6 months: eat in | 7,804 | 41.2% | 110 |
| Fast food/drive-in last 6 months: home delivery | 2,014 | 10.6% | 102 |
| Fast food/drive-in last 6 months: take-out/drive-thru | 10,649 | 56.3% | 108 |
| Fast food/drive-in last 6 months: take-out/walk-in | 5,241 | 27.7% | 113 |

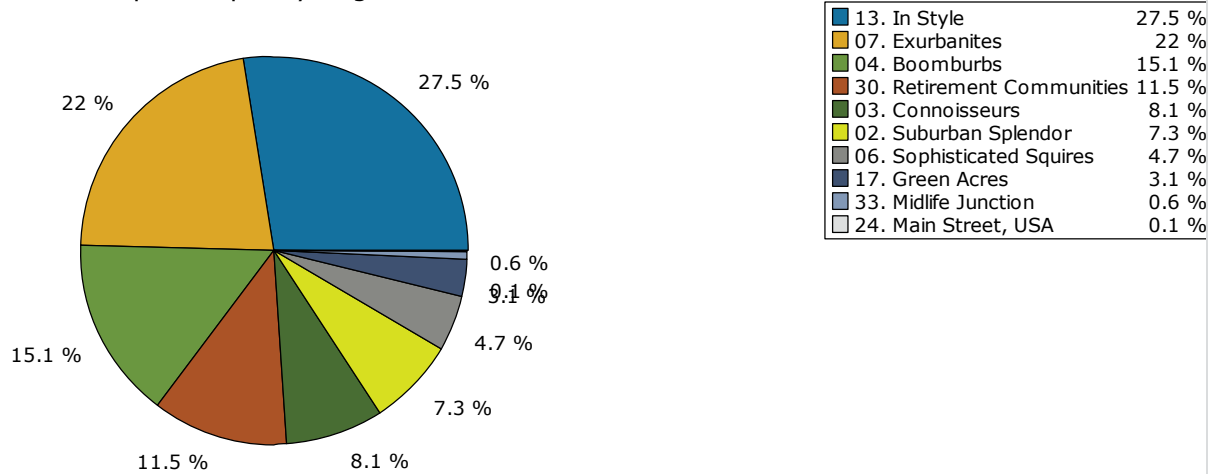
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Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2013 and 2018.

Lifestyle Report

Parkview Plaza
 4700 Highway 22, Mandeville, Louisiana, 70471,
 Drive Time: 7 minutes

Top 10 Tapestry Segments



Top 10 Tapestry Segments:

13. In Style

In Style residents live in the suburbs but prefer the city lifestyle. Professional couples predominate. Household distributions by type are similar to those of the United States. Married-couple families represent 54 percent of households. Households without children (married couples without children, single-person, shared, and other family types), comprise more than two-thirds of all households. This count is increasing. The population is slightly older, with a median age of 40.8 years. There is little diversity in these neighborhoods. In Style residents are prosperous, with a median household income of \$67,502. Wages and salaries provide income for 84 percent of the households; 47 percent also receive some form of investment income. For additional information on this lifestyle, click here:
http://www.esri.com/-/media/Files/Pdfs/data/esri_data/pdfs/tapestry-singles/13_in_style.pdf

07. Exurbanites

Exurbanites residents prefer an affluent lifestyle in open spaces beyond the urban fringe. Although 40 percent are empty nesters, another 32 percent are married couples with children still living at home. Half of the householders are aged between 45 and 64 years. They may be part of the "sandwich generation," because their median age of 46.6 years places them directly between paying for children's college expenses and caring for elderly parents. There is little ethnic diversity; most residents are white. Approximately half work in substantive professional or management positions. These residents are educated; more than 40 percent of the population aged 25 years and older 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/07_exurbanites.pdf

04. Boomburbs

The newest additions to the suburbs, these communities are home to busy, affluent young families. Both the neighborhoods and the families are growing. Boomburbs is the fastest-growing market in the United States; the population has been growing at a rate of 1.44 percent annually since 2000. It is also home to one of the highest concentrations of young families with children. The median age is 36.1 years; one-fifth of Boomburbs residents are between 35 and 44 years of age. There is little ethnic diversity in the population; most of the residents are white. The Boomburbs market includes one of the highest concentrations of two-income households. For additional information on this lifestyle, click here:
http://www.esri.com/-/media/Files/Pdfs/data/esri_data/pdfs/tapestry-singles/04_boomburbs.pdf

30. Retirement Communities

Most of the households in Retirement Communities neighborhoods are single seniors who live alone; a fourth is married couples with no children living at home. This older market has a median age of 50.9 years. One-third of the residents and 44 percent of householders are aged 65 years or older. Twenty-three percent of the population and 31 percent of householders are aged 75 years or older. Most of the residents are white. The median household income for Retirement Communities is \$48,319, slightly below the U.S. median. Nearly half of the households earn income from interest, dividends, and rental properties; 45 percent receive Social Security benefits; and 26 percent receive retirement income. For additional information on this lifestyle, click here:
http://www.esri.com/-/media/Files/Pdfs/data/esri_data/pdfs/tapestry-singles/30_retirement_communities.pdf

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

| | |
|--|--|
| <h2>Lifestyle Report</h2> | |
| Parkview Plaza | |
| 4700 Highway 22, Mandeville, Louisiana, 70471, | |
| Drive Time: 7 minutes | |

03. Connoisseurs

Residents of Connoisseurs neighborhoods are somewhat older, with a median age of 47.7 years. Approximately 70 percent of the population is married. Although residents appear closer to retirement than child-rearing age, 30 percent of the households are married couples with children living at home. Ethnic diversity is negligible. Connoisseurs are second in affluence only to the Top Rung segment. This market is well educated; 63 percent of the population aged 25 years and older hold a bachelor's or graduate degree. Employed residents earn wages from high-paying management, professional, and sales jobs. Many are self-employed; the rate is twice that of the national average. For additional information on this lifestyle, click here:

http://www.esri.com/~mediaFiles/Pdfs/data/esri_data/pdfs/tapestry-singles/03_connoisseurs.pdf

02. Suburban Splendor

Suburban Splendor residents are families who live in growing suburban neighborhoods. Married couple families with and without children comprise 8 in 10 of these households. Household growth in these suburbs is 0.69 percent annually. The median age is 43.4 years, and half of the population is aged 35–64 years. These low-diversity neighborhoods are predominantly white. These successful suburbanites are the epitome of upward mobility, just a couple of rungs below Top Rung in affluence. Suburban Splendor residents have a median household income of \$116,617. Labor force participation rates are high for both men and women; many households are two income. For additional information on this lifestyle, click here:

http://www.esri.com/~mediaFiles/Pdfs/data/esri_data/pdfs/tapestry-singles/02_suburban_splendor.pdf

06. Sophisticated Squires

Residents of Sophisticated Squires neighborhoods enjoy cultured country life on the urban fringe. These city escapees accept longer commutes to live near fewer neighbors. Mostly married couple families; more than 40 percent of the households are married couples with children that range from toddlers to young adults. The median age is 40 years. Most are baby boomers and are aged between 35 and 54 years. This segment is not ethnically diverse; most residents are white. These residents are educated; more than one-third of the population aged 25 years or older holds a bachelor's or graduate degree; 69 percent has attended college. Labor force participation rates are high; occupations range from management to unskilled labor positions. For additional information on this lifestyle, click here:

http://www.esri.com/~mediaFiles/Pdfs/data/esri_data/pdfs/tapestry-singles/06_Sophisticated_Squires.pdf

17. Green Acres

Seventy-one percent of the households in Green Acres neighborhoods are married couples with and without children. Many families are blue-collar Baby Boomers, many with children aged 6–17 years. With more than 10 million people, Green Acres represents Tapestry's third largest segment, currently more than 3 percent of the U.S. population and growing by 0.81 percent annually. The median age is 42.3 years. This segment is not ethnically diverse; 92 percent of the residents are white. Educated and hard-working, more than one-fourth of Green Acres residents hold a bachelor's or graduate degree; more than half have attended college. For additional information on this lifestyle, click here:

http://www.esri.com/~mediaFiles/Pdfs/data/esri_data/pdfs/tapestry-singles/17_green_acres.pdf

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/~mediaFiles/Pdfs/data/esri_data/pdfs/tapestry-singles/33_midlife_junction.pdf

24. Main Street, USA

Main Street, USA neighborhoods are a mix of household types, similar to the U.S. distribution. Approximately half of the households are composed of married-couple families, nearly one-third are single-person or shared households, and the rest are single-parent or other family households. The median age of 36.9 years nearly matches the U.S. median. These residents are less diverse than the U.S. population. The median household income is \$50,026, derived from wages, interest, dividends, or rental property. More than one in five residents aged 25 years and older hold a bachelor's or graduate degree; more than half of the residents have attended college. For additional information on this lifestyle, click here:

http://www.esri.com/~mediaFiles/Pdfs/data/esri_data/pdfs/tapestry-singles/24_main_street_usa.pdf

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri