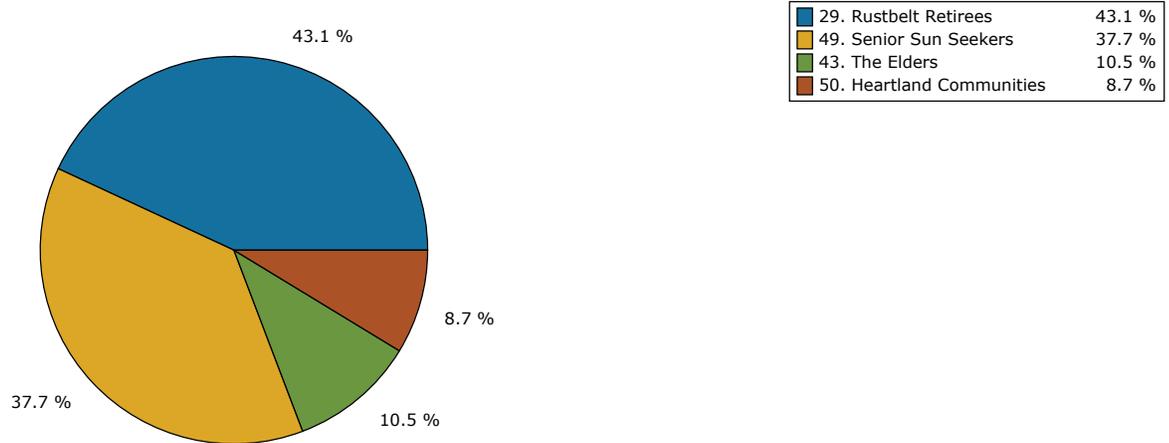


Top 10 Tapestry Segments



Top 10 Tapestry Segments:

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

49. Senior Sun Seekers

Growing at a rate of 2.2 percent annually, Senior Sun Seekers neighborhoods are among the fastest growing in the nation. Their median age is 52.5 years, the third oldest population of the Tapestry segments. More than 6 in 10 are aged 55 years or older. Married couples without children and singles comprise 70 percent of all households. This segment is not ethnically diverse; approximately 87 percent are white. Many Senior Sun Seekers residents are retired or are anticipating retirement. The median household income is \$35,714. More than half of the households receive Social Security benefits. Approximately one-third of the households also receive retirement income. For additional information on this lifestyle, click here: http://www.esri.com/~media/Files/Pdfs/data/esri_data/pdfs/tapestry-singles/49_senior_sun_seekers.pdf

43. The Elders

With a median age of 71.2 years, The Elders is Tapestry's oldest segment. Eighty percent of the householders are aged 65 years or older. This population is growing by 0.48 percent annually. Nine in ten households are either married couples with no children living at home or singles. The small household size of 1.7 reflects those two household types. More than 4 in 10 live alone, one of the top 10 ratios among the Tapestry segments. There is no ethnic diversity; 95 percent of the population is white. Most of these residents have retired; 80 percent receive Social Security benefits, more than three times the national level. Forty-eight percent collect retirement income, more than two-and-one-half times the national level. For additional information on this lifestyle, click here: http://www.esri.com/~media/Files/Pdfs/data/esri_data/pdfs/tapestry-singles/43_the_elders.pdf

50. Heartland Communities

Settled and close-knit, residents of Heartland Communities have a median age of 41.8 years. Approximately half of the residents have already retired, many in the same towns where they have lived and worked their whole lives. Nearly half are aged 55 years or older. Although married-couple families comprise nearly half of the household types and almost one-third are singles who live alone, other family types and shared housing are also represented. Children are found in 30 percent of the households. Diversity is minimal; nearly 9 in 10 residents are white. The median household income is \$34,326. Two-thirds of the households earn wage and salary income, and 39 percent receive Social Security benefits. For additional information on this lifestyle, click here: http://www.esri.com/~media/Files/Pdfs/data/esri_data/pdfs/tapestry-singles/50_heartland_communities.pdf

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Source: Esri



Lifestyle Report

Edgewater FL 5-10-15 Minute Drivetime
Retail Market Analysis
Drive Time: 5 minutes

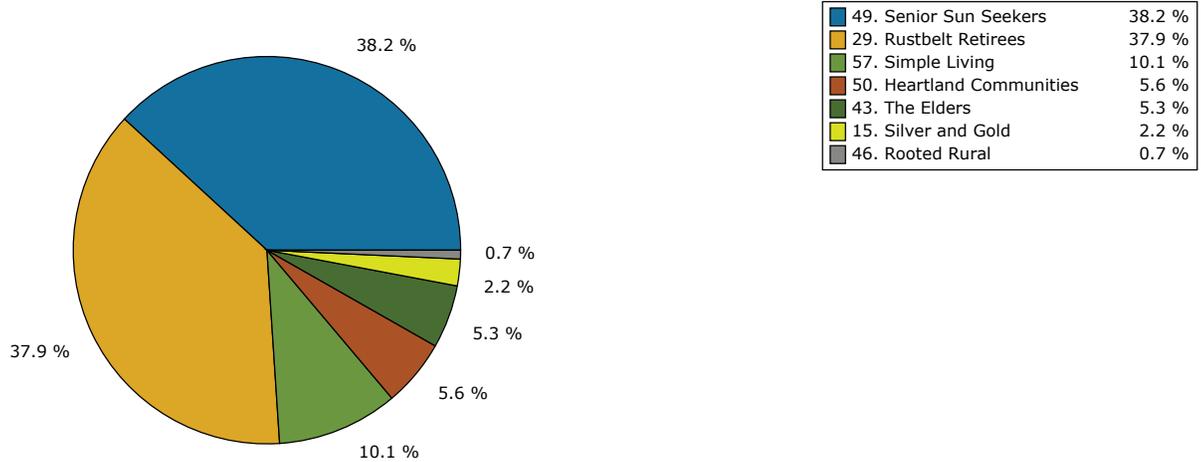
Prepared by Decision Data Resources
Latitude: 28.972892
Longitude: -80.895872

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March 05, 2014

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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: http://www.esri.com/~media/Files/Pdfs/data/esri_data/pdfs/tapestry-singles/57_simple_living.pdf

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http://www.esri.com/~media/Files/Pdfs/data/esri_data/pdfs/tapestry-singles/43_the_elders.pdf

15. Silver and Gold

With a median age of 60.9 years, Silver and Gold residents are the second oldest of the Tapestry segments. More than 70 percent are aged 55 years or older. Most residents have retired from professional occupations. Half of the households are composed of married couples without children. This segment is small, less than 1 percent of all U.S. households; however, annual household growth is 2.35 percent since 2000. Residents of these neighborhoods are not ethnically diverse; 93 percent of them are white. These are wealthy, educated seniors. Their median household income is \$68,518. For additional information on this lifestyle, click here:

http://www.esri.com/~media/Files/Pdfs/data/esri_data/pdfs/tapestry-singles/15_silver_and_gold.pdf

46. Rooted Rural

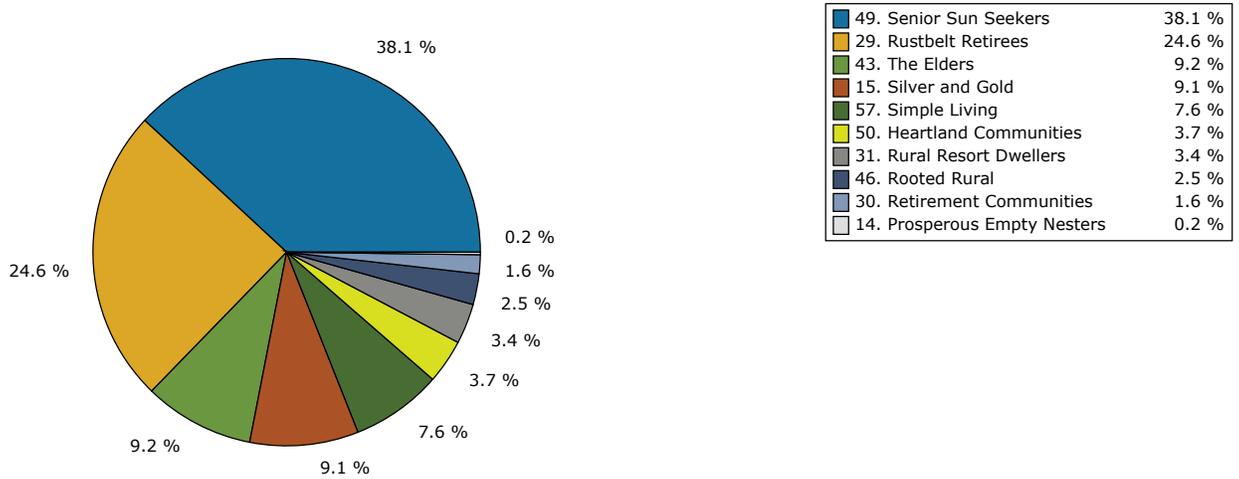
The population of the Rooted Rural segment is slightly older, with a median age of 44.1 years; 50 percent are older than age 55. Married-couple families dominate these rural neighborhoods; however, 23 percent are singles who live alone. More of the married-couple families are emptynesters than those who have children. There is little ethnic diversity in the Rooted Rural segment; almost 90 percent of the residents are white. The median household income for this segment is \$37,561. One-third of the households receive Social Security benefits. Although the agricultural industry is more prominent in this market than at the U.S. level, many employed residents work in the service and manufacturing industry sectors. For additional information on this lifestyle, click here:

http://www.esri.com/~media/Files/Pdfs/data/esri_data/pdfs/tapestry-singles/46_rooted_rural.pdf

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http://www.esri.com/~media/Files/Pdfs/data/esri_data/pdfs/tapestry-singles/50_heartland_communities.pdf

31. Rural Resort Dwellers

These neighborhoods are found in pastoral settings in rural nonfarm areas throughout the U.S. Household types include empty-nester married couples, singles, and married couples with children. The median age is 50 years; more than half are aged 55 and older. Most residents are white in these low diversity neighborhoods. Although retirement beckons, most of these residents still work. The median household income is \$47,585, slightly below the U.S. level. Six percent of those who are employed work at home, twice the U.S. rate. Because so many residents are aged 65 and older, receipt of retirement income and Social Security benefits is common. For additional information on this lifestyle, click here:

http://www.esri.com/~media/Files/Pdfs/data/esri_data/pdfs/tapestry-singles/31_rural_resort_dwellers.pdf

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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

14. Prosperous Empty Nesters

Approximately 6 in 10 householders in Prosperous Empty Nesters neighborhoods are aged 55 years or older. Forty percent of the households are composed of married couples with no children living at home. Residents are enjoying the move from child-rearing to retirement. The median age is 48.2 years. Population in this segment is increasing slowly, at 0.56 percent annually; however, the pace will probably accelerate as the Baby Boomers mature. Prosperous Empty Nesters residents are not ethnically diverse; approximately 90 percent are white. Prosperous Empty Nesters invest prudently for the future. The median household income is \$66,014. For additional information on this lifestyle, click here:

http://www.esri.com/~media/Files/Pdfs/data/esri_data/pdfs/tapestry-singles/14_prosperous_empty_nesters.pdf

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