Aerial Overview Chart - NY Congressional District 1

Prep'd by James T. Saint, CCIM - Halo Realty & Investments Corp

New York Congressional
District 1

Latitude: 40.910230
Longitude: -72.641198

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Aerial Overview Chart - NY Congressional District 11

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New York Congressional
District 11

Latitude: 40.656589
Longitude: -72.956918

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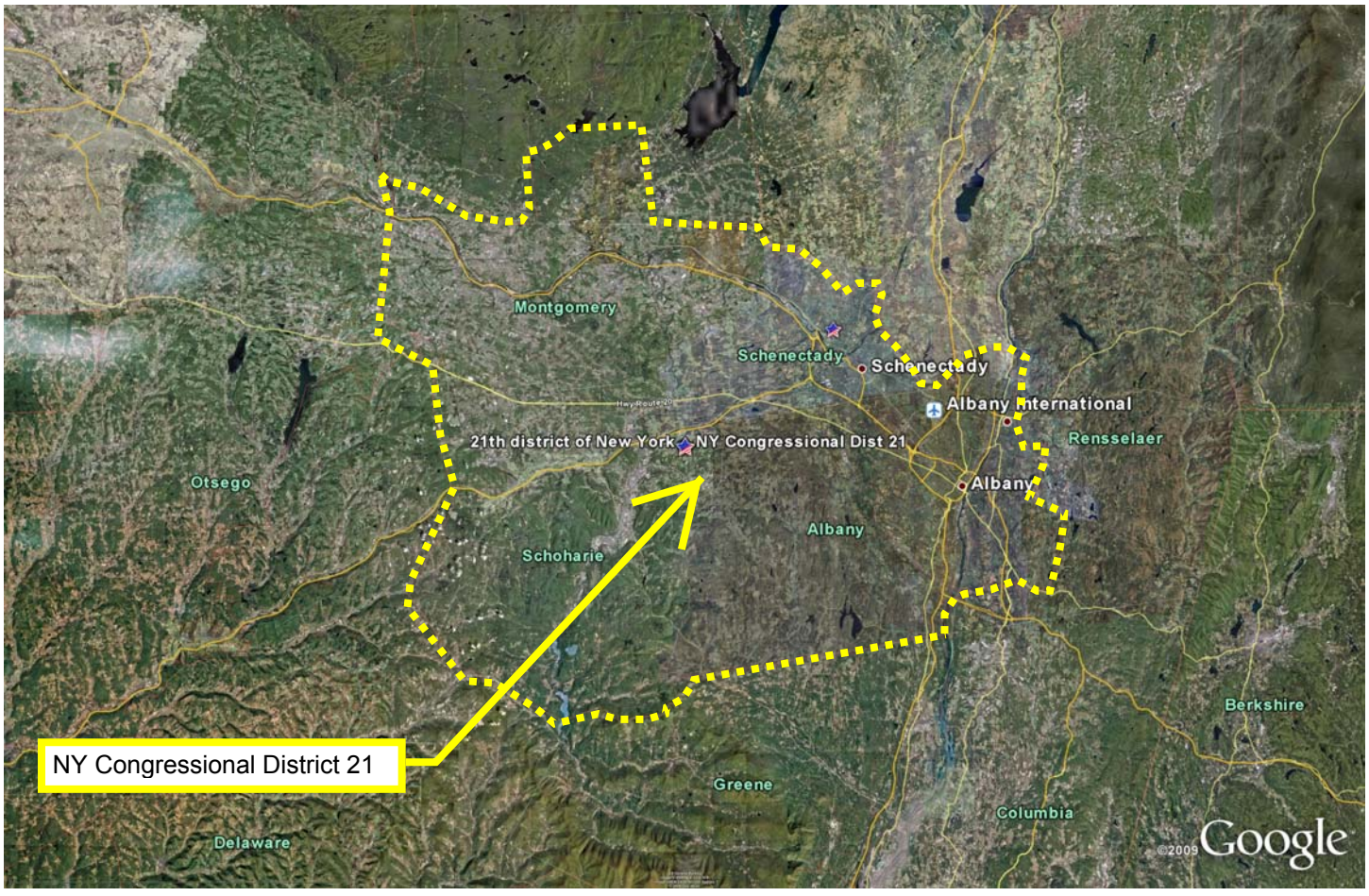
Aerial Overview Chart - NY Congressional District 21

Prep'd by James T. Saint, CCIM - Halo Realty & Investments Corp

New York Congressional
District 21

Latitude: 42.713934
Longitude: -74.276144



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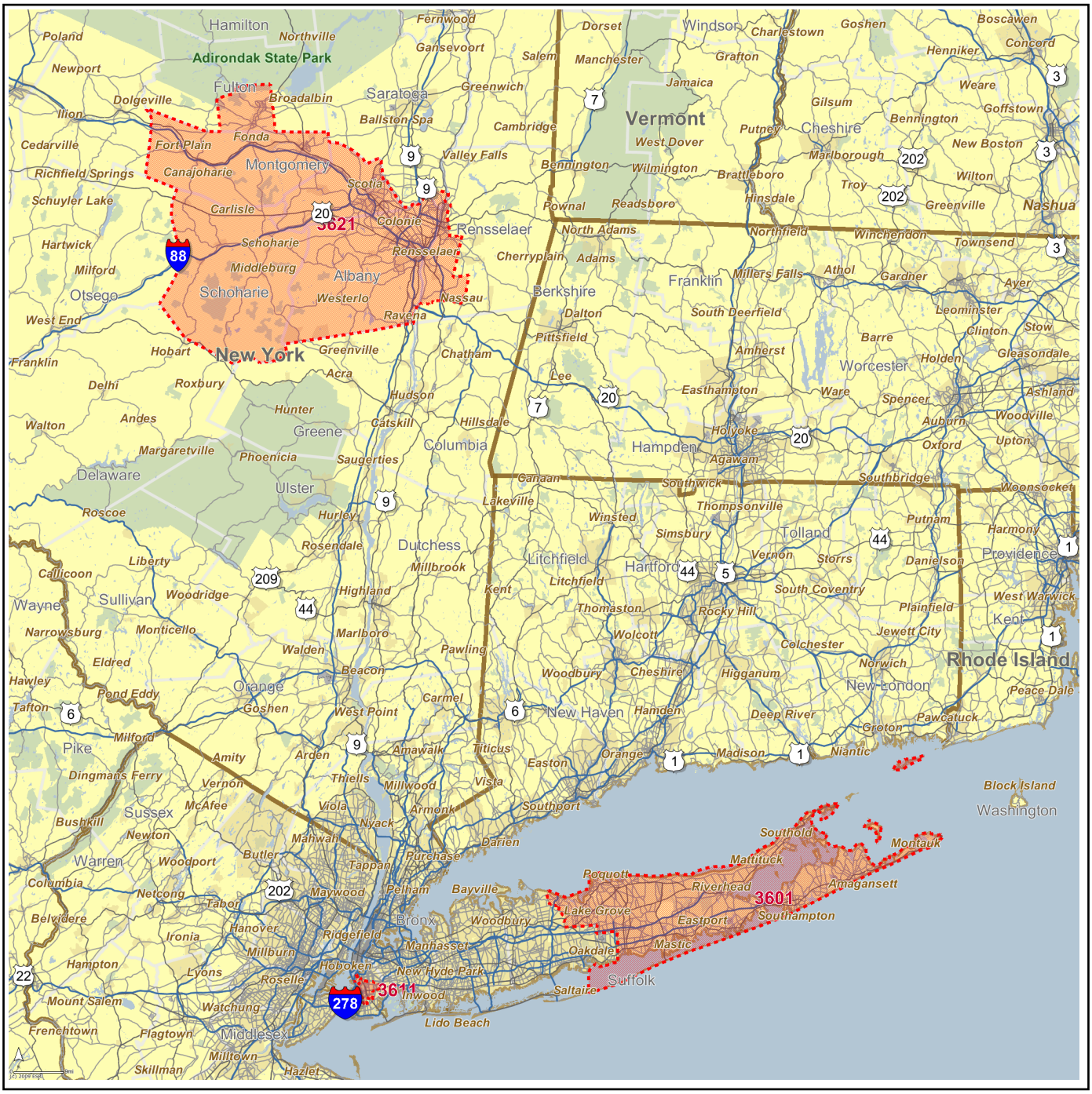
New York Congressinal Dist Study

Site Map

July 6, 2009

Site Map
New York Congressional Districts

Congressional Districts: New York - District 1, New York - District 11 New York - District 21



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Executive Summary with Charts

Prep'd by James T. Saint, CCIM — Halo Realty & Investments Corp

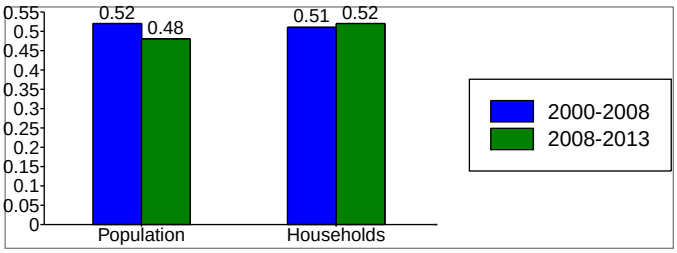
Congressional Districts: New York - District 1, New York - District 11 et al.

Population and Households

The size of the market area, measured by population and households, has changed from 2000 through the forecast year as follows:

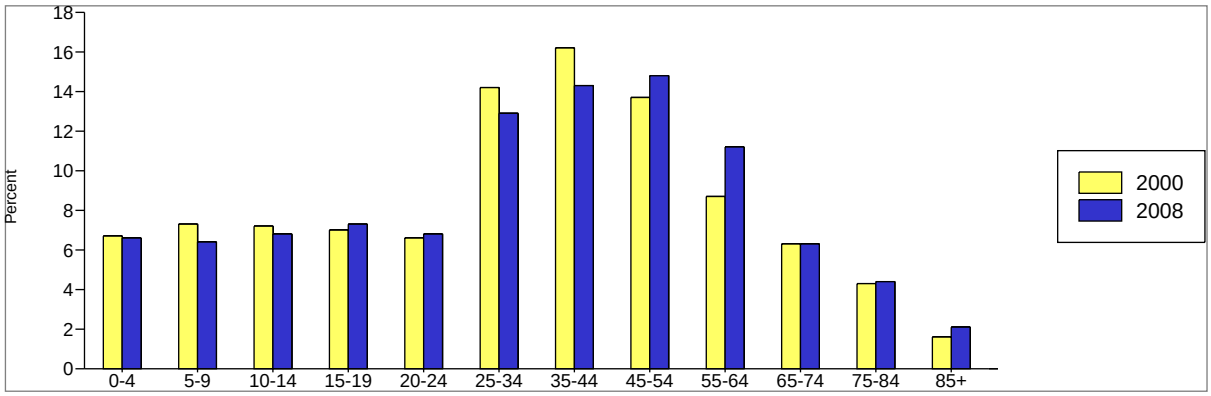
Year	Population	Households
2000	1,963,082	727,356
2008	2,048,308	758,319
2013	2,098,034	778,131

The difference between change in population and change in households is a result of two factors—the presence of group quarters (non-household) population in the market area and the average number of persons per household. The group quarters population in the market area was 56,725 in 2000, or 2.9 percent of the total population. Average household size is 2.62 in 2008, compared to 2.62 in the year 2000.



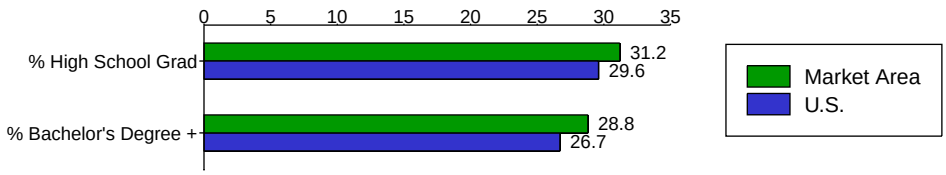
Population by Age

The median age for the United States was 35.3 in 2000 and 36.7 in the current year. In the market area, the median age of the population was 35.5, compared to 37.2 years currently. By age group, the changes in the percent distribution of the market area population show the following:



Population by Education

In 2008, the educational attainment of the population aged 25 years or older in the market area can be summarized:



Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013. ESRI converted 1990 Census data into 2000 geography.

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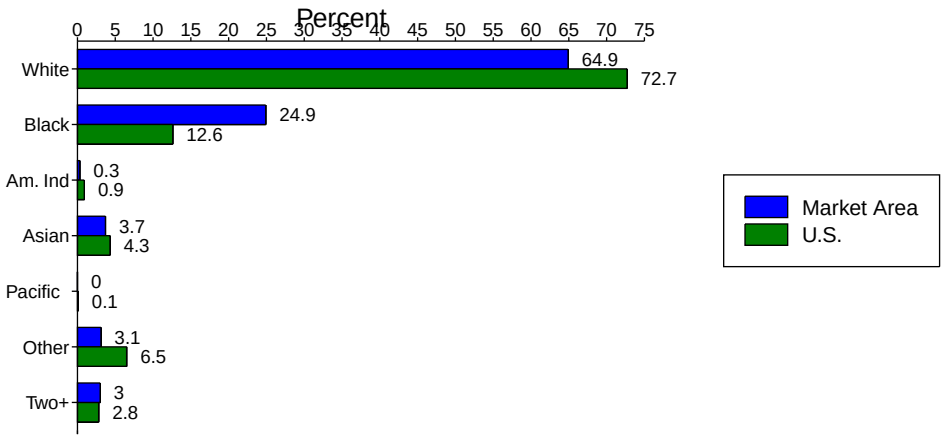
Congressional Districts: New York - District 1, New York - District 11 et al.

Population by Race/Ethnicity

Currently, the racial composition of the population in the market area breaks down as follows:

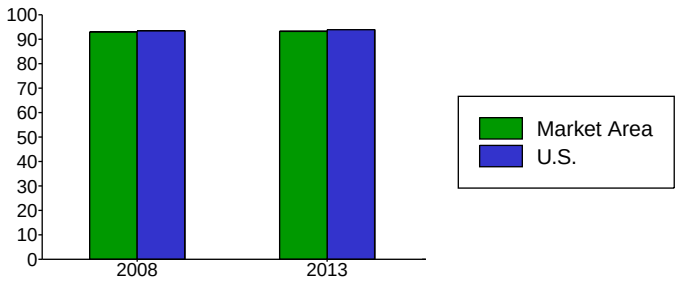


Persons of Hispanic origin represent 8.8 percent of the population in the identified market area compared to 15.0 percent of the U.S. population. Persons of Hispanic Origin may be of any race. In sum, the Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, was 59.3 in the identified market area, compared to 59.3 in the U.S. population.

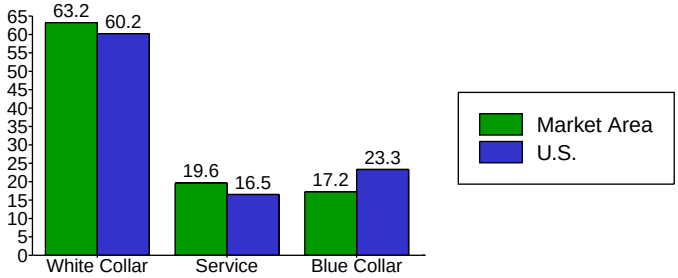
Population by Employment

In 2000, 63.4 percent of the population aged 16 years or older in the market area participated in the labor force; 0.1 percent were in the Armed Forces. Tracking the change in the labor force by unemployment status:

Year	%Employed	%Unemployed
2008	92.9	7.1
2013	93.2	6.8



And by occupational status:



In 2000, 60.4 percent of the market area population drove alone to work, and 2.9 percent worked at home. The average travel time to work in 2000 was 31.9 minutes in the market area, compared to the U.S. average of 25.5 minutes.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013. ESRI converted 1990 Census data into 2000 geography.

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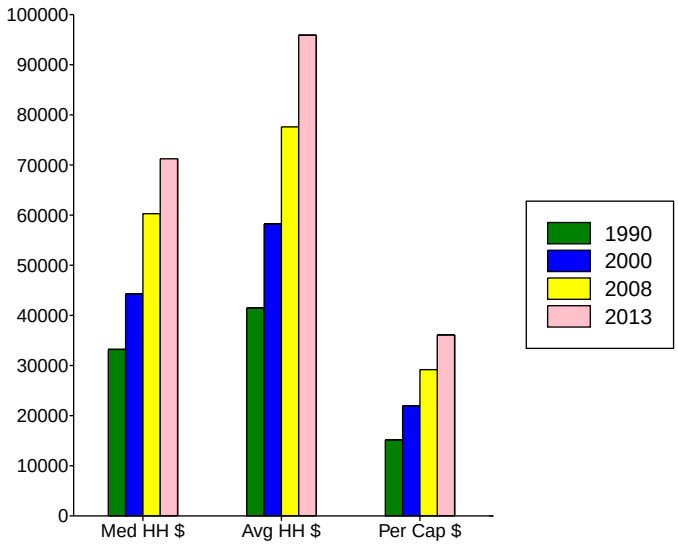
Congressional Districts: New York - District 1, New York - District 11 et al.

Income

The change in three summary measures of income—median and average household income and per capita income—are shown below from 1990 through 2013:



Housing

Currently, 50.6 percent of the 853,414 housing units in the market area are owner occupied; 38.2 percent, renter occupied; and 11.1 percent are vacant. In 2000, there were 809,836 housing units— 48.2 percent owner occupied, 41.6 percent renter occupied and 10.2 percent vacant. The annual rate of change in housing units since 2000 is 0.64 percent. Median home value in the market area is $281,356, compared to a median home value of $192,285 for the U.S. In five years, median home value is projected to change by 0.53 percent annually to $288,829. From 2000 to the current year, median home value changed by 8.3 percent annually.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013. ESRI converted 1990 Census data into 2000 geography.

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Income-Employment Profile

Prep'd by James T. Saint, CCIM — Halo Realty & Investments Corp

Congressional Districts: New York - District 1, New York - District 11 et al.

	1990		Census 2000		2008		2013		Percent Change	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	1990-2000	2008-2013
Total Population	1,898,434		1,963,082		2,048,308		2,098,034		3.4%	2.4%
Total Households	683,611		727,356		758,319		778,131		6.4%	2.6%
Civilian Population 16+ in Labor Force										
Civilian Employed	900,129	93.2%	892,444	92.7%	973,957	92.9%	1,006,973	93.2%	-0.9%	3.4%
Civilian Unemployed	65,622	6.8%	70,133	7.3%	74,708	7.1%	73,232	6.8%	6.9%	-2.0%
Households by Income										
Total	684,132	100%	727,681	100%	758,307	100%	778,122	100%	6.4%	2.6%
< $10,000	97,159	14.2%	78,858	10.8%	55,113	7.3%	44,107	5.7%	-18.8%	-20.0%
$10,000 - $14,999	50,371	7.4%	45,082	6.2%	35,017	4.6%	29,848	3.8%	-10.5%	-14.8%
$15,000 - $19,999	53,900	7.9%	40,420	5.6%	39,232	5.2%	32,928	4.2%	-25.0%	-16.1%
$20,000 - $24,999	54,756	8.0%	43,568	6.0%	27,468	3.6%	29,620	3.8%	-20.4%	7.8%
$25,000 - $29,999	50,737	7.4%	43,484	6.0%	35,358	4.7%	22,986	3.0%	-14.3%	-35.0%
$30,000 - $34,999	50,113	7.3%	41,958	5.8%	31,403	4.1%	24,491	3.1%	-16.3%	-22.0%
$35,000 - $39,999	45,090	6.6%	38,780	5.3%	35,602	4.7%	27,816	3.6%	-14.0%	-21.9%
$40,000 - $49,999	79,771	11.7%	69,729	9.6%	63,436	8.4%	52,695	6.8%	-12.6%	-16.9%
$50,000 - $59,999	60,915	8.9%	63,348	8.7%	54,298	7.2%	53,223	6.8%	4.0%	-2.0%
$60,000 - $74,999	59,032	8.6%	76,897	10.6%	92,055	12.1%	90,525	11.6%	30.3%	-1.7%
$75,000 - $99,999	46,194	6.8%	81,352	11.2%	104,860	13.8%	127,971	16.4%	76.1%	22.0%
$100,000 - $124,999	18,430	2.7%	45,233	6.2%	71,949	9.5%	87,505	11.2%	145.4%	21.6%
$125,000 - $149,999	7,282	1.1%	22,812	3.1%	43,110	5.7%	38,822	5.0%	213.3%	-9.9%
$150,000+	10,382	1.5%	36,160	5.0%	69,406	9.2%	115,585	14.9%	248.3%	66.5%
Median Household Income	$33,200		$44,234		$60,284		$71,234		33.2%	18.2%
Average Household Income	$41,442		$58,200		$77,600		$95,873		40.4%	23.5%
Per Capita Income	$15,117		$21,898		$29,174		$36,049		44.9%	23.6%

	Number	Percent
2008 Households by Disposable Income		
Total	758,306	100.0%
< $15,000	106,292	14.0%
$15,000 - $24,999	87,483	11.5%
$25,000 - $34,999	92,903	12.3%
$35,000 - $49,999	127,862	16.9%
$50,000 - $74,999	170,638	22.5%
$75,000 - $99,999	78,290	10.3%
$100,000 - $149,999	61,932	8.2%
$150,000 - $199,999	16,071	2.1%
$200,000+	16,835	2.2%
Median Disposable Income	$44,769	
Average Disposable Income	$59,163	
2008 Consumer Spending		
Average Consumer Spending	$223,705	
Average Consumer Spending on Retail Goods	$82,812	
Census 2000 Population 16+ by Employment Status		
Total	1,520,588	100%
In Labor Force	963,622	63.4%
Civilian Employed	892,444	58.7%
Civilian Unemployed	70,133	4.6%
In Armed Forces	1,045	0.1%
Not in Labor Force	556,966	36.6%
Census 2008 Population 25+ by Educational Attainment		
Total	1,352,375	100%
Less than 9th Grade	65,386	4.8%
9th - 12th Grade, No Diploma	129,461	9.6%
High School Graduate	421,648	31.2%
Some College, No Degree	229,946	17.0%
Associate Degree	116,107	8.6%
Bachelor's Degree	216,693	16.0%
Graduate/Professional Degree	173,134	12.8%

Data Note: Detail may not sum to totals due to rounding. Income represents the annual income for the preceding year.Income for 2008 and 2013 is expressed in current dollars, including an adjustment for inflation.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI converted 1990 Census data into 2000 geography. ESRI forecasts for 2008 and 2013. Consumer Spending data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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HALO REALTY & INVESTMENTS

Net Worth Profile

Prep'd by James T. Saint, CCIM — Halo Realty & Investments Corp

New York Congressinal Dist Study

Site Type: Custom Shapes

	Census 2000	2009	2014	2009-2014 Change	2009-2014 Annual Rate
Population	1,963,082	2,038,491	2,059,191	20,700	0.2%
Median Age	35.5	37.4	37.7	0.3	0.16%
Households	727,356	755,586	764,383	8,797	0.23%
Average Household Size	2.62	2.62	2.61	-0.01	-0.08%

2009 Households by Net Worth

	Number	Percent
Total	755,576	100.0%
<$15,000	193,768	25.6%
$15,000 - $34,999	54,921	7.3%
$35,000 - $49,999	29,600	3.9%
$50,000 - $74,999	39,846	5.3%
$75,000 - $99,999	34,788	4.6%
$100,000 - $149,999	53,719	7.1%
$150,000 - $249,999	77,250	10.2%
$250,000 - $499,999	117,462	15.5%
$500,000 - $999,999	85,602	11.3%
$1,000,000+	68,620	9.1%
Median Net Worth	$119,781	
Average Net Worth	$505,483	

2009 Net Worth by Age of Householder

	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	29,251	112,716	146,355	169,891	138,063	80,630	78,670
<$15,000	20,429	51,810	45,527	33,699	20,092	11,212	10,998
$15,000 - $34,999	3,726	12,267	13,675	10,587	7,697	4,065	2,903
$35,000 - $49,999	1,021	5,596	6,679	6,939	5,258	1,588	2,520
$50,000 - $99,999	2,329	12,397	15,848	16,889	10,642	7,863	8,667
$100,000 - $149,999	650	9,417	11,502	12,149	7,590	5,393	7,020
$150,000 - $249,999	562	9,780	16,249	16,508	13,483	9,310	11,356
$250,000 - $499,999	413	8,000	21,899	34,197	23,838	15,310	13,803
$500,000+	121	3,449	14,976	38,923	49,463	25,889	21,403
Median Net Worth	$10,739	$20,094	$67,519	$171,620	$277,886	$258,222	$204,145
Average Net Worth	$29,936	$111,534	$247,095	$540,515	$876,040	$849,511	$587,177

Data Note: Net Worth is total household wealth minus debt, secured and unsecured. Net worth includes home equity, equity in pension plans, net equity in vehicles, IRAs and Keogh accounts, business equity, interest-earning assets and mutual fund shares, stocks, etc. Examples of secured debt include home mortgages and vehicle loans; examples of unsecured debt include credit card debt, certain bank loans, and other outstanding bills. Forecasts of net worth are based on the Survey of Consumer Finances, Federal Reserve Board. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.

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Household Growth Chart

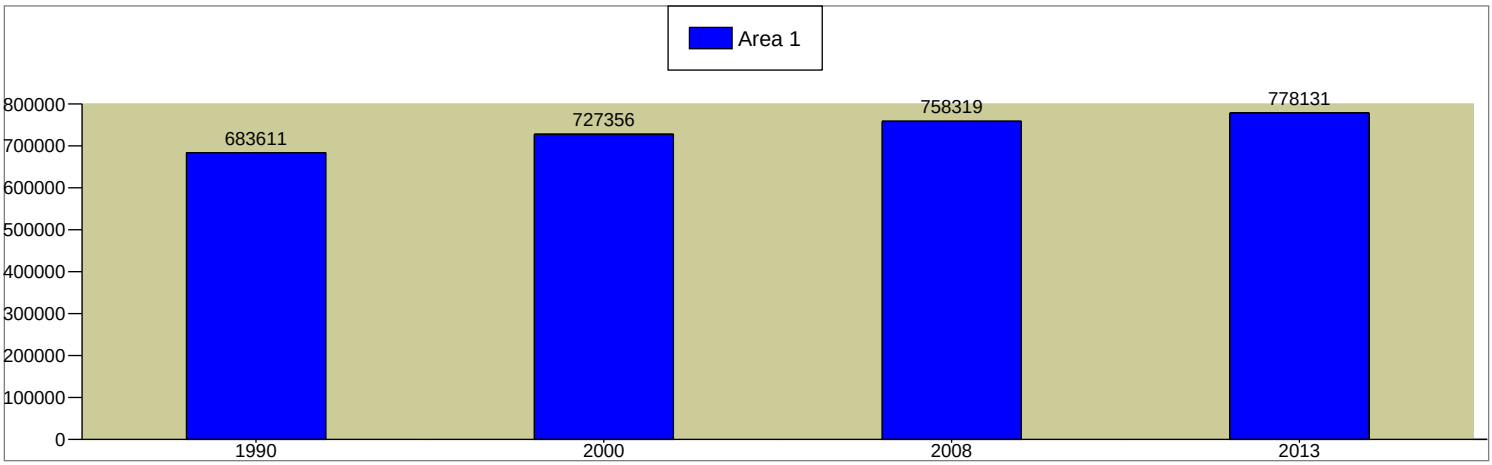
Prep'd by James T. Saint, CCIM — Halo Realty & Investments Corp

Area 1

Congressional Districts: New York - District 1, New York - District 11 et al.

2000 - 2008 Households Annual Rate	0.51%
2008 - 2013 Households Annual Rate	0.52%

Total Households



Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI converted 1990 Census data into 2000 geography. ESRI forecasts for 2008 and 2013.

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Housing Profile

Prep'd by James T. Saint, CCIM — Halo Realty & Investments Corp

New York Congressinal Dist Study

Site Type: Custom Shapes

2000 Total Population	1,963,082	2000 Median HH Income	$44,234
2009 Total Population	2,038,491	2009 Median HH Income	$60,336
2014 Total Population	2,059,191	2014 Median HH Income	$63,327
2009 - 2014 Annual Rate	0.2%	2009 - 2014 Annual Rate	0.97%

Housing Units by Occupancy Status and Tenure

	Census 2000		2009		2014	
	Number	Percent	Number	Percent	Number	Percent
Total Housing Units	809,836	100.0%	856,929	100.0%	867,124	100.0%
Occupied	727,356	89.8%	755,588	88.2%	764,383	88.2%
Owner	390,312	48.2%	412,127	48.1%	437,556	50.5%
Renter	337,044	41.6%	343,461	40.1%	326,827	37.7%
Vacant	82,480	10.2%	101,341	11.8%	102,741	11.8%

Owner Occupied Housing Units by Value

	Census 2000		2009		2014	
	Number	Percent	Number	Percent	Number	Percent
Total	390,498	100.0%	412,072	100.0%	437,494	100.0%
< $10,000	1,410	0.4%	638	0.2%	607	0.1%
$10,000 - $14,999	1,303	0.3%	348	0.1%	323	0.1%
$15,000 - $19,999	1,550	0.4%	411	0.1%	352	0.1%
$20,000 - $24,999	1,548	0.4%	573	0.1%	392	0.1%
$25,000 - $29,999	1,752	0.4%	787	0.2%	515	0.1%
$30,000 - $34,999	2,302	0.6%	770	0.2%	672	0.2%
$35,000 - $39,999	3,211	0.8%	692	0.2%	726	0.2%
$40,000 - $49,999	7,575	1.9%	1,328	0.3%	1,348	0.3%
$50,000 - $59,999	9,986	2.6%	2,001	0.5%	1,383	0.3%
$60,000 - $69,999	13,286	3.4%	2,693	0.7%	1,725	0.4%
$70,000 - $79,999	16,539	4.2%	3,259	0.8%	2,193	0.5%
$80,000 - $89,999	22,934	5.9%	3,001	0.7%	2,581	0.6%
$90,000 - $99,999	22,952	5.9%	3,913	0.9%	2,704	0.6%
$100,000 - $124,999	47,486	12.2%	12,199	3.0%	7,481	1.7%
$125,000 - $149,999	49,869	12.8%	25,458	6.2%	10,467	2.4%
$150,000 - $174,999	43,453	11.1%	37,570	9.1%	14,243	3.3%
$175,000 - $199,999	33,158	8.5%	34,219	8.3%	23,603	5.4%
$200,000 - $249,999	38,531	9.9%	53,149	12.9%	57,119	13.1%
$250,000 - $299,999	25,800	6.6%	55,290	13.4%	48,631	11.1%
$300,000 - $399,999	21,437	5.5%	71,754	17.4%	88,283	20.2%
$400,000 - $499,999	9,183	2.4%	32,103	7.8%	58,614	13.4%
$500,000 - $749,999	8,204	2.1%	40,337	9.8%	67,539	15.4%
$750,000 - $999,999	3,515	0.9%	13,161	3.2%	21,682	5.0%
$1,000,000+	3,514	0.9%	16,418	4.0%	24,311	5.6%
Median Value	$145,762		$270,824		$347,214	
Average Value	$186,750		$346,257		$423,020	

Data Note: Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.

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New York Congressinal Dist Study

Site Type: Custom Shapes

Census 2000 Vacant Housing Units by Status

	Number	Percent
Total	82,480	100.0%
For Rent	15,933	19.3%
For Sale Only	6,503	7.9%
Rented/Sold, Unoccupied	4,490	5.4%
Seasonal/Recreational/Occasional Use	40,323	48.9%
For Migrant Workers	49	0.1%
Other Vacant	15,182	18.4%

Census 2000 Occupied Housing Units by Age of Householder and Home Ownership

	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	727,356	390,312	53.7%
15 - 24	28,277	2,686	9.5%
25 - 34	122,420	39,352	32.1%
35 - 44	170,137	89,485	52.6%
45 - 54	155,232	94,953	61.2%
55 - 64	102,003	66,020	64.7%
65 - 74	76,952	51,843	67.4%
75 - 84	54,842	35,883	65.4%
85+	17,493	10,090	57.7%

Census 2000 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership

	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	727,356	390,312	53.7%
White Alone	511,713	343,091	67.0%
Black Alone	167,531	33,680	20.1%
American Indian Alone	1,876	759	40.5%
Asian Alone	16,273	5,853	36.0%
Pacific Islander Alone	212	63	29.7%
Some Other Race Alone	14,860	2,810	18.9%
Two or More Races	14,891	4,056	27.2%
Hispanic Origin	42,617	11,166	26.2%

Census 2000 Housing Units by Units in Structure and Occupancy

	Housing Units		Occupied Units	
	Number	Percent	Number	Percent
Total	809,933	100.0%	727,478	100.0%
1, Detached	382,068	47.2%	335,636	46.1%
1, Attached	40,966	5.1%	37,666	5.2%
2	91,666	11.3%	82,025	11.3%
3 to 4	66,820	8.3%	59,289	8.1%
5 to 9	47,459	5.9%	43,370	6.0%
10 to 19	36,669	4.5%	33,533	4.6%
20 to 49	57,078	7.0%	53,893	7.4%
50 or More	75,210	9.3%	72,162	9.9%
Mobile Home	11,636	1.4%	9,786	1.3%
Other	361	0.0%	118	0.0%

Data Note: Persons of Hispanic Origin may be of any race.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.

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New York Congressinal Dist Study

Site Type: Custom Shapes

Census 2000 Specified Owner Occupied Housing Units by Selected Monthly Owner Cost

	Number	Percent
Total	312,560	100.0%
With Mortgage	218,336	69.9%
<$200	39	0.0%
$200 - $299	116	0.0%
$300 - $399	655	0.2%
$400 - $499	1,847	0.6%
$500 - $599	3,567	1.1%
$600 - $699	6,513	2.1%
$700 - $799	9,010	2.9%
$800 - $899	12,738	4.1%
$900 - $999	14,429	4.6%
$1000 - $1249	38,355	12.3%
$1250 - $1499	37,299	11.9%
$1500 - $1999	54,759	17.5%
$2000 - $2499	22,665	7.3%
$2500 - $2999	8,452	2.7%
$3000+	7,892	2.5%
With No Mortgage	94,224	30.1%
Median Monthly Owner Costs for Units with Mortgage	$1,397	
Average Monthly Owner Costs for Units with Mortgage	$1,519	

Census 2000 Specified Renter Occupied Housing Units by Contract Rent

	Number	Percent
Total	335,863	100.0%
Paying Cash Rent	325,804	97.0%
< $100	4,663	1.4%
$100 - $149	7,967	2.4%
$150 - $199	8,736	2.6%
$200 - $249	7,685	2.3%
$250 - $299	8,338	2.5%
$300 - $349	12,598	3.8%
$350 - $399	14,913	4.4%
$400 - $449	22,844	6.8%
$450 - $499	24,866	7.4%
$500 - $549	27,962	8.3%
$550 - $599	23,252	6.9%
$600 - $649	29,330	8.7%
$650 - $699	24,039	7.2%
$700 - $749	19,905	5.9%
$750 - $799	17,127	5.1%
$800 - $899	27,517	8.2%
$900 - $999	15,269	4.5%
$1000 - $1249	15,709	4.7%
$1250 - $1499	6,096	1.8%
$1500 - $1999	5,096	1.5%
$2000+	1,892	0.6%
No Cash Rent	10,059	3.0%
Median Rent	$598	
Average Rent	$617	
Average Gross Rent (with Utilities)	$705	

Data Note: Specified Owner Occupied Housing Units exclude houses on 10+ acres, mobile homes, units in multiunit buildings, and houses with a business or medical office. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Contract Rent and Average Gross Rent exclude units paying no cash rent.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.

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Population Growth Chart

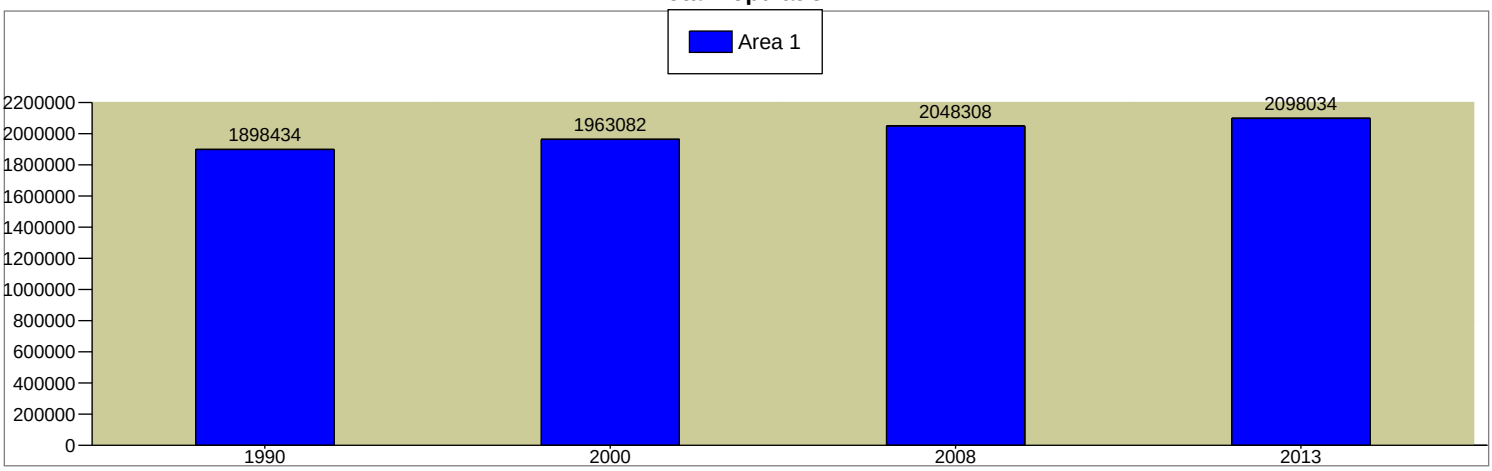
Prep'd by James T. Saint, CCIM — Halo Realty & Investments Corp

Area 1

Congressional Districts: New York - District 1, New York - District 11 et al.

2000 - 2008 Population Annual Rate	0.52%
2008 - 2013 Population Annual Rate	0.48%

Total Population



Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI converted 1990 Census data into 2000 geography. ESRI forecasts for 2008 and 2013.

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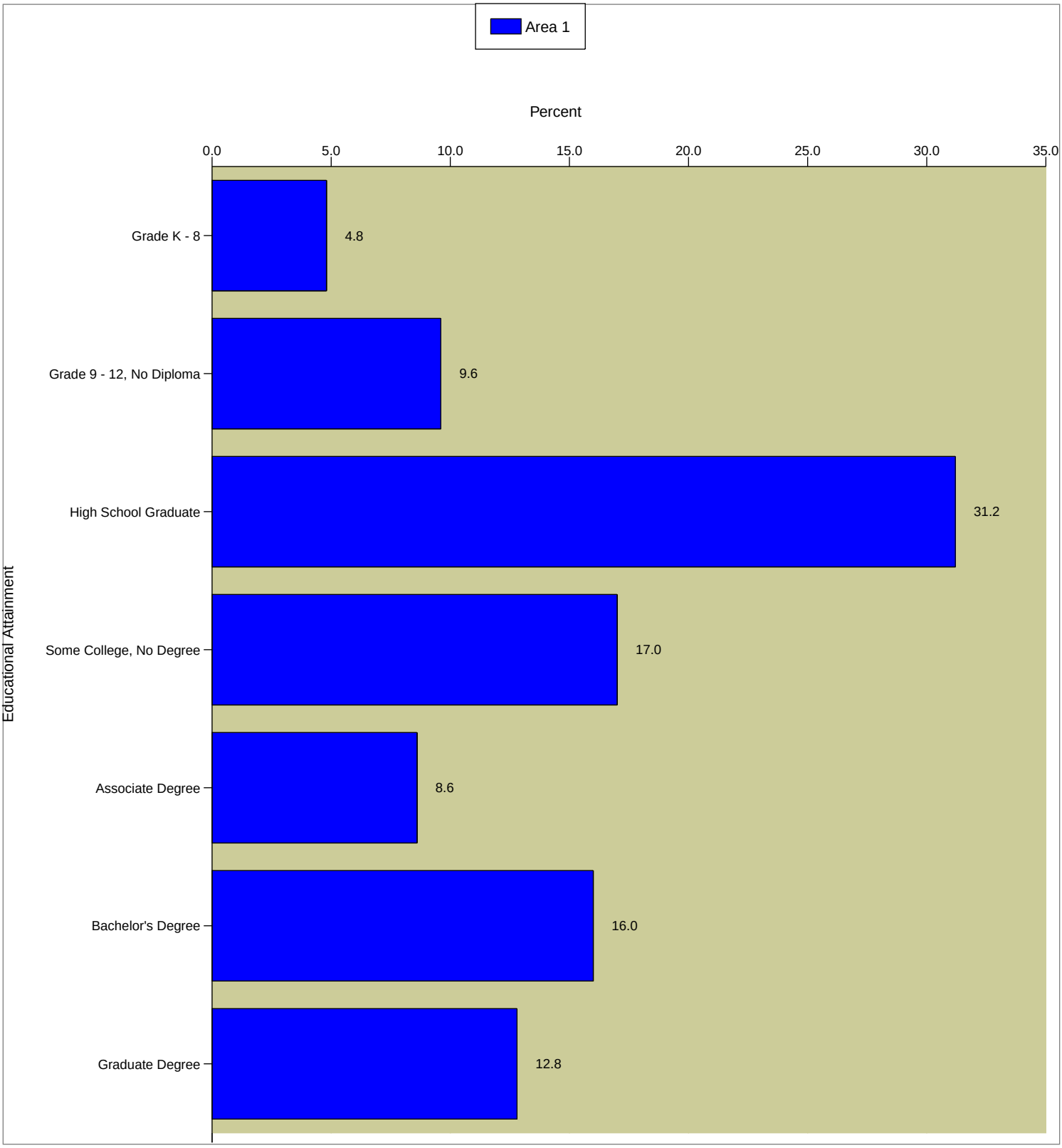
Population 25+ by Educational Attainment Chart

Prep'd by James T. Saint, CCIM — Halo Realty & Investments Corp

Area 1

Congressional Districts: New York - District 1, New York - District 11 et al.

Census 2000 Population 25+ by Educational Attainment



Data Note: Graduate Degree includes those who have earned a Master's Professional, or Doctorate Degree.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.

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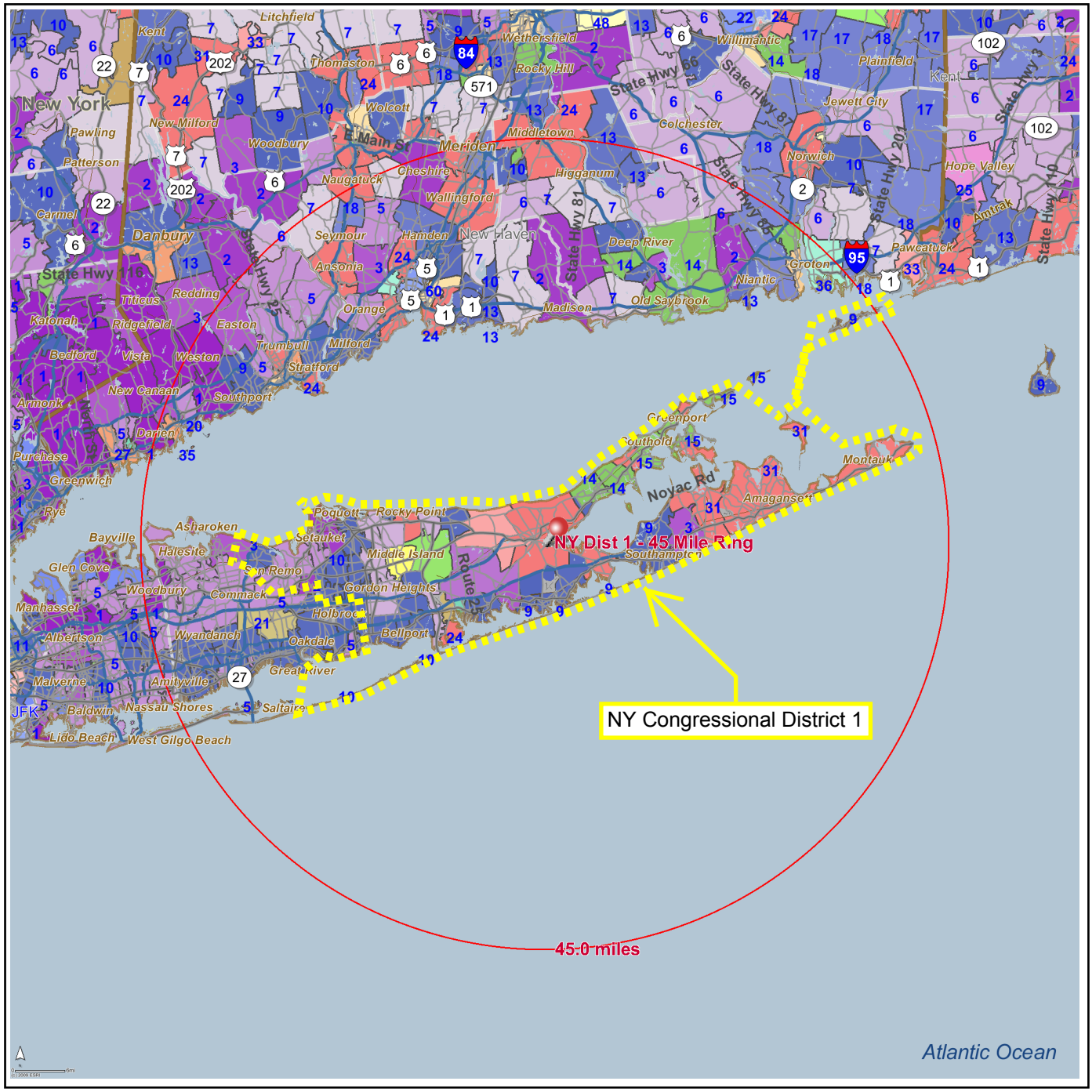
Tapestry Segmentation Map - NY Congressional Dist 1

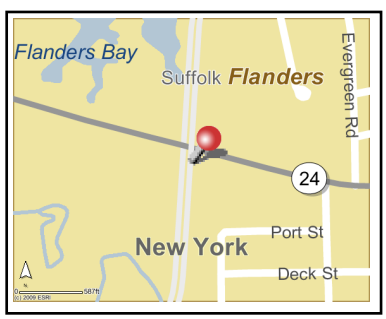
Prep'd by James T. Saint, CCIM - Halo Realty & Investments Corp

New York Congressional District 1

August 5, 2009

Latitude 40.910230
Longitude -72.641198





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Tapestry segment descriptions can be found at http://www.esri.com/data/whitepapers

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Tapestry Segmentation

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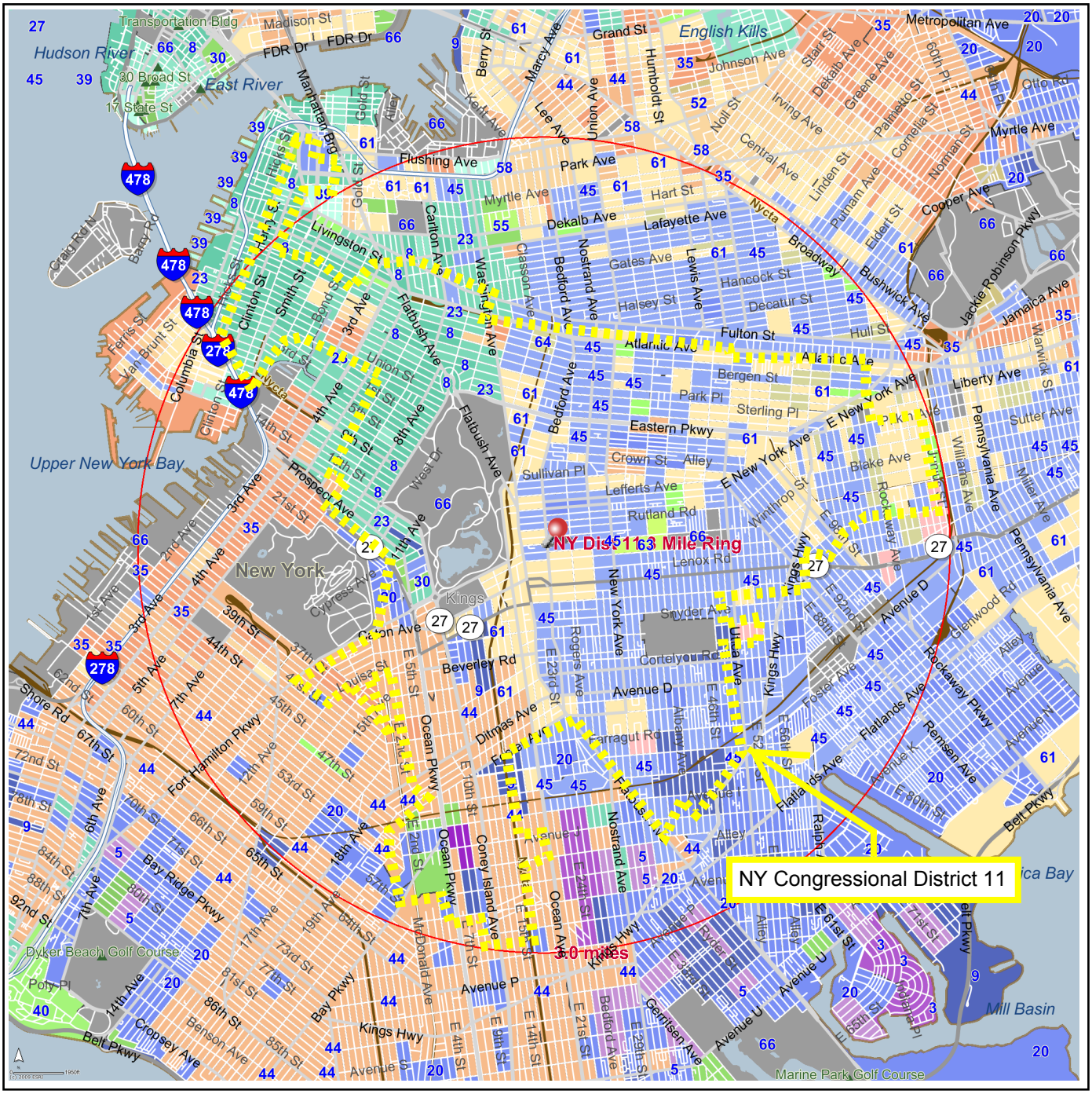
Tapestry Segmentation Map - NY Congressional Dist 11

Prep'd by James T. Saint, CCIM - Halo Realty & Investments Corp

New York Congressional District 11

August 5, 2009

Latitude 40.656589
Longitude -73.956918


NY Dist 11 3 Mile Ring
NY Congressional District 11
3.0 miles
Upper New York Bay
Hudson River
East River
New York
Kings
English Kills
Mill Basin
Marine Park Golf Course
Dyker Beach Golf Course
Transportation Bldg
Madison St
FDR Dr
30 Broad St
17 State St
Manhattan Bridge
Flushing Ave
Park Ave
Myrtle Ave
Dekalb Ave
Lafayette Ave
Fulton St
Atlantic Ave
Bergen St
Eastern Pkwy
Crown St
Sullivan Pl
Lefferts Ave
Rutland Rd
Lenox Rd
Beverley Rd
Ditmas Ave
Avenue D
Farragut Rd
Avenue P
Kings Hwy
Avenue U
Avenue J
Avenue H
Avenue I
Avenue K
Avenue M
Avenue N
Avenue O
Avenue S
Avenue T
Cortelyou Rd
Snyder Ave
Foster Ave
Flatlands Ave
Remsen Ave
Rockaway Pkwy
Belt Pkwy
Ocean Pkwy
Coney Island Ave
Bay Pkwy
Cropsey Ave
Benson Ave
Bay Ridge Pkwy
Fort Hamilton Pkwy
Shore Rd
Poly Pl
Carroll St
Union St
Bergen St
Park Pl
Sterling Pl
Eastern Pkwy
Crown St
Lefferts Ave
Rutland Rd
Lenox Rd
Beverley Rd
Ditmas Ave
Avenue D
Farragut Rd
Avenue P
Kings Hwy
Avenue U
Avenue J
Avenue H
Avenue I
Avenue K
Avenue M
Avenue N
Avenue O
Avenue S
Avenue T
Cortelyou Rd
Snyder Ave
Foster Ave
Flatlands Ave
Remsen Ave
Rockaway Pkwy
Belt Pkwy
Ocean Pkwy
Coney Island Ave
Bay Pkwy
Cropsey Ave
Benson Ave
Bay Ridge Pkwy
Fort Hamilton Pkwy
Shore Rd
Poly Pl
Carroll St
Union St
Bergen St
Park Pl
Sterling Pl
Eastern Pkwy
Crown St
Sullivan Pl

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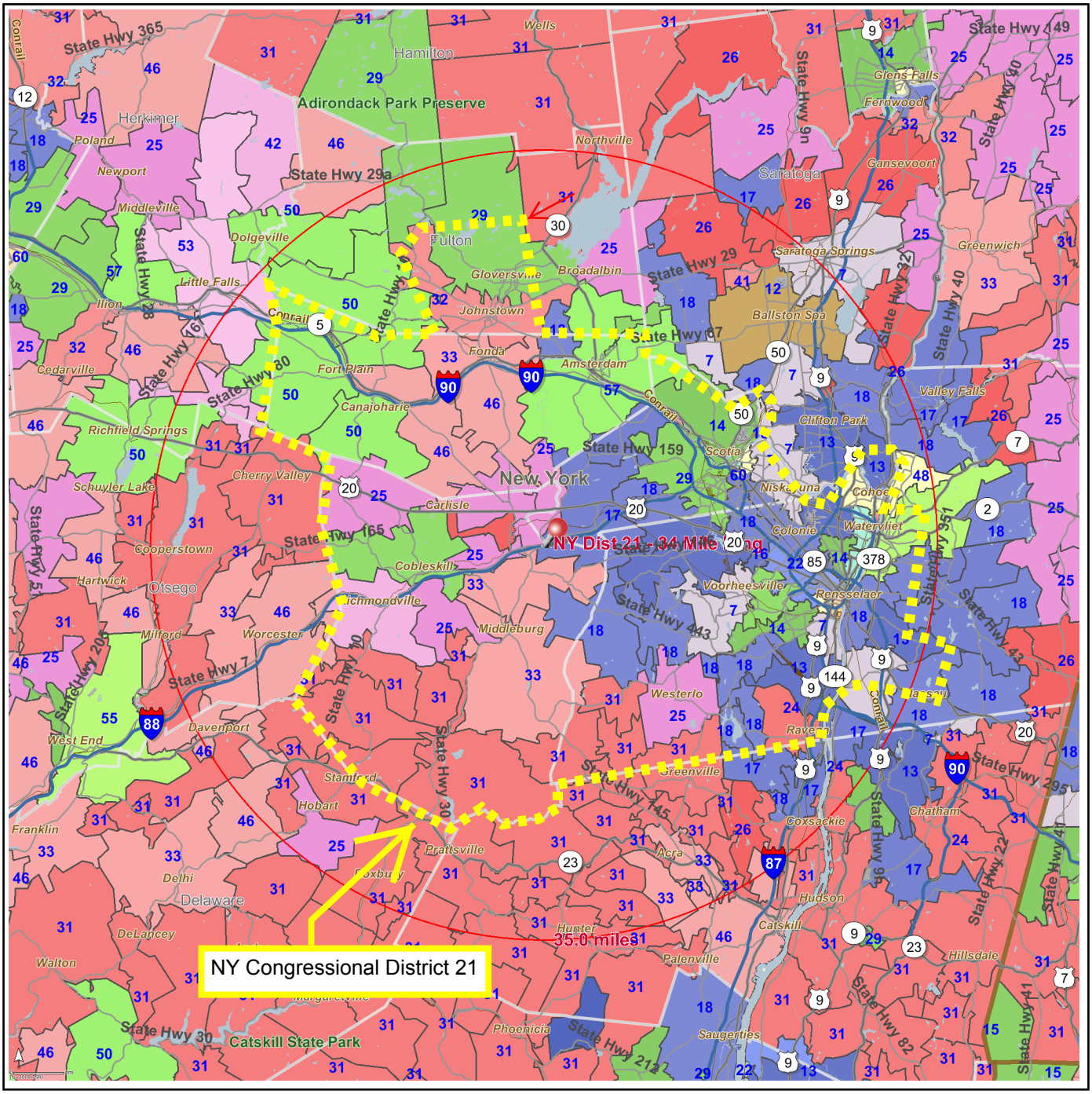
Tapestry Segmentation Map - NY Congressional Dist 21

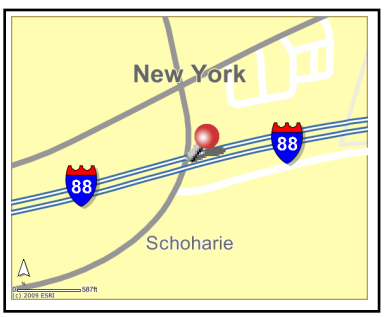
Prep'd by James T. Saint, CCIM - Halo Realty & Investments Corp

New York Congressional District 21

August 5, 2009

Latitude 42.713934
Longitude -74.276144





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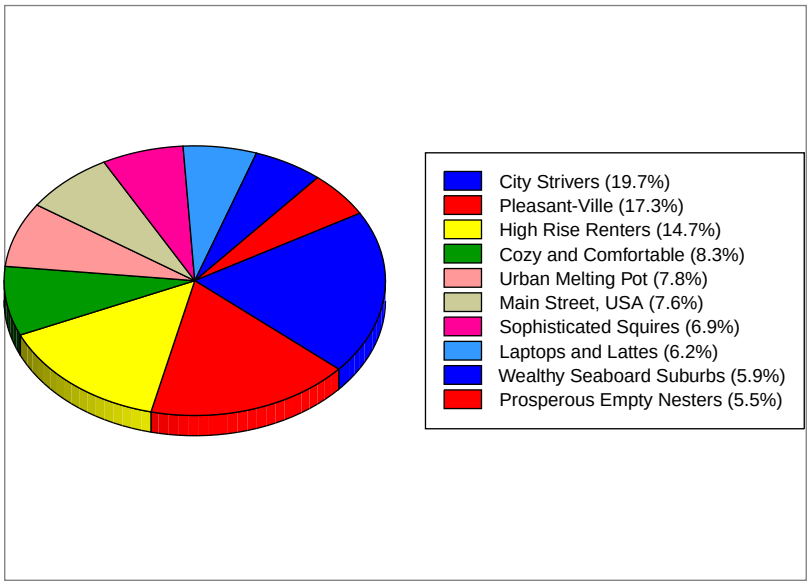
Lifestyle (Tapestry) Report

Ranked by Households

Prep'd by James T. Saint, CCIM — Halo Realty & Investments Corp

Congressional Districts: New York - District 1, New York - District 11 et al.

Top Tapestry Segments



Percent of Households by Tapestry Segment

Top Tapestry Segments:

City Strivers

City Strivers members are urban denizens of densely settled neighborhoods in major metropolitan areas such as New York City and Chicago, Illinois. Most households are composed of a mix of family types. The median age is 32.3 years, and the median household income is $41,376. Employment is concentrated in the city, with over half of employed residents working in the service industry, particularly in health care. Twenty-two percent are government workers. Unemployment is more than twice that of the U.S. level. Housing is mostly older, rented apartments in smaller, multiunit buildings. Primary spending is for groceries, baby products, and children's essentials. Residents enjoy going to dance performances, football and basketball games, and Six Flags theme parks. They listen to urban, all-news, and jazz radio formats and watch TV, especially movies, sitcoms, news programs, courtroom TV and talk shows, tennis, and wrestling.

Pleasant-Ville

Prosperous domesticity distinguishes the settled homes of Pleasant-Ville neighborhoods. Most residents live in single-family homes with a median value of $339,930; approximately half were built in the 1950s and 1960s. Located primarily in the Northeast and California, these households are headed by middle-aged residents, some nearing early retirement. The median age is 39.8 years. Approximately 40 percent of households include children. Home remodeling is a priority for residents who live in older homes. Shopping choices are eclectic, ranging from upscale department stores to warehouse or club stores. Sports fanatics, they attend ball games, listen to sports programs and games on the radio, and watch a variety of sports on TV.

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Congressional Districts: New York - District 1, New York - District 11 et al.

Source: ESRI

High Rise Renters

This segment has the highest percentage of renters among all the Community Tapestry segments; more than nine in ten households are renters in these densely populated neighborhoods. Over 40 percent of the households are in buildings with 50 or more units. High Rise Renters communities are located almost entirely in the Northeast; 86 percent of the households are in New York. Residents represent a diverse mix of cultures; many speak a language other than English. The median age is 30.1 years. Household types are mainly single parent and single person. Part-time work is just as common as full time. Residents do aerobics and play soccer. They enjoy dancing; attending basketball and football games; watching movies on DVD; and listening to all-news, urban, and Hispanic radio. They watch a variety of news programs and are avid viewers of daytime TV.

Cozy and Comfortable

Cozy and Comfortable residents are settled, married, and still working. Many couples are still living in the pre-1970s, single-family homes in which they raised their children. Households are located primarily in suburban areas of the Midwest, Northeast, and South. The median age is 42.1 years, and the median home value is $174,687. Home improvement and remodeling are important to Cozy and Comfortable residents. Although some work is contracted, homeowners take an active part in many projects, especially painting and lawn care. They play softball and golf, attend ice hockey games, watch science fiction films on DVD, and gamble at casinos. Television is significant; many households have four or more sets. Preferred cable stations include QVC, Home & Garden Television, and The History Channel.

Urban Melting Pot

The ethnically rich Urban Melting Pot neighborhoods are made up of recently settled immigrants; more than half of whom were born abroad. Half of the foreign-born residents immigrated to the United States in the last 10 years. Most rent apartments in high-density, urban canyons of large cities, primarily in New York and California. Approximately half of the housing units were built before 1950. The median age is 36.4 years, and the median household income is $42,129. These fashion- and cost-conscious residents love to shop, from upscale retailers to warehouse/club stores. Leisure activities include going to the beach, visiting theme parks and museums, playing football, ice skating, and using Rollerblades. Distance does not deter these residents from contacting family living outside the United States. They keep in touch with phone calls and overseas travel.

Main Street, USA

Main Street, USA neighborhoods are a mix of single-family homes and multiunit dwellings found in the suburbs of smaller metropolitan cities, mainly in the Northeast, West, and Midwest. This market is similar to the United States when comparing household type, age, educational attainment, housing type, occupation, industry, and household income type distributions. The median age of 36.8 years matches that of the U.S. median. The median household income is a comfortable $56,882. Homeownership is at 65 percent, and the median home value is $205,391. Active members of the community, residents participate in local civic issues and work as volunteers. They take care of their lawns and gardens, and work on small home projects. They enjoy going to the beach and visiting theme parks as well as playing chess, going bowling or ice skating, and participating in aerobic exercise.

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Congressional Districts: New York - District 1, New York - District 11 et al.

Source: ESRI

Sophisticated Squires

Sophisticated Squires residents enjoy cultured country living in newer home developments with low density and a median home value of $268,921. These urban escapees are primarily married-couple families, educated, and well employed. They prefer to commute to maintain their semi-rural lifestyle. The median age is 38.3 years. They do their own lawn and landscaping work as well as home improvement and remodeling projects such as installing carpet or hardwood floors and interior painting. They like to barbeque on their gas grills and make bread with their bread-making machines. This is the top market for owning three or more vehicles. Vehicles of choice are minivans and full-sized SUVs. Family activities include playing volleyball, bicycling, playing board games and cards, going to the zoo, and attending soccer and baseball games.

Laptops and Lattes

Community Tapestry's most eligible and unencumbered market, Laptops and Lattes residents are affluent, single, and still renting. They are highly educated, professional, and partial to city life, preferring major metropolitan areas such as New York, Los Angeles, San Francisco, Boston, and Chicago. The median household income is $101,325; the median age is 38.5 years. Technologically savvy, this is the top market for owning a laptop or notebook PC; they use the Internet on a daily basis, especially to shop. Their favorite department store, by far, is Banana Republic. Leisure activities include going to the movies, rock concerts, shows, museums, and nightclubs. These residents exercise regularly and take vitamins. They enjoy yoga, jogging, skiing, reading, watching foreign films on DVD, dining out, and traveling abroad. They embrace liberal philosophies and work for environmental causes.

Wealthy Seaboard Suburbs

Wealthy Seaboard Suburbs neighborhoods are established quarters of affluence located in coastal metropolitan areas, primarily along the California, New York, New Jersey, and New England coasts. Neighborhoods are older and slow to change, with a median home value that exceeds $471,252. Households consist of married-couple families. Over half of employed persons are in management and professional occupations. The median age is 42.3 years. Residents enjoy traveling and shopping. They prefer to shop at Macy's, and Nordstrom as well as BJ's Wholesale Club and Costco. They also purchase many items online or by phone. Residents take nice vacations, traveling in the United States and abroad. Europe; Hawaii; Atlantic City, New Jersey; Las Vegas, Nevada; and Disneyland are popular destinations. Leisure activities include going to the beach, skiing, ice skating, and attending theater performances.

Prosperous Empty Nesters

Prosperous Empty Nesters neighborhoods are well established, located throughout the United States; approximately one-third are on the eastern seaboard. The median age is 48.7 years. More than half of the householders are aged 55 or older. Forty percent of household types are married couples with no children living at home. Educated and experienced, residents are enjoying the life stage transition from child rearing to retirement. The median household income is $70,623. Residents place a high value on their physical and financial well-being and take an active interest in their homes and communities. They travel extensively, both at home and abroad. Leisure activities include refinishing furniture, playing golf, attending sports events, and reading mysteries. Civic participation includes joining civic clubs, engaging in fund-raising, and working as volunteers.

Source: ESRI

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Tapestry Segmentation Area Profile

Ranked by Households

Prep'd by James T. Saint, CCIM — Halo Realty & Investments Corp

New York Congressinal Dist Study

Site Type: Custom Shapes

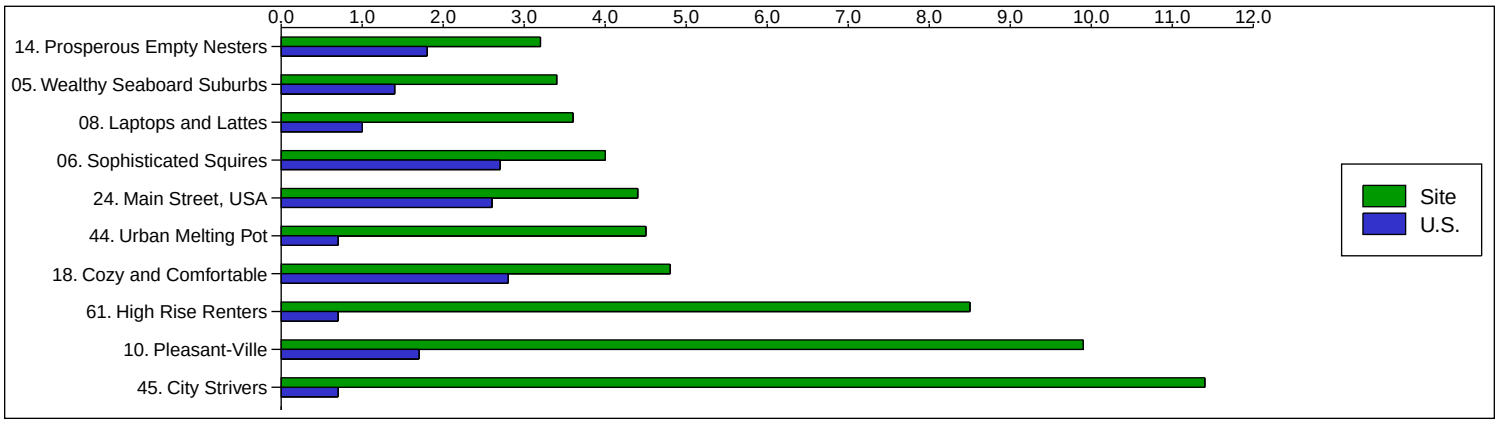
Top Twenty Tapestry Segments

Tapestry segment descriptions can be found at http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf

		Households		U.S. Households		
Rank	Tapestry Segment	Percent	Cumulative Percent	Percent	Cumulative Percent	Index
1	45. City Strivers	11.4%	11.4%	0.7%	0.7%	1547
2	10. Pleasant-Ville	9.9%	21.3%	1.7%	2.4%	582
3	61. High Rise Renters	8.5%	29.8%	0.7%	3.1%	1289
4	18. Cozy and Comfortable	4.8%	34.6%	2.8%	5.9%	169
5	44. Urban Melting Pot	4.5%	39.1%	0.7%	6.6%	670
	Subtotal	**39.1%**		**6.6%**		
6	24. Main Street, USA	4.4%	43.5%	2.6%	9.2%	169
7	06. Sophisticated Squires	4.0%	47.5%	2.7%	11.9%	147
8	08. Laptops and Lattes	3.6%	51.1%	1.0%	12.9%	355
9	05. Wealthy Seaboard Suburbs	3.4%	54.5%	1.4%	14.3%	244
10	14. Prosperous Empty Nesters	3.2%	57.7%	1.8%	16.1%	176
	Subtotal	**18.6%**		**9.5%**		
11	23. Trendsetters	3.0%	60.7%	1.1%	17.2%	286
12	48. Great Expectations	2.7%	63.4%	1.7%	18.9%	156
13	30. Retirement Communities	2.1%	65.5%	1.5%	20.4%	146
14	36. Old and Newcomers	2.1%	67.6%	1.9%	22.3%	109
15	33. Midlife Junction	1.9%	69.5%	2.5%	24.8%	76
	Subtotal	**11.8%**		**8.7%**		
16	31. Rural Resort Dwellers	1.9%	71.4%	1.6%	26.4%	116
17	07. Exurbanites	1.9%	73.3%	2.5%	28.9%	75
18	13. In Style	1.9%	75.2%	2.5%	31.4%	75
19	29. Rustbelt Retirees	1.7%	76.9%	2.1%	33.5%	82
20	57. Simple Living	1.6%	78.5%	1.4%	34.9%	115
	Subtotal	**9.0%**		**10.1%**		
	Total	**78.5%**		**34.9%**		**225**

Top Ten Tapestry Segments

Site vs. U.S.



Percent of Households by Tapestry Segment

Source: ESRI

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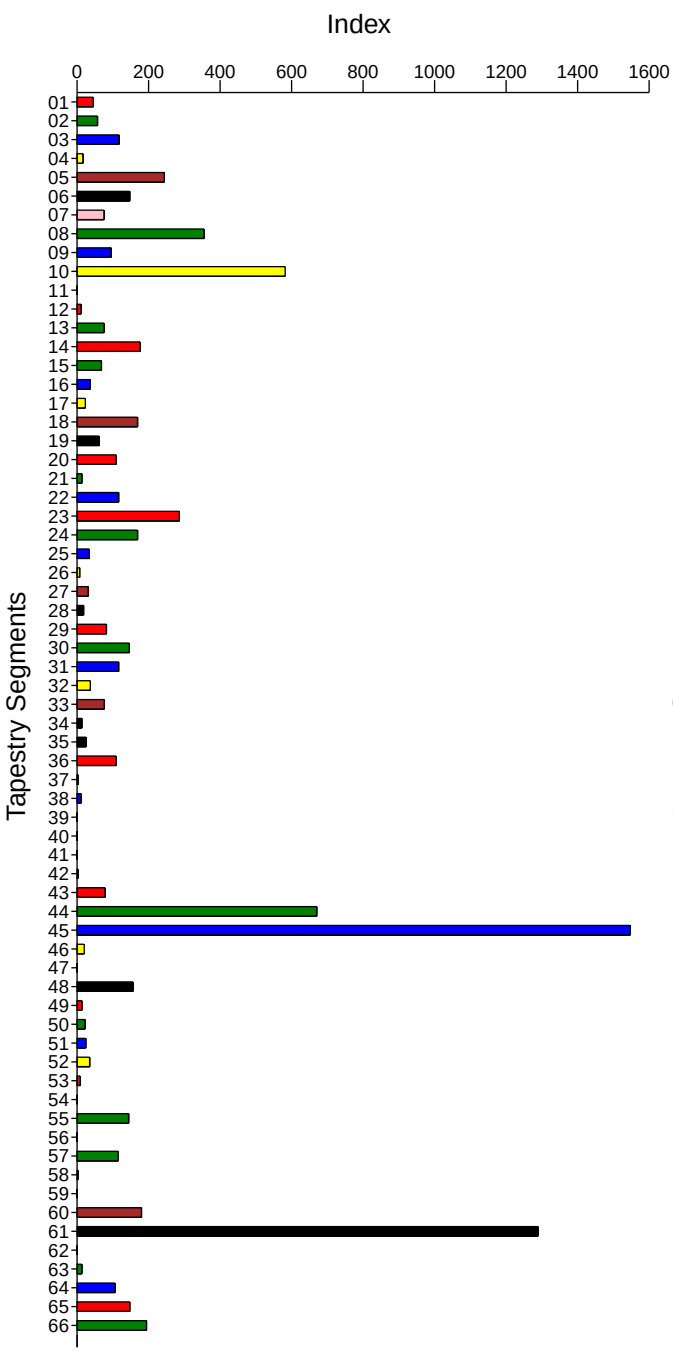
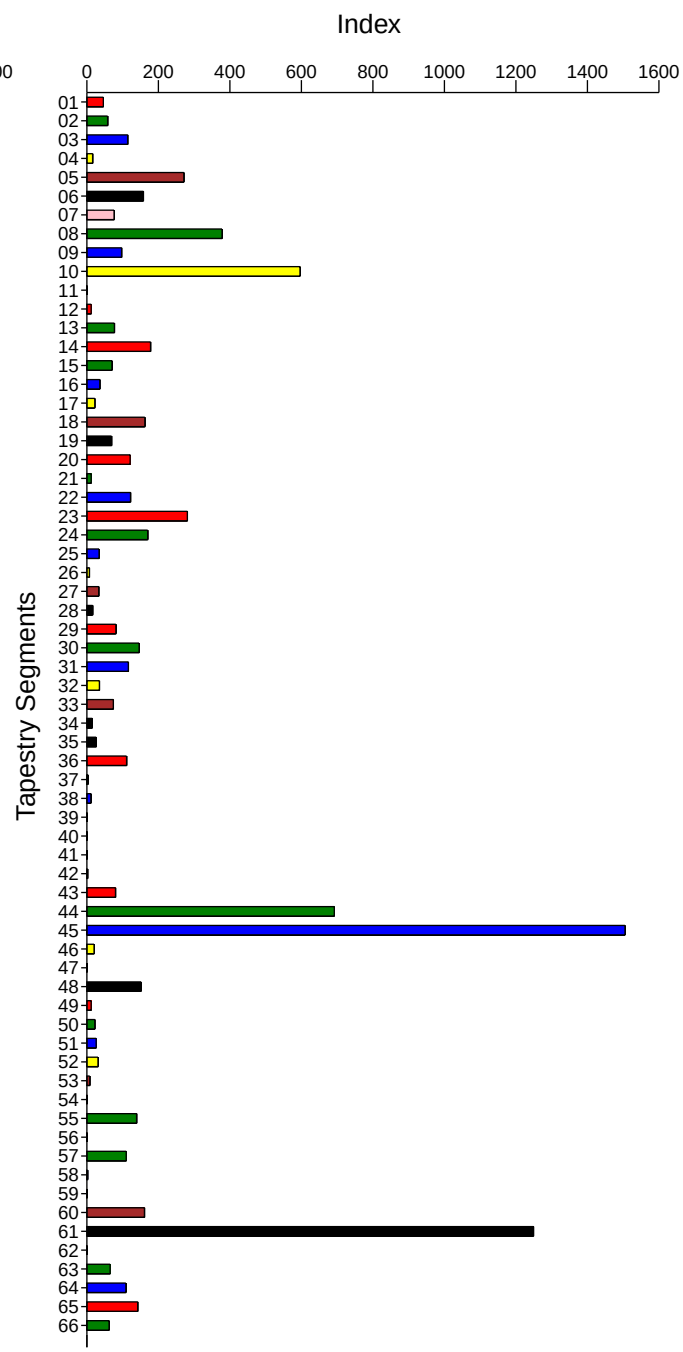
New York Congressinal Dist Study

Site Type: Custom Shapes

Tapestry Indexes by Households



Tapestry Indexes by Population



Source: ESRI

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New York Congressinal Dist Study

Site Type: Custom Shapes

Tapestry LifeMode Groups	2009 Households			2009 Population		
	Number	Percent	Index	Number	Percent	Index
Total	755,586	100.0%		2,038,491	100.0%	
L1. High Society	94,781	12.5%	99	294,653	14.5%	103
01 Top Rung	2,337	0.3%	45	7,133	0.3%	46
02 Suburban Splendor	7,441	1.0%	57	23,505	1.2%	58
03 Connoisseurs	12,232	1.6%	117	32,478	1.6%	114
04 Boomburbs	2,797	0.4%	16	8,733	0.4%	16
05 Wealthy Seaboard Suburbs	25,437	3.4%	244	82,370	4.0%	271
06 Sophisticated Squires	30,365	4.0%	147	100,500	4.9%	158
07 Exurbanites	14,172	1.9%	75	39,934	2.0%	76
L2. Upscale Avenues	144,781	19.2%	138	406,532	19.9%	145
09 Urban Chic	9,498	1.3%	95	24,202	1.2%	97
10 Pleasant-Ville	74,900	9.9%	582	227,662	11.2%	596
11 Pacific Heights	0	0.0%	0	0	0.0%	0
13 In Style	14,123	1.9%	75	36,005	1.8%	77
16 Enterprising Professionals	4,677	0.6%	37	10,843	0.5%	36
17 Green Acres	5,457	0.7%	23	14,937	0.7%	22
18 Cozy and Comfortable	36,126	4.8%	169	92,883	4.6%	162
L3. Metropolis	106,902	14.1%	270	301,828	14.8%	283
20 City Lights	8,508	1.1%	109	25,536	1.3%	121
22 Metropolitans	10,359	1.4%	116	24,650	1.2%	122
45 City Strivers	86,338	11.4%	1547	246,168	12.1%	1505
51 Metro City Edge	1,697	0.2%	24	5,474	0.3%	26
54 Urban Rows	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
L4. Solo Acts	69,048	9.1%	135	146,206	7.2%	142
08 Laptops and Lattes	27,160	3.6%	355	55,368	2.7%	378
23 Trendsetters	22,727	3.0%	286	50,859	2.5%	281
27 Metro Renters	3,141	0.4%	31	5,885	0.3%	33
36 Old and Newcomers	16,020	2.1%	109	34,094	1.7%	111
39 Young and Restless	0	0.0%	0	0	0.0%	0
L5. Senior Styles	86,003	11.4%	92	192,803	9.5%	91
14 Prosperous Empty Nesters	24,459	3.2%	176	60,996	3.0%	178
15 Silver and Gold	4,910	0.6%	68	10,692	0.5%	70
29 Rustbelt Retirees	12,833	1.7%	82	30,893	1.5%	81
30 Retirement Communities	16,051	2.1%	146	33,017	1.6%	146
43 The Elders	3,628	0.5%	78	6,520	0.3%	80
49 Senior Sun Seekers	1,170	0.2%	13	2,413	0.1%	12
50 Heartland Communities	3,477	0.5%	22	8,559	0.4%	22
57 Simple Living	12,276	1.6%	115	26,092	1.3%	110
65 Social Security Set	7,199	1.0%	147	13,621	0.7%	142
L6. Scholars & Patriots	9,107	1.2%	83	29,903	1.5%	82
40 Military Proximity	0	0.0%	0	0	0.0%	0
55 College Towns	8,662	1.1%	144	21,007	1.0%	139
63 Dorms to Diplomas	445	0.1%	13	8,896	0.4%	65

Source: ESRI

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New York Congressinal Dist Study

Site Type: Custom Shapes

Tapestry LifeMode Groups	2009 Households			2009 Population		
	Number	Percent	Index	Number	Percent	Index
Total	755,586	100.0%		2,038,491	100.0%	
L7. High Hopes	23,663	3.1%	76	55,435	2.7%	71
28 Aspiring Young Families	3,154	0.4%	18	7,619	0.4%	16
48 Great Expectations	20,509	2.7%	156	47,816	2.3%	151
L8. Global Roots	118,123	15.6%	191	336,172	16.5%	169
35 International Marketplace	2,483	0.3%	25	8,109	0.4%	26
38 Industrious Urban Fringe	1,293	0.2%	11	4,480	0.2%	11
44 Urban Melting Pot	33,803	4.5%	670	98,146	4.8%	692
47 Las Casas	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	4,068	0.5%	35	9,019	0.4%	31
58 NeWest Residents	109	0.0%	2	373	0.0%	2
60 City Dimensions	11,777	1.6%	180	29,614	1.5%	161
61 High Rise Renters	64,590	8.5%	1289	186,431	9.1%	1249
L9. Family Portrait	18,306	2.4%	31	59,047	2.9%	31
12 Up and Coming Families	2,990	0.4%	11	9,232	0.5%	12
19 Milk and Cookies	9,163	1.2%	62	30,650	1.5%	69
21 Urban Villages	755	0.1%	13	2,886	0.1%	12
59 Southwestern Families	0	0.0%	0	0	0.0%	0
64 City Commons	5,398	0.7%	106	16,279	0.8%	109
L10. Traditional Living	56,131	7.4%	85	142,023	7.0%	84
24 Main Street, USA	33,081	4.4%	169	86,926	4.3%	170
32 Rustbelt Traditions	7,917	1.0%	37	19,034	0.9%	35
33 Midlife Junction	14,308	1.9%	76	33,374	1.6%	74
34 Family Foundations	825	0.1%	13	2,689	0.1%	15
L11. Factories & Farms	8,822	1.2%	12	22,676	1.1%	12
25 Salt of the Earth	7,181	1.0%	34	18,662	0.9%	34
37 Prairie Living	263	0.0%	3	699	0.0%	3
42 Southern Satellites	374	0.0%	2	929	0.0%	2
53 Home Town	1,004	0.1%	9	2,386	0.1%	8
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
L12. American Quilt	19,887	2.6%	28	49,380	2.4%	26
26 Midland Crowd	1,896	0.3%	7	5,160	0.3%	7
31 Rural Resort Dwellers	14,223	1.9%	116	34,410	1.7%	116
41 Crossroads	0	0.0%	0	0	0.0%	0
46 Rooted Rural	3,768	0.5%	20	9,810	0.5%	20
66 Unclassified	32	0.0%	194	1,833	0.1%	62

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 U.S. average. Tapestry segment descriptions can be found at http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf

Source: ESRI

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New York Congressinal Dist Study

Site Type: Custom Shapes

Tapestry Urbanization Groups	2009 Households			2009 Population		
	Number	Percent	Index	Number	Percent	Index
Total	755,586	100.0%		2,038,491	100.0%	
U1. Principal Urban Centers I	98,577	13.0%	167	246,789	12.1%	158
08 Laptops and Lattes	27,160	3.6%	355	55,368	2.7%	378
11 Pacific Heights	0	0.0%	0	0	0.0%	0
20 City Lights	8,508	1.1%	109	25,536	1.3%	121
21 Urban Villages	755	0.1%	13	2,886	0.1%	12
23 Trendsetters	22,727	3.0%	286	50,859	2.5%	281
27 Metro Renters	3,141	0.4%	31	5,885	0.3%	33
35 International Marketplace	2,483	0.3%	25	8,109	0.4%	26
44 Urban Melting Pot	33,803	4.5%	670	98,146	4.8%	692
U2. Principal Urban Centers II	163,634	21.7%	459	462,872	22.7%	408
45 City Strivers	86,338	11.4%	1547	246,168	12.1%	1505
47 Las Casas	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
58 NeWest Residents	109	0.0%	2	373	0.0%	2
61 High Rise Renters	64,590	8.5%	1289	186,431	9.1%	1249
64 City Commons	5,398	0.7%	106	16,279	0.8%	109
65 Social Security Set	7,199	1.0%	147	13,621	0.7%	142
U3. Metro Cities I	148,603	19.7%	174	439,988	21.6%	190
01 Top Rung	2,337	0.3%	45	7,133	0.3%	46
03 Connoisseurs	12,232	1.6%	117	32,478	1.6%	114
05 Wealthy Seaboard Suburbs	25,437	3.4%	244	82,370	4.0%	271
09 Urban Chic	9,498	1.3%	95	24,202	1.2%	97
10 Pleasant-Ville	74,900	9.9%	582	227,662	11.2%	596
16 Enterprising Professionals	4,677	0.6%	37	10,843	0.5%	36
19 Milk and Cookies	9,163	1.2%	62	30,650	1.5%	69
22 Metropolitans	10,359	1.4%	116	24,650	1.2%	122
U4. Metro Cities II	52,340	6.9%	64	124,948	6.1%	62
28 Aspiring Young Families	3,154	0.4%	18	7,619	0.4%	16
30 Retirement Communities	16,051	2.1%	146	33,017	1.6%	146
34 Family Foundations	825	0.1%	13	2,689	0.1%	15
36 Old and Newcomers	16,020	2.1%	109	34,094	1.7%	111
39 Young and Restless	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	4,068	0.5%	35	9,019	0.4%	31
60 City Dimensions	11,777	1.6%	180	29,614	1.5%	161
63 Dorms to Diplomas	445	0.1%	13	8,896	0.4%	65
U5. Urban Outskirts I	65,597	8.7%	79	166,989	8.2%	72
04 Boomburbs	2,797	0.4%	16	8,733	0.4%	16
24 Main Street, USA	33,081	4.4%	169	86,926	4.3%	170
32 Rustbelt Traditions	7,917	1.0%	37	19,034	0.9%	35
38 Industrious Urban Fringe	1,293	0.2%	11	4,480	0.2%	11
48 Great Expectations	20,509	2.7%	156	47,816	2.3%	151

Source: ESRI

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New York Congressinal Dist Study

Site Type: Custom Shapes

Tapestry Urbanization Groups	2009 Households			2009 Population		
	Number	Percent	Index	Number	Percent	Index
Total	755,586	100.0%		2,038,491	100.0%	
U6. Urban Outskirts II	22,635	3.0%	58	52,573	2.6%	49
51 Metro City Edge	1,697	0.2%	24	5,474	0.3%	26
55 College Towns	8,662	1.1%	144	21,007	1.0%	139
57 Simple Living	12,276	1.6%	115	26,092	1.3%	110
59 Southwestern Families	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
U7. Suburban Periphery I	98,460	13.0%	83	280,864	13.8%	85
02 Suburban Splendor	7,441	1.0%	57	23,505	1.2%	58
06 Sophisticated Squires	30,365	4.0%	147	100,500	4.9%	158
07 Exurbanites	14,172	1.9%	75	39,934	2.0%	76
12 Up and Coming Families	2,990	0.4%	11	9,232	0.5%	12
13 In Style	14,123	1.9%	75	36,005	1.8%	77
14 Prosperous Empty Nesters	24,459	3.2%	176	60,996	3.0%	178
15 Silver and Gold	4,910	0.6%	68	10,692	0.5%	70
U8. Suburban Periphery II	67,899	9.0%	93	166,056	8.1%	90
18 Cozy and Comfortable	36,126	4.8%	169	92,883	4.6%	162
29 Rustbelt Retirees	12,833	1.7%	82	30,893	1.5%	81
33 Midlife Junction	14,308	1.9%	76	33,374	1.6%	74
40 Military Proximity	0	0.0%	0	0	0.0%	0
43 The Elders	3,628	0.5%	78	6,520	0.3%	80
53 Home Town	1,004	0.1%	9	2,386	0.1%	8
U9. Small Towns	4,647	0.6%	13	10,972	0.5%	12
41 Crossroads	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	1,170	0.2%	13	2,413	0.1%	12
50 Heartland Communities	3,477	0.5%	22	8,559	0.4%	22
U10. Rural I	28,757	3.8%	34	73,169	3.6%	32
17 Green Acres	5,457	0.7%	23	14,937	0.7%	22
25 Salt of the Earth	7,181	1.0%	34	18,662	0.9%	34
26 Midland Crowd	1,896	0.3%	7	5,160	0.3%	7
31 Rural Resort Dwellers	14,223	1.9%	116	34,410	1.7%	116
U11. Rural II	4,405	0.6%	8	11,438	0.6%	7
37 Prairie Living	263	0.0%	3	699	0.0%	3
42 Southern Satellites	374	0.0%	2	929	0.0%	2
46 Rooted Rural	3,768	0.5%	20	9,810	0.5%	20
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
66 Unclassified	32	0.0%	194	1,833	0.1%	62

Data Note: This report identifies neighborhood segments in the area, and describes the settlement density 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 U.S. average.

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