



Lifestyle Report

Ranked by Households

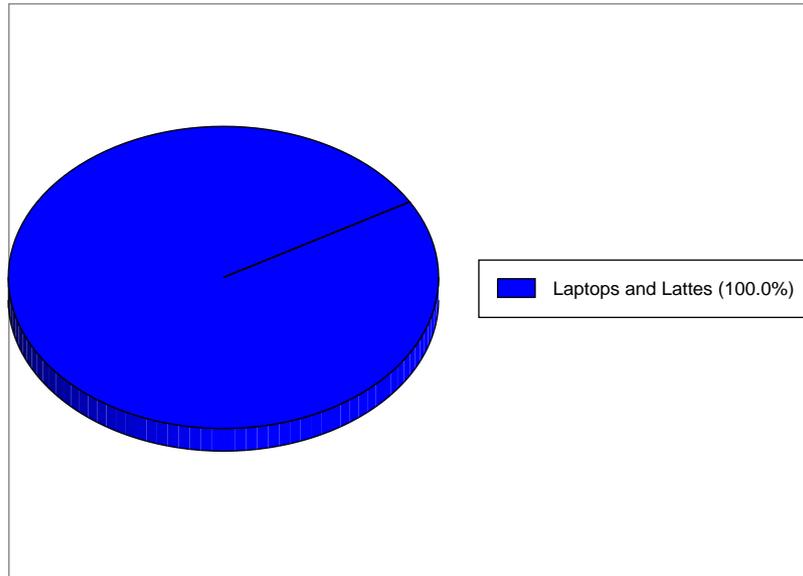
prepared by Wayne D'Amico CCIM

43 W 42nd
.1 - .3 - .5
40.754093, -73.982264

Site Type: Ring

Latitude: 40.754093
Longitude: -73.982264
Radius: 0.1 miles

Top Tapestry Segments



Percent of Households by Tapestry Segment

Top Tapestry Segments:

Laptops and Lattes

The most eligible and unencumbered market of Community Tapestry, 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 \$100,428; the median age is 38.4 years. Technologically savvy, this is the top market for owning an iPod, as well as a laptop or notebook PC; they use the Internet daily, especially to shop. Their favorite department store, by far, is Banana Republic. Leisure activities include going to 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.



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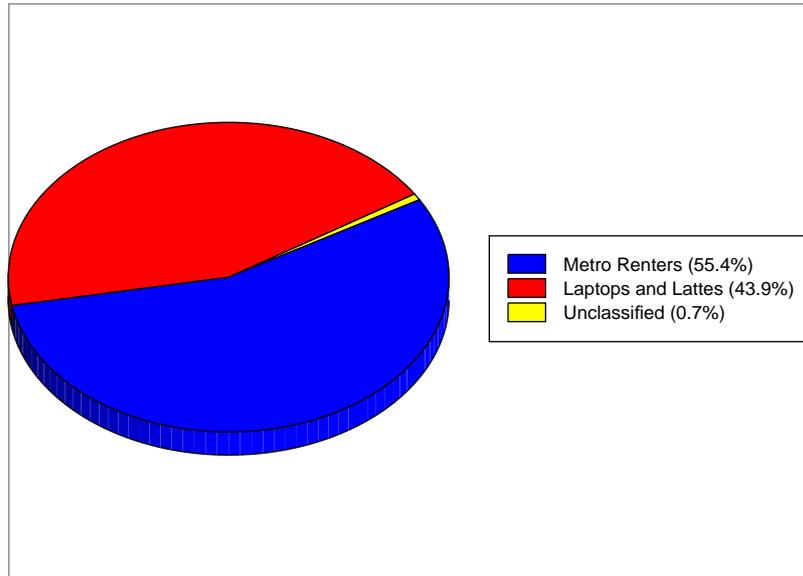
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Radius: 0.3 miles

Top Tapestry Segments



Percent of Households by Tapestry Segment

Top Tapestry Segments:

Metro Renters

Metro Renters residents are young (approximately 30 percent are in their 20s), well-educated singles beginning their professional careers in some of the largest U.S. cities such as New York City, Chicago, and Los Angeles. The median age is 33.8 years; the median household income is \$57,662. As the name Metro Renters implies, most residents are renting apartments in high-rise buildings, living alone or with a roommate. Their interests include traveling, reading two or more daily newspapers, listening to classical music and public radio programs, and surfing the Internet. For exercise, they work out regularly at clubs, play tennis and volleyball, practice yoga, ski, and jog. They enjoy dancing, attending rock concerts, going to museums or the movies, and throwing Frisbees. Painting and drawing are favorite hobbies. Politically, this market is liberal.

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Source: ESRI

Unclassified

Unclassified neighborhoods include unpopulated areas such as parks, golf courses, open spaces, or other types of undeveloped land. Institutional group quarters, such as prisons, juvenile detention homes, mental hospitals, or any area with insufficient data for classification, are also included in this category.

Social Security Set

Four in ten householders in the Social Security Set segment are aged 65 years or older; the median age is 45.8 years. Most of these residents live alone. Located in large cities scattered across the United States, these communities are dispersed among business districts and around city parks. The service industry provides more than half of the jobs held by residents who work. Households subsist on very low, fixed incomes. Most residents rent apartments in low-rent, high-rise buildings. Many rely on public transportation, because more than half of these households do not own a vehicle. Limited resources somewhat restrict the purchases and activities of these residents, although many have invested their savings in stock. They enjoy going to movies and soccer games and reading science fiction. Many households subscribe to cable TV; residents particularly enjoy watching game shows, sports, and entertainment news shows.



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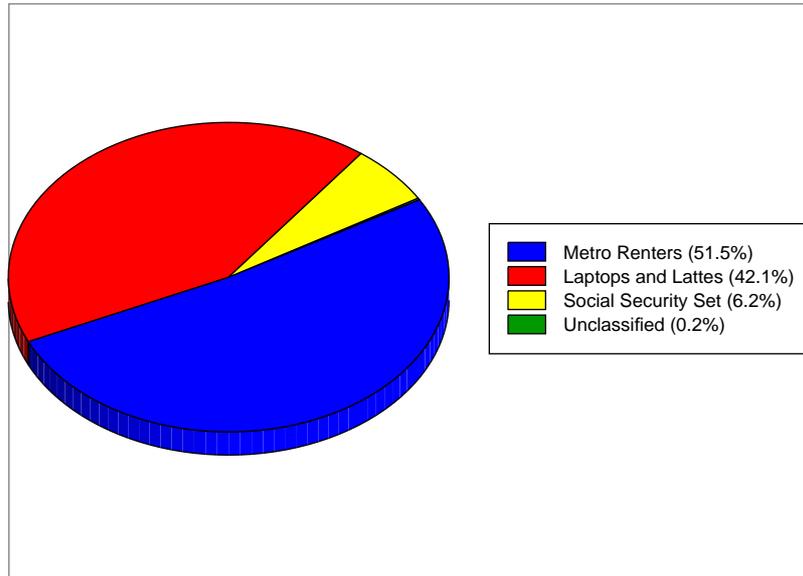
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