



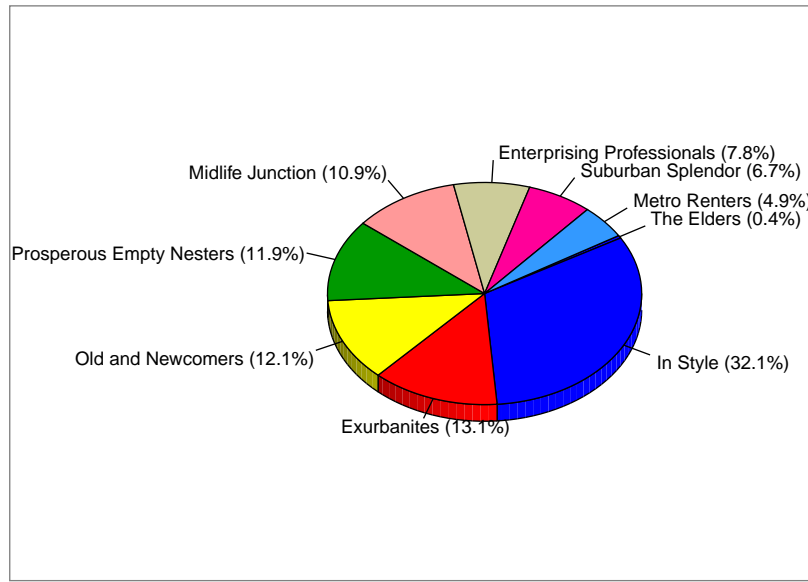
Lifestyle (Tapestry) Report

Ranked by Households

Prepared by Ray Kehrhahn

ZIPs: 06067 (Rocky Hill, CT)

Top Tapestry Segments



Percent of Households by Tapestry Segment

Top Tapestry Segments:

In Style

In Style residents live in the affluent neighborhoods of metropolitan areas. More suburban than urban, these households nevertheless embrace an urban lifestyle, favoring townhomes over traditional single-family houses. Professional couples are predominant in these neighborhoods. Labor force participation is high and most households have fewer children than the U.S. average. Their median age is approximately 38 years. Technologically savvy, In Style residents own cell phones, PDAs, and fully equipped PCs. Home remodeling and yard work are contracted out. Physical fitness is integral to their lives; they subscribe to Weight Watchers for diet control, work out in regular exercise programs, and take vitamins.

Exurbanites

Open areas with affluence define Exurbanites neighborhoods and the resident households. Median home value is currently approximately \$235,000, with a median household income of more than \$80,000. Homeowners are older, primarily empty nesters, and professionally employed; many residents work from home. Their financial health is a priority as they near retirement; they consult financial planners and track their investments online. For leisure, they enjoy dining in fine restaurants, reading, and participating in physical activities including golf, boating, and hiking.



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Old and Newcomers

Old and Newcomers neighborhoods are in transition, populated by renters who are starting their careers or retiring. Many householders are in their twenties or above the age of 75. The median age of 36 years simply splits this age difference. Spread throughout U.S. metropolitan areas, Old and Newcomers neighborhoods have more single-person and shared households than families. Many residents have moved recently. Mid- or high-rise apartment buildings constructed in the 1970s dominate the housing market. The purchase choices of Old and Newcomers residents reflect their unencumbered lifestyle as singles and renters. Compact cars are preferred by these nonfamily households. Cats are the preferred pets because of apartment living. Among markets with median household income below the U.S. level, this segment has the highest readership of books. Depending on their age, they play sports such as racquetball and golf in addition to jogging or walking.

Prosperous Empty Nesters

More than half of these residents are aged 55 years or older. Most households are married couples with no children living at home. Well educated and experienced, Prosperous Empty Nesters residents are enjoying the lifestage transition from child rearing to retirement. A median income of more than \$64,000 supports a lifestyle that focuses on travel, home renovation, and investment for the future. Concerned about their health, these residents play golf, go biking and skiing, and work out frequently. Prosperous Empty Nesters residents are active in their communities; they work on political campaigns, join fraternal organizations, and donate to charities. They are financially active too. They plan their investments and save for retirement through the use of financial services and brokerage firms.

Midlife Junction

Somewhere between the child rearing years and retirement lies Tapestry's Midlife Junction segment. Few households still have children. Most of the labor force is still employed but approaching retirement. Approximately one-third of these residents already draw retirement income. Most still own their homes, but many have eschewed home ownership responsibilities and moved into multiunit apartment buildings. The housing market is a mix of single-family homes and low-density apartments, somewhere between urban and rural. Midlife Junction residents have a median age of 40 years and a median household income of \$42,900. They live quiet, settled lives. They spend their money prudently and do not succumb to fads. They are comfortable shopping online or by phone. Dining out on the weekends at full-service restaurants is a favorite activity; they also patronize fast-food establishments. They enjoy gardening, watching television, and reading books and the newspaper.

Enterprising Professionals

This market is home to young, highly educated working professionals. Single or recently married, they prefer newer neighborhoods with townhomes or apartments. Typically found in cities, these residents would rather rent than own. Median household income is almost \$65,000. Their lifestyle reflects their youth, mobility and growing consumer clout. To keep in touch, Enterprising Professionals residents rely on cell phones, PDAs, and PCs. They use the Internet to search for a job or a place to live, track their investments, or shop. Enterprising Professionals residents travel for business and pleasure. They practice yoga, take aerobic classes and jog to stay physically fit.



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Suburban Splendor

These successful suburbanites are the epitome of upward mobility, just a couple of rungs below the top and situated recently in growing neighborhoods of affluent homes with a median home value of more than \$377,000. Most are two-income families with children. The household population is younger (median age of 40 years) well educated and well employed. Suburban Splendor homes feature the latest amenities and home design. Residents are more likely to hire home services than undertake do-it-yourself projects. They place importance on family time and travel. They purchase time-saving gadgets and equipment. They are proactive in financial planning, actively investing and owning life insurance policies.

Metro Renters

Metro Renters residents are young (approximately 30 percent are in their twenties), well-educated singles beginning their professional careers in the largest cities such as New York, Chicago, and Los Angeles. Their median household income of \$50,400 has been increasing faster than most market segments. A majority are renters, often in older high-rise units. They live alone or share with roommates. Metro Renters residents spend money on themselves, buying women's designer jeans, ski apparel, and workout clothing. They enjoy time with friends and entertain at home. For leisure, they attend rock concerts, go to the movies, and go dancing. They play racquetball and tennis, practice yoga, work out regularly, ski, and jog. Surfing the Internet is an important part of their lives; they go online to search for jobs, listen to the radio, and order airline and concert tickets.

The Elders

The Elders is Tapestry's oldest market, with a median age of 73 years. Representing the highest concentration of retirees, The Elders residents prefer communities designed for senior living, primarily in warm climates. Half live in Florida and most of the others live in Arizona and California. Income sources are primarily Social Security benefits and retirement income. More than 80 percent of the households draw Social Security benefits more than three times that of the U.S. figure. The Elders residents watch their diets and take prescription drugs for various health conditions. Golf is a favorite activity of these residents; in addition to playing golf, they buy golf clothes and watch golf matches on The Golf Channel. The Elders residents stay informed by reading the newspaper and watching CNN and Fox News. With the freedom of retirement, many residents enjoy traveling.

Social Security Set

Elderly residents who live alone characterize this market. More than four out of 10 householders are 65 years of age or older. This market has one of the lowest household incomes. Most residents live in low-rent, high-rise apartment buildings in large cities across the United States. Limited resources somewhat restrict the purchases and activities of Social Security Set residents. They usually shop at discount stores, but for food, they shop at the closest grocery store. Residents depend on Medicare and Medicaid to cover their health care costs. They prefer to pay with cash and bank in person. Many households subscribe to cable or satellite TV, since watching television is essential. Residents especially enjoy watching a variety of sporting events.



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Source:ESRI