Criteria Used for Analysis

Spending Habits:
All Dining Out
$3,557

Consumer Segmentation

Life Mode

What are the people like that live in this area?

Upscale Avenues

Prosperous, married-couple homeowners in different housing

Urbanization

Where do people like this usually live?

Suburban Periphery I

Married-couple families in lower density, suburban expansion

Top Tapestry Segments

% of Population	848 (27.9 %)	585 (19.3 %)	548 (18.0 %)	424 (14.0 %)	368 (12.1 %)
% of Ayer	280 (21.3 %)	0 (0.0 %)	0 (0.0 %)	424 (32.2 %)	368 (28.0 %)
	In Style	**Main Street, USA**	**City Lights**	**Old and Newcomers**	**Retirement Communities**
Lifestyle Group	2 Upscale Avenues	10 Traditional Living	3 Metropolis	4 Solo Acts	5 Senior Styles
Urbanization Group	7 Suburban Periphery I	5 Urban Outskirts I	1 Principal Urban Centers I	4 Metro Cities II	4 Metro Cities II
Residence Type	Single Family; Townhome	Single Family; Multi-Units	Multi-Units	Multi-Unit Rentals	Multi-Units
Household Type	Mixed	Mixed	Mixed	Singles; Shared	Singles
Average Household Size	2.43	2.54	2.62	1.99	1.91
Median Age	40	36.8	38.6	37.2	52.6
Diversity Index	45	56	69	59	42
Median Household Income	$70,745	$57,196	$63,959	$44,601	$49,174
Median Net Worth	$182,665	$84,763	$105,095	$23,498	$99,494
Median Home Value	$218,289	$174,970	$346,249	$149,772	$183,328
Homeownership	68 %	63 %	54 %	37 %	54 %
Employment	Professional or Management	Professional, Management, Skilled or Services	Professional, Management or Services	Professional, Management or Services	Professional or Management
Education	Some College; Bachelor's or Graduate	Some College	Some College; Bachelor's or Graduate	Some College; Bachelor's Degree	Some College
Preferred Activities	Vacation at beach. Make purchases online.	Participate in local civic issues. Go bowling.	Gamble in Atlantic City. Attend adult education classes.	Multimedia software and books. Play golf and racquetball.	Travel. Do indoor gardening or plant care.
Financial	Track investments online	Own insured money market account	Carry renter's insurance	Own shares in mutual funds	Own shares in tax-exempt funds
Media	Listen to news or talk radio	Watch Court TV	Listen to all-news radio	Listen to classic hits radio	Watch Inside Edition
Vehicle	Own or lease minivan	Own or lease compact car	Own or lease Nissan	Own or lease compact car	Own or lease domestic vehicle

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