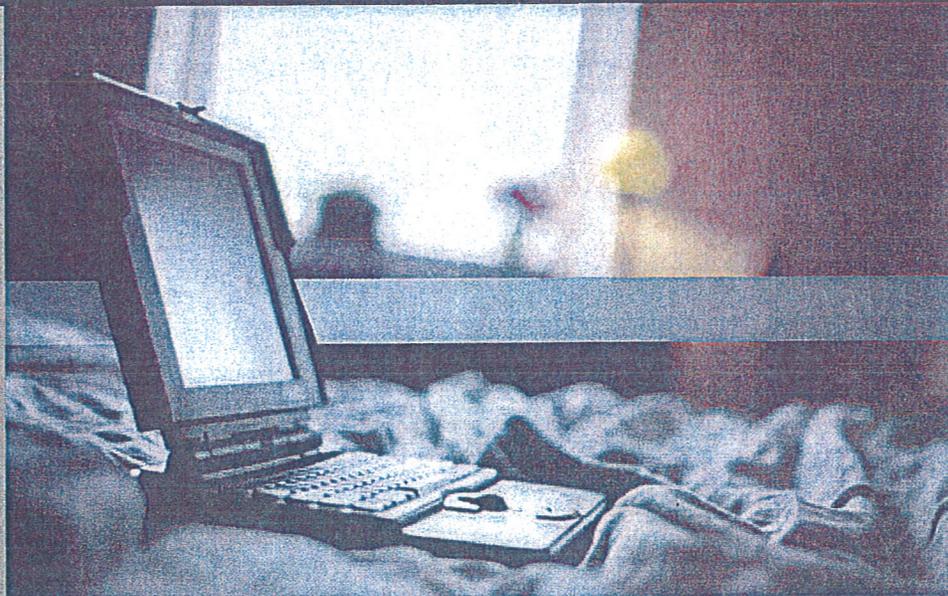


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I N C .



Hopewell Township Market Assessment

Prepared for:

The Hopewell Township Board of Supervisors

In Cooperation with:

**The Beaver Initiative for Growth
by Delta Development Group, Inc.**

November 2005

Income Trends and Projections

Change in median household income over time is another critical factor useful for gauging the relative market potential for a defined area. Initial observations demonstrate that projected changes in median household income for the three and six-mile market areas are relatively stable when compared with past trends in the area as well as overall trends in Beaver County, Pennsylvania, and the United States (see Table 13: *Median Household Income*). Further analysis, however, reveals significant disparities in the changes in median household income over time. By using the United States median household income as a base for years 1990, 2000, 2004, and 2009, a more accurate picture of the change in median household income is created. The relative change in median household income with the United States as base illustrates a widening gap in Beaver County. By the year 2009, the projected disparity will be \$4,837 for Beaver County (see Table 14: *Change in Median Household Income with U.S. as Base* and Figure 2: *Relative Change in Median Household Income with U.S. as Base*).

Table 13

Median Household Income						
	1990	2000	2004	2009	% Change 1990 to 2000	% Change 2000 to 2009
Beaver County	\$24,276	\$36,995	\$44,419	\$52,638	52.4%	42.3%
Pennsylvania	\$29,069	\$40,106	\$46,988	\$57,000	38.0%	42.1%
United States	\$30,056	\$41,994	\$48,619	\$57,475	39.7%	36.9%

Source: U.S. Census Bureau and ESRI BIS

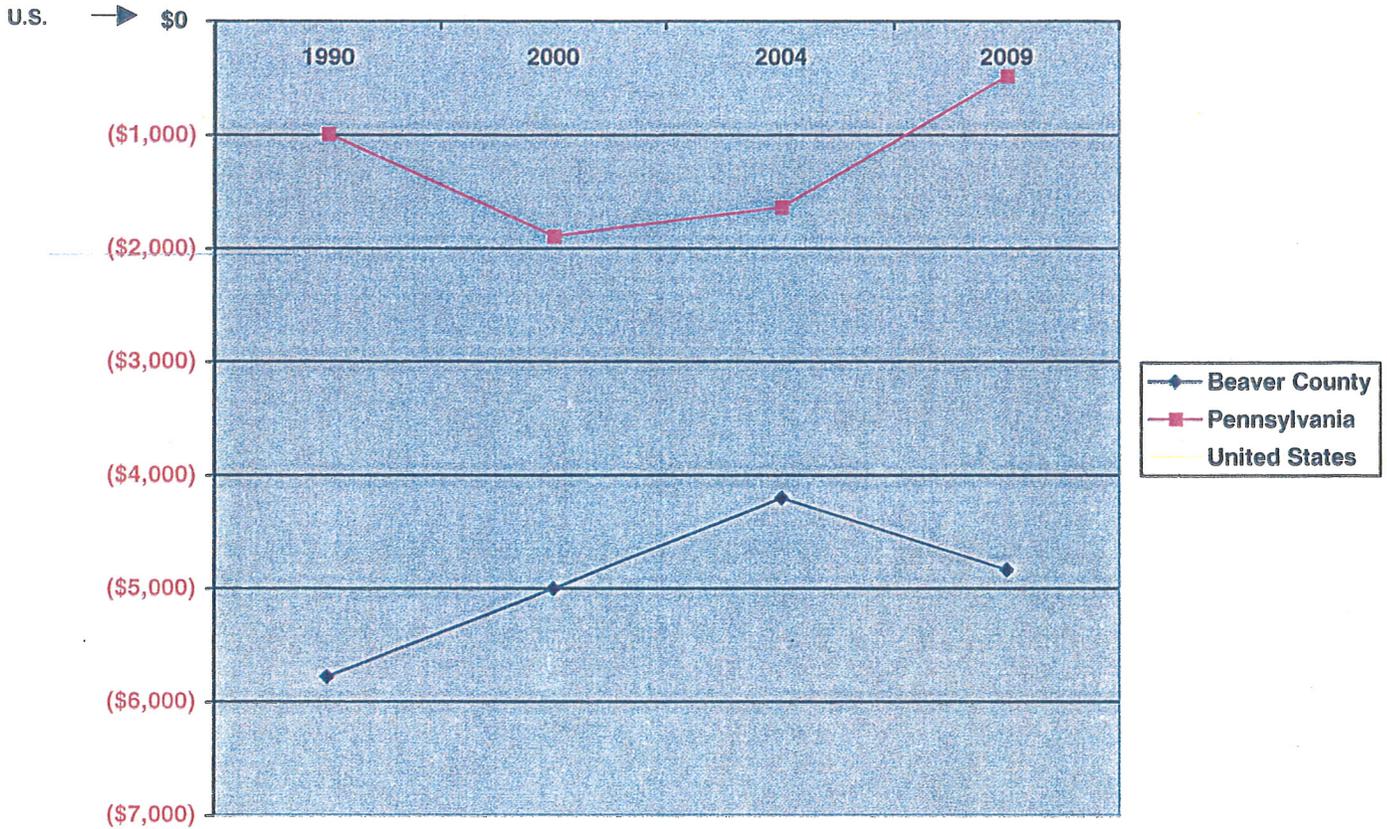
Table 14

Change in Median Household Income with U.S. as Base				
	1990	2000	2004	2009
Beaver County	\$(5,780)	\$(4,999)	\$(4,200)	\$(4,837)
Pennsylvania	\$(987)	\$(1,888)	\$(1,631)	\$(475)
United States	\$ -	\$ -	\$ -	\$ -

Source: U.S. Census Bureau



Figure 2
Relative Change in Median Household Income with U.S. as Base



Source: U.S. Census Bureau and ESRI BIS



Psychographic Profile

A psychographic profile combines a variety of market research data with demographic and economic data to define the lifestyle characteristics for a specified geographic area. ESRI Business Information Systems data describes the lifestyle characteristics for the market area households from 66 pre-defined segments and compares that with the overall national proportion.

The analysis of the residential market area reveals that the most prominent lifestyle segment, both by proportion and relative proportion as indicated by the scoring index, in the Hopewell Township residential market area is classified as Rustbelt Retirees, which accounts for 24.6% of the population in Beaver County. Other significant proportions of market area households are classified as Salt of the Earth (14.0%), Cozy and Comfortable (10.3%), and Heartland Communities (7.5%) (see Appendix A for segmentation descriptions).

The remainder of the population is disbursed throughout several classifications. There are relatively strong proportions of the market area households classified as Home Town and Simple Living (6.3% and 5.6%, respectively) as defined by ESRI Business Information Solutions:

Housing Characteristics

An overview of the trends in the housing market for the Hopewell Township residential market area is compared to aggregate trends in Pennsylvania and the United States using U.S. Census Bureau data for 1990 and 2000. Several aspects of the housing market are presented, including: owner occupied versus renter occupied housing units, vacant and occupied housing units by the year built, vacant housing units by type, housing units by the number of bedrooms, total (occupied and vacant) housing units by type, median value of owner occupied housing units, and owner occupied housing units by value.

For the United States, Pennsylvania, and the Hopewell Township residential market area, Beaver County, the majority of occupied housing units are owner-occupied. Beaver County has a higher owner occupied rate (74.9%) than both Pennsylvania and the United States (71.3% and 66.2%, respectively) in 2000 (see Table 15: Owner Occupied v. Renter Occupied Housing Units: 2000).

2000 Census Bureau data for occupancy and vacancy rates of housing units categorized by year built reveal a strong advantage in Beaver County in the residential market relative to Pennsylvania and the United States. Homes built between 1999 and March 2000 in Beaver County show an occupancy rate of 90.1%, compared to only 83.4% and 82.9% in Pennsylvania and the United States, respectively. Occupancy rates are nearly equal for homes built in 1939 or earlier for all geographic regions presented. The trend suggests a strong demand for



housing, especially homes built within the last fifteen years (see Table 16: Housing Units by Year Built: 2000).

Data for housing units distributed by type reflect significant differences between the Hopewell Township residential market area, Pennsylvania, and the United States. Detached, single-family housing units pre-dominate the market in Beaver County, representing approximately 73.2% of all housing units compared to only 55.9% and 60.3% in Pennsylvania and the United States. Relatively smaller proportions of other types of housing units, such as single family attached, multi-unit, and mobile homes, are found in Beaver County compared to Pennsylvania and the United States (see Table 17: Housing Units (includes occupied and vacant) by Type: 2000).

Data for vacancy rates by housing type shows that multi-unit structures have relatively higher rates in Beaver County relative to single family detached structures. This trend is prevalent in Pennsylvania and the United States as well, but high vacancy rates in multi-unit structures are more pronounced in Beaver County than the other geographic regions (see Table 18: Vacant Housing Units by Type: 2000).

Nearly half of all homes (approximately 46.7%) have three bedrooms and approximately one-third (30.3%) have two bedrooms. These trends are representative of state and national trends (see Table 19: Housing Units by Number of Bedrooms: 2000). The median value of owner-occupied housing units is relatively lower in Beaver County (approximately \$83,200) than both Pennsylvania and United States (\$94,800 and \$111,800, respectively), but a more narrowly defined median value of owner-occupied housing units in Hopewell Township (\$91,800) shows a significant reduction in these disparities (see Table 20: Median Value of Owner-Occupied Housing Units: 2000). Approximately 45.0% of owner-occupied housing units are valued between \$60,000 and \$125,000 in Beaver County (see Table 21: Owner Occupied Housing Units by Value: 2000).

**Table 15
Owner Occupied vs. Renter Occupied Housing Units (2000)**

	Owner occupied		Renter occupied		Occupied housing units: Total	
	N	%	N	%	N	%
Beaver County	54,379	74.9%	18,197	25.1%	72,576	100.0%
Pennsylvania	3,406,167	71.3%	1,370,836	28.7%	4,777,003	100.0%
United States	69,816,513	66.2%	35,663,588	33.8%	105,480,101	100.0%

Source: U.S. Census Bureau



**Table 16
2000 Housing Units by Year Built**

Year Built	Hopewell Township			Beaver County			Pennsylvania		
	Total Housing Units	% of All Housing Units	Vacancy Rate	Total Housing Units	% of All Housing Units	Vacancy Rate	Total Housing Units	% of All Housing Units	Vacancy Rate
1999 to March 2000	15	6.0%	N/A	696	0.8%	9.9%	80,237	1.4%	16.6%
1995 to 1998	170	3.3%	N/A	2,340	2.8%	3.3%	229,156	4.0%	7.1%
1990 to 1994	323	12.3%	N/A	3,055	3.7%	3.2%	285,614	5.0%	6.7%
1980 to 1989	460	28.1%	N/A	5,033	6.1%	3.3%	577,208	10.1%	7.8%
1970 to 1979	713	27.7%	N/A	10,920	13.2%	5.0%	763,516	13.3%	7.0%
1960 to 1969	980	15.4%	N/A	9,600	11.6%	5.2%	649,878	11.4%	8.3%
1940 to 1959	2,515	44.7%	N/A	27,066	32.6%	6.0%	1,383,401	24.2%	7.8%
1939 or earlier	449	8.0%	N/A	24,244	29.2%	8.7%	1,753,487	30.6%	9.3%
Total:	5,625	100.0%	N/A	82,954	100.0%	6.3%	5,722,497	100.0%	8.3%

SOURCE: U.S. Census Bureau



Table 17
 Housing Units by Type (2000)
 (includes occupied and vacant)

	Beaver County		Pennsylvania		United States	
	N	%	N	%	N	%
1; detached units in structure	56,933	73.2%	2,935,248	55.9%	69,865,957	60.3%
1; attached units in structure	2,600	3.3%	940,396	17.9%	6,447,453	5.6%
2 units in structure	3,544	4.6%	273,798	5.2%	4,995,350	4.3%
3 or 4 units in structure	3,676	4.7%	241,745	4.6%	5,494,280	4.7%
5 to 9 units in structure	2,758	3.5%	179,909	3.4%	5,414,988	4.7%
10 to 19 units in structure	1,293	1.7%	131,691	2.5%	4,636,717	4.0%
20 to 49 units in structure	1,355	1.7%	98,677	1.9%	3,873,383	3.3%
50 or more units in structure	1,195	1.5%	185,037	3.5%	6,134,675	5.3%
Mobile home	4,382	5.6%	258,551	4.9%	8,779,228	7.6%
Boat; RV; van; etc.	29	0.0%	4,698	0.1%	262,610	0.2%
Housing units: Total	77,765	100.0%	5,249,750	100.0%	115,904,641	100.0%

Source: U.S. Census Bureau



Table 18
Vacant Housing Units by Type (2000)

	Beaver County			Pennsylvania			United States		
	(N) Total	(n) Vacant	%	(N) Total	(n) Vacant	%	(N) Total	(n) Vacant	%
1; detached units in structure	56,933	2,515	4.4%	2,935,248	210,502	7.2%	69,865,957	5,078,447	7.3%
1; attached units in structure	2,600	288	11.1%	940,396	80,310	8.5%	6,447,453	539,649	8.4%
2 units in structure	3,544	681	19.2%	273,798	38,140	13.9%	4,995,350	528,821	10.6%
3 or 4 units in structure	3,676	578	15.7%	241,745	37,865	15.7%	5,494,280	588,926	10.7%
5 to 9 units in structure	2,758	362	13.1%	179,909	22,567	12.5%	5,414,988	594,446	11.0%
10 to 19 units in structure	1,293	153	11.8%	131,691	13,290	10.1%	4,636,717	519,792	11.2%
20 to 49 units in structure	1,355	135	10.0%	98,677	8,946	9.1%	3,873,383	416,364	10.7%
50 or more units in structure	1,195	89	7.4%	185,037	16,365	8.8%	6,134,675	610,972	10.0%
Mobile home	4,382	375	8.6%	258,551	41,118	15.9%	8,779,228	1,394,952	15.9%
Boat; RV; van; etc.	29	13	44.8%	4,698	3,644	77.6%	262,610	152,171	57.9%
Housing units: Total	77,765	5,189	6.7%	5,249,750	472,747	9.0%	115,904,641	10,424,540	9.0%

Source: U.S. Census Bureau



Table 19
Housing Units by Number of Bedrooms (2000)

	Housing units: No bedroom		Housing units: 1 bedroom		Housing units: 2 bedrooms		Housing units: 3 bedrooms		Housing units: 4 bedrooms		Housing units: 5 or more bedrooms		Housing units: Total	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Beaver County	510	0.7%	7,204	9.3%	23,529	30.3%	36,334	46.7%	8,887	11.4%	1,301	1.7%	77,765	100.0%
Pennsylvania	83,671	1.6%	597,366	11.4%	1,294,804	24.7%	2,275,007	43.3%	806,244	15.4%	192,658	3.7%	5,249,750	100.0%
United States	3,422,876	3.0%	15,509,740	13.4%	32,906,513	28.4%	44,469,684	38.4%	16,011,823	13.8%	3,584,005	3.1%	115,904,641	100.0%

Source: U.S. Census Bureau



Table 20

Median Value of Owner Occupied Housing Units (2000)	
United States	\$111,800
Pennsylvania	\$94,800
Beaver County	\$83,200
Hopewell township	\$91,800

Source: U.S. Census Bureau



Table 21
Owner Occupied Housing Units by Value (2000)

	United States		Pennsylvania		Beaver County		Hopewell Township	
	N	%	N	%	N	%	N	%
less than \$10,000	235,097	0.4%	15,398	0.5%	197	0.4%	18	0.4%
\$10,000 to \$14,999	273,249	0.5%	20,762	0.7%	272	0.6%	6	0.1%
\$15,000 to \$19,999	339,457	0.6%	27,999	1.0%	632	1.4%	7	0.2%
\$20,000 to \$24,999	453,530	0.8%	38,118	1.3%	647	1.4%	8	0.2%
\$25,000 to \$29,999	559,816	1.0%	46,369	1.6%	818	1.8%	17	0.4%
\$30,000 to \$34,999	725,530	1.3%	60,541	2.1%	1,194	2.6%	22	0.5%
\$35,000 to \$39,999	880,766	1.6%	73,552	2.5%	1,261	2.7%	24	0.6%
\$40,000 to \$49,999	1,990,372	3.6%	152,454	5.3%	3,399	7.3%	54	1.3%
\$50,000 to \$59,999	2,496,258	4.5%	177,965	6.2%	3,684	7.9%	264	6.1%
\$60,000 to \$69,999	3,066,658	5.6%	205,237	7.1%	3,930	8.5%	324	7.5%
\$70,000 to \$79,999	3,442,509	6.2%	216,278	7.5%	4,720	10.2%	609	14.1%
\$80,000 to \$89,999	3,986,707	7.2%	248,062	8.6%	5,019	10.8%	605	14.1%
\$90,000 to \$99,999	3,786,839	6.9%	232,156	8.0%	4,654	10.0%	651	15.1%
\$100,000 to \$124,999	6,852,290	12.4%	392,826	13.6%	6,520	14.0%	749	17.4%
\$125,000 to \$149,999	6,258,094	11.3%	310,267	10.7%	3,931	8.5%	498	11.6%
\$150,000 to \$174,999	4,711,681	8.5%	209,382	7.2%	2,469	5.3%	233	5.4%
\$175,000 to \$199,999	3,364,223	6.1%	134,790	4.7%	1,225	2.6%	85	2.0%
\$200,000 to \$249,999	4,018,468	7.3%	138,295	4.8%	1,218	2.6%	108	2.5%
\$250,000 to \$299,999	2,564,581	4.6%	76,517	2.6%	361	0.8%	16	0.4%
\$300,000 to \$399,999	2,442,848	4.4%	61,608	2.1%	190	0.4%	-	0.0%
\$400,000 to \$499,999	1,141,260	2.1%	22,817	0.8%	72	0.2%	-	0.0%
\$500,000 to \$749,999	973,014	1.8%	18,113	0.6%	48	0.1%	7	0.2%
\$750,000 to \$999,999	335,102	0.6%	5,541	0.2%	17	0.0%	-	0.0%
\$1,000,000 or more	313,759	0.6%	4,437	0.2%	20	0.0%	-	0.0%
Specified owner-occupied housing units: Total	55,212,108	100.0%	2,889,484	100.0%	46,498	100.0%	4,305	100.0%

Source: U.S. Census Bureau



Office Market Overview

Delta's approach to presenting an overview of the key market factors related to the development of commercial office space in Hopewell Township includes the following:

- An overview of the existing commercial office real estate trends
- An overview of the current economic environment and trends
- The market potential for office development in Hopewell Township

In researching the local industrial base and the availability of commercial office real estate opportunities, we have assumed that growth in industry sectors whose real estate needs would be consistent with a typical commercial office park would primary come from three sources: (1) existing local business expansion, (2) local entrepreneurs, and (3) business development related to growth in Allegheny County. We further assumed that the primary competition for a commercial office development would be the existing Hopewell Business and Industrial Park and office developments near the Pittsburgh International Airport.

Following is an overview of key market factors we found.

Economic and Industrial Overview

Industrial Mix and Growth

The mix of industry in Beaver County is heavily weighted toward the manufacturing sector which makes up nearly 21% percent of the County's industrial base. Between 2001 and 2004, the manufacturing sector in Beaver County lost over 24% of its jobs. While the manufacturing sector is not as strong in Allegheny County, making up only 6.5% of the industrial base, it lost nearly 24% of its jobs during the same time period.

Both Beaver and Allegheny Counties experienced an overall loss of employment between 2001 and 2004. Beaver County employment decreased by 3.8% compared to a 2.0% decrease in Allegheny County. In Beaver County, the greatest employment increases were in the educational services and healthcare and social services sectors. Other significant job losses in Beaver County were in the transportation and warehousing and the transportation sectors.

In Allegheny County, the greatest numerical job growth occurred in the accommodation and food services sector with an increase of 15.7%, indicative of a strong local competitive advantage. Also experiencing growth was the management of companies and enterprises sector with an increase of 29.1%.



Table 22

Change in Employment by Industry Sector 2001 - 2004						
	Beaver			Allegheny		
	Total Employment 2004	% of Total Employment	Change in Total Employment 2001 - 2004	Total Employment 2004	% of Total Employment	Change in Total Employment 2001 - 2004
Agriculture, Forestry, Fishing and Hunting	2,116	1.3%	-137	204	0.0%	72
Mining	243	0.1%	42	1,270	0.2%	218
Utilities	1,350	0.8%	-399	4,307	0.6%	-1,204
Construction	7,717	4.7%	239	30,062	4.3%	-2,759
Manufacturing	34,088	20.8%	-8,322	46,013	6.5%	-10,943
Wholesale Trade	6,817	4.2%	494	28,805	4.1%	-162
Retail Trade	20,509	12.5%	101	84,657	12.0%	-859
Transportation and Warehousing	4,512	2.8%	-1,519	28,257	4.0%	-5,195
Information	2,018	1.2%	-76	17,318	2.5%	-4,393
Finance and Insurance	6,512	4.0%	-201	49,444	7.0%	-1,337
Real Estate and Rental and Leasing	1,575	1.0%	-2	11,832	1.7%	-47
Professional, Scientific, and Technical Services	6,852	4.2%	-689	53,377	7.6%	-3,791
Management of Companies and Enterprises	3,789	2.3%	12	16,562	2.3%	3,736
Administrative and Support and Waste Management and Remediation Services	7,744	4.7%	231	37,960	5.4%	-4,604

Change in Employment by Industry Sector 2001 – 2004 (continued)						
	Beaver County			Allegheny County		
	Total Employment 2004	% of Total Employment	Change in Total Employment 2001 - 2004	Total Employment 2004	% of Total Employment	Change in Total Employment 2001 - 2004
Educational Services	14,357	8.8%	1,049	66,988	9.5%	5,570
Health Care and Social Assistance	19,800	12.1%	2,064	115,157	16.3%	5,189
Arts, Entertainment, and Recreation	2,234	1.4%	322	10,400	1.5%	-188
Accommodation and Food Services	10,246	6.3%	-257	56,243	8.0%	7,649
Other Services (except Public Administration)	5,449	3.3%	457	26,758	3.8%	-723
Public Administration	5,759	3.5%	212	19,567	2.8%	-298
Total	163,687		-6,379	705,181		-14,069

Employment Trends

Since 1998, the unemployment rate in Beaver County has been consistently higher than Pennsylvania and the U.S. In June of 2005, unemployment was reported at 6.1%, the highest rate since 1995.

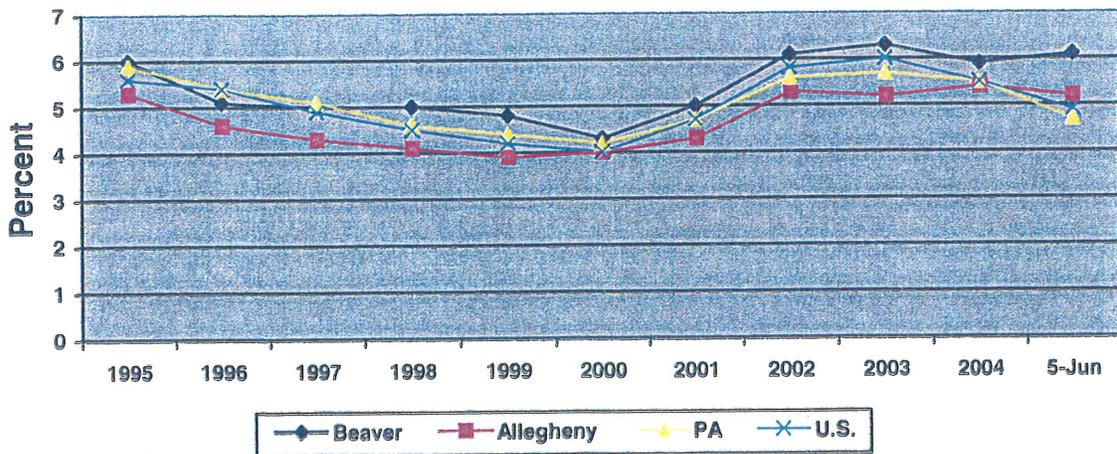
Table 23

Unemployment Rate Trends				
	U.S.	PA	Beaver	Allegheny
1995	5.6	5.9	6.0	5.3
1996	5.4	5.4	5.1	4.6
1997	4.9	5.1	5.0	4.3
1998	4.5	4.6	5.0	4.1
1999	4.2	4.4	4.8	3.9
2000	4.0	4.2	4.3	4.0
2001	4.7	4.7	5.0	4.3
2002	5.8	5.6	6.1	5.3
2003	6.0	5.7	6.3	5.2
2004	5.5	5.5	5.9	5.4
Jun-05	4.9	4.7	6.1	5.2

Source: U.S. Bureau of Labor Statistics

Not seasonally adjusted

Unemployment Trends



Office Market Overview

As previously stated, it is anticipated that the Hopewell Business and Industrial Park and office developments near the Pittsburgh International Airport would be most competitive to an office development in Hopewell Township. Since 1988, the Hopewell Business and Industrial Park has absorbed approximately 475 to 500 thousand square feet of space, for an average of approximately 28,000 square feet per year, with the greatest growth occurring between 1991 and 1996. An additional 50 acres within the park is currently being developed that is expected to support approximately the same number of square feet as that already developed. The Park is located just off Rt. 60 at the Hopewell exit, providing easy access to all areas of the park. Lease rates of approximately \$16 per square foot.

According to REIS, Inc., a nationally recognized provider of real estate market data, the office vacancy rate in the Pittsburgh office market is currently dangerously high at 19.6%. Pittsburgh-office-space.com reports that vacancy rates are higher in the surrounding suburban areas than in the downtown core. The asking rate per square foot in suburban areas is currently around \$17.25. The high vacancy rate in suggests a tenant's market and stiff competition for new office development.



APPENDIX – A**ESRI “Tapestry” Lifestyle Segmentation Descriptions****Rustbelt Retirees**

- Rustbelt Retirees live in the Northeast and Midwest, especially in Pennsylvania and areas around the Great Lakes. Although many residents are still working, labor force participation is below average. More than 40% of these householders draw retirement income. These neighborhoods are typically found in older, industrial cities. Residents live in owner-occupied, single family houses with a current market value of \$111,000. Unlike many retirees, those in Rustbelt are not inclined to move. These settled, hard-working residents are loyal to their communities and country; they make an effort to vote in elections and participate in volunteer activities and fund-raising. They serve on church boards; some are members of veteran’s clubs. Rustbelt Retirees residents watch their pennies and search for bargains at discount stores and warehouse clubs. They drive older domestic vehicles; prefer renting movies over attending the cinema, and dine out only occasionally.

Salt of the Earth

- A blue-collar, rural or small town lifestyle best describes Salt of the Earth residents. They work hard, primarily in the agriculture, manufacturing, or mining sectors. The labor force is slightly older than the U.S. average with low unemployment. Their median household income of \$47,400 is slightly less than that of the U.S. median. Mostly married couples, Salt of the Earth residents own their own homes. Their median age is 40 years. Rooted in their settled, traditional, and hardworking environments, they handle small home improvement projects and vehicle maintenance. They are active in civic duties, making an effort to vote in elections and participate in fund-raising events. Veteran’s clubs and church are an integral part of these communities. Salt of the Earth residents are regular and thorough newspaper readers; watching television is less important to them. They listen to country music radio programs. When they take vacation, they drive to domestic destinations.

Cozy and Comfortable

- Settled, married, and still working, Cozy and Comfortable families are nearing retirement. Many couples are still living in the pre-1970s, single family homes in which they raised their children. These houses carry a current market value of \$151,000 and are located mainly in suburban areas of the Midwest and Northeast. With a median age of 40 years, most of the population in this market is older than the U.S. average. Residents prefer mutual funds and consult financial planners. They are likely to have a second mortgage and hold home equity credit lines to complete their home improvement projects. Television is more important than technology for Cozy and Comfortable residents; many households own four or more TV sets. The Golf Channel and Home and Garden Television are among their favorite channels. They own home computers, but they are content with old equipment and software.



Heartland Communities

- Heartland Communities neighborhoods can be found in small towns. More than 75% of homes are single-family dwellings with a median home value of \$70,900. Most homes are older, built before 1960. The median age of the population is 41 years; the median age of the homes is 46 years. The distinctly country lifestyle of these residents is reflected in their interest in country music, hunting, and freshwater fishing. They are avid gardeners. Residents tend to participate in religious and civic activities, with many interested in local politics. When eating out, they prefer family restaurants, such as Applebee's and Cracker Barrel, and fast-food chains such as McDonalds and Pizza Hut.

Home Town

- Home Town residents stay close to their home base. Although they may move from one house to another, they rarely cross the county line. Single-family homes predominate in these suburban neighborhoods with low population density, found mainly in the Midwest and South. The median home value is \$58,900; more than half of Home town residents own their homes. The local job market offers employment primarily in the manufacturing, retail trade, and support services industries. Residents enjoy going to movies, museums, and zoos and indoor activities such as reading and playing cards. They like to watch CNN, Fox News, Discovery Channel, and any movie channel. Many own pets. Perhaps hindered by a lack of choice, they tend to shop for apparel at discount stores or small local malls, but they are gaining confidence in purchasing online.

Simple Living

- The median age for the Simple Living population is 40 years, although a high percentage of the population is 75 years or older. Most residents are retired seniors who live alone or in congregate housing. The majority rent apartments in multi-unit buildings. There is some retirement income, but many rely on Social Security benefits. Younger residents enjoy going to nightclubs and dancing, while seniors attend bingo nights and pursue hobbies such as photography, bird watching, and woodworking. To stay fit, Simple Living residents walk, swim, and play golf. Cable or satellite television is a must, but many households do not own a PC, cell phone, or DVD player. Residents watch a lot of TV, especially family programs and game shows.

Modest Income Homes

- The Modest Income Homes segment captures neighborhoods in which most residents earn modest incomes, as the name suggests. Half of them own their homes, mainly single-family homes in older suburbs of metropolitan cities. The median home value is \$51,000. Modest Income Homes residents are family oriented and multigenerational. The median age is 34 years. Television is central to the lives of these residents; they frequently watch daytime and primetime shows. They are content to wait for movies on Lifetime, TNT, and USA Network. They enjoy watching major sports events on TV also. Being frugal, they shop at discount stores, limit their long-distance calls, and do not pay for access to the Internet. Residents tend to drive used domestic cars.



City Commons

- City Commons is one of Tapestry's youngest markets, with a median age of 24 years. Young, single-person or single-parent households dominate this market, and young children abound. Homes are commonly located in cities of large metropolitan areas where mid-rise buildings predominate. Labor force participation is below average; part time employment is common. Children's products are the major purchases made by City Commons. For exercise, they take their children to play in nearby city parks and playgrounds. When they treat themselves to a sporting event, baseball is their sport of choice. When watching television, Court TV is their show of choice.

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 life stage transition 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.

In Style

- In Style residents live in affluent neighborhoods of metropolitan areas. More suburban than urban, these households nevertheless embrace an urban lifestyle, favoring town homes over traditional single-family homes. 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.

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 the 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 non-family 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 and walking.

