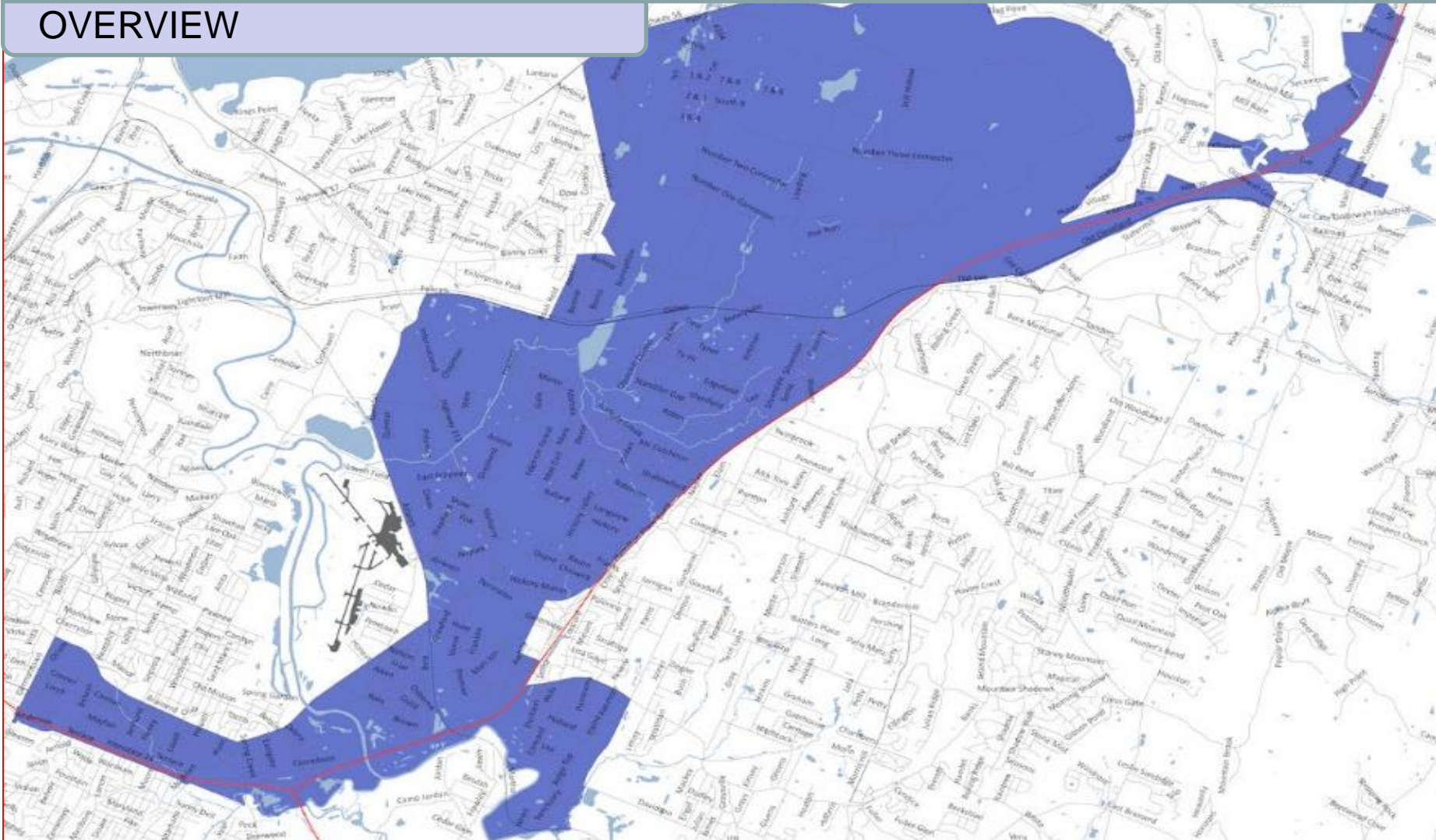


DISTRICT 6, CHATTANOOGA, TN

OVERVIEW



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DISTRICT 6, CHATTANOOGA, TN

TAPESTRY SEGMENTATION

Rank	Tapestry Segment	2015 Households		2015 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Old and Newcomers (8F)	44.9%	44.9%	2.3%	2.3%	1926
2	Midlife Constants (5E)	12.6%	57.5%	2.5%	4.8%	499
3	Set to Impress (11D)	11.0%	68.5%	1.4%	6.2%	793
4	Green Acres (6A)	7.0%	75.5%	3.2%	9.4%	219
5	Young and Restless (11B)	5.6%	81.1%	1.7%	11.1%	325
	Subtotal	81.1%		11.1%		
6	In Style (5B)	4.4%	85.5%	2.3%	13.4%	196
7	Golden Years (9B)	3.7%	89.2%	1.3%	14.7%	278
8	Home Improvement (4B)	2.9%	92.1%	1.7%	16.4%	168
9	Down the Road (10D)	2.6%	94.7%	1.1%	17.5%	228
10	Front Porches (8E)	2.5%	97.2%	1.6%	19.1%	157
	Subtotal	16.1%		8.0%		
11	Family Foundations (12A)	2.4%	99.6%	1.1%	20.2%	224
12	Exurbanites (1E)	0.2%	99.8%	1.9%	22.1%	12
13	Savvy Suburbanites (1D)	0.1%	99.9%	3.0%	25.1%	3
14	Rustbelt Traditions (5D)	0.1%	100.0%	2.2%	27.3%	3
15	Unclassified (15)	0.0%	100.0%	0.0%	27.3%	627
	Subtotal	2.8%		8.2%		

TAPESTRY SEGMENT: 44.9% Of District



LifeMode Group: Middle Ground

Old and Newcomers

Average Household Size: 2.11

Median Age: 38.5

Median Household Income: \$39,000

WHO ARE WE?

This market features singles' lifestyles, on a budget. The focus is more on convenience than consumerism, economy over acquisition. *Old and Newcomers* is composed of neighborhoods in transition, populated by renters who are just beginning their careers or retiring. Some are still in college; some are taking adult education classes. They support environmental causes and Starbucks. Age is not always obvious from their choices.

OUR NEIGHBORHOOD

- Metropolitan city dwellers.
- Predominantly single households (Index 148), with a mix of married couples (no children); average household size lower at 2.11.
- 54% renter occupied; average rent, \$800 (Index 88).
- 45% of housing units are single-family dwellings; 44% are multiunit buildings in older neighborhoods, built before 1980.
- Average vacancy rate at 11%.

SOCIOECONOMIC TRAITS

- Unemployment is lower at 7.8% (Index 91), with an average labor force participation rate of 62.6%, despite the increasing number of retired workers.
- 30% of households are currently receiving Social Security.
- 28% have a college degree (Index 99), 33% have some college education, 10% are still enrolled in college (Index 126).
- Consumers are price aware and coupon clippers, but open to impulse buys.
- They are attentive to environmental concerns.
- They are more comfortable with the latest technology than buying a car.

TAPESTRY SEGMENT: 12.6% Of District



LifeMode Group: GenXurban

Midlife Constants

Average Household Size: 2.30

Median Age: 45.9

Median Household Income: \$48,000

WHO ARE WE?

Midlife Constants residents are seniors, at or approaching retirement, with below average labor force participation and above average net worth. Although located in predominantly metropolitan areas, they live outside the central cities, in smaller communities. Their lifestyle is more country than urban. They are generous, but not spendthrifts.

OUR NEIGHBORHOOD

- Older homes (most built before 1980) found in the suburban periphery of smaller metropolitan markets.
- Primarily married couples, with a growing share of singles.
- Settled neighborhoods with slow rates of change and residents that have lived in the same house for years.
- Single-family homes, less than half still mortgaged, with a median home value of \$141,000 (Index 80).

SOCIOECONOMIC TRAITS

- Education: 64% have a high school diploma or some college.
- Unemployment is lower in this market at 7.4% (Index 86), but so is the labor force participation rate (Index 89).
- Almost 42% of households are receiving Social Security (Index 150); 28% also receive retirement income (Index 160).
- Traditional, not trendy; opt for convenience and comfort, not cutting-edge. Technology has its uses, but the bells and whistles are a bother.
- Attentive to price, but not at the expense of quality, they prefer to buy American and natural products.
- Radio and newspapers are the media of choice (after television).

TAPESTRY SEGMENT: 11% Of District



LifeMode Group: Midtown Singles

Set to Impress

Average Household Size: 2.10

Median Age: 33.1

Median Household Income: \$29,000

WHO ARE WE?

Set to Impress is depicted by medium to large multiunit apartments with lower than average rents. These apartments are often nestled into neighborhoods with other businesses or single-family housing. Nearly one in three residents is 20 to 34 years old, and over half of the homes are nonfamily households. Although many residents live alone, they preserve close connections with their family. Income levels are low; many work in food service while they are attending college. This group is always looking for a deal. They are very conscious of their image and seek to bolster their status with the latest fashion. *Set to Impress* residents are tapped into popular music and the local music scene.

OUR NEIGHBORHOOD

- Apartment complexes represented by multiple multiunit structures are often nestled in neighborhoods with either single-family homes or other businesses.
- Renters make up nearly three quarters of all households.
- They're found mostly in urban areas, but also in suburbs.
- Single-person households make up over 40% of all households.
- It is easy enough to walk or bike to work for many residents.

SOCIOECONOMIC TRAITS

- Residents are better educated and mobile.
- Unemployment is higher, although many are still enrolled in college (Index 146).
- They always have an eye out for a sale and will stock up when the price is right.
- They prefer name brands, but will buy generic when it is a better deal.
- Quick meals on the run are a reality of life.
- They're image-conscious consumers that dress to impress and often make impulse buys.
- They maintain close relationships with family.

DISTRICT 6: Traffic Count Map

