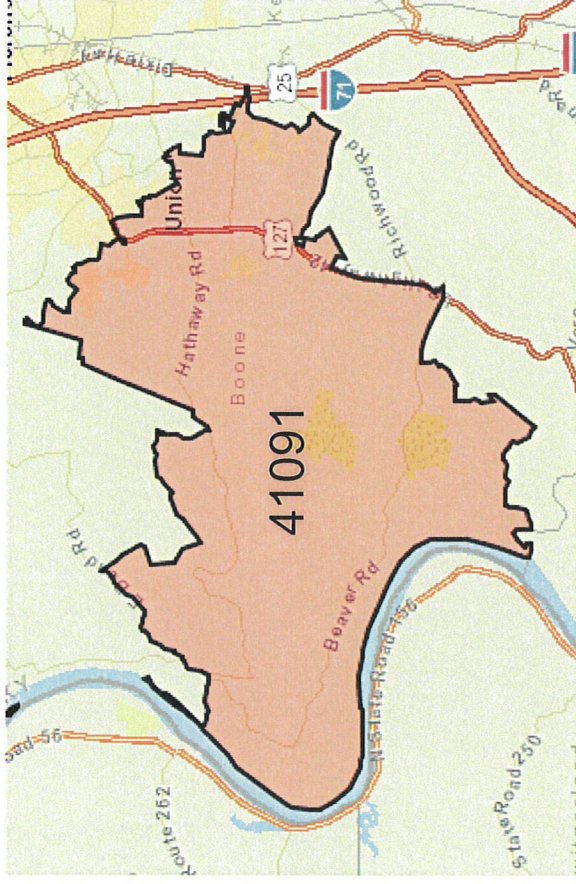


City of Union Market Analysis...



Claritas Lifestyle and Demographic Analysis.



- The Union Market Analysis is a basis of knowledge about the city proper and the entire 41091 zip code.
- To date, the knowledge base consists of Claritas lifestyle information and secondary demographic data.



Source: U.S. Census; provided by BCPG.

Market Analysis Purpose and Usage.

- Purpose.
 - The purpose of the City having a ready-to-use data base of lifestyle and demographic information is to assist Commissioners, Staff, Contractors, and Committees to make “better-and-more-informed decisions” when conducting city business.
- Usage.
 - Some specific uses include...
 - Commission. This informational data base will assist Commissioners in addressing any issue that comes before the Commission.
 - Executive Development/EDC Committee. This informational data base will be helpful in working with current and potential contractors and city planning.
 - Communications Committee. This informational data base will be helpful in developing communication strategies and any sort of communication executions.



Claritas is a data-driven marketing company.

- Claritas' lifestyle segmentation systems define every household in the U.S. by distinct lifestyle types, called "segments" to provide a comprehensive picture of "who lives where" and "what they are like" to create more effective strategies.
- **PRIZM (Potential Rating Index for Zip Markets) Premier Segmentation Reports.**
 - PRIZM's 68 lifestyle types will help better understand Union's current and future residents based on their *consumer behavior, shopping patterns and media preferences.*
- **P\$YCLE Segmentation Reports.**
 - P\$YCLE segmentation system classifies every U.S. household into one of 58 consumer segments based on *financial behavior and wealth*, allowing Union to better communicate, market, and plan according to resident financial profiles.
- **ConneXions Segmentation Reports.**
 - ConneXions is the segmentation system based on communications and electronics usage. It classifies every U.S. household into one of 53 consumer segments to help determine resident *video, voice and data preferences.*

Insights. 1 of 2.

- **Union is first about “Upscale Professional Families With Kids and HH Heads Under 55”.** (Top Quintile Segments)
 - **Country Squires; Kids & Cul-De-Sacs (PRIZM)**. Wealthiest Americans living as Country Squires in sprawling homes and kids. They are mixed in with upscale, professional; suburban and married couples living in cul-de-sacs with kids. Age: Under 55. HH Income: Around and over \$100K.
 - **Big Spenders; Family Funding (P\$YCHE)**. The middle-aged homeowners who comprise Big Spenders are the ultimate financial jugglers. Family Funding is focused on the expenses of day-to-day family life. Age: Under 25-54. HH Income: Over \$100K.
 - **Technovators; Plugged In Families (ConneXions)**. Rich, educated, and tech-savvy, the members of Technovators lead the nation in acquiring the latest communications and entertainment technology. Kids rule in Plugged-In Families, so it's no surprise that the technology and media choices here have a child-friendly skew. Using a variety of new technology is a family affair. Age: Under 25-44. HH Income: Just under \$200K and over \$100K.

Insights. 2 of 2.

- **Union is next about “Upscale Professional Empty Nester Families Cruising To Retirement 55 and Older”.** (Top Quintile Segments)
 - **Big Fish, Small Pond; Cruising Into Retirement (PRIZM)**. Older, upper-class professionals with post graduate degrees who are leading citizens of their small-town communities With their children mostly grown and out of the house, these older couples are Cruising to Retirement. Age: 55 plus. HH Income: Around and over \$100K.
 - **Ready, Set, Retire (P\$YCHE)**. Ready, Set, Retire! households are at the gate and waiting for the retirement bell. They have worked their entire lives to save for this important life change. Age: Under 45-64. HH Income: Around \$100K.
 - **Broadband Boulevards (ConneXions)**. The upper-middle-class empty-nesting couples of Broadband Boulevards are gradually transitioning from old to new technology. In their homes filled with multiple TV sets and landline phones, they've become heavy Internet users who go online to track their investments, get the latest news, and make travel plans. Age: Under 55 plus. HH Income: Just under \$100K.

City of Union Market Analysis.



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41091 Lifestyle Segment Data.

PRIZM (Potential Rating Index for Zip Markets) Premier Segmentation Reports.

- Claritas' data scientists incorporate various offline and online data sources into the development of PRIZM Premier segments, including demographics, lifestyle, purchase and media behaviors to develop an actionable portrait of today's consumers.

Purchase Behaviors Include:

- Apparel
- Appliances
- Automotive
- Communications
- Consumer Package Goods
- Financial Services & Wealth
- Home Furnishings
- Media Usage
- Travel
- Technology

Media Behaviors Include:

- TV
- Cable
- Internet
- Social
- Podcast
- Mobile
- Audio
- Print

Wealthy Middle Age Family Mix... 41091 Quintile 1.

- The wealthiest residents in exurban America live in Country Squires, an oasis for affluent Baby Boomers who've fled the city for the charms of small-town living. In their bucolic communities noted for their recently built homes on sprawling properties, the families of executives live in six-figure comfort. Their shopping habits tend to focus on apparel such as business attire, athletic footwear, and children's clothing.

2020 Statistics

- US Households: 2,919,111
- Median Household Income: \$123,034

Demographics Traits

- Urbanicity : Town
- Income : Wealthy
- Income Producing Assets : Elite
- Household Technology : 2 Above Average
- Age Ranges : Age <55
- Presence of Kids : Family Mix

- Homeownership : Mostly Owners
- Employment Levels : Mgt. and Professionals
- Education Levels : Graduate Plus

Lifestyle & Media Traits

- Owns a Subaru
- Eats at Panera
- Shops for men's business attire
- Attends minor league baseball games
- Flies Delta
- Buys sporting events tickets online
- Listens to Mainstream Rock

Upscale Middle Age Family Mix... 41091 Quintile 1.

- Upscale, suburban and second city, married couples with children - that's the skinny on Kids & Cul-de-Sacs, an enviable lifestyle of families in recently built subdivisions. This segment is a refuge for college-educated, white-collar professionals with management jobs and upscale incomes. Their nexus of education, affluence, and children translates into large outlays for family-oriented products and services, be it sports equipment, toys, or baby furniture.

2020 Statistics

- US Households: 1,716,342
- Median Household Income: \$97,593

Demographics Traits

- Urbanicity : Metro Mix
- Income : Upscale
- Income Producing Assets : Below Avg
- Household Technology : 2 Above Average
- Age Ranges : Age <55
- Presence of Kids : Family Mix

- Homeownership : Mostly Owners
- Employment Levels : Mgt. and Professional
- Education Levels : Graduate Plus

Lifestyle & Media Traits

- Owns an Infiniti
- Eats at Auntie Anne's
- Shops at Dick's Sporting Goods
- Attends minor league hockey games
- Flies Southwest
- Watches Great American Baking Show
- Listens to Adult Hits

Upscale Mature w/o Kids... 41091 Quintile 2.

- Older, upper-class professionals with post graduate degrees, the members of Big Fish, Small Pond are often among the leading citizens of their small-town communities. These upscale, empty-nesting couples enjoy the trappings of success, including maintaining large investment portfolios, dining at upscale sit-down restaurants, and using travel agents to book frequent vacations to various destinations.

2020 Statistics

- US Households: 2,058,229
- Median Household Income: \$100,381

Demographics Traits

- Urbanicity : Town
- Income : Upscale
- Income Producing Assets : Elite
- Household Technology : 3 Average
- Age Ranges : Age 65+
- Presence of Kids : w/o Kids

- Homeownership : Homeowners
- Employment Levels : Mostly Retired
- Education Levels : Graduate Plus

Lifestyle & Media Traits

- Owns a Lexus
- Eats at Carrabbas
- Shops at Pier 1 Imports
- Interested in men's tennis
- Visits Alaska
- Visits Angie's List site/app
- Listens to CBS Conservative

Upscale Older Mostly w/o Kids... 41091 Quintile 2.

- With their children mostly grown and out of the house, these older couples are Cruisin' to Retirement. They remain in the neighborhoods where they raised their families, enjoying the suburban lifestyle. They watch golf on television, listen to talk radio, and read the travel section of the weekend paper to determine where to visit on their frequent trips.

2020 Statistics

- US Households: 3,011,411
- Median Household Income: \$97,890

Demographics Traits

- Urbanicity : Suburban
- Income : Upscale
- Income Producing Assets : Elite
- Household Technology : 3 Average
- Age Ranges : Age 55+
- Presence of Kids : Mostly w/o Kids

- Homeownership : Mostly Owners
- Employment Levels : Mix
- Education Levels : Graduate Plus

Lifestyle & Media Traits

- Owns a Lexus
- Eats at Bonefish Grill
- Shops at Chico's
- Attends minor league baseball games
- Uses Alamo car rental
- Visits Angie's List site/app
- Listens to Talk/Personality

Upper Midscale Mature w/o Kids... 41091 Quintile 2.

- Traditional Times is the kind of lifestyle where small-town couples nearing or entering retirement are beginning to enjoy their first empty-nest years. Typically age 65 and older, these upper midscale Americans pursue an active lifestyle. They spend their free time following golf, keeping current by reading the paper, and frequenting shops such as Chico's and Steinmart.

2020 Statistics

- US Households: 1,758,956
- Median Household Income: \$77,753

Demographics Traits

- Urbanicity : Town
- Income : Upper Midscale
- Income Producing Assets : Elite
- Household Technology : 4 Below Average
- Age Ranges : Age 65+
- Presence of Kids : w/o Kids

- Homeownership : Mostly Owners
- Employment Levels : Mostly Retired
- Education Levels : Graduate Plus

Lifestyle & Media Traits

- Owns a Cadillac
- Eats at Bonefish Grill
- Shops at Chico's
- Follows PGA/LPGA
- Visits Alaska
- Watches golf
- Visits Alaska
- Watches golf
- Listens to ABC Conservative

P\$YCLE Segmentation Reports.

- *P\$YCLE Premier is proprietary segmentation that helps to know more about the financial needs and behaviors of American households, to spot trends, and market tournament needs.*
- *P\$YCLE Premier is an invaluable tool, drawing on financial transactions data as well as the most comprehensive survey of financial behavior with 60 defined segments.*
 - *Know more about people's financial lives including loans, credit cards, mortgages, insurance policies, 401Ks, online banking behavior, account balances and more.*

In addition to demographics and 12 life-stage categories, P\$YCLE Premier segments include:

- Income (7 groups)
- Purchase Behaviors – 10 categories
- Income Producing Assets/Wealth (7 groups)
- Media Behaviors – 8 categories
- Technology Use (5 groups)

Wealthy Middle Age w/ Kids... 41091 Quintile 1.

The middle-aged homeowners who comprise Big Spenders are the ultimate financial jugglers. Mostly aged 35- to 54-years-old with kids in the house, they've managed to craft both enviable lifestyles and impressive 401K account balances. They rank at the top for high mortgages and utilizing their credit balances, but also represent an attractive market for college saving plans for the teenagers in their family planning on going to college. With dual-incomes, their lifestyle consists of frequent leisure and business travel, skiing, and online shopping.

2020 Statistics

- US Households: 2,026,429
- Median Household Income: \$136,061

Demographics Traits

- Urbanicity : Mix
- Income : Wealthy
- Income Producing Assets : Elite
- Age Ranges : Age 35-54
- Presence of Kids : w/ Kids

• Homeownership : Homeowners

• Employment Levels : Mgt. and Professionals

• Education Levels : Graduate Plus

Lifestyle & Media Traits

- Has 529 plan/college savings plan
- Has 401k plan
- Uses internet bank (such as Etrade, Bank, etc.)
- Owns a BMW
- Used Amazon Music streaming services in past 7 days

Upscale Younger w/ Kids... 41091 Quintile 1.

- Family Funding is focused on the expenses of day-to-day family life. These upscale homeowners are 25- to 44-years-old and save and spend with family in mind. They are investing in college savings plans, Roth IRAs and 401Ks. They are spending on sporting equipment, travel, furniture and home improvement. All finance decisions, whether saved or spent, are for the family good for these technology adept households.

2020 Statistics

- US Households: 1,551,109
- Median Household Income: \$110,434

Demographics Traits

- Urbanicity : Mix
- Income : Upscale
- Income Producing Assets : Elite
- Age Ranges : Age 25-44
- Presence of Kids : w/ Kids

- Homeownership : Mostly Owners

- Employment Levels : Mgt. and Professionals
- Education Levels : Graduate Plus

Lifestyle & Media Traits

- Has 529 plan/college savings plan
- Has home improvement or home equity loan
- Has been banking with primary institution for less than one year
- Eats at Panera
- Visits Walt Disney World site

Upscale Older Mostly w/o Kids... 41091 Quintile 1.

- Ready, Set, Retire! households are at the gate and waiting for the retirement bell. They have worked their entire lives to save for this important life change. These mostly married homeowners without kids have high pension funds and have amassed large savings in IRAs, 401Ks, bonds, and securities to rely on in their retirement years. These households aren't making huge purchases or spending lavishly at this stage in their life. However, they are taking out loans for making moderate home improvements but do so with pending retirement in mind.

2020 Statistics

- US Households: 2,090,761
- Median Household Income: \$97,472

Demographics Traits

- Urbanicity : Mix
- Income : Upscale
- Income Producing Assets : Elite
- Age Ranges : Age 45-64

- Presence of Kids : Mostly w/o Kids

- Homeownership : Homeowners
- Employment Levels : Mgt. and Professionals
- Education Levels : College Graduate

Lifestyle & Media Traits

- Has an Annuity with Deferring/Accumulating Payment
- Has refinanced home mortgage
- Used Financial planner in past 12 months
- Eats at Cracker Barrel
- Visits AARP site

Wealthy Middle Age Family Mix... 41091 Quintile 2.

- Power Couples are wealthy, middle-aged, mostly empty-nesters working in management and professional fields. As investors, they hold extremely high income producing assets and boast retirement accounts containing a well-diversified mix of options, stocks, and mutual funds. This segment subscribes to publications like The Wall Street Journal, listens to talk radio, and drive luxury vehicles like a Lexus. When it comes to managing their money, they put their faith in the pros, exhibiting high rates for using full-service brokers.

2020 Statistics

- US Households: 1,868,150
- Median Household Income: \$184,454

Demographics Traits

- Urbanicity : Mix
- Income : Wealthy
- Income Producing Assets : Millionaires
- Age Ranges : Age <55
- Presence of Kids : Family Mix

• Homeownership : Homeowners

• Employment Levels : Mgt. and Professionals

• Education Levels : Graduate Plus

Lifestyle & Media Traits

- Has mutual funds
- Used Financial planner in past 12 months
- Likely to own a business
- Owns a Lexus
- Watches HBO

Upscale Older w/o Kids... 41091 Quintile 3.

- With upscale incomes, Leasing Luxury are 45- to 64-year-old homeowners living posh lives, though not always paying for that with cash. Leasing Luxury rank among the highest for mortgage balances, auto leases, and secured credit balances. You will not find them in anything but a luxury vehicle, such as a BMW or an Acura. They are taking out home improvement loans to spruce up their suburban homes and their savings are going into 401Ks and IRAs, but at this stage in their lives they are content in the lap of luxury.

2020 Statistics

- US Households: 2,999,048
- Median Household Income: \$118,725

Demographics Traits

- Urbanicity : Metro Mix
- Income : Upscale
- Income Producing Assets : High
- Age Ranges : Age 45-64
- Presence of Kids : w/o Kids

- Homeownership : Homeowners
- Employment Levels : Mgt. and Professionals
- Education Levels : Graduate Plus

Lifestyle & Media Traits

- Has refinanced home mortgage
- Has home improvement or home equity loan
- Used 4 or more credit cards in past 3 months
- Owns a Acura
- Visits American Airlines site



ConneXions Segmentation Reports.

- *Designed for the technology and telecommunications Industry to know more about technology behaviors of today's connected consumers and predict adoption rates for all major technology categories based on video, voice, and data service purchasing preferences, including smart technologies.*

The segments are divided into 10 Life-stage groups, and unique data points include:

- Income (7 groups)
- Tenure (5 groups)
- Age Class (4 groups)
- Education (4 groups)
- Household Composition (5 groups)
- Employment (5 groups)
- Urbanicity (8 groups)
- Technology Use (4 groups)
- Tech Behaviors including device type, carrier name, and usage
- Media Behaviors including how they watch, listen and read

Wealthy Younger w/ Kids... 41091 Quintile 1.

- Rich, educated, and tech-savvy, the members of Technovators lead the nation in acquiring the latest communications and entertainment technology. With their six-figure incomes, these families can afford to equip their homes with wireless computer networks, top of the line televisions, and home theater systems. They indulge their children with a variety of consumer electronic devices. Many of these adults are executives and white-collar telecommuters whose employers provide them with cell phones and laptops. They like to integrate new technology into their cushy lifestyles, and they frequently go online to track their investments, read current affairs, and check email.

2020 Statistics

- US Households: 2,157,192
- Median Household Income: \$186,028

Demographics Traits

- Urbanicity : Metro Mix
- Income : Wealthy
- Household Technology : High-Tech
- Age Ranges : Age 25-44
- Presence of Kids : w/ Kids

- Homeownership : Mostly Owners

- Employment Levels : Mgt. and Professionals
- Education Levels : Graduate Plus

Lifestyle & Media Traits

- Streams video via NHL.TV
- Subscribes to Sling TV
- Visits Reddit.com
- Uses various devices for online Fantasy sports sites and apps
- Utilizes Video on Demand to watch children's programs



Upscale Younger w/ Kids... 41091 Quintile 1.

- Kids rule in Plugged-In Families, so it's no surprise that the technology and media choices here have a child-friendly skew. Using a variety of new technology is a family affair. As big television and movie fans, they own more than four TV sets, have home theater systems, and consume a variety of streaming video and on-demand services. These households have high rates for owning handheld electronics. To help the family be more connected, they typically own multiple cell phones. The mostly thirty-something parents are educated consumers who use their computers for tracking their finances, trading stocks, and buying merchandise online.

2020 Statistics

- US Households: 2,516,149
- Median Household Income: \$120,699

Demographics Traits

- Urbanicity : Mix
- Income : Upscale
- Household Technology : High-Tech
- Age Ranges : Age 25-44
- Presence of Kids : w/ Kids

• Homeownership : Mostly Owners

• Employment Levels : Mgt. and Professionals

• Education Levels : Graduate Plus

Lifestyle & Media Traits

• Uses Amazon Music streaming services

• Uses portable media player while watching Television

• Visits Meetup.com for social networking

• Maintains landline for non-work phone usage

• Uses DirecTV NOW for streaming video



Upper Midscale Middle Age w/ Kids... 41091 Quintile 1.

- In Kids & Keyboards, parents spend big on technology to entertain and educate their children. These upper-middle-class, middle-aged families fill their suburban and town homes with a wide assortment of electronic devices. They favor TV packages that allow them to watch kid-oriented programming on channels like Nickelodeon and Disney, as well as prime networks for the parents. These households have three or more mobile phones to keep everyone, including their children, connected, and have bundled these with the other services.

2020 Statistics

- US Households: 2,501,494
- Median Household Income: \$69,695

Demographics Traits

- Urbanicity : Mix
- Income : Upper Midscale
- Household Technology : High-Tech
- Age Ranges : Age 35-54
- Presence of Kids : w/ Kids

- Homeownership : Homeowners
- Employment Levels : Mgt. and Professionals
- Education Levels : College Graduate

Lifestyle & Media Traits

- Watches video content on portable media player
- Uses DIRECTV Now for streaming services
- Utilizes Amazon Music to stream tunes
- Visits RetailMeNot site
- Watches TV on their Smartphone



Upscale Older w/o Kids... 41091 Quintile 2.

- The upper-middle-class empty-nesting couples of Broadband Boulevards are gradually transitioning from old to new technology. In their homes filled with multiple TV sets and landline phones, they've become heavy Internet users who go online to track their investments, get the latest news, and make travel plans. The segment's predominantly white-collar workers typically equip their home offices with printers, scanners, and high-speed Internet access. With their children grown, they are slowly starting to adopt wireless technology, especially cell phones to use when they're not at home. Many subscribe to cable TV services that offer video on-demand. But they're just as happy with traditional media, keeping their radios tuned to news and their coffee tables stacked with *Sunset*, *Woman's World*, *Kiplinger's Personal Finance* and *Scientific American*. In Broadband Boulevards, these eclectic media fans like to bundle their local and long-distance phone services, and frequently add Internet access.



2020 Statistics

US Households: 2,505,688

Median Household Income: \$97,398

Demographics Traits

Urbanicity : Mix

Income : Upscale

Household Technology : Mid-Tech

Age Ranges : Age 55+

Presence of Kids : w/o Kids

Homeownership : Mostly Owners

Employment Levels : Mix

Education Levels : Graduate Plus

Lifestyle & Media Traits

•Visits AARP.com

•Uses Angie's List

•Searches restaurant information on the internet

•Has landline for fax machine and security system

•Uses XFINITY Voice/Comcast for phone service



Upper Midscale Mature w/o Kids... 41091 Quintile 3.

- Tried and true are the hallmarks of technology that appeal to one of the oldest ConneXions segments: Old-Time Media. Despite their upper-middle-class incomes and well-appointed homes, these aging couples and singles stick to more traditional technology like CRT TV's. They will have cable TV access and some homes have begun to use Fiber Optic TV subscriptions. Old-Time Media households qualify as serious news buffs who read daily and Sunday newspapers from cover to cover. Their favorite radio stations include those featuring adult standards mixed in with all news, news/talk, and business news programming. These consumers have made one concession to new tech products by acquiring either traditional pre-paid or minute-use defined cell phones.

2020 Statistics

- US Households: 2,830,335
- Median Household Income: \$77,007

Demographics Traits

- Urbanicity : Mix
- Income : Upper Midscale
- Household Technology : Low-Tech
- Age Ranges : Age 65+
- Presence of Kids : w/o Kids

- Homeownership : Mostly Owners

- Employment Levels : Mostly Retired

- Education Levels : Graduate Plus

Lifestyle & Media Traits

- Lifestyle & Media Traits
- Doesn't use a smart phone
- Uses XFINITY Voice/Comcast for phone service
- Watches TV using DVR 26+ hours/week
- Keeps landline for fax
- Reads email on desktop while watching TV

City of Union Market Analysis.

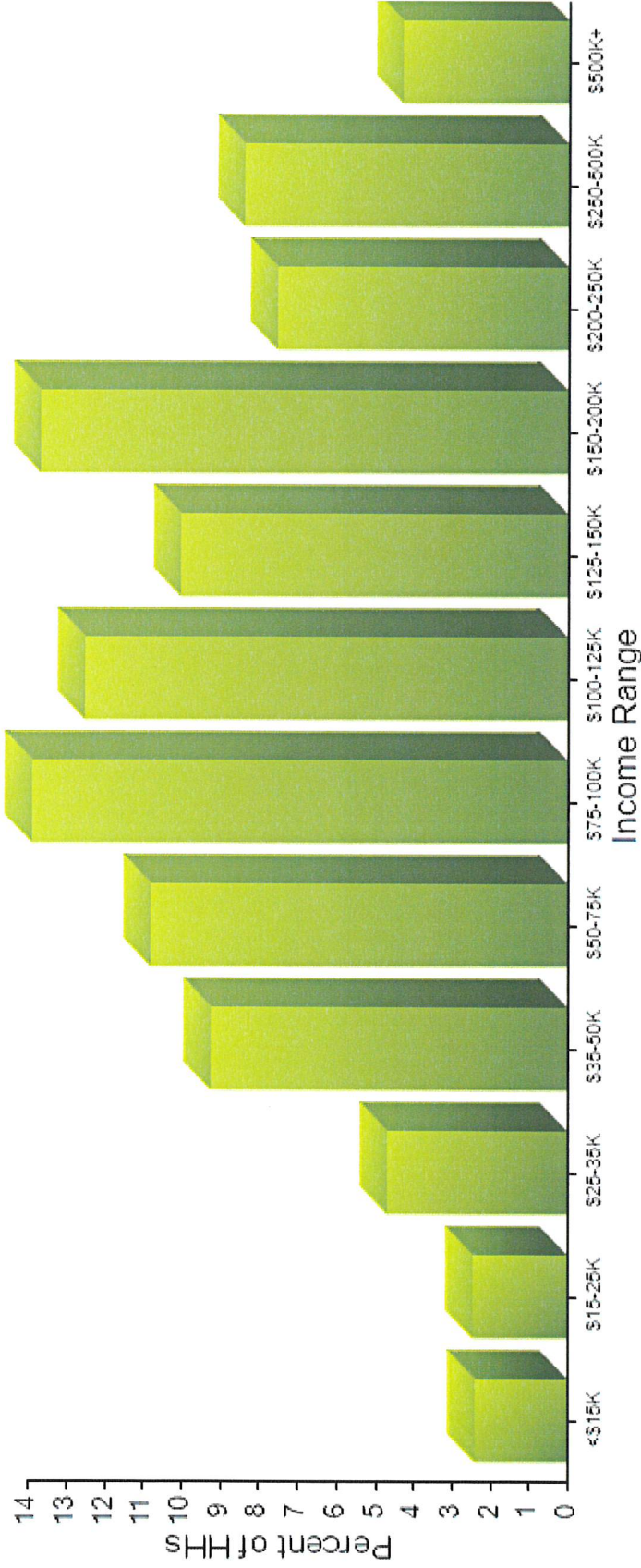


41091 Key Demographics.



Source: U.S. Census; provided by BCPC.

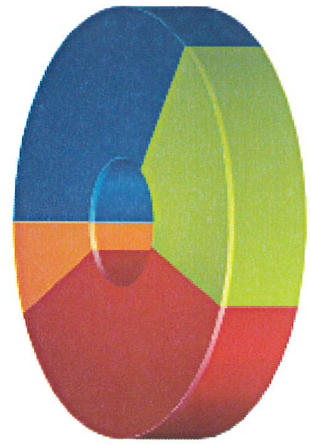
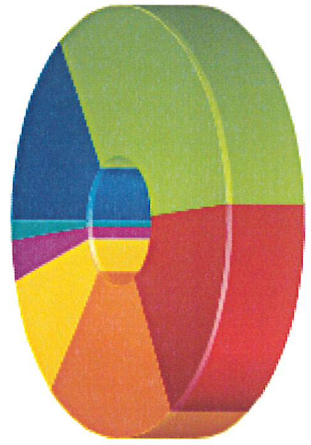
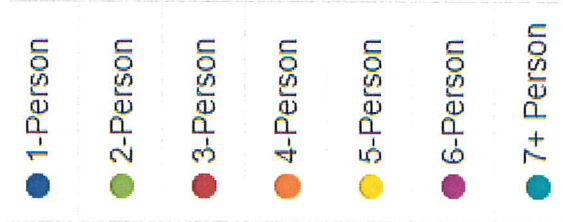




Source: Claritas Pop-Facts® Demographics 2020

- **41091 Key Income Ranges:**
 - **\$75-\$100K.**
 - **\$150-200K.**

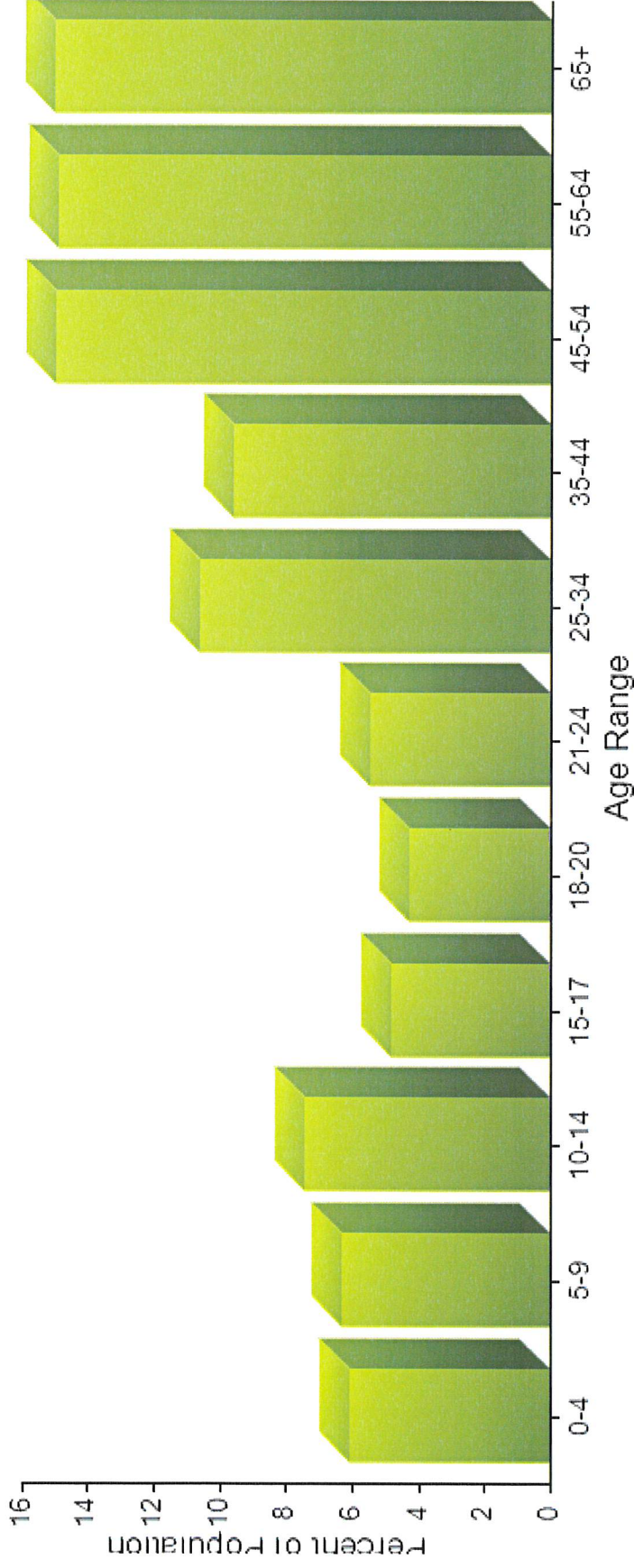
claritas 41091 Demographics... Households.



Source: Claritas Pop-Facts® Demographics 2020

- **41091 Key HH Information:**
 - Number of HH members: 2-4.
 - Most Households Married With Children; Married No Children.

claritas 41091 Demographics... Age.

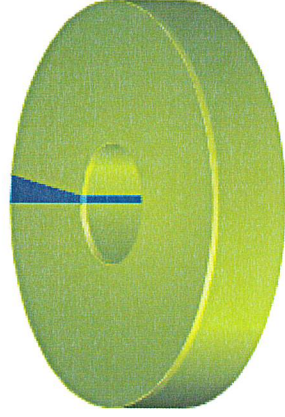
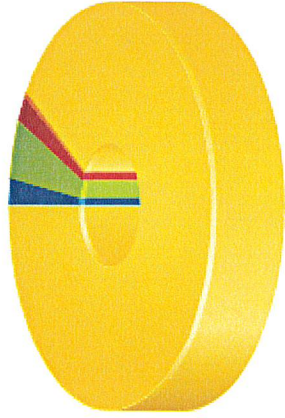
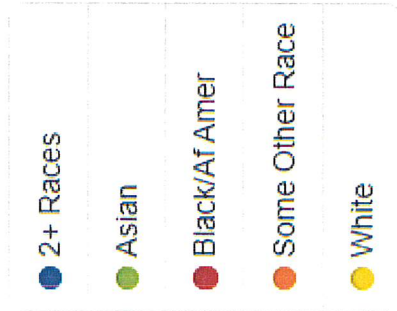


Source: Claritas Pop-Facts® Demographics 2020

- **41091 Key Age Ranges**

- **45-54**
- **55-54**
- **65+**

claritas 41091 Demographics... Ethnicity.



Source: Claritas Pop-Facts® Demographics 2020

- 41091 Key Ethnicity:
 - White.
 - Not Hispanic/Latin American.

City of Union Market Analysis.



41042 (Florence) PRIZM Segments Not in 41091.



Lower Midscale Middle Age Mostly w/o Kids...41042 Quintile 1.

- Metro Grads are middle-age singles and couples still establishing themselves in their careers and their lives. They are settled in suburban areas and second cities but are often out and about, attending everything from soccer and hockey games to on-the-go meals at quick service restaurants.

2020 Statistics

- US Households: 1,794,519
- Median Household Income: \$27,289

Demographics Traits

- Urbanicity : Metro Mix
- Income : Lower Midscale
- Income Producing Assets : Moderate
- Household Technology : 3 Average
- Age Ranges : Age <55
- Presence of Kids : Mostly w/o Kids

- Homeownership : Homeowners
- Employment Levels : Mix
- Education Levels : Some College

Lifestyle & Media Traits

- Owns a Chrysler
- Eats at Church's Chicken
- Shops at Academy Sports & Outdoors
- Follows Mexican league soccer
- Visits Alaska
- Uses Boost Mobile for wireless
- Listens to Spanish Adult Hits



Upper Midscale Older Mostly w/o Kids... 41042 Quintile 2.

- Like many other older segments, Toolbelt Traditionalists have empty nests. If something needs to be fixed, they are likely to do the work themselves with their own power tools or paint. They enjoy the benefits of AARP and prefer dining at sit-down restaurants over quick service establishments.

2020 Statistics

- US Households: 3,055,382
- Median Household Income: \$64,062

Demographics Traits

- Urbanicity : Metro Mix
- Income : Upper Midscale
- Income Producing Assets : Below Avg
- Household Technology : 3 Average
- Age Ranges : Age 55+
- Presence of Kids : Mostly w/o Kids

- Homeownership : Mostly Owners
- Employment Levels : Mix
- Education Levels : Some College

Lifestyle & Media Traits

- Owns a Lincoln
- Eats at Long John Silvers
- Shops at Stein Mart
- Attends NASCAR events
- Cruises on Carnival
- Visits AARP
- Listens to Gospel



Lower Midscale Middle Age Family Mix... 41042 Quintile 2.

- New Melting Pot neighborhoods are populated by a blend of ethnically diverse, young families and singles in the nation's second cities. They are mainly high school graduates that rent and work with a mix of jobs across the service industry. They are fans of urban music, wrestling, and the NBA, and many plan to move or look for a new job in the near future.

2020 Statistics

- US Households: 1,808,861
- Median Household Income: \$26,753

Demographics Traits

- Urbanicity : Second City
- Income : Lower Midscale
- Income Producing Assets : Low
- Household Technology : 3 Average
- Age Ranges : Age <55
- Presence of Kids : Family Mix

- Homeownership : Mostly Renters
- Employment Levels : Service Mix
- Education Levels : High School

Lifestyle & Media Traits

- Owns a Mitsubishi
- Eats at Logans Roadhouse
- Shops at Lady Foot Locker/Foot Locker
- Attends WWE events
- Stays at La Quinta
- Watches podcasts online
- Uses Radio.com streaming services



City of Union Market Analysis... **Demographic Preliminary Analysis.**



Source: U.S. Census; provided by BCPC.

City of Union Market Analysis...

Demographic Preliminary Analysis.

- This preliminary analysis is based on Market Profile Data provided by Boone County Planning Commission (BCPC).
- *This analysis is based on 0-1, 1-3, and 3-5 mile concentric circles from the City Building.*
- It is a start of a complete market analysis being currently worked on.

Preliminary Insights. 1 of 2.

- Union is growing at a population and household rate faster than Boone County and other BC cities.
 - Union is a home owner community. Renter occupancy increase to 15% over past 20 years, but still below BC at 24%.
 - Union leads other segments in..
 - More college degreed residents.
 - Higher household income. Higher proportion of \$200K Households than other segments.
 - Higher home values. Higher proportion of 100-149K homes in Union.
 - Median age slightly younger. 35.6 years of age in core Union. 38 years in other segments.
 - Population is 50:50 male-female. Around 90% white residents.
- Core Union (0-1 Miles) has a higher deficit of Worker Daytime Population. Over half of residents of Union and Boone County drive 20-25 miles to work each day.
 - The planning challenge is to increase worker daytime business in Union.
 - Key question is what type of business.

Preliminary Insights. 2 of 2.

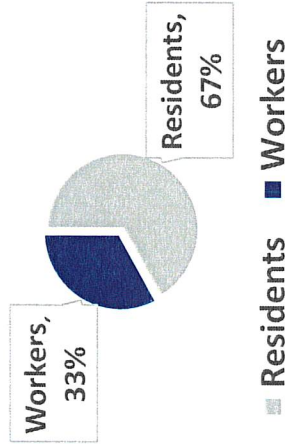
- Preliminary Lifestyles.
 - Soccer Mom community mixed with Young Professionals and a strong mix of empty nester senior types.
- Preliminary Spending Impressions.
 - Core Union (0-1 Miles) are spenders...they index higher than any those further away from the core and BC.
 - Support payments/gifts, travel, furnishing, personal care, apparel lead the way.
 - They also like spending away from home stronger than other segments.
- Next Steps.
 - Gathering data from other suppliers to expand knowledge base.
 - Looking for deeper Lifestyle data so we can have definitive data on behavior habits.
 - Claritas. Cerkl. Others.
 - Use market analysis as knowledge data base to support economic development, communications, and commission.

Population Facts.

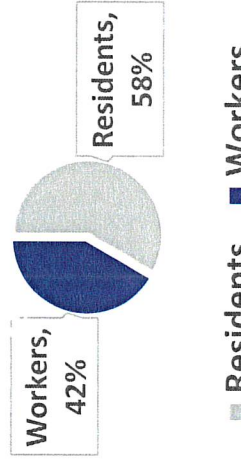
Population Facts...	Entire City of Union		From Center of Union...		Boone County
	City of Union	0-1 Mile	1-3 Miles	3-5 Miles	
2000 Total Population		1,340	23,165	34,587	85,991
2020 Total Population €		4,367	40,067	48,709	132,434
2025 Total Population €		4,697	42,830	50,982	141,125

Note: Miles from Center of Union may or may not be within City of Union Limits.

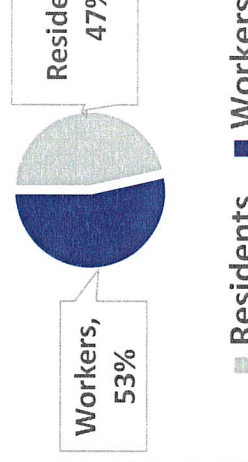
Daytime Population: 0-1 Miles from COU



Daytime Population: 1-3 Miles from COU



Daytime Population: 3-5 Mile from COU



- Union fastest growing city vs. Boone County...81% in twenty years vs. 54% for BC.
- Challenge for Union is to increase Daytime Population...development of the Town Center will improve this statistic.

Household Facts.

Household Facts...	Entire City of Union		From Center of Union...		Boone County
	0-1 Mile	1-3 Miles	3-5 Miles		
2000 Total Households	406	8,251	13,283		31,258
2020 Total Households €	1,440	14,535	18,439		43,216
2025 Total Households €	1,554	15,519	19,486		18,245
Note: Miles from Center of Union may or may not be within City of Union Limits.					

Families Facts...	Entire City of Union		From Center of Union...		Boone County
	0-1 Mile	1-3 Miles	3-5 Miles		
2000 Total Families	833	9,685	11,492		31,862
2020 Total Families €	1,125	10,848	12,503		35,090
2025 Total Families €	1,206	11,539	13,154		37,242
Note: Miles from Center of Union may or may not be within City of Union Limits.					

- **Union fastest growing households and families vs. Boone County in 20 years...**
 - **HHS: 81% vs. 38% for BC. Families: 14% vs. 10% for BC.**
- **Renter occupancy in core of Union grew from 5% in 2000 to 15% in 2020, while BC stayed constant at 24%.**

Household Income Facts.

HH and Family Facts..	Entire City of Union	From Center of Union...		Boone County
		0-1 Mile	1-3 Miles	
2020 Median HH Income €		\$ 104,112	\$ 85,714	\$ 66,408
2025 Median HH Income €		\$ 110,098	\$ 90,713	\$ 70,567
2020 Median HH Value €		\$ 238,907	\$ 223,685	\$ 171,674
2025 Median HH Value €		\$ 246,728	\$ 240,041	\$ 187,893

Note: Miles from Center of Union may or may not be within City of Union Limits.

- **17% of the core of Union (0-1 Mile) HH Income exceeds \$200K vs. 3-5 Miles at 4% and BC at 8%.**
- **Core of Union leads other segments of homes \$100-149K at 26% vs. around 20% for other segments.**
- **Per Capita Income for core of Union exceeds other segments: \$46K vs. \$40K for 1-3 Miles; \$32K for 3-5 Miles; and, \$36K for BC.**
- **56% of BC residents drive 20-25 minutes to work each day.**

Individual Facts.

Key Individual Facts...	Entire City of Union		From Center of Union...			Boone County
	0-1 Mile	1-3 Miles	3-5 Miles			
2020 Median Age €	35.6	37.7	37.5			37.1
2025 Median Age €	35.8	38.6	38.2			37.7
2020 Those Under 25	38.8%	36.1%	34.5%			58.0%
2020 Those 25-65	55.0%	55.0%	54.5%			32.5%
2020 Those Over 65	6.2%	8.9%	11.0%			9.5%
2020 Those College Degreed (Bach./Grad./Professional)	42.2%	41.6%	29.0%			32.9%

Note: Miles from Center of Union may or may not be within City of Union Limits.

- **Leading age segment for core of Union (0-1 Miles) is 35-44 at 18% vs. around 15% for other segments.**
- **Union residents are College Degreed...42% vs. around 30% for other segments.**
- **Population by Sex is essentially 50%:50% male-female across all segments.**
- **Population across all segments is White at essentially 90%.**
- **Households primarily have children living there at around 35%. Core of Union leads this statistic at 39%...1-3 children primarily. (Total occupants...3-5.)**

Preliminary Lifestyle / Spending Facts.

Preliminary Lifestyles and Top 5 Spending Areas	Entire City of Union		From Center of Union...			Boone County
	0-1 Mile	1-3 Miles	3-5 Miles			
1	Soccer Moms	Soccer Moms	Soccer Moms	Soccer Moms	Soccer Moms	Soccer Moms
2	Comfortable Empty Nester	Down The Road	Front Porches	Old and Newcomers	GreenAcres	Bright Young Professionals
3	Professional Pride	Bright Young Professionals				
Top 5 Spending Areas...						
1	Support Payments / Gifts	Travel	Support Payments / Gifts	Support Payments / Gifts	Personal Care/ Services	116
2	Travel	Vehicle Maint./ Repairs	Vehicle Maint./ Repairs	Vehicle Maint./ Repairs	HH Furnishings	115
3	HH Furnishings	Health Care	HH Furnishings	HH Furnishings	Travel	114
4	Personal Care/ Services	Apparel / Services	Apparel / Services	Health Care	Vehicle Maint./ Repairs	113
5	Apparel / Services	Education	Food Away From Home	Food Away From Home	Health Care	113
Index:	153	127	96	96		
Index:	151	124	96	96		
Index:	151	124	95	95		
Index:	149	124	94	94		
Index:	146	123	95	95		

Note: Miles from Center of Union may or may not be within City of Union Limits.

- We live in a Soccer Mom community mixed with Young Professionals and a strong mix of empty nester senior types.
- The intensity of spending of core of Union (0-1 Miles) exceeds other segments.
- Core Union Spending Away From Home (while #9 Area) exceeds all other segments.