



## **Middle Township, New Jersey**

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# **Demographic and Economic Trends**

**September 2014**

**Facilitated By:**



**DEMOGRAPHIC TRENDS AND ECONOMIC FORECASTS  
MIDDLE TOWNSHIP, NEW JERSEY**

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**Year Round and Seasonal Population Trends**

With the nation and southern New Jersey recovering from the economic recession of 2008, entrepreneurs are looking at various locations throughout the region to start new businesses. Middle Township, in Cape May County provides multiple opportunities for new investments and both demographic and economic trends point to a favorable business climate.

The population of the Township is expanding. Middle Township has added 2,500 new residents since the 2000 Census – a sizable increase for a relatively rural, “non-metro area” municipality. Population projections, prepared for the Township’s Housing & Fair Share Plan (2008) and for regional transportation planning by the South Jersey Transportation Authority, show the population of Middle Township ranging from 19,800 to 22,500 residents in the next ten years. This represents an increase of up to 15% from the current 2014 population estimated at 18,900 year-round residents. Median household income in Middle Township is estimated at \$59,000, well above the national average of \$52,000.

Within a 10, 20 and 30 minute drive time of Middle Township the population and income statistics are quite favorable. The following table summarizes the statistics.

<b>Population and Income Statistics by Drive Time</b>			
	<b>Drive Time</b>		
	10 Minute	20 Minute	30 Minute
<b>Population Statistics</b>			
Population	12,718	57,886	103,205
Household Population	5,640	25,604	43,811
<b>Income Statistics</b>			
Median Household Income	\$ 56,323	\$ 55,116	\$ 56,577
Average Household Income	\$ 73,507	\$ 73,506	N/A
Per Capita Income	\$ 32,297	\$ 31,863	\$ 31,668
Median Disposable Income	\$ 45,308	\$ 42,991	\$ 44,099
Average Disposable Income	\$ 53,682	\$ 54,250	\$ 55,732
Source: Triad Associates, BAO Esri , 2014			

The population within the Middle Township market area significantly increases at the 20 and 30 minute drive time geographies. In addition the median household income as well as the average household income is consistent with the regional income levels. The median disposable income is greatest within the closest proximity to the center of Middle Township.

Perhaps more importantly and of greater significance to business investment is the impact of the summer tourist population. The Cape May County Planning Department estimates that the Township’s resident population explodes from its current base of approximately 19,000

residents to almost 75,000 people. This includes more than 11,000 “day trippers,” as well as campers, boaters, and rental populations.

These figures also increase the average daily traffic counts along Route 9 and some of the other major highway arteries leading into and out of the Township. New Jersey DOT estimates traffic counts along Route 9, both before and after the peak summer season, at between 12,000 and 16,000 vehicles daily. Assuming an average of 3 persons per vehicle, an increase of 56,000 people in the summer tourist season would add more than 18,000 additional vehicles to the highway, bringing counts along Route 9 to an estimated 34,000 vehicles with 25,000 to 40,000 vehicles traversing the major roadways in Middle Township and en route to shore resort destinations.

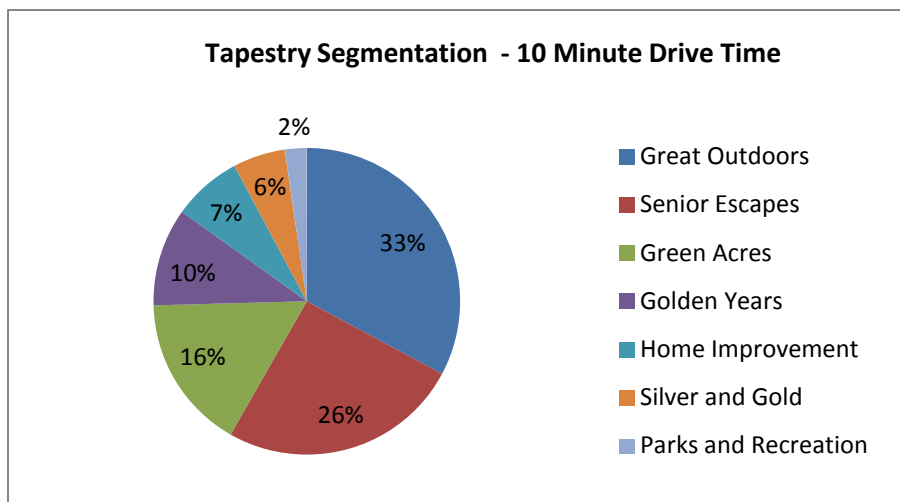
### **Economic Forecasts**

The economy of Middle Township is anticipated to grow. Year-round job growth in the Township is anticipated to expand from an estimated 12,600 jobs in 2010 to 14,350 by 2025. Seasonal jobs are also anticipated to grow significantly. With the population of the Township more than tripling in the summer months, it is estimated that seasonal jobs easily expand by 50% or more to 20,000+ full and part time positions.

The Cape May County Tourism Department estimates between 500,000 and 700,000 vehicles traverse the Township on the Garden State Parkway during the peak summer months. This represents a tremendous market draw for year-round and seasonal businesses. Tourists come to the region from all across the Country and North America with Pennsylvania, New Jersey, New York, Maryland and Canada representing the largest tourism markets. Recent increases in tourism sales in hospitality industries including food and lodging and retail services increased from 1% to 5% over the previous year’s sales, with continued growth anticipated as a result of the stronger national and regional economies.

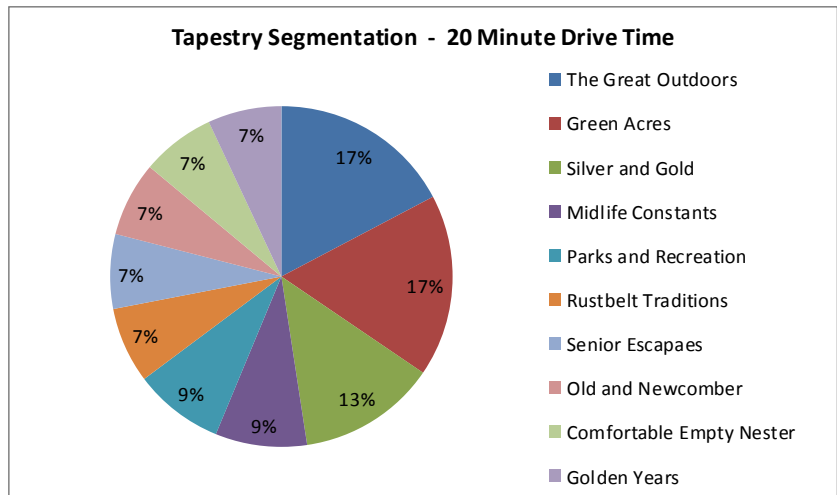
### **Tapestry Profiles for Middle Township**

Understanding the type of consumers in the market area is important to ascertain the success of a proposed business. Esri analyzes the socio-economic characteristics geographically and categorizes areas into “Tapestry” profiles. The following tapestry profiles make up the majority of the population within the

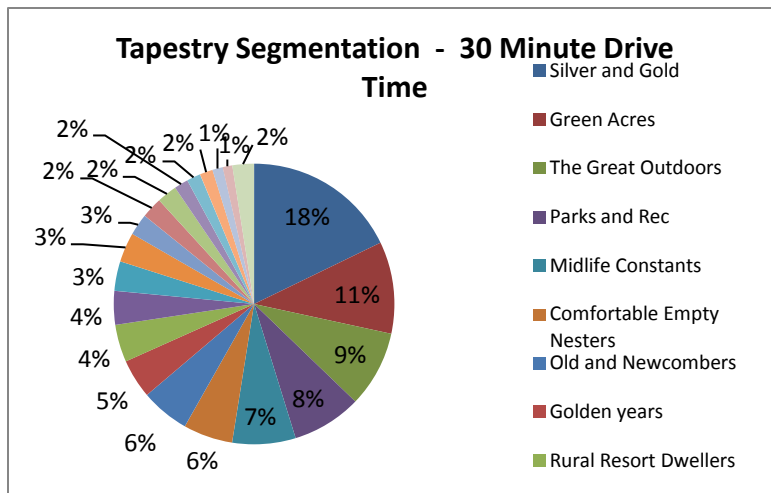


10, and 20 minute drive time of Middle Township. The map of the tapestry profiles by geographic region and detailed descriptions of the profiles are on the following pages.

The tapestry profile for the households within the 10 minute drive time highlights that approximately half of the population is considered “Great Outdoors” and “Senior Escapes”. According to Esri, “Great Outdoor Households” are characterized by educated empty nesters who lead active but modest lifestyles that have a high ownership rate and below average household size”. “Senior Escapes



Households” are typically married without children, and a third of the population is single. Most of the Senior Escapes households live in single family homes that are either mobile homes or single family homes and many of the residences are second homes that are now primary residences”.



As can be seen, the more removed from Middle Township, the more diverse the composition of the market population becomes. For complete details of the tapestry profile characteristics please refer to the following documents and pages.

**Summary**

Clearly, from the information provided, Middle Township

exhibits year round and seasonal characteristics that make investment in the community very attractive. As developer interest in specific sites and locations become known, the Township can provide additional detail to assist in investor decisions. With incomes above the national average; with strong traffic counts; and with very high seasonal populations, the Township supports an increasingly diversified economic base. As the County and region continue to build on its strengths as premier vacation destinations, Middle Township is well positioned to take advantage of the positive trends.



# Tapestry Segmentation Area Profile (2014)

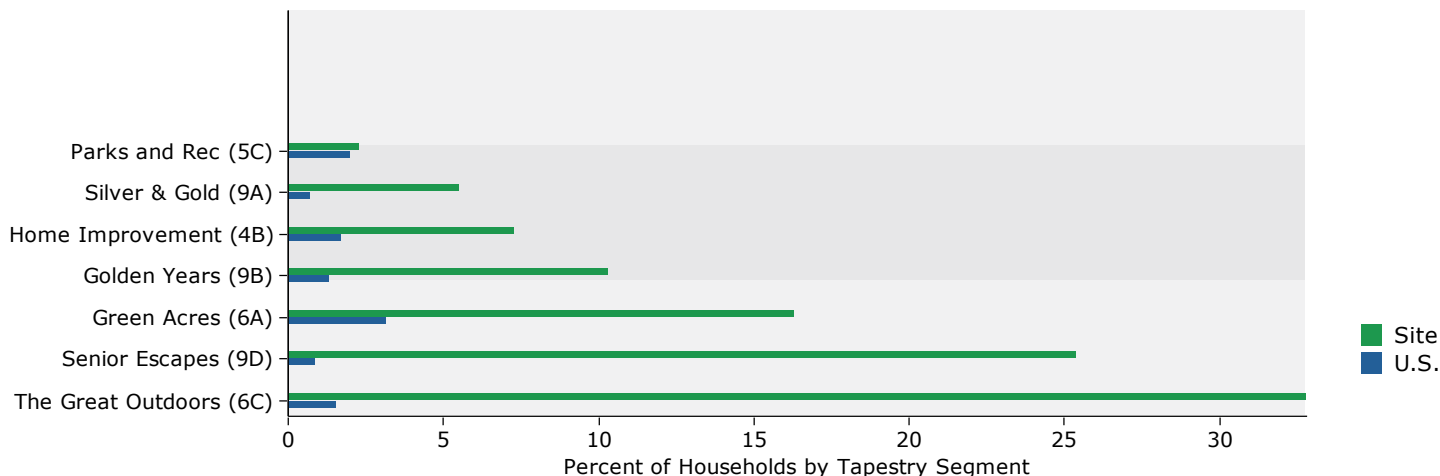
Township of Middle, United States  
 Drive Time: 10 minute radius

Latitude: 39.06678  
 Longitude: -74.84961

## Top Twenty Tapestry Segments

Rank	Tapestry Segment	2014 Households		2014 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	The Great Outdoors (6C)	32.8%	32.8%	1.6%	1.6%	2104
2	Senior Escapes (9D)	25.4%	58.2%	0.9%	2.5%	2,784
3	Green Acres (6A)	16.3%	74.5%	3.2%	5.7%	511
4	Golden Years (9B)	10.3%	84.8%	1.3%	7.0%	771
5	Home Improvement (4B)	7.3%	92.1%	1.7%	8.7%	423
<b>Subtotal</b>		<b>92.1%</b>		<b>8.7%</b>		
6	Silver & Gold (9A)	5.5%	97.6%	0.8%	9.5%	737
7	Parks and Rec (5C)	2.3%	99.9%	2.0%	11.5%	114
<b>Subtotal</b>		<b>7.8%</b>		<b>2.8%</b>		
<b>Total</b>		<b>100.0%</b>		<b>11.5%</b>		<b>870</b>

## Top Ten Tapestry Segments Site vs. U.S.



**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

**Source:** Esri

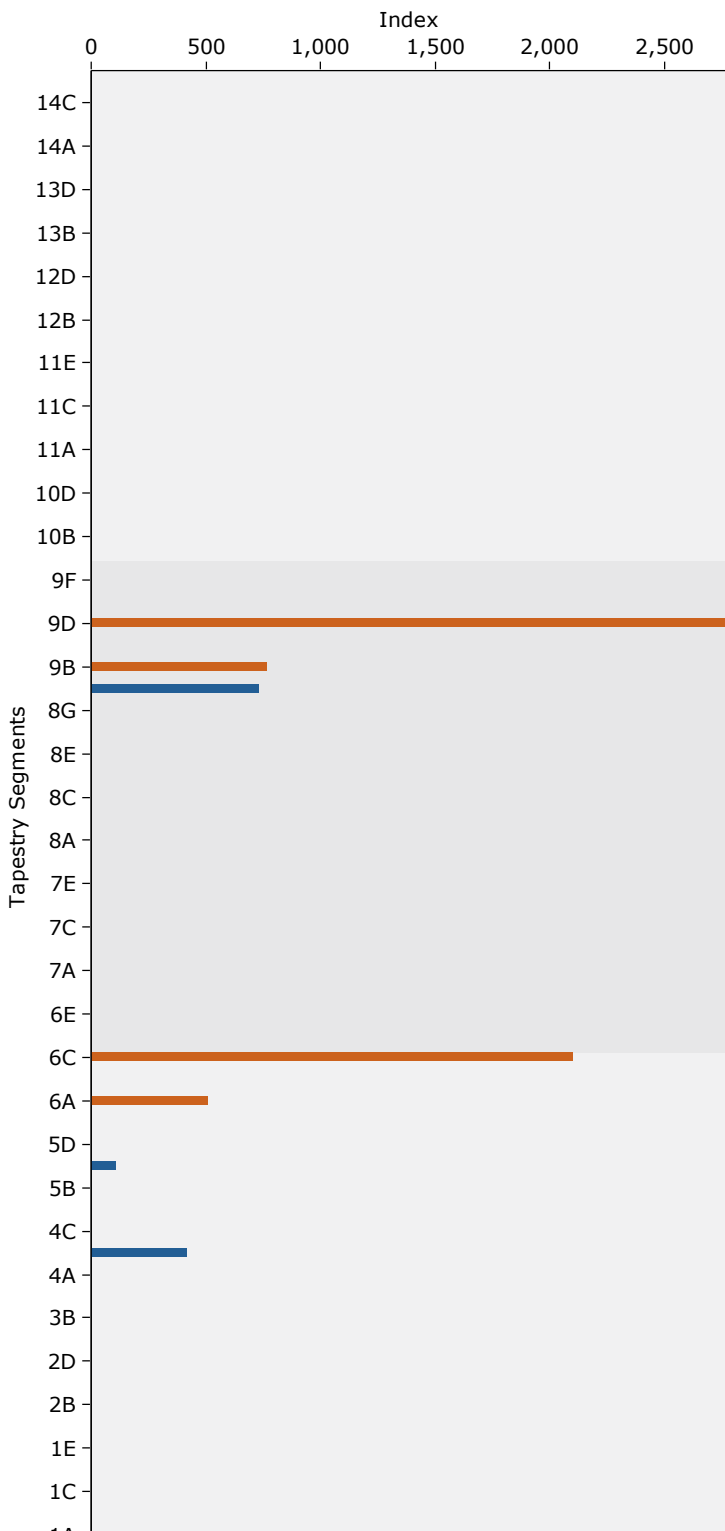


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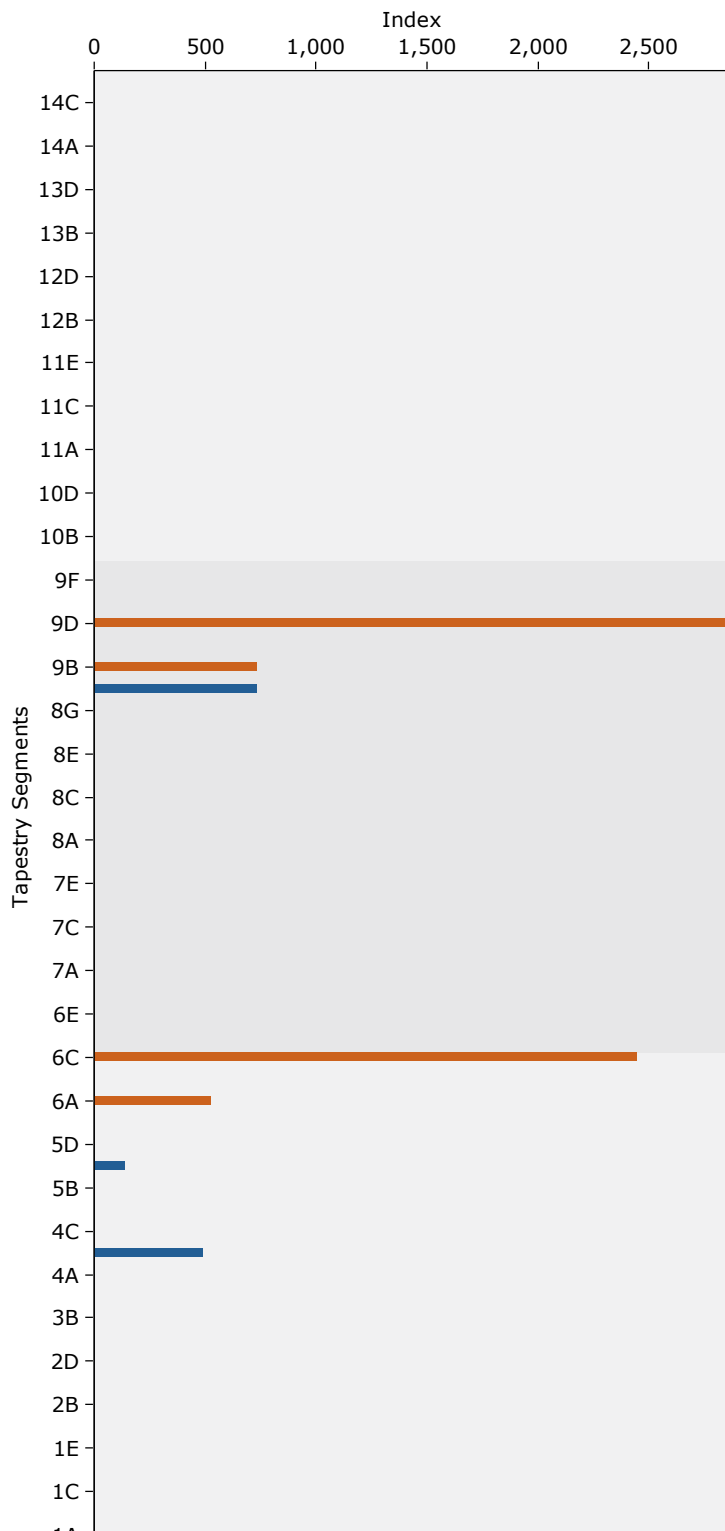
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### 2014 Tapestry Indexes by Households



### 2014 Tapestry Indexes by Population



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**Source:** Esri



# Tapestry Segmentation Area Profile (2014)

Township of Middle, United States  
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Tapestry LifeMode Groups	2014 Households			2014 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	5,460	100.0%		13,605	100.0%	
<b>1. Affluent Estates</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
<b>2. Upscale Avenues</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
<b>3. Uptown Individuals</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
<b>4. Family Landscapes</b>	<b>398</b>	<b>7.3%</b>	<b>99</b>	<b>1,270</b>	<b>9.3%</b>	<b>117</b>
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	398	7.3%	423	1,270	9.3%	499
Middleburg (4C)	0	0.0%	0	0	0.0%	0
<b>5. GenXurban</b>	<b>126</b>	<b>2.3%</b>	<b>20</b>	<b>386</b>	<b>2.8%</b>	<b>26</b>
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
In Style (5B)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	126	2.3%	114	386	2.8%	147
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
<b>6. Cozy Country Living</b>	<b>2,683</b>	<b>49.1%</b>	<b>402</b>	<b>7,232</b>	<b>53.2%</b>	<b>452</b>
Green Acres (6A)	891	16.3%	511	2,374	17.4%	533
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	1,792	32.8%	2,104	4,858	35.7%	2,454
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
<b>7. Ethnic Enclaves</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

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<b>Total:</b>	5,460	100.0%		13,605	100.0%	
<b>8. Middle Ground</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
<b>9. Senior Styles</b>	<b>2,253</b>	<b>41.3%</b>	<b>717</b>	<b>4,717</b>	<b>34.7%</b>	<b>784</b>
Silver & Gold (9A)	302	5.5%	737	589	4.3%	745
Golden Years (9B)	565	10.3%	771	1,089	8.0%	740
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	1,386	25.4%	2,784	3,039	22.3%	2,879
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
<b>10. Rustic Outposts</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
<b>11. Midtown Singles</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
<b>12. Hometown</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
<b>13. Next Wave</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
<b>14. Scholars and Patriots</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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**Source:** Esri





# Tapestry Segmentation Area Profile (2014)

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 Drive Time: 10 minute radius

Latitude: 39.06678  
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Tapestry Urbanization Groups	2014 Households			2014 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	5,460	100.0%		13,605	100.0%	
<b>1. Principal Urban Center</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
<b>2. Urban Periphery</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
<b>3. Metro Cities</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
In Style (5B)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

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<b>4. Suburban Periphery</b>	<b>1,391</b>	<b>25.5%</b>	<b>81</b>	<b>3,334</b>	<b>24.5%</b>	<b>76</b>
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	398	7.3%	423	1,270	9.3%	499
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	126	2.3%	114	386	2.8%	147
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	302	5.5%	737	589	4.3%	745
Golden Years (9B)	565	10.3%	771	1,089	8.0%	740
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
<b>5. Semirural</b>	<b>1,386</b>	<b>25.4%</b>	<b>270</b>	<b>3,039</b>	<b>22.3%</b>	<b>243</b>
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	1,386	25.4%	2,784	3,039	22.3%	2,879
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
<b>6. Rural</b>	<b>2,683</b>	<b>49.1%</b>	<b>287</b>	<b>7,232</b>	<b>53.2%</b>	<b>316</b>
Green Acres (6A)	891	16.3%	511	2,374	17.4%	533
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	1,792	32.8%	2,104	4,858	35.7%	2,454
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

**Source:** Esri



# Tapestry Segmentation Area Profile (2014)

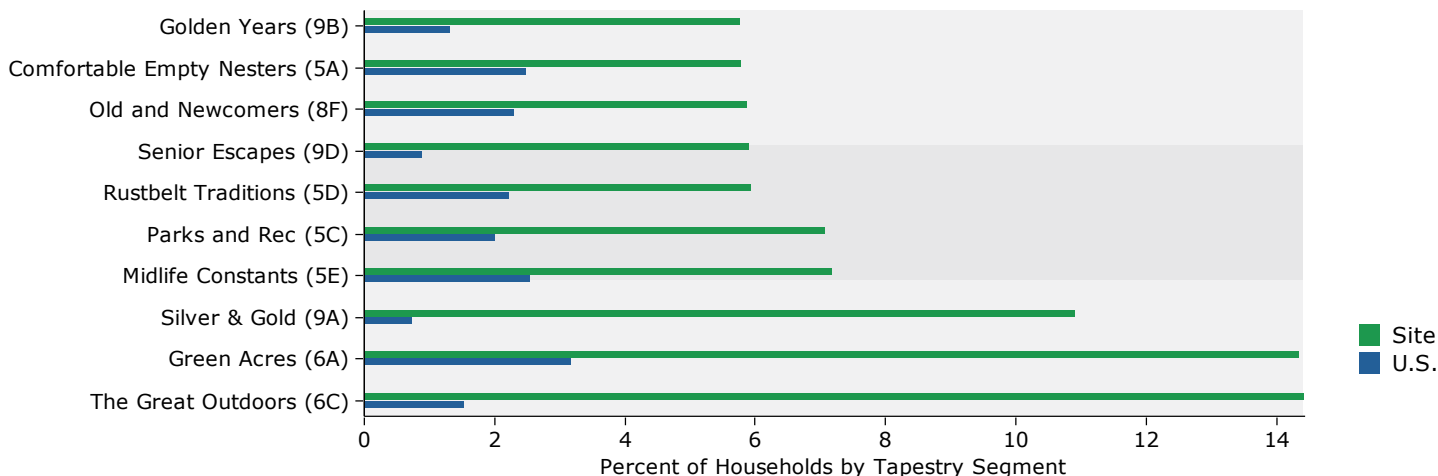
Township of Middle, United States  
Drive Time: 20 minute radius

Latitude: 39.06678  
Longitude: -74.84961

## Top Twenty Tapestry Segments

Rank	Tapestry Segment	2014 Households		2014 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	The Great Outdoors (6C)	14.4%	14.4%	1.6%	1.6%	926
2	Green Acres (6A)	14.4%	28.8%	3.2%	4.8%	450
3	Silver & Gold (9A)	10.9%	39.7%	0.8%	5.6%	1,455
4	Midlife Constants (5E)	7.2%	46.9%	2.5%	8.1%	282
5	Parks and Rec (5C)	7.1%	54.0%	2.0%	10.1%	351
<b>Subtotal</b>		<b>54.0%</b>		<b>10.1%</b>		
6	Rustbelt Traditions (5D)	6.0%	60.0%	2.2%	12.3%	265
7	Senior Escapes (9D)	5.9%	65.9%	0.9%	13.2%	648
8	Old and Newcomers (8F)	5.9%	71.8%	2.3%	15.5%	253
9	Comfortable Empty Nesters (5A)	5.8%	77.6%	2.5%	18.0%	233
10	Golden Years (9B)	5.8%	83.4%	1.3%	19.3%	430
<b>Subtotal</b>		<b>29.4%</b>		<b>9.2%</b>		
11	Rural Resort Dwellers (6E)	4.8%	88.2%	1.0%	20.3%	464
12	Retirement Communities (9E)	2.8%	91.0%	1.2%	21.5%	227
13	Home Improvement (4B)	2.5%	93.5%	1.7%	23.2%	148
14	Set to Impress (11D)	1.8%	95.3%	1.4%	24.6%	131
15	Exurbanites (1E)	1.8%	97.1%	2.0%	26.6%	91
<b>Subtotal</b>		<b>13.7%</b>		<b>7.3%</b>		
16	Savvy Suburbanites (1D)	1.6%	98.7%	3.0%	29.6%	55
17	International Marketplace (13A)	1.4%	100.1%	1.2%	30.8%	112
<b>Subtotal</b>		<b>3.0%</b>		<b>4.2%</b>		
<b>Total</b>		<b>100.0%</b>		<b>30.9%</b>		<b>324</b>

## Top Ten Tapestry Segments Site vs. U.S.



**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

**Source:** Esri

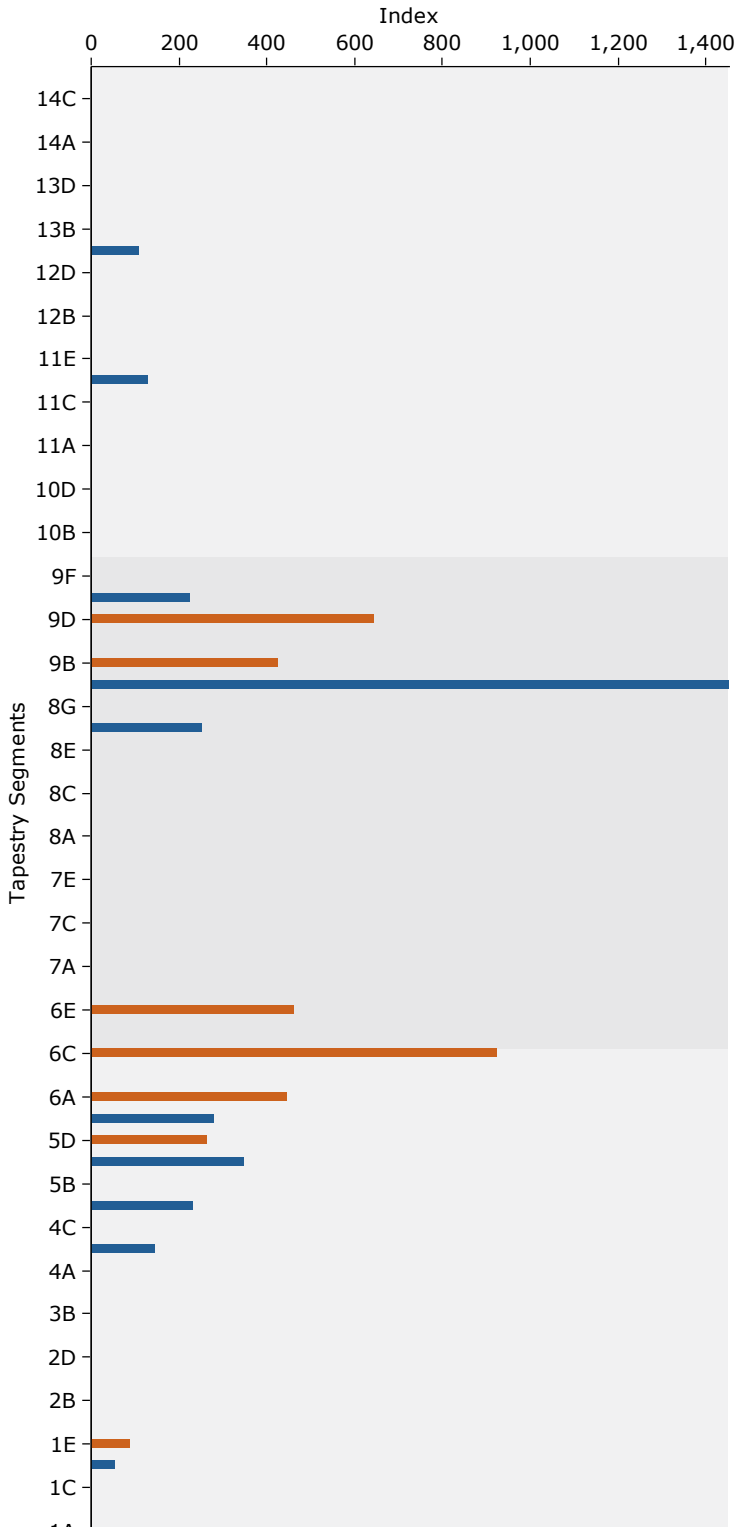


# Tapestry Segmentation Area Profile (2014)

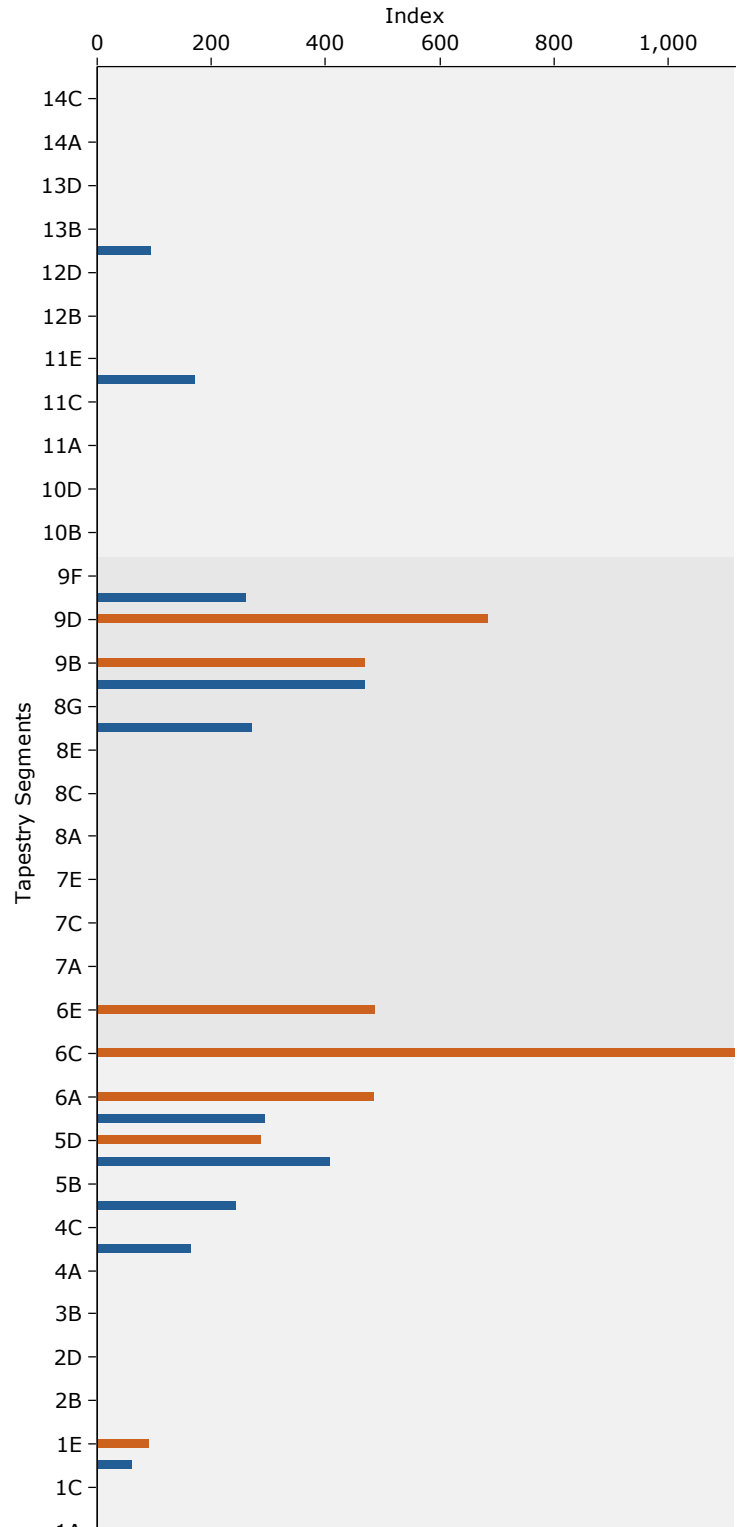
Township of Middle, United States  
 Drive Time: 20 minute radius

Latitude: 39.06678  
 Longitude: -74.84961

### 2014 Tapestry Indexes by Households



### 2014 Tapestry Indexes by Population



**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

**Source:** Esri



# Tapestry Segmentation Area Profile (2014)

Township of Middle, United States  
 Drive Time: 20 minute radius

Latitude: 39.06678  
 Longitude: -74.84961

Tapestry LifeMode Groups	2014 Households			2014 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	23,497	100.0%		57,208	100.0%	
<b>1. Affluent Estates</b>	<b>801</b>	<b>3.4%</b>	<b>35</b>	<b>2,122</b>	<b>3.7%</b>	<b>35</b>
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	385	1.6%	55	1,156	2.0%	63
Exurbanites (1E)	416	1.8%	91	966	1.7%	91
<b>2. Upscale Avenues</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
<b>3. Uptown Individuals</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
<b>4. Family Landscapes</b>	<b>599</b>	<b>2.5%</b>	<b>35</b>	<b>1,784</b>	<b>3.1%</b>	<b>39</b>
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	599	2.5%	148	1,784	3.1%	167
Middleburg (4C)	0	0.0%	0	0	0.0%	0
<b>5. GenXurban</b>	<b>6,116</b>	<b>26.0%</b>	<b>225</b>	<b>15,214</b>	<b>26.6%</b>	<b>248</b>
Comfortable Empty Nesters (5A)	1,362	5.8%	233	3,351	5.9%	245
In Style (5B)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	1,666	7.1%	351	4,513	7.9%	410
Rustbelt Traditions (5D)	1,399	6.0%	265	3,486	6.1%	289
Midlife Constants (5E)	1,689	7.2%	282	3,864	6.8%	295
<b>6. Cozy Country Living</b>	<b>7,886</b>	<b>33.6%</b>	<b>275</b>	<b>20,852</b>	<b>36.4%</b>	<b>310</b>
Green Acres (6A)	3,374	14.4%	450	9,103	15.9%	486
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	3,393	14.4%	926	9,315	16.3%	1,119
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	1,119	4.8%	464	2,434	4.3%	489
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
<b>7. Ethnic Enclaves</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

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**Source:** Esri



# Tapestry Segmentation Area Profile (2014)

Township of Middle, United States  
 Drive Time: 20 minute radius

Latitude: 39.06678  
 Longitude: -74.84961

Tapestry LifeMode Groups	2014 Households			2014 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	23,497	100.0%		57,208	100.0%	
<b>8. Middle Ground</b>	<b>1,385</b>	<b>5.9%</b>	<b>54</b>	<b>2,991</b>	<b>5.2%</b>	<b>52</b>
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	1,385	5.9%	253	2,991	5.2%	273
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
<b>9. Senior Styles</b>	<b>5,960</b>	<b>25.4%</b>	<b>441</b>	<b>12,301</b>	<b>21.5%</b>	<b>486</b>
Silver & Gold (9A)	2,566	10.9%	1,455	4,981	8.7%	1,498
Golden Years (9B)	1,357	5.8%	430	2,906	5.1%	470
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	1,389	5.9%	648	3,044	5.3%	686
Retirement Communities (9E)	648	2.8%	227	1,370	2.4%	263
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
<b>10. Rustic Outposts</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
<b>11. Midtown Singles</b>	<b>426</b>	<b>1.8%</b>	<b>29</b>	<b>1,145</b>	<b>2.0%</b>	<b>34</b>
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	426	1.8%	131	1,145	2.0%	173
City Commons (11E)	0	0.0%	0	0	0.0%	0
<b>12. Hometown</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
<b>13. Next Wave</b>	<b>324</b>	<b>1.4%</b>	<b>35</b>	<b>799</b>	<b>1.4%</b>	<b>29</b>
International Marketplace (13A)	324	1.4%	112	799	1.4%	97
Las Casas (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
<b>14. Scholars and Patriots</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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**Source:** Esri



# Tapestry Segmentation Area Profile (2014)

Township of Middle, United States  
 Drive Time: 20 minute radius

Latitude: 39.06678  
 Longitude: -74.84961

Tapestry Urbanization Groups	2014 Households			2014 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	23,497	100.0%		57,208	100.0%	
<b>1. Principal Urban Center</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
<b>2. Urban Periphery</b>	<b>1,723</b>	<b>7.3%</b>	<b>43</b>	<b>4,285</b>	<b>7.5%</b>	<b>40</b>
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	1,399	6.0%	265	3,486	6.1%	289
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	324	1.4%	112	799	1.4%	97
Las Casas (13B)	0	0.0%	0	0	0.0%	0
<b>3. Metro Cities</b>	<b>2,459</b>	<b>10.5%</b>	<b>57</b>	<b>5,506</b>	<b>9.6%</b>	<b>62</b>
In Style (5B)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	1,385	5.9%	253	2,991	5.2%	273
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	648	2.8%	227	1,370	2.4%	263
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	426	1.8%	131	1,145	2.0%	173
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

**Source:** Esri



# Tapestry Segmentation Area Profile (2014)

Township of Middle, United States  
 Drive Time: 20 minute radius

Latitude: 39.06678  
 Longitude: -74.84961

Tapestry Urbanization Groups	2014 Households			2014 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	23,497	100.0%		57,208	100.0%	
<b>4. Suburban Periphery</b>	<b>10,040</b>	<b>42.7%</b>	<b>136</b>	<b>23,521</b>	<b>41.1%</b>	<b>128</b>
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	385	1.6%	55	1,156	2.0%	63
Exurbanites (1E)	416	1.8%	91	966	1.7%	91
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	599	2.5%	148	1,784	3.1%	167
Comfortable Empty Nesters (5A)	1,362	5.8%	233	3,351	5.9%	245
Parks and Rec (5C)	1,666	7.1%	351	4,513	7.9%	410
Midlife Constants (5E)	1,689	7.2%	282	3,864	6.8%	295
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	2,566	10.9%	1,455	4,981	8.7%	1,498
Golden Years (9B)	1,357	5.8%	430	2,906	5.1%	470
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
<b>5. Semirural</b>	<b>1,389</b>	<b>5.9%</b>	<b>63</b>	<b>3,044</b>	<b>5.3%</b>	<b>58</b>
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	1,389	5.9%	648	3,044	5.3%	686
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
<b>6. Rural</b>	<b>7,886</b>	<b>33.6%</b>	<b>196</b>	<b>20,852</b>	<b>36.4%</b>	<b>217</b>
Green Acres (6A)	3,374	14.4%	450	9,103	15.9%	486
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	3,393	14.4%	926	9,315	16.3%	1,119
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	1,119	4.8%	464	2,434	4.3%	489
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

**Source:** Esri





# Tapestry Segmentation Area Profile (2014)

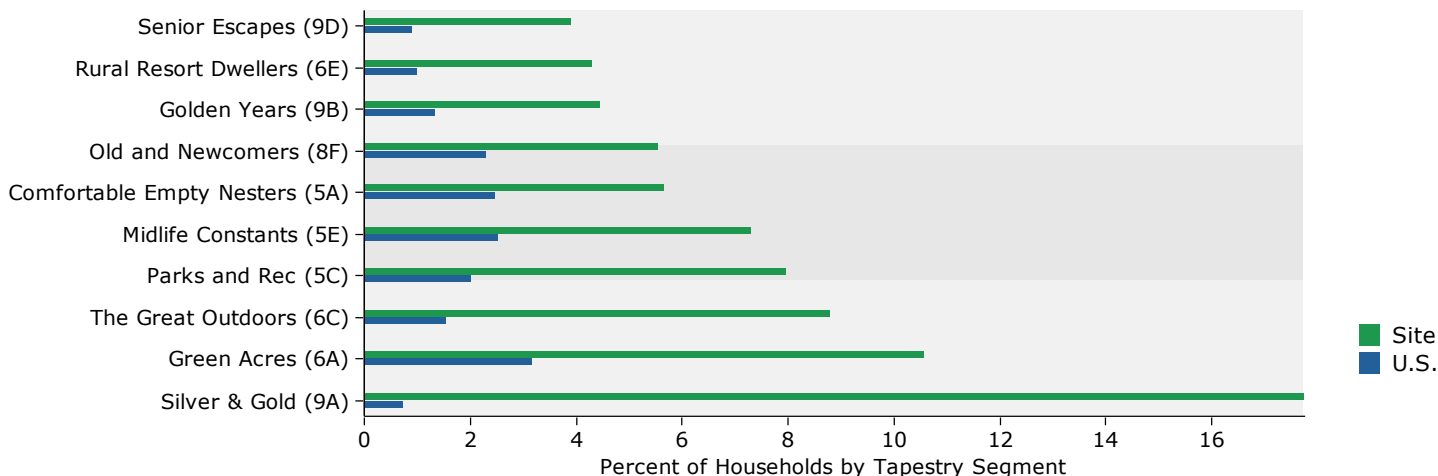
Township of Middle, United States  
 Drive Time: 30 minute radius

Latitude: 39.06678  
 Longitude: -74.84961

## Top Twenty Tapestry Segments

Rank	Tapestry Segment	2014 Households		2014 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Silver & Gold (9A)	17.8%	17.8%	0.8%	0.8%	2367
2	Green Acres (6A)	10.6%	28.4%	3.2%	4.0%	332
3	The Great Outdoors (6C)	8.8%	37.2%	1.6%	5.6%	565
4	Parks and Rec (5C)	8.0%	45.2%	2.0%	7.6%	395
5	Midlife Constants (5E)	7.3%	52.5%	2.5%	10.1%	288
<b>Subtotal</b>		<b>52.5%</b>		<b>10.1%</b>		
6	Comfortable Empty Nesters (5A)	5.7%	58.2%	2.5%	12.6%	228
7	Old and Newcomers (8F)	5.6%	63.8%	2.3%	14.9%	239
8	Golden Years (9B)	4.5%	68.3%	1.3%	16.2%	333
9	Rural Resort Dwellers (6E)	4.3%	72.6%	1.0%	17.2%	421
10	Senior Escapes (9D)	3.9%	76.5%	0.9%	18.1%	428
<b>Subtotal</b>		<b>24.0%</b>		<b>8.0%</b>		
11	Savvy Suburbanites (1D)	3.4%	79.9%	3.0%	21.1%	115
12	Rustbelt Traditions (5D)	3.4%	83.3%	2.2%	23.3%	152
13	Soccer Moms (4A)	2.5%	85.8%	2.8%	26.1%	90
14	Front Porches (8E)	2.4%	88.2%	1.6%	27.7%	149
15	Exurbanites (1E)	2.3%	90.5%	2.0%	29.7%	120
<b>Subtotal</b>		<b>14.0%</b>		<b>11.6%</b>		
16	Home Improvement (4B)	1.6%	92.1%	1.7%	31.4%	91
17	Retirement Communities (9E)	1.6%	93.7%	1.2%	32.6%	130
18	In Style (5B)	1.5%	95.2%	2.3%	34.9%	64
19	Metro Fusion (11C)	1.2%	96.4%	1.4%	36.3%	88
20	International Marketplace (13A)	1.1%	97.5%	1.2%	37.5%	93
<b>Subtotal</b>		<b>7.0%</b>		<b>7.8%</b>		
<b>Total</b>		<b>97.5%</b>		<b>37.6%</b>		<b>259</b>

## Top Ten Tapestry Segments Site vs. U.S.



**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

**Source:** Esri

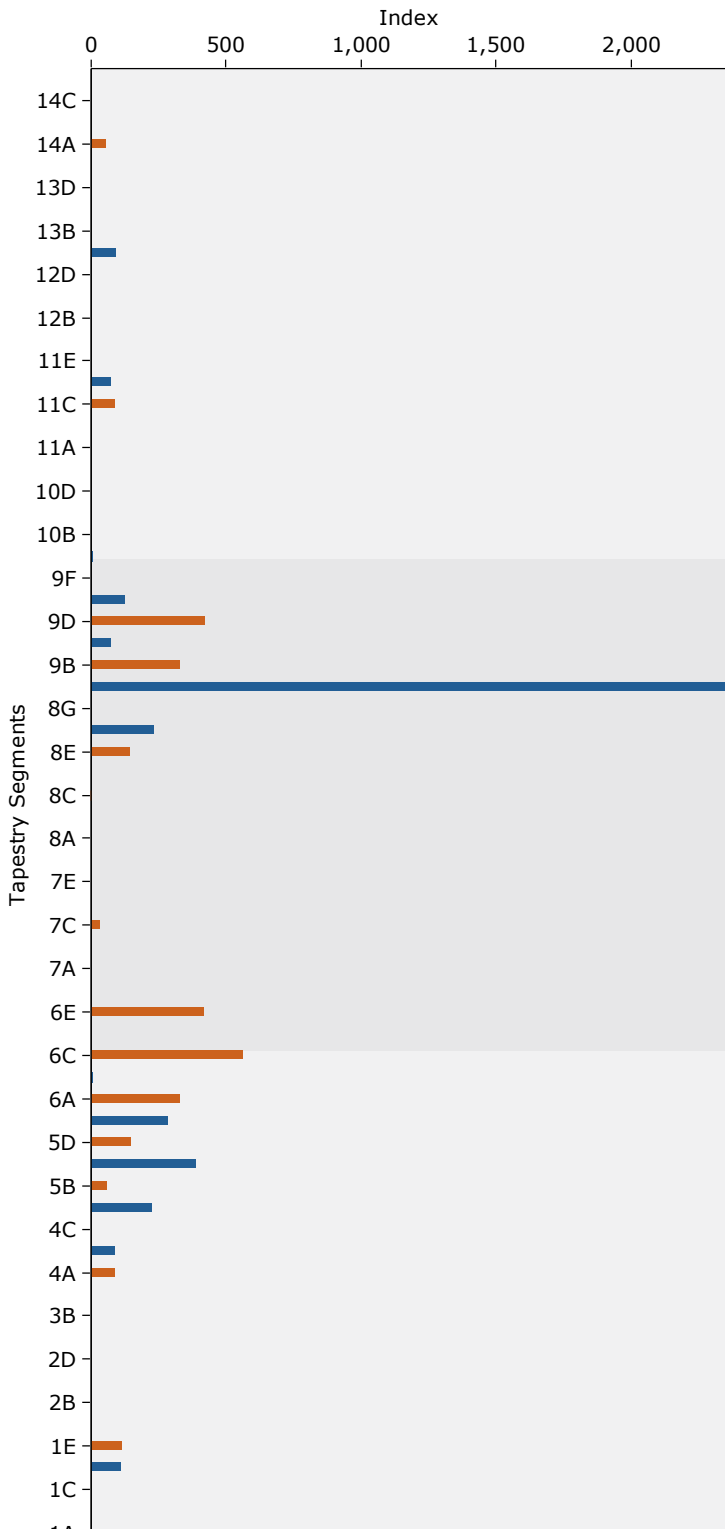


# Tapestry Segmentation Area Profile (2014)

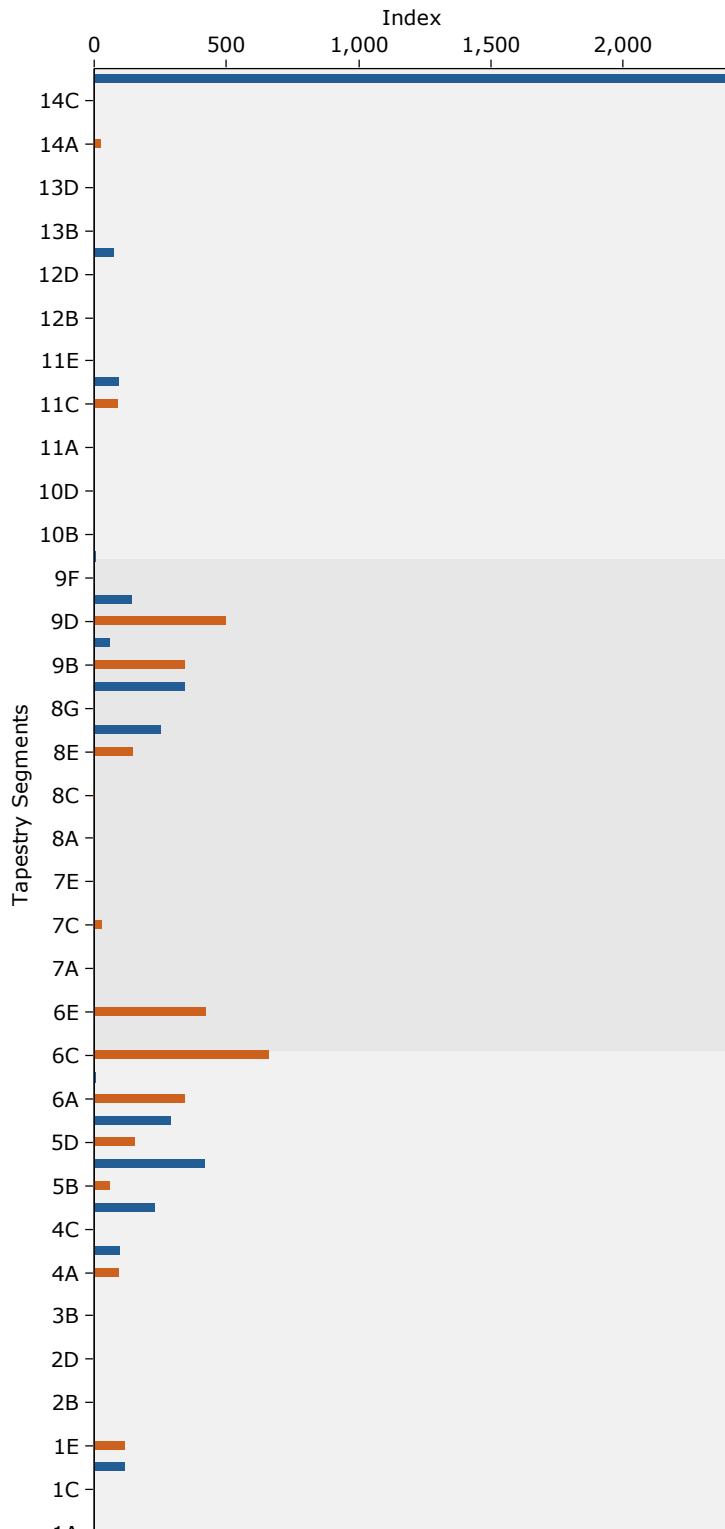
Township of Middle, United States  
 Drive Time: 30 minute radius

Latitude: 39.06678  
 Longitude: -74.84961

### 2014 Tapestry Indexes by Households



### 2014 Tapestry Indexes by Population



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**Source:** Esri



# Tapestry Segmentation Area Profile (2014)

Township of Middle, United States  
 Drive Time: 30 minute radius

Latitude: 39.06678  
 Longitude: -74.84961

Tapestry LifeMode Groups	2014 Households			2014 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	41,139	100.0%		102,970	100.0%	
<b>1. Affluent Estates</b>	<b>2,371</b>	<b>5.8%</b>	<b>59</b>	<b>6,362</b>	<b>6.2%</b>	<b>58</b>
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	1,408	3.4%	115	4,057	3.9%	123
Exurbanites (1E)	963	2.3%	120	2,305	2.2%	120
<b>2. Upscale Avenues</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
<b>3. Uptown Individuals</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
<b>4. Family Landscapes</b>	<b>1,688</b>	<b>4.1%</b>	<b>56</b>	<b>5,003</b>	<b>4.9%</b>	<b>61</b>
Soccer Moms (4A)	1,040	2.5%	90	3,076	3.0%	95
Home Improvement (4B)	648	1.6%	91	1,927	1.9%	100
Middleburg (4C)	0	0.0%	0	0	0.0%	0
<b>5. GenXurban</b>	<b>10,632</b>	<b>25.8%</b>	<b>224</b>	<b>25,791</b>	<b>25.0%</b>	<b>233</b>
Comfortable Empty Nesters (5A)	2,340	5.7%	228	5,746	5.6%	234
In Style (5B)	597	1.5%	64	1,284	1.2%	62
Parks and Rec (5C)	3,279	8.0%	395	8,370	8.1%	422
Rustbelt Traditions (5D)	1,399	3.4%	152	3,486	3.4%	161
Midlife Constants (5E)	3,017	7.3%	288	6,905	6.7%	293
<b>6. Cozy Country Living</b>	<b>9,798</b>	<b>23.8%</b>	<b>195</b>	<b>25,641</b>	<b>24.9%</b>	<b>212</b>
Green Acres (6A)	4,355	10.6%	332	11,753	11.4%	349
Salt of the Earth (6B)	37	0.1%	3	121	0.1%	4
The Great Outdoors (6C)	3,627	8.8%	565	9,939	9.7%	663
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	1,779	4.3%	421	3,828	3.7%	427
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
<b>7. Ethnic Enclaves</b>	<b>223</b>	<b>0.5%</b>	<b>8</b>	<b>654</b>	<b>0.6%</b>	<b>7</b>
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	223	0.5%	37	654	0.6%	36
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

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**Source:** Esri



# Tapestry Segmentation Area Profile (2014)

Township of Middle, United States  
 Drive Time: 30 minute radius

Latitude: 39.06678  
 Longitude: -74.84961

Tapestry LifeMode Groups	2014 Households			2014 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	41,139	100.0%		102,970	100.0%	
<b>8. Middle Ground</b>	<b>3,274</b>	<b>8.0%</b>	<b>73</b>	<b>7,463</b>	<b>7.2%</b>	<b>72</b>
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	5	0.0%	1	12	0.0%	1
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	982	2.4%	149	2,432	2.4%	151
Old and Newcomers (8F)	2,287	5.6%	239	5,019	4.9%	255
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
<b>9. Senior Styles</b>	<b>11,623</b>	<b>28.3%</b>	<b>491</b>	<b>23,671</b>	<b>23.0%</b>	<b>520</b>
Silver & Gold (9A)	7,308	17.8%	2,367	14,085	13.7%	2,353
Golden Years (9B)	1,837	4.5%	333	3,876	3.8%	348
The Elders (9C)	224	0.5%	74	302	0.3%	62
Senior Escapes (9D)	1,606	3.9%	428	4,038	3.9%	505
Retirement Communities (9E)	648	1.6%	130	1,370	1.3%	146
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
<b>10. Rustic Outposts</b>	<b>89</b>	<b>0.2%</b>	<b>3</b>	<b>241</b>	<b>0.2%</b>	<b>3</b>
Southern Satellites (10A)	89	0.2%	7	241	0.2%	7
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
<b>11. Midtown Singles</b>	<b>933</b>	<b>2.3%</b>	<b>37</b>	<b>2,454</b>	<b>2.4%</b>	<b>40</b>
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	507	1.2%	88	1,309	1.3%	90
Set to Impress (11D)	426	1.0%	75	1,145	1.1%	96
City Commons (11E)	0	0.0%	0	0	0.0%	0
<b>12. Hometown</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
<b>13. Next Wave</b>	<b>471</b>	<b>1.1%</b>	<b>29</b>	<b>1,148</b>	<b>1.1%</b>	<b>23</b>
International Marketplace (13A)	471	1.1%	93	1,148	1.1%	78
Las Casas (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
<b>14. Scholars and Patriots</b>	<b>37</b>	<b>0.1%</b>	<b>6</b>	<b>93</b>	<b>0.1%</b>	<b>4</b>
Military Proximity (14A)	37	0.1%	58	93	0.1%	31
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	4,449	4.3%	2,415

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**Source:** Esri



# Tapestry Segmentation Area Profile (2014)

Township of Middle, United States  
 Drive Time: 30 minute radius

Latitude: 39.06678  
 Longitude: -74.84961

Tapestry Urbanization Groups	2014 Households			2014 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	41,139	100.0%		102,970	100.0%	
<b>1. Principal Urban Center</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
<b>2. Urban Periphery</b>	<b>2,605</b>	<b>6.3%</b>	<b>38</b>	<b>6,609</b>	<b>6.4%</b>	<b>35</b>
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	1,399	3.4%	152	3,486	3.4%	161
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	223	0.5%	37	654	0.6%	36
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	5	0.0%	1	12	0.0%	1
Metro Fusion (11C)	507	1.2%	88	1,309	1.3%	90
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	471	1.1%	93	1,148	1.1%	78
Las Casas (13B)	0	0.0%	0	0	0.0%	0
<b>3. Metro Cities</b>	<b>4,940</b>	<b>12.0%</b>	<b>66</b>	<b>11,250</b>	<b>10.9%</b>	<b>70</b>
In Style (5B)	597	1.5%	64	1,284	1.2%	62
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	982	2.4%	149	2,432	2.4%	151
Old and Newcomers (8F)	2,287	5.6%	239	5,019	4.9%	255
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	648	1.6%	130	1,370	1.3%	146
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	426	1.0%	75	1,145	1.1%	96
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

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**Source:** Esri



# Tapestry Segmentation Area Profile (2014)

Township of Middle, United States  
 Drive Time: 30 minute radius

Latitude: 39.06678  
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Tapestry Urbanization Groups	2014 Households			2014 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	41,139	100.0%		102,970	100.0%	
<b>4. Suburban Periphery</b>	<b>22,101</b>	<b>53.7%</b>	<b>171</b>	<b>50,742</b>	<b>49.3%</b>	<b>153</b>
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	1,408	3.4%	115	4,057	3.9%	123
Exurbanites (1E)	963	2.3%	120	2,305	2.2%	120
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Soccer Moms (4A)	1,040	2.5%	90	3,076	3.0%	95
Home Improvement (4B)	648	1.6%	91	1,927	1.9%	100
Comfortable Empty Nesters (5A)	2,340	5.7%	228	5,746	5.6%	234
Parks and Rec (5C)	3,279	8.0%	395	8,370	8.1%	422
Midlife Constants (5E)	3,017	7.3%	288	6,905	6.7%	293
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	7,308	17.8%	2,367	14,085	13.7%	2,353
Golden Years (9B)	1,837	4.5%	333	3,876	3.8%	348
The Elders (9C)	224	0.5%	74	302	0.3%	62
Military Proximity (14A)	37	0.1%	58	93	0.1%	31
<b>5. Semirural</b>	<b>1,606</b>	<b>3.9%</b>	<b>41</b>	<b>4,038</b>	<b>3.9%</b>	<b>43</b>
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	1,606	3.9%	428	4,038	3.9%	505
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
<b>6. Rural</b>	<b>9,887</b>	<b>24.0%</b>	<b>141</b>	<b>25,882</b>	<b>25.1%</b>	<b>149</b>
Green Acres (6A)	4,355	10.6%	332	11,753	11.4%	349
Salt of the Earth (6B)	37	0.1%	3	121	0.1%	4
The Great Outdoors (6C)	3,627	8.8%	565	9,939	9.7%	663
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	1,779	4.3%	421	3,828	3.7%	427
Southern Satellites (10A)	89	0.2%	7	241	0.2%	7
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	4,449	4.3%	2,415

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

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