Soccer Moms
Dominant Tapestry Segment

KEY FACTS

- **21,534** Total Population
- **$196,006** Median Home Value
- **24,200** Daytime Population
- **1,200** Per Capita Income
- **$1,600** Median Household Income
- **2.4** Avg Household Size
- **1,024** Businesses
- **1.7%** 2010-17 Pop Growth Rate
- **46.2** Median Age

**KEY SPENDING FACTS ($)**

- Travel: $1,833
- Transportation: $728
- Apparel: $1,813
- Entertainment: $229
- Furniture: $518

Spending facts are average annual dollars per household.

Source: This infographic contains data provided by Esri, Esri and Bureau of Labor Statistics, Esri and Infogroup. The vintage of the data is 2018.