In Style

5B

Households: 2,675,000

Average Household Size: 2.33

Median Age: 41.1

Median Household Income: $66,000

WHO ARE WE?

In Style denizens embrace an urbane lifestyle that includes support of the arts, travel, and extensive reading. They are connected and make full use of the advantages of mobile devices. Professional couples or single households without children, they have the time to focus on their homes and their interests. The population is slightly older and already planning for their retirement.

OUR NEIGHBORHOOD

- City dwellers of large metropolitan areas.
- Married couples, primarily with no children (Index 112) or single households (Index 109); average household size at 2.33.
- Home ownership average at 69% (Index 108); more than half, 51%, mortgaged (Index 112).
- Primarily single-family homes, in older neighborhoods (built before 1980), with a mix of town homes (Index 133) and smaller (5–19 units) apartment buildings (Index 110).
- Median home value at $213,500.
- Vacant housing units at 8.8%.

SOCIOECONOMIC TRAITS

- College educated: 46% are graduates (Index 162); 75% with some college education.
- Low unemployment is at 5.6% (Index 65); higher labor force participation rate is at 68% (Index 108) with proportionately more 2-worker households (Index 112).
- Median household income of $65,600 reveals an affluent market with income supplemented by investments (Index 143) and a substantial net worth (Index 179).
- Connected and knowledgeable, they carry smartphones and use many of the features.
- Attentive to price, they use coupons, especially mobile coupons.

TAPESTRY SEGMENTATION
esri.com/tapestry

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.

AGE BY SEX (Esri data)
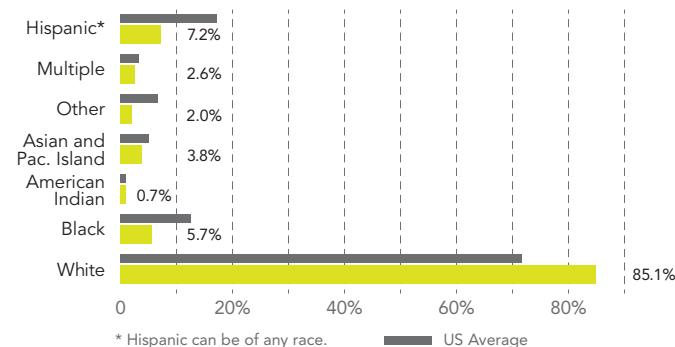
Median Age: 41.1 US: 37.6

| Indicates US

Male Female

RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).
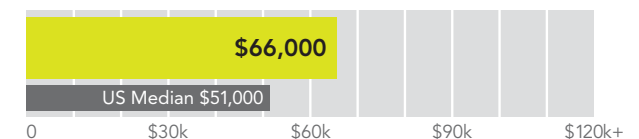
Diversity Index: 36.9 US: 62.1

Category	%
Hispanic*	7.2%
Multiple	2.6%
Other	2.0%
Asian and Pac. Island	3.8%
American Indian	0.7%
Black	5.7%
White	85.1%

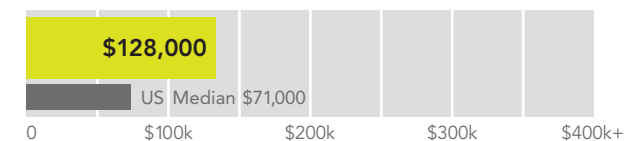* Hispanic can be of any race. — US Average

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.
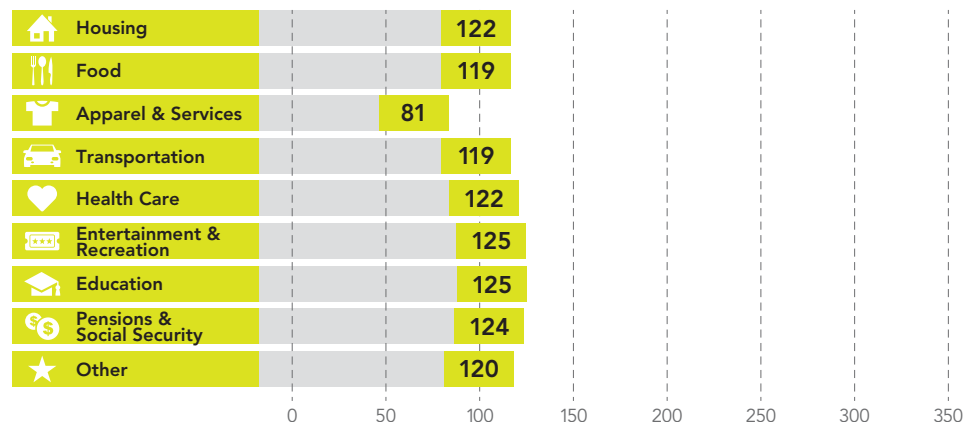
Median Household Income

$66,000
US Median $51,000

0   $30k $60k $90k $120k+

Median Net Worth

$128,000
US Median $71,000
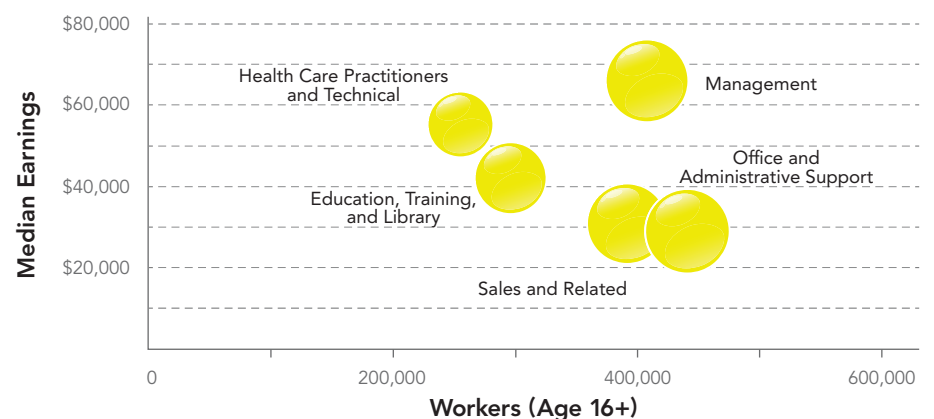
0   $100k $200k $300k $400k+

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

Category	Index
Housing	122
Food	119
Apparel & Services	81
Transportation	119
Health Care	122
Entertainment & Recreation	125
Education	125
Pensions & Social Security	124
Other	120

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

Health Care Practitioners and Technical; Management; Education, Training, and Library; Office and Administrative Support; Sales and Related

Median Earnings

Workers (Age 16+)

MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Partial to late model SUVs or trucks.
- Homes integral part of their style; invest in home remodeling/maintenance, DIY or contractors; housekeeping hired.
- Prefer organic foods, including growing their own vegetables.
- Financially active, from a variety of investments to home equity lines of credit.
- Meticulous planners, both well insured and well invested in retirement savings.
- Generous with support of various charities and causes.
- Actively support the arts, theater, concerts, and museums.

HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.
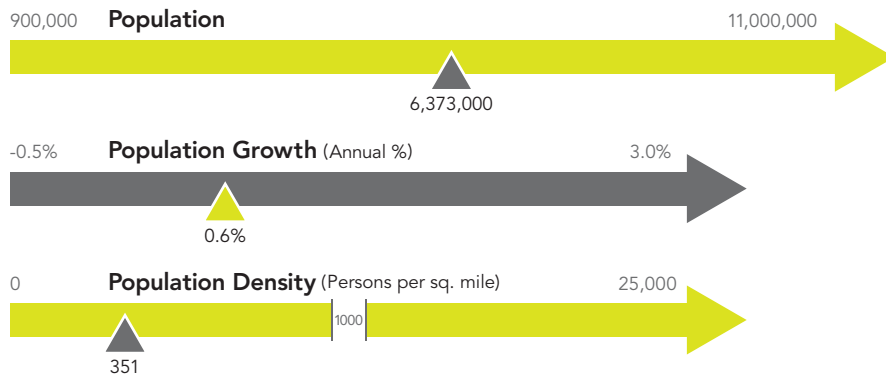
Typical Housing:
Single Family

Median Value:
$214,000
US Median: $177,000

Home Ownership
US Percentage:
63.6% Own
36.4% Rent

Own 68.8%

Rent 31.2%
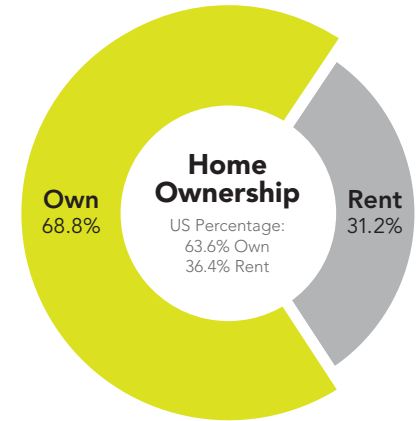
POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.

Population
900,000 — 11,000,000
6,373,000

Population Growth (Annual %)
-0.5% — 3.0%
0.6%

Population Density (Persons per sq. mile)
0 — 25,000
1000
351

ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

0 — **125** — 350
Wealth Index

0 — **133** — 350
Socioeconomic Status Index

0 — **158** — 350
Housing Affordability Index
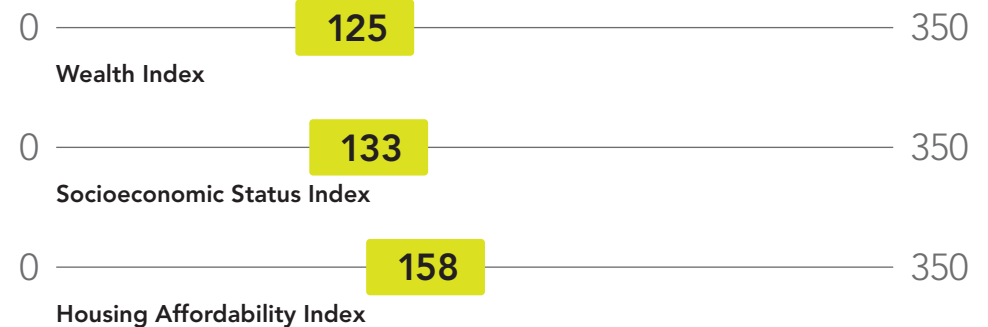
SEGMENT DENSITY

This map illustrates the density and distribution of the *In Style* Tapestry Segment by households.

High

Low

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