WHO ARE WE?
For this young Hispanic market, life has taken many turns recently. They are new to America and new to their careers, with new, young families. Many are new to the English language; nearly one-third of households are linguistically isolated. NeWest Residents are ambitious and dream of a better life. They aren’t ready to fully adopt the American way of life but are willing to take risks for the benefit of their families. As the breadwinners, the men of the house work long hours in blue collar jobs, primarily in the service industry. Skilled workers steer toward construction and manufacturing sectors. Female labor force participation is somewhat low, perhaps due to the language barrier, but also because of their parenting responsibilities.

OUR NEIGHBORHOOD
• They’re concentrated in larger metropolitan areas (over half a million people) in the South and West.
• Reside in mostly renter-occupied apartments in older, mid- to high-rise buildings. Over 80% of housing units were built before 1990. Rental rates are below the US average (Index 85).
• Half of the households have children, in either married-couple or single-parent families.
• With average household size exceeding three, presence of children less than 5 years old is high compared to the US average. Dependent children represent approximately one-third of the population.

SOCIOECONOMIC TRAITS
• Female labor participation is slightly lower than the US average, partially attributable to the language barrier in this diverse foreign-born market.
• Male labor force participation (Index 116) is compulsory for these new families.
• Working full-time in blue collar jobs, this market works hard and dreams big. They seek adventure and take risks for the betterment of their families.
• They are automotive enthusiasts; if they had the savings, they would buy a used, but bold, fun-to-drive vehicle.

LifeMode Group: Next Wave
NeWest Residents

Households: 970,800
Average Household Size: 3.35
Median Age: 27.3
Median Household Income: $30,200
**AGE BY SEX**  
(Esri data)

**Median Age: 27.3**  
US: 38.2

- Indicates US

**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: 87.3**  
US: 64.0

**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**

- $30,200
- $56,100

**Median Net Worth**

- $10,700
- $93,300

**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.

- **Housing**: 57
- **Food**: 60
- **Apparel & Services**: 59
- **Transportation**: 56
- **Health Care**: 45
- **Entertainment & Recreation**: 50
- **Education**: 53
- **Pensions & Social Security**: 49
- **Other**: 48

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

- This foreign-born market has not quite yet adopted the norms of American life. They don’t watch sports on TV, or listen to popular music. They prefer to watch Spanish-language channels on TV. However, fast food dining is a big hit.
- NeWest Residents consumers love their caffeine; drinking coffee, sodas, sports, and energy drinks.
- A large portion of their income goes toward baby and children products—disposable diapers, baby food, furniture and equipment, and vitamin supplements.
- They prefer to use cash; debit card ownership is low. Without a credit history, it is difficult for these new immigrants to obtain a credit card.

POPSULATION 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
- Population Growth (Annual %):
  - -0.5%
  - 3.0%
- Population Density (Persons per sq. mile):
  - 0
  - 25,000

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: Multi-Unit Rentals
- Average Rent: $887
  - US Average: $1,038

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

- Wealth Index: 29
- Socioeconomic Status Index: 65
- Housing Affordability Index: 114
SEGMENT DENSITY
This map illustrates the density and distribution of the NeWest Residents Tapestry Segment by households.

For more information
1-800-447-9778
info@esri.com
esri.com