WHO ARE WE?

High Rise Renters are located predominantly in the Northeast, especially in New York City. This market is near the top for density, diversity, presence of adult children, linguistic isolation, and foreign-born population. They travel far for employment, usually in service jobs, and depend on public transportation. These residents are young and struggling to make ends meet; a large portion of their income goes toward rent, demanded by their dense central city locations. High Rise Renters are compassionate people; young or old, near or far, they are devoted to their families. The younger generation is equally passionate about music, television, and fashion.

OUR NEIGHBORHOOD

- Located mostly in New York City, housing units are in high-rise multi-unit structures. Almost half were built before 1950.
- Almost all residents are renters (Index 258), paying rents about 20 percent lower than the US average rent.
- This is one of the most diverse markets, with residents from a variety of cultural backgrounds. Almost 1 in 3 residents was born abroad; nearly 1 in 4 households have members who speak little English.
- This market is located in densely populated areas with easy access to public transportation. Commuting times are nonetheless long, and jobs are often in a different county.
- Single-parent and single-person households dominate. Multigenerational households are more common in this market (twice the US average).

SOCIOECONOMIC TRAITS

- Accessible jobs are hard to come by in this young, diverse market. Workers tend to find minimum wage, mostly service jobs in health care, sales and retail.
- Wage income is heavily supplemented by public assistance and Supplemental Security Income.
- Despite high poverty rates, this market is fashion-conscious, often spending beyond their budget.
- Their young families are the priority, but they do explore other interests.
- High Rise Renters are risk takers, and believe life should be as much fun as possible.

Households: 622,500
Average Household Size: 2.82
Median Age: 32.2
Median Household Income: $22,800
**High Rise Renters**

**AGE BY SEX (Esri data)**

Median Age: 32.2  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: 90.2  US: 64.0**

- Hispanic*: 18.1%
- Multiple: 5.9%
- Other: 27.3%
- Asian and Pac. Islander: 6.8%
- American Indian: 4.9%
- Black: 11.0%
- White: 36.5%

- 0% US Average
- 57.4% Hispanic Can Be of Any Race

**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**

- $22,800
- $56,100

**Median Net Worth**

- $10,100
- $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.

**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.

**Median Earnings**

- Transportation And Material Moving:
- Office And Administrative Support:
- Food Preparation And Serving Related:
- Sales And Related:
- Building And Grounds Cleaning And Maintenance:
- Office And Administrative Support:
- Food Preparation And Serving Related:
- Sales And Related:
- Building And Grounds Cleaning And Maintenance:
- Transportation And Material Moving:

- 0 $10,000 $20,000 $30,000 $40,000 $50,000 $60,000
- 30,000 60,000 90,000
- Workers (Age 16+)**
MARKET PROFILE  (Consumer preferences are estimated from data by GfK MRI)

- They don’t visit their overseas family often, but do send the little money they can save to support them. Many are primary caregivers to elderly family members.
- High Rise Renters are music enthusiasts. Appealing to their Caribbean upbringing, they enjoy Spanish/Latin music, urban, hip hop, rap, and reggae—on the radio, downloaded, and on MTV.
- They are TV buffs too; Spanish-language programming, Black Entertainment TV (BET), as well as shows and movies on HBO, Starz, and Showtime are favorites.
- They shop at Target more often than Walmart due to their location in city markets. For fashion purchases, they shop the racks at Macy’s, Marshalls, H&M, and Foot Locker.

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 %): 0.9% - 3.0%
- Population Density (Persons per sq. mile): 1000 - 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: High-Rise Rentals
Average Rent: $853
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: 25 - 350
- Socioeconomic Status Index: 63 - 350
- Housing Affordability Index: 32 - 350
SEGMEMT DENSITY

This map illustrates the density and distribution of the High Rise Renters Tapestry Segment by households.