LifeMode Group: Middle Ground
Emerald City

Households: 1,748,600
Average Household Size: 2.06
Median Age: 37.4
Median Household Income: $59,200

WHO ARE WE?

Emerald City’s denizens live in lower-density neighborhoods of urban areas throughout the country. Young and mobile, they are more likely to rent. Well educated and well employed, half have a college degree and a professional occupation. Incomes close to the US median come primarily from wages, investments, and self-employment. This group is highly connected, using the Internet for entertainment and making environmentally friendly purchases. Long hours on the Internet are balanced with time at the gym. Many embrace the “foodie” culture and enjoy cooking adventurous meals using local and organic foods. Music and art are major sources of enjoyment. They travel frequently, both abroad and domestically.

OUR NEIGHBORHOOD

• There are mostly older, established neighborhoods with homes built before 1960; around 30% built before 1940.
• Just over half of all homes are renter occupied.
• Single-person and nonfamily types make up over half of all households.
• Median home value and average rent are slightly above the US levels; around half of owned homes are worth $150,000–$300,000.

SOCIOECONOMIC TRAITS

• Well educated, these consumers research products carefully before making purchases.
• They buy natural, green, and environmentally friendly products.
• Very conscious of nutrition, they regularly buy and eat organic foods.
• Cell phones and text messaging are a huge part of everyday life.
• They place importance on learning new things to keep life fresh and variable.
• They are interested in the fine arts and especially enjoy listening to music.
**Age by Sex** (Esri data)

Median Age: 37.4  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: 50.6  US: 64.0

**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.

**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**

<table>
<thead>
<tr>
<th>$140,000</th>
<th>$120,000</th>
<th>$100,000</th>
<th>$80,000</th>
<th>$60,000</th>
<th>$40,000</th>
<th>$20,000</th>
<th>0</th>
</tr>
</thead>
<tbody>
<tr>
<td>Workers (Age 16+)</td>
<td>$59,200</td>
<td>$56,100</td>
<td>$52,700</td>
<td>$93,300</td>
<td>$600K+</td>
<td>$500K</td>
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*Hispanic Can Be of Any Race.
MARKET PROFILE  (Consumer preferences are estimated from data by GfK MRI)

- Liberal segment that contributes to NPR and PBS.
- Shop at Trader Joe’s and Whole Foods.
- Budget time—utilize home cleaning services so there’s time for yoga.
- Use the web for professional networking, blogging, making travel plans, shopping, and sports news.
- Read magazines and books on a tablet, sometimes while exercising at home.
- Attend venues like art galleries, museums, and concerts. At home they like to cook and bake.

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; Multi-Units

Average Rent: $1,087
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: 74
Socioeconomic Status Index: 122
Housing Affordability Index: 113

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 to 11,000,000
Population Growth: -0.5% to 3.0%
Population Density: 0 to 396

Home Ownership:
Own 48.5%
Rent 51.5%

Home Ownership US Percentage:
62.7% Own
37.3% Rent
SEGMENT DENSITY

This map illustrates the density and distribution of the Emerald City Tapestry Segment by households.