WHO ARE WE?

Social Security Set is an older market located in metropolitan cities across the country. One-fourth of householders here are aged 65 or older and dependent on low, fixed incomes, primarily Social Security. In the aftermath of the Great Recession, early retirement is now a dream for many approaching the retirement age; wages and salary income in this market are still earned. Residents live alone in low-rent, high-rise buildings, located in or close to business districts that attract heavy daytime traffic. But they enjoy the hustle and bustle of life in the heart of the city, with the added benefit of access to hospitals, community centers, and public transportation.

OUR NEIGHBORHOOD

- Most residents live alone in this older market; 13% of householders are aged 75 and older; another 13% are 65 to 74 years old.
- Multiunit rental properties with affordable rents are predominant (Index 63).
- Located in higher-density, high-traffic areas of metropolitan cities with good access to public transportation, vehicle ownership is low.

SOCIOECONOMIC TRAITS

- These aging consumers rely mostly on Social Security income but also depend on Supplemental Security Income and public assistance.
- Wages and salary income are still earned by almost half of all households.
- With fixed incomes, consumers remain price sensitive.
- A trusted source of information, TV is an important part of their lives.
- An aging population that is often limited by medical conditions, they are willing to try advanced medication but rely on their physicians for recommendations.
- Rather than eat out, Social Security Set residents prefer to have their meals at home, whether they order takeout or warm up a frozen dinner. To save money, many frequently cook their own meals.

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: **45.6** US: **38.2**

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>85+</td>
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<td>8%</td>
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<tr>
<td>80-84</td>
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<tr>
<td>10-14</td>
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<td>5-9</td>
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<td>8%</td>
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<tr>
<td>&lt;5</td>
<td>8%</td>
<td>8%</td>
</tr>
</tbody>
</table>

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:** 75.7 US: 64.0
- **Hispanic:** 18.6%
- **Multiple:** 4.1%
- **Other:** 6.9%
- **Asian and Pac. Islander:** 7.1%
- **American Indian:** 11.0%
- **Black:** 12.8%
- **White:** 51.2%

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**
  - US Average: $56,100
  - Median: $17,900
  - Age 0-4: $93,300
  - Age 5-9: $10,200
  - Age 10-14: $5,000
  - Age 15-19: $0
  - Age 20-24: $100,000

- **Median Net Worth**
  - US Average: $93,300
  - Median: $10,200
  - Age 0-4: $100,000
  - Age 5-9: $5,000
  - Age 10-14: $0
  - Age 15-19: $100,000

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.

<table>
<thead>
<tr>
<th>Category</th>
<th>Weight</th>
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</thead>
<tbody>
<tr>
<td>Housing</td>
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<tr>
<td>Food</td>
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<tr>
<td>Apparel &amp; Services</td>
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<td>Transportation</td>
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<td>Health Care</td>
<td>41</td>
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<tr>
<td>Education</td>
<td>41</td>
</tr>
<tr>
<td>Entertainment &amp; Recreation</td>
<td>42</td>
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<tr>
<td>Pensions &amp; Social Security</td>
<td>47</td>
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<tr>
<td>Other</td>
<td>37</td>
</tr>
</tbody>
</table>

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.

- **Management**
  - Median Earnings: $56,300
- **Transportation And Material Moving**
  - Median Earnings: $30,000
- **Sales And Related**
  - Median Earnings: $40,000
- **Office And Administrative Support**
  - Median Earnings: $45,000
- **Food Preparation And Serving Related**
  - Median Earnings: $25,000
MARKET PROFILE  (Consumer preferences are estimated from data by GfK MRI)

- With limited resources, spending on entertainment is restricted. To pass the time, residents have basic cable television. Daytime news, documentaries, and sport shows are popular. Activities outside the house are also limited, but bingo at the local community center is a favorite. When the TV is off, the radio is on; residents aren’t picky about the radio station, but do enjoy the companionship.

- Risk-averse consumers in Social Security Set prefer to pay their bills in person, usually with cash. Some residents don’t have a checking account, although one in three maintain a savings account for their small savings.

- Technology is a bear for these consumers. They steer away from cell phones, computers, and digital cameras.

- Many residents are dependent on Medicare and Medicaid for health care expenses.

- They don’t eat out often, but KFC and McDonald’s are their restaurants of choice.

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: $658
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: 0 to 350
- Socioeconomic Status Index: 0 to 350
- Housing Affordability Index: 0 to 350

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.
SEGMEN T DENSITY
This map illustrates the density and distribution of the Social Security Set Tapestry Segment by households.