WHO ARE WE?

Soccer Moms is an affluent, family-oriented market with a country flavor. Residents are partial to new housing away from the hustle of the city but close enough to commute to professional job centers. Life in this suburban wilderness offsets the hectic pace of two working parents with growing children. They favor time-saving devices, like banking online or housekeeping services, and family-oriented pursuits.

OUR NEIGHBORHOOD

- Soccer Moms residents prefer the suburban periphery of metropolitan areas.
- Predominantly single family, homes are in newer neighborhoods, 34% built in the 1990s (Index 236), 31% built since 2000.
- Owner-occupied homes have high rate of mortgages at 68% (Index 164), and low rate vacancy at 4%.
- Median home value is $257,400.
- Most households are married couples with children; average household size is 2.97.
- Most households have 2 or 3 vehicles; long travel time to work including a disproportionate number commuting from a different county (Index 132).

SOCIOECONOMIC TRAITS

- Education: 40.5% college graduates; more than 72% with some college education.
- Low unemployment at 3.8%; high labor force participation rate at 71%; 2 out of 3 households include 2+ workers (Index 124).
- Connected, with a host of wireless devices from iPods to tablets—anything that enables convenience, like banking, paying bills, or even shopping online.
- Well insured and invested in a range of funds, from savings accounts or bonds to stocks.
- Carry a higher level of debt, including first (Index 149) and second mortgages (Index 154) and auto loans (Index 149).
**Age by Sex (Esri data)**

**Median Age:** 37.0  
US: 38.2

- 85+  
- 80–84  
- 75–79  
- 70–74  
- 65–69  
- 60–64  
- 55–59  
- 50–54  
- 45–49  
- 40–44  
- 35–39  
- 30–34  
- 25–29  
- 20–24  
- 15–19  
- 10–14  
- 5–9  
- <5

**Race and Ethnicity (Esri data)**

- **Diversity Index:** 50.8  
US: 64.0

<table>
<thead>
<tr>
<th>Race</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hispanic*</td>
<td>11.7%</td>
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<tr>
<td>Multiple</td>
<td>3.2%</td>
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<tr>
<td>Other</td>
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<tr>
<td>Asian and Pac. Islander</td>
<td>6.2%</td>
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<tr>
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<td>0.5%</td>
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<tr>
<td>Black</td>
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<tr>
<td>White</td>
<td>78.0%</td>
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</tbody>
</table>

**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:**
  - $90,500
  - $56,100
  - $284,500
  - $93,300

- **Median Net Worth:**
  - $0
  - $100K
  - $200K
  - $300K
  - $400K
  - $500K
  - $600K

**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:** 128
- **Food:** 128
- **Apparel & Services:** 118
- **Transportation:** 130
- **Health Care:** 150
- **Entertainment & Recreation:** 149
- **Education:** 139
- **Pensions & Social Security:** 141
- **Other:** 157

**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)

- Most households own at least 2 vehicles; the most popular types are minivans and SUVs.
- Family-oriented purchases and activities dominate, like 4+ televisions (Index 154), movie purchases or rentals, children’s apparel and toys, and visits to theme parks or zoos.
- Outdoor activities and sports are characteristic of life in the suburban periphery. They attend sporting events, as well as participate in them like bicycling, jogging, golfing, and boating.
- Home maintenance services are frequently contracted, but these families also like their gardens and own the tools for minor upkeep, like lawn mowers, trimmers, and blowers.

POPPULATION 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.

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

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.
SEGMENT DENSITY
This map illustrates the density and distribution of the Soccer Moms Tapestry Segment by households.