Farm to Table

7E

Households: 299,600

Average Household Size: 3.98

Median Age: 27.4

Median Household Income: $35,300

WHO ARE WE?

Farm to Table is a small, but distinctive market, located almost entirely in the West (primarily in California and Washington). These neighborhoods are home to young families with children and, frequently, multiple generations living in single-family homes. A third of these residents are foreign born; 32% of households are linguistically isolated. This market is all about spending time with family and taking care of family and home. More homes are rented than owned, located in semirural areas where agriculture dominates. Household income is lower than the US, supplemented by self-employment, home-grown products, and some public assistance. Consumers favor Spanish language media and watching sports on television.

OUR NEIGHBORHOOD

- Young families dominate this market, with a median age less than 28 and an average household size of 3.98 (Index 154). Average family size is also higher, at 4.26 (Index 134) with a number of multigenerational households (Index 266).

- Dominant household types: 38% are married-couple families with children (Index 173) and 21% are single-parent families (Index 181).

- Most households (about 57%) rent their homes.

- Homes are primarily single-family homes (60%), with a large share of mobile homes (more than twice the US) and multiunit (2–4 units) dwellings (Index 146).

- Nearly three-fifths of homes were built before 1980.

SOCIOECONOMIC TRAITS

- 24% have a high school diploma and almost half of high school graduates have also completed some college or a degree.

- 30% of households have members who speak only Spanish (Index 595).

- Primarily skilled workforce, in agriculture.

- Income comes primarily from wages with assistance from Supplemental Security Income (Index 157) and public assistance income (Index 327).

- They are cost-conscious consumers, willing to shop around to obtain the best price.

- Spending time with family is a top priority.

- They use TV more than any other media to stay informed.
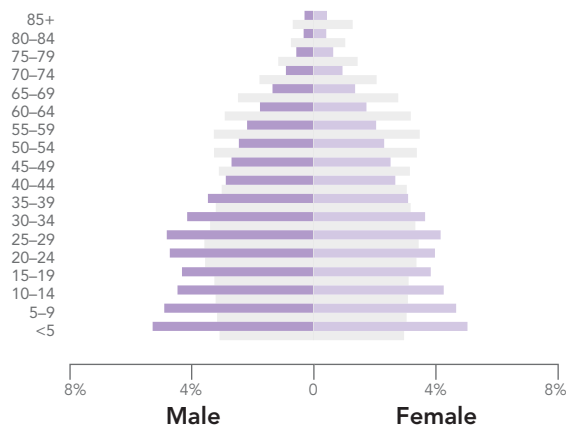
TAPESTRY™ SEGMENTATION
esri.com/tapestry

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Simmons.

AGE BY SEX (Esri data)
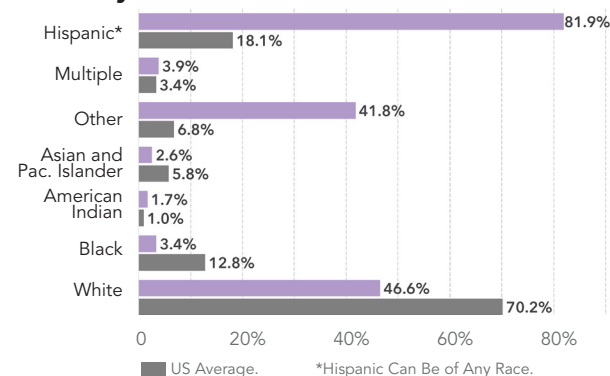
Median Age: 27.4 US: 38.2

□ Indicates US

| | Male | 0 | Female | |
|8%|4%|0|4%|8%|

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: 84.6 US: 64.0

Group	Value	US Average
Hispanic*	81.9%	18.1%
Multiple	3.9%	3.4%
Other	41.8%	6.8%
Asian and Pac. Islander	2.6%	5.8%
American Indian	1.7%	1.0%
Black	3.4%	12.8%
White	46.6%	70.2%

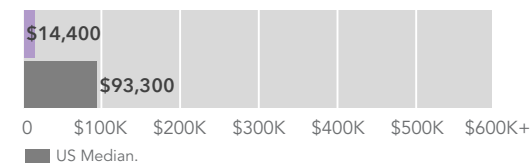■ US Average.   *Hispanic Can Be of Any Race.

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.
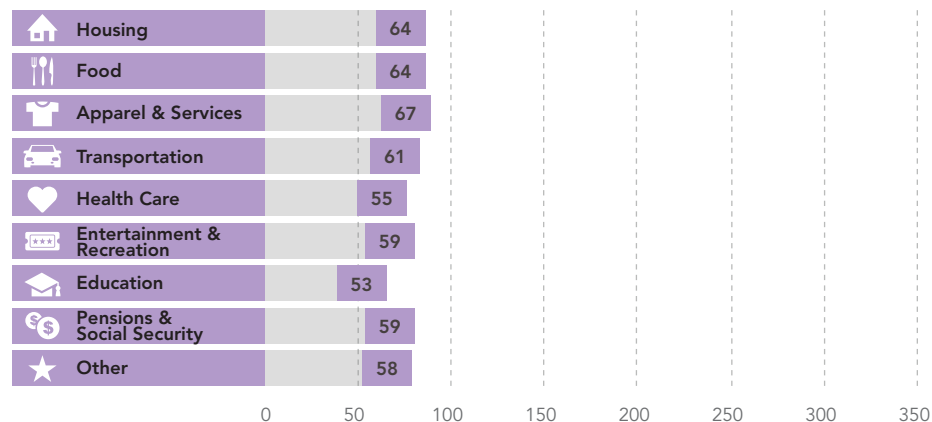
Median Household Income

$35,300
$56,100

0 $100K $200K $300K $400K $500K $600K+

Median Net Worth

$14,400
$93,300

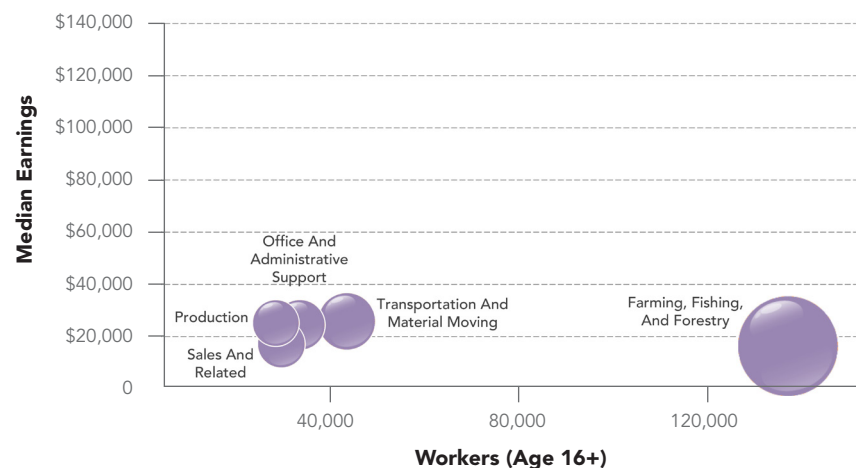0 $100K $200K $300K $400K $500K $600K+

■ US Median.

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.

Category	Index
Housing	64
Food	64
Apparel & Services	67
Transportation	61
Health Care	55
Entertainment & Recreation	59
Education	53
Pensions & Social Security	59
Other	58

0 50 100 150 200 250 300 350

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 vs Workers (Age 16+)

Office And Administrative Support
Production
Sales And Related
Transportation And Material Moving
Farming, Fishing, And Forestry

MARKET PROFILE (Consumer preferences are estimated from data by MRI-Simmons.)

- Commonly own a truck or subcompact car, serviced by a household member.
- Many pay bills in person and prepare their own taxes.
- Work on home improvement projects, such as painting the house.
- Key expenditures include groceries and children's products.
- Favor shopping at Costco, Home Depot, Old Navy, Sears, Walmart, Dollar Tree,and Target.
- Minimal online usage.
- Enjoy listening to the radio; going to movie theaters or watching at home; dancing;and playing pool, video games, and football.
- Watch programs on Spanish TV networks and Discovery Channel, and read parenting and automotive magazines.
- Listen to a variety of music, especially Spanish/Latin music.

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.
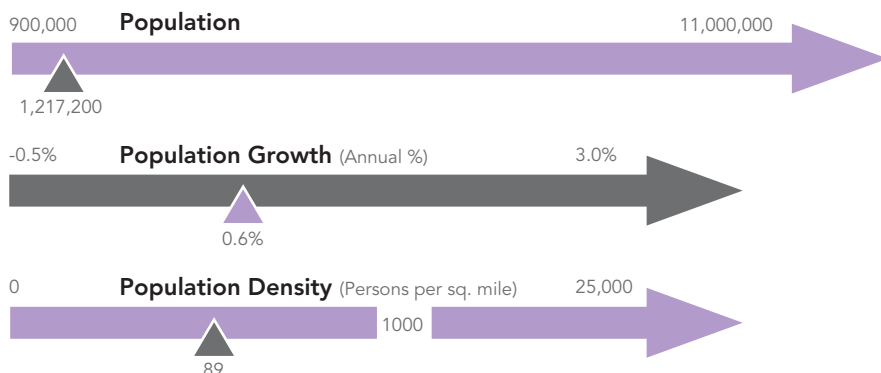
Typical Housing:
Single Family

Average Rent:
$825
US Average: $1,038

Home-ownership
US Percentage:
62.7% Own
37.3% Rent

Own 43.4%
Rent 56.6%
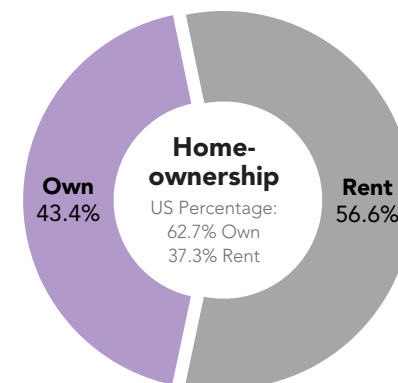
POPULATION CHARACTERISTICS

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 — 11,000,000
1,217,200

Population Growth (Annual %)
-0.5% — 3.0%
0.6%

Population Density (Persons per sq. mile)
0 — 25,000
1000
89

ESRI INDEXES

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

0 — **39** — 350
Wealth Index

0 — **29.7** — 100
Socioeconomic Status Index

0 — **127** — 350
Housing Affordability Index
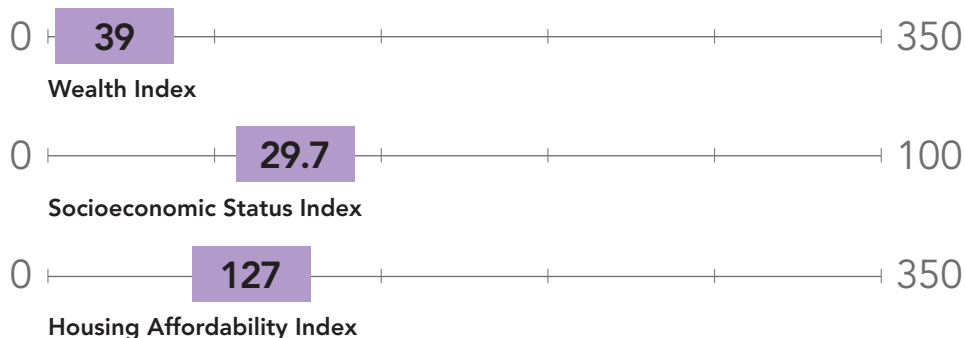
SEGMENT DENSITY

This map illustrates the density and distribution of the *Farm to Table* Tapestry Segment by households.

High

Low

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