



LifeMode Group: Sprouting Explorers

Southwestern Families

7F

Households: 1,021,400

Average Household Size: 3.20

Median Age: 34.6

Median Household Income: \$30,400

WHO ARE WE?

Residents in these neighborhoods are young families primarily located in the Southwest. Children are the center of households that are composed mainly of married couples with children and single-parent families. Grandparents are caregivers in some of these households. Many are limited English-speaking households. Much of the working-age population is employed in blue-collar occupations, specializing in skilled work, as well as building maintenance and service jobs. Spending is focused on the family and at-home entertainment.

OUR NEIGHBORHOOD

- A family market: Married couples with kids, single parents, and grandparents head these households.
- Average household size is higher at 3.20 (Index 124).
- Many residents were born abroad (Index 242); many households have residents who speak only Spanish (Index 569).
- Over 45% of householders rent single-family homes within a mix of urban city centers and the suburbs in metropolitan areas.
- Neighborhoods are older; most of the homes constructed prior to 1970.
- Nearly 70% of all households have one or two vehicles available.

SOCIOECONOMIC TRAITS

- While close to 32% have attended or graduated from college, nearly 40% did not complete high school, which has limited their employment prospects.
- Labor force participation is at 52% (Index 84).
- Most households receive income from wages or salaries; 35% receive contributions from Social Security; 12% from Supplemental Security Income.
- While budget-conscious consumers, they are also mindful of quality and attentive to environmental concerns in their purchasing decisions.
- Often, purchase decisions are based on how a product may improve or organize their lives.

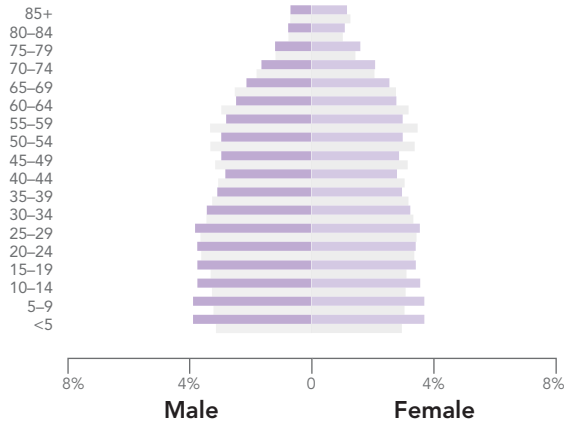


Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Simmons.

AGE BY SEX (Esri data)

Median Age: **34.6** US: 38.2

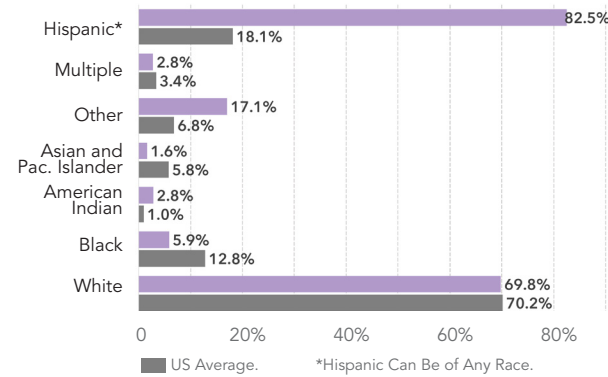
■ Indicates US



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: **65.0** US: 64.0



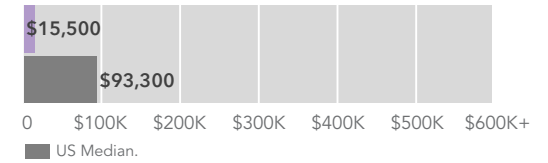
INCOME AND NET WORTH

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

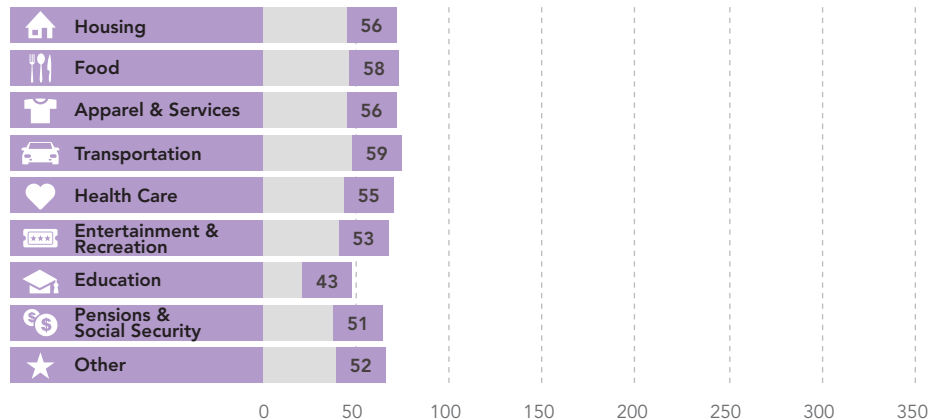


Median Net Worth



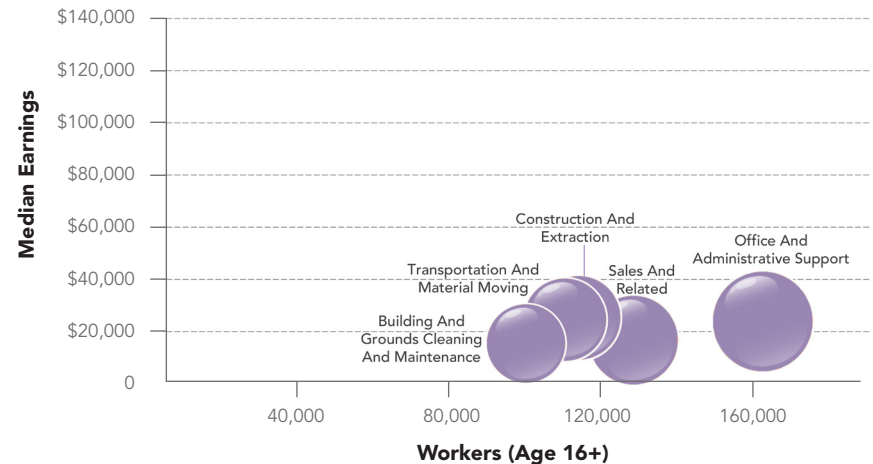
AVERAGE HOUSEHOLD BUDGET INDEX

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.



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

- Television is a primary source of entertainment, and most homes have multiple sets.
- Residents prefer to pay bills in person, but paying using their mobile devices is growing.
- Baby and children’s products, such as food, clothing, and furniture, are common purchases.
- Shop at pharmacies such as Walgreens, dollar stores, and discount department stores like JC Penney and Sears.
- Listen to Hispanic radio and watch Hispanic programming on television.
- Most households have landlines—used frequently for international calls.
- About two out of three have access to the internet.

HOUSING

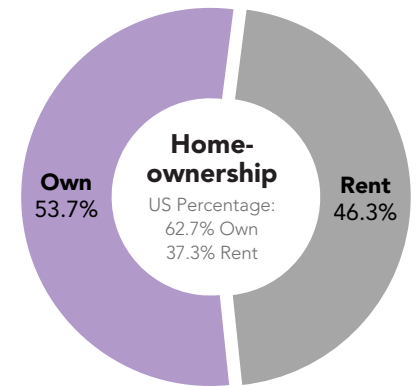
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau’s American Community Survey.



Typical Housing:
 Single Family

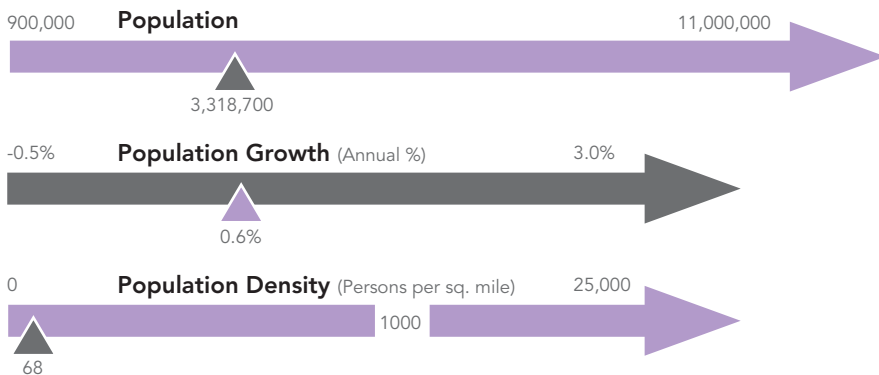
Median Value:
 \$87,900

US Median: \$207,300



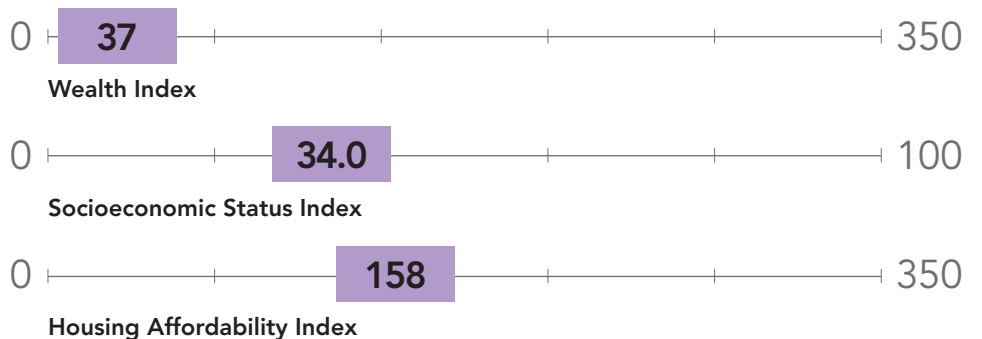
POPULATION CHARACTERISTICS

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.



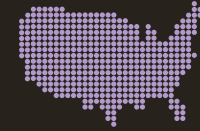
ESRI INDEXES

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





Southwestern Families



SEGMENT DENSITY

This map illustrates the density and distribution of the *Southwestern Families* Tapestry Segment by households.

