LifeMode Group: Midtown Singles
Young and Restless

Households: 2,131,500
Average Household Size: 2.04
Median Age: 29.8
Median Household Income: $40,500

WHO ARE WE?
Gen Y comes of age: Well-educated young workers, some of whom are still completing their education, are employed in professional/technical occupations, as well as sales and office/administrative support roles. These residents are not established yet, but striving to get ahead and improve themselves. This market ranks in the top 5 for renters, movers, college enrollment, and labor force participation rate. Almost 1 in 5 residents move each year. More than half of all householders are under the age of 35, the majority living alone or in shared nonfamily dwellings. Median household income is still below the US

OUR NEIGHBORHOOD
• One of the youngest markets: More than half the householders under age 35; median age 29.8.
• Primarily single-person households (Index 163) with some shared households (Index 201).
• Highly mobile market, beginning careers and changing addresses frequently.
• Naturally, one of the top 5 renter markets (Index 233).
• Apartment rentals popular: 44% in 5–19 unit buildings (Index 487), 27% in 20+ unit buildings (Index 318).
• Majority of housing built in 1970 or later (84%).

SOCIOECONOMIC TRAITS
• Education completed: More than 2 out of 3 have some college, an associate’s degree, or a bachelor’s degree or higher. Almost 14% are still enrolled in college (Index 175).
• Labor force participation rate is exceptionally high at 75.0%; unemployment is low at 5.2%.
• These are careful shoppers, aware of prices, and demonstrate little brand loyalty.
• They like to be the first to try new products, but prefer to do research before buying the latest electronics.
• Most of their information comes from the Internet and TV, rather than traditional media.
• Carry their cell phone everywhere they go.

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.
**LifeMode Group: Midtown Singles**

**Young and Restless**

### Age by Sex (Esri data)

- **Median Age**: 29.8  
- **US**: 38.2

- **85+**: 8%  
- **80-84**: 8%  
- **75-79**: 7%  
- **70-74**: 7%  
- **65-69**: 6%  
- **60-64**: 6%  
- **55-59**: 5%  
- **50-54**: 5%  
- **45-49**: 4%  
- **40-44**: 4%  
- **35-39**: 3%  
- **30-34**: 3%  
- **25-29**: 3%  
- **20-24**: 2%  
- **15-19**: 1%  
- **10-14**: 1%  
- **5-9**: 0%  
- **<5**: 0%

#### Male
- **Age 0-4**: 8%  
- **Age 5-9**: 8%  
- **Age 10-14**: 8%  
- **Age 15-19**: 8%  
- **Age 20-24**: 8%  
- **Age 25-29**: 8%  
- **Age 30-34**: 8%  
- **Age 35-39**: 8%  
- **Age 40-44**: 8%  
- **Age 45-49**: 8%  
- **Age 50-54**: 8%  
- **Age 55-59**: 8%  
- **Age 60-64**: 8%  
- **Age 65-69**: 8%  
- **Age 70-74**: 8%  
- **Age 75-79**: 8%  
- **Age 80-84**: 8%  
- **Age 85+**: 8%

#### Female
- **Age 0-4**: 8%  
- **Age 5-9**: 8%  
- **Age 10-14**: 8%  
- **Age 15-19**: 8%  
- **Age 20-24**: 8%  
- **Age 25-29**: 8%  
- **Age 30-34**: 8%  
- **Age 35-39**: 8%  
- **Age 40-44**: 8%  
- **Age 45-49**: 8%  
- **Age 50-54**: 8%  
- **Age 55-59**: 8%  
- **Age 60-64**: 8%  
- **Age 65-69**: 8%  
- **Age 70-74**: 8%  
- **Age 75-79**: 8%  
- **Age 80-84**: 8%  
- **Age 85+**: 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**: 77.4  
- **US**: 64.0

#### Race and Ethnicity
- **Hispanic***: 23.9%  
- **Multiple**: 22.5%  
- **Other**: 18.1%  
- **Asian and Pac. Islander**: 16.0%  
- **American Indian**: 11.0%  
- **Black**: 10.0%  
- **White**: 70.2%

*Hispanic Can Be of Any Race.

### 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**: 72  
- **Food**: 75  
- **Apparel & Services**: 73  
- **Transportation**: 72  
- **Health Care**: 58  
- **Entertainment & Recreation**: 65  
- **Education**: 72  
- **Pensions & Social Security**: 62  
- **Other**: 63

### 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 Household Income**: $40,500

#### Median Net Worth

- **US Median**: $93,300
- **Median Net Worth**: $12,000

### 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**
- **Food Preparation and Serving Related**
- **Sales and Related**
- **Office and Administrative Support**
- **Transportation and Material Moving**

### Chart Title

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.

**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)

- No landline telephone for majority of HHs, preferring a cell phone only.
- Use their cell phone to text, listen to music, pay bills, redeem coupons, look up directions, and access financial information.
- Online activities include banking (with paperless statements), purchasing items on eBay, accessing Twitter and Facebook, and watching movies and TV shows.
- Enjoy dancing, playing pool, watching VH1 and Comedy Central programs, and playing basketball and ping pong.
- Listen to contemporary hits, jazz, rap, hip hop, and dance music.
- Purchase natural/organic food, but frequent fast food restaurants.
- Residents like to read magazines, especially digital, covering topics ranging from news, fashion, to music.

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.

<table>
<thead>
<tr>
<th>Population</th>
<th>900,000</th>
<th>11,000,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population Growth</td>
<td>-0.5%</td>
<td>3.0%</td>
</tr>
<tr>
<td>Population Density</td>
<td>1000</td>
<td>25,000</td>
</tr>
</tbody>
</table>

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: $958
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.

<table>
<thead>
<tr>
<th>Wealth Index</th>
<th>38</th>
</tr>
</thead>
<tbody>
<tr>
<td>Socioeconomic Status Index</td>
<td>90</td>
</tr>
<tr>
<td>Housing Affordability Index</td>
<td>117</td>
</tr>
</tbody>
</table>
SEGMENT DENSITY
This map illustrates the density and distribution of the Young and Restless Tapestry Segment by households.