Metro Fusion

11C

Households: 1,753,500

Average Household Size: 2.65

Median Age: 29.3

Median Household Income: $35,700

WHO ARE WE?

Metro Fusion is a young market. Many residents do not speak English fluently and have moved into their homes recently. They are highly mobile and over three quarters of households are occupied by renters. Many households have young children; a quarter are single-parent families. Most residents live in midsize apartment buildings. *Metro Fusion* is a hardworking market with residents that are dedicated to climbing the ladders of their professional and social lives.

OUR NEIGHBORHOOD

- Over 60% of the homes are multiunit structures located in the urban periphery.
- Three-quarters of residents are renters, and rents are about 13% less than the US average.
- Most housing units were built before 1990.
- Single-parent and single-person households make up over half of all households.

SOCIOECONOMIC TRAITS

- Younger residents are highly connected, while older residents do not have much use for the latest and greatest technology.
- They work hard to advance in their professions, including working weekends.
- They take pride in their appearance, consider their fashion trendy, and stick with the same few designer brands.
- They spend money readily on what's hot unless saving for something specific.
- Social status is very important; they look to impress with fashion and electronics.

TAPESTRY
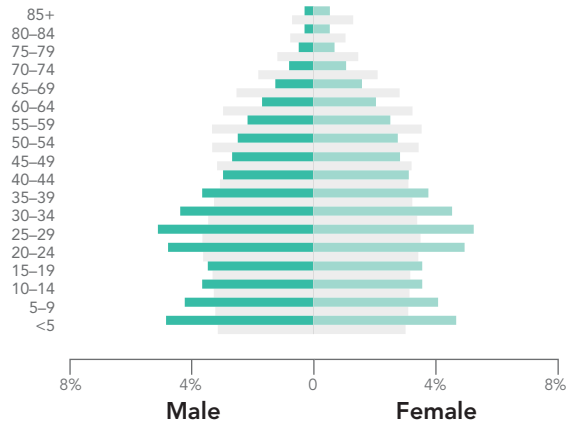SEGMENTATION
esri.com/tapestry

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.

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LifeMode Group: Midtown Singles
Metro Fusion

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AGE BY SEX (Esri data)

Median Age: 29.3 US: 38.2

Indicates US

Male   Female
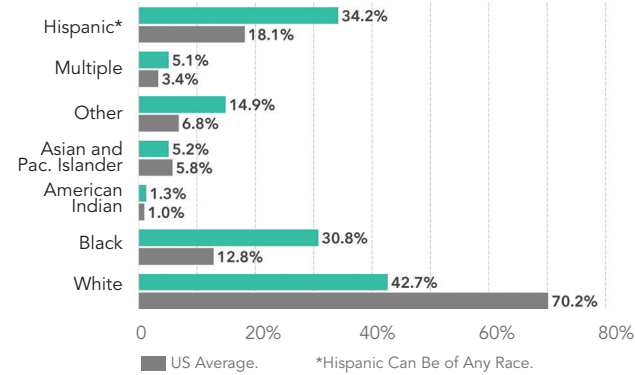
RACE AND ETHNICITY (Esri data)

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*	34.2%	18.1%
Multiple	5.1%	3.4%
Other	14.9%	6.8%
Asian and Pac. Islander	5.2%	5.8%
American Indian	1.3%	1.0%
Black	30.8%	12.8%
White	42.7%	70.2%

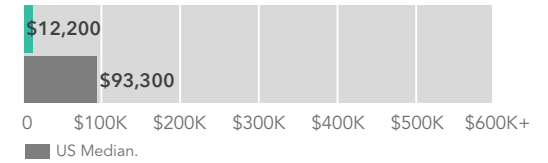US Average.   *Hispanic Can Be of Any Race.

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.
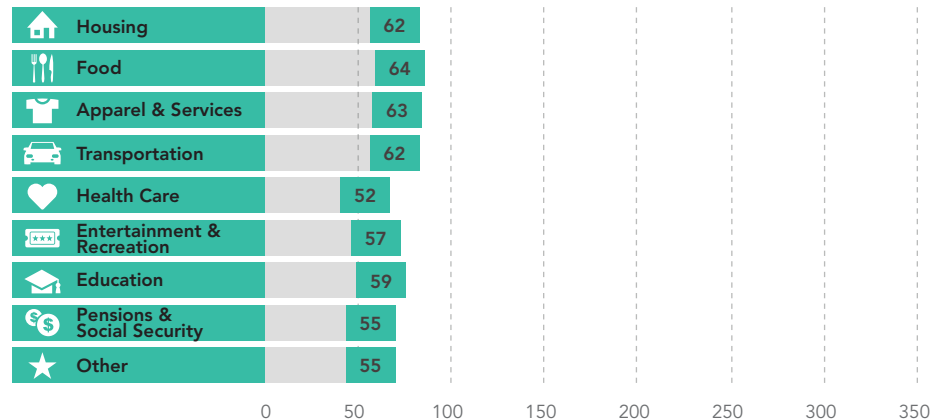
Median Household Income

$35,700
$56,100

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

Median Net Worth

$12,200
$93,300

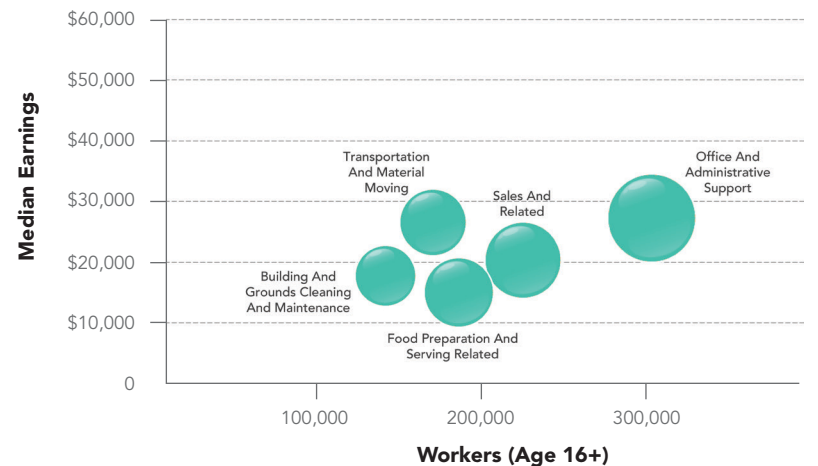0 $100K $200K $300K $400K $500K $600K+

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	62
Food	64
Apparel & Services	63
Transportation	62
Health Care	52
Entertainment & Recreation	57
Education	59
Pensions & Social Security	55
Other	55

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.

Transportation And Material Moving

Sales And Related

Office And Administrative Support

Building And Grounds Cleaning And Maintenance

Food Preparation And Serving Related

Median Earnings

Workers (Age 16+)

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

- Enjoy watching MTV, BET, Spanish TV networks, and truTV.
- Listen to R&B, rap, Latin, and urban music.
- Football and weight lifting are popular activities.
- Shop at discount grocery stores, Family Dollar, and Walmart.
- Often eat frozen dinners, but when dining out prefer McDonald's, Taco Bell, Burger King, and Pizza Hut.

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.
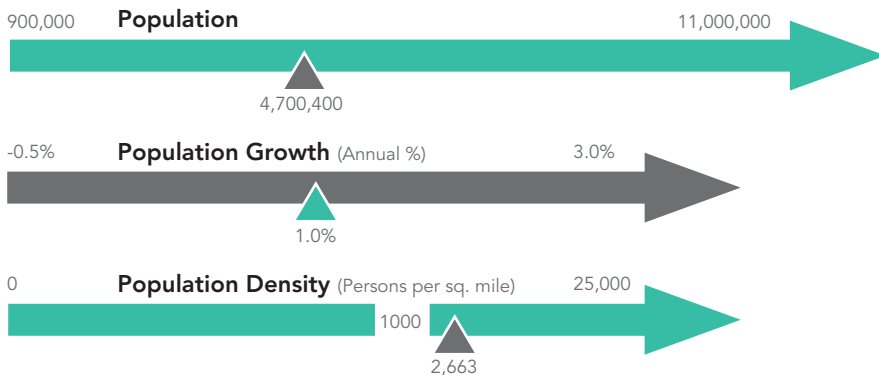
Typical Housing:
Multiunit Rentals;
Single Family

Average Rent:
$898

US Average: $1,038

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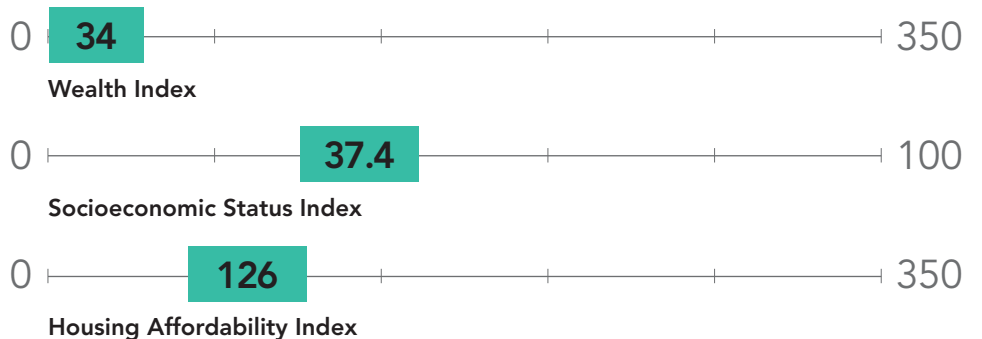US Percentage:
62.7% Own
37.3% Rent

Own 24.0%
Rent 76.0%
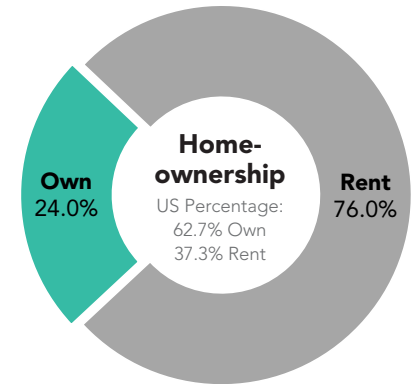
POPULATION CHARACTERISTICS

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
4,700,400

Population Growth (Annual %)
-0.5% — 3.0%
1.0%

Population Density (Persons per sq. mile)
0 — 25,000
1000
2,663

ESRI INDEXES

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

0 — 350
34
Wealth Index

0 — 100
37.4
Socioeconomic Status Index

0 — 350
126
Housing Affordability Index

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SEGMENT DENSITY

This map illustrates the density and
distribution of the *Metro Fusion*
Tapestry Segment by households.

High

Low

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