Diverse Convergence

13A

Households: 1,528,100

Average Household Size: 3.07

Median Age: 32.8

Median Household Income: $46,500

WHO ARE WE?

Diverse Convergence neighborhoods are a rich blend of cultures, found in densely populated urban and suburban areas, almost entirely in the Middle Atlantic (especially in New York and New Jersey) or in California. Almost 40% of residents are foreign-born; nearly one in four households is linguistically isolated. Young families renting apartments in older buildings dominate this market; about one-quarter of households have children. Over one-fifth of households have no vehicle, typically those living in the city. Workers are mainly employed in white-collar and service occupations (especially food service and building maintenance). One-fifth of workers commute using public transportation and more walk or bike to work than expected. Median household income is lower, but home values are higher, reflecting the metropolitan areas in which they live. Consumers are attentive to personal style; purchases reflect their youth and their children. Residents visit Spanish-language websites, watch programs on Spanish TV networks, and listen to Hispanic music.

OUR NEIGHBORHOOD

- Densely settled urban periphery of large metropolitan areas, East and West Coasts.

- Young family market: 41% of families with children (married couple or single parent), plus married couples without children and a notable proportion of multigenerational households (Index 174).

- Approximately 76% of householders live in multiunit apartment buildings, 30% in two and four unit structures (Index 372).

- Majority of apartments built before 1970 (65%), 29% built before 1940 (Index 223).

- One of two vehicles for two-thirds of households; 22% have no vehicle (Index 243).

SOCIOECONOMIC TRAITS

- Almost 40% of the population were born abroad; almost one of five households has residents who do not speak English.

- 27% have no high school diploma (Index 210); 28% have a high school diploma only (Index 103).

- Labor force participation rate is 67% and higher than the US average.

- Hardworking consumers, striving to get ahead; style matters to them.

- Preserving the environment and being in tune with nature are very important.

- Media used most often is the internet.

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)
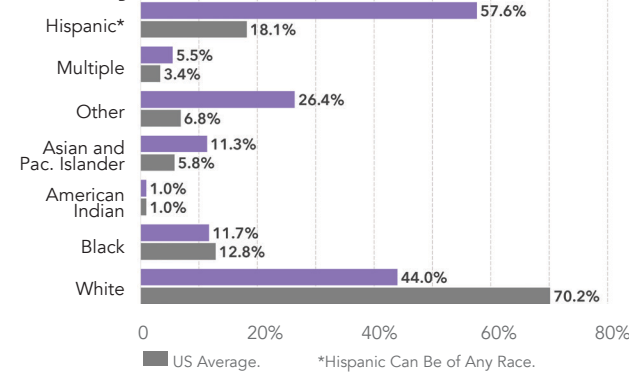
Median Age: 32.8   US: 38.2

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: 88.7   US: 64.0

Group	Value	US Average
Hispanic*	57.6%	18.1%
Multiple	5.5%	3.4%
Other	26.4%	6.8%
Asian and Pac. Islander	11.3%	5.8%
American Indian	1.0%	1.0%
Black	11.7%	12.8%
White	44.0%	70.2%

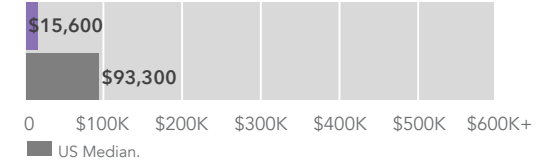US Average.   *Hispanic Can Be of Any Race.

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.
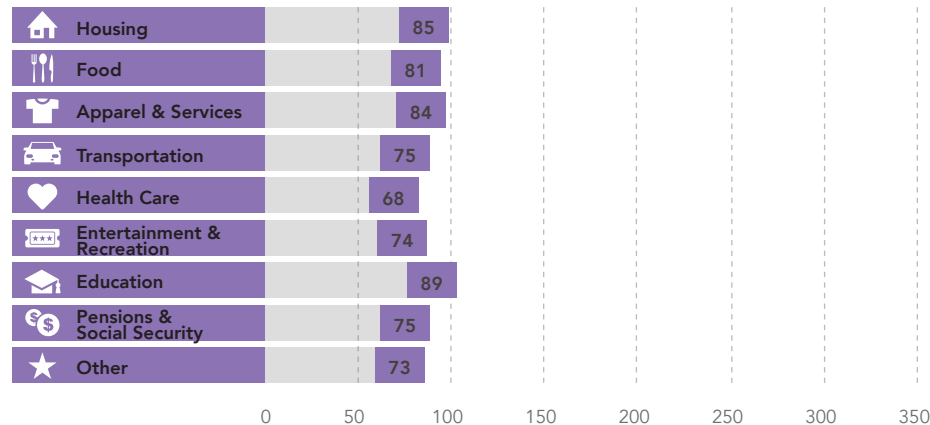
Median Household Income

$46,500
$56,100

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

Median Net Worth

$15,600
$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	85
Food	81
Apparel & Services	84
Transportation	75
Health Care	68
Entertainment & Recreation	74
Education	89
Pensions & Social Security	75
Other	73

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.

13A

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TAPESTRY SEGMENTATION
esri.com/tapestry
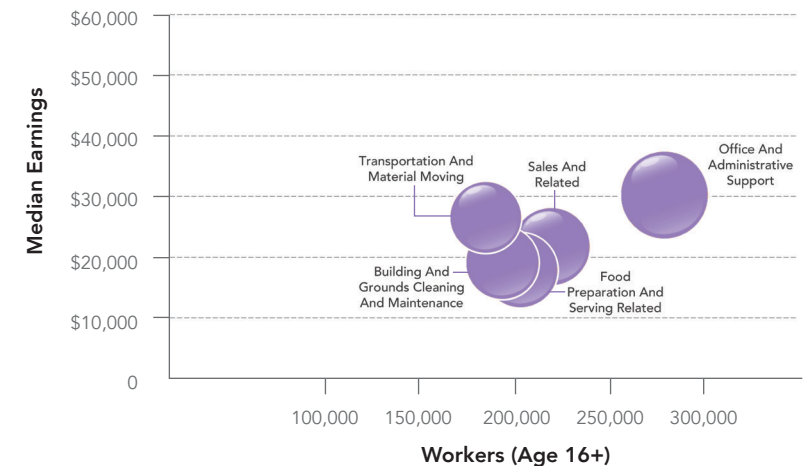
MARKET PROFILE (Consumer preferences are estimated from data by MRI-Simmons.)

- Limited funds to invest in retirement savings plans, stocks, or bonds.
- Shop for groceries at warehouse and club stores, as well as specialty markets.
- Read baby magazines and purchase baby products.
- Family activities include visiting theme parks, going to the beach, playing soccer and basketball, and going out for fast food.
- Use the internet to visit Spanish-language websites and download music, access social media sites, watch movies, and play games.
- Watch programs on children's channels and on Spanish TV networks.
- Listen to Spanish and Latin music on cell phones or on the radio at home.

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.

Own 27.6%

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

Rent 72.4%

Typical Housing:
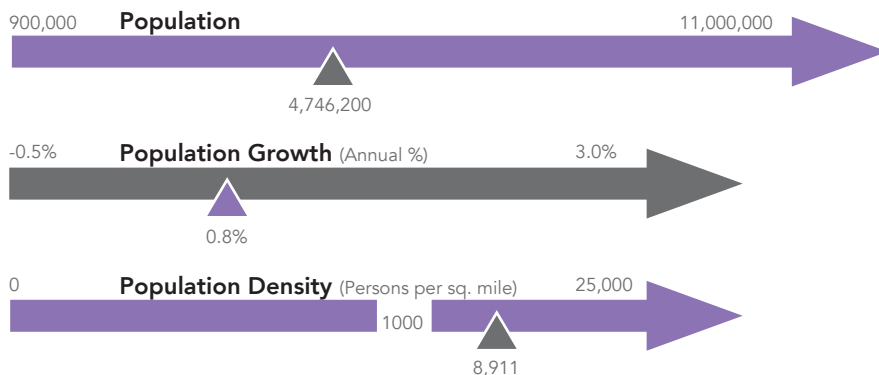High-Density Apartments;
Single Family

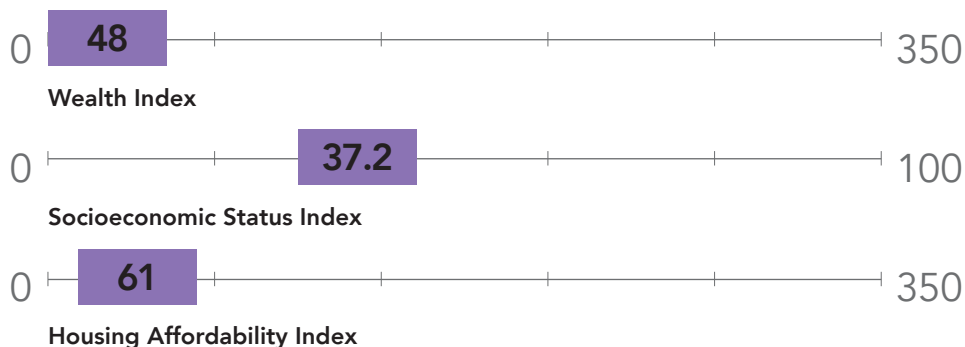**Average Rent:**
$1,191

US Average: $1,038
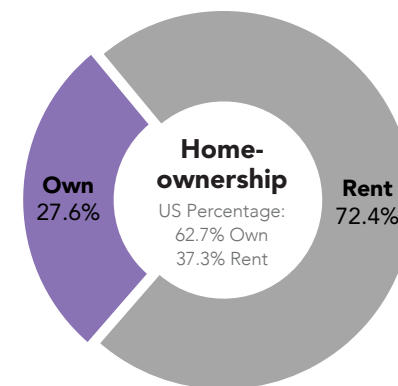
POPULATION CHARACTERISTICS

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
4,746,200

Population Growth (Annual %)
-0.5% — 3.0%
0.8%

Population Density (Persons per sq. mile)
0 — 25,000
1000
8,911

ESRI INDEXES

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

48
0 — 350
Wealth Index

37.2
0 — 100
Socioeconomic Status Index

61
0 — 350
Housing Affordability Index

13A

LifeMode Group: Next Wave

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TAPESTRY
SEGMENTATION
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SEGMENT DENSITY

This map illustrates the density and distribution of the *Diverse Convergence* Tapestry Segment by households.

High

Low

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