



LifeMode Group: Scholars and Patriots

Military Proximity

14A

Households: 186,600

Average Household Size: 3.38

Median Age: 22.6

Median Household Income: \$48,600

WHO ARE WE?

One of the youngest markets, residents of *Military Proximity* are married-couple families just beginning parenthood, with an average household size of 3.38. The armed forces are the common bond for these consumers. Most of the labor force are on active duty or have civilian jobs on military bases. The labor force participation rate, with the armed forces, is close to 80%, highest among Tapestry markets. Moving is routine to *Military Proximity* householders; 40% have recently lived elsewhere. Consumers live a young, active lifestyle with a focus on their families. These communities are located throughout the United States, but mainly in the South and West.



TAPESTRY
SEGMENTATION
esri.com/tapestry

OUR NEIGHBORHOOD

- *Military Proximity* households consist of young, married couples with children (Index 270).
- Average household size is high at 3.38 (Index 131).
- Residents live in single-family attached homes (Index 783) or apartments in small, multiunit buildings (Index 235).
- Most homes were built in 1970 or later; over 40% were constructed by 2000 or later.
- Young, mobile population, more than nine out of ten households are rented.
- Moving is routine to *Military Proximity* households; 40% have moved in the past year.
- Most neighborhoods are located in the suburbs, outside of the main cities of metropolitan areas across the South and West.
- Short commute times are common since most live close to where they are stationed.
- The majority of households have one to two vehicles available.

SOCIOECONOMIC TRAITS

- Over 27% have a college degree; many are still attending college (Index 170).
- Although civilian labor force participation is low at 22%, total labor force participation, with the armed forces, is closer to 80%, highest among Tapestry markets.
- These young residents maintain a healthy and active lifestyle that includes participating in sports and exercise.
- *Military Proximity* consumers are comfortable with personal computers and use the internet for a host of activities, such as entertainment, shopping, making travel arrangements, and paying bills.

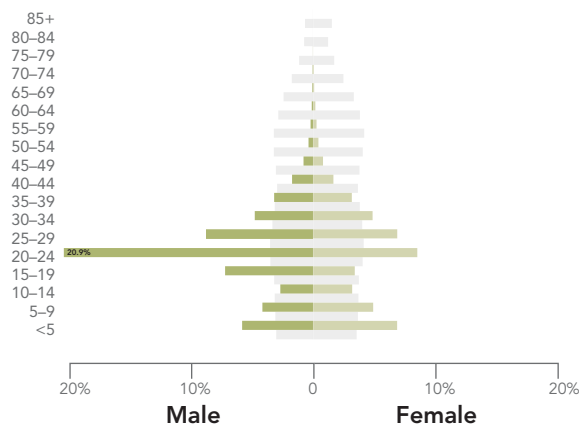
Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Simmons.



AGE BY SEX (Esri data)

Median Age: **22.6** US: 38.2

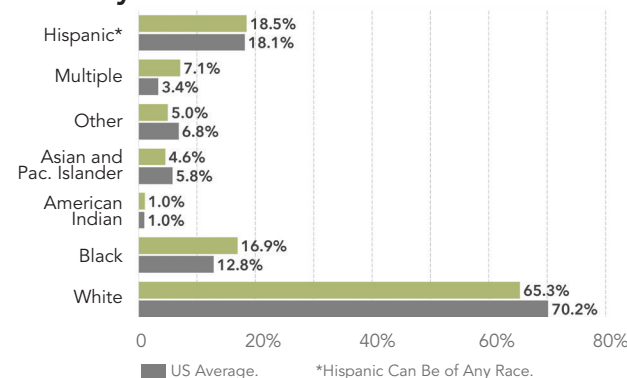
■ Indicates US



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: **68.1** US: 64.0



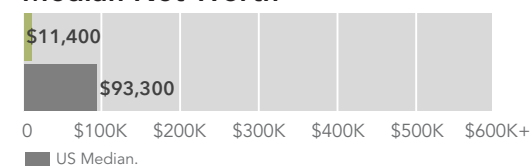
INCOME AND NET WORTH

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

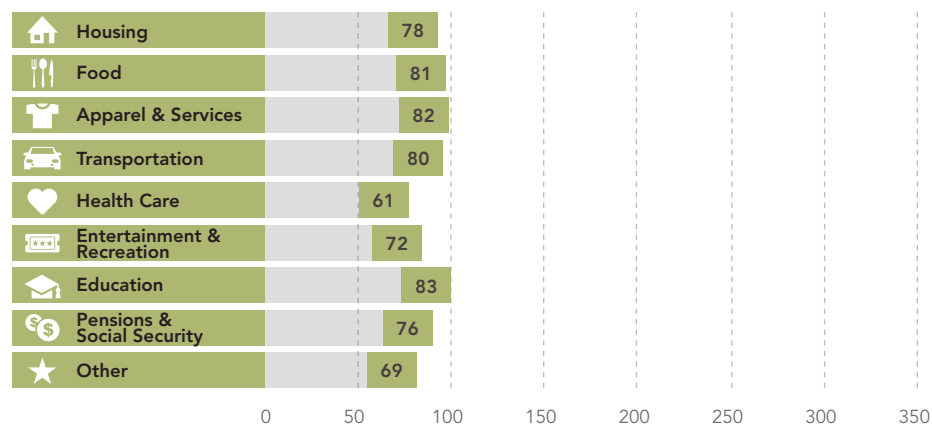


Median Net Worth



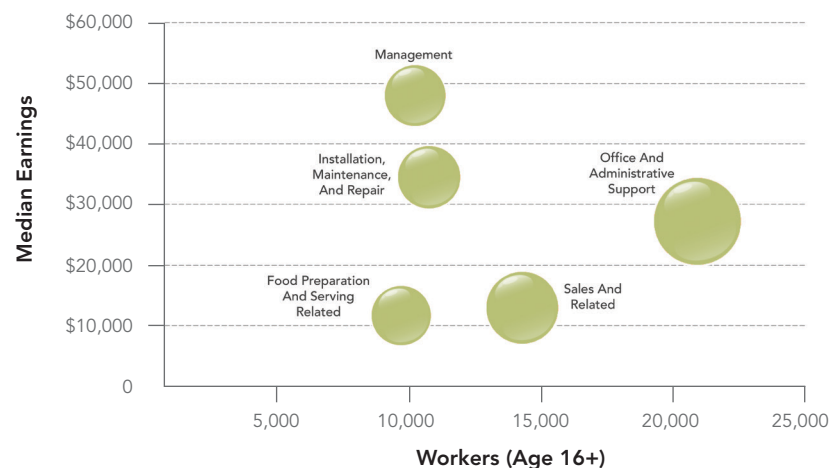
AVERAGE HOUSEHOLD BUDGET INDEX

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.)

- Shopping for baby and children's products at major discount department stores or Amazon.com is common, as is shopping at the military commissary wherever available.
- Television is the popular choice of entertainment, as residents subscribe to cable TV (having multiple sets throughout the house), and own video recorders and gaming systems. Favorite cable stations include Comedy Central and the Learning Channel.
- Residents are active in their communities—attending meetings and school affairs and engaging in fundraising.
- Trucks, SUVs, and compact cars are popular vehicles in which to transport their growing families.
- Many households own pets, particularly dogs.

HOUSING

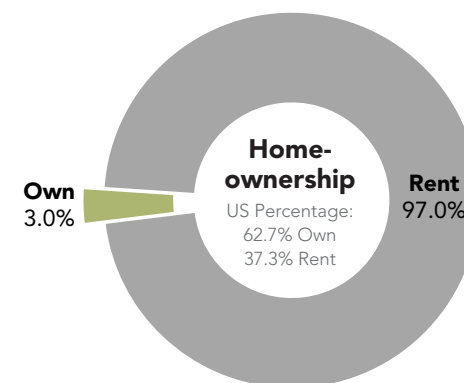
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
Townhomes;
Multiunit Rentals

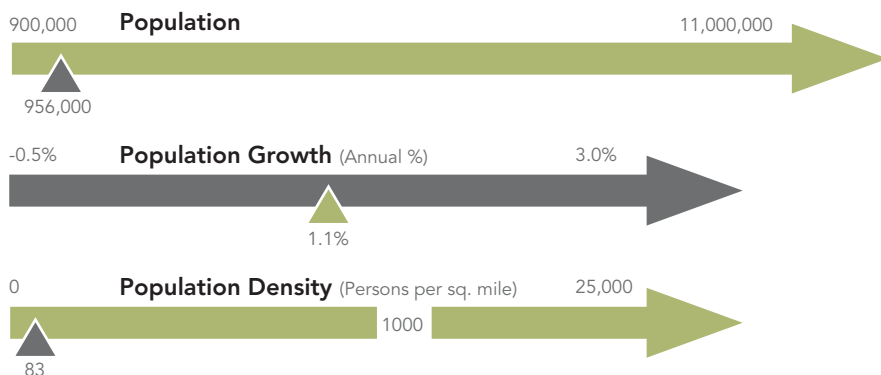
Average Rent:
\$1,570

US Average: \$1,038



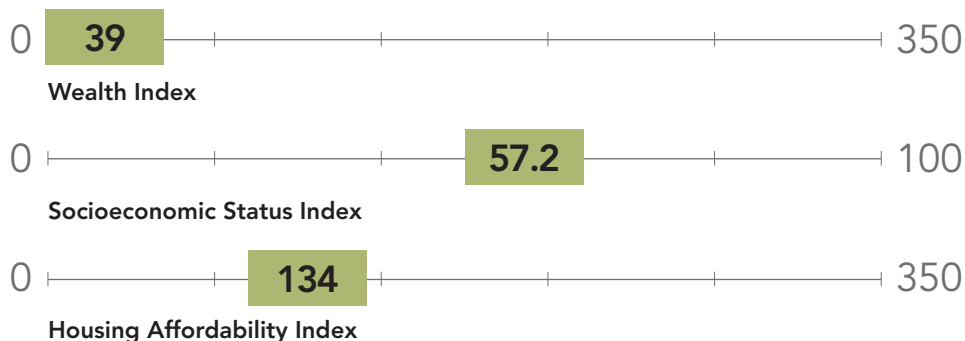
POPULATION CHARACTERISTICS

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.



ESRI INDEXES

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





SEGMENT DENSITY

This map illustrates the density and distribution of the *Military Proximity* Tapestry Segment by households.

