LifeMode Group: Upscale Avenues

Pacific Heights

2C

Households: 889,400

Average Household Size: 3.17

Median Age: 42.7

Median Household Income: $93,300

WHO ARE WE?

Pacific Heights is one of the smaller markets (with less than 1% of households), composed of upscale neighborhoods in the urban periphery of metropolitan areas, along the Pacific Coast in California, in Hawaii, and in the Northeast. This market includes the highest percentage of multiracial populations. This is a family market, distinguished by married-couple families, with and without children, some in multigenerational households. They own their homes, mainly high-priced single-family homes, with a higher proportion of town houses. Workers are generally employed in white-collar occupations such as business, computer, architecture, and engineering roles. Median household income and net worth are much higher than the US. These trendy residents buy nice food and clothing, as well as the latest gadgets.

OUR NEIGHBORHOOD

- These are diverse, densely populated neighborhoods in the urban periphery of metropolitan areas.
- Homes are primarily owner occupied and older, most built in 1950–1979 (57%).
- Two-thirds of homes are single family; 14% are town houses (Index 244).
- Nearly 70% of owned homes are valued at over $500,000 (Index 492).
- Percentage of vacant housing units at 4.1% is one of the lowest (Index 36).
- About 61% of households are composed of married-couple families, with or without children under 18 years, with a higher ratio of adult children living at home (Index 157).
- Two-thirds of households own one or two vehicles, but 28% own three or more (Index 141).

SOCIOECONOMIC TRAITS

- Education completed: Over 67% of residents have some college education; 41% have a bachelor's degree or higher (Index 131).
- Labor force participation rate is average at 62%.
- Salaries account for most of the household income among these professionals, but investment income adds to their affluence.
- Financially conservative, these consumers tend to opt for low-risk investments.
- They keep up-to-date with the latest styles and trends, as well as the latest technology.
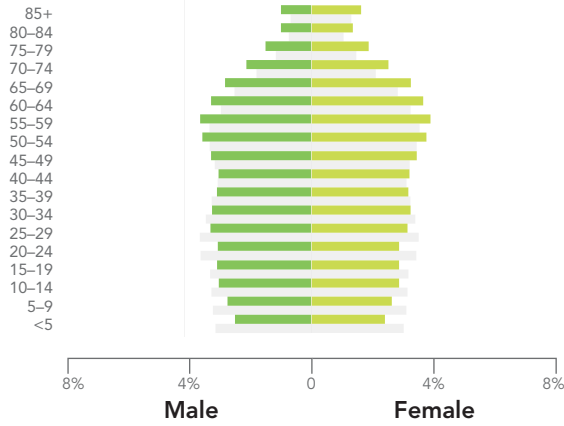
TAPESTRY SEGMENTATION
esri.com/tapestry

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.

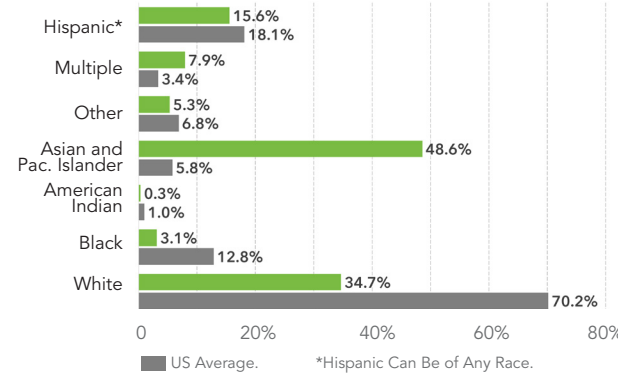## AGE BY SEX (Esri data)

Median Age: 42.7   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: 75.0   US: 64.0

Group	This Market	US Average
Hispanic*	15.6%	18.1%
Multiple	7.9%	3.4%
Other	5.3%	6.8%
Asian and Pac. Islander	48.6%	5.8%
American Indian	0.3%	1.0%
Black	3.1%	12.8%
White	34.7%	70.2%

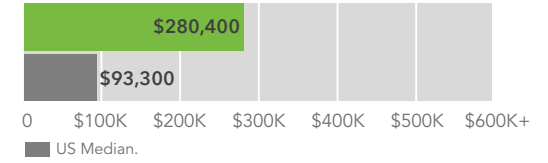■ US Average.   *Hispanic Can Be of Any Race.

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.
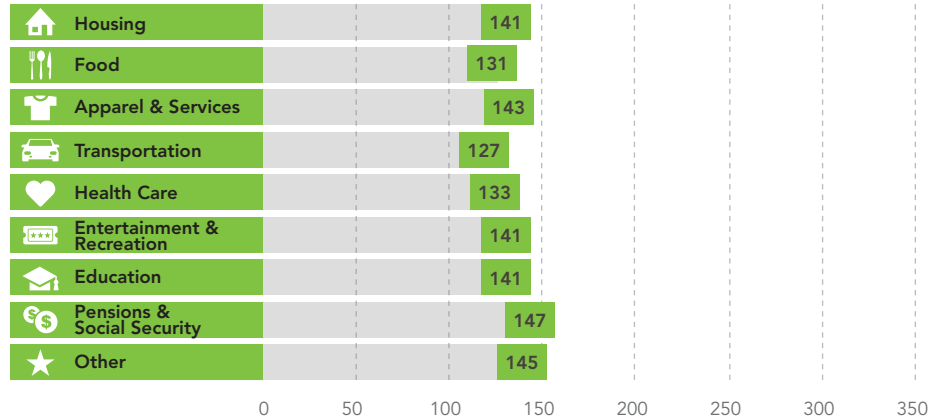
Median Household Income

$93,300
$56,100

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

Median Net Worth

$280,400
$93,300

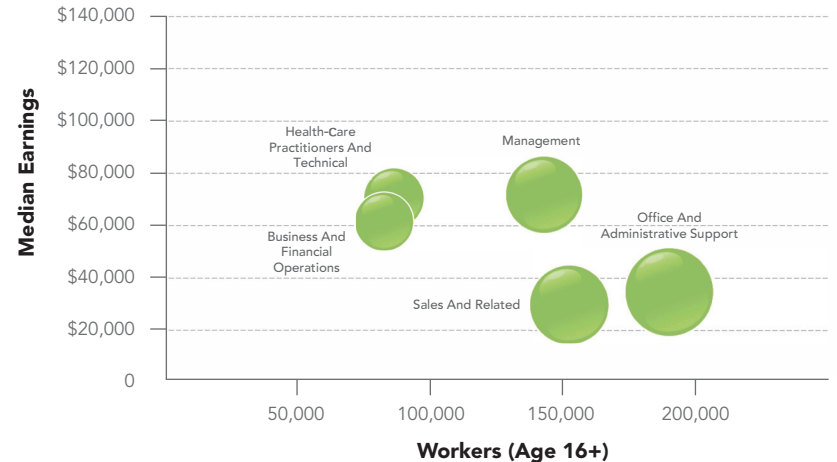0 $100K $200K $300K $400K $500K $600K+

■ 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	141
Food	131
Apparel & Services	143
Transportation	127
Health Care	133
Entertainment & Recreation	141
Education	141
Pensions & Social Security	147
Other	145

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.

Median Earnings

Health-Care Practitioners And Technical
Management
Office And Administrative Support
Business And Financial Operations
Sales And Related

Workers (Age 16+)

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

- Prefer imported vehicles, owning later models.
- Favor trendier stores for apparel; Costco and specialty markets for groceries.
- Own iPads and newer Mac computers.
- Use the internet to visit online blogs and chat rooms, watch TV programs and movies, trade and track investments, and make purchases.
- Enjoy visiting theme parks; eating out at family restaurants; stopping by Starbucks for coffee; listening to all news, contemporary, and hit radio music; and reading fashion magazines.
- Partial to Showtime, HBO, Travel Channel, and CNN.
- Make phone calls overseas; some foreign travel over the last three years.

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.
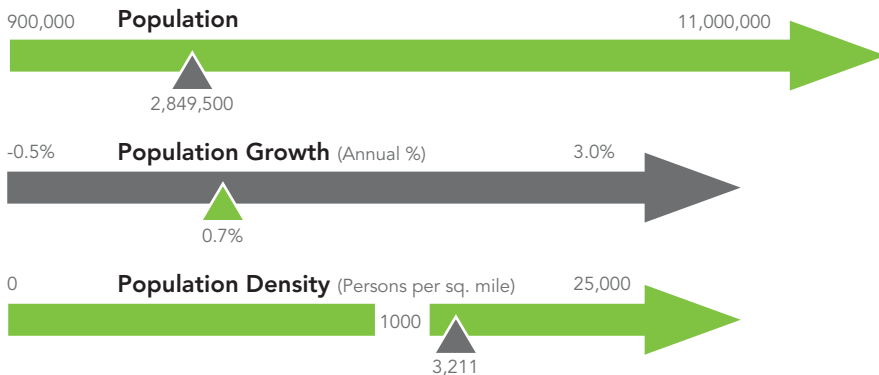

Typical Housing:
Single Family

Median Value:
$611,700
US Median: $207,300

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

Own 72.4%
Rent 27.6%
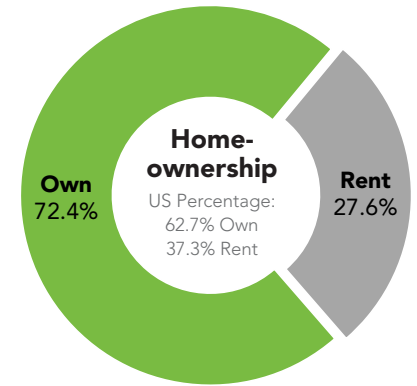
POPULATION CHARACTERISTICS

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
2,849,500

Population Growth (Annual %)
-0.5% — 3.0%
0.7%

Population Density (Persons per sq. mile)
0 — 25,000
1000
3,211

ESRI INDEXES

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

Wealth Index
0 — 148 — 350

Socioeconomic Status Index
0 — 50.1 — 100

Housing Affordability Index
0 — 75 — 350
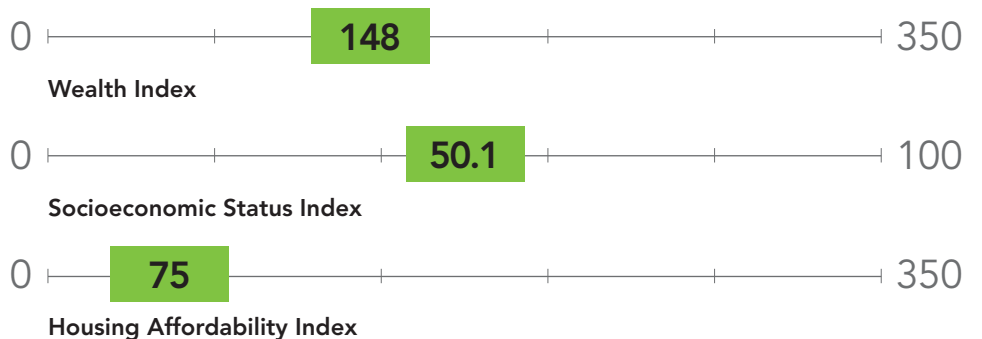
SEGMENT DENSITY

This map illustrates the density and distribution of the *Pacific Heights* Tapestry Segment by households.
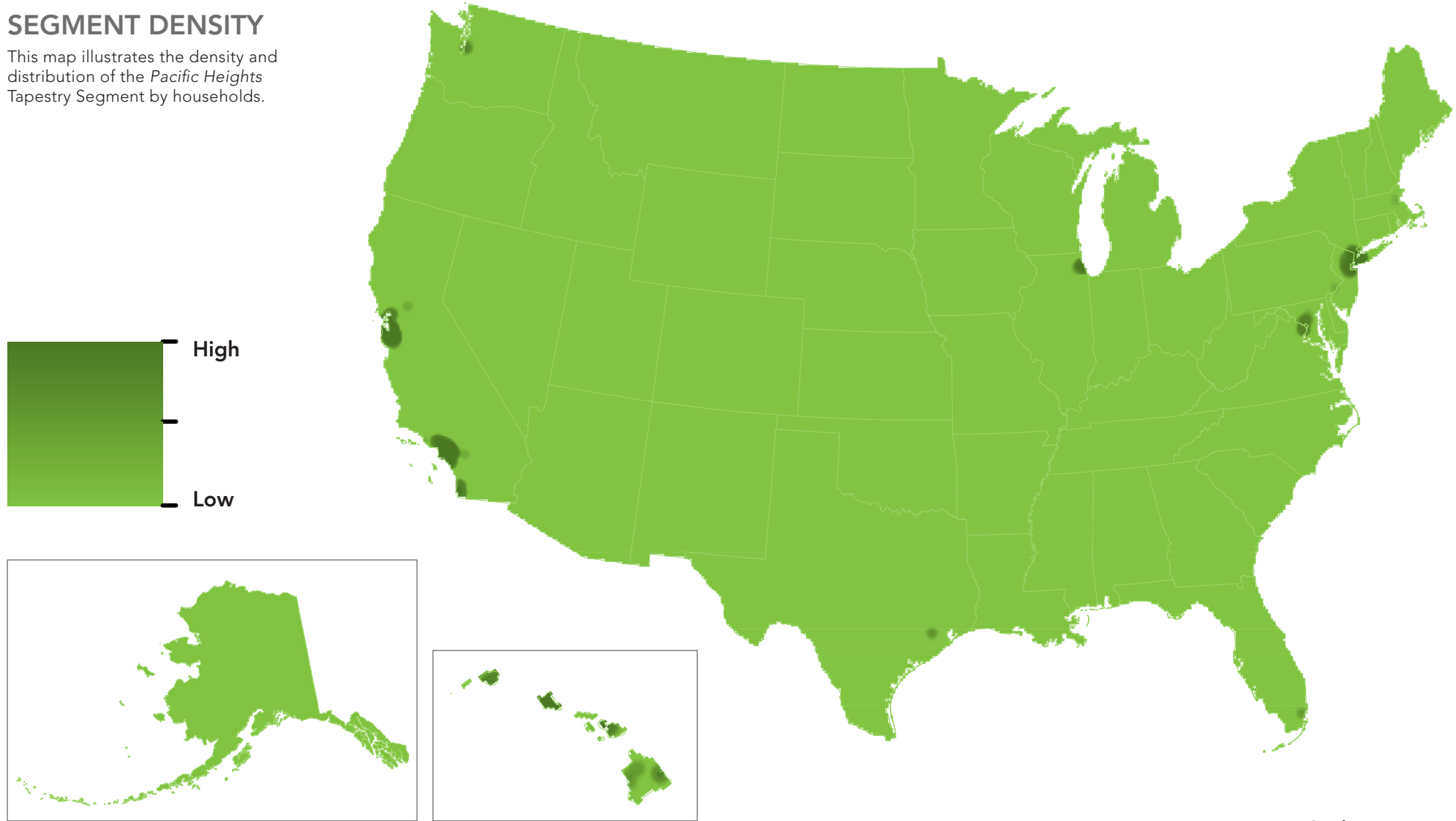
High

Low

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1-800-447-9778
info@esri.com
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