WHO ARE WE?

Residents in this highly mobile and educated market live alone or with a roommate in older apartment buildings and condos located in the urban core of the city. This is one of the fastest growing segments; the popularity of urban life continues to increase for consumers in their late twenties and thirties. Metro Renters residents income is above the US average, but they spend a large portion of their wages on rent, clothes, and the latest technology. Computers and cell phones are an integral part of everyday life and are used interchangeably for news, entertainment, shopping, and social media. Metro Renters residents live close to their jobs and usually walk or take a taxi to get around the city.

OUR NEIGHBORHOOD

- Over half of all households are occupied by singles, resulting in the smallest average household size among the markets, 1.67.
- Neighborhoods feature 20+ unit apartment buildings, typically surrounded by offices and businesses.
- Renters occupy close to 80% of all households.
- Public transportation, taxis, walking, and biking are popular ways to navigate the city.

SOCIOECONOMIC TRAITS

- Well-educated consumers, many currently enrolled in college.
- Very interested in the fine arts and strive to be sophisticated; value education and creativity.
- Willing to take risks and work long hours to get to the top of their profession.
- Become well informed before purchasing the newest technology.
- Prefer environmentally safe products.
- Socializing and social status very important.
**AGE BY SEX** (Esri data)

Median Age: **32.5** 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: 61.9** US: **64.0**

- Hispanic*: 11.7% 18.1%
- Multiple: 3.8% 3.4%
- Other: 3.5% 6.8%
- Asian and Pac. Islander: 5.8% 14.5%
- American Indian: 0.4% 1.0%
- Black: 10.8% 12.8%
- White: 66.9% 70.2%

**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: 130
- Food: 126
- Apparel & Services: 189
- Transportation: 111
- Health Care: 108
- Entertainment & Recreation: 85
- Education: 123
- Pensions & Social Security: 60
- Other: 105

**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: $67,000
- Median Net Worth: $21,000

**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.
MARKET PROFILE  (Consumer preferences are estimated from data by GfK MRI)

- Enjoy wine at bars and restaurants.
- Shop at Trader Joe’s and Whole Foods for groceries; partial to organic foods.
- Own a Mac computer and use it for reading/writing blogs, accessing dating websites, and watching TV programs and movies.
- Favorite websites: Facebook, Twitter, YouTube, and LinkedIn.
- Use a tablet for reading newspapers and magazines.
- Participate in leisure activities including yoga, Pilates, and downhill skiing.

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
Average Rent: $1,430
US Average: $1,038

POPOPULATION 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>Population Growth</th>
<th>Population Density</th>
</tr>
</thead>
<tbody>
<tr>
<td>900,000</td>
<td>-0.5%</td>
<td>0</td>
</tr>
<tr>
<td>3,373,900</td>
<td></td>
<td>1,800</td>
</tr>
<tr>
<td>11,000,000</td>
<td>3.0%</td>
<td>25,000</td>
</tr>
</tbody>
</table>

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: 75
- Socioeconomic Status Index: 133
- Housing Affordability Index: 88
SEGMENT DENSITY
This map illustrates the density and distribution of the Metro Renters Tapestry Segment by households.