LifeMode Group: GenXurban

Midlife Constants

Households: 3,068,400
Average Household Size: 2.31
Median Age: 47.0
Median Household Income: $53,200

WHO ARE WE?
Midlife Constants residents are seniors, at or approaching retirement, with below-average labor force participation and below-average net worth. Although located in predominantly metropolitan areas, they live outside the central cities, in smaller communities. Their lifestyle is more country than urban. They are generous but not spendthrifts.

OUR NEIGHBORHOOD
• Older homes (most built before 1980) found in the suburban periphery of smaller metropolitan markets.
• Primarily married couples, with a growing share of singles.
• Settled neighborhoods with slow rates of change and residents that have lived in the same house for years.
• Single-family homes, less than half still mortgaged, with a median home value of $154,100 (Index 74).

SOCIOECONOMIC TRAITS
• Education: 63% have a high school diploma or some college.
• At 31%, the labor force participation rate is low in this market (Index 91).
• Almost 42% of households are receiving Social Security (Index 141); 27% also receive retirement income (Index 149).
• Traditional, not trendy; opt for convenience and comfort not cutting edge. Technology has its uses, but the bells and whistles are a bother.
• Attentive to price, but not at the expense of quality, they prefer to buy American and natural products.
• Radio and newspapers are the media of choice (after television).

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.
**Midlife Constants**

**AGE BY SEX** (Esri data)

Median Age: 47.0  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:** 36.2  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.

**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.)

• Prefer practical vehicles like SUVs and trucks (domestic, of course).
• Sociable, church-going residents belonging to fraternal orders, veterans’ clubs, and charitable organizations and do volunteer work and fundraising.
• Contribute to arts/cultural, educational, health, and social services organizations.
• DIY homebodies that spend on home improvement and gardening.
• Media preferences: country or movie channels.
• Leisure activities include movies at home, reading, fishing, and golf.

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

Typical Housing: Single Family
Median Value: $154,100
US Median: $207,300

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

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.
SEGMEN T DENSITY
This map illustrates the density and distribution of the Midlife Constants Tapestry Segment by households.