Midlife Constants

5E

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).

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: 47.0 US: 38.2

■ Indicates US

Male — Female
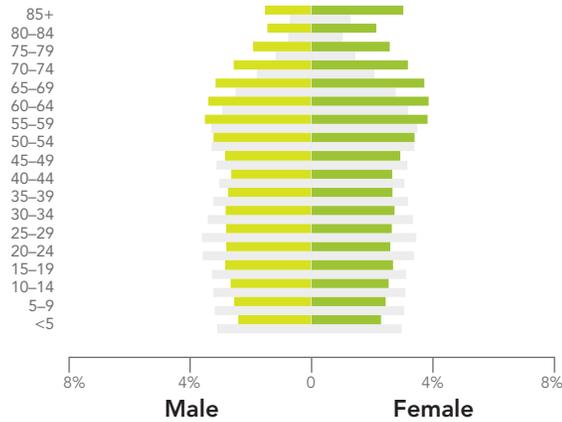
RACE AND ETHNICITY (Esri data)

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: 36.2 US: 64.0

Group	This market	US Average
Hispanic*	7.7%	18.1%
Multiple	2.3%	3.4%
Other	2.3%	6.8%
Asian and Pac. Islander	2.1%	5.8%
American Indian	0.7%	1.0%
Black	6.6%	12.8%
White	86.0%	70.2%

■ US Average.   *Hispanic Can Be of Any Race.
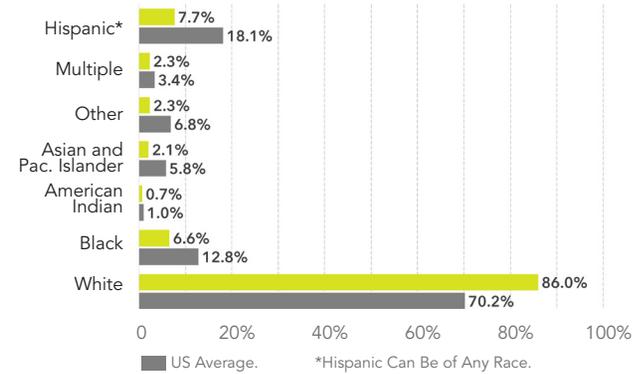
INCOME AND NET WORTH

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

$53,200
$56,100

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

Median Net Worth

$138,300
$93,300

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

■ US Median.
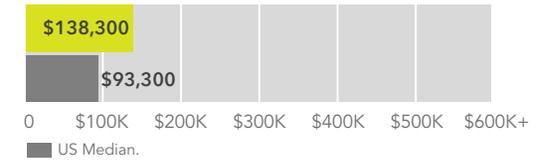
AVERAGE HOUSEHOLD BUDGET INDEX

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	85
Apparel & Services	82
Transportation	88
Health Care	94
Entertainment & Recreation	87
Education	79
Pensions & Social Security	83
Other	88

0 50 100 150 200 250 300 350
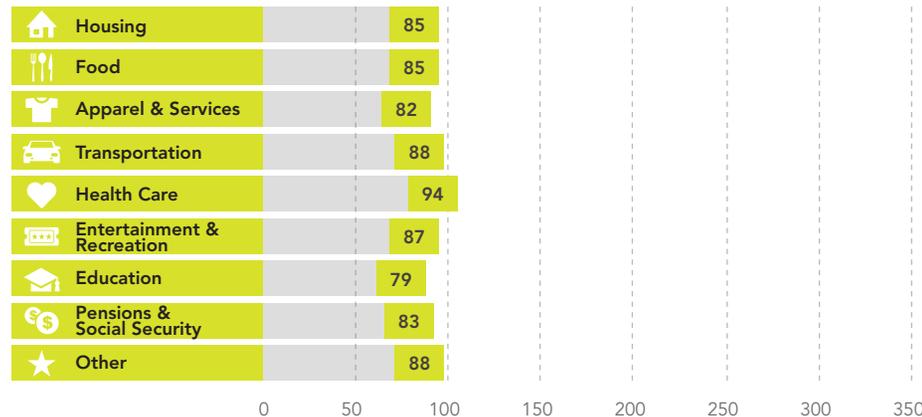
OCCUPATION BY EARNINGS

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.

Health-Care Practitioners And Technical
Education, Training, And Library
Management
Sales And Related
Office And Administrative Support

Median Earnings
Workers (Age 16+)
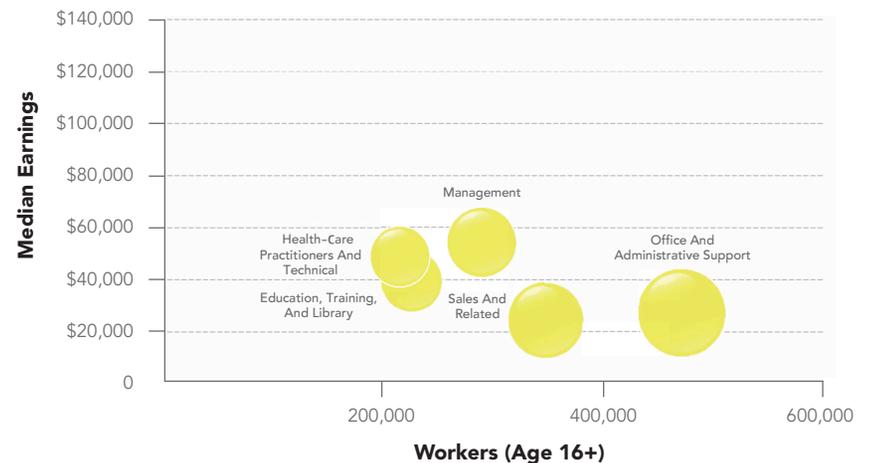
MARKET PROFILE (Consumer preferences are estimated from data by MRI-Simmons.)

- 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.

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:
$154,100
US Median: $207,300

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

Own 72.7%

Rent 27.3%
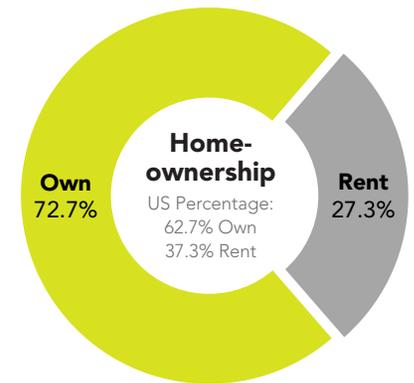
POPULATION CHARACTERISTICS

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
7,325,300

Population Growth (Annual %)
-0.5% — 3.0%
0.3%

Population Density (Persons per sq. mile)
0 — 25,000
1000
307
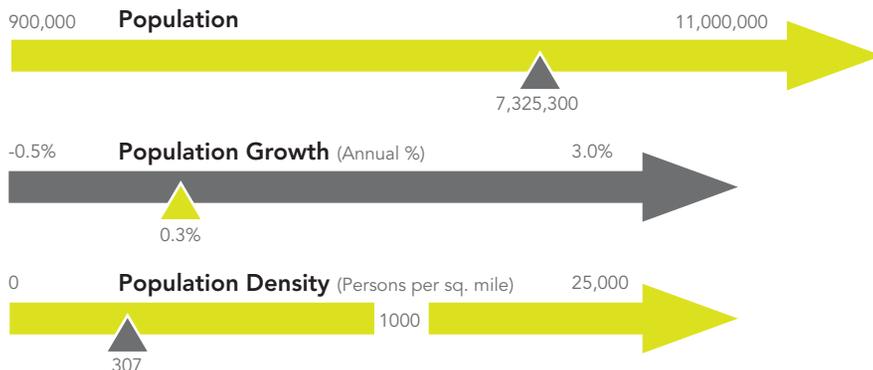
ESRI INDEXES

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

0 — **107** — 350
Wealth Index

0 — **52.3** — 100
Socioeconomic Status Index

0 — **163** — 350
Housing Affordability Index

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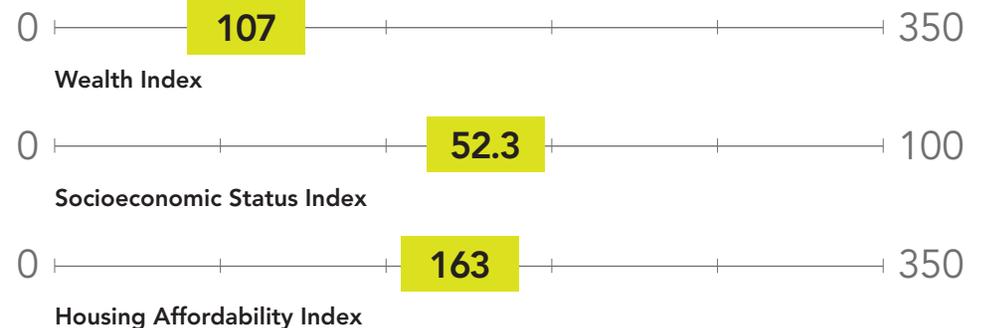
This map illustrates the density and distribution of the *Midlife Constants* Tapestry Segment by households.

High

Low
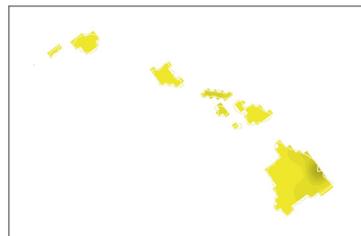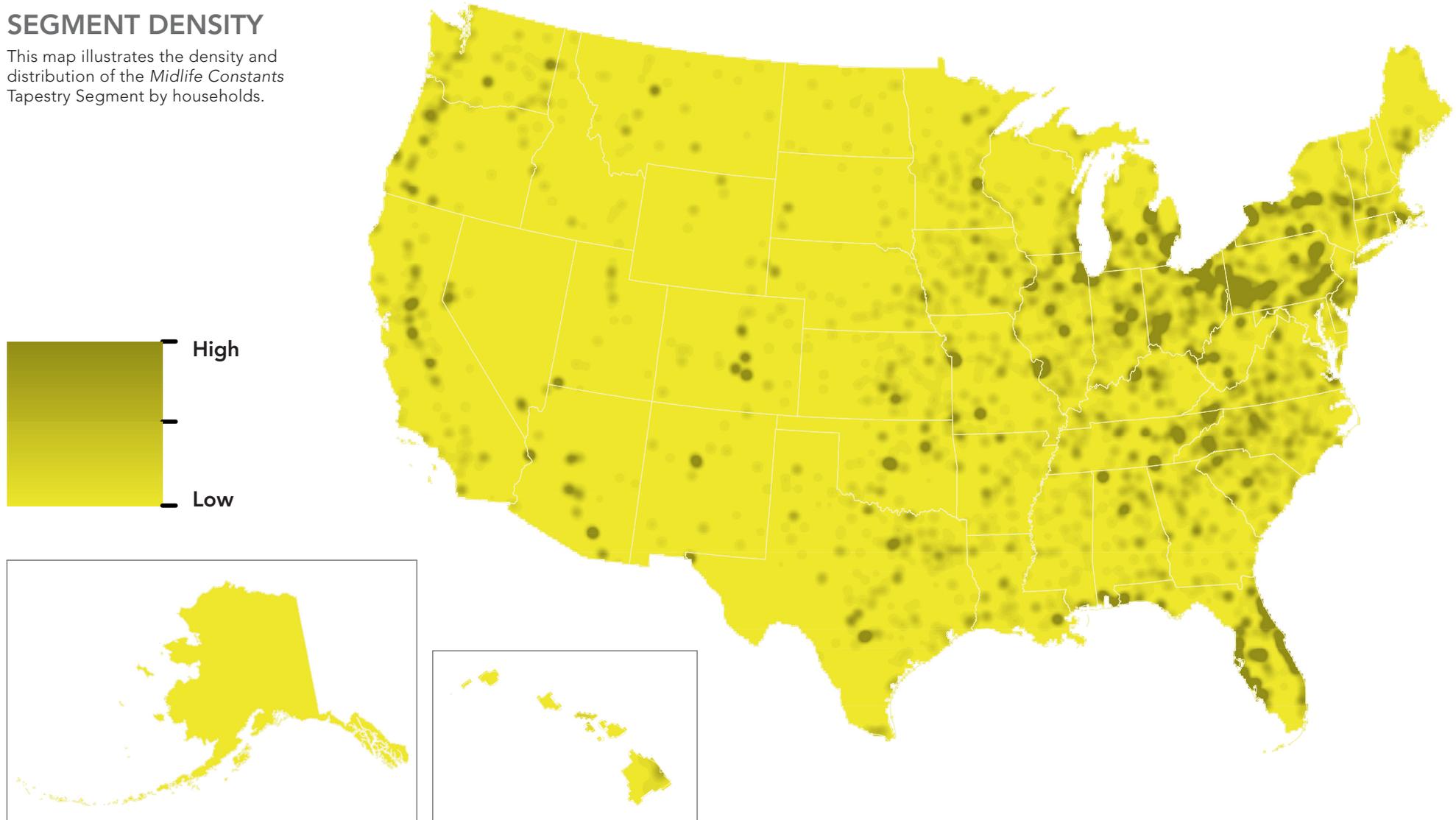
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