



LifeMode Group: Middle Ground

Downtown Melting Pot

8D

Households: 814,000

Average Household Size: 2.93

Median Age: 37.7

Median Household Income: \$50,200

WHO ARE WE?

Downtown Melting Pot is a smaller, settled market, composed of much older neighborhoods located in cities in the Middle Atlantic division (mainly New York) or on the Pacific Coast. A mix of races and ethnicities reside here, with close to half of the residents foreign born and 28% who do not speak English. These neighborhoods are dominated by married-couple families who live in rented apartments. Residents are employed in professional, service (especially food and personal service), sales, and administrative occupations; many work outside the county in which they live. Median household income and net worth are below average, although the home values in these neighborhoods are high.

OUR NEIGHBORHOOD

- This is the most densely populated market, located in older neighborhoods of metropolitan cities, primarily in the Middle Atlantic division.
- There are older apartment buildings; almost half of households built before 1950.
- Over three-fourths of homes are in multiunit structures: 2–4 unit (Index 403), 5–19 unit (Index 159), or 20+ unit buildings (Index 357).
- About 69% of households are rented—in neighborhoods where many of the owner-occupied units are valued at \$500,000+ (Index 422).
- Vacancy rate is low at 7.7%.
- Families are the dominant household type: married-couple families with children (24%) and without (24%); above-average shares of multigenerational households and adult children.
- Households are as likely to own one vehicle (39%) as no vehicle (Index 418).

SOCIOECONOMIC TRAITS

- 51% with some college (Index 85) or a bachelor's degree or higher (Index 100).
- Labor force participation rate at 59.2%, slightly lower than the US.
- Wage and salary income for 76% of households; another notable source is Supplemental Security Income for 8.5% (Index 158).
- Busy consumers, often feeling overwhelmed, with longer work commutes.
- Careful shoppers, who use coupons, demonstrating some brand loyalty.
- Get news and information from various forms of media (newspapers, radio, TV, and internet).



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.



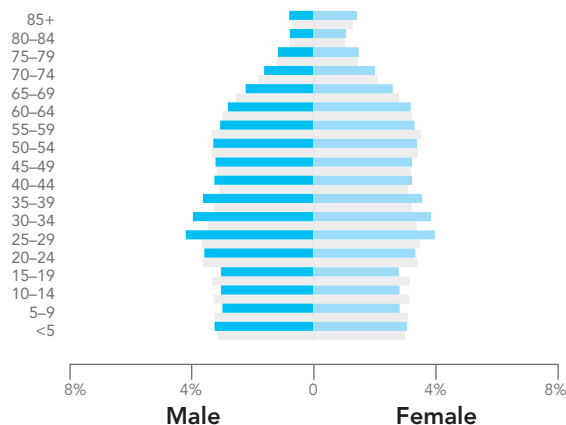
Downtown Melting Pot



AGE BY SEX (Esri data)

Median Age: **37.7** US: 38.2

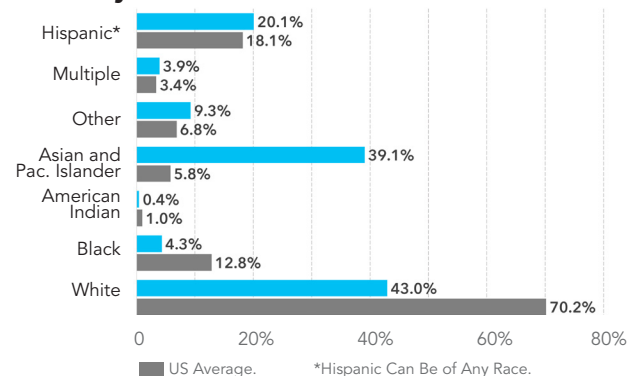
■ Indicates US



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: **77.2** US: 64.0



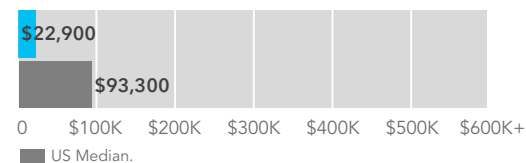
INCOME AND NET WORTH

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.

Median Household Income

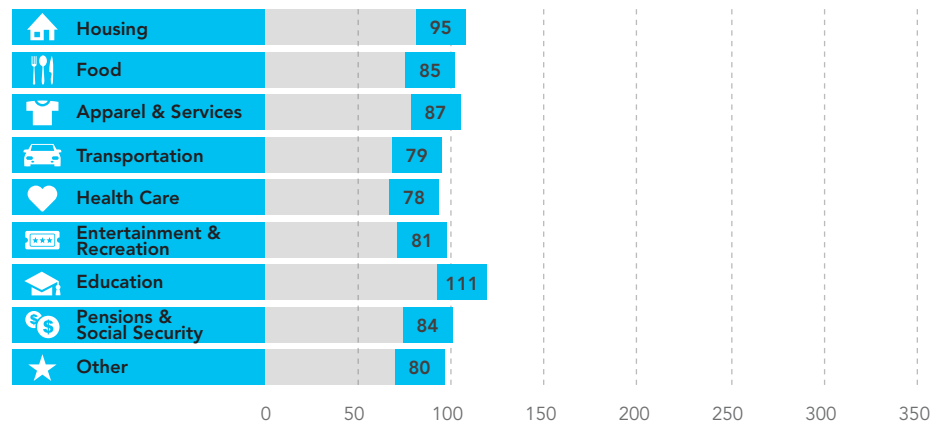


Median Net Worth



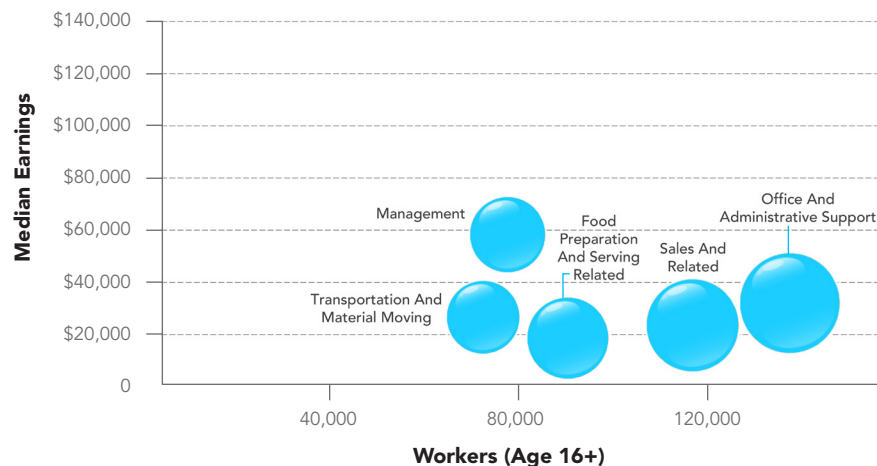
AVERAGE HOUSEHOLD BUDGET INDEX

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.)

- Tend to own just one vehicle, or utilize rental vehicles for their transportation needs.
- Carry debt from credit card balances rather than loans or mortgages; lack of investments in stocks and retirement plans.
- Avid about recycling.
- Use the internet for entertainment, social media, and blogging.
- Enjoy dancing, eating out at their favorite family restaurants, and playing sports (such as volleyball, baseball, and soccer).
- Try to buy low-calorie or low-fat food but enjoy pizza delivery and occasional fast-food stops.
- A favorite kitchen appliance: electric juicers.
- Make phone calls overseas; some foreign travel over the last three years.

HOUSING

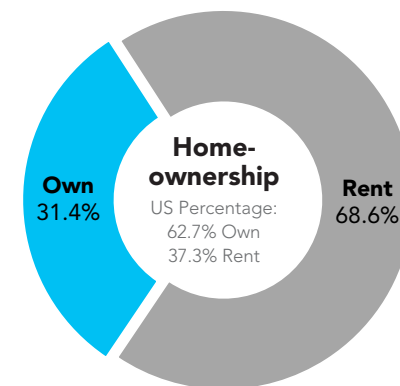
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
High-Density Apartments

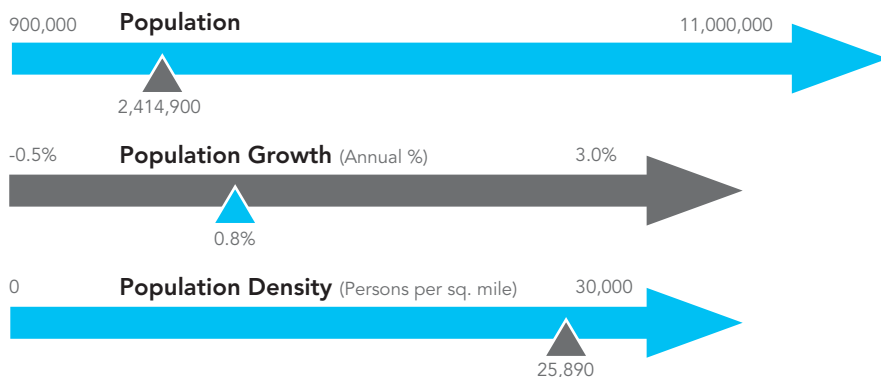
Average Rent:
\$1,282

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.





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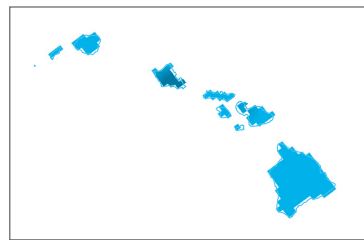
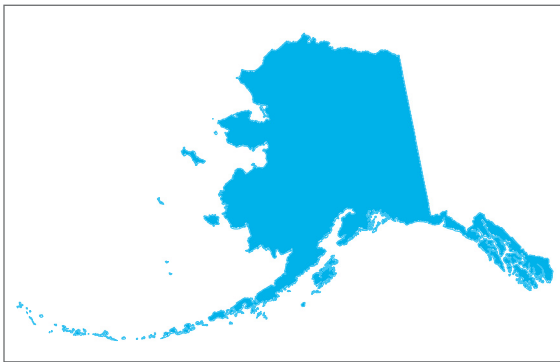
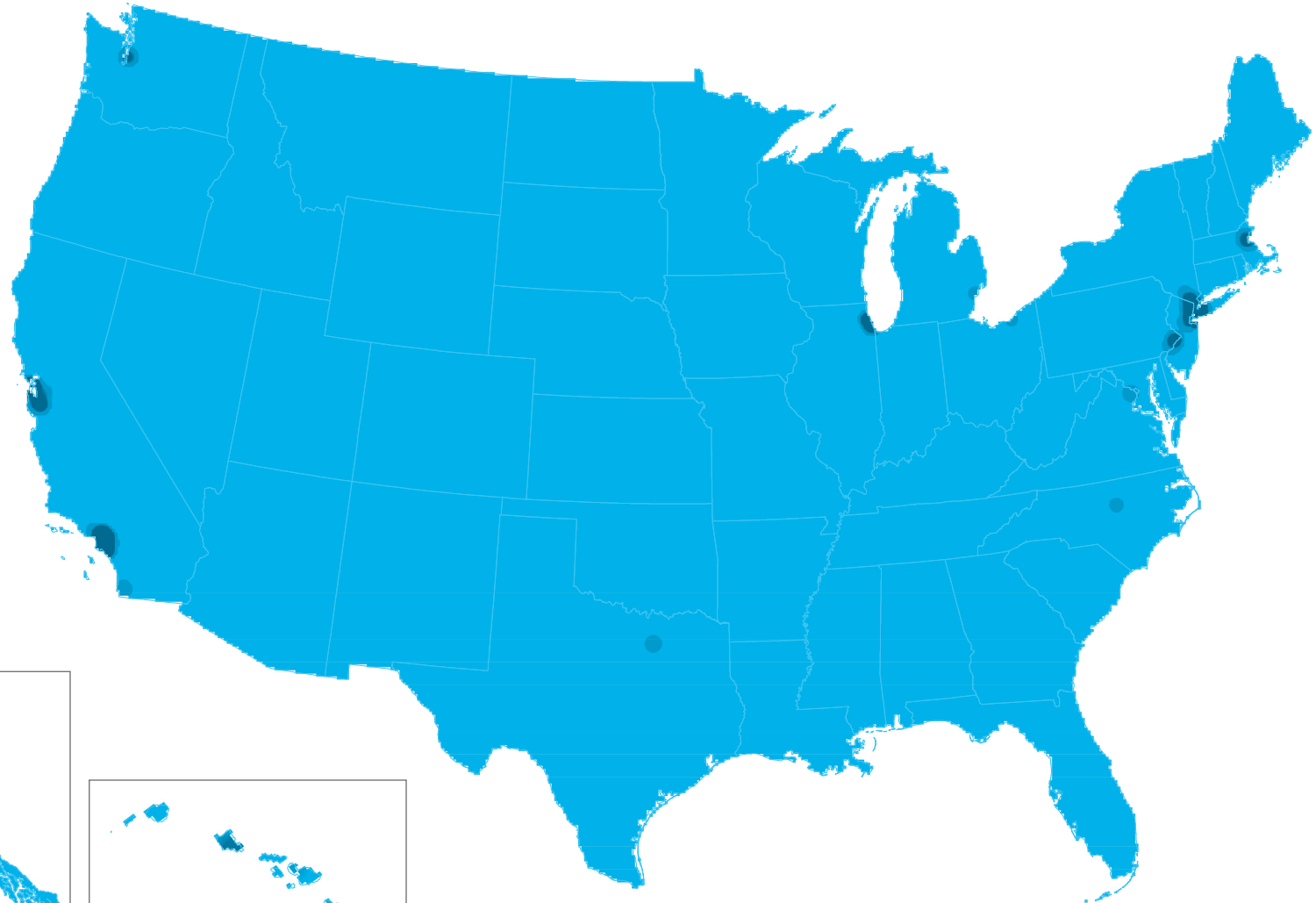
Downtown Melting Pot



TAPESTRY
SEGMENTATION
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SEGMENT DENSITY

This map illustrates the density and distribution of the *Downtown Melting Pot* Tapestry Segment by households.



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