LifeMode Group: Middle Ground
Front Porches

Households: 1,960,300
Average Household Size: 2.57
Median Age: 34.9
Median Household Income: $43,700

WHO ARE WE?

*Front Porches* are a blend of household types, with more young families with children and more single households than average. More than half of householders are renters, and many of the homes are older town homes or duplexes. Friends and family are central to *Front Porches* residents and help to influence household buying decisions. Households tend to own just one vehicle, but it is used only when needed.

OUR NEIGHBORHOOD

- Nearly one in five homes is a duplex, triplex, or quad; half are older single-family dwellings.
- Just over half the homes are occupied by renters.
- Older, established neighborhoods; three quarters of all homes were built before 1980.
- Single-parent families or singles living alone make up almost half of the households.

SOCIOECONOMIC TRAITS

- Composed of a blue-collar work force with a strong labor force participation rate.
- Price is more important than brand names or style to these consumers.
- With limited incomes, these are not adventurous shoppers.
- They would rather cook a meal at home than dine out.
- They seek adventure and strive to have fun.

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.
**LifeMode Group: Middle Ground**

**Front Porches**

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**TAPESTRY SEGMENTATION**

esri.com/tapestry

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**Age by Sex** (Esri data)

**Median Age:** 34.9  
US: 38.2

- Indicates US

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**Race and Ethnicity** (Esri data)

**Diversity Index:** 72.7  
US: 64.0

- Indicates US

- Hispanic*
- Multiple
- Other
- Asian and Pac. Islander
- American Indian
- Black
- White

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**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**

- $43,700
- $56,100

**Median Net Worth**

- $24,800
- $93,300

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**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.

<table>
<thead>
<tr>
<th>Category</th>
<th>Index</th>
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<tbody>
<tr>
<td>Housing</td>
<td>74</td>
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<tr>
<td>Food</td>
<td>71</td>
</tr>
<tr>
<td>Apparel &amp; Services</td>
<td>71</td>
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<tr>
<td>Transportation</td>
<td>69</td>
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<tr>
<td>Health Care</td>
<td>66</td>
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<tr>
<td>Education</td>
<td>75</td>
</tr>
<tr>
<td>Pensions &amp; Social Security</td>
<td>68</td>
</tr>
<tr>
<td>Other</td>
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**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.

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**Averagely Household Budget Index**

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

- Go online for gaming, watching movies, employment searches, and posting pics on social media.
- Prefer cellphones over landlines, and use their mobile devices for entertainment such as streaming movies and music.
- Drink energy and sports drinks.
- Participate in leisure activities including sports, playing board games and video games.
- Watch Comedy Central, Nickelodeon, and PBS Kids Sprout.

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; Multi-Units

Average Rent:
$913
US Average: $1,038

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

Socioeconomic Status Index

Housing Affordability Index
SEGMENT DENSITY
This map illustrates the density and distribution of the Front Porches Tapestry Segment by households.