WHO ARE WE?

*Front Porches* blends household types, with more young families with children or single households than average. This group is also more diverse than the US. 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 used only when needed. Income and net worth of these residents are well below the US average.

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, but unemployment is slightly high at 7.1%.
- 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.

Households: 1,960,300
Average Household Size: 2.57
Median Age: 34.9
Median Household Income: $43,700
## LIFE MODE GROUP: MIDDLE GROUND

**Front Porches**

### AGE BY SEX (Esri data)

**Median Age:** 34.9  |  US: 38.2

- US Indicates US

#### Median Household Income

- Series1: $43,700
- Series2: $56,100

#### Median Net Worth

- Series1: $24,800
- Series2: $93,300

### RACE AND ETHNICITY (Esri data)

- Diversity Index: 72.7  |  US: 64.0

- Hispanic: 10.1%
- Multiple: 5.0%
- Other: 3.4%
- Asian and Pac. Islander: 4.8%
- American Indian: 1.1%
- Black: 15.0%
- White: 12.8%

### 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.

### 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: 75
- Food: 71
- Apparel & Services: 86
- Transportation: 70
- Health Care: 70
- Entertainment & Recreation: 59
- Education: 69
- Pensions & Social Security: 52
- Other: 70

### 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)

- 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.

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.

<table>
<thead>
<tr>
<th>Population</th>
<th>Population Growth (Annual %)</th>
<th>Population Density (Persons per sq. mile)</th>
</tr>
</thead>
<tbody>
<tr>
<td>900,000</td>
<td>-0.5%</td>
<td>2,090</td>
</tr>
<tr>
<td>11,000,000</td>
<td>3.0%</td>
<td>25,000</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>Wealth Index</th>
<th>Socioeconomic Status Index</th>
<th>Housing Affordability Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>47</td>
<td>123</td>
</tr>
<tr>
<td>350</td>
<td>350</td>
<td>350</td>
</tr>
</tbody>
</table>

LifeMode Group: Middle Ground
Front Porches
SEGMENT DENSITY
This map illustrates the density and distribution of the Front Porches Tapestry Segment by households.

High

Low