LifeMode Group: Affluent Estates
Savvy Suburbanites

Households: 3,664,200
Average Household Size: 2.85
Median Age: 45.1
Median Household Income: $108,700

WHO ARE WE?
Savvy Suburbanites residents are well educated, well read, and well capitalized. Families include empty nesters and empty nester wannabes, who still have adult children at home. Located in older neighborhoods outside the urban core, their suburban lifestyle includes home remodeling and gardening plus the active pursuit of sports and exercise. They enjoy good food and wine, plus the amenities of the city’s cultural events.

OUR NEIGHBORHOOD
- Established neighborhoods (most built between 1970 and 1990) found in the suburban periphery of large metropolitan markets.
- Married couples with no children or older children; average household size is 2.85.
- 91% owner occupied; 66% mortgaged (Index 160).
- Primarily single-family homes, with a median value of $362,900 (Index 161).
- Low vacancy rate at 3.8%.

SOCIOECONOMIC TRAITS
- Education: 50.6% college graduates; 77.6% with some college education.
- Higher labor force participation rate at 67.9% (Index 109) with proportionately more 2-worker households at 62.2% (Index 120).
- Well-connected consumers that appreciate technology and make liberal use of it for everything from shopping and banking to staying current and communicating.
- Informed shoppers that do their research prior to purchasing and focus on quality.

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:** 45.1  
US: 38.2

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;5</td>
<td>8%</td>
<td>8%</td>
</tr>
<tr>
<td>5-9</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>10-14</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>15-19</td>
<td>8%</td>
<td>8%</td>
</tr>
<tr>
<td>20-24</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>25-29</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>30-34</td>
<td>7%</td>
<td>7%</td>
</tr>
<tr>
<td>35-39</td>
<td>6%</td>
<td>6%</td>
</tr>
<tr>
<td>40-44</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>45-49</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>50-54</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>55-59</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>60-64</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>65-69</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>70-74</td>
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<td>1%</td>
</tr>
<tr>
<td>75-79</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>80-84</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>85+</td>
<td>8%</td>
<td>8%</td>
</tr>
</tbody>
</table>

**US Average:**

- Male: 45.1
- Female: 38.2

**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

- Hispanic*: 7.2%  
  US Average: 18.1%
- Multiple: 2.4%  
  US Average: 3.4%
- Other: 1.1%  
  US Average: 6.9%
- Asian and Pac. Islander: 6.0%  
  US Average: 5.8%
- American Indian: 0.3%  
  US Average: 11.0%
- Black: 4.1%  
  US Average: 12.8%
- White: 70.2%  
  US Average: 70.2%

**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**

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>$108,700</td>
<td>3.5%</td>
</tr>
<tr>
<td>$56,100</td>
<td>1.0%</td>
</tr>
<tr>
<td>$93,300</td>
<td>0.5%</td>
</tr>
<tr>
<td>$518,100</td>
<td>5.0%</td>
</tr>
</tbody>
</table>

**Median Net Worth**

<table>
<thead>
<tr>
<th>Net Worth Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>$0</td>
<td>0.0%</td>
</tr>
<tr>
<td>$100K</td>
<td>0.0%</td>
</tr>
<tr>
<td>$200K</td>
<td>0.0%</td>
</tr>
<tr>
<td>$300K</td>
<td>0.0%</td>
</tr>
<tr>
<td>$400K</td>
<td>0.0%</td>
</tr>
<tr>
<td>$500K</td>
<td>0.0%</td>
</tr>
<tr>
<td>$600K+</td>
<td>0.0%</td>
</tr>
</tbody>
</table>

**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.

**Chart**

- Housing: 159
- Food: 152
- Apparel & Services: 162
- Transportation: 152
- Health Care: 161
- Entertainment & Recreation: 163
- Education: 194
- Pensions & Social Security: 176
- Other: 168

**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.

**Chart**

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

**Median Earnings**

- $140,000
- $120,000
- $100,000
- $80,000
- $60,000
- $40,000
- $20,000

**Workers (Age 16+)**

- 100,000
- 400,000
- 700,000
- 1,000,000
MARKET PROFILE  
(Consumer preferences are estimated from data by MRI-Simmons.)

- Residents prefer late model, family-oriented vehicles: SUVs, minivans, and station wagons.
- Gardening and home remodeling are priorities, usually DIY. Riding mowers and power tools are popular, although they also hire contractors for the heavy lifting.
- There is extensive use of housekeeping and personal care services.
- Foodies: They like to cook and prefer natural or organic products.
- These investors are financially active, using a number of resources for informed investing. They are not afraid of debt; many households carry first and second mortgages, plus home equity credit lines.
- Physically fit, residents actively pursue a number of sports, from skiing to golf, and invest heavily in sports gear and exercise equipment.

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: $362,900
US Median: $207,300

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: 200
- Socioeconomic Status Index: 64
- Housing Affordability Index: 138

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 to 11,000,000
- Population Growth (Annual %): -0.5% to 3.0%
- Population Density (Persons per sq. mile): 0 to 25,000

Home-ownership

US Percentage: 62.7% Own 37.3% Rent
SEGMENT DENSITY
This map illustrates the density and
distribution of the Savvy Suburbanites
Tapestry Segment by households.