LifeMode Group: Senior Styles

Retirement Communities

Households: 1,501,100
Average Household Size: 1.88
Median Age: 53.9
Median Household Income: $40,800

WHO ARE WE?

Retirement Communities neighborhoods are evenly distributed across the country. They combine single-family homes and independent living with apartments, assisted living, and continuous care nursing facilities. Over half of the housing units are in multiunit structures, and the majority of residents have a lease. This group enjoys watching cable TV and stays up-to-date with newspapers and magazines. Residents take pride in fiscal responsibility and keep a close eye on their finances. Although income and net worth are below national averages, residents enjoy going to the movies, fishing, and taking vacations. While some residents enjoy cooking, many would rather dine out.

OUR NEIGHBORHOOD

- Much of the housing was built in the 1970s and 1980s—a mix of single-family homes and large multiunit structures that function at various levels of senior care.
- Small household size; many residents have outlived their partners and live alone.
- Over half of the homes are renter occupied.
- Average rent is slightly below the US average.
- Nearly one in five households has no vehicle.

SOCIOECONOMIC TRAITS

- Brand loyal, this segment will spend a little more for their favorite brands, but most likely they will have a coupon.
- Frugal, they pay close attention to finances.
- They prefer reading magazines over interacting with computers.
- They are health conscious and prefer name brand drugs.

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.
**TAPESTRY SEGMENTATION**

**Retirement Communities**

**Age by Sex**
(Median Age: 53.9) 

<table>
<thead>
<tr>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>85+</td>
<td>8%</td>
</tr>
<tr>
<td>80-84</td>
<td>8%</td>
</tr>
<tr>
<td>75-79</td>
<td>6%</td>
</tr>
<tr>
<td>70-74</td>
<td>8%</td>
</tr>
<tr>
<td>65-69</td>
<td>8%</td>
</tr>
<tr>
<td>60-64</td>
<td>6%</td>
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<tr>
<td>55-59</td>
<td>5%</td>
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<tr>
<td>50-54</td>
<td>5%</td>
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<tr>
<td>45-49</td>
<td>6%</td>
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<td>40-44</td>
<td>7%</td>
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<td>25-29</td>
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<td>7%</td>
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<td>10-14</td>
<td>5%</td>
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<tr>
<td>5-9</td>
<td>4%</td>
</tr>
<tr>
<td>&lt;5</td>
<td>3%</td>
</tr>
</tbody>
</table>

**Race and Ethnicity**
(Median Diversity Index: 49.4) 

- Hispanic*: 11.6% (7.4% Hispanic Can Be of Any Race)
- Multiple: 2.8%
- Other: 3.6%
- Asian and Pacific Islander: 6.8%
- American Indian: 4.6%
- Black: 12.8%
- White: 79.2%

**Income and Net Worth**

- Median Household Income: $40,800 (US: $56,100)
- Median Net Worth: $53,300 (US: $93,300)

**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>
</tr>
</thead>
<tbody>
<tr>
<td>Housing</td>
<td>77</td>
</tr>
<tr>
<td>Food</td>
<td>75</td>
</tr>
<tr>
<td>Apparel &amp; Services</td>
<td>72</td>
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<tr>
<td>Transportation</td>
<td>73</td>
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<tr>
<td>Health Care</td>
<td>77</td>
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<tr>
<td>Entertainment &amp; Recreation</td>
<td>73</td>
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<tr>
<td>Education</td>
<td>73</td>
</tr>
<tr>
<td>Pensions &amp; Social Security</td>
<td>68</td>
</tr>
<tr>
<td>Other</td>
<td>74</td>
</tr>
</tbody>
</table>

**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.

- Management
- Sales And Related
- Office And Administrative Support
- Food Preparation And Serving Related
- Education, Training, And Library

**Median Earnings**

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

**Income Source**

- Pension & Social Security
- Education
- Health Care
- Transportation
- Apparel & Services
- Food
- Housing
- Other

**Notes**

- *Hispanic Can Be of Any Race.
MARKET PROFILE  (Consumer preferences are estimated from data by MRI-Simmons.)

- Contribute to political organizations and other groups.
- Entertainment preferences: playing cards and reading books.
- Prefer watching cable TV, including premium channels like HBO and Cinemax.
- Like to travel—including visits to foreign countries.
- Shop at diverse, large retail chains like Sears, Family Dollar, Target, and Walmart for convenience.

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

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: 61
- Socioeconomic Status Index: 93
- Housing Affordability Index: 110

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: Multi-Units; Single Family
Average Rent: $1,013
US Average: $1,038
SEGMENT DENSITY
This map illustrates the density and distribution of the Retirement Communities Tapestry Segment by households.