City Strivers

11A

Households: 962,900

Average Household Size: 2.78

Median Age: 35.3

Median Household Income: $44,700

WHO ARE WE?

These high-density city neighborhoods are characterized by a relatively young foreign-born population who have embraced the American lifestyle, yet retained their cultural integrity. To support their lifestyle, *City Strivers* residents commute long distances to find work in the service, health-care, or retail industry. Their hard-earned wages and salary income goes toward relatively high rents in older multiunit buildings. Single parents rely on this close-knit community to provide invaluable support while they work. *City Strivers* consumers are bold in their purchasing decisions; they seek out deals on branded clothing, sometimes indulge in restaurants and personal services, and splurge on their cable TV package.

OUR NEIGHBORHOOD

- Densely populated neighborhoods located primarily in New York, Boston, Washington, or Chicago.

- Primarily renters living in older, multiunit structures built before 1950; smaller buildings with 2–4 units the most popular in this market; relatively high rental rates at more than $1,100 monthly (Index 108).

- A blend of family households, married couples and single parents with younger or adult children, as well as single-person households; average household size 2.78.

- Work outside their county of residence, with almost one-fourth commuting 60 or more minutes to work; average travel time to work of 38 minutes the highest of any Tapestry market; use of public transportation common.

SOCIOECONOMIC TRAITS

- *City Strivers* residents rely on wage and salary income. Half have some college education.

- Labor force participation is slightly below the national average.

- Residents work in health care, transportation, social services, and protective services.

- Current trends are a strong influence on shopping habits.

- Often make impulse purchases and try new brands and technologies, but do look for the approval of friends.

- These sociable consumers exhibit boldness in their decisions and aren't afraid to share their opinion.

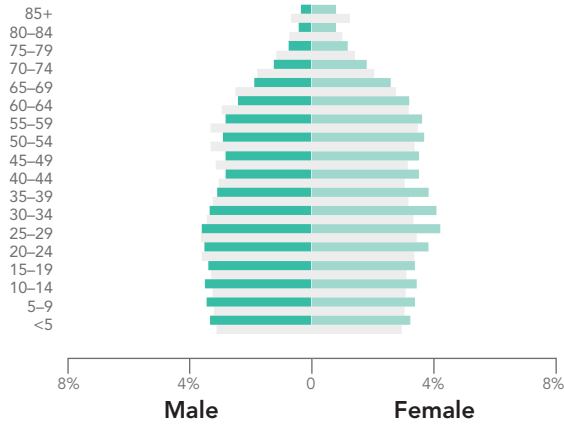**TAPESTRY SEGMENTATION**
esri.com/tapestry

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)
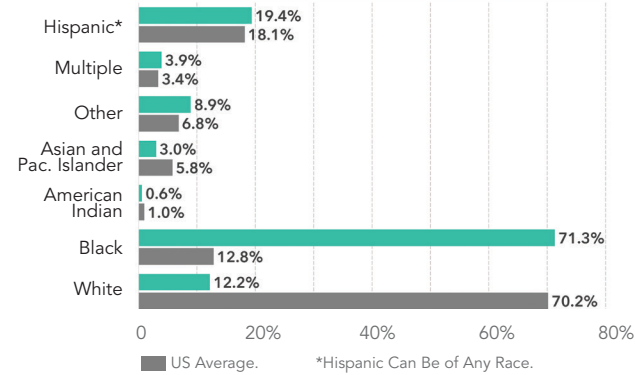
Median Age: 35.3 US: 38.2

▪ Indicates US

Male   Female

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: 63.9 US: 64.0

Group	%
Hispanic*	19.4%
(US)	18.1%
Multiple	3.9%
(US)	3.4%
Other	8.9%
(US)	6.8%
Asian and Pac. Islander	3.0%
(US)	5.8%
American Indian	0.6%
(US)	1.0%
Black	71.3%
(US)	12.8%
White	12.2%
(US)	70.2%

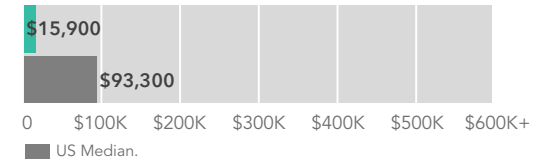▪ US Average.   *Hispanic Can Be of Any Race.

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.
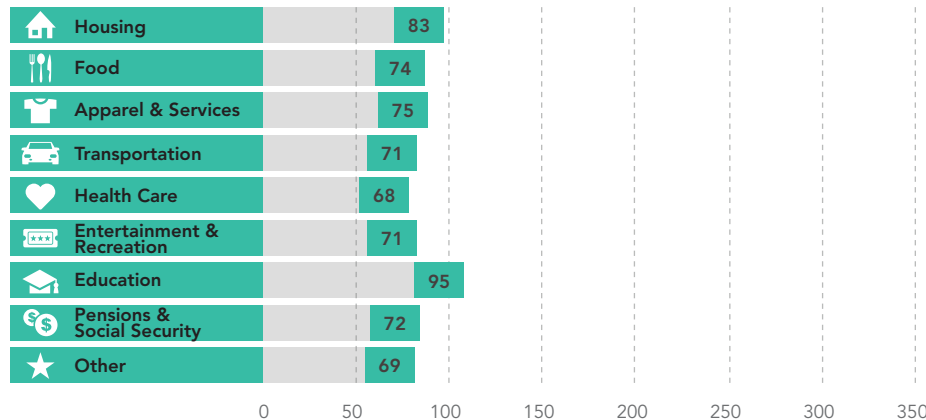
Median Household Income

$44,700
$56,100

0 $100K $200K $300K $400K $500K $600K+

Median Net Worth

$15,900
$93,300

0 $100K $200K $300K $400K $500K $600K+

▪ US Median.

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.

Category	Index
🏠 Housing	83
🍴 Food	74
👕 Apparel & Services	75
🚗 Transportation	71
♥ Health Care	68
▦ Entertainment & Recreation	71
🎓 Education	95
💲 Pensions & Social Security	72
★ Other	69

0 50 100 150 200 250 300 350

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.

LifeMode Group: Midtown Singles
City Strivers
11A

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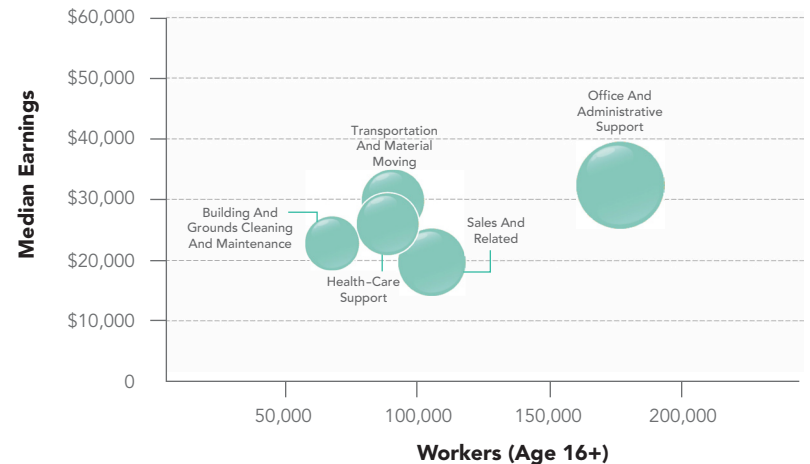
MARKET PROFILE (Consumer preferences are estimated from data by MRI-Simmons.)

- *City Strivers* residents shop at discount retailers and warehouse clubs for the basics, but occasionally treat themselves to a meal at Applebee's, or Fridays.

- These image-conscious consumers indulge in pedicures and manicures, purchase tooth whiteners, and exercise to stay in shape. They prefer to shop around for clearance deals on branded apparel at Marshalls or Old Navy, sometimes shopping at Abercrombie & Fitch.

- Once in a while, they do watch a movie at the theater, but prefer to catch movies on premium TV channels such as HBO, Starz, and Showtime. They enjoy BET, MTV, CNN, and Discovery Channel also. Listening to R&B, hip-hop, gospel, and reggae music on the radio complements their in-home entertainment.

- Bundled with their cable service, most residents have high-speed internet access on their older desktops.

- More than a third of households maintain a savings account. They are just as comfortable banking online as in person.

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.

Home-ownership
US Percentage:
62.7% Own
37.3% Rent

Own 31.9%
Rent 68.1%

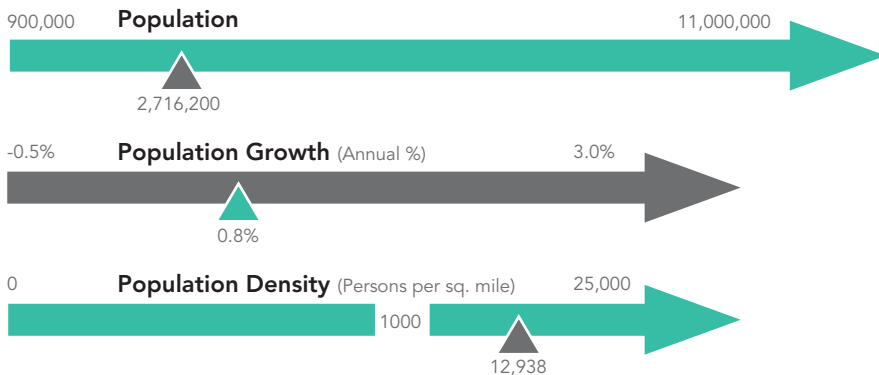**Typical Housing:**
High-Density Apartments
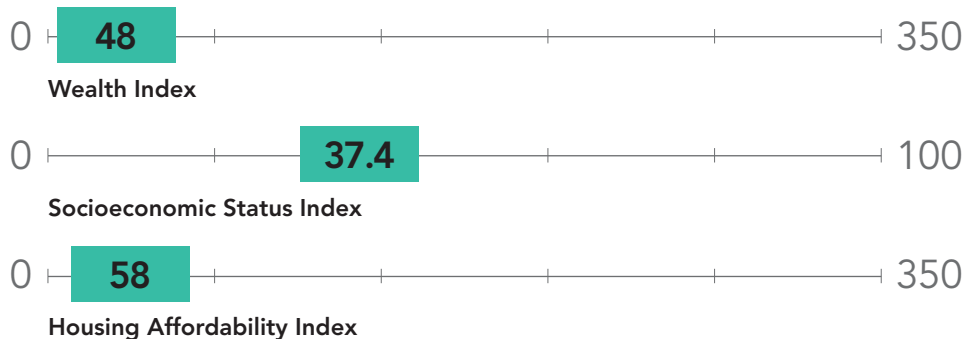
Average Rent:
$1,122
US Average: $1,038
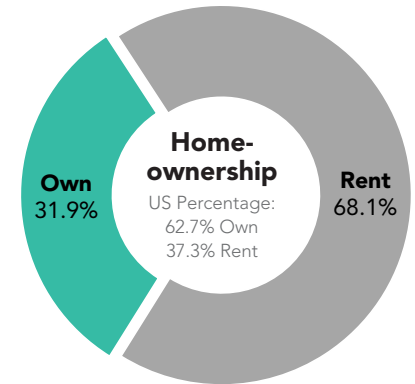
POPULATION CHARACTERISTICS

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.

Population
900,000 — 11,000,000
2,716,200

Population Growth (Annual %)
-0.5% — 3.0%
0.8%

Population Density (Persons per sq. mile)
0 — 25,000
1000
12,938

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
0 — 48 — 350

Socioeconomic Status Index
0 — 37.4 — 100

Housing Affordability Index
0 — 58 — 350

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LifeMode Group: Midtown Singles
City Strivers

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SEGMENT DENSITY

This map illustrates the density and distribution of the *City Strivers* Tapestry Segment by households.

High

Low

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