LifeMode Group: Midtown Singles
City Commons

Households: 1,106,600
Average Household Size: 2.67
Median Age: 28.5
Median Household Income: $18,300

WHO ARE WE?
This segment is one of Tapestrys Segmentation’s youngest markets. It is primarily composed of single-parent and single-person households living within large metro cities located primarily in the eastern half of the US. While more than a third have a college degree or spent some time in college, nearly a quarter have not finished high school. These residents strive for the best for themselves and their children. Most occupations are within office and administrative Support.

OUR NEIGHBORHOOD
• Single parents (Index 315), primarily female, and singles head these young households.
• Average household size is slightly higher than the US at 2.67.
• City Commons residents are found in large metropolitan cities, where most residents rent apartments in mid-rise buildings.
• Neighborhoods are older, built before 1960 (Index 151).
• Typical of the city, many households own either one vehicle or none and use public transportation (Index 292) or taxis (Index 299).

SOCIOECONOMIC TRAITS
• Although some have college degrees, nearly a quarter have not graduated from high school.
• Labor force participation is low at 53% (Index 84).
• Most households receive income from wages or salaries, with nearly one in four that receive contributions from Social Security (Index 287) and public assistance (Index 355).
• Consumers endeavor to keep up with the latest fashion trends.
• Many families prefer the convenience of fast-food restaurants to cooking at home.

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: 28.5  US: 38.2
* Indicates US

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: 50.2  US: 64.0

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.

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 MRI-Simmons.)

- Baby and children’s products, like food and clothing, are the primary purchases.
- Shop primarily at warehouse clubs like Sam’s Club, Walmart Supercenter, and discount department stores such as Old Navy and Burlington.
- While most residents obtain privately issued medical insurance plans, some are covered by federal programs like Medicaid.
- Subscribe to cable TV; children-oriented programs are popular, as are game shows and movie channels.
- Magazines are extremely popular sources of news and the latest trends, including baby, bridal, and parenthood types of magazines.
- Enjoy listening to urban radio.

POPPULATION 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.

HOUISING
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.

TOTAL POPULATION: 900,000

POPULATION GROWTH (Annual %): -0.5%

POPULATION DENSITY (Persons per sq. mile): 1000

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: 21
SOCIOECONOMIC STATUS INDEX: 31.3
HOUSING AFFORDABILITY INDEX: 102
SEGMENT DENSITY
This map illustrates the density and distribution of the City Commons Tapestry Segment by households.