WHO ARE WE?

International Marketplace neighborhoods are a rich blend of cultures, found in densely populated urban and suburban areas, almost entirely in the Middle Atlantic (especially in New York and New Jersey) or in California. Almost 40% of residents are foreign-born; nearly 1 in 4 households are linguistically isolated. Young, Hispanic families renting apartments in older buildings dominate this market; about one quarter of households have children. Over one-fifth of households have no vehicle, typically those living in the city. Workers are mainly employed in white collar and service occupations (especially food service and building maintenance). One-fifth of workers commute using public transportation and more walk or bike to work than expected. Median household income is lower, but home values are higher, reflecting the metropolitan areas in which they live. Consumers are attentive to personal style; purchases reflect their youth and their children. True to their culture, residents visit Spanish language websites, watch programs on Spanish TV networks, and listen to Hispanic music.

OUR NEIGHBORHOOD

- Densely settled urban periphery of large metropolitan areas, East and West Coasts.
- Young, diverse family market: 41% families with children (married couple or single parent), plus married couples without children and a notable proportion of multigenerational households (Index 174).
- Approximately 76% of householders in multiunit apartment buildings, 30% in 2–4 unit structures (Index 372).
- Majority of apartments built before 1970 (65%), 29% built before 1940 (Index 223).
- 1 or 2 vehicles for two-thirds of households; 22% have no vehicle (Index 243).

SOCIOECONOMIC TRAITS

- Almost 40% of the population were born abroad; almost 1 in 5 households have residents who do not speak English.
- 27% have no high school diploma (Index 210); 28% have a high school diploma only (Index 103).
- Labor force participation rate is 67% and higher than the US average; unemployment is also slightly higher, at 6%.
- These are hard-working consumers, striving to get ahead; style matters to them.
- Preserving the environment and being in tune with nature are very important.
- Media used most often is the Internet.

LifeMode Group: Next Wave

International Marketplace

Households: 1,528,100
Average Household Size: 3.07
Median Age: 32.8
Median Household Income: $46,500

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.
AGE BY SEX (Esri data)
Median Age: **32.8** US: **38.2**

![Age by Sex Chart]

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: 88.7** US: **64.0**

![Diversity Index Chart]

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**
- $46,500
- **$56,100**

**Median Net Worth**
- $15,600
- **$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>
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<tr>
<td>Food</td>
<td>81</td>
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<td>Apparel &amp; Services</td>
<td>118</td>
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<td>Transportation</td>
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<tr>
<td>Pensions &amp; Social Security</td>
<td>45</td>
</tr>
<tr>
<td>Other</td>
<td>69</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.

![Occupation by Earnings Chart]
MARKET PROFILE  (Consumer preferences are estimated from data by GfK MRI)

- No extra money to invest in retirement savings plans, stocks, or bonds.
- Shop for groceries at warehouse/club stores, as well as specialty markets.
- Read baby magazines and purchase baby products.
- Family activities include visiting theme parks, going to the beach, playing soccer and basketball, and going out for fast food.
- Use the Internet to visit Spanish language websites and download music, access social media sites, watch movies, and play games.
- Watch programs on children’s channels and on Spanish TV networks.
- Listen to Spanish/Latin music on their cell phones or on the radio at home.

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: High-Density Apartments; Single Family
Average Rent: $1,191
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.

- **Wealth Index**: 48
- **Socioeconomic Status Index**: 88
- **Housing Affordability Index**: 61
SEGMENT DENSITY

This map illustrates the density and distribution of the International Marketplace Tapestry Segment by households.