LifeMode Group: Scholars and Patriots

College Towns

Households: 1,176,200
Average Household Size: 2.14
Median Age: 24.5
Median Household Income: $32,200

WHO ARE WE?
About half the residents of College Towns are enrolled in college, while the rest work for a college or the services that support it. Students have busy schedules, but make time between studying and part-time jobs for socializing and sports. Students that are new to managing their own finances tend to make impulse buys and splurge on the latest fashions. This digitally engaged group uses computers and cell phones for all aspects of life including shopping, school work, news, social media, and entertainment. College Towns are all about new experiences, and residents seek out variety and adventure in their lives.

OUR NEIGHBORHOOD
• These are nonfamily households with many students living alone or with roommates for the first time.
• This segment is a mix of densely developed student housing and dorms with local residences.
• Off-campus, low rent apartments comprise half of the housing stock.
• Over three-quarters of the households are renter occupied, with one in ten remaining vacant.
• One-third of homes are single family; mostly occupied by local residents who own their homes.
• This market is bike and pedestrian friendly.

SOCIOECONOMIC TRAITS
• Limited incomes result in thrifty purchases.
• Dress to impress with the latest fashions of the season.
• Strong preference for environmentally friendly products and vehicles that get good gas mileage.
• Heavily influenced by celebrity endorsements and trends in magazines.
• Most feel anything that can be done online is easier than in person.

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: 24.5  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: 56.3  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.

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.)

- Own laptops/notebooks and video game systems.
- Prefer to watch movies and TV programs online; but do watch some TV like MTV2, ESPNews, ESPN2, and Comedy Central.
- Use the Internet for social media connections, blogging, paying bills, and searching for jobs.
- Have cell phones only (no landlines) and enjoy customizing them.
- Popular activities: backpacking, Pilates, and Frisbee.
- Go out to the movies and out for drinks.

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-Unit Rentals; Single Family
Average Rent: $927
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
Socioeconomic Status Index
Housing Affordability Index
SEGMENT DENSITY
This map illustrates the density and distribution of the College Towns Tapestry Segment by households.

High

Low

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