Pleasantville

WHO ARE WE?
Prosperous domesticity best describes the settled denizens of Pleasantville. Situated principally in older housing in suburban areas in the Northeast (especially in New York and New Jersey) and secondarily in the West (especially in California), these slightly older couples move less than any other market. Many couples have already transitioned to empty nesters; many are still home to adult children. Families own older, single-family homes and maintain their standard of living with dual incomes. These consumers have higher incomes and home values and much higher net worth (Index 364). Older homes require upkeep; home improvement and remodeling projects are a priority—preferably done by contractors. Residents spend their spare time participating in a variety of sports or watching movies. They shop online and in a variety of stores, from upscale to discount, and use the Internet largely for financial purposes.

OUR NEIGHBORHOOD
• Suburban periphery of large metropolitan areas, primarily in Middle Atlantic or Pacific states.
• Most homes owned (and mortgaged) (Index 146).
• Households composed of older married-couple families, more without children under 18, but many with children over 18 years (Index 141).
• Older, single-family homes: two-thirds built before 1970, close to half from 1950 to 1969.
• One of the lowest percentages of vacant housing units at 4.5% (Index 39).
• Suburban households with 3 or more vehicles and a longer travel time to work (Index 132).

SOCIOECONOMIC TRAITS
• Education: 66% college educated, 37% with a bachelor’s degree or higher.
• Higher labor force participation rate at 67% (Index 107); higher proportion of HHs with 2 or more workers (Index 118).
• Many professionals in finance, information/technology, education, or management.
• Median household income denotes affluence, with income primarily from salaries, but also from investments (Index 130) or Social Security (Index 106) and retirement income (Index 122).
• Not cost-conscious, these consumers willing to spend more for quality and brands they like.
• Prefer fashion that is classic and timeless as opposed to trendy.
• Use all types of media equally (newspapers, magazines, radio, Internet, TV).

LifeMode Group: Upscale Avenues

Households: 2,718,100
Average Household Size: 2.88
Median Age: 42.6
Median Household Income: $92,900
**AGE BY SEX** (Esri data)

Median Age: **42.6**  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: 61.0**  US: **64.0**

- Hispanic*: **17.6%**  **18.1%**
- Multiple: **3.5%**  **3.4%**
- Other: **5.7%**  **6.8%**
- Asian and Pac. Islander: **0.4%**  **0.5%**
- American Indian: **1.0%**  **1.2%**
- Black: **0.8%**  **12.8%**
- White: **73.1%**  **70.2%**

**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.

- **Housing:** 136
- **Food:** 123
- **Apparel & Services:** 132
- **Transportation:** 124
- **Health Care:** 130
- **Entertainment & Recreation:** 132
- **Education:** 171
- **Pensions & Social Security:** 143
- **Other:** 135

**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:**
  - **$92,900**
  - **$56,100**

- **Median Net Worth:**
  - **$339,300**
  - **$93,300**

**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.

- **Median Earnings:**
  - **Education, Training, And Library:**
  - **Sales And Related:**
  - **Management:**
  - **Healthcare Practitioners And Technical:**
  - **Office And Administrative Support:**
MARKET PROFILE  
(Consumer preferences are estimated from data by MRI-Simmons.)

- Prefer imported SUVs, serviced by a gas station or car dealer.
- Invest in conservative securities and contribute to charities.
- Work on home improvement and remodeling projects, but also hire contractors.
- Have bundled services (TV/Internet/phone).
- Access the Internet via fiber optics or cable modem, on a newer computer, to pay bills, make purchases, and track investments.
- Subscribe to premium channels (HBO, Showtime, or Starz) and use video-on-demand to watch TV shows and movies.
- Enjoy outdoor gardening, going to the beach, visiting theme parks, frequenting museums, and attending rock concerts.

POPLATION 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: -0.5% to 3.0%
- Population Density: 0.5 persons per sq. mile to 25,000 persons per sq. mile

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 to 153
- Socioeconomic Status Index: 0 to 138
- Housing Affordability Index: 0 to 110
SEGMENT DENSITY

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