WHO ARE WE?

*Enterprising Professionals* residents are well educated and climbing the ladder in STEM (science, technology, engineering, and mathematics) occupations. They change jobs often and therefore choose to live in condos, townhomes, or apartments; many still rent their homes. The market is fast-growing, located in lower-density diverse neighborhoods of large metro areas. This young market makes over one and a half times more income than the US median, supplementing their income with investments. At home, they enjoy the internet and TV on high-speed connections with premier channels and services.

OUR NEIGHBORHOOD

- Almost half of households are married couples, and 29% are single-person households.
- Housing is a mixture of suburban single-family homes, row homes, and larger multiunit structures.
- Close to three quarters of the homes were built after 1980; 25% are newer, built after 2000.
- Renters make up nearly half of all households.

SOCIOECONOMIC TRAITS

- Median household income one and a half times that of the US.
- Over half hold a bachelor’s degree or higher.
- Early adopters of new technology in hopes of impressing peers with new gadgets.
- Enjoy talking about and giving advice on technology.
- Use smartphones for news, accessing search engines, and maps.
- Work long hours in front of a computer.
- Strive to stay youthful and healthy, eat organic and natural foods, run and do yoga.
- Buy name brands and trendy clothes online.

LifeMode Group: Upscale Avenues

Enterprising Professionals

Households: 1,737,200
Average Household Size: 2.48
Median Age: 35.3
Median Household Income: $86,600
**AGE BY SEX**  (Esri data)

Median Age: **35.3**  US: **38.2**  
- US 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: **73.0**  US: **64.0**

- Hispanic*: 14.7%  US: 16.1%
- Multiple: 4.8%  US: 3.4%
- Other: 5.2%  US: 6.8%
- Asian and Pac. Islander: 5.8%  US: 23.3%
- American Indian: 0.4%  US: 1.0%
- Black: 12.1%  US: 12.8%
- White: 54.1%  US: 70.2%

*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.

**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.)

- Buy digital books for tablet reading, along with magazines and newspapers.
- Frequent the dry cleaner.
- Travel to foreign and domestic destinations common.
- Watch movies and TV with video-on-demand and HDTV over a high-speed connection.
- Convenience is key—shop at Amazon.com and pick up medicines at the Target pharmacy.
- Eat out at The Cheesecake Factory, Chipotle Mexican, and Panera Bread; drop by Starbucks for coffee.
- Leisure activities include trips to museums and the beach.
- Have health insurance and a 401(k) through work.

HOUINS

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:
Multiunits; Single Family

Median Value:
$340,200
US Median: $207,300

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 — 103 — 350

Socioeconomic Status Index
0 — 55.4 — 100

Housing Affordability Index
0 — 121 — 350

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
Average annual change: -0.5%
Average density: 1,427 persons per sq. mile

ESRI INDEXES

Wealth Index
0 — 103 — 350

Socioeconomic Status Index
0 — 55.4 — 100

Housing Affordability Index
0 — 121 — 350
SEGMENT DENSITY
This map illustrates the density and distribution of the Enterprising Professionals Tapestry Segment by households.