8E LifeMode Group: Middle Ground
Front Porches

US Households: 1,960,300
Average Household Size: 2.57

Median Age: 34.9
Median Household Income: $43,700

WHO ARE WE?

Front Porches blends household types, with more young families with children or single households than average. This group is also more diverse than the US. More than half of householders are renters, and many of the homes are older town homes or duplexes. Friends and family are central to Front Porches residents and help to influence household buying decisions. Households tend to own just one vehicle but used only when needed. Income and net worth of these residents are well below the US average.

OUR NEIGHBORHOOD

- Nearly one in five homes is a duplex, triplex, or quad; half are older single-family dwellings.
- Just over half the homes are occupied by renters.
- Older, established neighborhoods; three quarters of all homes were built before 1980.
- Single-parent families or singles living alone make up almost half of the households.

SOCIOECONOMIC TRAITS

- Composed of a blue-collar work force with a strong labor force participation rate, but unemployment is slightly high at 7.1%.
- Price is more important than brand names or style to these consumers.
- With limited incomes, these are not adventurous shoppers.
- They would rather cook a meal at home than dine out.
- They seek adventure and strive to have fun.

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AGE BY SEX (Esri data)

Median Age: 34.9 US: 38.2

■ Indicates US

Male | Female
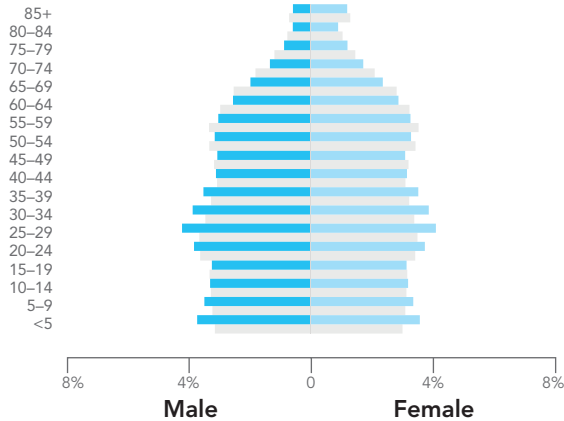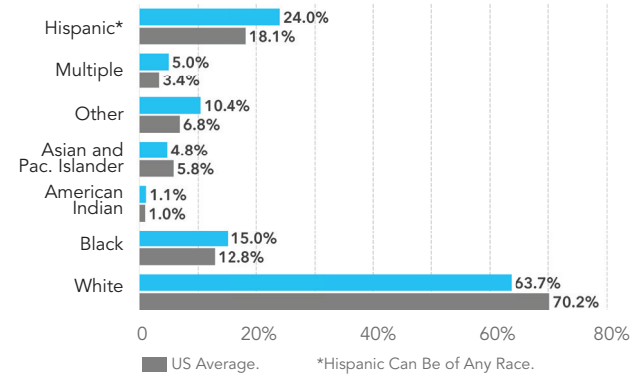
RACE AND ETHNICITY (Esri data)

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).
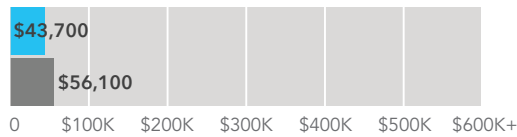
Diversity Index: 72.7 US: 64.0

Group	Value	US Average
Hispanic*	24.0%	18.1%
Multiple	5.0%	3.4%
Other	10.4%	6.8%
Asian and Pac. Islander	4.8%	5.8%
American Indian	1.1%	1.0%
Black	15.0%	12.8%
White	63.7%	70.2%

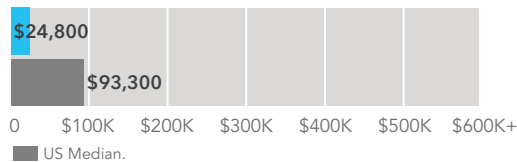■ US Average. *Hispanic Can Be of Any Race.

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.

Median Household Income

$43,700
$56,100

0 $100K $200K $300K $400K $500K $600K+

Median Net Worth

$24,800
$93,300

0 $100K $200K $300K $400K $500K $600K+

■ US Median.

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.
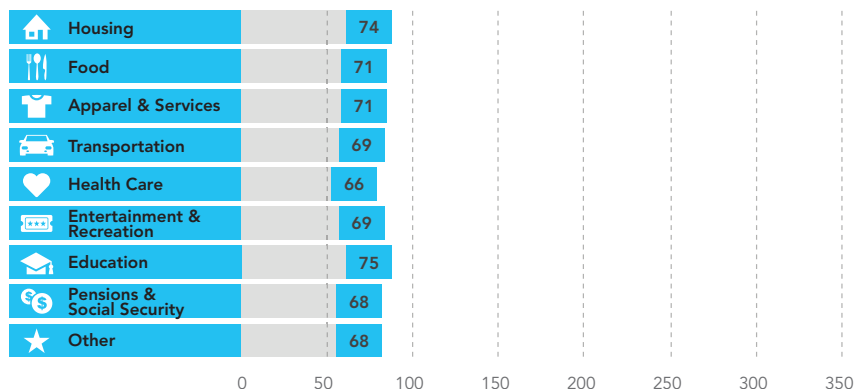
Typical Housing:
Single Family;
Multi-Units

Average Rent:
$913

Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 46.6%   Rent 53.4%
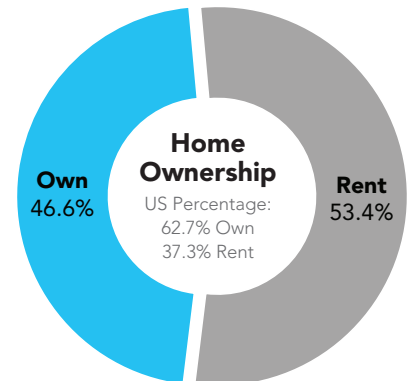
AVERAGE HOUSEHOLD BUDGET INDEX

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.

Category	Index
Housing	74
Food	71
Apparel & Services	71
Transportation	69
Health Care	66
Entertainment & Recreation	69
Education	75
Pensions & Social Security	68
Other	68

0 50 100 150 200 250 300 350

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Market Profile
- Go online for gaming, watching movies, employment searches, and posting pics on social media.
- Prefer cellphones over landlines, and use their mobile devices for entertainment such as streaming movies and music.
- Drink energy and sports drinks.
- Participate in leisure activities including sports, playing board games and video games.
- Watch Comedy Central, Nickelodeon, and PBS Kids Sprout.

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.

Chart: Median Earnings (y-axis, $0 to $140,000) vs. Workers (Age 16+) (x-axis, 100,000 to 300,000). Bubbles labeled: Production, Food Preparation And Serving Related, Transportation And Material Moving, Sales And Related, Office And Administrative Support.