8F LifeMode Group: Middle Ground
Old and Newcomers

US Households: 2,859,200

Average Household Size: 2.12

Median Age: 39.4

Median Household Income: $44,900

WHO ARE WE?

This market features singles' lifestyles, on a budget. The focus is more on convenience than consumerism, economy over acquisition. Old and Newcomers is composed of neighborhoods in transition, populated by renters who are just beginning their careers or retiring. Some are still in college; some are taking adult education classes. They support charity causes and are environmentally conscious. Age is not always obvious from their choices.

OUR NEIGHBORHOOD

- Metropolitan city dwellers.
- Predominantly single households (Index 148), with a mix of married couples (no children); average household size lower at 2.12.
- 55% renter occupied; average rent, $880, (Index 85).
- 45% of housing units are single-family dwellings; 45% are multiunit buildings in older neighborhoods, built before 1980.
- Average vacancy rate at 11%.

SOCIOECONOMIC TRAITS

- Unemployment is lower at 5.1% (Index 93), with an average labor force participation rate of 62.6%, despite the increasing number of retired workers.
- 32% of households are currently receiving Social Security.
- 31% have a college degree (Index 99), 33% have some college education, 9% are still enrolled in college (Index 121).
- Consumers are price aware and coupon clippers, but open to impulse buys.
- They are attentive to environmental concerns.
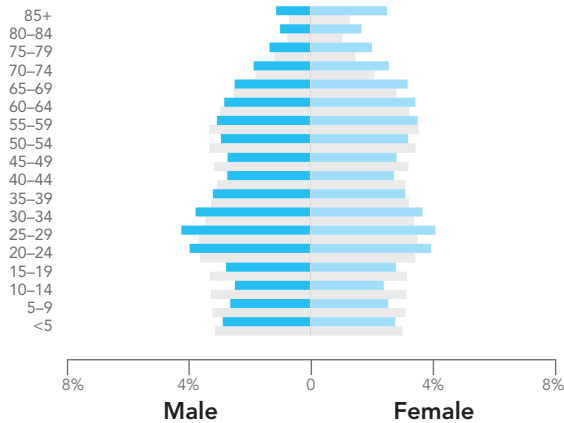- They are more comfortable with the latest technology than buying a car.

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AGE BY SEX (Esri data)
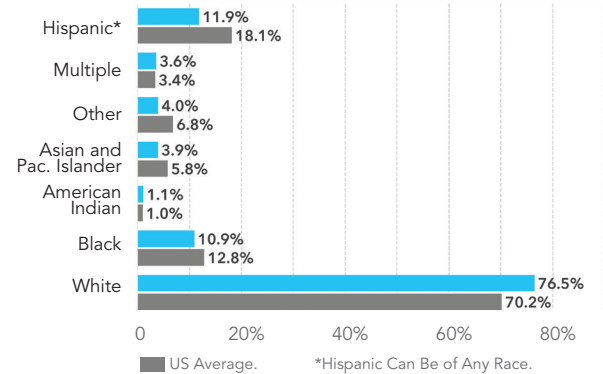
Median Age: 39.4 US: 38.2

■ 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).
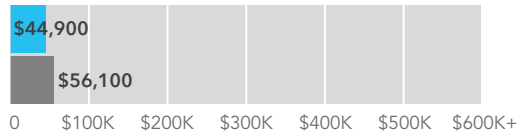
Diversity Index: 52.7 US: 64.0

Race/Ethnicity	Value
Hispanic*	11.9%
Hispanic* US	18.1%
Multiple	3.6%
Multiple US	3.4%
Other	4.0%
Other US	6.8%
Asian and Pac. Islander	3.9%
Asian and Pac. Islander US	5.8%
American Indian	1.1%
American Indian US	1.0%
Black	10.9%
Black US	12.8%
White	76.5%
White US	70.2%

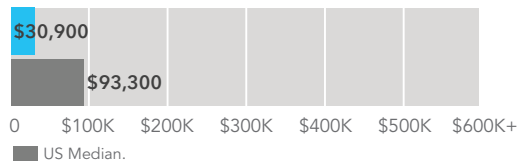■ US Average.   *Hispanic Can Be of Any Race.

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

$44,900
$56,100

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

Median Net Worth

$30,900
$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.
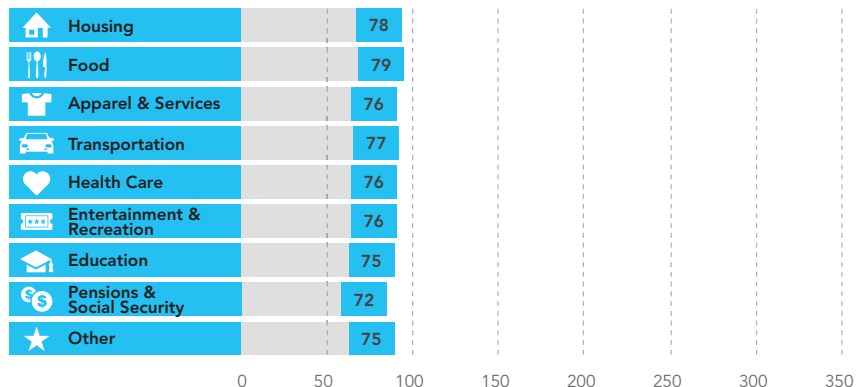
Typical Housing:
Single Family;
Multi-Units

Average Rent:
$880

Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 45.2%   Rent 54.8%
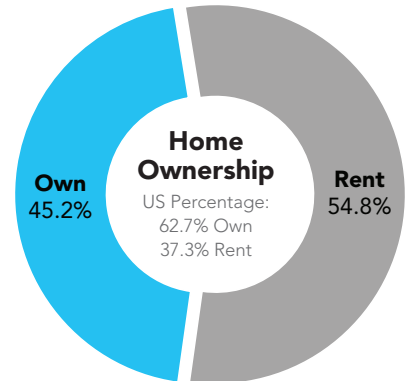
AVERAGE HOUSEHOLD BUDGET INDEX

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	78
Food	79
Apparel & Services	76
Transportation	77
Health Care	76
Entertainment & Recreation	76
Education	75
Pensions & Social Security	72
Other	75

0   50   100   150   200   250   300   350

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Market Profile

• Residents have a strong sense of community. They volunteer for charities, help fund raise, and recycle.
• They prefer cell phones to landlines.
• Entertainment features the Internet (employment searches, rating products, updating social media profiles), watching movies at home, listening to country music, and reading the paper.
• Vehicles are basically just a means of transportation.
• Food features convenience, frozen and fast food.
• They do banking as likely in person as online.

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.