LifeMode Group: Upscale Avenues

Urban Chic

Households: 1,574,000
Average Household Size: 2.37
Median Age: 42.6
Median Household Income: $98,000

WHO ARE WE?

Urban Chic residents are professionals that live a sophisticated, exclusive lifestyle. Half of all households are occupied by married-couple families and about 30% are singles. These are busy, well-connected, and well-educated consumers—avid readers and moviegoers, environmentally active, and financially stable. This market is a bit older, with a median age of almost 43 years, and growing slowly, but steadily.

OUR NEIGHBORHOOD

- More than half of Urban Chic households include married couples; 30% are singles.
- Average household size is slightly lower at 2.37.
- Homes range from prewar to recent construction, high-rise to single family. Over 60% of householders live in single-family homes; more than one in four live in multunit structures.
- Two-thirds of homes are owner occupied.
- Major concentrations of these neighborhoods are found in the suburban periphery of large metropolitan areas on the California coast and along the East Coast.
- Most households have two vehicles available. Commuting time is slightly longer, but commuting by bicycle is common (Index 236).

SOCIOECONOMIC TRAITS

- Well educated, more than 60% of residents hold a bachelor’s degree or higher (Index 223).
- Unemployment rate is well below average at 5% (Index 62); labor force participation is higher at 69%.
- Residents are employed in white collar occupations—in managerial, technical, and legal positions.
- Over 40% of households receive income from investments.
- Environmentally aware, residents actively recycle and maintain a “green” lifestyle.
- These busy, tech-savvy residents use PCs extensively for an array of activities such as shopping, banking, and staying current—a top market for Apple computers.

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.
**AGE BY SEX** (Esri data)

**Median Age:** 42.6  US: 37.6
- * 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:** 45.2  US: 62.1

- **Hispanic:** 9.6%
- **Multiple:** 3.6%
- **Other:** 2.6%
- **Asian and Pac. Island:** 8.4%
- **American Indian:** 0.3%
- **Black:** 4.2%
- **White:** 80.9%

* Hispanic can be of any race. US Average

**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**

- **US Median:** $51,000
- **$98,000**

**Median Net Worth**

- **US Median:** $71,000
- **$226,000**

**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.

<table>
<thead>
<tr>
<th>Category</th>
<th>Index</th>
<th>US Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Housing</td>
<td>187</td>
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<tr>
<td>Food</td>
<td>174</td>
<td>100</td>
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<tr>
<td>Apparel &amp; Services</td>
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<tr>
<td>Transportation</td>
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<tr>
<td>Pensions &amp; Social Security</td>
<td>190</td>
<td>100</td>
</tr>
<tr>
<td>Other</td>
<td>181</td>
<td>100</td>
</tr>
</tbody>
</table>

**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.

- Management
- Business and Financial Operations
- Sales and Related
- Office and Administrative Support
- Education, Training, and Library
MARKET PROFILE  (Consumer preferences are estimated from data by GfK MRI)

- Shop at Trader Joe's, Costco, or Whole Foods.
- Eat organic foods, drink imported wine, and truly appreciate a good cup of coffee.
- Travel extensively (domestically and internationally).
- Prefer to drive luxury imports and shop at upscale establishments.
- Embrace city life by visiting museums, art galleries, and movie theaters for a night out.
- Avid book readers of both digital and audio formats.
- Financially shrewd residents that maintain a healthy portfolio of stocks, bonds, and real estate.
- In their downtime, enjoy activities such as skiing, yoga, hiking, and tennis.

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 - 1,000,000
- Population Growth (Annual %): -0.5% - 3.0%
- Population Density (Persons per sq. mile): 0 - 25,000

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: 186
- Socioeconomic Status Index: 172
- Housing Affordability Index: 110

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
- Median Value: $465,000
  - US Median: $177,000
SEGMENT DENSITY

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