Metro Fusion

11C

Households: 1,753,500

Average Household Size: 2.65

Median Age: 29.3

Median Household Income: $35,700

WHO ARE WE?

Metro Fusion is a young, diverse market. Many residents do not speak English fluently and have moved into their homes recently. They are highly mobile and over three quarters of households are occupied by renters. Many households have young children; a quarter are single-parent families. The majority of residents live in midsize apartment buildings. *Metro Fusion* is a hard-working market with residents that are dedicated to climbing the ladders of their professional and social lives. This is particularly difficult for the single parents due to median incomes that are 36% lower than the US level.

OUR NEIGHBORHOOD

- Over 60% of the homes are multiunit structures located in the urban periphery.
- Three quarters of residents are renters, and rents are about thirteen percent less than the US average.
- The majority of housing units were built before 1990.
- Single-parent and single-person households make up over half of all households.

SOCIOECONOMIC TRAITS

- They're a diverse market with 31% black, 34% Hispanic, and 20% foreign born.
- Younger residents are highly connected, while older residents do not have much use for the latest and greatest technology.
- They work hard to advance in their professions, including working weekends.
- They take pride in their appearance, consider their fashion trendy, and stick with the same few designer brands.
- They spend money readily on what's hot unless saving for something specific.
- Social status is very important; they look to impress with fashion and electronics.

TAPESTRY SEGMENTATION

esri.com/tapestry

AGE BY SEX (Esri data)
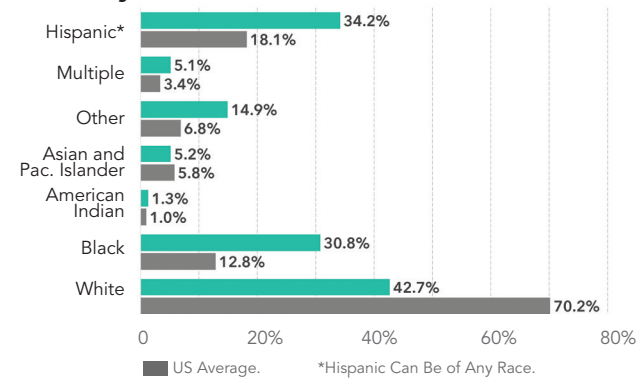
Median Age: 29.3 US: 38.2

■ Indicates US

Male   Female
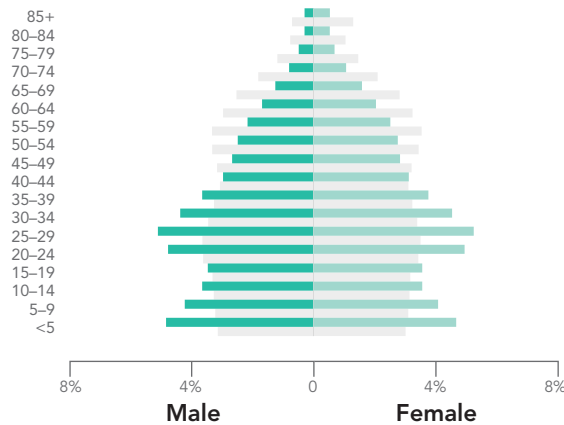
RACE AND ETHNICITY (Esri data)

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: 84.6 US: 64.0

Group	Value	US Average
Hispanic*	34.2%	18.1%
Multiple	5.1%	3.4%
Other	14.9%	6.8%
Asian and Pac. Islander	5.2%	5.8%
American Indian	1.3%	1.0%
Black	30.8%	12.8%
White	42.7%	70.2%

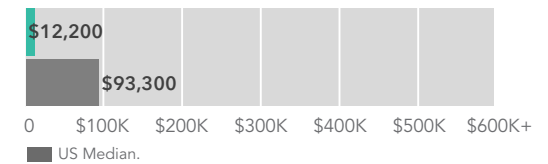■ US Average.   *Hispanic Can Be of Any Race.

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.
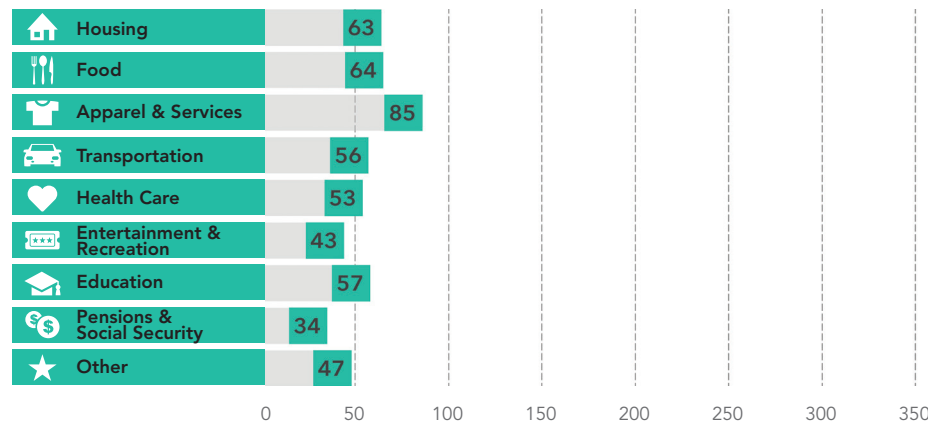
Median Household Income

$35,700
$56,100

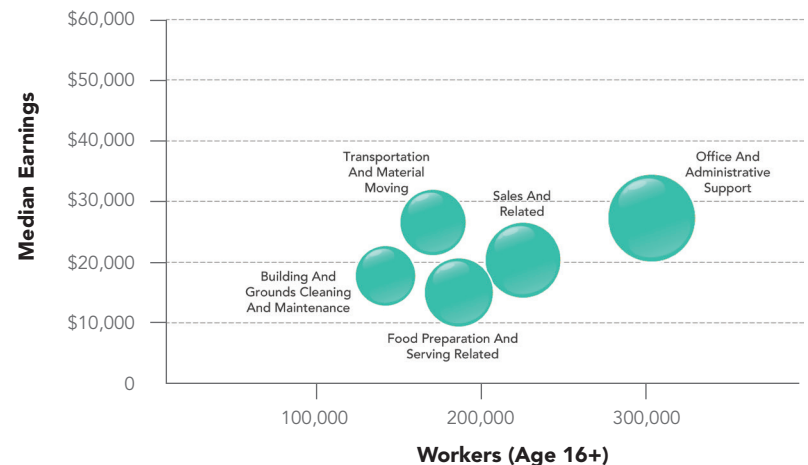### Median Net Worth

$12,200
$93,300

■ US Median.

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	63
Food	64
Apparel & Services	85
Transportation	56
Health Care	53
Entertainment & Recreation	43
Education	57
Pensions & Social Security	34
Other	47

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 vs. Workers (Age 16+)

Transportation And Material Moving
Sales And Related
Office And Administrative Support
Building And Grounds Cleaning And Maintenance
Food Preparation And Serving Related

MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- They enjoy watching MTV, BET, Spanish TV networks, and Tru TV.
- They listen to R&B, rap, Latin, and urban music.
- Football and weight lifting are popular activities.
- They shop at discount grocery stores, Family Dollar, and Walmart.
- They often eat frozen dinners, but when dining out prefer McDonald's, Taco Bell, Burger King, and Pizza Hut.

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:
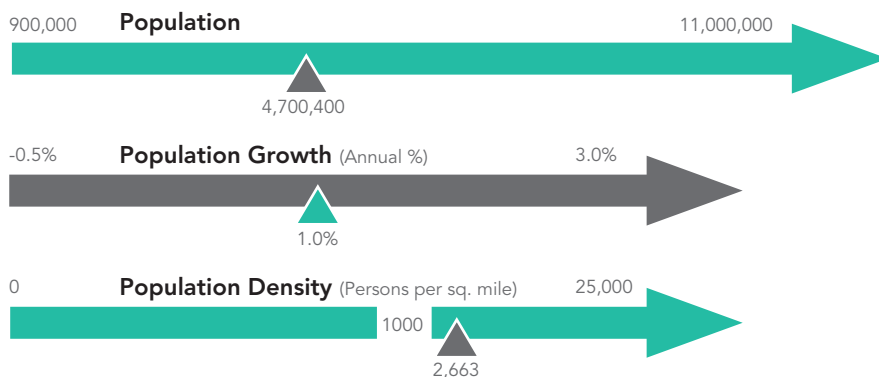Multi-Unit Rentals;
Single Family

Average Rent:
$898

US Average: $1,038

Home Ownership
US Percentage:
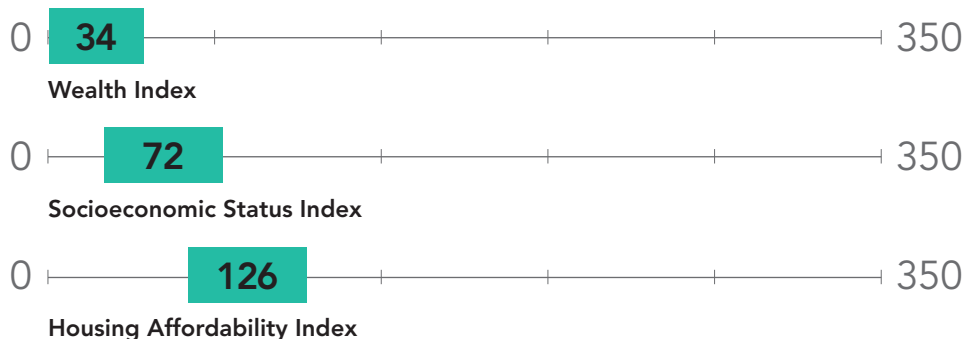62.7% Own
37.3% Rent

Own 24.0%

Rent 76.0%
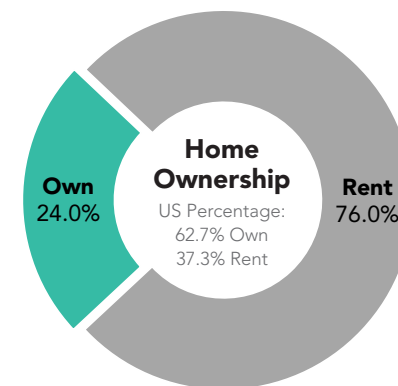
POPULATION CHARACTERISTICS

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
4,700,400

Population Growth (Annual %)
-0.5% — 3.0%
1.0%

Population Density (Persons per sq. mile)
0 — 25,000
1000
2,663

ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

0 — **34** — 350
Wealth Index

0 — **72** — 350
Socioeconomic Status Index

0 — **126** — 350
Housing Affordability Index

11C

LifeMode Group: Midtown Singles
Metro Fusion

TAPESTRY
SEGMENTATION
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SEGMENT DENSITY

This map illustrates the density and
distribution of the *Metro Fusion*
Tapestry Segment by households.

High

Low

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