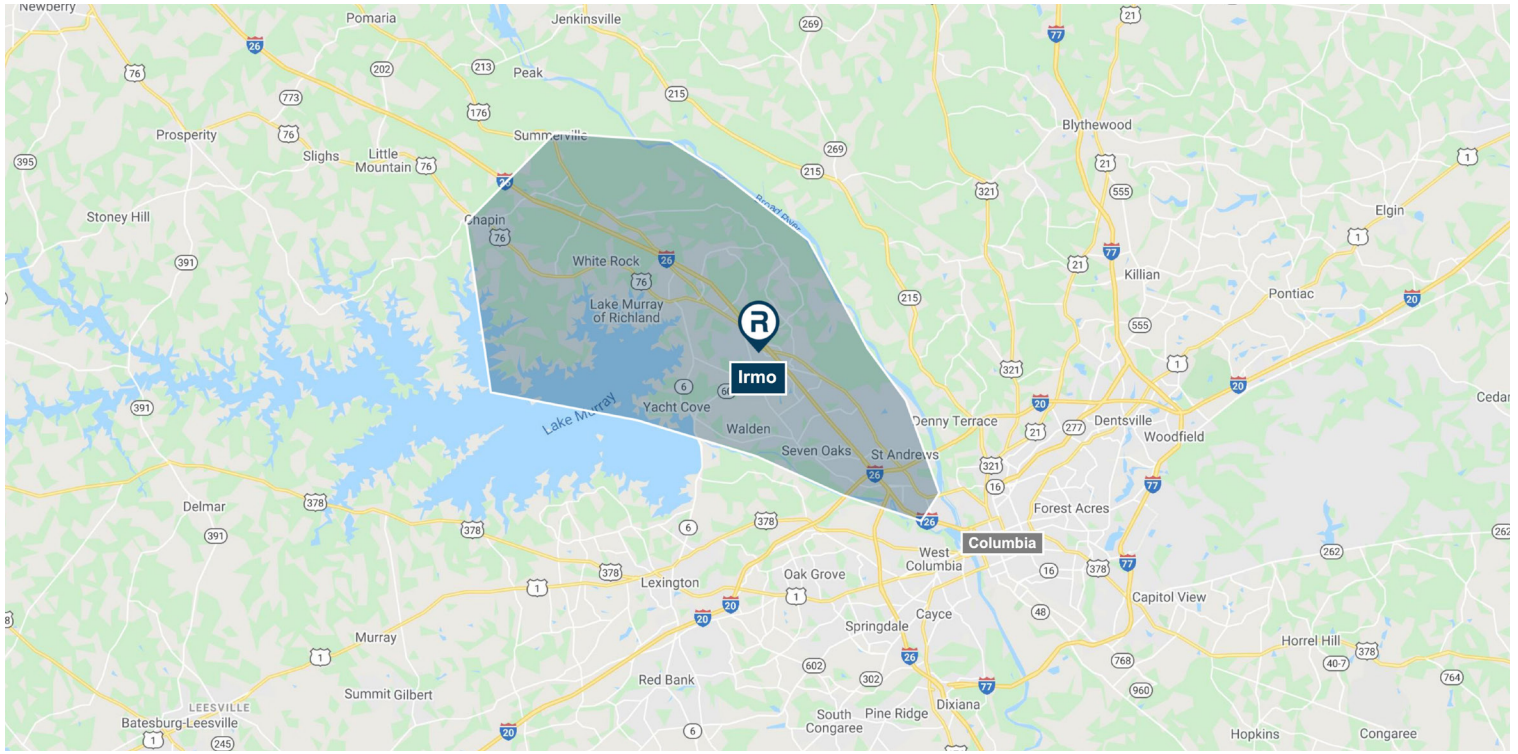# THE TOWN OF

Irmo

GATEWAY TO LAKE MURRAY

Primary Retail Trade Area Psychographic Profile

IRMO, SOUTH CAROLINA

February 2022

Primary Retail Trade Area • Demographic Snapshot

Irmo, South Carolina

Population

Year	Population
2010	113,137
2022	124,228
2027	127,537

Educational Attainment (%)

Graduate or Professional Degree	15.14%
Bachelors Degree	24.41%
Associate Degree	9.44%
Some College	21.92%
High School Graduate (GED)	22.43%
Some High School, No Degree	5.14%
Less than 9th Grade	1.52%

Income

Average HH	$93,511
Median HH	$67,418
Per Capita	$39,063

Age

0 - 9 Years	10.91%
10 - 17 Years	9.92%
18 - 24 Years	9.24%
25 - 34 Years	15.29%
35 - 44 Years	12.74%
45 - 54 Years	12.62%
55 - 64 Years	13.20%
65 and Older	16.09%
Median Age	38.51
Average Age	39.75

Race Distribution (%)

White	57.50%
Black/African American	34.98%
American Indian/Alaskan	0.29%
Asian	3.04%
Native Hawaiian/Islander	0.14%
Other Race	1.23%
Two or More Races	2.81%
Hispanic	3.53%

THE TOWN OF Irmo
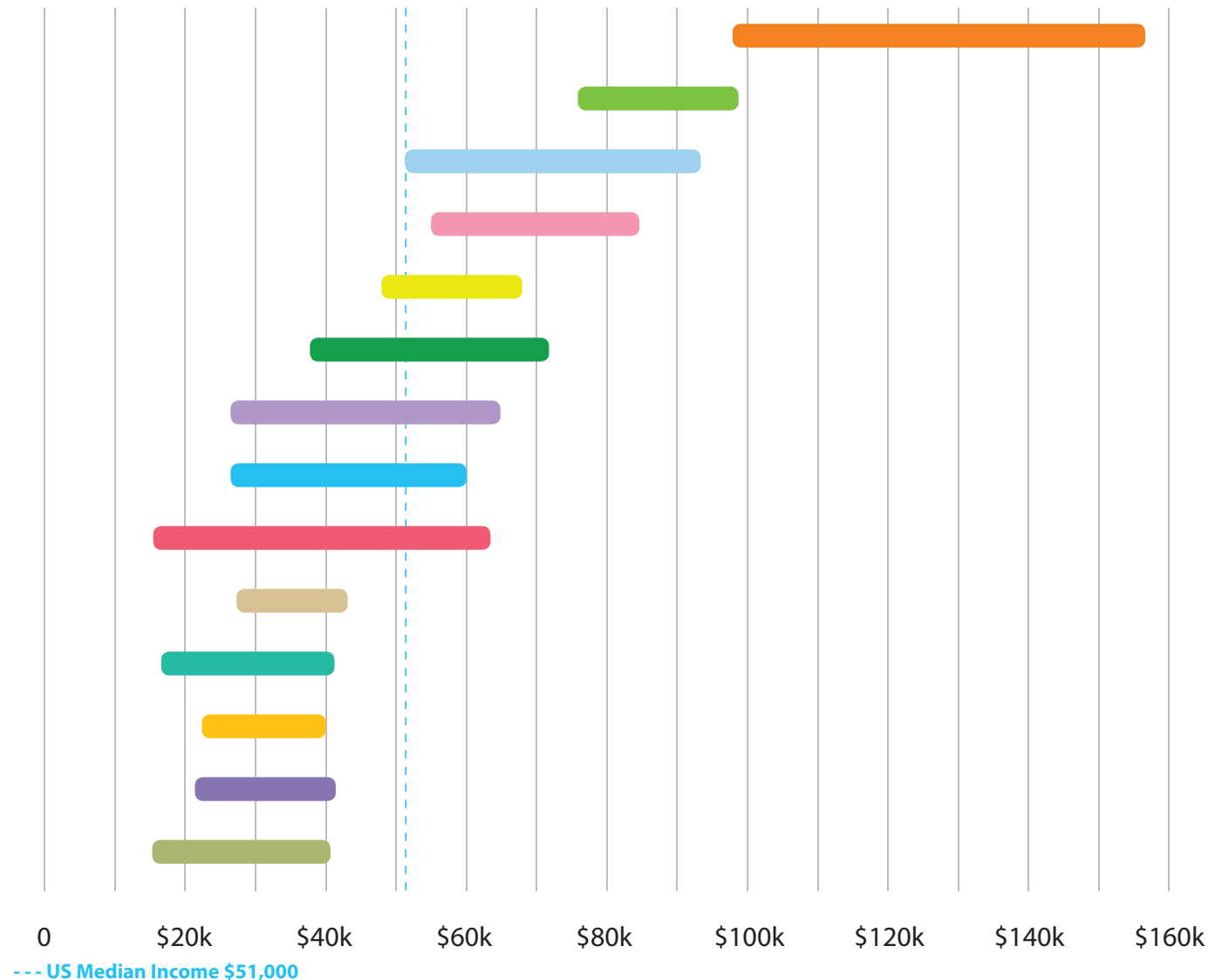GATEWAY TO LAKE MURRAY

The Town of Irmo
Mia Wilkins, *Director*
Economic Development

7300 Woodrow Street
Irmo, SC 29063

Phone   803.781.7050 Ext. 6
Cell   803.758.3560
mwilkins@townofirmosc.com
townofirmosc.com

Income Range of Lifemode Summary Groups
Irmo, South Carolina

Income scale: 0, $20k, $40k, $60k, $80k, $100k, $120k, $140k, $160k

- - - US Median Income $51,000

+ L1 AFFLUENT ESTATES
Established wealth — educated, well-traveled married couples

+ L2 UPSCALE AVENUES
Prosperous, married couples
in higher density neighborhoods

+ L3 UPTOWN INDIVIDUALS
Younger, urban singles on the move

+ L4 FAMILY LANDSCAPES
Successful younger families in newer housing

+ L5 GENXURBAN
Gen X in middle age; families with fewer kids and a mortgage

+ L6 COZY COUNTRY
Empty nesters in bucolic settings

+ L7 ETHNIC ENCLAVES
Established diversity — young, Hispanic homeowners with families

+ L8 MIDDLE GROUND
Lifestyles of thirtysomethings

+ L9 SENIOR STYLES
Senior lifestyles reveal the effects of saving for retirement

+ L10 RUSTIC OUTPOSTS
Country life with older families, older homes

+ L11 MIDTOWN SINGLES
Millennials on the move; single, diverse, and urban

+ L12 HOMETOWN
Growing up and staying close to home; single householders
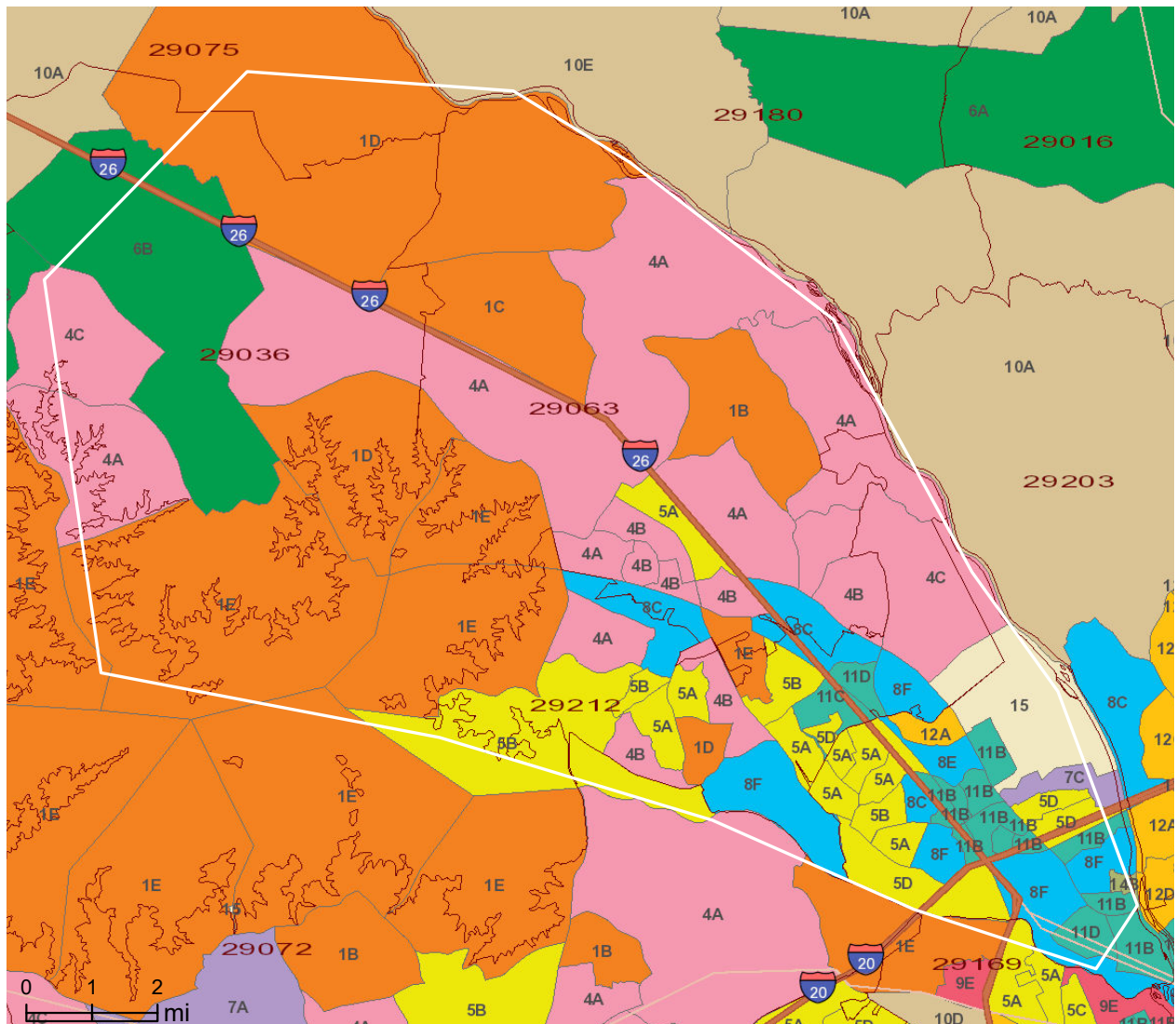
+ L13 NEXT WAVE
Urban denizens; young, diverse,
hardworking families

+ L14 SCHOLARS AND PATRIOTS
College campuses and military neighborhoods

Primary Retail Trade Area • Lifemode Summary Groups Map
Irmo, South Carolina

+ L1 AFFLUENT ESTATES
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College campuses and military neighborhoods

Primary Retail Trade Area • Top Tapestry Segments

Irmo, South Carolina

+ L1 AFFLUENT ESTATES
Established wealth — educated, well-traveled married couples

+ L2 UPSCALE AVENUES
Prosperous, married couples
in higher density neighborhoods

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Younger, urban singles on the move

+ L4 FAMILY LANDSCAPES
Successful younger families in newer housing

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Gen X in middle age; families with fewer kids and a mortgage

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College campuses and military neighborhoods

	TAPESTRY SEGMENTATION	HOUSEHOLDS PERCENT	CUMULATIVE PERCENT	US HOUSEHOLDS PERCENT	CUMULATIVE PERCENT	INDEX
1	Workday Drive (4A)	14.5%	14.5%	3.0%	3.0%	488
2	Young and Restless (11B)	13.8%	28.3%	1.8%	4.7%	789
3	Home Improvement (4B)	7.7%	36.1%	1.7%	6.4%	457
4	Exurbanites (1E)	7.6%	43.7%	1.9%	8.3%	393
5	Comfortable Empty Nesters (5A)	7.3%	50.9%	2.4%	10.8%	298
	Subtotal	50.9%		10.8%		
6	Bright Young Professionals (8C)	6.8%	57.7%	2.3%	13.1%	298
7	Old and Newcomers (8F)	6.7%	64.4%	2.3%	15.4%	290
8	Savvy Suburbanites (1D)	6.5%	70.9%	3.0%	18.3%	219
9	In Style (5B)	5.8%	76.7%	2.2%	20.6%	259
10	Rustbelt Traditions (5D)	4.4%	81.0%	2.2%	22.7%	201
	Subtotal	30.2%		12.0%		
11	Middleburg (4C)	4.0%	85.0%	3.0%	25.7%	133
12	Boomburbs (1C)	3.6%	88.5%	1.8%	27.5%	197
13	Set to Impress (11D)	2.7%	91.3%	1.4%	28.9%	198
14	Professional Pride (1B)	2.4%	93.7%	1.6%	30.5%	146
15	Salt of the Earth (6B)	1.6%	95.3%	2.9%	33.4%	57
	Subtotal	14.3%		10.7%		
16	Front Porches (8E)	1.6%	96.9%	1.6%	35.0%	99
17	Urban Edge Families (7C)	1.3%	98.1%	1.5%	36.4%	87
18	Family Foundations (12A)	0.9%	99.0%	1.0%	37.4%	88
19	Metro Fusion (11C)	0.6%	99.7%	1.4%	38.8%	45
20	College Towns (14B)	0.3%	100.0%	1.0%	39.8%	35
	Subtotal	4.7%		6.5%		
	Total	100.0%		39.8%		251

4A LifeMode Group: Family Landscapes
Soccer Moms

US Households: 3,541,300
Average Household Size: 2.97
Median Age: 37.0
Median Household Income: $90,500

WHO ARE WE?

Soccer Moms is an affluent, family-oriented market with a country flavor. Residents are partial to new housing away from the bustle of the city but close enough to commute to professional job centers. Life in this suburban wilderness offsets the hectic pace of two working parents with growing children. They favor time-saving devices, like banking online or housekeeping services, and family-oriented pursuits.

OUR NEIGHBORHOOD

- Soccer Moms residents prefer the suburban periphery of metropolitan areas.
- Predominantly single family, homes are in newer neighborhoods, 34% built in the 1990s (Index 236), 31% built since 2000.
- Owner-occupied homes have high rate of mortgages at 68% (Index 164), and low rate vacancy at 4%.
- Median home value is $257,400.
- Most households are married couples with children; average household size is 2.97.
- Most households have 2 or 3 vehicles; long travel time to work including a disproportionate number commuting from a different county (Index 132).

SOCIOECONOMIC TRAITS

- Education: 40.5% college graduates; more than 72% with some college education.
- Low unemployment at 3.8%; high labor force participation rate at 71%; 2 out of 3 households include 2+ workers (Index 124).
- Connected, with a host of wireless devices from iPods to tablets—anything that enables convenience, like banking, paying bills, or even shopping online.
- Well insured and invested in a range of funds, from savings accounts or bonds to stocks.
- Carry a higher level of debt, including first (Index 149) and second mortgages (Index 154) and auto loans (Index 149).
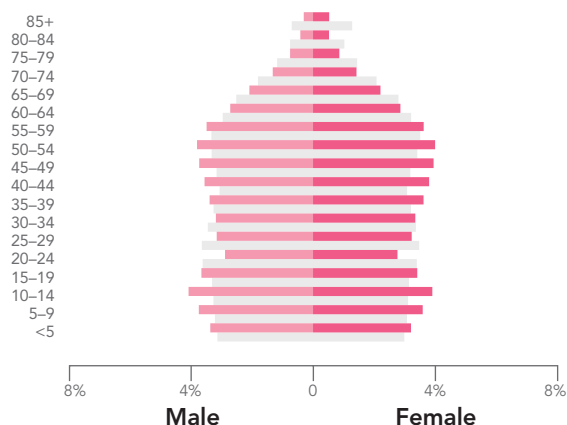
AGE BY SEX (Esri data)

Median Age: 37.0 US: 38.2

■ Indicates US

Age	Male / Female distribution
85+	
80–84	
75–79	
70–74	
65–69	
60–64	
55–59	
50–54	
45–49	
40–44	
35–39	
30–34	
25–29	
20–24	
15–19	
10–14	
5–9	
<5	

8%   4%   0   4%   8%

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: 50.8 US: 64.0
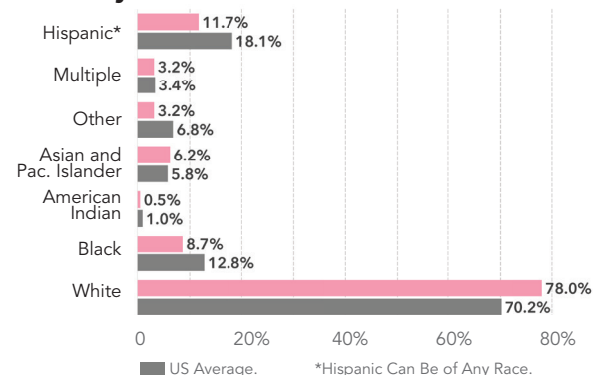
Group	Value	US Average
Hispanic*	11.7%	18.1%
Multiple	3.2%	3.4%
Other	3.2%	6.8%
Asian and Pac. Islander	6.2%	5.8%
American Indian	0.5%	1.0%
Black	8.7%	12.8%
White	78.0%	70.2%

0   20%   40%   60%   80%

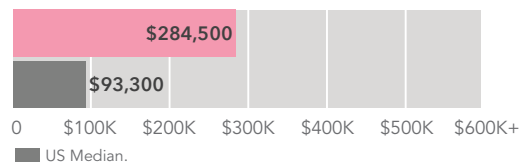■ US Average.   *Hispanic Can Be of Any Race.

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

$90,500
$56,100

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

Median Net Worth

$284,500
$93,300

0   $100K $200K $300K $400K $500K $600K+
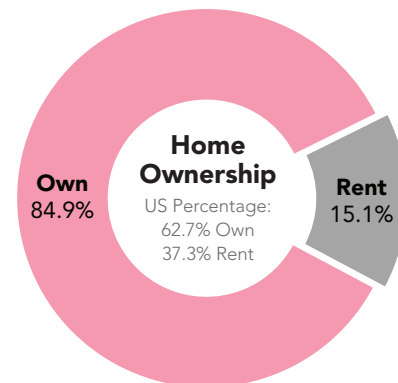
■ US Median.

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.
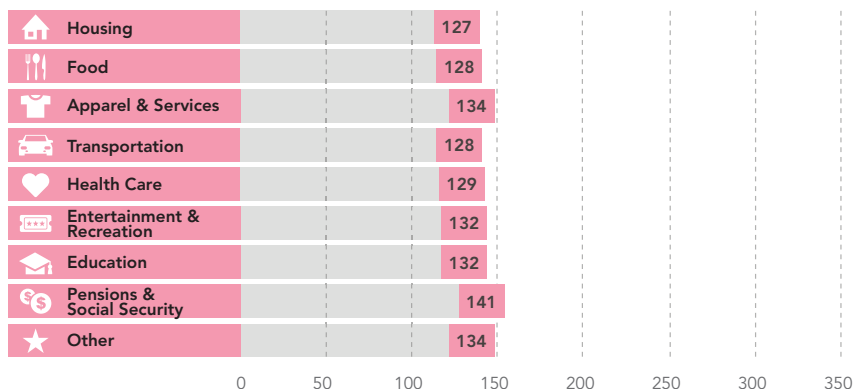
Typical Housing:
Single Family

Median Value:
$257,400

US Median: $207,300

Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 84.9%   **Rent 15.1%**

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	127
Food	128
Apparel & Services	134
Transportation	128
Health Care	129
Entertainment & Recreation	132
Education	132
Pensions & Social Security	141
Other	134

0   50   100   150   200   250   300   350

4A LifeMode Group: Family Landscapes
Soccer Moms

Market Profile
- Most households own at least 2 vehicles; the most popular types are minivans and SUVs.
- Family-oriented purchases and activities dominate, like 4+ televisions (Index 154), movie purchases or rentals, children's apparel and toys, and visits to theme parks or zoos.
- Outdoor activities and sports are characteristic of life in the suburban periphery. They attend sporting events, as well as participate in them like bicycling, jogging, golfing, and boating.
- Home maintenance services are frequently contracted, but these families also like their gardens and own the tools for minor upkeep, like lawn mowers, trimmers, and blowers.

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.
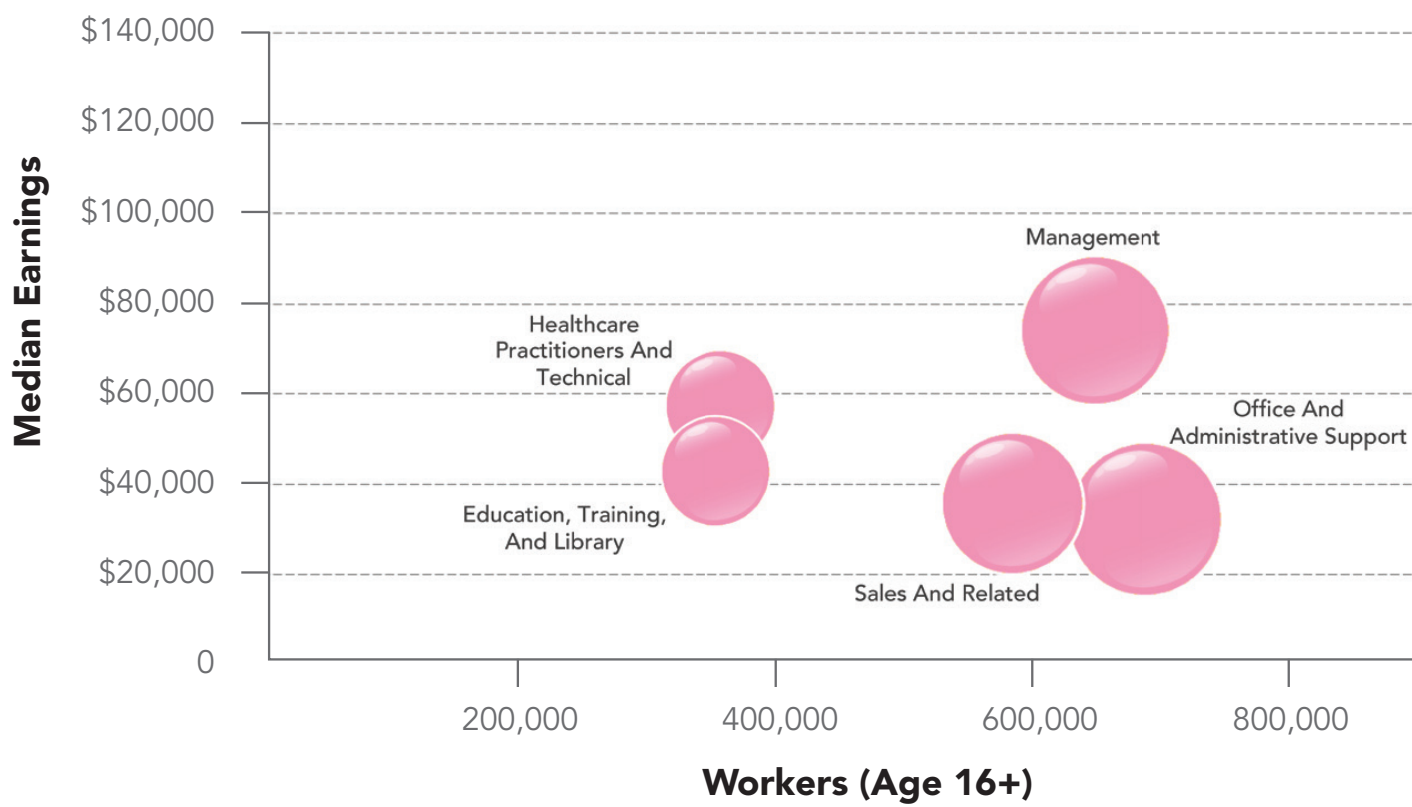
11B LifeMode Group: Midtown Singles
Young and Restless

US Households: 2,131,500

Average Household Size: 2.04

Median Age: 29.8

Median Household Income: $40,500

WHO ARE WE?

Gen Y comes of age: Well-educated young workers, some of whom are still completing their education, are employed in professional/technical occupations, as well as sales and office/administrative support roles. These residents are not established yet, but striving to get ahead and improve themselves. This market ranks in the top 5 for renters, movers, college enrollment, and labor force participation rate. Almost 1 in 5 residents move each year. More than half of all householders are under the age of 35, the majority living alone or in shared nonfamily dwellings. Median household income is still below the US Smartphones are a way of life, and they use the Internet extensively. Young and Restless consumers are diverse, favoring densely populated neighborhoods in large metropolitan areas; over 50% are located in the South (almost a fifth in Texas), with the rest chiefly in the West and Midwest.

OUR NEIGHBORHOOD

- One of the youngest markets: More than half the householders under age 35; median age 29.8.
- Primarily single-person households (Index 163) with some shared households (Index 201).
- Highly mobile market, beginning careers and changing addresses frequently.
- Naturally, one of the top 5 renter markets (Index 233).
- Apartment rentals popular: 44% in 5–19 unit buildings (Index 487), 27% in 20+ unit buildings (Index 318).
- Majority of housing built in 1970 or later (84%).

SOCIOECONOMIC TRAITS

- Education completed: More than 2 out of 3 have some college, an associate's degree, or a bachelor's degree or higher. Almost 14% are still enrolled in college (Index 175).
- Labor force participation rate is exceptionally high at 75.0%; unemployment is low at 5.2%.
- These are careful shoppers, aware of prices, and demonstrate little brand loyalty.
- They like to be the first to try new products, but prefer to do research before buying the latest electronics.
- Most of their information comes from the Internet and TV, rather than traditional media.
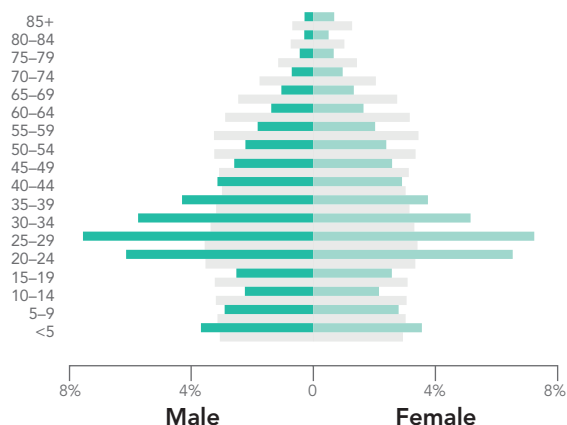- Carry their cell phone everywhere they go.

11B
LifeMode Group: Midtown Singles
Young and Restless

AGE BY SEX (Esri data)

Median Age: 29.8 US: 38.2

Indicates US

Male   Female
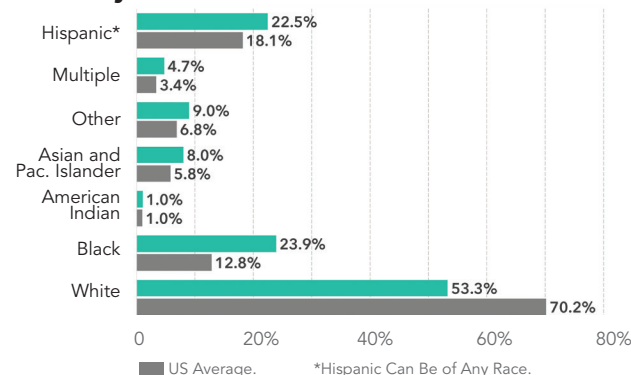
RACE AND ETHNICITY (Esri data)

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: 77.4 US: 64.0

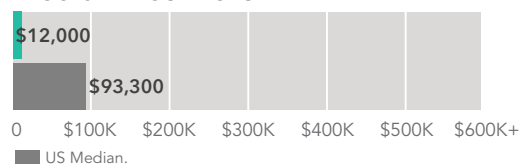|	
Hispanic*	22.5% / 18.1%
Multiple	4.7% / 3.4%
Other	9.0% / 6.8%
Asian and Pac. Islander	8.0% / 5.8%
American Indian	1.0% / 1.0%
Black	23.9% / 12.8%
White	53.3% / 70.2%

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

$40,500
$56,100

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

Median Net Worth

$12,000
$93,300

0 $100K $200K $300K $400K $500K $600K+
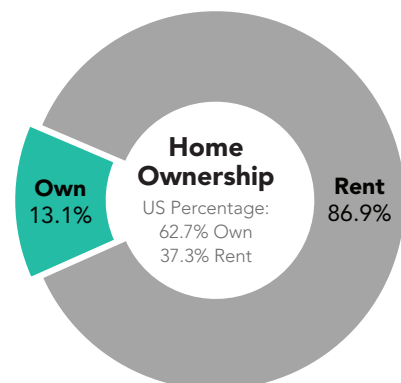
US Median.

HOUSING

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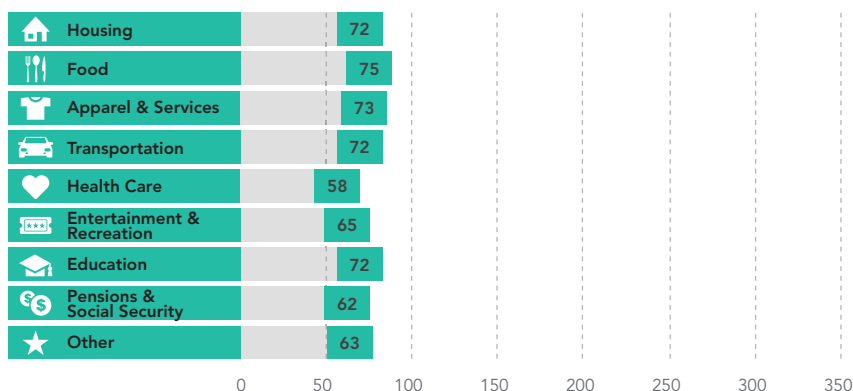
Typical Housing:
Multi-Unit Rentals

Average Rent:
$958

US Average: $1,038

Home Ownership
US Percentage: 62.7% Own 37.3% Rent

Own 13.1%
Rent 86.9%

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.

Housing	72
Food	75
Apparel & Services	73
Transportation	72
Health Care	58
Entertainment & Recreation	65
Education	72
Pensions & Social Security	62
Other	63

0 50 100 150 200 250 300 350

# 11B LifeMode Group: Midtown Singles
Young and Restless

Market Profile

- No landline telephone for majority of HHs, preferring a cell phone only.
- Use their cell phone to text, listen to music, pay bills, redeem coupons, look up directions, and access financial information.
- Online activities include banking (with paperless statements), purchasing items on eBay, accessing Twitter and Facebook, and watching movies and TV shows.
- Enjoy dancing, playing pool, watching VH1 and Comedy Central programs, and playing basketball and ping pong.
- Listen to contemporary hits, jazz, rap, hip hop, and dance music.
- Purchase natural/organic food, but frequent fast food restaurants.
- Residents like to read magazines, especially digital, covering topics ranging from news, fashion, to music.

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.
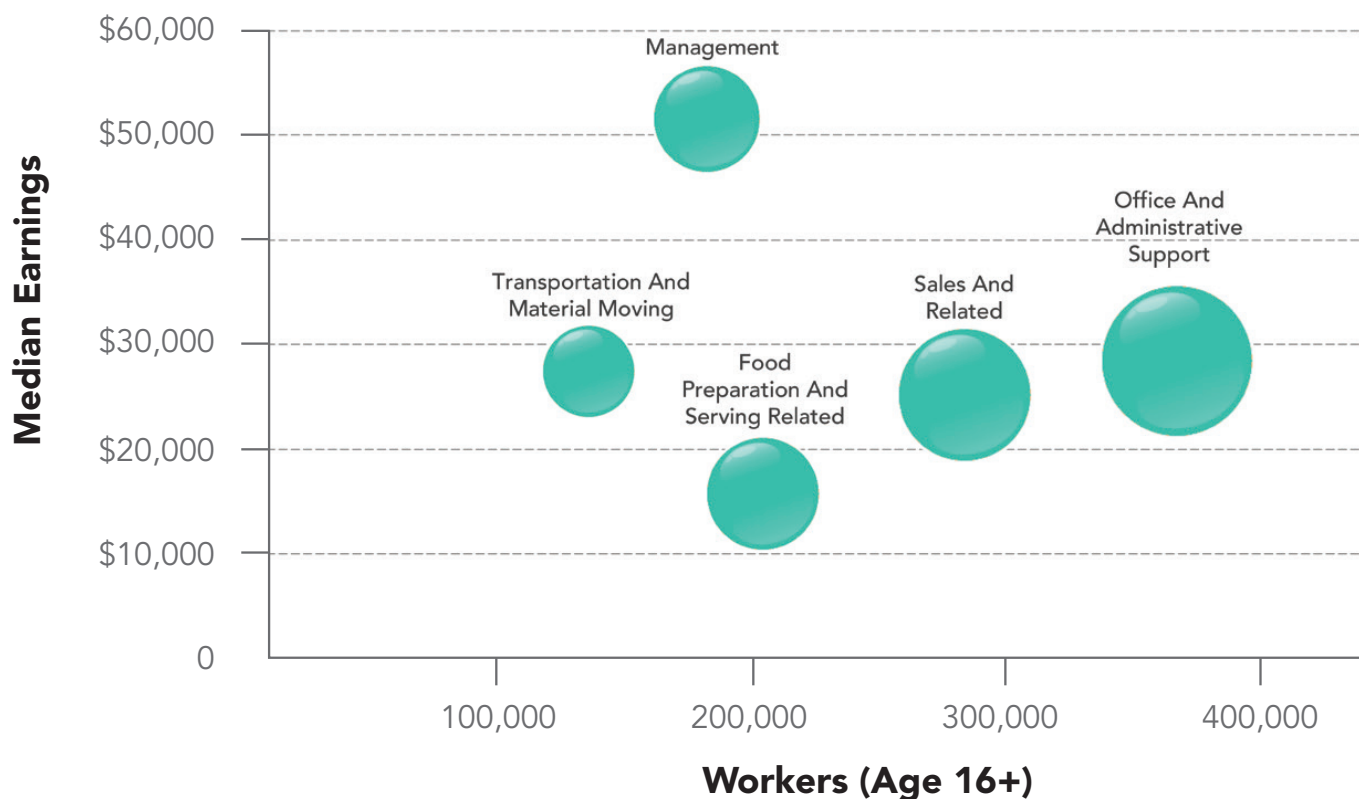
4B LifeMode Group: Family Landscapes
Home Improvement

US Households: 2,114,500
Average Household Size: 2.88

Median Age: 37.7
Median Household Income: $72,100

WHO ARE WE?

Married-couple families occupy well over half of these suburban households. Most Home Improvement residences are single-family homes that are owner occupied, with only one-fifth of the households occupied by renters. Education and diversity levels are similar to the US as a whole. These families spend a lot of time on the go and therefore tend to eat out regularly. When at home, weekends are consumed with home improvement and remodeling projects.

OUR NEIGHBORHOOD

- These are low density suburban neighborhoods.
- Eight of every 10 homes are traditional single-family dwellings, owner occupied.
- Majority of the homes were built between 1970 and 2000.
- More than half of the households consist of married-couple families; another 12% include single-parent families.

SOCIOECONOMIC TRAITS

- Higher participation in the labor force and lower unemployment than US levels; most households have 2+ workers.
- Cautious consumers that do their research before buying, they protect their investments.
- Typically spend 4–7 hours per week commuting, and, therefore, spend significant amounts on car maintenance (performed at a department store or auto repair chain store).
- They are paying off student loans and home mortgages.
- They spend heavily on eating out, at both fast-food and family restaurants.
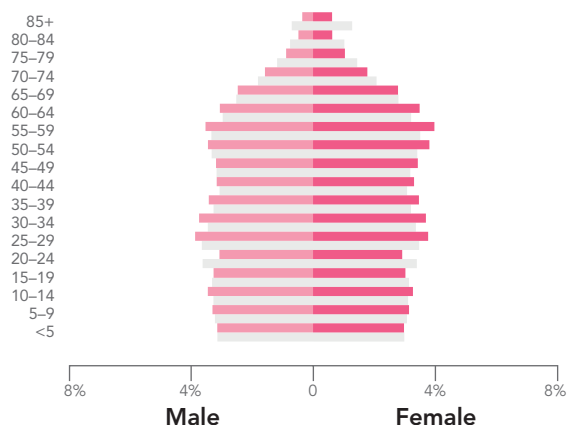- They like to work from home, when possible.

4B LifeMode Group: Family Landscapes
Home Improvement

AGE BY SEX (Esri data)

Median Age: 37.7 US: 38.2

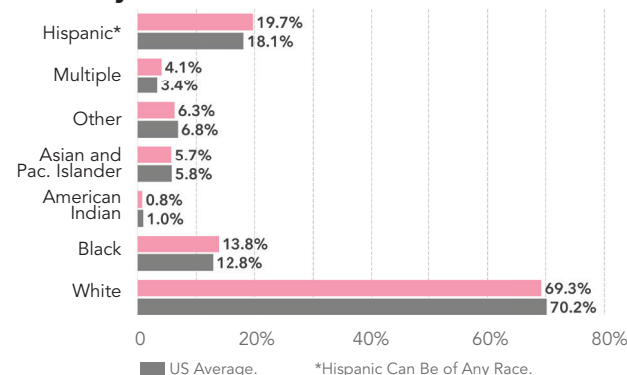⬜ Indicates US

8%   4%   0   4%   8%

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: 65.7 US: 64.0

Group	Value
Hispanic*	19.7%
Hispanic* (US)	18.1%
Multiple	4.1%
Multiple (US)	3.4%
Other	6.3%
Other (US)	6.8%
Asian and Pac. Islander	5.7%
Asian and Pac. Islander (US)	5.8%
American Indian	0.8%
American Indian (US)	1.0%
Black	13.8%
Black (US)	12.8%
White	69.3%
White (US)	70.2%

0   20%   40%   60%   80%
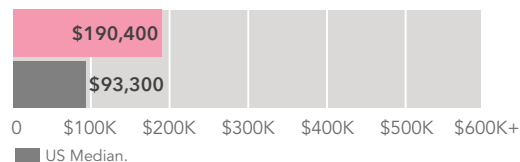
⬛ US Average.   *Hispanic Can Be of Any Race.

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

$72,100

$56,100

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

Median Net Worth

$190,400

$93,300

0   $100K $200K $300K $400K $500K $600K+
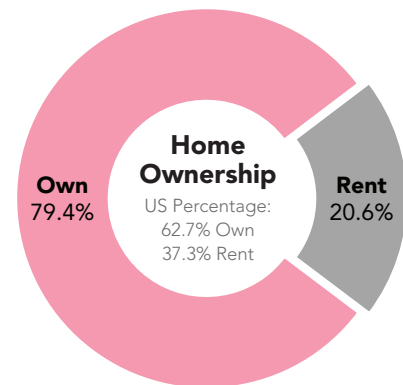
⬛ US Median.

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.

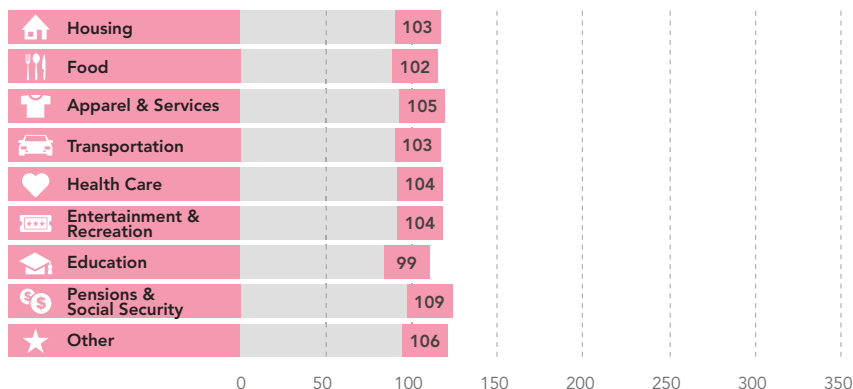**Typical Housing:**
Single Family

Median Value:
$192,600

US Median: $207,300

Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 79.4%   **Rent 20.6%**

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	103
Food	102
Apparel & Services	105
Transportation	103
Health Care	104
Entertainment & Recreation	104
Education	99
Pensions & Social Security	109
Other	106

0   50   100   150   200   250   300   350

4B LifeMode Group: Family Landscapes
Home Improvement

Market Profile

- Enjoy working on home improvement projects and watching DIY networks.
- Make frequent trips to warehouse/club and home improvement stores in their minivan or SUV.
- Own a giant screen TV with fiber-optic connection and premium cable; rent DVDs from Redbox or Netflix.com.
- Very comfortable with new technology; embrace the convenience of completing tasks on a mobile device.
- Enjoy dining at Chili's, Chick-fil-A, and KFC.
- Frequently buy children's clothes and toys.

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.
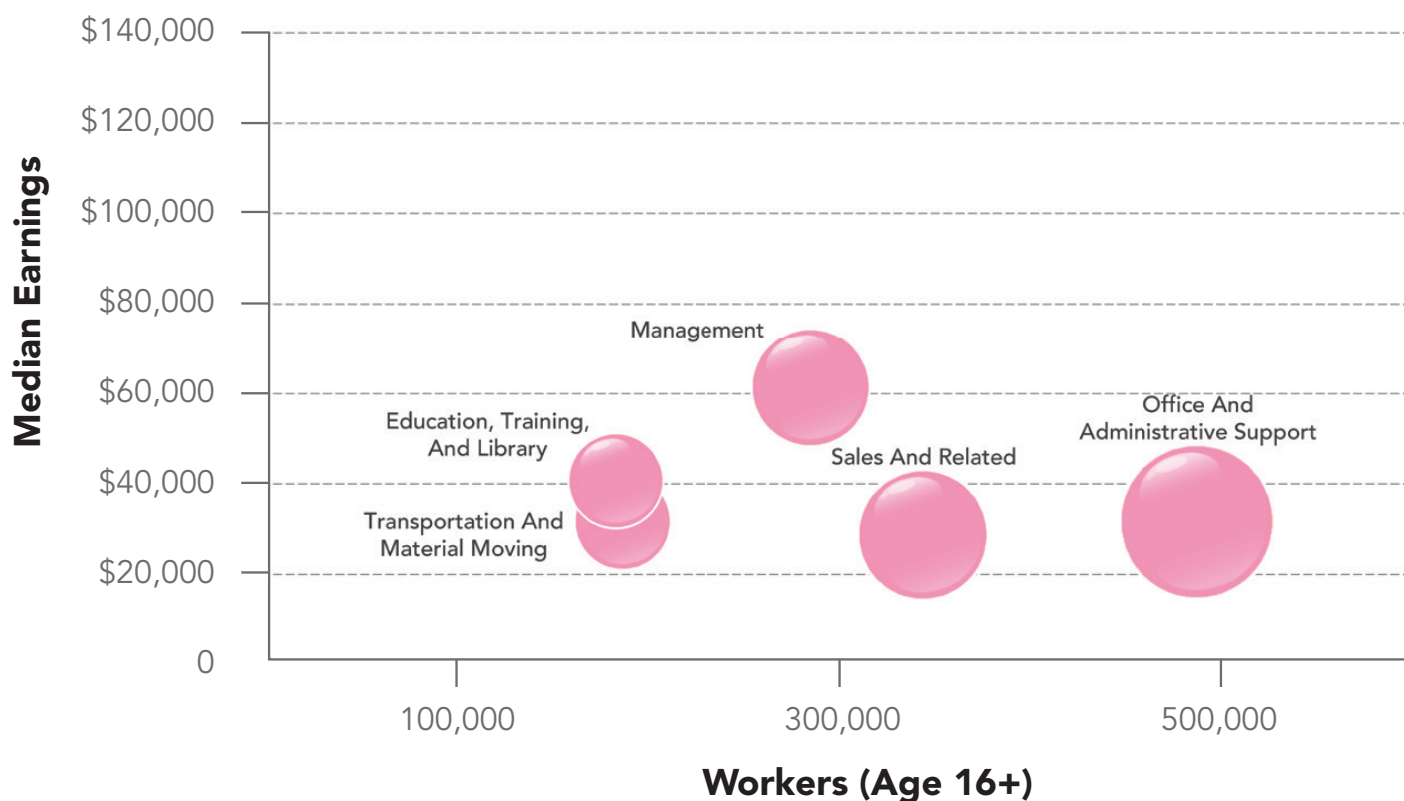
1E LifeMode Group: Affluent Estates
Exurbanites

US Households: 2,398,200

Average Household Size: 2.50

Median Age: 51.0

Median Household Income: $103,400

WHO ARE WE?

Ten years later, Exurbanites residents are now approaching retirement but showing few signs of slowing down. They are active in their communities, generous in their donations, and seasoned travelers. They take advantage of their proximity to large metropolitan centers to support the arts, but prefer a more expansive home style in less crowded neighborhoods. They have cultivated a lifestyle that is both affluent and urbane.

OUR NEIGHBORHOOD

- Established neighborhoods (most built between 1970 and 1990) found in the suburban periphery of large metropolitan markets.
- A larger market of empty nesters, married couples with no children; average household size is 2.50.
- Primarily single-family homes with a high median value of $423,400 (Index 204), most still carrying mortgages.
- Higher vacancy rate at 9%.

SOCIOECONOMIC TRAITS

- Residents are college educated; more than half have a bachelor's degree or higher; nearly 81% have some college education.
- This labor force is beginning to retire. 1 in 3 households currently receive Social Security or retirement income. Labor force participation has declined to less than 60% (Index 95).
- Unemployment remains low at 3.3% (Index 61); more of the residents prefer self-employment (Index 178) or working from home (Index 177).
- Consumers are more interested in quality than cost. They take pride in their homes and foster a sense of personal style.
- Exurbanites residents are well connected, using the Internet for everything from shopping to managing their finances.
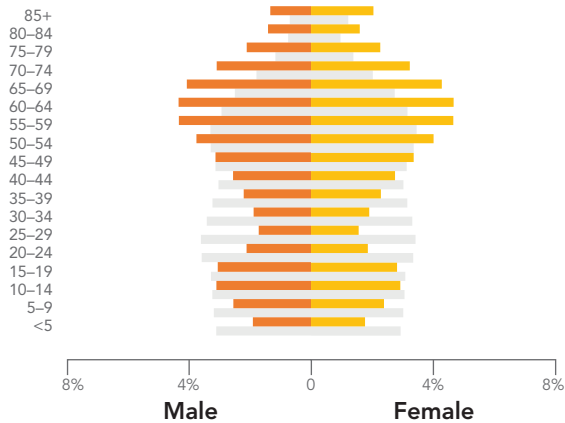- Sociable and hardworking, they still find time to stay physically fit.

1E LifeMode Group: Affluent Estates
Exurbanites

803.781.7050 | MWILKINS@TOWNOFIRMOSC.COM | TOWNOFIRMOSC.COM | IRMO, SOUTH CARLINA

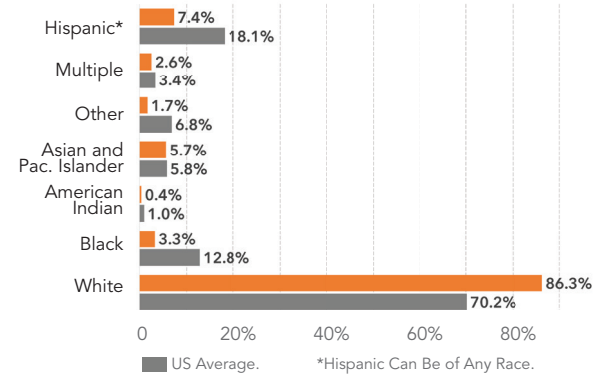## AGE BY SEX (Esri data)

Median Age: 51.0 US: 38.2

■ Indicates US

Age groups (top to bottom): 85+, 80–84, 75–79, 70–74, 65–69, 60–64, 55–59, 50–54, 45–49, 40–44, 35–39, 30–34, 25–29, 20–24, 15–19, 10–14, 5–9, <5

Axis: 8% 4% 0 4% 8%

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: 35.2 US: 64.0

Group	Value	US Average
Hispanic*	7.4%	18.1%
Multiple	2.6%	3.4%
Other	1.7%	6.8%
Asian and Pac. Islander	5.7%	5.8%
American Indian	0.4%	1.0%
Black	3.3%	12.8%
White	86.3%	70.2%

Axis: 0 20% 40% 60% 80%

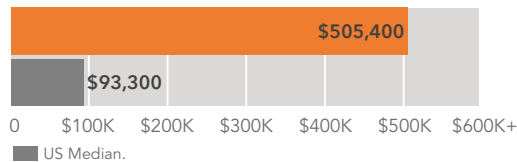■ US Average.   *Hispanic Can Be of Any Race.

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

$103,400
$56,100

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

Median Net Worth

$505,400
$93,300

0 $100K $200K $300K $400K $500K $600K+
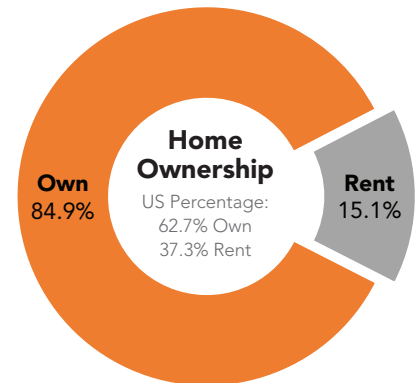
■ US Median.

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.
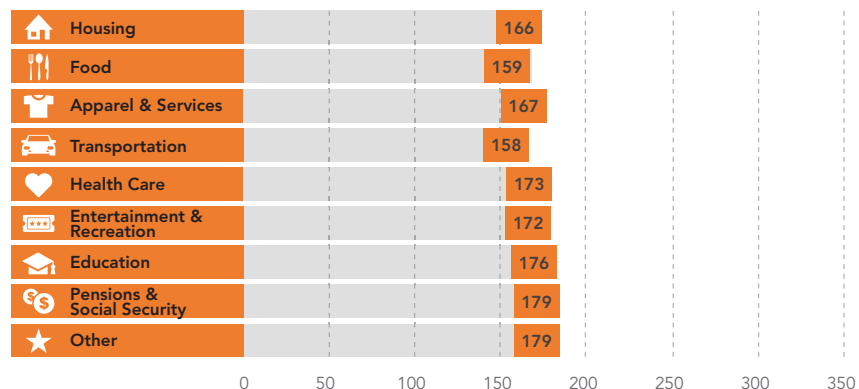
Typical Housing:
Single Family

Median Value:
$423,400

US Median: $207,300

Home Ownership
US Percentage: 62.7% Own 37.3% Rent

Own 84.9%   Rent 15.1%

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	166
Food	159
Apparel & Services	167
Transportation	158
Health Care	173
Entertainment & Recreation	172
Education	176
Pensions & Social Security	179
Other	179

Axis: 0 50 100 150 200 250 300 350

1E LifeMode Group: Affluent Estates
Exurbanites

Market Profile
- Exurbanites residents' preferred vehicles are late model luxury cars or SUVs.
- They are active supporters of the arts and public television/radio.
- Attentive to ingredients, they prefer natural or organic products.
- Gardening and home improvement are priorities, but they also use a number of services, from home care and maintenance to personal care.
- Financially active with wide-ranging investments, these investors rely on financial planners, extensive reading, and the Internet to handle their money.

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.
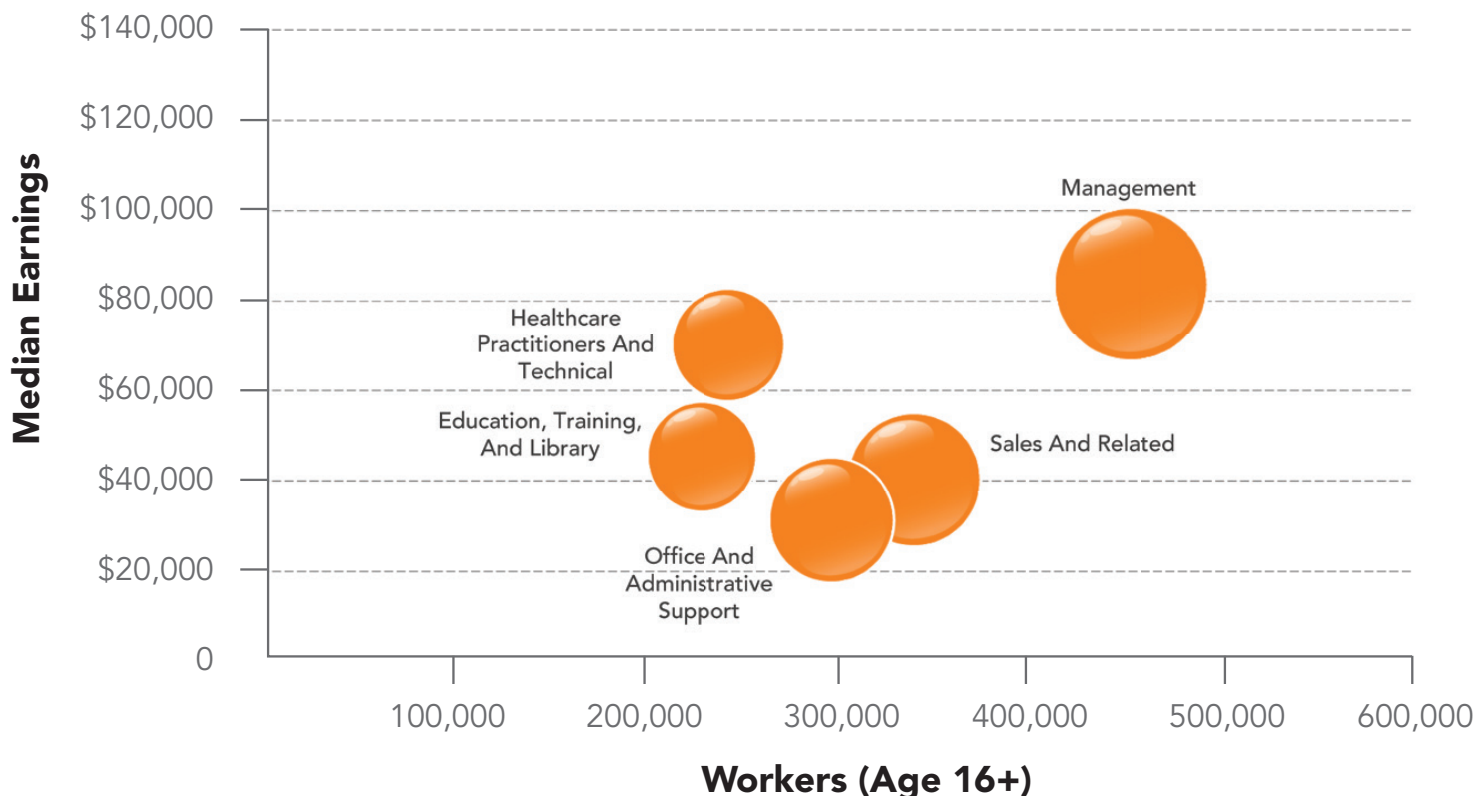
5A LifeMode Group: GenXurban
Comfortable Empty Nesters

US Households: 3,024,200
Average Household Size: 2.52
Median Age: 48.0
Median Household Income: $75,00

WHO ARE WE?
Residents in this large, growing segment are older, with nearly half of all householders aged 55 or older; many still live in the suburbs where they grew up. Most are professionals working in government, health care, or manufacturing. These Baby Boomers are earning a comfortable living and benefitting from years of prudent investing and saving. Their net worth is well above average (Index 314). Many are enjoying the transition from child rearing to retirement. They value their health and financial well-being.

OUR NEIGHBORHOOD
- Married couples, some with children, but most without (Index 149).
- Average household size slightly higher at 2.52.
- Found throughout the suburbs and small towns of metropolitan areas, where most residents own and live in single-family detached homes (Index 142).
- Most homes built between 1950 and 1990 (Index 131).
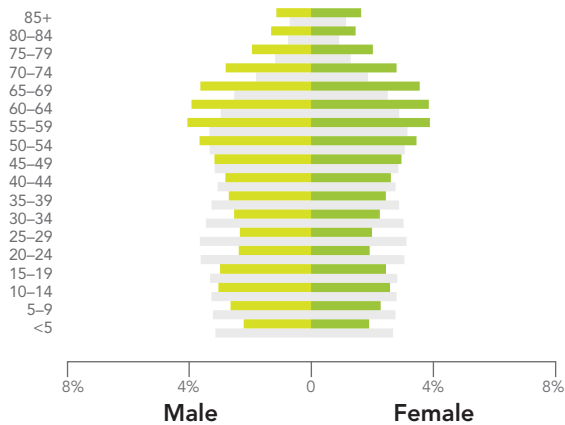- Households generally have one or two vehicles.

SOCIOECONOMIC TRAITS
- Education: 36% college graduates; nearly 68% with some college education.
- Low unemployment at 4%; average labor force participation at 61%.
- Most households income from wages or salaries, but a third also draw income from investments (Index 150) and retirement (Index 159).
- Comfortable Empty Nesters residents physically and financially active.
- Prefer eating at home instead of dining out.
- Home maintenance a priority among these homeowners.

5A LifeMode Group: GenXurban
Comfortable Empty Nesters

AGE BY SEX (Esri data)

Median Age: 48.0 US: 38.2

■ Indicates US

Age groups (top to bottom): 85+, 80–84, 75–79, 70–74, 65–69, 60–64, 55–59, 50–54, 45–49, 40–44, 35–39, 30–34, 25–29, 20–24, 15–19, 10–14, 5–9, <5
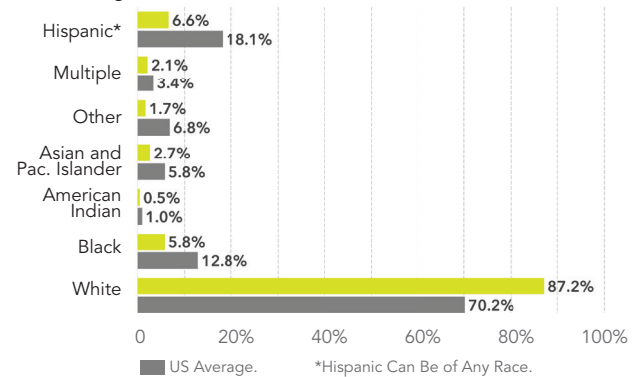
Scale: 8% 4% 0 4% 8%

Male   **Female**

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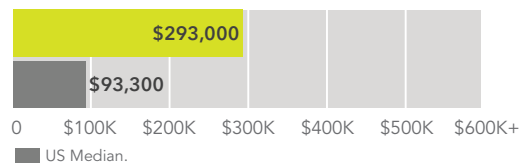
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INCOME AND NET WORTH

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Median Household Income

$75,000
$56,100

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

Median Net Worth

$293,000
$93,300

Scale: 0 $100K $200K $300K $400K $500K $600K+
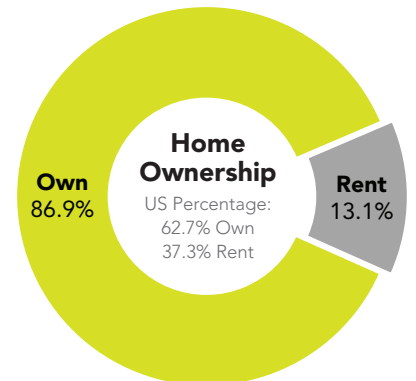
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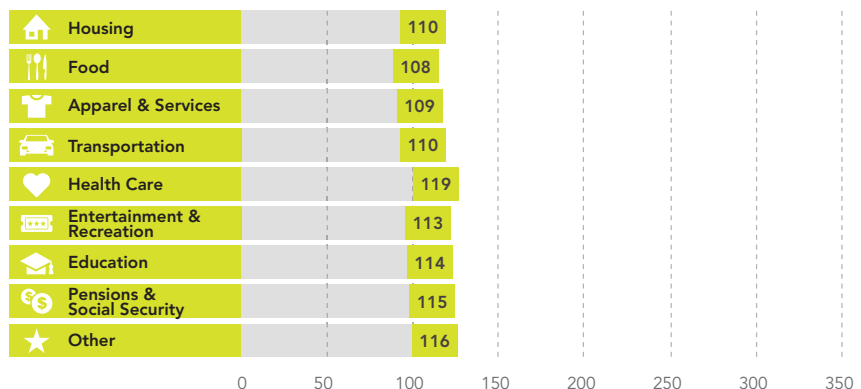
Typical Housing:
Single Family

Median Value:
$203,400

US Median: $207,300

Home Ownership
US Percentage: 62.7% Own 37.3% Rent

Own 86.9%   Rent 13.1%

AVERAGE HOUSEHOLD BUDGET INDEX

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Category	Index
Housing	110
Food	108
Apparel & Services	109
Transportation	110
Health Care	119
Entertainment & Recreation	113
Education	114
Pensions & Social Security	115
Other	116

Scale: 0 50 100 150 200 250 300 350

5A LifeMode Group: GenXurban
Comfortable Empty Nesters

Market Profile
- Residents enjoy listening to sports radio or watching sports on television.
- Physically active, they play golf, ski, ride bicycles, and work out regularly.
- Spending a lot of time online isn't a priority, so most own older home computers.
- Financial portfolio includes stocks, certificates of deposit, mutual funds, and real estate.

OCCUPATION BY EARNINGS

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