

14A LifeMode Group: Scholars and Patriots

Military Proximity

US Households: 186,600
Average Household Size: 3.38

Median Age: 22.6
Median Household Income: \$48,600

WHO ARE WE?

One of the youngest markets, residents of Military Proximity are married-couple families just beginning parenthood, with an average household size of 3.38. The Armed Forces is the common bond for these consumers. Most of the labor force are on active duty or have civilian jobs on military bases. The labor force participation rate, with the Armed Forces, is close to 80%, highest among Tapestry markets. Moving is routine to Military Proximity householders; 40% have recently lived elsewhere. Consumers live a young, active lifestyle with a focus on their families. These communities are located throughout the United States, but mainly in the South and West.

OUR NEIGHBORHOOD

- Military Proximity households consist of young, married couples with children (Index 270).
- Average household size is high at 3.38 (Index 131).
- Residents live in single-family attached homes (Index 783) or apartments in small, multiunit buildings (Index 235).
- Most homes were built in 1970 or later; over forty percent were constructed by 2000 or later.
- Because they are a young, mobile population, more than nine out of ten households are rented.
- Moving is routine to Military Proximity households; 40% have moved in the past year.
- Most neighborhoods are located in the suburbs, outside of the main cities of metropolitan areas across the South and West.
- They have very short commute times since most live close to where they are stationed.
- The majority of households have one to two vehicles available.

SOCIOECONOMIC TRAITS

- Over 27% have a college degree; many are still attending college (Index 170).
- Unemployment is higher at 8.1% (Index 149).
- Civilian labor force participation is low at 22%; total labor force participation, with the Armed Forces, is closer to 80%, highest among Tapestry markets.
- These young residents maintain a healthy and active lifestyle that includes participating in sports and exercise.
- Military Proximity consumers are comfortable with personal computers and use the Internet for a host of activities, such as entertainment, shopping, making travel arrangements, and paying bills.

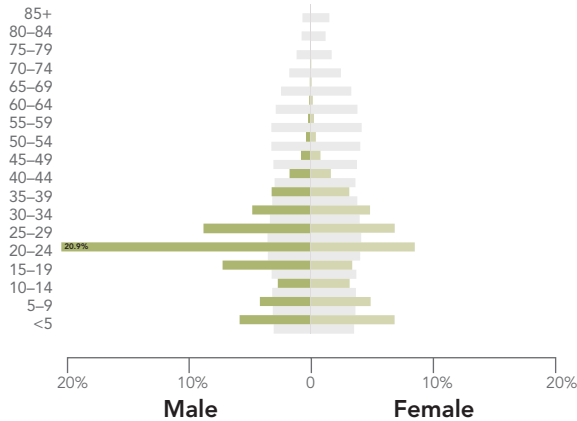
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Military Proximity

AGE BY SEX (Esri data)

Median Age: **22.6** US: 38.2

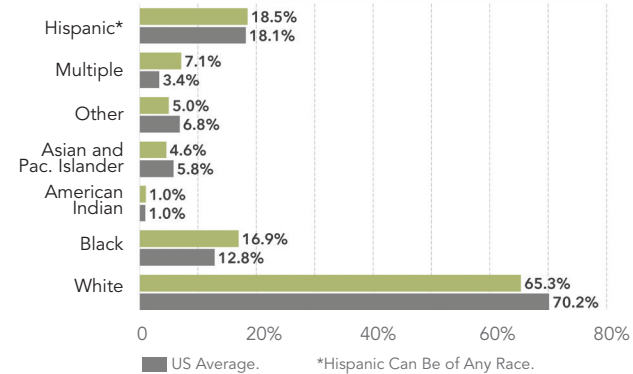
■ Indicates US



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).

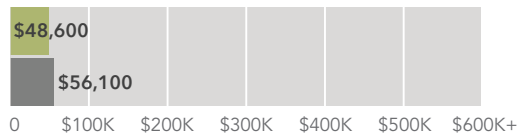
Diversity Index: **68.1** US: 64.0



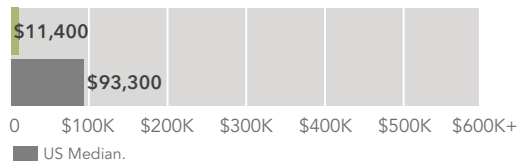
INCOME AND NET WORTH

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



Median Net Worth



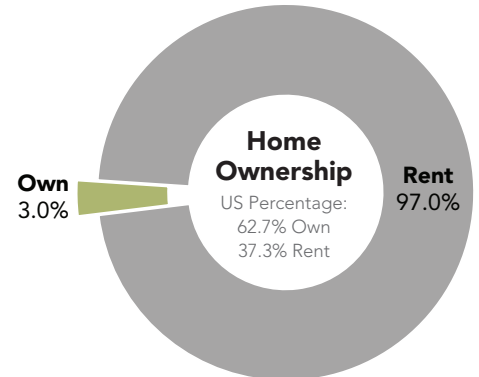
HOUSING

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.



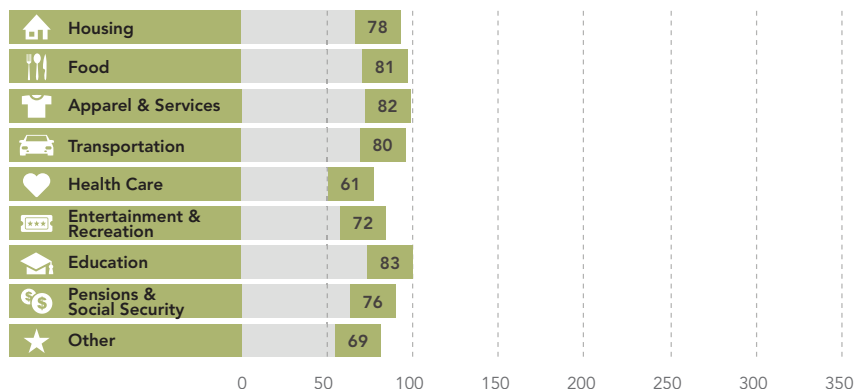
Typical Housing:
Townhomes;
Multi-Unit Rentals

Average Rent:
\$1,570



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.



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Market Profile

- Shopping for baby and children's products at major discount department stores or Amazon.com is common, as is shopping at the military commissary wherever available.
- Television is the popular choice of entertainment, as residents subscribe to cable TV (having multiple sets throughout the house), and own video recorders and gaming systems. Favorite cable stations include Comedy Central, and the Learning Channel.
- Residents are active in their communities—they attend meetings, school affairs, and engage in fundraising.
- Trucks, SUVs, and compact cars are popular vehicles in which to transport their growing families.
- Many households own pets, particularly dogs.

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.

