

2C LifeMode Group: Upscale Avenues

Pacific Heights

US Households: 889,400
Average Household Size: 3.17

Median Age: 42.7
Median Household Income: \$93,300

WHO ARE WE?

Pacific Heights is one of the smaller markets (with less than 1 percent of households), composed of upscale neighborhoods in the urban periphery of metropolitan areas, along the Pacific Coast in California, in Hawaii, and in the Northeast. This market includes the highest percentage of Asian and multiracial populations; many of them born outside the US. This is a family market, distinguished by married-couple families, with and without children, some in multigenerational households. They own their homes, mainly high-priced single-family homes, with a higher proportion of town houses. Workers are generally employed in white collar occupations such as business, computer, architecture, and engineering roles. Median household income and net worth are much higher than the US. These trendy residents buy nice food and clothing, as well as the latest gadgets. They keep up with family overseas with frequent phone calls and foreign travel.

OUR NEIGHBORHOOD

- These are diverse, densely populated neighborhoods in the urban periphery of metropolitan areas.
- Homes are primarily owner occupied and older, most built 1950–1979 (57%).
- Two-thirds of homes are single family; 14% are townhouses (Index 244).
- Nearly 70% of owned homes are valued at over \$500,000 (Index 492).
- Percentage of vacant housing units at 4.1% is one of the lowest (Index 36).
- About 61% of households are composed of married couple families, with or without children under 18 years, with a higher ratio of adult children living at home (Index 157).
- Two-thirds of households own 1 or 2 vehicles, but 28% own 3 or more (Index 141).

SOCIOECONOMIC TRAITS

- Education completed: Over 67% of residents have some college education; 41% have a bachelor's degree or higher (Index 131).
- Labor force participation rate is average at 62%; unemployment rate is lower at 4.1%.
- Salaries account for most of the household income among these professionals, but investment income adds to their affluence.
- Financially conservative, these consumers tend to opt for low-risk investments.
- They keep up-to-date with the latest styles and trends, as well as the latest technology.

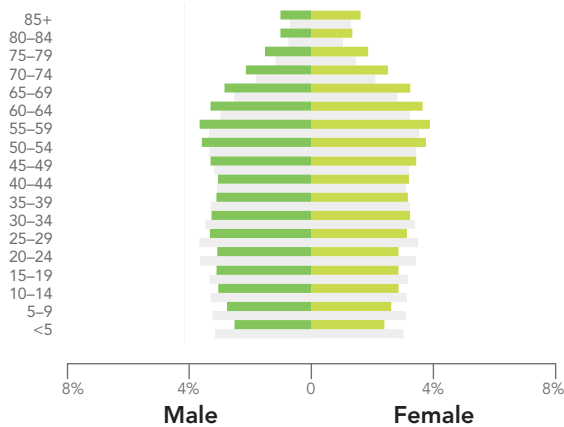
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AGE BY SEX (Esri data)

Median Age: 42.7 US: 38.2

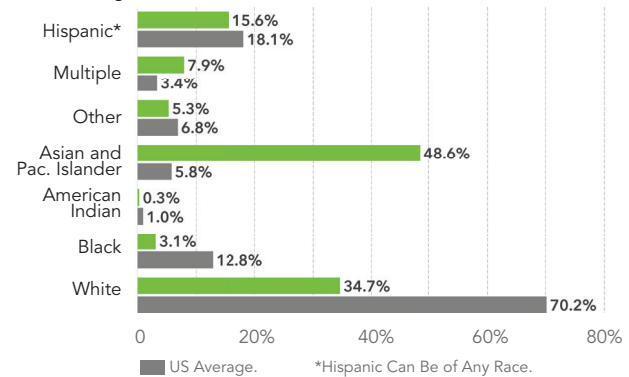
■ Indicates US



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).

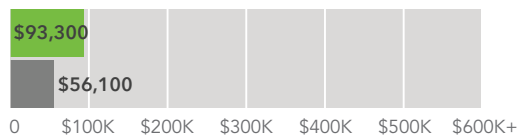
Diversity Index: 75.0 US: 64.0



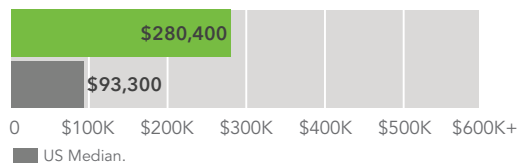
INCOME AND NET WORTH

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



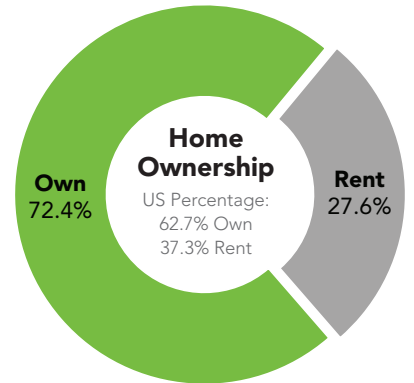
HOUSING

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.



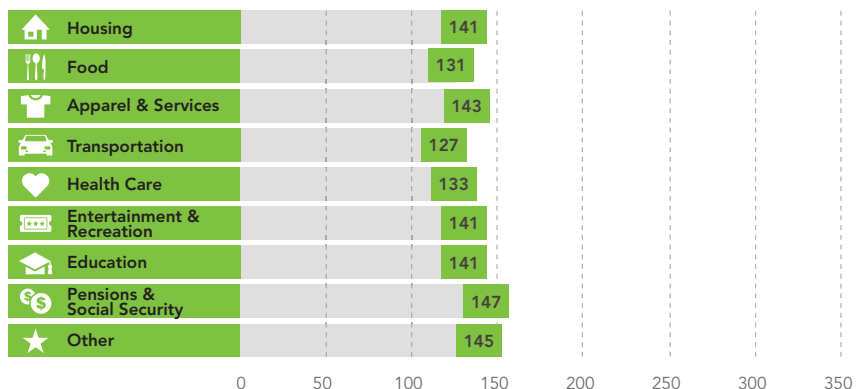
Typical Housing:
Single Family

Median Value:
\$611,700
US Median: \$207,300



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

- Prefer imported vehicles, owning later models.
- Favor trendier stores for apparel, Costco and specialty markets for groceries
- Own iPods, iPads, and newer Mac computers.
- Use the Internet to visit online blogs and chat rooms, watch TV programs and movies, trade and track investments, and make purchases.
- Enjoy gambling at casinos, visiting theme parks, eating out at family restaurants, stopping by Starbucks for coffee, listening to all news, contemporary, and hit radio music, and reading fashion magazines.
- Partial to Showtime, HBO, Travel Channel, and CNN.
- Make phone calls overseas; some foreign travel over the last 3 years.

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.

