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LifeMode group C

This group consists of a mix of families and individuals in their 30s, and there is a notable presence of recent immigrants. Employment is primarily in health care, retail, and food services. Residents typically live in urban rental housing, and some own single-family homes. Home values and rents tend to be below the national average.

Segments overview

Click a segment to learn more about it. See the following for an overview of each segment:

Segment code	Segment number	Segment name	Overview
C1	10	Single Thrifties	Young, mobile renters in Midwestern and Southern neighborhoods
C2	11	Kids and Kin	Young, educated, metropolitan renter households
C3	12	Metro Fusion	Mobile households in densely populated urban areas
C4	13	Family Foundations	Older, suburban households with moderate incomes
C5	14	Diverse Horizons	Large families in urban rental neighborhoods
C6	15	Moderate Metros	Young, suburban households with moderate incomes

Segment C1

Residents in this segment mostly live in or near large and midsized metropolitan areas in the Midwest and South. They are predominantly in their 20s and 30s, with households comprising singles, couples without children, and nonfamily members. These neighborhoods experience moderate growth and high mobility. A notable portion are recent immigrants. One in three individuals have completed high school, and another third are pursuing higher education, often supported by part-time jobs. Most live alone, renting property in duplexes and small apartment complexes built before 1990. They pay below the national average for rent. Employment is prevalent in retail, health, food service, and manufacturing industries. Commutes are short and workers often drive alone, but many also carpool, bike, or walk to work.

Key statistics

Data vintage is Esri 2025 for all characteristics, except where otherwise noted.

- Median age: 37.0
- Median household size: 2.09
- Predominant household structure ([Census 2020](#)): Singles living alone; married couples with no kids
- Median household income: $47,084
- Median net worth: $24,708
- Percentage of individuals with completion of a bachelor's degree or higher: 24.2%

Housing and employment

Data vintage is Esri 2025 for all characteristics, except where otherwise noted.

- Predominant [Urbanicity Type](#): Urban Core; Suburb
- Median home value: $174,373
- Homeownership rate: 35.7%
- [Rent burdened households](#) ([American Community Survey](#) 2019-2023): 39.1%
- Labor force participation rate: 62.8%
- Unemployment rate: 5.9%

Lifestyle patterns

- Residents shop for deals nearby, prioritizing generic brands over brand-name foods if they are less expensive. Online shopping is less common.
- Large out-of-pocket vehicle purchases are rare; most vehicles are purchased used with a loan.
- Residents are likely to own a smartphone and purchase TVs and gaming systems. They follow professional sports on radio and television, and social media use is prevalent.
- Residents tend to cook meals at home as well as frequent fast food restaurants.

Segment C2

Neighborhoods in this segment are largely found in and around metropolitan areas with populations exceeding half a million. Householders are generally under the age of 54 and may have adult children living with parents at home. The majority of the population aged 25 and above have a high school diploma, an associate degree, or some college education. Jobs are often in the health care, retail, food, manufacturing, and transportation sectors; there is a high level of female labor force participation. Residents live in older homes, usually as renters, with a notable presence of town homes and smaller low-rise rental buildings. On average, homes are modestly priced and affordable for most households. Suburban residents rely on vehicles to get to work, while those in and near cities use public transportation.

Key statistics

Data vintage is Esri 2025 for all characteristics, except where otherwise noted.

- Median age: 33.3
- Median household size: 2.57
- Predominant household structure ([Census 2020](#)): Singles living alone; married couples
- Median household income: $50,960
- Median net worth: $28,927
- Percentage of individuals with completion of a bachelor's degree or higher: 20.6%

Housing and employment

Data vintage is Esri 2025 for all characteristics, except where otherwise noted.

- Predominant Urbanicity Type: Suburb; Urban Core; Urban Vicinity
- Median home value: $201,173
- Homeownership rate: 39.2%
- Rent burdened households (American Community Survey 2019-2023): 45.2%
- Labor force participation rate: 65.8%
- Unemployment rate: 6.9%

Lifestyle patterns

- Residents often shop for clothing, groceries, and footwear at nearby discount stores. They tend to use online banking and digital payment services over cash.
- Spending centers around baby and children's products. Individuals also purchase TVs, video gaming equipment, and jewelry. Residents often carry a credit card balance.
- Residents frequently use social media to stay in touch with friends and family and to follow celebrities, TV shows, and athletes.
- They tend to read paper copies of newspapers and magazines, and television and radio are popular entertainment sources.

Segment C3

These neighborhoods are concentrated in densely populated metropolitan areas of between 500,000 and 2.5 million people. This is a highly mobile population that frequently moves within the same area. Household structure varies widely, from young householders under the age of 35 with preschool-aged children to renters living alone or as couples without children. More than half of this segment is either in college or holds an associate degree or higher; they earn middle-tier incomes in the retail, health care, and food service sectors. They live in mid- to high-rise multifamily structures or older homes valued under $300,000; some occupy single-family homes. Households generally own at least one car, typically a used vehicle, and commute times are typically under half an hour.

Key statistics

Data vintage is Esri 2025 for all characteristics, except where otherwise noted.

- Median age: 32.8
- Median household size: 2.20
- Predominant household structure (Census 2020): Singles living alone; married couples
- Median household income: $55,443
- Median net worth: $22,480
- Percentage of individuals with completion of a bachelor's degree or higher: 29.6%

Housing and employment

Data vintage is Esri 2025 for all characteristics, except where otherwise noted.

- Predominant Urbanicity Type: Urban Core; Suburb
- Median home value: $242,615
- Homeownership rate: 24.4%
- Rent burdened households (American Community Survey 2019-2023): 41.1%
- Labor force participation rate: 73.3%
- Unemployment rate: 4.5%

Lifestyle patterns

- Individuals tend to shop close to home, picking up groceries at neighborhood stores. Younger residents often opt for fast food, relying on app-based delivery services.
- These individuals often use electronic coupons, loyalty rewards, and conduct job searches online. Households tend to purchase used vehicles.
- They listen to music, watch TV, and shop online for household necessities. Social media usage is common for entertainment and staying in touch with friends and family.
- They often cook meals at home and visit urgent care centers for medical needs.

Segment C4

Residents in this segment reside largely in suburbs in the South, and many commute to another county for work. Most households are occupied by a single person, a married couple without children, or a combined family without couples or children. Adult children living with their parents are not uncommon; there is a higher rate of multigenerational households. There are more female than male householders. Many residents have some college education, though high school completion rates are lower than the national average. Most households earn middle-tier incomes and employment is largely in government, health care, and retail sectors. Social security and other forms of public assistance are key sources of support. Residents typically own homes built before 1990, with most valued under $200,000.

Key statistics

Data vintage is Esri 2025 for all characteristics, except where otherwise noted.

- Median age: 41.0
- Median household size: 2.50
- Predominant household structure ([Census 2020](#)): Married couples; singles living alone; singles with relatives
- Median household income: $58,089
- Median net worth: $131,285
- Percentage of individuals with completion of a bachelor's degree or higher: 23.2%

Housing and employment

Data vintage is Esri 2025 for all characteristics, except where otherwise noted.

- Predominant [Urbanicity Type](#): Suburb; Urban Vicinity
- Median home value: $183,266
- Homeownership rate: 65.6%
- [Rent burdened households](#) ([American Community Survey](#) 2019-2023): 42.0%
- Labor force participation rate: 58.9%
- Unemployment rate: 7.2%

Lifestyle patterns

- These residents tend to shop at discount stores.
- Residents frequently visit nail salons and purchase hair care products for home use.
- Households tend to have multiple TVs and subscribe to premium channels. They opt for newspapers over digital media, and many maintain a landline at home.
- Religion often influences various aspects of these residents' lives, including listening to gospel and faith-centered music genres.

Segment C5

Members of these communities, many of whom were born outside the U.S., live in and around metropolitan areas with populations exceeding 2.5 million, commonly located along interstate corridors and on the coasts. Families tend to be large, and a sizable proportion of the population consists of children. Nonfamily households, including individuals living alone, represent about a third of this segment. Residents often work in service and skilled occupations with middle-tier incomes compared to the national average. Parking constraints often limit households to one or two vehicles. There are low levels of housing affordability and members reside in predominantly rental neighborhoods of multiunit structures, many of which were built before 1990. Commuters often use public transportation.

Key statistics

Data vintage is Esri 2025 for all characteristics, except where otherwise noted.

- Median age: 35.2
- Median household size: 2.67
- Predominant household structure (Census 2020): Married couples; singles living alone
- Median household income: $65,990
- Median net worth: $57,790
- Percentage of individuals with completion of a bachelor's degree or higher: 26.3%

Housing and employment

Data vintage is Esri 2025 for all characteristics, except where otherwise noted.

- Predominant Urbanicity Type: Suburb; Urban Core; Urban Vicinity
- Median home value: $396,119
- Homeownership rate: 36.5%
- Rent burdened households (American Community Survey 2019-2023): 45.8%
- Labor force participation rate: 68.0%
- Unemployment rate: 5.5%

Lifestyle patterns

- Residents often shop online for baby accessories and electronics. For other purchases, they tend to shop in person at convenience and discount stores.
- Purchases often center around clothing, food, and supplies for young children. Residents tend to carry a balance on multiple credit cards.
- Individuals make digital payments and use social media to stay in touch with friends and family abroad.
- Residents browse foreign-language websites, watch TV, and read magazines.

Segment C6

These neighborhoods are young, growing, and usually located in suburbs and the peripheries of metropolitan areas with relatively dense populations of at least half a million. Single-person households make up about one-third of total households, followed by married, cohabiting, or single persons with children. There is an above-average presence of preschool-age children. Many have attended some college, and individuals often work in health care, retail, office/administration, or sales. Household incomes generally fall within the middle tier. The typical home for this segment is a moderately priced ($200-500K) single-family residence built before the 90s; about half are rented and half are owned. Commute times are generally low and driven alone.

Key statistics

Data vintage is Esri 2025 for all characteristics, except where otherwise noted.

- Median age: 38.1

- Median household size: 2.32
- Predominant household structure ([Census 2020](#)): Married couples; singles living alone
- Median household income: $70,055
- Median net worth: $122,944
- Percentage of individuals with completion of a bachelor's degree or higher: 32.2%

Housing and employment

Data vintage is Esri 2025 for all characteristics, except where otherwise noted.

- Predominant [Urbanicity Type](#): Suburb; Urban Core
- Median home value: $313,879
- Homeownership rate: 54.1%
- [Rent burdened households](#) ([American Community Survey](#) 2019-2023): 37.8%
- Labor force participation rate: 67.4%
- Unemployment rate: 4.1%

Lifestyle patterns

- These residents tend to shop online instead of in person. Credit unions are often used for financial services and products.
- Clothing, groceries, and electronics are typical purchases. Residents look for deals at discount stores and focus on essential items.
- Radio and online music services are common sources of entertainment.
- Residents tend to vote in local, state, and national elections. Recycling is a routine practice.