Rooted Rural

10B

Households: 2,430,900

Average Household Size: 2.48

Median Age: 45.2

Median Household Income: $42,300

WHO ARE WE?

Rooted Rural is heavily concentrated in the Appalachian mountain range as well as in Texas and Arkansas. Employment in the forestry industry is common, and *Rooted Rural* residents live in many of the heavily forested regions of the country. This group enjoys time spent outdoors, hunting, fishing, or working in their gardens. Indoors, they enjoy watching television with a spouse and spending time with their pets. When shopping, they look for American-made and generic products. These communities are heavily influenced by religious faith and family history.

OUR NEIGHBORHOOD

- This market is dominated by married couples, few with children at home.
- 80% of homes are owner occupied: primarily single family (73%) or mobile homes (24%).
- Nearly one in five housing units is vacant, with a high proportion for seasonal use.
- Home values are very low—almost half of owned homes are valued under $100,000.
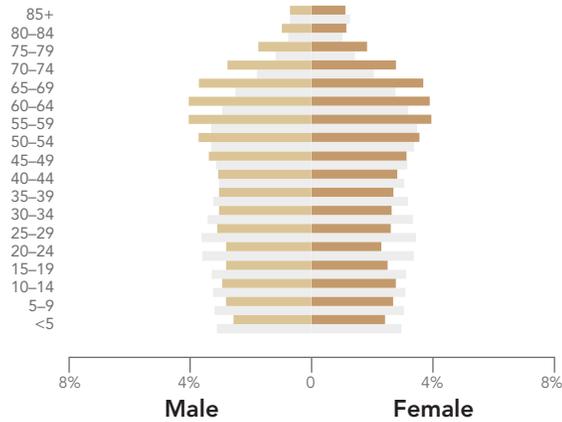
SOCIOECONOMIC TRAITS

- Shoppers use coupons frequently and buy generic goods.
- Do-it-yourself mentality; grow their own produce and work on their cars and ATVs.
- Pay bills in person and avoid using the internet for financial transactions.
- Often find computers and cell phones too complicated and confusing.
- Clothes a necessity, not a fashion statement; only buy new clothes when old clothes wear out.

TAPESTRY SEGMENTATION
esri.com/tapestry

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Simmons.

LifeMode Group: Rustic Outposts

10B

Rooted Rural

TAPESTRY
SEGMENTATION
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AGE BY SEX (Esri data)

Median Age: 45.2 US: 38.2

■ Indicates US

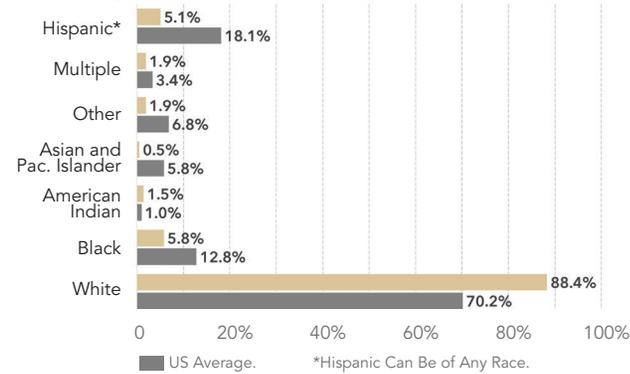|	Male	Female
85+		
80–84		
75–79		
70–74		
65–69		
60–64		
55–59		
50–54		
45–49		
40–44		
35–39		
30–34		
25–29		
20–24		
15–19		
10–14		
5–9		
<5		

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: 29.2 US: 64.0

Hispanic*	5.1%	18.1%
Multiple	1.9%	3.4%
Other	1.9%	6.8%
Asian and Pac. Islander	0.5%	5.8%
American Indian	1.5%	1.0%
Black	5.8%	12.8%
White	88.4%	70.2%

0   20%   40%   60%   80%   100%

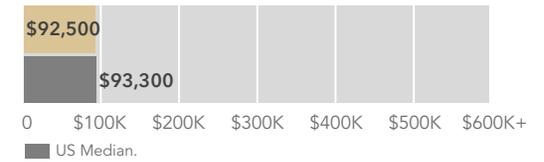■ US Average.   *Hispanic Can Be of Any Race.

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.
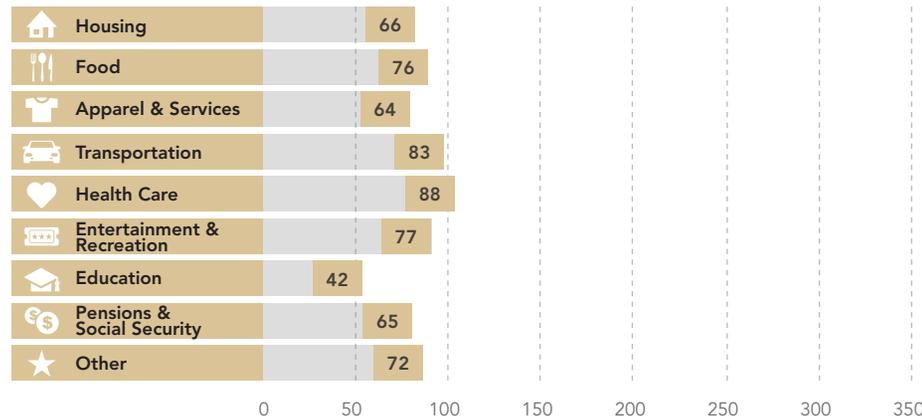
Median Household Income

$42,300
$56,100

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

Median Net Worth

$92,500
$93,300

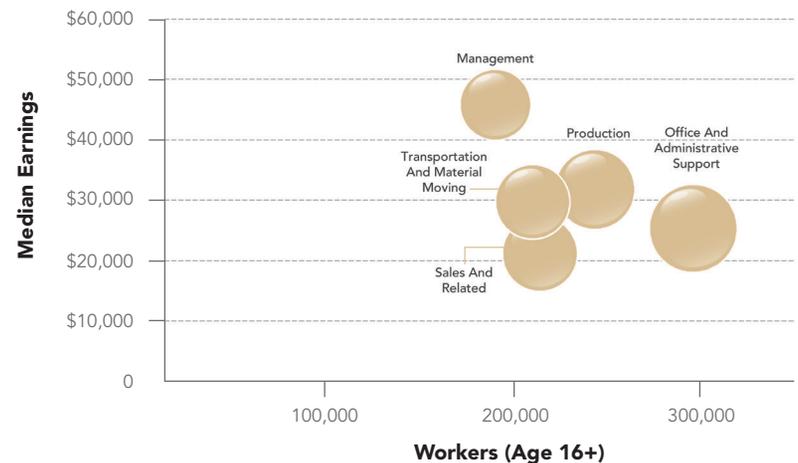0 $100K $200K $300K $400K $500K $600K+

■ 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.

🏠 Housing	66
🍴 Food	76
👕 Apparel & Services	64
🚗 Transportation	83
❤ Health Care	88
Entertainment & Recreation	77
🎓 Education	42
💲 Pensions & Social Security	65
★ Other	72

0   50   100   150   200   250   300   350

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.

Management

Production

Office And Administrative Support

Transportation And Material Moving

Sales And Related

Median Earnings: $60,000 / $50,000 / $40,000 / $30,000 / $20,000 / $10,000 / 0

Workers (Age 16+): 100,000   200,000   300,000

MARKET PROFILE (Consumer preferences are estimated from data by MRI-Simmons.)

- They own a riding lawn mower, as well as a garden tiller, and have vegetable gardens.
- More than half of the households have a high-speed internet connection.
- They use a satellite dish to watch CMT, the History Channel, and GSN.
- Pets are popular—dogs, cats, and birds.
- Leisure activities include hunting and fishing.
- They listen to faith-based radio, country, and gospel music.
- Many are on Medicare and frequent the Walgreens pharmacy.

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.

Home-ownership
US Percentage:
62.7% Own
37.3% Rent

Own 79.8%
Rent 20.2%
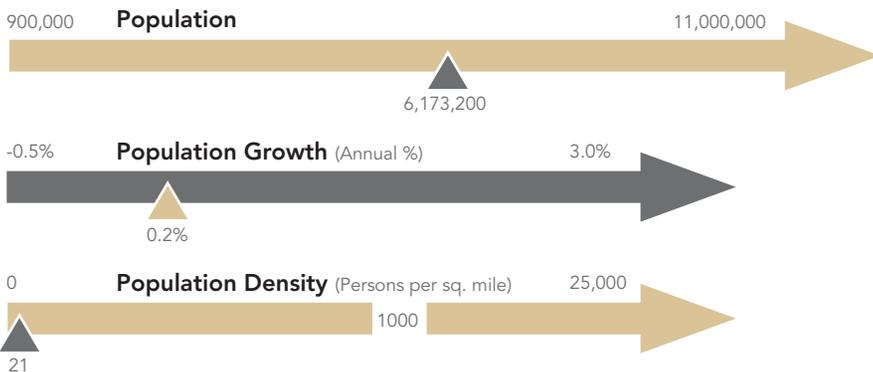
Typical Housing:
Single Family;
Mobile Homes

Median Value:
$112,800

US Median: $207,300
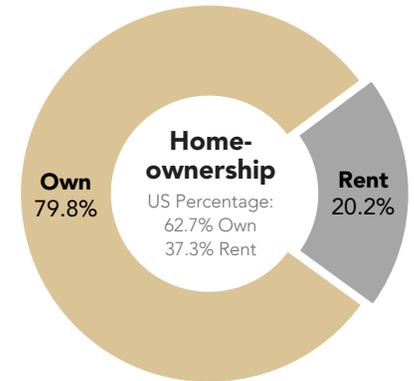
POPULATION CHARACTERISTICS

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
6,173,200

Population Growth (Annual %)
-0.5% — 3.0%
0.2%

Population Density (Persons per sq. mile)
0 — 25,000
1000
21

ESRI INDEXES

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

0 — **64** — 350
Wealth Index

0 — **46.8** — 100
Socioeconomic Status Index

0 — **184** — 350
Housing Affordability Index

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LifeMode Group: Rustic Outposts
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SEGMENT DENSITY

This map illustrates the density and distribution of the *Rooted Rural* Tapestry Segment by households.

High

Low

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