LifeMode Group: Rustic Outposts
Rural Bypasses

Households: 1,646,400
Average Household Size: 2.55
Median Age: 40.4
Median Household Income: $33,000

WHO ARE WE?
Open space, undeveloped land, and farmland characterize Rural Bypasses. These families live within small towns along country back roads and enjoy the open air in these sparsely populated neighborhoods. Their country lifestyle focuses on the outdoors, gardening, hunting, and fishing. They are more likely to own a satellite dish than a home computer. Although a majority of households do have a connection to the Internet, their use is very limited. Those who are not yet retired work in blue collar jobs in the agriculture or manufacturing industries.

OUR NEIGHBORHOOD
- An older market, with more married couples without children and single households, the average household size is slightly lower at 2.55.
- Most residents own single-family homes, or mobile homes (Index 504).
- Most housing was built from 1970 to 1989; vacancy rates are higher due to seasonal housing.
- Residents live in very rural areas, almost entirely in the South.

SOCIOECONOMIC TRAITS
- Education is not a priority in this market. Almost 25% have not finished high school; only 11% have a bachelor’s degree or higher.
- Unemployment is very high at 9% (Index 161); labor force participation is low at 47% (Index 76).
- Income is primarily derived from wages; however, dependence on Social Security and Supplemental Security Income is above average.
- Religion, faith, and traditional values are central in their lives.
- Many have a pessimistic outlook of their household’s financial well-being.
- They rely on television to stay informed.

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.
AGE BY SEX (Esri data)

Median Age: **40.4**  US: **38.2**

- **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**

**Male**

- **33%**
- **33%**
- **5%**
- **5%**
- **8%**
- **6%**
- **2%**
- **1%**
- **0%**
- **0%**
- **0%**
- **0%**
- **0%**
- **0%**
- **0%**
- **0%**

**Female**

- **33%**
- **33%**
- **5%**
- **5%**
- **8%**
- **6%**
- **2%**
- **1%**
- **0%**
- **0%**
- **0%**
- **0%**
- **0%**
- **0%**
- **0%**

*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: 60.5**  US: **64.0**

<table>
<thead>
<tr>
<th>Group</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hispanic*</td>
<td>5.6%</td>
</tr>
<tr>
<td>Multiple</td>
<td>3.4%</td>
</tr>
<tr>
<td>Other</td>
<td>2.5%</td>
</tr>
<tr>
<td>Asian and Pac. Islander</td>
<td>0.5%</td>
</tr>
<tr>
<td>American Indian</td>
<td>0.0%</td>
</tr>
<tr>
<td>Black</td>
<td>12.8%</td>
</tr>
<tr>
<td>White</td>
<td>34.7%</td>
</tr>
<tr>
<td>Total</td>
<td>70.2%</td>
</tr>
</tbody>
</table>

*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**

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>$0</td>
<td>5.6%</td>
</tr>
<tr>
<td>$100K</td>
<td>18.1%</td>
</tr>
<tr>
<td>$200K</td>
<td>34.7%</td>
</tr>
<tr>
<td>$300K</td>
<td>12.8%</td>
</tr>
<tr>
<td>$400K</td>
<td>5.8%</td>
</tr>
<tr>
<td>$500K</td>
<td>3.4%</td>
</tr>
<tr>
<td>$600K+</td>
<td>0.0%</td>
</tr>
</tbody>
</table>

**Median Net Worth**

<table>
<thead>
<tr>
<th>Net Worth Range</th>
<th>Percentage</th>
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</thead>
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<tr>
<td>$0</td>
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</tr>
<tr>
<td>$600K+</td>
<td>0.0%</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>Category</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Housing</td>
<td>56</td>
</tr>
<tr>
<td>Food</td>
<td>64</td>
</tr>
<tr>
<td>Apparel &amp; Services</td>
<td>55</td>
</tr>
<tr>
<td>Transportation</td>
<td>70</td>
</tr>
<tr>
<td>Health Care</td>
<td>71</td>
</tr>
<tr>
<td>Entertainment &amp; Recreation</td>
<td>64</td>
</tr>
<tr>
<td>Education</td>
<td>33</td>
</tr>
<tr>
<td>Pensions &amp; Social Security</td>
<td>53</td>
</tr>
<tr>
<td>Other</td>
<td>59</td>
</tr>
</tbody>
</table>

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.

[Graph showing median earnings by occupation]
**MARKET PROFILE** *(Consumer preferences are estimated from data by GfK MRI)*

- Typical of their country lifestyle, *Rural Bypasses* residents prefer trucks over sedans.
- To save money, households shop at discount department stores, such as Walmart, and warehouse clubs like Sam’s Club.
- Magazines are a popular source of news and entertainment, particularly fishing, hunting, and automotive types.
- As satellite TV subscribers, they regularly watch sports programming as well as their favorite shows on CMT, ABC Family, USA Network, and TV Land.

**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**: 11,000,000
- **Population Growth** (Annual %): -0.5%
- **Population Density** (Persons per sq. mile): 25,000

**ESRI INDEXES**

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

- **Wealth Index**: 47
- **Socioeconomic Status Index**: 72
- **Housing Affordability Index**: 203

**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; Mobile Homes
- **Median Value**: $83,200
  - US Median: $207,300

**Home Ownership**

- **Own**: 69.9%
- **Rent**: 30.1%
SEGMENT DENSITY
This map illustrates the density and distribution of the Rural Bypasses Tapestry Segment by households.