WHO ARE WE?

Prairie Living is Tapestry Segmentation’s most rural market, comprising about 1.2 percent of households, located mainly in the Midwest, with a predominance of self-employed farmers. These agricultural communities are not diverse, dominated by married-couple families that own single-family dwellings and many vehicles. Median household income is similar to the US, and labor force participation is slightly higher. Faith is important to this hardworking market. When they find time to relax, they favor outdoor activities.

OUR NEIGHBORHOOD

- About four-fifths of households are owner occupied.
- Dominant household type is married-couples with no children.
- Most are single-family homes (87%) built before 1980; a higher proportion were built before 1940 (Index 218).
- Higher percentage of vacant housing units is at 16.5% (Index 146).
- Most households own 2 or 3 vehicles; this is the highest ranked market for owning 4 or more vehicles.

SOCIOECONOMIC TRAITS

- More than half have completed some college education or hold a degree.
- At 2.9%, the unemployment rate is almost less than half the US rate.
- Labor force participation rate slightly higher at 65%.
- Wage and salary income for 72% of households plus self-employment income for 23% (Index 217).
- Faith and religion are important to these residents.
- Tend to buy things when they need them, rather than when they want them or to be trendy.
- Somewhat resistant to new technology.
- Creatures of habit when purchasing food items.

Households: 1,323,200
Average Household Size: 2.51
Median Age: 44.4
Median Household Income: $54,300
LifeMode Group: Cozy Country Living

Prairie Living

**AGE BY SEX (Esri data)**

Median Age: 44.4  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: 24.6  US: 64.0**

<table>
<thead>
<tr>
<th>Race/Group</th>
<th>Hispanic</th>
<th>Multiple</th>
<th>Other</th>
<th>Asian and Pac. Islander</th>
<th>American Indian</th>
<th>Black</th>
<th>White</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>6.6%</td>
<td>1.7%</td>
<td>2.6%</td>
<td>10.4%</td>
<td>11.3%</td>
<td>11.1%</td>
<td>12.4%</td>
</tr>
</tbody>
</table>

**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**

- $54,300
- $56,100

**Median Net Worth**

- $154,000
- $93,300

**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.

- Housing: 82
- Food: 97
- Apparel & Services: 77
- Transportation: 104
- Health Care: 114
- Entertainment & Recreation: 99
- Education: 85
- Pensions & Social Security: 85
- Other: 93

**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.
MARKET PROFILE  (Consumer preferences are estimated from data by GfK MRI)

- Many own a truck, riding lawn mower, and ATV/UTV and have a satellite dish.
- They purchased plants and seeds in the past year for their vegetable garden, where their tiller comes in handy.
- They favor banking in person, have noninterest checking accounts, invest in CDs (more than 6 months), and have term/whole life insurance.
- They are pet owners.
- Leisure activities include fishing, hunting, boating, camping, and attending country music concerts.
- Residents prefer to listen to faith and inspirational, as well as country music on the radio.
- They read the local newspaper as well as home service, and fishing/hunting magazines.
- They contribute to religious organizations and belong to religious clubs.
- Walmart is a favorite shopping stop; Subway is a favorite eating spot.

POPPULATION 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 to 11,000,000
- Population Growth (Annual %): -0.5% to 3.0%
- Population Density (Persons per sq. mile): 0 to 25,000

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: $139,800
US Median: $207,300

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: 0 to 350
- Socioeconomic Status Index: 0 to 350
- Housing Affordability Index: 0 to 350
SEGMENT DENSITY

This map illustrates the density and distribution of the Prairie Living Tapestry Segment by households.