Traditional Living

12B

Households: 2,395,200

Average Household Size: 2.51

Median Age: 35.5

Median Household Income: $39,300

WHO ARE WE?

Residents in this segment live primarily in low-density, settled neighborhoods in the Midwest. The households are a mix of married-couple families and singles. Many families encompass two generations who have lived and worked in the community; their children are likely to follow suit. The manufacturing, retail trade, and health-care sectors are the primary sources of employment for these residents. This is a younger market—beginning householders who are juggling the responsibilities of living on their own or a new marriage, while retaining their youthful interests in style and fun.

OUR NEIGHBORHOOD

- Married couples are the dominant household type, but fewer than expected from the younger age profile and fewer with children (Index 79); however, there are higher proportions of single-parent (Index 146) and single-person households (Index 112).

- Average household size is slightly lower at 2.51.

- Homes are primarily single family or duplexes in older neighborhoods, built before 1940 (Index 228).

- Most neighborhoods are located in lower-density urban clusters of metro areas throughout the Midwest and South.

- Average commuting time to work is very short (Index 22).

- Households have one or two vehicles.

SOCIOECONOMIC TRAITS

- Over 70% have completed high school or some college.

- Labor force participation is a bit higher than the national rate at 63.4%.

- Almost three-quarters of households derive income from wages and salaries, augmented by Supplemental Security Income (Index 139) and public assistance (Index 152).

- Cost-conscious consumers that are comfortable with brand loyalty, unless the price is too high.

- Connected and comfortable with the internet, more likely to participate in online gaming or posting pics on social media.

- TV is seen as the most trusted media.
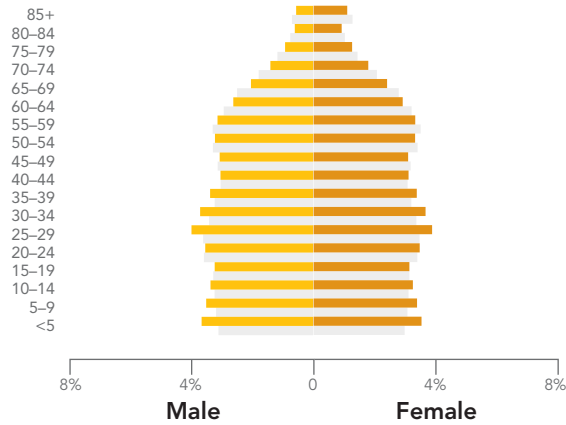
TAPESTRY SEGMENTATION

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.

AGE BY SEX (Esri data)
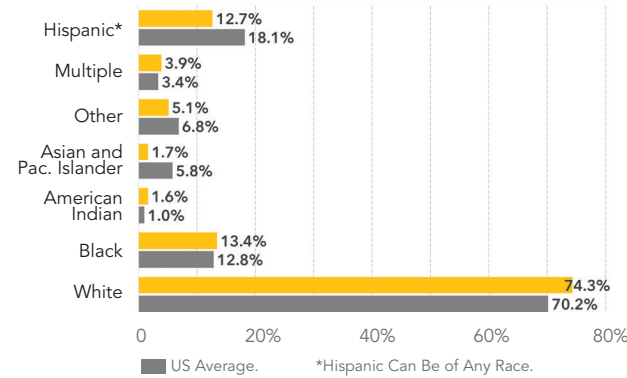
Median Age: 35.5   US: 38.2

■ Indicates US

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).
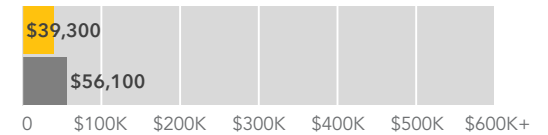
Diversity Index: 55.6   US: 64.0

Group	This Market	US Average
Hispanic*	12.7%	18.1%
Multiple	3.9%	3.4%
Other	5.1%	6.8%
Asian and Pac. Islander	1.7%	5.8%
American Indian	1.6%	1.0%
Black	13.4%	12.8%
White	74.3%	70.2%

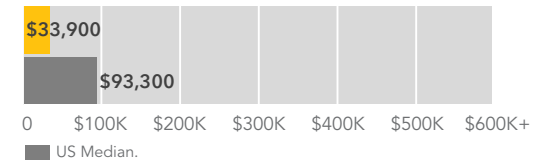■ US Average.   *Hispanic Can Be of Any Race.

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.
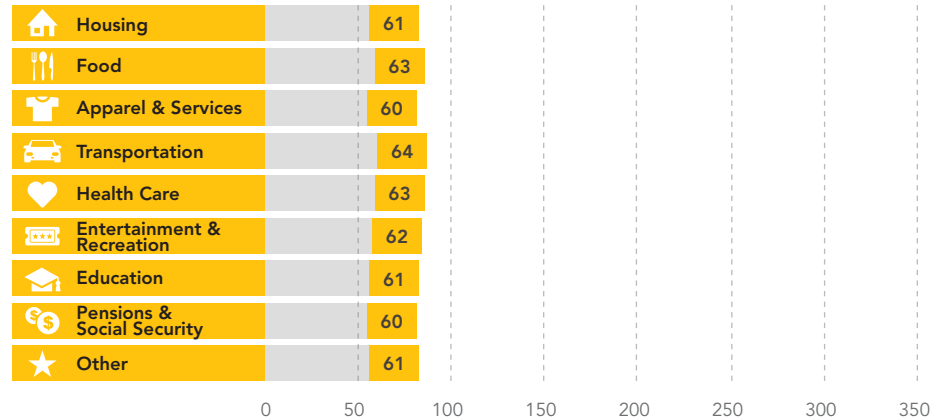
Median Household Income

$39,300
$56,100

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

Median Net Worth

$33,900
$93,300

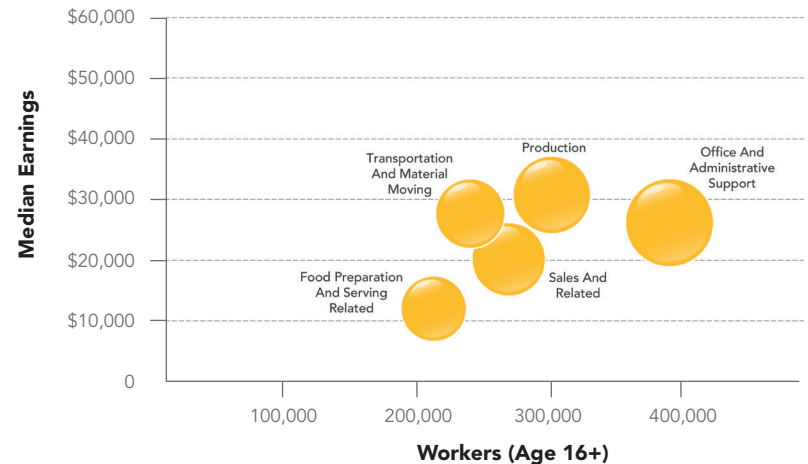0 $100K $200K $300K $400K $500K $600K+

■ 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.

Category	Index
Housing	61
Food	63
Apparel & Services	60
Transportation	64
Health Care	63
Entertainment & Recreation	62
Education	61
Pensions & Social Security	60
Other	61

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.

Transportation And Material Moving
Production
Office And Administrative Support
Food Preparation And Serving Related
Sales And Related

Median Earnings
Workers (Age 16+)

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

- Shop for groceries at discount stores such as Walmart Supercenters.
- Convenience stores are commonly used for fuel or picking up incidentals.
- Tend to carry credit card balances, have personal loans, and pay bills in person.
- Half of households have abandoned landlines for cell phones only.
- Favorite TV channels include Freedom, CMT, and Game Show Network.
- Fast-food devotees.
- Enjoy outdoor activities such as fishing and taking trips to the zoo.

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.
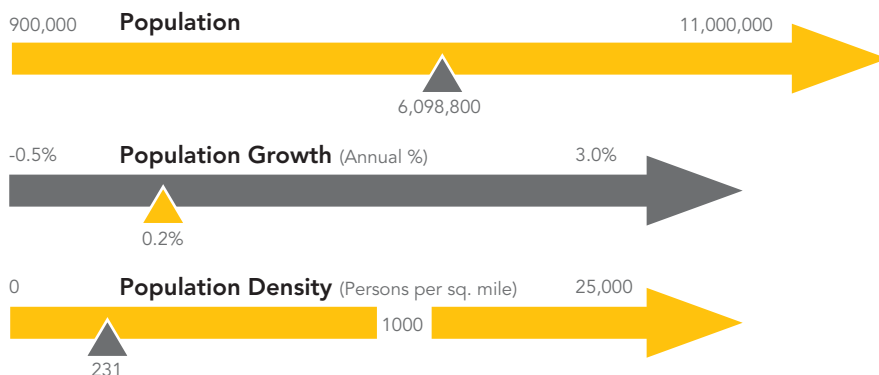
Typical Housing:
Single Family

Median Value:
$83,200
US Median: $207,300

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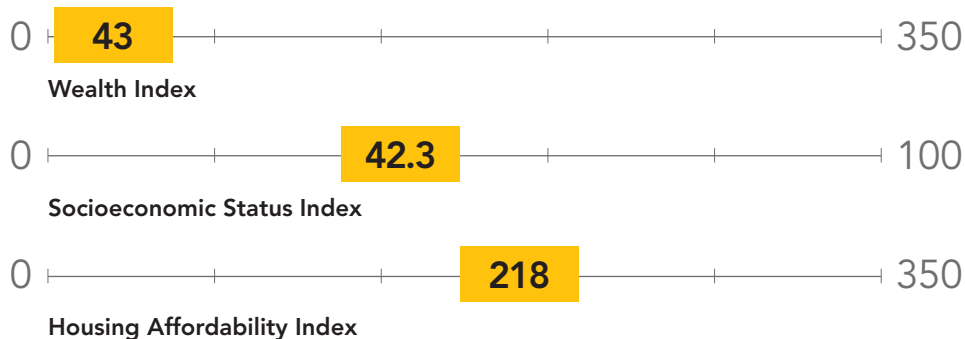US Percentage:
62.7% Own
37.3% Rent

Own 58.9%

Rent 41.1%
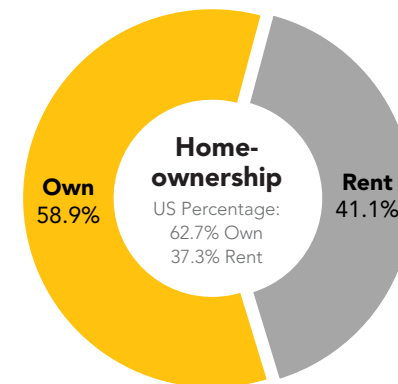
POPULATION CHARACTERISTICS

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
6,098,800

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

Population Density (Persons per sq. mile)
0 — 25,000
1000
231

ESRI INDEXES

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

0 — **43** — 350
Wealth Index

0 — **42.3** — 100
Socioeconomic Status Index

0 — **218** — 350
Housing Affordability Index

12B

LifeMode Group: Hometown
Traditional Living

TAPESTRY
SEGMENTATION
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SEGMENT DENSITY

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

High

Low

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