LifeMode Group: Cozy Country Living
The Great Outdoors

Households: 1,908,600
Average Household Size: 2.44
Median Age: 47.4
Median Household Income: $56,400

WHO ARE WE?
These neighborhoods are found in pastoral settings throughout the United States. Consumers are educated empty nesters living an active but modest lifestyle. Their focus is land. They are more likely to invest in real estate or a vacation home than stocks. They are active gardeners and partial to homegrown and home-cooked meals. Although retirement beckons, most of these residents still work, with incomes slightly above the US level.

OUR NEIGHBORHOOD
• Over 55% of households are married-couple families; 36% are couples with no children living at home.
• Average household size is slightly smaller at 2.44.
• Typical of areas with rustic appeal, the housing inventory features single-family homes (77%) and mobile homes (15%); a significant inventory of seasonal housing is available (Index 397).
• Residents live in small towns and rural communities throughout the West, South, and Northeast regions of the country.
• More than half of all homes were constructed between 1970 and 2000.
• Most households have one or two vehicles; average travel time to work is slightly higher (28 minutes) despite a disproportionate number that work from home (Index 149).

SOCIOECONOMIC TRAITS
• 60% have attended college or hold a degree.
• Unemployment is lower at 4.8% (Index 88), but so is labor force participation at 60%.
• Typical of neighborhoods with older residents, income from retirement and Social Security is common, but residents also derive income from self-employment and investments.
• Residents are very do-it-yourself oriented and cost conscious.
• Many service their own autos, work on home improvement and remodeling projects, and maintain their own yards.
• They prefer domestic travel to trips abroad.

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.
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AGE BY SEX

Median Age: **47.4**  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**

**Female**

RACE AND ETHNICITY

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: 35.6**  US: **64.0**

- Hispanic*
- Multiple
- Other
- Asian and Pac. Islander
- American Indian
- Black
- White

**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**

- **$64,000**
- **$56,100**

**Median Net Worth**

- **$156,600**
- **$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**
- **Food**
- **Apparel & Services**
- **Transportation**
- **Health Care**
- **Entertainment & Recreation**
- **Education**
- **Pensions & Social Security**
- **Other**

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

- Satellite dishes and riding lawn mowers are familiar sights in these rural settings, along with multiple vehicles; four-wheel drive trucks are popular, too.
- Residents are members of AARP and veterans’ clubs and support various civic causes.
- Technology is not central in their lives: light use of Internet connectivity for shopping to entertainment.
- Most households have pets—dogs or cats.
- Television channels such as CMT, History, and Fox News are popular.
- They enjoy outdoor activities such as hiking, hunting, fishing, and boating.

POPOPULATION 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.

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

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.
SEGMENT DENSITY

This map illustrates the density and distribution of the The Great Outdoors Tapestry Segment by households.

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