LifeMode Group: Cozy Country Living

Heartland Communities

Households: 2,850,600
Average Household Size: 2.39
Median Age: 42.3
Median Household Income: $42,400

WHO ARE WE?
Well settled and close-knit, Heartland Communities are semirural and semiretired. These older householders are primarily homeowners, and many have paid off their mortgages. Their children have moved away, but they have no plans to leave their homes. Their hearts are with the country; they embrace the slower pace of life here but actively participate in outdoor activities and community events. Traditional and patriotic, these residents support their local businesses, always buy American, and favor domestic driving vacations over foreign plane trips.

OUR NEIGHBORHOOD
- Rural communities or small towns are concentrated in the Midwest, from older Rustbelt cities to the Great Plains.
- Distribution of household types is comparable to the US, primarily (but not the majority) married couples, more with no children, and a slightly higher proportion of singles (Index 112) that reflects the aging of the population.
- Residents own modest, single-family homes built before 1970.
- They own one or two vehicles; commutes are short (Index 82).

SOCIOECONOMIC TRAITS
- Retirees in this market depress the average labor force participation rate to less than 60% (Index 94). More workers are white collar than blue collar; more skilled than unskilled.
- The rural economy of this market provides employment in the manufacturing, construction, utilities, healthcare, and agriculture industries.
- These are budget savvy consumers; they stick to brands they grew up with and know the price of goods they purchase. Buying American is important.
- Daily life is busy, but routine. Working on the weekends is not uncommon.
- Residents trust TV and newspapers more than any other media.
- Skeptical about their financial future, they stick to community banks and low-risk investments.

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:** 42.3
- **US:** 38.2
- Gender distribution:
  - Male: 48%
  - Female: 52%

**Race and Ethnicity (Esri data)**

- **Diversity Index:** 31.5
- **US:** 64.0
- Race and Ethnicity distribution:
  - Hispanic*: 6.8%
  - Multiple: 2.3%
  - Other: 18.1%
  - Asian and Pac. Islander: 2.6%
  - American Indian: 6.9%
  - Black: 10.0%
  - White: 40.0%
  - Other: 0.0%
- *Hispanic Can Be of Any Race.

**Income and Net Worth**

- **Median Household Income:** $56,100
- **Median Net Worth:** $93,300

**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.

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

- Traditional in their ways, residents of Heartland Communities choose to bank and pay their bills in person and purchase insurance from an agent.
- Most have high-speed Internet access at home or on their cell phone but aren’t ready to go paperless.
- Many residents have paid off their home mortgages but still hold auto loans and student loans. Interest checking accounts are common.
- To support their local community, residents participate in public activities.
- Home remodeling is not a priority, but homeowners do tackle necessary maintenance work on their cherished homes. They have invested in riding lawn mowers to maintain their larger yards.
- They enjoy country music and watch CMT.
- Motorcycling, hunting, and fishing are popular; walking is the main form of exercise.
- To get around these semirural communities, residents prefer domestic trucks or SUVs.

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: 698,600
- Population Growth (Annual %): 0.0%
- Population Density (Persons per sq. mile): 93
- Median home value: $95,700
- 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: 60
- Socioeconomic Status Index: 86
- Housing Affordability Index: 205

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 Heartland Communities Tapestry Segment by households.

LifeMode Group: Cozy Country Living

Heartland Communities