LifeMode Group: Rustic Outposts

Economic BedRock

Households: 810,000
Average Household Size: 2.54
Median Age: 41.3
Median Household Income: $42,100

WHO ARE WE?
Close to one in five employed residents works in mining, oil and gas extraction, or quarrying industries. Economic BedRock is a very rural, primarily Southern market. Married-couple families reside in over half of the households, with a quarter of households that live in mobile homes. This socially conservative group earns a living working with their hands. In addition to mining, construction and agriculture are common industries for employment. They take pride in the appearance of their homes and their vehicles. Budget-minded residents enjoy home cooking, but nothing too fancy. This is a gregarious group that values time spent with friends.

OUR NEIGHBORHOOD
- Rural living; homes are sparsely located throughout the countryside.
- These families have roots in their communities and do not move often; over three-quarters of all households are owner occupied.
- Over half of owned homes are worth less than $100,000.
- Married-couple families make up over half the households.
- A quarter of all housing units are mobile homes; the rest are primarily single-family dwellings.
- High vacancy rate—nearly one in six housing units is vacant.

SOCIOECONOMIC TRAITS
- They hold strong religious beliefs.
- Most residents did not go to college.
- They are slow to adopt technology; “if it’s not broken, don’t fix it,” mentality.
- TV is the main source of information, news, and entertainment.
- They make purchases for today because tomorrow is uncertain.
- They are happy to go to work whenever the opportunity presents itself.
- Budgeted vacations are taken within the US, not 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 MRI-Simmons.
### AGE BY SEX (Esri data)

**Median Age:** 41.3

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

Male  
Female

- US Average: 38.2

**Indicates US**

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### RACE AND ETHNICITY (Esri data)

**Diversity Index:** 43.3  
**US:** 64.0

- **Hispanic:** 11.7%
- **Multiple:** 2.2%
- **Other:** 3.4%
- **Asian and Pac. Islander:** 6.8%
- **American Indian:** 0.6%
- **Black:** 6.3%
- **White:** 84.2%

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### 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>Item</th>
<th>US Median</th>
<th>This Market</th>
</tr>
</thead>
<tbody>
<tr>
<td>Housing</td>
<td>68</td>
<td>79</td>
</tr>
<tr>
<td>Food</td>
<td>79</td>
<td>86</td>
</tr>
<tr>
<td>Apparel &amp; Services</td>
<td>67</td>
<td>86</td>
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<tr>
<td>Transportation</td>
<td>80</td>
<td>90</td>
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<tr>
<td>Health Care</td>
<td>40</td>
<td>50</td>
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<tr>
<td>Entertainment &amp; Recreation</td>
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<tr>
<td>Education</td>
<td>67</td>
<td>74</td>
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<tr>
<td>Pensions &amp; Social Security</td>
<td>67</td>
<td>74</td>
</tr>
<tr>
<td>Other</td>
<td>79</td>
<td>86</td>
</tr>
</tbody>
</table>

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### 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**

- **$42,100**
- **$56,100**

**Median Net Worth**

- **$69,200**
- **$93,300**

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### 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.

- Management
- Construction And Extraction
- Transportation And Material Moving
- Sales And Related
- Office And Administrative Support
MARKET PROFILE  
(Consumer preferences are estimated from data by MRI-Simmons.)

- Own a domestic truck, dog, and ATV.
- Watch a lot of TV, including programs on CMT and the Discovery Channel.
- A few still hanging onto their landlines (no cell phones).
- Dine at Dairy Queen, Pizza Hut, Sonic Drive-in, and Golden Corral.
- Hunting, yard work, and gardening popular activities.
- Shop at department and discount stores—mostly dollar stores.
- Many are well-insured, from auto, vision, life, and prescription plans to Medicare. For convenience, they pick up prescriptions at the closest Walgreens pharmacy.

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 to 11,000,000
- Population Growth (Annual %): -0.5% to 3.0%
- Population Density (Persons per sq. mile): 0 to 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: 64
- Socioeconomic Status Index: 43.5
- Housing Affordability Index: 236

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 Economic BedRock Tapestry Segment by households.