LifeMode Group: Rustic Outposts
Down the Road

Households: 1,406,700
Average Household Size: 2.76
Median Age: 35.0
Median Household Income: $38,700

WHO ARE WE?
Down the Road is a mix of low-density, semirural neighborhoods in large metropolitan areas; half are located in the South, with the rest chiefly in the West and Midwest. Almost half of householders live in mobile homes; more than two-fifths live in single-family homes. These are younger, diverse communities, with the highest proportion of American Indians of any segment. These family-oriented consumers value their traditions. Workers are in service, retail trade, manufacturing, and construction industries, with higher proportions in agriculture and mining, compared to the US. This market has higher unemployment, much lower median household income and home value, and more than a fifth of households with income below poverty level.

OUR NEIGHBORHOOD
- Nearly two-thirds of households are owned.
- Family market, primarily married couples or single-parent households (Index 145).
- Close to half of all households live in mobile homes (Index 780).
- Four-fifths of households were built in 1970 or later.
- About 32% of homes are valued under $50,000 (over 4 times the US percentage).

SOCIOECONOMIC TRAITS
- Education completed: 36% with a high school diploma only, 41% with some college education or a degree.
- Unemployment rate is 7.8%, higher than the US rate.
- Labor force participation rate is 59.0%, slightly lower than the US.
- Family-oriented, outgoing consumers; they place importance on preserving time-honored customs.
- They put a premium on convenience rather than health and nutrition.
**AGE BY SEX (Esri data)**

**Median Age:** 35.0  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:** 71.7  US: 64.0

- Hispanic*: 18.1%
- Multiple: 3.5%
- Other: 12.2%
- Asian and Pac. Islander: 1.8%
- American Indian: 11.0%
- Black: 10.7%
- White: 12.8%

<table>
<thead>
<tr>
<th>Race/Group</th>
<th>Percentage</th>
<th>US Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hispanic*</td>
<td>18.1%</td>
<td></td>
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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**
  - US: $38,700  - $56,100
  - Male: $40,700  - $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.

<table>
<thead>
<tr>
<th>Category</th>
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<tbody>
<tr>
<td>Housing</td>
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<tr>
<td>Food</td>
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<tr>
<td>Apparel &amp; Services</td>
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<td>Transportation</td>
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<td>Entertainment &amp; Recreation</td>
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<td>Education</td>
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<tr>
<td>Pensions &amp; Social Security</td>
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</tr>
<tr>
<td>Other</td>
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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.

- **Workers (Age 16+)**
  - Construction And Extraction
  - Office And Administrative Support
  - Production
  - Sales And Related
  - Transportation And Material Moving
MARKET PROFILE  (Consumer preferences are estimated from data by GfK MRI)

- Purchased a used vehicle in the past year, likely maintaining the vehicle themselves.
- Routinely stop by the convenience store to purchase gas, lottery tickets, and snacks.
- Participate in fishing and hunting.
- Use the Internet to stay connected with friends and play online video games.
- Listen to the radio, especially at work, with a preference for rap, R&B, and country music.
- Enjoy programs on Investigation Discovery, CMT, and Hallmark, typically watching via satellite dish.
- Often prepare quick meals, using packaged or frozen dinner entrees.
- Favorite fast food: burgers and pizza.
- Frequent Walmart Supercenters, Walgreens, dollar stores, K-Marts, and Big Lots for all their shopping needs (groceries, clothing, pharmacy, etc.).

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 |
| Population Growth (Annual %) | -0.5% | 3.0% |
| Population Density (Persons per sq. mile) | 0 | 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:
Mobile Homes; Single Family
Median Value:
$89,800
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: 46
Socioeconomic Status Index: 76
Housing Affordability Index: 211
SEGMENT DENSITY

This map illustrates the density and distribution of the Down the Road Tapestry Segment by households.