WHO ARE WE?

Small Town Sincerity includes young families and senior householders that are bound by community ties. The lifestyle is down-to-earth and semirural, with television for entertainment and news, and emphasis on convenience for both young parents and senior citizens. Residents embark on pursuits including online computer games, renting movies, indoor gardening, and rural activities like hunting and fishing. Residents keep their finances simple—paying bills in person and avoiding debt.

OUR NEIGHBORHOOD

- Reside in small towns or semirural neighborhoods, mostly outside metropolitan areas.
- Homes are a mix of older single-family houses (61%), apartments, and mobile homes.
- Half of all homes are owner occupied (Index 79).
- Median home value of $92,300 is about half the US median.
- Average rent is $639 (Index 62).
- This is an older market, with half of the householders aged 55 years or older and predominantly single-person households (Index 139).

SOCIOECONOMIC TRAITS

- Education: 67% with high school diploma or some college.
- Labor force participation lower at 52% (Index 83), which could result from lack of jobs or retirement.
- Income from wages and salaries (Index 83), Social Security (Index 133) or retirement (Index 106), increased by Supplemental Security Income (Index 183).
- Price-conscious consumers that shop accordingly, with coupons at discount centers.
- Connected, but not to the latest or greatest gadgets; keep their landlines.
- Community-oriented residents; more conservative than middle of the road.
- Rely on television or newspapers to stay informed.

Households: 2,305,700
Average Household Size: 2.26
Median Age: 40.8
Median Household Income: $31,500

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:** 40.8  
US: 38.2  
US: Indicates US

- 85+ 8%
- 80-84 8%
- 75-79 8%
- 70-74 8%
- 65-69 8%
- 60-64 8%
- 55-59 8%
- 50-54 8%
- 45-49 8%
- 40-44 8%
- 35-39 8%
- 30-34 8%
- 25-29 8%
- 20-24 8%
- 15-19 8%
- 10-14 8%
- 5-9 8%
- < 5 8%

**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:** 51.0  
US: 64.0

- Hispanic*: 10.4%
- Multiple: 18.1%
- Other: 3.2%
- Asian and Pac. Islander: 6.4%
- American Indian: 1.3%
- Black: 13.2%
- White: 76.5%

**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: 56
- Food: 60
- Apparel & Services: 53
- Transportation: 63
- Health Care: 63
- Entertainment & Recreation: 59
- Education: 45
- Pensions & Social Security: 51
- Other: 57

**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**
  - $31,500
  - $56,100
- **Median Net Worth**
  - $15,300
  - $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.

- Transportation and Material Moving: 280,000
- Production: 250,000
- Sales and Related: 200,000
- Food Preparation and Serving Related: 150,000
- Office and Administrative Support: 100,000

**Average Household Budget Index**

- Median Earnings
  - $0
  - $10,000
  - $20,000
  - $30,000
  - $40,000
  - $50,000
  - $60,000

**Workers (Age 16+)**

0 50,000 100,000 150,000 200,000 250,000 300,000
MARKET PROFILE  
(Consumer preferences are estimated from data by MRI-Simmons.)

- Small Town Sincerity features a semirural lifestyle, complete with domestic trucks and SUVs, ATVs, and vegetable gardens.
- Residents enjoy outdoor activities like hunting and fishing as well as watching NASCAR and college football and basketball on TV.
- A large senior population visit doctors and health practitioners regularly.
- A largely single population favors convenience over cooking—frozen meals and fast food.
- Home improvement is not a priority, but vehicle maintenance is.

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: -0.5% to 3.0%
- Population Density: 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: 0 to 38
- Socioeconomic Status Index: 0 to 41.3
- Housing Affordability Index: 0 to 164
SEGMENT DENSITY
This map illustrates the density and distribution of the Small Town Sincerity Tapestry Segment by households.