LifeMode Group: Cozy Country Living
Salt of the Earth

Households: 3,517,000
Average Household Size: 2.58
Median Age: 43.1
Median Household Income: $53,000

WHO ARE WE?
Salt of the Earth residents are entrenched in their traditional, rural lifestyles. Citizens here are older, and many have grown children that have moved away. They still cherish family time and also tending to their vegetable gardens and preparing homemade meals. Residents embrace the outdoors; they spend most of their free time preparing for their next fishing, boating, or camping trip. The majority has at least a high school diploma or some college education; many have expanded their skill set during their years of employment in the manufacturing and related industries. They may be experts with DIY projects, but the latest technology is not their forte. They use it when absolutely necessary, but seek face-to-face contact in their routine activities.

OUR NEIGHBORHOOD
• This large segment is concentrated in the Midwest, particularly in Ohio, Pennsylvania, and Indiana.
• Due to their rural setting, households own two vehicles to cover their long commutes, often across county boundaries.
• Home ownership rates are very high (Index 132). Single-family homes are affordable, valued at 25 percent less than the national market.
• Two in three households are composed of married couples; less than half have children at home.

SOCIOECONOMIC TRAITS
• Steady employment in construction, manufacturing, and related service industries.
• Completed education: 42% with a high school diploma only.
• Household income just over the national median, while net worth is double the national median.
• Spending time with family their top priority.
• Cost-conscious consumers, loyal to brands they like, with a focus on buying American.
• Last to buy the latest and greatest products.
• Try to eat healthy, tracking the nutrition and ingredients in the food they purchase.

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.
**AGE BY SEX (Esri data)**

<table>
<thead>
<tr>
<th>Male</th>
<th>Female</th>
</tr>
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<tbody>
<tr>
<td>85+</td>
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<tr>
<td>80–84</td>
<td>4%</td>
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<tr>
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<tr>
<td>5–9</td>
<td>8%</td>
</tr>
<tr>
<td>&lt; 5</td>
<td>8%</td>
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</tbody>
</table>

**Median Age:** 43.1  **US:** 37.6

* 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:** 18.3  **US:** 62.1

- Hispanic*: 3.5%
- Multiple: 1.4%
- Other: 1.2%
- Asian and Pac. Island: 0.6%
- American Indian: 0.6%
- Black: 2.6%
- White: 93.5%

* Hispanic can be of any race.

**US Average**

**Median Household Income**

- $53,000
- US Median: $51,000

**Median Net Worth**

- $134,000
- US Median: $71,000

**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.

**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>
<th>Index</th>
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</thead>
<tbody>
<tr>
<td>Housing</td>
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<tr>
<td>Food</td>
<td>91</td>
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<tr>
<td>Apparel &amp; Services</td>
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<td>Transportation</td>
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<td>Health Care</td>
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<td>Education</td>
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<tr>
<td>Pensions &amp; Social Security</td>
<td>80</td>
</tr>
<tr>
<td>Other</td>
<td>90</td>
</tr>
</tbody>
</table>

**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
- Transportation and Material Moving
- Production
- Sales and Related
- Office and Administrative Support
MARKET PROFILE  (Consumer preferences are estimated from data by GfK MRI)

- Outdoor sports and activities, such as fishing, boating, hunting, and overnight camping trips are popular.
- To support their pastimes, truck ownership is high; many also own an ATV.
- They own the equipment to maintain their lawns and tend to their vegetable gardens.
- Residents often tackle home remodeling and improvement jobs themselves.
- Due to their locale, they own satellite dishes, and many still require dial-up modems to access the Internet.
- These conservative consumers prefer to conduct their business in person rather than online. They use an agent to purchase insurance.

POPPULATION 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 1,000,000
- 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: 96
- Socioeconomic Status Index: 107
- Housing Affordability Index: 200

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: Single Family
- Median Value: $134,000
- US Median: $177,000

~83.7% Own
~16.3% Rent
SEGMENT DENSITY
This map illustrates the density and distribution of the *Salt of the Earth* Tapestry Segment by households.