

Appendix I3: Lifestyle Segment Characteristics

	Household Lifestyle Tapestry Segment							
Characteristic	Salt of the Earth (12.1%)	Rural Resort Dwellers (35.4%)	Midlife Junction (8.7%)	Southern Satellites (11.3%)	Rooted Rural (18%)	Senior Sun Seekers (6.3%)	Heartland Communities (3.9%)	Simple Living (4.3%)
Household Type	Married Couple Families	Married Couples w/o Kids	Mixed	Married Couple Families	Married Couple Families	Married Couples w/o Kids or Single	Mixed	Single
Average Household Size (people)	2.6	2.33	2.27	2.57	2.5	2.15	2.29	2.06
Median Age (years)	39.8	46.2	40.3	36.8	40.7	51.5	41.1	39.8
Income	Middle	Middle	Middle	Lower Middle	Lower Middle	Lower Middle	Lower Middle	Lower Middle
Employment	Professional, Management, or Skilled	Professional, Management, Skilled, or Service	Professional, Management, or Service	Skilled	Professional, Management, Skilled, or Service	Retired, Professional, Management, Skilled, or Service	Professional, Management, Skilled, or Service	Professional, Management, Skilled, or Service
Education	High School Graduate or Some College	Some College	Some College	No High School Diploma or High School Graduate	No High School Diploma or High School Graduate	High School Graduate or Some College	No High School Diploma or High School Graduate	No High School Diploma or High School Graduate
Type of Housing	Single Family	Single Family, Mobile Home, or Seasonal	Multi-Unit or Single Family	Single Family or Mobile Home	Single Family or Mobile Home	Single Family, Mobile Home, or Seasonal	Single Family	Multi-Unit or Single Family
Home Ownership Rate	85.2%	83.1%	66.6%	81.7%	82.8%	82.7%	71.3%	42.8%