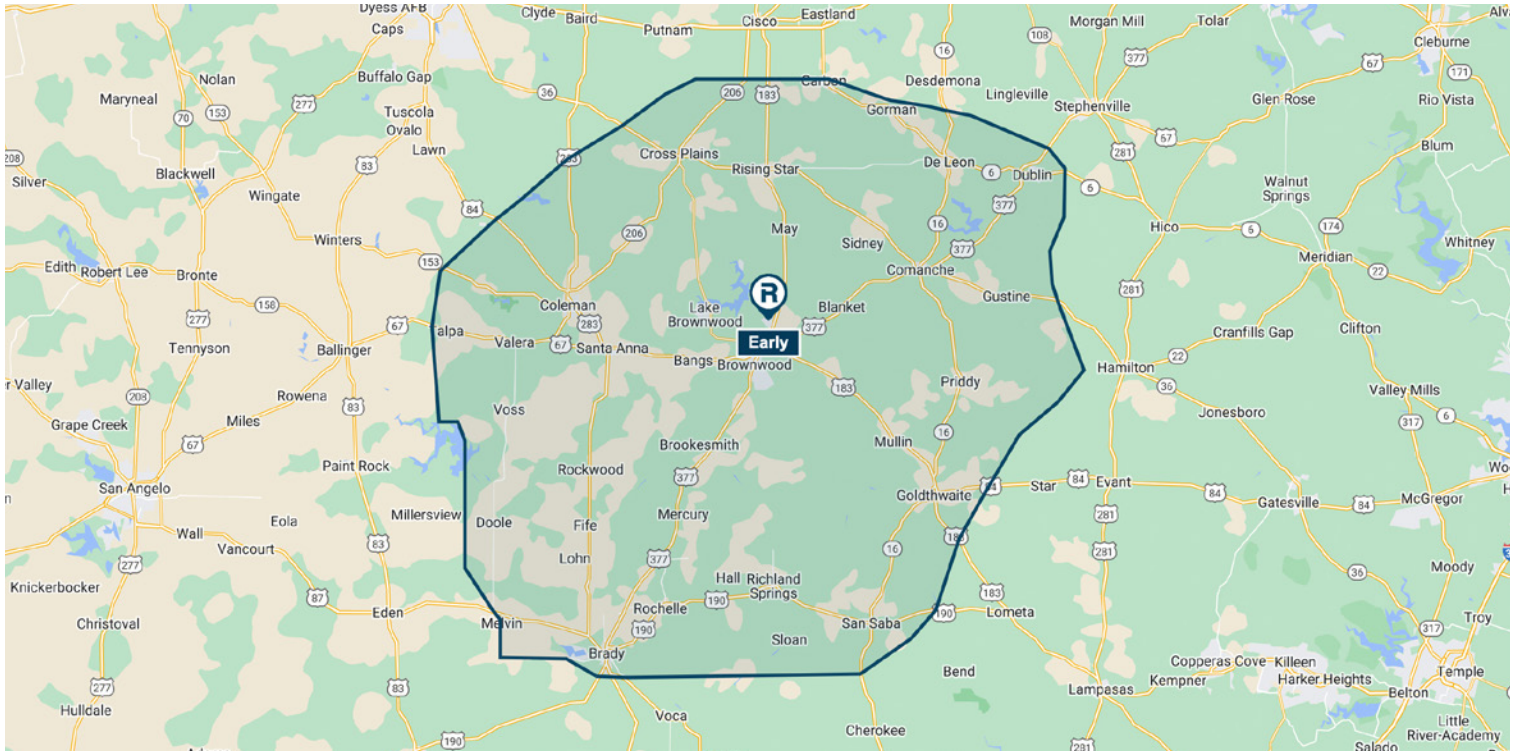# Retail Trade Area Psychographic Profile

EARLY, TEXAS

Prepared for Early Municipal Development District
July 2024

Retail Trade Area • Demographic Snapshot

Early, Texas

Population

2020	85,604
2024	86,844
2029	88,626

Educational Attainment (%)

Graduate or Professional Degree	5.22%
Bachelors Degree	13.59%
Associate Degree	7.55%
Some College	24.83%
High School Graduate (GED)	33.79%
Some High School, No Degree	8.53%
Less than 9th Grade	6.49%

Income

Average HH	$78,775
Median HH	$56,946
Per Capita	$32,978

Age

0 - 9 Years	10.36%
10 - 17 Years	9.98%
18 - 24 Years	8.98%
25 - 34 Years	9.93%
35 - 44 Years	10.47%
45 - 54 Years	10.94%
55 - 64 Years	13.36%
65 and Older	25.99%
Median Age	45.27
Average Age	44.04

Race Distribution (%)

White	76.14%
Black/African American	2.34%
American Indian/ Alaskan	0.73%
Asian	0.52%
Native Hawaiian/ Islander	0.06%
Other Race	9.04%
Two or More Races	11.18%
Hispanic	25.39%

CITY OF EARLY

Larry McConn
Early Municipal Development District
Assistant City Administrator
Director of Economic Development

960 Early Boulevard
P.O. Box 3100
Early, Texas 76803

Phone 325.643.5451
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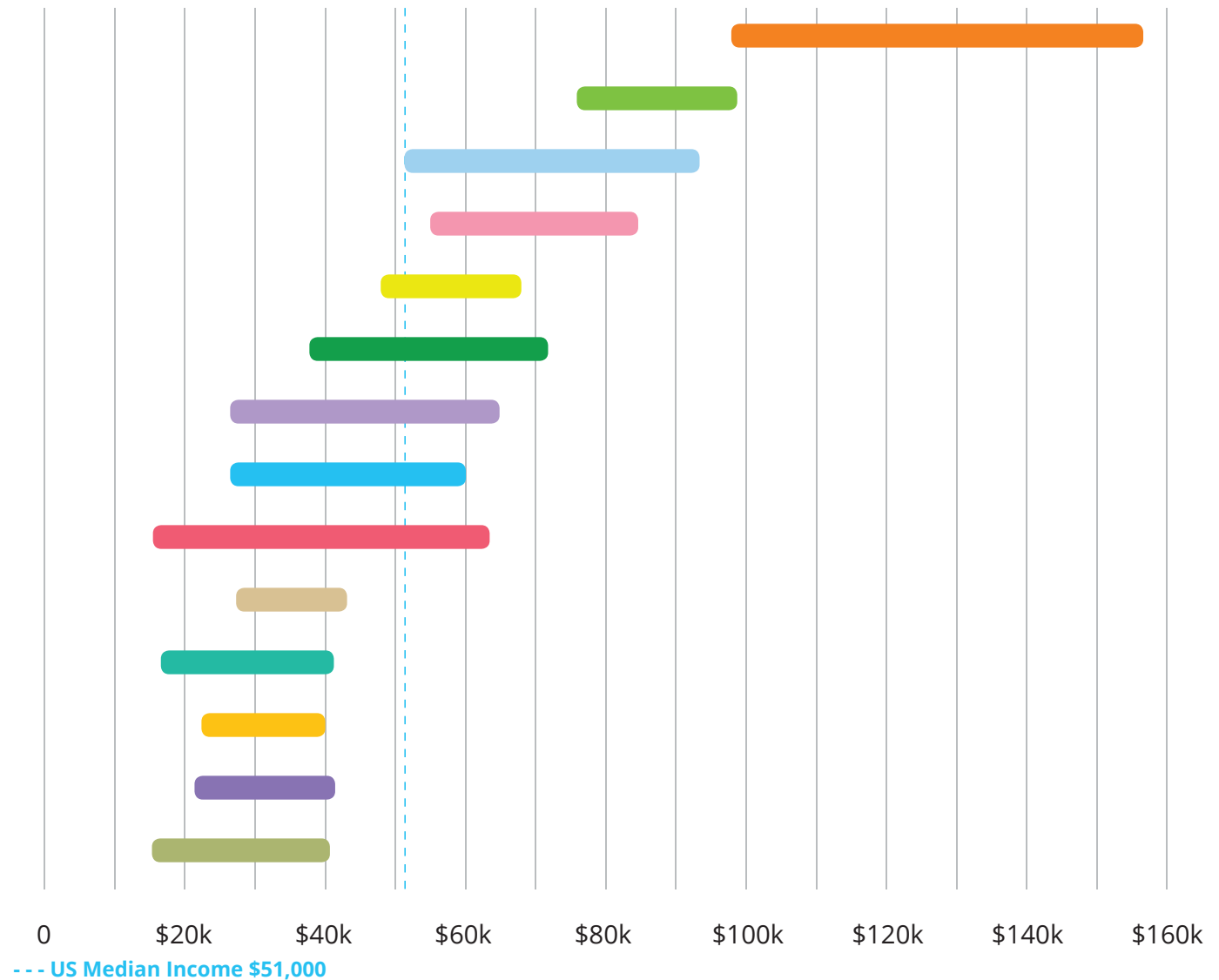lmcconn@earlytx.net
www.earlytx.net

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The Retail Coach, LLC
President

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AFarmer@theretailcoach.net
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TheRetailCoach

Income Range of Lifemode Summary Groups

Early, Texas

Income axis: 0, $20k, $40k, $60k, $80k, $100k, $120k, $140k, $160k

- - - **US Median Income $51,000**

+ L1 AFFLUENT ESTATES
Established wealth — educated, well-traveled married couples

+ L2 UPSCALE AVENUES
Prosperous, married couples
in higher density neighborhoods

+ L3 UPTOWN INDIVIDUALS
Younger, urban singles on the move

+ L4 FAMILY LANDSCAPES
Successful younger families in newer housing

+ L5 GENXURBAN
Gen X in middle age; families with fewer kids and a mortgage

+ L6 COZY COUNTRY
Empty nesters in bucolic settings

+ L7 ETHNIC ENCLAVES
Established diversity — young, Hispanic homeowners with families

+ L8 MIDDLE GROUND
Lifestyles of thirtysomethings

+ L9 SENIOR STYLES
Senior lifestyles reveal the effects of saving for retirement

+ L10 RUSTIC OUTPOSTS
Country life with older families, older homes

+ L11 MIDTOWN SINGLES
Millennials on the move; single, diverse, and urban

+ L12 HOMETOWN
Growing up and staying close to home; single householders

+ L13 NEXT WAVE
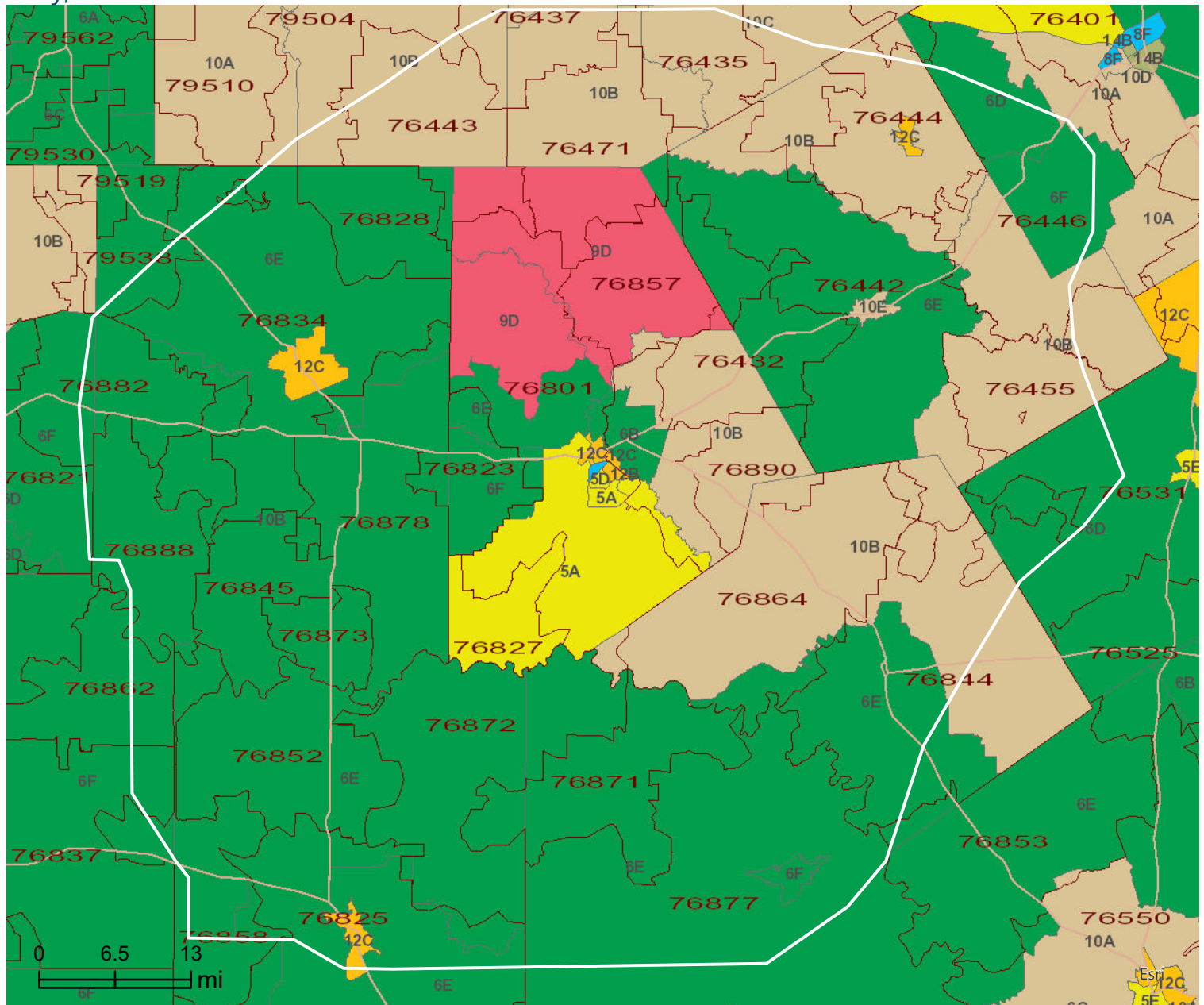Urban denizens; young, diverse,
hardworking families

+ L14 SCHOLARS AND PATRIOTS
College campuses and military neighborhoods

TheRetailCoach

Retail Trade Area • Lifemode Summary Groups Map

Early, Texas

+ L1 AFFLUENT ESTATES
Established wealth — educated, well-traveled married couples

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Prosperous, married couples
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Urban denizens; young, diverse,
hardworking families

+ L14 SCHOLARS AND PATRIOTS
College campuses and military neighborhoods

Retail Trade Area • Top Tapestry Segments

Early, Texas

+ L1 AFFLUENT ESTATES
Established wealth — educated, well-traveled married couples

+ L2 UPSCALE AVENUES
Prosperous, married couples
in higher density neighborhoods

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hardworking families

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College campuses and military neighborhoods

	TAPESTRY SEGMENTATION	HOUSEHOLDS PERCENT	CUMULATIVE PERCENT	US HOUSEHOLDS PERCENT	CUMULATIVE PERCENT	INDEX
1	Rooted Rural (10B)	17.3%	17.3%	1.8%	1.8%	940
2	Small Town Sincerity (12C)	14.2%	31.6%	1.8%	3.6%	802
3	Rural Resort Dwellers (6E)	13.7%	45.3%	1.0%	4.6%	1,365
4	Heartland Communities (6F)	11.9%	57.2%	2.2%	6.8%	543
5	Salt of the Earth (6B)	7.1%	64.2%	2.8%	9.6%	254
	Subtotal	64.2%		9.6%		
6	Comfortable Empty Nesters (5A)	5.7%	69.9%	2.4%	12.0%	235
7	Senior Escapes (9D)	5.3%	75.1%	0.9%	12.9%	579
8	Midlife Constants (5E)	3.8%	79.0%	2.4%	15.3%	158
9	Traditional Living (12B)	3.3%	82.3%	1.9%	17.2%	178
10	Old and Newcomers (8F)	3.1%	85.3%	2.3%	19.5%	135
	Subtotal	21.2%		9.9%		
11	Hometown Heritage (8G)	2.8%	88.1%	1.2%	20.6%	238
12	Rustbelt Traditions (5D)	2.5%	90.6%	2.1%	22.8%	119
13	Economic BedRock (10C)	2.3%	92.9%	0.6%	23.3%	400
14	Farm to Table (7E)	1.7%	94.6%	0.2%	23.6%	698
15	Prairie Living (6D)	1.4%	96.0%	1.0%	24.6%	140
	Subtotal	10.7%		5.1%		
16	Rural Bypasses (10E)	1.3%	97.3%	1.2%	25.8%	108
17	Middleburg (4C)	1.2%	98.4%	3.1%	28.9%	37
18	Southern Satellites (10A)	0.9%	99.4%	3.1%	32.0%	30
19	Down the Road (10D)	0.6%	100.0%	1.2%	33.2%	54
	Subtotal	4.0%		8.6%		
	Total	100.0%		33.2%		301

10B LifeMode Group: Rustic Outposts
Rooted Rural

US Households: 2,430,900
Average Household Size: 2.48

Median Age: 45.2
Median Household Income: $42,300

WHO ARE WE?

Rooted Rural is heavily concentrated in the Appalachian mountain range as well as in Texas and Arkansas. Employment in the forestry industry is common, and Rooted Rural residents live in many of the heavily forested regions of the country. Nearly 9 of 10 residents are non-Hispanic whites. This group enjoys time spent outdoors, hunting, fishing, or working in their gardens. Indoors, they enjoy watching television with a spouse and spending time with their pets. When shopping, they look for American-made and generic products. These communities are heavily influenced by religious faith, traditional gender roles, and family history.

OUR NEIGHBORHOOD

- This market is dominated by married couples, few with children at home.
- 80% of homes are owner occupied: primarily single family (73%) or mobile homes (24%).
- Nearly one in five housing units are vacant, with a high proportion for seasonal use.
- Home values are very low—almost half of owned homes are valued under $100,000.

SOCIOECONOMIC TRAITS

- Thrifty shoppers that use coupons frequently and buy generic goods.
- Far-right political values on religion and marriage.
- Do-it-yourself mentality; grow their own produce and work on their cars and ATVs.
- Pay bills in person and avoid using the Internet for financial transactions.
- Often find computers and cell phones too complicated and confusing.
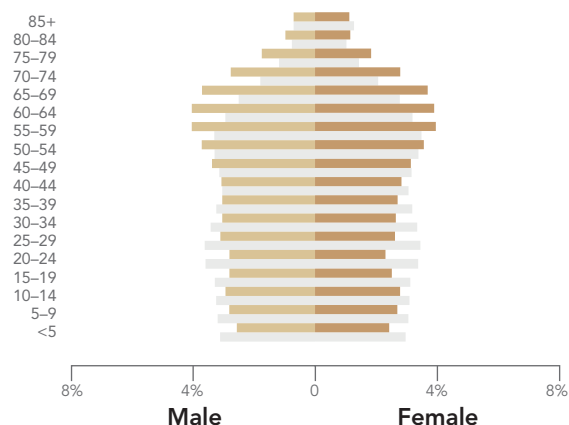- Clothes a necessity, not a fashion statement; only buy new clothes when old clothes wear out.

AGE BY SEX (Esri data)

Median Age: 45.2 US: 38.2

▪ Indicates US

8%   4%   0   4%   8%

Male   **Female**
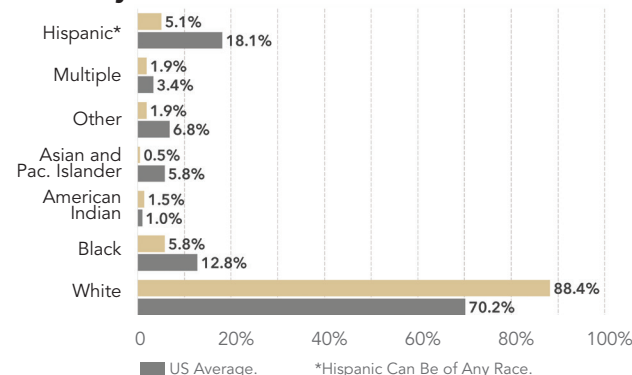
RACE AND ETHNICITY (Esri data)

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: 29.2 US: 64.0

Hispanic*	5.1% / 18.1%
Multiple	1.9% / 3.4%
Other	1.9% / 6.8%
Asian and Pac. Islander	0.5% / 5.8%
American Indian	1.5% / 1.0%
Black	5.8% / 12.8%
White	88.4% / 70.2%

0   20%   40%   60%   80%   100%
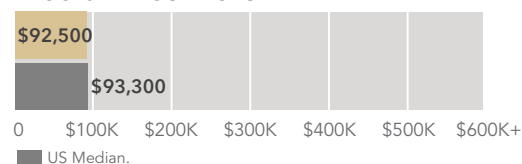
▪ US Average.   *Hispanic Can Be of Any Race.

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

$42,300
$56,100

0    $100K $200K $300K $400K $500K $600K+

Median Net Worth

$92,500
$93,300

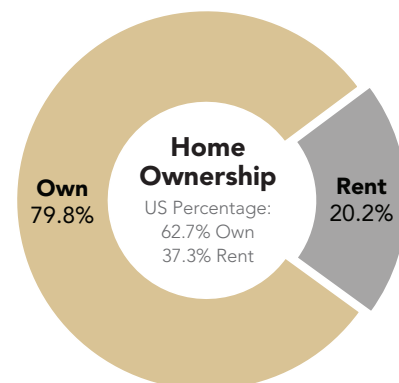0 $100K $200K $300K $400K $500K $600K+

▪ US Median.

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.
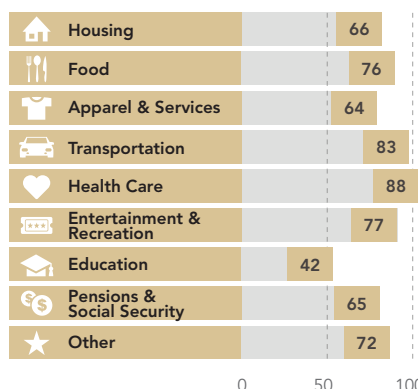

Typical Housing:
Single Family;
Mobile Homes

Median Value:
$112,800

Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 79.8%   **Rent 20.2%**

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	66
🍴 Food	76
👕 Apparel & Services	64
🚗 Transportation	83
❤ Health Care	88
🎞 Entertainment & Recreation	77
🎓 Education	42
💲 Pensions & Social Security	65
★ Other	72

0   50   100   150   200   250   300   350

The Retail Coach.

10B LifeMode Group: Rustic Outposts
Rooted Rural

Market Profile

- They own a riding lawn mower, as well as a garden tiller, and have vegetable gardens.
- More than half of the households have a high-speed Internet connection.
- They use a satellite dish to watch CMT, the History Channel, and GSN (Game Show Network).
- Pets are popular—dogs, cats, and birds.
- Leisure activities include hunting and fishing.
- They listen to faith-based radio, country, and gospel music.
- Many are on Medicare and frequent the Walgreens pharmacy.

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.
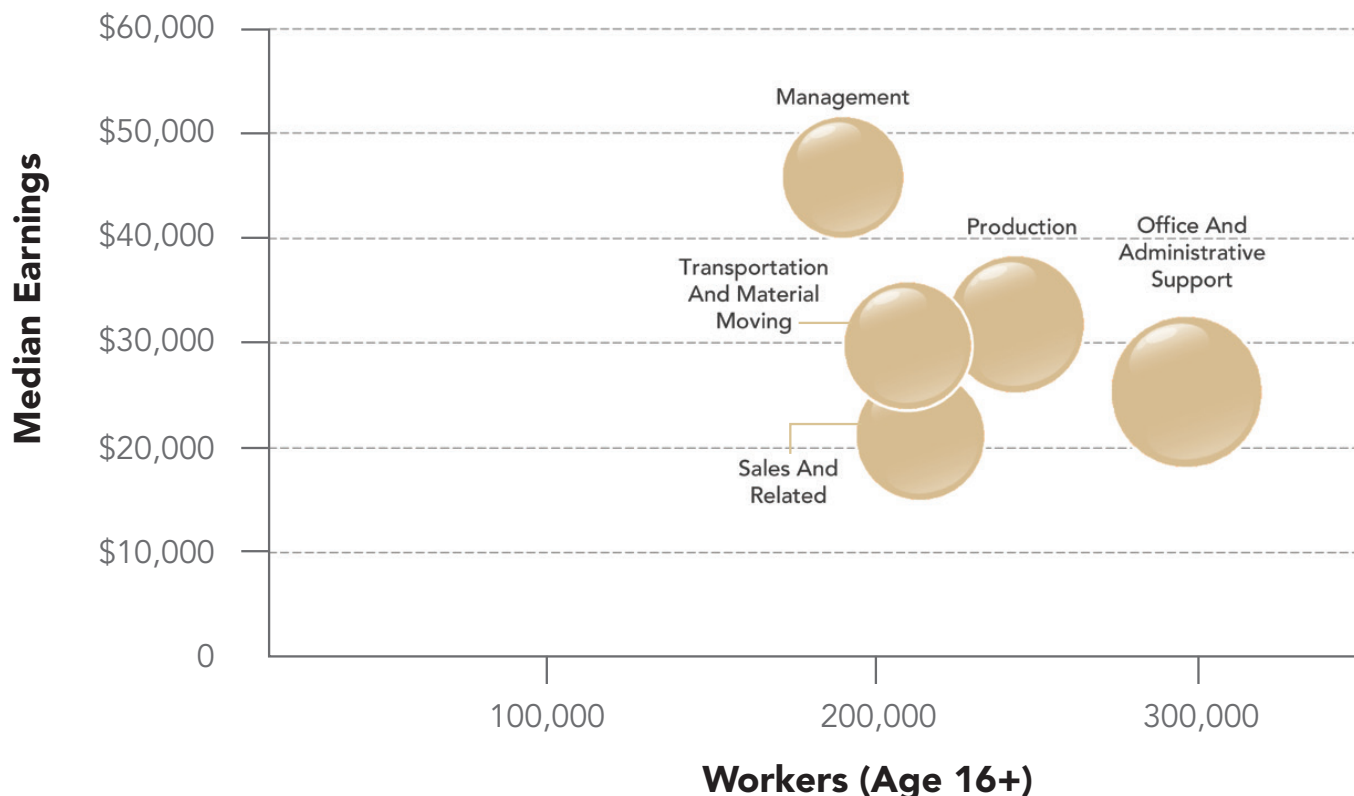
12C LifeMode Group: Hometown
Small Town Simplicity

US Households: 2,305,700
Average Household Size: 2.26

Median Age: 40.8
Median Household Income: $31,500

WHO ARE WE?

Small Town Simplicity 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. Since 1 in 4 households is below poverty level, residents also keep their finances simple—paying bills in person and avoiding debt.

OUR NEIGHBORHOOD

- They 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.
- Unemployment higher at 7.7% (Index 141).
- 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-orientated residents; more conservative than middle-of-the-road.
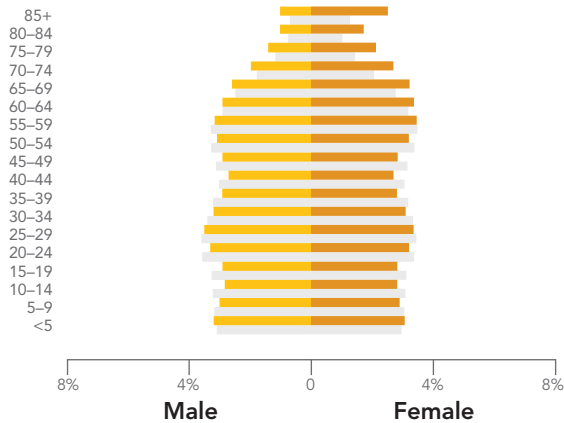- Rely on television or newspapers to stay informed.

12C LifeMode Group: Hometown Small Town Simplicity

AGE BY SEX (Esri data)

Median Age: 40.8 US: 38.2
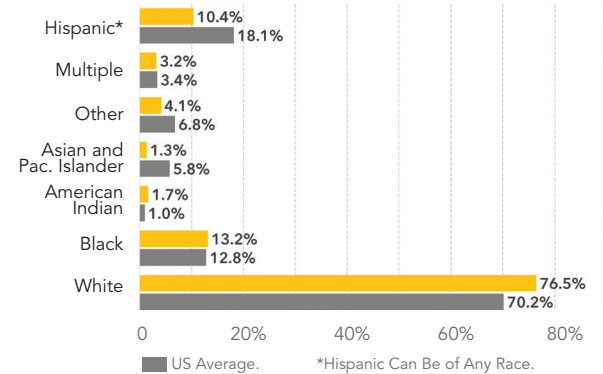
■ Indicates US

8%   4%   0   4%   8%

Male   **Female**

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).
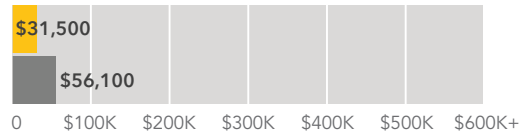
Diversity Index: 51.0 US: 64.0

Group	Value
Hispanic*	10.4%
	18.1%
Multiple	3.2%
	3.4%
Other	4.1%
	6.8%
Asian and Pac. Islander	1.3%
	5.8%
American Indian	1.7%
	1.0%
Black	13.2%
	12.8%
White	76.5%
	70.2%

0   20%   40%   60%   80%
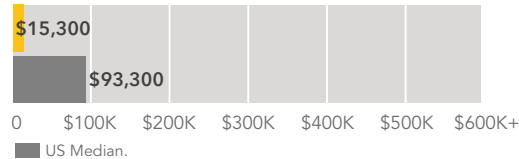
■ US Average.   *Hispanic Can Be of Any Race.

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

0   $100K $200K $300K $400K $500K $600K+

Median Net Worth

$15,300
$93,300

0   $100K $200K $300K $400K $500K $600K+
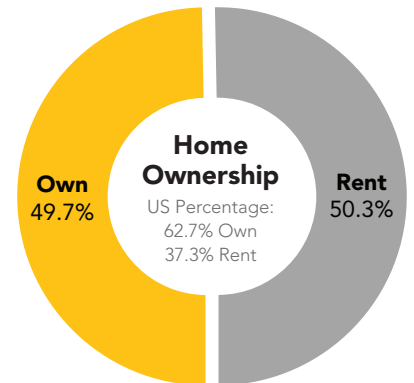
■ US Median.

HOUSING

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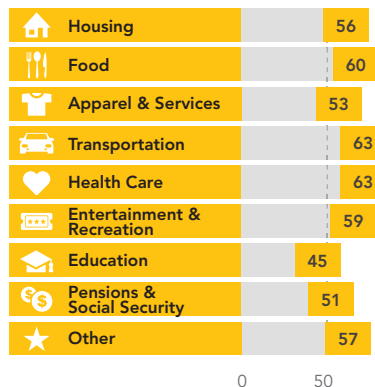

Typical Housing:
Single Family

Median Value:
$92,300
US Median: $207,300

Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 49.7%   **Rent 50.3%**

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.

Category	Index
Housing	56
Food	60
Apparel & Services	53
Transportation	63
Health Care	63
Entertainment & Recreation	59
Education	45
Pensions & Social Security	51
Other	57

0   50   100   150   200   250   300   350

TheRetailCoach

12C LifeMode Group: Hometown
Small Town Simplicity

Market Profile
- Small Town Simplicity features a semirural lifestyle, complete with trucks and SUVs (domestic, of course), 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.
- However, a largely single population favors convenience over cooking—frozen meals and fast food.
- Home improvement is not a priority, but vehicle maintenance is.

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.
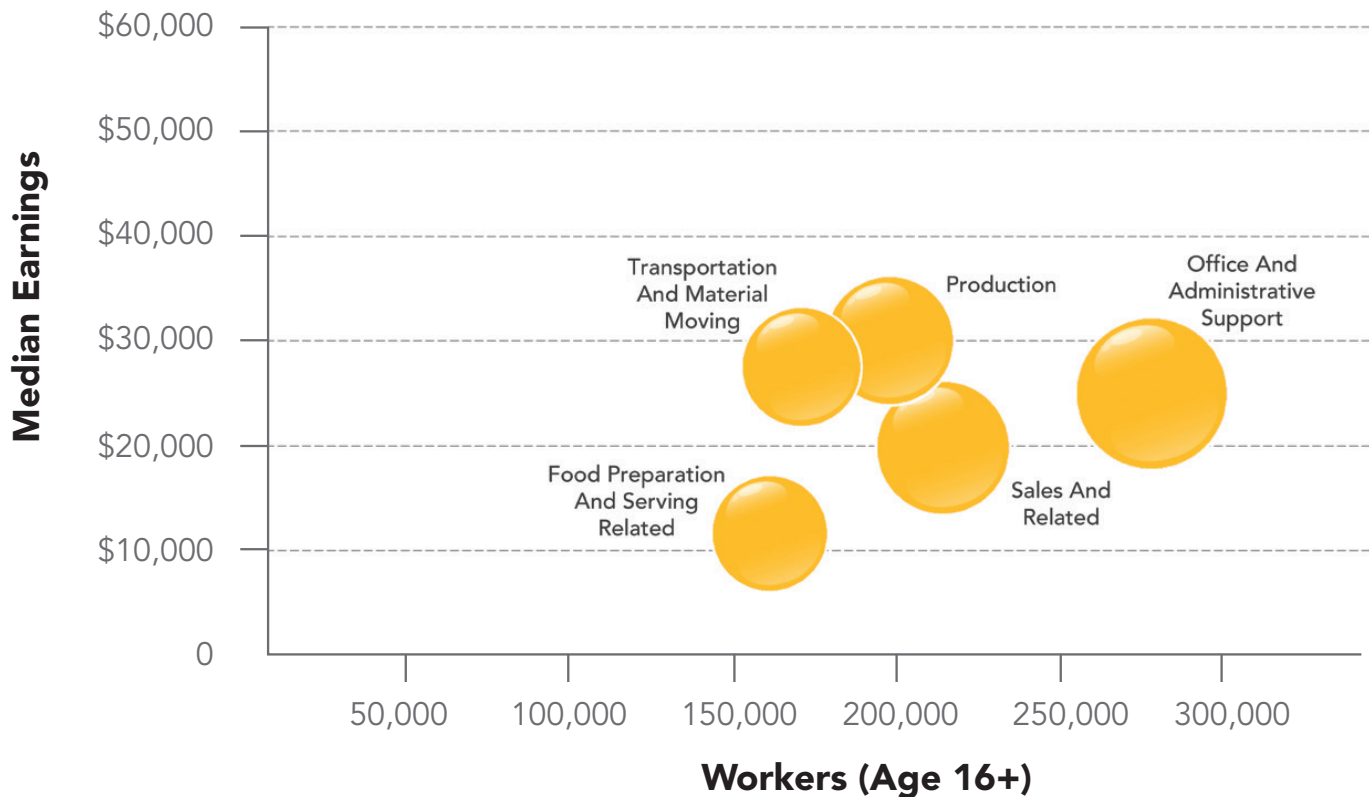
6E LifeMode Group: Cozy Country Living
Rural Resort Dwellers

US Households: 1,227,200

Average Household Size: 2.22

Median Age: 54.1

Median Household Income: $50,400

WHO ARE WE?

Although the Great Recession forced many owners of second homes to sell, Rural Resort Dwellers residents remain an active market, just a bit smaller. These communities are centered in resort areas, many in the Midwest, where the change in seasons supports a variety of outdoor activities. Retirement looms for many of these blue collar, older householders, but workers are postponing retirement or returning to work to maintain their current lifestyles. Workers are traveling further to maintain employment. They are passionate about their hobbies, like freshwater fishing and hunting, but otherwise have very simple tastes.

OUR NEIGHBORHOOD

- Housing is owner-occupied, single-family homes, with some mobile homes. A strong market for second homes, these rural areas contain homes valued near the US median. Over half of the housing units are vacant due to a high seasonal vacancy rate.
- In this older market, 42% of households consist of married couples with no children at home, while another 28% are single person. Married couples with children at home have older school-age children.
- Set in scenic rural locations with proximity to outdoor activities, two vehicles are essential to get around.

SOCIOECONOMIC TRAITS

- Rural Resort Dwellers residents are close to retirement. They've accumulated wealth and begun to shift their portfolios to low-risk assets. These active residents continue to work in skilled occupations.
- Simple tastes and modesty characterize these blue collar residents. They shop for timeless, comfortable clothing, but only when something must be replaced. They pay little attention to advertising and usually stick to the brands they know.
- They spend time with their spouses and also maintain a social calendar.

6E LifeMode Group: Cozy Country Living
Rural Resort Dwellers

AGE BY SEX (Esri data)
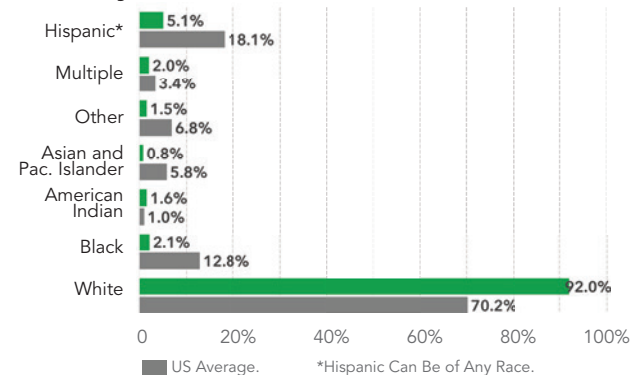
Median Age: 54.1 US: 38.2

■ Indicates US

Age groups: 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, 5–9, <5

8% 4% 0 4% 8%

Male **Female**

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: 23.4 US: 64.0

Group	Value	US Average
Hispanic*	5.1%	18.1%
Multiple	2.0%	3.4%
Other	1.5%	6.8%
Asian and Pac. Islander	0.8%	5.8%
American Indian	1.6%	1.0%
Black	2.1%	12.8%
White	92.0%	70.2%

0 20% 40% 60% 80% 100%
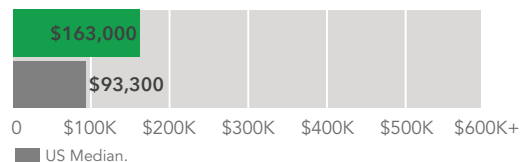
■ US Average. *Hispanic Can Be of Any Race.

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

$50,400
$56,100

0 $100K $200K $300K $400K $500K $600K+

Median Net Worth

$163,000
$93,300

0 $100K $200K $300K $400K $500K $600K+
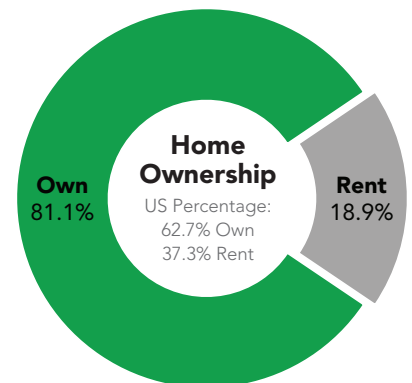
■ US Median.

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.

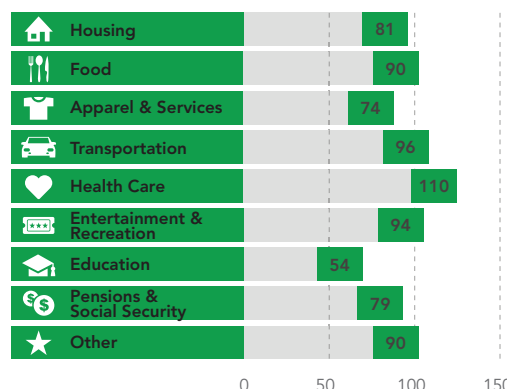**Typical Housing:**
Single Family/Seasonal

Median Value:
$209,200

US Median: $207,300

Home Ownership
US Percentage: 62.7% Own 37.3% Rent

Own 81.1% **Rent 18.9%**

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.

Category	Index
Housing	81
Food	90
Apparel & Services	74
Transportation	96
Health Care	110
Entertainment & Recreation	94
Education	54
Pensions & Social Security	79
Other	90

0 50 100 150 200 250 300 350

The Retail Coach.

6E LifeMode Group: Cozy Country Living
Rural Resort Dwellers

Market Profile

- Residents drive older domestic vehicles and prefer to spend their disposable income on gear to support their hobbies, which include freshwater fishing, hunting with a rifle or shotgun, and motorcycling.
- At home, Rural Resort Dwellers residents spend any free time working on their vehicles and maintaining their gear. They make frequent trips to their local hardware store for parts and tools. These hands-on consumers are also passionate about vegetable gardening.
- Due to their remote locations, these neighborhoods have satellite dishes. A few residents still rely on dial-up modems to stay connected. They don't access the Internet often but will make online purchases for items difficult to find in nearby stores.
- Their taste in TV shows reflects their hobbies—National Geographic, Discovery Channel, and the Weather Channel.

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.

The Retail Coach
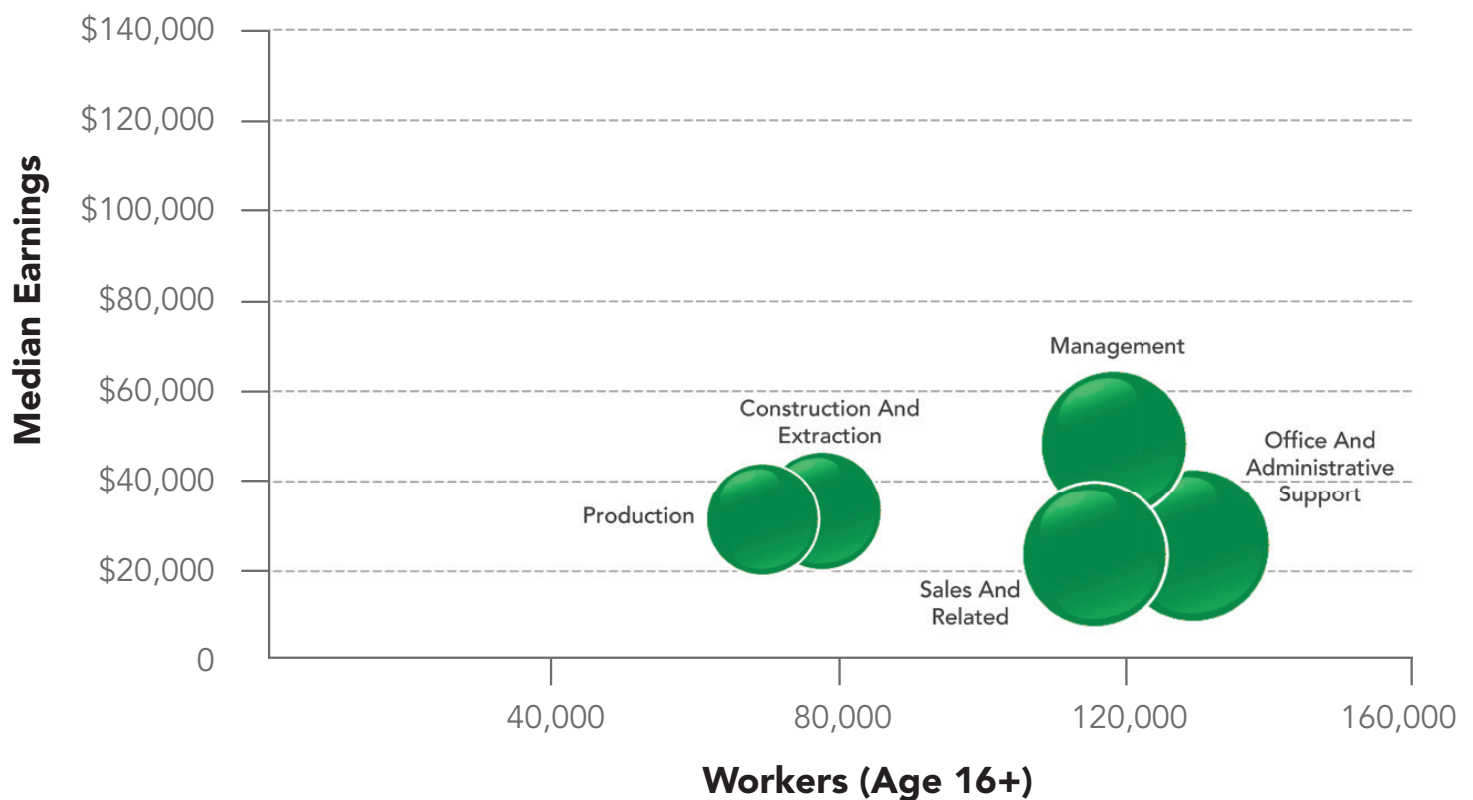
6F LifeMode Group: Cozy Country Living
Heartland Communities

US Households: 2,850,600

Average Household Size: 2.39

Median Age: 42.3

Median Household Income: $42,400

WHO ARE WE?

Well settled and close-knit, Heartland Communities are semirural and semiretired. These older householders are primarily homeowners, and many have paid off their mortgages. Their children have moved away, but they have no plans to leave their homes. Their hearts are with the country; they embrace the slower pace of life here but actively participate in outdoor activities and community events. Traditional and patriotic, these residents support their local businesses, always buy American, and favor domestic driving vacations over foreign plane trips.

OUR NEIGHBORHOOD

- Rural communities or small towns are concentrated in the Midwest, from older Rustbelt cities to the Great Plains.
- Distribution of household types is comparable to the US, primarily (but not the majority) married couples, more with no children, and a slightly higher proportion of singles (Index 112) that reflects the aging of the population.
- Residents own modest, single-family homes built before 1970.
- They own one or two vehicles; commutes are short (Index 82).
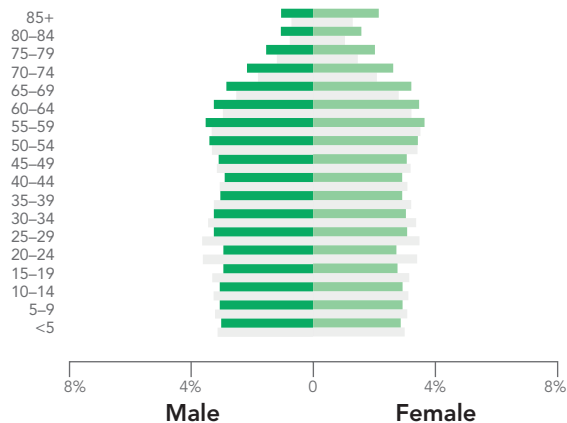
SOCIOECONOMIC TRAITS

- Retirees in this market depress the average labor force participation rate to less than 60% (Index 94), but the unemployment rate is comparable to the US.
- More workers are white collar than blue collar; more skilled than unskilled.
- The rural economy of this market provides employment in the manufacturing, construction, utilities, healthcare, and agriculture industries.
- These are budget savvy consumers; they stick to brands they grew up with and know the price of goods they purchase. Buying American is important.
- Daily life is busy, but routine. Working on the weekends is not uncommon.
- Residents trust TV and newspapers more than any other media.
- Skeptical about their financial future, they stick to community banks and low-risk investments.

6F LifeMode Group: Cozy Country Living
Heartland Communities

AGE BY SEX (Esri data)
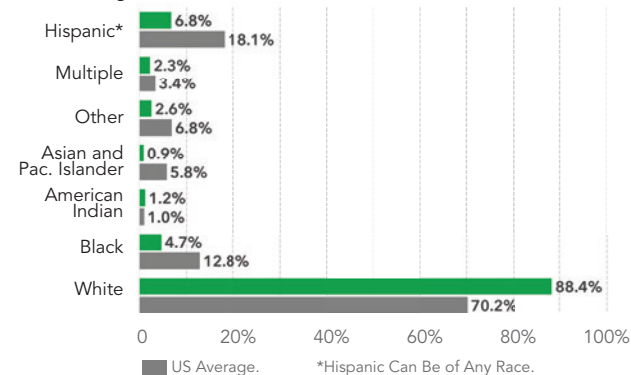
Median Age: 42.3 US: 38.2

■ Indicates US

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
5–9
<5

8% 4% 0 4% 8%

Male   **Female**

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: 31.5 US: 64.0

Hispanic* — 6.8% / 18.1%
Multiple — 2.3% / 3.4%
Other — 2.6% / 6.8%
Asian and Pac. Islander — 0.9% / 5.8%
American Indian — 1.2% / 1.0%
Black — 4.7% / 12.8%
White — 88.4% / 70.2%

0 20% 40% 60% 80% 100%

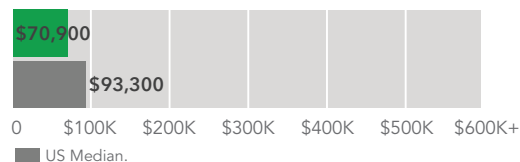■ US Average.   *Hispanic Can Be of Any Race.

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

$42,400
$56,100

0 $100K $200K $300K $400K $500K $600K+

Median Net Worth

$70,900
$93,300

0 $100K $200K $300K $400K $500K $600K+
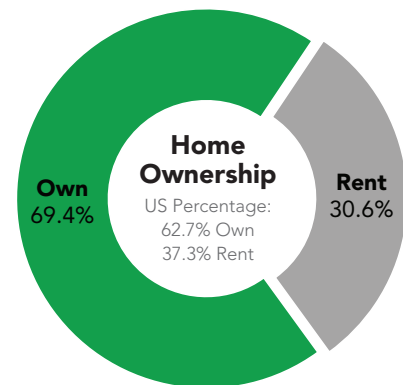
■ US Median.

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.
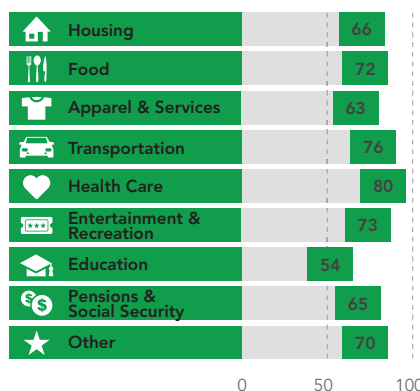
Typical Housing:
Single Family

Median Value:
$95,700

US Median: $207,300

Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 69.4%   **Rent 30.6%**

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.

Category	Index
Housing	66
Food	72
Apparel & Services	63
Transportation	76
Health Care	80
Entertainment & Recreation	73
Education	54
Pensions & Social Security	65
Other	70

0 50 100 150 200 250 300 350

The**Retail**Coach.

6F LifeMode Group: Cozy Country Living
Heartland Communities

Market Profile
- Traditional in their ways, residents of Heartland Communities choose to bank and pay their bills in person and purchase insurance from an agent.
- Most have high-speed Internet access at home or on their cell phone but aren't ready to go paperless.
- Many residents have paid off their home mortgages but still hold auto loans and student loans. Interest checking accounts are common.
- To support their local community, residents participate in public activities.
- Home remodeling is not a priority, but homeowners do tackle necessary maintenance work on their cherished homes. They have invested in riding lawn mowers to maintain their larger yards.
- They enjoy country music and watch CMT.
- Motorcycling, hunting, and fishing are popular; walking is the main form of exercise.
- To get around these semirural communities, residents prefer domestic trucks or SUVs.

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.
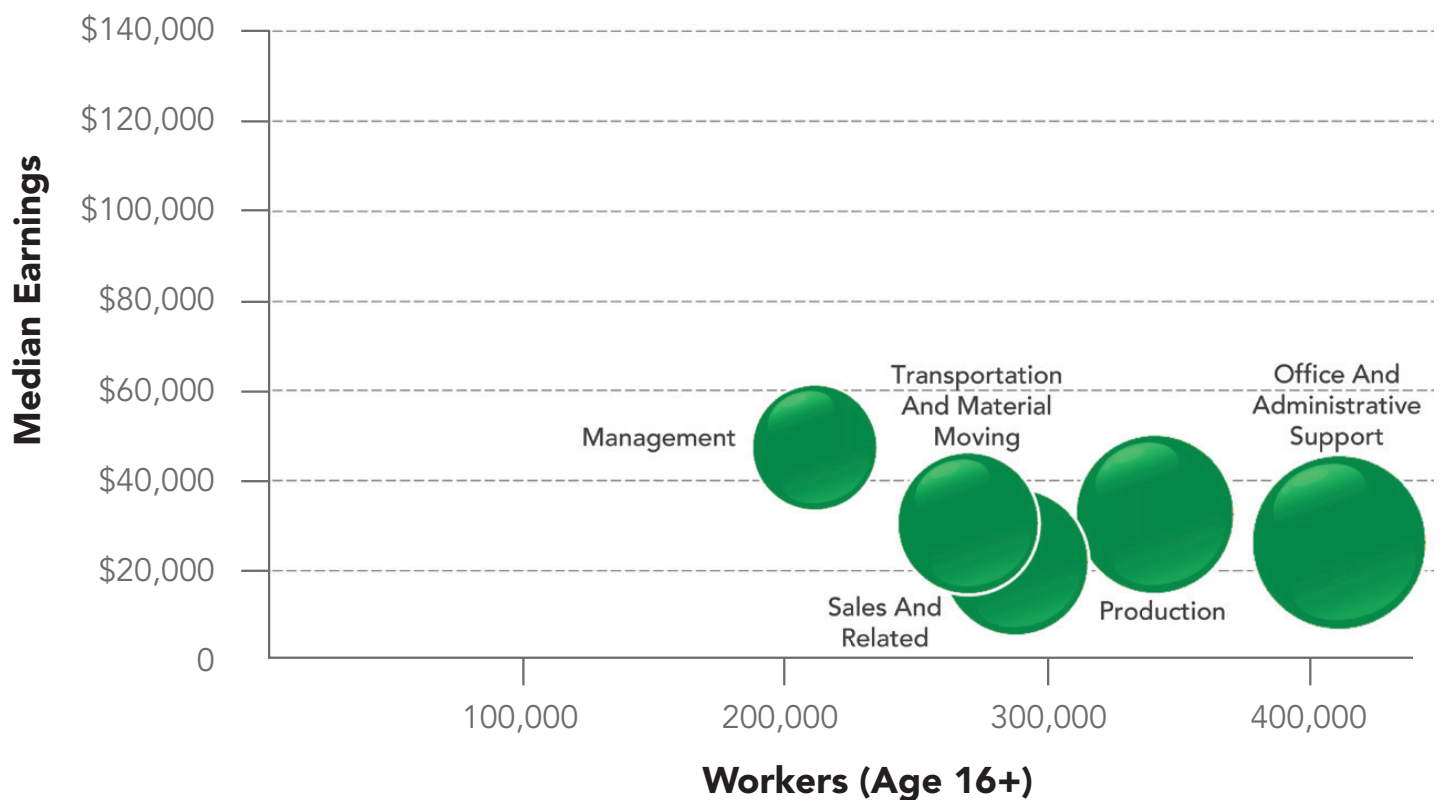
6B LifeMode Group: Cozy Country Living
Salt of the Earth

US Households: 3,545,800

Average Household Size: 2.59

Median Age: 44.1

Median Household Income: $56,300

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 133). Single-family homes are affordable, valued at 25 percent less than the national market.
- Nearly two in three households are com posed of married couples; less than half have children at home.

SOCIOECONOMIC TRAITS

- Steady employment in construction, manufacturing, and related service industries.
- Completed education: 40% with a high school diploma only.
- Household income just over the national median, while net worth is nearly 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.

6B LifeMode Group: Cozy Country Living
Salt of the Earth

AGE BY SEX (Esri data)
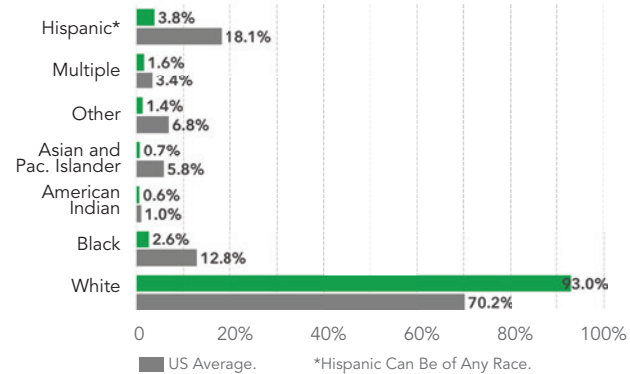
Median Age: 44.1 US: 38.2

Indicates US

	Male	Female
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		
5–9		
<5		

8%   4%   0   4%   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).
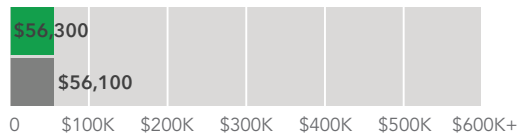
Diversity Index: 19.8 US: 64.0

Group	%	US Average
Hispanic*	3.8%	18.1%
Multiple	1.6%	3.4%
Other	1.4%	6.8%
Asian and Pac. Islander	0.7%	5.8%
American Indian	0.6%	1.0%
Black	2.6%	12.8%
White	93.0%	70.2%

0   20%   40%   60%   80%   100%
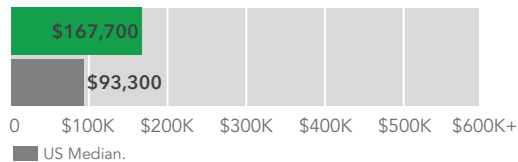
US Average. *Hispanic Can Be of Any Race.

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

$56,300
$56,100

0   $100K $200K $300K $400K $500K $600K+

Median Net Worth

$167,700
$93,300

0   $100K $200K $300K $400K $500K $600K+
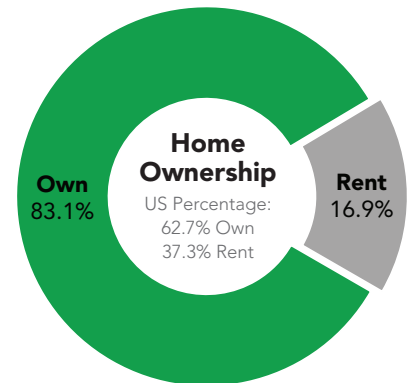
US Median.

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.
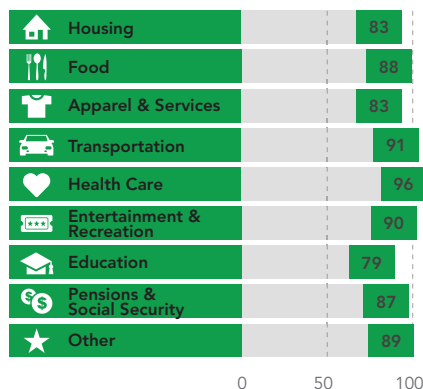
Typical Housing:
Single Family

Median Value:
$154,300

US Median: $207,300

Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 83.1% Rent 16.9%

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.

Category	Index
Housing	83
Food	88
Apparel & Services	83
Transportation	91
Health Care	96
Entertainment & Recreation	90
Education	79
Pensions & Social Security	87
Other	89

0   50   100   150   200   250   300   350

TheRetailCoach.

6B LifeMode Group: Cozy Country Living
Salt of the Earth

Market Profile

- 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 have access to high speed internet connections like DSL.
- These conservative consumers prefer to conduct their business in person rather than online. They use an agent to purchase insurance.

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.
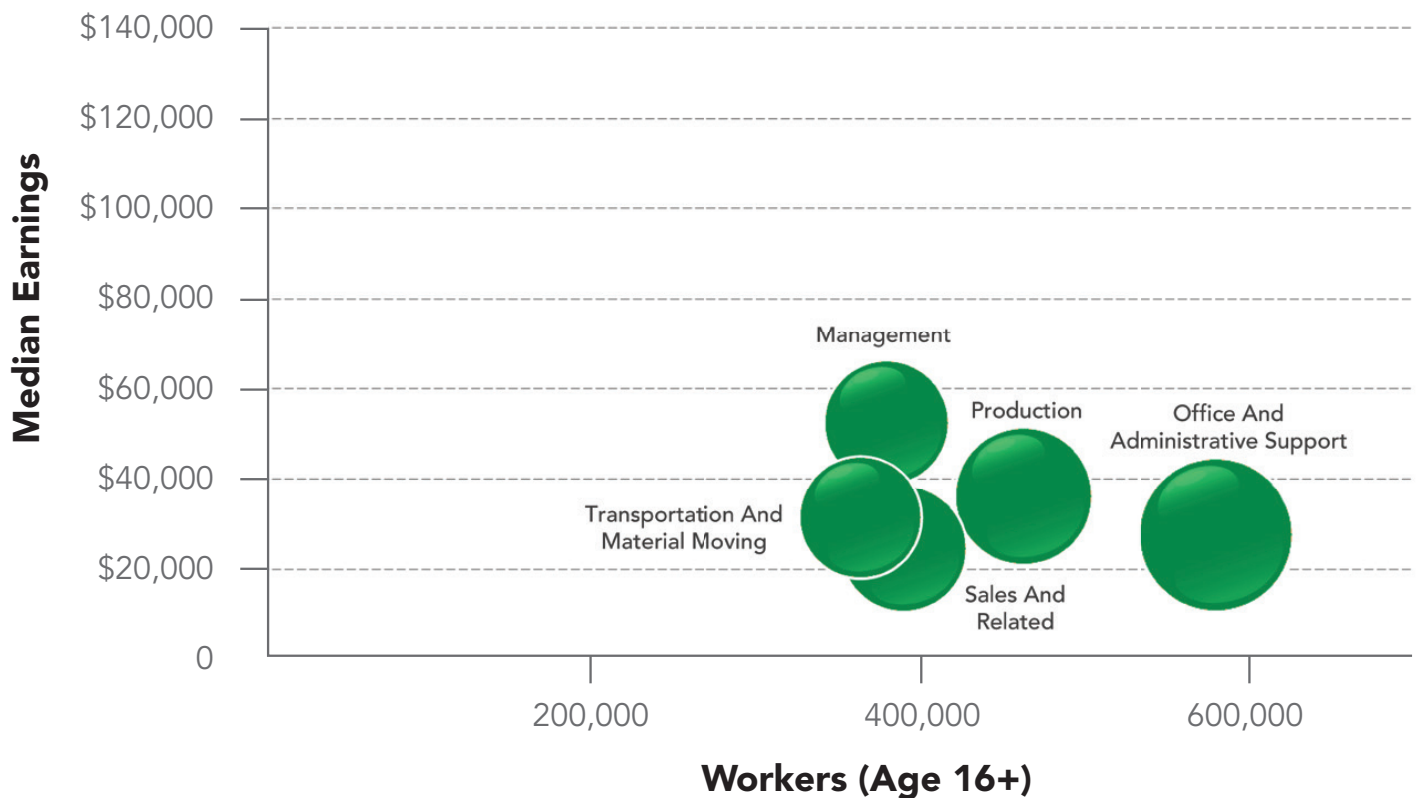
5A LifeMode Group: GenXurban
Comfortable Empty Nesters

US Households: 3,024,200

Average Household Size: 2.52

Median Age: 48.0

Median Household Income: $75,00

WHO ARE WE?

Residents in this large, growing segment are older, with nearly half of all householders aged 55 or older; many still live in the suburbs where they grew up. Most are professionals working in government, health care, or manufacturing. These Baby Boomers are earning a comfortable living and benefitting from years of prudent investing and saving. Their net worth is well above average (Index 314). Many are enjoying the transition from child rearing to retirement. They value their health and financial well-being.

OUR NEIGHBORHOOD

- Married couples, some with children, but most without (Index 149).
- Average household size slightly higher at 2.52.
- Found throughout the suburbs and small towns of metropolitan areas, where most residents own and live in single-family detached homes (Index 142).
- Most homes built between 1950 and 1990 (Index 131).
- Households generally have one or two vehicles.
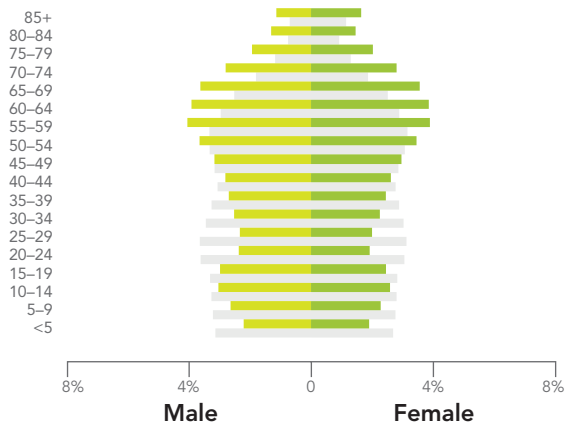
SOCIOECONOMIC TRAITS

- Education: 36% college graduates; nearly 68% with some college education.
- Low unemployment at 4%; average labor force participation at 61%.
- Most households income from wages or salaries, but a third also draw income from investments (Index 150) and retirement (Index 159).
- Comfortable Empty Nesters residents physically and financially active.
- Prefer eating at home instead of dining out.
- Home maintenance a priority among these homeowners.

5A LifeMode Group: GenXurban
Comfortable Empty Nesters

AGE BY SEX (Esri data)
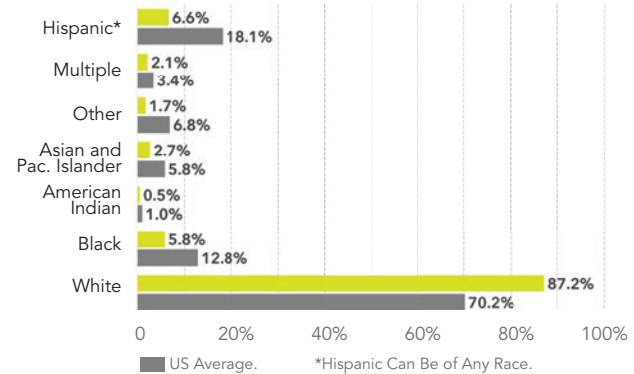
Median Age: 48.0 US: 38.2

◼ Indicates US

Age group
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
5–9
<5

8%   4%   0   4%   8%

Male   **Female**

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).
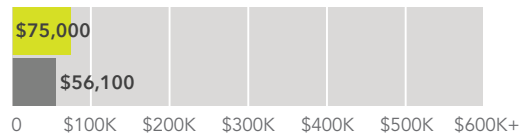
Diversity Index: 33.0 US: 64.0

Group	Value	US Average
Hispanic*	6.6%	18.1%
Multiple	2.1%	3.4%
Other	1.7%	6.8%
Asian and Pac. Islander	2.7%	5.8%
American Indian	0.5%	1.0%
Black	5.8%	12.8%
White	87.2%	70.2%

0   20%   40%   60%   80%   100%

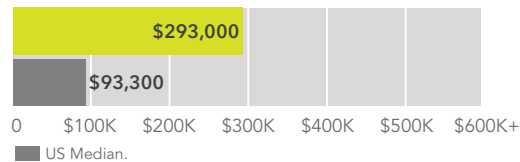◼ US Average.   *Hispanic Can Be of Any Race.

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

$75,000
$56,100

0    $100K $200K $300K $400K $500K $600K+

Median Net Worth

$293,000
$93,300

0    $100K $200K $300K $400K $500K $600K+
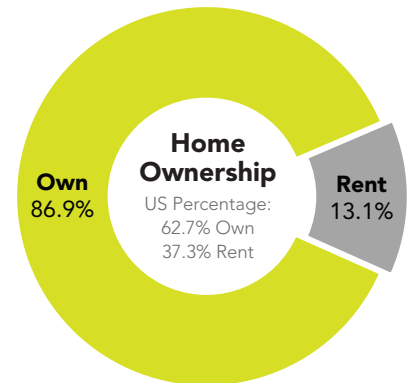
◼ US Median.

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:
$203,400

US Median: $207,300

Home Ownership
US Percentage: 62.7% Own 37.3% Rent

Own 86.9%   **Rent 13.1%**

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.

Category	Index
Housing	110
Food	108
Apparel & Services	109
Transportation	110
Health Care	119
Entertainment & Recreation	113
Education	114
Pensions & Social Security	115
Other	116

0   50   100   150   200   250   300   350
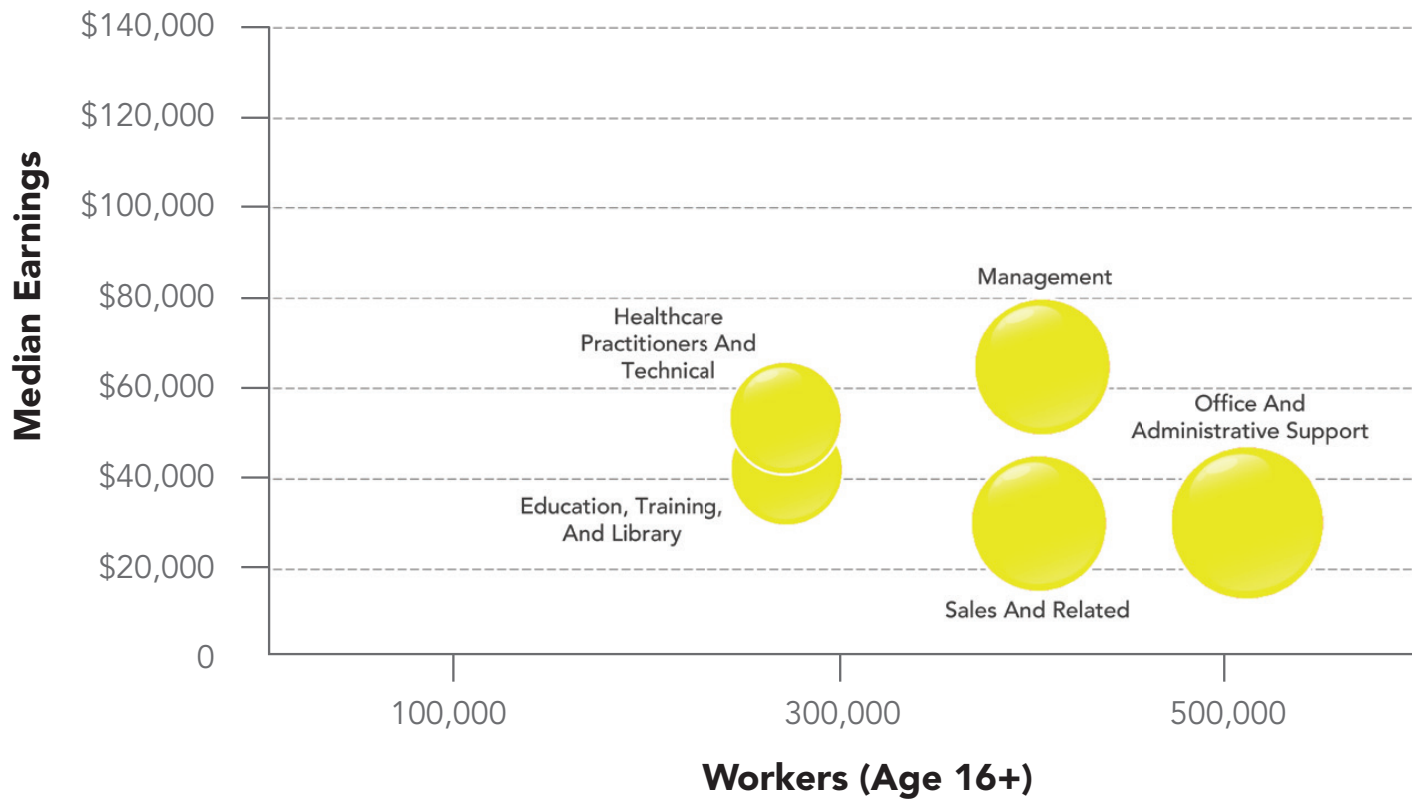
The Retail Coach

5A LifeMode Group: GenXurban
Comfortable Empty Nesters

Market Profile

- Residents enjoy listening to sports radio or watching sports on television.
- Physically active, they play golf, ski, ride bicycles, and work out regularly.
- Spending a lot of time online isn't a priority, so most own older home computers.
- Financial portfolio includes stocks, certificates of deposit, mutual funds, and real estate.

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.

Chart: Median Earnings (y-axis, $0 to $140,000) vs. Workers (Age 16+) (x-axis, 100,000 to 500,000)

- Management
- Healthcare Practitioners And Technical
- Office And Administrative Support
- Education, Training, And Library
- Sales And Related

TheRetailCoach

9D LifeMode Group: Senior Styles
Senior Escapes

US Households: 1,116,000

Average Household Size: 2.20

Median Age: 54.6

Median Household Income: $38,700

WHO ARE WE?

Senior Escapes neighborhoods are heavily concentrated in the warmer states of Florida, California, and Arizona. These areas are highly seasonal, yet owner occupied. Many homes began as seasonal getaways and now serve as primary residences. Nearly forty percent are mobile homes; over half are single-family dwellings. About half are in unincorporated and more rural areas. Nearly one-fifth of the population is between 65 and 74 years old. Most are white and fairly conservative in their political and religious views. Residents enjoy watching TV, going on cruises, playing trivia games, bicycling, boating, and fishing. They are very conscious of their health and buy specialty foods and dietary supplements.

OUR NEIGHBORHOOD

- Neighborhoods include primary and second homes in rural or semirural settings.
- One quarter of all housing units are vacant; many are for seasonal use only.
- More than one-third of the households are married couples without children; a third are single-person households.
- More than half the homes are single family; nearly 40% are mobile homes.
- Three-quarters of all homes are owner occupied, and the majority own their homes free and clear.
- Still actively driving, most households have one or two vehicles.

SOCIOECONOMIC TRAITS

- Labor force participation is low, but more than half the households are drawing Social Security income.
- They have conservative political views.
- They spend majority of their time with spouse/significant other or alone.
- They are limited by medical conditions but still enjoy gardening and working on their vehicles.
- They take good care of vehicles, but haven't bought a new one in over five years.
- They only spend within their means, do their banking in person, and do not carry a balance on their credit card.

9D LifeMode Group: Senior Styles
Senior Escapes
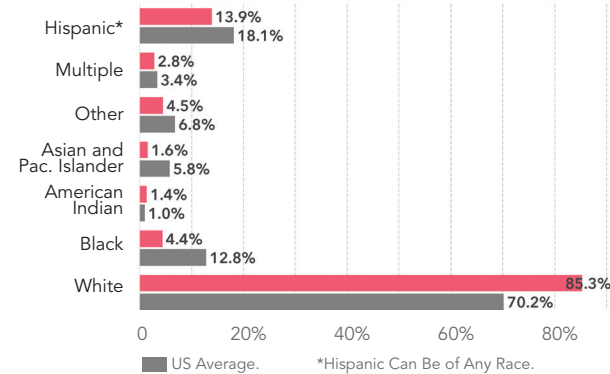
AGE BY SEX (Esri data)

Median Age: 54.6 US: 38.2

■ Indicates US

Male | Female

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).
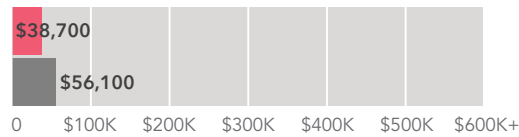
Diversity Index: 44.5 US: 64.0

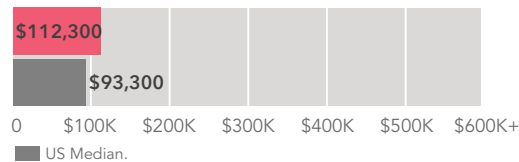| Group	Value	US Average
Hispanic*	13.9%	18.1%
Multiple	2.8%	3.4%
Other	4.5%	6.8%
Asian and Pac. Islander	1.6%	5.8%
American Indian	1.4%	1.0%
Black	4.4%	12.8%
White	85.3%	70.2%

■ US Average.   *Hispanic Can Be of Any Race.

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

$38,700
$56,100

0   $100K $200K $300K $400K $500K $600K+

Median Net Worth

$112,300
$93,300

0 $100K $200K $300K $400K $500K $600K+

■ US Median.

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.
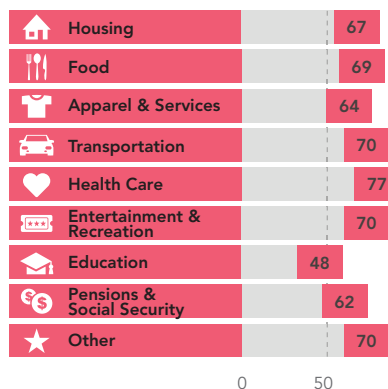
Typical Housing:
Single Family;
Mobile Homes/Seasonal

Median Value:
$120,000
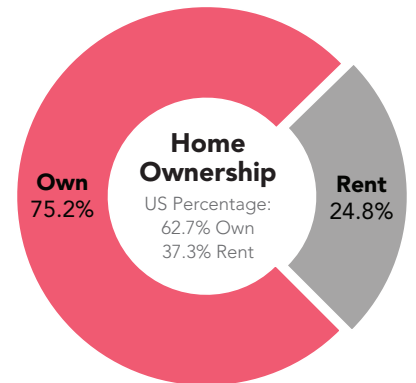
Home Ownership
US Percentage: 62.7% Own 37.3% Rent

Own 75.2%   Rent 24.8%

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.

Category	Index
Housing	67
Food	69
Apparel & Services	64
Transportation	70
Health Care	77
Entertainment & Recreation	70
Education	48
Pensions & Social Security	62
Other	70

0   50   100   150   200   250   300   350

The Retail Coach
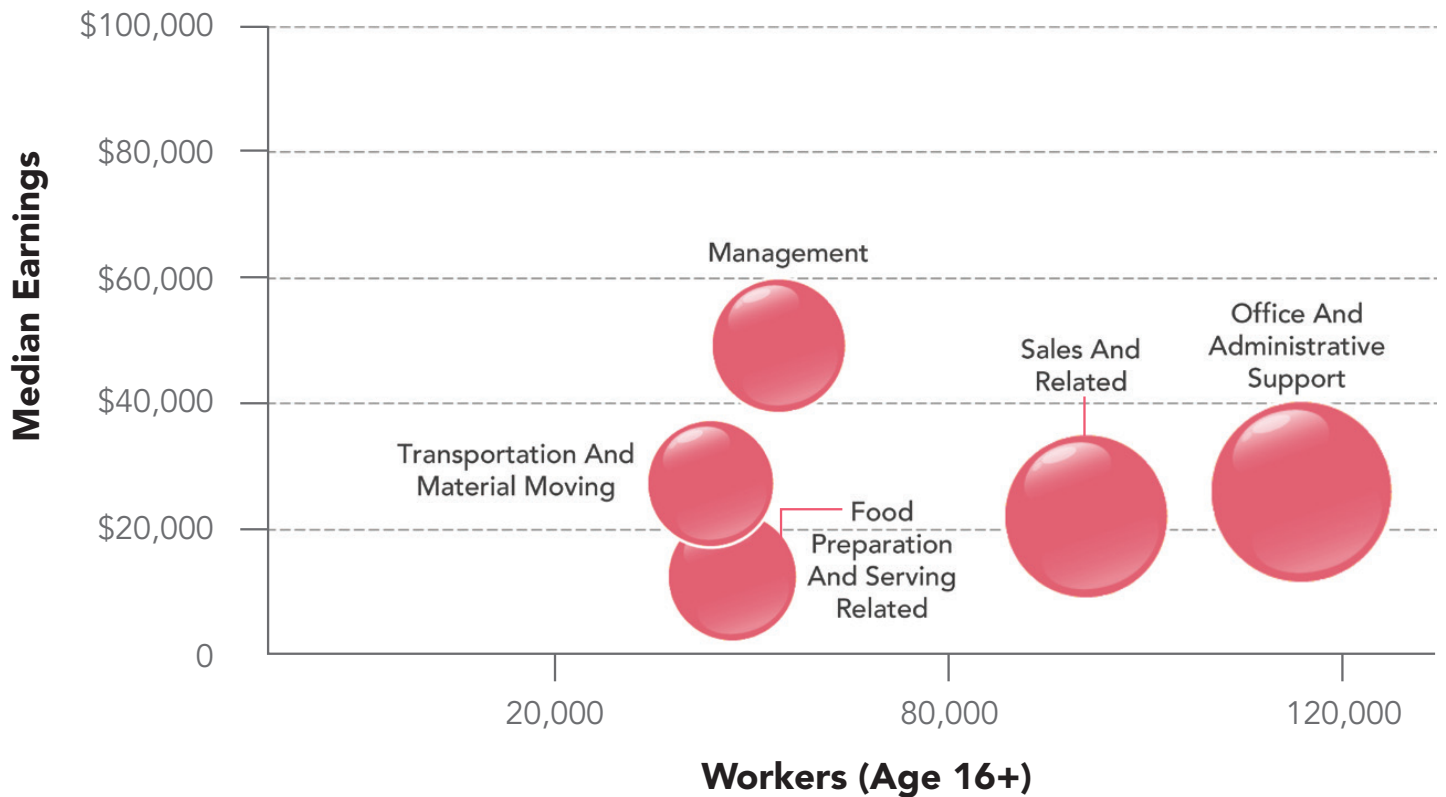
9D LifeMode Group: Senior Styles
Senior Escapes

Market Profile

- Stock up on good deals, especially high-fiber, low-calorie, low-fat, and fat-free foods.
- Own 3, sometimes 4 or more TVs and watch news, sports, CMT, Hallmark, and AMC.
- Belong to veterans' clubs; maintain AARP and AAA memberships.
- Get most information from TV and the Sunday newspaper; light users of home computers and the Internet.
- Travel in the US via guided tours but weary of security issues.
- Frequently dine out at Wendy's, Golden Corral, and Cracker Barrel.

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.

5E LifeMode Group: GenXurban
Midlife Constants

US Households: 3,068,400
Average Household Size: 2.31

Median Age: 47.0
Median Household Income: $53,200

WHO ARE WE?

Midlife Constants residents are seniors, at or approaching retirement, with below average labor force participation and above average net worth. Although located in predominantly metropolitan areas, they live outside the central cities, in smaller communities. Their lifestyle is more country than urban. They are generous, but not spendthrifts.

OUR NEIGHBORHOOD

- Older homes (most built before 1980) found in the suburban periphery of smaller metropolitan markets.
- Primarily married couples, with a growing share of singles.
- Settled neighborhoods with slow rates of change and residents that have lived in the same house for years.
- Single-family homes, less than half still mortgaged, with a median home value of $154,100 (Index 74).
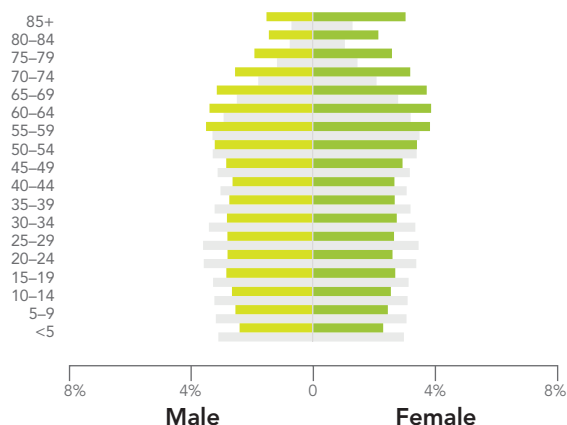
SOCIOECONOMIC TRAITS

- Education: 63% have a high school diploma or some college.
- Unemployment is lower in this market at 4.7% (Index 86), but so is the labor force participation rate (Index 91).
- Almost 42% of households are receiving Social Security (Index 141); 27% also receive retirement income (Index 149).
- Traditional, not trendy; opt for convenience and comfort, not cutting-edge. Technology has its uses, but the bells and whistles are a bother.
- Attentive to price, but not at the expense of quality, they prefer to buy American and natural products.
- Radio and newspapers are the media of choice (after television).

5E LifeMode Group: GenXurban
Midlife Constants
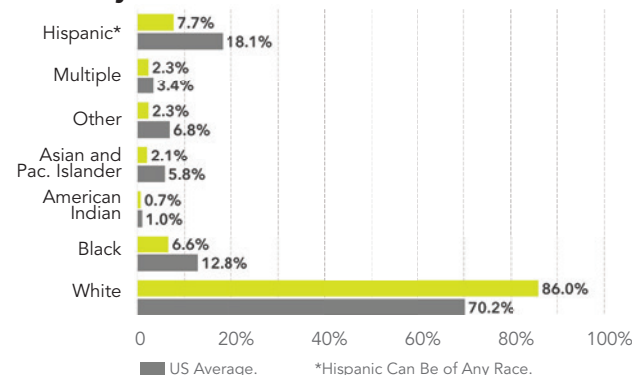
AGE BY SEX (Esri data)

Median Age: 47.0 US: 38.2

■ Indicates US

Age	Male	Female
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		
5–9		
<5		

8% 4% 0 4% 8%

Male   **Female**

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: 36.2 US: 64.0

Hispanic*	7.7%	18.1%
Multiple	2.3%	3.4%
Other	2.3%	6.8%
Asian and Pac. Islander	2.1%	5.8%
American Indian	0.7%	1.0%
Black	6.6%	12.8%
White	86.0%	70.2%

0   20%   40%   60%   80%   100%

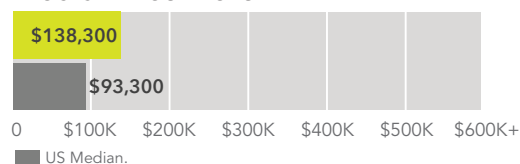■ US Average.   *Hispanic Can Be of Any Race.

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

$53,200
$56,100

0   $100K $200K $300K $400K $500K $600K+

Median Net Worth

$138,300
$93,300

0   $100K $200K $300K $400K $500K $600K+
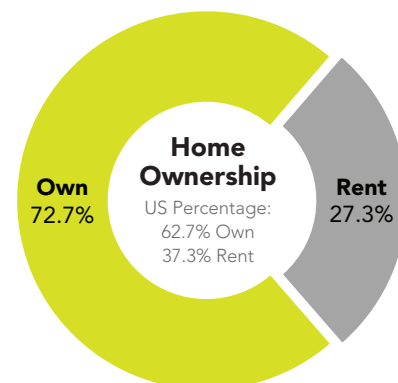
■ US Median.

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.
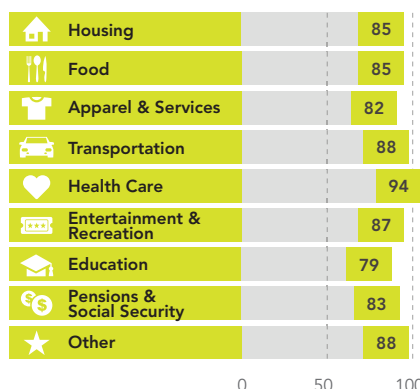
Typical Housing:
Single Family

Median Value:
$154,100

US Median: $207,300

Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 72.7%   **Rent 27.3%**

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.

Category	Index
Housing	85
Food	85
Apparel & Services	82
Transportation	88
Health Care	94
Entertainment & Recreation	87
Education	79
Pensions & Social Security	83
Other	88

0   50   100   150   200   250   300   350

The**Retail**Coach.

5E LifeMode Group: GenXurban
Midlife Constants

Market Profile

- Prefer practical vehicles like SUVs and trucks (domestic, of course).
- Sociable, church-going residents belonging to fraternal orders, veterans' clubs and charitable organizations and do volunteer work and fund-raising.
- Contribute to arts/cultural, educational, health, and social services organizations.
- DIY homebodies that spend on home improvement and gardening.
- Media preferences: country or movie channels.
- Leisure activities include movies at home, reading, fishing, and golf.

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.
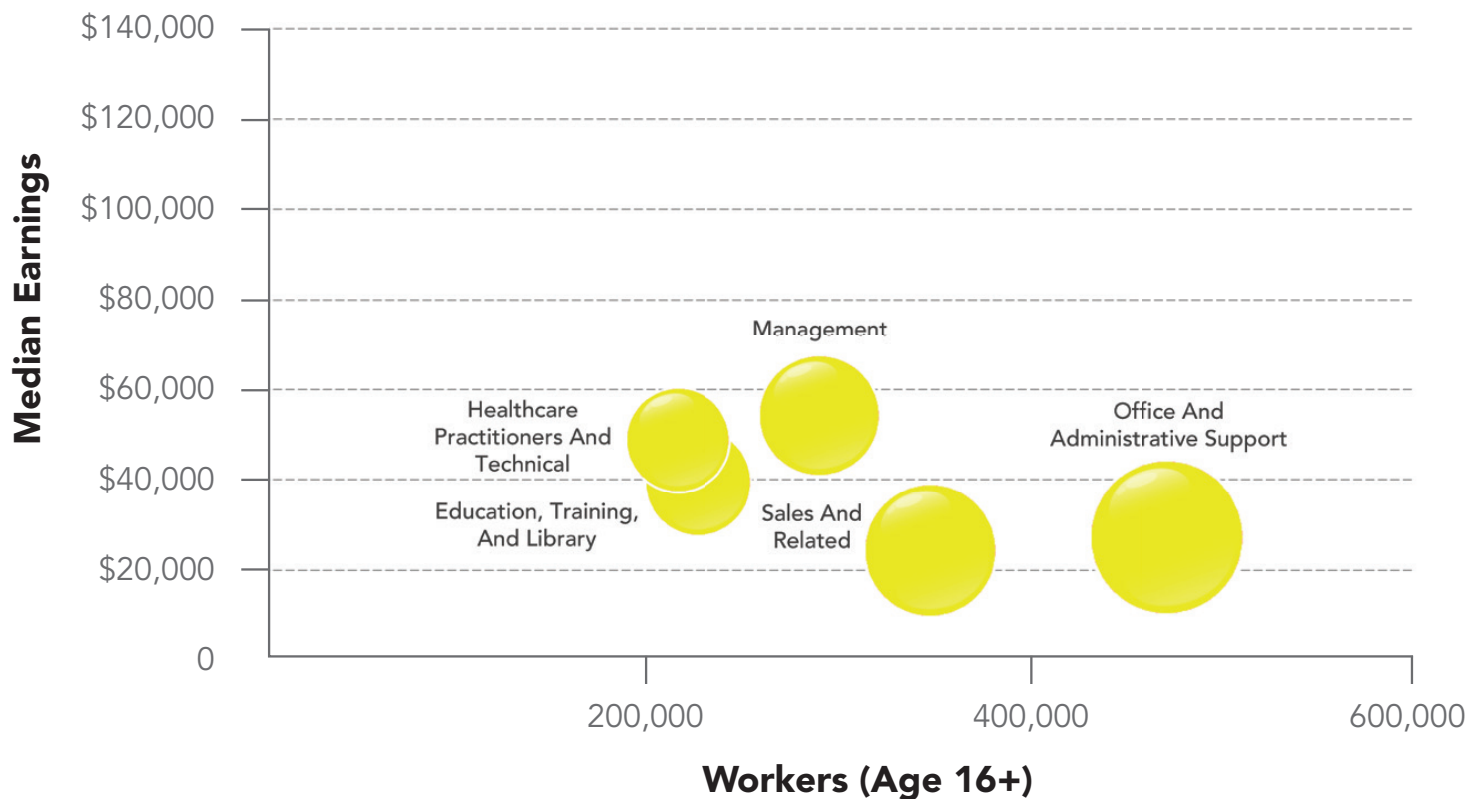
12B LifeMode Group: Hometown Traditional Living

US Households: 2,395,200
Average Household Size: 2.51

Median Age: 35.5
Median Household Income: $39,300

WHO ARE WE?

Residents in this segment live primarily in low-density, settled neighborhoods in the Midwest. The households are a mix of married-couple families and singles. Many families encompass two generations who have lived and worked in the community; their children are likely to follow suit. The manufacturing, retail trade, and health care sectors are the primary sources of employment for these residents. This is a younger market—beginning householders who are juggling the responsibilities of living on their own or a new marriage, while retaining their youthful interests in style and fun.

OUR NEIGHBORHOOD

- Married couples are the dominant household type, but fewer than expected from the younger age profile and fewer with children (Index 79); however, there are higher proportions of single-parent (Index 146) and single-person households (Index 112).
- Average household size is slightly lower at 2.51.
- Homes are primarily single family or duplexes in older neighborhoods, built before 1940 (Index 228).
- Most neighborhoods are located in lower-density urban clusters of metro areas throughout the Midwest and South.
- Average commuting time to work is very short (Index 22).
- Households have one or two vehicles.
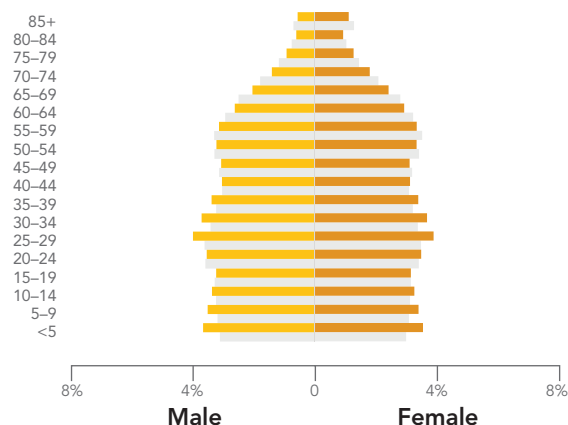
SOCIOECONOMIC TRAITS

- Over 70% have completed high school or some college.
- Unemployment is higher at 7.3% (Index 134); labor force participation is also a bit higher at 63.4%.
- Almost three quarters of households derive income from wages and salaries, augmented by Supplemental Security Income (Index 139) and public assistance (Index 152).
- Cost-conscious consumers that are comfortable with brand loyalty, unless the price is too high.
- Connected and comfortable with the Internet, they are more likely to participate in online gaming or posting pics on social media.
- TV is seen as the most trusted media.

12B LifeMode Group: Hometown Traditional Living

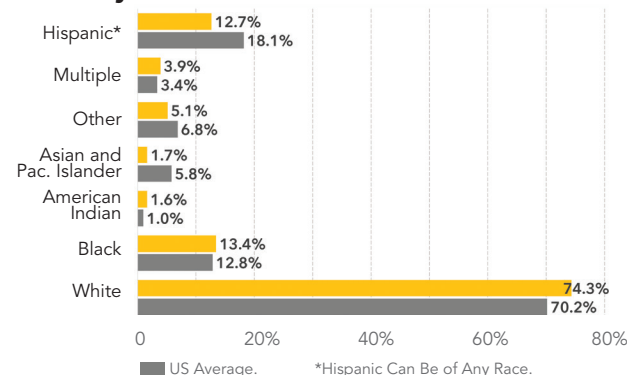## AGE BY SEX (Esri data)

Median Age: 35.5 US: 38.2

■ Indicates US

Age groups (top to bottom): 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, 5–9, <5

Scale: 8% 4% 0 4% 8%

Male **Female**

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: 55.6 US: 64.0

Group	Value	US Average
Hispanic*	12.7%	18.1%
Multiple	3.9%	3.4%
Other	5.1%	6.8%
Asian and Pac. Islander	1.7%	5.8%
American Indian	1.6%	1.0%
Black	13.4%	12.8%
White	74.3%	70.2%

Scale: 0 20% 40% 60% 80%
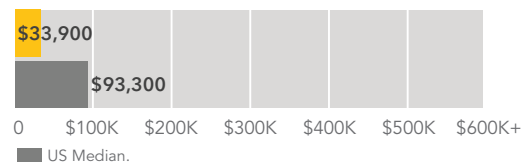
■ US Average. *Hispanic Can Be of Any Race.

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

$39,300
$56,100

0 $100K $200K $300K $400K $500K $600K+

Median Net Worth

$33,900
$93,300

0 $100K $200K $300K $400K $500K $600K+
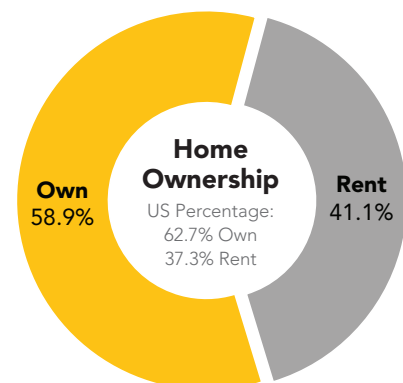
■ US Median.

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.

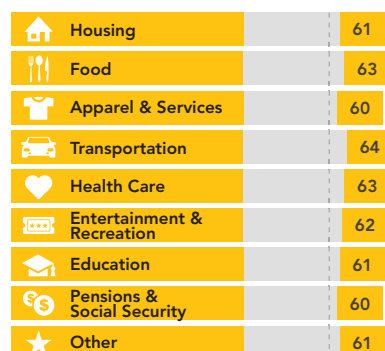
Typical Housing:
Single Family

Median Value:
$83,200

US Median: $207,300

Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 58.9% Rent 41.1%

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.

Category	Index
Housing	61
Food	63
Apparel & Services	60
Transportation	64
Health Care	63
Entertainment & Recreation	62
Education	61
Pensions & Social Security	60
Other	61

Scale: 0 50 100 150 200 250 300 350

The**Retail**Coach.

12B LifeMode Group: Hometown Traditional Living

Market Profile

• They shop for groceries at discount stores such as Walmart supercenters;
Kmart is also a favorite for apparel and sundry household and personal care products.
• Convenience stores are commonly used for fuel or picking up incidentals like lottery tickets.
• They tend to carry credit card balances, have personal loans, and pay bills in person.
• Half of households have abandoned landlines for cell phones only.
• They watch their favorite channels including ABC Family, CMT, and Game Show Network.
• They're fast food devotees.
• They enjoy outdoor activities such as fishing and taking trips to the zoo.

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.
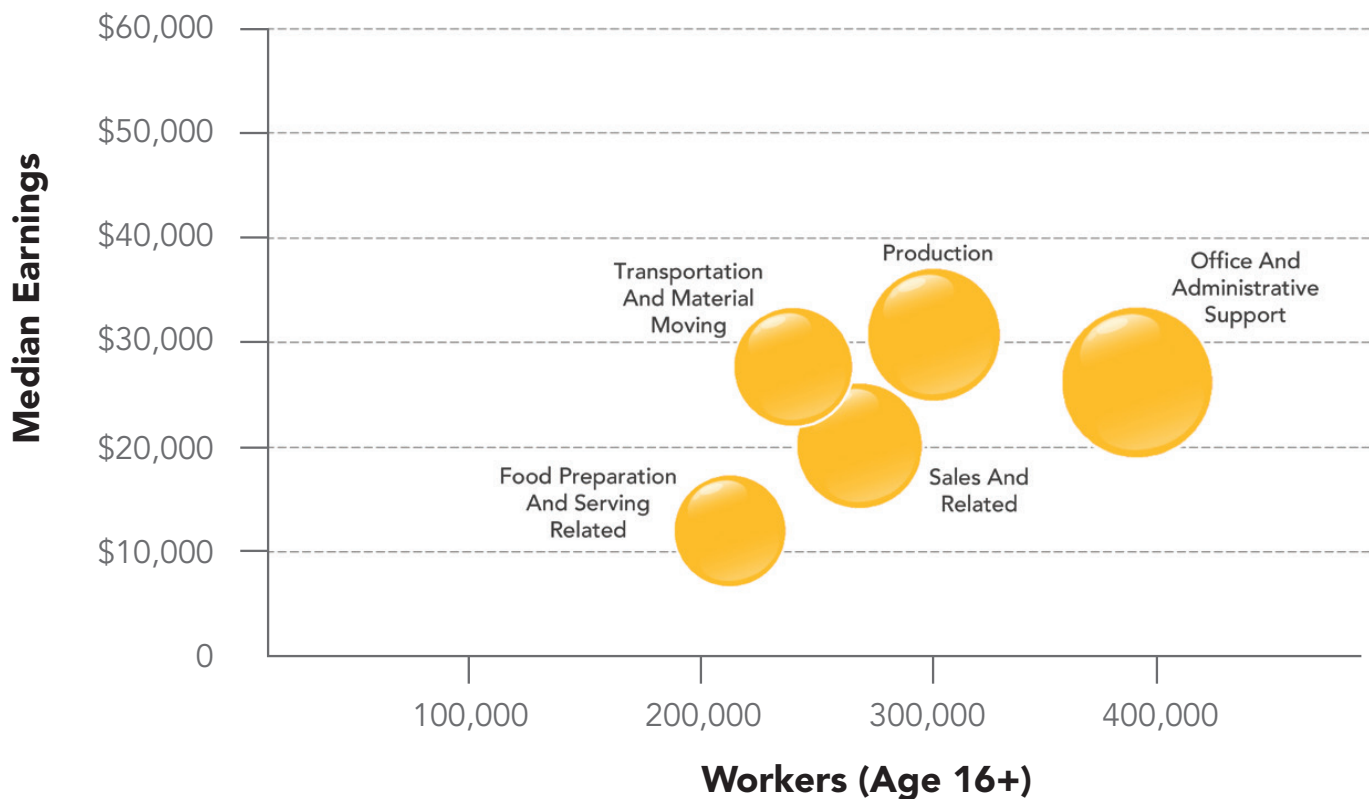
8F LifeMode Group: Middle Ground
Old and Newcomers

US Households: 2,859,200

Average Household Size: 2.12

Median Age: 39.4

Median Household Income: $44,900

WHO ARE WE?

This market features singles' lifestyles, on a budget. The focus is more on convenience than consumerism, economy over acquisition. Old and Newcomers is composed of neighborhoods in transition, populated by renters who are just beginning their careers or retiring. Some are still in college; some are taking adult education classes. They support charity causes and are environmentally conscious. Age is not always obvious from their choices.

OUR NEIGHBORHOOD

- Metropolitan city dwellers.
- Predominantly single households (Index 148), with a mix of married couples (no children); average household size lower at 2.12.
- 55% renter occupied; average rent, $880, (Index 85).
- 45% of housing units are single-family dwellings; 45% are multiunit buildings in older neighborhoods, built before 1980.
- Average vacancy rate at 11%.

SOCIOECONOMIC TRAITS

- Unemployment is lower at 5.1% (Index 93), with an average labor force participation rate of 62.6%, despite the increasing number of retired workers.
- 32% of households are currently receiving Social Security.
- 31% have a college degree (Index 99), 33% have some college education, 9% are still enrolled in college (Index 121).
- Consumers are price aware and coupon clippers, but open to impulse buys.
- They are attentive to environmental concerns.
- They are more comfortable with the latest technology than buying a car.

8F LifeMode Group: Middle Ground
Old and Newcomers
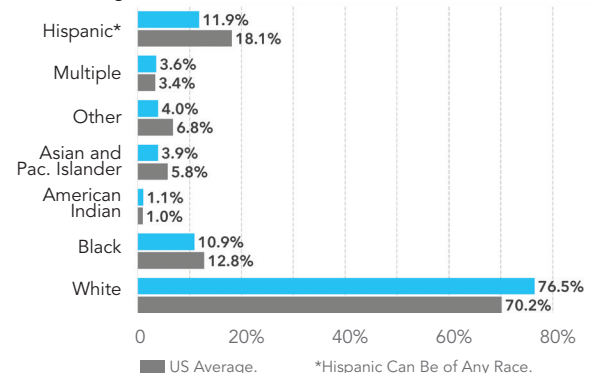
AGE BY SEX (Esri data)

Median Age: 39.4 US: 38.2

■ Indicates US
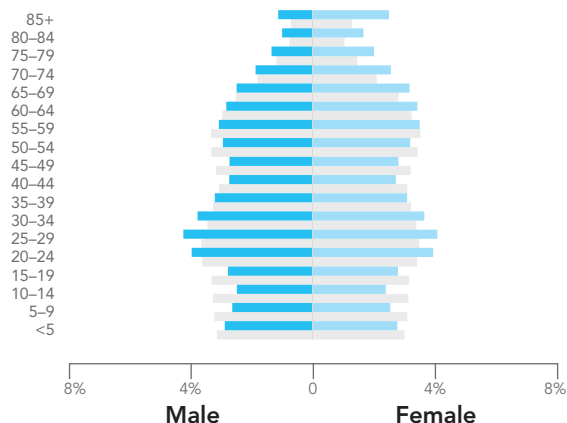
Male | Female

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: 52.7 US: 64.0

Group	Value	US Average
Hispanic*	11.9%	18.1%
Multiple	3.6%	3.4%
Other	4.0%	6.8%
Asian and Pac. Islander	3.9%	5.8%
American Indian	1.1%	1.0%
Black	10.9%	12.8%
White	76.5%	70.2%

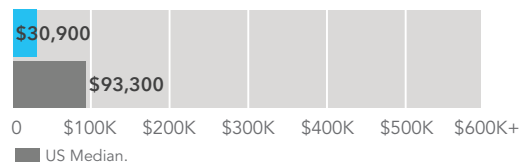■ US Average.   *Hispanic Can Be of Any Race.

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

$44,900
$56,100

0 $100K $200K $300K $400K $500K $600K+

Median Net Worth

$30,900
$93,300

0 $100K $200K $300K $400K $500K $600K+

■ US Median.

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.
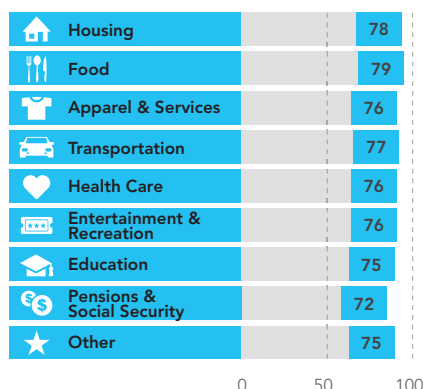
Typical Housing:
Single Family;
Multi-Units

Average Rent:
$880
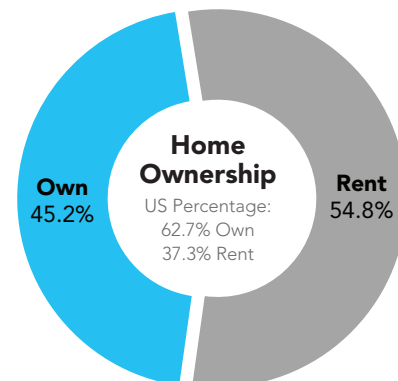
Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 45.2%   Rent 54.8%

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.

Category	Index
Housing	78
Food	79
Apparel & Services	76
Transportation	77
Health Care	76
Entertainment & Recreation	76
Education	75
Pensions & Social Security	72
Other	75

0 50 100 150 200 250 300 350

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8F LifeMode Group: Middle Ground
Old and Newcomers

Market Profile

- Residents have a strong sense of community. They volunteer for charities, help fund raise, and recycle.
- They prefer cell phones to landlines.
- Entertainment features the Internet (employment searches, rating products, updating social media profiles), watching movies at home, listening to country music, and reading the paper.
- Vehicles are basically just a means of transportation.
- Food features convenience, frozen and fast food.
- They do banking as likely in person as online.

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.
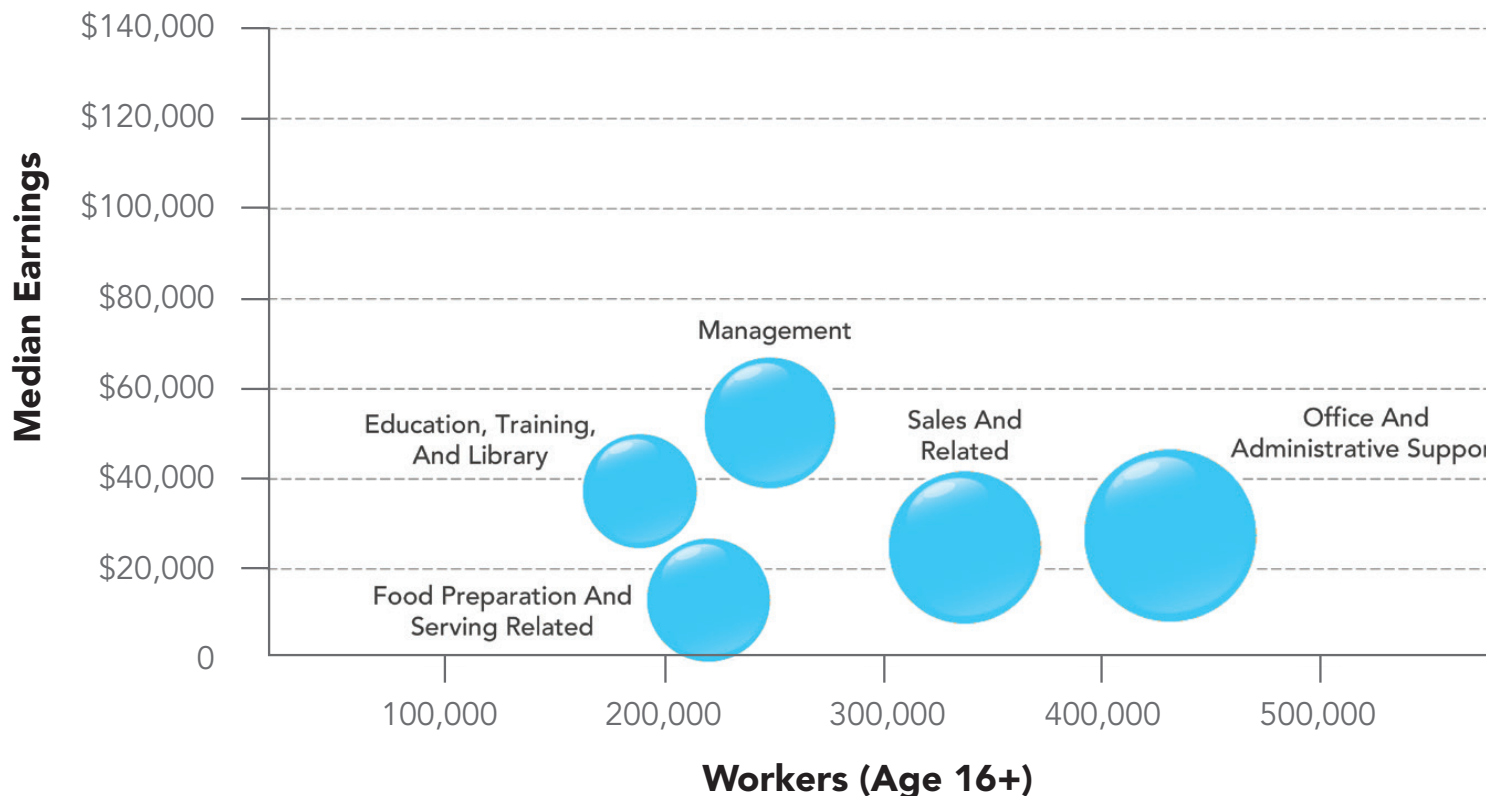
8G LifeMode Group: Middle Ground
Hometown Heritage

US Households: 1,507,700
Average Household Size: 2.66

Median Age: 32.4
Median Household Income: $28,200

WHO ARE WE?

Hometown Heritage neighborhoods are in urbanized areas within central cities, with older housing, located chiefly in the Midwest and South. This slightly smaller market is primarily a family market, married couples (with and without children) and single parents. Younger, highly diverse (with higher proportions of black, multiracial, and Hispanic populations), and less educated, they work mainly in service, manufacturing, and retail trade industries. Unemployment is high (almost twice the US rate), and median household income is half the US median. Almost 1 in 3 households have income below the poverty level. 60% of householders are renters, living primarily in single-family homes, with a higher proportion of dwellings in 2–4 unit buildings. This market is struggling to get by.

OUR NEIGHBORHOOD

- Renters: About three-fifths of households.
- Primarily family households, married couples with or without children, single parents (Index 203), and multigenerational households (Index 137).
- Primarily single-family homes (61%), with a higher proportion of dwellings in 2–4 unit buildings (Index 225).
- Older housing, built before 1960 (59%), with a higher proportion built in the 1940s (Index 215) or earlier (Index 257).
- Almost four-fifths of owned homes valued under $100,000 (more than 3.5 times the US).
- Higher percentage of vacant housing units at 18% (Index 155).
- Most households with 1 or 2 vehicles (71%), but 19% have no vehicle (Index 204).

SOCIOECONOMIC TRAITS

- Education completed: 38% with a high school diploma only (Index 137); 28% with some college or an associate's degree (Index 97).
- Unemployment rate is higher at 11.2%, almost twice the US rate.
- Labor force participation rate is lower at 57.1%.
- Wages and salaries are the primary source of income for 70% of households, with contributions from Supplemental Security Income for 12% (Index 232) and public assistance for 7% (Index 254).
- These cost-conscious consumers purchase sale items in bulk and buy generic over name brands.
- They tend to save money for a specific purpose.

8G LifeMode Group: Middle Ground
Hometown Heritage

AGE BY SEX (Esri data)
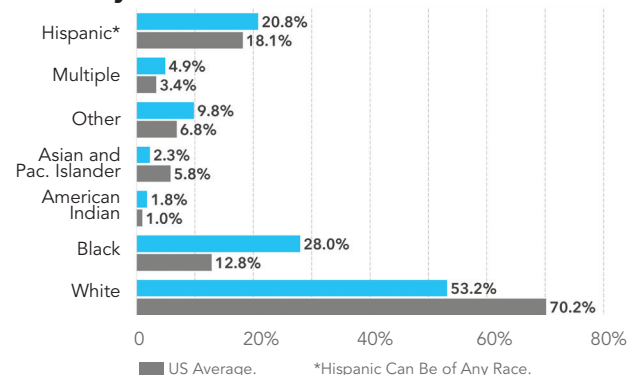
Median Age: 32.4 US: 38.2

▢ Indicates US
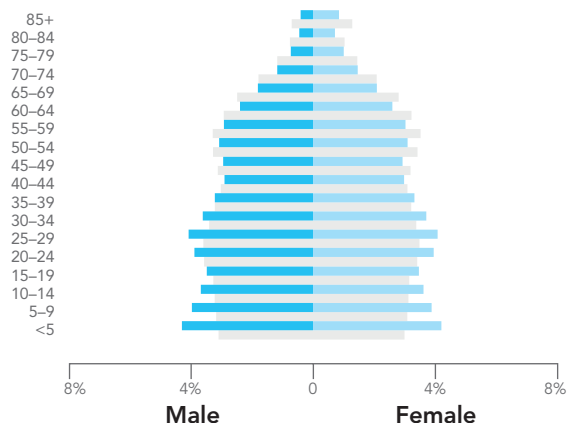
Age groups (top to bottom): 85+, 80–84, 75–79, 70–74, 65–69, 60–64, 55–59, 50–54, 45–49, 40–44, 35–39, 30–34, 25–29, 20–24, 15–19, 10–14, 5–9, <5

Scale: 8% — 4% — 0 — 4% — 8%

Male   **Female**

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: 75.7 US: 64.0

Category	This Market	US Average
Hispanic*	20.8%	18.1%
Multiple	4.9%	3.4%
Other	9.8%	6.8%
Asian and Pac. Islander	2.3%	5.8%
American Indian	1.8%	1.0%
Black	28.0%	12.8%
White	53.2%	70.2%

Scale: 0 — 20% — 40% — 60% — 80%

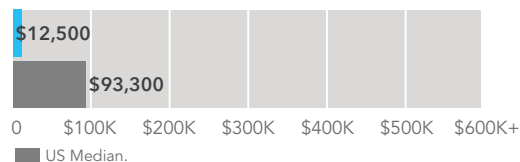▢ US Average.   *Hispanic Can Be of Any Race.

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

$28,200
$56,100

Scale: 0 $100K $200K $300K $400K $500K $600K+

Median Net Worth

$12,500
$93,300

Scale: 0 $100K $200K $300K $400K $500K $600K+
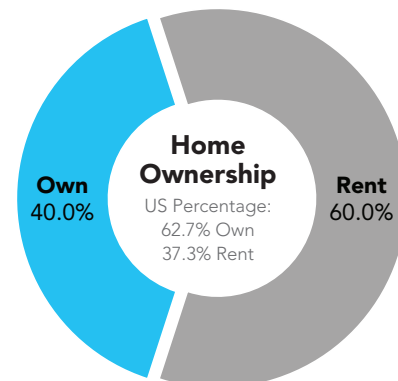
▢ US Median.

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.
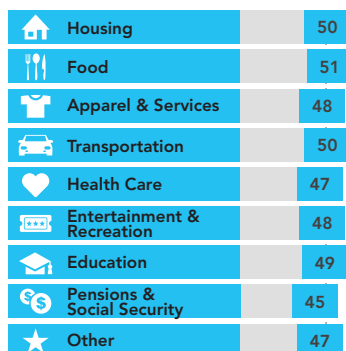
Typical Housing:
Single Family

Average Rent:
$710
US Average: $1,038

Home Ownership
US Percentage: 62.7% Own 37.3% Rent

Own 40.0%   **Rent 60.0%**

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.

Category	Index
Housing	50
Food	51
Apparel & Services	48
Transportation	50
Health Care	47
Entertainment & Recreation	48
Education	49
Pensions & Social Security	45
Other	47

Scale: 0 50 100 150 200 250 300 350

Median Earnings

TheRetailCoach.

8G LifeMode Group: Middle Ground
Hometown Heritage

Market Profile

• Little extra money to invest in retirement savings plans, stocks, or bonds.
• For those with young children at home, watching Disney Channel, Cartoon Network, and Nickelodeon on TV is popular; diapers, baby food, and children's clothing are priority expenditures.
• Favor shopping at their local discount store, search for bargains on the Internet, or purchasing from in-home sales representatives.
• Read parenting and health magazines.
• Watch programs on BET, VH1, and Game Show Network.
• Prefer to listen to gospel, R&B, rap, and hip-hop music.
• Like to listen to sports on the radio and watch on TV. Favorite sports include NASCAR racing, professional wrestling, and basketball.

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+)
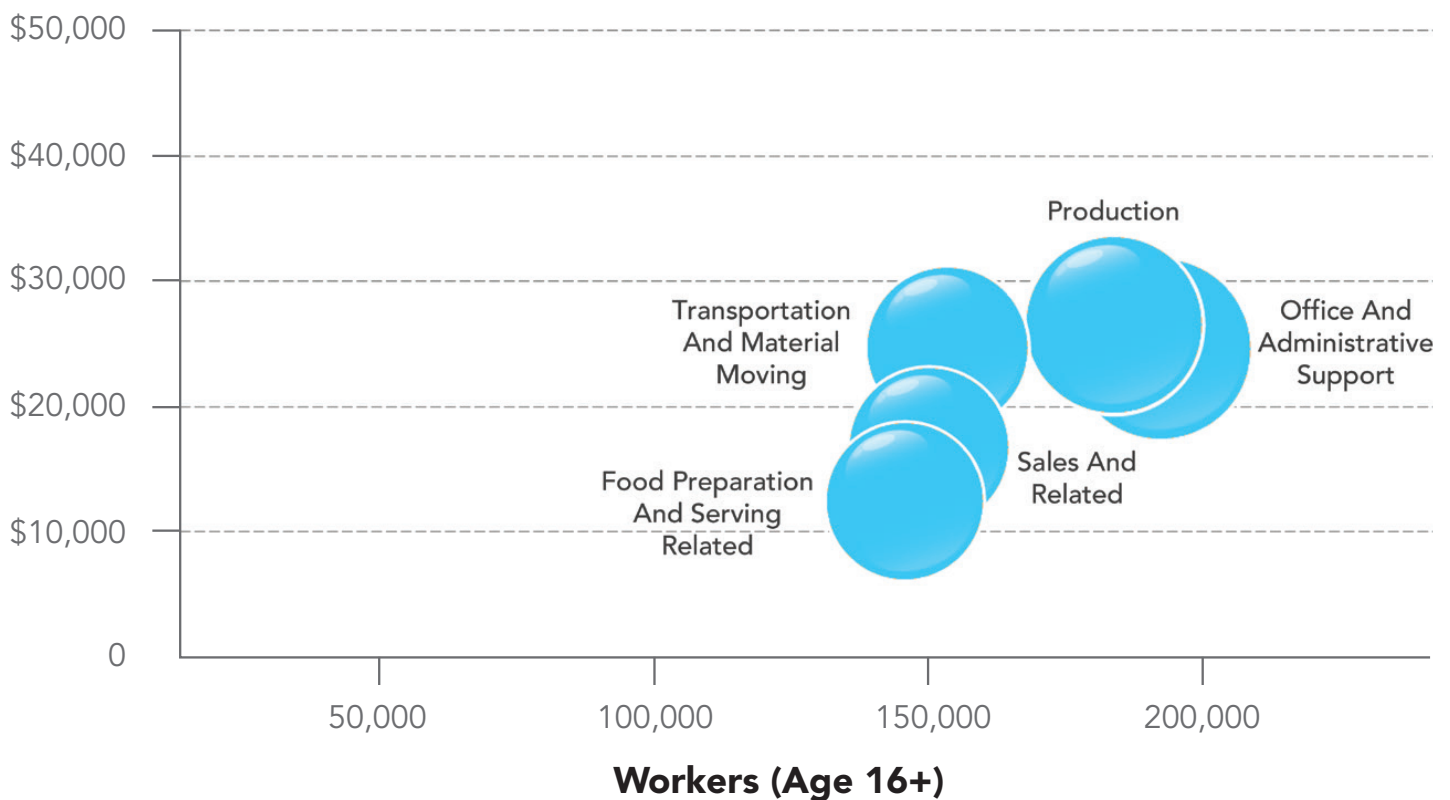
5D LifeMode Group: GenXurban
Rustbelt Traditions

US Households: 2,716,800
Average Household Size: 2.47

Median Age: 39.1
Median Household Income: $51,800

WHO ARE WE?

The backbone of older industrial cities in states surrounding the Great Lakes, Rustbelt Traditions residents are a mix of married-couple families and singles living in older developments of single-family homes. While varied, the work force is primarily white collar, with a higher concentration of skilled workers in manufacturing, retail trade, and health care. Rustbelt Traditions represents a large market of stable, hard-working consumers with modest incomes but an average net worth of nearly $400,000. Family oriented, they value time spent at home. Most have lived, worked, and played in the same area for years.

OUR NEIGHBORHOOD

- Almost half (46%) of the households are married-couple families, similar to the US (48%), most without children (also similar to the US); the slightly higher proportion of singles (Index 105) reflects the aging of the population.
- Average household size is slightly lower at 2.47.
- They are movers, slightly more mobile than the US population (Index 109), but over 70 percent of house holders moved into their current homes before 2010.
- Most residents live in modest, single-family homes in older neighborhoods built in the 1950s (Index 224).
- Nearly three quarters own their homes; nearly half of households have mortgages.
- A large and growing market, Rustbelt Traditions residents are located in the dense urban fringe of metropolitan areas throughout the Midwest and South.
- Most households have 1 to 2 vehicles available.

SOCIOECONOMIC TRAITS

- Most have graduated from high school or spent some time at a college or university.
- Unemployment below the US at 5.2%; labor force participation slightly higher than the US at 67%.
- While most income derived from wages and salaries, nearly 31% of households collecting Social Security and nearly 20% drawing income from retirement accounts.
- Family-oriented consumers who value time spent at home.
- Most lived, worked, and played in the same area for years.
- Budget aware shoppers that favor American-made products.
- Read newspapers, especially the Sunday editions.

5D LifeMode Group: GenXurban
Rustbelt Traditions

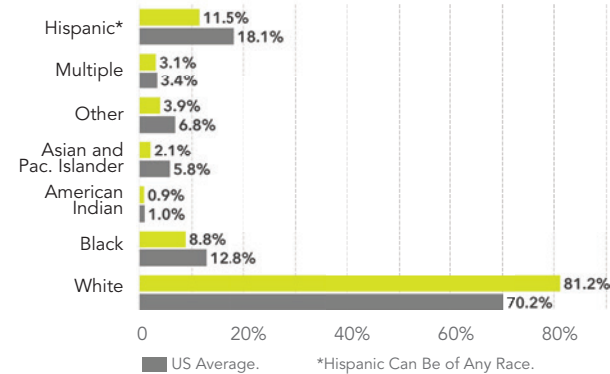## AGE BY SEX (Esri data)

Median Age: 39.0 US: 38.2

Indicates US
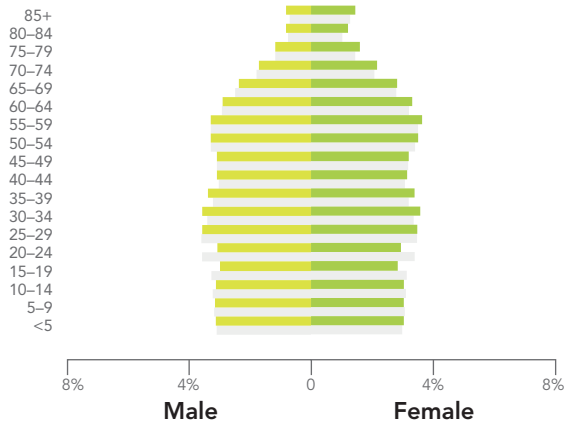
Male   Female

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).
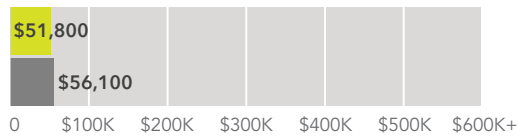
Diversity Index: 46.8 US: 64.0

Race/Ethnicity	Value	US Average
Hispanic*	11.5%	18.1%
Multiple	3.1%	3.4%
Other	3.9%	6.8%
Asian and Pac. Islander	2.1%	5.8%
American Indian	0.9%	1.0%
Black	8.8%	12.8%
White	81.2%	70.2%

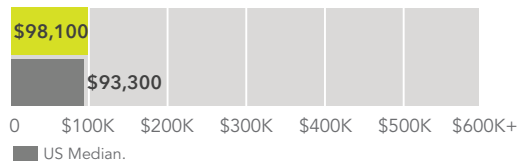US Average.   *Hispanic Can Be of Any Race.

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

$51,800
$56,100

0 $100K $200K $300K $400K $500K $600K+

Median Net Worth

$98,100
$93,300

0 $100K $200K $300K $400K $500K $600K+

US Median.

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:
$123,400

US Median: $207,300
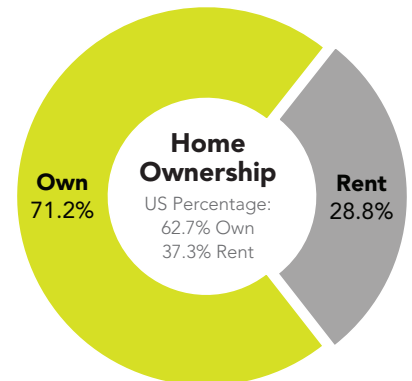
Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 71.2%   **Rent 28.8%**

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.

Category	Index
Housing	77
Food	78
Apparel & Services	76
Transportation	78
Health Care	80
Entertainment & Recreation	78
Education	76
Pensions & Social Security	77
Other	79

0 50 100 150 200 250 300 350

The Retail Coach
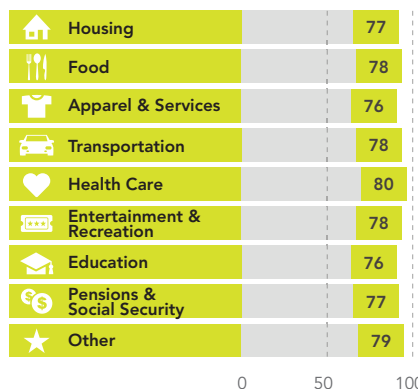
5D LifeMode Group: GenXurban
Rustbelt Traditions

Market Profile

- Residents take advantage of convenience stores for fueling up and picking up incidentals.
- Watching television is a common pastime; many households have more than four TVs.
- Favorite programming ranges from ABC Family Channel, A&E, and TNT to children's shows on Nickelodeon and the Disney Channel.
- Residents are connected; entertainment activities like online gaming dominate their Internet usage.
- Favorite family restaurants include Applebee's, Arby's, and Texas Roadhouse.
- Radio dials are typically tuned to classic rock stations.

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.
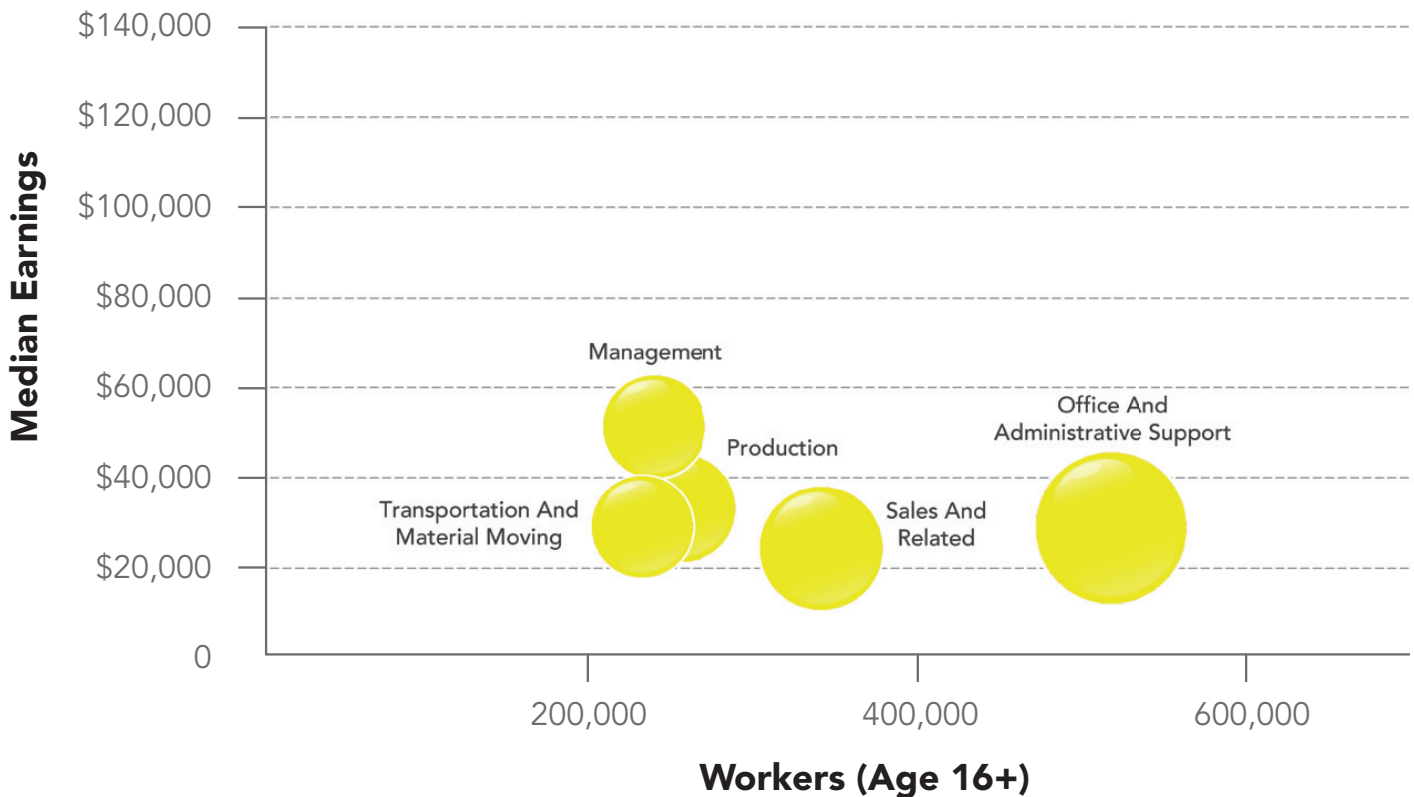
10C LifeMode Group: Rustic Outposts
Diners & Miners

US 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 work in mining, oil and gas extraction, or quarrying industries. Diners and Miners 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 to religious beliefs.
- Most residents did not go to college.
- They are slow to adopt technology; "if it's not broke, 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.
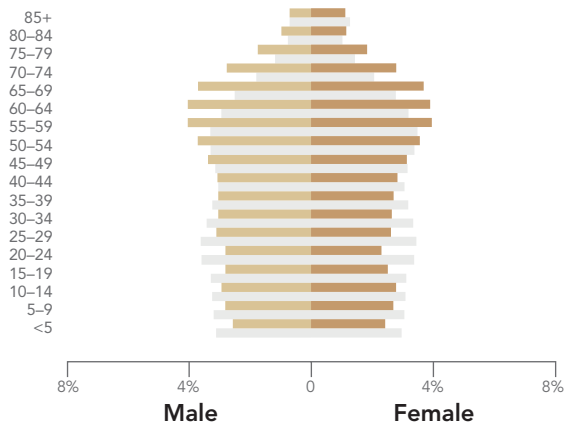- Budgeted vacations are taken within the US, not abroad.

10C LifeMode Group: Rustic Outposts
Diners & Miners

AGE BY SEX (Esri data)
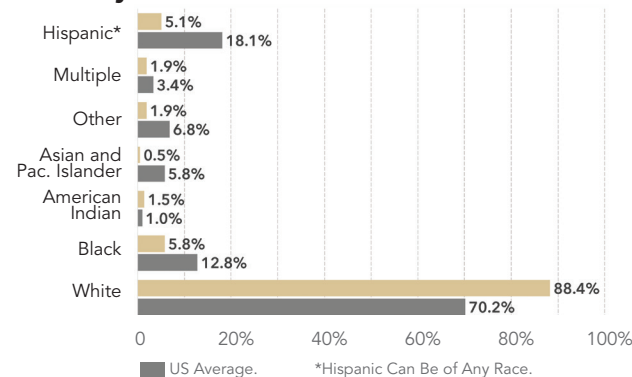
Median Age: 45.2 US: 38.2

■ Indicates US

Age groups:
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
5–9
<5

8% 4% 0 4% 8%
Male   **Female**

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: 29.2 US: 64.0

Group	Value	US Average
Hispanic*	5.1%	18.1%
Multiple	1.9%	3.4%
Other	1.9%	6.8%
Asian and Pac. Islander	0.5%	5.8%
American Indian	1.5%	1.0%
Black	5.8%	12.8%
White	88.4%	70.2%

0   20%   40%   60%   80%   100%

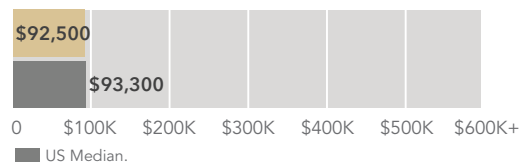■ US Average.   *Hispanic Can Be of Any Race.

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

$42,300
$56,100

0 $100K $200K $300K $400K $500K $600K+

Median Net Worth

$92,500
$93,300

0 $100K $200K $300K $400K $500K $600K+
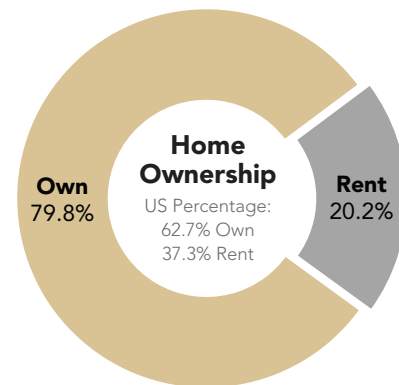
■ US Median.

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;
Mobile Homes

Median Value:
$112,800

Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 79.8%   Rent 20.2%

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.

Category	Index
Housing	66
Food	76
Apparel & Services	64
Transportation	83
Health Care	88
Entertainment & Recreation	77
Education	42
Pensions & Social Security	65
Other	72

0 50 100 150 200 250 300 350

The Retail Coach®

10C LifeMode Group: Rustic Outposts
Diners & Miners

Market Profile

- 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-ins, 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.

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.
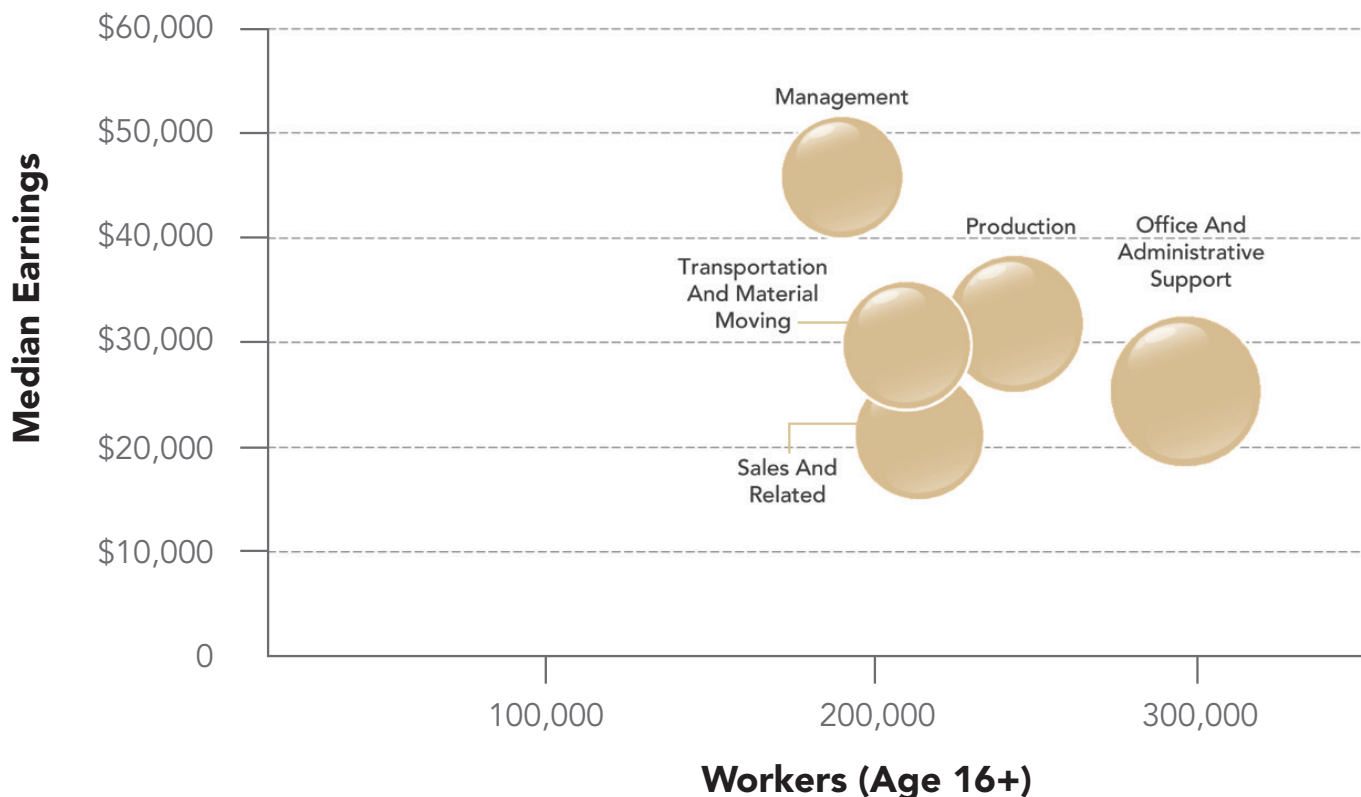
7E LifeMode Group: Ethnic Enclaves
Valley Growers

US Households: 299,600
Average Household Size: 3.98

Median Age: 27.4
Median Household Income: $35,300

WHO ARE WE?

Valley Growers is a small, but distinctive market, located almost entirely in the West (primarily in California and Washington). These neighborhoods are home to young, Hispanic families with children and, frequently, multiple generations living in single-family homes. Most residents are Hispanic (mostly of Mexican origin). A third is foreign born; 32% of households are linguistically isolated. This market is all about spending time with family, taking care of family and home, and following the Hispanic heritage. More homes are rented than owned, located in semirural areas where agriculture dominates. Unemployment is high, and household income is much lower than the US, supplemented by self-employment, home-grown products, and some public assistance. Consumers favor Spanish language media and watching sports on television.

OUR NEIGHBORHOOD

- Young families dominate this market, with a median age less than 28 and an average household size of 3.98 (Index 154). Average family size is also higher, at 4.26 (Index 134), with a number of multigenerational households (Index 266).
- Dominant household types: 38% are married-couple families with children (Index 173) and 21% are single-parent families (Index 181).
- Most households (about 57%) rent their homes.
- Homes are primarily single family homes (60%), with a large share of mobile homes (more than twice the US) and multiunit (2–4 units) dwellings (Index 146).
- Nearly three-fifths of homes were built before 1980.

SOCIOECONOMIC TRAITS

- Only 24% have a high school diploma; almost half of the high school graduates have completed some college or a degree.
- 30% of households have members who speak only Spanish (Index 595).
- Primarily skilled work force, in agriculture; unemployment is high at 9% (Index 157).
- Median household income is lower, primarily from wages with assistance from Supplemental Security Income (Index 157) and public assistance income (Index 327).
- They are cost-conscious consumers, willing to shop around to obtain the best price, as their number one goal when shopping is to save as much money as possible.
- Spending time with family is a top priority.
- They use TV more than any other media to stay informed.

7E LifeMode Group: Ethnic Enclaves
Valley Growers

AGE BY SEX (Esri data)

Median Age: 27.4 US: 38.2

■ Indicates US
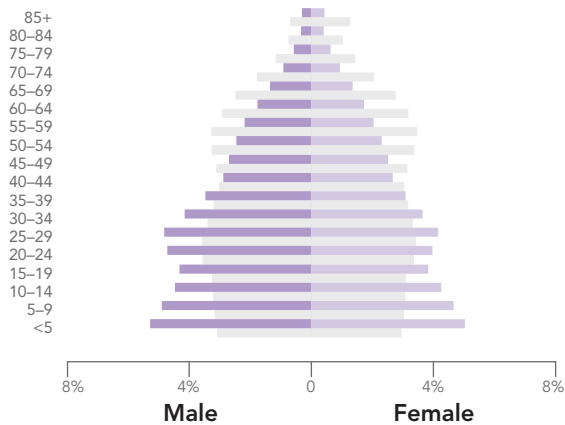
Male Female

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: 84.6 US: 64.0
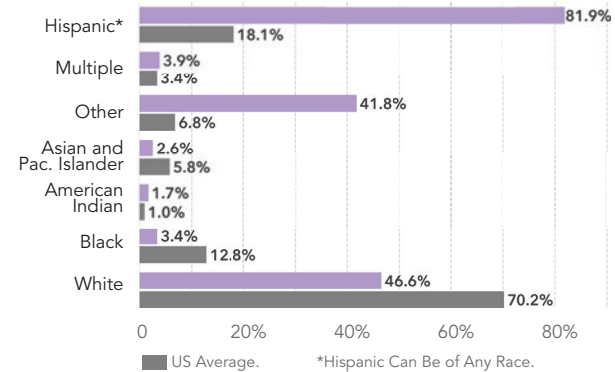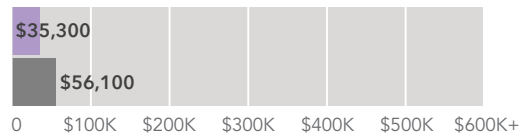
Race/Ethnicity	Value	US Average
Hispanic*	81.9%	18.1%
Multiple	3.9%	3.4%
Other	41.8%	6.8%
Asian and Pac. Islander	2.6%	5.8%
American Indian	1.7%	1.0%
Black	3.4%	12.8%
White	46.6%	70.2%

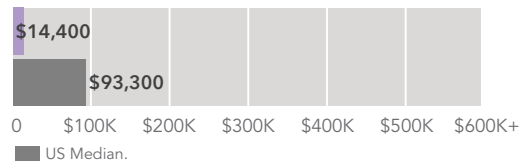■ US Average.   *Hispanic Can Be of Any Race.

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

$35,300
$56,100

0 $100K $200K $300K $400K $500K $600K+

Median Net Worth

$14,400
$93,300

0 $100K $200K $300K $400K $500K $600K+

■ US Median.

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

Average Rent:
$825

US Average: $1,038
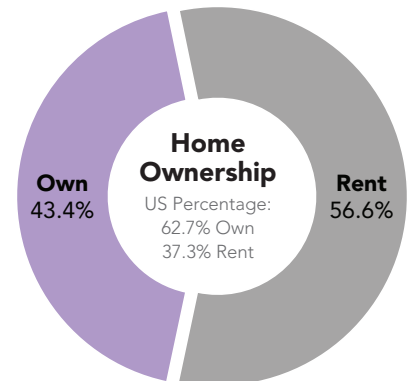
Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 43.4%   Rent 56.6%

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.

Category	Index
Housing	64
Food	64
Apparel & Services	67
Transportation	61
Health Care	55
Entertainment & Recreation	59
Education	53
Pensions & Social Security	59
Other	58

0 50 100 150 200 250 300 350

The Retail Coach
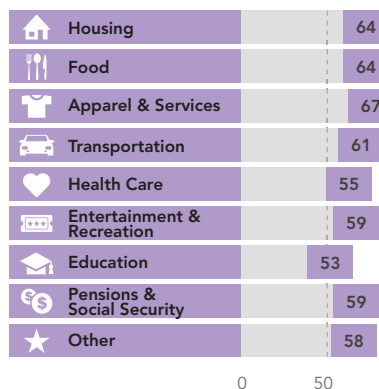
7E LifeMode Group: Ethnic Enclaves
Valley Growers

Market Profile

- Commonly own a truck or subcompact car, serviced by an HH member.
- Many pay bills in person and prepare their taxes manually.
- Work on home improvement projects, such as painting the house.
- Key expenditures include groceries and children's products.
- Favor shopping at Costco, Home Depot, Old Navy, Sears, Walmart, Dollar Tree, and Target.
- Minimal online usage, but visit Spanish language websites.
- Enjoy listening to the radio, going to movie theaters, or watching at home, dancing, and playing pool, the lottery, video games, and football.
- Prefer to watch programs on Spanish TV networks and Discovery Channel, and read parenting and automotive magazines.
- Listen to a variety of music, especially Spanish/Latin music.

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.
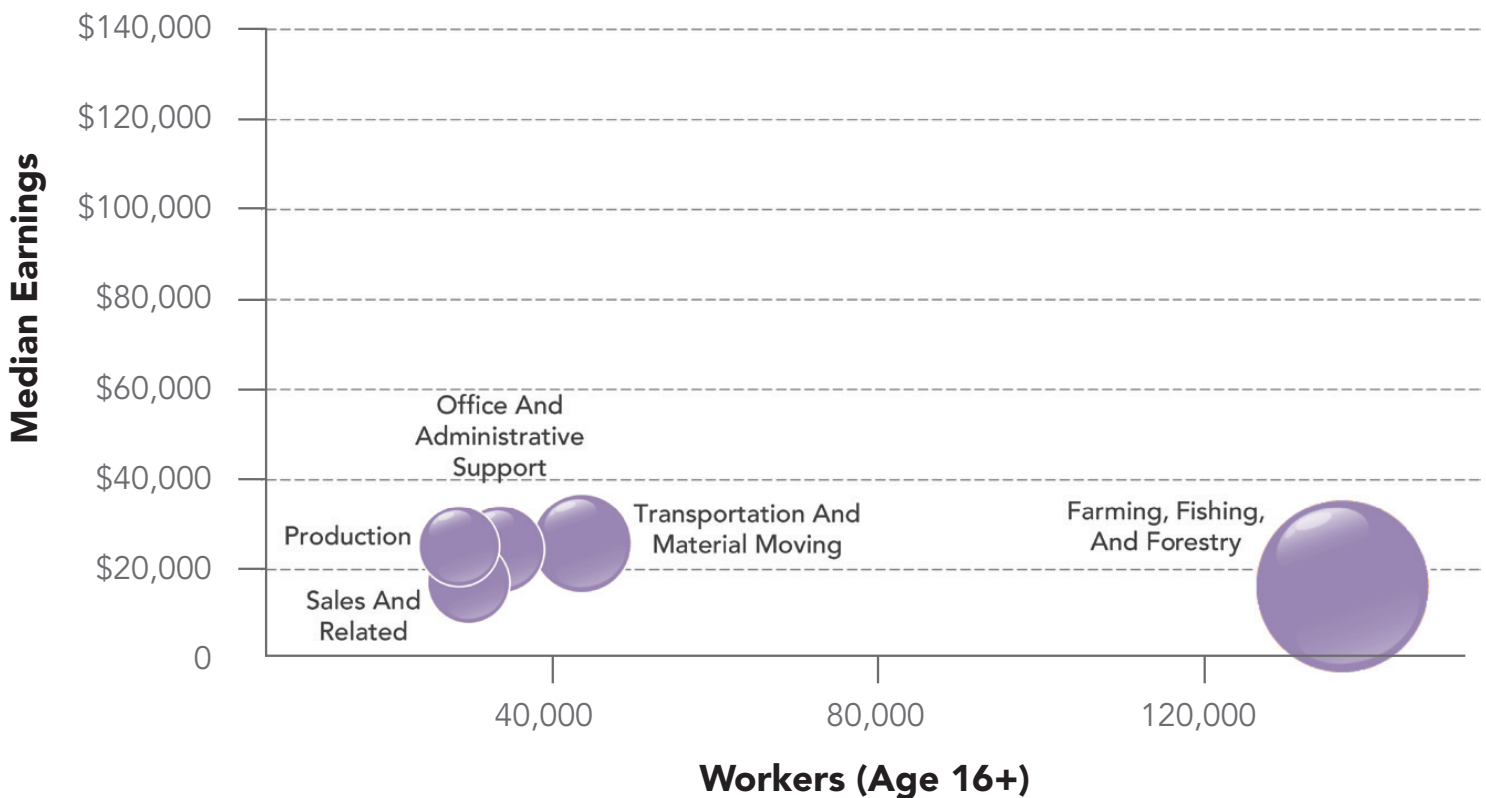
6D LifeMode Group: Cozy Country Living
Prairie Living

US Households: 1,323,200

Average Household Size: 2.51

Median Age: 44.4

Median Household Income: $54,300

WHO ARE WE?

Prairie Living is Tapestry Segmentation's most rural market, comprising about 1.2 percent of households, located mainly in the Midwest, with a predominance of self-employed farmers. These agricultural communities are not diverse, dominated by married-couple families that own single-family dwellings and many vehicles. Median household income is similar to the US, and labor force participation is slightly higher. Faith is important to this hardworking market. When they find time to relax, they favor outdoor activities.

OUR NEIGHBORHOOD

- About four-fifths of households are owner occupied.
- Dominant household type is married-couples with no children.
- Most are single-family homes (87%) built before 1980; a higher proportion were built before 1940 (Index 218).
- Higher percentage of vacant housing units is at 16.5% (Index 146).
- Most households own 2 or 3 vehicles; this is the highest ranked market for owning 4 or more vehicles.

SOCIOECONOMIC TRAITS

- More than half have completed some college education or hold a degree.
- At 2.9%, the unemployment rate is almost less than half the US rate.
- Labor force participation rate slightly higher at 65%.
- Wage and salary income for 72% of households plus self-employment income for 23% (Index 217).
- Faith and religion are important to these residents.
- Tend to buy things when they need them, rather than when they want them or to be trendy.
- Somewhat resistant to new technology.
- Creatures of habit when purchasing food items.

6D LifeMode Group: Cozy Country Living
Prairie Living

AGE BY SEX (Esri data)

Median Age: 44.4 US: 38.2

■ Indicates US
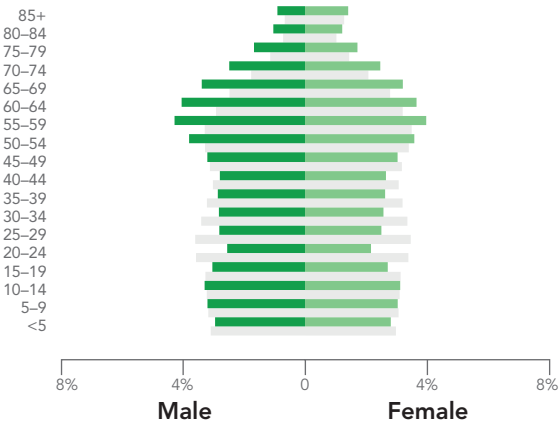
Age groups (top to bottom): 85+, 80–84, 75–79, 70–74, 65–69, 60–64, 55–59, 50–54, 45–49, 40–44, 35–39, 30–34, 25–29, 20–24, 15–19, 10–14, 5–9, <5

8% 4% 0 4% 8%

Male   **Female**

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: 24.6 US: 64.0

Group	Value	US Average
Hispanic*	6.6%	18.1%
Multiple	1.7%	3.4%
Other	2.6%	6.8%
Asian and Pac. Islander	0.6%	5.8%
American Indian	1.3%	1.0%
Black	1.1%	12.8%
White	92.8%	70.2%

0 20% 40% 60% 80% 100%

■ US Average.   *Hispanic Can Be of Any Race.

INCOME AND NET WORTH

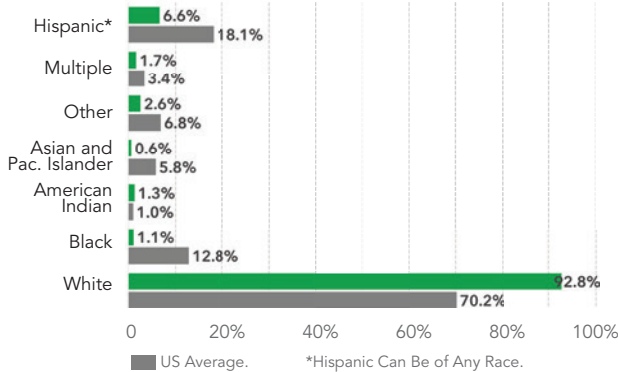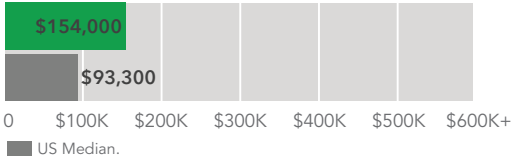Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

$54,300
$56,100

0 $100K $200K $300K $400K $500K $600K+

Median Net Worth

$154,000
$93,300

0 $100K $200K $300K $400K $500K $600K+

■ US Median.

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:
$139,800

US Median: $207,300
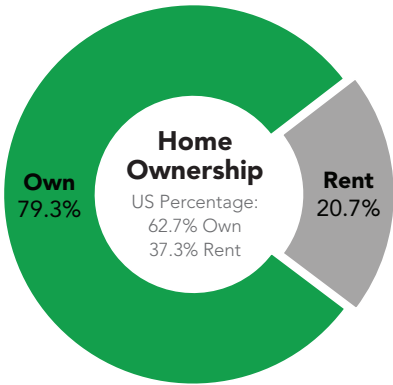
Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 79.3%   Rent 20.7%

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.

Category	Index
Housing	82
Food	97
Apparel & Services	77
Transportation	104
Health Care	114
Entertainment & Recreation	99
Education	53
Pensions & Social Security	85
Other	93

0 50 100 150 200 250 300 350

The Retail Coach®
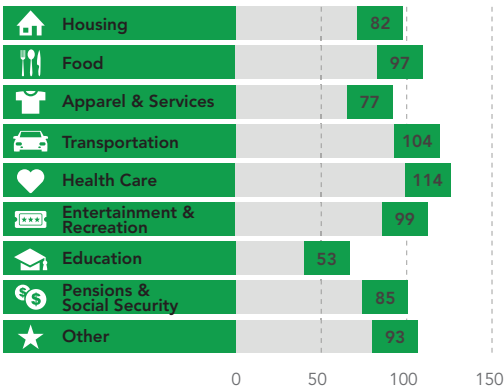
6D LifeMode Group: Cozy Country Living
Prairie Living

Market Profile
- Many own a truck, riding lawn mower, and ATV/UTV and have a satellite dish.
- They purchased plants and seeds in the past year for their vegetable garden, where their tiller comes in handy.
- They favor banking in person, have noninterest checking accounts, invest in CDs (more than 6 months), and have term/whole life insurance.
- They are pet owners.
- Leisure activities include fishing, hunting, boating, camping, and attending country music concerts.
- Residents prefer to listen to faith and inspirational, as well as country music on the radio.
- They read the local newspaper as well as home service, and fishing/hunting magazines.
- They contribute to religious organizations and belong to religious clubs.
- Walmart is a favorite shopping stop; Subway is a favorite eating spot.

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.
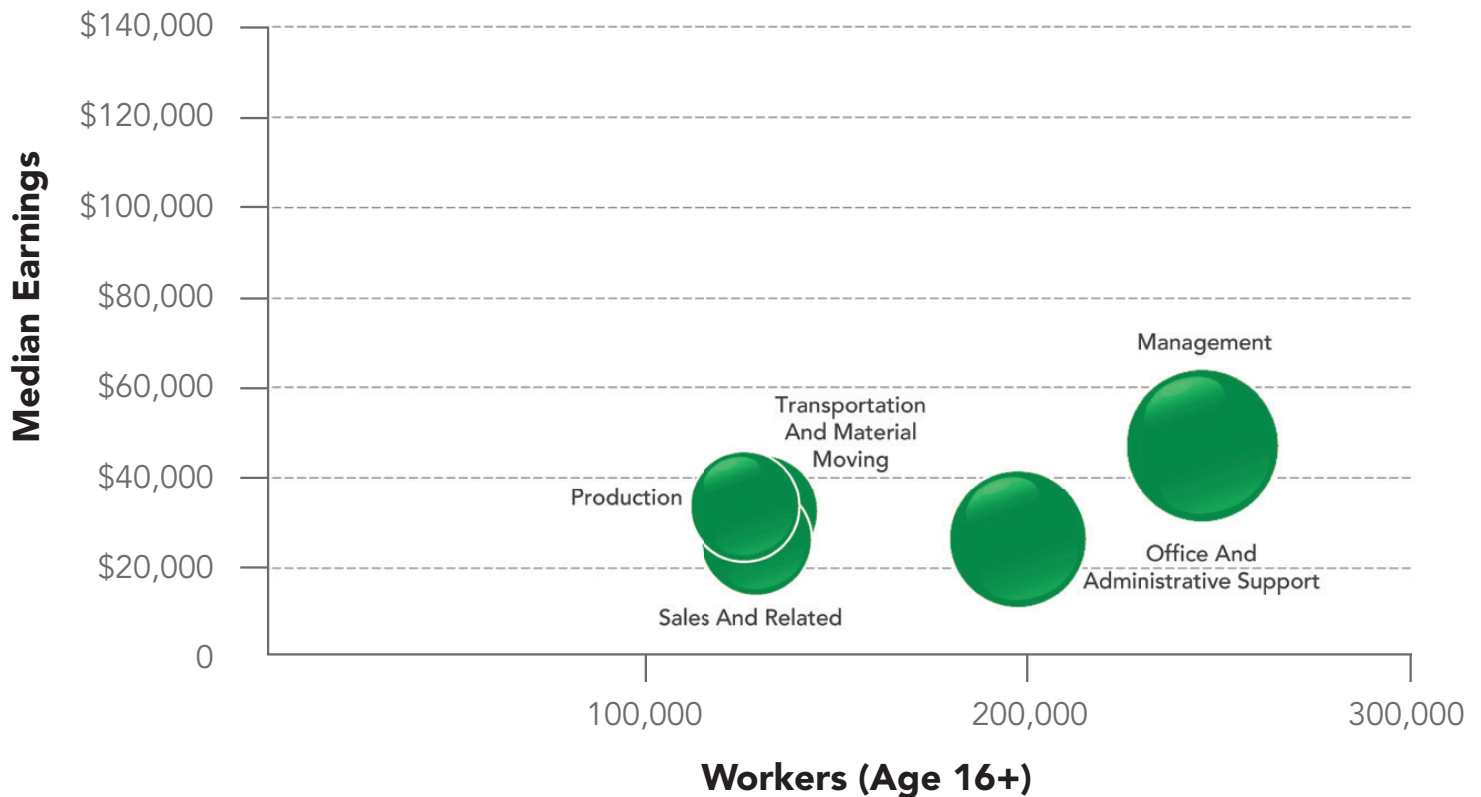
10E LifeMode Group: Rustic Outposts
Rural Bypasses

US Households: 1,646,400
Average Household Size: 2.55

Median Age: 40.4
Median Household Income: $33,000

WHO ARE WE?

Open space, undeveloped land, and farmland characterize Rural Bypasses. These families live within small towns along country back roads and enjoy the open air in these sparsely populated neighborhoods. Their country lifestyle focuses on the outdoors, gardening, hunting, and fishing. They are more likely to own a satellite dish than a home computer. Although a majority of households do have a connection to the Internet, their use is very limited. Those who are not yet retired work in blue collar jobs in the agriculture or manufacturing industries.

OUR NEIGHBORHOOD

- An older market, with more married couples without children and single households, the average household size is slightly lower at 2.55.
- Most residents own single-family homes, or mobile homes (Index 504).
- Most housing was built from 1970 to 1989; vacancy rates are higher due to seasonal housing.
- Residents live in very rural areas, almost entirely in the South.

SOCIOECONOMIC TRAITS

- Education is not a priority in this market. Almost 25% have not finished high school; only 11% have a bachelor's degree or higher.
- Unemployment is very high at 9% (Index 161); labor force participation is low at 47% (Index 76).
- Income is primarily derived from wages; however, dependence on Social Security and Supplemental Security Income is above average.
- Religion, faith, and traditional values are central in their lives.
- Many have a pessimistic outlook of their household's financial well-being.
- They rely on television to stay informed.

10E LifeMode Group: Rustic Outposts
Rural Bypasses

AGE BY SEX (Esri data)

Median Age: 45.2 US: 38.2

Indicates US

Male / Female

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: 29.2 US: 64.0

Group	Value	US Average
Hispanic*	5.1%	18.1%
Multiple	1.9%	3.4%
Other	1.9%	6.8%
Asian and Pac. Islander	0.5%	5.8%
American Indian	1.5%	1.0%
Black	5.8%	12.8%
White	88.4%	70.2%

US Average. *Hispanic Can Be of Any Race.

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

$42,300
$56,100

0 $100K $200K $300K $400K $500K $600K+

Median Net Worth

$92,500
$93,300

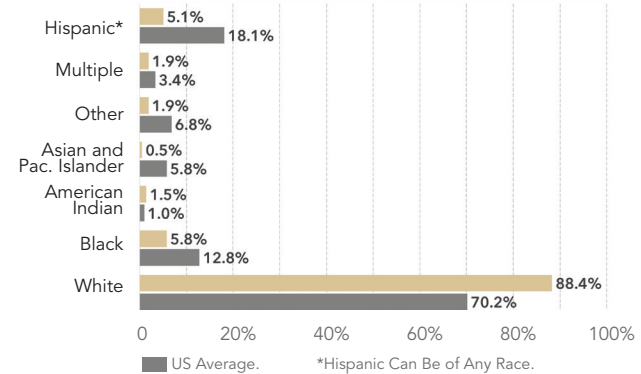0 $100K $200K $300K $400K $500K $600K+

US Median.

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; Mobile Homes

Median Value:
$112,800

Home Ownership
US Percentage: 62.7% Own 37.3% Rent

Own 79.8%
Rent 20.2%

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.

Category	Index
Housing	66
Food	76
Apparel & Services	64
Transportation	83
Health Care	88
Entertainment & Recreation	77
Education	42
Pensions & Social Security	65
Other	72

0 50 100 150 200 250 300 350

The **Retail** Coach®

10E LifeMode Group: Rustic Outposts
Rural Bypasses

Market Profile
- Typical of their country lifestyle, Rural Bypasses residents prefer trucks over sedans.
- To save money, households shop at discount department stores, such as Walmart, and warehouse clubs like Sam's Club.
- Magazines are a popular source of news and entertainment, particularly fishing, hunting, and automotive types.
- As satellite TV subscribers, they regularly watch sports programming as well as their favorite shows on CMT, ABC Family, USA Network, and TV Land.

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.
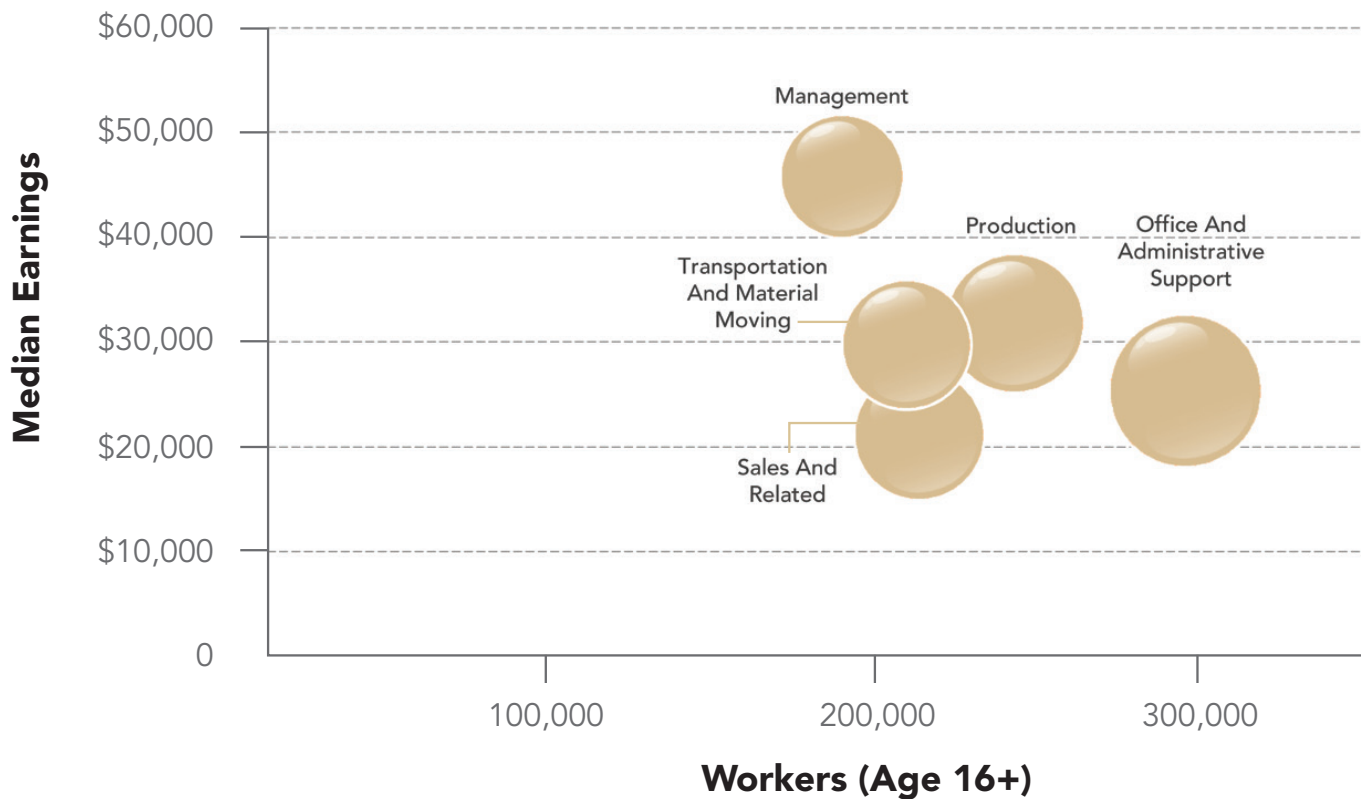
4C LifeMode Group: Family Landscapes
Middleburg

US Households: 3,511,200
Average Household Size: 2.75

Median Age: 36.1
Median Household Income: $59,800

WHO ARE WE?

Middleburg neighborhoods transformed from the easy pace of country living to semirural subdivisions in the last decade, when the housing boom reached out. Residents are conservative, family-oriented consumers. Still more country than rock and roll, they are thrifty but willing to carry some debt and are already investing in their futures. They rely on their smartphones and mobile devices to stay in touch and pride themselves on their expertise. They prefer to buy American and travel in the US. This market is younger but growing in size and assets.

OUR NEIGHBORHOOD

• Semirural locales within metropolitan areas.
• Neighborhoods changed rapidly in the previous decade with the addition of new single-family homes.
• Include a number of mobile homes (Index 150).
• Affordable housing, median value of $175,000 (Index 84) with a low vacancy rate.
• Young couples, many with children; average household size is 2.75.

SOCIOECONOMIC TRAITS

• Education: 65% with a high school diploma or some college.
• Unemployment rate lower at 4.7% (Index 86).
• Labor force participation typical of a younger population at 66.7% (Index 107).
• Traditional values are the norm here—faith, country, and family.
• Prefer to buy American and for a good price.
• Comfortable with the latest in technology, for convenience (online banking or saving money on landlines) and entertainment.

4C LifeMode Group: Family Landscapes
Middleburg
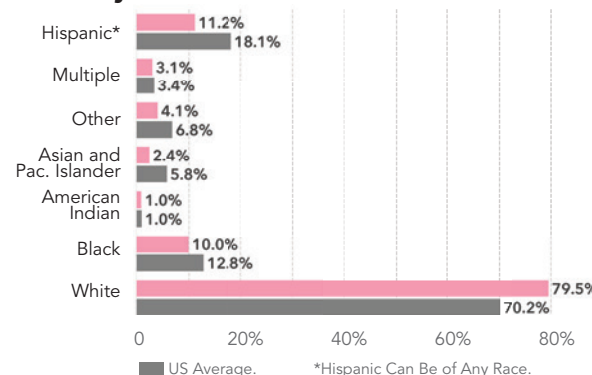
AGE BY SEX (Esri data)

Median Age: 36.1 US: 38.2

■ Indicates US
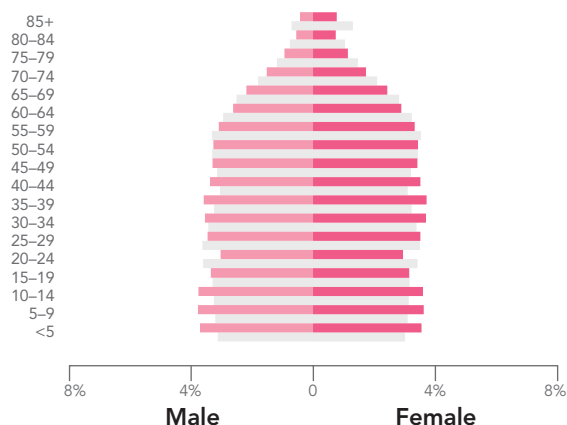
	Male		Female	

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: 48.5 US: 64.0

Race/Ethnicity	Market	US Average
Hispanic*	11.2%	18.1%
Multiple	3.1%	3.4%
Other	4.1%	6.8%
Asian and Pac. Islander	2.4%	5.8%
American Indian	1.0%	1.0%
Black	10.0%	12.8%
White	79.5%	70.2%

■ US Average.   *Hispanic Can Be of Any Race.

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

$59,800
$56,100

0   $100K $200K $300K $400K $500K $600K+

Median Net Worth

$115,300
$93,300

0   $100K $200K $300K $400K $500K $600K+
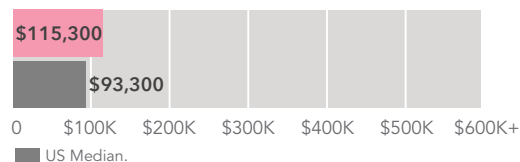
■ US Median.

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:
$175,000
US Median: $207,300
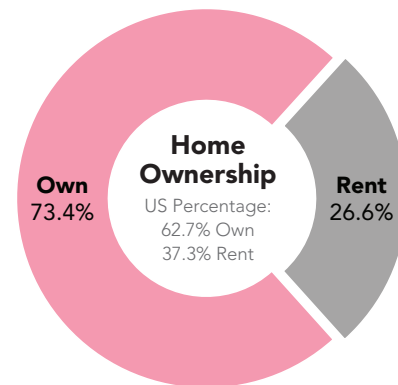
Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 73.4%   Rent 26.6%

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.

Category	Index
Housing	90
Food	93
Apparel & Services	93
Transportation	95
Health Care	94
Entertainment & Recreation	93
Education	83
Pensions & Social Security	94
Other	93

0   50   100   150   200   250   300   350

TheRetailCoach.
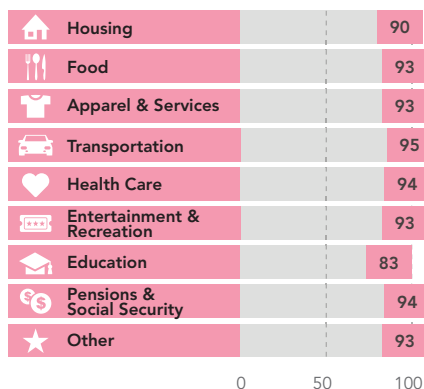
4C LifeMode Group: Family Landscapes
Middleburg

Market Profile

- Residents are partial to domestic vehicles; they like to drive trucks, SUVs, or motorcycles.
- Entertainment is primarily family-oriented, TV and movie rentals or theme parks and family restaurants.
- Spending priorities also focus on family (children's toys and apparel) or home DIY projects.
- Sports include hunting, fishing, bowling, and baseball.
- TV and magazines provide entertainment and information.
- Media preferences include country and Christian channels.

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.
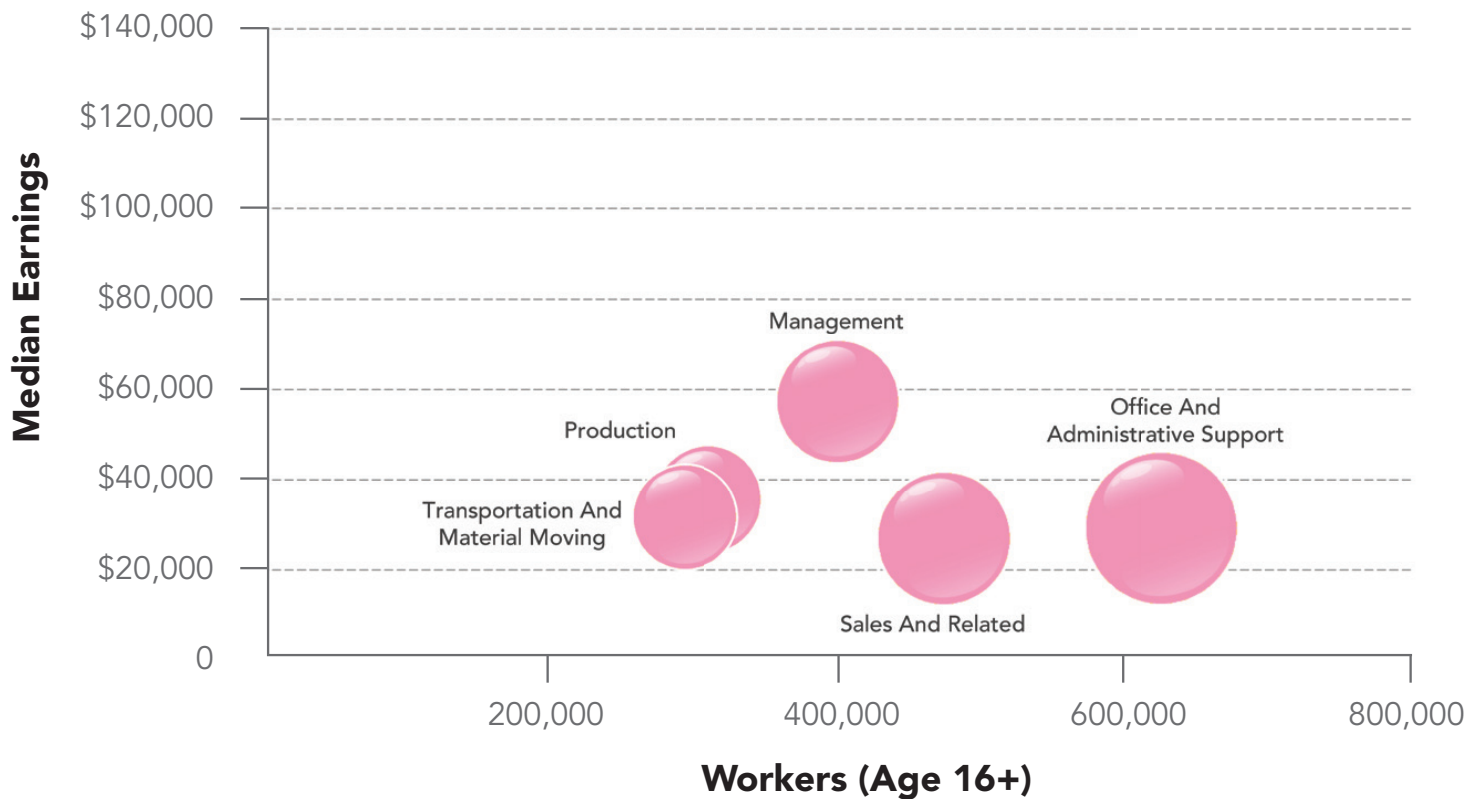
10A LifeMode Group: Rustic Outposts
Southern Satellites

US Households: 3,856,800
Average Household Size: 2.67

Median Age: 40.3
Median Household Income: $47,800

WHO ARE WE?

Southern Satellites is the second largest market found in rural settlements but within metropolitan areas located primarily in the South. This market is typically nondiverse, slightly older, settled married-couple families, who own their homes. Two-thirds of the homes are single-family structures; almost a third are mobile homes. Median household income and home value are below average. Workers are employed in a variety of industries, such as manufacturing, health care, retail trade, and construction, with higher proportions in mining and agriculture than the US. Residents enjoy country living, preferring outdoor activities and DIY home projects.

OUR NEIGHBORHOOD

- About 78% of households are owned.
- Married couples with no children are the dominant household type, with a number of multigenerational households (Index 112).
- Most are single-family homes (67%), with a number of mobile homes (Index 509).
- Most housing units were built in 1970 or later.
- Most households own 1 or 2 vehicles, but owning 3+ vehicles is common (Index 144).

SOCIOECONOMIC TRAITS

- Education: almost 40% have a high school diploma only (Index 140); 45% have college education (Index 73).
- Unemployment rate is 6%, slightly higher than the US rate.
- Labor force participation rate is 59.1%, slightly lower than the US.
- These consumers are more concerned about cost rather than quality or brand loyalty.
- They tend to be somewhat late in adapting to technology.
- They obtain a disproportionate amount of their information from TV, compared to other media.

10A LifeMode Group: Rustic Outposts
Southern Satellites

AGE BY SEX (Esri data)

Median Age: 40.3 US: 38.2

▪ Indicates US
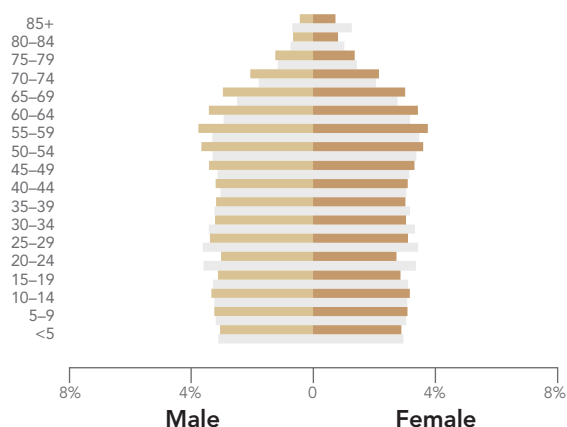
Age	Male	Female
85+		
80–84		
75–79		
70–74		
65–69		
60–64		
55–59		
50–54		
45–49		
40–44		
35–39		
30–34		
25–29		
20–24		
15–19		
10–14		
5–9		
<5		

8%   4%   0   4%   8%

Male   **Female**

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: 40.1 US: 64.0

Race/Ethnicity	Value	US Average
Hispanic*	8.8%	18.1%
Multiple	2.2%	3.4%
Other	3.6%	6.8%
Asian and Pac. Islander	0.8%	5.8%
American Indian	1.4%	1.0%
Black	7.9%	12.8%
White	84.1%	70.2%

0   20%   40%   60%   80%

▪ US Average.   *Hispanic Can Be of Any Race.

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

$47,800

$56,100

0 $100K $200K $300K $400K $500K $600K+

Median Net Worth

$94,900

$93,300

0 $100K $200K $300K $400K $500K $600K+

▪ US Median.

HOUSING

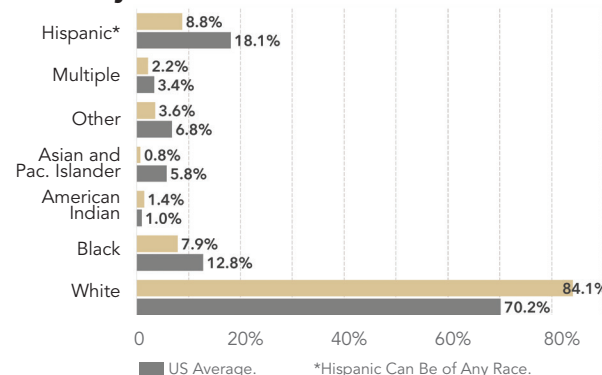Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

Typical Housing:
Single Family;
Mobile Homes

Median Value:
$128,500

Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 77.7% **Rent 22.3%**

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.

Category	Index
Housing	74
Food	80
Apparel & Services	76
Transportation	84
Health Care	85
Entertainment & Recreation	79
Education	59
Pensions & Social Security	75
Other	77

0   50   100   150   200   250   300   350

The Retail Coach

10A LifeMode Group: Rustic Outposts
Southern Satellites

Market Profile

- Usually own a truck; likely to service it themselves.
- Frequent the convenience store, usually to fill up a vehicle with gas.
- Typical household has a satellite dish.
- Work on home improvement and remodeling projects.
- Own a pet, commonly a dog.
- Participate in fishing and hunting.
- Prefer to listen to country music and watch Country Music Television (CMT).
- Read fishing/hunting and home service magazines.
- Partial to eating at low-cost family restaurants and drive-ins.
- Use Walmart for all their shopping needs (groceries, clothing, pharmacy, etc.).

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.
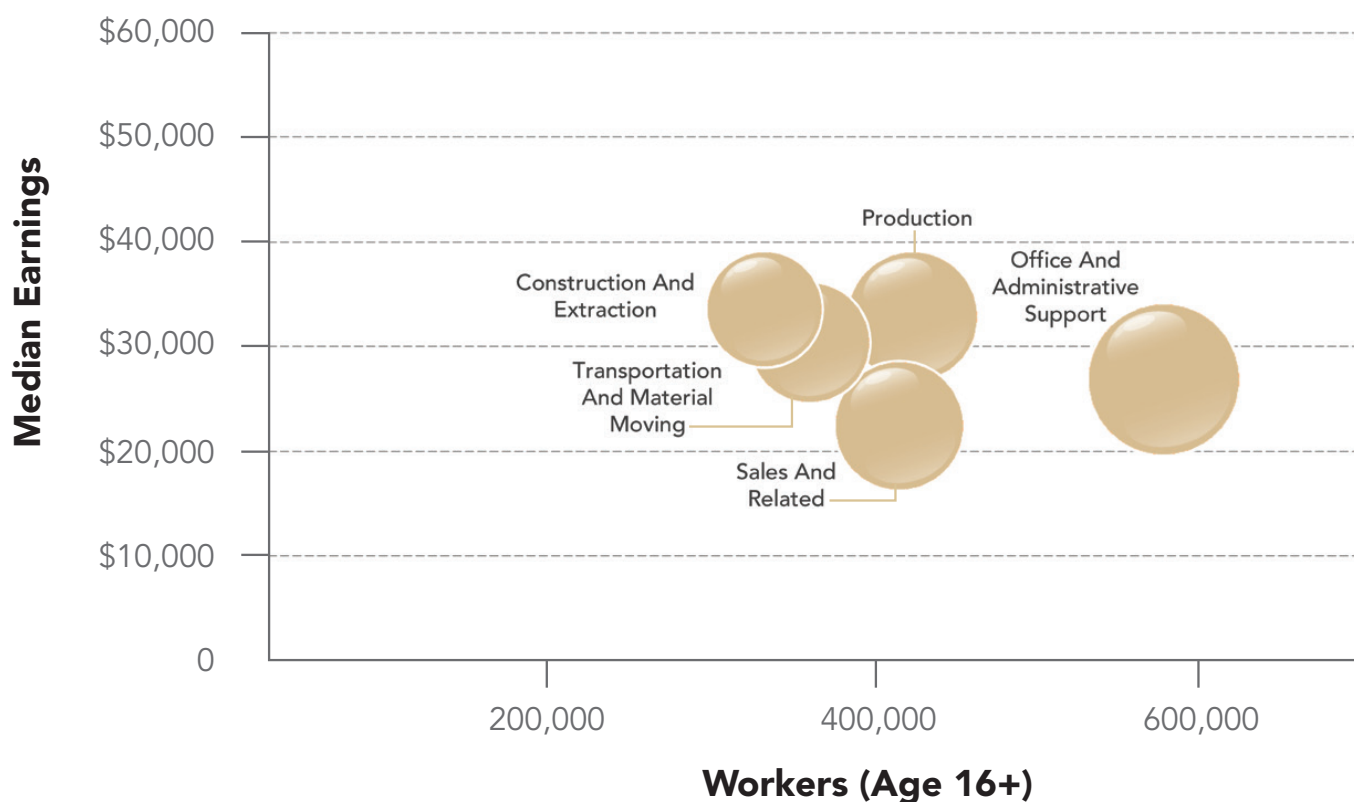
10D LifeMode Group: Rustic Outposts
Down the Road

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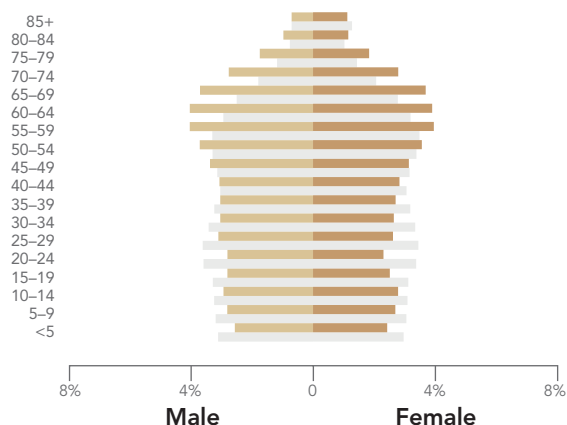
- Education completed: 36% with a high school diploma only, 41% with some college education or a degree.
- Unemployment rate is 7.8%, higher than the US rate.
- Labor force participation rate is 59.0%, slightly lower than the US.
- Family-oriented, outgoing consumers; they place importance on preserving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

10D LifeMode Group: Rustic Outposts
Down the Road
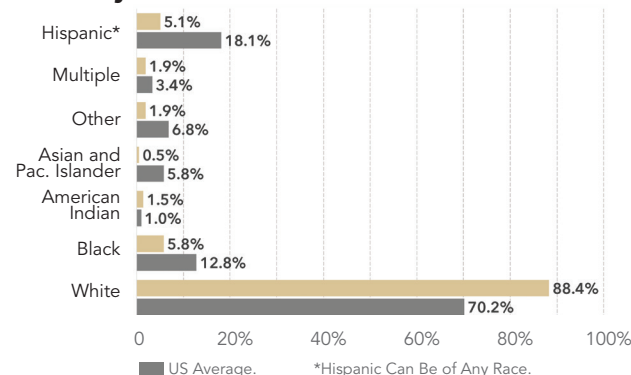
AGE BY SEX (Esri data)

Median Age: 45.2 US: 38.2

■ Indicates US

Age	Male	Female
85+		
80–84		
75–79		
70–74		
65–69		
60–64		
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50–54		
45–49		
40–44		
35–39		
30–34		
25–29		
20–24		
15–19		
10–14		
5–9		
<5		

8%   4%   0   4%   8%

Male   **Female**

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: 29.2 US: 64.0

Group	Value	US Average
Hispanic*	5.1%	18.1%
Multiple	1.9%	3.4%
Other	1.9%	6.8%
Asian and Pac. Islander	0.5%	5.8%
American Indian	1.5%	1.0%
Black	5.8%	12.8%
White	88.4%	70.2%

0   20%   40%   60%   80%   100%

■ US Average.   *Hispanic Can Be of Any Race.

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

$42,300
$56,100

0   $100K $200K $300K $400K $500K $600K+

Median Net Worth

$92,500
$93,300

0   $100K $200K $300K $400K $500K $600K+

■ US Median.

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;
Mobile Homes

Median Value:
$112,800

Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 79.8%   **Rent 20.2%**

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.

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Apparel & Services	64
Transportation	83
Health Care	88
Entertainment & Recreation	77
Education	42
Pensions & Social Security	65
Other	72

0   50   100   150   200   250   300   350

The Retail Coach.

10D LifeMode Group: Rustic Outposts
Down the Road

Market Profile
- 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.).

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.
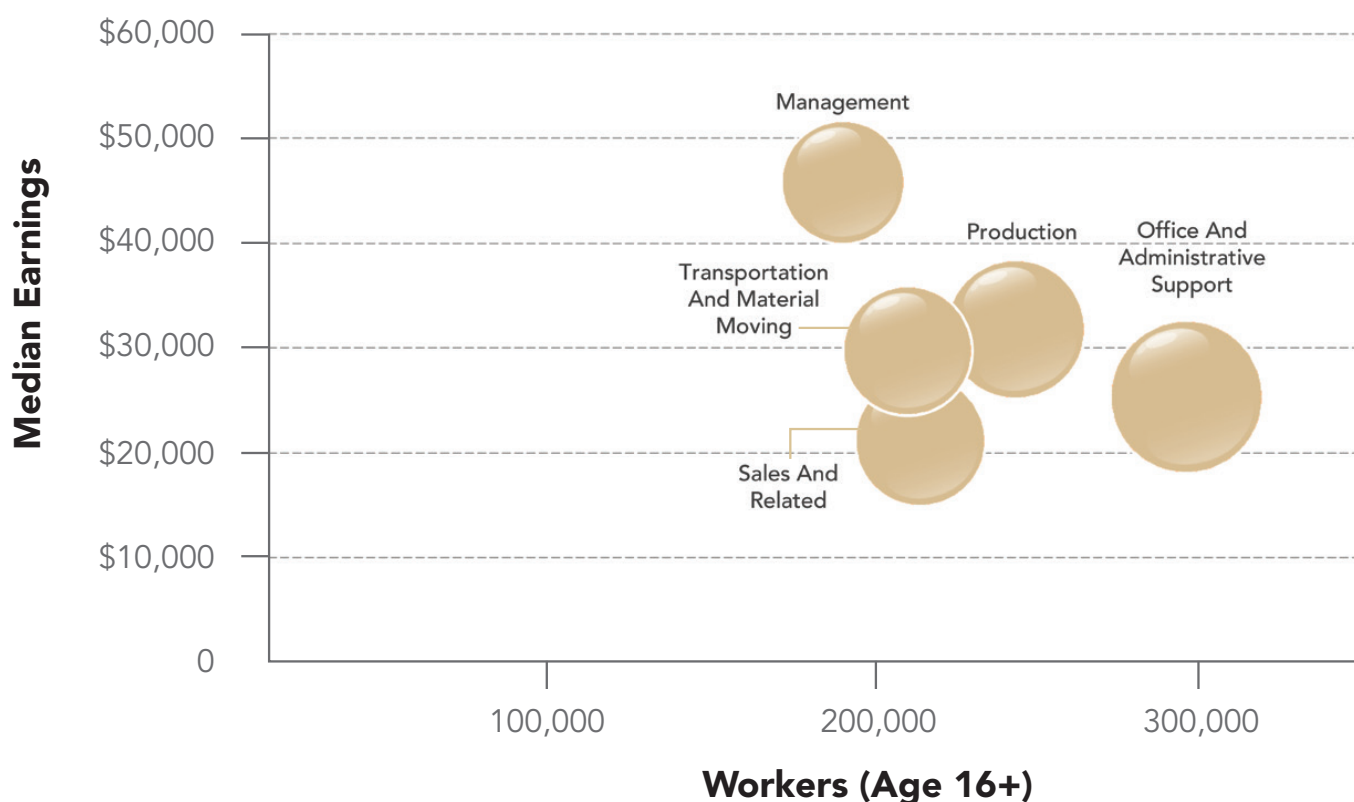
Retail Trade Area • Psychographic Profile

Early, Texas

PSYCHOGRAPHIC LIFEMODE GROUPS	2024 HOUSEHOLDS			2024 ADULT POPULATION		
	DATA	%	INDEX	DATA	%	INDEX
Total:	**35,299**	100.0%		**69,176**	100.0%	
1. Affluent Estates	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
2. Upscale Avenues	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
3. Uptown Individuals	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	**424**	**1.2%**	**15**	**761**	**1.1%**	**13**
Workday Drive (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	424	1.2%	37	761	1.1%	35
5. GenXurban	**4,236**	**12.0%**	**108**	**8,855**	**12.8%**	**120**
Comfortable Empty Nesters (5A)	2,012	5.7%	235	4,704	6.8%	282
In Style (5B)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	882	2.5%	119	1,660	2.4%	122
Midlife Constants (5E)	1,341	3.8%	158	2,490	3.6%	159
6. Cozy Country Living	**12,002**	**34.0%**	**288**	**23,797**	**34.4%**	**299**
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	2,506	7.1%	254	5,119	7.4%	272
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	494	1.4%	140	968	1.4%	146
Rural Resort Dwellers (6E)	4,836	13.7%	1,365	9,754	14.1%	1,530
Heartland Communities (6F)	4,201	11.9%	543	7,955	11.5%	568
7. Sprouting Explorers	**600**	**1.7%**	**22**	**1,107**	**1.6%**	**18**
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	0	0.0%	0	0	0.0%	0
Forging Opportunity (7D)	0	0.0%	0	0	0.0%	0
Farm to Table (7E)	600	1.7%	698	1,107	1.6%	531
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

Retail Trade Area • Psychographic Profile

Early, Texas

PSYCHOGRAPHIC LIFEMODE GROUPS	2024 HOUSEHOLDS			2024 ADULT POPULATION		
	DATA	%	INDEX	DATA	%	INDEX
8. Middle Ground	**2,047**	**5.8%**	**54**	**4,427**	**6.4%**	**63**
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	1,094	3.1%	135	2,144	3.1%	155
Hometown Heritage (8G)	988	2.8%	238	2,283	3.3%	308
9. Senior Styles	**1,871**	**5.3%**	**91**	**3,528**	**5.1%**	**99**
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	1,871	5.3%	579	3,528	5.1%	604
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
10. Rustic Outposts	**7,942**	**22.5%**	**284**	**15,495**	**22.4%**	**285**
Southern Satellites (10A)	318	0.9%	30	761	1.1%	34
Rooted Rural (10B)	6,107	17.3%	940	11,967	17.3%	968
Economic BedRock (10C)	812	2.3%	400	1,591	2.3%	409
Down the Road (10D)	212	0.6%	54	415	0.6%	47
Rural Bypasses (10E)	459	1.3%	108	830	1.2%	99
11. Midtown Singles	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	**6,213**	**17.6%**	**299**	**11,137**	**16.1%**	**295**
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	1,165	3.3%	178	2,214	3.2%	184
Small Town Sincerity (12C)	5,012	14.2%	802	8,993	13.0%	811
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

Retail Trade Area • Psychographic Profile

Early, Texas

PSYCHOGRAPHIC URBANIZATION GROUPS	2024 HOUSEHOLDS			2024 ADULT POPULATION		
	DATA	%	INDEX	DATA	%	INDEX
Total:	**35,299**	**100.0%**		**69,176**	**100.0%**	
1. Principal Urban Center	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	**882**	**2.5%**	**15**	**1,660**	**2.4%**	**14**
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	882	2.5%	119	1,660	2.4%	122
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	0	0.0%	0	0	0.0%	0
Forging Opportunity (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	**3,248**	**9.2%**	**51**	**6,641**	**9.6%**	**57**
In Style (5B)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	1,094	3.1%	135	2,144	3.1%	155
Hometown Heritage (8G)	988	2.8%	238	2,283	3.3%	308
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	1,165	3.3%	178	2,214	3.2%	184
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

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Early, Texas

PSYCHOGRAPHIC URBANIZATION GROUPS	2024 HOUSEHOLDS			2024 ADULT POPULATION		
	DATA	%	INDEX	DATA	%	INDEX
4. Suburban Periphery	**3,353**	**9.5%**	**29**	**7,194**	**10.4%**	**31**
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Workday Drive (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	2,012	5.7%	235	4,704	6.8%	282
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	1,341	3.8%	158	2,490	3.6%	159
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	**12,319**	**34.9%**	**370**	**22,690**	**32.8%**	**361**
Middleburg (4C)	424	1.2%	37	761	1.1%	35
Heartland Communities (6F)	4,201	11.9%	543	7,955	11.5%	568
Farm to Table (7E)	600	1.7%	698	1,107	1.6%	531
Senior Escapes (9D)	1,871	5.3%	579	3,528	5.1%	604
Down the Road (10D)	212	0.6%	54	415	0.6%	47
Small Town Sincerity (12C)	5,012	14.2%	802	8,993	13.0%	811
6. Rural	**15,532**	**44.0%**	**268**	**30,991**	**44.8%**	**277**
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	2,506	7.1%	254	5,119	7.4%	272
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	494	1.4%	140	968	1.4%	146
Rural Resort Dwellers (6E)	4,836	13.7%	1,365	9,754	14.1%	1,530
Southern Satellites (10A)	318	0.9%	30	761	1.1%	34
Rooted Rural (10B)	6,107	17.3%	940	11,967	17.3%	968
Economic BedRock (10C)	812	2.3%	400	1,591	2.3%	409
Rural Bypasses (10E)	459	1.3%	108	830	1.2%	99
Unclassified (15)	0	0.0%	0	0	0.0%	0

About The Retail Coach®

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

Through its unique Retail360® Process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

Retail:360® Process

Providing more than simple data reports of psychographic and Psychographic trends, The Retail Coach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide Psychographics and trend data with real-world, "on-the-ground" information gathered through extensive visits to our clients' communities. Every community is different, and there is no "one size fits all" retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community's needs help assure our clients that they are receiving the latest and best information for targeted retail recruitment efforts — all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360® Process assures that communities get timely, accurate and relevant information.Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.

ACKNOWLEDGMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

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