RETAIL TRADE AREA PSYCHOGRAPHIC PROFILE
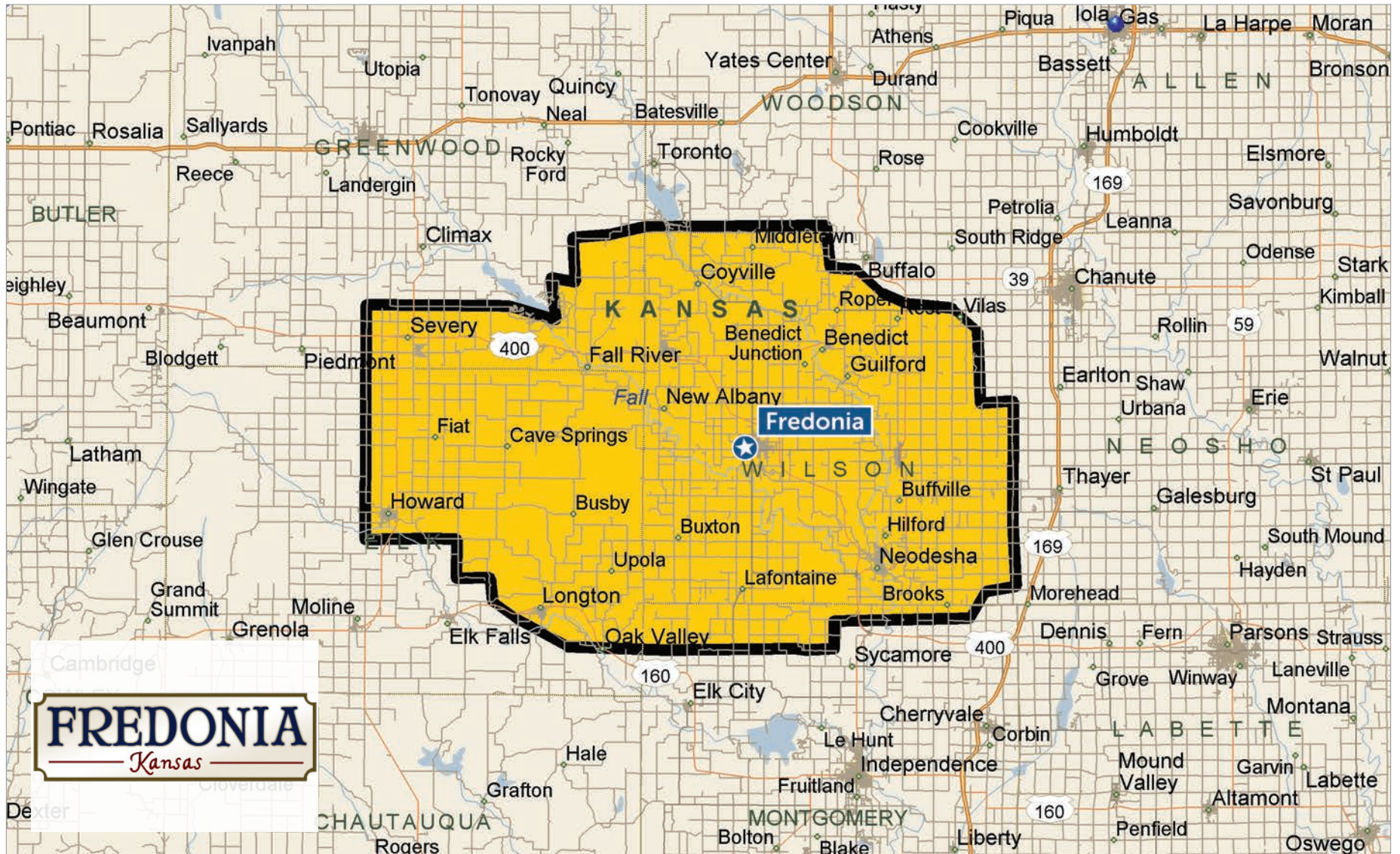Fredonia, Kansas

Prepared for
City of Fredonia, Kansas
November 2016

TheRetailCoach®

FREDONIA
Kansas

CONTACT **MIKE OHRT, CITY ADMINISTRATOR**

City of Fredonia, Kansas | 100 North 15th | Fredonia, Kansas 66736 | 620.378.2231 | 903.724.1411
mohrt@fredoniaks.org | www.fredoniaks.org

2

TheRetailCoach®
TAPESTRY SEGMENTATION PROFILE

+ WHAT IS TAPESTRY SEGMENTATION?
Tapestry Segmentation is a market segmentation system that classifies US neighborhoods based on their socioeconomic and demographic compositions. Tapestry is a system for classifying consumers and constituents using all the variables that can distinguish consumer behavior, from household characteristics such as income and family type to personal traits like age, education, or employment and even housing choices.

Tapestry Segmentation classifies US neighborhoods into 67 distinct market segments. Neighborhoods with the most similar characteristics are grouped together, while neighborhoods with divergent characteristics are separated. Tapestry Segmentation combines the "who" of lifestyle demography with the "where" of local neighborhood geography to create a model of various lifestyle classifications, or segments, of actual neighborhoods with addresses—distinct behavioral market segments.

+ WHO SHOULD USE TAPESTRY SEGMENTATION?
All companies, agencies, and organizations need to understand consumers/constituents in order to supply them with the right products and services and to reach them via their preferred media. These applications require a robust segmentation system that can accurately profile these diverse markets. The versatility and predictive power of Tapestry Segmentation allow users to integrate their own data or national consumer surveys into Tapestry Segmentation to identify their best market segments and reach them through the most effective channels.
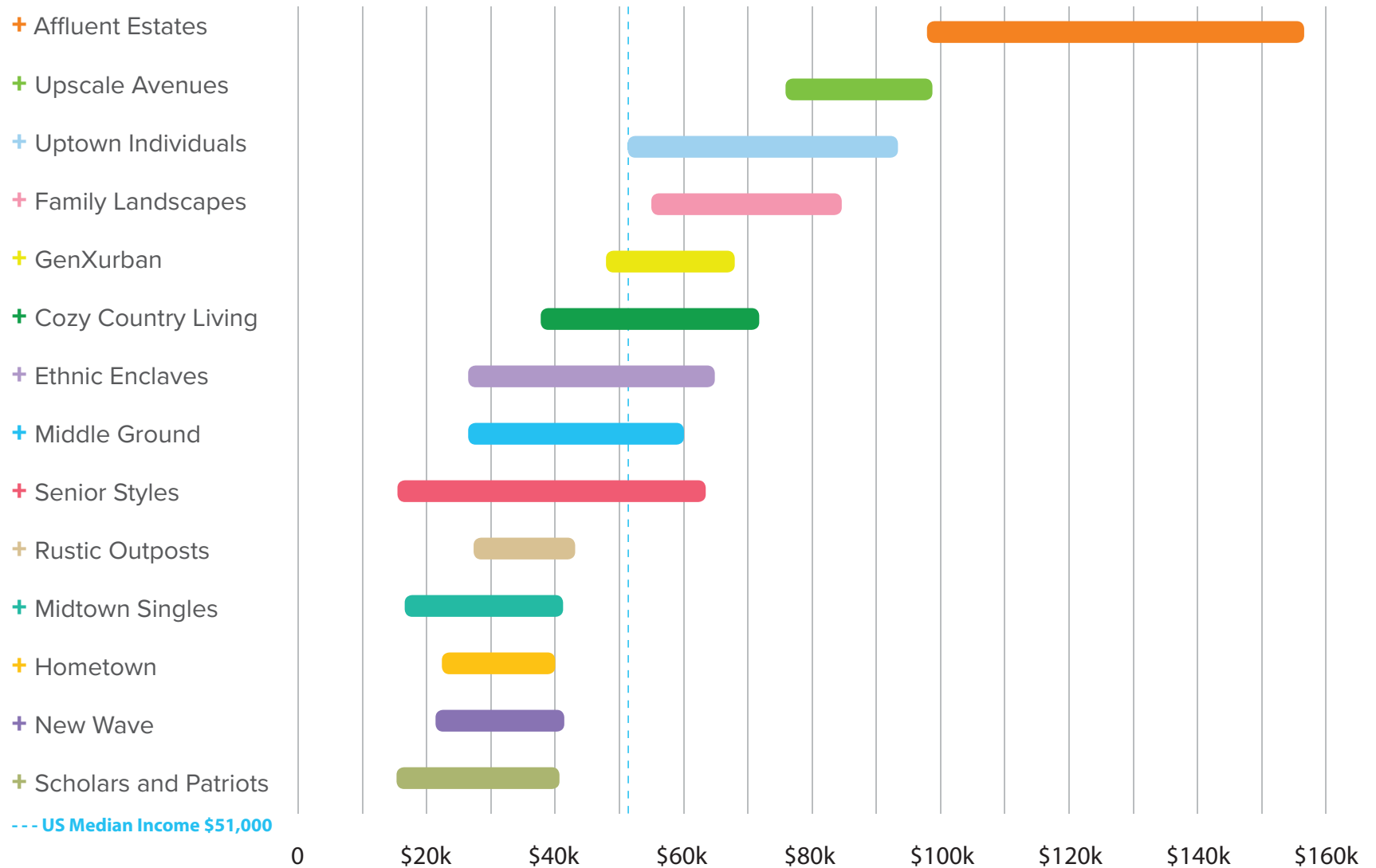
+ TAPESTRY SEGMENTATION SUMMARY GROUPS
Esri's Tapestry Segmentation provides a robust, powerful portrait of the 67 US consumer markets. To provide a broader view of these 67 segments, Esri combined them into 14 LifeMode Summary Groups based on lifestyle and lifestage composition.

L1 Affluent Estates
L2 Upscale Avenues
L3 Uptown Individuals
L4 Family Landscapes
L5 GenXurban
L6 Cozy Country Living
L7 Ethnic Enclaves
L8 Middle Ground
L9 Senior Styles
L10 Rustic Outposts
L11 Midtown Singles
L12 Hometown
L13 New Wave
L14 Scholars and Patriots

INCOME RANGE OF LIFEMODE SUMMARY GROUPS

+ Affluent Estates
+ Upscale Avenues
+ Uptown Individuals
+ Family Landscapes
+ GenXurban
+ Cozy Country Living
+ Ethnic Enclaves
+ Middle Ground
+ Senior Styles
+ Rustic Outposts
+ Midtown Singles
+ Hometown
+ New Wave
+ Scholars and Patriots

- - - US Median Income $51,000

0    $20k $40k $60k $80k $100k $120k $140k $160k

+ 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
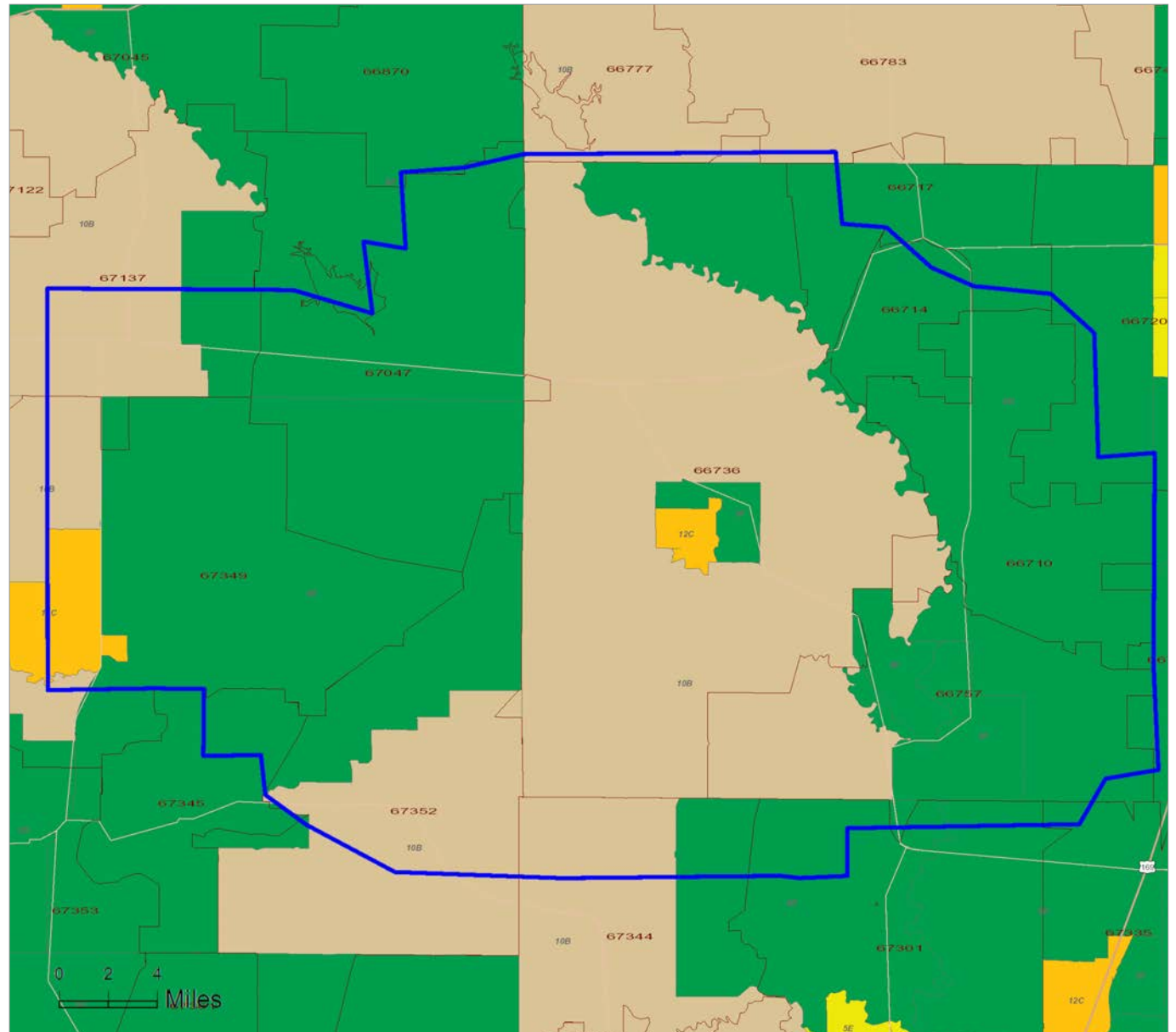Millennials on the move; single, diverse, and urban

+ 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

RETAIL TRADE AREA • TOP TAPESTRY SEGMENTS
Fredonia, Kansas

	TAPESTRY SEGMENTATION	HOUSEHOLDS PERCENT	CUMULATIVE PERCENT	US HOUSEHOLDS PERCENT	CUMULATIVE PERCENT	INDEX
1	Heartland Communities (6F)	43.9%	43.9%	2.4%	2.4%	1865
2	Rooted Rural (10B)	23.4%	67.3%	2.0%	4.4%	1,167
3	Prairie Living (6D)	13.3%	80.6%	1.1%	5.5%	1,221
4	Small Town Simplicity (12C)	12.9%	93.5%	1.9%	7.4%	680
5	Rural Resort Dwellers (6E)	6.2%	99.7%	1.0%	8.4%	612
	Subtotal	**99.7%**		**8.4%**		
6	Salt of the Earth (6B)	0.2%	99.9%	2.9%	11.3%	6
	Subtotal	**0.2%**		**2.9%**		
	Total	**100.0%**		**11.3%**		**886**

LifeMode Group • Cozy Country Living

6F HEARTLAND COMMUNITIES

Well settled and close-knit, Heartland Communities are semi-rural 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.

US Household // 2,864,000
Average Household Size // 2.38
Median Age // 41.5
Median Household Income // $39,000

+ 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 95).

6F

HEARTLAND COMMUNITIES LifeMode Group • Cozy Country Living

+ MARKET PROFILE
(Consumer preferences are estimated from data by GfK MRI)

- 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. Noninterest 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.
- They prefer to travel in the US and favor the convenience of packaged deals.

+ SOCIOECONOMIC TRAITS
- Retirees in this market depress the average labor force participation rate to less than 60% (Index 95), 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, 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.

+ 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.
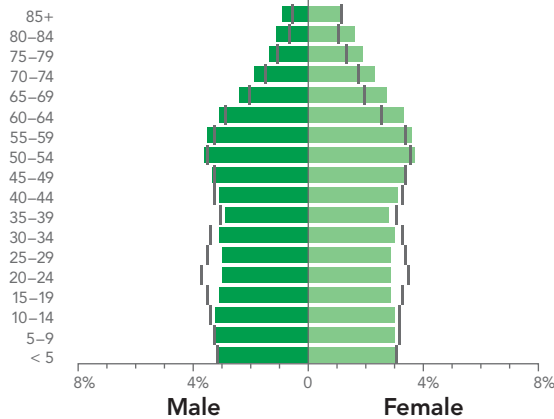
Typical Housing:
Single Family
Median Value:
$89,000
US Median $177,000

AGE BY SEX (Esri data)

Median Age: 41.5 US: 37.6

❙ Indicates US

	Male		0		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**

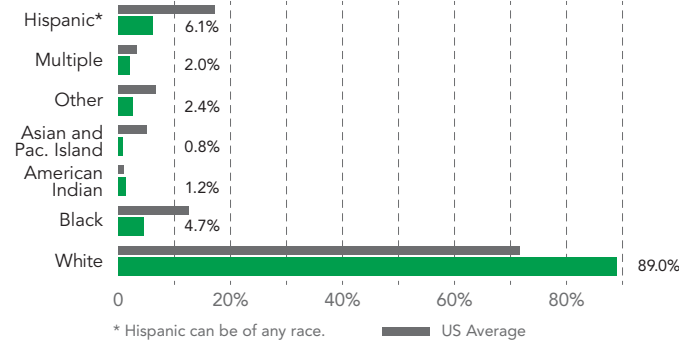## RACE AND ETHNICITY (Esri data)

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).
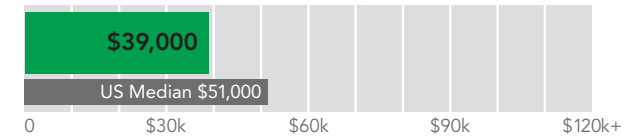
Diversity Index: 29.6 US: 62.1

Hispanic*	6.1%
Multiple	2.0%
Other	2.4%
Asian and Pac. Island	0.8%
American Indian	1.2%
Black	4.7%
White	89.0%

0 20% 40% 60% 80%

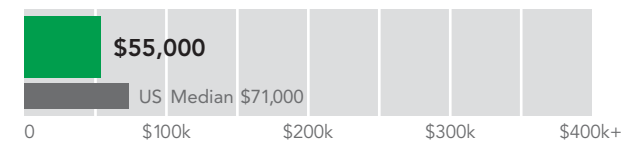* Hispanic can be of any race.   ▬ US Average

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.
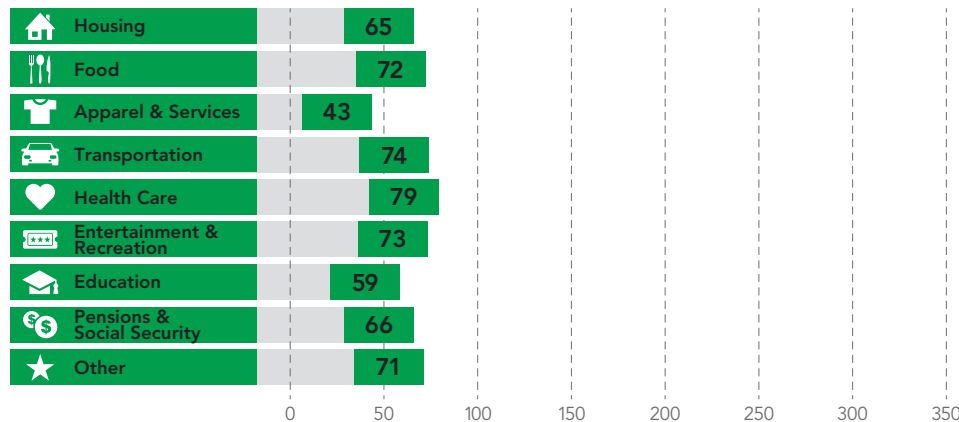
Median Household Income

$39,000

US Median $51,000

0 $30k $60k $90k $120k+

Median Net Worth

$55,000

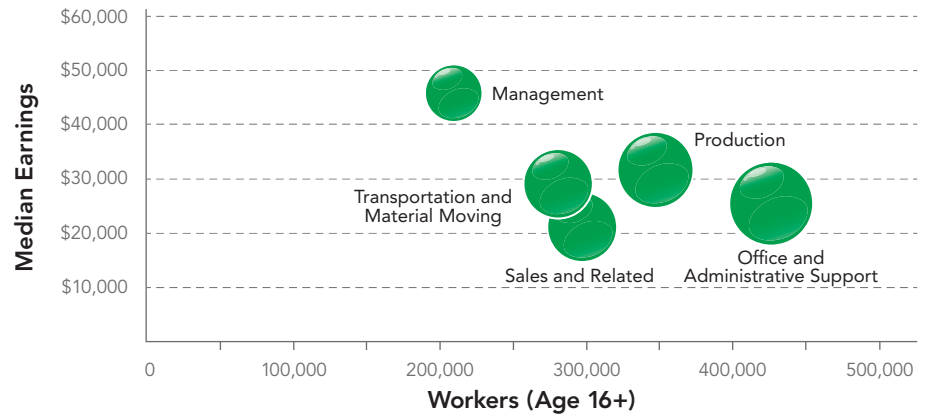US Median $71,000

0 $100k $200k $300k $400k+

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	65
🍴 Food	72
👕 Apparel & Services	43
🚗 Transportation	74
❤ Health Care	79
📺 Entertainment & Recreation	73
✉ Education	59
💲 Pensions & Social Security	66
★ Other	71

0 50 100 150 200 250 300 350

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.

Median Earnings

$60,000
$50,000
$40,000 — Management
$30,000 — Production
$20,000 — Transportation and Material Moving / Sales and Related / Office and Administrative Support
$10,000

0 100,000 200,000 300,000 400,000 500,000

Workers (Age 16+)

9

LifeMode Group • Rustic Outposts

10B ROOTED RURAL

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.

US Household // 2,425,000
Average Household Size // 2.47
Median Age // 44.1
Median Household Income // $38,000

+ 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 (23%).
- 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.

+ MARKET PROFILE

(Consumer preferences are estimated from data by GfK MRI)

- They own a riding lawn mower, as well as a garden tiller, and have vegetable gardens.
- Only 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 and gospel music.
- Many are on Medicare and frequent the Walmart pharmacy.

+ 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.

+ 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:
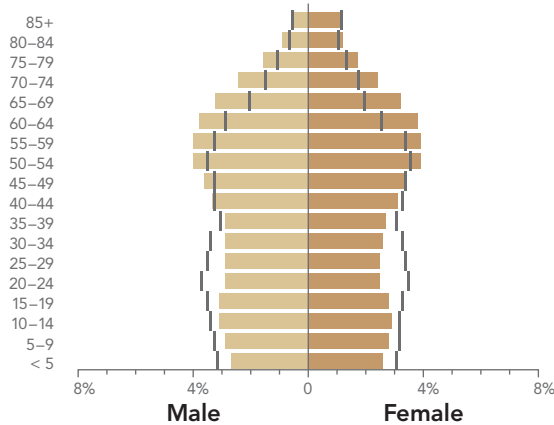Single Family;
Mobile Homes
Median Value:
$104,000
US Median: $177,000

ROOTED RURAL LifeMode Group • Rustic Outposts

AGE BY SEX (Esri data)

Median Age: 44.1 US: 37.6

| Indicates US

Age pyramid categories (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
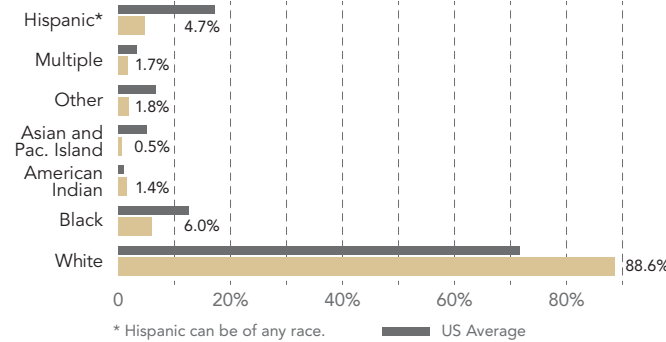
Scale: 8% 4% 0 4% 8%

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).
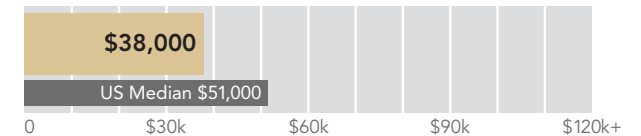
Diversity Index: 28.2 US: 62.1

Hispanic*	4.7%
Multiple	1.7%
Other	1.8%
Asian and Pac. Island	0.5%
American Indian	1.4%
Black	6.0%
White	88.6%

Scale: 0 20% 40% 60% 80%

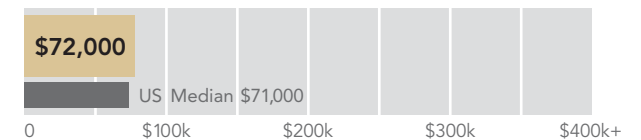* Hispanic can be of any race. ▬ US Average

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.
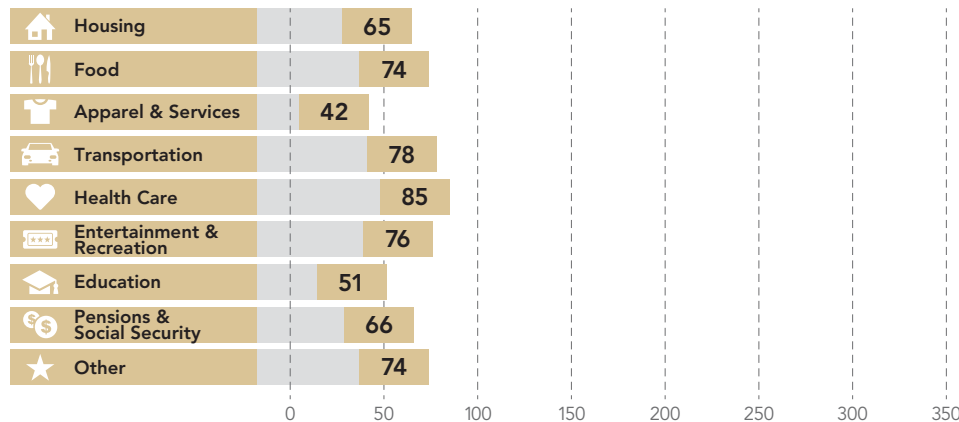
Median Household Income

$38,000

US Median $51,000

Scale: 0 $30k $60k $90k $120k+

Median Net Worth

$72,000

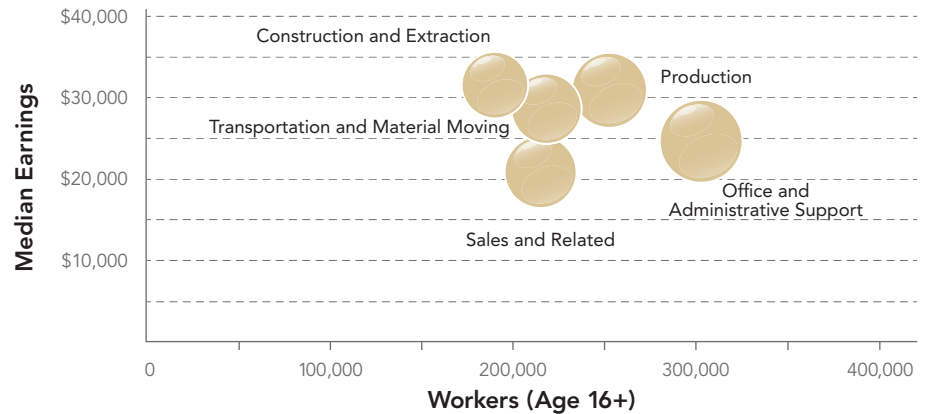US Median $71,000

Scale: 0 $100k $200k $300k $400k+

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	65
Food	74
Apparel & Services	42
Transportation	78
Health Care	85
Entertainment & Recreation	76
Education	51
Pensions & Social Security	66
Other	74

Scale: 0 50 100 150 200 250 300 350

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.

Y-axis: Median Earnings ($10,000 – $40,000)
X-axis: Workers (Age 16+) (0 – 400,000)

Occupations plotted:
- Construction and Extraction
- Production
- Transportation and Material Moving
- Office and Administrative Support
- Sales and Related

6D PRAIRIE LIVING

Prairie Living is Tapestry Segmentation's most rural market, comprising about 1 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.

US Household // 1,307,000
Average Household Size // 2.50
Median Age // 43.4
Median Household Income // $51,000

+ 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 225).

• Higher percentage of vacant housing units is at 16% (Index 137).

• Most households own 2 or 3 vehicles; this is the highest ranked market for owning 4 or more vehicles.

6D

PRAIRIE LIVING LifeMode Group • Cozy Country Living

+ MARKET PROFILE
(Consumer preferences are estimated from data by GfK MRI)

• 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 home service, fishing/hunting, and automotive magazines.

• They contribute to religious organizations and belong to religious clubs.

• Walmart is a favorite shopping stop; Subway is a favorite eating spot.

+ SOCIOECONOMIC TRAITS

• Half have completed some college education or hold a degree.

• At 4.1%, the unemployment rate is less than half the US rate.

• Labor force participation rate slightly higher at 66%.

• Wage and salary income for 73% of households plus self-employment income for 27% (Index 242).

• 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.

+ 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:
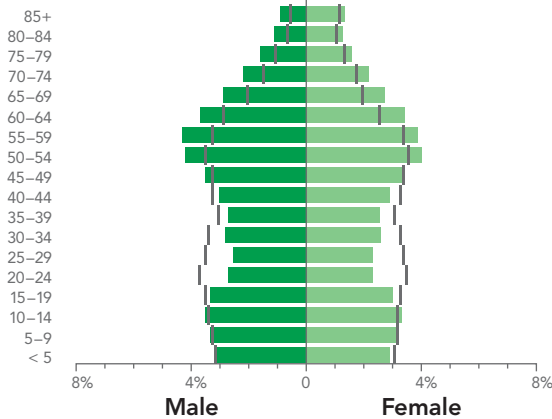Single Family
Median Value:
$125,000
US Median $177,000

PRAIRIE LIVING LifeMode Group • Cozy Country Living

AGE BY SEX (Esri data)

Median Age: 43.4 US: 37.6

| 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**

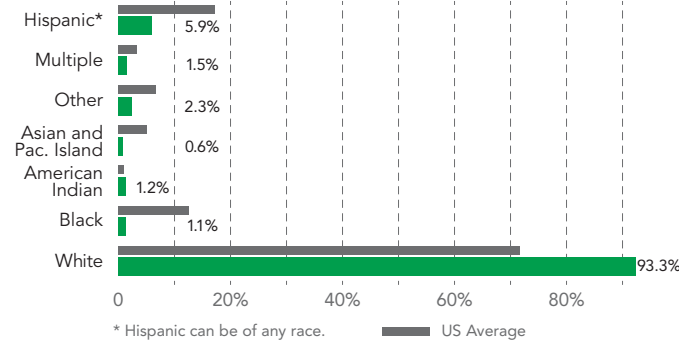## RACE AND ETHNICITY (Esri data)

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).
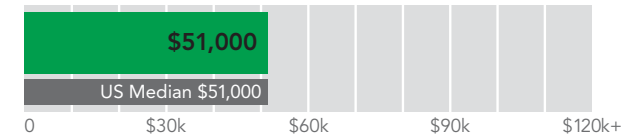
Diversity Index: 22.6 US: 62.1

Hispanic* 5.9%
Multiple 1.5%
Other 2.3%
Asian and Pac. Island 0.6%
American Indian 1.2%
Black 1.1%
White 93.3%

0   20%   40%   60%   80%

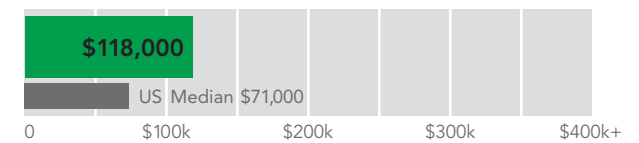* Hispanic can be of any race.   — US Average

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.
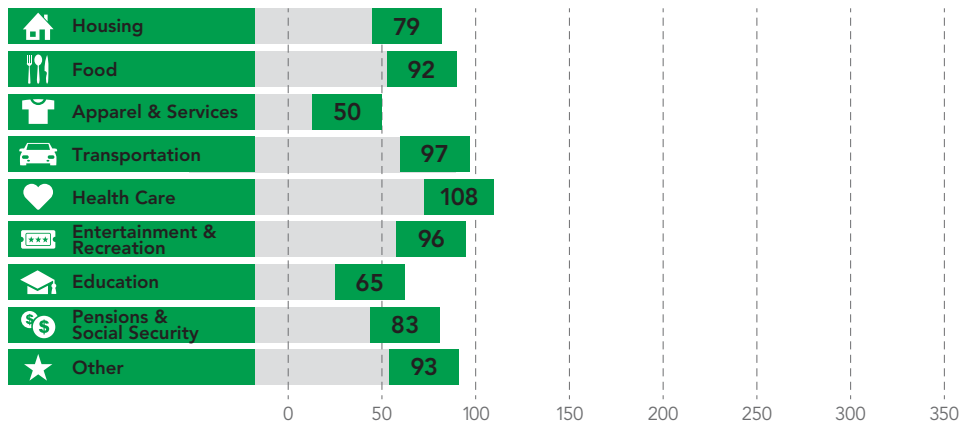
Median Household Income

$51,000
US Median $51,000

0   $30k $60k $90k $120k+

Median Net Worth

$118,000
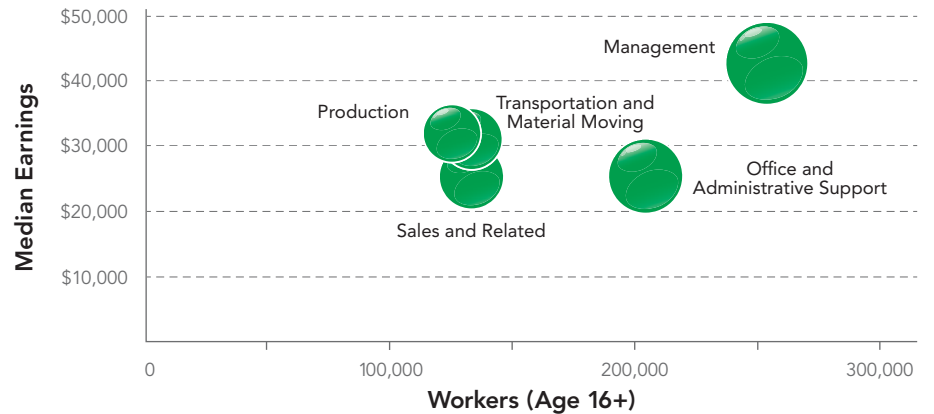US Median $71,000

0   $100k $200k $300k $400k+

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	79
Food	92
Apparel & Services	50
Transportation	97
Health Care	108
Entertainment & Recreation	96
Education	65
Pensions & Social Security	83
Other	93

0   50   100   150   200   250   300   350

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

Management
Production
Transportation and Material Moving
Office and Administrative Support
Sales and Related

Median Earnings: $50,000 / $40,000 / $30,000 / $20,000 / $10,000

Workers (Age 16+): 0 / 100,000 / 200,000 / 300,000

12C # SMALL TOWN SIMPLICITY

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, scrapbooking, and rural activities like hunting and fishing. Since almost 1 in 4 households is below poverty level, residents also keep their finances simple—paying bills in person and avoiding debt.

US Household // 2,305,000
Average Household Size // 2.25
Median Age // 40.0
Median Household Income // $27,000

+ 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.
- A majority, 51%, of homes are owner occupied. (Index 80).
- Median home value of $88,000 is about half the US median.
- Average rent is $600 (Index 62).
- This is an older market, with almost half of the householders aged 55 years or older, and predominantly single-person households (Index 139).

SMALL TOWN SIMPLICITY LifeMode Group • Hometown

+ MARKET PROFILE

(Consumer preferences are estimated from data by GfK MRI)

- Small Town Simplicity features a semirural lifestyle, complete with trucks (domestic, of course), ATVs, and vegetable gardens.
- Hunting, fishing, and target shooting are favorite pastimes.

- 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.

+ SOCIOECONOMIC TRAITS

- Education: 65% with high school diploma or some college.

- Unemployment higher at 11.9% (Index 138).

- Labor force participation lower at 51% (Index 81), which could result from lack of jobs or retirement.

- Income from wages and salaries (Index 82), Social Security (Index 142) or retirement (Index 112), increased by Supplemental Security Income (Index 203).

- 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.

+ 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.
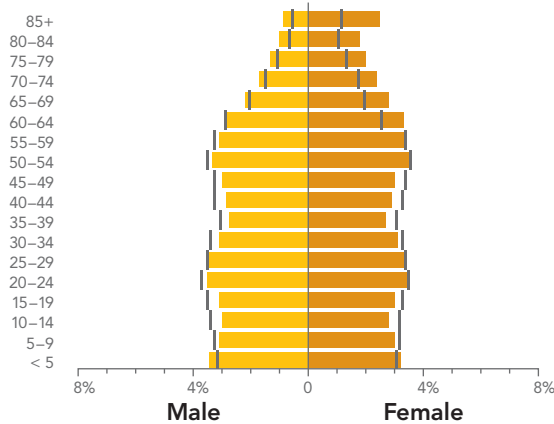
Typical Housing:
Single Family
Median Value:
$88,000
US Median: $177,000

SMALL TOWN SIMPLICITY LifeMode Group • Hometown

AGE BY SEX (Esri data)

Median Age: 40.0 US: 37.6

| 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
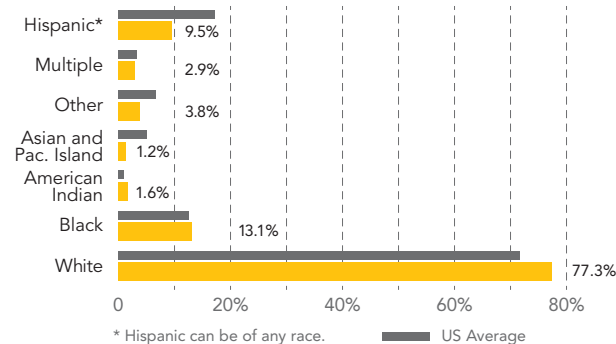15–19
10–14
5–9
< 5

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).
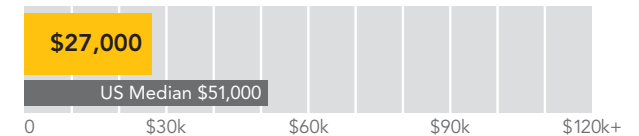
Diversity Index: 49.1 US: 62.1

Hispanic* — 9.5%
Multiple — 2.9%
Other — 3.8%
Asian and Pac. Island — 1.2%
American Indian — 1.6%
Black — 13.1%
White — 77.3%

0 20% 40% 60% 80%

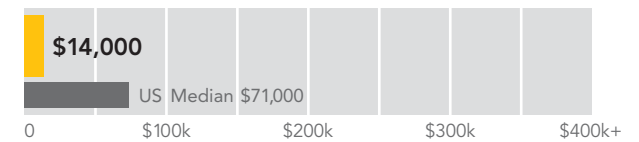* Hispanic can be of any race.   ▬ US Average

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.
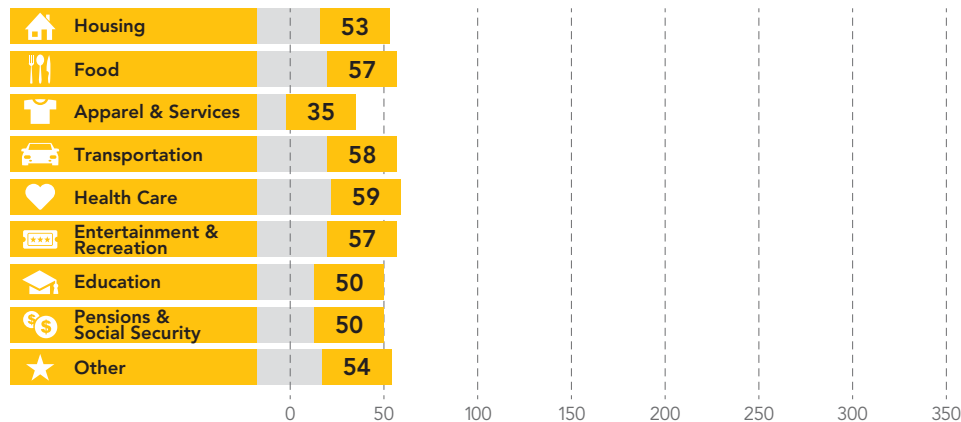
Median Household Income

$27,000

US Median $51,000

0 $30k $60k $90k $120k+

Median Net Worth

$14,000

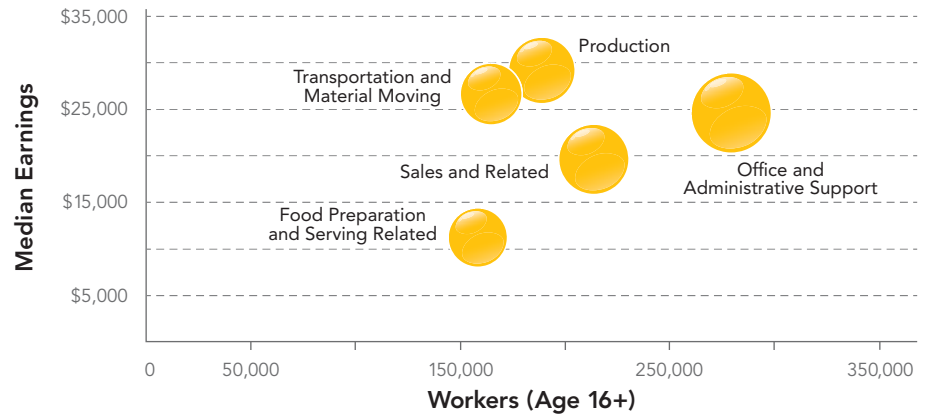US Median $71,000

0 $100k $200k $300k $400k+

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	53
🍴	Food	57
👕	Apparel & Services	35
🚗	Transportation	58
❤	Health Care	59
🎞	Entertainment & Recreation	57
📧	Education	50
💲	Pensions & Social Security	50
★	Other	54

0 50 100 150 200 250 300 350

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.

Median Earnings

$35,000
$25,000
$15,000
$5,000

Production
Transportation and Material Moving
Sales and Related
Office and Administrative Support
Food Preparation and Serving Related

0 50,000 150,000 250,000 350,000

Workers (Age 16+)

18

6E RURAL RESORT DWELLERS

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.

US Household // 1,215,000
Average Household Size // 2.21
Median Age // 52.4
Median Household Income // $46,000

+ OUR NEIGHBORHOOD

• Housing is owner-occupied, single-family homes, with some mobile homes. A strong market for second homes, these rural areas provide affordable homes valued at 8% less than the US median home value. 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.

+ MARKET PROFILE
(Consumer preferences are estimated from data by GfK MRI)

• 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—Animal Planet, Discovery Channel, and the DIY Network.

+ 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.

+ 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:
$163,000
US Median $177,000

AGE BY SEX (Esri data)

Median Age: 52.4 US: 37.6

| 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**

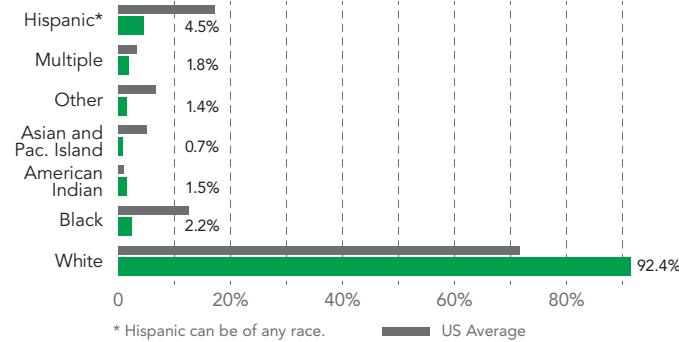## RACE AND ETHNICITY (Esri data)

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).
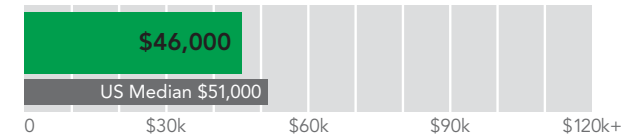
Diversity Index: 21.9 US: 62.1

Hispanic*	4.5%
Multiple	1.8%
Other	1.4%
Asian and Pac. Island	0.7%
American Indian	1.5%
Black	2.2%
White	92.4%

0   20%   40%   60%   80%

* Hispanic can be of any race.   ▬ US Average

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.
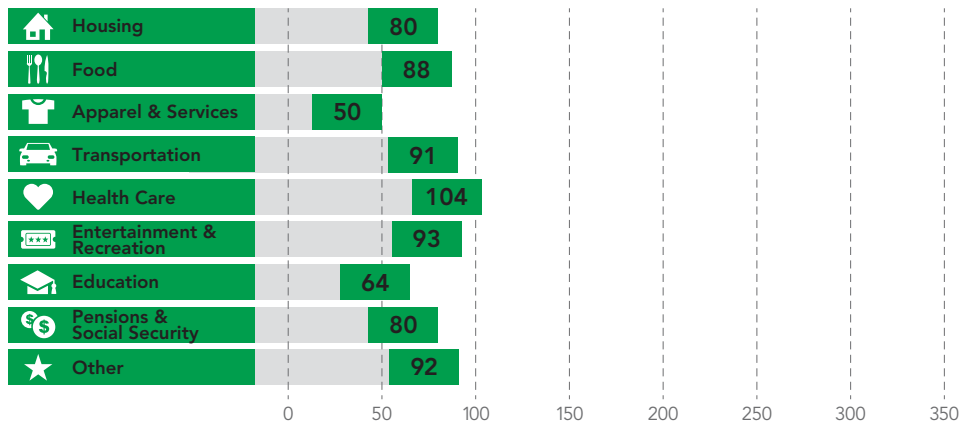
Median Household Income

$46,000

US Median $51,000

0    $30k $60k $90k $120k+

Median Net Worth

$129,000

US Median $71,000

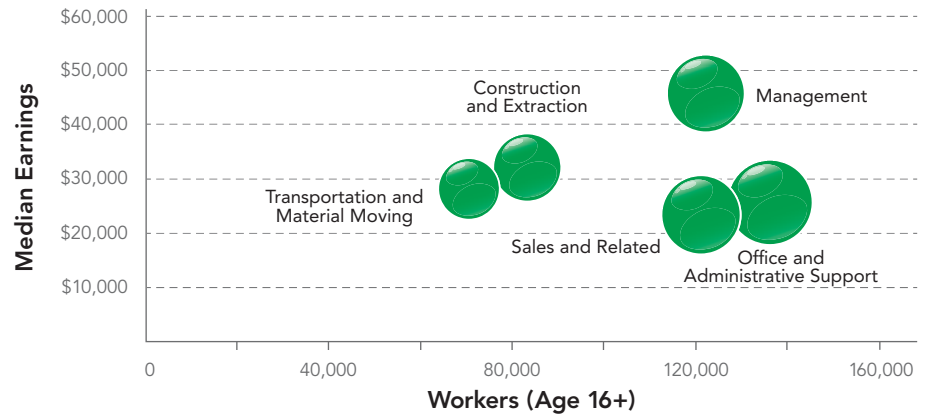0 $100k $200k $300k $400k+

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	80
🍴 Food	88
👕 Apparel & Services	50
🚗 Transportation	91
❤️ Health Care	104
🎬 Entertainment & Recreation	93
🎓 Education	64
💲 Pensions & Social Security	80
★ Other	92

0   50   100   150   200   250   300   350

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.

Median Earnings

$60,000
$50,000
$40,000
$30,000
$20,000
$10,000

Construction and Extraction
Management
Transportation and Material Moving
Sales and Related
Office and Administrative Support

0   40,000   80,000   120,000   160,000

Workers (Age 16+)

ABOUT THE RETAIL COACH

The Retail Coach, LLC, is a national retail analytics and locational intelligence firm that specializes in all aspects of retail market analyses and recruitment, from "macro to micro" trade area assessment to actively recruiting retailers on behalf of our clients.

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.

Retail360®

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide demographics and trend data with real-world, "on-the-ground" data gathered through extensive visits within 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 helps assure our clients that they are receiving the latest and best information for their retail recruitment efforts—all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail360® 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.

C. Kelly Cofer
President & CEO
The Retail Coach, LLC

The Retail Coach –
"*It's not about data. It's about your success.*"

ACKNOWLEDGEMENTS

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.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Nielsen 2015/2016, ESRI 2015, U.S. Census Bureau, Economy.com, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics.

To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model.

Mapping data is provided by MapInfo, Nielsen, ESRI and/or Microsoft Corporation.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

(R)TheRetailCoach® P.O. Box 7272 | Tupelo, MS 38802 | 800.851.0962 | info@theretailcoach.net | www.theretailcoach.net

23