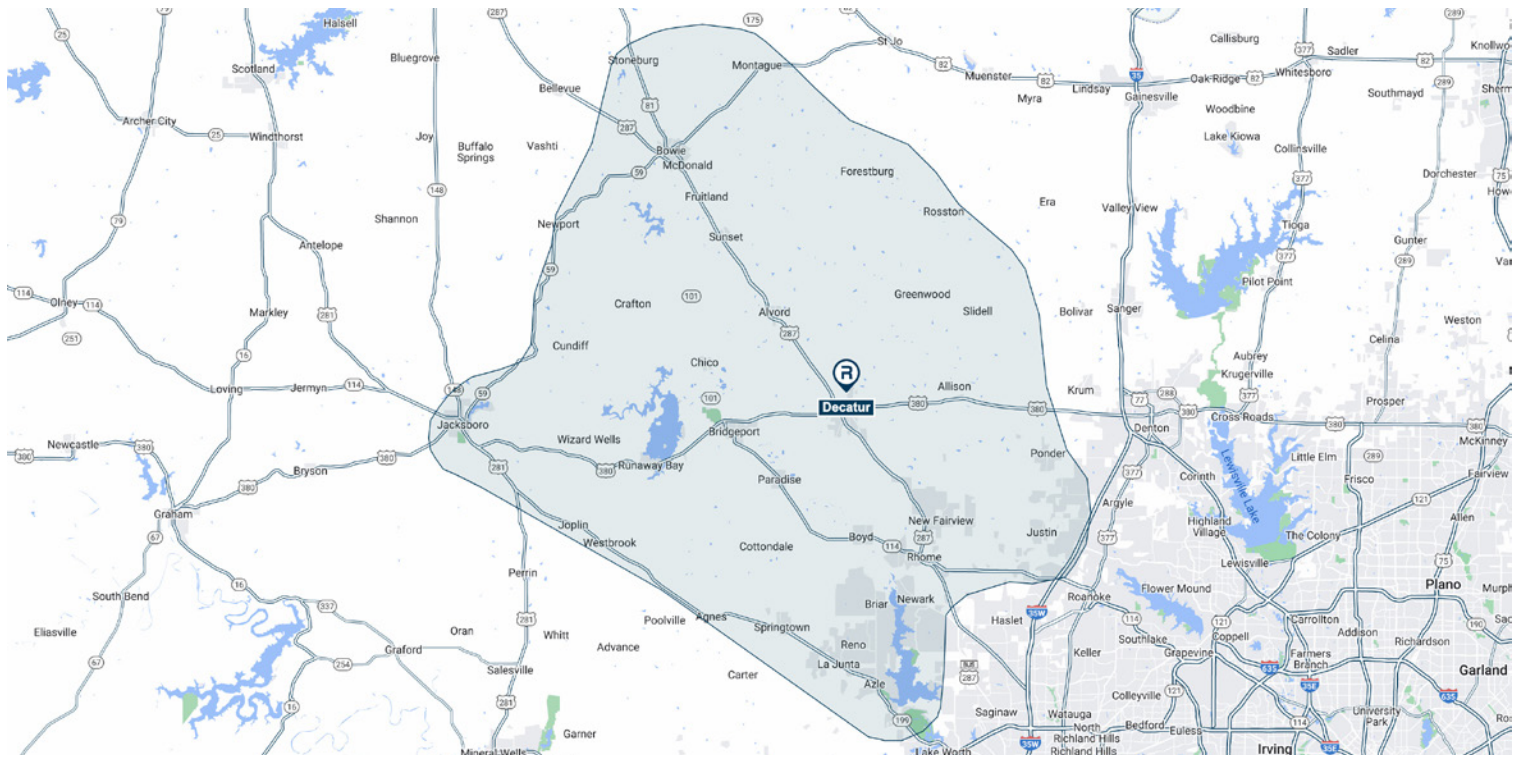# Retail Trade Area Psychographic Profile

DECATUR, TEXAS

Prepared for Decatur Economic Development Corporation
June 2023

Retail Trade Area • Demographic Snapshot

Decatur, Texas

Population

2020	186,636
2023	200,187
2028	215,800

Educational Attainment (%)

Graduate or Professional Degree	6.33%
Bachelors Degree	16.55%
Associate Degree	9.19%
Some College	24.42%
High School Graduate (GED)	31.15%
Some High School, No Degree	7.87%
Less than 9th Grade	4.49%

Income

Average HH	$111,282
Median HH	$87,143
Per Capita	$40,298

Age

0 - 9 Years	11.93%
10 - 17 Years	10.85%
18 - 24 Years	8.23%
25 - 34 Years	11.68%
35 - 44 Years	12.48%
45 - 54 Years	12.77%
55 - 64 Years	13.94%
65 and Older	18.13%
Median Age	40.91
Average Age	40.59

Race Distribution (%)

White	78.16%
Black/African American	1.96%
American Indian/Alaskan	0.92%
Asian	0.99%
Native Hawaiian/Islander	0.08%
Other Race	6.37%
Two or More Races	11.53%
Hispanic	18.40%

DEDC
DECATUR ECONOMIC DEVELOPMENT CORP.

Kevin Holzbog
Decatur Economic Development Corporation
Executive Director

203 W. Walnut Suite 102
Decatur, Texas 76234

Phone   940.393.0350
Cell   903.624.6354
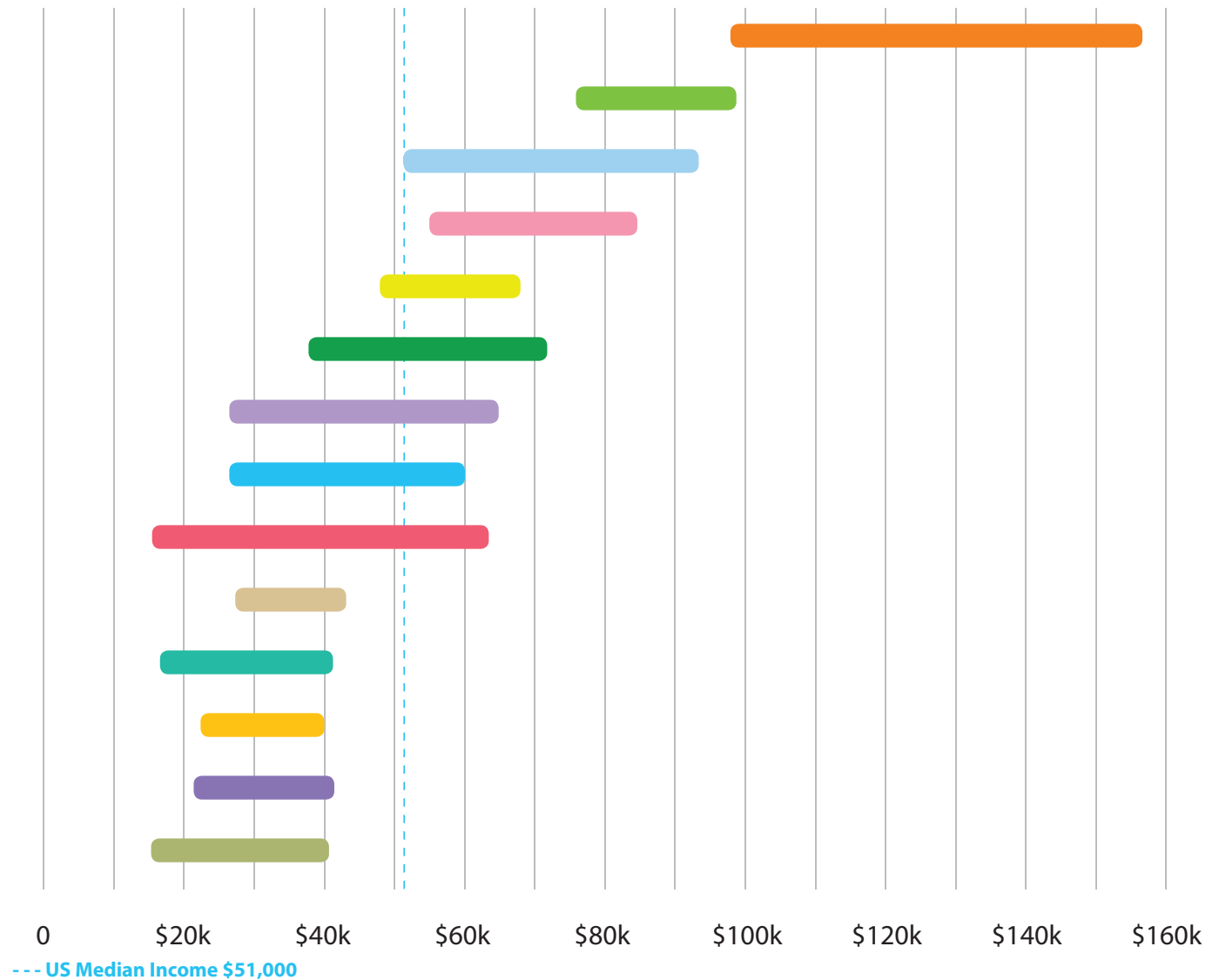kholzbog@decatur-edc.com
www.decaturtx.org

Aaron Farmer
The Retail Coach, LLC
President

Office   662.844.2155
Cell   662.231.0608
AFarmer@theretailcoach.net
www.TheRetailCoach.net

The Retail Coach

Income Range of Lifemode Summary Groups

Decatur, Texas

| | 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
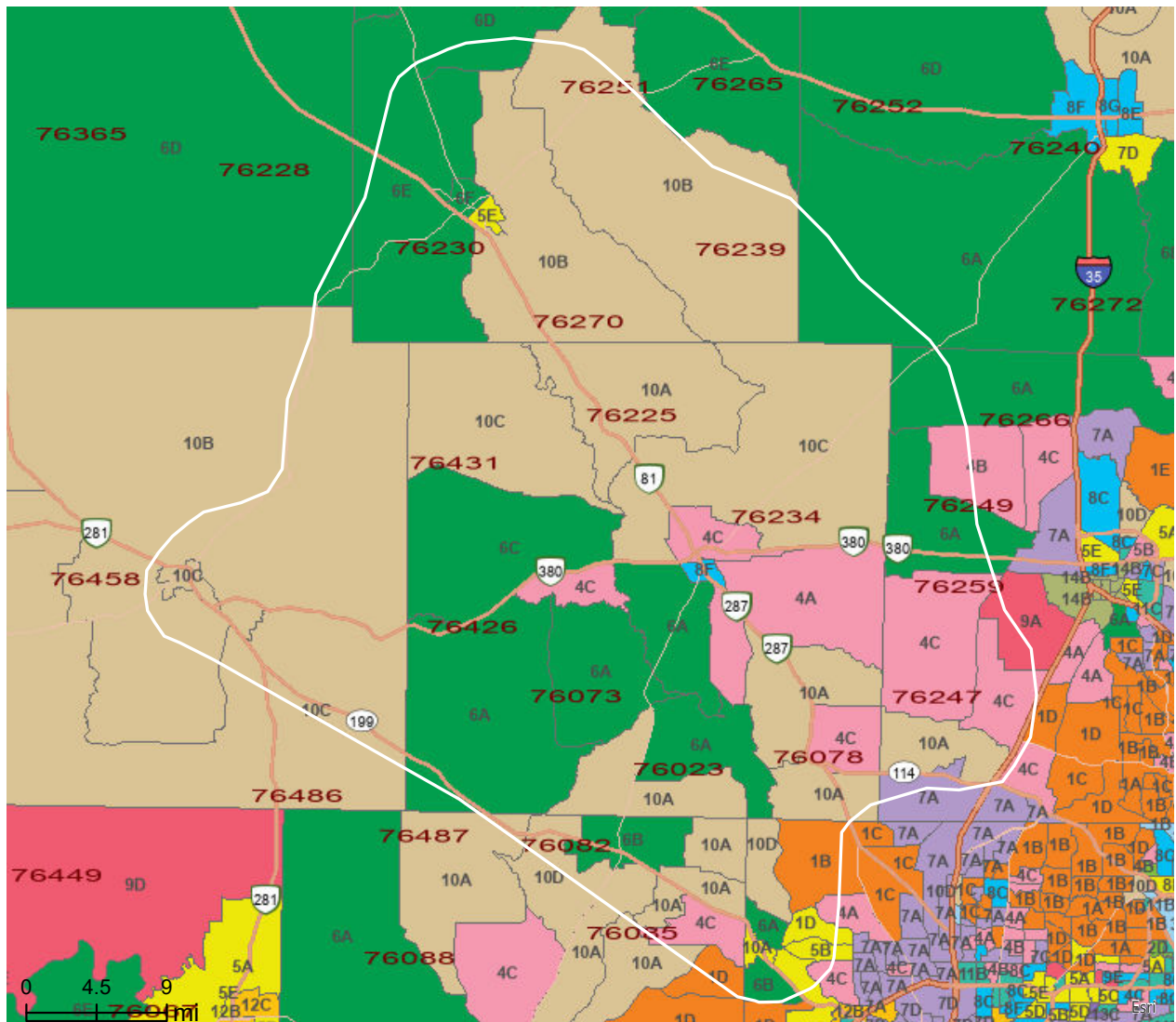Urban denizens; young, diverse,
hardworking families

+ L14 SCHOLARS AND PATRIOTS
College campuses and military neighborhoods

TheRetailCoach

Retail Trade Area • Lifemode Summary Groups Map
Decatur, 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,
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College campuses and military neighborhoods

Retail Trade Area • Top Tapestry Segments

Decatur, Texas

+ 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

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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	Southern Satellites (10A)	22.3%	22.3%	3.1%	3.1%	717
2	Middleburg (4C)	17.5%	39.8%	3.1%	6.2%	566
3	Green Acres (6A)	15.7%	55.5%	3.3%	9.5%	479
4	Economic BedRock (10C)	5.2%	60.7%	0.6%	10.1%	900
5	Workday Drive (4A)	5.1%	65.8%	3.1%	13.1%	167
	Subtotal	65.8%		13.2%		
6	Salt of the Earth (6B)	4.6%	70.4%	2.8%	15.9%	164
7	Rooted Rural (10B)	4.2%	74.6%	1.8%	17.8%	229
8	Up and Coming Families (7A)	4.0%	78.7%	2.8%	20.6%	142
9	Heartland Communities (6F)	2.9%	81.5%	2.2%	22.8%	130
10	Silver & Gold (9A)	2.6%	84.1%	0.8%	23.6%	321
	Subtotal	18.3%		10.4%		
11	The Great Outdoors (6C)	2.5%	86.6%	1.6%	25.2%	162
12	Down the Road (10D)	2.4%	89.0%	1.2%	26.3%	205
13	Savvy Suburbanites (1D)	1.9%	90.9%	3.0%	29.3%	63
14	Professional Pride (1B)	1.4%	92.3%	1.6%	30.9%	85
15	In Style (5B)	1.2%	93.5%	2.2%	33.2%	54
	Subtotal	9.4%		9.6%		
16	Rustbelt Traditions (5D)	1.0%	94.5%	2.1%	35.3%	49
17	Midlife Constants (5E)	1.0%	95.5%	2.4%	37.7%	43
18	Traditional Living (12B)	0.9%	96.5%	1.9%	39.6%	50
19	Old and Newcomers (8F)	0.8%	97.3%	2.3%	41.9%	36
20	Rural Resort Dwellers (6E)	0.8%	98.1%	1.0%	42.9%	76
	Subtotal	4.5%		9.7%		
	Total	98.1%		42.9%		229

TheRetailCoach

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.

AGE BY SEX (Esri data)
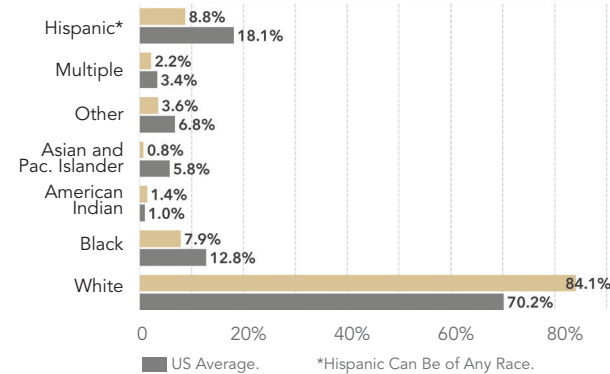
Median Age: 40.3 US: 38.2

■ Indicates US
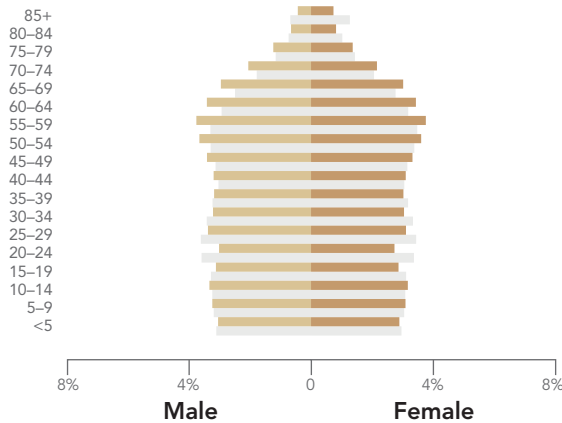
Male   Female

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).
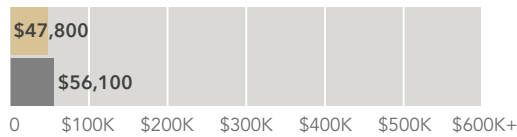
Diversity Index: 40.1 US: 64.0

Group	%	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%

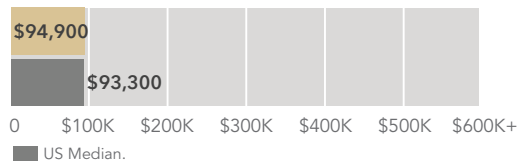■ US Average.   *Hispanic Can Be of Any Race.

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

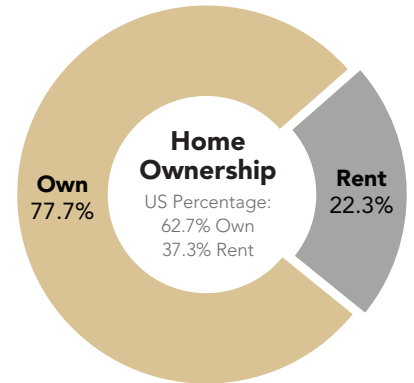0 $100K $200K $300K $400K $500K $600K+

■ 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.
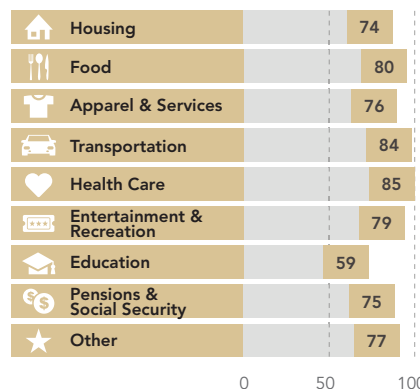
Typical Housing:
Single Family;
Mobile Homes

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.
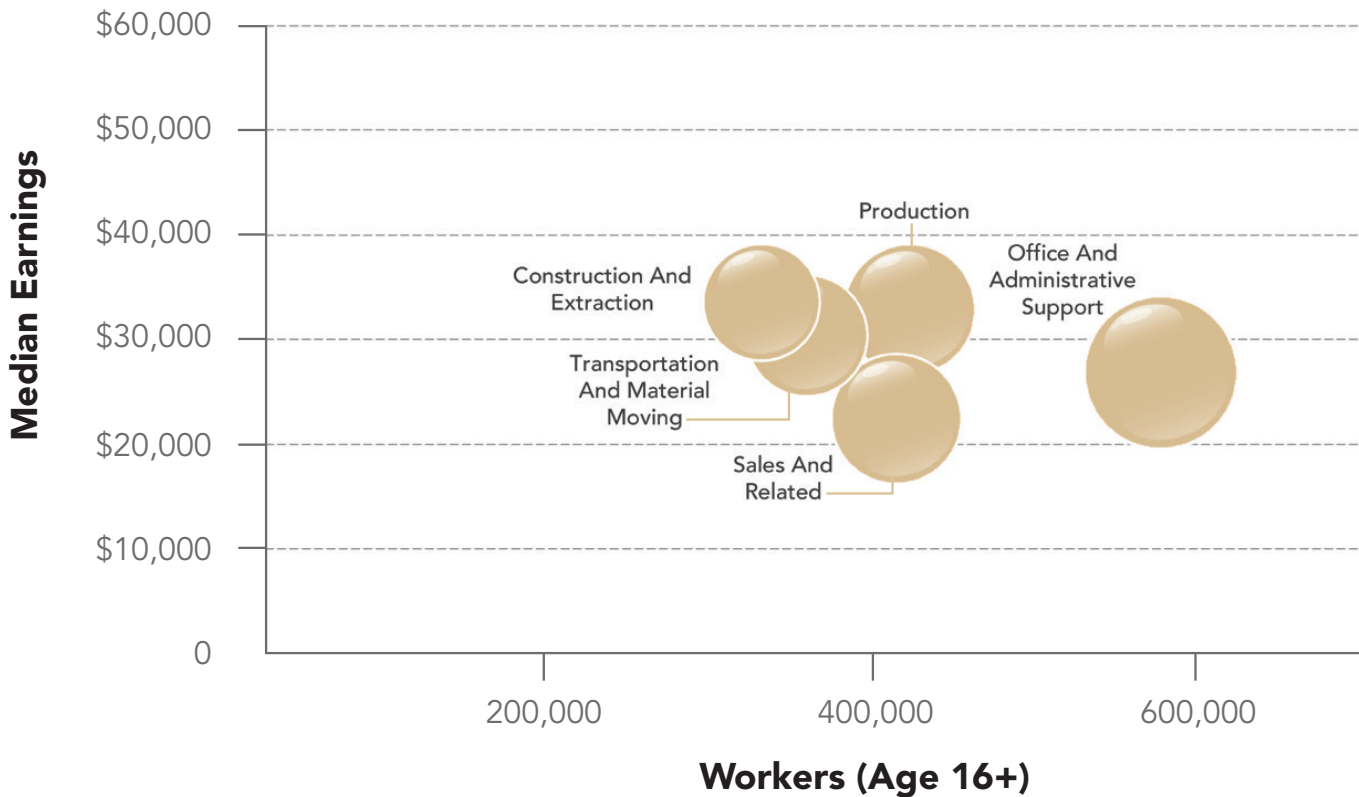
4C LifeMode Group: Family Landscapes
Middleburg

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)
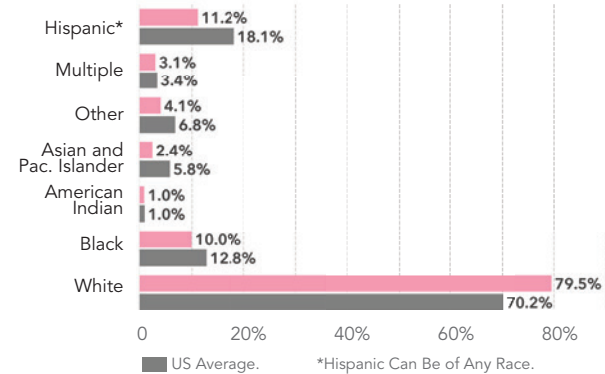
Median Age: 36.1 US: 38.2

■ Indicates US
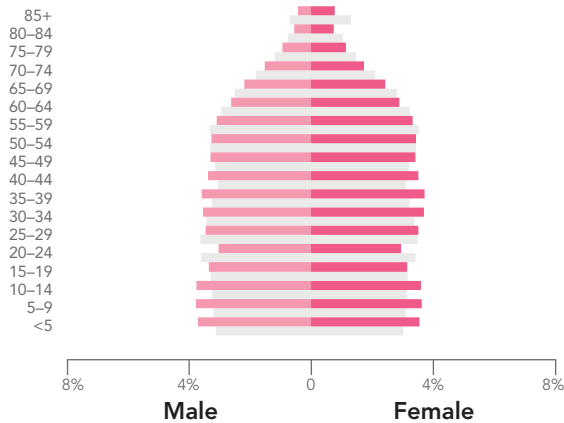
Male   Female

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).
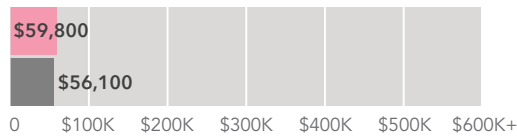
Diversity Index: 48.5 US: 64.0

Group	Value	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%

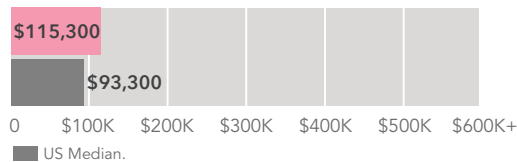■ US Average.   *Hispanic Can Be of Any Race.

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.
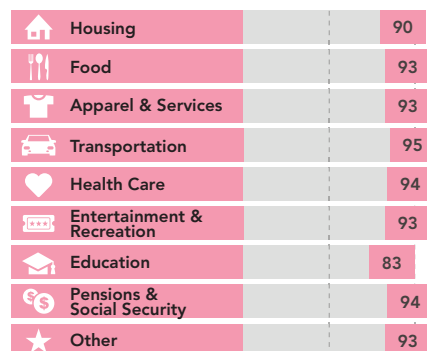
Typical Housing:
Single Family

Median Value:
$175,000

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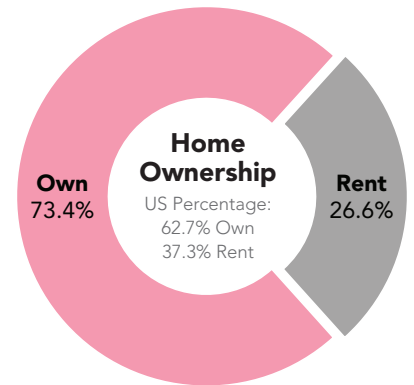
Home Ownership
US Percentage: 62.7% Own 37.3% Rent

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.
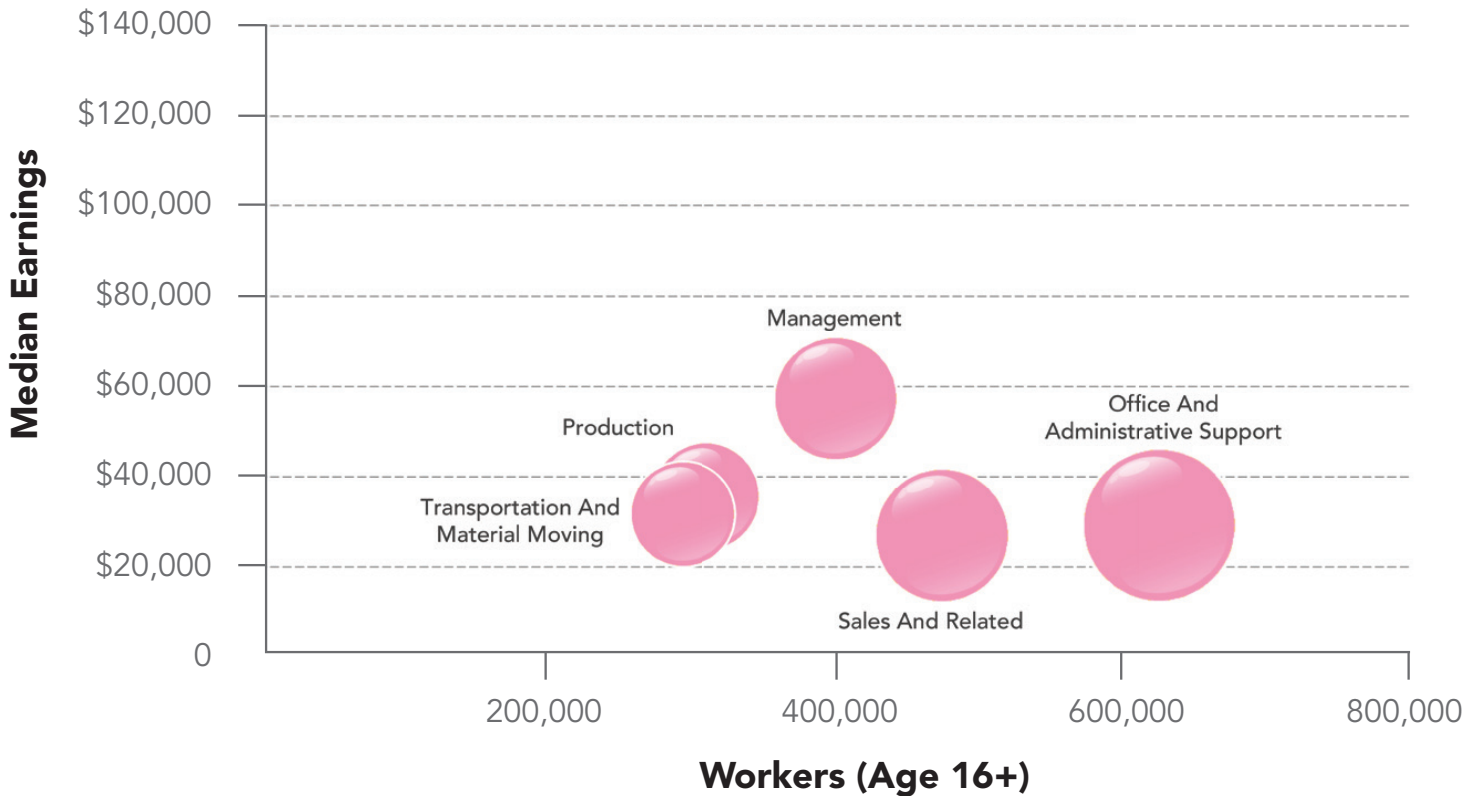
6A LifeMode Group: Cozy Country Living
Green Acres

US Households: 3,923,400
Average Household Size: 2.70

Median Age: 43.9
Median Household Income: $76,800

WHO ARE WE?

The Green Acres lifestyle features country living and self-reliance. They are avid do-it-yourselfers, maintaining and remodeling their homes, with all the necessary power tools to accomplish the jobs. Gardening, especially growing vegetables, is also a priority, again with the right tools, tillers, tractors, and riding mowers. Outdoor living also features a variety of sports: hunting and fishing, motorcycling, hiking and camping, and even golf. Self-described conservatives, residents of Green Acres remain pessimistic about the near future yet are heavily invested in it.

OUR NEIGHBORHOOD

- Rural enclaves in metropolitan areas, primarily (not exclusively) older homes with acreage; new housing growth in the past 15 years.
- Single-family, owner-occupied housing, with a median value of $235,500.
- An older market, primarily married couples, most with no children.

SOCIOECONOMIC TRAITS

- Education: More than 60% are college educated.
- Unemployment is low at 3.8% (Index 70); labor force participation rate is high at 66.8% (Index 107).
- Income is derived not only from wages and salaries but also from self-employment (more than 13% of households), investments (27% of households), and increasingly, from retirement.
- They are cautious consumers with a focus on quality and durability.
- Comfortable with technology, more as a tool than a trend: banking or paying bills online is convenient; but the Internet is not viewed as entertainment.
- Economic outlook is professed as pessimistic, but consumers are comfortable with debt, primarily as home and auto loans, and investments.

6A LifeMode Group: Cozy Country Living
Green Acres

AGE BY SEX (Esri data)

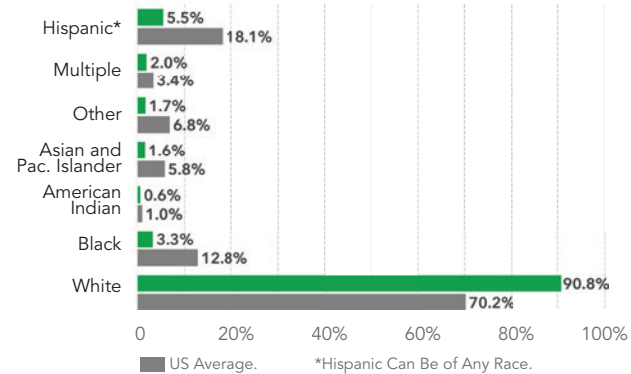### Median Age: 43.9 US: 38.2

■ 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).
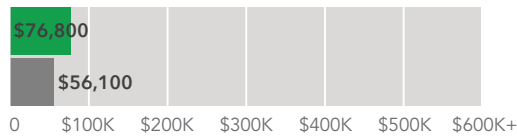
Diversity Index: 26.0 US: 64.0

	Group	%
Hispanic*	5.5%	18.1%
Multiple	2.0%	3.4%
Other	1.7%	6.8%
Asian and Pac. Islander	1.6%	5.8%
American Indian	0.6%	1.0%
Black	3.3%	12.8%
White	90.8%	70.2%

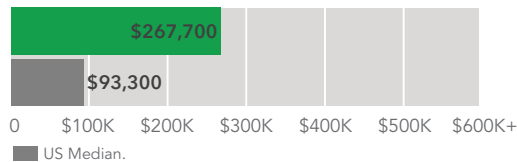■ US Average.   *Hispanic Can Be of Any Race.

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

$76,800
$56,100

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

Median Net Worth

$267,700
$93,300

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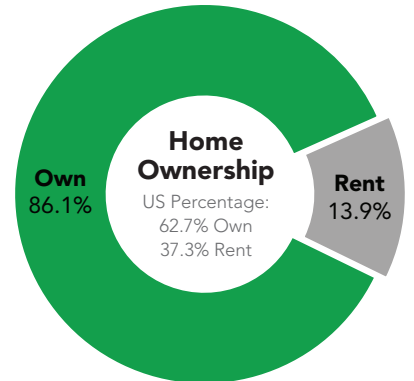
■ US Median.

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.
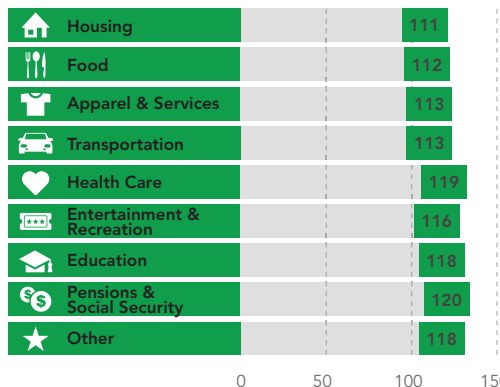
Typical Housing:
Single Family

Median Value:
$235,500
US Median: $207,300

Home Ownership
Own 86.1%
Rent 13.9%
US Percentage: 62.7% Own 37.3% Rent

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	111
Food	112
Apparel & Services	113
Transportation	113
Health Care	119
Entertainment & Recreation	116
Education	118
Pensions & Social Security	120
Other	118

0 50 100 150 200 250 300 350

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6A LifeMode Group: Cozy Country Living
Green Acres

Market Profile

- Purchasing choices reflect Green Acres' residents country life, including a variety of vehicles from trucks and SUVs to ATVs and motorcycles, preferably late model.
- Homeowners favor DIY home improvement projects and gardening.
- Media of choice are provided by satellite service, radio, and television, also with an emphasis on country and home and garden.
- Green Acres residents pursue physical fitness vigorously, from working out on home exercise equipment to playing a variety of sports.
- Residents are active in their communities and a variety of social organizations, from charitable to veterans' clubs.

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.
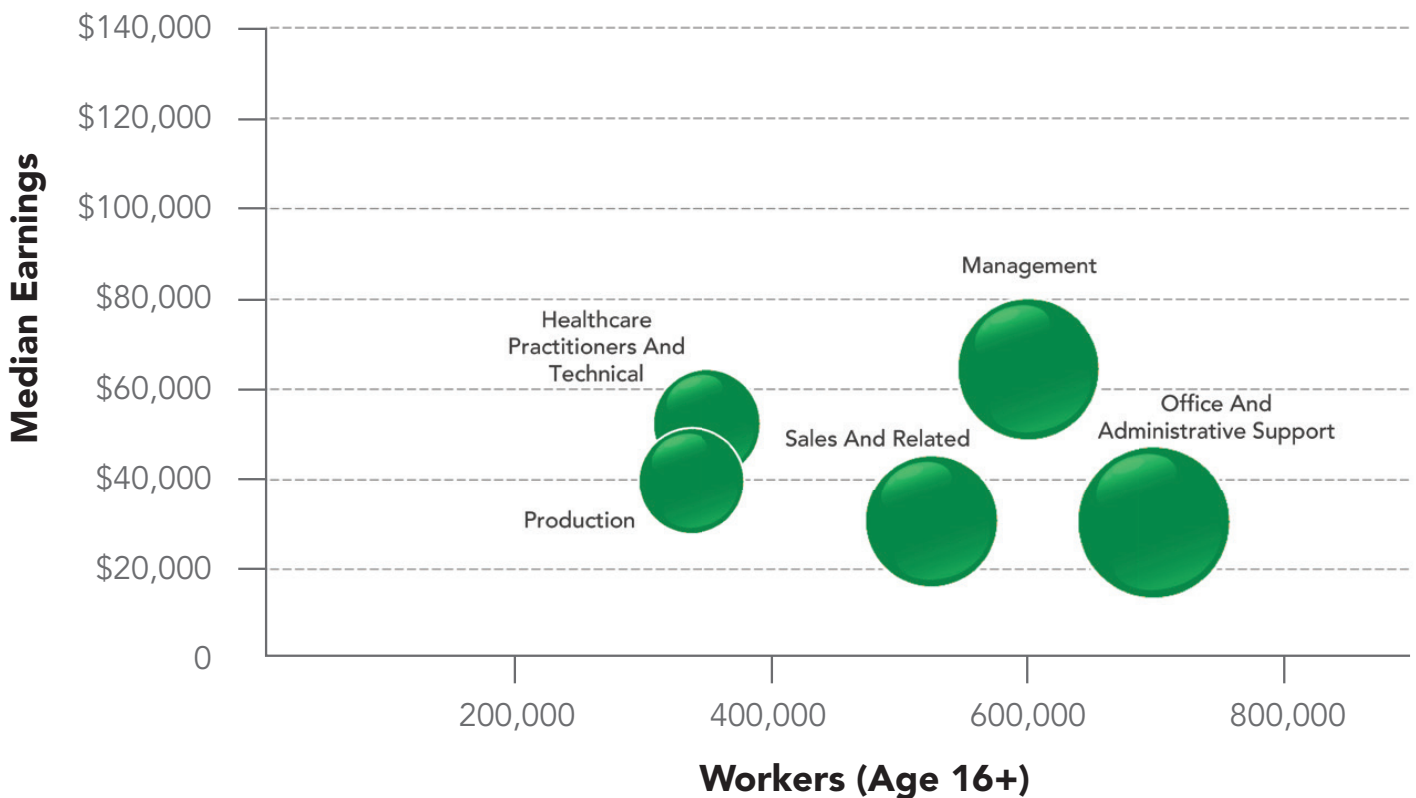
10C LifeMode Group: Rustic Outposts
Diners & Miners

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.
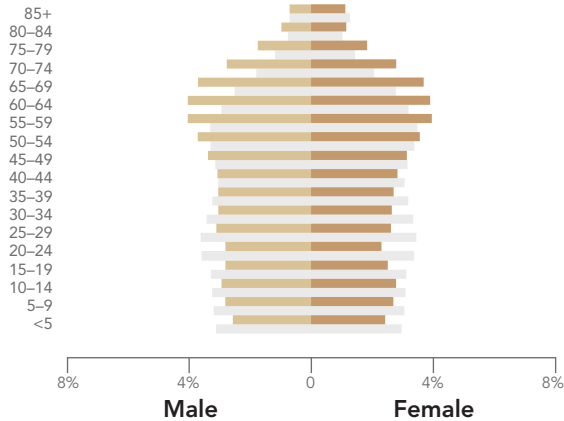- Budgeted vacations are taken within the US, not abroad.

The **Retail** Coach.

10C LifeMode Group: Rustic Outposts
Diners & Miners

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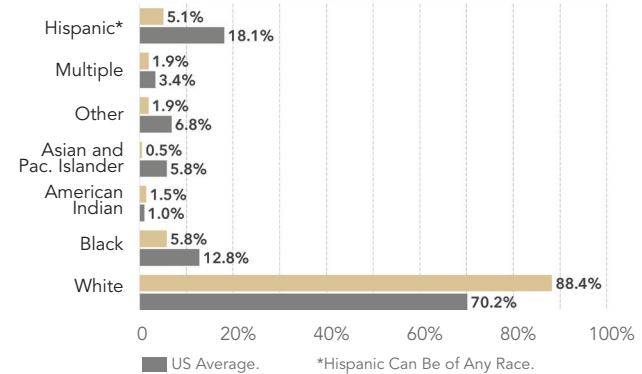
Median Age: 45.2 US: 38.2

■ 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).
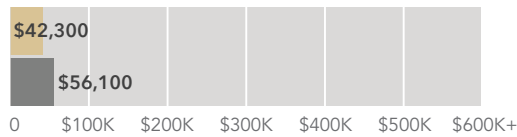
Diversity Index: 29.2 US: 64.0

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%

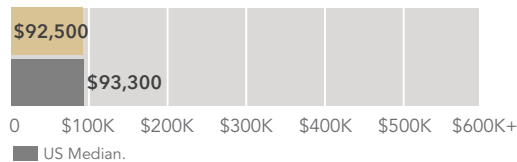■ US Average.   *Hispanic Can Be of Any Race.

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

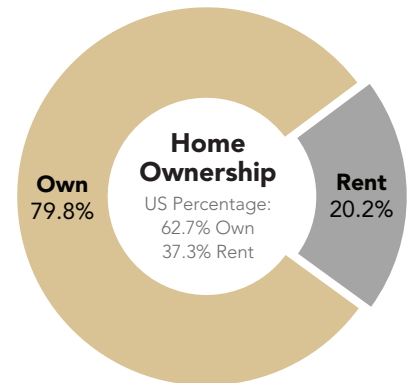0 $100K $200K $300K $400K $500K $600K+

■ 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.
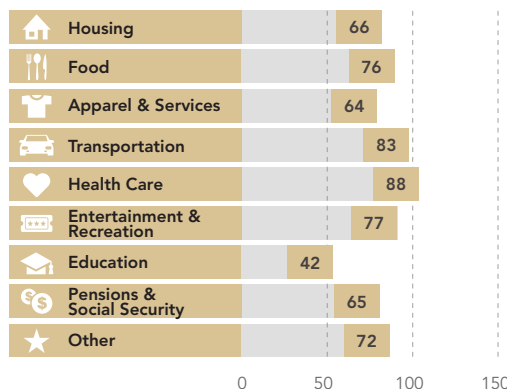
Typical Housing:
Single Family; Mobile Homes

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

TheRetailCoach.

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.
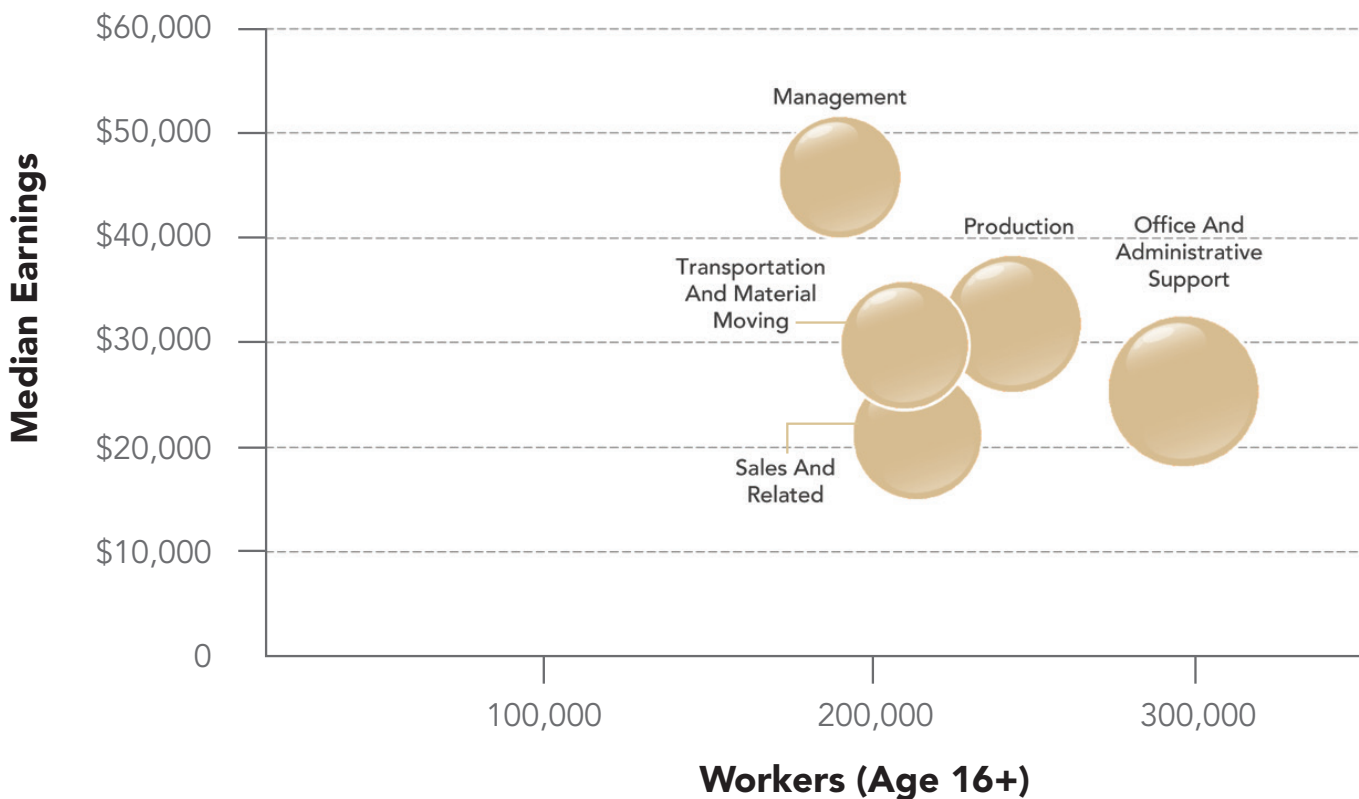
4A LifeMode Group: Family Landscapes
Soccer Moms

US Households: 3,541,300
Average Household Size: 2.97
Median Age: 37.0
Median Household Income: $90,500

WHO ARE WE?

Soccer Moms is an affluent, family-oriented market with a country flavor. Residents are partial to new housing away from the bustle of the city but close enough to commute to professional job centers. Life in this suburban wilderness offsets the hectic pace of two working parents with growing children. They favor time-saving devices, like banking online or housekeeping services, and family-oriented pursuits.

OUR NEIGHBORHOOD

- Soccer Moms residents prefer the suburban periphery of metropolitan areas.
- Predominantly single family, homes are in newer neighborhoods, 34% built in the 1990s (Index 236), 31% built since 2000.
- Owner-occupied homes have high rate of mortgages at 68% (Index 164), and low rate vacancy at 4%.
- Median home value is $257,400.
- Most households are married couples with children; average household size is 2.97.
- Most households have 2 or 3 vehicles; long travel time to work including a disproportionate number commuting from a different county (Index 132).

SOCIOECONOMIC TRAITS

- Education: 40.5% college graduates; more than 72% with some college education.
- Low unemployment at 3.8%; high labor force participation rate at 71%; 2 out of 3 households include 2+ workers (Index 124).
- Connected, with a host of wireless devices from iPods to tablets—anything that enables convenience, like banking, paying bills, or even shopping online.
- Well insured and invested in a range of funds, from savings accounts or bonds to stocks.
- Carry a higher level of debt, including first (Index 149) and second mortgages (Index 154) and auto loans (Index 149).
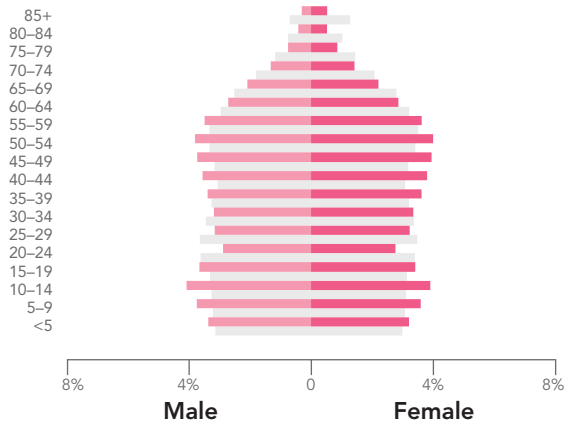
4A LifeMode Group: Family Landscapes
Soccer Moms

AGE BY SEX (Esri data)

Median Age: 37.0 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
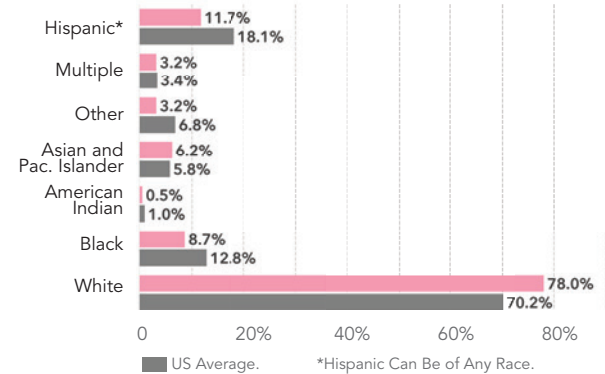
X-axis: 8%   4%   0   4%   8%

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).
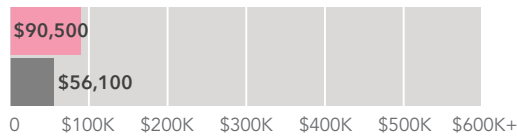
Diversity Index: 50.8 US: 64.0

- Hispanic*: 11.7% / 18.1%
- Multiple: 3.2% / 3.4%
- Other: 3.2% / 6.8%
- Asian and Pac. Islander: 6.2% / 5.8%
- American Indian: 0.5% / 1.0%
- Black: 8.7% / 12.8%
- White: 78.0% / 70.2%

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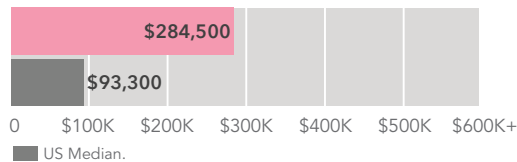
■ US Average.   *Hispanic Can Be of Any Race.

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

$90,500
$56,100

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

Median Net Worth

$284,500
$93,300

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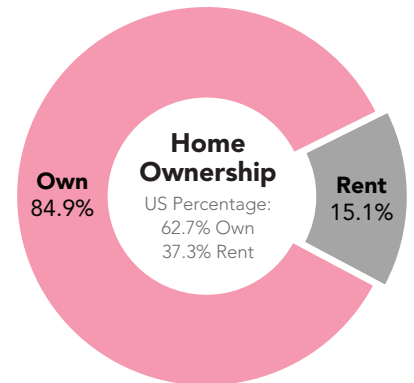
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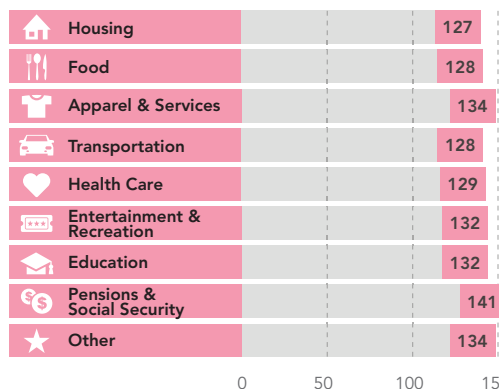

Typical Housing:
Single Family

Median Value:
$257,400

US Median: $207,300

Home Ownership
US Percentage: 62.7% Own 37.3% Rent

Own 84.9%   Rent 15.1%

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	127
Food	128
Apparel & Services	134
Transportation	128
Health Care	129
Entertainment & Recreation	132
Education	132
Pensions & Social Security	141
Other	134

X-axis: 0   50   100   150   200   250   300   350

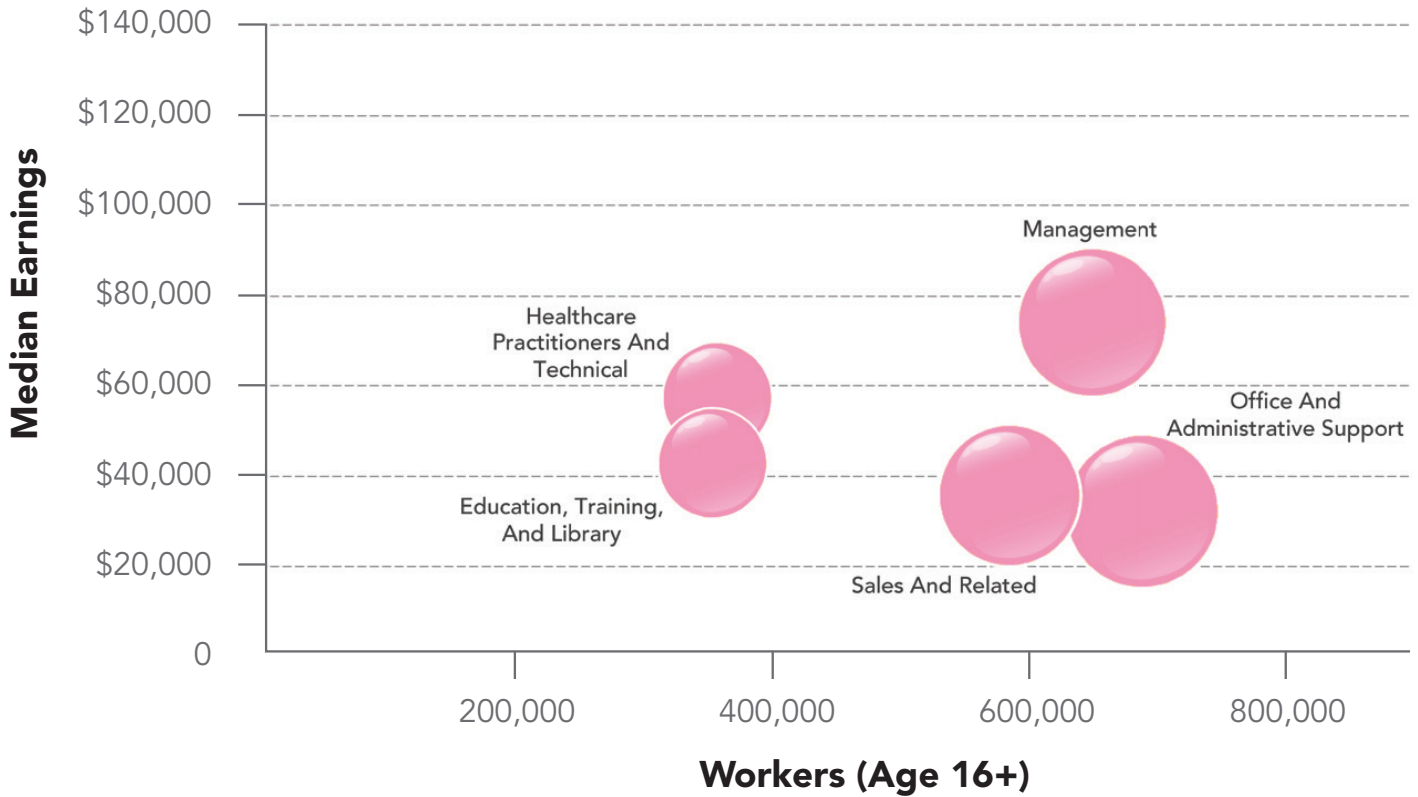The**Retail**Coach.

4A LifeMode Group: Family Landscapes
Soccer Moms

Market Profile

- Most households own at least 2 vehicles; the most popular types are minivans and SUVs.
- Family-oriented purchases and activities dominate, like 4+ televisions (Index 154), movie purchases or rentals, children's apparel and toys, and visits to theme parks or zoos.
- Outdoor activities and sports are characteristic of life in the suburban periphery. They attend sporting events, as well as participate in them like bicycling, jogging, golfing, and boating.
- Home maintenance services are frequently contracted, but these families also like their gardens and own the tools for minor upkeep, like lawn mowers, trimmers, and blowers.

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.

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 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" 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.

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, Environics Analytics, ESRI, U.S. Census Bureau, Economy.com, Placer.AI, 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 Google, Nielsen, ESRI and/or Microsoft Corporation.

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