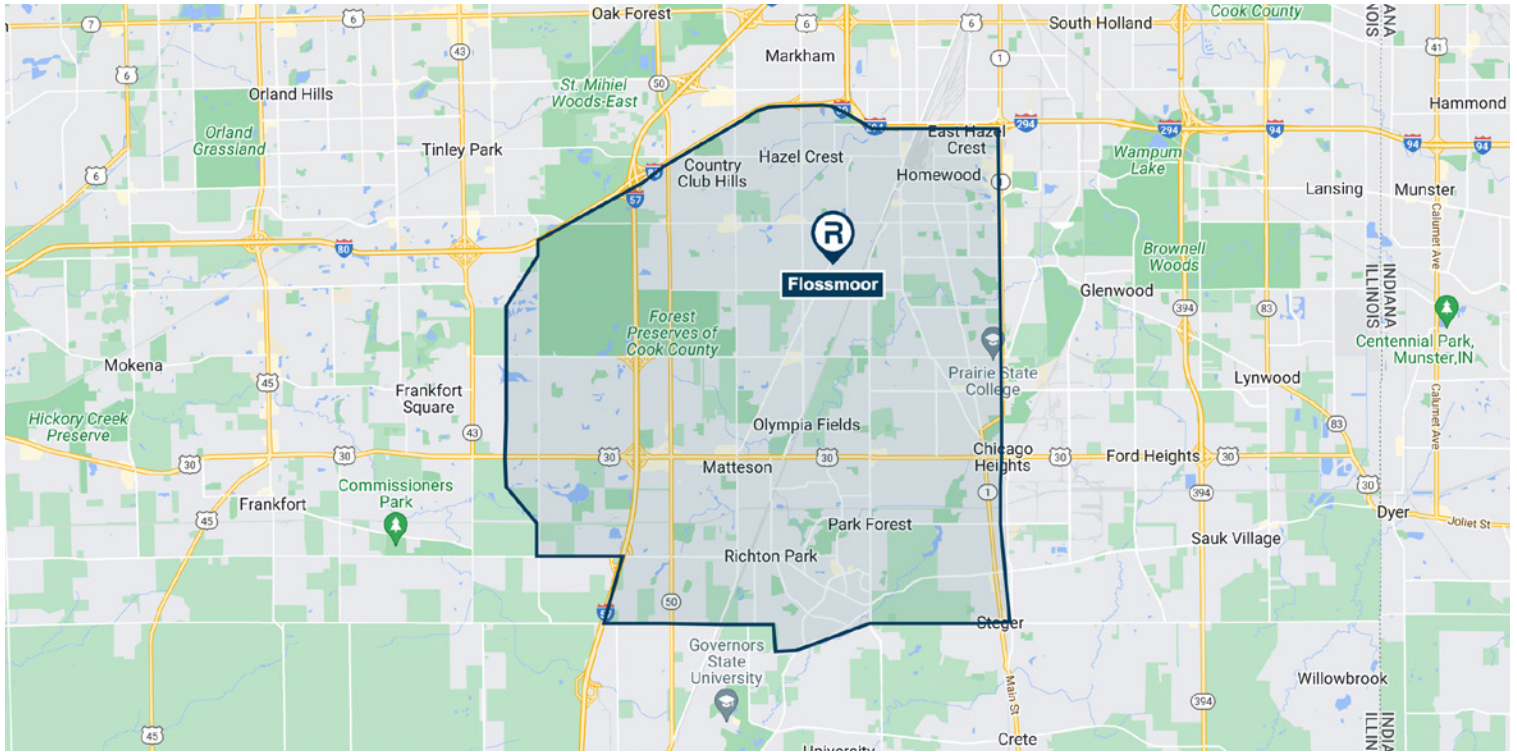# The**Retail**Coach®

Primary Retail Trade Area Psychographic Profile

FLOSSMOOR, ILLINOIS

Prepared for Village of Flossmoor
Village Manager's Office
January 2024

Primary Retail Trade Area • Demographic Snapshot
Flossmoor, Illinois

Population

2023	140,501

Educational Attainment (%)

Graduate or Professional Degree	13.74%
Bachelors Degree	18.88%
Associate Degree	8.71%
Some College	26.99%
High School Graduate (GED)	24.24%
Some High School, No Degree	4.32%
Less than 9th Grade	3.12%

Income

Average HH	$93,653
Median HH	$73,707
Per Capita	$35,642

Age

0 - 9 Years	11.23%
10 - 17 Years	10.07%
18 - 24 Years	8.57%
25 - 34 Years	14.14%
35 - 44 Years	12.06%
45 - 54 Years	12.11%
55 - 64 Years	13.14%
65 and Older	18.69%
Median Age	39.87
Average Age	40.81

Race Distribution (%)

White	18.58%
Black/African American	65.85%
American Indian/Alaskan	0.46%
Asian	0.94%
Native Hawaiian/Islander	0.05%
Other Race	7.10%
Two or More Races	7.03%
Hispanic	13.14%

FLOSSMOOR

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Director of Building & Zoning
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Direct   708.335.5415
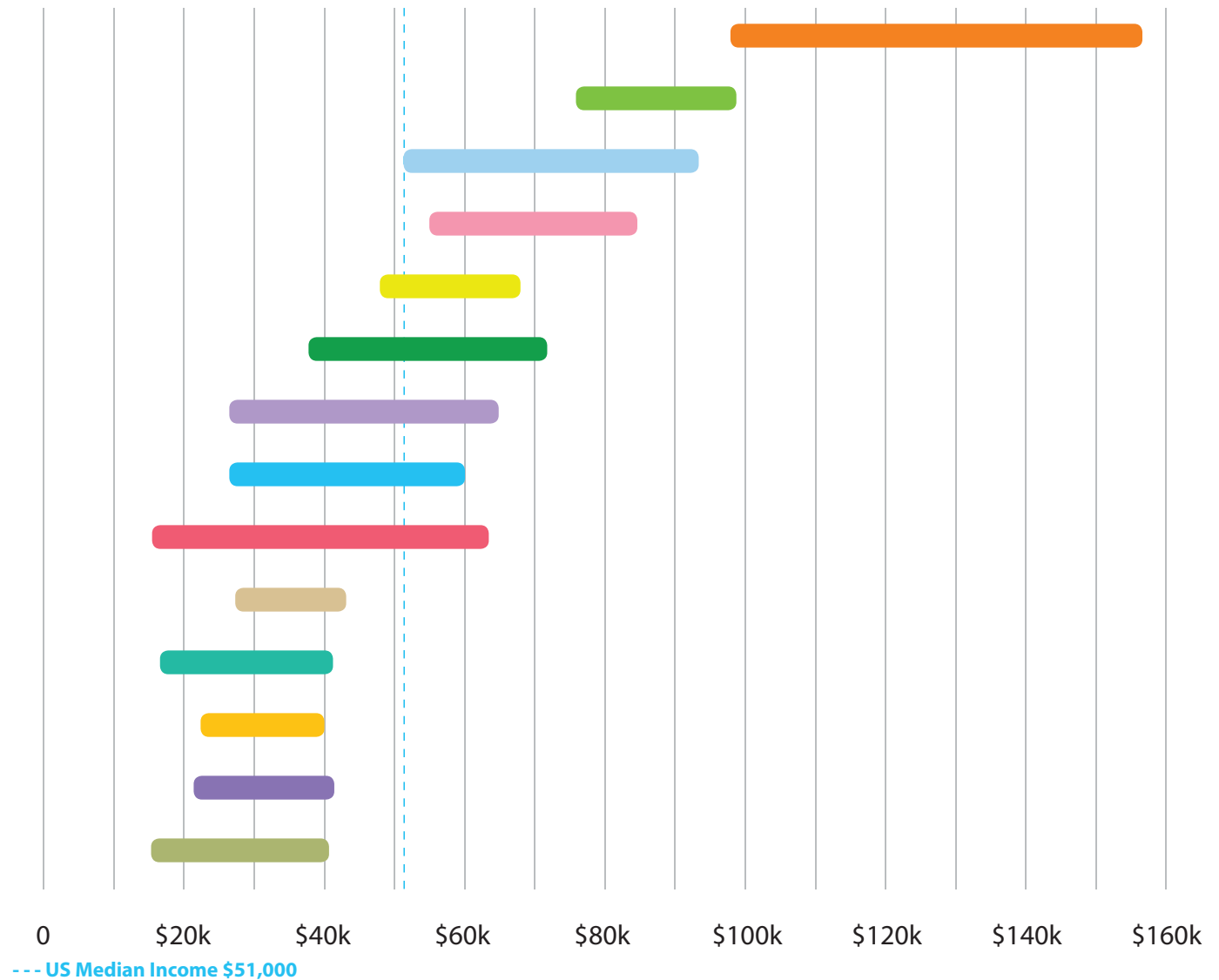Fax   708.335.5490
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TheRetailCoach.

Income Range of Lifemode Summary Groups

Flossmoor, Illinois

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
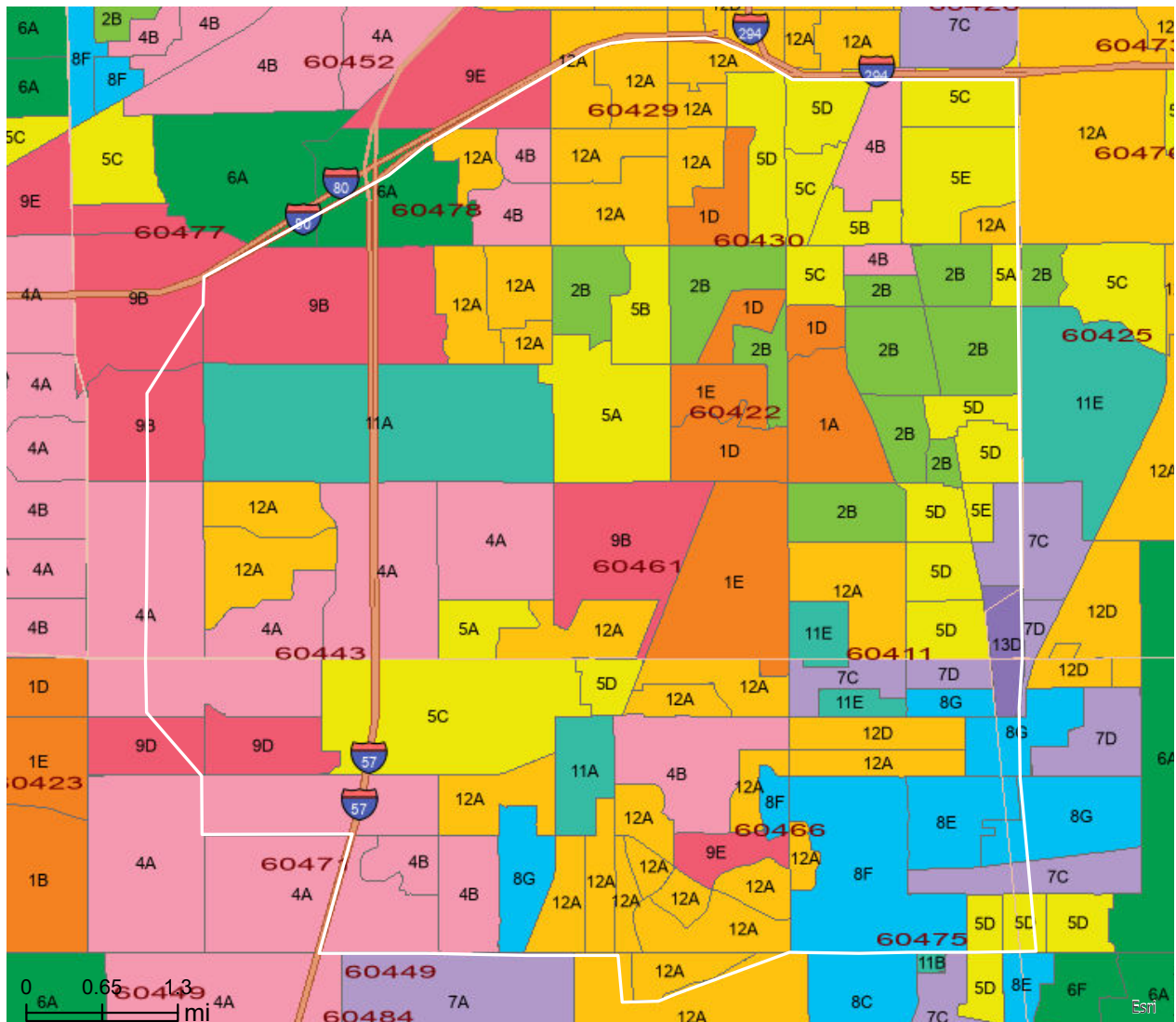Urban denizens; young, diverse,
hardworking families

+ L14 SCHOLARS AND PATRIOTS
College campuses and military neighborhoods

TheRetailCoach

Primary Retail Trade Area • Lifemode Summary Groups Map
Flossmoor, Illinois

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

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Prosperous, married couples
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Primary Retail Trade Area • Top Tapestry Segments

Flossmoor, Illinois

+ 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
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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	Family Foundations (12A)	31.2%	31.2%	1.0%	1.0%	3024
2	Pleasantville (2B)	10.3%	41.5%	2.1%	3.1%	489
3	Workday Drive (4A)	7.0%	48.5%	3.1%	6.2%	227
4	Home Improvement (4B)	6.8%	55.3%	1.7%	7.9%	402
5	Rustbelt Traditions (5D)	6.7%	62.0%	2.1%	10.0%	313
	Subtotal	62.0%		10.0%		
6	Parks and Rec (5C)	3.8%	65.7%	2.0%	12.0%	194
7	Hometown Heritage (8G)	3.1%	68.9%	1.2%	13.2%	269
8	Savvy Suburbanites (1D)	3.1%	72.0%	3.0%	16.1%	105
9	Comfortable Empty Nesters (5A)	2.9%	74.9%	2.4%	18.6%	118
10	City Strivers (11A)	2.8%	77.7%	0.8%	19.3%	361
	Subtotal	15.7%		9.4%		
11	Golden Years (9B)	2.8%	80.5%	1.3%	20.6%	209
12	Old and Newcomers (8F)	2.5%	83.0%	2.3%	22.9%	109
13	Exurbanites (1E)	2.4%	85.4%	1.9%	24.9%	126
14	Urban Edge Families (7C)	1.8%	87.2%	1.5%	26.4%	122
15	Midlife Constants (5E)	1.8%	89.0%	2.4%	28.8%	73
	Subtotal	11.3%		9.4%		
16	In Style (5B)	1.7%	90.7%	2.2%	31.0%	76
17	Front Porches (8E)	1.6%	92.3%	1.6%	32.6%	100
18	City Commons (11E)	1.5%	93.7%	0.9%	33.5%	171
19	Retirement Communities (9E)	1.3%	95.1%	1.2%	34.6%	112
20	Senior Escapes (9D)	1.3%	96.3%	0.9%	35.5%	141
	Subtotal	7.4%		6.8%		
	Total	96.3%		35.5%		271

12A LifeMode Group: Hometown
Family Foundations

US Households: 1,299,600
Average Household Size: 2.71

Median Age: 39.6
Median Household Income: $43,100

WHO ARE WE?

Family and faith are the cornerstones of life in these communities. Older children, still living at home, working toward financial independence, are common within these households. Neighborhoods are stable: little household growth has occurred for more than a decade. Many residents work in the health care industry or public administration across all levels of government. Style is important to these consumers, who spend on clothing for themselves and their children, as well as on smartphones.

OUR NEIGHBORHOOD

- Family Foundations residents are a mix of married couples, single parents, grandparents, and children, young and adult.
- Average household size is slightly higher at 2.71.
- Neighborhoods are found in principal cities of major metropolitan areas throughout the South and West.
- More than two-thirds are homeowners living in single family houses built before 1970.
- Nearly three-fourths of all households have one or two vehicles at their disposal; average commute time is slightly higher.
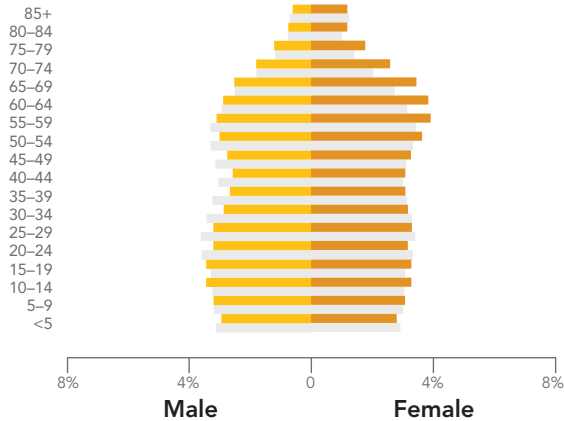
SOCIOECONOMIC TRAITS

- More than half have either attended college or obtained a degree; one-third have only finished high school.
- Unemployment rate is high at 10% (Index 191); labor force participation rate is slightly lower at 58% as workers begin to retire.
- Over one-third of households currently receive Social Security benefits; just under a quarter draw income from retirement accounts.
- A strong focus is on religion and character.
- Style and appearance is important.

12A LifeMode Group: Hometown Family Foundations
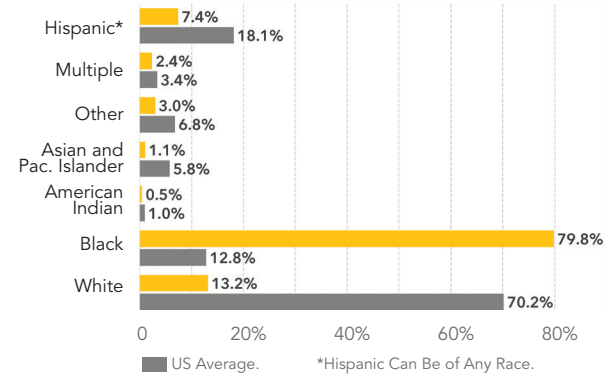
AGE BY SEX (Esri data)

Median Age: 39.6 US: 38.2

■ Indicates US

Age	
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).
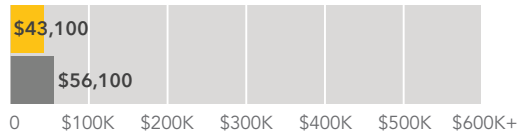
Diversity Index: 43.5 US: 64.0

Group	%	US Average %
Hispanic*	7.4%	18.1%
Multiple	2.4%	3.4%
Other	3.0%	6.8%
Asian and Pac. Islander	1.1%	5.8%
American Indian	0.5%	1.0%
Black	79.8%	12.8%
White	13.2%	70.2%

0   20%   40%   60%   80%

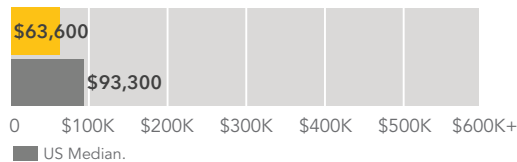■ US Average.   *Hispanic Can Be of Any Race.

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

$43,100
$56,100

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

Median Net Worth

$63,600
$93,300

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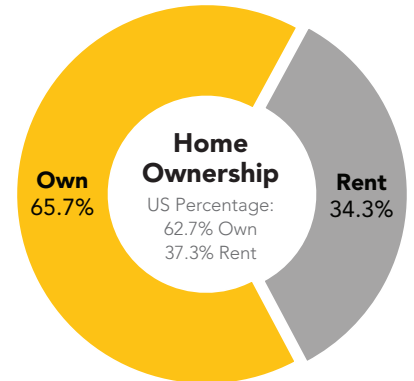
■ US Median.

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.
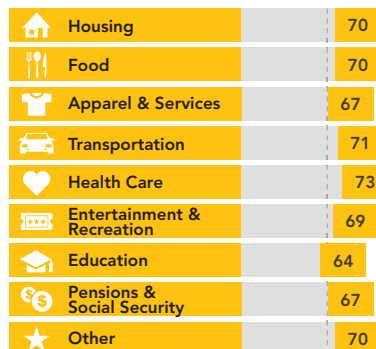
Typical Housing:
Single Family

Median Value:
$116,600

US Median: $207,300

Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 65.7%   **Rent 34.3%**

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	70
Food	70
Apparel & Services	67
Transportation	71
Health Care	73
Entertainment & Recreation	69
Education	64
Pensions & Social Security	67
Other	70

0   50   100   150   200   250   300   350

The Retail Coach.

12A LifeMode Group: Hometown Family Foundations

Market Profile

- Baby and children's products are the primary purchases made by Family Foundations residents.
- They shop at discount stores, such as Marshalls, KMart, dollar stores, and take advantage of savings at Sam's Club.
- Many have no financial investments or retirement savings.
- Magazines, particularly focusing on health and children, are popular.
- They enjoy listening to urban format radio.
- One of their favorite entertainment sources is television: subscribe to premium cable channels and own 3–4 TVs.
- They're connected, but use the Internet primarily for entertainment, chat rooms, and online gaming.

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.
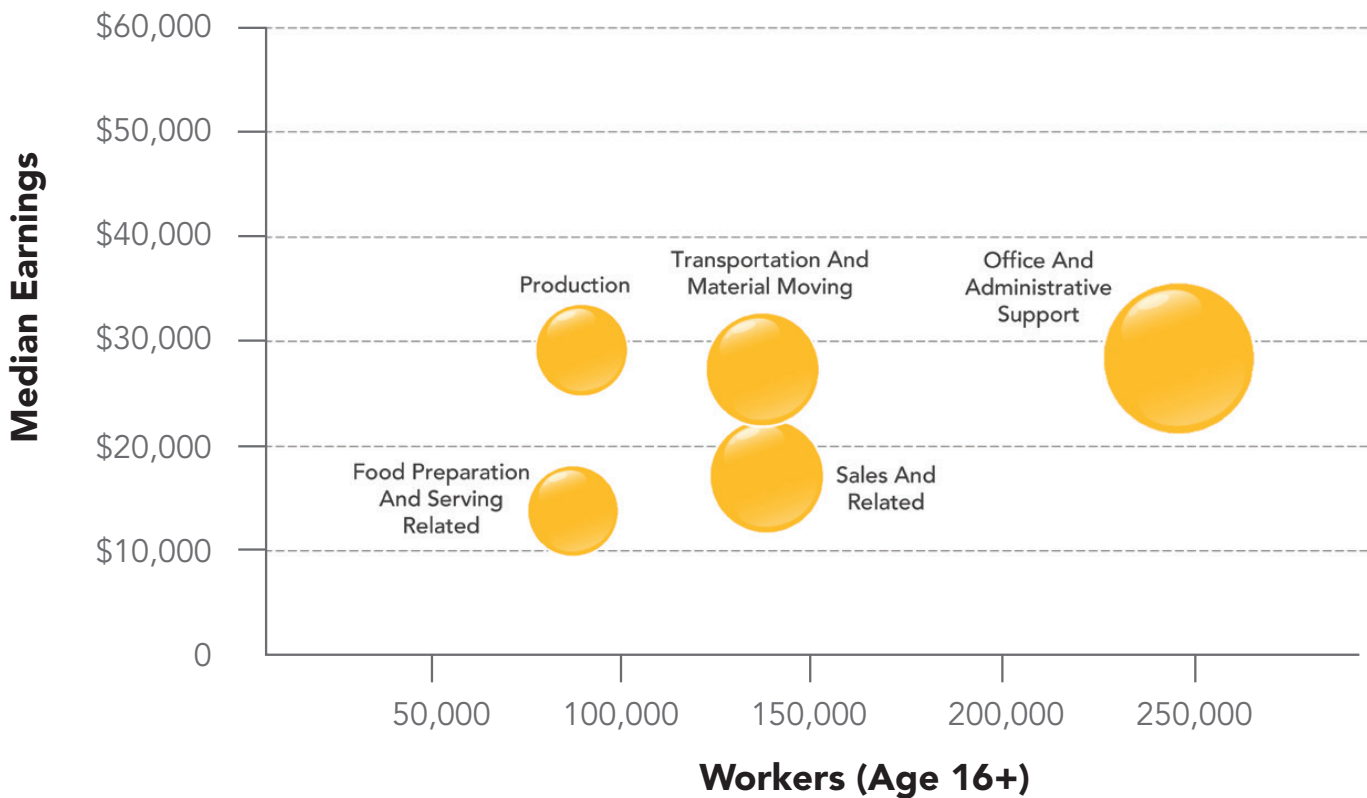
2B LifeMode Group: Upscale Avenues
Pleasantville

US Households: 2,718,100
Average Household Size: 2.88

Median Age: 42.6
Median Household Income: $92,900

WHO ARE WE?

Prosperous domesticity best describes the settled denizens of Pleasantville. Situated principally in older housing in suburban areas in the Northeast (especially in New York and New Jersey) and secondarily in the West (especially in California), these slightly older couples move less than any other market. Many couples have already transitioned to empty nesters; many are still home to adult children. Families own older, single-family homes and maintain their standard of living with dual incomes. These consumers have higher incomes and home values and much higher net worth (Index 364). Older homes require upkeep; home improvement and remodeling projects are a priority—preferably done by contractors. Residents spend their spare time participating in a variety of sports or watching movies. They shop online and in a variety of stores, from upscale to discount, and use the Internet largely for financial purposes.

OUR NEIGHBORHOOD

- Suburban periphery of large metropolitan areas, primarily in Middle Atlantic or Pacific states.
- Most homes owned (and mortgaged) (Index 146).
- Households composed of older married-couple families, more without children under 18, but many with children over 18 years (Index 141).
- Older, single-family homes: two-thirds built before 1970, close to half from 1950 to 1969.
- One of the lowest percentages of vacant housing units at 4.5% (Index 39).
- Suburban households with 3 or more vehicles and a longer travel time to work (Index 132).
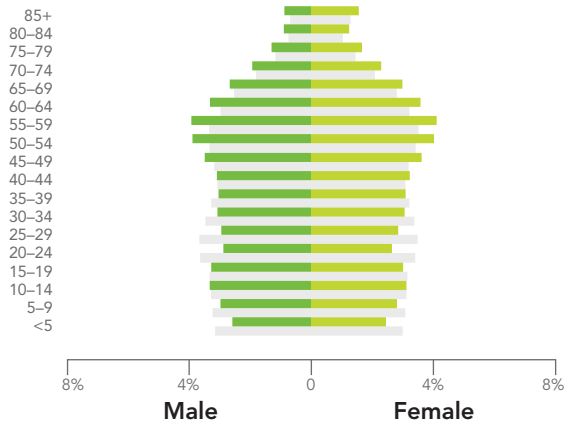
SOCIOECONOMIC TRAITS

- Education: 66% college educated, 37% with a bachelor's degree or higher.
- Low unemployment at 4.6%; higher labor force participation rate at 67% (Index 107); higher proportion of HHs with 2 or more workers (Index 118).
- Many professionals in finance, information/technology, education, or management.
- Median household income denotes affluence, with income primarily from salaries, but also from investments (Index 130) or Social Security (Index 106) and retirement income (Index 122).
- Not cost-conscious, these consumers willing to spend more for quality and brands they like.
- Prefer fashion that is classic and timeless as opposed to trendy.
- Use all types of media equally (newspapers, magazines, radio, Internet, TV).

2B LifeMode Group: Upscale Avenues
Pleasantville

AGE BY SEX (Esri data)

Median Age: 42.6 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
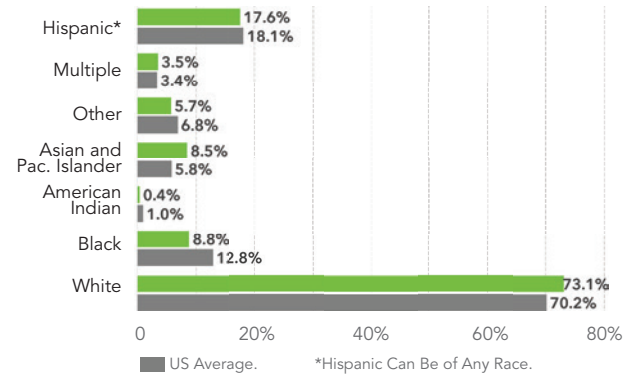
Scale: 8% — 4% — 0 — 4% — 8%

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).
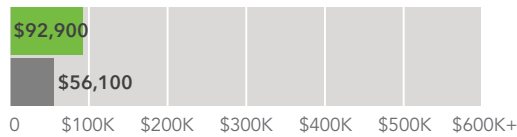
Diversity Index: 61.0 US: 64.0

Group	Market	US Average
Hispanic*	17.6%	18.1%
Multiple	3.5%	3.4%
Other	5.7%	6.8%
Asian and Pac. Islander	8.5%	5.8%
American Indian	0.4%	1.0%
Black	8.8%	12.8%
White	73.1%	70.2%

Scale: 0 — 20% — 40% — 60% — 80%

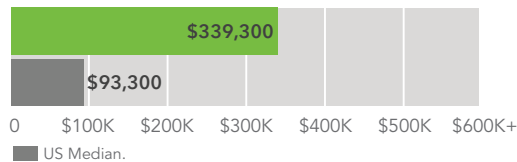▨ US Average.   *Hispanic Can Be of Any Race.

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

$92,900
$56,100

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

Median Net Worth

$339,300
$93,300

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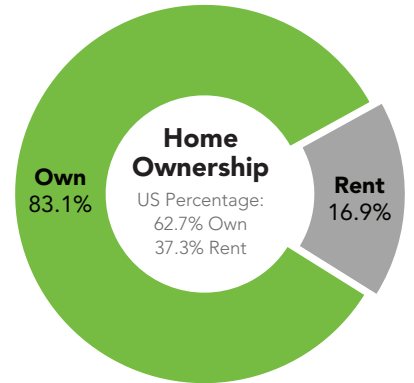
▨ US Median.

HOUSING

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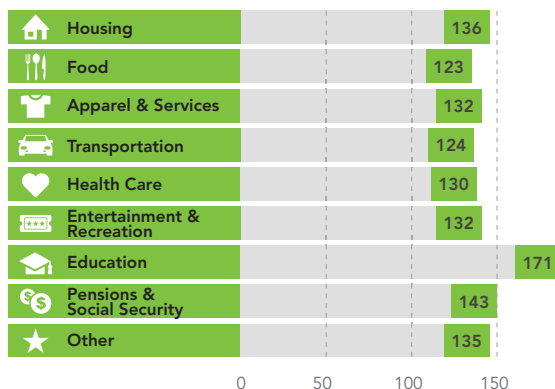
Typical Housing:
Single Family

Median Value:
$382,000
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.
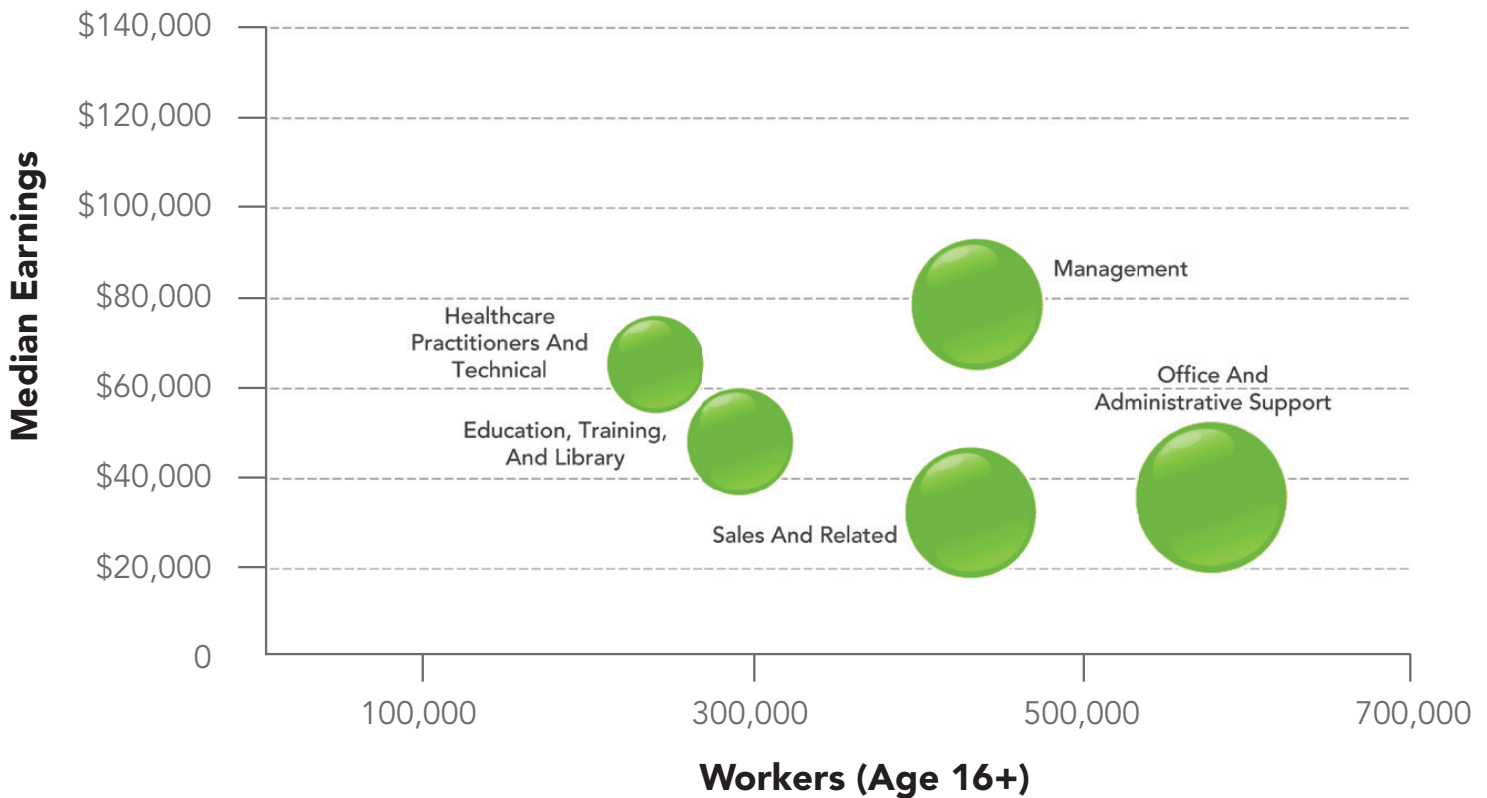
Category	Index
Housing	136
Food	123
Apparel & Services	132
Transportation	124
Health Care	130
Entertainment & Recreation	132
Education	171
Pensions & Social Security	143
Other	135

Scale: 0 50 100 150 200 250 300 350

The Retail Coach.

2B LifeMode Group: Upscale Avenues
Pleasantville

Market Profile

- Prefer imported SUVs, serviced by a gas station or car dealer.
- Invest in conservative securities and contribute to charities.
- Work on home improvement and remodeling projects, but also hire contractors.
- Have bundled services (TV/Internet/phone).
- Access the Internet via fiber optics or cable modem, on a newer computer, to pay bills, make purchases, and track investments.
- Subscribe to premium channels (HBO, Showtime, or Starz) and use video-on-demand to watch TV shows and movies.
- Enjoy outdoor gardening, going to the beach, visiting theme parks, frequenting museums, and attending rock concerts.

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.

Bubble chart titled with axes "Median Earnings" (y-axis, $0 to $140,000) and "Workers (Age 16+)" (x-axis, 100,000 to 700,000). Bubbles: Healthcare Practitioners And Technical (~$65,000), Education, Training, And Library (~$48,000), Management (~$82,000), Sales And Related (~$32,000), Office And Administrative Support (~$36,000).

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
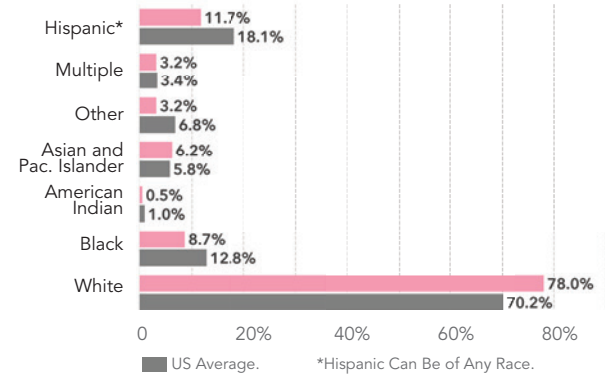
Scale: 8% 4% 0 4% 8%

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).
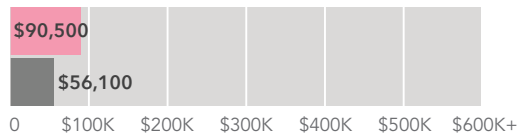
Diversity Index: 50.8 US: 64.0

Group	Value	US Average
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%

Scale: 0 20% 40% 60% 80%

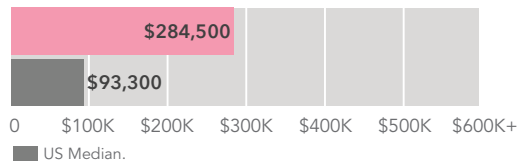■ US Average.   *Hispanic Can Be of Any Race.

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

$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+

■ 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.
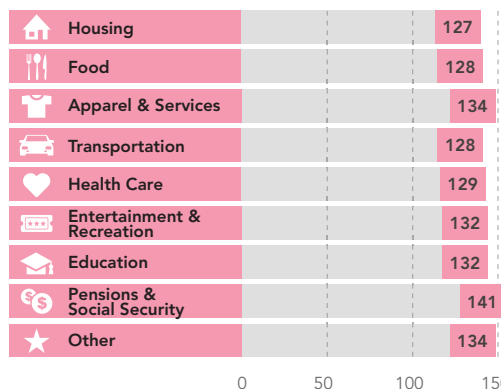
Typical Housing:
Single Family

Median Value:
$257,400

US Median: $207,300
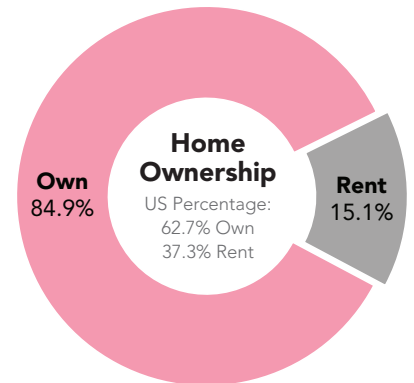
Home Ownership

Own 84.9%
Rent 15.1%

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

Scale: 0 50 100 150 200 250 300 350

TheRetailCoach

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.
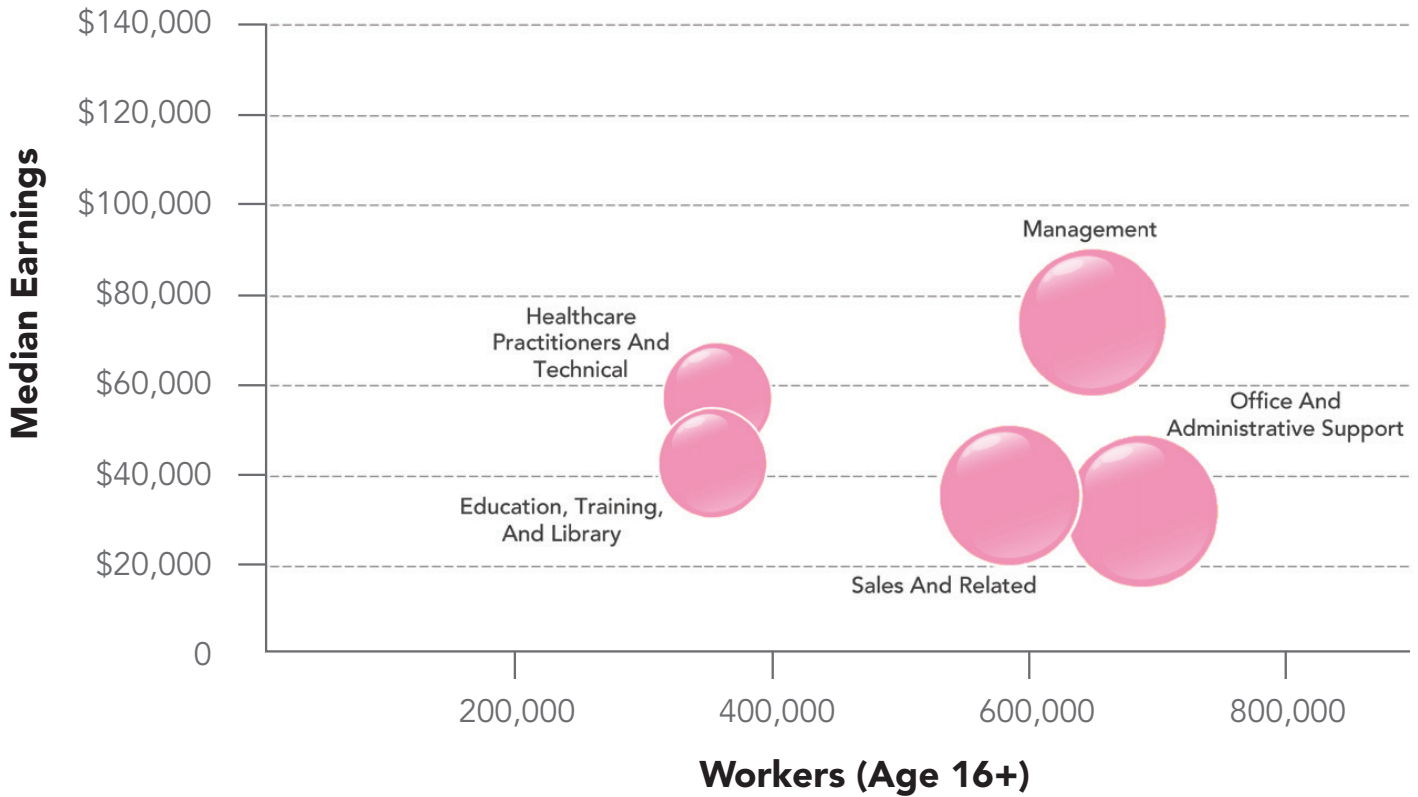
4B LifeMode Group: Family Landscapes
Home Improvement

US Households: 2,114,500
Average Household Size: 2.88

Median Age: 37.7
Median Household Income: $72,100

WHO ARE WE?

Married-couple families occupy well over half of these suburban households. Most Home Improvement residences are single-family homes that are owner occupied, with only one-fifth of the households occupied by renters. Education and diversity levels are similar to the US as a whole. These families spend a lot of time on the go and therefore tend to eat out regularly. When at home, weekends are consumed with home improvement and remodeling projects.

OUR NEIGHBORHOOD

- These are low density suburban neighborhoods.
- Eight of every 10 homes are traditional single-family dwellings, owner occupied.
- Majority of the homes were built between 1970 and 2000.
- More than half of the households consist of married-couple families; another 12% include single-parent families.

SOCIOECONOMIC TRAITS

- Higher participation in the labor force and lower unemployment than US levels; most households have 2+ workers.
- Cautious consumers that do their research before buying, they protect their investments.
- Typically spend 4–7 hours per week commuting, and, therefore, spend significant amounts on car maintenance (performed at a department store or auto repair chain store).
- They are paying off student loans and home mortgages.
- They spend heavily on eating out, at both fast-food and family restaurants.
- They like to work from home, when possible.

4B LifeMode Group: Family Landscapes
Home Improvement

AGE BY SEX (Esri data)

Median Age: 37.7 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
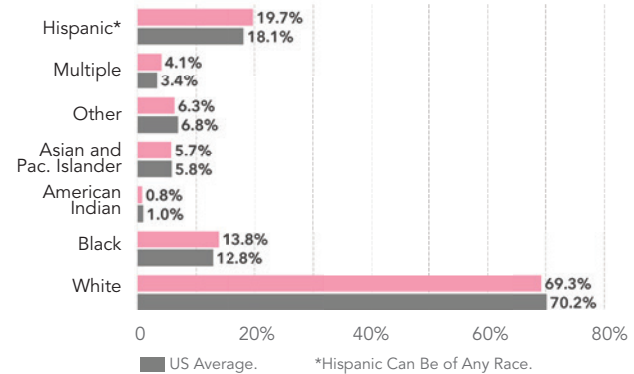
Male scale: 8% 4% 0 4% 8% Female

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).
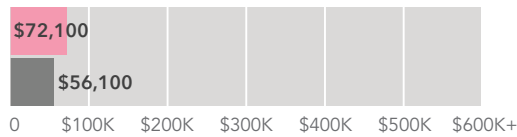
Diversity Index: 65.7 US: 64.0

Group	Value	US Average
Hispanic*	19.7%	18.1%
Multiple	4.1%	3.4%
Other	6.3%	6.8%
Asian and Pac. Islander	5.7%	5.8%
American Indian	0.8%	1.0%
Black	13.8%	12.8%
White	69.3%	70.2%

Scale: 0 20% 40% 60% 80%

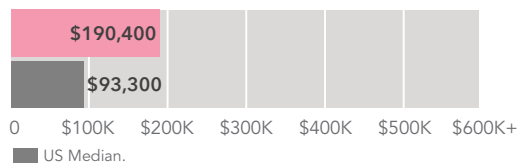US Average. *Hispanic Can Be of Any Race.

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

$72,100
$56,100

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

Median Net Worth

$190,400
$93,300

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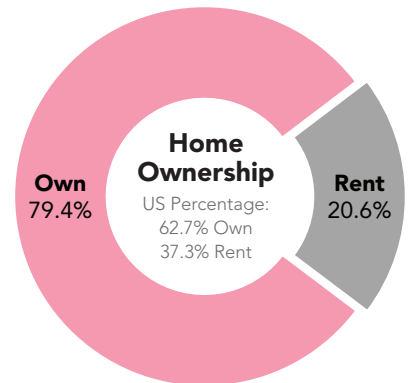
US Median.

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.
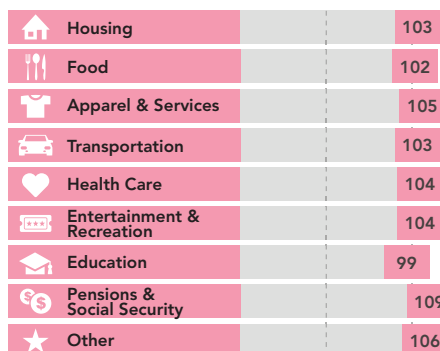
Typical Housing:
Single Family

Median Value:
$192,600

US Median: $207,300

Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 79.4%
Rent 20.6%

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	103
Food	102
Apparel & Services	105
Transportation	103
Health Care	104
Entertainment & Recreation	104
Education	99
Pensions & Social Security	109
Other	106

Scale: 0 50 100 150 200 250 300 350

The Retail Coach

4B LifeMode Group: Family Landscapes
Home Improvement

Market Profile

- Enjoy working on home improvement projects and watching DIY networks.
- Make frequent trips to warehouse/club and home improvement stores in their minivan or SUV.
- Own a giant screen TV with fiber-optic connection and premium cable; rent DVDs from Redbox or Netflix.com.
- Very comfortable with new technology; embrace the convenience of completing tasks on a mobile device.
- Enjoy dining at Chili's, Chick-fil-A, and KFC.
- Frequently buy children's clothes and toys.

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.
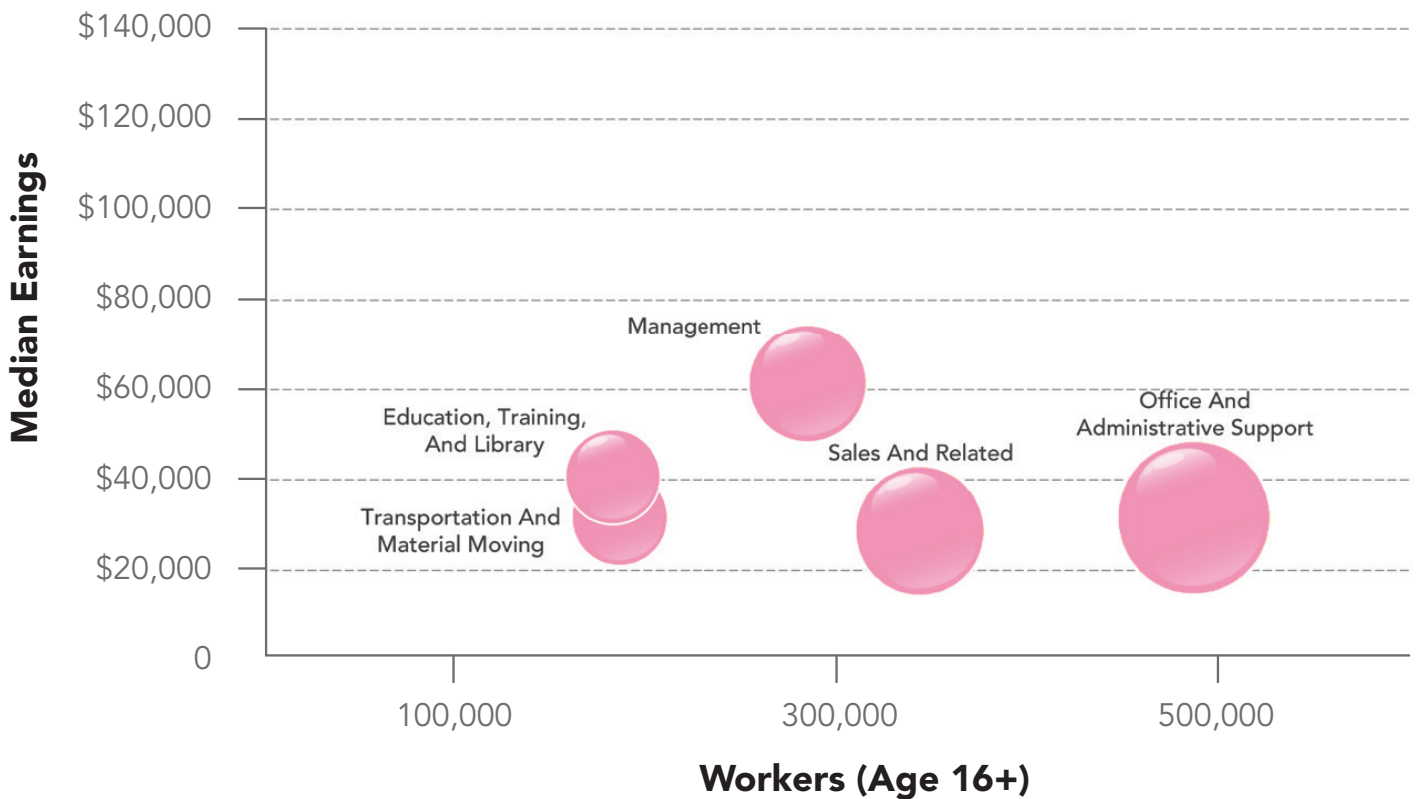
5D LifeMode Group: GenXurban
Rustbelt Traditions

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.
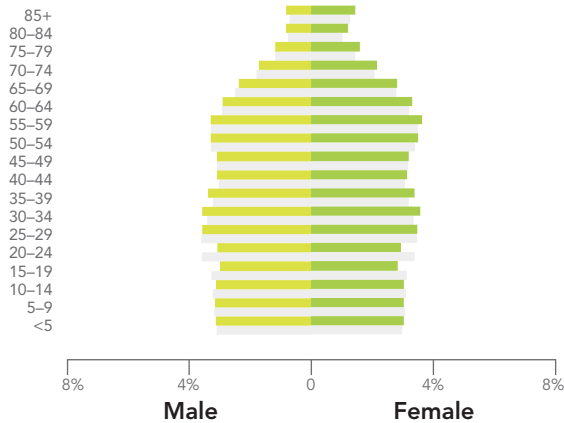- Most households have 1 to 2 vehicles available.

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

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
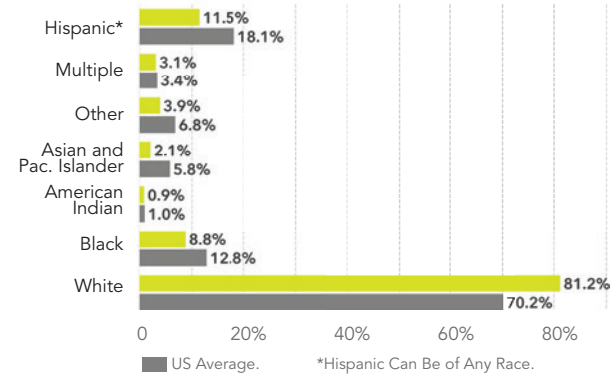
Axis: 8% 4% 0 4% 8%

Male | Female

RACE AND ETHNICITY (Esri data)

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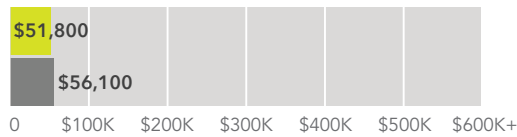
Diversity Index: 46.8 US: 64.0

Group	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%

Axis: 0 20% 40% 60% 80%
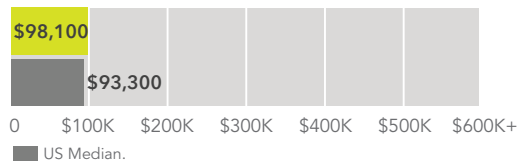
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Median Household Income

$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+
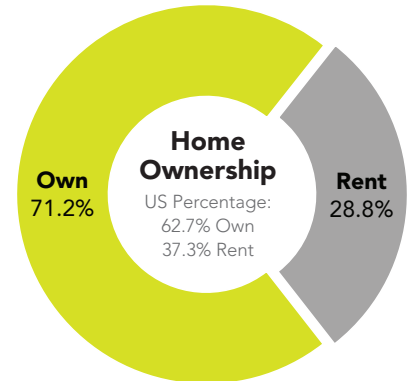
US Median.

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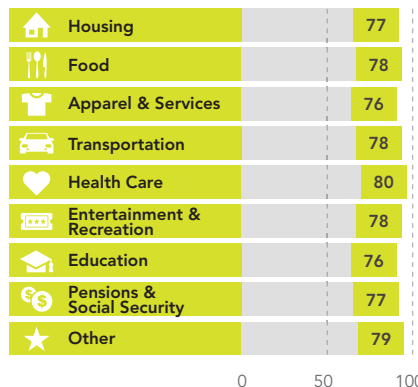
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Single Family

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

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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

Axis: 0 50 100 150 200 250 300 350

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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.
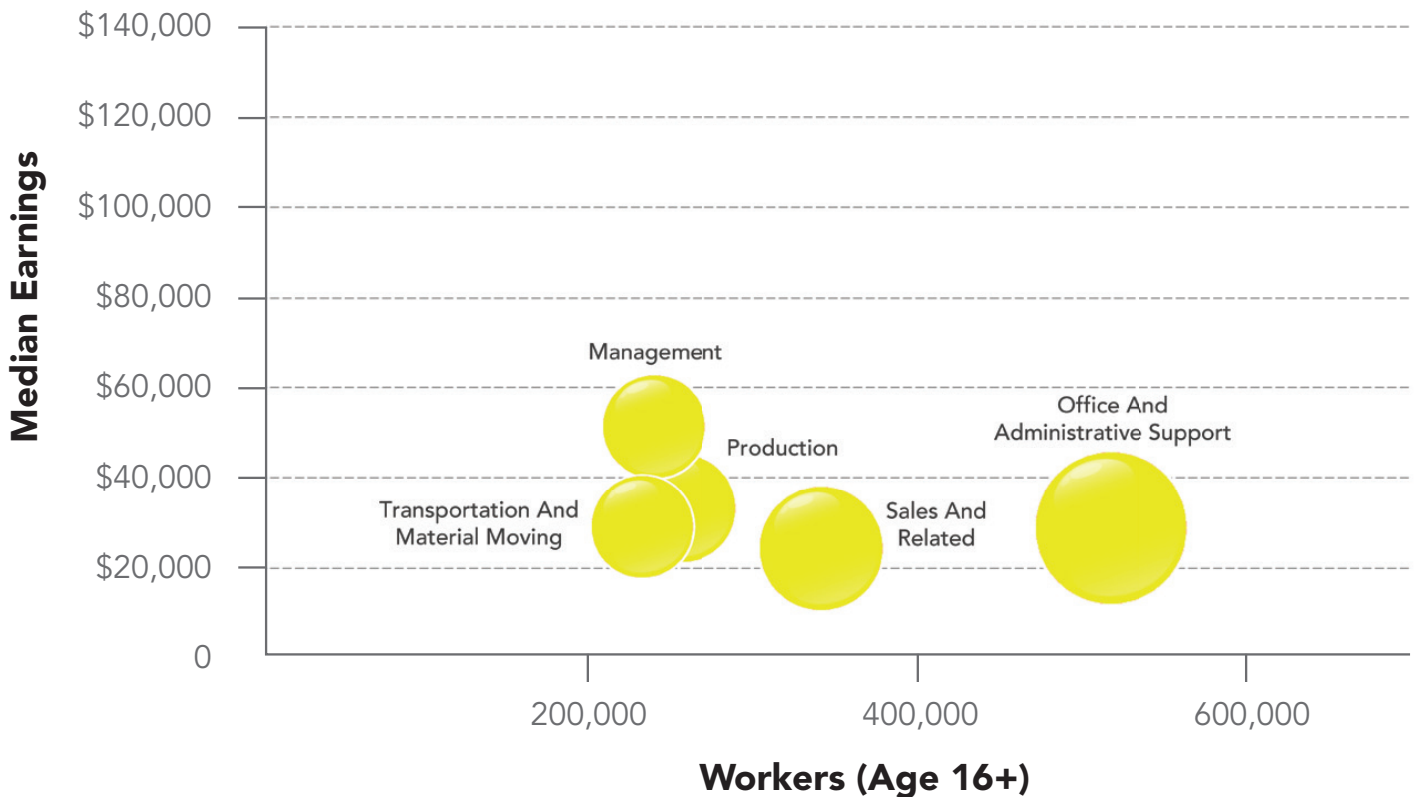
About The Retail Coach®

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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