TheRetailCoach®

COMMUNITY PSYCHOGRAPHIC PROFILE

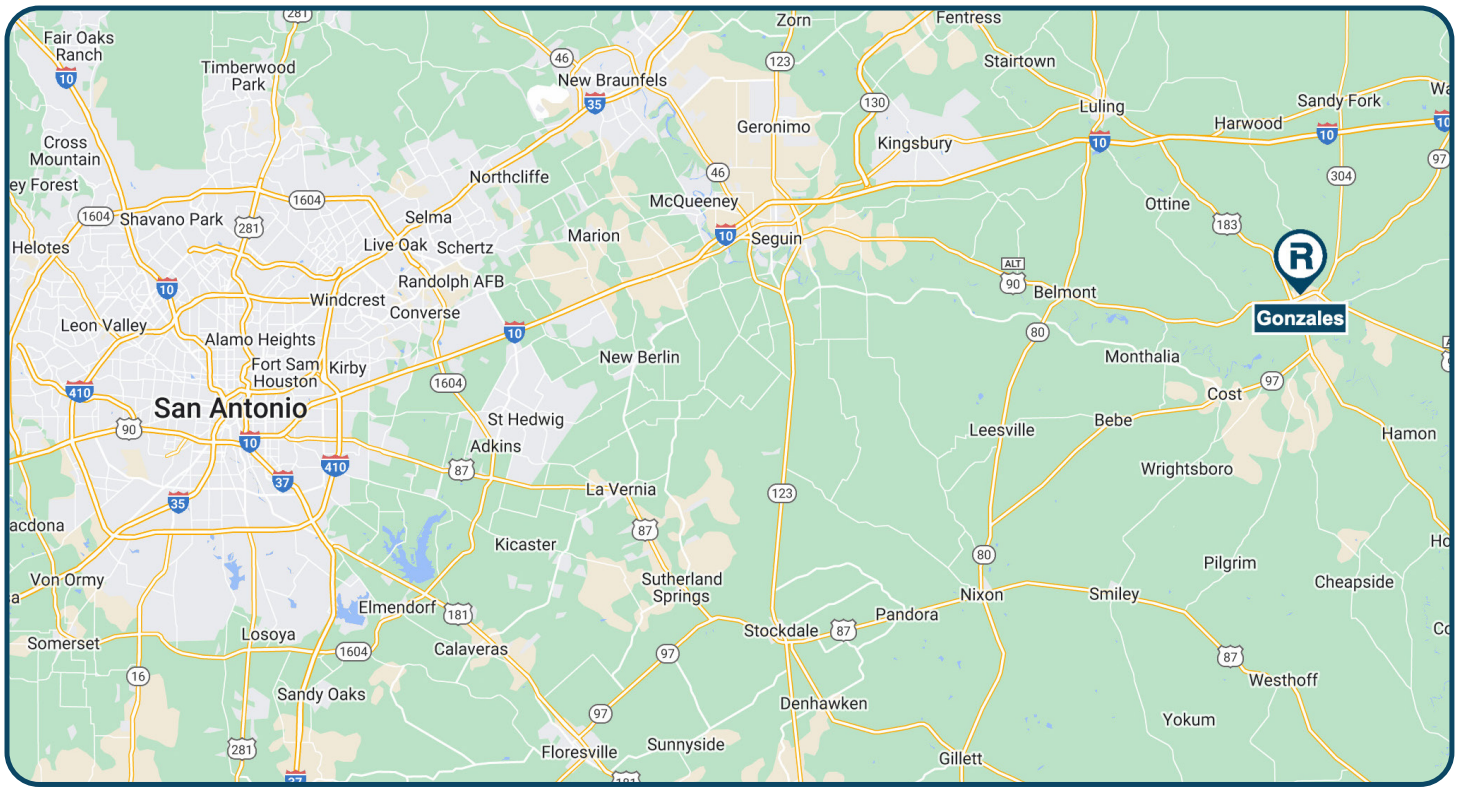
GONZALES, TEXAS

PREPARED FOR GONZALES ECONOMIC DEVELOPMENT CORPORATION
OCTOBER 2026

Community — Gonzales, Texas

DEMOGRAPHIC SNAPSHOT

GONZALES ECONOMIC DEVELOPMENT CORPORATION
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Population

2020	7,165
2026	7,223
2031	7,256

Age

0-9 Years	14.57%
10 - 17 Years	12.27%
18 - 24 Years	10.32%
25 - 34 Years	12.03%
35 - 44 Years	12.02%
45 - 54 Years	10.99%
55 - 64 Years	10.33%
65 and Older	17.49%
Median Age	35.68
Average Age	38.00

Educational Attainment (%)

Graduate or Professional Degree	3.30%
Bachelors Degree	8.35%
Associate Degree	5.92%
Some College	17.62%
High School Graduate (GED)	37.51%
Some High School, No Degree	14.80%
Less than 9th Grade	12.49%

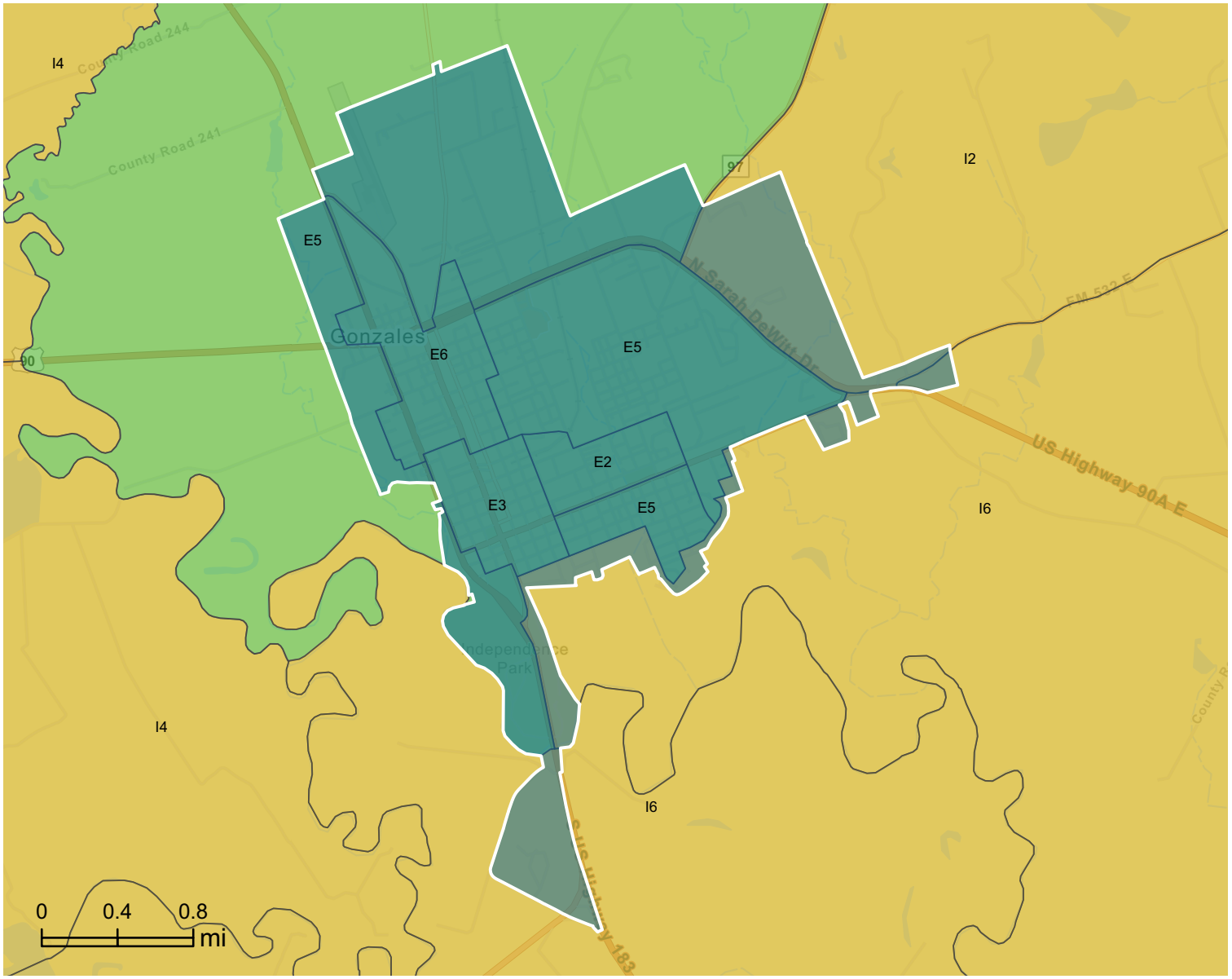
Income

Average HH	$82,169
Median HH	$58,201
Per Capita	$30,215

Race Distribution

White	44.30%
Black/African American	8.31%
American Indian/Alaskan	1.08%
Asian	0.65%
Native Hawaiian/Islander	0.03%
Other Race	23.45%
Two or More Races	22.18%
Hispanic	59.73%
Non-Hispanic	40.27%

PSYCHOGRAPHIC PROFILE



+ A URBAN THREADS
This group mainly consists of individuals in their 30s, including many recent immigrants, single parents, and families with young children.

+ B: BOOKS AND BOOTS
This group consists largely of individuals in their early to mid-20s, including college students and full-time military families.

+C: METRO VIBES
This group consists of a mix of families and individuals in their 30s, and there is a notable presence of recent immigrants. Employment is primarily in health care, retail, and food services.

+ D: TECH TRAILBLAZERS
This group consists of working professionals in their mid-30s, many of whom were born outside the U.S.

+ E: COMMUNITY CONNECTIONS
This group consists of a range of households that are often multigenerational, including married couples with or without children, single-parent families, and single individuals living alone.

+ F: URBAN HARMONY
This group consists of households that are often multigenerational and center around married couples with or without children.

+ G: FAMILY FABRIC
This group mainly consists of multigenerational families with children, and household sizes often exceed three members.

+ H: FAMILY PROSPERITY
This group mainly consists of married couples with or without children.

+ I: COUNTRYSCAPES
This group consists of families and residents aged 55 and older.

+ J: MATURE REFLECTIONS
This group consists of typically retired residents aged 55 and older.

+ K: SUBURBAN SHINE
This group consists of residents aged 45 years and older.

+ L: PREMIER ESTATES
This group consists of residents aged 45-64, and many households consist of families.

PSYCHOGRAPHIC PROFILE

LIFEMODE GROUP	LIFEMODE GROUP NAME	OVERVIEW
Group A	Urban Threads	This group mainly consists of individuals in their 30s, including many recent immigrants, single parents, and families with young children. This community also has the largest population of children under 5. Residents live primarily in rental housing in urban centers and suburbs, often in close proximity to jobs, community centers, and public transportation.
Group B	Books and Boots	This group consists largely of individuals in their early to mid-20s, including college students and full-time military families. Mostly unmarried, they often work part-time jobs while pursuing degrees. They typically live in rental housing near college campuses or military bases and move frequently.
Group C	Metro Vibes	This group consists of a mix of families and individuals in their 30s, and there is a notable presence of recent immigrants. Employment is primarily in health care, retail, and food services. Residents typically live in urban rental housing, and some own single-family homes. Home values and rents tend to be below the national average.
Group D	Tech Trailblazers	This group consists of working professionals in their mid-30s, many of whom were born outside the U.S. They live primarily in urban areas, renting multifamily housing in major metropolitan cities. Residents tend to commute using public transportation or have access to remote work options.
Group E	Community Connections	This group consists of a range of households that are often multi-generational, including married couples with or without children, single-parent families, and single individuals living alone. They live in and around urban areas and in the suburbs, often in single-family detached units. Rental prices are among the lowest compared to other groups.
Group F	Urban Harmony	This group consists of households that are often multi-generational and center around married couples with or without children. Neighborhoods tend to be located in and around urban centers. Residents spend a substantial portion of their income on rent or home ownership, and they frequently use public transportation for commuting, running errands, and dining out.
Group G	Family Fabric	This group mainly consists of multi-generational families with children, and household sizes often exceed three members. Marriage rates are lower than average, with many single-parent households or cohabiting families. These residents live primarily in suburban areas with low vacancy rates and limited access to public transportation.
Group H	Family Prosperity	This group mainly consists of married couples with or without children. They live primarily in single-family homes in newer suburban developments, and households typically own multiple vehicles for commuting and accessing entertainment and amenities. Incomes often exceed the national average by a significant margin.
Group I	Countryscapes	This group consists of families and residents aged 55 and older. Typically, individuals are retired, approaching retirement, or working in industries such as manufacturing, construction, and agriculture, and they tend to have long commute times. Housing in this group consists of single-family homes, and there are high rates of vacancy and seasonal living in some communities.
Group J	Mature Reflections	This group consists of residents aged 55 and older. Residents are typically retired and are supported by social security, public assistance, and retirement income. This group primarily consists of single-family homes and assisted living facilities. There is a high prevalence of seasonal living with homes remaining vacant during off seasons.
Group K	Suburban Shine	This group consists of residents aged 45 years and older. Housing is predominantly single-family detached homes built before 2000, and home values tend to be above the national average. Labor force participation is high, with most households earning middle-tier incomes in professions such as social work, skilled trades, health care, and manufacturing. Residents commute alone by car.
Group L	Premier Estates	This group consists of residents aged 45-64, and many households consist of families. Residents are often retired or work from home and are employed in management, finance, technology, and engineering. Net worth is high, and most residents hold a bachelor's or graduate degree. These neighborhoods tend to consist of newly constructed, single-family homes.

PSYCHOGRAPHIC PROFILE

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TAPESTRY SEGMENTATION	2026 HOUSEHOLDS			2026 ADULT POPULATION		
	NUMBER	PERCENT	INDEX	NUMBER	PERCENT	INDEX
Total:	2,588	100.0%		5,285	100.0%	
Rural Versatility (E5)	1,339	51.7%	3,275	2,797	52.9%	3,460
Family Bonds (E6)	438	16.9%	1,137	898	17.0%	1,005
Hometown Charm (E3)	263	10.2%	701	568	10.8%	796
Southern Satellites (I6)	244	9.4%	370	455	8.6%	333
Southwestern Families (E2)	208	8.0%	1,017	410	7.8%	902
Scenic Byways (I2)	96	3.7%	229	157	3.0%	186

SEGMENT E5 - RURAL VERSATILITY

These neighborhoods are predominantly found in rural and non-metro areas. About a quarter of the population in this segment is under 18, and around a third of households consist of seniors supported by social security and retirement income. More than half of households are occupied by either a single person or a married couple without children. Employment in manufacturing, construction, agriculture, and mining is more common than in most other markets, and full-time work is much more common than part-time. Public transportation is often not an option, and most workers commute by driving alone. Homes in this market are typically valued under $250,000 and are largely single-family detached units, though mobile homes are also common, and most homes are owned.

Key statistics

- Median age: 38.9
- Median household size: 2.51
- Predominant household structure (Census 2020): Married couples; singles living alone
- Median household income: $58,911
- Median net worth: $126,005
- Percentage of individuals with completion of a bachelor's degree or higher: 19.6%

Housing and employment

- Predominant Urbanicity Type: Suburb
- Median home value: $213,579
- Homeownership rate: 66.7%
- Rent burdened households (American Community Survey 2019-2023): 35.3%
- Labor force participation rate: 56.2%
- Unemployment rate: 5.1%

Lifestyle patterns

- Residents frequently shop at hardware and hobby stores, and they purchase groceries from both convenience stores and large department stores.
- They tend to spend time working on their vehicles and homes, and they invest in automotive tools and maintenance essentials.
- Radio, especially country music, is popular.
- Most households have at least one pet.

Data vintage is Esri 2025 for all characteristics, except where otherwise noted.

SEGMENT E6 - FAMILY BONDS

Residents in this segment typically live in and around urban centers and in suburbs in the South and West. The population is younger and has larger family sizes than the U.S. average, and households typically include parents supporting young children, adult children living with parents, and other multigenerational family structures. Single-parent families and households without couples or children are also notably common. One in five residents were born outside the U.S., and the rate of linguistic isolation is more than twice the national average. Employment tends to be in skilled and service-related sectors, including construction, and households typically earn middle-tier incomes. Homes tend to be owner-occupied, single-family detached units built before 1990, with most valued between $100-300,000. The housing market is characterized by low vacancy rates and moderately high rents.

Key statistics

- Median age: 35.5
- Median household size: 3.01
- Predominant household structure (Census 2020): Married couples
- Median household income: $72,515
- Median net worth: $177,755
- Percentage of individuals with completion of a bachelor's degree or higher: 19.6%

Housing and employment

- Predominant Urbanicity Type: Suburb; Urban Vicinity; Urban Core
- Median home value: $261,789
- Homeownership rate: 68.9%
- Rent burdened households (American Community Survey 2019-2023): 40.4%
- Labor force participation rate: 65.1%
- Unemployment rate: 5.2%

Lifestyle patterns

- These residents primarily shop at large retail establishments and wholesale stores.
- Consumers frequent fast-food restaurants or opt for home-delivered meals.
- Households typically own multiple cell phones and TVs. They rely mainly on mobile internet and use their devices to stream videos and listen to music.
- Foreign-language programming is popular on TV, and playing video games is a common activity among children and young adults.

Data vintage is Esri 2025 for all characteristics, except where otherwise noted.

SEGMENT E3 - HOMETOWN CHARM

These communities are generally found in the suburbs or urban centers of metropolitan areas in the Midwest and South, though there is also a notable presence in more rural small towns. Neighborhoods are characterized by young families with children under 18. At least a third of households are nonfamily households, and marriage rates are comparatively lower than the national average, with more individuals never having been married. Employment is primarily in manufacturing, retail, health care, food, and accommodation. About a third of households earn low-tier incomes and are supported by social security and other forms of public assistance. Homes are typically single-family units and small apartment complexes, with over half built before 1970, and vacancy rates are relatively high.

Key statistics

- Median age: 35.7
- Median household size: 2.48
- Predominant household structure (Census 2020): Married couples; singles living alone
- Median household income: $50,994
- Median net worth: $60,861
- Percentage of individuals with completion of a bachelor's degree or higher: 14.8%

Housing and employment

- Predominant Urbanicity Type: Suburb; Urban Core; Urban Vicinity
- Median home value: $109,158
- Homeownership rate: 52.5%
- Rent burdened households (American Community Survey 2019-2023): 36.7%
- Labor force participation rate: 63.2%
- Unemployment rate: 6.1%

Lifestyle patterns

- Residents typically shop online and order products such as pet supplies from large retail establishments.
- They tend to buy tools for garden maintenance and purchase used vehicles.
- Almost all adults have access to smartphones, typically with discount prepaid services, which they use for social media and entertainment.
- Fast-food restaurants are frequently visited for both lunch and dinner, especially on weekends.

Data vintage is Esri 2025 for all characteristics, except where otherwise noted.

SEGMENT I6 - SOUTHERN SATELLITES

These communities, though within metropolitan or micropolitan boundaries, are largely concentrated on the outskirts in suburbs or very low-density areas. The population is generally older, with more than half of household heads aged 55 and above, though younger families with school-aged children are also prevalent. Both child and senior age dependency rates are higher than the national averages. Socioeconomically, this segment mirrors national averages, with most earning middle-tier incomes. For the older population, low-tier incomes are often supported by social security and other forms of public assistance. Residents work in industries such as manufacturing, health care, retail, construction, mining, and agriculture. The cost of living is low, and long commutes of more than 30 minutes, sometimes crossing county or state lines, are common.

Key statistics

- Median age: 41.5
- Median household size: 2.59
- Predominant household structure (Census 2020): Married couples
- Median household income: $72,167
- Median net worth: $254,904
- Percentage of individuals with completion of a bachelor's degree or higher: 20.1%

Housing and employment

- Predominant Urbanicity Type: Metro Landscape; Suburb
- Median home value: $260,137
- Homeownership rate: 81.9%
- Rent burdened households (American Community Survey 2019-2023): 26.3%
- Labor force participation rate: 59.4%
- Unemployment rate: 4.1%

Lifestyle patterns

- Residents shop at discount and hardware stores for essentials such as children's clothes, shoes, and books. They tend to shop online for pet and hobby supplies.
- Dining out typically happens at chain restaurants and fast-food establishments.
- For entertainment, residents read physical copies of hunting and fishing magazines and follow college football and auto racing on TV. These individuals tend to spend time outside. Common activities include camping trips, fishing, hunting, and gardening, and residents often travel domestically.

Data vintage is Esri 2025 for all characteristics, except where otherwise noted.

SEGMENT E2 - SOUTHWESTERN FAMILIES

Households in these neighborhoods are primarily young families located in and around urban centers and suburbs in the Southwest. These households are mainly composed of married couples or single-parent families, and this segment includes a significant share of multigenerational households, including adult children living with parents. Communities are culturally diverse, with many residents born outside of the U.S. Incomes are split between low and middle tiers, often supported by social security and other forms of public assistance. The working-age population is largely employed in office administrative support, services, construction, or building maintenance occupations. Houses are mainly single-family detached dwellings built before 1970. Half of all homes are owned, and a quarter of homeowners have a mortgage.

Key statistics

- Median age: 36.7
- Median household size: 2.88
- Predominant household structure (Census 2020): Married couples; singles living alone; singles with relatives
- Median household income: $44,023
- Median net worth: $58,547
- Percentage of individuals with completion of a bachelor's degree or higher: 12.6%

Housing and employment

- Predominant Urbanicity Type: Suburb; Urban Core
- Median home value: $135,227
- Homeownership rate: 58.2%
- Rent burdened households (American Community Survey 2019-2023): 42.8%
- Labor force participation rate: 53.9%
- Unemployment rate: 6.1%

Lifestyle patterns

- Residents tend to shop at discount grocery and department stores.
- Common purchases include baby and children's products such as food, clothing, and toys. Families take trips to movie theaters and theme parks.
- Many households own three or more mobile devices, used for entertainment, social media, and staying connected with friends and family, both locally and abroad.
- Households tend to carry a credit card balance each month and wire money to support family members.

Data vintage is Esri 2025 for all characteristics, except where otherwise noted.

SEGMENT I2 - SCENIC BYWAYS

Communities in this segment are located outside city boundaries, largely in the South. Population density is low, and the landscape is characterized by expansive open spaces and undeveloped land. Households primarily consist of married or widowed older adults. Many residents are approaching retirement or are retired, having had careers working in skilled trades such as agriculture, manufacturing, mining, construction, and utilities. The health, food, and retail sectors provide essential job opportunities for many, while social security and other forms of public assistance offer additional financial support. Commuting times are long. Homes are predominantly owned, and single-family and manufactured homes are common. Vacancy rates tend to be higher than average, with a notable portion being seasonal units.

Key statistics

- Median age: 43.7
- Median household size: 2.42
- Predominant household structure (Census 2020): Married couples; singles living alone
- Median household income: $48,428
- Median net worth: $138,719
- Percentage of individuals with completion of a bachelor's degree or higher: 13.4%

Housing and employment

- Predominant Urbanicity Type: Metro Landscape; Rural Countryside; Suburb
- Median home value: $125,411
- Homeownership rate: 78.5%
- Rent burdened households (American Community Survey 2019-2023): 28.0%
- Labor force participation rate: 46.3%
- Unemployment rate: 6.1%

Lifestyle patterns

- Consumers tend to shop in person at nearby convenience, discount, and hardware stores, but they often travel farther for food and supplies.
- Residents tend to purchase pickup trucks and favor American brands for both their work needs and leisure activities, such as fishing and hunting.
- Connectivity can be limited; households depend on satellite for TV and internet, and many maintain a landline.
- Equipped with the necessary tools and equipment, residents maintain their vehicles, gardens, and homes themselves.

Data vintage is Esri 2025 for all characteristics, except where otherwise noted.

PSYCHOGRAPHIC PROFILE

PSYCHOGRAPHIC LIFEMODE GROUPS	HOUSEHOLDS			ADULT POPULATION		
	DATA	%	INDEX	DATA	%	INDEX
Total:	**2,588**	**100.0%**		**5,285**	**100.0%**	
A. Urban Threads	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Independent Cityscapes (A1)	0	0.0%	0	0	0.0%	0
City Commons (A2)	0	0.0%	0	0	0.0%	0
Social Security Set (A3)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (A4)	0	0.0%	0	0	0.0%	0
Welcome Waves (A5)	0	0.0%	0	0	0.0%	0
Young and Restless (A6)	0	0.0%	0	0	0.0%	0
B. Books and Boots	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Dorms to Diplomas (B1)	0	0.0%	0	0	0.0%	0
College Towns (B2)	0	0.0%	0	0	0.0%	0
Military Proximity (B3)	0	0.0%	0	0	0.0%	0
C. Metro Vibes	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Single Thrifties (C1)	0	0.0%	0	0	0.0%	0
Kids and Kin (C2)	0	0.0%	0	0	0.0%	0
Metro Fusion (C3)	0	0.0%	0	0	0.0%	0
Family Foundations (C4)	0	0.0%	0	0	0.0%	0
Diverse Horizons (C5)	0	0.0%	0	0	0.0%	0
Moderate Metros (C6)	0	0.0%	0	0	0.0%	0
D. Tech Trailblazers	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Emerging Hub (D1)	0	0.0%	0	0	0.0%	0
Trendsetters (D2)	0	0.0%	0	0	0.0%	0
Modern Minds (D3)	0	0.0%	0	0	0.0%	0
Metro Renters (D4)	0	0.0%	0	0	0.0%	0
Laptops and Lattes (D5)	0	0.0%	0	0	0.0%	0
E. Community Connections	**2,248**	**86.9%**	**1,180**	**4,672**	**88.4%**	**1,191**
Modest Income Homes (E1)	0	0.0%	0	0	0.0%	0
Southwestern Families (E2)	208	8.0%	1,017	410	7.8%	902
Hometown Charm (E3)	263	10.2%	701	568	10.8%	796
Mobile Meadows (E4)	0	0.0%	0	0	0.0%	0
Rural Versatility (E5)	1,339	51.7%	3,275	2,797	52.9%	3,460
Family Bonds (E6)	438	16.9%	1,137	898	17.0%	1,005

PSYCHOGRAPHIC PROFILE

PSYCHOGRAPHIC LIFEMODE GROUPS	HOUSEHOLDS			ADULT POPULATION		
	DATA	%	INDEX	DATA	%	INDEX
F. Urban Harmony	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
High Rise Renters (F1)	0	0.0%	0	0	0.0%	0
Family Extensions (F2)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (F3)	0	0.0%	0	0	0.0%	0
City Strivers (F4)	0	0.0%	0	0	0.0%	0
Uptown Lights (F5)	0	0.0%	0	0	0.0%	0
G. Family Fabric	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Shared Roots (G1)	0	0.0%	0	0	0.0%	0
Up and Coming Families (G2)	0	0.0%	0	0	0.0%	0
Generational Ties (G3)	0	0.0%	0	0	0.0%	0
H. Family Prosperity	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Flourishing Families (H1)	0	0.0%	0	0	0.0%	0
Boomburbs (H2)	0	0.0%	0	0	0.0%	0
Neighborhood Spirit (H3)	0	0.0%	0	0	0.0%	0
Urban Chic (H4)	0	0.0%	0	0	0.0%	0
I. Countryscapes	**340**	**13.1%**	**96**	**613**	**11.6%**	**88**
Small Town Sincerity (I1)	0	0.0%	0	0	0.0%	0
Scenic Byways (I2)	96	3.7%	229	157	3.0%	186
Heartland Communities (I3)	0	0.0%	0	0	0.0%	0
Rooted Rural (I4)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (I5)	0	0.0%	0	0	0.0%	0
Southern Satellites (I6)	244	9.4%	370	455	8.6%	333
Country Charm (I7)	0	0.0%	0	0	0.0%	0
J. Mature Reflections	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Senior Escapes (J1)	0	0.0%	0	0	0.0%	0
The Elders (J2)	0	0.0%	0	0	0.0%	0
Retirement Communities (J3)	0	0.0%	0	0	0.0%	0
Silver and Gold (J4)	0	0.0%	0	0	0.0%	0
K. Suburban Shine	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Legacy Hills (K1)	0	0.0%	0	0	0.0%	0
Middle Ground (K2)	0	0.0%	0	0	0.0%	0
Loyal Locals (K3)	0	0.0%	0	0	0.0%	0
Classic Comfort (K4)	0	0.0%	0	0	0.0%	0
Dreambelt (K5)	0	0.0%	0	0	0.0%	0
City Greens (K6)	0	0.0%	0	0	0.0%	0
Room to Roam (K7)	0	0.0%	0	0	0.0%	0
Burbs and Beyond (K8)	0	0.0%	0	0	0.0%	0
L. Premier Estates	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Savvy Suburbanites (L1)	0	0.0%	0	0	0.0%	0
Professional Pride (L2)	0	0.0%	0	0	0.0%	0
Top Tier (L3)	0	0.0%	0	0	0.0%	0
Unclassified	0	0.0%	0	0	0.0%	0

About The Retail Coach®

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

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

Retail:360® Process

Providing more than simple data reports of psychographic and 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.

TheRetailCoach®

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, Claritas, ESRI, U.S. Census Bureau, Economy.com, Unacast, 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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