TheRetailCoach®

RETAIL TRADE AREA PSYCHOGRAPHIC PROFILE

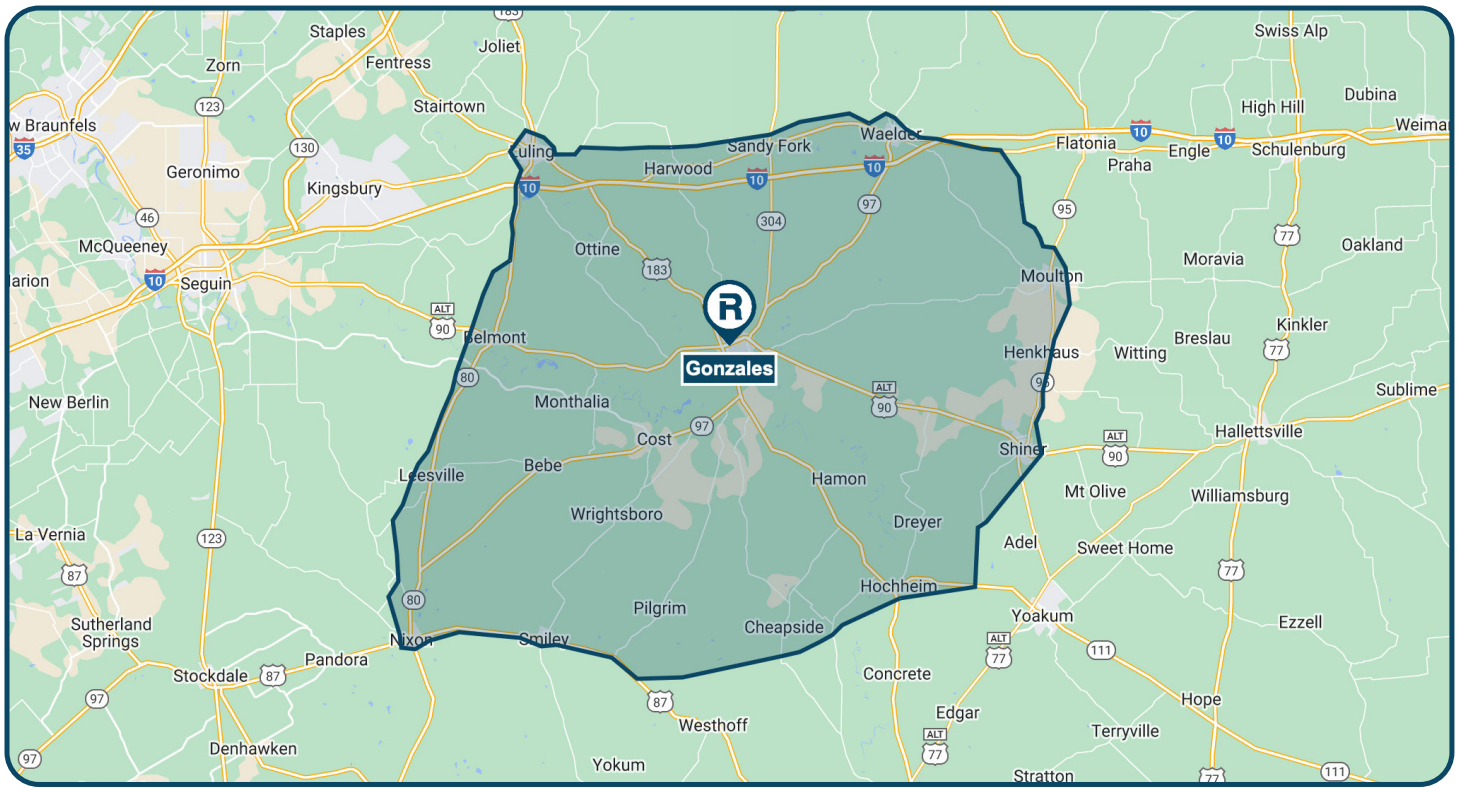
GONZALES, TEXAS

PREPARED FOR GONZALES ECONOMIC DEVELOPMENT CORPORATION
OCTOBER 2026

Retail Trade Area — Gonzales, Texas

DEMOGRAPHIC SNAPSHOT

GONZALES ECONOMIC DEVELOPMENT CORPORATION
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Population

2020	28,429
2026	29,345
2031	30,102

Age

0-9 Years	13.52%
10 - 17 Years	11.24%
18 - 24 Years	9.50%
25 - 34 Years	11.20%
35 - 44 Years	12.00%
45 - 54 Years	11.02%
55 - 64 Years	11.45%
65 and Older	20.07%
Median Age	38.79
Average Age	39.96

Educational Attainment (%)

Graduate or Professional Degree	3.94%
Bachelors Degree	10.75%
Associate Degree	6.63%
Some College	18.80%
High School Graduate (GED)	38.22%
Some High School, No Degree	12.11%
Less than 9th Grade	9.55%

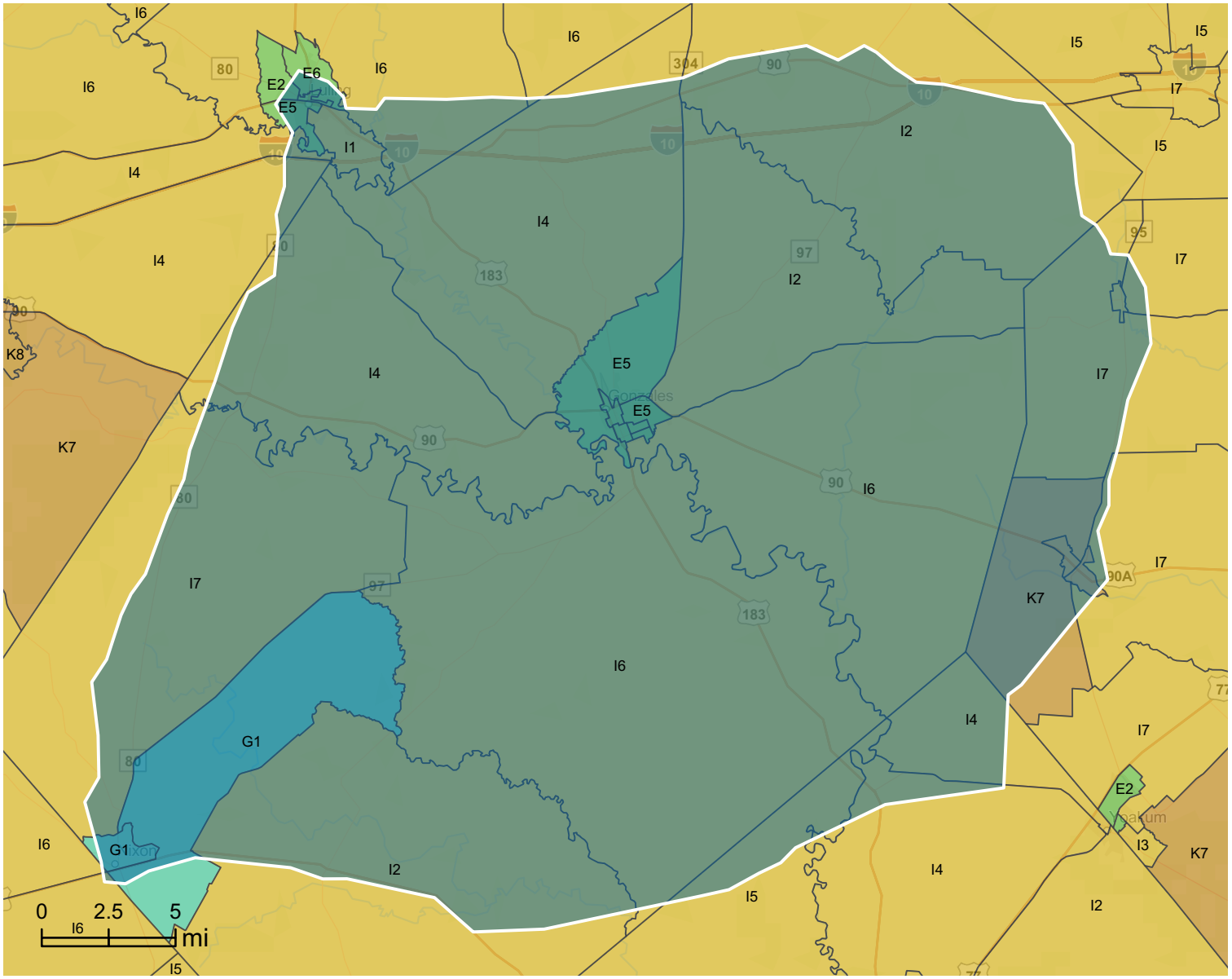
Income

Average HH	$89,264
Median HH	$65,863
Per Capita	$34,345

Race Distribution

White	59.38%
Black/African American	5.52%
American Indian/Alaskan	0.81%
Asian	0.52%
Native Hawaiian/Islander	0.12%
Other Race	15.81%
Two or More Races	17.85%
Hispanic	46.90%
Non-Hispanic	53.10%

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:	11,104	100.0%		22,078	100.0%	
Rural Versatility (E5)	2,134	19.2%	1,216	4,321	19.6%	1,279
Southern Satellites (I6)	1,358	12.2%	480	2,663	12.1%	467
Rooted Rural (I4)	1,251	11.3%	460	2,521	11.4%	484
Scenic Byways (I2)	1,219	11.0%	678	2,338	10.6%	662
Shared Roots (G1)	917	8.3%	888	1,881	8.5%	741
Country Charm (I7)	892	8.0%	349	1,718	7.8%	349
Family Bonds (E6)	712	6.4%	430	1,484	6.7%	398
Southwestern Families (E2)	651	5.9%	741	1,340	6.1%	706
Small Town Sincerity (I1)	607	5.5%	456	1,075	4.9%	439
Loyal Locals (K3)	391	3.5%	125	810	3.7%	138
Classic Comfort (K4)	348	3.1%	107	673	3.1%	105
Room to Roam (K7)	341	3.1%	78	642	2.9%	73
Hometown Charm (E3)	270	2.4%	167	570	2.6%	191
Rural Resort Dwellers (I5)	14	0.1%	9	44	0.2%	14

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 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 I4 - ROOTED RURAL

Heavily concentrated in the South and Appalachia, these residents often live in very rural areas far from job centers and outside towns and cities. Households are predominantly married couples and single-person households. Residents work in industries such as manufacturing, construction, agriculture, mining, and utilities. Employment in health care, retail, accommodation, and food services is also significant in these communities. Labor force participation is lower than average. These stable rural communities are characterized by long-term homeownership. Single-family homes are common, with one in five units being mobile homes. Vacancy rates are higher than the national average. Owning multiple cars is essential, as long commutes (sometimes across county or state lines) are typical.

Key statistics

- Median age: 46.9
- Median household size: 2.37
- Predominant household structure (Census 2020): Married couples
- Median household income: $61,776
- Median net worth: $225,364
- Percentage of individuals with completion of a bachelor's degree or higher: 18.9%

Housing and employment

- Predominant Urbanicity Type: Metro Landscape; Rural Countryside; Suburb
- Median home value: $213,253
- Homeownership rate: 82.4%
- Rent burdened households (American Community Survey 2019-2023): 26.0%
- Labor force participation rate: 50.6%
- Unemployment rate: 4.4%

Lifestyle patterns

- Residents often seek out generic and domestic brands. They tend to shop at discount and hardware stores but will order supplies online when not available locally.
- They purchase tools for home improvement, landscaping, and automotive repair.
- Households often rely on satellite internet for connectivity.
- Pickup trucks are a common vehicle choice, serving both work and leisure needs.

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.

SEGMENT G1 - SHARED ROOTS

These communities are mostly located in suburban, and sometimes urban, regions in the South and West. Large households are common, with one in three individuals under 18 years old and nearly half of families having children. There is a significant number of young households, adult children living with parents, and multigenerational families. Approximately one in three residents were born outside the U.S. Employment is common in skilled and service occupations, with key industries being construction, manufacturing, retail trade, and agriculture. Most households earn low- to middle-tier incomes. Housing is relatively affordable, featuring a mix of old and new owner-occupied and renter-occupied homes, with a notable presence of single-family units and mobile homes. Families often have multiple vehicles, and most commutes are under 30 minutes.

Key statistics

- Median age: 30.4
- Median household size: 3.52
- Predominant household structure (Census 2020): Married couples
- Median household income: $59,647
- Median net worth: $97,589
- Percentage of individuals with completion of a bachelor's degree or higher: 10.4%

Housing and employment

- Predominant Urbanicity Type: Suburb; Urban Core
- Median home value: $208,064
- Homeownership rate: 60.4%
- Rent burdened households (American Community Survey 2019-2023): 39.5%
- Labor force participation rate: 62.2%
- Unemployment rate: 6.4%

Lifestyle patterns

- Shopping is done at price-competitive stores and often in bulk, prioritizing groceries, clothing, and child-related items.
- Residents often opt for do-it-yourself projects for maintaining their homes, gardens, and vehicles. Many save to travel abroad and financially support their families.
- They stay connected with family abroad using cell phones for video calls, and they keep up with news, soccer, movies, and other content on TV and radio.
- Members of these communities tend to save instead of borrow money but may carry a credit card balance.

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

SEGMENT 17 - COUNTRY CHARM

These communities are evenly distributed across metropolitan, micropolitan, and nonmetropolitan areas, with the highest concentration in the Midwest. Most residents live outside defined towns or cities in very low-density regions. Agriculture is at the heart of these communities, with many residents self-employed on their own farms or working for neighboring farms. Residents also find employment opportunities in manufacturing, construction, mining, and utilities. Residents tend to be older, with more married couples than singles, however, there is a higher-than-average presence of children under 18. Residents tend to own at least two vehicles.

Key statistics

- Median age: 43.6
- Median household size: 2.50
- Predominant household structure (Census 2020): Married couples
- Median household income: $78,155
- Median net worth: $298,064
- Percentage of individuals with completion of a bachelor's degree or higher: 22.0%

Housing and employment

- Predominant Urbanicity Type: Metro Landscape; Rural Countryside
- Median home value: $243,467
- Homeownership rate: 83.8%
- Rent burdened households (American Community Survey 2019-2023): 21.7%
- Labor force participation rate: 64.1%
- Unemployment rate: 2.9%

Lifestyle patterns

- Residents tend to shop for essentials in person, often using coupons, and they turn to online platforms for greater variety and better deals.
- They often purchase tools and equipment for maintaining their cars, lawns, and gardens.
- They tend to listen to country music.
- Residents create and repair things themselves, from home improvement and woodworking to gardening and crafting.

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 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 I1 - SMALL TOWN SINCERITY

One in four residents in this segment live outside metropolitan areas, often in small towns with a semirural setting. Nearly one-third of the population is 55 or older, and nonfamily and single-parent households are dominant. Residents are primarily employed in manufacturing, food service, production, and retail. Most residents have a high school diploma. More than half of households earn middle-tier incomes; social security and other forms of public assistance provide essential support. Residents own at least one vehicle per household, though many workers walk or bike to nearby employment. Rental costs are among the lowest in the country. Neighborhoods are older, with most homes built before 1990, and are predominantly comprised of single-family units, but duplexes are also common.

Key statistics

- Median age: 41.9
- Median household size: 2.26
- Predominant household structure (Census 2020): Singles living alone; married couples
- Median household income: $40,589
- Median net worth: $45,310
- Percentage of individuals with completion of a bachelor's degree or higher: 14.5%

Housing and employment

- Predominant Urbanicity Type: Suburb
- Median home value: $114,887
- Homeownership rate: 55.8%
- Rent burdened households (American Community Survey 2019-2023): 38.5%
- Labor force participation rate: 47.1%
- Unemployment rate: 7.1%

Lifestyle patterns

- These consumers tend to shop at nearby discount stores for essentials, and they place orders online or by phone for items they cannot find locally.
- They frequently purchase gardening, pet care, and automotive supplies.
- Residents primarily watch cable TV and use prepaid cellular phones for social media and games. Video gaming is popular among the younger population.
- They engage in activities at home or nearby, such as fishing, hunting, renting movies, attending state and county fairs, woodworking, and cooking.

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

SEGMENT K3 - LOYAL LOCALS

Though prevalent nationwide, the highest concentrations of these communities are found in the Midwest and South. While many are in the suburbs of small metropolitan and micropolitan areas, these neighborhoods also have significant concentrations in small and remote towns. Residents are predominantly aged 65 years and above, and many are widowed or married without children living at home. Housing is more affordable than the national average: more than half of the homes in this segment are valued between $150,000 and $300,000. The majority of households consist of single-family homes, primarily built between 1950 and 1990. Commutes are typically short, with most residents driving alone to work, due to limited public transportation options. These neighborhoods generally have low population density and stable growth patterns.

Key statistics

- Median age: 46.4
- Median household size: 2.29
- Predominant household structure (Census 2020): Married couples; singles living alone
- Median household income: $77,226
- Median net worth: $291,287
- Percentage of individuals with completion of a bachelor's degree or higher: 33.9%

Housing and employment

- Predominant Urbanicity Type: Suburb
- Median home value: $255,205
- Homeownership rate: 78.2%
- Rent burdened households (American Community Survey 2019-2023): 34.0%
- Labor force participation rate: 57.5%
- Unemployment rate: 3.5%

Lifestyle patterns

- When it comes to shopping, they often visit large retail establishments for food and home supplies.
- This segment tends to stick to the same foods, stores, and brands. They often buy American-made products and domestic vehicles.
- Television is a primary source for both news and entertainment, including programs related to hunting and sports.
- They use social media to follow groups and stay in touch with friends and family.

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

SEGMENT K4 - CLASSIC COMFORT

These neighborhoods are typically found in the suburbs of major metropolitan areas, particularly in the South and Midwest, including states such as Michigan, Illinois, and Texas. The median age is slightly above that of the U.S. Most households earn middle-tier incomes, and labor force participation is high; most work full-time jobs, and many families are supported by multiple earners. Employment is mostly in wholesale trade, health care, education, and manufacturing sectors. Affordable housing is prominent, with most homes valued between $150,000 and $300,000 and rental prices below the national average. Homeowners significantly outnumber renters, and many homes were built between 1950 and 2000. Short, solo commutes are common, with households typically owning several vehicles. During the day, the residential population exceeds the working population.

Key statistics

- Median age: 40.2
- Median household size: 2.56
- Predominant household structure (Census 2020): Married couples
- Median household income: $88,893
- Median net worth: $317,594
- Percentage of individuals with completion of a bachelor's degree or higher: 32.6%

Housing and employment

- Predominant Urbanicity Type: Suburb
- Median home value: $262,806
- Homeownership rate: 80.5%
- Rent burdened households (American Community Survey 2019-2023): 29.6%
- Labor force participation rate: 68.6%
- Unemployment rate: 3.4%

Lifestyle patterns

- Residents tend to buy budget-friendly items from discount local or chain stores.
- Homeowners often purchase lawn and garden maintenance tools.
- These residents have a strong enthusiasm for professional, college, and high school sports.
- When dining out, they frequent both fast food and sit-down chain restaurants.

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

SEGMENT K7 - ROOM TO ROAM

These communities are mainly found within metropolitan areas but tend not to be in the mega metropolises. The highest concentrations are found in the Midwest and South. More than half of household heads are aged 55 and older, and one in five individuals are aged 65 and above. Married couples, often without children, form most households, while nonfamily households represent a quarter of the total households. Self-employment is notable, and employment tends to be in manufacturing, health care, and retail. Most housing in this market consists of owner-occupied, single-family homes rather than rentals, with housing built primarily between 1970 and 2000 and generally priced lower than the national average. Owning multiple vehicles is typical, with driving alone as the primary means of commuting.

Key statistics

- Median age: 46.2
- Median household size: 2.52
- Predominant household structure (Census 2020): Married couples with no kids
- Median household income: $99,689
- Median net worth: $506,754
- Percentage of individuals with completion of a bachelor's degree or higher: 34.0%

Housing and employment

- Predominant Urbanicity Type: Suburb; Metro Landscape
- Median home value: $344,056
- Homeownership rate: 89.0%
- Rent burdened households (American Community Survey 2019-2023): 22.4%
- Labor force participation rate: 62.5%
- Unemployment rate: 3.0%

Lifestyle patterns

- Consumers tend to use coupons and shop at department stores.
- Residents purchase tools for home and yard maintenance, such as lawn mowers, trimmers, electric drills, and saws.
- Radio remains a staple, with commuters subscribing to satellite and streaming channels. Television is widely used for news, entertainment, and major sports.
- When traveling, domestic trips are common. Residents cook, bake, read, and walk their dogs. Residents tend to vote, and recycling is a routine practice.

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 I5 - RURAL RESORT DWELLERS

Neighborhoods in this segment are distributed throughout the country and are concentrated in resort locations and areas with seasonal recreation. With approximately half of the population aged 55 and over, the senior age dependency rate is high. Nearly half of households are comprised of married couples without children. While most of this segment is rural and remote, some communities are within commuting distance (though often long commutes) of major urban job centers. Residents tend to have skilled jobs in construction and manufacturing. Rates of self-employment and government employment are higher than average, and there is a notable veteran population. There is a high number of second homes used for recreation, with one in three housing units designated for seasonal or occasional use.

Key statistics

- Median age: 55.1
- Median household size: 2.20
- Predominant household structure (Census 2020): Married couples with no kids
- Median household income: $71,031
- Median net worth: $321,308
- Percentage of individuals with completion of a bachelor's degree or higher: 29.7%

Housing and employment

- Predominant Urbanicity Type: Rural Countryside; Metro Landscape; Suburb
- Median home value: $372,031
- Homeownership rate: 84.0%
- Rent burdened households (American Community Survey 2019-2023): 30.2%
- Labor force participation rate: 49.8%
- Unemployment rate: 3.9%

Lifestyle patterns

- Residents typically rely on local garages or dealers for vehicle maintenance.
- They often purchase household equipment such as generators, grills, and freezers.
- They tend to watch TV and read magazines.
- Residents tend to engage with their communities and regularly volunteer with local organizations. They typically prepare food at home.

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:	**11,104**	**100.0%**		**22,078**	**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	**3,765**	**33.9%**	**461**	**7,705**	**34.9%**	**470**
Modest Income Homes (E1)	0	0.0%	0	0	0.0%	0
Southwestern Families (E2)	651	5.9%	741	1,340	6.1%	706
Hometown Charm (E3)	270	2.4%	167	570	2.6%	191
Mobile Meadows (E4)	0	0.0%	0	0	0.0%	0
Rural Versatility (E5)	2,134	19.2%	1,216	4,321	19.6%	1,279
Family Bonds (E6)	712	6.4%	430	1,484	6.7%	398

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	**917**	**8.3%**	**192**	**1,877**	**8.5%**	**163**
Shared Roots (G1)	917	8.3%	888	1,881	8.5%	741
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	**5,342**	**48.1%**	**352**	**10,355**	**46.9%**	**357**
Small Town Sincerity (I1)	607	5.5%	456	1,075	4.9%	439
Scenic Byways (I2)	1,219	11.0%	678	2,338	10.6%	662
Heartland Communities (I3)	0	0.0%	0	0	0.0%	0
Rooted Rural (I4)	1,251	11.3%	460	2,521	11.4%	484
Rural Resort Dwellers (I5)	14	0.1%	9	44	0.2%	14
Southern Satellites (I6)	1,358	12.2%	480	2,663	12.1%	467
Country Charm (I7)	892	8.0%	349	1,718	7.8%	349
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	**1,080**	**9.7%**	**44**	**2,119**	**9.6%**	**45**
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)	391	3.5%	125	810	3.7%	138
Classic Comfort (K4)	348	3.1%	107	673	3.1%	105
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)	341	3.1%	78	642	2.9%	73
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

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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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