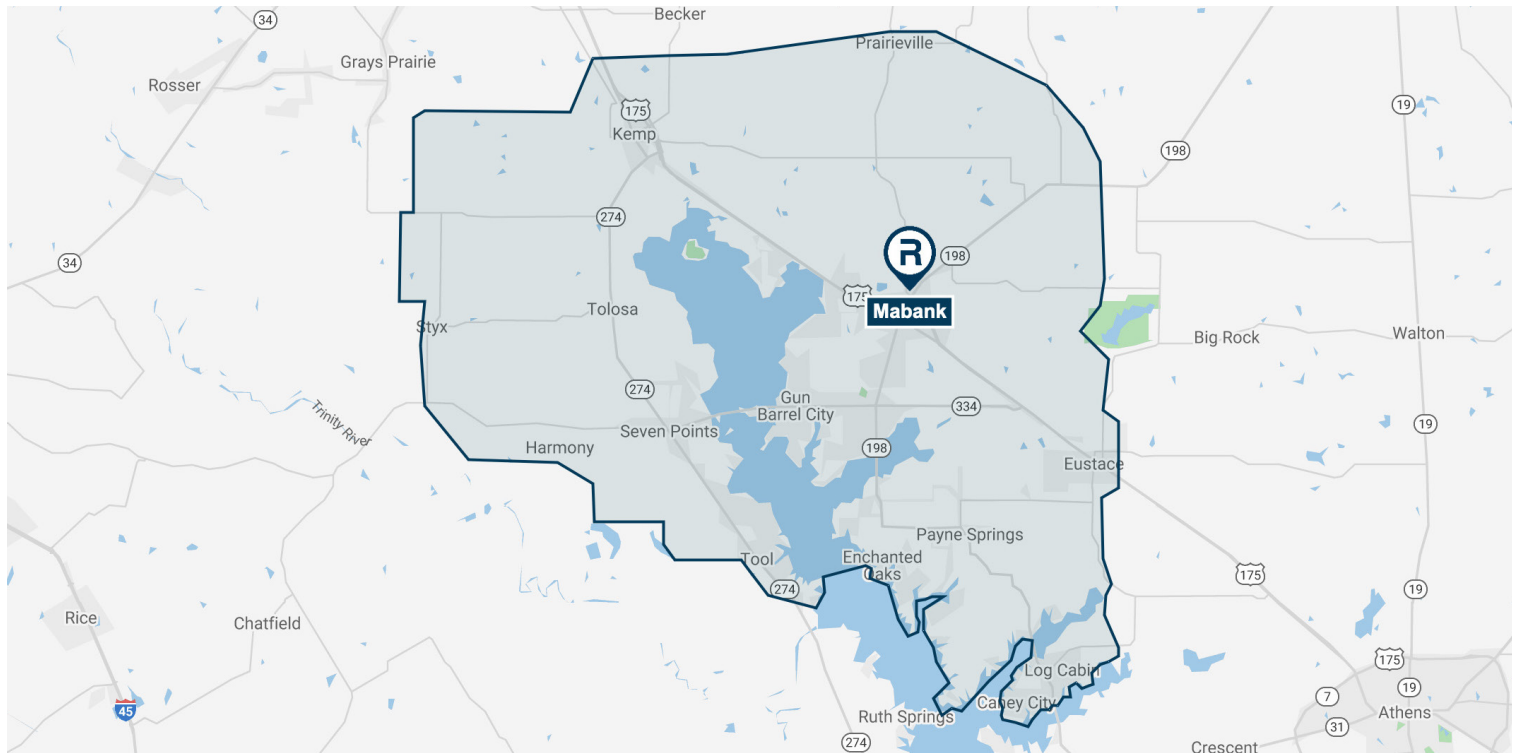# Primary Retail Trade Area Psychographic Profile

MABANK, TEXAS

Prepared for City of Mabank
June 2023

# Primary Retail Trade Area • Demographic Snapshot

## Mabank, Texas



## Population

| | |
|---|---|
| 2020 | 41,020 |
| 2023 | 42,771 |
| 2028 | 44,491 |

## Educational Attainment (%)

| | |
|---|---|
| Graduate or Professional Degree | 3.70% |
| Bachelors Degree | 9.26% |
| Associate Degree | 7.58% |
| Some College | 24.29% |
| High School Graduate (GED) | 35.74% |
| Some High School, No Degree | 15.26% |
| Less than 9th Grade | 4.18% |

## Income

| | |
|---|---|
| Average HH | $77,278 |
| Median HH | $54,434 |
| Per Capita | $30,696 |

## Age

| | |
|---|---|
| 0 - 9 Years | 10.93% |
| 10 - 17 Years | 9.82% |
| 18 - 24 Years | 7.55% |
| 25 - 34 Years | 11.09% |
| 35 - 44 Years | 11.12% |
| 45 - 54 Years | 11.16% |
| 55 - 64 Years | 14.61% |
| 65 and Older | 23.72% |
| Median Age | 44.54 |
| Average Age | 43.38 |

## Race Distribution (%)

| | |
|---|---|
| White | 82.74% |
| Black/African American | 1.67% |
| American Indian/Alaskan | 0.92% |
| Asian | 0.68% |
| Native Hawaiian/Islander | 0.03% |
| Other Race | 4.40% |
| Two or More Races | 9.57% |
| Hispanic | 12.63% |



**Bryant Morris**
City of Mabank
City Administrator

129 East Market Street
Mabank, Texas 75147

Phone   903.887.3241 ext 200
Cell      903.880.8662
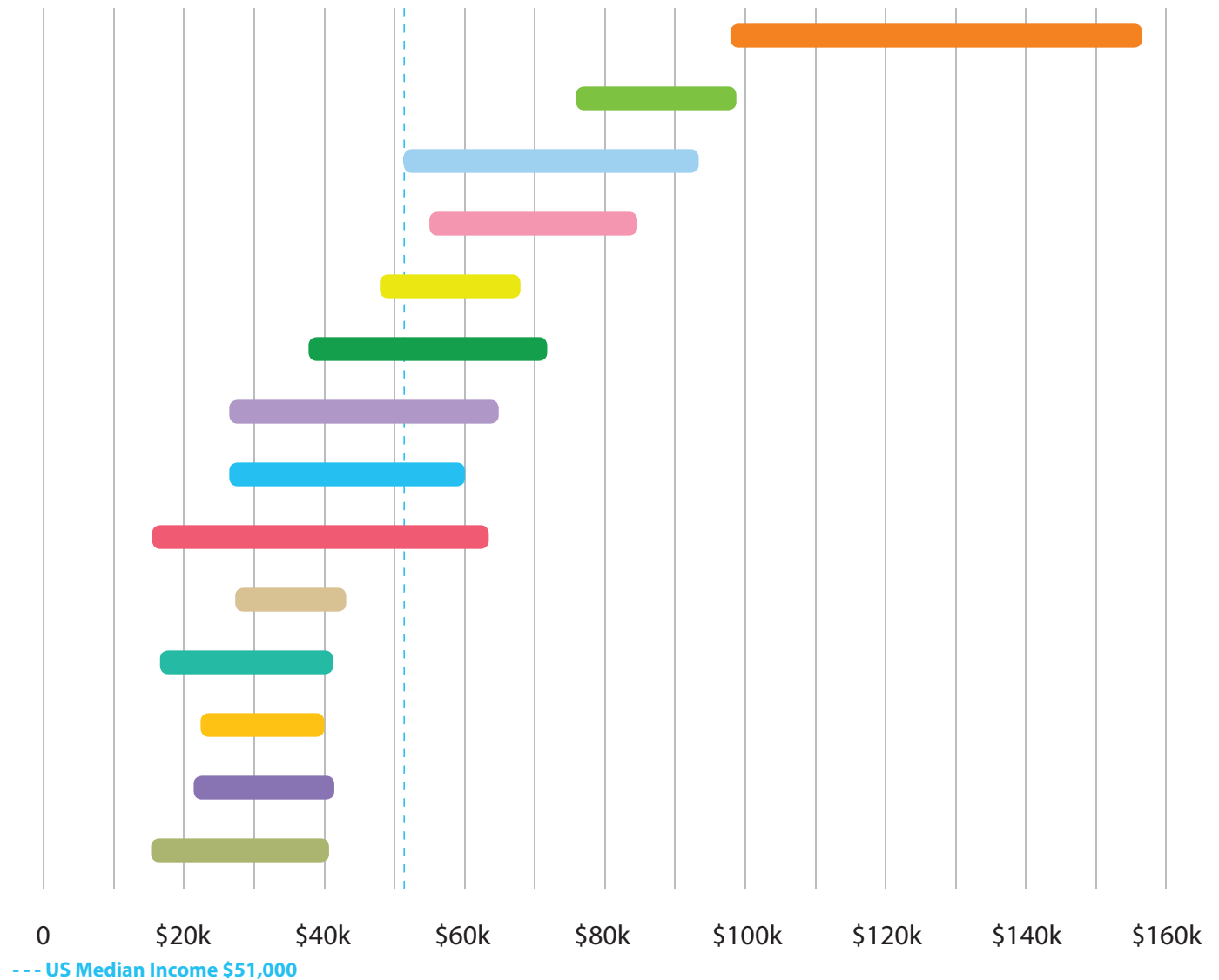Bryant@CityOfMabank.org
www.CityOfMabank.org

**Aaron Farmer**
The Retail Coach, LLC
President

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

# Income Range of Lifemode Summary Groups

## Mabank, Texas



--- **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**
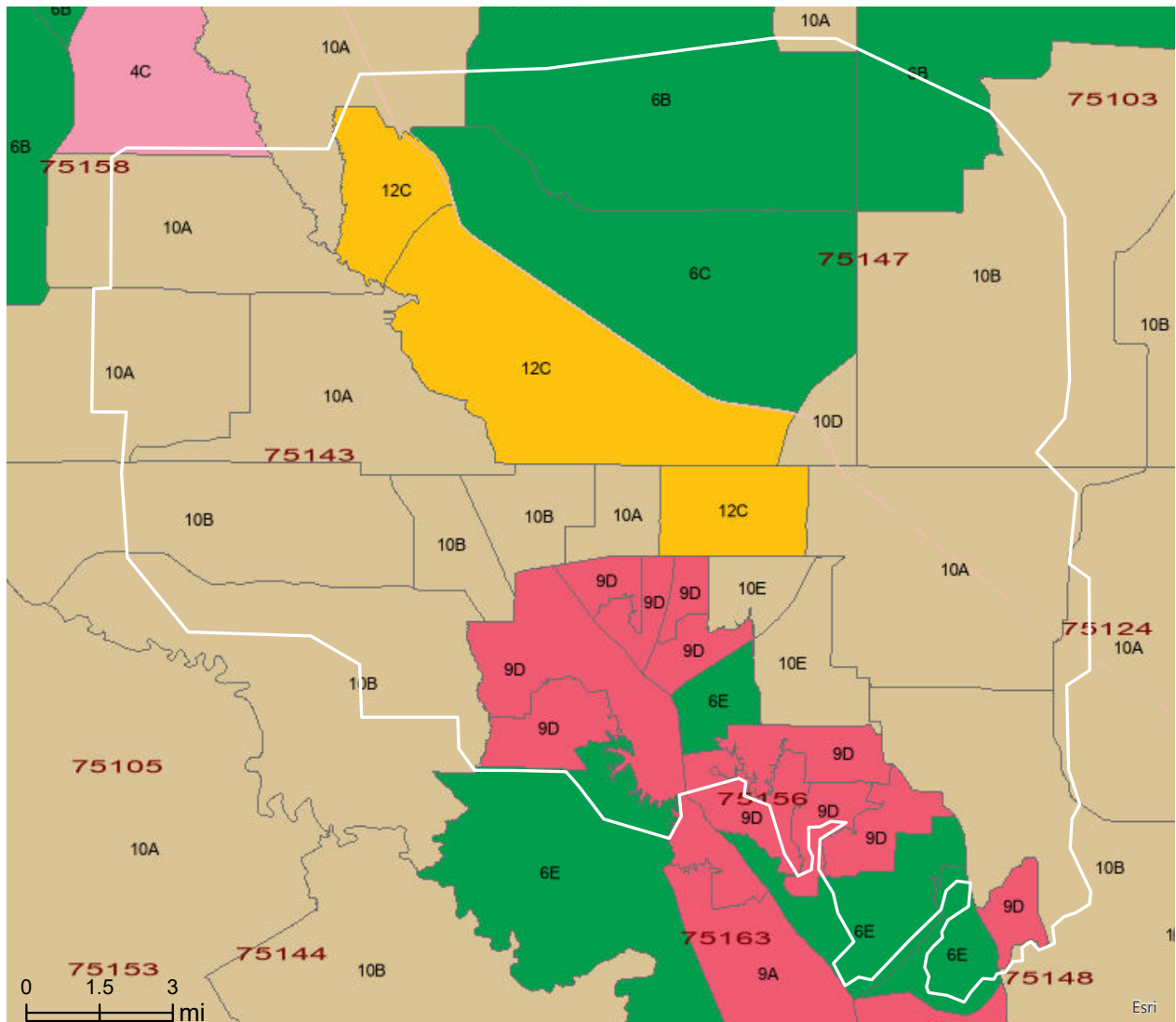Urban denizens; young, diverse,
hardworking families

**+ L14 SCHOLARS AND PATRIOTS**
College campuses and military neighborhoods

The RetailCoach

# Primary Retail Trade Area • Lifemode Summary Groups Map
## Mabank, Texas



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

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Prosperous, married couples
in higher density neighborhoods

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Urban denizens; young, diverse,
hardworking families

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College campuses and military neighborhoods

# Primary Retail Trade Area • Top Tapestry Segments

## Mabank, Texas

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

**+ L2 UPSCALE AVENUES**
Prosperous, married couples
in higher density neighborhoods

**+ L3 UPTOWN INDIVIDUALS**
Younger, urban singles on the move

**+ 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

| | TAPESTRY SEGMENTATION | HOUSEHOLDS PERCENT | CUMULATIVE PERCENT | US HOUSEHOLDS PERCENT | CUMULATIVE PERCENT | INDEX |
|---|---|---|---|---|---|---|
| 1 | Senior Escapes (9D) | 29.5% | 29.5% | 0.9% | 0.9% | 3284 |
| 2 | Southern Satellites (10A) | 16.0% | 45.5% | 3.1% | 4.0% | 514 |
| 3 | Rooted Rural (10B) | 15.5% | 61.0% | 1.8% | 5.9% | 839 |
| 4 | Small Town Sincerity (12C) | 11.3% | 72.3% | 1.8% | 7.6% | 636 |
| 5 | Rural Resort Dwellers (6E) | 9.6% | 81.9% | 1.0% | 8.6% | 970 |
| | Subtotal | 81.9% | | 8.6% | | |
| | | | | | | |
| 6 | Rural Bypasses (10E) | 7.8% | 89.7% | 1.2% | 9.8% | 642 |
| 7 | Down the Road (10D) | 4.7% | 94.5% | 1.2% | 11.0% | 409 |
| 8 | Salt of the Earth (6B) | 3.0% | 97.5% | 2.8% | 13.8% | 108 |
| 9 | The Great Outdoors (6C) | 2.5% | 100.0% | 1.6% | 15.3% | 163 |
| | Subtotal | 18.0% | | 6.8% | | |
| | | | | | | |
| | Total | 100.0% | | 15.3% | | 652 |

# 9D LifeMode Group: Senior Styles
## Senior Escapes

**US Households:** 1,116,000
**Average Household Size:** 2.20

**Median Age:** 54.6
**Median Household Income:** $38,700

## WHO ARE WE?

Senior Escapes neighborhoods are heavily concentrated in the warmer states of Florida, California, and Arizona. These areas are highly seasonal, yet owner occupied. Many homes began as seasonal getaways and now serve as primary residences. Nearly forty percent are mobile homes; over half are single-family dwellings. About half are in unincorporated and more rural areas. Nearly one-fifth of the population is between 65 and 74 years old. Most are white and fairly conservative in their political and religious views. Residents enjoy watching TV, going on cruises, playing trivia games, bicycling, boating, and fishing. They are very conscious of their health and buy specialty foods and dietary supplements.

## OUR NEIGHBORHOOD

- Neighborhoods include primary and second homes in rural or semirural settings.
- One quarter of all housing units are vacant; many are for seasonal use only.
- More than one-third of the households are married couples without children; a third are single-person households.
- More than half the homes are single family; nearly 40% are mobile homes.
- Three-quarters of all homes are owner occupied, and the majority own their homes free and clear.
- Still actively driving, most households have one or two vehicles.

## SOCIOECONOMIC TRAITS

- Labor force participation is low, but more than half the households are drawing Social Security income.
- They have conservative political views.
- They spend majority of their time with spouse/significant other or alone.
- They are limited by medical conditions but still enjoy gardening and working on their vehicles.
- They take good care of vehicles, but haven't bought a new one in over five years.
- They only spend within their means, do their banking in person, and do not carry a balance on their credit card.

# 9D LifeMode Group: Senior Styles
## Senior Escapes

## AGE BY SEX (Esri data)

### Median Age: 54.6  US: 38.2

■ Indicates US



8%    4%    0    4%    8%
**Male**          **Female**

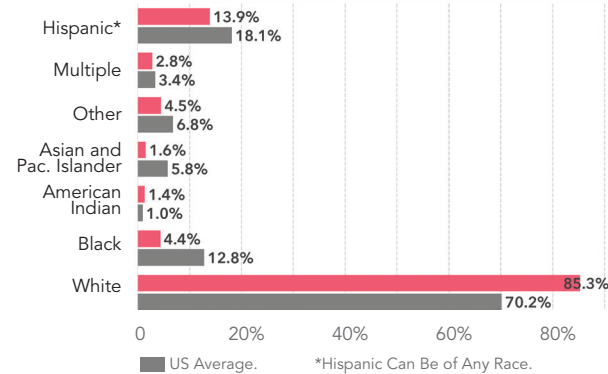## RACE AND ETHNICITY (Esri data)

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).
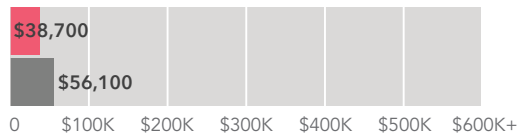
### Diversity Index: 44.5  US: 64.0

| Group | % |
|---|---|
| Hispanic* | 13.9% |
| | 18.1% |
| Multiple | 2.8% |
| | 3.4% |
| Other | 4.5% |
| | 6.8% |
| Asian and Pac. Islander | 1.6% |
| | 5.8% |
| American Indian | 1.4% |
| | 1.0% |
| Black | 4.4% |
| | 12.8% |
| White | 85.3% |
| | 70.2% |

0    20%    40%    60%    80%

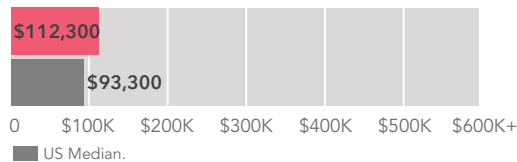■ US Average.    *Hispanic Can Be of Any Race.

## 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

$38,700
$56,100

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

### Median Net Worth

$112,300
$93,300

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

■ US Median.

## HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.
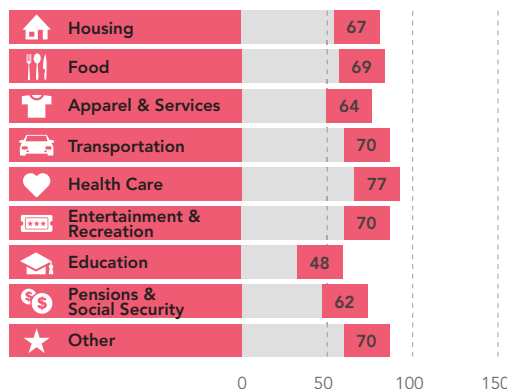


**Typical Housing:**
Single Family;
Mobile Homes/Seasonal

**Median Value:**
$120,000
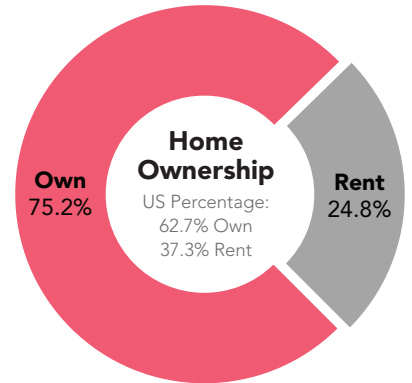
**Home Ownership**
Own 75.2%
Rent 24.8%
US Percentage: 62.7% Own 37.3% Rent

## 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 | 67 |
| 🍴 Food | 69 |
| 👕 Apparel & Services | 64 |
| 🚗 Transportation | 70 |
| ❤ Health Care | 77 |
| 🎟 Entertainment & Recreation | 70 |
| 🎓 Education | 48 |
| 💲 Pensions & Social Security | 62 |
| ★ Other | 70 |

0    50    100    150    200    250    300    350

**TheRetailCoach.**

# 9D LifeMode Group: Senior Styles
## Senior Escapes

### Market Profile

- Stock up on good deals, especially high-fiber, low-calorie, low-fat, and fat-free foods.
- Own 3, sometimes 4 or more TVs and watch news, sports, CMT, Hallmark, and AMC.
- Belong to veterans' clubs; maintain AARP and AAA memberships.
- Get most information from TV and the Sunday newspaper; light users of home computers and the Internet.
- Travel in the US via guided tours but weary of security issues.
- Frequently dine out at Wendy's, Golden Corral, and Cracker Barrel.

## 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.
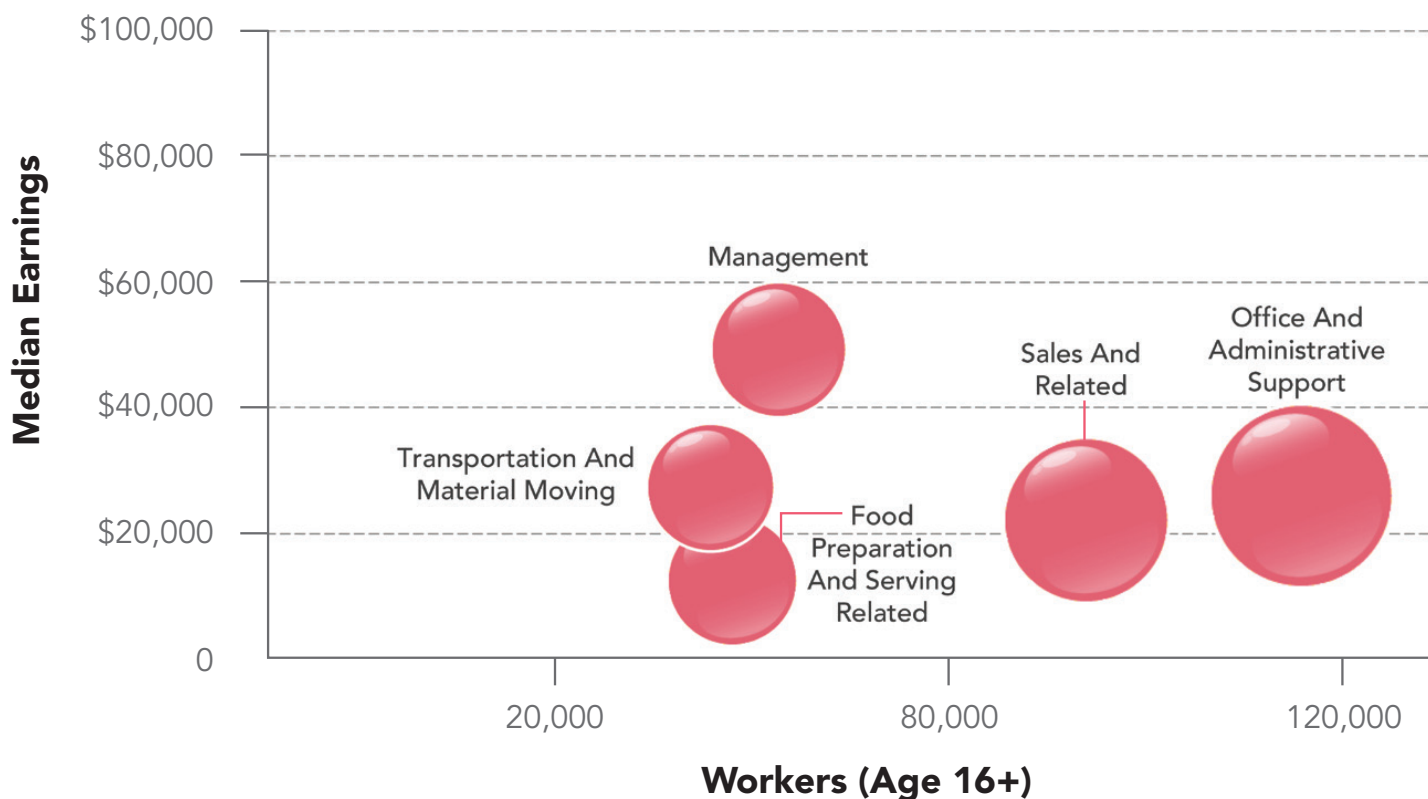
# 10A LifeMode Group: Rustic Outposts
## Southern Satellites

**US Households:** 3,856,800
**Average Household Size:** 2.67

**Median Age:** 40.3
**Median Household Income:** $47,800

## WHO ARE WE?

Southern Satellites is the second largest market found in rural settlements but within metropolitan areas located primarily in the South. This market is typically nondiverse, slightly older, settled married-couple families, who own their homes. Two-thirds of the homes are single-family structures; almost a third are mobile homes. Median household income and home value are below average. Workers are employed in a variety of industries, such as manufacturing, health care, retail trade, and construction, with higher proportions in mining and agriculture than the US. Residents enjoy country living, preferring outdoor activities and DIY home projects.

## OUR NEIGHBORHOOD

- About 78% of households are owned.
- Married couples with no children are the dominant household type, with a number of multigenerational households (Index 112).
- Most are single-family homes (67%), with a number of mobile homes (Index 509).
- Most housing units were built in 1970 or later.
- Most households own 1 or 2 vehicles, but owning 3+ vehicles is common (Index 144).
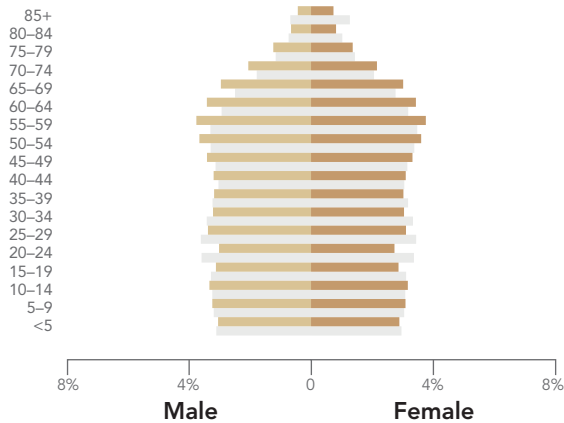
## SOCIOECONOMIC TRAITS

- Education: almost 40% have a high school diploma only (Index 140); 45% have college education (Index 73).
- Unemployment rate is 6%, slightly higher than the US rate.
- Labor force participation rate is 59.1%, slightly lower than the US.
- These consumers are more concerned about cost rather than quality or brand loyalty.
- They tend to be somewhat late in adapting to technology.
- They obtain a disproportionate amount of their information from TV, compared to other media.

# 10A LifeMode Group: Rustic Outposts
## Southern Satellites

## AGE BY SEX (Esri data)

**Median Age: 40.3**   US: 38.2

■ Indicates US

Male | Female

85+
80–84
75–79
70–74
65–69
60–64
55–59
50–54
45–49
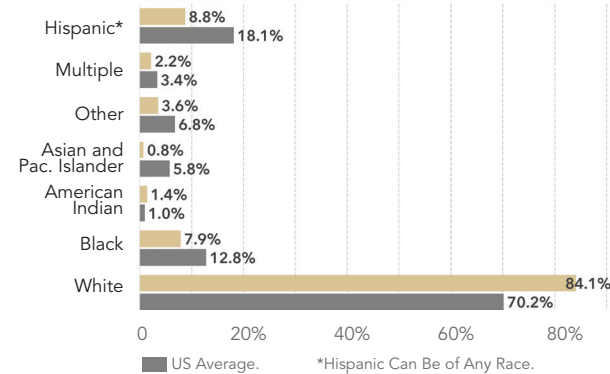40–44
35–39
30–34
25–29
20–24
15–19
10–14
5–9
<5

8%  4%  0  4%  8%

## RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

**Diversity Index: 40.1**   US: 64.0

| | |
|---|---|
| Hispanic* | 8.8% / 18.1% |
| Multiple | 2.2% / 3.4% |
| Other | 3.6% / 6.8% |
| Asian and Pac. Islander | 0.8% / 5.8% |
| American Indian | 1.4% / 1.0% |
| Black | 7.9% / 12.8% |
| White | 84.1% / 70.2% |

0   20%   40%   60%   80%

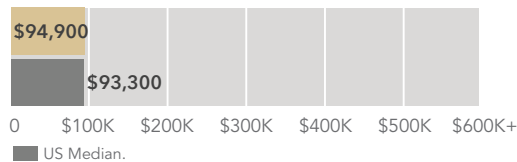■ US Average.   *Hispanic Can Be of Any Race.

## 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

**$47,800**
$56,100

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

### Median Net Worth

**$94,900**
$93,300

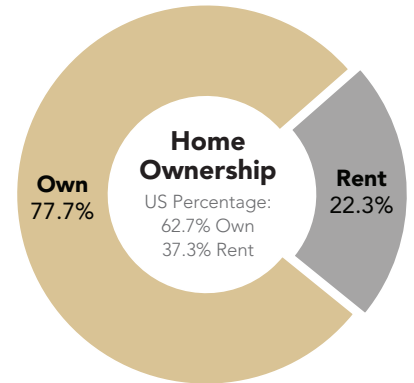0  $100K  $200K  $300K  $400K  $500K  $600K+

■ US Median.

## HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.
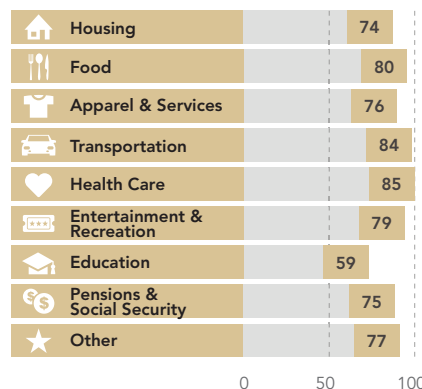
**Typical Housing:**
Single Family;
Mobile Homes

**Median Value:**
$128,500

**Home Ownership**
US Percentage:
62.7% Own
37.3% Rent

Own 77.7%   Rent 22.3%

## AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

| | |
|---|---|
| Housing | 74 |
| Food | 80 |
| Apparel & Services | 76 |
| Transportation | 84 |
| Health Care | 85 |
| Entertainment & Recreation | 79 |
| Education | 59 |
| Pensions & Social Security | 75 |
| Other | 77 |

0   50   100   150   200   250   300   350

**The Retail Coach**

# 10A LifeMode Group: Rustic Outposts
## Southern Satellites

### Market Profile
• Usually own a truck; likely to service it themselves.
• Frequent the convenience store, usually to fill up a vehicle with gas.
• Typical household has a satellite dish.
• Work on home improvement and remodeling projects.
• Own a pet, commonly a dog.
• Participate in fishing and hunting.
• Prefer to listen to country music and watch Country Music Television (CMT).
• Read fishing/hunting and home service magazines.
• Partial to eating at low-cost family restaurants and drive-ins.
• Use Walmart for all their shopping needs (groceries, clothing, pharmacy, etc.).

## OCCUPATION BY EARNINGS
The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.
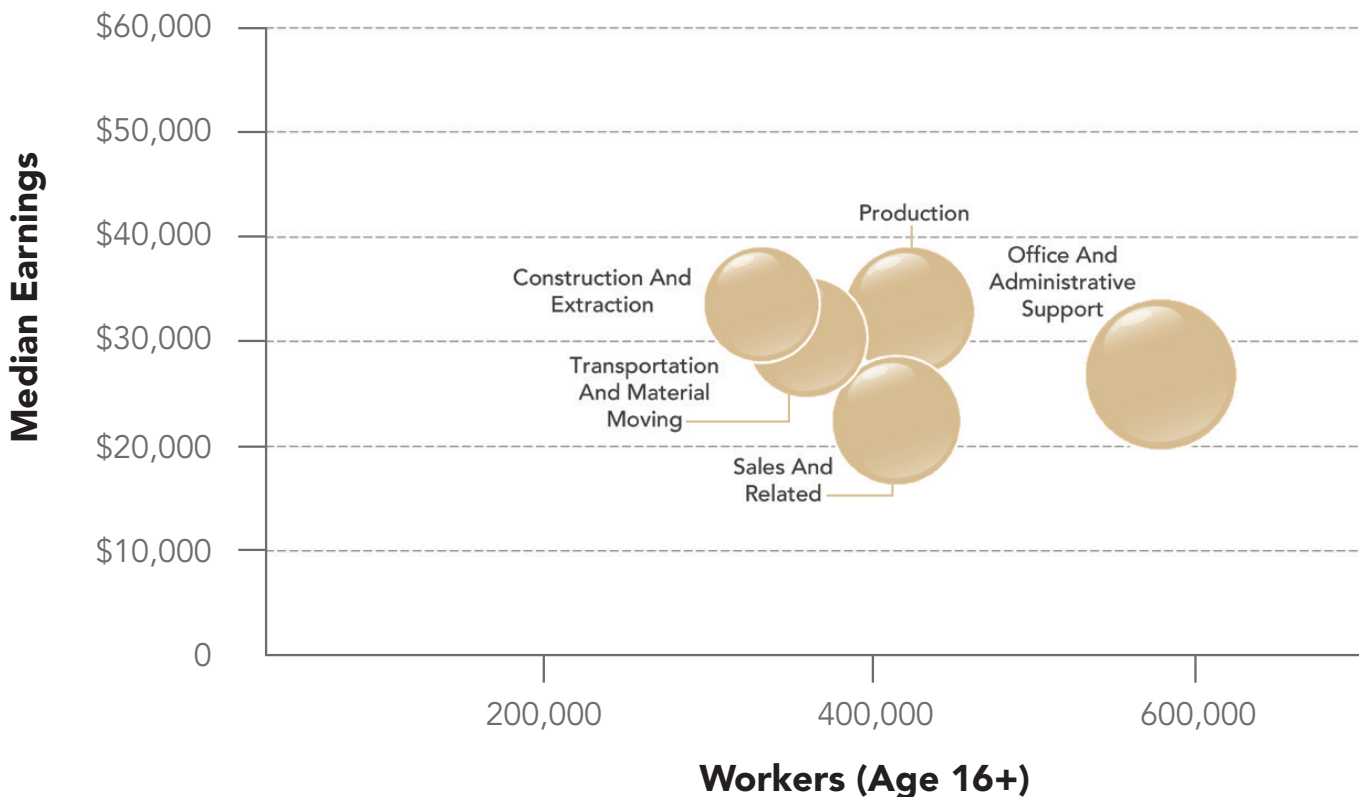
# 10B LifeMode Group: Rustic Outposts
## Rooted Rural

**US Households:** 2,430,900
**Average Household Size:** 2.48

**Median Age:** 45.2
**Median Household Income:** $42,300

## WHO ARE WE?

Rooted Rural is heavily concentrated in the Appalachian mountain range as well as in Texas and Arkansas. Employment in the forestry industry is common, and Rooted Rural residents live in many of the heavily forested regions of the country. Nearly 9 of 10 residents are non-Hispanic whites. This group enjoys time spent outdoors, hunting, fishing, or working in their gardens. Indoors, they enjoy watching television with a spouse and spending time with their pets. When shopping, they look for American-made and generic products. These communities are heavily influenced by religious faith, traditional gender roles, and family history.

## OUR NEIGHBORHOOD

- This market is dominated by married couples, few with children at home.
- 80% of homes are owner occupied: primarily single family (73%) or mobile homes (24%).
- Nearly one in five housing units are vacant, with a high proportion for seasonal use.
- Home values are very low—almost half of owned homes are valued under $100,000.

## SOCIOECONOMIC TRAITS

- Thrifty shoppers that use coupons frequently and buy generic goods.
- Far-right political values on religion and marriage.
- Do-it-yourself mentality; grow their own produce and work on their cars and ATVs.
- Pay bills in person and avoid using the Internet for financial transactions.
- Often find computers and cell phones too complicated and confusing.
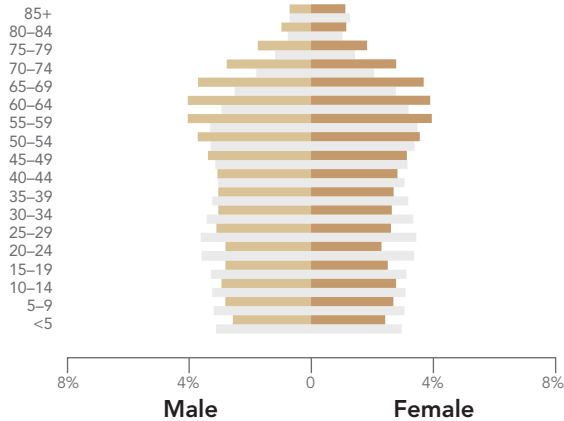- Clothes a necessity, not a fashion statement; only buy new clothes when old clothes wear out.

The**Retail**Coach.

# 10B LifeMode Group: Rustic Outposts
## Rooted Rural

## AGE BY SEX (Esri data)

### Median Age: 45.2   US: 38.2

■ Indicates US



Male          Female
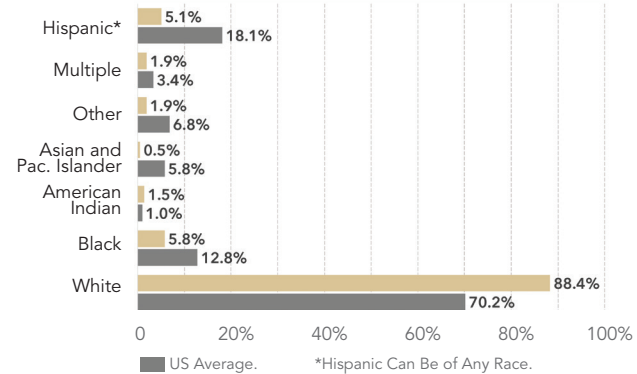
## RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).
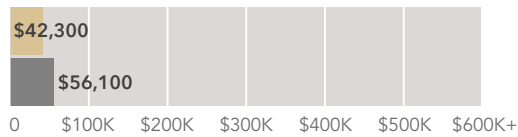
### Diversity Index: 29.2   US: 64.0

| Group | % |
|---|---|
| Hispanic* | 5.1% |
| Hispanic* (US) | 18.1% |
| Multiple | 1.9% |
| Multiple (US) | 3.4% |
| Other | 1.9% |
| Other (US) | 6.8% |
| Asian and Pac. Islander | 0.5% |
| Asian and Pac. Islander (US) | 5.8% |
| American Indian | 1.5% |
| American Indian (US) | 1.0% |
| Black | 5.8% |
| Black (US) | 12.8% |
| White | 88.4% |
| White (US) | 70.2% |

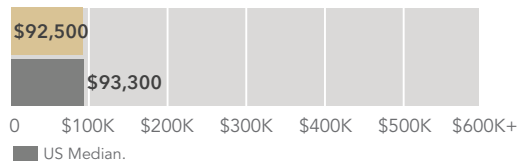■ US Average.        *Hispanic Can Be of Any Race.

## INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

### Median Household Income

$42,300
$56,100

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

### Median Net Worth

$92,500
$93,300

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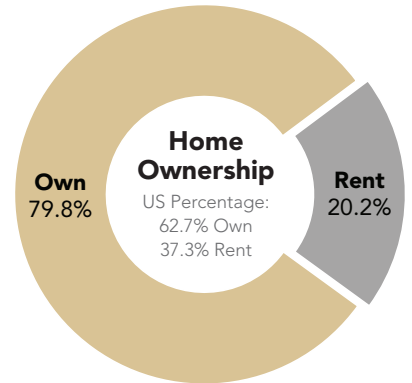
■ US Median.

## HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.
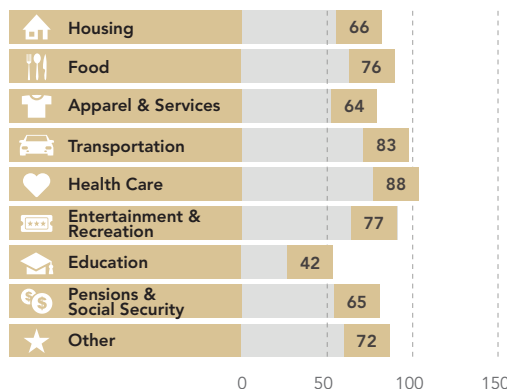
**Typical Housing:**
Single Family; Mobile Homes

**Median Value:**
$112,800

**Home Ownership**
US Percentage: 62.7% Own 37.3% Rent

Own 79.8%        Rent 20.2%

## AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

| Category | Index |
|---|---|
| Housing | 66 |
| Food | 76 |
| Apparel & Services | 64 |
| Transportation | 83 |
| Health Care | 88 |
| Entertainment & Recreation | 77 |
| Education | 42 |
| Pensions & Social Security | 65 |
| Other | 72 |

0   50   100   150   200   250   300   350

TheRetailCoach.

# 10B LifeMode Group: Rustic Outposts
## Rooted Rural

## Market Profile
- They own a riding lawn mower, as well as a garden tiller, and have vegetable gardens.
- More than half of the households have a high-speed Internet connection.
- They use a satellite dish to watch CMT, the History Channel, and GSN (Game Show Network).
- Pets are popular—dogs, cats, and birds.
- Leisure activities include hunting and fishing.
- They listen to faith-based radio, country, and gospel music.
- Many are on Medicare and frequent the Walgreens pharmacy.

## OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.
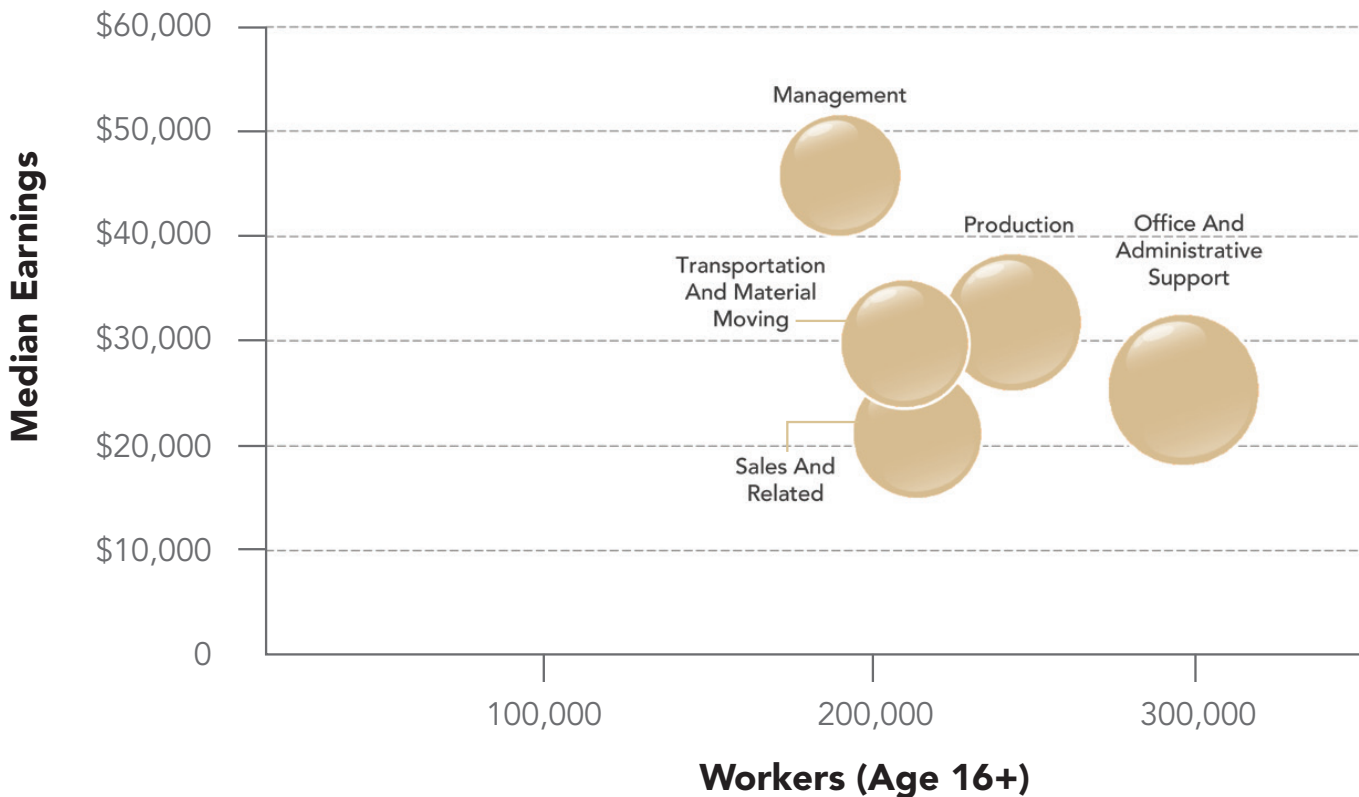
# 12C LifeMode Group: Hometown
## Small Town Simplicity

**US Households:** 2,305,700
**Average Household Size:** 2.26

**Median Age:** 40.8
**Median Household Income:** $31,500

## WHO ARE WE?

Small Town Simplicity includes young families and senior householders that are bound by community ties. The lifestyle is down-to-earth and semirural, with television for entertainment and news, and emphasis on convenience for both young parents and senior citizens. Residents embark on pursuits including online computer games, renting movies, indoor gardening, and rural activities like hunting and fishing. Since 1 in 4 households is below poverty level, residents also keep their finances simple—paying bills in person and avoiding debt.

## OUR NEIGHBORHOOD

- They reside in small towns or semirural neighborhoods, mostly outside metropolitan areas.
- Homes are a mix of older single-family houses (61%), apartments, and mobile homes.
- Half of all homes are owner-occupied (Index 79).
- Median home value of $92,300 is about half the US median.
- Average rent is $639 (Index 62).
- This is an older market, with half of the householders aged 55 years or older, and predominantly single-person households (Index 139).

## SOCIOECONOMIC TRAITS

- Education: 67% with high school diploma or some college.
- Unemployment higher at 7.7% (Index 141).
- Labor force participation lower at 52% (Index 83), which could result from lack of jobs or retirement.
- Income from wages and salaries (Index 83), Social Security (Index 133) or retirement (Index 106), increased by Supplemental Security Income (Index 183).
- Price-conscious consumers that shop accordingly, with coupons at discount centers.
- Connected, but not to the latest or greatest gadgets; keep their landlines.
- Community-orientated residents; more conservative than middle-of-the-road.
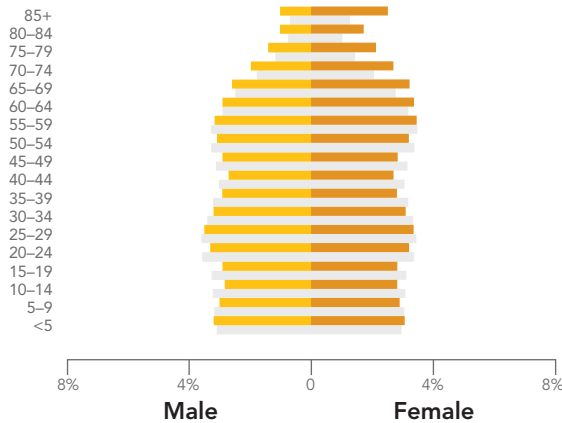- Rely on television or newspapers to stay informed.

# 12C LifeMode Group: Hometown
## Small Town Simplicity

## AGE BY SEX (Esri data)

### Median Age: 40.8  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
Female scale: 0 4% 8%

**Male**  **Female**

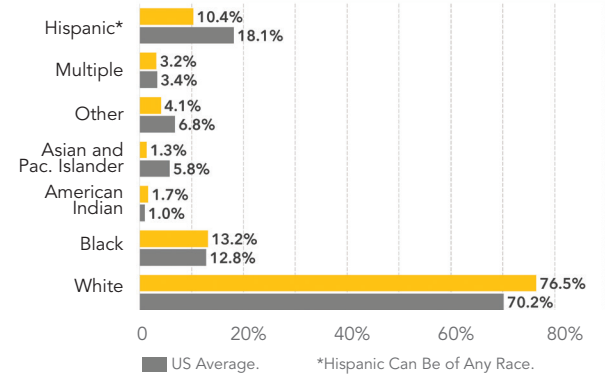## RACE AND ETHNICITY (Esri data)

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).
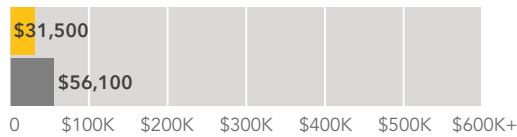
### Diversity Index: 51.0  US: 64.0

| Group | Value | US Average |
|---|---|---|
| Hispanic* | 10.4% | 18.1% |
| Multiple | 3.2% | 3.4% |
| Other | 4.1% | 6.8% |
| Asian and Pac. Islander | 1.3% | 5.8% |
| American Indian | 1.7% | 1.0% |
| Black | 13.2% | 12.8% |
| White | 76.5% | 70.2% |

Scale: 0  20%  40%  60%  80%

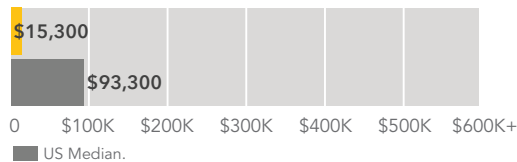■ US Average.    *Hispanic Can Be of Any Race.

## 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

$31,500
$56,100

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

### Median Net Worth

$15,300
$93,300

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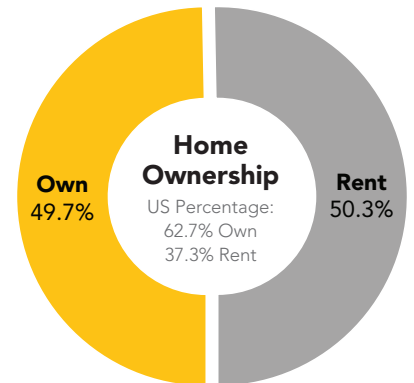
■ US Median.

## 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.
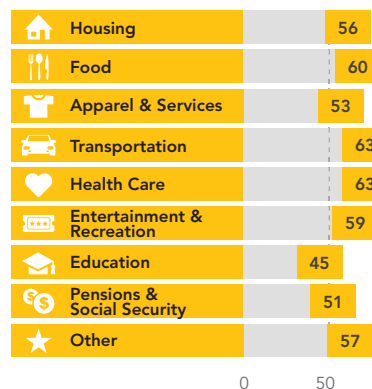
**Typical Housing:**
Single Family

**Median Value:**
$92,300

US Median: $207,300

**Home Ownership**
US Percentage:
62.7% Own
37.3% Rent

Own 49.7%    Rent 50.3%

## 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 | 56 |
| Food | 60 |
| Apparel & Services | 53 |
| Transportation | 63 |
| Health Care | 63 |
| Entertainment & Recreation | 59 |
| Education | 45 |
| Pensions & Social Security | 51 |
| Other | 57 |

Scale: 0  50  100  150  200  250  300  350
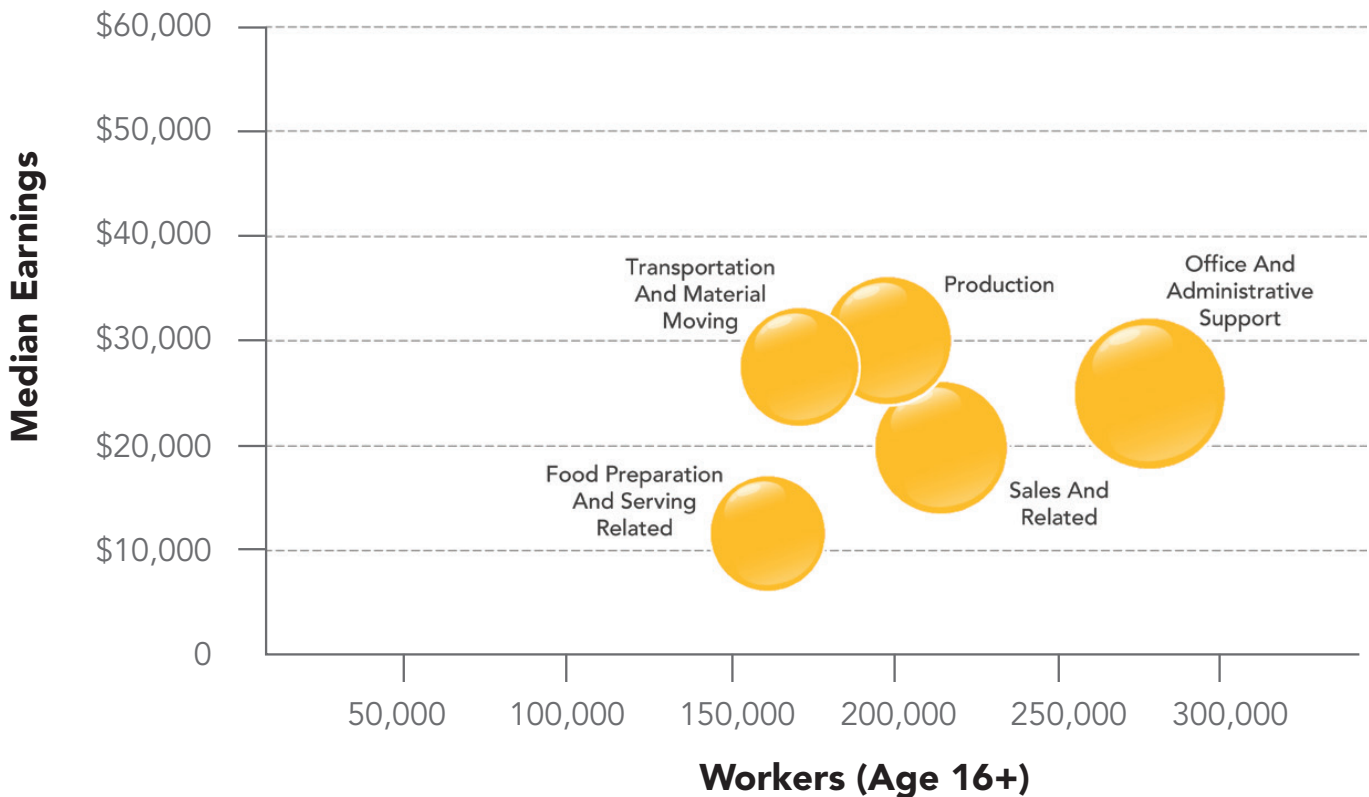
The Retail Coach

# 12C LifeMode Group: Hometown Small Town Simplicity

## Market Profile

- Small Town Simplicity features a semirural lifestyle, complete with trucks and SUVs (domestic, of course), ATVs, and vegetable gardens.
- Residents enjoy outdoor activities like hunting and fishing as well as watching NASCAR and college football and basketball on TV.
- A large senior population visit doctors and health practitioners regularly.
- However, a largely single population favors convenience over cooking—frozen meals and fast food.
- Home improvement is not a priority, but vehicle maintenance is.

## 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.



Chart: Median Earnings (y-axis, $0 to $60,000) vs Workers (Age 16+) (x-axis, 50,000 to 300,000)

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

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# 6E LifeMode Group: Cozy Country Living
## Rural Resort Dwellers

**US Households:** 1,227,200
**Average Household Size:** 2.22

**Median Age:** 54.1
**Median Household Income:** $50,400

## WHO ARE WE?

Although the Great Recession forced many owners of second homes to sell, Rural Resort Dwellers residents remain an active market, just a bit smaller. These communities are centered in resort areas, many in the Midwest, where the change in seasons supports a variety of outdoor activities. Retirement looms for many of these blue collar, older householders, but workers are postponing retirement or returning to work to maintain their current lifestyles. Workers are traveling further to maintain employment. They are passionate about their hobbies, like freshwater fishing and hunting, but otherwise have very simple tastes.

## OUR NEIGHBORHOOD

- Housing is owner-occupied, single-family homes, with some mobile homes. A strong market for second homes, these rural areas contain homes valued near the US median. Over half of the housing units are vacant due to a high seasonal vacancy rate.
- In this older market, 42% of households consist of married couples with no children at home, while another 28% are single person. Married couples with children at home have older school-age children.
- Set in scenic rural locations with proximity to outdoor activities, two vehicles are essential to get around.
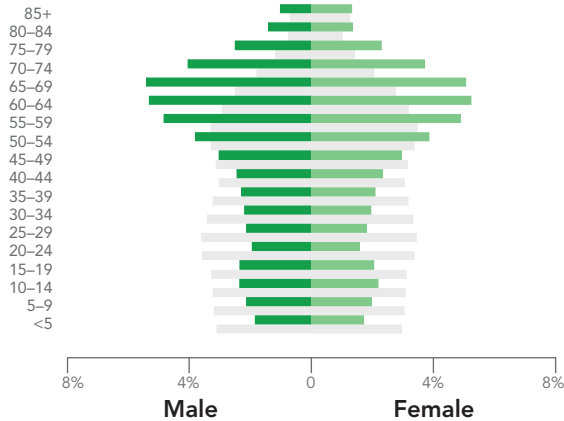
## SOCIOECONOMIC TRAITS

- Rural Resort Dwellers residents are close to retirement. They've accumulated wealth and begun to shift their portfolios to low-risk assets. These active residents continue to work in skilled occupations.
- Simple tastes and modesty characterize these blue collar residents. They shop for timeless, comfortable clothing, but only when something must be replaced. They pay little attention to advertising and usually stick to the brands they know.
- They spend time with their spouses and also maintain a social calendar.

# 6E LifeMode Group: Cozy Country Living
## Rural Resort Dwellers

## AGE BY SEX (Esri data)

**Median Age: 54.1**  US: 38.2

Indicates US



|     | Male | Female |
|-----|------|--------|
| 85+ | | |
| 80–84 | | |
| 75–79 | | |
| 70–74 | | |
| 65–69 | | |
| 60–64 | | |
| 55–59 | | |
| 50–54 | | |
| 45–49 | | |
| 40–44 | | |
| 35–39 | | |
| 30–34 | | |
| 25–29 | | |
| 20–24 | | |
| 15–19 | | |
| 10–14 | | |
| 5–9 | | |
| <5 | | |

8%   4%   0   4%   8%

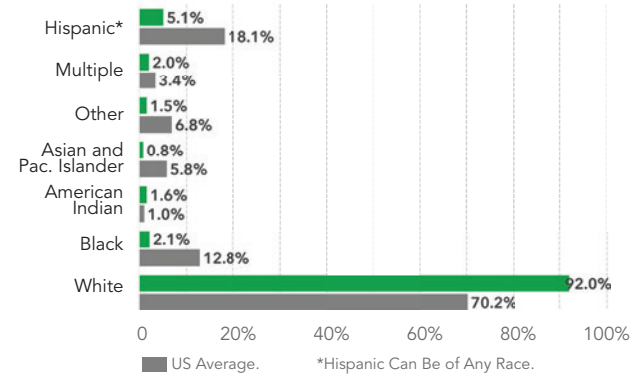## RACE AND ETHNICITY (Esri data)

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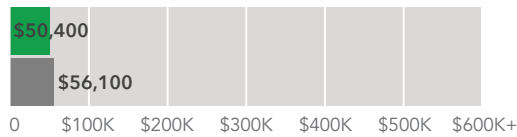
**Diversity Index: 23.4**  US: 64.0

| | |
|--|--|
| Hispanic* | 5.1% / 18.1% |
| Multiple | 2.0% / 3.4% |
| Other | 1.5% / 6.8% |
| Asian and Pac. Islander | 0.8% / 5.8% |
| American Indian | 1.6% / 1.0% |
| Black | 2.1% / 12.8% |
| White | 92.0% / 70.2% |

0   20%   40%   60%   80%   100%
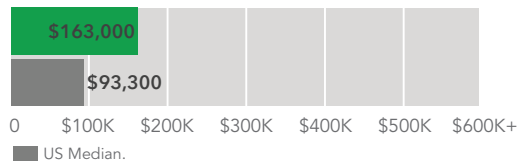
US Average.   *Hispanic Can Be of Any Race.

## 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

$50,400
$56,100

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

### Median Net Worth

$163,000
$93,300

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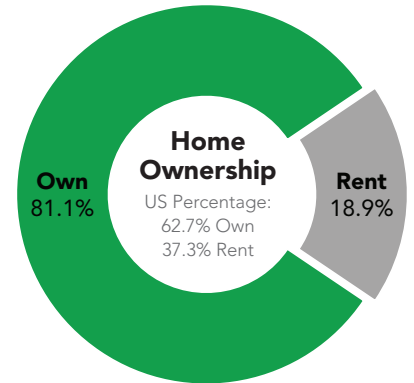
US Median.

## 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.
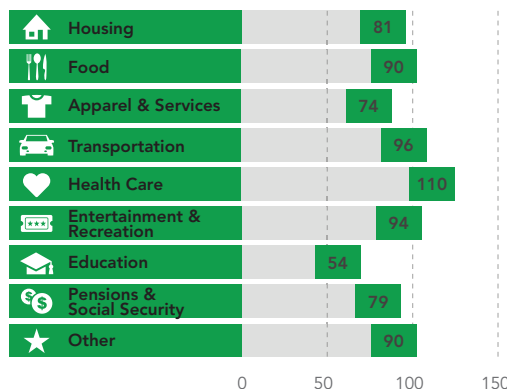
**Typical Housing:**
Single Family/Seasonal

**Median Value:**
$209,200

US Median: $207,300

**Home Ownership**
US Percentage: 62.7% Own 37.3% Rent

Own 81.1%   Rent 18.9%

## 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.

| | |
|--|--|
| Housing | 81 |
| Food | 90 |
| Apparel & Services | 74 |
| Transportation | 96 |
| Health Care | 110 |
| Entertainment & Recreation | 94 |
| Education | 54 |
| Pensions & Social Security | 79 |
| Other | 90 |

0   50   100   150   200   250   300   350

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# 6E LifeMode Group: Cozy Country Living
## Rural Resort Dwellers

### Market Profile

- Residents drive older domestic vehicles and prefer to spend their disposable income on gear to support their hobbies, which include freshwater fishing, hunting with a rifle or shotgun, and motorcycling.
- At home, Rural Resort Dwellers residents spend any free time working on their vehicles and maintaining their gear. They make frequent trips to their local hardware store for parts and tools. These hands-on consumers are also passionate about vegetable gardening.
- Due to their remote locations, these neighborhoods have satellite dishes. A few residents still rely on dial-up modems to stay connected. They don't access the Internet often but will make online purchases for items difficult to find in nearby stores.
- Their taste in TV shows reflects their hobbies—National Geographic, Discovery Channel, and the Weather Channel.

## 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.
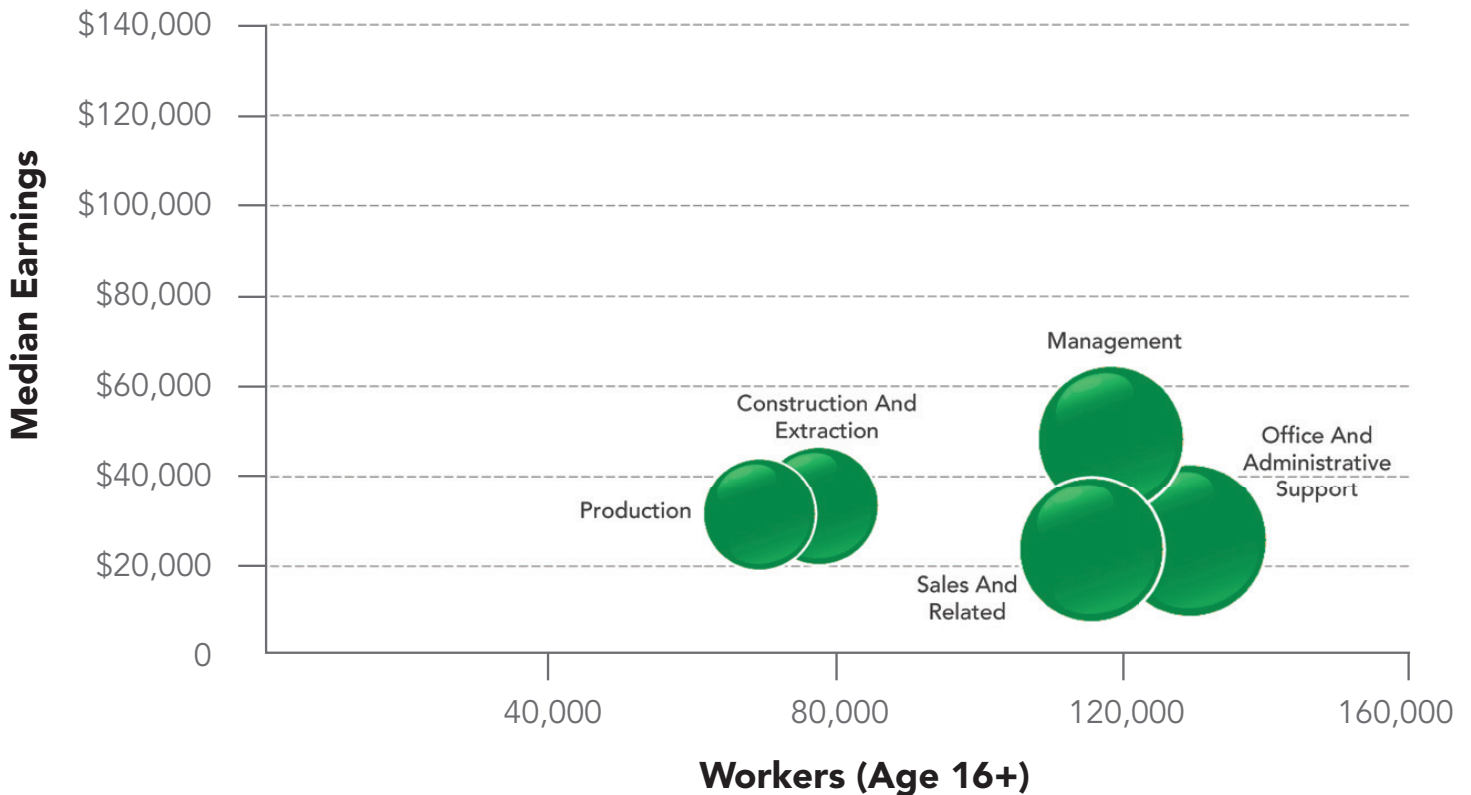


TheRetailCoach

# 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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