



The**Retail**Coach®

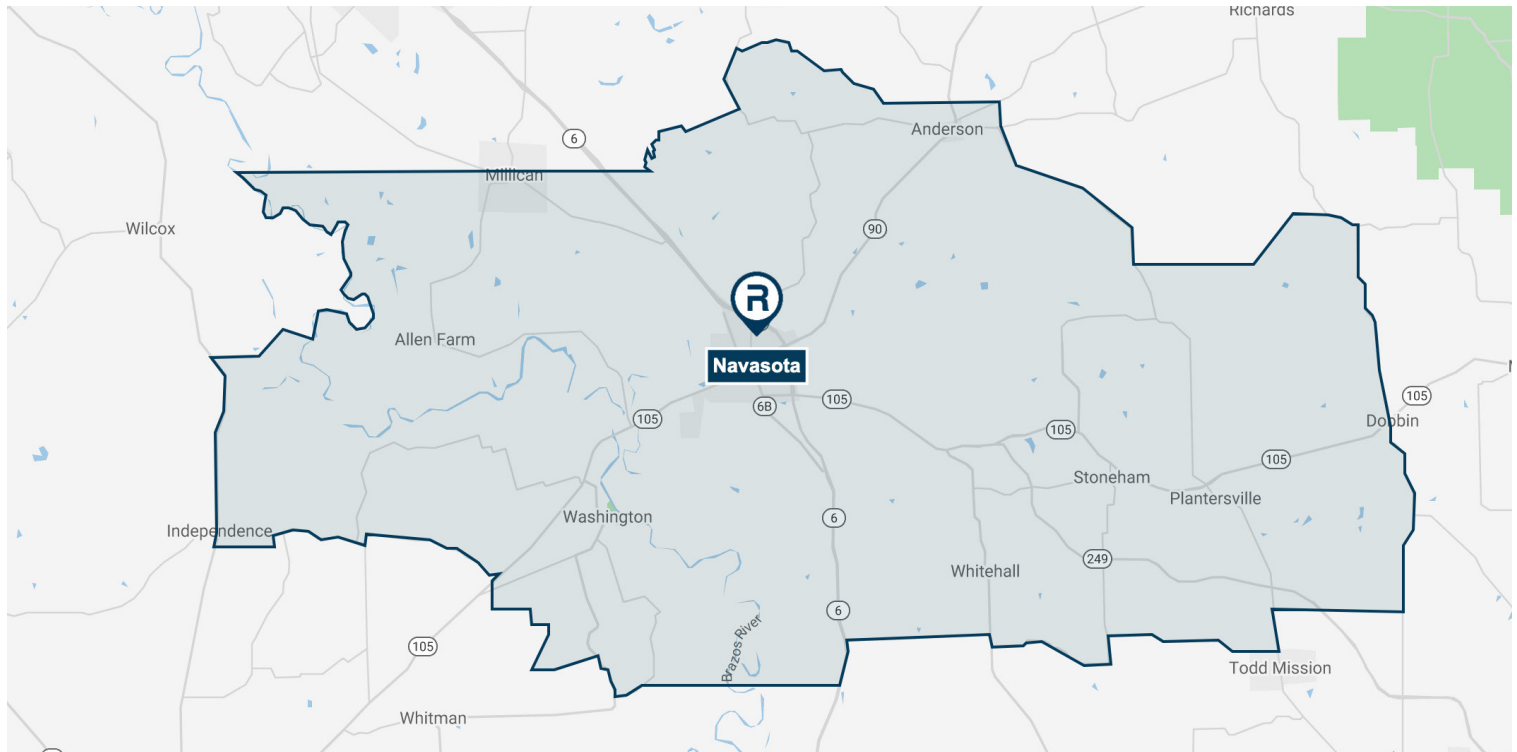
# Primary Retail Trade Area Psychographic Profile

NAVASOTA, TEXAS

Prepared for City of Navasota  
June 2023

# Primary Retail Trade Area • Demographic Snapshot

## Navasota, Texas



### Population

2020	20,193	0 - 9 Years	12.41%
2023	21,079	10 - 17 Years	10.54%
2028	21,978	18 - 24 Years	8.76%

### Educational Attainment (%)

Graduate or Professional Degree	8.54%	25 - 34 Years	12.44%
Bachelors Degree	11.03%	35 - 44 Years	11.85%
Associate Degree	5.25%	45 - 54 Years	11.63%
Some College	21.69%	55 - 64 Years	13.00%
High School Graduate (GED)	33.09%	65 and Older	19.37%
Some High School, No Degree	12.52%	Median Age	39.90
Less than 9th Grade	7.88%	Average Age	40.49

### Income

Average HH	\$90,500	White	56.33%
Median HH	\$64,414	Black/African American	15.96%
Per Capita	\$34,174	American Indian/Alaskan	0.92%
		Asian	0.38%
		Native Hawaiian/Islander	0.08%
		Other Race	12.82%
		Two or More Races	13.51%
		Hispanic	30.32%

### Age

0 - 9 Years	12.41%
10 - 17 Years	10.54%
18 - 24 Years	8.76%
25 - 34 Years	12.44%
35 - 44 Years	11.85%
45 - 54 Years	11.63%
55 - 64 Years	13.00%
65 and Older	19.37%
Median Age	39.90
Average Age	40.49

### Race Distribution (%)

White	56.33%
Black/African American	15.96%
American Indian/Alaskan	0.92%
Asian	0.38%
Native Hawaiian/Islander	0.08%
Other Race	12.82%
Two or More Races	13.51%
Hispanic	30.32%



### Rayna Teicheira

City of Navasota  
Economic Development Specialist

200 East McAlpine Street  
PO Box 910  
Navasota, Texas 77868

Phone 936.825.6475 ext. 5016  
Fax 936.825.4018  
rteicheira@navasotatx.gov  
www.NavasotaTX.gov

### Aaron Farmer

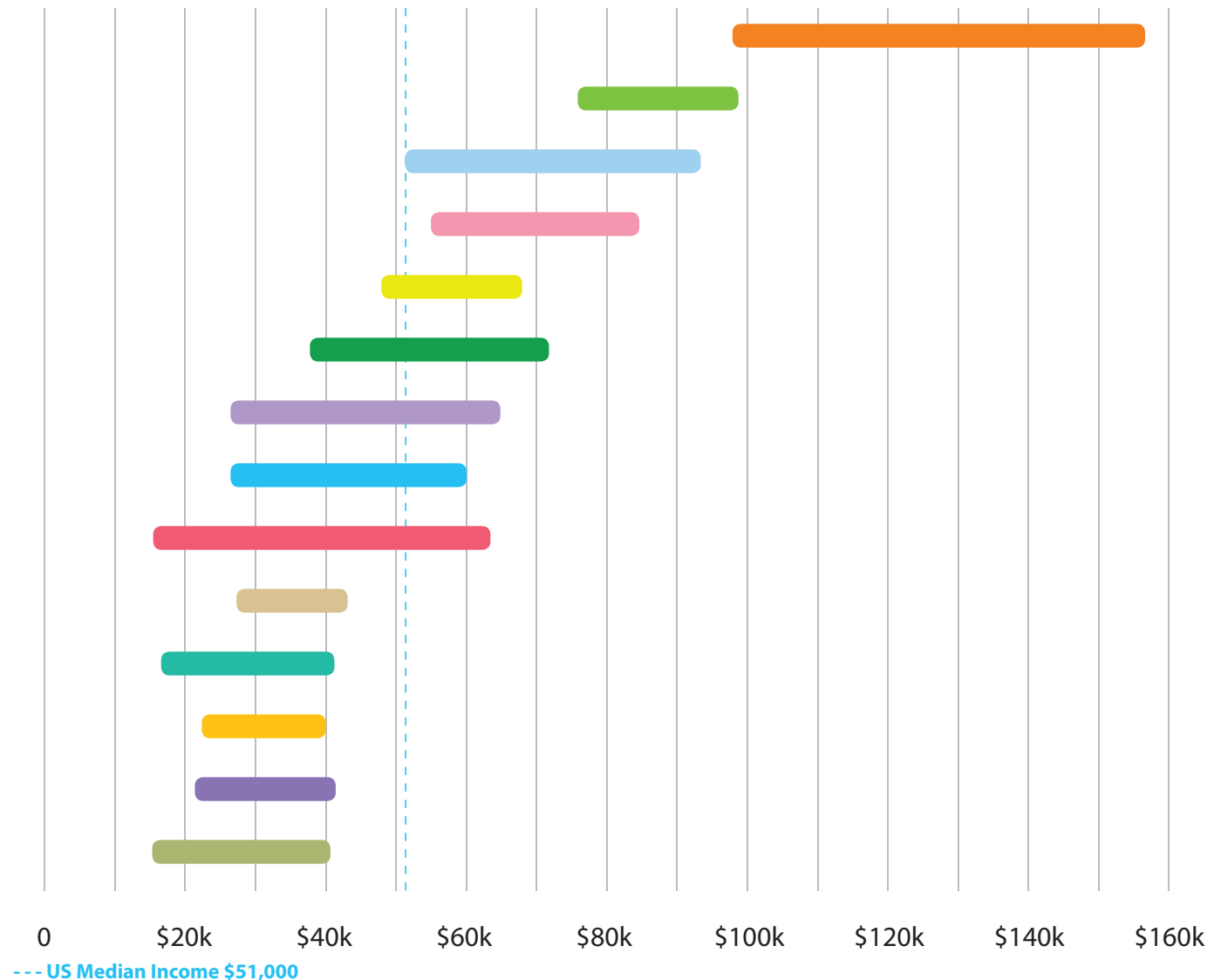
The Retail Coach, LLC  
President

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



# Income Range of Lifemode Summary Groups

Navasota, 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

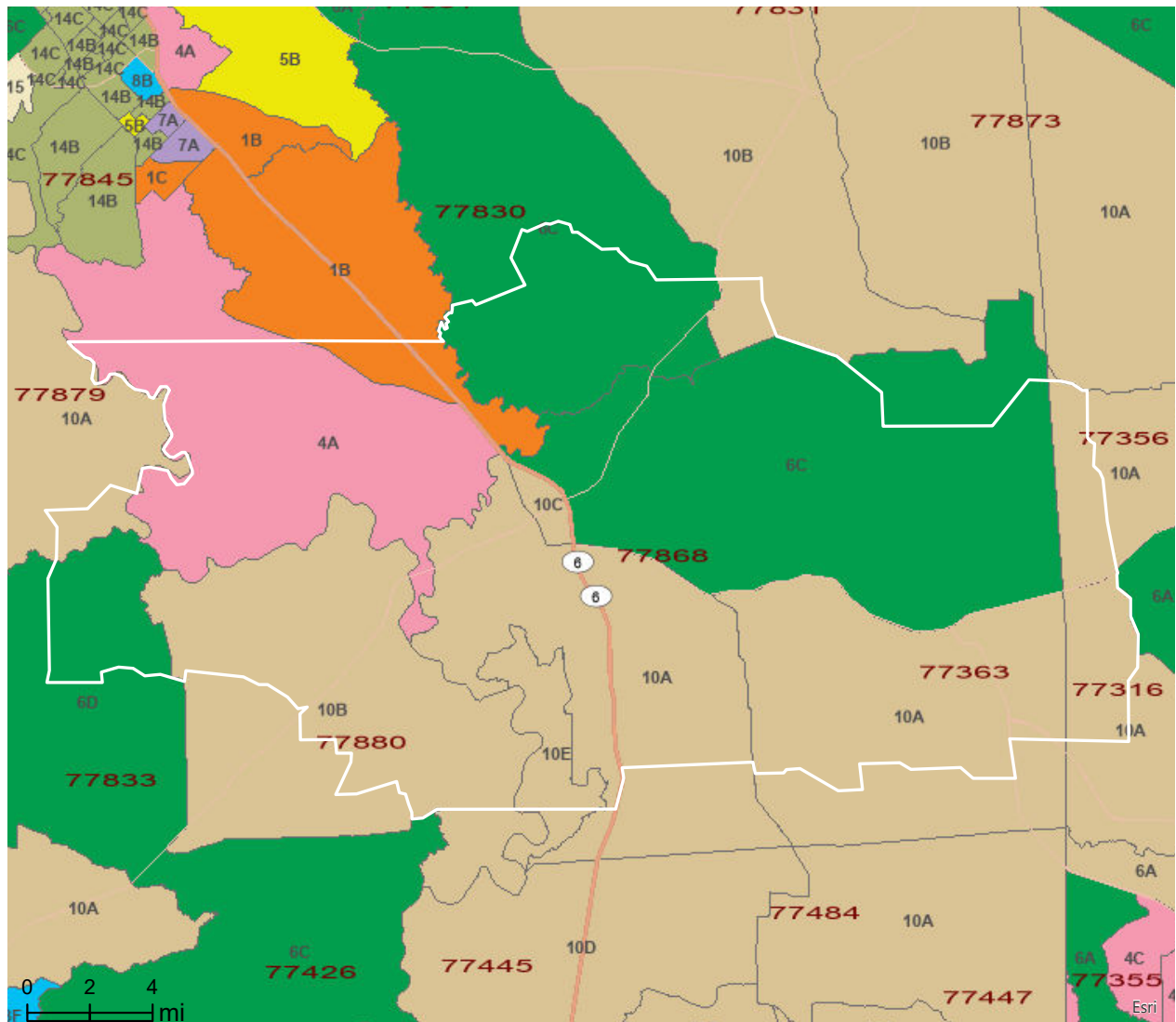
Urban denizens; young, diverse, hardworking families

## + L14 SCHOLARS AND PATRIOTS

College campuses and military neighborhoods

# Primary Retail Trade Area • Lifemode Summary Groups Map

## Navasota, 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

# Primary Retail Trade Area • Top Tapestry Segments

## Navasota, 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	Southern Satellites (10A)	34.4%	34.4%	3.1%	3.1%	1107
2	Forging Opportunity (7D)	17.4%	51.8%	1.0%	4.2%	1,662
3	The Great Outdoors (6C)	13.5%	65.3%	1.6%	5.7%	873
4	Rooted Rural (10B)	11.4%	76.8%	1.8%	7.5%	621
5	Economic BedRock (10C)	8.0%	84.8%	0.6%	8.1%	1,383
	Subtotal	84.7%		8.1%		
6	Middleburg (4C)	6.2%	90.9%	3.1%	11.2%	199
7	Salt of the Earth (6B)	5.6%	96.5%	2.8%	14.0%	200
8	Exurbanites (1E)	2.6%	99.1%	1.9%	15.9%	137
9	Rural Bypasses (10E)	0.8%	100.0%	1.2%	17.1%	68
10	Prairie Living (6D)	0.0%	100.0%	1.0%	18.1%	4
	Subtotal	15.2%		10.0%		
	Total	100.0%		18.1%		552

# 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

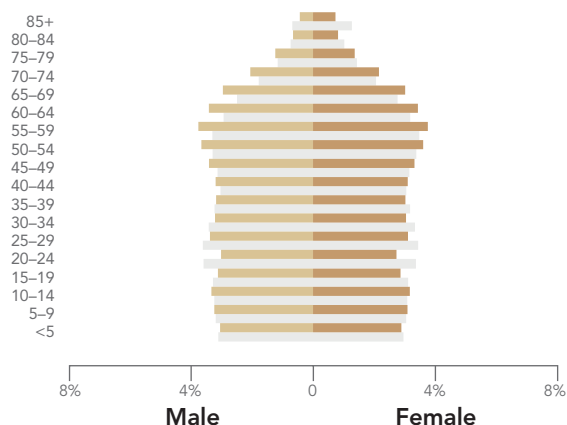
- Education: almost 40% have a high school diploma only (Index 140); 45% have college education (Index 73).
- Unemployment rate is 6%, slightly higher than the US rate.
- Labor force participation rate is 59.1%, slightly lower than the US.
- These consumers are more concerned about cost rather than quality 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

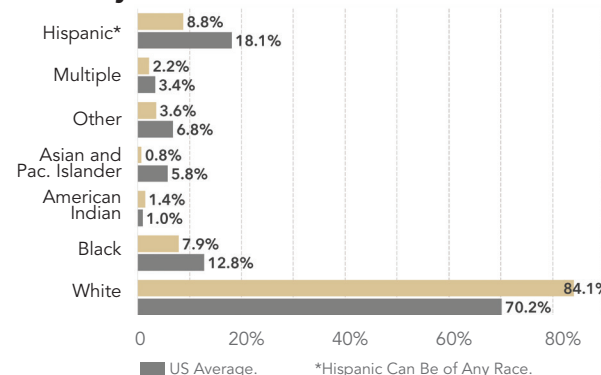
■ Indicates US



## 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



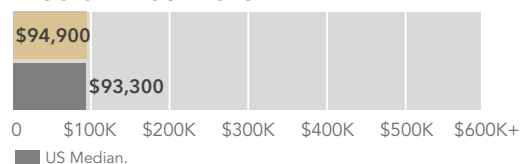
## INCOME AND NET WORTH

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



### Median Net Worth



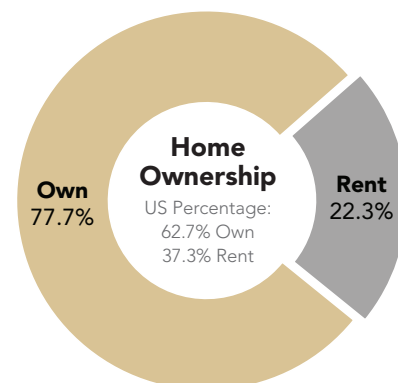
## HOUSING

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.



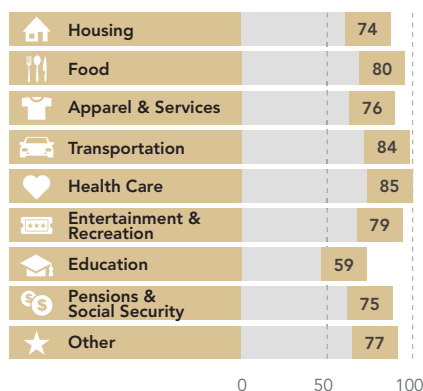
**Typical Housing:**  
Single Family;  
Mobile Homes

**Median Value:**  
\$128,500



## 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.



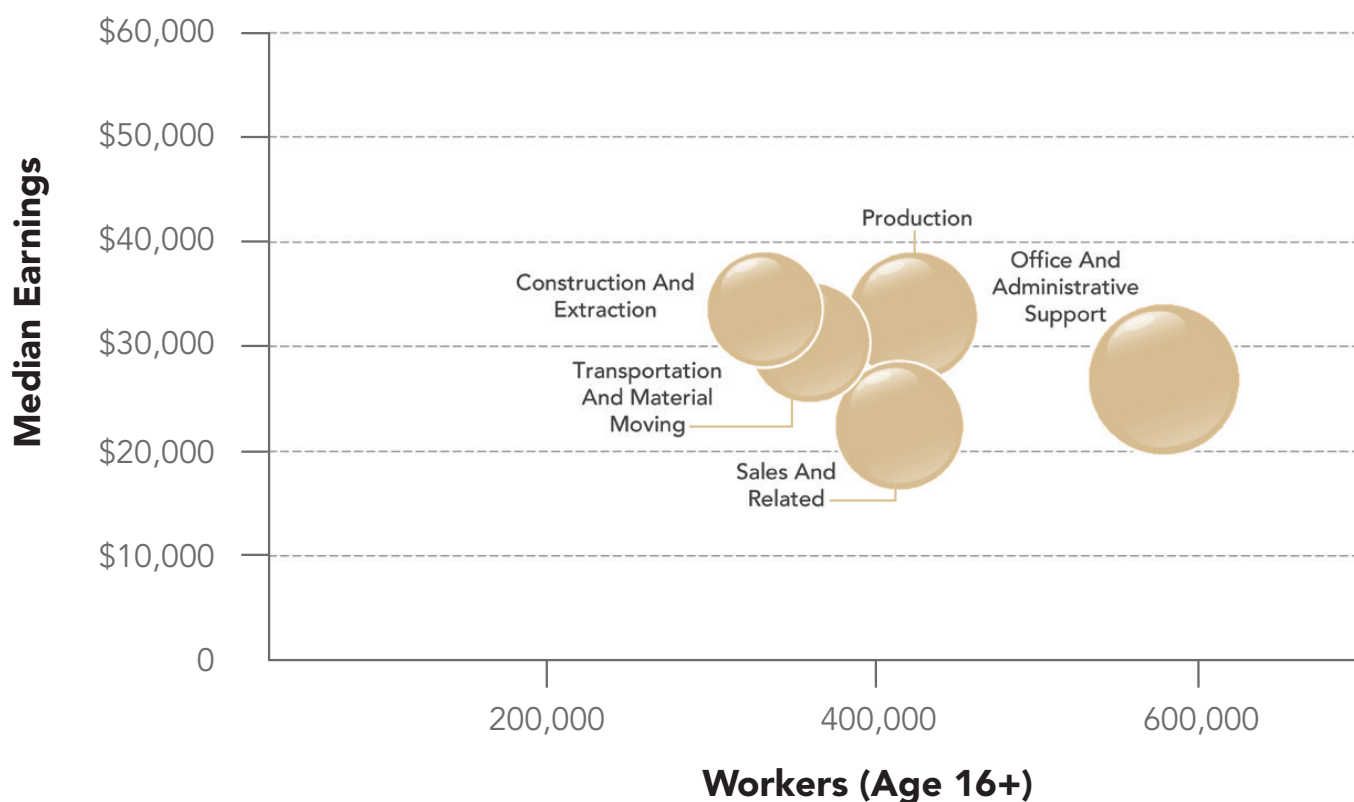
# 10A LifeMode Group: Rustic Outposts Southern Satellites

## 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.





# 7D LifeMode Group: Ethnic Enclaves

## Barrios Urbanoss

**US Households:** 1,289,900  
**Average Household Size:** 3.62

**Median Age:** 28.9  
**Median Household Income:** \$38,000

### WHO ARE WE?

Family is central within these diverse communities. Hispanics make up more than 70% of the residents. More than one in four are foreign born, bringing rich cultural traditions to these neighborhoods in the urban outskirts. Dominating this market are younger families with children or single-parent households with multiple generations living under the same roof. These households balance their budgets carefully but also indulge in the latest trends and purchase with an eye to brands. Most workers are employed in skilled positions across the manufacturing, construction, or retail trade sectors.

### OUR NEIGHBORHOOD

- Family market; over a third of all households are married couples with children, with a number of multigenerational households and single-parent families; household size is higher at 3.62.
- While most residents live in single-family homes, almost 10% of householders reside in mobile home parks.
- Homes are owner occupied, with slightly higher monthly costs (Index 103) but fewer mortgages (Index 83).
- Most are older homes, nearly 60% built from 1950 to 1989.
- Most households have one or two vehicles; many commuters car pool or walk to work (Index 145).
- Barrios Urbanoss residents live within the urban periphery of larger metropolitan areas across the South and West.

### SOCIOECONOMIC TRAITS

- While a majority finished high school, over 40% have not (Index 321).
- Unemployment is higher at 8.4% (Index 155); labor force participation is slightly lower at 61%.
- More than one in four households is below the poverty level (Index 183).
- Residents balance their budgets carefully by spending only on necessities and limiting activities like dining out.
- Many have no financial investments or retirement savings, but they have their homes.

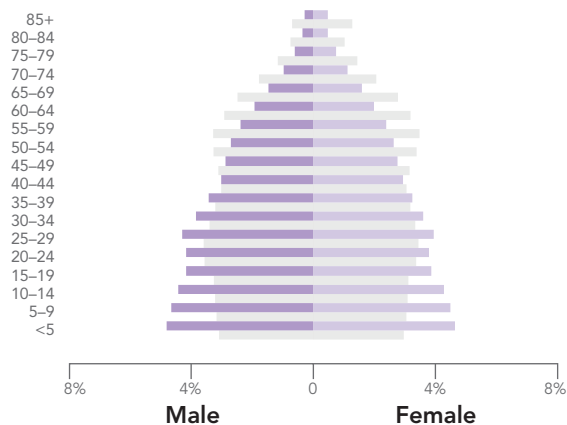
# 7D LifeMode Group: Ethnic Enclaves

## Barrios Urbanoss

### AGE BY SEX (Esri data)

**Median Age: 28.9** US: 38.2

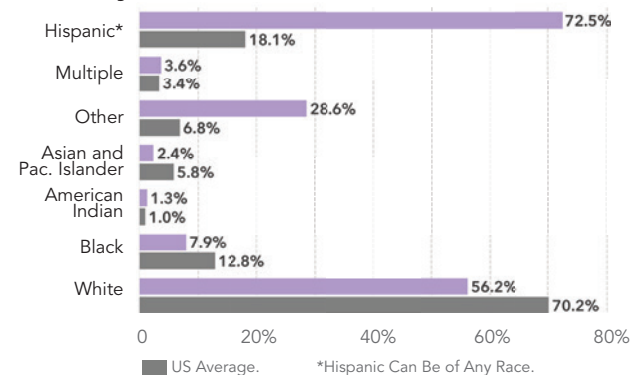
■ Indicates US



### 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: 80.6** US: 64.0



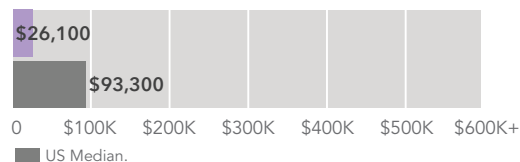
### INCOME AND NET WORTH

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



#### Median Net Worth



### HOUSING

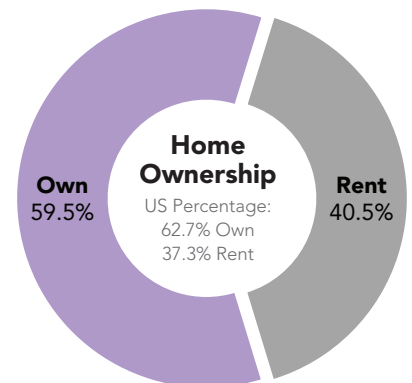
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



**Typical Housing:**  
Single Family

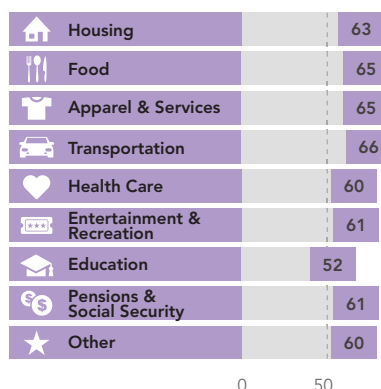
**Median Value:**  
\$92,200

US Median: \$207,300



### 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.



# 7D LifeMode Group: Ethnic Enclaves

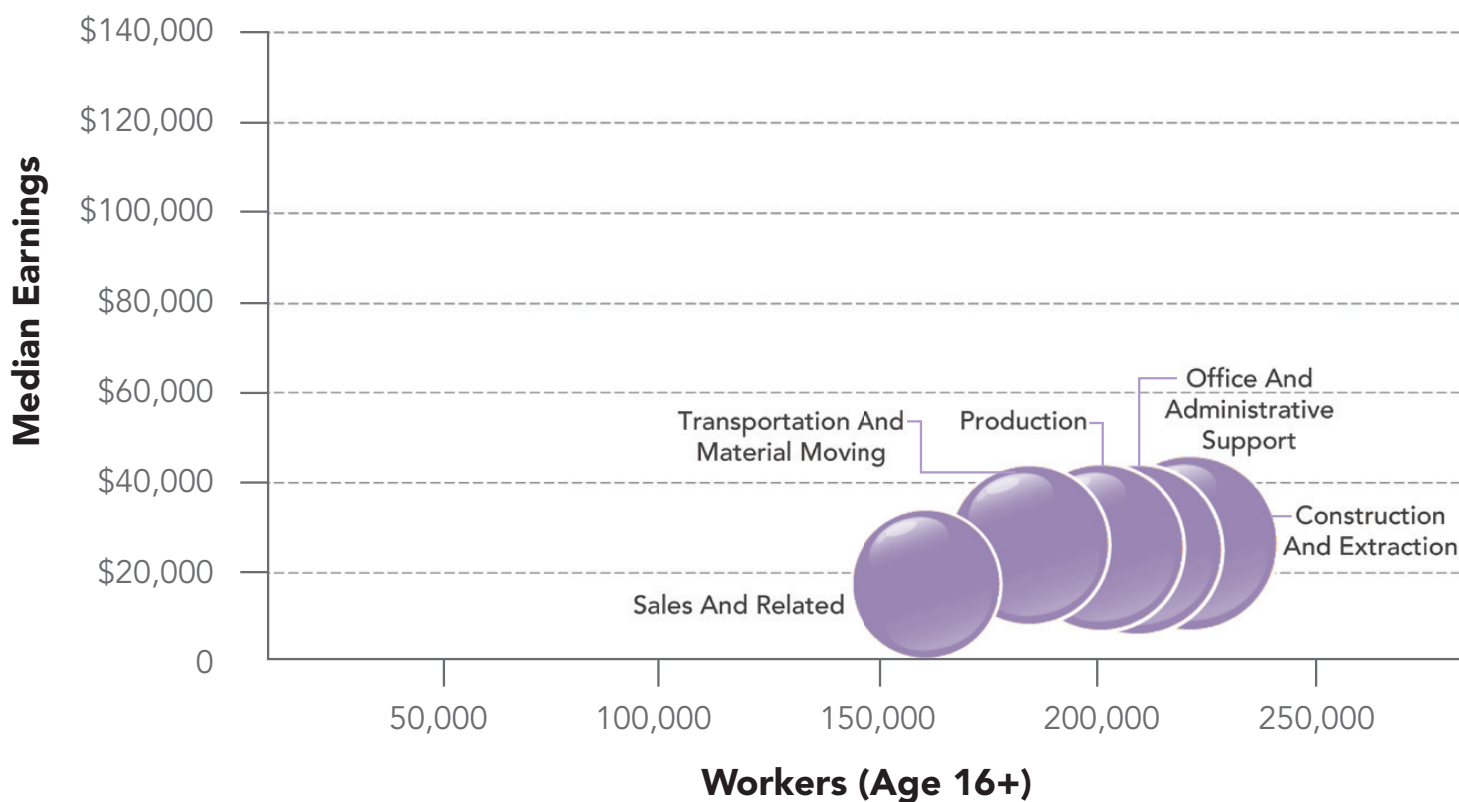
## Barrios Urbanoss

### Market Profile

- Residents shop at discount and department stores like Walmart, Dollar General/Family Dollar, and JC Penney for baby and children's products.
- Many households subscribe to satellite television to watch their favorite Hispanic programs.
- Magazines are extremely popular sources of news and the latest trends, including women's fashion, bridal, and parenthood types of magazines.
- Typical of this diverse segment, Hispanic programming dominates the radio dials.

### 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.



# 6C LifeMode Group: Cozy Country Living

## The Great Outdoors

**US Households:** 1,908,600  
**Average Household Size:** 2.44

**Median Age:** 47.4  
**Median Household Income:** \$56,400

### WHO ARE WE?

These neighborhoods are found in pastoral settings throughout the United States. Consumers are educated empty nesters living an active but modest lifestyle. Their focus is land. They are more likely to invest in real estate or a vacation home than stocks. They are active gardeners and partial to homegrown and home-cooked meals. Although retirement beckons, most of these residents still work, with incomes slightly above the US level.

### OUR NEIGHBORHOOD

- Over 55% of households are married-couple families; 36% are couples with no children living at home.
- Average household size is slightly smaller at 2.44.
- Typical of areas with rustic appeal, the housing inventory features single-family homes (77%) and mobile homes (15%); a significant inventory of seasonal housing is available (Index 397).
- Residents live in small towns and rural communities throughout the West, South, and Northeast regions of the country.
- More than half of all homes were constructed between 1970 and 2000.
- Most households have one or two vehicles; average travel time to work is slightly higher (28 minutes) despite a disproportionate number that work from home (Index 149).

### SOCIOECONOMIC TRAITS

- 60% have attended college or hold a degree.
- Unemployment is lower at 4.8% (Index 88), but so is labor force participation at 60%.
- Typical of neighborhoods with older residents, income from retirement and Social Security is common, but residents also derive income from self-employment and investments.
- Residents are very do-it-yourself oriented and cost conscious.
- Many service their own autos, work on home improvement and remodeling projects, and maintain their own yards.
- They prefer domestic travel to trips abroad.

# 6C LifeMode Group: Cozy Country Living

## The Great Outdoors

### AGE BY SEX (Esri data)

Median Age: **47.4** US: 38.2

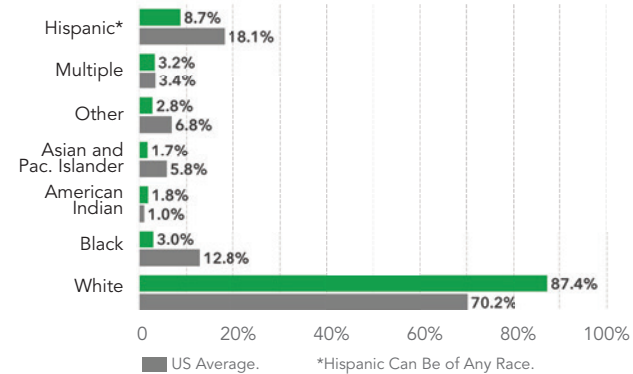
■ Indicates US



### 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).

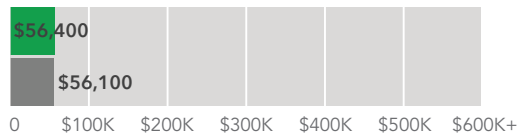
Diversity Index: **35.6** US: 64.0



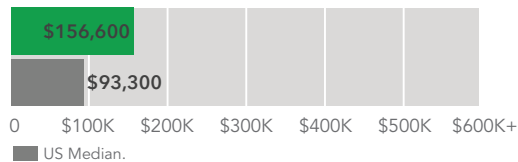
### INCOME AND NET WORTH

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



#### Median Net Worth



### HOUSING

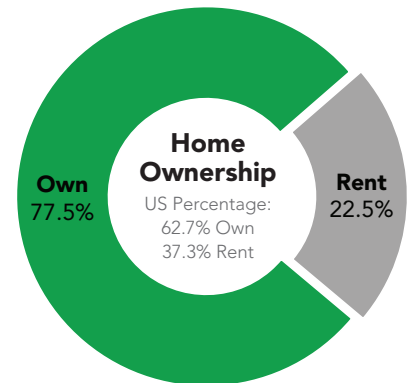
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:  
Single Family

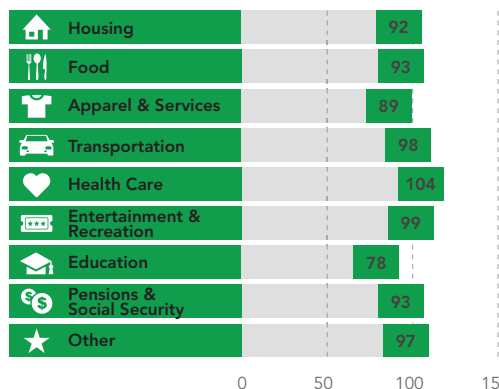
Median Value:  
\$239,500

US Median: \$207,300



### 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.



# 6C LifeMode Group: Cozy Country Living

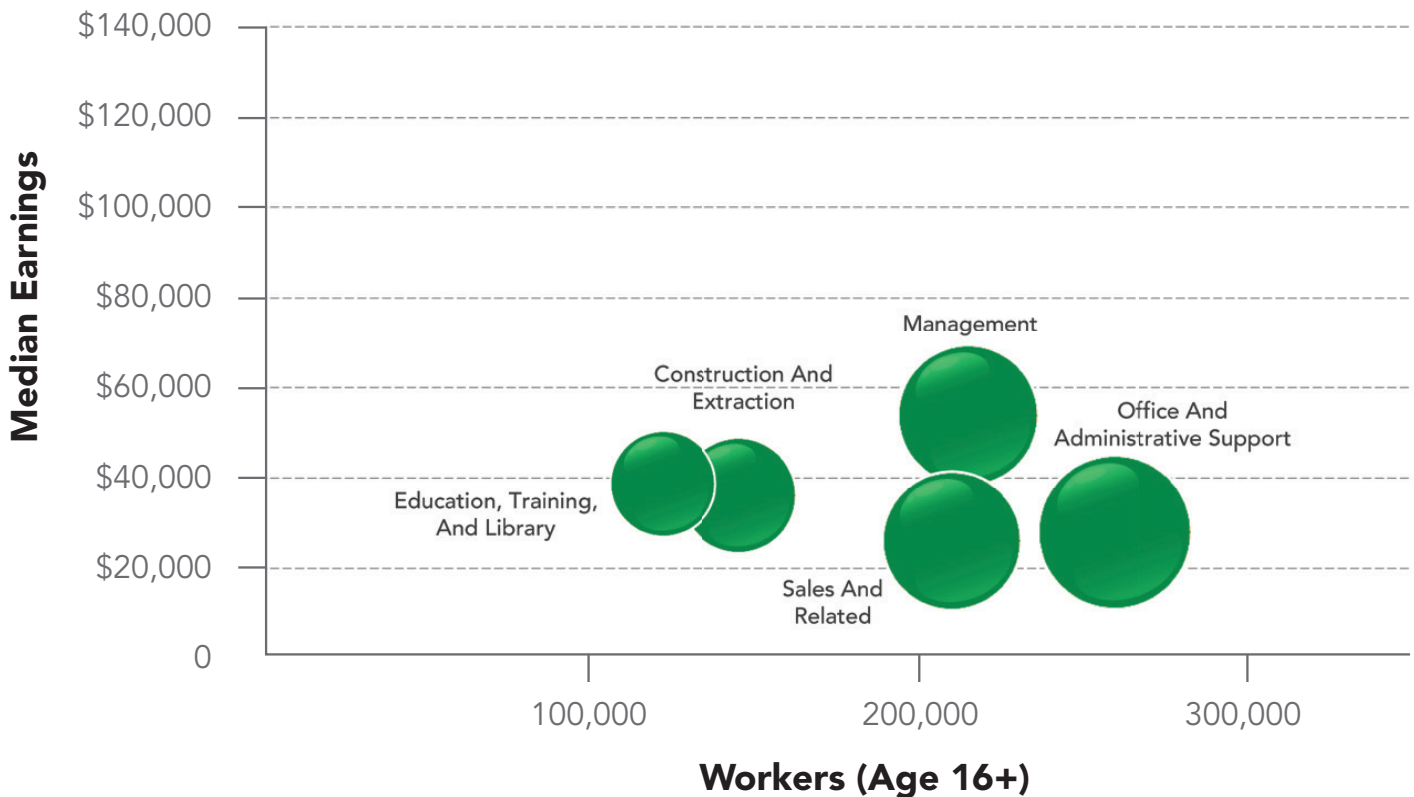
## The Great Outdoors

### Market Profile

- Satellite dishes and riding lawn mowers are familiar sights in these rural settings, along with multiple vehicles; four-wheel drive trucks are popular, too.
- Residents are members of AARP and veterans' clubs and support various civic causes.
- Technology is not central in their lives: light use of Internet connectivity for shopping to entertainment.
- Most households have pets—dogs or cats.
- Television channels such as CMT, History, and Fox News are popular.
- They enjoy outdoor activities such as hiking, hunting, fishing, and boating.

### 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.

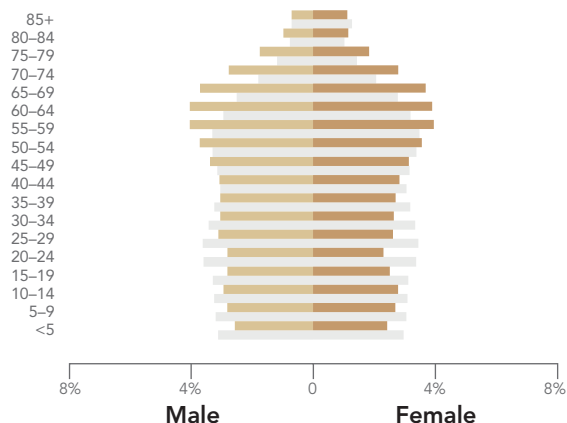
# 10B LifeMode Group: Rustic Outposts

## Rooted Rural

### AGE BY SEX (Esri data)

Median Age: **45.2** US: 38.2

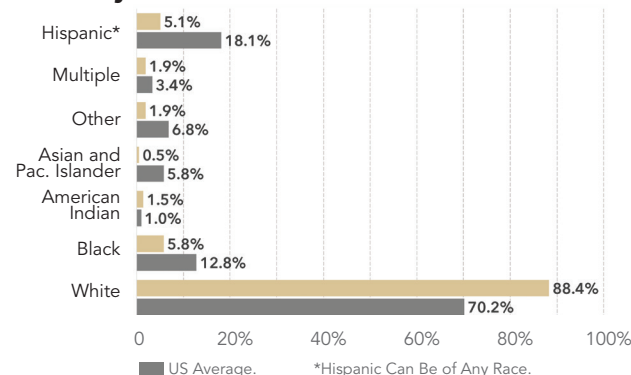
■ Indicates US



### 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



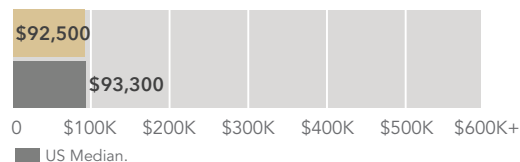
### INCOME AND NET WORTH

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



#### Median Net Worth



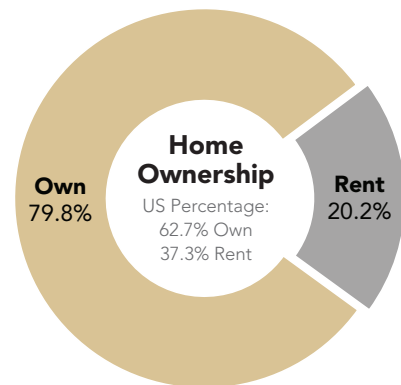
### HOUSING

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.



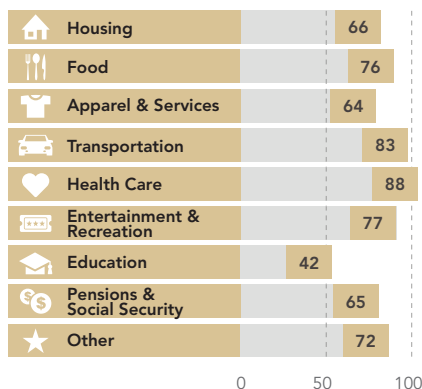
**Typical Housing:**  
Single Family;  
Mobile Homes

**Median Value:**  
\$112,800



### 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.





# 10B LifeMode Group: Rustic Outposts

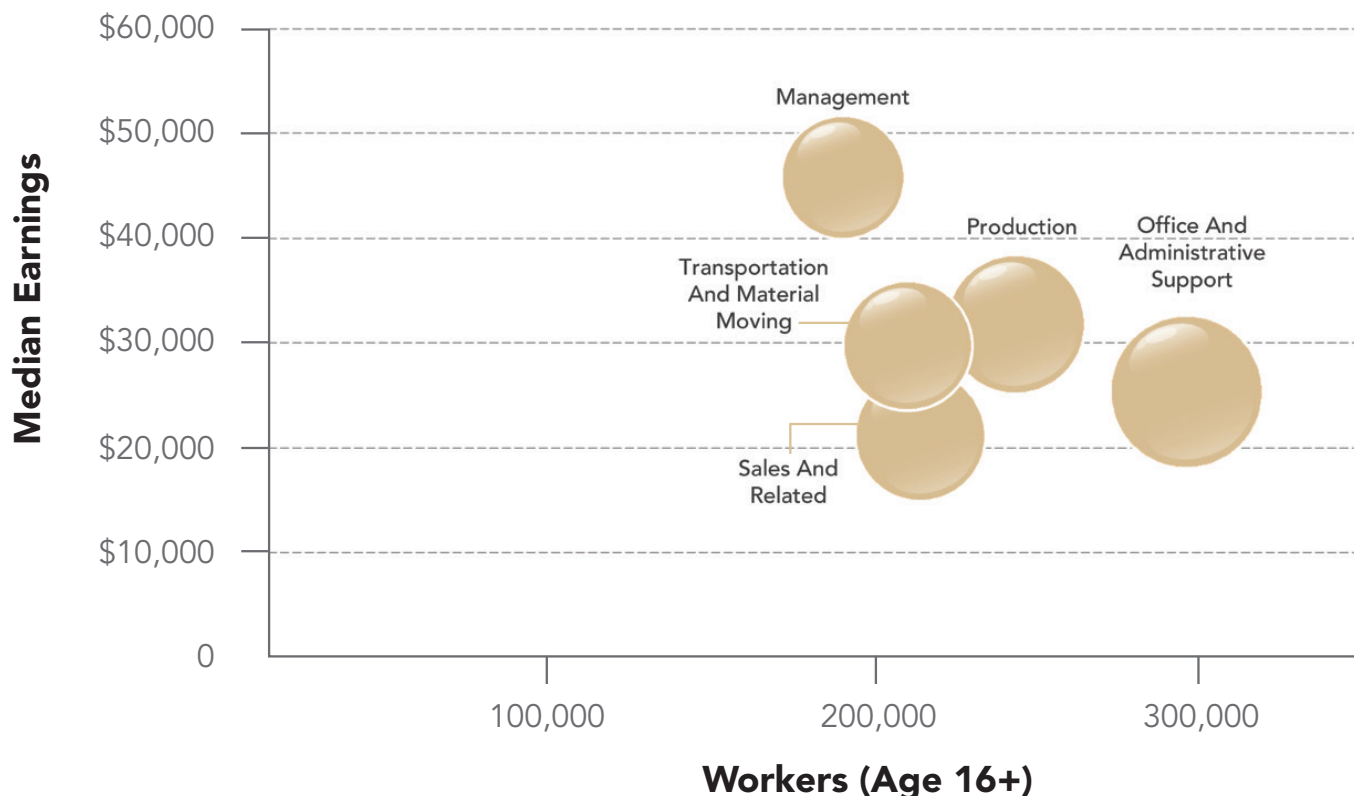
## Rooted Rural

### 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.



# 10C LifeMode Group: Rustic Outposts

## Diners & Miners

**US Households:** 810,000

**Average Household Size:** 2.54

**Median Age:** 41.3

**Median Household Income:** \$42,100

### WHO ARE WE?

Close to one in five employed residents work in mining, oil and gas extraction, or quarrying industries. Diners and Miners is a very rural, primarily Southern market. Married-couple families reside in over half of the households, with a quarter of households that live in mobile homes. This socially conservative group earns a living working with their hands. In addition to mining, construction and agriculture are common industries for employment. They take pride in the appearance of their homes and their vehicles. Budget-minded residents enjoy home cooking, but nothing too fancy. This is a gregarious group that values time spent with friends.

### OUR NEIGHBORHOOD

- Rural living; homes are sparsely located throughout the countryside.
- These families have roots in their communities and do not move often; over three-quarters of all households are owner occupied.
- Over half of owned homes are worth less than \$100,000.
- Married-couple families make up over half the households.
- A quarter of all housing units are mobile homes; the rest are primarily single-family dwellings.
- High-vacancy rate—nearly one in six housing units is vacant.

### SOCIOECONOMIC TRAITS

- They hold strong to religious beliefs.
- Most residents did not go to college.
- They are slow to adopt technology; “if it’s not broke, don’t fix it,” mentality.
- TV is the main source of information, news, and entertainment.
- They make purchases for today because tomorrow is uncertain.
- They are happy to go to work whenever the opportunity presents itself.
- Budgeted vacations are taken within the US, not abroad.

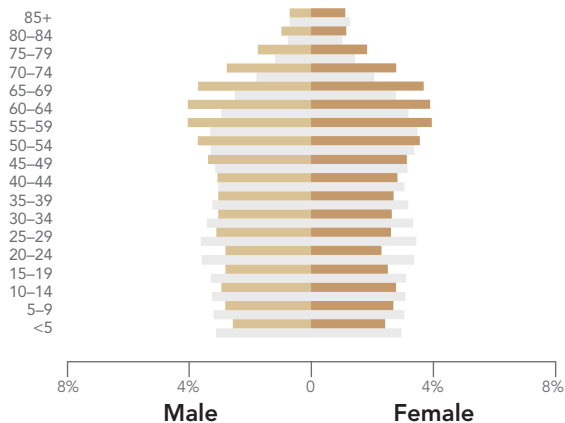
# 10C LifeMode Group: Rustic Outposts

## Diners & Miners

### AGE BY SEX (Esri data)

Median Age: **45.2** US: 38.2

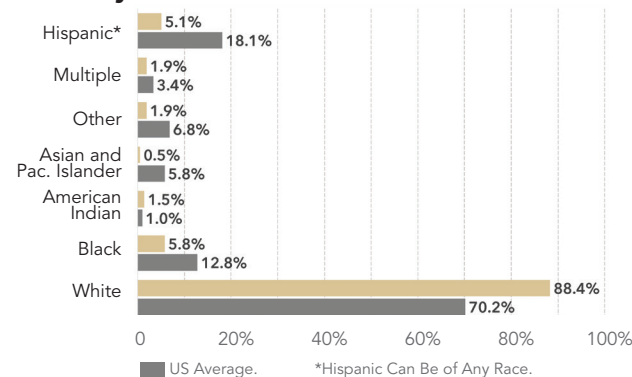
■ Indicates US



### 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



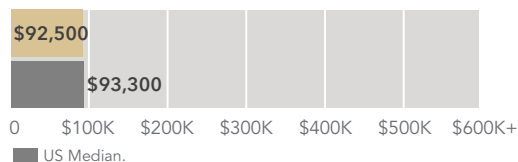
### INCOME AND NET WORTH

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



#### Median Net Worth



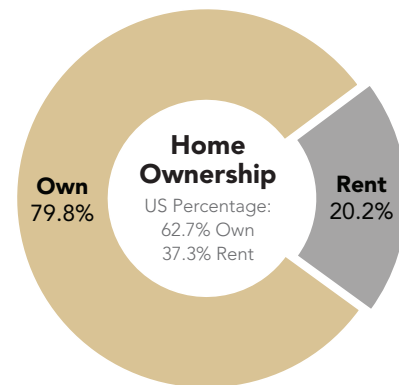
### HOUSING

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.



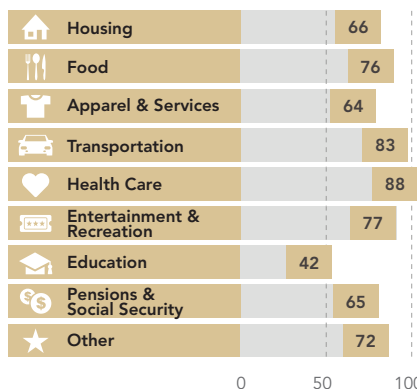
**Typical Housing:**  
Single Family;  
Mobile Homes

**Median Value:**  
\$112,800



### 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.



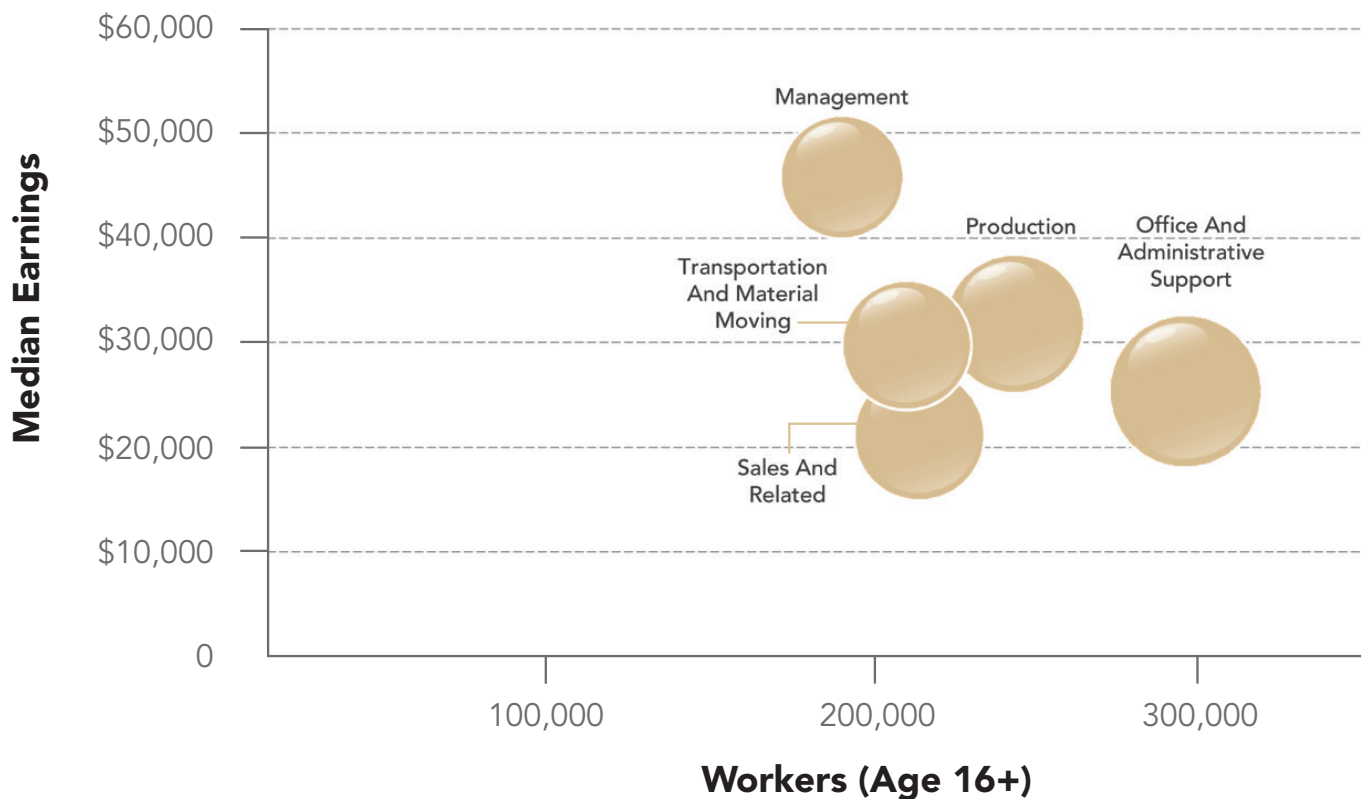
# 10C LifeMode Group: Rustic Outposts Diners & Miners

## Market Profile

- Own a domestic truck, dog, and ATV.
- Watch a lot of TV, including programs on CMT and the Discovery Channel.
- A few still hanging onto their landlines (no cell phones).
- Dine at Dairy Queen, Pizza Hut, Sonic Drive-ins, and Golden Corral.
- Hunting, yard work, and gardening popular activities.
- Shop at department and discount stores—mostly dollar stores.
- Many are well-insured; from auto, vision, life, and prescription plans to Medicare. For convenience they pick up prescriptions at the closest Walgreens pharmacy.

## OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.



# 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.



The**Retail**Coach®

## 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.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.