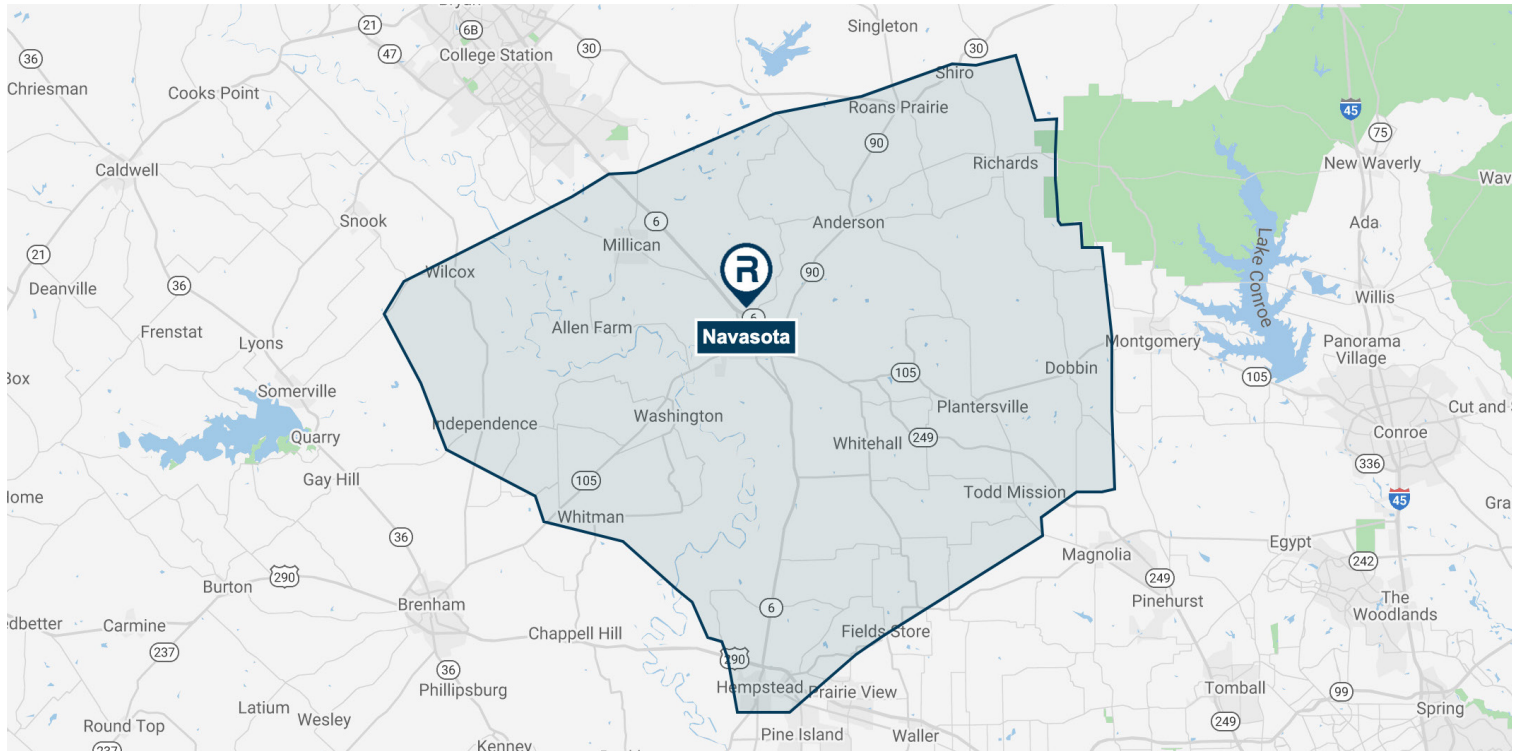# Secondary Retail Trade Area Psychographic Profile

NAVASOTA, TEXAS

Prepared for City of Navasota
June 2023

Secondary Retail Trade Area • Demographic Snapshot
Navasota, Texas

Population

Year	Population
2020	49,219
2023	51,853
2028	54,861

Educational Attainment (%)

Graduate or Professional Degree	7.99%
Bachelors Degree	14.56%
Associate Degree	4.92%
Some College	22.49%
High School Graduate (GED)	33.63%
Some High School, No Degree	9.86%
Less than 9th Grade	6.56%

Income

Average HH	$99,089
Median HH	$72,044
Per Capita	$36,490

Age

0 - 9 Years	12.06%
10 - 17 Years	10.48%
18 - 24 Years	9.51%
25 - 34 Years	12.87%
35 - 44 Years	11.64%
45 - 54 Years	11.92%
55 - 64 Years	13.19%
65 and Older	18.32%
Median Age	39.31
Average Age	40.14

Race Distribution (%)

White	61.42%
Black/African American	12.65%
American Indian/Alaskan	1.00%
Asian	0.62%
Native Hawaiian/Islander	0.08%
Other Race	11.70%
Two or More Races	12.55%
Hispanic	27.27%

Rayna Teicheira
City of Navasota
Economic Development Specialist

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rteicheira@navasotatx.gov
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The Retail Coach, LLC
President
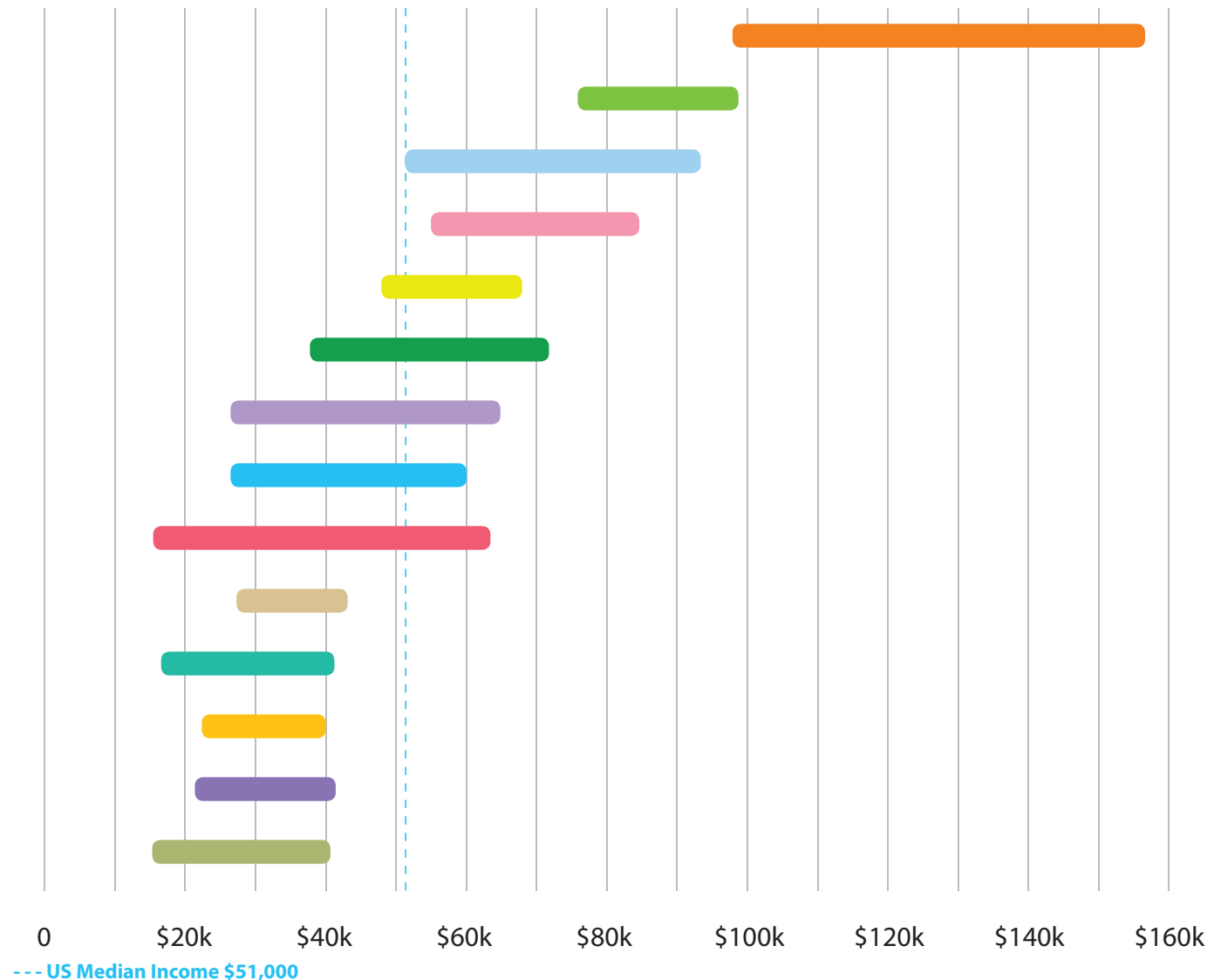
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Income Range of Lifemode Summary Groups

Navasota, Texas

Income scale: 0 — $20k — $40k — $60k — $80k — $100k — $120k — $140k — $160k

- - - US Median Income $51,000

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

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

+ L3 UPTOWN INDIVIDUALS
Younger, urban singles on the move

+ L4 FAMILY LANDSCAPES
Successful younger families in newer housing

+ L5 GENXURBAN
Gen X in middle age; families with fewer kids and a mortgage

+ L6 COZY COUNTRY
Empty nesters in bucolic settings

+ L7 ETHNIC ENCLAVES
Established diversity — young, Hispanic homeowners with families

+ L8 MIDDLE GROUND
Lifestyles of thirtysomethings

+ L9 SENIOR STYLES
Senior lifestyles reveal the effects of saving for retirement

+ L10 RUSTIC OUTPOSTS
Country life with older families, older homes

+ L11 MIDTOWN SINGLES
Millennials on the move; single, diverse, and urban

+ L12 HOMETOWN
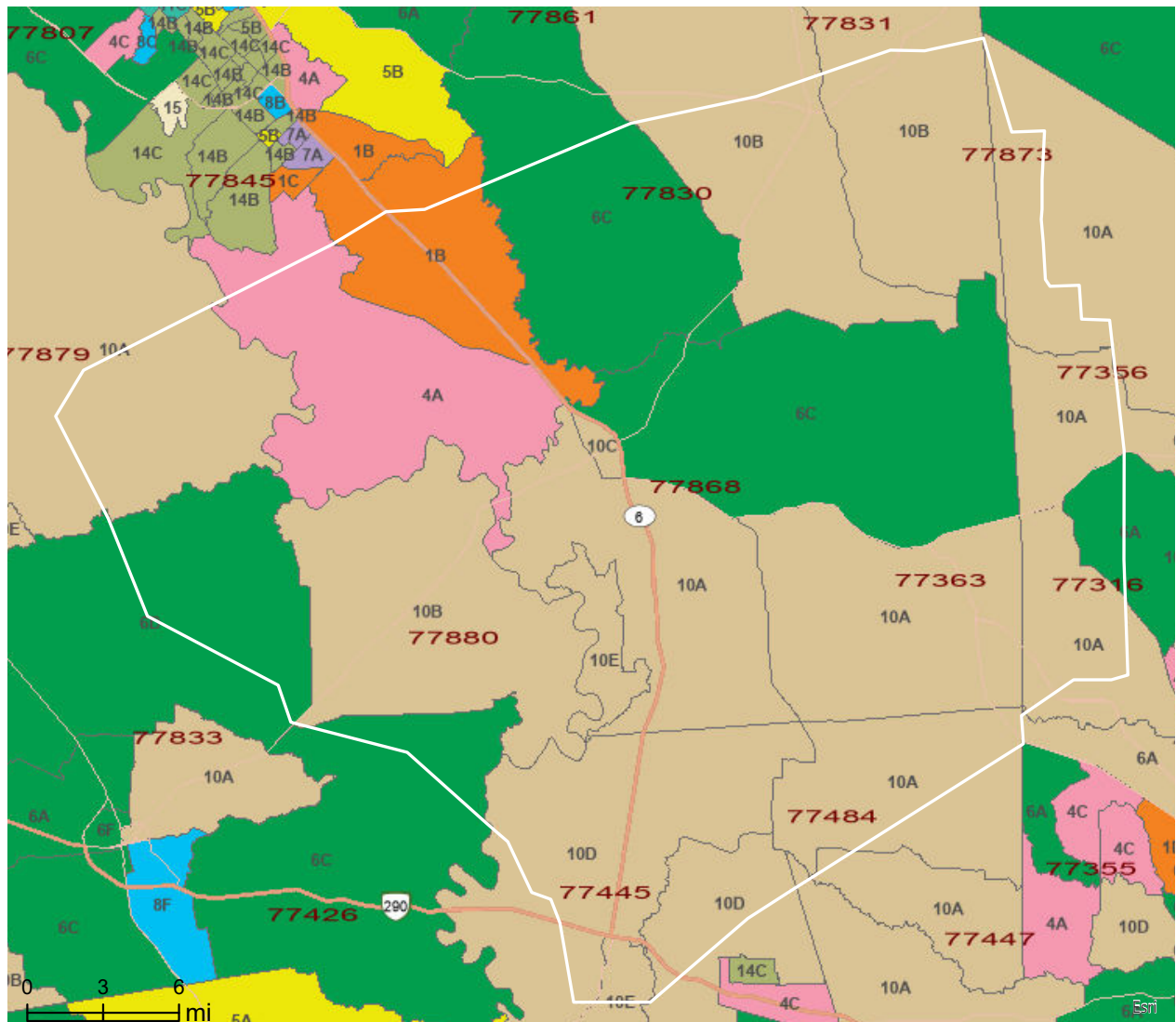Growing up and staying close to home; single householders

+ L13 NEXT WAVE
Urban denizens; young, diverse,
hardworking families

+ L14 SCHOLARS AND PATRIOTS
College campuses and military neighborhoods

The Retail Coach

Secondary Retail Trade Area • Lifemode Summary Groups Map
Navasota, Texas

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

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College campuses and military neighborhoods

Secondary 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

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Successful younger families in newer housing

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College campuses and military neighborhoods

	TAPESTRY SEGMENTATION	HOUSEHOLDS PERCENT	CUMULATIVE PERCENT	US HOUSEHOLDS PERCENT	CUMULATIVE PERCENT	INDEX
1	Southern Satellites (10A)	38.6%	38.6%	3.1%	3.1%	1243
2	The Great Outdoors (6C)	11.8%	50.5%	1.6%	4.7%	764
3	Rooted Rural (10B)	11.3%	61.8%	1.8%	6.5%	612
4	Forging Opportunity (7D)	7.2%	69.0%	1.0%	7.5%	689
5	Down the Road (10D)	7.1%	76.1%	1.2%	8.7%	615
	Subtotal	76.0%		8.7%		
6	Salt of the Earth (6B)	4.2%	80.3%	2.8%	11.5%	152
7	Exurbanites (1E)	3.5%	83.8%	1.9%	13.4%	182
8	Rural Bypasses (10E)	3.4%	87.3%	1.2%	14.6%	282
9	Economic BedRock (10C)	3.3%	90.6%	0.6%	15.2%	573
10	Professional Pride (1B)	2.9%	93.5%	1.6%	16.9%	177
	Subtotal	17.3%		8.1%		
11	Middleburg (4C)	2.5%	96.0%	3.1%	19.9%	82
12	Prairie Living (6D)	1.6%	97.7%	1.0%	20.9%	165
13	Green Acres (6A)	1.5%	99.1%	3.3%	24.2%	45
14	Workday Drive (4A)	0.9%	100.0%	3.1%	27.3%	28
	Subtotal	6.5%		10.5%		
	Total	100.0%		27.3%		367

The**Retail**Coach.

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.
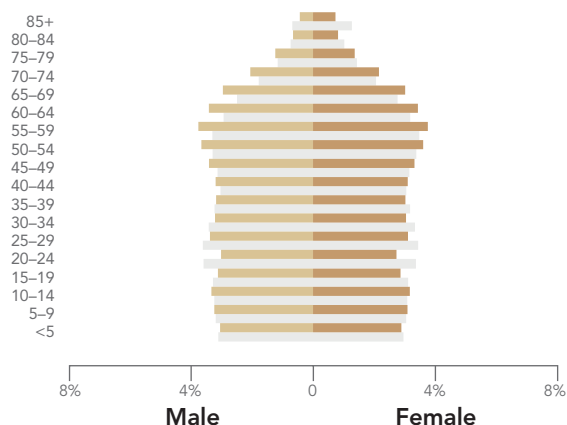
AGE BY SEX (Esri data)

Median Age: 40.3 US: 38.2

Indicates US

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

8% 4% 0 4% 8%

Male   **Female**

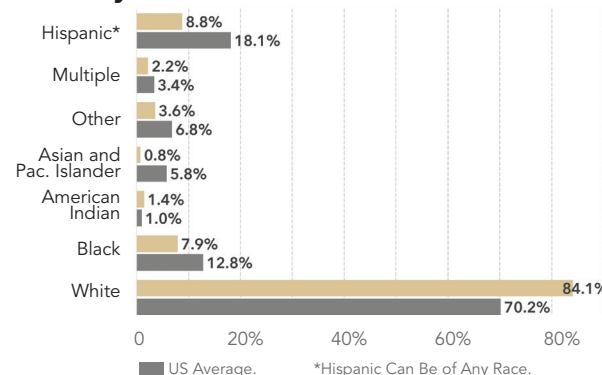## RACE AND ETHNICITY (Esri data)

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

Diversity Index: 40.1 US: 64.0

Group	Value	US Average
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%
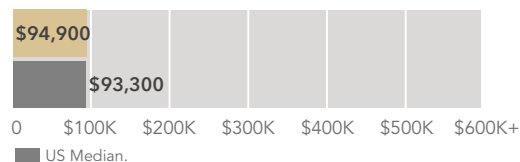
US Average.   *Hispanic Can Be of Any Race.

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+
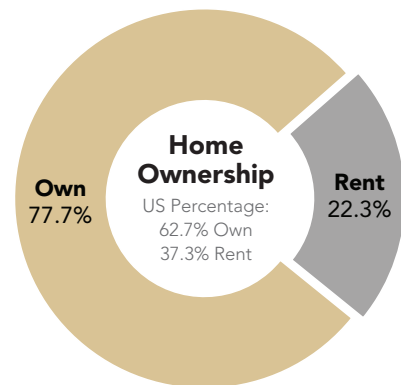
US Median.

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.
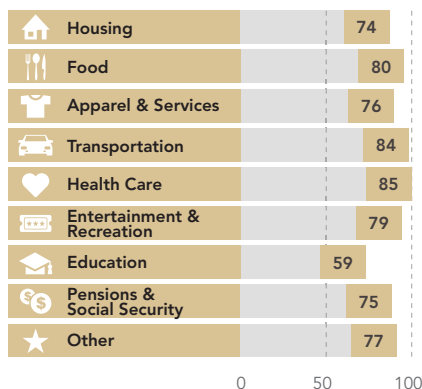
Typical Housing:
Single Family; Mobile Homes

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.

Category	Index
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.
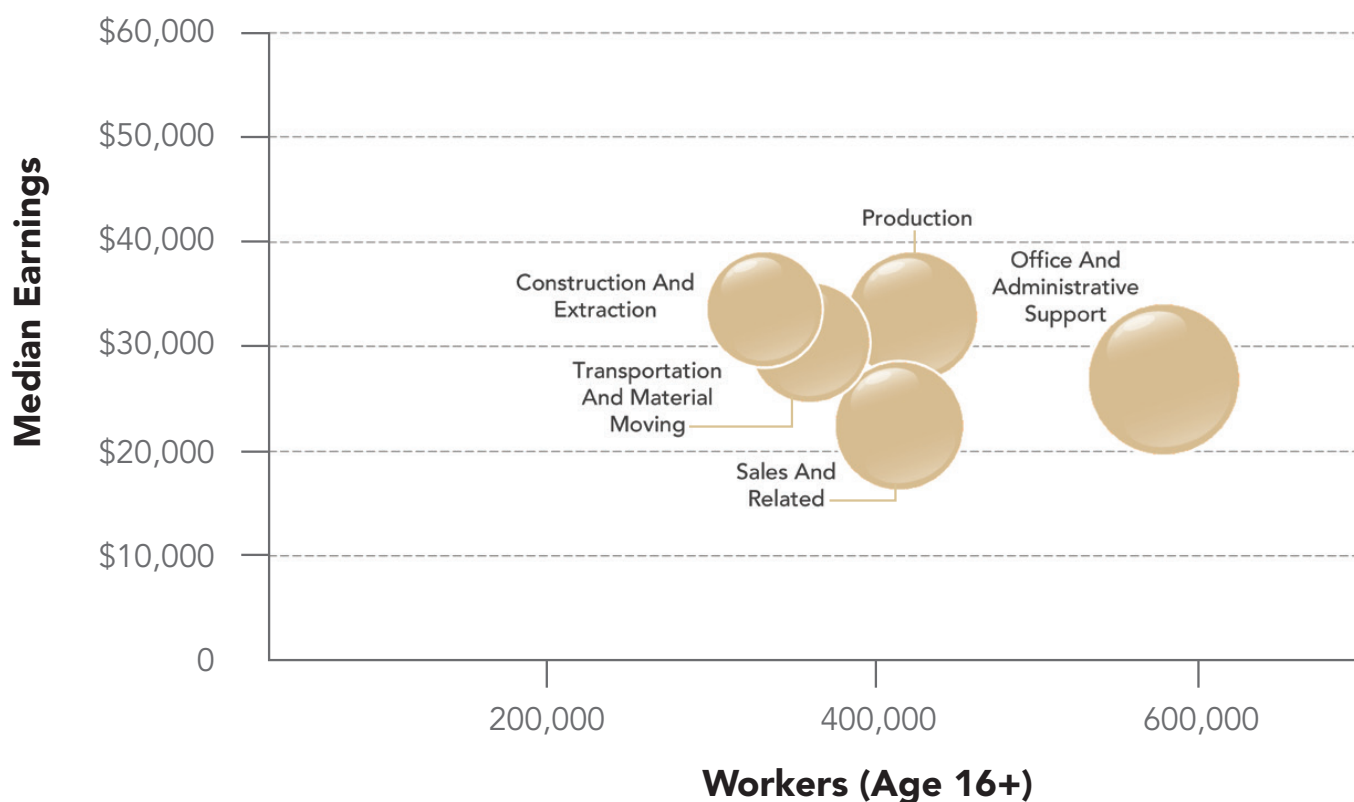
6C LifeMode Group: Cozy Country Living
The Great Outdoors

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.
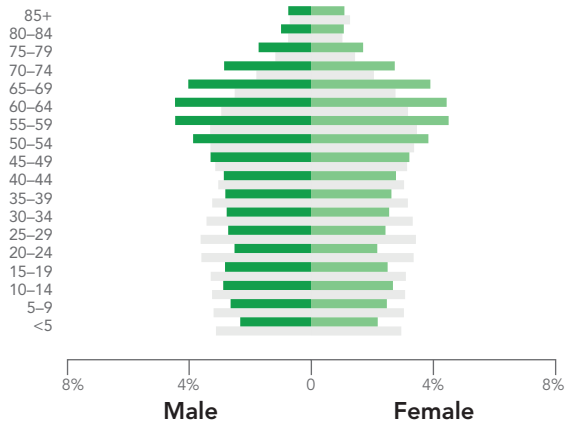- They prefer domestic travel to trips abroad.

6C LifeMode Group: Cozy Country Living
The Great Outdoors

AGE BY SEX (Esri data)
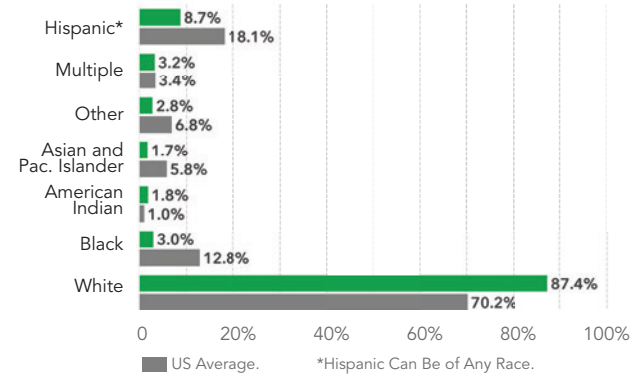
Median Age: 47.4 US: 38.2

▪ Indicates US

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).
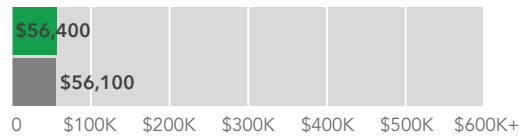
Diversity Index: 35.6 US: 64.0

	%	US Average
Hispanic*	8.7%	18.1%
Multiple	3.2%	3.4%
Other	2.8%	6.8%
Asian and Pac. Islander	1.7%	5.8%
American Indian	1.8%	1.0%
Black	3.0%	12.8%
White	87.4%	70.2%

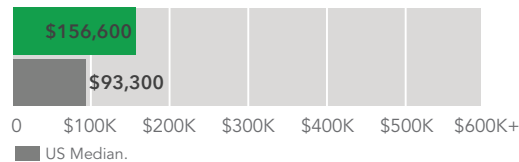▪ US Average.   *Hispanic Can Be of Any Race.

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

$56,400
$56,100

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

Median Net Worth

$156,600
$93,300

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

▪ US Median.

HOUSING

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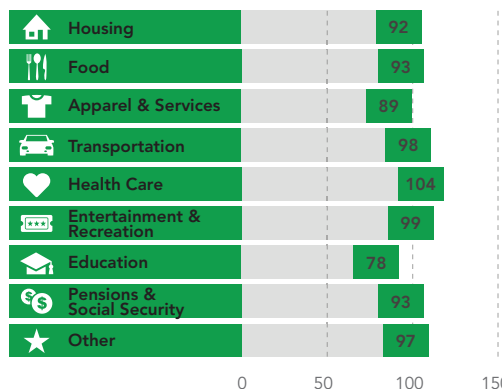

Typical Housing:
Single Family

Median Value:
$239,500

US Median: $207,300
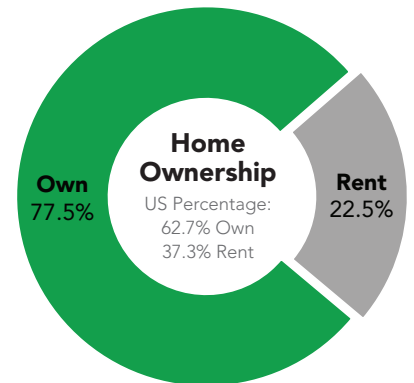
Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 77.5%   Rent 22.5%

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	92
Food	93
Apparel & Services	89
Transportation	98
Health Care	104
Entertainment & Recreation	99
Education	78
Pensions & Social Security	93
Other	97

0   50   100   150   200   250   300   350

The**Retail**Coach.
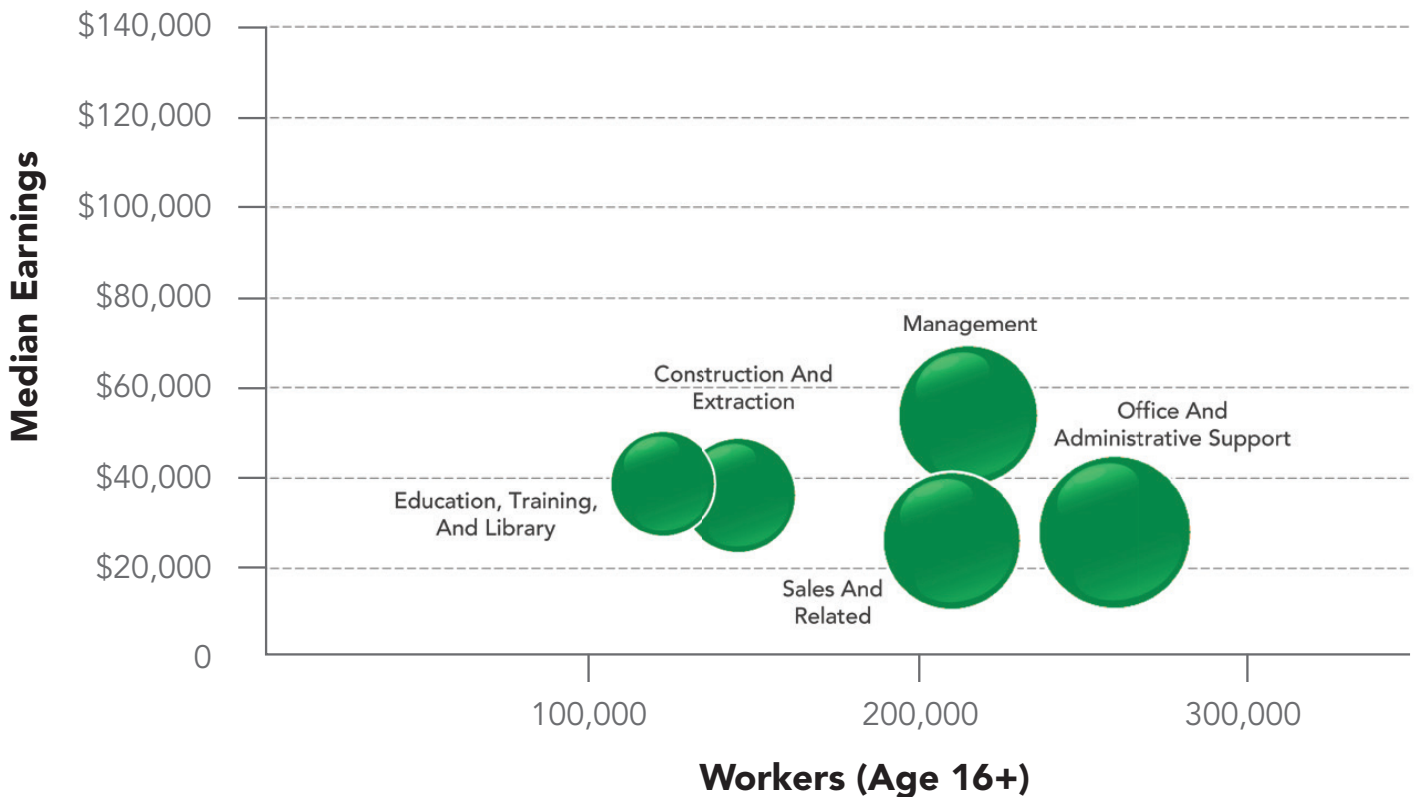
6C LifeMode Group: Cozy Country Living
The Great Outdoors

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.

Median Earnings vs **Workers (Age 16+)**

Management, Construction And Extraction, Office And Administrative Support, Education, Training, And Library, Sales And Related

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.
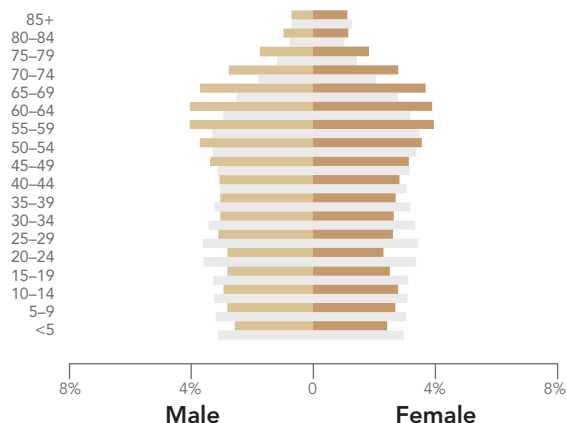- Clothes a necessity, not a fashion statement; only buy new clothes when old clothes wear out.

10B LifeMode Group: Rustic Outposts
Rooted Rural

AGE BY SEX (Esri data)

Median Age: 45.2 US: 38.2

■ Indicates US

Male | Female
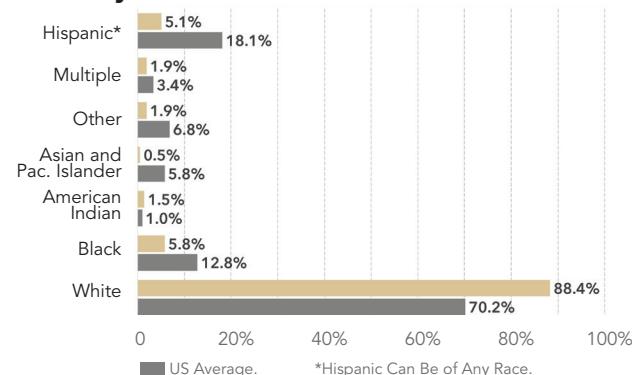
RACE AND ETHNICITY (Esri data)

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	Value	US Average
Hispanic*	5.1%	18.1%
Multiple	1.9%	3.4%
Other	1.9%	6.8%
Asian and Pac. Islander	0.5%	5.8%
American Indian	1.5%	1.0%
Black	5.8%	12.8%
White	88.4%	70.2%

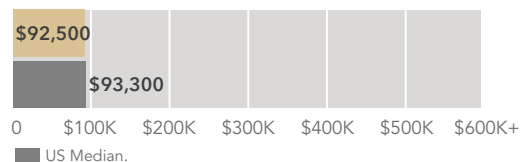■ US Average. *Hispanic Can Be of Any Race.

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

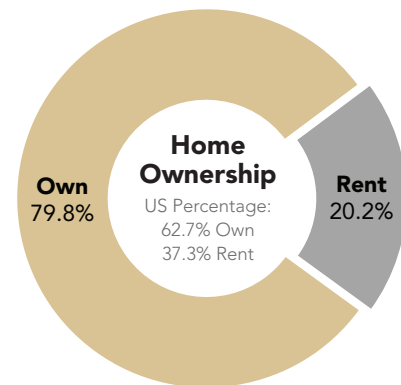0 | $100K | $200K | $300K | $400K | $500K | $600K+

■ 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.
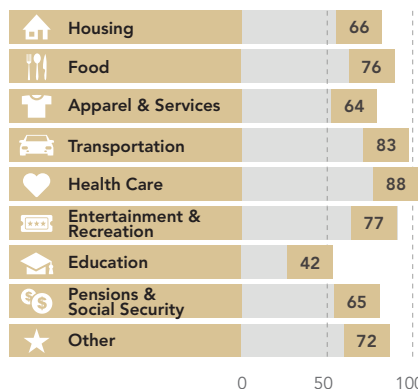
Typical Housing:
Single Family;
Mobile Homes

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.
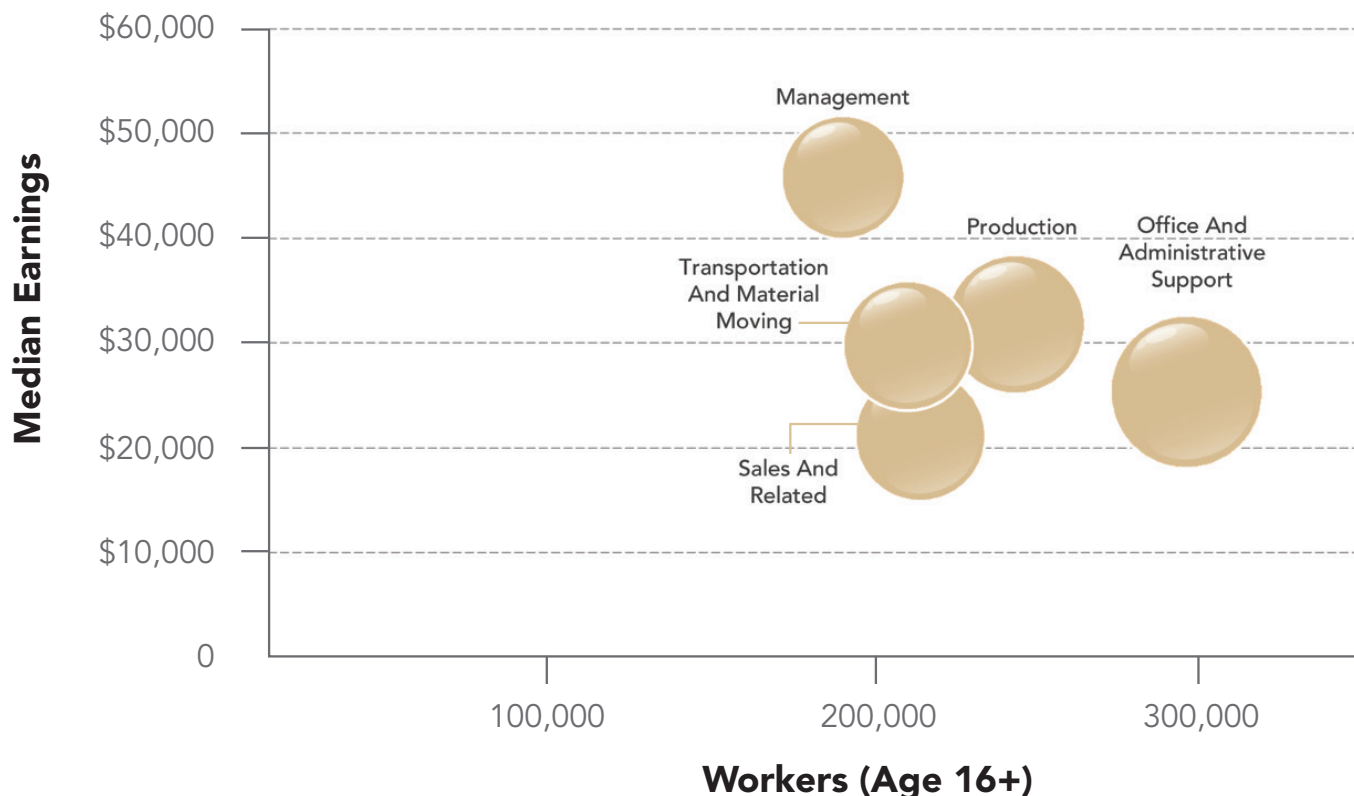
7D LifeMode Group: Ethnic Enclaves
Barrios Urbanoss

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 Urbanos 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.
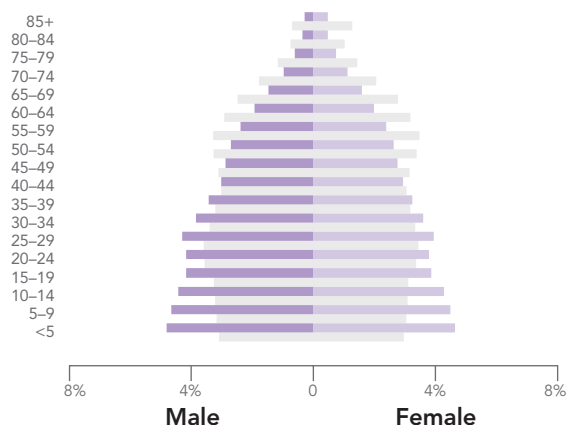
7D LifeMode Group: Ethnic Enclaves
Barrios Urbanoss

AGE BY SEX (Esri data)

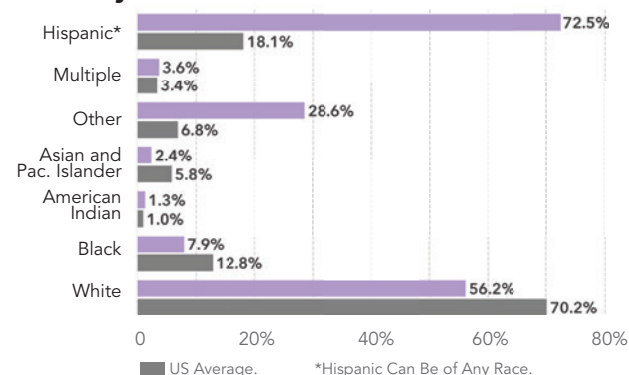**Median Age: 28.9** US: 38.2

■ Indicates US

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: 80.6 US: 64.0

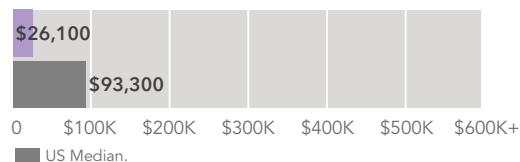| Group	Value
Hispanic*	72.5%
Hispanic* (US)	18.1%
Multiple	3.6%
Multiple (US)	3.4%
Other	28.6%
Other (US)	6.8%
Asian and Pac. Islander	2.4%
Asian and Pac. Islander (US)	5.8%
American Indian	1.3%
American Indian (US)	1.0%
Black	7.9%
Black (US)	12.8%
White	56.2%
White (US)	70.2%

■ 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

$38,000
$56,100

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

Median Net Worth

$26,100
$93,300

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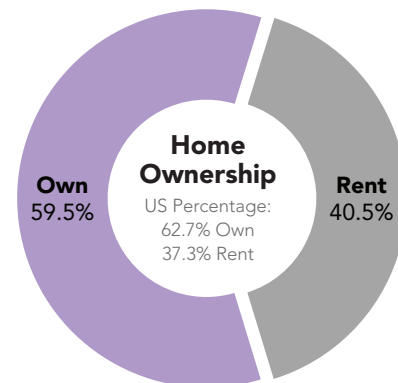
■ US Median.

HOUSING

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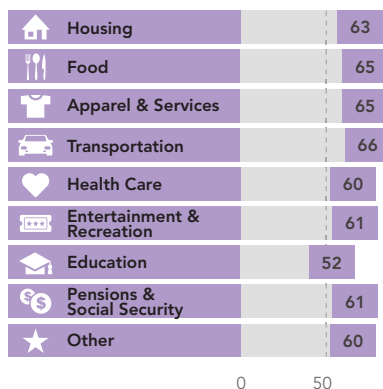

Typical Housing:
Single Family

Median Value:
$92,200

US Median: $207,300

Home Ownership
US Percentage: 62.7% Own 37.3% Rent

Own 59.5% **Rent 40.5%**

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	63
Food	65
Apparel & Services	65
Transportation	66
Health Care	60
Entertainment & Recreation	61
Education	52
Pensions & Social Security	61
Other	60

0 50 100 150 200 250 300 350

The**Retail**Coach.

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.
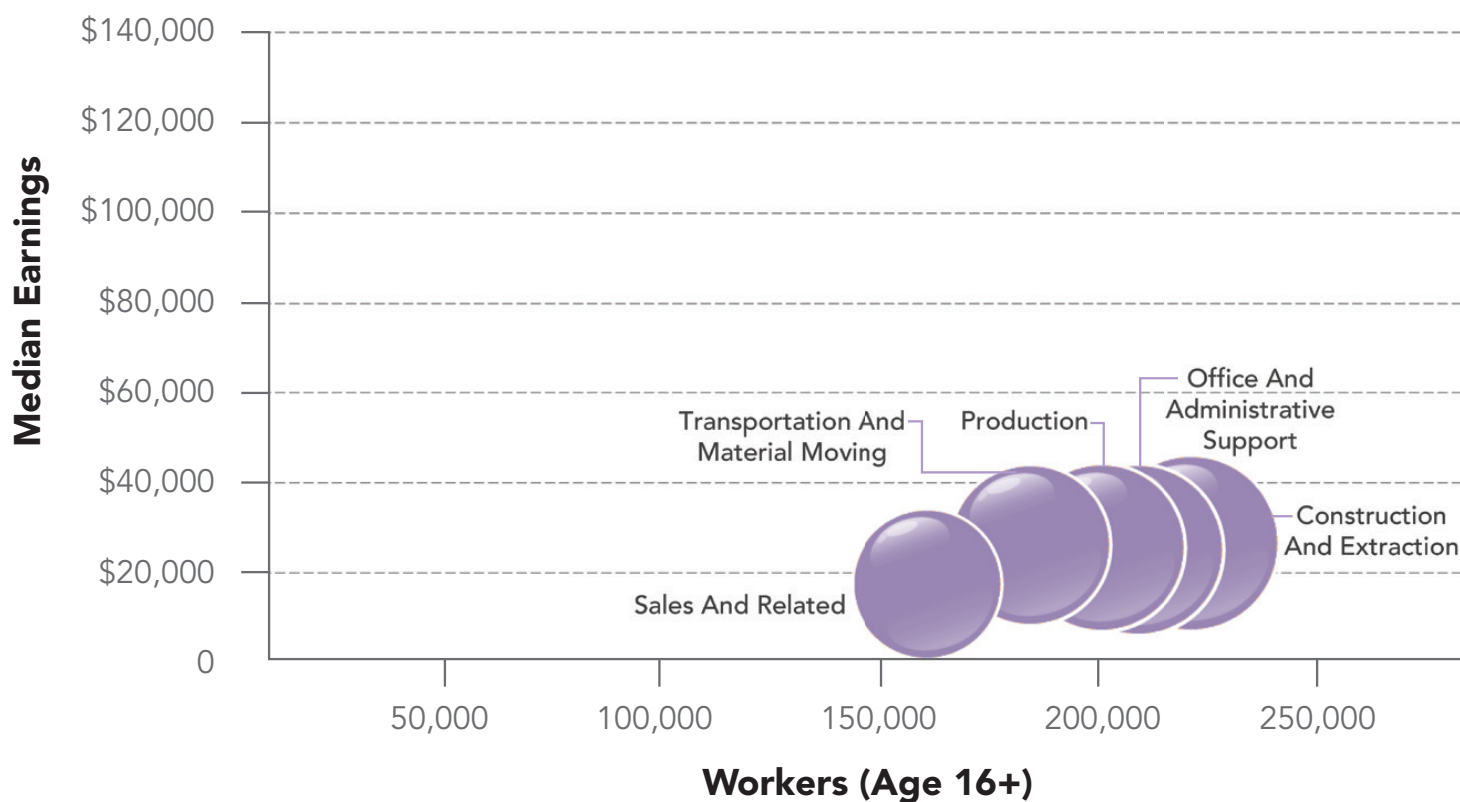
10D LifeMode Group: Rustic Outposts Down the Road

US Households: 1,406,700
Average Household Size: 2.76

Median Age: 35.0
Median Household Income: $38,700

WHO ARE WE?

Down the Road is a mix of low-density, semirural neighborhoods in large metropolitan areas; half are located in the South, with the rest chiefly in the West and Midwest. Almost half of householders live in mobile homes; more than two-fifths live in single-family homes. These are younger, diverse communities, with the highest proportion of American Indians of any segment. These family-oriented consumers value their traditions. Workers are in service, retail trade, manufacturing, and construction industries, with higher proportions in agriculture and mining, compared to the US. This market has higher unemployment, much lower median household income and home value, and more than a fifth of households with income below poverty level.

OUR NEIGHBORHOOD

- Nearly two-thirds of households are owned.
- Family market, primarily married couples or single-parent households (Index 145).
- Close to half of all households live in mobile homes (Index 780).
- Four-fifths of households were built in 1970 or later.
- About 32% of homes are valued under $50,000 (over 4 times the US percentage).
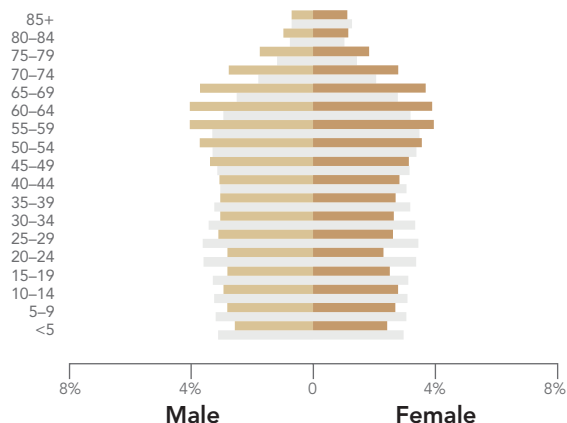
SOCIOECONOMIC TRAITS

- Education completed: 36% with a high school diploma only, 41% with some college education or a degree.
- Unemployment rate is 7.8%, higher than the US rate.
- Labor force participation rate is 59.0%, slightly lower than the US.
- Family-oriented, outgoing consumers; they place importance on preserving time-honored customs.
- They put a premium on convenience rather than health and nutrition.

AGE BY SEX (Esri data)

Median Age: 45.2 US: 38.2

■ Indicates US

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

8%   4%   0   4%   8%

Male   **Female**

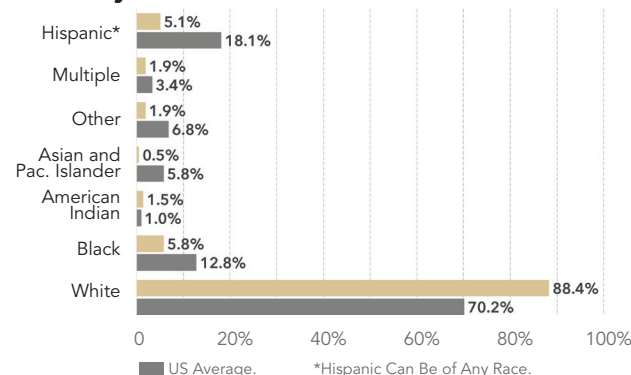## RACE AND ETHNICITY (Esri data)

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

Diversity Index: 29.2 US: 64.0

Hispanic*	5.1% / 18.1%
Multiple	1.9% / 3.4%
Other	1.9% / 6.8%
Asian and Pac. Islander	0.5% / 5.8%
American Indian	1.5% / 1.0%
Black	5.8% / 12.8%
White	88.4% / 70.2%

0   20%   40%   60%   80%   100%

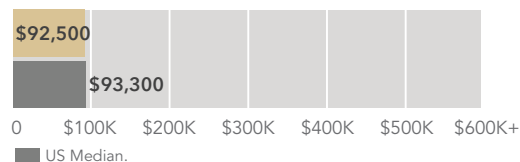■ US Average.   *Hispanic Can Be of Any Race.

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

$42,300
$56,100

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

Median Net Worth

$92,500
$93,300

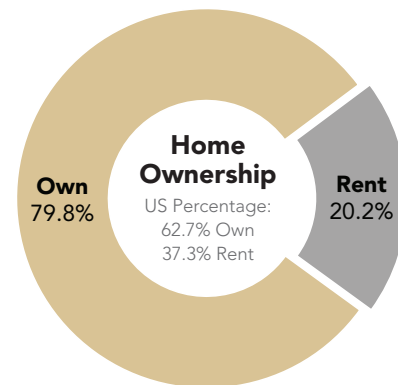0 $100K $200K $300K $400K $500K $600K+

■ US Median.

HOUSING

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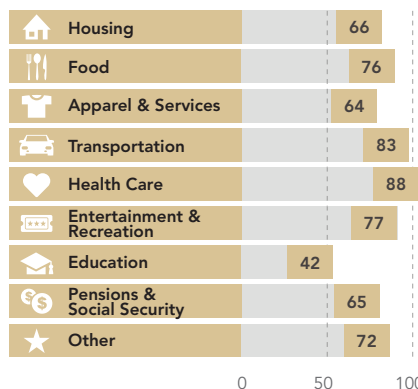

Typical Housing:
Single Family;
Mobile Homes

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.

	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

The Retail Coach

10D LifeMode Group: Rustic Outposts
Down the Road

Market Profile

- Purchased a used vehicle in the past year, likely maintaining the vehicle themselves.
- Routinely stop by the convenience store to purchase gas, lottery tickets, and snacks.
- Participate in fishing and hunting.
- Use the Internet to stay connected with friends and play online video games.
- Listen to the radio, especially at work, with a preference for rap, R&B, and country music.
- Enjoy programs on Investigation Discovery, CMT, and Hallmark, typically watching via satellite dish.
- Often prepare quick meals, using packaged or frozen dinner entrees.
- Favorite fast food: burgers and pizza.
- Frequent Walmart Supercenters, Walgreens, dollar stores, K-Marts, and Big Lots 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.
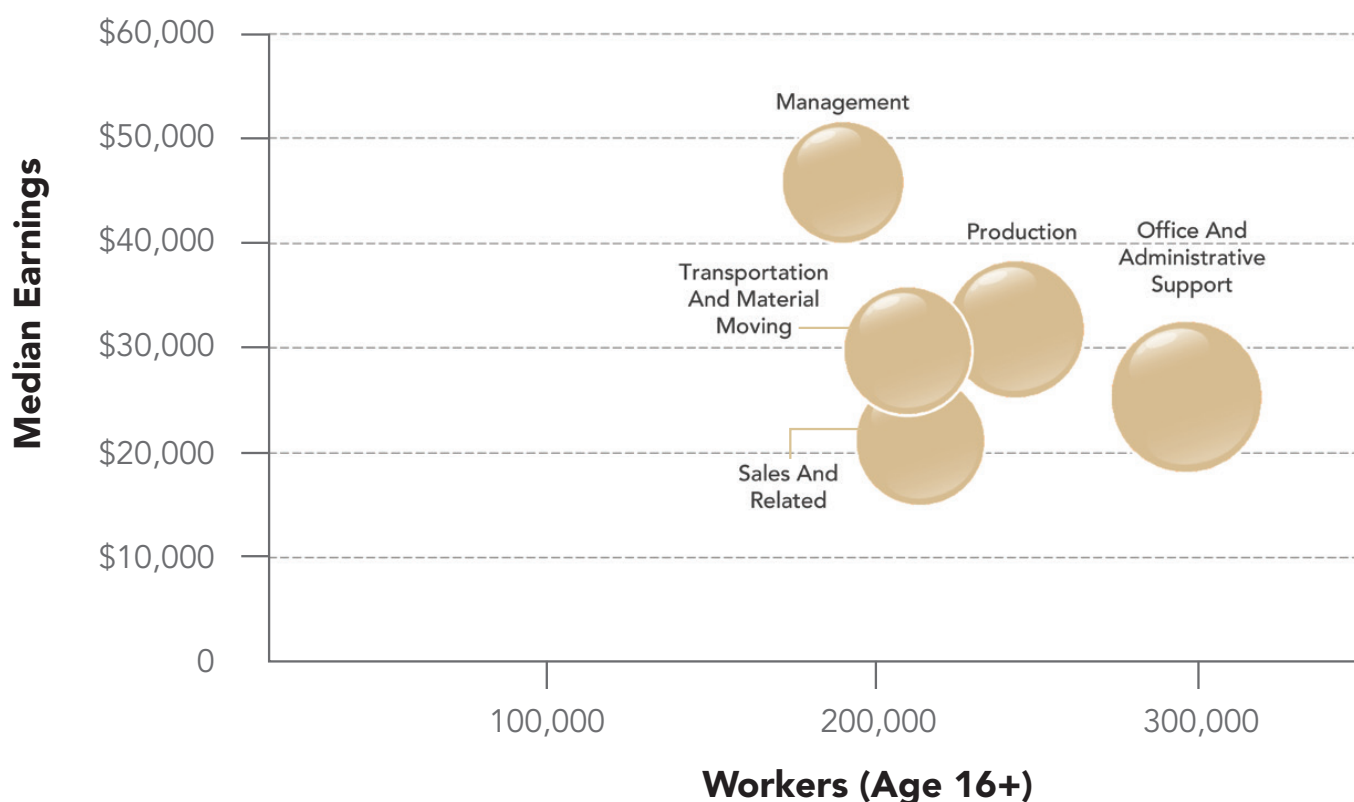
About The Retail Coach®

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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