RETAIL TRADE AREA PSYCHOGRAPHIC PROFILE

DAYTON, TEXAS

PREPARED FOR DAYTON ECONOMIC DEVELOPMENT CORPORATION
JULY 2026

Retail Trade Area — Dayton, Texas

DEMOGRAPHIC SNAPSHOT

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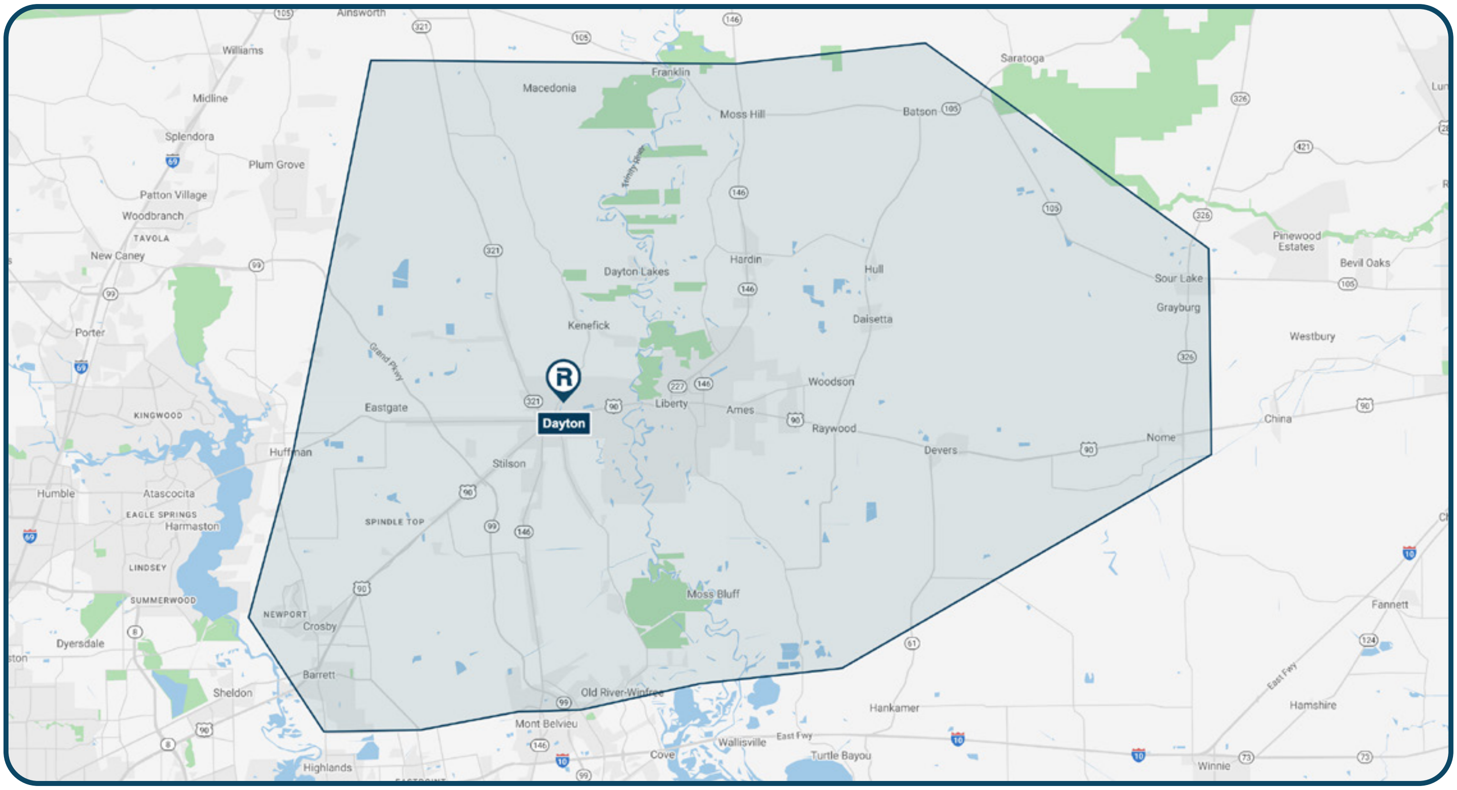

Population

2020	101,286
2026	124,631
2031	138,526

Age

0-9 Years	14.77%
10 - 17 Years	12.71%
18 - 24 Years	10.05%
25 - 34 Years	13.16%
35 - 44 Years	13.04%
45 - 54 Years	11.95%
55 - 64 Years	10.60%
65 and Older	13.71%
Median Age	34.46
Average Age	36.34

Educational Attainment (%)

Graduate or Professional Degree	3.80%
Bachelors Degree	10.65%
Associate Degree	8.62%
Some College	24.81%
High School Graduate (GED)	35.85%
Some High School, No Degree	9.42%
Less than 9th Grade	6.85%

Income

Average HH	$114,972
Median HH	$88,669
Per Capita	$38,967

Race Distribution

White	55.24%
Black/African American	8.63%
American Indian/Alaskan	1.29%
Asian	0.81%
Native Hawaiian/Islander	0.04%
Other Race	19.75%
Two or More Races	14.24%
Hispanic	40.74%
Non-Hispanic	59.26%

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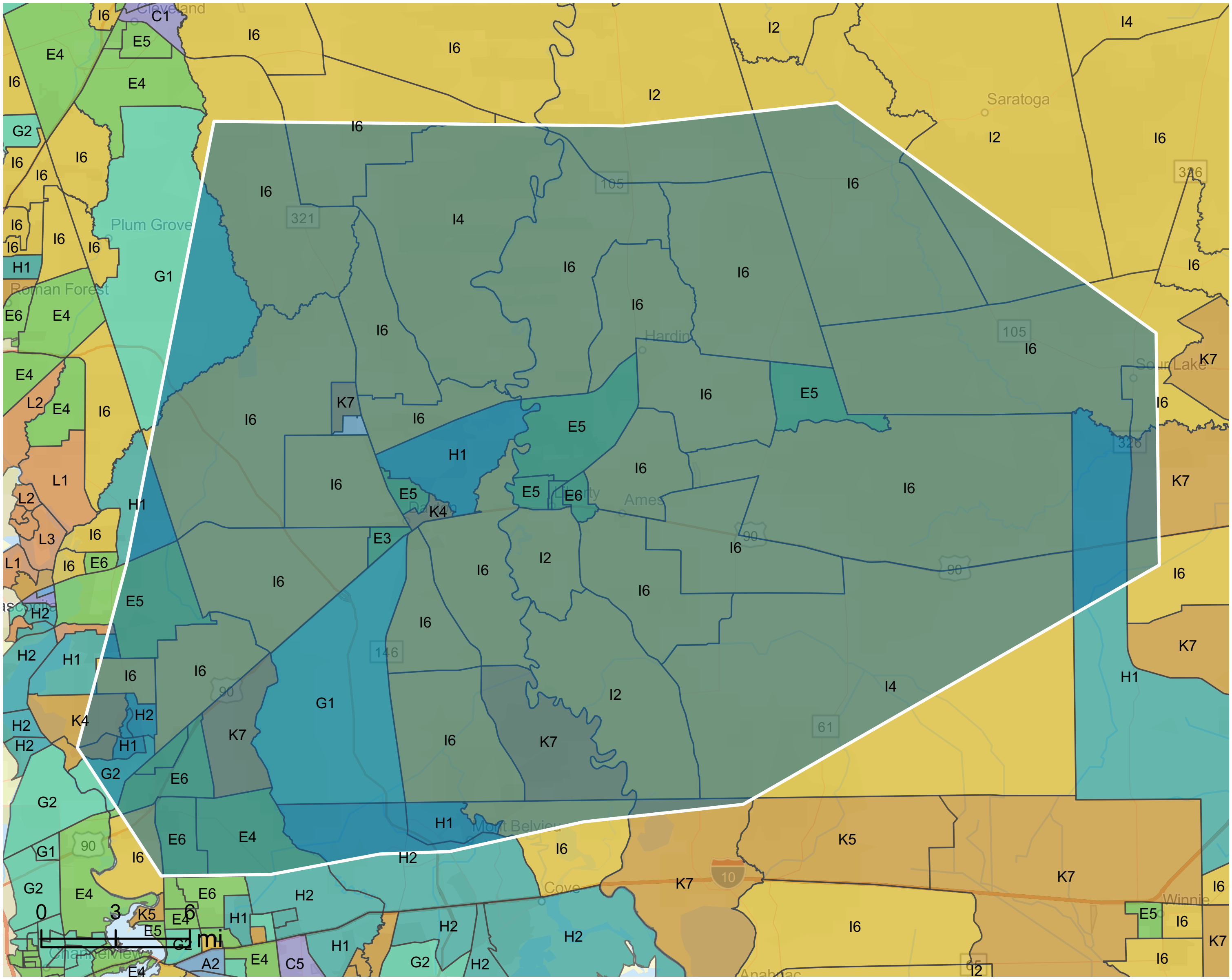

+ A URBAN THREADS
This group mainly consists of individuals in their 30s, including many recent immigrants, single parents, and families with young children.

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

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

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

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

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

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

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

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

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

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

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

PSYCHOGRAPHIC PROFILE

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

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TAPESTRY SEGMENTATION	2026 HOUSEHOLDS			2026 ADULT POPULATION		
	NUMBER	PERCENT	INDEX	NUMBER	PERCENT	INDEX
Southern Satellites (I6)	16,095	39.6%	1,551	33,747	37.3%	1,447
Flourishing Families (H1)	4,468	11.0%	298	9,417	10.4%	267
Shared Roots (G1)	4,114	10.1%	1,087	10,710	11.9%	1,030
Rural Versatility (E5)	3,532	8.7%	549	6,697	7.4%	484
Family Bonds (E6)	2,999	7.4%	494	6,128	6.8%	401
Boomburbs (H2)	1,701	4.2%	155	3,669	4.1%	136
Classic Comfort (K4)	1,644	4.0%	137	3,308	3.7%	125
Mobile Meadows (E4)	1,465	3.6%	468	3,163	3.5%	433
Up and Coming Families (G2)	1,152	2.8%	144	2,205	2.4%	112
Room to Roam (K7)	1,115	2.7%	70	2,332	2.6%	65
Scenic Byways (I2)	1,054	2.6%	160	2,079	2.3%	144
Rooted Rural (I4)	733	1.8%	73	1,536	1.7%	72
Hometown Charm (E3)	606	1.5%	103	1,374	1.5%	113
Savvy Suburbanites (L1)	12	0.0%	1	27	0.0%	1

SEGMENT I6 - SOUTHERN SATELLITES

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

Key statistics

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

Housing and employment

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

Lifestyle patterns

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

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

SEGMENT H1 - FLOURISHING FAMILIES

Members of these communities reside mostly in lower-density, rapidly growing suburbs in the South and Midwest. Most householders are between the ages of 35 and 64, and households are mainly comprised of large families with children. Marriage rates are high. Members of this segment are often employed in professional roles and earn middle-tier incomes. Many are self-employed, and some households support their earnings with interest, dividends, or rental properties. Available housing is predominantly composed of single-family units built in the 1990s and 2000s, with home values and rents that mirror national averages. The rate of new development is notably higher here than in most other regions. Many households have multiple vehicles, and long commutes are common.

Key statistics

- Median age: 39.0
- Median household size: 2.80
- Predominant household structure (Census 2020): Married couples
- Median household income: $111,751
- Median net worth: $499,190
- Percentage of individuals with completion of a bachelor’s degree or higher: 40.2%

Housing and employment

- Predominant Urbanicity Type: Suburb
- Median home value: $379,560
- Homeownership rate: 85.2%
- Rent burdened households (American Community Survey 2019-2023): 31.1%
- Labor force participation rate: 69.4%
- Unemployment rate: 3.1%

Lifestyle patterns

- For in-store shopping, they frequent large retail hardware and hobby stores, while online shopping caters to a variety of household, children, pet, and personal items.
- Residents prioritize spending on medical, auto, and life insurance, as well as retirement planning. Pickup trucks and SUVs are common vehicle choices.
- They often play board games and read books.
- Residents tend to travel domestically.

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

SEGMENT G1 - SHARED ROOTS

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

Key statistics

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

Housing and employment

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

Lifestyle patterns

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

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SEGMENT E5 - RURAL VERSATILITY

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

Key statistics

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

Housing and employment

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

Lifestyle patterns

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

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

SEGMENT E6 - FAMILY BONDS

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

Key statistics

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

Housing and employment

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

Lifestyle patterns

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

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

SEGMENT H2 - BOOMBURBS

These neighborhoods are primarily located in the suburbs of metropolitan areas with populations exceeding 500,000, mainly in the South and West. Most members of the segment are between 25 and 54, with an overall population that is young; nearly a third are under the age of 18. Married couples with or without children are prevalent in this segment. Household incomes are predominantly upper tier, and workers are frequently employed full time in fields including government, management, sales, business, and finance. They reside in newer single-family homes, typically constructed in 2000 or later. More than half of the homes are valued between $300,000 and $500,000. Nearly a third of households own three or more vehicles.

Key statistics

- Median age: 34.5
- Median household size: 3.12
- Predominant household structure (Census 2020): Married couples
- Median household income: $131,202
- Median net worth: $539,415
- Percentage of individuals with completion of a bachelor's degree or higher: 49.2%

Housing and employment

- Predominant Urbanicity Type: Suburb
- Median home value: $462,376
- Homeownership rate: 82.9%
- Rent burdened households (American Community Survey 2019-2023): 33.2%
- Labor force participation rate: 71.8%
- Unemployment rate: 3.0%

Lifestyle patterns

- Residents tend to shop at club stores and make purchases using online platforms.
- Spending centers around children, including clothing, medicine, toys, and entertainment. Residents pay for garden maintenance, home cleaning, and pet care services.
- They tend to purchase internet-connectable televisions, all-in-one printers, home security systems, smart thermostats, and lighting systems.
- Individuals engage in regular exercise, eat organic foods, and spend time hiking and reading. They travel frequently, both domestically and internationally.

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

SEGMENT K4 - CLASSIC COMFORT

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

Key statistics

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

Housing and employment

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

Lifestyle patterns

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

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

SEGMENT E4 - MOBILE MEADOWS

These neighborhoods are predominantly found in metropolitan and micropolitan areas. Around half of this segment's population resides in the South, with another third in the West. A steady influx of immigration contributes to cultural diversity in these communities, and job opportunities are primarily found in manufacturing, construction, and mining. Married and cohabiting couples outnumber single-individual households, and around a third of households have children. Incomes predominantly fall within the low to middle tiers, with some households supported by social security and other forms of public assistance. Homes in these neighborhoods are primarily mobile homes. Vehicles are a necessary part of everyday life, and abundant open space often surrounds these communities, contributing to a population density of less than 100 people per square mile.

Key statistics

- Median age: 35.1
- Median household size: 2.77
- Predominant household structure (Census 2020): Married couples; singles living alone
- Median household income: $54,988
- Median net worth: $106,219
- Percentage of individuals with completion of a bachelor's degree or higher: 14.2%

Housing and employment

- Predominant Urbanicity Type: Suburb
- Median home value: $101,257
- Homeownership rate: 64.3%
- Rent burdened households (American Community Survey 2019-2023): 36.5%
- Labor force participation rate: 60.6%
- Unemployment rate: 5.7%

Lifestyle patterns

- Residents tend to shop at large retail establishments, often opting for generic brands and waiting for discounts.
- They spend on baby and children's necessities, pets, and video games, and they tend to save rather than borrow for purchases.
- Individuals stay connected and informed with mobile internet access and are willing to pay for streaming services and children's television.
- Their primary concerns are health care and timely retirement.

SEGMENT G2 - UP AND COMING FAMILIES

Residents in this segment tend to live in suburban neighborhoods in the South, particularly in Texas, Georgia, Florida, and North Carolina. These are large, young families in a variety of household structures: married couples, both with and without children, make up about half of the households, with significant numbers of single-parent households, cohabiting couples with kids, and multigenerational families. Nearly one in three members of this segment hold a bachelor’s or graduate degree. Key employment sectors include health care, retail, education, manufacturing, and construction. There are many first-time homebuyers, and homeowners outnumber renters. Approximately half of homes in this segment were constructed in the last 5 to 10 years. Residents often commute longer distances, frequently outside their county of residence.

Key statistics

- Median age: 33.6
- Median household size: 3.02
- Predominant household structure (Census 2020): Married couples
- Median household income: $89,093
- Median net worth: $247,071
- Percentage of individuals with completion of a bachelor’s degree or higher: 31.0%

Housing and employment

- Predominant Urbanicity Type: Suburb
- Median home value: $315,564
- Homeownership rate: 73.1%
- Rent burdened households (American Community Survey 2019-2023): 38.5%
- Labor force participation rate: 70.0%
- Unemployment rate: 4.1%

Lifestyle patterns

- Households frequently use coupons for cleaning products, toiletries, and cosmetics.
- These residents tend to spend money on their children, pets, and homes. They often visit movie theaters, zoos, aquariums, and theme parks.
- They often install the latest technology, including smart home devices, TVs, and video game systems.
- These residents often carry mortgages and credit card balances and tend to seek financial advice from others.

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

SEGMENT K7 - ROOM TO ROAM

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

Key statistics

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

Housing and employment

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

Lifestyle patterns

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

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

SEGMENT 12 - SCENIC BYWAYS

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

Key statistics

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

Housing and employment

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

Lifestyle patterns

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

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

SEGMENT I4 - ROOTED RURAL

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

Key statistics

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

Housing and employment

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

Lifestyle patterns

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

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

SEGMENT E3 - HOMETOWN CHARM

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

Key statistics

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

Housing and employment

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

Lifestyle patterns

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

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

SEGMENT L1 - SAVVY SUBURBANITES

These neighborhoods tend to be concentrated in New England and the Mid-Atlantic. Some couples have children who have grown up and left the house, and around a quarter still have kids at home. Residents work in professional fields such as management and finance. The combined wages of both spouses position these families solidly in the middle to upper income tiers. Investments, retirement income, and valuable properties also contribute to the high net worth of households commonly found in these neighborhoods. Residents in this segment gravitate toward suburban communities, which include both newly developed and well-established areas, within major metropolitan areas. Nearly all homes are single-family and owner-occupied, with very few rental properties available, and most homes were built between 1970 and 2000.

Key statistics

- Median age: 44.0
- Median household size: 2.72
- Predominant household structure (Census 2020): Married couples
- Median household income: $139,696
- Median net worth: $915,346
- Percentage of individuals with completion of a bachelor’s degree or higher: 53.3%

Housing and employment

- Predominant Urbanicity Type: Suburb
- Median home value: $471,521
- Homeownership rate: 90.9%
- Rent burdened households (American Community Survey 2019-2023): 27.6%
- Labor force participation rate: 68.0%
- Unemployment rate: 2.9%

Lifestyle patterns

- Residents frequently use credit cards, and they seldom have outstanding monthly balances.
- They tend to invest a significant amount of resources on home improvement and landscaping. Residents have a variety of investment and retirement accounts.
- Households tend to have access to cell phones and the internet to stay connected.
- Residents tend to engage with their communities through fundraising and local politics. Vacation destinations often include beaches and national parks.

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

SEGMENT A1 - INDEPENDENT CITYSCAPES

Members of these communities often reside in the centers of large metropolitan cities in the South and Midwest, with many also living in the suburbs. Households are mainly single individuals, female single parents raising young children, or family households without couples or children. Over half of individuals have never married, and divorce rates are high among those who have. More than half of households earn low-tier incomes, often supported by social security and other forms of public assistance. Most residents are employed at workplaces within a half-hour commute, and driving is the primary means of commuting. Housing units are typically older low-rise and high-rise apartments built before 1990. Rent is low relative to the national average, as are home values.

Key statistics

- Median age: 39.3
- Median household size: 2.06
- Predominant household structure (Census 2020): Singles living alone; singles with roommates
- Median household income: $26,555
- Median net worth: $11,809
- Percentage of individuals with completion of a bachelor’s degree or higher: 16.1%

Housing and employment

- Predominant Urbanicity Type: Urban Core; Suburb; Urban Vicinity
- Median home value: $152,321
- Homeownership rate: 23.6%
- Rent burdened households (American Community Survey 2019-2023): 44.1%
- Labor force participation rate: 46.7%
- Unemployment rate: 10.3%

Lifestyle patterns

- Residents often shop at nearby discount and convenience stores, especially those offering loyalty points.
- Consumers are willing to switch brands to use coupons and buy generic products to save money.
- Radio and TV, including streaming options, are popular sources of sports entertainment. Some opt for reading a paper copy of their local newspaper.
- When in a hurry, they opt for fast food or quick, frozen meals, but they generally prepare homemade meals.

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

SEGMENT A2 - CITY COMMONS

These neighborhoods are typically located in and around the centers of metropolitan cities in the South and Midwest. This segment is the youngest outside of communities centered on colleges and military facilities, and it ranks highest in the presence of single-parent families as well as children under age 6. Many individuals hold full-time jobs in the service sector, though part-time work is also common. Most households earn low- to middle-tier incomes and are often supported by social security and other forms of public assistance. Neighborhoods typically include a mix of low-rise multiunit dwellings and single-family homes, with more than half built before 1970. Rents are low compared to the national average, though many renters spend over 35 percent of their income on rent and utilities.

Key statistics

- Median age: 29.1
- Median household size: 2.54
- Predominant household structure (Census 2020): Singles living alone; single parents
- Median household income: $27,823
- Median net worth: $11,213
- Percentage of individuals with completion of a bachelor’s degree or higher: 12.3%

Housing and employment

- Predominant Urbanicity Type: Urban Core; Urban Vicinity; Suburb
- Median home value: $119,791
- Homeownership rate: 20.4%
- Rent burdened households (American Community Survey 2019-2023): 46.7%
- Labor force participation rate: 53.3%
- Unemployment rate: 12.4%

Lifestyle patterns

- Households frequent nearby discount supermarkets to stock up on quick meals, children’s clothing, medicines, and other supplies.
- Consumers occasionally carry a credit card balance to pay for expenses. Common purchases include women’s clothing, branded sneakers, watches, and jewelry.
- Individuals maintain a working cell phone for internet access, digital payment services, and staying updated on social media.
- Residents tend to watch cable TV and subscribe to multiple streaming services.

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

SEGMENT A3 - SOCIAL SECURITY SET

These neighborhoods are primarily located in the downtown urban cores of the largest metropolitan areas, and residents often live in low-rent, older high-rise buildings near centers of economic activity with heavy daytime traffic. The population is older, often widowed or divorced, and there is a higher proportion of single-person households in these communities than any other segment. Rates of recent immigration are high, and many speak a language other than English as their first language. Income disparities are notable, with many residents supported by social security and other forms of public assistance, while a significant portion of the population earns middle-tier incomes. Homeowners spend a large portion of their income on housing costs, and many households do not own a vehicle.

Key statistics

- Median age: 49.5
- Median household size: 1.69
- Predominant household structure (Census 2020): Singles living alone
- Median household income: $31,425
- Median net worth: $12,979
- Percentage of individuals with completion of a bachelor's degree or higher: 30.4%

Housing and employment

- Predominant Urbanicity Type: Urban Core; Suburb
- Median home value: $333,286
- Homeownership rate: 16.6%
- Rent burdened households (American Community Survey 2019-2023): 41.0%
- Labor force participation rate: 44.0%
- Unemployment rate: 6.6%

Lifestyle patterns

- Individuals frequently use services like laundromats and convenience stores for daily needs.
- Residents typically prioritize budget-friendly and essential items when shopping. They buy food in bulk, opt for easy-to-prepare meals, and dine out at restaurants.
- Not everyone has a smartphone, and while print media remains popular, digital newspapers are the primary source for news.
- For TV entertainment, residents seek world news and foreign-language channels.

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

SEGMENT A4 - FRESH AMBITIONS

These communities are concentrated in the Mid-Atlantic and Pacific regions, and they comprise large families, including single parents and married or cohabiting couples, often helped by grandparents. About one-third of the population is under 20, and the child dependency ratio is among the highest in the nation. Residents tend to work in skilled and service jobs, and incomes primarily range from low- to middle-tier. These communities' living arrangements vary widely, including smaller multi-family buildings, single-family homes, and row or town-homes, many built before 1950. Despite varied housing types, they tend to share an urban lifestyle, with nearly half residing in urban centers or suburbs. Although average rents are below the national level, many face a high rental burden.

Key statistics

- Median age: 31.3
- Median household size: 2.85
- Predominant household structure (Census 2020): Married couples; singles living alone
- Median household income: $41,775
- Median net worth: $14,617
- Percentage of individuals with completion of a bachelor's degree or higher: 12.1%

Housing and employment

- Predominant Urbanicity Type: Urban Core; Suburb; Urban Vicinity
- Median home value: $173,878
- Homeownership rate: 29.2%
- Rent burdened households (American Community Survey 2019-2023): 48.8%
- Labor force participation rate: 56.2%
- Unemployment rate: 9.5%

Lifestyle patterns

- Households prioritize affordable shopping, often visiting discount and department stores for everyday needs.
- Baby products are in high demand, and children influence brand choices.
- Residents are active on social media and avid followers of foreign-language programming on TV and radio. Video game–related purchases are common for entertainment.
- Individuals connect with family abroad through instant messaging and video chatting.

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

SEGMENT A5 - WELCOME WAVES

Neighborhoods in this segment are concentrated in the centers and nearby suburbs of mega metropolises, predominantly in the South and West. These communities are home to many young individuals and families born outside the U.S. Roughly half of families have multiple working adults, and households generally earn low- to middle-tier incomes. Workers tend to be employed in construction, manufacturing, retail, food service, and accommodations jobs, and carpooling, biking, or walking to work is common. Residents primarily live in moderately dense residential areas with mid- to high-rise buildings, most of which were built before 1990. While rental prices are below the national average, rents remain high relative to income.

Key statistics

- Median age: 30.0
- Median household size: 2.94
- Predominant household structure (Census 2020): Married couples; singles living alone
- Median household income: $50,427
- Median net worth: $15,862
- Percentage of individuals with completion of a bachelor's degree or higher: 15.6%

Housing and employment

- Predominant Urbanicity Type: Urban Core; Suburb
- Median home value: $276,278
- Homeownership rate: 16.0%
- Rent burdened households (American Community Survey 2019-2023): 47.1%
- Labor force participation rate: 70.6%
- Unemployment rate: 5.2%

Lifestyle patterns

- Residents are budget-conscious and prioritize spending on necessities such as clothing, shoes, and medical care for their children.
- Households often purchase used cars and perform their own maintenance.
- Residents rely on their phones for internet access and video calls.
- Individuals save money for regular visits to family abroad.

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

SEGMENT A6 - YOUNG AND RESTLESS

These communities are predominantly composed of young residents living in and around urban centers in mega metropolitan areas in the South, Midwest, and West. Many householders are under 35 and live alone, with roommates, or as cohabiting couples without children. Neighborhoods are culturally diverse with a significant portion of the population born outside the U.S. Many residents hold a bachelor's degree or are currently enrolled in college. This segment has one of the highest labor force participation rates in the country, and the majority of residents earn middle-tier incomes. Residents tend to be highly mobile, frequently relocating for housing and employment opportunities. Housing is primarily located away from the main downtown area in small multifamily apartments or high-rise buildings, and most workers have short commutes.

Key statistics

- Median age: 31.4
- Median household size: 1.98
- Predominant household structure (Census 2020): Singles living alone; married couples
- Median household income: $56,258
- Median net worth: $14,694
- Percentage of individuals with completion of a bachelor's degree or higher: 37.0%

Housing and employment

- Predominant Urbanicity Type: Urban Core; Suburb
- Median home value: $287,356
- Homeownership rate: 4.9%
- Rent burdened households (American Community Survey 2019-2023): 40.2%
- Labor force participation rate: 76.1%
- Unemployment rate: 4.3%

Lifestyle patterns

- Consumers frequent convenience stores and often grab fast food or order in.
- They maintain essential auto and renter's insurance but may forgo health insurance if not provided by their employer.
- Residents spend time playing video games and on social media, and they rely on the internet for streaming services, shopping, tax preparation, and job applications.
- Individuals tend to visit urgent care centers instead of scheduling regular medical appointments.

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

SEGMENT 16 - SOUTHERN SATELLITES

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

Key statistics

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

Housing and employment

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

Lifestyle patterns

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

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

SEGMENT H1 - FLOURISHING FAMILIES

Members of these communities reside mostly in lower-density, rapidly growing suburbs in the South and Midwest. Most householders are between the ages of 35 and 64, and households are mainly comprised of large families with children. Marriage rates are high. Members of this segment are often employed in professional roles and earn middle-tier incomes. Many are self-employed, and some households support their earnings with interest, dividends, or rental properties. Available housing is predominantly composed of single-family units built in the 1990s and 2000s, with home values and rents that mirror national averages. The rate of new development is notably higher here than in most other regions. Many households have multiple vehicles, and long commutes are common.

Key statistics

- Median age: 39.0
- Median household size: 2.80
- Predominant household structure (Census 2020): Married couples
- Median household income: $111,751
- Median net worth: $499,190
- Percentage of individuals with completion of a bachelor's degree or higher: 40.2%

Housing and employment

- Predominant Urbanicity Type: Suburb
- Median home value: $379,560
- Homeownership rate: 85.2%
- Rent burdened households (American Community Survey 2019-2023): 31.1%
- Labor force participation rate: 69.4%
- Unemployment rate: 3.1%

Lifestyle patterns

- For in-store shopping, they frequent large retail hardware and hobby stores, while online shopping caters to a variety of household, children, pet, and personal items.
- Residents prioritize spending on medical, auto, and life insurance, as well as retirement planning. Pickup trucks and SUVs are common vehicle choices.
- They often play board games and read books.
- Residents tend to travel domestically.

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

SEGMENT G1 - SHARED ROOTS

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

Key statistics

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

Housing and employment

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

Lifestyle patterns

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

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

SEGMENT E5 - RURAL VERSATILITY

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

Key statistics

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

Housing and employment

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

Lifestyle patterns

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

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

SEGMENT E6 - FAMILY BONDS

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

Key statistics

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

Housing and employment

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

Lifestyle patterns

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

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

SEGMENT H2 - BOOMBURBS

These neighborhoods are primarily located in the suburbs of metropolitan areas with populations exceeding 500,000, mainly in the South and West. Most members of the segment are between 25 and 54, with an overall population that is young; nearly a third are under the age of 18. Married couples with or without children are prevalent in this segment. Household incomes are predominantly upper tier, and workers are frequently employed full time in fields including government, management, sales, business, and finance. They reside in newer single-family homes, typically constructed in 2000 or later. More than half of the homes are valued between $300,000 and $500,000. Nearly a third of households own three or more vehicles.

Key statistics

- Median age: 34.5
- Median household size: 3.12
- Predominant household structure (Census 2020): Married couples
- Median household income: $131,202
- Median net worth: $539,415
- Percentage of individuals with completion of a bachelor’s degree or higher: 49.2%

Housing and employment

- Predominant Urbanicity Type: Suburb
- Median home value: $462,376
- Homeownership rate: 82.9%
- Rent burdened households (American Community Survey 2019-2023): 33.2%
- Labor force participation rate: 71.8%
- Unemployment rate: 3.0%

Lifestyle patterns

- Residents tend to shop at club stores and make purchases using online platforms.
- Spending centers around children, including clothing, medicine, toys, and entertainment. Residents pay for garden maintenance, home cleaning, and pet care services.
- They tend to purchase internet-connectable televisions, all-in-one printers, home security systems, smart thermostats, and lighting systems.
- Individuals engage in regular exercise, eat organic foods, and spend time hiking and reading. They travel frequently, both domestically and internationally.

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

SEGMENT K4 - CLASSIC COMFORT

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

Key statistics

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

Housing and employment

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

Lifestyle patterns

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

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

SEGMENT E4 - MOBILE MEADOWS

These neighborhoods are predominantly found in metropolitan and micropolitan areas. Around half of this segment's population resides in the South, with another third in the West. A steady influx of immigration contributes to cultural diversity in these communities, and job opportunities are primarily found in manufacturing, construction, and mining. Married and cohabiting couples outnumber single-individual households, and around a third of households have children. Incomes predominantly fall within the low to middle tiers, with some households supported by social security and other forms of public assistance. Homes in these neighborhoods are primarily mobile homes. Vehicles are a necessary part of everyday life, and abundant open space often surrounds these communities, contributing to a population density of less than 100 people per square mile.

Key statistics

- Median age: 35.1
- Median household size: 2.77
- Predominant household structure (Census 2020): Married couples; singles living alone
- Median household income: $54,988
- Median net worth: $106,219
- Percentage of individuals with completion of a bachelor's degree or higher: 14.2%

Housing and employment

- Predominant Urbanicity Type: Suburb
- Median home value: $101,257
- Homeownership rate: 64.3%
- Rent burdened households (American Community Survey 2019-2023): 36.5%
- Labor force participation rate: 60.6%
- Unemployment rate: 5.7%

Lifestyle patterns

- Residents tend to shop at large retail establishments, often opting for generic brands and waiting for discounts.
- They spend on baby and children's necessities, pets, and video games, and they tend to save rather than borrow for purchases.
- Individuals stay connected and informed with mobile internet access and are willing to pay for streaming services and children's television.
- Their primary concerns are health care and timely retirement.

SEGMENT G2 - UP AND COMING FAMILIES

Residents in this segment tend to live in suburban neighborhoods in the South, particularly in Texas, Georgia, Florida, and North Carolina. These are large, young families in a variety of household structures: married couples, both with and without children, make up about half of the households, with significant numbers of single-parent households, cohabiting couples with kids, and multigenerational families. Nearly one in three members of this segment hold a bachelor's or graduate degree. Key employment sectors include health care, retail, education, manufacturing, and construction. There are many first-time homebuyers, and homeowners outnumber renters. Approximately half of homes in this segment were constructed in the last 5 to 10 years. Residents often commute longer distances, frequently outside their county of residence.

Key statistics

- Median age: 33.6
- Median household size: 3.02
- Predominant household structure (Census 2020): Married couples
- Median household income: $89,093
- Median net worth: $247,071
- Percentage of individuals with completion of a bachelor's degree or higher: 31.0%

Housing and employment

- Predominant Urbanicity Type: Suburb
- Median home value: $315,564
- Homeownership rate: 73.1%
- Rent burdened households (American Community Survey 2019-2023): 38.5%
- Labor force participation rate: 70.0%
- Unemployment rate: 4.1%

Lifestyle patterns

- Households frequently use coupons for cleaning products, toiletries, and cosmetics.
- These residents tend to spend money on their children, pets, and homes. They often visit movie theaters, zoos, aquariums, and theme parks.
- They often install the latest technology, including smart home devices, TVs, and video game systems.
- These residents often carry mortgages and credit card balances and tend to seek financial advice from others.

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

SEGMENT K7 - ROOM TO ROAM

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

Key statistics

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

Housing and employment

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

Lifestyle patterns

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

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

SEGMENT 12 - SCENIC BYWAYS

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

Key statistics

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

Housing and employment

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

Lifestyle patterns

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

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

SEGMENT I4 - ROOTED RURAL

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

Key statistics

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

Housing and employment

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

Lifestyle patterns

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

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

SEGMENT E3 - HOMETOWN CHARM

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

Key statistics

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

Housing and employment

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

Lifestyle patterns

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

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

SEGMENT L1 - SAVVY SUBURBANITES

These neighborhoods tend to be concentrated in New England and the Mid-Atlantic. Some couples have children who have grown up and left the house, and around a quarter still have kids at home. Residents work in professional fields such as management and finance. The combined wages of both spouses position these families solidly in the middle to upper income tiers. Investments, retirement income, and valuable properties also contribute to the high net worth of households commonly found in these neighborhoods. Residents in this segment gravitate toward suburban communities, which include both newly developed and well-established areas, within major metropolitan areas. Nearly all homes are single-family and owner-occupied, with very few rental properties available, and most homes were built between 1970 and 2000.

Key statistics

- Median age: 44.0
- Median household size: 2.72
- Predominant household structure (Census 2020): Married couples
- Median household income: $139,696
- Median net worth: $915,346
- Percentage of individuals with completion of a bachelor's degree or higher: 53.3%

Housing and employment

- Predominant Urbanicity Type: Suburb
- Median home value: $471,521
- Homeownership rate: 90.9%
- Rent burdened households (American Community Survey 2019-2023): 27.6%
- Labor force participation rate: 68.0%
- Unemployment rate: 2.9%

Lifestyle patterns

- Residents frequently use credit cards, and they seldom have outstanding monthly balances.
- They tend to invest a significant amount of resources on home improvement and landscaping. Residents have a variety of investment and retirement accounts.
- Households tend to have access to cell phones and the internet to stay connected.
- Residents tend to engage with their communities through fundraising and local politics. Vacation destinations often include beaches and national parks.

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

PSYCHOGRAPHIC PROFILE

PSYCHOGRAPHIC LIFEMODE GROUPS	HOUSEHOLDS			ADULT POPULATION		
	DATA	%	INDEX	DATA	%	INDEX
Total:	**40,696**	**100.0%**		**90,378**	**100.0%**	
A. Urban Threads	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Independent Cityscapes (A1)	0	0.0%	0	0	0.0%	0
City Commons (A2)	0	0.0%	0	0	0.0%	0
Social Security Set (A3)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (A4)	0	0.0%	0	0	0.0%	0
Welcome Waves (A5)	0	0.0%	0	0	0.0%	0
Young and Restless (A6)	0	0.0%	0	0	0.0%	0
B. Books and Boots	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Dorms to Diplomas (B1)	0	0.0%	0	0	0.0%	0
College Towns (B2)	0	0.0%	0	0	0.0%	0
Military Proximity (B3)	0	0.0%	0	0	0.0%	0
C. Metro Vibes	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Single Thrifties (C1)	0	0.0%	0	0	0.0%	0
Kids and Kin (C2)	0	0.0%	0	0	0.0%	0
Metro Fusion (C3)	0	0.0%	0	0	0.0%	0
Family Foundations (C4)	0	0.0%	0	0	0.0%	0
Diverse Horizons (C5)	0	0.0%	0	0	0.0%	0
Moderate Metros (C6)	0	0.0%	0	0	0.0%	0
D. Tech Trailblazers	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Emerging Hub (D1)	0	0.0%	0	0	0.0%	0
Trendsetters (D2)	0	0.0%	0	0	0.0%	0
Modern Minds (D3)	0	0.0%	0	0	0.0%	0
Metro Renters (D4)	0	0.0%	0	0	0.0%	0
Laptops and Lattes (D5)	0	0.0%	0	0	0.0%	0
E. Community Connections	**8,603**	**21.1%**	**287**	**17,353**	**19.2%**	**259**
Modest Income Homes (E1)	0	0.0%	0	0	0.0%	0
Southwestern Families (E2)	0	0.0%	0	0	0.0%	0
Hometown Charm (E3)	606	1.5%	103	1,374	1.5%	113
Mobile Meadows (E4)	1,465	3.6%	468	3,163	3.5%	433
Rural Versatility (E5)	3,532	8.7%	549	6,697	7.4%	484
Family Bonds (E6)	2,999	7.4%	494	6,128	6.8%	401

PSYCHOGRAPHIC PROFILE

PSYCHOGRAPHIC LIFEMODE GROUPS	HOUSEHOLDS			ADULT POPULATION		
	DATA	%	INDEX	DATA	%	INDEX
F. Urban Harmony	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
High Rise Renters (F1)	0	0.0%	0	0	0.0%	0
Family Extensions (F2)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (F3)	0	0.0%	0	0	0.0%	0
City Strivers (F4)	0	0.0%	0	0	0.0%	0
Uptown Lights (F5)	0	0.0%	0	0	0.0%	0
G. Family Fabric	**5,266**	**12.9%**	**300**	**12,924**	**14.3%**	**273**
Shared Roots (G1)	4,114	10.1%	1,087	10,710	11.9%	1,030
Up and Coming Families (G2)	1,152	2.8%	144	2,205	2.4%	112
Generational Ties (G3)	0	0.0%	0	0	0.0%	0
H. Family Prosperity	**6,174**	**15.2%**	**141**	**13,105**	**14.5%**	**125**
Flourishing Families (H1)	4,468	11.0%	298	9,417	10.4%	267
Boomburbs (H2)	1,701	4.2%	155	3,669	4.1%	136
Neighborhood Spirit (H3)	0	0.0%	0	0	0.0%	0
Urban Chic (H4)	0	0.0%	0	0	0.0%	0
I. Countryscapes	**17,882**	**43.9%**	**322**	**37,326**	**41.3%**	**314**
Small Town Sincerity (I1)	0	0.0%	0	0	0.0%	0
Scenic Byways (I2)	1,054	2.6%	160	2,079	2.3%	144
Heartland Communities (I3)	0	0.0%	0	0	0.0%	0
Rooted Rural (I4)	733	1.8%	73	1,536	1.7%	72
Rural Resort Dwellers (I5)	0	0.0%	0	0	0.0%	0
Southern Satellites (I6)	16,095	39.6%	1,551	33,747	37.3%	1,447
Country Charm (I7)	0	0.0%	0	0	0.0%	0
J. Mature Reflections	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Senior Escapes (J1)	0	0.0%	0	0	0.0%	0
The Elders (J2)	0	0.0%	0	0	0.0%	0
Retirement Communities (J3)	0	0.0%	0	0	0.0%	0
Silver and Gold (J4)	0	0.0%	0	0	0.0%	0
K. Suburban Shine	**2,759**	**6.8%**	**31**	**5,603**	**6.2%**	**29**
Legacy Hills (K1)	0	0.0%	0	0	0.0%	0
Middle Ground (K2)	0	0.0%	0	0	0.0%	0
Loyal Locals (K3)	0	0.0%	0	0	0.0%	0
Classic Comfort (K4)	1,644	4.0%	137	3,308	3.7%	125
Dreambelt (K5)	0	0.0%	0	0	0.0%	0
City Greens (K6)	0	0.0%	0	0	0.0%	0
Room to Roam (K7)	1,115	2.7%	70	2,332	2.6%	65
Burbs and Beyond (K8)	0	0.0%	0	0	0.0%	0
L. Premier Estates	**12**	**0.0%**	**0**	**0**	**0.0%**	**0**
Savvy Suburbanites (L1)	12	0.0%	1	27	0.0%	1
Professional Pride (L2)	0	0.0%	0	0	0.0%	0
Top Tier (L3)	0	0.0%	0	0	0.0%	0
Unclassified	4	0.0%	0	3,986	4.4%	2,204

About The Retail Coach®

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

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

Retail:360® Process

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide demographics and trend data with real-world, "on-the-ground" information gathered through extensive visits to our clients' communities. Every community is different, and there is no "one size fits all" retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community's needs help assure our clients that they are receiving the latest and best information for targeted retail recruitment efforts — all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360® Process assures that communities get timely, accurate and relevant information.Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.

TheRetailCoach®

ACKNOWLEDGMENTS

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Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Claritas, ESRI, U.S. Census Bureau, Economy.com, Unacast, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics. To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model. Mapping data is provided by Google, Nielsen, ESRI and/or Microsoft Corporation.

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