Psychographic Profile

Retail Trade Area

Liberty, Texas

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About The Retail Coach

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

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

The Retail Coach 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" data gathered through extensive visits within 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 helps assure our clients they are getting the latest and best information for their retail needs — all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

The Retail Coach process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.

The Retail Coach — It's not about data. It's about your success.

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Psychographics Overview

Psychographics

Psychographics, simply defined, is the use of demographics to study and measure attitudes, values, lifestyles and buying habits of a household, community or trade area. There are 66 Lifestyle Segments used to classify psychographic profiles. An area of study will always be defined by one or more of these Lifestyle Segments.

Dominant Segments

Dominant Segments are those Psychographic Lifestyle Segments which make up approximately 50% of the total population of a Retail Trade Area or other study area. In some cases, one or two segments can make up significantly more than 50% of the total population. In this situation, often the top five segments are presented.

Lifestyle Behaviors Abbreviations & Reference Codes

In the "Lifestyle Behaviors" portions (for each Lifestyle Segment) of this document certain abbreviations and reference codes are provided to help explain various statistical figures and definitions. Below you will find a brief overview of these and their usage.

H = Survey questions asked by MediaMark in the universe of "Households"
A = Survey questions asked by MediaMark in the universe of "Adults" within households.

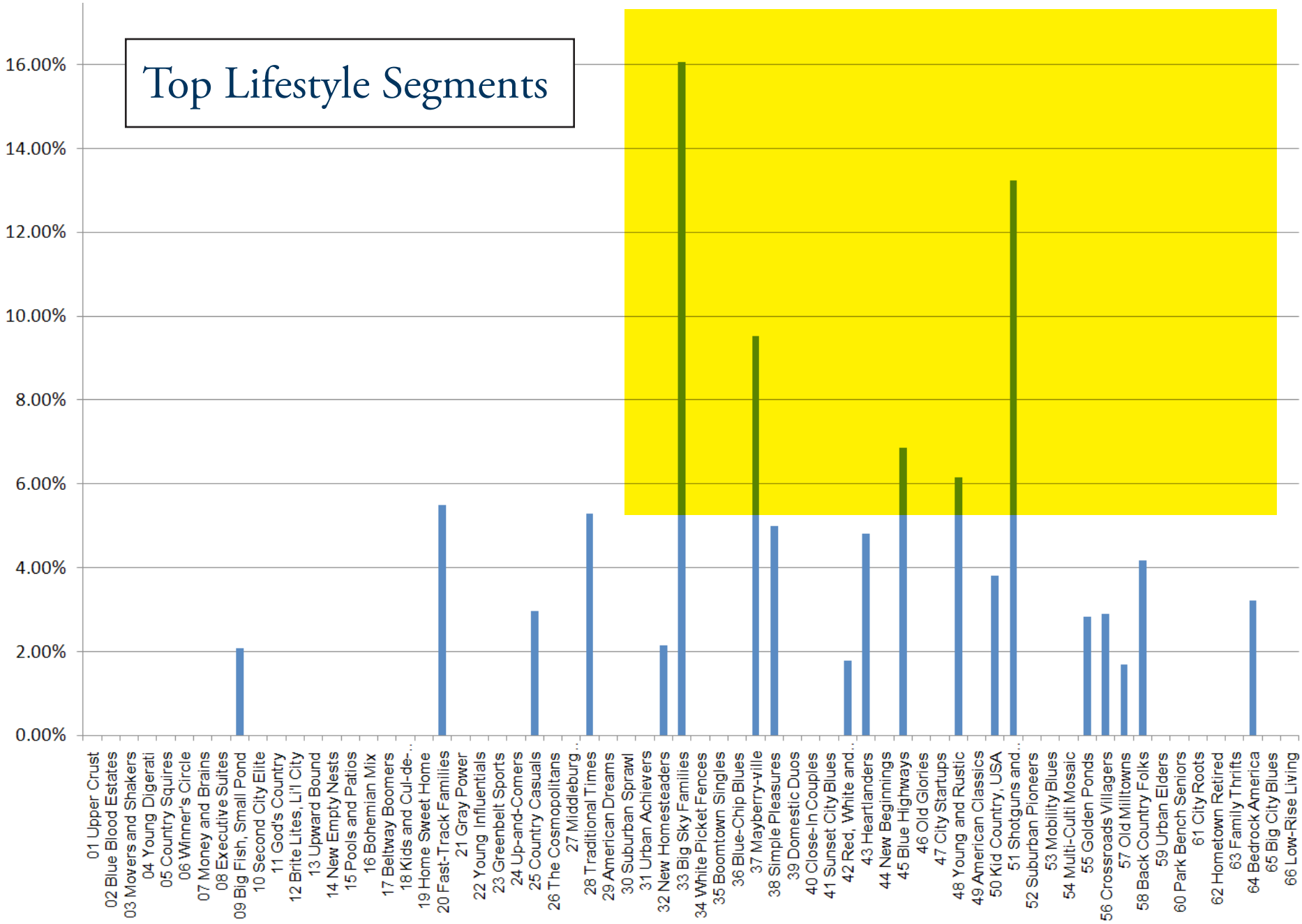
1wk = Once a week
3mo = Three times per month
1yr = Once per year
3yr = Three times per year

* denotes that there is quantitative information behind the question (ex. how much they spent, etc.)

"Index" refers to the average household performance. The average household performance index is 100. For any lifestyle behavior index higher than 100, there is a higher than average likelihood for that lifestyle behavior to be exhibited by individuals in a lifestyle segment. For any lifestyle behavior index lower than 100, there is a lower than average likelihood for that behavior to be exhibited by those individuals in a lifestyle segment.

For example, an index of 50 would indicate that individuals in a particular lifestyle segment would be "half" as likely to exhibit that lifestyle behavior. An index of 200 would indicate that individuals in a particular lifestyle segment would be twice as likely. An index of 300, three times as likely, etc.

Top Lifestyle Segments



Lifestyle Segment Definitions

33 Big Sky Families

Upper-Mid, Younger w/ Kids
Scattered in placid towns across the American heartland, Big Sky Families is a segment of younger rural families who have turned high school educations and blue-collar jobs into busy, upper-middle-class lifestyles. Residents enjoy baseball, basketball, and volleyball, as well as fishing, hunting, and horseback riding. To entertain their sprawling families, they buy virtually every piece of sporting equipment on the market.

37 Mayberry-ville

Upper-Mid, Middle Age w/o Kids
Like the old Andy Griffith Show set in a quaint picturesque berg, Mayberry-ville harks back to an old-fashioned way of life. In these small towns, upper-middle-class couples like to fish and hunt during the day, and stay home and watch TV at night. With lucrative blue-collar jobs and moderately priced housing, residents use their discretionary cash to purchase boats, campers, motorcycles, and pickup trucks.

45 Blue Highways

Lower-Mid, Middle Age w/o Kids
On maps, blue highways are often two-lane roads that wind through remote stretches of the American landscape. Among lifestyles, Blue Highways is the standout for lower-middle-class residents who live in isolated towns and farmsteads. Here, Boomer men like to hunt and fish; the women enjoy sewing and crafts, and everyone looks forward to going out to a country music concert.

48 Young & Rustic

Lower-Mid, Middle Age w/o Kids
Young & Rustic is composed of middle age, restless singles. These folks tend to be lower-middle-income, high school-educated, and live in tiny apartments in the nation's exurban towns. With their service industry jobs and modest incomes, these folks still try to fashion fast-paced lifestyles centered on sports, cars, and dating.

51 Shotguns & Pickups

Lower-Mid, Younger w/ Kids
The segment known as Shotguns & Pickups came by its moniker honestly: it scores near the top of all lifestyles for owning hunting rifles and pickup trucks. These Americans tend to be young, working-class couples with large families--more than half have two or more kids--living in small homes and manufactured housing. Nearly a third of residents live in mobile homes, more than anywhere else in the nation.

Big Sky Families

33 Big Sky Families

Upper-Mid, Younger w/ Kids
Scattered in placid towns across the American heartland, Big Sky Families is a segment of younger rural families who have turned high school educations and blue-collar jobs into busy, upper-middle-class lifestyles. Residents enjoy baseball, basketball, and volleyball, as well as fishing, hunting, and horseback riding. To entertain their sprawling families, they buy virtually every piece of sporting equipment on the market.

Social Group:	Country Comfort
Lifestage Group:	Mainstream Families

2008 Statistics:

US Households:	2,184,896 (1.90%)
Median HH Income:	$57,029

Lifestyle Traits

Buy from J.C. Penney
Own a camper
Read Game & Fish
Watch X Games
Ford F series

Demographics Traits:

Urbanicity:	Rural
Income:	Upper-Mid
Income Producing Assets:	Moderate
Age Ranges:	25-44
Presence of Kids:	HH w/ Kids
Homeownership:	Mostly Owners
Employment Levels:	BC, Service, Mix
Education Levels:	Some College
Ethnic Diversity:	White

Big Sky Families

Age

Description	U.S.	Segment	Index
Householder Age: 18-24	5.43	1.88	35
Householder Age: 25-34	15.24	26.00	171
Householder Age: 35-44	19.07	40.71	213
Householder Age: 45-54	21.84	24.67	113
Householder Age: 55-64	17.18	4.09	24
Householder Age: 65-74	10.95	2.43	22
Householder Age: 75+	10.34	0.33	3

Income

Description	U.S.	Segment	Index
Household Income: Under $10,000	6.89	0.22	3
Household Income: $10,000-$19,999	10.74	1.11	10
Household Income: $20,000-$29,999	11.18	1.00	9
Household Income: $30,000-$39,999	11.24	0.22	2
Household Income: $40,000-$49,999	9.78	0.22	2
Household Income: $50,000-$74,999	19.57	68.69	351
Household Income: $75,000-$99,999	12.22	28.32	232
Household Income: $100,000-$149,999	11.13	0.11	1
Household Income: $150,000-$199,999	4.08	0.22	5
Household Income: $200,000 or More	3.24	0.00	0

Age & Income Summary

Description	U.S.	Segment	Index
Householder Age: 18-34	20.69	27.88	135
Householder Age: 35-54	40.90	65.38	160
Householder Age: 55+	38.45	6.75	18
Household Income: Under $30K	28.80	2.32	8
Household Income: $30K-$74K	40.57	69.03	170
Household Income: $75K-$99K	12.22	28.32	232
Household Income: $100K+	18.42	0.22	1

Education

Description	U.S.	Segment	Index
Householder Education: Did Not Graduate H.S.	13.98	6.19	44
Householder Education: Graduated High School	31.16	39.16	126
Householder Education: Attended College	25.89	31.08	120
Householder Education: Bachelor's Degree	18.95	17.48	92
Householder Education: Post Graduate Degree	10.01	6.19	62

Big Sky Families

Race & Ethnicity

Description	U.S.	Segment	Index
Race: Asian	2.31	0.33	14
Race: Black	11.39	2.88	25
Race: Other	6.60	1.77	27
Race: White	79.71	94.80	119
Ethnicity: Hispanic	10.04	3.32	33

First Language

Description	U.S.	Segment	Index
Household First Language: English	92.50	99.00	107
Household First Language: Spanish	5.14	0.77	15
Household First Language: Other	2.36	0.22	9

Housing/Home Ownership

Description	U.S.	Segment	Index
Tenure: Home Owned	71.15	89.60	126
Tenure: Rent	28.87	10.29	36

Housing/Home Value

Description	U.S.	Segment	Index
Home Val: Less than $50,000	5.27	6.19	118
Home Val: $50,000-$99,999	10.45	20.24	194
Home Val: $100,000-$149,999	11.55	25.00	216
Home Val: $150,000-199,999	9.08	14.71	162
Home Val: $200,000-499,999	25.40	20.91	82
Home Val: $500,000 or More	9.41	2.54	27

Housing/Length of Residence

Description	U.S.	Segment	Index
Length of Residence: Less Than 1 Year	16.95	11.50	68
Length of Residence: 1-4 Years	28.82	29.98	104
Length of Residence: 5 Years or More	54.17	58.41	108

Family Composition/People in Household

Description	U.S.	Segment	Index
Household Size: 1	26.18	1.99	8
Household Size: 2	35.92	3.87	11
Household Size: 3 or 4	28.47	67.59	237
Household Size: 5+	9.42	26.55	282

Big Sky Families

Family Composition/Children under 18 at home

Description	U.S.	Segment	Index
Number of Children: 1	12.61	36.50	290
Number of Children: 2	11.66	41.26	354
Number of Children: 3	4.87	12.72	261
Number of Children: 4	1.62	4.54	280
Number of Children: 5+	0.74	1.66	226

Family Composition/Presence of children by age

Description	U.S.	Segment	Index
Children's Age: Under 2	5.75	18.25	317
Children's Age: 2-5	11.13	32.52	292
Children's Age: 6-11	14.73	46.68	317
Children's Age: 12-17	15.21	48.45	319

Employment/Occupation

Description	U.S.	Segment	Index
Householder Occupation: Managemet/Business/Financial	12.52	17.04	136
Householder Occupation: Natural Resources/Construction/Maintenance	8.36	17.59	210
Householder Occupation: Sales/Office	14.31	13.72	96
Householder Occupation: Professional	13.87	16.48	119
Householder Occupation: Other Employed	18.59	29.31	158

Employment/Occupation Detailed

Description	U.S.	Segment	Index
Householder Occupation Detail: Architect/Engineer	1.45	1.55	107
Householder Occupation Detail: Arts/Entertainment/Sports	1.41	0.66	47
Householder Occupation Detail: Business/Finance	2.50	1.77	71
Householder Occupation Detail: Community/Social Services	1.02	1.55	152
Householder Occupation Detail: Computer/Mathematical	2.21	1.44	65
Householder Occupation Detail: Education/Training/Library	3.29	5.42	165
Householder Occupation Detail: Food Preparation/Serving	1.98	0.66	33
Householder Occupation Detail: Health Practitioner/Technician	2.98	4.98	167
Householder Occupation Detail: Healthcare Support	0.88	0.77	88
Householder Occupation Detail: Legal	0.84	0.66	79
Householder Occupation Detail: Life/Physical/Social Sciences	0.71	0.33	47
Householder Occupation Detail: Maintenance/Repair	3.71	9.51	257
Householder Occupation Detail: Building Grounds Maintenance	2.20	1.22	55
Householder Occupation Detail: Management	10.02	15.27	152
Householder Occupation Detail: Natural Resources/Construction	4.66	8.08	173
Householder Occupation Detail: Office/Admin Support	6.46	7.08	110
Householder Occupation Detail: Personal Care/Service	1.61	1.11	69
Householder Occupation Detail: Production	4.98	11.39	229
Householder Occupation Detail: Protective Service/Military	1.92	3.32	173
Householder Occupation Detail: Sales/Related	7.86	6.64	84
Householder Occupation Detail: Transport/Material Moving	5.05	10.84	215

Big Sky Families

Top 15 Lifestyle Behaviors	Index
Go to Auto Racing,1+ Times,1mo (A)	391
Own Horse (H)	390
Buy Chewing Tobacco,1mo (A) *	342
Own All Terrain Vehicle (H)	322
Buy Children's Athletic Shoes,6mo (H) *	307
Buy Tent,1yr (H)	305
Go Hunting with Gun,1yr (A)	303
Buy from Ponderosa,1mo (A) *	298
Buy Fishing Equipment,1yr (A)	296
Buy Baby Furniture/Equipment,6mo (H)	289
Buy Golf Clubs,1yr (A)	276
Buy Children's Clothes,6mos (H)	268
Go Horseback Riding,1yr (A)	264
Buy Children's Toys for Child 12-17years old,1yr (A)	257
Buy from Long John Silver,1mo (A) *	256

Lifestyle Behaviors 16-30	Index
Buy from Shoney's,1mo (A) *	252
Use Children's Cold Medicine,1mo (H) *	245
Go Fishing,1yr (A)	244
Own Motorcycle (H)	240
Buy Toys by Internet,1yr (A)	239
Own Riding Lawn Mower (H)	239
Own Rifle/Shotgun (A)	235
Buy Contemporary Christian Music,1yr (A) *	230
Buy Home Furnishings by Mail/Phone,1yr (A)	230
Go to High School Sports,1+ Times,1mo (A)	230
Own Camper (H)	228
Go In-Line Skating,1yr (A)	225
Own Satellite Dish (H)	224
Buy from Captain D's,1mo (A) *	223
Play Baseball,1yr (A)	223

Lifestyle Behaviors 31-45	Index
Buy High Ticket Sport Equipment,1yr (A)	221
Do Karate,1yr (A)	220
Belong to a Union (A)	217
Buy from Family Restaurant, Child Decides,6mo (A)	217
Buy Camping Equipment,1yr (H)	214
Drive Minivan (A)	213
Order from J.C. Penney,1yr (A)	212
Play Volleyball,1yr (A)	212
Buy Men's Jeans,$100+,1yr (A)	211
Home Remodeling, Work by Self,1yr (H)	209
Buy from Sonic Drive-in,1mo (A) *	208
Buy Children's Bicycles,1yr (A)	207
Buy Country Music,1yr (A) *	207
Buy Electronic Games,1yr (A)	206
Own Fishing Equipment (A)	205

Mayberry-ville

37 Mayberry-ville

Upper-Mid, Middle Age w/o Kids
Like the old Andy Griffith Show set in a quaint picturesque berg, Mayberry-ville harks back to an old-fashioned way of life. In these small towns, upper-middle-class couples like to fish and hunt during the day, and stay home and watch TV at night. With lucrative blue-collar jobs and moderately priced housing, residents use their discretionary cash to purchase boats, campers, motorcycles, and pickup trucks.

Social Group:	Country Comfort
Lifestage Group:	Midlife Success

2008 Statistics:

US Households:	2,910,693 (2.54%)
Median HH Income:	$55,103

Lifestyle Traits

Shop at True Value
Go hunting with a gun
Read Bassmaster
Watch Daytona 500
GMC Sierra

Demographics Traits:

Urbanicity:	Town/Rural
Income:	Upper-Mid
Income Producing Assets:	Above Avg.
Age Ranges:	<55
Presence of Kids:	HH w/o Kids
Homeownership:	Mostly Owners
Employment Levels:	BC, Service, Mix
Education Levels:	Some College
Ethnic Diversity:	White

Mayberry-ville

Age

Description	U.S.	Segment	Index
Householder Age: 18-24	5.43	5.17	95
Householder Age: 25-34	15.24	16.37	107
Householder Age: 35-44	19.07	16.91	89
Householder Age: 45-54	21.84	45.65	209
Householder Age: 55-64	17.18	13.94	81
Householder Age: 65-74	10.95	1.10	10
Householder Age: 75+	10.34	0.86	8

Income

Description	U.S.	Segment	Index
Household Income: Under $10,000	6.89	0.86	12
Household Income: $10,000-$19,999	10.74	1.10	10
Household Income: $20,000-$29,999	11.18	1.02	9
Household Income: $30,000-$39,999	11.24	0.39	3
Household Income: $40,000-$49,999	9.78	1.17	12
Household Income: $50,000-$74,999	19.57	68.29	349
Household Income: $75,000-$99,999	12.22	26.94	220
Household Income: $100,000-$149,999	11.13	0.00	0
Household Income: $150,000-$199,999	4.08	0.16	4
Household Income: $200,000 or More	3.24	0.08	2

Age & Income Summary

Description	U.S.	Segment	Index
Householder Age: 18-34	20.69	21.53	104
Householder Age: 35-54	40.90	62.49	153
Householder Age: 55+	38.45	15.90	41
Household Income: Under $30K	28.80	2.98	10
Household Income: $30K-$74K	40.57	69.85	172
Household Income: $75K-$99K	12.22	26.94	220
Household Income: $100K+	18.42	0.16	1

Education

Description	U.S.	Segment	Index
Householder Education: Did Not Graduate H.S.	13.98	9.55	68
Householder Education: Graduated High School	31.16	36.81	118
Householder Education: Attended College	25.89	31.71	122
Householder Education: Bachelor's Degree	18.95	15.97	84
Householder Education: Post Graduate Degree	10.01	6.03	60

Mayberry-ville

Race & Ethnicity

Description	U.S.	Segment	Index
Race: Asian	2.31	0.31	14
Race: Black	11.39	4.46	39
Race: Other	6.60	2.74	42
Race: White	79.71	92.48	116
Ethnicity: Hispanic	10.04	4.93	49

First Language

Description	U.S.	Segment	Index
Household First Language: English	92.50	97.81	106
Household First Language: Spanish	5.14	1.49	29
Household First Language: Other	2.36	0.70	30

Housing/Home Ownership

Description	U.S.	Segment	Index
Tenure: Home Owned	71.15	87.08	122
Tenure: Rent	28.87	12.92	45

Housing/Home Value

Description	U.S.	Segment	Index
Home Val: Less than $50,000	5.27	6.42	122
Home Val: $50,000-$99,999	10.45	19.19	184
Home Val: $100,000-$149,999	11.55	25.45	220
Home Val: $150,000-199,999	9.08	14.64	161
Home Val: $200,000-499,999	25.40	19.50	77
Home Val: $500,000 or More	9.41	1.88	20

Housing/Length of Residence

Description	U.S.	Segment	Index
Length of Residence: Less Than 1 Year	16.95	14.80	87
Length of Residence: 1-4 Years	28.82	27.64	96
Length of Residence: 5 Years or More	54.17	57.56	106

Family Composition/People in Household

Description	U.S.	Segment	Index
Household Size: 1	26.18	17.31	66
Household Size: 2	35.92	59.28	165
Household Size: 3 or 4	28.47	21.93	77
Household Size: 5+	9.42	1.49	16

Mayberry-ville

Family Composition/Children under 18 at home

Description	U.S.	Segment	Index
Number of Children: 1	12.61	1.17	9
Number of Children: 2	11.66	0.55	5
Number of Children: 3	4.87	0.00	0
Number of Children: 4	1.62	0.00	0
Number of Children: 5+	0.74	0.31	43

Family Composition/Presence of children by age

Description	U.S.	Segment	Index
Children's Age: Under 2	5.75	0.39	7
Children's Age: 2-5	11.13	0.47	4
Children's Age: 6-11	14.73	1.33	9
Children's Age: 12-17	15.21	1.02	7

Employment/Occupation

Description	U.S.	Segment	Index
Householder Occupation: Managemet/Business/Financial	12.52	16.44	131
Householder Occupation: Natural Resources/Construction/Maintenance	8.36	15.27	183
Householder Occupation: Sales/Office	14.31	15.19	106
Householder Occupation: Professional	13.87	16.99	123
Householder Occupation: Other Employed	18.59	27.80	150

Employment/Occupation Detailed

Description	U.S.	Segment	Index
Householder Occupation Detail: Architect/Engineer	1.45	1.57	108
Householder Occupation Detail: Arts/Entertainment/Sports	1.41	1.25	89
Householder Occupation Detail: Business/Finance	2.50	3.37	135
Householder Occupation Detail: Community/Social Services	1.02	1.88	184
Householder Occupation Detail: Computer/Mathematical	2.21	2.82	128
Householder Occupation Detail: Education/Training/Library	3.29	4.86	148
Householder Occupation Detail: Food Preparation/Serving	1.98	1.41	71
Householder Occupation Detail: Health Practitioner/Technician	2.98	3.60	121
Householder Occupation Detail: Healthcare Support	0.88	0.63	71
Householder Occupation Detail: Legal	0.84	0.00	0
Householder Occupation Detail: Life/Physical/Social Sciences	0.71	1.10	154
Householder Occupation Detail: Maintenance/Repair	3.71	7.75	209
Householder Occupation Detail: Building Grounds Maintenance	2.20	1.25	57
Householder Occupation Detail: Management	10.02	13.16	131
Householder Occupation Detail: Natural Resources/Construction	4.66	7.52	161
Householder Occupation Detail: Office/Admin Support	6.46	8.30	129
Householder Occupation Detail: Personal Care/Service	1.61	1.72	107
Householder Occupation Detail: Production	4.98	11.75	236
Householder Occupation Detail: Protective Service/Military	1.92	2.11	110
Householder Occupation Detail: Sales/Related	7.86	6.89	88
Householder Occupation Detail: Transport/Material Moving	5.05	8.85	175

Mayberry-ville

Top 15 Lifestyle Behaviors	Index
Buy from Shoney's,1mo (A) *	320
Drive Motorcycle (A)	269
Buy Chewing Tobacco,1mo (A) *	234
Own Handgun (A)	233
Own Camper (H)	232
Go Horseback Riding,1yr (A)	230
Own Riding Lawn Mower (H)	228
Own Rifle/Shotgun (A)	228
Buy from Hardee's,1mo (A) *	227
Own Horse (H)	221
Drive Regular Pickup (A)	220
Shop at Piggly Wiggly,1mo (A)	220
Own Motorcycle (H)	215
Play Softball,1yr (A)	211
Shop at Food Lion,1mo (A)	206

Lifestyle Behaviors 16-30	Index
Buy from Blimpie Subs & Salads,1mo (A) *	204
Own All Terrain Vehicle (H)	204
Go Hunting with Gun,1yr (A)	195
Buy from Sonic Drive-in,1mo (A) *	194
Order from BMG Music,1yr (A)	193
Shop at Military Commissary,1mo (A)	189
Own/Lease New Ford Pickup (H)	188
Buy Air Purifier Machine,1yr (H)	187
Drive 30K+ Miles,1yr (A)	185
Buy from Captain D's,1mo (A) *	183
Buy Books on Tape,1yr (A) *	182
Shop at True Value,1yr (A)	182
Buy From Krispy Kreme Doughnuts, 1mo (A) *	180
Drive 15K+ Miles,1yr (A)	180
Order from Walmart.com,1yr (A)	179

Lifestyle Behaviors 31-45	Index
Own Satellite Dish (H)	179
Drive 15K-29,999 Miles,1yr (A)	178
Go Roller Skating,1yr (A)	178
Buy Automotive Tools,1yr (H)	177
Do Furniture Refinishing,1yr (A)	176
Own Fishing Equipment (A)	175
Home Remodeling, Work by Self,1yr (H)	173
Buy Country Music,1yr (A) *	170
Has AD&D Insurance (A)	170
Buy Reebok Shoes,1yr (A)	167
Do Bird Watching,1yr (A)	167
Do Woodworking,1yr (A)	166
Go Fishing,1yr (A)	165
Shop at Winn Dixie,1mo (A)	164
Drive Recreational Vehicle (A)	163

Blue Highways

45 Blue Highways

Lower-Mid, Middle Age w/o Kids
On maps, blue highways are often two-lane roads that wind through remote stretches of the American landscape. Among lifestyles, Blue Highways is the standout for lower-middle-class residents who live in isolated towns and farmsteads. Here, Boomer men like to hunt and fish; the women enjoy sewing and crafts, and everyone looks forward to going out to a country music concert.

Social Group:	Middle America
Lifestage Group:	Striving Singles

2008 Statistics:

US Households:	1,930,410 (1.68%)
Median HH Income:	$44,072

Lifestyle Traits

Stay at Day's Inn on vacation
Eat at Shoney's
Read Guns & Ammo
Watch auto racing
Ford Ranger

Demographics Traits:

Urbanicity:	Rural
Income:	Lower-Mid
Income Producing Assets:	Below Avg.
Age Ranges:	<55
Presence of Kids:	HH w/o Kids
Homeownership:	Homeowners
Employment Levels:	BC, Service, Mix
Education Levels:	High School Grad
Ethnic Diversity:	White

Blue Highways

Age

Description	U.S.	Segment	Index
Householder Age: 18-24	5.43	6.49	119
Householder Age: 25-34	15.24	11.11	73
Householder Age: 35-44	19.07	19.10	100
Householder Age: 45-54	21.84	40.70	186
Householder Age: 55-64	17.18	18.23	106
Householder Age: 65-74	10.95	1.37	13
Householder Age: 75+	10.34	2.87	28

Income

Description	U.S.	Segment	Index
Household Income: Under $10,000	6.89	3.12	45
Household Income: $10,000-$19,999	10.74	3.87	36
Household Income: $20,000-$29,999	11.18	2.75	25
Household Income: $30,000-$39,999	11.24	41.45	369
Household Income: $40,000-$49,999	9.78	44.82	458
Household Income: $50,000-$74,999	19.57	3.75	19
Household Income: $75,000-$99,999	12.22	0.12	1
Household Income: $100,000-$149,999	11.13	0.00	0
Household Income: $150,000-$199,999	4.08	0.00	0
Household Income: $200,000 or More	3.24	0.00	0

Age & Income Summary

Description	U.S.	Segment	Index
Householder Age: 18-34	20.69	17.60	85
Householder Age: 35-54	40.90	59.80	146
Householder Age: 55+	38.45	22.47	58
Household Income: Under $30K	28.80	9.74	34
Household Income: $30K-$74K	40.57	90.14	222
Household Income: $75K-$99K	12.22	0.12	1
Household Income: $100K+	18.42	0.00	0

Education

Description	U.S.	Segment	Index
Householder Education: Did Not Graduate H.S.	13.98	11.11	80
Householder Education: Graduated High School	31.16	47.32	152
Householder Education: Attended College	25.89	30.46	118
Householder Education: Bachelor's Degree	18.95	8.11	43
Householder Education: Post Graduate Degree	10.01	2.87	29

Blue Highways

Race & Ethnicity

Description	U.S.	Segment	Index
Race: Asian	2.31	0.12	5
Race: Black	11.39	6.37	56
Race: Other	6.60	1.00	15
Race: White	79.71	91.51	115
Ethnicity: Hispanic	10.04	1.50	15

First Language

Description	U.S.	Segment	Index
Household First Language: English	92.50	99.25	107
Household First Language: Spanish	5.14	0.37	7
Household First Language: Other	2.36	0.37	16

Housing/Home Ownership

Description	U.S.	Segment	Index
Tenure: Home Owned	71.15	93.13	131
Tenure: Rent	28.87	6.87	24

Housing/Home Value

Description	U.S.	Segment	Index
Home Val: Less than $50,000	5.27	19.73	374
Home Val: $50,000-$99,999	10.45	31.09	297
Home Val: $100,000-$149,999	11.55	18.48	160
Home Val: $150,000-199,999	9.08	13.61	150
Home Val: $200,000-499,999	25.40	9.61	38
Home Val: $500,000 or More	9.41	0.62	7

Housing/Length of Residence

Description	U.S.	Segment	Index
Length of Residence: Less Than 1 Year	16.95	12.61	74
Length of Residence: 1-4 Years	28.82	24.72	86
Length of Residence: 5 Years or More	54.17	62.17	115

Family Composition/People in Household

Description	U.S.	Segment	Index
Household Size: 1	26.18	29.84	114
Household Size: 2	35.92	53.68	149
Household Size: 3 or 4	28.47	15.73	55
Household Size: 5+	9.42	0.75	8

Blue Highways

Family Composition/Children under 18 at home

Description	U.S.	Segment	Index
Number of Children: 1	12.61	0.87	7
Number of Children: 2	11.66	2.75	24
Number of Children: 3	4.87	0.62	13
Number of Children: 4	1.62	0.12	8
Number of Children: 5+	0.74	0.00	0

Family Composition/Presence of children by age

Description	U.S.	Segment	Index
Children's Age: Under 2	5.75	0.75	13
Children's Age: 2-5	11.13	2.12	19
Children's Age: 6-11	14.73	1.87	13
Children's Age: 12-17	15.21	1.62	11

Employment/Occupation

Description	U.S.	Segment	Index
Householder Occupation: Managemet/Business/Financial	12.52	6.99	56
Householder Occupation: Natural Resources/Construction/Maintenance	8.36	16.85	202
Householder Occupation: Sales/Office	14.31	13.11	92
Householder Occupation: Professional	13.87	9.11	66
Householder Occupation: Other Employed	18.59	35.08	189

Employment/Occupation Detailed

Description	U.S.	Segment	Index
Householder Occupation Detail: Architect/Engineer	1.45	0.50	34
Householder Occupation Detail: Arts/Entertainment/Sports	1.41	0.50	35
Householder Occupation Detail: Business/Finance	2.50	1.37	55
Householder Occupation Detail: Community/Social Services	1.02	0.87	86
Householder Occupation Detail: Computer/Mathematical	2.21	0.62	28
Householder Occupation Detail: Education/Training/Library	3.29	4.00	121
Householder Occupation Detail: Food Preparation/Serving	1.98	1.00	50
Householder Occupation Detail: Health Practitioner/Technician	2.98	2.37	80
Householder Occupation Detail: Healthcare Support	0.88	0.87	99
Householder Occupation Detail: Legal	0.84	0.25	30
Householder Occupation Detail: Life/Physical/Social Sciences	0.71	0.12	18
Householder Occupation Detail: Maintenance/Repair	3.71	7.87	212
Householder Occupation Detail: Building Grounds Maintenance	2.20	3.00	136
Householder Occupation Detail: Management	10.02	5.62	56
Householder Occupation Detail: Natural Resources/Construction	4.66	8.99	193
Householder Occupation Detail: Office/Admin Support	6.46	7.12	110
Householder Occupation Detail: Personal Care/Service	1.61	1.62	101
Householder Occupation Detail: Production	4.98	11.99	241
Householder Occupation Detail: Protective Service/Military	1.92	2.25	117
Householder Occupation Detail: Sales/Related	7.86	5.99	76
Householder Occupation Detail: Transport/Material Moving	5.05	14.36	284

Blue Highways

Top 15 Lifestyle Behaviors	Index
Own Horse (H)	303
Buy from Hardee's,1mo (A) *	269
Own Riding Lawn Mower (H)	267
Buy 35mm Camera,1yr (A)	212
Buy Gospel Music,1yr (A) *	209
Shop at Piggly Wiggly,1mo (A)	207
Use Coupons for Tobacco,1yr (H)	205
Own Satellite Dish (H)	200
Buy Chewing Tobacco,1mo (A) *	197
Buy from Shoney's,1mo (A) *	190
Own Motor Home (H)	190
Do Karate,1yr (A)	189
Drive Regular Pickup (A)	189
Drive Compact Pickup (A)	185
Buy Auto Service at Discount Department Store (H)	183

Lifestyle Behaviors 16-30	Index
Shop at Food Lion,1mo (A)	180
Own Bird (H)	177
Convenience Store, Buy Beer,1mo (A)	173
Buy from Long John Silver,1mo (A) *	171
Buy from Captain D's,1mo (A) *	169
Go Whitewater Rafting,1yr (A)	165
Own Camper (H)	165
Own Rifle/Shotgun (A)	163
Use Scottrade,1yr (A)	161
Buy Hard Rock Music,1yr (A) *	160
Vehicle has Manual Transmission (H)	159
Buy Country Music,1yr (A) *	158
Play Volleyball,1yr (A)	157
Shop at Wal-Mart Pharmacy,6mo (A)	157
Buy from Dairy Queen,1mo (A) *	156

Lifestyle Behaviors 31-45	Index
Shop at Winn Dixie,1mo (A)	156
Buy Nonprescription Drugs in Discount Store,6mo (A)	155
Grocery Shopping,<$60,1wk (H)	153
Own All Terrain Vehicle (H)	153
Shop at True Value,1yr (A)	152
Go Hunting with Gun,1yr (A)	150
Buy Men's Jeans,$100+,1yr (A)	145
Buy Pre-Paid Calling Card,1yr (A)	144
Belong to a Veterans Club (A)	143
Use Cigarette Rolling Paper,1wk (A) *	141
Order from Avon,1yr (A)	140
Buy from Sonic Drive-in,1mo (A) *	139
Own Dog (H)	139
Own Fishing Equipment (A)	139
Buy Any Lawn Mower,1yr (H)	137

Young & Rustic

48 Young & Rustic

Lower-Mid, Middle Age w/o Kids
Young & Rustic is composed of middle age, restless singles. These folks tend to be lower-middle-income, high school-educated, and live in tiny apartments in the nation's exurban towns. With their service industry jobs and modest incomes, these folks still try to fashion fast-paced lifestyles centered on sports, cars, and dating.

Social Group:	Rustic Living
Lifestage Group:	Striving Singles

2008 Statistics:

US Households:	2,332,043 (2.03%)
Median HH Income:	$33,108

Lifestyle Traits

Shop at Wal-Mart
Eat at Captain D's
Read Brides
Watch WWE Wrestling
Dodge Stratus

Demographics Traits:

Urbanicity:	Town/Rural
Income:	Lower-Mid
Income Producing Assets:	Low
Age Ranges:	<55
Presence of Kids:	HH w/o Kids
Homeownership:	Renters
Employment Levels:	WC, Service, Mix
Education Levels:	Some College
Ethnic Diversity:	White, Black, Mix

Young & Rustic

Age

Description	U.S.	Segment	Index
Householder Age: 18-24	5.43	21.93	404
Householder Age: 25-34	15.24	19.30	127
Householder Age: 35-44	19.07	18.91	99
Householder Age: 45-54	21.84	28.75	132
Householder Age: 55-64	17.18	10.53	61
Householder Age: 65-74	10.95	0.19	2
Householder Age: 75+	10.34	0.39	4

Income

Description	U.S.	Segment	Index
Household Income: Under $10,000	6.89	26.80	389
Household Income: $10,000-$19,999	10.74	24.46	228
Household Income: $20,000-$29,999	11.18	18.81	168
Household Income: $30,000-$39,999	11.24	17.35	154
Household Income: $40,000-$49,999	9.78	10.53	108
Household Income: $50,000-$74,999	19.57	1.36	7
Household Income: $75,000-$99,999	12.22	0.39	3
Household Income: $100,000-$149,999	11.13	0.19	2
Household Income: $150,000-$199,999	4.08	0.10	2
Household Income: $200,000 or More	3.24	0.10	3

Age & Income Summary

Description	U.S.	Segment	Index
Householder Age: 18-34	20.69	41.23	199
Householder Age: 35-54	40.90	47.66	117
Householder Age: 55+	38.45	11.11	29
Household Income: Under $30K	28.80	69.98	243
Household Income: $30K-$74K	40.57	29.24	72
Household Income: $75K-$99K	12.22	0.39	3
Household Income: $100K+	18.42	0.29	2

Education

Description	U.S.	Segment	Index
Householder Education: Did Not Graduate H.S.	13.98	20.27	145
Householder Education: Graduated High School	31.16	38.30	123
Householder Education: Attended College	25.89	30.31	117
Householder Education: Bachelor's Degree	18.95	9.65	51
Householder Education: Post Graduate Degree	10.01	1.36	14

Young & Rustic

Race & Ethnicity

Description	U.S.	Segment	Index
Race: Asian	2.31	0.49	21
Race: Black	11.39	13.16	116
Race: Other	6.60	4.87	74
Race: White	79.71	80.80	101
Ethnicity: Hispanic	10.04	6.92	69

First Language

Description	U.S.	Segment	Index
Household First Language: English	92.50	96.98	105
Household First Language: Spanish	5.14	2.83	55
Household First Language: Other	2.36	0.19	8

Housing/Home Ownership

Description	U.S.	Segment	Index
Tenure: Home Owned	71.15	2.44	3
Tenure: Rent	28.87	97.56	338

Housing/Home Value

Description	U.S.	Segment	Index
Home Val: Less than $50,000	5.27	0.78	15
Home Val: $50,000-$99,999	10.45	0.19	2
Home Val: $100,000-$149,999	11.55	0.58	5
Home Val: $150,000-199,999	9.08	0.49	5
Home Val: $200,000-499,999	25.40	0.39	2
Home Val: $500,000 or More	9.41	0.10	1

Housing/Length of Residence

Description	U.S.	Segment	Index
Length of Residence: Less Than 1 Year	16.95	43.18	255
Length of Residence: 1-4 Years	28.82	36.26	126
Length of Residence: 5 Years or More	54.17	20.27	37

Family Composition/People in Household

Description	U.S.	Segment	Index
Household Size: 1	26.18	60.92	233
Household Size: 2	35.92	31.38	87
Household Size: 3 or 4	28.47	6.82	24
Household Size: 5+	9.42	0.88	9

Young & Rustic

Family Composition/Children under 18 at home

Description	U.S.	Segment	Index
Number of Children: 1	12.61	1.17	9
Number of Children: 2	11.66	0.39	3
Number of Children: 3	4.87	0.19	4
Number of Children: 4	1.62	0.19	12
Number of Children: 5+	0.74	0.00	0

Family Composition/Presence of children by age

Description	U.S.	Segment	Index
Children's Age: Under 2	5.75	0.39	7
Children's Age: 2-5	11.13	0.68	6
Children's Age: 6-11	14.73	0.29	2
Children's Age: 12-17	15.21	0.78	5

Employment/Occupation

Description	U.S.	Segment	Index
Householder Occupation: Managemet/Business/Financial	12.52	3.70	30
Householder Occupation: Natural Resources/Construction/Maintenance	8.36	12.18	146
Householder Occupation: Sales/Office	14.31	13.06	91
Householder Occupation: Professional	13.87	7.02	51
Householder Occupation: Other Employed	18.59	29.82	160

Employment/Occupation Detailed

Description	U.S.	Segment	Index
Householder Occupation Detail: Architect/Engineer	1.45	0.29	20
Householder Occupation Detail: Arts/Entertainment/Sports	1.41	0.78	55
Householder Occupation Detail: Business/Finance	2.50	0.78	31
Householder Occupation Detail: Community/Social Services	1.02	1.46	143
Householder Occupation Detail: Computer/Mathematical	2.21	0.49	22
Householder Occupation Detail: Education/Training/Library	3.29	2.24	68
Householder Occupation Detail: Food Preparation/Serving	1.98	4.48	226
Householder Occupation Detail: Health Practitioner/Technician	2.98	1.56	52
Householder Occupation Detail: Healthcare Support	0.88	2.05	231
Householder Occupation Detail: Legal	0.84	0.00	0
Householder Occupation Detail: Life/Physical/Social Sciences	0.71	0.19	27
Householder Occupation Detail: Maintenance/Repair	3.71	4.29	116
Householder Occupation Detail: Building Grounds Maintenance	2.20	4.68	213
Householder Occupation Detail: Management	10.02	2.92	29
Householder Occupation Detail: Natural Resources/Construction	4.66	7.89	169
Householder Occupation Detail: Office/Admin Support	6.46	5.07	78
Householder Occupation Detail: Personal Care/Service	1.61	2.34	145
Householder Occupation Detail: Production	4.98	7.21	145
Householder Occupation Detail: Protective Service/Military	1.92	2.92	152
Householder Occupation Detail: Sales/Related	7.86	7.89	100
Householder Occupation Detail: Transport/Material Moving	5.05	6.04	120

Young & Rustic

Top 15 Lifestyle Behaviors	Index
Use Cigarette Rolling Paper,1wk (A) *	309
Use Coupons for Tobacco,1yr (H)	180
Buy from Shoney's,1mo (A) *	177
Grocery Shopping,<$60,1wk (H)	175
Buy Chewing Tobacco,1mo (A) *	173
Buy Automotive Tools,1yr (H)	168
Do Karate,1yr (A)	154
Shop at Piggly Wiggly,1mo (A)	153
Buy from Captain D's,1mo (A) *	150
Go Whitewater Rafting,1yr (A)	146
Smoke Cigarettes,1wk (A) *	146
Shop at Winn Dixie,1mo (A)	142
Buy Auto Service at Discount Department Store (H)	138
Shop at Military Commissary,1mo (A)	128
Buy Charcoal Grill,1yr (H)	127

Lifestyle Behaviors 16-30	Index
Drink Budweiser Beer,1wk (A) *	127
Smoke Cigars,1wk (A) *	127
Buy Cell Phone at Department Store (A)	123
Go Water Skiing,1yr (A)	122
Buy Hard Rock Music,1yr (A) *	121
Shop at Wal-Mart Pharmacy,6mo (A)	120
Buy from Church's Chicken,6mo (A)	119
Go Hunting with Gun,1yr (A)	119
Shop at Food Lion,1mo (A)	119
Use Frozen Pizza,1mo (H) *	118
Drink Bourbon,1mo (A) *	117
Order from Columbia House Music Club,1yr (A)	117
Buy Camping Equipment,1yr (H)	113
Convenience Store, Buy Beer,1mo (A)	113
Buy Rap Music,1yr (A) *	112

Lifestyle Behaviors 31-45	Index
Buy Tent,1yr (H)	112
Drink Malt Liquor,6mo (A)	112
Go to Auto Racing,1+ Times,1mo (A)	111
Buy from A&W,1mo (A) *	110
Play Billiards/Pool,1yr (A)	109
Buy Tennis Shoes,1yr (A)	107
Go Horseback Riding,1yr (A)	107
Go Snowboarding,1yr (A)	107
Own/Lease New/Used Vehicle,1yr (H)	106
Play Racquetball,1yr (A)	106
Go Roller Skating,1yr (A)	105
Own Motor Home (H)	105
Buy from Long John Silver,1mo (A) *	104
Use Internet, Light (A)	104
Go to College Football Games,1+ Times,1mo (A)	103

Shotguns & Pickups

51 Shotguns & Pickups

Lower-Mid, Younger w/ Kids
The segment known as Shotguns & Pickups came by its moniker honestly: it scores near the top of all lifestyles for owning hunting rifles and pickup trucks. These Americans tend to be young, working-class couples with large families--more than half have two or more kids--living in small homes and manufactured housing. Nearly a third of residents live in mobile homes, more than anywhere else in the nation.

Social Group:	Middle America
Lifestage Group:	Mainstream Families

2008 Statisticss:

US Households:	1,936,554 (1.69%)
Median HH Income:	$43,030

Lifestyle Traits

Shop at Lowe's
Own a horse
Read North American Hunter
Watch Outdoor Channel
Dodge Ram

Demographics Traits:

Urbanicity:	Rural
Income:	Lower-Mid
Income Producing Assets:	Low
Age Ranges:	25-44
Presence of Kids:	HH w/ Kids
Homeownership:	Mostly Owners
Employment Levels:	BC, Service, Mix
Education Levels:	High School Grad
Ethnic Diversity:	White

Shotguns & Pickups

Age

Description	U.S.	Segment	Index
Householder Age: 18-24	5.43	5.96	110
Householder Age: 25-34	15.24	30.90	203
Householder Age: 35-44	19.07	36.13	189
Householder Age: 45-54	21.84	21.90	100
Householder Age: 55-64	17.18	3.28	19
Householder Age: 65-74	10.95	1.70	16
Householder Age: 75+	10.34	0.24	2

Income

Description	U.S.	Segment	Index
Household Income: Under $10,000	6.89	1.09	16
Household Income: $10,000-$19,999	10.74	3.41	32
Household Income: $20,000-$29,999	11.18	22.75	204
Household Income: $30,000-$39,999	11.24	33.70	300
Household Income: $40,000-$49,999	9.78	33.45	342
Household Income: $50,000-$74,999	19.57	4.50	23
Household Income: $75,000-$99,999	12.22	0.36	3
Household Income: $100,000-$149,999	11.13	0.24	2
Household Income: $150,000-$199,999	4.08	0.36	9
Household Income: $200,000 or More	3.24	0.12	4

Age & Income Summary

Description	U.S.	Segment	Index
Householder Age: 18-34	20.69	36.86	178
Householder Age: 35-54	40.90	57.91	142
Householder Age: 55+	38.45	5.23	14
Household Income: Under $30K	28.80	27.25	95
Household Income: $30K-$74K	40.57	71.78	177
Household Income: $75K-$99K	12.22	0.36	3
Household Income: $100K+	18.42	0.61	3

Education

Description	U.S.	Segment	Index
Householder Education: Did Not Graduate H.S.	13.98	19.59	140
Householder Education: Graduated High School	31.16	43.31	139
Householder Education: Attended College	25.89	28.35	109
Householder Education: Bachelor's Degree	18.95	7.18	38
Householder Education: Post Graduate Degree	10.01	1.58	16

Shotguns & Pickups

Race & Ethnicity

Description	U.S.	Segment	Index
Race: Asian	2.31	0.24	11
Race: Black	11.39	8.27	73
Race: Other	6.60	5.47	83
Race: White	79.71	85.77	108
Ethnicity: Hispanic	10.04	6.93	69

First Language

Description	U.S.	Segment	Index
Household First Language: English	92.50	93.43	101
Household First Language: Spanish	5.14	4.38	85
Household First Language: Other	2.36	2.19	93

Housing/Home Ownership

Description	U.S.	Segment	Index
Tenure: Home Owned	71.15	70.19	99
Tenure: Rent	28.87	29.81	103

Housing/Home Value

Description	U.S.	Segment	Index
Home Val: Less than $50,000	5.27	16.91	321
Home Val: $50,000-$99,999	10.45	27.74	265
Home Val: $100,000-$149,999	11.55	13.38	116
Home Val: $150,000-199,999	9.08	6.33	70
Home Val: $200,000-499,999	25.40	5.23	21
Home Val: $500,000 or More	9.41	0.61	6

Housing/Length of Residence

Description	U.S.	Segment	Index
Length of Residence: Less Than 1 Year	16.95	19.10	113
Length of Residence: 1-4 Years	28.82	37.47	130
Length of Residence: 5 Years or More	54.17	43.19	80

Family Composition/People in Household

Description	U.S.	Segment	Index
Household Size: 1	26.18	3.41	13
Household Size: 2	35.92	9.73	27
Household Size: 3 or 4	28.47	60.34	212
Household Size: 5+	9.42	26.64	283

Shotguns & Pickups

Family Composition/Children under 18 at home

Description	U.S.	Segment	Index
Number of Children: 1	12.61	39.54	314
Number of Children: 2	11.66	27.98	240
Number of Children: 3	4.87	19.46	400
Number of Children: 4	1.62	4.26	262
Number of Children: 5+	0.74	2.19	298

Family Composition/Presence of children by age

Description	U.S.	Segment	Index
Children's Age: Under 2	5.75	18.37	319
Children's Age: 2-5	11.13	34.06	306
Children's Age: 6-11	14.73	41.12	279
Children's Age: 12-17	15.21	45.26	297

Employment/Occupation

Description	U.S.	Segment	Index
Householder Occupation: Managemet/Business/Financial	12.52	6.69	53
Householder Occupation: Natural Resources/Construction/Maintenance	8.36	19.22	230
Householder Occupation: Sales/Office	14.31	12.65	88
Householder Occupation: Professional	13.87	6.57	47
Householder Occupation: Other Employed	18.59	41.24	222

Employment/Occupation Detailed

Description	U.S.	Segment	Index
Householder Occupation Detail: Architect/Engineer	1.45	0.00	0
Householder Occupation Detail: Arts/Entertainment/Sports	1.41	0.36	26
Householder Occupation Detail: Business/Finance	2.50	0.24	10
Householder Occupation Detail: Community/Social Services	1.02	0.49	48
Householder Occupation Detail: Computer/Mathematical	2.21	0.97	44
Householder Occupation Detail: Education/Training/Library	3.29	2.19	67
Householder Occupation Detail: Food Preparation/Serving	1.98	1.58	80
Householder Occupation Detail: Health Practitioner/Technician	2.98	2.43	82
Householder Occupation Detail: Healthcare Support	0.88	2.07	234
Householder Occupation Detail: Legal	0.84	0.00	0
Householder Occupation Detail: Life/Physical/Social Sciences	0.71	0.00	0
Householder Occupation Detail: Maintenance/Repair	3.71	6.57	177
Householder Occupation Detail: Building Grounds Maintenance	2.20	3.41	155
Householder Occupation Detail: Management	10.02	6.45	64
Householder Occupation Detail: Natural Resources/Construction	4.66	12.65	271
Householder Occupation Detail: Office/Admin Support	6.46	5.72	89
Householder Occupation Detail: Personal Care/Service	1.61	0.85	53
Householder Occupation Detail: Production	4.98	18.00	362
Householder Occupation Detail: Protective Service/Military	1.92	3.89	203
Householder Occupation Detail: Sales/Related	7.86	6.93	88
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