

Psychographic Profile

Retail Trade Area

Caldwell, Texas

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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.

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

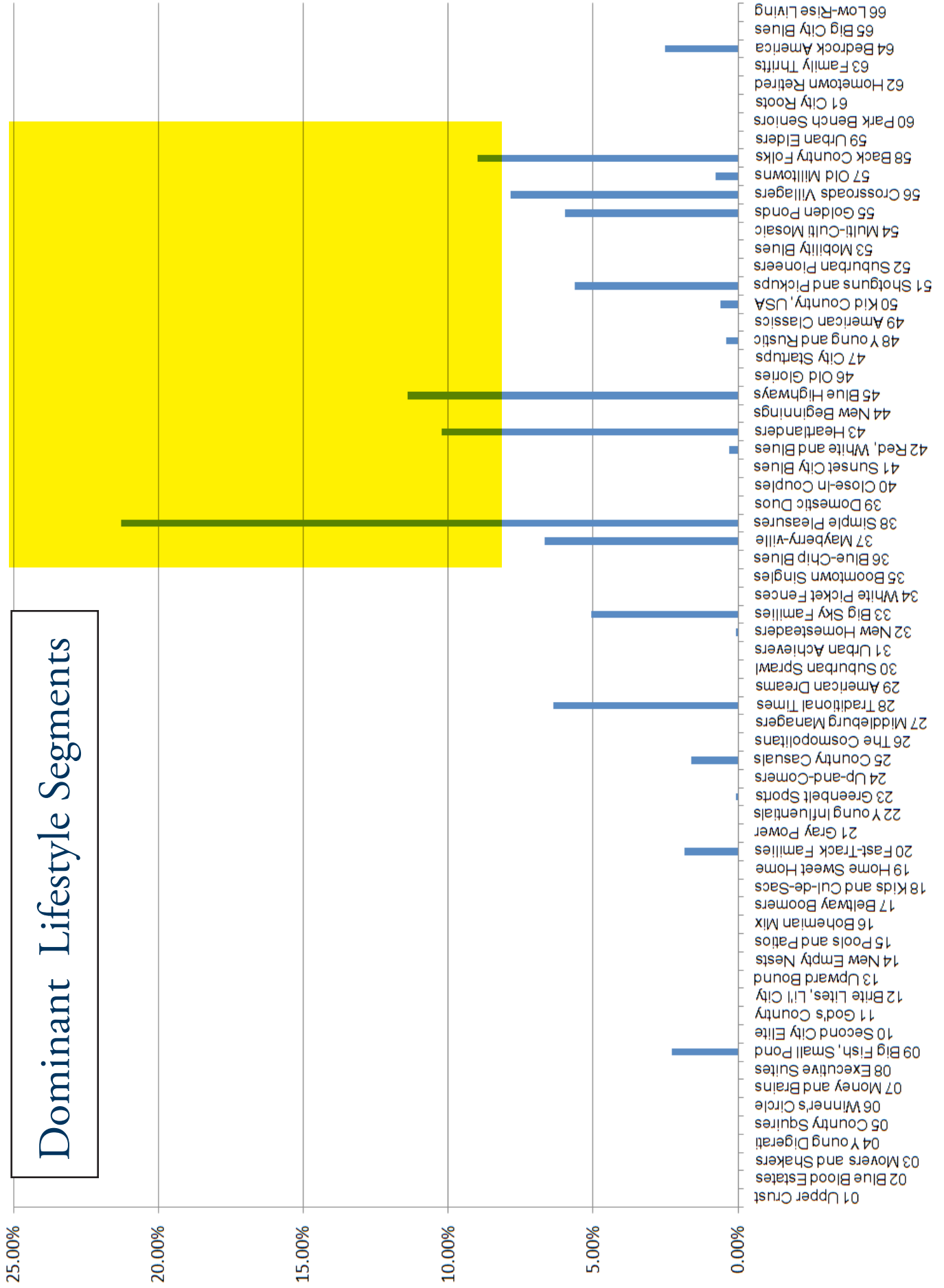
3yr = Three times per year

* 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.

Dominant Lifestyle Segments



Psychographics Overview

38 Simple Pleasures

Lower-Mid, Mature Mostly w/o Kids

With more than two-thirds of its residents over 65 years old, Simple Pleasures is mostly a retirement lifestyle: a neighborhood of lower-middle-class singles and couples living in modestly priced homes. Many are high school-educated seniors who held blue-collar jobs before their retirement. And a disproportionate number served in the military, so no segment has more residents who are members of veterans clubs.

43 Heartlanders

Lower-Mid, Older Mostly w/o Kids

America was once a land of small middle-class towns, which can still be found today among Heartlanders. This widespread segment consists of older couples with white-collar jobs living in sturdy, unpretentious homes. In these communities of small families and empty-nesting couples, Heartlanders residents pursue a rustic lifestyle where hunting and fishing remain prime leisure activities along with cooking, sewing, camping, and boating.

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.

58 Back Country Folks

Downscale, Older Mostly w/o Kids

Strewn among remote farm communities across the nation, Back Country Folks are a long way away from economic paradise. The residents tend to be poor, over 55 years old, and living in older, modest-sized homes and manufactured housing. Typically, life in this segment is a throwback to an earlier era when farming dominated the American landscape.

Simple Pleasures

38 Simple Pleasures

Lower-Mid, Mature Mostly w/o Kids

With more than two-thirds of its residents over 65 years old, Simple Pleasures is mostly a retirement lifestyle: a neighborhood of lower-middle-class singles and couples living in modestly priced homes. Many are high school-educated seniors who held blue-collar jobs before their retirement. And a disproportionate number served in the military, so no segment has more residents who are members of veterans clubs.

Social Group:	Middle America
Lifestage Group:	Cautious Couples

2008 Statistics:

US Households:	2,693,711 (2.35%)
Median HH Income:	\$44,233

Lifestyle Traits

Shop at Wal-Mart pharmacy
Belong to a fraternal order
Read Reader's Digest
Watch figure skating
Chevrolet Impala

Demographics Traits:

Urbanicity:	Town/Rural
Income:	Lower-Mid
Income Producing Assets:	Above Avg.
Age Ranges:	65+
Presence of Kids:	Mostly w/o Kids
Homeownership:	Mostly Owners
Employment Levels:	Mostly Retired
Education Levels:	High School Grad
Ethnic Diversity:	White

Simple Pleasures

Age

Description	U.S.	Segment	Index
Householder Age: 18-24	5.43	0.25	5
Householder Age: 25-34	15.24	0.42	3
Householder Age: 35-44	19.07	2.03	11
Householder Age: 45-54	21.84	2.28	10
Householder Age: 55-64	17.18	1.10	6
Householder Age: 65-74	10.95	38.65	353
Householder Age: 75+	10.34	55.44	536

Income

Description	U.S.	Segment	Index
Household Income: Under \$10,000	6.89	0.17	2
Household Income: \$10,000-\$19,999	10.74	0.84	8
Household Income: \$20,000-\$29,999	11.18	30.30	271
Household Income: \$30,000-\$39,999	11.24	40.17	357
Household Income: \$40,000-\$49,999	9.78	24.14	247
Household Income: \$50,000-\$74,999	19.57	2.62	13
Household Income: \$75,000-\$99,999	12.22	1.35	11
Household Income: \$100,000-\$149,999	11.13	0.42	4
Household Income: \$150,000-\$199,999	4.08	0.00	0
Household Income: \$200,000 or More	3.24	0.17	5

Age & Income Summary

Description	U.S.	Segment	Index
Householder Age: 18-34	20.69	0.59	3
Householder Age: 35-54	40.90	4.22	10
Householder Age: 55+	38.45	95.19	248
Household Income: Under \$30K	28.80	31.22	108
Household Income: \$30K-\$74K	40.57	66.92	165
Household Income: \$75K-\$99K	12.22	1.35	11
Household Income: \$100K+	18.42	0.51	3

Education

Description	U.S.	Segment	Index
Householder Education: Did Not Graduate H.S.	13.98	17.22	123
Householder Education: Graduated High School	31.16	46.24	148
Householder Education: Attended College	25.89	21.60	83
Householder Education: Bachelor's Degree	18.95	9.45	50
Householder Education: Post Graduate Degree	10.01	5.49	55

Simple Pleasures

Race & Ethnicity

Description	U.S.	Segment	Index
Race: Asian	2.31	0.17	7
Race: Black	11.39	2.19	19
Race: Other	6.60	0.93	14
Race: White	79.71	96.54	121
Ethnicity: Hispanic	10.04	1.43	14

First Language

Description	U.S.	Segment	Index
Household First Language: English	92.50	98.82	107
Household First Language: Spanish	5.14	0.93	18
Household First Language: Other	2.36	0.25	11

Housing/Home Ownership

Description	U.S.	Segment	Index
Tenure: Home Owned	71.15	91.14	128
Tenure: Rent	28.87	8.86	31

Housing/Home Value

Description	U.S.	Segment	Index
Home Val: Less than \$50,000	5.27	7.00	133
Home Val: \$50,000-\$99,999	10.45	16.54	158
Home Val: \$100,000-\$149,999	11.55	20.93	181
Home Val: \$150,000-199,999	9.08	14.18	156
Home Val: \$200,000-499,999	25.40	26.41	104
Home Val: \$500,000 or More	9.41	6.16	65

Housing/Length of Residence

Description	U.S.	Segment	Index
Length of Residence: Less Than 1 Year	16.95	4.47	26
Length of Residence: 1-4 Years	28.82	14.09	49
Length of Residence: 5 Years or More	54.17	81.35	150

Family Composition/People in Household

Description	U.S.	Segment	Index
Household Size: 1	26.18	30.80	118
Household Size: 2	35.92	60.00	167
Household Size: 3 or 4	28.47	6.58	23
Household Size: 5+	9.42	2.62	28

Simple Pleasures

Family Composition/Children under 18 at home

Description	U.S.	Segment	Index
Number of Children: 1	12.61	1.86	15
Number of Children: 2	11.66	1.69	14
Number of Children: 3	4.87	1.18	24
Number of Children: 4	1.62	0.17	10
Number of Children: 5+	0.74	0.51	69

Family Composition/Presence of children by age

Description	U.S.	Segment	Index
Children's Age: Under 2	5.75	0.59	10
Children's Age: 2-5	11.13	0.93	8
Children's Age: 6-11	14.73	2.95	20
Children's Age: 12-17	15.21	3.38	22

Employment/Occupation

Description	U.S.	Segment	Index
Householder Occupation: Managemet/Business/Financial	12.52	3.80	30
Householder Occupation: Natural Resources/Construction/Maintenance	8.36	3.80	45
Householder Occupation: Sales/Office	14.31	3.97	28
Householder Occupation: Professional	13.87	1.35	10
Householder Occupation: Other Employed	18.59	5.82	31

Employment/Occupation Detailed

Description	U.S.	Segment	Index
Householder Occupation Detail: Architect/Engineer	1.45	0.34	23
Householder Occupation Detail: Arts/Entertainment/Sports	1.41	0.25	18
Householder Occupation Detail: Business/Finance	2.50	0.42	17
Householder Occupation Detail: Community/Social Services	1.02	0.34	33
Householder Occupation Detail: Computer/Mathematical	2.21	0.00	0
Householder Occupation Detail: Education/Training/Library	3.29	0.34	10
Householder Occupation Detail: Food Preparation/Serving	1.98	0.59	30
Householder Occupation Detail: Health Practitioner/Technician	2.98	0.17	6
Householder Occupation Detail: Healthcare Support	0.88	0.25	29
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	1.52	41
Householder Occupation Detail: Building Grounds Maintenance	2.20	1.01	46
Householder Occupation Detail: Management	10.02	3.29	33
Householder Occupation Detail: Natural Resources/Construction	4.66	2.28	49
Householder Occupation Detail: Office/Admin Support	6.46	1.94	30
Householder Occupation Detail: Personal Care/Service	1.61	1.10	68
Householder Occupation Detail: Production	4.98	0.34	7
Householder Occupation Detail: Protective Service/Military	1.92	0.59	31
Householder Occupation Detail: Sales/Related	7.86	2.03	26
Householder Occupation Detail: Transport/Material Moving	5.05	1.94	38

Simple Pleasures

Top 15 Lifestyle Behaviors

	Index
Order from Readers Digest Association,1yr (A)	324
Order from Publishers Clearing House,1yr (A)	303
Belong to a Veterans Club (A)	278
Belong to a Fraternal Order (A)	213
Buy from Bob Evan's Farm,1mo (A) *	205
Buy from Shoney's,1mo (A) *	202
Buy Collectables by Mail/Phone,1yr (A)	188
Domestic Travel by Motor Home,1yr (A)	183
Shop at Wal-Mart Pharmacy,6mo (A)	182
Buy from Hardee's,1mo (A) *	175
Own Riding Lawn Mower (H)	175
Diet: Vegan (A)	171
Buy from Cracker Barrel,1mo (A) *	168
Do Bird Watching,1yr (A)	168
Drink Slim Fast,1wk (A) *	161

Lifestyle Behaviors 16-30

	Index
Order from J.C. Penney,1yr (A)	156
Source of Coupons, Magazines,1yr (H)	155
Use Internet, Light (A)	154
Heavy Coupon User,12+ Times,3mo (H)	153
Buy from Captain D's,1mo (A) *	152
Order from Gevalia Kaffe,1yr (A)	152
Drive Compact Pickup (A)	151
Grocery Shopping,<\$60,1wk (H)	151
Use Spam,1mo (H) *	151
Contribute to PBS,1yr (A)	150
Has Sears Credit Card (A)	148
Medium Coupon User,4-11 Times,3mo (H)	148
Buy Gospel Music,1yr (A) *	147
Drive 1-4,999 Miles,1yr (A)	147
Own Vacation/Weekend Home (H)	147

Lifestyle Behaviors 31-45

	Index
Use Kellogg's Corn Flakes,1wk (H) *	146
Drive Van (A)	143
Domestic Travel by Bus,1yr (A)	142
Own Stationary Bike (A)	142
Own/Lease New Ford (H)	141
Buy Home Furnishings by Mail/Phone,1yr (A)	140
Drive Regular Pickup (A)	139
Source of Coupons, Newspaper,1yr (H)	139
Use Property/Garden Maintenance Svc,1yr (H)	139
Belong to a Church Board (A)	138
Buy from Long John Silver,1mo (A) *	138
Visit Physical Therapist,1yr (A) *	138
Use Shake'n Bake,6mo (H)	137
Redeem Coupons at Drug Store,3mo (A) *	136
Shop at Food Lion,1mo (A)	136

Heartlanders

43 Heartlanders

Lower-Mid, Older Mostly w/o Kids

America was once a land of small middle-class towns, which can still be found today among Heartlanders. This widespread segment consists of older couples with white-collar jobs living in sturdy, unpretentious homes. In these communities of small families and empty-nesting couples, Heartlanders residents pursue a rustic lifestyle where hunting and fishing remain prime leisure activities along with cooking, sewing, camping, and boating.

Social Group:	Middle America
Lifestage Group:	Cautious Couples

2008 Statistics:

US Households:	2,346,426 (2.05%)
Median HH Income:	\$44,386

Lifestyle Traits

- Eat at Ponderosa
- Own a motor home
- Read Family Handyman
- Watch CBS Early Show
- GMC Canyon

Demographics Traits:

Urbanicity:	Town/Rural
Income:	Lower-Mid
Income Producing Assets:	Above Avg.
Age Ranges:	45-64
Presence of Kids:	Mostly w/o Kids
Homeownership:	Mostly Owners
Employment Levels:	White Collar, Mix
Education Levels:	High School Grad
Ethnic Diversity:	White

Heartlanders

Age

Description	U.S.	Segment	Index
Householder Age: 18-24	5.43	0.00	0
Householder Age: 25-34	15.24	0.58	4
Householder Age: 35-44	19.07	2.33	12
Householder Age: 45-54	21.84	2.33	11
Householder Age: 55-64	17.18	59.71	348
Householder Age: 65-74	10.95	32.33	295
Householder Age: 75+	10.34	2.72	26

Income

Description	U.S.	Segment	Index
Household Income: Under \$10,000	6.89	1.17	17
Household Income: \$10,000-\$19,999	10.74	2.82	26
Household Income: \$20,000-\$29,999	11.18	20.68	185
Household Income: \$30,000-\$39,999	11.24	40.19	358
Household Income: \$40,000-\$49,999	9.78	30.19	309
Household Income: \$50,000-\$74,999	19.57	4.27	22
Household Income: \$75,000-\$99,999	12.22	0.68	6
Household Income: \$100,000-\$149,999	11.13	0.10	1
Household Income: \$150,000-\$199,999	4.08	0.00	0
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	0.58	3
Householder Age: 35-54	40.90	4.66	11
Householder Age: 55+	38.45	94.76	246
Household Income: Under \$30K	28.80	24.56	85
Household Income: \$30K-\$74K	40.57	74.66	184
Household Income: \$75K-\$99K	12.22	0.68	6
Household Income: \$100K+	18.42	0.10	1

Education

Description	U.S.	Segment	Index
Householder Education: Did Not Graduate H.S.	13.98	19.13	137
Householder Education: Graduated High School	31.16	45.44	146
Householder Education: Attended College	25.89	22.33	86
Householder Education: Bachelor's Degree	18.95	7.48	39
Householder Education: Post Graduate Degree	10.01	5.83	58

Heartlanders

Race & Ethnicity

Description	U.S.	Segment	Index
Race: Asian	2.31	0.19	8
Race: Black	11.39	4.47	39
Race: Other	6.60	1.07	16
Race: White	79.71	93.79	118
Ethnicity: Hispanic	10.04	1.75	17

First Language

Description	U.S.	Segment	Index
Household First Language: English	92.50	99.03	107
Household First Language: Spanish	5.14	0.68	13
Household First Language: Other	2.36	0.29	12

Housing/Home Ownership

Description	U.S.	Segment	Index
Tenure: Home Owned	71.15	91.26	128
Tenure: Rent	28.87	8.74	30

Housing/Home Value

Description	U.S.	Segment	Index
Home Val: Less than \$50,000	5.27	10.19	194
Home Val: \$50,000-\$99,999	10.45	27.48	263
Home Val: \$100,000-\$149,999	11.55	18.64	161
Home Val: \$150,000-199,999	9.08	13.11	144
Home Val: \$200,000-499,999	25.40	19.22	76
Home Val: \$500,000 or More	9.41	2.62	28

Housing/Length of Residence

Description	U.S.	Segment	Index
Length of Residence: Less Than 1 Year	16.95	9.42	56
Length of Residence: 1-4 Years	28.82	18.25	63
Length of Residence: 5 Years or More	54.17	72.14	133

Family Composition/People in Household

Description	U.S.	Segment	Index
Household Size: 1	26.18	25.63	98
Household Size: 2	35.92	57.18	159
Household Size: 3 or 4	28.47	13.98	49
Household Size: 5+	9.42	3.20	34

Heartlanders

Family Composition/Children under 18 at home

Description	U.S.	Segment	Index
Number of Children: 1	12.61	6.60	52
Number of Children: 2	11.66	1.84	16
Number of Children: 3	4.87	1.46	30
Number of Children: 4	1.62	0.00	0
Number of Children: 5+	0.74	0.68	92

Family Composition/Presence of children by age

Description	U.S.	Segment	Index
Children's Age: Under 2	5.75	1.07	19
Children's Age: 2-5	11.13	1.84	17
Children's Age: 6-11	14.73	5.24	36
Children's Age: 12-17	15.21	6.12	40

Employment/Occupation

Description	U.S.	Segment	Index
Householder Occupation: Managemet/Business/Financial	12.52	3.30	26
Householder Occupation: Natural Resources/Construction/Maintenance	8.36	6.50	78
Householder Occupation: Sales/Office	14.31	9.81	69
Householder Occupation: Professional	13.87	3.79	27
Householder Occupation: Other Employed	18.59	19.61	105

Employment/Occupation Detailed

Description	U.S.	Segment	Index
Householder Occupation Detail: Architect/Engineer	1.45	0.19	13
Householder Occupation Detail: Arts/Entertainment/Sports	1.41	0.29	21
Householder Occupation Detail: Business/Finance	2.50	0.19	8
Householder Occupation Detail: Community/Social Services	1.02	0.49	48
Householder Occupation Detail: Computer/Mathematical	2.21	0.00	0
Householder Occupation Detail: Education/Training/Library	3.29	1.17	35
Householder Occupation Detail: Food Preparation/Serving	1.98	1.55	78
Householder Occupation Detail: Health Practitioner/Technician	2.98	1.26	42
Householder Occupation Detail: Healthcare Support	0.88	0.49	55
Householder Occupation Detail: Legal	0.84	0.39	46
Householder Occupation Detail: Life/Physical/Social Sciences	0.71	0.00	0
Householder Occupation Detail: Maintenance/Repair	3.71	2.52	68
Householder Occupation Detail: Building Grounds Maintenance	2.20	1.94	88
Householder Occupation Detail: Management	10.02	3.11	31
Householder Occupation Detail: Natural Resources/Construction	4.66	4.08	87
Householder Occupation Detail: Office/Admin Support	6.46	6.70	104
Householder Occupation Detail: Personal Care/Service	1.61	0.97	60
Householder Occupation Detail: Production	4.98	6.41	129
Householder Occupation Detail: Protective Service/Military	1.92	1.46	76
Householder Occupation Detail: Sales/Related	7.86	3.01	38
Householder Occupation Detail: Transport/Material Moving	5.05	6.89	137

Heartlanders

Top 15 Lifestyle Behaviors

	Index
Buy from Shoney's, 1mo (A) *	281
Stay at Motel 6 on Vacation, 1yr (A)	268
Own Riding Lawn Mower (H)	256
Domestic Travel by Motor Home, 1yr (A)	255
Buy from Captain D's, 1mo (A) *	242
Buy from Bob Evan's Farm, 1mo (A) *	236
Own Motor Home (H)	226
Buy from Ponderosa, 1mo (A) *	220
Use Spam, 1mo (H) *	220
Own Camper (H)	219
Shop at True Value, 1yr (A)	206
Drive Recreational Vehicle (A)	205
Buy from Golden Corral, 1mo (A) *	204
Buy from Cracker Barrel, 1mo (A) *	199
Drive Compact Pickup (A)	198

Lifestyle Behaviors 16-30

	Index
Buy from Long John Silver, 1mo (A) *	197
Order from Publishers Clearing House, 1yr (A)	194
Own/Lease New Chevrolet (H)	188
Own Power Boat (H)	186
Belong to a Veterans Club (A)	185
Drive Regular Pickup (A)	183
Own Satellite Dish (H)	176
Buy from Hardee's, 1mo (A) *	175
Shop at Sherwin Williams, 1yr (A)	172
Buy Cell Phone Through Catalog (A)	171
Do Bird Watching, 1yr (A)	171
Shop at Wal-Mart Pharmacy, 6mo (A)	171
Order from Shop at Home Network, 1yr (A)	169
Own All Terrain Vehicle (H)	168
Buy Home Furnishings by Mail/Phone, 1yr (A)	167

Lifestyle Behaviors 31-45

	Index
Do Garment Sewing from Patterns, 6mo (A)	167
Order from Readers Digest Association, 1yr (A)	167
Buy from Rally's, 1mo (A) *	165
Use Kellogg's Corn Flakes, 1wk (H) *	163
Buy from Sizzler Family Steakhouse, 1mo (A) *	162
Do Furniture Refinishing, 1yr (A)	162
Do Woodworking, 1yr (A)	161
Buy Gospel Music, 1yr (A) *	155
Go Hunting with Gun, 1yr (A)	155
Order from J.C. Penney, 1yr (A)	155
Belong to a Church Board (A)	153
Own/Lease New, Type, Convertible (H)	153
Shop at Food Lion, 1mo (A)	152
Shop at Giant Eagle, 1mo (A)	152
Buy from Dairy Queen, 1mo (A) *	150

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

Back Country Folks

58 Back Country Folks

Downscale, Older Mostly w/o Kids

Strewn among remote farm communities across the nation, Back Country Folks are a long way away from economic paradise. The residents tend to be poor, over 55 years old, and living in older, modest-sized homes and manufactured housing. Typically, life in this segment is a throwback to an earlier era when farming dominated the American landscape.

Social Group:	Rustic Living
Lifestage Group:	Sustaining Seniors

2008 Statistics:

US Households:	2,496,583 (2.18%)
Median HH Income:	\$32,760

Lifestyle Traits

- Eat at Hardee's
- Belong to church board
- Read Hunting
- Watch Hallmark Channel
- Dodge Dakota

Demographics Traits:

Urbanicity:	Rural
Income:	Downscale
Income Producing Assets:	Below Avg.
Age Ranges:	55+
Presence of Kids:	Mostly w/o Kids
Homeownership:	Mostly Owners
Employment Levels:	Mostly Retired
Education Levels:	Some High School
Ethnic Diversity:	White, Black, Mix

Back Country Folks

Age

Description	U.S.	Segment	Index
Householder Age: 18-24	5.43	0.25	5
Householder Age: 25-34	15.24	1.18	8
Householder Age: 35-44	19.07	3.13	16
Householder Age: 45-54	21.84	3.55	16
Householder Age: 55-64	17.18	27.66	161
Householder Age: 65-74	10.95	44.08	402
Householder Age: 75+	10.34	20.14	195

Income

Description	U.S.	Segment	Index
Household Income: Under \$10,000	6.89	25.89	376
Household Income: \$10,000-\$19,999	10.74	47.29	440
Household Income: \$20,000-\$29,999	11.18	22.17	198
Household Income: \$30,000-\$39,999	11.24	1.10	10
Household Income: \$40,000-\$49,999	9.78	1.44	15
Household Income: \$50,000-\$74,999	19.57	1.18	6
Household Income: \$75,000-\$99,999	12.22	0.51	4
Household Income: \$100,000-\$149,999	11.13	0.17	2
Household Income: \$150,000-\$199,999	4.08	0.17	4
Household Income: \$200,000 or More	3.24	0.17	5

Age & Income Summary

Description	U.S.	Segment	Index
Householder Age: 18-34	20.69	1.44	7
Householder Age: 35-54	40.90	6.60	16
Householder Age: 55+	38.45	91.96	239
Household Income: Under \$30K	28.80	95.35	331
Household Income: \$30K-\$74K	40.57	3.72	9
Household Income: \$75K-\$99K	12.22	0.51	4
Household Income: \$100K+	18.42	0.51	3

Education

Description	U.S.	Segment	Index
Householder Education: Did Not Graduate H.S.	13.98	42.98	308
Householder Education: Graduated High School	31.16	40.69	131
Householder Education: Attended College	25.89	12.27	47
Householder Education: Bachelor's Degree	18.95	2.54	13
Householder Education: Post Graduate Degree	10.01	1.69	17

Back Country Folks

Race & Ethnicity

Description	U.S.	Segment	Index
Race: Asian	2.31	0.17	7
Race: Black	11.39	11.76	103
Race: Other	6.60	0.93	14
Race: White	79.71	86.46	108
Ethnicity: Hispanic	10.04	1.95	19

First Language

Description	U.S.	Segment	Index
Household First Language: English	92.50	98.65	107
Household First Language: Spanish	5.14	0.76	15
Household First Language: Other	2.36	0.68	29

Housing/Home Ownership

Description	U.S.	Segment	Index
Tenure: Home Owned	71.15	79.53	112
Tenure: Rent	28.87	20.47	71

Housing/Home Value

Description	U.S.	Segment	Index
Home Val: Less than \$50,000	5.27	25.63	487
Home Val: \$50,000-\$99,999	10.45	28.93	277
Home Val: \$100,000-\$149,999	11.55	11.93	103
Home Val: \$150,000-199,999	9.08	6.94	76
Home Val: \$200,000-499,999	25.40	5.16	20
Home Val: \$500,000 or More	9.41	0.93	10

Housing/Length of Residence

Description	U.S.	Segment	Index
Length of Residence: Less Than 1 Year	16.95	6.68	39
Length of Residence: 1-4 Years	28.82	17.01	59
Length of Residence: 5 Years or More	54.17	76.23	141

Family Composition/People in Household

Description	U.S.	Segment	Index
Household Size: 1	26.18	52.71	201
Household Size: 2	35.92	34.26	95
Household Size: 3 or 4	28.47	9.73	34
Household Size: 5+	9.42	3.38	36

Back Country Folks

Family Composition/Children under 18 at home

Description	U.S.	Segment	Index
Number of Children: 1	12.61	4.31	34
Number of Children: 2	11.66	2.28	20
Number of Children: 3	4.87	1.86	38
Number of Children: 4	1.62	0.76	47
Number of Children: 5+	0.74	0.59	80

Family Composition/Presence of children by age

Description	U.S.	Segment	Index
Children's Age: Under 2	5.75	2.20	38
Children's Age: 2-5	11.13	3.30	30
Children's Age: 6-11	14.73	4.91	33
Children's Age: 12-17	15.21	4.57	30

Employment/Occupation

Description	U.S.	Segment	Index
Householder Occupation: Managemet/Business/Financial	12.52	1.95	16
Householder Occupation: Natural Resources/Construction/Maintenance	8.36	2.28	27
Householder Occupation: Sales/Office	14.31	5.25	37
Householder Occupation: Professional	13.87	1.18	9
Householder Occupation: Other Employed	18.59	8.71	47

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	0.25	18
Householder Occupation Detail: Business/Finance	2.50	0.17	7
Householder Occupation Detail: Community/Social Services	1.02	0.17	17
Householder Occupation Detail: Computer/Mathematical	2.21	0.25	11
Householder Occupation Detail: Education/Training/Library	3.29	0.34	10
Householder Occupation Detail: Food Preparation/Serving	1.98	0.93	47
Householder Occupation Detail: Health Practitioner/Technician	2.98	0.25	9
Householder Occupation Detail: Healthcare Support	0.88	0.51	57
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	1.02	27
Householder Occupation Detail: Building Grounds Maintenance	2.20	1.44	65
Householder Occupation Detail: Management	10.02	1.86	19
Householder Occupation Detail: Natural Resources/Construction	4.66	1.18	25
Householder Occupation Detail: Office/Admin Support	6.46	1.86	29
Householder Occupation Detail: Personal Care/Service	1.61	1.69	105
Householder Occupation Detail: Production	4.98	1.78	36
Householder Occupation Detail: Protective Service/Military	1.92	0.25	13
Householder Occupation Detail: Sales/Related	7.86	3.30	42
Householder Occupation Detail: Transport/Material Moving	5.05	2.20	44

Back Country Folks

Top 15 Lifestyle Behaviors

	Index
Use Spam,1 mo (H) *	256
Shop at Piggly Wiggly,1 mo (A)	227
Buy from Shoney's,1 mo (A) *	218
Use Kellogg's Corn Flakes,1 wk (H) *	216
Buy from Hardee's,1 mo (A) *	194
Buy from Ponderosa,1 mo (A) *	191
Own Satellite Dish (H)	166
Grocery Shopping,<\$60,1wk (H)	157
Own Riding Lawn Mower (H)	157
Own Horse (H)	153
Buy from Captain D's,1 mo (A) *	146
Belong to a Church Board (A)	145
Use Internet, Light (A)	144
Diet: Vegan (A)	137
Buy from Golden Corral,1 mo (A) *	136

Lifestyle Behaviors 16-30

	Index
Shop at Wal-Mart Pharmacy,6mo (A)	130
Shop at A&P,1mo (A)	124
Do Needlepoint,6mo (A)	122
Belong to a Veterans Club (A)	120
Buy from Long John Silver,1 mo (A) *	120
Domestic Travel by Motor Home,1yr (A)	120
Order from Avon,1yr (A)	120
Do Bird Watching,1yr (A)	119
Buy from Cracker Barrel,1 mo (A) *	118
Own All Terrain Vehicle (H)	116
Buy Chewing Tobacco,1 mo (A) *	113
Diet: Semi-vegetarian (A)	113
Drive 1-4,999 Miles,1yr (A)	112
Drive Regular Pickup (A)	111
Buy Home Furnishings by Mail/Phone,1yr (A)	110

Lifestyle Behaviors 31-45

	Index
Shop at Food Lion,1 mo (A)	110
Go to Auto Racing,1+ Times,1 mo (A)	109
Order from Publishers Clearing House,1yr (A)	109
Drive Recreational Vehicle (A)	108
Use Coupons for Tobacco,1yr (H)	105
Play Bingo,1yr (A)	104
Own Dog (H)	101
Use Potato Chips,1 mo (H) *	101
Buy Nonprescription Drugs in Discount Store,6mo (A)	100
Own Camper (H)	98
Collect Stamps,1yr (A)	97
Own Cat (H)	97
Stay at Comfort Inn on Vacation,1yr (A)	96
Stay at Motel 6 on Vacation,1yr (A)	96
Bought Most Recent Vehicle (H)	95

Acknowledgements

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