

Psychographic Profile

Magee, Mississippi - Retail Trade Area

Simpson County Development Foundation
Mendenhall, Mississippi

June 8, 2009

Prepared by C. Kelly Cofer CCIM

TheRetailCoach®



Michael Ingram , Executive Director
Simpson County Development Foundation
P.O. Box 127
176 W. Court Street
Mendenhall, MS 39114

Tel: 601-847-2375

Email: scdfingram@bellsouth.net



Partially funded by the Mississippi Development Authority

TheRetailCoach®
Retail Analytics & Locational Intelligence

The Retail Coach, LLC
P.O. Box 7272
Tupelo, MS 38802-7272
tel 662.844.2155
fax 662.844.2738
info@theretailcoach.net

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.

Contents

Psychographics Overview	4
Dominant Lifestyle Segments	5
Dominant Segment Listing	6
Shotguns & Pickups	7
Back Country Folks	12
Bedrock America	17
Acknowledgements	22

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

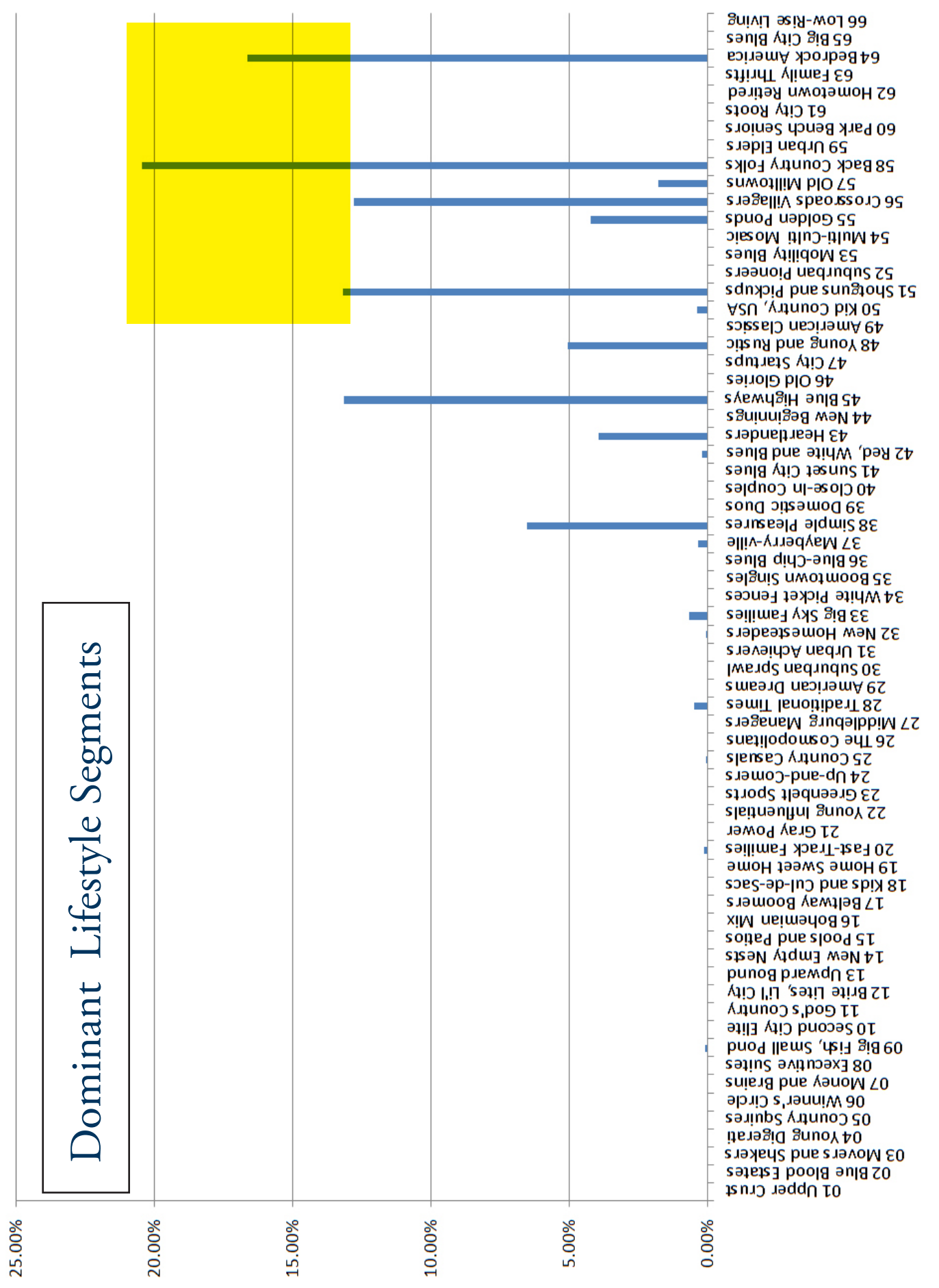
3yr = Three times per year

* 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



Dominant Segment Listing

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.

58 Back Country Folks

Low Income, 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.

64 Bedrock America

Low Income, Younger w/ Kids

Bedrock America consists of young, economically challenged families in small, isolated towns located throughout the nation's heartland. With modest educations, sprawling families, and service jobs, many of these residents struggle to make ends meet. One quarter live in mobile homes. One in three haven't finished high school. Rich in scenery, Bedrock America is a haven for fishing, hunting, hiking, and camping.

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

2007 Statistics:

US Households:	1,828,591 (1.61%)
Median HH Income:	\$42,218

Lifestyle Traits

Own a tent
Go to auto races
North American Hunter magazine
Country Music TV
Dodge Ram

Demographics Traits:

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

Shotguns & Pickups

Age

Description	U.S.	Segment	Index
Household Age: 18-24	6.01	5.58	93
Household Age: 25-34	16.02	33.50	209
Household Age: 35-44	19.87	32.65	164
Household Age: 45-54	21.44	20.15	94
Household Age: 55-64	15.54	4.13	27
Household Age: 65-74	10.51	2.31	22
Household Age: 75+	10.64	1.82	17

Education

Description	U.S.	Segment	Index
Household Education: Post Graduate Degree	9.59	1.58	16
Household Education: Bachelor's Degree	17.68	7.40	42
Household Education: Attended College	25.76	25.36	98
Household Education: Graduated High School	31.83	47.33	149
Household Education: Did Not Graduate H.S.	15.14	18.33	121

Income

Description	U.S.	Segment	Index
Household Income: Under \$10,000	8.29	2.18	26
Household Income: \$10,000-\$19,999	13.03	4.13	32
Household Income: \$20,000-\$29,999	12.57	34.34	273
Household Income: \$30,000-\$39,999	11.49	35.80	312
Household Income: \$40,000-\$49,999	9.45	18.69	198
Household Income: \$50,000-\$74,999	18.50	1.82	10
Household Income: \$75,000-\$99,999	11.18	1.82	16
Household Income: \$100,000-\$149,999	9.73	0.61	6
Household Income: \$150,000-\$199,999	3.39	0.24	7
Household Income: \$200,000 or More	2.45	0.24	10

Race & Ethnicity

Description	U.S.	Segment	Index
Race: Asian	2.05	0.36	18
Race: Black	12.04	10.68	89
Race: Other	0.93	0.73	78
Race: White	85.00	88.11	104
Ethnicity: Hispanic	10.33	10.68	103

Shotguns & Pickups

First Language

Description	U.S.	Segment	Index
Household First Language: English	92.44	94.54	102
Household First Language: Other	2.31	0.49	21
Household First Language: Spanish	5.27	4.85	92

Housing/Home Ownership

Description	U.S.	Segment	Index
Tenure: Home Owned	70.07	67.60	96
Tenure: Rent	29.92	32.40	108

Housing/Home Value

Description	U.S.	Segment	Index
Home Val: Less than \$50,000	6.35	18.20	287
Home Val: \$50,000-\$99,999	12.11	28.03	232
Home Val: \$100,000-\$149,999	12.40	11.41	92
Home Val: \$150,000-199,999	9.58	5.10	53
Home Val: \$200,000-499,999	22.79	4.73	21
Home Val: \$500,000 or More	6.86	0.24	4

Housing/Length of Residence

Description	U.S.	Segment	Index
Length of Residence: Less Than 1 Year	17.62	23.67	134
Length of Residence: 1-4 Years	29.21	36.41	125
Length of Residence: 5 Years or More	53.16	40.05	75

Family Composition/People in Household

Description	U.S.	Segment	Index
Household Size: 1	27.35	3.28	12
Household Size: 2	35.09	12.01	34
Household Size: 3 or 4	28.15	58.98	210
Household Size: 5+	9.43	25.73	273

Family Composition/Children under 18 at Home

Description	U.S.	Segment	Index
Number of Children: 1	13.08	37.38	286
Number of Children: 2	11.58	29.37	254
Number of Children: 3	5.16	19.17	372
Number of Children: 4	1.59	3.52	221
Number of Children: 5+	0.78	1.82	233

Shotguns & Pickups

Family Composition/Presence of Children by Age

Description	U.S.	Segment	Index
Children's Age: Under 2	5.89	18.93	321
Children's Age: 2-5	11.52	37.26	323
Children's Age: 6-11	15.21	39.93	263
Children's Age: 12-17	15.39	41.26	268

Employment/Occupation

Description	U.S.	Segment	Index
Household Occupation: Managemet/Business/Financial	11.45	6.43	56
Household Occupation: Natural Resources/Construction/Maintenance	8.20	16.63	203
Household Occupation: Professionals	13.21	4.37	33
Household Occupation: Other Employed	19.05	41.87	220
Household Occupation: Sales/Office	14.17	12.01	85

Employment/Occupation Detailed

Description	U.S.	Segment	Index
Household Occupation Detail: Architect/Engineer	1.48	0.00	0
Household Occupation Detail: Arts/Entertainment/Sports	1.40	0.24	17
Household Occupation Detail: Business/Finance	2.17	0.24	11
Household Occupation Detail: Community/Social Services	0.94	0.36	39
Household Occupation Detail: Computer/Mathematical	2.11	0.49	23
Household Occupation Detail: Education/Training/Library	2.94	2.18	74
Household Occupation Detail: Food Preparation/Serving	2.19	2.91	133
Household Occupation Detail: Health Practitioner/Technician	2.86	0.85	30
Household Occupation Detail: Healthcare Support	0.96	1.46	152
Household Occupation Detail: Legal	0.84	0.24	29
Household Occupation Detail: Life/Physical/Social Sciences	0.71	0.00	0
Household Occupation Detail: Maintenance/Repair	3.63	6.31	174
Household Occupation Detail: Building Grounds Maintenance	2.33	3.76	161
Household Occupation Detail: Management	9.29	6.31	68
Household Occupation Detail: Natural Resources/Construction	4.56	10.32	226
Household Occupation Detail: Office/Admin Support	6.66	6.31	95
Household Occupation Detail: Personal Care/Service	1.59	3.76	236
Household Occupation Detail: Production	5.06	15.05	298
Household Occupation Detail: Protective Service/Military	1.89	5.70	302
Household Occupation Detail: Sales/Related	7.51	5.70	76
Household Occupation Detail: Transport/Material Moving	5.08	9.22	182

Shotguns & Pickups

Top 15 Lifestyle Behaviors

	Index
Grocery Store, Travel 11+ Miles (A)	382
Use Children's Cold Medicine, 1mo (H) *	319
Shop at Piggly Wiggly, 1mo (A)	310
Buy Chewing Tobacco, 1mo (A) *	273
Drive Recreational Vehicle (A)	272
Buy Baby Furniture/Equipment, 6mo (H)	266
Buy Children's Athletic Shoes, 6mo (H) *	257
Own Horse (H)	255
Go Hunting with Gun, 1yr (A)	254
Buy Children's Clothes, 6mos (H)	241
Buy Tent, 1yr (H)	237
Go Horseback Riding, 1yr (A)	223
Buy Cell Phone at Discount Store (A)	215
Buy Cell Phone at Department Store (A)	211
Buy Fishing Equipment, 1yr (A)	202

Lifestyle Behaviors 16-30

	Index
Do Needlepoint, 6mo (A)	195
Oil Change by Self/Other HH Member, 1yr (A)	192
Buy Children's Bicycles, 1yr (A)	191
Buy Children's Toys for Child 12-17years old, 1yr (A)	189
Go Roller Skating, 1yr (A)	189
Use Coupons for Tobacco, 1yr (H)	186
Buy from Chuck E Cheese, 1mo (A) *	180
Own Satellite Dish (H)	180
Own Satellite Dish (H)	180
Go Fishing, 1yr (A)	179
Buy Men's Jeans, \$100+, 1yr (A)	178
Buy Camping Equipment, 1yr (H)	177
Buy from Sonic Drive-in, 1mo (A) *	176
Buy from Hardee's, 1mo (A) *	175
Buy Country Music, 1yr (A) *	174

Lifestyle Behaviors 31-45

	Index
Drive Regular Pickup (A)	169
Go Camping, 4+ Trips, 1yr (A)	169
Smoke Cigarettes, 1wk (A) *	169
Buy 35mm Camera, 1yr (A)	168
Buy Videos by Mail/Phone, 1yr (A)	168
Buy Automotive Tools, 1yr (H)	167
Buy Any Lawn Mower, 1yr (H)	165
Go Camping, 1yr (A)	165
Oil Change at Gas Station, 1yr (A)	165
Buy Children's Toys for Child <6years old, 1yr (A)	163
Buy Contemporary Christian Music, 1yr (A) *	163
Own All Terrain Vehicle (H)	163
Own Tent (H)	163
Buy Educational Toys, 1yr (A)	159
Own Riding Lawn Mower (H)	159

Back Country Folks

58 Back Country Folks

Low Income, 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

2007 Statistics:

US Households:	2,629,485 (2.31%)
Median HH Income:	\$32,109

Lifestyle Traits

Shop at Wal-Mart pharmacy
Own a motor home
True Story magazine
Judge Joe Brown TV
GMC Sierra 3500 Pickup

Demographics Traits:

Urbanicity:	Rural
Income:	Low Income
Income Producing Assets:	Below Avg.
Age Ranges:	Age 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
Household Age: 18-24	6.01	1.16	19
Household Age: 25-34	16.02	3.67	23
Household Age: 35-44	19.87	4.39	22
Household Age: 45-54	21.44	6.09	28
Household Age: 55-64	15.54	28.02	180
Household Age: 65-74	10.51	27.66	263
Household Age: 75+	10.64	29.10	274

Education

Description	U.S.	Segment	Index
Household Education: Post Graduate Degree	9.59	1.70	18
Household Education: Bachelor's Degree	17.68	4.92	28
Household Education: Attended College	25.76	14.95	58
Household Education: Graduated High School	31.83	36.26	114
Household Education: Did Not Graduate H.S.	15.14	42.17	278

Income

Description	U.S.	Segment	Index
Household Income: Under \$10,000	8.29	28.74	347
Household Income: \$10,000-\$19,999	13.03	42.44	326
Household Income: \$20,000-\$29,999	12.57	14.59	116
Household Income: \$30,000-\$39,999	11.49	4.66	41
Household Income: \$40,000-\$49,999	9.45	2.60	27
Household Income: \$50,000-\$74,999	18.50	5.55	30
Household Income: \$75,000-\$99,999	11.18	0.72	6
Household Income: \$100,000-\$149,999	9.73	0.63	6
Household Income: \$150,000-\$199,999	3.39	0.00	0
Household Income: \$200,000 or More	2.45	0.18	7

Race & Ethnicity

Description	U.S.	Segment	Index
Race: Asian	2.05	0.18	9
Race: Black	12.04	10.30	85
Race: Other	0.93	0.63	67
Race: White	85.00	88.90	105
Ethnicity: Hispanic	10.33	7.70	75

Back Country Folks

First Language

Description	U.S.	Segment	Index
Household First Language: English	92.44	97.05	105
Household First Language: Other	2.31	0.54	23
Household First Language: Spanish	5.27	2.42	46

Housing/Home Ownership

Description	U.S.	Segment	Index
Tenure: Home Owned	70.07	76.99	110
Tenure: Rent	29.92	23.01	77

Housing/Home Value

Description	U.S.	Segment	Index
Home Val: Less than \$50,000	6.35	25.78	406
Home Val: \$50,000-\$99,999	12.11	28.29	234
Home Val: \$100,000-\$149,999	12.40	11.46	92
Home Val: \$150,000-199,999	9.58	5.73	60
Home Val: \$200,000-499,999	22.79	4.74	21
Home Val: \$500,000 or More	6.86	0.81	12

Housing/Length of Residence

Description	U.S.	Segment	Index
Length of Residence: Less Than 1 Year	17.62	9.04	51
Length of Residence: 1-4 Years	29.21	16.92	58
Length of Residence: 5 Years or More	53.16	74.04	139

Family Composition/People in Household

Description	U.S.	Segment	Index
Household Size: 1	27.35	49.87	182
Household Size: 2	35.09	36.62	104
Household Size: 3 or 4	28.15	10.21	36
Household Size: 5+	9.43	3.31	35

Family Composition/Children under 18 at Home

Description	U.S.	Segment	Index
Number of Children: 1	13.08	6.71	51
Number of Children: 2	11.58	3.49	30
Number of Children: 3	5.16	3.22	62
Number of Children: 4	1.59	0.45	28
Number of Children: 5+	0.78	0.18	23

Back Country Folks

Family Composition/Presence of Children by Age

Description	U.S.	Segment	Index
Children's Age: Under 2	5.89	2.60	44
Children's Age: 2-5	11.52	3.94	34
Children's Age: 6-11	15.21	6.18	41
Children's Age: 12-17	15.39	6.45	42

Employment/Occupation

Description	U.S.	Segment	Index
Household Occupation: Managemet/Business/Financial	11.45	4.66	41
Household Occupation: Natural Resources/Construction/Maintenance	8.20	5.64	69
Household Occupation: Professionals	13.21	2.15	16
Household Occupation: Other Employed	19.05	7.61	40
Household Occupation: Sales/Office	14.17	5.19	37

Employment/Occupation Detailed

Description	U.S.	Segment	Index
Household Occupation Detail: Architect/Engineer	1.48	0.00	0
Household Occupation Detail: Arts/Entertainment/Sports	1.40	0.45	32
Household Occupation Detail: Business/Finance	2.17	0.54	25
Household Occupation Detail: Community/Social Services	0.94	0.98	105
Household Occupation Detail: Computer/Mathematical	2.11	0.00	0
Household Occupation Detail: Education/Training/Library	2.94	0.36	12
Household Occupation Detail: Food Preparation/Serving	2.19	0.18	8
Household Occupation Detail: Health Practitioner/Technician	2.86	0.27	9
Household Occupation Detail: Healthcare Support	0.96	0.36	37
Household Occupation Detail: Legal	0.84	0.00	0
Household Occupation Detail: Life/Physical/Social Sciences	0.71	0.00	0
Household Occupation Detail: Maintenance/Repair	3.63	2.24	62
Household Occupation Detail: Building Grounds Maintenance	2.33	0.81	35
Household Occupation Detail: Management	9.29	4.12	44
Household Occupation Detail: Natural Resources/Construction	4.56	3.40	75
Household Occupation Detail: Office/Admin Support	6.66	1.43	22
Household Occupation Detail: Personal Care/Service	1.59	1.16	73
Household Occupation Detail: Production	5.06	1.25	25
Household Occupation Detail: Protective Service/Military	1.89	0.45	24
Household Occupation Detail: Sales/Related	7.51	3.85	51
Household Occupation Detail: Transport/Material Moving	5.08	3.49	69

Back Country Folks

Top 15 Lifestyle Behaviors

	Index
Grocery Store, Travel 11+ Miles (A)	299
Use Spam,1 mo (H) *	263
Shop at Piggly Wiggly,1 mo (A)	254
Has Medicare/Medicaid (A)	214
Use Kelloggs Corn Flakes,1 wk (H) *	192
Belong to a Veterans Club (A)	169
Buy from Ponderosa,1 mo (A) *	167
Order from Readers Digest Association,1yr (A)	165
Buy Gospel Music,1yr (A) *	162
Own Riding Lawn Mower (H)	161
Grocery Shopping,<\$60,1wk (H)	159
Order from Publishers Clearing House,1yr (A)	159
Own Satellite Dish (H)	159
Own Satellite Dish (H)	159
Buy from Shoney's,1 mo (A) *	158

Lifestyle Behaviors 16-30

	Index
Go Hunting with Gun,1yr (A)	152
Buy Videos by Mail/Phone,1yr (A)	151
Buy from Hardee's,1 mo (A) *	144
Buy Humidifier,1yr (H)	133
Buy Auto Service at Discount Department Store (H)	131
Own Horse (H)	131
Own All Terrain Vehicle (H)	130
Own Camper (H)	130
Buy Chewing Tobacco,1 mo (A) *	128
Drive Regular Pickup (A)	128
Shop at True Value,1yr (A)	127
Play Bingo,1yr (A)	126
Do Needlepoint,6mo (A)	122
Belong to a Church Board (A)	121
Domestic Travel by Motor Home,1yr (A)	120

Lifestyle Behaviors 31-45

	Index
Belong to a Religious Club (A)	118
Use Bacon,1 mo (H) *	118
Own a Hybrid Vehicle (H)	117
Use Coupons for Tobacco,1yr (H)	114
Buy from Long John Silver,1 mo (A) *	111
Use Shake'n Bake,6mo (H)	111
Do Bird Watching,1yr (A)	110
Shop at A&P,1 mo (A)	107
Stay at Motel 6 on Vacation,1yr (A)	107
Buy from Sonic Drive-in,1 mo (A) *	105
Oil Change by Self/Other HH Member,1yr (A)	105
Shop at Ace Hardware,1yr (A)	104
Shop at Food Lion,1 mo (A)	104
Source of Coupons,Magazines,1yr (H)	104
Vehicle has Manual Transmission (H)	104

Bedrock America

64 Bedrock America

Low Income, Younger w/ Kids

Bedrock America consists of young, economically challenged families in small, isolated towns located throughout the nation's heartland. With modest educations, sprawling families, and service jobs, many of these residents struggle to make ends meet. One quarter live in mobile homes. One in three haven't finished high school. Rich in scenery, Bedrock America is a haven for fishing, hunting, hiking, and camping.

Social Group:	Rustic Living
Lifestage Group:	Sustaining Families

2007 Statistics:

US Households:	2,069,178 (1.82%)
Median HH Income:	\$27,836

Lifestyle Traits

Go roller skating
Follow professional wrestling
Baby magazines
Passions TV
Chevy Silverado

Demographics Traits:

Urbanicity:	Town/Rural
Income:	Low Income
Income Producing Assets:	Low
Age Ranges:	Age <35
Presence of Kids:	HH w/ Kids
Homeownership:	Mix, Renters
Employment Levels:	WC, Service, Mix
Education Levels:	High School Grad
Ethnic Diversity:	White, Black, Hispanic

Bedrock America

Age

Description	U.S.	Segment	Index
Household Age: 18-24	6.01	16.85	280
Household Age: 25-34	16.02	33.91	212
Household Age: 35-44	19.87	30.13	152
Household Age: 45-54	21.44	10.37	48
Household Age: 55-64	15.54	6.91	44
Household Age: 65-74	10.51	0.54	5
Household Age: 75+	10.64	1.30	12

Education

Description	U.S.	Segment	Index
Household Education: Post Graduate Degree	9.59	0.76	8
Household Education: Bachelor's Degree	17.68	2.92	16
Household Education: Attended College	25.76	21.38	83
Household Education: Graduated High School	31.83	42.33	133
Household Education: Did Not Graduate H.S.	15.14	32.72	216

Income

Description	U.S.	Segment	Index
Household Income: Under \$10,000	8.29	39.09	472
Household Income: \$10,000-\$19,999	13.03	52.81	405
Household Income: \$20,000-\$29,999	12.57	1.94	15
Household Income: \$30,000-\$39,999	11.49	1.62	14
Household Income: \$40,000-\$49,999	9.45	1.73	18
Household Income: \$50,000-\$74,999	18.50	1.62	9
Household Income: \$75,000-\$99,999	11.18	0.43	4
Household Income: \$100,000-\$149,999	9.73	0.22	2
Household Income: \$150,000-\$199,999	3.39	0.32	10
Household Income: \$200,000 or More	2.45	0.32	13

Race & Ethnicity

Description	U.S.	Segment	Index
Race: Asian	2.05	0.43	21
Race: Black	12.04	23.11	192
Race: Other	0.93	2.48	266
Race: White	85.00	73.87	87
Ethnicity: Hispanic	10.33	11.77	114

Bedrock America

First Language

Description	U.S.	Segment	Index
Household First Language: English	92.44	91.68	99
Household First Language: Other	2.31	1.08	47
Household First Language: Spanish	5.27	7.13	135

Housing/Home Ownership

Description	U.S.	Segment	Index
Tenure: Home Owned	70.07	39.42	56
Tenure: Rent	29.92	60.58	202

Housing/Home Value

Description	U.S.	Segment	Index
Home Val: Less than \$50,000	6.35	23.33	367
Home Val: \$50,000-\$99,999	12.11	11.02	91
Home Val: \$100,000-\$149,999	12.40	2.48	20
Home Val: \$150,000-199,999	9.58	1.30	14
Home Val: \$200,000-499,999	22.79	1.08	5
Home Val: \$500,000 or More	6.86	0.22	3

Housing/Length of Residence

Description	U.S.	Segment	Index
Length of Residence: Less Than 1 Year	17.62	29.59	168
Length of Residence: 1-4 Years	29.21	38.88	133
Length of Residence: 5 Years or More	53.16	31.53	59

Family Composition/People in Household

Description	U.S.	Segment	Index
Household Size: 1	27.35	3.13	11
Household Size: 2	35.09	22.46	64
Household Size: 3 or 4	28.15	54.97	195
Household Size: 5+	9.43	19.44	206

Family Composition/Children under 18 at Home

Description	U.S.	Segment	Index
Number of Children: 1	13.08	37.80	289
Number of Children: 2	11.58	31.97	276
Number of Children: 3	5.16	16.31	316
Number of Children: 4	1.59	5.83	366
Number of Children: 5+	0.78	1.84	235

Bedrock America

Family Composition/Presence of Children by Age

Description	U.S.	Segment	Index
Children's Age: Under 2	5.89	19.87	337
Children's Age: 2-5	11.52	39.74	345
Children's Age: 6-11	15.21	44.49	293
Children's Age: 12-17	15.39	37.26	242

Employment/Occupation

Description	U.S.	Segment	Index
Household Occupation: Managemet/Business/Financial	11.45	2.16	19
Household Occupation: Natural Resources/Construction/Maintenance	8.20	6.70	82
Household Occupation: Professionals	13.21	2.16	16
Household Occupation: Other Employed	19.05	29.27	154
Household Occupation: Sales/Office	14.17	9.50	67

Employment/Occupation Detailed

Description	U.S.	Segment	Index
Household Occupation Detail: Architect/Engineer	1.48	0.00	0
Household Occupation Detail: Arts/Entertainment/Sports	1.40	0.43	31
Household Occupation Detail: Business/Finance	2.17	0.11	5
Household Occupation Detail: Community/Social Services	0.94	0.32	34
Household Occupation Detail: Computer/Mathematical	2.11	0.22	10
Household Occupation Detail: Education/Training/Library	2.94	1.19	40
Household Occupation Detail: Food Preparation/Serving	2.19	7.45	340
Household Occupation Detail: Health Practitioner/Technician	2.86	0.00	0
Household Occupation Detail: Healthcare Support	0.96	3.46	361
Household Occupation Detail: Legal	0.84	0.00	0
Household Occupation Detail: Life/Physical/Social Sciences	0.71	0.00	0
Household Occupation Detail: Maintenance/Repair	3.63	1.40	39
Household Occupation Detail: Building Grounds Maintenance	2.33	3.89	167
Household Occupation Detail: Management	9.29	2.16	23
Household Occupation Detail: Natural Resources/Construction	4.56	5.29	116
Household Occupation Detail: Office/Admin Support	6.66	2.92	44
Household Occupation Detail: Personal Care/Service	1.59	2.48	156
Household Occupation Detail: Production	5.06	5.83	115
Household Occupation Detail: Protective Service/Military	1.89	1.08	57
Household Occupation Detail: Sales/Related	7.51	6.59	88
Household Occupation Detail: Transport/Material Moving	5.08	5.18	102

Bedrock America

Top 15 Lifestyle Behaviors	Index
Use Children's Cold Medicine, 1mo (H) *	316
Shop at Piggly Wiggly, 1mo (A)	285
Use Cigarette Rolling Paper, 1wk (A) *	284
Buy Children's Clothes, 6mos (H)	243
Buy Children's Athletic Shoes, 6mo (H) *	242
Own a Hybrid Vehicle (H)	235
Buy Baby Furniture/Equipment, 6mo (H)	234
Buy from Krystal's Hamburgers, 1mo (A) *	231
Buy Children's Bicycles, 1yr (A)	216
Use Coupons for Tobacco, 1yr (H)	210
Buy from Captain D's, 1mo (A) *	202
Grocery Store, Travel 11+ Miles (A)	198
Buy from Hardee's, 1mo (A) *	179
Go Roller Skating, 1yr (A)	172
Buy Chewing Tobacco, 1mo (A) *	171

Lifestyle Behaviors 16-30	Index
Drink Malt Liquor, 1mo (A) *	171
Use Spam, 1mo (H) *	162
Shop at Winn Dixie, 1mo (A)	161
Buy Rap Music, 1yr (A) *	160
Buy from A&W, 1mo (A) *	157
Buy from Church's Chicken, 6mo (A)	155
Buy from Long John Silver, 1mo (A) *	147
Do Needlepoint, 6mo (A)	147
Own Bird (H)	146
Own All Terrain Vehicle (H)	145
Buy Tennis Shoes, 1yr (A)	142
Smoke Cigarettes, 1wk (A) *	142
Buy Children's Toys for Child 12-17years old, 1yr (A)	141
Drink 7-Up, 1wk (A) *	141
Own Motor Home (H)	141

Lifestyle Behaviors 31-45	Index
Use Kelloggs Corn Flakes, 1wk (H) *	141
Buy from Sonic Drive-in, 1mo (A) *	138
Use Frozen Pizza, 1mo (H) *	138
Visit Acupuncturist, 1yr (A) *	138
Buy Electronic Games, 1yr (A)	137
Use Shake'n Bake, 6mo (H)	135
Buy 35mm Camera, 1yr (A)	132
Buy Hard Rock Music, 1yr (A) *	132
Has Medicare/Medicaid (A)	132
Buy from Papa John's, 1mo (A) *	131
Buy Tent, 1yr (H)	129
Buy Children's Toys for Child <6years old, 1yr (A)	127
Drink Budweiser Beer, 1wk (A) *	126
Buy Air Purifier Machine, 1yr (H)	125
Buy Auto Service at Discount Department Store (H)	123

Acknowledgements

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Claritas 2007/2008, U.S. Census Bureau, Economy.com, International Council of Shopping Centers, Mediamark Research Inc. 2008 and/or U.S. Bureau of Labor and Statistics.

Mapping data is provided by MapInfo, Claritas and Microsoft Corporation.

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