

# Psychographic Profile

Mendenhall, Mississippi - Retail Trade Area

Simpson County Development Foundation  
Mendenhall, Mississippi

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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](mailto:scdfingram@bellsouth.net)



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**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](mailto: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.

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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

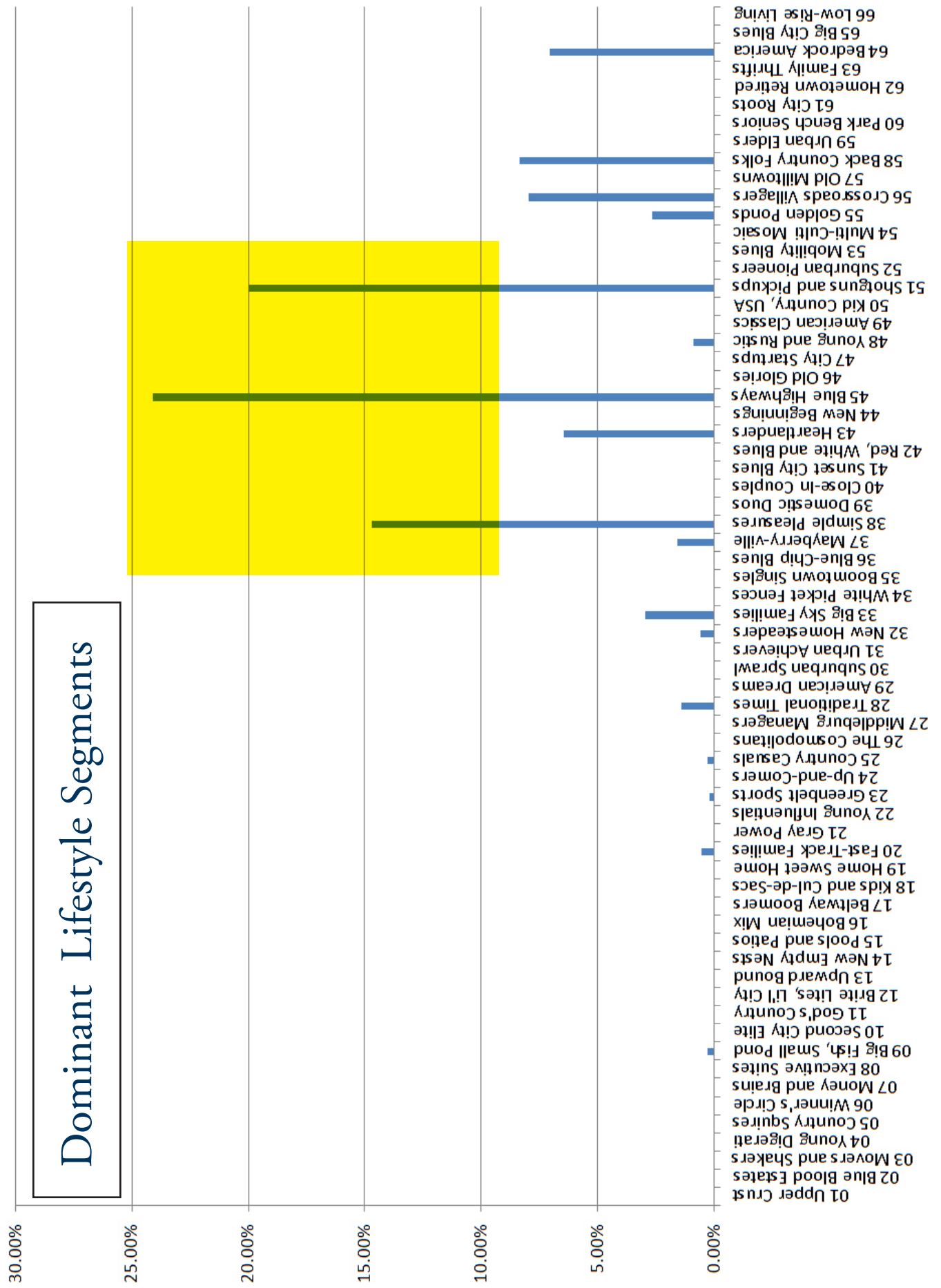
3yr = Three times per year

\* 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



# Dominant Segment Listing

## **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.

## **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.

## **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.

# 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

### 2007 Statistics:

US Households:	2,635,524 (2.32%)
Median HH Income:	\$43,262

### Lifestyle Traits

Belong to a veterans' club  
Watch U.S. Senior Open (golf) on TV  
Jeopardy! TV  
Wheel of Fortune TV  
Ford Crown Victoria

### Demographics Traits:

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

# Simple Pleasures

## Age

<b>Description</b>	<b>U.S.</b>	<b>Segment</b>	<b>Index</b>
Household Age: 18-24	6.01	0.42	7
Household Age: 25-34	16.02	1.19	7
Household Age: 35-44	19.87	1.86	9
Household Age: 45-54	21.44	2.20	10
Household Age: 55-64	15.54	2.54	16
Household Age: 65-74	10.51	48.64	463
Household Age: 75+	10.64	43.22	406

## Education

<b>Description</b>	<b>U.S.</b>	<b>Segment</b>	<b>Index</b>
Household Education: Post Graduate Degree	9.59	4.83	50
Household Education: Bachelor's Degree	17.68	10.59	60
Household Education: Attended College	25.76	20.76	81
Household Education: Graduated High School	31.83	44.49	140
Household Education: Did Not Graduate H.S.	15.14	19.32	128

## Income

<b>Description</b>	<b>U.S.</b>	<b>Segment</b>	<b>Index</b>
Household Income: Under \$10,000	8.29	0.42	5
Household Income: \$10,000-\$19,999	13.03	2.37	18
Household Income: \$20,000-\$29,999	12.57	39.66	316
Household Income: \$30,000-\$39,999	11.49	36.53	318
Household Income: \$40,000-\$49,999	9.45	14.49	153
Household Income: \$50,000-\$74,999	18.50	3.05	16
Household Income: \$75,000-\$99,999	11.18	1.27	11
Household Income: \$100,000-\$149,999	9.73	2.12	22
Household Income: \$150,000-\$199,999	3.39	0.00	0
Household Income: \$200,000 or More	2.45	0.00	0

## Race & Ethnicity

<b>Description</b>	<b>U.S.</b>	<b>Segment</b>	<b>Index</b>
Race: Asian	2.05	0.17	8
Race: Black	12.04	2.37	20
Race: Other	0.93	0.25	27
Race: White	85.00	97.20	114
Ethnicity: Hispanic	10.33	2.29	22



# Simple Pleasures

## First Language

<b>Description</b>	<b>U.S.</b>	<b>Segment</b>	<b>Index</b>
Household First Language: English	92.44	98.81	107
Household First Language: Other	2.31	0.34	15
Household First Language: Spanish	5.27	0.85	16

## Housing/Home Ownership

<b>Description</b>	<b>U.S.</b>	<b>Segment</b>	<b>Index</b>
Tenure: Home Owned	70.07	92.37	132
Tenure: Rent	29.92	7.63	25

## Housing/Home Value

<b>Description</b>	<b>U.S.</b>	<b>Segment</b>	<b>Index</b>
Home Val: Less than \$50,000	6.35	7.20	113
Home Val: \$50,000-\$99,999	12.11	20.42	169
Home Val: \$100,000-\$149,999	12.40	22.97	185
Home Val: \$150,000-199,999	9.58	15.34	160
Home Val: \$200,000-499,999	22.79	21.86	96
Home Val: \$500,000 or More	6.86	4.58	67

## Housing/Length of Residence

<b>Description</b>	<b>U.S.</b>	<b>Segment</b>	<b>Index</b>
Length of Residence: Less Than 1 Year	17.62	7.71	44
Length of Residence: 1-4 Years	29.21	12.88	44
Length of Residence: 5 Years or More	53.16	79.41	149

## Family Composition/People in Household

<b>Description</b>	<b>U.S.</b>	<b>Segment</b>	<b>Index</b>
Household Size: 1	27.35	35.42	130
Household Size: 2	35.09	55.76	159
Household Size: 3 or 4	28.15	7.71	27
Household Size: 5+	9.43	1.10	12

## Family Composition/Children under 18 at Home

<b>Description</b>	<b>U.S.</b>	<b>Segment</b>	<b>Index</b>
Number of Children: 1	13.08	2.80	21
Number of Children: 2	11.58	1.61	14
Number of Children: 3	5.16	0.25	5
Number of Children: 4	1.59	0.17	11
Number of Children: 5+	0.78	0.17	22

# Simple Pleasures

## Family Composition/Presence of Children by Age

<b>Description</b>	<b>U.S.</b>	<b>Segment</b>	<b>Index</b>
Children's Age: Under 2	5.89	0.42	7
Children's Age: 2-5	11.52	1.27	11
Children's Age: 6-11	15.21	1.86	12
Children's Age: 12-17	15.39	2.88	19

## Employment/Occupation

<b>Description</b>	<b>U.S.</b>	<b>Segment</b>	<b>Index</b>
Household Occupation: Managemet/Business/Financial	11.45	1.86	16
Household Occupation: Natural Resources/Construction/Maintenance	8.20	2.46	30
Household Occupation: Professionals	13.21	1.78	13
Household Occupation: Other Employed	19.05	7.71	40
Household Occupation: Sales/Office	14.17	5.68	40

## Employment/Occupation Detailed

<b>Description</b>	<b>U.S.</b>	<b>Segment</b>	<b>Index</b>
Household Occupation Detail: Architect/Engineer	1.48	0.00	0
Household Occupation Detail: Arts/Entertainment/Sports	1.40	0.42	30
Household Occupation Detail: Business/Finance	2.17	0.17	8
Household Occupation Detail: Community/Social Services	0.94	0.08	9
Household Occupation Detail: Computer/Mathematical	2.11	0.08	4
Household Occupation Detail: Education/Training/Library	2.94	1.02	35
Household Occupation Detail: Food Preparation/Serving	2.19	0.76	35
Household Occupation Detail: Health Practitioner/Technician	2.86	0.17	6
Household Occupation Detail: Healthcare Support	0.96	0.00	0
Household Occupation Detail: Legal	0.84	0.08	10
Household Occupation Detail: Life/Physical/Social Sciences	0.71	0.00	0
Household Occupation Detail: Maintenance/Repair	3.63	0.59	16
Household Occupation Detail: Building Grounds Maintenance	2.33	1.44	62
Household Occupation Detail: Management	9.29	1.78	19
Household Occupation Detail: Natural Resources/Construction	4.56	1.95	43
Household Occupation Detail: Office/Admin Support	6.66	2.03	31
Household Occupation Detail: Personal Care/Service	1.59	0.68	43
Household Occupation Detail: Production	5.06	1.95	39
Household Occupation Detail: Protective Service/Military	1.89	0.00	0
Household Occupation Detail: Sales/Related	7.51	3.64	49
Household Occupation Detail: Transport/Material Moving	5.08	2.88	57

# Simple Pleasures

## Top 15 Lifestyle Behaviors

	<b>Index</b>
Has Medicare/Medicaid (A)	311
Order from Readers Digest Association,1yr (A)	292
Domestic Travel by Motor Home,1yr (A)	291
Drink Slim Fast,1wk (A) *	273
Belong to a Veterans Club (A)	271
Buy Collectables by Mail/Phone,1yr (A)	262
Own Motor Home (H)	213
Belong to a Fraternal Order (A)	205
Buy from Hardee's,1mo (A) *	192
Grocery Store, Travel 11+ Miles (A)	191
Order from Gevalia Kaffe,1yr (A)	188
Order from Publishers Clearing House,1yr (A)	178
Use Kelloggs Corn Flakes,1wk (H) *	178
Own Riding Lawn Mower (H)	172
Buy from Bob Evan's Farm,1mo (A) *	168

## Lifestyle Behaviors 16-30

	<b>Index</b>
Drive Regular Pickup (A)	162
Own Horse (H)	162
Buy Home Furnishings by Mail/Phone,1yr (A)	161
Buy from Captain D's,1mo (A) *	161
Buy from Shoney's,1mo (A) *	161
Oil Change at Dealer,1yr (A)	161
Buy from Golden Corral,1mo (A) *	160
Own Stationary Bike (A)	160
Has Sears Credit Card (A)	158
Do Bird Watching,1yr (A)	157
Buy from Ruth Chris Steak House, 1mo (A) *	155
Belong to a Civic Club (A)	153
Buy Cell Phone at Discount Store (A)	150
Buy Videos by Mail/Phone,1yr (A)	150
Buy from Cracker Barrel,1mo (A) *	150

## Lifestyle Behaviors 31-45

	<b>Index</b>
Medium Coupon User,4-11 Times,3mo (H)	148
Use Spam,1mo (H) *	148
Redeem Coupons at Drug Store,3mo (A) *	145
Source of Coupons,Magazines,1yr (H)	145
Buy from Ponderosa,1mo (A) *	144
Own Satellite Dish (H)	144
Own Satellite Dish (H)	144
Grocery Shopping,<\$60,1wk (H)	143
Collect Stamps,1yr (A)	140
Own/Lease New, Type, 4-Door Sedan (H)	139
Shop at True Value,1yr (A)	139
Buy from Long John Silver,1mo (A) *	137
Shop at A&P,1mo (A)	137
Own Camper (H)	136
Stay at Motel 6 on Vacation,1yr (A)	136

# 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

### 2007 Statistics:

US Households:	1,781,210 (1.57%)
Median HH Income:	\$43,317

### Lifestyle Traits

- Own an outboard motor
- Go cross-country skiing
- Hunting magazines
- Fuse Network
- Dodge Ram

### Demographics Traits:

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

# Blue Highways

## Age

<b>Description</b>	<b>U.S.</b>	<b>Segment</b>	<b>Index</b>
Household Age: 18-24	6.01	4.93	82
Household Age: 25-34	16.02	13.32	83
Household Age: 35-44	19.87	25.17	127
Household Age: 45-54	21.44	37.55	175
Household Age: 55-64	15.54	14.78	95
Household Age: 65-74	10.51	1.20	11
Household Age: 75+	10.64	2.93	28

## Education

<b>Description</b>	<b>U.S.</b>	<b>Segment</b>	<b>Index</b>
Household Education: Post Graduate Degree	9.59	3.20	33
Household Education: Bachelor's Degree	17.68	8.26	47
Household Education: Attended College	25.76	26.23	102
Household Education: Graduated High School	31.83	48.74	153
Household Education: Did Not Graduate H.S.	15.14	13.45	89

## Income

<b>Description</b>	<b>U.S.</b>	<b>Segment</b>	<b>Index</b>
Household Income: Under \$10,000	8.29	3.86	47
Household Income: \$10,000-\$19,999	13.03	2.13	16
Household Income: \$20,000-\$29,999	12.57	27.70	220
Household Income: \$30,000-\$39,999	11.49	36.88	321
Household Income: \$40,000-\$49,999	9.45	20.24	214
Household Income: \$50,000-\$74,999	18.50	4.13	22
Household Income: \$75,000-\$99,999	11.18	1.33	12
Household Income: \$100,000-\$149,999	9.73	2.40	25
Household Income: \$150,000-\$199,999	3.39	1.07	31
Household Income: \$200,000 or More	2.45	0.53	22

## Race & Ethnicity

<b>Description</b>	<b>U.S.</b>	<b>Segment</b>	<b>Index</b>
Race: Asian	2.05	0.27	13
Race: Black	12.04	6.92	57
Race: Other	0.93	0.27	29
Race: White	85.00	92.54	109
Ethnicity: Hispanic	10.33	4.39	43

# Blue Highways

## First Language

<b>Description</b>	<b>U.S.</b>	<b>Segment</b>	<b>Index</b>
Household First Language: English	92.44	98.93	107
Household First Language: Other	2.31	0.00	0
Household First Language: Spanish	5.27	1.07	20

## Housing/Home Ownership

<b>Description</b>	<b>U.S.</b>	<b>Segment</b>	<b>Index</b>
Tenure: Home Owned	70.07	92.41	132
Tenure: Rent	29.92	7.59	25

## Housing/Home Value

<b>Description</b>	<b>U.S.</b>	<b>Segment</b>	<b>Index</b>
Home Val: Less than \$50,000	6.35	21.70	342
Home Val: \$50,000-\$99,999	12.11	30.49	252
Home Val: \$100,000-\$149,999	12.40	17.71	143
Home Val: \$150,000-199,999	9.58	9.59	100
Home Val: \$200,000-499,999	22.79	11.05	48
Home Val: \$500,000 or More	6.86	1.86	27

## Housing/Length of Residence

<b>Description</b>	<b>U.S.</b>	<b>Segment</b>	<b>Index</b>
Length of Residence: Less Than 1 Year	17.62	15.71	89
Length of Residence: 1-4 Years	29.21	25.03	86
Length of Residence: 5 Years or More	53.16	59.12	111

## Family Composition/People in Household

<b>Description</b>	<b>U.S.</b>	<b>Segment</b>	<b>Index</b>
Household Size: 1	27.35	38.75	142
Household Size: 2	35.09	40.61	116
Household Size: 3 or 4	28.15	16.91	60
Household Size: 5+	9.43	3.73	40

## Family Composition/Children under 18 at Home

<b>Description</b>	<b>U.S.</b>	<b>Segment</b>	<b>Index</b>
Number of Children: 1	13.08	4.53	35
Number of Children: 2	11.58	3.73	32
Number of Children: 3	5.16	2.00	39
Number of Children: 4	1.59	0.80	50
Number of Children: 5+	0.78	0.27	34

# Blue Highways

## Family Composition/Presence of Children by Age

<b>Description</b>	<b>U.S.</b>	<b>Segment</b>	<b>Index</b>
Children's Age: Under 2	5.89	1.20	20
Children's Age: 2-5	11.52	3.73	32
Children's Age: 6-11	15.21	4.13	27
Children's Age: 12-17	15.39	5.19	34

## Employment/Occupation

<b>Description</b>	<b>U.S.</b>	<b>Segment</b>	<b>Index</b>
Household Occupation: Managemet/Business/Financial	11.45	5.86	51
Household Occupation: Natural Resources/Construction/Maintenance	8.20	13.05	159
Household Occupation: Professionals	13.21	7.46	56
Household Occupation: Other Employed	19.05	30.89	162
Household Occupation: Sales/Office	14.17	18.77	133

## Employment/Occupation Detailed

<b>Description</b>	<b>U.S.</b>	<b>Segment</b>	<b>Index</b>
Household Occupation Detail: Architect/Engineer	1.48	0.53	36
Household Occupation Detail: Arts/Entertainment/Sports	1.40	0.13	10
Household Occupation Detail: Business/Finance	2.17	1.33	61
Household Occupation Detail: Community/Social Services	0.94	0.53	57
Household Occupation Detail: Computer/Mathematical	2.11	0.27	13
Household Occupation Detail: Education/Training/Library	2.94	2.40	82
Household Occupation Detail: Food Preparation/Serving	2.19	2.40	109
Household Occupation Detail: Health Practitioner/Technician	2.86	2.80	98
Household Occupation Detail: Healthcare Support	0.96	0.80	83
Household Occupation Detail: Legal	0.84	0.67	80
Household Occupation Detail: Life/Physical/Social Sciences	0.71	0.00	0
Household Occupation Detail: Maintenance/Repair	3.63	6.39	176
Household Occupation Detail: Building Grounds Maintenance	2.33	3.06	131
Household Occupation Detail: Management	9.29	4.53	49
Household Occupation Detail: Natural Resources/Construction	4.56	6.66	146
Household Occupation Detail: Office/Admin Support	6.66	10.52	158
Household Occupation Detail: Personal Care/Service	1.59	1.46	92
Household Occupation Detail: Production	5.06	10.39	205
Household Occupation Detail: Protective Service/Military	1.89	0.93	49
Household Occupation Detail: Sales/Related	7.51	8.12	108
Household Occupation Detail: Transport/Material Moving	5.08	11.85	233

# Blue Highways

## Top 15 Lifestyle Behaviors

	<b>Index</b>
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

	<b>Index</b>
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

	<b>Index</b>
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



# 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

<b>Description</b>	<b>U.S.</b>	<b>Segment</b>	<b>Index</b>
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

<b>Description</b>	<b>U.S.</b>	<b>Segment</b>	<b>Index</b>
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

<b>Description</b>	<b>U.S.</b>	<b>Segment</b>	<b>Index</b>
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

<b>Description</b>	<b>U.S.</b>	<b>Segment</b>	<b>Index</b>
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

<b>Description</b>	<b>U.S.</b>	<b>Segment</b>	<b>Index</b>
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

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

## Housing/Home Value

<b>Description</b>	<b>U.S.</b>	<b>Segment</b>	<b>Index</b>
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

<b>Description</b>	<b>U.S.</b>	<b>Segment</b>	<b>Index</b>
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

<b>Description</b>	<b>U.S.</b>	<b>Segment</b>	<b>Index</b>
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

<b>Description</b>	<b>U.S.</b>	<b>Segment</b>	<b>Index</b>
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

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## Family Composition/Presence of Children by Age

<b>Description</b>	<b>U.S.</b>	<b>Segment</b>	<b>Index</b>
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

<b>Description</b>	<b>U.S.</b>	<b>Segment</b>	<b>Index</b>
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

<b>Description</b>	<b>U.S.</b>	<b>Segment</b>	<b>Index</b>
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

	<b>Index</b>
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

	<b>Index</b>
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

	<b>Index</b>
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

# 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.

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