

Psychographic Profile

City of Bishop
Bishop, California

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TheRetailCoach®



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About The Retail Coach

The Retail Coach, LLC, is a national retail analytics and locational intelligence firm that specializes in all aspects of retail market analyses and recruitment, from “macro to micro” trade area assessment to actively recruiting retailers on behalf of our clients.

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

Retail360 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 that they are receiving the latest and best information for their retail recruitment efforts — all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail360 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

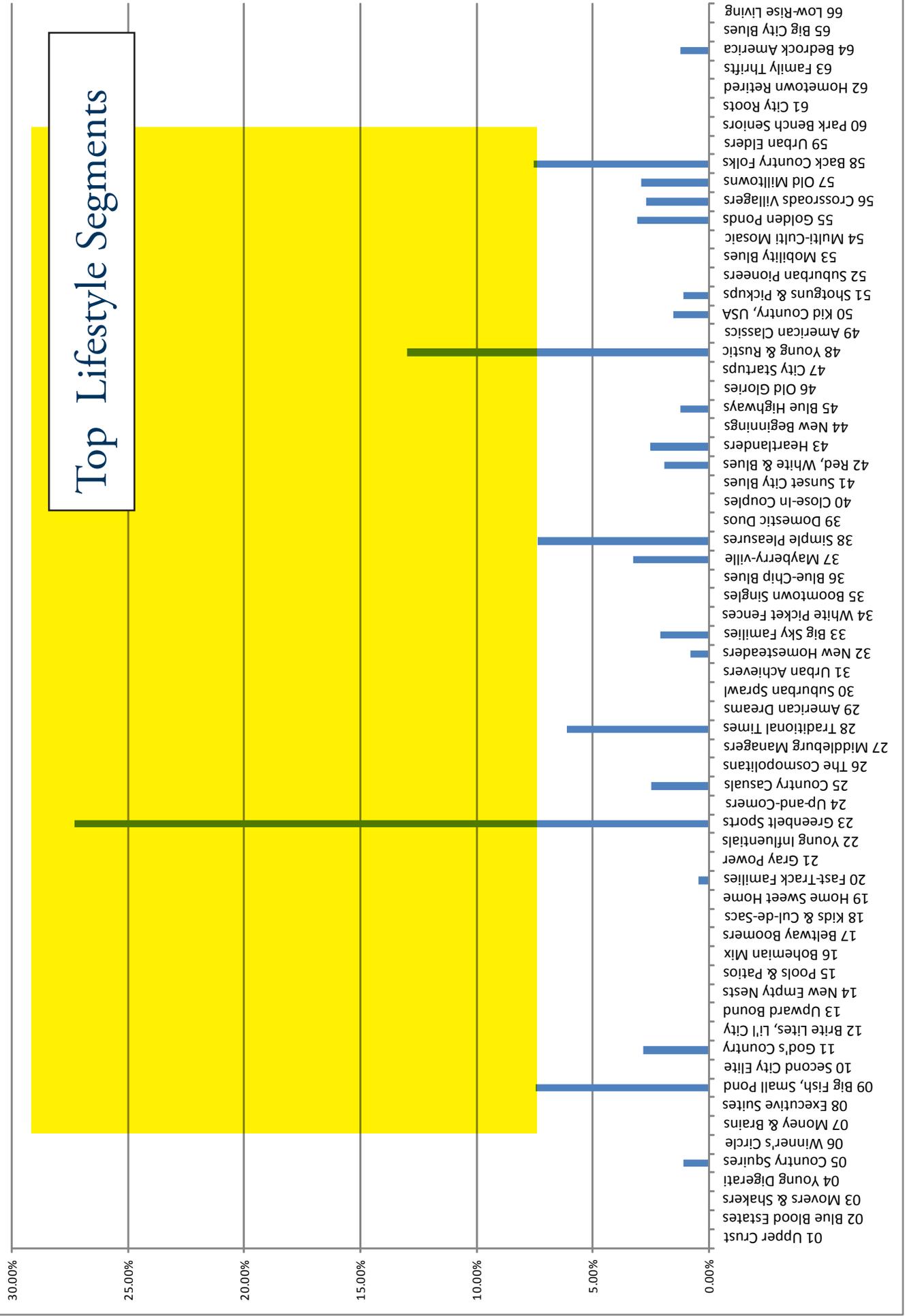
3yr = Three times per year

* 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.

Top Lifestyle Segments



Top Lifestyle Segment Definitions

23 Greenbelt Sports - 27.33%

Upper-Mid, Middle Age w/o Kids

A segment of upscale exurban couples, Greenbelt Sports is known for its active lifestyle. Most of these middle-aged residents are married, college-educated, and own new homes. And few segments have higher rates for pursuing outdoor activities such as skiing, canoeing, backpacking, boating, and mountain biking.

48 Young & Rustic - 13.00%

Lower-Mid, Middle Age w/o Kids

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

58 Back Country Folks - 7.55%

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.

09 Big Fish, Small Pond - 7.46%

Upscale, Older w/o Kids

Older, upper-class, college-educated professionals, the members of Big Fish, Small Pond are often among the leading citizens of their small-town communities. These upscale, empty-nesting couples enjoy the trappings of success, including belonging to country clubs, maintaining large investment portfolios, and spending freely on computer technology.

Greenbelt Sports

23 Greenbelt Sports

Upper-Mid, Middle Age w/o Kids

A segment of upscale exurban couples, Greenbelt Sports is known for its active lifestyle.

Most of these middle-aged residents are married, college-educated, and own new homes.

And few segments have higher rates for pursuing outdoor activities such as skiing, canoeing, backpacking, boating, and mountain biking.

Social Group:	Country Comfort
Lifestage Group:	Young Achievers

2009 Statistics:

US Households:	1,601,752 (1.39%)
Median HH Income:	\$58,806

Lifestyle Traits

Order from Lands' End

Go horseback riding

Read Modern Bride

Watch Fox Sports Net

Subaru Legacy

Demographics Traits:

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

Greenbelt Sports

Age

Description	U.S.	Segment	Index
Householder Age: 18-24	5.26	5.72	109
Householder Age: 25-34	14.59	17.95	123
Householder Age: 35-44	18.67	22.61	121
Householder Age: 45-54	22.24	38.03	171
Householder Age: 55-64	17.44	15.56	89
Householder Age: 65-74	11.17	0.00	0
Householder Age: 75+	10.64	0.00	0

Income

Description	U.S.	Segment	Index
Household Income: Under \$10,000	6.33	0.00	0
Household Income: \$10,000-\$19,999	10.40	0.00	0
Household Income: \$20,000-\$29,999	10.98	0.00	0
Household Income: \$30,000-\$39,999	11.23	0.00	0
Household Income: \$40,000-\$49,999	9.95	0.00	0
Household Income: \$50,000-\$74,999	18.96	69.55	367
Household Income: \$75,000-\$99,999	11.92	30.45	256
Household Income: \$100,000-\$149,999	11.85	0.00	0
Household Income: \$150,000-\$199,999	4.62	0.00	0
Household Income: \$200,000 or More	3.79	0.00	0

Age and Income Summary

Description	U.S.	Segment	Index
Householder Age: 18-34	19.85	23.67	119
Householder Age: 35-54	40.90	60.64	148
Householder Age: 55+	39.25	15.56	40
Household Income: Under \$30K	27.71	0.00	0
Household Income: \$30K-\$74K	40.14	69.55	173
Household Income: \$75,000-\$99,999	11.92	30.45	256
Household Income: \$100K+	20.24	0.00	0

Education

Description	U.S.	Segment	Index
Householder Education: Did Not Graduate High School	13.33	4.12	31
Householder Education: Graduated High School	30.80	21.54	70
Householder Education: Attended Some College	25.89	30.85	119
Householder Education: Bachelor's Degree	19.34	32.05	166
Householder Education: Post Graduate Degree	10.61	11.44	108

Greenbelt Sports

Employment Type

Description	U.S.	Segment	Index
Householder Occupation: Management/Business/Financial	12.70	22.74	179
Householder Occupation: Professional	13.99	22.87	163
Householder Occupation: Sales/Office	13.99	15.43	110
Householder Occupation: Natural Resources/Construction/Maintenance	8.19	15.69	192
Householder Occupation: Other Employed	18.19	15.96	88

Employment by Occupation

Description	U.S.	Segment	Index
Householder Occupation Detail: Business/Finance	2.73	5.85	215
Householder Occupation Detail: Management	9.98	17.02	171
Householder Occupation Detail: Architect/Engineer	1.55	3.32	215
Householder Occupation Detail: Legal	0.80	0.40	50
Householder Occupation Detail: Computer/Mathematical	2.23	1.86	83
Householder Occupation Detail: Health Practitioner/Technician	2.86	4.92	172
Householder Occupation Detail: Education/Training/Library	3.47	7.45	215
Householder Occupation Detail: Life/Physical/Social Sciences	0.71	0.53	75
Householder Occupation Detail: Community/Social Services	1.05	2.13	202
Householder Occupation Detail: Arts/Entertainment/Sports	1.37	2.26	165
Householder Occupation Detail: Sales/Related	7.78	9.57	123
Householder Occupation Detail: Office/Admin Support	6.21	5.85	94
Householder Occupation Detail: Protective Service/Military	1.81	3.59	198
Householder Occupation Detail: Personal Care/Service	1.65	1.33	80
Householder Occupation Detail: Healthcare Support	0.92	0.27	29
Householder Occupation Detail: Food Preparation/Serving	2.09	0.93	45
Householder Occupation Detail: Transport/Material Moving	4.91	3.99	81
Householder Occupation Detail: Production	4.76	4.39	92
Householder Occupation Detail: Building Grounds Maintenance	2.08	1.73	83
Householder Occupation Detail: Natural Resources/Construction	4.34	9.71	224
Householder Occupation Detail: Maintenance/Repair	3.86	5.98	155

Race and Ethnicity

Description	U.S.	Segment	Index
Race: White	79.72	90.96	114
Race: Black	11.32	5.59	49
Race: Asian	2.26	1.60	71
Race: Other	6.77	2.13	31
Ethnicity: Hispanic	10.16	3.32	33

Language

Description	U.S.	Segment	Index
Household First Language: English	92.88	97.47	105
Household First Language: Spanish	4.84	0.93	19
Household First Language: Other	2.27	1.73	76

Greenbelt Sports

Home Ownership

Description	U.S.	Segment	Index
Tenure: Own Home	71.38	77.39	108
Tenure: Rents Home	28.62	22.61	79

Home Value

Description	U.S.	Segment	Index
Home Value: Less than \$50,000	4.66	1.33	29
Home Value: \$50,000-\$99,999	9.71	1.60	16
Home Value: \$100,000-\$149,999	10.93	10.77	99
Home Value: \$150,000-\$199,999	8.72	14.63	168
Home Value: \$200,000-\$499,999	27.24	42.95	158
Home Value: \$500,000 or More	10.14	5.85	58

Length of Residence

Description	U.S.	Segment	Index
Length of Residence: Less than 1 Year	16.30	21.28	131
Length of Residence: 1-4 Years	28.54	34.31	120
Length of Residence: 5 Years or More	55.08	44.41	81

Presence of Children in Household

Description	U.S.	Segment	Index
Presence of Children: <2 Years Old	5.70	0.00	0
Presence of Children: 2-5 Years Old	10.79	0.00	0
Presence of Children: 6-11 Years Old	14.28	0.00	0
Presence of Children: 12-17 Years Old	14.93	0.00	0

Number of Children in Household

Description	U.S.	Segment	Index
Number of Children in Household: 1	12.25	0.00	0
Number of Children in Household: 2	11.37	0.00	0
Number of Children in Household: 3	4.77	0.00	0
Number of Children in Household: 4	1.57	0.00	0
Number of Children in Household: 5+	0.68	0.00	0

Number of People in Household

Description	U.S.	Segment	Index
Household Size: 1 Person	26.74	29.79	111
Household Size: 2 People	36.23	55.19	152
Household Size: 3 or 4 People	27.71	13.70	49
Household Size: 5+ people	9.32	1.33	14

Greenbelt Sports

Top 15 Lifestyle Behaviors

	Index
Order from buy.com, 1yr (A)	247
Buy from Schlotzsky's Deli, 1mo (A)	233
Buy from Hooters, 1mo (A)	231
Stay at Hilton on Vacation, 1yr (A)	217
Go Mountain Bicycling, 1yr (A)	214
Buy Auto Service at Discount Department Store (H)	213
Buy from Bob's Big Boy, 1mo (A)	212
Own Cross Country Boots/Skis (A)	204
Buy from Ponderosa, 1mo (A)	200
Order from Home Shopping Network, 1yr (A)	194
Go to Ice Hockey Games, 1+ Times, 1mo (A)	194
Use Scottrade, 1yr (A)	192
Drink Bottled Water Home Delivery, 6mo (A)	190
Buy Puma Shoes, 1yr (A)	189
Drive Recreational Vehicle (A)	188

Lifestyle Behaviors 16-30

	Index
Shop at Express, 3mo (A)	187
Order from Columbia House Music Club, 1yr (A)	186
Own/Lease New Ford Pickup (H)	182
Go Horseback Riding, 1yr (A)	182
Drive Motorcycle (A)	181
Play Racquetball, 1yr (A)	181
Buy from Papa John's, 1mo (A)	179
Shop at The Limited, 3mo (A)	179
Buy from Friendly's, 1mo (A)	178
Travel to Australia/New Zealand/South Pacific, 3yr (A)	178
Use Internet Bank (A)	177
Go Scuba/Skin Diving/Snorkeling, 1yr (A)	177
Buy 35mm Camera, 1yr (A)	177
Go Canoeing/Kayaking, 1yr (A)	174
Own Roller Blades/In-Line Skates (A)	174

Lifestyle Behaviors 31-45

	Index
Buy Alternative Music, 1yr (A)	172
Order from barnesandnoble.com, 1yr (A)	171
Go In-Line Skating, 1yr (A)	171
Buy Book Online, 1yr (A)	169
Buy Golf Clubs, 1yr (A)	168
Buy Charcoal Grill, 1yr (H)	167
Buy Contemporary Christian Music, 1yr (A)	166
Buy from Blimpie Subs & Salads, 1mo (A)	166
Drive Compact Pickup (A)	166
Order from J. Crew, 1yr (A)	166
Go Downhill Skiing, 1yr (A)	165
Buy Home Study Course by Internet, 1yr (A)	165
Buy from Bennigan's, 1mo (A)	164
Shop at Talbots, 3mo (A)	164
Own Espresso/Cappuccino Maker (H)	163

Young & Rustic

48 Young & Rustic

Lower-Mid, Middle Age w/o Kids

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

Social Group:	Rustic Living
Lifestage Group:	Striving Singles

2009 Statistics:

US Households:	2,235,842 (1.94%)
Median HH Income:	\$33,090

Lifestyle Traits

Order from Columbia House
Buy science fiction books
Read Car Craft
Watch WWE Wrestling
Dodge Ram Diesel

Demographics Traits:

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

Young & Rustic

Age

Description	U.S.	Segment	Index
Householder Age: 18-24	5.26	21.65	411
Householder Age: 25-34	14.59	18.49	127
Householder Age: 35-44	18.67	16.86	90
Householder Age: 45-54	22.24	31.13	140
Householder Age: 55-64	17.44	11.97	69
Householder Age: 65-74	11.17	0.00	0
Householder Age: 75+	10.64	0.00	0

Income

Description	U.S.	Segment	Index
Household Income: Under \$10,000	6.33	21.46	339
Household Income: \$10,000-\$19,999	10.40	23.66	227
Household Income: \$20,000-\$29,999	10.98	22.41	204
Household Income: \$30,000-\$39,999	11.23	18.58	165
Household Income: \$40,000-\$49,999	9.95	11.49	115
Household Income: \$50,000-\$74,999	18.96	2.39	13
Household Income: \$75,000-\$99,999	11.92	0.00	0
Household Income: \$100,000-\$149,999	11.85	0.00	0
Household Income: \$150,000-\$199,999	4.62	0.00	0
Household Income: \$200,000 or More	3.79	0.00	0

Age and Income Summary

Description	U.S.	Segment	Index
Householder Age: 18-34	19.85	40.13	202
Householder Age: 35-54	40.90	47.99	117
Householder Age: 55+	39.25	11.97	31
Household Income: Under \$30K	27.71	67.53	244
Household Income: \$30K-\$74K	40.14	32.47	81
Household Income: \$75,000-\$99,999	11.92	0.00	0
Household Income: \$100K+	20.24	0.00	0

Education

Description	U.S.	Segment	Index
Householder Education: Did Not Graduate High School	13.33	17.53	131
Householder Education: Graduated High School	30.80	40.42	131
Householder Education: Attended Some College	25.89	29.79	115
Householder Education: Bachelor's Degree	19.34	10.06	52
Householder Education: Post Graduate Degree	10.61	2.30	22

Young & Rustic

Employment Type

Description	U.S.	Segment	Index
Householder Occupation: Management/Business/Financial	12.70	3.45	27
Householder Occupation: Professional	13.99	8.05	57
Householder Occupation: Sales/Office	13.99	14.85	106
Householder Occupation: Natural Resources/Construction/Maintenance	8.19	13.60	166
Householder Occupation: Other Employed	18.19	28.16	155

Employment by Occupation

Description	U.S.	Segment	Index
Householder Occupation Detail: Business/Finance	2.73	0.96	35
Householder Occupation Detail: Management	9.98	2.49	25
Householder Occupation Detail: Architect/Engineer	1.55	0.19	12
Householder Occupation Detail: Legal	0.80	0.29	36
Householder Occupation Detail: Computer/Mathematical	2.23	0.38	17
Householder Occupation Detail: Health Practitioner/Technician	2.86	1.25	44
Householder Occupation Detail: Education/Training/Library	3.47	2.59	75
Householder Occupation Detail: Life/Physical/Social Sciences	0.71	0.29	41
Householder Occupation Detail: Community/Social Services	1.05	2.01	191
Householder Occupation Detail: Arts/Entertainment/Sports	1.37	0.86	63
Householder Occupation Detail: Sales/Related	7.78	8.81	113
Householder Occupation Detail: Office/Admin Support	6.21	6.03	97
Householder Occupation Detail: Protective Service/Military	1.81	1.72	95
Householder Occupation Detail: Personal Care/Service	1.65	3.07	185
Householder Occupation Detail: Healthcare Support	0.92	1.92	209
Householder Occupation Detail: Food Preparation/Serving	2.09	4.50	216
Householder Occupation Detail: Transport/Material Moving	4.91	6.61	135
Householder Occupation Detail: Production	4.76	7.09	149
Householder Occupation Detail: Building Grounds Maintenance	2.08	3.35	161
Householder Occupation Detail: Natural Resources/Construction	4.34	8.72	201
Householder Occupation Detail: Maintenance/Repair	3.86	4.89	127

Race and Ethnicity

Description	U.S.	Segment	Index
Race: White	79.72	80.94	102
Race: Black	11.32	12.84	113
Race: Asian	2.26	0.29	13
Race: Other	6.77	5.36	79
Ethnicity: Hispanic	10.16	6.03	59

Language

Description	U.S.	Segment	Index
Household First Language: English	92.88	97.22	105
Household First Language: Spanish	4.84	2.30	47
Household First Language: Other	2.27	0.48	21

Young & Rustic

Home Ownership

Description	U.S.	Segment	Index
Tenure: Own Home	71.38	0.00	0
Tenure: Rents Home	28.62	100.00	349

Home Value

Description	U.S.	Segment	Index
Home Value: Less than \$50,000	4.66	0.00	0
Home Value: \$50,000-\$99,999	9.71	0.00	0
Home Value: \$100,000-\$149,999	10.93	0.00	0
Home Value: \$150,000-\$199,999	8.72	0.00	0
Home Value: \$200,000-\$499,999	27.24	0.00	0
Home Value: \$500,000 or More	10.14	0.00	0

Length of Residence

Description	U.S.	Segment	Index
Length of Residence: Less than 1 Year	16.30	42.43	260
Length of Residence: 1-4 Years	28.54	38.12	134
Length of Residence: 5 Years or More	55.08	19.35	35

Presence of Children in Household

Description	U.S.	Segment	Index
Presence of Children: <2 Years Old	5.70	0.00	0
Presence of Children: 2-5 Years Old	10.79	0.00	0
Presence of Children: 6-11 Years Old	14.28	0.00	0
Presence of Children: 12-17 Years Old	14.93	0.00	0

Number of Children in Household

Description	U.S.	Segment	Index
Number of Children in Household: 1	12.25	0.00	0
Number of Children in Household: 2	11.37	0.00	0
Number of Children in Household: 3	4.77	0.00	0
Number of Children in Household: 4	1.57	0.00	0
Number of Children in Household: 5+	0.68	0.00	0

Number of People in Household

Description	U.S.	Segment	Index
Household Size: 1 Person	26.74	60.44	226
Household Size: 2 People	36.23	32.76	90
Household Size: 3 or 4 People	27.71	6.51	24
Household Size: 5+ people	9.32	0.29	3

Young & Rustic

Top 15 Lifestyle Behaviors

	Index
Use Cigarette Rolling Paper, 1wk (A)	287
Uses Cell Phone Only, no Land Line (H)	262
Grocery Shopping, <\$60, 1wk (H)	202
Shop at Piggly Wiggly, 1mo (A)	175
Buy from Shoney's, 1mo (A)	162
Buy Automotive Tools, 1yr (H)	159
Smoke Cigarettes, 1wk (A)	155
Buy Chewing Tobacco, 1mo (A)	154
Buy Videos by Mail/Phone, 1yr (A)	148
Use Short-Term Loan from a Payday Loan/Cash-Advance Company, 1yr (A)	146
Go Snowboarding, 1yr (A)	140
Buy Auto Service at Discount Department Store (H)	140
Buy from Ponderosa, 1mo (A)	139
Use Spam, 1mo (H)	136
Shop at Wal-Mart Pharmacy, 6mo (A)	133

Lifestyle Behaviors 16-30

	Index
Buy from Captain D's, 1mo (A)	129
Do Karate, 1yr (A)	128
Drink Budweiser Beer, 1wk (A)	128
Buy Charcoal Grill, 1yr (H)	126
Play Bingo, 1yr (A)	123
Drink Bourbon, 1mo (A)	123
Go Whitewater Rafting, 1yr (A)	121
Buy from Rally's, 1mo (A)	120
Use Frozen Pizza, 1mo (H)	118
Buy Rap Music, 1yr (A)	114
Go Horseback Riding, 1yr (A)	113
Use video game system to play games online (H)	113
Smoke Cigars, 1wk (A)	113
Use Laundry/Laundromat, 6mo (A)	112
Play Billiards/Pool, 1yr (A)	111

Lifestyle Behaviors 31-45

	Index
Buy from A&W, 1mo (A)	111
Buy Tennis Shoes, 1yr (A)	108
Order from Columbia House Music Club, 1yr (A)	108
Go Water Skiing, 1yr (A)	108
Read Comic Books, 1yr (A)	107
Shop at Food Lion, 1mo (A)	107
Buy Hard Rock Music, 1yr (A)	106
Buy from Sonic Drive-in, 1mo (A)	105
Use Internet, Light (A)	105
Go Hunting with Gun, 1yr (A)	102
Play Racquetball, 1yr (A)	102
Participate in Online Dating, 1mo (A)	101
Go Fishing, 1yr (A)	100
Go Sailing, 1yr (A)	98
Own Xbox 360 (H)	98

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

2009 Statistics:

US Households:	2,479,958 (2.15%)
Median HH Income:	\$33,090

Lifestyle Traits

Order from Publishers Clearing House
Belong to church board
Read Hunting
Watch Hallmark Channel
Ford Ranger

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	5.26	0.00	0
Householder Age: 25-34	14.59	0.00	0
Householder Age: 35-44	18.67	0.00	0
Householder Age: 45-54	22.24	0.00	0
Householder Age: 55-64	17.44	32.38	186
Householder Age: 65-74	11.17	50.72	454
Householder Age: 75+	10.64	16.91	159

Income

Description	U.S.	Segment	Index
Household Income: Under \$10,000	6.33	18.69	295
Household Income: \$10,000-\$19,999	10.40	47.41	456
Household Income: \$20,000-\$29,999	10.98	33.90	309
Household Income: \$30,000-\$39,999	11.23	0.00	0
Household Income: \$40,000-\$49,999	9.95	0.00	0
Household Income: \$50,000-\$74,999	18.96	0.00	0
Household Income: \$75,000-\$99,999	11.92	0.00	0
Household Income: \$100,000-\$149,999	11.85	0.00	0
Household Income: \$150,000-\$199,999	4.62	0.00	0
Household Income: \$200,000 or More	3.79	0.00	0

Age and Income Summary

Description	U.S.	Segment	Index
Householder Age: 18-34	19.85	0.00	0
Householder Age: 35-54	40.90	0.00	0
Householder Age: 55+	39.25	100.00	255
Household Income: Under \$30K	27.71	100.00	361
Household Income: \$30K-\$74K	40.14	0.00	0
Household Income: \$75,000-\$99,999	11.92	0.00	0
Household Income: \$100K+	20.24	0.00	0

Education

Description	U.S.	Segment	Index
Householder Education: Did Not Graduate High School	13.33	40.25	302
Householder Education: Graduated High School	30.80	41.68	135
Householder Education: Attended Some College	25.89	14.85	57
Householder Education: Bachelor's Degree	19.34	2.50	13
Householder Education: Post Graduate Degree	10.61	0.63	6

Back Country Folks

Employment Type

Description	U.S.	Segment	Index
Householder Occupation: Management/Business/Financial	12.70	1.61	13
Householder Occupation: Professional	13.99	0.63	4
Householder Occupation: Sales/Office	13.99	4.38	31
Householder Occupation: Natural Resources/Construction/Maintenance	8.19	1.97	24
Householder Occupation: Other Employed	18.19	7.69	42

Employment by Occupation

Description	U.S.	Segment	Index
Householder Occupation Detail: Business/Finance	2.73	0.00	0
Householder Occupation Detail: Management	9.98	1.61	16
Householder Occupation Detail: Architect/Engineer	1.55	0.00	0
Householder Occupation Detail: Legal	0.80	0.00	0
Householder Occupation Detail: Computer/Mathematical	2.23	0.18	8
Householder Occupation Detail: Health Practitioner/Technician	2.86	0.00	0
Householder Occupation Detail: Education/Training/Library	3.47	0.36	10
Householder Occupation Detail: Life/Physical/Social Sciences	0.71	0.00	0
Householder Occupation Detail: Community/Social Services	1.05	0.00	0
Householder Occupation Detail: Arts/Entertainment/Sports	1.37	0.18	13
Householder Occupation Detail: Sales/Related	7.78	2.15	28
Householder Occupation Detail: Office/Admin Support	6.21	2.33	37
Householder Occupation Detail: Protective Service/Military	1.81	0.00	0
Householder Occupation Detail: Personal Care/Service	1.65	1.61	97
Householder Occupation Detail: Healthcare Support	0.92	0.36	39
Householder Occupation Detail: Food Preparation/Serving	2.09	1.16	56
Householder Occupation Detail: Transport/Material Moving	4.91	1.43	29
Householder Occupation Detail: Production	4.76	1.25	26
Householder Occupation Detail: Building Grounds Maintenance	2.08	1.97	94
Householder Occupation Detail: Natural Resources/Construction	4.34	1.52	35
Householder Occupation Detail: Maintenance/Repair	3.86	0.36	9

Race and Ethnicity

Description	U.S.	Segment	Index
Race: White	79.72	88.64	111
Race: Black	11.32	8.14	72
Race: Asian	2.26	0.18	8
Race: Other	6.77	1.88	28
Ethnicity: Hispanic	10.16	2.68	26

Language

Description	U.S.	Segment	Index
Household First Language: English	92.88	98.30	106
Household First Language: Spanish	4.84	0.72	15
Household First Language: Other	2.27	0.98	43

Back Country Folks

Home Ownership

Description	U.S.	Segment	Index
Tenure: Own Home	71.38	83.18	117
Tenure: Rents Home	28.62	16.82	59

Home Value

Description	U.S.	Segment	Index
Home Value: Less than \$50,000	4.66	22.99	493
Home Value: \$50,000-\$99,999	9.71	29.43	303
Home Value: \$100,000-\$149,999	10.93	14.76	135
Home Value: \$150,000-\$199,999	8.72	6.62	76
Home Value: \$200,000-\$499,999	27.24	8.68	32
Home Value: \$500,000 or More	10.14	0.72	7

Length of Residence

Description	U.S.	Segment	Index
Length of Residence: Less than 1 Year	16.30	5.72	35
Length of Residence: 1-4 Years	28.54	13.77	48
Length of Residence: 5 Years or More	55.08	80.32	146

Presence of Children in Household

Description	U.S.	Segment	Index
Presence of Children: <2 Years Old	5.70	0.36	6
Presence of Children: 2-5 Years Old	10.79	0.72	7
Presence of Children: 6-11 Years Old	14.28	2.06	14
Presence of Children: 12-17 Years Old	14.93	1.88	13

Number of Children in Household

Description	U.S.	Segment	Index
Number of Children in Household: 1	12.25	3.04	25
Number of Children in Household: 2	11.37	0.72	6
Number of Children in Household: 3	4.77	0.18	4
Number of Children in Household: 4	1.57	0.00	0
Number of Children in Household: 5+	0.68	0.18	26

Number of People in Household

Description	U.S.	Segment	Index
Household Size: 1 Person	26.74	55.90	209
Household Size: 2 People	36.23	35.42	98
Household Size: 3 or 4 People	27.71	7.87	28
Household Size: 5+ people	9.32	0.81	9

Back Country Folks

Top 15 Lifestyle Behaviors

	Index
Shop at Piggly Wiggly, 1mo (A)	233
Use Spam, 1mo (H)	215
Use Kellogg's Corn Flakes, 1wk (H)	209
Buy from Shoney's, 1mo (A)	187
Buy from Hardee's, 1mo (A)	181
Grocery Shopping, <\$60, 1wk (H)	179
Own Satellite Dish (H)	168
Buy from Captain D's, 1mo (A)	155
Order from Publishers Clearing House, 1yr (A)	151
Own Riding Lawn Mower (H)	148
Buy from Ponderosa, 1mo (A)	144
Use Internet, Light (A)	142
Buy from Golden Corral, 1mo (A)	140
Own Horse (H)	137
Diet: Semi-vegetarian (A)	130

Lifestyle Behaviors 16-30

	Index
Domestic Travel by Motor Home, 1yr (A)	127
Shop at Wal-Mart Pharmacy, 6mo (A)	125
Buy from Long John Silver, 1mo (A)	120
Drive Compact Pickup (A)	116
Buy from Bob Evan's Farm, 1mo (A)	115
Buy from Cracker Barrel, 1mo (A)	114
Shop at Food Lion, 1mo (A)	114
Buy Home Furnishings by Mail/Phone, 1yr (A)	111
Do Bird Watching, 1yr (A)	111
Belong to a Church Board (A)	110
Order from Readers Digest Association, 1yr (A)	109
Own Cat (H)	109
Drive Van (A)	108
Own Any Real Estate (H)	107
Play Bingo, 1yr (A)	106

Lifestyle Behaviors 31-45

	Index
Drive Regular Pickup (A)	104
Own Dog (H)	103
Buy Pre-Paid Calling Card, 1yr (A)	103
Internet Connection Home; Dial-up Modem (H)	101
Use Shake'n Bake, 6mo (H)	101
Domestic Travel by Railroad, 1yr (A)	101
Belong to a Veterans Club (A)	100
Use Cigarette Rolling Paper, 1wk (A)	100
Buy from KFC, 1mo (A)	99
Do Outdoor Gardening, 1yr (A)	99
Own/Lease New Chevrolet (H)	98
Bought Most Recent Vehicle (H)	98
Order from Avon, 1yr (A)	96
Do Needlepoint, 6mo (A)	93
Stay at Comfort Inn on Vacation, 1yr (A)	92

Big Fish, Small Pond

09 Big Fish, Small Pond

Upscale, Older w/o Kids

Older, upper-class, college-educated professionals, the members of Big Fish, Small Pond are often among the leading citizens of their small-town communities. These upscale, empty-nesting couples enjoy the trappings of success, including belonging to country clubs, maintaining large investment portfolios, and spending freely on computer technology.

Social Group:	Landed Gentry
Lifestage Group:	Affluent Empty Nests

2009 Statistics:

US Households:	2,536,075 (2.20%)
Median HH Income:	\$85,358

Lifestyle Traits

Order from L.L. Bean
Contribute to PBS
Read Atlantic Monthly
Watch Masters Golf
Cadillac DTS

Demographics Traits:

Urbanicity:	Town/Rural
Income:	Upscale
Income Producing Assets:	Elite
Age Ranges:	45-64
Presence of Kids:	HH w/o Kids
Homeownership:	Homeowners
Employment Levels:	Management
Education Levels:	Graduate Plus
Ethnic Diversity:	White

Big Fish, Small Pond

Age

Description	U.S.	Segment	Index
Householder Age: 18-24	5.26	0.00	0
Householder Age: 25-34	14.59	0.00	0
Householder Age: 35-44	18.67	0.00	0
Householder Age: 45-54	22.24	0.00	0
Householder Age: 55-64	17.44	60.15	345
Householder Age: 65-74	11.17	27.04	242
Householder Age: 75+	10.64	12.81	120

Income

Description	U.S.	Segment	Index
Household Income: Under \$10,000	6.33	0.00	0
Household Income: \$10,000-\$19,999	10.40	0.00	0
Household Income: \$20,000-\$29,999	10.98	0.00	0
Household Income: \$30,000-\$39,999	11.23	0.00	0
Household Income: \$40,000-\$49,999	9.95	0.00	0
Household Income: \$50,000-\$74,999	18.96	0.00	0
Household Income: \$75,000-\$99,999	11.92	14.32	120
Household Income: \$100,000-\$149,999	11.85	49.45	417
Household Income: \$150,000-\$199,999	4.62	17.19	372
Household Income: \$200,000 or More	3.79	19.12	505

Age and Income Summary

Description	U.S.	Segment	Index
Householder Age: 18-34	19.85	0.00	0
Householder Age: 35-54	40.90	0.00	0
Householder Age: 55+	39.25	100.00	255
Household Income: Under \$30K	27.71	0.00	0
Household Income: \$30K-\$74K	40.14	0.00	0
Household Income: \$75,000-\$99,999	11.92	14.32	120
Household Income: \$100K+	20.24	85.68	423

Education

Description	U.S.	Segment	Index
Householder Education: Did Not Graduate High School	13.33	5.14	39
Householder Education: Graduated High School	30.80	18.37	60
Householder Education: Attended Some College	25.89	23.50	91
Householder Education: Bachelor's Degree	19.34	26.71	138
Householder Education: Post Graduate Degree	10.61	26.28	248

Big Fish, Small Pond

Employment Type

Description	U.S.	Segment	Index
Householder Occupation: Management/Business/Financial	12.70	24.26	191
Householder Occupation: Professional	13.99	16.18	116
Householder Occupation: Sales/Office	13.99	10.70	76
Householder Occupation: Natural Resources/Construction/Maintenance	8.19	2.78	34
Householder Occupation: Other Employed	18.19	8.42	46

Employment by Occupation

Description	U.S.	Segment	Index
Householder Occupation Detail: Business/Finance	2.73	3.62	133
Householder Occupation Detail: Management	9.98	20.64	207
Householder Occupation Detail: Architect/Engineer	1.55	2.61	169
Householder Occupation Detail: Legal	0.80	1.26	158
Householder Occupation Detail: Computer/Mathematical	2.23	3.37	151
Householder Occupation Detail: Health Practitioner/Technician	2.86	3.29	115
Householder Occupation Detail: Education/Training/Library	3.47	2.86	83
Householder Occupation Detail: Life/Physical/Social Sciences	0.71	0.51	71
Householder Occupation Detail: Community/Social Services	1.05	0.76	72
Householder Occupation Detail: Arts/Entertainment/Sports	1.37	1.60	117
Householder Occupation Detail: Sales/Related	7.78	8.85	114
Householder Occupation Detail: Office/Admin Support	6.21	1.85	30
Householder Occupation Detail: Protective Service/Military	1.81	0.76	42
Householder Occupation Detail: Personal Care/Service	1.65	0.25	15
Householder Occupation Detail: Healthcare Support	0.92	0.17	18
Householder Occupation Detail: Food Preparation/Serving	2.09	0.59	28
Householder Occupation Detail: Transport/Material Moving	4.91	3.88	79
Householder Occupation Detail: Production	4.76	2.36	50
Householder Occupation Detail: Building Grounds Maintenance	2.08	0.59	28
Householder Occupation Detail: Natural Resources/Construction	4.34	1.01	23
Householder Occupation Detail: Maintenance/Repair	3.86	1.77	46

Race and Ethnicity

Description	U.S.	Segment	Index
Race: White	79.72	96.55	121
Race: Black	11.32	1.77	16
Race: Asian	2.26	0.42	19
Race: Other	6.77	1.01	15
Ethnicity: Hispanic	10.16	1.68	17

Language

Description	U.S.	Segment	Index
Household First Language: English	92.88	99.49	107
Household First Language: Spanish	4.84	0.25	5
Household First Language: Other	2.27	0.25	11

Big Fish, Small Pond

Home Ownership

Description	U.S.	Segment	Index
Tenure: Own Home	71.38	98.06	137
Tenure: Rents Home	28.62	1.85	6

Home Value

Description	U.S.	Segment	Index
Home Value: Less than \$50,000	4.66	1.26	27
Home Value: \$50,000-\$99,999	9.71	3.62	37
Home Value: \$100,000-\$149,999	10.93	6.23	57
Home Value: \$150,000-\$199,999	8.72	7.83	90
Home Value: \$200,000-\$499,999	27.24	52.15	191
Home Value: \$500,000 or More	10.14	26.96	266

Length of Residence

Description	U.S.	Segment	Index
Length of Residence: Less than 1 Year	16.30	3.88	24
Length of Residence: 1-4 Years	28.54	17.78	62
Length of Residence: 5 Years or More	55.08	78.35	142

Presence of Children in Household

Description	U.S.	Segment	Index
Presence of Children: <2 Years Old	5.70	0.00	0
Presence of Children: 2-5 Years Old	10.79	0.00	0
Presence of Children: 6-11 Years Old	14.28	0.00	0
Presence of Children: 12-17 Years Old	14.93	0.00	0

Number of Children in Household

Description	U.S.	Segment	Index
Number of Children in Household: 1	12.25	0.00	0
Number of Children in Household: 2	11.37	0.00	0
Number of Children in Household: 3	4.77	0.00	0
Number of Children in Household: 4	1.57	0.00	0
Number of Children in Household: 5+	0.68	0.00	0

Number of People in Household

Description	U.S.	Segment	Index
Household Size: 1 Person	26.74	10.95	41
Household Size: 2 People	36.23	74.30	205
Household Size: 3 or 4 People	27.71	14.49	52
Household Size: 5+ people	9.32	0.25	3

Big Fish, Small Pond

Top 15 Lifestyle Behaviors

	Index
Own City/Municipal Government Bonds (A)	575
Belong to a Country Club (A)	486
Own/Lease New, Type, Convertible (H)	389
Own US Treasury Notes (A)	379
Shop at Ethan Allen Galleries, 1yr (A)	377
Use Scottrade, 1yr (A)	371
Order from L.L. Bean, 1yr (A)	367
Take 3+ Cruises, 3yr (A)	357
Contribute to PBS, 1yr (A)	344
Order from J. Crew, 1yr (A)	337
Travel to Australia/New Zealand/South Pacific, 3yr (A)	331
Shop at Talbots, 3mo (A)	313
Own Vacation/Weekend Home (H)	301
Own Annuities (A)	297
Use Full Service Brokerage Firm, 1yr (A)	293

Lifestyle Behaviors 16-30

	Index
Buy from Romano's Macaroni Grill, 1mo (A)	290
Domestic Vacation, Play Golf, 1yr (A)	286
Own Cross Country Boots/Skis (A)	285
Buy Collectables by Internet, 1yr (A)	278
Own/Lease New Mercedes (H)	278
Own Power Boat (H)	278
Belong to a Civic Club (A)	277
Own Any Stock (A)	267
Shop at Neiman Marcus, 3mo (A)	263
Buy from Friendly's, 1mo (A)	261
Drink Domestic White Wine, 1wk (A)	261
Order from Land's End, 1yr (A)	260
Foreign Travel by Cruise Ship, 3yr (A)	250
Travel to Any Western Europe, 3yr (A)	248
Buy From Ruth's Chris Steak House, 6mo (A)	243

Lifestyle Behaviors 31-45

	Index
Drink Domestic Red Wine, 1wk (A)	243
Do Bird Watching, 1yr (A)	242
Own Any Certificate of Deposit (A)	241
Own Horse (H)	240
Own Any Real Estate (H)	240
Own Timeshare Residence (H)	239
Contribute to NPR, 1 yr (A)	239
Own/Lease New Domestic Vehicle, 1yr (H)	238
Belong to a Veterans Club (A)	237
Foreign Trips, 3+ Trips, 3yr (A)	235
Has an IRA Account (A)	235
Buy Classical Music, 1yr (A)	233
Buy Golf Clubs, 1yr (A)	232
Drink Imported Wine, 1wk (A)	230
Stay at Comfort Inn on Vacation, 1yr (A)	228

Acknowledgements

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