PSYCHOGRAPHIC PROFILE
GONZALES, Texas

GONZALES
Economic Development Corporation

Prepared Using ESRI Tapestry Model

TheRetailCoach®

What Is Tapestry Segmentation?

Tapestry Segmentation is a market segmentation systems that classifies US neighborhoods based on their socioeconomic and demographic compositions. Tapestry is a system for classifying consumers and constituents using all the variables that can distinguish consumer behavior, from household characteristics such as income and family type to personal traits like age, education, or employment and even housing choices.

Tapestry Segmentation classifies US neighborhoods into 65 distinct market segments. Neighborhoods with the most similar characteristics are grouped together, while neighborhoods with divergent characteristics are separated. Tapestry Segmentation combines the "who" of lifestyle demography with the "where" of local neighborhood geography to create a model of various lifestyle classifications, or segments, of actual neighborhoods with addresses—distinct behavioral market segments.

Who Should Use Tapestry Segmentation?

All companies, agencies, and organizations need to understand consumers/ constituents in order to supply them with the right products and services and to reach them via their preferred media. These applications require a robust segmentation system that can accurately profile these diverse markets. The versatility and predictive power of Tapestry Segmentation allow users to integrate their own data or national consumer surveys into Tapestry Segmentation to identify their best market segments and reach them through the most effective channels.

Tapestry Segmentation Summary Groups

Esri's Tapestry Segmentation provides a robust, powerful portrait of the 65 US consumer markets. To provide a broader view of these 65 segments, Esri combined them into 12 LifeMode Summary Groups based on lifestyle and lifestage composition.

L1 High Society
L2 Upscale Avenues
L3 Metropolis
L4 Solo Acts
L5 Senior Styles
L6 Scholars and Patriots
L7 High Hopes
L8 Global Roots
L9 Family Portrait
L10 Traditional Living
L11 Factories and Farms
L12 American Quilt

GONZALES, TX
Retail Trade Area
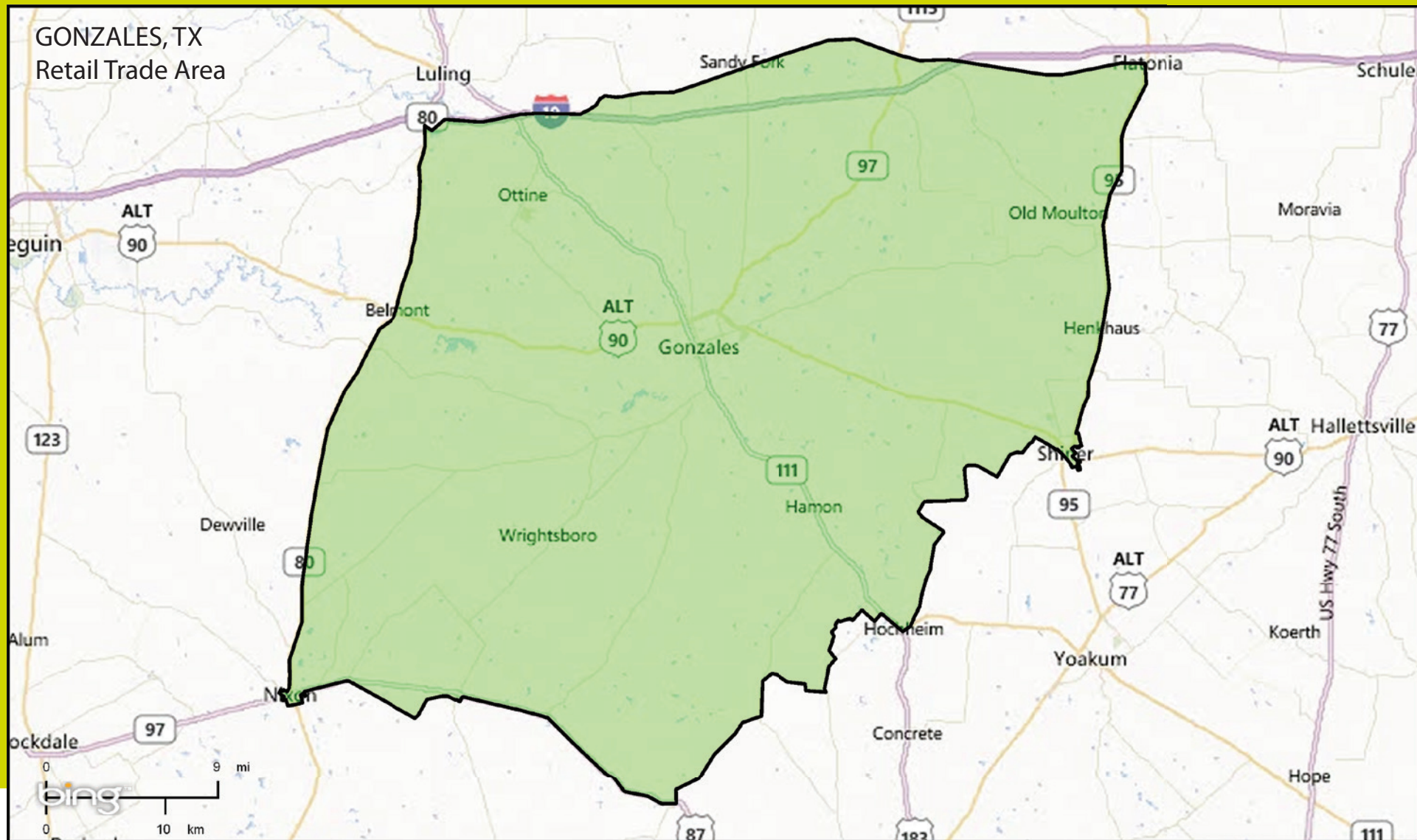
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GONZALES
Economic Development Corporation

GONZALES, TX
Tapestry Segments

RANK	TAPESTRY SEGMENT	HOUSEHOLDS PERCENT	CUMULATIVE PERCENT	U.S. HOUSEHOLDS PERCENT	CUMULATIVE PERCENT	INDEX
1	37. Prairie Living	25.2%	25.2%	1.0%	1.0%	2,536
2	59. Southwestern Families	16.7%	41.9%	1.0%	2.0%	1,708
3	50. Heartland Communities	15.8%	57.7%	2.1%	4.1%	745
4	56. Rural Bypasses	13.3%	71.0%	1.5%	5.6%	899
5	42. Southern Satellites	11.0%	82.0%	2.7%	8.3%	405
	Subtotal	82.0%		8.3%		
6	46. Rooted Rural	5.2%	87.2%	2.4%	10.7%	217
7	33. Midlife Junction	4.5%	91.8%	2.5%	13.2%	184
8	31. Rural Resort Dwellers	3.9%	95.7%	1.6%	14.8%	243
9	53. Home Town	3.3%	99.0%	1.4%	16.2%	229
10	26. Midland Crowd	0.4%	99.5%	3.8%	20.0%	11
	Subtotal	17.5%		11.8%		
11	49. Senior Sun Seekers	0.4%	99.8%	1.2%	21.2%	30
12	25. Salt of the Earth	0.2%	100.0%	2.7%	24.0%	7
	Subtotal	0.5%		3.9%		
	Total	**100.0%**		**24.0%**		**417**

1. Prairie Living (37) - 25.2%

Segment Code	*37*
Segment Name	*Prairie Living*
LifeMode Summary Group	*L11 Factories and Farms*
Urbanization Summary Group	*U11 Rural II*

Demographic

Small, family-owned farms in the Midwest dominate this stable market. Two-thirds of these households are composed of married couples with or without children. These residents are slightly older, with a median age of 41.6 years. There is little diversity here; 9 in 10 of these residents are white.

Socioeconomic

More than 67 percent of the residents are in the labor force; the unemployment rate is low. One in four residents who work are self-employed. Even though agricultural jobs are important to the local economy, 40 percent of the residents work in white-collar jobs. Thirty-one percent of the households receive Social Security benefits; 43 percent collect income from their investments. The median household income is $42,830; the median net worth is $79,313. Eighty-four percent of the residents aged 25 years and older have graduated from high school; the number of those who hold a bachelor's or graduate degree is below the US level.

Residential

Most of these Midwestern neighborhoods are centered in Iowa, Nebraska, Minnesota, and Kansas. Smaller groups are concentrated in the West and South. Seventy-nine percent own their homes; the median home value is $103,090. Most housing is single-family; however, 11 percent are mobile homes, slightly higher than the US average. Thirty-six percent of the housing was built before 1940. Multiple vehicles are necessary to cover these rural areas. Approximately three-quarters of the households own two or more vehicles; one-third have three or more.

Preferences

Their purchases reflect their rural lifestyle; Prairie Living residents buy work boots and hunting clothes. They can with pressure cookers and fill their separate freezers with produce from their vegetable gardens. They own riding mowers, gardening equipment, and tools to service their vehicles and make home repairs. They will tackle home improvement projects such as kitchen remodeling. They're pet owners. Many own satellite dishes because cable TV is not available in many rural neighborhoods. Prairie Living residents are loyal country music fans and tune in to radio and television for their favorite music.

They enjoy hunting, fishing, horseback riding, target shooting, and riding around on their all-terrain vehicles. They tend to be political conservatives. They prefer domestic vehicles, especially trucks. Civic-minded Prairie Living residents serve on church boards, speak at public meetings, volunteer for charitable organizations, and help with fund-raising. Prairie Living households shop for bargains. Wal-Mart is, by far, their favorite retailer, followed by Kmart and JCPenney. They often rely on a Wal-Mart Supercenter for extra grocery shopping.

Summary

Household/Median Age	**Married-couple families/41.3**
Median Household Income	**Middle**
Employment	**Skilled, farming**
Education	**HS graduate, some college**
Housing/Median Home Value	**Single family/$106,220**
Race/Ethnicity	**White**
Lifestyle	**Own pets; go hunting, birdwatching**

2. Southwestern Families (59) - 16.7%

Segment Code	*59*
Segment Name	*Southwestern Families*
LifeMode Summary Group	*L9 Family Portraits*
Urbanization Summary Group	*U6 Urban Outskirts II*

Demographic

A mix of family types comprise 80 percent of the households in Southwestern Families neighborhoods. These young families form the foundation of Hispanic life in the Southwest. Children are the center of these households that are composed mainly of married couples with children and single-parent families. The average family size is 3.97, the fourth largest among all the Tapestry Segmentation. The rest of the households in these neighborhoods are married couples with no children living at home and other families. Grandparents are caregivers in some of these households. The median age of this young market is 28.8 years. Ethnic diversity is high; 83 percent of the residents are Hispanic. Diversity is also evident in the 28 percent of foreign-born residents who immigrated before 1990. Fifty-six percent of the residents are white, 30 percent are of other race populations, and 5 percent are American Indian populations. At five times the US level, Southwestern Families has the highest percentage of American Indian population of the Tapestry segments.

Socioeconomic

The median household income for this segment is $28,307. They carefully budget their income month to month to pay for the upkeep of their homes and families. Ten percent receive Supplemental Security Income; 10 percent receive public assistance. With little chance to save, their median net worth is $16,944. Recent arrivals and older generations are language-isolated. Educational attainment levels are low; nearly 50 percent of residents aged 25 years and older have not graduated from high school. Most employed residents work in blue-collar and service jobs. Higher-than-average proportions of employed residents work in the construction, accommodation/food services, administrative and other services, agricultural, and mining industry sectors. The unemployment rate is 17.3 percent.

Residential

As the segment name implies, Southwestern Families communities are located almost entirely in the Southwest; 72 percent of these households are in Texas. Home ownership is important to these settled, suburban folks; more than two-thirds own their homes. The median home value is $57,028, the second lowest among the Tapestry segments. Residents live in small, modest, primarily single-family homes. Eleven percent live in mobile homes in rural, nonfarm areas.

Preferences

Southwestern Families residents frequently buy baby and children's products such as disposable diapers and infant formula. To record family events, many will buy cameras.

They buy clothes and occasionally shop for groceries at discount stores. Many also fill prescriptions there or at Walgreens and Wal-Mart. They shop for groceries at Albertson's, Kroger, and Vons. They buy used cars; car-savvy residents will fix and replace old car parts such as shocks, struts, and mufflers.

Cable subscriptions are low even though service is available. When they buy a TV, they will choose a large-screen TV—42" and bigger. They listen to Hispanic and contemporary hits radio. TV and radio are the best media to reach them instead of newspapers or magazines.

Summary

Household/Median Age	**Family mix/28.6**
Median Household Income	**Lower middle/$27,863**
Employment	**Skilled, services**
Education	**No HS diploma**
Housing/Median Home Value	**Single family/$60,100**
Race/Ethnicity	**White; American Indian; Hispanic**
Lifestyle	**Buy children's products; play soccer, football, softball**

3. Heartland Communities (50) - 15.8%

Segment Code	50
Segment Name	Heartland Communities
LifeMode Summary Group	L5 Senior Styles
Urbanization Summary Group	U9 Small Towns

Demographic

Settled and close-knit, residents of Heartland Communities have a median age of 42.8 years. Approximately half of the residents have already retired, many in the same towns where they have lived and worked their whole lives. Nearly half are aged 55 years or older. Although married-couple families comprise nearly half of the household types and almost one-third are singles who live alone, other family types and shared housing are also represented. Children are found in 30 percent of the households. Diversity is minimal; nearly 9 in 10 residents are white.

Socioeconomic

The median household income is $35,160. Two-thirds of the households earn wage and salary income, and 39 percent receive Social Security benefits. Because of low home value, their median net worth is $46,091. Employed residents work in occupations ranging from management positions to unskilled labor jobs; approximately 40 percent are employed in service industries. The percentage of the population aged 25 years or older that has completed high school is higher than the US level; the percentage that has attended college is far lower than the US figure.

Residential

Home to six million people, Heartland Communities neighborhoods are found primarily in small towns scattered across the Midwest and South. Low-density neighborhoods dominate, with older homes in urban clusters and rural, nonfarm areas. More than half of the housing units were built before 1960. Home ownership is at 71 percent; the median home value is $78,489, less than half of the US median. More than three-fourths of the housing is single-family dwellings.

Preferences

Heartland Communities residents invest time and money in their cherished homes and communities. They take pride in their gardening skills and in growing their own vegetables. Many homes own a riding lawn mower to keep up their relatively large lots. Residents tackle home improvement projects such as exterior painting and faucet replacement and shop at Ace Hardware or Lowe's. Many residents order items from catalogs, QVC, and Avon sales representatives. They also shop at Wal-Mart or Kmart and buy groceries at Wal-Mart Supercenters. Favorite restaurants include Golden Corral and Cracker Barrel. The residents in this segment rarely travel by plane.

Heartland Communities residents have a distinctly country lifestyle. They go hunting and fishing. They also read gardening, fishing, and hunting magazines and listen to country music and auto races on the radio. Reading two or more Sunday newspapers is important to them. Some join fraternal orders or religious clubs and even get involved with local politics. Many Heartland Communities households subscribe to cable and usually watch news programs and movies on TV.

Summary

Household/Median Age	Mixed/42.0
Median Household Income	Lower middle
Employment	Skilled, professional, management, services
Education	No HS diploma, HS graduate
Housing/Median Home Value	Single family/$82,080
Race/Ethnicity	White
Lifestyle	Work on lawn, gardening, DIY projects; order products from Avon

4. Rural Bypasses (56) - 13.3%

Segment Code	*56*
Segment Name	*Rural Bypasses*
LifeMode Summary Group	*L11 Factories and Farms*
Urbanization Summary Group	*U11 Rural II*

Demographic

The age and household composition of the Rural Bypasses market is very similar to US distributions. Half of the households consist of married-couple families, 15 percent are single-parent families, and 7 percent are other family types. One-fourth of the households consist of a single person. The median age for this segment is 38.3 years, near the US median of 37 years. Fifty-eight percent of the residents are white; 35.5 percent are black.

Socioeconomic

The median household income is $28,082. Wages and salaries provide the primary sources of income; however, many depend upon Social Security, Supplemental Security Income, and public assistance for support. Because of low home values and household debt, the median net worth of $22,235 is below the median household income. Overall, two in three residents aged 25 years and older have graduated from high school; the population with a bachelor's degree is one-third that of the US level. Employed residents work in a variety of occupations, with a slightly higher percentage in blue-collar occupations. Higher-than-average proportions of employed residents work in the agricultural, mining, manufacturing, and construction industry sectors. Compared to US levels, the labor force participation rate of 50 percent is low and the unemployment rate of 14.6 percent is high.

Residential

Open space, undeveloped land, and farmland are found in Rural Bypasses neighborhoods, located almost entirely in the South. Families live in small towns along country back roads. Residents enjoy the open air in these sparsely populated neighborhoods. Most houses are modest, single-family dwellings; 32 percent are mobile homes. Home ownership is at 76 percent; the median home value is $63,328, one of the three lowest of the Tapestry segments. Most housing in this market was built after 1969. The vacancy rate of 16 percent is high.

Preferences

Typical of their country lifestyle, Rural Bypasses residents prefer to drive trucks and SUVs and listen to country radio. To save money, they eat at home and maintain their homes and gardens themselves. In areas with no cable access, some residents install satellite dishes to watch TV. They frequently watch sports on TV, NASCAR and other auto races, college football games, and fishing programs.

They read fishing and hunting magazines. Conservative with their long-distance calls, resident demand for cost-effective cellular services is growing. They shop at discount stores, preferably at Wal-Mart. They also order from catalogs and from their Avon representatives. They shop at home improvement stores such as Lowe's and fill prescriptions at the local Wal-Mart Pharmacy instead of regular pharmacies. This is the top Tapestry segment to own and/or buy new motorcycles.

Summary

Household/Median Age	**Family mix/38.0**
Median Household Income	**Lower middle**
Employment	**Retired, skilled, services**
Education	**No HS diploma, HS graduate**
Housing/Median Home Value	**Single family, mobile home/$66,625**
Race/Ethnicity	**White; Black**
Lifestyle	**Attend auto racing (NASCAR); go hunting**

5. Southern Satellites (42) - 11.0%

Segment Code	*42*
Segment Name	*Southern Satellites*
LifeMode Summary Group	*L11 Factories and Farms*
Urbanization Summary Group	*U11 Rural II*

Demographic

Found primarily in the rural South, Southern Satellites households consist of married couples with and without children; 22 percent are singles. The median age of 38.5 years is near the US median of 37. This segment has low diversity; 87 percent of the residents are white.

Socioeconomic

The median household income is $39,720; the median net worth is $52,671. Sixty percent participate in the labor force, slightly below the US percentage. Most households earn income from wages and salaries; 28 percent receive Social Security benefits. The manufacturing and service industry sectors provide most of their jobs. Educational attainment is lower than the national level; 16 percent of residents aged 25 years and older have not graduated from high school.

Residential

Eighty percent of these households are in the South. Primary housing types in these neighborhoods are newer single-family dwellings for two-thirds of the households; 30 percent live in mobile homes. The home ownership rate is 81 percent; the median home value is $86,547. Nearly two-thirds of the housing was built after 1969. Vacancy rates are slightly above average.

Preferences

These rural residents enjoy country life. Fishing and hunting are two favorite leisure activities, and Southern Satellites residents spend money for magazines, clothes, and gear related to these interests. Because cable is not always available, many residents own satellite dishes.

Many own pets. They work in their vegetable gardens and might own equipment such as riding mowers and tillers to help with outdoor chores. Most households have two or more vehicles to meet their transportation needs; they prefer domestic cars, and many drive trucks.

They consider themselves to be politically conservative. They read newspapers and magazines infrequently; however, they listen to country radio and watch fishing programs, NASCAR races, and country music programs on TV. Owning personal computers and going online from home isn't important to these residents.

Summary

Household/Median Age	**Married-couple families/37.7**
Median Household Income	**Lower middle/$39,758**
Employment	**Skilled**
Education	**No HS diploma, HS graduate**
Housing/Median Home Value	**Single family, mobile home/$90,801**
Race/Ethnicity	**White**
Lifestyle	**Shop at Wal-Mart; do gardening, go hunting**

GONZALES, TX
Dominant Tapestries and LifeMode Groups

L1 High Society
Affluent, well educated, married-couple homeowners

L2 Upscale Avenues
Prosperous, married-couple homeowners in different housing

L3 Metropolis
City dwellers in older homes reflecting the diversity of urban culture

L4 Solo Acts
Urban young singles on the move

L5 Senior Styles
Senior lifestyles by income, age and housing

L6 Scholars and Patriots
College, military environments

L7 High Hopes
Young households striving for the "American Dream"

L8 Global Roots
Ethnic and culturally diverse families

L9 Family Portrait
Youth, family life and children

L10 Traditional Living
Middle aged, middle income - Middle America

L11 Factories and Farms
Hardworking families in small communities, settled near jobs

L12 American Quilt
Households in small towns in rural areas
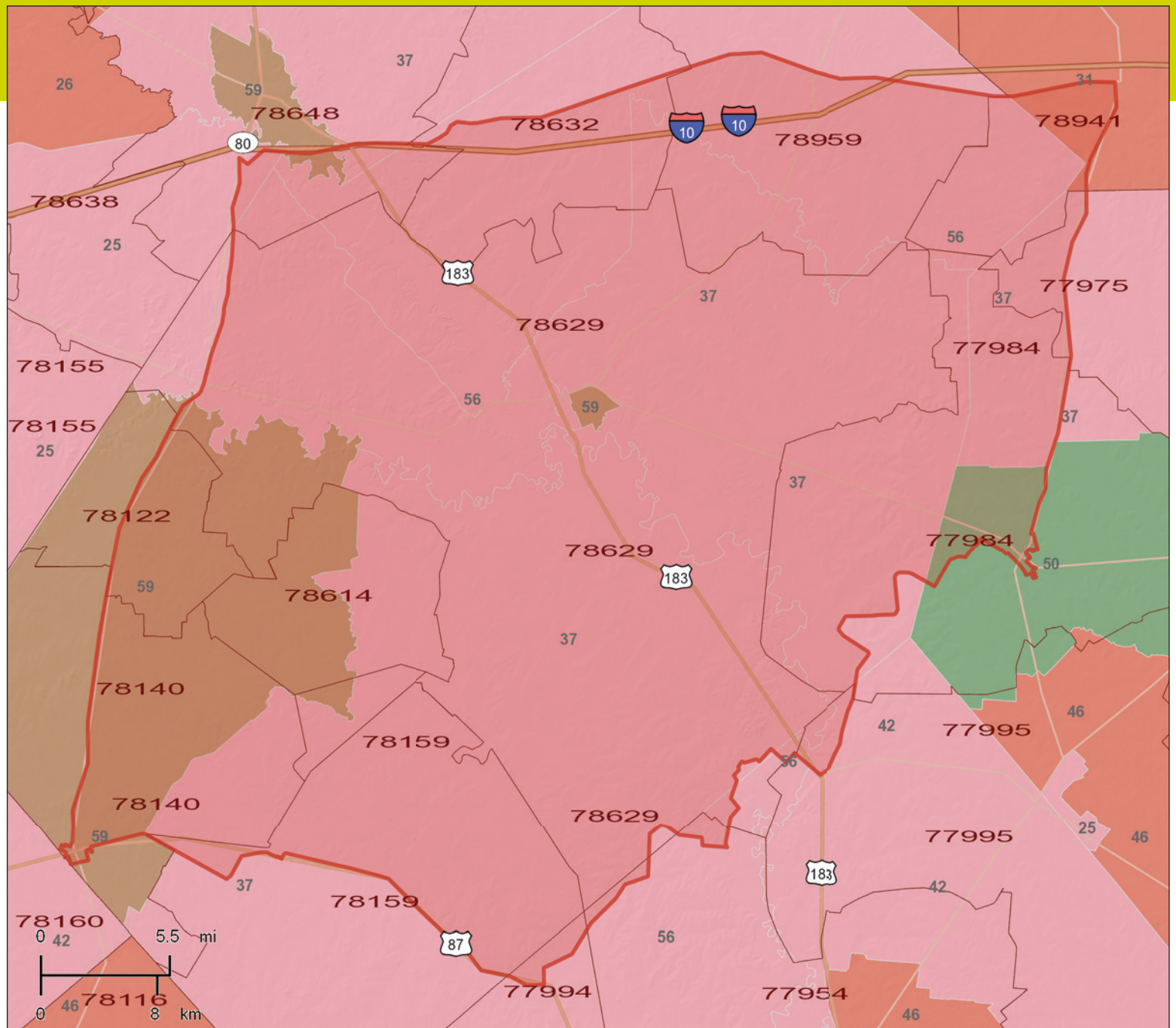
GONZALES, TX
Tapestry LifeMode Groups

TAPESTRY LIFEMODE GROUPS	2010 HOUSEHOLDS NUMBER	PERCENT	INDEX	2010 POPULATION NUMBER	PERCENT	INDEX
Total:	7,935	100.0%		21,580	100.0%	
L1. High Society	0	0.0%	0	0	0.0%	0
01 Top Rung	0	0.0%	0	0	0.0%	0
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
04 Boomburbs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	0	0.0%	0	0	0.0%	0
L2. Upscale Avenues	0	0.0%	0	0	0.0%	0
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
13 In Style	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
17 Green Acres	0	0.0%	0	0	0.0%	0
18 Cozy and Comfortable	0	0.0%	0	0	0.0%	0
L3. Metropolis	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitans	0	0.0%	0	0	0.0%	0
45 City Strivers	0	0.0%	0	0	0.0%	0
51 Metro City Edge	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
L4. Solo Acts	0	0.0%	0	0	0.0%	0
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0

GONZALES, TX
Tapestry LifeMode Groups

TAPESTRY LIFEMODE GROUPS	2010 HOUSEHOLDS NUMBER	PERCENT	INDEX	2010 POPULATION NUMBER	PERCENT	INDEX
27 Metro Renters	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	0	0.0%	0	0	0.0%	0
39 Young and Restless	0	0.0%	0	0	0.0%	0
L5. Senior Styles	1,279	16.1%	131	3,102	14.4%	139
14 Prosperous Empty Nesters	0	0.0%	0	0	0.0%	0
15 Silver and Gold	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	0	0.0%	0	0	0.0%	0
30 Retirement Communities	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	28	0.4%	30	54	0.3%	25
50 Heartland Communities	1,251	15.8%	745	3,048	14.1%	743
57 Simple Living	0	0.0%	0	0	0.0%	57
65 Social Security Set	0	0.0%	0	0	0.0%	0
L6. Scholars & Patriots	0	0.0%	0	0	0.0%	0
40 Military Proximity	0	0.0%	0	0	0.0%	40
55 College Towns	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0
L7. High Hopes	0	0.0%	0	0	0.0%	0
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
48 Great Expectations	0	0.0%	0	0	0.0%	0
L8. Global Roots	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	38
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0

GONZALES, TX
Tapestry LifeMode Groups

TAPESTRY LIFEMODE GROUPS	2010 HOUSEHOLDS NUMBER	PERCENT	INDEX	2010 POPULATION NUMBER	PERCENT	INDEX
60 City Dimensions	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
L9. Family Portrait	1,326	16.7%	212	3,996	18.5%	200
12 Up and Coming Families	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
59 Southwestern Families	1,326	16.7%	1,708	3,996	18.5%	1,407
64 City Commons	0	0.0%	0	0	0.0%	0
L10. Traditional Living	360	4.5%	52	1,014	4.7%	57
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
33 Midlife Junction	360	4.5%	184	1,014	4.7%	214
34 Family Foundations	0	0.0%	0	0	0.0%	0
L11. Factories & Farms	4,208	53.0%	566	11,673	54.1%	586
25 Salt of the Earth	15	0.2%	7	37	0.2%	6
37 Prairie Living	2,001	25.2%	2,536	5,229	24.2%	2,433
42 Southern Satellites	871	11.0%	406	2,573	11.9%	450
53 Home Town	263	3.3%	229	792	3.7%	265
56 Rural Bypasses	1,058	13.3%	899	3,042	14.1%	941
L12. American Quilt	762	9.6%	103	1,795	8.3%	89
26 Midland Crowd	34	0.4%	11	69	0.3%	8
31 Rural Resort Dwellers	312	3.9%	243	712	3.3%	226
41 Crossroads	0	0.0%	0	0	0.0%	0
46 Rooted Rural	416	5.2%	217	1,014	4.7%	202
66 Unclassified	0	0.0%	0	0	0.0%	0

Tapestry Segmentation LifeMode Group Descriptions

The 65 distinct market segments in Tapestry Segmentation profile the diversity of the American population and provide two ways to summarize and simplify these differences—LifeMode summary groups and Urbanization summary groups. Segments within a LifeMode summary group share an experience such as being born in the same time period or a trait such as affluence. Urbanization summary groups share a locale, from the urban canyons of the largest cities to the rural lanes of villages or farms.

LifeMode Group: L1 High Society
Segment Codes: 01, 02, 03, 04, 05, 06, 07

Residents of the seven High Society neighborhoods are affluent and well educated. They represent slightly more than 12 percent of all US households but generate nearly one-quarter of the total US income. Employment in high paying positions, such as professional or managerial occupations, is a primary reason why the median household income for this group is $100,983. Most households are married couple families who live in affluent neighborhoods where the median home value is $320,065. Although this is one of the least ethnically diverse groups in the United States, it is one of the fastest growing, increasing by more than 2 percent annually since 2000. Residents of High Society are affluent and active—financially, civically, and physically. They participate in a wide variety of public activities and sports and travel extensively. Try the Internet or radio instead of television to reach these markets.

LifeMode Group: L2 Upscale Avenues
Segment Codes: 09, 10, 11, 13, 16, 17, 18

Prosperity is the overriding attribute shared by the seven segments in Upscale Avenues. Residents have earned their success from years of hard work. Similar to the High Society segments, many in this group are also well educated with above-average earnings. However, their housing choices reveal their distinct preferences. Urban markets such as Urban Chic and Pacific Heights favor townhouses and high-rises, Pleasant-Ville residents prefer single-family homes in suburban neighborhoods, and Green Acres residents opt for open spaces. Some have not settled on a home yet, such as the renters among Enterprising Professionals; others, such as Cozy and Comfortable residents, have been settled for years. The median household income for the group is $69,770, and their median net worth is $182,330. Prosperous domesticity also characterizes the lifestyle in Upscale Avenues. They invest in their homes; the owners work on landscaping and home remodeling projects, and the renters buy new furnishings and appliances. They play golf, lift weights, go bicycling, and take domestic vacations. Although they are partial to new cars, they also save and invest their earnings.

LifeMode Group: L3 Metropolis
Segment Codes: 20, 22, 45, 51, 54, 62

Residents in the six segments of the Metropolis group live and work in America's cities. They live in older, single-family homes or row houses built in the 1940s or earlier. Those living in larger cities tend to own fewer vehicles and rely more on public transportation; however, workers in most of the Metropolis segments commute to service-related jobs. The median value of their homes is $139,511. The Metropolis group reflects the segments' diversity in housing, age, and income. For example, ages among the segments range from Generation Xers to retirees; households include married couples with children and single parents with children. Employment status also varies from well-educated professionals to unemployed. The median household income of the group is $43,234. Their lifestyle is also uniquely urban and media oriented. They like music, especially urban and contemporary formats, which they listen to during their commutes. They watch a variety of TV programs, from news to syndicated sitcoms, and would rather see movies than read books.

LifeMode Group: L4 Solo Acts
Segment Codes: 08, 23, 27, 36, 39

Residents of the Solo Acts summary group segments are singles who prefer city life. Many are young, just starting out in more densely populated US neighborhoods; others are well-established singles who have no home ownership or child-rearing responsibilities. Second only to High Society, residents of this group tend to be well-educated, working professionals who are either attending college or already hold a degree. Their incomes reflect their employment experience, ranging from a low median of $44,601 (Old and Newcomers) among the newest households to approximately $93,899 (Laptops & Lattes) among established singles. Home ownership is at 28 percent; the median home value is $236,054. Contrary to modern migration patterns that flow away from the largest cities, Solo Acts' residents are moving into major cities such as New York City; Chicago; Washington, D.C.; Boston; Los Angeles; and San Francisco. With considerable discretionary income and few commitments, their lifestyle is urban, including the best of city life—dining out, attending plays and concerts, and visiting museums—and, for a break from constant connectivity, extensive travel domestically and abroad.

GONZALES, TX

Tapestry Segmentation LifeMode Group Descriptions

LifeMode Group: L5 Senior Styles
Segment Codes: 14, 15, 29, 30, 43, 49, 50, 57, 65

More than 14.4 million households in the nine Senior Styles segments comprise one of the largest LifeMode summary groups. As the US population ages, two of the fastest-growing American markets are found among The Elders and the Silver and Gold segments. Senior Styles segments illustrate the diversity among today's senior markets. Although incomes within this group cover a wide range, the median is $45,261, attributable mostly to retirement income or Social Security payments. Younger, more affluent seniors, freed of their child-rearing responsibilities, are traveling and relocating to warmer climates. Settled seniors are looking forward to retirement and remaining in their homes. Residents in some of the older, less privileged segments live alone and collect Social Security and other benefits. Their choice of housing depends on their income. This group may reside in single-family homes, retirement homes, or high-rises. Their lifestyles can be as diverse as their circumstances, but senior markets do have common traits among their preferences. Golf is their favorite sport; they play and watch golf on TV. They read the newspaper daily and prefer to watch news shows on television. Although their use of the Internet is nearly average, they are more likely to shop through QVC than online.

LifeMode Group: L6 Scholars and Patriots
Segment Codes: 40, 55, 63

This summary group is unique in the Tapestry Segmentation system. Their shared traits include youth, with the attendant lower incomes, and atypical environments such as college life or military service. Because of their transient lifestyle and lifestage, their home ownership rate is low. Most live in townhouses or apartments, although one-quarter reside in single-family homes. One segment, Military Proximity, is dominated by military life; the other two, College Towns and Dorms and Diplomas, are predominantly students who are pursuing college degrees. Although most of the residents in the military segment are either on active duty or employed in civilian jobs on military bases, the students tend to work part-time at low-paying jobs to support themselves while attending school. However, low personal income does not inhibit their lifestyles. Scholars and Patriots residents' eclectic tastes in sports range from yoga to football. Electronically savvy, they have wireless Internet connections, notebook computers, iPods, and digital cameras.

LifeMode Group: L7 High Hopes
Segment Codes: 28, 48

The High Hopes summary group includes Aspiring Young Families and Great Expectations. These residents are a mix of married couples, single parents, and singles who seek the "American Dream" of home ownership and a rewarding job. Most live in single-family houses or multiunit buildings; approximately half own their homes. The median home value is $119,508. Many would move to a new location for better opportunities. Many are young, mobile, and college educated; one-third are younger than 35 years. The median household income is $47,263, and the median net worth is $29,218.

LifeMode Group: L8 Global Roots
Segment Codes: 35, 38, 44, 47, 52, 58, 60, 61

Ethnic diversity is the common thread among the eight segments in Global Roots; the diversity index stands at 89. Las Casas and NeWest Residents represent a strong Hispanic influence in addition to a broad mix of cultural and racial diversity found in Urban Melting Pot and International Marketplace. Typical of new households, Global Roots' residents are young, earn modest incomes, and tend to rent in multiunit buildings. Their youth reflects recent immigration trends; half of all households have immigrated to the United States within the past 10 years. Married couples, usually with children; single parents; and people who live alone are typical of the household types in the Global Roots segments. Because households with children dominate, it is not surprising that spending is high for baby products, children's clothing, and toys. Residents of Global Roots are less likely than other groups to have home PCs but just as likely to use cell phones. They maintain ties with friends and relatives in their countries of origin with foreign travel.

LifeMode Group: L9 Family Portrait
Segment Codes: 12, 19, 21, 59, 64

Family Portrait has the fastest-growing population of the LifeMode summary groups, driven primarily by the rapid increase in the Up and Coming Families segment. Youth, family life, and the presence of children are the common characteristics across the five markets in Family Portrait. The group is also ethnically diverse: more than 30 percent of the residents are of Hispanic descent. The neighborhoods are predominantly composed of homeowners who live in single-family homes. Most households include married couples with children who contribute to the group's large household size, averaging more than 3.1 persons per household. Their lifestyle reflects their youth and family orientation—buying infant and children's clothing and toys and visiting theme parks and zoos.LifeMode Group:

L10 Traditional Living
Segment Codes: 24, 32, 33, 34

The four segments in Traditional Living convey the perception of real middle America—hardworking, settled families. The group's higher median age of 38.2 years also conveys their lifestage—a number of older residents who are completing their child-rearing responsibilities and anticipating retirement. Even though they're older, many still work hard to earn a modest living. They typically own single-family homes in established, slow-growing neighborhoods. They buy standard, four-door American cars, belong to veterans' clubs and fraternal organizations, take care of their homes and gardens, and rely on traditional media such as newspapers for their news.

LifeMode Group: L11 Factories and Farms
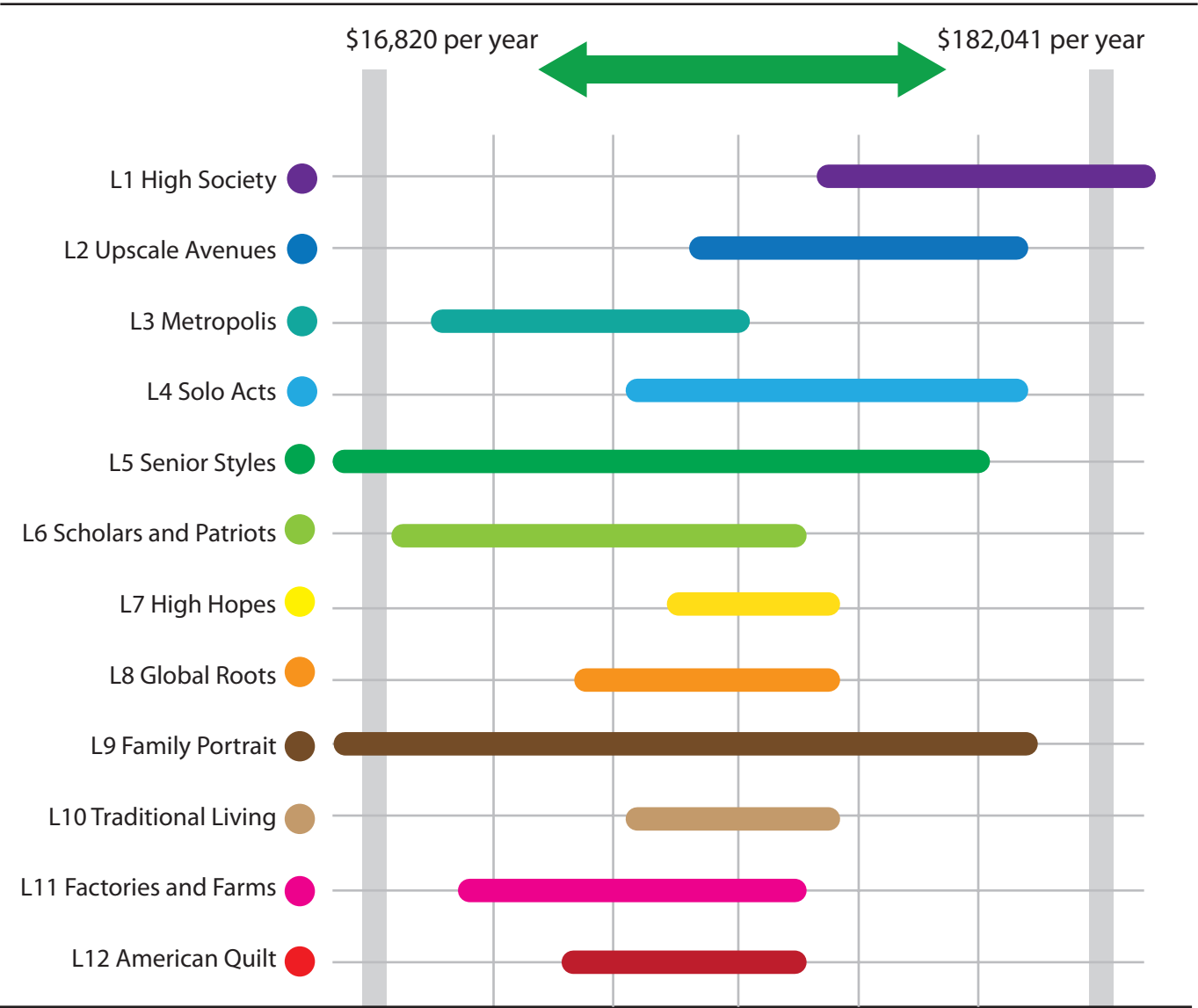**Segment Codes: 25, 37, 42, 53, 56**

The segments in the Factories and Farms summary group represent rural life—from small towns and villages to farms. Employment in manufacturing and agricultural industries is typical in these small, settled communities across America's breadbasket. Population change is nominal, and the profile is classic. Most households are families, either married couples or married couples with children. By age, the residents of Factories and Farms mirror the US distribution, with slightly more retirees. Median household income is a bit lower, almost $40,611, but so is the home value of $91,798. Most own their homes. Their lifestyle reflects their locale, emphasizing home and garden care, fishing and hunting, pets, and membership in local clubs.

LifeMode Group: L12 American Quilt
Segment Codes: 26, 31, 41, 46

Location in America's small towns and rural areas links the four segments in American Quilt. Unlike Factories and Farms, this group represents a more diverse microcosm of small-town life, including the largest segment of Tapestry Segmentation, Midland Crowd. Manufacturing and agriculture remain part of the local economy, but American Quilt also includes workers in local government, service, construction, communication, and utilities. In addition to farmers, American Quilt includes the Rural Resort Dwellers segment, an older population that is retiring to seasonal vacation spots, and Crossroads, young families who live in mobile homes. Households in American Quilt are also more affluent, with a median household income of $45,501, and more are homeowners. However, the rural lifestyle is also evident, with a preference for fishing, hunting, power boats, pickups, and country music.

GONZALES, TX
Tapestry Segmentation LifeMode

Income Range of LifeMode Summary Groups

$16,820 per year $182,041 per year

L1 High Society
L2 Upscale Avenues
L3 Metropolis
L4 Solo Acts
L5 Senior Styles
L6 Scholars and Patriots
L7 High Hopes
L8 Global Roots
L9 Family Portrait
L10 Traditional Living
L11 Factories and Farms
L12 American Quilt

C. Kelly Cofer
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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 Retail:360 process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

Retail:360 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 Retail:360 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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