

Downtown Market Assessment

Bainbridge, Georgia

August 2022

*Prepared on behalf of
City of Bainbridge, Georgia
Downtown Development Authority of Bainbridge*

*Prepared by
ECG Office of Economic & Community Development*



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Bainbridge Downtown Market Assessment

About Bainbridge

The City of Bainbridge is the county seat of Decatur County, Georgia, located in Southwest Georgia on the Florida border. Tallahassee, Florida, is located just 40 miles northwest of Tallahassee and 60 miles northwest of the Gulf Coast of Florida, Bainbridge is home to an inland port and has a long history as a regional trade hub.

In addition to its proximity to major Florida coastal destinations such as Tallahassee and Panama City, Bainbridge itself is also a destination for outdoor recreation in rivers, marshes, and hunting plantations and has many sites of historical significance. Nearby Lake Seminole and the Flint River both attract amateur and professional fishermen, including numerous fishing competitions.

These factors have contributed to the growth of Bainbridge's downtown district in recent years. Bainbridge boasts restaurants, shops, jewelers, bakeries, a seasonal farmers' market, a museum, a non-profit theatre, an arts center, and many annual events.

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Retail leakage refers to the phenomenon where retail sales in a given area are less than the retail spending (demand) of the residents in the same region. Conversely, a retail surplus refers to when retail sales in an area exceed retail spending by residents. A retail leakage often, though not always, indicates an opportunity to recruit and open new retail establishments allowing the opportunity to capture the excess spending by residents.

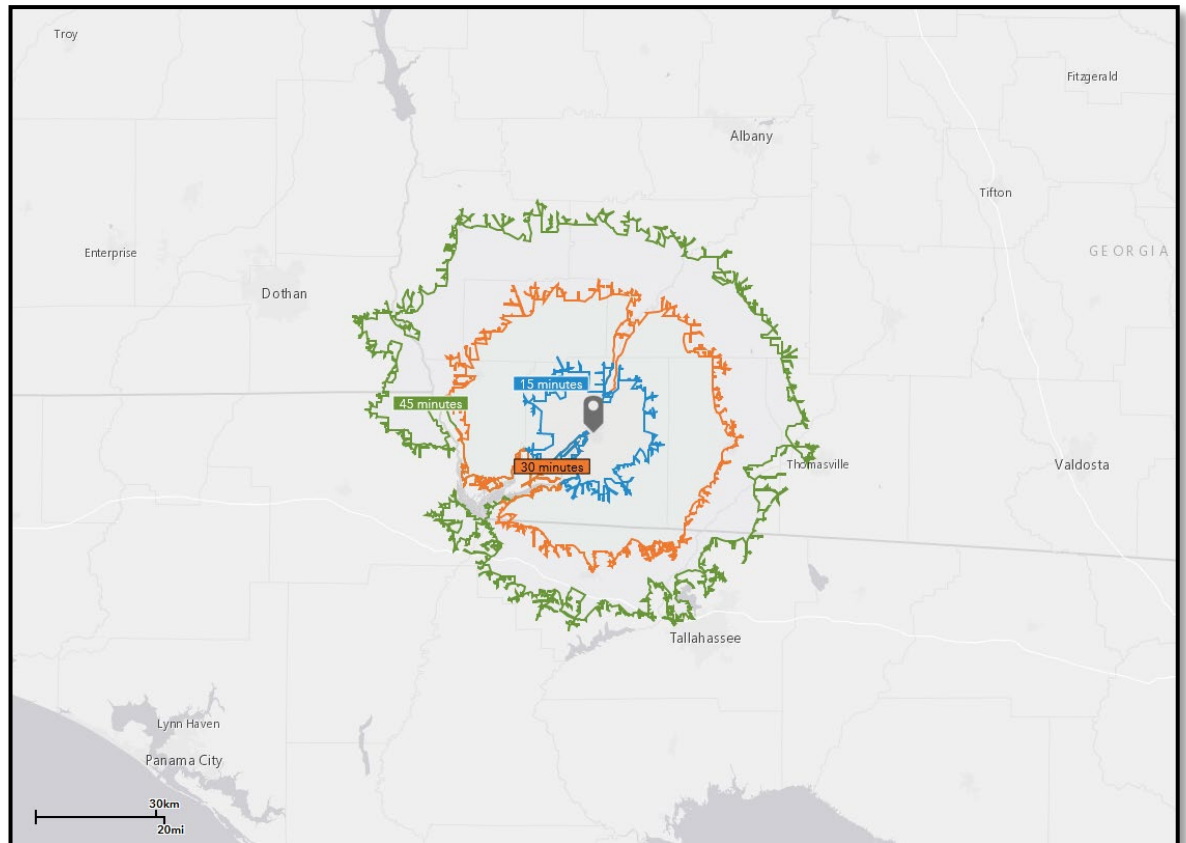
Retail Trade Areas

Primary Retail Trade Area

The primary retail trade area for Bainbridge is the 15-minute drive time area from downtown Bainbridge. The primary retail trade area has a \$38.8 million retail surplus. Categories experiencing a retail leakage in the primary retail trade area include furniture/home furnishing stores; clothing/accessories stores; sports/hobby/book/music stores; and food services & drinking place. Please see the appendix of this document for the full leakage report for the Primary Retail Trade Area (15-minute drive time).

Regional Retail Trade Area

The regional retail trade area for Bainbridge extends to the 45-minute drive time area from downtown Bainbridge. This region represents the potential retail draw area for specialty retail and dining that may not be found in consumers' residential area. The regional retail trade area extends to Tallahassee and Thomasville.



The population within the regional trade area is 159,658 as of 2022, with a median household income of \$50,631, which is slightly higher than the primary trade area and indicates an increased capacity for discretionary spending. The residents of the regional retail trade area make over \$1.4 billion in annual retail purchases, while the retailers in the area had over \$1.3 billion in retail sales, resulting in a retail leakage or opportunity of over \$100 million. Please see the appendix of this document for the full leakage report for the Regional Retail Trade Area (45-minute drive time).

Bainbridge Retail Market

Bainbridge has a retail corridor along East Shotwell St, as well as many shops and restaurants located in the downtown area. In addition, there is a second retail area south of the city, with a Walmart Supercenter and a Home Depot anchoring smaller retail shops and restaurants.

Downtown Dining & Venues

Bridge Nutrition
 Broad Street Alley
 Dairy Queen
 Diablo's Southwest Grill
 Elysian Tea Room & Emporium
 Hook & Ladder + Playground
 Isaacs Bakery & Deli
 KGD Produce
 Scoops Ice Cream
 Sio's-A Downtown Eatery & Lounge
 Southern Philosophy Brewing Co.
 The American
 The Bean & Berry Coffee Shop
 The Dam Bar & Billiards
 The Donut Shop
 The Recovery Room Acai Bar (COMING SOON)
 The Robin's Nest
 The Sweet Spot
 The Venue
 Uncle Bill's Pizzeria

Downtown Retail Businesses

1/Eleven Fitness 229 Gifts On the Square (COMING SOON) Affinity Hair Salon Avie Lou & Brother Baby & Co. Bainbridge Engraving Bainbridge Pet Salon Burning Candlewick & More Curl Up & Dye Salon (COMING SOON) Factory Connection Flint & Port Co. Flint River Outfitters Flowers & More Godwin Jewelers Healing Hands Therapeutic Massage I Luv Linens & Pearls In the Garden J. Christine Esthetique Jagged Edge Joe's Barber Shop KGD Produce L.T.L. Flowers & More L-Fit Studio MadRose Furniture, Antiques & Gifts	Material Things Merle Norman Millie's Mercantile & Trading Co Mixed Elements Naomi's A Cut Above Not So Vintage Boutique Reeves Gifts, Jewelry & More Rivers & Bridge Clothing Co. Sharon House Antiques, Gifts, & Interiors Sisterz Boutique Signz & Designz Snoopers Antique Paradise Special Occasions Formal Wear Sweet's Barber & Beauty Shop Tangles Salon The Chic Peach The Farmers Wife Boutique The Finishing Touch The Hair Works The Refinery The South Apparel The Tree House - Children's Apparel & Gifts Trends Wayne's World
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Retail Opportunity

Additional Retail Demand Generators

There are several factors and attractions that contribute to retail demand in the Bainbridge primary and regional trade areas.

- **Local Employment Base:** With a considerable employment base from the Services, Retail Trade, and Manufacturing industries, Bainbridge has a daytime population from which to draw restaurant patrons and shoppers on the way to and from work.
- **Recreational Opportunities:** Bainbridge has ample hiking, hunting, and fishing sites. Recreational visitors bring spending potential with them.
- **Gulf Coast Travelers:** Bainbridge is close to Tallahassee and the Gulf of Mexico. Travelers can be drawn in to spend money in Bainbridge while on their way to and from Panama City and other Gulf destinations

Downtown Bainbridge Retail Market: Challenges, Assets, and Opportunities

Challenges

- The median household income of the City of Bainbridge and the retail trade areas is lower than some national retailers look for in their customer base.
- With a smaller local population, attracting a wide variety of retail options may be more difficult. Bainbridge stakeholders will have to tell the story of Bainbridge in a way that goes beyond the hard numbers.

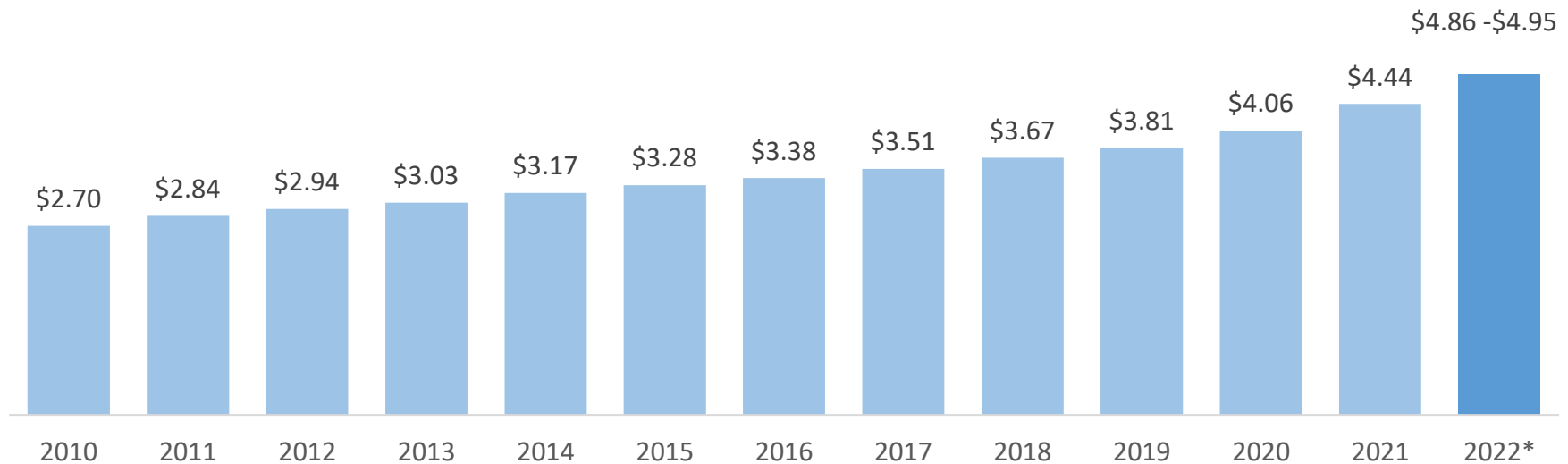
Assets and Opportunities

- Bainbridge has an existing base of successful downtown businesses, which will make attracting new businesses and investment easier.
- Bainbridge has a net commuter inflow, which presents some opportunities for daytime dining and shopping for commuters on their way home or to their workplaces.
- Bainbridge is located along the route to the Gulf Coast for many travelers, and has recreational destinations of its own for hikers, fishermen, and hunters.

National Retail Market

The national retail market has undergone rapid changes in the past few years due to the COVID-19 pandemic and the economic and social changes that have come from it. Shifting consumer preferences and needs, the growth of e-commerce, and supply chain and logistics challenges have all contributed to recent retail changes. Temporary shifts toward food at home and grocery shopping and away from dining out created a shift in the food supply chain that has slowly been returning to its pre-pandemic patterns. The National Retail Federation (NRF) predicted in March 2022 that retail sales would grow between six and eight percent from 2021 to 2022 to between \$4.86 trillion and \$4.95 trillion.

Annual Retail Sales (in trillions)

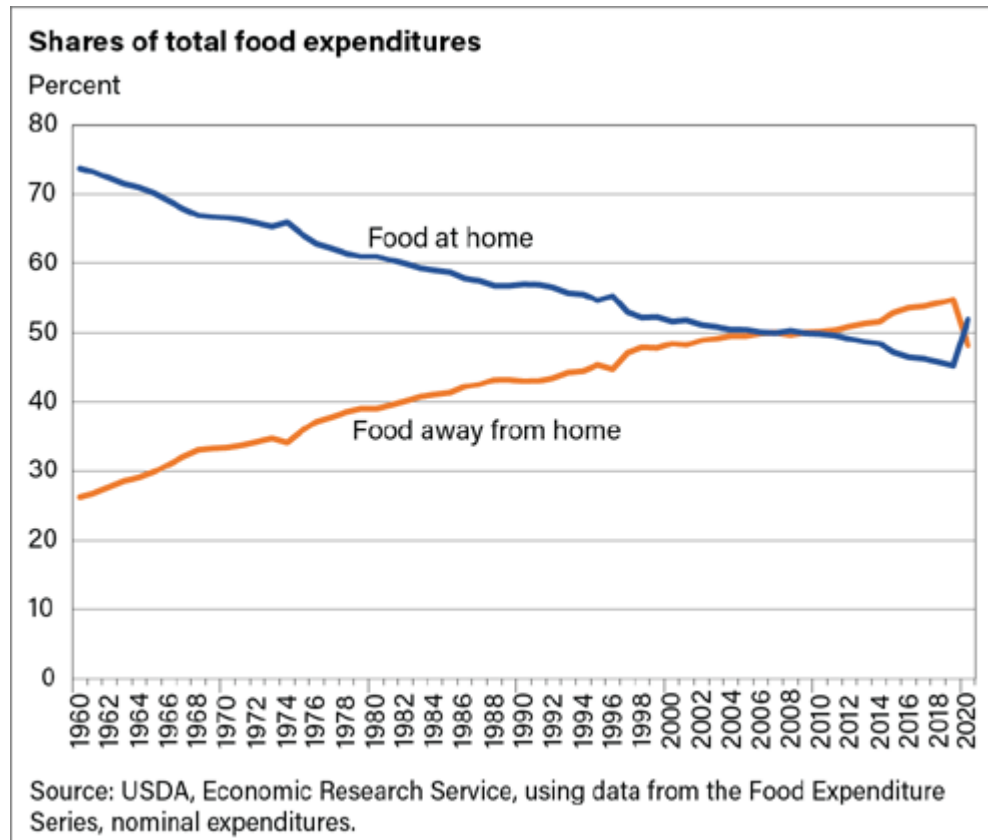


*National Retail Foundation (NRF), based on U.S. Census Bureau data
Note: Excludes automobile dealers, gasoline stations, and restaurants
2022 figures are NRF projections

National Retail Market

Food Sales in the United States

Trends leading up to 2020 had seen food sales in the United States shift from mostly food at home to mostly food away from home. In 2020 and 2021, due to lockdowns and fears of catching COVID while dining out, consumer preferences shifted more toward food at home in a break with previous trends. In 2020, nearly equal shares of sales were spent on food at home and food away from home, and, in 2021, more money was spent on food at home than food away from home. However, many analysts expect this to be a temporary situation and expect the previous shift toward food away from home to continue in 2022 and beyond.



Note: Data shown is the latest available.

Demographics & Psychographics

The following analysis consists of an overview of the demographic and socioeconomic status of the residents of the **City of Bainbridge**, alongside comparative statistics for the surrounding area to provide context.

Population

The City of Bainbridge's estimated 2022 population of 14,754 represents an increase of two percent from the city's 2020 population of 14,468. It is projected that the population will increase modestly by almost half a percentage point over the next five years to approximately 14,808.

Over the period between 2010 and 2020, the populations in both City of Bainbridge and Decatur County have increased, following population trends in the State of Georgia. In the next five years, the populations of the city is expected to increase slightly, while the population of the county is projected to decline slightly.

Population	City of Bainbridge	Decatur County	State of Georgia
2010 Census	13,086	27,842	9,687,653
2020 Census	14,468	29,367	10,711,908
2022 Estimate	14,754	29,705	10,940,545
2027 Projection	14,808	29,644	11,223,497

Population	City of Bainbridge	Decatur County	State of Georgia
Percent Change: 2010 to 2020	10.6%	5.5%	10.6%
Percent Change: 2020 to 2022	2.0%	1.2%	2.1%
Percent Change: 2022 to 2027	0.4%	-0.2%	2.6%

U.S. Census Bureau, Decennial Census (2010, 2020); Esri (2022, 2027)

Demographics & Psychographics

Race/Ethnicity

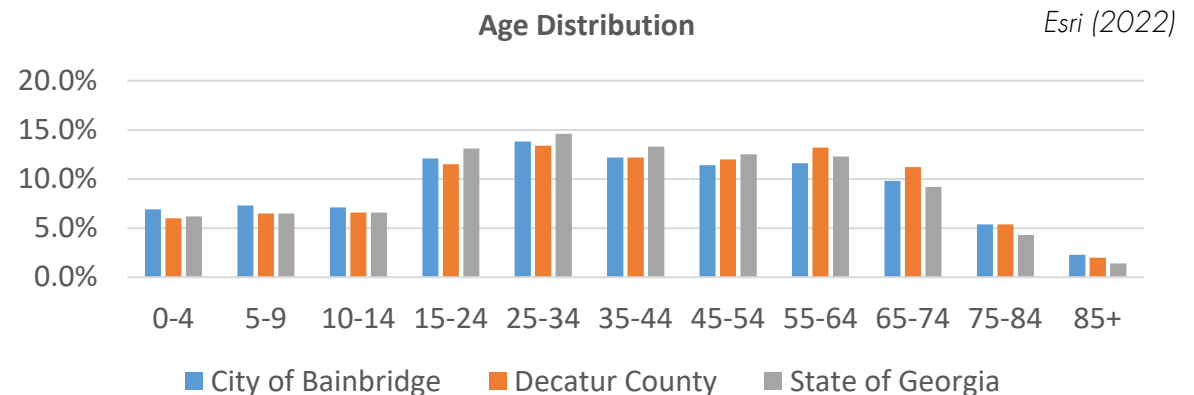
The two main racial groups in Bainbridge and Decatur County are White and Black. Other racial groups make up a relatively small share of the population. Residents of Hispanic of Latino origin, who can be of any race, make up about six percent of the population of Bainbridge and seven percent of the population of Decatur County.

Race/Ethnicity	City of Bainbridge	Decatur County	State of Georgia
White	41.7%	49.2%	51.4%
Black / African American	49.9%	41.9%	31.0%
American Indian	0.3%	0.4%	0.5%
Asian	0.9%	0.6%	4.6%
Native Hawaiian / Pacific Islander	0.0%	0.1%	0.1%
Some Other Race	3.6%	4.2%	5.3%
Two or More Races	3.7%	3.7%	7.2%
Hispanic / Latino Origin (of Any Race)	5.8%	6.6%	10.6%

Age

The median age of Bainbridge residents is 37.2 years, which is younger than the Decatur County median age of 39.7 years and the same as the State of Georgia median age of 37.2 years. By comparing the populations of Bainbridge and Decatur County, it is evident that the age distribution of the county skews slightly higher than that of the city.

Age	City of Bainbridge	Decatur County	State of Georgia
Median Age	37.2	39.7	37.2
Under Age 18	25.0%	22.6%	23.0%
Age 65 and Older	17.5%	18.6%	14.9%



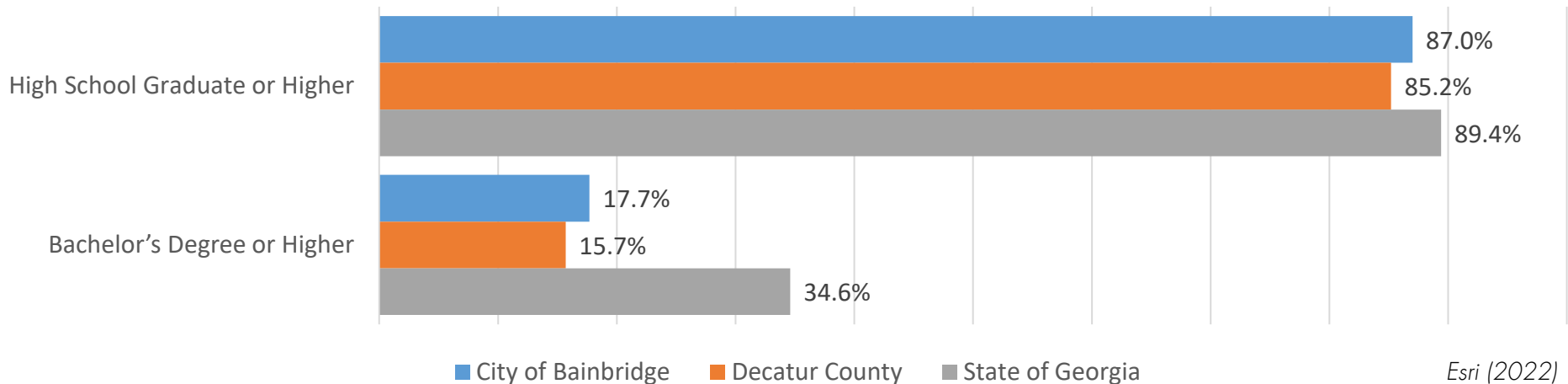
Demographics & Psychographics

Educational Attainment

Educational attainment levels tend to go hand-in-hand with income levels and can impact growth of a community and its recreational spending capacity. The City of Bainbridge and Decatur County have lower overall levels of educational attainment than the State of Georgia average.

Highest Educational Attainment (Population Ages 25+)	City of Bainbridge	Decatur County	State of Georgia
No High School Diploma	13.1%	14.8%	10.6%
High School Graduate (or GED)	36.3%	37.6%	27.6%
Some College, No Degree	22.0%	20.9%	18.4%
Associate's Degree	11.0%	11.0%	8.8%
Bachelor's Degree	9.9%	9.1%	21.3%
Graduate or Professional Degree	7.8%	6.6%	13.3%
High School Graduate or Higher	87.0%	85.2%	89.4%
Bachelor's Degree or Higher	17.7%	15.7%	34.6%

Educational Attainment, Population 25+



Demographics & Psychographics

Households

As of 2022, the City of Bainbridge has an estimated 5,671 households, which is a 1.9 percent increase from the 2020 Census figure of 5,566 households. From 2010 to 2020, Bainbridge experienced a 13.8 percent increase in the number of households. These increases are similar to those experienced in Decatur County and the State of Georgia.

Households	City of Bainbridge	Decatur County	State of Georgia
2010 Census	4,889	10,390	3,585,584
2020 Census	5,566	11,466	4,020,808
2022 Estimate	5,671	11,649	4,113,426
2027 Projection	5,717	11,698	4,229,425

Household Growth	City of Bainbridge	Decatur County	State of Georgia
Percent Change: 2010 to 2020	13.8%	10.4%	12.1%
Percent Change: 2020 to 2022	1.9%	1.6%	2.3%
Percent Change: 2022 to 2027	0.8%	0.4%	2.8%

Household Characteristics	City of Bainbridge	Decatur County	State of Georgia
Average Household Size	2.53	2.48	2.60
% of Households with Children Under Age 18	35.5%	33.9%	32.6%
Children in Single Parent Families (% of all children)	63%	53%	38%

Esri (2022)

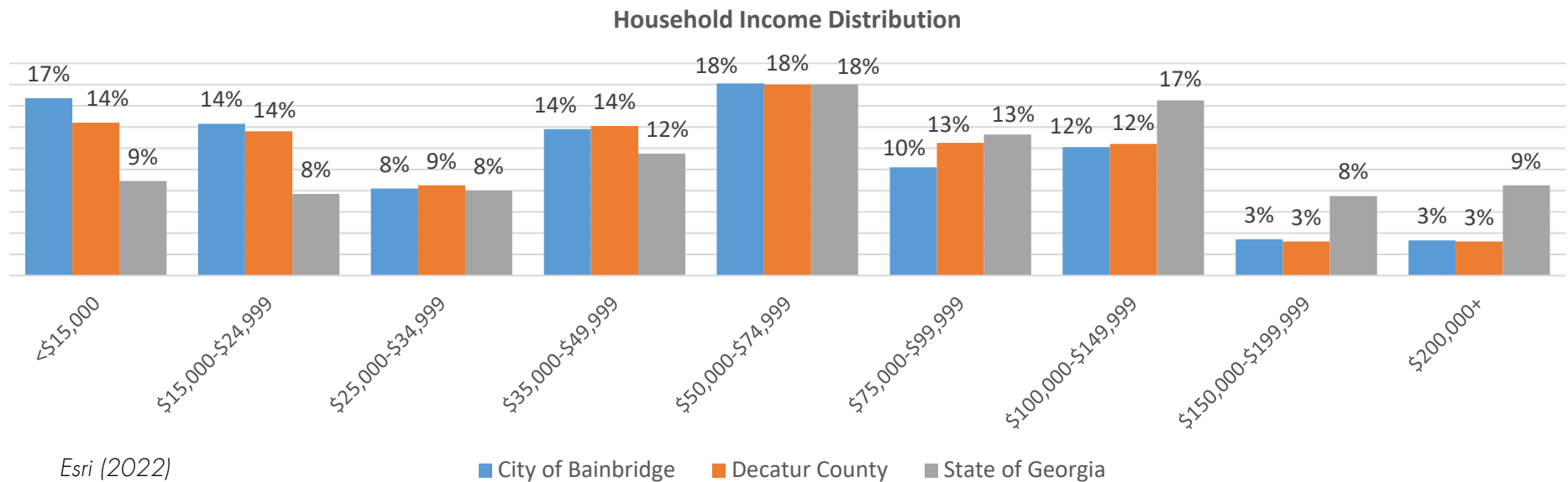
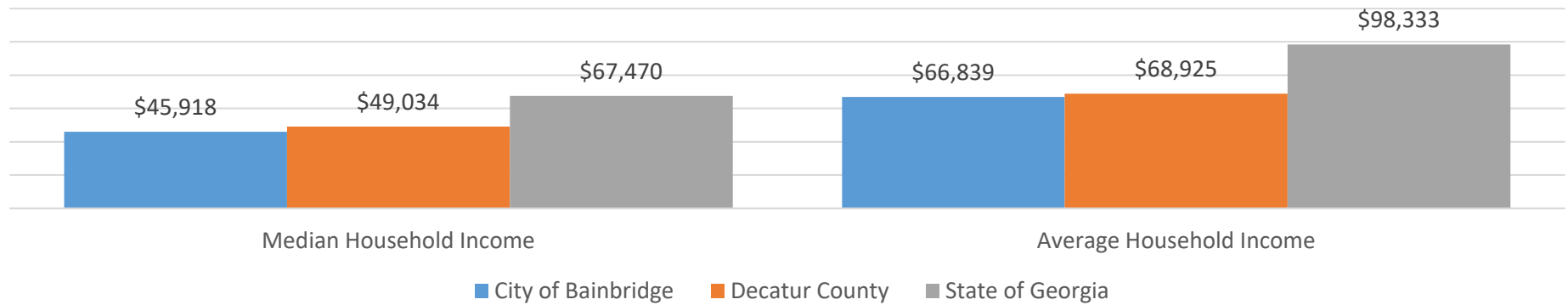
Household Characteristics

In 2022, the estimated average household size in the City of Bainbridge was 2.53, close to the average household size in Decatur County (2.48) and the State of Georgia (2.60). Approximately 36 percent of Bainbridge households have at least one child, which is comparable to Decatur County (33.9 percent) and the State of Georgia (32.6 percent). Nearly two-thirds of Bainbridge children live in single-parent families, compared with slightly over half of Decatur County children and 38 percent of Georgia children.

Demographics & Psychographics

Income

Household income can indicate purchasing power and economic potential of a community. As of 2022, the estimated median household income for the City of Bainbridge is \$45,918, compared with \$49,034 in Decatur County, and \$67,470 in the State of Georgia. The household income distribution is more concentrated at lower income levels in Bainbridge, and, to a lesser extent, in Decatur County than it is in the State of Georgia.



Esri (2022)

Demographics & Psychographics

Poverty, Disability, and Social Characteristics

The percentage of the population living at or below the poverty level is relatively high in Bainbridge and Decatur County at 27 percent and 24 percent, respectively. Households receiving SNAP or food stamps amount to 27 percent and 20 percent of Bainbridge and Decatur County, respectively.

Poverty , Disability, and Social Characteristics	City of Bainbridge	Decatur County	State of Georgia
Poverty Level (of all people)	27%	24%	15%
Households Receiving Food Stamps/SNAP	27%	20%	13%
Enrolled in Grade 12 (% of total population)	1%	1%	1%
Disconnected Youth*	9%	5%	3%
Uninsured	17%	18%	13%
With a Disability, Age 18-64	11%	14%	11%
With a Disability, Age 18-64, Labor Force Participation Rate and Size	18%	22%	40%
Foreign Born	1%	3%	10%
Speak English Less Than Very Well (population 5 yrs and over)	1%	1%	6%

U.S. Census Bureau American Community Survey 5-Year Estimates 2015-2019

*Disconnected Youth are 16–19-year-olds who are (1) not in school, (2) not high school graduates, and (3) either unemployed or not in the labor force.

Demographics & Psychographics

Housing

Owner occupied housing units account for 43 percent of the occupied housing units in Bainbridge and 58 percent of Decatur County as of 2019. Most homes in Bainbridge are rentals.

Housing	City of Bainbridge	Decatur County	State of Georgia
Total Housing Units	5,359	12,216	4,283,477
Median House Value (of owner-occupied units)	\$99,900	\$110,900	\$176,000
Homeowner Vacancy	2.1%	1.2%	1.9%
Rental Vacancy	5.7%	4.3%	6.8%
Owner-Occupied Housing Units (% of Occupied Units)	42.9%	57.5%	63.3%
Renter-Occupied Housing Units (% of Occupied Units)	57.1%	42.5%	36.7%
Occupied Housing Units with No Vehicle Available (% of Occupied Units)	11.1%	8.1%	6.5%

U.S. Census Bureau American Community Survey 5-Year Estimates 2015-2019

Demographics & Psychographics

Psychographics

Esri produces a psychographic classification system, which categorizes people in each area by their values and purchasing behavior, called Tapestry Segmentation. Tapestry Segmentation classifies US neighborhoods into 67 unique segments, based on demographics and socioeconomic characteristics. Esri Tapestry Segmentation includes three indexes displaying average household wealth, socioeconomic status, and housing affordability for the market relative to US standards. Below are the top three tapestry segments within the primary and regional retail trade areas of downtown Bainbridge. Please see the Appendix for details about these tapestry segments.

Primary Retail Trade Area (15-Minute Drive Time Area of Downtown Bainbridge)	Regional Retail Trade Area (45-Minute Drive Time Area of Downtown Bainbridge)
1. Rural Bypasses (10E)	1. Rural Bypasses (10E)
2. Small Town Sincerity (12C)	2. Southern Satellites (10A)
3. City Commons (11E)	3. Rooted Rural (10B)

Esri (2022)

Economic Conditions & Labor Force

The following section presents an overview of economic conditions in the **City of Bainbridge**, including labor force breakdowns, commuter patterns, occupational data, and industry data.

Labor Force and Unemployment

Slightly over half of the population of Decatur County ages 16 and older are in the labor force (52.7 percent), which means they are either employed or unemployed and actively seeking work. This is lower than the labor force participation rates* of the State of Georgia (63.0 percent) and United States (63.2 percent).

The May 2022 unemployment rate in Decatur County is 2.9 percent, compared with 2.7 percent in Georgia and 3.4 percent in the United States. The prime-age labor force participation rate* in Decatur County is 70.8 percent, slightly lower than the Georgia rate of 80.9 percent and the United States rate of 82.1 percent.

Labor Force	Bainbridge		
	Decatur County	45-minute drive time	Georgia
Labor Force Size (Ages 16 and older)	11,520	5,264,615	165,351,346
Labor Force Participation Rate*	52.7%	63.0%	63.2%
Employed	11,191	5,121,184	159,733,523
Employment Rate	97.1%	97.3%	96.6%
Unemployed	329	143,431	5,617,823
Unemployment Rate	2.9%	2.7%	3.4%
Prime-Age Labor Force Size (Ages 25-54)	7,078	3,392,727	104,634,905
Prime-Age Labor Force Participation Rate*	70.8%	80.9%	82.1%

Esri (2022)

*The labor force participation rate is defined as the percentage of the civilian population of an area ages 16 and older who are in the labor force, which means they are either employed or unemployed and actively seeking work. The prime-age labor force participation rate is defined as the percentage of the civilian population of an area ages 25 to 54 who are in the labor force.

Economic Conditions & Labor Force

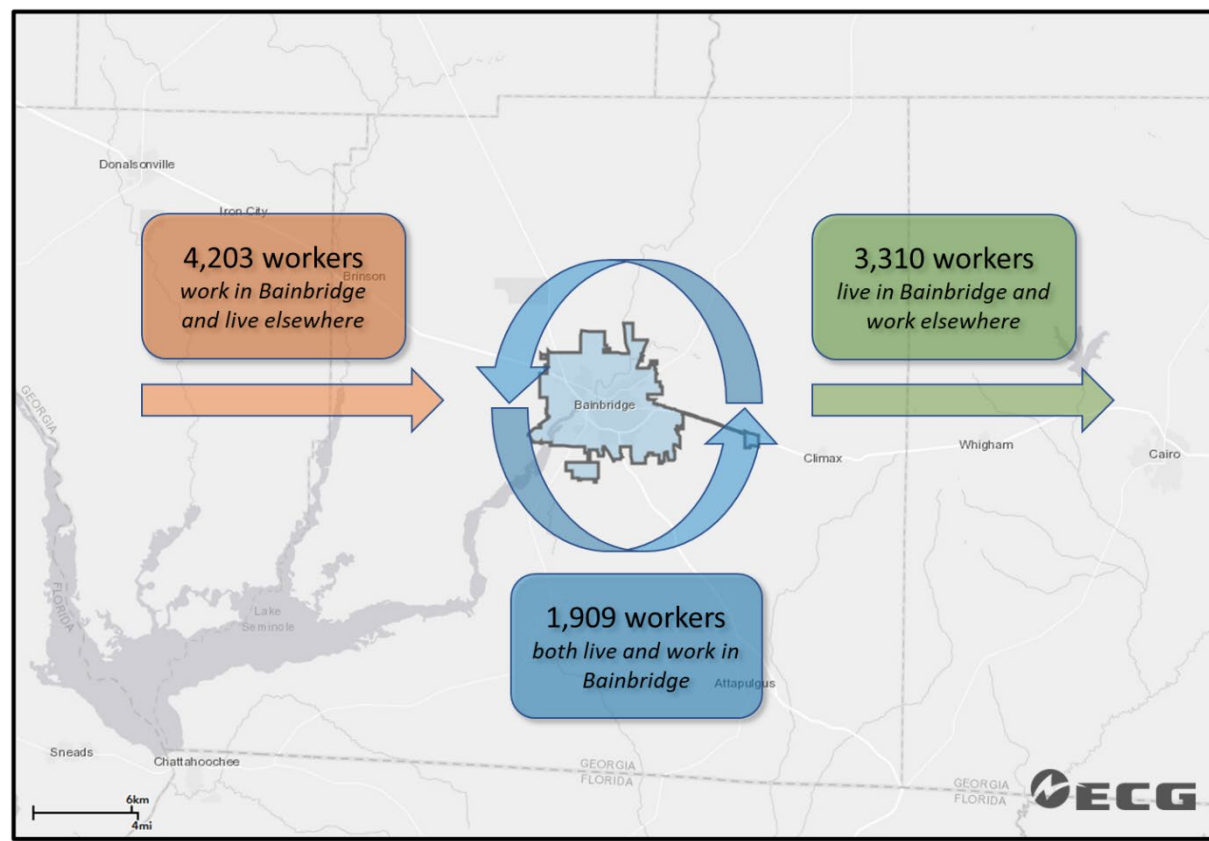
Labor Market Size	Count	Share
Employed in Bainbridge	6,112	100.0%
Living in Bainbridge	5,219	85.4%
Net Job Inflow (+)	+893	-

Labor Force Efficiency	Count	Share
Living in Bainbridge	5,219	100.0%
Living and Employed in Bainbridge	1,909	36.6%
Living in Bainbridge but Employed Elsewhere	3,310	63.4%

Employment Efficiency	Count	Share
Employed in Bainbridge	6,112	100.0%
Employed and Living in Bainbridge	1,909	31.2%
Employed in Bainbridge but Living Elsewhere	4,203	68.8%

Commute

In 2019, Bainbridge and Decatur County residents had a much lower average commute time at 20.2 and 22.9 minutes, respectively, than Georgia residents at 28.8 minutes. Nearly two thirds of Bainbridge residents with jobs commuted to workplaces outside of the city. For Decatur County residents with jobs, 58 percent commuted to workplaces outside of the county. More workers commute into Bainbridge than commute out of Bainbridge, resulting in a net commuter *inflow*. However, more workers commute out of Decatur County than into the county, resulting in a net commuter *outflow*.



U.S. Census Bureau, Center for Economic Studies, LEHD / OnTheMap (2019)

Economic Conditions & Labor Force

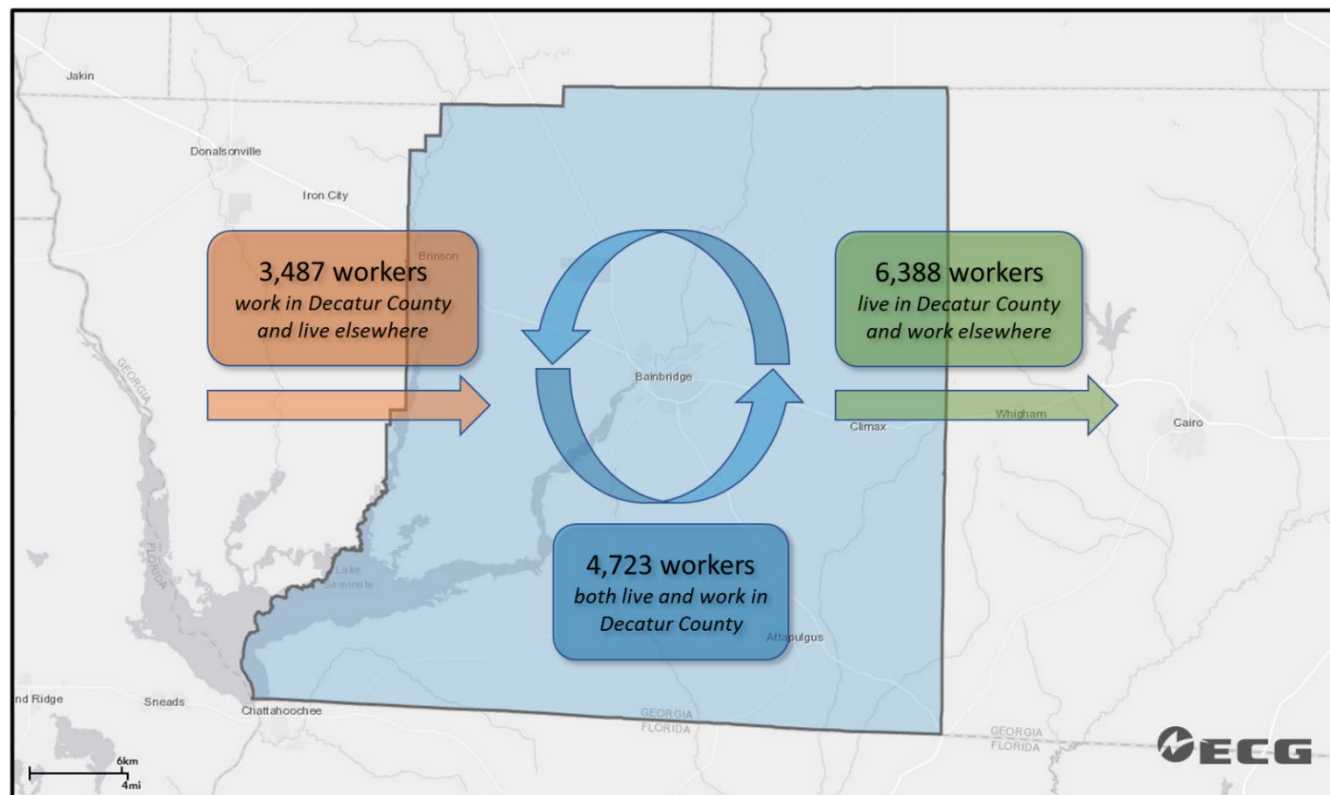
Labor Market Size	Count	Share
Employed in Decatur County	8,210	100.0%
Living in Decatur County	11,111	135.3%
Net Job Outflow (-)	-2,901	-

Labor Force Efficiency	Count	Share
Living in Decatur County	11,111	100.0%
Living and Employed in Decatur County	4,723	42.5%
Living in Decatur County but Employed Elsewhere	6,388	57.5%

Employment Efficiency	Count	Share
Employed in Decatur County	8,210	100.0%
Employed and Living in Decatur County	4,723	57.5%
Employed in Decatur County but Living Elsewhere	3,487	42.5%

Commute

Note: In some instances, OnTheMap commuter data may capture employees who work remotely or who work in a different office location than is reflected in the data. Data is based on self-reporting from employers and errors or misclassifications are possible. In addition, the latest official commuter data is from 2019 and it is likely that the commuter patterns have shifted significantly since then following national trends.



U.S. Census Bureau, Center for Economic Studies, LEHD / OnTheMap (2019)

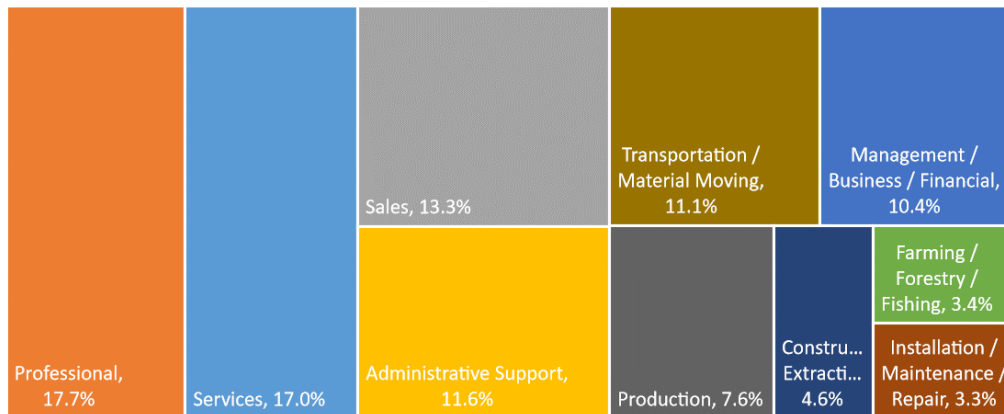
Economic Conditions & Labor Force

Occupations

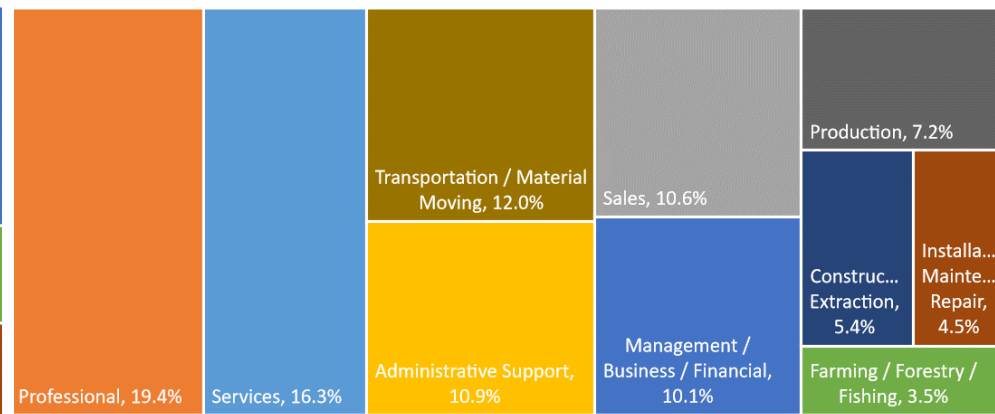
Approximately 53 percent of Bainbridge workers (who live in the city but may work anywhere) are employed in “White Collar” occupations, 30 percent work in “Blue Collar” occupations, and 17 percent work in “Services.” Decatur County’s occupational breakdown is similar to Bainbridge. Bainbridge and Decatur County have a lower percentage of workers in White Collar occupations and a higher percentage of workers in Blue Collar occupations than in the State of Georgia.

Occupations	City of Bainbridge	Decatur County	State of Georgia
White Collar	53.0%	51.1%	61.5%
Management/Business/Financial	10.4%	10.1%	18.0%
Professional	17.7%	19.4%	22.7%
Sales	13.3%	10.6%	9.5%
Administrative Support	11.6%	10.9%	11.3%
Services	17.0%	16.3%	14.6%
Blue Collar	30.0%	32.6%	23.9%
Farming/Forestry/Fishing	3.4%	3.5%	0.4%
Construction/Extraction	4.6%	5.4%	4.9%
Installation/Maintenance/Repair	3.3%	4.5%	3.4%
Production	7.6%	7.2%	5.8%
Transportation/Material Moving	11.1%	12.0%	9.4%

Bainbridge Occupations



Decatur County Occupations



Esri (2022)

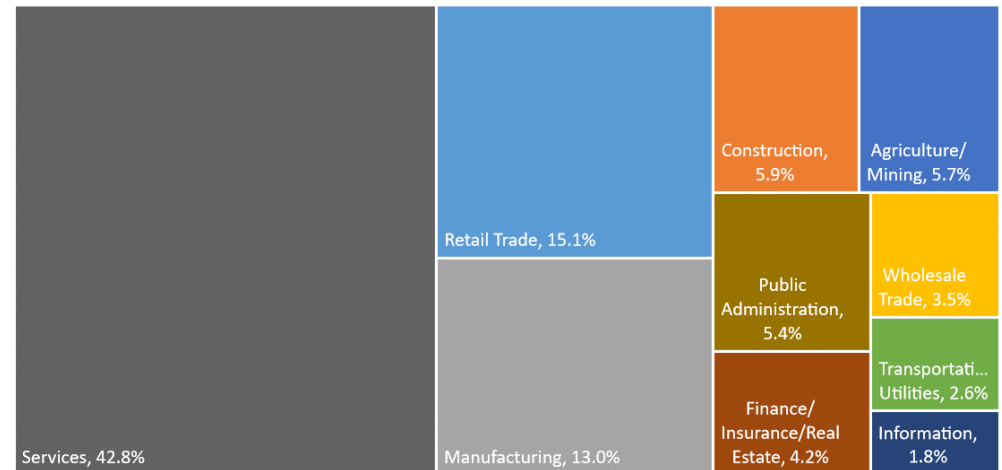
Economic Conditions & Labor Force

Industry Employment

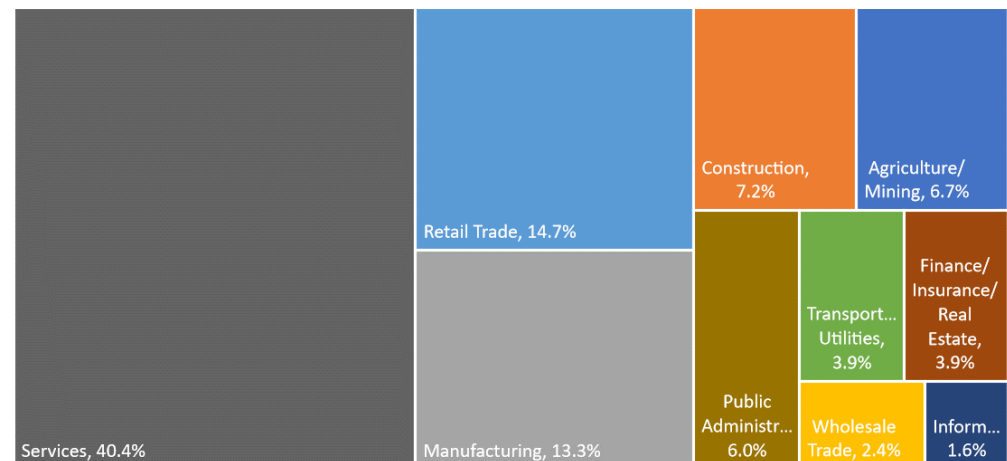
There are approximately 5,023 workers who live in the City of Bainbridge as of 2022 and 10,530 workers in Decatur County. The largest category of employment for both Bainbridge and Decatur County is Services, followed by Retail Trade and Manufacturing.

Industry	City of Bainbridge	Decatur County	State of Georgia
Agriculture/Mining	5.7%	6.7%	0.9%
Construction	5.9%	7.2%	7.0%
Manufacturing	13.0%	13.3%	10.2%
Wholesale Trade	3.5%	2.4%	2.8%
Retail Trade	15.1%	14.7%	10.6%
Transportation/Utilities	2.6%	3.9%	8.0%
Information	1.8%	1.6%	2.3%
Finance/Insurance/Real Estate	4.2%	3.9%	6.6%
Services	42.8%	40.4%	46.8%
Public Administration	5.4%	6.0%	4.8%

Bainbridge Industries



Decatur County Industries



Esri (2022)

Downtown Market Recommendations

Downtown Bainbridge has challenges to developing its retail potential, but it has as many or more assets and opportunities. The following recommendations are aimed to provide focus areas and steps to follow to develop the retail potential of downtown Bainbridge and the City of Bainbridge as a whole:

1. Focus on attracting customers from the regional retail trade area to enjoy downtown dining, shopping, and recreational opportunities

The regional retail trade area has a larger population with a higher disposable income than the primary retail trade area. By leveraging nearby recreational attractors and travelers to Gulf Coast beaches, downtown Bainbridge can draw in customers with spending potential to its businesses.

2. Target business development in downtown to create a regional destination.

Downtown Bainbridge has several unique venues, dining, and shopping opportunities to attract visitors. Continuing to develop additional businesses along these lines can help downtown Bainbridge develop into a regional destination in its own right.

3. Develop businesses in the downtown district to serve residents of the primary retail trade area.

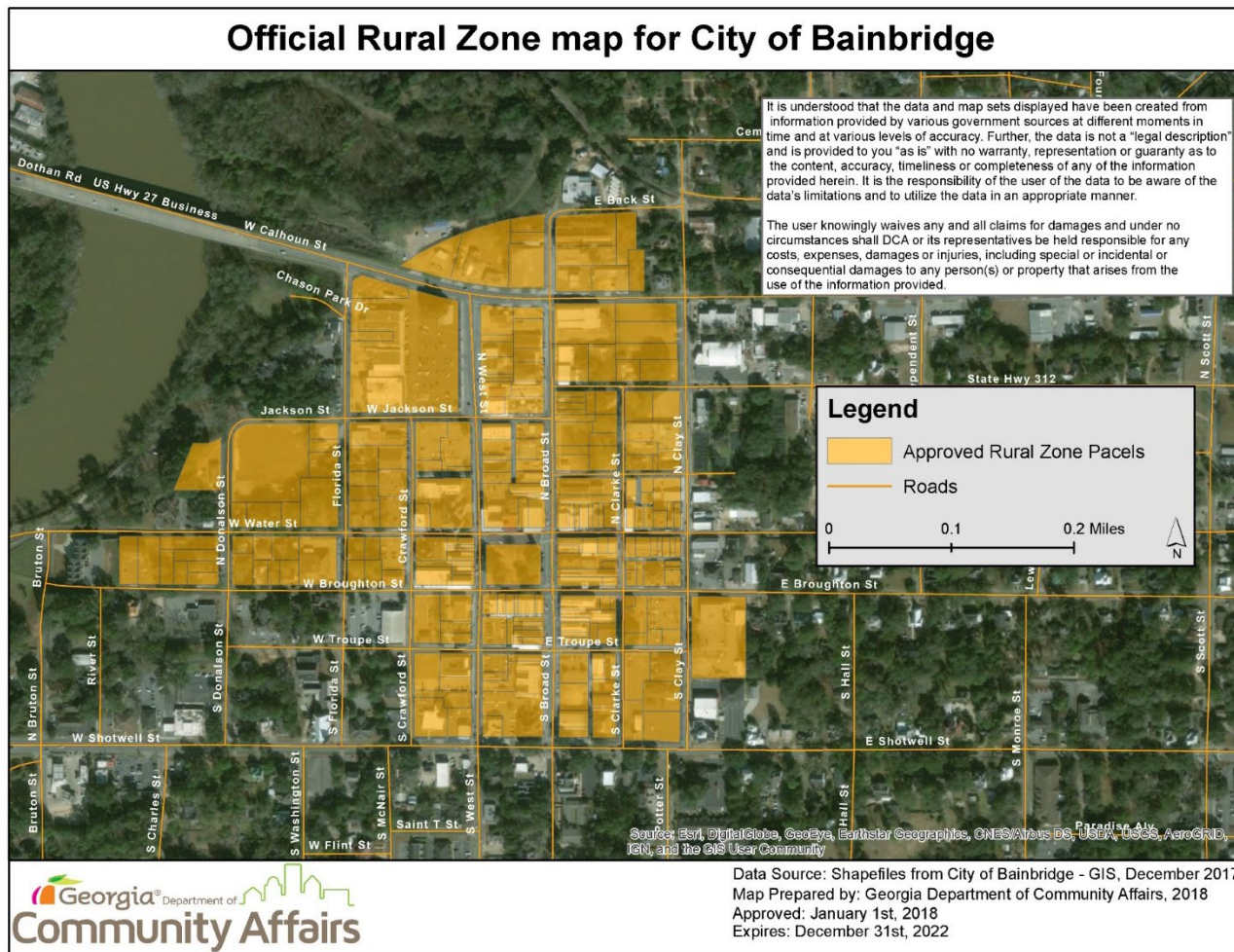
Attracting businesses in industry sectors with a retail leakage may help draw in additional retail dollars from residents in the immediate area. These industry sectors include furniture/home furnishing stores; clothing/accessories stores; sports/hobby/book/music stores; and food services & drinking places. Please see the Appendix for additional retail leakage and surplus data.

4. Expand marketing efforts for attractions, events, and festivals in trade magazines and other channels.

Advertise special attractions and events in specialty magazines and on social media to draw more visitors to the community.

Leakage Report 24

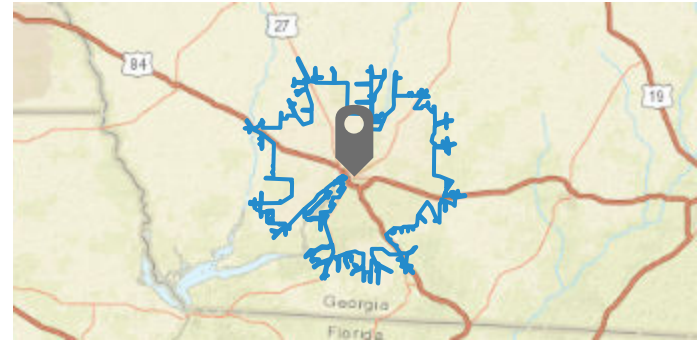
Tapestry Segmentation 27



Downtown Bainbridge
 205 E Broughton St, Bainbridge, Georgia, 39817
 Drive time of 15 minutes

30.90589
 -84.57554

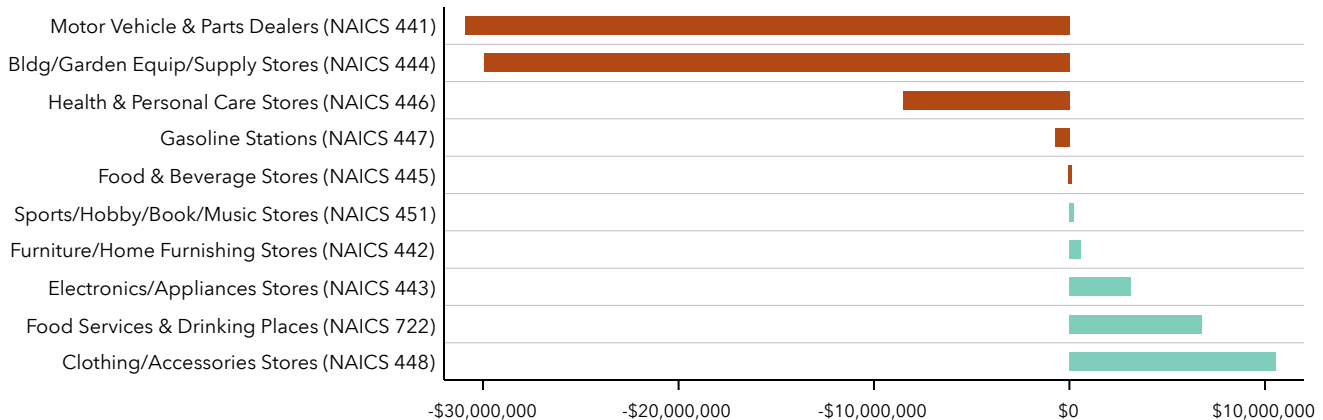
Summary Information	2022	2027
Population	23,247	23,309
Households	8,949	9,025
Families	18,662	18,668
Average Household Size	2.51	2.50
Median Household Income	\$47,651	\$54,794
Average Household Income	\$68,416	\$78,077
Per Capita Income	\$26,468	\$30,374
Median Age	38.4	39.4



Industry Summary	NAICS Code	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap Leakage (+) Surplus (-)	No. of Businesses
Total Retail Sales & Food/Drink	44-45, 722	\$203,679,662	\$242,474,000	-\$38,794,338	204
Total Retail Trade	44-45	\$176,444,885	\$222,018,000	-\$45,573,115	164
Total Food/Drink	722	\$27,234,777	\$20,456,000	\$6,778,777	40

Industry Groups	NAICS Code	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap Leakage (+) Surplus (-)	No. of Businesses
Motor Vehicle & Parts Dealers	441	\$21,689,073	\$52,626,000	-\$30,936,927	24
Furniture/Home Furnishing Stores	442	\$4,625,000	\$4,058,000	\$567,000	5
Electronics/Appliances Stores	443	\$4,560,175	\$1,433,000	\$3,127,175	2
Bldg/Garden Equip/Supply Stores	444	\$9,553,773	\$39,507,000	-\$29,953,227	14
Food & Beverage Stores	445	\$42,670,097	\$42,765,000	-\$94,903	35
Health & Personal Care Stores	446	\$5,921,229	\$14,440,000	-\$8,518,771	14
Gasoline Stations	447	\$19,460,078	\$20,209,000	-\$748,922	6
Clothing/Accessories Stores	448	\$14,139,141	\$3,551,000	\$10,588,141	11
Sports/Hobby/Book/Music Stores	451	\$2,923,214	\$2,703,000	\$220,214	7
Food Services & Drinking Places	722	\$27,234,777	\$20,456,000	\$6,778,777	40

Leakage/Surplus (Retail Gap) by Retail Type

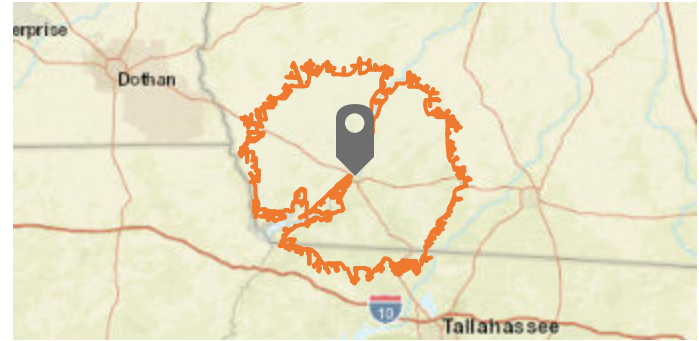


Source: U.S. Census Bureau, Decennial Census 2020 and ACS 2016-2020.
 Esri forecasts for 2022 and 2027

Downtown Bainbridge
 205 E Broughton St, Bainbridge, Georgia, 39817
 Drive time of 30 minutes

30.90589
 -84.57554

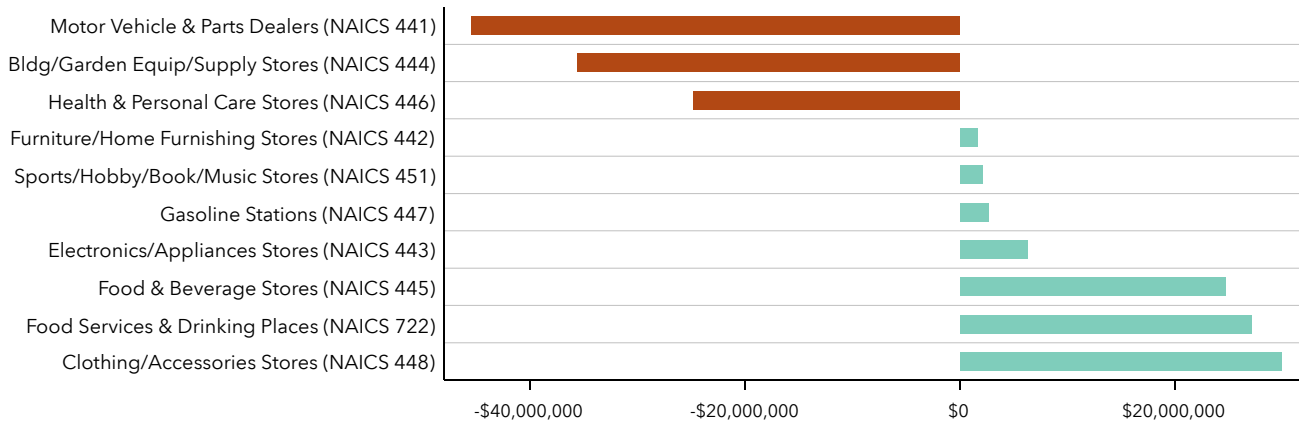
Summary Information	2022	2027
Population	59,167	58,878
Households	23,679	23,718
Families	48,062	47,709
Average Household Size	2.44	2.43
Median Household Income	\$48,207	\$54,838
Average Household Income	\$67,312	\$77,031
Per Capita Income	\$27,039	\$31,146
Median Age	41.2	42.6



Industry Summary	NAICS Code	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap Leakage (+) Surplus (-)	No. of Businesses
Total Retail Sales & Food/Drink	44-45, 722	\$540,458,925	\$512,127,000	\$28,331,925	478
Total Retail Trade	44-45	\$469,685,055	\$468,464,000	\$1,221,055	380
Total Food/Drink	722	\$70,773,870	\$43,663,000	\$27,110,870	98

Industry Groups	NAICS Code	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap Leakage (+) Surplus (-)	No. of Businesses
Motor Vehicle & Parts Dealers	441	\$58,042,755	\$103,474,000	-\$45,431,245	54
Furniture/Home Furnishing Stores	442	\$12,075,219	\$10,409,000	\$1,666,219	14
Electronics/Appliances Stores	443	\$11,936,716	\$5,680,000	\$6,256,716	7
Bldg/Garden Equip/Supply Stores	444	\$26,475,768	\$62,108,000	-\$35,632,232	26
Food & Beverage Stores	445	\$112,384,305	\$87,644,000	\$24,740,305	84
Health & Personal Care Stores	446	\$15,265,983	\$40,092,000	-\$24,826,017	28
Gasoline Stations	447	\$52,092,697	\$49,423,000	\$2,669,697	22
Clothing/Accessories Stores	448	\$36,266,380	\$6,304,000	\$29,962,380	21
Sports/Hobby/Book/Music Stores	451	\$7,668,318	\$5,544,000	\$2,124,318	15
Food Services & Drinking Places	722	\$70,773,870	\$43,663,000	\$27,110,870	98

Leakage/Surplus (Retail Gap) by Retail Type

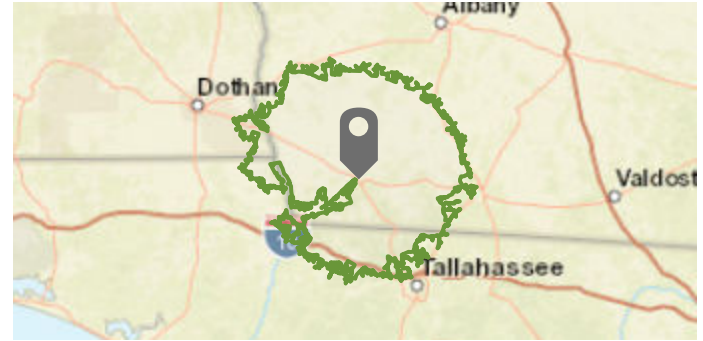


Source: U.S. Census Bureau, Decennial Census 2020 and ACS 2016-2020.
 Esri forecasts for 2022 and 2027

Downtown Bainbridge
 205 E Broughton St, Bainbridge, Georgia, 39817
 Drive time of 45 minutes

30.90589
 -84.57554

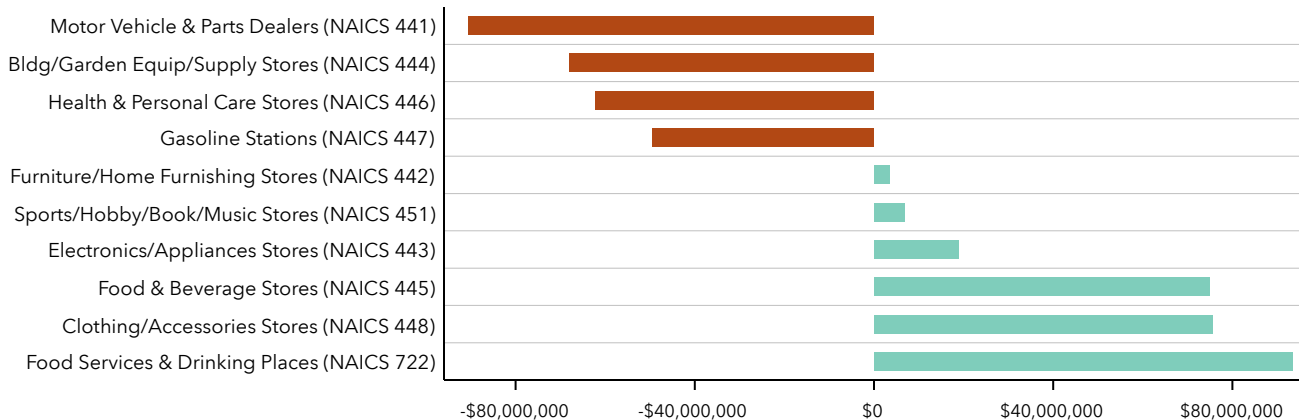
Summary Information	2022	2027
Population	159,658	158,228
Households	62,375	62,225
Families	128,066	126,580
Average Household Size	2.47	2.45
Median Household Income	\$50,631	\$56,473
Average Household Income	\$70,186	\$80,974
Per Capita Income	\$27,521	\$31,960
Median Age	39.8	41.2



Industry Summary	NAICS Code	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap Leakage (+) Surplus (-)	No. of Businesses
Total Retail Sales & Food/Drink	44-45, 722	\$1,448,339,484	\$1,310,355,000	\$137,984,484	1,095
Total Retail Trade	44-45	\$1,254,024,548	\$1,209,588,000	\$44,436,548	883
Total Food/Drink	722	\$194,314,936	\$100,767,000	\$93,547,936	212

Industry Groups	NAICS Code	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap Leakage (+) Surplus (-)	No. of Businesses
Motor Vehicle & Parts Dealers	441	\$154,400,641	\$244,876,000	-\$90,475,359	129
Furniture/Home Furnishing Stores	442	\$32,685,569	\$29,314,000	\$3,371,569	31
Electronics/Appliances Stores	443	\$32,502,719	\$13,602,000	\$18,900,719	17
Bldg/Garden Equip/Supply Stores	444	\$68,632,913	\$136,603,000	-\$67,970,087	67
Food & Beverage Stores	445	\$301,089,928	\$226,194,000	\$74,895,928	190
Health & Personal Care Stores	446	\$42,076,740	\$104,283,000	-\$62,206,260	53
Gasoline Stations	447	\$137,616,610	\$187,116,000	-\$49,499,390	51
Clothing/Accessories Stores	448	\$99,844,484	\$24,252,000	\$75,592,484	49
Sports/Hobby/Book/Music Stores	451	\$20,908,266	\$14,071,000	\$6,837,266	38
Food Services & Drinking Places	722	\$194,314,936	\$100,767,000	\$93,547,936	212

Leakage/Surplus (Retail Gap) by Retail Type



Source: U.S. Census Bureau, Decennial Census 2020 and ACS 2016-2020.
 Esri forecasts for 2022 and 2027



LifeMode Group: Rustic Outposts

Rural Bypasses

10E

Households: 1,646,400

Average Household Size: 2.55

Median Age: 40.4

Median Household Income: \$33,000

WHO ARE WE?

Open space, undeveloped land, and farmland characterize *Rural Bypasses*. These families live within small towns along country back roads and enjoy the open air in these sparsely populated neighborhoods. Their country lifestyle focuses on the outdoors, gardening, hunting, and fishing. They are more likely to own a satellite dish than a home computer. Although most households do have a connection to the internet, use is very limited. Those who are not yet retired work in blue-collar jobs in the agriculture or manufacturing industries.

OUR NEIGHBORHOOD

- An older market, with more married couples without children and single households, the average household size is slightly lower at 2.55.
- Most residents own single-family homes or mobile homes (Index 504).
- Most housing was built from 1970 to 1989; vacancy rates are higher due to seasonal housing.
- Residents live in very rural areas, almost entirely in the South.

SOCIOECONOMIC TRAITS

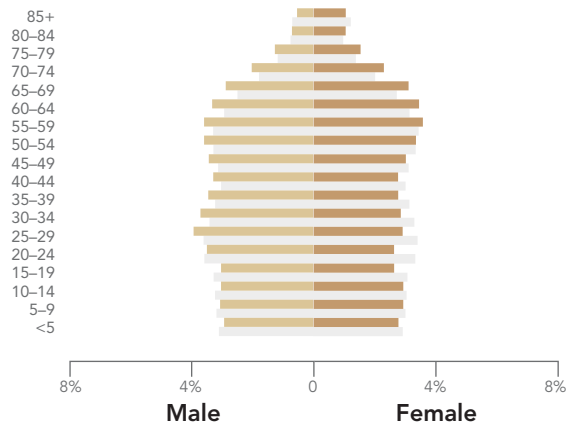
- Almost 25% have not finished high school; 11% have a bachelor's degree or higher.
- Labor force participation is low at 47% (Index 76).
- Income is primarily derived from wages and supplemented with Social Security and Supplemental Security Incomes.
- Religion and faith are central in their lives.
- They rely on television to stay informed.



AGE BY SEX (Esri data)

Median Age: **40.4** US: 38.2

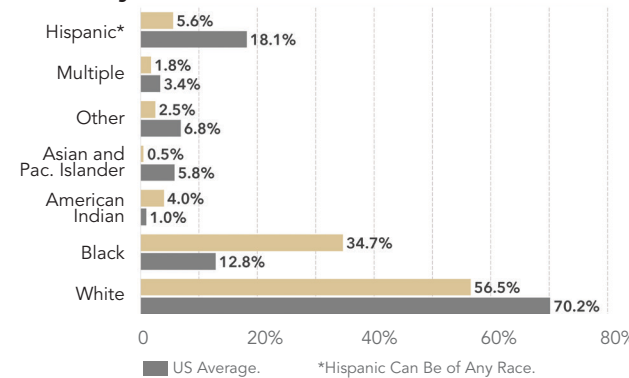
■ Indicates US



RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: **60.5** US: 64.0



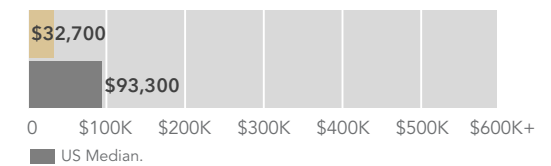
INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

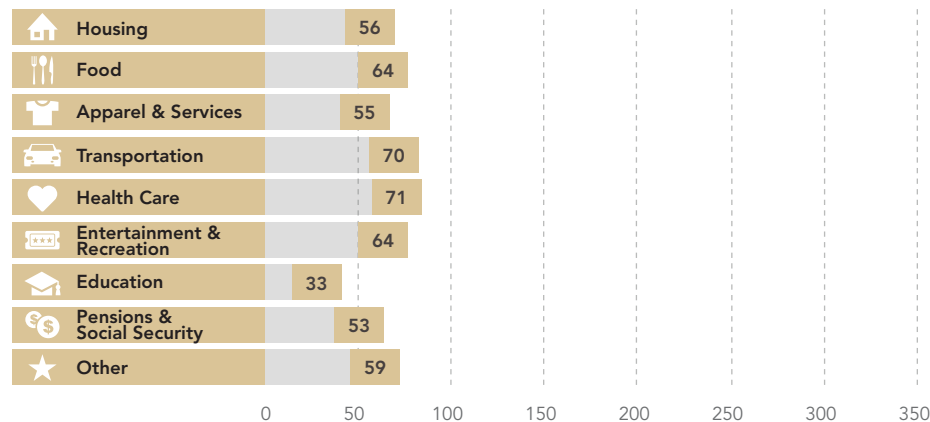


Median Net Worth



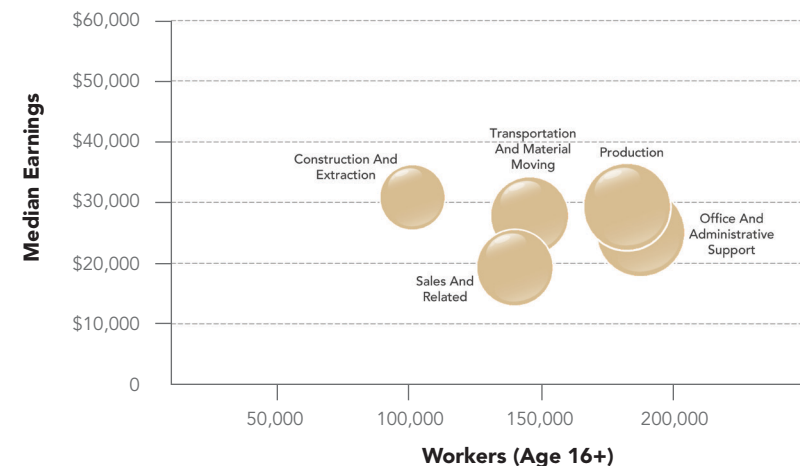
AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





MARKET PROFILE (Consumer preferences are estimated from data by MRI-Simmons.)

- Typical of their country lifestyle, *Rural Bypasses* residents prefer trucks over sedans.
- To save money, households shop at discount department stores, such as Walmart, and warehouse clubs like Sam’s Club.
- Magazines are a popular source of news and entertainment, particularly fishing, hunting, and automotive types.
- As satellite TV subscribers, they regularly watch sports programming as well as their favorite shows on CMT, Freedom, USA Network, and TV Land.

HOUSING

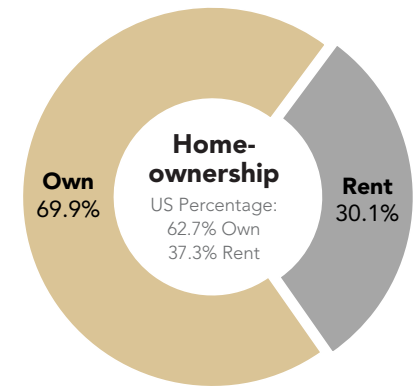
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau’s American Community Survey.



Typical Housing:
Single Family;
Mobile Homes

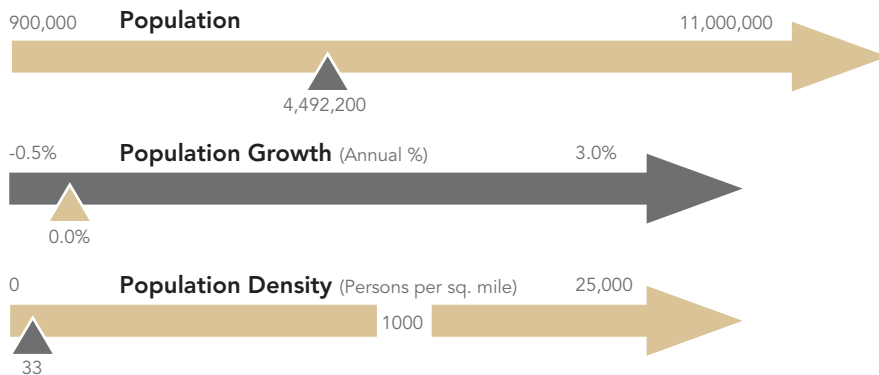
Median Value:
\$83,200

US Median: \$207,300



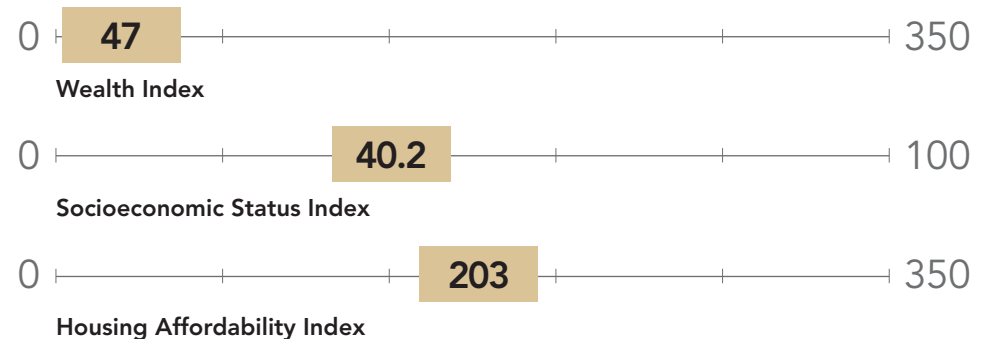
POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

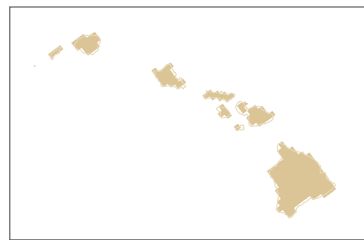
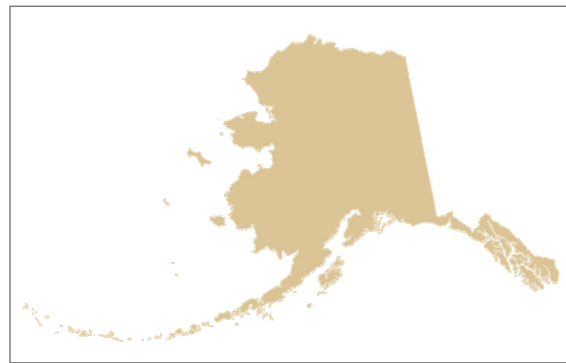
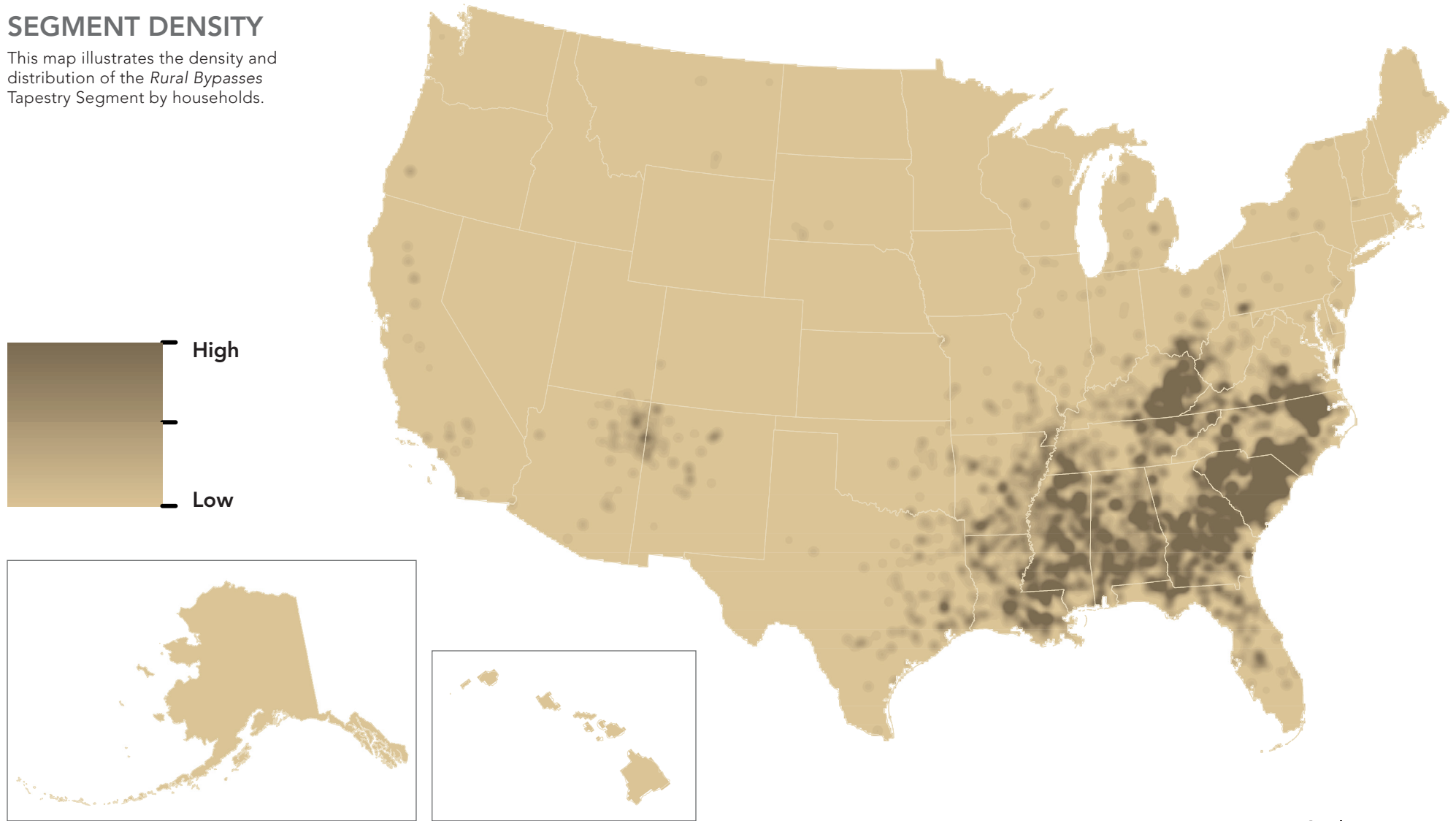


Rural Bypasses



SEGMENT DENSITY

This map illustrates the density and distribution of the *Rural Bypasses* Tapestry Segment by households.



For more information
1-800-447-9778
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LifeMode Group: Hometown

Small Town Sincerity

12C

Households: 2,305,700

Average Household Size: 2.26

Median Age: 40.8

Median Household Income: \$31,500

WHO ARE WE?

Small Town Sincerity includes young families and senior householders that are bound by community ties. The lifestyle is down-to-earth and semirural, with television for entertainment and news, and emphasis on convenience for both young parents and senior citizens. Residents embark on pursuits including online computer games, renting movies, indoor gardening, and rural activities like hunting and fishing. Residents keep their finances simple—paying bills in person and avoiding debt.

OUR NEIGHBORHOOD

- Reside in small towns or semirural neighborhoods, mostly outside metropolitan areas.
- Homes are a mix of older single-family houses (61%), apartments, and mobile homes.
- Half of all homes are owner occupied (Index 79).
- Median home value of \$92,300 is about half the US median.
- Average rent is \$639 (Index 62).
- This is an older market, with half of the householders aged 55 years or older and predominantly single-person households (Index 139).

SOCIOECONOMIC TRAITS

- Education: 67% with high school diploma or some college.
- Labor force participation lower at 52% (Index 83), which could result from lack of jobs or retirement.
- Income from wages and salaries (Index 83), Social Security (Index 133) or retirement (Index 106), increased by Supplemental Security Income (Index 183).
- Price-conscious consumers that shop accordingly, with coupons at discount centers.
- Connected, but not to the latest or greatest gadgets; keep their landlines.
- Community-oriented residents; more conservative than middle of the road.
- Rely on television or newspapers to stay informed.



Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Simmons.



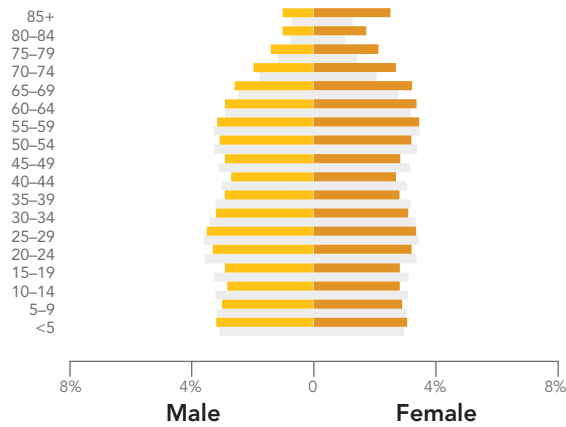
Small Town Sincerity



AGE BY SEX (Esri data)

Median Age: **40.8** US: 38.2

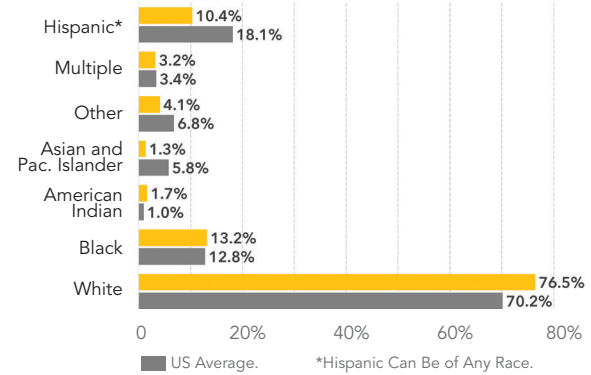
■ Indicates US



RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: **51.0** US: 64.0



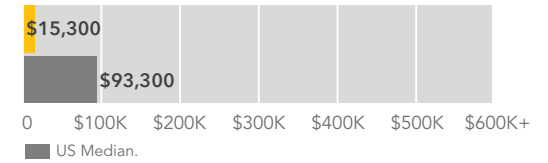
INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

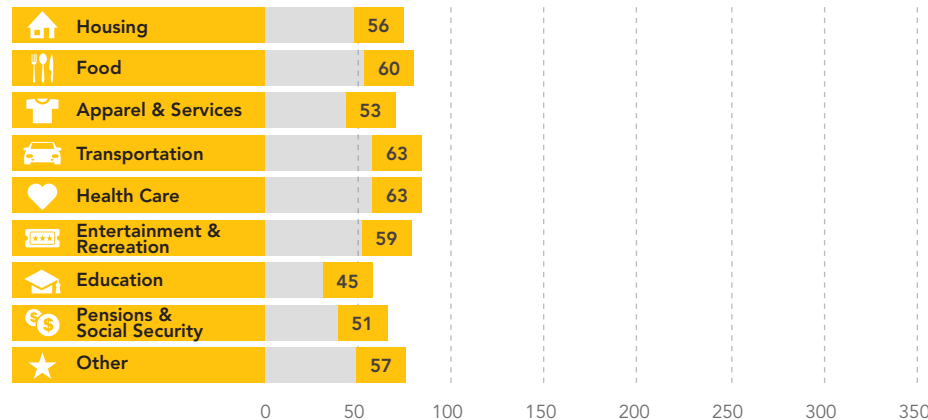


Median Net Worth



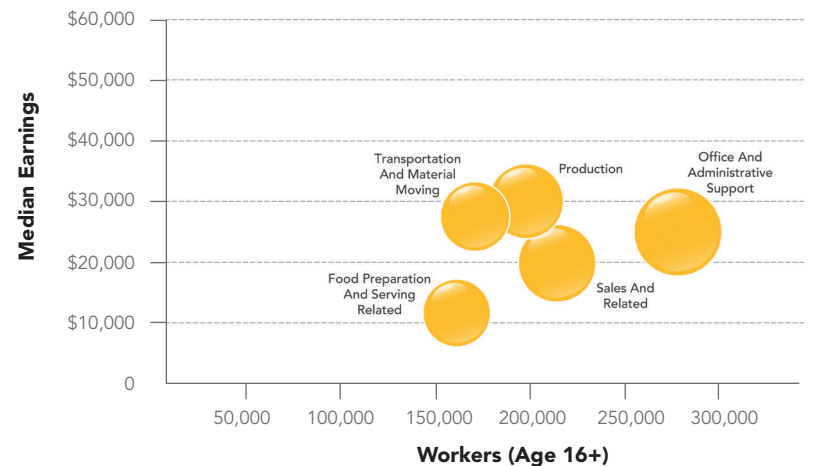
AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





MARKET PROFILE (Consumer preferences are estimated from data by MRI-Simmons.)

- Small Town Sincerity features a semirural lifestyle, complete with domestic trucks and SUVs, ATVs, and vegetable gardens.
- Residents enjoy outdoor activities like hunting and fishing as well as watching NASCAR and college football and basketball on TV.
- A large senior population visit doctors and health practitioners regularly.
- A largely single population favors convenience over cooking—frozen meals and fast food.
- Home improvement is not a priority, but vehicle maintenance is.

HOUSING

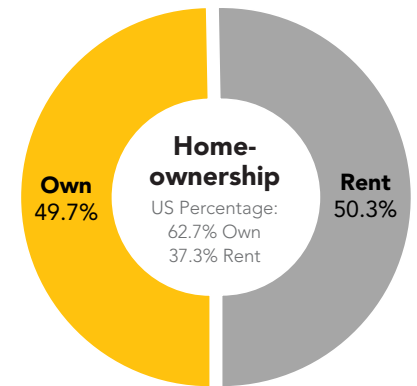
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
Single Family

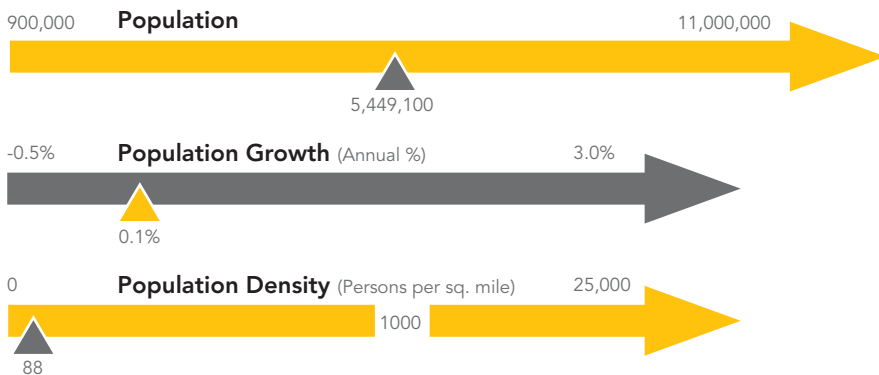
Median Value:
\$92,300

US Median: \$207,300



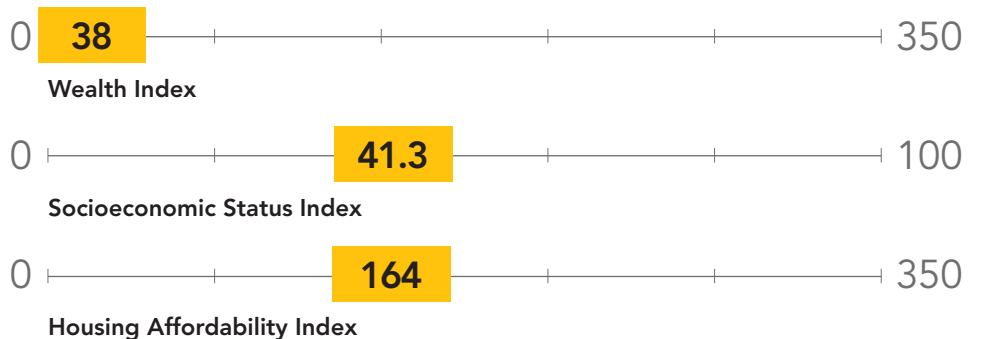
POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





LifeMode Group: Hometown

Small Town Sincerity

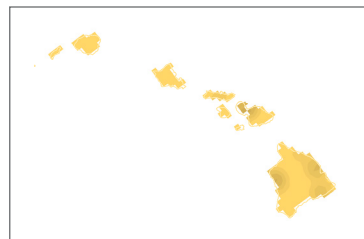
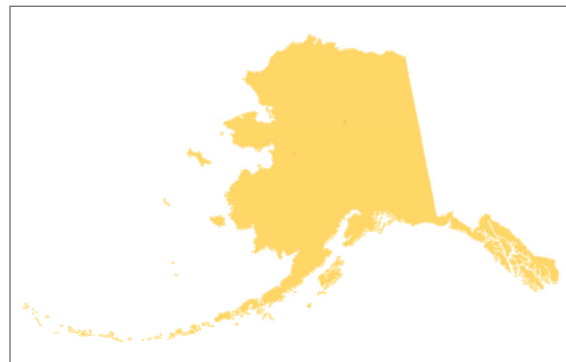
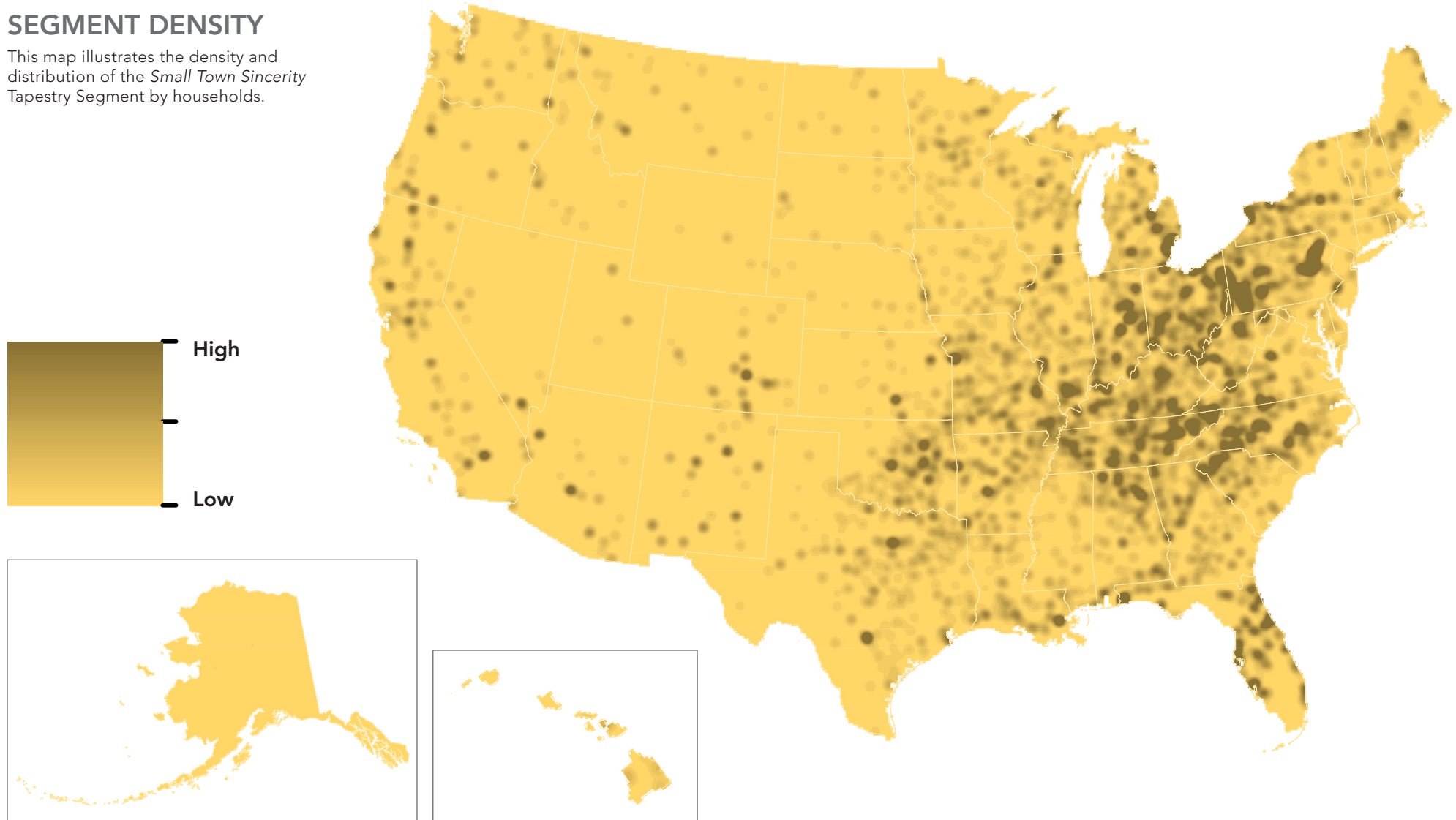


TAPESTRY
SEGMENTATION

esri.com/tapestry

SEGMENT DENSITY

This map illustrates the density and distribution of the *Small Town Sincerity* Tapestry Segment by households.



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THE
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LifeMode Group: Midtown Singles
City Commons

11E

Households: 1,106,600

Average Household Size: 2.67

Median Age: 28.5

Median Household Income: \$18,300

WHO ARE WE?

This segment is one of Tapestry Segmentation's youngest markets. It is primarily composed of single-parent and single-person households living within large metro cities located primarily in the eastern half of the US. While more than a third have a college degree or spent some time in college, nearly a quarter have not finished high school. These residents strive for the best for themselves and their children. Most occupations are within office and administrative Support.

OUR NEIGHBORHOOD

- Single parents (Index 315), primarily female, and singles head these young households.
- Average household size is slightly higher than the US at 2.67.
- *City Commons* residents are found in large metropolitan cities, where most residents rent apartments in mid-rise buildings.
- Neighborhoods are older, built before 1960 (Index 151).
- Typical of the city, many households own either one vehicle or none and use public transportation (Index 292) or taxis (Index 299).

SOCIOECONOMIC TRAITS

- Although some have college degrees, nearly a quarter have not graduated from high school.
- Labor force participation is low at 53% (Index 84).
- Most households receive income from wages or salaries, with nearly one in four that receive contributions from Social Security (Index 287) and public assistance (Index 355).
- Consumers endeavor to keep up with the latest fashion trends.
- Many families prefer the convenience of fast-food restaurants to cooking at home.

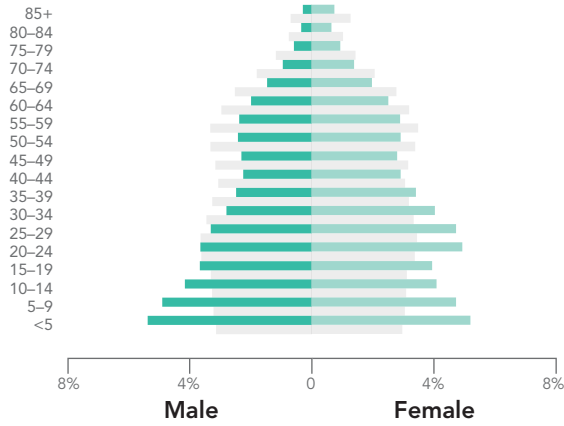


Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Simmons.

AGE BY SEX (Esri data)

Median Age: **28.5** US: 38.2

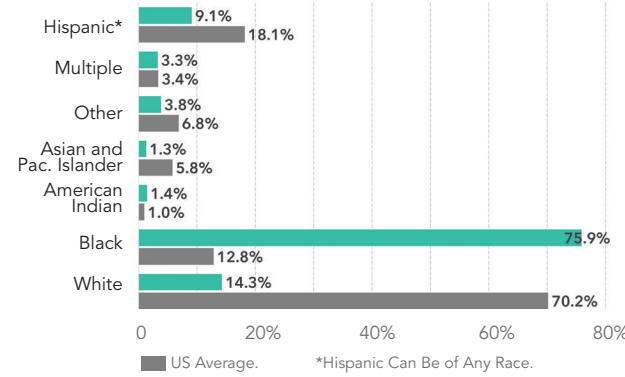
■ Indicates US



RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: **50.2** US: 64.0



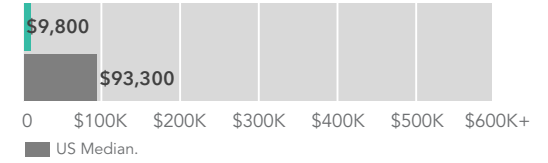
INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

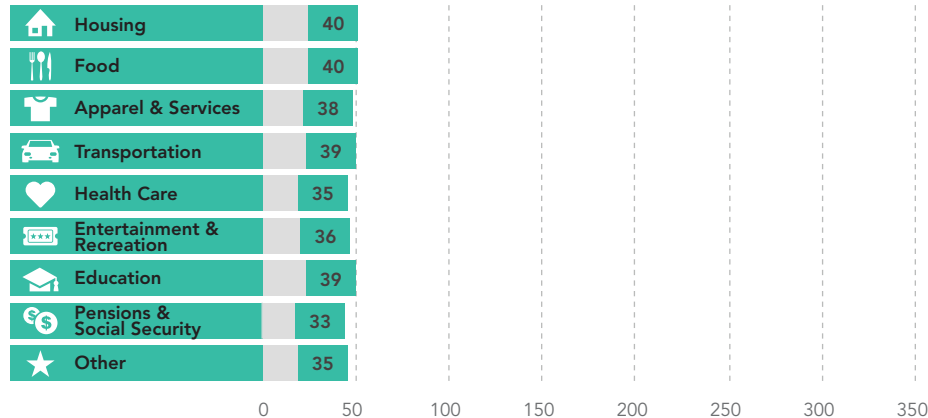


Median Net Worth



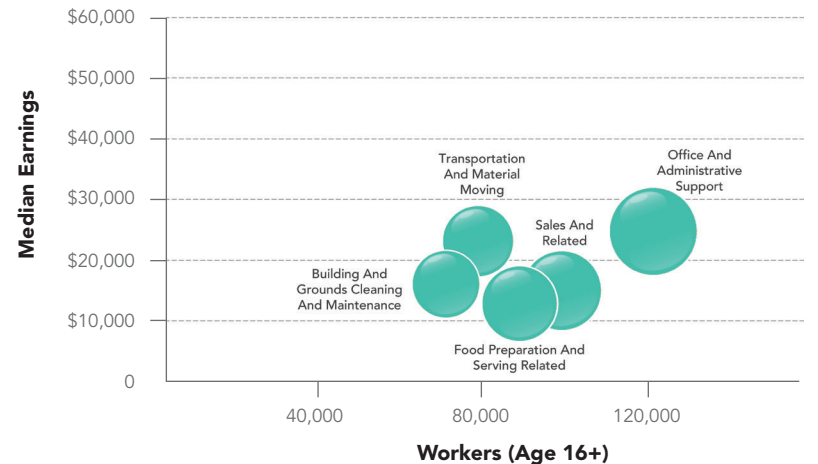
AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





MARKET PROFILE (Consumer preferences are estimated from data by MRI-Simmons.)

- Baby and children’s products, like food and clothing, are the primary purchases.
- Shop primarily at warehouse clubs like Sam’s Club, Walmart Supercenter, and discount department stores such as Old Navy and Burlington.
- While most residents obtain privately issued medical insurance plans, some are covered by federal programs like Medicaid.
- Subscribe to cable TV; children-oriented programs are popular, as are game shows and movie channels.
- Magazines are extremely popular sources of news and the latest trends, including baby, bridal, and parenthood types of magazines.
- Enjoy listening to urban radio.

HOUSING

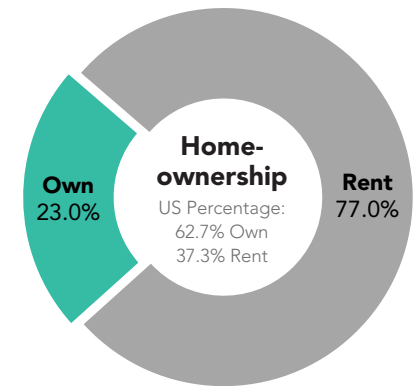
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau’s American Community Survey.



Typical Housing:
Multiunit Rentals;
Single Family

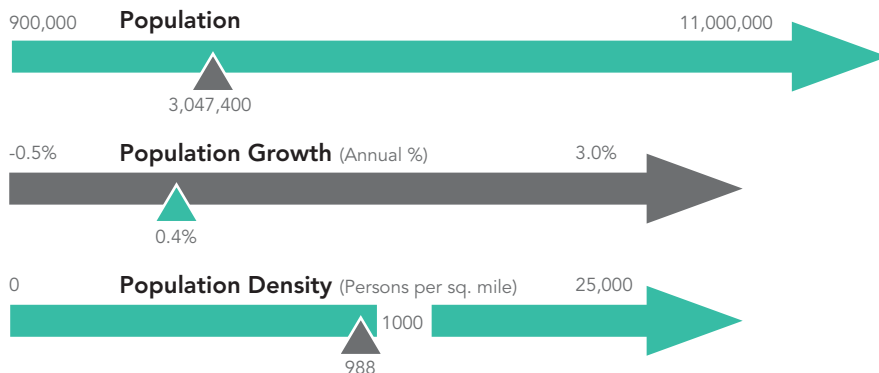
Average Rent:
\$658

US Average: \$1,038



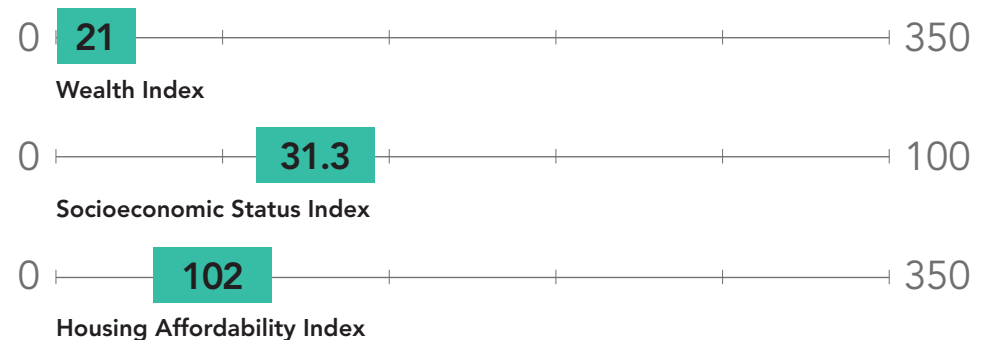
POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



ESRI INDEXES

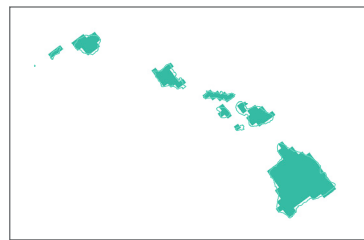
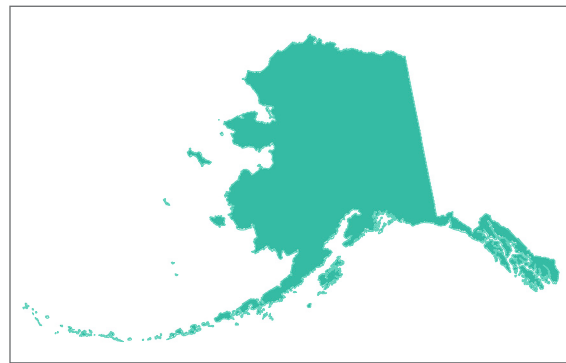
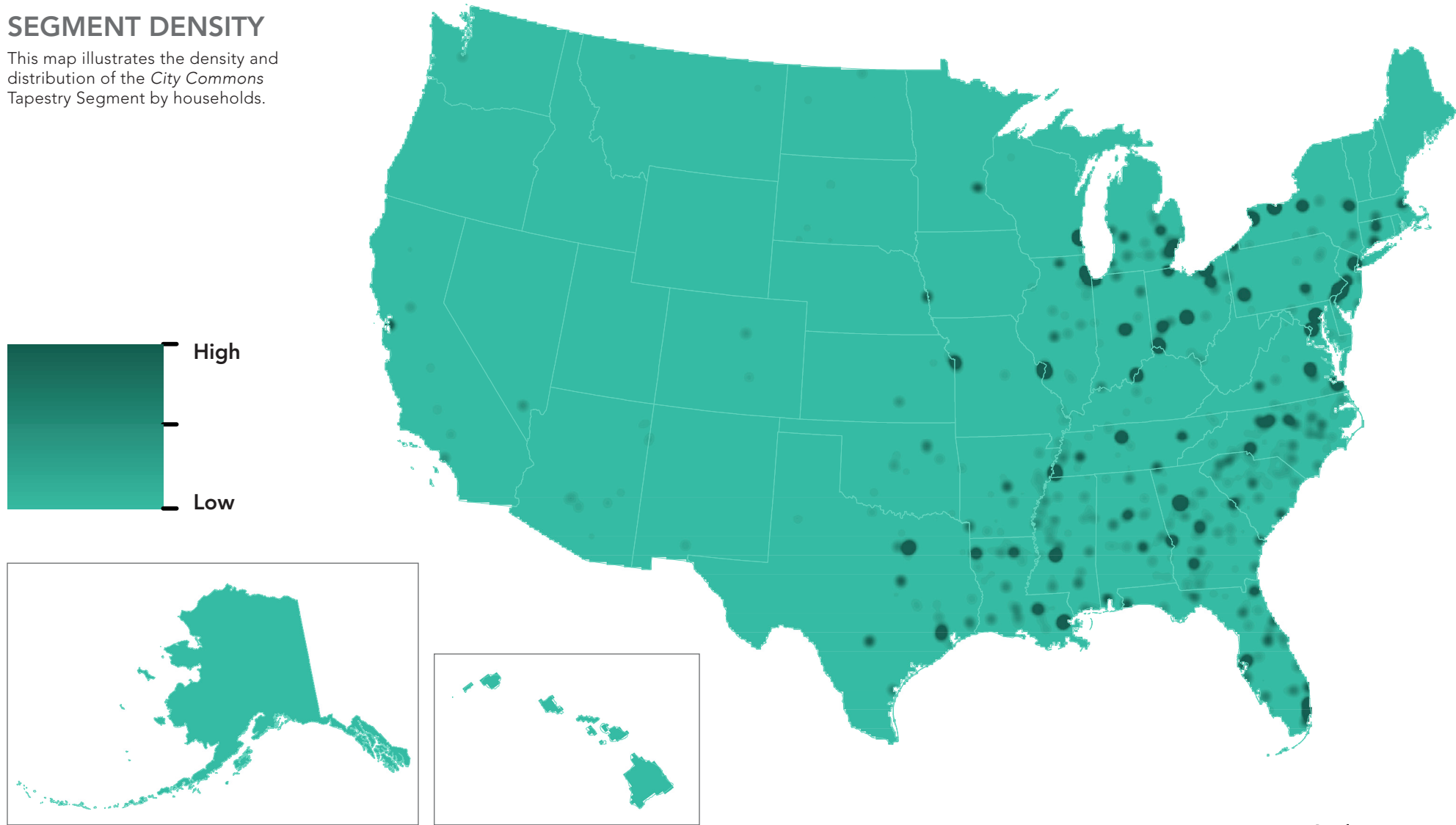
Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





SEGMENT DENSITY

This map illustrates the density and distribution of the *City Commons* Tapestry Segment by households.



For more information
1-800-447-9778
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THE
SCIENCE
OF
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LifeMode Group: Rustic Outposts

Southern Satellites

10A

Households: 3,856,800

Average Household Size: 2.67

Median Age: 40.3

Median Household Income: \$47,800

WHO ARE WE?

Southern Satellites is the second largest market found in rural settlements but within metropolitan areas located primarily in the South. This market is typically slightly older, settled married-couple families, who own their homes. Two-thirds of the homes are single-family structures; almost a third are mobile homes. Median household income and home value are below average. Workers are employed in a variety of industries, such as manufacturing, health care, retail trade, and construction, with higher proportions in mining and agriculture than the US. Residents enjoy country living, preferring outdoor activities and DIY home projects.

OUR NEIGHBORHOOD

- About 78% of households are owned.
- Married couples with no children are the dominant household type, with a number of multigenerational households (Index 112).
- Most are single-family homes (67%), with a number of mobile homes (Index 509).
- Most housing units were built in 1970 or later.
- Most households own one or two vehicles, but owning more than three vehicles is common (Index 144).

SOCIOECONOMIC TRAITS

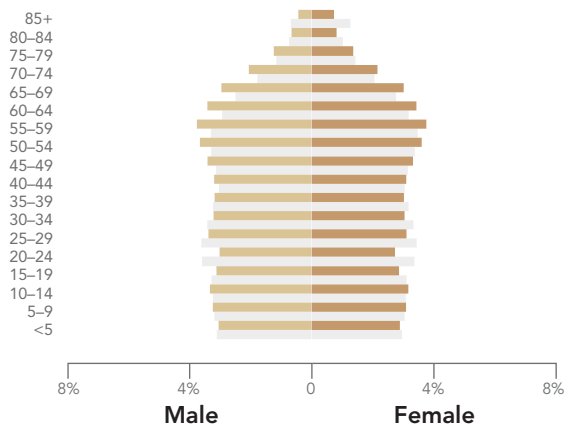
- Education: almost 40% have a high school diploma only (Index 140); 45% have college education (Index 73).
- Labor force participation rate is 59.1%, slightly lower than the US.
- These consumers are more concerned about cost rather than quality or brand loyalty.
- They tend to be somewhat late in adapting to technology.
- They obtain a disproportionate amount of their information from TV, compared to other media.



AGE BY SEX (Esri data)

Median Age: **40.3** US: 38.2

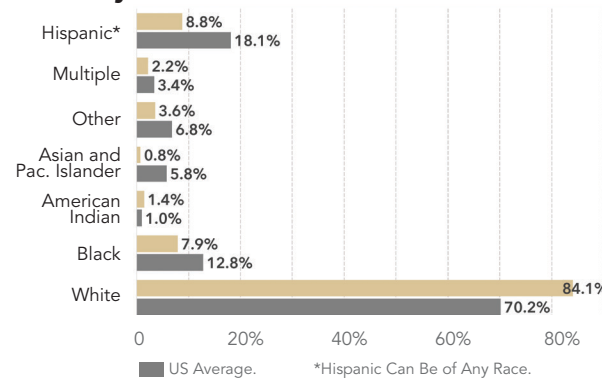
■ Indicates US



RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: **40.1** US: 64.0



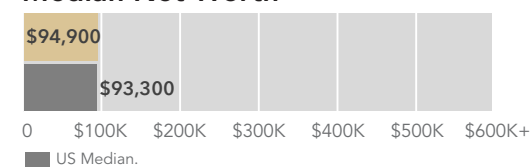
INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

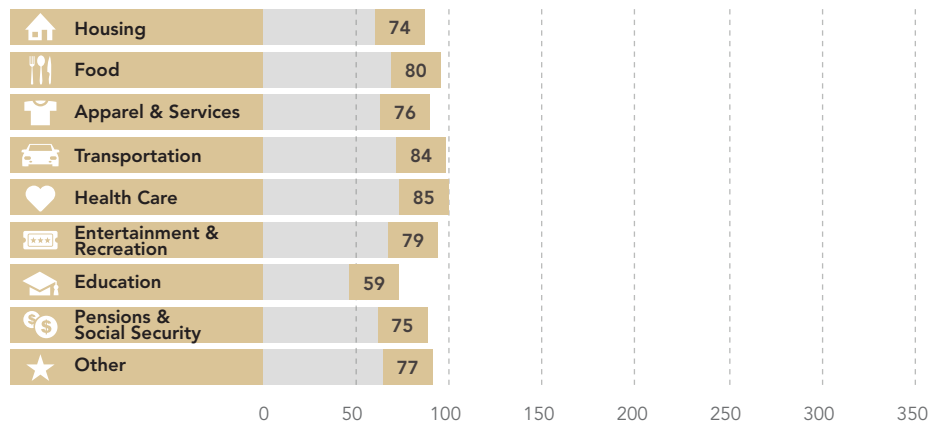


Median Net Worth



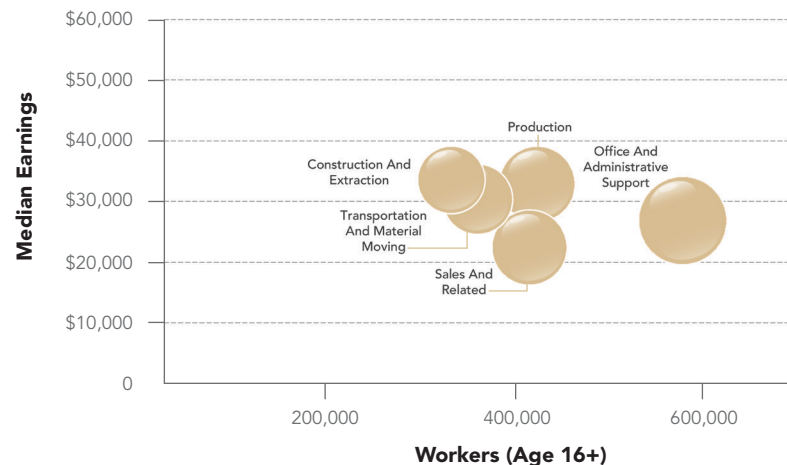
AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.



MARKET PROFILE (Consumer preferences are estimated from data by MRI-Simmons.)

- Usually own a truck; likely to service it themselves.
- Frequent the convenience store, usually to fill up a vehicle with gas.
- Typical household has a satellite dish.
- Work on home improvement and remodeling projects.
- Own a pet, commonly a dog.
- Participate in fishing and hunting.
- Prefer to listen to country music and watch CMT.
- Read fishing and hunting and home service magazines.
- Partial to eating at low-cost family restaurants and drive-ins.
- Use Walmart for all their shopping needs (groceries, clothing, pharmacy, etc.).

HOUSING

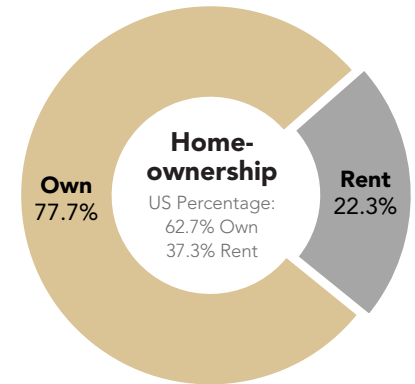
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
 Single Family;
 Mobile Homes

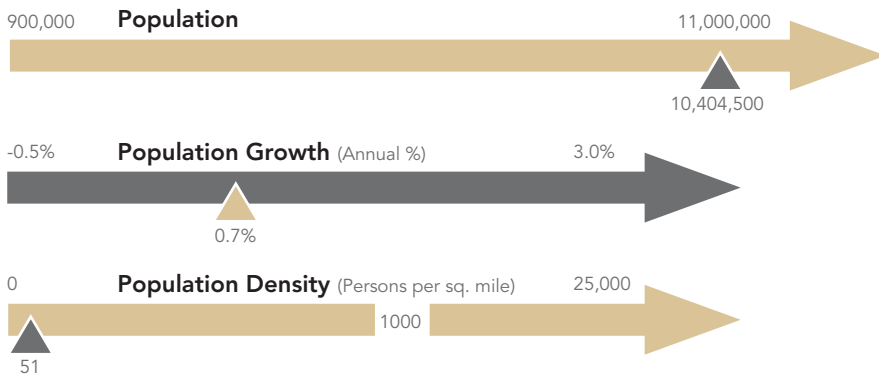
Median Value:
 \$128,500

US Median: \$207,300



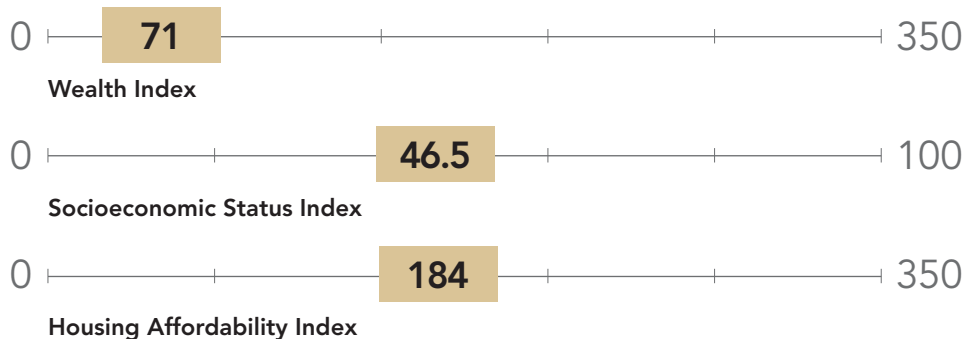
POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

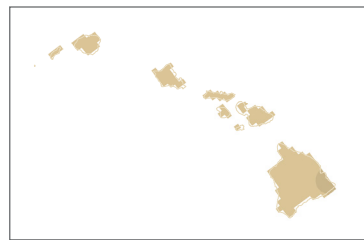
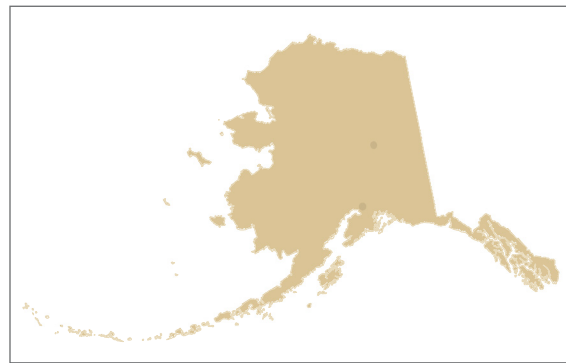
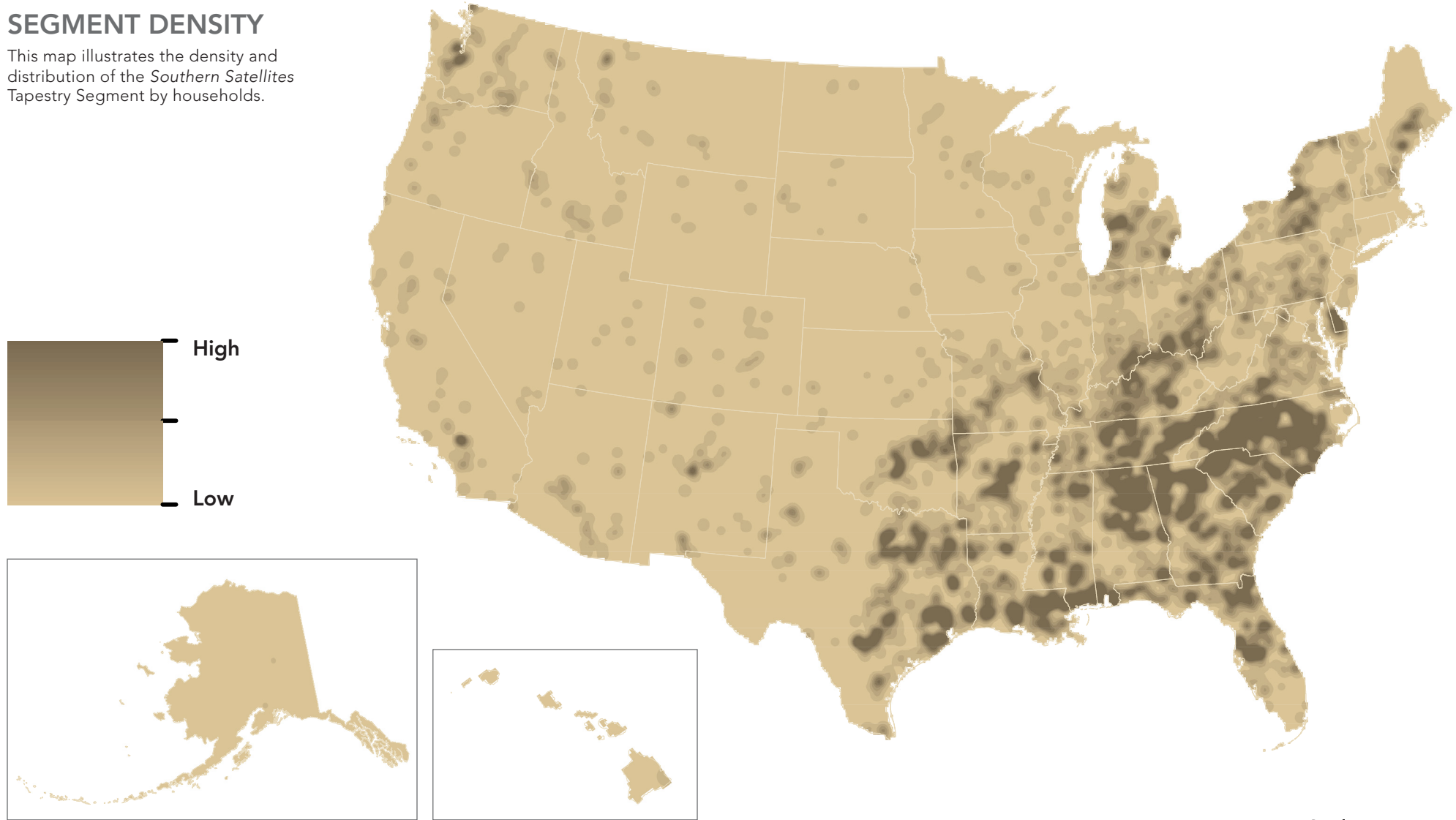


Southern Satellites



SEGMENT DENSITY

This map illustrates the density and distribution of the *Southern Satellites* Tapestry Segment by households.





LifeMode Group: Rustic Outposts

Rooted Rural

10B

Households: 2,430,900

Average Household Size: 2.48

Median Age: 45.2

Median Household Income: \$42,300

WHO ARE WE?

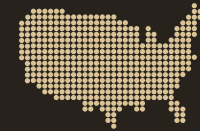
Rooted Rural is heavily concentrated in the Appalachian mountain range as well as in Texas and Arkansas. Employment in the forestry industry is common, and *Rooted Rural* residents live in many of the heavily forested regions of the country. This group enjoys time spent outdoors, hunting, fishing, or working in their gardens. Indoors, they enjoy watching television with a spouse and spending time with their pets. When shopping, they look for American-made and generic products. These communities are heavily influenced by religious faith and family history.

OUR NEIGHBORHOOD

- This market is dominated by married couples, few with children at home.
- 80% of homes are owner occupied: primarily single family (73%) or mobile homes (24%).
- Nearly one in five housing units is vacant, with a high proportion for seasonal use.
- Home values are very low—almost half of owned homes are valued under \$100,000.

SOCIOECONOMIC TRAITS

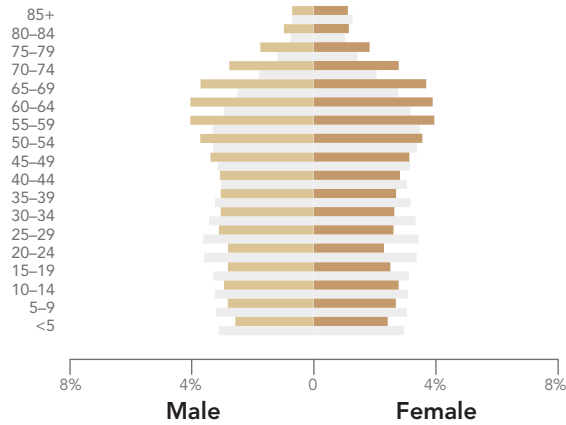
- Shoppers use coupons frequently and buy generic goods.
- Do-it-yourself mentality; grow their own produce and work on their cars and ATVs.
- Pay bills in person and avoid using the internet for financial transactions.
- Often find computers and cell phones too complicated and confusing.
- Clothes a necessity, not a fashion statement; only buy new clothes when old clothes wear out.



AGE BY SEX (Esri data)

Median Age: **45.2** US: 38.2

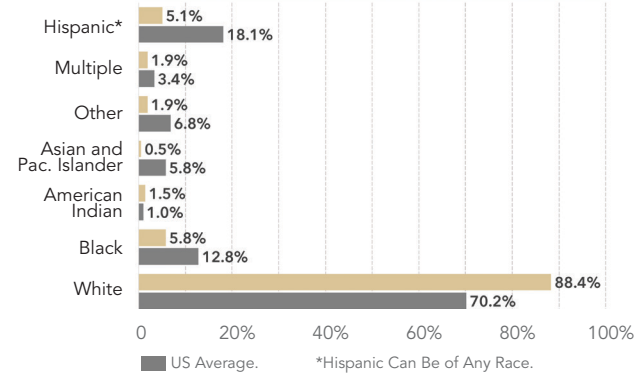
■ Indicates US



RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: **29.2** US: 64.0



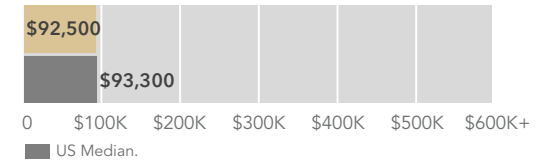
INCOME AND NET WORTH

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Median Household Income

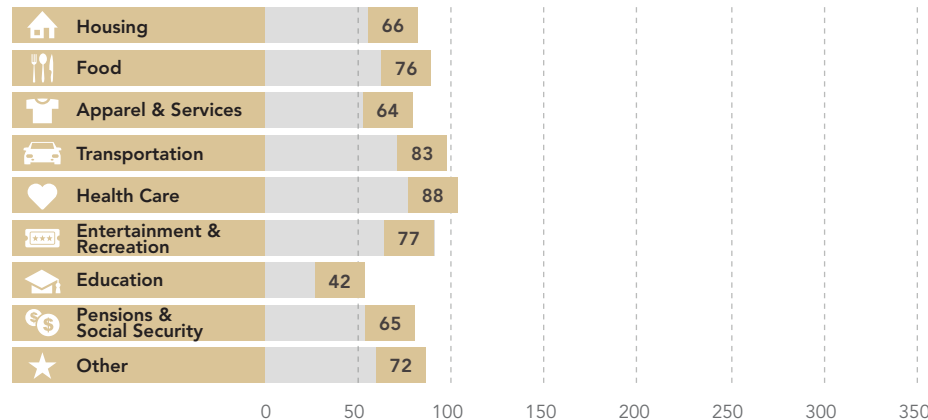


Median Net Worth



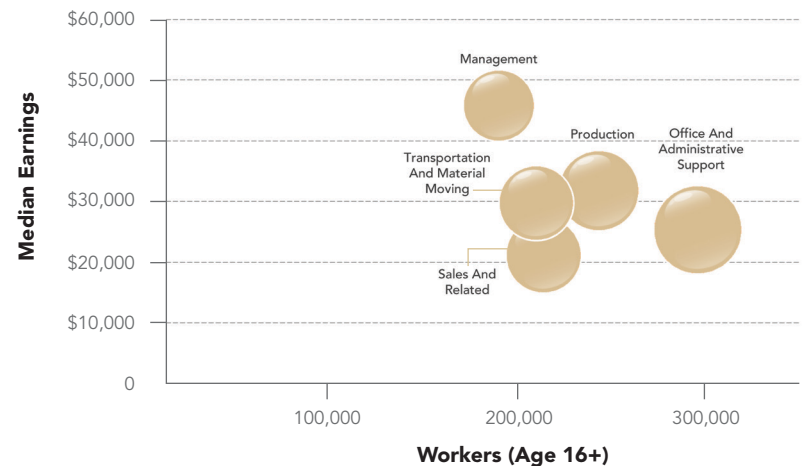
AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





MARKET PROFILE (Consumer preferences are estimated from data by MRI-Simmons.)

- They own a riding lawn mower, as well as a garden tiller, and have vegetable gardens.
- More than half of the households have a high-speed internet connection.
- They use a satellite dish to watch CMT, the History Channel, and GSN.
- Pets are popular—dogs, cats, and birds.
- Leisure activities include hunting and fishing.
- They listen to faith-based radio, country, and gospel music.
- Many are on Medicare and frequent the Walgreens pharmacy.

HOUSING

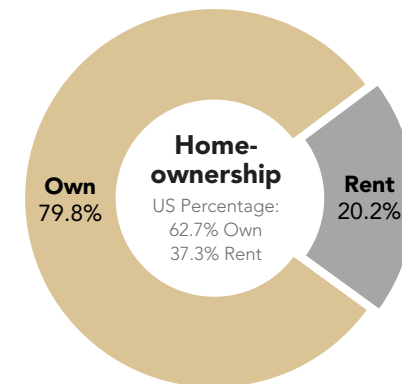
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Typical Housing:
Single Family;
Mobile Homes

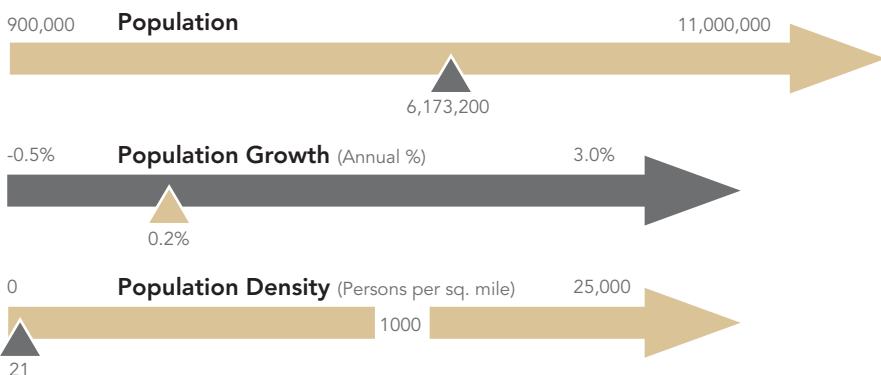
Median Value:
\$112,800

US Median: \$207,300



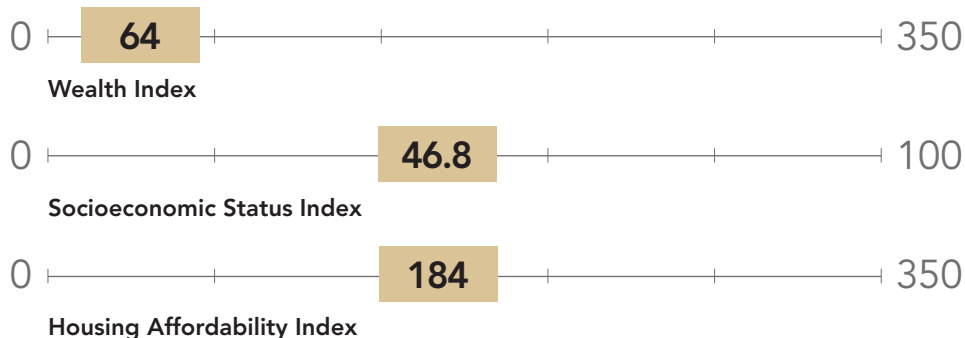
POPULATION CHARACTERISTICS

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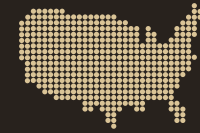


ESRI INDEXES

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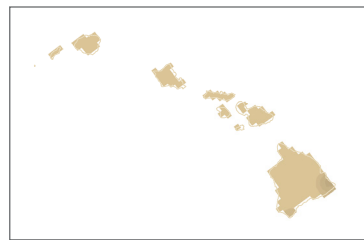
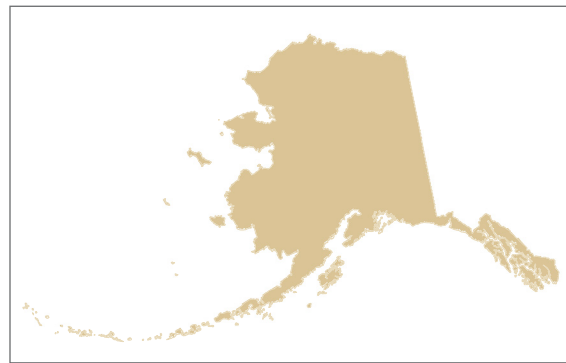
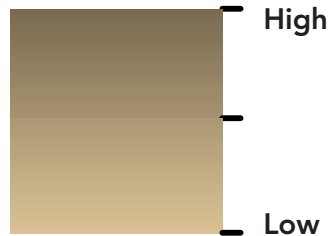
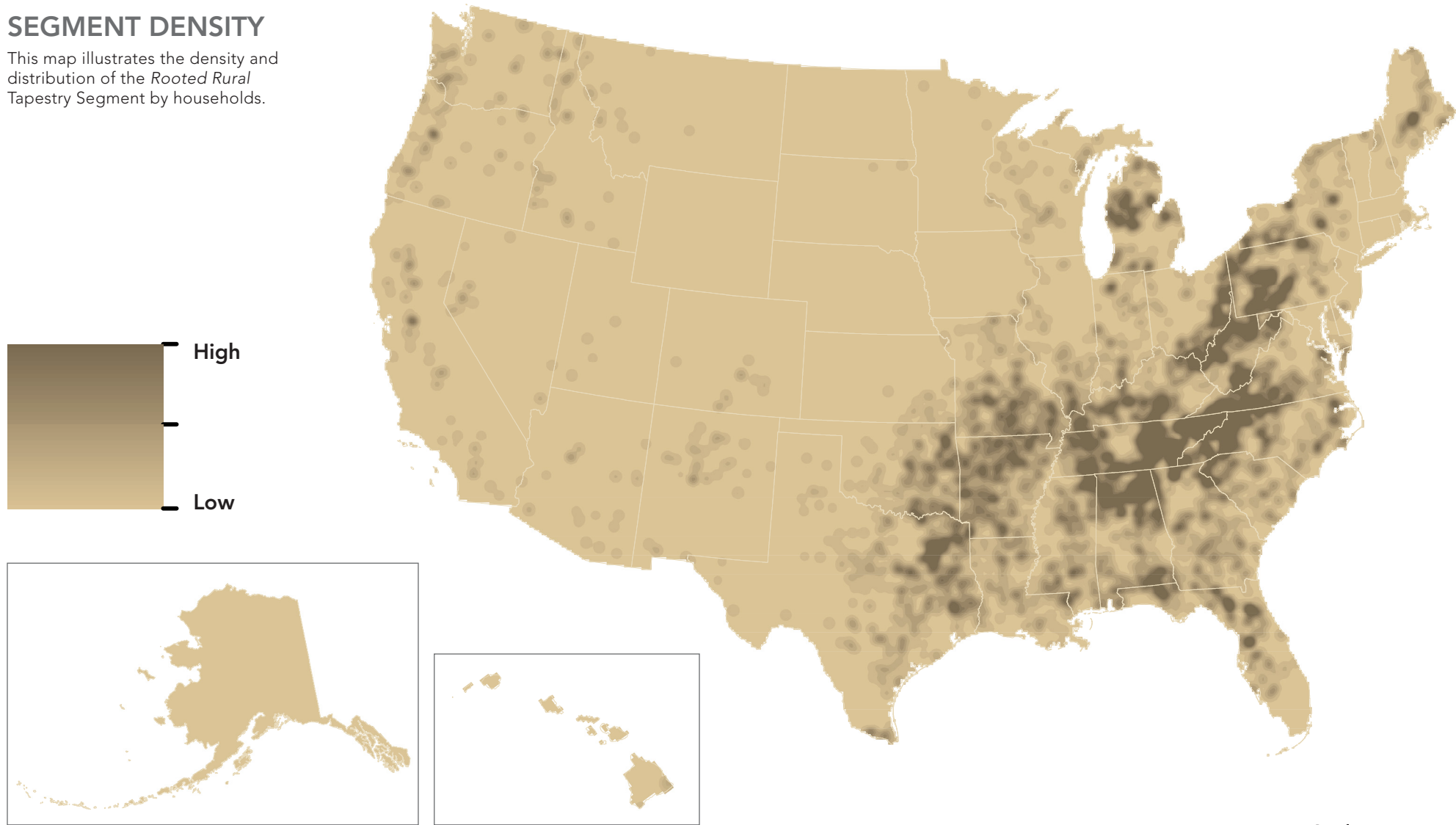


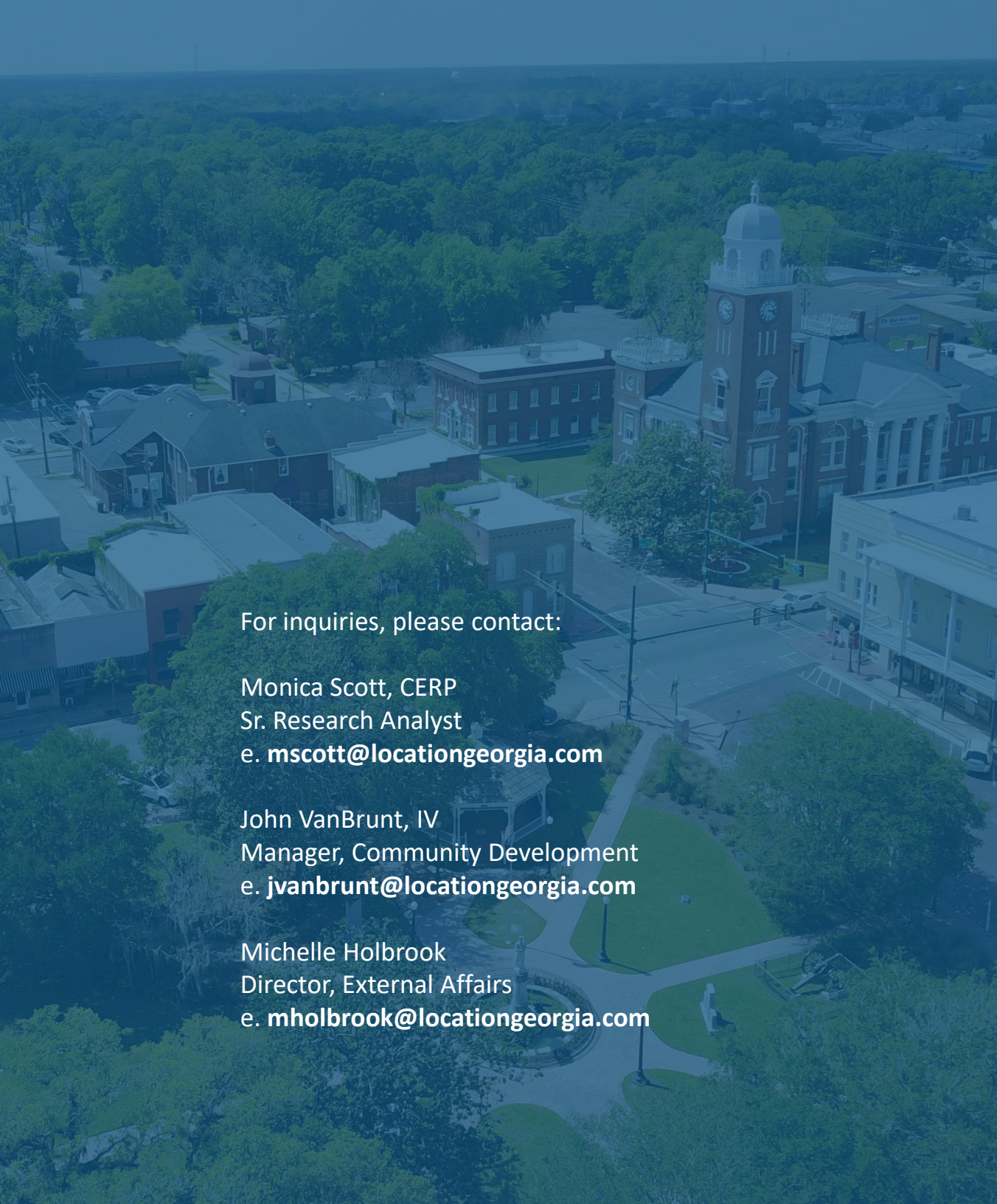
Rooted Rural



SEGMENT DENSITY

This map illustrates the density and distribution of the *Rooted Rural* Tapestry Segment by households.





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