



The**Retail**Coach.®

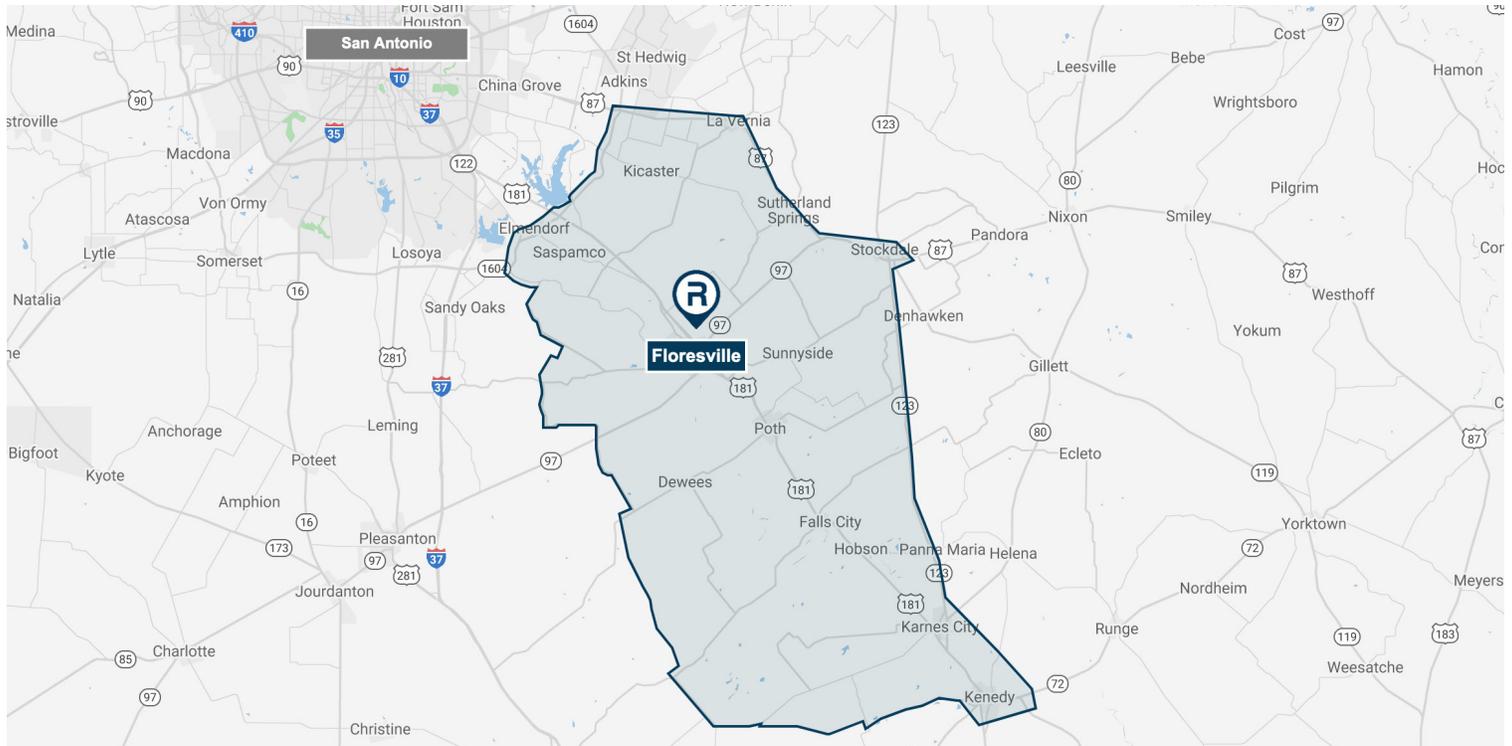
# Retail Trade Area Psychographic Profile

FLORESVILLE, TEXAS

Prepared for Floresville Economic Development Corporation  
March 2024

# Retail Trade Area • Demographic Snapshot

## Floresville, Texas



### Population

2020	55,401
2023	57,605
2028	60,099

### Educational Attainment (%)

Graduate or Professional Degree	6.45%
Bachelors Degree	15.05%
Associate Degree	6.88%
Some College	22.68%
High School Graduate (GED)	34.73%
Some High School, No Degree	7.43%
Less than 9th Grade	6.79%

### Income

Average HH	\$113,107
Median HH	\$86,814
Per Capita	\$40,453

### Age

0 - 9 Years	12.03%
10 - 17 Years	11.11%
18 - 24 Years	9.02%
25 - 34 Years	11.94%
35 - 44 Years	12.68%
45 - 54 Years	12.59%
55 - 64 Years	13.29%
65 and Older	17.35%
Median Age	39.70
Average Age	39.94

### Race Distribution (%)

White	63.57%
Black/African American	2.06%
American Indian/Alaskan	0.96%
Asian	0.86%
Native Hawaiian/Islander	0.08%
Other Race	11.30%
Two or More Races	21.18%
Hispanic	45.85%



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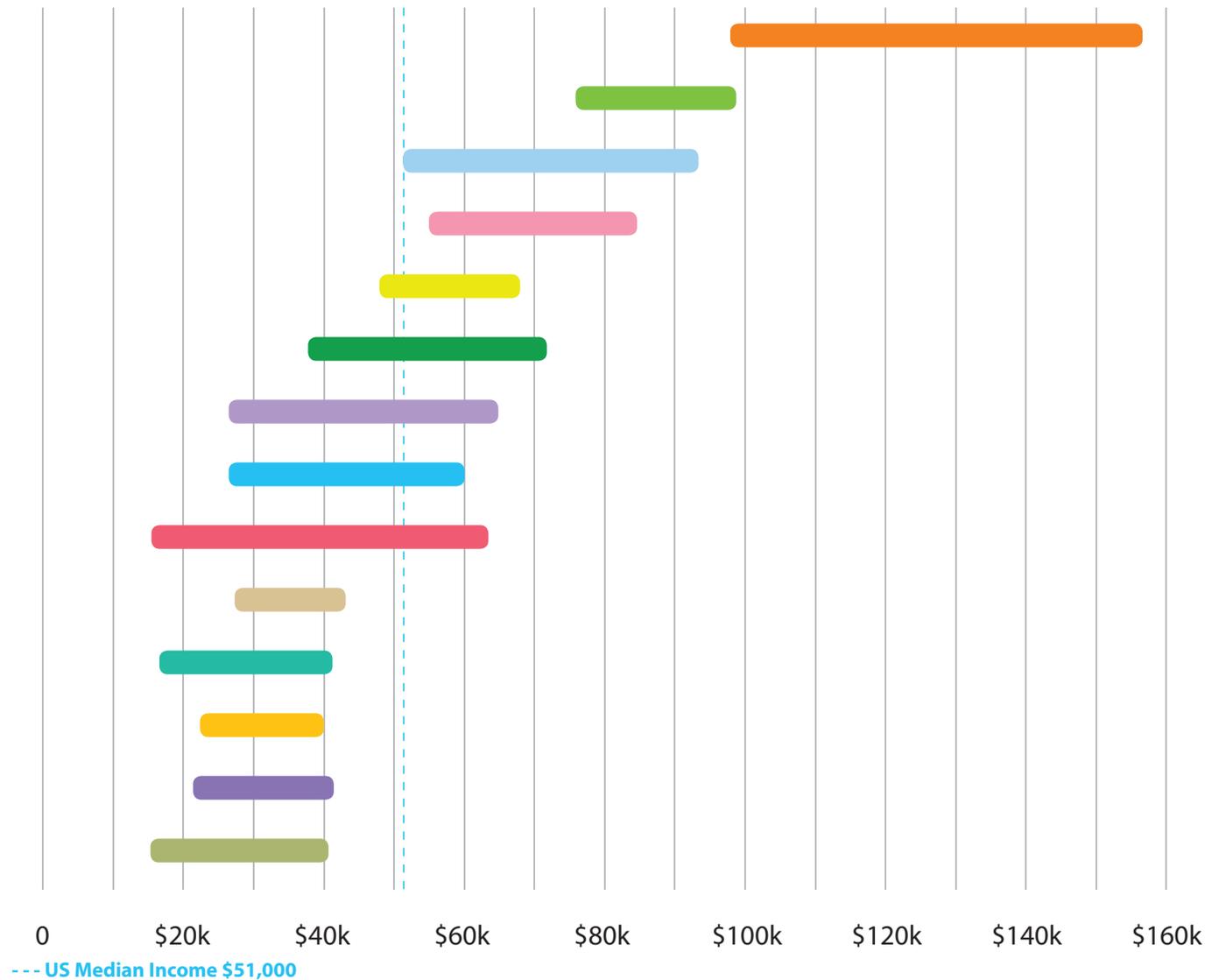
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# Income Range of Lifemode Summary Groups

Floresville, Texas



**+ L1 AFFLUENT ESTATES**

Established wealth — educated, well-traveled married couples

**+ L2 UPSCALE AVENUES**

Prosperous, married couples in higher density neighborhoods

**+ L3 UPTOWN INDIVIDUALS**

Younger, urban singles on the move

**+ L4 FAMILY LANDSCAPES**

Successful younger families in newer housing

**+ L5 GENXURBAN**

Gen X in middle age; families with fewer kids and a mortgage

**+ L6 COZY COUNTRY**

Empty nesters in bucolic settings

**+ L7 ETHNIC ENCLAVES**

Established diversity — young, Hispanic homeowners with families

**+ L8 MIDDLE GROUND**

Lifestyles of thirtysomethings

**+ L9 SENIOR STYLES**

Senior lifestyles reveal the effects of saving for retirement

**+ L10 RUSTIC OUTPOSTS**

Country life with older families, older homes

**+ L11 MIDTOWN SINGLES**

Millennials on the move; single, diverse, and urban

**+ L12 HOMETOWN**

Growing up and staying close to home; single householders

**+ L13 NEXT WAVE**

Urban denizens; young, diverse, hardworking families

**+ L14 SCHOLARS AND PATRIOTS**

College campuses and military neighborhoods



# Retail Trade Area • Top Tapestry Segments

## Floresville, Texas

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College campuses and military neighborhoods

	TAPESTRY SEGMENTATION	HOUSEHOLDS PERCENT	CUMULATIVE PERCENT	US HOUSEHOLDS PERCENT	CUMULATIVE PERCENT	INDEX
1	Southern Satellites (10A)	30.7%	30.7%	3.1%	3.1%	988
2	Green Acres (6A)	29.4%	60.1%	3.3%	6.4%	898
3	Small Town Sincerity (12C)	6.4%	66.5%	1.8%	8.2%	357
4	Workday Drive (4A)	5.2%	71.7%	3.1%	11.2%	168
5	Economic BedRock (10C)	3.5%	75.2%	0.6%	11.8%	604
	Subtotal	75.2%		11.9%		
6	Boomburbs (1C)	3.3%	78.5%	1.9%	13.8%	168
7	Heartland Communities (6F)	3.2%	81.7%	2.2%	16.0%	147
8	Southwestern Families (7F)	3.1%	84.8%	0.8%	16.8%	389
9	Salt of the Earth (6B)	3.1%	87.8%	2.8%	19.5%	110
10	Prairie Living (6D)	2.7%	90.5%	1.0%	20.5%	277
	Subtotal	15.4%		8.7%		
11	Savvy Suburbanites (1D)	2.7%	93.2%	3.0%	23.5%	90
12	Middleburg (4C)	2.0%	95.2%	3.1%	26.6%	65
13	Professional Pride (1B)	1.9%	97.1%	1.6%	28.2%	113
14	Rural Resort Dwellers (6E)	1.3%	98.4%	1.0%	29.2%	133
15	The Great Outdoors (6C)	1.0%	99.4%	1.6%	30.8%	66
	Subtotal	8.9%		10.3%		
16	Comfortable Empty Nesters (5A)	0.5%	100.0%	2.4%	33.2%	23
17	Down the Road (10D)	0.0%	100.0%	1.2%	34.3%	3
	Subtotal	0.5%		3.6%		
	Total	100.0%		34.3%		291

# 10A LifeMode Group: Rustic Outposts Southern Satellites

**US 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 nondiverse, 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 1 or 2 vehicles, but owning 3+ vehicles is common (Index 144).

## SOCIOECONOMIC TRAITS

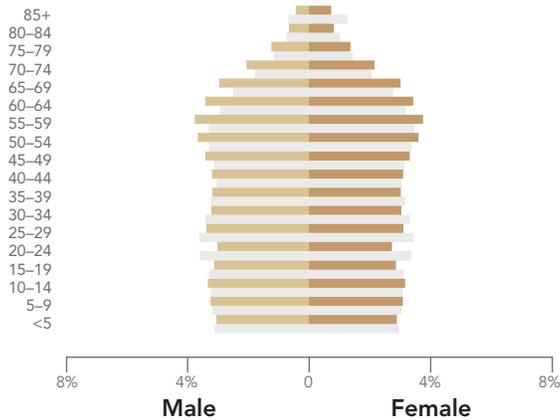
- Education: almost 40% have a high school diploma only (Index 140); 45% have college education (Index 73).
- Unemployment rate is 6%, slightly higher than the US rate.
- Labor force participation rate is 59.1%, slightly lower than the US.
- These consumers are more concerned about cost rather than quality 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.

# 10A LifeMode Group: Rustic Outposts Southern Satellites

## AGE BY SEX (Esri data)

**Median Age: 40.3** US: 38.2

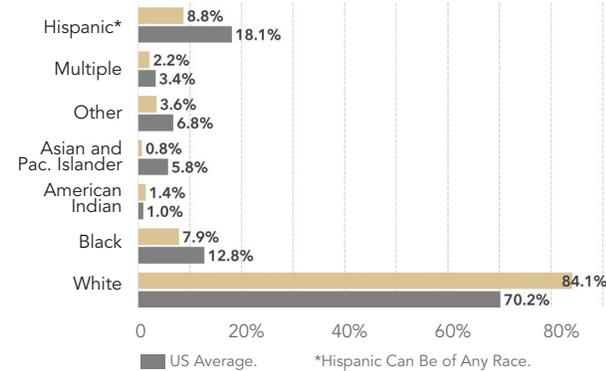
■ Indicates US



## 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



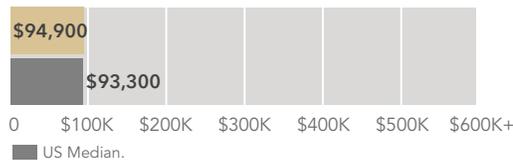
## INCOME AND NET WORTH

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



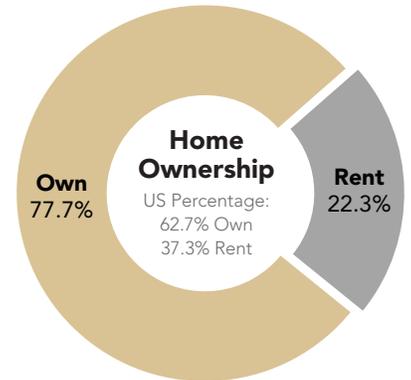
## HOUSING

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.



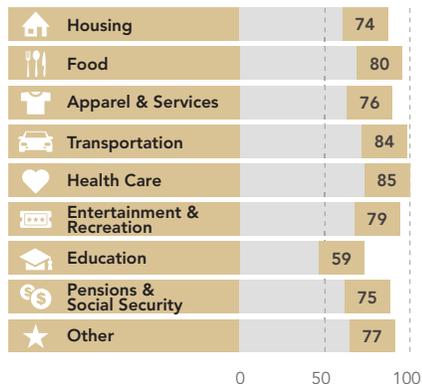
**Typical Housing:**  
Single Family;  
Mobile Homes

**Median Value:**  
\$128,500



## 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.



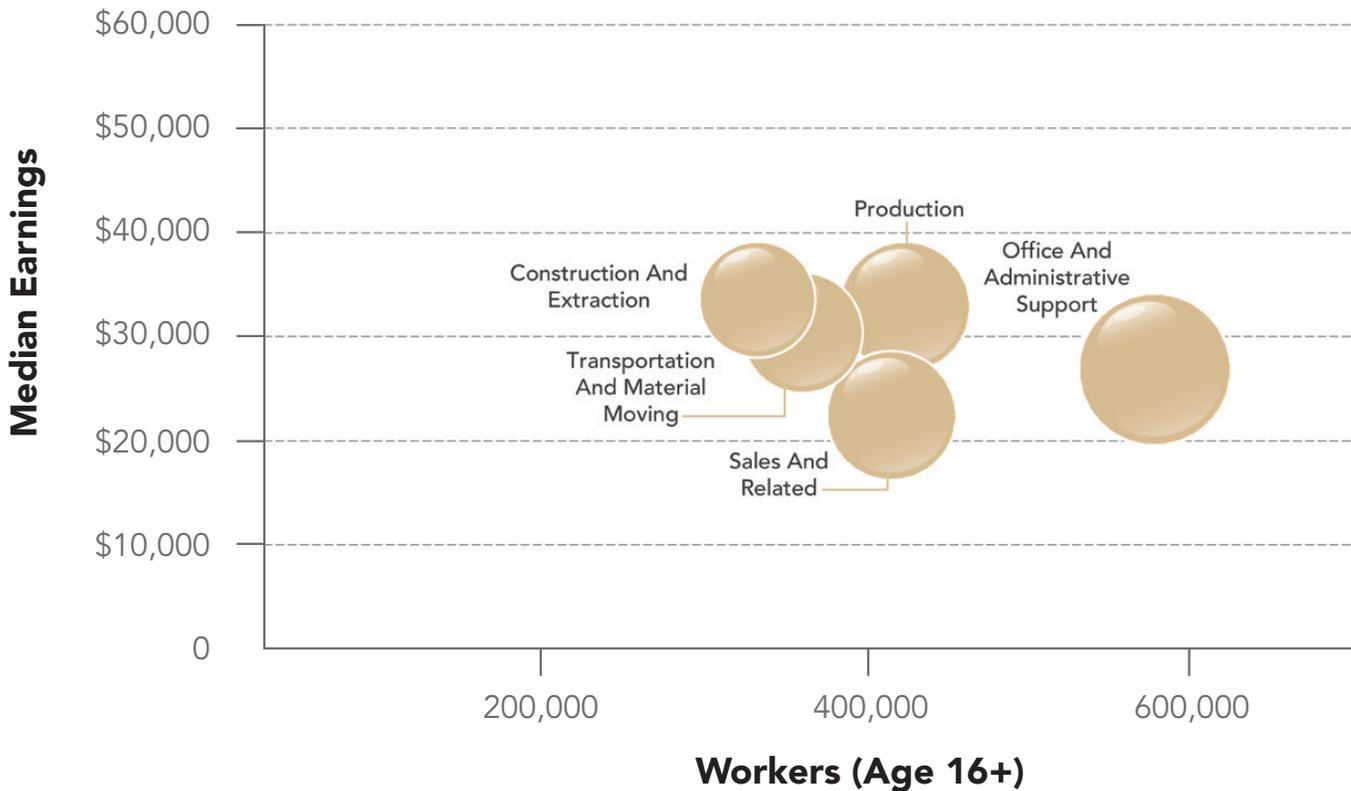
# 10A LifeMode Group: Rustic Outposts Southern Satellites

## Market Profile

- 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 Country Music Television (CMT).
- Read fishing/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.).

## 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.



# 6A LifeMode Group: Cozy Country Living Green Acres

**US Households:** 3,923,400  
**Average Household Size:** 2.70

**Median Age:** 43.9  
**Median Household Income:** \$76,800

## WHO ARE WE?

The Green Acres lifestyle features country living and self-reliance. They are avid do-it-yourselfers, maintaining and remodeling their homes, with all the necessary power tools to accomplish the jobs. Gardening, especially growing vegetables, is also a priority, again with the right tools, tillers, tractors, and riding mowers. Outdoor living also features a variety of sports: hunting and fishing, motorcycling, hiking and camping, and even golf. Self-described conservatives, residents of Green Acres remain pessimistic about the near future yet are heavily invested in it.

## OUR NEIGHBORHOOD

- Rural enclaves in metropolitan areas, primarily (not exclusively) older homes with acreage; new housing growth in the past 15 years.
- Single-family, owner-occupied housing, with a median value of \$235,500.
- An older market, primarily married couples, most with no children.

## SOCIOECONOMIC TRAITS

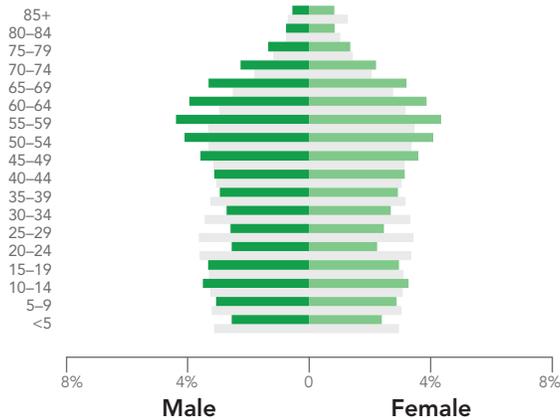
- Education: More than 60% are college educated.
- Unemployment is low at 3.8% (Index 70); labor force participation rate is high at 66.8% (Index 107).
- Income is derived not only from wages and salaries but also from self-employment (more than 13% of households), investments (27% of households), and increasingly, from retirement.
- They are cautious consumers with a focus on quality and durability.
- Comfortable with technology, more as a tool than a trend: banking or paying bills online is convenient; but the Internet is not viewed as entertainment.
- Economic outlook is professed as pessimistic, but consumers are comfortable with debt, primarily as home and auto loans, and investments.

# 6A LifeMode Group: Cozy Country Living Green Acres

## AGE BY SEX (Esri data)

Median Age: **43.9** US: 38.2

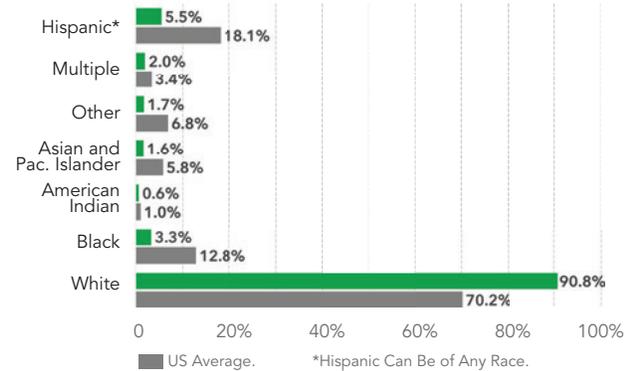
■ Indicates US



## RACE AND ETHNICITY (Esri data)

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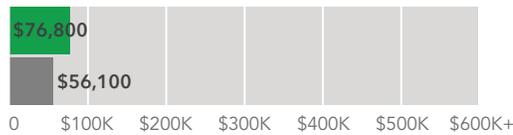
Diversity Index: **26.0** US: 64.0



## 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



## HOUSING

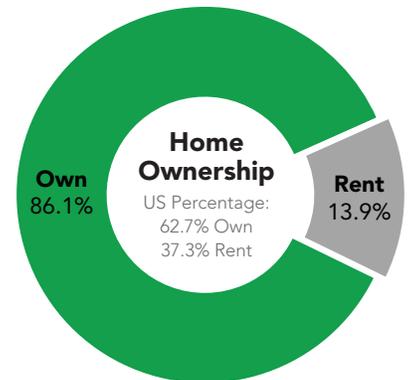
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Typical Housing:  
Single Family

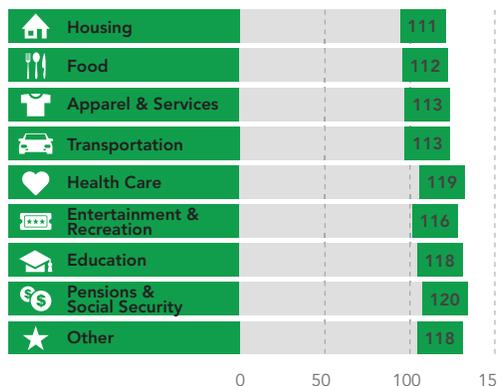
Median Value:  
\$235,500

US Median: \$207,300



## 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.



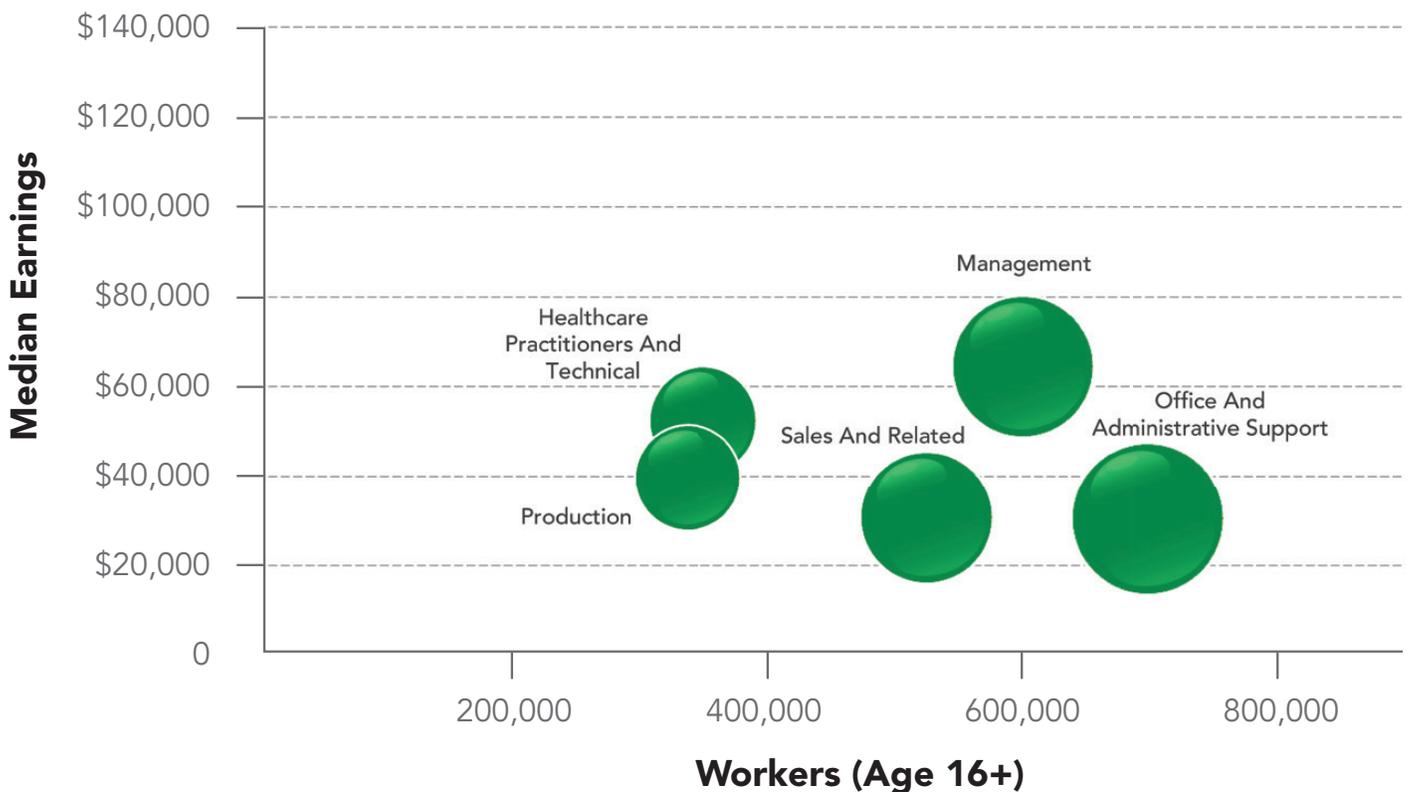
# 6A LifeMode Group: Cozy Country Living Green Acres

## Market Profile

- Purchasing choices reflect Green Acres' residents country life, including a variety of vehicles from trucks and SUVs to ATVs and motorcycles, preferably late model.
- Homeowners favor DIY home improvement projects and gardening.
- Media of choice are provided by satellite service, radio, and television, also with an emphasis on country and home and garden.
- Green Acres residents pursue physical fitness vigorously, from working out on home exercise equipment to playing a variety of sports.
- Residents are active in their communities and a variety of social organizations, from charitable to veterans' clubs.

## 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.



# 12C LifeMode Group: Hometown

## Small Town Simplicity

**US Households:** 2,305,700  
**Average Household Size:** 2.26

**Median Age:** 40.8  
**Median Household Income:** \$31,500

### WHO ARE WE?

Small Town Simplicity 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. Since 1 in 4 households is below poverty level, residents also keep their finances simple—paying bills in person and avoiding debt.

### OUR NEIGHBORHOOD

- They 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.
- Unemployment higher at 7.7% (Index 141).
- 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-orientated residents; more conservative than middle-of-the-road.
- Rely on television or newspapers to stay informed.

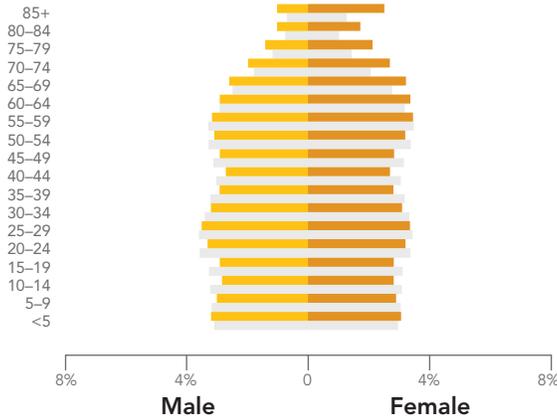
# 12C LifeMode Group: Hometown

## Small Town Simplicity

### AGE BY SEX (Esri data)

**Median Age: 40.8** US: 38.2

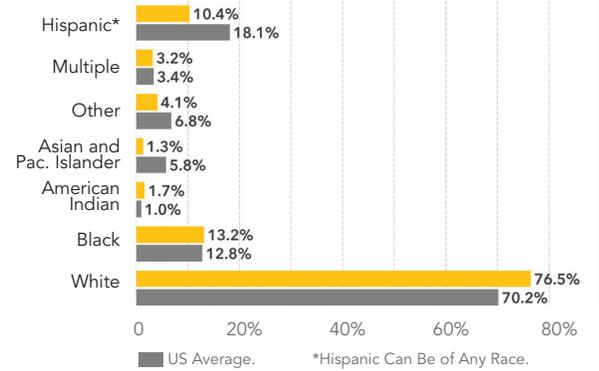
■ Indicates US



### 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



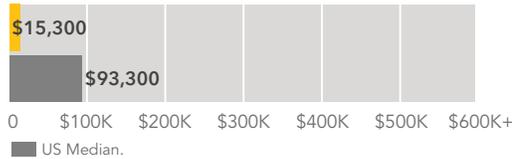
### INCOME AND NET WORTH

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#### Median Household Income



#### Median Net Worth



### HOUSING

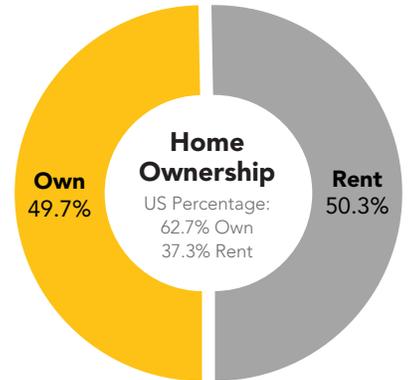
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**Typical Housing:**  
Single Family

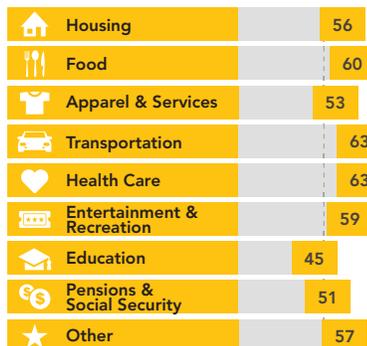
**Median Value:**  
\$92,300

US Median: \$207,300



### AVERAGE HOUSEHOLD BUDGET INDEX

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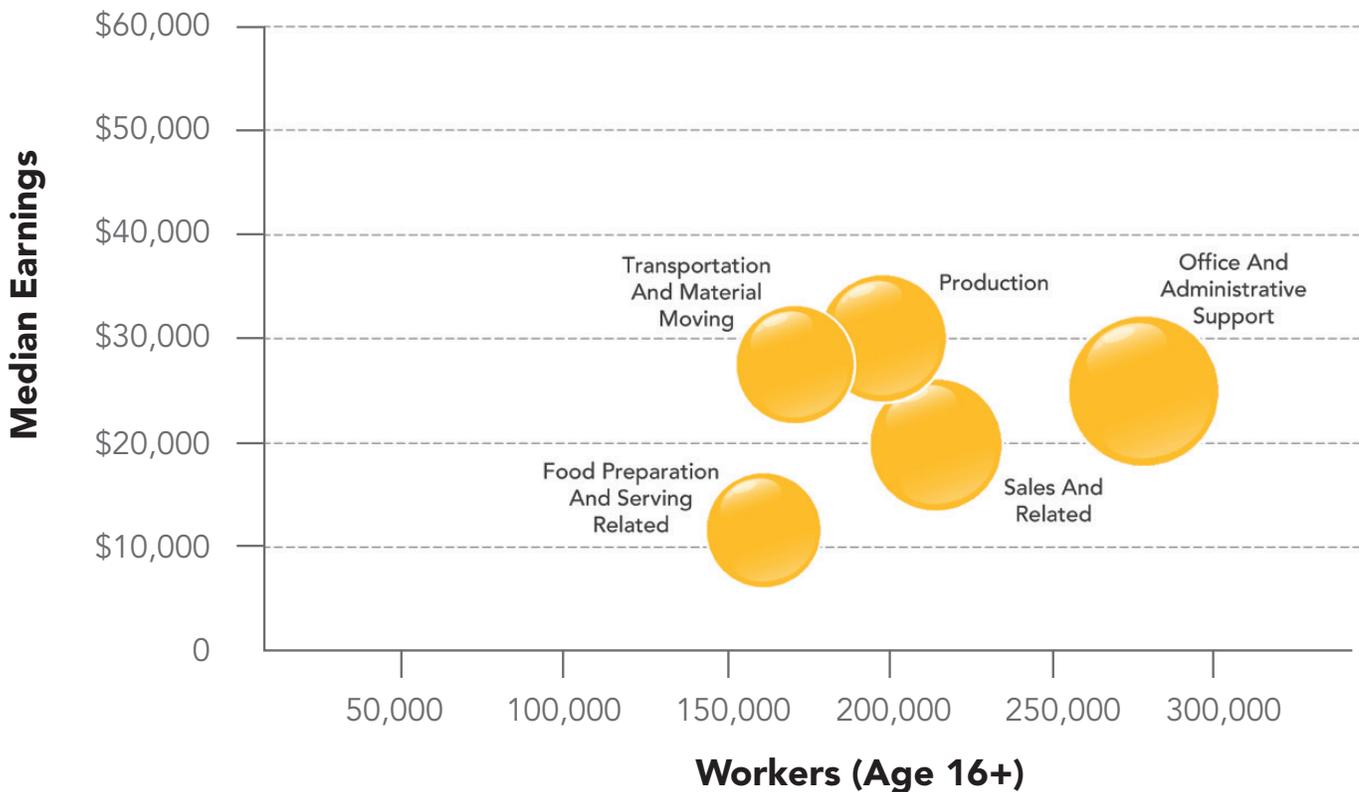
# 12C LifeMode Group: Hometown Small Town Simplicity

## Market Profile

- Small Town Simplicity features a semirural lifestyle, complete with trucks and SUVs (domestic, of course), 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.
- However, a largely single population favors convenience over cooking—frozen meals and fast food.
- Home improvement is not a priority, but vehicle maintenance is.

## 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.



# 4A LifeMode Group: Family Landscapes

## Soccer Moms

**US Households:** 3,541,300  
**Average Household Size:** 2.97

**Median Age:** 37.0  
**Median Household Income:** \$90,500

### WHO ARE WE?

Soccer Moms is an affluent, family-oriented market with a country flavor. Residents are partial to new housing away from the bustle of the city but close enough to commute to professional job centers. Life in this suburban wilderness offsets the hectic pace of two working parents with growing children. They favor time-saving devices, like banking online or housekeeping services, and family-oriented pursuits.

### OUR NEIGHBORHOOD

- Soccer Moms residents prefer the suburban periphery of metropolitan areas.
- Predominantly single family, homes are in newer neighborhoods, 34% built in the 1990s (Index 236), 31% built since 2000.
- Owner-occupied homes have high rate of mortgages at 68% (Index 164), and low rate vacancy at 4%.
- Median home value is \$257,400.
- Most households are married couples with children; average household size is 2.97.
- Most households have 2 or 3 vehicles; long travel time to work including a disproportionate number commuting from a different county (Index 132).

### SOCIOECONOMIC TRAITS

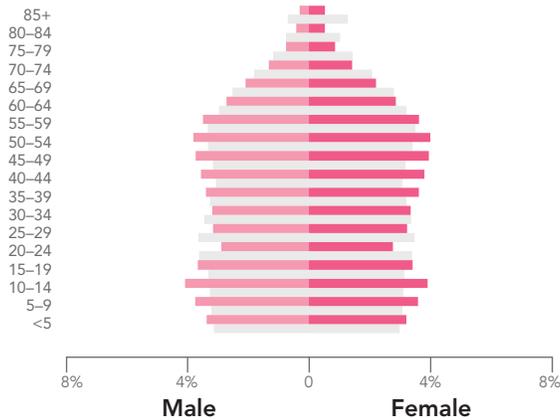
- Education: 40.5% college graduates; more than 72% with some college education.
- Low unemployment at 3.8%; high labor force participation rate at 71%; 2 out of 3 households include 2+ workers (Index 124).
- Connected, with a host of wireless devices from iPods to tablets—anything that enables convenience, like banking, paying bills, or even shopping online.
- Well insured and invested in a range of funds, from savings accounts or bonds to stocks.
- Carry a higher level of debt, including first (Index 149) and second mortgages (Index 154) and auto loans (Index 149).

# 4A LifeMode Group: Family Landscapes Soccer Moms

## AGE BY SEX (Esri data)

Median Age: **37.0** US: 38.2

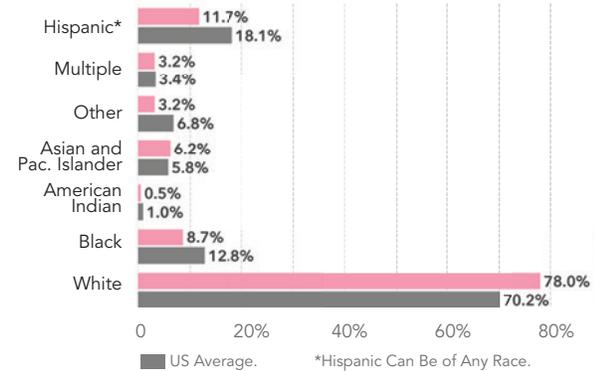
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## RACE AND ETHNICITY (Esri data)

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: **50.8** US: 64.0



## INCOME AND NET WORTH

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### Median Household Income



### Median Net Worth



## HOUSING

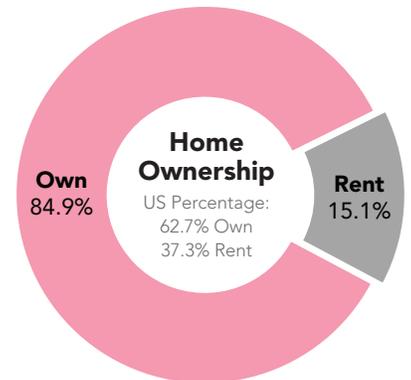
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Typical Housing:  
Single Family

Median Value:  
\$257,400

US Median: \$207,300



## 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.



# 4A LifeMode Group: Family Landscapes

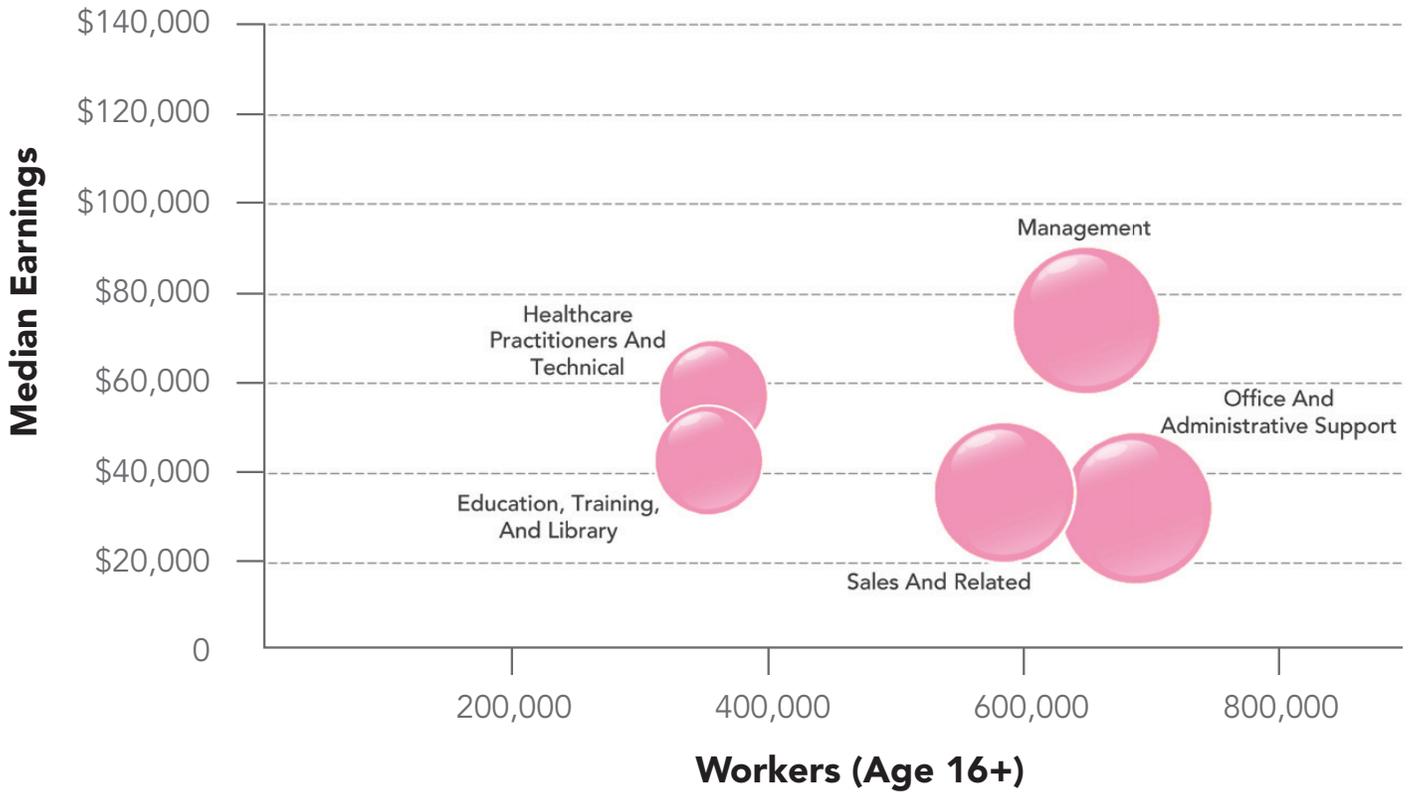
## Soccer Moms

### Market Profile

- Most households own at least 2 vehicles; the most popular types are minivans and SUVs.
- Family-oriented purchases and activities dominate, like 4+ televisions (Index 154), movie purchases or rentals, children’s apparel and toys, and visits to theme parks or zoos.
- Outdoor activities and sports are characteristic of life in the suburban periphery. They attend sporting events, as well as participate in them like bicycling, jogging, golfing, and boating.
- Home maintenance services are frequently contracted, but these families also like their gardens and own the tools for minor upkeep, like lawn mowers, trimmers, and blowers.

### 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.



# 10C LifeMode Group: Rustic Outposts

## Diners & Miners

**US Households:** 810,000

**Average Household Size:** 2.54

**Median Age:** 41.3

**Median Household Income:** \$42,100

### WHO ARE WE?

Close to one in five employed residents work in mining, oil and gas extraction, or quarrying industries. Diners and Miners is a very rural, primarily Southern market. Married-couple families reside in over half of the households, with a quarter of households that live in mobile homes. This socially conservative group earns a living working with their hands. In addition to mining, construction and agriculture are common industries for employment. They take pride in the appearance of their homes and their vehicles. Budget-minded residents enjoy home cooking, but nothing too fancy. This is a gregarious group that values time spent with friends.

### OUR NEIGHBORHOOD

- Rural living; homes are sparsely located throughout the countryside.
- These families have roots in their communities and do not move often; over three-quarters of all households are owner occupied.
- Over half of owned homes are worth less than \$100,000.
- Married-couple families make up over half the households.
- A quarter of all housing units are mobile homes; the rest are primarily single-family dwellings.
- High-vacancy rate—nearly one in six housing units is vacant.

### SOCIOECONOMIC TRAITS

- They hold strong to religious beliefs.
- Most residents did not go to college.
- They are slow to adopt technology; “if it’s not broke, don’t fix it,” mentality.
- TV is the main source of information, news, and entertainment.
- They make purchases for today because tomorrow is uncertain.
- They are happy to go to work whenever the opportunity presents itself.
- Budgeted vacations are taken within the US, not abroad.

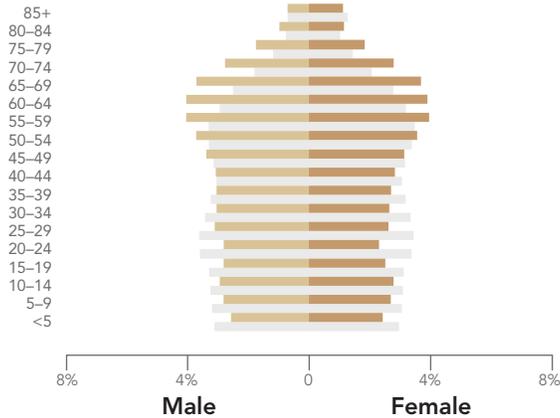
# 10C LifeMode Group: Rustic Outposts

## Diners & Miners

### AGE BY SEX (Esri data)

**Median Age: 45.2** US: 38.2

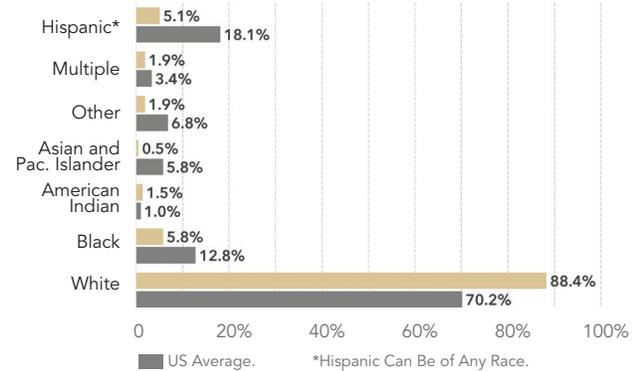
■ Indicates US



### 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).

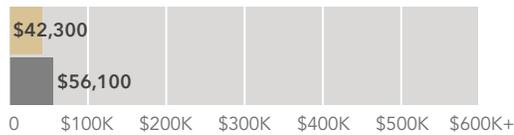
**Diversity Index: 29.2** US: 64.0



### INCOME AND NET WORTH

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



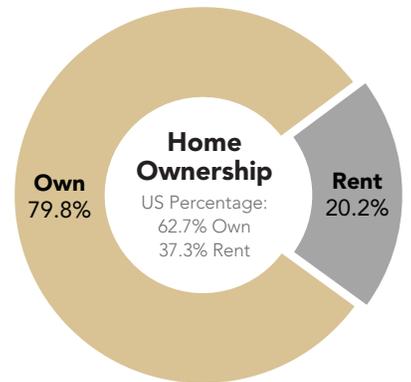
### HOUSING

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.



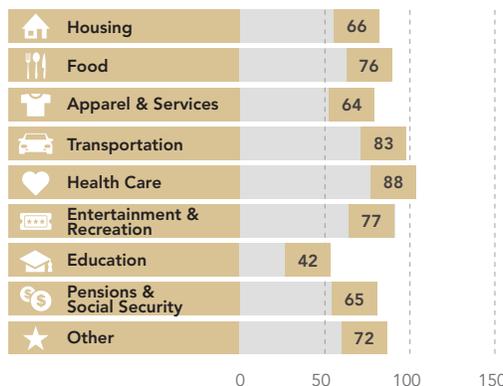
**Typical Housing:**  
Single Family;  
Mobile Homes

**Median Value:**  
\$112,800



### 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.



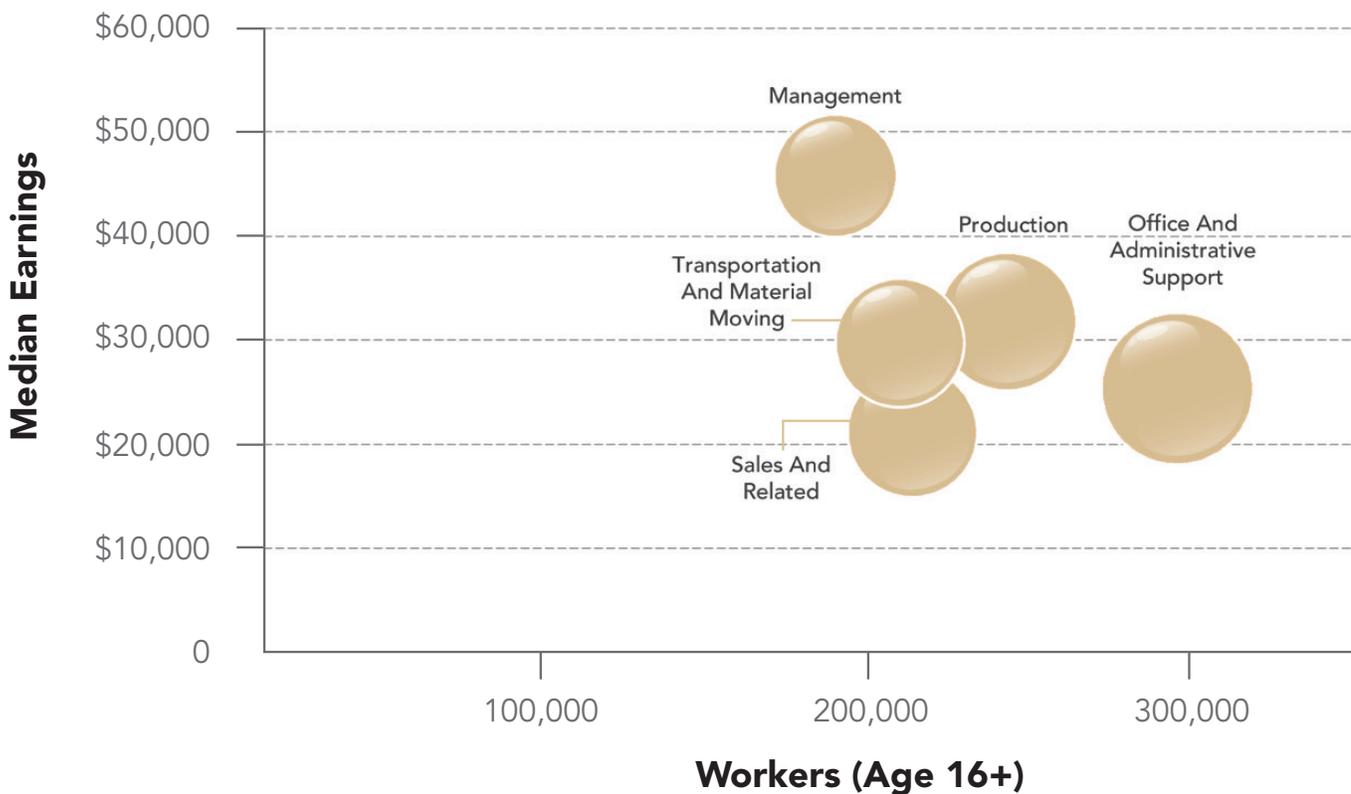
# 10C LifeMode Group: Rustic Outposts Diners & Miners

## Market Profile

- Own a domestic truck, dog, and ATV.
- Watch a lot of TV, including programs on CMT and the Discovery Channel.
- A few still hanging onto their landlines (no cell phones).
- Dine at Dairy Queen, Pizza Hut, Sonic Drive-ins, and Golden Corral.
- Hunting, yard work, and gardening popular activities.
- Shop at department and discount stores—mostly dollar stores.
- Many are well-insured; from auto, vision, life, and prescription plans to Medicare. For convenience they pick up prescriptions at the closest Walgreens pharmacy.

## 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.



# About The Retail Coach®

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

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

## 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" information gathered through extensive visits to 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 help assure our clients that they are receiving the latest and best information for targeted 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**RetailCoach**.®

## ACKNOWLEDGMENTS

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

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

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Environics Analytics, ESRI, U.S. Census Bureau, Economy.com, Placer.AI, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics. To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model. Mapping data is provided by Google, Nielsen, ESRI and/or Microsoft Corporation.

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