

Lifestyles & Choices | Bastrop County

12% Green Acres

2.7 avg. household size
43 median age
Primarily married couples no children
60% college educated
Focus on quality & durability
Self-employment & investment income
Comfortable with tech

32% Other

29% Southern Satellites

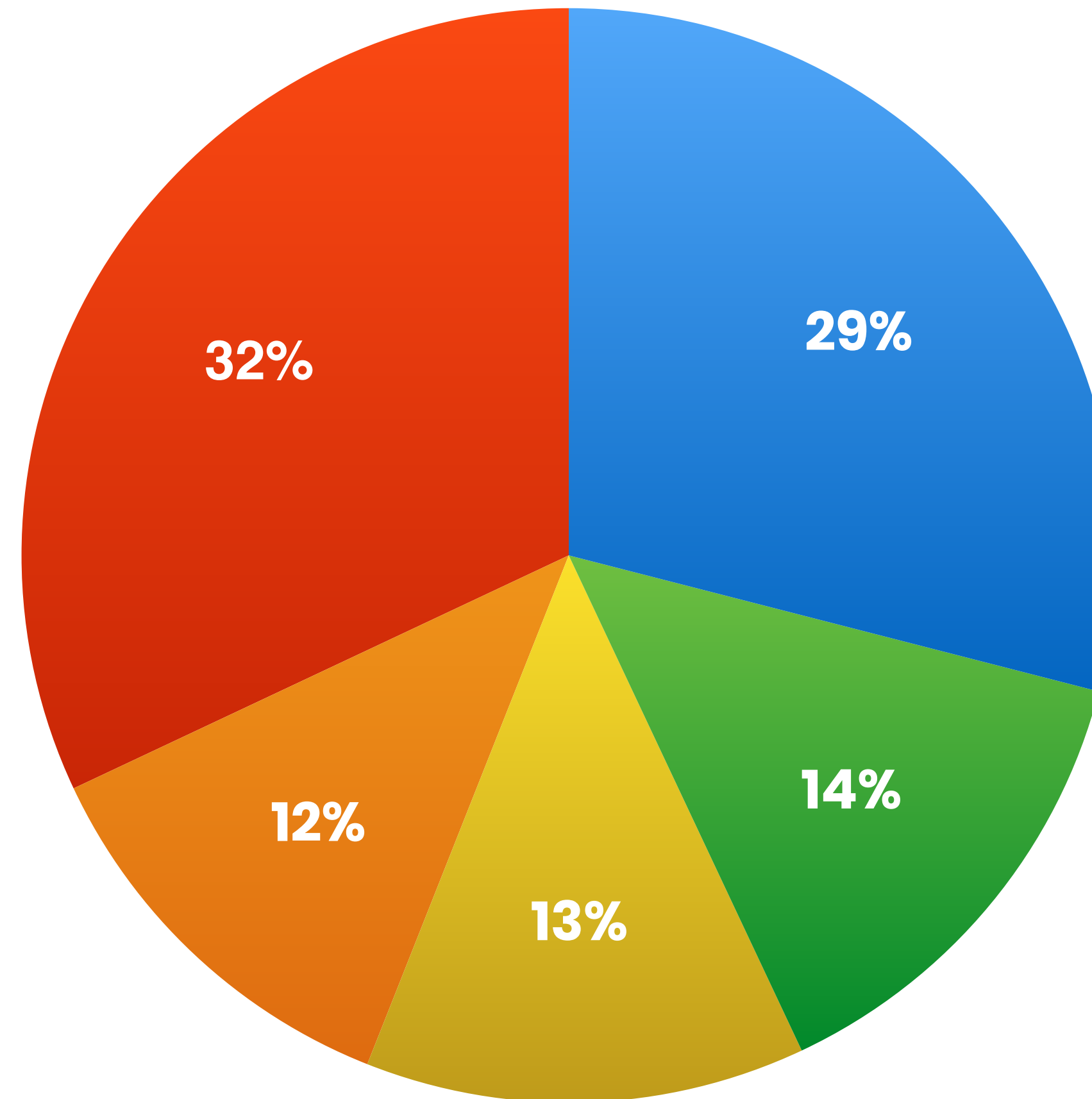
2.6 avg. household size
40 median age
79% own their homes
Married couples with no kids
41% have college education
Cost vs. brand sensitive
TV dependent, late tech adopters

13% Down the Road

2.7 avg. household size
34 median age
66% own their homes
Family oriented
Majority blue collar
Value convenience
Value time honored tradition

14% The Great Outdoors

2.4 avg. household size
46 median age
Empty nesters
60% some college
Invest in real estate vs. stocks
Above avg. commute time
Prefer domestic to international travel



Who are Southern Satellites | Lifestyles & Choices



LifeMode Group: Rustic Outposts

Southern Satellites

10A

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. Almost two-thirds of the homes are single-family structures; 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 79% 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 (65%), with a number of mobile homes (Index 523).
- Most housing units were built in 1970 or later.
- Most households own 1 or 2 vehicles, but owning 3+ vehicles is common (Index 146).

SOCIOECONOMIC TRAITS

- Education: almost 40% have a high school diploma only (Index 137); 41% have college education (Index 72).
- Unemployment rate is 9.2%, slightly higher than the US rate.
- Labor force participation rate is 59.7%, 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.



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

Infographics | Bastrop County

KEY FACTS

86,649

Population



Average Household Size

39.8

Median Age

\$56,954

Median Household Income

BUSINESS



2,102

Total Businesses



17,924

Total Employees

INCOME



\$56,954

Median Household Income



\$26,715

Per Capita Income



\$158,856

Median Net Worth

EDUCATION

19%

No High School Diploma



30%

High School Graduate



32%

Some College



19%

Bachelor's/Grad/Prof Degree

EMPLOYMENT



58%

White Collar



28%

Blue Collar



14%

Services

5.3%

Unemployment Rate

Households By Income

The largest group: \$50,000 - \$74,999 (23.3%)

The smallest group: \$200,000+ (3.8%)

Indicator	Value	Difference	
<\$15,000	7.9%	0	
\$15,000 - \$24,999	9.0%	0	
\$25,000 - \$34,999	9.3%	0	
\$35,000 - \$49,999	14.9%	0	
\$50,000 - \$74,999	23.3%	0	
\$75,000 - \$99,999	13.4%	0	
\$100,000 - \$149,999	14.2%	0	
\$150,000 - \$199,999	4.2%	0	
\$200,000+	3.8%	0	

Bars show deviation from
Bastrop County