



Consumer Data

Dominant Consumer Segments

Description	Number of Households	Percent of Households
Coal and Crops	624	16.13%
City Centers	545	14.09%
Grass Roots Living	385	9.95%
Lower Income Essentials	257	6.64%
Urban Blue Young	257	6.64%
Rugged Rural Style	216	5.58%
Minority Metro Communities	201	5.20%
Hardy Rural Families	200	5.17%
Steadfast Conservatives	192	4.96%
Rural Southern Living	132	3.41%

Occupation Type

Segment Description	Workers	Percent of Workers
Administrative support workers	967	16.66%
Precision craft and repair	843	14.52%
Other services - site based	795	13.69%
Sales professionals and workers	687	11.83%
Professional specialty	676	11.64%
Executive managers and administrators	586	10.09%
Handlers, helpers and laborers	238	4.10%
Machine operators and assemblers	231	3.98%
Transportation and materials moving	205	3.53%
Farming, forestry and fishing	156	2.69%
Construction, repair and mining	152	2.62%
Technologies and technicians	145	2.50%
Protective services	104	1.79%
Other services - field based	21	0.36%

Consumer Spending

Consumer Goods and Food	\$81,901,162
Apparel	\$13,276,021
Appliances and Household Goods	\$19,275,806
Hardware and Sporting Goods	\$30,239,979
Automotive	\$85,580,431

Source: Buxton Co.