



The**Retail**Coach<sup>®</sup>

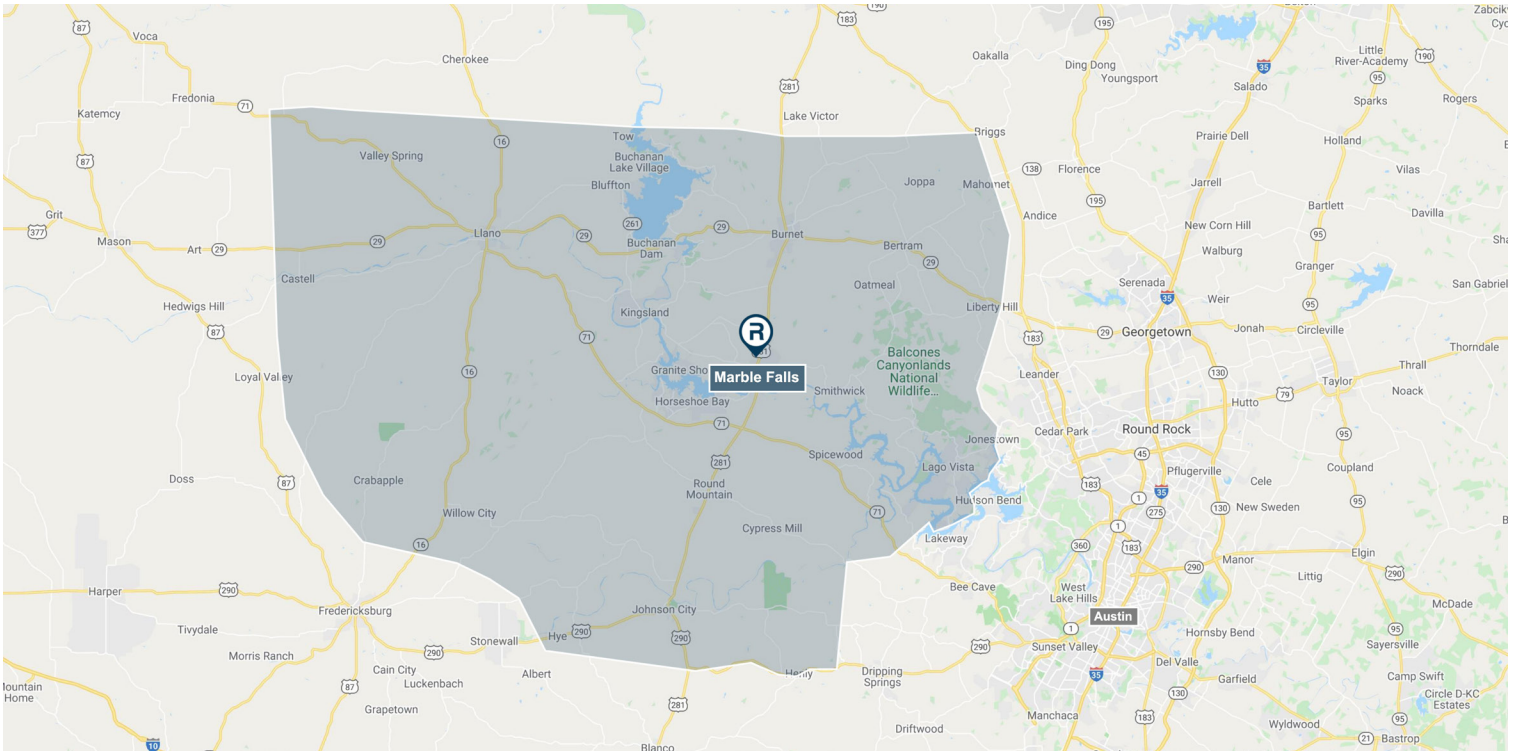
# Retail Trade Area Psychographic Profile

MARBLE FALLS, TEXAS

Prepared for Marble Falls Economic Development Corporation  
July 2022

# Retail Trade Area • Demographic Snapshot

## Marble Falls, Texas



### Population

2010	89,105	0 - 9 Years	9.78%
2022	112,250	10 - 17 Years	8.95%
2027	119,458	18 - 24 Years	7.53%

### Educational Attainment (%)

Graduate or Professional Degree	9.05%	25 - 34 Years	10.13%
Bachelors Degree	21.09%	35 - 44 Years	9.64%
Associate Degree	7.22%	45 - 54 Years	11.53%
Some College	24.99%	55 - 64 Years	16.13%
High School Graduate (GED)	27.20%	65 and Older	26.33%
Some High School, No Degree	6.23%	Median Age	48.75
Less than 9th Grade	4.21%	Average Age	45.37

### Income

Average HH	\$109,311	<b>Race Distribution (%)</b>	
Median HH	\$76,973	White	88.16%
Per Capita	\$45,435	Black/African American	1.55%
		American Indian/Alaskan	0.82%
		Asian	1.00%
		Native Hawaiian/Islander	0.06%
		Other Race	6.09%
		Two or More Races	2.33%
		Hispanic	18.28%



ECONOMIC DEVELOPMENT CORPORATION

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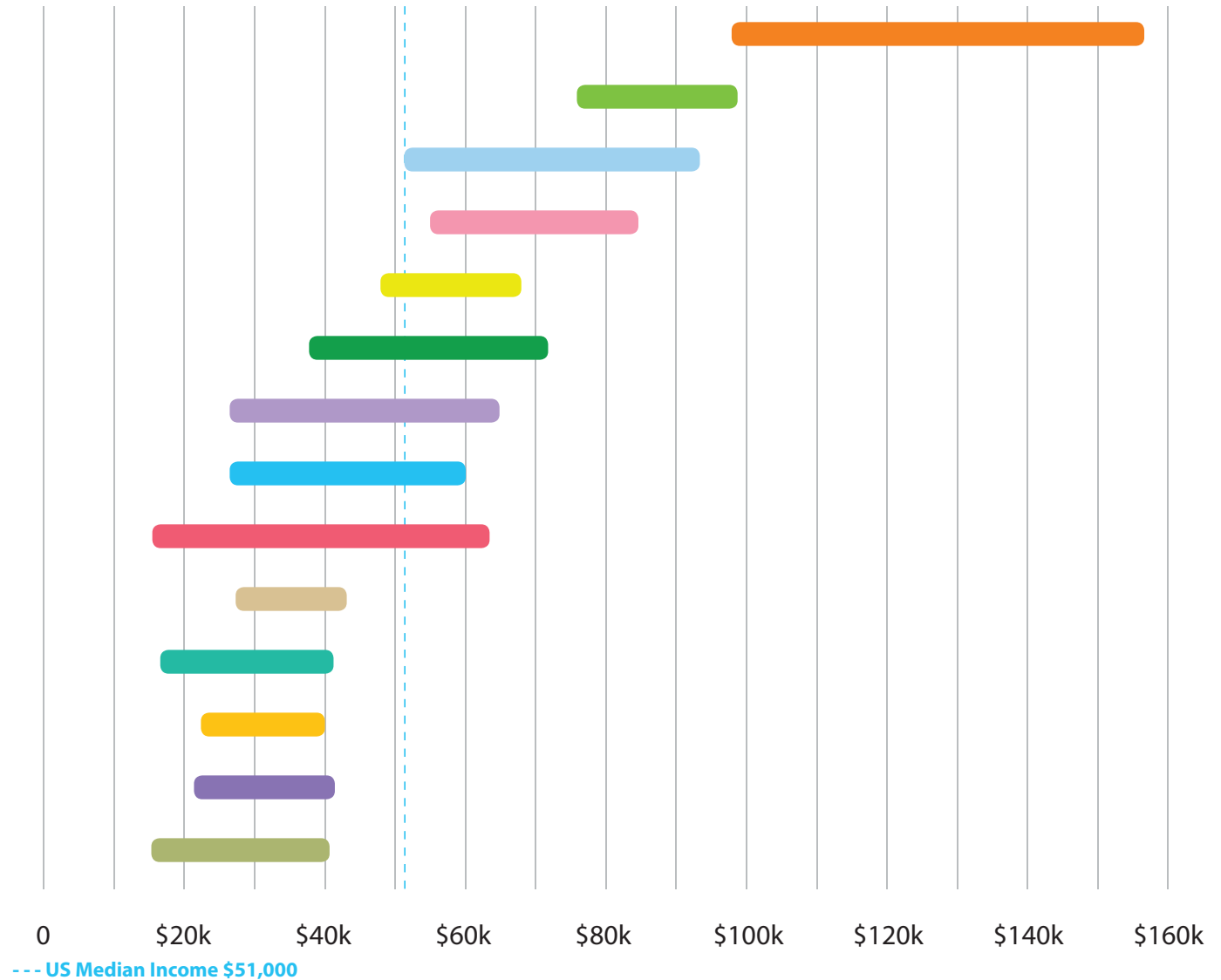
**Aaron Farmer**  
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# Income Range of Lifemode Summary Groups

Marble Falls, 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

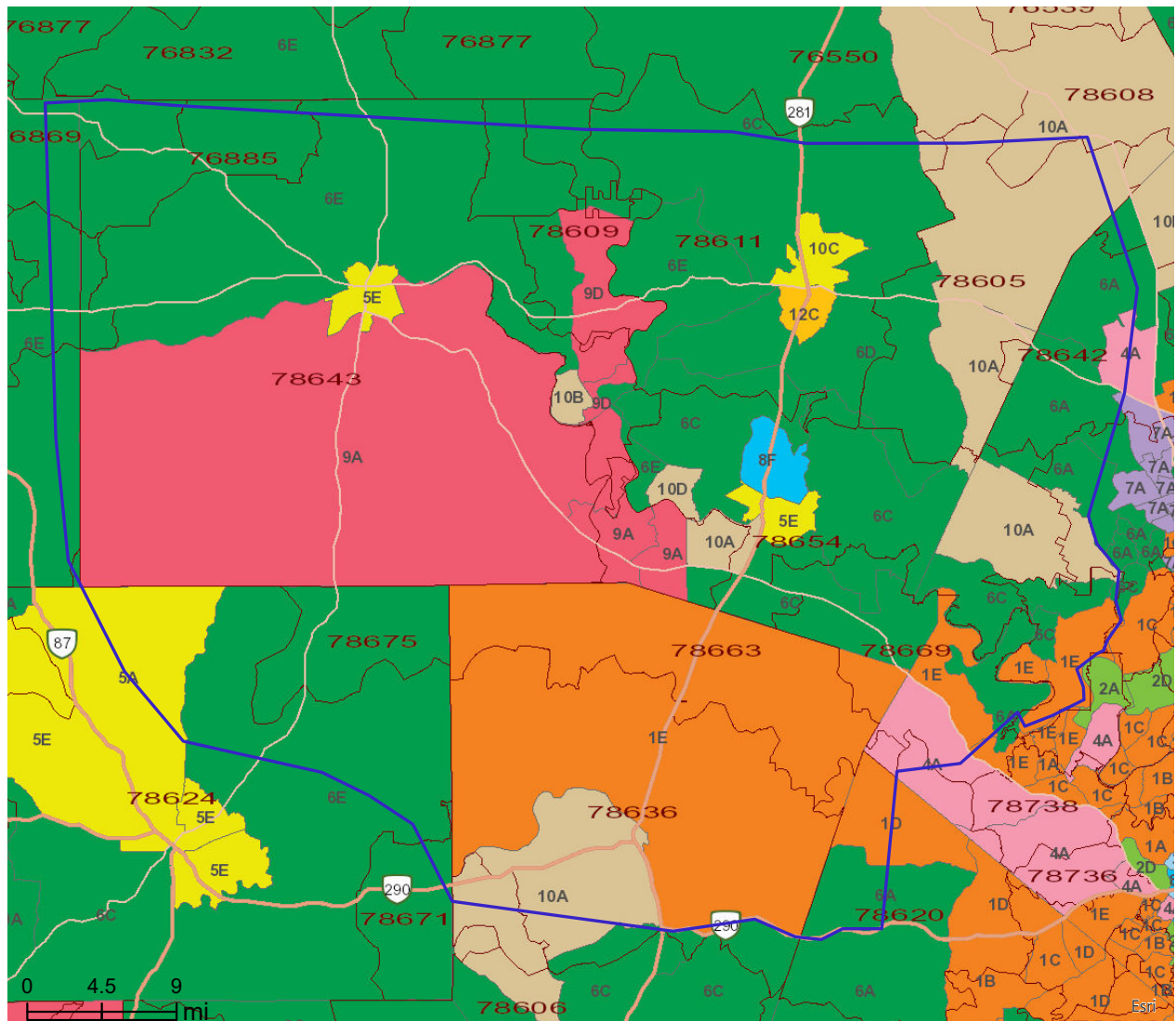
**+ L14 SCHOLARS AND PATRIOTS**

College campuses and military neighborhoods



# Retail Trade Area • Lifestyle Summary Groups Map

Marble Falls, Texas



## + L1 AFFLUENT ESTATES

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## + L13 NEXT WAVE

Urban denizens; young, diverse, hardworking families

## + L14 SCHOLARS AND PATRIOTS

College campuses and military neighborhoods



# Retail Trade Area • Top Tapestry Segments

## Marble Falls, 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

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Country life with older families, older homes

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Urban denizens; young, diverse, hardworking families

### + L14 SCHOLARS AND PATRIOTS

College campuses and military neighborhoods

	TAPESTRY SEGMENTATION	HOUSEHOLDS PERCENT	CUMULATIVE PERCENT	US HOUSEHOLDS PERCENT	CUMULATIVE PERCENT	INDEX
1	The Great Outdoors (6C)	16.3%	16.3%	1.5%	1.5%	1057
2	Exurbanites (1E)	10.6%	26.9%	1.9%	3.5%	552
3	Southern Satellites (10A)	10.6%	37.5%	3.1%	6.6%	342
4	Rural Resort Dwellers (6E)	10.4%	47.9%	1.0%	7.5%	1,050
5	Silver & Gold (9A)	9.7%	57.6%	0.8%	8.3%	1,217
	Subtotal	57.6%		8.3%		
6	Green Acres (6A)	9.4%	67.0%	3.3%	11.6%	290
7	Midlife Constants (5E)	5.7%	72.7%	2.4%	14.0%	237
8	Small Town Sincerity (12C)	4.1%	76.8%	1.8%	15.8%	228
9	Workday Drive (4A)	3.6%	80.4%	3.1%	18.9%	118
10	Senior Escapes (9D)	3.3%	83.7%	0.9%	19.7%	370
	Subtotal	26.1%		11.5%		
11	Prairie Living (6D)	2.7%	86.4%	1.0%	20.7%	275
12	Middleburg (4C)	2.1%	88.5%	3.1%	23.8%	68
13	Rooted Rural (10B)	1.9%	90.4%	1.8%	25.6%	104
14	Old and Newcomers (8F)	1.8%	92.2%	2.3%	27.9%	77
15	Economic BedRock (10C)	1.6%	93.8%	0.6%	28.5%	274
	Subtotal	10.1%		8.8%		
16	Down the Road (10D)	1.6%	95.4%	1.2%	29.7%	137
17	Heartland Communities (6F)	1.3%	96.6%	2.2%	31.9%	57
18	Golden Years (9B)	1.2%	97.8%	1.3%	33.2%	92
19	Forging Opportunity (7D)	0.9%	98.7%	1.0%	34.2%	87
20	Rustbelt Traditions (5D)	0.6%	99.4%	2.1%	36.4%	29
	Subtotal	5.6%		7.8%		
	Total	99.4%		36.4%		273

# 6C LifeMode Group: Cozy Country Living

## The Great Outdoors

**US Households:** 1,908,600  
**Average Household Size:** 2.44

**Median Age:** 47.4  
**Median Household Income:** \$56,400

### WHO ARE WE?

These neighborhoods are found in pastoral settings throughout the United States. Consumers are educated empty nesters living an active but modest lifestyle. Their focus is land. They are more likely to invest in real estate or a vacation home than stocks. They are active gardeners and partial to homegrown and home-cooked meals. Although retirement beckons, most of these residents still work, with incomes slightly above the US level.

### OUR NEIGHBORHOOD

- Over 55% of households are married-couple families; 36% are couples with no children living at home.
- Average household size is slightly smaller at 2.44.
- Typical of areas with rustic appeal, the housing inventory features single-family homes (77%) and mobile homes (15%); a significant inventory of seasonal housing is available (Index 397).
- Residents live in small towns and rural communities throughout the West, South, and Northeast regions of the country.
- More than half of all homes were constructed between 1970 and 2000.
- Most households have one or two vehicles; average travel time to work is slightly higher (28 minutes) despite a disproportionate number that work from home (Index 149).

### SOCIOECONOMIC TRAITS

- 60% have attended college or hold a degree.
- Unemployment is lower at 4.8% (Index 88), but so is labor force participation at 60%.
- Typical of neighborhoods with older residents, income from retirement and Social Security is common, but residents also derive income from self-employment and investments.
- Residents are very do-it-yourself oriented and cost conscious.
- Many service their own autos, work on home improvement and remodeling projects, and maintain their own yards.
- They prefer domestic travel to trips abroad.

# 6C LifeMode Group: Cozy Country Living

## The Great Outdoors

### AGE BY SEX (Esri data)

**Median Age: 47.4** US: 38.2

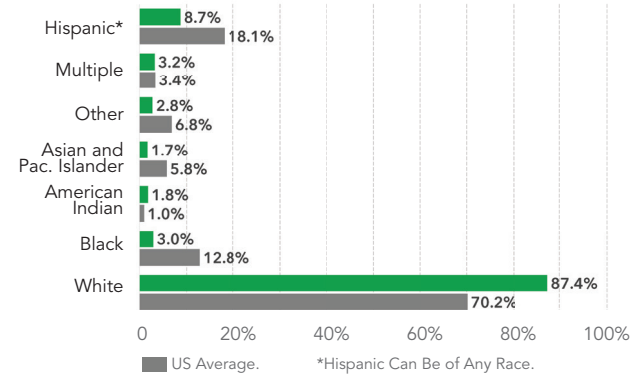
■ Indicates US



### 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).

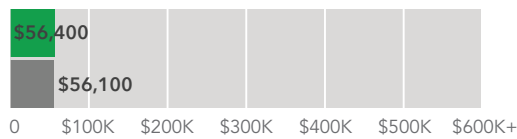
**Diversity Index: 35.6** US: 64.0



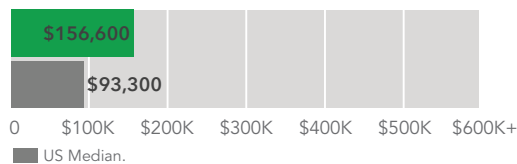
### INCOME AND NET WORTH

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

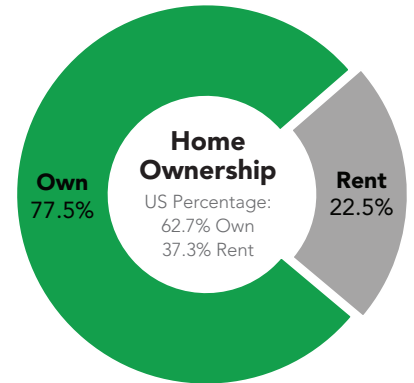
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



**Typical Housing:**  
Single Family

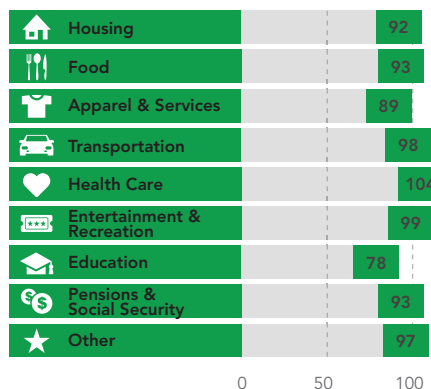
**Median Value:**  
\$239,500

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.



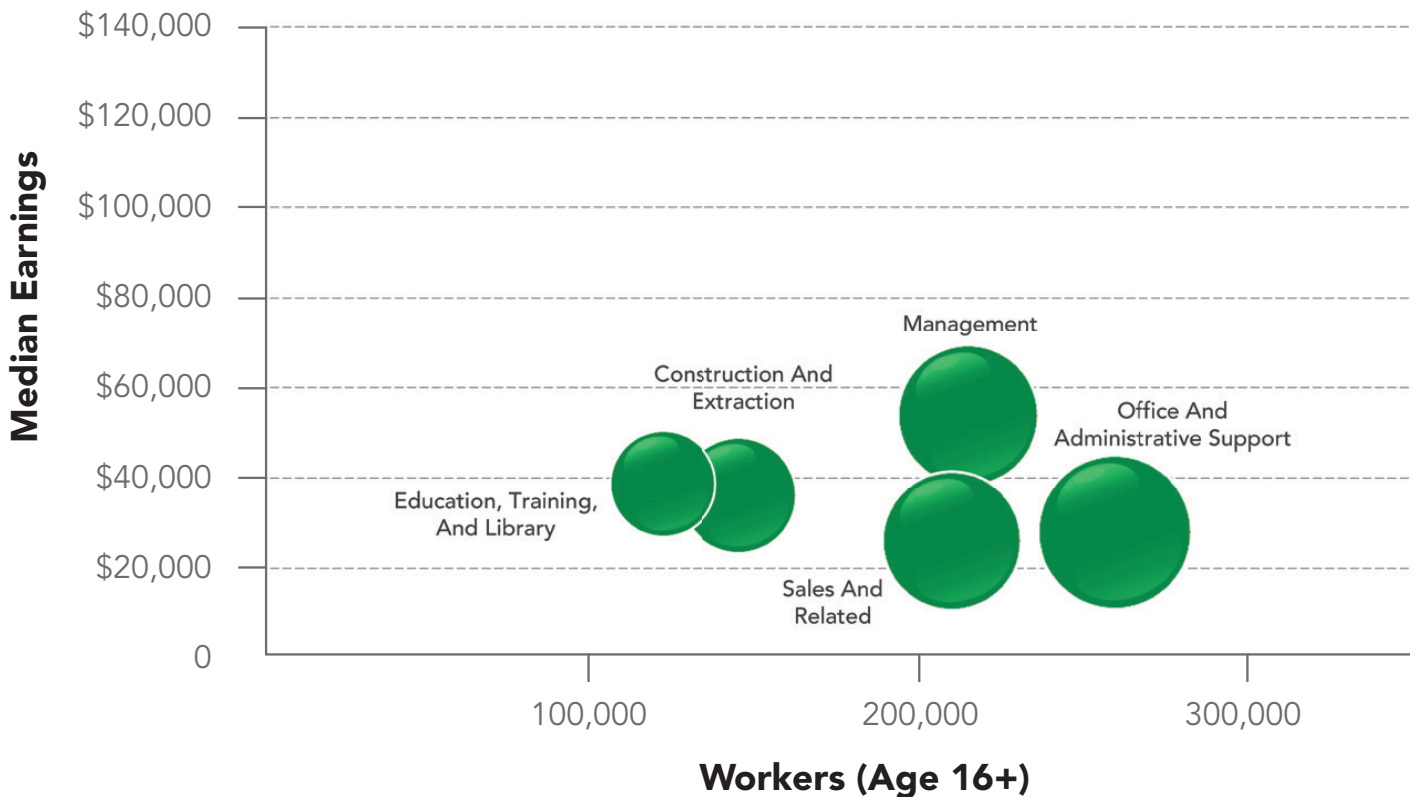
# 6C LifeMode Group: Cozy Country Living The Great Outdoors

## Market Profile

- Satellite dishes and riding lawn mowers are familiar sights in these rural settings, along with multiple vehicles; four-wheel drive trucks are popular, too.
- Residents are members of AARP and veterans' clubs and support various civic causes.
- Technology is not central in their lives: light use of Internet connectivity for shopping to entertainment.
- Most households have pets—dogs or cats.
- Television channels such as CMT, History, and Fox News are popular.
- They enjoy outdoor activities such as hiking, hunting, fishing, and boating.

## 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.





# 1E LifeMode Group: Affluent Estates Exurbanites

**US Households:** 2,398,200  
**Average Household Size:** 2.50

**Median Age:** 51.0  
**Median Household Income:** \$103,400

## WHO ARE WE?

Ten years later, Exurbanites residents are now approaching retirement but showing few signs of slowing down. They are active in their communities, generous in their donations, and seasoned travelers. They take advantage of their proximity to large metropolitan centers to support the arts, but prefer a more expansive home style in less crowded neighborhoods. They have cultivated a lifestyle that is both affluent and urbane.

## OUR NEIGHBORHOOD

- Established neighborhoods (most built between 1970 and 1990) found in the suburban periphery of large metropolitan markets.
- A larger market of empty nesters, married couples with no children; average household size is 2.50.
- Primarily single-family homes with a high median value of \$423,400 (Index 204), most still carrying mortgages.
- Higher vacancy rate at 9%.

## SOCIOECONOMIC TRAITS

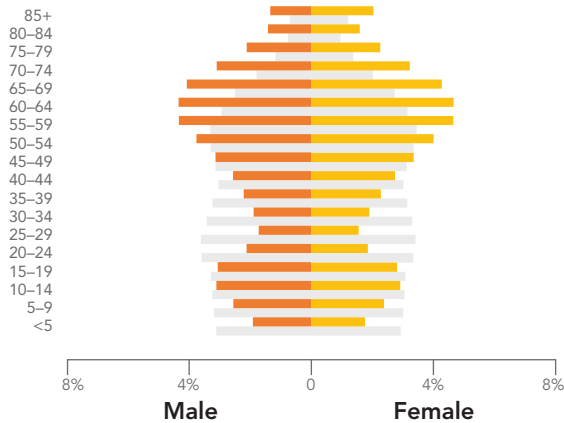
- Residents are college educated; more than half have a bachelor's degree or higher; nearly 81% have some college education.
- This labor force is beginning to retire. 1 in 3 households currently receive Social Security or retirement income. Labor force participation has declined to less than 60% (Index 95).
- Unemployment remains low at 3.3% (Index 61); more of the residents prefer self-employment (Index 178) or working from home (Index 177).
- Consumers are more interested in quality than cost. They take pride in their homes and foster a sense of personal style.
- Exurbanites residents are well connected, using the Internet for everything from shopping to managing their finances.
- Sociable and hardworking, they still find time to stay physically fit.

# 1E LifeMode Group: Affluent Estates Exurbanites

## AGE BY SEX (Esri data)

**Median Age: 51.0** US: 38.2

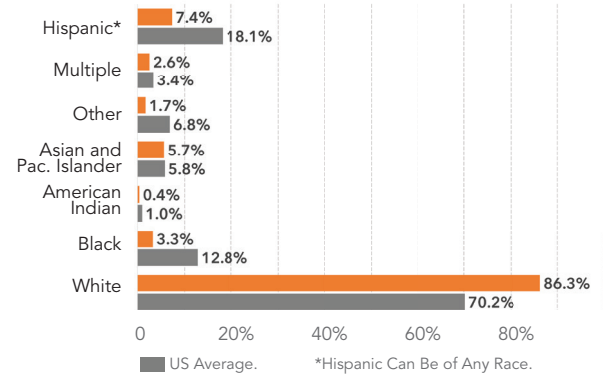
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## RACE AND ETHNICITY (Esri data)

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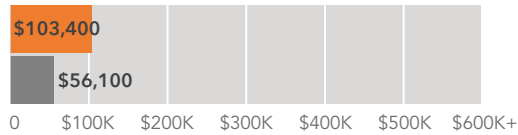
**Diversity Index: 35.2** US: 64.0



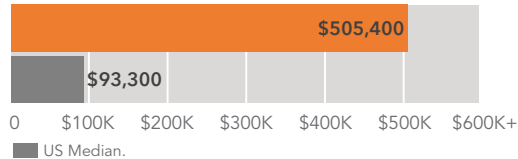
## INCOME AND NET WORTH

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### Median Household Income



### Median Net Worth



## HOUSING

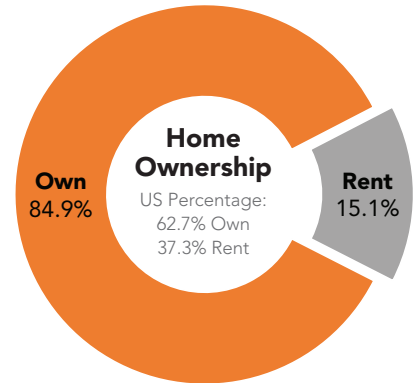
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**Typical Housing:**  
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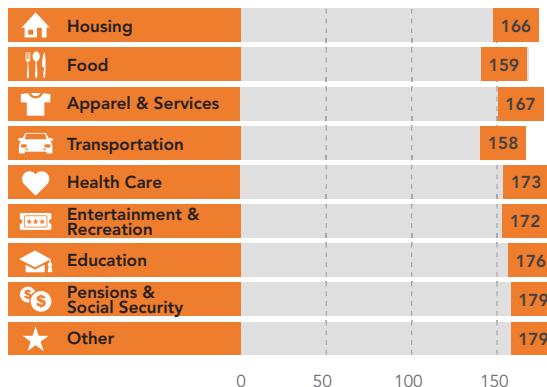
**Median Value:**  
\$423,400

US Median: \$207,300



## AVERAGE HOUSEHOLD BUDGET INDEX

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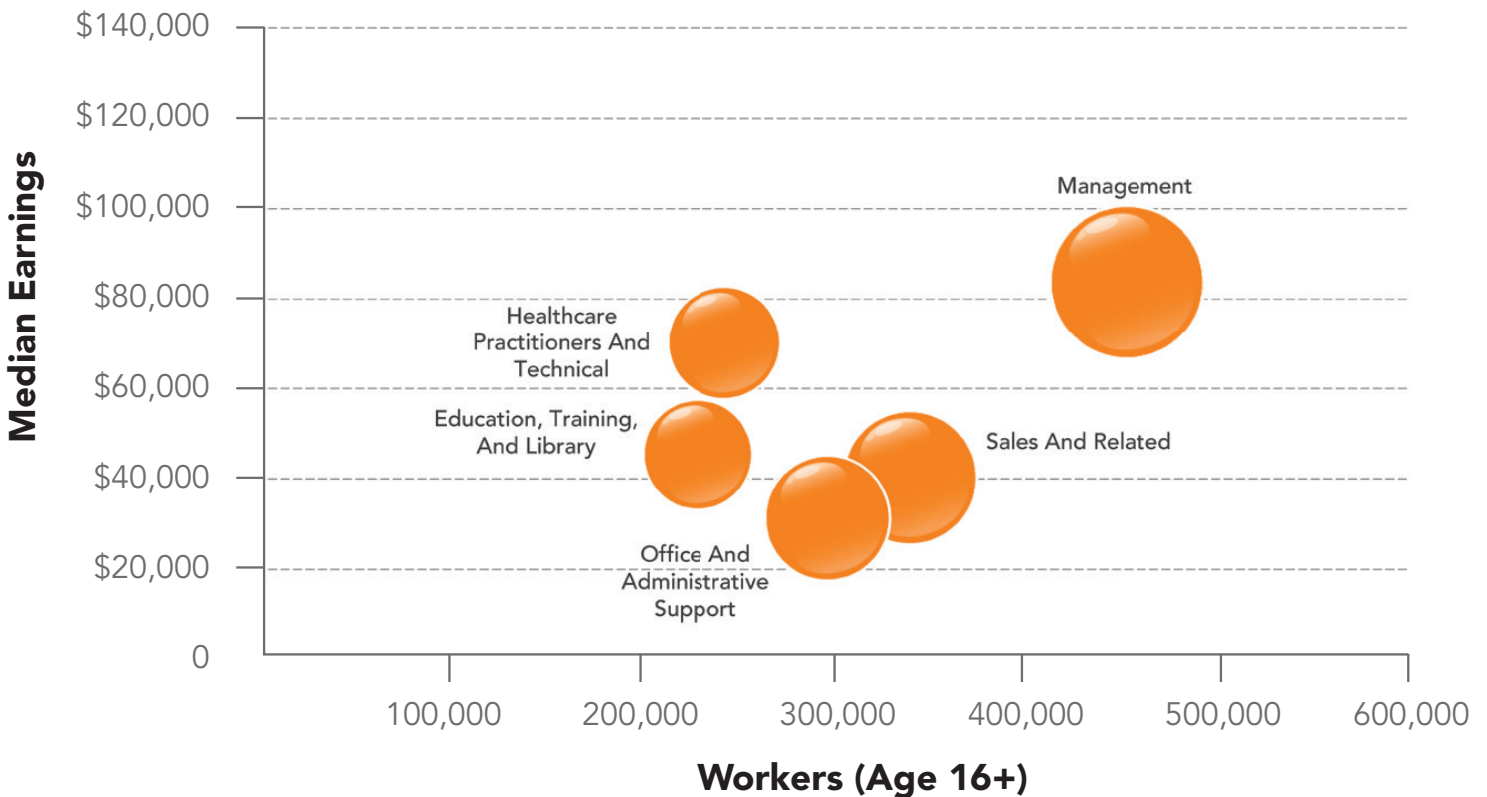
# 1E LifeMode Group: Affluent Estates Exurbanites

## Market Profile

- Exurbanites residents' preferred vehicles are late model luxury cars or SUVs.
- They are active supporters of the arts and public television/radio.
- Attentive to ingredients, they prefer natural or organic products.
- Gardening and home improvement are priorities, but they also use a number of services, from home care and maintenance to personal care.
- Financially active with wide-ranging investments, these investors rely on financial planners, extensive reading, and the Internet to handle their money.

## 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.



# 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

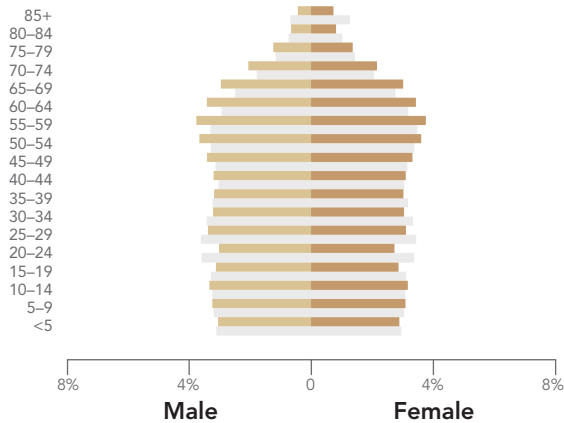
- Education: almost 40% have a high school diploma only (Index 140); 45% have college education (Index 73).
- Unemployment rate is 6%, slightly higher than the US rate.
- Labor force participation rate is 59.1%, slightly lower than the US.
- These consumers are more concerned about cost rather than quality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

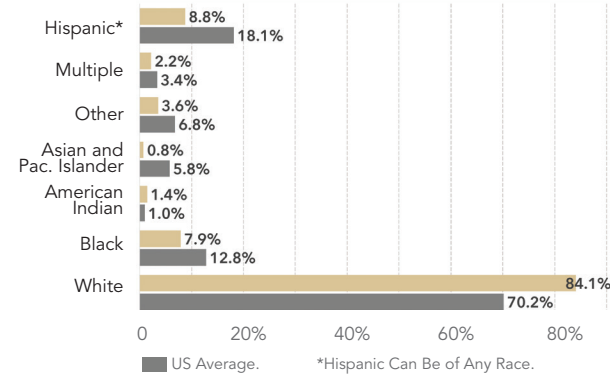
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## RACE AND ETHNICITY (Esri data)

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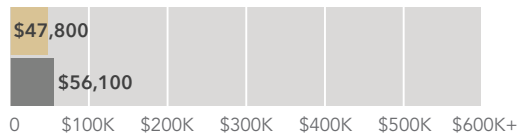
Diversity Index: **40.1** US: 64.0



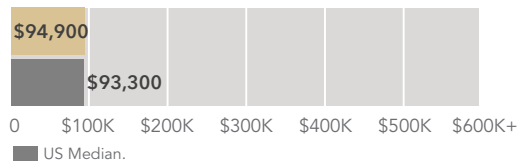
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### Median Household Income



### Median Net Worth



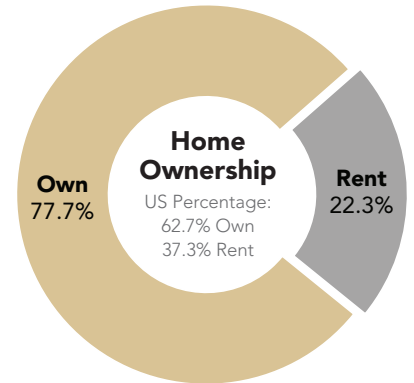
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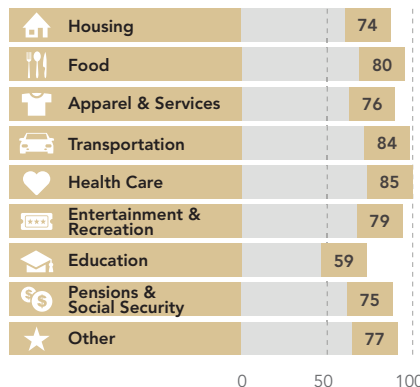
**Typical Housing:**  
Single Family;  
Mobile Homes

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



## AVERAGE HOUSEHOLD BUDGET INDEX

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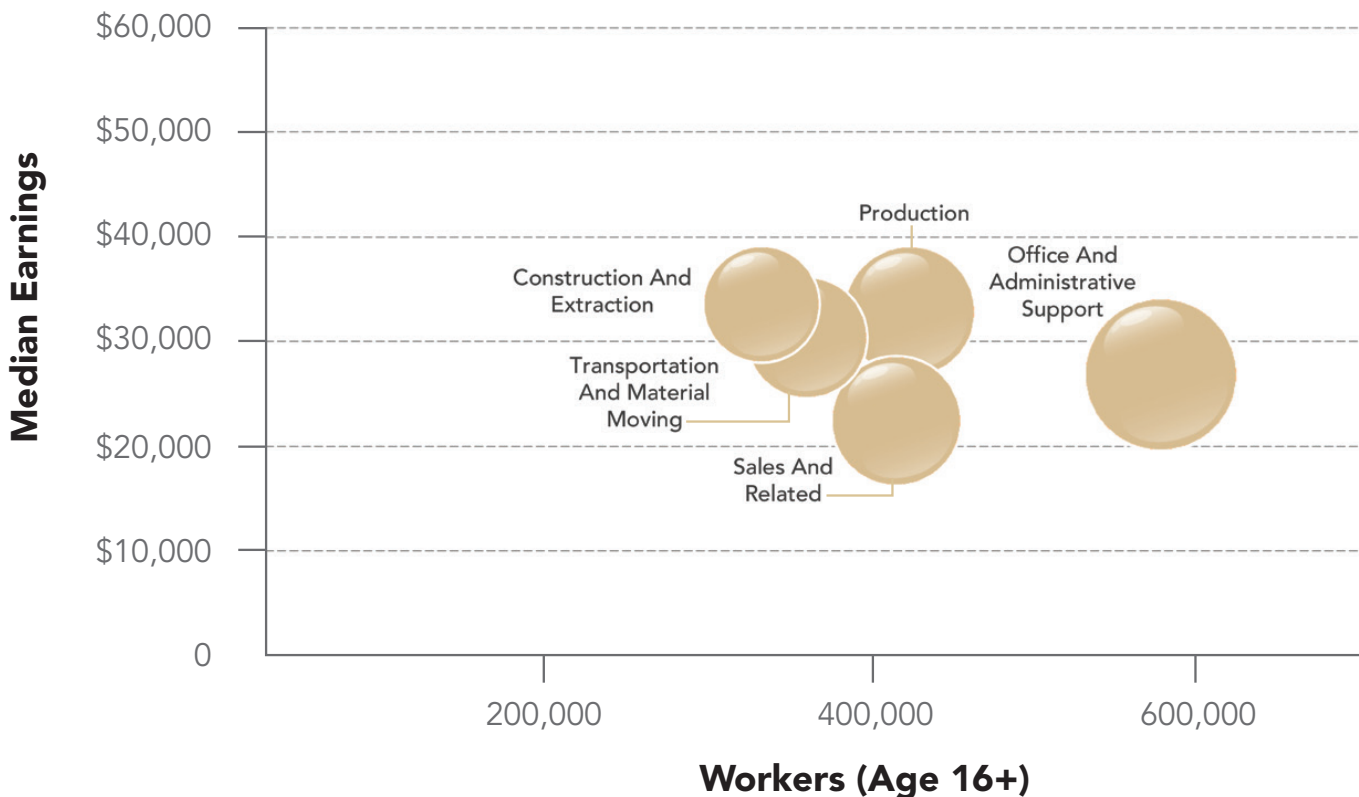
# 10A LifeMode Group: Rustic Outposts Southern Satellites

## 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.



# 6E LifeMode Group: Cozy Country Living Rural Resort Dwellers

**US Households:** 1,227,200  
**Average Household Size:** 2.22

**Median Age:** 54.1  
**Median Household Income:** \$50,400

## WHO ARE WE?

Although the Great Recession forced many owners of second homes to sell, Rural Resort Dwellers residents remain an active market, just a bit smaller. These communities are centered in resort areas, many in the Midwest, where the change in seasons supports a variety of outdoor activities. Retirement looms for many of these blue collar, older householders, but workers are postponing retirement or returning to work to maintain their current lifestyles. Workers are traveling further to maintain employment. They are passionate about their hobbies, like freshwater fishing and hunting, but otherwise have very simple tastes.

## OUR NEIGHBORHOOD

- Housing is owner-occupied, single-family homes, with some mobile homes. A strong market for second homes, these rural areas contain homes valued near the US median. Over half of the housing units are vacant due to a high seasonal vacancy rate.
- In this older market, 42% of households consist of married couples with no children at home, while another 28% are single person. Married couples with children at home have older school-age children.
- Set in scenic rural locations with proximity to outdoor activities, two vehicles are essential to get around.

## SOCIOECONOMIC TRAITS

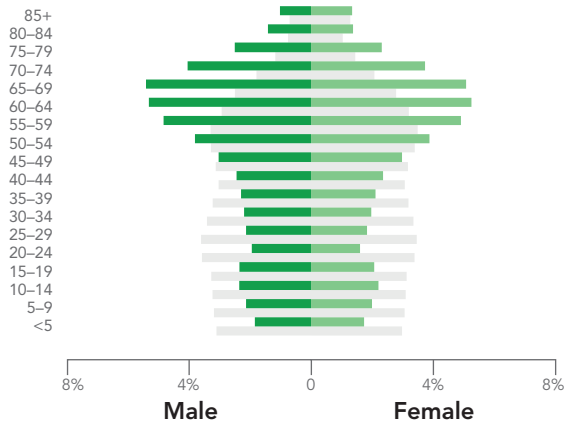
- Rural Resort Dwellers residents are close to retirement. They've accumulated wealth and begun to shift their portfolios to low-risk assets. These active residents continue to work in skilled occupations.
- Simple tastes and modesty characterize these blue collar residents. They shop for timeless, comfortable clothing, but only when something must be replaced. They pay little attention to advertising and usually stick to the brands they know.
- They spend time with their spouses and also maintain a social calendar.

# 6E LifeMode Group: Cozy Country Living Rural Resort Dwellers

## AGE BY SEX (Esri data)

**Median Age: 54.1** US: 38.2

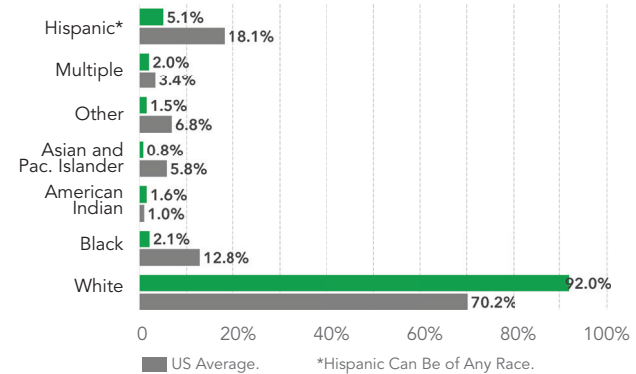
■ Indicates US



## 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: 23.4** US: 64.0



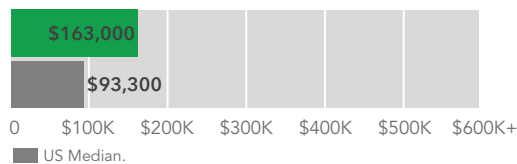
## INCOME AND NET WORTH

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

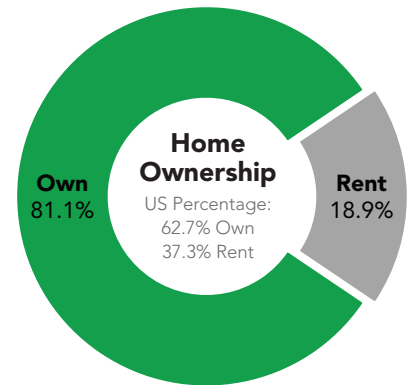
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



**Typical Housing:**  
Single Family/Seasonal

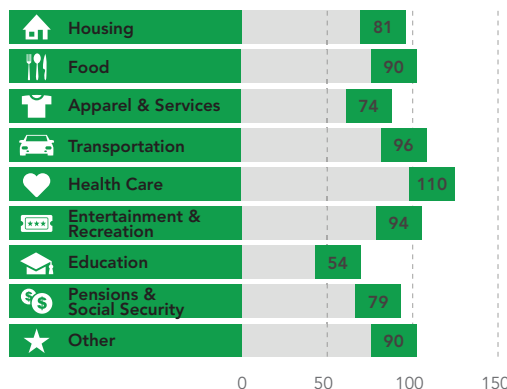
**Median Value:**  
\$209,200

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.





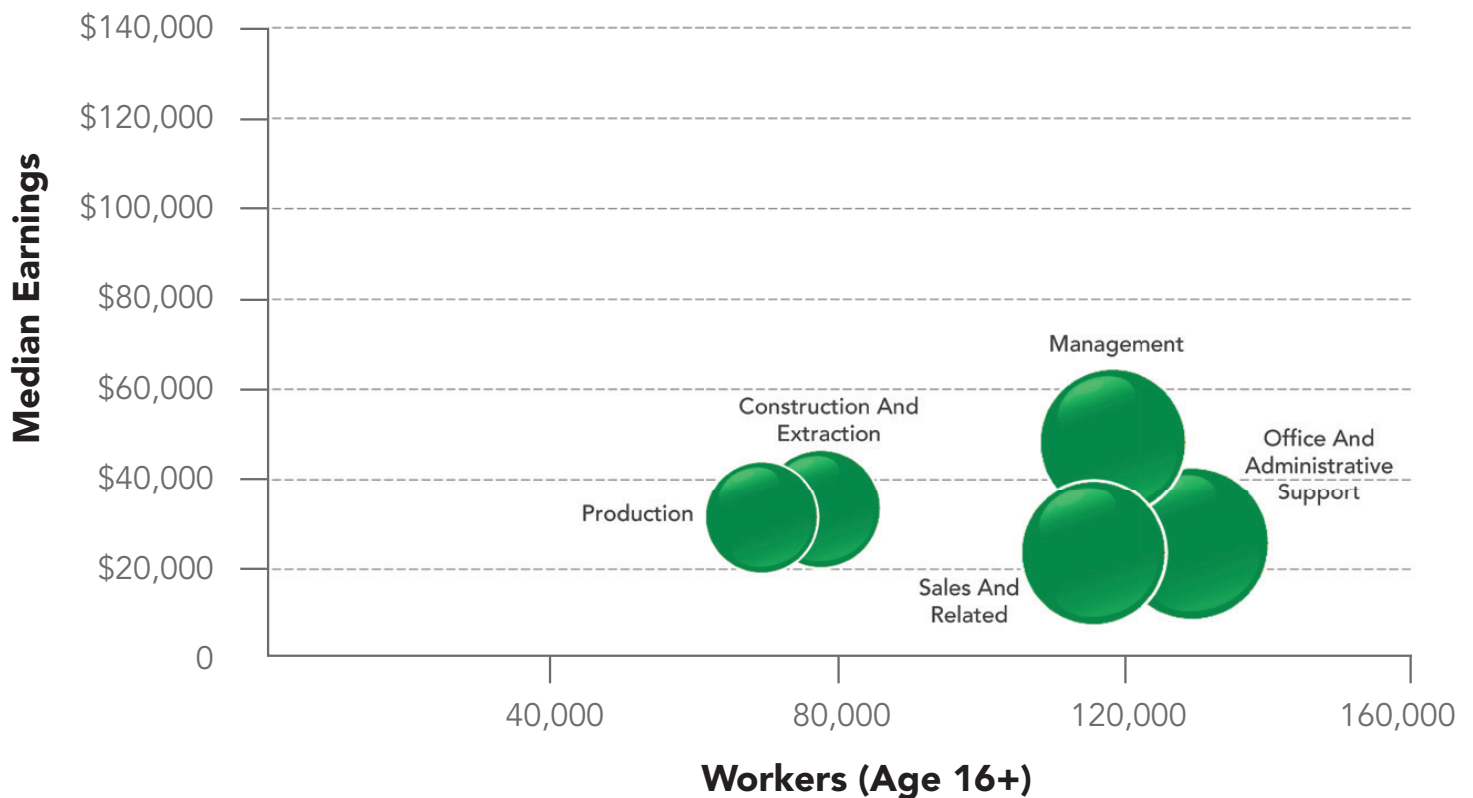
# 6E LifeMode Group: Cozy Country Living Rural Resort Dwellers

## Market Profile

- Residents drive older domestic vehicles and prefer to spend their disposable income on gear to support their hobbies, which include freshwater fishing, hunting with a rifle or shotgun, and motorcycling.
- At home, Rural Resort Dwellers residents spend any free time working on their vehicles and maintaining their gear. They make frequent trips to their local hardware store for parts and tools. These hands-on consumers are also passionate about vegetable gardening.
- Due to their remote locations, these neighborhoods have satellite dishes. A few residents still rely on dial-up modems to stay connected. They don't access the Internet often but will make online purchases for items difficult to find in nearby stores.
- Their taste in TV shows reflects their hobbies—National Geographic, Discovery Channel, and the Weather Channel.

## 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.



# 9A LifeMode Group: Senior Styles

## Silver and Gold

**US Households:** 942,900  
**Average Household Size:** 2.03

**Median Age:** 63.2  
**Median Household Income:** \$72,100

### WHO ARE WE?

Almost the oldest senior market (second to The Elders), the difference of 9 years in median age reveals a socioeconomic difference: This is the most affluent senior market and is still growing. The affluence of Silver and Gold has afforded the opportunity to retire to sunnier climates that feature exclusive communities and vacation homes. These consumers have the free time, stamina, and resources to enjoy the good life.

### OUR NEIGHBORHOOD

- Residents of Silver and Gold prefer a more bucolic setting, but close to metropolitan cities.
- Predominantly single-family, owneroccupied homes that have a median value of \$385,700 (Index 186).
- Neighborhoods include seasonal or vacation homes, reflected in the high vacancy rate of 43%.
- Mostly older married couples with no children, average household size is 2.03.

### SOCIOECONOMIC TRAITS

- Well-educated seniors, 47% have college degree(s).
- Primarily retired, but many still active in the labor force, participation rate of 41%.
- Low unemployment at 4.4% (Index 81); with self-employment highest among Tapestry markets (Index 218).
- More than half of the households with income from wages/salaries, Social Security, or investments, many drawing retirement income (Index 213).
- Connected, but primarily to get news and track investments, more likely to own an e-reader or tablet than a smartphone.

# 9A LifeMode Group: Senior Styles Silver and Gold

## AGE BY SEX (Esri data)

**Median Age: 63.2** US: 38.2

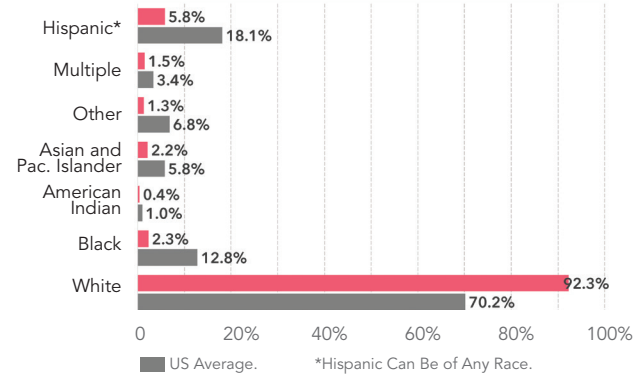
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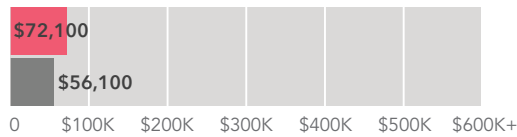
**Diversity Index: 24.1** US: 64.0



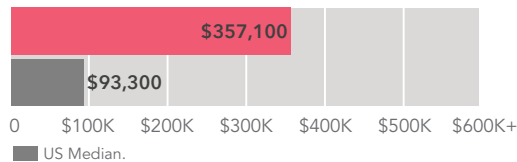
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## HOUSING

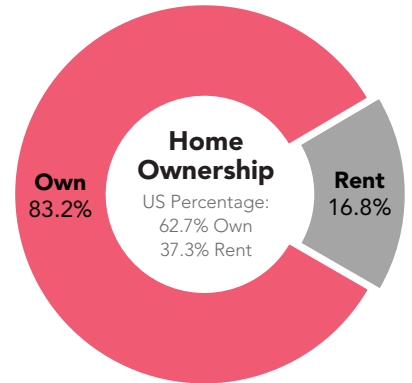
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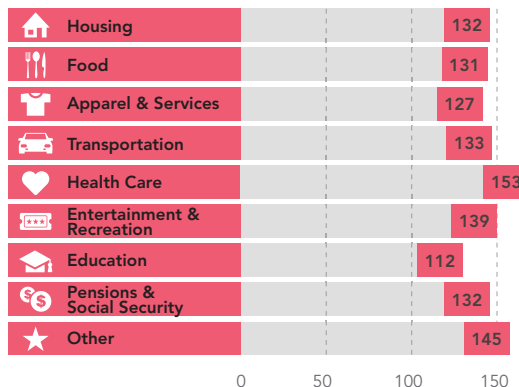
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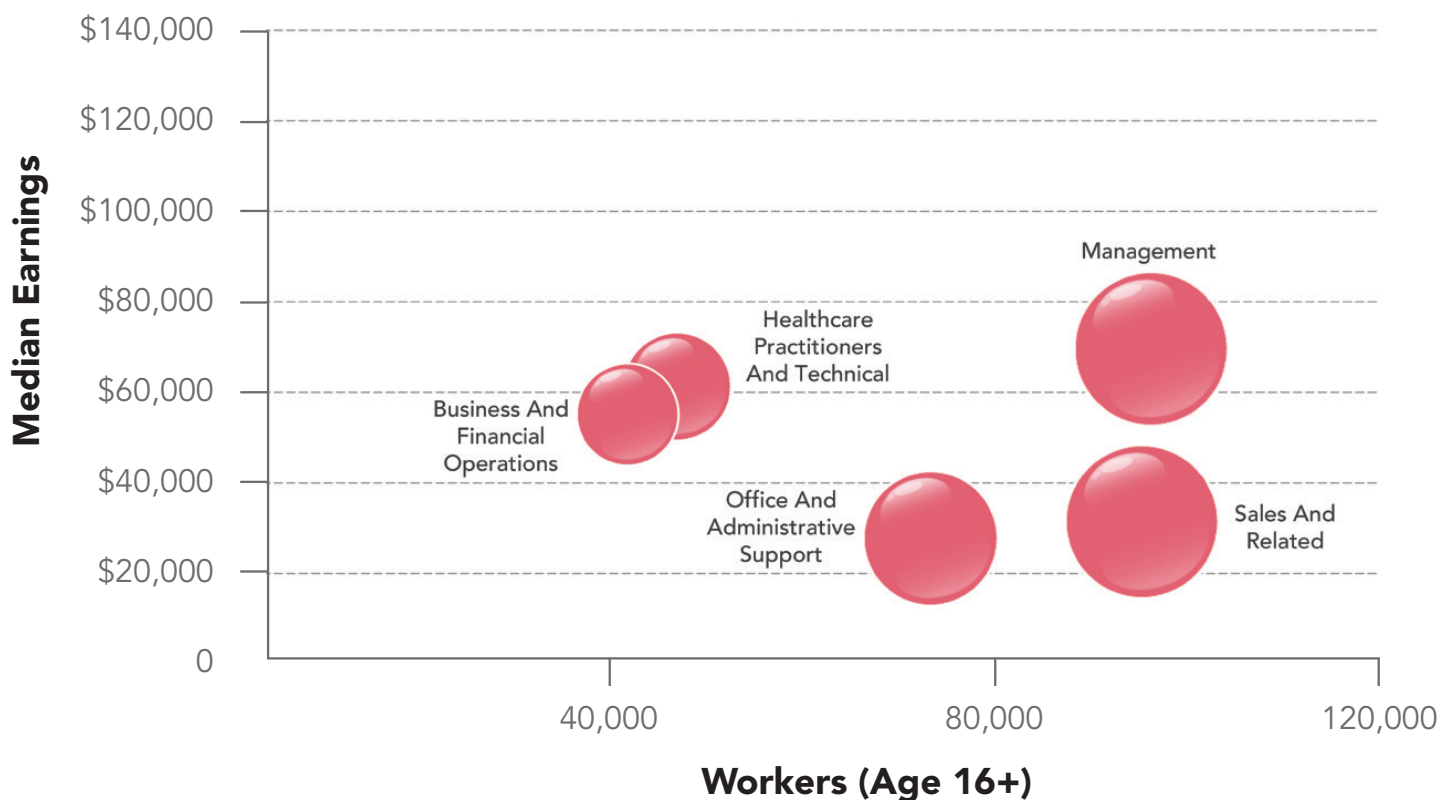
# 9A LifeMode Group: Senior Styles Silver and Gold

## Market Profile

- Partial to luxury cars or SUVs; highest demand market for convertibles.
- Active seniors that maintain a regular exercise regimen and pay attention to healthier eating habits.
- Pursue the luxuries that well-funded retirement affords: an active social life, travel, hobbies, and sports (especially golf and boating) and liberal use of home maintenance services to minimize chores.
- Avid readers of newspapers, magazines (sports and travel), and books (audio, e-readers, or tablets).
- Generous supporters of charitable organizations.

## OCCUPATION BY EARNINGS

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# 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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