TheRetailCoach®

Regional Retail Trade Area Psychographic Profile

CAMP VERDE, ARIZONA

PREPARED FOR TOWN OF CAMP VERDE
DECEMBER 2025

Regional Retail Trade Area — Camp Verde, Arizona

DEMOGRAPHIC SNAPSHOT

Select Camp Verde
THE CENTER OF IT ALL

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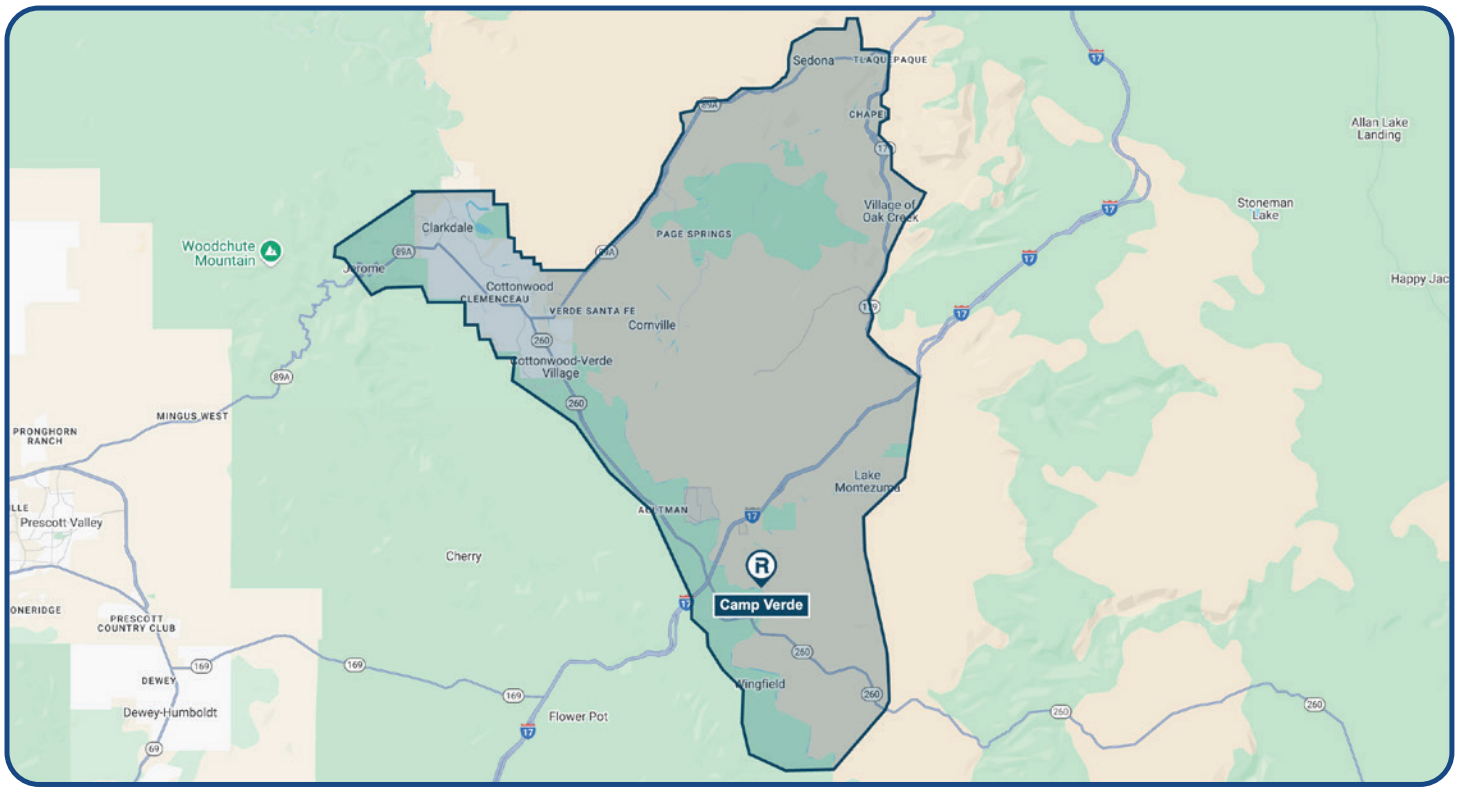


Population

2020	65,734
2025	68,911
2030	71,605

Age

0-9 Years	7.90%
10 - 17 Years	7.28%
18 - 24 Years	6.32%
25 - 34 Years	8.64%
35 - 44 Years	9.58%
45 - 54 Years	10.14%
55 - 64 Years	14.87%
65 and Older	35.27%
Median Age	55.11
Average Age	49.65

Educational Attainment (%)

Graduate or Professional Degree	12.30%
Bachelors Degree	17.85%
Associate Degree	8.61%
Some College	27.52%
High School Graduate (GED)	25.27%
Some High School, No Degree	5.82%
Less than 9th Grade	2.62%

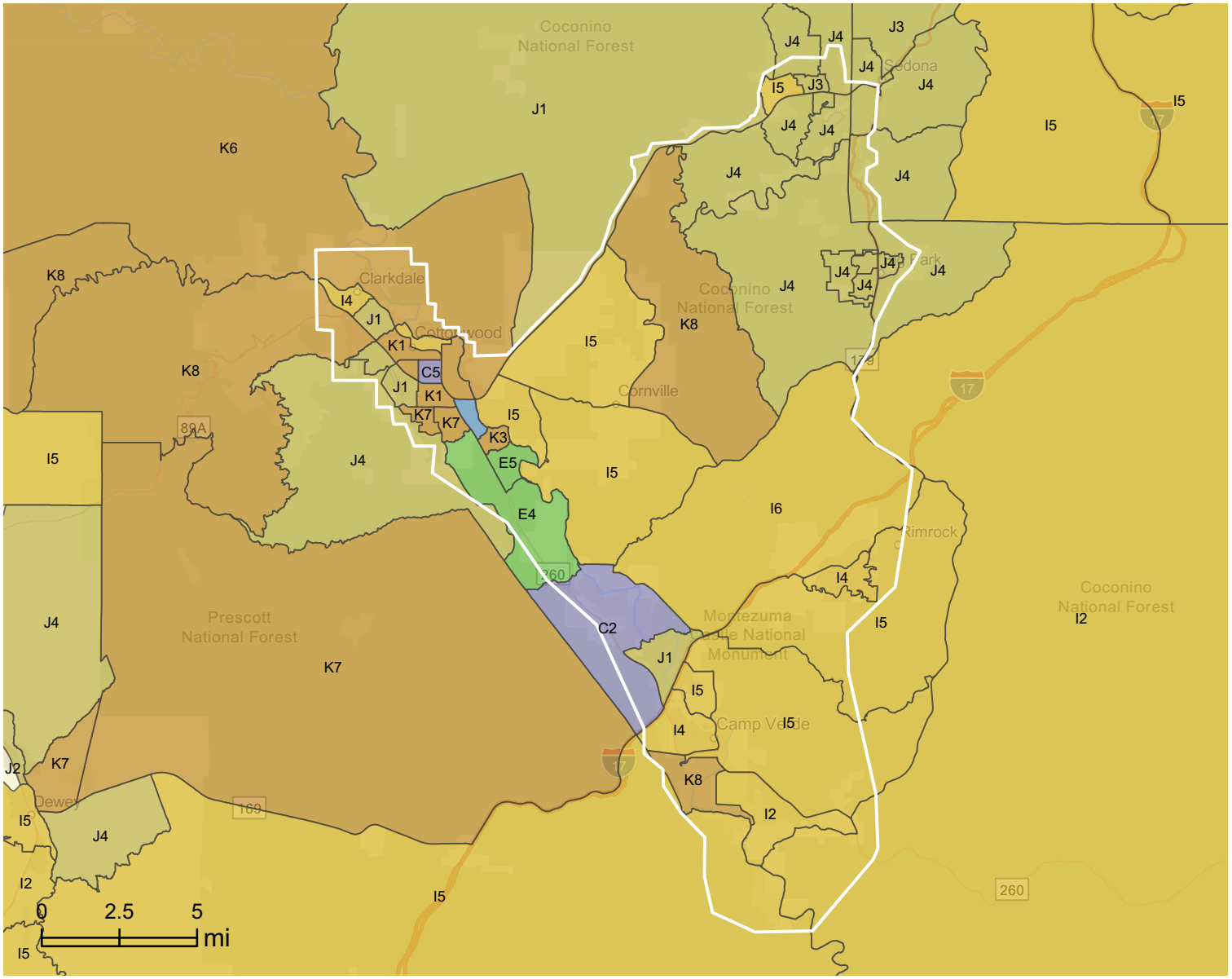
Income

Average HH	$84,638
Median HH	$60,669
Per Capita	$38,782

Race Distribution

White	76.50%
Black/African American	0.76%
American Indian/Alaskan	3.02%
Asian	1.38%
Native Hawaiian/Islander	0.14%
Other Race	7.08%
Two or More Races	11.12%
Hispanic	18.93%
Non-Hispanic	_nonHispanic

PSYCHOGRAPHIC PROFILE



+ A URBAN THREADS
This group mainly consists of individuals in their 30s, including many recent immigrants, single parents, and families with young children.

+ B: BOOKS AND BOOTS
This group consists largely of individuals in their early to mid-20s, including college students and full-time military families.

+C: METRO VIBES
This group consists of a mix of families and individuals in their 30s, and there is a notable presence of recent immigrants. Employment is primarily in health care, retail, and food services.

+ D: TECH TRAILBLAZERS
This group consists of working professionals in their mid-30s, many of whom were born outside the U.S.

+ E: COMMUNITY CONNECTIONS
This group consists of a range of households that are often multigenerational, including married couples with or without children, single-parent families, and single individuals living alone.

+ F: URBAN HARMONY
This group consists of households that are often multigenerational and center around married couples with or without children.

+ G: FAMILY FABRIC
This group mainly consists of multigenerational families with children, and household sizes often exceed three members.

+ H: FAMILY PROSPERITY
This group mainly consists of married couples with or without children.

+ I: COUNTRYSCAPES
This group consists of families and residents aged 55 and older.

+ J: MATURE REFLECTIONS
This group consists of typically retired residents aged 55 and older.

+ K: SUBURBAN SHINE
This group consists of residents aged 45 years and older.

+ L: PREMIER ESTATES
This group consists of residents aged 45-64, and many households consist of families.

PSYCHOGRAPHIC PROFILE

LIFEMODE GROUP	LIFEMODE GROUP NAME	OVERVIEW
Group A	Urban Threads	This group mainly consists of individuals in their 30s, including many recent immigrants, single parents, and families with young children. This community also has the largest population of children under 5. Residents live primarily in rental housing in urban centers and suburbs, often in close proximity to jobs, community centers, and public transportation.
Group B	Books and Boots	This group consists largely of individuals in their early to mid-20s, including college students and full-time military families. Mostly unmarried, they often work part-time jobs while pursuing degrees. They typically live in rental housing near college campuses or military bases and move frequently.
Group C	Metro Vibes	This group consists of a mix of families and individuals in their 30s, and there is a notable presence of recent immigrants. Employment is primarily in health care, retail, and food services. Residents typically live in urban rental housing, and some own single-family homes. Home values and rents tend to be below the national average.
Group D	Tech Trailblazers	This group consists of working professionals in their mid-30s, many of whom were born outside the U.S. They live primarily in urban areas, renting multifamily housing in major metropolitan cities. Residents tend to commute using public transportation or have access to remote work options.
Group E	Community Connections	This group consists of a range of households that are often multi-generational, including married couples with or without children, single-parent families, and single individuals living alone. They live in and around urban areas and in the suburbs, often in single-family detached units. Rental prices are among the lowest compared to other groups.
Group F	Urban Harmony	This group consists of households that are often multi-generational and center around married couples with or without children. Neighborhoods tend to be located in and around urban centers. Residents spend a substantial portion of their income on rent or home ownership, and they frequently use public transportation for commuting, running errands, and dining out.
Group G	Family Fabric	This group mainly consists of multi-generational families with children, and household sizes often exceed three members. Marriage rates are lower than average, with many single-parent households or cohabiting families. These residents live primarily in suburban areas with low vacancy rates and limited access to public transportation.
Group H	Family Prosperity	This group mainly consists of married couples with or without children. They live primarily in single-family homes in newer suburban developments, and households typically own multiple vehicles for commuting and accessing entertainment and amenities. Incomes often exceed the national average by a significant margin.
Group I	Countryscapes	This group consists of families and residents aged 55 and older. Typically, individuals are retired, approaching retirement, or working in industries such as manufacturing, construction, and agriculture, and they tend to have long commute times. Housing in this group consists of single-family homes, and there are high rates of vacancy and seasonal living in some communities.
Group J	Mature Reflections	This group consists of residents aged 55 and older. Residents are typically retired and are supported by social security, public assistance, and retirement income. This group primarily consists of single-family homes and assisted living facilities. There is a high prevalence of seasonal living with homes remaining vacant during off seasons.
Group K	Suburban Shine	This group consists of residents aged 45 years and older. Housing is predominantly single-family detached homes built before 2000, and home values tend to be above the national average. Labor force participation is high, with most households earning middle-tier incomes in professions such as social work, skilled trades, health care, and manufacturing. Residents commute alone by car.
Group L	Premier Estates	This group consists of residents aged 45-64, and many households consist of families. Residents are often retired or work from home and are employed in management, finance, technology, and engineering. Net worth is high, and most residents hold a bachelor's or graduate degree. These neighborhoods tend to consist of newly constructed, single-family homes.

PSYCHOGRAPHIC PROFILE

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	TAPESTRY SEGMENTATION	HOUSEHOLDS PERCENT	CUMULATIVE PERCENT	US HOUSEHOLDS PERCENT	CUMULATIVE PERCENT	INDEX
1	Silver and Gold (J4)	24.0%	24.0%	1.0%	1.0%	2,333
2	Rural Resort Dwellers (I5)	17.9%	42.0%	1.5%	2.5%	1192
3	Legacy Hills (K1)	9.4%	51.4%	1.7%	4.3%	547
4	Rooted Rural (I4)	8.7%	60.1%	2.5%	6.7%	353
5	Senior Escapes (J1)	7.2%	67.3%	0.6%	7.3%	1232
	Subtotal	67.3%		7.3%		
6	Scenic Byways (I2)	4.4%	71.7%	1.6%	8.9%	273
7	Room to Roam (K7)	4.1%	75.8%	3.9%	12.9%	103
8	Retirement Communities (J3)	4.0%	79.8%	1.7%	14.6%	234
9	Burbs and Beyond (K8)	3.9%	83.7%	2.8%	17.4%	138
10	Loyal Locals (K3)	2.6%	86.3%	2.8%	20.2%	93
	Subtotal	19.0%		12.9%		
11	Rural Versatility (E5)	2.5%	88.8%	1.6%	21.8%	161
12	Diverse Horizons (C5)	2.2%	91.1%	1.6%	23.4%	141
13	Mobile Meadows (E4)	2.2%	93.2%	0.8%	24.1%	282
14	Southern Satellites (I6)	2.2%	95.4%	2.5%	26.7%	86
15	Kids and Kin (C2)	1.7%	97.1%	1.2%	27.9%	146
	Subtotal	10.8%		7.6%		

SEGMENT J4 - SILVER AND GOLD

These low-density neighborhoods are located in suburban, rural, or coastal settings, often in warmer climates. Residents tend to be aged 55 and older, and more than half of households comprise married couples with no children. The median net worth is approximately three times that of the U.S. median. Residents earn incomes in the middle and upper tiers, supported by a blend of retirement funds and social security and other forms of public assistance. Half of workers earn wages and salaries, often in professional roles such as management, health care, technology, and legal fields, and one in five is self-employed. The housing landscape is predominantly made up of single-family units, and a significant portion of homes were built after 2000. This segment ranks among the highest for seasonal vacancies, with around a third of units occasionally vacant. Housing affordability is low compared to the national average.

Key statistics

- Median age: 64.4
- Median household size: 2.01
- Predominant household structure (Census 2020): Married couples with no kids
- Median household income: $102,652
- Median net worth: $811,588
- Percentage of individuals with completion of a bachelor's degree or higher: 52.8%

Housing and employment

- Predominant Urbanicity Type: Suburb
- Median home value: $625,531
- Homeownership rate: 87.3%
- Rent burdened households (American Community Survey 2019-2023): 36.3%
- Labor force participation rate: 41.4%
- Unemployment rate: 3.4%

Lifestyle patterns

- Consumers tend to use reward memberships when shopping.
- They often pay for services to manage their finances, homes, and legal matters. They are well-insured and often drive high-end vehicles.
- They read books spanning a wide range of genres.
- Residents spend time birdwatching, golfing, cooking, and dining out. They tend to engage with their communities by regularly participating in elections and volunteering.

Data vintage is Esri 2025 for all characteristics, except where otherwise noted.

SEGMENT I5 - RURAL RESORT DWELLERS

Neighborhoods in this segment are distributed throughout the country and are concentrated in resort locations and areas with seasonal recreation. With approximately half of the population aged 55 and over, the senior age dependency rate is high. Nearly half of households are comprised of married couples without children. While most of this segment is rural and remote, some communities are within commuting distance (though often long commutes) of major urban job centers. Residents tend to have skilled jobs in construction and manufacturing. Rates of self-employment and government employment are higher than average, and there is a notable veteran population. There is a high number of second homes used for recreation, with one in three housing units designated for seasonal or occasional use.

Key statistics

- Median age: 55.1
- Median household size: 2.20
- Predominant household structure (Census 2020): Married couples with no kids
- Median household income: $71,031
- Median net worth: $321,308
- Percentage of individuals with completion of a bachelor's degree or higher: 29.7%

Housing and employment

- Predominant Urbanicity Type: Rural Countryside; Metro Landscape; Suburb
- Median home value: $372,031
- Homeownership rate: 84.0%
- Rent burdened households (American Community Survey 2019-2023): 30.2%
- Labor force participation rate: 49.8%
- Unemployment rate: 3.9%

Lifestyle patterns

- Residents typically rely on local garages or dealers for vehicle maintenance.
- They often purchase household equipment such as generators, grills, and freezers.
- They tend to watch TV and read magazines.
- Residents tend to engage with their communities and regularly volunteer with local organizations. They typically prepare food at home.

Data vintage is Esri 2025 for all characteristics, except where otherwise noted.

SEGMENT K1 - LEGACY HILLS

These neighborhoods are scattered nationwide, with above-average concentrations in the Midwest and South. Residents live in suburbs near metro areas with populations of 500,000 or more. Most residents are aged 45 and above, and a notable portion are either widowed or divorced, contributing to a high number of single-person households and smaller average household sizes. There is also a notable presence of this segment in small and remote towns and micropolitan areas, and many residents, particularly renters, have moved into these neighborhoods more recently. There are a higher-than-average number of workers in social service occupations. Homes are valued between $150,000 and $300,000. Half of the homes are single-family units, many constructed between 1950 and 1990, and the rest are a mix of low-rise and high-rise apartment complexes.

Key statistics

- Median age: 45.6
- Median household size: 2.00
- Predominant household structure (Census 2020): Singles living alone; married couples with no kids
- Median household income: $55,927
- Median net worth: $87,823
- Percentage of individuals with completion of a bachelor's degree or higher: 30.7%

Housing and employment

- Predominant Urbanicity Type: Suburb; Urban Core
- Median home value: $254,916
- Homeownership rate: 49.4%
- Rent burdened households (American Community Survey 2019-2023): 39.9%
- Labor force participation rate: 55.9%
- Unemployment rate: 4.4%

Lifestyle patterns

- They tend to shop locally, especially for toys and games.
- Residents have insurance and regular access to medical providers.
- Residents listen to the radio and read magazines. Popular TV subjects include travel, bowling, and golf. While cell phone use is common, many have a landline.
- These individuals have a less prominent online presence compared to other segments.

Data vintage is Esri 2025 for all characteristics, except where otherwise noted.

SEGMENT I4 - ROOTED RURAL

Heavily concentrated in the South and Appalachia, these residents often live in very rural areas far from job centers and outside towns and cities. Households are predominantly married couples and single-person households. Residents work in industries such as manufacturing, construction, agriculture, mining, and utilities. Employment in health care, retail, accommodation, and food services is also significant in these communities. Labor force participation is lower than average. These stable rural communities are characterized by long-term homeownership. Single-family homes are common, with one in five units being mobile homes. Vacancy rates are higher than the national average. Owning multiple cars is essential, as long commutes (sometimes across county or state lines) are typical.

Key statistics

- Median age: 46.9
- Median household size: 2.37
- Predominant household structure (Census 2020): Married couples
- Median household income: $61,776
- Median net worth: $225,364
- Percentage of individuals with completion of a bachelor's degree or higher: 18.9%

Housing and employment

- Predominant Urbanicity Type: Metro Landscape; Rural Countryside; Suburb
- Median home value: $213,253
- Homeownership rate: 82.4%
- Rent burdened households (American Community Survey 2019-2023): 26.0%
- Labor force participation rate: 50.6%
- Unemployment rate: 4.4%

Lifestyle patterns

- Residents often seek out generic and domestic brands. They tend to shop at discount and hardware stores but will order supplies online when not available locally.
- They purchase tools for home improvement, landscaping, and automotive repair.
- Households often rely on satellite internet for connectivity.
- Pickup trucks are a common vehicle choice, serving both work and leisure needs.

Data vintage is Esri 2025 for all characteristics, except where otherwise noted.

SEGMENT J1 - SENIOR ESCAPES

While much of this segment's population is scattered across the U.S., the majority reside in the South and West. Most neighborhoods are suburban, on the outskirts of metropolitan areas, and roughly one-quarter of residents live in rural areas. This segment is growing at approximately twice the national rate, with more than half of householders aged 65 and older. There is a notable population of retired military personnel. The majority of households earn low- to middle-tier incomes, with many supported by social security and other forms of public assistance, and about a third live on retirement income. Many homes remain vacant for much of the year, drawing seasonal residents when colder weather strikes elsewhere. Homeownership rates are high, with manufactured homes making up nearly half of all housing. Most households own one or two cars.

Key statistics

- Median age: 61.5
- Median household size: 1.98
- Predominant household structure (Census 2020): Singles living alone; married couples with no kids
- Median household income: $50,282
- Median net worth: $208,760
- Percentage of individuals with completion of a bachelor's degree or higher: 21.4%

Housing and employment

- Predominant Urbanicity Type: Suburb
- Median home value: $159,874
- Homeownership rate: 79.0%
- Rent burdened households (American Community Survey 2019-2023): 42.4%
- Labor force participation rate: 38.6%
- Unemployment rate: 5.7%

Lifestyle patterns

- Consumers tend to shop at department stores.
- Residents schedule regular medical appointments and commonly use prescription drugs. Health and dietary considerations guide their food purchases.
- Media consumption is primarily through TV, CDs, DVDs, newspapers, and magazines.
- Residents are likely to vote and contribute to religious groups. Households typically own older, well-maintained vehicles that are driven sparingly.

Data vintage is Esri 2025 for all characteristics, except where otherwise noted.

SEGMENT 12 - SCENIC BYWAYS

Communities in this segment are located outside city boundaries, largely in the South. Population density is low, and the landscape is characterized by expansive open spaces and undeveloped land. Households primarily consist of married or widowed older adults. Many residents are approaching retirement or are retired, having had careers working in skilled trades such as agriculture, manufacturing, mining, construction, and utilities. The health, food, and retail sectors provide essential job opportunities for many, while social security and other forms of public assistance offer additional financial support. Commuting times are long. Homes are predominantly owned, and single-family and manufactured homes are common. Vacancy rates tend to be higher than average, with a notable portion being seasonal units.

Key statistics

- Median age: 43.7
- Median household size: 2.42
- Predominant household structure (Census 2020): Married couples; singles living alone
- Median household income: $48,428
- Median net worth: $138,719
- Percentage of individuals with completion of a bachelor's degree or higher: 13.4%

Housing and employment

- Predominant Urbanicity Type: Metro Landscape; Rural Countryside; Suburb
- Median home value: $125,411
- Homeownership rate: 78.5%
- Rent burdened households (American Community Survey 2019-2023): 28.0%
- Labor force participation rate: 46.3%
- Unemployment rate: 6.1%

Lifestyle patterns

- Consumers tend to shop in person at nearby convenience, discount, and hardware stores, but they often travel farther for food and supplies.
- Residents tend to purchase pickup trucks and favor American brands for both their work needs and leisure activities, such as fishing and hunting.
- Connectivity can be limited; households depend on satellite for TV and internet, and many maintain a landline.
- Equipped with the necessary tools and equipment, residents maintain their vehicles, gardens, and homes themselves.

Data vintage is Esri 2025 for all characteristics, except where otherwise noted.

SEGMENT K7 - ROOM TO ROAM

These communities are mainly found within metropolitan areas but tend not to be in the mega metropolises. The highest concentrations are found in the Midwest and South. More than half of household heads are aged 55 and older, and one in five individuals are aged 65 and above. Married couples, often without children, form most households, while nonfamily households represent a quarter of the total households. Self-employment is notable, and employment tends to be in manufacturing, health care, and retail. Most housing in this market consists of owner-occupied, single-family homes rather than rentals, with housing built primarily between 1970 and 2000 and generally priced lower than the national average. Owning multiple vehicles is typical, with driving alone as the primary means of commuting.

Key statistics

- Median age: 46.2
- Median household size: 2.52
- Predominant household structure (Census 2020): Married couples with no kids
- Median household income: $99,689
- Median net worth: $506,754
- Percentage of individuals with completion of a bachelor's degree or higher: 34.0%

Housing and employment

- Predominant Urbanicity Type: Suburb; Metro Landscape
- Median home value: $344,056
- Homeownership rate: 89.0%
- Rent burdened households (American Community Survey 2019-2023): 22.4%
- Labor force participation rate: 62.5%
- Unemployment rate: 3.0%

Lifestyle patterns

- Consumers tend to use coupons and shop at department stores.
- Residents purchase tools for home and yard maintenance, such as lawn mowers, trimmers, electric drills, and saws.
- Radio remains a staple, with commuters subscribing to satellite and streaming channels. Television is widely used for news, entertainment, and major sports.
- When traveling, domestic trips are common. Residents cook, bake, read, and walk their dogs. Residents tend to vote, and recycling is a routine practice.

Data vintage is Esri 2025 for all characteristics, except where otherwise noted.

SEGMENT J3 - RETIREMENT COMMUNITIES

These neighborhoods are spread across metropolitan areas, both large and small, nationwide. Most residents have settled in the suburbs. A quarter of the population consists of people aged 75 years and above, and nearly half of households are single individuals. Many households depend on a mix of retirement funds, investment income, and social security and other forms of public assistance, while just over half also earn wages and salaries. Households typically earn middle-tier incomes; accrued net worth tends to be above the national average. Many are active in the workforce, with employment in professional sectors such as education, health care, management, sales, and technology. Most residents live in single-family homes, duplexes, or apartments, and rent exceeds the national average. Additionally, many assisted living and nursing facilities are found in these areas.

Key statistics

- Median age: 55.0
- Median household size: 1.94
- Predominant household structure (Census 2020): Singles living alone; married couples with no kids
- Median household income: $80,402
- Median net worth: $263,394
- Percentage of individuals with completion of a bachelor's degree or higher: 50.5%

Housing and employment

- Predominant Urbanicity Type: Suburb
- Median home value: $466,253
- Homeownership rate: 59.9%
- Rent burdened households (American Community Survey 2019-2023): 46.2%
- Labor force participation rate: 52.3%
- Unemployment rate: 3.6%

Lifestyle patterns

- Their shopping habits feature a mix of online and catalog purchases, and they tend to choose domestic products and trusted brands.
- These residents manage their finances with the help of financial advisors and tax professionals. Residents hold health, auto, home, and life insurance.
- Residents spend time watching sports, news, and movies on cable TV, as well as reading books and newspapers.
- Residents schedule regular medical appointments and tend to be both physically and socially active. They often go to theaters, art galleries, and restaurants.

Data vintage is Esri 2025 for all characteristics, except where otherwise noted.

SEGMENT K8 - BURBS AND BEYOND

The highest concentrations of these communities are in the West, with additional representation in the South and Northeast. Nearly half of the population is aged 55 or above, and most households are composed of married couples without children. Incomes are typically middle- to upper-tier, and more than three-quarters of households receive retirement or are supported by social security and other forms of public assistance. The rate of self-employment is high, with significant employment in professional fields such as management, sales, and health care. More than half of single-family homes in these areas are valued at $500,000 or more, and they are often located in close proximity to nature and outdoor recreation. Seasonal vacancy rates, more than double the average, suggest the presence of second homes, and households typically own multiple vehicles.

Key statistics

- Median age: 51.1
- Median household size: 2.39
- Predominant household structure (Census 2020): Married couples with no kids
- Median household income: $119,769
- Median net worth: $779,483
- Percentage of individuals with completion of a bachelor's degree or higher: 53.2%

Housing and employment

- Predominant Urbanicity Type: Suburb
- Median home value: $616,472
- Homeownership rate: 84.5%
- Rent burdened households (American Community Survey 2019-2023): 39.0%
- Labor force participation rate: 57.7%
- Unemployment rate: 3.4%

Lifestyle patterns

- Residents tend to go out to fine dining restaurants.
- They spend money on their homes, often undergoing large remodeling projects and ensuring proper maintenance.
- Residents often spend time reading, and a notable portion of the labor force works from home.
- Residents tend to be engaged with their communities through volunteering and voting in local elections, and they participate in outdoor activities.

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SEGMENT K3 - LOYAL LOCALS

Though prevalent nationwide, the highest concentrations of these communities are found in the Midwest and South. While many are in the suburbs of small metropolitan and micropolitan areas, these neighborhoods also have significant concentrations in small and remote towns. Residents are predominantly aged 65 years and above, and many are widowed or married without children living at home. Housing is more affordable than the national average: more than half of the homes in this segment are valued between $150,000 and $300,000. The majority of households consist of single-family homes, primarily built between 1950 and 1990. Commutes are typically short, with most residents driving alone to work, due to limited public transportation options. These neighborhoods generally have low population density and stable growth patterns.

Key statistics

- Median age: 46.4
- Median household size: 2.29
- Predominant household structure (Census 2020): Married couples; singles living alone
- Median household income: $77,226
- Median net worth: $291,287
- Percentage of individuals with completion of a bachelor's degree or higher: 33.9%

Housing and employment

- Predominant Urbanicity Type: Suburb
- Median home value: $255,205
- Homeownership rate: 78.2%
- Rent burdened households (American Community Survey 2019-2023): 34.0%
- Labor force participation rate: 57.5%
- Unemployment rate: 3.5%

Lifestyle patterns

- When it comes to shopping, they often visit large retail establishments for food and home supplies.
- This segment tends to stick to the same foods, stores, and brands. They often buy American-made products and domestic vehicles.
- Television is a primary source for both news and entertainment, including programs related to hunting and sports.
- They use social media to follow groups and stay in touch with friends and family.

Data vintage is Esri 2025 for all characteristics, except where otherwise noted.

SEGMENT E5 - RURAL VERSATILITY

These neighborhoods are predominantly found in rural and non-metro areas. About a quarter of the population in this segment is under 18, and around a third of households consist of seniors supported by social security and retirement income. More than half of households are occupied by either a single person or a married couple without children. Employment in manufacturing, construction, agriculture, and mining is more common than in most other markets, and full-time work is much more common than part-time. Public transportation is often not an option, and most workers commute by driving alone. Homes in this market are typically valued under $250,000 and are largely single-family detached units, though mobile homes are also common, and most homes are owned.

Key statistics

- Median age: 38.9
- Median household size: 2.51
- Predominant household structure (Census 2020): Married couples; singles living alone
- Median household income: $58,911
- Median net worth: $126,005
- Percentage of individuals with completion of a bachelor's degree or higher: 19.6%

Housing and employment

- Predominant Urbanicity Type: Suburb
- Median home value: $213,579
- Homeownership rate: 66.7%
- Rent burdened households (American Community Survey 2019-2023): 35.3%
- Labor force participation rate: 56.2%
- Unemployment rate: 5.1%

Lifestyle patterns

- Residents frequently shop at hardware and hobby stores, and they purchase groceries from both convenience stores and large department stores.
- They tend to spend time working on their vehicles and homes, and they invest in automotive tools and maintenance essentials.
- Radio, especially country music, is popular.
- Most households have at least one pet.

Data vintage is Esri 2025 for all characteristics, except where otherwise noted.

SEGMENT C5 - DIVERSE HORIZONS

Members of these communities, many of whom were born outside the U.S., live in and around metropolitan areas with populations exceeding 2.5 million, commonly located along interstate corridors and on the coasts. Families tend to be large, and a sizable proportion of the population consists of children. Nonfamily households, including individuals living alone, represent about a third of this segment. Residents often work in service and skilled occupations with middle-tier incomes compared to the national average. Parking constraints often limit households to one or two vehicles. There are low levels of housing affordability and members reside in predominantly rental neighborhoods of multiunit structures, many of which were built before 1990. Commuters often use public transportation.

Key statistics

- Median age: 35.2
- Median household size: 2.67
- Predominant household structure (Census 2020): Married couples; singles living alone
- Median household income: $65,990
- Median net worth: $57,790
- Percentage of individuals with completion of a bachelor's degree or higher: 26.3%

Housing and employment

- Predominant Urbanicity Type: Suburb; Urban Core; Urban Vicinity
- Median home value: $396,119
- Homeownership rate: 36.5%
- Rent burdened households (American Community Survey 2019-2023): 45.8%
- Labor force participation rate: 68.0%
- Unemployment rate: 5.5%

Lifestyle patterns

- Residents often shop online for baby accessories and electronics. For other purchases, they tend to shop in person at convenience and discount stores.
- Purchases often center around clothing, food, and supplies for young children. Residents tend to carry a balance on multiple credit cards.
- Individuals make digital payments and use social media to stay in touch with friends and family abroad.
- Residents browse foreign-language websites, watch TV, and read magazines.

Data vintage is Esri 2025 for all characteristics, except where otherwise noted.

SEGMENT E4 - MOBILE MEADOWS

These neighborhoods are predominantly found in metropolitan and micropolitan areas. Around half of this segment's population resides in the South, with another third in the West. A steady influx of immigration contributes to cultural diversity in these communities, and job opportunities are primarily found in manufacturing, construction, and mining. Married and cohabiting couples outnumber single-individual households, and around a third of households have children. Incomes predominantly fall within the low to middle tiers, with some households supported by social security and other forms of public assistance. Homes in these neighborhoods are primarily mobile homes. Vehicles are a necessary part of everyday life, and abundant open space often surrounds these communities, contributing to a population density of less than 100 people per square mile.

Key statistics

- Median age: 35.1
- Median household size: 2.77
- Predominant household structure (Census 2020): Married couples; singles living alone
- Median household income: $54,988
- Median net worth: $106,219
- Percentage of individuals with completion of a bachelor's degree or higher: 14.2%

Housing and employment

- Predominant Urbanicity Type: Suburb
- Median home value: $101,257
- Homeownership rate: 64.3%
- Rent burdened households (American Community Survey 2019-2023): 36.5%
- Labor force participation rate: 60.6%
- Unemployment rate: 5.7%

Lifestyle patterns

- Residents tend to shop at large retail establishments, often opting for generic brands and waiting for discounts.
- They spend on baby and children's necessities, pets, and video games, and they tend to save rather than borrow for purchases.
- Individuals stay connected and informed with mobile internet access and are willing to pay for streaming services and children's television.
- Their primary concerns are health care and timely retirement.

Data vintage is Esri 2025 for all characteristics, except where otherwise noted.

SEGMENT I6 - SOUTHERN SATELLITES

These communities, though within metropolitan or micropolitan boundaries, are largely concentrated on the outskirts in suburbs or very low-density areas. The population is generally older, with more than half of household heads aged 55 and above, though younger families with school-aged children are also prevalent. Both child and senior age dependency rates are higher than the national averages. Socioeconomically, this segment mirrors national averages, with most earning middle-tier incomes. For the older population, low-tier incomes are often supported by social security and other forms of public assistance. Residents work in industries such as manufacturing, health care, retail, construction, mining, and agriculture. The cost of living is low, and long commutes of more than 30 minutes, sometimes crossing county or state lines, are common.

Key statistics

- Median age: 41.5
- Median household size: 2.59
- Predominant household structure (Census 2020): Married couples
- Median household income: $72,167
- Median net worth: $254,904
- Percentage of individuals with completion of a bachelor's degree or higher: 20.1%

Housing and employment

- Predominant Urbanicity Type: Metro Landscape; Suburb
- Median home value: $260,137
- Homeownership rate: 81.9%
- Rent burdened households (American Community Survey 2019-2023): 26.3%
- Labor force participation rate: 59.4%
- Unemployment rate: 4.1%

Lifestyle patterns

- Residents shop at discount and hardware stores for essentials such as children's clothes, shoes, and books. They tend to shop online for pet and hobby supplies.
- Dining out typically happens at chain restaurants and fast-food establishments.
- For entertainment, residents read physical copies of hunting and fishing magazines and follow college football and auto racing on TV. These individuals tend to spend time outside. Common activities include camping trips, fishing, hunting, and gardening, and residents often travel domestically.

Data vintage is Esri 2025 for all characteristics, except where otherwise noted.

SEGMENT C2 - KIDS AND KIN

Neighborhoods in this segment are largely found in and around metropolitan areas with populations exceeding half a million. Householders are generally under the age of 54 and may have adult children living with parents at home. The majority of the population aged 25 and above have a high school diploma, an associate degree, or some college education. Jobs are often in the health care, retail, food, manufacturing, and transportation sectors; there is a high level of female labor force participation. Residents live in older homes, usually as renters, with a notable presence of town homes and smaller low-rise rental buildings. On average, homes are modestly priced and affordable for most households. Suburban residents rely on vehicles to get to work, while those in and near cities use public transportation.

Key statistics

- Median age: 33.3
- Median household size: 2.57
- Predominant household structure (Census 2020): Singles living alone; married couples
- Median household income: $50,960
- Median net worth: $28,927
- Percentage of individuals with completion of a bachelor's degree or higher: 20.6%

Housing and employment

- Predominant Urbanicity Type: Suburb; Urban Core; Urban Vicinity
- Median home value: $201,173
- Homeownership rate: 39.2%
- Rent burdened households (American Community Survey 2019-2023): 45.2%
- Labor force participation rate: 65.8%
- Unemployment rate: 6.9%

Lifestyle patterns

- Residents often shop for clothing, groceries, and footwear at nearby discount stores. They tend to use online banking and digital payment services over cash.
- Spending centers around baby and children's products. Individuals also purchase TVs, video gaming equipment, and jewelry. Residents often carry a credit card balance.
- Residents frequently use social media to stay in touch with friends and family and to follow celebrities, TV shows, and athletes.
- They tend to read paper copies of newspapers and magazines, and television and radio are popular entertainment sources.

Data vintage is Esri 2025 for all characteristics, except where otherwise noted.

SEGMENT A3 - SOCIAL SECURITY SET

These neighborhoods are primarily located in the downtown urban cores of the largest metropolitan areas, and residents often live in low-rent, older high-rise buildings near centers of economic activity with heavy daytime traffic. The population is older, often widowed or divorced, and there is a higher proportion of single-person households in these communities than any other segment. Rates of recent immigration are high, and many speak a language other than English as their first language. Income disparities are notable, with many residents supported by social security and other forms of public assistance, while a significant portion of the population earns middle-tier incomes. Homeowners spend a large portion of their income on housing costs, and many households do not own a vehicle.

Key statistics

- Median age: 49.5
- Median household size: 1.69
- Predominant household structure (Census 2020): Singles living alone
- Median household income: $31,425
- Median net worth: $12,979
- Percentage of individuals with completion of a bachelor's degree or higher: 30.4%

Housing and employment

- Predominant Urbanicity Type: Urban Core; Suburb
- Median home value: $333,286
- Homeownership rate: 16.6%
- Rent burdened households (American Community Survey 2019-2023): 41.0%
- Labor force participation rate: 44.0%
- Unemployment rate: 6.6%

Lifestyle patterns

- Individuals frequently use services like laundromats and convenience stores for daily needs.
- Residents typically prioritize budget-friendly and essential items when shopping. They buy food in bulk, opt for easy-to-prepare meals, and dine out at restaurants.
- Not everyone has a smartphone, and while print media remains popular, digital newspapers are the primary source for news.
- For TV entertainment, residents seek world news and foreign-language channels.

Data vintage is Esri 2025 for all characteristics, except where otherwise noted.

SEGMENT K6 - CITY GREENS

Most residents in this segment live in metropolitan areas with populations exceeding 500,000. More than half of residents aged 25 and older hold a bachelor's or graduate degree. Married couples are predominant, though a significant proportion of households are nonfamily, including singles, households with no relatives, and cohabiting couples without children. More than half of households have dual incomes, with health care, education, and retail trade being key sectors. Homeownership rates are slightly above the national average, and most homes are valued between $200,000 and $500,000. Even with rents slightly higher than the national average, vacancy rates are relatively low. The housing stock is older, with many homes constructed before 1970. While single-family detached homes are common, there is also a higher-than-average presence of single-family attached units such as row houses, duplexes, and townhomes.

Key statistics

- Median age: 41.4
- Median household size: 2.20
- Predominant household structure (Census 2020): Married couples; singles living alone
- Median household income: $97,516
- Median net worth: $301,867
- Percentage of individuals with completion of a bachelor's degree or higher: 54.1%

Housing and employment

- Predominant Urbanicity Type: Suburb; Urban Vicinity
- Median home value: $395,657
- Homeownership rate: 65.9%
- Rent burdened households (American Community Survey 2019-2023): 33.1%
- Labor force participation rate: 71.4%
- Unemployment rate: 3.0%

Lifestyle patterns

- Residents tend to bank and shop online, and they typically buy groceries in person.
- Residents buy both e-books and hard copies. They regularly contribute to an IRA to build their retirement savings.
- They often pay for high-speed internet for streaming. Alongside online news consumption, public radio and television are popular.
- Residents tend to engage with a variety of causes. They vote regularly, participate in environmental groups, and recycle, and they often spend time outdoors.

Data vintage is Esri 2025 for all characteristics, except where otherwise noted.

PSYCHOGRAPHIC PROFILE

PSYCHOGRAPHIC LIFEMODE GROUPS	2024 HOUSEHOLDS			2024 ADULT POPULATION		
	DATA	%	INDEX	DATA	%	INDEX
Total:	**30,723**	**100.0%**		**57,546**	**100.0%**	
A. Urban Threads	**459**	**1.5%**	**33**	**897**	**1.6%**	**39**
Independent Cityscapes (A1)	0	0.0%	0	0	0.0%	0
City Commons (A2)	0	0.0%	0	0	0.0%	0
Social Security Set (A3)	459	1.5%	199	897	1.6%	252
Fresh Ambitions (A4)	0	0.0%	0	0	0.0%	0
Welcome Waves (A5)	0	0.0%	0	0	0.0%	0
Young and Restless (A6)	0	0.0%	0	0	0.0%	0
B. Books and Boots	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Dorms to Diplomas (B1)	0	0.0%	0	0	0.0%	0
College Towns (B2)	0	0.0%	0	0	0.0%	0
Military Proximity (B3)	0	0.0%	0	0	0.0%	0
C. Metro Vibes	**1,213**	**4.0%**	**45**	**2,472**	**4.3%**	**53**
Single Thrifties (C1)	0	0.0%	0	0	0.0%	0
Kids and Kin (C2)	534	1.7%	146	1,239	2.2%	193
Metro Fusion (C3)	0	0.0%	0	0	0.0%	0
Family Foundations (C4)	0	0.0%	0	0	0.0%	0
Diverse Horizons (C5)	679	2.2%	141	1,233	2.1%	134
Moderate Metros (C6)	0	0.0%	0	0	0.0%	0
D. Tech Trailblazers	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Emerging Hub (D1)	0	0.0%	0	0	0.0%	0
Trendsetters (D2)	0	0.0%	0	0	0.0%	0
Modern Minds (D3)	0	0.0%	0	0	0.0%	0
Metro Renters (D4)	0	0.0%	0	0	0.0%	0
Laptops and Lattes (D5)	0	0.0%	0	0	0.0%	0
E. Community Connections	**1,443**	**4.7%**	**64**	**2,805**	**4.9%**	**66**
Modest Income Homes (E1)	0	0.0%	0	0	0.0%	0
Southwestern Families (E2)	0	0.0%	0	0	0.0%	0
Hometown Charm (E3)	0	0.0%	0	0	0.0%	0
Mobile Meadows (E4)	667	2.2%	282	1,295	2.3%	279
Rural Versatility (E5)	776	2.5%	161	1,510	2.6%	172
Family Bonds (E6)	0	0.0%	0	0	0.0%	0
F. Urban Harmony	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
High Rise Renters (F1)	0	0.0%	0	0	0.0%	0
Family Extensions (F2)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (F3)	0	0.0%	0	0	0.0%	0
City Strivers (F4)	0	0.0%	0	0	0.0%	0
Uptown Lights (F5)	0	0.0%	0	0	0.0%	0

PSYCHOGRAPHIC PROFILE

PSYCHOGRAPHIC LIFEMODE GROUPS	2024 HOUSEHOLDS			2024 ADULT POPULATION		
	DATA	%	INDEX	DATA	%	INDEX
G. Family Fabric	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Shared Roots (G1)	0	0.0%	0	0	0.0%	0
Up and Coming Families (G2)	0	0.0%	0	0	0.0%	0
Generational Ties (G3)	0	0.0%	0	0	0.0%	0
H. Family Prosperity	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Flourishing Families (H1)	0	0.0%	0	0	0.0%	0
Boomburbs (H2)	0	0.0%	0	0	0.0%	0
Neighborhood Spirit (H3)	0	0.0%	0	0	0.0%	0
Urban Chic (H4)	0	0.0%	0	0	0.0%	0
I. Countryscapes	**10,317**	**33.2%**	**243**	**19,931**	**34.1%**	**258**
Small Town Sincerity (I1)	0	0.0%	0	0	0.0%	0
Scenic Byways (I2)	1,374	4.4%	273	2,730	4.7%	290
Heartland Communities (I3)	0	0.0%	0	0	0.0%	0
Rooted Rural (I4)	2,695	8.7%	353	5,161	8.8%	371
Rural Resort Dwellers (I5)	5,580	18.0%	1,192	10,649	18.2%	1,299
Southern Satellites (I6)	671	2.2%	86	1,385	2.4%	93
Country Charm (I7)	0	0.0%	0	0	0.0%	0
J. Mature Reflections	**10,960**	**35.3%**	**879**	**19,580**	**33.5%**	**958**
Senior Escapes (J1)	2,254	7.3%	1,232	4,162	7.1%	1,383
The Elders (J2)	0	0.0%	0	0	0.0%	0
Retirement Communities (J3)	1,231	4.0%	234	2,028	3.5%	233
Silver and Gold (J4)	7,476	24.1%	2,333	13,420	23.0%	2,461
K. Suburban Shine	**6,655**	**21.4%**	**97**	**12,625**	**21.6%**	**101**
Legacy Hills (K1)	2,925	9.4%	547	5,278	9.0%	610
Middle Ground (K2)	0	0.0%	0	0	0.0%	0
Loyal Locals (K3)	818	2.6%	93	1,584	2.7%	101
Classic Comfort (K4)	0	0.0%	0	0	0.0%	0
Dreambelt (K5)	0	0.0%	0	0	0.0%	0
City Greens (K6)	429	1.4%	54	824	1.4%	61
Room to Roam (K7)	1,262	4.1%	103	2,572	4.4%	111
Burbs and Beyond (K8)	1,222	3.9%	138	2,396	4.1%	145
L. Premier Estates	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Savvy Suburbanites (L1)	0	0.0%	0	0	0.0%	0
Professional Pride (L2)	0	0.0%	0	0	0.0%	0
Top Tier (L3)	0	0.0%	0	0	0.0%	0
Unclassified	0	0.0%	0	0	0.0%	0

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.

TheRetailCoach®

ACKNOWLEDGMENTS

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