The**Retail**Coach®

Secondary Retail Trade Area Psychographic Profile
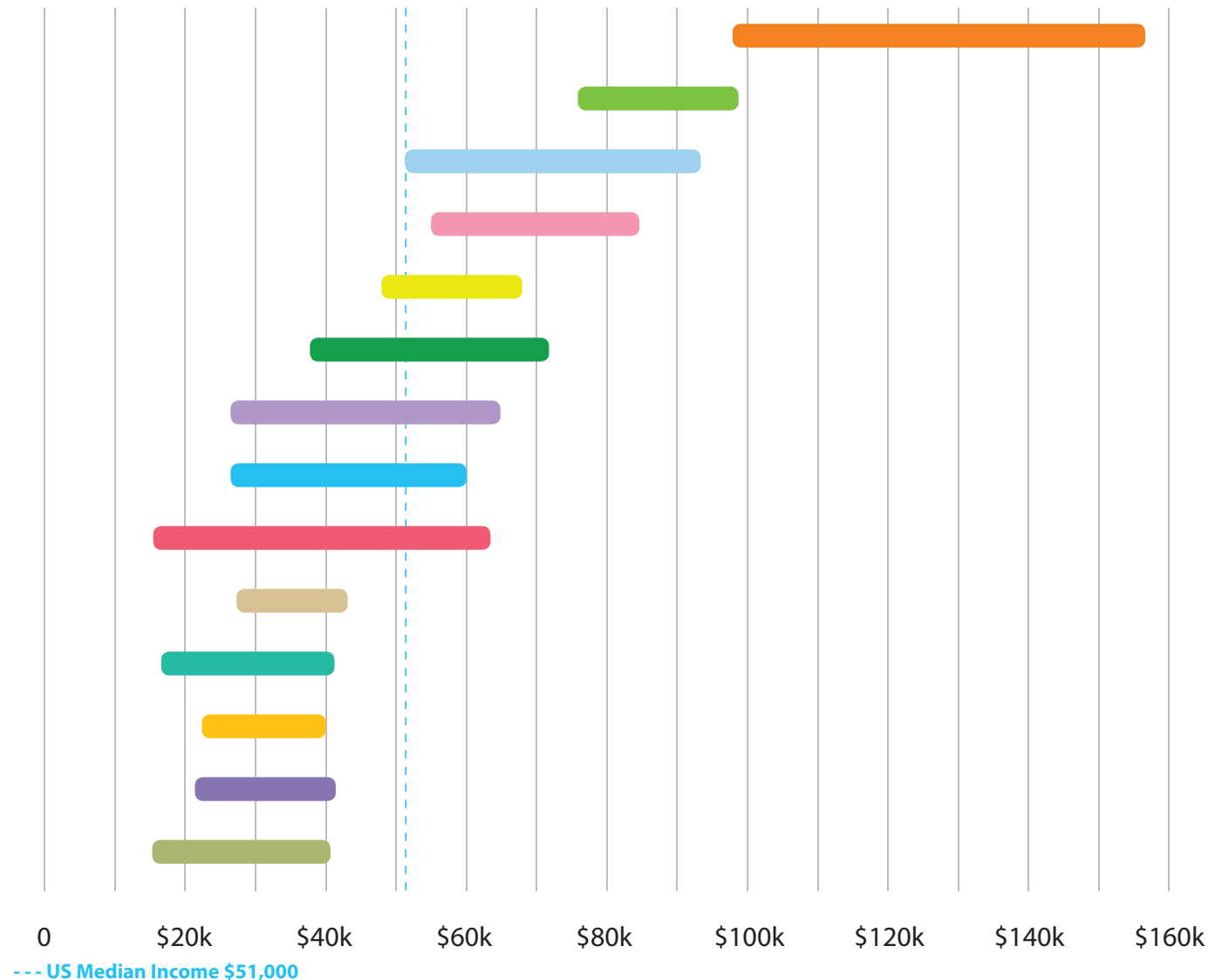
CORPUS CHRISTI, TEXAS

Prepared for City of Corpus Christi
October 2021

Secondary Retail Trade Area

Prepared for:

City of Corpus Christi
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Income Range of Lifemode Summary Groups
Corpus Christi, Texas

	$20k	$40k	$60k	$80k	$100k	$120k	$140k	$160k
0								

- - - US Median Income $51,000

+ 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
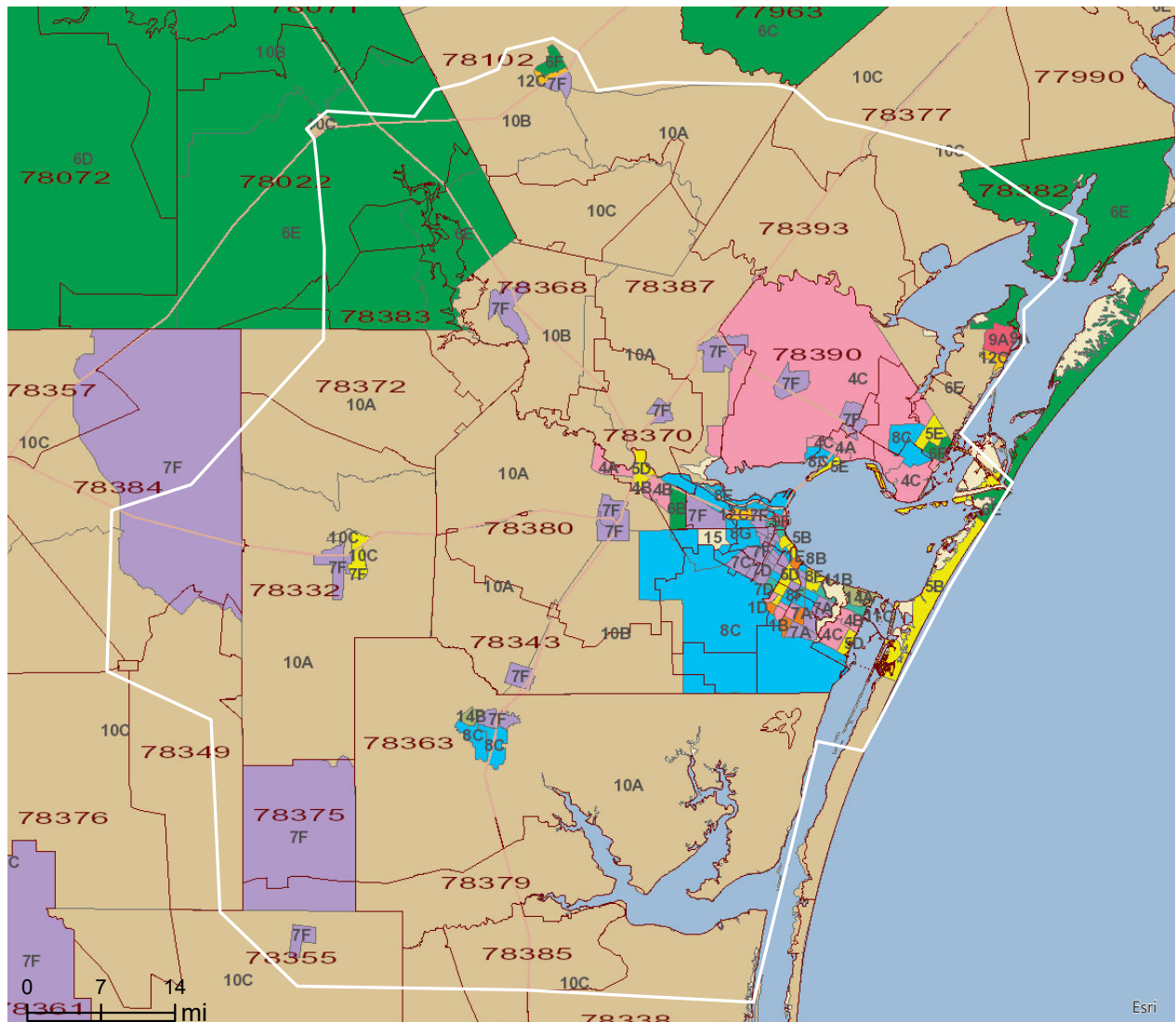Growing up and staying close to home; single householders

+ L13 NEXT WAVE
Urban denizens; young, diverse,
hardworking families

+ L14 SCHOLARS AND PATRIOTS
College campuses and military neighborhoods

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College campuses and military neighborhoods

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Secondary Retail Trade Area • Top Tapestry Segments

Corpus Christi, Texas

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Established wealth — educated, well-traveled married couples

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Prosperous, married couples
in higher density neighborhoods

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College campuses and military neighborhoods

	TAPESTRY SEGMENTATION	HOUSEHOLDS PERCENT	CUMULATIVE PERCENT	US HOUSEHOLDS PERCENT	CUMULATIVE PERCENT	INDEX
1	Southwestern Families (7F)	20.0%	20.0%	0.8%	0.8%	2472
2	Bright Young Professionals (8C)	5.3%	25.2%	2.3%	3.1%	232
3	Southern Satellites (10A)	4.9%	30.1%	3.2%	6.3%	153
4	Home Improvement (4B)	4.7%	34.8%	1.7%	7.9%	277
5	Middleburg (4C)	4.3%	39.1%	3.0%	10.9%	145
	Subtotal	39.2%		11.0%		
6	Rustbelt Traditions (5D)	4.0%	43.1%	2.2%	13.1%	184
7	Economic BedRock (10C)	3.8%	46.9%	0.6%	13.7%	580
8	In Style (5B)	3.5%	50.4%	2.2%	16.0%	158
9	Old and Newcomers (8F)	3.0%	53.5%	2.3%	18.3%	132
10	Hometown Heritage (8G)	2.9%	56.3%	1.2%	19.5%	240
	Subtotal	17.2%		8.5%		
11	Rural Resort Dwellers (6E)	2.8%	59.1%	1.0%	20.5%	272
12	Front Porches (8E)	2.7%	61.8%	1.6%	22.1%	175
13	Up and Coming Families (7A)	2.7%	64.5%	2.6%	24.7%	102
14	Young and Restless (11B)	2.0%	66.6%	1.8%	26.4%	117
15	Metro Fusion (11C)	1.9%	68.5%	1.4%	27.8%	138
	Subtotal	12.1%		8.4%		
16	Rooted Rural (10B)	1.9%	70.3%	2.0%	29.8%	94
17	Urban Edge Families (7C)	1.8%	72.1%	1.5%	31.3%	123
18	Workday Drive (4A)	1.8%	73.9%	3.0%	34.2%	60
19	Small Town Simplicity (12C)	1.7%	75.7%	1.8%	36.1%	96
20	Midlife Constants (5E)	1.7%	77.4%	2.5%	38.5%	70
	Subtotal	8.9%		10.8%		
	Total	77.4%		38.5%		201

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7F LifeMode Group: Ethnic Enclaves
Southwestern Families

US Households: 1,021,400
Average Household Size: 3.20

Median Age: 34.6
Median Household Income: $30,400

WHO ARE WE?

Residents in these neighborhoods are young families that form the foundation of Hispanic life in the Southwest. Children are the center of households that are composed mainly of married couples with children and single-parent families. Grandparents are caregivers in some of these households. Recent arrivals and older generations are language-isolated. Much of the working-age population is employed in blue-collar occupations, specializing in skilled work, as well as building maintenance and service jobs. Spending is focused on the family and at-home entertainment, but they do like to gamble (casinos and lottery tickets).

OUR NEIGHBORHOOD

- A family market: Married couples with kids, single parents, and grandparents head these households.
- Average household size is higher at 3.20 (Index 124).
- Many residents were born abroad (Index 242); many households have residents who speak only Spanish (Index 569).
- Over 45% of householders rent single-family homes within a mix of urban city centers and the suburbs in metropolitan areas.
- Neighborhoods are older; most of the homes constructed prior to 1970.
- Nearly 70% of all households have one or two vehicles available.

SOCIOECONOMIC TRAITS

- While close to 32% have attended or graduated from college, nearly 40% did not complete high school, which has limited their employment prospects.
- High rate of unemployment is at 9% (Index 168), and low labor force participation is at 52% (Index 84).
- Most households receive income from wages or salaries, but over 35% receive contributions from Social Security and over 12% from Supplemental Security Income.
- While budget-conscious consumers, they are also mindful of quality and attentive to environmental concerns in their purchasing decisions.
- Often, purchase decisions are based on how a product may improve or organize their lives.

7F LifeMode Group: Ethnic Enclaves
Southwestern Families

AGE BY SEX (Esri data)
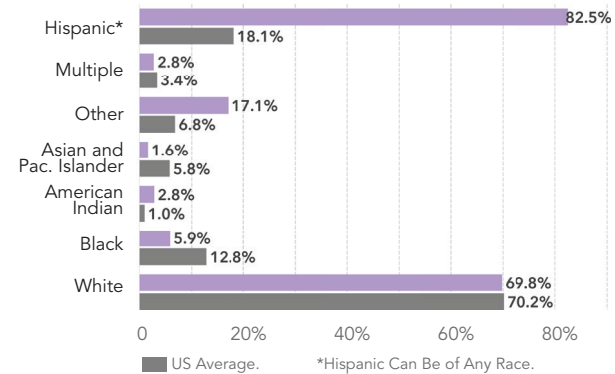
Median Age: 34.6 US: 38.2

■ Indicates US

Age groups (top to bottom): 85+, 80–84, 75–79, 70–74, 65–69, 60–64, 55–59, 50–54, 45–49, 40–44, 35–39, 30–34, 25–29, 20–24, 15–19, 10–14, 5–9, <5

8% 4% 0 4% 8%

Male   **Female**

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: 65.0 US: 64.0

Group	Value	US Average
Hispanic*	82.5%	18.1%
Multiple	2.8%	3.4%
Other	17.1%	6.8%
Asian and Pac. Islander	1.6%	5.8%
American Indian	2.8%	1.0%
Black	5.9%	12.8%
White	69.8%	70.2%

0   20%   40%   60%   80%

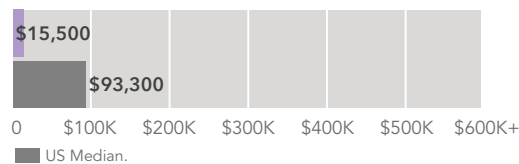■ US Average.   *Hispanic Can Be of Any Race.

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

$30,400
$56,100

0 $100K $200K $300K $400K $500K $600K+

Median Net Worth

$15,500
$93,300

0 $100K $200K $300K $400K $500K $600K+
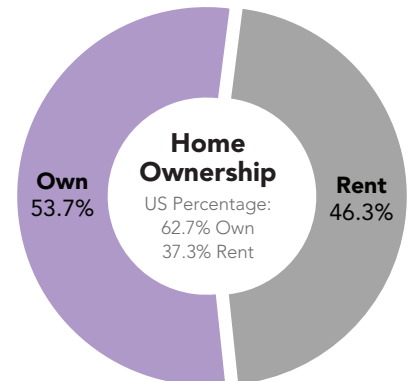
■ US Median.

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.
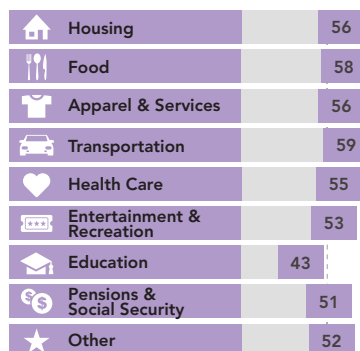
Typical Housing:
Single Family

Median Value:
$87,900

US Median: $207,300

Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 53.7%   **Rent 46.3%**

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.

Category	Index
Housing	56
Food	58
Apparel & Services	56
Transportation	59
Health Care	55
Entertainment & Recreation	53
Education	43
Pensions & Social Security	51
Other	52

0   50   100   150   200   250   300

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7F LifeMode Group: Ethnic Enclaves
Southwestern Families

Market Profile

• Television is a primary source of entertainment, and most homes have multiple sets.
• Residents prefer to pay bills in person, but paying using their mobile devices is growing.
• Baby and children's products, such as food, clothing, and furniture, are common purchases.
• They shop at pharmacies such as Walgreens, dollar stores, and discount department stores like JC Penney and Sears.
• They listen to Hispanic radio and watch Hispanic programming on television.
• Most households have landlines—used frequently for international calls.
• About 2 out of 3 households are connected, although access to the Internet is used primarily for entertainment.

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.
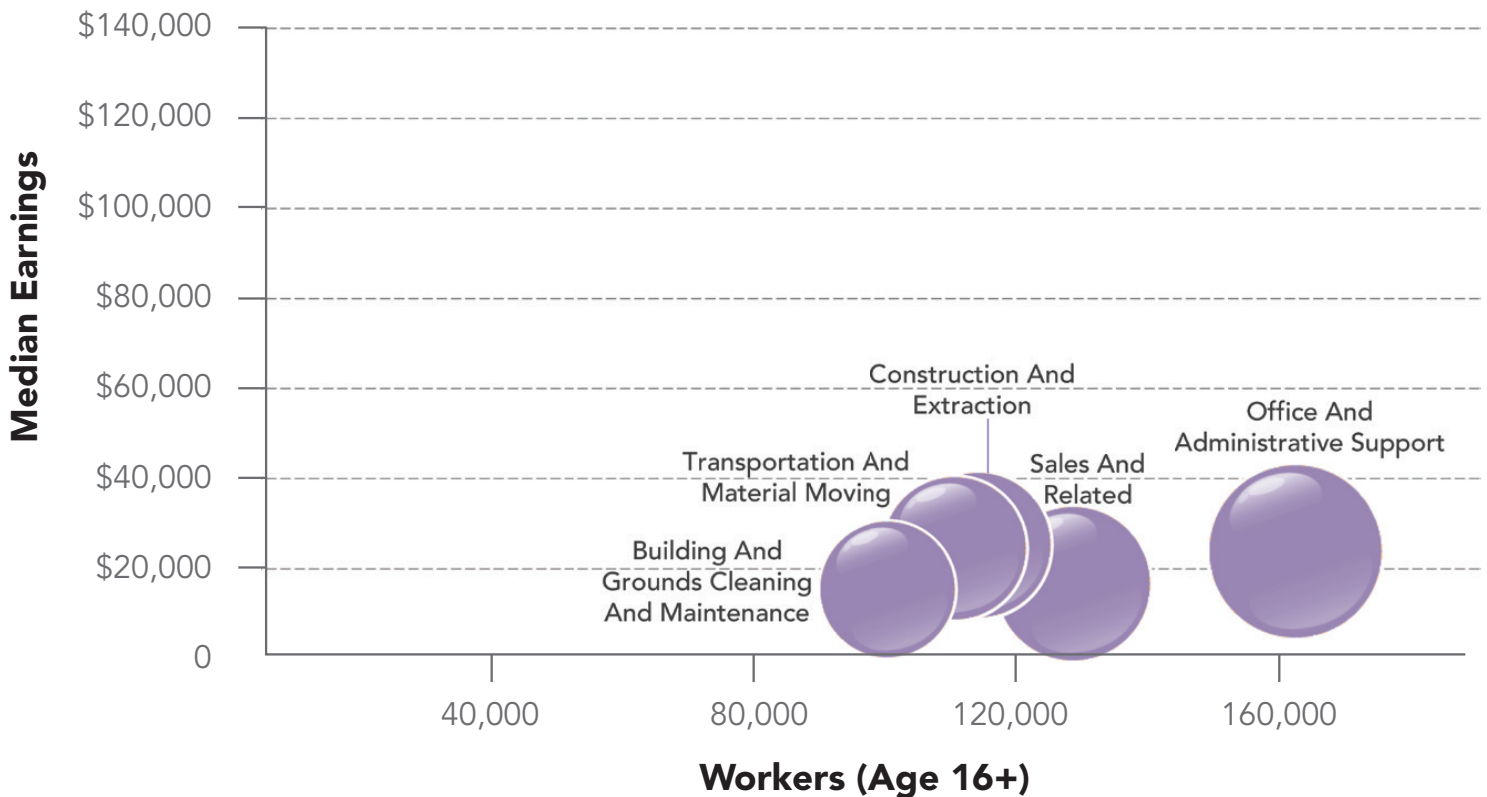
8C LifeMode Group: Middle Ground
Bright Young Professionals

US Households: 2,750,200

Average Household Size: 2.41

Median Age: 33.0

Median Household Income: $54,000

WHO ARE WE?

Bright Young Professionals is a large market, primarily located in urban outskirts of large metropolitan areas. These communities are home to young, educated, working professionals. More than one out of three householders is under the age of 35. Slightly more diverse couples dominate this market, with more renters than homeowners. More than two-fifths of the households live in single-family homes; over a third live in 5+ unit buildings. Labor force participation is high, generally white-collar work, with a mix of food service and part-time jobs (among the college students). Median household income, median home value, and average rent are close to the US values. Residents of this segment are physically active and up on the latest technology.

OUR NEIGHBORHOOD

- Approximately 57% of the households rent; 43% own their homes.
- Household type is primarily couples, married (or unmarried), with above average concentrations of both single-parent (Index 125) and single-person (Index 115) households.
- Multiunit buildings or row housing make up 56% of the housing stock (row housing (Index 178), buildings with 5–19 units (Index 275)); 43% built 1980–99.
- Average rent mirrors the US (Index 100).
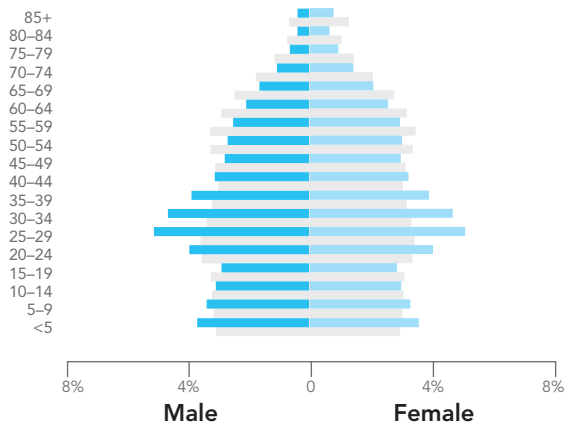- Lower vacancy rate is at 8.2%.

SOCIOECONOMIC TRAITS

- Education completed: 35% with some college or an associate's degree, 33% with a bachelor's degree or higher.
- Unemployment rate is lower at 4.7%, and labor force participation rate of 72% is higher than the US rate.
- These consumers are up on the latest technology.
- They get most of their information from the Internet.
- Concern about the environment, impacts their purchasing decisions.

8C LifeMode Group: Middle Ground
Bright Young Professionals

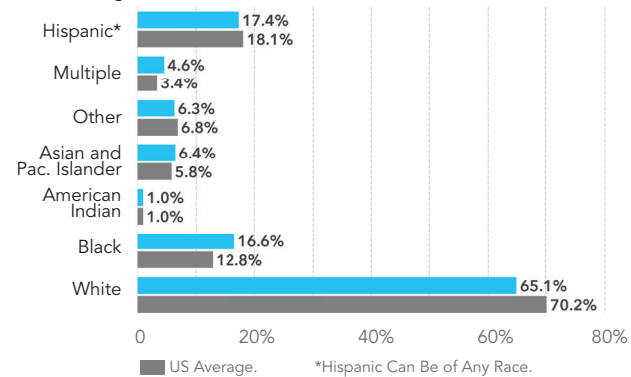## AGE BY SEX (Esri data)

Median Age: 33.0 US: 38.2

▨ Indicates US

85+
80–84
75–79
70–74
65–69
60–64
55–59
50–54
45–49
40–44
35–39
30–34
25–29
20–24
15–19
10–14
5–9
<5

8%   4%   0   4%   8%

Male   **Female**

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: 67.5 US: 64.0

Group	Value	US
Hispanic*	17.4%	18.1%
Multiple	4.6%	3.4%
Other	6.3%	6.8%
Asian and Pac. Islander	6.4%	5.8%
American Indian	1.0%	1.0%
Black	16.6%	12.8%
White	65.1%	70.2%

0   20%   40%   60%   80%

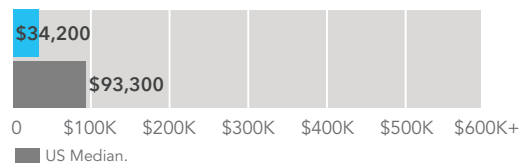▨ US Average.   *Hispanic Can Be of Any Race.

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

$54,000
$56,100

0   $100K $200K $300K $400K $500K $600K+

Median Net Worth

$34,200
$93,300

0 $100K $200K $300K $400K $500K $600K+

▨ US Median.

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.
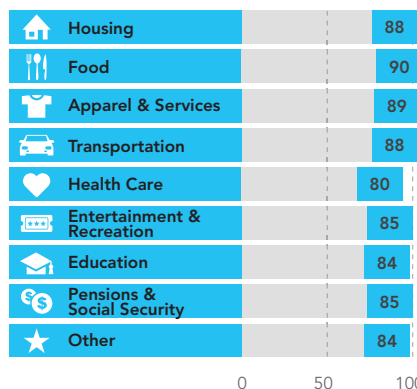
Typical Housing:
Single Family;
Multi-Units

Average Rent:
$1,042
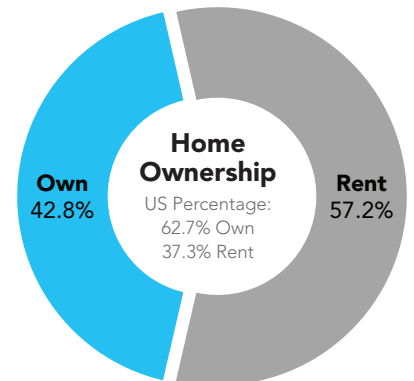
Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 42.8%   **Rent 57.2%**

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.

Category	Index
Housing	88
Food	90
Apparel & Services	89
Transportation	88
Health Care	80
Entertainment & Recreation	85
Education	84
Pensions & Social Security	85
Other	84

0   50   100   150   200   250   300   350

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8C LifeMode Group: Middle Ground
Bright Young Professionals

Market Profile
- Own retirement savings and student loans.
- Own newer computers (desktop, laptop, or both), iPods, and 2+ TVs.
- Go online and use mobile devices for banking, access YouTube or Facebook, visit blogs, download movies, and play games.
- Use cell phones to text, redeem mobile coupons, listen to music, and check for news and financial information.
- Find leisure going to bars/clubs, attending concerts, going to the beach, and renting DVDs from Redbox or Netflix.
- Enjoy a variety of sports, including backpacking, rock climbing, football, Pilates, running, and yoga.
- Eat out often at fast-food and family restaurants.

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.
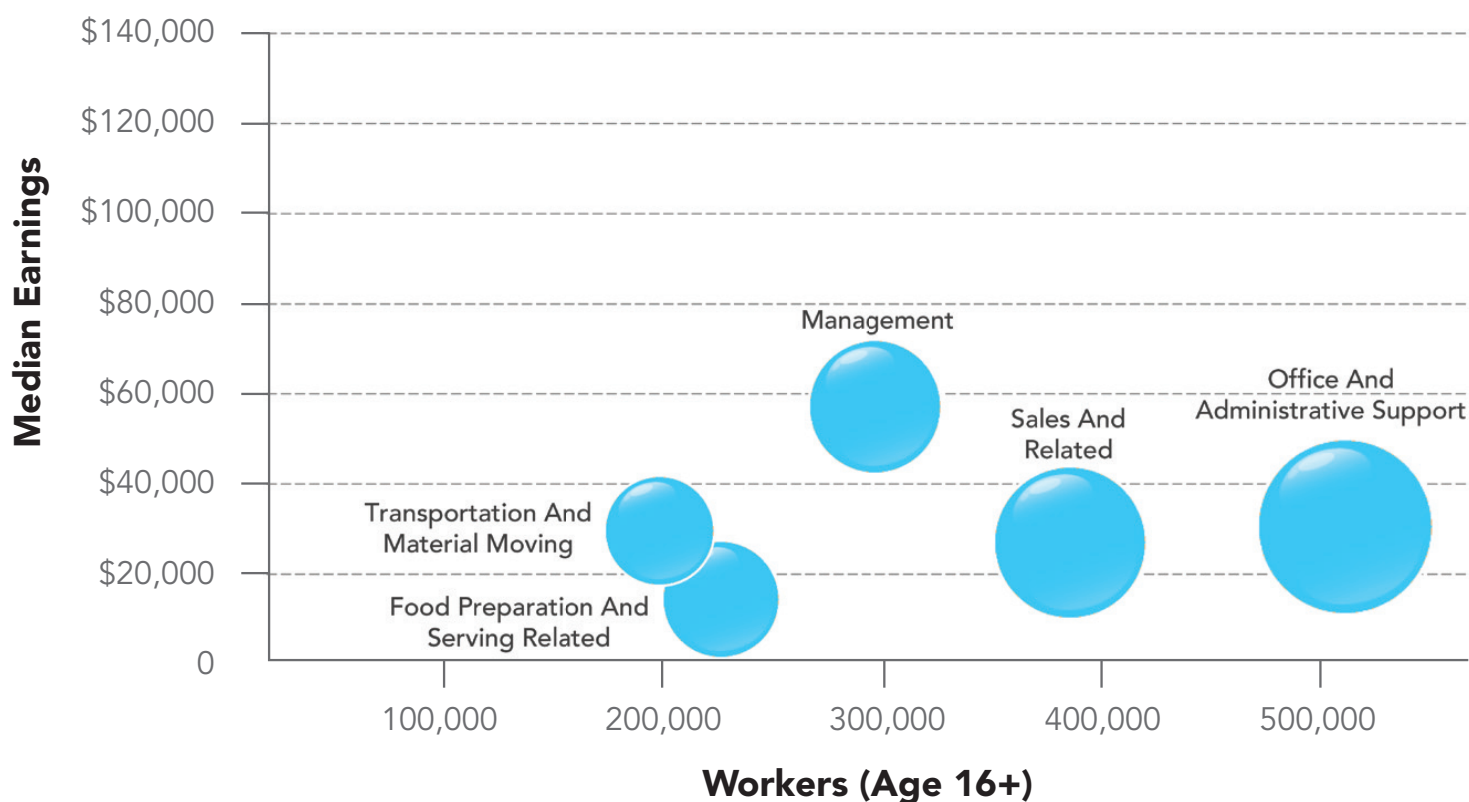
10A LifeMode Group: Rustic Outposts
Southern Satellites

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.

![The Retail Coach logo]

AGE BY SEX (Esri data)

Median Age: 40.3 US: 38.2

Indicates US
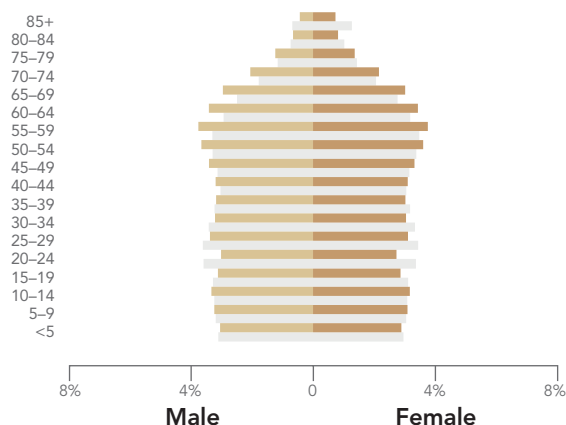
8%   4%   0   4%   8%

Male   **Female**
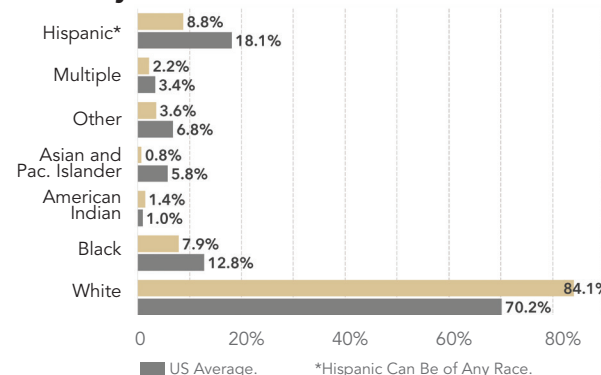
RACE AND ETHNICITY (Esri data)

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

Hispanic*	8.8% / 18.1%
Multiple	2.2% / 3.4%
Other	3.6% / 6.8%
Asian and Pac. Islander	0.8% / 5.8%
American Indian	1.4% / 1.0%
Black	7.9% / 12.8%
White	84.1% / 70.2%

0   20%   40%   60%   80%

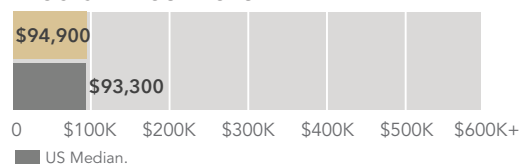US Average.   *Hispanic Can Be of Any Race.

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

$47,800
$56,100

0   $100K $200K $300K $400K $500K $600K+

Median Net Worth

$94,900
$93,300

0 $100K $200K $300K $400K $500K $600K+

US Median.

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.
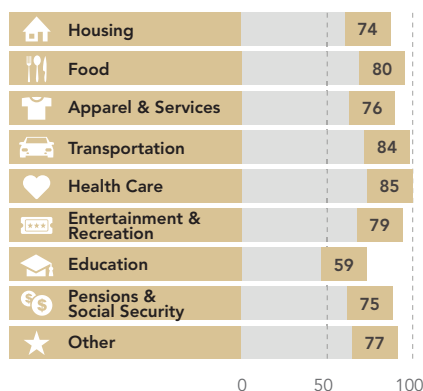
Typical Housing:
Single Family; Mobile Homes

Median Value:
$128,500
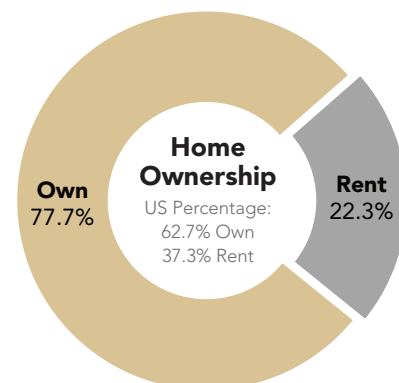
Home Ownership
US Percentage: 62.7% Own 37.3% Rent

Own 77.7%   **Rent 22.3%**

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.

Housing	74
Food	80
Apparel & Services	76
Transportation	84
Health Care	85
Entertainment & Recreation	79
Education	59
Pensions & Social Security	75
Other	77

0   50   100   150   200   250   300   350

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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.
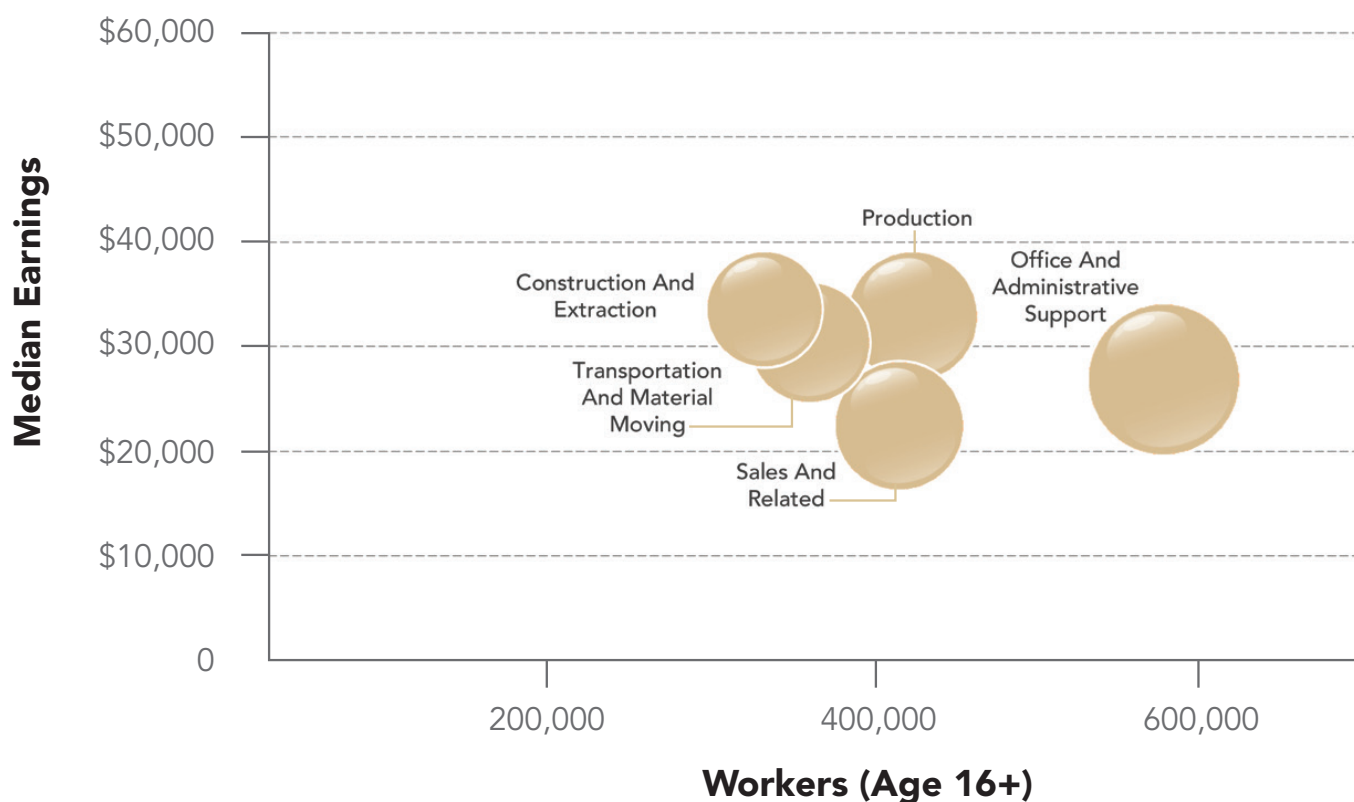
4B LifeMode Group: Family Landscapes
Home Improvement

US Households: 2,114,500
Average Household Size: 2.88

Median Age: 37.7
Median Household Income: $72,100

WHO ARE WE?

Married-couple families occupy well over half of these suburban households. Most Home Improvement residences are single-family homes that are owner occupied, with only one-fifth of the households occupied by renters. Education and diversity levels are similar to the US as a whole. These families spend a lot of time on the go and therefore tend to eat out regularly. When at home, weekends are consumed with home improvement and remodeling projects.

OUR NEIGHBORHOOD

- These are low density suburban neighborhoods.
- Eight of every 10 homes are traditional single-family dwellings, owner occupied.
- Majority of the homes were built between 1970 and 2000.
- More than half of the households consist of married-couple families; another 12% include single-parent families.

SOCIOECONOMIC TRAITS

- Higher participation in the labor force and lower unemployment than US levels; most households have 2+ workers.
- Cautious consumers that do their research before buying, they protect their investments.
- Typically spend 4–7 hours per week commuting, and, therefore, spend significant amounts on car maintenance (performed at a department store or auto repair chain store).
- They are paying off student loans and home mortgages.
- They spend heavily on eating out, at both fast-food and family restaurants.
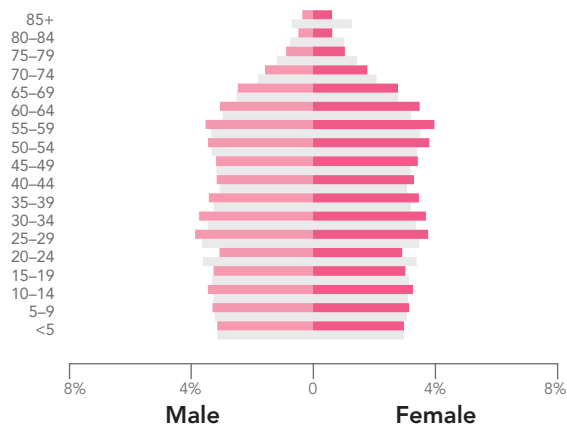- They like to work from home, when possible.

4B LifeMode Group: Family Landscapes
Home Improvement
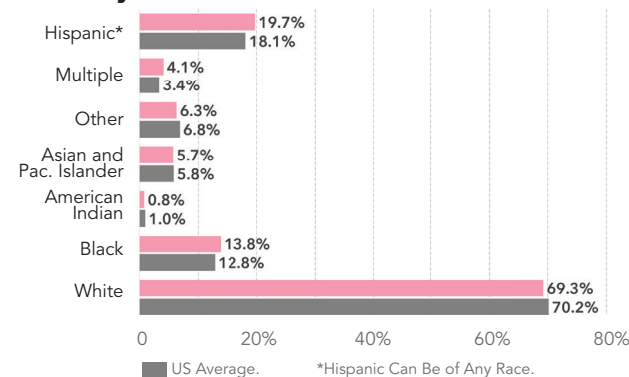
AGE BY SEX (Esri data)

Median Age: 37.7   US: 38.2

■ Indicates US

Age groups (top to bottom): 85+, 80–84, 75–79, 70–74, 65–69, 60–64, 55–59, 50–54, 45–49, 40–44, 35–39, 30–34, 25–29, 20–24, 15–19, 10–14, 5–9, <5

Scale: 8%   4%   0   4%   8%

Male   **Female**

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: 65.7   US: 64.0

Group	Value	US Average
Hispanic*	19.7%	18.1%
Multiple	4.1%	3.4%
Other	6.3%	6.8%
Asian and Pac. Islander	5.7%	5.8%
American Indian	0.8%	1.0%
Black	13.8%	12.8%
White	69.3%	70.2%

Scale: 0   20%   40%   60%   80%

■ US Average.   *Hispanic Can Be of Any Race.

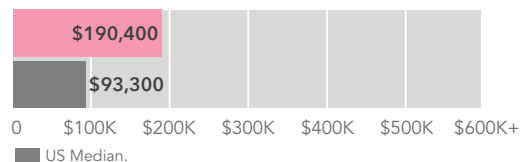## INCOME AND NET WORTH

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

$72,100
$56,100

0   $100K $200K $300K $400K $500K $600K+

Median Net Worth

$190,400
$93,300

0 $100K $200K $300K $400K $500K $600K+

■ US Median.

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.
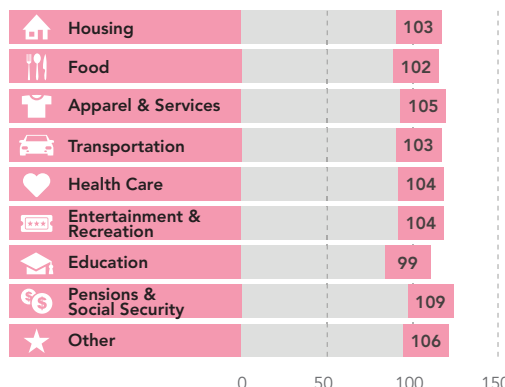
Typical Housing:
Single Family

Median Value:
$192,600

US Median: $207,300
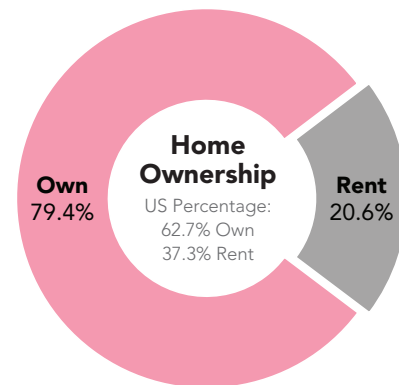
Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 79.4%   Rent 20.6%

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.

Category	Index
Housing	103
Food	102
Apparel & Services	105
Transportation	103
Health Care	104
Entertainment & Recreation	104
Education	99
Pensions & Social Security	109
Other	106

Scale: 0   50   100   150   200   250   300   350

The**Retail**Coach®

4B LifeMode Group: Family Landscapes
Home Improvement

Market Profile

- Enjoy working on home improvement projects and watching DIY networks.
- Make frequent trips to warehouse/club and home improvement stores in their minivan or SUV.
- Own a giant screen TV with fiber-optic connection and premium cable; rent DVDs from Redbox or Netflix.com.
- Very comfortable with new technology; embrace the convenience of completing tasks on a mobile device.
- Enjoy dining at Chili's, Chick-fil-A, and KFC.
- Frequently buy children's clothes and toys.

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.
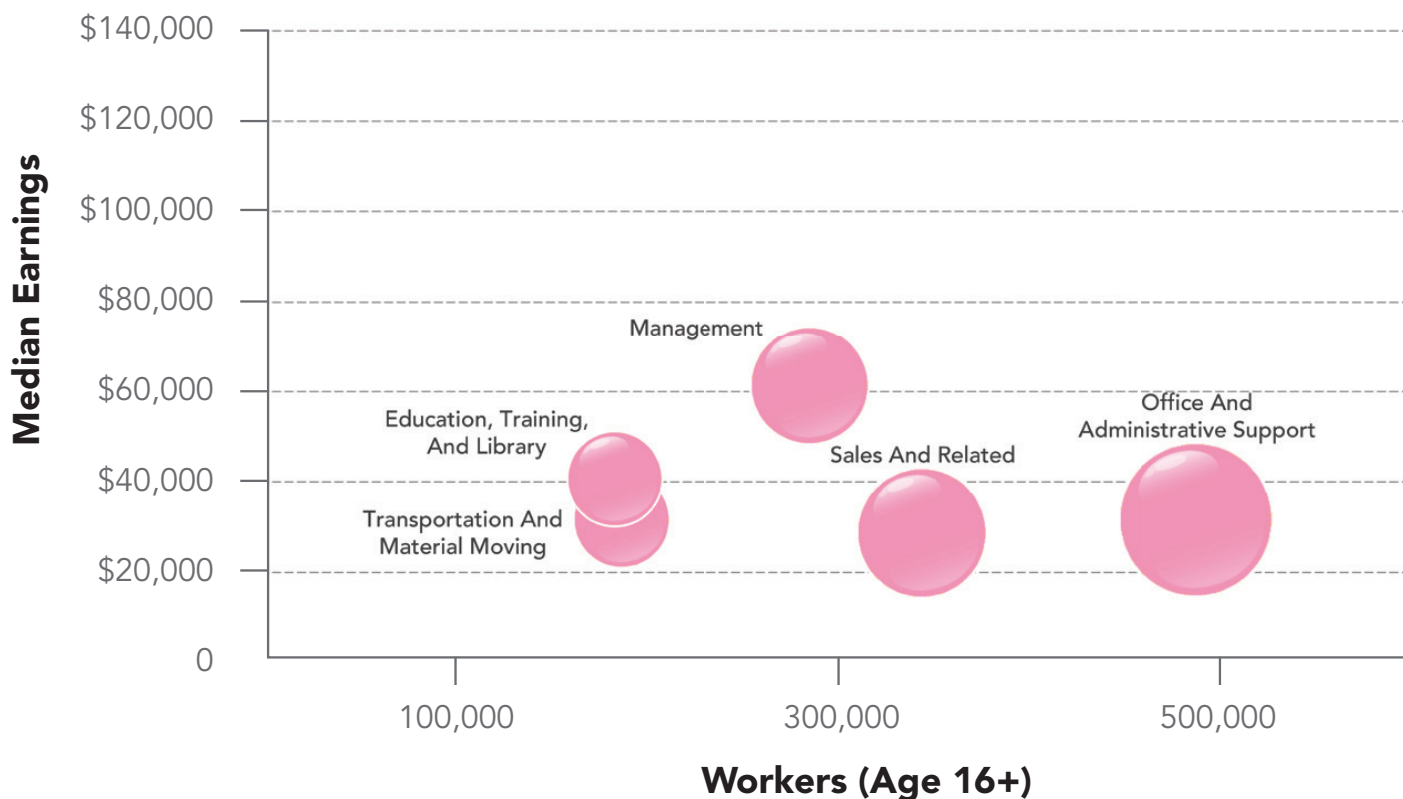
4C
LifeMode Group: Family Landscapes
Middleburg

US Households: 3,511,200
Average Household Size: 2.75

Median Age: 36.1
Median Household Income: $59,800

WHO ARE WE?

Middleburg neighborhoods transformed from the easy pace of country living to semirural subdivisions in the last decade, when the housing boom reached out. Residents are conservative, family-oriented consumers. Still more country than rock and roll, they are thrifty but willing to carry some debt and are already investing in their futures. They rely on their smartphones and mobile devices to stay in touch and pride themselves on their expertise. They prefer to buy American and travel in the US. This market is younger but growing in size and assets.

OUR NEIGHBORHOOD

• Semirural locales within metropolitan areas.
• Neighborhoods changed rapidly in the previous decade with the addition of new single-family homes.
• Include a number of mobile homes (Index 150).
• Affordable housing, median value of $175,000 (Index 84) with a low vacancy rate.
• Young couples, many with children; average household size is 2.75.

SOCIOECONOMIC TRAITS

• Education: 65% with a high school diploma or some college.
• Unemployment rate lower at 4.7% (Index 86).
• Labor force participation typical of a younger population at 66.7% (Index 107).
• Traditional values are the norm here—faith, country, and family.
• Prefer to buy American and for a good price.
• Comfortable with the latest in technology, for convenience (online banking or saving money on landlines) and entertainment.

4C LifeMode Group: Family Landscapes
Middleburg

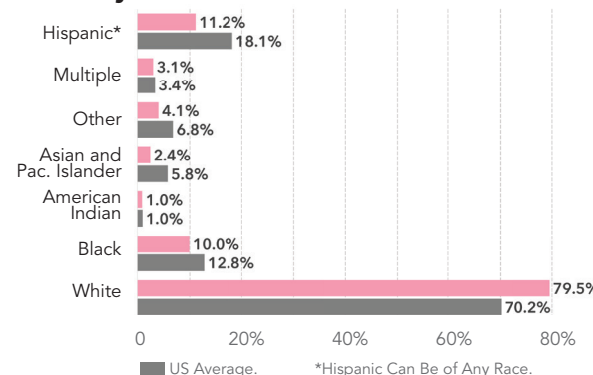## AGE BY SEX (Esri data)

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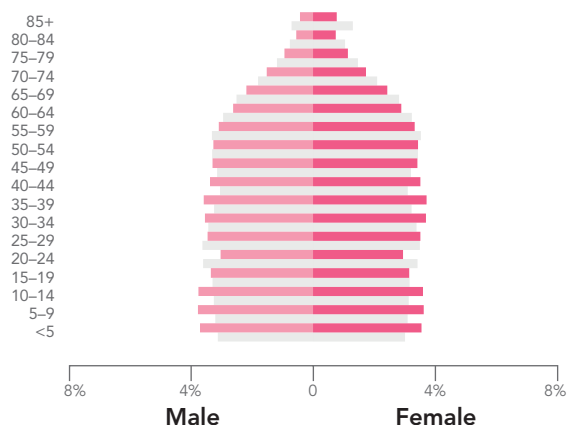
Male | Female

RACE AND ETHNICITY (Esri data)

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Diversity Index: 48.5 US: 64.0

Hispanic* — 11.2% / 18.1%
Multiple — 3.1% / 3.4%
Other — 4.1% / 6.8%
Asian and Pac. Islander — 2.4% / 5.8%
American Indian — 1.0% / 1.0%
Black — 10.0% / 12.8%
White — 79.5% / 70.2%
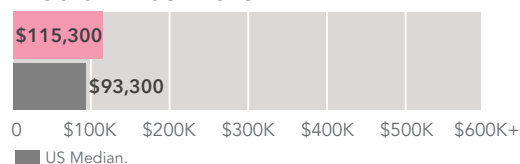
■ US Average.   *Hispanic Can Be of Any Race.

INCOME AND NET WORTH

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Median Household Income

$59,800
$56,100

0   $100K $200K $300K $400K $500K $600K+

Median Net Worth

$115,300
$93,300

0   $100K $200K $300K $400K $500K $600K+
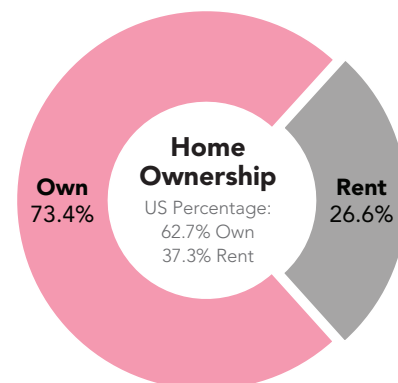
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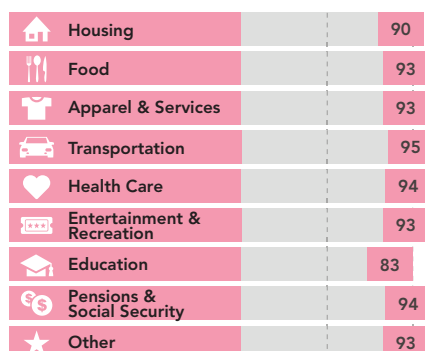
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Category	Index
Housing	90
Food	93
Apparel & Services	93
Transportation	95
Health Care	94
Entertainment & Recreation	93
Education	83
Pensions & Social Security	94
Other	93

0   50   100   150   200   250   300   350

The**Retail**Coach®

4C LifeMode Group: Family Landscapes
Middleburg

Market Profile
- Residents are partial to domestic vehicles; they like to drive trucks, SUVs, or motorcycles.
- Entertainment is primarily family-oriented, TV and movie rentals or theme parks and family restaurants.
- Spending priorities also focus on family (children's toys and apparel) or home DIY projects.
- Sports include hunting, fishing, bowling, and baseball.
- TV and magazines provide entertainment and information.
- Media preferences include country and Christian channels.

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.
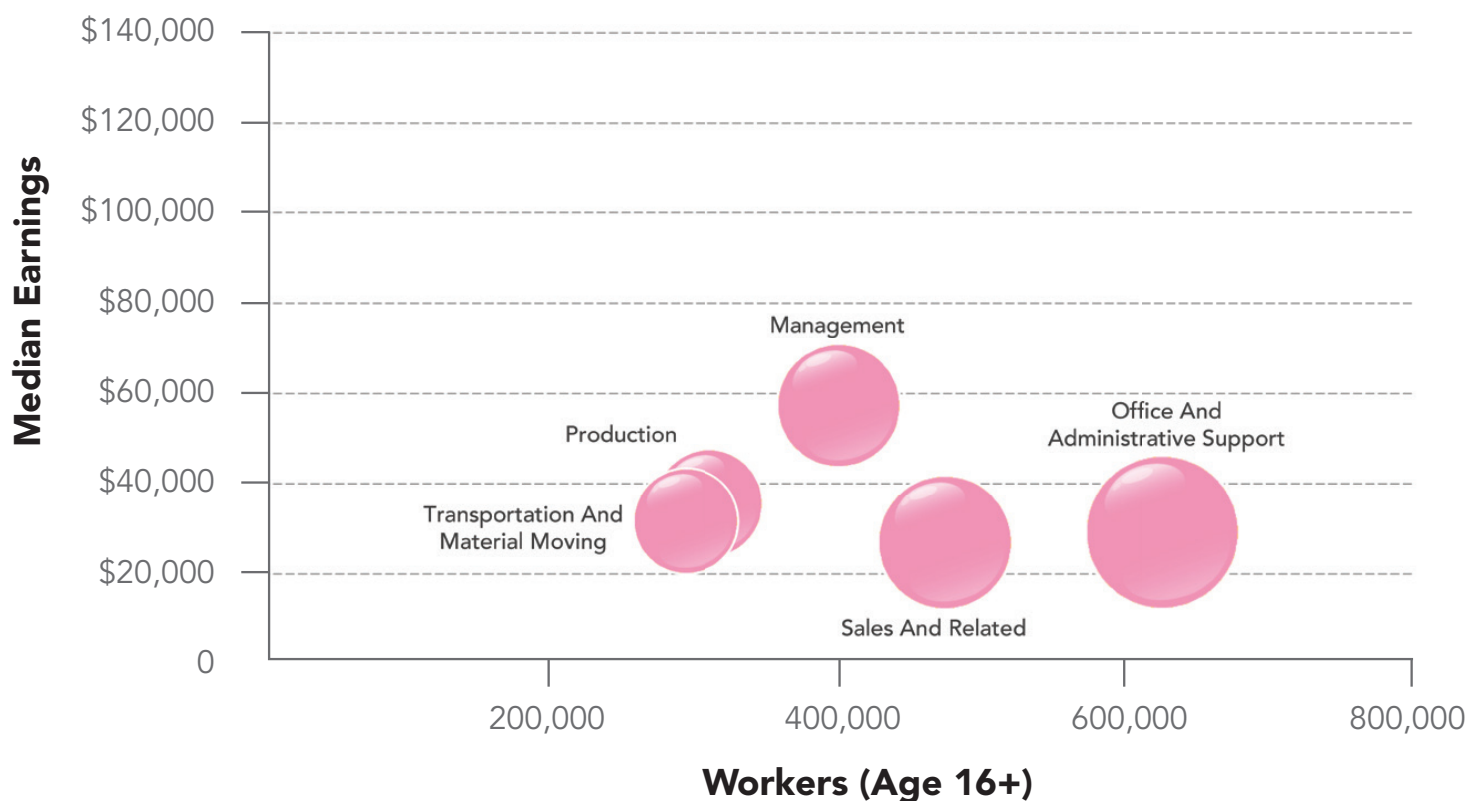
About The Retail Coach®

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.

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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