TheRetailCoach®

RETAIL TRADE AREA PSYCHOGRAPHIC PROFILE

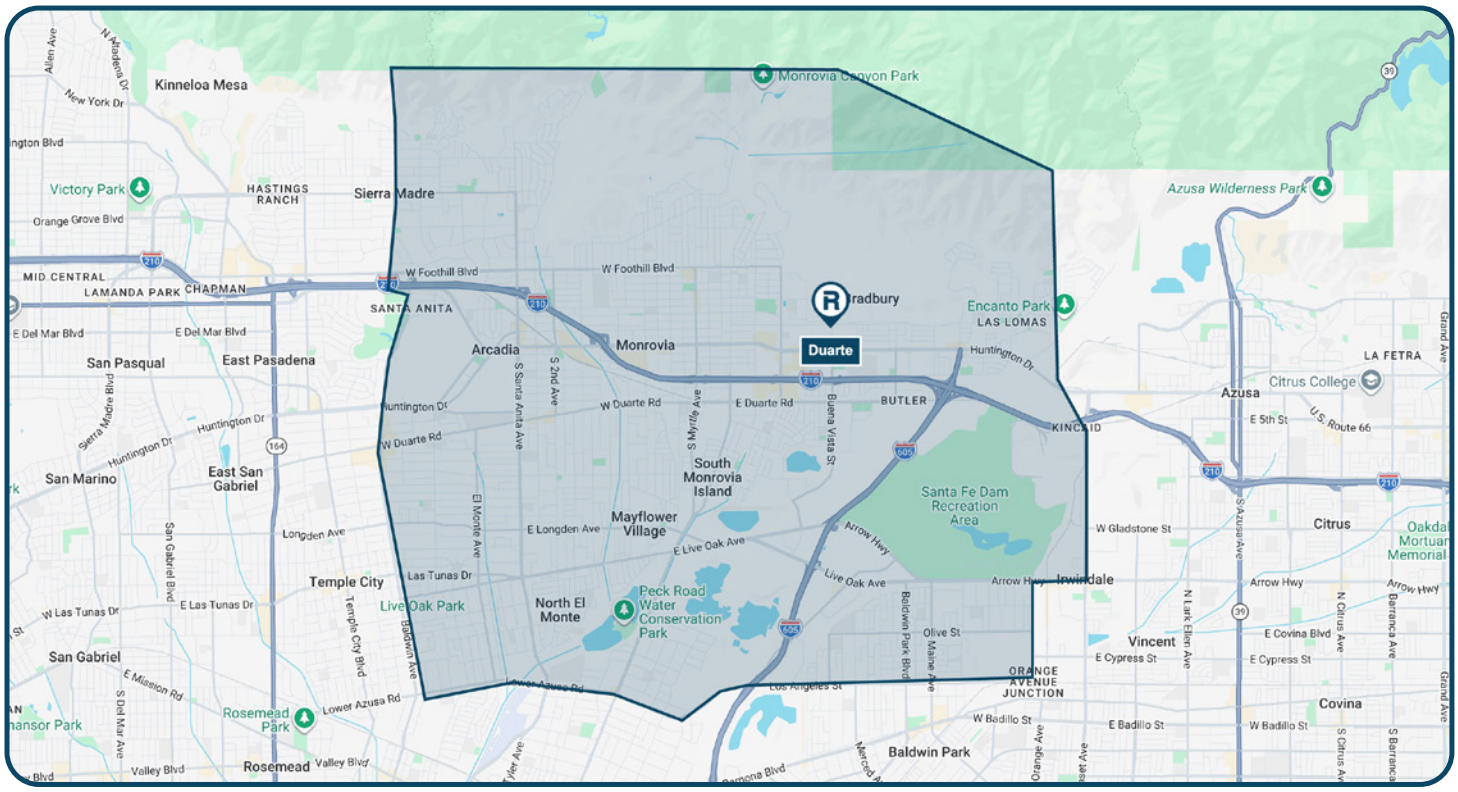
DUARTE, CALIFORNIA

PREPARED FOR CITY OF DUARTE
AUGUST 2026

Retail Trade Area — Duarte, California

DEMOGRAPHIC SNAPSHOT

Brian Villalobos
City of Duarte
City Manager
CityofDuarte.ca.gov
BVillalobos@CityofDuarte.ca.gov
www.CityofDuarte.ca.gov



Population

154,386

Households

51,978

Age

0-9 Years	9.22%
10 - 17 Years	8.73%
18 - 24 Years	8.20%
25 - 34 Years	11.84%
35 - 44 Years	13.24%
45 - 54 Years	13.34%
55 - 64 Years	13.96%
65 and Older	21.48%
Median Age	44.09
Average Age	43.54

Educational Attainment (%)

Graduate or Professional Degree	16.01%
Bachelors Degree	25.62%
Associate Degree	6.92%
Some College	16.68%
High School Graduate (GED)	20.54%
Some High School, No Degree	5.43%
Less than 9th Grade	8.79%

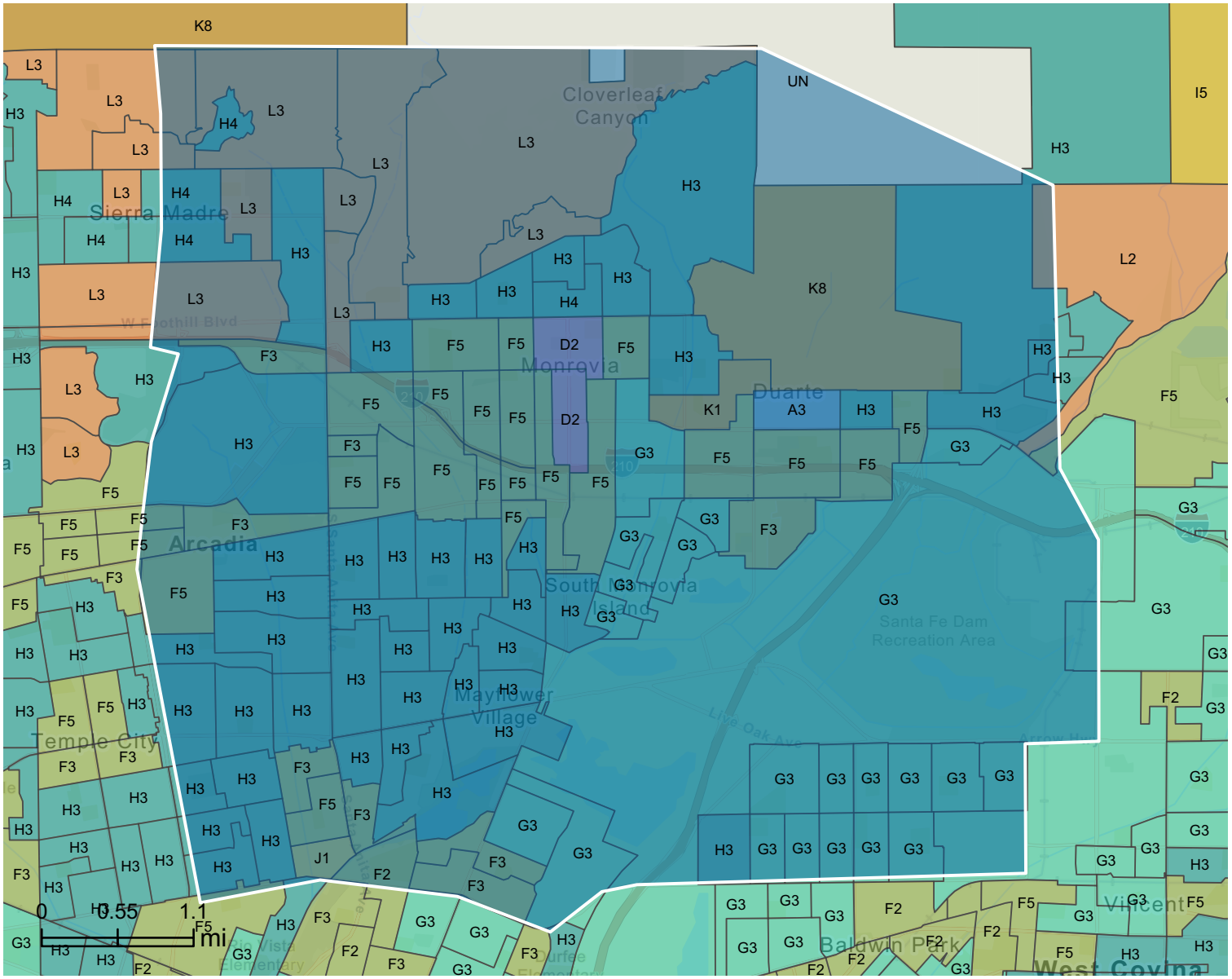
Income

Average HH	$157,925
Median HH	$112,872
Per Capita	$53,923

Race Distribution

White	24.75%
Black/African American	2.90%
American Indian/Alaskan	1.26%
Asian	36.75%
Native Hawaiian/Islander	0.10%
Other Race	19.98%
Two or More Races	14.26%
Hispanic	39.45%
Non-Hispanic	60.55%

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	2026 HOUSEHOLDS			2026 ADULT POPULATION		
	NUMBER	PERCENT	INDEX	NUMBER	PERCENT	INDEX
Total:	51,978	100.0%		126,676	100.0%	
Neighborhood Spirit (H3)	17,782	34.2%	1,527	43,209	34.1%	1,268
Uptown Lights (F5)	13,296	25.6%	1,609	30,048	23.7%	1,371
Generational Ties (G3)	7,469	14.4%	1,019	23,866	18.8%	981
Downtown Melting Pot (F3)	4,127	7.9%	1,044	10,501	8.3%	931
Top Tier (L3)	3,124	6.0%	199	7,233	5.7%	172
Urban Chic (H4)	1,840	3.5%	167	3,344	2.6%	130
Trendsetters (D2)	1,445	2.8%	207	2,673	2.1%	172
Social Security Set (A3)	1,201	2.3%	308	2,128	1.7%	270
Legacy Hills (K1)	785	1.5%	88	1,381	1.1%	74
Burbs and Beyond (K8)	405	0.8%	27	1,064	0.8%	30
Senior Escapes (J1)	359	0.7%	118	811	0.6%	123
Family Extensions (F2)	146	0.3%	28	431	0.3%	27

SEGMENT H3 - NEIGHBORHOOD SPIRIT

Residents in these neighborhoods live in the suburbs of large metropolitan areas, with a high concentration in the West, particularly California. The population skews slightly older, with a higher proportion of people aged 45 to 64. Households tend to be large and multigenerational, including adult children living with parents. Residents are often employed in skilled occupations, with notable self-employment and jobs with local government, and may receive income from interest, dividends, and rental properties. Homeownership is prevalent, with most homes valued at $500,000 or higher and occupants living in them for many years. Rental prices are among the highest in the country. Homes are generally older, many built before 1970. Commuting is a significant aspect of life, and many households own multiple vehicles.

Key statistics

- Median age: 43.0
- Median household size: 3.01
- Predominant household structure (Census 2020): Married couples
- Median household income: $138,083
- Median net worth: $764,889
- Percentage of individuals with completion of a bachelor's degree or higher: 45.1%

Housing and employment

- Predominant Urbanicity Type: Suburb
- Median home value: $808,353
- Homeownership rate: 80.7%
- Rent burdened households (American Community Survey 2019-2023): 39.0%
- Labor force participation rate: 64.1%
- Unemployment rate: 4.5%

Lifestyle patterns

- Consumers buy computers, printers, and tablets at warehouse clubs or electronics stores.
- Residents tend to own or lease hybrid vehicles and purchase natural and organic foods. Homeowners invest in home improvement projects, frequently enlisting contractors.
- Residents engage with a variety of media, including television, newspapers, magazines, and the internet.
- They maintain passports for foreign travel but often travel domestically.

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

SEGMENT F5 - UPTOWN LIGHTS

Located in both dense urban areas and suburbs of major metropolitan regions on both U.S. coasts, particularly in California, New York, New Jersey, and Washington, D.C., these neighborhoods are a mix of married couples, singles, and families, some with older children. Most have attended college or earned a degree, and household incomes are primarily in the middle tier. Employment is in a wide array of professional and service occupations, and some residents are self-employed. Approximately half of all homes are rented, with most residences constructed before the 1990s and a significant portion built before 1970. Most residents live in a mix of single-family detached homes, townhomes, or multiunit structures, and daily commutes are often 30 minutes or more.

Key statistics

- Median age: 38.7
- Median household size: 2.73
- Predominant household structure (Census 2020): Married couples; singles living alone
- Median household income: $101,720
- Median net worth: $206,302
- Percentage of individuals with completion of a bachelor's degree or higher: 40.4%

Housing and employment

- Predominant Urbanicity Type: Suburb; Urban Vicinity; Urban Core
- Median home value: $729,964
- Homeownership rate: 50.1%
- Rent burdened households (American Community Survey 2019-2023): 42.2%
- Labor force participation rate: 68.8%
- Unemployment rate: 4.8%

Lifestyle patterns

- These residents frequently dine out or order from food delivery services.
- Consumers tend to opt for organic products and dairy alternatives. They tend to travel both domestically and internationally.
- Individuals are tech-savvy and active on social media.
- Recycling is a routine practice.

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SEGMENT G3 - GENERATIONAL TIES

These communities consist of large, multigenerational families residing mostly in suburbs in the West, particularly in California, with notable populations in Florida and New York. Average family sizes exceed 3.5 people, the highest in the nation. Children are present in a third of households, including adult children living at home. One in three individuals was born outside the U.S. Nearly half of this segment has some college education, and workers typically hold jobs in health care, retail trade, manufacturing, construction, and transportation that provide middle-tier incomes. They reside in older single-family homes, with much of the housing built before 1970. For nearly a third of households that rent, rental prices are significantly higher than the national average.

Key statistics

- Median age: 36.9
- Median household size: 3.52
- Predominant household structure (Census 2020): Married couples
- Median household income: $95,282
- Median net worth: $298,163
- Percentage of individuals with completion of a bachelor's degree or higher: 21.5%

Housing and employment

- Predominant Urbanicity Type: Suburb; Urban Vicinity
- Median home value: $542,261
- Homeownership rate: 71.8%
- Rent burdened households (American Community Survey 2019-2023): 44.0% Labor force participation rate: 63.9%
- Unemployment rate: 5.4%

Lifestyle patterns

- Households typically purchase groceries, clothing, and household supplies at warehouse or discount stores, and electronics are frequently bought online.
- Residents tend to maintain more than three vehicles, purchasing new sedans and SUVs, and roadside assistance services.
- They stay in touch with friends and family through regular messaging and phone calls.
- International travel is typically family-oriented.

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

SEGMENT F3 - DOWNTOWN MELTING POT

These communities tend to be located in the urban centers of metropolitan cities, particularly in the Mid-Atlantic and Pacific regions, as well as New York City. Households are often multigenerational and composed of married-couple families with or without children. Nearly half of residents were born outside the U.S., and nearly one-third of the population speaks a language other than English as their first language. Households typically earn low- to middle-tier incomes, and some are supported by social security and other forms of public assistance. Roughly half of residents have some college education or a bachelor's degree or higher. A vast majority of residents are renters; for homeowners, property values are more than twice the U.S. median. More than a third of the population relies on public transportation, and most households have either one car or none at all.

Key statistics

- Median age: 38.1
- Median household size: 2.96
- Predominant household structure (Census 2020): Married couples; singles living alone
- Median household income: $70,028
- Median net worth: $64,718
- Percentage of individuals with completion of a bachelor's degree or higher: 32.1%

Housing and employment

- Predominant Urbanicity Type: Urban Core; Urban Vicinity; Suburb
- Median home value: $839,695
- Homeownership rate: 32.4%
- Rent burdened households (American Community Survey 2019-2023): 47.4%
- Labor force participation rate: 60.1%
- Unemployment rate: 5.7%

Lifestyle patterns

- These residents regularly shop at discount department stores, warehouse clubs, and large wholesale retailers.
- They frequent fast-food restaurants, and many use food delivery services rather than dining out.
- Popular entertainment includes video games and movies, with leisure activities often taking place on computers and cell phones.
- Residents tend to travel abroad to visit family members.

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SEGMENT L3 - TOP TIER

The concentration of neighborhoods in this segment is particularly high in New England, the Mid-Atlantic, and the Pacific. Residents of this segment reside in suburban neighborhoods within the largest metropolitan areas. Nearly half of householders are between the ages of 45 and 64, and households are primarily married couples with or without children living at home. Many families send their children to private K-12 schools. Approximately three-quarters of residents hold undergraduate or graduate degrees, and they typically hold positions as executives, professionals, or business owners. A growing number of workers in this segment work from home. This segment has the highest net worth among all segments. Neighborhoods are almost exclusively composed of single-family homes.

Key statistics

- Median age: 45.4
- Median household size: 2.84
- Predominant household structure (Census 2020): Married couples
- Median household income: $209,720
- Median net worth: $1,734,059
- Percentage of individuals with completion of a bachelor's degree or higher: 74.7%

Housing and employment

- Predominant Urbanicity Type: Suburb
- Median home value: $900,134
- Homeownership rate: 90.3%
- Rent burdened households (American Community Survey 2019-2023): 30.7%
- Labor force participation rate: 65.5%
- Unemployment rate: 3.2%

Lifestyle patterns

- Residents tend to shop at upscale retailers and frequent fine dining restaurants.
- They hire personal services such as financial planners, personal chefs, and gardeners. These individuals often drive high-end vehicles and own vacation homes.
- Residents tend to listen to the radio and read magazines and newspapers, and they use devices to access media.
- They are politically active, participating in fundraising and donating to organizations. International travel is a common occurrence.

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SEGMENT H4 - URBAN CHIC

Residents in this segment live in suburban areas with a notable presence in urban vicinities, mostly near large, coastal metropolitan areas, especially in California, New York, Massachusetts, and Washington. Predominantly composed of married couples, many are raising young children. They are highly educated and hold professional positions in technology, health care, and education sectors, as well as a notable number who are self-employed. Some have additional earnings from interest, dividends, and rental properties. Household incomes generally fall within the upper tier, and many are significantly higher than the national average. They have substantial net worth and retirement savings. About half of housing units are detached single-family homes, and there is also a notable presence of attached single-family homes and apartment complexes. Most households own one or two vehicles.

Key statistics

- Median age: 41.9
- Median household size: 2.38
- Predominant household structure (Census 2020): Married couples; singles living alone
- Median household income: $144,754
- Median net worth: $572,986
- Percentage of individuals with completion of a bachelor's degree or higher: 69.0%

Housing and employment

- Predominant Urbanicity Type: Suburb; Urban Vicinity
- Median home value: $839,477
- Homeownership rate: 62.5%
- Rent burdened households (American Community Survey 2019-2023): 34.9%
- Labor force participation rate: 70.6%
- Unemployment rate: 3.4%

Lifestyle patterns

- They typically have multiple credit cards that offer airline miles, which they use for frequent domestic and international travel.
- They tend to invest in various assets, including valuable homes and 401(k) retirement plans.
- Residents tend to use the internet to trade and monitor investments, research financial and real estate matters, and engage on professional networking platforms.
- Residents tend to exercise frequently, schedule regular checkups, and eat fresh, organic foods.

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SEGMENT D2 - TRENDSETTERS

Nearly all residents in this segment reside in or near metropolitan areas with dense urban populations exceeding 2.5 million. Half of the segment is aged 25 to 44 and many are unmarried. Bachelor's and graduate degrees are common, and most have completed at least some college education. More than a quarter of the population was born outside the U.S., with many having immigrated in the last decade. Many are employed in professional jobs in industries like technology, health care, and education. Some work from home. Most homes are rented, many in multiunit structures. Of the homes that are owned, nearly three-quarters are valued over $500,000. Over half of workers have lengthy commutes of at least 30 minutes, and use of public transportation is common.

Key statistics

- Median age: 37.4
- Median household size: 2.18
- Predominant household structure (Census 2020): Singles living alone; married couples
- Median household income: $86,061
- Median net worth: $69,698
- Percentage of individuals with completion of a bachelor's degree or higher: 52.4%

Housing and employment

- Predominant Urbanicity Type: Urban Core; Suburb
- Median home value: $741,526
- Homeownership rate: 25.7%
- Rent burdened households (American Community Survey 2019-2023): 40.9%
- Labor force participation rate: 71.5%
- Unemployment rate: 5.3%

Lifestyle patterns

- Digital payment services and online transactions, including ride share and food delivery apps, are widely used.
- They tend to purchase imported beer, organic and natural products, and nondairy milk. Many adhere to specific diets, such as vegetarianism.
- Nearly all households own a computer, often essential for work.
- Residents tend to incorporate exercise into their daily routine. They often engage with their communities through fundraising, local politics, and other activities.

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.

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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 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 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 F2 - FAMILY EXTENSIONS

These neighborhoods are typically found in large, densely populated metro areas particularly on the West Coast and are characterized by large, young families, often in multigenerational households. Many residents were born outside the U.S., and rates of linguistic isolation are high. Households typically earn low- to middle-tier incomes, with some supported by social security and other forms of public assistance. Employment is spread across various industries such as construction, accommodations and food services, health care, manufacturing, and transportation. Housing costs are high due to elevated property values and rent prices, and vacancy rates are low. Almost half of all dwellings are single-family detached or attached homes, while the rest are multiunit buildings, and most residents rent their homes. Commute times are relatively long.

Key statistics

- Median age: 32.7
- Median household size: 3.47
- Predominant household structure (Census 2020): Married couples; singles with relatives; singles living alone
- Median household income: $67,912
- Median net worth: $52,639
- Percentage of individuals with completion of a bachelor's degree or higher: 15.1%

Housing and employment

- Predominant Urbanicity Type: Urban Core; Suburb; Urban Vicinity
- Median home value: $572,958
- Homeownership rate: 32.1%
- Rent burdened households (American Community Survey 2019-2023): 47.9%
- Labor force participation rate: 64.6%
- Unemployment rate: 6.6%

Lifestyle patterns

- These residents tend to shop at local stores, discount merchandise stores, and wholesale clubs.
- They often go to movie theaters and theme parks for entertainment.
- Social media is used for chatting and connecting with family and friends, and mobile phones are the primary mode for accessing news and entertainment.
- Many residents maintain strong ties to family living abroad, often connecting through calls and messaging when not traveling for in-person visits.

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

PSYCHOGRAPHIC PROFILE

PSYCHOGRAPHIC LIFEMODE GROUPS	HOUSEHOLDS			ADULT POPULATION		
	DATA	%	INDEX	DATA	%	INDEX
Total:	**51,978**	**100.0%**		**126,676**	**100.0%**	
A. Urban Threads	**1,201**	**2.3%**	**51**	**2,153**	**1.7%**	**41**
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)	1,201	2.3%	308	2,128	1.7%	270
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	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Single Thrifties (C1)	0	0.0%	0	0	0.0%	0
Kids and Kin (C2)	0	0.0%	0	0	0.0%	0
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)	0	0.0%	0	0	0.0%	0
Moderate Metros (C6)	0	0.0%	0	0	0.0%	0
D. Tech Trailblazers	**1,445**	**2.8%**	**31**	**2,660**	**2.1%**	**28**
Emerging Hub (D1)	0	0.0%	0	0	0.0%	0
Trendsetters (D2)	1,445	2.8%	207	2,673	2.1%	172
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	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
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)	0	0.0%	0	0	0.0%	0
Rural Versatility (E5)	0	0.0%	0	0	0.0%	0
Family Bonds (E6)	0	0.0%	0	0	0.0%	0

PSYCHOGRAPHIC PROFILE

PSYCHOGRAPHIC LIFEMODE GROUPS	HOUSEHOLDS			ADULT POPULATION		
	DATA	%	INDEX	DATA	%	INDEX
F. Urban Harmony	**17,569**	**33.8%**	**746**	**41,043**	**32.4%**	**630**
High Rise Renters (F1)	0	0.0%	0	0	0.0%	0
Family Extensions (F2)	146	0.3%	28	431	0.3%	27
Downtown Melting Pot (F3)	4,127	7.9%	1,044	10,501	8.3%	931
City Strivers (F4)	0	0.0%	0	0	0.0%	0
Uptown Lights (F5)	13,296	25.6%	1,609	30,048	23.7%	1,371
G. Family Fabric	**7,469**	**14.4%**	**333**	**23,815**	**18.8%**	**359**
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)	7,469	14.4%	1,019	23,866	18.8%	981
H. Family Prosperity	**19,622**	**37.8%**	**352**	**46,617**	**36.8%**	**317**
Flourishing Families (H1)	0	0.0%	0	0	0.0%	0
Boomburbs (H2)	0	0.0%	0	0	0.0%	0
Neighborhood Spirit (H3)	17,782	34.2%	1,527	43,209	34.1%	1,268
Urban Chic (H4)	1,840	3.5%	167	3,344	2.6%	130
I. Countryscapes	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Small Town Sincerity (I1)	0	0.0%	0	0	0.0%	0
Scenic Byways (I2)	0	0.0%	0	0	0.0%	0
Heartland Communities (I3)	0	0.0%	0	0	0.0%	0
Rooted Rural (I4)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (I5)	0	0.0%	0	0	0.0%	0
Southern Satellites (I6)	0	0.0%	0	0	0.0%	0
Country Charm (I7)	0	0.0%	0	0	0.0%	0
J. Mature Reflections	**359**	**0.7%**	**17**	**760**	**0.6%**	**18**
Senior Escapes (J1)	359	0.7%	118	811	0.6%	123
The Elders (J2)	0	0.0%	0	0	0.0%	0
Retirement Communities (J3)	0	0.0%	0	0	0.0%	0
Silver and Gold (J4)	0	0.0%	0	0	0.0%	0
K. Suburban Shine	**1,190**	**2.3%**	**10**	**2,407**	**1.9%**	**9**
Legacy Hills (K1)	785	1.5%	88	1,381	1.1%	74
Middle Ground (K2)	0	0.0%	0	0	0.0%	0
Loyal Locals (K3)	0	0.0%	0	0	0.0%	0
Classic Comfort (K4)	0	0.0%	0	0	0.0%	0
Dreambelt (K5)	0	0.0%	0	0	0.0%	0
City Greens (K6)	0	0.0%	0	0	0.0%	0
Room to Roam (K7)	0	0.0%	0	0	0.0%	0
Burbs and Beyond (K8)	405	0.8%	27	1,064	0.8%	30
L. Premier Estates	**3,124**	**6.0%**	**62**	**7,221**	**5.7%**	**54**
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)	3,124	6.0%	199	7,233	5.7%	172
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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Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Claritas, ESRI, U.S. Census Bureau, Economy.com, Unacast, 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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