



The**Retail**Coach.®

Retail Trade Area Psychographic Profile

INGLESIDE, TEXAS

Prepared for Ingleside Development Corporation
July 2022

Retail Trade Area • Demographic Snapshot

Ingleside, Texas



Population

2010	15,238
2022	16,599
2027	17,290

Educational Attainment (%)

Graduate or Professional Degree	4.40%
Bachelors Degree	10.78%
Associate Degree	8.14%
Some College	23.26%
High School Graduate (GED)	39.06%
Some High School, No Degree	7.40%
Less than 9th Grade	6.94%

Income

Average HH	\$94,639
Median HH	\$75,120
Per Capita	\$33,965

Age

0 - 9 Years	14.51%
10 - 17 Years	12.07%
18 - 24 Years	9.11%
25 - 34 Years	12.42%
35 - 44 Years	14.09%
45 - 54 Years	11.87%
55 - 64 Years	11.39%
65 and Older	14.54%
Median Age	36.37
Average Age	37.26

Race Distribution (%)

White	81.00%
Black/African American	1.95%
American Indian/Alaskan	0.62%
Asian	1.96%
Native Hawaiian/Islander	0.11%
Other Race	10.84%
Two or More Races	3.54%
Hispanic	51.98%



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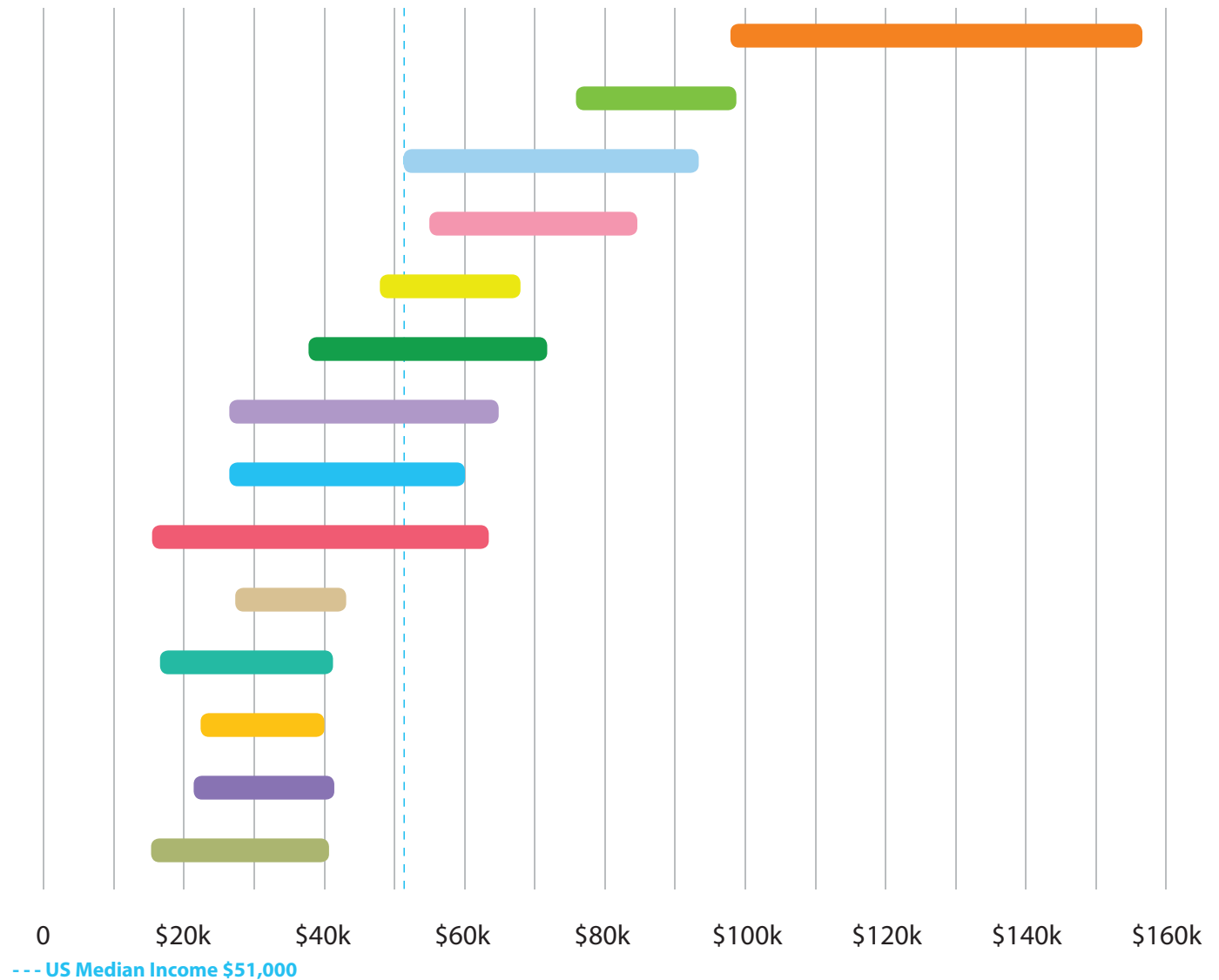
Aaron Farmer
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President

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Income Range of Lifemode Summary Groups

Ingleside, Texas



+ L1 AFFLUENT ESTATES

Established wealth — educated, well-traveled married couples

+ L2 UPSCALE AVENUES

Prosperous, married couples in higher density neighborhoods

+ L3 UPTOWN INDIVIDUALS

Younger, urban singles on the move

+ L4 FAMILY LANDSCAPES

Successful younger families in newer housing

+ L5 GENXURBAN

Gen X in middle age; families with fewer kids and a mortgage

+ L6 COZY COUNTRY

Empty nesters in bucolic settings

+ L7 ETHNIC ENCLAVES

Established diversity — young, Hispanic homeowners with families

+ L8 MIDDLE GROUND

Lifestyles of thirtysomethings

+ L9 SENIOR STYLES

Senior lifestyles reveal the effects of saving for retirement

+ L10 RUSTIC OUTPOSTS

Country life with older families, older homes

+ L11 MIDTOWN SINGLES

Millennials on the move; single, diverse, and urban

+ L12 HOMETOWN

Growing up and staying close to home; single householders

+ L13 NEXT WAVE

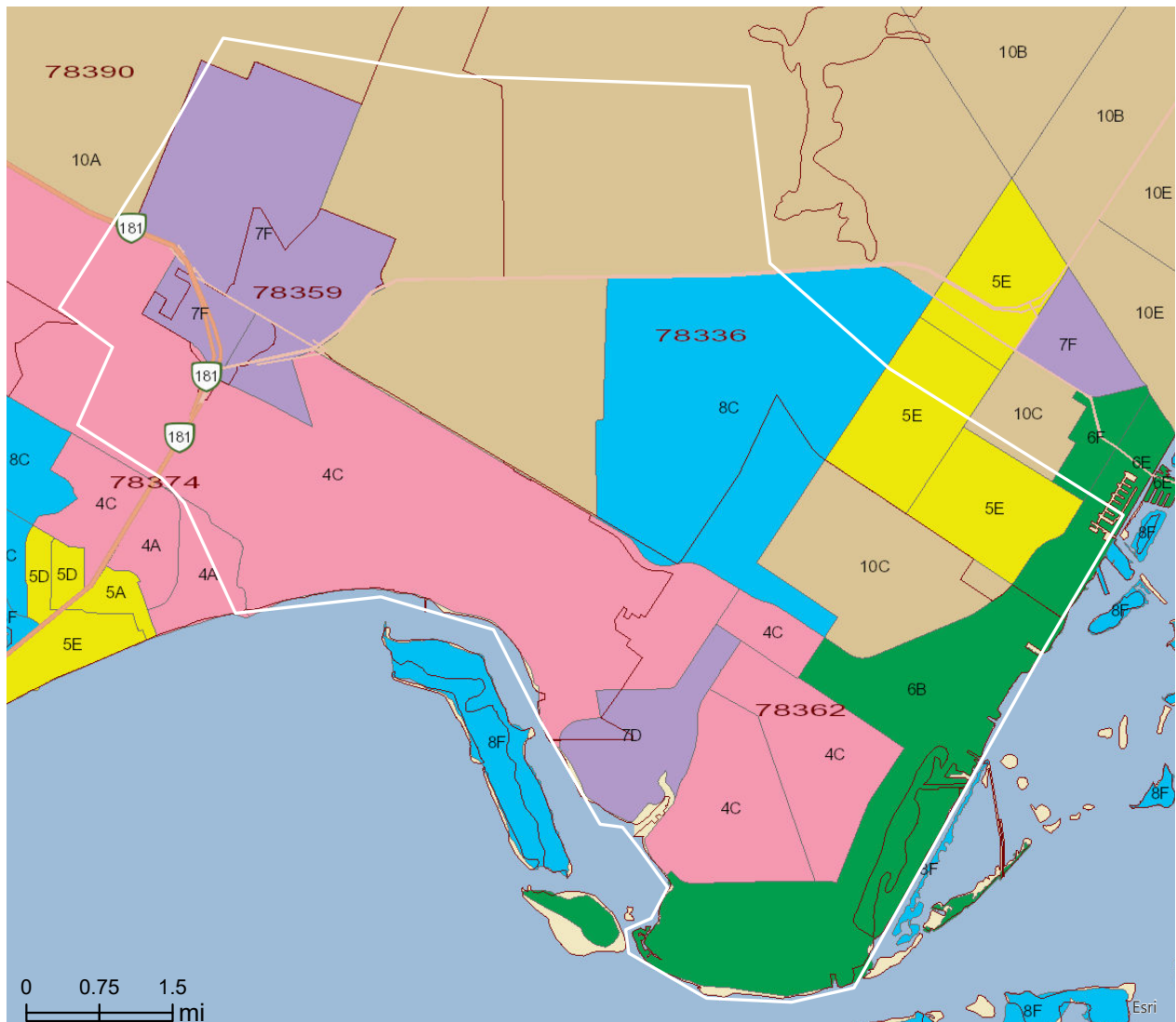
Urban denizens; young, diverse, hardworking families

+ L14 SCHOLARS AND PATRIOTS

College campuses and military neighborhoods

Retail Trade Area • Lifestyle Summary Groups Map

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College campuses and military neighborhoods

Retail Trade Area • Top Tapestry Segments

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College campuses and military neighborhoods

	TAPESTRY SEGMENTATION	HOUSEHOLDS PERCENT	CUMULATIVE PERCENT	US HOUSEHOLDS PERCENT	CUMULATIVE PERCENT	INDEX
1	Middleburg (4C)	39.7%	39.7%	3.1%	3.1%	1300
2	Bright Young Professionals (8C)	12.7%	52.4%	2.3%	5.4%	549
3	Midlife Constants (5E)	11.9%	64.3%	2.4%	7.8%	491
4	Economic BedRock (10C)	11.3%	75.6%	0.6%	8.4%	1,945
5	Southwestern Families (7F)	10.3%	85.9%	0.8%	9.2%	1,294
	Subtotal	85.9%		9.2%		
6	Salt of the Earth (6B)	7.3%	93.2%	2.8%	11.9%	260
7	Forging Opportunity (7D)	3.9%	97.1%	1.0%	13.0%	375
8	Rural Resort Dwellers (6E)	2.1%	99.2%	1.0%	14.0%	208
9	Heartland Communities (6F)	0.7%	99.9%	2.2%	16.2%	31
10	Southern Satellites (10A)	0.1%	100.0%	3.1%	19.3%	5
	Subtotal	14.1%		10.1%		
	Total	100.0%		19.3%		519

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

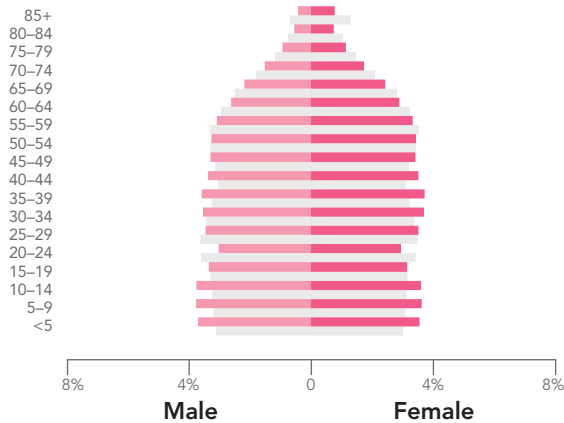
- Education: 65% with a high school diploma or some college.
- Unemployment rate lower at 4.7% (Index 86).
- Labor force participation typical of a younger population at 66.7% (Index 107).
- Traditional values are the norm here—faith, country, and family.
- Prefer to buy American and for a good price.
- 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)

Median Age: 36.1 US: 38.2

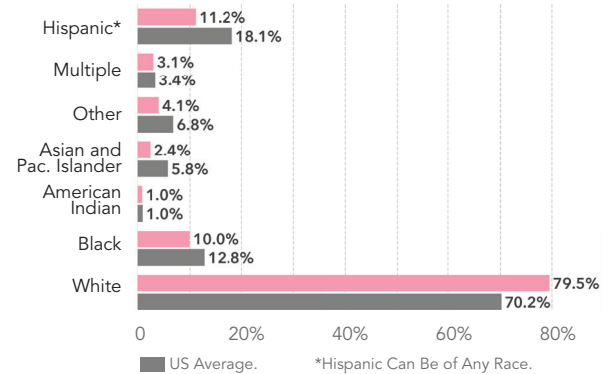
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RACE AND ETHNICITY (Esri data)

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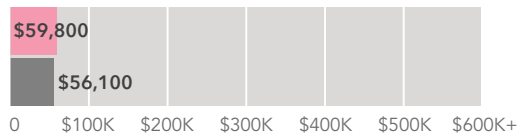
Diversity Index: 48.5 US: 64.0



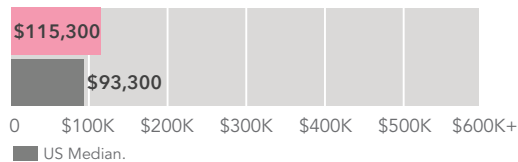
INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income



Median Net Worth



HOUSING

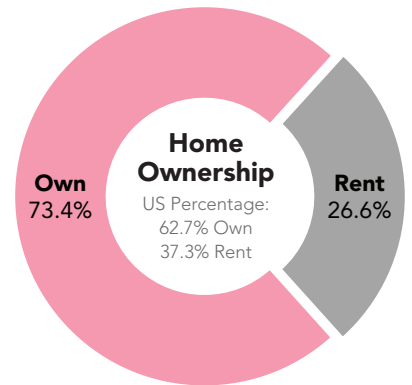
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Typical Housing:
Single Family

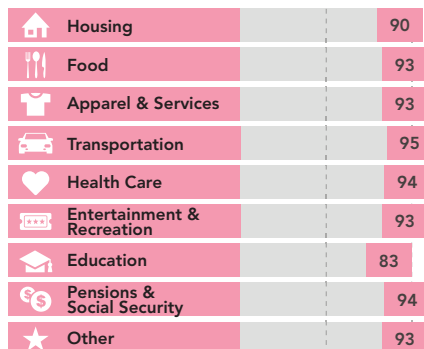
Median Value:
\$175,000

US Median: \$207,300



AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



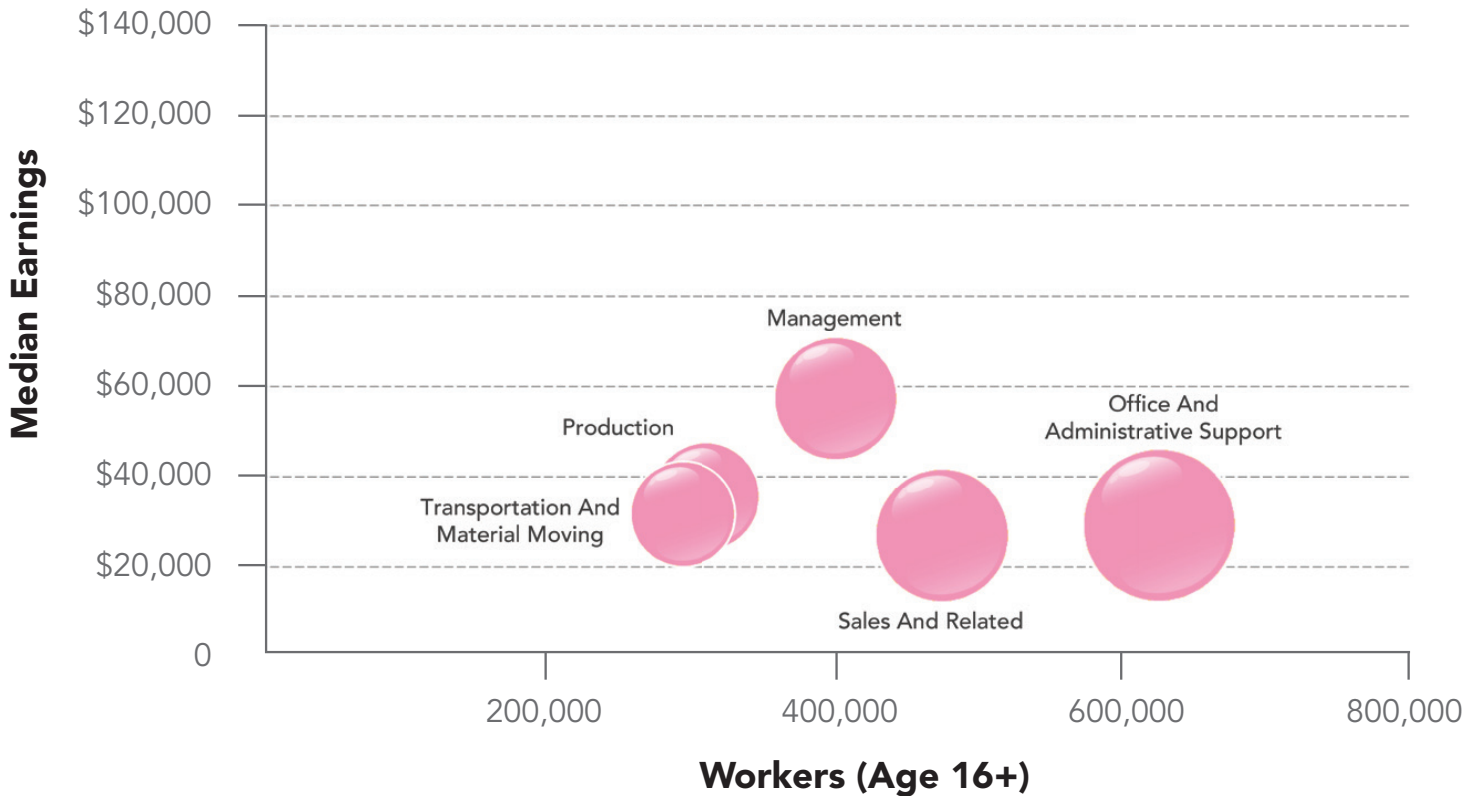
4C LifeMode Group: Family Landscapes Middleburg

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.



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

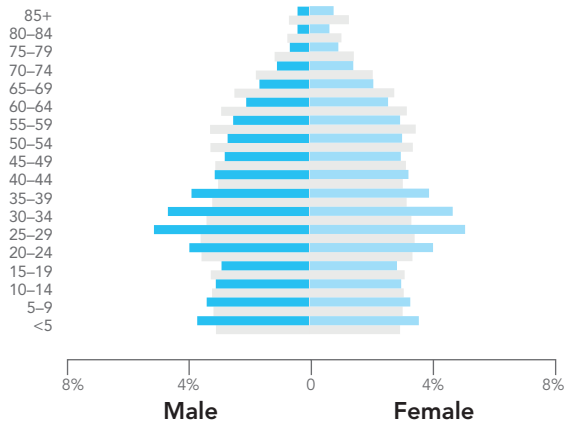
- Education completed: 35% with some college or an associate's degree, 33% with a bachelor's degree or higher.
- Unemployment rate is lower at 4.7%, and labor force participation rate of 72% is higher than the US rate.
- These consumers are up on the latest technology.
- They get most of their information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

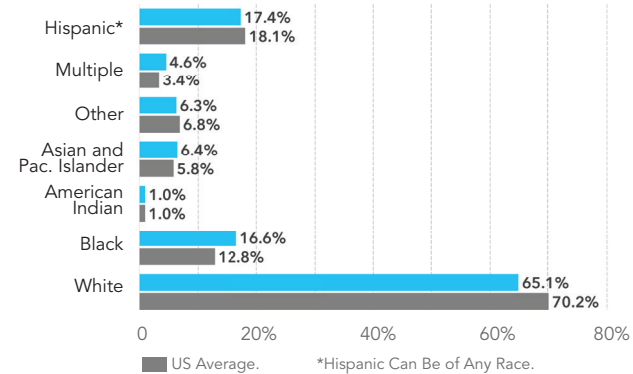
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RACE AND ETHNICITY (Esri data)

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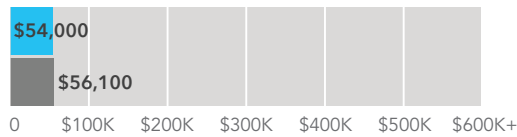
Diversity Index: 67.5 US: 64.0



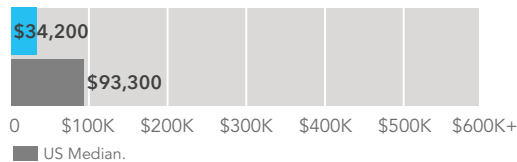
INCOME AND NET WORTH

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Median Household Income



Median Net Worth



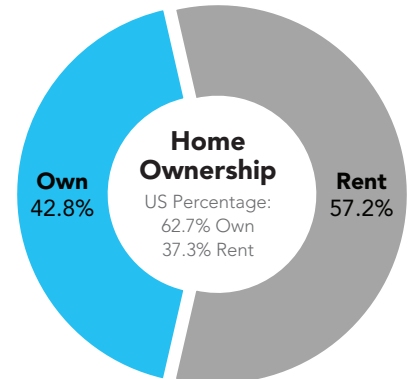
HOUSING

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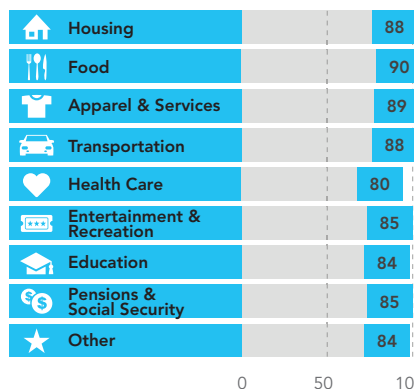
Typical Housing:
Single Family;
Multi-Units

Average Rent:
\$1,042



AVERAGE HOUSEHOLD BUDGET INDEX

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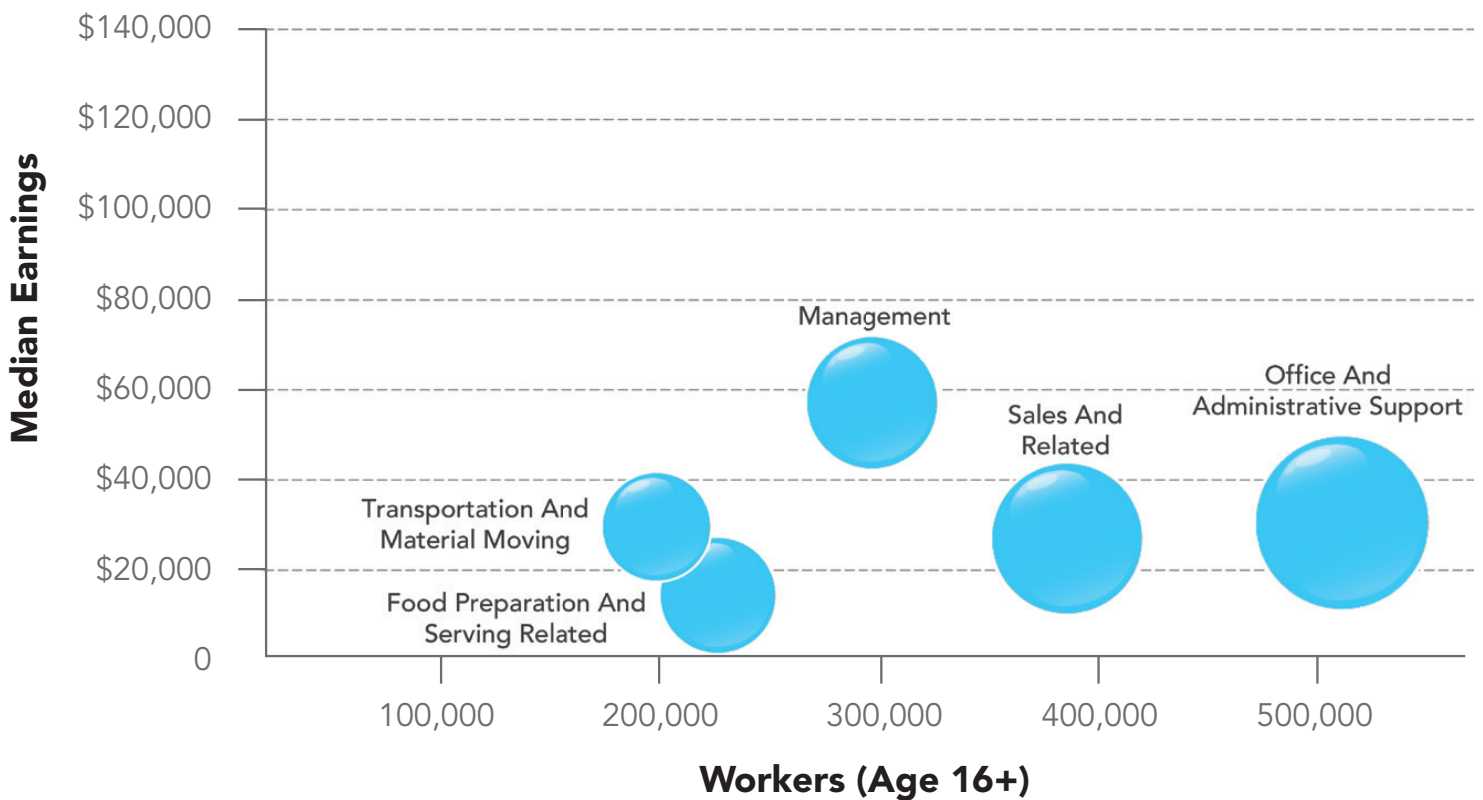
8C LifeMode Group: Middle Ground Bright Young Professionals

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.



5E LifeMode Group: GenXurban Midlife Constants

US Households: 3,068,400
Average Household Size: 2.31

Median Age: 47.0
Median Household Income: \$53,200

WHO ARE WE?

Midlife Constants residents are seniors, at or approaching retirement, with below average labor force participation and above average net worth. Although located in predominantly metropolitan areas, they live outside the central cities, in smaller communities. Their lifestyle is more country than urban. They are generous, but not spendthrifts.

OUR NEIGHBORHOOD

- Older homes (most built before 1980) found in the suburban periphery of smaller metropolitan markets.
- Primarily married couples, with a growing share of singles.
- Settled neighborhoods with slow rates of change and residents that have lived in the same house for years.
- Single-family homes, less than half still mortgaged, with a median home value of \$154,100 (Index 74).

SOCIOECONOMIC TRAITS

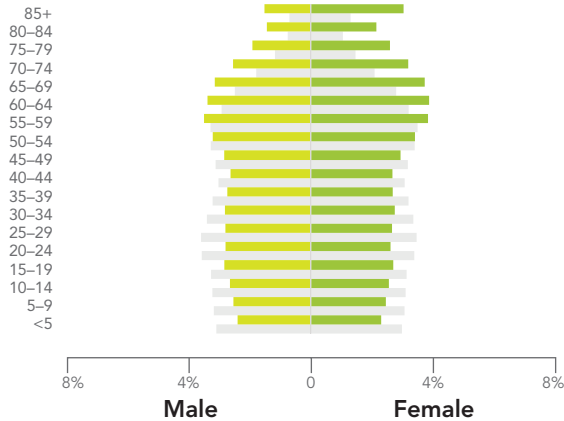
- Education: 63% have a high school diploma or some college.
- Unemployment is lower in this market at 4.7% (Index 86), but so is the labor force participation rate (Index 91).
- Almost 42% of households are receiving Social Security (Index 141); 27% also receive retirement income (Index 149).
- Traditional, not trendy; opt for convenience and comfort, not cutting-edge. Technology has its uses, but the bells and whistles are a bother.
- Attentive to price, but not at the expense of quality, they prefer to buy American and natural products.
- Radio and newspapers are the media of choice (after television).

5E LifeMode Group: GenXurban Midlife Constants

AGE BY SEX (Esri data)

Median Age: 47.0 US: 38.2

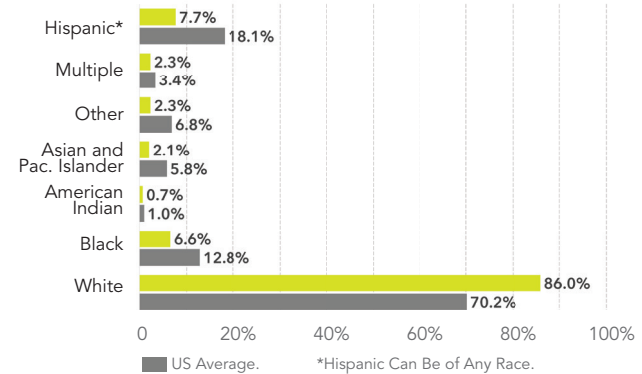
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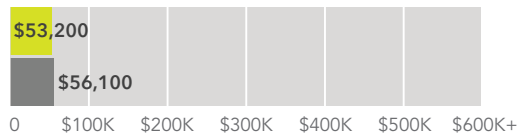
Diversity Index: 36.2 US: 64.0



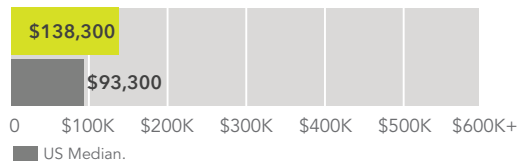
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Median Household Income



Median Net Worth



HOUSING

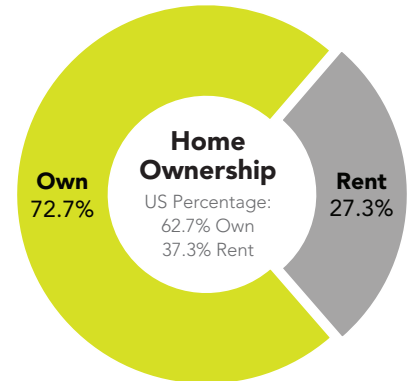
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Typical Housing:
Single Family

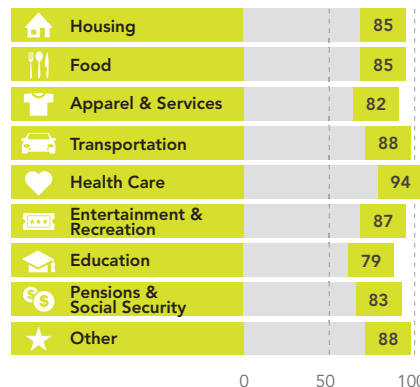
Median Value:
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US Median: \$207,300



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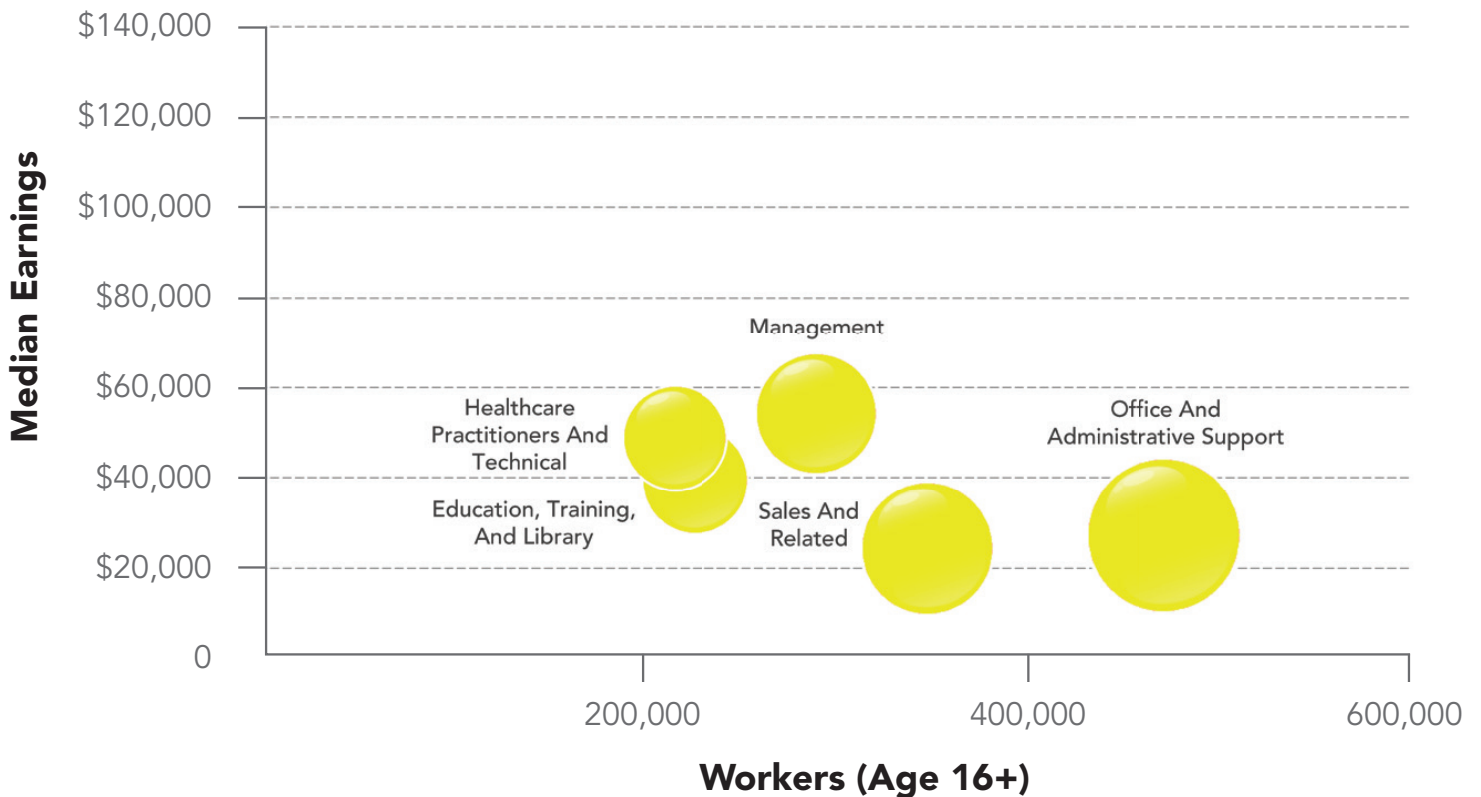
5E LifeMode Group: GenXurban Midlife Constants

Market Profile

- Prefer practical vehicles like SUVs and trucks (domestic, of course).
- Sociable, church-going residents belonging to fraternal orders, veterans' clubs and charitable organizations and do volunteer work and fund-raising.
- Contribute to arts/cultural, educational, health, and social services organizations.
- DIY homebodies that spend on home improvement and gardening.
- Media preferences: country or movie channels.
- Leisure activities include movies at home, reading, fishing, and golf.

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.



10C LifeMode Group: Rustic Outposts

Diners & Miners

US Households: 810,000
Average Household Size: 2.54

Median Age: 41.3
Median Household Income: \$42,100

WHO ARE WE?

Close to one in five employed residents work in mining, oil and gas extraction, or quarrying industries. Diners and Miners is a very rural, primarily Southern market. Married-couple families reside in over half of the households, with a quarter of households that live in mobile homes. This socially conservative group earns a living working with their hands. In addition to mining, construction and agriculture are common industries for employment. They take pride in the appearance of their homes and their vehicles. Budget-minded residents enjoy home cooking, but nothing too fancy. This is a gregarious group that values time spent with friends.

OUR NEIGHBORHOOD

- Rural living; homes are sparsely located throughout the countryside.
- These families have roots in their communities and do not move often; over three-quarters of all households are owner occupied.
- Over half of owned homes are worth less than \$100,000.
- Married-couple families make up over half the households.
- A quarter of all housing units are mobile homes; the rest are primarily single-family dwellings.
- High-vacancy rate—nearly one in six housing units is vacant.

SOCIOECONOMIC TRAITS

- They hold strong to religious beliefs.
- Most residents did not go to college.
- They are slow to adopt technology; “if it’s not broke, don’t fix it,” mentality.
- TV is the main source of information, news, and entertainment.
- They make purchases for today because tomorrow is uncertain.
- They are happy to go to work whenever the opportunity presents itself.
- Budgeted vacations are taken within the US, not abroad.

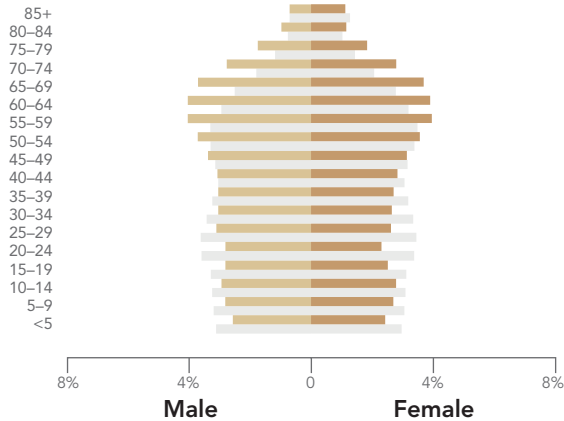
10C LifeMode Group: Rustic Outposts

Diners & Miners

AGE BY SEX (Esri data)

Median Age: 45.2 US: 38.2

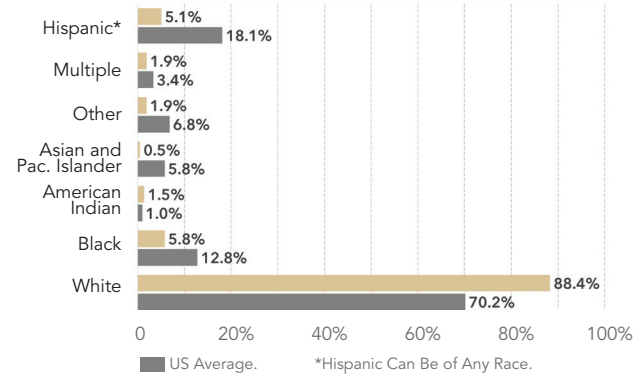
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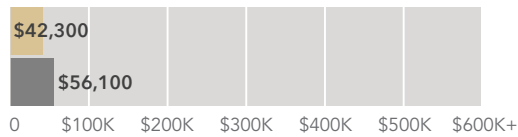
Diversity Index: 29.2 US: 64.0



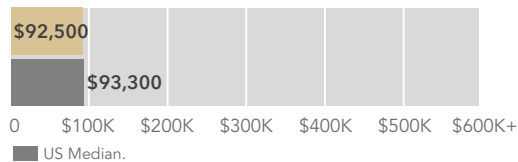
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Median Household Income



Median Net Worth



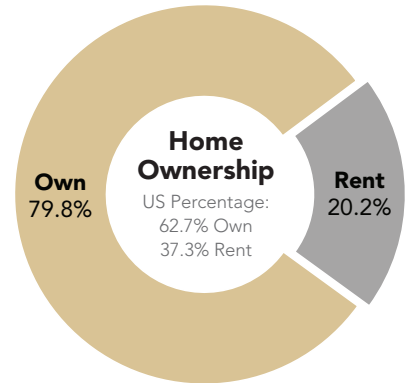
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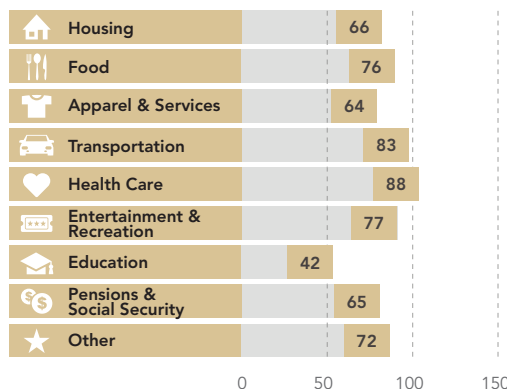
Typical Housing:
Single Family;
Mobile Homes

Median Value:
\$112,800



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.



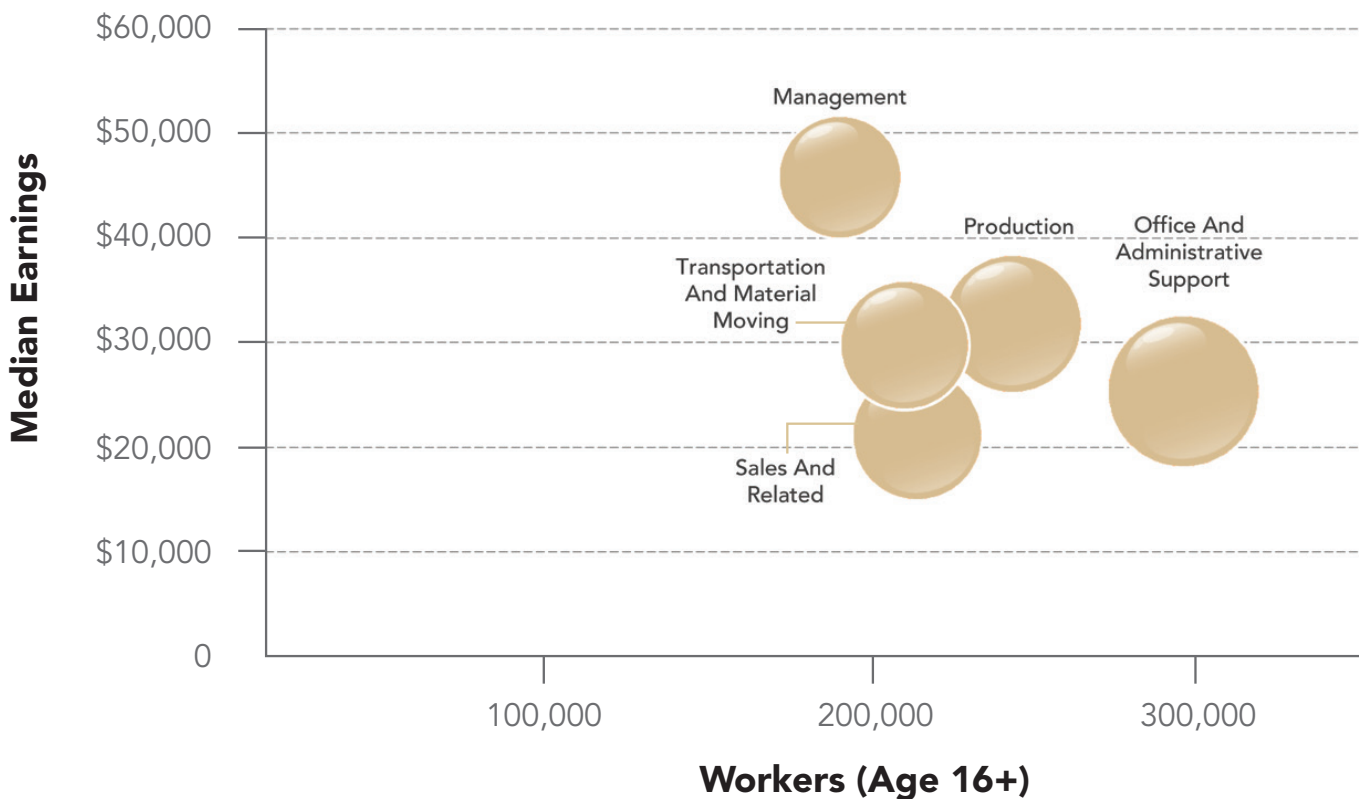
10C LifeMode Group: Rustic Outposts Diners & Miners

Market Profile

- Own a domestic truck, dog, and ATV.
- Watch a lot of TV, including programs on CMT and the Discovery Channel.
- A few still hanging onto their landlines (no cell phones).
- Dine at Dairy Queen, Pizza Hut, Sonic Drive-ins, and Golden Corral.
- Hunting, yard work, and gardening popular activities.
- Shop at department and discount stores—mostly dollar stores.
- Many are well-insured; from auto, vision, life, and prescription plans to Medicare. For convenience they pick up prescriptions at the closest Walgreens pharmacy.

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.



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

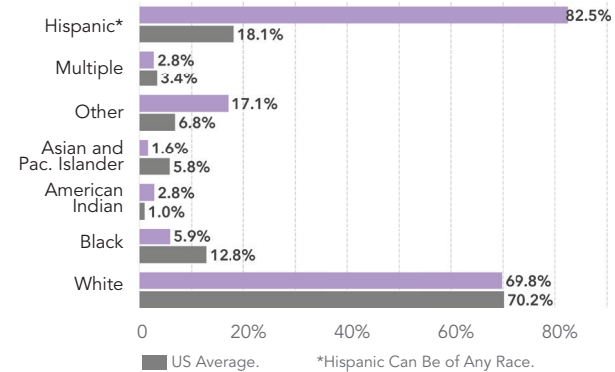
■ Indicates US



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).

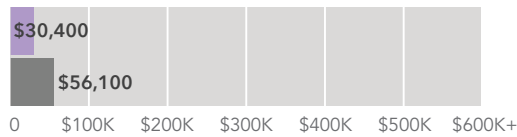
Diversity Index: 65.0 US: 64.0



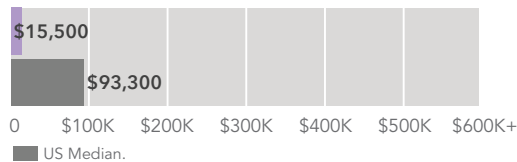
INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income



Median Net Worth



HOUSING

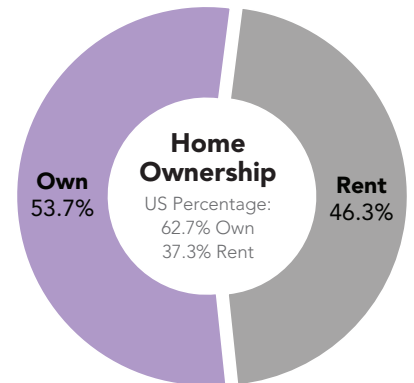
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
Single Family

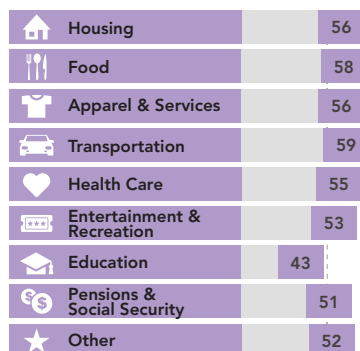
Median Value:
\$87,900

US Median: \$207,300



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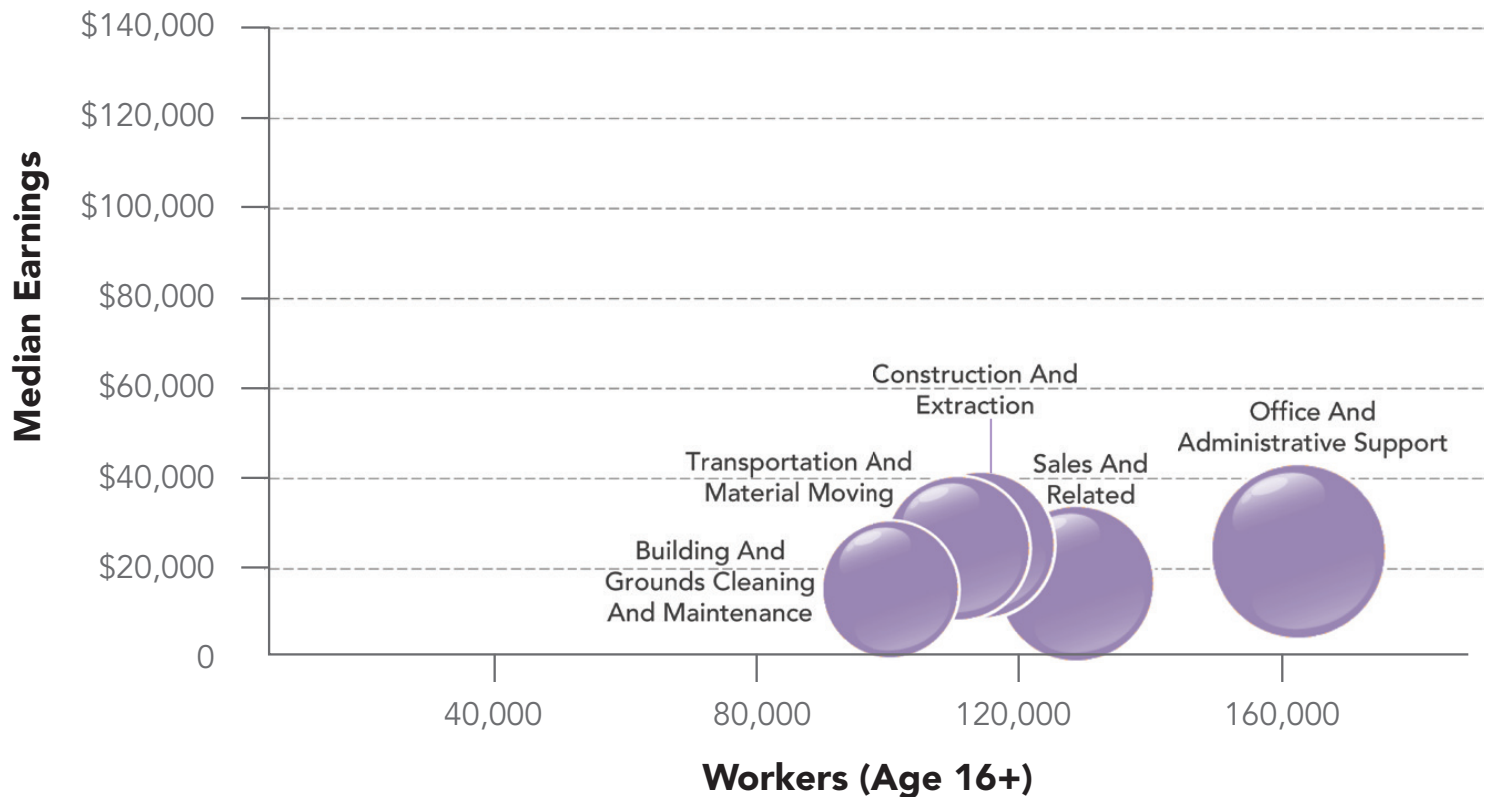
7F LifeMode Group: Ethnic Enclaves Southwestern Families

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

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About The Retail Coach®

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

Through its unique Retail360® Process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

Retail:360® Process

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide demographics and trend data with real-world, "on-the-ground" information gathered through extensive visits to our clients' communities. Every community is different, and there is no "one size fits all" retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community's needs help assure our clients that they are receiving the latest and best information for targeted retail recruitment efforts – all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360® Process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.



The**RetailCoach**.®

ACKNOWLEDGMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Environics Analytics, ESRI, U.S. Census Bureau, Economy.com, Placer.AI, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics. To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model. Mapping data is provided by Google, Nielsen, ESRI and/or Microsoft Corporation.

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