TheRetailCoach®

ENTERTAINMENT RETAIL TRADE AREA PSYCHOGRAPHIC PROFILE

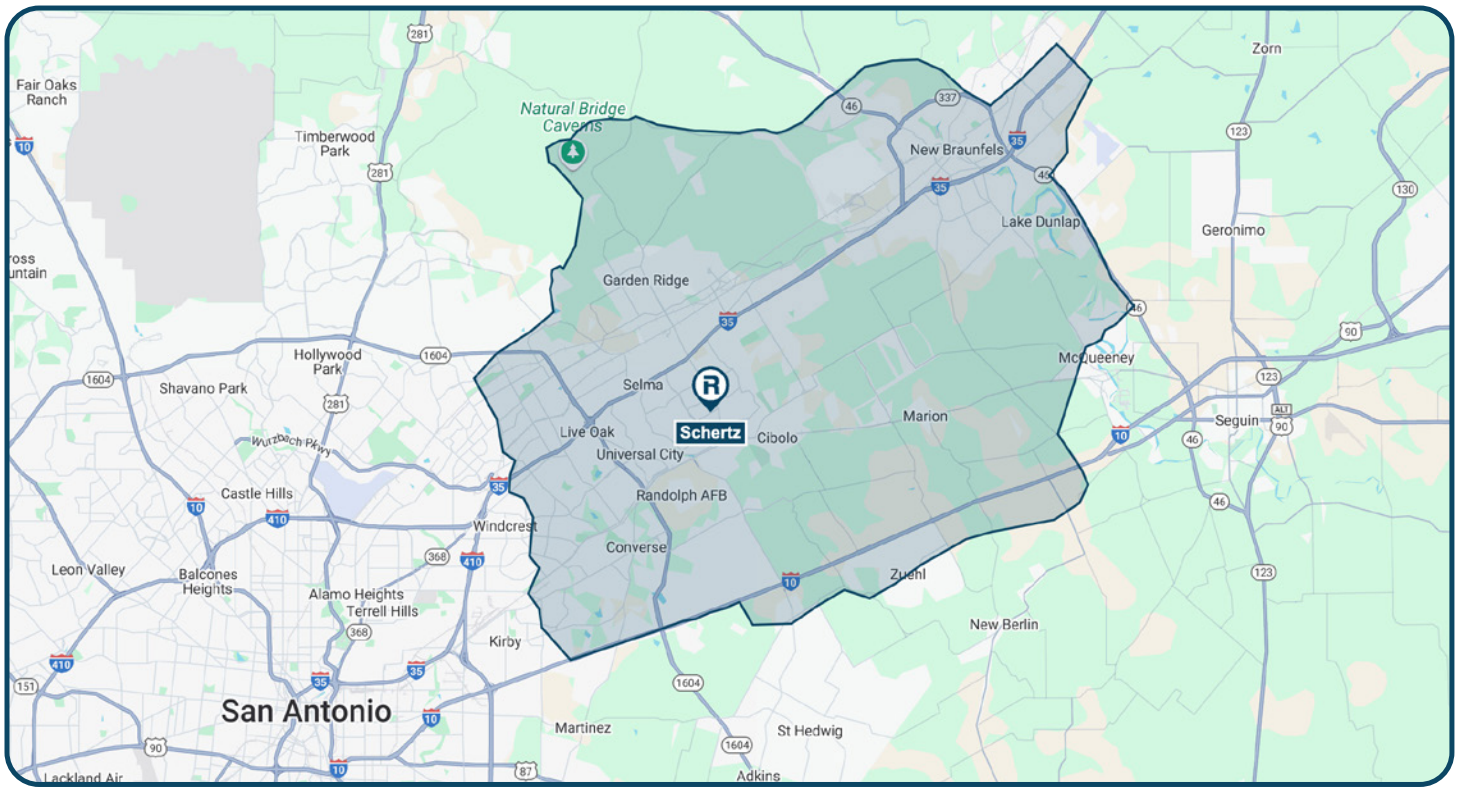
SCHERTZ, TEXAS

PREPARED FOR SCHERTZ ECONOMIC DEVELOPMENT CORPORATION (SEDC)
NOVEMBER 2026

Entertainment Retail Trade Area — Schertz, Texas

DEMOGRAPHIC SNAPSHOT

SCHERTZ
ECONOMIC DEVELOPMENT CORPORATION
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Population

2020	371,849
2026	431,850
2031	471,674

Age

0-9 Years	12.59%
10 - 17 Years	11.14%
18 - 24 Years	9.16%
25 - 34 Years	13.27%
35 - 44 Years	15.20%
45 - 54 Years	13.03%
55 - 64 Years	10.97%
65 and Older	14.65%
Median Age	37.57
Average Age	38.25

Educational Attainment (%)

Graduate or Professional Degree	12.30%
Bachelors Degree	22.77%
Associate Degree	9.99%
Some College	22.35%
High School Graduate (GED)	24.26%
Some High School, No Degree	4.59%
Less than 9th Grade	3.74%

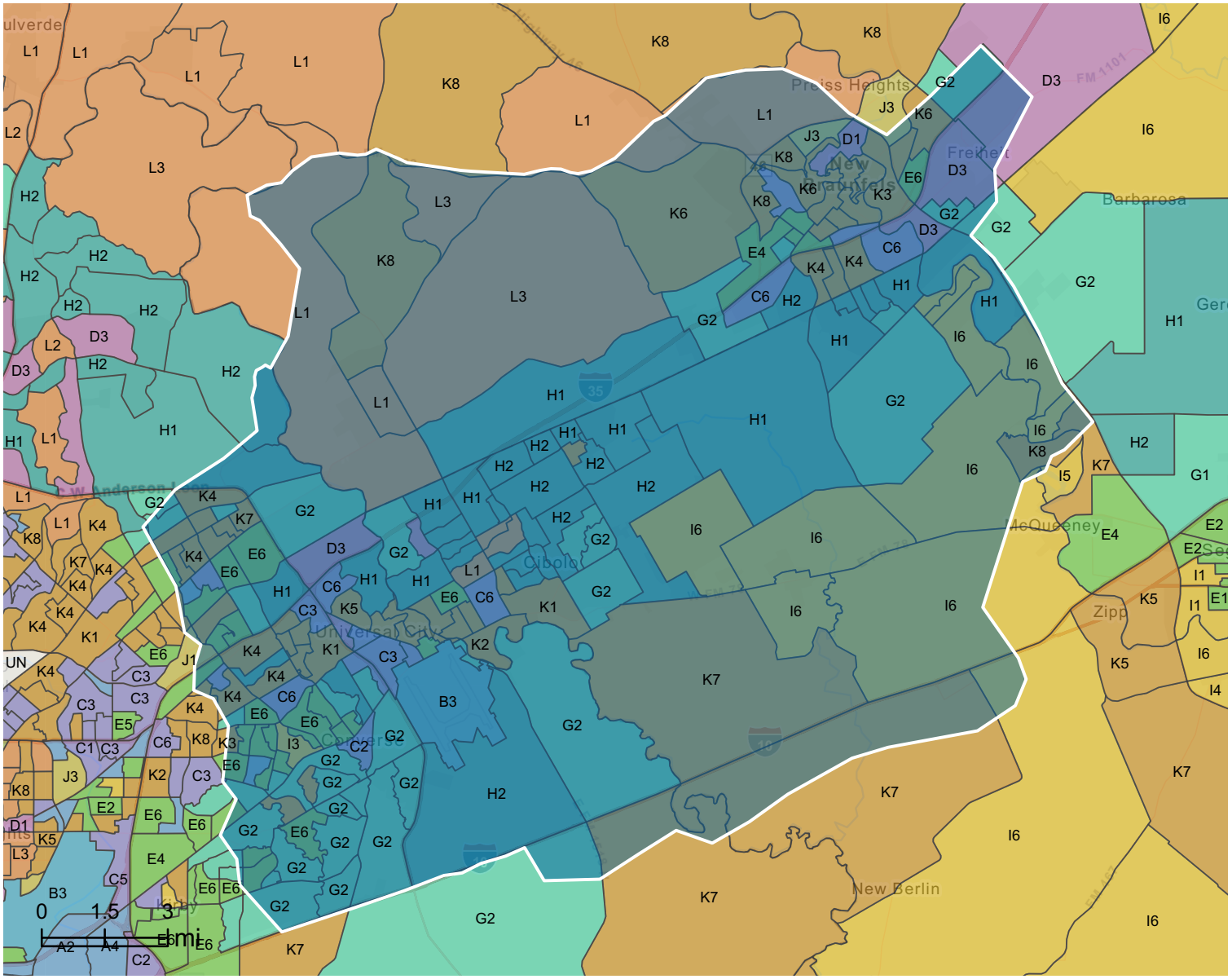
Income

Average HH	$123,024
Median HH	$96,967
Per Capita	$44,135

Race Distribution

White	49.66%
Black/African American	12.52%
American Indian/Alaskan	0.98%
Asian	3.00%
Native Hawaiian/Islander	0.34%
Other Race	11.34%
Two or More Races	22.16%
Hispanic	42.22%
Non-Hispanic	57.78%

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:	153,979	100.0%		329,390	100.0%	
Up and Coming Families (G2)	39,003	25.3%	1,286	87,321	26.5%	1,222
Flourishing Families (H1)	18,262	11.9%	322	39,856	12.1%	310
Family Bonds (E6)	15,367	10.0%	670	33,861	10.3%	608
Boomburbs (H2)	12,888	8.4%	310	31,589	9.6%	322
Classic Comfort (K4)	12,041	7.8%	266	25,824	7.8%	269
Savvy Suburbanites (L1)	6,498	4.2%	93	14,197	4.3%	90
Modern Minds (D3)	6,483	4.2%	218	11,430	3.5%	196
City Greens (K6)	5,497	3.6%	140	10,277	3.1%	135
Moderate Metros (C6)	5,435	3.5%	154	10,738	3.3%	156
Metro Fusion (C3)	4,650	3.0%	225	8,070	2.5%	217
Southern Satellites (I6)	3,926	2.6%	100	8,367	2.5%	99
Loyal Locals (K3)	3,849	2.5%	89	7,477	2.3%	85
Room to Roam (K7)	2,510	1.6%	41	5,534	1.7%	42
Middle Ground (K2)	2,479	1.6%	71	4,842	1.5%	71
Legacy Hills (K1)	2,263	1.5%	86	4,084	1.2%	85
Burbs and Beyond (K8)	2,125	1.4%	49	4,513	1.4%	48
Emerging Hub (D1)	1,494	1.0%	50	2,405	0.7%	47
Dreambelt (K5)	1,124	0.7%	25	2,240	0.7%	22
Top Tier (L3)	970	0.6%	21	2,339	0.7%	21
Retirement Communities (J3)	924	0.6%	35	1,779	0.5%	37

SEGMENT G2 - UP AND COMING FAMILIES

Residents in this segment tend to live in suburban neighborhoods in the South, particularly in Texas, Georgia, Florida, and North Carolina. These are large, young families in a variety of household structures: married couples, both with and without children, make up about half of the households, with significant numbers of single-parent households, cohabiting couples with kids, and multigenerational families. Nearly one in three members of this segment hold a bachelor's or graduate degree. Key employment sectors include health care, retail, education, manufacturing, and construction. There are many first-time homebuyers, and homeowners outnumber renters. Approximately half of homes in this segment were constructed in the last 5 to 10 years. Residents often commute longer distances, frequently outside their county of residence.

Key statistics

- Median age: 33.6
- Median household size: 3.02
- Predominant household structure (Census 2020): Married couples
- Median household income: $89,093
- Median net worth: $247,071
- Percentage of individuals with completion of a bachelor's degree or higher: 31.0%

Housing and employment

- Predominant Urbanicity Type: Suburb
- Median home value: $315,564
- Homeownership rate: 73.1%
- Rent burdened households (American Community Survey 2019-2023): 38.5%
- Labor force participation rate: 70.0%
- Unemployment rate: 4.1%

Lifestyle patterns

- Households frequently use coupons for cleaning products, toiletries, and cosmetics.
- These residents tend to spend money on their children, pets, and homes. They often visit movie theaters, zoos, aquariums, and theme parks.
- They often install the latest technology, including smart home devices, TVs, and video game systems.
- These residents often carry mortgages and credit card balances and tend to seek financial advice from others.

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

SEGMENT H1 - FLOURISHING FAMILIES

Members of these communities reside mostly in lower-density, rapidly growing suburbs in the South and Midwest. Most householders are between the ages of 35 and 64, and households are mainly comprised of large families with children. Marriage rates are high. Members of this segment are often employed in professional roles and earn middle-tier incomes. Many are self-employed, and some households support their earnings with interest, dividends, or rental properties. Available housing is predominantly composed of single-family units built in the 1990s and 2000s, with home values and rents that mirror national averages. The rate of new development is notably higher here than in most other regions. Many households have multiple vehicles, and long commutes are common.

Key statistics

- Median age: 39.0
- Median household size: 2.80
- Predominant household structure (Census 2020): Married couples
- Median household income: $111,751
- Median net worth: $499,190
- Percentage of individuals with completion of a bachelor's degree or higher: 40.2%

Housing and employment

- Predominant Urbanicity Type: Suburb
- Median home value: $379,560
- Homeownership rate: 85.2%
- Rent burdened households (American Community Survey 2019-2023): 31.1%
- Labor force participation rate: 69.4%
- Unemployment rate: 3.1%

Lifestyle patterns

- For in-store shopping, they frequent large retail hardware and hobby stores, while online shopping caters to a variety of household, children, pet, and personal items.
- Residents prioritize spending on medical, auto, and life insurance, as well as retirement planning. Pickup trucks and SUVs are common vehicle choices.
- They often play board games and read books.
- Residents tend to travel domestically.

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

SEGMENT E6 - FAMILY BONDS

Residents in this segment typically live in and around urban centers and in suburbs in the South and West. The population is younger and has larger family sizes than the U.S. average, and households typically include parents supporting young children, adult children living with parents, and other multigenerational family structures. Single-parent families and households without couples or children are also notably common. One in five residents were born outside the U.S., and the rate of linguistic isolation is more than twice the national average. Employment tends to be in skilled and service-related sectors, including construction, and households typically earn middle-tier incomes. Homes tend to be owner-occupied, single-family detached units built before 1990, with most valued between $100-300,000. The housing market is characterized by low vacancy rates and moderately high rents.

Key statistics

- Median age: 35.5
- Median household size: 3.01
- Predominant household structure (Census 2020): Married couples
- Median household income: $72,515
- Median net worth: $177,755
- Percentage of individuals with completion of a bachelor's degree or higher: 19.6%

Housing and employment

- Predominant Urbanicity Type: Suburb; Urban Vicinity; Urban Core
- Median home value: $261,789
- Homeownership rate: 68.9%
- Rent burdened households (American Community Survey 2019-2023): 40.4%
- Labor force participation rate: 65.1%
- Unemployment rate: 5.2%

Lifestyle patterns

- These residents primarily shop at large retail establishments and wholesale stores.
- Consumers frequent fast-food restaurants or opt for home-delivered meals.
- Households typically own multiple cell phones and TVs. They rely mainly on mobile internet and use their devices to stream videos and listen to music.
- Foreign-language programming is popular on TV, and playing video games is a common activity among children and young adults.

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

SEGMENT H2 - BOOMBURBS

These neighborhoods are primarily located in the suburbs of metropolitan areas with populations exceeding 500,000, mainly in the South and West. Most members of the segment are between 25 and 54, with an overall population that is young; nearly a third are under the age of 18. Married couples with or without children are prevalent in this segment. Household incomes are predominantly upper tier, and workers are frequently employed full time in fields including government, management, sales, business, and finance. They reside in newer single-family homes, typically constructed in 2000 or later. More than half of the homes are valued between $300,000 and $500,000. Nearly a third of households own three or more vehicles.

Key statistics

- Median age: 34.5
- Median household size: 3.12
- Predominant household structure (Census 2020): Married couples
- Median household income: $131,202
- Median net worth: $539,415
- Percentage of individuals with completion of a bachelor's degree or higher: 49.2%

Housing and employment

- Predominant Urbanicity Type: Suburb
- Median home value: $462,376
- Homeownership rate: 82.9%
- Rent burdened households (American Community Survey 2019-2023): 33.2%
- Labor force participation rate: 71.8%
- Unemployment rate: 3.0%

Lifestyle patterns

- Residents tend to shop at club stores and make purchases using online platforms.
- Spending centers around children, including clothing, medicine, toys, and entertainment. Residents pay for garden maintenance, home cleaning, and pet care services.
- They tend to purchase internet-connectable televisions, all-in-one printers, home security systems, smart thermostats, and lighting systems.
- Individuals engage in regular exercise, eat organic foods, and spend time hiking and reading. They travel frequently, both domestically and internationally.

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

SEGMENT K4 - CLASSIC COMFORT

These neighborhoods are typically found in the suburbs of major metropolitan areas, particularly in the South and Midwest, including states such as Michigan, Illinois, and Texas. The median age is slightly above that of the U.S. Most households earn middle-tier incomes, and labor force participation is high; most work full-time jobs, and many families are supported by multiple earners. Employment is mostly in wholesale trade, health care, education, and manufacturing sectors. Affordable housing is prominent, with most homes valued between $150,000 and $300,000 and rental prices below the national average. Homeowners significantly outnumber renters, and many homes were built between 1950 and 2000. Short, solo commutes are common, with households typically owning several vehicles. During the day, the residential population exceeds the working population.

Key statistics

- Median age: 40.2
- Median household size: 2.56
- Predominant household structure (Census 2020): Married couples
- Median household income: $88,893
- Median net worth: $317,594
- Percentage of individuals with completion of a bachelor's degree or higher: 32.6%

Housing and employment

- Predominant Urbanicity Type: Suburb
- Median home value: $262,806
- Homeownership rate: 80.5%
- Rent burdened households (American Community Survey 2019-2023): 29.6%
- Labor force participation rate: 68.6%
- Unemployment rate: 3.4%

Lifestyle patterns

- Residents tend to buy budget-friendly items from discount local or chain stores.
- Homeowners often purchase lawn and garden maintenance tools.
- These residents have a strong enthusiasm for professional, college, and high school sports.
- When dining out, they frequent both fast food and sit-down chain restaurants.

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

SEGMENT L1 - SAVVY SUBURBANITES

These neighborhoods tend to be concentrated in New England and the Mid-Atlantic. Some couples have children who have grown up and left the house, and around a quarter still have kids at home. Residents work in professional fields such as management and finance. The combined wages of both spouses position these families solidly in the middle to upper income tiers. Investments, retirement income, and valuable properties also contribute to the high net worth of households commonly found in these neighborhoods. Residents in this segment gravitate toward suburban communities, which include both newly developed and well-established areas, within major metropolitan areas. Nearly all homes are single-family and owner-occupied, with very few rental properties available, and most homes were built between 1970 and 2000.

Key statistics

- Median age: 44.0
- Median household size: 2.72
- Predominant household structure (Census 2020): Married couples
- Median household income: $139,696
- Median net worth: $915,346
- Percentage of individuals with completion of a bachelor's degree or higher: 53.3%

Housing and employment

- Predominant Urbanicity Type: Suburb
- Median home value: $471,521
- Homeownership rate: 90.9%
- Rent burdened households (American Community Survey 2019-2023): 27.6%
- Labor force participation rate: 68.0%
- Unemployment rate: 2.9%

Lifestyle patterns

- Residents frequently use credit cards, and they seldom have outstanding monthly balances.
- They tend to invest a significant amount of resources on home improvement and landscaping. Residents have a variety of investment and retirement accounts.
- Households tend to have access to cell phones and the internet to stay connected.
- Residents tend to engage with their communities through fundraising and local politics. Vacation destinations often include beaches and national parks.

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

SEGMENT D3 - MODERN MINDS

This fast-growing segment is primarily located just outside downtown sections of large cities or in nearby suburbs. Residents are mostly in the 25 to 44 age range, and nearly half of individuals aged 25 and older hold a bachelor's degree. The segment has grown due to recent immigration, adding to the notable population of individuals born outside the U.S. already living here. Key employment sectors include health care, technology, retail, education, and manufacturing, and incomes often fall in the upper tier. The segment is a mix of homeowners and renters, residing in both single-family and multifamily units. Homes are generally newer, and two-thirds of owned homes are valued above $300,000. Households typically own multiple vehicles. While many have the option to work from home, most commute by car.

Key statistics

- Median age: 34.6
- Median household size: 2.37
- Predominant household structure (Census 2020): Married couples; singles living alone
- Median household income: $91,039
- Median net worth: $121,498
- Percentage of individuals with completion of a bachelor's degree or higher: 49.6%

Housing and employment

- Predominant Urbanicity Type: Suburb; Urban Core; Urban Vicinity
- Median home value: $429,764
- Homeownership rate: 41.4%
- Rent burdened households (American Community Survey 2019-2023): 34.5%
- Labor force participation rate: 76.1%
- Unemployment rate: 3.3%

Lifestyle patterns

- Consumers tend to place orders online from warehouse clubs and department stores.
- These residents spend money on clothing, travel, and dining out, including fast food.
- Social media is commonly used for sharing photos and videos, professional networking, and following favorite brands, sports, and hobbies.
- Individuals tend to explore new exercise and diet regimes and often opt for active vacations.

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

SEGMENT K6 - CITY GREENS

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

Key statistics

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

Housing and employment

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

Lifestyle patterns

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

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

SEGMENT C6 - MODERATE METROS

These neighborhoods are young, growing, and usually located in suburbs and the peripheries of metropolitan areas with relatively dense populations of at least half a million. Single-person households make up about one-third of total households, followed by married, cohabiting, or single persons with children. There is an above-average presence of preschool-age children. Many have attended some college, and individuals often work in health care, retail, office/administration, or sales. Household incomes generally fall within the middle tier. The typical home for this segment is a moderately priced ($200-500K) single-family residence built before the 90s; about half are rented and half are owned. Commute times are generally low and driven alone.

Key statistics

- Median age: 38.1
- Median household size: 2.32
- Predominant household structure (Census 2020): Married couples; singles living alone
- Median household income: $70,055
- Median net worth: $122,944
- Percentage of individuals with completion of a bachelor's degree or higher: 32.2%

Housing and employment

- Predominant Urbanicity Type: Suburb; Urban Core
- Median home value: $313,879
- Homeownership rate: 54.1%
- Rent burdened households (American Community Survey 2019-2023): 37.8%
- Labor force participation rate: 67.4%
- Unemployment rate: 4.1%

Lifestyle patterns

- These residents tend to shop online instead of in person. Credit unions are often used for financial services and products.
- Clothing, groceries, and electronics are typical purchases. Residents look for deals at discount stores and focus on essential items.
- Radio and online music services are common sources of entertainment.
- Residents tend to vote in local, state, and national elections. Recycling is a routine practice.

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

SEGMENT C3 - METRO FUSION

These neighborhoods are concentrated in densely populated metropolitan areas of between 500,000 and 2.5 million people. This is a highly mobile population that frequently moves within the same area. Household structure varies widely, from young householders under the age of 35 with preschool-aged children to renters living alone or as couples without children. More than half of this segment is either in college or holds an associate degree or higher; they earn middle-tier incomes in the retail, health care, and food service sectors. They live in mid- to high-rise multifamily structures or older homes valued under $300,000; some occupy single-family homes. Households generally own at least one car, typically a used vehicle, and commute times are typically under half an hour.

Key statistics

- Median age: 32.8
- Median household size: 2.20
- Predominant household structure (Census 2020): Singles living alone; married couples
- Median household income: $55,443
- Median net worth: $22,480
- Percentage of individuals with completion of a bachelor's degree or higher: 29.6%

Housing and employment

- Predominant Urbanicity Type: Urban Core; Suburb
- Median home value: $242,615
- Homeownership rate: 24.4%
- Rent burdened households (American Community Survey 2019-2023): 41.1%
- Labor force participation rate: 73.3%
- Unemployment rate: 4.5%

Lifestyle patterns

- Individuals tend to shop close to home, picking up groceries at neighborhood stores. Younger residents often opt for fast food, relying on app-based delivery services.
- These individuals often use electronic coupons, loyalty rewards, and conduct job searches online. Households tend to purchase used vehicles.
- They listen to music, watch TV, and shop online for household necessities. Social media usage is common for entertainment and staying in touch with friends and family.
- They often cook meals at home and visit urgent care centers for medical needs.

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

SEGMENT 16 - SOUTHERN SATELLITES

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

Key statistics

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

Housing and employment

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

Lifestyle patterns

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

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

SEGMENT K3 - LOYAL LOCALS

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

Key statistics

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

Housing and employment

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

Lifestyle patterns

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

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

SEGMENT K7 - ROOM TO ROAM

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

Key statistics

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

Housing and employment

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

Lifestyle patterns

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

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

SEGMENT K2 - MIDDLE GROUND

Predominantly found in the Midwest, followed by the South, these suburban neighborhoods are especially common in states such as Missouri, Michigan, Nebraska, Ohio, and Wisconsin. These neighborhoods are slightly younger than the U.S. average, and households tend to consist of married couples, cohabiting couples, and single-person households. Labor force participation is high, with many families having two or more workers. Employment tends to be in the manufacturing, health care, and retail sectors, with a higher-than-average presence of skilled trade workers. Housing is more affordable than the national average for both renters and homeowners. A significant percentage of homes are valued between $100,000 and $200,000, and most residences are single-family detached houses built between 1950 and 1990.

Key statistics

- Median age: 38.8
- Median household size: 2.33
- Predominant household structure (Census 2020): Married couples; singles living alone
- Median household income: $69,074
- Median net worth: $168,044
- Percentage of individuals with completion of a bachelor's degree or higher: 26.9%

Housing and employment

- Predominant Urbanicity Type: Suburb
- Median home value: $174,311
- Homeownership rate: 67.3%
- Rent burdened households (American Community Survey 2019-2023): 30.8%
- Labor force participation rate: 69.2%
- Unemployment rate: 3.7%

Lifestyle patterns

- Residents tend to shop at discount grocery chains and frequent fast-food restaurants. Consumers tend to finance their vehicles with loans.
- - These individuals use social media as well as newspapers and magazines. Recreational interests often include professional and college sports, fishing, and gardening.
- Vacations are typically taken to nearby states, especially those offering beaches or sightseeing opportunities.

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

SEGMENT K1 - LEGACY HILLS

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

Key statistics

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

Housing and employment

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

Lifestyle patterns

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

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

SEGMENT 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.

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

SEGMENT D1 - EMERGING HUB

Members of these communities are young, live in cities, and move frequently. These neighborhoods show consistent growth and are composed of large numbers of young graduates and college students who have relocated to the U.S. Most individuals live alone, though some share their homes with roommates or partners. Most earn middle-tier incomes and are employed in full-time professional occupations such as management, finance, computer science, engineering, education, and health care; the rate of remote work is higher than average. Housing options are a mix of single-family and multifamily units. Frequent relocations occur both within and outside the county, and rents are on par with the national average. While owning a vehicle is considered necessary, biking or walking to nearby schools and workplaces is an option.

Key statistics

- Median age: 36.0
- Median household size: 1.87
- Predominant household structure (Census 2020): Singles living alone; married couples with no kids
- Median household income: $70,356
- Median net worth: $58,291
- Percentage of individuals with completion of a bachelor's degree or higher: 51.6%

Housing and employment

- Predominant Urbanicity Type: Urban Core; Suburb
- Median home value: $369,687
- Homeownership rate: 32.7%
- Rent burdened households (American Community Survey 2019-2023): 35.3%
- Labor force participation rate: 74.0%
- Unemployment rate: 3.6%

Lifestyle patterns

- Residents tend to shop online for groceries, clothing, household essentials, and electronics.
- They often plan domestic trips and spend money on workout wear, team sports apparel, and educational books.
- These residents use the internet to conduct meetings, complete assignments, and search for employment and housing. Social media use is common.
- Playing video games and watching TV are common sources of entertainment.

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

SEGMENT K5 - DREAMBELT

These suburban neighborhoods are predominantly located in the West, often outside the principal cities of major metropolitan areas. About half of the population is between 35 and 74, and most households consist of married or cohabiting couples. Most households earn middle-tier incomes, and labor force participation is high. This segment has a high concentration of employment in public administration, construction, health care, and retail trade sectors. Neighborhoods consist mainly of single-family homes built between 1950 and 1990, offering ample parking space, often for three or more vehicles. A significant portion of the population commutes alone by car. Rental rates and home prices are substantial, with more than half of the properties for purchase valued between $300,000 and $500,000.

Key statistics

- Median age: 41.5
- Median household size: 2.62
- Predominant household structure (Census 2020): Married couples
- Median household income: $94,802
- Median net worth: $339,974
- Percentage of individuals with completion of a bachelor's degree or higher: 33.9%

Housing and employment

- Predominant Urbanicity Type: Suburb
- Median home value: $451,221
- Homeownership rate: 75.8%
- Rent burdened households (American Community Survey 2019-2023): 39.6%
- Labor force participation rate: 64.9%
- Unemployment rate: 4.4%

Lifestyle patterns

- Residents typically shop at warehouse clubs, and they tend to exhibit brand loyalty.
- They often spend money on their pets and tools for gardening. Residents take active roles in planing their financial future.
- Residents tend to listen to the radio, use streaming services, and watch cable TV shows.
- Recycling is a routine practice. Regular exercise and medical checkups are integral to their routine.

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

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.

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

SEGMENT J3 - RETIREMENT COMMUNITIES

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

Key statistics

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

Housing and employment

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

Lifestyle patterns

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

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

PSYCHOGRAPHIC PROFILE

PSYCHOGRAPHIC LIFEMODE GROUPS	HOUSEHOLDS			ADULT POPULATION		
	DATA	%	INDEX	DATA	%	INDEX
Total:	**153,979**	**100.0%**		**329,390**	**100.0%**	
A. Urban Threads	**1,324**	**0.9%**	**19**	**2,635**	**0.8%**	**20**
Independent Cityscapes (A1)	693	0.5%	66	1,219	0.4%	63
City Commons (A2)	0	0.0%	0	0	0.0%	0
Social Security Set (A3)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (A4)	631	0.4%	58	1,416	0.4%	60
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	**293**	**0.2%**	**14**	**659**	**0.2%**	**10**
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)	293	0.2%	138	725	0.2%	86
C. Metro Vibes	**11,487**	**7.5%**	**85**	**21,410**	**6.5%**	**80**
Single Thrifties (C1)	0	0.0%	0	0	0.0%	0
Kids and Kin (C2)	831	0.5%	46	1,548	0.5%	43
Metro Fusion (C3)	4,650	3.0%	225	8,070	2.5%	217
Family Foundations (C4)	0	0.0%	0	0	0.0%	0
Diverse Horizons (C5)	570	0.4%	23	922	0.3%	18
Moderate Metros (C6)	5,435	3.5%	154	10,738	3.3%	156
D. Tech Trailblazers	**7,976**	**5.2%**	**57**	**13,834**	**4.2%**	**55**
Emerging Hub (D1)	1,494	1.0%	50	2,405	0.7%	47
Trendsetters (D2)	0	0.0%	0	0	0.0%	0
Modern Minds (D3)	6,483	4.2%	218	11,430	3.5%	196
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	**16,845**	**10.9%**	**149**	**37,221**	**11.3%**	**152**
Modest Income Homes (E1)	0	0.0%	0	0	0.0%	0
Southwestern Families (E2)	601	0.4%	49	1,252	0.4%	45
Hometown Charm (E3)	447	0.3%	20	922	0.3%	21
Mobile Meadows (E4)	416	0.3%	35	1,087	0.3%	41
Rural Versatility (E5)	0	0.0%	0	0	0.0%	0
Family Bonds (E6)	15,367	10.0%	670	33,861	10.3%	608

PSYCHOGRAPHIC PROFILE

PSYCHOGRAPHIC LIFEMODE GROUPS	HOUSEHOLDS			ADULT POPULATION		
	DATA	%	INDEX	DATA	%	INDEX
F. Urban Harmony	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
High Rise Renters (F1)	0	0.0%	0	0	0.0%	0
Family Extensions (F2)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (F3)	0	0.0%	0	0	0.0%	0
City Strivers (F4)	0	0.0%	0	0	0.0%	0
Uptown Lights (F5)	0	0.0%	0	0	0.0%	0
G. Family Fabric	**39,850**	**25.9%**	**600**	**89,265**	**27.1%**	**517**
Shared Roots (G1)	847	0.6%	59	1,878	0.6%	50
Up and Coming Families (G2)	39,003	25.3%	1,286	87,321	26.5%	1,222
Generational Ties (G3)	0	0.0%	0	0	0.0%	0
H. Family Prosperity	**31,150**	**20.2%**	**188**	**71,478**	**21.7%**	**187**
Flourishing Families (H1)	18,262	11.9%	322	39,856	12.1%	310
Boomburbs (H2)	12,888	8.4%	310	31,589	9.6%	322
Neighborhood Spirit (H3)	0	0.0%	0	0	0.0%	0
Urban Chic (H4)	0	0.0%	0	0	0.0%	0
I. Countryscapes	**4,743**	**3.1%**	**23**	**9,882**	**3.0%**	**23**
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)	801	0.5%	26	1,548	0.5%	25
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)	3,926	2.6%	100	8,367	2.5%	99
Country Charm (I7)	0	0.0%	0	0	0.0%	0
J. Mature Reflections	**955**	**0.6%**	**15**	**1,976**	**0.6%**	**16**
Senior Escapes (J1)	31	0.0%	3	66	0.0%	3
The Elders (J2)	0	0.0%	0	0	0.0%	0
Retirement Communities (J3)	924	0.6%	35	1,779	0.5%	37
Silver and Gold (J4)	0	0.0%	0	0	0.0%	0
K. Suburban Shine	**31,889**	**20.7%**	**94**	**64,890**	**19.7%**	**92**
Legacy Hills (K1)	2,263	1.5%	86	4,084	1.2%	85
Middle Ground (K2)	2,479	1.6%	71	4,842	1.5%	71
Loyal Locals (K3)	3,849	2.5%	89	7,477	2.3%	85
Classic Comfort (K4)	12,041	7.8%	266	25,824	7.8%	269
Dreambelt (K5)	1,124	0.7%	25	2,240	0.7%	22
City Greens (K6)	5,497	3.6%	140	10,277	3.1%	135
Room to Roam (K7)	2,510	1.6%	41	5,534	1.7%	42
Burbs and Beyond (K8)	2,125	1.4%	49	4,513	1.4%	48
L. Premier Estates	**7,468**	**4.9%**	**50**	**16,470**	**5.0%**	**48**
Savvy Suburbanites (L1)	6,498	4.2%	93	14,197	4.3%	90
Professional Pride (L2)	0	0.0%	0	0	0.0%	0
Top Tier (L3)	970	0.6%	21	2,339	0.7%	21
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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