



The**Retail**Coach.®

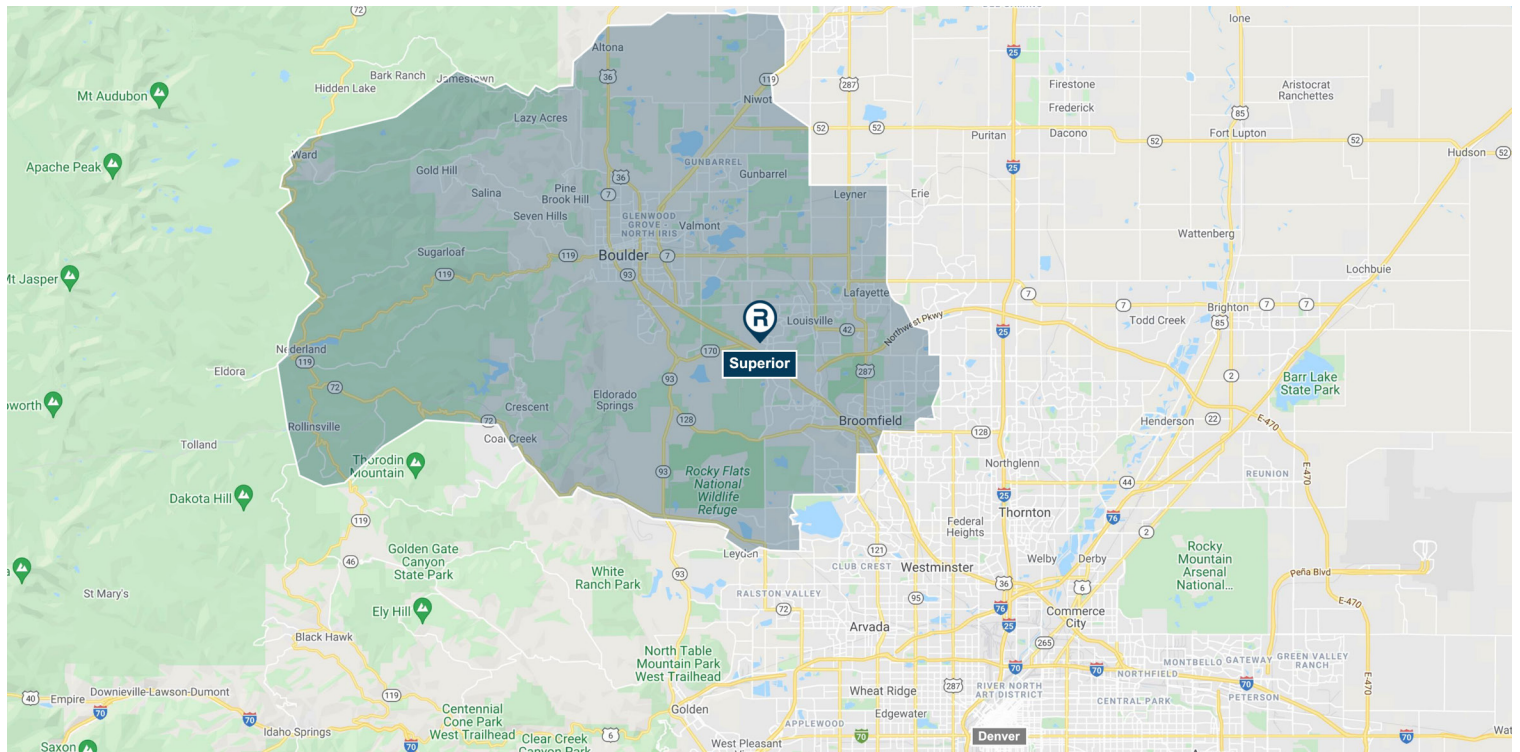
# Secondary Retail Trade Area Psychographic Profile

SUPERIOR, COLORADO

Prepared for Town of Superior  
February 2022

# Secondary Retail Trade Area • Demographic Snapshot

## Superior, Colorado



### Population

2010	247,380	0 - 9 Years	8.46%
2022	284,778	10 - 17 Years	8.94%
2027	297,747	18 - 24 Years	14.08%

### Educational Attainment (%)

Graduate or Professional Degree	31.59%	25 - 34 Years	14.97%
Bachelors Degree	37.35%	35 - 44 Years	13.04%
Associate Degree	5.90%	45 - 54 Years	12.80%
Some College	13.08%	55 - 64 Years	12.21%
High School Graduate (GED)	8.91%	65 and Older	15.51%
Some High School, No Degree	1.62%	Median Age	37.63
Less than 9th Grade	1.53%	Average Age	39.64

### Income

Average HH	\$150,165
Median HH	\$103,983
Per Capita	\$64,710

### Age

0 - 9 Years	8.46%
10 - 17 Years	8.94%
18 - 24 Years	14.08%
25 - 34 Years	14.97%
35 - 44 Years	13.04%
45 - 54 Years	12.80%
55 - 64 Years	12.21%
65 and Older	15.51%
Median Age	37.63
Average Age	39.64

### Race Distribution (%)

White	85.53%
Black/African American	1.06%
American Indian/Alaskan	0.56%
Asian	6.10%
Native Hawaiian/Islander	0.07%
Other Race	3.24%
Two or More Races	3.44%
Hispanic	10.21%



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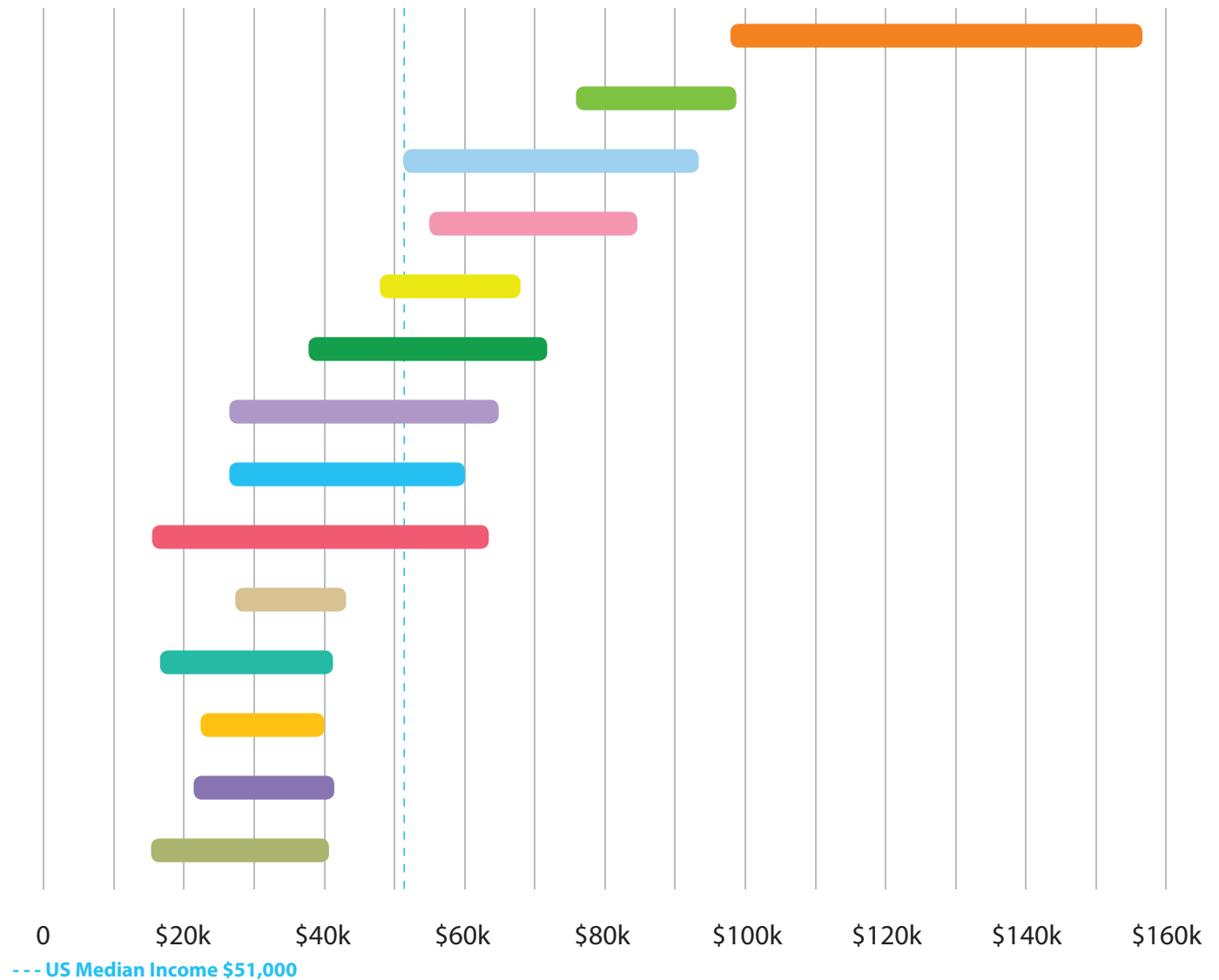
**Aaron Farmer**  
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# Income Range of Lifemode Summary Groups

Superior, Colorado



**+ 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

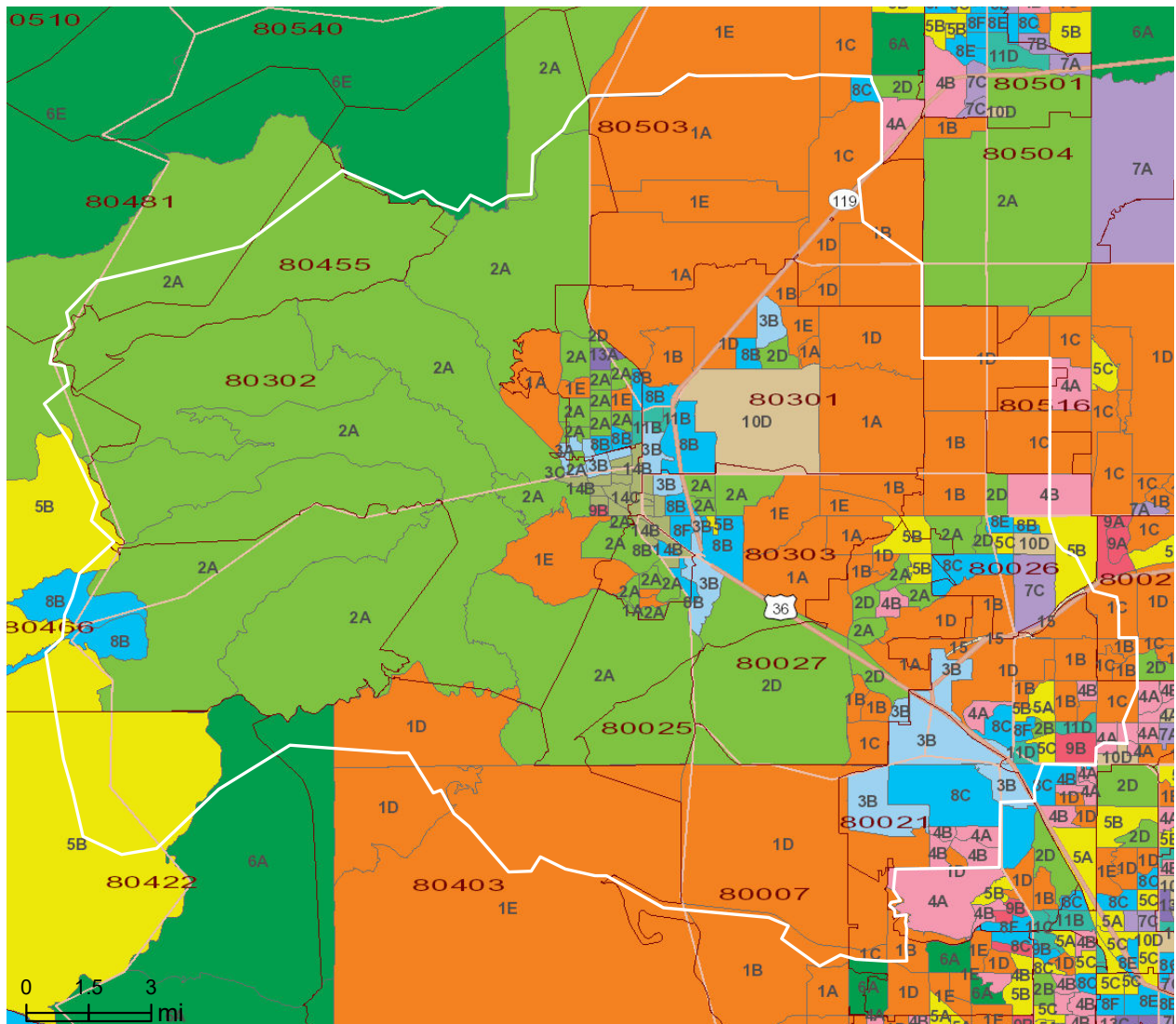
**+ L14 SCHOLARS AND PATRIOTS**

College campuses and military neighborhoods



# Secondary Retail Trade Area • Lifemode Summary Groups Map

## Superior, Colorado



### + L1 AFFLUENT ESTATES

Established wealth — educated, well-traveled married couples

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College campuses and military neighborhoods



# Secondary 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	Urban Chic (2A)	16.6%	16.6%	1.3%	1.3%	1279
2	Metro Renters (3B)	11.1%	27.6%	1.7%	3.0%	643
3	Professional Pride (1B)	8.0%	35.6%	1.6%	4.6%	490
4	Dorms to Diplomas (14C)	7.6%	43.2%	0.5%	5.2%	1,495
5	Emerald City (8B)	7.3%	50.6%	1.4%	6.6%	519
	Subtotal	50.6%		6.5%		
6	Boomburbs (1C)	6.2%	56.8%	1.8%	8.4%	343
7	Savvy Suburbanites (1D)	6.0%	62.7%	3.0%	11.3%	201
8	Enterprising Professionals (2D)	4.2%	67.0%	1.4%	12.8%	294
9	In Style (5B)	3.6%	70.6%	2.2%	15.0%	162
10	College Towns (14B)	3.4%	74.0%	1.0%	16.0%	359
	Subtotal	23.4%		9.4%		
11	Home Improvement (4B)	3.4%	77.4%	1.7%	17.7%	199
12	Bright Young Professionals (8C)	3.1%	80.5%	2.3%	19.9%	137
13	Exurbanites (1E)	2.8%	83.3%	1.9%	21.9%	145
14	Top Tier (1A)	2.7%	85.9%	1.7%	23.5%	160
15	Young and Restless (11B)	2.2%	88.1%	1.8%	25.3%	125
	Subtotal	14.2%		9.4%		
16	Workday Drive (4A)	1.9%	90.1%	3.0%	28.3%	65
17	Down the Road (10D)	1.5%	91.5%	1.2%	29.4%	126
18	Set to Impress (11D)	1.3%	92.8%	1.4%	30.8%	93
19	Old and Newcomers (8F)	1.1%	93.9%	2.3%	33.1%	48
20	Urban Edge Families (7C)	1.1%	95.0%	1.5%	34.6%	74
	Subtotal	6.9%		9.4%		
	Total	95.0%		34.6%		275

# 2A LifeMode Group: Upscale Avenues

## Urban Chic

**US Households:** 1,635,200  
**Average Household Size:** 2.39

**Median Age:** 43.3  
**Median Household Income:** \$109,400

### WHO ARE WE?

Urban Chic residents are professionals that live a sophisticated, exclusive lifestyle. Half of all households are occupied by married-couple families and about 30% are singles. These are busy, well-connected, and well-educated consumers—avid readers and moviegoers, environmentally active, and financially stable. This market is a bit older, with a median age of 43 years, and growing slowly, but steadily.

### OUR NEIGHBORHOOD

- More than half of Urban Chic households include married couples; nearly 30% are singles.
- Average household size is slightly lower at 2.39.
- Homes range from prewar to recent construction, high-rise to single family. Over 60% of householders live in single-family homes; more than one in four live in multiunit structures.
- Two-thirds of homes are owner occupied.
- Major concentrations of these neighborhoods are found in the suburban periphery of large metropolitan areas on the California coast and along the East Coast.
- Most households have two vehicles available. Commuting time is slightly longer, but commuting by bicycle is common (Index 252).

### SOCIOECONOMIC TRAITS

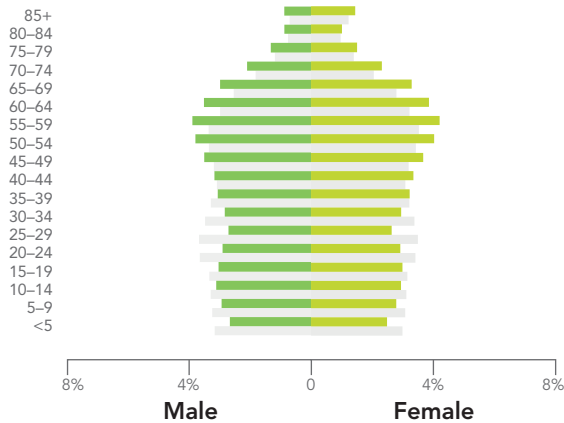
- Well educated, more than 65% of residents hold a bachelor's degree or higher (Index 212).
- Unemployment rate is well below average at 3.3% (Index 61); labor force participation is higher at 68%.
- Residents are employed in white collar occupations—in managerial, technical, and legal positions.
- Nearly 40% of households receive income from investments.
- Environmentally aware, residents actively recycle and maintain a “green” lifestyle.
- These busy, tech-savvy residents use PCs extensively for an array of activities such as shopping, banking, and staying current—a top market for Apple computers.

# 2A LifeMode Group: Upscale Avenues Urban Chic

## AGE BY SEX (Esri data)

Median Age: **43.3** US: 38.2

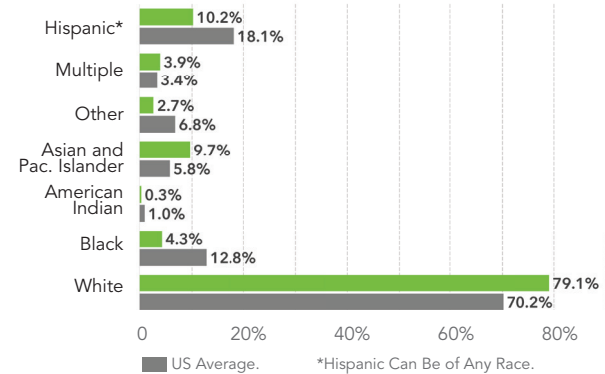
■ Indicates US



## 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).

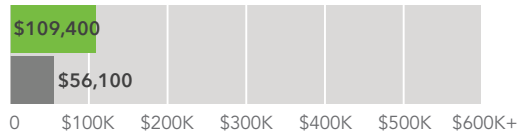
Diversity Index: **48.1** US: 64.0



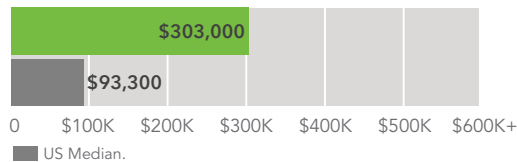
## INCOME AND NET WORTH

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

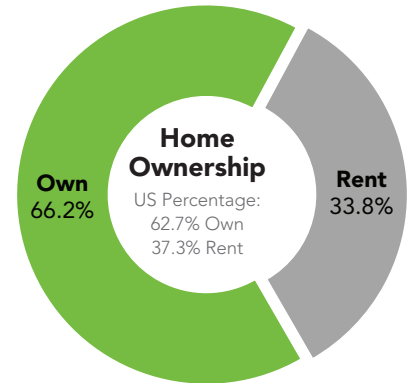
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Typical Housing:  
Single Family

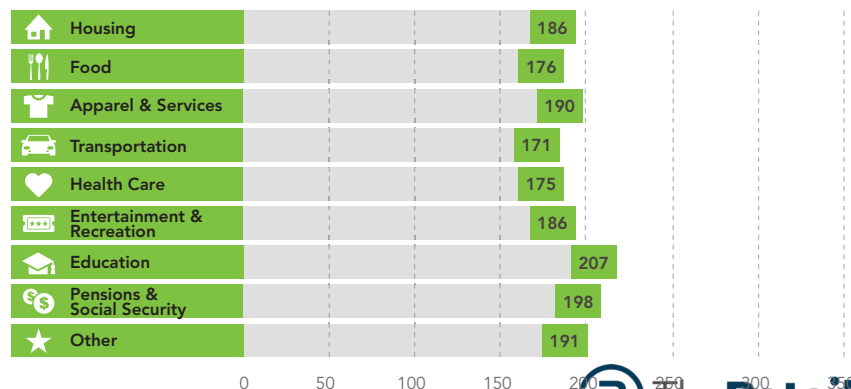
Median Value:  
\$623,400

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.



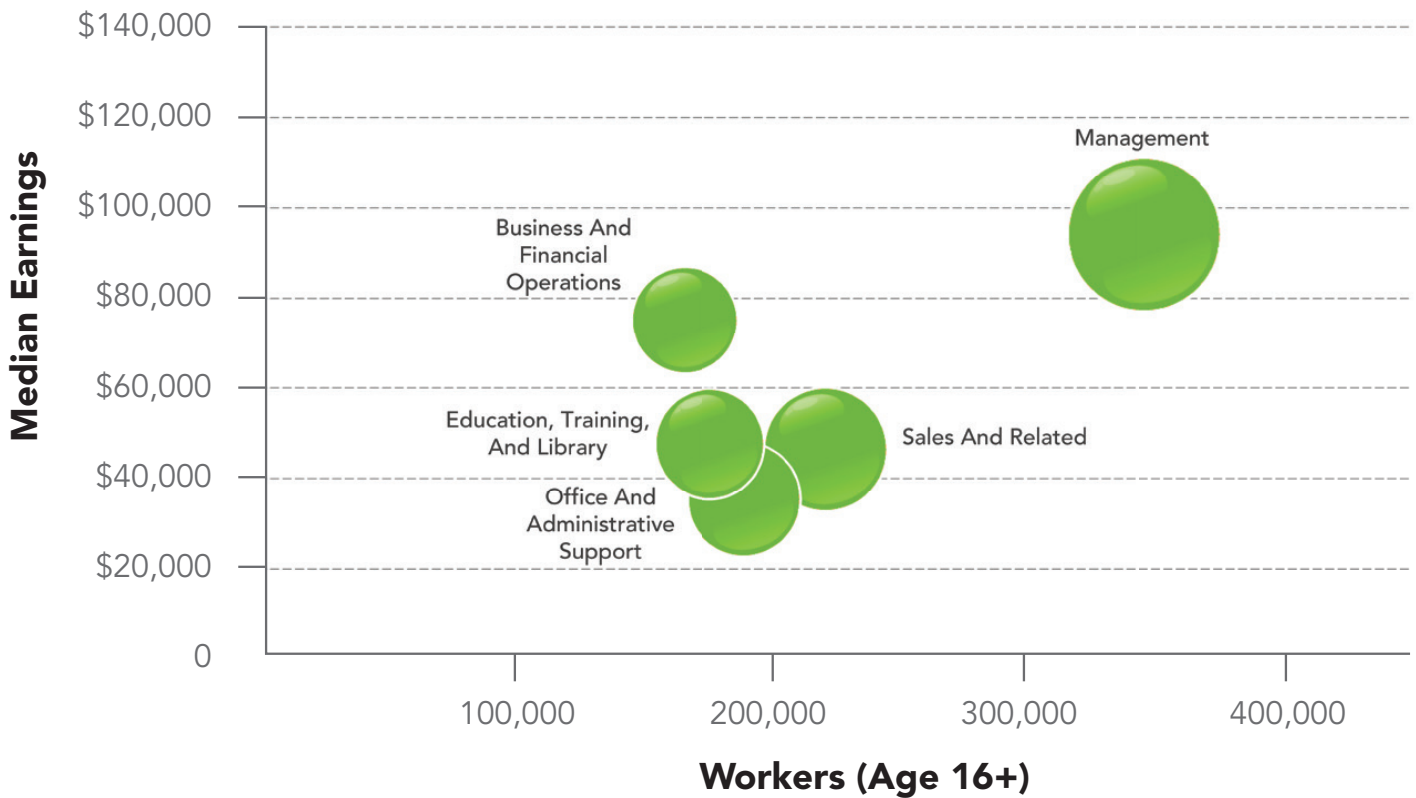
# 2A LifeMode Group: Upscale Avenues Urban Chic

## Market Profile

- Shop at Trader Joe's, Costco, or Whole Foods.
- Eat organic foods, drink imported wine, and truly appreciate a good cup of coffee.
- Travel extensively (domestically and internationally).
- Prefer to drive luxury imports and shop at upscale establishments.
- Embrace city life by visiting museums, art galleries, and movie theaters for a night out.
- Avid book readers of both digital and audio formats.
- Financially shrewd residents that maintain a healthy portfolio of stocks, bonds, and real estate.
- In their downtime, enjoy activities such as skiing, yoga, hiking, and tennis.

## 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.





# 3B LifeMode Group: Uptown Individuals Metro Renters

**US Households:** 1,911,500  
**Average Household Size:** 1.67

**Median Age:** 32.5  
**Median Household Income:** \$67,000

## WHO ARE WE?

Residents in this highly mobile and educated market live alone or with a roommate in older apartment buildings and condos located in the urban core of the city. This is one of the fastest growing segments; the popularity of urban life continues to increase for consumers in their late twenties and thirties. Metro Renters residents income is above the US average, but they spend a large portion of their wages on rent, clothes, and the latest technology. Computers and cell phones are an integral part of everyday life and are used interchangeably for news, entertainment, shopping, and social media. Metro Renters residents live close to their jobs and usually walk or take a taxi to get around the city.

## OUR NEIGHBORHOOD

- Over half of all households are occupied by singles, resulting in the smallest average household size among the markets, 1.67.
- Neighborhoods feature 20+ unit apartment buildings, typically surrounded by offices and businesses.
- Renters occupy close to 80% of all households.
- Public transportation, taxis, walking, and biking are popular ways to navigate the city.

## SOCIOECONOMIC TRAITS

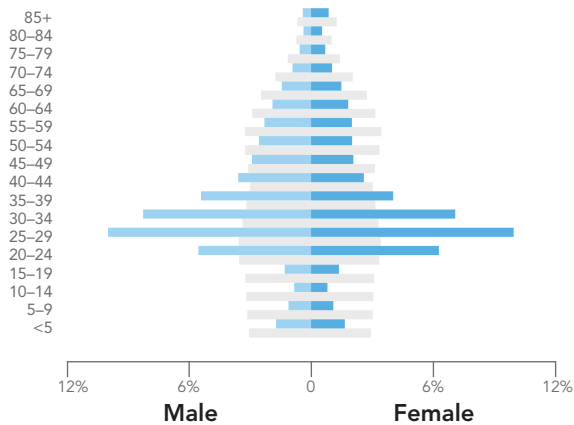
- Well-educated consumers, many currently enrolled in college.
- Very interested in the fine arts and strive to be sophisticated; value education and creativity.
- Willing to take risks and work long hours to get to the top of their profession.
- Become well informed before purchasing the newest technology.
- Prefer environmentally safe products.
- Socializing and social status very important.

# 3B LifeMode Group: Uptown Individuals Metro Renters

## AGE BY SEX (Esri data)

**Median Age: 32.5** US: 38.2

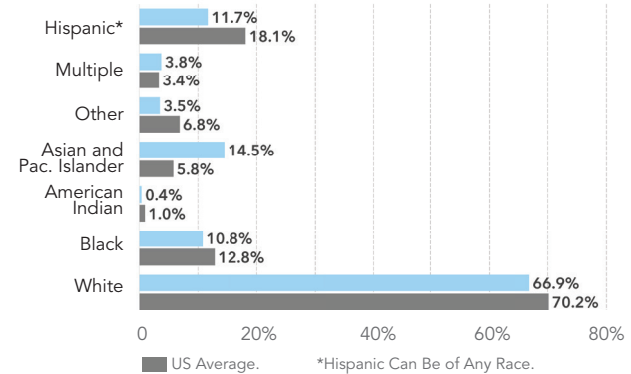
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## RACE AND ETHNICITY (Esri data)

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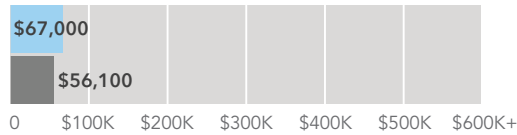
**Diversity Index: 61.9** US: 64.0



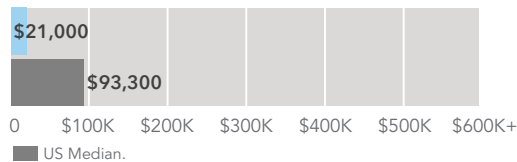
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### Median Household Income



### Median Net Worth



## HOUSING

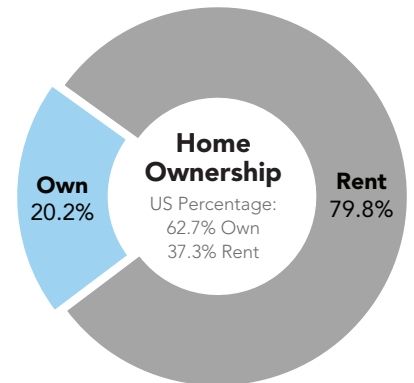
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**Typical Housing:**  
Multiunit Rentals

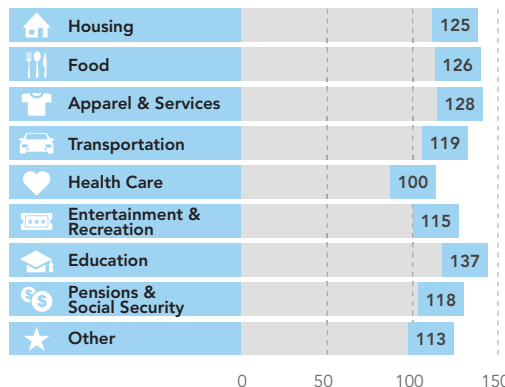
**Average Rent:**  
\$1,430

US Average: \$1,038



## AVERAGE HOUSEHOLD BUDGET INDEX

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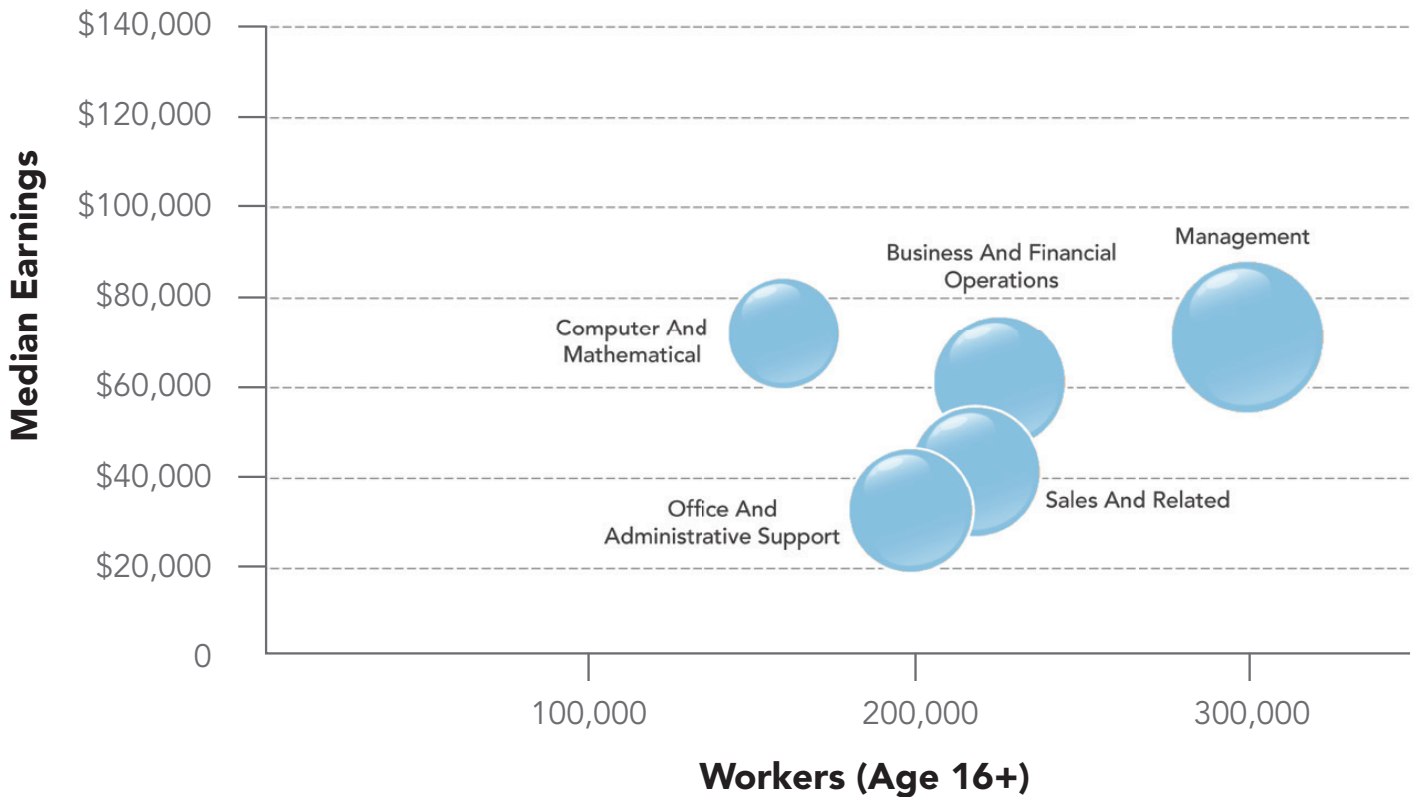
# 3B LifeMode Group: Uptown Individuals Metro Renters

## Market Profile

- Enjoy wine at bars and restaurants.
- Shop at Trader Joe's and Whole Foods for groceries; partial to organic foods.
- Own a Mac computer and use it for reading/writing blogs, accessing dating websites, and watching TV programs and movies.
- Favorite websites: Facebook, Twitter, YouTube, and LinkedIn.
- Use a tablet for reading newspapers and magazines.
- Participate in leisure activities including yoga, Pilates, and downhill skiing.
- Shop for clothes at Banana Republic, The Gap, and Nordstrom.

## 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.



# 1B LifeMode Group: Affluent Estates Professional Pride

**US Households:** 1,982,300  
**Average Household Size:** 3.13

**Median Age:** 40.8  
**Median Household Income:** \$138,100

## WHO ARE WE?

Professional Pride consumers are well-educated career professionals that have prospered through the Great Recession. To maintain their upscale suburban lifestyles, these goal oriented couples work, often commuting far and working long hours. However, their schedules are fine-tuned to meet the needs of their school age children. They are financially savvy; they invest wisely and benefit from interest and dividend income. So far, these established families have accumulated an average of 1.6 million dollars in net worth, and their annual household income runs at more than twice the US level. They take pride in their newer homes and spend valuable time and energy upgrading. Their homes are furnished with the latest in home trends, including finished basements equipped with home gyms and in-home theaters.

## OUR NEIGHBORHOOD

- Typically owner occupied (Index 146), single-family homes are in newer neighbor hoods: 67% of units were built in the last 20 years.
- Neighborhoods are primarily located in the suburban periphery of large metropolitan areas.
- Most households own three or more vehicles; long commutes are the norm.
- Homes are valued at more than twice the US median home value, although three out of four homeowners have mortgages to pay off.
- Families are mostly married couples (almost 80% of households), and nearly half of these families have kids. Their average household size, 3.13, reflects the presence of children.

## SOCIOECONOMIC TRAITS

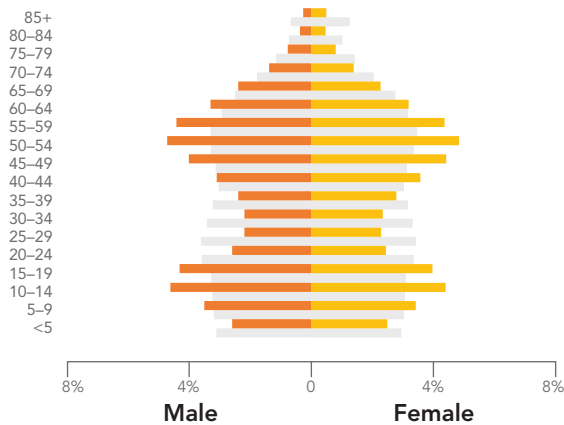
- Professional Pride consumers are highly qualified in the science, technology, law, or finance fields; they've worked hard to build their professional reputation or their start-up businesses.
- These consumers are willing to risk their accumulated wealth in the stock market.
- They have a preferred financial institution, regularly read financial news, and use the Internet for banking transactions.
- These residents are goal oriented and strive for lifelong earning and learning.
- Life here is well organized; routine is a key ingredient to daily life.

# 1B LifeMode Group: Affluent Estates Professional Pride

## AGE BY SEX (Esri data)

Median Age: **40.8** US: 38.2

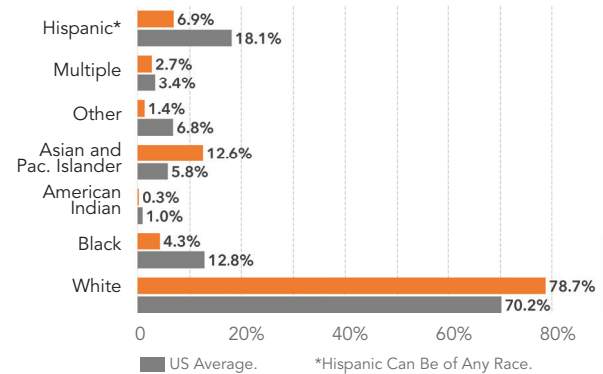
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## RACE AND ETHNICITY (Esri data)

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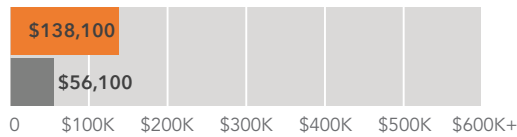
Diversity Index: **44.5** US: 64.0



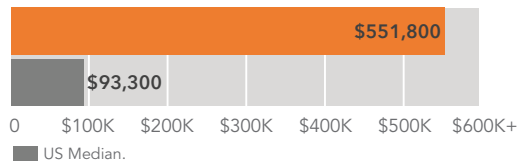
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### Median Household Income



### Median Net Worth



## HOUSING

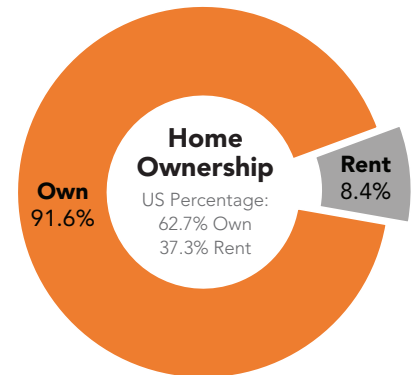
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Typical Housing:  
Single Family

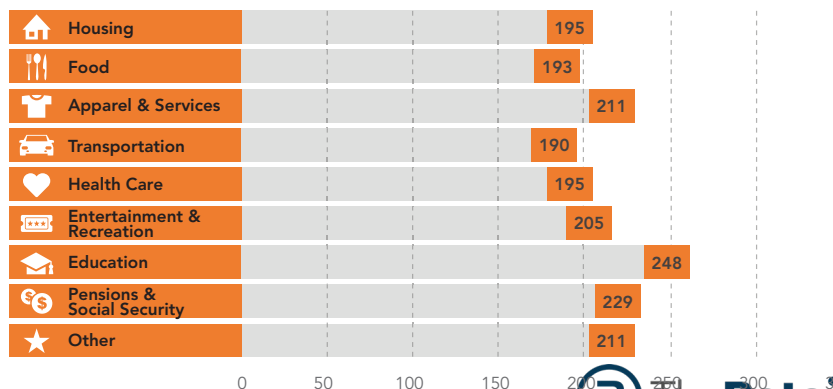
Median Value:  
\$433,400

US Median: \$207,300



## AVERAGE HOUSEHOLD BUDGET INDEX

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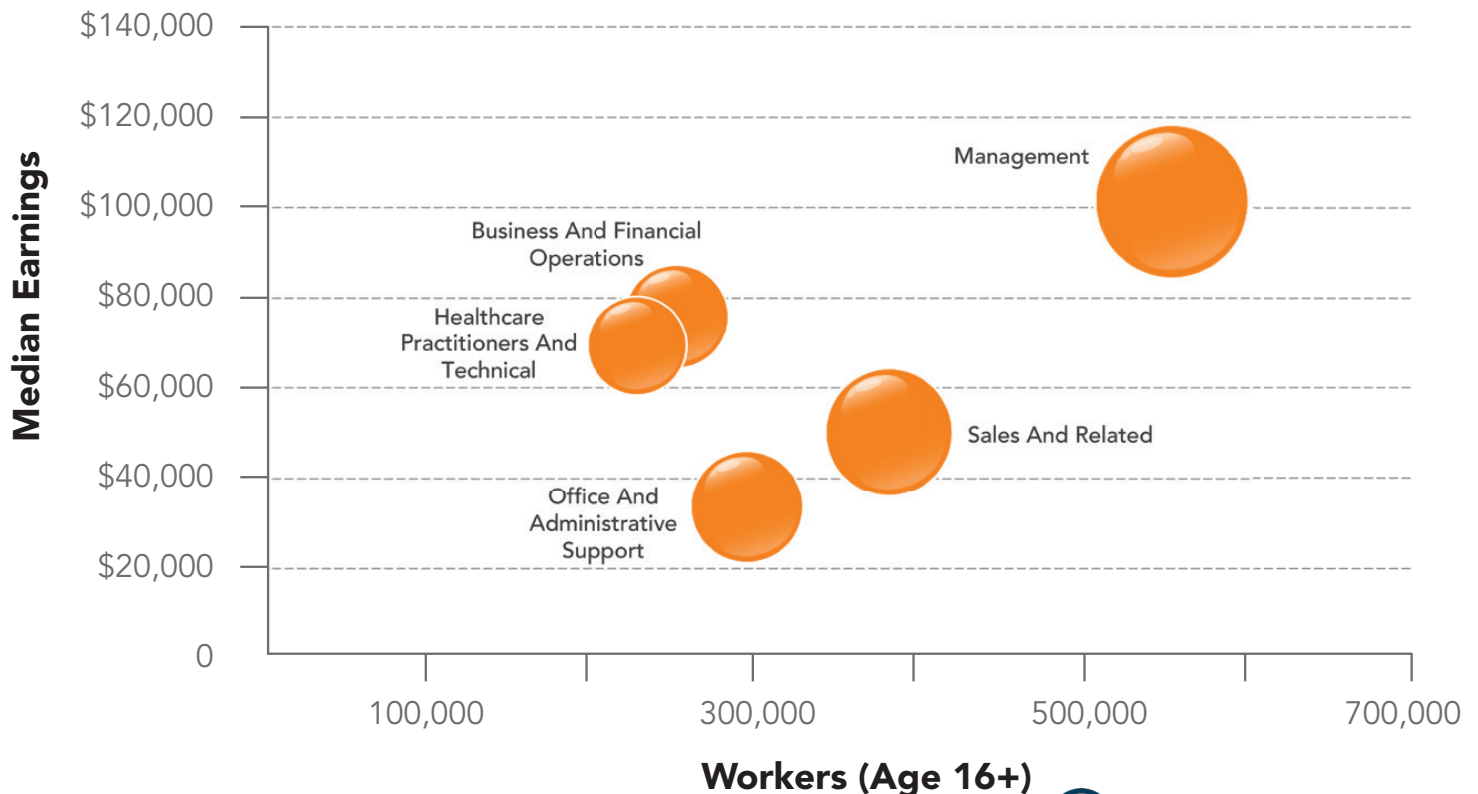
# 1B LifeMode Group: Affluent Estates Professional Pride

## Market Profile

- These frequent travelers take several domestic trips a year, preferring to book their plane tickets, accommodations, and rental cars via the Internet.
- Residents take pride in their picture-perfect homes, which they continually upgrade. They shop at Home Depot and Bed Bath & Beyond to tackle the smaller home improvement and remodeling tasks but contract out the larger projects.
- To keep up with their busy households, they hire housekeepers or professional cleaners.
- Residents are prepared for the ups and downs in life; they maintain life insurance; homeowners and auto insurance; as well as medical, vision, dental, and prescription insurance through work. They are actively investing for the future; they hold 401(k) and IRA retirement plans, plus securities.
- Consumers spend on credit but have the disposable income to avoid a balance on their credit cards. They spend heavily on Internet shopping; Amazon.com is a favorite website.
- Consumers find time in their busy schedules for themselves. They work out in their home gyms, owning at least a treadmill, an elliptical, or weightlifting equipment. They also visit the salon and spa regularly.
- All family members are avid readers; they read on their smartphones, tablets, and e-readers but also read hard copies of epicurean, home service, and sports magazines.
- Residents, both young and old, are tech savvy; they not only own the latest and greatest in tablets, smartphones, and laptops but actually use the features each has to offer.

## 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.



# 14C LifeMode Group: Scholars and Patriots

## Dorms to Diplomas

**US Households:** 630,300  
**Average Household Size:** 2.22

**Median Age:** 21.6  
**Median Household Income:** \$16,800

### WHO ARE WE?

On their own for the first time, Dorms to Diplomas residents are just learning about finance and cooking. Frozen dinners and fast food are common options. Shopping trips are sporadic, and preferences for products are still being established. Many carry a balance on their credit card so they can buy what they want now. Although school and part-time work take up many hours of the day, the remainder is usually filled with socializing and having fun with friends. They are looking to learn life lessons inside and outside of the classroom. This is the first online generation, having had lifelong use of computers, the Internet, cell phones, and MP3 players.

### OUR NEIGHBORHOOD

- Mix of dorms, on-campus and off-campus housing cater to young renters.
- Off-campus householders are commonly students living alone or with roommates; average household size is 2.22.
- More than 80% of the housing are apartments; many older homes in town have been converted into multifamily living units.
- With limited parking on campus, many walk, bike, or car pool to class.
- Less than one in ten homes are owner occupied.

### SOCIOECONOMIC TRAITS

- They're the youngest market with half of the population aged 20–24.
- They're impulse buyers who experiment with different brands.
- They buy trendy clothes on a budget.
- Vehicles are just a means of transportation—economy and environmental impact are factors in purchases; used, imported subcompact cars are a popular choice.
- They value socializing, having fun, and learning new things.
- They're always connected; their cell phone is never out of reach.

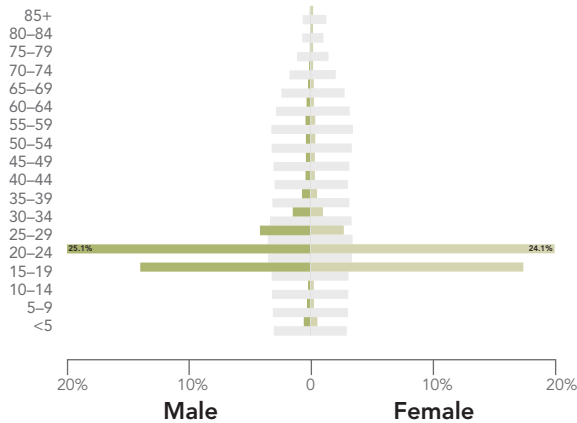
# 14C LifeMode Group: Scholars and Patriots

## Dorms to Diplomas

### AGE BY SEX (Esri data)

**Median Age: 21.6** US: 38.2

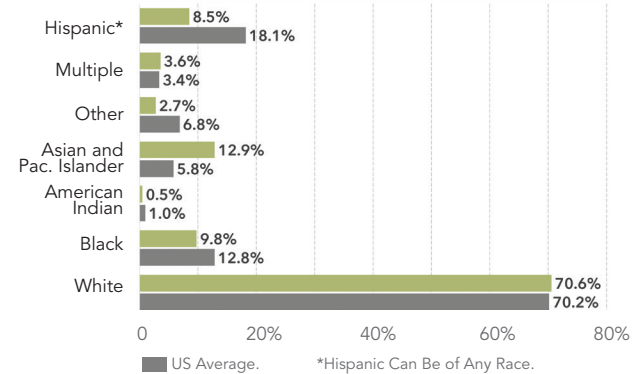
■ Indicates US



### 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).

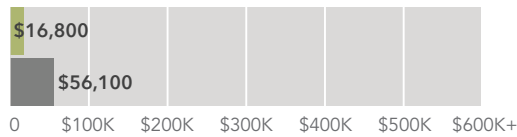
**Diversity Index: 55.8** US: 64.0



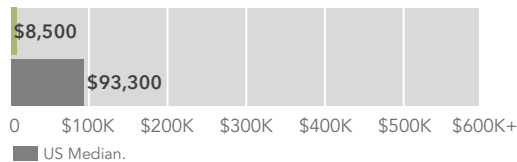
### INCOME AND NET WORTH

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

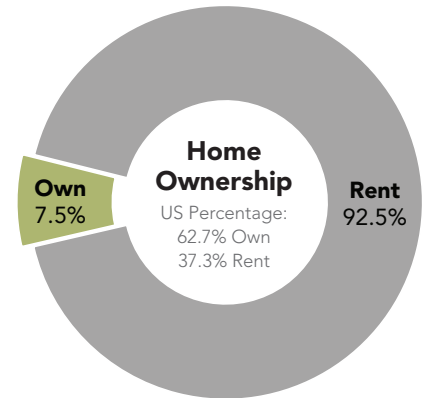
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



**Typical Housing:**  
Multi-Unit Rentals

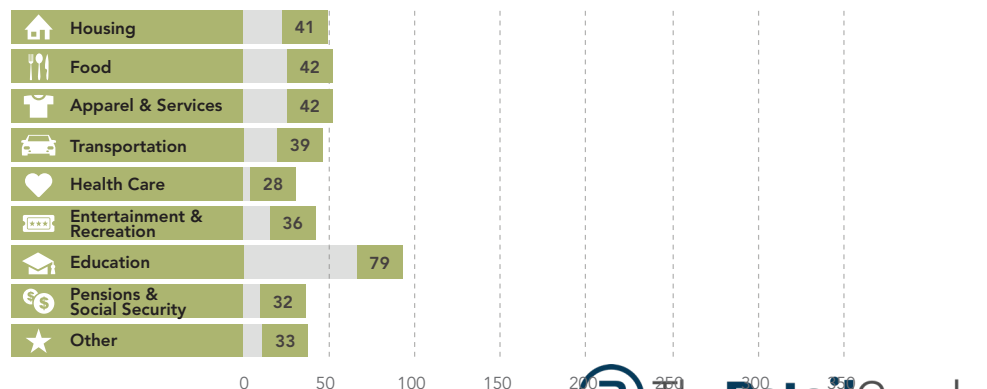
**Average Rent:**  
\$1,025

US Average: \$1,038



### 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.





# 14C LifeMode Group: Scholars and Patriots

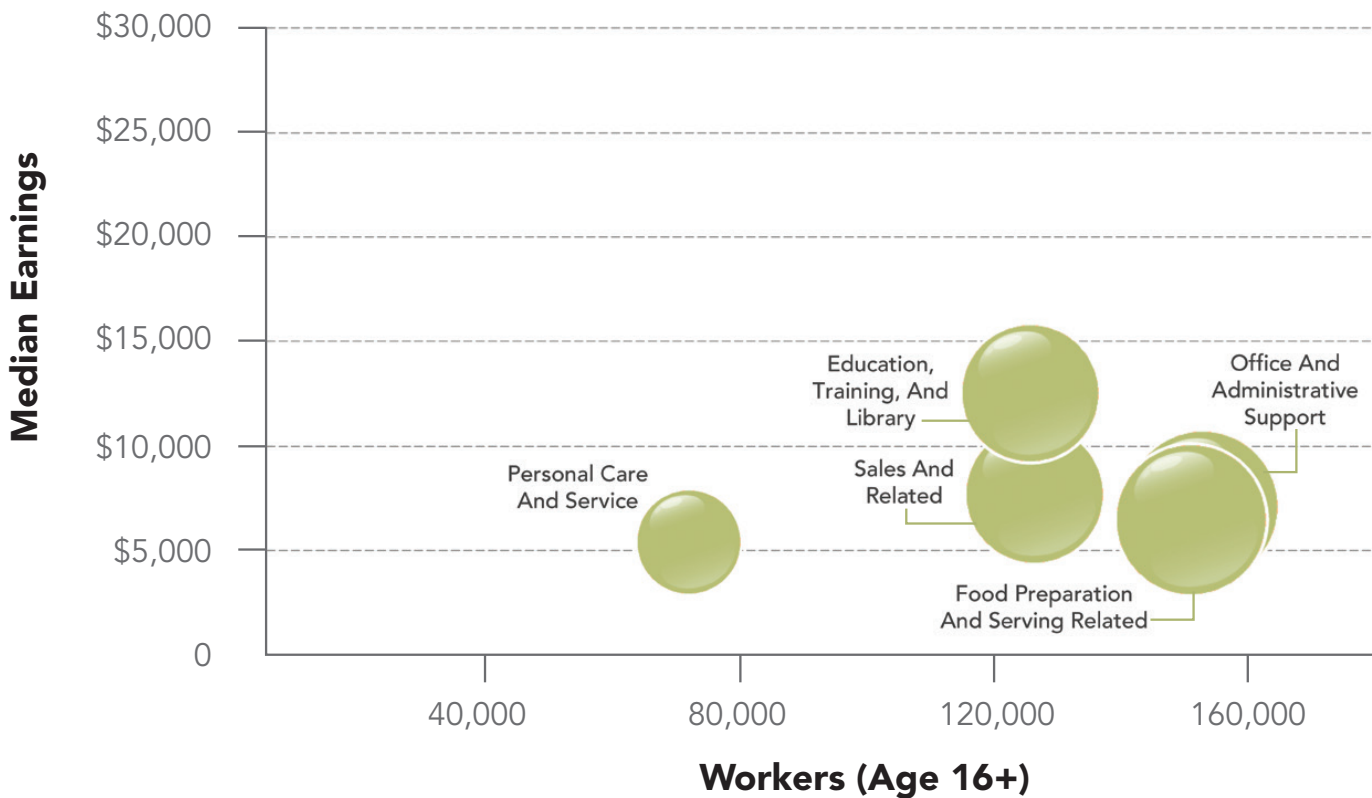
## Dorms to Diplomas

### Market Profile

- They enjoy going to the movies, out to bars for drinks and maybe a game of billiards.
- With little experience cooking, fast food and frozen dinners are the “go-to” choices.
- Rely on Internet shopping to express appearance and fashion preferences; hair color and teeth whiteners are commonplace.
- They listen to all the latest music on their mobile devices.
- They’re very active on and off campus, participating in many sports and activities like frisbee, bowling, weight lifting, jogging, and yoga.
- Use a computer for just about everything including news, entertainment, shopping, blogging, social media, TV, movies, and homework.

### 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.



# 8B LifeMode Group: Middle Ground Emerald City

**US Households:** 1,748,600  
**Average Household Size:** 2.06

**Median Age:** 37.4  
**Median Household Income:** \$59,200

## WHO ARE WE?

Emerald City's denizens live in lower-density neighborhoods of urban areas throughout the country. Young and mobile, they are more likely to rent. Well educated and well employed, half have a college degree and a professional occupation. Incomes close to the US median come primarily from wages, investments, and self-employment. This group is highly connected, using the Internet for entertainment and making environmentally friendly purchases. Long hours on the Internet are balanced with time at the gym. Many embrace the "foodie" culture and enjoy cooking adventurous meals using local and organic foods. Music and art are major sources of enjoyment. They travel frequently, both abroad and domestically.

## OUR NEIGHBORHOOD

- There are mostly older, established neighborhoods with homes built before 1960; around 30% built before 1940.
- Just over half of all homes are renter occupied.
- Single-person and nonfamily types make up over half of all households.
- Median home value and average rent are slightly above the US levels; around half of owned homes are worth \$150,000–\$300,000.

## SOCIOECONOMIC TRAITS

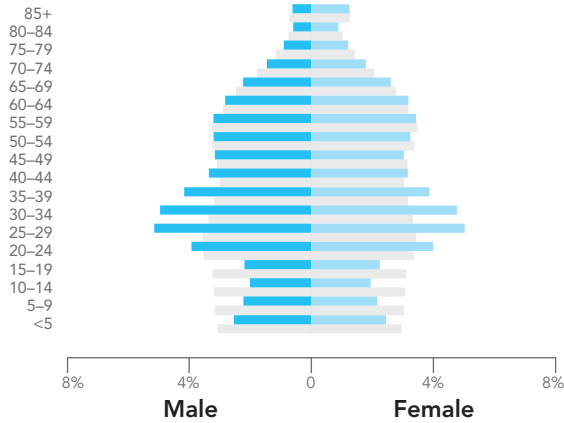
- Well educated, these consumers research products carefully before making purchases.
- They buy natural, green, and environmentally friendly products.
- Very conscious of nutrition, they regularly buy and eat organic foods.
- Cell phones and text messaging are a huge part of everyday life.
- They place importance on learning new things to keep life fresh and variable.
- They are interested in the fine arts and especially enjoy listening to music.

# 8B LifeMode Group: Middle Ground Emerald City

## AGE BY SEX (Esri data)

**Median Age: 37.4** US: 38.2

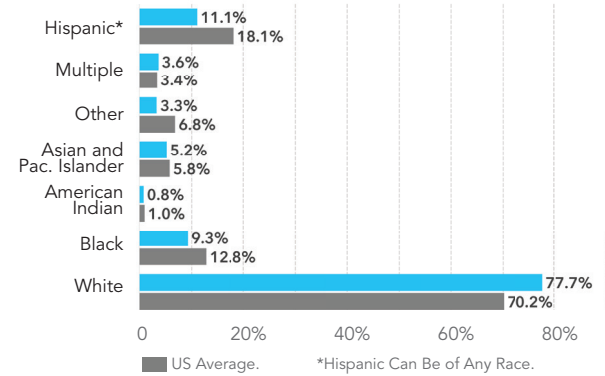
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## RACE AND ETHNICITY (Esri data)

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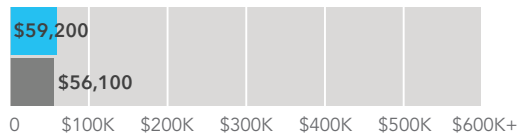
**Diversity Index: 50.6** US: 64.0



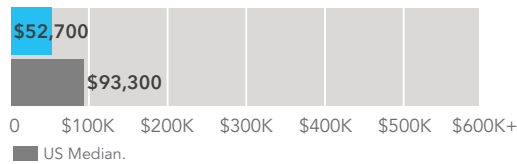
## INCOME AND NET WORTH

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### Median Household Income



### Median Net Worth



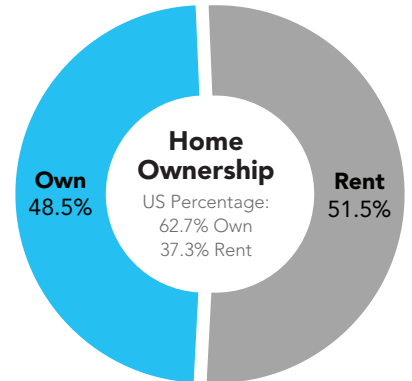
## HOUSING

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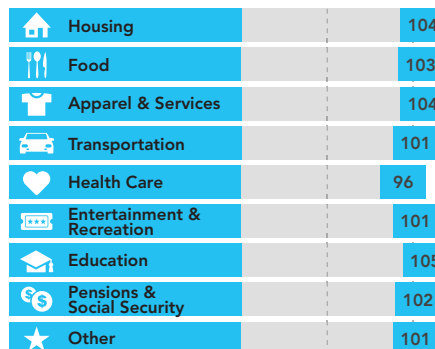
**Typical Housing:**  
Single Family;  
Multi-Units

**Average Rent:**  
\$1,087



## AVERAGE HOUSEHOLD BUDGET INDEX

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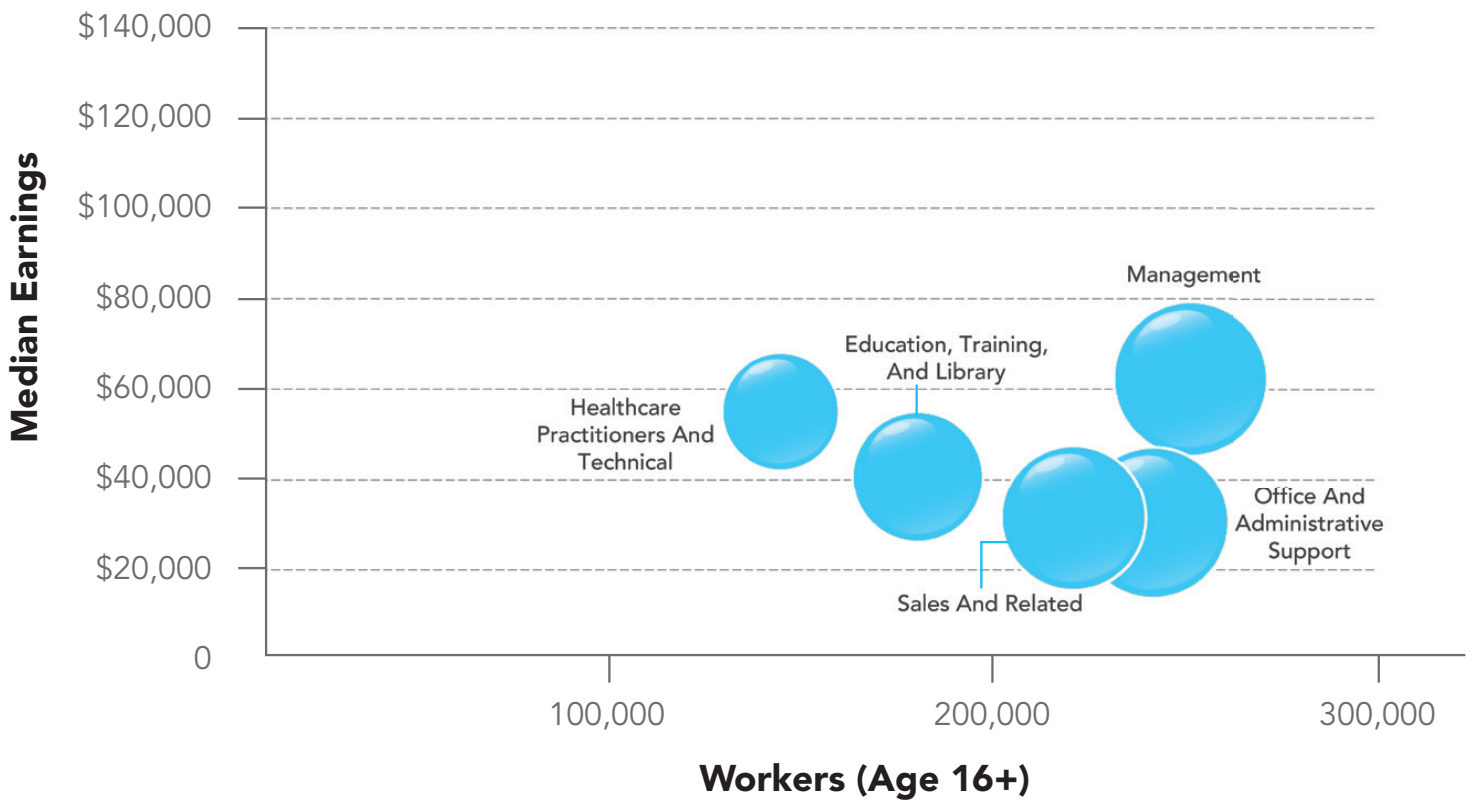
# 8B LifeMode Group: Middle Ground Emerald City

## Market Profile

- Liberal segment that contributes to NPR and PBS.
- Shop at Trader Joe's and Whole Foods.
- Budget time—utilize home cleaning services so there's time for yoga.
- Use the web for professional networking, blogging, making travel plans, shopping, and sports news.
- Read magazines and books on a tablet, sometimes while exercising at home.
- Attend venues like art galleries, museums, and concerts. At home they like to cook and bake.

## OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.



# About The Retail Coach®

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

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

## Retail:360® Process

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

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



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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