PRIMARY RETAIL TRADE AREA PSYCHOGRAPHIC PROFILE

Wylie, Texas

TheRetailCoach®
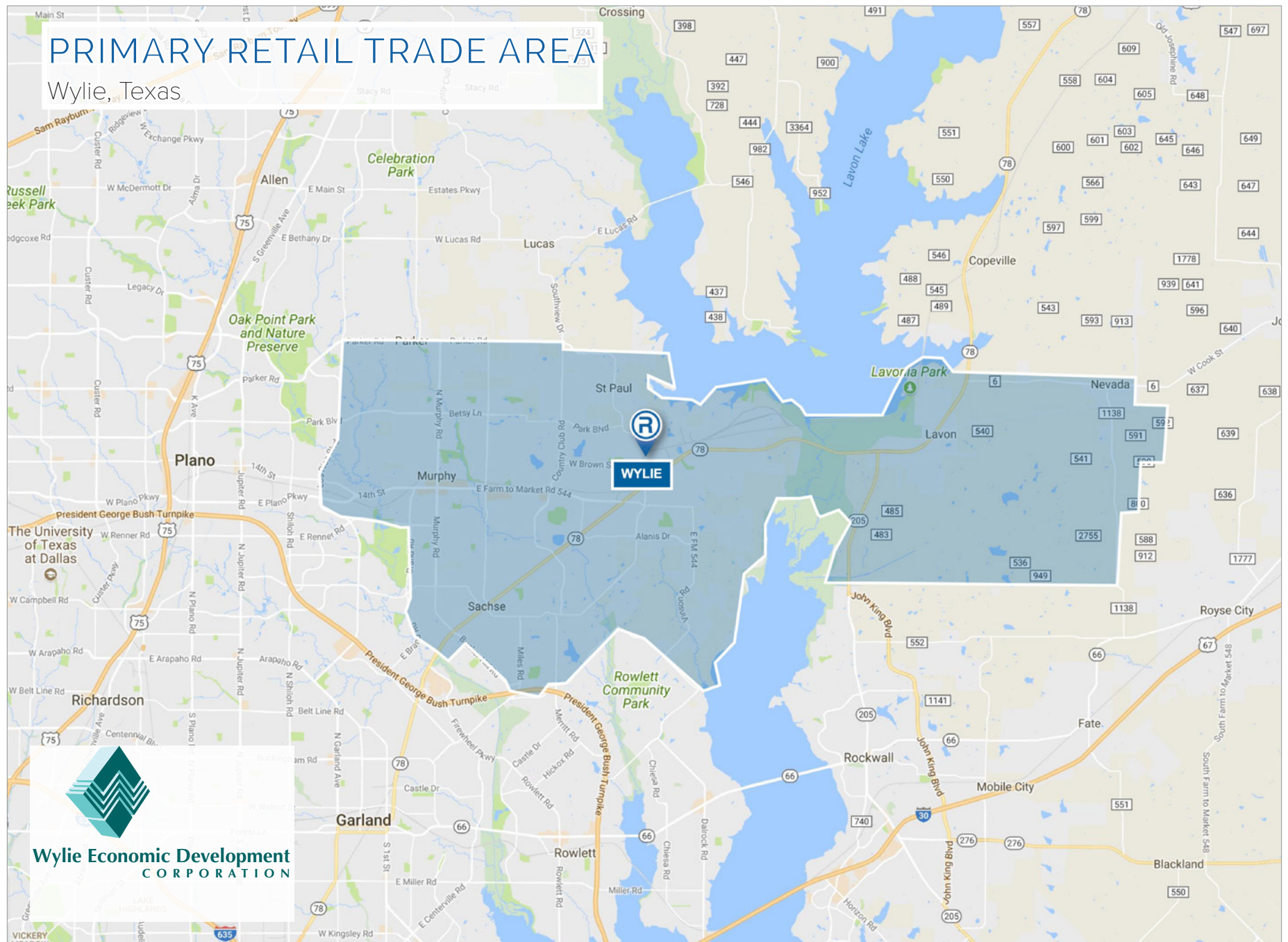
Wylie Economic Development CORPORATION

PRIMARY RETAIL TRADE AREA
Wylie, Texas

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The**RetailCoach**®
TAPESTRY SEGMENTATION PROFILE

+ WHAT IS TAPESTRY SEGMENTATION?

Tapestry Segmentation is a market segmentation system that classifies US neighborhoods based on their socioeconomic and demographic compositions. Tapestry is a system for classifying consumers and constituents using all the variables that can distinguish consumer behavior, from household characteristics such as income and family type to personal traits like age, education, or employment and even housing choices.

Tapestry Segmentation classifies US neighborhoods into 67 distinct market segments. Neighborhoods with the most similar characteristics are grouped together, while neighborhoods with divergent characteristics are separated. Tapestry Segmentation combines the "who" of lifestyle demography with the "where" of local neighborhood geography to create a model of various lifestyle classifications, or segments, of actual neighborhoods with addresses—distinct behavioral market segments.
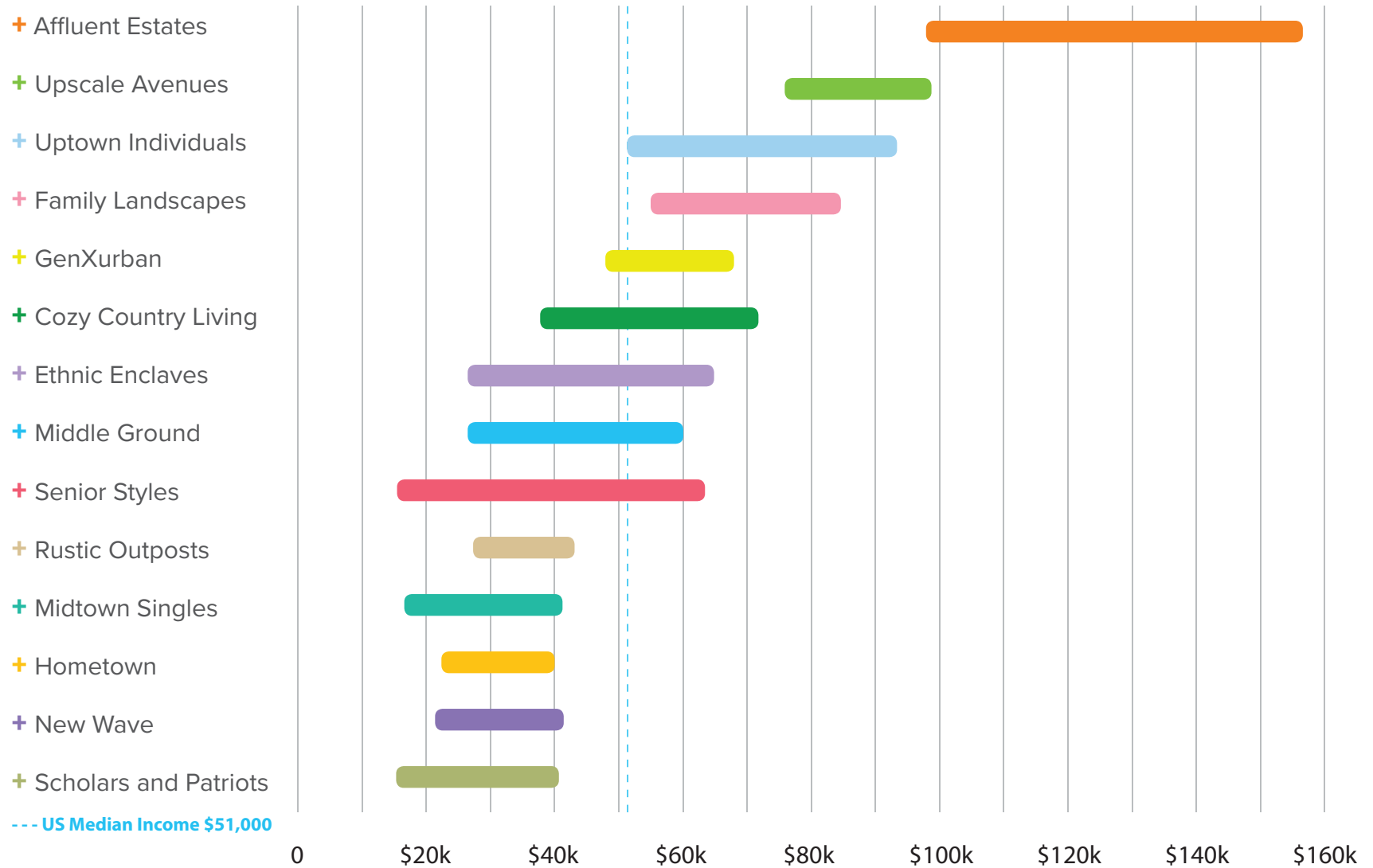
+ WHO SHOULD USE TAPESTRY SEGMENTATION?

All companies, agencies, and organizations need to understand consumers/constituents in order to supply them with the right products and services and to reach them via their preferred media. These applications require a robust segmentation system that can accurately profile these diverse markets. The versatility and predictive power of Tapestry Segmentation allow users to integrate their own data or national consumer surveys into Tapestry Segmentation to identify their best market segments and reach them through the most effective channels.

+ TAPESTRY SEGMENTATION SUMMARY GROUPS

Esri's Tapestry Segmentation provides a robust, powerful portrait of the 67 US consumer markets. To provide a broader view of these 67 segments, Esri combined them into 14 LifeMode Summary Groups based on lifestyle and lifestage composition.

L1 Affluent Estates
L2 Upscale Avenues
L3 Uptown Individuals
L4 Family Landscapes
L5 GenXurban
L6 Cozy Country Living
L7 Ethnic Enclaves
L8 Middle Ground
L9 Senior Styles
L10 Rustic Outposts
L11 Midtown Singles
L12 Hometown
L13 New Wave
L14 Scholars and Patriots

INCOME RANGE OF LIFEMODE SUMMARY GROUPS

Income range chart showing the following groups with approximate ranges:
- Affluent Estates: ~$100k–$155k
- Upscale Avenues: ~$75k–$95k
- Uptown Individuals: ~$52k–$92k
- Family Landscapes: ~$55k–$85k
- GenXurban: ~$50k–$68k
- Cozy Country Living: ~$40k–$72k
- Ethnic Enclaves: ~$30k–$65k
- Middle Ground: ~$30k–$60k
- Senior Styles: ~$15k–$63k
- Rustic Outposts: ~$30k–$44k
- Midtown Singles: ~$17k–$41k
- Hometown: ~$23k–$40k
- New Wave: ~$22k–$41k
- Scholars and Patriots: ~$17k–$40k

- - - US Median Income $51,000

X-axis: 0, $20k, $40k, $60k, $80k, $100k, $120k, $140k, $160k

PRIMARY RETAIL TRADE AREA • LIFEMODE SUMMARY GROUPS MAP
Wylie, 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
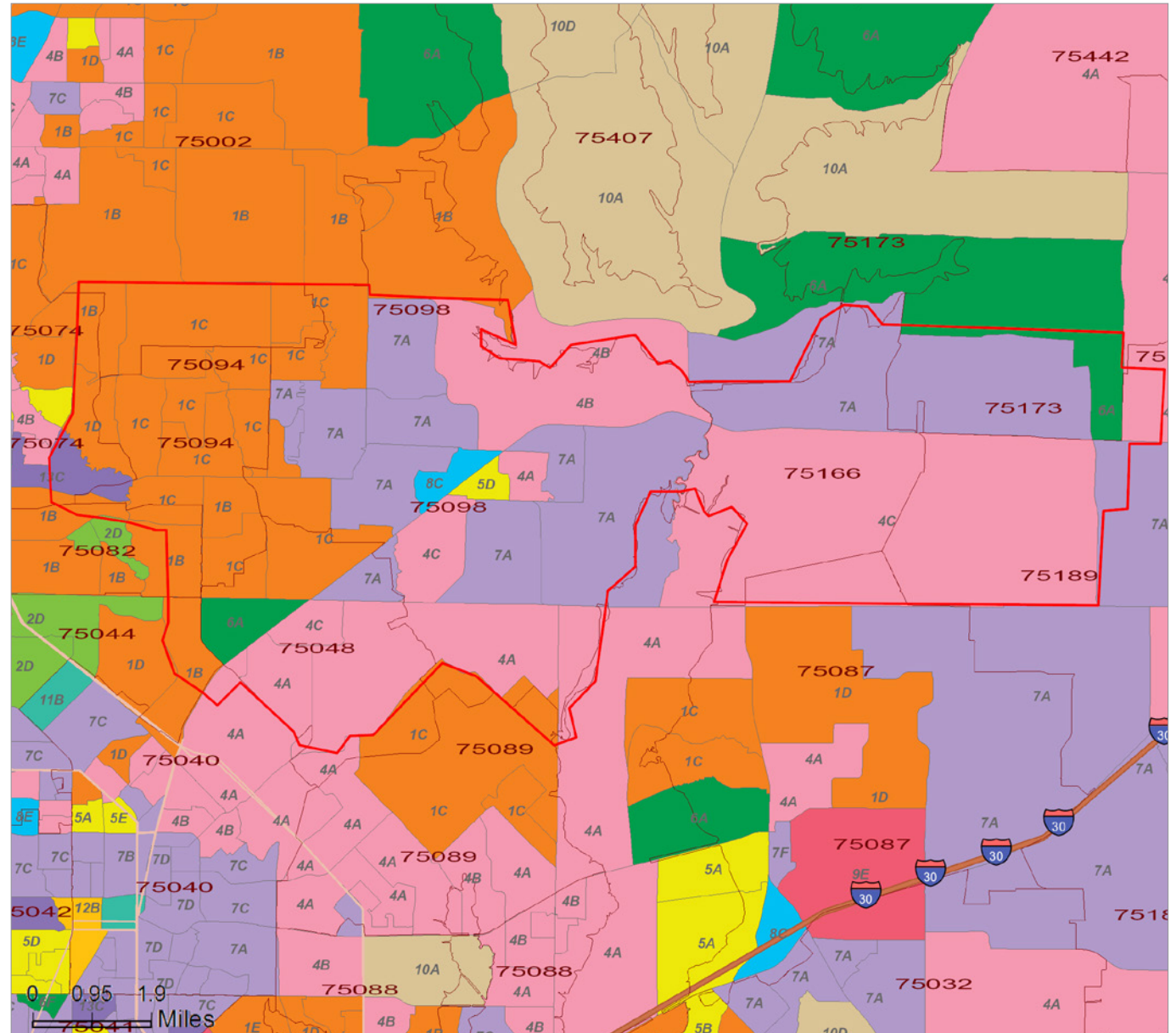
+ L12 HOMETOWN
Growing up and staying close to home; single householders

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

+ L14 SCHOLARS AND PATRIOTS
College campuses and military neighborhoods

PRIMARY RETAIL TRADE AREA • TOP TAPESTRY SEGMENTS
Wylie, Texas

	TAPESTRY SEGMENTATION	HOUSEHOLDS PERCENT	CUMULATIVE PERCENT	US HOUSEHOLDS PERCENT	CUMULATIVE PERCENT	INDEX
1	Up and Coming Families (7A)	31.7%	31.7%	2.4%	2.4%	1306
2	Boomburbs (1C)	27.6%	59.3%	1.7%	4.1%	1,636
3	Soccer Moms (4A)	13.2%	72.5%	2.9%	7.0%	455
4	Middleburg (4C)	8.7%	81.2%	2.9%	9.9%	304
5	Professional Pride (1B)	8.3%	89.5%	1.6%	11.5%	509
	Subtotal	**89.5%**		**11.5%**		
6	Green Acres (6A)	2.3%	91.8%	3.2%	14.7%	72
7	Bright Young Professionals (8C)	1.7%	93.5%	2.2%	16.9%	77
8	NeWest Residents (13C)	1.7%	95.2%	0.8%	17.7%	222
9	Savvy Suburbanites (1D)	1.6%	96.8%	3.0%	20.7%	54
10	Home Improvement (4B)	1.6%	98.4%	1.7%	22.4%	93
	Subtotal	**8.9%**		**10.9%**		
11	Rustbelt Traditions (5D)	1.6%	100.0%	2.2%	24.6%	71
	Subtotal	**1.6%**		**2.2%**		
	Total	**100.0%**		**24.6%**		**406**

LifeMode Group • Ethnic Enclaves

7A UP AND COMING FAMILIES

Up and Coming Families is a market in transition— residents are younger and more mobile and ethnically diverse than the previous generation.

They are ambitious, working hard to get ahead, and willing to take some risks to achieve their goals. The recession has impacted their financial well-being, but they are optimistic. Their homes are new; their families are young. And this is one of the fastest-growing markets in the country.

US Household // 2,562,000
Average Household Size // 3.10
Median Age // 30.7
Median Household Income // $64,000

+ OUR NEIGHBORHOOD

• New suburban periphery: new families in new housing subdivisions.

• Building began in the housing boom of the 2000s and continues in this fast-growing market.

• Single-family homes with a median value of $174,000 and a lower vacancy rate.

• The price of affordable housing: longer commute times (Index 116).

+ MARKET PROFILE

(Consumer preferences are estimated from data by GfK MRI)

• Rely on the Internet for entertainment, information, shopping, and banking.

• Prefer imported SUVs or compact cars, late models.

• Carry debt from credit card balances to student loans and mortgages, but also maintain retirement plans and make charitable contributions.

• Busy with work and family; use home and landscaping services to save time.

• Find leisure in family activities, movies at home, trips to theme parks or the zoo, and sports, from backpacking and baseball to weight lifting and yoga.

+ SOCIOECONOMIC TRAITS

• Education: 66% have some college education or degree(s).

• Hard-working labor force with a participation rate of 71% (Index 114) and low unemployment at 7% (Index 81).

• Most households (63%) have 2 or more workers.

• Careful shoppers, aware of prices, willing to shop around for the best deals and open to influence by others' opinions.

• Seek the latest and best in technology.

• Young families still feathering the nest and establishing their style.

+ 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.

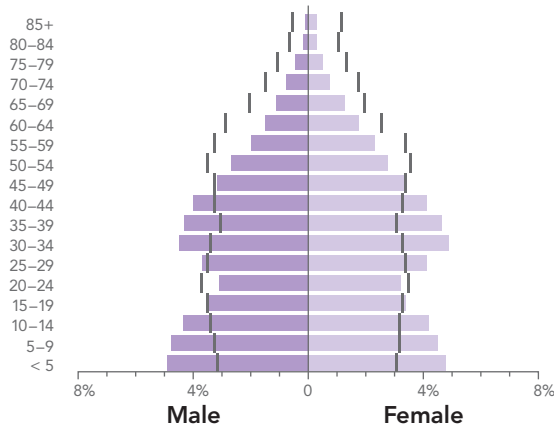**Typical Housing:**
Single Family
Median Value:
$174,000
US Median: $177,000

UP AND COMING FAMILIES LifeMode Group • Ethnic Enclaves

AGE BY SEX (Esri data)

Median Age: 30.7 US: 37.6

| Indicates US

Age groups (top to bottom): 85+, 80–84, 75–79, 70–74, 65–69, 60–64, 55–59, 50–54, 45–49, 40–44, 35–39, 30–34, 25–29, 20–24, 15–19, 10–14, 5–9, < 5
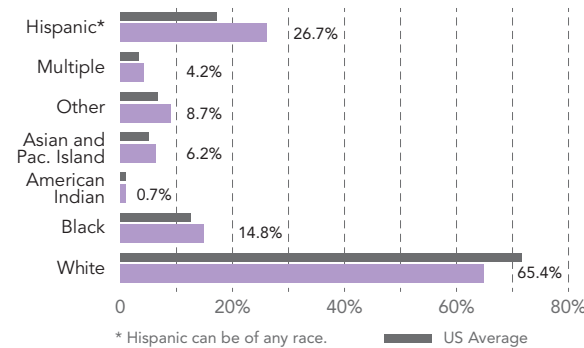
Axis: 8%, 4%, 0, 4%, 8%

Male / **Female**

RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).
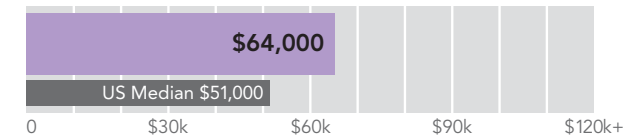
Diversity Index: 72.4 US: 62.1

Category	Percent
Hispanic*	26.7%
Multiple	4.2%
Other	8.7%
Asian and Pac. Island	6.2%
American Indian	0.7%
Black	14.8%
White	65.4%

Axis: 0, 20%, 40%, 60%, 80%

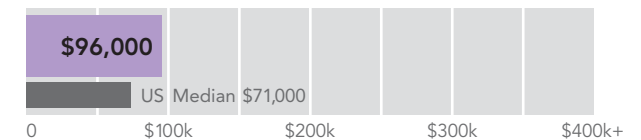* Hispanic can be of any race.　　US Average

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.
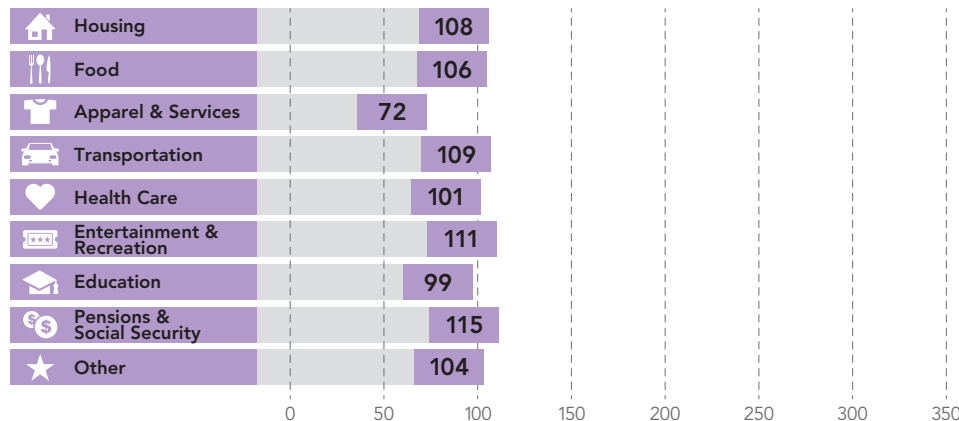
Median Household Income

$64,000

US Median $51,000

Axis: 0, $30k, $60k, $90k, $120k+

Median Net Worth

$96,000

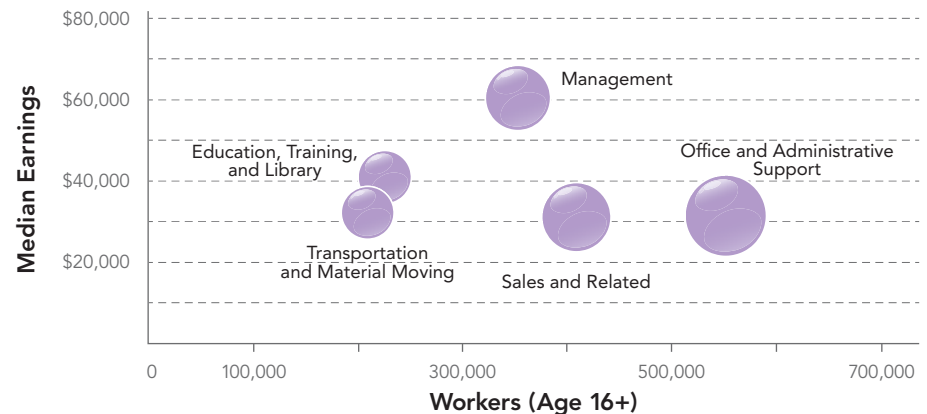US Median $71,000

Axis: 0, $100k, $200k, $300k, $400k+

AVERAGE HOUSEHOLD BUDGET INDEX

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

Category	Index
Housing	108
Food	106
Apparel & Services	72
Transportation	109
Health Care	101
Entertainment & Recreation	111
Education	99
Pensions & Social Security	115
Other	104

Axis: 0, 50, 100, 150, 200, 250, 300, 350

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.

Y-axis: Median Earnings — $20,000, $40,000, $60,000, $80,000

Occupations: Management; Education, Training, and Library; Office and Administrative Support; Transportation and Material Moving; Sales and Related

X-axis: Workers (Age 16+) — 0, 100,000, 300,000, 500,000, 700,000

1C BOOMBURBS

This is the new growth market, with a profile similar to the original: young professionals with families that have opted to trade up to the newest housing in the suburbs.

The original Boomburbs neighborhoods began growing in the 1990s and continued through the peak of the housing boom. Most of those neighborhoods are fully developed now. This is an affluent market but with a higher proportion of mortgages. Rapid growth still distinguishes the Boomburbs neighborhoods, although the boom is more subdued now than it was 10 years ago. So is the housing market. Residents are well-educated professionals with a running start on prosperity.

US Household // 1,695,000
Average Household Size // 3.22
Median Age // 33.6
Median Household Income // $105,000

+ OUR NEIGHBORHOOD

- Growth markets are in the suburban periphery of large metropolitan areas.
- Young families are married with children (Index 221); average household size is 3.22.
- Home ownership is 84% (Index 133), with the highest rate of mortgages, 78% (Index 173).
- Primarily single-family homes, in new neighborhoods, 72% built since 2000 (Index 521).
- Median home value is $293,000 (Index 165).
- Lower housing vacancy rate at 5.3%.
- The cost of affordable new housing comes at the expense of one of the longest commutes to work, over 30 minutes average, including a disproportionate number (34.5%) commuting across county lines (Index 146).

1C

BOOMBURBS LifeMode Group • Affluent Estates

+ MARKET PROFILE
(Consumer preferences are estimated from data by GfK MRI)

- Boomburbs residents prefer late model imports, primarily SUVs, and also luxury cars and minivans.

- This is one of the top markets for the latest in technology, from smartphones to tablets to Internet connectable televisions.

- Style matters in the Boomburbs, from personal appearance to their homes. These consumers are still furnishing their new homes and already remodeling.

- They like to garden but more often contract for home services.

- Physical fitness is a priority, including club memberships and home equipment.

- Leisure includes a range of activities from sports (hiking, bicycling, swimming, golf) to visits to theme parks or water parks.

- Residents are generous supporters of charitable organizations.

+ SOCIOECONOMIC TRAITS

- Well educated young professionals, 52% are college graduates (Index 185).

- Unemployment is low at 5.2% (Index 60); high labor force participation at 72% (Index 115); most households have more than two workers (Index 123).

- Longer commute times from the suburban growth corridors (Index 121) have created more home workers (Index 154).

- They are well connected: own the latest devices and understand how to use them efficiently; biggest complaints—too many devices and too many intrusions on personal time.

- Financial planning is well under way for these professionals.

+ 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:
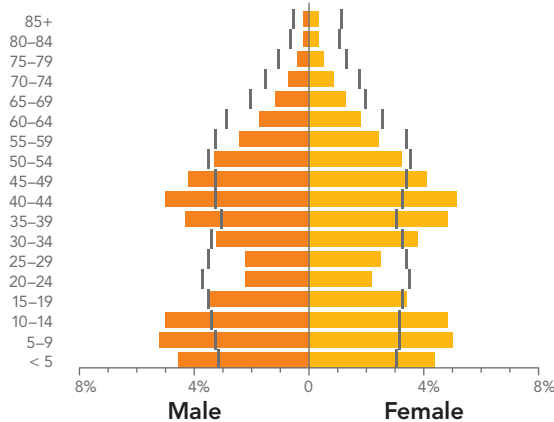Single Family
Median Value:
$293,000
US Median: $177,000

AGE BY SEX (Esri data)

Median Age: 33.6 US: 37.6

| Indicates US

8% 4% 0 4% 8%
Male **Female**

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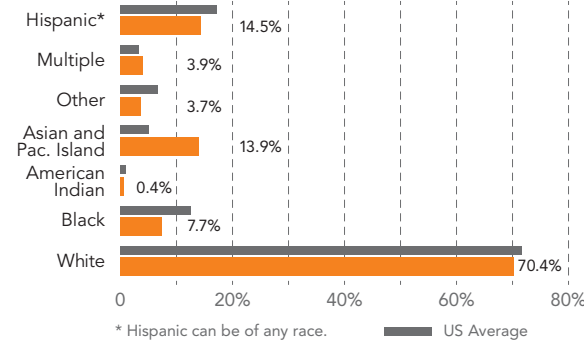55–59
50–54
45–49
40–44
35–39
30–34
25–29
20–24
15–19
10–14
5–9
< 5

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).
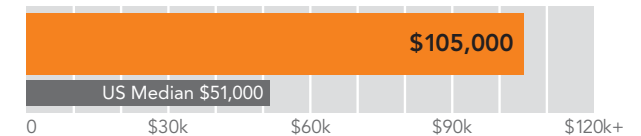
Diversity Index: 60.9 US: 62.1

Category	%
Hispanic*	14.5%
Multiple	3.9%
Other	3.7%
Asian and Pac. Island	13.9%
American Indian	0.4%
Black	7.7%
White	70.4%

0 20% 40% 60% 80%

* Hispanic can be of any race. ▬ US Average

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.
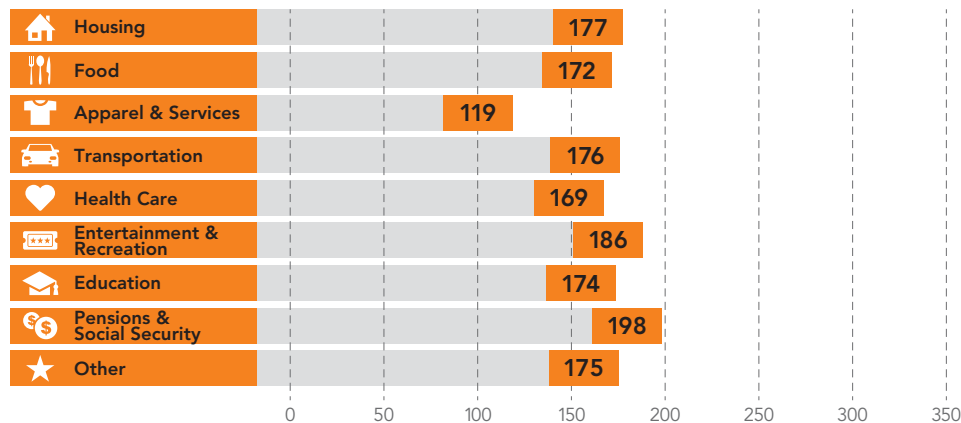
Median Household Income

$105,000

US Median $51,000

0 $30k $60k $90k $120k+

Median Net Worth

$304,000
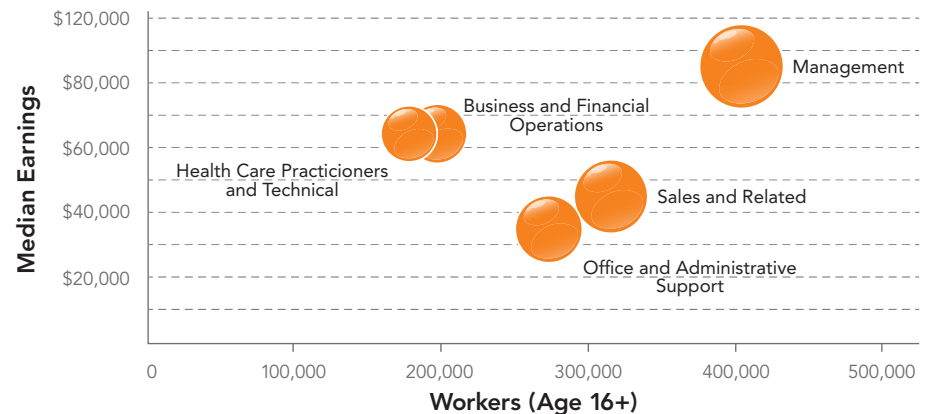
US Median $71,000

0 $100k $200k $300k $400k+

AVERAGE HOUSEHOLD BUDGET INDEX

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

Category	Index
Housing	177
Food	172
Apparel & Services	119
Transportation	176
Health Care	169
Entertainment & Recreation	186
Education	174
Pensions & Social Security	198
Other	175

0 50 100 150 200 250 300 350

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.

Management
Business and Financial Operations
Health Care Practicioners and Technical
Sales and Related
Office and Administrative Support

Median Earnings: $20,000 / $40,000 / $60,000 / $80,000 / $120,000
Workers (Age 16+): 0 / 100,000 / 200,000 / 300,000 / 400,000 / 500,000

LifeMode Group • Family Landscapes

4A SOCCER MOMS

Soccer Moms is an affluent, family-oriented market with a country flavor.

Residents are partial to new housing away from the bustle of the city but close enough to commute to professional job centers. Life in this suburban wilderness offsets the hectic pace of two working parents with growing children. They favor time-saving devices, like banking online or housekeeping services, and family-oriented pursuits.

US Household // 3,327,000
Average Household Size // 2.96
Median Age // 36.6
Median Household Income // $84,000

+ OUR NEIGHBORHOOD

• **Soccer Moms residents prefer the suburban periphery of metropolitan areas.**

• **Predominantly single family, homes are in newer neighborhoods, 36% built in the 1990s (Index 253), 31% built since 2000.**

• **Owner-occupied homes have high rate of mortgages at 74% (Index 163), and low rate vacancy at 5%.**

• **Median home value is $226,000.**

• **Most households are married couples with children; average household size is 2.96.**

• **Most households have 2 or 3 vehicles; long travel time to work including a disproportionate number commuting from a different county (Index 133).**

+ MARKET PROFILE
(Consumer preferences are estimated from data by GfK MRI)

• Most households own at least 2 vehicles; the most popular types are minivans and SUVs.

• Family-oriented purchases and activities dominate, like 4+ televisions (Index 165), movie purchases or rentals, children's apparel and toys, and visits to theme parks or zoos.

• Outdoor activities and sports are characteristic of life in the suburban periphery, like bicycling, jogging, golfing, boating, and target shooting.

• Home maintenance services are frequently contracted, but these families also like their gardens and own the tools for minor upkeep, like riding mowers and tillers.

+ SOCIOECONOMIC TRAITS

• Education: 37.7% college graduates; more than 70% with some college education.

• Low unemployment at 5.9%; high labor force participation rate at 72%; 2 out of 3 households include 2+ workers (Index 124).

• Connected, with a host of wireless devices from iPods to tablets—anything that enables convenience, like banking, paying bills, or even shopping online.

• Well insured and invested in a range of funds, from savings accounts or bonds to stocks.

• Carry a higher level of debt, including first (Index 159) and second mortgages (Index 154) and auto loans (Index 151).

+ 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.
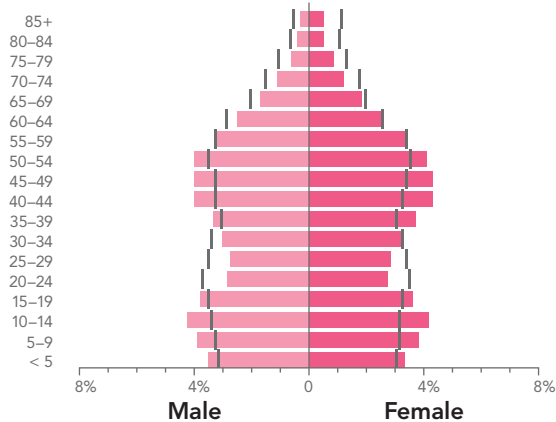
Typical Housing:
Single Family
Median Value:
$226,000
US Median: $177,000

SOCCER MOMS LifeMode Group • Family Landscapes

AGE BY SEX (Esri data)

Median Age: 36.6 US: 37.6

❙ Indicates US

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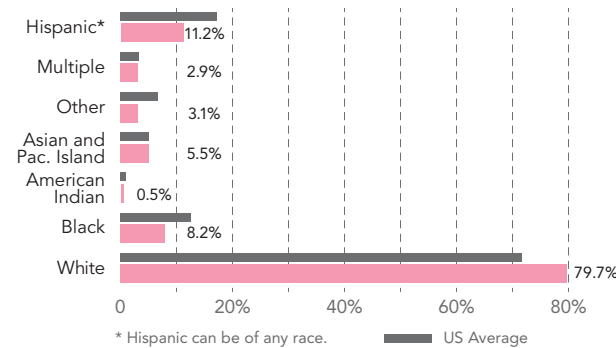20–24
15–19
10–14
5–9
< 5

8% 4% 0 4% 8%

Male **Female**

RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 48.3 US: 62.1

Hispanic* 11.2%
Multiple 2.9%
Other 3.1%
Asian and Pac. Island 5.5%
American Indian 0.5%
Black 8.2%
White 79.7%

0 20% 40% 60% 80%

* Hispanic can be of any race. ▬ US Average

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.
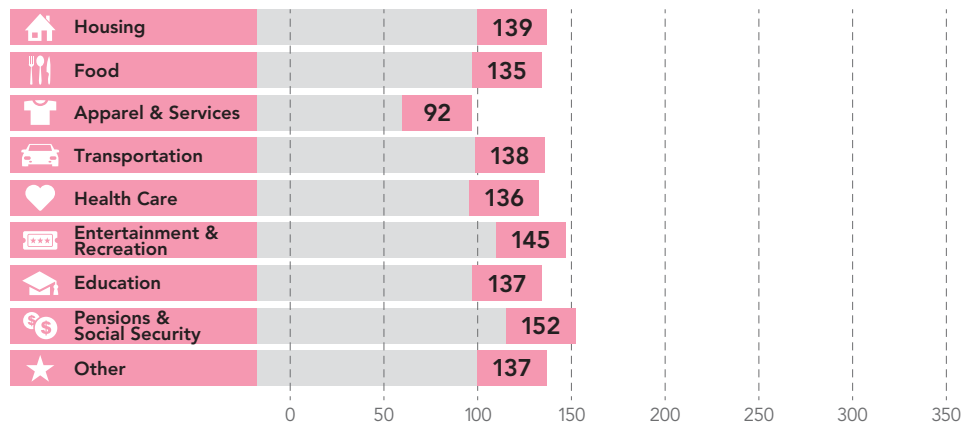
Median Household Income

$84,000
US Median $51,000

0 $30k $60k $90k $120k+

Median Net Worth

$252,000
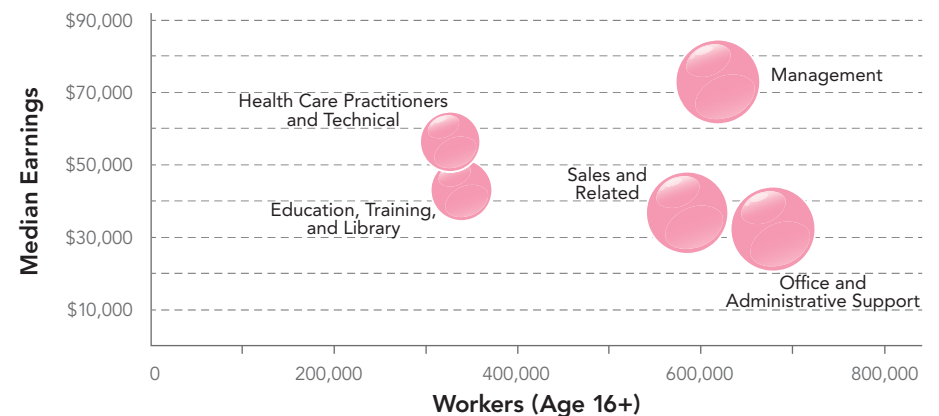US Median $71,000

0 $100k $200k $300k $400k+

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.

	Index
Housing	139
Food	135
Apparel & Services	92
Transportation	138
Health Care	136
Entertainment & Recreation	145
Education	137
Pensions & Social Security	152
Other	137

0 50 100 150 200 250 300 350

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.

Management
Health Care Practitioners and Technical
Education, Training, and Library
Sales and Related
Office and Administrative Support

Median Earnings: $90,000 / $70,000 / $50,000 / $30,000 / $10,000

Workers (Age 16+): 0 / 200,000 / 400,000 / 600,000 / 800,000

LifeMode Group • Family Landscapes

4C MIDDLEBURG

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.

US Household // 3,319,000
Average Household Size // 2.73
Median Age // 35.3
Median Household Income // $55,000

+ 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 152).**
- **Affordable housing, median value of $158,000 (Index 89) with a low vacancy rate.**
- **Young couples, many with children; average household size is 2.73.**

+ MARKET PROFILE

(Consumer preferences are estimated from data by GfK MRI)

- Residents are partial to trucks, SUVs, and occasionally, convertibles, 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, target shooting, bowling, and baseball.
- TV and magazines provide entertainment and information.
- Media preferences include country and Christian channels.

+ SOCIOECONOMIC TRAITS

- Education: 66% with a high school diploma or some college.
- Unemployment rate lower at 7.4% (Index 85).
- Labor force participation typical of a younger population at 66.7% (Index 106).
- 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.

+ 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.
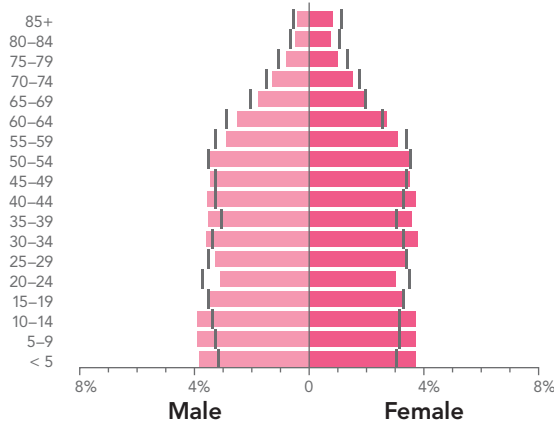
Typical Housing:
Single Family
Median Value:
$158,000
US Median: $177,000

MIDDLEBURG LifeMode Group • Family Landscapes

MIDDLEBURG
LifeMode Group • Family Landscapes

AGE BY SEX (Esri data)

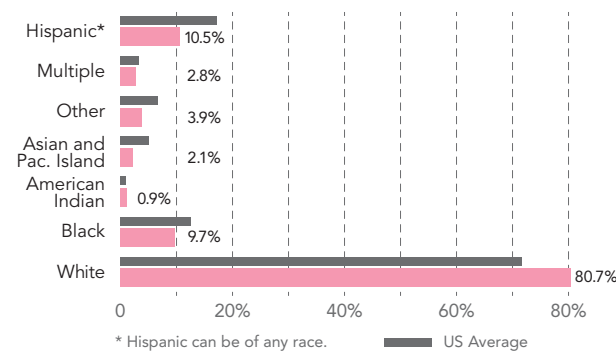**Median Age: 35.3** US: 37.6

| Indicates US

Male　　**Female**

RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).
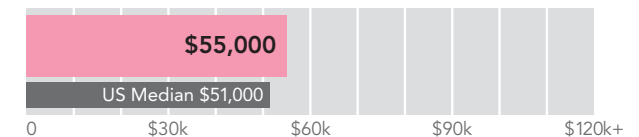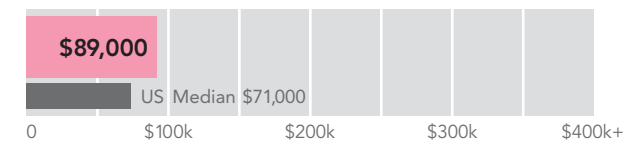
Diversity Index: 46.3 US: 62.1

Hispanic*	10.5%
Multiple	2.8%
Other	3.9%
Asian and Pac. Island	2.1%
American Indian	0.9%
Black	9.7%
White	80.7%

* Hispanic can be of any race.　　US Average

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

$55,000

US Median $51,000

0　$30k　$60k　$90k　$120k+

Median Net Worth

$89,000

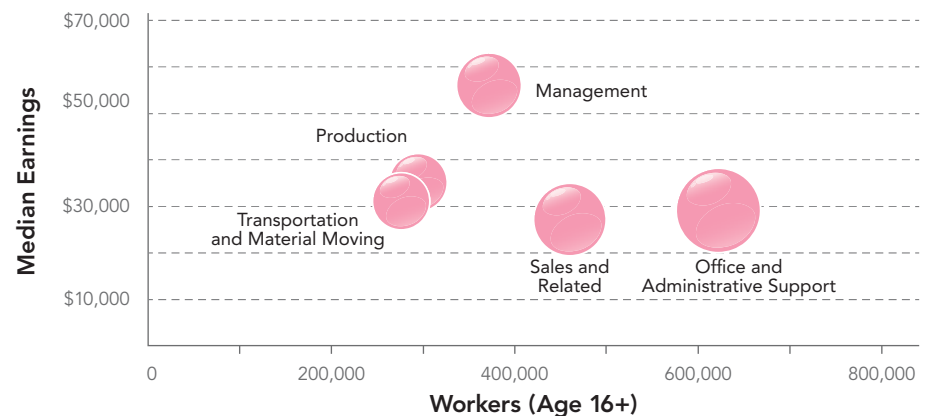US Median $71,000

0　$100k　$200k　$300k　$400k+

AVERAGE HOUSEHOLD BUDGET INDEX

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

Housing	94
Food	94
Apparel & Services	62
Transportation	97
Health Care	96
Entertainment & Recreation	98
Education	87
Pensions & Social Security	98
Other	93

0　50　100　150　200　250　300　350

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.

LifeMode Group • Affluent Estates

1B PROFESSIONAL PRIDE

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 1.5 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.

US Household // 1,878,000
Average Household Size // 3.11
Median Age // 40.5
Median Household Income // $127,000

+ OUR NEIGHBORHOOD

- Typically owner occupied (Index 173), single-family homes are in newer neighbor hoods: 59% of units were built in the last 20 years.
- Neighborhoods are primarily located in the suburban periphery of large metropolitan areas.
- Most households own two or three 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 more than half of these families have kids. Their average household size, 3.11, reflects the presence of children.

1B

+ MARKET PROFILE

(Consumer preferences are estimated from data by GfK MRI)

- 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.

+ 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.

+ 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.

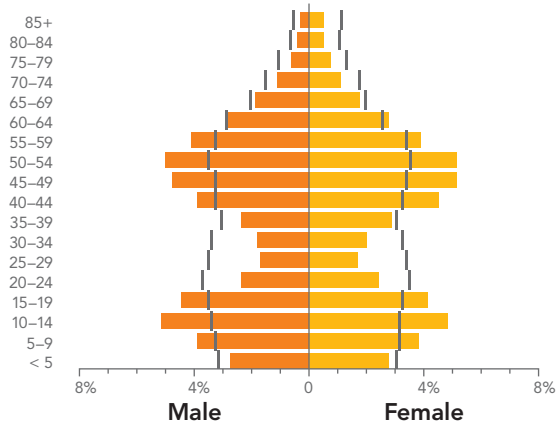**Typical Housing:**
Single Family
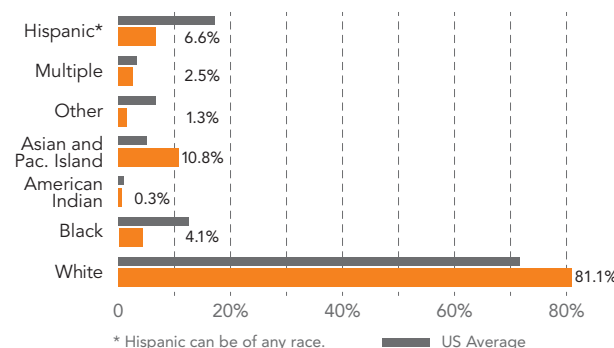**Median Value:**
$387,000
US Median: $177,000

PROFESSIONAL PRIDE LifeMode Group • Affluent Estates

AGE BY SEX (Esri data)

Median Age: 40.5 US: 37.6

| Indicates US

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

8% 4% 0 4% 8%
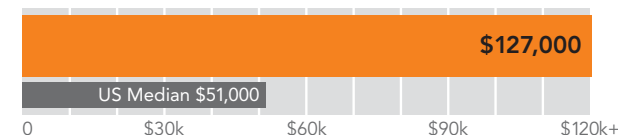
Male **Female**

RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 41.2 US: 62.1

Hispanic*	6.6%
Multiple	2.5%
Other	1.3%
Asian and Pac. Island	10.8%
American Indian	0.3%
Black	4.1%
White	81.1%

0 20% 40% 60% 80%

* Hispanic can be of any race. ▬ US Average

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.
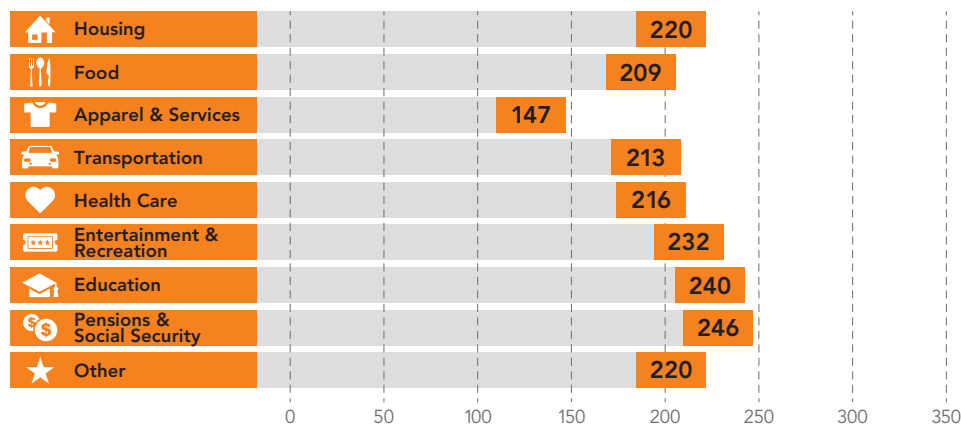
Median Household Income

$127,000
US Median $51,000

0 $30k $60k $90k $120k+

Median Net Worth

$540,000
US Median $71,000
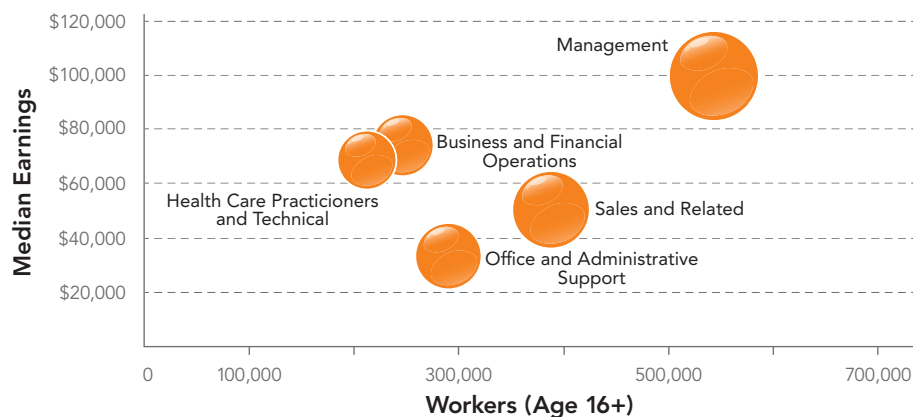
0 $100k $200k $300k $400k+

AVERAGE HOUSEHOLD BUDGET INDEX

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

Housing	220
Food	209
Apparel & Services	147
Transportation	213
Health Care	216
Entertainment & Recreation	232
Education	240
Pensions & Social Security	246
Other	220

0 50 100 150 200 250 300 350

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.

Management
Business and Financial Operations
Health Care Practicioners and Technical
Sales and Related
Office and Administrative Support

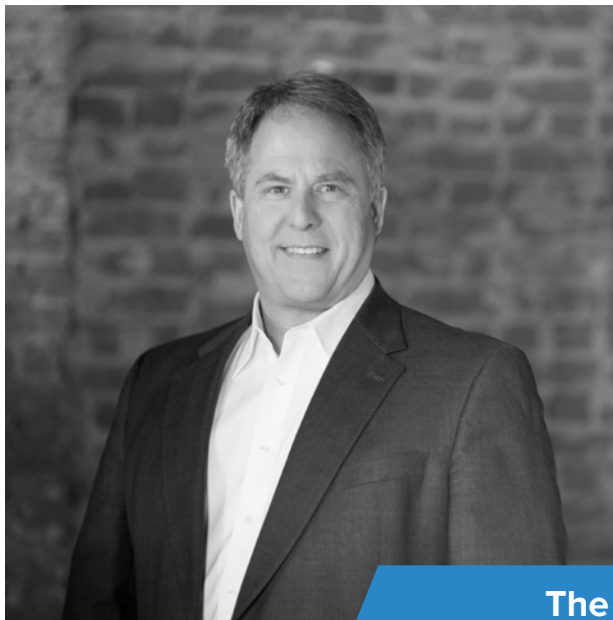Median Earnings / Workers (Age 16+)

ABOUT THE RETAIL COACH

The Retail Coach, LLC, is a national retail analytics and locational intelligence firm that specializes in all aspects of retail market analyses and recruitment, from "macro to micro" trade area assessment to actively recruiting retailers on behalf of our clients.

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.

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" data gathered through extensive visits within 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 helps assure our clients that they are receiving the latest and best information for their retail recruitment efforts—all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail360® 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.

C. Kelly Cofer
President & CEO
The Retail Coach, LLC

The Retail Coach –
"*It's not about data. It's about your success.*"

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ACKNOWLEDGEMENTS