TheRetailCoach®

RETAIL TRADE AREA PSYCHOGRAPHIC PROFILE

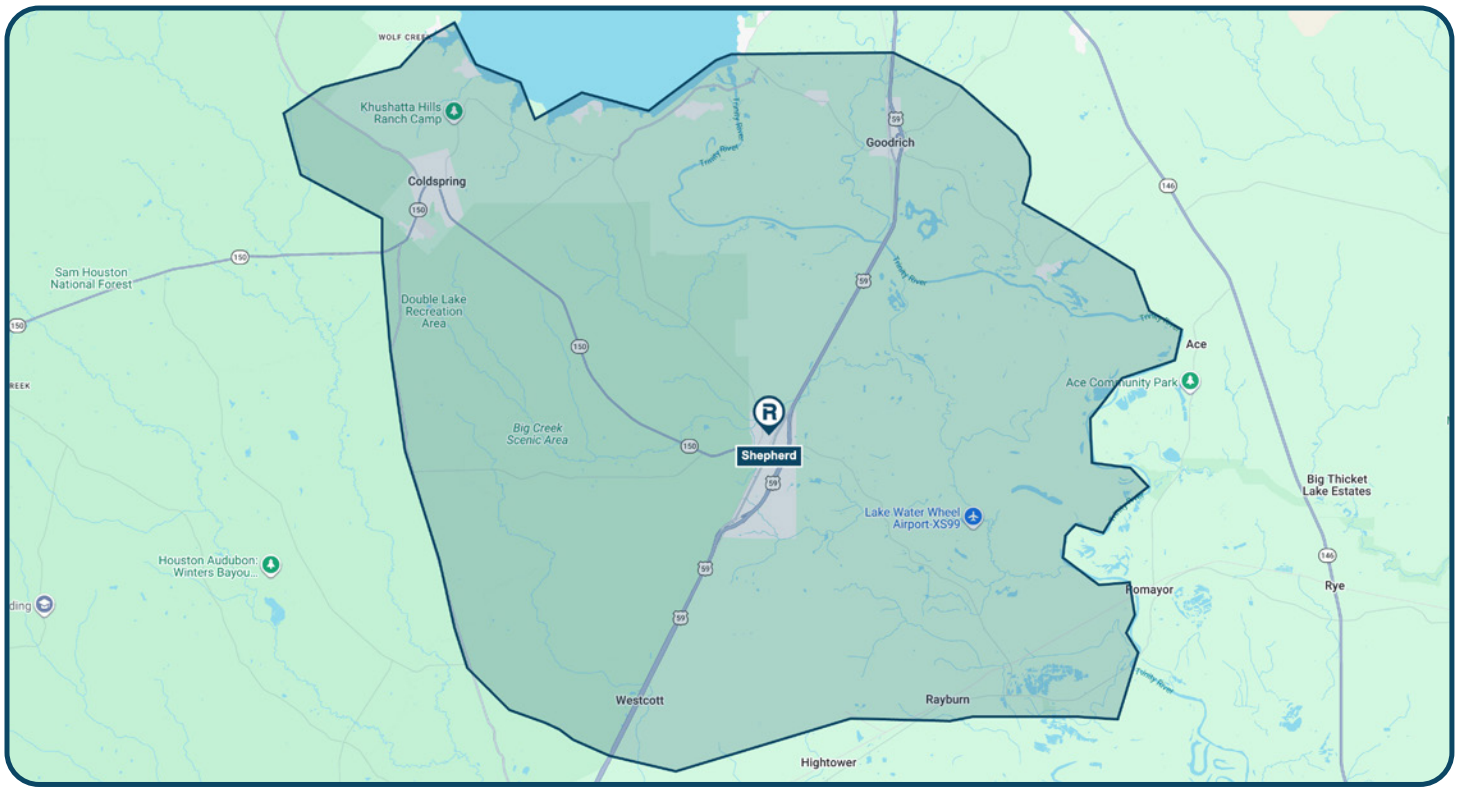
SHEPHERD, TEXAS

PREPARED FOR SHEPHERD ECONOMIC DEVELOPMENT CORPORATION
OCTOBER 2026

Retail Trade Area — Shepherd, Texas

DEMOGRAPHIC SNAPSHOT

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Population

2020	14,450
2026	15,841
2031	17,112

Age

0-9 Years	11.62%
10 - 17 Years	10.45%
18 - 24 Years	8.59%
25 - 34 Years	11.75%
35 - 44 Years	11.56%
45 - 54 Years	11.86%
55 - 64 Years	12.66%
65 and Older	21.52%
Median Age	41.57
Average Age	41.58

Educational Attainment (%)

Graduate or Professional Degree	4.58%
Bachelors Degree	5.88%
Associate Degree	6.46%
Some College	19.68%
High School Graduate (GED)	44.05%
Some High School, No Degree	10.59%
Less than 9th Grade	8.77%

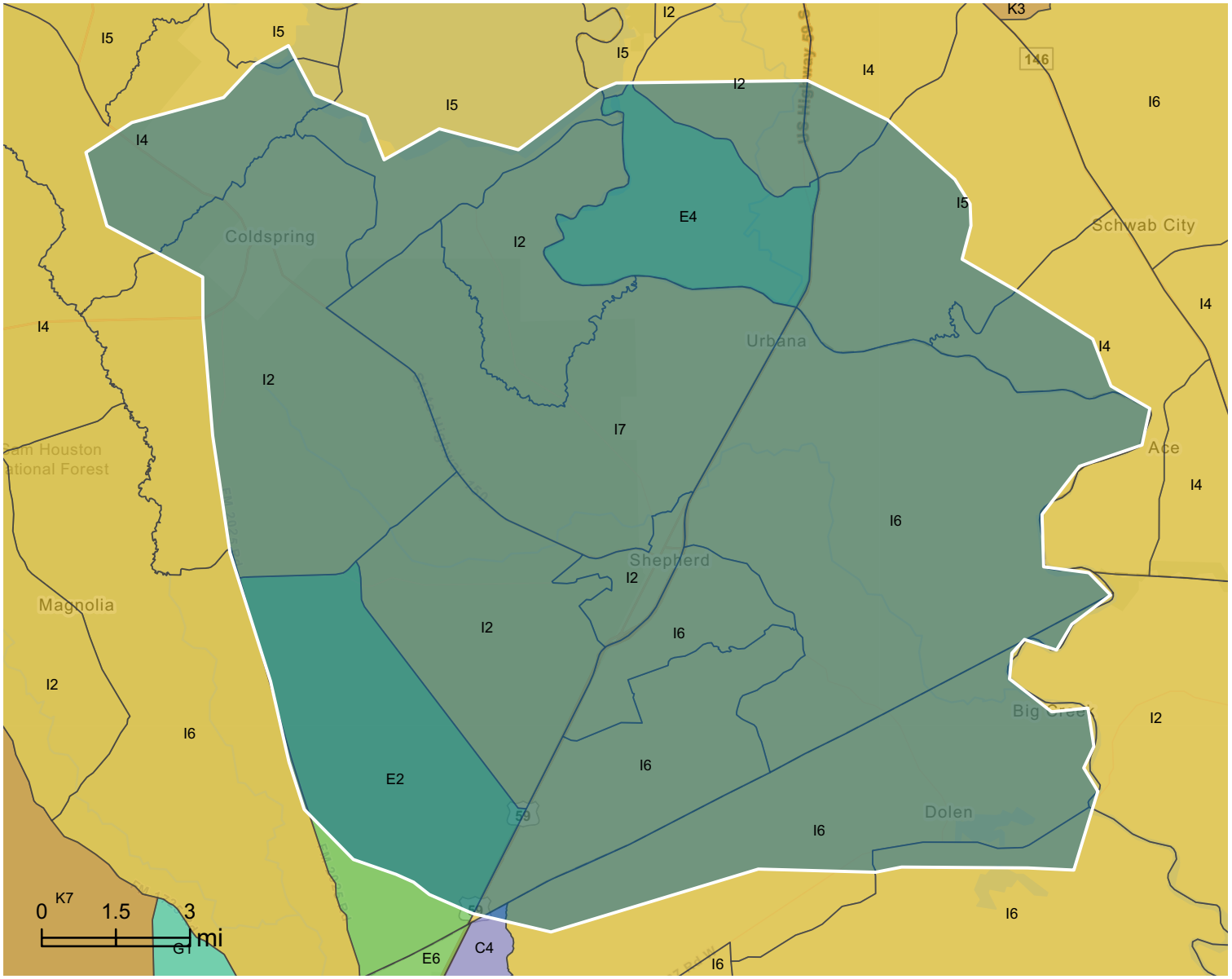
Income

Average HH	$92,314
Median HH	$72,504
Per Capita	$35,304

Race Distribution

White	69.88%
Black/African American	8.16%
American Indian/Alaskan	0.94%
Asian	0.35%
Native Hawaiian/Islander	0.07%
Other Race	10.25%
Two or More Races	10.35%
Hispanic	22.15%
Non-Hispanic	77.85%

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:	6,002	100.0%		12,344	100.0%	
Scenic Byways (I2)	1,974	32.9%	2,030	3,991	32.3%	2,020
Southern Satellites (I6)	1,786	29.8%	1,167	3,812	30.9%	1,197
Rooted Rural (I4)	800	13.3%	544	1,603	13.0%	550
Rural Resort Dwellers (I5)	457	7.6%	505	812	6.6%	470
Southwestern Families (E2)	441	7.4%	931	1,007	8.2%	948
Country Charm (I7)	315	5.3%	228	678	5.5%	246
Mobile Meadows (E4)	229	3.8%	495	442	3.6%	442

SEGMENT I2 - SCENIC BYWAYS

Communities in this segment are located outside city boundaries, largely in the South. Population density is low, and the landscape is characterized by expansive open spaces and undeveloped land. Households primarily consist of married or widowed older adults. Many residents are approaching retirement or are retired, having had careers working in skilled trades such as agriculture, manufacturing, mining, construction, and utilities. The health, food, and retail sectors provide essential job opportunities for many, while social security and other forms of public assistance offer additional financial support. Commuting times are long. Homes are predominantly owned, and single-family and manufactured homes are common. Vacancy rates tend to be higher than average, with a notable portion being seasonal units.

Key statistics

- Median age: 43.7
- Median household size: 2.42
- Predominant household structure (Census 2020): Married couples; singles living alone
- Median household income: $48,428
- Median net worth: $138,719
- Percentage of individuals with completion of a bachelor's degree or higher: 13.4%

Housing and employment

- Predominant Urbanicity Type: Metro Landscape; Rural Countryside; Suburb
- Median home value: $125,411
- Homeownership rate: 78.5%
- Rent burdened households (American Community Survey 2019-2023): 28.0%
- Labor force participation rate: 46.3%
- Unemployment rate: 6.1%

Lifestyle patterns

- Consumers tend to shop in person at nearby convenience, discount, and hardware stores, but they often travel farther for food and supplies.
- Residents tend to purchase pickup trucks and favor American brands for both their work needs and leisure activities, such as fishing and hunting.
- Connectivity can be limited; households depend on satellite for TV and internet, and many maintain a landline.
- Equipped with the necessary tools and equipment, residents maintain their vehicles, gardens, and homes themselves.

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

SEGMENT I6 - 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 I4 - ROOTED RURAL

Heavily concentrated in the South and Appalachia, these residents often live in very rural areas far from job centers and outside towns and cities. Households are predominantly married couples and single-person households. Residents work in industries such as manufacturing, construction, agriculture, mining, and utilities. Employment in health care, retail, accommodation, and food services is also significant in these communities. Labor force participation is lower than average. These stable rural communities are characterized by long-term homeownership. Single-family homes are common, with one in five units being mobile homes. Vacancy rates are higher than the national average. Owning multiple cars is essential, as long commutes (sometimes across county or state lines) are typical.

Key statistics

- Median age: 46.9
- Median household size: 2.37
- Predominant household structure (Census 2020): Married couples
- Median household income: $61,776
- Median net worth: $225,364
- Percentage of individuals with completion of a bachelor's degree or higher: 18.9%

Housing and employment

- Predominant Urbanicity Type: Metro Landscape; Rural Countryside; Suburb
- Median home value: $213,253
- Homeownership rate: 82.4%
- Rent burdened households (American Community Survey 2019-2023): 26.0%
- Labor force participation rate: 50.6%
- Unemployment rate: 4.4%

Lifestyle patterns

- Residents often seek out generic and domestic brands. They tend to shop at discount and hardware stores but will order supplies online when not available locally.
- They purchase tools for home improvement, landscaping, and automotive repair.
- Households often rely on satellite internet for connectivity.
- Pickup trucks are a common vehicle choice, serving both work and leisure needs.

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

SEGMENT I5 - RURAL RESORT DWELLERS

Neighborhoods in this segment are distributed throughout the country and are concentrated in resort locations and areas with seasonal recreation. With approximately half of the population aged 55 and over, the senior age dependency rate is high. Nearly half of households are comprised of married couples without children. While most of this segment is rural and remote, some communities are within commuting distance (though often long commutes) of major urban job centers. Residents tend to have skilled jobs in construction and manufacturing. Rates of self-employment and government employment are higher than average, and there is a notable veteran population. There is a high number of second homes used for recreation, with one in three housing units designated for seasonal or occasional use.

Key statistics

- Median age: 55.1
- Median household size: 2.20
- Predominant household structure (Census 2020): Married couples with no kids
- Median household income: $71,031
- Median net worth: $321,308
- Percentage of individuals with completion of a bachelor's degree or higher: 29.7%

Housing and employment

- Predominant Urbanicity Type: Rural Countryside; Metro Landscape; Suburb
- Median home value: $372,031
- Homeownership rate: 84.0%
- Rent burdened households (American Community Survey 2019-2023): 30.2%
- Labor force participation rate: 49.8%
- Unemployment rate: 3.9%

Lifestyle patterns

- Residents typically rely on local garages or dealers for vehicle maintenance.
- They often purchase household equipment such as generators, grills, and freezers.
- They tend to watch TV and read magazines.
- Residents tend to engage with their communities and regularly volunteer with local organizations. They typically prepare food at home.

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

SEGMENT E2 - SOUTHWESTERN FAMILIES

Households in these neighborhoods are primarily young families located in and around urban centers and suburbs in the Southwest. These households are mainly composed of married couples or single-parent families, and this segment includes a significant share of multigenerational households, including adult children living with parents. Communities are culturally diverse, with many residents born outside of the U.S. Incomes are split between low and middle tiers, often supported by social security and other forms of public assistance. The working-age population is largely employed in office administrative support, services, construction, or building maintenance occupations. Houses are mainly single-family detached dwellings built before 1970. Half of all homes are owned, and a quarter of homeowners have a mortgage.

Key statistics

- Median age: 36.7
- Median household size: 2.88
- Predominant household structure (Census 2020): Married couples; singles living alone; singles with relatives
- Median household income: $44,023
- Median net worth: $58,547
- Percentage of individuals with completion of a bachelor's degree or higher: 12.6%

Housing and employment

- Predominant Urbanicity Type: Suburb; Urban Core
- Median home value: $135,227
- Homeownership rate: 58.2%
- Rent burdened households (American Community Survey 2019-2023): 42.8%
- Labor force participation rate: 53.9%
- Unemployment rate: 6.1%

Lifestyle patterns

- Residents tend to shop at discount grocery and department stores.
- Common purchases include baby and children's products such as food, clothing, and toys. Families take trips to movie theaters and theme parks.
- Many households own three or more mobile devices, used for entertainment, social media, and staying connected with friends and family, both locally and abroad.
- Households tend to carry a credit card balance each month and wire money to support family members.

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

SEGMENT 17 - COUNTRY CHARM

These communities are evenly distributed across metropolitan, micropolitan, and nonmetropolitan areas, with the highest concentration in the Midwest. Most residents live outside defined towns or cities in very low-density regions. Agriculture is at the heart of these communities, with many residents self-employed on their own farms or working for neighboring farms. Residents also find employment opportunities in manufacturing, construction, mining, and utilities. Residents tend to be older, with more married couples than singles, however, there is a higher-than-average presence of children under 18. Residents tend to own at least two vehicles.

Key statistics

- Median age: 43.6
- Median household size: 2.50
- Predominant household structure (Census 2020): Married couples
- Median household income: $78,155
- Median net worth: $298,064
- Percentage of individuals with completion of a bachelor's degree or higher: 22.0%

Housing and employment

- Predominant Urbanicity Type: Metro Landscape; Rural Countryside
- Median home value: $243,467
- Homeownership rate: 83.8%
- Rent burdened households (American Community Survey 2019-2023): 21.7%
- Labor force participation rate: 64.1%
- Unemployment rate: 2.9%

Lifestyle patterns

- Residents tend to shop for essentials in person, often using coupons, and they turn to online platforms for greater variety and better deals.
- They often purchase tools and equipment for maintaining their cars, lawns, and gardens.
- They tend to listen to country music.
- Residents create and repair things themselves, from home improvement and woodworking to gardening and crafting.

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

SEGMENT E4 - MOBILE MEADOWS

These neighborhoods are predominantly found in metropolitan and micropolitan areas. Around half of this segment's population resides in the South, with another third in the West. A steady influx of immigration contributes to cultural diversity in these communities, and job opportunities are primarily found in manufacturing, construction, and mining. Married and cohabiting couples outnumber single-individual households, and around a third of households have children. Incomes predominantly fall within the low to middle tiers, with some households supported by social security and other forms of public assistance. Homes in these neighborhoods are primarily mobile homes. Vehicles are a necessary part of everyday life, and abundant open space often surrounds these communities, contributing to a population density of less than 100 people per square mile.

Key statistics

- Median age: 35.1
- Median household size: 2.77
- Predominant household structure (Census 2020): Married couples; singles living alone
- Median household income: $54,988
- Median net worth: $106,219
- Percentage of individuals with completion of a bachelor's degree or higher: 14.2%

Housing and employment

- Predominant Urbanicity Type: Suburb
- Median home value: $101,257
- Homeownership rate: 64.3%
- Rent burdened households (American Community Survey 2019-2023): 36.5%
- Labor force participation rate: 60.6%
- Unemployment rate: 5.7%

Lifestyle patterns

- Residents tend to shop at large retail establishments, often opting for generic brands and waiting for discounts.
- They spend on baby and children's necessities, pets, and video games, and they tend to save rather than borrow for purchases.
- Individuals stay connected and informed with mobile internet access and are willing to pay for streaming services and children's television.
- Their primary concerns are health care and timely retirement.

PSYCHOGRAPHIC PROFILE

PSYCHOGRAPHIC LIFEMODE GROUPS	HOUSEHOLDS			ADULT POPULATION		
	DATA	%	INDEX	DATA	%	INDEX
Total:	**6,002**	**100.0%**		**12,344**	**100.0%**	
A. Urban Threads	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Independent Cityscapes (A1)	0	0.0%	0	0	0.0%	0
City Commons (A2)	0	0.0%	0	0	0.0%	0
Social Security Set (A3)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (A4)	0	0.0%	0	0	0.0%	0
Welcome Waves (A5)	0	0.0%	0	0	0.0%	0
Young and Restless (A6)	0	0.0%	0	0	0.0%	0
B. Books and Boots	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Dorms to Diplomas (B1)	0	0.0%	0	0	0.0%	0
College Towns (B2)	0	0.0%	0	0	0.0%	0
Military Proximity (B3)	0	0.0%	0	0	0.0%	0
C. Metro Vibes	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Single Thrifties (C1)	0	0.0%	0	0	0.0%	0
Kids and Kin (C2)	0	0.0%	0	0	0.0%	0
Metro Fusion (C3)	0	0.0%	0	0	0.0%	0
Family Foundations (C4)	0	0.0%	0	0	0.0%	0
Diverse Horizons (C5)	0	0.0%	0	0	0.0%	0
Moderate Metros (C6)	0	0.0%	0	0	0.0%	0
D. Tech Trailblazers	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Emerging Hub (D1)	0	0.0%	0	0	0.0%	0
Trendsetters (D2)	0	0.0%	0	0	0.0%	0
Modern Minds (D3)	0	0.0%	0	0	0.0%	0
Metro Renters (D4)	0	0.0%	0	0	0.0%	0
Laptops and Lattes (D5)	0	0.0%	0	0	0.0%	0
E. Community Connections	**670**	**11.2%**	**152**	**1,444**	**11.7%**	**158**
Modest Income Homes (E1)	0	0.0%	0	0	0.0%	0
Southwestern Families (E2)	441	7.4%	931	1,007	8.2%	948
Hometown Charm (E3)	0	0.0%	0	0	0.0%	0
Mobile Meadows (E4)	229	3.8%	495	442	3.6%	442
Rural Versatility (E5)	0	0.0%	0	0	0.0%	0
Family Bonds (E6)	0	0.0%	0	0	0.0%	0

PSYCHOGRAPHIC PROFILE

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	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	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Shared Roots (G1)	0	0.0%	0	0	0.0%	0
Up and Coming Families (G2)	0	0.0%	0	0	0.0%	0
Generational Ties (G3)	0	0.0%	0	0	0.0%	0
H. Family Prosperity	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Flourishing Families (H1)	0	0.0%	0	0	0.0%	0
Boomburbs (H2)	0	0.0%	0	0	0.0%	0
Neighborhood Spirit (H3)	0	0.0%	0	0	0.0%	0
Urban Chic (H4)	0	0.0%	0	0	0.0%	0
I. Countryscapes	**5,332**	**88.8%**	**651**	**10,900**	**88.3%**	**671**
Small Town Sincerity (I1)	0	0.0%	0	0	0.0%	0
Scenic Byways (I2)	1,974	32.9%	2,030	3,991	32.3%	2,020
Heartland Communities (I3)	0	0.0%	0	0	0.0%	0
Rooted Rural (I4)	800	13.3%	544	1,603	13.0%	550
Rural Resort Dwellers (I5)	457	7.6%	505	812	6.6%	470
Southern Satellites (I6)	1,786	29.8%	1,167	3,812	30.9%	1,197
Country Charm (I7)	315	5.3%	228	678	5.5%	246
J. Mature Reflections	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Senior Escapes (J1)	0	0.0%	0	0	0.0%	0
The Elders (J2)	0	0.0%	0	0	0.0%	0
Retirement Communities (J3)	0	0.0%	0	0	0.0%	0
Silver and Gold (J4)	0	0.0%	0	0	0.0%	0
K. Suburban Shine	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Legacy Hills (K1)	0	0.0%	0	0	0.0%	0
Middle Ground (K2)	0	0.0%	0	0	0.0%	0
Loyal Locals (K3)	0	0.0%	0	0	0.0%	0
Classic Comfort (K4)	0	0.0%	0	0	0.0%	0
Dreambelt (K5)	0	0.0%	0	0	0.0%	0
City Greens (K6)	0	0.0%	0	0	0.0%	0
Room to Roam (K7)	0	0.0%	0	0	0.0%	0
Burbs and Beyond (K8)	0	0.0%	0	0	0.0%	0
L. Premier Estates	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Savvy Suburbanites (L1)	0	0.0%	0	0	0.0%	0
Professional Pride (L2)	0	0.0%	0	0	0.0%	0
Top Tier (L3)	0	0.0%	0	0	0.0%	0
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

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, Claritas, ESRI, U.S. Census Bureau, Economy.com, Unacast, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics. To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model. Mapping data is provided by Google, Nielsen, ESRI and/or Microsoft Corporation.

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