



The **Retail** Coach.®

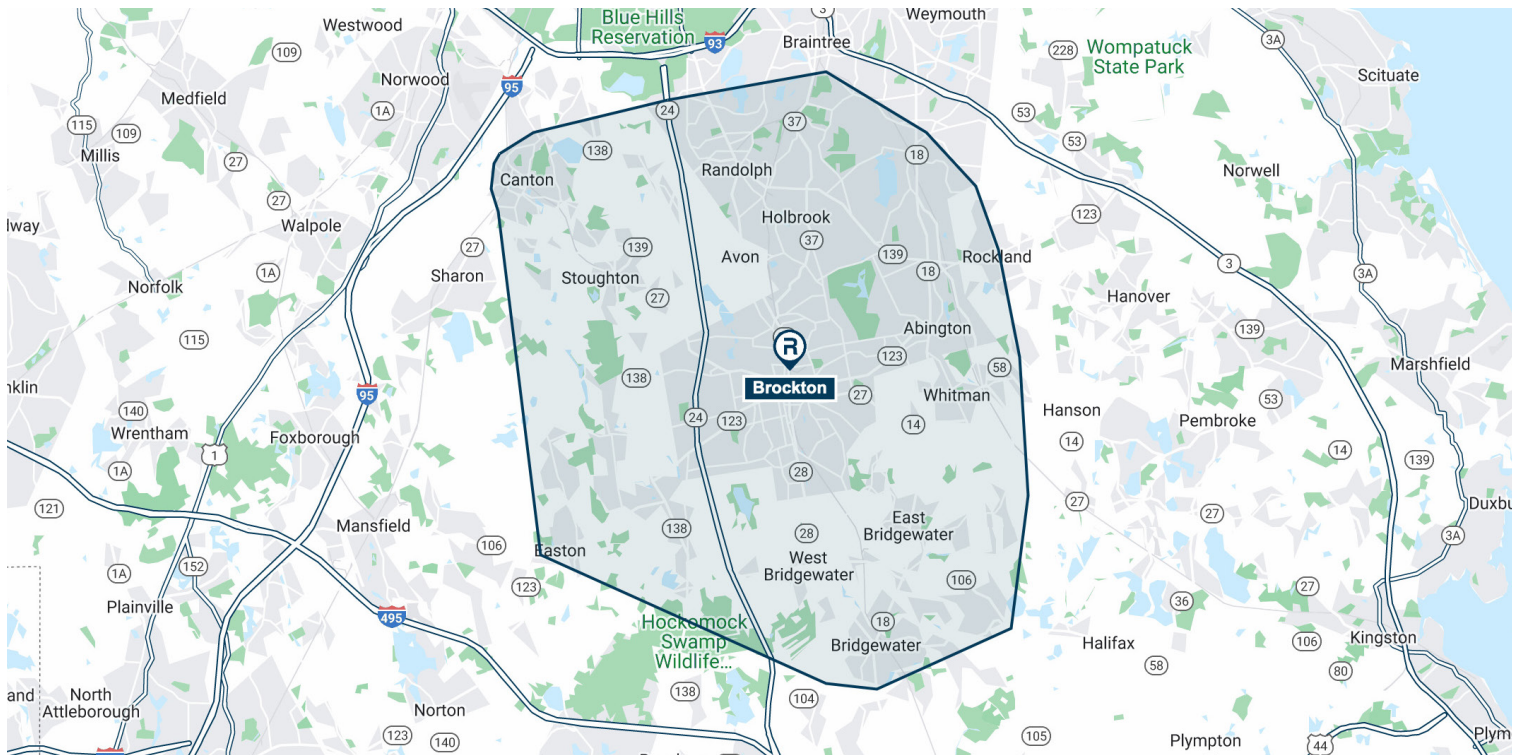
# Primary Retail Trade Area Psychographic Profile

BROCKTON, MASSACHUSETTS

Prepared for City of Brockton  
June 2023

# Primary Retail Trade Area • Demographic Snapshot

## Brockton, Massachusetts



### Population

2020	317,105
2023	320,091
2028	326,860

### Educational Attainment (%)

Graduate or Professional Degree	12.03%
Bachelors Degree	20.63%
Associate Degree	8.79%
Some College	18.18%
High School Graduate (GED)	29.38%
Some High School, No Degree	5.37%
Less than 9th Grade	5.63%

### Income

Average HH	\$122,926
Median HH	\$94,202
Per Capita	\$45,746

### Age

0 - 9 Years	10.94%
10 - 17 Years	9.65%
18 - 24 Years	9.43%
25 - 34 Years	11.70%
35 - 44 Years	13.48%
45 - 54 Years	12.58%
55 - 64 Years	13.82%
65 and Older	18.41%
Median Age	41.16
Average Age	41.18

### Race Distribution (%)

White	51.92%
Black/African American	23.64%
American Indian/Alaskan	0.35%
Asian	5.24%
Native Hawaiian/Islander	0.03%
Other Race	6.23%
Two or More Races	12.60%
Hispanic	8.32%



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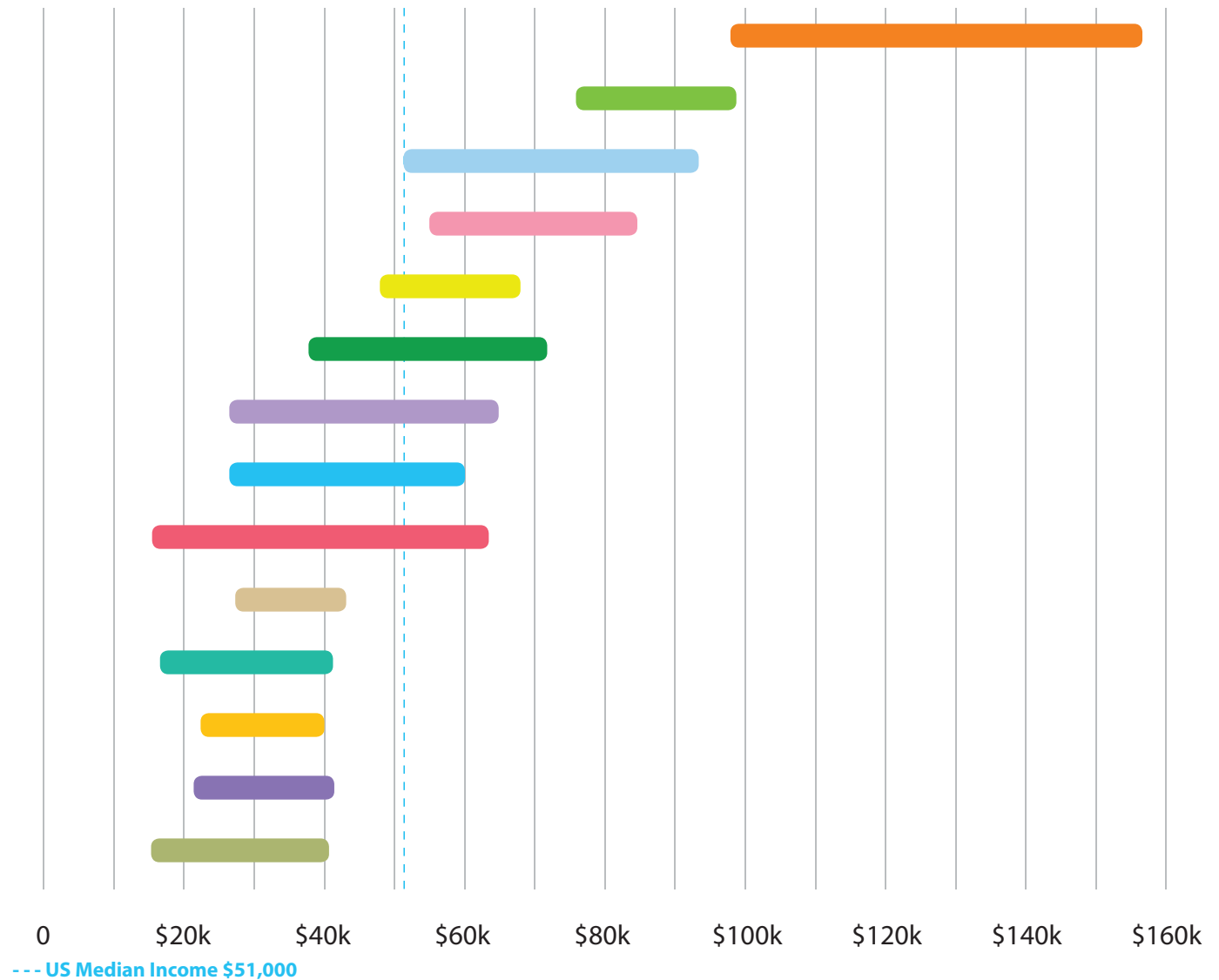
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# Income Range of Lifemode Summary Groups

Brockton, Massachusetts



**+ 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

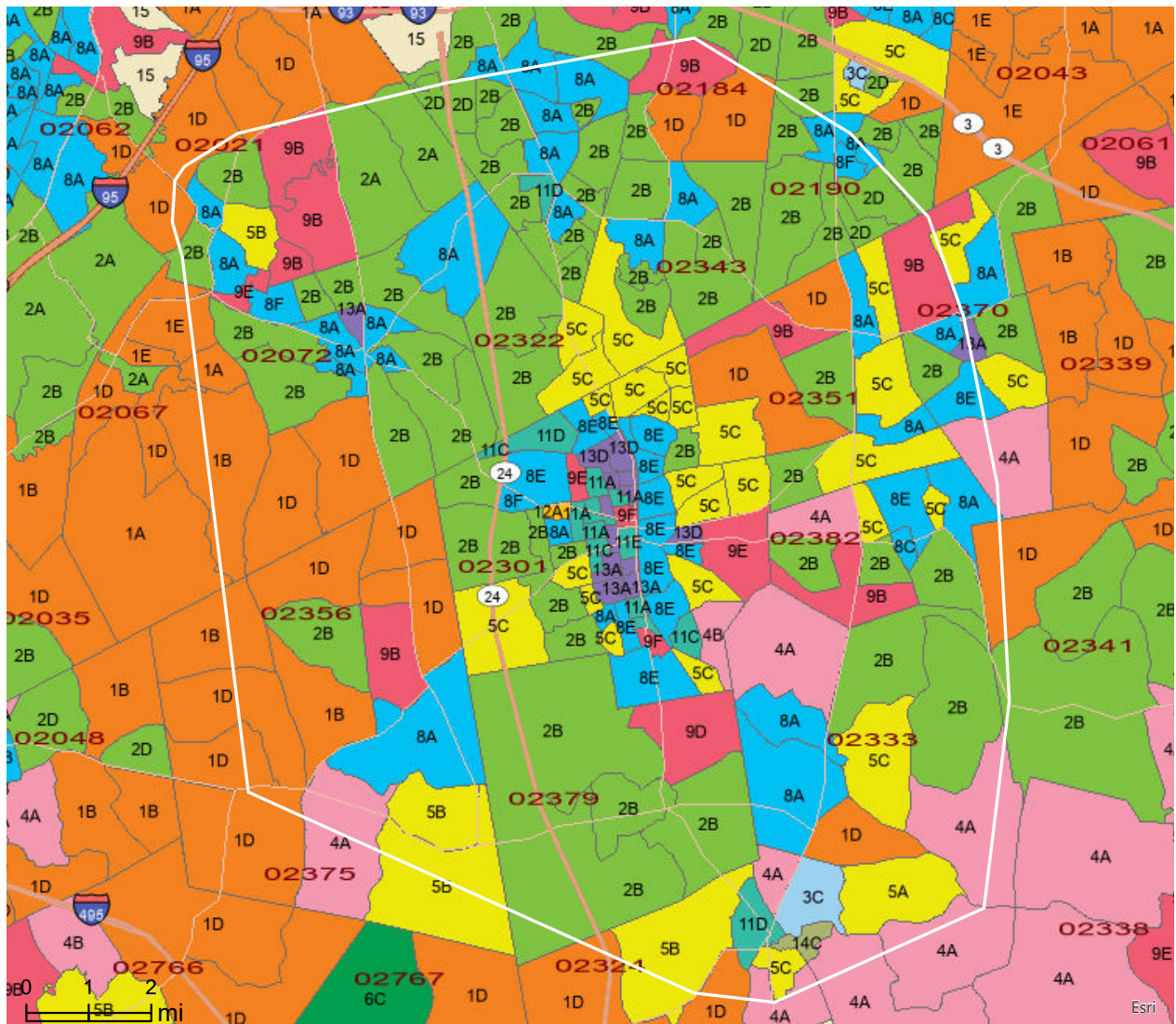
**+ L14 SCHOLARS AND PATRIOTS**

College campuses and military neighborhoods



# Primary Retail Trade Area • Lifemode Summary Groups Map

## Brockton, Massachusetts



### + L1 AFFLUENT ESTATES

Established wealth — educated, well-traveled married couples

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Urban denizens; young, diverse, hardworking families

### + L14 SCHOLARS AND PATRIOTS

College campuses and military neighborhoods



# Primary Retail Trade Area • Top Tapestry Segments

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Younger, urban singles on the move

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

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College campuses and military neighborhoods

	TAPESTRY SEGMENTATION	HOUSEHOLDS PERCENT	CUMULATIVE PERCENT	US HOUSEHOLDS PERCENT	CUMULATIVE PERCENT	INDEX
1	Pleasantville (2B)	24.6%	24.6%	2.1%	2.1%	1162
2	City Lights (8A)	13.2%	37.8%	1.4%	3.6%	916
3	Parks and Rec (5C)	11.0%	48.7%	2.0%	5.5%	560
4	Front Porches (8E)	7.6%	56.4%	1.6%	7.1%	483
5	Savvy Suburbanites (1D)	5.6%	62.0%	3.0%	10.1%	190
	Subtotal	62.0%		10.1%		
6	Golden Years (9B)	5.0%	67.0%	1.3%	11.4%	381
7	Fresh Ambitions (13D)	3.4%	70.4%	0.7%	12.0%	514
8	City Strivers (11A)	3.0%	73.3%	0.8%	12.8%	378
9	Workday Drive (4A)	2.7%	76.0%	3.1%	15.9%	87
10	Set to Impress (11D)	2.7%	78.7%	1.4%	17.3%	193
	Subtotal	16.8%		7.3%		
11	Enterprising Professionals (2D)	2.6%	81.3%	1.5%	18.7%	178
12	Diverse Convergence (13A)	2.5%	83.8%	1.2%	20.0%	204
13	Retirement Communities (9E)	2.2%	86.0%	1.2%	21.2%	183
14	In Style (5B)	2.1%	88.1%	2.2%	23.4%	95
15	Old and Newcomers (8F)	1.9%	90.0%	2.3%	25.7%	82
	Subtotal	11.3%		8.4%		
16	Metro Fusion (11C)	1.6%	91.6%	1.4%	27.1%	109
17	Urban Chic (2A)	1.3%	92.9%	1.3%	28.4%	105
18	Social Security Set (9F)	1.2%	94.1%	0.8%	29.2%	146
19	Professional Pride (1B)	1.2%	95.3%	1.6%	30.9%	72
20	Comfortable Empty Nesters (5A)	1.0%	96.3%	2.4%	33.3%	41
	Subtotal	6.3%		7.5%		
	<b>Total</b>	<b>96.3%</b>		<b>33.3%</b>		<b>289</b>

# 2B LifeMode Group: Upscale Avenues Pleasantville

**US Households:** 2,718,100  
**Average Household Size:** 2.88

**Median Age:** 42.6  
**Median Household Income:** \$92,900

## WHO ARE WE?

Prosperous domesticity best describes the settled denizens of Pleasantville. Situated principally in older housing in suburban areas in the Northeast (especially in New York and New Jersey) and secondarily in the West (especially in California), these slightly older couples move less than any other market. Many couples have already transitioned to empty nesters; many are still home to adult children. Families own older, single-family homes and maintain their standard of living with dual incomes. These consumers have higher incomes and home values and much higher net worth (Index 364). Older homes require upkeep; home improvement and remodeling projects are a priority—preferably done by contractors. Residents spend their spare time participating in a variety of sports or watching movies. They shop online and in a variety of stores, from upscale to discount, and use the Internet largely for financial purposes.

## OUR NEIGHBORHOOD

- Suburban periphery of large metropolitan areas, primarily in Middle Atlantic or Pacific states.
- Most homes owned (and mortgaged) (Index 146).
- Households composed of older married-couple families, more without children under 18, but many with children over 18 years (Index 141).
- Older, single-family homes: two-thirds built before 1970, close to half from 1950 to 1969.
- One of the lowest percentages of vacant housing units at 4.5% (Index 39).
- Suburban households with 3 or more vehicles and a longer travel time to work (Index 132).

## SOCIOECONOMIC TRAITS

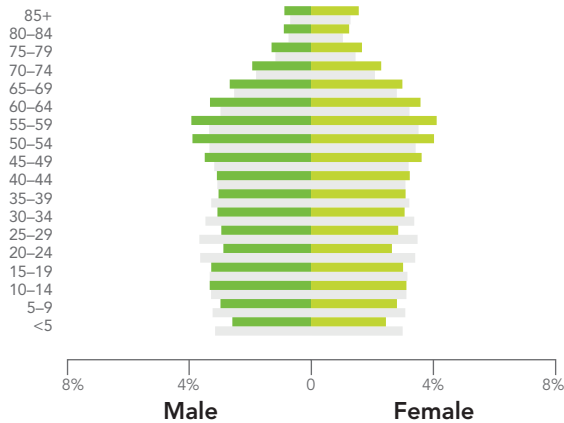
- Education: 66% college educated, 37% with a bachelor's degree or higher.
- Low unemployment at 4.6%; higher labor force participation rate at 67% (Index 107); higher proportion of HHs with 2 or more workers (Index 118).
- Many professionals in finance, information/technology, education, or management.
- Median household income denotes affluence, with income primarily from salaries, but also from investments (Index 130) or Social Security (Index 106) and retirement income (Index 122).
- Not cost-conscious, these consumers willing to spend more for quality and brands they like.
- Prefer fashion that is classic and timeless as opposed to trendy.
- Use all types of media equally (newspapers, magazines, radio, Internet, TV).

# 2B LifeMode Group: Upscale Avenues Pleasantville

## AGE BY SEX (Esri data)

Median Age: **42.6** US: 38.2

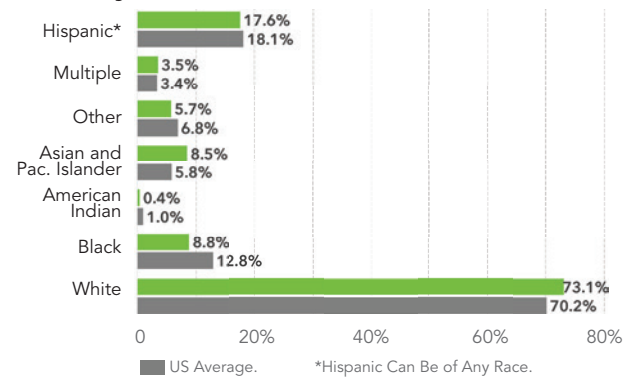
■ Indicates US



## 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).

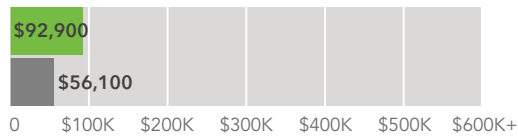
Diversity Index: **61.0** US: 64.0



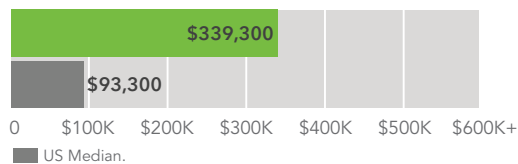
## INCOME AND NET WORTH

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

### Median Household Income



### Median Net Worth



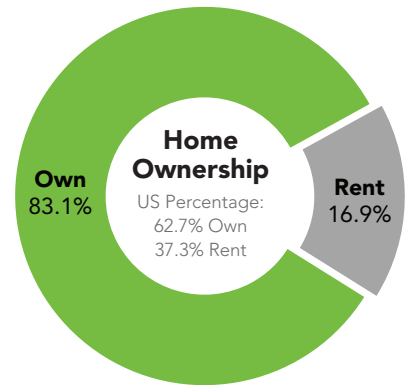
## HOUSING

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



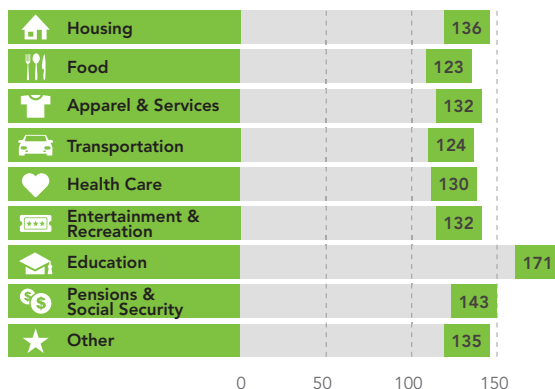
Typical Housing:  
Single Family

Median Value:  
\$382,000  
US Median: \$207,300



## AVERAGE HOUSEHOLD BUDGET INDEX

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



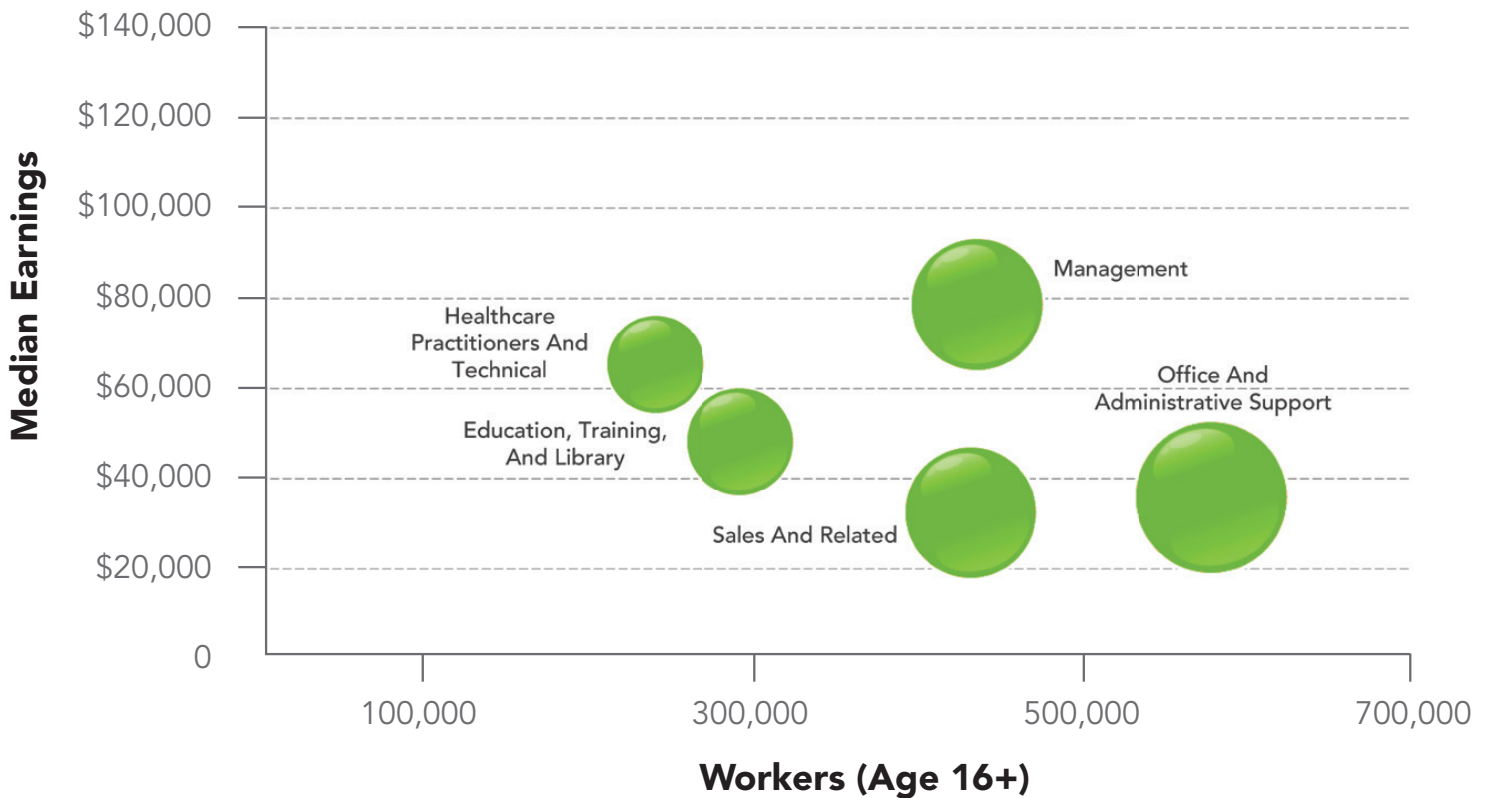
# 2B LifeMode Group: Upscale Avenues Pleasantville

## Market Profile

- Prefer imported SUVs, serviced by a gas station or car dealer.
- Invest in conservative securities and contribute to charities.
- Work on home improvement and remodeling projects, but also hire contractors.
- Have bundled services (TV/Internet/phone).
- Access the Internet via fiber optics or cable modem, on a newer computer, to pay bills, make purchases, and track investments.
- Subscribe to premium channels (HBO, Showtime, or Starz) and use video-on-demand to watch TV shows and movies.
- Enjoy outdoor gardening, going to the beach, visiting theme parks, frequenting museums, and attending rock concerts.

## 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.





# 8A LifeMode Group: Middle Ground

## City Lights

**US Households:** 1,813,400  
**Average Household Size:** 2.59

**Median Age:** 39.3  
**Median Household Income:** \$69,200

### WHO ARE WE?

City Lights, a densely populated urban market, is the epitome of equality. The wide-ranging demographic characteristics of residents mirror their passion for social welfare and equal opportunity. Household types range from single person to married-couple families, with and without children. A blend of owners and renters, singlefamily homes and town homes, midrise and high-rise apartments, these neighborhoods are both racially and ethnically diverse. Many residents have completed some college or a degree, and they earn a good income in professional and service occupations. Willing to commute to their jobs, they work hard and budget well to support their urban lifestyles, laying the foundation for stable financial futures.

### OUR NEIGHBORHOOD

- More than half of the homes are single-family residences or townhomes.
- Tenure is 50-50: about half of households are owned and half are rented. Median home value (Index 185) and average gross rent (Index 129) exceed US values.
- Households include families, both married couples and single parents, as well as singles. The distribution is similar to the US, with slightly more single-person households (Index 109).
- Housing is older in this market: nearly 2 out of 3 homes were built before 1970.
- Most households own one vehicle, but public transportation is still a necessity for daily commutes.

### SOCIOECONOMIC TRAITS

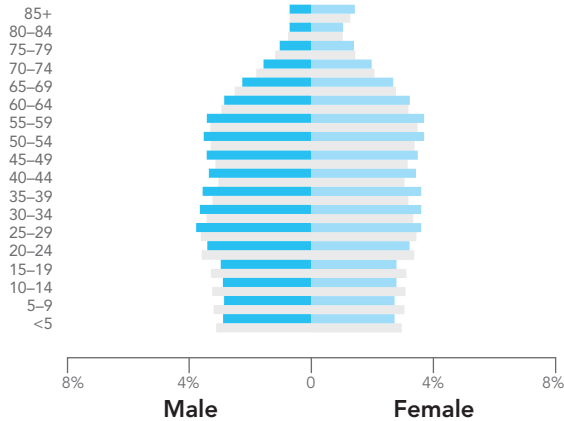
- City Lights residents earn above average incomes, but lag the nation in net worth.
- Labor force participation exceeds the US average (Index 108). Residents work hard in professional and service occupations but also seek to enjoy life.
- These consumers save for the future, often to achieve their dream of home ownership. They often engage in discussion about financial products and services among their peers. They earn dividend incomes from their portfolios but steer away from risky investments.
- These consumers are price savvy but will pay for quality brands they trust.
- Reflecting the diversity of their neighborhoods, residents stand by their belief in equal opportunity.
- Attuned to nature and the environment, and when they can, purchase natural products.

# 8A LifeMode Group: Middle Ground City Lights

## AGE BY SEX (Esri data)

**Median Age: 39.3** US: 38.2

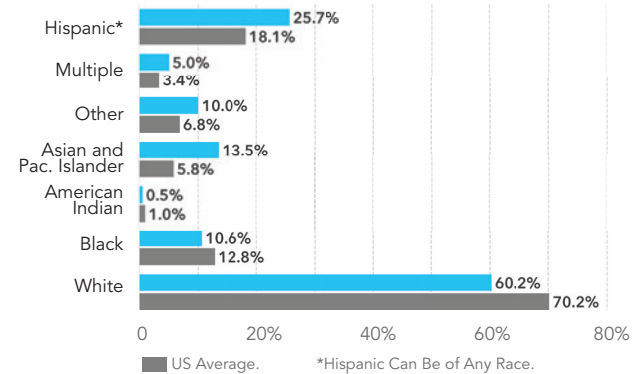
■ Indicates US



## 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: 75.8** US: 64.0



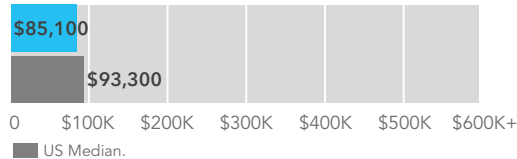
## INCOME AND NET WORTH

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



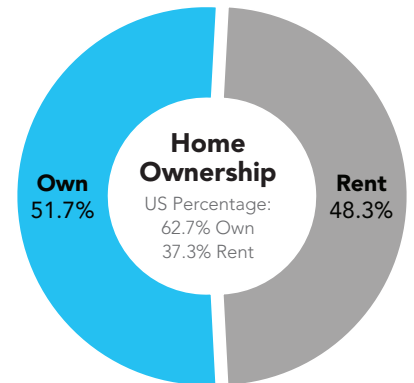
## HOUSING

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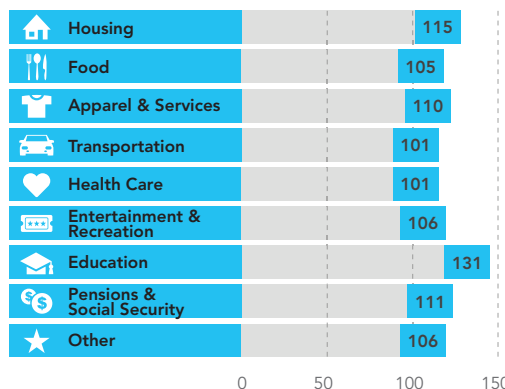
**Typical Housing:**  
Multiunits;  
Single Family

**Median Value:**  
\$383,400



## 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.



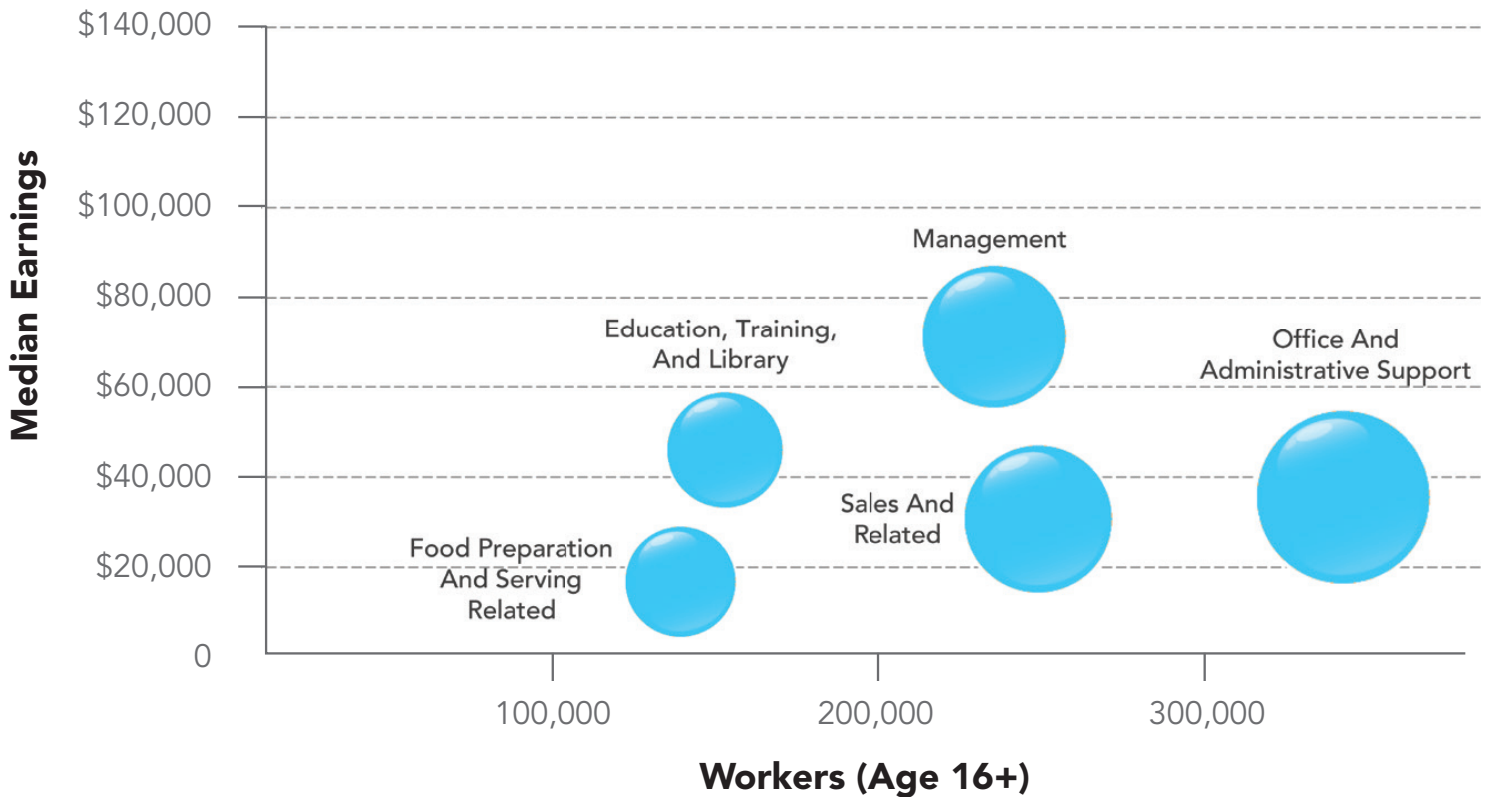
# 8A LifeMode Group: Middle Ground City Lights

## Market Profile

- Price-conscious consumers, they seek out deals on brands they like at warehouse clubs, Marshalls, Target, or Bed, Bath & Beyond.
- Residents are traditional in many ways. They prefer to bank in person but are increasingly paying their bills online. They rarely carry a credit card balance but occasionally buy on credit.
- Most residents have high-speed Internet access at home and use their computers for basic browsing and some shopping. Although most still own landlines, they use their cell phones frequently from news to entertainment to redeeming mobile coupons.
- These are health-conscious consumers, who purchase vitamins, low-sodium foods, and spend 7+ hours exercising per week.
- Dreaming of a brighter future, they often try their luck on the lottery.
- Their taste in music is varied, typically rhythmic, contemporary, urban, and even R&B music; listening at home and during their daily commutes.

## 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.



# 5C LifeMode Group: GenXurban Parks and Rec

**US Households:** 2,449,600  
**Average Household Size:** 2.51

**Median Age:** 40.8  
**Median Household Income:** \$60,000

## WHO ARE WE?

These practical suburbanites have achieved the dream of home ownership. They have purchased homes that are within their means. Their homes are older, and town homes and duplexes are not uncommon. Many of these families are two-income married couples approaching retirement age; they are comfortable in their jobs and their homes, budget wisely, but do not plan on retiring anytime soon or moving. Neighborhoods are well established, as are the amenities and programs that supported their now independent children through school and college. The appeal of these kid-friendly neighborhoods is now attracting a new generation of young couples.

## OUR NEIGHBORHOOD

- Homes are primarily owner occupied, single-family residences built prior to 1970; town homes and duplexes are scattered through the neighborhoods.
- Both median home value and average rent are close to the national level.
- Households by type mirror the US distribution; married couples, more without children, dominate. Average household size is slightly lower at 2.51, but this market is also a bit older.

## SOCIOECONOMIC TRAITS

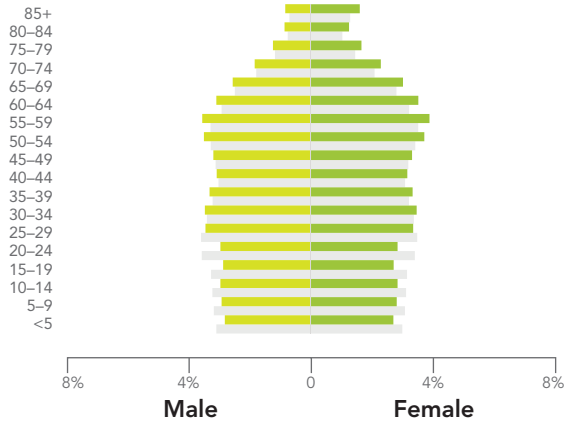
- More than half of the population is college educated.
- Older residents draw Social Security and retirement income.
- The work force is diverse: professionals in health care, retail trade, and education, or skilled workers in manufacturing and construction.
- This is a financially shrewd market; consumers are careful to research their big-ticket purchases.
- When planning trips, they search for discounted airline fares and hotels and choose to vacation within the US.
- These practical residents tend to use their cell phones for calls and texting only.

# 5C LifeMode Group: GenXurban Parks and Rec

## AGE BY SEX (Esri data)

**Median Age: 40.9** US: 38.2

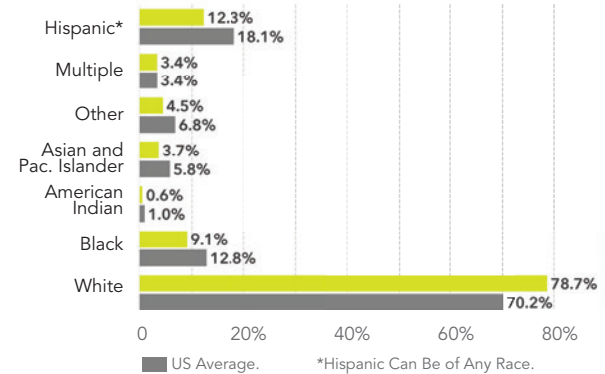
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## RACE AND ETHNICITY (Esri data)

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).

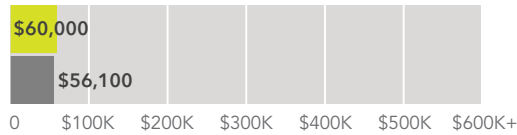
**Diversity Index: 50.7** US: 64.0



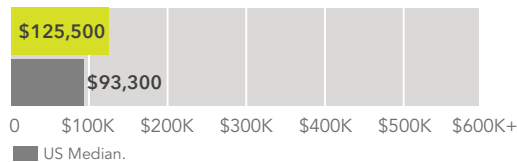
## INCOME AND NET WORTH

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### Median Household Income



### Median Net Worth



## HOUSING

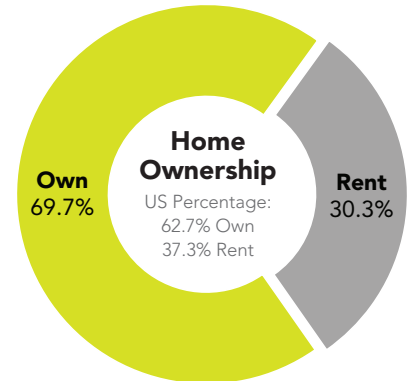
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**Typical Housing:**  
Single Family

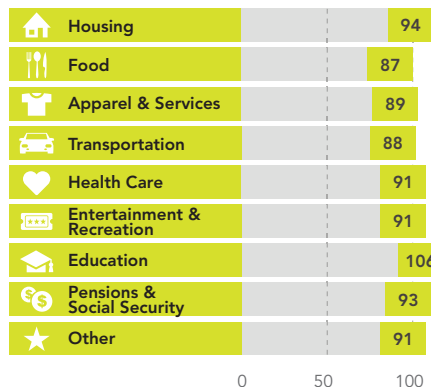
**Median Value:**  
\$198,500

US Median: \$207,300



## AVERAGE HOUSEHOLD BUDGET INDEX

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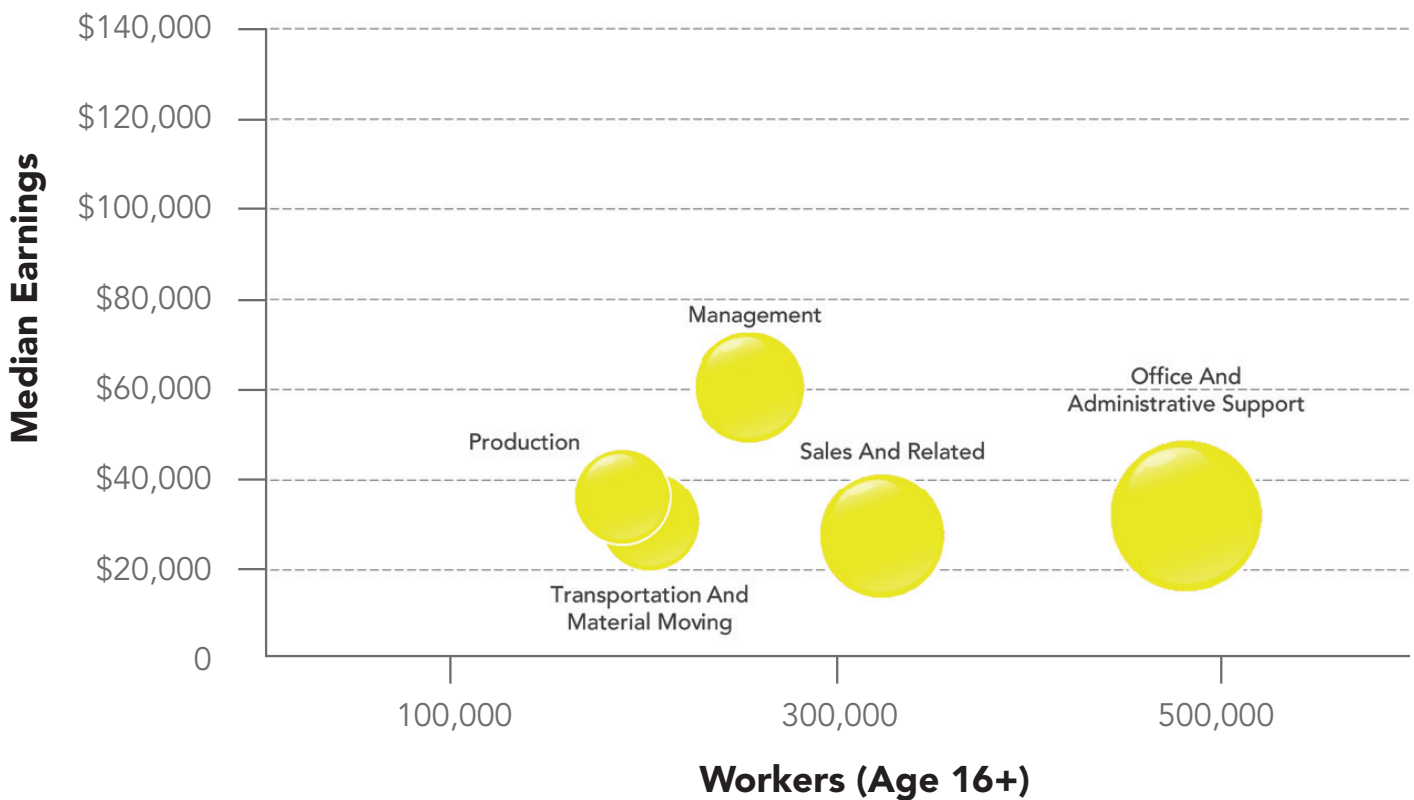
# 5C LifeMode Group: GenXurban Parks and Rec

## Market Profile

- Cost and practicality come first when purchasing a vehicle; Parks and Rec residents are more likely to buy SUVs or trucks over compact or subcompact vehicles.
- Budget-conscious consumers stock up on staples at warehouse clubs.
- Pass time at home watching documentaries on Animal Planet, Discovery, or History channels. For an outing, they choose to dine out at family-style restaurants and attend movies. Between trips to the casinos, they gamble on lottery tickets and practice their blackjack and poker skills online.
- Convenience is important in the kitchen; they regularly use frozen or packaged main course meals. Ground coffee is preferred over coffee beans.
- Residents here take advantage of local parks and recreational activities. Their exercise routine is a balance of home-based exercise; a session at their local community gym; or a quick jog, swim, or run.

## 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.



# 8E LifeMode Group: Middle Ground Front Porches

**US Households:** 1,960,300  
**Average Household Size:** 2.57

**Median Age:** 34.9  
**Median Household Income:** \$43,700

## WHO ARE WE?

Front Porches blends household types, with more young families with children or single households than average. This group is also more diverse than the US. More than half of householders are renters, and many of the homes are older town homes or duplexes. Friends and family are central to Front Porches residents and help to influence household buying decisions. Households tend to own just one vehicle but used only when needed. Income and net worth of these residents are well below the US average.

## OUR NEIGHBORHOOD

- Nearly one in five homes is a duplex, triplex, or quad; half are older single-family dwellings.
- Just over half the homes are occupied by renters.
- Older, established neighborhoods; three quarters of all homes were built before 1980.
- Single-parent families or singles living alone make up almost half of the households.

## SOCIOECONOMIC TRAITS

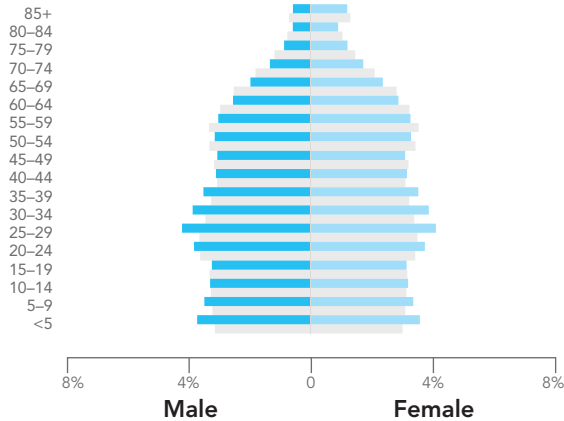
- Composed of a blue-collar work force with a strong labor force participation rate, but unemployment is slightly high at 7.1%.
- Price is more important than brand names or style to these consumers.
- With limited incomes, these are not adventurous shoppers.
- They would rather cook a meal at home than dine out.
- They seek adventure and strive to have fun.

# 8E LifeMode Group: Middle Ground Front Porches

## AGE BY SEX (Esri data)

Median Age: **34.9** US: 38.2

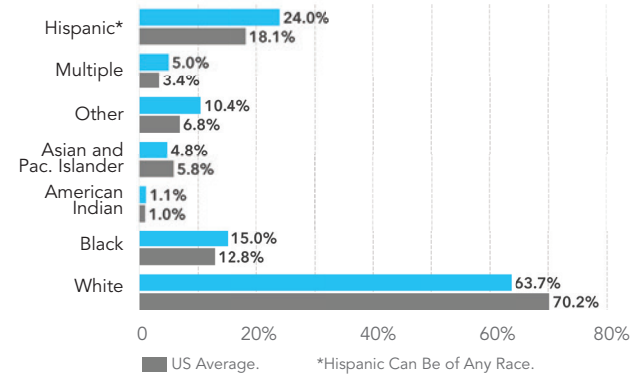
■ Indicates US



## 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).

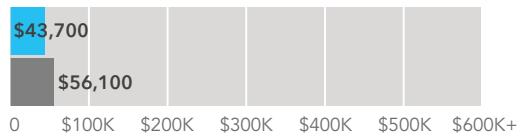
Diversity Index: **72.7** US: 64.0



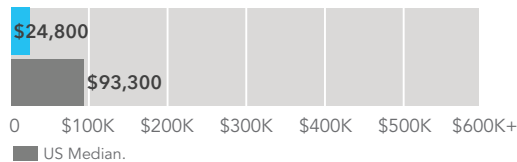
## INCOME AND NET WORTH

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

### Median Household Income



### Median Net Worth



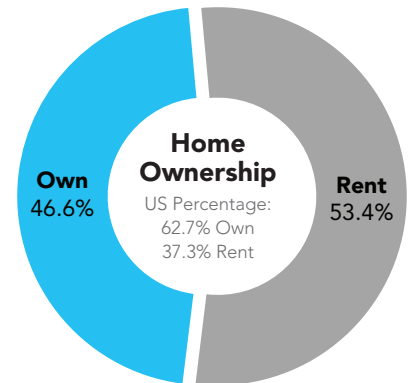
## HOUSING

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



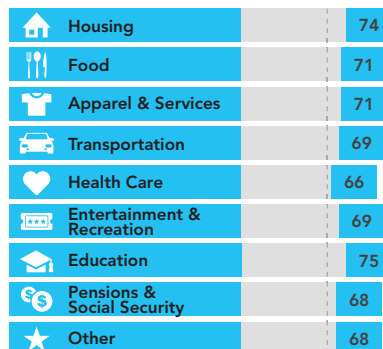
**Typical Housing:**  
Single Family;  
Multi-Units

**Average Rent:**  
\$913



## 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.





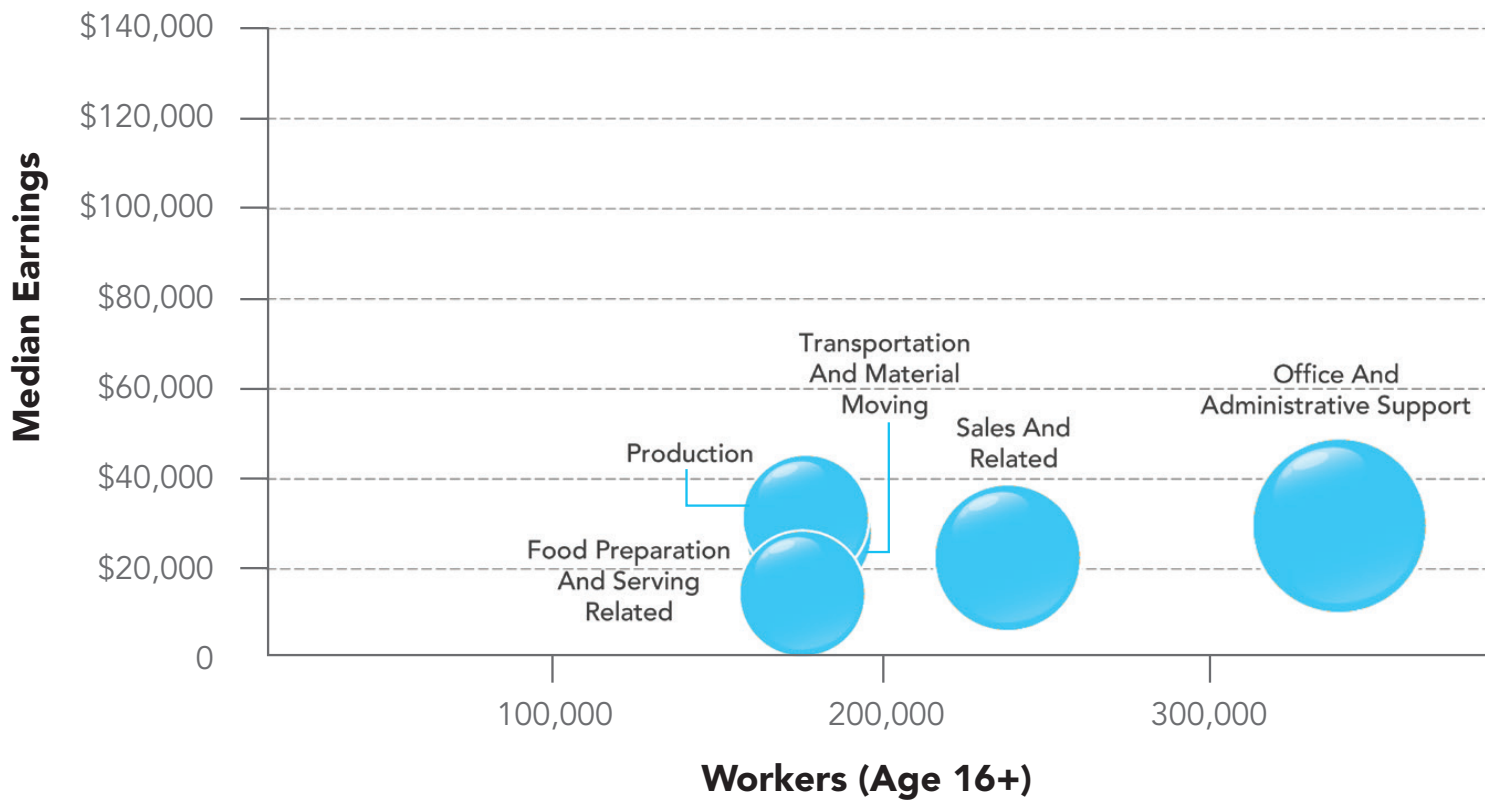
# 8E LifeMode Group: Middle Ground Front Porches

## Market Profile

- Go online for gaming, watching movies, employment searches, and posting pics on social media.
- Prefer cellphones over landlines, and use their mobile devices for entertainment such as streaming movies and music.
- Drink energy and sports drinks.
- Participate in leisure activities including sports, playing board games and video games.
- Watch Comedy Central, Nickelodeon, and PBS Kids Sprout.

## 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.



# 1D LifeMode Group: Affluent Estates Savvy Suburbanites

**US Households:** 3,664,200  
**Average Household Size:** 2.85

**Median Age:** 45.1  
**Median Household Income:** \$108,700

## WHO ARE WE?

Savvy Suburbanites residents are well educated, well read, and well capitalized. Families include empty nesters and empty nester wannabes, who still have adult children at home. Located in older neighborhoods outside the urban core, their suburban lifestyle includes home remodeling and gardening plus the active pursuit of sports and exercise. They enjoy good food and wine, plus the amenities of the city's cultural events.

## OUR NEIGHBORHOOD

- Established neighborhoods (most built between 1970 and 1990) found in the suburban periphery of large metropolitan markets.
- Married couples with no children or older children; average household size is 2.85.
- 91% owner occupied; 66% mortgaged (Index 160).
- Primarily single-family homes, with a median value of \$362,900 (Index 161).
- Low vacancy rate at 3.8%.

## SOCIOECONOMIC TRAITS

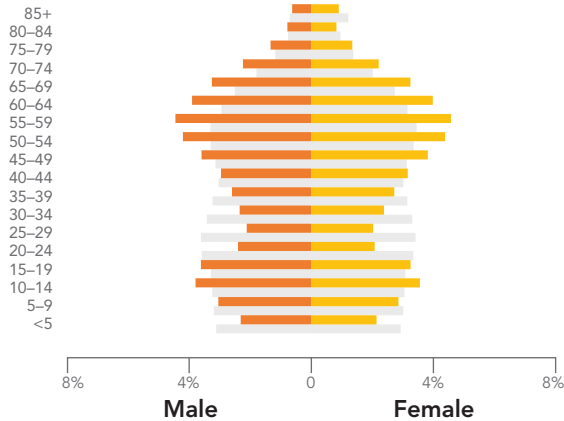
- Education: 50.6% college graduates; 77.6% with some college education.
- Low unemployment at 3.5% (Index 65); higher labor force participation rate at 67.9% (Index 109) with proportionately more 2-worker households at 62.2%, (Index 120).
- Well-connected consumers that appreciate technology and make liberal use of it for everything from shopping and banking to staying current and communicating.
- Informed shoppers that do their research prior to purchasing and focus on quality.

# 1D LifeMode Group: Affluent Estates Savvy Suburbanites

## AGE BY SEX (Esri data)

**Median Age: 45.1** US: 38.2

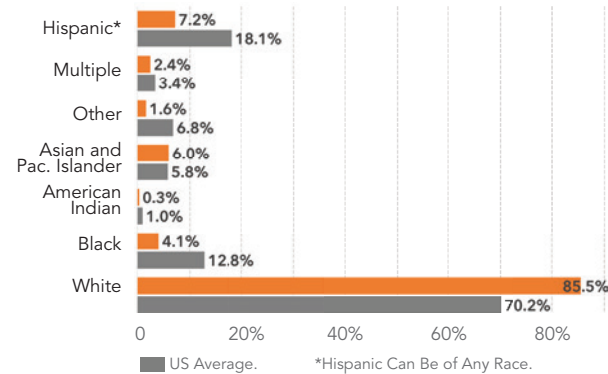
■ Indicates US



## 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).

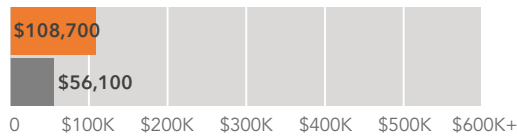
**Diversity Index: 36.2** US: 64.0



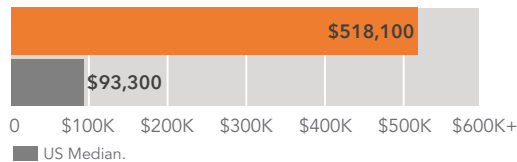
## INCOME AND NET WORTH

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

### Median Household Income



### Median Net Worth



## HOUSING

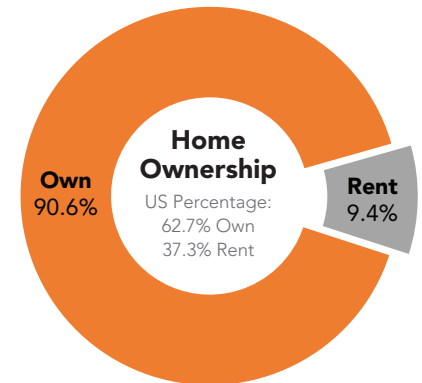
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



**Typical Housing:**  
Single Family

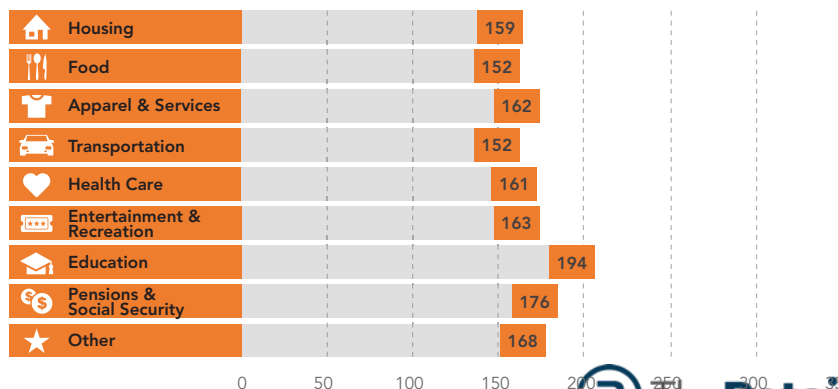
**Median Value:**  
\$362,900

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.



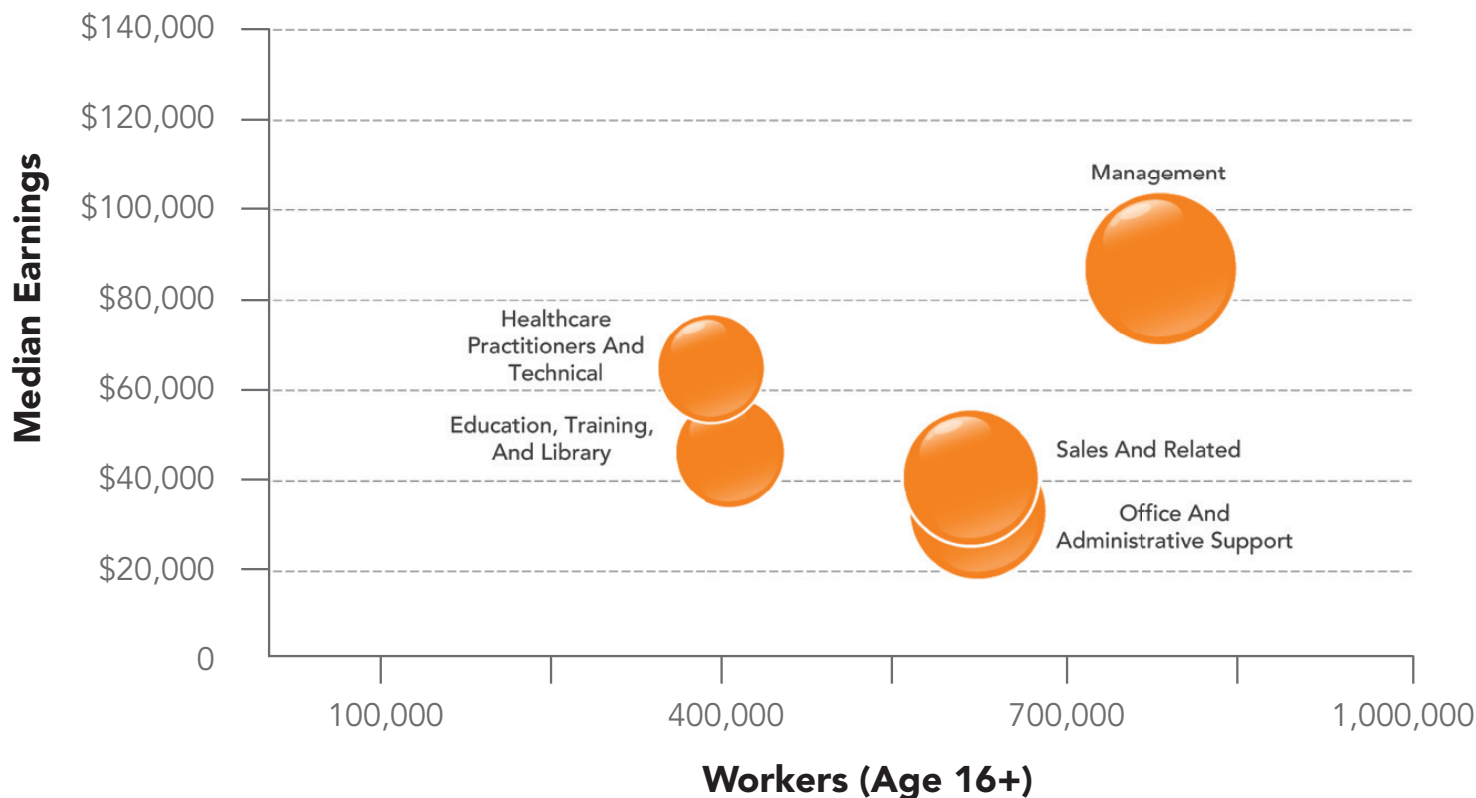
# 1D LifeMode Group: Affluent Estates Savvy Suburbanites

## Market Profile

- Residents prefer late model, family-oriented vehicles: SUVs, minivans, and station wagons.
- Gardening and home remodeling are priorities, usually DIY. Riding mowers and power tools are popular, although they also hire contractors for the heavy lifting.
- There is extensive use of housekeeping and personal care services.
- Foodies: They like to cook and prefer natural or organic products.
- These investors are financially active, using a number of resources for informed investing. They are not afraid of debt; many households carry first and second mortgages, plus home equity credit lines.
- Physically fit, residents actively pursue a number of sports, from skiing to golf, and invest heavily in sports gear and exercise equipment.

## 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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