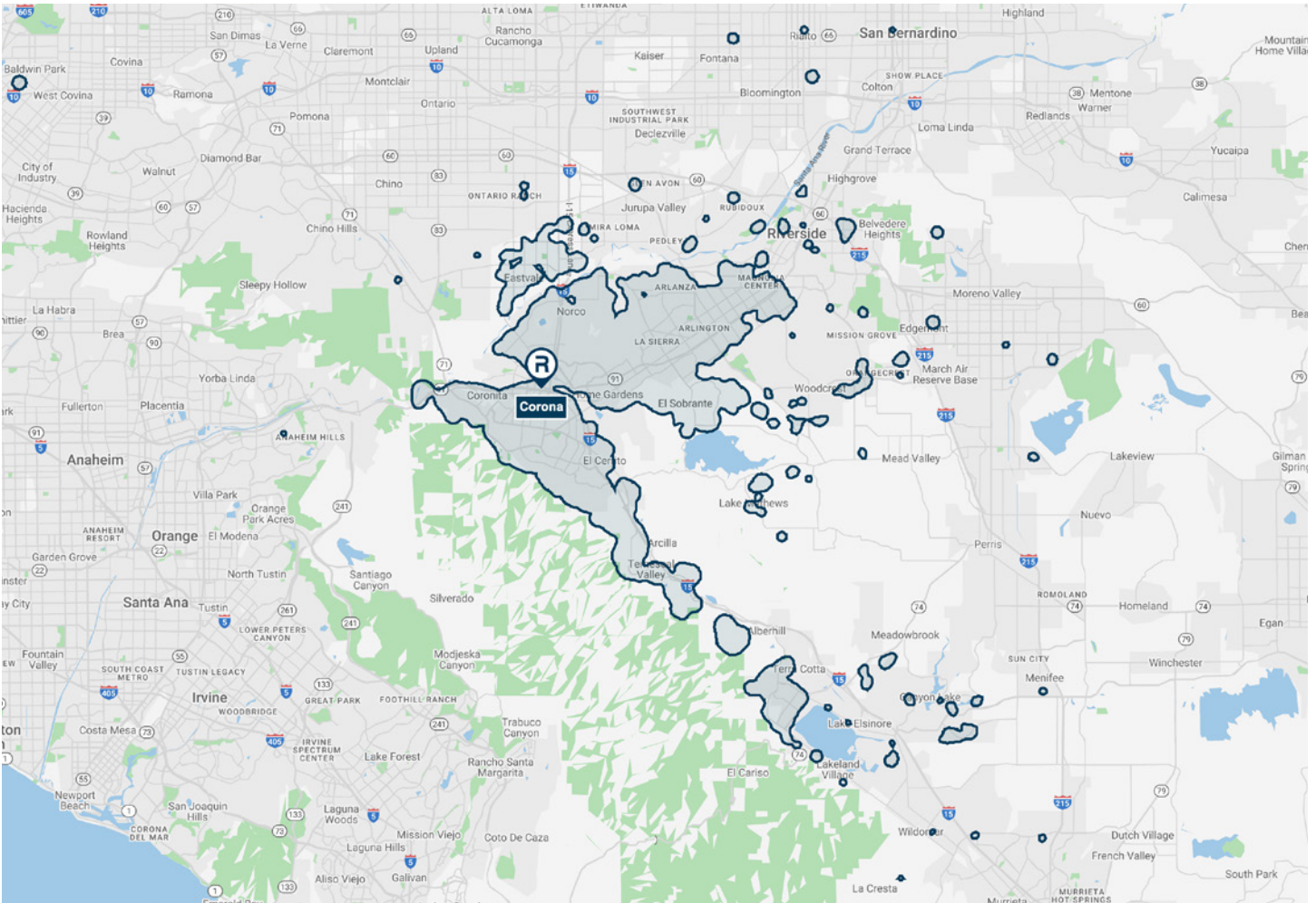# The**Retail**Coach®

Primary Retail Trade Area Psychographic Profile

CORONA, CALIFORNIA

Prepared for City of Corona
February 2023

Primary Retail Trade Area

Prepared for:

City of Corona
Amanda Wicker
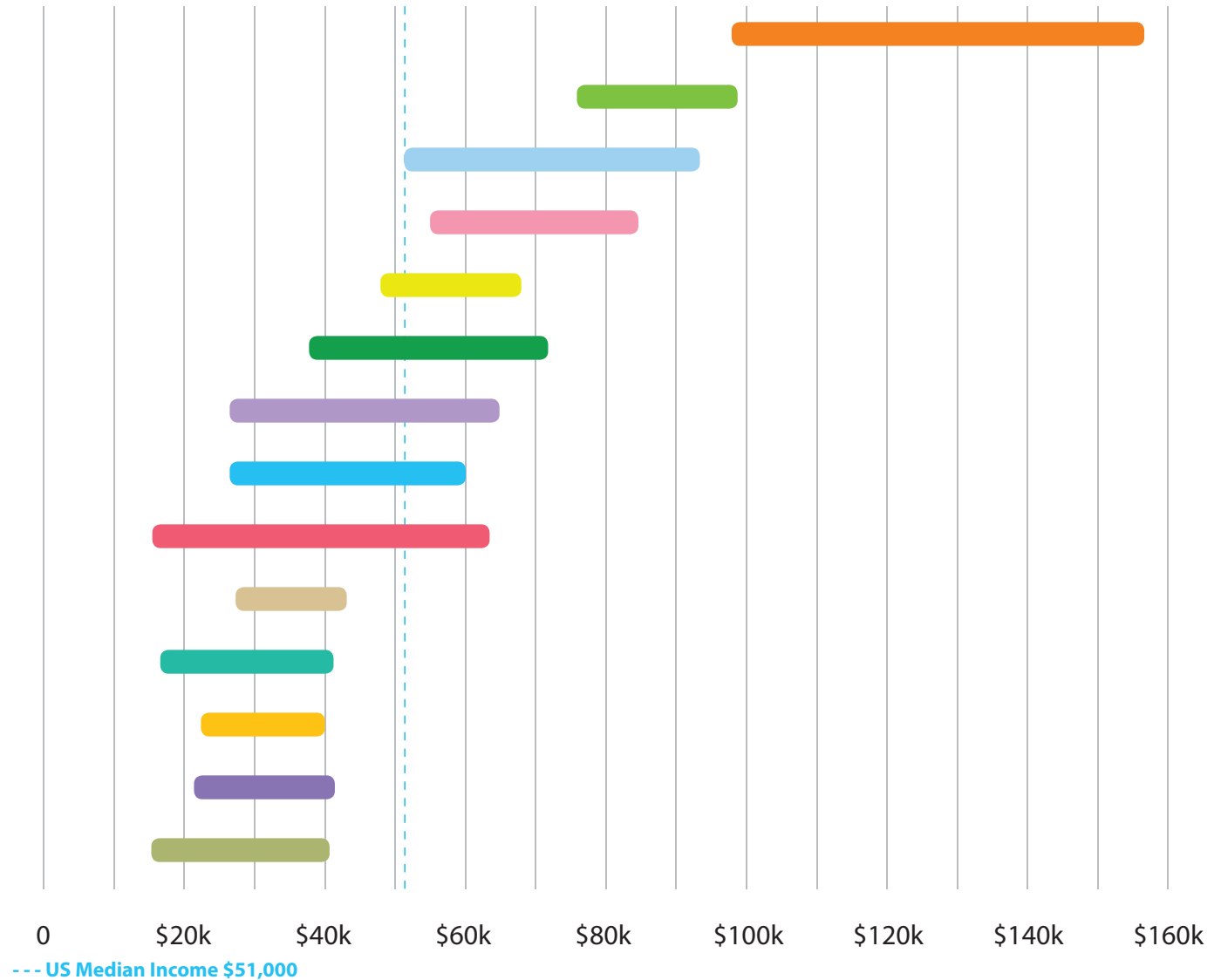Economic Development Administrator

400 South Vicentia Avenue
Corona, California 92882

Phone   951.736.2295
Amanda.Wicker@CoronaCA.gov
www.CoronaCA.gov

Income Range of Lifemode Summary Groups
Corona, California

- - - US Median Income $51,000

+ 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
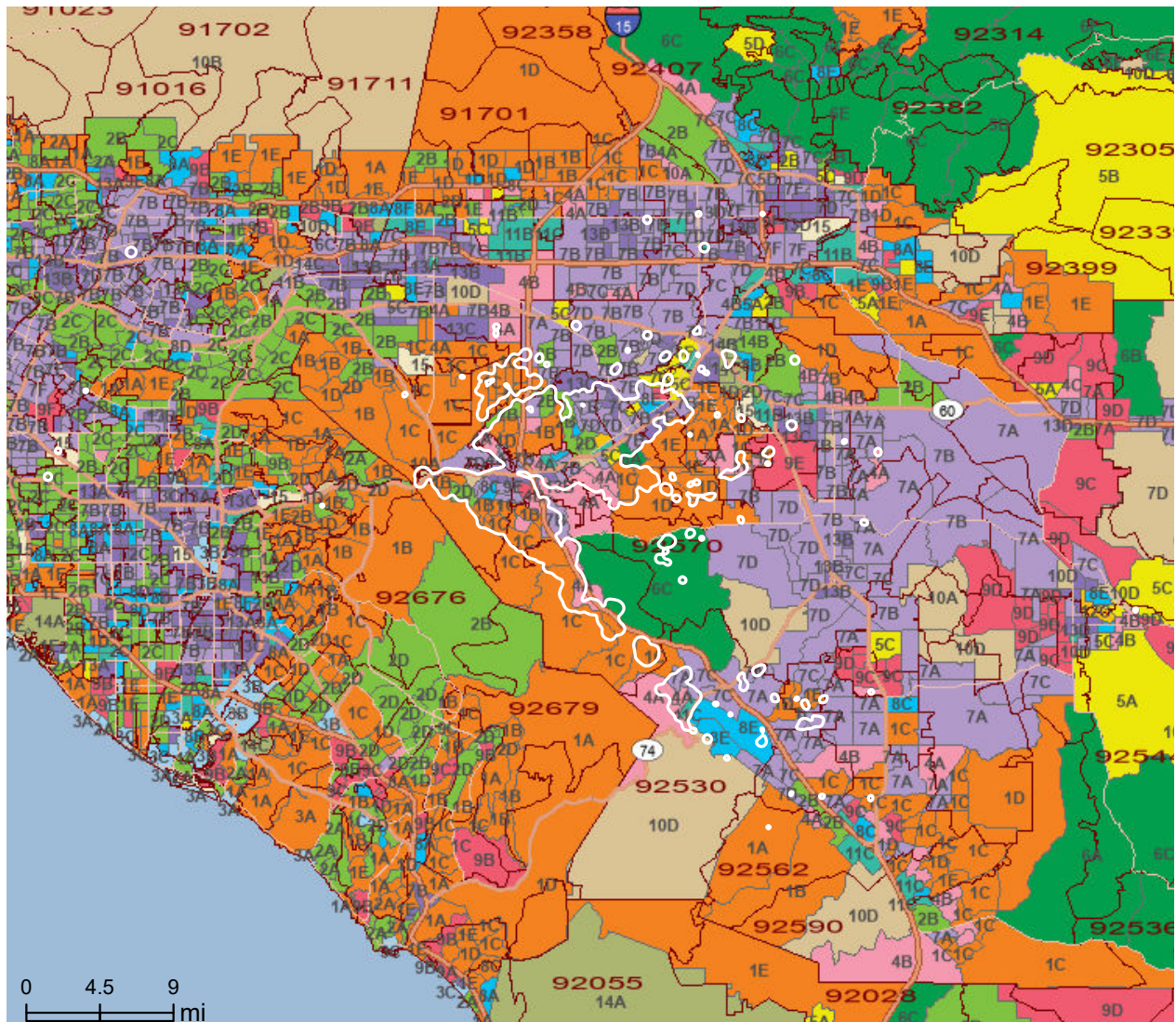Urban denizens; young, diverse,
hardworking families

+ L14 SCHOLARS AND PATRIOTS
College campuses and military neighborhoods

Primary Retail Trade Area • Lifemode Summary Groups Map
Corona, California

+ 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

The**Retail**Coach.

Primary Retail Trade Area • Top Tapestry Segments

Corona, California

+ 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

	TAPESTRY SEGMENTATION	HOUSEHOLDS PERCENT	CUMULATIVE PERCENT	US HOUSEHOLDS PERCENT	CUMULATIVE PERCENT	INDEX
1	Boomburbs (1C)	18.1%	18.1%	1.9%	1.9%	942
2	Urban Villages (7B)	13.8%	31.9%	1.0%	3.0%	1,322
3	Workday Drive (4A)	10.0%	41.9%	3.1%	6.0%	328
4	Urban Edge Families (7C)	5.8%	47.7%	1.5%	7.5%	382
5	Family Extensions (13B)	5.5%	53.1%	0.7%	8.3%	746
	Subtotal	53.2%		8.2%		
6	Forging Opportunity (7D)	4.5%	57.6%	1.0%	9.3%	429
7	Home Improvement (4B)	3.8%	61.4%	1.7%	11.0%	226
8	Professional Pride (1B)	3.7%	65.1%	1.6%	12.6%	223
9	Pleasantville (2B)	3.7%	68.8%	2.1%	14.8%	172
10	Up and Coming Families (7A)	3.6%	72.4%	2.8%	17.5%	130
	Subtotal	19.3%		9.2%		
11	Metro Fusion (11C)	3.5%	75.9%	1.5%	19.0%	238
12	Enterprising Professionals (2D)	3.3%	79.2%	1.5%	20.5%	226
13	Front Porches (8E)	2.3%	81.5%	1.6%	22.1%	146
14	NeWest Residents (13C)	2.2%	83.7%	0.8%	22.9%	279
15	Bright Young Professionals (8C)	1.9%	85.6%	2.3%	25.2%	83
	Subtotal	13.2%		7.7%		
16	Parks and Rec (5C)	1.8%	87.5%	2.0%	27.1%	92
17	Retirement Communities (9E)	1.5%	88.9%	1.2%	28.3%	125
18	Savvy Suburbanites (1D)	1.3%	90.3%	3.0%	31.3%	45
19	College Towns (14B)	1.3%	91.6%	1.0%	32.2%	135
20	Southwestern Families (7F)	1.3%	92.8%	0.8%	33.0%	158
	Subtotal	7.2%		8.0%		
	Total	92.8%		33.0%		281

1C LifeMode Group: Affluent Estates
Boomburbs

US Households: 2,004,400
Average Household Size: 3.25

Median Age: 34.0
Median Household Income: $113,400

WHO ARE WE?

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.

OUR NEIGHBORHOOD

- Growth markets are in the suburban periphery of large metropolitan areas.
- Young families are married with children (Index 220); average household size is 3.25.
- Home ownership is 84% (Index 134), with the highest rate of mortgages, 71.5% (Index 173).
- Primarily single-family homes, in new neighborhoods, 66% built since 2000 (Index 441).
- Median home value is $350,000 (Index 169).
- Lower housing vacancy rate at 3.7%.
- 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 (33.6%) commuting across county lines (Index 141).

SOCIOECONOMIC TRAITS

- Well educated young professionals, 55% are college graduates (Index 178).
- Unemployment is low at 3.3% (Index 61); high labor force participation at 71.3% (Index 114); most households have more than two workers (Index 124).
- Longer commute times from the suburban growth corridors have created more home workers (Index 156).
- 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.

1C LifeMode Group: Affluent Estates
Boomburbs

AGE BY SEX (Esri data)
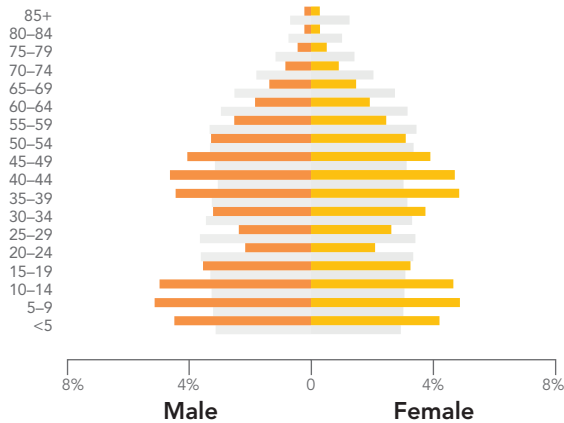
Median Age: 34.0 US: 38.2

Indicates US

Male   Female
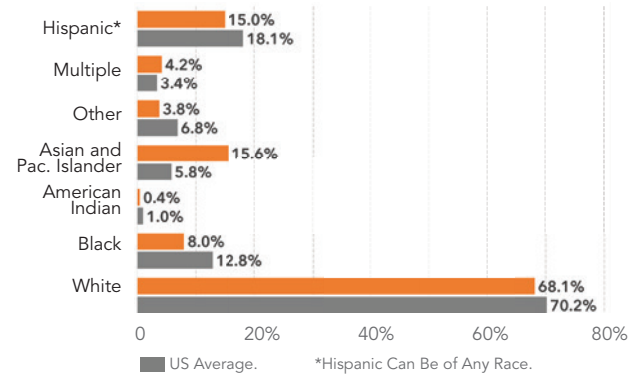
RACE AND ETHNICITY (Esri data)

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: 63.2 US: 64.0

Group	%
Hispanic*	15.0% / 18.1%
Multiple	4.2% / 3.4%
Other	3.8% / 6.8%
Asian and Pac. Islander	15.6% / 5.8%
American Indian	0.4% / 1.0%
Black	8.0% / 12.8%
White	68.1% / 70.2%

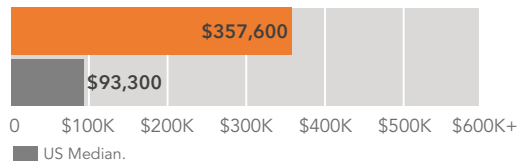US Average.   *Hispanic Can Be of Any Race.

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

$113,400
$56,100

### Median Net Worth

$357,600
$93,300
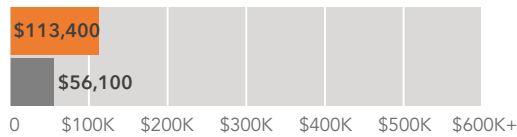
US Median.

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.
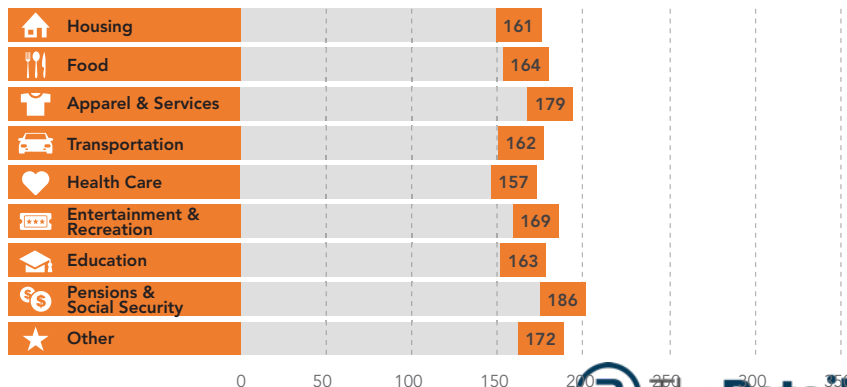
Typical Housing:
Single Family

Median Value:
$350,000
US Median: $207,300
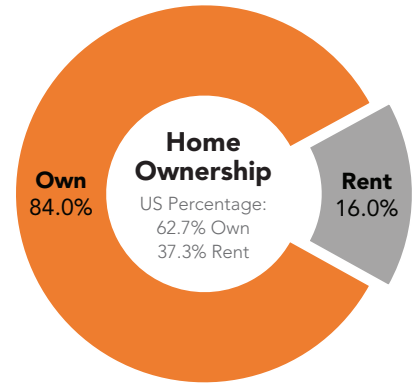
Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 84.0%   Rent 16.0%

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	161
Food	164
Apparel & Services	179
Transportation	162
Health Care	157
Entertainment & Recreation	169
Education	163
Pensions & Social Security	186
Other	172

1C LifeMode Group: Affluent Estates
Boomburbs

Market Profile

- 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.

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.
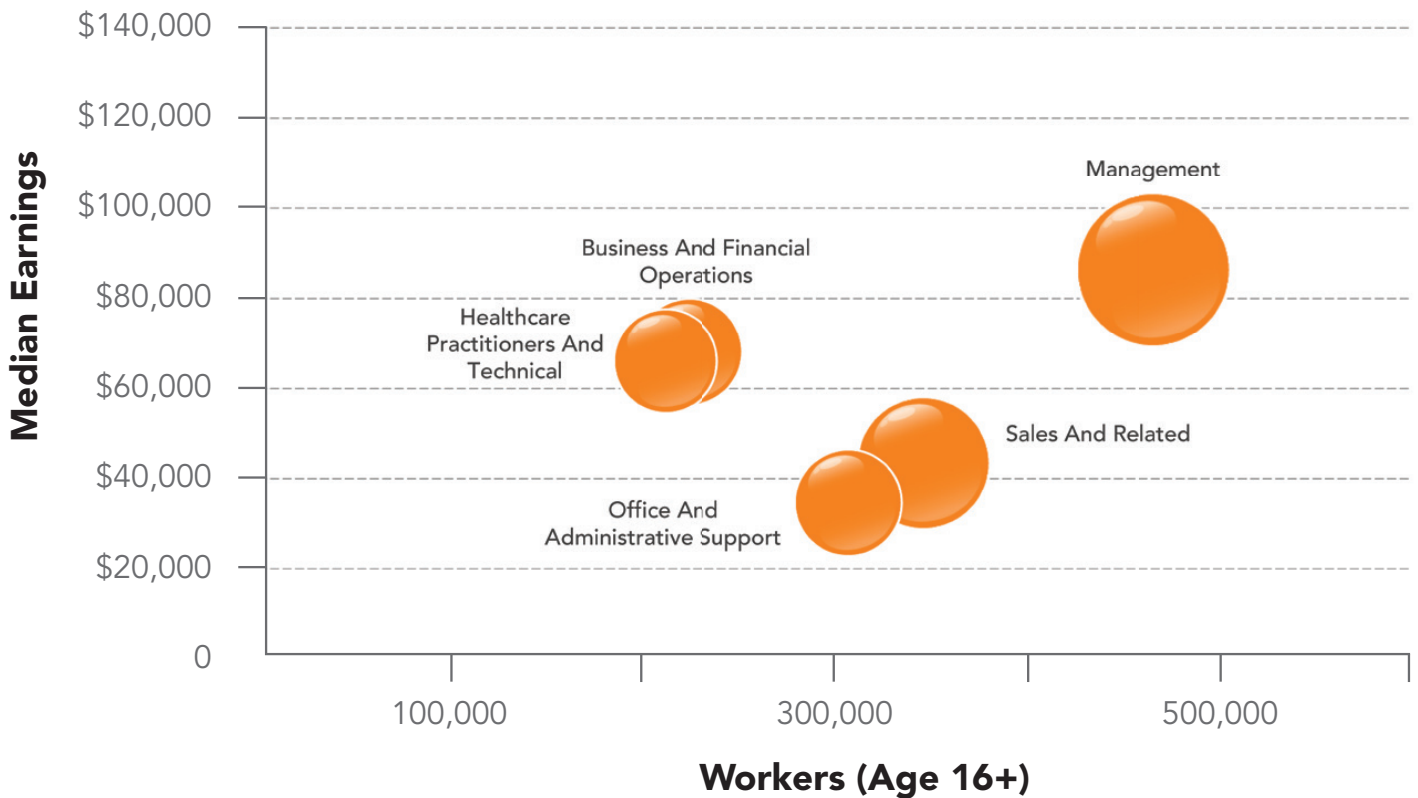
7B LifeMode Group: Ethnic Enclaves
Urban Villages

US Households: 1,319,200
Average Household Size: 3.78

Median Age: 34.0
Median Household Income: $62,300

WHO ARE WE?
Urban Villages residents are multicultural, multigenerational, and multilingual. Trendy and fashion conscious, they are risk takers. However, these consumers focus on their children and maintain gardens. They are well connected with their smartphones, but more likely to shop in person. Their favorite stores are as diverse as they are, Costco or Trader Joe's, Target or Macy's.

OUR NEIGHBORHOOD
- Older homes (most built before 1970) are found in the urban periphery of large metropolitan markets.
- Married couples with children, and grandparents; many households are multigenerational (Index 322). Average household size is 3.78.
- Homes are older, primarily single family, with a higher median value of $325,100 (Index 157) and a lower vacancy rate of 4.7%.

SOCIOECONOMIC TRAITS
- Multicultural market including recent immigrants (Index 277) and some language barriers (Index 289).
- Education: more than half the population aged 25 or older have a high school diploma or some college.
- Labor force participation rate higher than the US, but so is the unemployment rate at 6.2%.
- Brand conscious but not necessarily brand loyal; open to trying new things.
- Status-conscious consumers; choices reflect their youth—attention to style and pursuit of trends.
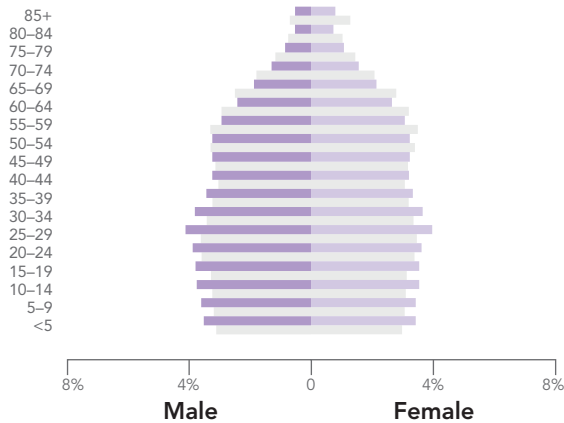- Comfortable with technology and interested in the latest innovations.

7B LifeMode Group: Ethnic Enclaves
Urban Villages

AGE BY SEX (Esri data)

Median Age: 34.0 US: 38.2

■ 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
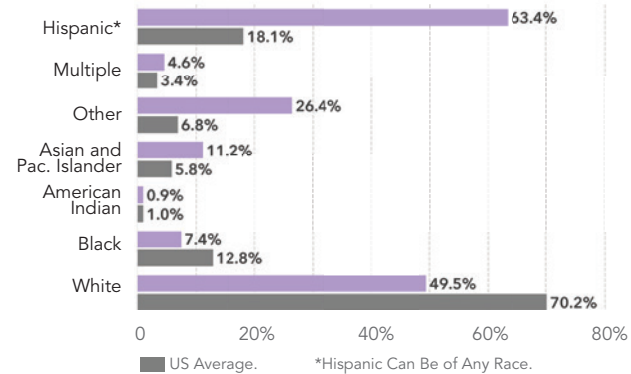
Scale: 8% 4% 0 4% 8%

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).
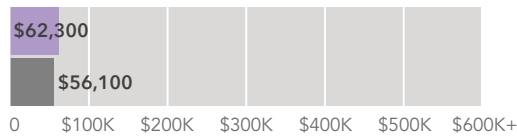
Diversity Index: 86.0 US: 64.0

Category	Value	US Average
Hispanic*	63.4%	18.1%
Multiple	4.6%	3.4%
Other	26.4%	6.8%
Asian and Pac. Islander	11.2%	5.8%
American Indian	0.9%	1.0%
Black	7.4%	12.8%
White	49.5%	70.2%

Scale: 0 20% 40% 60% 80%
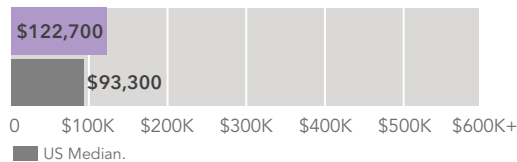
■ US Average.   *Hispanic Can Be of Any Race.

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

$62,300
$56,100

0 $100K $200K $300K $400K $500K $600K+

Median Net Worth

$122,700
$93,300

0 $100K $200K $300K $400K $500K $600K+
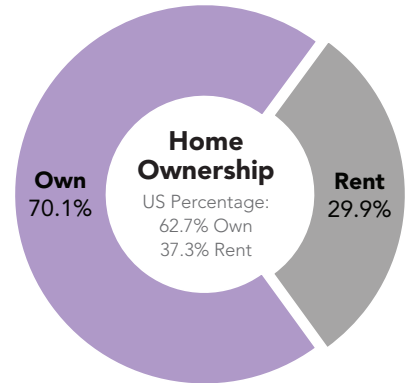
■ US Median.

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.
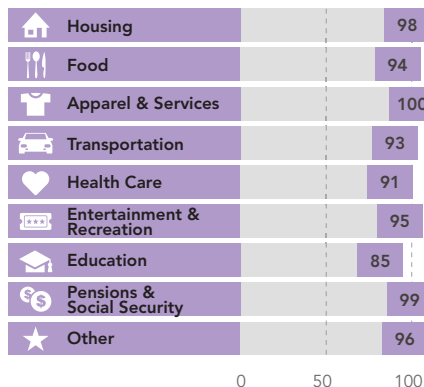
Typical Housing:
Single Family

Median Value:
$325,100

US Median: $207,300

Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 70.1%   **Rent 29.9%**

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	98
Food	94
Apparel & Services	100
Transportation	93
Health Care	91
Entertainment & Recreation	95
Education	85
Pensions & Social Security	99
Other	96

Scale: 0 50 100 150 200 250 300 350

TheRetailCoach.

7B LifeMode Group: Ethnic Enclaves
Urban Villages

Market Profile

- Fashion matters to Urban Villages residents, who spend liberally on new clothes for the whole family.
- Saving is more limited than spending in this young market.
- They carry credit cards, but banking is basic. They are likely to pay bills in person or online.
- Media preferences vary, but feature culturally specific channels or children's shows.
- Leisure includes family activities like going to water parks, theme parks, watching movies, and gardening, plus sports like soccer and basketball.

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.
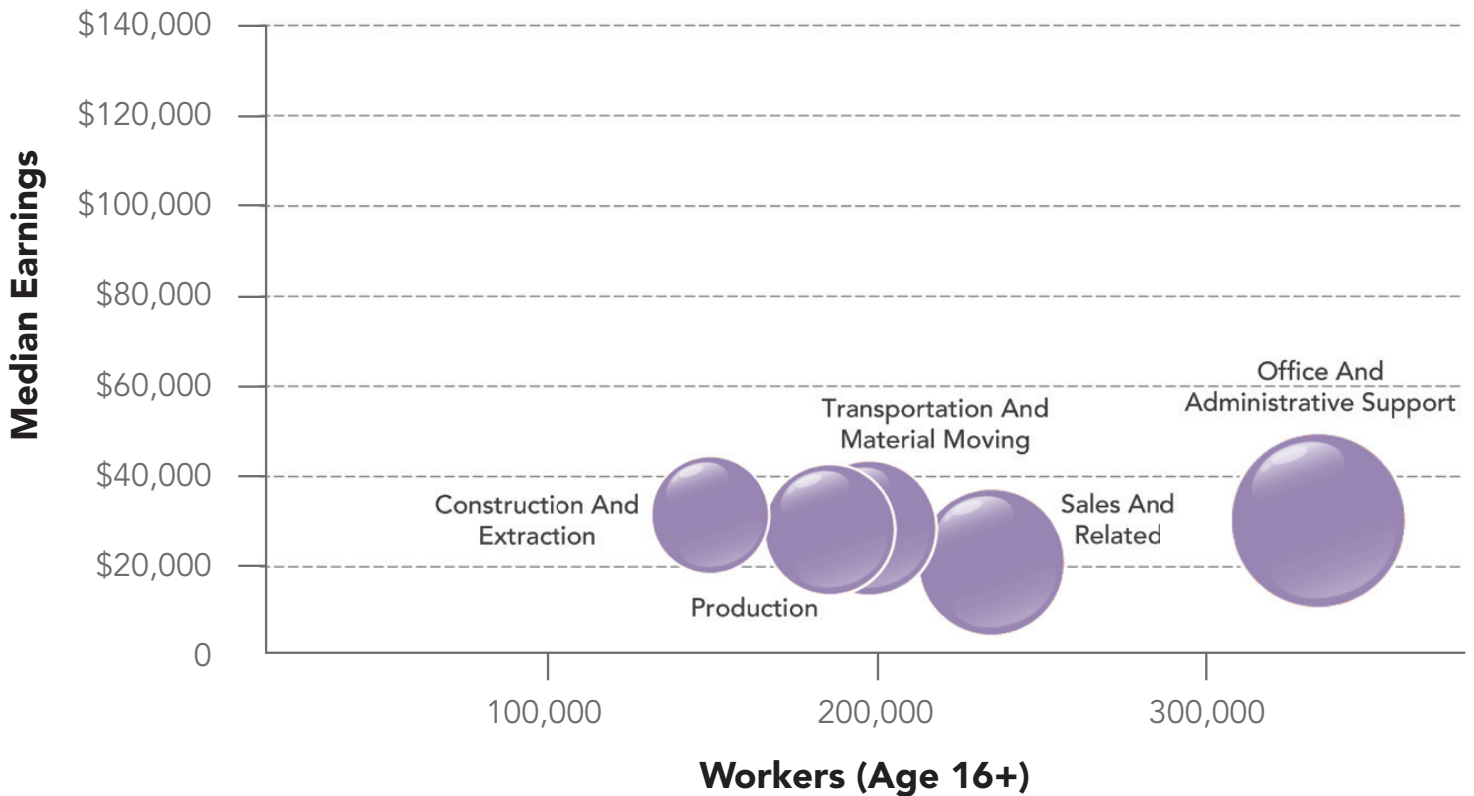
4A LifeMode Group: Family Landscapes
Soccer Moms

US Households: 3,541,300
Average Household Size: 2.97

Median Age: 37.0
Median Household Income: $90,500

WHO ARE WE?

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.

OUR NEIGHBORHOOD

- Soccer Moms residents prefer the suburban periphery of metropolitan areas.
- Predominantly single family, homes are in newer neighborhoods, 34% built in the 1990s (Index 236), 31% built since 2000.
- Owner-occupied homes have high rate of mortgages at 68% (Index 164), and low rate vacancy at 4%.
- Median home value is $257,400.
- Most households are married couples with children; average household size is 2.97.
- Most households have 2 or 3 vehicles; long travel time to work including a disproportionate number commuting from a different county (Index 132).

SOCIOECONOMIC TRAITS

- Education: 40.5% college graduates; more than 72% with some college education.
- Low unemployment at 3.8%; high labor force participation rate at 71%; 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 149) and second mortgages (Index 154) and auto loans (Index 149).

4A LifeMode Group: Family Landscapes
Soccer Moms

AGE BY SEX (Esri data)

Median Age: 37.0 US: 38.2

■ Indicates US

	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		

8%   4%   0   4%   8%

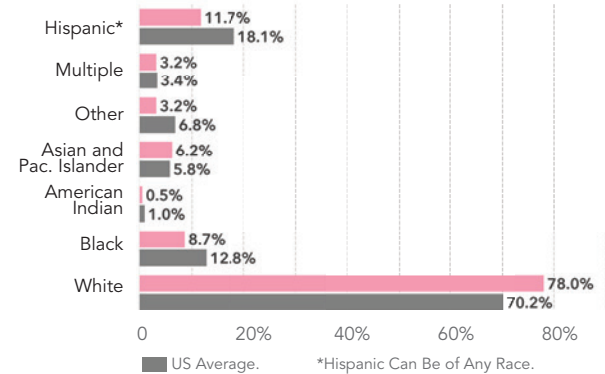## RACE AND ETHNICITY (Esri data)

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).
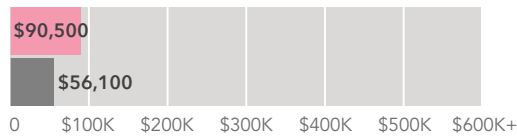
Diversity Index: 50.8 US: 64.0

Group	%	US Average
Hispanic*	11.7%	18.1%
Multiple	3.2%	3.4%
Other	3.2%	6.8%
Asian and Pac. Islander	6.2%	5.8%
American Indian	0.5%	1.0%
Black	8.7%	12.8%
White	78.0%	70.2%

0   20%   40%   60%   80%

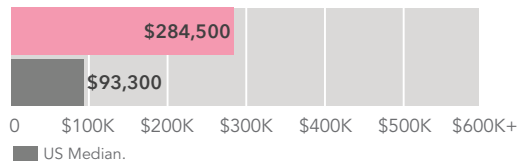■ US Average.   *Hispanic Can Be of Any Race.

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

$90,500
$56,100

0   $100K $200K $300K $400K $500K $600K+

Median Net Worth

$284,500
$93,300

0   $100K $200K $300K $400K $500K $600K+
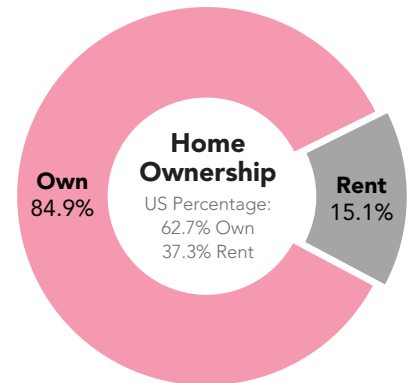
■ US Median.

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.
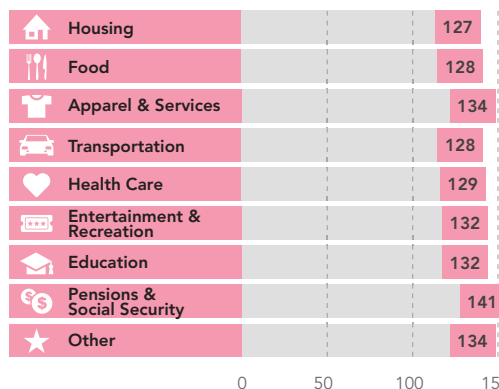
Typical Housing:
Single Family

Median Value:
$257,400

US Median: $207,300

Home Ownership
US Percentage: 62.7% Own 37.3% Rent

Own 84.9%
Rent 15.1%

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	127
Food	128
Apparel & Services	134
Transportation	128
Health Care	129
Entertainment & Recreation	132
Education	132
Pensions & Social Security	141
Other	134

0   50   100   150   200   250   300   350

The Retail Coach®

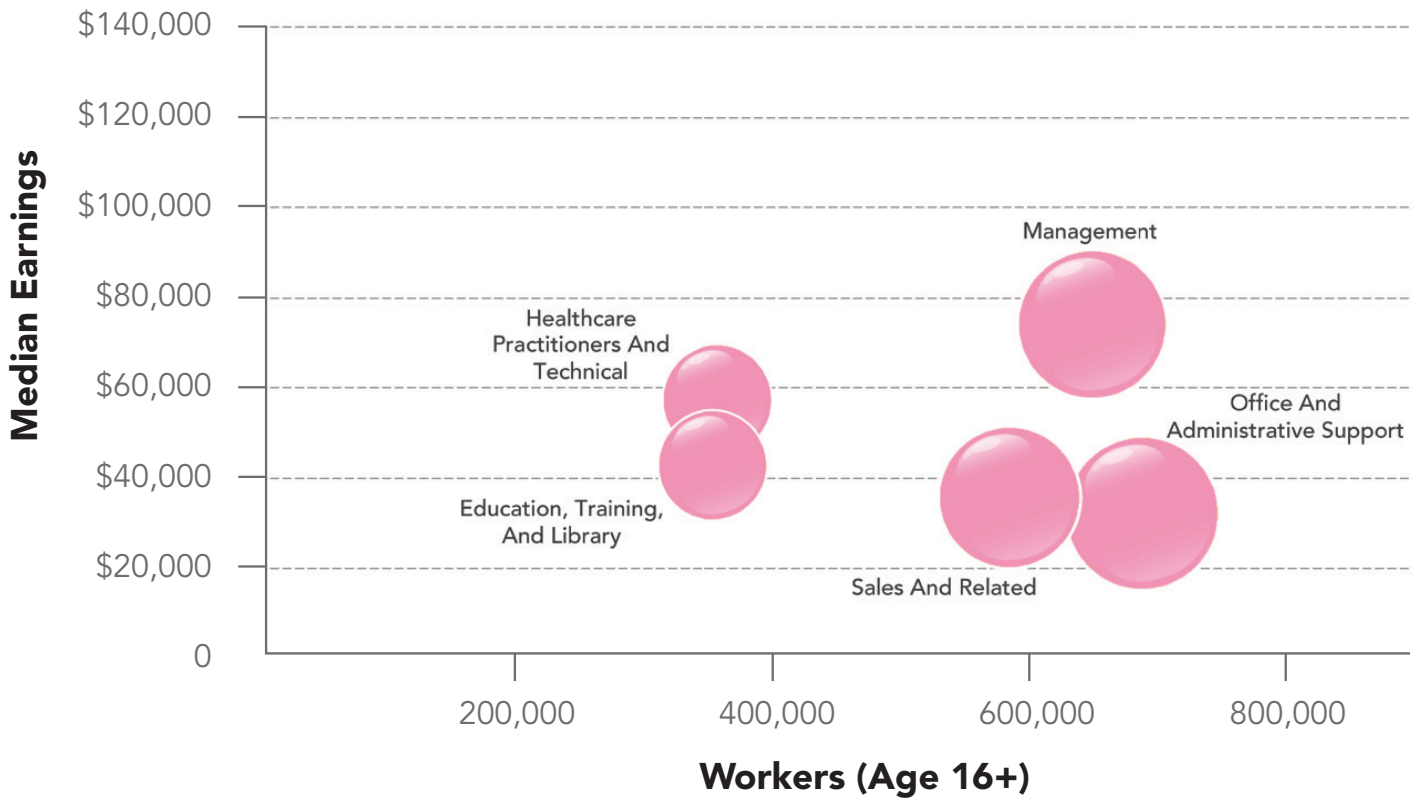# 4A LifeMode Group: Family Landscapes
Soccer Moms

Market Profile

• 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 154), 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. They attend sporting events, as well as participate in them like bicycling, jogging, golfing, and boating.
• Home maintenance services are frequently contracted, but these families also like their gardens and own the tools for minor upkeep, like lawn mowers, trimmers, and blowers.

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.

Bubble chart — Median Earnings (y-axis, $0 to $140,000) vs Workers (Age 16+) (x-axis, 200,000 to 800,000). Occupations shown: Management; Healthcare Practitioners And Technical; Education, Training, And Library; Sales And Related; Office And Administrative Support.

TheRetailCoach.

7C LifeMode Group: Ethnic Enclaves
American Dreamers

US Households: 1,824,900
Average Household Size: 3.19

Median Age: 32.5
Median Household Income: $50,900

WHO ARE WE?

Located throughout the South and West, most American Dreamers residents own their own homes, primarily single-family housing—farther out of the city, where housing is more affordable. Median household income is slightly below average (Index 91). The majority of households include younger married-couple families with children and, frequently, grandparents. Diversity is high; many residents are foreign born, of Hispanic origin. Hard work and sacrifice have improved their economic circumstance as they pursue a better life for themselves and their family. Spending is focused more on the members of the household than the home. Entertainment includes multiple televisions, movie rentals, and video games at home or visits to theme parks and zoos. This market is connected and adept at accessing what they want from the Internet.

OUR NEIGHBORHOOD

- American Dreamers residents are family-centric and diverse. Most are married couples with children of all ages or single parents; multigenerational homes are common (Index 201).
- Average household size is higher at 3.19 (Index 123).
- Residents tend to live further out from urban centers—more affordable single-family homes and more elbow room.
- Tenure is slightly above average with 64% owner occupancy; primarily single-family homes with more mortgages (Index 114) and slightly higher monthly costs (Index 115).
- Three quarters of all housing were built since 1970.
- Many neighborhoods are located in the urban periphery of the largest metropolitan areas across the South and West.
- Most households have one or two vehicles available and a longer commute to work.

SOCIOECONOMIC TRAITS

- While nearly 17% have earned a college degree, the majority, or 63%, hold a high school diploma only or spent some time at a college or university.
- Unemployment is higher at 7.4% (Index 136); labor force participation is also higher at 66%.
- Most American Dreamers residents derive income from wages or salaries, but the rate of poverty is a bit higher in this market (Index 116).
- They tend to spend money carefully and focus more on necessities.
- They are captivated by new technology, particularly feature-rich smartphones.
- Connected: They use the Internet primarily for socializing but also for convenience, like paying bills online.
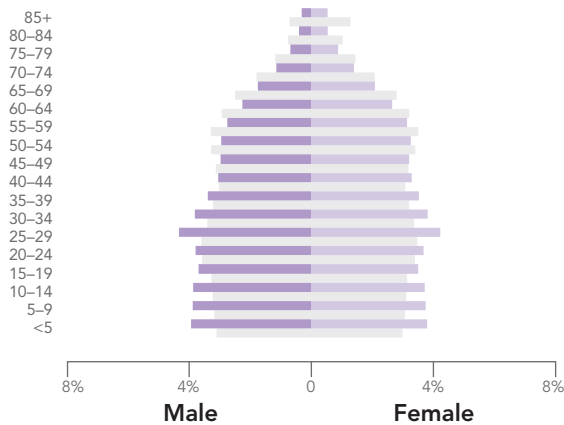
7C LifeMode Group: Ethnic Enclaves
American Dreamers

AGE BY SEX (Esri data)
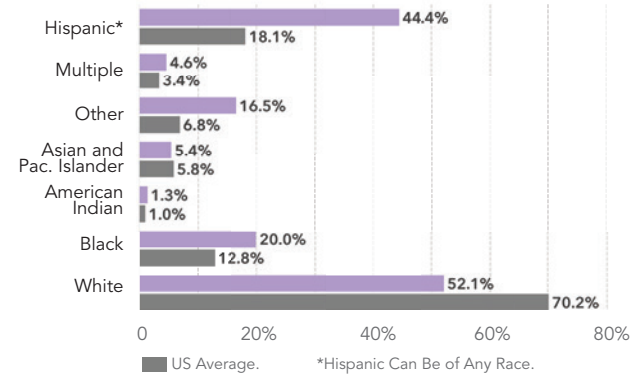
Median Age: 32.5 US: 38.2

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).
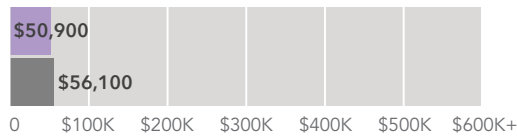
Diversity Index: 84.1 US: 64.0

Category	Value	US Average
Hispanic*	44.4%	18.1%
Multiple	4.6%	3.4%
Other	16.5%	6.8%
Asian and Pac. Islander	5.4%	5.8%
American Indian	1.3%	1.0%
Black	20.0%	12.8%
White	52.1%	70.2%

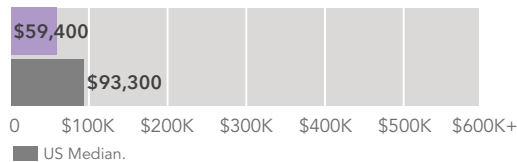US Average. *Hispanic Can Be of Any Race.

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

$50,900
$56,100

0 $100K $200K $300K $400K $500K $600K+

Median Net Worth

$59,400
$93,300

0 $100K $200K $300K $400K $500K $600K+

US Median.

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.
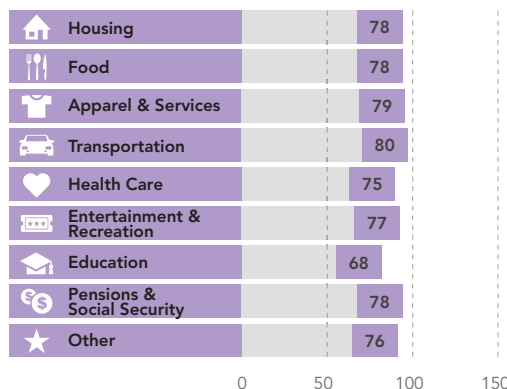
Typical Housing:
Single Family

Median Value:
$145,900
US Median: $207,300
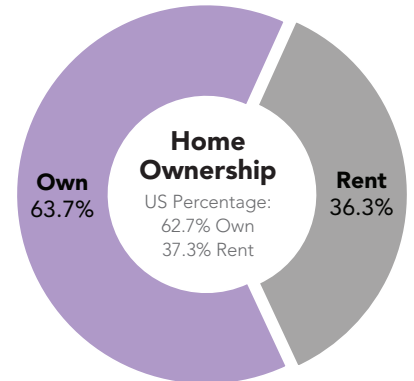
Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 63.7% Rent 36.3%

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	78
Food	78
Apparel & Services	79
Transportation	80
Health Care	75
Entertainment & Recreation	77
Education	68
Pensions & Social Security	78
Other	76

0 50 100 150 200 250 300 350

The Retail Coach.

7C LifeMode Group: Ethnic Enclaves
American Dreamers

Market Profile

• When dining out, these residents favor fast-food dining places such as Taco Bell or Little Caesar's, as well as family-friendly restaurants like Olive Garden, Denny's, or IHOP.
• Cell phones are preferred over landlines.
• Favorite channels include Animal Planet, MTV, ABC Family Channel, Bravo, and Nick Jr., as well as programming on Spanish TV.
• Residents listen to urban or Hispanic radio.
• During the summer, family outings to theme parks are especially popular.

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.
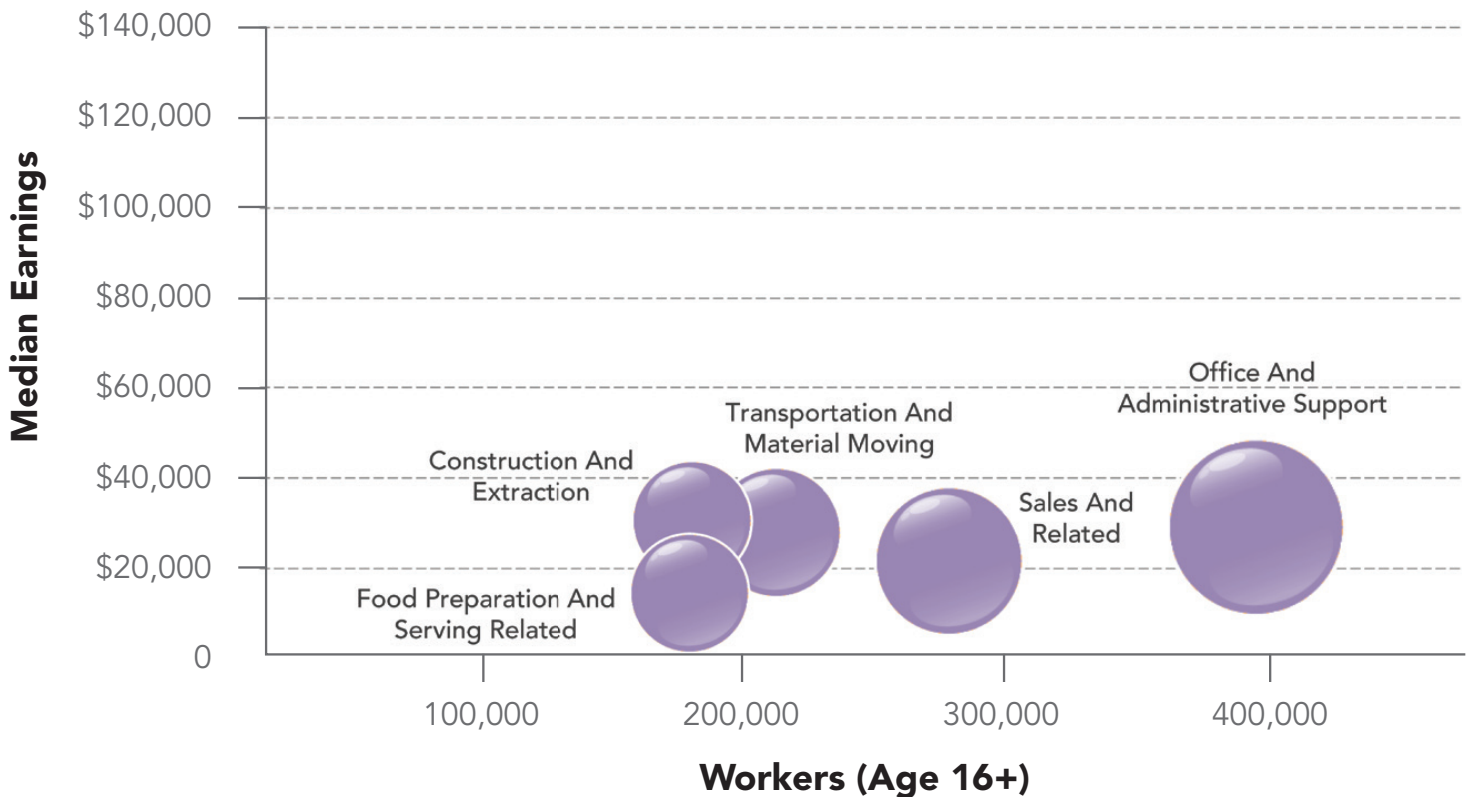
13B
LifeMode Group: Next Wave
Las Casas

US Households: 912,400

Average Household Size: 4.12

Median Age: 28.3

Median Household Income: $38,300

WHO ARE WE?

Cultural differences depict Las Casas, a family-oriented market distinguished by multigenerational households. Their spending reflects their children—baby food and furniture or children's apparel—and convenience—fast food and family restaurants. Consumer choices also focus on personal style, as well as the latest trends and fashions. Although young and predominantly renters, this market is stable, affected more by immigration from abroad than local moves.

OUR NEIGHBORHOOD

- Older neighborhoods, which can be found in the urban periphery of large metropolitan areas, primarily on the West Coast.
- Most of the housing built before 1960; 25% built before 1940.
- Housing a mix of single-family homes (less than half) and apartments, primarily in buildings with 2–4 units.
- Primarily renter-occupied homes, with an average rent of $1,067 monthly.
- Family market, primarily married couples with children, but also a number of multigenerational households; average household size at 4.12.

SOCIOECONOMIC TRAITS

- More than 40% of the population was born abroad (Index 327); 25% of the households have members who speak only Spanish (Index 558).
- Unemployment is high at 7.0%; labor force participation is average (Index 98).
- They're trendy consumers who focus on style.
- Brand loyalty and environmentally safe products also guide purchasing choices, although these consumers are open to new products.
- They use but do not rely on technology.

13B LifeMode Group: Next Wave
Las Casas

AGE BY SEX (Esri data)

Median Age: 28.3 US: 38.2

■ Indicates US
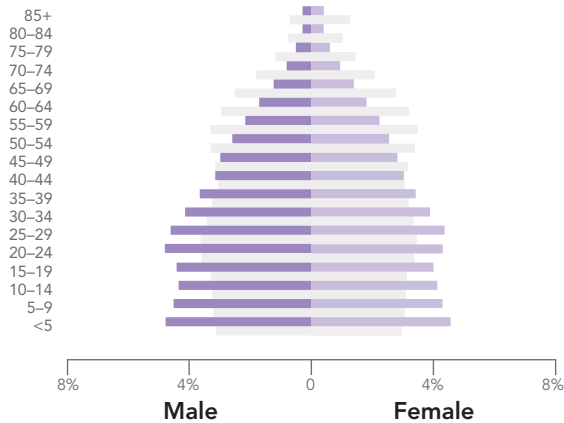
Male   Female
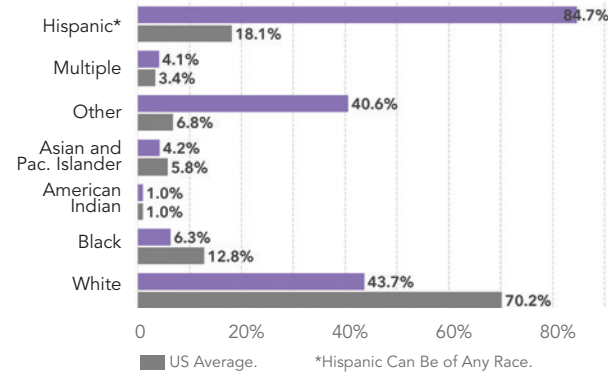
RACE AND ETHNICITY (Esri data)

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).
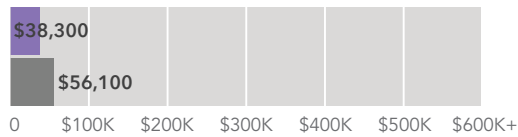
Diversity Index: 85.4 US: 64.0

Group	Value
Hispanic*	84.7%
Hispanic* (US)	18.1%
Multiple	4.1%
Multiple (US)	3.4%
Other	40.6%
Other (US)	6.8%
Asian and Pac. Islander	4.2%
Asian and Pac. Islander (US)	5.8%
American Indian	1.0%
American Indian (US)	1.0%
Black	6.3%
Black (US)	12.8%
White	43.7%
White (US)	70.2%

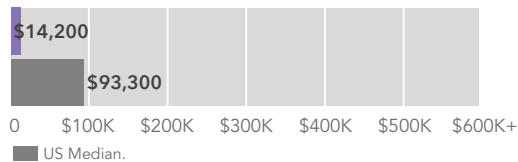■ US Average.   *Hispanic Can Be of Any Race.

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

$38,300
$56,100

0   $100K $200K $300K $400K $500K $600K+

Median Net Worth

$14,200
$93,300

0 $100K $200K $300K $400K $500K $600K+

■ US Median.

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.
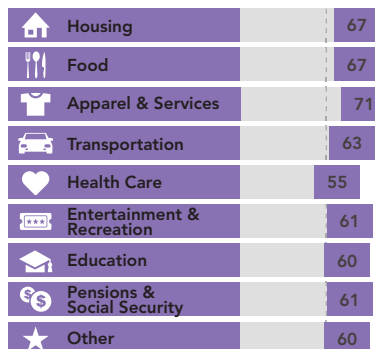
Typical Housing:
Single Family;
Multi-Unit Rentals

Average Rent:
$1,067
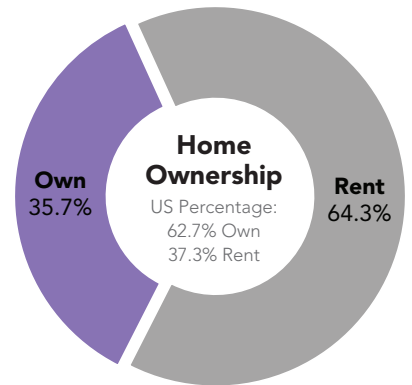
Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 35.7%   **Rent 64.3%**

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	67
Food	67
Apparel & Services	71
Transportation	63
Health Care	55
Entertainment & Recreation	61
Education	60
Pensions & Social Security	61
Other	60

0   50   100   150   200   250   300   350

13B LifeMode Group: Next Wave
Las Casas

Market Profile

- Recent purchases reflect personal style—apparel, personal care products like hair coloring and tooth whiteners.
- Family is reflected in purchases as well—baby products and children's apparel.
- Banking is done primarily in person; savings and debt are minimal.
- Media preferences overwhelmingly favor Spanish-language channels and websites.
- Residents are soccer fans.

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.
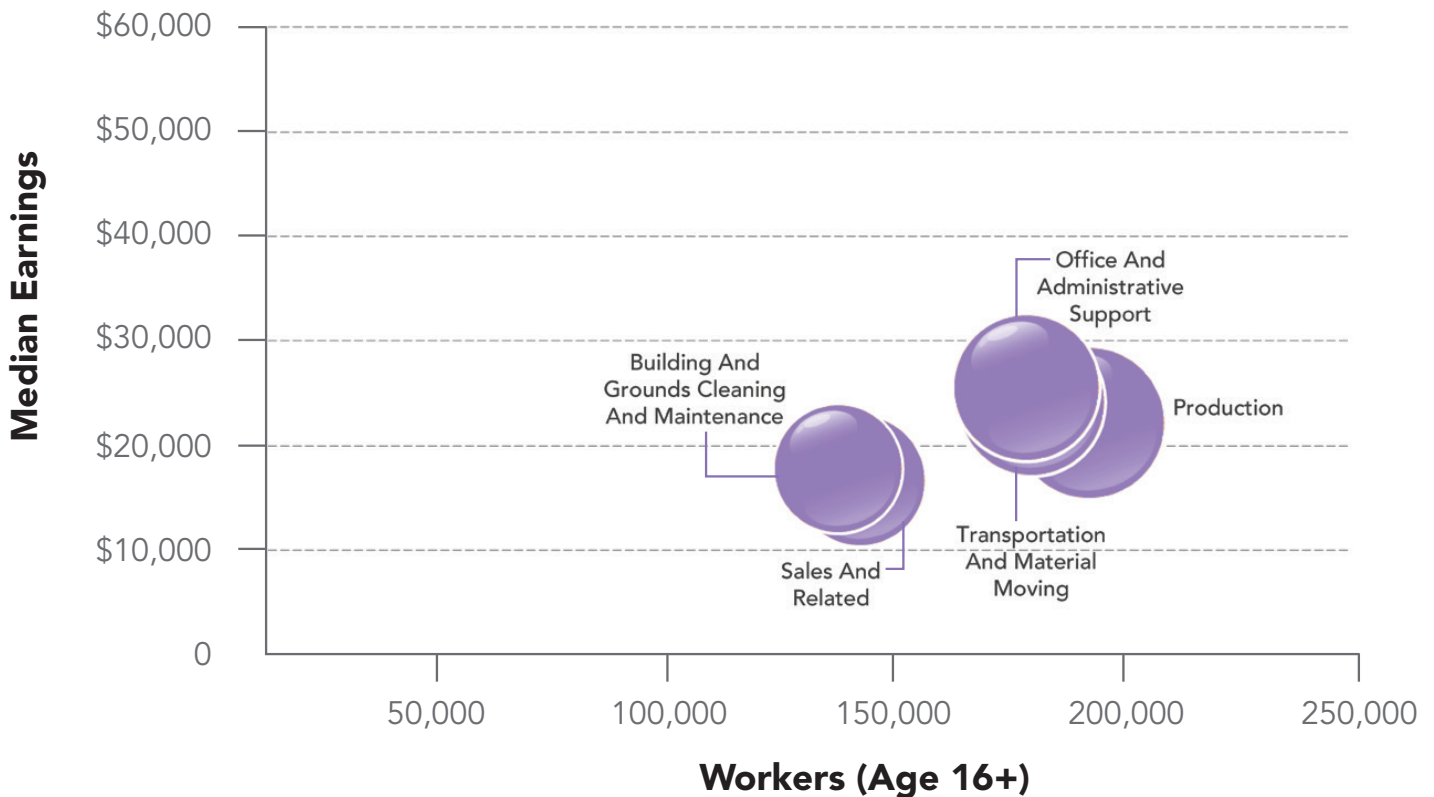
About The Retail Coach®

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.

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.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.