TheRetailCoach®

# PRIMARY RETAIL TRADE AREA PSYCHOGRAPHIC PROFILE

GILROY, CALIFORNIA

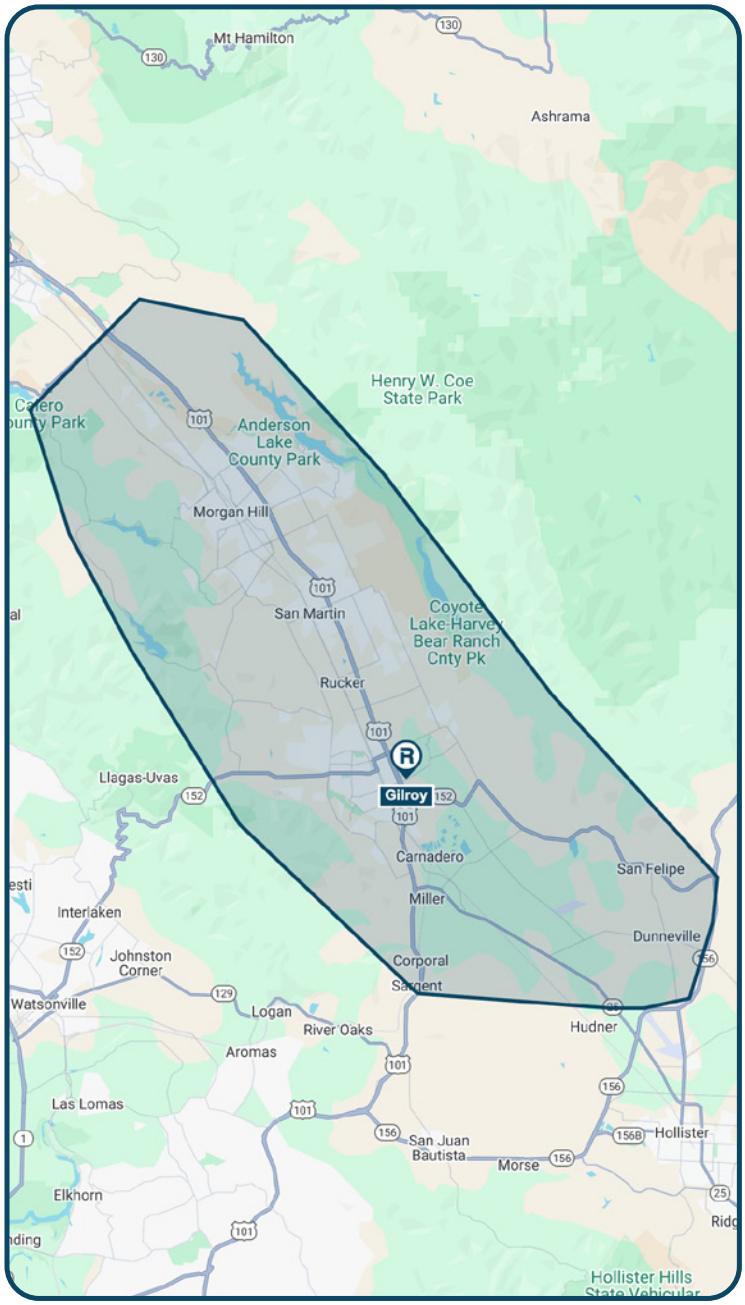
PREPARED FOR CITY OF GILROY
OCTOBER 2026

Primary Retail Trade Area — Gilroy, California

# DEMOGRAPHIC SNAPSHOT

www.CityofGilroy.org www.Gilroy.org

**Raissa de la Rosa, ACE** | Economic Development Director | City of Gilroy, Economic Development Department |408.846.0219 | 408.846.0587 | 669.766.8543
Raissa.delaRosa@@CityofGilroy.org
**Cristina Cortes** | Executive Director | Gilroy Chamber of Commerce | 408.842.6437 | Cristina@Gilroy.org




## Population

| | |
|---|---|
| 2020 | 127,623 |
| 2026 | 130,591 |
| 2031 | 133,825 |

## Age

| | |
|---|---|
| 0-9 Years | 11.39% |
| 10 - 17 Years | 10.89% |
| 18 - 24 Years | 10.18% |
| 25 - 34 Years | 10.99% |
| 35 - 44 Years | 12.90% |
| 45 - 54 Years | 12.83% |
| 55 - 64 Years | 13.31% |
| 65 and Older | 17.52% |
| Median Age | 40.17 |
| Average Age | 40.26 |

## Educational Attainment (%)

| | |
|---|---|
| Graduate or Professional Degree | 12.53% |
| Bachelors Degree | 23.19% |
| Associate Degree | 8.40% |
| Some College | 22.38% |
| High School Graduate (GED) | 20.37% |
| Some High School, No Degree | 5.48% |
| Less than 9th Grade | 7.66% |

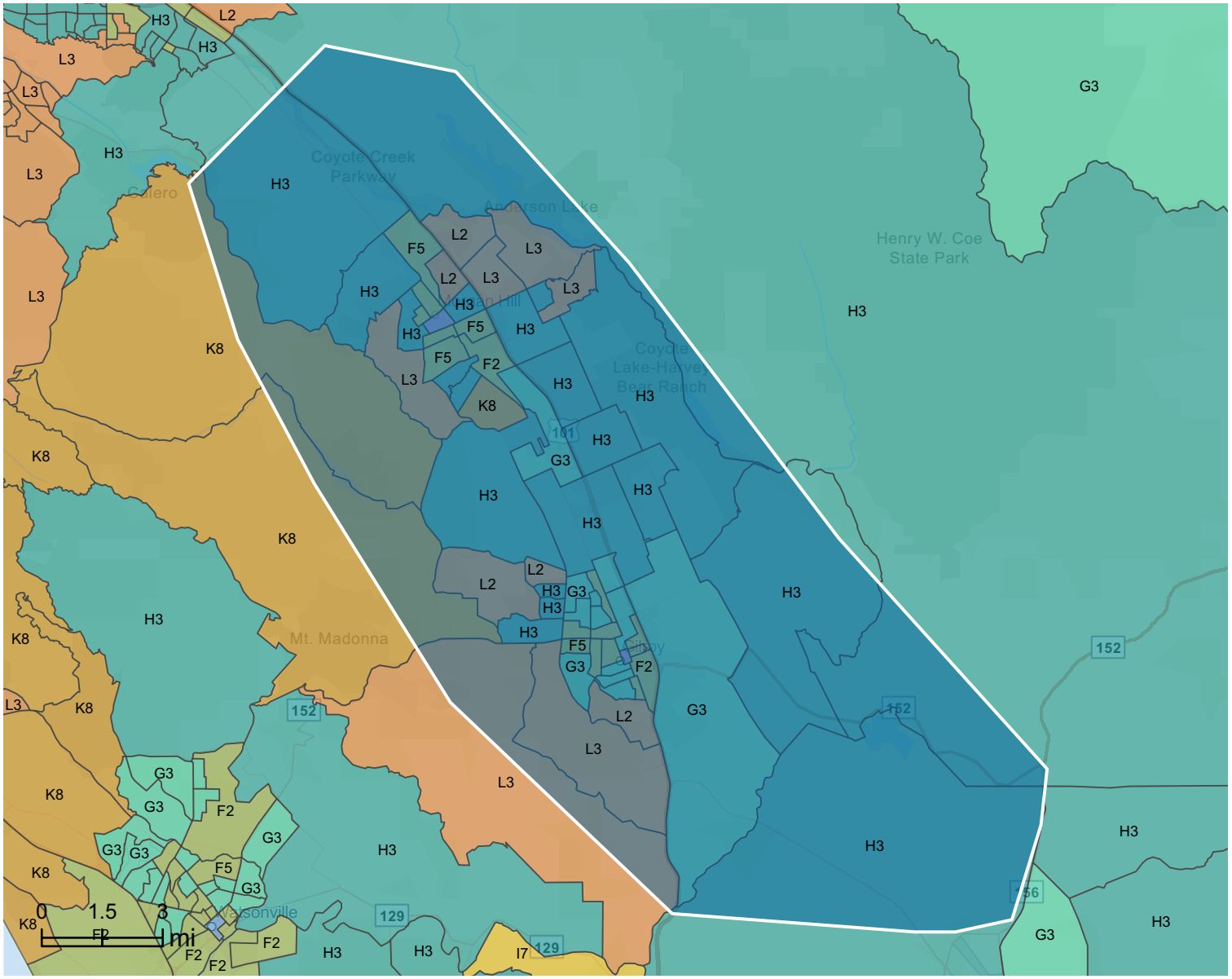
## Income

| | |
|---|---|
| Average HH | $221,768 |
| Median HH | $153,130 |
| Per Capita | $68,901 |

## Race Distribution

| | |
|---|---|
| White | 39.33% |
| Black/African American | 2.32% |
| American Indian/Alaskan | 2.08% |
| Asian | 13.65% |
| Native Hawaiian/Islander | 0.34% |
| Other Race | 23.91% |
| Two or More Races | 18.37% |
| Hispanic | 46.23% |
| Non-Hispanic | 53.77% |

# 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

### + 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 multi-generational, 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 multi-generational and center around married couples with or without children.

### + G: FAMILY FABRIC
This group mainly consists of multi-generational 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.

| TAPESTRY SEGMENTATION | 2026 HOUSEHOLDS | | | 2026 ADULT POPULATION | | |
|---|---|---|---|---|---|---|
| | NUMBER | PERCENT | INDEX | NUMBER | PERCENT | INDEX |
| Total: | 40,069 | 100.0% | | 101,504 | 100.0% | |
| Neighborhood Spirit (H3) | 11,183 | 27.9% | 1,246 | 28,614 | 28.2% | 1,048 |
| Uptown Lights (F5) | 8,963 | 22.4% | 1,407 | 20,788 | 20.5% | 1,184 |
| Generational Ties (G3) | 5,926 | 14.8% | 1,049 | 16,687 | 16.4% | 856 |
| Top Tier (L3) | 4,612 | 11.5% | 381 | 10,983 | 10.8% | 327 |
| Professional Pride (L2) | 3,779 | 9.4% | 449 | 9,856 | 9.7% | 397 |
| Family Extensions (F2) | 2,985 | 7.5% | 752 | 8,141 | 8.0% | 627 |
| Burbs and Beyond (K8) | 1,559 | 3.9% | 137 | 3,512 | 3.5% | 122 |
| Diverse Horizons (C5) | 705 | 1.8% | 112 | 1,786 | 1.8% | 110 |
| Up and Coming Families (G2) | 357 | 0.9% | 45 | 1,137 | 1.1% | 51 |

# SEGMENT H3 - NEIGHBORHOOD SPIRIT

Residents in these neighborhoods live in the suburbs of large metropolitan areas, with a high concentration in the West, particularly California. The population skews slightly older, with a higher proportion of people aged 45 to 64. Households tend to be large and multigenerational, including adult children living with parents. Residents are often employed in skilled occupations, with notable self-employment and jobs with local government, and may receive income from interest, dividends, and rental properties. Homeownership is prevalent, with most homes valued at $500,000 or higher and occupants living in them for many years. Rental prices are among the highest in the country. Homes are generally older, many built before 1970. Commuting is a significant aspect of life, and many households own multiple vehicles.

## Key statistics

- Median age: 43.0
- Median household size: 3.01
- Predominant household structure (Census 2020): Married couples
- Median household income: $138,083
- Median net worth: $764,889
- Percentage of individuals with completion of a bachelor's degree or higher: 45.1%

## Housing and employment

- Predominant Urbanicity Type: Suburb
- Median home value: $808,353
- Homeownership rate: 80.7%
- Rent burdened households (American Community Survey 2019-2023): 39.0%
- Labor force participation rate: 64.1%
- Unemployment rate: 4.5%

## Lifestyle patterns

- Consumers buy computers, printers, and tablets at warehouse clubs or electronics stores.
- Residents tend to own or lease hybrid vehicles and purchase natural and organic foods. Homeowners invest in home improvement projects, frequently enlisting contractors.
- Residents engage with a variety of media, including television, newspapers, magazines, and the internet.
- They maintain passports for foreign travel but often travel domestically.

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

# SEGMENT F5 - UPTOWN LIGHTS

Located in both dense urban areas and suburbs of major metropolitan regions on both U.S. coasts, particularly in California, New York, New Jersey, and Washington, D.C., these neighborhoods are a mix of married couples, singles, and families, some with older children. Most have attended college or earned a degree, and household incomes are primarily in the middle tier. Employment is in a wide array of professional and service occupations, and some residents are self-employed. Approximately half of all homes are rented, with most residences constructed before the 1990s and a significant portion built before 1970. Most residents live in a mix of single-family detached homes, townhomes, or multiunit structures, and daily commutes are often 30 minutes or more.

## Key statistics

- Median age: 38.7
- Median household size: 2.73
- Predominant household structure (Census 2020): Married couples; singles living alone
- Median household income: $101,720
- Median net worth: $206,302
- Percentage of individuals with completion of a bachelor's degree or higher: 40.4%

## Housing and employment

- Predominant Urbanicity Type: Suburb; Urban Vicinity; Urban Core
- Median home value: $729,964
- Homeownership rate: 50.1%
- Rent burdened households (American Community Survey 2019-2023): 42.2%
- Labor force participation rate: 68.8%
- Unemployment rate: 4.8%

## Lifestyle patterns

- These residents frequently dine out or order from food delivery services.
- Consumers tend to opt for organic products and dairy alternatives. They tend to travel both domestically and internationally.
- Individuals are tech-savvy and active on social media.
- Recycling is a routine practice.

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

# SEGMENT G3 - GENERATIONAL TIES

These communities consist of large, multigenerational families residing mostly in suburbs in the West, particularly in California, with notable populations in Florida and New York. Average family sizes exceed 3.5 people, the highest in the nation. Children are present in a third of households, including adult children living at home. One in three individuals was born outside the U.S. Nearly half of this segment has some college education, and workers typically hold jobs in health care, retail trade, manufacturing, construction, and transportation that provide middle-tier incomes. They reside in older single-family homes, with much of the housing built before 1970. For nearly a third of households that rent, rental prices are significantly higher than the national average.

## Key statistics

- Median age: 36.9
- Median household size: 3.52
- Predominant household structure (Census 2020): Married couples
- Median household income: $95,282
- Median net worth: $298,163
- Percentage of individuals with completion of a bachelor's degree or higher: 21.5%

## Housing and employment

- Predominant Urbanicity Type: Suburb; Urban Vicinity
- Median home value: $542,261
- Homeownership rate: 71.8%
- Rent burdened households (American Community Survey 2019-2023): 44.0% Labor force participation rate: 63.9%
- Unemployment rate: 5.4%

## Lifestyle patterns

- Households typically purchase groceries, clothing, and household supplies at warehouse or discount stores, and electronics are frequently bought online.
- Residents tend to maintain more than three vehicles, purchasing new sedans and SUVs, and roadside assistance services.
- They stay in touch with friends and family through regular messaging and phone calls.
- International travel is typically family-oriented.

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

# SEGMENT L3 - TOP TIER

The concentration of neighborhoods in this segment is particularly high in New England, the Mid-Atlantic, and the Pacific. Residents of this segment reside in suburban neighborhoods within the largest metropolitan areas. Nearly half of householders are between the ages of 45 and 64, and households are primarily married couples with or without children living at home. Many families send their children to private K-12 schools. Approximately three-quarters of residents hold undergraduate or graduate degrees, and they typically hold positions as executives, professionals, or business owners. A growing number of workers in this segment work from home. This segment has the highest net worth among all segments. Neighborhoods are almost exclusively composed of single-family homes.

## Key statistics

- Median age: 45.4
- Median household size: 2.84
- Predominant household structure (Census 2020): Married couples
- Median household income: $209,720
- Median net worth: $1,734,059
- Percentage of individuals with completion of a bachelor's degree or higher: 74.7%

## Housing and employment

- Predominant Urbanicity Type: Suburb
- Median home value: $900,134
- Homeownership rate: 90.3%
- Rent burdened households (American Community Survey 2019-2023): 30.7%
- Labor force participation rate: 65.5%
- Unemployment rate: 3.2%

## Lifestyle patterns

- Residents tend to shop at upscale retailers and frequent fine dining restaurants.
- They hire personal services such as financial planners, personal chefs, and gardeners. These individuals often drive high-end vehicles and own vacation homes.
- Residents tend to listen to the radio and read magazines and newspapers, and they use devices to access media.
- They are politically active, participating in fundraising and donating to organizations. International travel is a common occurrence.

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

# SEGMENT L2 - PROFESSIONAL PRIDE

While these neighborhoods can be found nationwide, they are most prevalent in the South and West. Over three-quarters of all residents are married, and many households have multiple children enrolled in K-12 schools. Over half of residents hold bachelor's or graduate degrees, and they tend to be employed in technology, engineering, and management roles. A significant portion of these individuals choose to work from home. Households tend to have dual incomes, and many individuals earn some of the highest salaries in the nation. Residents typically live in communities featuring newly constructed, owner-occupied single-family homes in the expanding outer suburbs and exurbs of major metropolitan areas. Many homeowners have a mortgage due to new construction costs.

## Key statistics

- Median age: 38.6
- Median household size: 3.20
- Predominant household structure (Census 2020): Married couples
- Median household income: $187,750
- Median net worth: $1,178,630
- Percentage of individuals with completion of a bachelor's degree or higher: 66.8%

## Housing and employment

- Predominant Urbanicity Type: Suburb
- Median home value: $645,271
- Homeownership rate: 89.4%
- Rent burdened households (American Community Survey 2019-2023): 31.2%
- Labor force participation rate: 71.3%
- Unemployment rate: 2.9%

## Lifestyle patterns

- Residents tend to shop at large retail establishments. They often buy organic foods and frequent fast-casual restaurants.
- Home improvement and remodeling projects are common, and homeowners often seek professional assistance for lawn maintenance and landscaping.
- Their houses are equipped with modern technology such as smart home devices and appliances.
- Residents tend to prioritize fitness and recreational activities, and they often support youth athletics and participate in sports.

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

# SEGMENT F2 - FAMILY EXTENSIONS

These neighborhoods are typically found in large, densely populated metro areas particularly on the West Coast and are characterized by large, young families, often in multigenerational households. Many residents were born outside the U.S., and rates of linguistic isolation are high. Households typically earn low- to middle-tier incomes, with some supported by social security and other forms of public assistance. Employment is spread across various industries such as construction, accommodations and food services, health care, manufacturing, and transportation. Housing costs are high due to elevated property values and rent prices, and vacancy rates are low. Almost half of all dwellings are single-family detached or attached homes, while the rest are multiunit buildings, and most residents rent their homes. Commute times are relatively long.

## Key statistics

- Median age: 32.7
- Median household size: 3.47
- Predominant household structure (Census 2020): Married couples; singles with relatives; singles living alone
- Median household income: $67,912
- Median net worth: $52,639
- Percentage of individuals with completion of a bachelor's degree or higher: 15.1%

## Housing and employment

- Predominant Urbanicity Type: Urban Core; Suburb; Urban Vicinity
- Median home value: $572,958
- Homeownership rate: 32.1%
- Rent burdened households (American Community Survey 2019-2023): 47.9%
- Labor force participation rate: 64.6%
- Unemployment rate: 6.6%

## Lifestyle patterns

- These residents tend to shop at local stores, discount merchandise stores, and wholesale clubs.
- They often go to movie theaters and theme parks for entertainment.
- Social media is used for chatting and connecting with family and friends, and mobile phones are the primary mode for accessing news and entertainment.
- Many residents maintain strong ties to family living abroad, often connecting through calls and messaging when not traveling for in-person visits.

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

# SEGMENT K8 - BURBS AND BEYOND

The highest concentrations of these communities are in the West, with additional representation in the South and Northeast. Nearly half of the population is aged 55 or above, and most households are composed of married couples without children. Incomes are typically middle- to upper-tier, and more than three-quarters of households receive retirement or are supported by social security and other forms of public assistance. The rate of self-employment is high, with significant employment in professional fields such as management, sales, and health care. More than half of single-family homes in these areas are valued at $500,000 or more, and they are often located in close proximity to nature and outdoor recreation. Seasonal vacancy rates, more than double the average, suggest the presence of second homes, and households typically own multiple vehicles.

## Key statistics

- Median age: 51.1
- Median household size: 2.39
- Predominant household structure (Census 2020): Married couples with no kids
- Median household income: $119,769
- Median net worth: $779,483
- Percentage of individuals with completion of a bachelor's degree or higher: 53.2%

## Housing and employment

- Predominant Urbanicity Type: Suburb
- Median home value: $616,472
- Homeownership rate: 84.5%
- Rent burdened households (American Community Survey 2019-2023): 39.0%
- Labor force participation rate: 57.7%
- Unemployment rate: 3.4%

## Lifestyle patterns

- Residents tend to go out to fine dining restaurants.
- They spend money on their homes, often undergoing large remodeling projects and ensuring proper maintenance.
- Residents often spend time reading, and a notable portion of the labor force works from home.
- Residents tend to be engaged with their communities through volunteering and voting in local elections, and they participate in outdoor activities.

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

# SEGMENT C5 - DIVERSE HORIZONS

Members of these communities, many of whom were born outside the U.S., live in and around metropolitan areas with populations exceeding 2.5 million, commonly located along interstate corridors and on the coasts. Families tend to be large, and a sizable proportion of the population consists of children. Nonfamily households, including individuals living alone, represent about a third of this segment. Residents often work in service and skilled occupations with middle-tier incomes compared to the national average. Parking constraints often limit households to one or two vehicles. There are low levels of housing affordability and members reside in predominantly rental neighborhoods of multiunit structures, many of which were built before 1990. Commuters often use public transportation.

## Key statistics

- Median age: 35.2
- Median household size: 2.67
- Predominant household structure (Census 2020): Married couples; singles living alone
- Median household income: $65,990
- Median net worth: $57,790
- Percentage of individuals with completion of a bachelor's degree or higher: 26.3%

## Housing and employment

- Predominant Urbanicity Type: Suburb; Urban Core; Urban Vicinity
- Median home value: $396,119
- Homeownership rate: 36.5%
- Rent burdened households (American Community Survey 2019-2023): 45.8%
- Labor force participation rate: 68.0%
- Unemployment rate: 5.5%

## Lifestyle patterns

- Residents often shop online for baby accessories and electronics. For other purchases, they tend to shop in person at convenience and discount stores.
- Purchases often center around clothing, food, and supplies for young children. Residents tend to carry a balance on multiple credit cards.
- Individuals make digital payments and use social media to stay in touch with friends and family abroad.
- Residents browse foreign-language websites, watch TV, and read magazines.

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

# SEGMENT G2 - UP AND COMING FAMILIES

Residents in this segment tend to live in suburban neighborhoods in the South, particularly in Texas, Georgia, Florida, and North Carolina. These are large, young families in a variety of household structures: married couples, both with and without children, make up about half of the households, with significant numbers of single-parent households, cohabiting couples with kids, and multigenerational families. Nearly one in three members of this segment hold a bachelor's or graduate degree. Key employment sectors include health care, retail, education, manufacturing, and construction. There are many first-time homebuyers, and homeowners outnumber renters. Approximately half of homes in this segment were constructed in the last 5 to 10 years. Residents often commute longer distances, frequently outside their county of residence.

## Key statistics

- Median age: 33.6
- Median household size: 3.02
- Predominant household structure (Census 2020): Married couples
- Median household income: $89,093
- Median net worth: $247,071
- Percentage of individuals with completion of a bachelor's degree or higher: 31.0%

## Housing and employment

- Predominant Urbanicity Type: Suburb
- Median home value: $315,564
- Homeownership rate: 73.1%
- Rent burdened households (American Community Survey 2019-2023): 38.5%
- Labor force participation rate: 70.0%
- Unemployment rate: 4.1%

## Lifestyle patterns

- Households frequently use coupons for cleaning products, toiletries, and cosmetics.
- These residents tend to spend money on their children, pets, and homes. They often visit movie theaters, zoos, aquariums, and theme parks.
- They often install the latest technology, including smart home devices, TVs, and video game systems.
- These residents often carry mortgages and credit card balances and tend to seek financial advice from others.

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

# PSYCHOGRAPHIC PROFILE

| PSYCHOGRAPHIC LIFEMODE GROUPS | HOUSEHOLDS | | | ADULT POPULATION | | |
|---|---|---|---|---|---|---|
| | DATA | % | INDEX | DATA | % | INDEX |
| **Total:** | **40,069** | **100.0%** | | **101,504** | **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** | **705** | **1.8%** | **20** | **1,827** | **1.8%** | **22** |
| 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) | 705 | 1.8% | 112 | 1,786 | 1.8% | 110 |
| 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** | **0** | **0.0%** | **0** | **0** | **0.0%** | **0** |
| Modest Income Homes (E1) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Southwestern Families (E2) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Hometown Charm (E3) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Mobile Meadows (E4) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rural Versatility (E5) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Family Bonds (E6) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |

# PSYCHOGRAPHIC PROFILE

| PSYCHOGRAPHIC LIFEMODE GROUPS | HOUSEHOLDS | | | ADULT POPULATION | | |
|---|---|---|---|---|---|---|
| | DATA | % | INDEX | DATA | % | INDEX |
| **F. Urban Harmony** | **11,945** | **29.8%** | **658** | **28,929** | **28.5%** | **555** |
| High Rise Renters (F1) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Family Extensions (F2) | 2,985 | 7.5% | 752 | 8,141 | 8.0% | 627 |
| 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) | 8,963 | 22.4% | 1,407 | 20,788 | 20.5% | 1,184 |
| | | | | | | |
| **G. Family Fabric** | **6,283** | **15.7%** | **364** | **17,865** | **17.6%** | **335** |
| Shared Roots (G1) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Up and Coming Families (G2) | 357 | 0.9% | 45 | 1,137 | 1.1% | 51 |
| Generational Ties (G3) | 5,926 | 14.8% | 1,049 | 16,687 | 16.4% | 856 |
| | | | | | | |
| **H. Family Prosperity** | **11,183** | **27.9%** | **260** | **28,624** | **28.2%** | **243** |
| Flourishing Families (H1) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Boomburbs (H2) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Neighborhood Spirit (H3) | 11,183 | 27.9% | 1,246 | 28,614 | 28.2% | 1,048 |
| Urban Chic (H4) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| | | | | | | |
| **I. Countryscapes** | **0** | **0.0%** | **0** | **0** | **0.0%** | **0** |
| Small Town Sincerity (I1) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Scenic Byways (I2) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Heartland Communities (I3) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rooted Rural (I4) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rural Resort Dwellers (I5) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Southern Satellites (I6) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Country Charm (I7) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| | | | | | | |
| **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** | **1,559** | **3.9%** | **18** | **3,553** | **3.5%** | **16** |
| 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) | 1,559 | 3.9% | 137 | 3,512 | 3.5% | 122 |
| | | | | | | |
| **L. Premier Estates** | **8,394** | **21.0%** | **217** | **20,808** | **20.5%** | **194** |
| Savvy Suburbanites (L1) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Professional Pride (L2) | 3,779 | 9.4% | 449 | 9,856 | 9.7% | 397 |
| Top Tier (L3) | 4,612 | 11.5% | 381 | 10,983 | 10.8% | 327 |
| | | | | | | |
| 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.

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