TheRetailCoach®

RETAIL TRADE AREA PSYCHOGRAPHIC PROFILE

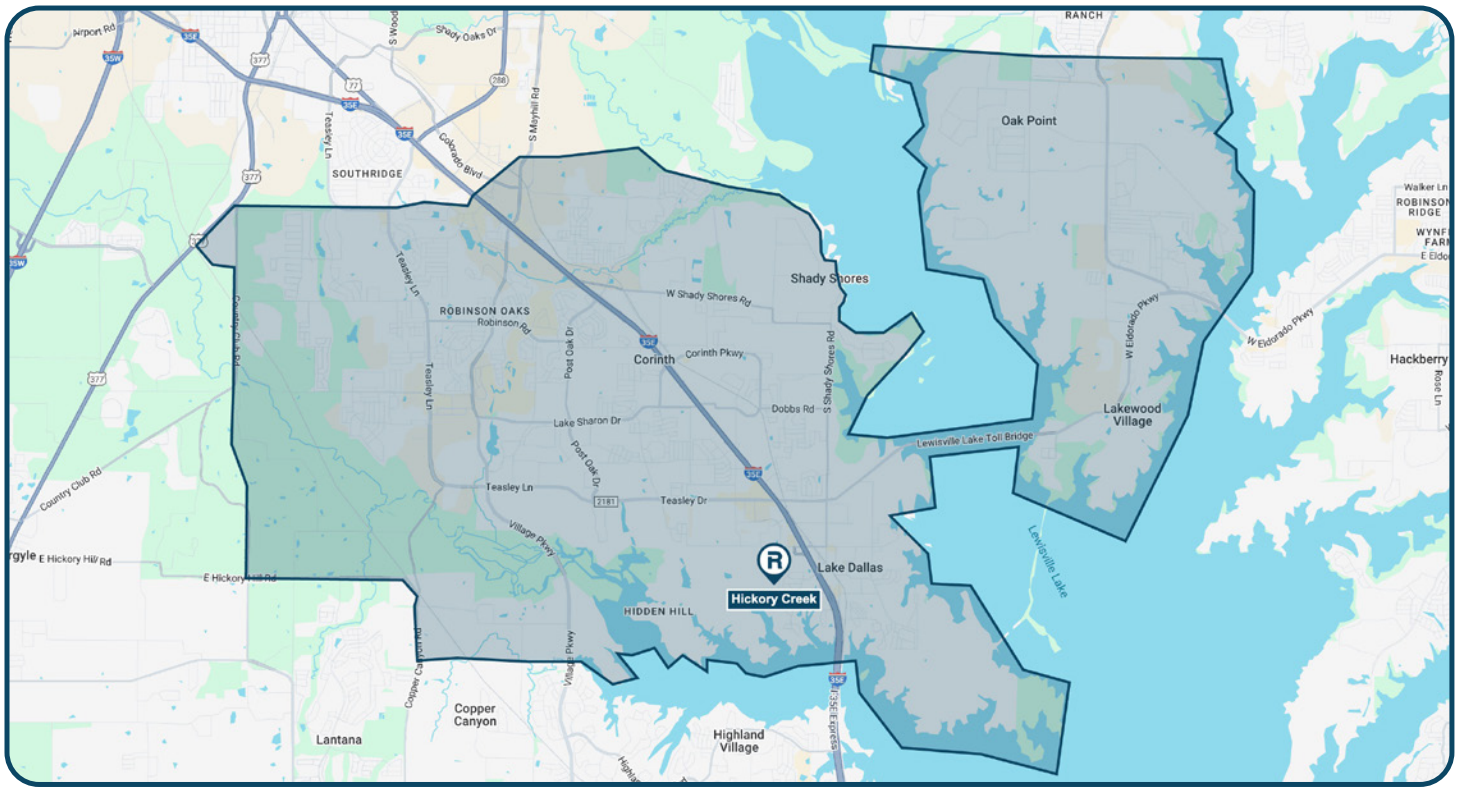
HICKORY CREEK, TEXAS

PREPARED FOR HICKORY CREEK ECONOMIC DEVELOPMENT CORPORATION
OCTOBER 2026

Retail Trade Area — Hickory Creek, Texas

DEMOGRAPHIC SNAPSHOT

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Population

2020	84,056
2026	97,672
2031	107,718

Age

0-9 Years	11.48%
10 - 17 Years	9.95%
18 - 24 Years	8.62%
25 - 34 Years	12.71%
35 - 44 Years	14.64%
45 - 54 Years	14.31%
55 - 64 Years	13.31%
65 and Older	14.97%
Median Age	39.94
Average Age	39.80

Educational Attainment (%)

Graduate or Professional Degree	14.62%
Bachelors Degree	30.09%
Associate Degree	9.08%
Some College	22.52%
High School Graduate (GED)	16.91%
Some High School, No Degree	3.60%
Less than 9th Grade	3.18%

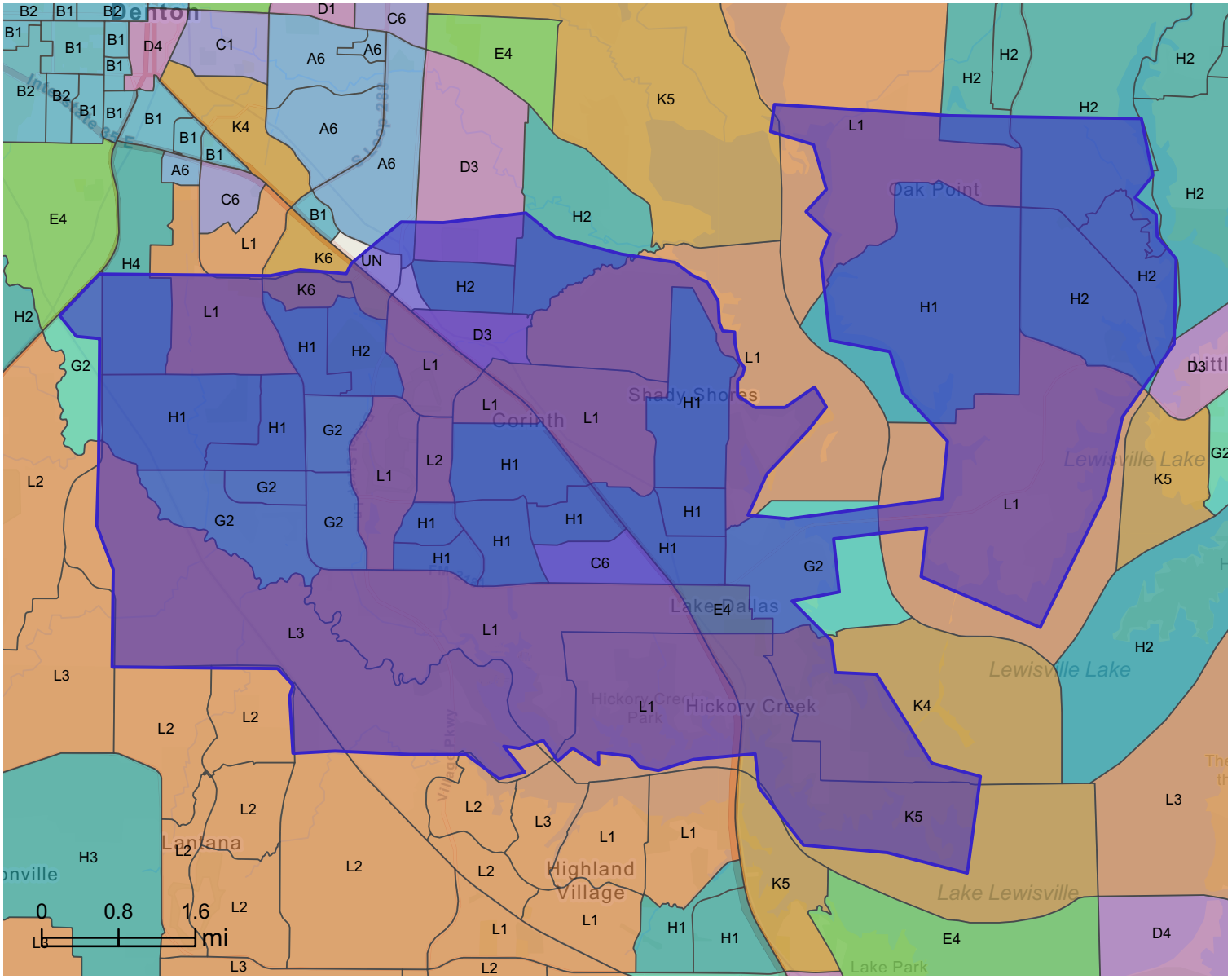
Income

Average HH	$162,760
Median HH	$121,246
Per Capita	$57,773

Race Distribution

White	60.35%
Black/African American	9.38%
American Indian/Alaskan	0.91%
Asian	6.55%
Native Hawaiian/Islander	0.11%
Other Race	8.07%
Two or More Races	14.62%
Hispanic	23.02%
Non-Hispanic	76.98%

PSYCHOGRAPHIC PROFILE



+ A URBAN THREADS
This group mainly consists of individuals in their 30s, including many recent immigrants, single parents, and families with young children.

+ B: BOOKS AND BOOTS
This group consists largely of individuals in their early to mid-20s, including college students and full-time military families.

+C: METRO VIBES
This group consists of a mix of families and individuals in their 30s, and there is a notable presence of recent immigrants. Employment is primarily in health care, retail, and food services.

+ D: TECH TRAILBLAZERS
This group consists of working professionals in their mid-30s, many of whom were born outside the U.S.

+ E: COMMUNITY CONNECTIONS
This group consists of a range of households that are often multigenerational, including married couples with or without children, single-parent families, and single individuals living alone.

+ F: URBAN HARMONY
This group consists of households that are often multigenerational and center around married couples with or without children.

+ G: FAMILY FABRIC
This group mainly consists of multigenerational families with children, and household sizes often exceed three members.

+ H: FAMILY PROSPERITY
This group mainly consists of married couples with or without children.

+ I: COUNTRYSCAPES
This group consists of families and residents aged 55 and older.

+ J: MATURE REFLECTIONS
This group consists of typically retired residents aged 55 and older.

+ K: SUBURBAN SHINE
This group consists of residents aged 45 years and older.

+ L: PREMIER ESTATES
This group consists of residents aged 45-64, and many households consist of families.

PSYCHOGRAPHIC PROFILE

LIFEMODE GROUP	LIFEMODE GROUP NAME	OVERVIEW
Group A	Urban Threads	This group mainly consists of individuals in their 30s, including many recent immigrants, single parents, and families with young children. This community also has the largest population of children under 5. Residents live primarily in rental housing in urban centers and suburbs, often in close proximity to jobs, community centers, and public transportation.
Group B	Books and Boots	This group consists largely of individuals in their early to mid-20s, including college students and full-time military families. Mostly unmarried, they often work part-time jobs while pursuing degrees. They typically live in rental housing near college campuses or military bases and move frequently.
Group C	Metro Vibes	This group consists of a mix of families and individuals in their 30s, and there is a notable presence of recent immigrants. Employment is primarily in health care, retail, and food services. Residents typically live in urban rental housing, and some own single-family homes. Home values and rents tend to be below the national average.
Group D	Tech Trailblazers	This group consists of working professionals in their mid-30s, many of whom were born outside the U.S. They live primarily in urban areas, renting multifamily housing in major metropolitan cities. Residents tend to commute using public transportation or have access to remote work options.
Group E	Community Connections	This group consists of a range of households that are often multi-generational, including married couples with or without children, single-parent families, and single individuals living alone. They live in and around urban areas and in the suburbs, often in single-family detached units. Rental prices are among the lowest compared to other groups.
Group F	Urban Harmony	This group consists of households that are often multi-generational and center around married couples with or without children. Neighborhoods tend to be located in and around urban centers. Residents spend a substantial portion of their income on rent or home ownership, and they frequently use public transportation for commuting, running errands, and dining out.
Group G	Family Fabric	This group mainly consists of multi-generational families with children, and household sizes often exceed three members. Marriage rates are lower than average, with many single-parent households or cohabiting families. These residents live primarily in suburban areas with low vacancy rates and limited access to public transportation.
Group H	Family Prosperity	This group mainly consists of married couples with or without children. They live primarily in single-family homes in newer suburban developments, and households typically own multiple vehicles for commuting and accessing entertainment and amenities. Incomes often exceed the national average by a significant margin.
Group I	Countryscapes	This group consists of families and residents aged 55 and older. Typically, individuals are retired, approaching retirement, or working in industries such as manufacturing, construction, and agriculture, and they tend to have long commute times. Housing in this group consists of single-family homes, and there are high rates of vacancy and seasonal living in some communities.
Group J	Mature Reflections	This group consists of residents aged 55 and older. Residents are typically retired and are supported by social security, public assistance, and retirement income. This group primarily consists of single-family homes and assisted living facilities. There is a high prevalence of seasonal living with homes remaining vacant during off seasons.
Group K	Suburban Shine	This group consists of residents aged 45 years and older. Housing is predominantly single-family detached homes built before 2000, and home values tend to be above the national average. Labor force participation is high, with most households earning middle-tier incomes in professions such as social work, skilled trades, health care, and manufacturing. Residents commute alone by car.
Group L	Premier Estates	This group consists of residents aged 45-64, and many households consist of families. Residents are often retired or work from home and are employed in management, finance, technology, and engineering. Net worth is high, and most residents hold a bachelor's or graduate degree. These neighborhoods tend to consist of newly constructed, single-family homes.

PSYCHOGRAPHIC PROFILE

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TAPESTRY SEGMENTATION	2026 HOUSEHOLDS			2026 ADULT POPULATION		
	NUMBER	PERCENT	INDEX	NUMBER	PERCENT	INDEX
Total:	34,415	100.0%		76,744	100.0%	
Flourishing Families (H1)	9,430	27.4%	743	20,805	27.1%	695
Savvy Suburbanites (L1)	8,745	25.4%	561	19,677	25.6%	534
Boomburbs (H2)	6,267	18.2%	675	14,382	18.7%	629
Up and Coming Families (G2)	3,552	10.3%	524	8,465	11.0%	508
Modern Minds (D3)	1,328	3.9%	200	2,793	3.6%	205
Moderate Metros (C6)	964	2.8%	122	1,827	2.4%	114
City Greens (K6)	733	2.1%	84	1,458	1.9%	82
Classic Comfort (K4)	726	2.1%	72	1,543	2.0%	69
Mobile Meadows (E4)	654	1.9%	246	1,343	1.8%	216
Dreambelt (K5)	544	1.6%	53	1,167	1.5%	50
Professional Pride (L2)	482	1.4%	67	1,190	1.6%	63
Urban Chic (H4)	389	1.1%	53	906	1.2%	58
Top Tier (L3)	337	1.0%	33	714	0.9%	28
Young and Restless (A6)	258	0.8%	69	483	0.6%	71

SEGMENT H1 - FLOURISHING FAMILIES

Members of these communities reside mostly in lower-density, rapidly growing suburbs in the South and Midwest. Most householders are between the ages of 35 and 64, and households are mainly comprised of large families with children. Marriage rates are high. Members of this segment are often employed in professional roles and earn middle-tier incomes. Many are self-employed, and some households support their earnings with interest, dividends, or rental properties. Available housing is predominantly composed of single-family units built in the 1990s and 2000s, with home values and rents that mirror national averages. The rate of new development is notably higher here than in most other regions. Many households have multiple vehicles, and long commutes are common.

Key statistics

- Median age: 39.0
- Median household size: 2.80
- Predominant household structure (Census 2020): Married couples
- Median household income: $111,751
- Median net worth: $499,190
- Percentage of individuals with completion of a bachelor's degree or higher: 40.2%

Housing and employment

- Predominant Urbanicity Type: Suburb
- Median home value: $379,560
- Homeownership rate: 85.2%
- Rent burdened households (American Community Survey 2019-2023): 31.1%
- Labor force participation rate: 69.4%
- Unemployment rate: 3.1%

Lifestyle patterns

- For in-store shopping, they frequent large retail hardware and hobby stores, while online shopping caters to a variety of household, children, pet, and personal items.
- Residents prioritize spending on medical, auto, and life insurance, as well as retirement planning. Pickup trucks and SUVs are common vehicle choices.
- They often play board games and read books.
- Residents tend to travel domestically.

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

SEGMENT L1 - SAVVY SUBURBANITES

These neighborhoods tend to be concentrated in New England and the Mid-Atlantic. Some couples have children who have grown up and left the house, and around a quarter still have kids at home. Residents work in professional fields such as management and finance. The combined wages of both spouses position these families solidly in the middle to upper income tiers. Investments, retirement income, and valuable properties also contribute to the high net worth of households commonly found in these neighborhoods. Residents in this segment gravitate toward suburban communities, which include both newly developed and well-established areas, within major metropolitan areas. Nearly all homes are single-family and owner-occupied, with very few rental properties available, and most homes were built between 1970 and 2000.

Key statistics

- Median age: 44.0
- Median household size: 2.72
- Predominant household structure (Census 2020): Married couples
- Median household income: $139,696
- Median net worth: $915,346
- Percentage of individuals with completion of a bachelor's degree or higher: 53.3%

Housing and employment

- Predominant Urbanicity Type: Suburb
- Median home value: $471,521
- Homeownership rate: 90.9%
- Rent burdened households (American Community Survey 2019-2023): 27.6%
- Labor force participation rate: 68.0%
- Unemployment rate: 2.9%

Lifestyle patterns

- Residents frequently use credit cards, and they seldom have outstanding monthly balances.
- They tend to invest a significant amount of resources on home improvement and landscaping. Residents have a variety of investment and retirement accounts.
- Households tend to have access to cell phones and the internet to stay connected.
- Residents tend to engage with their communities through fundraising and local politics. Vacation destinations often include beaches and national parks.

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

SEGMENT H2 - BOOMBURBS

These neighborhoods are primarily located in the suburbs of metropolitan areas with populations exceeding 500,000, mainly in the South and West. Most members of the segment are between 25 and 54, with an overall population that is young; nearly a third are under the age of 18. Married couples with or without children are prevalent in this segment. Household incomes are predominantly upper tier, and workers are frequently employed full time in fields including government, management, sales, business, and finance. They reside in newer single-family homes, typically constructed in 2000 or later. More than half of the homes are valued between $300,000 and $500,000. Nearly a third of households own three or more vehicles.

Key statistics

- Median age: 34.5
- Median household size: 3.12
- Predominant household structure (Census 2020): Married couples
- Median household income: $131,202
- Median net worth: $539,415
- Percentage of individuals with completion of a bachelor's degree or higher: 49.2%

Housing and employment

- Predominant Urbanicity Type: Suburb
- Median home value: $462,376
- Homeownership rate: 82.9%
- Rent burdened households (American Community Survey 2019-2023): 33.2%
- Labor force participation rate: 71.8%
- Unemployment rate: 3.0%

Lifestyle patterns

- Residents tend to shop at club stores and make purchases using online platforms.
- Spending centers around children, including clothing, medicine, toys, and entertainment. Residents pay for garden maintenance, home cleaning, and pet care services.
- They tend to purchase internet-connectable televisions, all-in-one printers, home security systems, smart thermostats, and lighting systems.
- Individuals engage in regular exercise, eat organic foods, and spend time hiking and reading. They travel frequently, both domestically and internationally.

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.

SEGMENT D3 - MODERN MINDS

This fast-growing segment is primarily located just outside downtown sections of large cities or in nearby suburbs. Residents are mostly in the 25 to 44 age range, and nearly half of individuals aged 25 and older hold a bachelor's degree. The segment has grown due to recent immigration, adding to the notable population of individuals born outside the U.S. already living here. Key employment sectors include health care, technology, retail, education, and manufacturing, and incomes often fall in the upper tier. The segment is a mix of homeowners and renters, residing in both single-family and multifamily units. Homes are generally newer, and two-thirds of owned homes are valued above $300,000. Households typically own multiple vehicles. While many have the option to work from home, most commute by car.

Key statistics

- Median age: 34.6
- Median household size: 2.37
- Predominant household structure (Census 2020): Married couples; singles living alone
- Median household income: $91,039
- Median net worth: $121,498
- Percentage of individuals with completion of a bachelor's degree or higher: 49.6%

Housing and employment

- Predominant Urbanicity Type: Suburb; Urban Core; Urban Vicinity
- Median home value: $429,764
- Homeownership rate: 41.4%
- Rent burdened households (American Community Survey 2019-2023): 34.5%
- Labor force participation rate: 76.1%
- Unemployment rate: 3.3%

Lifestyle patterns

- Consumers tend to place orders online from warehouse clubs and department stores.
- These residents spend money on clothing, travel, and dining out, including fast food.
- Social media is commonly used for sharing photos and videos, professional networking, and following favorite brands, sports, and hobbies.
- Individuals tend to explore new exercise and diet regimes and often opt for active vacations.

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

SEGMENT C6 - MODERATE METROS

These neighborhoods are young, growing, and usually located in suburbs and the peripheries of metropolitan areas with relatively dense populations of at least half a million. Single-person households make up about one-third of total households, followed by married, cohabiting, or single persons with children. There is an above-average presence of preschool-age children. Many have attended some college, and individuals often work in health care, retail, office/administration, or sales. Household incomes generally fall within the middle tier. The typical home for this segment is a moderately priced ($200-500K) single-family residence built before the 90s; about half are rented and half are owned. Commute times are generally low and driven alone.

Key statistics

- Median age: 38.1
- Median household size: 2.32
- Predominant household structure (Census 2020): Married couples; singles living alone
- Median household income: $70,055
- Median net worth: $122,944
- Percentage of individuals with completion of a bachelor's degree or higher: 32.2%

Housing and employment

- Predominant Urbanicity Type: Suburb; Urban Core
- Median home value: $313,879
- Homeownership rate: 54.1%
- Rent burdened households (American Community Survey 2019-2023): 37.8%
- Labor force participation rate: 67.4%
- Unemployment rate: 4.1%

Lifestyle patterns

- These residents tend to shop online instead of in person. Credit unions are often used for financial services and products.
- Clothing, groceries, and electronics are typical purchases. Residents look for deals at discount stores and focus on essential items.
- Radio and online music services are common sources of entertainment.
- Residents tend to vote in local, state, and national elections. Recycling is a routine practice.

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

SEGMENT K6 - CITY GREENS

Most residents in this segment live in metropolitan areas with populations exceeding 500,000. More than half of residents aged 25 and older hold a bachelor's or graduate degree. Married couples are predominant, though a significant proportion of households are nonfamily, including singles, households with no relatives, and cohabiting couples without children. More than half of households have dual incomes, with health care, education, and retail trade being key sectors. Homeownership rates are slightly above the national average, and most homes are valued between $200,000 and $500,000. Even with rents slightly higher than the national average, vacancy rates are relatively low. The housing stock is older, with many homes constructed before 1970. While single-family detached homes are common, there is also a higher-than-average presence of single-family attached units such as row houses, duplexes, and townhomes.

Key statistics

- Median age: 41.4
- Median household size: 2.20
- Predominant household structure (Census 2020): Married couples; singles living alone
- Median household income: $97,516
- Median net worth: $301,867
- Percentage of individuals with completion of a bachelor's degree or higher: 54.1%

Housing and employment

- Predominant Urbanicity Type: Suburb; Urban Vicinity
- Median home value: $395,657
- Homeownership rate: 65.9%
- Rent burdened households (American Community Survey 2019-2023): 33.1%
- Labor force participation rate: 71.4%
- Unemployment rate: 3.0%

Lifestyle patterns

- Residents tend to bank and shop online, and they typically buy groceries in person.
- Residents buy both e-books and hard copies. They regularly contribute to an IRA to build their retirement savings.
- They often pay for high-speed internet for streaming. Alongside online news consumption, public radio and television are popular.
- Residents tend to engage with a variety of causes. They vote regularly, participate in environmental groups, and recycle, and they often spend time outdoors.

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

SEGMENT K4 - CLASSIC COMFORT

These neighborhoods are typically found in the suburbs of major metropolitan areas, particularly in the South and Midwest, including states such as Michigan, Illinois, and Texas. The median age is slightly above that of the U.S. Most households earn middle-tier incomes, and labor force participation is high; most work full-time jobs, and many families are supported by multiple earners. Employment is mostly in wholesale trade, health care, education, and manufacturing sectors. Affordable housing is prominent, with most homes valued between $150,000 and $300,000 and rental prices below the national average. Homeowners significantly outnumber renters, and many homes were built between 1950 and 2000. Short, solo commutes are common, with households typically owning several vehicles. During the day, the residential population exceeds the working population.

Key statistics

- Median age: 40.2
- Median household size: 2.56
- Predominant household structure (Census 2020): Married couples
- Median household income: $88,893
- Median net worth: $317,594
- Percentage of individuals with completion of a bachelor's degree or higher: 32.6%

Housing and employment

- Predominant Urbanicity Type: Suburb
- Median home value: $262,806
- Homeownership rate: 80.5%
- Rent burdened households (American Community Survey 2019-2023): 29.6%
- Labor force participation rate: 68.6%
- Unemployment rate: 3.4%

Lifestyle patterns

- Residents tend to buy budget-friendly items from discount local or chain stores.
- Homeowners often purchase lawn and garden maintenance tools.
- These residents have a strong enthusiasm for professional, college, and high school sports.
- When dining out, they frequent both fast food and sit-down chain restaurants.

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

SEGMENT E4 - MOBILE MEADOWS

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

Key statistics

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

Housing and employment

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

Lifestyle patterns

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

SEGMENT K5 - DREAMBELT

These suburban neighborhoods are predominantly located in the West, often outside the principal cities of major metropolitan areas. About half of the population is between 35 and 74, and most households consist of married or cohabiting couples. Most households earn middle-tier incomes, and labor force participation is high. This segment has a high concentration of employment in public administration, construction, health care, and retail trade sectors. Neighborhoods consist mainly of single-family homes built between 1950 and 1990, offering ample parking space, often for three or more vehicles. A significant portion of the population commutes alone by car. Rental rates and home prices are substantial, with more than half of the properties for purchase valued between $300,000 and $500,000.

Key statistics

- Median age: 41.5
- Median household size: 2.62
- Predominant household structure (Census 2020): Married couples
- Median household income: $94,802
- Median net worth: $339,974
- Percentage of individuals with completion of a bachelor's degree or higher: 33.9%

Housing and employment

- Predominant Urbanicity Type: Suburb
- Median home value: $451,221
- Homeownership rate: 75.8%
- Rent burdened households (American Community Survey 2019-2023): 39.6%
- Labor force participation rate: 64.9%
- Unemployment rate: 4.4%

Lifestyle patterns

- Residents typically shop at warehouse clubs, and they tend to exhibit brand loyalty.
- They often spend money on their pets and tools for gardening. Residents take active roles in planing their financial future.
- Residents tend to listen to the radio, use streaming services, and watch cable TV shows.
- Recycling is a routine practice. Regular exercise and medical checkups are integral to their routine.

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 H4 - URBAN CHIC

Residents in this segment live in suburban areas with a notable presence in urban vicinities, mostly near large, coastal metropolitan areas, especially in California, New York, Massachusetts, and Washington. Predominantly composed of married couples, many are raising young children. They are highly educated and hold professional positions in technology, health care, and education sectors, as well as a notable number who are self-employed. Some have additional earnings from interest, dividends, and rental properties. Household incomes generally fall within the upper tier, and many are significantly higher than the national average. They have substantial net worth and retirement savings. About half of housing units are detached single-family homes, and there is also a notable presence of attached single-family homes and apartment complexes. Most households own one or two vehicles.

Key statistics

- Median age: 41.9
- Median household size: 2.38
- Predominant household structure (Census 2020): Married couples; singles living alone
- Median household income: $144,754
- Median net worth: $572,986
- Percentage of individuals with completion of a bachelor's degree or higher: 69.0%

Housing and employment

- Predominant Urbanicity Type: Suburb; Urban Vicinity
- Median home value: $839,477
- Homeownership rate: 62.5%
- Rent burdened households (American Community Survey 2019-2023): 34.9%
- Labor force participation rate: 70.6%
- Unemployment rate: 3.4%

Lifestyle patterns

- They typically have multiple credit cards that offer airline miles, which they use for frequent domestic and international travel.
- They tend to invest in various assets, including valuable homes and 401(k) retirement plans.
- Residents tend to use the internet to trade and monitor investments, research financial and real estate matters, and engage on professional networking platforms.
- Residents tend to exercise frequently, schedule regular checkups, and eat fresh, organic foods.

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 A6 - YOUNG AND RESTLESS

These communities are predominantly composed of young residents living in and around urban centers in mega metropolitan areas in the South, Midwest, and West. Many householders are under 35 and live alone, with roommates, or as cohabiting couples without children. Neighborhoods are culturally diverse with a significant portion of the population born outside the U.S. Many residents hold a bachelor's degree or are currently enrolled in college. This segment has one of the highest labor force participation rates in the country, and the majority of residents earn middle-tier incomes. Residents tend to be highly mobile, frequently relocating for housing and employment opportunities. Housing is primarily located away from the main downtown area in small multifamily apartments or high-rise buildings, and most workers have short commutes.

Key statistics

- Median age: 31.4
- Median household size: 1.98
- Predominant household structure (Census 2020): Singles living alone; married couples
- Median household income: $56,258
- Median net worth: $14,694
- Percentage of individuals with completion of a bachelor's degree or higher: 37.0%

Housing and employment

- Predominant Urbanicity Type: Urban Core; Suburb
- Median home value: $287,356
- Homeownership rate: 4.9%
- Rent burdened households (American Community Survey 2019-2023): 40.2%
- Labor force participation rate: 76.1%
- Unemployment rate: 4.3%

Lifestyle patterns

- Consumers frequent convenience stores and often grab fast food or order in.
- They maintain essential auto and renter's insurance but may forgo health insurance if not provided by their employer.
- Residents spend time playing video games and on social media, and they rely on the internet for streaming services, shopping, tax preparation, and job applications.
- Individuals tend to visit urgent care centers instead of scheduling regular medical appointments.

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:	**34,415**	**100.0%**		**76,744**	**100.0%**	
A. Urban Threads	**258**	**0.8%**	**17**	**460**	**0.6%**	**15**
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)	258	0.8%	69	483	0.6%	71
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	**964**	**2.8%**	**32**	**1,842**	**2.4%**	**29**
Single Thrifties (C1)	0	0.0%	0	0	0.0%	0
Kids and Kin (C2)	0	0.0%	0	0	0.0%	0
Metro Fusion (C3)	0	0.0%	0	0	0.0%	0
Family Foundations (C4)	0	0.0%	0	0	0.0%	0
Diverse Horizons (C5)	0	0.0%	0	0	0.0%	0
Moderate Metros (C6)	964	2.8%	122	1,827	2.4%	114
D. Tech Trailblazers	**1,328**	**3.9%**	**43**	**2,763**	**3.6%**	**47**
Emerging Hub (D1)	0	0.0%	0	0	0.0%	0
Trendsetters (D2)	0	0.0%	0	0	0.0%	0
Modern Minds (D3)	1,328	3.9%	200	2,793	3.6%	205
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	**654**	**1.9%**	**26**	**1,381**	**1.8%**	**24**
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)	654	1.9%	246	1,343	1.8%	216
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	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
High Rise Renters (F1)	0	0.0%	0	0	0.0%	0
Family Extensions (F2)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (F3)	0	0.0%	0	0	0.0%	0
City Strivers (F4)	0	0.0%	0	0	0.0%	0
Uptown Lights (F5)	0	0.0%	0	0	0.0%	0
G. Family Fabric	**3,552**	**10.3%**	**239**	**8,442**	**11.0%**	**210**
Shared Roots (G1)	0	0.0%	0	0	0.0%	0
Up and Coming Families (G2)	3,552	10.3%	524	8,465	11.0%	508
Generational Ties (G3)	0	0.0%	0	0	0.0%	0
H. Family Prosperity	**16,086**	**46.7%**	**435**	**36,070**	**47.0%**	**406**
Flourishing Families (H1)	9,430	27.4%	743	20,805	27.1%	695
Boomburbs (H2)	6,267	18.2%	675	14,382	18.7%	629
Neighborhood Spirit (H3)	0	0.0%	0	0	0.0%	0
Urban Chic (H4)	389	1.1%	53	906	1.2%	58
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	**2,003**	**5.8%**	**26**	**4,144**	**5.4%**	**25**
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)	726	2.1%	72	1,543	2.0%	69
Dreambelt (K5)	544	1.6%	53	1,167	1.5%	50
City Greens (K6)	733	2.1%	84	1,458	1.9%	82
Room to Roam (K7)	0	0.0%	0	0	0.0%	0
Burbs and Beyond (K8)	0	0.0%	0	0	0.0%	0
L. Premier Estates	**9,564**	**27.8%**	**288**	**21,565**	**28.1%**	**266**
Savvy Suburbanites (L1)	8,745	25.4%	561	19,677	25.6%	534
Professional Pride (L2)	482	1.4%	67	1,190	1.6%	63
Top Tier (L3)	337	1.0%	33	714	0.9%	28
Unclassified	3	0.0%	0	8	0.0%	7

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.

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ACKNOWLEDGMENTS

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

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