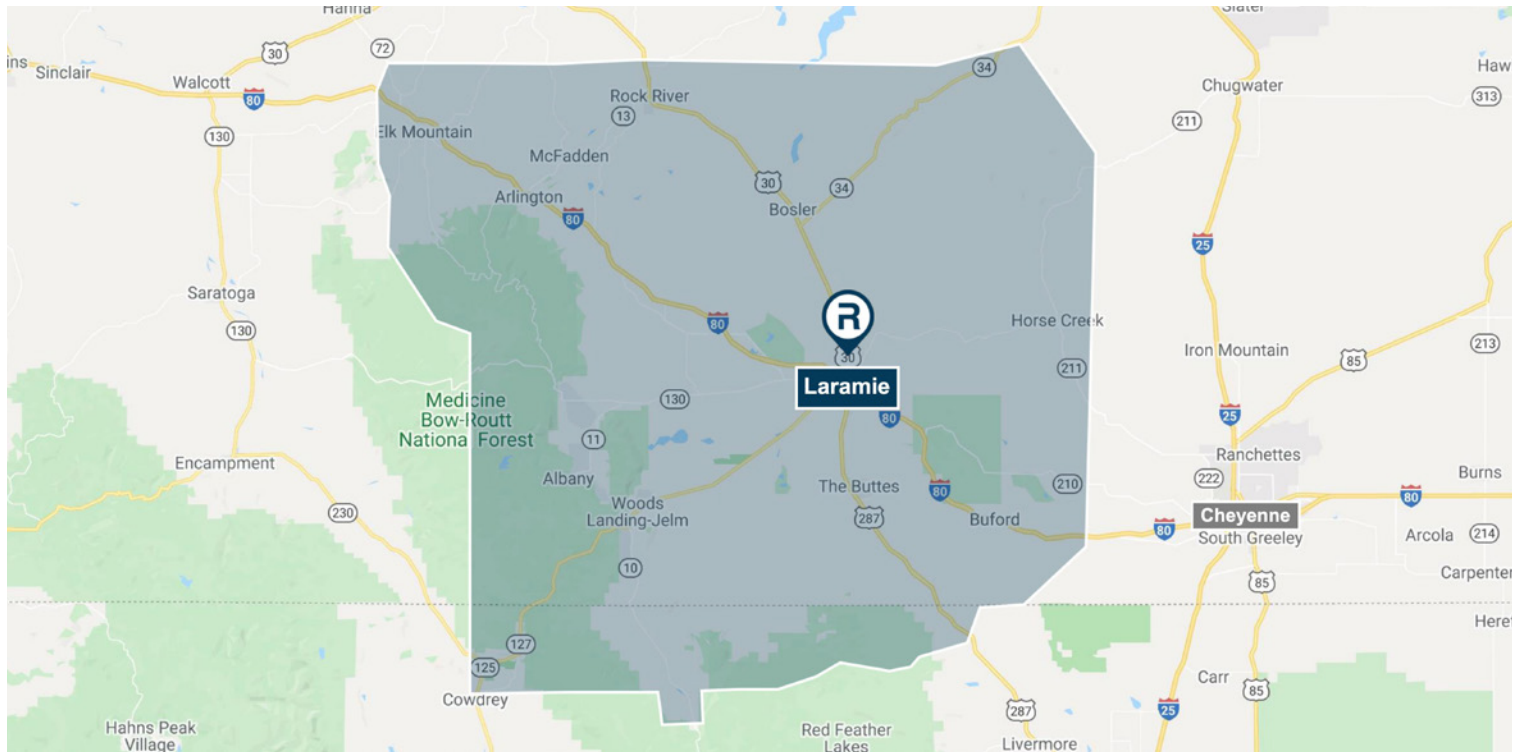# Primary Retail Trade Area Psychographic Profile

LARAMIE, WYOMING

Prepared for City of Laramie
June 2023

Primary Retail Trade Area • Demographic Snapshot
Laramie, Wyoming

Population

2020	38,381
2023	39,041
2028	39,820

Educational Attainment (%)

Graduate or Professional Degree	24.48%
Bachelors Degree	30.53%
Associate Degree	7.67%
Some College	19.67%
High School Graduate (GED)	14.04%
Some High School, No Degree	2.52%
Less than 9th Grade	1.07%

Income

Average HH	$82,912
Median HH	$60,522
Per Capita	$38,353

Age

0 - 9 Years	8.65%
10 - 17 Years	7.59%
18 - 24 Years	25.12%
25 - 34 Years	15.80%
35 - 44 Years	11.16%
45 - 54 Years	8.64%
55 - 64 Years	8.93%
65 and Older	14.11%
Median Age	29.17
Average Age	36.24

Race Distribution (%)

White	82.92%
Black/African American	1.25%
American Indian/Alaskan	1.29%
Asian	2.95%
Native Hawaiian/Islander	0.14%
Other Race	3.50%
Two or More Races	7.96%
Hispanic	11.05%

Derek T. Teini, AICP
City of Laramie
Planning Manager

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Laramie, Wyoming 82073

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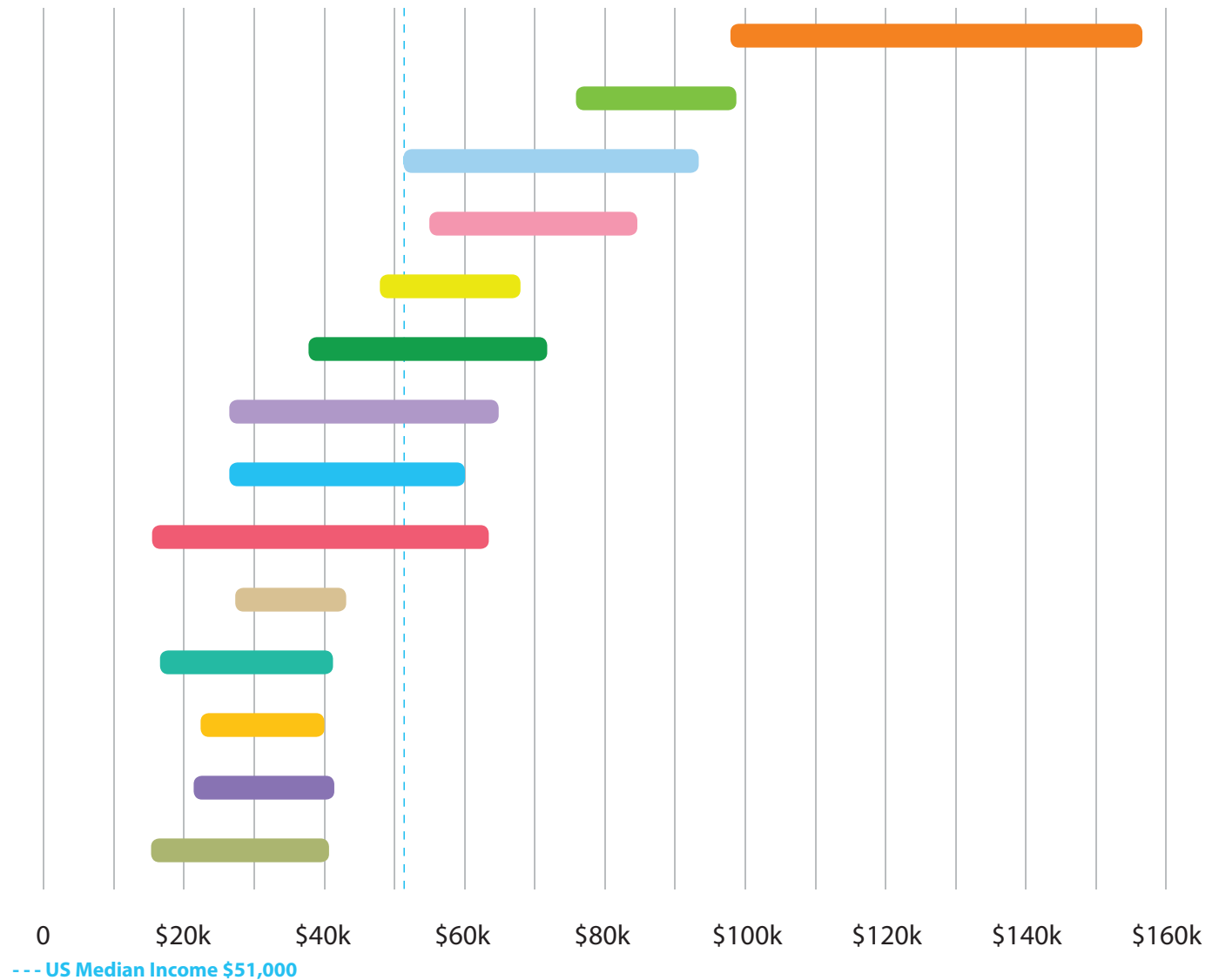
Aaron Farmer
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President

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AFarmer@theretailcoach.net
www.TheRetailCoach.net

Income Range of Lifemode Summary Groups
Laramie, Wyoming

0    $20k $40k $60k $80k $100k $120k $140k $160k

- - - 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
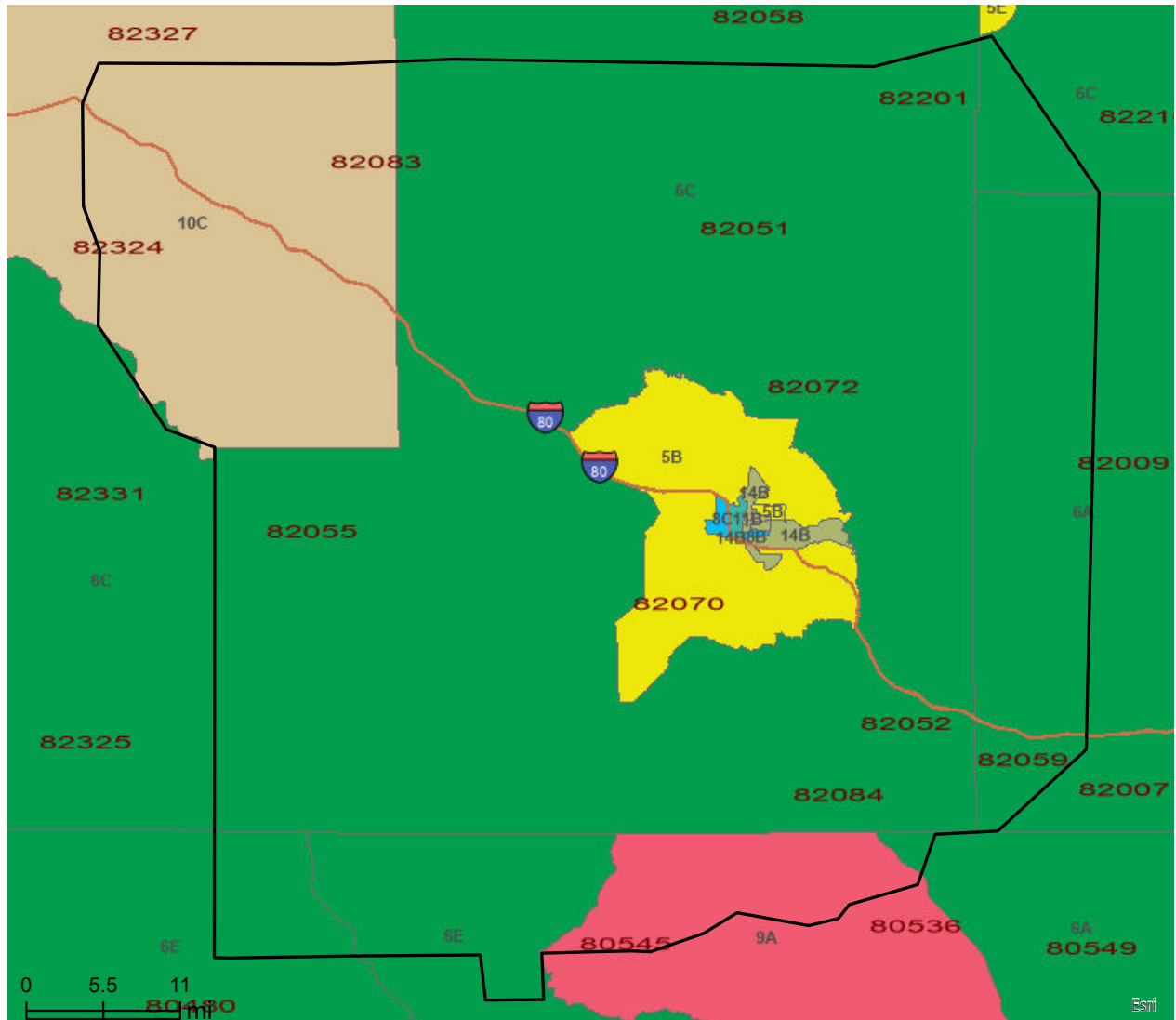Urban denizens; young, diverse,
hardworking families

+ L14 SCHOLARS AND PATRIOTS
College campuses and military neighborhoods

The**Retail**Coach.

Primary Retail Trade Area • Lifemode Summary Groups Map
Laramie, Wyoming

+ L1 AFFLUENT ESTATES
Established wealth — educated, well-traveled married couples

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Prosperous, married couples
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Primary Retail Trade Area • Top Tapestry Segments
Laramie, Wyoming

+ L1 AFFLUENT ESTATES
Established wealth — educated, well-traveled married couples

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Prosperous, married couples
in higher density neighborhoods

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	TAPESTRY SEGMENTATION	HOUSEHOLDS PERCENT	CUMULATIVE PERCENT	US HOUSEHOLDS PERCENT	CUMULATIVE PERCENT	INDEX
1	College Towns (14B)	35.1%	35.1%	0.9%	0.9%	3757
2	In Style (5B)	26.9%	62.0%	2.2%	3.2%	1,204
3	Emerald City (8B)	9.3%	71.3%	1.4%	4.6%	655
4	Bright Young Professionals (8C)	8.2%	79.5%	2.3%	6.9%	353
5	Dorms to Diplomas (14C)	5.9%	85.3%	0.5%	7.4%	1,205
	Subtotal	85.4%		7.3%		
6	The Great Outdoors (6C)	4.3%	89.7%	1.6%	8.9%	279
7	Young and Restless (11B)	3.1%	92.7%	1.8%	10.7%	174
8	Old and Newcomers (8F)	2.5%	95.2%	2.3%	13.0%	109
9	Rural Resort Dwellers (6E)	2.5%	97.7%	1.0%	14.0%	250
10	Green Acres (6A)	1.0%	98.7%	3.3%	17.3%	31
	Subtotal	13.4%		10.0%		
11	Prairie Living (6D)	0.8%	99.5%	1.0%	18.2%	82
12	Silver & Gold (9A)	0.4%	99.9%	0.8%	19.0%	44
13	Savvy Suburbanites (1D)	0.1%	100.0%	3.0%	22.0%	4
	Subtotal	1.3%		4.8%		
	Total	100.0%		22.0%		454

14B LifeMode Group: Scholars and Patriots
College Towns

US Households: 1,176,200
Average Household Size: 2.14

Median Age: 24.5
Median Household Income: $32,200

WHO ARE WE?

About half the residents of College Towns are enrolled in college, while the rest work for a college or the services that support it. Students have busy schedules, but make time between studying and part-time jobs for socializing and sports. Students that are new to managing their own finances tend to make impulse buys and splurge on the latest fashions. This digitally engaged group uses computers and cell phones for all aspects of life including shopping, school work, news, social media, and entertainment. College Towns are all about new experiences, and residents seek out variety and adventure in their lives.

OUR NEIGHBORHOOD

• These are nonfamily households with many students living alone or with roommates for the first time.
• This segment is a mix of densely developed student housing and dorms with local residences.
• Off-campus, low rent apartments comprise half of the housing stock.
• Over three-quarters of the households are renter occupied, with one in ten remaining vacant.
• One-third of homes are single family; mostly occupied by local residents who own their homes.
• This market is bike and pedestrian friendly.

SOCIOECONOMIC TRAITS

• Their limited incomes result in thrifty purchases.
• They do not eat the healthiest foods, nor do they see a doctor regularly.
• They dress to impress with the latest fashions of the season.
• They prefer environmentally friendly products and vehicles that get good gas mileage.
• They're heavily influenced by celebrity endorsements and trends in magazines.
• They feel anything that can be done online is easier than in person.
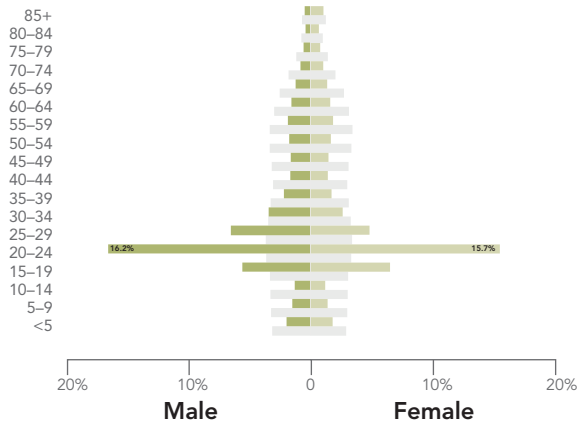• They have liberal political views.

14B LifeMode Group: Scholars and Patriots
College Towns

AGE BY SEX (Esri data)

Median Age: 24.5 US: 38.2

☐ Indicates US
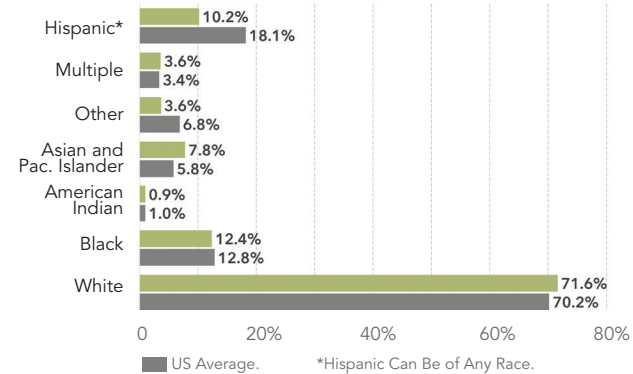

	Male	Female
20–24	16.2%	15.7%

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).
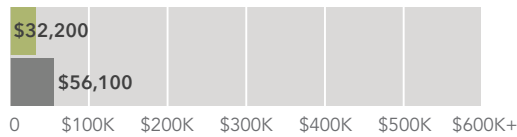
Diversity Index: 56.3 US: 64.0

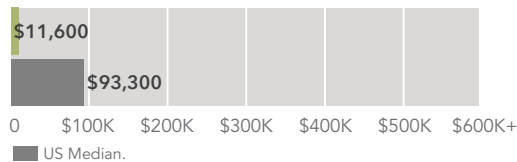|	Group	US Average
Hispanic*	10.2%	18.1%
Multiple	3.6%	3.4%
Other	3.6%	6.8%
Asian and Pac. Islander	7.8%	5.8%
American Indian	0.9%	1.0%
Black	12.4%	12.8%
White	71.6%	70.2%

☐ 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

$32,200
$56,100

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

Median Net Worth

$11,600
$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.
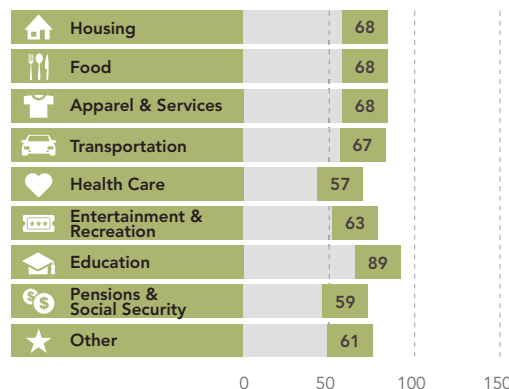
Typical Housing:
Multi-Unit Rentals;
Single Family

Average Rent:
$927
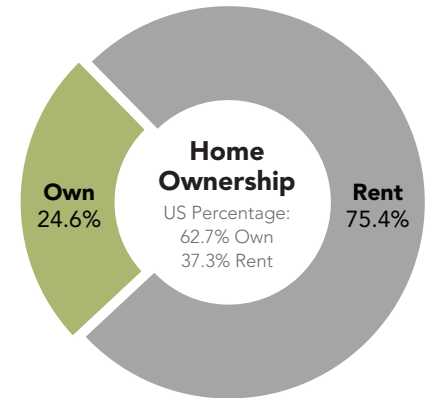
Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 24.6% Rent 75.4%

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	68
Food	68
Apparel & Services	68
Transportation	67
Health Care	57
Entertainment & Recreation	63
Education	89
Pensions & Social Security	59
Other	61

0 50 100 150 200 250 300 350

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# 14B LifeMode Group: Scholars and Patriots
College Towns

Market Profile

- Own laptops/notebooks, portable MP3 players, and video game systems.
- Prefer to watch movies and TV programs online; but do watch some TV like MTV2, ESPNews, ESPN2, and Comedy Central.
- Use the Internet for social media connections, blogging, paying bills, downloading music, and searching for jobs.
- Have cell phones only (no landlines) and enjoy customizing them.
- Popular activities: backpacking, Pilates, and Frisbee.
- Go out to the movies and out for drinks.

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.
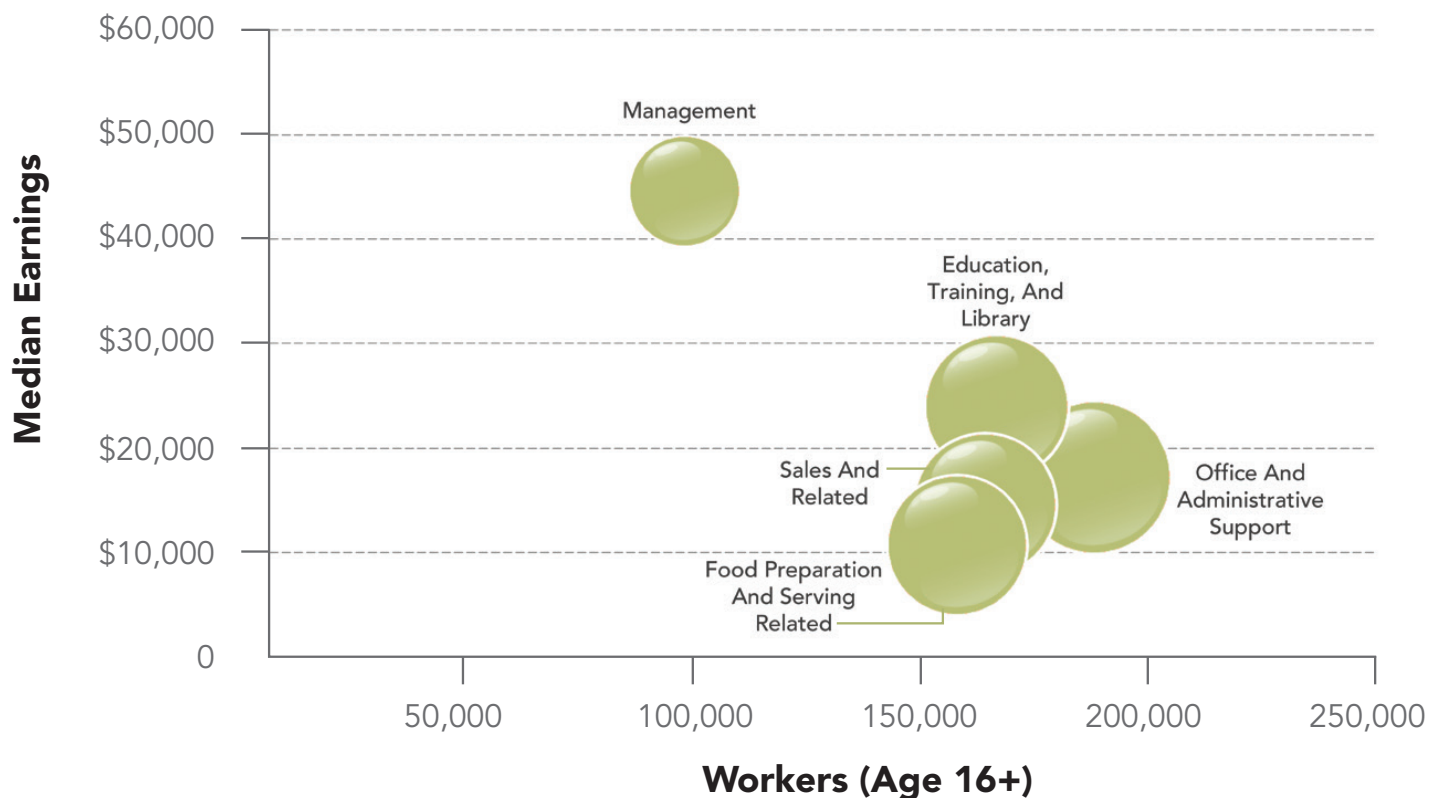
5B LifeMode Group: GenXurban
In Style

US Households: 3,024,200
Average Household Size: 2.52

Median Age: 48.0
Median Household Income: $75,00

WHO ARE WE?
In Style denizens embrace an urbane lifestyle that includes support of the arts, travel, and extensive reading. They are connected and make full use of the advantages of mobile devices. Professional couples or single households without children, they have the time to focus on their homes and their interests. The population is slightly older and already planning for their retirement.

OUR NEIGHBORHOOD
- City dwellers of large metropolitan areas.
- Married couples, primarily with no children (Index 112) or single households (Index 109); average household size at 2.35.
- Home ownership average at 68% (Index 108); nearly half, 47%, mortgaged (Index 114).
- Primarily single-family homes, in older neighborhoods (built before 1980), with a mix of town homes (Index 132) and smaller (5 –19 units) apartment buildings (Index 110).
- Median home value at $243,900.
- Vacant housing units at 8.6%.

SOCIOECONOMIC TRAITS
- College educated: 48% are graduates (Index 155); 77% with some college education.
- Low unemployment is at 3.6% (Index 66); higher labor force participation rate is at 67% (Index 108) with proportionately more 2-worker households (Index 110).
- Median household income of $73,000 reveals an affluent market with income supplemented by investments (Index 142) and a substantial net worth (Index 178).
- Connected and knowledgeable, they carry smartphones and use many of the features.
- Attentive to price, they use coupons, especially mobile coupons.

5B LifeMode Group: GenXurban
In Style

AGE BY SEX (Esri data)

Median Age: 42.0 US: 38.2

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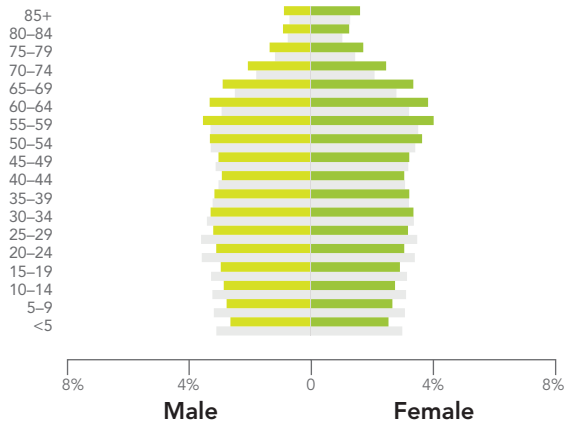
Male   Female
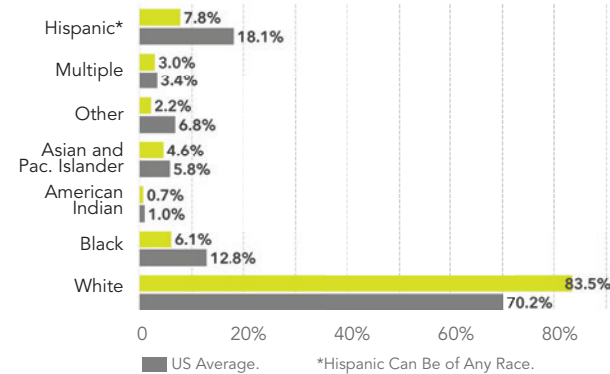
RACE AND ETHNICITY (Esri data)

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: 39.8 US: 64.0

Hispanic*	7.8% / 18.1%
Multiple	3.0% / 3.4%
Other	2.2% / 6.8%
Asian and Pac. Islander	4.6% / 5.8%
American Indian	0.7% / 1.0%
Black	6.1% / 12.8%
White	83.5% / 70.2%

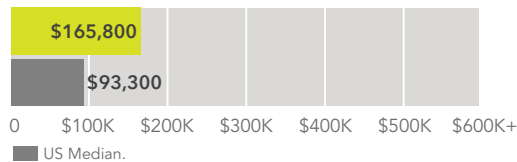■ US Average.   *Hispanic Can Be of Any Race.

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

$73,000
$56,100

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

Median Net Worth

$165,800
$93,300

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

■ US Median.

HOUSING

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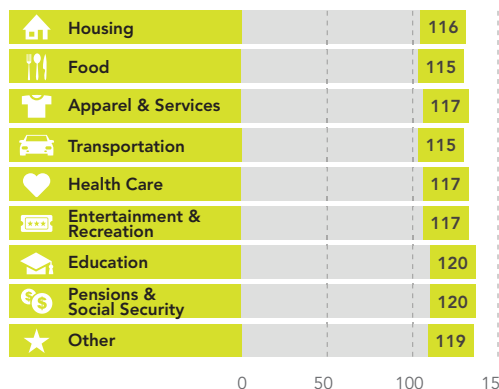
Typical Housing:
Single Family

Median Value:
$243,900

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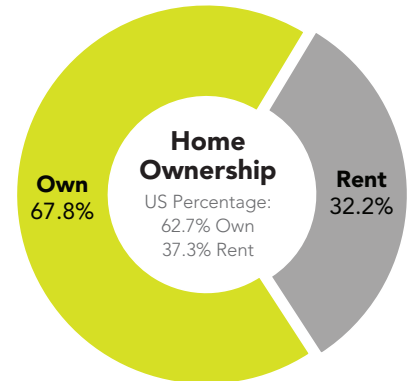
Home Ownership
US Percentage: 62.7% Own 37.3% Rent

Own 67.8%   Rent 32.2%

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.

🏠 Housing	116
🍴 Food	115
👕 Apparel & Services	117
🚗 Transportation	115
❤ Health Care	117
🎟 Entertainment & Recreation	117
🎓 Education	120
💲 Pensions & Social Security	120
★ Other	119

0 50 100 150 200 250 300 350

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5B LifeMode Group: GenXurban
In Style

Market Profile

- Partial to late model SUVs: compact SUVs are gaining popularity.
- Homes integral part of their style; invest in home remodeling/maintenance, DIY or contractors; housekeeping hired.
- Prefer organic foods, including growing their own vegetables.
- Financially active, own a variety of investments often managed by a financial planner.
- Meticulous planners, both well insured and well invested in retirement savings.
- Generous with support of various charities and causes.
- Actively support the arts, theater, concerts, and museums.

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.
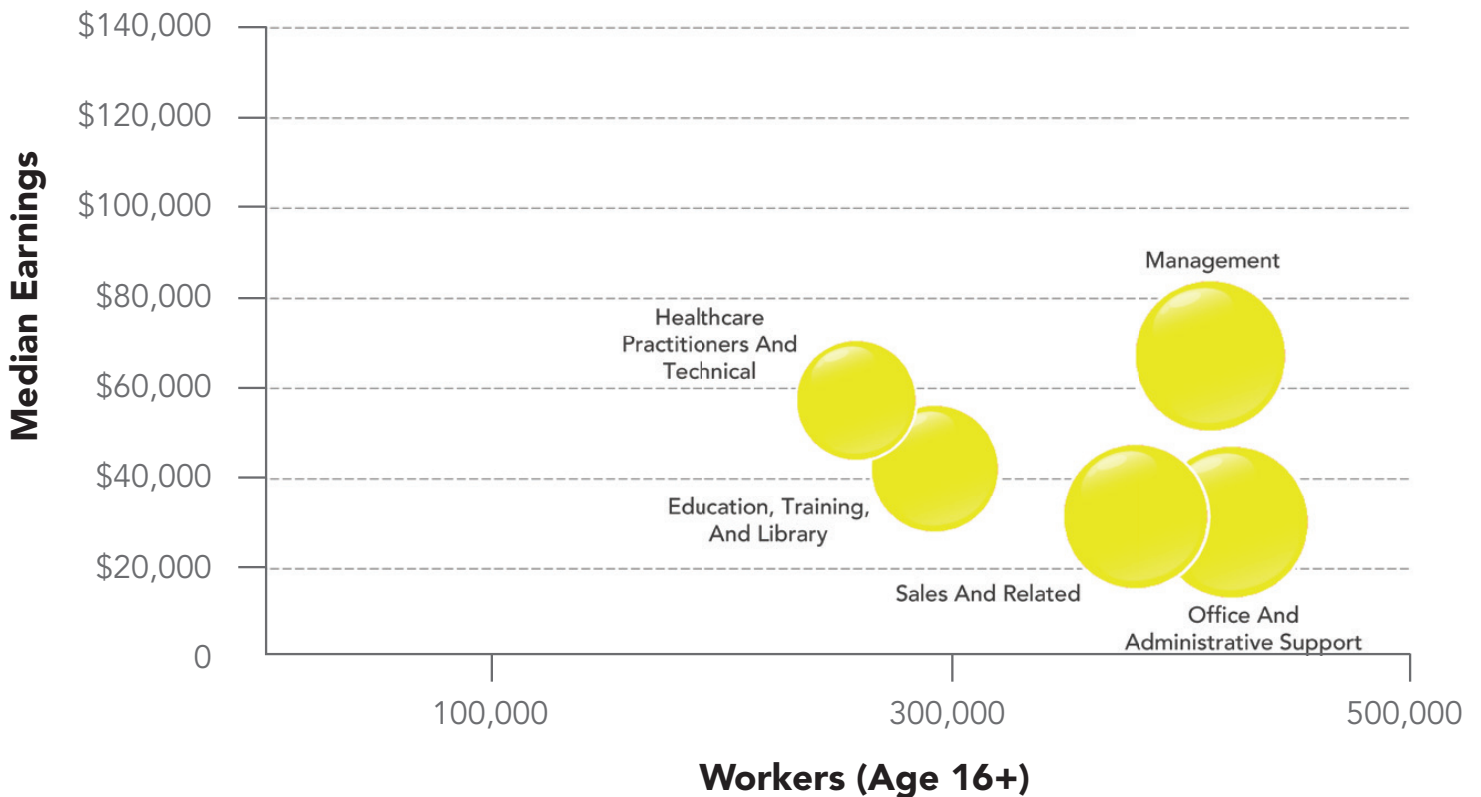
8B LifeMode Group: Middle Ground
Emerald City

US Households: 1,748,600
Average Household Size: 2.06

Median Age: 37.4
Median Household Income: $59,200

WHO ARE WE?

Emerald City's denizens live in lower-density neighborhoods of urban areas throughout the country. Young and mobile, they are more likely to rent. Well educated and well employed, half have a college degree and a professional occupation. Incomes close to the US median come primarily from wages, investments, and self-employment. This group is highly connected, using the Internet for entertainment and making environmentally friendly purchases. Long hours on the Internet are balanced with time at the gym. Many embrace the "foodie" culture and enjoy cooking adventurous meals using local and organic foods. Music and art are major sources of enjoyment. They travel frequently, both abroad and domestically.

OUR NEIGHBORHOOD

- There are mostly older, established neighborhoods with homes built before 1960; around 30% built before 1940.
- Just over half of all homes are renter occupied.
- Single-person and nonfamily types make up over half of all households.
- Median home value and average rent are slightly above the US levels; around half of owned homes are worth $150,000–$300,000.

SOCIOECONOMIC TRAITS

- Well educated, these consumers research products carefully before making purchases.
- They buy natural, green, and environmentally friendly products.
- Very conscious of nutrition, they regularly buy and eat organic foods.
- Cell phones and text messaging are a huge part of everyday life.
- They place importance on learning new things to keep life fresh and variable.
- They are interested in the fine arts and especially enjoy listening to music.

8B LifeMode Group: Middle Ground
Emerald City

AGE BY SEX (Esri data)

Median Age: 37.4 US: 38.2

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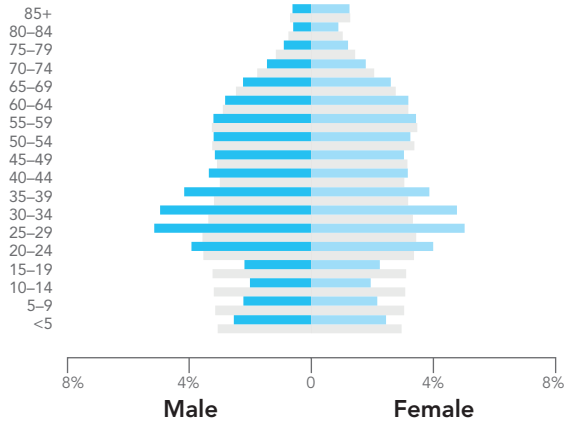
Male   Female
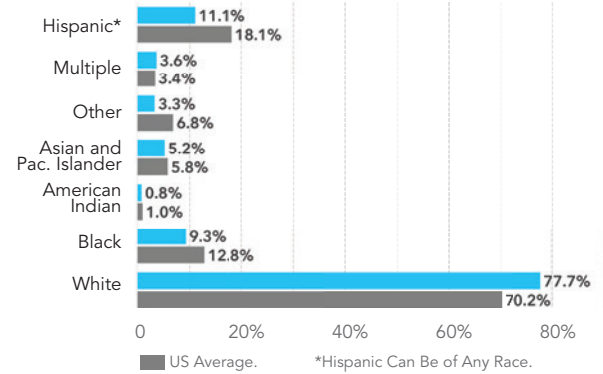
RACE AND ETHNICITY (Esri data)

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: 50.6 US: 64.0

Group	Value	US Average
Hispanic*	11.1%	18.1%
Multiple	3.6%	3.4%
Other	3.3%	6.8%
Asian and Pac. Islander	5.2%	5.8%
American Indian	0.8%	1.0%
Black	9.3%	12.8%
White	77.7%	70.2%

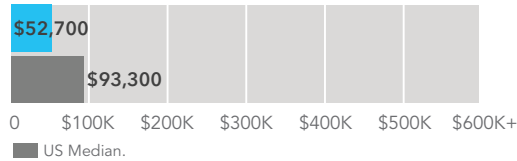▪ US Average.   *Hispanic Can Be of Any Race.

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

$59,200
$56,100

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

Median Net Worth

$52,700
$93,300

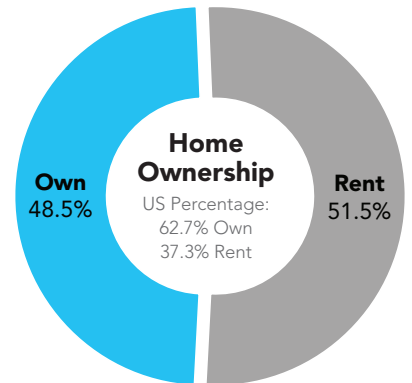0 $100K $200K $300K $400K $500K $600K+

▪ US Median.

HOUSING

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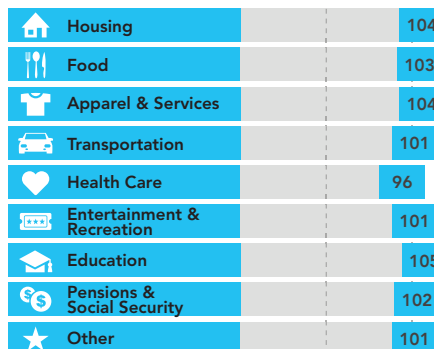
Typical Housing:
Single Family;
Multi-Units

Average Rent:
$1,087

Home Ownership
US Percentage: 62.7% Own 37.3% Rent

Own 48.5%   Rent 51.5%

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	104
Food	103
Apparel & Services	104
Transportation	101
Health Care	96
Entertainment & Recreation	101
Education	105
Pensions & Social Security	102
Other	101

0   50   100   150   200   250   300   350
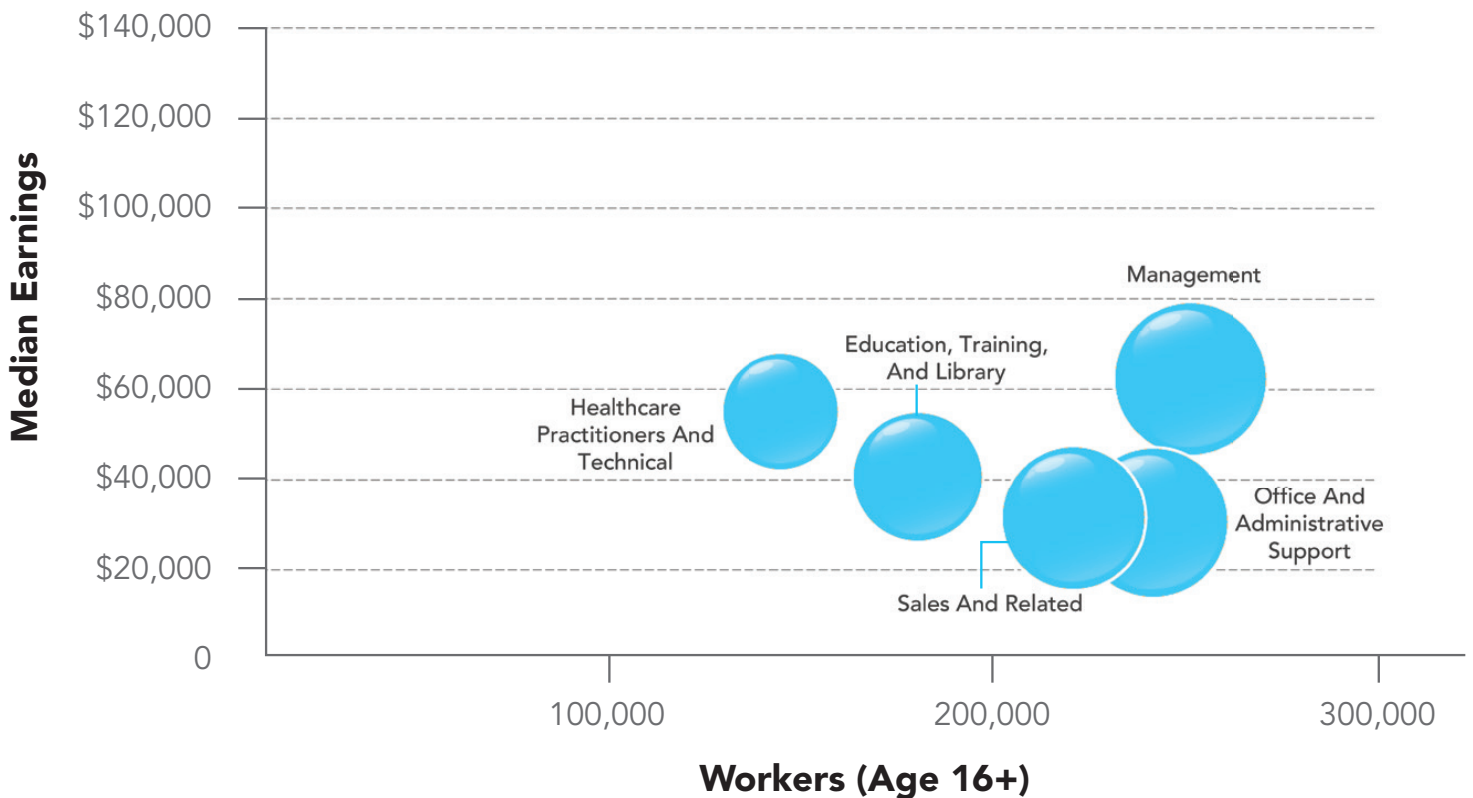
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8B LifeMode Group: Middle Ground
Emerald City

Market Profile
- Liberal segment that contributes to NPR and PBS.
- Shop at Trader Joe's and Whole Foods.
- Budget time—utilize home cleaning services so there's time for yoga.
- Use the web for professional networking, blogging, making travel plans, shopping, and sports news.
- Read magazines and books on a tablet, sometimes while exercising at home.
- Attend venues like art galleries, museums, and concerts. At home they like to cook and bake.

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.

Median Earnings (y-axis): $140,000 / $120,000 / $100,000 / $80,000 / $60,000 / $40,000 / $20,000 / 0

Workers (Age 16+) (x-axis): 100,000 / 200,000 / 300,000

Bubbles labeled: Management; Education, Training, And Library; Healthcare Practitioners And Technical; Office And Administrative Support; Sales And Related

8C LifeMode Group: Middle Ground
Bright Young Professionals

US Households: 2,750,200
Average Household Size: 2.41

Median Age: 33.0
Median Household Income: $54,000

WHO ARE WE?

Bright Young Professionals is a large market, primarily located in urban outskirts of large metropolitan areas. These communities are home to young, educated, working professionals. More than one out of three householders is under the age of 35. Slightly more diverse couples dominate this market, with more renters than homeowners. More than two-fifths of the households live in single-family homes; over a third live in 5+ unit buildings. Labor force participation is high, generally white-collar work, with a mix of food service and part-time jobs (among the college students). Median household income, median home value, and average rent are close to the US values. Residents of this segment are physically active and up on the latest technology.

OUR NEIGHBORHOOD

- Approximately 57% of the households rent; 43% own their homes.
- Household type is primarily couples, married (or unmarried), with above average concentrations of both single-parent (Index 125) and single-person (Index 115) households.
- Multiunit buildings or row housing make up 56% of the housing stock (row housing (Index 178), buildings with 5–19 units (Index 275)); 43% built 1980–99.
- Average rent mirrors the US (Index 100).
- Lower vacancy rate is at 8.2%.
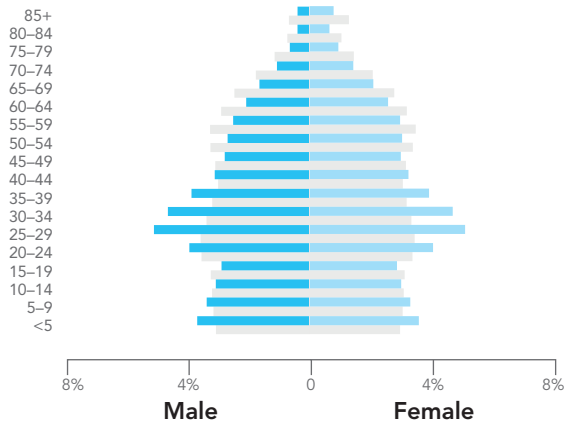
SOCIOECONOMIC TRAITS

- Education completed: 35% with some college or an associate's degree, 33% with a bachelor's degree or higher.
- Unemployment rate is lower at 4.7%, and labor force participation rate of 72% is higher than the US rate.
- These consumers are up on the latest technology.
- They get most of their information from the Internet.
- Concern about the environment, impacts their purchasing decisions.

8C LifeMode Group: Middle Ground
Bright Young Professionals

AGE BY SEX (Esri data)

Median Age: 33.0 US: 38.2

Indicates US

Age groups: 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
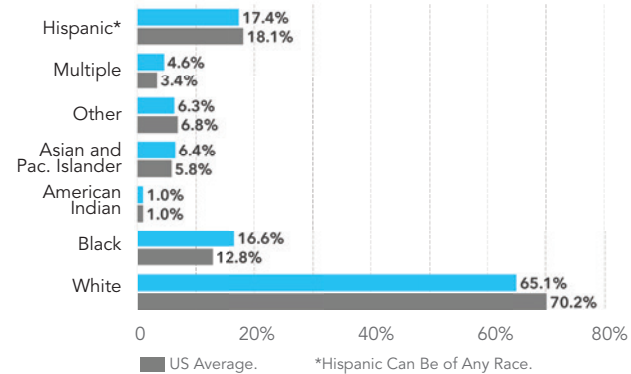
8% 4% 0 4% 8%

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).
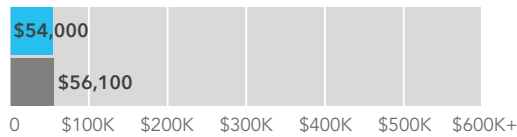
Diversity Index: 67.5 US: 64.0

Group	Value	US Average
Hispanic*	17.4%	18.1%
Multiple	4.6%	3.4%
Other	6.3%	6.8%
Asian and Pac. Islander	6.4%	5.8%
American Indian	1.0%	1.0%
Black	16.6%	12.8%
White	65.1%	70.2%

0 20% 40% 60% 80%

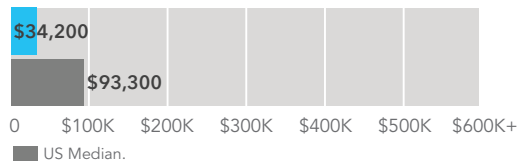US Average. *Hispanic Can Be of Any Race.

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

$54,000
$56,100

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

Median Net Worth

$34,200
$93,300

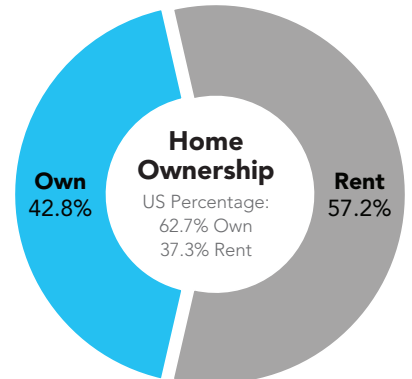0 $100K $200K $300K $400K $500K $600K+

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.
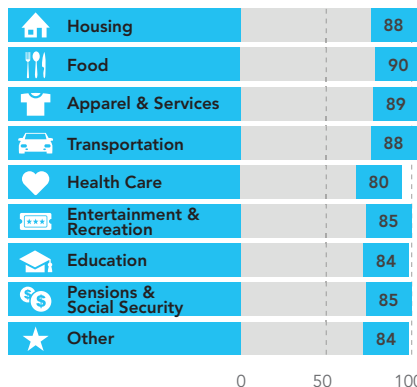
Typical Housing:
Single Family;
Multi-Units

Average Rent:
$1,042

Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 42.8% **Rent 57.2%**

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	88
Food	90
Apparel & Services	89
Transportation	88
Health Care	80
Entertainment & Recreation	85
Education	84
Pensions & Social Security	85
Other	84

0 50 100 150 200 250 300 350

The**Retail**Coach.

8C LifeMode Group: Middle Ground
Bright Young Professionals

Market Profile

- Own retirement savings and student loans.
- Own newer computers (desktop, laptop, or both), iPods, and 2+ TVs.
- Go online and use mobile devices for banking, access YouTube or Facebook, visit blogs, download movies, and play games.
- Use cell phones to text, redeem mobile coupons, listen to music, and check for news and financial information.
- Find leisure going to bars/clubs, attending concerts, going to the beach, and renting DVDs from Redbox or Netflix.
- Enjoy a variety of sports, including backpacking, rock climbing, football, Pilates, running, and yoga.
- Eat out often at fast-food and family restaurants.

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.
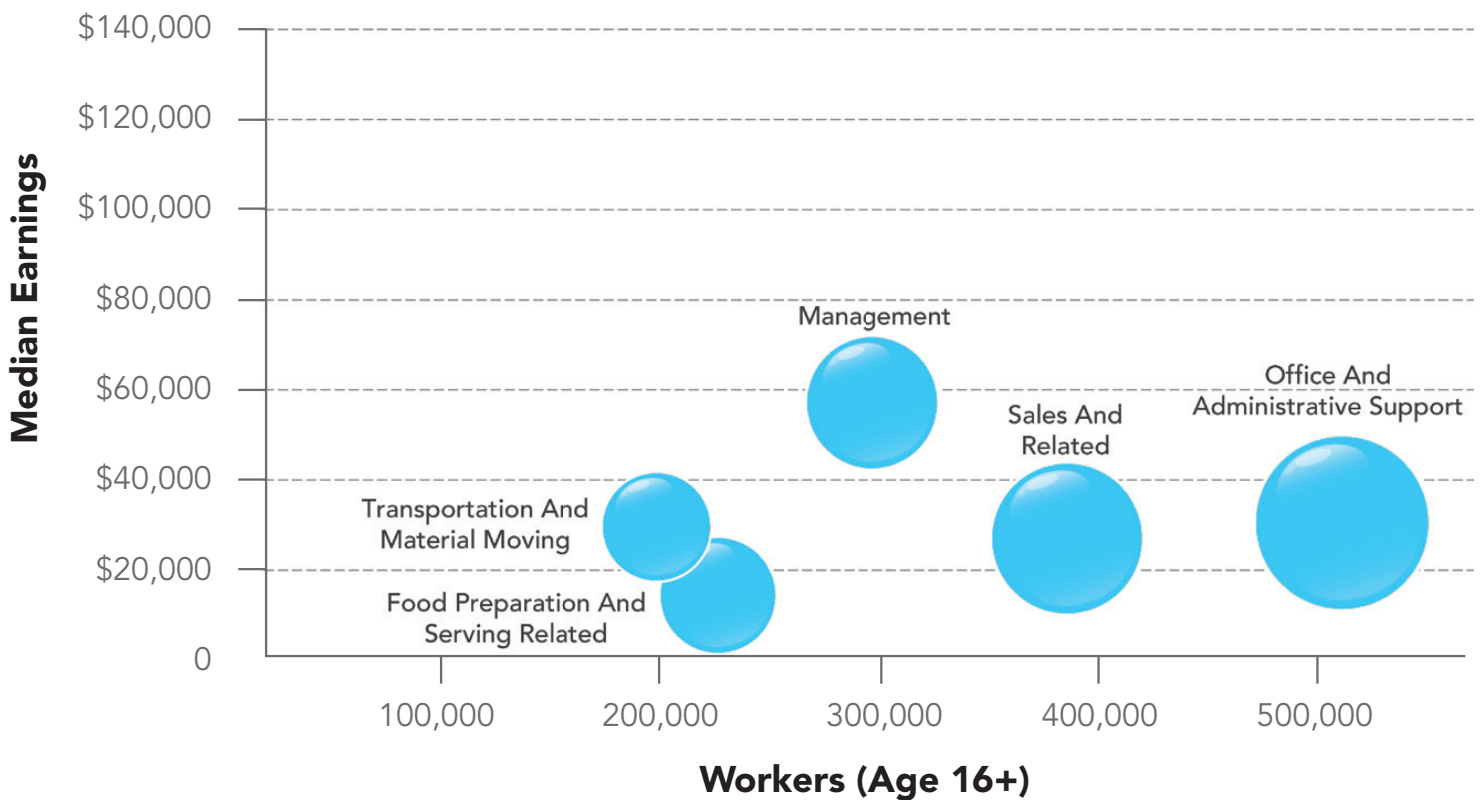
14C LifeMode Group: Scholars and Patriots
Dorms to Diplomas

US Households: 630,300
Average Household Size: 2.22

Median Age: 21.6
Median Household Income: $16,800

WHO ARE WE?

On their own for the first time, Dorms to Diplomas residents are just learning about finance and cooking. Frozen dinners and fast food are common options. Shopping trips are sporadic, and preferences for products are still being established. Many carry a balance on their credit card so they can buy what they want now. Although school and part-time work take up many hours of the day, the remainder is usually filled with socializing and having fun with friends. They are looking to learn life lessons inside and outside of the classroom. This is the first online generation, having had lifelong use of computers, the Internet, cell phones, and MP3 players.

OUR NEIGHBORHOOD

- Mix of dorms, on-campus and off-campus housing cater to young renters.
- Off-campus householders are commonly students living alone or with roommates; average household size is 2.22.
- More than 80% of the housing are apartments; many older homes in town have been converted into multifamily living units.
- With limited parking on campus, many walk, bike, or car pool to class.
- Less than one in ten homes are owner occupied.

SOCIOECONOMIC TRAITS

- They're the youngest market with half of the population aged 20–24.
- They're impulse buyers who experiment with different brands.
- They buy trendy clothes on a budget.
- Vehicles are just a means of transportation—economy and environmental impact are factors in purchases; used, imported subcompact cars are a popular choice.
- They value socializing, having fun, and learning new things.
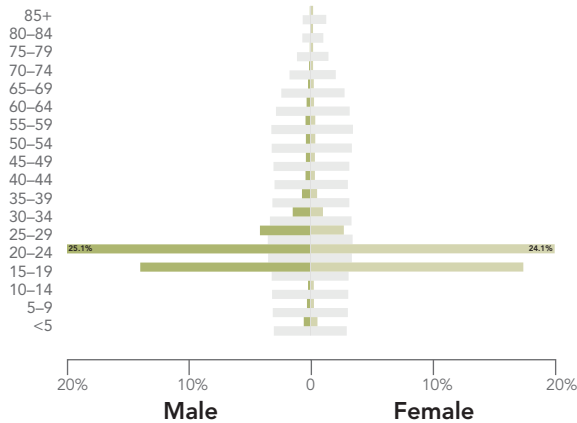- They're always connected; their cell phone is never out of reach.

The**Retail**Coach.

LifeMode Group: Scholars and Patriots
Dorms to Diplomas

AGE BY SEX (Esri data)

Median Age: 21.6 US: 38.2

⬜ Indicates US

Age	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	25.1%	24.1%
15–19		
10–14		
5–9		
<5		

20% 10% 0 10% 20%

Male   **Female**

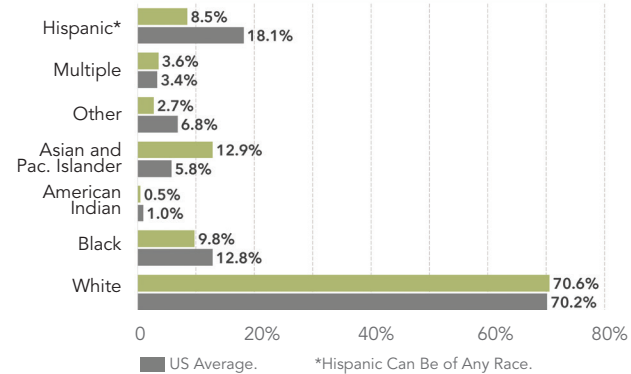## RACE AND ETHNICITY (Esri data)

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).
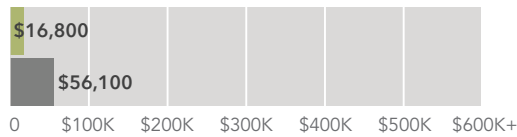
Diversity Index: 55.8 US: 64.0

Group	Value	US Average
Hispanic*	8.5%	18.1%
Multiple	3.6%	3.4%
Other	2.7%	6.8%
Asian and Pac. Islander	12.9%	5.8%
American Indian	0.5%	1.0%
Black	9.8%	12.8%
White	70.6%	70.2%

0   20%   40%   60%   80%

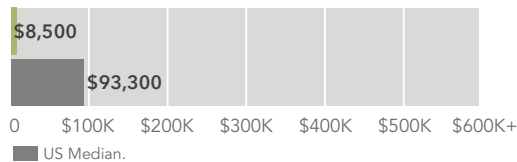⬛ US Average.   *Hispanic Can Be of Any Race.

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

$16,800
$56,100

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

Median Net Worth

$8,500
$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.
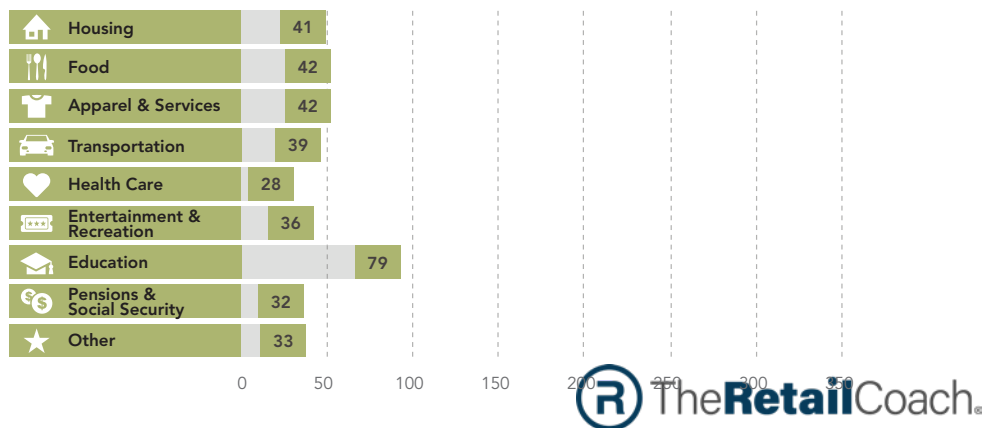
Typical Housing:
Multi-Unit Rentals

Average Rent:
$1,025
US Average: $1,038
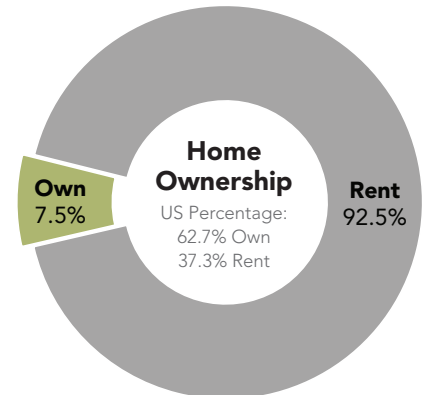
Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 7.5%
Rent 92.5%

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	41
🍴 Food	42
👕 Apparel & Services	42
🚗 Transportation	39
❤ Health Care	28
🎟 Entertainment & Recreation	36
🎓 Education	79
💲 Pensions & Social Security	32
★ Other	33

0   50   100   150   200   250   300   350

The Retail Coach.

# 14C LifeMode Group: Scholars and Patriots
Dorms to Diplomas

Market Profile
- They enjoy going to the movies, out to bars for drinks and maybe a game of billiards.
- With little experience cooking, fast food and frozen dinners are the "go-to" choices.
- Rely on Internet shopping to express appearance and fashion preferences; hair color and teeth whiteners are commonplace.
- They listen to all the latest music on their mobile devices.
- They're very active on and off campus, participating in many sports and activities like frisbee, bowling, weight lifting, jogging, and yoga.
- Use a computer for just about everything including news, entertainment, shopping, blogging, social media, TV, movies, and homework.

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.
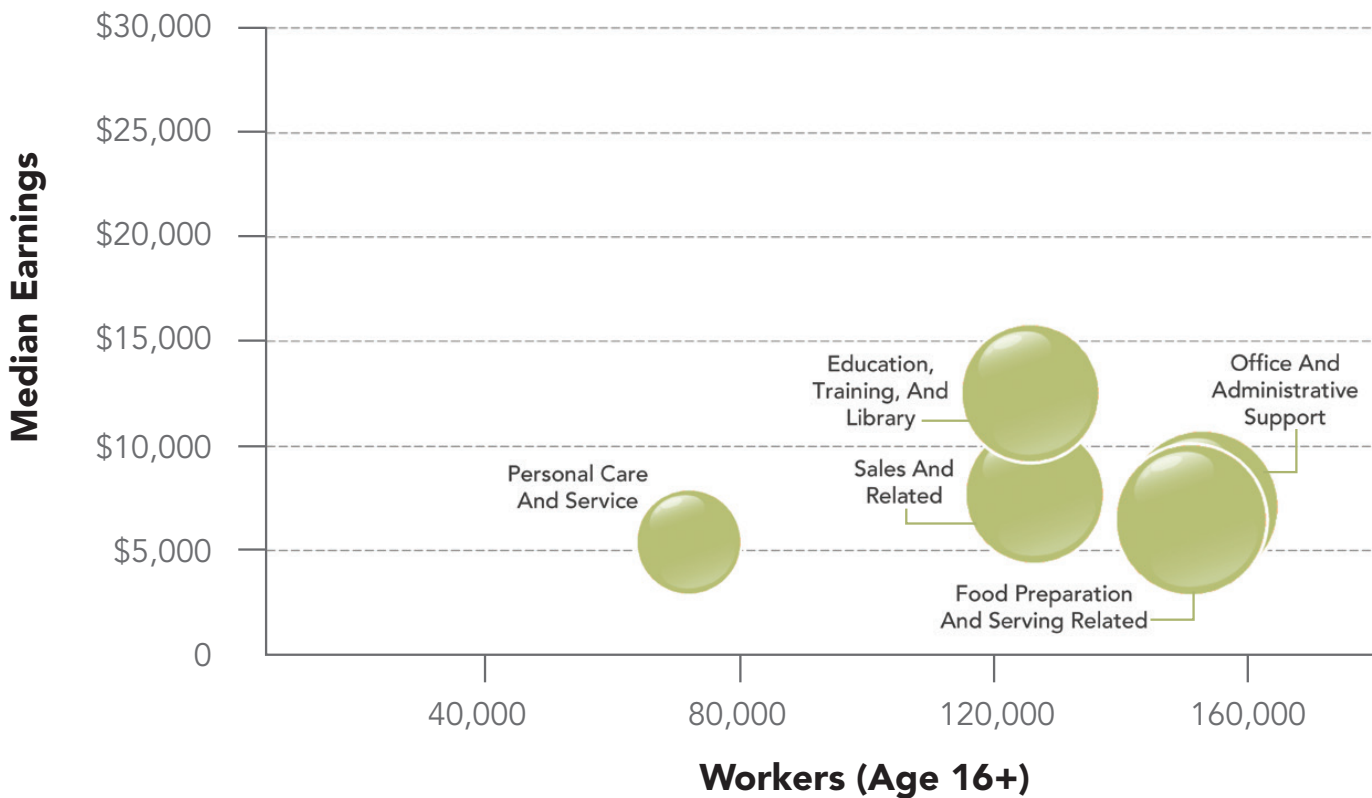
About The Retail Coach®

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.

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