



TERTIARY RETAIL TRADE AREA PSYCHOGRAPHIC PROFILE

Norman, Oklahoma

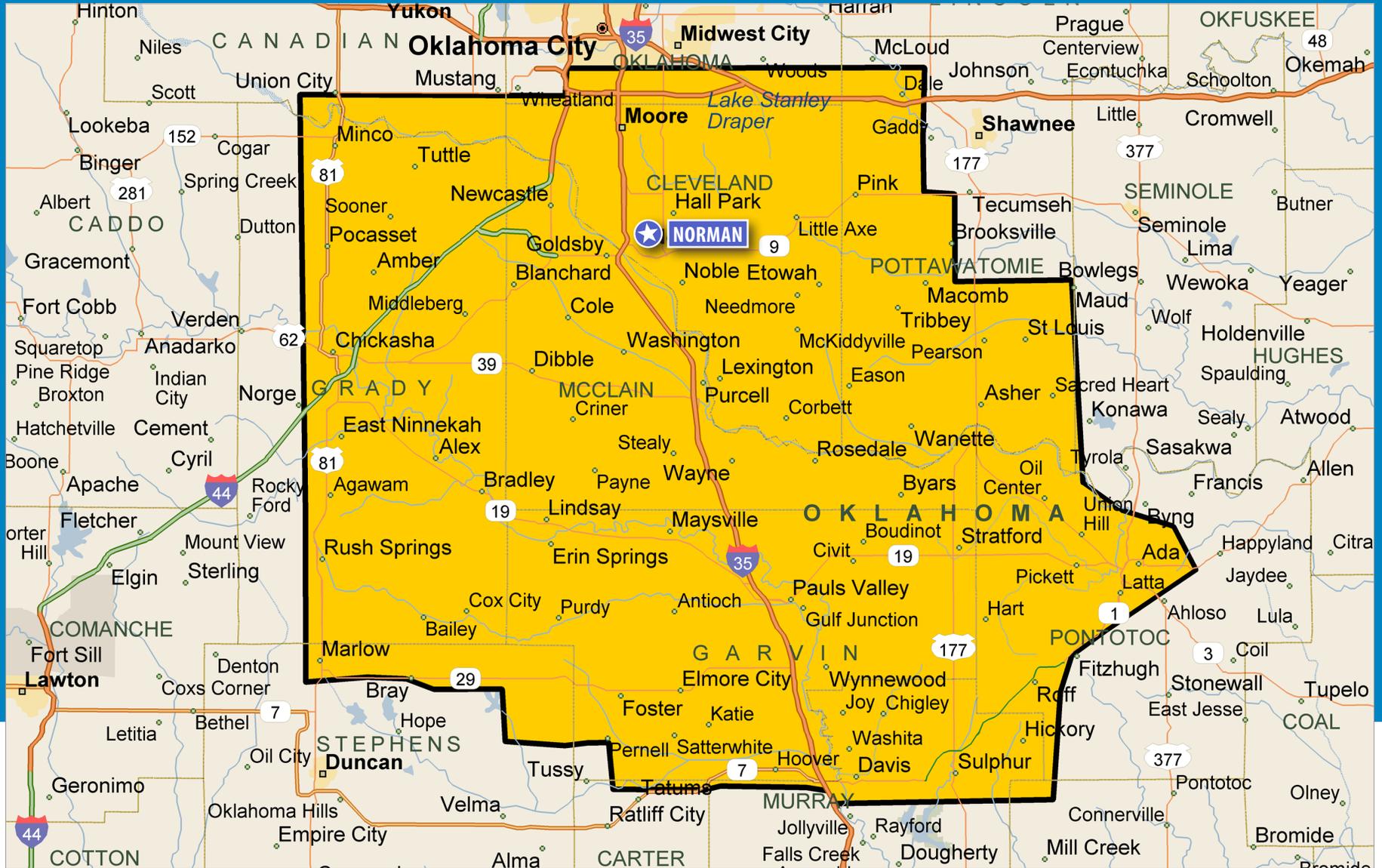


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City of Norman
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 **TheRetailCoach®**

Tertiary Retail Trade Area

Norman, Oklahoma



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What Is Tapestry Segmentation?

Tapestry Segmentation is a market segmentation system that classifies US neighborhoods based on their socioeconomic and demographic compositions. Tapestry is a system for classifying consumers and constituents using all the variables that can distinguish consumer behavior, from household characteristics such as income and family type to personal traits like age, education, or employment and even housing choices.

Tapestry Segmentation classifies US neighborhoods into 65 distinct market segments. Neighborhoods with the most similar characteristics are grouped together, while neighborhoods with divergent characteristics are separated. Tapestry Segmentation combines the “who” of lifestyle demography with the “where” of local neighborhood geography to create a model of various lifestyle classifications, or segments, of actual neighborhoods with addresses—distinct behavioral market segments.

Who Should Use Tapestry Segmentation?

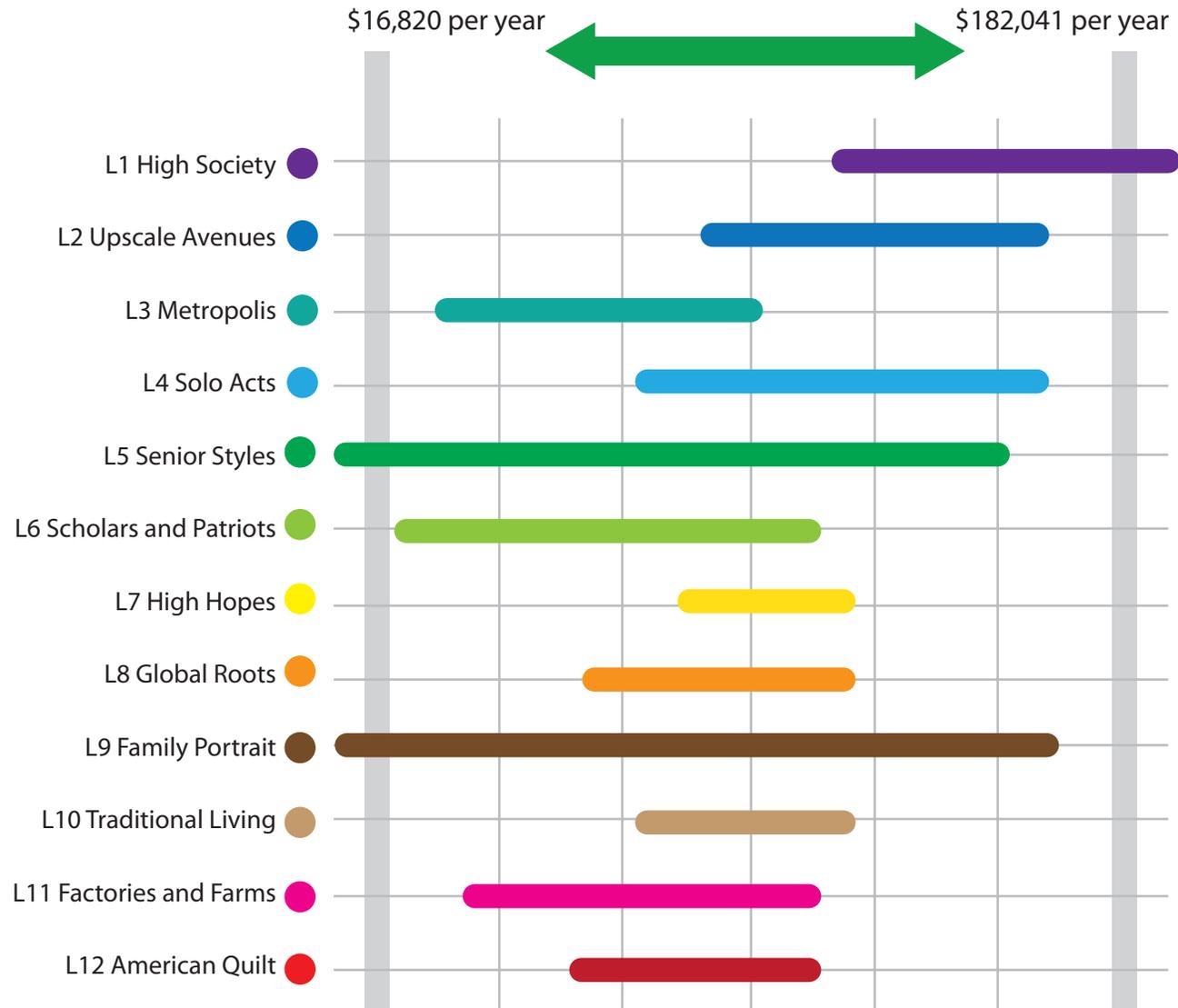
All companies, agencies, and organizations need to understand consumers/constituents in order to supply them with the right products and services and to reach them via their preferred media. These applications require a robust segmentation system that can accurately profile these diverse markets. The versatility and predictive power of Tapestry Segmentation allow users to integrate their own data or national consumer surveys into Tapestry Segmentation to identify their best market segments and reach them through the most effective channels.

Tapestry Segmentation Summary Groups

Esri’s Tapestry Segmentation provides a robust, powerful portrait of the 65 US consumer markets. To provide a broader view of these 65 segments, Esri combined them into 12 LifeMode Summary Groups based on lifestyle and lifestage composition.

- L1 High Society
- L2 Upscale Avenues
- L3 Metropolis
- L4 Solo Acts
- L5 Senior Styles
- L6 Scholars and Patriots
- L7 High Hopes
- L8 Global Roots
- L9 Family Portrait
- L10 Traditional Living
- L11 Factories and Farms
- L12 American Quilt

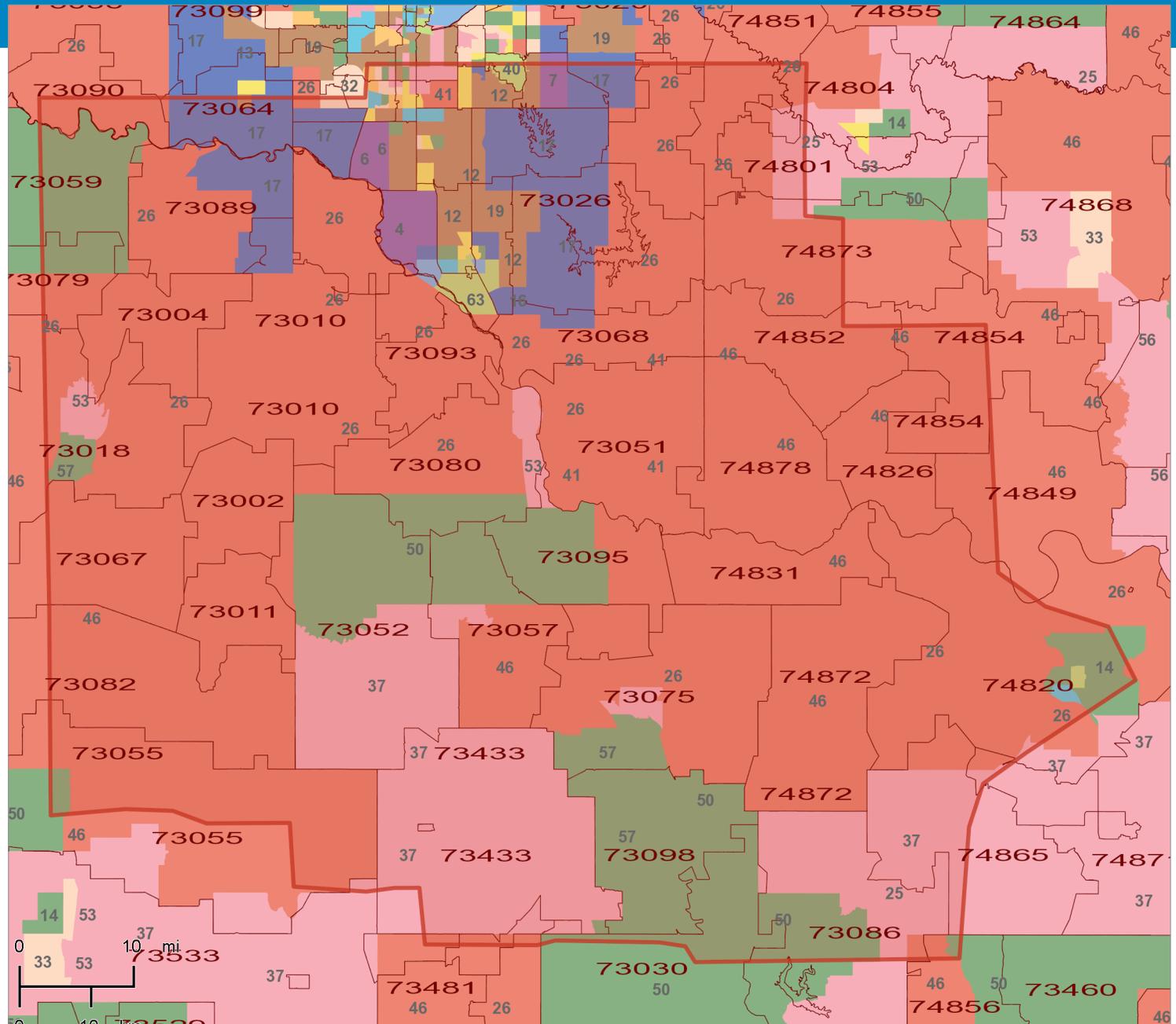
Income Range of LifeMode Summary Groups



Tertiary Retail Trade Area | LifeMode Summary Groups Map

Norman, Oklahoma

- L1 High Society
Affluent, well educated, married-couple homeowners
- L2 Upscale Avenues
Prosperous, married-couple homeowners in different housing
- L3 Metropolis
City dwellers in older homes reflecting the diversity of urban culture
- L4 Solo Acts
Urban young singles on the move
- L5 Senior Styles
Senior lifestyles by income, age and housing
- L6 Scholars and Patriots
College, military environments
- L7 High Hopes
Young households striving for the "American Dream"
- L8 Global Roots
Ethnic and culturally diverse families
- L9 Family Portrait
Youth, family life and children
- L10 Traditional Living
Middle aged, middle income - Middle America
- L11 Factories and Farms
Hardworking families in small communities, settled near jobs
- L12 American Quilt
Households in small towns in rural areas



Tertiary Retail Trade Area | Top Tapestry Segments

Norman, Oklahoma

	TAPESTRY SEGMENTATION	HOUSEHOLDS PERCENT	CUMULATIVE PERCENT	US HOUSEHOLDS PERCENT	CUMULATIVE PERCENT	INDEX
1	26. Midland Crowd	11.4%	11.4%	3.2%	3.2%	355
2	19. Milk and Cookies	9.7%	21.1%	2.2%	5.4%	439
3	53. Home Town	6.6%	27.7%	1.4%	6.8%	467
4	12. Up and Coming Families	6.3%	34.0%	4.1%	10.9%	152
5	50. Heartland Communities	5.6%	39.6%	2.0%	12.9%	279
	Subtotal	39.6%		12.9%		
6	17. Green Acres	5.3%	44.9%	3.1%	16.0%	172
7	32. Rustbelt Traditions	4.8%	49.7%	2.4%	18.4%	198
8	48. Great Expectations	4.4%	54.1%	1.7%	20.1%	260
9	55. College Towns	4.4%	58.5%	0.9%	21.0%	469
10	46. Rooted Rural	3.6%	62.1%	2.3%	23.3%	157
	Subtotal	22.5%		10.4%		
11	57. Simple Living	3.1%	65.2%	1.4%	24.7%	220
12	14. Prosperous Empty Nesters	2.5%	67.7%	2.1%	26.8%	121
13	07. Exurbanites	2.4%	70.1%	2.5%	29.3%	96
14	28. Aspiring Young Families	2.3%	72.4%	2.3%	31.6%	98
15	25. Salt of the Earth	2.2%	74.6%	2.7%	34.3%	82
	Subtotal	12.5%		11.0%		
16	39. Young and Restless	2.1%	76.7%	1.5%	35.8%	143
17	41. Crossroads	2.0%	78.7%	1.5%	37.3%	136
18	22. Metropolitans	2.0%	80.7%	1.4%	38.7%	138
19	37. Prairie Living	1.8%	82.5%	1.2%	39.9%	155
20	36. Old and Newcomers	1.7%	84.2%	2.0%	41.9%	83
	Subtotal	9.6%		7.6%		
	Total	84.2%		42.0%		201

26. Midland Crowd – 11.4%

Norman, Oklahoma

26 Midland Crowd



Segment Code26
Segment NameMidland Crowd
LifeMode Summary GroupL12 American Quilt
Urbanization Summary GroupU10 Rural I

Demographic

The growing population of 12 million, approximately 4 percent of the US population, identifies Midland Crowd as Tapestry Segmentation's largest segment. Since 2000, the population has grown by 2.18 percent annually. The median age of 37.2 years parallels that of the US median. Sixty-two percent of the households are married couple families; half of them have children. Twenty percent of the households are singles who live alone. Midland Crowd neighborhoods are not diverse.

Socioeconomic

Median household income is \$50,096, slightly lower than the US median. Most income is earned from wages and salaries; however, self-employment ventures are slightly higher for this segment than the national average. The median net worth is \$88,854. Unemployment is below average. Half of the residents who work hold white collar jobs. More than 45 percent of the residents aged 25 years and older have attended college; 16 percent have earned a bachelor's or graduate degree.

Residential

Midland Crowd residents live in housing developments in rural villages and towns throughout the United States, mainly in the South. Three-fourths of the housing was built after 1969. The home ownership rate is 81 percent, higher than the national rate of 66 percent. The median home value is \$121,782. Two-thirds of the housing is single-family houses; 28 percent are mobile homes.

Summary

Household/Median Age	Married-couple families/37.2
Median Household Income	\$50,096
Employment	Skilled, professional, management
Education	HS graduate, some college
Housing/Median Home Value	Single family, mobile home/\$121,782
Race/Ethnicity	White
Lifestyle	Own pets; go hunting and fishing

Preferences

These politically active, conservative residents vote, work for their candidates, and serve on local committees. Their rural location and traditional lifestyle dictate their product preferences. A fourth of the households own three or more vehicles; they typically own or lease a truck, and many own a motorcycle. Proficient do-it-yourselfers, they work on their vehicles, homes, and gardens and keep everything in tip-top shape. They hunt, fish, and do woodworking. Dogs are their favorite pets. They patronize local stores or shop by mail order. They have recently bought radial tires. They often go to the drive-through at a fast-food restaurant.

Many households own a satellite dish so they can watch CMT, the Speed Channel, Home & Garden Television, NASCAR racing, rodeo/bull riding, truck and tractor pulls, fishing programs, and a variety of news programs. They listen to country music on the radio and read fishing and hunting magazines.

19. Milk and Cookies – 9.7%

Norman, Oklahoma

19 Milk and Cookies

Segment Code19
Segment NameMilk and Cookies
LifeMode Summary GroupL9 Family Portrait
Urbanization Summary GroupU3 Metro Cities I



Demographic

Upscale living on a family allowance, Milk and Cookies represents young, affluent married couples who are starting their families or already have young children. The median age of 33.8 years represents the presence of kids; nearly half of the households include children. One in four householders is between the ages of 45 and 54. The population diversity is comparable to that of the United States, and the proportions of the population by race approximate the US distributions with slightly above-average ratios of black and Hispanic residents.

Socioeconomic

Ninety percent of Milk and Cookies households earn income from wages. The labor force participation rate of 69.8 percent is above average. The median household income is \$64,880, and the median net worth is \$135,190. Fifty-eight percent have attended college; more than 20 percent hold bachelor's or graduate degrees.

Residential

Milk and Cookies residents prefer single-family homes in suburban neighborhoods of cities, largely in the South, particularly in Texas. Smaller concentrations of households are located in the West and Midwest. The median home value is \$128,801. Housing units are generally 20–30 years old. Given the concentration of dual-income families, 71 percent of households have at least two vehicles. A family with two or more workers, more than one child, and two or more vehicles is the norm for these neighborhoods.

Summary

Household/Median Age	Married couples with kids/33.8
Median Household Income	\$64,880
Employment	Professional, management, skilled
Education	Some college
Housing/Median Home Value	Single family/\$128,801
Race/Ethnicity	White
Lifestyle	Fast food, drive-in restaurants; buys children's toys and games

Preferences

As Milk and Cookies residents settle into their family-oriented lifestyle, they focus on family and the future. They are properly insured, carrying life and accidental death and dismemberment policies. They use a credit union, have overdraft protection, and usually have a new car loan. Although they may still own a motorcycle or small car, they prefer larger vehicles. When they move, they rent a U-Haul and move their own belongings. Many households own a dog. The presence of children in Milk and Cookies households drives their large purchases of baby and children's products including baby food, baby equipment, clothes, shoes, medicine, vitamins, board games, bicycles, toys, video games, and children's DVDs. Most households own one of the latest video game systems and a large-screen TV.

To save time in their busy lives, they frequently buy prepared dinners from the grocery store and fast food. They play video games, go bowling, and visit theme parks such as Six Flags and Sea World. They watch professional football and basketball games. Favorite cable channels include Cartoon Network, Discovery Channel, National Geographic Channel, and BET. They also work on their lawns, tackle interior painting projects, or do minor maintenance on their vehicles.

53. Home Town – 6.6%

Norman, Oklahoma

53 Home Town



Segment Code53
Segment NameHome Town
LifeMode Summary GroupL11 Factories and Farms
Urbanization Summary GroupU8 Suburban Periphery II

Demographic

Home Town households are a mix of married-couple families, singles who live alone, and single-parent families. With a median age of 34.5 years, this is a slightly younger market than the United States as a whole. However, one in three is aged 65 years or older. Many families encompass two generations who have lived and worked in the community; their children plan to do the same. Seventy-two percent of the residents are white; 15 percent are black.

Socioeconomic

The median household income is \$33,823; the median net worth is \$20,574. Although 73 percent of households derive income from wages and salaries, some rely on Supplemental Security Income and public assistance for support. The manufacturing, retail trade, and service industry sectors are the primary sources of employment for these residents. Unemployment in this segment is 14.9 percent. Overall, educational attainment is lower for Home Town than for the United States. Only 8 percent hold a bachelor's or graduate degree; 31 percent have attended college.

Residential

Change is rare in these low-density, settled neighborhoods, located primarily in the Midwest and South. Home Town residents may move from one house to another, but they seldom cross the county line. Seventy-three percent of homes are single-family dwellings, and 11 percent are two- to four-unit structures. Home ownership is at 58 percent; the median home value is \$63,863. The average gross rent is two-thirds of the US average. Because the population in these neighborhoods hardly grows, new construction is scarce. Most of the housing was built before 1970.

Summary

Household/Median Age	Mixed/34.5
Median Household Income	\$33,823
Employment	Skilled, services
Education	No HS diploma, HS graduate
Housing/Median Home Value	Single family/\$63,863
Race/Ethnicity	White
Lifestyle	Play football, go fishing; attend country music performance

Preferences

Home Town residents savor their quasi-country lifestyle by spending time outdoors fishing and playing football. Indoors, they play video games or watch TV favorites such as courtroom programs, wrestling, or reality shows. Internet access and cell phone use are less important here than in other markets.

They shop for groceries at Kroger, Aldi, and Wal-Mart Supercenters. They buy clothes at discount department stores such as Wal-Mart and Kmart, typically located in small local malls. When they eat out, they go to Bob Evans and Ryan's family restaurants or fast-food places.

12. Up and Coming Families – 6.3%

Norman, Oklahoma

12 Up and Coming Families



Segment Code12
Segment NameUp and Coming Families
LifeMode Summary GroupL9 Family Portrait
Urbanization Summary GroupU7 Suburban Periphery I

Demographic

With an annual household growth rate of 4.56 percent, Up and Coming Families represents Tapestry Segmentation's second highest household growth market. A mix of Generation Xers and Baby Boomers with a median age of 31.9 years, this segment is the youngest of Tapestry Segmentation's affluent family markets. Residents of these neighborhoods are young, affluent families with younger children. Eighty percent of the households are families. Most of the residents are white; however, diversity is increasing as the segment grows.

Socioeconomic

Beginning their careers, residents of Up and Coming Families are earning above-average incomes. The median household income is \$76,135, higher than the national median. The median net worth is \$175,142. Nearly two-thirds of the residents aged 25 years and older have attended college; more than one in five holds a bachelor's degree. Labor force participation is well above average at 71 percent; unemployment is low. Ninety-one percent of households earn income from wages and salaries. Although half of the households have children, they also have working parents.

Residential

In the suburban outskirts of mid-sized metropolitan areas with populations higher than 250,000, approximately half of Up and Coming Families neighborhoods are concentrated in the South, the other half in the West and Midwest. Most residents live in new single-family housing; more than half the housing units were built in the last 10 years. Home ownership is at 83 percent. The median home value is \$175,637.

Summary

Household/Median Age	Married couples with kids/31.9
Median Household Income	\$76,135
Employment	Professional, management
Education	Some college, bachelor, graduate degree
Housing/Median Home Value	Single family/\$175,637
Race/Ethnicity	White
Lifestyle	Eat at Chic-fil-A; own a dog

Preferences

Family and home dictate the products these residents buy. Many are beginning or expanding their families, so baby equipment, children's clothing, and toys are essential purchases. Because many are first-time homeowners, basic household furniture and lawn fertilizer, weed control, and insecticide products are important. Car loans and mortgage payments are major household budget items. They are most likely to own or lease an SUV or a minivan. They eat out at family restaurants, especially on the weekends, and buy fast food at the drive-through or for takeout.

They play softball, take the kids to the zoo, and visit theme parks (generally Sea World or Disney World) where they make good use of their digital camera or camcorder. They rent comedy, family, and action/adventure DVDs. Cable station favorites include Country Music Channel, ESPN news, The Learning Channel, and the Disney Channel. They listen to country, soft rock, and contemporary hit radio.

50. Heartland Communities – 5.6%

Norman, Oklahoma

50 Heartland Communities



Segment Code50
Segment NameHeartland Communities
LifeMode Summary GroupL5 Senior Styles
Urbanization Summary GroupU9 Small Towns

Demographic

Settled and close-knit, residents of Heartland Communities have a median age of 42.8 years. Approximately half of the residents have already retired, many in the same towns where they have lived and worked their whole lives. Nearly half are aged 55 years or older. Although married-couple families comprise nearly half of the household types and almost one-third are singles who live alone, other family types and shared housing are also represented. Children are found in 30 percent of the households. Diversity is minimal; nearly 9 in 10 residents are white.

Socioeconomic

The median household income is \$35,160. Two-thirds of the households earn wage and salary income, and 39 percent receive Social Security benefits. Because of low home value, their median net worth is \$46,091. Employed residents work in occupations ranging from management positions to unskilled labor jobs; approximately 40 percent are employed in service industries. The percentage of the population aged 25 years or older that has completed high school is higher than the US level; the percentage that has attended college is far lower than the US figure.

Residential

Home to six million people, Heartland Communities neighborhoods are found primarily in small towns scattered across the Midwest and South. Low-density neighborhoods dominate, with older homes in urban clusters and rural, nonfarm areas. More than half of the housing units were built before 1960. Home ownership is at 71 percent; the median home value is \$78,489, less than half of the US median. More than three-fourths of the housing is single-family dwellings.

Summary

Household/Median Age	Mixed/42.8
Median Household Income	\$35,160
Employment	Skilled, professional, management, services
Education	No HS diploma, HS graduate
Housing/Median Home Value	Single family/\$78,489
Race/Ethnicity	White
Lifestyle	Work on lawn, gardening, DIY projects; order products from Avon

Preferences

Heartland Communities residents invest time and money in their cherished homes and communities. They take pride in their gardening skills and in growing their own vegetables. Many homes own a riding lawn mower to keep up their relatively large lots. Residents tackle home improvement projects such as exterior painting and faucet replacement and shop at Ace Hardware or Lowe's. Many residents order items from catalogs, QVC, and Avon sales representatives. They also shop at Wal-Mart or Kmart and buy groceries at Wal-Mart Supercenters. Favorite restaurants include Golden Corral and Cracker Barrel. The residents in this segment rarely travel by plane.

Heartland Communities residents have a distinctly country lifestyle. They go hunting and fishing. They also read gardening, fishing, and hunting magazines and listen to country music and auto races on the radio. Reading two or more Sunday newspapers is important to them. Some join fraternal orders or religious clubs and even get involved with local politics. Many Heartland Communities households subscribe to cable and usually watch news programs and movies on TV.

Tertiary Retail Trade Area | Tapestry LifeMode Groups

Norman, Oklahoma

TAPESTRY LIFEMODE GROUPS	2013 HOUSEHOLDS NUMBER	PERCENT	INDEX	2013 POPULATION NUMBER	PERCENT	INDEX
Total:	212,022	100.0%		553,910	100.0%	
L1. High Society	10,133	4.8%	38	27,980	5.1%	37
01 Top Rung	0	0.0%	0	0	0.0%	0
02 Suburban Splendor	374	0.2%	10	960	0.2%	9
03 Connoisseurs	0	0.0%	0	0	0.0%	0
04 Boomburbs	1,839	0.9%	36	5,315	1.0%	34
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	2,929	1.4%	56	8,533	1.5%	56
07 Exurbanites	4,991	2.4%	96	13,172	2.4%	97
L2. Upscale Avenues	18,865	8.9%	67	49,267	8.9%	68
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
13 In Style	2,406	1.1%	49	6,058	1.1%	51
16 Enterprising Professionals	2,807	1.3%	70	6,255	1.1%	67
17 Green Acres	11,313	5.3%	172	31,119	5.6%	177
18 Cozy and Comfortable	2,339	1.1%	50	5,835	1.1%	48
L3. Metropolis	5,172	2.4%	46	11,831	2.1%	41
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitans	4,164	2.0%	138	9,025	1.6%	137
45 City Strivers	0	0.0%	0	0	0.0%	0
51 Metro City Edge	669	0.3%	37	2,033	0.4%	40
54 Urban Rows	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	339	0.2%	17	773	0.1%	15
L4. Solo Acts	8,086	3.8%	52	16,834	3.0%	55
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0

Tertiary Retail Trade Area | Tapestry LifeMode Groups

Norman, Oklahoma

TAPESTRY LIFEMODE GROUPS	2013 HOUSEHOLDS NUMBER	PERCENT	INDEX	2013 POPULATION NUMBER	PERCENT	INDEX
27 Metro Renters	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	3,570	1.7%	83	7,749	1.4%	88
39 Young and Restless	4,516	2.1%	143	9,085	1.6%	140
L5. Senior Styles	27,402	12.9%	102	67,672	12.2%	115
14 Prosperous Empty Nesters	5,365	2.5%	121	12,197	2.2%	115
15 Silver and Gold	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	2,372	1.1%	57	5,946	1.1%	61
30 Retirement Communities	747	0.4%	22	1,461	0.3%	22
43 The Elders	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	426	0.2%	17	3,916	0.7%	72
50 Heartland Communities	11,953	5.6%	279	29,604	5.3%	289
57 Simple Living	6,498	3.1%	220	14,276	2.6%	222
65 Social Security Set	41	0.0%	3	272	0.0%	9
L6. Scholars & Patriots	12,390	5.8%	366	29,987	5.4%	296
40 Military Proximity	547	0.3%	162	1,749	0.3%	115
55 College Towns	9,327	4.4%	469	22,114	4.0%	455
63 Dorms to Diplomas	2,516	1.2%	237	6,124	1.1%	164
L7. High Hopes	14,218	6.7%	166	35,115	6.3%	165
28 Aspiring Young Families	4,861	2.3%	98	12,316	2.2%	96
48 Great Expectations	9,357	4.4%	260	22,799	4.1%	267
L8. Global Roots	6,397	3.0%	36	16,895	3.1%	31
35 International Marketplace	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	1,017	0.5%	28	3,065	0.6%	24
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	3,404	1.6%	115	8,391	1.5%	114
58 NeWest Residents	159	0.1%	8	573	0.1%	8

Tertiary Retail Trade Area | Tapestry LifeMode Groups

Norman, Oklahoma

TAPESTRY LIFEMODE GROUPS	2013 HOUSEHOLDS NUMBER	PERCENT	INDEX	2013 POPULATION NUMBER	PERCENT	INDEX
60 City Dimensions	1,817	0.9%	100	4,866	0.9%	95
61 High Rise Renters	0	0.0%	0	0	0.0%	0
L9. Family Portrait	35,901	16.9%	190	98,849	17.8%	170
12 Up and Coming Families	13,307	6.3%	152	36,575	6.6%	139
19 Milk and Cookies	20,617	9.7%	439	56,165	10.1%	415
21 Urban Villages	0	0.0%	0	0	0.0%	0
59 Southwestern Families	1,977	0.9%	94	6,109	1.1%	83
64 City Commons	0	0.0%	0	0	0.0%	0
L10. Traditional Living	13,341	6.3%	78	34,441	6.2%	81
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	10,125	4.8%	198	27,236	4.9%	210
33 Midlife Junction	3,216	1.5%	60	7,205	1.3%	57
34 Family Foundations	0	0.0%	0	0	0.0%	0
L11. Factories & Farms	23,831	11.2%	120	63,469	11.5%	124
25 Salt of the Earth	4,617	2.2%	82	12,055	2.2%	83
37 Prairie Living	3,837	1.8%	155	9,842	1.8%	156
42 Southern Satellites	1,340	0.6%	24	3,659	0.7%	25
53 Home Town	14,009	6.6%	467	37,844	6.8%	489
56 Rural Bypasses	28	0.0%	1	69	0.0%	1
L12. American Quilt	36,277	17.1%	197	97,906	17.7%	206
26 Midland Crowd	24,272	11.4%	355	65,940	11.9%	357
31 Rural Resort Dwellers	139	0.1%	4	358	0.1%	4
41 Crossroads	4,182	2.0%	136	11,802	2.1%	138
46 Rooted Rural	7,684	3.6%	157	19,806	3.6%	162
66 Unclassified	9	0.0%	260	3,664	0.7%	208

LifeMode Group Descriptions

The 65 distinct market segments in Tapestry Segmentation profile the diversity of the American population and provide two ways to summarize and simplify these differences—LifeMode summary groups and Urbanization summary groups. Segments within a LifeMode summary group share an experience such as being born in the same time period or a trait such as affluence. Urbanization summary groups share a locale, from the urban canyons of the largest cities to the rural lanes of villages or farms.

LifeMode Group: L1 High Society

Segment Codes: 01, 02, 03, 04, 05, 06, 07

Residents of the seven High Society neighborhoods are affluent and well educated. They represent slightly more than 12 percent of all US households but generate nearly one-quarter of the total US income. Employment in high paying positions, such as professional or managerial occupations, is a primary reason why the median household income for this group is \$100,983. Most households are married couple families who live in affluent neighborhoods where the median home value is \$320,065. Although this is one of the least ethnically diverse groups in the United States, it is one of the fastest growing, increasing by more than 2 percent annually since 2000. Residents of High Society are affluent and active—financially, civically, and physically. They participate in a wide variety of public activities and sports and travel extensively. Try the Internet or radio instead of television to reach these markets.

LifeMode Group: L2 Upscale Avenues

Segment Codes: 09, 10, 11, 13, 16, 17, 18

Prosperity is the overriding attribute shared by the seven segments in Upscale Avenues. Residents have earned their success from years of hard work. Similar to the High Society segments, many in this group are also well educated with above-average earnings. However, their housing choices reveal their distinct preferences. Urban markets such as Urban Chic and Pacific Heights favor townhouses and high-rises, Pleasant-Ville residents prefer single-family homes in suburban neighborhoods, and Green Acres residents opt for open spaces. Some have not settled on a home yet, such as the renters among Enterprising Professionals; others, such as Cozy and Comfortable residents, have been settled for years. The median household income for the group is \$69,770, and their median net worth is \$182,330. Prosperous domesticity also characterizes the lifestyle in Upscale Avenues. They invest in their homes; the owners work on landscaping and home remodeling projects, and the renters buy new furnishings and appliances. They play golf, lift weights, go bicycling, and take domestic vacations. Although they are partial to new cars, they also save and invest their earnings.

LifeMode Group: L3 Metropolis

Segment Codes: 20, 22, 45, 51, 54, 62

Residents in the six segments of the Metropolis group live and work in America's cities. They live in older, single-family homes or row houses built in the 1940s or earlier. Those living in larger cities tend to own fewer vehicles and rely more on public transportation; however, workers in most of the Metropolis segments commute to service-related jobs. The median value of their homes is \$139,511. The Metropolis group reflects the segments' diversity in housing, age, and income. For example, ages among the segments range from Generation Xers to retirees; households include married couples with children and single parents with children. Employment status also varies from well-educated professionals to unemployed. The median household income of the group is \$43,234. Their lifestyle is also uniquely urban and media oriented. They like music, especially urban and contemporary formats, which they listen to during their commutes. They watch a variety of TV programs, from news to syndicated sitcoms, and would rather see movies than read books.

LifeMode Group: L4 Solo Acts

Segment Codes: 08, 23, 27, 36, 39

Residents of the Solo Acts summary group segments are singles who prefer city life. Many are young, just starting out in more densely populated US neighborhoods; others are well-established singles who have no home ownership or child-rearing responsibilities. Second only to High Society, residents of this group tend to be well-educated, working professionals who are either attending college or already hold a degree. Their incomes reflect their employment experience, ranging from a low median of \$44,601 (Old and Newcomers) among the newest households to approximately \$93,899 (Laptops & Lattes) among established singles. Home ownership is at 28 percent; the median home value is \$236,054. Contrary to modern migration patterns that flow away from the largest cities, Solo Acts' residents are moving into major cities such as New York City; Chicago; Washington, D.C.; Boston; Los Angeles; and San Francisco. With considerable discretionary income and few commitments, their lifestyle is urban, including the best of city life—dining out, attending plays and concerts, and visiting museums—and, for a break from constant connectivity, extensive travel domestically and abroad.

LifeMode Group Descriptions

LifeMode Group: L5 Senior Styles

Segment Codes: 14, 15, 29, 30, 43, 49, 50, 57, 65

More than 14.4 million households in the nine Senior Styles segments comprise one of the largest LifeMode summary groups. As the US population ages, two of the fastest-growing American markets are found among The Elders and the Silver and Gold segments. Senior Styles segments illustrate the diversity among today's senior markets. Although incomes within this group cover a wide range, the median is \$45,261, attributable mostly to retirement income or Social Security payments. Younger, more affluent seniors, freed of their child-rearing responsibilities, are traveling and relocating to warmer climates. Settled seniors are looking forward to retirement and remaining in their homes. Residents in some of the older, less privileged segments live alone and collect Social Security and other benefits. Their choice of housing depends on their income. This group may reside in single-family homes, retirement homes, or high-rises. Their lifestyles can be as diverse as their circumstances, but senior markets do have common traits among their preferences. Golf is their favorite sport; they play and watch golf on TV. They read the newspaper daily and prefer to watch news shows on television. Although their use of the Internet is nearly average, they are more likely to shop through QVC than online.

LifeMode Group: L6 Scholars and Patriots

Segment Codes: 40, 55, 63

This summary group is unique in the Tapestry Segmentation system. Their shared traits include youth, with the attendant lower incomes, and atypical environments such as college life or military service. Because of their transient lifestyle and lifestage, their home ownership rate is low. Most live in townhouses or apartments, although one-quarter reside in single-family homes. One segment, Military Proximity, is dominated by military life; the other two, College Towns and Dorms and Diplomas, are predominantly students who are pursuing college degrees. Although most of the residents in the military segment are either on active duty or employed in civilian jobs on military bases, the students tend to work part-time at low-paying jobs to support themselves while attending school. However, low personal income does not inhibit their lifestyles. Scholars and Patriots residents' eclectic tastes in sports range from yoga to football. Electronically savvy, they have wireless Internet connections, notebook computers, iPods, and digital cameras.

LifeMode Group: L7 High Hopes

Segment Codes: 28, 48

The High Hopes summary group includes Aspiring Young Families and Great Expectations. These residents are a mix of married couples, single parents, and singles who seek the "American Dream" of home ownership and a rewarding job. Most live in single-family houses or multiunit buildings; approximately half own their homes. The median home value is \$119,508. Many would move to a new location for better opportunities. Many are young, mobile, and college educated; one-third are younger than 35 years. The median household income is \$47,263, and the median net worth is \$29,218.

LifeMode Group: L8 Global Roots

Segment Codes: 35, 38, 44, 47, 52, 58, 60, 61

Ethnic diversity is the common thread among the eight segments in Global Roots; the diversity index stands at 89. Las Casas and NeWest Residents represent a strong Hispanic influence in addition to a broad mix of cultural and racial diversity found in Urban Melting Pot and International Marketplace. Typical of new households, Global Roots' residents are young, earn modest incomes, and tend to rent in multiunit buildings. Their youth reflects recent immigration trends; half of all households have immigrated to the United States within the past 10 years. Married couples, usually with children; single parents; and people who live alone are typical of the household types in the Global Roots segments. Because households with children dominate, it is not surprising that spending is high for baby products, children's clothing, and toys. Residents of Global Roots are less likely than other groups to have home PCs but just as likely to use cell phones. They maintain ties with friends and relatives in their countries of origin with foreign travel.

LifeMode Group Descriptions

LifeMode Group: L9 Family Portrait

Segment Codes: 12, 19, 21, 59, 64

Family Portrait has the fastest-growing population of the LifeMode summary groups, driven primarily by the rapid increase in the Up and Coming Families segment. Youth, family life, and the presence of children are the common characteristics across the five markets in Family Portrait. The group is also ethnically diverse: more than 30 percent of the residents are of Hispanic descent. The neighborhoods are predominantly composed of homeowners who live in single-family homes. Most households include married couples with children who contribute to the group's large household size, averaging more than 3.1 persons per household. Their lifestyle reflects their youth and family orientation—buying infant and children's clothing and toys and visiting theme parks and zoos. LifeMode Group:

LifeMode Group: L10 Traditional Living

Segment Codes: 24, 32, 33, 34

The four segments in Traditional Living convey the perception of real middle America—hardworking, settled families. The group's higher median age of 38.2 years also conveys their lifestage—a number of older residents who are completing their child-rearing responsibilities and anticipating retirement. Even though they're older, many still work hard to earn a modest living. They typically own single-family homes in established, slow-growing neighborhoods. They buy standard, four-door American cars, belong to veterans' clubs and fraternal organizations, take care of their homes and gardens, and rely on traditional media such as newspapers for their news.

LifeMode Group: L11 Factories and Farms

Segment Codes: 25, 37, 42, 53, 56

The segments in the Factories and Farms summary group represent rural life—from small towns and villages to farms. Employment in manufacturing and agricultural industries is typical in these small, settled communities across America's breadbasket. Population change is nominal, and the profile is classic. Most households are families, either married couples or married couples with children. By age, the residents of Factories and Farms mirror the US distribution, with slightly more retirees. Median household income is a bit lower, almost \$40,611, but so is the home value of \$91,798. Most own their homes. Their lifestyle reflects their locale, emphasizing home and garden care, fishing and hunting, pets, and membership in local clubs.

LifeMode Group: L12 American Quilt

Segment Codes: 26, 31, 41, 46

Location in America's small towns and rural areas links the four segments in American Quilt. Unlike Factories and Farms, this group represents a more diverse microcosm of small-town life, including the largest segment of Tapestry Segmentation, Midland Crowd. Manufacturing and agriculture remain part of the local economy, but American Quilt also includes workers in local government, service, construction, communication, and utilities. In addition to farmers, American Quilt includes the Rural Resort Dwellers segment, an older population that is retiring to seasonal vacation spots, and Crossroads, young families who live in mobile homes. Households in American Quilt are also more affluent, with a median household income of \$45,501, and more are homeowners. However, the rural lifestyle is also evident, with a preference for fishing, hunting, power boats, pickups, and country music.



About The Retail Coach

The Retail Coach, LLC, is a national retail analytics and locational intelligence firm that specializes in all aspects of retail market analyses and recruitment, from “macro to micro” trade area assessment to actively recruiting retailers on behalf of our clients.

Through its unique Retail:360 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” data gathered through extensive visits within 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 helps assure our clients that they are receiving the latest and best information for their retail recruitment efforts — all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

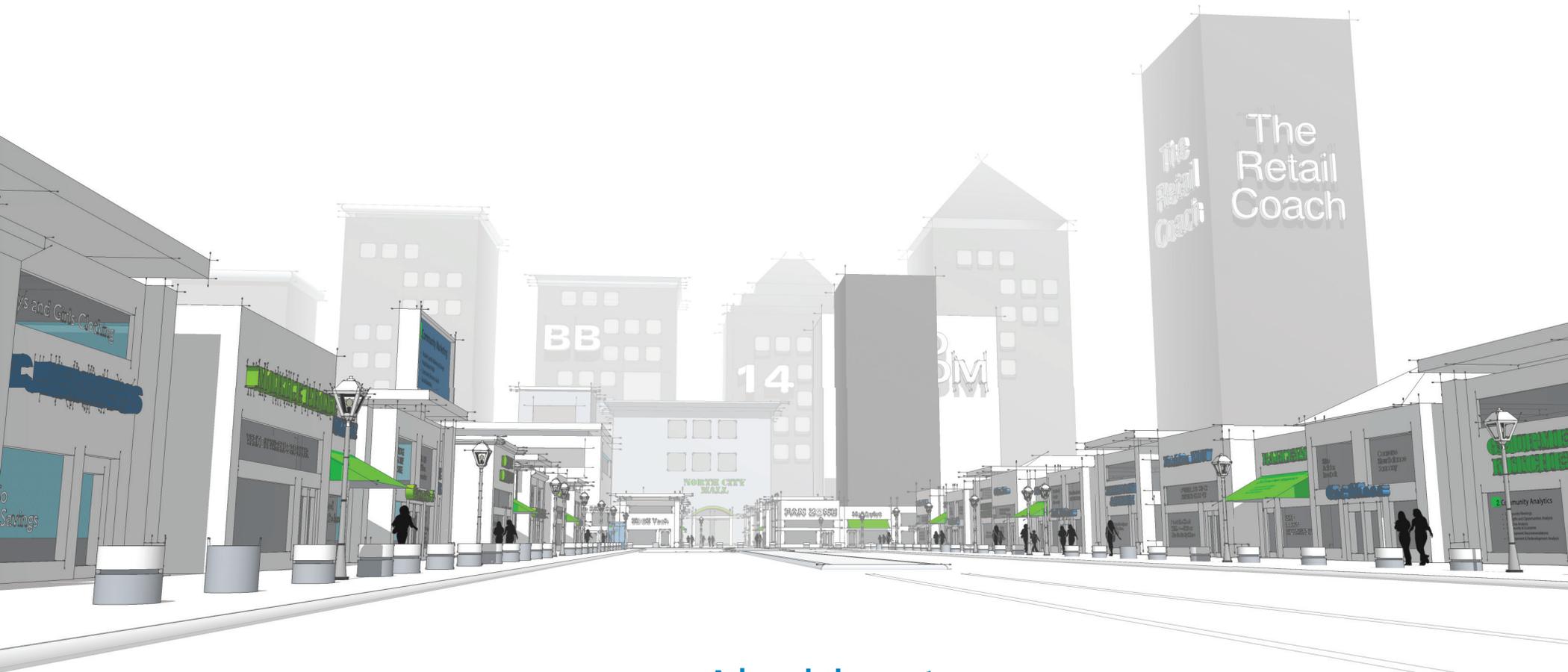
Our Retail:360 process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.

The Retail Coach - It’s not about data. It’s about your success.

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Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Nielsen 2013/2014, ESRI 2013, U.S. Census Bureau, Economy.com, 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 MapInfo, 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.