

# **Veneta Retail Analysis**

June 2016

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## Notes:

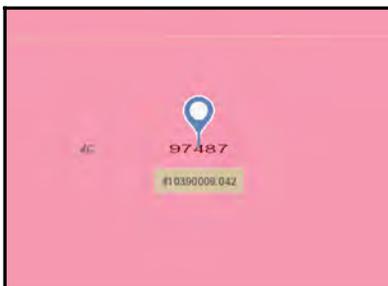
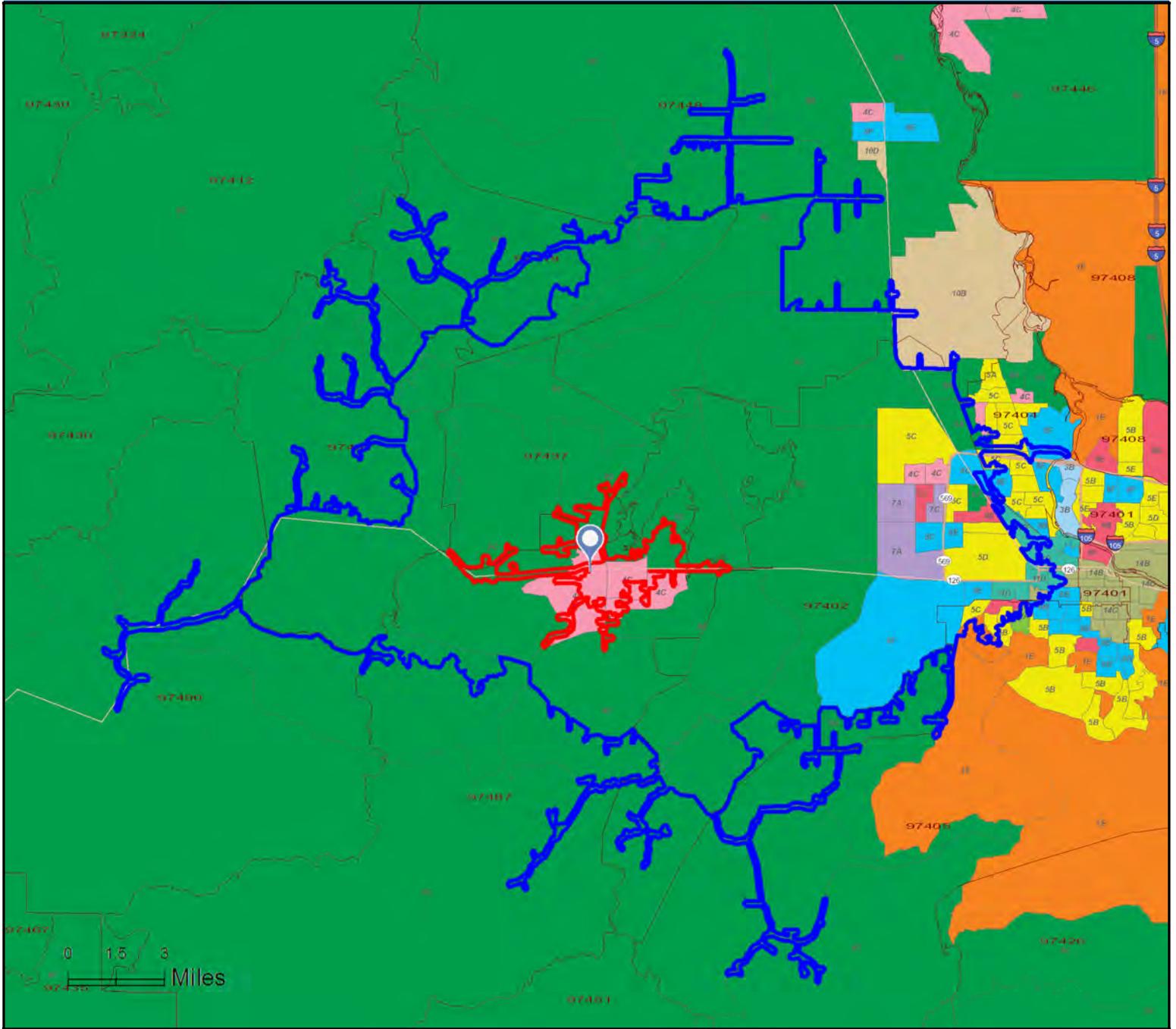
- Some pages may have been removed to improve clarity and to reduce redundancy.
- Different geographies are used depending on the location. Some include an up to date UGB. Some use a drive time region center-pinned at a convenient location. Each report displays the geography at the top, and useful info about the report at the bottom with links to more info.
- If present, the executive summary, housing summary, business summary, traffic count map and retail profile usually use the UGB geography. The retail profile illustrates retail leakage and typically should be more local and conservative.
- The consumer segmentation tapestry map and profile, disposable income and retail market potential use the drive time geography. This more extensive range is especially useful to businesses that have a destination draw.
- The tapestry map has several hard-to-read codes which relate to category links on the next page (not the map key). You can download information about market segments using those links. However, the tapestry profile report is easier to read and also has the links.
- It is especially useful to read the tapestry profile descriptions available by selecting the links. By themselves they are probably the most useful and accessible information in the package.
- Please note that the data sources in many cases depend on how individual businesses have categorized their business for reporting purposes. In many cases this may be counter-intuitive, or wrong. In a recent example, a city without a car dealer had an ATV business listing as a new vehicle dealer, plus a bookstore whose main business activity was publishing. In larger cities this blends out; but in small places this can skew the apparent results.
- These reports are just data gathered into standard reports, not knowledge or wisdom. Perhaps the best use is to stimulate conversation, and find and explain clusters, patterns, niches and anomalies. Main Street organizations in particular should be thinking about their market area. Too big and the results are unrealistically inflated. Too small, and results may be less useful.
- Keep in mind that the retail analyses compares residents within the geography and their expected retail demand (based on national trends) to reported business activity in categories. It is worthwhile to use that information along with the tapestry market segmentation profile of the regional consumer base to start to explore the nuances of the existing retail situation and talk about strategy.
- Please note that the data sources are the most recent affordably available. Most of the reports have links to explanation pages. There are a variety of data sources commercially available depending on the project requirements. The US Census has a wide variety of free reporting tools on their website.
- Here are links about data and methods used in the attached reports.
  - [ESRI Business Data Methodology](#)
  - [Data descriptions](#)
  - [More about business data sources](#)
- Each report segment includes the analysis area at the top and useful info and links at the bottom.



# Dominant Tapestry Map

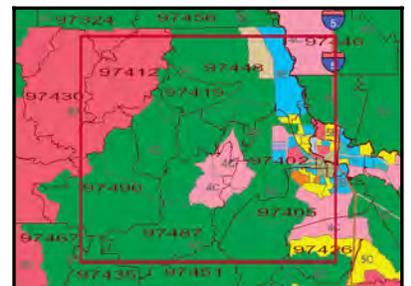
Veneta City drivetime  
88184 8th St, Veneta, Oregon, 97487  
Drive Time Bands: 0-5, 5-20 minute radii

DLCD Economic Development:  
Latitude: 44.05130  
Longitude: -123.36050



### Tapestry LifeMode

- L1: Affluent Estates
- L2: Upscale Avenues
- L3: Uptown Individuals
- L4: Family Landscapes
- L5: GenXurban
- L6: Cozy Country
- L7: Ethnic Enclaves
- L8: Middle Ground
- L9: Senior Styles
- L10: Rustic Outposts
- L11: Midtown Singles
- L12: Hometown
- L13: Next Wave
- L14: Scholars and Patriots



Source: Esri

June 06, 2016



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## Tapestry Segmentation

Tapestry Segmentation represents the fifth generation of market segmentation systems that began 30 years ago. The 67-segment Tapestry Segmentation system classifies U.S. neighborhoods based on their socioeconomic and demographic composition. Each segment is identified by its two-digit Segment Code. Match the two-digit segment labels on the map to the list below. Click each segment below for a detailed description.

- Segment 1A (Top Tier)
- Segment 1B (Professional Pride)
- Segment 1C (Boomburbs)
- Segment 1D (Savvy Suburbanites)
- Segment 1E (Exurbanites)
- Segment 2A (Urban Chic)
- Segment 2B (Pleasantville)
- Segment 2C (Pacific Heights)
- Segment 2D (Enterprising Professionals)
- Segment 3A (Laptops and Lattes)
- Segment 3B (Metro Renters)
- Segment 3C (Trendsetters)
- Segment 4A (Soccer Moms)
- Segment 4B (Home Improvement)
- Segment 4C (Middleburg)
- Segment 5A (Comfortable Empty Nesters)
- Segment 5B (In Style)
- Segment 5C (Parks and Rec)
- Segment 5D (Rustbelt Traditions)
- Segment 5E (Midlife Constants)
- Segment 6A (Green Acres)
- Segment 6B (Salt of the Earth)
- Segment 6C (The Great Outdoors)
- Segment 6D (Prairie Living)
- Segment 6E (Rural Resort Dwellers)
- Segment 6F (Heartland Communities)
- Segment 7A (Up and Coming Families)
- Segment 7B (Urban Villages)
- Segment 7C (American Dreamers)
- Segment 7D (Barrios Urbanos)
- Segment 7E (Valley Growers)
- Segment 7F (Southwestern Families)
- Segment 8A (City Lights)
- Segment 8B (Emerald City)
- Segment 8C (Bright Young Professionals)
- Segment 8D (Downtown Melting Pot)
- Segment 8E (Front Porches)
- Segment 8F (Old and Newcomers)
- Segment 8G (Hardscrabble Road)
- Segment 9A (Silver & Gold)
- Segment 9B (Golden Years)
- Segment 9C (The Elders)
- Segment 9D (Senior Escapes)
- Segment 9E (Retirement Communities)
- Segment 9F (Social Security Set)
- Segment 10A (Southern Satellites)
- Segment 10B (Rooted Rural)
- Segment 10C (Diners & Miners)
- Segment 10D (Down the Road)
- Segment 10E (Rural Bypasses)
- Segment 11A (City Strivers)
- Segment 11B (Young and Restless)
- Segment 11C (Metro Fusion)
- Segment 11D (Set to Impress)
- Segment 11E (City Commons)
- Segment 12A (Family Foundations)
- Segment 12B (Traditional Living)
- Segment 12C (Small Town Simplicity)
- Segment 12D (Modest Income Homes)
- Segment 13A (International Marketplace)
- Segment 13B (Las Casas)
- Segment 13C (NeWest Residents)
- Segment 13D (Fresh Ambitions)
- Segment 13E (High Rise Renters)
- Segment 14A (Military Proximity)
- Segment 14B (College Towns)
- Segment 14C (Dorms to Diplomas)
- Segment 15 (Unclassified)



# Tapestry Segmentation Area Profile

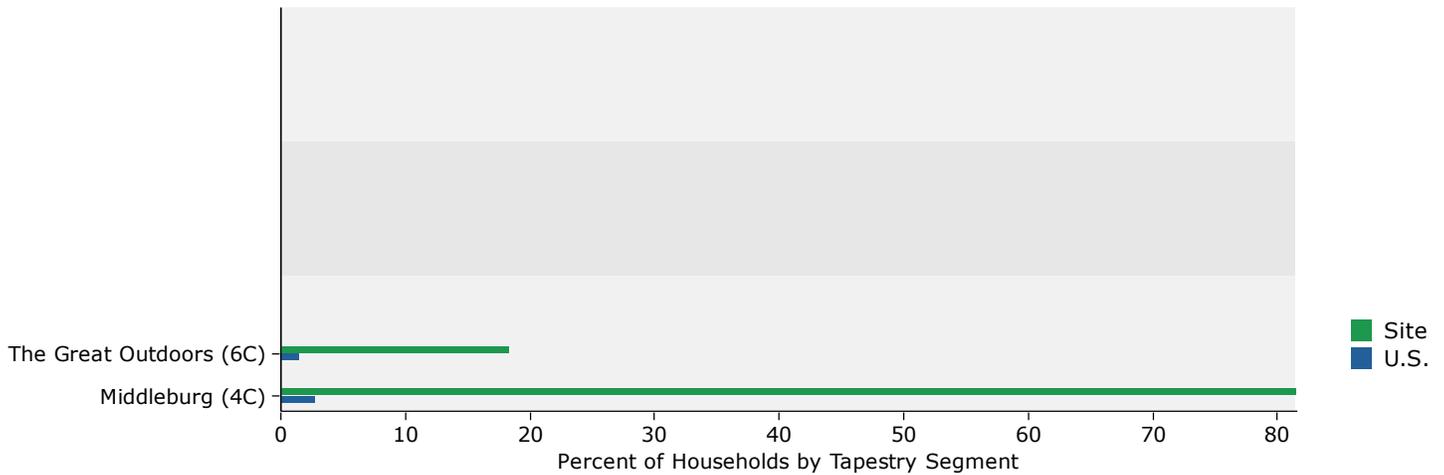
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## Top Twenty Tapestry Segments

Rank	Tapestry Segment	2015 Households		2015 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Middleburg (4C)	81.6%	81.6%	2.8%	2.8%	2901
2	The Great Outdoors (6C)	18.4%	100.0%	1.6%	4.4%	1,181
<b>Subtotal</b>		<b>100.0%</b>		<b>4.4%</b>		
<b>Total</b>						
		<b>100.0%</b>		<b>4.4%</b>		<b>2288</b>

## Top Ten Tapestry Segments Site vs. U.S.



**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

**Source:** Esri



# Tapestry Segmentation Area Profile

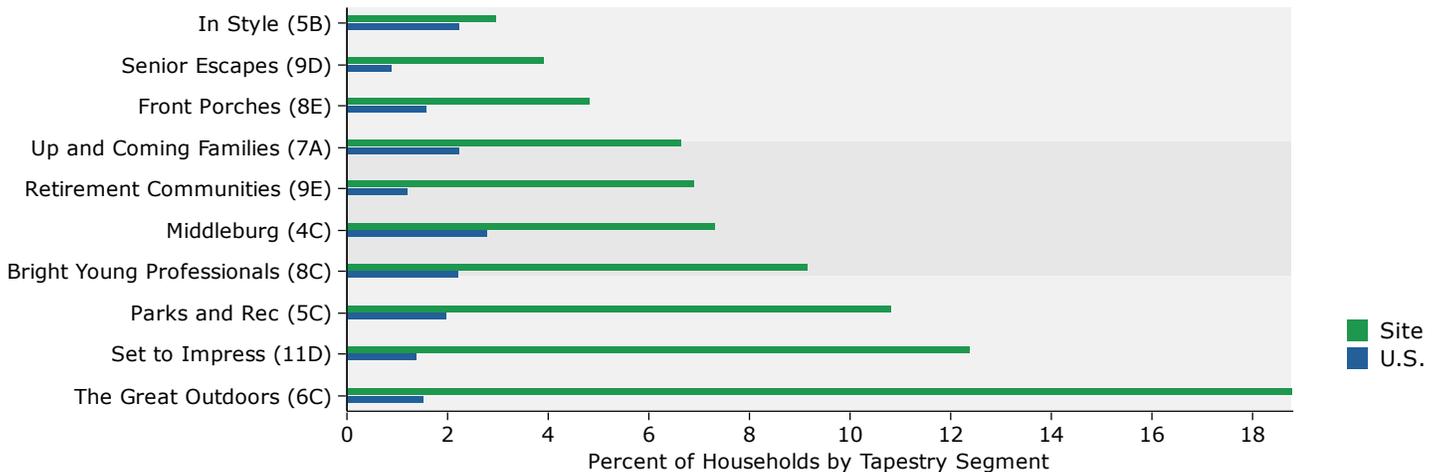
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## Top Twenty Tapestry Segments

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		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	The Great Outdoors (6C)	18.8%	18.8%	1.6%	1.6%	1208
2	Set to Impress (11D)	12.4%	31.2%	1.4%	3.0%	893
3	Parks and Rec (5C)	10.8%	42.0%	2.0%	5.0%	540
4	Bright Young Professionals (8C)	9.2%	51.2%	2.2%	7.2%	413
5	Middleburg (4C)	7.3%	58.5%	2.8%	10.0%	261
<b>Subtotal</b>		<b>58.5%</b>		<b>10.0%</b>		
6	Retirement Communities (9E)	6.9%	65.4%	1.2%	11.2%	568
7	Up and Coming Families (7A)	6.7%	72.1%	2.2%	13.4%	297
8	Front Porches (8E)	4.8%	76.9%	1.6%	15.0%	302
9	Senior Escapes (9D)	3.9%	80.8%	0.9%	15.9%	432
10	In Style (5B)	3.0%	83.8%	2.3%	18.2%	132
<b>Subtotal</b>		<b>25.3%</b>		<b>8.2%</b>		
11	American Dreamers (7C)	2.9%	86.7%	1.5%	19.7%	200
12	Old and Newcomers (8F)	2.7%	89.4%	2.3%	22.0%	116
13	College Towns (14B)	2.7%	92.1%	0.9%	22.9%	283
14	Heartland Communities (6F)	2.6%	94.7%	2.4%	25.3%	110
15	Rustbelt Traditions (5D)	2.3%	97.0%	2.2%	27.5%	101
<b>Subtotal</b>		<b>13.2%</b>		<b>9.3%</b>		
16	Green Acres (6A)	1.4%	98.4%	3.2%	30.7%	43
17	Exurbanites (1E)	0.9%	99.3%	1.9%	32.6%	49
18	Emerald City (8B)	0.3%	99.6%	1.4%	34.0%	19
19	Home Improvement (4B)	0.2%	99.8%	1.7%	35.7%	12
20	Comfortable Empty Nesters (5A)	0.1%	99.9%	2.5%	38.2%	5
<b>Subtotal</b>		<b>2.9%</b>		<b>10.7%</b>		
<b>Total</b>		<b>100.0%</b>		<b>38.3%</b>		<b>261</b>

## Top Ten Tapestry Segments Site vs. U.S.



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# Disposable Income Profile

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	Census 2010	2015	2020	2015-2020 Change	2015-2020 Annual Rate
Population	4,794	4,936	5,081	145	0.58%
Median Age	39.1	39.6	39.9	0.3	0.15%
Households	1,810	1,886	1,951	65	0.68%
Average Household Size	2.63	2.60	2.59	-0.01	-0.08%

2015 Households by Disposable Income	Number	Percent
Total	1,886	100.0%
<\$15,000	230	12.2%
\$15,000-\$24,999	248	13.1%
\$25,000-\$34,999	305	16.2%
\$35,000-\$49,999	428	22.7%
\$50,000-\$74,999	446	23.6%
\$75,000-\$99,999	130	6.9%
\$100,000-\$149,999	77	4.1%
\$150,000-\$199,999	14	0.7%
\$200,000+	8	0.4%
Median Disposable Income	\$39,220	
Average Disposable Income	\$46,583	

2015 Disposable Income by Age of Householder	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	49	298	347	359	397	278	157
<\$15,000	9	21	30	39	77	37	17
\$15,000-\$24,999	7	34	26	23	56	56	47
\$25,000-\$34,999	12	45	41	64	61	43	40
\$35,000-\$49,999	13	80	87	83	83	56	25
\$50,000-\$74,999	7	96	91	96	84	52	20
\$75,000-\$99,999	1	10	44	30	24	18	3
\$100,000-\$149,999	0	13	23	20	8	10	3
\$150,000-\$199,999	0	0	4	3	3	3	1
\$200,000+	0	0	2	2	2	2	0
Median Disposable Income	\$31,205	\$42,681	\$47,580	\$43,336	\$35,598	\$35,444	\$27,556
Average Disposable Income	\$35,015	\$47,293	\$55,531	\$51,041	\$41,818	\$44,306	\$35,251

**Data Note:** Disposable Income is after-tax household income. Disposable income forecasts are based on the Current Population Survey, U.S. Census Bureau. Detail may not sum to totals due to rounding

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.



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	Census 2010	2015	2020	2015-2020 Change	2015-2020 Annual Rate
Population	58,414	58,879	59,632	753	0.25%
Median Age	38.0	39.2	39.8	0.6	0.30%
Households	23,589	23,913	24,249	336	0.28%
Average Household Size	2.45	2.44	2.44	0.00	0.00%

2015 Households by Disposable Income	Number	Percent
Total	23,913	100.0%
<\$15,000	3,788	15.8%
\$15,000-\$24,999	3,974	16.6%
\$25,000-\$34,999	3,582	15.0%
\$35,000-\$49,999	4,548	19.0%
\$50,000-\$74,999	4,990	20.9%
\$75,000-\$99,999	1,716	7.2%
\$100,000-\$149,999	995	4.2%
\$150,000-\$199,999	201	0.8%
\$200,000+	118	0.5%
Median Disposable Income	\$36,415	
Average Disposable Income	\$44,543	

2015 Disposable Income by Age of Householder	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	1,212	3,917	3,858	4,278	4,816	3,314	2,518
<\$15,000	368	634	412	509	869	485	512
\$15,000-\$24,999	250	652	399	299	751	797	826
\$25,000-\$34,999	244	481	481	744	631	517	485
\$35,000-\$49,999	200	749	895	800	933	630	342
\$50,000-\$74,999	104	1,054	1,009	1,098	965	511	247
\$75,000-\$99,999	31	186	408	441	387	196	67
\$100,000-\$149,999	13	133	187	311	185	136	32
\$150,000-\$199,999	3	18	45	45	59	28	3
\$200,000+	0	11	23	32	36	14	3
Median Disposable Income	\$24,313	\$37,836	\$44,383	\$44,906	\$36,788	\$31,585	\$23,479
Average Disposable Income	\$28,970	\$43,163	\$51,675	\$53,386	\$45,446	\$41,485	\$30,535

**Data Note:** Disposable Income is after-tax household income. Disposable income forecasts are based on the Current Population Survey, U.S. Census Bureau. Detail may not sum to totals due to rounding

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.



# Retail Goods and Services Expenditures

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Top Tapestry Segments	Percent	Demographic Summary	2015	2020
Middleburg (4C)	81.6%	Population	4,936	5,081
The Great Outdoors (6C)	18.4%	Households	1,886	1,951
Top Tier (1A)	0.0%	Families	1,364	1,404
Professional Pride (1B)	0.0%	Median Age	39.6	39.9
Boomburbs (1C)	0.0%	Median Household Income	\$48,759	\$53,846
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		79	\$1,822.37	\$3,436,991
Men's		78	\$336.28	\$634,220
Women's		79	\$637.86	\$1,203,000
Children's		79	\$297.08	\$560,288
Footwear		78	\$356.47	\$672,305
Watches & Jewelry		82	\$118.86	\$224,161
Apparel Products and Services (1)		78	\$75.83	\$143,017
<b>Computer</b>				
Computers and Hardware for Home Use		79	\$170.95	\$322,419
Portable Memory		79	\$4.26	\$8,039
Computer Software		76	\$15.45	\$29,134
Computer Accessories		79	\$15.14	\$28,557
<b>Entertainment &amp; Recreation</b>		80	\$2,649.75	\$4,997,427
Fees and Admissions		78	\$505.11	\$952,644
Membership Fees for Clubs (2)		79	\$135.50	\$255,559
Fees for Participant Sports, excl. Trips		82	\$98.35	\$185,483
Admission to Movie/Theatre/Opera/Ballet		77	\$126.26	\$238,119
Admission to Sporting Events, excl. Trips		80	\$53.45	\$100,798
Fees for Recreational Lessons		74	\$91.17	\$171,945
Dating Services		65	\$0.39	\$742
TV/Video/Audio		80	\$1,048.19	\$1,976,883
Cable and Satellite Television Services		80	\$718.59	\$1,355,257
Televisions		81	\$119.94	\$226,208
Satellite Dishes		82	\$1.28	\$2,419
VCRs, Video Cameras, and DVD Players		78	\$8.60	\$16,211
Miscellaneous Video Equipment		92	\$9.94	\$18,751
Video Cassettes and DVDs		81	\$25.90	\$48,841
Video Game Hardware/Accessories		80	\$18.49	\$34,865
Video Game Software		82	\$22.42	\$42,292
Streaming/Downloaded Video		77	\$4.45	\$8,386
Rental of Video Cassettes and DVDs		81	\$19.16	\$36,138
Installation of Televisions		83	\$0.93	\$1,748
Audio (3)		77	\$94.40	\$178,046
Rental and Repair of TV/Radio/Sound Equipment		76	\$4.09	\$7,720
Pets		82	\$467.19	\$881,118
Toys and Games (4)		79	\$97.14	\$183,198
Recreational Vehicles and Fees (5)		78	\$169.65	\$319,958
Sports/Recreation/Exercise Equipment (6)		85	\$160.89	\$303,435
Photo Equipment and Supplies (7)		82	\$66.53	\$125,467
Reading (8)		77	\$117.84	\$222,247
Catered Affairs (9)		72	\$17.22	\$32,477
<b>Food</b>		79	\$6,742.13	\$12,715,650
Food at Home		79	\$4,121.11	\$7,772,410
Bakery and Cereal Products		78	\$571.05	\$1,077,003
Meats, Poultry, Fish, and Eggs		79	\$910.27	\$1,716,772
Dairy Products		78	\$441.38	\$832,450
Fruits and Vegetables		78	\$765.21	\$1,443,182
Snacks and Other Food at Home (10)		80	\$1,433.19	\$2,703,002
Food Away from Home		80	\$2,621.02	\$4,943,241
Alcoholic Beverages		77	\$429.91	\$810,802
Nonalcoholic Beverages at Home		79	\$395.18	\$745,301

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Esri forecasts for 2015 and 2020; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.



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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	69	\$1,887.55	\$3,559,910
Vehicle Loans	87	\$3,677.70	\$6,936,146
<b>Health</b>			
Nonprescription Drugs	81	\$104.55	\$197,175
Prescription Drugs	82	\$408.60	\$770,623
Eyeglasses and Contact Lenses	80	\$71.63	\$135,095
<b>Home</b>			
Mortgage Payment and Basics (11)	84	\$7,834.11	\$14,775,140
Maintenance and Remodeling Services	82	\$1,383.96	\$2,610,157
Maintenance and Remodeling Materials (12)	84	\$251.72	\$474,736
Utilities, Fuel, and Public Services	81	\$4,100.82	\$7,734,147
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	79	\$77.53	\$146,230
Furniture	83	\$427.12	\$805,539
Rugs	73	\$18.10	\$34,139
Major Appliances (14)	85	\$227.35	\$428,773
Housewares (15)	81	\$58.40	\$110,144
Small Appliances	78	\$35.89	\$67,697
Luggage	78	\$7.13	\$13,450
Telephones and Accessories	80	\$40.21	\$75,829
<b>Household Operations</b>			
Child Care	79	\$353.93	\$667,510
Lawn and Garden (16)	82	\$354.52	\$668,628
Moving/Storage/Freight Express	77	\$57.36	\$108,181
Housekeeping Supplies (17)	80	\$580.80	\$1,095,398
<b>Insurance</b>			
Owners and Renters Insurance	85	\$429.12	\$809,319
Vehicle Insurance	81	\$986.51	\$1,860,564
Life/Other Insurance	84	\$389.26	\$734,151
Health Insurance	81	\$2,146.74	\$4,048,758
Personal Care Products (18)	82	\$382.63	\$721,640
School Books and Supplies (19)	79	\$142.67	\$269,082
Smoking Products	79	\$367.85	\$693,769
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) (20)	84	\$3,412.27	\$6,435,544
Gasoline and Motor Oil	83	\$2,913.99	\$5,495,782
Vehicle Maintenance and Repairs	81	\$899.68	\$1,696,790
<b>Travel</b>			
Airline Fares	76	\$360.68	\$680,235
Lodging on Trips	80	\$360.57	\$680,033
Auto/Truck/Van Rental on Trips	81	\$27.38	\$51,642
Food and Drink on Trips	80	\$372.38	\$702,309

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Set to Impress (11D)	12.4%	Households	23,913	24,249
Parks and Rec (5C)	10.8%	Families	14,933	15,083
Bright Young Professionals (8C)	9.2%	Median Age	39.2	39.8
Middleburg (4C)	7.3%	Median Household Income	\$44,220	\$50,943
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		76	\$1,757.93	\$42,037,394
Men's		76	\$329.60	\$7,881,623
Women's		76	\$614.70	\$14,699,352
Children's		75	\$281.45	\$6,730,319
Footwear		76	\$346.90	\$8,295,460
Watches & Jewelry		77	\$111.91	\$2,675,997
Apparel Products and Services (1)		75	\$73.38	\$1,754,643
<b>Computer</b>				
Computers and Hardware for Home Use		77	\$166.78	\$3,988,174
Portable Memory		78	\$4.21	\$100,612
Computer Software		79	\$15.98	\$382,213
Computer Accessories		77	\$14.64	\$350,023
<b>Entertainment &amp; Recreation</b>				
Fees and Admissions		74	\$481.53	\$11,514,823
Membership Fees for Clubs (2)		74	\$126.76	\$3,031,306
Fees for Participant Sports, excl. Trips		76	\$91.68	\$2,192,319
Admission to Movie/Theatre/Opera/Ballet		76	\$125.69	\$3,005,506
Admission to Sporting Events, excl. Trips		73	\$48.67	\$1,163,797
Fees for Recreational Lessons		72	\$88.24	\$2,110,112
Dating Services		82	\$0.49	\$11,782
TV/Video/Audio		77	\$1,006.21	\$24,061,610
Cable and Satellite Television Services		77	\$688.04	\$16,453,136
Televisions		77	\$113.90	\$2,723,583
Satellite Dishes		78	\$1.22	\$29,057
VCRs, Video Cameras, and DVD Players		77	\$8.47	\$202,585
Miscellaneous Video Equipment		76	\$8.21	\$196,431
Video Cassettes and DVDs		79	\$25.34	\$606,050
Video Game Hardware/Accessories		78	\$18.10	\$432,747
Video Game Software		78	\$21.53	\$514,922
Streaming/Downloaded Video		79	\$4.54	\$108,589
Rental of Video Cassettes and DVDs		80	\$18.73	\$447,978
Installation of Televisions		71	\$0.80	\$19,106
Audio (3)		76	\$93.18	\$2,228,150
Rental and Repair of TV/Radio/Sound Equipment		77	\$4.15	\$99,275
Pets		76	\$435.28	\$10,408,788
Toys and Games (4)		77	\$94.57	\$2,261,490
Recreational Vehicles and Fees (5)		74	\$160.17	\$3,830,168
Sports/Recreation/Exercise Equipment (6)		76	\$143.73	\$3,436,909
Photo Equipment and Supplies (7)		77	\$62.47	\$1,493,843
Reading (8)		77	\$116.84	\$2,793,892
Catered Affairs (9)		74	\$17.60	\$420,772
<b>Food</b>		77	\$6,521.60	\$155,951,050
Food at Home		77	\$4,013.70	\$95,979,614
Bakery and Cereal Products		77	\$558.82	\$13,363,130
Meats, Poultry, Fish, and Eggs		77	\$879.24	\$21,025,385
Dairy Products		77	\$431.12	\$10,309,460
Fruits and Vegetables		77	\$758.79	\$18,144,975
Snacks and Other Food at Home (10)		77	\$1,385.72	\$33,136,663
Food Away from Home		76	\$2,507.90	\$59,971,436
Alcoholic Beverages		77	\$428.82	\$10,254,312
Nonalcoholic Beverages at Home		77	\$384.17	\$9,186,706

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Esri forecasts for 2015 and 2020; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.



# Retail Goods and Services Expenditures

Veneta City drivetime  
88184 8th St, Veneta, Oregon, 97487  
Drive Time Band: 5 - 20 minute radius

DLCD Economic Development:  
Latitude: 44.05130  
Longitude: -123.36050

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	79	\$2,179.57	\$52,120,005
Vehicle Loans	77	\$3,265.77	\$78,094,399
<b>Health</b>			
Nonprescription Drugs	76	\$98.57	\$2,357,029
Prescription Drugs	76	\$377.46	\$9,026,267
Eyeglasses and Contact Lenses	75	\$67.54	\$1,615,062
<b>Home</b>			
Mortgage Payment and Basics (11)	74	\$6,919.12	\$165,456,991
Maintenance and Remodeling Services	73	\$1,229.85	\$29,409,341
Maintenance and Remodeling Materials (12)	73	\$218.46	\$5,224,117
Utilities, Fuel, and Public Services	76	\$3,865.74	\$92,441,480
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	77	\$75.55	\$1,806,574
Furniture	76	\$390.39	\$9,335,293
Rugs	71	\$17.58	\$420,356
Major Appliances (14)	76	\$203.83	\$4,874,134
Housewares (15)	77	\$55.92	\$1,337,210
Small Appliances	78	\$35.91	\$858,771
Luggage	75	\$6.93	\$165,802
Telephones and Accessories	76	\$38.34	\$916,865
<b>Household Operations</b>			
Child Care	74	\$332.47	\$7,950,404
Lawn and Garden (16)	75	\$324.84	\$7,767,845
Moving/Storage/Freight Express	81	\$59.69	\$1,427,251
Housekeeping Supplies (17)	77	\$552.60	\$13,214,437
<b>Insurance</b>			
Owners and Renters Insurance	74	\$372.98	\$8,919,086
Vehicle Insurance	77	\$929.72	\$22,232,410
Life/Other Insurance	73	\$338.53	\$8,095,369
Health Insurance	76	\$2,007.84	\$48,013,488
Personal Care Products (18)	77	\$358.91	\$8,582,639
School Books and Supplies (19)	77	\$138.20	\$3,304,881
Smoking Products	79	\$368.36	\$8,808,622
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) (20)	76	\$3,092.37	\$73,947,825
Gasoline and Motor Oil	77	\$2,697.38	\$64,502,500
Vehicle Maintenance and Repairs	77	\$862.09	\$20,615,226
<b>Travel</b>			
Airline Fares	75	\$360.39	\$8,617,968
Lodging on Trips	74	\$334.78	\$8,005,548
Auto/Truck/Van Rental on Trips	76	\$25.49	\$609,622
Food and Drink on Trips	75	\$351.67	\$8,409,555

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Esri forecasts for 2015 and 2020; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.



# Retail Goods and Services Expenditures

Veneta City drivetime  
88184 8th St, Veneta, Oregon, 97487  
Drive Time Band: 5 - 20 minute radius

DLCD Economic Development:  
Latitude: 44.05130  
Longitude: -123.36050

- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers..
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for College, Elementary school, High school, Vocational/Technical School, Preschool/Other Schools, and Other School Supplies.
- (20) Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Esri forecasts for 2015 and 2020; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.



# Retail MarketPlace Profile

Veneta City drivetime  
88184 8th St, Veneta, Oregon, 97487  
Drive Time Band: 0 - 5 minute radius

DLCD Economic Development  
Latitude: 44.05130  
Longitude: -123.36050

## Summary Demographics

2015 Population	4,936
2015 Households	1,886
2015 Median Disposable Income	\$39,220
2015 Per Capita Income	\$22,827

## Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45	\$61,864,917	\$45,301,751	\$16,563,166	15.5	35
Total Retail Trade	44-45	\$56,262,098	\$40,331,928	\$15,930,170	16.5	22
Total Food & Drink	722	\$5,602,819	\$4,969,822	\$632,997	6.0	13

## Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$12,631,647	\$1,509,817	\$11,121,830	78.6	3
Automobile Dealers	4411	\$10,115,964	\$309,317	\$9,806,647	94.1	1
Other Motor Vehicle Dealers	4412	\$1,580,554	\$390,410	\$1,190,144	60.4	1
Auto Parts, Accessories & Tire Stores	4413	\$935,129	\$810,090	\$125,039	7.2	1
Furniture & Home Furnishings Stores	442	\$1,628,827	\$0	\$1,628,827	100.0	0
Furniture Stores	4421	\$986,285	\$0	\$986,285	100.0	0
Home Furnishings Stores	4422	\$642,542	\$0	\$642,542	100.0	0
Electronics & Appliance Stores	443	\$3,620,651	\$0	\$3,620,651	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$2,701,908	\$2,114,563	\$587,345	12.2	2
Bldg Material & Supplies Dealers	4441	\$2,168,693	\$2,108,959	\$59,734	1.4	2
Lawn & Garden Equip & Supply Stores	4442	\$533,215	\$0	\$533,215	100.0	0
Food & Beverage Stores	445	\$10,889,020	\$14,110,293	-\$3,221,273	-12.9	5
Grocery Stores	4451	\$9,685,458	\$13,497,538	-\$3,812,080	-16.4	4
Specialty Food Stores	4452	\$530,100	\$87,214	\$442,886	71.7	1
Beer, Wine & Liquor Stores	4453	\$673,462	\$525,540	\$147,922	12.3	1
Health & Personal Care Stores	446,4461	\$3,020,892	\$3,900,173	-\$879,281	-12.7	2
Gasoline Stations	447,4471	\$3,500,241	\$6,472,120	-\$2,971,879	-29.8	2
Clothing & Clothing Accessories Stores	448	\$2,879,776	\$312,929	\$2,566,847	80.4	1
Clothing Stores	4481	\$2,027,549	\$0	\$2,027,549	100.0	0
Shoe Stores	4482	\$404,307	\$0	\$404,307	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$447,921	\$312,929	\$134,992	17.7	1
Sporting Goods, Hobby, Book & Music Stores	451	\$1,733,034	\$479,336	\$1,253,698	56.7	2
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,533,968	\$479,336	\$1,054,632	52.4	2
Book, Periodical & Music Stores	4512	\$199,066	\$0	\$199,066	100.0	0
General Merchandise Stores	452	\$9,445,857	\$6,142,994	\$3,302,863	21.2	1
Department Stores Excluding Leased Depts.	4521	\$7,266,140	\$6,142,994	\$1,123,146	8.4	1
Other General Merchandise Stores	4529	\$2,179,717	\$0	\$2,179,717	100.0	0
Miscellaneous Store Retailers	453	\$3,234,435	\$5,243,056	-\$2,008,621	-23.7	5
Florists	4531	\$54,511	\$100,033	-\$45,522	-29.5	1
Office Supplies, Stationery & Gift Stores	4532	\$684,333	\$57,009	\$627,324	84.6	1
Used Merchandise Stores	4533	\$480,119	\$0	\$480,119	100.0	0
Other Miscellaneous Store Retailers	4539	\$2,015,471	\$5,086,015	-\$3,070,544	-43.2	4
Nonstore Retailers	454	\$975,810	\$0	\$975,810	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$716,875	\$0	\$716,875	100.0	0
Vending Machine Operators	4542	\$41,616	\$0	\$41,616	100.0	0
Direct Selling Establishments	4543	\$217,319	\$0	\$217,319	100.0	0
Food Services & Drinking Places	722	\$5,602,819	\$4,969,822	\$632,997	6.0	13
Full-Service Restaurants	7221	\$3,079,936	\$3,449,688	-\$369,752	-5.7	8
Limited-Service Eating Places	7222	\$2,130,434	\$1,273,856	\$856,578	25.2	5
Special Food Services	7223	\$88,167	\$0	\$88,167	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$304,282	\$246,279	\$58,003	10.5	1

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.

<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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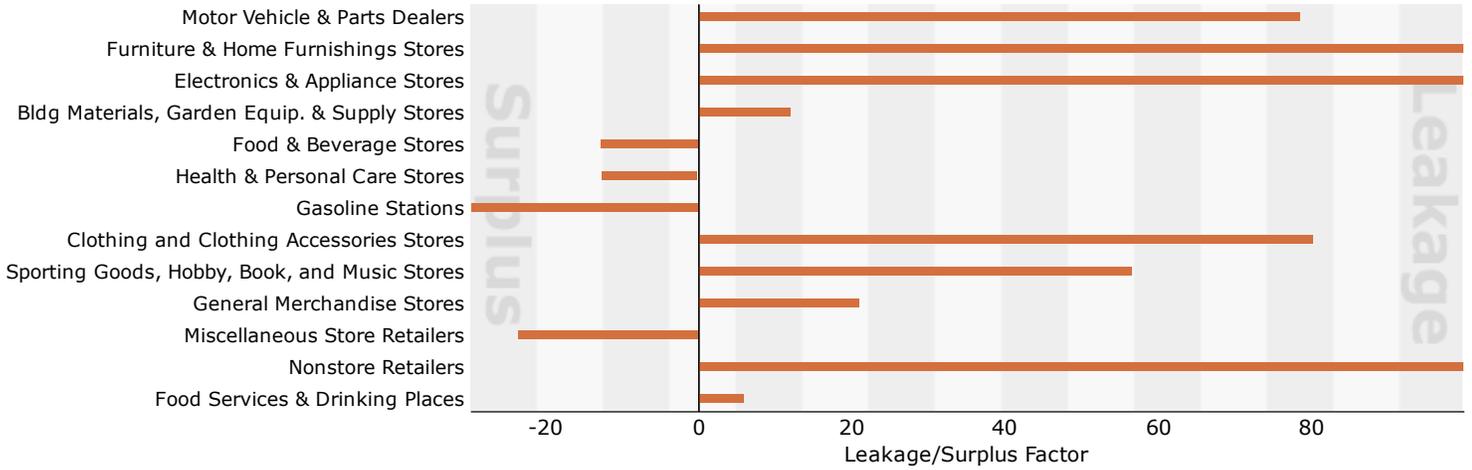


# Retail MarketPlace Profile

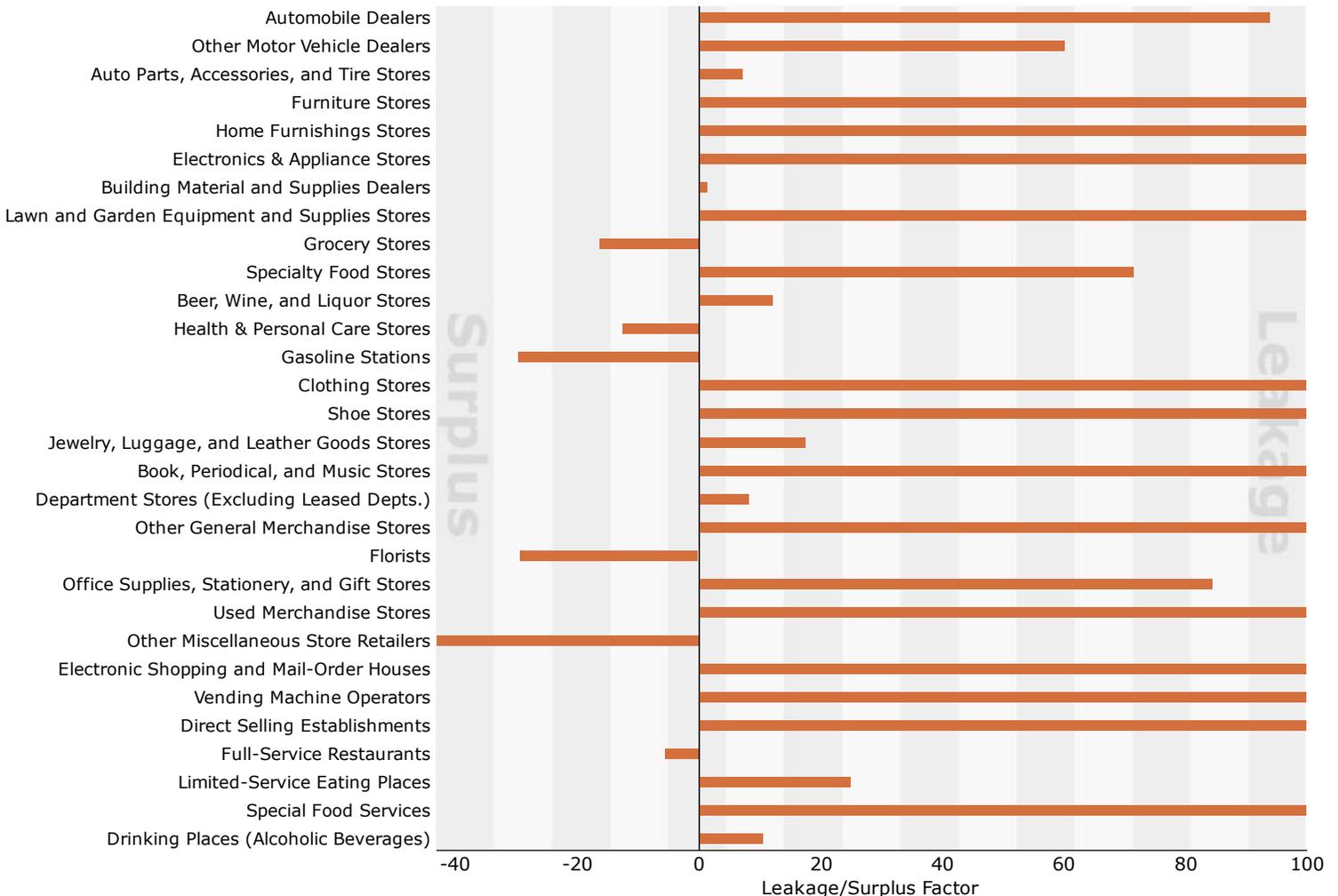
Veneta City drivetime  
 88184 8th St, Veneta, Oregon, 97487  
 Drive Time Band: 0 - 5 minute radius

DLCD Economic Development  
 Latitude: 44.05130  
 Longitude: -123.36050

## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



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# Retail MarketPlace Profile

Veneta City drivetime  
88184 8th St, Veneta, Oregon, 97487  
Drive Time Band: 5 - 20 minute radius

DLCD Economic Development  
Latitude: 44.05130  
Longitude: -123.36050

## Summary Demographics

2015 Population	58,879
2015 Households	23,913
2015 Median Disposable Income	\$36,415
2015 Per Capita Income	\$23,067

## Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$742,453,455	\$951,979,426	-\$209,525,971	-12.4	571
Total Retail Trade	44-45	\$674,253,192	\$887,157,635	-\$212,904,443	-13.6	435
Total Food & Drink	722	\$68,200,263	\$64,821,791	\$3,378,472	2.5	136

## Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$147,662,689	\$192,997,545	-\$45,334,856	-13.3	81
Automobile Dealers	4411	\$117,311,046	\$89,362,090	\$27,948,956	13.5	23
Other Motor Vehicle Dealers	4412	\$18,891,463	\$87,961,929	-\$69,070,466	-64.6	33
Auto Parts, Accessories & Tire Stores	4413	\$11,460,180	\$15,673,525	-\$4,213,345	-15.5	25
Furniture & Home Furnishings Stores	442	\$19,032,995	\$14,512,701	\$4,520,294	13.5	28
Furniture Stores	4421	\$11,415,038	\$5,826,707	\$5,588,331	32.4	9
Home Furnishings Stores	4422	\$7,617,956	\$8,685,994	-\$1,068,038	-6.6	18
Electronics & Appliance Stores	443	\$43,761,226	\$39,126,718	\$4,634,508	5.6	38
Bldg Materials, Garden Equip. & Supply Stores	444	\$32,583,510	\$168,317,082	-\$135,733,572	-67.6	68
Bldg Material & Supplies Dealers	4441	\$26,268,794	\$139,007,073	-\$112,738,279	-68.2	56
Lawn & Garden Equip & Supply Stores	4442	\$6,314,716	\$29,310,008	-\$22,995,292	-64.5	13
Food & Beverage Stores	445	\$133,016,458	\$96,399,008	\$36,617,450	16.0	51
Grocery Stores	4451	\$118,270,511	\$80,862,414	\$37,408,097	18.8	31
Specialty Food Stores	4452	\$6,501,620	\$12,666,017	-\$6,164,397	-32.2	17
Beer, Wine & Liquor Stores	4453	\$8,244,327	\$2,870,577	\$5,373,750	48.3	3
Health & Personal Care Stores	446,4461	\$36,017,868	\$26,270,412	\$9,747,456	15.6	13
Gasoline Stations	447,4471	\$41,340,025	\$38,990,929	\$2,349,096	2.9	13
Clothing & Clothing Accessories Stores	448	\$35,106,093	\$12,245,762	\$22,860,331	48.3	18
Clothing Stores	4481	\$24,759,705	\$5,437,529	\$19,322,176	64.0	7
Shoe Stores	4482	\$4,953,201	\$3,624,112	\$1,329,089	15.5	3
Jewelry, Luggage & Leather Goods Stores	4483	\$5,393,187	\$3,184,121	\$2,209,066	25.8	8
Sporting Goods, Hobby, Book & Music Stores	451	\$20,717,985	\$59,891,746	-\$39,173,761	-48.6	38
Sporting Goods/Hobby/Musical Instr Stores	4511	\$18,262,126	\$57,618,688	-\$39,356,562	-51.9	33
Book, Periodical & Music Stores	4512	\$2,455,859	\$2,273,058	\$182,801	3.9	6
General Merchandise Stores	452	\$113,663,839	\$175,645,173	-\$61,981,334	-21.4	17
Department Stores Excluding Leased Depts.	4521	\$87,138,262	\$165,361,436	-\$78,223,174	-31.0	7
Other General Merchandise Stores	4529	\$26,525,577	\$10,283,737	\$16,241,840	44.1	10
Miscellaneous Store Retailers	453	\$39,126,827	\$56,149,860	-\$17,023,033	-17.9	60
Florists	4531	\$639,137	\$745,818	-\$106,681	-7.7	5
Office Supplies, Stationery & Gift Stores	4532	\$8,260,623	\$7,419,378	\$841,245	5.4	10
Used Merchandise Stores	4533	\$5,894,102	\$23,353,252	-\$17,459,150	-59.7	14
Other Miscellaneous Store Retailers	4539	\$24,332,965	\$24,631,412	-\$298,447	-0.6	31
Nonstore Retailers	454	\$12,223,677	\$6,610,698	\$5,612,979	29.8	10
Electronic Shopping & Mail-Order Houses	4541	\$8,647,440	\$4,209,427	\$4,438,013	34.5	4
Vending Machine Operators	4542	\$509,809	\$333,874	\$175,935	20.9	2
Direct Selling Establishments	4543	\$3,066,428	\$2,067,396	\$999,032	19.5	4
Food Services & Drinking Places	722	\$68,200,263	\$64,821,791	\$3,378,472	2.5	136
Full-Service Restaurants	7221	\$37,558,587	\$35,756,961	\$1,801,626	2.5	79
Limited-Service Eating Places	7222	\$25,841,217	\$26,186,095	-\$344,878	-0.7	50
Special Food Services	7223	\$1,051,569	\$283,945	\$767,624	57.5	2
Drinking Places - Alcoholic Beverages	7224	\$3,748,890	\$2,594,791	\$1,154,099	18.2	6

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.

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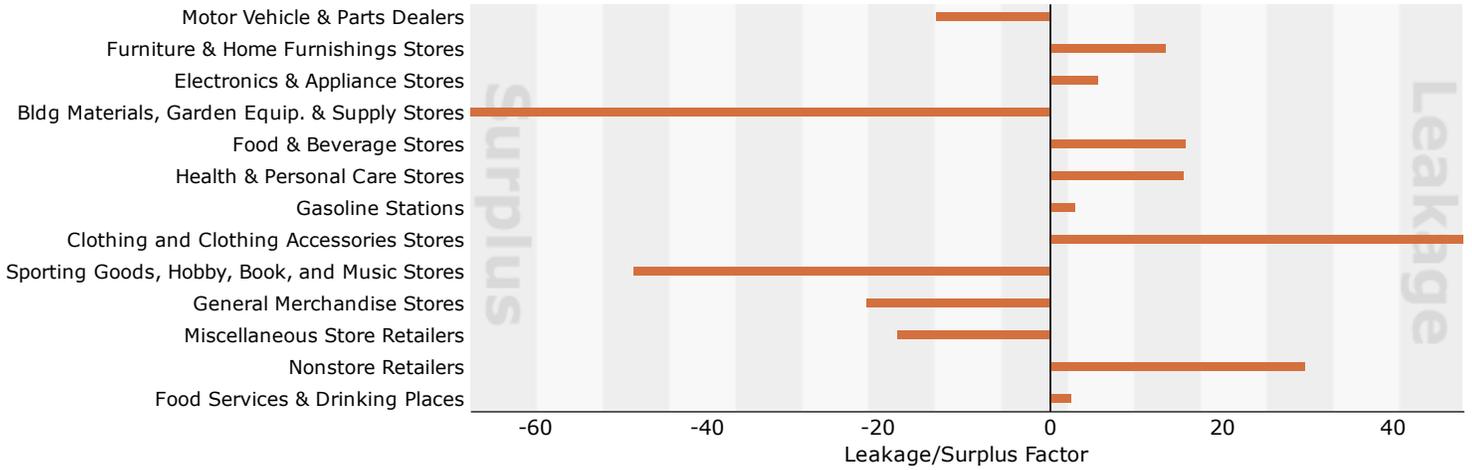


# Retail MarketPlace Profile

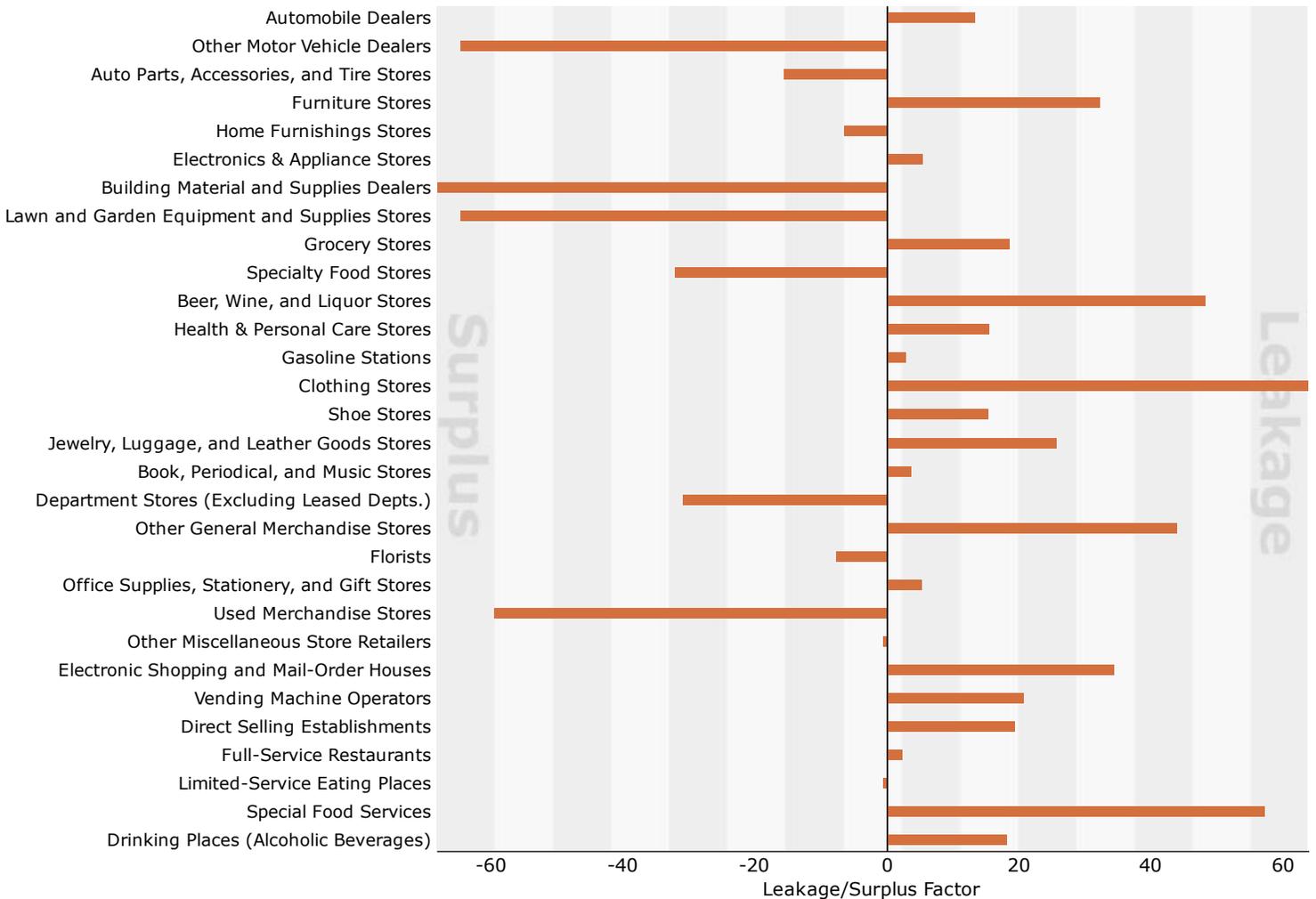
Veneta City drivetime  
 88184 8th St, Veneta, Oregon, 97487  
 Drive Time Band: 5 - 20 minute radius

DLCD Economic Development  
 Latitude: 44.05130  
 Longitude: -123.36050

## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



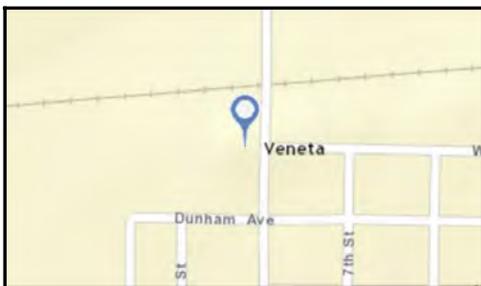
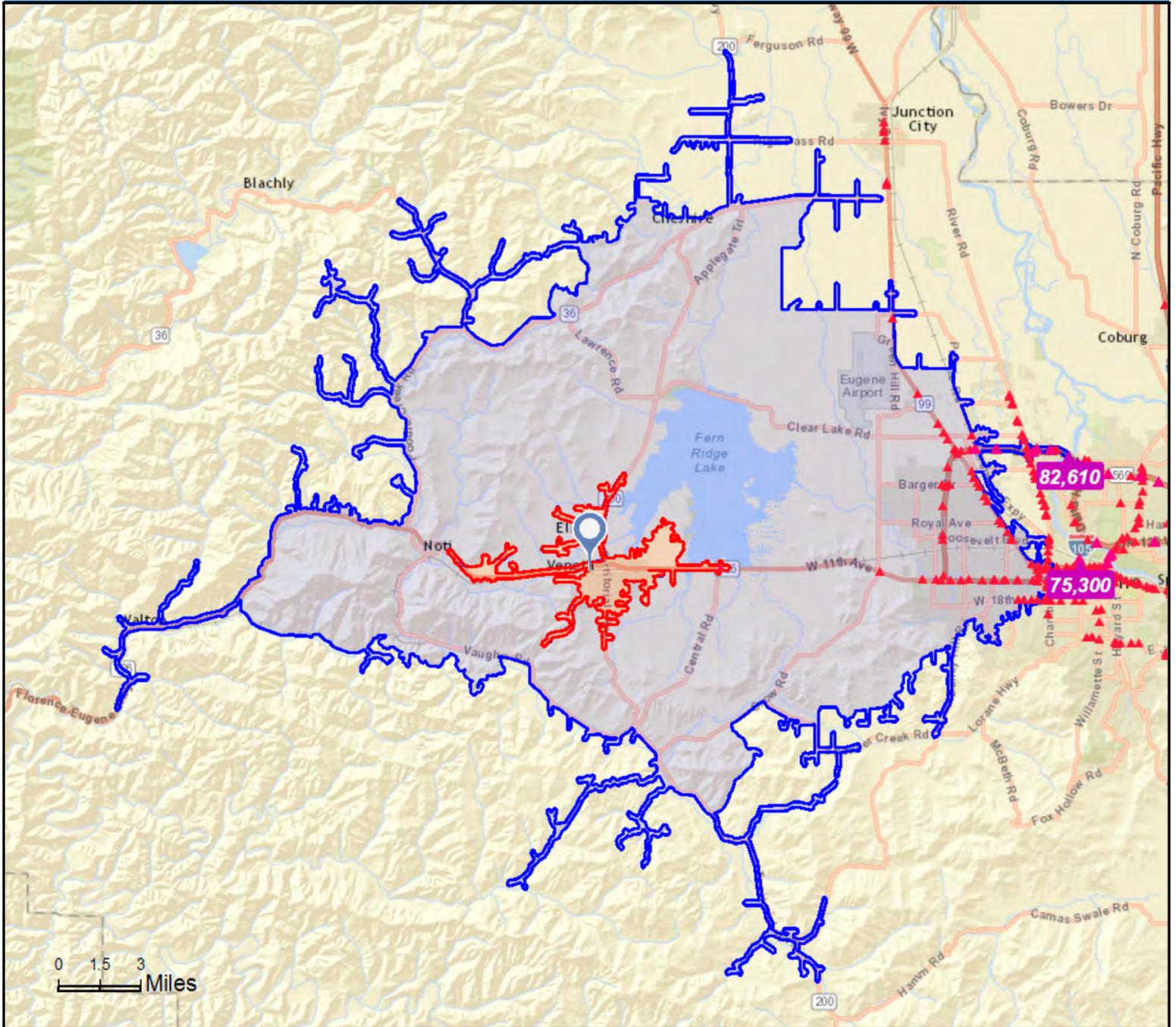
Source: Esri and Infogroup. Copyright 2015 Infogroup, Inc. All rights reserved.



# Traffic Count Map

Veneta City drivetime  
88184 8th St, Veneta, Oregon, 97487  
Drive Time Bands: 0-5, 5-20 minute radii

DLCD Economic Development:  
Latitude: 44.05130  
Longitude: -123.36050



- Average Daily Traffic Volume**
- ▲ Up to 6,000 vehicles per day
  - ▲ 6,001 - 15,000
  - ▲ 15,001 - 30,000
  - ▲ 30,001 - 50,000
  - ▲ 50,001 - 100,000
  - ▲ More than 100,000 per day



Source: ©2015 Market Planning Solutions, Inc.

June 06, 2016



LifeMode Group: Family Landscapes  
**Middleburg**

4C

**Households:** 3,319,000

**Average Household Size:** 2.73

**Median Age:** 35.3

**Median Household Income:** \$55,000

## WHO ARE WE?

*Middleburg* neighborhoods transformed from the easy pace of country living to semirural subdivisions in the last decade, when the housing boom reached out. Residents are conservative, family-oriented consumers. Still more country than rock and roll, they are thrifty but willing to carry some debt and are already investing in their futures. They rely on their smartphones and mobile devices to stay in touch and pride themselves on their expertise. They prefer to buy American and travel in the US. This market is younger but growing in size and assets.

## OUR NEIGHBORHOOD

- Semirural locales within metropolitan areas.
- Neighborhoods changed rapidly in the previous decade with the addition of new single-family homes.
- Include a number of mobile homes (Index 152).
- Affordable housing, median value of \$158,000 (Index 89) with a low vacancy rate.
- Young couples, many with children; average household size is 2.73.

## SOCIOECONOMIC TRAITS

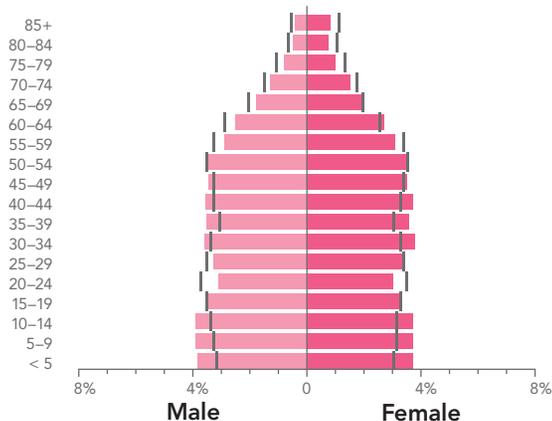
- Education: 66% with a high school diploma or some college.
- Unemployment rate lower at 7.4% (Index 85).
- Labor force participation typical of a younger population at 66.7% (Index 106).
- Traditional values are the norm here—faith, country, and family.
- Prefer to buy American and for a good price.
- Comfortable with the latest in technology, for convenience (online banking or saving money on landlines) and entertainment.



## AGE BY SEX (Esri data)

Median Age: **35.3** US: 37.6

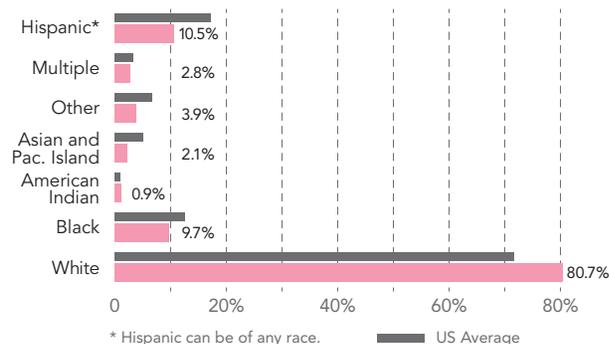
I Indicates US



## 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: **46.3** US: 62.1



## 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

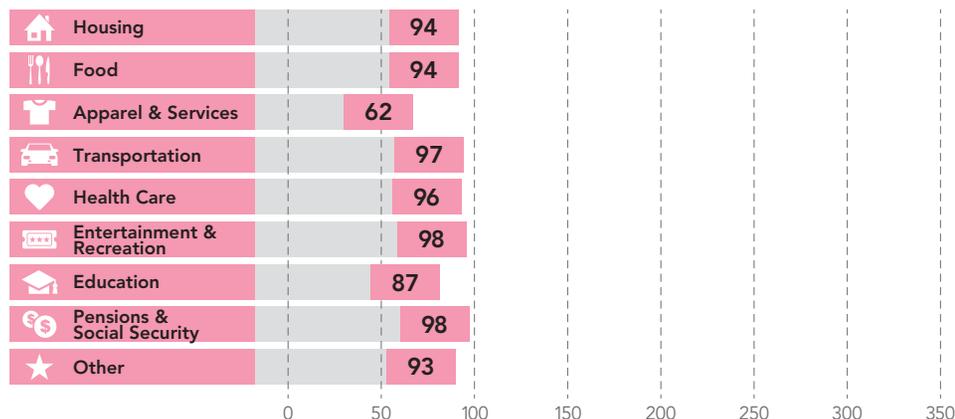


### Median Net Worth



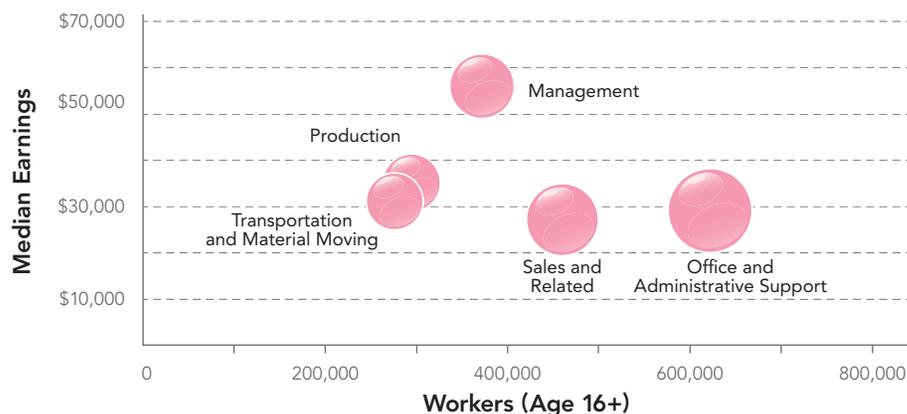
## AVERAGE HOUSEHOLD BUDGET INDEX

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.



## 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.





## MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Residents are partial to trucks, SUVs, and occasionally, convertibles, or motorcycles.
- Entertainment is primarily family-oriented, TV and movie rentals or theme parks and family restaurants.
- Spending priorities also focus on family (children’s toys and apparel) or home DIY projects.
- Sports include hunting, target shooting, bowling, and baseball.
- TV and magazines provide entertainment and information.
- Media preferences include country and Christian channels.

## HOUSING

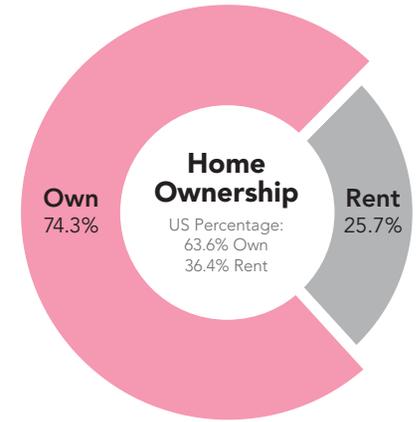
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau’s American Community Survey.



**Typical Housing:**  
Single Family

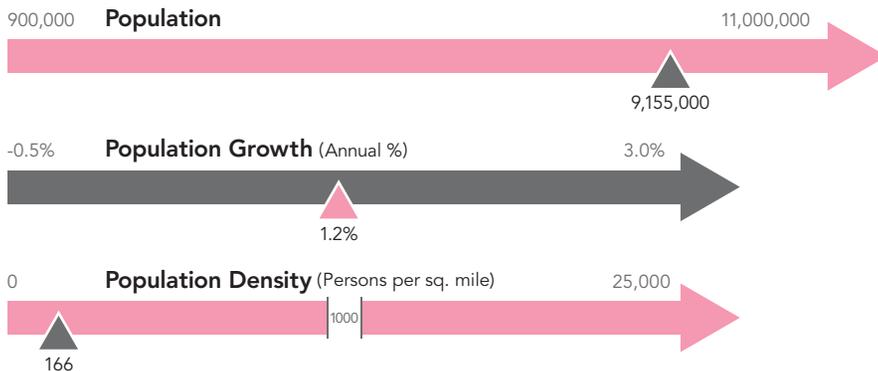
**Median Value:**  
\$158,000

US Median: \$177,000



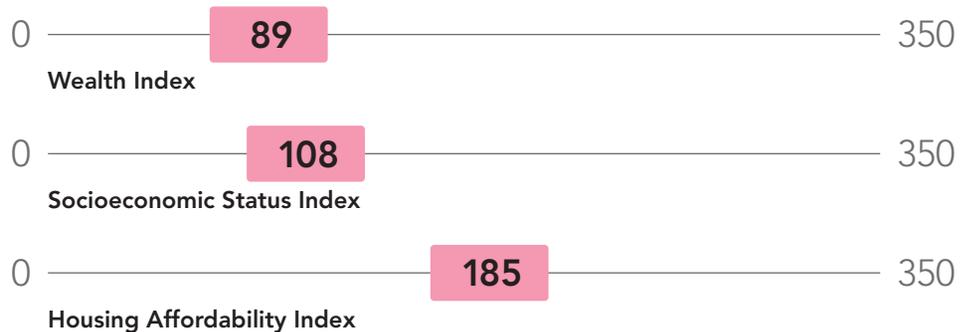
## POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



## ESRI INDEXES

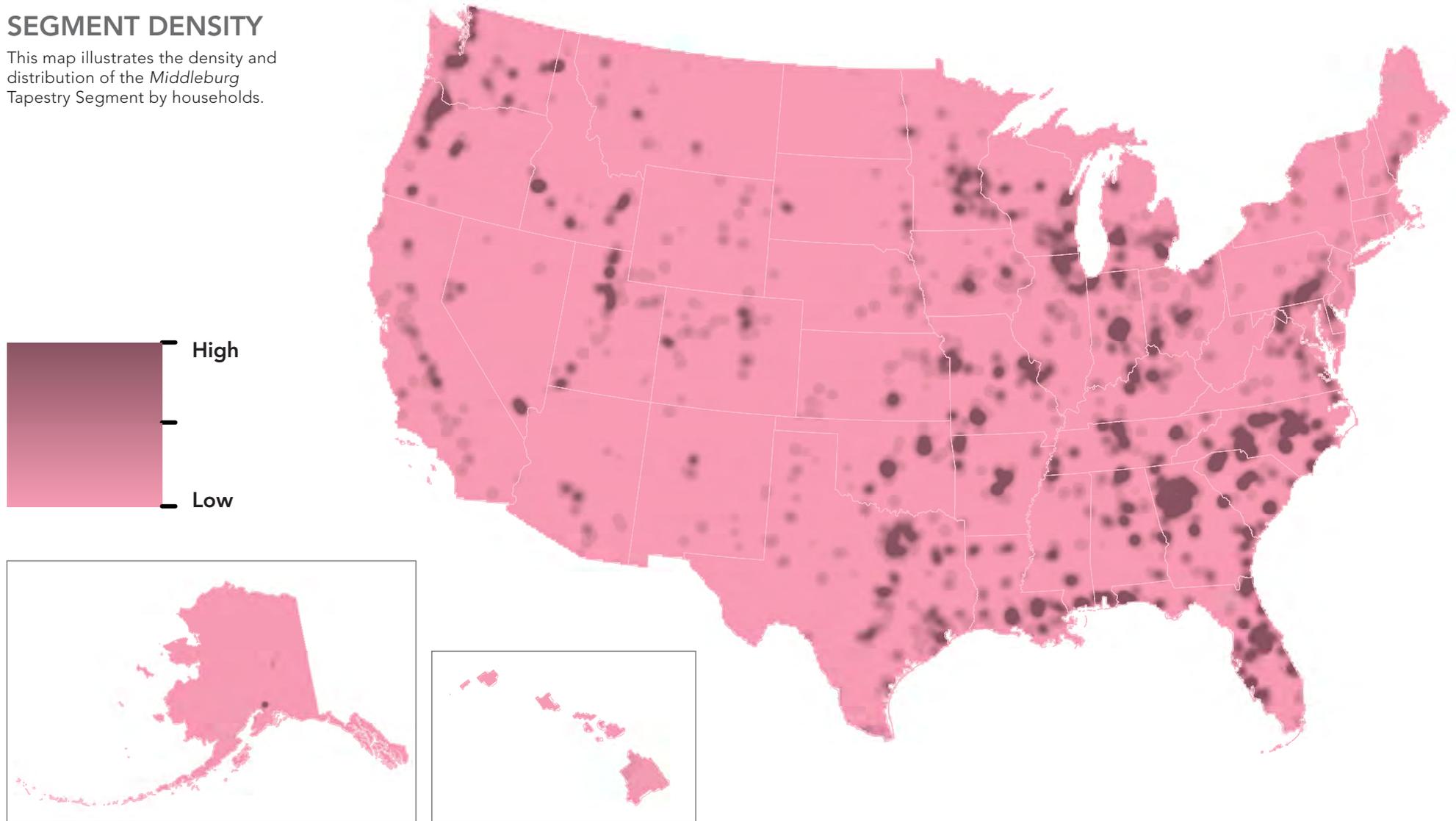
Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





## SEGMENT DENSITY

This map illustrates the density and distribution of the *Middleburg* Tapestry Segment by households.



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LifeMode Group: Cozy Country Living

# The Great Outdoors



**Households:** 1,850,000

**Average Household Size:** 2.43

**Median Age:** 46.3

**Median Household Income:** \$53,000

## WHO ARE WE?

These neighborhoods are found in pastoral settings throughout the United States. Consumers are educated empty nesters living an active but modest lifestyle. Their focus is land. They are more likely to invest in real estate or a vacation home than stocks. They are active gardeners and partial to homegrown and home-cooked meals. Although retirement beckons, most of these residents still work, with incomes slightly above the US level.

## OUR NEIGHBORHOOD

- Over 55% of households are married-couple families; 36% are couples with no children living at home.
- Average household size is slightly smaller at 2.43.
- Typical of areas with rustic appeal, the housing inventory features single-family homes (76%) and mobile homes (16%); a significant inventory of seasonal housing is available (Index 398).
- Residents live in small towns and rural communities throughout the West, South, and Northeast regions of the country.
- More than half of all homes were constructed between 1970 and 2000.
- Most households have one or two vehicles; average travel time to work is slightly higher (28 minutes) despite a disproportionate number that work from home (Index 155).

## SOCIOECONOMIC TRAITS

- Nearly 60% have attended college or hold a degree.
- Unemployment is lower at 8% (Index 88), but so is labor force participation at 60%.
- Typical of neighborhoods with older residents, income from retirement and Social Security is common, but residents also derive income from self-employment and investments.
- Residents are very do-it-yourself oriented and cost conscious.
- Many service their own autos, work on home improvement and remodeling projects, and maintain their own yards.
- They prefer domestic travel to trips abroad.



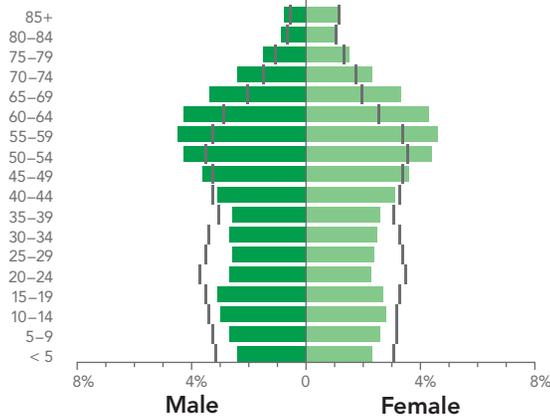
Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.



### AGE BY SEX (Esri data)

**Median Age: 46.3** US: 37.6

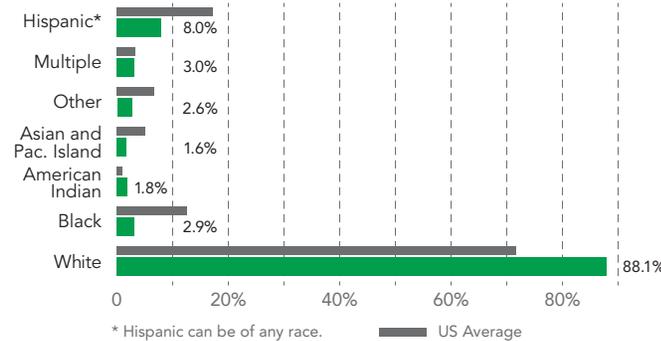
| Indicates US



### 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: 33.7** US: 62.1



### 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

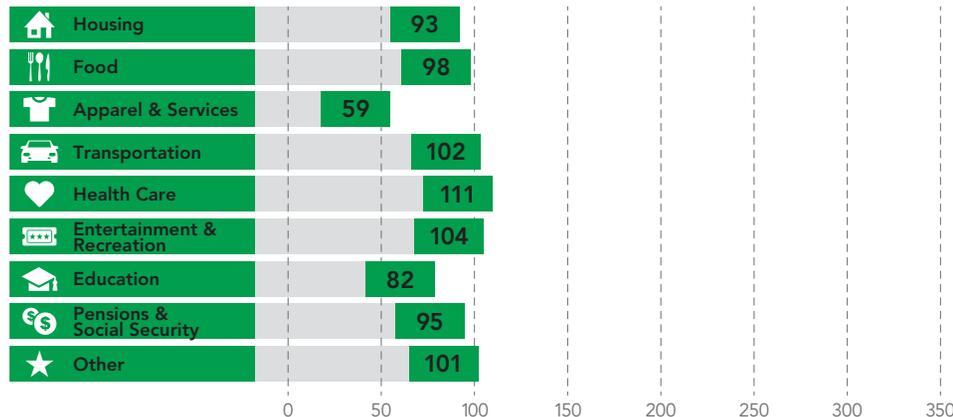


#### Median Net Worth



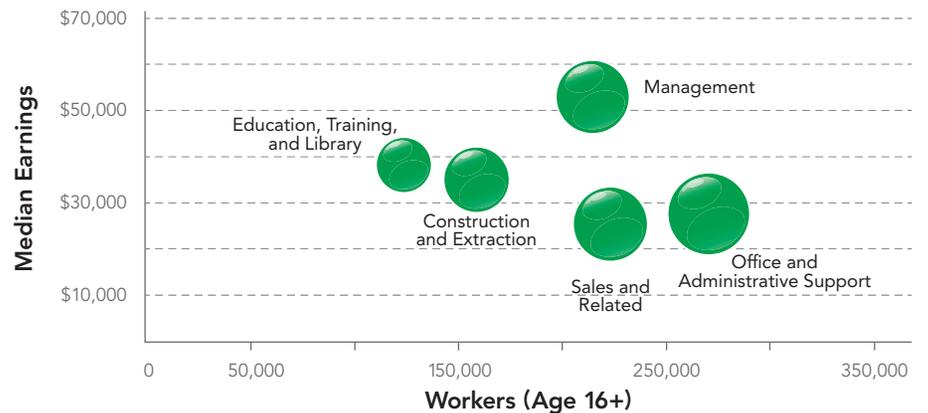
### AVERAGE HOUSEHOLD BUDGET INDEX

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### 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.





## MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Satellite dishes and riding lawn mowers are familiar sights in these rural settings, along with multiple vehicles; four-wheel drive trucks are popular, too.
- Residents are members of AARP and veterans' clubs and support various civic causes.
- Technology is not central in their lives: light use of Internet connectivity for shopping and entertainment.
- Most households have pets—dogs or cats.
- Television channels such as CMT, History, and Fox News are popular.
- They enjoy outdoor activities such as hiking, hunting, fishing, and boating.

## HOUSING

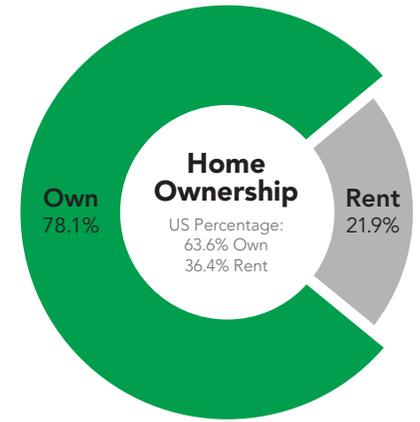
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**Typical Housing:**  
Single Family

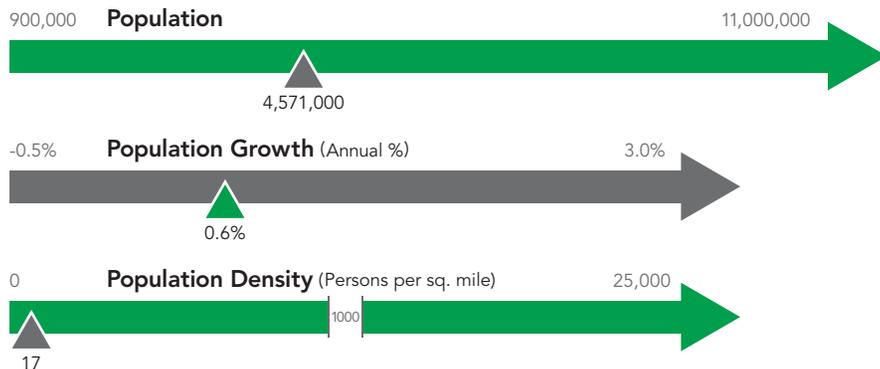
**Median Value:**  
\$189,000

US Median: \$177,000



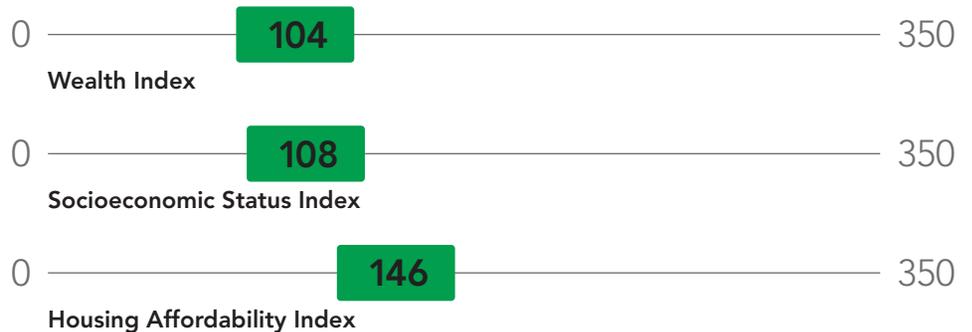
## POPULATION CHARACTERISTICS

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## ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





LifeMode Group: Cozy Country Living

# The Great Outdoors

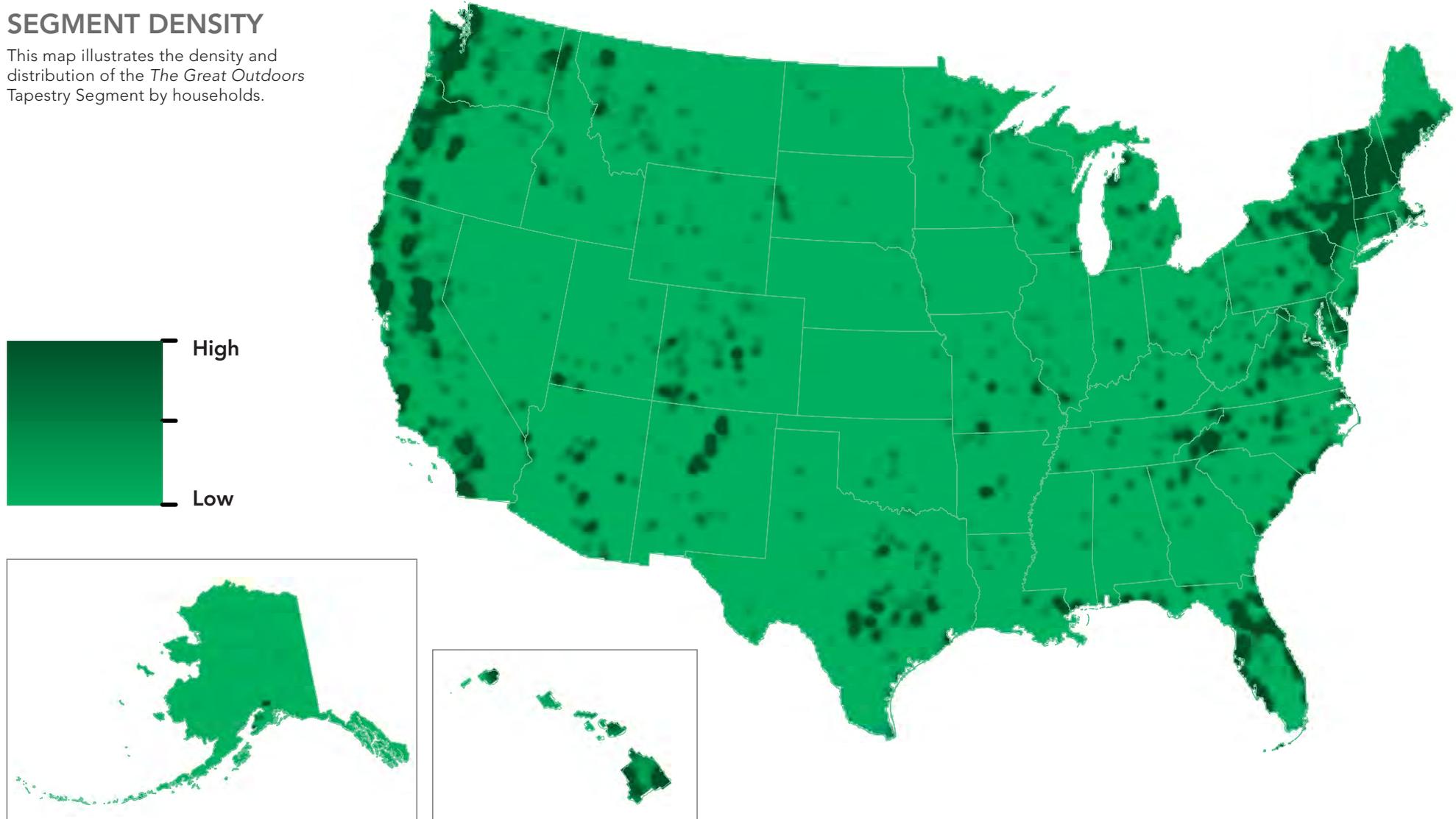


TAPESTRY  
SEGMENTATION

[esri.com/tapestry](http://esri.com/tapestry)

## SEGMENT DENSITY

This map illustrates the density and distribution of the *The Great Outdoors* Tapestry Segment by households.



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[info@esri.com](mailto:info@esri.com)  
[esri.com](http://esri.com)





## LifeMode Group: Midtown Singles

# Set to Impress

11D

**Households:** 1,657,000

**Average Household Size:** 2.10

**Median Age:** 33.1

**Median Household Income:** \$29,000

### WHO ARE WE?

*Set to Impress* is depicted by medium to large multiunit apartments with lower than average rents. These apartments are often nestled into neighborhoods with other businesses or single-family housing. Nearly one in three residents is 20 to 34 years old, and over half of the homes are nonfamily households. Although many residents live alone, they preserve close connections with their family. Income levels are low; many work in food service while they are attending college. This group is always looking for a deal. They are very conscious of their image and seek to bolster their status with the latest fashion. *Set to Impress* residents are tapped into popular music and the local music scene.

### OUR NEIGHBORHOOD

- Apartment complexes represented by multiple multiunit structures are often nestled in neighborhoods with either single-family homes or other businesses.
- Renters make up nearly three quarters of all households.
- They're found mostly in urban areas, but also in suburbs.
- Single-person households make up over 40% of all households.
- It is easy enough to walk or bike to work for many residents.

### SOCIOECONOMIC TRAITS

- Residents are better educated and mobile.
- Unemployment is higher, although many are still enrolled in college (Index 146).
- They always have an eye out for a sale and will stock up when the price is right.
- They prefer name brands, but will buy generic when it is a better deal.
- Quick meals on the run are a reality of life.
- They're image-conscious consumers that dress to impress and often make impulse buys.
- They maintain close relationships with family.



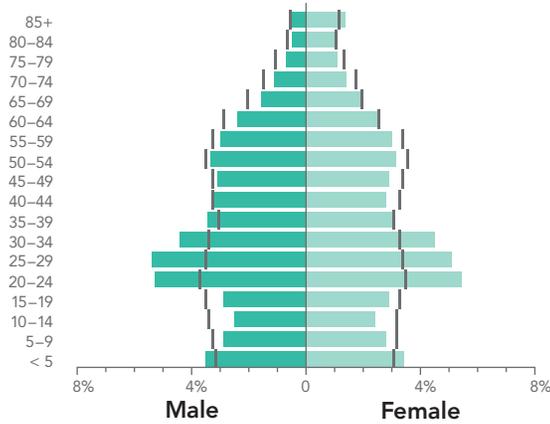
Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.



## AGE BY SEX (Esri data)

Median Age: **33.1** US: 37.6

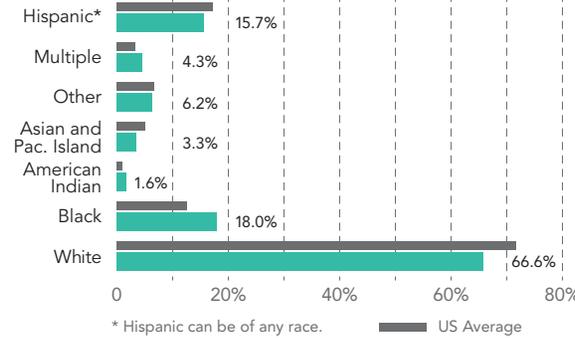
I Indicates US



## RACE AND ETHNICITY (Esri data)

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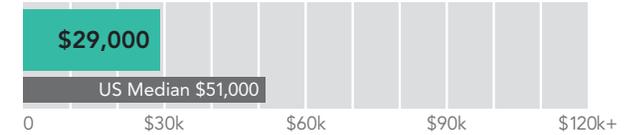
Diversity Index: **64.9** US: 62.1



## 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

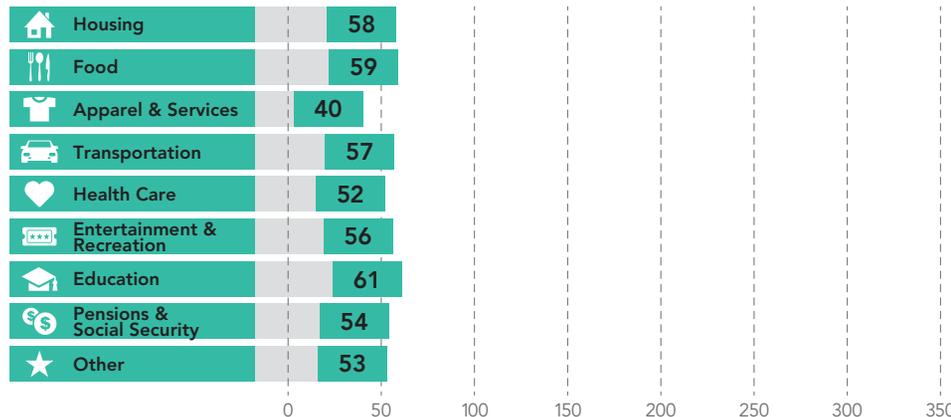


### Median Net Worth



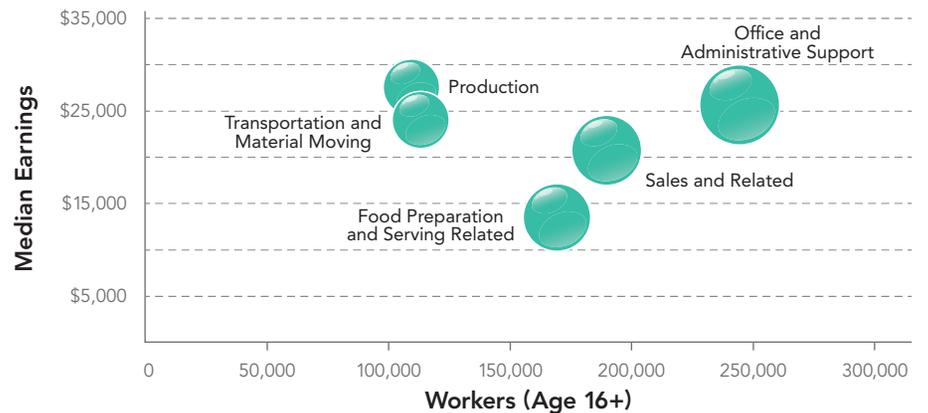
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## OCCUPATION BY EARNINGS

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.





## MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- They listen to a variety of the latest music and download music online.
- Majority have cell phones only, no landlines.
- They use the Internet for social media and managing finances.
- They own used, imported vehicles.
- They shop at Walgreens.
- They enjoy leisure activities including going to rock concerts, night clubs, and the zoo.

## HOUSING

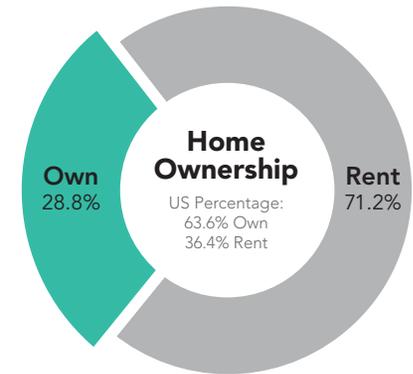
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



**Typical Housing:**  
Multiunit Rentals;  
Single Family

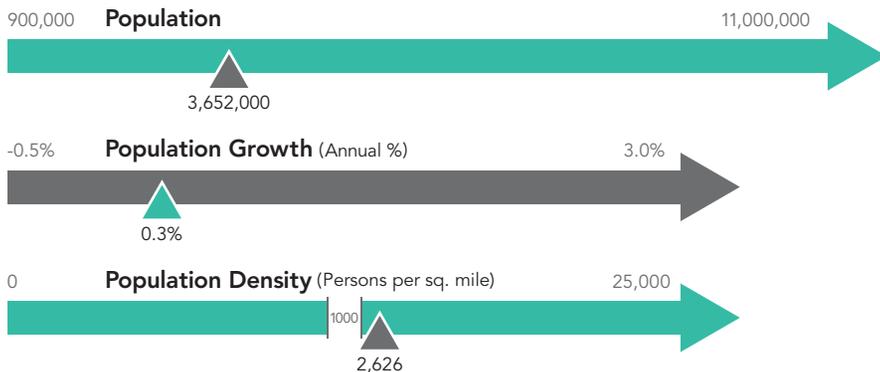
**Average Rent:**  
\$750

US Average: \$990



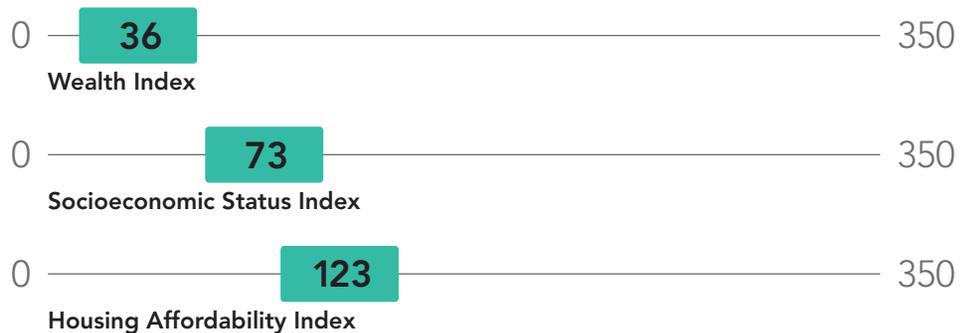
## POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



## ESRI INDEXES

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LifeMode Group: Midtown Singles

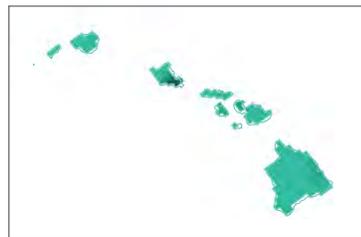
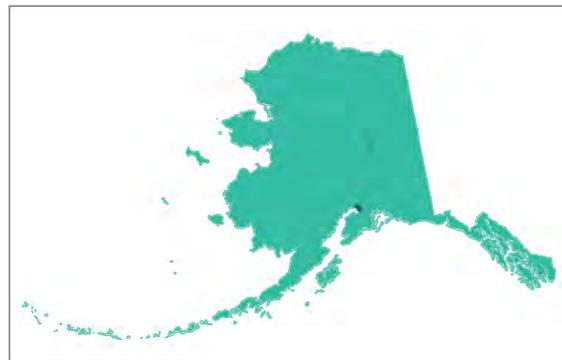
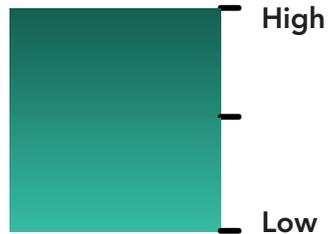
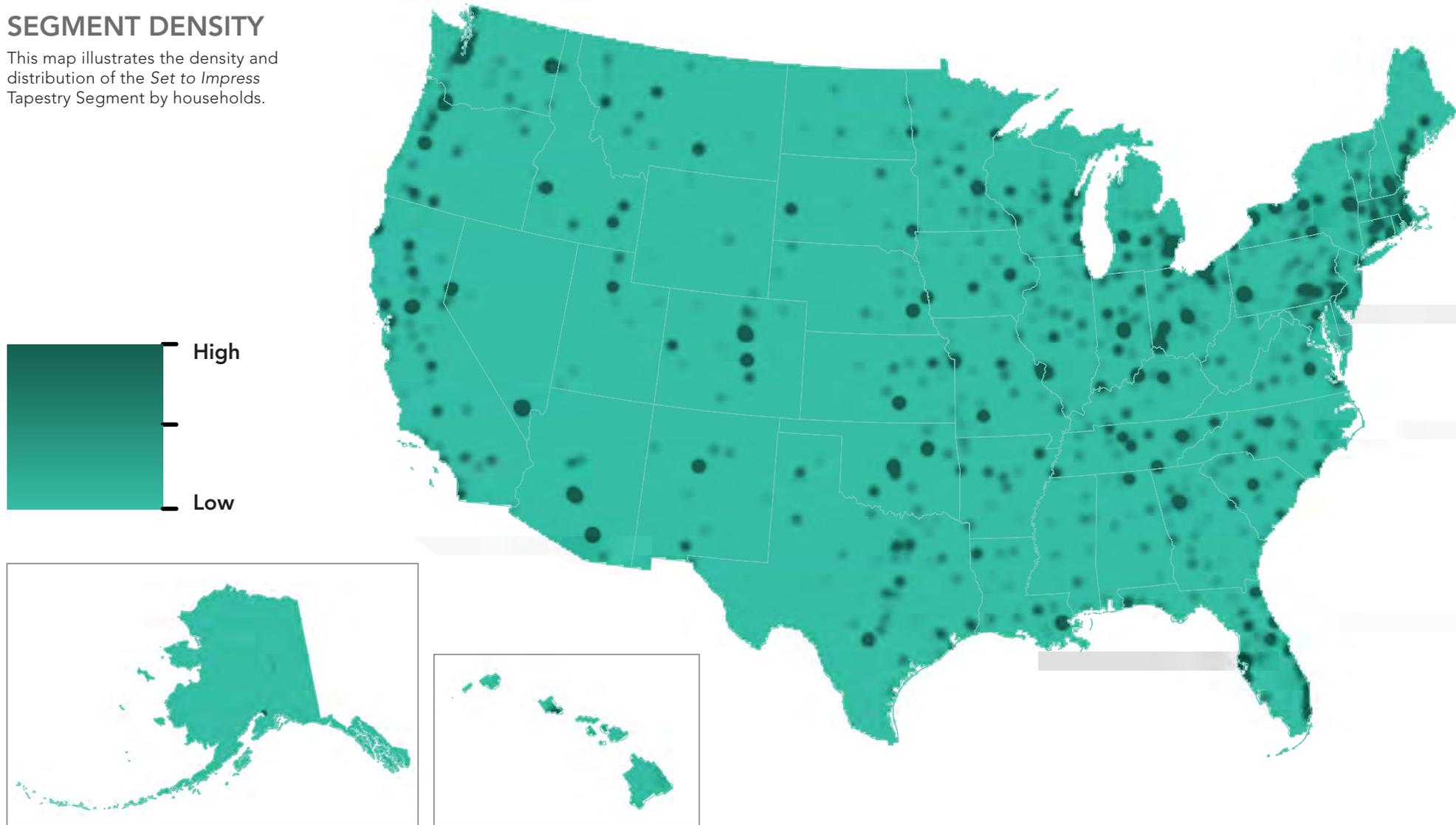
# Set to Impress



**TAPESTRY**  
SEGMENTATION  
[esri.com/tapestry](http://esri.com/tapestry)

## SEGMENT DENSITY

This map illustrates the density and distribution of the *Set to Impress* Tapestry Segment by households.



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[esri.com](http://esri.com)





LifeMode Group: GenXurban

# Parks and Rec

5C

**Households:** 2,411,000

**Average Household Size:** 2.49

**Median Age:** 40.3

**Median Household Income:** \$55,000

## WHO ARE WE?

These practical suburbanites have achieved the dream of home ownership. They have purchased homes that are within their means. Their homes are older, and town homes and duplexes are not uncommon. Many of these families are two-income married couples approaching retirement age; they are comfortable in their jobs and their homes, budget wisely, but do not plan on retiring anytime soon or moving. Neighborhoods are well established, as are the amenities and programs that supported their now independent children through school and college. The appeal of these kid-friendly neighborhoods is now attracting a new generation of young couples.

## OUR NEIGHBORHOOD

- Homes are primarily owner occupied, single-family residences built prior to 1970; town homes and duplexes are scattered through the neighborhoods.
- Both median home value and average rent are close to the national level.
- Households by type mirror the US distribution; married couples, more without children, dominate. Average household size is slightly lower at 2.49, but this market is also a bit older.

## SOCIOECONOMIC TRAITS

- More than half of the population is college educated.
- Older residents draw Social Security and retirement income.
- The work force is diverse: professionals in health care, retail trade, and education, or skilled workers in manufacturing and construction.
- This is a financially shrewd market; consumers are careful to research their big-ticket purchases.
- When planning trips, they search for discounted airline fares and hotels and choose to vacation within the US.
- These practical residents tend to use their cell phones for calls and texting only.



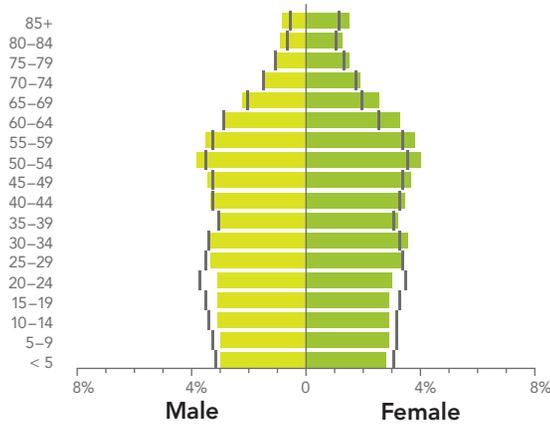
Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.



### AGE BY SEX (Esri data)

**Median Age: 40.3** US: 37.6

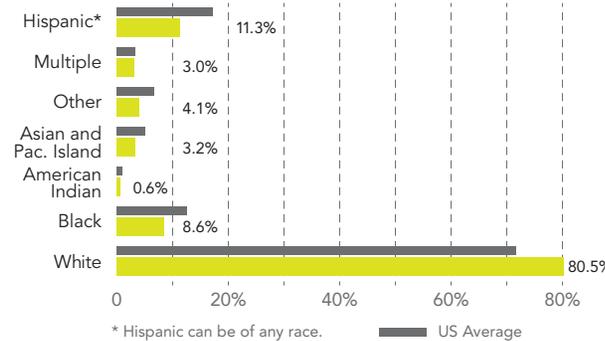
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**Diversity Index: 47.5** US: 62.1



### INCOME AND NET WORTH

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#### Median Household Income

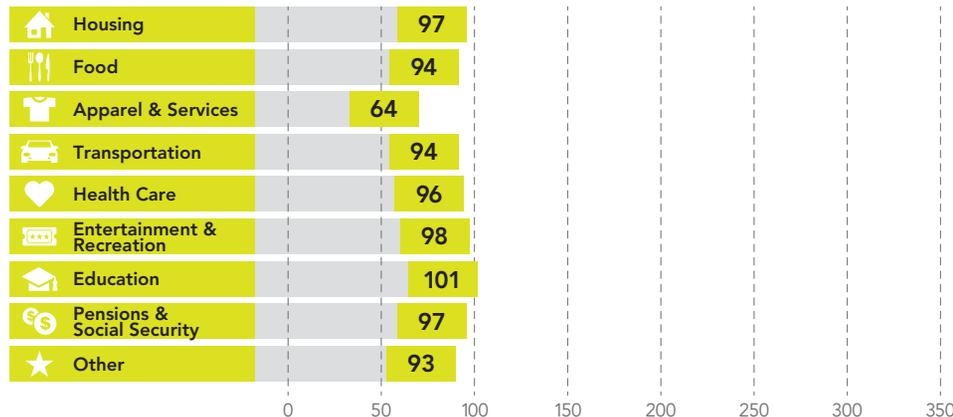


#### Median Net Worth



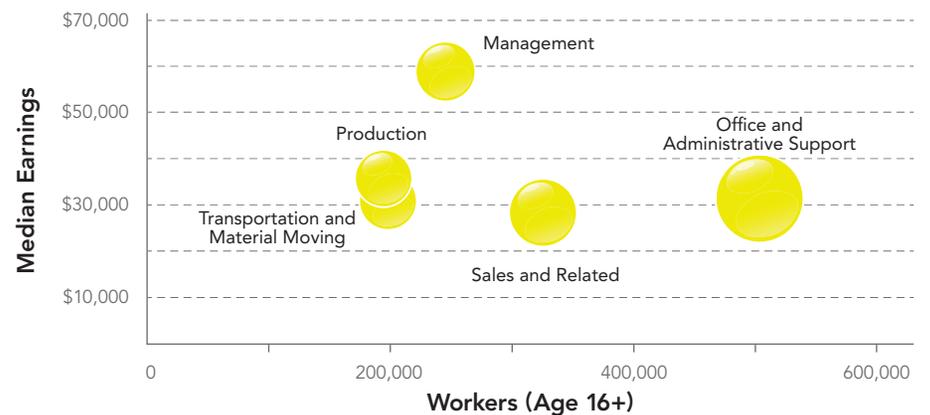
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### OCCUPATION BY EARNINGS

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.



**MARKET PROFILE** (Consumer preferences are estimated from data by GfK MRI)

- Cost and practicality come first when purchasing a vehicle; *Parks and Rec* residents are more likely to buy domestic SUVs or trucks over compact or subcompact vehicles.
- Budget-conscious consumers stock up on staples at warehouse clubs.
- Pass time at home watching documentaries on Animal Planet, Discovery, or History channels. For an outing, they choose to dine out at family-style restaurants and attend movies. Between trips to the casinos, they gamble on lottery tickets and practice their blackjack and poker skills online.
- Convenience is important in the kitchen; they regularly use frozen or packaged main course meals. Ground coffee is preferred over coffee beans.
- Residents here take advantage of local parks and recreational activities. Their exercise routine is a balance of home-based exercise; a session at their local community gym; or a quick jog, swim, or run.

**HOUSING**

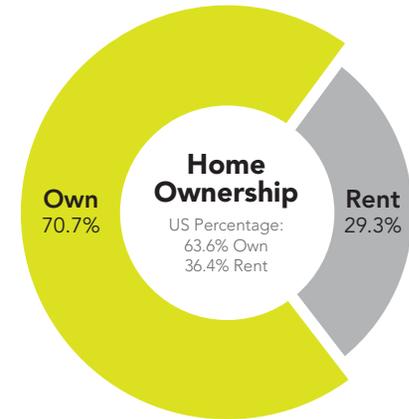
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



**Typical Housing:**  
 Single Family

**Median Value:**  
 \$180,000

US Median: \$177,000



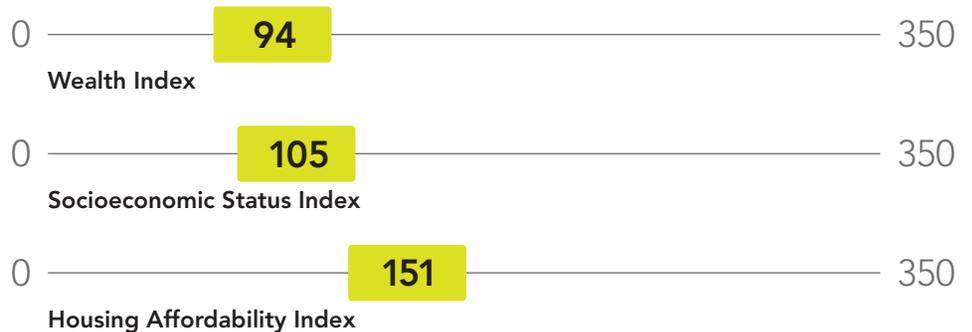
**POPULATION CHARACTERISTICS**

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



**ESRI INDEXES**

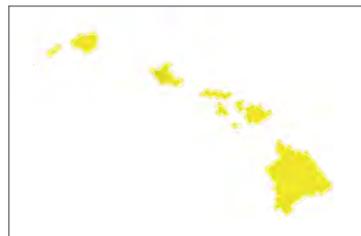
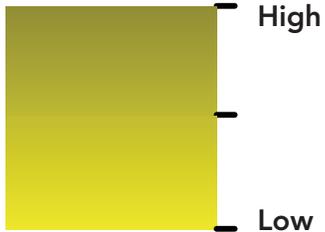
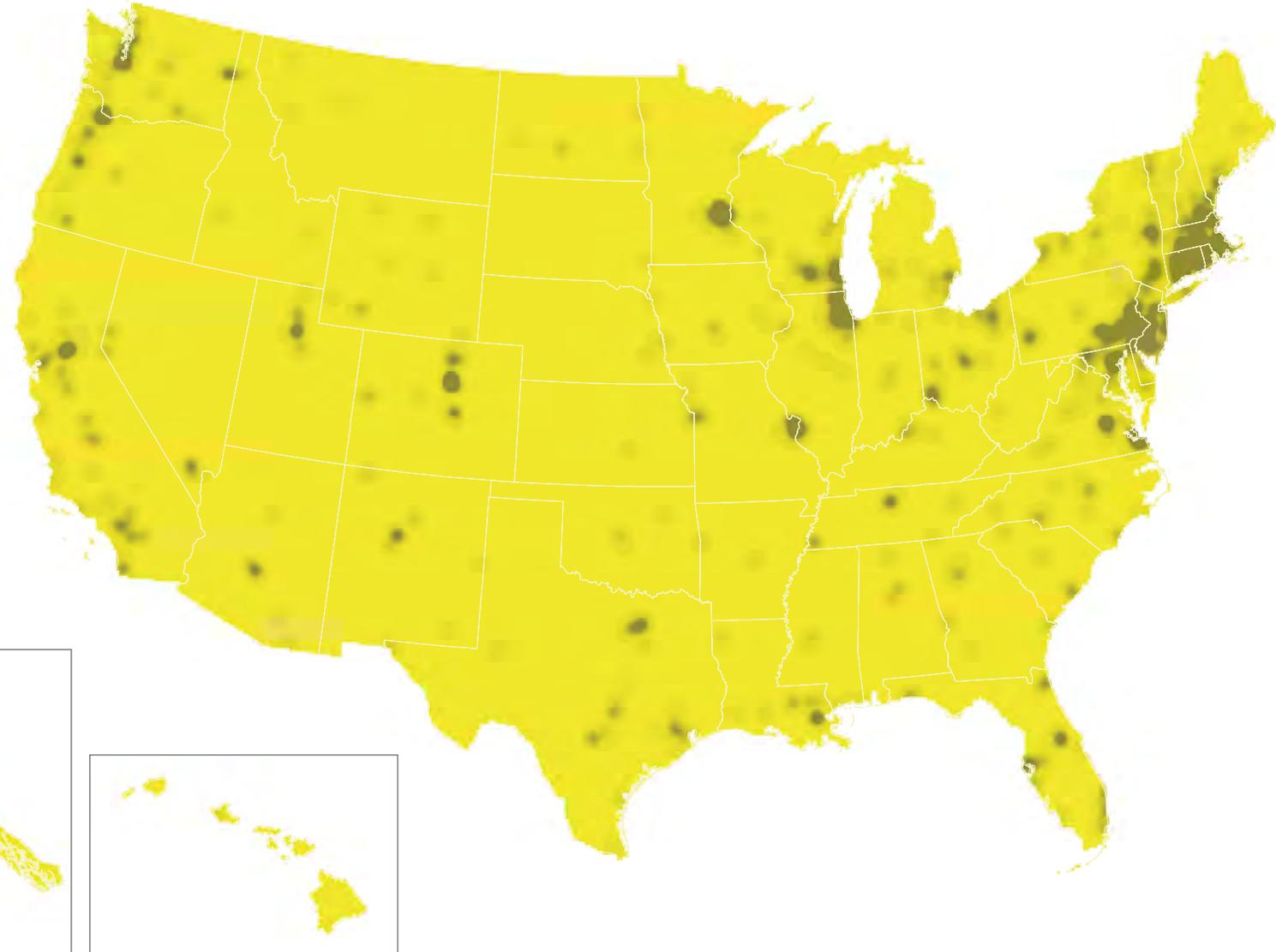
Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





### SEGMENT DENSITY

This map illustrates the density and distribution of the *Parks and Rec* Tapestry Segment by households.





LifeMode Group: Middle Ground

# Bright Young Professionals

8C

**Households:** 2,613,000

**Average Household Size:** 2.40

**Median Age:** 32.2

**Median Household Income:** \$50,000

## 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. 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 56% of the households rent; 44% 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 55% of the housing stock (row housing (Index 182), buildings with 5–19 units (Index 277)); 44% built 1980–99.
- Average rent is slightly higher than the US (Index 102).
- Lower vacancy rate is at 8.9%.

## SOCIOECONOMIC TRAITS

- Education completed: 36% with some college or an associate's degree, 30% with a bachelor's degree or higher. Education in progress is 10% (Index 127).
- Unemployment rate is lower at 7.1%, and labor force participation rate of 73% 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.



Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.



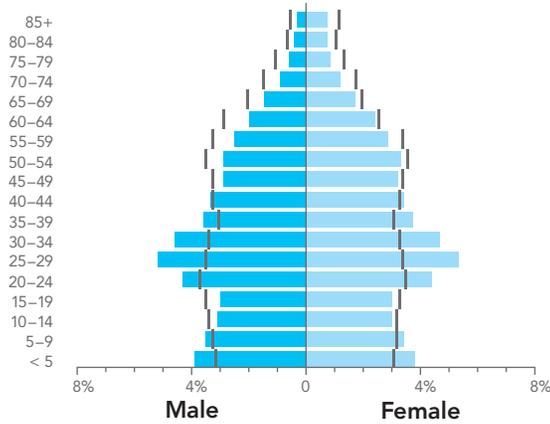
# Bright Young Professionals



## AGE BY SEX (Esri data)

Median Age: **32.2** US: 37.6

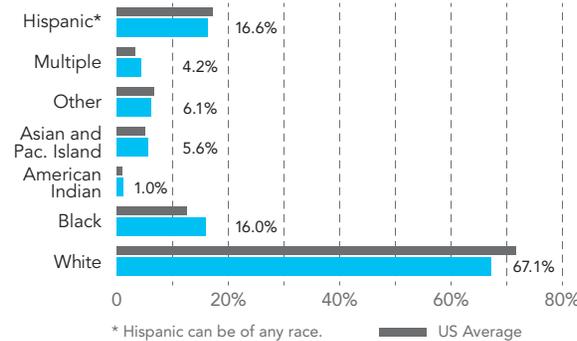
I Indicates US



## 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: **65.4** US: 62.1



## 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

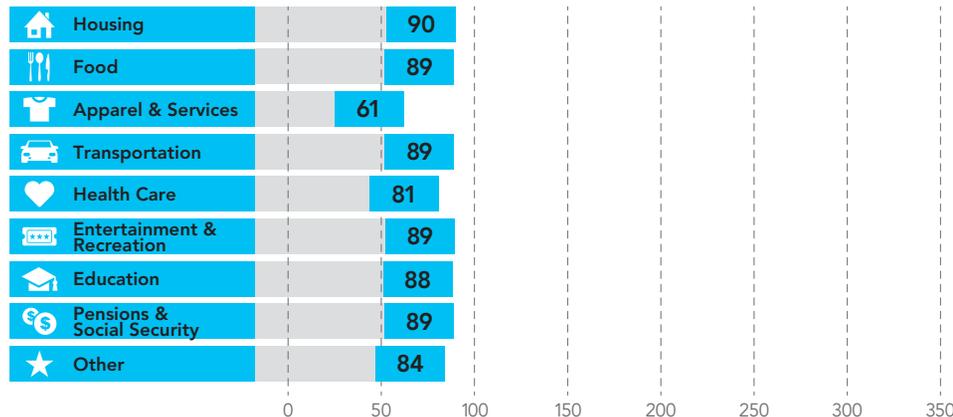


### Median Net Worth



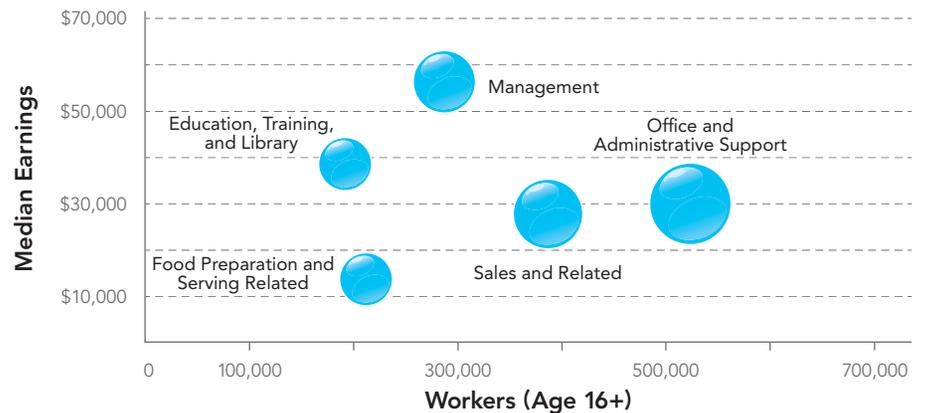
## AVERAGE HOUSEHOLD BUDGET INDEX

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.



## 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.





## MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Own US savings bonds.
- Own newer computers (desktop, laptop, or both), iPods, and 2+ TVs.
- Go online to do banking, access YouTube or Facebook, visit blogs, 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 zoo, and renting DVDs from Redbox or Netflix.
- Read sports magazines and participate in a variety of sports, including backpacking, basketball, football, bowling, Pilates, weight lifting, and yoga.
- Eat out often at fast-food and family restaurants.

## HOUSING

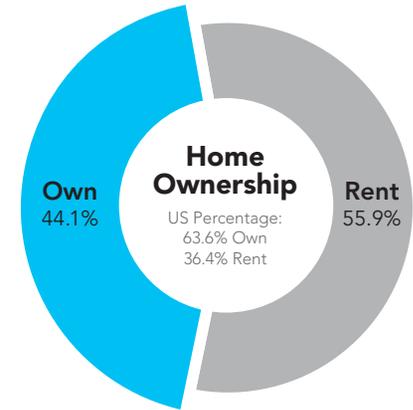
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



**Typical Housing:**  
Single Family;  
Multiunits

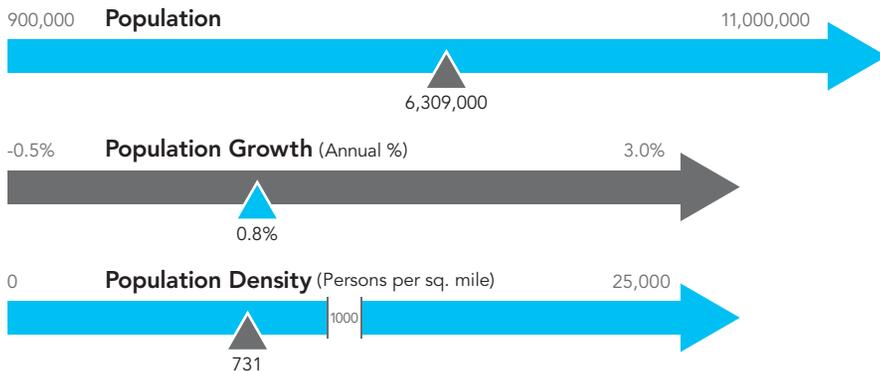
**Average Rent:**  
\$1,000

US Average: \$990



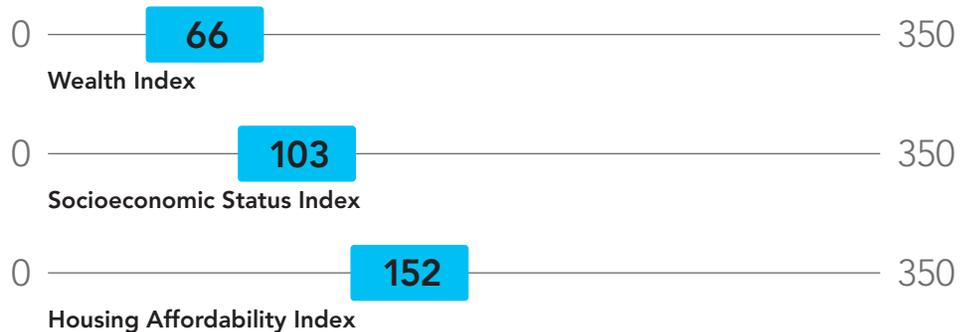
## POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



## ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





LifeMode Group: Middle Ground

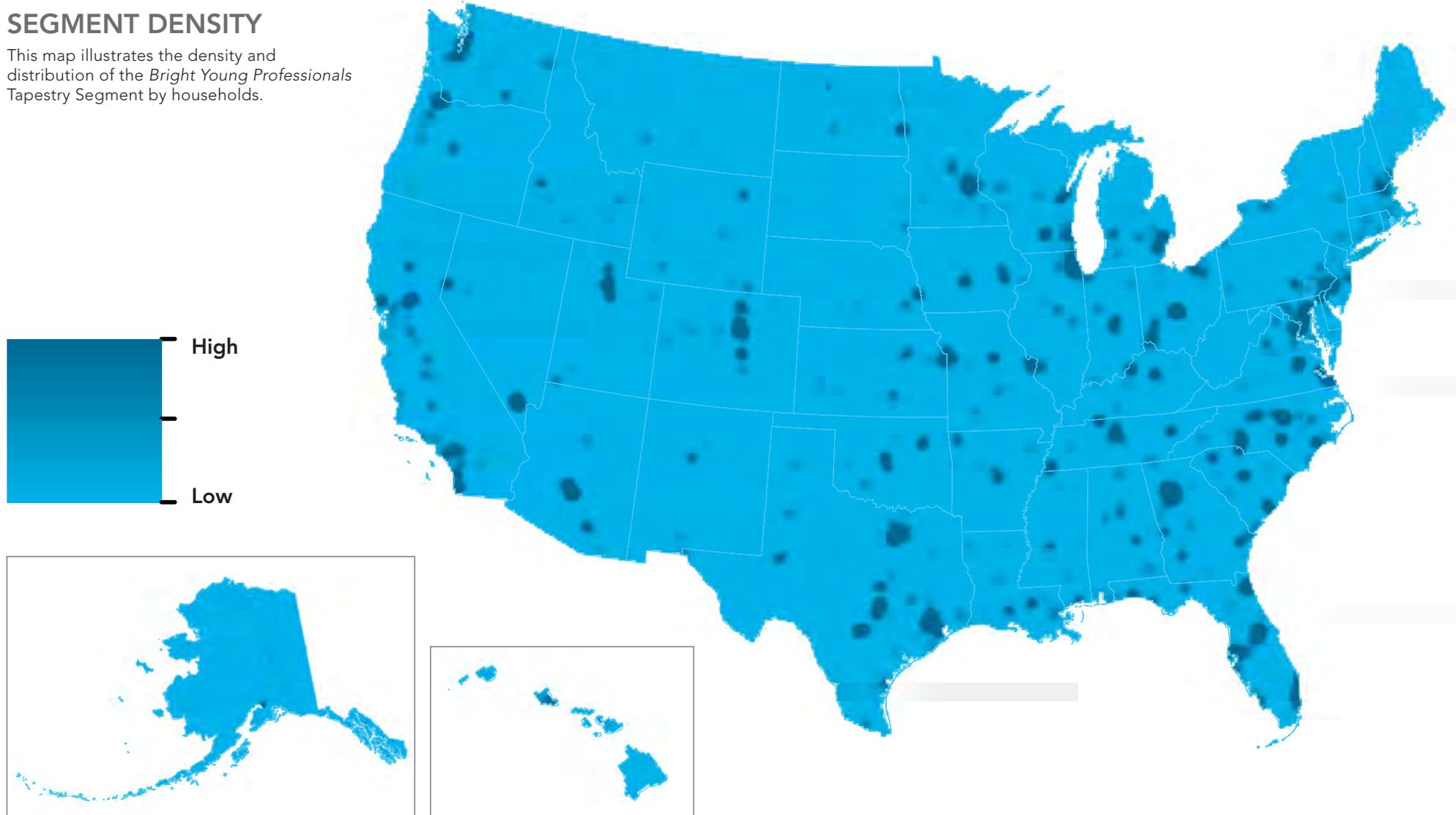
# Bright Young Professionals



TAPESTRY  
SEGMENTATION  
[esri.com/tapestry](http://esri.com/tapestry)

## SEGMENT DENSITY

This map illustrates the density and distribution of the *Bright Young Professionals* Tapestry Segment by households.



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[esri.com](http://esri.com)





LifeMode Group: Senior Styles

# Retirement Communities



**Households:** 1,451,000

**Average Household Size:** 1.86

**Median Age:** 52.0

**Median Household Income:** \$35,000

## WHO ARE WE?

*Retirement Communities* neighborhoods are evenly distributed across the country. They combine single-family homes and independent living with apartments, assisted living, and continuous care nursing facilities. Over half of the housing units are in multiunit structures, and the majority of residents have a lease. This group enjoys watching cable TV and stays up-to-date with newspapers and magazines. Residents take pride in fiscal responsibility and keep a close eye on their finances. Although income and net worth are well below national averages, residents enjoy going to the theater, golfing, and taking vacations. While some residents enjoy cooking, many have paid their dues in the kitchen and would rather dine out.

## OUR NEIGHBORHOOD

- Much of the housing was built in the 1970s and 1980s—a mix of single-family homes and large multiunit structures that function at various levels of senior care.
- Small household size; many residents have outlived their partners and live alone.
- Over half of the homes are renter occupied.
- Average rent is slightly below the US average.
- One in five households has no vehicle.

## SOCIOECONOMIC TRAITS

- Brand loyal, this segment will spend a little more for their favorite brands, but most likely they will have a coupon.
- Frugal, they pay close attention to finances.
- They prefer reading magazines over interacting with computers.
- They are health conscious and prefer name brand drugs.



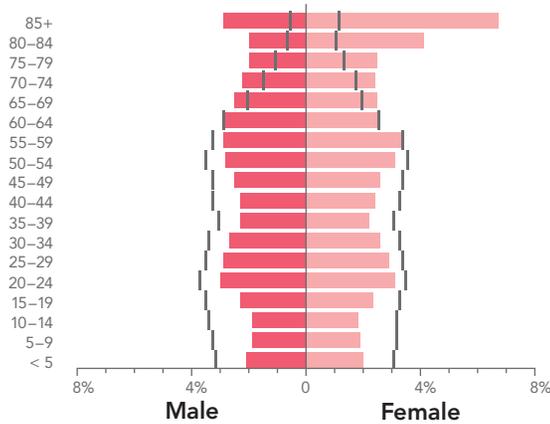
Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.



## AGE BY SEX (Esri data)

Median Age: **52.0** US: 37.6

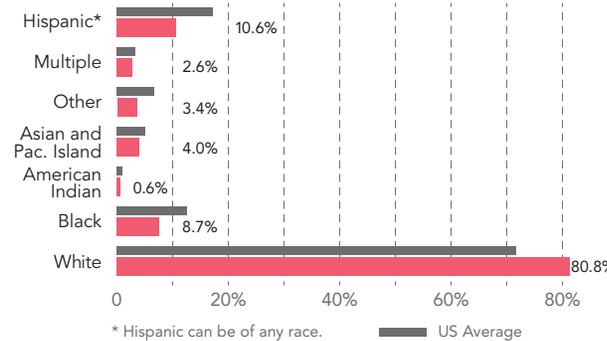
I Indicates US



## RACE AND ETHNICITY (Esri data)

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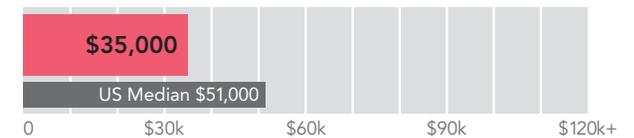
Diversity Index: **46.4** US: 62.1



## 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

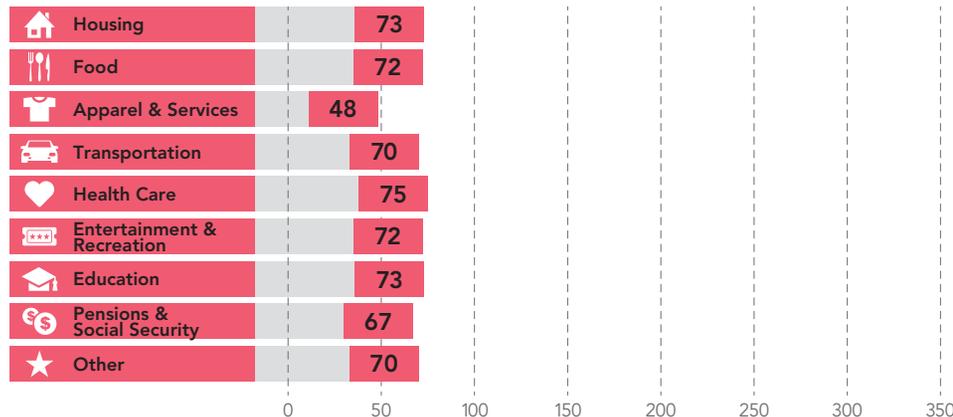


### Median Net Worth



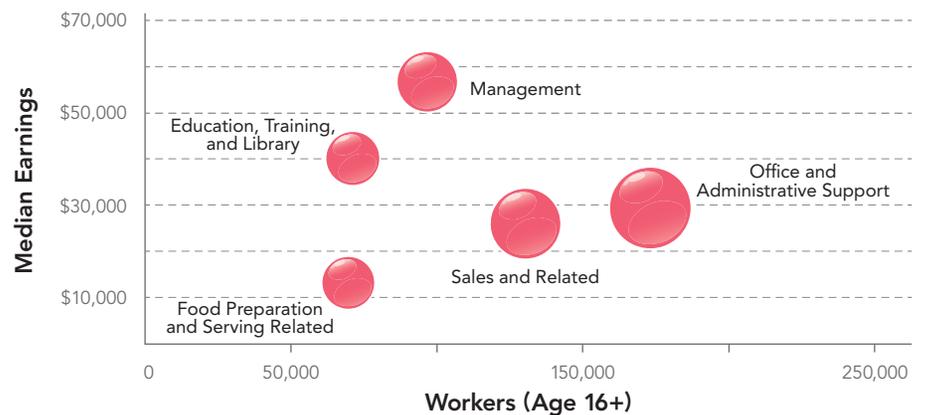
## AVERAGE HOUSEHOLD BUDGET INDEX

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## 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.





## MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Enjoy hard-cover books, book clubs, crossword puzzles, and Sudoku.
- Contribute to political organizations and other groups.
- Entertainment preferences: bingo, opera, and the theater.
- Watch QVC, Golf Channel, CNN, and sports on TV.
- Like to travel—including visits to foreign countries.
- Shop at large department stores for convenience.

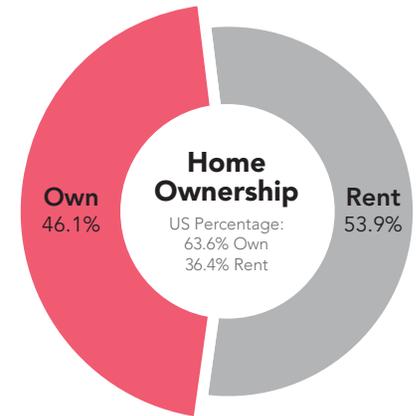
## HOUSING

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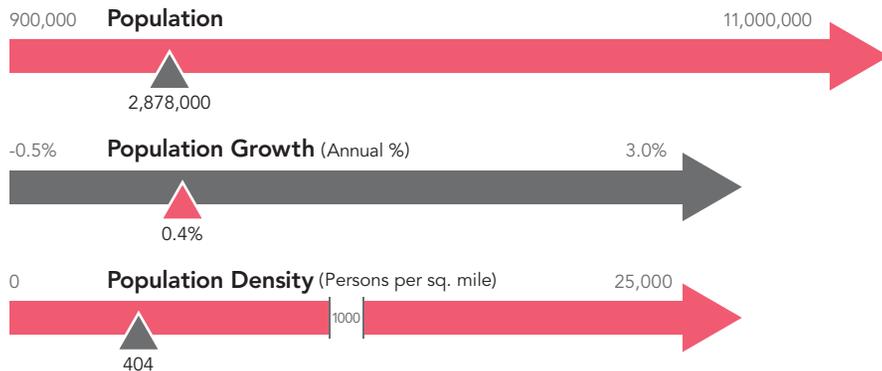
**Typical Housing:**  
Multiunits;  
Single Family

**Average Rent:**  
\$980  
US Average: \$990



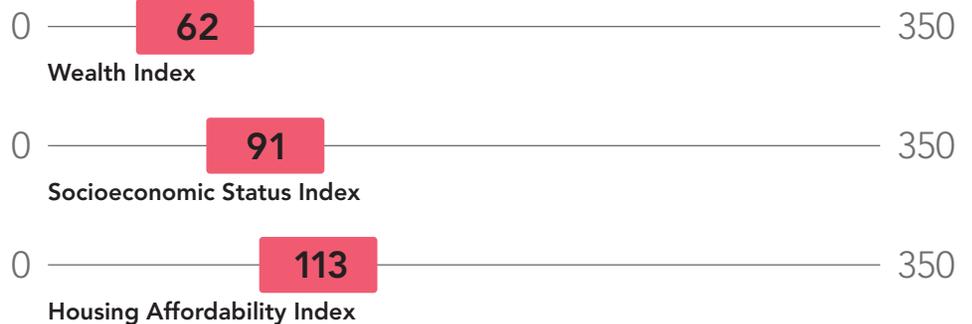
## POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



## ESRI INDEXES

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LifeMode Group: Senior Styles

# Retirement Communities

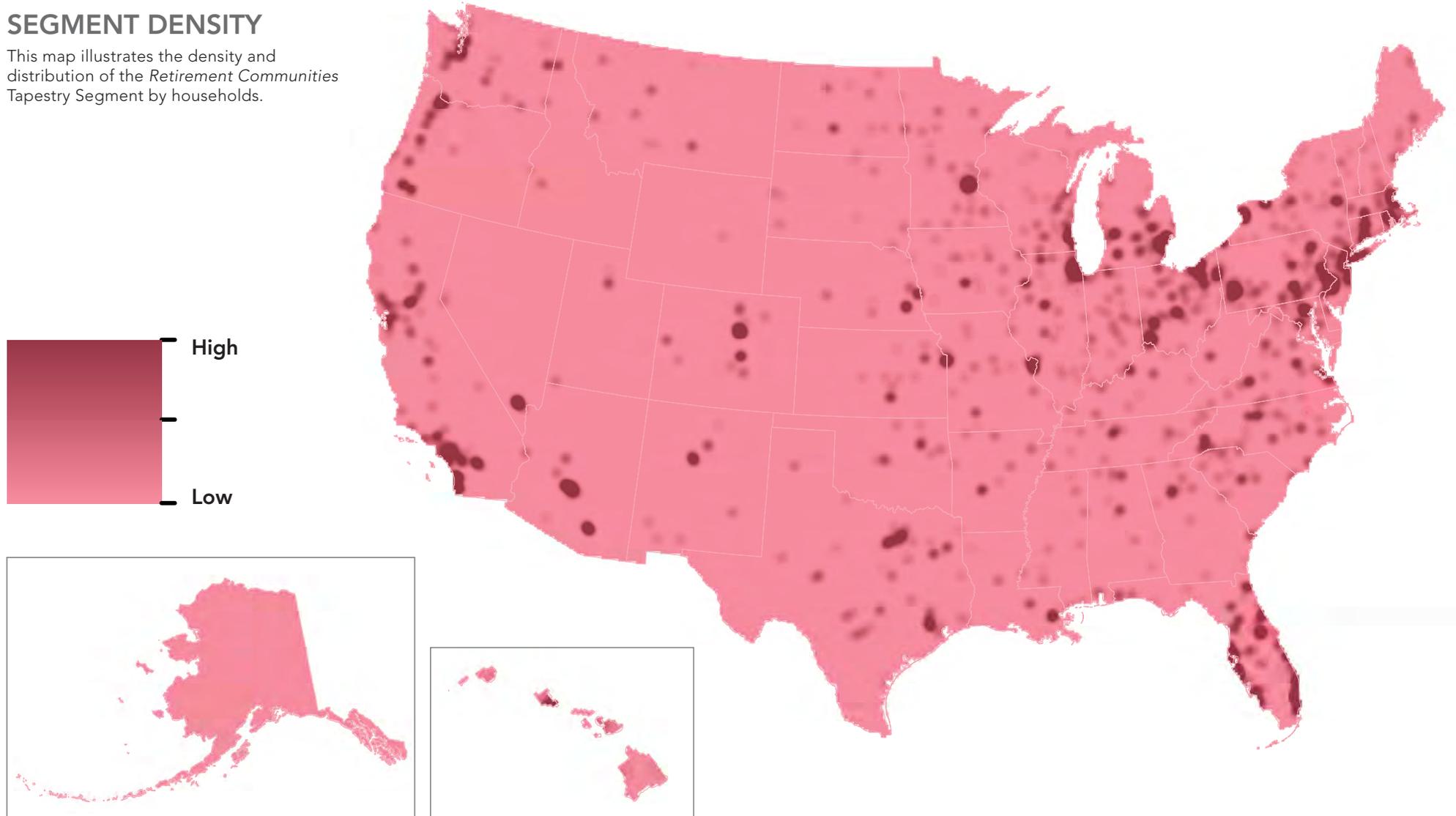


TAPESTRY  
SEGMENTATION

[esri.com/tapestry](http://esri.com/tapestry)

## SEGMENT DENSITY

This map illustrates the density and distribution of the *Retirement Communities* Tapestry Segment by households.



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LifeMode Group: Ethnic Enclaves

# Up and Coming Families

7A

**Households:** 2,562,000

**Average Household Size:** 3.10

**Median Age:** 30.7

**Median Household Income:** \$64,000

## WHO ARE WE?

*Up and Coming Families* is a market in transition—residents are younger and more mobile and ethnically diverse than the previous generation. They are ambitious, working hard to get ahead, and willing to take some risks to achieve their goals. The recession has impacted their financial well-being, but they are optimistic. Their homes are new; their families are young. And this is one of the fastest-growing markets in the country.

## OUR NEIGHBORHOOD

- New suburban periphery: new families in new housing subdivisions.
- Building began in the housing boom of the 2000s and continues in this fast-growing market.
- Single-family homes with a median value of \$174,000 and a lower vacancy rate.
- The price of affordable housing; longer commute times (Index 116).

## SOCIOECONOMIC TRAITS

- Education: 66% have some college education or degree(s).
- Hard-working labor force with a participation rate of 71% (Index 114) and low unemployment at 7% (Index 81).
- Most households (63%) have 2 or more workers.
- Careful shoppers, aware of prices, willing to shop around for the best deals and open to influence by others' opinions.
- Seek the latest and best in technology.
- Young families still feathering the nest and establishing their style.



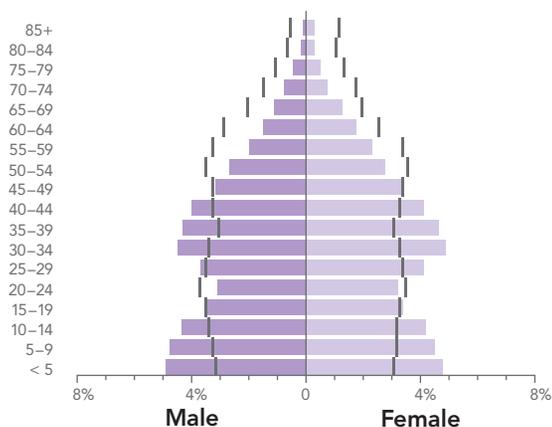
Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.

# Up and Coming Families

## AGE BY SEX (Esri data)

Median Age: **30.7** US: 37.6

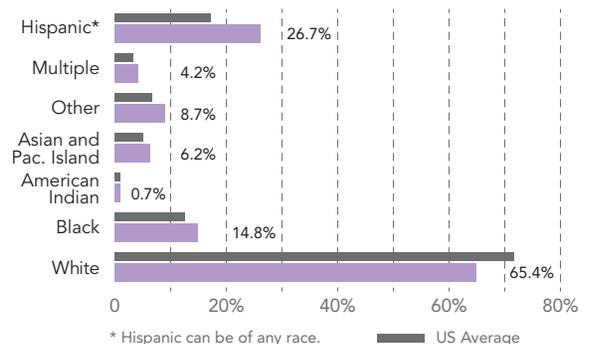
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## RACE AND ETHNICITY (Esri data)

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Diversity Index: **72.4** US: 62.1



## INCOME AND NET WORTH

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### Median Household Income

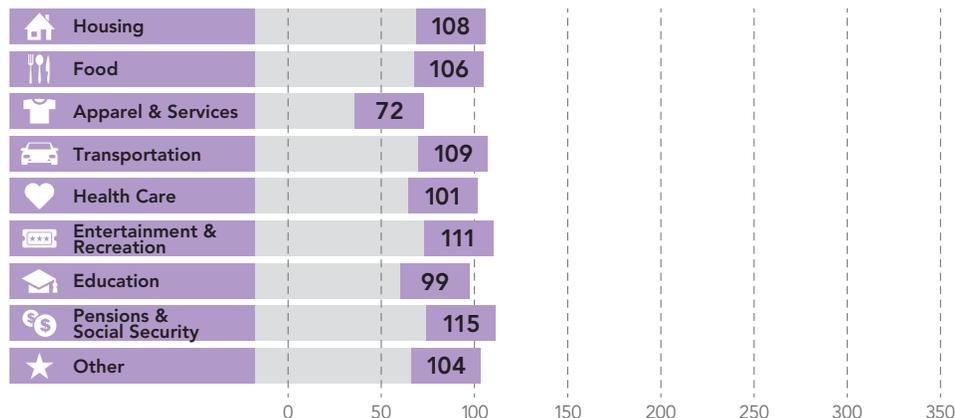


### Median Net Worth



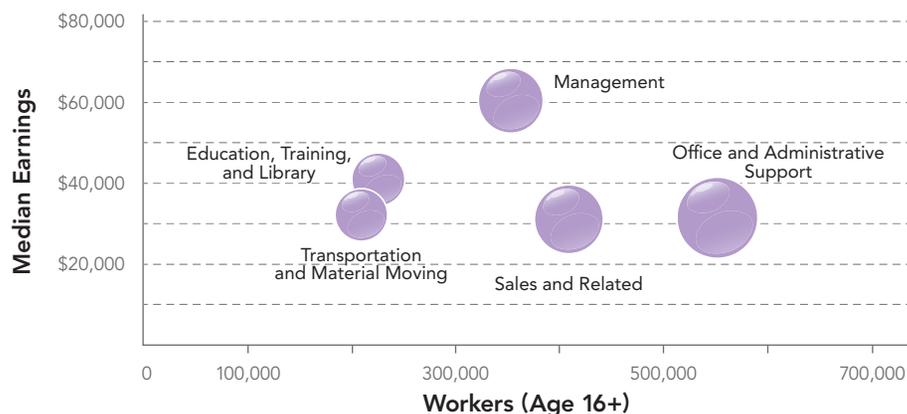
## AVERAGE HOUSEHOLD BUDGET INDEX

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## 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.





## MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Rely on the Internet for entertainment, information, shopping, and banking.
- Prefer imported SUVs or compact cars, late models.
- Carry debt from credit card balances to student loans and mortgages, but also maintain retirement plans and make charitable contributions.
- Busy with work and family; use home and landscaping services to save time.
- Find leisure in family activities, movies at home, trips to theme parks or the zoo, and sports, from backpacking and baseball to weight lifting and yoga.

## HOUSING

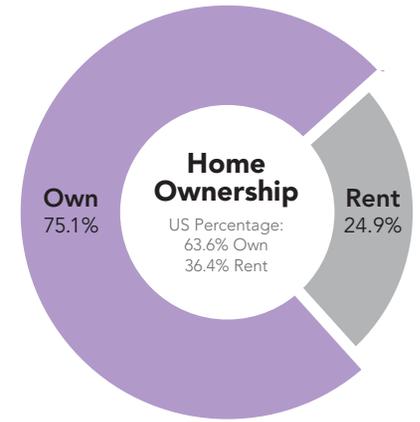
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**Typical Housing:**  
Single Family

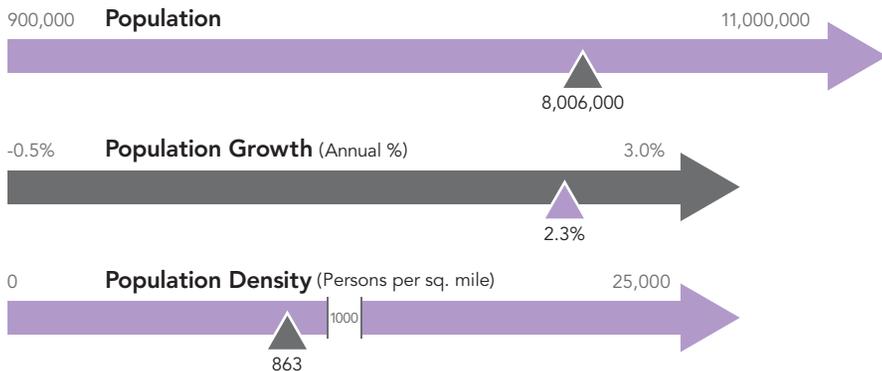
**Median Value:**  
\$174,000

US Median: \$177,000



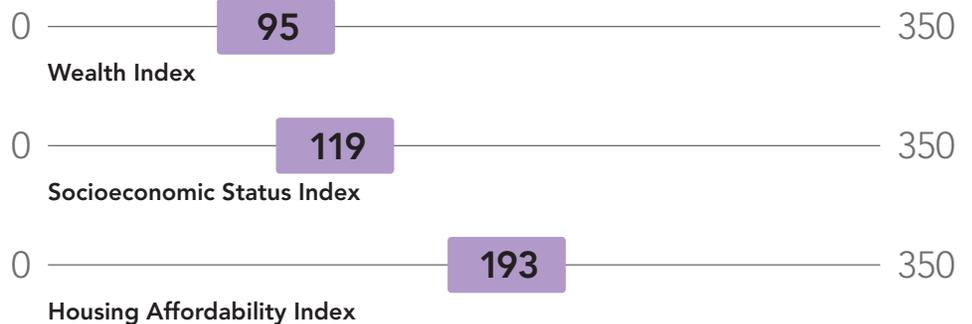
## POPULATION CHARACTERISTICS

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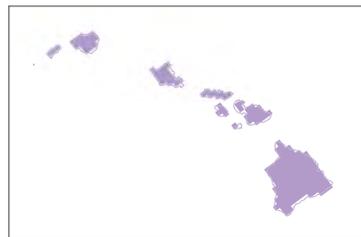
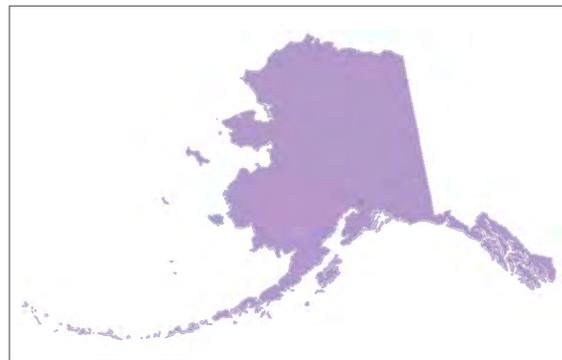
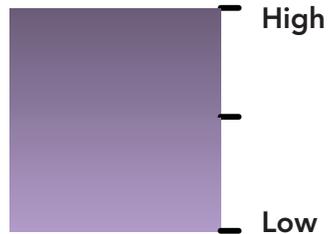
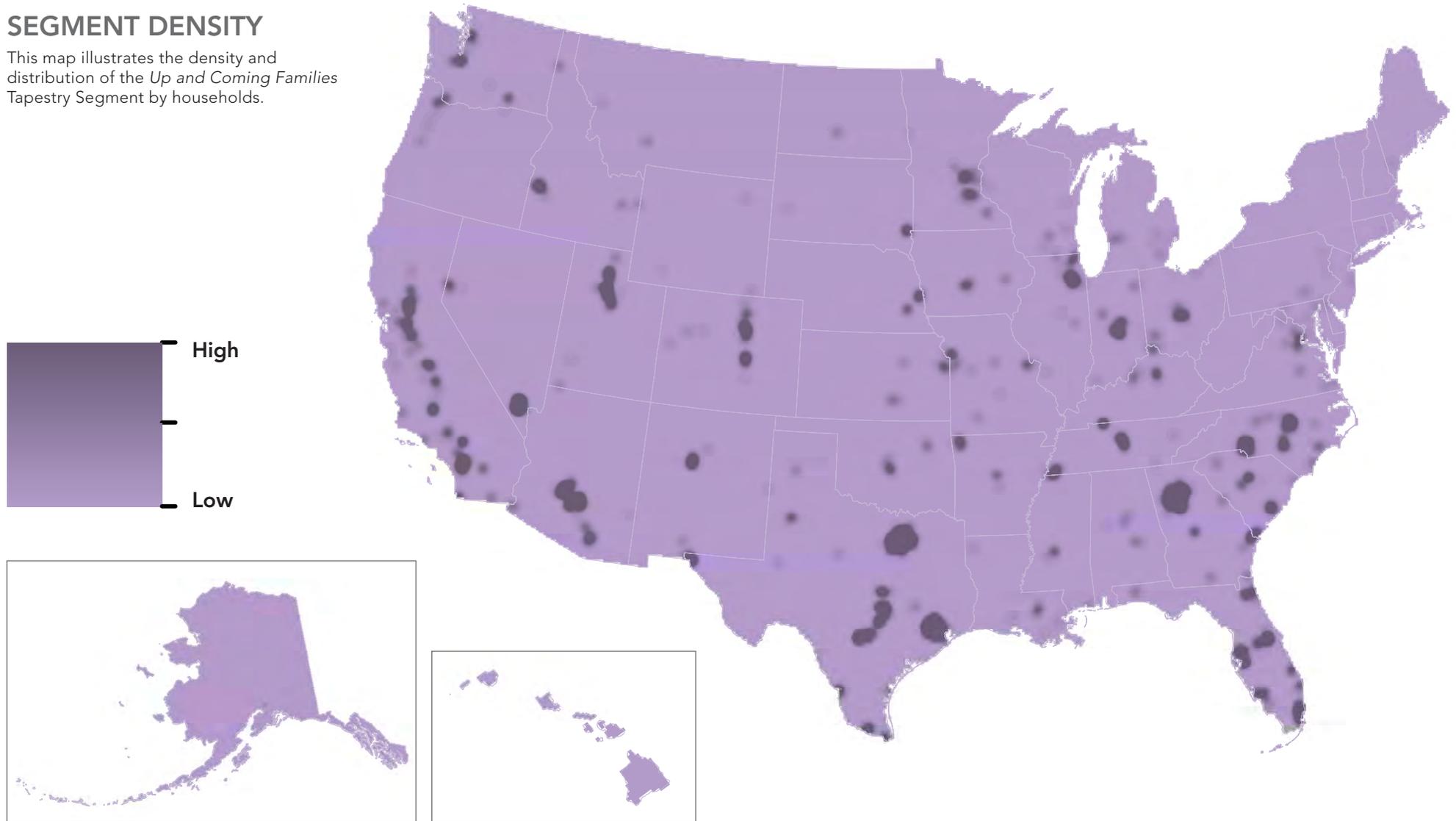


# Up and Coming Families



## SEGMENT DENSITY

This map illustrates the density and distribution of the *Up and Coming Families* Tapestry Segment by households.



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