SECONDARY RETAIL TRADE AREA PSYCHOGRAPHIC PROFILE

Norman, Oklahoma

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City of Norman
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TheRetailCoach®

Secondary 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?

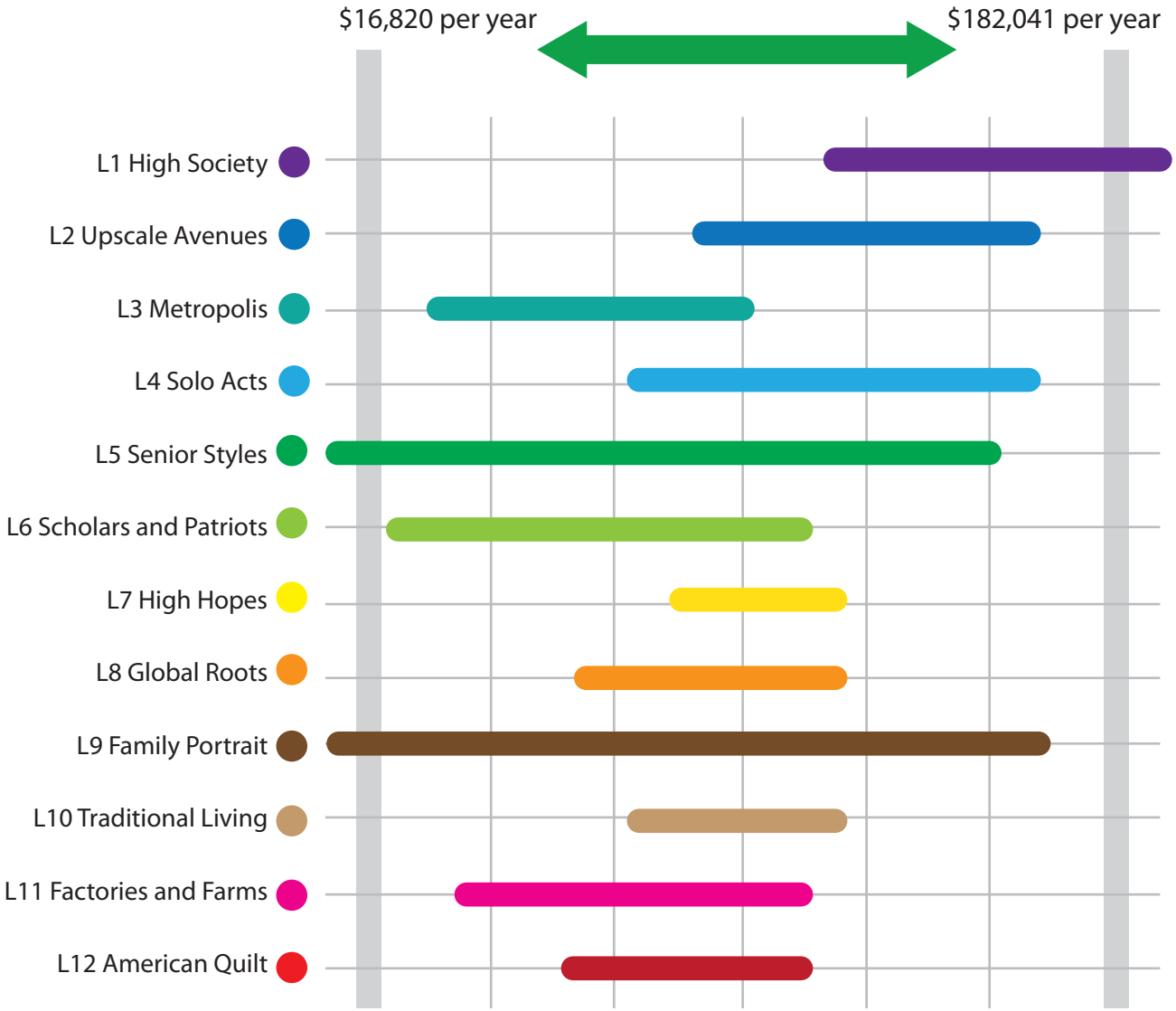
All companies, agencies, and organizations need to understand consumers/constituents in order to supply them with the right products and services and to reach them via their preferred media. These applications require a robust segmentation system that can accurately profile these diverse markets. The 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

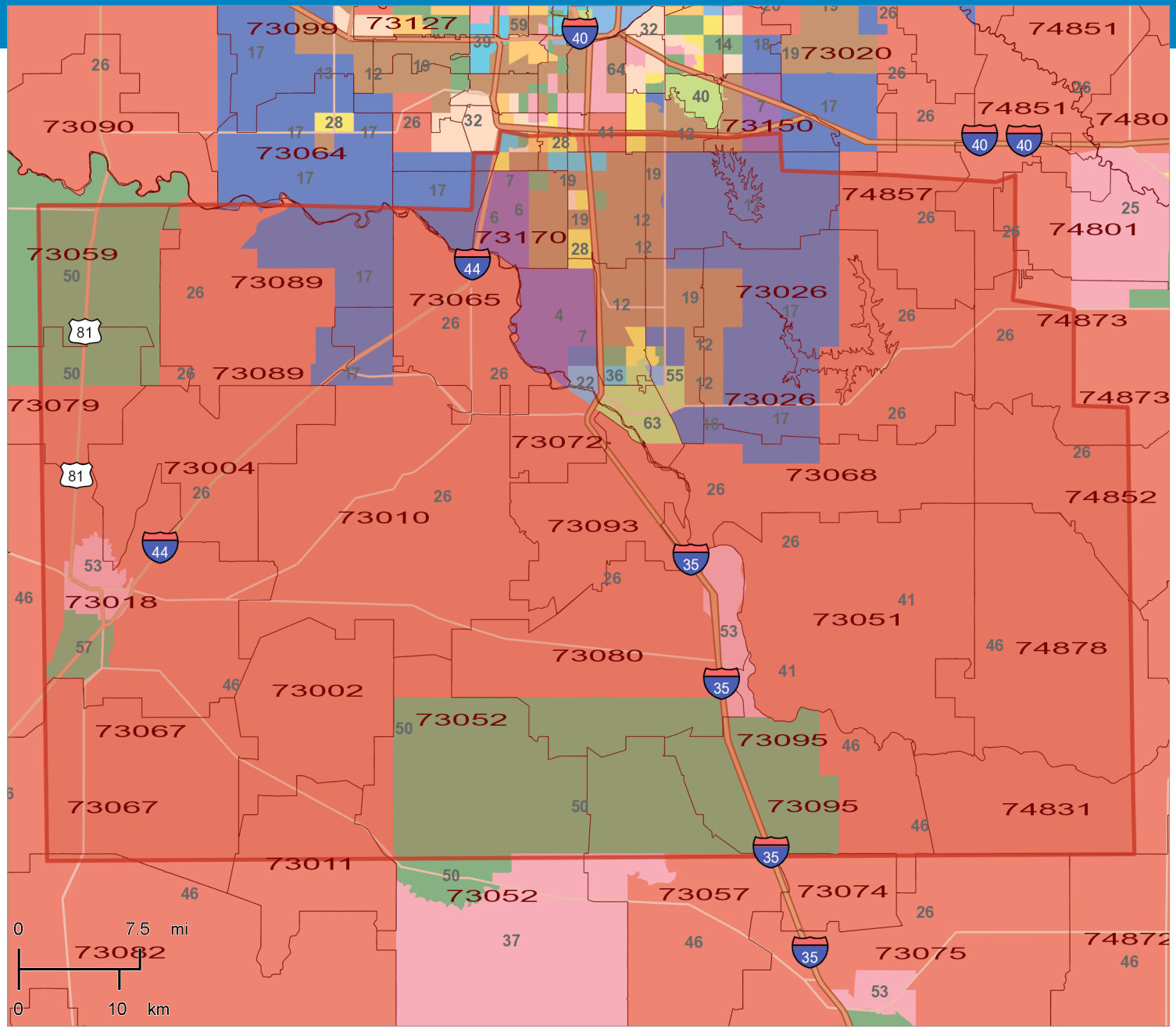
Income Range of LifeMode Summary Groups



Secondary 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



Secondary Retail Trade Area | Top Tapestry Segments

Norman, Oklahoma

	TAPESTRY SEGMENTATION	HOUSEHOLDS PERCENT	CUMULATIVE PERCENT	US HOUSEHOLDS PERCENT	CUMULATIVE PERCENT	INDEX
1	19. Milk and Cookies	13.6%	13.6%	2.2%	2.2%	614
2	26. Midland Crowd	12.5%	26.1%	3.2%	5.4%	387
3	12. Up and Coming Families	9.1%	35.2%	4.1%	9.5%	221
4	55. College Towns	5.9%	41.1%	0.9%	10.4%	627
5	17. Green Acres	5.7%	46.8%	3.1%	13.5%	183
	Subtotal	**46.8%**		**13.5%**		
6	48. Great Expectations	4.3%	51.1%	1.7%	15.2%	253
7	32. Rustbelt Traditions	3.7%	54.8%	2.4%	17.6%	155
8	39. Young and Restless	3.2%	58.0%	1.5%	19.1%	215
9	07. Exurbanites	3.1%	61.1%	2.5%	21.6%	126
10	22. Metropolitans	2.9%	64.0%	1.4%	23.0%	207
	Subtotal	**17.2%**		**9.5%**		
11	28. Aspiring Young Families	2.9%	66.9%	2.3%	25.3%	124
12	53. Home Town	2.9%	69.8%	1.4%	26.7%	202
13	14. Prosperous Empty Nesters	2.7%	72.5%	2.1%	28.8%	128
14	50. Heartland Communities	2.6%	75.1%	2.0%	30.8%	128
15	46. Rooted Rural	2.1%	77.2%	2.3%	33.1%	90
	Subtotal	**13.2%**		**10.1%**		
16	06. Sophisticated Squires	2.1%	79.3%	2.5%	35.6%	84
17	16. Enterprising Professionals	2.0%	81.3%	1.9%	37.5%	105
18	36. Old and Newcomers	2.0%	83.3%	2.0%	39.5%	97
19	57. Simple Living	1.8%	85.1%	1.4%	40.9%	129
20	63. Dorms to Diplomas	1.8%	86.9%	0.5%	41.4%	355
	Subtotal	**9.7%**		**8.3%**		
	Total	**86.7%**		**41.6%**		**209**

19. Milk and Cookies – 13.6%
Norman, Oklahoma

19 Milk and Cookies

Segment Code 19
Segment Name .....*Milk and Cookies*
LifeMode Summary Group .....L9 *Family Portrait*
Urbanization Summary Group ....U3 *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.

26. Midland Crowd – 12.5%
Norman, Oklahoma

26 Midland Crowd

Segment Code 26
Segment Name .....*Midland Crowd*
LifeMode Summary Group .....L12 *American Quilt*
Urbanization Summary Group ....U10 *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.

12. Up and Coming Families – 9.1%
Norman, Oklahoma

12 Up and Coming Families

Segment Code 12
Segment Name .....*Up and Coming Families*
LifeMode Summary Group .....L9 *Family Portrait*
Urbanization Summary Group ....U7 *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 midsized 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.

55. College Towns – 5.9%
Norman, Oklahoma

55 College Towns

Segment Code 55
Segment Name .....*College Towns*
LifeMode Summary Group .....L6 *Scholars and Patriots*
Urbanization Summary Group ....U6 *Urban Outskirts II*

Demographic
With a median age of 24.4 years, College Towns is the third youngest of all the Tapestry segments. Most residents are aged between 18 and 34 years and live in single-person or shared households. One-fourth of households are occupied by married-couple families. The race profile of this market is somewhat similar to the US profile. Approximately three-fourths of the residents are white.

Socioeconomic
College Towns residents are focused on their education; 59 percent are enrolled in college or graduate school. After graduation, other residents stayed on to teach or do research. Because many students only work part-time, the median household income of $31,271 ranks near the low end. The median net worth is $12,027. Fifty-two percent of the employed residents work part-time. This segment ranks second to the Dorms to Diplomas segment for the highest proportion of part-time employment. Most of the employed residents work in the service industry, holding on- and off-campus jobs in educational services, health care, and food preparation.

Residential
One in seven College Towns residents lives in a dorm on campus. Students in off-campus housing live in low-income apartment rentals. Thirty percent of housing is owner-occupied, typically by town residents, who live with their families in single-family dwellings. The median home value is $137,707. One-third of the housing is single-family structures.

Summary

Household/Median Age	Singles, shared/24.4
Median Household Income	$31,271
Employment	Students, professional, management, services
Education	Some college, bachelor, graduate
Housing/Median Home Value	Multiunit rental/$137,707
Race/Ethnicity	White
Lifestyle	Work for political party, candidate; attend college sports events, go to bars

Preferences
Convenience dictates food choices; they usually buy ready-made, easy-to-prepare, or frozen meals, frozen pasta, pizza crusts, and peanut butter and jelly at the closest grocery store. With their busy lifestyles, they frequently eat out or order in from fast-food restaurants, particularly McDonald's, Wendy's, and pizza outlets during the week; however, many cook at home over the weekend. They buy books online and in stores. They have student loans and bank online or by ATM. These computer-savvy students own laptop computers or expensive desktop personal computers and the peripherals to match. Connecting to the Internet is essential; they go online to research assignments, look for jobs, check e-mail, and download music. Keeping in touch is also important; they buy and use cell phones and accessories.

New to living on their own, many College Towns residents purchase bedding, bath, and cooking products. They own few appliances but, at a minimum, have a microwave oven, a toaster, and an upright vacuum cleaner. Their lifestyle is very casual. They rank high for participating in nearly every outdoor sport and athletic activity.

College Towns residents attend country music and rock concerts and college basketball and football games, play pool, and go to movies and bars. They also participate in public activities including fund-raising and volunteer work. They usually listen to alternative music on their MP3 players, tune in to public radio, and watch MTV and Comedy Central on cable TV. They shop at discount stores but prefer to buy branded clothes from Old Navy, Gap, and Target.

17. Green Acres – 5.7%
Norman, Oklahoma

17 Green Acres

Segment Code 17
Segment Name .....*Green Acres*
LifeMode Summary Group .....L2 *Upscale Avenues*
Urbanization Summary Group ....U10 *Rural I*

Demographic
Seventy-one percent of the households in Green Acres neighborhoods are married couples with and without children. Many families are blue-collar Baby Boomers, many with children aged 6–17 years. With more than 10 million people, Green Acres represents Tapestry Segmentation's third largest segment, currently more than 3 percent of the US population and growing by 1.92 percent annually. The median age is 41 years. This segment is not ethnically diverse; 92 percent of the residents are white.

Socioeconomic
Educated and hard-working, more than one-fourth of Green Acres residents hold a bachelor's or graduate degree; more than half have attended college. Labor force participation is 67.5 percent, with higher employment concentrations in the manufacturing, construction, health care, and retail trade industry sectors. Occupation distributions are similar to those of the United States. Seventeen percent of the households earn income from self-employment ventures. The median household income is $63,430; the median net worth is $174,417.

Residential
Although Green Acres neighborhoods are located throughout the country, they are found primarily in the Midwest and South, with the highest concentrations in Michigan, Ohio, and Pennsylvania. A "little bit country," these residents live in pastoral settings of developing suburban fringe areas. Home ownership is at 86 percent, and median home value is $179,073. Typical of rural residents, Green Acres households own multiple vehicles; 78 percent own two or more vehicles.

Summary

Household/Median Age	Married-couple families/41.0
Median Household Income	$63,430
Employment	Professional, management, skilled
Education	Some college
Housing/Median Home Value	Single Family/$179,073
Race/Ethnicity	White
Lifestyle	Do gardening; attend country music shows

Preferences
Country living describes the lifestyle of Green Acres residents. Pet dogs or cats are considered part of the family. These do-it-yourselfers maintain and remodel their homes; projects include roofing and installing carpet or insulation. They own all the necessary power tools, including routers, welders, sanders, and various saws, to finish their projects. Residents also have the right tools to maintain their lawns, flower gardens, and vegetable gardens. They own riding lawn mowers, garden tillers, tractors, and even separate home freezers for the harvest. Continuing the do-it-yourself mode, it is not surprising that Green Acres is the top market for owning a sewing machine. A favorite pastime is using their ice cream maker to produce homemade ice cream. They prefer motorcycles and full-size pickup trucks.

For exercise, Green Acres residents ride their mountain bikes and go fishing, canoeing, and kayaking. They also ride horseback and go power boating, bird watching, target shooting, hunting, motorcycling, and bowling. They listen to auto racing and country music on the radio and read fishing and hunting magazines. Many own satellite dishes so they can watch news programs, the Speed Channel, and auto racing on TV. A favorite channel is Country Music Television.

Secondary Retail Trade Area | Tapestry LifeMode Groups

Norman, Oklahoma

TAPESTRY LIFEMODE GROUPS	2013 HOUSEHOLDS NUMBER	PERCENT	INDEX	2013 POPULATION NUMBER	PERCENT	INDEX
Total:	**141,301**	**100.0%**		**367,365**	**100.0%**	
L1. High Society	**9,513**	**6.7%**	**53**	**26,270**	**7.2%**	**52**
01 Top Rung	0	0.0%	0	0	0.0%	0
02 Suburban Splendor	374	0.3%	16	960	0.3%	14
03 Connoisseurs	0	0.0%	0	0	0.0%	0
04 Boomburbs	1,839	1.3%	54	5,315	1.4%	51
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	2,929	2.1%	84	8,533	2.3%	85
07 Exurbanites	4,371	3.1%	126	11,462	3.1%	128
L2. Upscale Avenues	**14,449**	**10.2%**	**77**	**37,304**	**10.2%**	**78**
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	1.7%	74	6,058	1.6%	78
16 Enterprising Professionals	2,807	2.0%	105	6,255	1.7%	102
17 Green Acres	8,003	5.7%	183	21,959	6.0%	188
18 Cozy and Comfortable	1,233	0.9%	39	3,032	0.8%	38
L3. Metropolis	**4,503**	**3.2%**	**60**	**9,798**	**2.7%**	**51**
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitans	4,164	2.9%	207	9,025	2.5%	207
45 City Strivers	0	0.0%	0	0	0.0%	0
51 Metro City Edge	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	339	0.2%	26	773	0.2%	23
L4. Solo Acts	**7,308**	**5.2%**	**70**	**15,015**	**4.1%**	**74**
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0

Secondary 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	2,792	2.0%	97	5,930	1.6%	102
39 Young and Restless	4,516	3.2%	215	9,085	2.5%	211
L5. Senior Styles	**12,452**	**8.8%**	**70**	**32,043**	**8.7%**	**82**
14 Prosperous Empty Nesters	3,765	2.7%	128	8,288	2.3%	118
15 Silver and Gold	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	1,537	1.1%	56	3,849	1.0%	59
30 Retirement Communities	747	0.5%	33	1,461	0.4%	32
43 The Elders	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	163	0.1%	10	3,329	0.9%	93
50 Heartland Communities	3,663	2.6%	128	9,313	2.5%	137
57 Simple Living	2,536	1.8%	129	5,531	1.5%	129
65 Social Security Set	41	0.0%	4	272	0.1%	14
L6. Scholars & Patriots	**10,822**	**7.7%**	**479**	**24,939**	**6.8%**	**372**
40 Military Proximity	0	0.0%	0	0	0.0%	0
55 College Towns	8,306	5.9%	627	18,815	5.1%	583
63 Dorms to Diplomas	2,516	1.8%	355	6,124	1.7%	247
L7. High Hopes	**10,175**	**7.2%**	**178**	**24,833**	**6.8%**	**175**
28 Aspiring Young Families	4,109	2.9%	124	10,299	2.8%	121
48 Great Expectations	6,066	4.3%	253	14,534	4.0%	257
L8. Global Roots	**1,325**	**0.9%**	**11**	**3,306**	**0.9%**	**9**
35 International Marketplace	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
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	908	0.6%	46	2,107	0.6%	43
58 NeWest Residents	0	0.0%	0	0	0.0%	0

Secondary Retail Trade Area | Tapestry LifeMode Groups

Norman, Oklahoma

TAPESTRY LIFEMODE GROUPS	2013 HOUSEHOLDS NUMBER	PERCENT	INDEX	2013 POPULATION NUMBER	PERCENT	INDEX
60 City Dimensions	417	0.3%	34	1,199	0.3%	35
61 High Rise Renters	0	0.0%	0	0	0.0%	0
L9. Family Portrait	**32,108**	**22.7%**	**255**	**87,748**	**23.9%**	**227**
12 Up and Coming Families	12,911	9.1%	221	35,534	9.7%	203
19 Milk and Cookies	19,197	13.6%	614	52,214	14.2%	581
21 Urban Villages	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
L10. Traditional Living	**7,260**	**5.1%**	**64**	**18,158**	**4.9%**	**65**
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	5,275	3.7%	155	13,869	3.8%	162
33 Midlife Junction	1,985	1.4%	55	4,289	1.2%	51
34 Family Foundations	0	0.0%	0	0	0.0%	0
L11. Factories & Farms	**8,345**	**5.9%**	**63**	**21,917**	**6.0%**	**65**
25 Salt of the Earth	2,218	1.6%	59	5,783	1.6%	60
37 Prairie Living	926	0.7%	56	2,385	0.6%	57
42 Southern Satellites	1,163	0.8%	31	3,181	0.9%	33
53 Home Town	4,038	2.9%	202	10,568	2.9%	206
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
L12. American Quilt	**23,032**	**16.3%**	**188**	**62,370**	**17.0%**	**198**
26 Midland Crowd	17,612	12.5%	387	48,040	13.1%	392
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
41 Crossroads	2,476	1.8%	121	6,742	1.8%	119
46 Rooted Rural	2,944	2.1%	90	7,588	2.1%	93
66 Unclassified	9	0.0%	390	3,664	1.0%	314

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: 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: 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.

C. Kelly Cofer
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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.

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