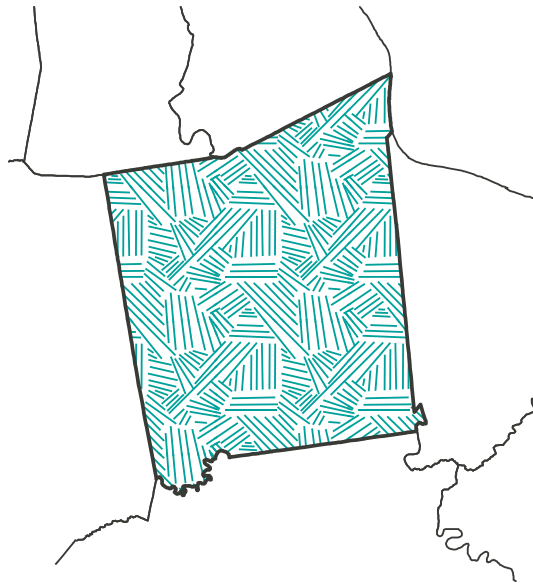# Request for Qualifications

Redevelopment of the former Klee property
17 Ridgeway Ave./U.S. 27, Falmouth, KY

Appendix 2: Pendleton County Demographic & Tapestry Profile
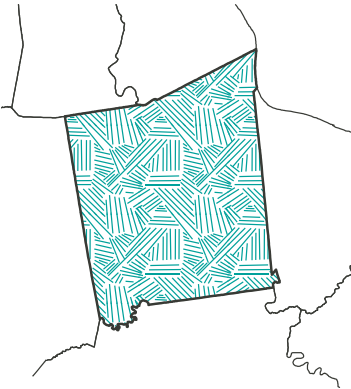
Demographic & Tapestry
Profile

Pendleton County, Kentucky
August 2020

the
catalytic
fund

Contents

Pendleton County

Community Profile

Community Profile

Pendleton County
Area: 281.92 square miles

Prepared by Esri

Population Summary	
2000 Total Population	14,390
2010 Total Population	14,877
2020 Total Population	15,292
2020 Group Quarters	215
2025 Total Population	15,490
2020-2025 Annual Rate	0.26%
2020 Total Daytime Population	13,089
Workers	4,010
Residents	9,079
Household Summary	
2000 Households	5,170
2000 Average Household Size	2.75
2010 Households	5,494
2010 Average Household Size	2.67
2020 Households	5,667
2020 Average Household Size	2.66
2025 Households	5,747
2025 Average Household Size	2.66
2020-2025 Annual Rate	0.28%
2010 Families	4,061
2010 Average Family Size	3.08
2020 Families	4,131
2020 Average Family Size	3.08
2025 Families	4,171
2025 Average Family Size	3.08
2020-2025 Annual Rate	0.19%
Housing Unit Summary	
2000 Housing Units	5,756
Owner Occupied Housing Units	70.0%
Renter Occupied Housing Units	19.8%
Vacant Housing Units	10.2%
2010 Housing Units	6,339
Owner Occupied Housing Units	66.5%
Renter Occupied Housing Units	20.2%
Vacant Housing Units	13.3%
2020 Housing Units	6,462
Owner Occupied Housing Units	67.9%
Renter Occupied Housing Units	19.8%
Vacant Housing Units	12.3%
2025 Housing Units	6,574
Owner Occupied Housing Units	67.7%
Renter Occupied Housing Units	19.7%
Vacant Housing Units	12.6%
Median Household Income	
2020	$50,893
2025	$52,980
Median Home Value	
2020	$139,605
2025	$168,572
Per Capita Income	
2020	$23,302
2025	$25,354
Median Age	
2010	39.4
2020	41.4
2025	42.7

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

August 04, 2020

Community Profile

Pendleton County
Area: 281.92 square miles

Prepared by Esri

2020 Households by Income	
Household Income Base	5,667
<$15,000	12.1%
$15,000 - $24,999	11.0%
$25,000 - $34,999	12.6%
$35,000 - $49,999	13.2%
$50,000 - $74,999	20.6%
$75,000 - $99,999	13.2%
$100,000 - $149,999	12.7%
$150,000 - $199,999	3.1%
$200,000+	1.5%
Average Household Income	$62,832
2025 Households by Income	
Household Income Base	5,747
<$15,000	11.2%
$15,000 - $24,999	10.3%
$25,000 - $34,999	12.1%
$35,000 - $49,999	12.8%
$50,000 - $74,999	20.5%
$75,000 - $99,999	13.6%
$100,000 - $149,999	14.1%
$150,000 - $199,999	3.7%
$200,000+	1.7%
Average Household Income	$68,290
2020 Owner Occupied Housing Units by Value	
Total	4,388
<$50,000	10.6%
$50,000 - $99,999	27.1%
$100,000 - $149,999	15.6%
$150,000 - $199,999	15.5%
$200,000 - $249,999	13.4%
$250,000 - $299,999	6.3%
$300,000 - $399,999	7.4%
$400,000 - $499,999	2.1%
$500,000 - $749,999	1.6%
$750,000 - $999,999	0.3%
$1,000,000 - $1,499,999	0.2%
$1,500,000 - $1,999,999	0.0%
$2,000,000 +	0.0%
Average Home Value	$167,519
2025 Owner Occupied Housing Units by Value	
Total	4,451
<$50,000	8.3%
$50,000 - $99,999	21.8%
$100,000 - $149,999	13.8%
$150,000 - $199,999	16.6%
$200,000 - $249,999	15.8%
$250,000 - $299,999	7.7%
$300,000 - $399,999	10.0%
$400,000 - $499,999	3.1%
$500,000 - $749,999	2.4%
$750,000 - $999,999	0.4%
$1,000,000 - $1,499,999	0.3%
$1,500,000 - $1,999,999	0.0%
$2,000,000 +	0.0%
Average Home Value	$191,884

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

August 04, 2020

Community Profile

Pendleton County
Area: 281.92 square miles

2010 Population by Age	
Total	14,877
0 - 4	6.2%
5 - 9	6.6%
10 - 14	7.1%
15 - 24	13.4%
25 - 34	11.1%
35 - 44	14.0%
45 - 54	17.0%
55 - 64	12.5%
65 - 74	7.2%
75 - 84	3.8%
85 +	1.4%
18 +	75.3%
2020 Population by Age	
Total	15,292
0 - 4	5.6%
5 - 9	6.2%
10 - 14	6.3%
15 - 24	10.8%
25 - 34	13.3%
35 - 44	12.2%
45 - 54	14.1%
55 - 64	15.6%
65 - 74	10.2%
75 - 84	4.4%
85 +	1.4%
18 +	78.4%
2025 Population by Age	
Total	15,490
0 - 4	5.5%
5 - 9	6.0%
10 - 14	6.5%
15 - 24	10.7%
25 - 34	11.3%
35 - 44	13.1%
45 - 54	12.8%
55 - 64	15.0%
65 - 74	11.8%
75 - 84	5.9%
85 +	1.5%
18 +	78.2%
2010 Population by Sex	
Males	7,446
Females	7,431
2020 Population by Sex	
Males	7,692
Females	7,600
2025 Population by Sex	
Males	7,812
Females	7,678

August 04, 2020

Community Profile

Pendleton County
Area: 281.92 square miles

Prepared by Esri

2010 Population by Race/Ethnicity	
Total	14,877
White Alone	98.2%
Black Alone	0.4%
American Indian Alone	0.2%
Asian Alone	0.1%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.2%
Two or More Races	0.9%
Hispanic Origin	1.0%
Diversity Index	5.5
2020 Population by Race/Ethnicity	
Total	15,292
White Alone	97.1%
Black Alone	0.4%
American Indian Alone	0.3%
Asian Alone	0.3%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.3%
Two or More Races	1.6%
Hispanic Origin	1.4%
Diversity Index	8.3
2025 Population by Race/Ethnicity	
Total	15,490
White Alone	96.6%
Black Alone	0.4%
American Indian Alone	0.3%
Asian Alone	0.4%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.3%
Two or More Races	1.9%
Hispanic Origin	1.7%
Diversity Index	9.8
2010 Population by Relationship and Household Type	
Total	14,877
In Households	98.6%
In Family Households	86.8%
Householder	27.3%
Spouse	21.1%
Child	32.8%
Other relative	2.8%
Nonrelative	2.8%
In Nonfamily Households	11.8%
In Group Quarters	1.4%
Institutionalized Population	0.7%
Noninstitutionalized Population	0.8%

August 04, 2020

Community Profile

Pendleton County
Area: 281.92 square miles

Prepared by Esri

2020 Population 25+ by Educational Attainment	
Total	10,882
Less than 9th Grade	5.1%
9th - 12th Grade, No Diploma	10.2%
High School Graduate	34.7%
GED/Alternative Credential	8.6%
Some College, No Degree	21.7%
Associate Degree	7.2%
Bachelor's Degree	6.5%
Graduate/Professional Degree	6.0%
2020 Population 15+ by Marital Status	
Total	12,528
Never Married	24.2%
Married	55.0%
Widowed	8.9%
Divorced	11.8%
2020 Civilian Population 16+ in Labor Force	
Civilian Population 16+	7,254
Population 16+ Employed	86.2%
Population 16+ Unemployment rate	13.8%
Population 16-24 Employed	10.5%
Population 16-24 Unemployment rate	26.0%
Population 25-54 Employed	67.5%
Population 25-54 Unemployment rate	12.2%
Population 55-64 Employed	16.6%
Population 55-64 Unemployment rate	11.9%
Population 65+ Employed	5.4%
Population 65+ Unemployment rate	10.6%
2020 Employed Population 16+ by Industry	
Total	6,256
Agriculture/Mining	1.6%
Construction	12.0%
Manufacturing	17.8%
Wholesale Trade	3.4%
Retail Trade	10.5%
Transportation/Utilities	8.4%
Information	1.3%
Finance/Insurance/Real Estate	5.0%
Services	34.8%
Public Administration	5.0%
2020 Employed Population 16+ by Occupation	
Total	6,256
White Collar	47.3%
Management/Business/Financial	10.8%
Professional	14.7%
Sales	7.0%
Administrative Support	14.7%
Services	11.9%
Blue Collar	40.8%
Farming/Forestry/Fishing	0.4%
Construction/Extraction	8.7%
Installation/Maintenance/Repair	6.5%
Production	12.0%
Transportation/Material Moving	13.2%

August 04, 2020

2010 Households by Type	
Total	5,494
Households with 1 Person	21.4%
Households with 2+ People	78.6%
Family Households	73.9%
Husband-wife Families	57.0%
With Related Children	24.0%
Other Family (No Spouse Present)	16.9%
Other Family with Male Householder	6.2%
With Related Children	4.1%
Other Family with Female Householder	10.7%
With Related Children	7.2%
Nonfamily Households	4.7%
All Households with Children	36.0%
Multigenerational Households	4.7%
Unmarried Partner Households	7.7%
Male-female	7.2%
Same-sex	0.5%
2010 Households by Size	
Total	5,494
1 Person Household	21.4%
2 Person Household	35.1%
3 Person Household	17.1%
4 Person Household	14.7%
5 Person Household	7.0%
6 Person Household	3.0%
7 + Person Household	1.5%
2010 Households by Tenure and Mortgage Status	
Total	5,494
Owner Occupied	76.7%
Owned with a Mortgage/Loan	51.8%
Owned Free and Clear	24.9%
Renter Occupied	23.3%
2020 Affordability, Mortgage and Wealth	
Housing Affordability Index	198
Percent of Income for Mortgage	11.5%
Wealth Index	56
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	6,339
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	100.0%
2010 Population By Urban/ Rural Status	
Total Population	14,877
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	100.0%

August 04, 2020

Community Profile

Pendleton County
Area: 281.92 square miles

Top 3 Tapestry Segments	
1.	Southern Satellites (10A)
2.	Salt of the Earth (6B)
3.	Rural Bypasses (10E)
2020 Consumer Spending	
Apparel & Services: Total $	$8,290,890
Average Spent	$1,463.01
Spending Potential Index	68
Education: Total $	$6,195,322
Average Spent	$1,093.23
Spending Potential Index	61
Entertainment/Recreation: Total $	$13,627,571
Average Spent	$2,404.72
Spending Potential Index	74
Food at Home: Total $	$22,364,579
Average Spent	$3,946.46
Spending Potential Index	74
Food Away from Home: Total $	$15,091,118
Average Spent	$2,662.98
Spending Potential Index	71
Health Care: Total $	$25,474,221
Average Spent	$4,495.19
Spending Potential Index	78
HH Furnishings & Equipment: Total $	$8,895,240
Average Spent	$1,569.66
Spending Potential Index	72
Personal Care Products & Services: Total $	$3,608,477
Average Spent	$636.75
Spending Potential Index	69
Shelter: Total $	$69,477,638
Average Spent	$12,260.04
Spending Potential Index	63
Support Payments/Cash Contributions/Gifts in Kind: Total $	$10,195,413
Average Spent	$1,799.08
Spending Potential Index	77
Travel: Total $	$9,029,881
Average Spent	$1,593.41
Spending Potential Index	66
Vehicle Maintenance & Repairs: Total $	$4,877,280
Average Spent	$860.65
Spending Potential Index	74

Pendleton County

Tapestry Segmentation
Area Profile

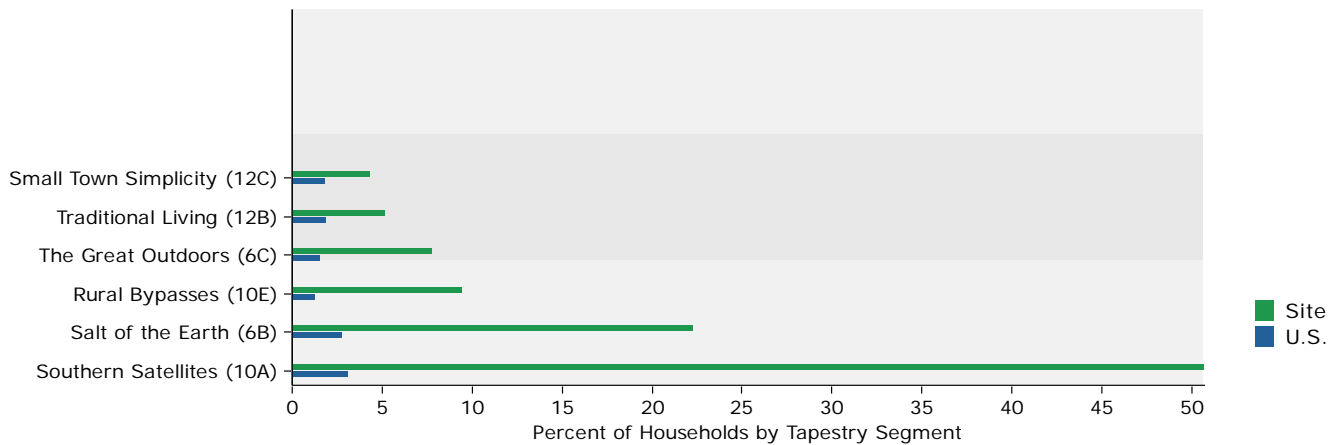## Tapestry Segmentation Area Profile

Pendleton County
Area: 281.92 square miles

Prepared by Esri

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2020 Households		2020 U.S. Households		
		Percent	Cumulative Percent	Percent	Cumulative Percent	Index
1	Southern Satellites (10A)	50.7%	50.7%	3.2%	3.2%	1604
2	Salt of the Earth (6B)	22.3%	73.0%	2.9%	6.1%	780
3	Rural Bypasses (10E)	9.5%	82.5%	1.3%	7.4%	716
4	The Great Outdoors (6C)	7.9%	90.4%	1.6%	9.0%	499
5	Traditional Living (12B)	5.2%	95.6%	1.9%	10.9%	274
	Subtotal	**95.6%**		**10.9%**		
6	Small Town Simplicity (12C)	4.3%	99.9%	1.8%	12.7%	236
	Subtotal	**4.3%**		**1.8%**		
	Total	**100.0%**		**12.7%**		**789**

Top Ten Tapestry Segments Site vs. U.S.

Percent of Households by Tapestry Segment

■ Site
■ 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 Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.
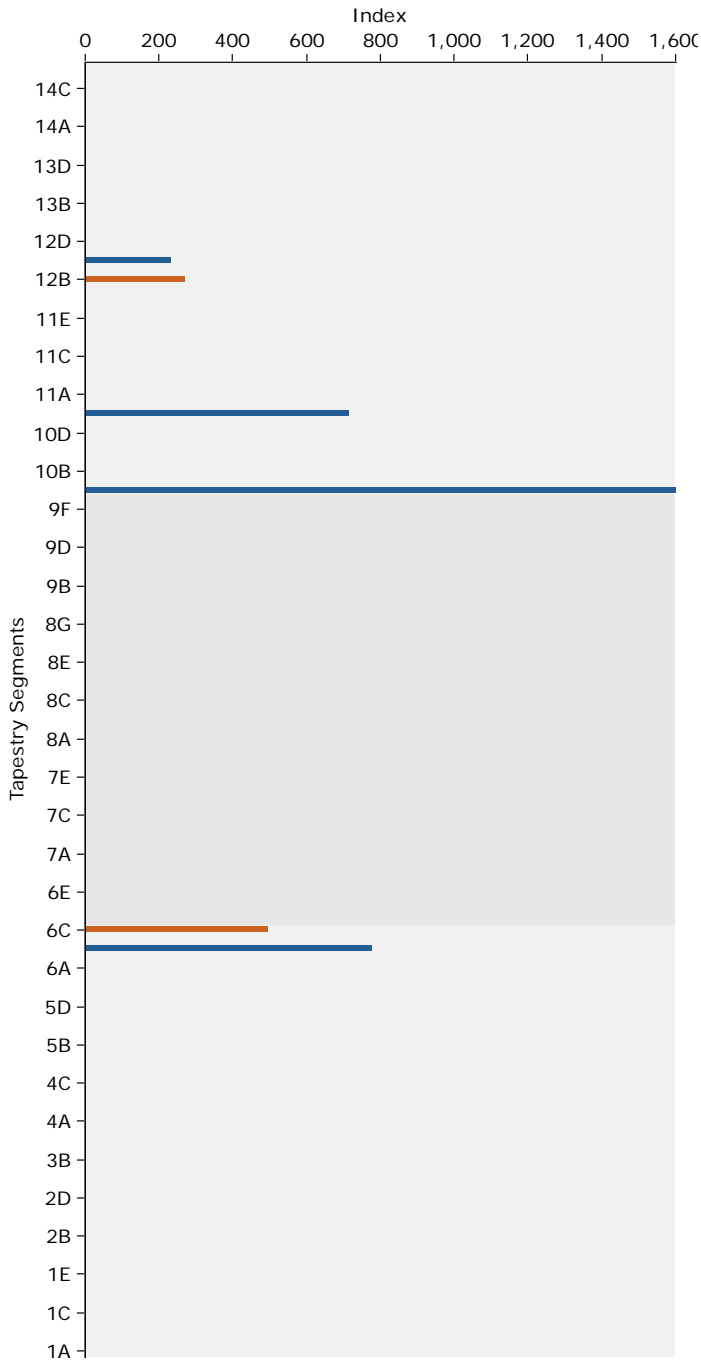**Source:** Esri

August 04, 2020

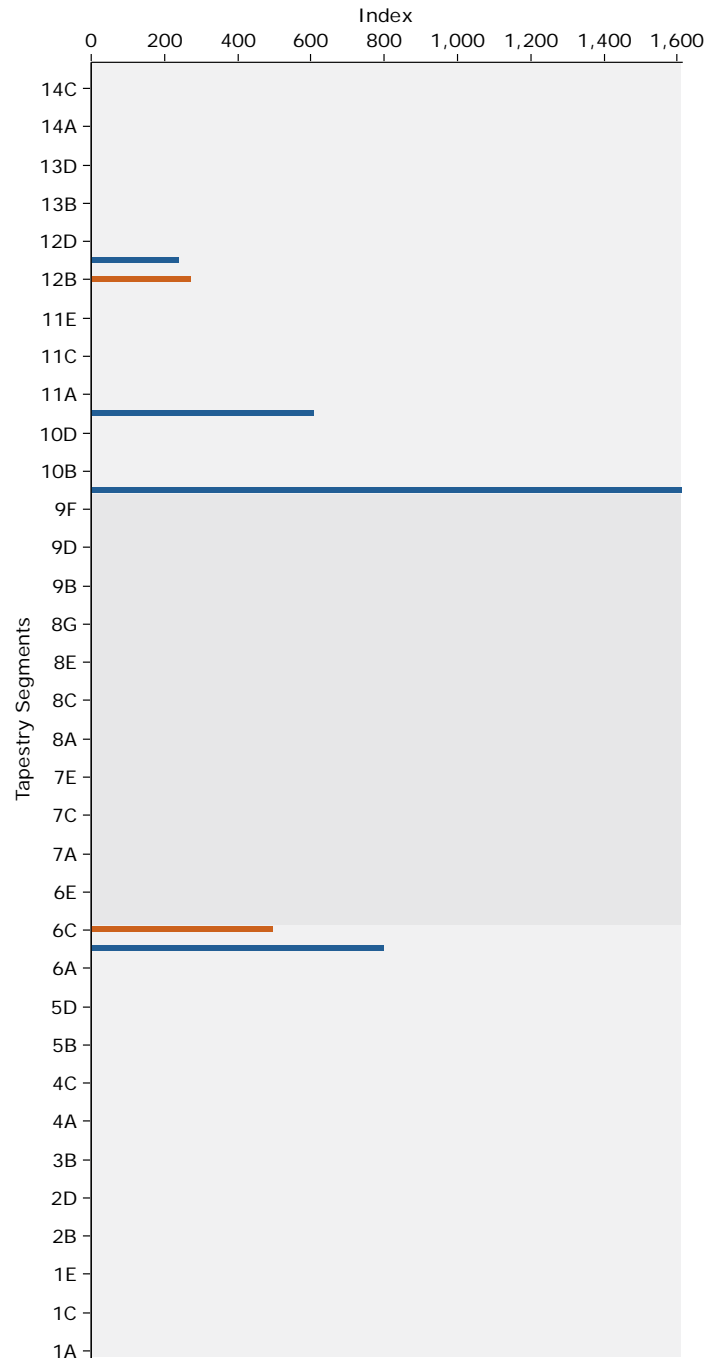## Tapestry Segmentation Area Profile

Pendleton County
Area: 281.92 square miles

Prepared by Esri

2020 Tapestry Indexes by Households

2020 Tapestry Indexes by Total Population 18+

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 Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.
Source: Esri

August 04, 2020

11

Tapestry Segmentation Area Profile

Pendleton County   Prepared by Esri
Area: 281.92 square miles

Tapestry LifeMode Groups	2020 Households			2020 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	5,667	100.0%		11,992	100.0%	
8. Middle Ground	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
10. Rustic Outposts	**3,414**	**60.2%**	**728**	**7,231**	**60.3%**	**721**
Southern Satellites (10A)	2,875	50.7%	1,604	6,218	51.9%	1,615
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	539	9.5%	716	1,013	8.4%	612
11. Midtown Singles	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	**542**	**9.6%**	**158**	**1,069**	**8.9%**	**156**
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	296	5.2%	274	585	4.9%	274
Small Town Simplicity (12C)	246	4.3%	236	484	4.0%	244
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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 Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.
Source: Esri

August 04, 2020

Tapestry Segmentation Area Profile

Pendleton County
Area: 281.92 square miles

Tapestry Urbanization Groups	2020 Households			2020 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	5,667	100.0%		11,992	100.0%	
1. Principal Urban Center	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	**296**	**5.2%**	**29**	**585**	**4.9%**	**29**
In Style (5B)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	296	5.2%	274	585	4.9%	274
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

Tapestry Segmentation Area Profile

Pendleton County
Area: 281.92 square miles

Tapestry Urbanization Groups	2020 Households			2020 Adult Population		
	Number	**Percent**	**Index**	**Number**	**Percent**	**Index**
Total:	5,667	100.0%		11,992	100.0%	
1. Principal Urban Center	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	**296**	**5.2%**	**29**	**585**	**4.9%**	**29**
In Style (5B)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	296	5.2%	274	585	4.9%	274
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

August 04, 2020

Tapestry Segmentation Area Profile

Pendleton County
Area: 281.92 square miles

Prepared by Esri

Tapestry Urbanization Groups	2020 Households			2020 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	5,667	100.0%		11,992	100.0%	
4. Suburban Periphery	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	**246**	**4.3%**	**46**	**484**	**4.0%**	**45**
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	246	4.3%	236	484	4.0%	244
6. Rural	**5,125**	**90.4%**	**536**	**10,923**	**91.1%**	**538**
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	1,266	22.3%	780	2,767	23.1%	803
The Great Outdoors (6C)	445	7.9%	499	925	7.7%	500
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	2,875	50.7%	1,604	6,218	51.9%	1,615
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	539	9.5%	716	1,013	8.4%	612
Unclassified (15)	0	0.0%	0	0	0.0%	0

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 Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.
Source: Esri

August 04, 2020
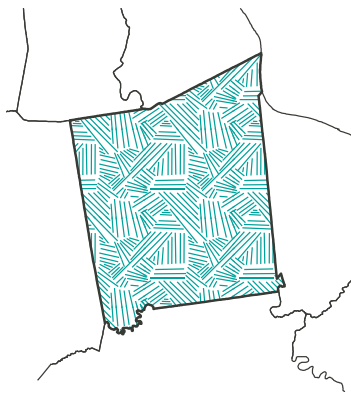
Pendleton County

Dominant Tapestry Map

Dominant Tapestry Map

Pendleton County
Area: 281.92 square miles

Prepared by Esri
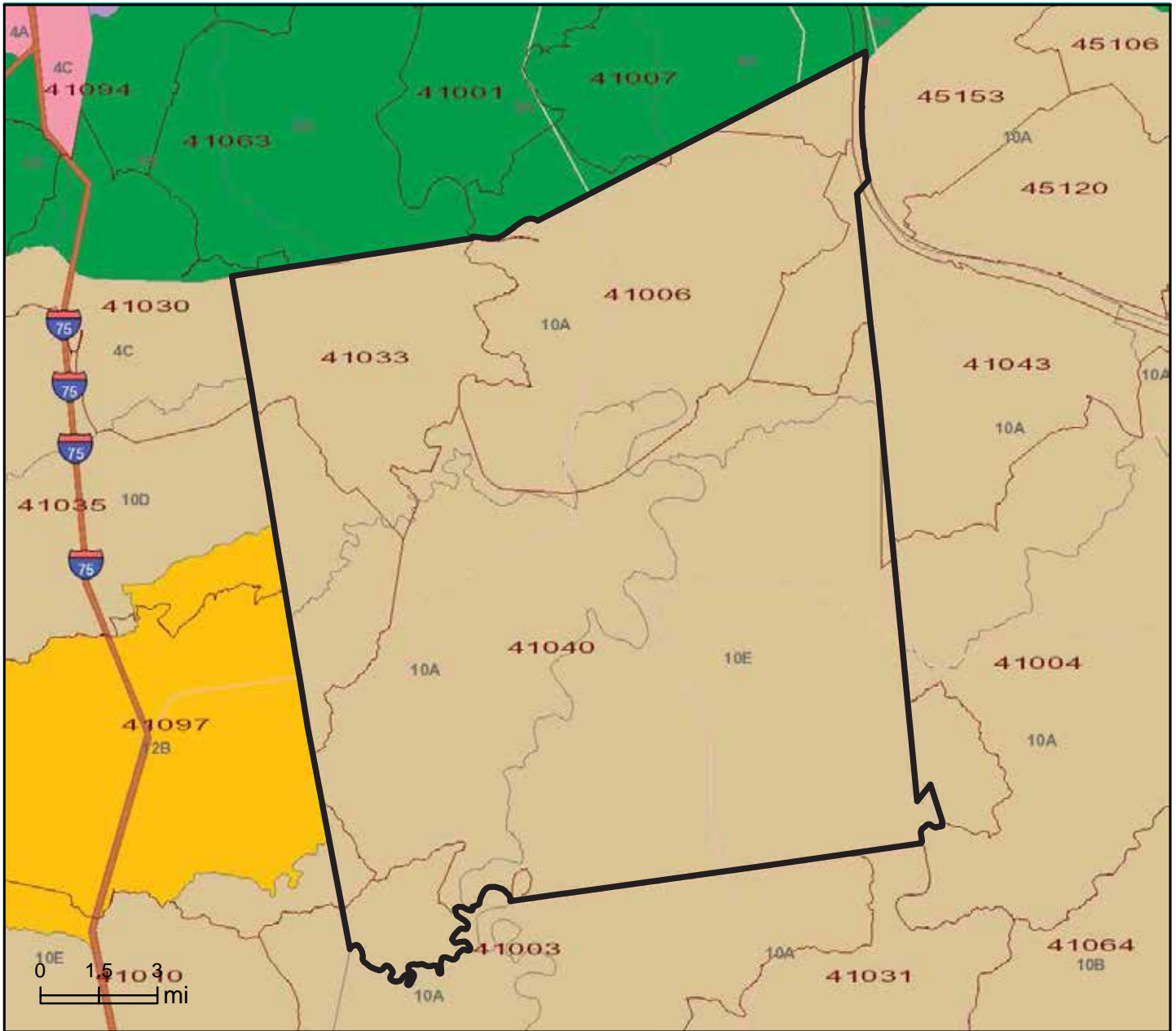
Tapestry LifeMode

- 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

August 04, 2020

Dominant Tapestry Map

Pendleton County
Area: 281.92 square miles

Tapestry Segmentation

Tapestry Segmentation represents the latest generation of market segmentation systems that began over 30 years ago. The 68-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.

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)

Pendleton County
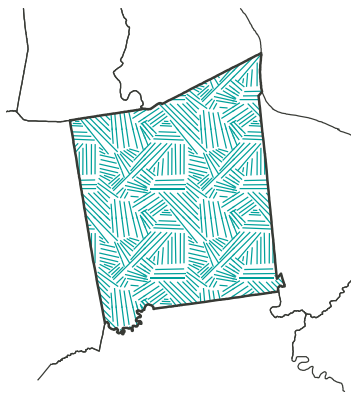
Tapestry Profiles

LifeMode Group: Rustic Outposts
Southern Satellites

10A

Pendleton County

50.7%

Households: 3,856,800

Average Household Size: 2.67

Median Age: 40.3

Median Household Income: $47,800
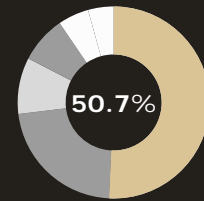
WHO ARE WE?

Southern Satellites is the second largest market found in rural settlements but within metropolitan areas located primarily in the South. This market is typically nondiverse, slightly older, settled married-couple families, who own their homes. Two-thirds of the homes are single-family structures; almost a third are mobile homes. Median household income and home value are below average. Workers are employed in a variety of industries, such as manufacturing, health care, retail trade, and construction, with higher proportions in mining and agriculture than the US. Residents enjoy country living, preferring outdoor activities and DIY home projects.

OUR NEIGHBORHOOD

- About 78% of households are owned.
- Married couples with no children are the dominant household type, with a number of multigenerational households (Index 112).
- Most are single-family homes (67%), with a number of mobile homes (Index 509).
- Most housing units were built in 1970 or later.
- Most households own 1 or 2 vehicles, but owning 3+ vehicles is common (Index 144).

SOCIOECONOMIC TRAITS

- Education: almost 40% have a high school diploma only (Index 140); 45% have college education (Index 73).
- Unemployment rate is 6%, slightly higher than the US rate.
- Labor force participation rate is 59.1%, slightly lower than the US.
- These consumers are more concerned about cost rather than quality or brand loyalty.
- They tend to be somewhat late in adapting to technology.
- They obtain a disproportionate amount of their information from TV, compared to other media.

TAPESTRY SEGMENTATION
esri.com/tapestry

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: 38.2

■ Indicates US
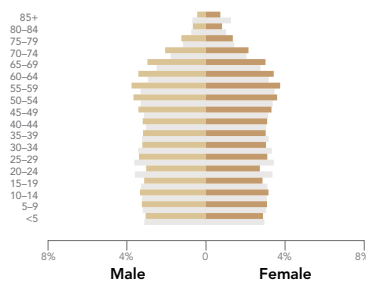
Male   Female

RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 40.1   US: 64.0

Hispanic*	8.8% / 18.1%
Multiple	2.2% / 3.4%
Other	3.6% / 6.8%
Asian and Pac. Islander	0.8% / 5.3%
American Indian	1.4% / 1.0%
Black	7.9% / 12.8%
White	84.1% / 70.3%

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

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

$47,800
$56,100

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

Median Net Worth

$94,900
$93,300

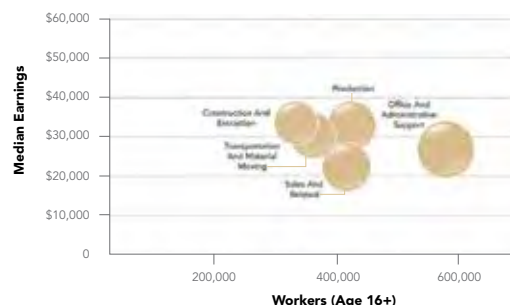0 $100K $200K $300K $400K $500K $600K+

■ US Median.

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

Housing	74
Food	80
Apparel & Services	76
Transportation	84
Health Care	85
Entertainment & Recreation	79
Education	59
Pensions & Social Security	75
Other	77

0   50   100   150   200   250   300   350

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

Median Earnings — Workers (Age 16+)

10A

LifeMode Group: Rustic Outposts
Southern Satellites

TAPESTRY
SEGMENTATION
esri.com/tapestry

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

- Usually own a truck; likely to service it themselves.
- Frequent the convenience store, usually to fill up a vehicle with gas.
- Typical household has a satellite dish.
- Work on home improvement and remodeling projects.
- Own a pet, commonly a dog.
- Participate in fishing and hunting.
- Prefer to listen to country music and watch Country Music Television (CMT).
- Read fishing/hunting and home service magazines.
- Partial to eating at low-cost family restaurants and drive-ins.
- Use Walmart for all their shopping needs (groceries, clothing, pharmacy, etc.).

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;
Mobile Homes

Median Value:
$128,500
US Median: $207,300
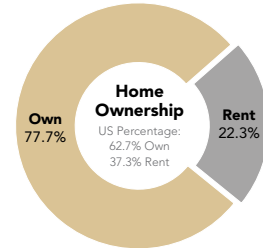
Home Ownership
US Percentage: 62.7% Own 37.3% Rent
Own 77.7%　Rent 22.3%

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.

Population 900,000 — 11,000,000; 10,404,500
Population Growth (Annual %) -0.5% — 3.0%; 0.7%
Population Density (Persons per sq. mile) 0 — 25,000; 1000; 51

ESRI INDEXES

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

Wealth Index: 71 (0–350)
Socioeconomic Status Index: 91 (0–350)
Housing Affordability Index: 184 (0–350)
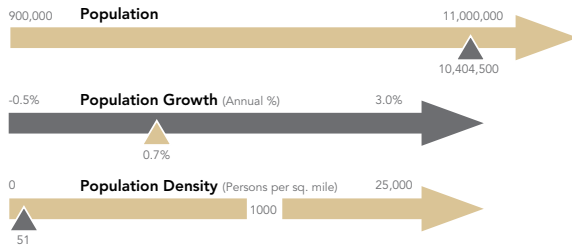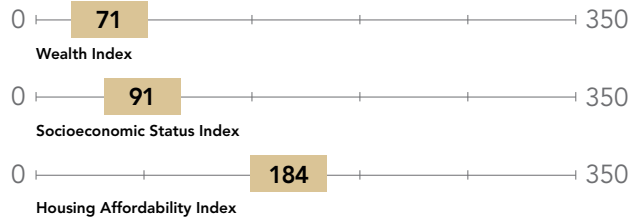
SEGMENT DENSITY

This map illustrates the density and distribution of the *Southern Satellites* Tapestry Segment by households.
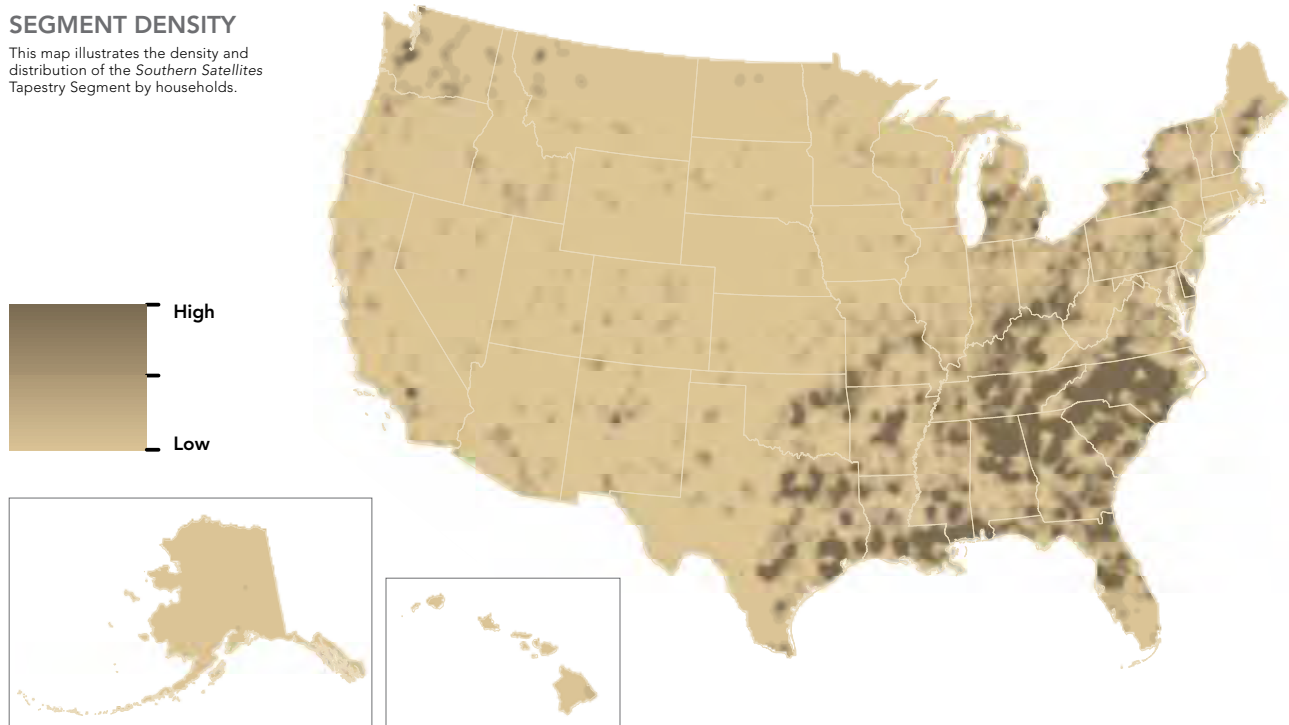
High / Low

For more information
1-800-447-9778
info@esri.com
esri.com

esri
THE SCIENCE OF WHERE

LifeMode Group: Cozy Country Living
Salt of the Earth

6B

Pendleton County

22.3%

Households: 3,545,800

Average Household Size: 2.59

Median Age: 44.1

Median Household Income: $56,300
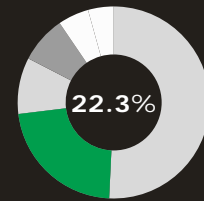
WHO ARE WE?

Salt of the Earth residents are entrenched in their traditional, rural lifestyles. Citizens here are older, and many have grown children that have moved away. They still cherish family time and also tending to their vegetable gardens and preparing homemade meals. Residents embrace the outdoors; they spend most of their free time preparing for their next fishing, boating, or camping trip. The majority has at least a high school diploma or some college education; many have expanded their skill set during their years of employment in the manufacturing and related industries. They may be experts with DIY projects, but the latest technology is not their forte. They use it when absolutely necessary, but seek face-to-face contact in their routine activities.

OUR NEIGHBORHOOD

- This large segment is concentrated in the Midwest, particularly in Ohio, Pennsylvania, and Indiana.
- Due to their rural setting, households own two vehicles to cover their long commutes, often across county boundaries.
- Home ownership rates are very high (Index 133). Single-family homes are affordable, valued at 25 percent less than the national market.
- Nearly two in three households are com posed of married couples; less than half have children at home.

SOCIOECONOMIC TRAITS

- Steady employment in construction, manufacturing, and related service industries.
- Completed education: 40% with a high school diploma only.
- Household income just over the national median, while net worth is nearly double the national median.
- Spending time with family their top priority.
- Cost-conscious consumers, loyal to brands they like, with a focus on buying American.
- Last to buy the latest and greatest products.
- Try to eat healthy, tracking the nutrition and ingredients in the food they purchase.

TAPESTRY SEGMENTATION
esri.com/tapestry

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: 44.1 US: 38.2

Indicates US

Male Female

RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 19.8 US: 64.0

Hispanic*	3.8%	18.1%
Multiple	1.6% / 2.4%	
Other	1.4% / 6.8%	
Asian and Pac. Islander	0.7% / 5.8%	
American Indian	0.6% / 1.0%	
Black	2.6% / 12.8%	
White	70.2%	3.0%

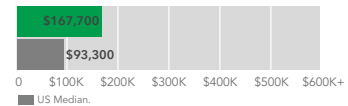US Average.   *Hispanic Can Be of Any Race.

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.
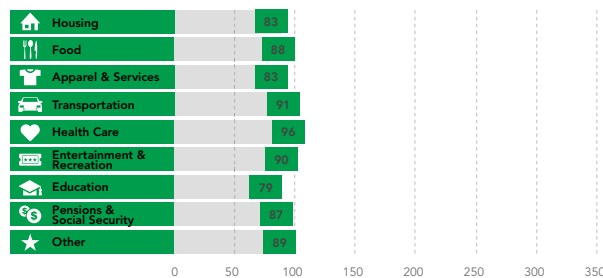
Median Household Income

$56,300
$56,100

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

Median Net Worth

$167,700
$93,300

0 $100K $200K $300K $400K $500K $600K+
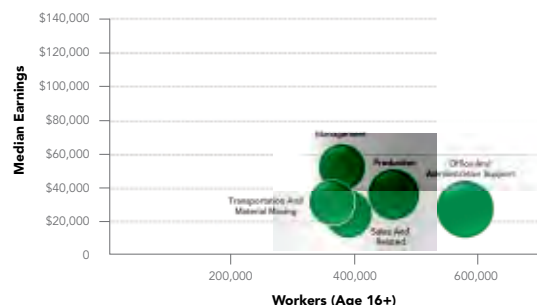
US Median.

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

Housing	83
Food	88
Apparel & Services	83
Transportation	91
Health Care	96
Entertainment & Recreation	90
Education	79
Pensions & Social Security	87
Other	89

0 50 100 150 200 250 300 350

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.

Management
Production
Office and Administrative Support
Transportation And Material Moving
Sales And Related

Median Earnings
Workers (Age 16+)

LifeMode Group: Cozy Country Living
Salt of the Earth

6B

TAPESTRY SEGMENTATION
esri.com/tapestry

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

- Outdoor sports and activities, such as fishing, boating, hunting, and overnight camping trips are popular.
- To support their pastimes, truck ownership is high; many also own an ATV.
- They own the equipment to maintain their lawns and tend to their vegetable gardens.
- Residents often tackle home remodeling and improvement jobs themselves.
- Due to their locale, they own satellite dishes, and have access to high speed internet connections like DSL.
- These conservative consumers prefer to conduct their business in person rather than online. They use an agent to purchase insurance.

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:
$154,300
US Median: $207,300
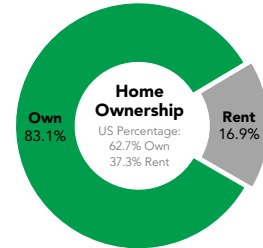
Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 83.1%
Rent 16.9%

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.

Population
900,000 — 11,000,000
9,276,400

Population Growth (Annual %)
-0.5% — 3.0%
0.3%

Population Density (Persons per sq. mile)
0 — 1000 — 25,000
58

ESRI INDEXES

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

0 — **92** — 350
Wealth Index

0 — **107** — 350
Socioeconomic Status Index

0 — **169** — 350
Housing Affordability Index
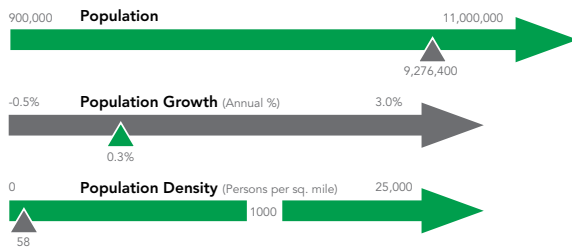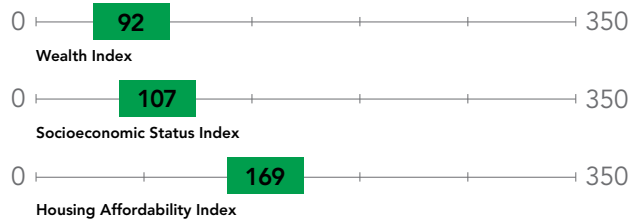
SEGMENT DENSITY

This map illustrates the density and distribution of the *Salt of the Earth* Tapestry Segment by households.
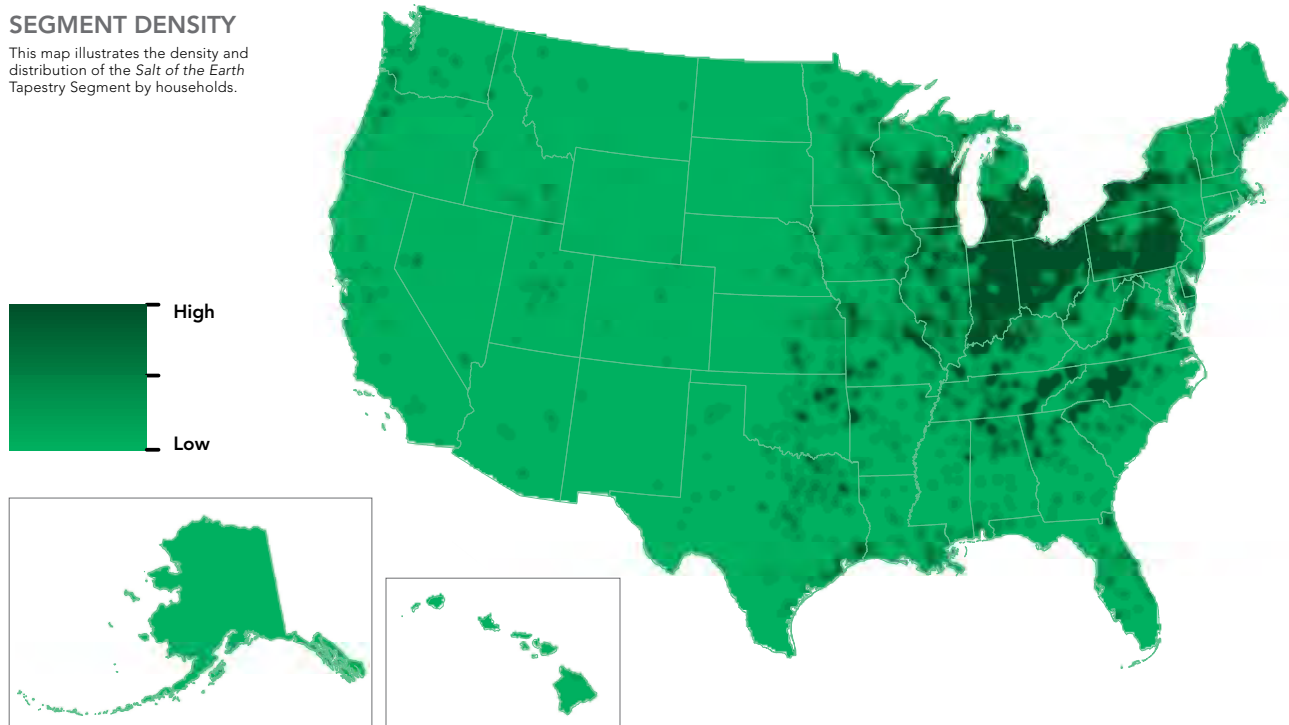
High
Low

For more information
1-800-447-9778
info@esri.com
esri.com

esri

THE SCIENCE OF WHERE™

23

LifeMode Group: Rustic Outposts
Rural Bypasses

10E

Households: 1,646,400

Average Household Size: 2.55

Median Age: 40.4

Median Household Income: $33,000

Pendleton County

9.5%
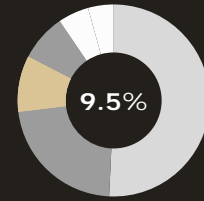
WHO ARE WE?

Open space, undeveloped land, and farmland characterize *Rural Bypasses*. These families live within small towns along country back roads and enjoy the open air in these sparsely populated neighborhoods. Their country lifestyle focuses on the outdoors, gardening, hunting, and fishing. They are more likely to own a satellite dish than a home computer. Although a majority of households do have a connection to the Internet, their use is very limited. Those who are not yet retired work in blue collar jobs in the agriculture or manufacturing industries.

OUR NEIGHBORHOOD

- An older market, with more married couples without children and single households, the average household size is slightly lower at 2.55.
- Most residents own single-family homes, or mobile homes (Index 504).
- Most housing was built from 1970 to 1989; vacancy rates are higher due to seasonal housing.
- Residents live in very rural areas, almost entirely in the South.

SOCIOECONOMIC TRAITS

- Education is not a priority in this market. Almost 25% have not finished high school; only 11% have a bachelor's degree or higher.
- Unemployment is very high at 9% (Index 161); labor force participation is low at 47% (Index 76).
- Income is primarily derived from wages; however, dependence on Social Security and Supplemental Security Income is above average.
- Religion, faith, and traditional values are central in their lives.
- Many have a pessimistic outlook of their household's financial well-being.
- They rely on television to stay informed.

TAPESTRY SEGMENTATION
esri.com/tapestry

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: 40.4 US: 38.2

Indicates US
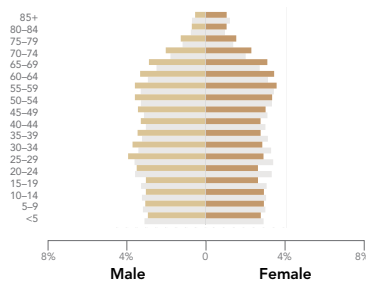
Male   Female

RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).
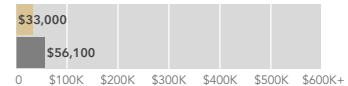
Diversity Index: 60.5 US: 64.0

Hispanic*	5.6% / 18.1%
Multiple	1.8% / 3.4%
Other	2.5% / 6.8%
Asian and Pac. Islander	0.5% / 5.8%
American Indian	4.0% / 1.0%
Black	34.7% / 12.8%
White	56.5% / 70.2%

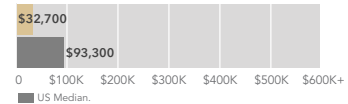US Average.   *Hispanic Can Be of Any Race.

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.
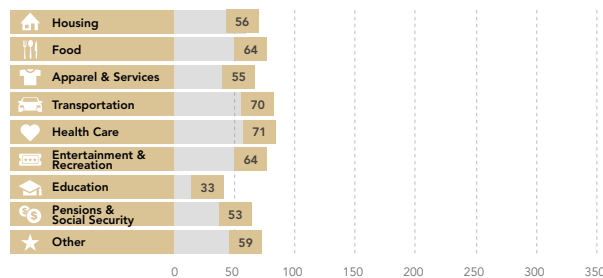
Median Household Income

$33,000
$56,100

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

Median Net Worth

$32,700
$93,300

0 $100K $200K $300K $400K $500K $600K+
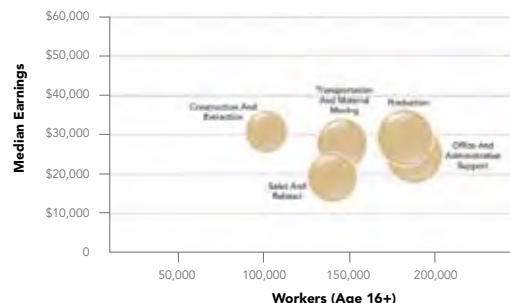
US Median.

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.

	Index
Housing	56
Food	64
Apparel & Services	55
Transportation	70
Health Care	71
Entertainment & Recreation	64
Education	33
Pensions & Social Security	53
Other	59

0 50 100 150 200 250 300 350

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

Median Earnings

Construction And Extraction
Transportation And Material Moving
Production
Office And Administrative Support
Sales And Related

Workers (Age 16+)

LifeMode Group: Rustic Outposts
10E Rural Bypasses

TAPESTRY SEGMENTATION
esri.com/tapestry

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

- Typical of their country lifestyle, *Rural Bypasses* residents prefer trucks over sedans.
- To save money, households shop at discount department stores, such as Walmart, and warehouse clubs like Sam's Club.
- Magazines are a popular source of news and entertainment, particularly fishing, hunting, and automotive types.
- As satellite TV subscribers, they regularly watch sports programming as well as their favorite shows on CMT, ABC Family, USA Network, and TV Land.

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;
Mobile Homes

Median Value:
$83,200
US Median: $207,300
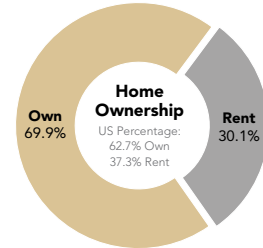
Home Ownership
US Percentage: 62.7% Own 37.3% Rent
Own 69.9%
Rent 30.1%

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.

Population: 900,000 – 11,000,000; 4,492,200
Population Growth (Annual %): -0.5% – 3.0%; 0.0%
Population Density (Persons per sq. mile): 0 – 25,000; 1000; 33

ESRI INDEXES

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

- Wealth Index: 47 (0–350)
- Socioeconomic Status Index: 72 (0–350)
- Housing Affordability Index: 203 (0–350)
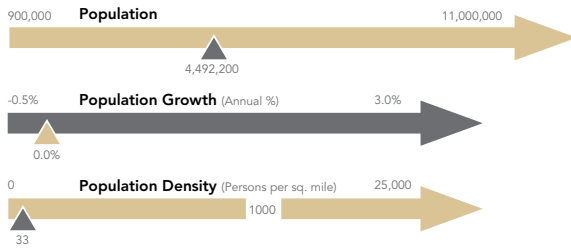
SEGMENT DENSITY

This map illustrates the density and distribution of the *Rural Bypasses* Tapestry Segment by households.
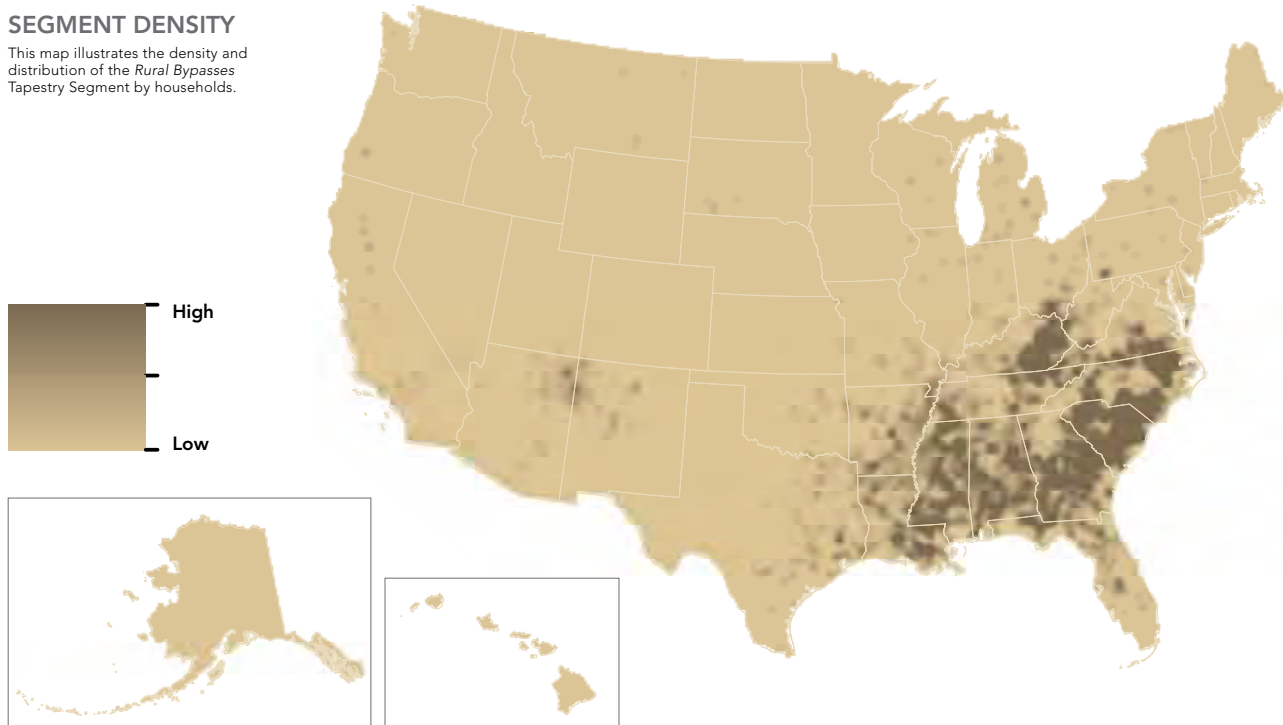
High
Low

For more information
1-800-447-9778
info@esri.com
esri.com

esri
THE SCIENCE OF WHERE

LifeMode Group: Cozy Country Living
The Great Outdoors

6C

Pendleton County

7.9%

Households: 1,908,600

Average Household Size: 2.44

Median Age: 47.4

Median Household Income: $56,400
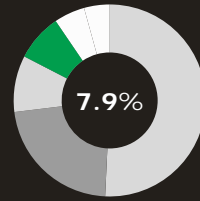
WHO ARE WE?

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.

TAPESTRY SEGMENTATION
esri.com/tapestry

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 2.44.

- Typical of areas with rustic appeal, the housing inventory features single-family homes (77%) and mobile homes (15%); a significant inventory of seasonal housing is available (Index 397).

- 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 149).

SOCIOECONOMIC TRAITS

- 60% have attended college or hold a degree.

- Unemployment is lower at 4.8% (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: 47.4 US: 38.2

Indicates US

Male   Female
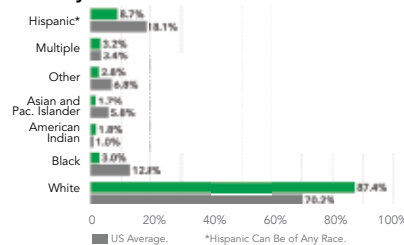
RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).
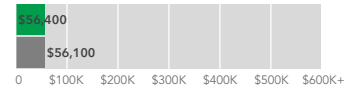
Diversity Index: 35.6 US: 64.0

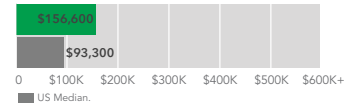|	
Hispanic*	8.7% / 18.1%
Multiple	3.2% / 3.4%
Other	2.8% / 6.8%
Asian and Pac. Islander	1.7% / 5.8%
American Indian	1.8% / 1.0%
Black	3.0% / 12.8%
White	87.4% / 70.2%

US Average.   *Hispanic Can Be of Any Race.

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.
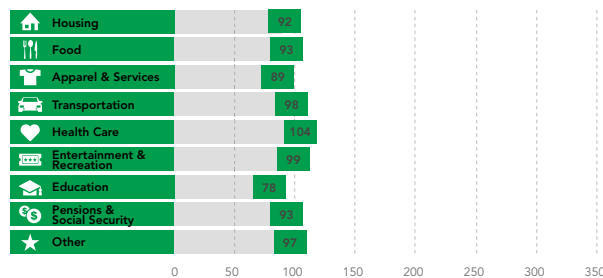
Median Household Income

$56,400
$56,100

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

Median Net Worth

$156,600
$93,300

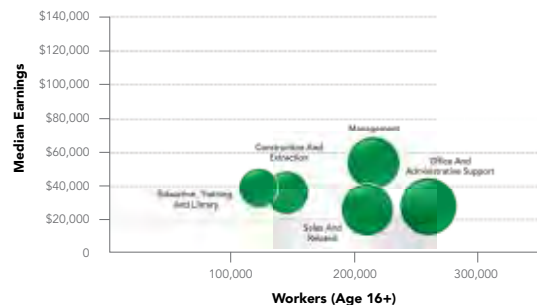0 $100K $200K $300K $400K $500K $600K+

US Median.

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

Category	Index
Housing	92
Food	93
Apparel & Services	89
Transportation	98
Health Care	104
Entertainment & Recreation	99
Education	78
Pensions & Social Security	93
Other	97

0   50   100   150   200   250   300   350

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.

26

LifeMode Group: Cozy Country Living
The Great Outdoors
6C

TAPESTRY SEGMENTATION
esri.com/tapestry

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 to 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

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:
$239,500
US Median: $207,300
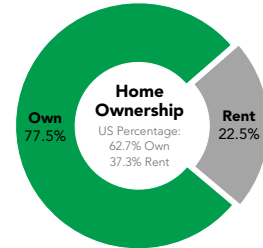
Home Ownership
US Percentage: 62.7% Own 37.3% Rent
Own 77.5%
Rent 22.5%

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.

Population 900,000 — 11,000,000 : 4,745,300
Population Growth (Annual %) -0.5% — 3.0% : 0.8%
Population Density (Persons per sq. mile) 0 — 25,000 : 1000 / 18

ESRI INDEXES

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

Wealth Index: 122 (0–350)
Socioeconomic Status Index: 109 (0–350)
Housing Affordability Index: 113 (0–350)
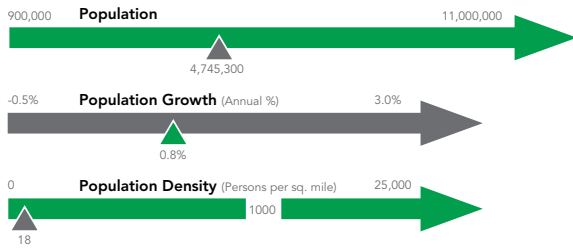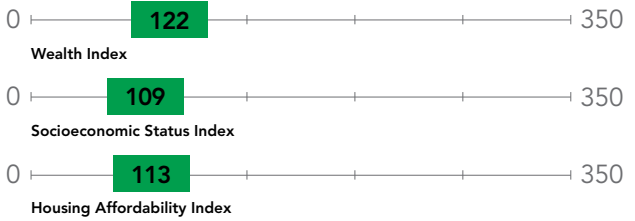
SEGMENT DENSITY

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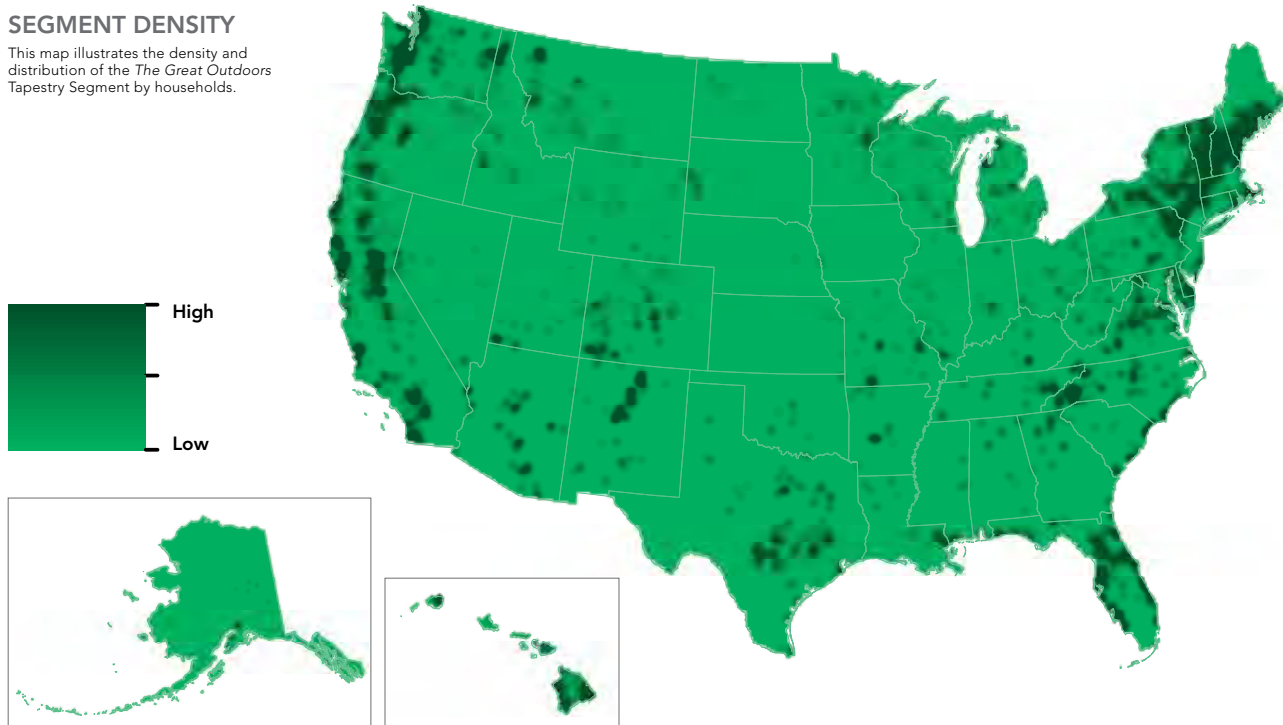
High
Low

For more information
1-800-447-9778
info@esri.com
esri.com

esri
THE SCIENCE OF WHERE

LifeMode Group: Hometown
Traditional Living

12B

Pendleton County

5.2%

Households: 2,395,200

Average Household Size: 2.51

Median Age: 35.5

Median Household Income: $39,300
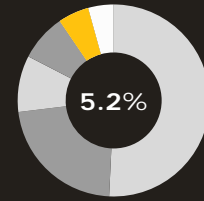
WHO ARE WE?

Residents in this segment live primarily in low-density, settled neighborhoods in the Midwest. The households are a mix of married-couple families and singles. Many families encompass two generations who have lived and worked in the community; their children are likely to follow suit. The manufacturing, retail trade, and health care sectors are the primary sources of employment for these residents. This is a younger market—beginning householders who are juggling the responsibilities of living on their own or a new marriage, while retaining their youthful interests in style and fun.

OUR NEIGHBORHOOD

- Married couples are the dominant household type, but fewer than expected from the younger age profile and fewer with children (Index 79); however, there are higher proportions of single-parent (Index 146) and single-person households (Index 112).

- Average household size is slightly lower at 2.51.

- Homes are primarily single family or duplexes in older neighborhoods, built before 1940 (Index 228).

- Most neighborhoods are located in lower-density urban clusters of metro areas throughout the Midwest and South.

- Average commuting time to work is very short (Index 22).

- Households have one or two vehicles.

SOCIOECONOMIC TRAITS

- Over 70% have completed high school or some college.

- Unemployment is higher at 7.3% (Index 134); labor force participation is also a bit higher at 63.4%.

- Almost three quarters of households derive income from wages and salaries, augmented by Supplemental Security Income (Index 139) and public assistance (Index 152).

- Cost-conscious consumers that are comfortable with brand loyalty, unless the price is too high.

- Connected and comfortable with the Internet, they are more likely to participate in online gaming or posting pics on social media.
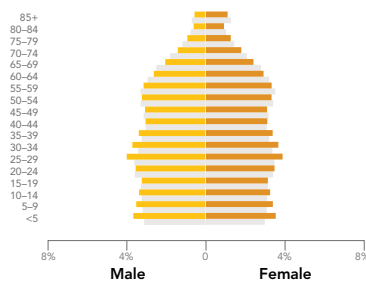
- TV is seen as the most trusted media.

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.

TAPESTRY SEGMENTATION
esri.com/tapestry

AGE BY SEX (Esri data)

Median Age: 35.5 US: 38.2

Indicates US

Male   Female
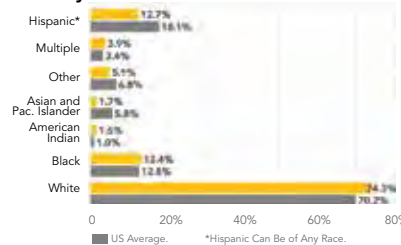
RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).
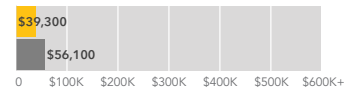
Diversity Index: 55.6 US: 64.0

Hispanic*	12.7% / 18.1%
Multiple	3.9% / 2.4%
Other	5.1% / 6.8%
Asian and Pac. Islander	1.7% / 5.8%
American Indian	1.6% / 1.0%
Black	12.4% / 12.8%
White	74.3% / 70.2%

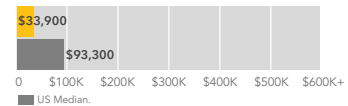US Average.   *Hispanic Can Be of Any Race.

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.
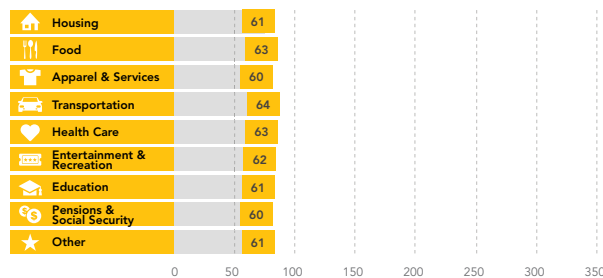
Median Household Income

$39,300
$56,100

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

Median Net Worth

$33,900
$93,300

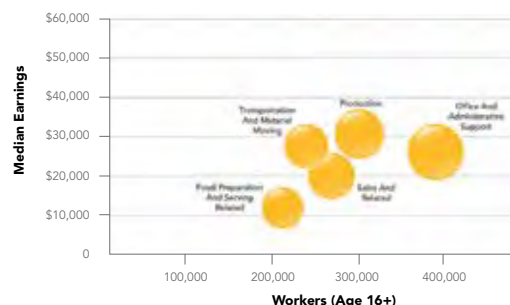0 $100K $200K $300K $400K $500K $600K+

US Median.

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

Housing	61
Food	63
Apparel & Services	60
Transportation	64
Health Care	63
Entertainment & Recreation	62
Education	61
Pensions & Social Security	60
Other	61

0 50 100 150 200 250 300 350

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.

LifeMode Group: Hometown
Traditional Living
12B

TAPESTRY SEGMENTATION
esri.com/tapestry

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

- They shop for groceries at discount stores such as Walmart supercenters; Kmart is also a favorite for apparel and sundry household and personal care products.
- Convenience stores are commonly used for fuel or picking up incidentals like lottery tickets.
- They tend to carry credit card balances, have personal loans, and pay bills in person.
- Half of households have abandoned landlines for cell phones only.
- They watch their favorite channels including ABC Family, CMT, and Game Show Network.
- They're fast food devotees.
- They enjoy outdoor activities such as fishing and taking trips to 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.
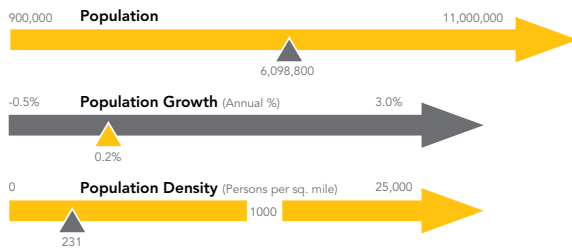
Typical Housing:
Single Family

Median Value:
$83,200
US Median: $207,300
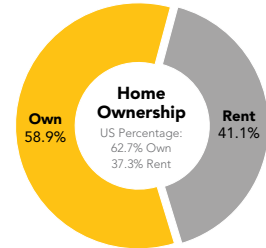
Home Ownership
US Percentage:
62.7% Own
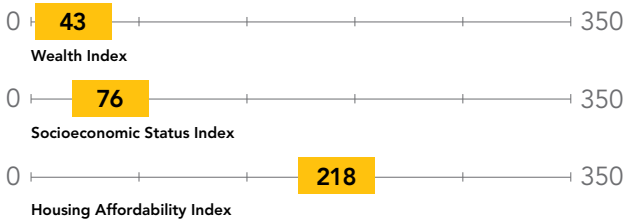37.3% Rent

Own 58.9%
Rent 41.1%

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.

Population
900,000 — 11,000,000
6,098,800

Population Growth (Annual %)
-0.5% — 3.0%
0.2%

Population Density (Persons per sq. mile)
0 — 25,000
1000
231

ESRI INDEXES

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

0 — **43** — 350
Wealth Index

0 — **76** — 350
Socioeconomic Status Index

0 — **218** — 350
Housing Affordability Index

SEGMENT DENSITY

This map illustrates the density and distribution of the *Traditional Living* Tapestry Segment by households.
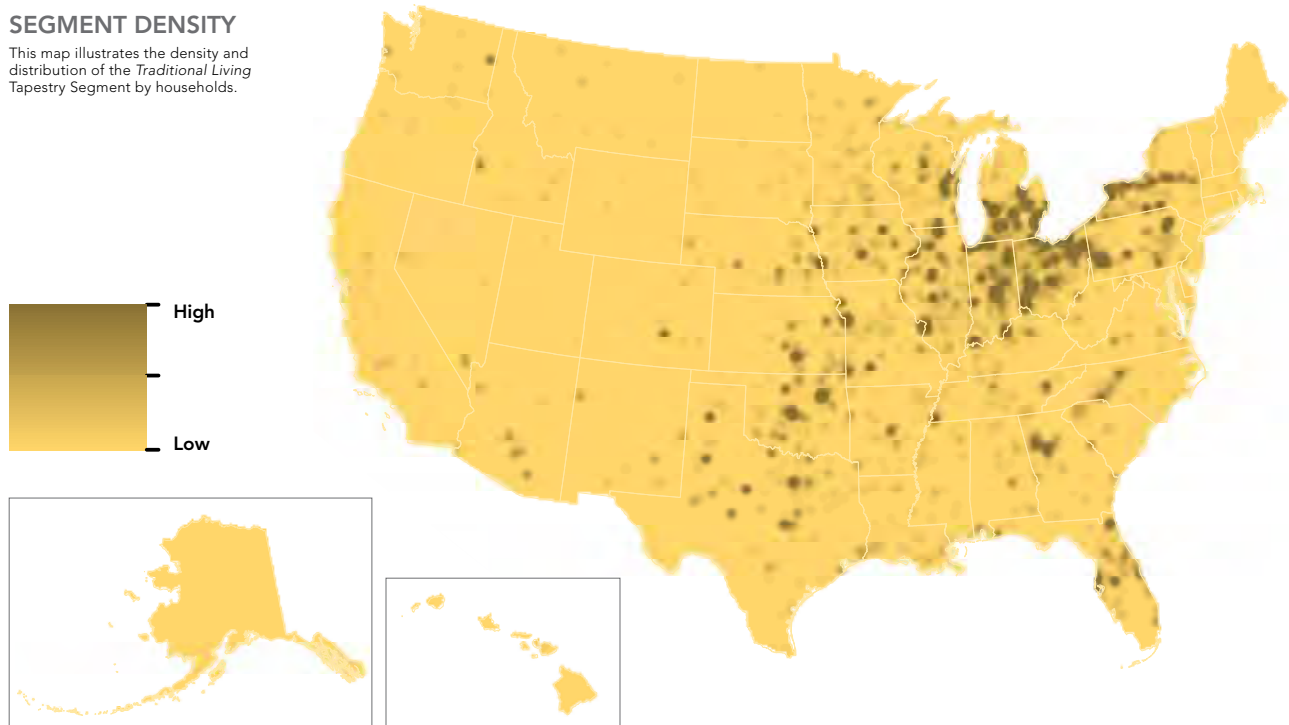
High

Low

For more information
1-800-447-9778
info@esri.com
esri.com

esri

THE SCIENCE OF WHERE

LifeMode Group: Hometown
Small Town Simplicity

12C

Pendleton County

4.3%

Households: 2,305,700

Average Household Size: 2.26

Median Age: 40.8

Median Household Income: $31,500
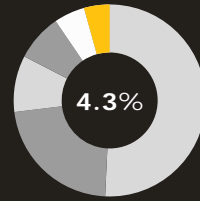
WHO ARE WE?

Small Town Simplicity includes young families and senior householders that are bound by community ties. The lifestyle is down-to-earth and semirural, with television for entertainment and news, and emphasis on convenience for both young parents and senior citizens. Residents embark on pursuits including online computer games, renting movies, indoor gardening, and rural activities like hunting and fishing. Since 1 in 4 households is below poverty level, residents also keep their finances simple—paying bills in person and avoiding debt.

OUR NEIGHBORHOOD

- They reside in small towns or semirural neighborhoods, mostly outside metropolitan areas.
- Homes are a mix of older single-family houses (61%), apartments, and mobile homes.
- Half of all homes are owner-occupied (Index 79).
- Median home value of $92,300 is about half the US median.
- Average rent is $639 (Index 62).
- This is an older market, with half of the householders aged 55 years or older, and predominantly single-person households (Index 139).

SOCIOECONOMIC TRAITS

- Education: 67% with high school diploma or some college.
- Unemployment higher at 7.7% (Index 141).
- Labor force participation lower at 52% (Index 83), which could result from lack of jobs or retirement.
- Income from wages and salaries (Index 83), Social Security (Index 133) or retirement (Index 106), increased by Supplemental Security Income (Index 183).
- Price-conscious consumers that shop accordingly, with coupons at discount centers.
- Connected, but not to the latest or greatest gadgets; keep their landlines.
- Community-orientated residents; more conservative than middle-of-the-road.
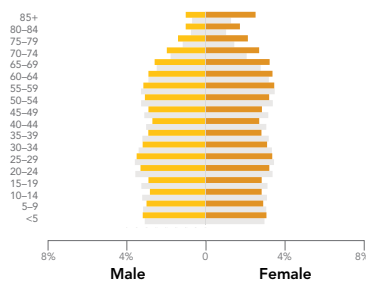- Rely on television or newspapers to stay informed.

TAPESTRY SEGMENTATION
esri.com/tapestry

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.
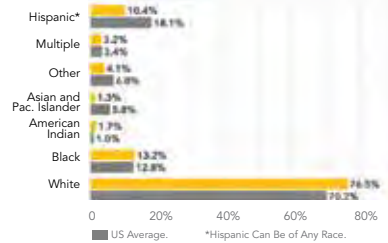
AGE BY SEX (Esri data)

Median Age: 40.8 US: 38.2

Indicates US

85+
80–84
75–79
70–74
65–69
60–64
55–59
50–54
45–49
40–44
35–39
30–34
25–29
20–24
15–19
10–14
5–9
<5

8%   4%   0   4%   8%

Male   **Female**

RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).
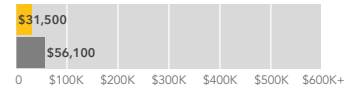
Diversity Index: 51.0 US: 64.0

Hispanic*	10.4% / 18.1%
Multiple	3.2% / 3.4%
Other	4.1% / 6.8%
Asian and Pac. Islander	1.3% / 5.8%
American Indian	1.7% / 1.0%
Black	13.2% / 12.8%
White	76.5% / 70.2%

0   20%   40%   60%   80%
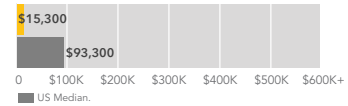
US Average.   *Hispanic Can Be of Any Race.

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.
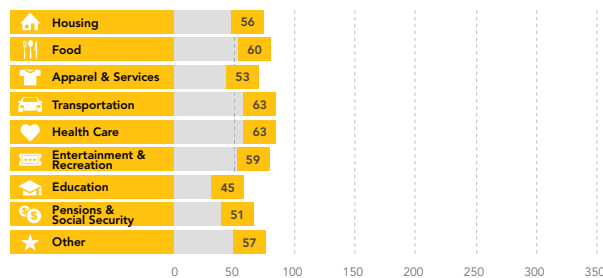
Median Household Income

$31,500
$56,100

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

Median Net Worth

$15,300
$93,300

0   $100K $200K $300K $400K $500K $600K+
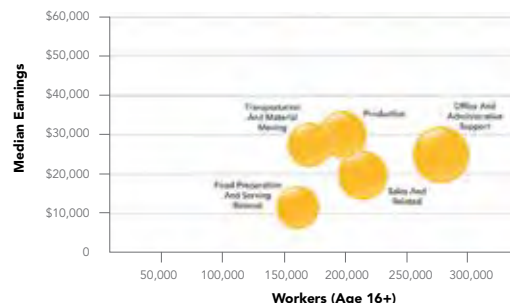
US Median.

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

Housing	56
Food	60
Apparel & Services	53
Transportation	63
Health Care	63
Entertainment & Recreation	59
Education	45
Pensions & Social Security	51
Other	57

0   50   100   150   200   250   300   350

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.

$60,000
$50,000
$40,000
$30,000
$20,000
$10,000
0

Median Earnings

Transportation And Material Moving
Production
Office And Administrative Support
Food Preparation And Serving Related
Sales And Related

50,000   100,000   150,000   200,000   250,000   300,000

Workers (Age 16+)

**12C** · LifeMode Group: Hometown
Small Town Simplicity

TAPESTRY SEGMENTATION
esri.com/tapestry

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

- *Small Town Simplicity* features a semirural lifestyle, complete with trucks and SUVs (domestic, of course), ATVs, and vegetable gardens.
- Residents enjoy outdoor activities like hunting and fishing as well as watching NASCAR and college football and basketball on TV.
- A large senior population visit doctors and health practitioners regularly.
- However, a largely single population favors convenience over cooking—frozen meals and fast food.
- Home improvement is not a priority, but vehicle maintenance is.

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.
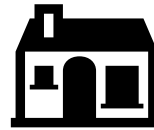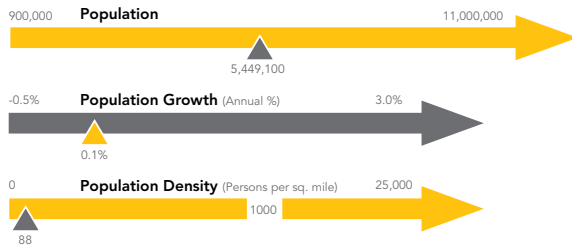
Typical Housing:
Single Family

Median Value:
$92,300
US Median: $207,300
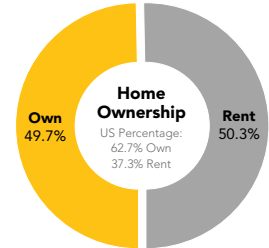
Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 49.7%
Rent 50.3%

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.

Population
900,000 — 11,000,000
5,449,100

Population Growth (Annual %)
-0.5% — 3.0%
0.1%

Population Density (Persons per sq. mile)
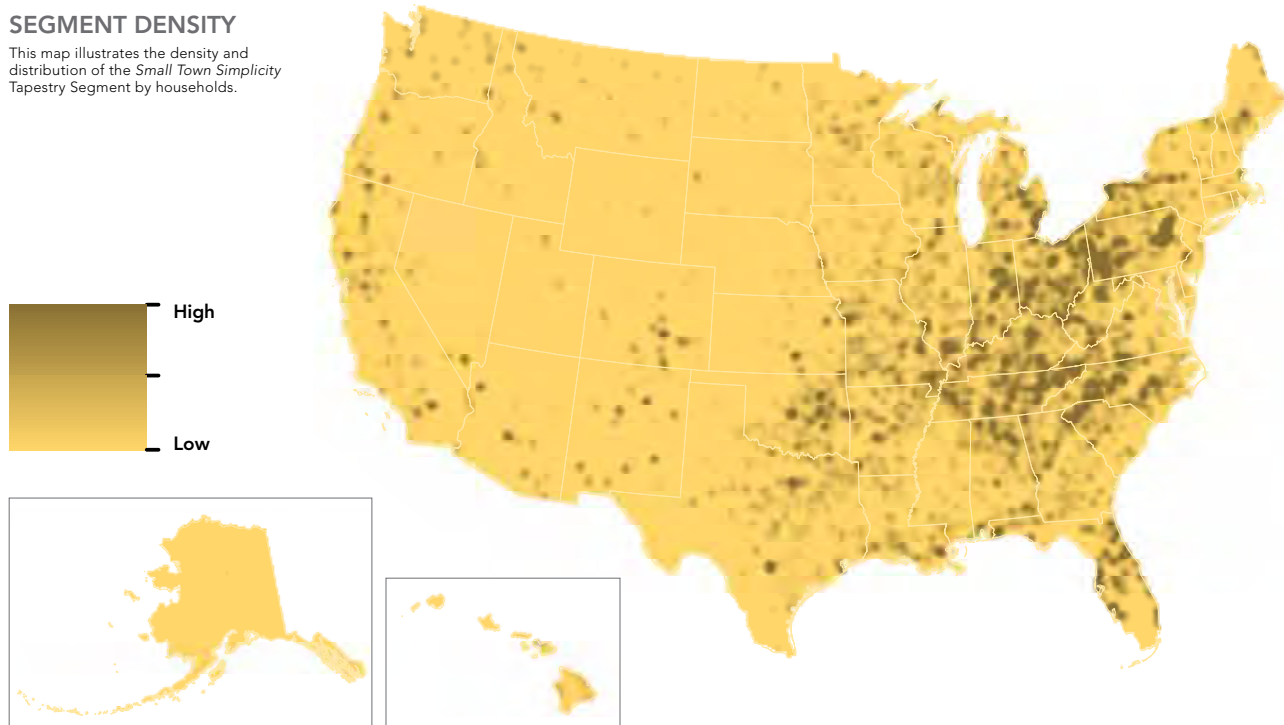0 — 25,000
88 / 1000

ESRI INDEXES

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

0 — **38** — 350
Wealth Index

0 — **71** — 350
Socioeconomic Status Index

0 — **164** — 350
Housing Affordability Index
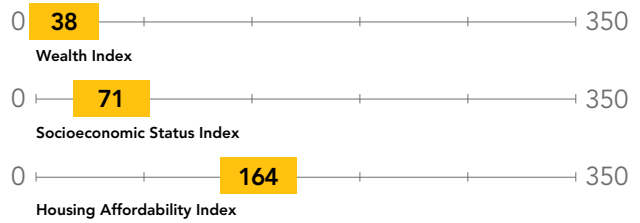
SEGMENT DENSITY

This map illustrates the density and distribution of the *Small Town Simplicity* Tapestry Segment by households.

High
Low

For more information
1-800-447-9778
info@esri.com
esri.com

esri
THE SCIENCE OF WHERE