



2014 Columbia, SC Market Analyses for Downtown and South Two-Notch Road

This report defines and analyzes the trade areas and target markets for Downtown Columbia as well as for South Two Notch Road, assesses progress since the 2007 Retail Study, and makes recommendations for each area. It includes:

A. Downtown Columbia

1. Demographics—Total + Primary + Secondary Trade Areas pp. 3-4
2. Primary Trade Area—Psychographics & Primary Target Market pp. 5-6
3. Total Trade Area—Psychographics & Total Target Market p. 7
4. Downtown Columbia Assessment, Recommendations & Merchandise Mix pp. 8-9

B. South Two-Notch Road

1. Trade Area Demographics pp. 11-12
2. Trade Area Psychographics p. 13
3. South Two Notch Road Assessment, Recommendations & Merchandise Mix pp. 14-15

Supporting Documents

A. DOWNTOWN COLUMBIA

1. Demographics—Total + Primary + Secondary Trade Areas

The map at right outlines the **primary** and **secondary** trade areas for Downtown Columbia.

Today, the **total** trade area population is 412,044. Of these, 114,925 lives within the **primary** trade area—they are ten minutes or less by car to Downtown Columbia. The remainder of the population, 297,119, lives within a twenty minute drive of Downtown Columbia. By 2018 the total trade area population is expected to increase by 5.5%.

2013
Downtown
Columbia Total
Trade Area Pop.
= 412,044

Downtown Columbia **PRIMARY** and **SECONDARY** trade areas
(together these make up the **TOTAL** trade area)



Trade Area Population

	TOTAL trade area	PRIMARY trade area	SECONDARY trade area
2013 estimated	412,044	114,925	297,119
2018 forecast	434,840	120,833	314,007
2013-2018 est. increase	5.5%	5.1%	5.7%

Average Household Income

	PRIMARY trade area	TOTAL* trade area
2013 estimated	\$53,302	\$62,222
2018 forecast	\$61,151	\$72,444
2013-2018 est increase	14.7%	16.4%

Key demographic income statistics:

- Average household incomes of \$53,302 in the primary trade area is significantly below the \$71,842 average income for all US households.
- More than 35% of households in the primary trade area and 46% in the total annually earn \$50,000 and up.
- 37% of primary and 40% of total trade area residents are between the ages of 25 and 54, strong years for consumption.

Additional downtown statistics:

- Downtown workers—nearly all of whom are counted within the total trade area population—are important customers for downtown operations. In 2013 there were more than 50,000 workers within a 5-minute drive of downtown Columbia. Of these, approximately 16,000 work within the core of downtown, the City Center Partnership's boundaries.
- Visitors—in 2012 there were more than 1 million visitors to Columbia.
- College students—graduate students and undergrads permanently residing in Columbia are counted in demographics figures. Regardless, they are not the major customer for most shops and eateries, though they do frequent coffee shops, bars and quick/casual food establishments.

Households by Income

	PRIMARY trade area	TOTAL* trade area		
	2013 estimated	2018 forecast	2013 estimated	2018 forecast
\$35-\$49.9k	13.4%	13.8%	13.6%	13.5%
\$50-\$74.9k	15.5%	18.0%	19.0%	21.3%
\$75-\$99.9k	8.0%	9.8%	11.2%	13.2%
\$100-\$149.9k	7.3%	8.7%	10.2%	11.6%
\$150-\$199.9k	2.3%	2.8%	3.2%	4.0%
\$200k +	2.1%	2.3%	2.4%	2.7%

Today, more than 35% of primary and 46% of total trade area households annually earn \$50k and up.

Age Distribution

	PRIMARY trade area	TOTAL* trade area		
	2013 estimated	2018 forecast	2013 estimated	2018 forecast
Age 15-24	25.6%	24.2%	18.9%	17.7%
Age 25-34	16.7%	16.4%	16.0%	15.9%
Age 35-44	10.1%	10.5%	12.1%	12.4%
Age 45-54	10.7%	9.9%	12.3%	11.2%
Age 55-64	10.7%	10.9%	11.4%	11.5%
Age 65-74	6.1%	7.6%	6.8%	8.2%
Age 75-84	3.8%	4.0%	3.6%	4.0%

More than 37% of primary and just over 40% of total trade area residents are between the ages of 25 and 54.

Source: ESRI Business Solutions; 2010 US Census; City Center Partnership; The Midlands Authority for Conventions, Sports & Tourism, Downtown Works downtown works

2. Primary Trade Area— Psychographics & Primary Target Market

Demographic statistics cross-tabulated with information on lifestyles, attitudes and behaviors lead to *psychographic* profiles of a population. These profiles consider occupations and education levels, preferred activities and spending habits, and stages of life. For this analysis we have assessed data from ESRI, which segments the entire U.S. population into 65 unique psychographic groups.

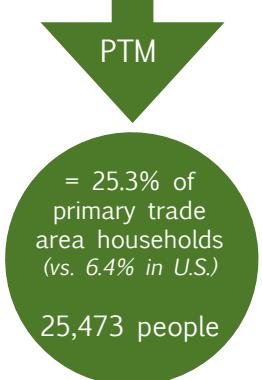
As shown below, its primary target market (PTM) *psychographic* groups make up 25.3% of primary trade area households, or 25,473 people. The PTM is comprised of individuals who are well-educated, physically active, and like to stay current in terms of fashion and technology. Some are more affluent than others, yet they all have a good amount of discretionary income which they tend to spend on electronics, apparel, activewear, meals out, movies and concerts.

PTM members prefer to shop and dine in a downtown setting so long as the right product—a cluster of distinct, quality operators—is offered. A number of additional psychographic groups are considered followers—they will shop and dine in the places patronized by the PTM.

Descriptions of each of the 4 groups that comprise Downtown Columbia's PTM are included on the following page.

Downtown Columbia Primary Target Market (PTM) as percent of PRIMARY TRADE AREA households

	Metropolitans	Young & Restless	Prosperous Empty Nesters	Urban Chic
PTM	12.0%	8.7%	3.2%	1.4%
U.S.	1.4%	1.5%	2.1%	1.4%



Downtown Columbia Primary Target Market (PTM) Groups

Metropolitans 12.0%

- Live in older city neighborhoods
- More than 75% over the age of 25 have attended college
- Median age is 37.7; just 40% are married
- Live in single family homes and in multi-unit buildings
- Active, urbane lifestyle
- Like to shop, buying everything from electric tools and small appliances to women's apparel and shoes
- Practice yoga, kayak, hike/backpack, ski on water and snow
- Prefer Apple products

Young & Restless 8.7%

- Young, single professionals who lead busy lives
- The median age is 28.6
- Diverse and highly educated, very interested in their careers
- Renters with few children
- Incomes are not high but much of it is disposable
- Highly tech-savvy
- Enjoy bars and nightlife
- Workout in gyms and play a variety of sports

Prosperous Empty Nesters 3.2%

- Median age is 48.9
- Neighborhoods are usually slow growing, established, affluent areas in densely populated city centers
- Eat out several times/week (occasionally entertain at home)
- Have the latest in gadgetry
- Are label-conscious
- Buy the latest sports apparel to look good

Urban Chic 1.4%

- Professionals who live stylishly and are well-educated
- Focus on both quality and style
- Stay fit, eat organic and drink imported
- Dine out all the time yet have well equipped kitchens
- Shop in upscale stores
- Active consumers, emphasize organic-sustainable goods/services + craftsmanship/artisanship; favor local operators over chains
- One of the top groups to own Apple products

3. Total Trade Area— Psychographics & Total Target Market

As shown below, Downtown Columbia's total target market (TTM) psychographic groups make up 21.6% of total trade area households. The TTM groups are the same as the four within the PTM, along with In Style (this group is not present in sufficient enough numbers within the primary trade area to be included in the PTM). In Style is described below.

Downtown Columbia Total Target Market (TTM)

as percent of TOTAL TRADE AREA households

	Young & Restless	In Style	Prosperous Empty Nesters	Metropolitans	Urban Chic
TTM	8.6%	4.4%	4.3%	3.6%	0.7%
U.S.	1.5%	2.3%	2.1%	1.4%	1.4%

Four of the TTM groups—Young & Restless, Prosperous Empty Nesters, Metropolitans, and Urban Chic—are all part of the PTM and are described on the previous page. In Style is not part of the PTM but is present within the TTM; it is described below.

In Style

- Affluent, well-educated suburbanites who gravitate to urban experiences
- Make frequent trips to downtown to access “hip” and “authentic” restaurants and shops, visit museums or go to concerts
- Median age is 40; they are candidates for downtown lofts/condos when their kids leave the nest
- Are into fitness
- Are label-conscious and scan the horizon for emerging trends



4. Downtown Columbia Assessment, Recommendations, Merchandise Mix

Assessment—Developments Since 2007 Retail Study

- New stores and restaurants compliant with the merchandise mix strategy have opened; collectively they serve as anchors that will interest other operators in opening downtown.
- The facade improvement program has had a positive impact on the look and feel of downtown—there are not nearly as many derelict buildings as there were seven years ago.
- The Farmers' Market is a wonderful addition that activates the street and brings target market customers to Main Street.
- The opening of the Sheraton Hotel hotel and renovation of the Marriott show that large companies see value in investing in and conducting business in downtown Columbia.
- The first store to open as a result of the recruitment program, Uptown on Main, has seen sales growth over the past 5 years. The owner is very optimistic about the continued success of her store and of downtown overall.
- The Art Museum's development campaign will fund critical improvements to the Main Street side of the building.
- Residential development is back on track after the recession and the Hub opens this summer—having more residents in downtown will put additional activity on the streets.
- The Nickelodeon's relocation and new marquee are positive changes.
- We spoke with a variety of stakeholders who all said there is a new “energy” in downtown, and an overwhelmingly positive feeling about it that did not exist seven years ago. Stakeholders also cited a major, long-standing concern with the lack of connectivity between The Vista and Main Street.

Recommendations

- While there have been many buildings that have renovated retail space, there is still much work to be done. Another round of facade improvement grants are in order.
- Discourage expansion of financial institutions along the main retail streets as they prevent quality shops and restaurants from locating nearby.
- Encourage as much residential development above storefronts as possible—residents activate a district with feet on the street and upper-floor lights on at night.
- On Lady Streets and Main Street, infill development makes sense and can be supported. But we caution to not build new retail complexes within other parts of downtown or close to it as the market is not large enough to support a good deal more. Clustering retail in downtown will create a critical mass of shops and restaurants that can be successful. We would have grave concerns about diluting this effort with new projects.
- Infill development will help connect The Vista and Main Street. Assembly Street acts more like a highway—actively pursue mitigation plans for making this much less of an obstacle between the areas than it is today.
- Develop storefront design and signage criteria in consultation with a retail designer.
- Continue full force with the recruiting efforts. The operators that have been brought in should go a long way towards attracting additional ones. Over time the mix needs to be continually tweaked—recruiting is a never ending process.
- The merchandise mix plans for Main and for Lady Streets defined in the original study remain relevant to the market today. What has been brought in to date has by and large been compliant with the plans, the details of which are on the following page.

Downtown Columbia Merchandise Mix Plans

MAIN STREET

- Eateries
 - Full-service restaurants of varying cuisine
 - Cafes
 - Coffee shops
 - Wine/tapas bars
- Apparel & accessories
 - Men's clothing
 - Women's clothing
 - Fitness apparel
 - Shoes
 - Handbags
 - Watches/jewelry (complement Sylvan Bros)
- Home décor & furnishings
 - Gift stores
 - Tabletop
 - Home accents
- Surrounding museum
 - Art galleries
 - Photography
 - Sculpture
 - Decorative paper
 - Other cultural/art related uses
- Side streets
 - Spas/salons/barber
 - Services (such as dry cleaning, phone stores)
 - Quick/casual food offerings

LADY STREET

- Lady Street is too long to have retail its entire length; continue to cluster retail around Lincoln
- Retail growth must move towards Main Street to benefit downtown as a whole; both Vista and Downtown will be stronger if connected
- Creative offices such as architects, designers, graphics, arts professionals would be appropriate along Lady Street
- Salons and services
- Home furnishing showrooms
- Urban hardware/home supply
- Art supply
 - Canvas, easels, paints, brushes
- Infill Development
 - Infill development along Lady Street is one of the most critical aspects in downtown Columbia's retail growth
 - Development must be designed to link Main Street and the Vista
 - The City and City Center Partnership must ensure that the ground level spaces are designed appropriately
 - If retail, then retail design specialists must be on board

B. SOUTH TWO NOTCH ROAD

1. Trade Area Demographics

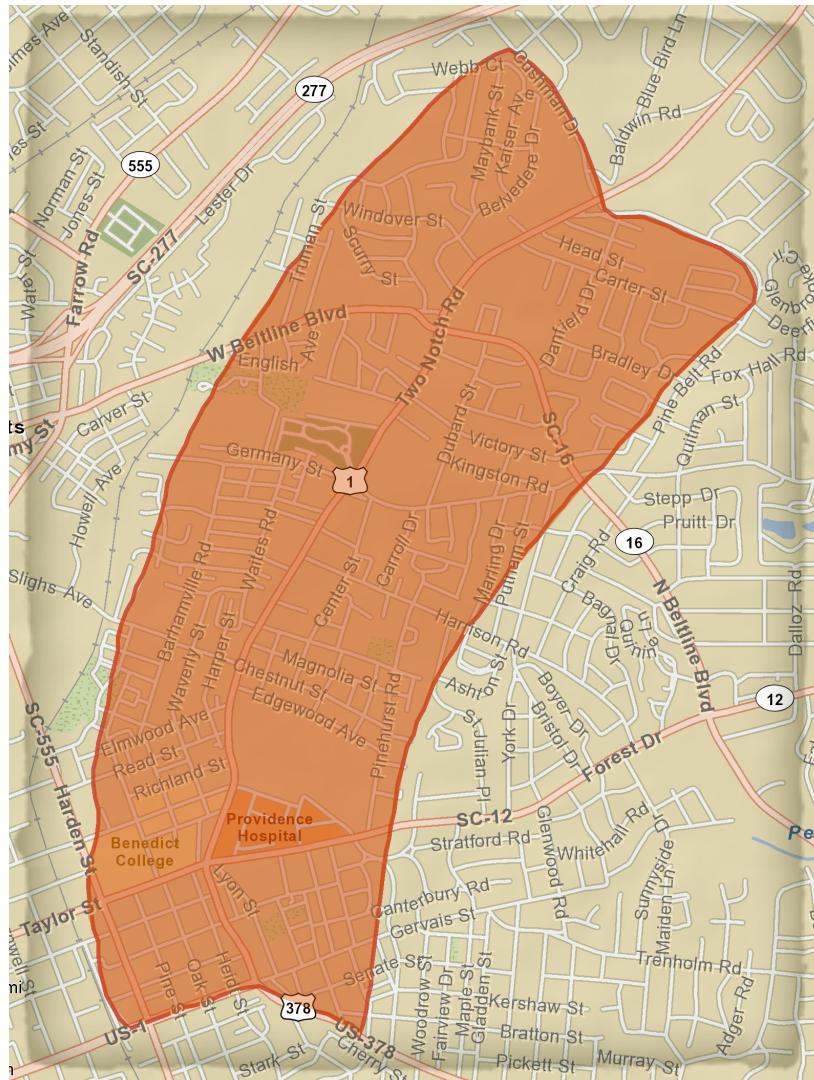
The map at right outlines the trade area for South Two Notch Road. While certainly some from outside of these boundaries will patronize businesses along the corridor, the great bulk of customers will come from within it. Even those from outside of the trade area who commute to work along Two Notch Road are not big customers for operations here as people do most of their spending at businesses that are close to their homes. (*The exception to this is the urban-inclined consumer who prefers to shop and dine in a downtown setting, such as in Downtown Columbia*)

Today, the trade area population is 11,366. By 2018 the population is expected to increase by 2.16%.

2013 South
Two Notch
Road Trade Area
Pop. = 11,366

Trade Area Population	
2013 estimated	11,366
2018 forecast	11,612
2013-2018 est. increase	2.16%

South Two Notch Road Trade Area



Source: ESRI Business Solutions; 2010 US Census; Downtown Works

Average Household Income

<i>2013 estimated</i>	\$34,820
<i>2018 forecast</i>	\$39,783
<i>2013-2018 est. increase</i>	14.3%

Key demographic income statistics for South Two Notch Road trade area:

- Average household income is \$34,820 (compared to \$71,842 for all US households).
- Nearly 80% of households annually earn less than \$50,000.

Households by Income

2013 estimated 2018 forecast

< \$15,000	36.1%	34.8%
\$15-\$24.9k	19.3%	14.6%
\$25-\$34.9K	10.9%	10.7%
\$35-\$49.9k	11.9%	13.2%
\$50-\$74.9k	11.0%	12.9%
\$75-\$99.9k	7.2%	9.5%
\$100-\$149.9k	2.4%	3.0%
\$150-\$199.9k	0.5%	0.5%
\$200k +	0.7%	0.8%

Age Distribution

2013 estimated 2018 forecast

Age 15-24	25.6%	24.9%
Age 25-34	10.9%	10.4%
Age 35-44	9.1%	9.5%
Age 45-54	11.6%	10.3%
Age 55-64	12.1%	12.2%
Age 65-74	6.4%	7.9%
Age 75-84	4.3%	4.6%
Age 85+	2.3%	2.5%

Source: ESRI Business Solutions; 2010 US Census; Downtown Works

2. Psychographics

South Two Notch Road's top four psychographic groups account for more than 85% of the market. The remaining 14.8% of the market is made up of similar type psychographic groups (with the exception of Top Rung, which at 1.9% is a very small sliver of the market). As borne out in the demographics, the groups as a whole are marked by relatively modest incomes and have very little discretionary dollars.

City Commons—28.1%:

- Single parent families or singles who live alone
- One of youngest tapestry segments; almost one half have children
- 31% work in service industries, are 19% on public assistance and 13% collect Supplemental Social Security income
- Due to limited employment options, more residents work part-time than full-time
- More than 75% rent homes; most in multi-family apartments with fewer than 20 units
- These residents are movers; nearly 50% have relocated in last 5 years
- Buy necessities such as baby and children's products, food and clothing
- Eat at fast food spots several times a month

Modest Income Homes—26.7%:

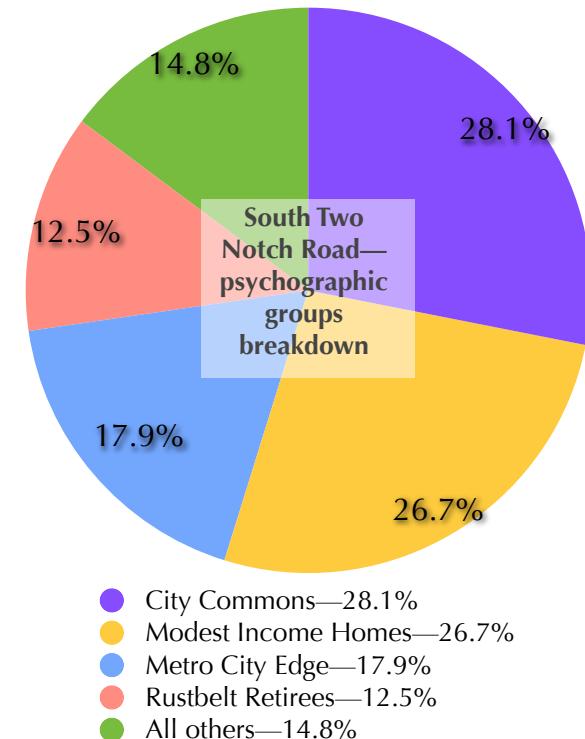
- Single person and single parent households are predominant
- One fourth are age 65 or over
- Slightly more employed residents work part time than full time
- Unemployment rate is high—over 20%
- 60% over age 25 have graduated from high school, 8% have a bachelor's degree and 28% have attended college
- Go to movies occasionally, also watch TV
- Discount store shoppers

Metro City Edge—17.9%:

- Married couples, single parents and multigenerational families
- 78% of households derive income from wages; remainder through public assistance or social security
- Unemployment is double the US level
- Over 25 years of age 1 in 10 has a college degree, 4 in 10 have attended college
- Home ownership rate is 53%
- Spend money wisely to ensure welfare of children; tend to shop Piggly-Wiggly, Kroger and Aldi; will travel to superstores and wholesalers
- Watch TV; home internet unimportant
- Go to movies and eat at fast food or family style restaurants

Rustbelt Retirees—12.5%:

- Mix of married-couple families, single parents and singles who live alone
- For years these residents sustained the manufacturing industry that drove local economies; now work in the service industry predominates
- Live in modest single family homes
- Spend money on their families, yard maintenance and home improvements
- Frugal and shop for bargains at Sam's Club, JC Penny, and K Mart
- Go bowling, fishing and hunting, watch TV—sitcoms and sports events
- Eat out at family style restaurants



Source: ESRI Business Solutions; 2010 US Census; Downtown Works

3. South Two Notch Road Assessment, Recommendations, Merchandise Mix

Assessment

- Two Notch Road is an arterial street that carries people to and from the suburbs—over the years, businesses moved out as the housing moved farther out.
- Derelict and vacant buildings along the corridor create visual blight which makes the area unattractive to prospective users.
- Competition for the same trade area exists along North Main Street, and Beltline, both of which have more retail that is more attractive than that found along South Two Notch Road.
- The most successful retail along the corridor appears to be auto related, salon services and dollar stores.
- The cluster of Benedict College and Allen University along with Providence Hospital appears to be the densest and most active uses on the corridor. There is little commercial development that caters to the students, staff or visitors.
- Benedict College's athletic field and business center are large activity generators. There is the potential for larger scale developments on land owned by Benedict College. They are planning for future uses now.
- The corridor generates undesirable activities due to the sale of liquor, beer and wine in the plethora of licensed stores found here. There are 26 licensed stores within five miles and applications in for more.
- Some existing buildings and shopping centers have been repurposed. The Children's Center is an appropriate and creative reuse of an abandoned strip center. Two dental clinics have opened and are apparently successful.
- The hospitality accommodations along Two Notch Road are, for the most part, of very poor quality
- There are no full-service restaurants, only fast or quick food service.
- There exist many large gaps between retail uses making it very difficult for residents dependent on public transportation to shop. And, of course, this is an automobile oriented corridor with unsafe conditions for pedestrians.

Recommendations

- Actively defend against the issuance of more liquor licenses along the corridor. Focus on scrutinizing existing alcohol related businesses for violations and press for revocation of licenses for bad operators.
- Continue to advocate for the curtailment of illegal activities along the corridor through policing.
- In order for retail to thrive the corridor must add more residents. Encourage residential development through land use planning and incentives.

Source: ESRI Business Solutions; 2010 US Census; Downtown Works

- Over time, as the populations, grows, any new development should occur in and around the anchors—the colleges and hospital—and in and around major intersections where public transportation stops are available.
- A handful of businesses deserve façade grants. Choose those businesses with the best opportunity to survive. This will be the quickest and easiest way to promote improvements along the corridor. Perhaps it will entice others to put an investment into their physical plants.
- Today, filling vacant spaces with uses such as office, warehousing, manufacturing businesses, training centers or community places would be smart alternatives to adding additional retail operations.
- When criminal activity lessens, plans for residential development exist, and physical conditions are more attractive, consider attracting large warehouse or off-price retailers that look for huge parcels of land.
- Commercial corridors improve over a long period of time. If you are patient and smart about new development that occurs, the corridor will improve. The decline of the corridor happened over many years and it will take an equal amount of time to bring it back. Think residential density!

Merchandise Mix

Additional retail offerings should be kept minimal given that there are already retail businesses in the area and it would be difficult for the market to support much in the way of additional store and restaurant operations given its small population (11,366 people) with little discretionary income. That being noted, the following types of “convenience/neighborhood serving” uses are appropriate for existing or future operations to serve the customer base:

- | | |
|--|--|
| <ul style="list-style-type: none"> • grocery • small food/convenience markets • drugstore/pharmacy • floral • beauty and barber shops | <ul style="list-style-type: none"> • laundry and dry cleaning • hardware/mercantile • quick/casual food, family-style eateries • banking |
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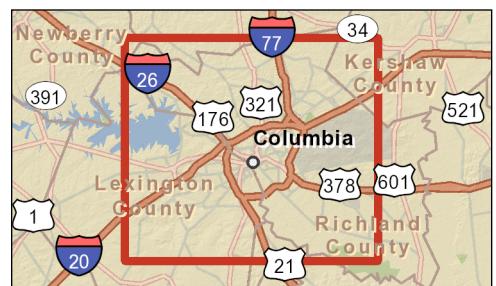
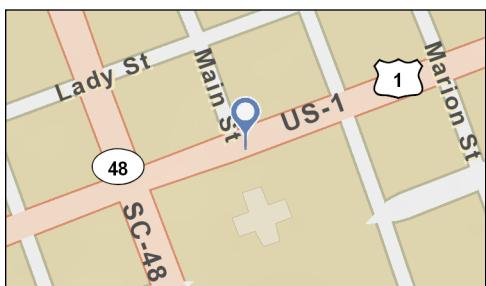
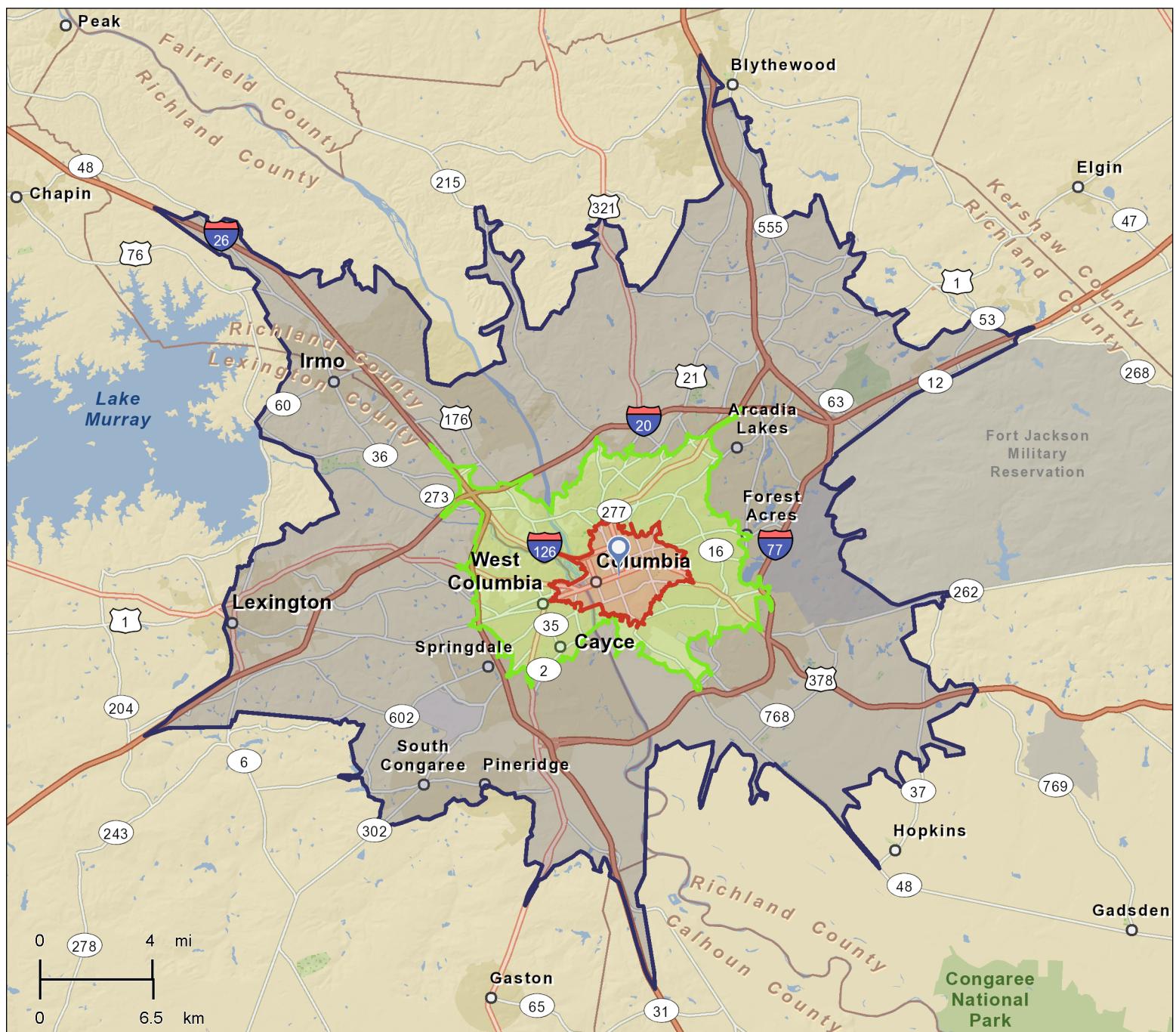
Supporting Documents

1. Downtown Trade Area Demographics & Psychographics
2. Two Notch Road Trade Area Demographics & Psychographics

Site Map

1200 Gervais St, Columbia, South Carolina, 29201
Drive Time: 5, 10, 20 Minutes

Prepared by Young's Research
Latitude: 34.00122
Longitude: -81.03342



March 26, 2014

Made with Esri Business Analyst

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Market Profile

1200 Gervais St, Columbia, South Carolina, 29201
 Drive Time: 5, 10, 20 minutes

Prepared by Young's Research
 Latitude: 34.00122
 Longitude: -81.03342

	0 - 5 minutes	0 - 10 minutes	0 - 20 minutes
Population Summary			
2000 Total Population	26,889	111,088	365,277
2010 Total Population	26,375	111,607	398,689
2013 Total Population	26,972	114,925	412,044
2013 Group Quarters	9,054	11,418	32,327
2018 Total Population	28,020	120,833	434,840
2013-2018 Annual Rate	0.77%	1.01%	1.08%
Household Summary			
2000 Households	9,125	47,484	141,595
2000 Average Household Size	1.96	2.10	2.38
2010 Households	8,998	47,495	156,548
2010 Average Household Size	1.93	2.11	2.34
2013 Households	9,342	49,222	162,780
2013 Average Household Size	1.92	2.10	2.33
2018 Households	9,902	52,128	172,805
2018 Average Household Size	1.92	2.10	2.33
2013-2018 Annual Rate	1.17%	1.15%	1.20%
2010 Families	2,780	21,316	91,973
2010 Average Family Size	2.80	2.86	2.97
2013 Families	2,843	21,841	95,171
2013 Average Family Size	2.81	2.87	2.97
2018 Families	2,951	22,730	100,026
2018 Average Family Size	2.81	2.88	2.98
2013-2018 Annual Rate	0.75%	0.80%	1.00%
Housing Unit Summary			
2000 Housing Units	10,232	52,185	153,027
Owner Occupied Housing Units	25.6%	42.6%	55.8%
Renter Occupied Housing Units	63.6%	48.4%	36.8%
Vacant Housing Units	10.8%	9.0%	7.5%
2010 Housing Units	10,755	54,495	174,917
Owner Occupied Housing Units	25.6%	38.7%	52.0%
Renter Occupied Housing Units	58.1%	48.4%	37.5%
Vacant Housing Units	16.3%	12.8%	10.5%
2013 Housing Units	10,953	56,176	181,327
Owner Occupied Housing Units	24.4%	37.1%	50.6%
Renter Occupied Housing Units	60.9%	50.6%	39.2%
Vacant Housing Units	14.7%	12.4%	10.2%
2018 Housing Units	11,604	59,515	192,880
Owner Occupied Housing Units	24.6%	37.3%	50.8%
Renter Occupied Housing Units	60.7%	50.3%	38.8%
Vacant Housing Units	14.7%	12.4%	10.4%
Median Household Income			
2013	\$27,287	\$33,598	\$44,593
2018	\$32,691	\$39,730	\$52,157
Median Home Value			
2013	\$191,313	\$148,676	\$151,088
2018	\$227,389	\$177,596	\$176,744
Per Capita Income			
2013	\$20,158	\$23,150	\$25,198
2018	\$24,072	\$27,072	\$29,359
Median Age			
2010	23.7	29.8	33.1
2013	23.9	30.5	33.5
2018	24.2	31.8	34.4

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 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

March 26, 2014

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 Latitude: 34.00122
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	0 - 5 minutes	0 - 10 minutes	0 - 20 minutes
2013 Households by Income			
Household Income Base	9,342	49,222	162,776
<\$15,000	30.2%	22.8%	15.4%
\$15,000 - \$24,999	16.3%	15.3%	13.0%
\$25,000 - \$34,999	12.1%	13.3%	12.0%
\$35,000 - \$49,999	11.2%	13.4%	13.6%
\$50,000 - \$74,999	12.1%	15.5%	19.0%
\$75,000 - \$99,999	5.6%	8.0%	11.2%
\$100,000 - \$149,999	7.5%	7.3%	10.2%
\$150,000 - \$199,999	2.9%	2.3%	3.2%
\$200,000+	2.2%	2.1%	2.4%
Average Household Income	\$49,050	\$52,302	\$62,222
2018 Households by Income			
Household Income Base	9,902	52,128	172,801
<\$15,000	29.2%	22.0%	14.5%
\$15,000 - \$24,999	12.0%	11.2%	9.2%
\$25,000 - \$34,999	10.8%	11.5%	10.0%
\$35,000 - \$49,999	12.1%	13.8%	13.5%
\$50,000 - \$74,999	14.0%	18.0%	21.3%
\$75,000 - \$99,999	6.9%	9.8%	13.2%
\$100,000 - \$149,999	8.6%	8.7%	11.6%
\$150,000 - \$199,999	3.7%	2.8%	4.0%
\$200,000+	2.6%	2.3%	2.7%
Average Household Income	\$59,187	\$61,151	\$72,444
2013 Owner Occupied Housing Units by Value			
Total	2,673	20,819	91,676
<\$50,000	3.7%	3.6%	3.3%
\$50,000 - \$99,999	15.5%	21.5%	16.2%
\$100,000 - \$149,999	18.0%	25.6%	30.0%
\$150,000 - \$199,999	15.5%	18.0%	22.3%
\$200,000 - \$249,999	10.8%	9.5%	10.6%
\$250,000 - \$299,999	8.7%	6.0%	5.7%
\$300,000 - \$399,999	11.0%	7.1%	5.7%
\$400,000 - \$499,999	7.1%	3.5%	2.5%
\$500,000 - \$749,999	6.4%	3.4%	2.4%
\$750,000 - \$999,999	2.0%	1.0%	0.7%
\$1,000,000 +	1.3%	0.9%	0.6%
Average Home Value	\$254,896	\$200,147	\$188,487
2018 Owner Occupied Housing Units by Value			
Total	2,857	22,177	97,972
<\$50,000	3.0%	3.1%	2.5%
\$50,000 - \$99,999	9.4%	15.0%	10.8%
\$100,000 - \$149,999	12.2%	19.9%	22.4%
\$150,000 - \$199,999	17.0%	22.0%	26.6%
\$200,000 - \$249,999	15.3%	13.8%	15.4%
\$250,000 - \$299,999	12.3%	8.5%	8.3%
\$300,000 - \$399,999	12.4%	7.9%	6.7%
\$400,000 - \$499,999	7.3%	3.7%	2.8%
\$500,000 - \$749,999	7.4%	4.0%	3.0%
\$750,000 - \$999,999	2.4%	1.3%	0.9%
\$1,000,000 +	1.3%	0.9%	0.6%
Average Home Value	\$280,605	\$221,713	\$210,717

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 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

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Market Profile

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	0 - 5 minutes	0 - 10 minutes	0 - 20 minutes
2010 Population by Age			
Total	26,375	111,608	398,691
0 - 4	3.0%	5.7%	6.3%
5 - 9	2.1%	4.4%	5.7%
10 - 14	1.8%	3.9%	5.5%
15 - 24	50.1%	27.0%	19.5%
25 - 34	13.9%	15.9%	15.7%
35 - 44	6.8%	10.1%	12.2%
45 - 54	8.0%	11.4%	13.1%
55 - 64	7.4%	10.1%	10.9%
65 - 74	3.5%	5.4%	6.0%
75 - 84	2.2%	4.0%	3.6%
85 +	1.1%	2.1%	1.5%
18 +	91.6%	83.6%	78.9%
2013 Population by Age			
Total	26,972	114,925	412,042
0 - 4	2.9%	5.5%	6.1%
5 - 9	2.3%	4.6%	5.8%
10 - 14	1.9%	4.0%	5.5%
15 - 24	48.8%	25.6%	18.9%
25 - 34	14.8%	16.7%	16.0%
35 - 44	6.7%	10.1%	12.1%
45 - 54	7.6%	10.7%	12.3%
55 - 64	7.8%	10.7%	11.4%
65 - 74	4.0%	6.1%	6.8%
75 - 84	2.2%	3.8%	3.6%
85 +	1.1%	2.2%	1.6%
18 +	91.4%	83.5%	79.4%
2018 Population by Age			
Total	28,022	120,834	434,839
0 - 4	2.9%	5.5%	6.1%
5 - 9	2.3%	4.5%	5.7%
10 - 14	2.1%	4.2%	5.6%
15 - 24	46.6%	24.2%	17.7%
25 - 34	15.2%	16.4%	15.9%
35 - 44	7.1%	10.5%	12.4%
45 - 54	7.1%	9.9%	11.2%
55 - 64	8.0%	10.9%	11.5%
65 - 74	5.0%	7.6%	8.2%
75 - 84	2.6%	4.0%	4.0%
85 +	1.2%	2.2%	1.7%
18 +	91.2%	83.3%	79.4%
2010 Population by Sex			
Males	13,048	53,286	194,435
Females	13,327	58,321	204,254
2013 Population by Sex			
Males	13,340	55,008	201,293
Females	13,632	59,917	210,752
2018 Population by Sex			
Males	13,869	58,014	212,992
Females	14,151	62,819	221,847

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

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2010 Population by Race/Ethnicity			
Total	26,376	111,607	398,688
White Alone	60.1%	55.3%	53.9%
Black Alone	33.6%	38.3%	38.9%
American Indian Alone	0.3%	0.3%	0.4%
Asian Alone	3.6%	1.8%	2.1%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	0.8%	2.5%	2.5%
Two or More Races	1.6%	1.7%	2.1%
Hispanic Origin	2.7%	5.0%	5.6%
Diversity Index	55.0	59.0	60.4
2013 Population by Race/Ethnicity			
Total	26,972	114,926	412,044
White Alone	60.0%	54.8%	53.3%
Black Alone	33.3%	38.1%	38.8%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	3.8%	1.9%	2.2%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	0.9%	2.9%	2.9%
Two or More Races	1.7%	1.8%	2.3%
Hispanic Origin	3.0%	5.8%	6.5%
Diversity Index	55.5	60.3	61.8
2018 Population by Race/Ethnicity			
Total	28,020	120,832	434,839
White Alone	59.6%	53.9%	52.2%
Black Alone	33.0%	37.8%	38.6%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	4.1%	2.1%	2.4%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	1.1%	3.6%	3.6%
Two or More Races	1.9%	2.1%	2.6%
Hispanic Origin	3.9%	7.3%	8.1%
Diversity Index	56.9	62.4	64.1
2010 Population by Relationship and Household Type			
Total	26,375	111,607	398,689
In Households	65.7%	89.8%	91.9%
In Family Households	30.6%	56.9%	70.7%
Householder	10.7%	19.0%	23.0%
Spouse	6.2%	10.6%	14.6%
Child	10.7%	21.2%	27.2%
Other relative	2.0%	3.8%	3.7%
Nonrelative	1.1%	2.2%	2.2%
In Nonfamily Households	35.1%	32.9%	21.2%
In Group Quarters	34.3%	10.2%	8.1%
Institutionalized Population	1.2%	1.2%	2.5%
Noninstitutionalized Population	33.1%	9.0%	5.6%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

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2013 Population 25+ by Educational Attainment			
Total	11,903	69,359	262,892
Less than 9th Grade	5.1%	4.6%	3.5%
9th - 12th Grade, No Diploma	10.7%	10.0%	8.0%
High School Graduate	16.0%	21.7%	23.5%
Some College, No Degree	15.2%	18.8%	22.8%
Associate Degree	4.5%	6.5%	8.5%
Bachelor's Degree	26.0%	22.4%	20.5%
Graduate/Professional Degree	22.6%	16.1%	13.2%
2013 Population 15+ by Marital Status			
Total	25,057	98,739	340,625
Never Married	69.7%	52.4%	41.2%
Married	20.9%	32.5%	42.9%
Widowed	3.3%	5.9%	5.7%
Divorced	6.0%	9.3%	10.2%
2013 Civilian Population 16+ in Labor Force			
Civilian Employed	84.7%	89.3%	91.0%
Civilian Unemployed	15.3%	10.7%	9.0%
2013 Employed Population 16+ by Industry			
Total	11,625	54,108	188,429
Agriculture/Mining	0.4%	0.5%	0.6%
Construction	4.6%	5.2%	5.0%
Manufacturing	3.4%	6.3%	8.3%
Wholesale Trade	1.3%	1.8%	1.9%
Retail Trade	13.6%	12.5%	12.1%
Transportation/Utilities	2.5%	3.2%	4.3%
Information	1.0%	2.0%	1.7%
Finance/Insurance/Real Estate	6.0%	6.7%	7.9%
Services	60.7%	55.3%	50.4%
Public Administration	6.4%	6.5%	7.8%
2013 Employed Population 16+ by Occupation			
Total	11,626	54,109	188,430
White Collar	63.6%	61.2%	62.7%
Management/Business/Financial	12.1%	12.2%	13.2%
Professional	25.7%	24.4%	23.9%
Sales	13.5%	12.0%	11.3%
Administrative Support	12.3%	12.7%	14.3%
Services	24.6%	22.2%	19.5%
Blue Collar	11.9%	16.6%	17.8%
Farming/Forestry/Fishing	0.1%	0.2%	0.2%
Construction/Extraction	3.1%	4.3%	4.4%
Installation/Maintenance/Repair	1.2%	2.3%	2.7%
Production	2.8%	4.6%	4.9%
Transportation/Material Moving	4.6%	5.2%	5.6%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type			
Total	8,998	47,495	156,547
Households with 1 Person	47.3%	39.9%	32.1%
Households with 2+ People	52.7%	60.1%	67.9%
Family Households	30.9%	44.9%	58.8%
Husband-wife Families	17.8%	25.1%	37.4%
With Related Children	5.6%	9.0%	15.6%
Other Family (No Spouse Present)	13.0%	19.8%	21.4%
Other Family with Male Householder	3.0%	4.2%	4.4%
With Related Children	1.1%	1.9%	2.3%
Other Family with Female Householder	10.1%	15.6%	17.0%
With Related Children	6.2%	9.9%	11.4%
Nonfamily Households	21.8%	15.2%	9.2%
All Households with Children	13.1%	21.1%	29.7%
Multigenerational Households	1.9%	3.0%	3.7%
Unmarried Partner Households	5.7%	6.7%	6.3%
Male-female	4.7%	5.7%	5.5%
Same-sex	1.0%	0.9%	0.7%
2010 Households by Size			
Total	8,999	47,495	156,549
1 Person Household	47.3%	39.9%	32.1%
2 Person Household	31.0%	32.1%	32.8%
3 Person Household	12.1%	13.9%	16.2%
4 Person Household	6.5%	8.5%	11.4%
5 Person Household	2.0%	3.4%	4.8%
6 Person Household	0.7%	1.3%	1.7%
7 + Person Household	0.4%	0.9%	1.1%
2010 Households by Tenure and Mortgage Status			
Total	8,998	47,495	156,548
Owner Occupied	30.6%	44.5%	58.1%
Owned with a Mortgage/Loan	21.8%	30.1%	42.9%
Owned Free and Clear	8.8%	14.4%	15.2%
Renter Occupied	69.4%	55.5%	41.9%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

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		0 - 5 minutes	0 - 10 minutes	0 - 20 minutes
Top 3 Tapestry Segments				
	1.	Dorms to Diplomas	Metropolitans	Up and Coming Families
	2.	College Towns	Great Expectations	Young and Restless
	3.	Metropolitans	Young and Restless	Great Expectations
2013 Consumer Spending				
Apparel & Services: Total \$		\$11,061,222	\$58,288,574	\$221,608,614
Average Spent		\$1,184.03	\$1,184.20	\$1,361.40
Spending Potential Index		52	52	60
Computers & Accessories: Total \$		\$1,873,193	\$9,542,265	\$36,297,036
Average Spent		\$200.51	\$193.86	\$222.98
Spending Potential Index		81	78	90
Education: Total \$		\$13,897,721	\$61,162,411	\$215,108,502
Average Spent		\$1,487.66	\$1,242.58	\$1,321.47
Spending Potential Index		102	85	91
Entertainment/Recreation: Total \$		\$21,119,785	\$119,647,764	\$473,914,643
Average Spent		\$2,260.73	\$2,430.78	\$2,911.38
Spending Potential Index		70	75	90
Food at Home: Total \$		\$34,336,632	\$189,777,365	\$725,094,609
Average Spent		\$3,675.51	\$3,855.54	\$4,454.45
Spending Potential Index		73	77	89
Food Away from Home: Total \$		\$22,905,703	\$121,596,508	\$466,960,891
Average Spent		\$2,451.91	\$2,470.37	\$2,868.66
Spending Potential Index		77	77	90
Health Care: Total \$		\$24,549,921	\$153,072,453	\$619,289,162
Average Spent		\$2,627.91	\$3,109.84	\$3,804.45
Spending Potential Index		59	70	85
HH Furnishings & Equipment: Total \$		\$10,555,943	\$58,238,092	\$229,366,013
Average Spent		\$1,129.94	\$1,183.17	\$1,409.06
Spending Potential Index		63	66	78
Investments: Total \$		\$9,839,363	\$53,795,241	\$248,421,067
Average Spent		\$1,053.24	\$1,092.91	\$1,526.12
Spending Potential Index		51	53	74
Retail Goods: Total \$		\$148,910,261	\$843,349,782	\$3,306,289,754
Average Spent		\$15,939.87	\$17,133.59	\$20,311.40
Spending Potential Index		66	71	84
Shelter: Total \$		\$109,322,065	\$597,561,325	\$2,330,658,742
Average Spent		\$11,702.21	\$12,140.13	\$14,317.84
Spending Potential Index		72	75	88
TV/Video/Audio: Total \$		\$8,948,118	\$49,364,331	\$188,956,190
Average Spent		\$957.84	\$1,002.89	\$1,160.81
Spending Potential Index		74	78	90
Travel: Total \$		\$10,746,563	\$62,068,408	\$254,331,570
Average Spent		\$1,150.35	\$1,260.99	\$1,562.43
Spending Potential Index		63	69	85
Vehicle Maintenance & Repairs: Total \$		\$7,129,778	\$40,067,180	\$157,514,192
Average Spent		\$763.20	\$814.01	\$967.65
Spending Potential Index		70	74	88

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2010 and 2011 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

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Tapestry Segmentation Area Profile

1200 Gervais St, Columbia, South Carolina, 29201
Drive Time: 10 minutes

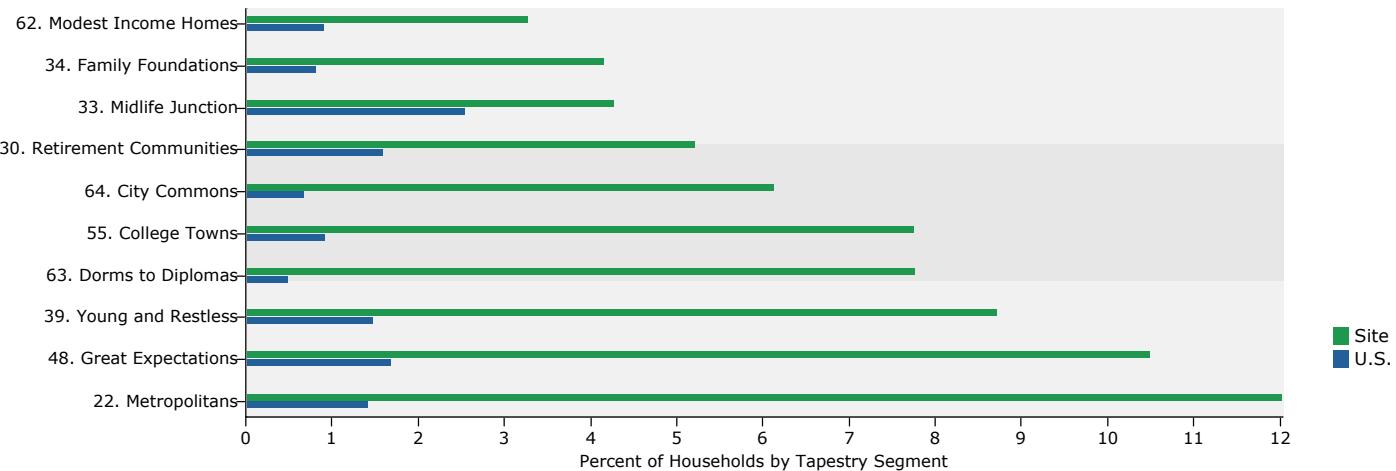
Prepared by Young's Research
Latitude: 34.00122
Longitude: -81.03342

Top Twenty Tapestry Segments

Tapestry descriptions can be found [here](#)

Rank	Tapestry Segment	Households		U.S. Households		
		Percent	Cumulative Percent	Percent	Cumulative Percent	Index
1	22. Metropolitans	12.0%	12.0%	1.4%	1.4%	845
2	48. Great Expectations	10.5%	22.5%	1.7%	3.1%	620
3	39. Young and Restless	8.7%	31.2%	1.5%	4.6%	587
4	63. Dorms to Diplomas	7.8%	39.0%	0.5%	5.1%	1,551
5	55. College Towns	7.8%	46.8%	0.9%	6.0%	829
Subtotal		46.8%		6.0%		
6	64. City Commons	6.1%	52.9%	0.7%	6.7%	902
7	30. Retirement Communities	5.2%	58.1%	1.6%	8.3%	326
8	33. Midlife Junction	4.3%	62.4%	2.5%	10.8%	168
9	34. Family Foundations	4.2%	66.6%	0.8%	11.6%	501
10	62. Modest Income Homes	3.3%	69.9%	0.9%	12.5%	357
Subtotal		23.1%		6.5%		
11	14. Prosperous Empty Nesters	3.2%	73.1%	2.1%	14.6%	153
12	51. Metro City Edge	3.0%	76.1%	0.9%	15.5%	355
13	29. Rustbelt Retirees	2.9%	79.0%	2.0%	17.5%	150
14	57. Simple Living	2.9%	81.9%	1.4%	18.9%	211
15	50. Heartland Communities	2.7%	84.6%	2.0%	20.9%	134
Subtotal		14.7%		8.4%		
16	27. Metro Renters	2.5%	87.1%	1.6%	22.5%	149
17	36. Old and Newcomers	1.9%	89.0%	2.0%	24.5%	91
18	60. City Dimensions	1.7%	90.7%	0.9%	25.4%	202
19	09. Urban Chic	1.4%	92.1%	1.4%	26.8%	100
20	52. Inner City Tenants	1.3%	93.4%	1.4%	28.2%	90
Subtotal		8.8%		7.3%		
Total		93.4%		28.3%		331

Top Ten Tapestry Segments Site vs. U.S.



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

Source: Esri

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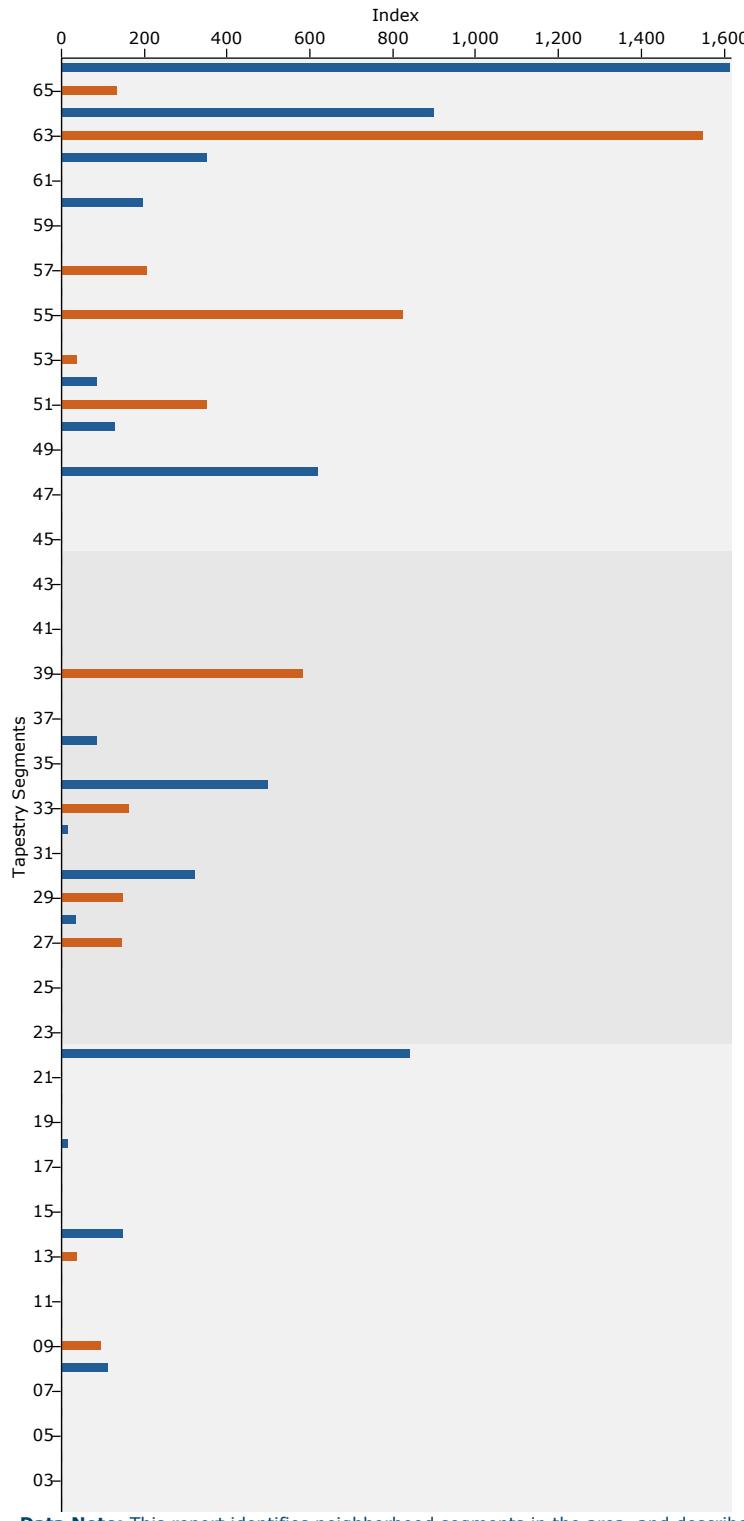
Page 7 of 18

Tapestry Segmentation Area Profile

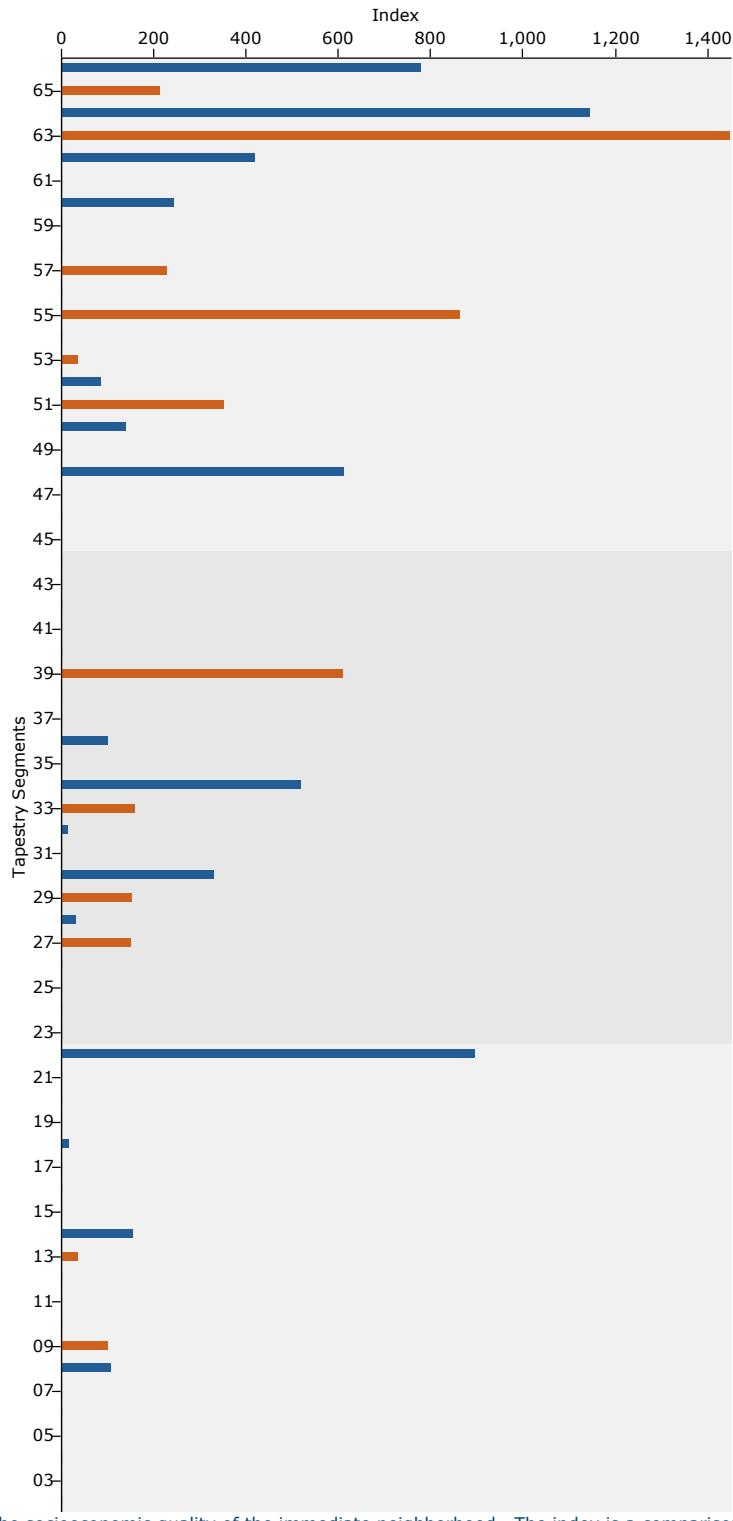
1200 Gervais St, Columbia, South Carolina, 29201
Drive Time: 10 minutes

Prepared by Young's Research
Latitude: 34.00122
Longitude: -81.03342

Tapestry Indexes by Households



Tapestry Indexes by Population



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

Source: Esri

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Tapestry Segmentation Area Profile

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Tapestry LifeMode Groups	2013 Households			2013 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	49,222	100.0%		114,924	100.0%	
L1. High Society	572	1.2%	9	1,472	1.3%	9
01 Top Rung	554	1.1%	125	1,430	1.2%	125
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
04 Boomburbs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	18	0.0%	1	42	0.0%	2
L2. Upscale Avenues	1,366	2.8%	21	2,962	2.6%	20
09 Urban Chic	692	1.4%	100	1,517	1.3%	102
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	466	0.9%	41	961	0.8%	39
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
17 Green Acres	0	0.0%	0	0	0.0%	0
18 Cozy and Comfortable	208	0.4%	19	484	0.4%	19
L3. Metropolis	9,039	18.4%	346	20,479	17.8%	341
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitans	5,925	12.0%	845	12,262	10.7%	900
45 City Strivers	0	0.0%	0	0	0.0%	0
51 Metro City Edge	1,501	3.0%	355	3,786	3.3%	356
54 Urban Rows	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	1,613	3.3%	357	4,431	3.9%	423
L4. Solo Acts	6,992	14.2%	193	12,946	11.3%	203
08 Laptops and Lattes	573	1.2%	115	942	0.8%	110
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	1,210	2.5%	149	1,890	1.6%	152
36 Old and Newcomers	912	1.9%	91	1,866	1.6%	102
39 Young and Restless	4,297	8.7%	587	8,248	7.2%	612
L5. Senior Styles	8,851	18.0%	143	18,730	16.3%	153
14 Prosperous Empty Nesters	1,568	3.2%	153	3,446	3.0%	157
15 Silver and Gold	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	1,444	2.9%	150	3,146	2.7%	155
30 Retirement Communities	2,569	5.2%	326	4,708	4.1%	334
43 The Elders	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	1,336	2.7%	134	3,021	2.6%	142
57 Simple Living	1,440	2.9%	211	3,070	2.7%	230
65 Social Security Set	494	1.0%	135	1,339	1.2%	217
L6. Scholars & Patriots	7,654	15.5%	973	19,961	17.4%	951
40 Military Proximity	0	0.0%	0	0	0.0%	0
55 College Towns	3,823	7.8%	829	8,726	7.6%	865
63 Dorms to Diplomas	3,831	7.8%	1551	11,235	9.8%	1451

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

Source: Esri

March 26, 2014

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Page 9 of 18

Tapestry Segmentation Area Profile

1200 Gervais St, Columbia, South Carolina, 29201
Drive Time: 10 minutesPrepared by Young's Research
Latitude: 34.00122
Longitude: -81.03342

Tapestry LifeMode Groups	2013 Households			2013 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	49,222	100.0%		114,924	100.0%	
L7. High Hopes	5,590	11.4%	281	11,803	10.3%	267
28 Aspiring Young Families	414	0.8%	36	914	0.8%	34
48 Great Expectations	5,176	10.5%	620	10,889	9.5%	615
L8. Global Roots	1,471	3.0%	36	3,968	3.5%	35
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	617	1.3%	90	1,360	1.2%	89
58 NeWest Residents	0	0.0%	0	0	0.0%	0
60 City Dimensions	854	1.7%	202	2,608	2.3%	246
61 High Rise Renters	0	0.0%	0	0	0.0%	0
L9. Family Portrait	3,027	6.1%	69	9,294	8.1%	77
12 Up and Coming Families	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
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	3,027	6.1%	902	9,294	8.1%	1148
L10. Traditional Living	4,369	8.9%	111	9,813	8.5%	111
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	208	0.4%	18	463	0.4%	17
33 Midlife Junction	2,109	4.3%	168	4,208	3.7%	162
34 Family Foundations	2,052	4.2%	501	5,142	4.5%	522
L11. Factories & Farms	278	0.6%	6	640	0.6%	6
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	0	0.0%	0	0	0.0%	0
53 Home Town	278	0.6%	40	640	0.6%	40
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
L12. American Quilt	0	0.0%	0	0	0.0%	0
26 Midland Crowd	0	0.0%	0	0	0.0%	0
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
41 Crossroads	0	0.0%	0	0	0.0%	0
46 Rooted Rural	0	0.0%	0	0	0.0%	0
66 Uncategorized	13	0.0%	1617	2,856	2.5%	781

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

Source: Esri

March 26, 2014

Tapestry Segmentation Area Profile

1200 Gervais St, Columbia, South Carolina, 29201
Drive Time: 10 minutes

Prepared by Young's Research
Latitude: 34.00122
Longitude: -81.03342

Tapestry Urbanization Groups	2013 Households			2013 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	49,222	100.0%		114,924	100.0%	
U1. Principal Urban Centers I	1,783	3.6%	43	2,832	2.5%	30
08 Laptops and Lattes	573	1.2%	115	942	0.8%	110
11 Pacific Heights	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	1,210	2.5%	149	1,890	1.6%	152
35 International Marketplace	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
U2. Principal Urban Centers II	3,521	7.2%	149	10,633	9.3%	170
45 City Strivers	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
64 City Commons	3,027	6.1%	902	9,294	8.1%	1148
65 Social Security Set	494	1.0%	135	1,339	1.2%	217
U3. Metro Cities I	7,171	14.6%	120	15,209	13.2%	109
01 Top Rung	554	1.1%	125	1,430	1.2%	125
03 Connoisseurs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
09 Urban Chic	692	1.4%	100	1,517	1.3%	102
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
22 Metropolitans	5,925	12.0%	845	12,262	10.7%	900
U4. Metro Cities II	15,546	31.6%	286	36,081	31.4%	311
28 Aspiring Young Families	414	0.8%	36	914	0.8%	34
30 Retirement Communities	2,569	5.2%	326	4,708	4.1%	334
34 Family Foundations	2,052	4.2%	501	5,142	4.5%	522
36 Old and Newcomers	912	1.9%	91	1,866	1.6%	102
39 Young and Restless	4,297	8.7%	587	8,248	7.2%	612
52 Inner City Tenants	617	1.3%	90	1,360	1.2%	89
60 City Dimensions	854	1.7%	202	2,608	2.3%	246
63 Dorms to Diplomas	3,831	7.8%	1551	11,235	9.8%	1451
U5. Urban Outskirts I	5,384	10.9%	104	11,352	9.9%	88
04 Boomburbs	0	0.0%	0	0	0.0%	0
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	208	0.4%	18	463	0.4%	17
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
48 Great Expectations	5,176	10.5%	620	10,889	9.5%	615

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

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March 26, 2014

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Page 11 of 18

Tapestry Segmentation Area Profile

1200 Gervais St, Columbia, South Carolina, 29201
Drive Time: 10 minutes

Prepared by Young's Research
Latitude: 34.00122
Longitude: -81.03342

Tapestry Urbanization Groups	2013 Households			2013 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	49,222	100.0%		114,924	100.0%	
U6. Urban Outskirts II	8,377	17.0%	334	20,013	17.4%	335
51 Metro City Edge	1,501	3.0%	355	3,786	3.3%	356
55 College Towns	3,823	7.8%	829	8,726	7.6%	865
57 Simple Living	1,440	2.9%	211	3,070	2.7%	230
59 Southwestern Families	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	1,613	3.3%	357	4,431	3.9%	423
U7. Suburban Periphery I	2,052	4.2%	26	4,449	3.9%	23
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	18	0.0%	1	42	0.0%	2
12 Up and Coming Families	0	0.0%	0	0	0.0%	0
13 In Style	466	0.9%	41	961	0.8%	39
14 Prosperous Empty Nesters	1,568	3.2%	153	3,446	3.0%	157
15 Silver and Gold	0	0.0%	0	0	0.0%	0
U8. Suburban Periphery II	4,039	8.2%	92	8,478	7.4%	89
18 Cozy and Comfortable	208	0.4%	19	484	0.4%	19
29 Rustbelt Retirees	1,444	2.9%	150	3,146	2.7%	155
33 Midlife Junction	2,109	4.3%	168	4,208	3.7%	162
40 Military Proximity	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
53 Home Town	278	0.6%	40	640	0.6%	40
U9. Small Towns	1,336	2.7%	59	3,021	2.6%	60
41 Crossroads	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	1,336	2.7%	134	3,021	2.6%	142
U10. Rural I	0	0.0%	0	0	0.0%	0
17 Green Acres	0	0.0%	0	0	0.0%	0
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
26 Midland Crowd	0	0.0%	0	0	0.0%	0
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
U11. Rural II	0	0.0%	0	0	0.0%	0
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	0	0.0%	0	0	0.0%	0
46 Rooted Rural	0	0.0%	0	0	0.0%	0
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
66 Uncategorized	13	0.0%	1617	2,856	2.5%	781

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

Source: Esri

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Tapestry Segmentation Area Profile

1200 Gervais St, Columbia, South Carolina, 29201
Drive Time: 20 minutes

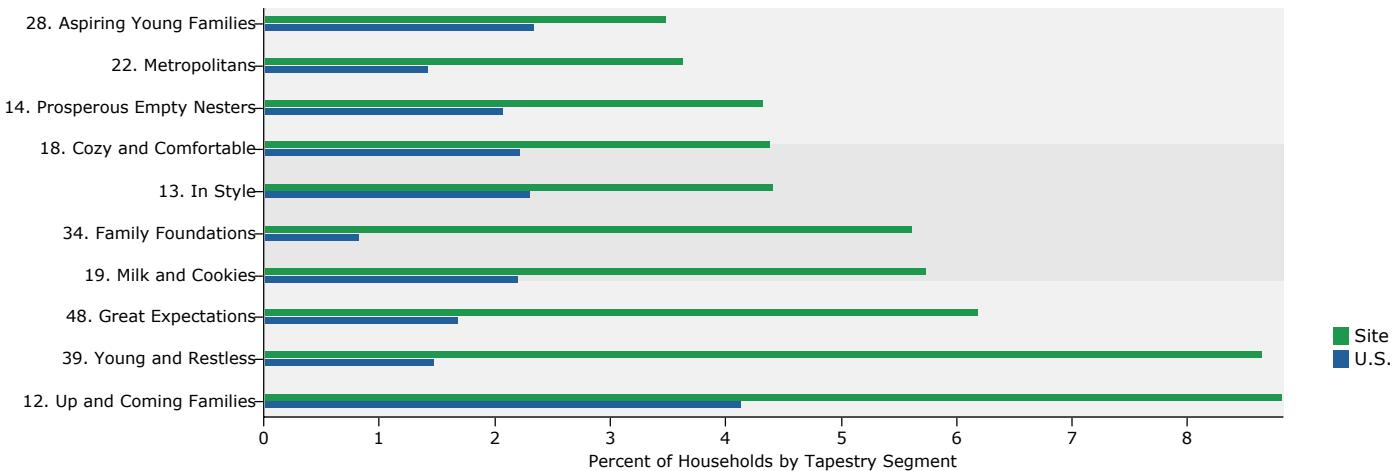
Prepared by Young's Research
Latitude: 34.00122
Longitude: -81.03342

Top Twenty Tapestry Segments

Tapestry descriptions can be found [here](#)

Rank	Tapestry Segment	Households		U.S. Households		
		Percent	Cumulative Percent	Percent	Cumulative Percent	Index
1	12. Up and Coming Families	8.8%	8.8%	4.1%	4.1%	213
2	39. Young and Restless	8.6%	17.4%	1.5%	5.6%	582
3	48. Great Expectations	6.2%	23.6%	1.7%	7.3%	365
4	19. Milk and Cookies	5.8%	29.4%	2.2%	9.5%	260
5	34. Family Foundations	5.6%	35.0%	0.8%	10.3%	676
Subtotal		35.0%		10.3%		
6	13. In Style	4.4%	39.4%	2.3%	12.6%	191
7	18. Cozy and Comfortable	4.4%	43.8%	2.2%	14.8%	198
8	14. Prosperous Empty Nesters	4.3%	48.1%	2.1%	16.9%	207
9	22. Metropolitans	3.6%	51.7%	1.4%	18.3%	255
10	28. Aspiring Young Families	3.5%	55.2%	2.3%	20.6%	149
Subtotal		20.2%		10.3%		
11	07. Exurbanites	3.4%	58.6%	2.5%	23.1%	139
12	36. Old and Newcomers	3.2%	61.8%	2.0%	25.1%	158
13	29. Rustbelt Retirees	3.1%	64.9%	2.0%	27.1%	161
14	41. Crossroads	3.0%	67.9%	1.5%	28.6%	206
15	63. Dorms to Diplomas	2.7%	70.6%	0.5%	29.1%	536
Subtotal		15.4%		8.5%		
16	33. Midlife Junction	2.6%	73.2%	2.5%	31.6%	104
17	55. College Towns	2.6%	75.8%	0.9%	32.5%	277
18	64. City Commons	2.5%	78.3%	0.7%	33.2%	363
19	32. Rustbelt Traditions	2.2%	80.5%	2.4%	35.6%	91
20	26. Midland Crowd	2.1%	82.6%	3.2%	38.8%	67
Subtotal		12.0%		9.7%		
Total		82.8%		39.0%		213

Top Ten Tapestry Segments Site vs. U.S.



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

Source: Esri

March 26, 2014

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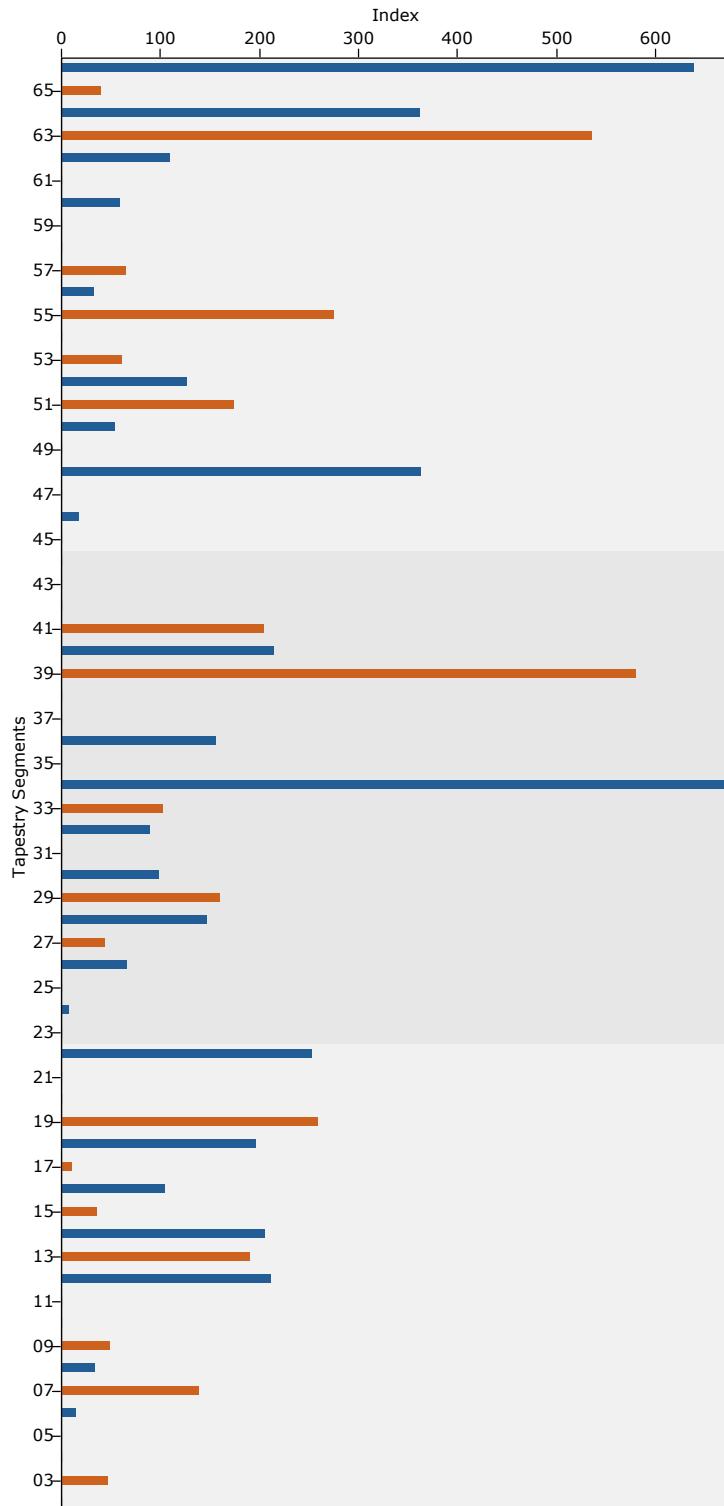
Page 13 of 18

Tapestry Segmentation Area Profile

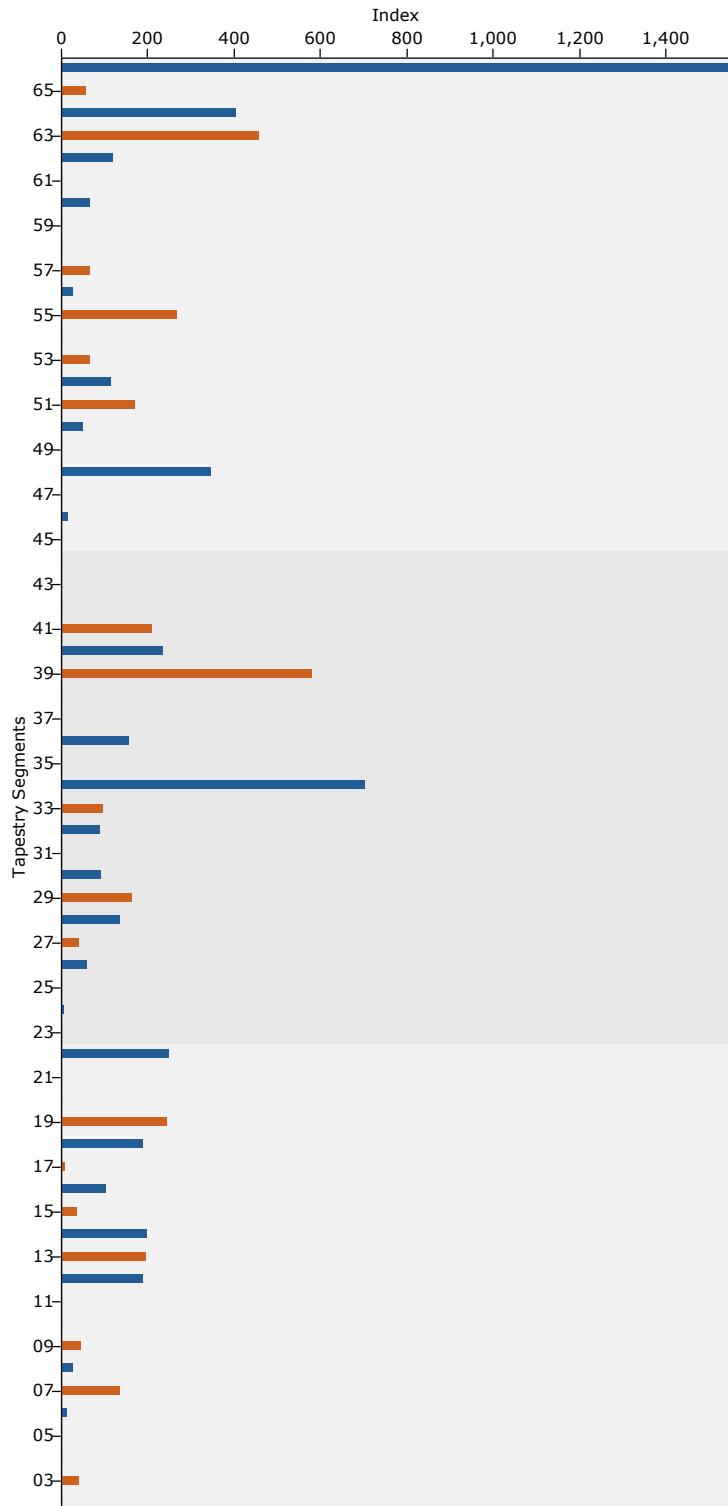
1200 Gervais St, Columbia, South Carolina, 29201
Drive Time: 20 minutes

Prepared by Young's Research
Latitude: 34.00122
Longitude: -81.03342

Tapestry Indexes by Households



Tapestry Indexes by Population



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

Source: Esri

March 26, 2014

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Page 14 of 18

Tapestry Segmentation Area Profile

1200 Gervais St, Columbia, South Carolina, 29201
Drive Time: 20 minutes

Prepared by Young's Research
Latitude: 34.00122
Longitude: -81.03342

Tapestry LifeMode Groups	2013 Households			2013 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	162,781	100.0%		412,045	100.0%	
L1. High Society	7,990	4.9%	39	19,952	4.8%	35
01 Top Rung	778	0.5%	53	2,011	0.5%	49
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
03 Connoisseurs	990	0.6%	48	2,274	0.6%	43
04 Boomburbs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	639	0.4%	16	1,654	0.4%	15
07 Exurbanites	5,583	3.4%	139	14,013	3.4%	139
L2. Upscale Avenues	19,366	11.9%	90	46,230	11.2%	86
09 Urban Chic	1,166	0.7%	51	2,552	0.6%	48
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	7,193	4.4%	191	17,376	4.2%	198
16 Enterprising Professionals	3,257	2.0%	106	7,354	1.8%	107
17 Green Acres	603	0.4%	12	1,458	0.4%	11
18 Cozy and Comfortable	7,147	4.4%	198	17,490	4.2%	194
L3. Metropolis	10,056	6.2%	116	23,386	5.7%	109
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitans	5,925	3.6%	255	12,262	3.0%	251
45 City Strivers	0	0.0%	0	0	0.0%	0
51 Metro City Edge	2,463	1.5%	176	6,553	1.6%	172
54 Urban Rows	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	1,668	1.0%	111	4,571	1.1%	122
L4. Solo Acts	21,084	13.0%	176	41,418	10.1%	181
08 Laptops and Lattes	573	0.4%	35	942	0.2%	31
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	1,210	0.7%	45	1,890	0.5%	43
36 Old and Newcomers	5,229	3.2%	158	10,432	2.5%	160
39 Young and Restless	14,072	8.6%	582	28,154	6.8%	583
L5. Senior Styles	19,190	11.8%	93	42,745	10.4%	98
14 Prosperous Empty Nesters	7,048	4.3%	207	15,968	3.9%	203
15 Silver and Gold	621	0.4%	37	1,254	0.3%	38
29 Rustbelt Retirees	5,105	3.1%	161	12,032	2.9%	165
30 Retirement Communities	2,596	1.6%	100	4,787	1.2%	95
43 The Elders	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	1,822	1.1%	55	4,146	1.0%	54
57 Simple Living	1,504	0.9%	66	3,219	0.8%	67
65 Social Security Set	494	0.3%	41	1,339	0.3%	60
L6. Scholars & Patriots	9,166	5.6%	352	25,227	6.1%	335
40 Military Proximity	558	0.3%	216	2,692	0.7%	238
55 College Towns	4,230	2.6%	277	9,815	2.4%	271
63 Dorms to Diplomas	4,378	2.7%	536	12,720	3.1%	458

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

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Page 15 of 18

Tapestry Segmentation Area Profile

1200 Gervais St, Columbia, South Carolina, 29201
Drive Time: 20 minutesPrepared by Young's Research
Latitude: 34.00122
Longitude: -81.03342

Tapestry LifeMode Groups	2013 Households			2013 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	162,781	100.0%		412,045	100.0%	
L7. High Hopes	15,754	9.7%	239	35,409	8.6%	223
28 Aspiring Young Families	5,680	3.5%	149	13,113	3.2%	138
48 Great Expectations	10,074	6.2%	365	22,296	5.4%	351
L8. Global Roots	3,752	2.3%	28	9,218	2.2%	23
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	2,898	1.8%	128	6,610	1.6%	120
58 NeWest Residents	0	0.0%	0	0	0.0%	0
60 City Dimensions	854	0.5%	61	2,608	0.6%	69
61 High Rise Renters	0	0.0%	0	0	0.0%	0
L9. Family Portrait	27,749	17.0%	191	74,703	18.1%	172
12 Up and Coming Families	14,366	8.8%	213	38,033	9.2%	194
19 Milk and Cookies	9,360	5.8%	260	24,878	6.0%	247
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	4,023	2.5%	363	11,792	2.9%	406
L10. Traditional Living	17,350	10.7%	133	43,746	10.6%	139
24 Main Street, USA	318	0.2%	9	745	0.2%	8
32 Rustbelt Traditions	3,563	2.2%	91	8,924	2.2%	93
33 Midlife Junction	4,310	2.6%	104	9,141	2.2%	98
34 Family Foundations	9,159	5.6%	676	24,936	6.1%	706
L11. Factories & Farms	2,215	1.4%	15	5,752	1.4%	15
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	0	0.0%	0	0	0.0%	0
53 Home Town	1,417	0.9%	62	3,865	0.9%	67
56 Rural Bypasses	798	0.5%	33	1,887	0.5%	31
L12. American Quilt	9,092	5.6%	64	23,942	5.8%	68
26 Midland Crowd	3,497	2.1%	67	8,724	2.1%	63
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
41 Crossroads	4,877	3.0%	206	13,487	3.3%	212
46 Rooted Rural	718	0.4%	19	1,731	0.4%	19
66 Uncategorized	17	0.0%	640	20,317	4.9%	1550

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

Source: Esri

March 26, 2014

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Tapestry Segmentation Area Profile

1200 Gervais St, Columbia, South Carolina, 29201
Drive Time: 20 minutes

Prepared by Young's Research
Latitude: 34.00122
Longitude: -81.03342

Tapestry Urbanization Groups	2013 Households			2013 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	162,781	100.0%		412,045	100.0%	
U1. Principal Urban Centers I	1,783	1.1%	13	2,832	0.7%	8
08 Laptops and Lattes	573	0.4%	35	942	0.2%	31
11 Pacific Heights	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	1,210	0.7%	45	1,890	0.5%	43
35 International Marketplace	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
U2. Principal Urban Centers II	4,517	2.8%	58	13,131	3.2%	59
45 City Strivers	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
64 City Commons	4,023	2.5%	363	11,792	2.9%	406
65 Social Security Set	494	0.3%	41	1,339	0.3%	60
U3. Metro Cities I	21,476	13.2%	109	51,331	12.5%	102
01 Top Rung	778	0.5%	53	2,011	0.5%	49
03 Connoisseurs	990	0.6%	48	2,274	0.6%	43
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
09 Urban Chic	1,166	0.7%	51	2,552	0.6%	48
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	3,257	2.0%	106	7,354	1.8%	107
19 Milk and Cookies	9,360	5.8%	260	24,878	6.0%	247
22 Metropolitans	5,925	3.6%	255	12,262	3.0%	251
U4. Metro Cities II	44,866	27.6%	249	103,360	25.1%	249
28 Aspiring Young Families	5,680	3.5%	149	13,113	3.2%	138
30 Retirement Communities	2,596	1.6%	100	4,787	1.2%	95
34 Family Foundations	9,159	5.6%	676	24,936	6.1%	706
36 Old and Newcomers	5,229	3.2%	158	10,432	2.5%	160
39 Young and Restless	14,072	8.6%	582	28,154	6.8%	583
52 Inner City Tenants	2,898	1.8%	128	6,610	1.6%	120
60 City Dimensions	854	0.5%	61	2,608	0.6%	69
63 Dorms to Diplomas	4,378	2.7%	536	12,720	3.1%	458
U5. Urban Outskirts I	13,955	8.6%	82	31,965	7.8%	69
04 Boomburbs	0	0.0%	0	0	0.0%	0
24 Main Street, USA	318	0.2%	9	745	0.2%	8
32 Rustbelt Traditions	3,563	2.2%	91	8,924	2.2%	93
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
48 Great Expectations	10,074	6.2%	365	22,296	5.4%	351

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

Source: Esri

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Page 17 of 18

Tapestry Segmentation Area Profile

1200 Gervais St, Columbia, South Carolina, 29201
Drive Time: 20 minutesPrepared by Young's Research
Latitude: 34.00122
Longitude: -81.03342

Tapestry Urbanization Groups	2013 Households			2013 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	162,781	100.0%		412,045	100.0%	
U6. Urban Outskirts II	9,865	6.1%	119	24,158	5.9%	113
51 Metro City Edge	2,463	1.5%	176	6,553	1.6%	172
55 College Towns	4,230	2.6%	277	9,815	2.4%	271
57 Simple Living	1,504	0.9%	66	3,219	0.8%	67
59 Southwestern Families	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	1,668	1.0%	111	4,571	1.1%	122
U7. Suburban Periphery I	35,450	21.8%	134	88,298	21.4%	129
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	639	0.4%	16	1,654	0.4%	15
07 Exurbanites	5,583	3.4%	139	14,013	3.4%	139
12 Up and Coming Families	14,366	8.8%	213	38,033	9.2%	194
13 In Style	7,193	4.4%	191	17,376	4.2%	198
14 Prosperous Empty Nesters	7,048	4.3%	207	15,968	3.9%	203
15 Silver and Gold	621	0.4%	37	1,254	0.3%	38
U8. Suburban Periphery II	18,537	11.4%	127	45,220	11.0%	132
18 Cozy and Comfortable	7,147	4.4%	198	17,490	4.2%	194
29 Rustbelt Retirees	5,105	3.1%	161	12,032	2.9%	165
33 Midlife Junction	4,310	2.6%	104	9,141	2.2%	98
40 Military Proximity	558	0.3%	216	2,692	0.7%	238
43 The Elders	0	0.0%	0	0	0.0%	0
53 Home Town	1,417	0.9%	62	3,865	0.9%	67
U9. Small Towns	6,699	4.1%	89	17,633	4.3%	98
41 Crossroads	4,877	3.0%	206	13,487	3.3%	212
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	1,822	1.1%	55	4,146	1.0%	54
U10. Rural I	4,100	2.5%	24	10,182	2.5%	23
17 Green Acres	603	0.4%	12	1,458	0.4%	11
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
26 Midland Crowd	3,497	2.1%	67	8,724	2.1%	63
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
U11. Rural II	1,516	0.9%	12	3,618	0.9%	12
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	0	0.0%	0	0	0.0%	0
46 Rooted Rural	718	0.4%	19	1,731	0.4%	19
56 Rural Bypasses	798	0.5%	33	1,887	0.5%	31
66 Uncategorized	17	0.0%	640	20,317	4.9%	1550

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

Source: Esri

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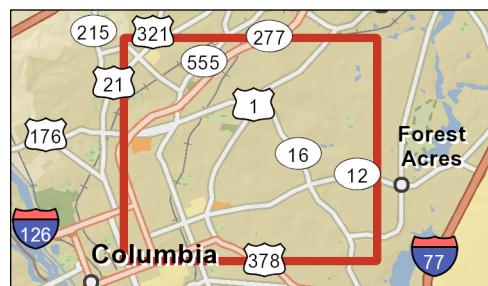
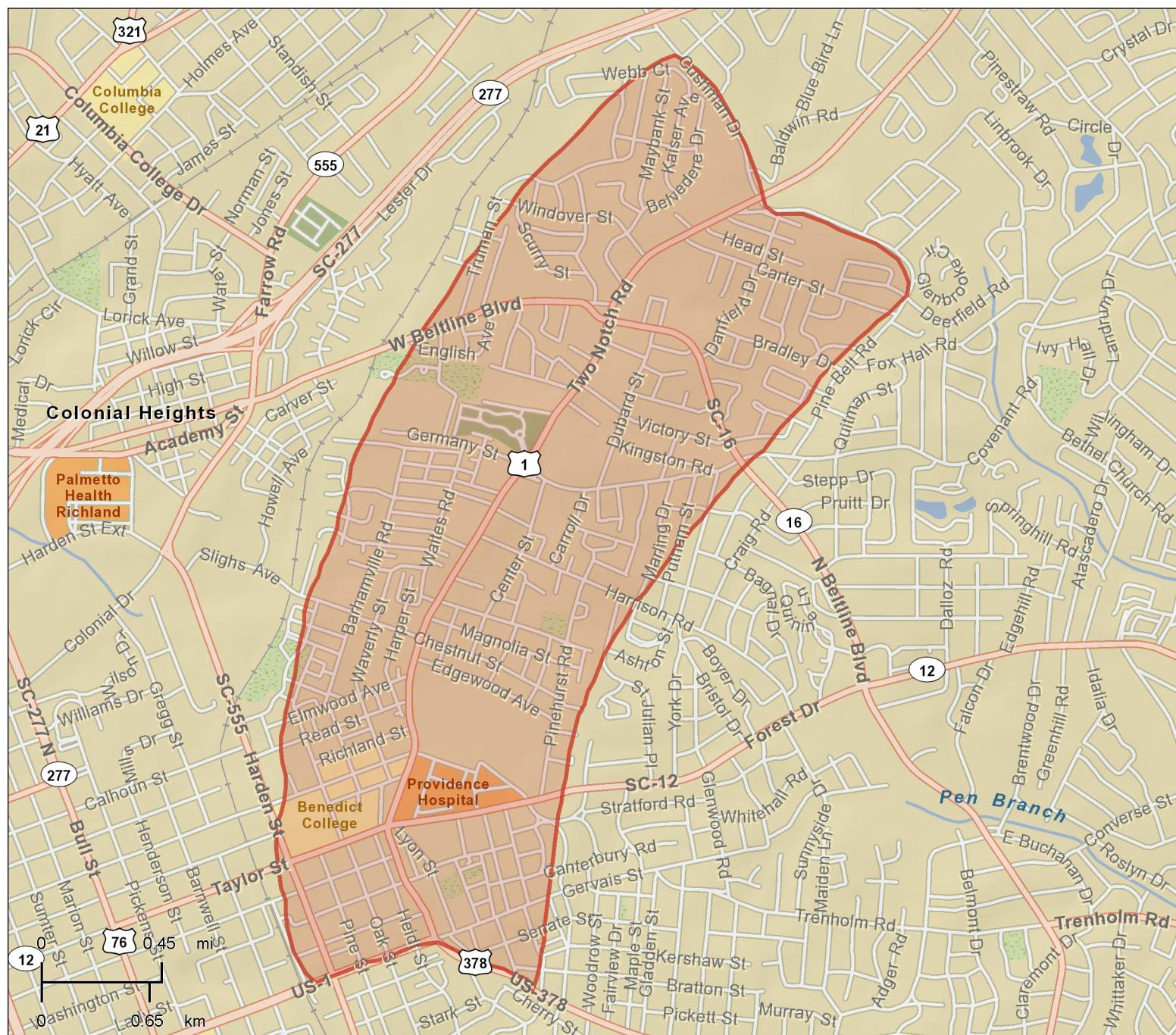
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Page 18 of 18

Site Map

Two Notch - South

Prepared by Young's Research



Area: 2.81 Square miles

Population Summary

2000 Total Population	12,887
2010 Total Population	11,322
2013 Total Population	11,366
2013 Group Quarters	2,289
2018 Total Population	11,612
2013-2018 Annual Rate	0.43%

Household Summary

2000 Households	4,452
2000 Average Household Size	2.39
2010 Households	3,862
2010 Average Household Size	2.34
2013 Households	3,899
2013 Average Household Size	2.33
2018 Households	4,017
2018 Average Household Size	2.32
2013-2018 Annual Rate	0.59%
2010 Families	2,142
2010 Average Family Size	3.11
2013 Families	2,143
2013 Average Family Size	3.12
2018 Families	2,174
2018 Average Family Size	3.13
2013-2018 Annual Rate	0.28%

Housing Unit Summary

2000 Housing Units	4,971
Owner Occupied Housing Units	35.2%
Renter Occupied Housing Units	54.3%
Vacant Housing Units	10.4%
2010 Housing Units	4,462
Owner Occupied Housing Units	36.3%
Renter Occupied Housing Units	50.2%
Vacant Housing Units	13.4%
2013 Housing Units	4,571
Owner Occupied Housing Units	34.3%
Renter Occupied Housing Units	51.0%
Vacant Housing Units	14.7%
2018 Housing Units	4,834
Owner Occupied Housing Units	34.2%
Renter Occupied Housing Units	48.9%
Vacant Housing Units	16.9%

Median Household Income

2013	\$21,256
2018	\$25,407

Median Home Value

2013	\$108,307
2018	\$120,987

Per Capita Income

2013	\$13,971
2018	\$15,865

Median Age

2010	30.2
2013	31.1
2018	31.9

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 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

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Area: 2.81 Square miles

2013 Households by Income

Household Income Base	3,899
<\$15,000	36.1%
\$15,000 - \$24,999	19.3%
\$25,000 - \$34,999	10.9%
\$35,000 - \$49,999	11.9%
\$50,000 - \$74,999	11.0%
\$75,000 - \$99,999	7.2%
\$100,000 - \$149,999	2.4%
\$150,000 - \$199,999	0.5%
\$200,000+	0.7%
Average Household Income	\$34,820

2018 Households by Income

Household Income Base	4,017
<\$15,000	34.8%
\$15,000 - \$24,999	14.6%
\$25,000 - \$34,999	10.7%
\$35,000 - \$49,999	13.2%
\$50,000 - \$74,999	12.9%
\$75,000 - \$99,999	9.5%
\$100,000 - \$149,999	3.0%
\$150,000 - \$199,999	0.5%
\$200,000+	0.8%
Average Household Income	\$39,783

2013 Owner Occupied Housing Units by Value

Total	1,568
<\$50,000	7.1%
\$50,000 - \$99,999	36.9%
\$100,000 - \$149,999	36.0%
\$150,000 - \$199,999	11.4%
\$200,000 - \$249,999	3.0%
\$250,000 - \$299,999	1.1%
\$300,000 - \$399,999	1.2%
\$400,000 - \$499,999	1.3%
\$500,000 - \$749,999	1.0%
\$750,000 - \$999,999	0.3%
\$1,000,000 +	0.6%
Average Home Value	\$131,254

2018 Owner Occupied Housing Units by Value

Total	1,650
<\$50,000	6.7%
\$50,000 - \$99,999	29.6%
\$100,000 - \$149,999	32.7%
\$150,000 - \$199,999	17.2%
\$200,000 - \$249,999	6.1%
\$250,000 - \$299,999	2.2%
\$300,000 - \$399,999	1.5%
\$400,000 - \$499,999	1.7%
\$500,000 - \$749,999	1.2%
\$750,000 - \$999,999	0.3%
\$1,000,000 +	1.0%
Average Home Value	\$149,062

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 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

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Area: 2.81 Square miles

2010 Population by Age

Total	11,323
0 - 4	6.6%
5 - 9	5.7%
10 - 14	5.3%
15 - 24	26.0%
25 - 34	11.3%
35 - 44	8.8%
45 - 54	12.9%
55 - 64	10.9%
65 - 74	5.8%
75 - 84	4.4%
85 +	2.2%
18 +	79.1%

2013 Population by Age

Total	11,367
0 - 4	6.2%
5 - 9	6.0%
10 - 14	5.5%
15 - 24	25.6%
25 - 34	10.9%
35 - 44	9.1%
45 - 54	11.6%
55 - 64	12.1%
65 - 74	6.4%
75 - 84	4.3%
85 +	2.3%
18 +	79.5%

2018 Population by Age

Total	11,611
0 - 4	6.3%
5 - 9	5.7%
10 - 14	5.7%
15 - 24	24.9%
25 - 34	10.4%
35 - 44	9.5%
45 - 54	10.3%
55 - 64	12.2%
65 - 74	7.9%
75 - 84	4.6%
85 +	2.5%
18 +	79.3%

2010 Population by Sex

Males	5,126
Females	6,196

2013 Population by Sex

Males	5,172
Females	6,194

2018 Population by Sex

Males	5,311
Females	6,302

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

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Area: 2.81 Square miles

2010 Population by Race/Ethnicity

Total	11,322
White Alone	15.7%
Black Alone	82.4%
American Indian Alone	0.1%
Asian Alone	0.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.6%
Two or More Races	1.1%
Hispanic Origin	1.7%
Diversity Index	32.1

2013 Population by Race/Ethnicity

Total	11,366
White Alone	15.6%
Black Alone	82.2%
American Indian Alone	0.1%
Asian Alone	0.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.6%
Two or More Races	1.2%
Hispanic Origin	1.9%
Diversity Index	32.5

2018 Population by Race/Ethnicity

Total	11,613
White Alone	15.6%
Black Alone	81.9%
American Indian Alone	0.1%
Asian Alone	0.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.8%
Two or More Races	1.4%
Hispanic Origin	2.3%
Diversity Index	33.6

2010 Population by Relationship and Household Type

Total	11,322
In Households	79.8%
In Family Households	61.5%
Householder	19.2%
Spouse	7.2%
Child	28.1%
Other relative	4.3%
Nonrelative	2.6%
In Nonfamily Households	18.3%
In Group Quarters	20.2%
Institutionalized Population	3.4%
Noninstitutionalized Population	16.9%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

March 26, 2014

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Area: 2.81 Square miles

2013 Population 25+ by Educational Attainment

Total	6,448
Less than 9th Grade	7.7%
9th - 12th Grade, No Diploma	20.5%
High School Graduate	24.2%
Some College, No Degree	23.0%
Associate Degree	5.4%
Bachelor's Degree	13.3%
Graduate/Professional Degree	5.9%

2013 Population 15+ by Marital Status

Total	9,361
Never Married	55.4%
Married	25.4%
Widowed	8.9%
Divorced	10.3%

2013 Civilian Population 16+ in Labor Force

Civilian Employed	80.6%
Civilian Unemployed	19.4%

2013 Employed Population 16+ by Industry

Total	3,855
Agriculture/Mining	0.2%
Construction	2.1%
Manufacturing	9.4%
Wholesale Trade	0.9%
Retail Trade	11.0%
Transportation/Utilities	3.9%
Information	0.3%
Finance/Insurance/Real Estate	6.2%
Services	58.3%
Public Administration	7.8%

2013 Employed Population 16+ by Occupation

Total	3,853
White Collar	41.6%
Management/Business/Financial	6.6%
Professional	14.5%
Sales	9.1%
Administrative Support	11.4%
Services	36.5%
Blue Collar	21.8%
Farming/Forestry/Fishing	0.2%
Construction/Extraction	2.3%
Installation/Maintenance/Repair	0.3%
Production	9.0%
Transportation/Material Moving	10.0%

Area: 2.81 Square miles

2010 Households by Type

Total	3,863
Households with 1 Person	38.0%
Households with 2+ People	62.0%
Family Households	55.4%
Husband-wife Families	20.7%
With Related Children	7.7%
Other Family (No Spouse Present)	34.7%
Other Family with Male Householder	5.5%
With Related Children	2.9%
Other Family with Female Householder	29.2%
With Related Children	19.3%
Nonfamily Households	6.5%
All Households with Children	30.5%
Multigenerational Households	6.2%
Unmarried Partner Households	7.4%
Male-female	6.6%
Same-sex	0.8%

2010 Households by Size

Total	3,864
1 Person Household	38.0%
2 Person Household	27.7%
3 Person Household	16.1%
4 Person Household	9.1%
5 Person Household	5.2%
6 Person Household	2.2%
7 + Person Household	1.6%

2010 Households by Tenure and Mortgage Status

Total	3,862
Owner Occupied	41.9%
Owned with a Mortgage/Loan	29.3%
Owned Free and Clear	12.7%
Renter Occupied	58.1%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

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Area: 2.81 Square miles

Top 3 Tapestry Segments

- 1.** City Commons
- 2.** Modest Income Homes
- 3.** Metro City Edge

2013 Consumer Spending

Apparel & Services: Total \$	\$3,028,958
Average Spent	\$776.86
Spending Potential Index	34
Computers & Accessories: Total \$	\$460,074
Average Spent	\$117.98
Spending Potential Index	48
Education: Total \$	\$2,732,680
Average Spent	\$700.87
Spending Potential Index	48
Entertainment/Recreation: Total \$	\$6,345,216
Average Spent	\$1,627.40
Spending Potential Index	50
Food at Home: Total \$	\$10,252,577
Average Spent	\$2,629.54
Spending Potential Index	52
Food Away from Home: Total \$	\$6,197,556
Average Spent	\$1,589.52
Spending Potential Index	50
Health Care: Total \$	\$8,634,858
Average Spent	\$2,214.63
Spending Potential Index	50
HH Furnishings & Equipment: Total \$	\$3,019,051
Average Spent	\$774.31
Spending Potential Index	43
Investments: Total \$	\$1,701,620
Average Spent	\$436.42
Spending Potential Index	21
Retail Goods: Total \$	\$45,155,798
Average Spent	\$11,581.38
Spending Potential Index	48
Shelter: Total \$	\$30,602,953
Average Spent	\$7,848.92
Spending Potential Index	48
TV/Video/Audio:Total \$	\$2,689,361
Average Spent	\$689.76
Spending Potential Index	54
Travel: Total \$	\$3,153,416
Average Spent	\$808.78
Spending Potential Index	44
Vehicle Maintenance & Repairs: Total \$	\$2,111,250
Average Spent	\$541.49
Spending Potential Index	50

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2010 and 2011 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

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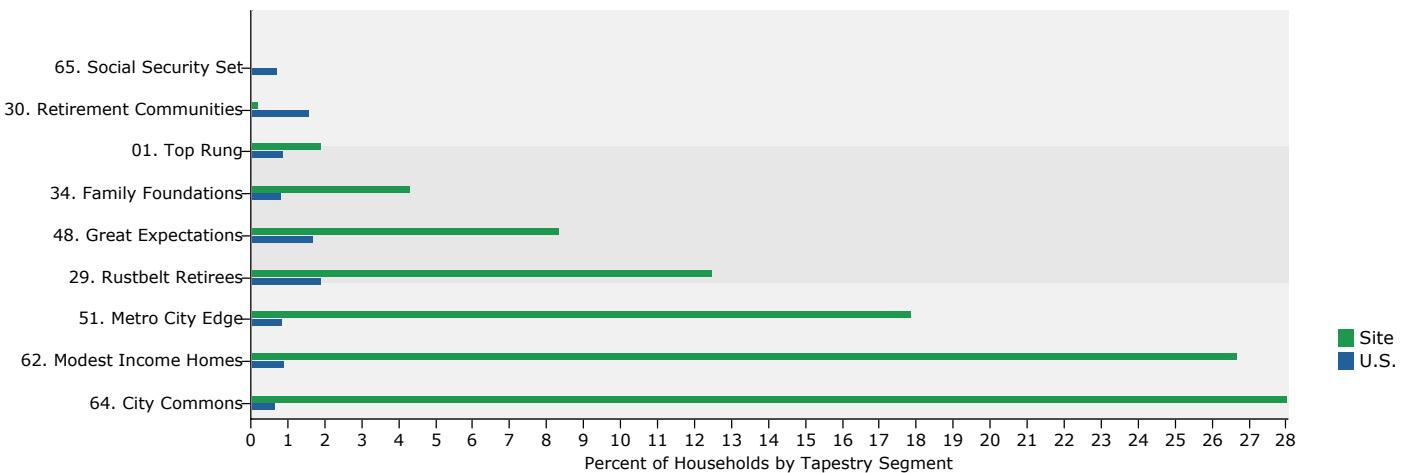
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Top Twenty Tapestry Segments

Tapestry descriptions can be found [here](#)

Rank	Tapestry Segment	Households		U.S. Households		
		Percent	Cumulative Percent	Percent	Cumulative Percent	Index
1	64. City Commons	28.1%	28.1%	0.7%	0.7%	4115
2	62. Modest Income Homes	26.7%	54.8%	0.9%	1.6%	2,906
3	51. Metro City Edge	17.9%	72.7%	0.9%	2.5%	2,084
4	29. Rustbelt Retirees	12.5%	85.2%	2.0%	4.5%	640
5	48. Great Expectations	8.4%	93.6%	1.7%	6.2%	494
Subtotal		93.6%		6.2%		
6	34. Family Foundations	4.3%	97.9%	0.8%	7.0%	519
7	01. Top Rung	1.9%	99.8%	0.9%	7.9%	217
8	30. Retirement Communities	0.2%	100.0%	1.6%	9.5%	12
9	65. Social Security Set	0.0%	100.0%	0.7%	10.2%	4
Subtotal		6.4%		4.0%		
Total			100.0%		10.2%	983

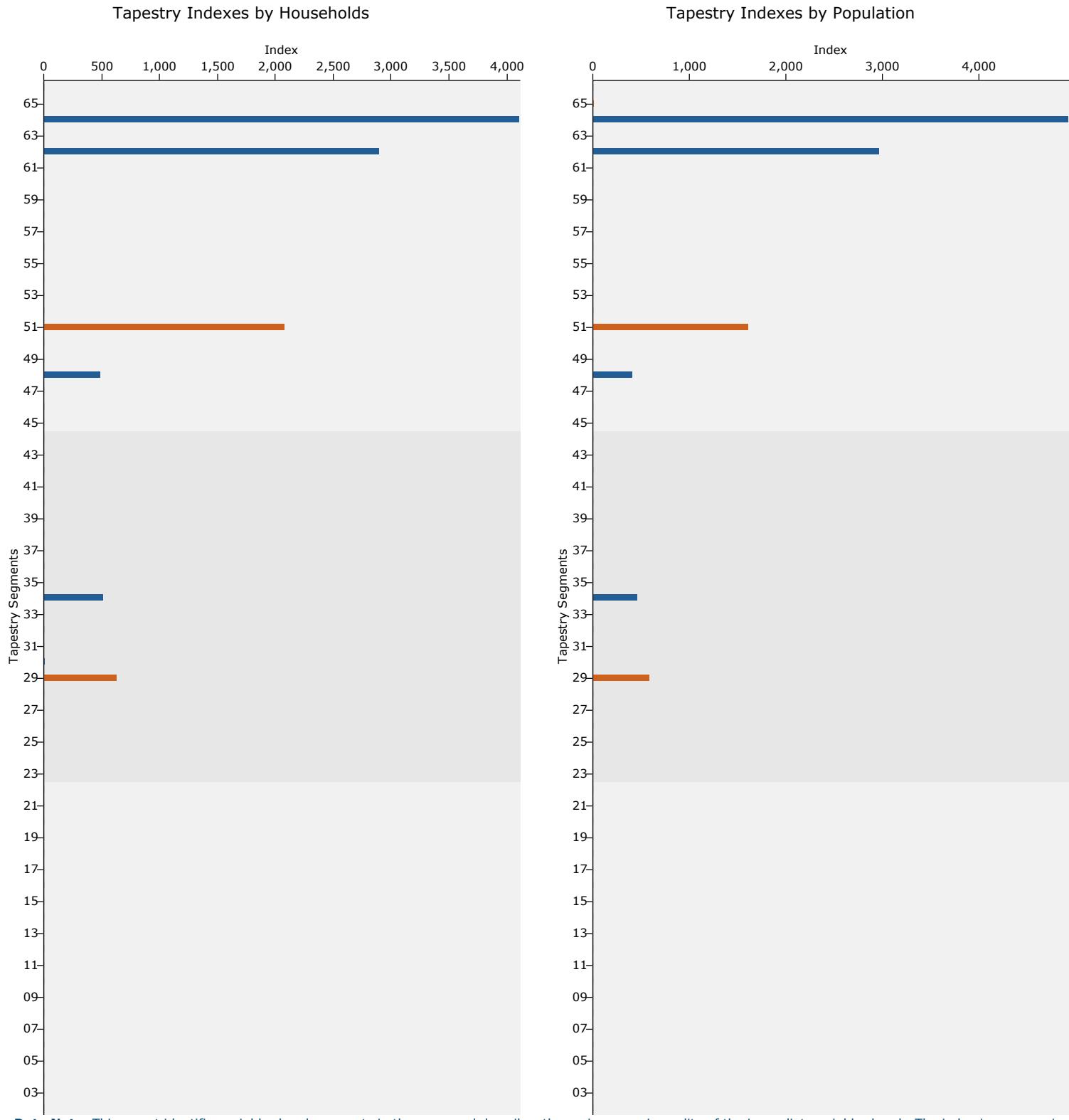
Top Ten Tapestry Segments Site vs. U.S.



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

Source: Esri

March 26, 2014



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

Source: Esri

March 26, 2014

Made with Esri Business Analyst

www.esri.com/ba 800-447-9778

Tapestry Segmentation Area Profile

Two Notch - South

Prepared by Young's Research

Tapestry LifeMode Groups	2013 Households			2013 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	3,901	100.0%		11,365	100.0%	
L1. High Society	76	1.9%	15	222	2.0%	14
01 Top Rung	76	1.9%	216	222	2.0%	195
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
04 Boomburbs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	0	0.0%	0	0	0.0%	0
L2. Upscale Avenues	0	0.0%	0	0	0.0%	0
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	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
17 Green Acres	0	0.0%	0	0	0.0%	0
18 Cozy and Comfortable	0	0.0%	0	0	0.0%	0
L3. Metropolis	1,740	44.6%	841	4,780	42.1%	806
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitans	0	0.0%	0	0	0.0%	0
45 City Strivers	0	0.0%	0	0	0.0%	0
51 Metro City Edge	698	17.9%	2083	1,705	15.0%	1620
54 Urban Rows	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	1,042	26.7%	2905	3,075	27.1%	2968
L4. Solo Acts	0	0.0%	0	0	0.0%	0
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	0	0.0%	0	0	0.0%	0
39 Young and Restless	0	0.0%	0	0	0.0%	0
L5. Senior Styles	496	12.7%	101	1,228	10.8%	102
14 Prosperous Empty Nesters	0	0.0%	0	0	0.0%	0
15 Silver and Gold	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	487	12.5%	639	1,202	10.6%	599
30 Retirement Communities	8	0.2%	12	13	0.1%	10
43 The Elders	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	0	0.0%	0	0	0.0%	0
57 Simple Living	0	0.0%	0	0	0.0%	0
65 Social Security Set	1	0.0%	4	13	0.1%	22
L6. Scholars & Patriots	0	0.0%	0	0	0.0%	0
40 Military Proximity	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0

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Source: Esri

March 26, 2014

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Tapestry Segmentation Area Profile

Prepared by Young's Research

Tapestry LifeMode Groups	2013 Households			2013 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	3,901	100.0%		11,365	100.0%	
L7. High Hopes	327	8.4%	207	722	6.4%	165
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
48 Great Expectations	327	8.4%	494	722	6.4%	412
L8. Global Roots	0	0.0%	0	0	0.0%	0
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	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
L9. Family Portrait	1,094	28.0%	315	3,950	34.8%	331
12 Up and Coming Families	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
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	1,094	28.0%	4114	3,950	34.8%	4934
L10. Traditional Living	168	4.3%	54	463	4.1%	53
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
33 Midlife Junction	0	0.0%	0	0	0.0%	0
34 Family Foundations	168	4.3%	519	463	4.1%	475
L11. Factories & Farms	0	0.0%	0	0	0.0%	0
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	0	0.0%	0	0	0.0%	0
53 Home Town	0	0.0%	0	0	0.0%	0
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
L12. American Quilt	0	0.0%	0	0	0.0%	0
26 Midland Crowd	0	0.0%	0	0	0.0%	0
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
41 Crossroads	0	0.0%	0	0	0.0%	0
46 Rooted Rural	0	0.0%	0	0	0.0%	0
66 Unclassified	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 population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

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Tapestry Segmentation Area Profile

Prepared by Young's Research

Tapestry Urbanization Groups	2013 Households			2013 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	3,901	100.0%		11,365	100.0%	
U1. Principal Urban Centers I	0	0.0%	0	0	0.0%	0
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
U2. Principal Urban Centers II	1,095	28.1%	584	3,963	34.9%	642
45 City Strivers	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
64 City Commons	1,094	28.0%	4114	3,950	34.8%	4934
65 Social Security Set	1	0.0%	4	13	0.1%	22
U3. Metro Cities I	76	1.9%	16	222	2.0%	16
01 Top Rung	76	1.9%	216	222	2.0%	195
03 Connoisseurs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
22 Metropolitans	0	0.0%	0	0	0.0%	0
U4. Metro Cities II	176	4.5%	41	476	4.2%	42
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
30 Retirement Communities	8	0.2%	12	13	0.1%	10
34 Family Foundations	168	4.3%	519	463	4.1%	475
36 Old and Newcomers	0	0.0%	0	0	0.0%	0
39 Young and Restless	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0
U5. Urban Outskirts I	327	8.4%	80	722	6.4%	57
04 Boomburbs	0	0.0%	0	0	0.0%	0
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
48 Great Expectations	327	8.4%	494	722	6.4%	412

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

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Tapestry Urbanization Groups	2013 Households			2013 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	3,901	100.0%		11,365	100.0%	
U6. Urban Outskirts II	1,740	44.6%	874	4,780	42.1%	808
51 Metro City Edge	698	17.9%	2083	1,705	15.0%	1620
55 College Towns	0	0.0%	0	0	0.0%	0
57 Simple Living	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	1,042	26.7%	2905	3,075	27.1%	2,968
U7. Suburban Periphery I	0	0.0%	0	0	0.0%	0
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	0	0.0%	0	0	0.0%	0
12 Up and Coming Families	0	0.0%	0	0	0.0%	0
13 In Style	0	0.0%	0	0	0.0%	0
14 Prosperous Empty Nesters	0	0.0%	0	0	0.0%	0
15 Silver and Gold	0	0.0%	0	0	0.0%	0
U8. Suburban Periphery II	487	12.5%	140	1,202	10.6%	127
18 Cozy and Comfortable	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	487	12.5%	639	1,202	10.6%	599
33 Midlife Junction	0	0.0%	0	0	0.0%	0
40 Military Proximity	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
53 Home Town	0	0.0%	0	0	0.0%	0
U9. Small Towns	0	0.0%	0	0	0.0%	0
41 Crossroads	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	0	0.0%	0	0	0.0%	0
U10. Rural I	0	0.0%	0	0	0.0%	0
17 Green Acres	0	0.0%	0	0	0.0%	0
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
26 Midland Crowd	0	0.0%	0	0	0.0%	0
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
U11. Rural II	0	0.0%	0	0	0.0%	0
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	0	0.0%	0	0	0.0%	0
46 Rooted Rural	0	0.0%	0	0	0.0%	0
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
66 Uncategorized	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 population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

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