2014 Columbia, SC Market Analyses
South Two-Notch Road

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This report defines and analyzes the trade area and target market for South Two Notch Road, assesses progress since the 2007 Retail Study, and makes recommendations for the area. It includes:

South Two-Notch Road

1. Trade Area Demographics
2. Trade Area Psychographics
3. South Two Notch Road Assessment, Recommendations & Merchandise Mix

Supporting Documents

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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)*

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

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

Trade Area Population

2013 estimated	*11,366*
2018 forecast	*11,612*
2013-2018 est. increase	*2.16%*
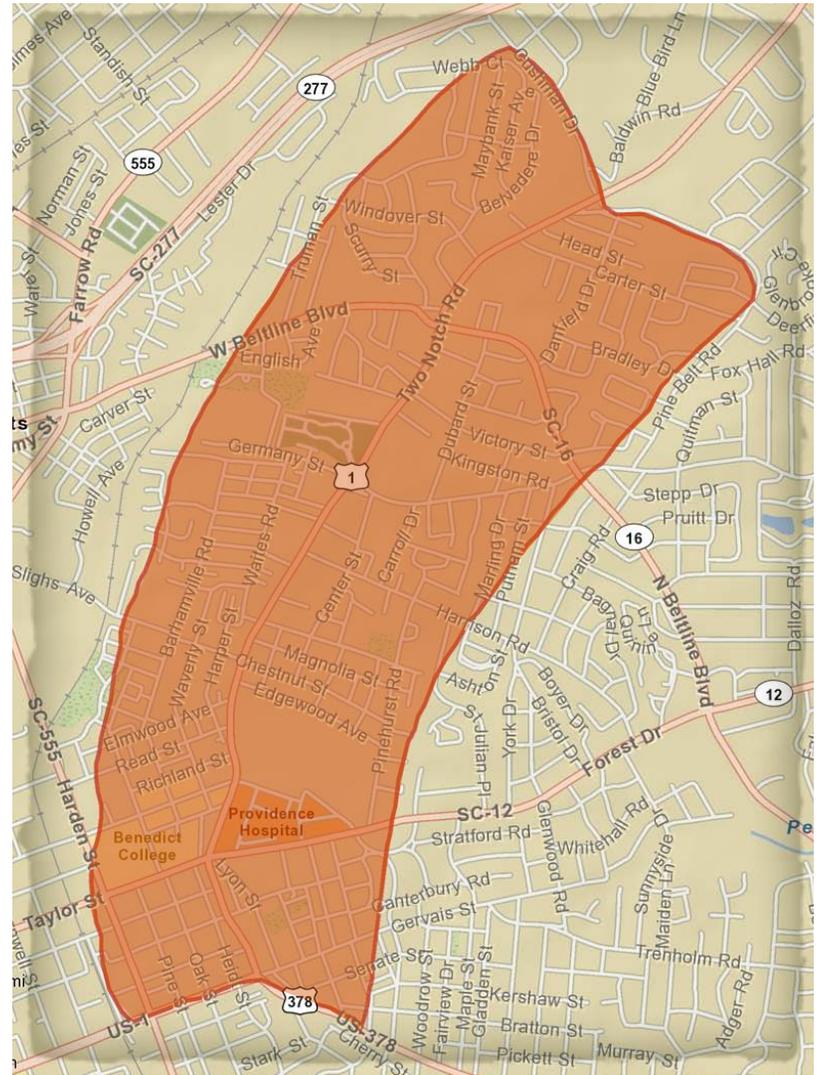
Source: ESRI Business Solutions; 2010 US Census; Downtown Works

Average Household Income

2013 estimated	$34,820
2018 forecast	$39,783
2013-2018 est. increase	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%

78.2%

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

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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.
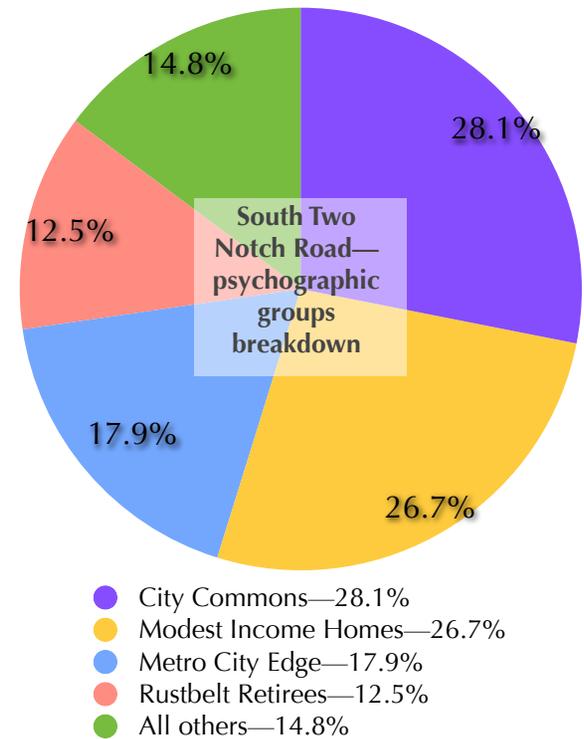
City Commons—28.1%:
- Single parent families or singles who live alone
- One of youngest tapestry segments; almost one half have children
- 31% work in service industries, are 19% on public assistance and 13% collect Supplemental Social Security income
- Due to limited employment options, more residents 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

South Two Notch Road—psychographic groups breakdown

- City Commons—28.1%
- Modest Income Homes—26.7%
- Metro City Edge—17.9%
- Rustbelt Retirees—12.5%
- All others—14.8%

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

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- 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:

- grocery
- small food/convenience markets
- drugstore/pharmacy
- floral
- beauty and barber shops

- laundry and dry cleaning
- hardware/mercantile
- quick/casual food, family-style eateries
- banking

Supporting Documents

Two Notch Road Trade Area Demographics & Psychographics
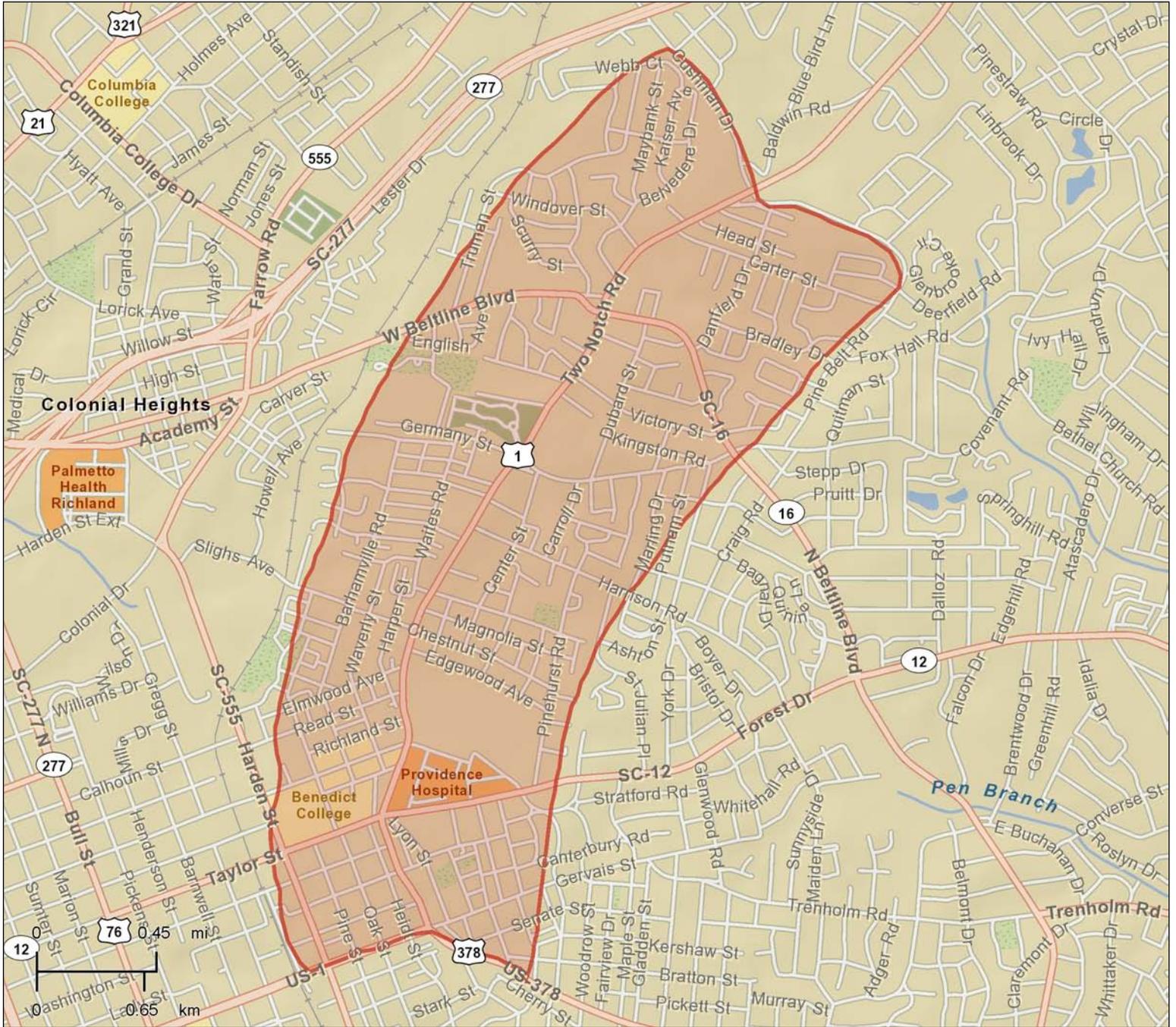
	Area: 2.81 Square miles
Population Summary	
2000 Total Population	12,887
2010 Total Population	11,322
2013 Total Population	11,366
2013 Group Quarters	2,289
2018 Total Population	11,612
2013-2018 Annual Rate	0.43%
Household Summary	
2000 Households	4,452
2000 Average Household Size	2.39
2010 Households	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.

March 26, 2014

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.

March 26, 2014

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.

March 26, 2014

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Page 3 of 7

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

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%

March 26, 2014

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.

March 26, 2014

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.

March 26, 2014

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.

Percent of Households by Tapestry Segment

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 Indexes by Households

Index

Tapestry Indexes by Population

Index

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.
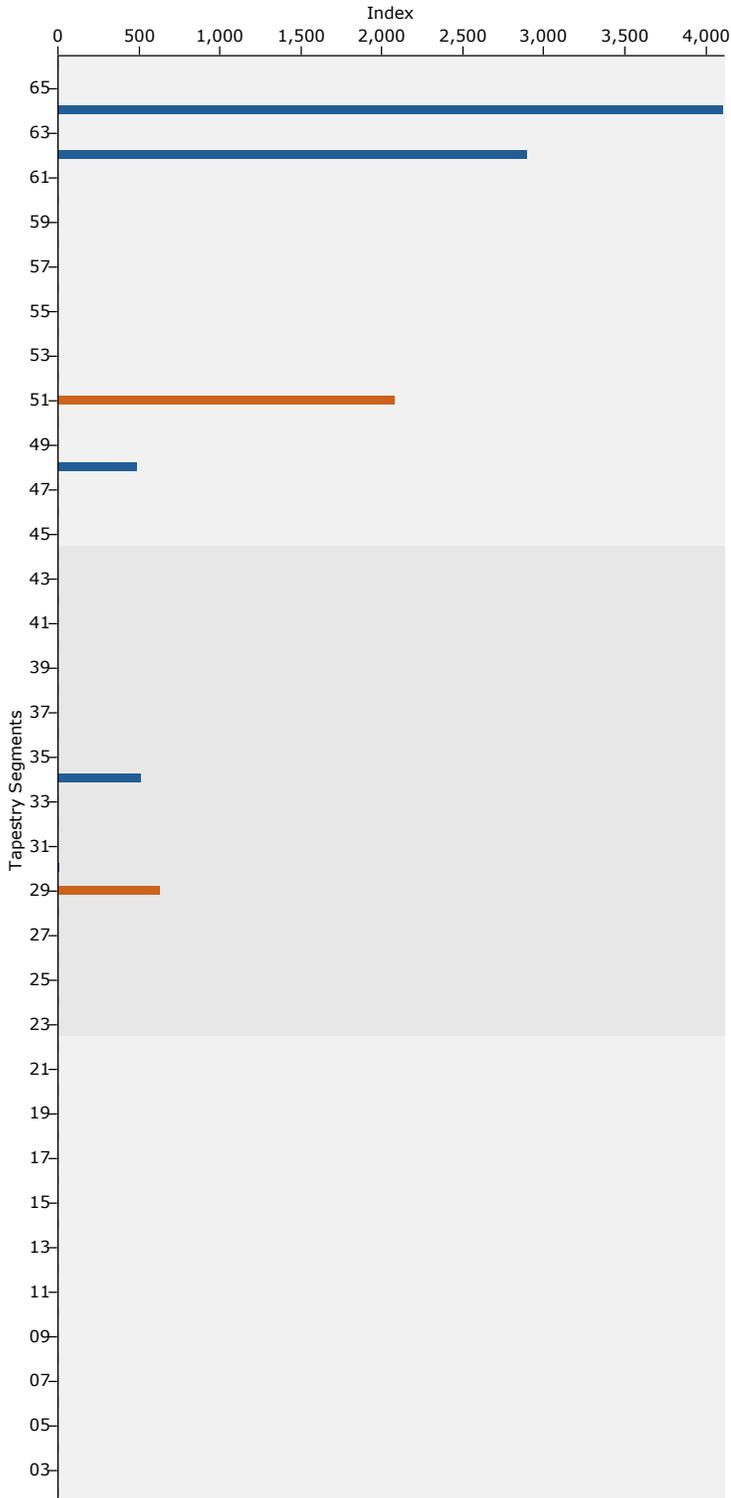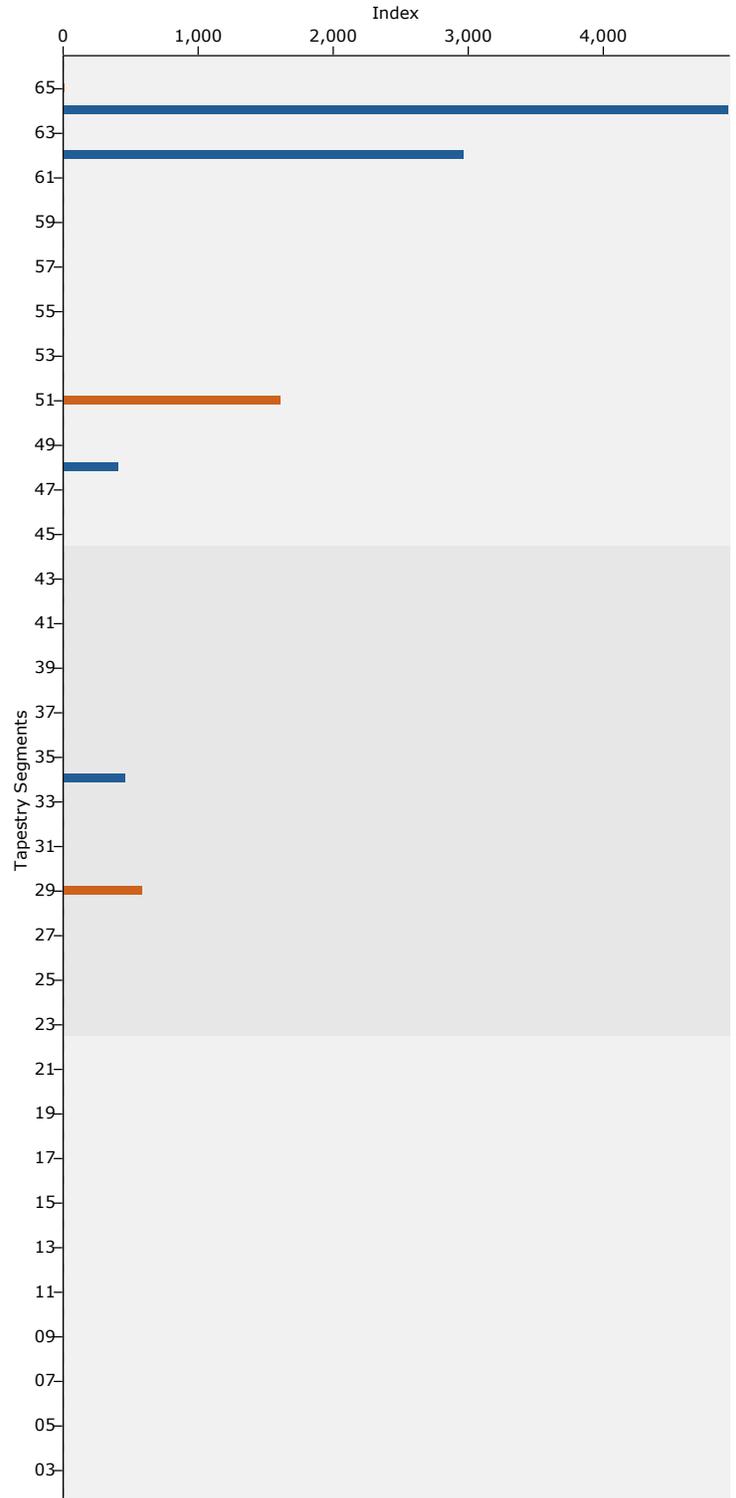**Source:** Esri

March 26, 2014

Tapestry 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

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

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Source: Esri

March 26, 2014

Two Notch - South   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

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March 26, 2014

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 Unclassified	0	0.0%	0	0	0.0%	0

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