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Pelican Rapids Market Area Profile

A RETAIL AND SERVICE MARKET ANALYSIS OF THE PELICAN RAPIDS AREA

Authored by Ryan Pesch



PROGRAM SPONSORS: CITY OF PELICAN RAPIDS



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January 2017

By Ryan Pesch, Extension Educators, Center for Community Vitality

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INTRODUCTION

University of Minnesota Extension created the Market Area Profile (MAP) program to assist Minnesota communities in developing their retail and service sectors. The authors' aim is to provide existing businesses, potential businesses, and economic development organizations information that will better serve their individual market and business strategies.

University of Minnesota Extension staff created this report through secondary data and analysis compiled chiefly through Business Analyst, a GIS software program from Esri (www.Esri.com), along with the U.S. Census. ESRI synthesizes market research data collected nationally every year from almost 26,000 adult consumers through in-home, face-to-face interviews about their media choices, demographics, lifestyles and attitudes, and usage of almost 6,000 products in 550 categories. Since the major customer for these data are national brands, information is not collected for independent business categories like antique stores, attorneys, dental offices, etc. For more information about Esri and the survey data, see appendix A.

GEOGRAPHIC AREA FOR ANALYSIS

Extension generated all reports and analysis for this report based on trade area similar to the Pelican Rapids school district boundaries, including the trade area gap analysis, business mix analysis, market profile demographics, commuting patterns, and tapestry segmentation (Figure 1). This area was selected as the primary convenience shopping area for residents in the immediate vicinity, that is, an area from which the community derives a majority of resident shoppers.

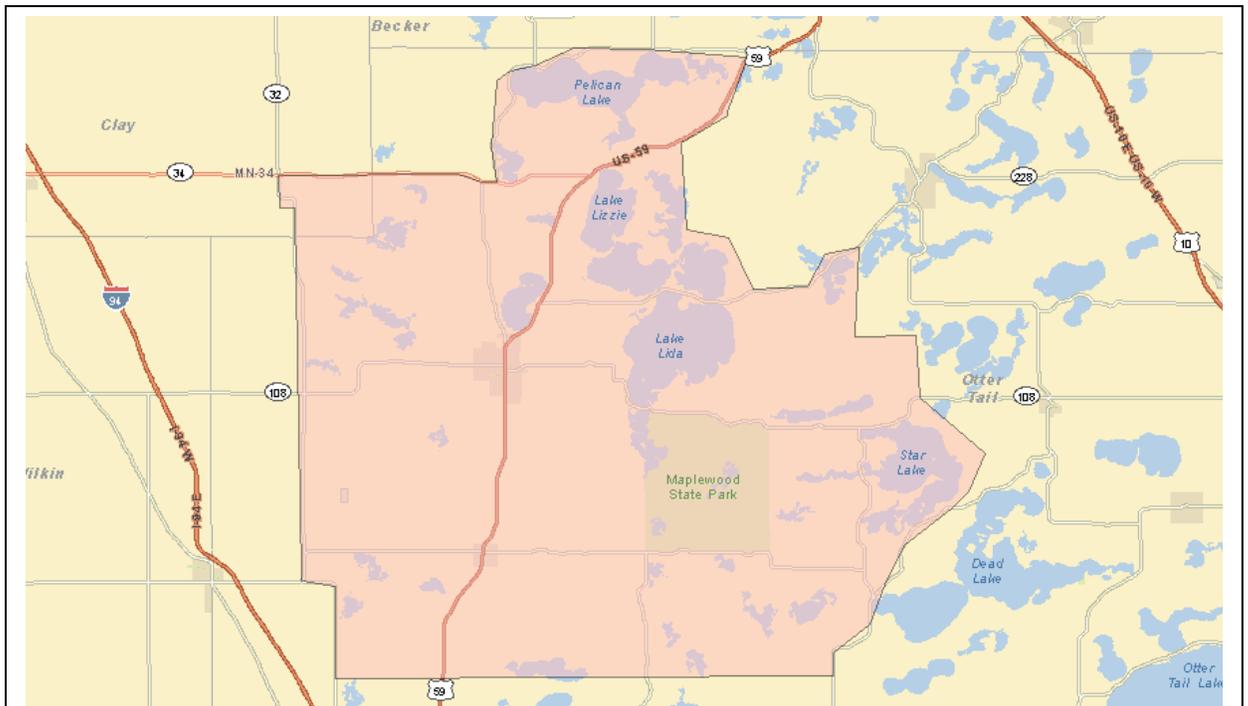


Figure 1: Pelican Rapids Trade Area

RECOMMENDATIONS

After reviewing the trade area gap analysis of Pelican Rapids, the study group added their own knowledge of the community to identify the following perceived retail opportunities: full-service restaurant or taproom, small engine repair, computer/cell phone/office supply shop, appliance repair, photographic services, combined clothing/jewelry/shoe store

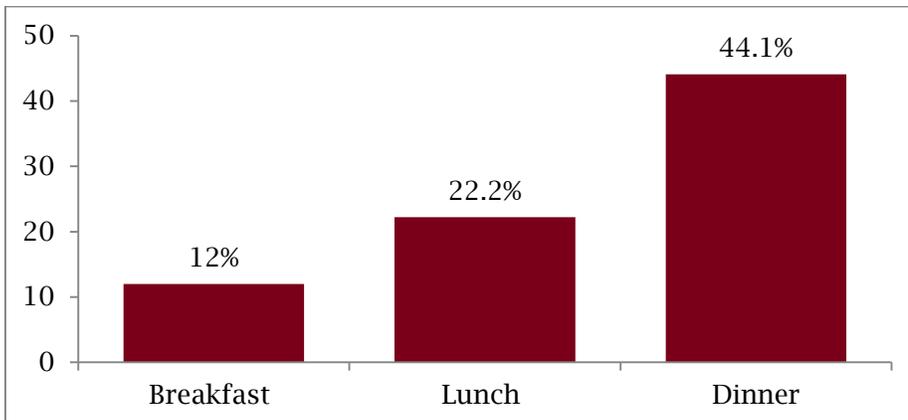
Using extensive databases, Esri measures the relative likelihood of adults in a specified trade area to purchase various products and services based on the local demographic composition. The authors added data from Esri, where available, to information provided by the study group.

Full-service Restaurant or Taproom

The trade area gap analysis shows that the Pelican Rapids area has the potential to support 5.8 full-service restaurants and 5 currently are operating in the trade area. Considering that some of these establishments are season (E.G., the Galaxy) and the demand does not take into consideration seasonal resident or tourist spending on dining, another full-service restaurant seemed an opportunity (see Appendix C for a listing of businesses by type). When considering types of restaurants, the retail committee considered a taproom a distinct opportunity which would complement other types of dining and be a draw for visitors in the region.

Based on the lifestyle segments calculated by ESRI, nearly a third (28%) of Pelican Rapids area residents frequent a family restaurant at least weekly; the remainder do so monthly. Of the family restaurant meals, 12% are for breakfast, 22% for lunch and 44% for dinner (Figure 2).

Figure 2: Dining frequency in the past six months (Source: ESRI)



Recruiting a family restaurant is a common desire of city residents and it was also identified as a need through the 2016 Business Retention and Expansion (BR&E) visitations with business owners. According to ESRI's analysis of Pelican Rapids lifestyles, dining would be heavier on weekends than weekdays (See Appendix A).

Clothing/Jewelry/Shoe Store

At this time there is no clothing or clothing accessory shop in Pelican Rapids. Although a clothing store may not be viable on its own with close competition from clothing store in nearby regional centers like Detroit Lakes and Fergus Falls, a combination of goods together may provide enough traffic to make the business go. Based on the average national spending per the Economic Census,

residents of the trade area spend nearly \$5 million at clothing and accessory establishment, including jewelry. At this time all these sales leave the trade area.

Small Engine and Appliance Repair

Based on the the trade area gap analysis, local residents spend approximately \$93,000 annually on lawn/garden and appliance repair. At this time, although some establishments such as Lakeland True Value provide small engine repair, no business is dedicated to small engines exclusively and no one in the region provide appliance repair. The retail study committee thought that small engine repair is not only an opportunity since, although some provide this service, the demand is probably still high due to the many second homes and visitors recreating in the area.

Photographic Services

After losing a long-time photographer some years ago and a younger photographer in 2016, the retail committee identified this professional as a need for the community. According to the trade area gap analysis, residents are spending over \$200,000 on photographic services.

Computer/Cell Phone/Office Supply

Not unlike the opportunity for a combined clothing and accessory operation, the combination off these complementary goods could prove enough business to meet the convenience needs of residents in these categories. The community has in the past supported both a cell phone franchise and a computer repair shop.

RETAIL OVERVIEW

Table 1 below presents taxable retail and services sales for the City of Pelican Rapids for 2010 and 2014 (not data for the whole study area since only city data is available). Without inflation adjustments, taxable sales in Pelican Rapids increased 16 percent from 2010 to 2014, while the number of firms grew by two for a five percent increase (Table 1). Statewide, taxable sales increased 18 percent over the same time period and the number of retail and service establishments decreased by four percent.

Table 1: Sales tax statistics for retail and service businesses in City of Pelican Rapids (Source: MN Dept. of Revenue)

	2010	2014
Taxable Sales	10,567,104	12,287,445
Sales tax collected	752,892	880,879
Number of Businesses	39	41

There are several ways to measure performance other than dollars of sales. Economists expect cities of larger populations to have more sales since their potential customer base is larger. A way to compensate for that in a retail trade analysis is to measure the *pull factor*, which compares the local taxable sales per capita to that of the state. A pull factor index higher than 1.0 usually indicates that businesses are “pulling” customers from outside their community. According to this measure, Pelican Rapids is retaining a majority of the sales one would expect with an overall retail pull factor of 0.62. Per capita taxable sales in 2014 were estimated to be \$4,919 locally and \$7,893 for Minnesota.

Table 2: Per capita taxable sales and pull factors (Source: Extension Calculations based on Sales Tax Statistics)

	MN Sales per Capita (retail and service)	Pelican Sales per Capita (retail and service)	Pull Factor
2010	\$6,870	\$4,289	0.62
2014	\$7,893	\$4,919	0.62

With few exceptions, businesses are listed in only one category for the Trade Area Gap Analysis. As a result, local knowledge is needed to compare the gap analysis to the mix of goods and services of existing businesses.

How businesses can use this information:

- In categories where a retail gap exists, are there opportunities to expand your store merchandise to offer these goods and services?
- Categories with a surplus of stores may indicate Pelican Rapids is a destination for shopping in those retail categories. Between all the stores in these categories, are you providing a range of goods that will continue to draw customers to Pelican Rapids?

SEASONAL RESIDENT SPENDING ESTIMATES

The Pelican Rapids trade area includes 2,431 seasonal households which spend an estimated \$13 million in retail and service spending near where their second home resides. Pelican Rapids certainly does not capture all this spending by second homeowners in its trade area. According to pull factors, Pelican Rapids does not capture the full spending of its local residents (see Retail Overview” section). Based on past Extension research, seasonal residents in the region stay an average of 93 days a year where their second home resides.

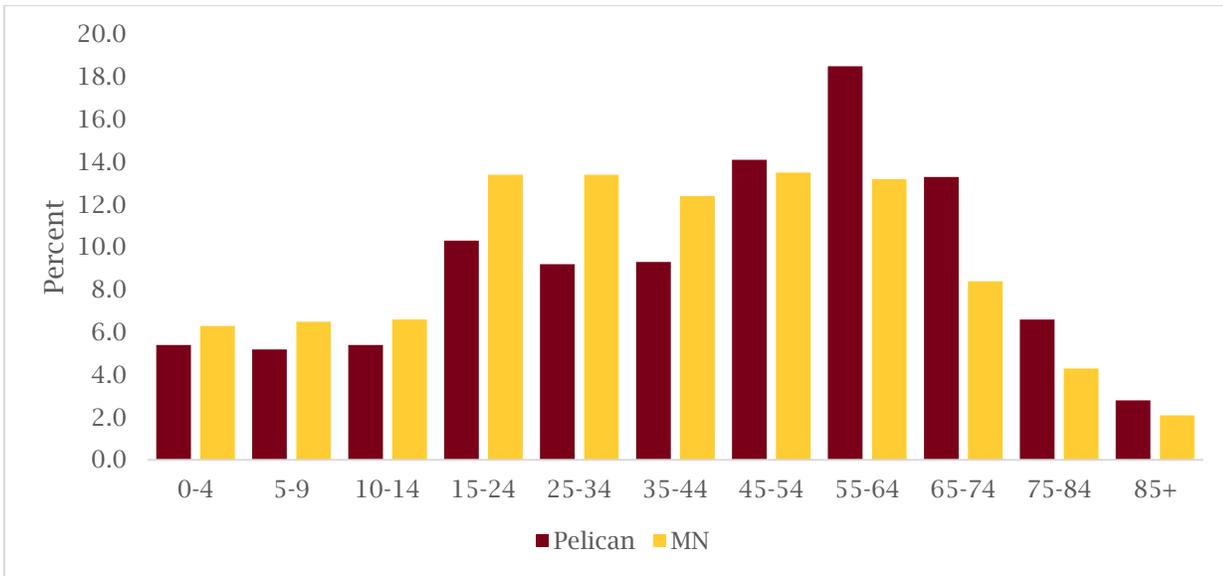
Figure 3: Spending estimates of seasonal residents (Source: Pesch, University of MN Extension)

Category	Average Monthly Spending (based on 2013 research)	Pelican Estimates
Grocery/liquor	\$120	\$3,500,640
Dining/bars	\$74	\$2,158,728
Gas/auto Service	\$74	\$2,158,728
Pharmacy	\$11	\$320,892
Home maintenance	\$95	\$2,771,340
Entertainment/recreation	\$75	\$2,187,900
Total retail	\$449	\$13,098,228
Construction/remodeling	\$1,066	\$31,097,352
Total retail and constuction		\$57,293,808

MARKET PROFILE DEMOGRAPHICS

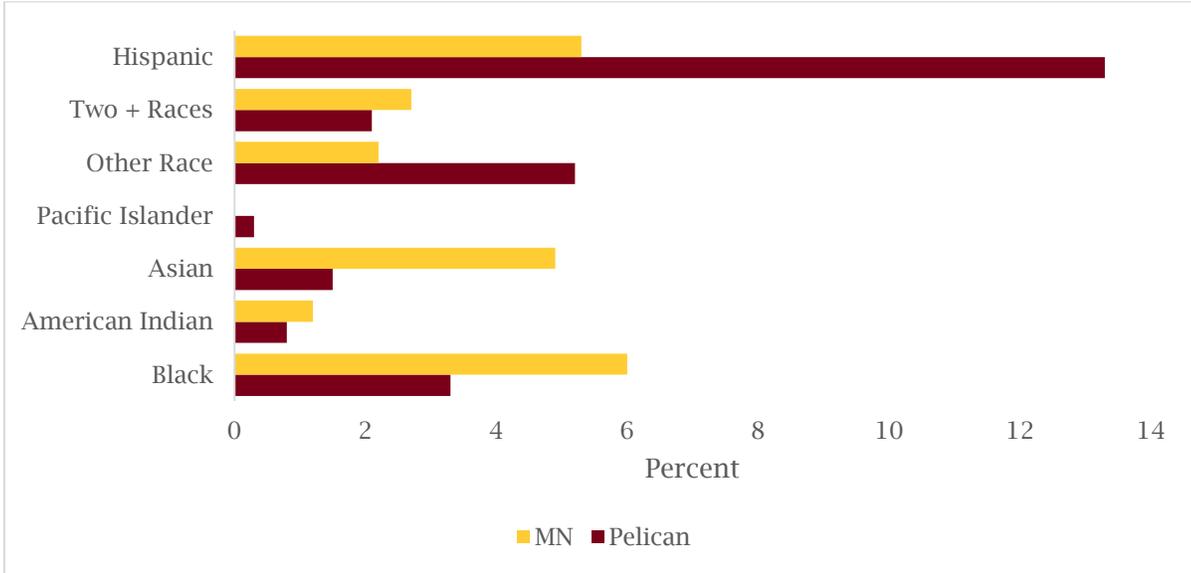
Predicting consumer spending starts with knowing the area’s population. Knowing the demographics of the market area provides retailers an indication of types of goods and services households will purchase, as well as likely price points.

Figure 4: Age cohorts, Pelican Rapids trade area and Minnesota (source: ESRI)



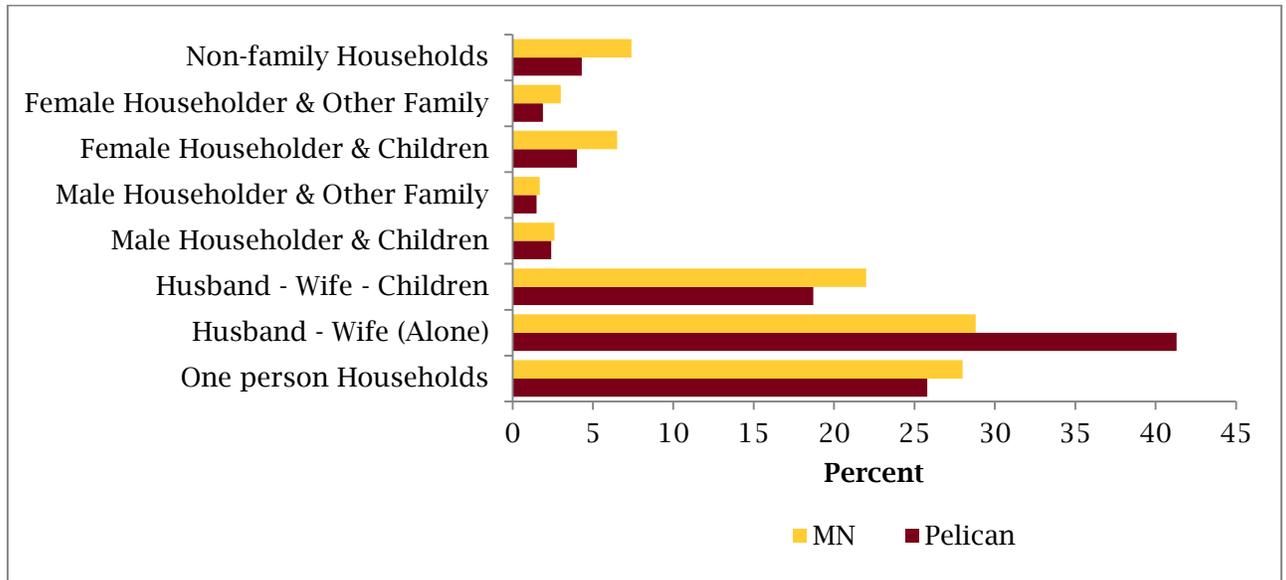
Pelican Rapids has more middle-aged adults (ages 55-64 and 65-74 year) and less younger adults than the Minnesota average (Figure 4). The resulting Pelican Rapids median age of 49.1 is slightly older than the state median age of 38.2.

Figure 5: 2016 Non-white ethnicities by percent of population, Pelican Rapids trade area and Minnesota (source: ESRI)



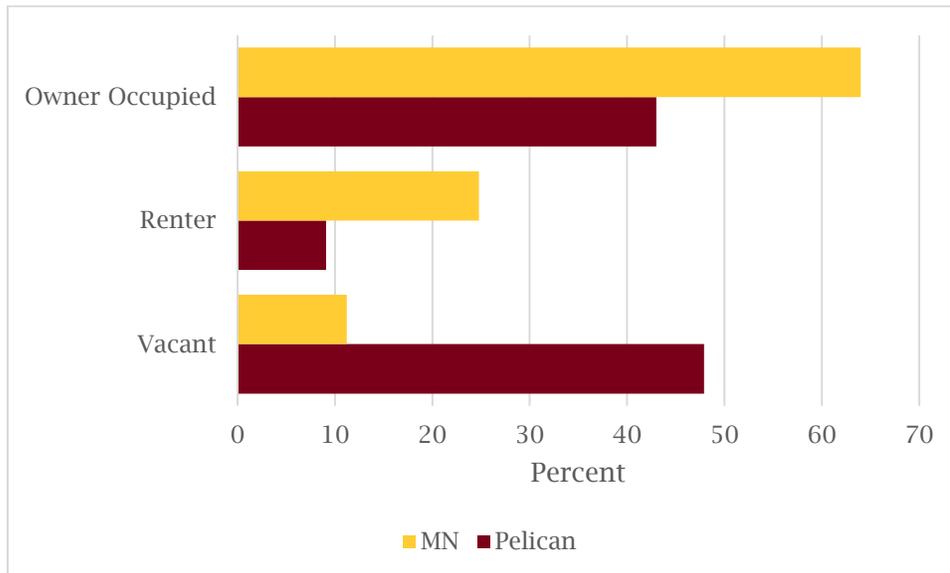
The Pelican Rapids area population is 86.8% white alone with just the remaining 13.2% in other race categories (Figure 5). Those of Hispanic ethnicity are counted as white by Census bureau statistics.

Figure 6: 2010 Household composition for Pelican Rapids trade area and Minnesota (source: ESRI)



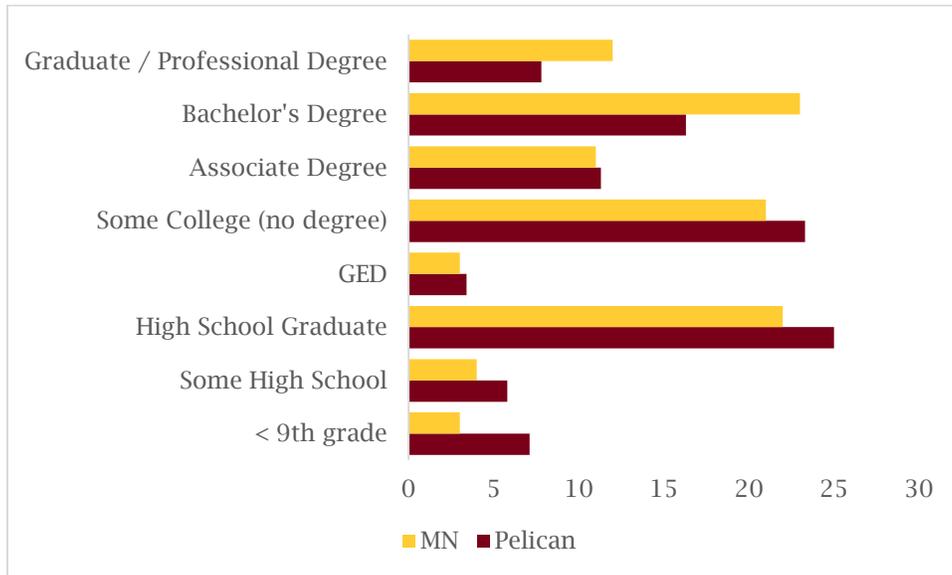
Pelican Rapids’ households are primarily husband-wife or husband-wife-children (Figure 6).

Figure 7: Types of housing in Pelican Rapids trade area (source: ESRI)



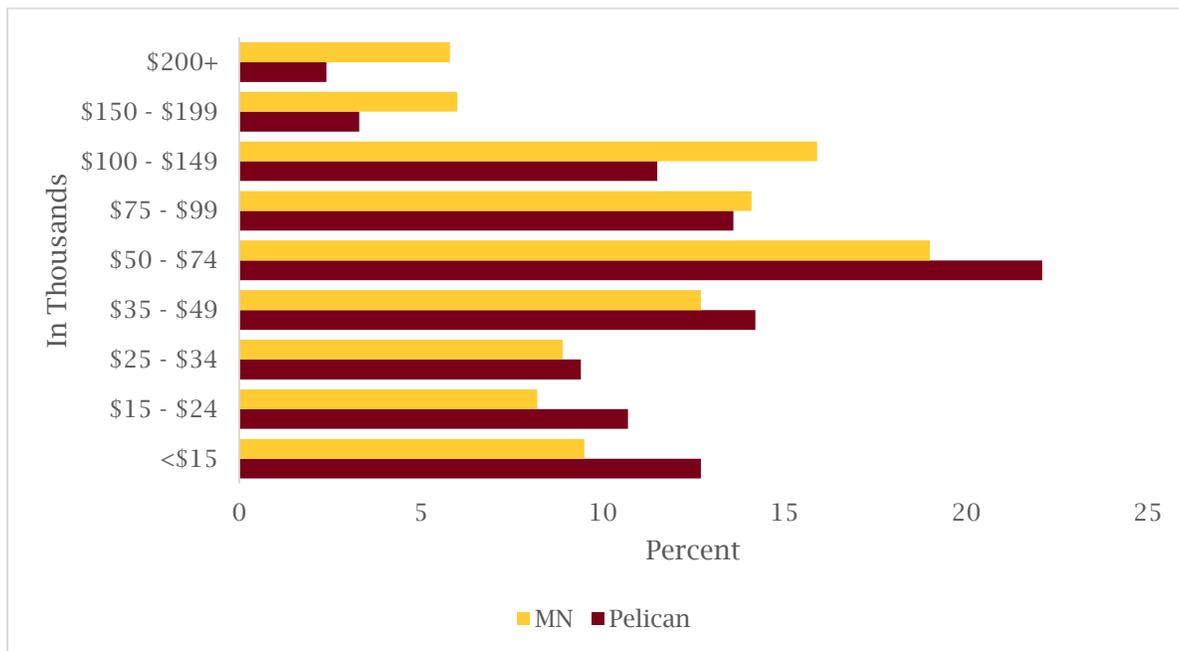
The Pelican Rapids trade area has more owner-occupied housing units than the state average and significantly more vacant housing (Figure 7). The high percentage of vacant housing—nearly 50% of all housing units—relates to many seasonal homes in the area, which the Census Bureau classifies as vacant since it is not a primary residence (see Seasonal Resident Spending Estimates section for details on economic impacts).

Figure 8: Education levels of adults 25+ in trade area (source: ESRI)



Education levels of Pelican Rapids adults lag the state averages in bachelors and graduate degrees, but outperform the state on associate degrees. Less than one third of Pelican Rapids' adults are either high school graduates or have earned their GED (28%). Nearly a fourth (23%) have some college, with just over a fourth (27%) holding either an Associate's Degree or a bachelor's degree. Eight percent have a graduate or professional degree (Figure 8).

Figure 9: Household income by category for Pelican Rapids trade area and Minnesota (source: ESRI)

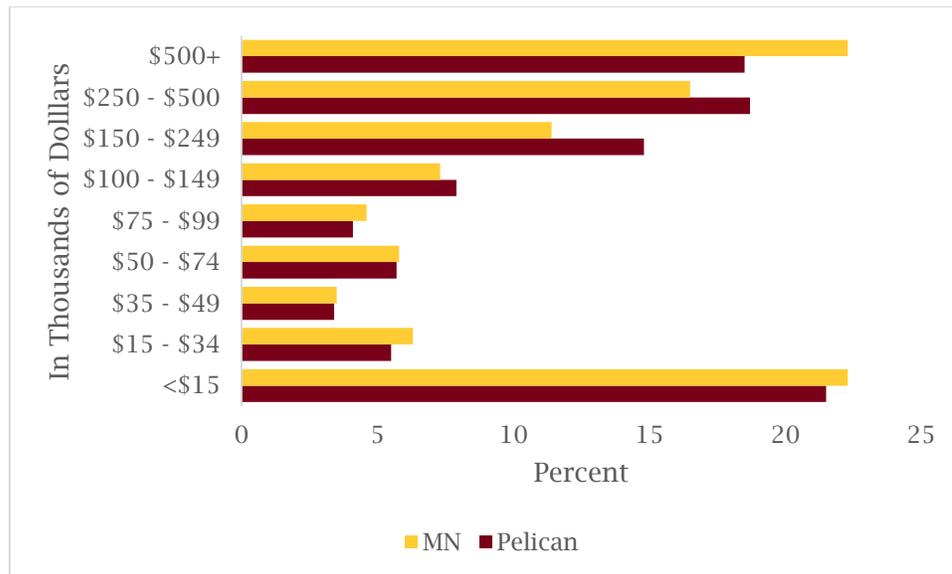


Pelican Rapids' median household income is less than the state averages, but the profile of household income by category does not differ significantly (Figure 9). Minnesota has a larger proportion of households earning over \$100,000 annually and Pelican has a larger proportion of households earning less than \$75,000 annually. The difference of these proportions is within single percentages in each category. Median household income in Pelican Rapids in 2016 is \$52,125 compared to the state median at \$61,657.

Household Size	Poverty Level
1	\$11,770
2	\$15,930
3	\$20,090
4	\$24,250
5	\$28,410
6	\$32,570
7	\$36,730

These demographic data suggest Pelican Rapids potentially has a higher rate of poverty than the state average, depending on the size of the households. The federal government defines 100% poverty level in 2015 for all states except Alaska and Hawaii as follows: (Source: Federal Register, 2015, January 22)

Figure 10: Net worth of households in Pelican Rapids trade area and MN by category (source: ESRI)



In contrast, Pelican Rapids' median household net worth is \$158,809 compared to the state median of \$151,171. Detailed percentages of households by net worth are in Figure xx which shows a greater proportion of Pelican Rapids residents in the net worth categories from \$100 - \$500,000 categories than the state average.

How businesses can use demographic information:

Age is an important factor to consider because personal expenditures change as individuals grow older. A category that's growing as baby boomers age is the 65 and older group. Catering to the needs of an aging population can be beneficial to any retailer. Consumer spending on drug stores and assisted care services flourish in areas with a large elderly population. In general, though, older populations tend to spend less on the majority of goods and services. Studies indicate that nightlife and entertainment spending (restaurants, bars, and theaters) by people over 65 is roughly half that

spent by those under 65. Older adults also spend considerably less on apparel than other age groups. On the other end of the spectrum, toy stores, day care centers, and stores with baby care items do well in areas with many children and infants. Clothing stores and fast food establishments also thrive in areas with a high adolescent population. Some entertainment and recreational venues, such as movie theatres and golf courses, serve a broad section of the population. Others, such as water parks or arcades, target certain age groups.

Ethnicity: Data show that ethnicity affects spending habits as much as other demographic characteristics, such as income and age. Retailers that use segmentation based on race and ethnic groups *must* make sure their efforts effectively measure the true preferences and behaviors of the community.

Housing: Home ownership directly correlates with expenditures for home furnishings and home equipment. Furniture, appliances, hardware, paint/wallpaper, floor covering, garden centers and other home improvement products all prosper in active housing markets.

Education levels: Because income increases with advancing educational attainment, many retailers focus on income level rather than education. In general, areas with high levels of educational attainment tend to prefer shopping at smaller, non-chain specialty retail stores located in their downtowns. They also tend to visit cultural establishments like museums and theaters at a frequency over three times greater than those without a college degree. On the other hand, less-educated populations generally have lower incomes and thus tend to prefer shopping at discount retail outlets and chain stores. This group also spends more money on car maintenance and tobacco products than those with a college degree.

Household income data is a good indicator of residents' spending power. Household income positively correlates with retail expenditures in many product categories. When evaluating a market, retailers look at the median or average household income in a trade area and will seek a minimum number of households within a certain income range before establishing a business or setting prices. Another common practice is to analyze the distribution of household incomes....A few store categories, such as auto parts, are more commonly found in areas with lower household incomes. Highly affluent households with annual incomes above \$100,000 ... are strong consumers, as well as physically active and civic-minded. Gearing a retail mix toward this segment may require a focus in luxury goods and services...Middle-income households with annual incomes between \$20,000 and \$50,000, are much more mindful of their expenses than highly affluent families. These households tend to be more frugal and selective in their buying behavior, shopping at discount outlets for groceries and other goods rather than high-end stores. Big box stores are particularly popular for middle and low-income households. Low-income households with annual incomes below \$20,000 are ... living in poverty and thus spend very little on goods and services across the board.

<http://fyi.uwex.edu/downtown-market-analysis/understanding-the-market/demographics-and-lifestyle-analysis/>

COMMUTING PATTERNS

People tend to buy goods and services near where they live or work. Therefore, it is important to know commuting patterns to identify retail competition.

Figure 11: 2014 Worker In-Flow and Out-Flow for All Jobs
(Source: OnTheMap)

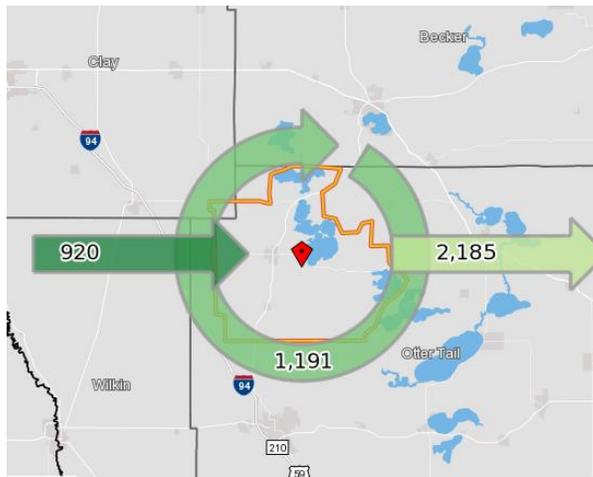


Figure 11 shows the U.S. Census Bureau’s calculations of worker in-flow to and out-flow from Pelican Rapids (<http://onthemap.ces.census.gov/>). In 2014 (the most recent year data is available), 4,296 employees either lived or worked in Pelican Rapids.

Of the 3,376 employed residents, a majority (65%) commute outside of the trade area with over a third (35%) both living and working in Pelican Rapids.

Area employers draw 44% of their workers from outside of the Pelican Rapids trade area.

How businesses can use this information:

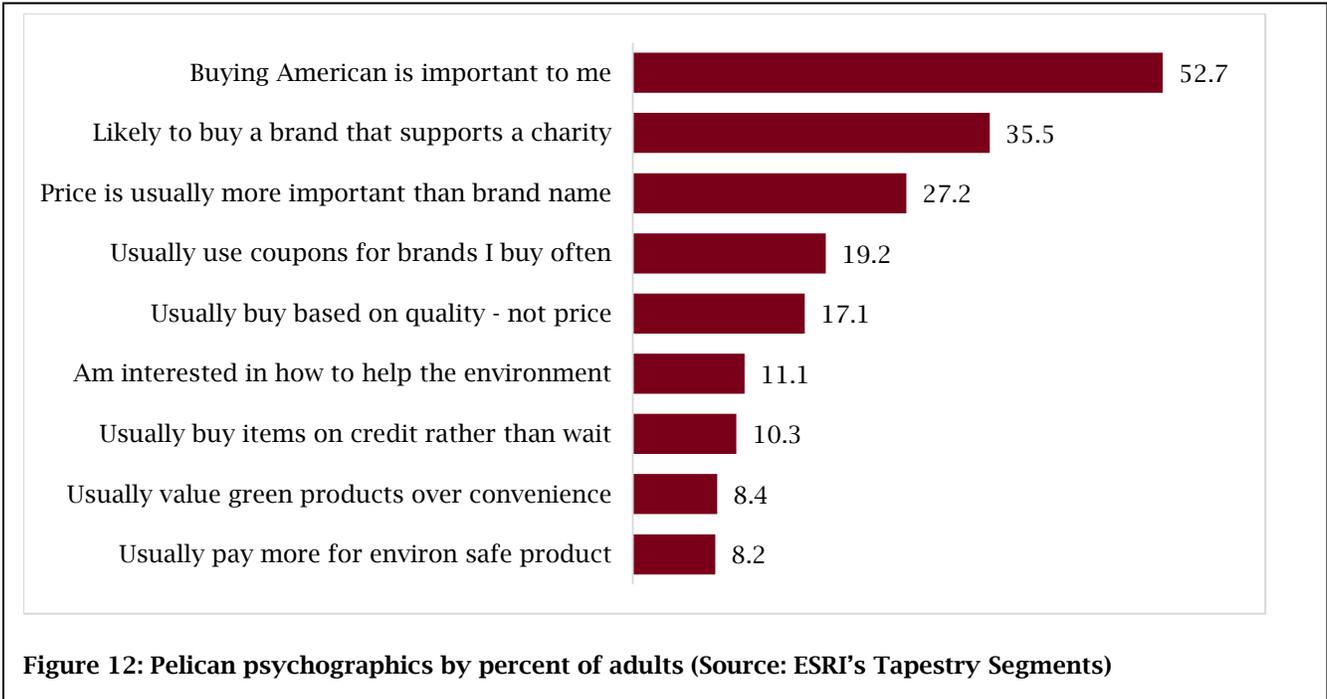
- Identify the commuting distances of your customers to identify competitors. Compare your merchandise selection, quality, price point, and service to them.
- Identify the times your customers can get to your business based on work and commuting hours. Are your store hours convenient for them?
- Increase customer convenience by providing online shopping and local delivery or shipping.
- A small store’s competitive advantage over big box retailers can be excellent customer service. Can you expand your services? Are you marketing the services you provide?

TAPESTRY SEGMENTS

Tapestry Segmentation starts by classifying communities based on their socioeconomic composition. Esri then combines the latest data mining techniques of national consumer surveys to create robust and compelling detailed descriptions of consumers into 14 LifeModes which are overarching categories of consumers with some similar consumer preferences. Each LifeMode is further refined into 67 distinct LifeStyle segments.

Segmentation systems operate on the theory that people with similar tastes, lifestyles, and behaviors seek others with the same tastes—“like seeks like.” These behaviors can be measured, predicted, and targeted. Esri’s segmentation system, Community™ Tapestry™, combines the “who” of lifestyle demography with the “where” of local neighborhood geography to create a model of various lifestyle classifications or segments of actual neighborhoods with addresses—distinct behavioral market segments.

The four lifestyle segments of the Pelican Rapids are nearly all focused in one LifeMode (Cozy Country Living), reinforcing the large overlap among many households (see Appendix xx for a full report). Lifestyle segments, including ESRI Community Tapestry, however, generalize a



geographic area and miss the particular demographic profile of communities. For example, although non-whites make up a sizeable portion of the City of Pelican Rapids, all the lifestyle segments from ESRI for the trade area describe rural whites. .

Small Town Simplicity (18% of Households)

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

Rural Resort Dwellers (40% of Housholds)

Although the Great Recession forced many owners of second homes to sell, Rural Resort Dwellers residents remain an active market, just a bit smaller. These communities are centered in resort areas, many in the Midwest, where the change in seasons supports a variety of outdoor activities. Retirement looms for many of these blue collar, older householders, but workers are postponing retirement or returning to work to maintain their current lifestyles. Workers are traveling further to maintain employment. They are passionate about their hobbies, like freshwater fishing and hunting, but otherwise have very simple tastes.

Prairie Living (29% of Households)

Prairie Living is Tapestry Segmentation's most rural market, comprising about 1 percent of households, located mainly in the Midwest, with a predominance of self-employed farmers. These agricultural communities are not diverse, dominated by married-couple families that own single-family dwellings and many vehicles. Median household income is similar to the US, and labor force participation is slightly higher. Faith is important to this hardworking market. When they find time to relax, they favor outdoor activities.

Heartland Communities (13% of Households)

Well settled and close-knit, Heartland Communities are semirural and semiretired. These older householders are primarily homeowners, and many have paid off their mortgages. Their children have moved away, but they have no plans to leave their homes. Their hearts are with the country; they embrace the slower pace of life here but actively participate in outdoor activities and community events. Traditional and patriotic, these residents support their local businesses, always buy American, and favor domestic driving vacations over foreign plane trips.

APPENDIX A: ESRI METHODOLOGY AND REPORTS

The following information, from Esri, describes their data collection processes:

“These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2015 and 2020.

The *Survey* provides a detailed view of the 226 million adult consumers in the U.S. – their media choices, demographics, lifestyles and attitudes, and usage of almost 6,000 products in 550 categories. Data are collected in person, with in-home, face-to-face interviews. At each stage of the data collection process - from recruiting respondents and interviewing them, to working with them to understand and complete a comprehensive product and lifestyle questionnaire - GfK MRI relies on direct personal interaction. Every year GfK MRI interviews almost 26,000 adult consumers in the 48 contiguous states for the *Survey of the American Consumer*[™]. Data collection for the *Survey* is a two-stage process, and in each stage the personal approach advances the reliability of the data.

During the initial in-home interview, GfK MRI interviewers observe and verify household and respondent characteristics and collect a wide range of demographic and media usage data.

The interviewer also solicits cooperation for participation in the second, self-administered phase of the data collection process. The interviewer explains how to fill out the questionnaire booklet and arranges for its return to GfK MRI, often by personally picking it up the completed booklet. This level of attention makes it highly likely that participants will complete the questionnaire, further enhancing the reliability of *Survey* data.

For more detailed information about the data collection, see:

<http://www.gfkmri.com/Products/TheSurveyoftheAmericanConsumer.aspx>

Here is the link to the personal interview questions:

http://www.gfkmri.com/PDF/GfKMRI_Wave65PersonalInterview.pdf

Here is the link to the survey:

http://www.gfkmri.com/PDF/GfKMRI_Wave65ProductBooklet.pdf



Market Profile

Pelican_MAP
Area: 314.41 square miles

Prepared by Esri

Population Summary	
2000 Total Population	7,617
2010 Total Population	7,512
2016 Total Population	7,559
2016 Group Quarters	67
2021 Total Population	7,616
2016-2021 Annual Rate	0.15%
2016 Total Daytime Population	6,208
Workers	2,536
Residents	3,672
Household Summary	
2000 Households	2,979
2000 Average Household Size	2.52
2010 Households	3,118
2010 Average Household Size	2.39
2016 Households	3,149
2016 Average Household Size	2.38
2021 Households	3,181
2021 Average Household Size	2.37
2016-2021 Annual Rate	0.20%
2010 Families	2,179
2010 Average Family Size	2.85
2016 Families	2,187
2016 Average Family Size	2.84
2021 Families	2,202
2021 Average Family Size	2.83
2016-2021 Annual Rate	0.14%
Housing Unit Summary	
2000 Housing Units	5,983
Owner Occupied Housing Units	41.5%
Renter Occupied Housing Units	8.3%
Vacant Housing Units	50.2%
2010 Housing Units	5,929
Owner Occupied Housing Units	43.8%
Renter Occupied Housing Units	8.8%
Vacant Housing Units	47.4%
2016 Housing Units	6,040
Owner Occupied Housing Units	43.0%
Renter Occupied Housing Units	9.1%
Vacant Housing Units	47.9%
2021 Housing Units	6,136
Owner Occupied Housing Units	42.8%
Renter Occupied Housing Units	9.0%
Vacant Housing Units	48.2%
Median Household Income	
2016	\$52,125
2021	\$56,758
Median Home Value	
2016	\$190,865
2021	\$232,564
Per Capita Income	
2016	\$27,254
2021	\$30,116
Median Age	
2010	47.0
2016	49.1
2021	50.6

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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



Market Profile

Pelican_MAP
Area: 314.41 square miles

Prepared by Esri

2016 Households by Income

Household Income Base	3,149
<\$15,000	12.7%
\$15,000 - \$24,999	10.7%
\$25,000 - \$34,999	9.4%
\$35,000 - \$49,999	14.2%
\$50,000 - \$74,999	22.1%
\$75,000 - \$99,999	13.6%
\$100,000 - \$149,999	11.5%
\$150,000 - \$199,999	3.3%
\$200,000+	2.4%

Average Household Income \$65,932

2021 Households by Income

Household Income Base	3,181
<\$15,000	13.0%
\$15,000 - \$24,999	10.1%
\$25,000 - \$34,999	11.3%
\$35,000 - \$49,999	8.2%
\$50,000 - \$74,999	20.9%
\$75,000 - \$99,999	15.4%
\$100,000 - \$149,999	14.1%
\$150,000 - \$199,999	4.4%
\$200,000+	2.8%

Average Household Income \$72,718

2016 Owner Occupied Housing Units by Value

Total	2,597
<\$50,000	11.7%
\$50,000 - \$99,999	15.0%
\$100,000 - \$149,999	15.1%
\$150,000 - \$199,999	10.0%
\$200,000 - \$249,999	9.2%
\$250,000 - \$299,999	8.2%
\$300,000 - \$399,999	14.3%
\$400,000 - \$499,999	8.2%
\$500,000 - \$749,999	5.5%
\$750,000 - \$999,999	2.2%
\$1,000,000 +	0.7%

Average Home Value \$242,314

2021 Owner Occupied Housing Units by Value

Total	2,628
<\$50,000	8.6%
\$50,000 - \$99,999	11.2%
\$100,000 - \$149,999	11.5%
\$150,000 - \$199,999	10.9%
\$200,000 - \$249,999	11.9%
\$250,000 - \$299,999	11.4%
\$300,000 - \$399,999	16.7%
\$400,000 - \$499,999	9.0%
\$500,000 - \$749,999	5.2%
\$750,000 - \$999,999	2.9%
\$1,000,000 +	0.7%

Average Home Value \$267,349

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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



Market Profile

Pelican_MAP
Area: 314.41 square miles

Prepared by Esri

2010 Population by Age	
Total	7,511
0 - 4	5.8%
5 - 9	5.4%
10 - 14	6.2%
15 - 24	10.5%
25 - 34	8.9%
35 - 44	10.3%
45 - 54	16.8%
55 - 64	16.3%
65 - 74	10.9%
75 - 84	6.5%
85 +	2.6%
18 +	78.4%
2016 Population by Age	
Total	7,560
0 - 4	5.4%
5 - 9	5.2%
10 - 14	5.4%
15 - 24	10.3%
25 - 34	9.2%
35 - 44	9.3%
45 - 54	14.1%
55 - 64	18.5%
65 - 74	13.3%
75 - 84	6.6%
85 +	2.8%
18 +	80.6%
2021 Population by Age	
Total	7,614
0 - 4	5.1%
5 - 9	5.3%
10 - 14	5.6%
15 - 24	9.0%
25 - 34	9.5%
35 - 44	9.4%
45 - 54	11.9%
55 - 64	18.3%
65 - 74	15.7%
75 - 84	7.5%
85 +	2.7%
18 +	80.7%
2010 Population by Sex	
Males	3,828
Females	3,684
2016 Population by Sex	
Males	3,862
Females	3,697
2021 Population by Sex	
Males	3,917
Females	3,699

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



Market Profile

Pelican_MAP
Area: 314.41 square miles

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2010 Population by Race/Ethnicity

Total	7,513
White Alone	90.0%
Black Alone	2.0%
American Indian Alone	0.6%
Asian Alone	1.3%
Pacific Islander Alone	0.3%
Some Other Race Alone	4.1%
Two or More Races	1.7%
Hispanic Origin	11.1%
Diversity Index	34.9

2016 Population by Race/Ethnicity

Total	7,561
White Alone	86.8%
Black Alone	3.3%
American Indian Alone	0.8%
Asian Alone	1.5%
Pacific Islander Alone	0.3%
Some Other Race Alone	5.2%
Two or More Races	2.1%
Hispanic Origin	13.3%
Diversity Index	41.8

2021 Population by Race/Ethnicity

Total	7,617
White Alone	84.8%
Black Alone	4.1%
American Indian Alone	1.0%
Asian Alone	1.6%
Pacific Islander Alone	0.3%
Some Other Race Alone	5.9%
Two or More Races	2.4%
Hispanic Origin	15.2%
Diversity Index	46.5

2010 Population by Relationship and Household Type

Total	7,512
In Households	99.1%
In Family Households	84.6%
Householder	28.7%
Spouse	24.6%
Child	26.7%
Other relative	2.5%
Nonrelative	2.0%
In Nonfamily Households	14.5%
In Group Quarters	0.9%
Institutionalized Population	0.8%
Noninstitutionalized Population	0.1%

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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

2016 Population 25+ by Educational Attainment

Total	5,574
Less than 9th Grade	7.1%
9th - 12th Grade, No Diploma	5.8%
High School Graduate	25.0%
GED/Alternative Credential	3.4%
Some College, No Degree	23.3%
Associate Degree	11.3%
Bachelor's Degree	16.3%
Graduate/Professional Degree	7.8%

2016 Population 15+ by Marital Status

Total	6,349
Never Married	18.6%
Married	65.3%
Widowed	6.8%
Divorced	9.3%

2016 Civilian Population 16+ in Labor Force

Civilian Employed	98.3%
Civilian Unemployed	1.7%

2016 Employed Population 16+ by Industry

Total	3,941
Agriculture/Mining	5.0%
Construction	9.3%
Manufacturing	17.3%
Wholesale Trade	3.0%
Retail Trade	10.8%
Transportation/Utilities	6.9%
Information	1.6%
Finance/Insurance/Real Estate	4.7%
Services	37.8%
Public Administration	3.6%

2016 Employed Population 16+ by Occupation

Total	3,942
White Collar	51.4%
Management/Business/Financial	13.4%
Professional	16.8%
Sales	9.5%
Administrative Support	11.6%
Services	13.9%
Blue Collar	34.7%
Farming/Forestry/Fishing	1.8%
Construction/Extraction	8.6%
Installation/Maintenance/Repair	4.3%
Production	12.4%
Transportation/Material Moving	7.5%

2010 Population By Urban/ Rural Status

Total Population	7,512
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	100.0%



2010 Households by Type

Total	3,118
Households with 1 Person	25.8%
Households with 2+ People	74.2%
Family Households	69.9%
Husband-wife Families	60.0%
With Related Children	18.7%
Other Family (No Spouse Present)	9.9%
Other Family with Male Householder	3.9%
With Related Children	2.4%
Other Family with Female Householder	5.9%
With Related Children	4.0%
Nonfamily Households	4.3%
All Households with Children	25.5%

2010 Households by Size

Multigenerational Households	2.2%
Unmarried Partner Households	5.6%
Male-female	5.1%
Same-sex	0.5%

2010 Households by Size

Total	3,117
1 Person Household	25.9%
2 Person Household	43.5%
3 Person Household	11.2%
4 Person Household	9.9%
5 Person Household	5.5%
6 Person Household	2.4%
7 + Person Household	1.6%

2010 Households by Tenure and Mortgage Status

Total	3,118
Owner Occupied	83.3%
Owned with a Mortgage/Loan	51.4%
Owned Free and Clear	31.9%
Renter Occupied	16.7%

2010 Housing Units By Urban/ Rural Status

Total Housing Units	5,929
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	100.0%

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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



Retail Market Potential

Pelican_MAP
Area: 314.41 square miles

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Demographic Summary		2016	2021
Population		7,559	7,616
Population 18+		6,092	6,148
Households		3,149	3,181
Median Household Income		\$52,125	\$56,758

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	2,832	46.5%	98
Bought any women's clothing in last 12 months	2,817	46.2%	105
Bought clothing for child <13 years in last 6 months	1,585	26.0%	94
Bought any shoes in last 12 months	3,215	52.8%	98
Bought costume jewelry in last 12 months	1,103	18.1%	93
Bought any fine jewelry in last 12 months	953	15.6%	85
Bought a watch in last 12 months	732	12.0%	109
Automobiles (Households)			
HH owns/leases any vehicle	2,897	92.0%	107
HH bought/leased new vehicle last 12 mo	281	8.9%	95
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	5,429	89.1%	105
Bought/changed motor oil in last 12 months	3,884	63.8%	130
Had tune-up in last 12 months	1,639	26.9%	89
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	3,479	57.1%	87
Drank regular cola in last 6 months	2,802	46.0%	102
Drank beer/ale in last 6 months	2,512	41.2%	97
Cameras (Adults)			
Own digital point & shoot camera	1,854	30.4%	104
Own digital single-lens reflex (SLR) camera	350	5.7%	67
Bought any camera in last 12 months	382	6.3%	110
Printed digital photos in last 12 months	196	3.2%	110
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	2,056	33.7%	93
Have a smartphone	2,640	43.3%	74
Have a smartphone: Android phone (any brand)	1,308	21.5%	80
Have a smartphone: Apple iPhone	1,006	16.5%	64
Number of cell phones in household: 1	1,087	34.5%	107
Number of cell phones in household: 2	1,303	41.4%	111
Number of cell phones in household: 3+	504	16.0%	63
HH has cell phone only (no landline telephone)	1,039	33.0%	79
Computers (Households)			
HH owns a computer	2,291	72.8%	95
HH owns desktop computer	1,437	45.6%	101
HH owns laptop/notebook	1,507	47.9%	88
HH owns any Apple/Mac brand computer	224	7.1%	47
HH owns any PC/non-Apple brand computer	2,164	68.7%	101
HH purchased most recent computer in a store	1,137	36.1%	96
HH purchased most recent computer online	406	12.9%	99
Spent <\$500 on most recent home computer	448	14.2%	98
Spent \$500-\$999 on most recent home computer	712	22.6%	118
Spent \$1,000-\$1,499 on most recent home computer	210	6.7%	70
Spent \$1,500-\$1,999 on most recent home computer	100	3.2%	70
Spent \$2,000+ on most recent home computer	86	2.7%	70

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2016 and 2021.



Retail Market Potential

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	2,665	43.7%	86
Bought brewed coffee at convenience store in last 30 days	942	15.5%	98
Bought cigarettes at convenience store in last 30 days	947	15.5%	124
Bought gas at convenience store in last 30 days	2,589	42.5%	129
Spent at convenience store in last 30 days: <\$20	289	4.7%	59
Spent at convenience store in last 30 days: \$20-\$39	487	8.0%	88
Spent at convenience store in last 30 days: \$40-\$50	508	8.3%	109
Spent at convenience store in last 30 days: \$51-\$99	312	5.1%	116
Spent at convenience store in last 30 days: \$100+	1,940	31.8%	139
Entertainment (Adults)			
Attended a movie in last 6 months	2,865	47.0%	79
Went to live theater in last 12 months	542	8.9%	68
Went to a bar/night club in last 12 months	883	14.5%	87
Dined out in last 12 months	2,571	42.2%	94
Gambled at a casino in last 12 months	803	13.2%	96
Visited a theme park in last 12 months	620	10.2%	58
Viewed movie (video-on-demand) in last 30 days	772	12.7%	75
Viewed TV show (video-on-demand) in last 30 days	426	7.0%	54
Watched any pay-per-view TV in last 12 months	887	14.6%	111
Downloaded a movie over the Internet in last 30 days	262	4.3%	60
Downloaded any individual song in last 6 months	913	15.0%	73
Watched a movie online in the last 30 days	507	8.3%	52
Watched a TV program online in last 30 days	449	7.4%	49
Played a video/electronic game (console) in last 12 months	540	8.9%	85
Played a video/electronic game (portable) in last 12 months	262	4.3%	94
Financial (Adults)			
Have home mortgage (1st)	1,796	29.5%	95
Used ATM/cash machine in last 12 months	2,310	37.9%	77
Own any stock	361	5.9%	77
Own U.S. savings bond	402	6.6%	125
Own shares in mutual fund (stock)	374	6.1%	85
Own shares in mutual fund (bonds)	265	4.3%	89
Have interest checking account	1,840	30.2%	107
Have non-interest checking account	1,787	29.3%	104
Have savings account	3,148	51.7%	96
Have 401K retirement savings plan	734	12.0%	83
Own/used any credit/debit card in last 12 months	4,442	72.9%	98
Avg monthly credit card expenditures: <\$111	719	11.8%	102
Avg monthly credit card expenditures: \$111-\$225	473	7.8%	113
Avg monthly credit card expenditures: \$226-\$450	391	6.4%	101
Avg monthly credit card expenditures: \$451-\$700	246	4.0%	76
Avg monthly credit card expenditures: \$701-\$1,000	202	3.3%	77
Avg monthly credit card expenditures: \$1,001+	508	8.3%	92
Did banking online in last 12 months	1,682	27.6%	77
Did banking on mobile device in last 12 months	513	8.4%	60
Paid bills online in last 12 months	2,044	33.6%	78

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	2,424	77.0%	111
Used bread in last 6 months	3,029	96.2%	102
Used chicken (fresh or frozen) in last 6 months	2,082	66.1%	96
Used turkey (fresh or frozen) in last 6 months	520	16.5%	104
Used fish/seafood (fresh or frozen) in last 6 months	1,596	50.7%	93
Used fresh fruit/vegetables in last 6 months	2,668	84.7%	99
Used fresh milk in last 6 months	2,872	91.2%	104
Used organic food in last 6 months	392	12.4%	63
Health (Adults)			
Exercise at home 2+ times per week	1,543	25.3%	89
Exercise at club 2+ times per week	420	6.9%	53
Visited a doctor in last 12 months	4,688	77.0%	102
Used vitamin/dietary supplement in last 6 months	3,331	54.7%	104
Home (Households)			
Any home improvement in last 12 months	957	30.4%	113
Used housekeeper/maid/professional HH cleaning service in last 12	323	10.3%	78
Purchased low ticket HH furnishings in last 12 months	453	14.4%	90
Purchased big ticket HH furnishings in last 12 months	555	17.6%	84
Bought any small kitchen appliance in last 12 months	736	23.4%	105
Bought any large kitchen appliance in last 12 months	446	14.2%	111
Insurance (Adults/Households)			
Currently carry life insurance	3,062	50.3%	118
Carry medical/hospital/accident insurance	4,245	69.7%	106
Carry homeowner insurance	3,467	56.9%	121
Carry renter's insurance	454	7.5%	91
Have auto insurance: 1 vehicle in household covered	932	29.6%	96
Have auto insurance: 2 vehicles in household covered	890	28.3%	99
Have auto insurance: 3+ vehicles in household covered	918	29.2%	134
Pets (Households)			
Household owns any pet	1,910	60.7%	113
Household owns any cat	815	25.9%	115
Household owns any dog	1,596	50.7%	124
Psychographics (Adults)			
Buying American is important to me	3,211	52.7%	124
Usually buy items on credit rather than wait	629	10.3%	88
Usually buy based on quality - not price	1,043	17.1%	95
Price is usually more important than brand name	1,659	27.2%	104
Usually use coupons for brands I buy often	1,170	19.2%	102
Am interested in how to help the environment	676	11.1%	68
Usually pay more for environ safe product	498	8.2%	64
Usually value green products over convenience	514	8.4%	80
Likely to buy a brand that supports a charity	2,163	35.5%	102
Reading (Adults)			
Bought digital book in last 12 months	620	10.2%	77
Bought hardcover book in last 12 months	1,040	17.1%	82
Bought paperback book in last 12 month	1,635	26.8%	86
Read any daily newspaper (paper version)	1,688	27.7%	106
Read any digital newspaper in last 30 days	1,726	28.3%	85
Read any magazine (paper/electronic version) in last 6 months	5,504	90.3%	100

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2016 and 2021.



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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	4,426	72.7%	97
Went to family restaurant/steak house: 4+ times a month	1,718	28.2%	103
Went to fast food/drive-in restaurant in last 6 months	5,531	90.8%	101
Went to fast food/drive-in restaurant 9+ times/mo	2,277	37.4%	95
Fast food/drive-in last 6 months: eat in	2,461	40.4%	111
Fast food/drive-in last 6 months: home delivery	366	6.0%	78
Fast food/drive-in last 6 months: take-out/drive-thru	2,883	47.3%	102
Fast food/drive-in last 6 months: take-out/walk-in	901	14.8%	76
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	1,478	24.3%	76
Own e-reader/tablet: iPad	646	10.6%	69
Own any portable MP3 player	1,527	25.1%	81
HH owns 1 TV	589	18.7%	91
HH owns 2 TVs	857	27.2%	105
HH owns 3 TVs	740	23.5%	110
HH owns 4+ TVs	604	19.2%	102
HH subscribes to cable TV	1,101	35.0%	70
HH subscribes to fiber optic	69	2.2%	29
HH has satellite dish	1,486	47.2%	186
HH owns DVD/Blu-ray player	2,012	63.9%	106
HH owns camcorder	428	13.6%	97
HH owns portable GPS navigation device	990	31.4%	114
HH purchased video game system in last 12 mos	166	5.3%	66
HH owns Internet video device for TV	139	4.4%	63
Travel (Adults)			
Domestic travel in last 12 months	2,879	47.3%	94
Took 3+ domestic non-business trips in last 12 months	562	9.2%	83
Spent on domestic vacations in last 12 months: <\$1,000	559	9.2%	86
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	303	5.0%	85
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	160	2.6%	73
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	263	4.3%	111
Spent on domestic vacations in last 12 months: \$3,000+	356	5.8%	106
Domestic travel in the 12 months: used general travel website	313	5.1%	76
Foreign travel in last 3 years	880	14.4%	60
Took 3+ foreign trips by plane in last 3 years	152	2.5%	55
Spent on foreign vacations in last 12 months: <\$1,000	198	3.3%	78
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	129	2.1%	65
Spent on foreign vacations in last 12 months: \$3,000+	185	3.0%	61
Foreign travel in last 3 years: used general travel website	192	3.2%	56
Nights spent in hotel/motel in last 12 months: any	2,534	41.6%	102
Took cruise of more than one day in last 3 years	367	6.0%	72
Member of any frequent flyer program	645	10.6%	65
Member of any hotel rewards program	751	12.3%	87

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2016 and 2021.



Tapestry Segmentation Area Profile

Pelican_MAP
Area: 314.41 square miles

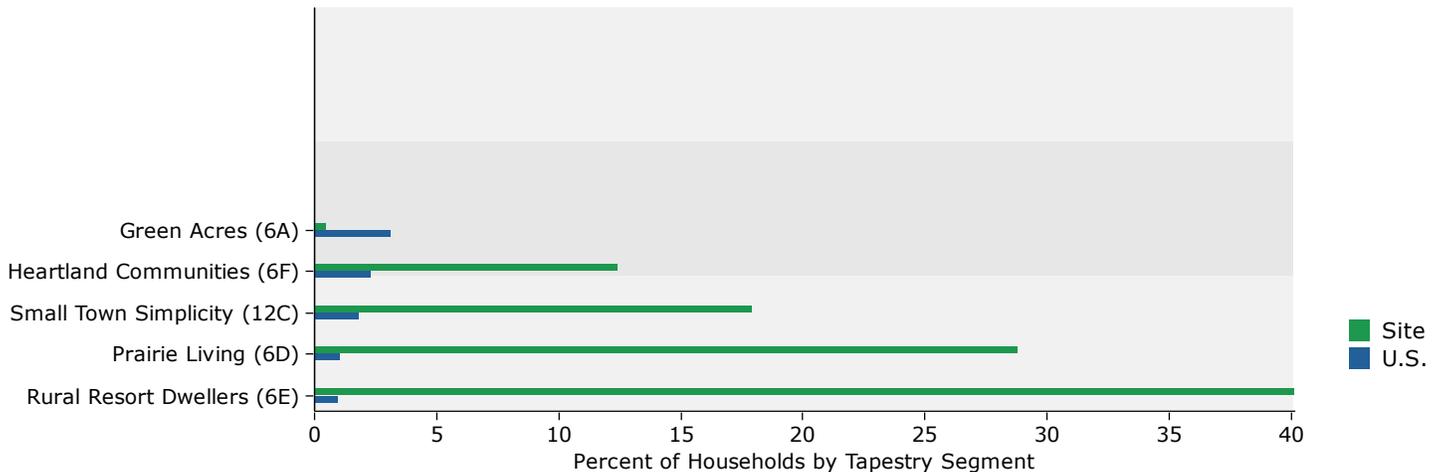
Prepared by Esri

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2016 Households		2016 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Rural Resort Dwellers (6E)	40.2%	40.2%	1.0%	1.0%	3953
2	Prairie Living (6D)	28.9%	69.1%	1.1%	2.1%	2,651
3	Small Town Simplicity (12C)	17.9%	87.0%	1.9%	4.0%	943
4	Heartland Communities (6F)	12.5%	99.5%	2.4%	6.4%	530
5	Green Acres (6A)	0.5%	100.0%	3.2%	9.6%	16
Subtotal		100.0%		9.6%		

Total **100.0%** **9.6%** **1046**

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

Source: Esri



Tapestry Segmentation Area Profile

Pelican_MAP
Area: 314.41 square miles

Prepared by Esri

Tapestry LifeMode Groups	2016 Households			2016 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	3,148	100.0%		6,093	100.0%	
1. Affluent Estates	0	0.0%	0	0	0.0%	0
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
2. Upscale Avenues	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
3. Uptown Individuals	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	0	0.0%	0	0	0.0%	0
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	0	0.0%	0	0	0.0%	0
5. GenXurban	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
In Style (5B)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
6. Cozy Country Living	2,583	82.1%	677	4,964	81.5%	683
Green Acres (6A)	16	0.5%	16	39	0.6%	19
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	909	28.9%	2,652	1,774	29.1%	2,777
Rural Resort Dwellers (6E)	1,265	40.2%	3,954	2,334	38.3%	4,063
Heartland Communities (6F)	393	12.5%	530	817	13.4%	610
7. Ethnic Enclaves	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

Pelican_MAP
Area: 314.41 square miles

Prepared by Esri

Tapestry LifeMode Groups	2016 Households			2016 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	3,148	100.0%		6,093	100.0%	
8. Middle Ground	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
10. Rustic Outposts	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	565	17.9%	287	1,129	18.5%	313
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	565	17.9%	944	1,129	18.5%	1,079
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

Pelican_MAP
Area: 314.41 square miles

Prepared by Esri

Tapestry Urbanization Groups	2016 Households			2016 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	3,148	100.0%		6,093	100.0%	
1. Principal Urban Center	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	0	0.0%	0	0	0.0%	0
In Style (5B)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

Pelican_MAP
Area: 314.41 square miles

Prepared by Esri

Tapestry Urbanization Groups	2016 Households			2016 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	3,148	100.0%		6,093	100.0%	
4. Suburban Periphery	0	0.0%	0	0	0.0%	0
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	958	30.4%	324	1,946	31.9%	353
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	393	12.5%	530	817	13.4%	610
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	565	17.9%	944	1,129	18.5%	1,079
6. Rural	2,190	69.6%	410	4,147	68.1%	400
Green Acres (6A)	16	0.5%	16	39	0.6%	19
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	909	28.9%	2,652	1,774	29.1%	2,777
Rural Resort Dwellers (6E)	1,265	40.2%	3,954	2,334	38.3%	4,063
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri



LifeMode Group: Cozy Country Living

Rural Resort Dwellers

6E

Households: 1,215,000

Average Household Size: 2.21

Median Age: 52.4

Median Household Income: \$46,000

WHO ARE WE?

Although the Great Recession forced many owners of second homes to sell, *Rural Resort Dwellers* residents remain an active market, just a bit smaller. These communities are centered in resort areas, many in the Midwest, where the change in seasons supports a variety of outdoor activities. Retirement looms for many of these blue collar, older householders, but workers are postponing retirement or returning to work to maintain their current lifestyles. Workers are traveling further to maintain employment. They are passionate about their hobbies, like freshwater fishing and hunting, but otherwise have very simple tastes.

OUR NEIGHBORHOOD

- Housing is owner-occupied, single-family homes, with some mobile homes. A strong market for second homes, these rural areas provide affordable homes valued at 8% less than the US median home value. Over half of the housing units are vacant due to a high seasonal vacancy rate.
- In this older market, 42% of households consist of married couples with no children at home, while another 28% are single person. Married couples with children at home have older school-age children.
- Set in scenic rural locations with proximity to outdoor activities, two vehicles are essential to get around.

SOCIOECONOMIC TRAITS

- *Rural Resort Dwellers* residents are close to retirement. They've accumulated wealth and begun to shift their portfolios to low-risk assets. These active residents continue to work in skilled occupations.
- Simple tastes and modesty characterize these blue collar residents. They shop for timeless, comfortable clothing, but only when something must be replaced. They pay little attention to advertising and usually stick to the brands they know.
- They spend time with their spouses and also maintain a social calendar.



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



Rural Resort Dwellers



AGE BY SEX (Esri data)

Median Age: **52.4** US: 37.6

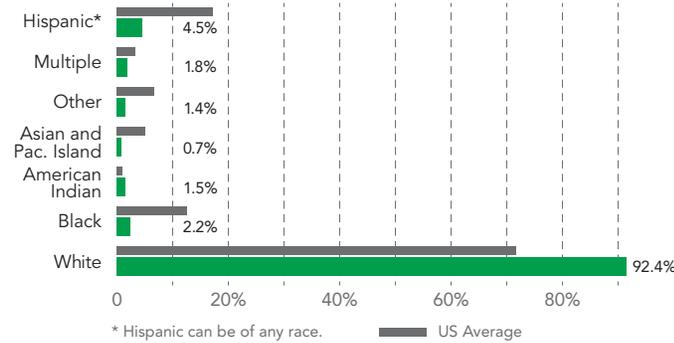
I Indicates US



RACE AND ETHNICITY (Esri data)

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

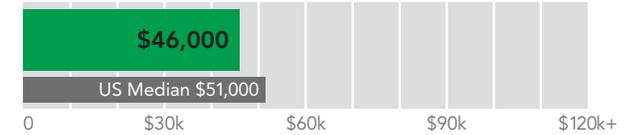
Diversity Index: **21.9** US: 62.1



INCOME AND NET WORTH

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

Median Household Income

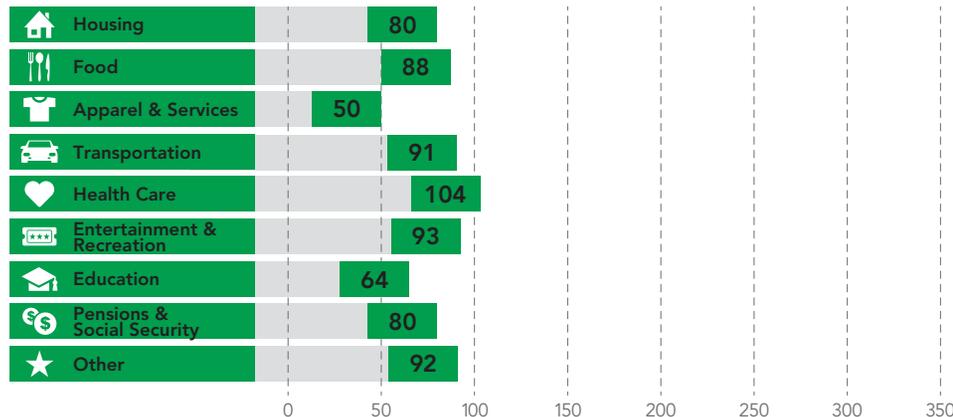


Median Net Worth



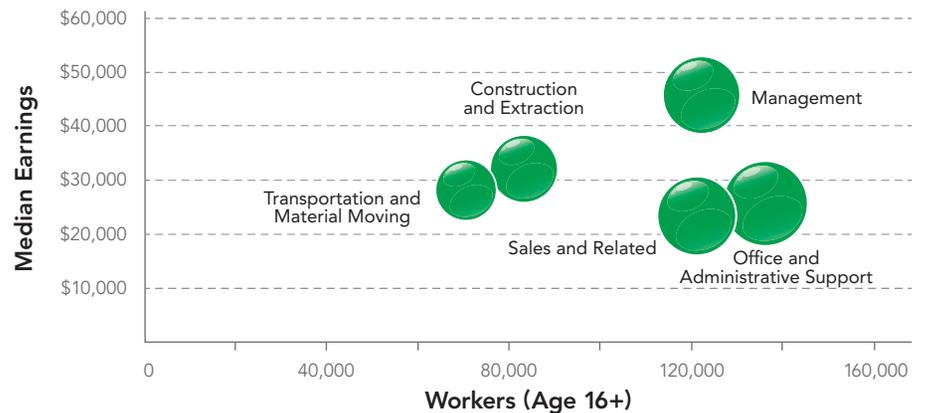
AVERAGE HOUSEHOLD BUDGET INDEX

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



OCCUPATION BY EARNINGS

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





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

- Residents drive older domestic vehicles and prefer to spend their disposable income on gear to support their hobbies, which include freshwater fishing, hunting with a rifle or shotgun, and motorcycling.
- At home, *Rural Resort Dwellers* residents spend any free time working on their vehicles and maintaining their gear. They make frequent trips to their local hardware store for parts and tools. These hands-on consumers are also passionate about vegetable gardening.
- Due to their remote locations, these neighborhoods have satellite dishes. A few residents still rely on dial-up modems to stay connected. They don't access the Internet often but will make online purchases for items difficult to find in nearby stores.
- Their taste in TV shows reflects their hobbies—Animal Planet, Discovery Channel, and the DIY Network.

HOUSING

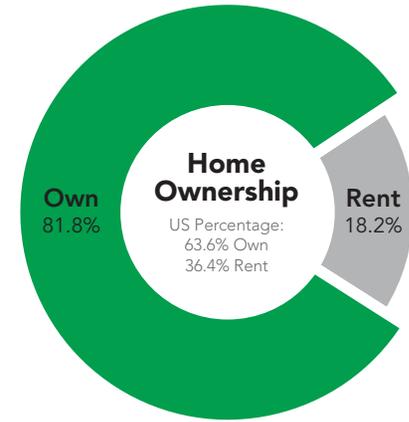
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
Single Family

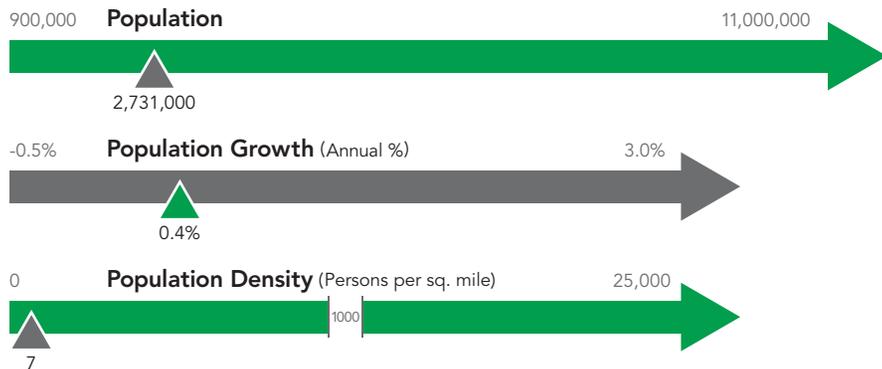
Median Value:
\$163,000

US Median: \$177,000



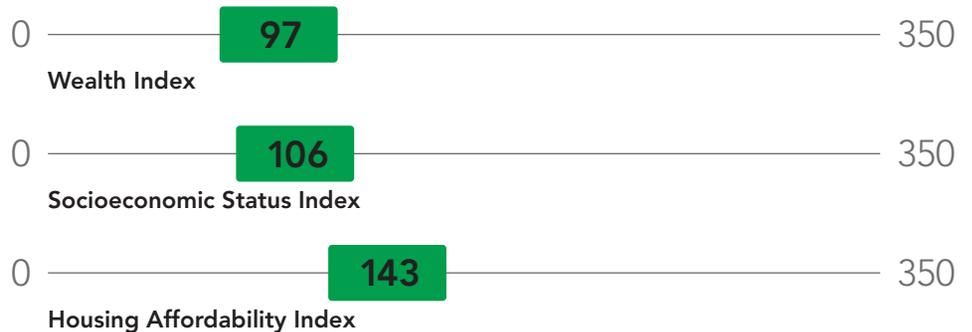
POPULATION CHARACTERISTICS

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



ESRI INDEXES

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





LifeMode Group: Cozy Country Living

Rural Resort Dwellers

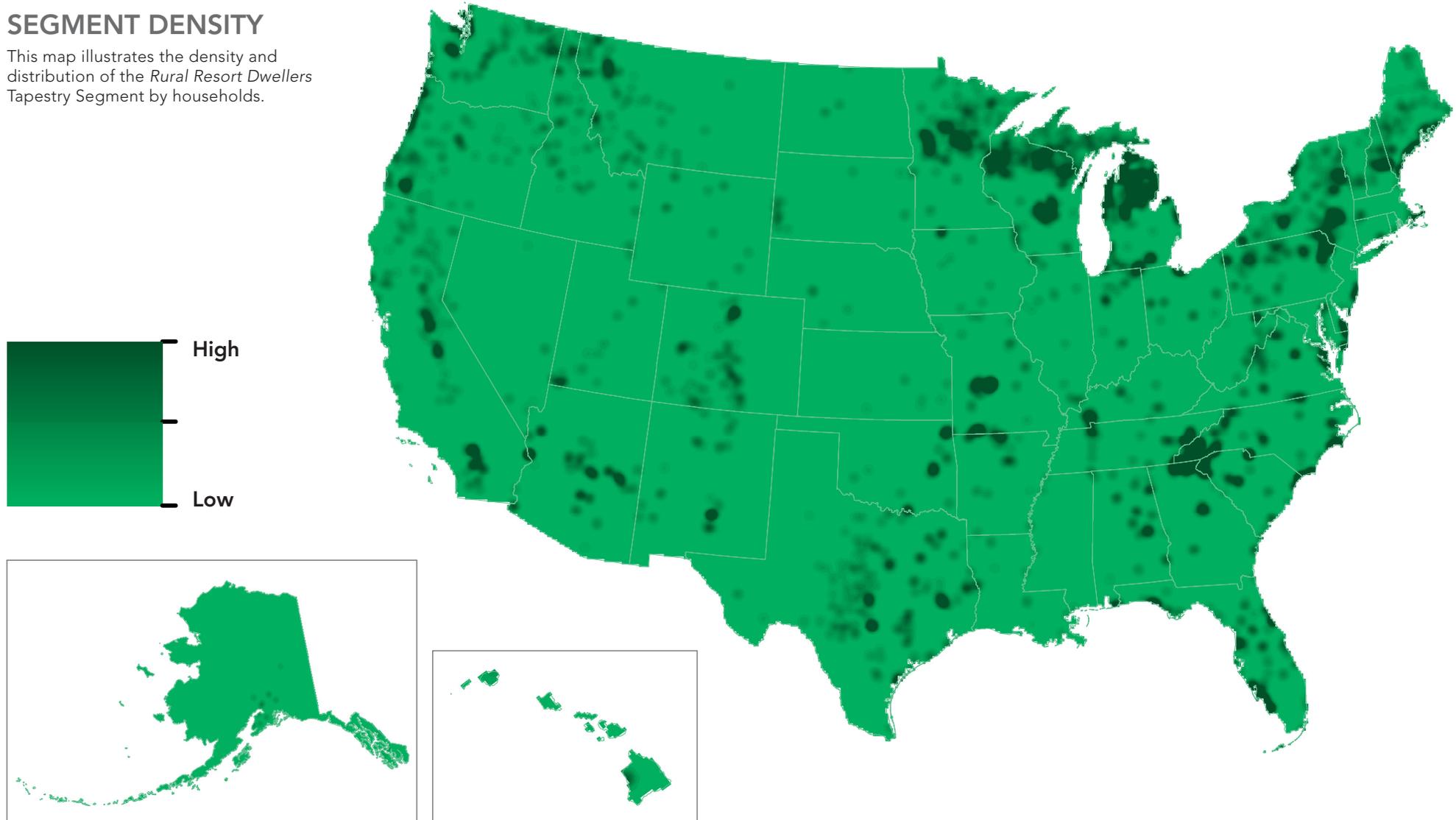


TAPESTRY
SEGMENTATION

esri.com/tapestry

SEGMENT DENSITY

This map illustrates the density and distribution of the *Rural Resort Dwellers* Tapestry Segment by households.



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LifeMode Group: Cozy Country Living

Prairie Living



Households: 1,307,000

Average Household Size: 2.50

Median Age: 43.4

Median Household Income: \$51,000

WHO ARE WE?

Prairie Living is Tapestry Segmentation's most rural market, comprising about 1 percent of households, located mainly in the Midwest, with a predominance of self-employed farmers. These agricultural communities are not diverse, dominated by married-couple families that own single-family dwellings and many vehicles. Median household income is similar to the US, and labor force participation is slightly higher. Faith is important to this hardworking market. When they find time to relax, they favor outdoor activities.

OUR NEIGHBORHOOD

- About four-fifths of households are owner occupied.
- Dominant household type is married-couples with no children.
- Most are single-family homes (87%) built before 1980; a higher proportion were built before 1940 (Index 225).
- Higher percentage of vacant housing units is at 16% (Index 137).
- Most households own 2 or 3 vehicles; this is the highest ranked market for owning 4 or more vehicles.

SOCIOECONOMIC TRAITS

- Half have completed some college education or hold a degree.
- At 4.1%, the unemployment rate is less than half the US rate.
- Labor force participation rate slightly higher at 66%.
- Wage and salary income for 73% of households plus self-employment income for 27% (Index 242).
- Faith and religion are important to these residents.
- Tend to buy things when they need them, rather than when they want them or to be trendy.
- Somewhat resistant to new technology.
- Creatures of habit when purchasing food items.



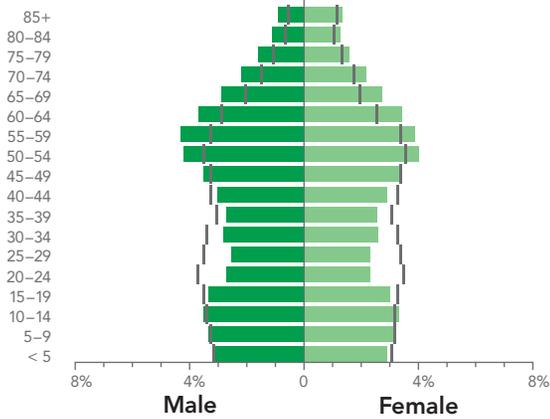
Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.



AGE BY SEX (Esri data)

Median Age: **43.4** US: 37.6

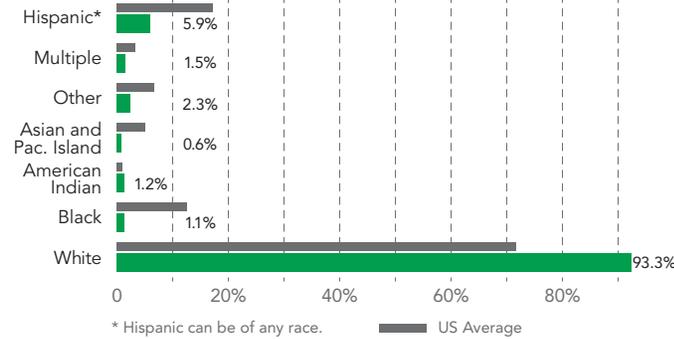
I Indicates US



RACE AND ETHNICITY (Esri data)

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

Diversity Index: **22.6** US: 62.1



INCOME AND NET WORTH

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

Median Household Income

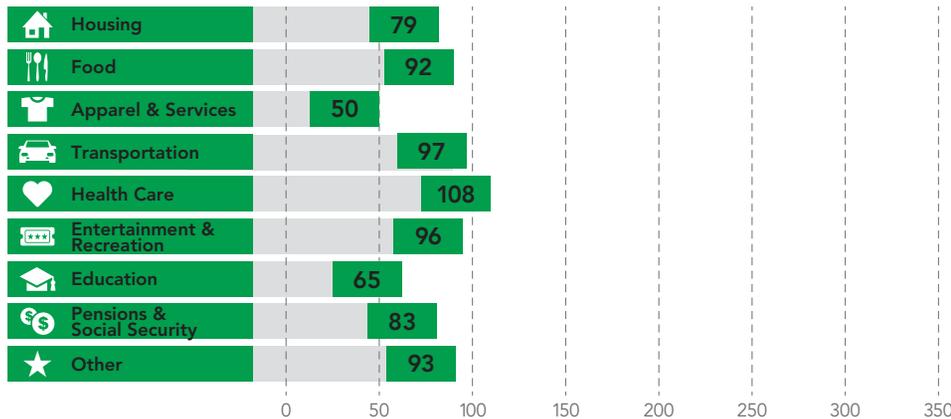


Median Net Worth



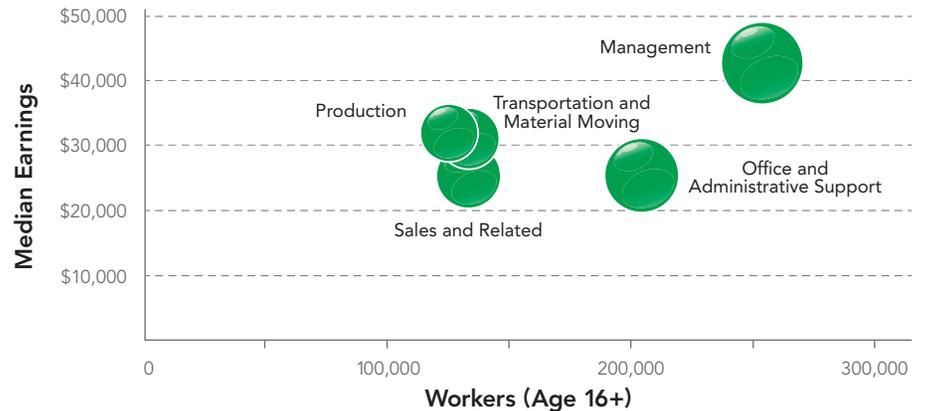
AVERAGE HOUSEHOLD BUDGET INDEX

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



OCCUPATION BY EARNINGS

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





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

- Many own a truck, riding lawn mower, and ATV/UTV and have a satellite dish.
- They purchased plants and seeds in the past year for their vegetable garden, where their tiller comes in handy.
- They favor banking in person, have noninterest checking accounts, invest in CDs (more than 6 months), and have term/whole life insurance.
- They are pet owners.
- Leisure activities include fishing, hunting, boating, camping, and attending country music concerts.
- Residents prefer to listen to faith and inspirational, as well as country music on the radio.
- They read home service, fishing/hunting, and automotive magazines.
- They contribute to religious organizations and belong to religious clubs.
- Walmart is a favorite shopping stop; Subway is a favorite eating spot.

HOUSING

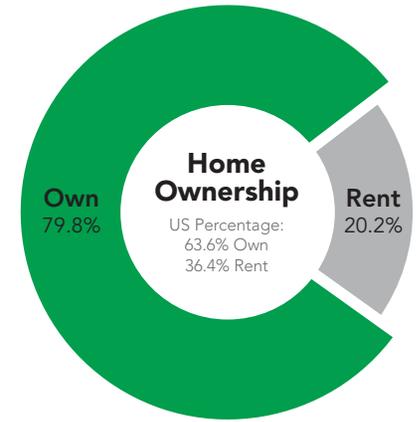
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
Single Family

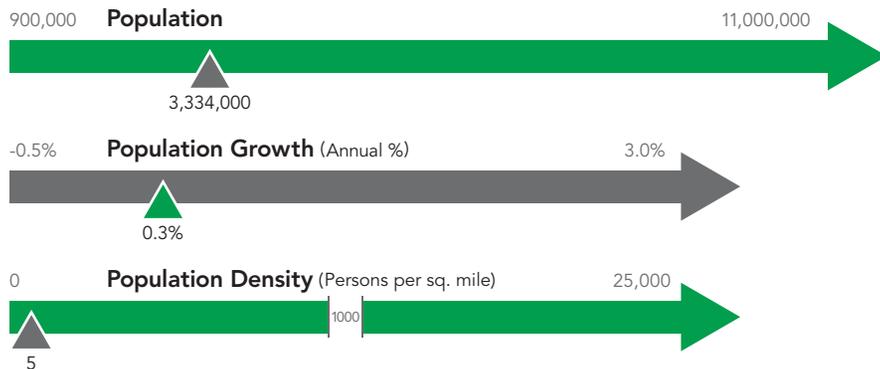
Median Value:
\$125,000

US Median: \$177,000



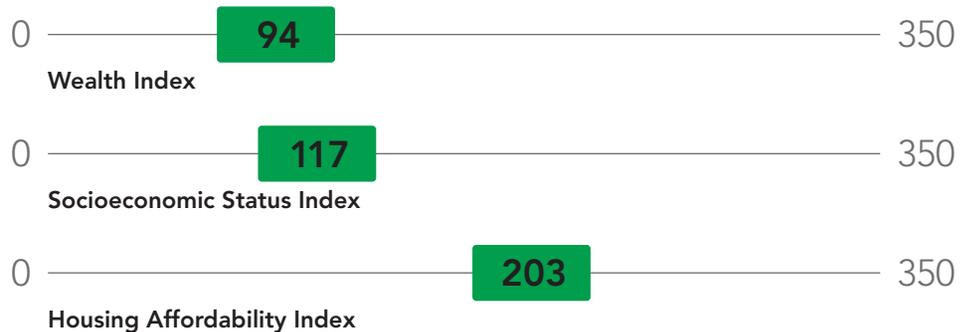
POPULATION CHARACTERISTICS

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



ESRI INDEXES

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





LifeMode Group: Cozy Country Living

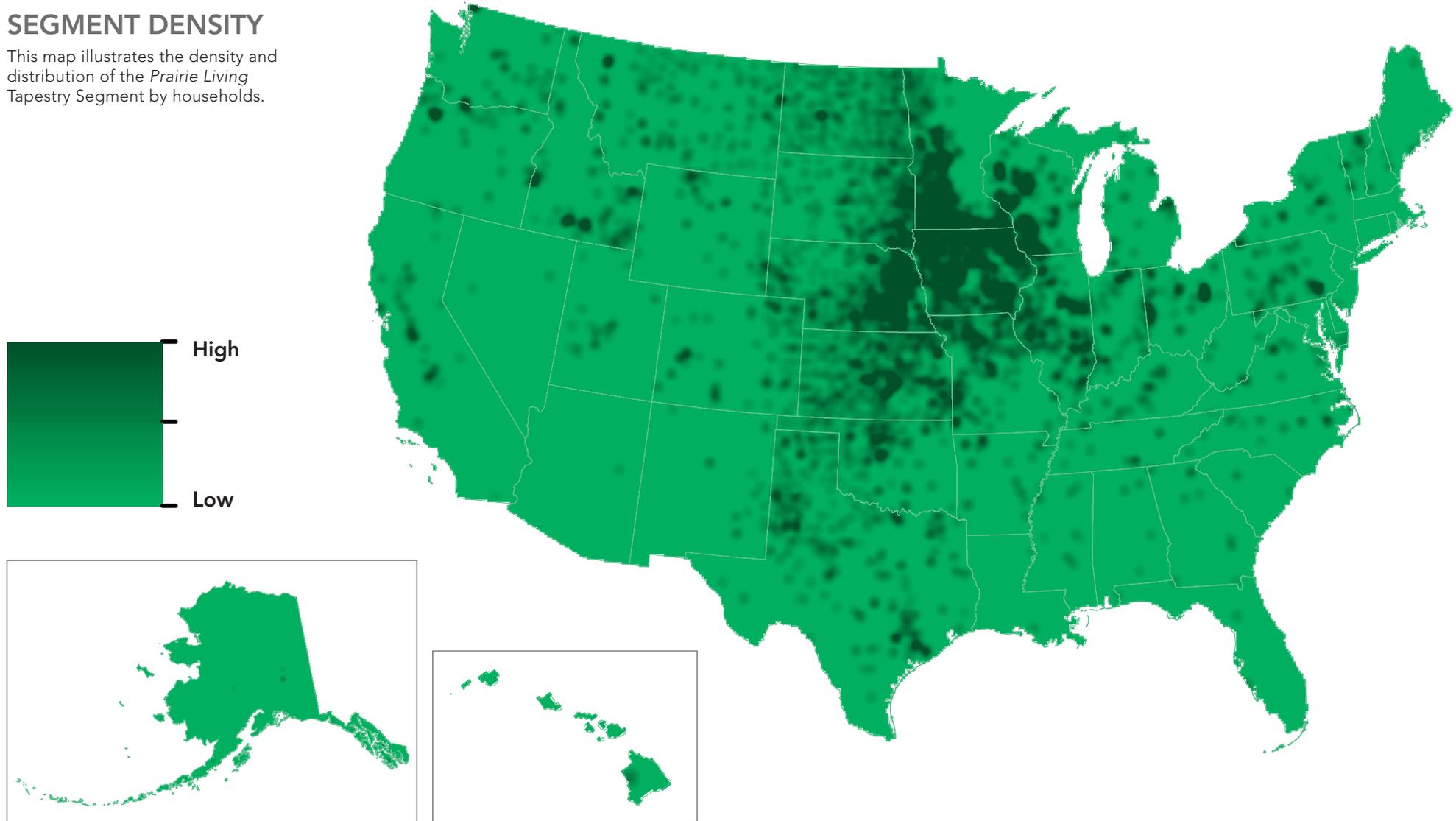
Prairie Living



TAPESTRY
SEGMENTATION
esri.com/tapestry

SEGMENT DENSITY

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



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LifeMode Group: Hometown

Small Town Simplicity

12C

Households: 2,305,000

Average Household Size: 2.25

Median Age: 40.0

Median Household Income: \$27,000

WHO ARE WE?

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

OUR NEIGHBORHOOD

- They reside in small towns or semirural neighborhoods, mostly outside metropolitan areas.
- Homes are a mix of older single-family houses (61%), apartments, and mobile homes.
- A majority, 51%, of homes are owner occupied. (Index 80).
- Median home value of \$88,000 is about half the US median.
- Average rent is \$600 (Index 62).
- This is an older market, with almost half of the householders aged 55 years or older, and predominantly single-person households (Index 139).

SOCIOECONOMIC TRAITS

- Education: 65% with high school diploma or some college.
- Unemployment higher at 11.9% (Index 138).
- Labor force participation lower at 51% (Index 81), which could result from lack of jobs or retirement.
- Income from wages and salaries (Index 82), Social Security (Index 142) or retirement (Index 112), increased by Supplemental Security Income (Index 203).
- Price-conscious consumers that shop accordingly, with coupons at discount centers.
- Connected, but not to the latest or greatest gadgets; keep their landlines.
- Community-orientated residents; more conservative than middle-of-the-road.
- Rely on television or newspapers to stay informed.



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



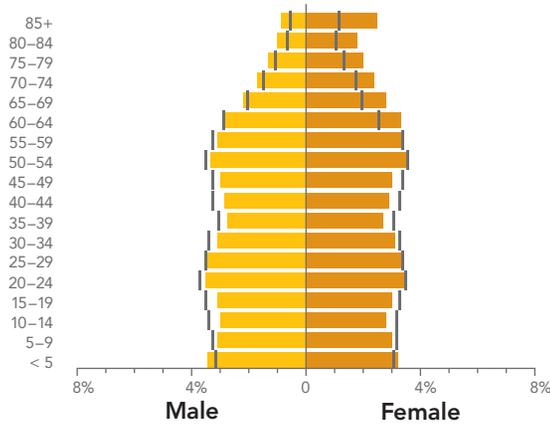
Small Town Simplicity



AGE BY SEX (Esri data)

Median Age: **40.0** US: 37.6

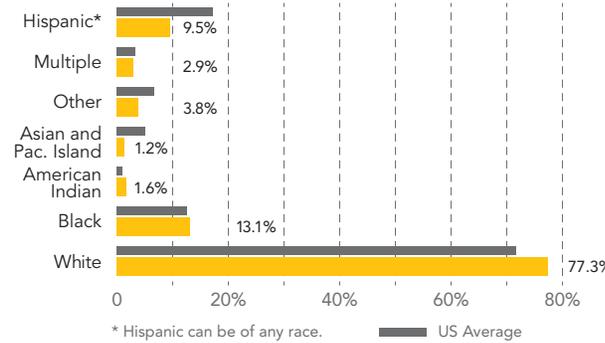
I Indicates US



RACE AND ETHNICITY (Esri data)

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

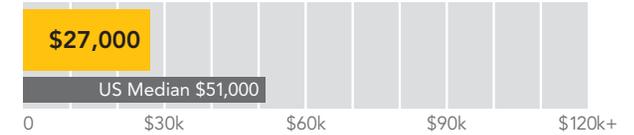
Diversity Index: **49.1** US: 62.1



INCOME AND NET WORTH

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

Median Household Income

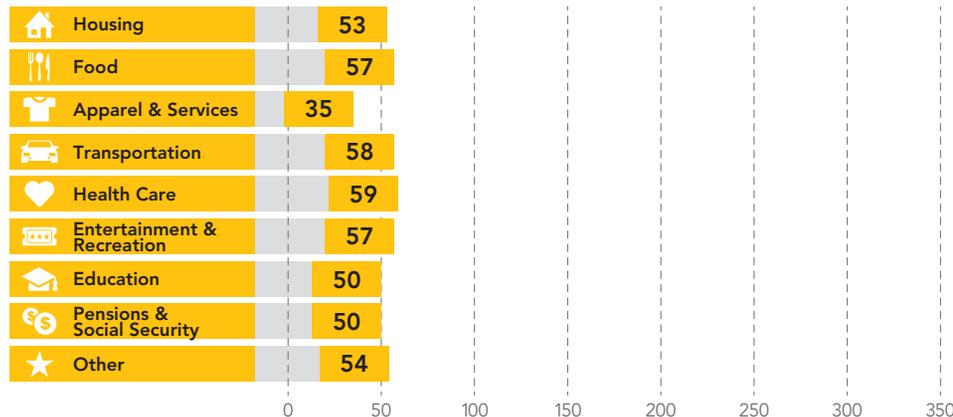


Median Net Worth



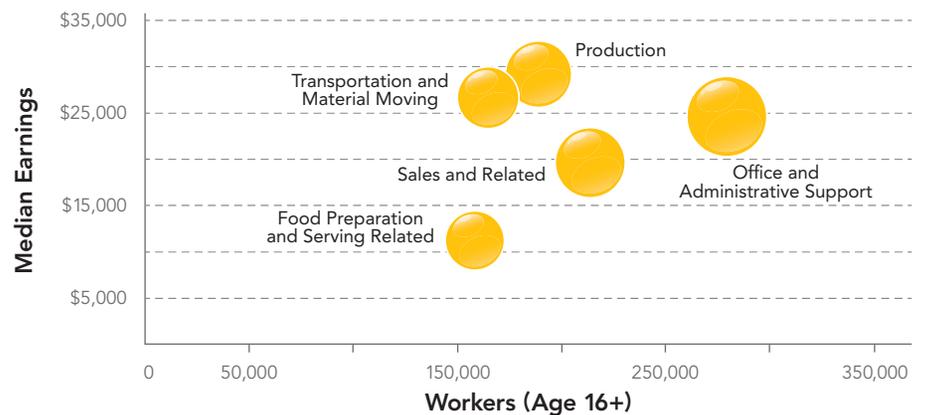
AVERAGE HOUSEHOLD BUDGET INDEX

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



OCCUPATION BY EARNINGS

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





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

- *Small Town Simplicity* features a semirural lifestyle, complete with trucks (domestic, of course), ATVs, and vegetable gardens.
- Hunting, fishing, and target shooting are favorite pastimes.
- A large senior population visit doctors and health practitioners regularly.
- However, a largely single population favors convenience over cooking—frozen meals and fast food.
- Home improvement is not a priority, but vehicle maintenance is.

HOUSING

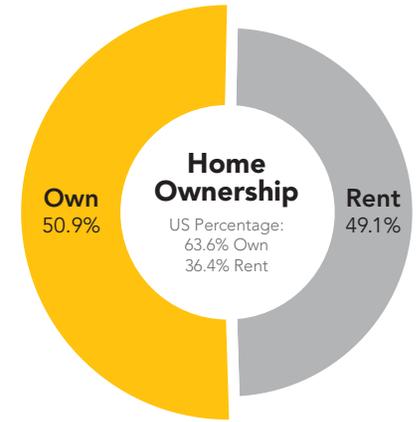
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
Single Family

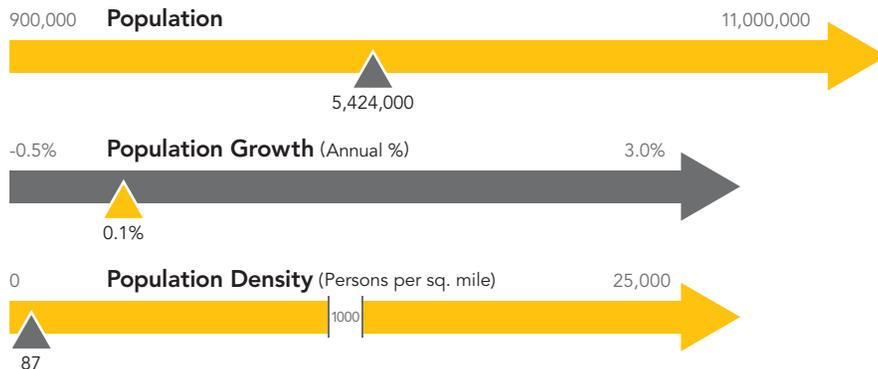
Median Value:
\$88,000

US Median: \$177,000



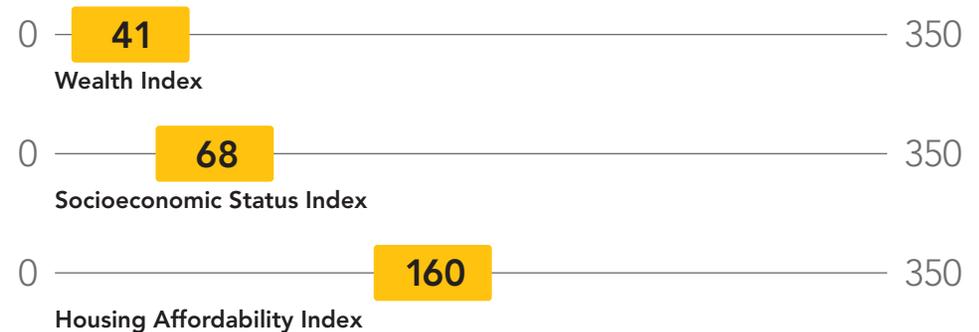
POPULATION CHARACTERISTICS

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



ESRI INDEXES

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



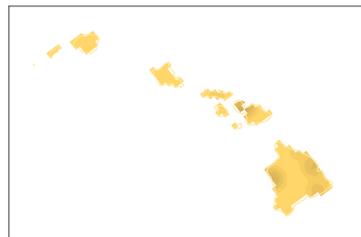
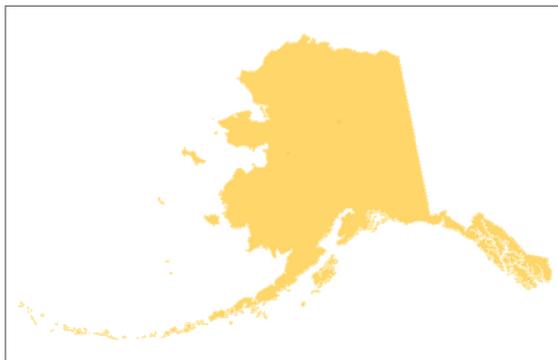
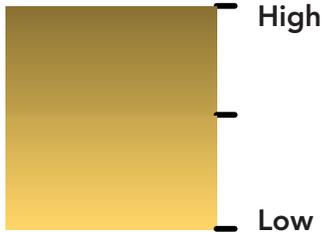
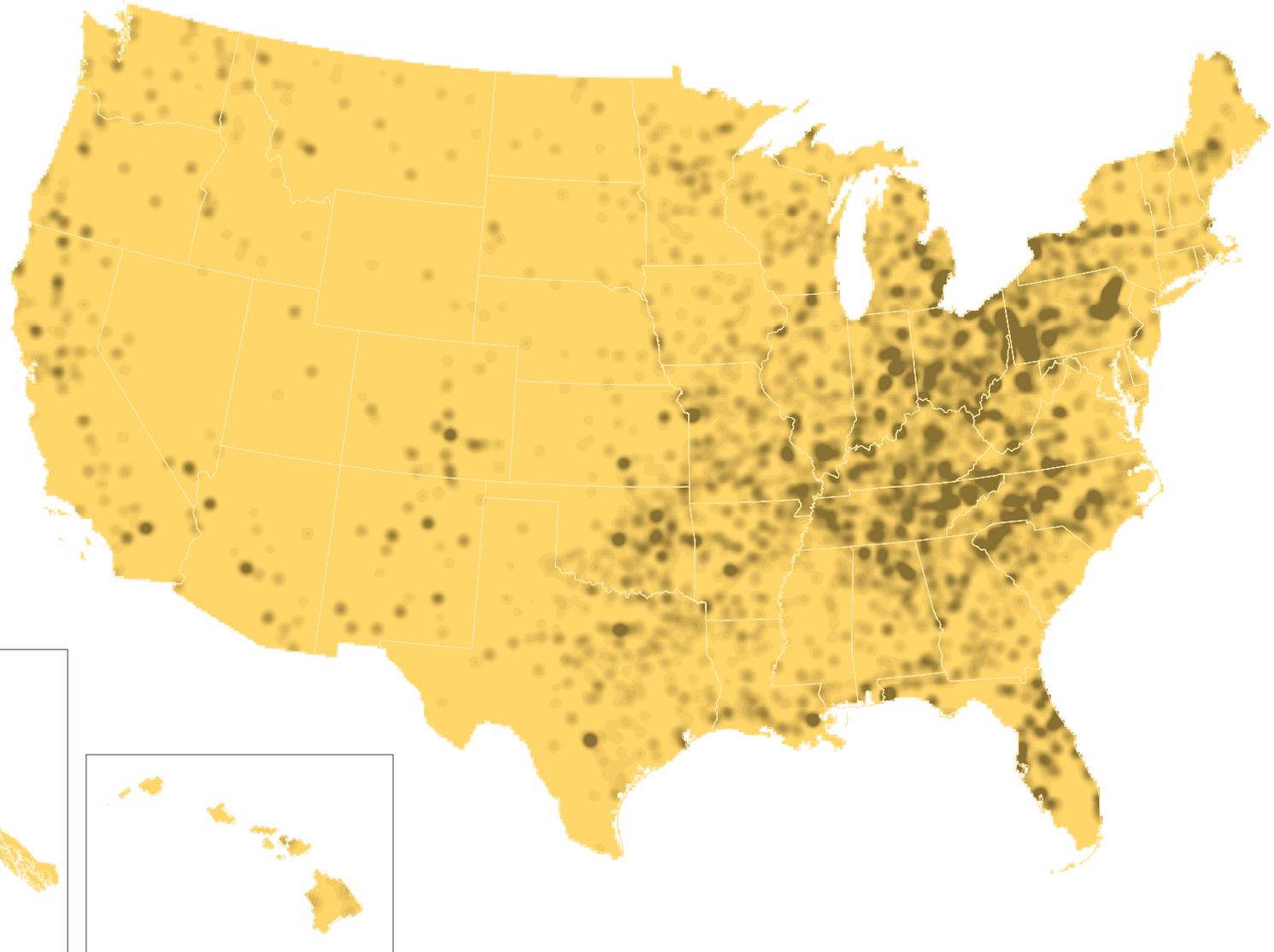


Small Town Simplicity



SEGMENT DENSITY

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



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For more information
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info@esri.com
esri.com





LifeMode Group: Cozy Country Living

Heartland Communities



Households: 2,864,000

Average Household Size: 2.38

Median Age: 41.5

Median Household Income: \$39,000

WHO ARE WE?

Well settled and close-knit, *Heartland Communities* are semirural and semiretired. These older householders are primarily homeowners, and many have paid off their mortgages. Their children have moved away, but they have no plans to leave their homes. Their hearts are with the country; they embrace the slower pace of life here but actively participate in outdoor activities and community events. Traditional and patriotic, these residents support their local businesses, always buy American, and favor domestic driving vacations over foreign plane trips.

OUR NEIGHBORHOOD

- Rural communities or small towns are concentrated in the Midwest, from older Rustbelt cities to the Great Plains.
- Distribution of household types is comparable to the US, primarily (but not the majority) married couples, more with no children, and a slightly higher proportion of singles (Index 112) that reflects the aging of the population.
- Residents own modest, single-family homes built before 1970.
- They own one or two vehicles; commutes are short (Index 95).

SOCIOECONOMIC TRAITS

- Retirees in this market depress the average labor force participation rate to less than 60% (Index 95), but the unemployment rate is comparable to the US.
- More workers are white collar than blue collar; more skilled than unskilled.
- The rural economy of this market provides employment in the manufacturing, construction, and agriculture industries.
- These are budget savvy consumers; they stick to brands they grew up with and know the price of goods they purchase. Buying American is important.
- Daily life is busy, but routine. Working on the weekends is not uncommon.
- Residents trust TV and newspapers more than any other media.
- Skeptical about their financial future, they stick to community banks and low-risk investments.



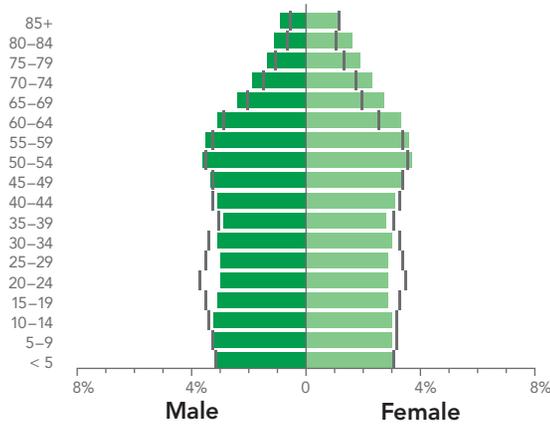
Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.



AGE BY SEX (Esri data)

Median Age: 41.5 US: 37.6

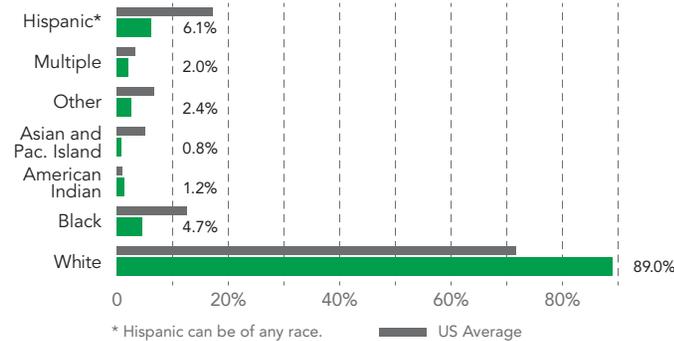
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RACE AND ETHNICITY (Esri data)

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Diversity Index: 29.6 US: 62.1



INCOME AND NET WORTH

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Median Household Income

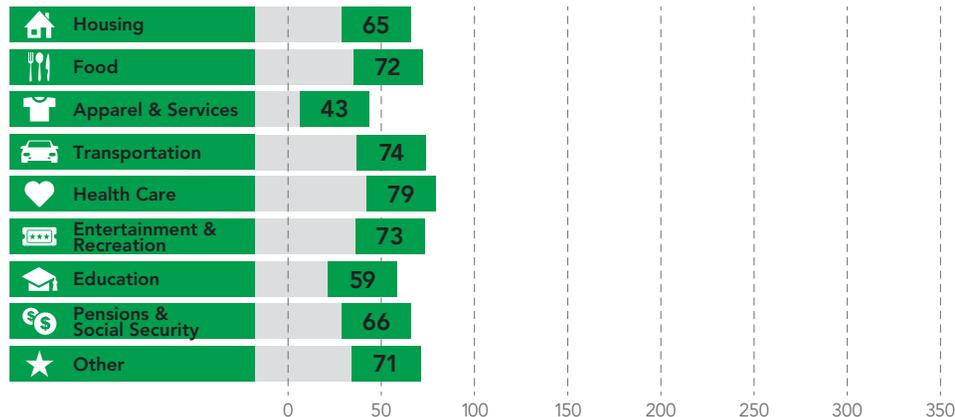


Median Net Worth



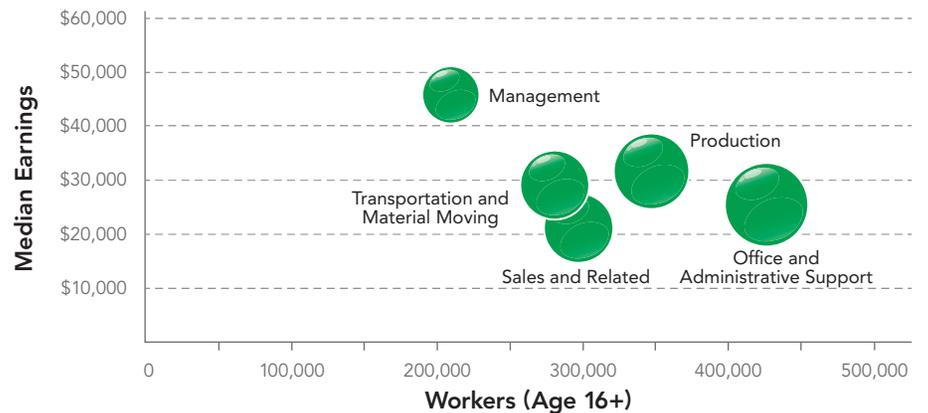
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OCCUPATION BY EARNINGS

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





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

- Traditional in their ways, residents of *Heartland Communities* choose to bank and pay their bills in person and purchase insurance from an agent.
- Most have high-speed Internet access at home or on their cell phone but aren't ready to go paperless.
- Many residents have paid off their home mortgages but still hold auto loans and student loans. Noninterest checking accounts are common.
- To support their local community, residents participate in public activities.
- Home remodeling is not a priority, but homeowners do tackle necessary maintenance work on their cherished homes. They have invested in riding lawn mowers to maintain their larger yards.
- They enjoy country music and watch CMT.
- Motorcycling, hunting, and fishing are popular; walking is the main form of exercise.
- To get around these semirural communities, residents prefer domestic trucks or SUVs.
- They prefer to travel in the US and favor the convenience of packaged deals.

HOUSING

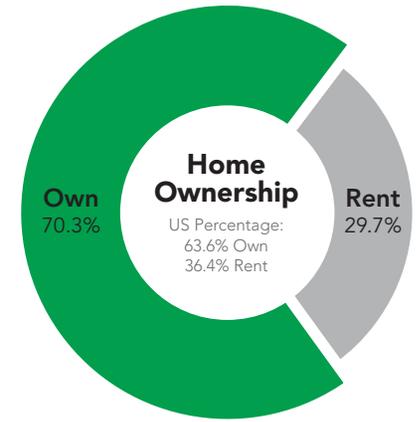
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Single Family

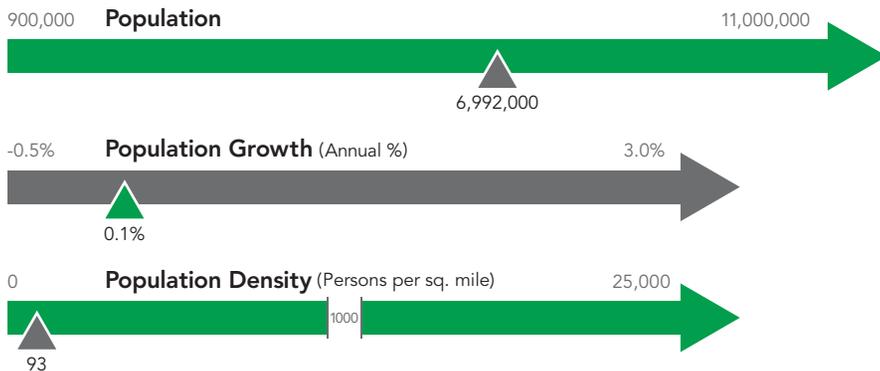
Median Value:
\$89,000

US Median: \$177,000



POPULATION CHARACTERISTICS

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



ESRI INDEXES

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





LifeMode Group: Cozy Country Living

Heartland Communities

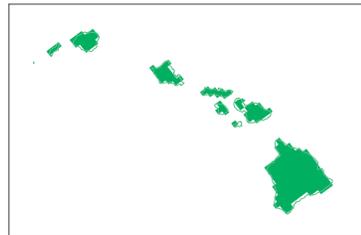
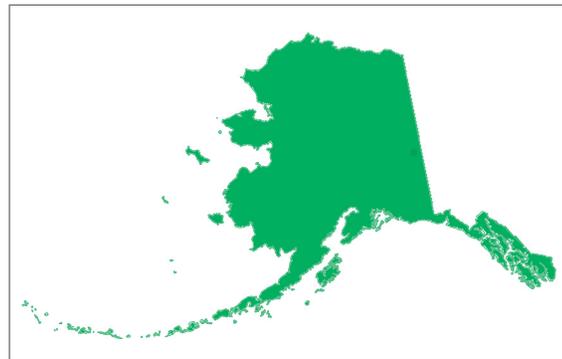
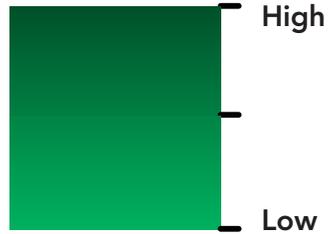
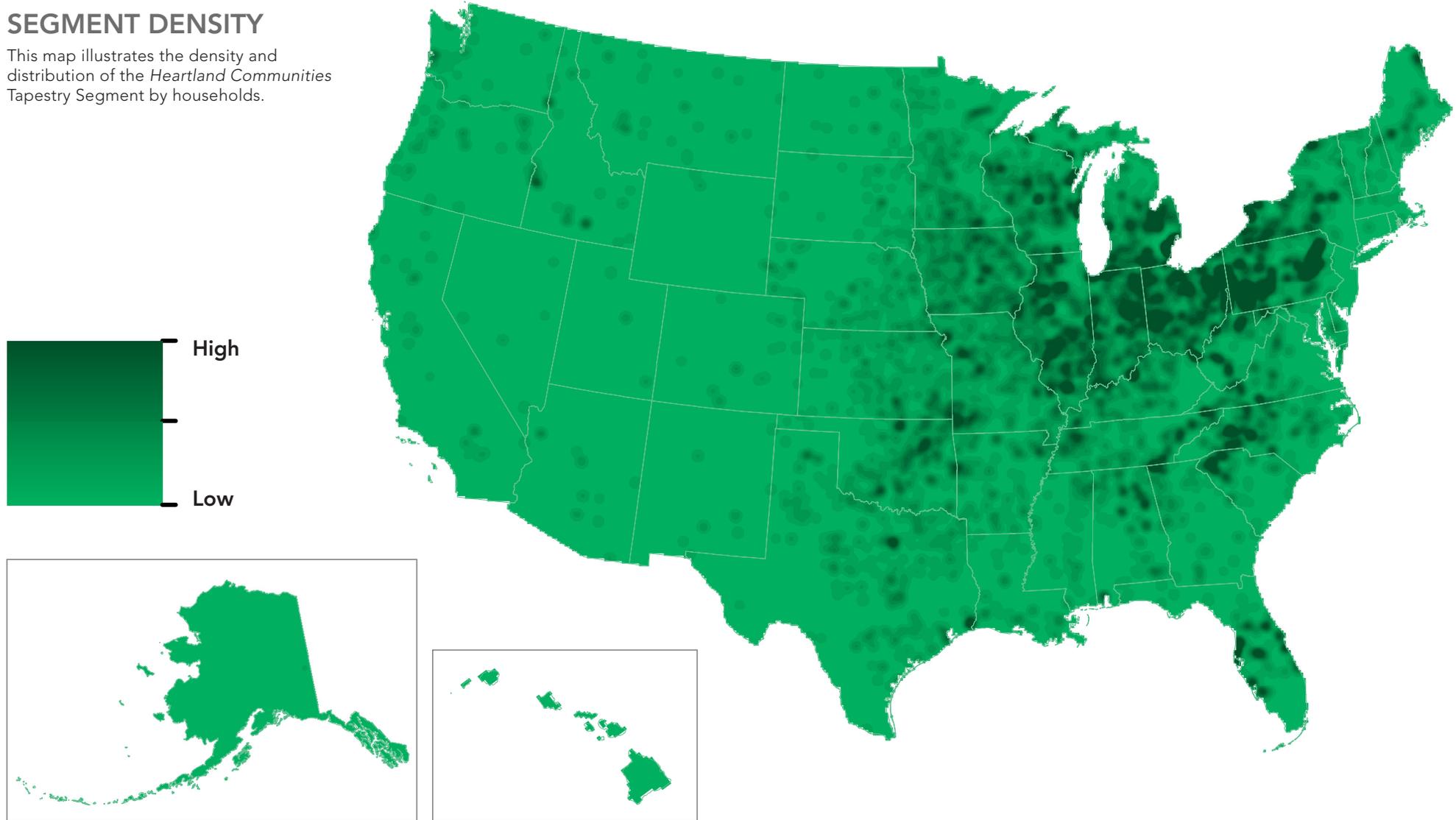


TAPESTRY
SEGMENTATION

esri.com/tapestry

SEGMENT DENSITY

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



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For more information
1-800-447-9778
info@esri.com
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APPENDIX C: PELICAN RAPIDS BUSINESS LIST (RETAIL AND SERVICE)

NAICS Category Name	NAICS code	Name	City	ST	Zip
Used Car Dealers	441120	AUTO CONNECTION	PELICAN RAPIDS	MN	56573
Nursery, Garden Center, and Farm Supply St	444220	GARDEN PLEASURES	ERHARD	MN	56534
Nursery, Garden Center, and Farm Supply St	444220	NATURE'S DESIGN LANDSCAPING			
Convenience Stores	445120	DUCHARMES STORE			
Optical Goods Stores	446130	AZURE OPTICAL	PELICAN RAPIDS	MN	56573
Gift, Novelty, and Souvenir Stores	453220	RIVERVIEW PLACE	PELICAN RAPIDS	MN	56572
Gift, Novelty, and Souvenir Stores	453220	BROWN-EYED SUSAN'S LLC	PELICAN RAPIDS	MN	56572
Art Dealers	453920	MARCELLAS GALLERY			
General Rental Centers	532310	LAKELAND RENTAL CTR	PELICAN RAPIDS	MN	56572
All Other Amusement and Recreation Indust	713990	PELICAN RAPIDS POOL HALL INC	PELICAN RAPIDS	MN	56572
Full-Service Restaurants	722110	PELICAN PIZZA	PELICAN RAPIDS	MN	56572
Full-Service Restaurants	722110	CORNFIELD CAFE	PELICAN RAPIDS	MN	56572
Full-Service Restaurants	722110	HILLBILLYIES	ERHARD	MN	56534
Full-Service Restaurants	722110	MUDDY MOOSE	PELICAN RAPIDS	MN	56572
Full-Service Restaurants	722110	GALAXY RESORT			
Limited-Service Restaurants	722211	ZORBAZ ON PELICAN LAKE			
Limited-Service Restaurants	722211	MAPLE BEACH RESORT	PELICAN RAPIDS	MN	56573
Limited-Service Restaurants	722211	TAQUEIRA ESCOBAR	PELICAN RAPIDS	MN	56572
Limited-Service Restaurants	722211	MC DONALD'S	PELICAN RAPIDS	MN	56572
Limited-Service Restaurants	722211	TAQUERIA EL MANANTIAL LLC	PELICAN RAPIDS	MN	56572
Limited-Service Restaurants	722211	SUBWAY	PELICAN RAPIDS	MN	56572
Limited-Service Restaurants	722211	DAIRY QUEEN	PELICAN RAPIDS	MN	56572
Other Automotive Mechanical and Electrical	811118	CODE 4 SVC LLC	PELICAN RAPIDS	MN	56572
Car Washes	811192	CAR WASH	PELICAN RAPIDS	MN	56573
Footwear and Leather Goods Repair	811430	SHOE REPAIR	PELICAN RAPIDS	MN	56572
Boat Dealers	44122205	RAPID MARINE CTR	PELICAN RAPIDS	MN	56572
Automotive Parts and Accessories Stores	44131011	NAPA AUTO PARTS-FARNAM'S	PELICAN RAPIDS	MN	56572
Tire Dealers	44132001	OK TIRE	PELICAN RAPIDS	MN	56572
Furniture Stores	44211012	MINNESOTA WAREHOUSE FURNITUR	ERHARD	MN	56534
Floor Covering Stores	44221001	NELSTROM'S FLOORING	PELICAN RAPIDS	MN	56572
Hardware Stores	44413005	STRAND HARDWARE	PELICAN RAPIDS	MN	56572
Hardware Stores	44413005	LAKELAND TRUE VALUE HARDWARE	PELICAN RAPIDS	MN	56572
Other Building Material Dealers	44419018	TWIN CITY GARAGE DOOR	PELICAN RAPIDS	MN	56572
Other Building Material Dealers	44419031	NORTHWEST GLASS & SVC	PELICAN RAPIDS	MN	56572
Other Building Material Dealers	44419044	CRANE JOHNSON LUMBER CO	PELICAN RAPIDS	MN	56572
Supermarkets and Other Grocery (except Co	44511003	LARRY'S SUPERMARKET	PELICAN RAPIDS	MN	56572
Beer, Wine, and Liquor Stores	44531004	PELICAN RAPIDS LIQUOR STORE	PELICAN RAPIDS	MN	56572
Beer, Wine, and Liquor Stores	44531004	ERHARD MUNICIPAL LIQUOR STORE	ERHARD	MN	56534
Pharmacies and Drug Stores	44611009	PELICAN DRUG	PELICAN RAPIDS	MN	56572
Other Gasoline Stations	44719005	PELICAN RAPIDS TESORO	PELICAN RAPIDS	MN	56572
Other Gasoline Stations	44719005	PARK REGION CO-OP	PELICAN RAPIDS	MN	56572
Other Gasoline Stations	44719005	SOUTHTOWN C STORE	PELICAN RAPIDS	MN	56572
Other Gasoline Stations	44719005	MANNYS ROCKYS BAIT	ERHARD	MN	56534
Musical Instrument and Supplies Stores	45114008	NELSON MUSIC	ERHARD	MN	56534
All Other General Merchandise Stores	45299013	FAMILY DOLLAR STORE	PELICAN RAPIDS	MN	56572
Florists	45311001	PETALS FROM THE HEART	PELICAN RAPIDS	MN	56572
Florists	45311001	RIVERVIEW PLACE	PELICAN RAPIDS	MN	56572
Used Merchandise Stores	45331001	D K'S PAWN SHOP	ERHARD	MN	56534
Used Merchandise Stores	45331001	PASS IT ON STORE	PELICAN RAPIDS	MN	56573
Used Merchandise Stores	45331001	MEMORY LANE ANTIQUES	ERHARD	MN	56534
Nature Parks and Other Similar Institutions	71219004	MAPLEWOOD STATE PARK	PELICAN RAPIDS	MN	56572
Golf Courses and Country Clubs	71391002	LIDA GREENS GOLF COURSE	PELICAN RAPIDS	MN	56572
Golf Courses and Country Clubs	71391002	BIRCHWOOD GOLF COURSE	PELICAN RAPIDS	MN	56572
Fitness and Recreational Sports Centers	71394020	REHAB PLUS & FITNESS	PELICAN RAPIDS	MN	56572

APPENDIX C: PELICAN RAPIDS BUSINESS LIST (RETAIL AND SERVICE)

NAICS Category Name	NAICS code	Name	City	ST	Zip
Hotels (except Casino Hotels) and Motels	72111002	PELICAN MOTEL	PELICAN RAPIDS	MN	56572
All Other Traveler Accommodation	72119909	FRAZIERS RESORT	PELICAN RAPIDS	MN	56572
All Other Traveler Accommodation	72119909	NORTHSHORE RESORT	PELICAN RAPIDS	MN	56572
All Other Traveler Accommodation	72119909	CROSS POINT RESORT	PELICAN RAPIDS	MN	56572
All Other Traveler Accommodation	72119909	CRYSTAL LIDA RESORT & RV PARK	PELICAN RAPIDS	MN	56572
All Other Traveler Accommodation	72119909	LAKE LIZZIE SHORES RESORT	PELICAN RAPIDS	MN	56572
All Other Traveler Accommodation	72119909	LEISURE LANE RESORT	PELICAN RAPIDS	MN	56572
All Other Traveler Accommodation	72119909	SOLINGER'S RESORT	PELICAN RAPIDS	MN	56572
RV (Recreational Vehicle) Parks and Campgr	72121101	FRAZIER MAVIS TRAILER PARK	PELICAN RAPIDS	MN	56572
Drinking Places (Alcoholic Beverages)	72251117	HILLBILLIES VITTLES & BREW	ERHARD	MN	56534
General Automotive Repair	81111104	OK TIRE	PELICAN RAPIDS	MN	56572
General Automotive Repair	81111104	G B EXHAUST & AUTO REPAIR	PELICAN RAPIDS	MN	56572
General Automotive Repair	81111104	PELICAN TRANSMISSION-AUTO RPR	PELICAN RAPIDS	MN	56572
General Automotive Repair	81111104	LEROY NELSON GARAGE	PELICAN RAPIDS	MN	56572
General Automotive Repair	81111104	RAPIDS BRAKE & ALIGNMENT	PELICAN RAPIDS	MN	56572
General Automotive Repair	81111104	JIMS REPAIR	PELICAN RAPIDS	MN	56572
General Automotive Repair	81111104	ROGERS REPAIR	PELICAN RAPIDS	MN	56572
General Automotive Repair	81111104	MAPLEWOOD REPAIR	PELICAN RAPIDS	MN	56572
General Automotive Repair	81111104	BAUMANS REPAIR	PELICAN RAPIDS	MN	56572
Automotive Body, Paint, and Interior Repair	81112102	PETE'S BODY SHOP INC	PELICAN RAPIDS	MN	56572
Automotive Body, Paint, and Interior Repair	81112102	PERRIN AUTO BODY	PELICAN RAPIDS	MN	56572
Barber Shops	81211101	WEISHAIR'S BARBER & HAIRSTYLNG	PELICAN RAPIDS	MN	56572
Beauty Salons	81211202	CREATIVE IMPRESSIONS	PELICAN RAPIDS	MN	56572
Beauty Salons	81211202	BEAUTY CELLAR INC	PELICAN RAPIDS	MN	56572
Beauty Salons	81211202	ENVY SALON & SPA	PELICAN RAPIDS	MN	56572
Beauty Salons	81211202	PLUM HAVEN SALON	PELICAN RAPIDS	MN	56572
Beauty Salons	81211202	CAROL'S BEAUTY SHOP	ERHARD	MN	56534
Funeral Homes and Funeral Services	81221002	LARSON FUNERAL HOME	PELICAN RAPIDS	MN	56572
Pet Care (except Veterinary) Services	81291018	K9 CUTTERS	PELICAN RAPIDS	MN	56572
Pet Care (except Veterinary) Services	81291021	PRETTY PET GROOMING	PELICAN RAPIDS	MN	56572
Civic and Social Organizations	81341002	OTTERTAIL LODGE 284	PELICAN RAPIDS	MN	56572
Civic and Social Organizations	81341003	VETERANS OF FOREIGN WARS	PELICAN RAPIDS	MN	56572