

Appendix A - Detailed Tapestry Descriptions

Suburban Splendor (segment 02)

Demographic

Suburban Splendor residents are in families in growing neighborhoods. Approximately 80 percent of the households consist of married-couple families, with or without children. Household growth in these suburbs is 2 percent annually. The median age is 40.5 years, and half of the population is aged 35–64 years.

Socioeconomic

These successful suburbanites are the epitome of upward mobility, just a couple rungs below Top Rung in affluence. *Suburban Splendor* residents have a median household income of \$114,500 and a median net worth of \$309,300. The wealth of *Suburban Splendor* residents is more than double that of the U.S. median. Labor force participation rates are high for both men and women, indicating dual incomes for many households. Their salaries are supplemented by income from interest, dividends, and rental property at a rate much higher than the national level. Well educated, more than half the population aged 25 years and older hold a bachelor's or graduate degree.

Residential

The *Suburban Splendor* market ranks highest among the Community Tapestry segments for homeownership: 94 percent of householders own their houses. Homes are large and luxurious, with a median home value of \$408,100. Located in growing neighborhoods, 60 percent of the housing units are relatively new, built after 1979. Because dual-income households commonly require multiple vehicles, it is not surprising that 85 percent of these households own two or more vehicles.

Preferences

The homes in *Suburban Splendor* markets feature the latest amenities, from hot tubs to espresso machines, and reflect the latest in home design such as hardwood floors. A main focus is home improvement and remodeling that is done mostly by contractors, although household members will tackle interior painting jobs. Households have all the latest gadgets including digital camcorders, video game systems, projection screen TVs, and numerous cell phones.

Free time is devoted to family; travel; and self-improvement pursuits such as physical fitness, reading, and visits to museums or the theater. Fitness activities include weekly workouts at a club or exercising on a treadmill or stationary bike at home in addition to skiing, ice skating, tennis, golf, and bicycling. As expected, residents rack up the miles in frequent flyer programs because they travel extensively in the United States and overseas for business and pleasure.

Suburban Splendor residents are members of business clubs and are active investors, using the Internet to track and trade their stocks, bonds, and funds. They hold home equity credit lines, consult with financial planners, use stock rating services, and own life insurance policies of \$500,000 or more. They are also shoppers, favoring upscale retailers such as Nordstrom and Lord & Taylor as well as BJ's Wholesale Club.

Boomburbs (segment 04)

Demographic

The newest additions to the suburbs, these communities are home to young families who are living a busy, upscale lifestyle. Both the neighborhoods and the families are growing. *Boomburbs* is the fastest-growing market in the United States; the population has been growing at 4.6 percent annually since 2000. It is also home to one of the highest concentrations of young families with children. The median age is 33.8 years; more than one-fifth of *Boomburbs* residents are between 35 and 44 years of age.

Socioeconomic

The *Boomburbs* market includes one of the highest concentrations of dual-income households, complemented by one of the highest rates of labor force participation, at 73 percent. Residents are well educated: more than 50 percent of the population aged 25 years and older hold a bachelor's or graduate degree. The labor force is employed primarily in management, professional, and sales occupations. The median household income is \$103,700, more than double that of the U.S. median. More than half of these households receive additional income from interest, dividends, and rental property. The median net worth is \$191,100.

Residential

Boomburbs neighborhoods are concentrated in the South, West, and Midwest; the highest state concentrations are found in Texas and California. Approximately three-quarters of the housing units in the *Boomburbs* segment were built after 1989. These are the newest developments in growing areas. Most homes are single-family structures. The homeownership rate is 92 percent, compared to 68 percent for the United States. The median home value of \$308,700 is also high compared to the U.S. median. Commuting links these dual-career households with their suburban lifestyle. Many work outside their resident county; 35 percent cross county lines to work (compared to 23 percent for the United States).

Preferences

The *Boomburbs* segment is the top market for recent purchases of everything from household furnishings, toys and games, men's business and casual apparel, and big-screen TVs to cars and trees. This is the top market for households owning projection TVs, DVD players, MP3 players, scanners, and laser printers as well as owning or leasing full-size SUVs. Residents own laptop computers, all kinds of software, and two or more cellular phones. They use the Internet to make purchases (especially flowers and tickets to sports events), trade and track investments, do banking, and make travel plans. Personal computer use by children younger than 18 years is the highest here.

Boomburbs residents prefer homes with fireplaces and hot tubs. They tend to employ professional household cleaning services. Home improvement work is done by either a household member or contractor. For property maintenance, lawn care and landscaping services are generally used, but homeowners like to do some lawn care themselves. They are well insured, holding life insurance policies worth \$500,000 or more. Family vacations are a top priority for these residents. Popular vacation destinations are Disney World and Universal Studios in Florida. For exercise, they play tennis and golf, ski, and go jogging. Leisure activities include watching family videos or DVDs, attending baseball games, and going to golf tournaments.

Sophisticated Squires (segment 06)

Demographic

Sophisticated Squires residents enjoy cultured country living in newer home developments on the fringe of urbanized areas. They now have longer commutes but fewer neighbors. These urban escapees are mostly married-couple families. The median age is 37.4 years. More than 40 percent of the households consist of married couples with children that range from toddlers to young adults. The majority of householders are between 35 and 54 years old; most are baby boomers. This segment is not ethnically diverse; most residents are white.

Socioeconomic

Sophisticated Squires residents are educated: one-third of the population aged 25 years and older holds a bachelor's or graduate degree, another third has attended college. Labor force participation rates are high for males and females. The range of occupations varies from management to unskilled labor positions, but most are in white-collar occupations. The median household income is \$80,500. Wage or salary income, earned by 90 percent of households, is supplemented with interest, dividend, or rental income for nearly half of the households. The median net worth is \$215,600.

Residential

Sophisticated Squires residents live in less densely populated areas that are concentrated in states on the Atlantic coast and surrounding the Great Lakes. Approximately 90 percent of the homes are single-family structures; the median home value is \$244,500. Approximately 75 percent of the housing units were built before 1990; 55 percent were built between 1970 and 1989. More than 80 percent of households own at least two vehicles.

Preferences

Sophisticated Squires residents prefer to do their own lawn and landscaping work as well as home improvement and remodeling projects such as installing carpet or hardwood floors, painting home interiors, staining decks, and cleaning carpets with their steam cleaners. They like to barbeque on their gas grills and use their bread-making machines. This is the top market for owning three or more vehicles. They prefer minivans and full-size SUVs; many households own a motorcycle. A typical household owns three or more cell phones. Looking toward the future, many residents own stocks and large life insurance policies. When dieting, Weight Watchers is the favored diet method, and many own a treadmill or stair-stepper to stay fit.

Family activities include playing volleyball, bicycling, playing board games and cards, going to the zoo, and attending soccer and baseball games. Adults also enjoy photography, playing golf, and riding their motorcycle. Children use the home personal computer to play games and probably own a Game Boy or Game Boy Advance video game system. *Sophisticated Squires* residents prefer to read gardening and science/technology magazines and listen to soft adult contemporary music, classic hits, and all-talk radio. Although many households own four or more TVs, residents are light television viewers. When they do watch TV, they prefer news, comedies, and dramas as well as programs on the Golf Channel and Home & Garden Television.

Up and Coming Families (segment 12)

Demographic

With an annual growth rate of 4.2 percent, Up and Coming Families represents the second highest household growth market and the youngest affluent family market (with a median age of 31.9 years) of Community Tapestry. Residents are a mix of Generation Xers and baby boomers. The profile for this market is young, affluent families with younger children. Eighty percent of households are composed of families. Approximately two-fifths of households consist of married couples with children. Most of the residents in this segment are white; however, the diversity of the population is increasing with its size.

Socioeconomic

At the beginning of their careers, Up and Coming Families residents are earning above-average income but have not had time to accumulate much wealth. The median household income is approximately \$68,400, well above the national median, but the median net worth of \$120,100 is just slightly higher than the U.S. value. Nearly two-thirds of residents aged 25 years and older have a degree or some college credits. Labor force participation is well above average at 73 percent, and unemployment is low. Understandably, 91 percent of households derive income from wage and salary compensation. Although half of the households have children, they also have working parents.

Residential

Nearly half of Up and Coming Families segments are concentrated in the South, the other half in the West and Midwest. These neighborhoods are located in suburban outskirts of midsized metropolitan areas with populations higher than 250,000. Households are mainly new single-family dwellings. Homeownership is at 86 percent. More than half of the housing units were built in the last 10 years. Houses in these neighborhoods are valued at \$185,500, slightly above the U.S. median.

Preferences

Consumer choices for Up and Coming Families are dictated by family and home. Many are beginning or expanding their families, so maternity clothes and baby equipment are essential purchases in addition to children's clothing and toys. Because many are first-time homeowners, purchases such as basic household furniture and lawn fertilizer, weed control, and insecticide are important. Vying for attention in the family budget are car loans, student loans, and mortgage payments. Up and Coming Families residents most likely own or lease an SUV or minivan. They enjoy eating out at family restaurants such as Red Robin, Chili's Grill & Bar, and Olive Garden and fast-food restaurants such as Chick-fil-A, Chuck E. Cheese's, and Papa John's.

Leisure activities include playing softball, going to the zoo, and visiting theme parks (generally Sea World or Disney World), where they make good use of their digital camera or camcorder. They enjoy renting science fiction, comedy, and family videotapes or DVDs. Favorite TV shows include Gilmore Girls, 24, and Alias. Favorite cable stations are Oxygen, E!, and the Discovery Health Channel. Residents prefer to listen to soft adult contemporary, sports, and classic hits radio.

Green Acres (segment 17)

Demographic

Married couples, with and without children, comprise 71 percent of the households in *Green Acres*. Many families are blue-collar baby boomers, many with children aged 6–17 years. With more than 9.3 million people, *Green Acres* represents the third largest population of all the Community Tapestry markets, currently more than 3 percent of the U.S. population, and growing by 1.6 percent annually. The median age is 39.9 years. This segment is not ethnically diverse; 94 percent of the residents are white.

Socioeconomic

Green Acres residents are educated and hardworking; more than half who are aged 25 years and older hold a degree or attended college. Labor force participation is approximately 69 percent, with higher employment concentrations in the manufacturing, construction, health care, and retail trade industry sectors. Seventeen percent of households derive income from self-employment ventures. Occupation distributions are similar to the United States. The median household income is \$62,300, and the median net worth is \$151,500.

Residential

Green Acres neighborhoods are located throughout the country but mainly in the Midwest and South. The highest state concentrations are found in Michigan, Ohio, and Pennsylvania. A little bit country, *Green Acres* residents live in pastoral settings of developing suburban fringe areas. Homeownership is at 88 percent. Eighty-seven percent of the household inventory is dominated by single-family dwellings. These newer homes carry a median value of \$179,700. Typical of rural residents, *Green Acres* households own multiple vehicles: 78 percent own two or more vehicles.

Preferences

Country living describes the lifestyle of *Green Acres* residents. Pet dogs or cats are considered part of the family. These do-it-yourselfers maintain and remodel their homes; projects include painting, installing carpet or insulation, or adding a deck or patio. They own all the necessary power tools, including routers, welders, sanders, and various saws, to finish their projects. Residents maintain their lawns, flower gardens, and vegetable gardens, again with the right tools. They own riding lawn mowers, garden tillers, tractors, and even separate home freezers for the harvest. A favorite pastime is using their ice cream maker to produce homemade ice cream. They prefer motorcycles and full-size pickup trucks.

For exercise, *Green Acres* residents ride their mountain bikes and participate in water sports such as waterskiing, canoeing, and kayaking. Other activities include bird-watching, power boating, target shooting, hunting, and attending auto racing events. They prefer to listen to college football, NASCAR auto racing, and news-talk programs on the radio and read fishing, hunting, and motorcycle magazines. Accommodating the country lifestyle, many households watch TV by satellite dish instead of cable.

Main Street (segment 24)

Demographic

Main Street, USA neighborhoods are a mix of household types, similar to the U.S. distribution. Approximately half of the households are composed of married-couple families, nearly one-third are single-person or shared households, and the rest are single-parent or other family households. The median age of 36.3 years matches the U.S. median. The majority of these residents are white.

Socioeconomic

The median household income for this market is a comfortable \$51,200. Income is mainly derived from wages. The proportion of households with income from other sources is similar to the U.S. distribution. Named appropriately, it is not surprising that the *Main Street, USA* market also exhibits occupation and industry distributions similar to the United States. The median net worth is \$120,000. Approximately one-fifth of residents aged 25 years and older have earned a bachelor's or graduate degree; 30 percent have attended college.

Residential

Main Street, USA neighborhoods are a mix of single-family homes and multiunit dwellings found in the suburbs of smaller metropolitan cities, mainly in the Northeast, West, and Midwest. Sixty-one percent of households are single family homes, matching the U.S. percentage. Nearly two thirds of the housing was built before 1970. Homeownership is at 66 percent; the median home value is \$190,200.

Preferences

Residents of *Main Street, USA* are active members of their communities, participating in local civic issues and working as volunteers. They take trips to the beach, visit theme parks, and occasionally go on domestic vacations. In the evenings, they might eat out or play billiards at their favorite bar. Friendly's and Red Robin are their favorite family restaurants. Many residents prefer to go bowling or ice skating, play chess, or rent a movie. For exercise, they use their stationary bikes and take aerobics. They listen to ice hockey games as well as classic hits and variety stations on the radio. Favorite TV shows include *Diagnosis Murder*, *7th Heaven*, and *Malcolm in the Middle*.

They use the Internet to play games, visit chat rooms, or search for employment; however, shopping online is growing in popularity. If they do not have access at home, they may access the Internet at school or at the public library. They rely extensively on the Yellow Pages to find restaurants, stores, contractors, and more. Homeholders invest in small home remodeling and improvement projects. Residents would probably finish the work themselves instead of hiring an outside contractor. To complete the jobs, they purchase tools and supplies from Home Depot or Ace Hardware. Residents maintain their lawns and gardens by planting new bulbs, fertilizing, and using insecticide regularly.

Salt of the Earth (segment 25)

Demographic

Salt of the Earth households are dominated by married couples with children (36 percent) and without (29 percent). Both household percentages are higher than the U.S. values. One-fifth of households are composed of singles who live alone. The average household size for this market is 2.60, extremely close to the U.S. value of 2.59; however, the average family size is 3.00, falling below the U.S. average of 3.14. With their median age of 40.4 years, this is a slightly older market. Because ethnic diversity in these neighborhoods is negligible—95 percent of the residents are white—*Salt of the Earth* neighborhoods are the least diverse of all the Community Tapestry segments.

Socioeconomic

Employed *Salt of the Earth* residents work in a variety of occupations including management and professional positions and unskilled labor jobs. Higher-than-average proportions work in skilled labor occupations. Approximately one-fifth work in the manufacturing industry. The 66 percent labor force participation is high, and unemployment is low at 5 percent. The median household income is \$48,800, closer to the U.S. median than any other Community Tapestry segment. Besides wages, household income is supplemented by interest income, dividends, rental income, self-employment income, retirement income, and Social Security benefits, all above national proportions. The median net worth for this market is \$100,100. One-fourth of *Salt of the Earth* residents aged 25 years and older have attended college; 13 percent hold a bachelor's or graduate degree.

Residential

Salt of the Earth neighborhoods are located in rural areas throughout the United States. Nearly half of the households are in the Midwest; the other half are found almost entirely in the South and Northeast. States with the highest concentrations of these households are Pennsylvania, Ohio, Indiana, and Michigan. Homeownership is at 86 percent, and the median home value is \$122,300. The majority of households are single-family units (83 percent); 12 percent are mobile homes.

Preferences

Salt of the Earth residents are rooted in their settled, traditional, and hardworking lifestyles. Independent and self-reliant, they take on small home improvement and remodeling projects themselves. They also spend a lot of time and money on their vegetable and flower gardens, owning the necessary tools and equipment to make them a success. Twentyeight percent of the households own three or more vehicles, making *Salt of the Earth* one of the top segments with this distinction. Overall, they prefer domestic vehicles to imports and handle the maintenance themselves. Most residents carry insurance policies to protect themselves and their families and invest in annuities, certificates of deposit, and U.S. savings bonds.

Salt of the Earth residents enjoy dining out, generally at family restaurants such as Ponderosa, Big Boy, and Bob Evans Farms. However, baking is a favorite home activity. They enjoy fishing, hunting, target shooting, attending country music concerts and auto races, and flying kites. They read fishing and hunting magazines also. Their radio dials are often tuned to country music stations, but they also like to follow NASCAR auto racing.

Rustbelt Traditions (segment 32)

Demographic

Rustbelt Traditions neighborhoods are primarily a mix of married-couple families, single-parent families, and singles who live alone, similar to the U.S. household type distribution. This segment has the sixth largest population of all the Community Tapestry segments, with 8.4 million people. The median age is 35.9 years, just below the U.S. median. Most of the residents are white.

Socioeconomic

The median household income is \$45,300, slightly below that of the U.S. median. Half of the employed residents work in white-collar jobs. For years, these residents sustained the manufacturing industry that drove local economies. Now, the service industry predominates, followed by manufacturing and retail trade. The median net worth for this segment is \$88,900. Overall, 80 percent of residents aged 25 years and older have graduated from high school, 12 percent hold a bachelor's or graduate degree, and 29 percent have attended college.

Residential

Rustbelt Traditions neighborhoods are the backbone of older industrial cities in states that border the Great Lakes. Most residents live in modest, single-family homes. Homeownership is at 76 percent. The median home value of \$97,000 is approximately three-fifths of the U.S. median. The relatively lower median home value is partially due to the age of the homes in these communities; nearly two-thirds of the housing units were built prior to 1960.

Preferences

Residents of *Rustbelt Traditions* are aptly named: They have lived, worked, spent, and played in the same area for years. They do not follow fads; they stick with the products and services they know. They prefer domestic car manufacturers. Some of their purchases reflect their attention to the maintenance of their homes and yards. For specialized projects, *Rustbelt Traditions* residents will contract for roofing, flooring, and carpet installations.

Financially conservative, *Rustbelt Traditions* residents may have a personal loan that is not associated with a student or a vacation loan. They hold low-value variable life and homeowner's insurance policies. *Rustbelt Traditions* residents will see a doctor for diet control and own a stationary bike for exercise.

Favorite leisure activities include bowling and fishing. Watching television is a common pastime for *Rustbelt Traditions* residents. They subscribe to cable TV and watch it regularly, but their favorite programs are sports events. *Rustbelt Traditions* residents watch their pennies and look for bargains at Sam's Club warehouse stores, Kmart, Wal-Mart, Sears, Aldi, Walgreens, and Lerner.

Southern Satellites (segment 42)

Demographic

Southern Satellites households, approximately 3 percent of all U.S. households, are found primarily in the rural South. Most households consist of married-couple families with and without children. However, 22 percent are single-person households. This is one of the more sparsely populated Community Tapestry segments. The median age of 37.1 years is slightly higher than the U.S. median. This segment is not ethnically diverse; 88 percent of the residents are white.

Socioeconomic

The median household income for this market is \$37,700; the median net worth is \$47,700. The labor force participation of 61 percent is slightly below the U.S. percentage; however, the unemployment rate is similar. Most households derive income from wages and salaries; 28 percent of households receive Social Security benefits. Most residents work in the manufacturing and service industry sectors. Educational attainment levels are much lower than national levels; 31 percent of residents aged 25 years and older have not graduated from high school.

Residential

As the segment name implies, most of the *Southern Satellites* households—80 percent—are located in the South. Newer single-family dwellings and mobile homes are the primary housing types found in these neighborhoods. Two-thirds of the households live in single-family dwellings; 30 percent live in mobile homes. Homeownership is at 82 percent; the median home value is \$81,400, approximately half the U.S. median. Nearly two-thirds of the housing units in these neighborhoods were built after 1969. Vacancy rates are slightly above average.

Preferences

These rural residents enjoy country life. Fishing and hunting are two favorite leisure activities, and *Southern Satellites* residents spend money for magazines, clothes, and gear related to these interests. Their taste in music is country. Satellite dishes are a necessity in these rural settings where cable is not available.

Their households often include pets such as cats and especially dogs. Home activities do not include many home improvement projects, but they do invest time in vegetable gardening. They are likely to own riding mowers, garden tractors, and tillers. Trucks are also common in these neighborhoods. *Southern Satellites* households prefer domestic cars. Most households have two or more vehicles to meet their transportation needs.

Politically, they tend to consider themselves conservative. Newspaper and magazine readership is low, but they listen to the radio. *Southern Satellites* households enjoy watching television. Favorite channels include Country Music Television and ESPN; favorite programming includes fishing and NASCAR racing. Home personal computers and accessing the Internet have not made inroads in this market as much as in other segments.

Rooted Rural (segment 46)

Demographic

The population of the *Rooted Rural* segment is slightly older, with a median age of 41.0 years. Married-couple families dominate these rural neighborhoods; however, 23 percent of households are occupied by singles who live alone. More of the married-couple families are empty-nesters than those who have children. Householders in this market are older; 45 percent are aged 55 years or older. There is little ethnic diversity in the *Rooted Rural* segment; 88 percent of the residents are white.

Socioeconomic

The median household income for this segment is \$36,700; the median net worth is \$54,600. The labor force participation of 57 percent is below the national level. One-third of the households receive Social Security benefits. Although the agricultural industry is more prominent in this market than at the U.S. level, many employed residents work in the service and manufacturing industry sectors. Overall, 73 percent of residents have graduated from high school. Only 11 percent hold a bachelor's or graduate degree.

Residential

Although *Rooted Rural* neighborhoods are located in rural areas throughout the country, more than three-fifths of the households are found in the South. Housing types include single-family dwellings (70 percent of households) and mobile homes (26 percent). Homeownership is at 84 percent; the median home value is \$89,900. Most of the housing units were built after 1970. A higher proportion of seasonal housing contributes to higher vacancy rates in these neighborhoods. Local residents tend to move infrequently.

Preferences

Rooted Rural residents are do-it-yourselfers. These settled families take pride in their homes and keep busy with home improvement and remodeling projects. They also take pride in their gardens, regularly buying lawn and garden insecticides, flower and vegetable seeds, and plants. Typical of their rural lifestyle, many have a lawn or garden tractor and own an assortment of tools. They prefer domestic vehicles; most households own or lease a truck. Typically, a household member handles vehicle maintenance. Many homes have pets.

When families eat out, they prefer Shoney's, but they generally prepare meals at home with freshly grown vegetables from their gardens. Many homes own a separate freezer to store their produce. *Rooted Rural* residents prefer to shop for groceries at IGA or a Wal-Mart Supercenter, where they purchase their favorite blend of Folgers coffee. For convenience, many order apparel and other items from catalogs.

Rooted Rural residents enjoy hunting, fishing, target shooting, boating, attending country music concerts, and going to auto races. They read hunting and fishing magazines and listen to country music and NASCAR auto racing on the radio. Many households have a satellite dish. Residents prefer to watch rodeo/bull riding, truck and tractor pulls, horse racing, auto racing, and fishing programs as well as a variety of news shows on TV. Favorite stations include Outdoor Life Network and CMT.

Heartland Communities (segment 50)

Demographic

Well settled and close-knit, *Heartland Communities* residents are slightly older than average, with a median age of 41.3 years. Approximately half of the residents have already retired, many in the same towns where they have lived and worked their whole lives. Nearly one-third of householders are aged 65 years or older. Although married-couple families comprise nearly half of the household types and almost one-third are singles who live alone, other family types and shared housing are also represented. Children are found in 30 percent of the households. Most of the residents in this market are white.

Socioeconomic

The median household income for this segment is \$33,100. Two-thirds of the households earn wage and salary income, and 39 percent receive Social Security benefits. Driven by low home values, their median net worth is only \$63,900. Employed residents work in occupations ranging from management positions to unskilled labor jobs; approximately 43 percent are employed in service industries. The unemployment rate of 7 percent is close to the U.S. value. Overall, 74 percent of residents aged 25 years and older have graduated from high school. Only 12 percent hold a bachelor's or graduate degree.

Residential

Preferred by nearly six million people, *Heartland Communities* neighborhoods are primarily found in small towns scattered across the Midwest and South. Low-density neighborhoods dominate with older homes in urban clusters and rural, nonfarm areas. More than half of the housing units were built before 1960. Homeownership is at 73 percent; the median home value is \$74,400, less than half of the U.S. median. More than three-fourths of the housing is single-family dwellings.

Preferences

Heartland Communities residents invest time and money in their cherished homes and communities. They take pride in their gardening skills and in growing their own vegetables. Many homes own a riding lawn mower to keep up their relatively large lots. Residents would probably tackle home improvement projects such as exterior painting and faucet replacement and shop at traditional hardware stores such as True Value. Many residents order items from catalogs, QVC, and Avon sales representatives. When shopping outside the home, they prefer to visit Wal-Mart. When eating out, favorite restaurants include Ponderosa and Lone Star Steakhouse. The residents in this segment rarely travel by plane.

Heartland Communities residents have a distinctly country lifestyle. They play bingo, do woodworking, and enjoy outdoor activities such as hunting and freshwater fishing. They also read gardening, fishing, and hunting magazines, and listen to country music and NASCAR auto racing on the radio. Reading two or more Sunday newspapers is important to them. Some are members of veterans' clubs. They participate in civic activities and take an interest in local politics. Many *Heartland Communities* households subscribe to cable and usually watch game shows, news programs, and movies on TV.

Appendix B - Summary of Trends from Previous Reports for Juneau County

Wisconsin SCORP Regional Demographic Profile – Western Sands Region, 2004¹

- Indicated that the majority of population growth in the Western Sands Region was found in rural towns near lakes and rivers.
- Suggests that future growth would be highest in areas that were non-metro recreation areas, with water access and access to cities and transportation.
- Suggests that some areas of the region, such as Juneau County, are experiencing in-migrating retirees and out-migrating young adults, causing the median age of the community to rise.
- Seasonal housing is prominent in Juneau County and there is a high demand for recreation.
- Tourism related employment is important in Juneau County.

An Updated Trade Area Analysis of Wisconsin Counties for 2006²

Retail Sales

- Juneau County appears to be pulling in customers from other communities in the retail sales areas of automobile, gas stations, food and beverage stores and health and personal care services.
- Juneau County is losing customers in the areas of clothing and accessories, electronic and appliance stores, and sporting goods.

Service Sales

- Juneau County is drawing customers in health care and social services, hotels and motels, repair and maintenance and real estate services.
- Juneau County is losing customers in computer systems, scientific services, administrative and business services.

Juneau County Outdoor Recreation Plan 2007 – 2011³

- Between 2000 and 2006 most of the added residents in the county came from individuals moving into the county as there were only nine more births than deaths during that time period.
 - Many of these residents converted their seasonal residence to permanent home.
- The older population of the county tends to enjoy quiet, low impact activities such as bird watching, driving for pleasure and ice fishing.
- This plan also recommends a number of specific upgrades and projects that are important for recreation opportunities in the communities of the County.

¹ Applied Population Lab and Wisconsin Department of Natural Resources, *Wisconsin SCORP Regional Demographic Profile – Western Sands Region, 2004*.

² Deller, Steven. *An Updated Trade Area Analysis of Wisconsin Counties for 2006, 2007*.

³ North Central Regional Planning Commission, *Juneau County Outdoor Recreation Plan, 2007*.

Appendix C – Number of Businesses by Community

Mauston Convenience Trade Area	Number of Establishments
Retail Trade	42
New car dealers	1
Motorcycle dealers	1
Automotive parts & accessories stores	2
Furniture stores	1
Floor covering stores	1
Home centers	1
Hardware stores	1
Other building material dealers	2
Nursery, garden center, & farm supply stores	2
Supermarkets & other grocery (except convenience)	1
All other specialty food stores	1
Beer, wine, & liquor stores	1
Pharmacies & drug stores	3
Gasoline stations with convenience stores	6
Other gasoline stations	2
Shoe stores	2
Jewelry stores	1
Discount department stores	1
All other general merchandise stores	3
Florists	1
Gift, novelty, & souvenir stores	1
Manufactured (mobile) home dealers	2
All other miscellaneous store retailers	1
Mail-order houses	1
Liquefied petroleum gas (bottled gas) dealer	1
Other direct selling establishments	2
Arts, Entertainment, & Recreation	3
Fitness & recreational sports centers	1
Bowling centers	1
All other amusement & recreation industries	1
Accommodation & Food Services	32
Hotels (except casino hotels) & motels	6
Recreational & vacation camps (except campgrounds)	1
Full-service restaurants	12
Limited-service restaurants	3
Snack & nonalcoholic beverage bars	1
Drinking places (alcoholic beverages)	9

Source: U.S. Census, 2000

Elroy Convenience Trade Area

Number of Establishments

Retail Trade	13
Used car dealers	1
Automotive parts & accessories stores	1
Furniture stores	1
Supermarkets & other grocery (except convenience)	1
Pharmacies & drug stores	1
Gasoline stations with convenience stores	1
Other gasoline stations	2
Other clothing stores	1
Jewelry stores	1
All other general merchandise stores	1
Gift, novelty, & souvenir stores	1
Vending machine operators	1
Accommodation & Food Services	4
Full-service restaurants	2
Drinking places (alcoholic beverages)	2

Source: U.S. Census, 2000

Necedah Convenience Trade Area	Number of Establishments
Retail Trade	10
Automotive parts & accessories stores	2
Household appliance stores	1
Hardware stores	1
Other building material dealers	2
Supermarkets & other grocery (except convenience)	1
Gasoline stations with convenience stores	2
Vending machine operators	1
Arts, Entertainment, & Recreation	1
Golf courses & country clubs	1
Accommodation & Food Services	11
Hotels (except casino hotels) & motels	1
Full-service restaurants	5
Limited-service restaurants	2
Caterers	1
Drinking places (alcoholic beverages)	2

Source: U.S. Census, 2000

New Lisbon Convenience Trade Area	Number of Establishments
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Retail Trade	14
Used car dealers	1
Boat dealers	2
Automotive parts & accessories stores	1
Tire dealers	1
Hardware stores	1
Supermarkets & other grocery (except convenience)	2
Fish & seafood markets	1
Pharmacies & drug stores	1
Gasoline stations with convenience stores	2
Other gasoline stations	1
Electronic shopping	1
 Arts, Entertainment, & Recreation	 3
Golf courses & country clubs	1
Fitness & recreational sports centers	2
 Accommodation & Food Services	 6
Hotels (except casino hotels) & motels	1
Full-service restaurants	2
Limited-service restaurants	1
Drinking places (alcoholic beverages)	2

Source: U.S. Census, 2000