

2014 Columbia, SC Market Analysis for North Main Street

This report defines and analyzes the trade area and market for Columbia's North Main Street, assesses progress since the 2007 Retail Study, and makes recommendations for moving forward. It includes:

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Supporting Documents

1. North Main Street Assets and Challenges

Assets

- The façade improvement program is well underway, and has produced several excellent results including Arnold's Professional Garment Care, N'Elegance Beauty Salon, and the Solomon Law Group.
- Columbia College and the Lutheran Seminary are dominant presences in the area.
- The City has completed streetscape improvements along Main Street from the south end to Elmwood and from the north end to Fairfield.
- With its own security force, the Columbia College campus is considered very safe and secure.
- Large parcels of vacant land could be suitable for development.
- The neighborhood is very diverse—while suburban in feel it represents the more diverse populations typically found in urban areas.
- Vino Garage, both due to its use and physical appearance, is a source of pride for the neighborhood.
- A number of active organizations care about and advocate for the neighborhood.
- Two well-used parks, Earlwood and Hyatt, anchor the North Main Street residential communities.
- The area is accessible to all parts of the metropolitan area via the interstate, major connecting streets, and bus service.
- The area has changed for the better over the past 10-15 years. More activity occurs along the corridor, with a strong presence of dog walkers, joggers and park goers.

Challenges

- The residential population of 7,691 within ½ mile of either side of North Main Street is relatively small, and not dense by urban standards.
- Absentee landlords and some local owners do not care about building or landscape maintenance.
- The lack of code enforcement leads to poorly maintained and unsightly properties; abandoned, dilapidated houses and commercial buildings are often boarded up.
- The corridor is very long with many gaps throughout.
- Pedestrian amenities are lacking, and the wide street is clearly meant to move vehicles quickly through the area.
- There are currently no plans to complete streetscaping along the remainder of the street (between Elmwood and Fairfield).
- The lack of contiguous retail stores that offer a desirable retail experience for residents, college students or seminarians means they have to go to other areas, such as downtown or Five Points.
- There are no full-service restaurants, primarily just fast food operations.
- There are too many convenience stores and overall lack of a good mix of retail.
- There is a lack of knowledge of retail sales volumes and very few sales comps for buildings.
- Financing for independent operators is lacking
- The area is perceived as having a high amount of crime.
- More housing stock, both market rate and affordable, is needed.

2. Trade Area Demographics

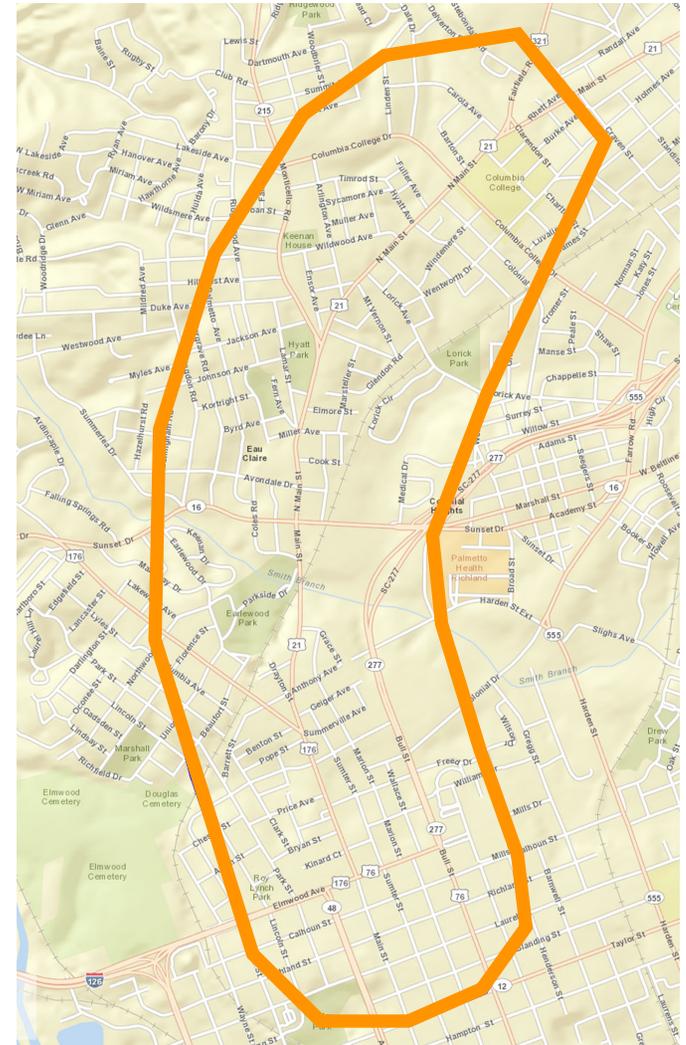
The map at right outlines the trade area for North Main Street. While certainly some from outside of these boundaries will patronize businesses along the corridor, the great bulk of customers will come from within it.

Today, the trade area population is 7,691. By 2018 the population is expected to increase by 6.8%.

2013 North Main Street Trade Area Pop. = 7,691

Trade Area Population	
2013 estimated	7,691
2018 forecast	8,211
2013-2018 est. increase	6.8%

North Main Street Trade Area



Average Household Income

2013 estimated	\$43,299
2018 forecast	\$47,598
2013-2018 est. increase	9.9%

Key demographic income statistics for the North Main Street trade area:

- Average household income is \$43,299, well below the \$71,842 average income for all US households.
- More than one-half of all households annually earn less than \$35k, while nearly one-third earn \$35 to \$74.9k.
- 42.2% of residents are between the ages of 25 and 54.

Households by Income

	2013 estimated	2018 forecast
< \$15,000	24.8%	23.8%
\$15-\$24.9k	15.8%	11.4%
\$25-\$34.9k	12.0%	10.5%
\$35-\$49.9k	15.6%	16.7%
\$50-\$74.9k	16.1%	18.3%
\$75-\$99.9k	9.2%	11.2%
\$100-\$149.9k	4.9%	5.8%
\$150-\$199.9k	1.6%	2.1%
\$200k +	0.2%	0.2%

52.6% (for < \$15,000, \$15-\$24.9k, and \$25-\$34.9k)

31.7% (for \$35-\$49.9k, \$50-\$74.9k, and \$75-\$99.9k)

Age Distribution

	2013 estimated	2018 forecast
Age 15-24	16.7%	15.5%
Age 25-34	16.0%	14.9%
Age 35-44	12.2%	12.3%
Age 45-54	14.0%	12.9%
Age 55-64	13.4%	13.5%
Age 65-74	6.2%	8.3%
Age 75-84	3.1%	3.6%
Age 85+	1.4%	1.5%

42.2% (for Age 25-34, 35-44, and 45-54)

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

3. Trade Area Psychographics

North Main Street’s top four psychographic groups account for more than 87% of the market; one group, Great Expectations, on its own makes up 43.3% of the market. As borne out in the demographics, the groups as a whole are marked by what could be considered modest incomes, though one group, Metropolitans (at 14.9% of the market) tend to earn more comfortable incomes.

Great Expectations—43.3%:

- Young singles and married couple families
- Just beginning careers or families
- Ethnic diversity and racial composition similar to US levels
- Nearly half of 25 or older set has some post secondary education
- Most jobs come from service, retail and manufacturing sectors
- 50% own their homes; 40% live in low to mid rise apartments
- Young with active lifestyles
- Go out to dinner and movies
- Shop at value-oriented food retailers like Walmart
- Shop at major discount and department stores

City Commons—16.8%:

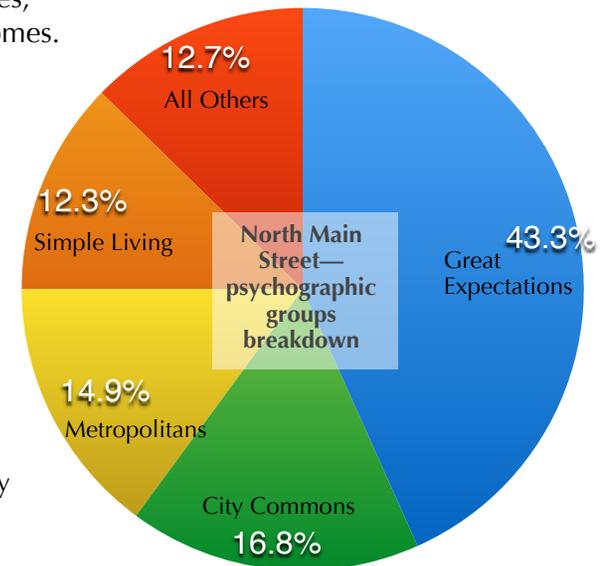
- Single parent families or singles who live alone
- One of the youngest tapestry segments; almost one half have children
- 31% work in service industries, are 19% on public assistance and 13% collect Supplemental Social Security income
- Due to limited employment options, more residents work part-time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

Metropolitans—14.9%:

- Prefer older city neighborhoods
- 50% single household
- 1 in 4 is age 20-34; little diversity, mostly white
- 50% have managerial or professional positions
- 75% over 25 have attended college or completed degree
- Eclectic mixture of single family homes and multiunit buildings (60% home ownership)
- Active, urbane lifestyles and they travel
- Active community members
- Computer savvy, prefer Apple
- Spend money on older homes

Simple Living—12.3%:

- 1/5 of population is 65 or older; 12% over age of 75
- Half are singles living alone or in shared housing
- Most residents are white
- Work in health care, retail, manufacturing, educational services, hospitality
- Just 15% have bachelors degrees
- Live in older housing, more than half rent (of these 47% live in multi-family units)
- 22% do not own cars (need to be close to public transportation)
- Spend wisely on restricted budget
- Buy discount; eat out occasionally; owning computers or cell phones not important, but TV’s are



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

4. Merchandise Mix

The trade area's demographics and psychographics influence the recommended Merchandise Mix for North Main Street.

- Age and racial diversity reign.
- People live in both single and multi-family housing.
- Great Expectations dominates the psychographics; the strong presence of this group shows that younger residents are attracted to the area.
- All the psychographic groups prefer older, close-in urban neighborhoods; this matches the growing trend of a significant portion of the U.S. population toward a preference for urban living, getting away from the distant suburbs.
- The neighborhood is fairly stable—many live there for many years.
- Residents care about their families and homes.
- On the whole the groups shop at major discount stores and budget their money.

The following types of uses are appropriate for existing or future operations to serve the customer base:

- men's, women's and children's popular-priced apparel/footwear
- discount apparel/footwear
- full-service, moderately-priced restaurants or fast casual (no more fast food)
- grocery
- drugstore/pharmacy
- hardware/mercantile
- floral
- beauty and barber shops
- laundry and dry cleaning
- banking

4. Recommendations

- North Main Street could become a destination for retail if it is clustered properly. The ERA study completed in 2008 recommended clustering retail at the intersections of North Main and Columbia College Drive, North Main and Sunset Drive, and in and around North Main Street Plaza. We believe that these three areas continue to be the best areas for retail clustering due to their accessibility and visibility.
- The area has increased its residential population by 233 residents since 2007; yet, at 7,691 in 2013, it is lower than the population of 8,738 in 2000. This could be due to a lack of available good housing stock, either for lease or sale. A study on the potential demand for housing in and around downtown, the colleges and the North Main Street Corridor could be useful. Across the U.S., residential trends are showing a return of populations to urban settings, the closer to downtown the better. Grow the housing stock and the residential population will help with getting retail, as particular types follow rooftops. A mixed-use development, primarily residential, close to North Main Street Plaza could be a good place to start.
- Offer incentives to residential developers to develop along the corridor.
- Identify parcels that would be appropriate for a large warehouse food club. Bring in the first to the market.
- Food often creates the “buzz” that gets the attention of shop operators. Start by recruiting full service, moderately priced restaurants to the corridor. These can be local or regional operators, they do not have to be national.
- The façade improvement program has been well-utilized and has made a significant improvement to façade appearances, but the corridor still lacks good retail design guidelines. Retail storefronts should be unique and differentiation of storefront design, signage and awnings should be encouraged.
- North Main Street Plaza needs a change in storefronts—today it looks more like an office complex than a retail project—and a merchandise plan. Once a merchandise plan is in place active recruitment for retailers will be needed.
- Enforce City codes regarding vacant or derelict buildings.
- Complete streetscape improvements .
- Begin an active retail recruitment program. Identify and train, if necessary, the person who will act as the retail advocate for North Main Street.

Supporting Documents

1. Trade Area Demographics
2. Trade Area Psychographics

Market Profile

North Main Street Trade Area
Area: 2.95 square miles

Prepared by Young's Research

Population Summary	
2000 Total Population	8,738
2010 Total Population	7,384
2013 Total Population	7,691
2013 Group Quarters	739
2018 Total Population	8,211
2013-2018 Annual Rate	1.32%
Household Summary	
2000 Households	3,279
2000 Average Household Size	2.28
2010 Households	3,035
2010 Average Household Size	2.19
2013 Households	3,201
2013 Average Household Size	2.17
2018 Households	3,459
2018 Average Household Size	2.16
2013-2018 Annual Rate	1.56%
2010 Families	1,486
2010 Average Family Size	2.98
2013 Families	1,547
2013 Average Family Size	2.98
2018 Families	1,641
2018 Average Family Size	2.98
2013-2018 Annual Rate	1.19%
Housing Unit Summary	
2000 Housing Units	3,626
Owner Occupied Housing Units	38.7%
Renter Occupied Housing Units	51.7%
Vacant Housing Units	9.5%
2010 Housing Units	3,556
Owner Occupied Housing Units	38.8%
Renter Occupied Housing Units	46.6%
Vacant Housing Units	14.7%
2013 Housing Units	3,651
Owner Occupied Housing Units	37.7%
Renter Occupied Housing Units	50.0%
Vacant Housing Units	12.3%
2018 Housing Units	3,859
Owner Occupied Housing Units	38.7%
Renter Occupied Housing Units	50.9%
Vacant Housing Units	10.4%
Median Household Income	
2013	\$32,397
2018	\$37,943
Median Home Value	
2013	\$130,366
2018	\$154,262
Per Capita Income	
2013	\$18,834
2018	\$20,814
Median Age	
2010	34.6
2013	35.3
2018	36.5

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

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

Market Profile

North Main Street Trade Area
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2013 Households by Income

Household Income Base	3,201
<\$15,000	24.8%
\$15,000 - \$24,999	15.8%
\$25,000 - \$34,999	12.0%
\$35,000 - \$49,999	15.6%
\$50,000 - \$74,999	16.1%
\$75,000 - \$99,999	9.2%
\$100,000 - \$149,999	4.9%
\$150,000 - \$199,999	1.6%
\$200,000+	0.2%

Average Household Income \$43,299

2018 Households by Income

Household Income Base	3,459
<\$15,000	23.8%
\$15,000 - \$24,999	11.4%
\$25,000 - \$34,999	10.5%
\$35,000 - \$49,999	16.7%
\$50,000 - \$74,999	18.3%
\$75,000 - \$99,999	11.2%
\$100,000 - \$149,999	5.8%
\$150,000 - \$199,999	2.1%
\$200,000+	0.2%

Average Household Income \$47,598

2013 Owner Occupied Housing Units by Value

Total	1,376
<\$50,000	3.3%
\$50,000 - \$99,999	28.0%
\$100,000 - \$149,999	30.8%
\$150,000 - \$199,999	20.9%
\$200,000 - \$249,999	7.6%
\$250,000 - \$299,999	3.9%
\$300,000 - \$399,999	3.3%
\$400,000 - \$499,999	1.3%
\$500,000 - \$749,999	0.9%
\$750,000 - \$999,999	0.0%
\$1,000,000 +	0.1%

Average Home Value \$149,127

2018 Owner Occupied Housing Units by Value

Total	1,494
<\$50,000	3.0%
\$50,000 - \$99,999	20.1%
\$100,000 - \$149,999	24.6%
\$150,000 - \$199,999	26.3%
\$200,000 - \$249,999	12.0%
\$250,000 - \$299,999	6.2%
\$300,000 - \$399,999	4.2%
\$400,000 - \$499,999	1.8%
\$500,000 - \$749,999	1.6%
\$750,000 - \$999,999	0.0%
\$1,000,000 +	0.1%

Average Home Value \$171,249

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

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

Market Profile

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2010 Population by Age	
Total	7,385
0 - 4	6.7%
5 - 9	4.8%
10 - 14	4.8%
15 - 24	18.5%
25 - 34	15.7%
35 - 44	12.0%
45 - 54	14.9%
55 - 64	12.8%
65 - 74	5.2%
75 - 84	3.1%
85 +	1.5%
18 +	80.3%
2013 Population by Age	
Total	7,691
0 - 4	6.6%
5 - 9	5.6%
10 - 14	4.8%
15 - 24	16.7%
25 - 34	16.0%
35 - 44	12.2%
45 - 54	14.0%
55 - 64	13.4%
65 - 74	6.2%
75 - 84	3.1%
85 +	1.4%
18 +	80.1%
2018 Population by Age	
Total	8,211
0 - 4	6.5%
5 - 9	5.8%
10 - 14	5.4%
15 - 24	15.5%
25 - 34	14.9%
35 - 44	12.3%
45 - 54	12.9%
55 - 64	13.5%
65 - 74	8.3%
75 - 84	3.6%
85 +	1.5%
18 +	79.3%
2010 Population by Sex	
Males	3,380
Females	4,004
2013 Population by Sex	
Males	3,522
Females	4,170
2018 Population by Sex	
Males	3,774
Females	4,437

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

Market Profile

North Main Street Trade Area
Area: 2.95 square miles

Prepared by Young's Research

2010 Population by Race/Ethnicity	
Total	7,385
White Alone	33.9%
Black Alone	62.3%
American Indian Alone	0.5%
Asian Alone	0.8%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.0%
Two or More Races	1.5%
Hispanic Origin	2.9%
Diversity Index	52.5
2013 Population by Race/Ethnicity	
Total	7,691
White Alone	33.9%
Black Alone	61.7%
American Indian Alone	0.6%
Asian Alone	0.9%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.2%
Two or More Races	1.7%
Hispanic Origin	3.7%
Diversity Index	54.0
2018 Population by Race/Ethnicity	
Total	8,211
White Alone	34.2%
Black Alone	60.8%
American Indian Alone	0.7%
Asian Alone	0.9%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.4%
Two or More Races	2.0%
Hispanic Origin	4.6%
Diversity Index	55.6
2010 Population by Relationship and Household Type	
Total	7,384
In Households	90.0%
In Family Households	62.6%
Householder	20.1%
Spouse	9.5%
Child	25.6%
Other relative	4.8%
Nonrelative	2.6%
In Nonfamily Households	27.4%
In Group Quarters	10.0%
Institutionalized Population	1.7%
Noninstitutionalized Population	8.3%

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

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

Market Profile

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2013 Population 25+ by Educational Attainment

Total	5,106
Less than 9th Grade	5.6%
9th - 12th Grade, No Diploma	9.8%
High School Graduate	27.3%
Some College, No Degree	18.8%
Associate Degree	6.0%
Bachelor's Degree	17.4%
Graduate/Professional Degree	15.2%

2013 Population 15+ by Marital Status

Total	6,390
Never Married	55.4%
Married	28.0%
Widowed	6.1%
Divorced	10.6%

2013 Civilian Population 16+ in Labor Force

Civilian Employed	87.9%
Civilian Unemployed	12.1%

2013 Employed Population 16+ by Industry

Total	3,327
Agriculture/Mining	0.0%
Construction	2.7%
Manufacturing	5.5%
Wholesale Trade	2.6%
Retail Trade	12.8%
Transportation/Utilities	4.5%
Information	1.3%
Finance/Insurance/Real Estate	4.4%
Services	57.8%
Public Administration	8.5%

2013 Employed Population 16+ by Occupation

Total	3,328
White Collar	58.1%
Management/Business/Financial	11.3%
Professional	19.9%
Sales	12.1%
Administrative Support	14.8%
Services	25.1%
Blue Collar	16.8%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	2.8%
Installation/Maintenance/Repair	2.0%
Production	4.7%
Transportation/Material Moving	7.2%

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

June 03, 2014

Market Profile

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2010 Households by Type

Total	3,036
Households with 1 Person	39.5%
Households with 2+ People	60.5%
Family Households	48.9%
Husband-wife Families	23.3%
With Related Children	7.9%
Other Family (No Spouse Present)	25.7%
Other Family with Male Householder	4.6%
With Related Children	2.4%
Other Family with Female Householder	21.0%
With Related Children	13.3%
Nonfamily Households	11.6%

All Households with Children 23.8%

Multigenerational Households	4.9%
Unmarried Partner Households	8.8%
Male-female	7.2%
Same-sex	1.6%

2010 Households by Size

Total	3,034
1 Person Household	39.5%
2 Person Household	31.9%
3 Person Household	12.8%
4 Person Household	8.1%
5 Person Household	4.1%
6 Person Household	2.1%
7 + Person Household	1.5%

2010 Households by Tenure and Mortgage Status

Total	3,035
Owner Occupied	45.4%
Owned with a Mortgage/Loan	35.1%
Owned Free and Clear	10.4%
Renter Occupied	54.6%

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

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

Market Profile

North Main Street Trade Area
Area: 2.95 square miles

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Top 3 Tapestry Segments

1. Great Expectations
2. City Commons
3. Metropolitans

2013 Consumer Spending

Apparel & Services: Total \$	\$3,114,545
Average Spent	\$972.99
Spending Potential Index	43
Computers & Accessories: Total \$	\$493,080
Average Spent	\$154.04
Spending Potential Index	62
Education: Total \$	\$3,010,480
Average Spent	\$940.48
Spending Potential Index	64
Entertainment/Recreation: Total \$	\$6,468,494
Average Spent	\$2,020.77
Spending Potential Index	62
Food at Home: Total \$	\$10,322,622
Average Spent	\$3,224.81
Spending Potential Index	64
Food Away from Home: Total \$	\$6,421,498
Average Spent	\$2,006.09
Spending Potential Index	63
Health Care: Total \$	\$8,452,011
Average Spent	\$2,640.43
Spending Potential Index	59
HH Furnishings & Equipment: Total \$	\$3,096,782
Average Spent	\$967.44
Spending Potential Index	54
Investments: Total \$	\$2,507,386
Average Spent	\$783.31
Spending Potential Index	38
Retail Goods: Total \$	\$45,602,018
Average Spent	\$14,246.18
Spending Potential Index	59
Shelter: Total \$	\$31,963,314
Average Spent	\$9,985.42
Spending Potential Index	61
TV/Video/Audio: Total \$	\$2,682,051
Average Spent	\$837.88
Spending Potential Index	65
Travel: Total \$	\$3,304,763
Average Spent	\$1,032.42
Spending Potential Index	56
Vehicle Maintenance & Repairs: Total \$	\$2,161,038
Average Spent	\$675.11
Spending Potential Index	62

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

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

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

Tapestry Segmentation Area Profile

North Main Street Trade Area
Area: 2.95 square miles

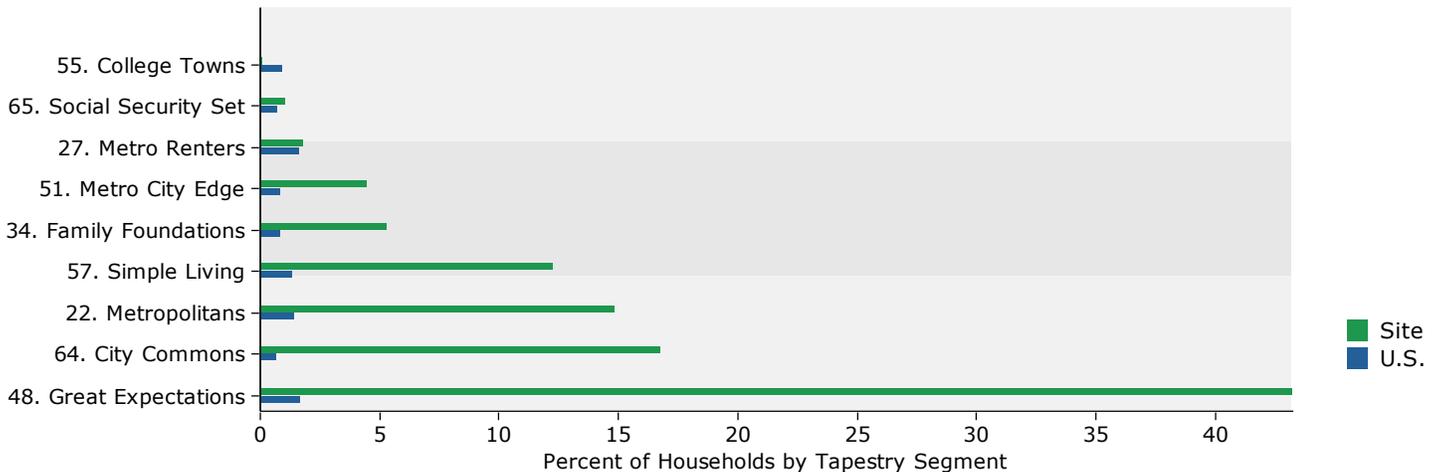
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Top Twenty Tapestry Segments

Tapestry descriptions can be found [here](#)

Rank	Tapestry Segment	2013 Households		2013 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	48. Great Expectations	43.3%	43.3%	1.7%	1.7%	2552
2	64. City Commons	16.8%	60.1%	0.7%	2.4%	2,466
3	22. Metropolitans	14.9%	75.0%	1.4%	3.8%	1,043
4	57. Simple Living	12.3%	87.3%	1.4%	5.2%	883
5	34. Family Foundations	5.3%	92.6%	0.8%	6.0%	642
Subtotal		92.6%		6.0%		
6	51. Metro City Edge	4.5%	97.1%	0.9%	6.9%	524
7	27. Metro Renters	1.8%	98.9%	1.6%	8.5%	110
8	65. Social Security Set	1.1%	100.0%	0.7%	9.2%	147
9	55. College Towns	0.1%	100.1%	0.9%	10.1%	7
Subtotal		7.5%		4.1%		
Total		100.0%		10.2%		980

Top Ten Tapestry Segments Site vs. U.S.



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

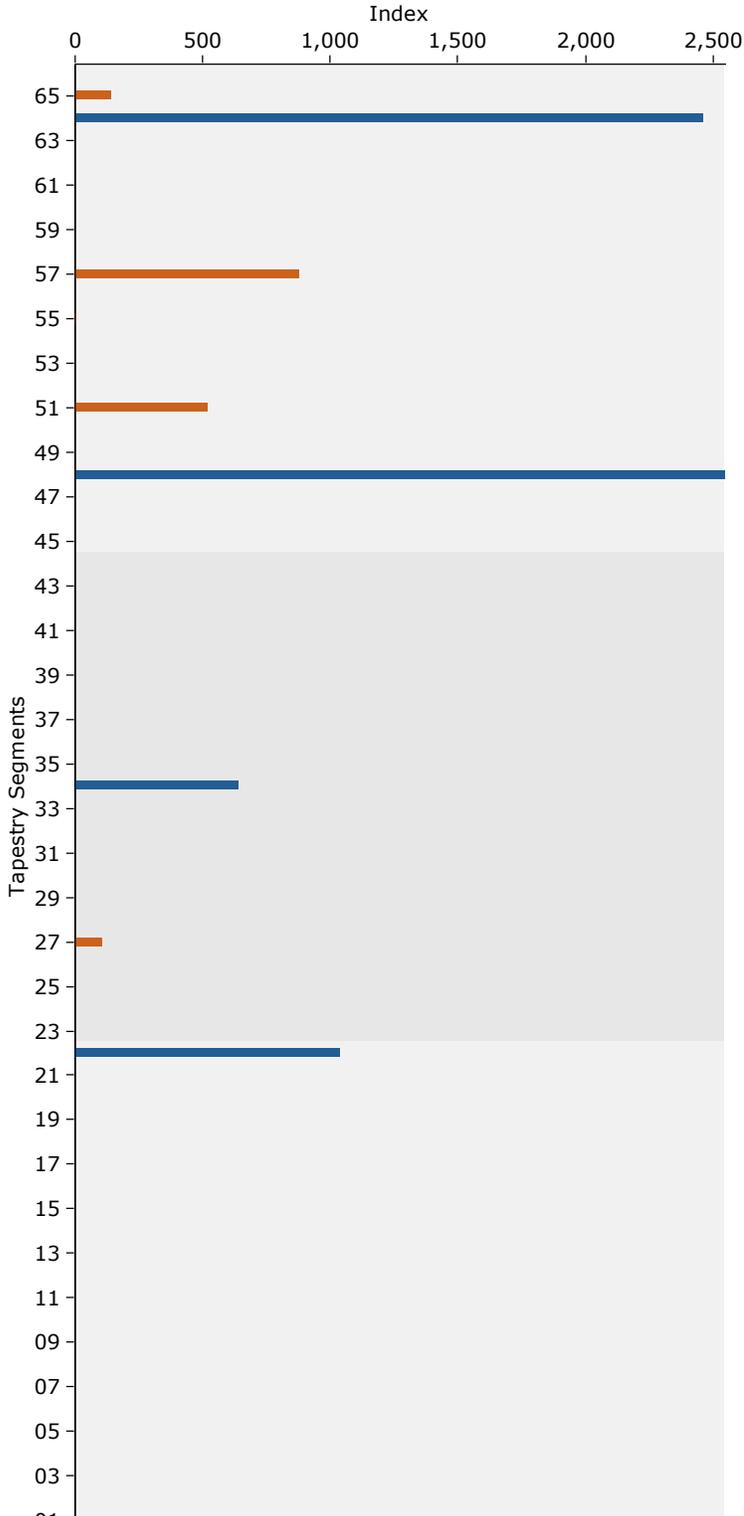
Source: Esri

Tapestry Segmentation Area Profile

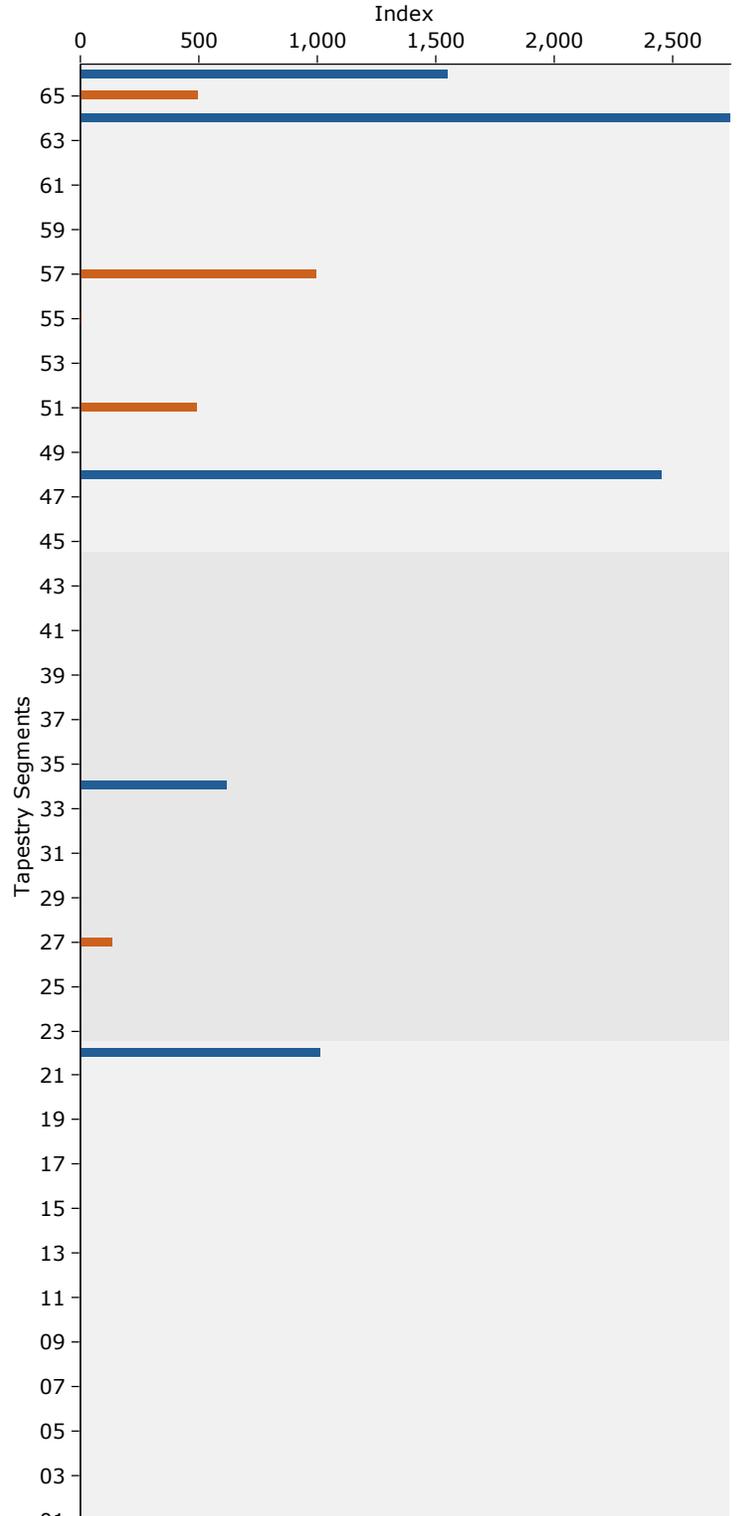
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Area: 2.95 square miles

Prepared by Young's Research

2013 Tapestry Indexes by Households



2013 Tapestry Indexes by Population



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

Source: Esri

Tapestry Segmentation Area Profile

North Main Street Trade Area
Area: 2.95 square miles

Prepared by Young's Research

Tapestry LifeMode Groups	2013 Households			2013 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	3,202	100.0%		7,691	100.0%	
L1. High Society	0	0.0%	0	0	0.0%	0
01 Top Rung	0	0.0%	0	0	0.0%	0
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
04 Boomburbs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	0	0.0%	0	0	0.0%	0
L2. Upscale Avenues	0	0.0%	0	0	0.0%	0
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
13 In Style	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
17 Green Acres	0	0.0%	0	0	0.0%	0
18 Cozy and Comfortable	0	0.0%	0	0	0.0%	0
L3. Metropolis	620	19.4%	365	1,278	16.6%	318
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitans	476	14.9%	1043	926	12.0%	1016
45 City Strivers	0	0.0%	0	0	0.0%	0
51 Metro City Edge	144	4.5%	524	352	4.6%	494
54 Urban Rows	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
L4. Solo Acts	58	1.8%	25	116	1.5%	27
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	58	1.8%	110	116	1.5%	140
36 Old and Newcomers	0	0.0%	0	0	0.0%	0
39 Young and Restless	0	0.0%	0	0	0.0%	0
L5. Senior Styles	428	13.4%	106	1,100	14.3%	135
14 Prosperous Empty Nesters	0	0.0%	0	0	0.0%	0
15 Silver and Gold	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	0	0.0%	0	0	0.0%	0
30 Retirement Communities	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	0	0.0%	0	0	0.0%	0
57 Simple Living	393	12.3%	883	894	11.6%	1000
65 Social Security Set	35	1.1%	147	206	2.7%	498
L6. Scholars & Patriots	2	0.1%	4	3	0.0%	2
40 Military Proximity	0	0.0%	0	0	0.0%	0
55 College Towns	2	0.1%	7	3	0.0%	4
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0

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Source: Esri

Tapestry Segmentation Area Profile

North Main Street Trade Area
Area: 2.95 square miles

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Tapestry LifeMode Groups	2013 Households			2013 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	3,202	100.0%		7,691	100.0%	
L7. High Hopes	1,385	43.3%	1070	2,913	37.9%	983
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
48 Great Expectations	1,385	43.3%	2551	2,913	37.9%	2458
L8. Global Roots	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
L9. Family Portrait	538	16.8%	189	1,488	19.3%	184
12 Up and Coming Families	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
64 City Commons	538	16.8%	2465	1,488	19.3%	2747
L10. Traditional Living	171	5.3%	67	413	5.4%	70
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
33 Midlife Junction	0	0.0%	0	0	0.0%	0
34 Family Foundations	171	5.3%	642	413	5.4%	626
L11. Factories & Farms	0	0.0%	0	0	0.0%	0
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	0	0.0%	0	0	0.0%	0
53 Home Town	0	0.0%	0	0	0.0%	0
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
L12. American Quilt	0	0.0%	0	0	0.0%	0
26 Midland Crowd	0	0.0%	0	0	0.0%	0
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
41 Crossroads	0	0.0%	0	0	0.0%	0
46 Rooted Rural	0	0.0%	0	0	0.0%	0
66 Unclassified	0	0.0%	0	380	4.9%	1553

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Source: Esri

Tapestry Segmentation Area Profile

North Main Street Trade Area
Area: 2.95 square miles

Prepared by Young's Research

Tapestry Urbanization Groups	2013 Households			2013 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	3,202	100.0%		7,691	100.0%	
U1. Principal Urban Centers I	58	1.8%	22	116	1.5%	18
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	58	1.8%	110	116	1.5%	140
35 International Marketplace	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
U2. Principal Urban Centers II	573	17.9%	372	1,694	22.0%	406
45 City Strivers	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
64 City Commons	538	16.8%	2465	1,488	19.3%	2747
65 Social Security Set	35	1.1%	147	206	2.7%	498
U3. Metro Cities I	476	14.9%	123	926	12.0%	99
01 Top Rung	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
22 Metropolitan	476	14.9%	1043	926	12.0%	1016
U4. Metro Cities II	171	5.3%	48	413	5.4%	53
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
30 Retirement Communities	0	0.0%	0	0	0.0%	0
34 Family Foundations	171	5.3%	642	413	5.4%	626
36 Old and Newcomers	0	0.0%	0	0	0.0%	0
39 Young and Restless	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0
U5. Urban Outskirts I	1,385	43.3%	413	2,913	37.9%	338
04 Boomburbs	0	0.0%	0	0	0.0%	0
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
48 Great Expectations	1,385	43.3%	2551	2,913	37.9%	2458

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	Number	Percent	Index	Number	Percent	Index
Total:	3,202	100.0%		7,691	100.0%	
U6. Urban Outskirts II	539	16.8%	330	1,249	16.2%	312
51 Metro City Edge	144	4.5%	524	352	4.6%	494
55 College Towns	2	0.1%	7	3	0.0%	4
57 Simple Living	393	12.3%	883	894	11.6%	1000
59 Southwestern Families	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
U7. Suburban Periphery I	0	0.0%	0	0	0.0%	0
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	0	0.0%	0	0	0.0%	0
12 Up and Coming Families	0	0.0%	0	0	0.0%	0
13 In Style	0	0.0%	0	0	0.0%	0
14 Prosperous Empty Nesters	0	0.0%	0	0	0.0%	0
15 Silver and Gold	0	0.0%	0	0	0.0%	0
U8. Suburban Periphery II	0	0.0%	0	0	0.0%	0
18 Cozy and Comfortable	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	0	0.0%	0	0	0.0%	0
33 Midlife Junction	0	0.0%	0	0	0.0%	0
40 Military Proximity	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
53 Home Town	0	0.0%	0	0	0.0%	0
U9. Small Towns	0	0.0%	0	0	0.0%	0
41 Crossroads	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	0	0.0%	0	0	0.0%	0
U10. Rural I	0	0.0%	0	0	0.0%	0
17 Green Acres	0	0.0%	0	0	0.0%	0
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
26 Midland Crowd	0	0.0%	0	0	0.0%	0
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
U11. Rural II	0	0.0%	0	0	0.0%	0
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	0	0.0%	0	0	0.0%	0
46 Rooted Rural	0	0.0%	0	0	0.0%	0
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
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