Population

2000 Population	42,185
2010 Population	47,882
2016 Population	50,415
2021 Population	51,888
2000-2010 Annual Rate	1.27%
2010-2016 Annual Rate	0.83%
2016-2021 Annual Rate	0.58%
2016 Male Population	52.5%
2016 Female Population	47.5%
2016 Median Age	34.5

In the identified area, the current year population is 50,415. In 2010, the Census count in the area was 47,882. The rate of change since 2010 was 0.83% annually. The five-year projection for the population in the area is 51,888 representing a change of 0.58% annually from 2016 to 2021. Currently, the population is 52.5% male and 47.5% female.

Median Age

The median age in this area is 34.5, compared to U.S. median age of 38.0.

Race and Ethnicity

2016 White Alone	73.0%
2016 Black Alone	1.0%
2016 American Indian/Alaska Native Alone	1.2%
2016 Asian Alone	1.0%
2016 Pacific Islander Alone	0.2%
2016 Other Race	20.2%
2016 Two or More Races	3.3%
2016 Hispanic Origin (Any Race)	37.2%

Persons of Hispanic origin represent 37.2% of the population in the identified area compared to 17.9% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 71.6 in the identified area, compared to 63.5 for the U.S. as a whole.

Households

2000 Households	14,624
2010 Households	16,155
2016 Total Households	16,844
2021 Total Households	17,264
2000-2010 Annual Rate	1.00%
2010-2016 Annual Rate	0.67%
2016-2021 Annual Rate	0.49%
2016 Average Household Size	2.87

The household count in this area has changed from 16,155 in 2010 to 16,844 in the current year, a change of 0.67% annually. The five-year projection of households is 17,264, a change of 0.49% annually from the current year total. Average household size is currently 2.87, compared to 2.84 in the year 2010. The number of families in the current year is 12,179 in the specified area.

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Median Household Income	
2016 Median Household Income	$49,559
2021 Median Household Income	$54,585
2016-2021 Annual Rate	1.95%
Average Household Income	
2016 Average Household Income	$59,719
2021 Average Household Income	$66,391
2016-2021 Annual Rate	2.14%
Per Capita Income	
2016 Per Capita Income	$20,673
2021 Per Capita Income	$22,790
2016-2021 Annual Rate	1.97%

Households by Income

Current median household income is $49,559 in the area, compared to $54,149 for all U.S. households. Median household income is projected to be $54,585 in five years, compared to $59,476 for all U.S. households

Current average household income is $59,719 in this area, compared to $77,008 for all U.S. households. Average household income is projected to be $66,391 in five years, compared to $84,021 for all U.S. households

Current per capita income is $20,673 in the area, compared to the U.S. per capita income of $29,472. The per capita income is projected to be $22,790 in five years, compared to $32,025 for all U.S. households

Housing	
2000 Total Housing Units	15,985
2000 Owner Occupied Housing Units	9,790
2000 Renter Occupied Housing Units	4,833
2000 Vacant Housing Units	1,362
2010 Total Housing Units	17,440
2010 Owner Occupied Housing Units	10,510
2010 Renter Occupied Housing Units	5,645
2010 Vacant Housing Units	1,285
2016 Total Housing Units	18,294
2016 Owner Occupied Housing Units	10,493
2016 Renter Occupied Housing Units	6,351
2016 Vacant Housing Units	1,450
2021 Total Housing Units	18,771
2021 Owner Occupied Housing Units	10,730
2021 Renter Occupied Housing Units	6,534
2021 Vacant Housing Units	1,507

Currently, 57.4% of the 18,294 housing units in the area are owner occupied; 34.7%, renter occupied; and 7.9% are vacant. Currently, in the U.S., 55.4% of the housing units in the area are owner occupied; 32.9% are renter occupied; and 11.7% are vacant. In 2010, there were 17,440 housing units in the area - 60.3% owner occupied, 32.4% renter occupied, and 7.4% vacant. The annual rate of change in housing units since 2010 is 2.15%. Median home value in the area is $140,498, compared to a median home value of $198,891 for the U.S. In five years, median value is projected to change by 1.96% annually to $154,845.

July 18, 2016

Traffic Count Map

Hermiston Trade Area
97818 (Boardman) et al.
Geography: ZIP Code

DLCD Economic Development
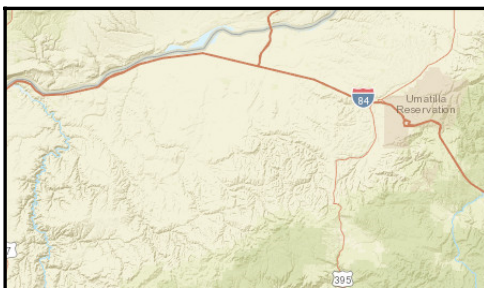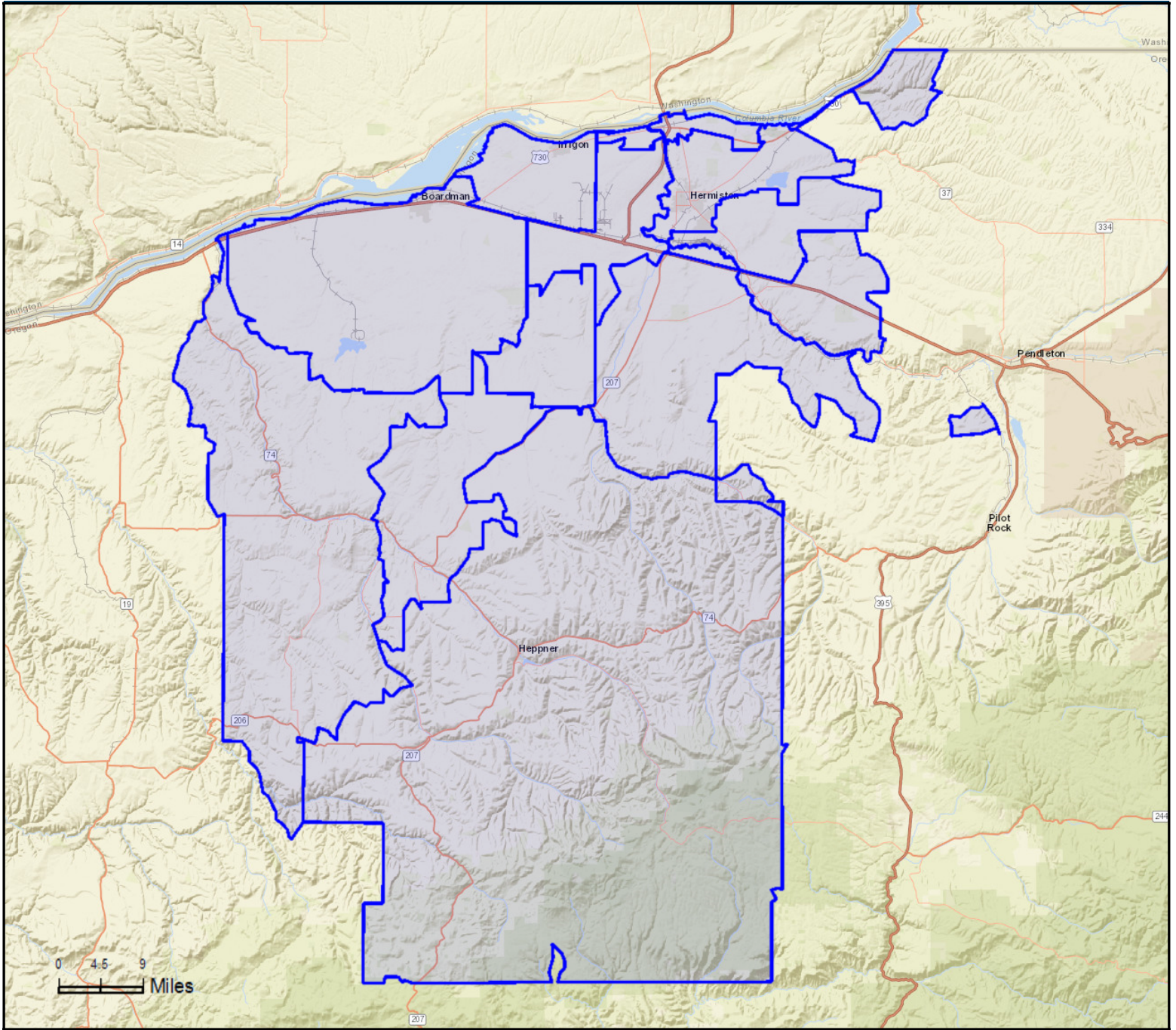
Average Daily Traffic Volume
△ *Up to 6,000 vehicles per day*
▲ *6,001 - 15,000*
▲ *15,001 - 30,000*
▲ *30,001 - 50,000*
▲ *50,001 - 100,000*
▲ *More than 100,000 per day*

July 18, 2016

Population		Households	
2010 Total Population	47,882	2016 Median Household Income	$49,559
2016 Total Population	50,415	2021 Median Household Income	$54,585
2021 Total Population	51,888	2016-2021 Annual Rate	1.95%
2016-2021 Annual Rate	0.58%		

Housing Units by Occupancy Status and Tenure	Census 2010 Number	Census 2010 Percent	2016 Number	2016 Percent	2021 Number	2021 Percent
Total Housing Units	17,440	100.0%	18,294	100.0%	18,771	100.0%
Occupied	16,155	92.6%	16,844	92.1%	17,264	92.0%
Owner	10,510	60.3%	10,493	57.4%	10,730	57.2%
Renter	5,645	32.4%	6,351	34.7%	6,534	34.8%
Vacant	1,285	7.4%	1,450	7.9%	1,507	8.0%

Owner Occupied Housing Units by Value	2016 Number	2016 Percent	2021 Number	2021 Percent
Total	10,493	100.0%	10,730	100.0%
<$50,000	1,100	10.5%	922	8.6%
$50,000-$99,999	1,992	19.0%	1,887	17.6%
$100,000-$149,999	2,660	25.4%	2,393	22.3%
$150,000-$199,999	1,837	17.5%	1,682	15.7%
$200,000-$249,999	1,308	12.5%	1,490	13.9%
$250,000-$299,999	604	5.8%	874	8.1%
$300,000-$399,999	453	4.3%	754	7.0%
$400,000-$499,999	270	2.6%	369	3.4%
$500,000-$749,999	131	1.2%	174	1.6%
$750,000-$999,999	37	0.4%	52	0.5%
$1,000,000+	101	1.0%	133	1.2%
Median Value	$140,498		$154,845	
Average Value	$172,670		$194,231	

Census 2010 Housing Units	Number	Percent
Total	17,440	100.0%
In Urbanized Areas	0	0.0%
In Urban Clusters	12,265	70.3%
Rural Housing Units	5,175	29.7%

Data Note: Persons of Hispanic Origin may be of any race.
Source: U.S. Census Bureau, Census 2010 Summary File 1.

July 18, 2016

Census 2010 Owner Occupied Housing Units by Mortgage Status	Number	Percent
Total	10,512	100.0%
Owned with a Mortgage/Loan	6,999	66.6%
Owned Free and Clear	3,513	33.4%

Census 2010 Vacant Housing Units by Status	Number	Percent
Total	1,285	100.0%
For Rent	297	23.1%
Rented- Not Occupied	19	1.5%
For Sale Only	161	12.5%
Sold - Not Occupied	44	3.4%
Seasonal/Recreational/Occasional Use	337	26.2%
For Migrant Workers	20	1.6%
Other Vacant	408	31.8%

Census 2010 Occupied Housing Units by Age of Householder and Home Ownership		Owner Occupied Units	
	Occupied Units	Number	% of Occupied
Total	16,153	10,510	65.1%
15-24	866	200	23.1%
25-34	2,690	1,194	44.4%
35-44	2,998	1,860	62.0%
45-54	3,207	2,284	71.2%
55-64	3,071	2,421	78.8%
65-74	1,819	1,458	80.2%
75-84	1,073	843	78.6%
85+	429	250	58.3%

Census 2010 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership		Owner Occupied Units	
	Occupied Units	Number	% of Occupied
Total	16,153	10,513	65.1%
White Alone	13,234	8,998	68.0%
Black/African American	85	35	41.2%
American Indian/Alaska	168	86	51.2%
Asian Alone	132	74	56.1%
Pacific Islander Alone	20	11	55.0%
Other Race Alone	2,170	1,119	51.6%
Two or More Races	344	190	55.2%
Hispanic Origin	3,787	2,046	54.0%

Census 2010 Occupied Housing Units by Size and Home Ownership		Owner Occupied Units	
	Occupied Units	Number	% of Occupied
Total	16,152	10,511	65.1%
1-Person	3,455	1,803	52.2%
2-Person	5,263	3,992	75.9%
3-Person	2,529	1,620	64.1%
4-Person	2,227	1,417	63.6%
5-Person	1,498	941	62.8%
6-Person	691	432	62.5%
7+ Person	489	306	62.6%

Data Note: Persons of Hispanic Origin may be of any race.
Source: U.S. Census Bureau, Census 2010 Summary File 1.

July 18, 2016

Data for all businesses in area

Total Businesses:	1,827
Total Employees:	20,188
Total Residential Population:	50,415
Employee/Residential Population Ratio:	0.4:1

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Utilities	26	1.4%	505	2.5%
Construction	120	6.6%	765	3.8%
Manufacturing	60	3.3%	2,272	11.3%
Wholesale Trade	110	6.0%	2,384	11.8%
Retail Trade	245	13.4%	2,304	11.4%
Motor Vehicle & Parts Dealers	44	2.4%	399	2.0%
Furniture & Home Furnishings Stores	13	0.7%	48	0.2%
Electronics & Appliance Stores	11	0.6%	45	0.2%
Bldg Material & Garden Equipment & Supplies Dealers	22	1.2%	214	1.1%
Food & Beverage Stores	43	2.4%	587	2.9%
Health & Personal Care Stores	20	1.1%	156	0.8%
Gasoline Stations	15	0.8%	179	0.9%
Clothing & Clothing Accessories Stores	23	1.3%	70	0.3%
Sport Goods, Hobby, Book, & Music Stores	15	0.8%	64	0.3%
General Merchandise Stores	5	0.3%	412	2.0%
Miscellaneous Store Retailers	29	1.6%	103	0.5%
Nonstore Retailers	5	0.3%	27	0.1%
Transportation & Warehousing	85	4.7%	1,086	5.4%
Information	38	2.1%	208	1.0%
Finance & Insurance	129	7.1%	511	2.5%
Insurance Carriers & Related Activities; Funds, Trusts &	30	1.6%	140	0.7%
Real Estate, Rental & Leasing	105	5.7%	300	1.5%
Professional, Scientific & Tech Services	76	4.2%	481	2.4%
Legal Services	16	0.9%	45	0.2%
Management of Companies & Enterprises	2	0.1%	46	0.2%
Administrative & Support & Waste Management & Remediation	51	2.8%	819	4.1%
Educational Services	46	2.5%	1,395	6.9%
Health Care & Social Assistance	117	6.4%	1,671	8.3%
Arts, Entertainment & Recreation	31	1.7%	136	0.7%
Accommodation & Food Services	109	6.0%	1,295	6.4%
Accommodation	29	1.6%	235	1.2%
Food Services & Drinking Places	80	4.4%	1,060	5.3%
Other Services (except Public Administration)	206	11.3%	654	3.2%
Automotive Repair & Maintenance	34	1.9%	106	0.5%
Public Administration	129	7.1%	1,846	9.1%
Unclassified Establishments	62	3.4%	53	0.3%
Total	1,827	100.0%	20,188	100.0%

July 18, 2016

Retail MarketPlace Profile

Hermiston Trade Area
Geography: ZIP Code

DLCD Economic Development

Summary Demographics

2016 Population	50,415
2016 Households	16,844
2016 Median Disposable Income	$39,017
2016 Per Capita Income	$20,673

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	$543,223,345	$518,384,094	$24,839,251	2.3	320
Total Retail Trade	44-45	$494,937,257	$482,432,688	$12,504,569	1.3	237
Total Food & Drink	722	$48,286,088	$35,951,406	$12,334,682	14.6	83

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	$110,498,540	$109,920,958	$577,582	0.3	40
Automobile Dealers	4411	$88,492,301	$84,569,071	$3,923,230	2.3	15
Other Motor Vehicle Dealers	4412	$14,048,912	$13,223,307	$825,605	3.0	10
Auto Parts, Accessories & Tire Stores	4413	$7,957,327	$12,128,580	-$4,171,253	-20.8	15
Furniture & Home Furnishings Stores	442	$13,776,042	$6,427,259	$7,348,783	36.4	11
Furniture Stores	4421	$8,376,101	$4,075,201	$4,300,900	34.5	5
Home Furnishings Stores	4422	$5,399,941	$2,352,058	$3,047,883	39.3	6
Electronics & Appliance Stores	443	$30,842,660	$7,264,295	$23,578,365	61.9	10
Bldg Materials, Garden Equip. & Supply Stores	444	$23,224,367	$25,908,645	-$2,684,278	-5.5	22
Bldg Material & Supplies Dealers	4441	$18,417,001	$22,469,860	-$4,052,859	-9.9	15
Lawn & Garden Equip & Supply Stores	4442	$4,807,366	$3,438,785	$1,368,581	16.6	7
Food & Beverage Stores	445	$97,295,871	$90,311,113	$6,984,758	3.7	37
Grocery Stores	4451	$86,803,209	$64,663,352	$22,139,857	14.6	21
Specialty Food Stores	4452	$4,743,330	$20,370,334	-$15,627,004	-62.2	12
Beer, Wine & Liquor Stores	4453	$5,749,332	$5,277,427	$471,905	4.3	4
Health & Personal Care Stores	446,4461	$26,984,094	$13,531,529	$13,452,565	33.2	15
Gasoline Stations	447,4471	$31,460,797	$101,598,850	-$70,138,053	-52.7	18
Clothing & Clothing Accessories Stores	448	$25,039,504	$9,524,801	$15,514,703	44.9	23
Clothing Stores	4481	$17,790,116	$5,669,483	$12,120,633	51.7	13
Shoe Stores	4482	$3,637,549	$1,066,436	$2,571,113	54.7	3
Jewelry, Luggage & Leather Goods Stores	4483	$3,611,839	$2,788,882	$822,957	12.9	7
Sporting Goods, Hobby, Book & Music Stores	451	$15,025,386	$9,249,659	$5,775,727	23.8	19
Sporting Goods/Hobby/Musical Instr Stores	4511	$13,324,769	$8,810,852	$4,513,917	20.4	17
Book, Periodical & Music Stores	4512	$1,700,617	$438,807	$1,261,810	59.0	2
General Merchandise Stores	452	$83,016,057	$93,590,634	-$10,574,577	-6.0	6
Department Stores Excluding Leased Depts.	4521	$63,480,147	$89,579,844	-$26,099,697	-17.1	3
Other General Merchandise Stores	4529	$19,535,910	$4,010,790	$15,525,120	65.9	3
Miscellaneous Store Retailers	453	$29,187,788	$13,113,519	$16,074,269	38.0	34
Florists	4531	$470,920	$1,890,099	-$1,419,179	-60.1	5
Office Supplies, Stationery & Gift Stores	4532	$5,936,081	$2,260,659	$3,675,422	44.8	6
Used Merchandise Stores	4533	$4,096,593	$1,487,614	$2,608,979	46.7	8
Other Miscellaneous Store Retailers	4539	$18,684,194	$7,475,147	$11,209,047	42.8	15
Nonstore Retailers	454	$8,586,151	$1,991,426	$6,594,725	62.3	2
Electronic Shopping & Mail-Order Houses	4541	$6,231,309	$1,247,403	$4,983,906	66.6	1
Vending Machine Operators	4542	$371,075	$0	$371,075	100.0	0
Direct Selling Establishments	4543	$1,983,767	$744,023	$1,239,744	45.4	1
Food Services & Drinking Places	722	$48,286,088	$35,951,406	$12,334,682	14.6	83
Full-Service Restaurants	7221	$26,563,175	$20,264,982	$6,298,193	13.4	54
Limited-Service Eating Places	7222	$18,474,932	$14,704,802	$3,770,130	11.4	23
Special Food Services	7223	$753,551	$0	$753,551	100.0	0
Drinking Places - Alcoholic Beverages	7224	$2,494,430	$981,622	$1,512,808	43.5	6

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.
http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf
Source: Esri and Infogroup. Retail MarketPlace 2016 Release 1 (2015 data in 2016 geography) Copyright 2016 Infogroup, Inc. All rights reserved.

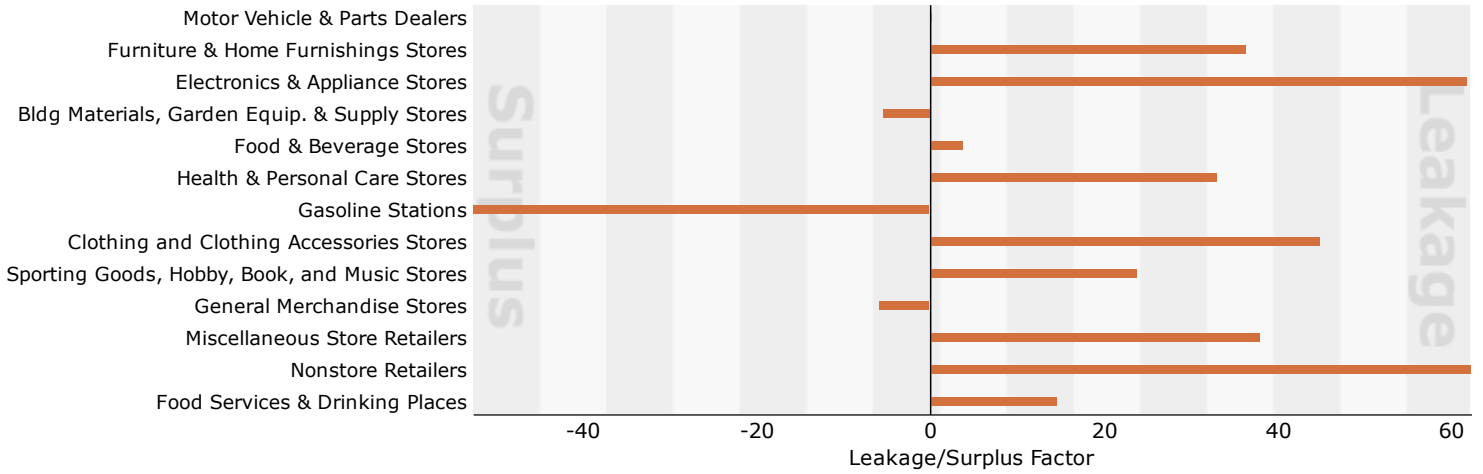July 18, 2016

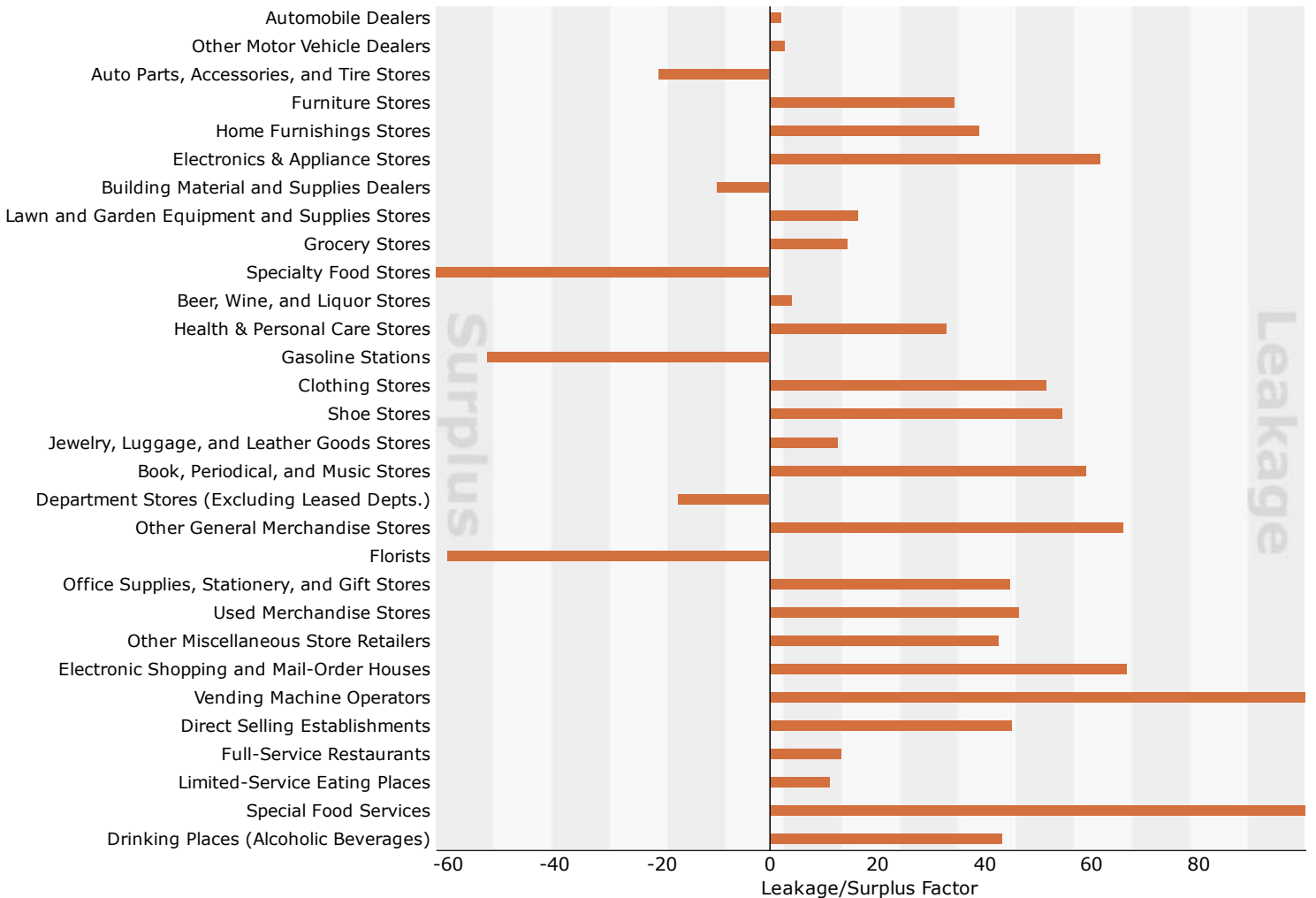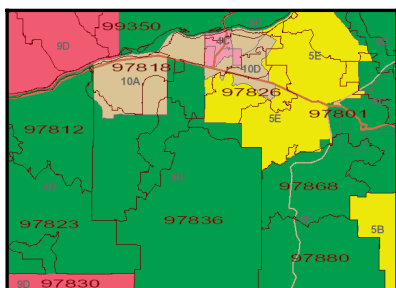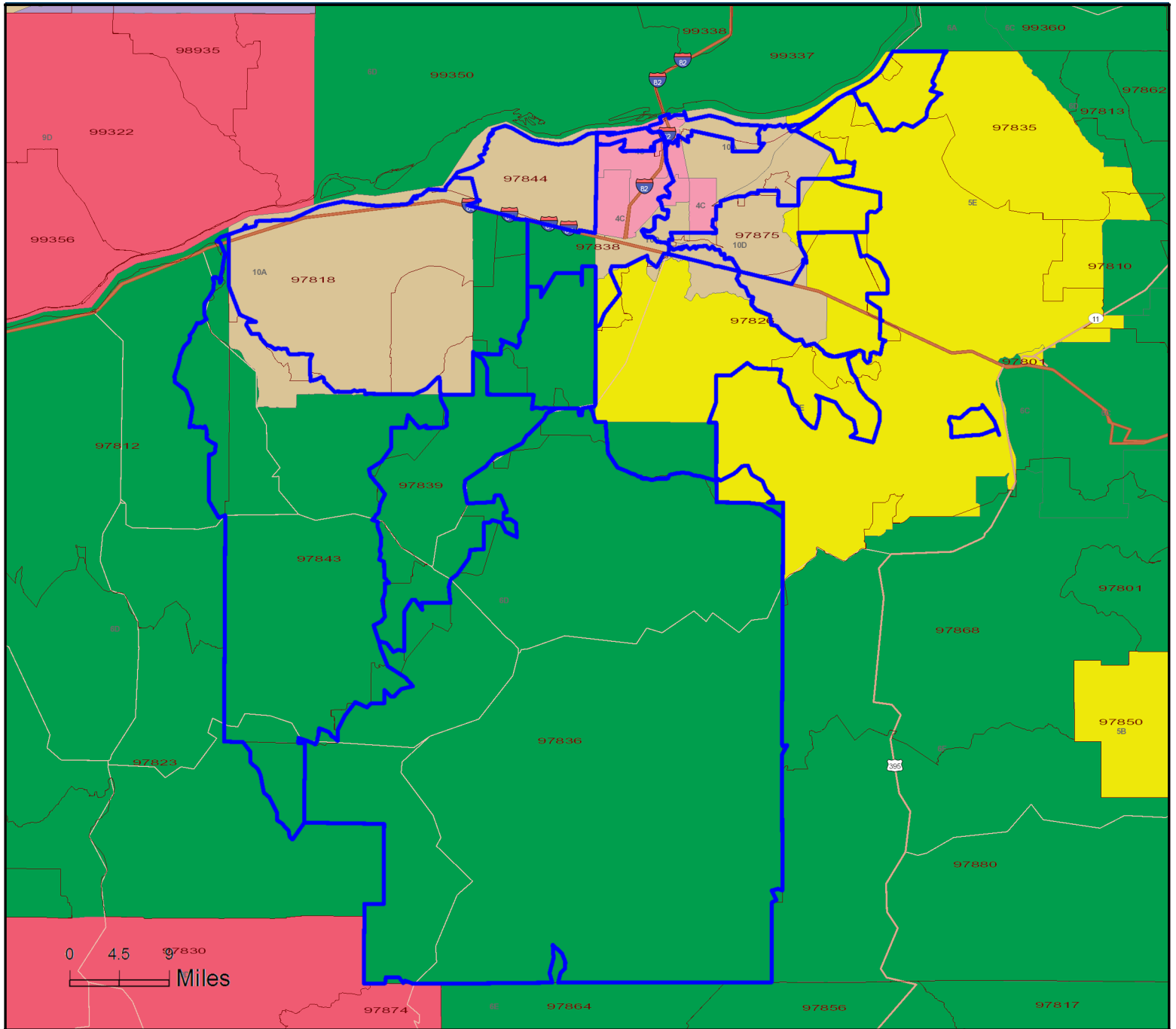## Leakage/Surplus Factor by Industry Subsector

Leakage/Surplus Factor by Industry Group

July 18, 2016

Dominant Tapestry Map

Hermiston Trade Area
97818 (Boardman) et al.
Geography: ZIP Code

DLCD Economic Development

98935

99350

99338

99360

99337

97862

97813

97835

99322

97844

5E

97810

99356

99323

97838

97875

97839

97843

97836

97823

97830

97818

10A

10D

97826

97801

97868

97801

97850
5B

97880

97874

97864

97856

97817

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Miles

Tapestry LifeMode

L1: Affluent Estates	L8: Middle Ground
L2: Upscale Avenues	L9: Senior Styles
L3: Uptown Individuals	L10: Rustic Outposts
L4: Family Landscapes	L11: Midtown Singles
L5: GenXurban	L12: Hometown
L6: Cozy Country	L13: Next Wave
L7: Ethnic Enclaves	L14: Scholars and Patriots
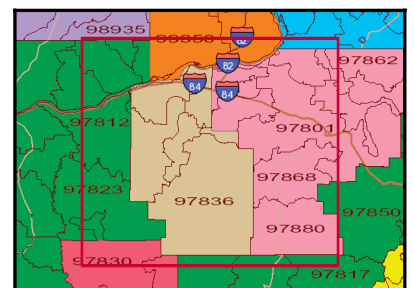
99350

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97880

98935

97862

97812

97801

97823

97868

97836

97850

97830

97880

97817

July 18, 2016

Dominant Tapestry Map

Hermiston Trade Area
97818 (Boardman) et al.
Geography: ZIP Code

DLCD Economic Development

Tapestry Segmentation

Tapestry Segmentation represents the latest generation of market segmentation systems that began over 30 years ago. The 68-segment Tapestry Segmentation system classifies U.S. neighborhoods based on their socioeconomic and demographic composition. Each segment is identified by its two-digit Segment Code. Match the two-digit segment labels on the map to the list below. Click each segment below for a detailed description.

Segment 1A (Top Tier)
Segment 1B (Professional Pride)
Segment 1C (Boomburbs)
Segment 1D (Savvy Suburbanites)
Segment 1E (Exurbanites)
Segment 2A (Urban Chic)
Segment 2B (Pleasantville)
Segment 2C (Pacific Heights)
Segment 2D (Enterprising Professionals)
Segment 3A (Laptops and Lattes)
Segment 3B (Metro Renters)
Segment 3C (Trendsetters)
Segment 4A (Soccer Moms)
Segment 4B (Home Improvement)
Segment 4C (Middleburg)
Segment 5A (Comfortable Empty Nesters)
Segment 5B (In Style)
Segment 5C (Parks and Rec)
Segment 5D (Rustbelt Traditions)
Segment 5E (Midlife Constants)
Segment 6A (Green Acres)
Segment 6B (Salt of the Earth)
Segment 6C (The Great Outdoors)
Segment 6D (Prairie Living)
Segment 6E (Rural Resort Dwellers)
Segment 6F (Heartland Communities)
Segment 7A (Up and Coming Families)
Segment 7B (Urban Villages)
Segment 7C (American Dreamers)
Segment 7D (Barrios Urbanos)
Segment 7E (Valley Growers)
Segment 7F (Southwestern Families)
Segment 8A (City Lights)
Segment 8B (Emerald City)

Segment 8C (Bright Young Professionals)
Segment 8D (Downtown Melting Pot)
Segment 8E (Front Porches)
Segment 8F (Old and Newcomers)
Segment 8G (Hardscrabble Road)
Segment 9A (Silver & Gold)
Segment 9B (Golden Years)
Segment 9C (The Elders)
Segment 9D (Senior Escapes)
Segment 9E (Retirement Communities)
Segment 9F (Social Security Set)
Segment 10A (Southern Satellites)
Segment 10B (Rooted Rural)
Segment 10C (Diners & Miners)
Segment 10D (Down the Road)
Segment 10E (Rural Bypasses)
Segment 11A (City Strivers)
Segment 11B (Young and Restless)
Segment 11C (Metro Fusion)
Segment 11D (Set to Impress)
Segment 11E (City Commons)
Segment 12A (Family Foundations)
Segment 12B (Traditional Living)
Segment 12C (Small Town Simplicity)
Segment 12D (Modest Income Homes)
Segment 13A (International Marketplace)
Segment 13B (Las Casas)
Segment 13C (NeWest Residents)
Segment 13D (Fresh Ambitions)
Segment 13E (High Rise Renters)
Segment 14A (Military Proximity)
Segment 14B (College Towns)
Segment 14C (Dorms to Diplomas)
Segment 15 (Unclassified)

Source: Esri

July 18, 2016

Top Twenty Tapestry Segments

| Rank | Tapestry Segment | 2016 Households | | 2016 U.S. Households | | |
		Percent	Cumulative Percent	Percent	Cumulative Percent	Index
1	Southern Satellites (10A)	20.7%	20.7%	3.2%	3.2%	654
2	Middleburg (4C)	17.3%	38.0%	2.8%	6.0%	613
3	Down the Road (10D)	11.5%	49.5%	1.1%	7.1%	1,008
4	Prairie Living (6D)	7.1%	56.6%	1.1%	8.2%	648
5	Old and Newcomers (8F)	6.4%	63.0%	2.3%	10.5%	277
	Subtotal	**63.0%**		**10.5%**		
6	Barrios Urbanos (7D)	6.4%	69.4%	1.0%	11.5%	616
7	Valley Growers (7E)	4.5%	73.9%	0.2%	11.7%	1,849
8	Rustbelt Traditions (5D)	3.8%	77.7%	2.2%	13.9%	173
9	Up and Coming Families (7A)	3.3%	81.0%	2.3%	16.2%	145
10	Traditional Living (12B)	3.0%	84.0%	2.0%	18.2%	152
	Subtotal	**21.0%**		**7.7%**		
11	Bright Young Professionals (8C)	2.8%	86.8%	2.2%	20.4%	127
12	Heartland Communities (6F)	2.6%	89.4%	2.4%	22.8%	111
13	Front Porches (8E)	2.3%	91.7%	1.6%	24.4%	140
14	Fresh Ambitions (13D)	2.1%	93.8%	0.6%	25.0%	330
15	Green Acres (6A)	1.5%	95.3%	3.2%	28.2%	48
	Subtotal	**11.3%**		**10.0%**		
16	In Style (5B)	1.5%	96.8%	2.3%	30.5%	67
17	Rooted Rural (10B)	1.4%	98.2%	2.0%	32.5%	72
18	Rural Resort Dwellers (6E)	1.3%	99.5%	1.0%	33.5%	124
19	The Great Outdoors (6C)	0.4%	99.9%	1.6%	35.1%	23
	Subtotal	**4.6%**		**6.9%**		
	Total	**100.0%**		**35.2%**		**284**

Top Ten Tapestry Segments Site vs. U.S.
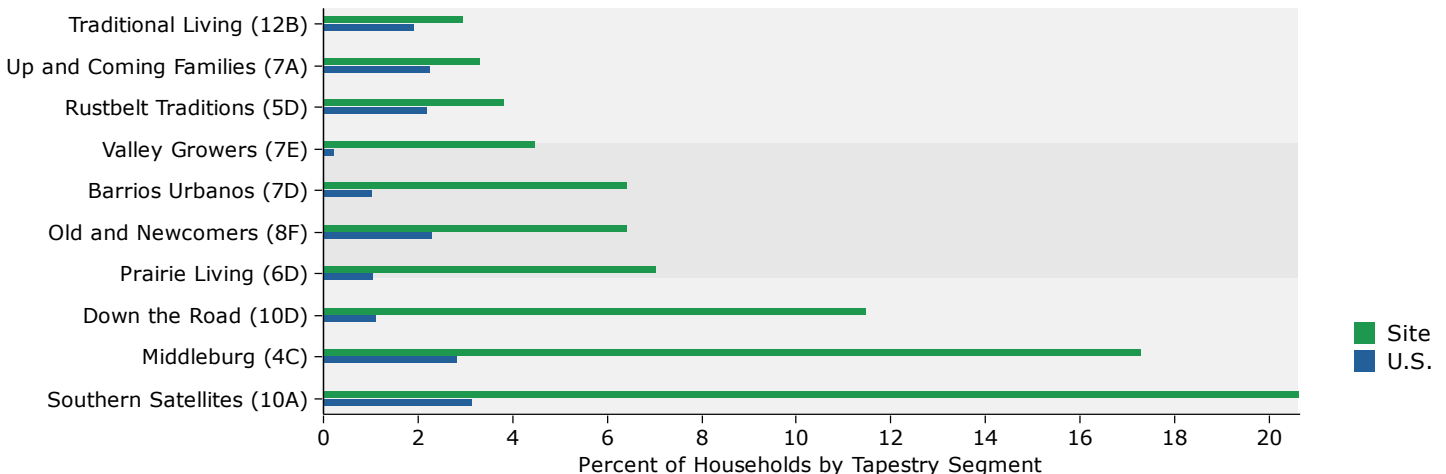
Percent of Households by Tapestry Segment

Legend: ■ Site ■ 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

July 18, 2016

2016 Tapestry Indexes by Households

Index

2016 Tapestry Indexes by Total Population 18+

Index

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or 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.
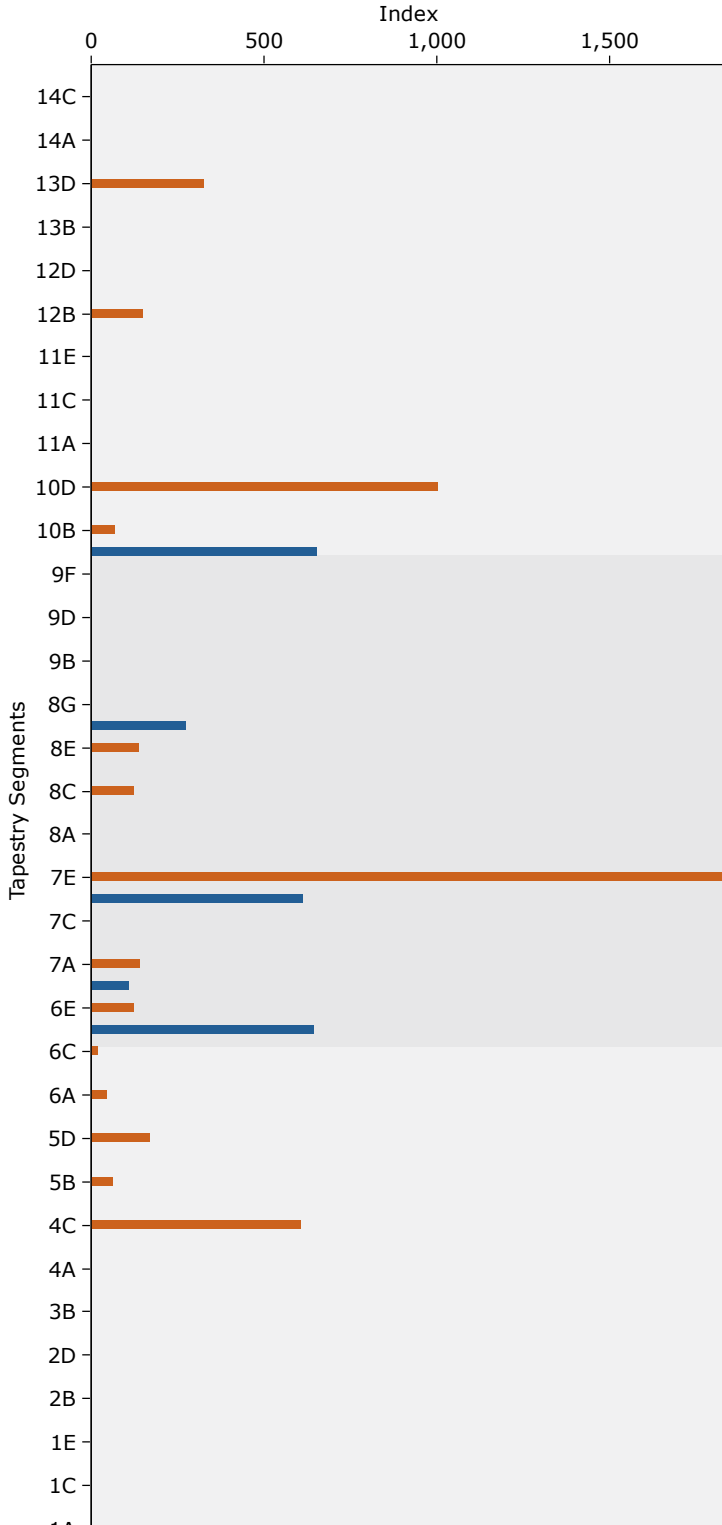**Source:** Esri

July 18, 2016

Tapestry LifeMode Groups	2016 Households			2016 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	16,844	100.0%		36,669	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	**2,920**	**17.3%**	**232**	**6,192**	**16.9%**	**220**
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	2,920	17.3%	613	6,192	16.9%	600
5. GenXurban	**902**	**5.4%**	**46**	**1,876**	**5.1%**	**47**
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
In Style (5B)	254	1.5%	67	555	1.5%	72
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	648	3.8%	173	1,321	3.6%	172
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
6. Cozy Country Living	**2,161**	**12.8%**	**105**	**6,099**	**16.6%**	**140**
Green Acres (6A)	260	1.5%	48	562	1.5%	47
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	61	0.4%	23	127	0.3%	23
Prairie Living (6D)	1,188	7.1%	648	2,404	6.6%	625
Rural Resort Dwellers (6E)	213	1.3%	124	393	1.1%	114
Heartland Communities (6F)	439	2.6%	111	2,613	7.1%	324
7. Ethnic Enclaves	**2,401**	**14.3%**	**203**	**5,119**	**14.0%**	**173**
Up and Coming Families (7A)	559	3.3%	145	1,168	3.2%	132
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)	1,083	6.4%	616	2,380	6.5%	521
Valley Growers (7E)	759	4.5%	1,849	1,571	4.3%	1,344
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.
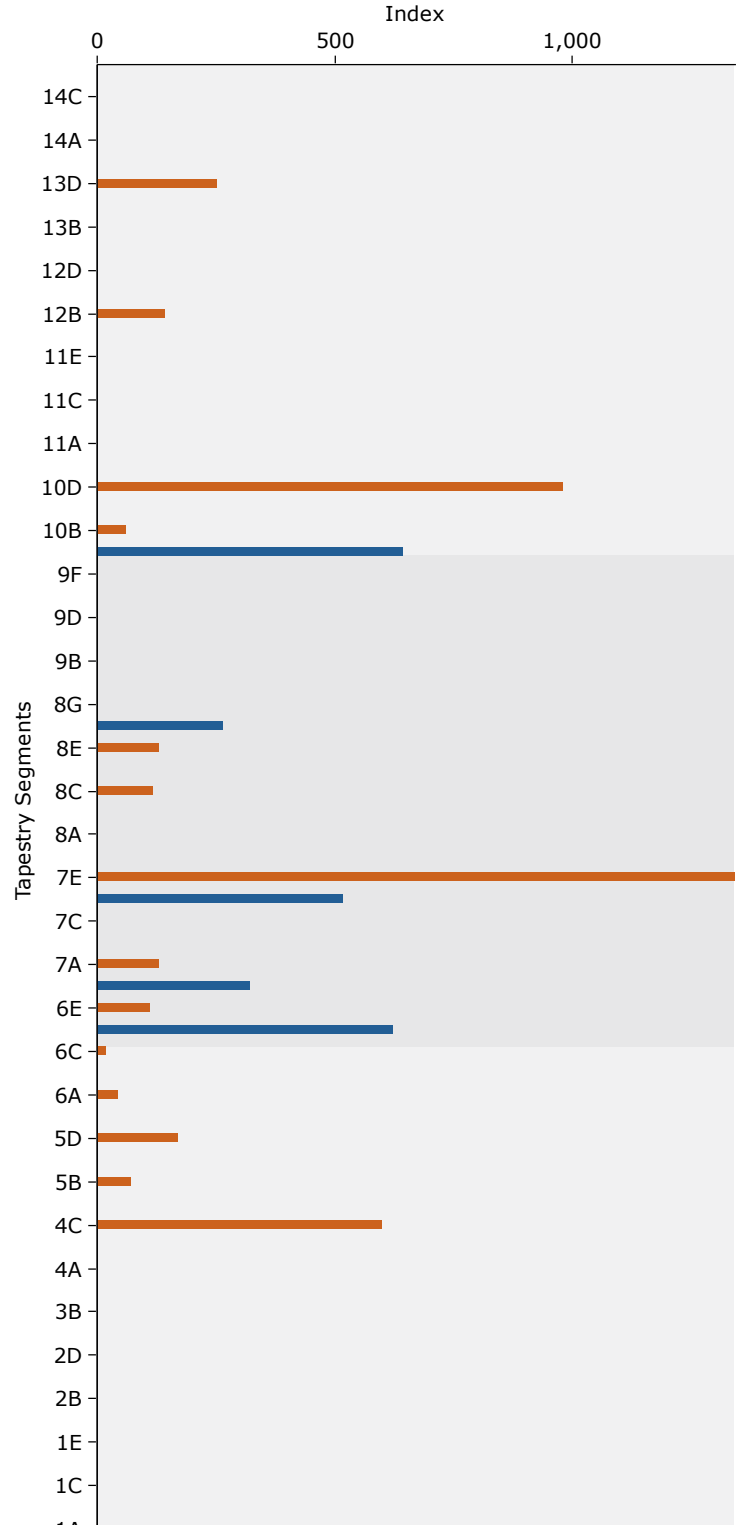**Source:** Esri

July 18, 2016

Tapestry LifeMode Groups	2016 Households			2016 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	16,844	100.0%		36,669	100.0%	
8. Middle Ground	**1,939**	**11.5%**	**104**	**3,581**	**9.8%**	**96**
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)	476	2.8%	127	868	2.4%	118
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	379	2.3%	140	746	2.0%	132
Old and Newcomers (8F)	1,084	6.4%	277	1,967	5.4%	267
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	**5,660**	**33.6%**	**399**	**12,184**	**33.2%**	**394**
Southern Satellites (10A)	3,479	20.7%	654	7,564	20.6%	646
Rooted Rural (10B)	243	1.4%	72	457	1.2%	63
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	1,938	11.5%	1,008	4,163	11.4%	983
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	**502**	**3.0%**	**47**	**975**	**2.7%**	**45**
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	502	3.0%	152	975	2.7%	146
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	**359**	**2.1%**	**54**	**643**	**1.8%**	**39**
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)	359	2.1%	330	643	1.8%	253
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

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Source: Esri

July 18, 2016

Tapestry Urbanization Groups	2016 Households			2016 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	16,844	100.0%		36,669	100.0%	
1. Principal Urban Center	**359**	**2.1%**	**30**	**643**	**1.8%**	**26**
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)	359	2.1%	330	643	1.8%	253
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	**2,207**	**13.1%**	**77**	**4,569**	**12.5%**	**70**
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	648	3.8%	173	1,321	3.6%	172
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)	1,083	6.4%	616	2,380	6.5%	521
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)	476	2.8%	127	868	2.4%	118
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	**2,219**	**13.2%**	**71**	**4,243**	**11.6%**	**68**
In Style (5B)	254	1.5%	67	555	1.5%	72
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	379	2.3%	140	746	2.0%	132
Old and Newcomers (8F)	1,084	6.4%	277	1,967	5.4%	267
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)	502	3.0%	152	975	2.7%	146
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

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Source: Esri

July 18, 2016

Tapestry Segmentation Area Profile

Hermiston Trade Area
Geography: ZIP Code

DLCD Economic Development

Tapestry Urbanization Groups	2016 Households			2016 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	16,844	100.0%		36,669	100.0%	
4. Suburban Periphery	**559**	**3.3%**	**10**	**1,168**	**3.2%**	**10**
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)	559	3.3%	145	1,168	3.2%	132
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	**6,056**	**36.0%**	**380**	**14,539**	**39.6%**	**438**
Middleburg (4C)	2,920	17.3%	613	6,192	16.9%	600
Heartland Communities (6F)	439	2.6%	111	2,613	7.1%	324
Valley Growers (7E)	759	4.5%	1,849	1,571	4.3%	1,344
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	1,938	11.5%	1,008	4,163	11.4%	983
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
6. Rural	**5,444**	**32.3%**	**189**	**11,507**	**31.4%**	**185**
Green Acres (6A)	260	1.5%	48	562	1.5%	47
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	61	0.4%	23	127	0.3%	23
Prairie Living (6D)	1,188	7.1%	648	2,404	6.6%	625
Rural Resort Dwellers (6E)	213	1.3%	124	393	1.1%	114
Southern Satellites (10A)	3,479	20.7%	654	7,564	20.6%	646
Rooted Rural (10B)	243	1.4%	72	457	1.2%	63
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

July 18, 2016

Disposable Income Profile

Hermiston Trade Area
Geography: ZIP Code

DLCD Economic Development

	Census 2010	2016	2021	2016-2021 Change	2016-2021 Annual Rate
Population	47,882	50,415	51,888	1,473	0.58%
Median Age	33.9	34.5	35.0	0.5	0.29%
Households	16,155	16,844	17,264	420	0.49%
Average Household Size	2.84	2.87	2.89	0.02	0.14%

2016 Households by Disposable Income	Number	Percent
Total	16,844	100.0%
<$15,000	2,551	15.1%
$15,000-$24,999	2,458	14.6%
$25,000-$34,999	2,170	12.9%
$35,000-$49,999	3,514	20.9%
$50,000-$74,999	3,835	22.8%
$75,000-$99,999	1,336	7.9%
$100,000-$149,999	790	4.7%
$150,000-$199,999	126	0.7%
$200,000+	64	0.4%
Median Disposable Income	$39,017	
Average Disposable Income	$46,374	

2016 Disposable Income by Age of Householder	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	845	2,825	2,991	2,965	3,301	2,316	1,601
<$15,000	164	401	315	284	518	475	394
$15,000-$24,999	176	404	343	361	384	334	456
$25,000-$34,999	143	461	341	239	381	367	238
$35,000-$49,999	164	568	770	627	684	451	250
$50,000-$74,999	151	632	796	831	809	439	177
$75,000-$99,999	38	222	280	371	239	144	42
$100,000-$149,999	9	118	104	204	229	84	42
$150,000-$199,999	0	16	28	30	36	15	1
$200,000+	0	3	14	18	21	7	1
Median Disposable Income	$29,939	$37,827	$43,146	$49,044	$41,620	$34,345	$23,340
Average Disposable Income	$35,683	$44,768	$49,624	$55,118	$50,068	$41,595	$31,885

July 18, 2016

Demographic Summary	2016	2021
Population	50,415	51,888
Population 18+	36,669	37,759
Households	16,844	17,264
Median Household Income	$49,559	$54,585

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	17,443	47.6%	101
Bought any women's clothing in last 12 months	16,574	45.2%	103
Bought clothing for child <13 years in last 6 months	11,458	31.2%	113
Bought any shoes in last 12 months	19,915	54.3%	101
Bought costume jewelry in last 12 months	6,944	18.9%	97
Bought any fine jewelry in last 12 months	6,439	17.6%	96
Bought a watch in last 12 months	4,064	11.1%	101
Automobiles (Households)			
HH owns/leases any vehicle	14,961	88.8%	104
HH bought/leased new vehicle last 12 mo	1,410	8.4%	89
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	32,711	89.2%	105
Bought/changed motor oil in last 12 months	20,832	56.8%	116
Had tune-up in last 12 months	10,953	29.9%	99
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	23,434	63.9%	98
Drank regular cola in last 6 months	17,981	49.0%	109
Drank beer/ale in last 6 months	14,643	39.9%	94
Cameras (Adults)			
Own digital point & shoot camera	10,199	27.8%	95
Own digital single-lens reflex (SLR) camera	2,593	7.1%	82
Bought any camera in last 12 months	2,036	5.6%	97
Printed digital photos in last 12 months	1,182	3.2%	110
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	13,275	36.2%	100
Have a smartphone	19,438	53.0%	90
Have a smartphone: Android phone (any brand)	10,287	28.1%	104
Have a smartphone: Apple iPhone	7,049	19.2%	74
Number of cell phones in household: 1	5,381	31.9%	99
Number of cell phones in household: 2	6,379	37.9%	101
Number of cell phones in household: 3+	4,117	24.4%	96
HH has cell phone only (no landline telephone)	7,902	46.9%	112
Computers (Households)			
HH owns a computer	12,205	72.5%	94
HH owns desktop computer	7,293	43.3%	96
HH owns laptop/notebook	8,440	50.1%	92
HH owns any Apple/Mac brand computer	1,683	10.0%	66
HH owns any PC/non-Apple brand computer	11,212	66.6%	98
HH purchased most recent computer in a store	6,067	36.0%	96
HH purchased most recent computer online	1,960	11.6%	89
Spent <$500 on most recent home computer	2,727	16.2%	111
Spent $500-$999 on most recent home computer	3,089	18.3%	96
Spent $1,000-$1,499 on most recent home computer	1,294	7.7%	81
Spent $1,500-$1,999 on most recent home computer	579	3.4%	75
Spent $2,000+ on most recent home computer	525	3.1%	79

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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July 18, 2016

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	18,592	50.7%	100
Bought brewed coffee at convenience store in last 30 days	5,818	15.9%	101
Bought cigarettes at convenience store in last 30 days	6,186	16.9%	135
Bought gas at convenience store in last 30 days	14,963	40.8%	124
Spent at convenience store in last 30 days: <$20	2,317	6.3%	78
Spent at convenience store in last 30 days: $20-$39	3,073	8.4%	93
Spent at convenience store in last 30 days: $40-$50	2,929	8.0%	105
Spent at convenience store in last 30 days: $51-$99	1,811	4.9%	112
Spent at convenience store in last 30 days: $100+	10,758	29.3%	128
Entertainment (Adults)			
Attended a movie in last 6 months	19,754	53.9%	91
Went to live theater in last 12 months	3,524	9.6%	74
Went to a bar/night club in last 12 months	5,119	14.0%	84
Dined out in last 12 months	15,532	42.4%	94
Gambled at a casino in last 12 months	4,706	12.8%	94
Visited a theme park in last 12 months	5,404	14.7%	84
Viewed movie (video-on-demand) in last 30 days	4,796	13.1%	77
Viewed TV show (video-on-demand) in last 30 days	3,151	8.6%	67
Watched any pay-per-view TV in last 12 months	4,596	12.5%	95
Downloaded a movie over the Internet in last 30 days	1,942	5.3%	74
Downloaded any individual song in last 6 months	6,896	18.8%	92
Watched a movie online in the last 30 days	4,533	12.4%	77
Watched a TV program online in last 30 days	3,981	10.9%	73
Played a video/electronic game (console) in last 12 months	4,028	11.0%	105
Played a video/electronic game (portable) in last 12 months	1,695	4.6%	102
Financial (Adults)			
Have home mortgage (1st)	10,951	29.9%	96
Used ATM/cash machine in last 12 months	16,796	45.8%	93
Own any stock	1,990	5.4%	71
Own U.S. savings bond	1,490	4.1%	77
Own shares in mutual fund (stock)	1,988	5.4%	75
Own shares in mutual fund (bonds)	1,222	3.3%	69
Have interest checking account	9,646	26.3%	93
Have non-interest checking account	11,270	30.7%	109
Have savings account	18,671	50.9%	94
Have 401K retirement savings plan	4,876	13.3%	92
Own/used any credit/debit card in last 12 months	26,977	73.6%	99
Avg monthly credit card expenditures: <$111	4,830	13.2%	114
Avg monthly credit card expenditures: $111-$225	2,366	6.5%	94
Avg monthly credit card expenditures: $226-$450	2,163	5.9%	93
Avg monthly credit card expenditures: $451-$700	1,690	4.6%	86
Avg monthly credit card expenditures: $701-$1,000	1,046	2.9%	66
Avg monthly credit card expenditures: $1,001+	2,028	5.5%	61
Did banking online in last 12 months	12,050	32.9%	92
Did banking on mobile device in last 12 months	4,771	13.0%	93
Paid bills online in last 12 months	14,789	40.3%	94

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Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	12,446	73.9%	106
Used bread in last 6 months	15,975	94.8%	101
Used chicken (fresh or frozen) in last 6 months	11,517	68.4%	99
Used turkey (fresh or frozen) in last 6 months	2,532	15.0%	95
Used fish/seafood (fresh or frozen) in last 6 months	9,091	54.0%	99
Used fresh fruit/vegetables in last 6 months	14,394	85.5%	100
Used fresh milk in last 6 months	15,135	89.9%	102
Used organic food in last 6 months	2,631	15.6%	79
Health (Adults)			
Exercise at home 2+ times per week	9,833	26.8%	95
Exercise at club 2+ times per week	3,223	8.8%	68
Visited a doctor in last 12 months	27,624	75.3%	99
Used vitamin/dietary supplement in last 6 months	18,623	50.8%	96
Home (Households)			
Any home improvement in last 12 months	4,490	26.7%	99
Used housekeeper/maid/professional HH cleaning service in last 12	1,645	9.8%	74
Purchased low ticket HH furnishings in last 12 months	2,579	15.3%	95
Purchased big ticket HH furnishings in last 12 months	3,325	19.7%	94
Bought any small kitchen appliance in last 12 months	3,759	22.3%	101
Bought any large kitchen appliance in last 12 months	2,328	13.8%	109
Insurance (Adults/Households)			
Currently carry life insurance	16,245	44.3%	104
Carry medical/hospital/accident insurance	23,776	64.8%	99
Carry homeowner insurance	17,858	48.7%	104
Carry renter's insurance	2,590	7.1%	87
Have auto insurance: 1 vehicle in household covered	5,172	30.7%	100
Have auto insurance: 2 vehicles in household covered	4,852	28.8%	101
Have auto insurance: 3+ vehicles in household covered	3,951	23.5%	107
Pets (Households)			
Household owns any pet	10,280	61.0%	114
Household owns any cat	4,554	27.0%	121
Household owns any dog	8,257	49.0%	120
Psychographics (Adults)			
Buying American is important to me	17,285	47.1%	111
Usually buy items on credit rather than wait	3,711	10.1%	86
Usually buy based on quality - not price	6,221	17.0%	95
Price is usually more important than brand name	10,475	28.6%	109
Usually use coupons for brands I buy often	6,956	19.0%	100
Am interested in how to help the environment	5,299	14.5%	89
Usually pay more for environ safe product	4,196	11.4%	90
Usually value green products over convenience	3,682	10.0%	96
Likely to buy a brand that supports a charity	12,861	35.1%	100
Reading (Adults)			
Bought digital book in last 12 months	4,179	11.4%	86
Bought hardcover book in last 12 months	6,740	18.4%	88
Bought paperback book in last 12 month	10,433	28.5%	91
Read any daily newspaper (paper version)	8,334	22.7%	87
Read any digital newspaper in last 30 days	10,556	28.8%	86
Read any magazine (paper/electronic version) in last 6 months	32,549	88.8%	98

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	27,584	75.2%	101
Went to family restaurant/steak house: 4+ times a month	10,004	27.3%	99
Went to fast food/drive-in restaurant in last 6 months	33,782	92.1%	102
Went to fast food/drive-in restaurant 9+ times/mo	15,277	41.7%	106
Fast food/drive-in last 6 months: eat in	13,945	38.0%	105
Fast food/drive-in last 6 months: home delivery	2,708	7.4%	96
Fast food/drive-in last 6 months: take-out/drive-thru	18,604	50.7%	109
Fast food/drive-in last 6 months: take-out/walk-in	6,655	18.1%	93
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	9,580	26.1%	82
Own e-reader/tablet: iPad	3,959	10.8%	70
Own any portable MP3 player	10,300	28.1%	91
HH owns 1 TV	3,285	19.5%	95
HH owns 2 TVs	4,338	25.8%	99
HH owns 3 TVs	3,766	22.4%	105
HH owns 4+ TVs	3,223	19.1%	101
HH subscribes to cable TV	6,645	39.5%	79
HH subscribes to fiber optic	659	3.9%	51
HH has satellite dish	5,977	35.5%	140
HH owns DVD/Blu-ray player	10,278	61.0%	101
HH owns camcorder	2,137	12.7%	91
HH owns portable GPS navigation device	4,318	25.6%	93
HH purchased video game system in last 12 mos	1,192	7.1%	89
HH owns Internet video device for TV	878	5.2%	74
Travel (Adults)			
Domestic travel in last 12 months	16,964	46.3%	92
Took 3+ domestic non-business trips in last 12 months	3,308	9.0%	81
Spent on domestic vacations in last 12 months: <$1,000	3,663	10.0%	93
Spent on domestic vacations in last 12 months: $1,000-$1,499	1,799	4.9%	84
Spent on domestic vacations in last 12 months: $1,500-$1,999	1,128	3.1%	86
Spent on domestic vacations in last 12 months: $2,000-$2,999	1,218	3.3%	85
Spent on domestic vacations in last 12 months: $3,000+	1,489	4.1%	74
Domestic travel in the 12 months: used general travel website	1,921	5.2%	77
Foreign travel in last 3 years	5,846	15.9%	66
Took 3+ foreign trips by plane in last 3 years	815	2.2%	49
Spent on foreign vacations in last 12 months: <$1,000	1,066	2.9%	70
Spent on foreign vacations in last 12 months: $1,000-$2,999	816	2.2%	68
Spent on foreign vacations in last 12 months: $3,000+	1,005	2.7%	55
Foreign travel in last 3 years: used general travel website	1,182	3.2%	58
Nights spent in hotel/motel in last 12 months: any	13,448	36.7%	90
Took cruise of more than one day in last 3 years	2,246	6.1%	73
Member of any frequent flyer program	3,450	9.4%	58
Member of any hotel rewards program	3,896	10.6%	75

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