Population

2000 Population	31,231
2010 Population	36,742
2016 Population	38,511
2021 Population	39,491
2000-2010 Annual Rate	1.64%
2010-2016 Annual Rate	0.76%
2016-2021 Annual Rate	0.50%
2016 Male Population	52.8%
2016 Female Population	47.2%
2016 Median Age	33.8

In the identified area, the current year population is 38,511. In 2010, the Census count in the area was 36,742. The rate of change since 2010 was 0.76% annually. The five-year projection for the population in the area is 39,491 representing a change of 0.50% annually from 2016 to 2021. Currently, the population is 52.8% male and 47.2% female.

Median Age

The median age in this area is 33.8, compared to U.S. median age of 38.0.

Race and Ethnicity

2016 White Alone	72.8%
2016 Black Alone	1.1%
2016 American Indian/Alaska Native Alone	1.2%
2016 Asian Alone	1.1%
2016 Pacific Islander Alone	0.2%
2016 Other Race	20.2%
2016 Two or More Races	3.4%
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 71.7 in the identified area, compared to 63.5 for the U.S. as a whole.

Households

2000 Households	10,862
2010 Households	12,250
2016 Total Households	12,727
2021 Total Households	13,007
2000-2010 Annual Rate	1.21%
2010-2016 Annual Rate	0.61%
2016-2021 Annual Rate	0.44%
2016 Average Household Size	2.87

The household count in this area has changed from 12,250 in 2010 to 12,727 in the current year, a change of 0.61% annually. The five-year projection of households is 13,007, a change of 0.44% 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 9,102 in the specified area.

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Median Household Income	
2016 Median Household Income	$48,942
2021 Median Household Income	$54,110
2016-2021 Annual Rate	2.03%
Average Household Income	
2016 Average Household Income	$59,249
2021 Average Household Income	$65,678
2016-2021 Annual Rate	2.08%
Per Capita Income	
2016 Per Capita Income	$20,514
2021 Per Capita Income	$22,542
2016-2021 Annual Rate	1.90%

Households by Income

Current median household income is $48,942 in the area, compared to $54,149 for all U.S. households. Median household income is projected to be $54,110 in five years, compared to $59,476 for all U.S. households

Current average household income is $59,249 in this area, compared to $77,008 for all U.S. households. Average household income is projected to be $65,678 in five years, compared to $84,021 for all U.S. households

Current per capita income is $20,514 in the area, compared to the U.S. per capita income of $29,472. The per capita income is projected to be $22,542 in five years, compared to $32,025 for all U.S. households

Housing	
2000 Total Housing Units	11,721
2000 Owner Occupied Housing Units	7,043
2000 Renter Occupied Housing Units	3,818
2000 Vacant Housing Units	860
2010 Total Housing Units	13,006
2010 Owner Occupied Housing Units	7,721
2010 Renter Occupied Housing Units	4,529
2010 Vacant Housing Units	756
2016 Total Housing Units	13,528
2016 Owner Occupied Housing Units	7,661
2016 Renter Occupied Housing Units	5,066
2016 Vacant Housing Units	801
2021 Total Housing Units	13,816
2021 Owner Occupied Housing Units	7,802
2021 Renter Occupied Housing Units	5,205
2021 Vacant Housing Units	809

Currently, 56.6% of the 13,528 housing units in the area are owner occupied; 37.4%, renter occupied; and 5.9% 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 13,006 housing units in the area - 59.4% owner occupied, 34.8% renter occupied, and 5.8% vacant. The annual rate of change in housing units since 2010 is 1.76%. Median home value in the area is $145,263, compared to a median home value of $198,891 for the U.S. In five years, median value is projected to change by 2.09% annually to $161,085.

July 18, 2016

Traffic Count Map

Hermiston Core Mkt
97826 (Echo) et al.
Geography: ZIP Code

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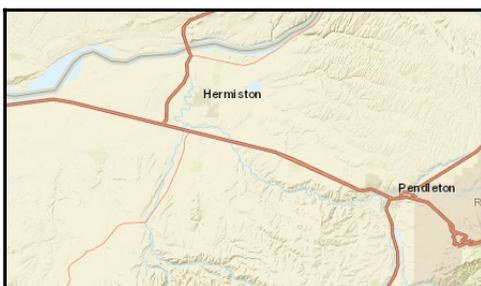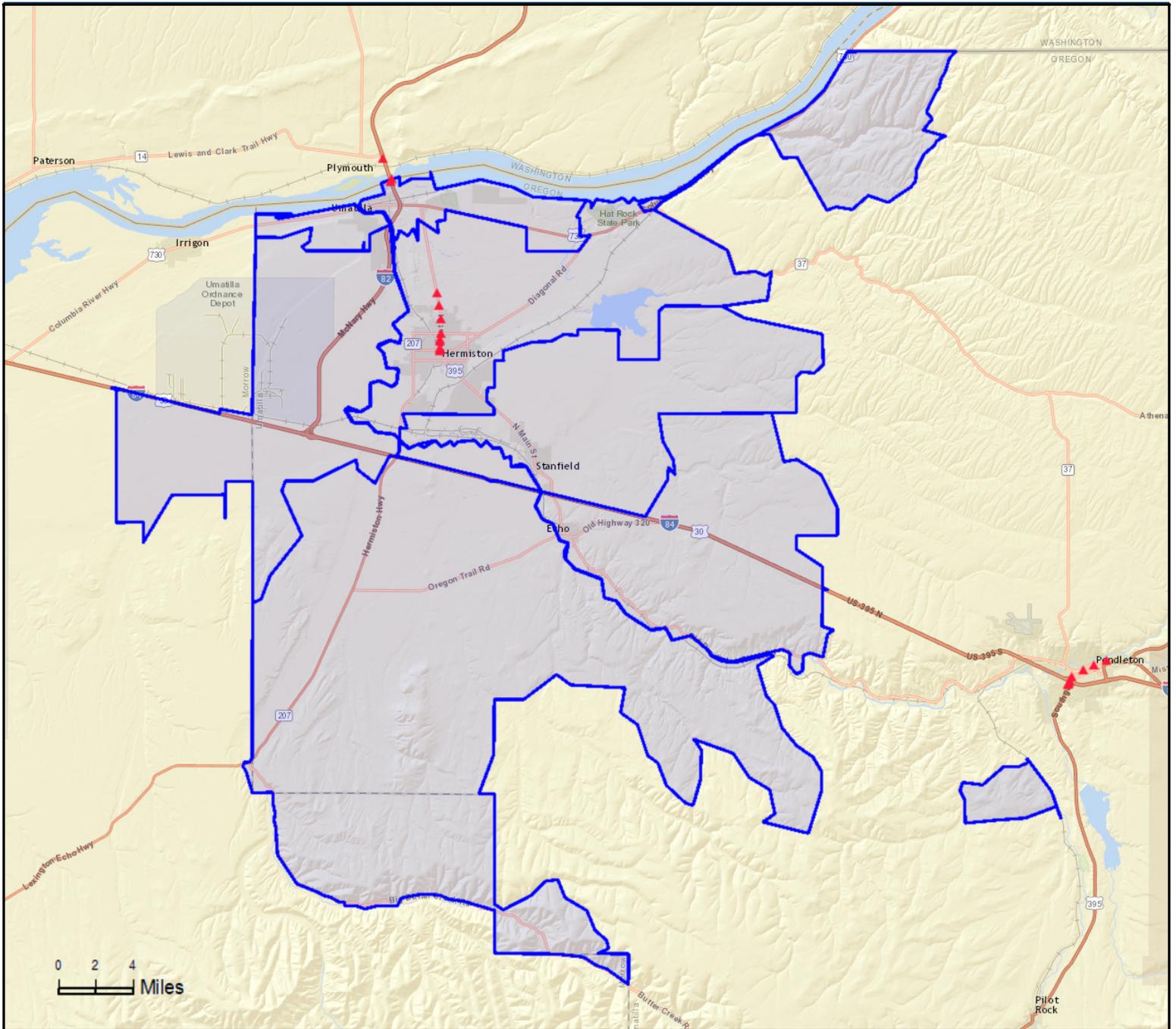
Average Daily Traffic Volume
▲ Up to 6,000 vehicles per day
▲ 6,001 - 15,000
▲ 15,001 - 30,000
▲ 30,001 - 50,000
▲ 50,001 - 100,000
▲ More than 100,000 per day

July 18, 2016

Housing Profile

Hermiston Core Mkt
Geography: ZIP Code

DLCD Economic Development

Population		Households	
2010 Total Population	36,742	2016 Median Household Income	$48,942
2016 Total Population	38,511	2021 Median Household Income	$54,110
2021 Total Population	39,491	2016-2021 Annual Rate	2.03%
2016-2021 Annual Rate	0.50%		

	Census 2010		2016		2021	
Housing Units by Occupancy Status and Tenure	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**
Total Housing Units	13,006	100.0%	13,528	100.0%	13,816	100.0%
Occupied	12,250	94.2%	12,727	94.1%	13,007	94.1%
Owner	7,721	59.4%	7,661	56.6%	7,802	56.5%
Renter	4,529	34.8%	5,066	37.4%	5,205	37.7%
Vacant	756	5.8%	801	5.9%	809	5.9%

	2016		2021	
Owner Occupied Housing Units by Value	**Number**	**Percent**	**Number**	**Percent**
Total	7,661	100.0%	7,802	100.0%
<$50,000	710	9.3%	590	7.6%
$50,000-$99,999	1,310	17.1%	1,241	15.9%
$100,000-$149,999	2,000	26.1%	1,786	22.9%
$150,000-$199,999	1,411	18.4%	1,281	16.4%
$200,000-$249,999	1,027	13.4%	1,153	14.8%
$250,000-$299,999	501	6.5%	715	9.2%
$300,000-$399,999	345	4.5%	564	7.2%
$400,000-$499,999	188	2.5%	249	3.2%
$500,000-$749,999	105	1.4%	138	1.8%
$750,000-$999,999	31	0.4%	43	0.6%
$1,000,000+	33	0.4%	42	0.5%
Median Value	$145,263		$161,085	
Average Value	$172,448		$191,890	

Census 2010 Housing Units	**Number**	**Percent**
Total	13,006	100.0%
In Urbanized Areas	0	0.0%
In Urban Clusters	10,255	78.8%
Rural Housing Units	2,751	21.2%

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Census 2010 Owner Occupied Housing Units by Mortgage Status

	Number	Percent
Total	7,721	100.0%
Owned with a Mortgage/Loan	5,297	68.6%
Owned Free and Clear	2,424	31.4%

Census 2010 Vacant Housing Units by Status

	Number	Percent
Total	756	100.0%
For Rent	226	29.9%
Rented- Not Occupied	15	2.0%
For Sale Only	106	14.0%
Sold - Not Occupied	34	4.5%
Seasonal/Recreational/Occasional Use	95	12.6%
For Migrant Workers	19	2.5%
Other Vacant	265	35.1%

Census 2010 Occupied Housing Units by Age of Householder and Home Ownership

		Owner Occupied Units	
	Occupied Units	Number	% of Occupied
Total	12,247	7,721	63.0%
15-24	704	145	20.6%
25-34	2,150	931	43.3%
35-44	2,289	1,388	60.6%
45-54	2,394	1,669	69.7%
55-64	2,278	1,774	77.9%
65-74	1,313	1,026	78.1%
75-84	793	602	75.9%
85+	326	186	57.1%

Census 2010 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership

		Owner Occupied Units	
	Occupied Units	Number	% of Occupied
Total	12,250	7,723	63.0%
White Alone	9,968	6,608	66.3%
Black/African American	71	29	40.8%
American Indian/Alaska	122	58	47.5%
Asian Alone	106	68	64.2%
Pacific Islander Alone	18	9	50.0%
Other Race Alone	1,701	808	47.5%
Two or More Races	264	143	54.2%
Hispanic Origin	2,961	1,505	50.8%

Census 2010 Occupied Housing Units by Size and Home Ownership

		Owner Occupied Units	
	Occupied Units	Number	% of Occupied
Total	12,247	7,720	63.0%
1-Person	2,707	1,349	49.8%
2-Person	3,860	2,880	74.6%
3-Person	1,921	1,174	61.1%
4-Person	1,731	1,081	62.4%
5-Person	1,141	697	61.1%
6-Person	521	318	61.0%
7+ Person	366	221	60.4%

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

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Business Summary

Data for all businesses in area

Total Businesses:	1,345
Total Employees:	14,245
Total Residential Population:	38,511
Employee/Residential Population Ratio:	0.37:1

by NAICS Codes	Businesses Number	Businesses Percent	Employees Number	Employees Percent
Utilities	19	1.4%	331	2.3%
Construction	97	7.2%	670	4.7%
Manufacturing	45	3.3%	1,438	10.1%
Wholesale Trade	85	6.3%	843	5.9%
Retail Trade	207	15.4%	1,848	13.0%
Motor Vehicle & Parts Dealers	37	2.8%	357	2.5%
Furniture & Home Furnishings Stores	13	1.0%	48	0.3%
Electronics & Appliance Stores	8	0.6%	41	0.3%
Bldg Material & Garden Equipment & Supplies Dealers	20	1.5%	198	1.4%
Food & Beverage Stores	31	2.3%	302	2.1%
Health & Personal Care Stores	18	1.3%	135	0.9%
Gasoline Stations	9	0.7%	115	0.8%
Clothing & Clothing Accessories Stores	21	1.6%	68	0.5%
Sport Goods, Hobby, Book, & Music Stores	12	0.9%	57	0.4%
General Merchandise Stores	5	0.4%	412	2.9%
Miscellaneous Store Retailers	28	2.1%	88	0.6%
Nonstore Retailers	5	0.4%	27	0.2%
Transportation & Warehousing	57	4.2%	889	6.2%
Information	22	1.6%	160	1.1%
Finance & Insurance	103	7.7%	427	3.0%
Insurance Carriers & Related Activities; Funds, Trusts &	26	1.9%	130	0.9%
Real Estate, Rental & Leasing	88	6.5%	262	1.8%
Professional, Scientific & Tech Services	66	4.9%	447	3.1%
Legal Services	13	1.0%	34	0.2%
Management of Companies & Enterprises	1	0.1%	6	0.0%
Administrative & Support & Waste Management & Remediation	42	3.1%	782	5.5%
Educational Services	28	2.1%	952	6.7%
Health Care & Social Assistance	97	7.2%	1,419	10.0%
Arts, Entertainment & Recreation	23	1.7%	120	0.8%
Accommodation & Food Services	84	6.2%	1,152	8.1%
Accommodation	18	1.3%	158	1.1%
Food Services & Drinking Places	66	4.9%	994	7.0%
Other Services (except Public Administration)	151	11.2%	459	3.2%
Automotive Repair & Maintenance	29	2.2%	97	0.7%
Public Administration	53	3.9%	1,260	8.8%
Unclassified Establishments	34	2.5%	30	0.2%
Total	1,345	100.0%	14,245	100.0%

July 18, 2016

Retail MarketPlace Profile

Hermiston Core Mkt
Geography: ZIP Code

DLCD Economic Development

Summary Demographics

2016 Population	38,511
2016 Households	12,727
2016 Median Disposable Income	$38,766
2016 Per Capita Income	$20,514

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	$407,645,962	$427,246,157	-$19,600,195	-2.3	264
Total Retail Trade	44-45	$370,752,574	$394,153,274	-$23,400,700	-3.1	197
Total Food & Drink	722	$36,893,388	$33,092,883	$3,800,505	5.4	67

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	$82,238,767	$105,899,394	-$23,660,627	-12.6	33
Automobile Dealers	4411	$66,060,036	$84,177,306	-$18,117,270	-12.1	14
Other Motor Vehicle Dealers	4412	$10,094,461	$13,223,307	-$3,128,846	-13.4	10
Auto Parts, Accessories & Tire Stores	4413	$6,084,270	$8,498,781	-$2,414,511	-16.6	9
Furniture & Home Furnishings Stores	442	$10,466,591	$6,427,259	$4,039,332	23.9	11
Furniture Stores	4421	$6,385,140	$4,075,201	$2,309,939	22.1	5
Home Furnishings Stores	4422	$4,081,451	$2,352,058	$1,729,393	26.9	6
Electronics & Appliance Stores	443	$23,514,191	$6,356,801	$17,157,390	57.4	7
Bldg Materials, Garden Equip. & Supply Stores	444	$17,185,796	$23,423,617	-$6,237,821	-15.4	19
Bldg Material & Supplies Dealers	4441	$13,716,772	$19,984,832	-$6,268,060	-18.6	12
Lawn & Garden Equip & Supply Stores	4442	$3,469,024	$3,438,785	$30,239	0.4	7
Food & Beverage Stores	445	$73,010,095	$53,693,463	$19,316,632	15.2	27
Grocery Stores	4451	$65,051,784	$43,242,852	$21,808,932	20.1	16
Specialty Food Stores	4452	$3,562,267	$9,762,771	-$6,200,504	-46.5	9
Beer, Wine & Liquor Stores	4453	$4,396,044	$687,840	$3,708,204	72.9	2
Health & Personal Care Stores	446,4461	$19,993,969	$13,350,299	$6,643,670	19.9	14
Gasoline Stations	447,4471	$23,375,557	$60,085,894	-$36,710,337	-44.0	12
Clothing & Clothing Accessories Stores	448	$19,105,365	$8,904,478	$10,200,887	36.4	20
Clothing Stores	4481	$13,550,505	$5,453,495	$8,097,010	42.6	12
Shoe Stores	4482	$2,746,299	$829,416	$1,916,883	53.6	2
Jewelry, Luggage & Leather Goods Stores	4483	$2,808,561	$2,621,567	$186,994	3.4	6
Sporting Goods, Hobby, Book & Music Stores	451	$11,273,266	$8,179,737	$3,093,529	15.9	14
Sporting Goods/Hobby/Musical Instr Stores	4511	$9,958,023	$7,963,557	$1,994,466	11.1	13
Book, Periodical & Music Stores	4512	$1,315,243	$216,180	$1,099,063	71.8	1
General Merchandise Stores	452	$62,627,768	$93,590,634	-$30,962,866	-19.8	6
Department Stores Excluding Leased Depts.	4521	$48,009,333	$89,579,844	-$41,570,511	-30.2	3
Other General Merchandise Stores	4529	$14,618,435	$4,010,790	$10,607,645	56.9	3
Miscellaneous Store Retailers	453	$21,560,801	$12,250,272	$9,310,529	27.5	32
Florists	4531	$351,960	$1,076,604	-$724,644	-50.7	4
Office Supplies, Stationery & Gift Stores	4532	$4,462,566	$2,210,907	$2,251,659	33.7	5
Used Merchandise Stores	4533	$3,155,710	$1,487,614	$1,668,096	35.9	8
Other Miscellaneous Store Retailers	4539	$13,590,565	$7,475,147	$6,115,418	29.0	15
Nonstore Retailers	454	$6,400,408	$1,991,426	$4,408,982	52.5	2
Electronic Shopping & Mail-Order Houses	4541	$4,708,190	$1,247,403	$3,460,787	58.1	1
Vending Machine Operators	4542	$279,069	$0	$279,069	100.0	0
Direct Selling Establishments	4543	$1,413,149	$744,023	$669,126	31.0	1
Food Services & Drinking Places	722	$36,893,388	$33,092,883	$3,800,505	5.4	67
Full-Service Restaurants	7221	$20,301,015	$17,649,283	$2,651,732	7.0	40
Limited-Service Eating Places	7222	$14,056,630	$14,704,802	-$648,172	-2.3	23
Special Food Services	7223	$576,756	$0	$576,756	100.0	0
Drinking Places - Alcoholic Beverages	7224	$1,958,987	$738,798	$1,220,189	45.2	4

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.
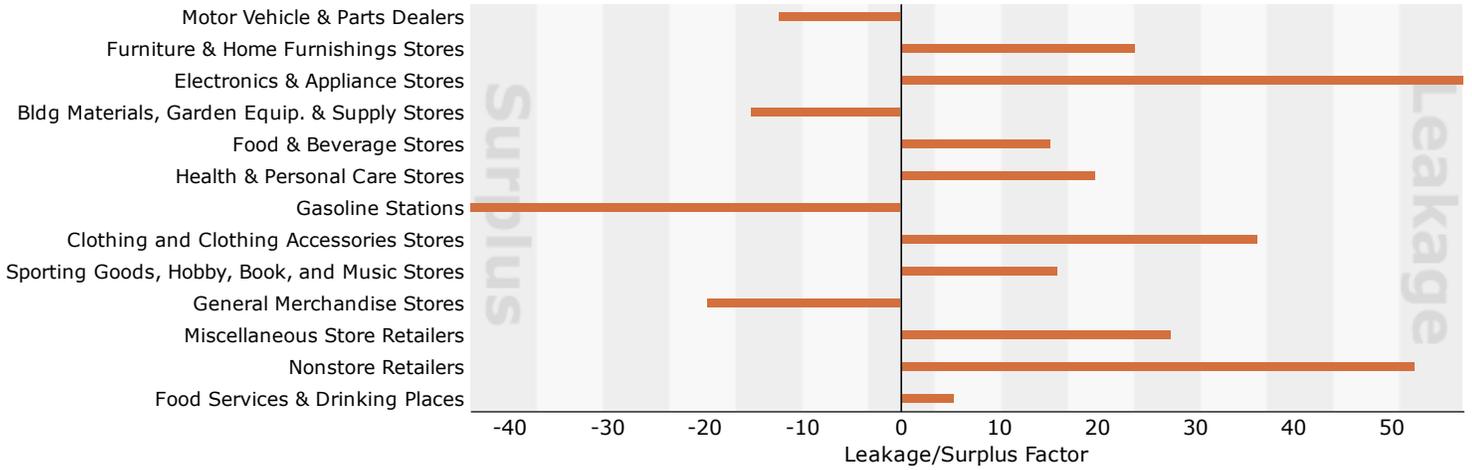
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Leakage/Surplus Factor by Industry Subsector

Leakage/Surplus Factor by Industry Group

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Dominant Tapestry Map

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Geography: ZIP Code

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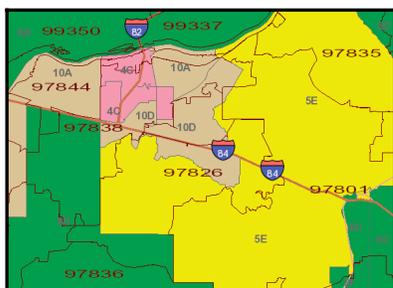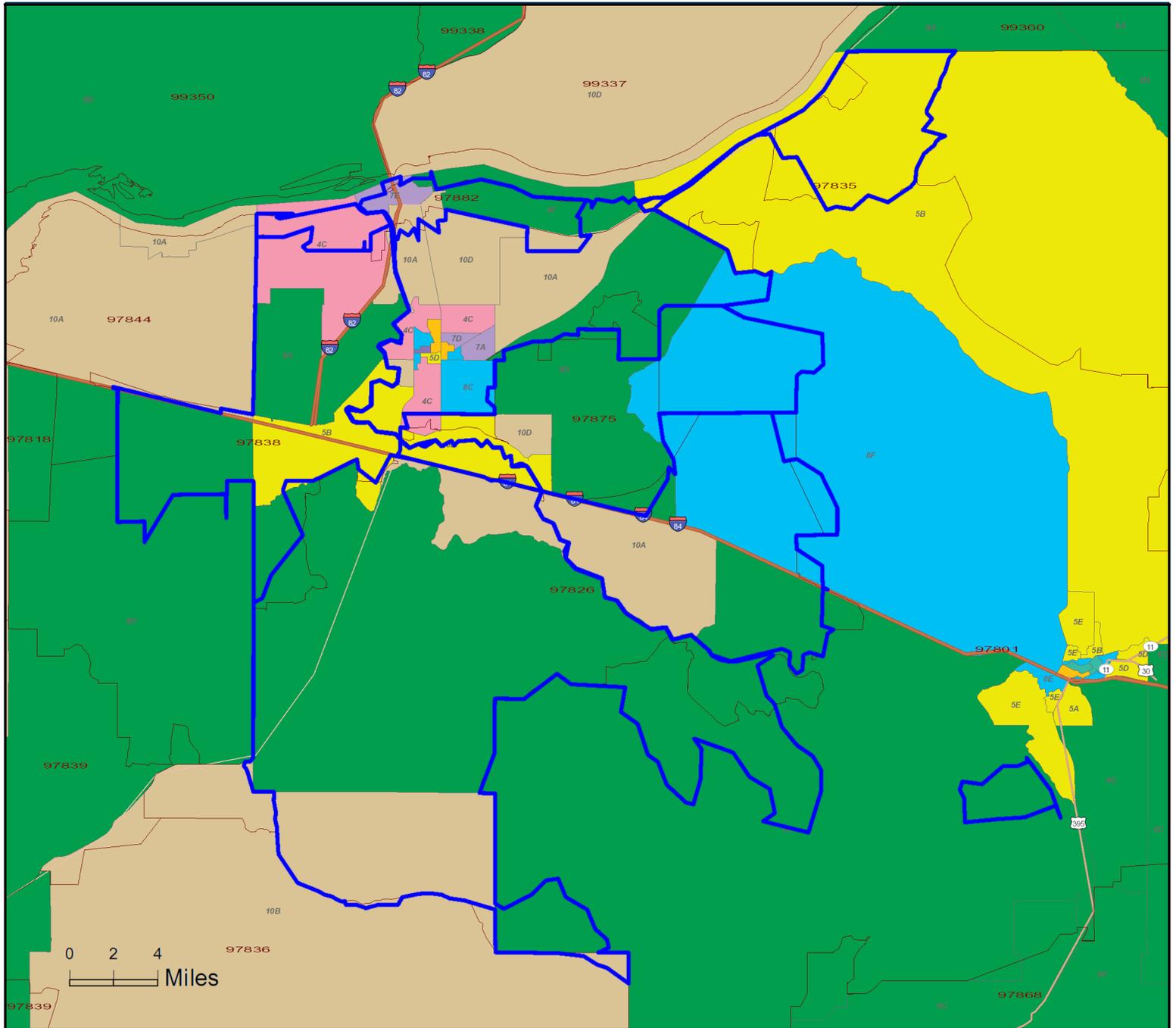
Tapestry LifeMode

- L1: Affluent Estates
- L2: Upscale Avenues
- L3: Uptown Individuals
- L4: Family Landscapes
- L5: GenXurban
- L6: Cozy Country
- L7: Ethnic Enclaves
- L8: Middle Ground
- L9: Senior Styles
- L10: Rustic Outposts
- L11: Midtown Singles
- L12: Hometown
- L13: Next Wave
- L14: Scholars and Patriots
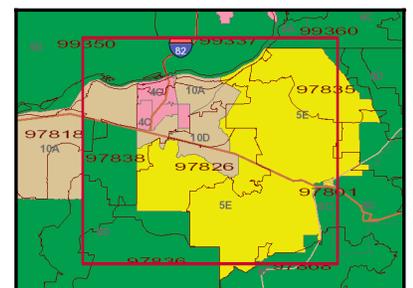
July 18, 2016

Dominant Tapestry Map

Hermiston Core Mkt
97826 (Echo) 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	Middleburg (4C)	22.9%	22.9%	2.8%	2.8%	811
2	Down the Road (10D)	15.2%	38.1%	1.1%	3.9%	1,334
3	Southern Satellites (10A)	12.4%	50.5%	3.2%	7.1%	393
4	Old and Newcomers (8F)	8.5%	59.0%	2.3%	9.4%	366
5	Rustbelt Traditions (5D)	5.1%	64.1%	2.2%	11.6%	229
	Subtotal	**64.1%**		**11.6%**		
6	Up and Coming Families (7A)	4.4%	68.5%	2.3%	13.9%	192
7	Barrios Urbanos (7D)	4.2%	72.7%	1.0%	14.9%	403
8	Traditional Living (12B)	3.9%	76.6%	2.0%	16.9%	201
9	Bright Young Professionals (8C)	3.7%	80.3%	2.2%	19.1%	168
10	Heartland Communities (6F)	3.4%	83.7%	2.4%	21.5%	146
	Subtotal	**19.6%**		**9.9%**		
11	Valley Growers (7E)	3.4%	87.1%	0.2%	21.7%	1,380
12	Front Porches (8E)	3.0%	90.1%	1.6%	23.3%	186
13	Fresh Ambitions (13D)	2.8%	92.9%	0.6%	23.9%	436
14	Prairie Living (6D)	2.4%	95.3%	1.1%	25.0%	219
15	Green Acres (6A)	2.0%	97.3%	3.2%	28.2%	64
	Subtotal	**13.6%**		**6.7%**		
16	In Style (5B)	2.0%	99.3%	2.3%	30.5%	89
17	The Great Outdoors (6C)	0.5%	99.8%	1.6%	32.1%	31
18	Rooted Rural (10B)	0.0%	99.8%	2.0%	34.1%	1
	Subtotal	**2.5%**		**5.9%**		
	Total	**100.0%**		**34.1%**		**293**

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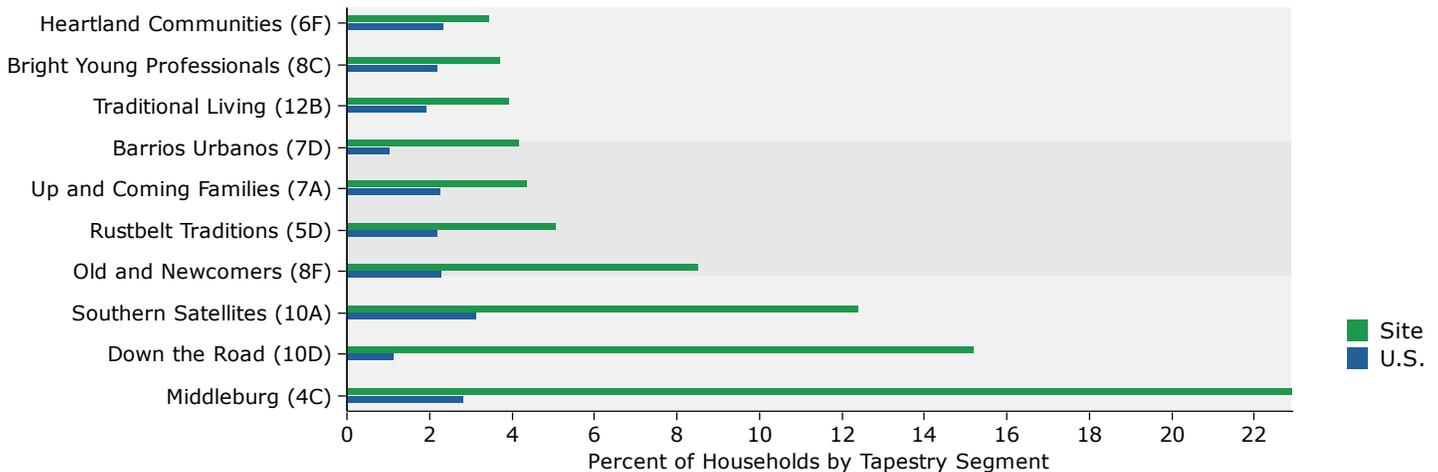
Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population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

July 18, 2016

2016 Tapestry Indexes by Households
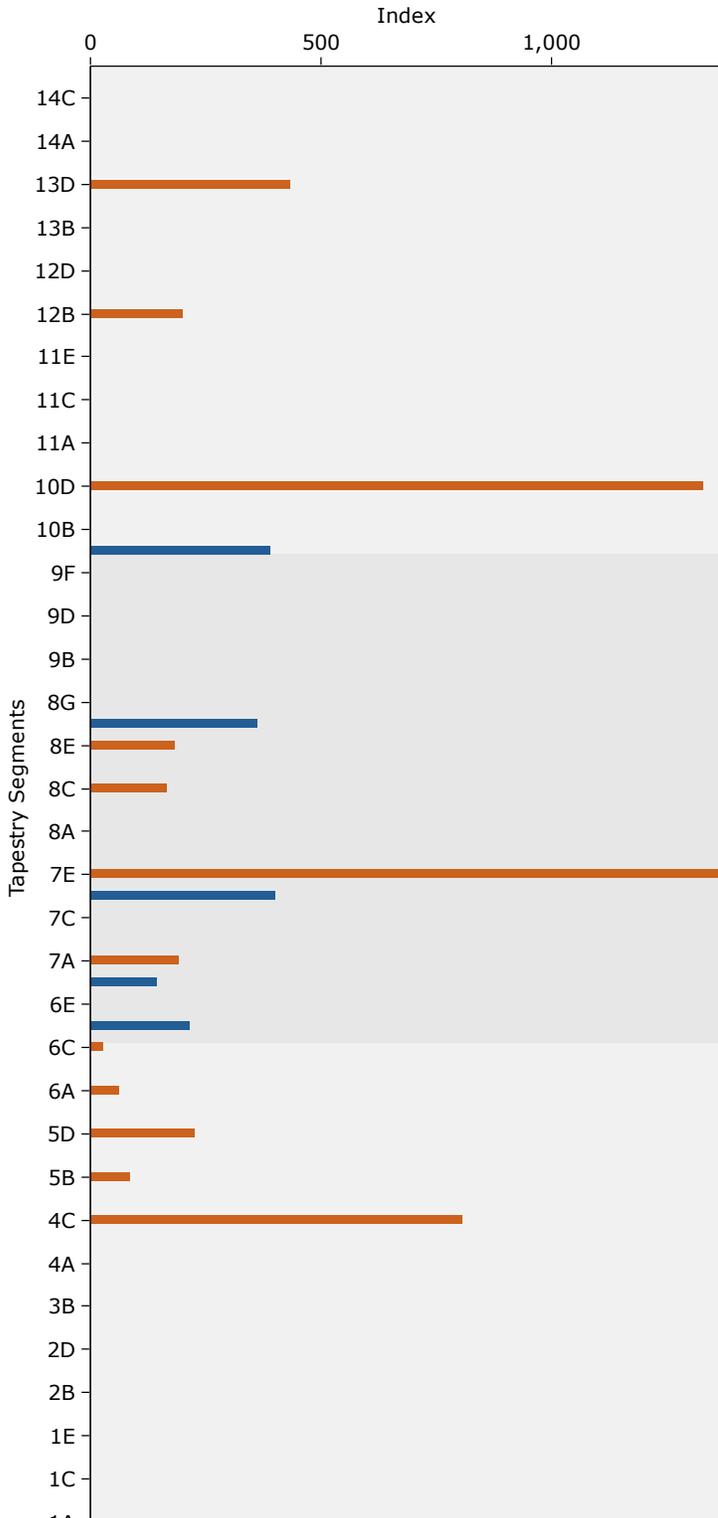
2016 Tapestry Indexes by Total Population 18+

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:	12,727	100.0%		27,918	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**	**22.9%**	**308**	**6,192**	**22.2%**	**288**
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	22.9%	811	6,192	22.2%	788
5. GenXurban	**902**	**7.1%**	**61**	**1,876**	**6.7%**	**61**
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
In Style (5B)	254	2.0%	89	555	2.0%	94
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	648	5.1%	229	1,321	4.7%	226
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
6. Cozy Country Living	**1,064**	**8.4%**	**68**	**3,939**	**14.1%**	**118**
Green Acres (6A)	260	2.0%	64	562	2.0%	61
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	61	0.5%	31	127	0.5%	30
Prairie Living (6D)	304	2.4%	219	637	2.3%	218
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	439	3.4%	146	2,613	9.4%	426
7. Ethnic Enclaves	**1,522**	**12.0%**	**171**	**3,150**	**11.3%**	**140**
Up and Coming Families (7A)	559	4.4%	192	1,168	4.2%	174
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)	535	4.2%	403	1,073	3.8%	309
Valley Growers (7E)	428	3.4%	1,380	909	3.3%	1,021
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

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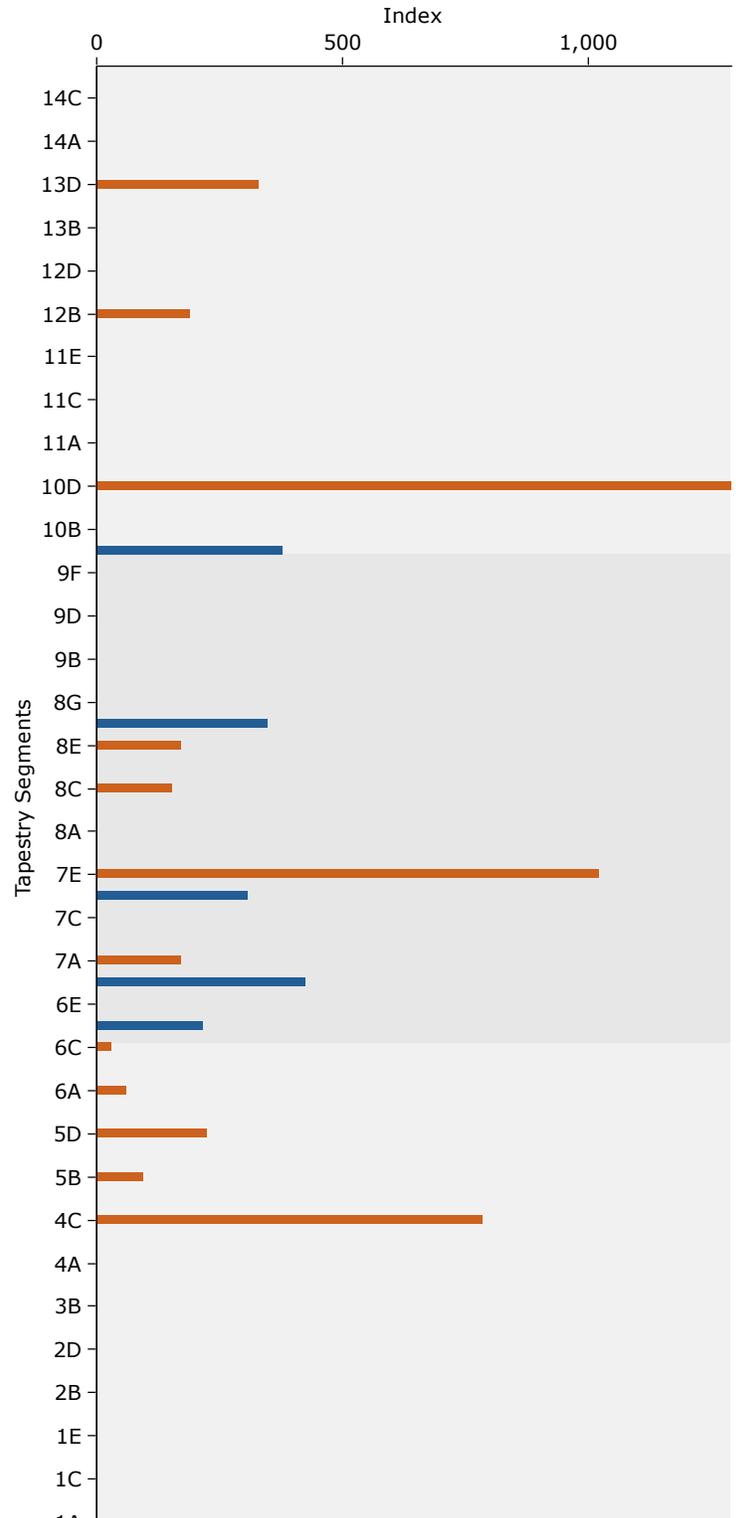**Source:** Esri

July 18, 2016

Tapestry LifeMode Groups	2016 Households			2016 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	12,727	100.0%		27,918	100.0%	
8. Middle Ground	**1,939**	**15.2%**	**138**	**3,581**	**12.8%**	**126**
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	3.7%	168	868	3.1%	155
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	379	3.0%	186	746	2.7%	174
Old and Newcomers (8F)	1,084	8.5%	366	1,967	7.0%	350
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	**3,519**	**27.6%**	**328**	**7,562**	**27.1%**	**321**
Southern Satellites (10A)	1,579	12.4%	393	3,396	12.2%	381
Rooted Rural (10B)	2	0.0%	1	3	0.0%	1
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	1,938	15.2%	1,334	4,163	14.9%	1,292
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**	**3.9%**	**62**	**975**	**3.5%**	**59**
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	502	3.9%	201	975	3.5%	192
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**	**2.8%**	**72**	**643**	**2.3%**	**51**
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	2.8%	436	643	2.3%	332
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 Segmentation Area Profile

Hermiston Core Mkt
Geography: ZIP Code

DLCD Economic Development

Tapestry Urbanization Groups	2016 Households			2016 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	12,727	100.0%		27,918	100.0%	
1. Principal Urban Center	**359**	**2.8%**	**40**	**643**	**2.3%**	**35**
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	2.8%	436	643	2.3%	332
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	**1,659**	**13.0%**	**77**	**3,262**	**11.7%**	**65**
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	648	5.1%	229	1,321	4.7%	226
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)	535	4.2%	403	1,073	3.8%	309
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	3.7%	168	868	3.1%	155
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**	**17.4%**	**95**	**4,243**	**15.2%**	**90**
In Style (5B)	254	2.0%	89	555	2.0%	94
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	379	3.0%	186	746	2.7%	174
Old and Newcomers (8F)	1,084	8.5%	366	1,967	7.0%	350
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	3.9%	201	975	3.5%	192
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

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

July 18, 2016

Tapestry Urbanization Groups	2016 Households			2016 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	12,727	100.0%		27,918	100.0%	
4. Suburban Periphery	**559**	**4.4%**	**14**	**1,168**	**4.2%**	**13**
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	4.4%	192	1,168	4.2%	174
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	**5,725**	**45.0%**	**475**	**13,877**	**49.7%**	**549**
Middleburg (4C)	2,920	22.9%	811	6,192	22.2%	788
Heartland Communities (6F)	439	3.4%	146	2,613	9.4%	426
Valley Growers (7E)	428	3.4%	1,380	909	3.3%	1,021
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	1,938	15.2%	1,334	4,163	14.9%	1,292
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
6. Rural	**2,206**	**17.3%**	**101**	**4,725**	**16.9%**	**100**
Green Acres (6A)	260	2.0%	64	562	2.0%	61
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	61	0.5%	31	127	0.5%	30
Prairie Living (6D)	304	2.4%	219	637	2.3%	218
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	1,579	12.4%	393	3,396	12.2%	381
Rooted Rural (10B)	2	0.0%	1	3	0.0%	1
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 Core Mkt
Geography: ZIP Code

DLCD Economic Development

	Census 2010	2016	2021	2016-2021 Change	2016-2021 Annual Rate
Population	36,742	38,511	39,491	980	0.50%
Median Age	33.1	33.8	34.2	0.4	0.24%
Households	12,250	12,727	13,007	280	0.44%
Average Household Size	2.84	2.87	2.88	0.01	0.07%

2016 Households by Disposable Income	Number	Percent
Total	12,727	100.0%
<$15,000	1,967	15.5%
$15,000-$24,999	1,867	14.7%
$25,000-$34,999	1,640	12.9%
$35,000-$49,999	2,659	20.9%
$50,000-$74,999	2,876	22.6%
$75,000-$99,999	1,007	7.9%
$100,000-$149,999	576	4.5%
$150,000-$199,999	90	0.7%
$200,000+	45	0.4%
Median Disposable Income	$38,766	
Average Disposable Income	$45,943	

2016 Disposable Income by Age of Householder	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	675	2,253	2,267	2,229	2,448	1,664	1,191
<$15,000	141	326	244	220	391	355	290
$15,000-$24,999	143	320	250	273	296	237	348
$25,000-$34,999	115	371	258	183	285	251	177
$35,000-$49,999	135	454	585	467	503	319	196
$50,000-$74,999	115	494	610	617	594	322	124
$75,000-$99,999	23	174	212	282	180	108	28
$100,000-$149,999	3	98	76	149	166	56	28
$150,000-$199,999	0	13	21	23	22	11	0
$200,000+	0	3	11	15	11	5	0
Median Disposable Income	$28,819	$37,623	$43,267	$48,725	$41,083	$34,417	$23,136
Average Disposable Income	$33,896	$44,691	$49,603	$55,104	$49,087	$41,234	$31,145

July 18, 2016

Demographic Summary	2016	2021
Population	38,511	39,491
Population 18+	27,918	28,645
Households	12,727	13,007
Median Household Income	$48,942	$54,110

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	13,319	47.7%	101
Bought any women's clothing in last 12 months	12,625	45.2%	103
Bought clothing for child <13 years in last 6 months	8,734	31.3%	114
Bought any shoes in last 12 months	15,115	54.1%	100
Bought costume jewelry in last 12 months	5,333	19.1%	98
Bought any fine jewelry in last 12 months	4,920	17.6%	96
Bought a watch in last 12 months	3,133	11.2%	102
Automobiles (Households)			
HH owns/leases any vehicle	11,257	88.4%	103
HH bought/leased new vehicle last 12 mo	1,112	8.7%	93
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	24,828	88.9%	105
Bought/changed motor oil in last 12 months	15,461	55.4%	113
Had tune-up in last 12 months	8,363	30.0%	99
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	17,894	64.1%	98
Drank regular cola in last 6 months	13,536	48.5%	108
Drank beer/ale in last 6 months	11,215	40.2%	94
Cameras (Adults)			
Own digital point & shoot camera	7,755	27.8%	95
Own digital single-lens reflex (SLR) camera	2,106	7.5%	87
Bought any camera in last 12 months	1,542	5.5%	97
Printed digital photos in last 12 months	864	3.1%	106
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	10,086	36.1%	100
Have a smartphone	15,364	55.0%	94
Have a smartphone: Android phone (any brand)	8,005	28.7%	107
Have a smartphone: Apple iPhone	5,725	20.5%	79
Number of cell phones in household: 1	4,032	31.7%	99
Number of cell phones in household: 2	4,815	37.8%	101
Number of cell phones in household: 3+	3,191	25.1%	98
HH has cell phone only (no landline telephone)	6,149	48.3%	115
Computers (Households)			
HH owns a computer	9,385	73.7%	96
HH owns desktop computer	5,616	44.1%	97
HH owns laptop/notebook	6,556	51.5%	95
HH owns any Apple/Mac brand computer	1,393	10.9%	73
HH owns any PC/non-Apple brand computer	8,536	67.1%	99
HH purchased most recent computer in a store	4,654	36.6%	97
HH purchased most recent computer online	1,527	12.0%	92
Spent <$500 on most recent home computer	2,070	16.3%	112
Spent $500-$999 on most recent home computer	2,360	18.5%	97
Spent $1,000-$1,499 on most recent home computer	1,031	8.1%	86
Spent $1,500-$1,999 on most recent home computer	457	3.6%	79
Spent $2,000+ on most recent home computer	417	3.3%	84

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

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

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	14,365	51.5%	101
Bought brewed coffee at convenience store in last 30 days	4,301	15.4%	98
Bought cigarettes at convenience store in last 30 days	4,697	16.8%	134
Bought gas at convenience store in last 30 days	11,258	40.3%	122
Spent at convenience store in last 30 days: <$20	1,873	6.7%	83
Spent at convenience store in last 30 days: $20-$39	2,460	8.8%	97
Spent at convenience store in last 30 days: $40-$50	2,128	7.6%	100
Spent at convenience store in last 30 days: $51-$99	1,358	4.9%	110
Spent at convenience store in last 30 days: $100+	8,050	28.8%	126
Entertainment (Adults)			
Attended a movie in last 6 months	15,339	54.9%	92
Went to live theater in last 12 months	2,808	10.1%	77
Went to a bar/night club in last 12 months	4,035	14.5%	87
Dined out in last 12 months	12,092	43.3%	97
Gambled at a casino in last 12 months	3,664	13.1%	96
Visited a theme park in last 12 months	4,238	15.2%	86
Viewed movie (video-on-demand) in last 30 days	3,893	13.9%	82
Viewed TV show (video-on-demand) in last 30 days	2,635	9.4%	73
Watched any pay-per-view TV in last 12 months	3,374	12.1%	92
Downloaded a movie over the Internet in last 30 days	1,595	5.7%	80
Downloaded any individual song in last 6 months	5,498	19.7%	97
Watched a movie online in the last 30 days	3,757	13.5%	84
Watched a TV program online in last 30 days	3,347	12.0%	80
Played a video/electronic game (console) in last 12 months	3,190	11.4%	109
Played a video/electronic game (portable) in last 12 months	1,280	4.6%	101
Financial (Adults)			
Have home mortgage (1st)	8,521	30.5%	98
Used ATM/cash machine in last 12 months	13,149	47.1%	96
Own any stock	1,535	5.5%	72
Own U.S. savings bond	1,091	3.9%	74
Own shares in mutual fund (stock)	1,522	5.5%	75
Own shares in mutual fund (bonds)	950	3.4%	70
Have interest checking account	7,385	26.5%	94
Have non-interest checking account	8,673	31.1%	110
Have savings account	14,550	52.1%	96
Have 401K retirement savings plan	3,879	13.9%	96
Own/used any credit/debit card in last 12 months	20,696	74.1%	99
Avg monthly credit card expenditures: <$111	3,799	13.6%	117
Avg monthly credit card expenditures: $111-$225	1,709	6.1%	89
Avg monthly credit card expenditures: $226-$450	1,698	6.1%	96
Avg monthly credit card expenditures: $451-$700	1,288	4.6%	87
Avg monthly credit card expenditures: $701-$1,000	818	2.9%	68
Avg monthly credit card expenditures: $1,001+	1,653	5.9%	65
Did banking online in last 12 months	9,624	34.5%	97
Did banking on mobile device in last 12 months	3,851	13.8%	98
Paid bills online in last 12 months	11,759	42.1%	98

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2016 and 2021.

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	9,343	73.4%	106
Used bread in last 6 months	12,035	94.6%	101
Used chicken (fresh or frozen) in last 6 months	8,742	68.7%	100
Used turkey (fresh or frozen) in last 6 months	1,939	15.2%	96
Used fish/seafood (fresh or frozen) in last 6 months	6,909	54.3%	99
Used fresh fruit/vegetables in last 6 months	10,908	85.7%	100
Used fresh milk in last 6 months	11,410	89.7%	102
Used organic food in last 6 months	2,024	15.9%	81
Health (Adults)			
Exercise at home 2+ times per week	7,494	26.8%	95
Exercise at club 2+ times per week	2,610	9.3%	72
Visited a doctor in last 12 months	21,026	75.3%	99
Used vitamin/dietary supplement in last 6 months	14,117	50.6%	96
Home (Households)			
Any home improvement in last 12 months	3,355	26.4%	98
Used housekeeper/maid/professional HH cleaning service in last 12	1,267	10.0%	76
Purchased low ticket HH furnishings in last 12 months	1,983	15.6%	97
Purchased big ticket HH furnishings in last 12 months	2,597	20.4%	98
Bought any small kitchen appliance in last 12 months	2,850	22.4%	101
Bought any large kitchen appliance in last 12 months	1,722	13.5%	106
Insurance (Adults/Households)			
Currently carry life insurance	12,407	44.4%	104
Carry medical/hospital/accident insurance	18,154	65.0%	99
Carry homeowner insurance	13,560	48.6%	103
Carry renter's insurance	2,085	7.5%	92
Have auto insurance: 1 vehicle in household covered	4,003	31.5%	102
Have auto insurance: 2 vehicles in household covered	3,663	28.8%	101
Have auto insurance: 3+ vehicles in household covered	2,847	22.4%	102
Pets (Households)			
Household owns any pet	7,619	59.9%	111
Household owns any cat	3,347	26.3%	117
Household owns any dog	6,002	47.2%	116
Psychographics (Adults)			
Buying American is important to me	13,004	46.6%	110
Usually buy items on credit rather than wait	2,813	10.1%	86
Usually buy based on quality - not price	4,726	16.9%	94
Price is usually more important than brand name	7,951	28.5%	109
Usually use coupons for brands I buy often	5,332	19.1%	101
Am interested in how to help the environment	4,066	14.6%	89
Usually pay more for environ safe product	3,216	11.5%	90
Usually value green products over convenience	2,772	9.9%	94
Likely to buy a brand that supports a charity	9,864	35.3%	101
Reading (Adults)			
Bought digital book in last 12 months	3,291	11.8%	89
Bought hardcover book in last 12 months	5,287	18.9%	90
Bought paperback book in last 12 month	8,065	28.9%	92
Read any daily newspaper (paper version)	6,567	23.5%	90
Read any digital newspaper in last 30 days	8,238	29.5%	89
Read any magazine (paper/electronic version) in last 6 months	24,881	89.1%	98

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	21,097	75.6%	101
Went to family restaurant/steak house: 4+ times a month	7,629	27.3%	99
Went to fast food/drive-in restaurant in last 6 months	25,721	92.1%	102
Went to fast food/drive-in restaurant 9+ times/mo	11,641	41.7%	106
Fast food/drive-in last 6 months: eat in	10,463	37.5%	103
Fast food/drive-in last 6 months: home delivery	2,228	8.0%	104
Fast food/drive-in last 6 months: take-out/drive-thru	14,341	51.4%	111
Fast food/drive-in last 6 months: take-out/walk-in	5,211	18.7%	96
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	7,714	27.6%	87
Own e-reader/tablet: iPad	3,206	11.5%	75
Own any portable MP3 player	8,035	28.8%	93
HH owns 1 TV	2,492	19.6%	96
HH owns 2 TVs	3,269	25.7%	99
HH owns 3 TVs	2,837	22.3%	104
HH owns 4+ TVs	2,400	18.9%	100
HH subscribes to cable TV	5,443	42.8%	86
HH subscribes to fiber optic	558	4.4%	58
HH has satellite dish	4,041	31.8%	125
HH owns DVD/Blu-ray player	7,747	60.9%	101
HH owns camcorder	1,614	12.7%	91
HH owns portable GPS navigation device	3,271	25.7%	94
HH purchased video game system in last 12 mos	947	7.4%	94
HH owns Internet video device for TV	703	5.5%	78
Travel (Adults)			
Domestic travel in last 12 months	13,119	47.0%	94
Took 3+ domestic non-business trips in last 12 months	2,625	9.4%	85
Spent on domestic vacations in last 12 months: <$1,000	2,829	10.1%	94
Spent on domestic vacations in last 12 months: $1,000-$1,499	1,358	4.9%	83
Spent on domestic vacations in last 12 months: $1,500-$1,999	892	3.2%	89
Spent on domestic vacations in last 12 months: $2,000-$2,999	930	3.3%	85
Spent on domestic vacations in last 12 months: $3,000+	1,125	4.0%	73
Domestic travel in the 12 months: used general travel website	1,459	5.2%	77
Foreign travel in last 3 years	4,686	16.8%	70
Took 3+ foreign trips by plane in last 3 years	646	2.3%	51
Spent on foreign vacations in last 12 months: <$1,000	824	3.0%	71
Spent on foreign vacations in last 12 months: $1,000-$2,999	643	2.3%	71
Spent on foreign vacations in last 12 months: $3,000+	784	2.8%	57
Foreign travel in last 3 years: used general travel website	900	3.2%	58
Nights spent in hotel/motel in last 12 months: any	10,336	37.0%	91
Took cruise of more than one day in last 3 years	1,815	6.5%	78
Member of any frequent flyer program	2,825	10.1%	62
Member of any hotel rewards program	3,106	11.1%	79

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