



# 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)



# Tapestry Segmentation Area Profile

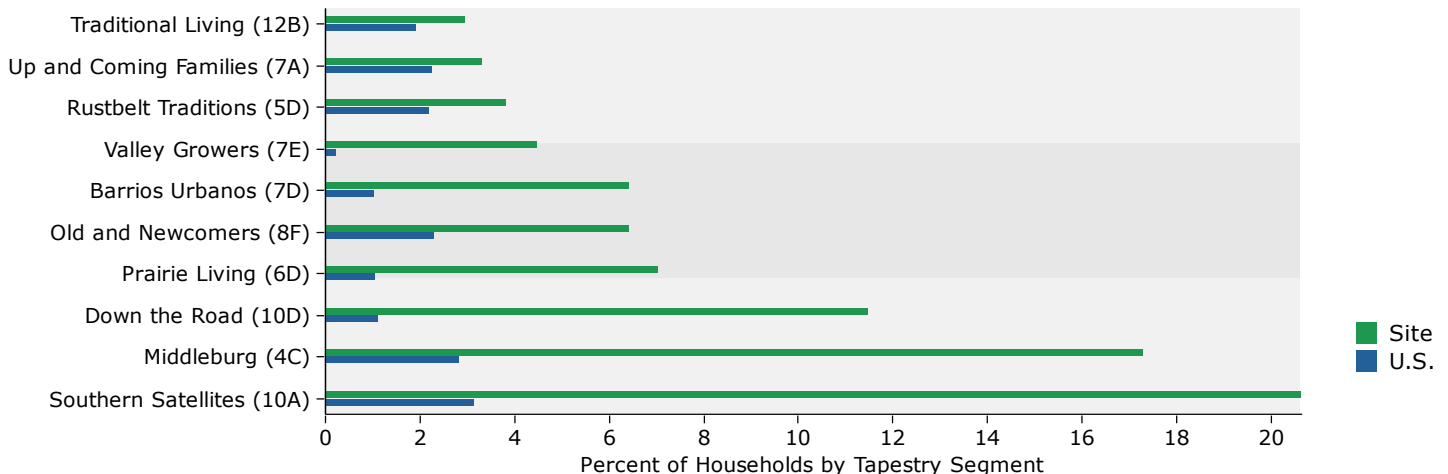
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## Top Twenty Tapestry Segments

Rank	Tapestry Segment	2016 Households		2016 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
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
<b>Subtotal</b>		<b>63.0%</b>		<b>10.5%</b>		
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
<b>Subtotal</b>		<b>21.0%</b>		<b>7.7%</b>		
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
<b>Subtotal</b>		<b>11.3%</b>		<b>10.0%</b>		
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
<b>Subtotal</b>		<b>4.6%</b>		<b>6.9%</b>		
<b>Total</b>		<b>100.0%</b>		<b>35.2%</b>		<b>284</b>

## 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