



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)



Tapestry Segmentation Area Profile

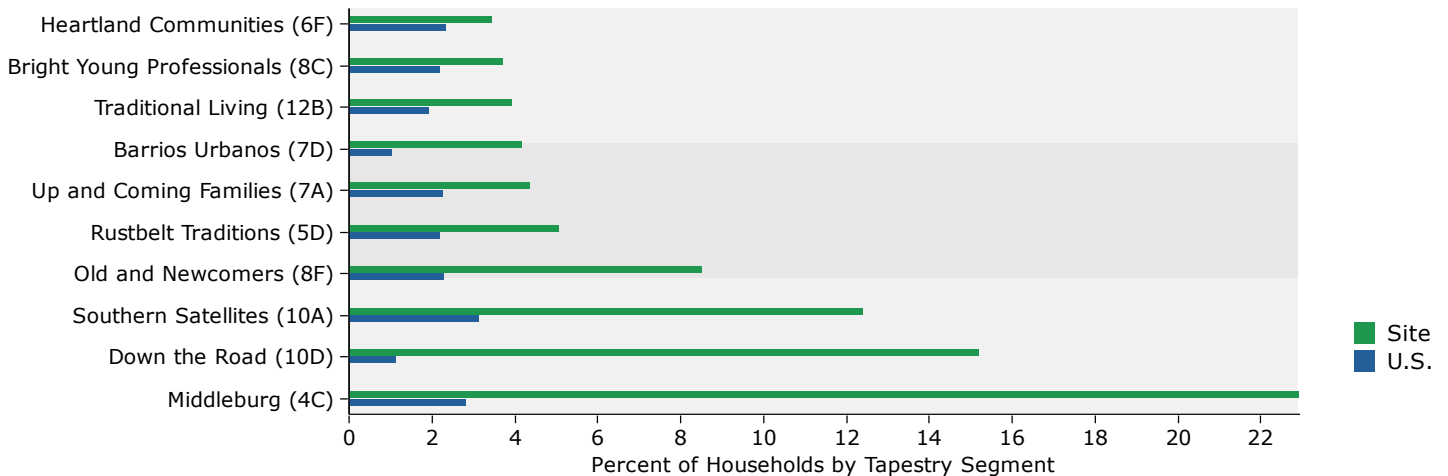
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Top Twenty Tapestry Segments

Rank	Tapestry Segment	2016 Households		2016 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	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