Angler and hunter recruitment through skillsbased courses for a targeted audience:

A market analysis

For:

Southeastern Association of Fish and Wildlife Agencies (SEAFWA) and Midwestern Association of Fish and Wildlife Agencies (MAFWA)

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Executive Summary

Recognizing the growth in the local food, slow food movement and the potential for a locavore lifestyle to be conducive toward fishing and hunting, the Southeastern Association of Fish and Wildlife Agencies (SEAFWA) implemented a pilot recruitment effort in five states. The goal was to engage young adult locavores through targeted instructional hands-on courses teaching the fundamentals of fishing and hunting.

Market analysis of the pilot program and applicants showing interest in the courses focused on identifying specific markets for potential program expansion. Lifestyle segmentation of the program participants and applicants allowed us to delve into the tastes, preferences and habits of the participants to identify distinctive types of people (market segments) as the preferred targets for expansion. Using market potential analysis, we then used the distinctive traits of the target segments to identify specific areas at the state and national levels that offer the greatest promise for program expansion.

Through Tapestry[©] lifestyle segmentation¹, we find that interest in these programs stemmed from a community of people who were young, diverse, and tech savvy. A sense of connectedness to the land and local sources of food were also important components of their lifestyle. While the dominant segments among applicants are not those typically identified as communities which commonly engage in fishing and hunting activities, members of those segments report active engagement in other outdoor recreational activities. In particular, a survey of participants by Responsive Management found that hiking and camping are among their top three outdoor recreational activities. The majority (53% or more) also indicated that they shop at farmer's markets.

Based on our analysis, the following regions offer the greatest potential for expansion of the program in terms of the percentage of the general population that exhibits traits and interests similar to the program participants and the total numbers of potential participants. The locations are (Figure 25):

- Laveen, AZ
- Orange Park, FL
- Acworth, GA
- Iowa City, IA
- Gardner, KS
- Manhattan, KS
- Georgetown, KY
- Waxhaw, NC
- Wake Forest, NC
- Omaha, NE
- Albuquerque, NM
- Edmond, OK
- Columbia, SC
- College Station, TX

¹ Tapestry lifestyle segmentation is a proprietary product of ESRI. See <u>http://www.esri.com/data/tapestry</u> for more information.

Using the Market Potential data only, we also identify the top locations within each of the 50 states. Those detailed lists are provided at the end of the report. While we are able to provide estimated numbers of people who participate in activities favored by locavores, without individual-level data we cannot estimate numbers of people who participate in multiple activities or provide overall market estimates.

Based on the applicant Tapestry and activity profiles, we see several marketing and outreach opportunities to promote similar programs in areas outside of the pilot locations. Social media offers a low cost and likely effective means to engage this technology savvy group of potential anglers and hunters. Building partnerships with other agencies, businesses, and organizations is needed to extend the reach of recruitment efforts beyond the friends and family circle. Beyond the traditional avenues for reaching typical markets of anglers and hunters, future efforts should utilize local farmer's markets, State Parks programs, campgrounds, and membership groups to reach these non-traditional locavore-oriented anglers and hunters.

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Introduction

The population of current anglers and hunters is smaller today than it was 20 years ago (7% decline in anglers and 3% decline in hunters), despite growth of the American population of more than 20%.² Over that period, state and national agencies used tools to recruit, re-engage, and retain members of both communities. Friends and family members of current anglers and hunters have traditionally been targets for outreach efforts. The decline in the angler and hunter populations, however, may signal the need to look beyond the traditional recruitment communities.

Recognizing the growth in the local food, slow food movement and the potential for a locavore lifestyle to be conducive toward fishing and hunting, the Southeastern Association of Fish and Wildlife Agencies (SEAFWA) and Midwestern Association of Fish and Wildlife Agencies (MAFWA) implemented a pilot recruitment effort. The goal was to engage young adult locavores through targeted instructional hands-on courses teaching the fundamentals of fishing and hunting.

This report provides market analysis based on the program applicant profile in an effort to estimate the size of a potential audience within a target population. Over the next few sections, we provide a framework of our approach, share our findings from the pilot applications, identify target program expansion locations, and outline market strategies to reach members of the locavore community.

States and their programs

Five states participated in the pilot program (Table 1). These programs typically involved a series of classes providing participants with hands-on experiences with fishing and hunting, catch preparation, and cooking. The outreach sought to target a specific audience best suited for these hands-on classes. That audience consists of people interested in the concepts within the locally and sustainably harvested foods movement but who have had limited exposure to recreational fishing and hunting.

Courses took place in selected population centers in each state (Figure 1 red outlined ZIP codes). Multi-avenue advertising campaigns were implemented and generated interest within the population center, but also garnered statewide interest in multiple cases.

² U.S. Department of the Interior, U.S. Fish and Wildlife Service, and U.S. Department of Commerce, U.S. Census Bureau. 2011 National Survey of Fishing, Hunting, and Wildlife Associated Recreation.



Figure 1. Location of state program applicants and participants

The number of participants able to attend a class was sometimes restricted to ensure manageable and safe class sizes. In several cases, interest was greater than the class size limit. To gain a better understanding of the types of people showing interest, all applicants, both participants and non-participants, were included in the marketing analysis. A total of 499 people applied to take part in the courses (Table 1).

State	Program name(s)	Focus of activity	Applicants
Arkansas	Taste of the Outdoors	Hunting	110
lowa	Edible Outdoors	Hunting, fishing, and foraging	274
Kentucky	Hook & Cook/Field to Fork	Fishing/Hunting	40
South Dakota	Hunting 101	Hunting	5
Wisconsin	Learn to hunt for food/ Fishing for Dinner	Hunting/Fishing	70
		Total	499

Table 1. Programs and applicants by state

Market analysis methodology

Market analysis focused on two approaches to identify target locations for program expansion. The first method applied Tapestry segmentation analysis. ESRI® of Arlington, Virginia provides the Tapestry[™] data service. ESRI describes their Tapestry segmentation system as "providing an accurate, detailed description of America's neighborhoods."

Using a combination of statistical techniques to identify lifestyle clusters within the U.S. market alongside data mining techniques, segmentation assigns every U.S. household to one of 67 Tapestry segments. The segmentation is based on demographic variables such as age, income, home value, occupation, household type and education from the Census Bureau, the Survey of the American Consumer and other sources. The segmentation also makes extensive use of consumer information obtained from third-party sources. ESRI further verifies the accuracy of segmentation assignments against other nationwide surveys providing market-based analysis of product and brand preferences, media usage, and other characteristics.³

Using basic applicant address data provided by the participating states and segmentation data from ESRI, this report has identified the types of neighborhoods, or lifestyles, common to applicants, whether beginners or experienced, high-end or otherwise. Segmentation allowed us to delve deeply into the typical lifestyle in those neighborhoods and provide insights about tastes, preferences and habits.

The second method applied Market Potential analysis, was also provided by ESRI[®] of Arlington, Virginia. It is computed by using Tapestry segmentation data in conjunction with data from a set of integrated consumer surveys from GfK MRI, a media and consumer research firm.

A Market Potential measure is commonly used to estimate likely demand for a good or service within a target market areas based on historical demand. These goods and services can include a wide range of items and activities, including many forms of outdoor recreation. In this case however, the target audience may not have engaged in fishing or hunting activity in recent history. As a result, estimating potential demand within the target audience is limited if we focus only on historical fishing and hunting activity.

Using results from Responsive Management, we expand the activity profile of the target audience to include activities common among program participants.⁴ These common activities

³ ESRI. 2014. "Tapestry Segmentation: Methodology". Available: https://www.esri.com/library/ whitepapers/pdfs/esri-data-tapestry-segmentation.pdf

⁴ Responsive Management. (2016). "Locavore pilot pre-program, post-program, and post-season survey results". Prepared for the Southeastern Association of Fish and Wildlife Agencies and Midwestern Association of Fish and Wildlife Agencies.

allow us to identify areas at the state and national levels that have the greatest market potential for program expansion.

Results

Tapestry profile of applicants

The Tapestry segments can be aggregated into Urbanization groups based on geographic and physical characteristics of the neighborhood such as population density, size, and location relative to a metropolitan area. The urbanization level of applicant neighborhoods is reported in Table 2. The urban nature of the program focus is evident, with the largest proportion of applicants residing in neighborhoods defined as Metro Cities which are smaller in nature than urban centers. Almost 30% reside in neighborhoods on the suburban periphery.

Urbanization groups	% of all participants and applicants
Principle Urban Centers	3%
Urban Periphery	14%
Metro Cities	34%
Suburban Periphery	29%
Semirural	9%
Rural	12%
Total participants and applicants	499

 Table 2. Urbanization groups among program applicants and participants

The top fifteen Tapestry segments among applicants is shown in Table 3. These segments account for 71% of all applicants. Bright Young Professionals, Up & Coming Families, and College Towns are the three most common segments. Based on detailed Tapestry segment descriptions provided by ESRI,

Bright Young Professionals reside primarily in the urban outskirts of large metropolitan areas. Their communities are home to young, educated, and working professionals. As consumers, they are up on the latest technology and obtain most of their information from the internet. Their purchase decisions are impacted by their concern for the environment.

Up & Coming Families is a fast-growing market of younger families who are more ethnically diverse and mobile than previous generations. They are ambitious, hard-working

families, willing to take some risks to achieve goals. Computer savvy, they rely on the internet for information, entertainment, and shopping. Leisure time is filled with family time and sports, including outdoor sports such as backpacking.

College Town neighborhoods include both college students and people who work for the college or its support services. They are also a digitally involved group using computers and cell phones for all aspects of life. New experiences are sought out to place variety and adventure in their life. Purchasing activities lean toward environmentally friendly products and vehicles.

ESRI provides detailed descriptions for all segments. Additional detail for these three segments are provided in the Appendix.

Tapestry segment description	Applicants and participants	Percent
8C - Bright Young Professional	54	11%
7A - Up and Coming Families	46	9%
14B - College Towns	45	9%
5B - In Style	34	7%
8B - Emerald City	30	6%
4C - Middleburg	22	4%
11B - Young and Restless	21	4%
6A - Green Acres	19	4%
1E - Exurbanites	15	3%
3B - Metro Renters	14	3%
1D - Savvy Suburbanites	14	3%
10A - Southern Satellites	12	2%
1B - Professional Pride	12	2%
2D - Enterprising Professional	10	2%
5D - Rustbelt Traditions	9	2%

Table 3. Top fifteen Tapestry segments among program applicants and participants

Activities of interest among program attendees

Tapestry segmentation provides rich detail based on the types of neighborhoods in which applicants live. Using the adage that birds of a feather flock together, recruitment and reengagement activities targeting these neighborhoods would garner additional interest in similar recruitment and re-engagement programs if expanded. Segmentation, however, is one facet of market analysis.

Feedback from the participants was an important piece of the program's evaluation component. A pre- and post-questionnaire was implemented by Responsive Management among program participants. They were asked to reflect on their activities prior to the program and continued interest in fishing and hunting following the program. To further explore market potential, we delve into the responses focusing on the pre-survey to identify commonalities among participants.

Activities of interest as reported by program participants are summarized in Table 4. Participants indicate that hiking and camping were among their top three outdoor recreational activities. In most cases, more than 50% indicate that they shop at a farmer's market. The commonality of activities among participants regardless of the state where the program was held or the focus of the program's activity was encouraging. Based on the assumption that this commonality of activity extends to the larger applicant group, we used Market Potential data to locate areas where a high proportion of people engaged in these activities.

State	Arkansas	Kentu	cky	lowa			South Dakota		
Focus of program activity	Hunting	Hunting	Fishing	Fishing	Hunting (includes 3 survey phases occurring in 2014 and 2015)			Fishing	Hunting
Prior experience with activity (%no)	67%	58%	8%	7%	32%	42%	38%	10%	80%
Other outdoor activities (top three)	Hiking, camping, fishing	Hiking, camping, fishing	Hiking, camping , hunting	Hiking, camping, wildlife viewing	Hiking, camping, boating	Hiking, biking, camping	Hiking, camping, fishing	Hiking, "other", wildlife viewing, camping	Hiking, fishing, camping
Food & cooking related activities	78% shop at farmers market	53% farmers market/32% gardening	38% shop at farmers market	71% farmers market/ 31% foraging	93% farmers market/75% gardening	89% shop at farmers market/79% gardening	69% shop at farmers market/28% gardening	70% shop at farmer's market	60% shop at farmer's market/40% gardening
N	9	19	13	42	28 (2014)	19 (2015a)	29 (2015b)	29	5

Table 4. Activities of interest among program participants

Source: Responsive Management. (2016). "Locavore pilot pre-program, post-program, and post-season survey results". Prepared for the Southeastern Association of Fish and Wildlife Agencies and Midwestern Association of Fish and Wildlife Agencies.

Beginning with hiking activity, Figures 2 and 3 show the level of engagement in recreational hiking using two different measures for all five states participating in the program. In Figure 2, the measure mapped is an estimated market potential index. The index is calculated based on the estimated level of activity within a target area relative to the level of activity at the national level. An index of 100 reflects activity in the target area on par with the level of activity within the nation. Index values above 100 reflects locations with activity levels above the national rate and vice versa. Reviewing Figure 2, higher index levels are shown in darker browns indicating local rates of activity which are higher than the national rate. The locations where the pilot programs were held are again highlighted in red. Evidence suggests that there are multiple clusters within each state where the level of activity is at or above the national rate as well as the rate in the location the program was held. Under the assumption that hiking is a common attribute of the target audience who is interested in this type of program, this suggests that there are additional locations in the state where programs of this type might be piloted.



Figure 2. Hiking activity by market potential index for participating state ZIP codes

In Figure 3, the measure mapped is the estimated number of hikers. The estimate is calculated for the defined area as the total number of consumers, hikers in this case, across all Tapestry segments adjusted for the size of and participation rate within each segment. Reviewing Figure 3, larger populations of hikers are shown in darker browns. The locations where the pilot programs were held are again highlighted in red. Evidence suggests that there are multiple

clusters within each state where there are larger populations of hikers. Under the assumption that hiking is a common attribute of the target audience who is interested in this type of program, this suggests that there are additional locations in the state where programs of this type might be piloted. Because this measure directly reflects a population count, these additional locations reflect larger, more urban areas within each state.



Figure 3. Hiking activity by estimated number of hikers by participating state ZIP codes

Comparison of Figures 2 & 3 and the locations of the darker brown areas reflects the distinctions between the two measures and the influence of population. For example, higher index levels are found in areas in northern Wisconsin (Figure 2). Yet, smaller populations of hikers are found in these areas (Figure 3). Conversely, lower index levels are found in areas of southern Kentucky (Figure 2). Yet, larger populations of hikers are found in these areas (Figure 3).

Specific index values and hiker population counts for the five locations with the highest index values as well as the five ZIP codes with the largest hiker population are provided in Table 5. In the case of index values, when the ZIP codes with the highest index values fall within one "town", the hiker population shown is the sum across each of those ZIP codes and the range of index values is provided. The goal was to provide five different locations.

Using Arkansas as an example, selecting the Little Rock as a pilot location reached a sizable population of hikers and an area with a higher rate of activity, reflected by a higher index level.

The town of Roland also offers a community that participates in recreational hiking at a rate higher than the nation but the estimated population of hikers is very low. Conversely, the Town of Fayetteville, despite the lower index value, has a sizable hiker population.

		Top loca	ations in each state by INI	DEX		Top locations in each state by number of HIKERS				
State	Rank by index	Town Name	Zip code(s)	Hiking Index	Est. hiker population	Rank by count	Town Name	Zip code(s)	Est. hiker population	Hiking Index
Arkans	as									
	1	Little Rock	72207, 72223, 72205, 72212, 72227	137-160	9,567	1	Jonesboro	72401	4,365	98
	2	Roland	72135	139	350	2	Fayetteville	72701	4,237	117
	3	Fort Smith	72916	132	883	3	Bentonville	72712	3,909	115
	4	Cave Springs	72718	125	187	4	Hot Springs	71913	3,232	86
	5	North Little Rock	72116	122	2,088	5	Springdale	72764	3,132	85
lowa										
	1	Booneville	50038	146	8	1	Cedar Falls	50613	3,888	121
	2	Cumming	50061	146	187	2	Cedar Rapids	52402	3,800	121
	3	Swisher	52338	143	328	3	Bettendorf	52722	3,498	123
	4	Cedar Rapids	52411	143	771	4	Dubuque	52001	3,397	97
	5	Urbandale	50323	141	1,228	5	Urbandale	50322	3,316	129
Kentuc	ky									
	1	Louisville	40204, 40205, 40206, 40241, 40245,40223	140-158	20,399	1	Richmond	40475	4,654	97
	2	Lexington	40502, 40513	148-151	5,249	2	Bowling Green	42101	4,230	92
	3	Prospect	40059	147	1,952	3	Frankfort	40601	4,067	102
	4	Buckner	40010	140	61	4	Lexington	40502	3,971	151
	5	Fisherville	40023	139	410	5	Florence	41042	3,894	104
South	Dakota									
	1	Keystone	57751	151	104	1	Rapid City	57701, 57702	7,196	108-130
	2	Fairburn	57738	148	23	2	Sioux Falls	57106, 57103, 57105, 57104, 57108	13,216	98-137
	3	Hermosa	57744	145	262	3	Aberdeen	57401	2,590	104
	4	White Owl	57792	143	1	4	Brookings	57006	2,169	100
	5	Buffalo Gap	57722	142	32	5	Watertown	57201	1,883	96

Top locations in each state by INDEX							Top locations in each state by number of HIKERS			
State	Rank	Town Name	Zip code(s)	Hiking	Est. hiker	Rank	Town Name	Zip code(s)	Est. hiker	Hiking
				Index	population				population	Index
Wisconsin										
	1	Madison	53705, 53718	158-166	4,627	1	Madison	53711, 53704, 53703	13,576	131-135
	2	Milwaukee	53203, 53213, 53217, 53202	154-166	10,439	2	Milwaukee	53211, 53202	7,991	139-154
	3	Mequon	53097	154	784	3	Eau Claire	54703, 54701	7,273	103-117
	4	Verona	53593	154	2,493	4	La Crosse	54601	4,809	116
	5	Middleton	53562	150	3,111	5	Appleton	54915	3,543	108

Similar Figures and Tables are provided in the following pages for camping activity. Earlier we mentioned the commonality related to visiting farmer's markets. The market potential data available does not provide activity levels specific to farmer's markets. As an alternative, we explore the market potential (index values and number of consumers) based on purchase activity associated with goods advertised as natural or organic. The same type of analysis and interpretation applied to hiking activity can be applied to each of the following activities. Ultimately, the goal is to evaluate the diversity of index and populations across each state and whether similar trends exist between these two measures.

Index and population measures are also included for fishing and hunting activity. We include those activities not necessarily because many applicants indicate they participate in those activities. In fact, the program described the target audience as someone with minimal exposure to either hunting or fishing. Results from the pre-survey implemented by Responsive Management show that a sizable proportion of applicants had not participated in recreational hunting prior to attending their program (Table 4). Locations associated with a higher index value or larger populations of angers or hunters reflect areas where general interest in learning to fish or hunt may be higher, because someone has a friend or relative that fishes or hunts for example.



Figure 4. Camping activity by market potential index for participating state ZIP codes

Figure 5. Camping activity by estimated number of campers by participating state ZIP codes



Top locations in each state by INDEX							Top locations in each state by number of CAMPERS				
State	Rank	Town Name	Zip code	Camping Index	Est. camper population	Rank	Town Name	Zip code	Est. camper population	Camping index	
Arkans	as										
	1	Saint Francis	72464	174	2	1	Fayetteville	72701	6,065	132	
	2	Uniontown	72955	155	51	2	Jonesboro	72401	5,648	99	
	3	Beech Grove	72412	154	76	3	Hot Springs	71913	4,824	101	
	4	Ratcliff	72951	154	136	4	Bentonville	72712	4,746	109	
	5	Maysville	72747	153	21	5	Springdale	72764	4,727	101	
lowa											
	1	Yorktown	51656	168	3	1	Cedar Falls	50613	4,917	120	
	2	lowa City	52242	161	408	2	Ames	50014	4,627	133	
	3	Fayette	52142	160	340	3	Cedar Rapids	52404	4,467	118	
	4	Vining	52348	157	6	4	Dubuque	52001	4,461	100	
	5	Clemons	50051	156	46	5	Iowa City	52240	4,423	126	
Kentuo	cky										
	1	Eighty Eight	42130	157	13	1	Richmond	40475	7,243	119	
	2	Mackville	40040	154	105	2	Bowling Green	42101	6,438	109	
	3	Waddy	40076	154	394	3	Elizabethtown	42701	5,578	112	
	4	New Liberty	40355	154	39	4	Frankfort	40601	5,430	107	
	5	Morning View	41063	154	560	5	Louisville	40214	5,069	107	
South	Dakota										
	1	Ralph	57650	161	8	1	Sioux Falls	57106, 57103	8,558	110-117	
	2	Kaylor	57354	157	11	2	Rapid City	57702, 57701	8082	98-109	
	3	Lane	57358	157	10	3	Brookings	57006	3,711	134	
	4	Lodgepole	57640	157	11	4	Aberdeen	57401	3,481	110	
	5	Trail City	57657	157	11	5	Watertown	57201	2,765	111	

Table 6. Camping activity ranked by market potential index and by camper population for top five towns in each participating state

		Top locati	ions in each sta	te by INDEX	(Top locations in each state by number of CAMPERS						
State	Rank	Town Name	Zip code	Camping Index	Est. camper population	Rank Town Name		Zip code	Est. camper population	Camping index		
Wisco	nsin											
	1 Kingston		53939 171		5	1	Madison	53711, 53703	10,492	115-139		
	2	Babcock	54413	156	36	2	La Crosse	54601	6,543	124		
	3 Forestville		54213	155	212	3	Milwaukee	53211	5,443	137		
	4 Caroline		54928	155	76	4	Eau Claire	54703	5,084	116		
	5	Saint Cloud	53079	154	255	5	De Pere	54115	4,891	114		



Figure 6. Organic food purchasing activity by market potential index for participating state ZIP codes

Figure 7. Organic food purchasing activity by estimated number of consumers by participating state ZIP codes



Table 7. (Organic food purchasing activity ranked by market potential index	and consumers for top five towns in eac	h
participat	ting state		

		Top locat	ions in eac	ch state by INDE	(Top locations in each state by number of CONSUMERS					
State	Rank	Town Name	Zip code(s)	Organic food purchasing index	Est. organic food purchasers	Rank	Town Name	Zip code(s)	Est. organic food purchasers	Organic food purchasing index	
Arkansa	IS				P				P		
	1	Little Rock	72212, 72207, 72223, 72211, 72227	130-143	8,394	1	Fayetteville	72701	4,067	119	
	2	Cave Springs	72718	126	179	2	Jonesboro	72401	3,844	91	
	3	Centerton	72719	125	801	3	Bentonville	72712	3,663	114	
	4	Fayetteville	72704	124	2,410	4	Rogers	72758	2,870	113	
	5	Jonesboro	72404	122	2,337	5	Springdale	72764	2,866	82	
lowa											
	1	Des Moines	50309	145	758	1	Iowa City	52240	3,235	125	
	2	Urbandale	50323	144	1,178	2	Cedar Rapids	52402	3,036	103	
	3	Clive	50325	137	1,600	3	W. Des Moines	50266	2,983	128	
	4	Ames	50014	135	3,490	4	Cedar Falls	50613	2,978	98	
	5	Booneville	50038	135	7	5	Bettendorf	52722	2,895	108	
Kentuck	κy										
	1	Prospect	40059	141	1,763	1	Richmond	40475	4,744	105	
	2	Louisville	40222, 40245, 40241, 40207	133-140	11,676	2	Bowling Green	42101	4,210	97	
	3	Lexington	40510	139	264	3	Lexington	40509	3,410	131	
	4	Hebron	41048	133	1,335	4	Florence	41042	3,387	95	
	5	Buckner	40010	131	54	5	Elizabethtown	42701	3,308	89	

		Top loca	ations in eac	h state by INDEX	,		Top locations in each state by number of CONSUMERS				
State	Rank	Town Name	Zip code(s)	Organic food purchasing index	Est. organic food purchasers	Rank	Town Name	Zip code(s)	Est. organic food purchasers	Organic food purchasing index	
South D	Dakota										
	1	Sioux Falls	57108	135	1,949	1	Sioux Falls	57106, 57103, 57108, 57104, 57105	11,814	88-135	
	2	Harrisburg	57032	130	586	2	Rapid City	57701, 57702	5,427	83-107	
	3	Теа	57064	129	473	3	Brookings	57006	2,395	116	
	4	Caputa	57725	123	14	4	Aberdeen	57401	1,973	84	
	5	Keystone	57751	121	79	5	Watertown	57201	1,360	73	
Wiscon	sin										
	1	Milwaukee	53203, 53202, 53217	145-177	6,967	1	Madison	53711, 53704, 53703	12,625	125-147	
	2	Madison	53705, 53703	147-155	6,701	2	Milwaukee	53211, 53202	7,906	139-169	
	3	Elm Grove	53122	148	657	3	La Crosse	54601	4,106	105	
	4	Brookfield	53045	147	2,381	4	De Pere	54115	3,509	111	
	5	Fontana	53125	144	211	5	Appleton	54915	3,302	107	

Figure 8. Freshwater fishing activity by market potential index for participating state ZIP codes



Figure 9. Freshwater fishing activity by estimated number of anglers by participating state ZIP codes



		Top locati	ions in each s	state by INDEX		Top locations in each state by number of ANGLERS							
State	Rank	Town Name	Zip code	Freshwater fishing Index	Freshwater angler population	Rank	Town Name	Zip code	Freshwater angler population	Freshwater fishing Index			
Arkans	sas												
	1	Maysville	72747	202	27	1	Jonesboro	72401	6,175	111			
	2	Beech Grove	72412	200	96	2	Hot Springs	71913	6,159	133			
	3	Ratcliff	72951	200	172	3	Paragould	72450	4,968	140			
	4	Uniontown	72955	200	64	4	Fayetteville	72701	4,754	106			
	5	Fort Smith	72905	199	57	5	Searcy	72143	4,511	123			
lowa													
	1	Columbia	50057	202	43	1	Cedar Falls	50613	4,411	111			
	2	Saint Anthony	50239	202	40	2	Marion	52302	4,244	117			
	3	Kesley	50649	202	3	3	Cedar Rapids	52404	4,062	110			
	4	Delaware	52036	202	42	4	Des Moines	50317	4,036	116			
	5	Hamilton	50116	201	70	5	Council Bluffs	51503	3,978	110			
Kentuo	cky												
	1	Morning View	41063	200	705	1	Richmond	40475	6,896	116			
	2	Reed	42451	200	170	2	Bowling Green	42101	6,745	118			
	3	Robards	42452	200	394	3	Elizabethtown	42701	6,109	126			
	4	New Liberty	40355	199	49	4	Frankfort	40601	6,035	122			
	5	Kirksey	42054	199	176	5	Pikeville	41501	5,334	126			
South	Dakota												
	1	Aurora	57002	193	181	1	Sioux Falls	57103, 57106	7,405	97-104			
	2	Glencross	57630	183	5	2	Aberdeen	57401	3,664	119			
	3	Lane	57358	177	11	3	Rapid City	57702	3,543	109			
	4	Kaylor	57354	176	12	4	Watertown	57201	2,885	119			
	5	Amherst	57421	176	14	5	Brookings	57006	2,837	105			

Table 8. Freshwater fishing activity ranked by market potential index and angler population for top five towns in eachparticipating state

		Top loca	ations in each s	tate by INDEX		Top locations in each state by number of ANGLERS							
State	Rank	Town Name	Zip code	Freshwater fishing Index	Freshwater angler population	Rank	Town Name	Zip code	Freshwater angler population	Freshwater fishing Index			
Wiscor	nsin												
	1	Kingston	53939	210	6	1	Beloit	53511	5,730	125			
	2	Babcock	54413	201	45	2	La Crosse	54601	5,555	108			
	3	Caroline	54928	201	96	3	Manitowoc	54220	5,444	138			
	4	Avalon	53505	200	95	4	Eau Claire	54703	4,836	113			
	5	Forestville	54213	200	267	5	Sheboygan	53081	4,768	119			



Figure 10. Rifle hunting activity by market potential index for participating state ZIP codes

Figure 11. Rifle hunting activity by estimated number of hunters by participating state ZIP codes



		Top location	s in each stat	e by INDE	K	Top locations in each state by number of HUNTERS						
State	Rank	Town Name	Zip code	Rifle hunting Index	Est. rifle hunter population	Rank	Town Name	Zip code	Est. rifle hunter population	Rifle hunting Index		
Arkan	sas											
	1	Uniontown	72955	286	34	1	Hot Springs	71913	2,673	155		
	2	Fort Smith	72905	282	30	2	Jonesboro	72401	2,358	114		
	3	Ratcliff	72951	282	90	3	Paragould	72450	2,111	160		
	4	Garland City	71839	281	30	4	Fayetteville	72701	2,013	121		
	5	Maysville	72747	281	14	5	Van Buren	72956	1,992	166		
lowa												
	1	Kesley	50649	362	2	1	Cedar Falls	50613	1,811	123		
	2	Vining	52348	289	4	2	Cedar Rapids	52404	1,574	115		
	3	Hamilton	50116	286	37	3	Dubuque	52001	1,549	96		
	4	Saint Anthony	50239	285	21	4	Marshalltown	50158	1,542	141		
	5	Liscomb	50148	284	46	5	Marion	52302	1,541	114		
Kentu	cky											
	1	Chaplin	40012	310	3	1	Pikeville	41501	3,081	196		
	2	Stone	41567	310	1	2	Richmond	40475	2,941	134		
	3	Roxana	41848	310	1	3	Bowling Green	42101	2,833	133		
	4	New Liberty	40355	284	26	4	Elizabethtown	42701	2,401	133		
	5	Morning View	41063	283	371	5	Frankfort	40601	2,338	127		
South	Dakota	I										
	1	White Owl	57792	310	1	1	Rapid City	57701, 57702	2,890	99-106		
	2	Aurora	57002	263	92	2	Sioux Falls	57106, 57103	2,538	92-94		
	3	Fairburn	57738	252	18	3	Aberdeen	57401	1,325	116		
	4	Buffalo Gap	57722	250	26	4	Brookings	57006	1,281	128		
	5	Hill City	57745	234	230	5	Watertown	57201	1,158	128		

Table 9. Rifle hunting activity ranked by market potential index and hunter population for top five towns in participating states Table 9. Rifle hunting activity ranked by market potential index and hunter population for top five towns in participating states Table 9. Rifle hunting activity ranked by market potential index and hunter population for top five towns in participating states

		Top locatio	ns in each stat	e by INDEX	(Top locations in each state by number of HUNTERS					
State	Rank	Town Name	Zip code	Rifle hunting Index	Est. rifle hunter Ra population		Town Name	Zip code	Est. rifle hunter population	Rifle hunting Index	
Wisco	nsin										
	1	Babcock	54413	288	24	1	La Crosse	54601	2,391	125	
	2	Lowell	53557	284	44	2	Beloit	53511	2,217	130	
	3	Downing	54734	284	52	3	Manitowoc	54220	2,181	149	
	4	Eau Galle	54737	284	42	4	Sheboygan	53081	1,905	127	
	5	Avalon	53505	283	50	5	Eau Claire	54703	1,901	120	

Applying regional Market Potential results to the nation

At the regional level, higher rates of activity do not always coincide with sizable populations engaging in a specific activity in each case. This suggests that the search for target locations for future program offerings will need to balance the rate of activity in a location with the size of the "consumer" population (hikers, campers, anglers, etc.) within the same location.

In this next section, we expand the frame of reference from the more granular regional level to the national level. The goal was to employ what was learned from the program applicant population at a broader scale, visualize clustering patterns if present, and determine if similar conditions exist between market index and estimated population for an activity.

In the next series of Figures (12 through 21), a map showing the market potential index and a map showing the estimated number of "consumers" are provided for each of the five specific activities. Reviewing each pair of Figures, evidence shows pockets of participation rates above the national exist from coast to coast, not just at the regional level. Population clusters are also evident across the nation. While they coincide with population centers, they do not always coincide with areas of higher participation rates. Collective review of these Figures across all activities suggests the potential for the identification of target areas that balance participation rates with "consumer" populations.



Figure 12. Hiking activity by market potential index for the nation by ZIP code

Figure 13. Hiking activity by est. number of hikers in the nation by ZIP code





Figure 14. Camping activity by market potential index for the nation by ZIP code

Figure 15. Camping activity by est. number of campers in the nation by ZIP code



Figure 16. Organic food purchasing activity by market potential index for the nation by ZIP code



Figure 17. Organic food purchasing activity by est. number of consumers in the nation by ZIP code





Figure 18. Freshwater angling activity by market potential index for the nation by ZIP code

Figure 19. Angling activity by est. number of freshwater anglers in the nation by ZIP code





Figure 20. Rifle hunting activity by market potential index for the nation by ZIP code

Figure 21. Hunting activity by est. number of rifle hunters in the nation by ZIP code



Target locations for program expansion

Based on the evidence that suggests the need to balance activity rates with consumer populations, we utilized the regional-level data to identify potential target locations for program expansion in each state. Summary statistics for each activity were reviewed to determine the appropriate lower bound thresholds for each activity to guide identification of potential locations. Each threshold was simultaneously applied to the national-level data in an effort to mirror the applicant population who exhibited interest in either fishing or hunting along with being an active hiker, camper, and farmers market patron.

In the case of the market potential index, the lower bound for each activity was set at 100, a value that indicates local participation at the ZIP code level that is at or above the national rate of participation. The only exception being the rifle hunting index was lowered to 90, just below the national rate, in one state to identify target locations. The relaxation of the threshold in the case of rifle hunting is in line with the evidence from the pre-survey implemented by Responsive Management which reported that many applicants had not been hunting prior to taking the course suggesting that they reside in an area that is likely not as active as other locations in the nation.

Additionally, we established a threshold for the minimum absolute number of potential participants in each ZIP code to avoid targeting places where the population has a high rate of participation (% of the population) but a very small population and few actual potential participants. For example, even with a 100% participation rate, a small rural town with only 100 people represents a limited opportunity for a locavore program. In the case of "participant" population, the lower bound for each activity was set at 500 estimated participants per ZIP code. While this population threshold might seem relatively low, it reflects only an estimate of the number of "consumers" who engaged in a specific activity within the last 12 months and when used in unison with the other filters does serve as an effective tool to identify target locations.

The relative accuracy of the thresholds to identify target locations and the proportion of applicants residing in one of the target locations was tested at the regional level. This threshold filtering did identify as target locations one of the locations where a program was offered in each of the states. Several other locations were identified as target areas, too, and many of these locations coincided with areas where applicants currently resided. In fact, forty four percent of all applicants for the pilot programs reside in one of the target locations. The proportion ranges between a low of 31% in Arkansas where the applicant population was very geographically diverse to a high of 60% in South Dakota where the applicant population was very small and geographically concentrated.

The target ZIP codes nationwide are highlighted in red in Figure 22. At least one target location is identified in each state. State-level results are provided in the Appendix Table A1 and show only the top three locations based on "consumer" population by ZIP code.



Figure 22. Target nationwide locations for program expansion efforts

Evidence from the pilot programs also indicates people seem willing to travel to attend these programs. This willingness to travel expands the target area as well as the potential "consumer" population. A 30-mile buffer around a target location was used to estimate the "consumer" population within and around the ZIP code. Recall from Figure 1 that people's travel distances vary greatly across the five pilot states, some willing to travel much farther than 30 miles. The 30-mile buffer assumes that people would be willing to travel between one-half hour to one hour to attend a program. People's willingness to travel, however, will depend greatly on both their interest in the program as well as its duration. Again, state-level results are provided in the Appendix Table A2 and show only the top three locations based on "consumer" population within 30 miles of the target ZIP code.

Defining target locations using market potential based on participation indices and "consumer" populations creates a sizable list of ZIP codes. While manageable at the state-level, it does not

do a good job of isolating a manageable number of locations across the nation where a larger program expansion might have a high level of success. To do that we apply the results from the Tapestry segmentation profiling to the list of target locations.

Based on the Tapestry profile of the entire applicant population, we used ESRI's geographic software to calculate a similarity index. The index is a reflection of an area's level of similarity to the total group of program applicants and participants. Figure 23 shows the similarity index scores by ZIP code across the nation. Those areas with Tapestry segmentations that are least similar to the applicant profile are in blue and areas that are the most similar are shown red. The concentration of similar Tapestry profiles in the northern and central Plains states is likely reflective of the regional location of the pilot programs. This approach may have limited utility when applied to regions of the country outside of the Plains states.





Additionally, we used Tapestry segmentation to profile the types of neighborhoods in which the applicants reside. The top fifteen are reported in Table 3. Neighborhoods where the top applicant Tapestry segments are dominant are located across the nation (Figure 24).





Applying this additional Tapestry information to the list of target locations, we further filter the larger list to identify those locations which are most similar in Tapestry segmentation makeup to the applicant group. The locations are (Figure 25):

- Laveen, AZ
- Orange Park, FL
- Acworth, GA
- Iowa City, IA
 - Gardner, KS
- Manhattan, KSGeorgetown, KY
- Waxhaw, NC
- Wake Forest, NC
 - Omaha, NE
- Albuquerque, NM
- Edmond, OK
- Columbia, SC
- College Station, TX





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Table 10 reports the local "consumer" populations by activity and market potential index within each ZIP code. Table 11 reports the "consumer" population within the 30-mile buffer around the target ZIP code. Table 12 reports the similarity index value and which of the top five applicant Tapestry segments are a dominant Tapestry among the ZIP codes within 30 miles. The Similarity index value itself is unitless and there is no "middle" or average as there was with the market potential index, therefore comparison of values between locations in Table 12 is not recommended. The Similarity index is used in this case to identify locations with a similar Tapestry make-up and above a defined cut-off value. It is also not a reflection of the number of dominant Tapestry segments in the area, meaning that areas with more dominant Tapestry segments in the area that are similar to the applicant group's top five Tapestry segments do not have a higher Similarity index score.

Town	State	Zip	Hiker	Hiking	Camper	Camping	Natural/	Natural/	Freshwater	Freshwater	Rifle	Rifle
		Code	Count	Index	Count	Index	Organic	Organic	Angler	Fishing	Hunter	Hunting
							Customer	Index	Count	Index	Count	Index
							Count					
							WITH	IN ZIP COD	E			
Laveen	AZ	85339	3,271	124	4,266	127	3,093	124	3,428	105	1,220	100
Orange Park	FL	32073	5,042	112	6,761	117	4,611	108	6,193	111	2,082	100
Acworth	GA	30101	4,977	120	6,336	120	4,813	123	5,601	109	2,001	104
lowa City	IA	52240	2,998	109	4,310	123	3,258	126	3,406	100	1,314	104
Gardner	KS	66030	1,602	111	2,180	119	1,569	115	1,942	109	680	103
Manhattan	KS	66502	4,549	104	7,584	136	5,158	125	5,513	102	2,549	126
Georgetown	KY	40324	3,491	108	4,707	115	3,130	103	4,475	112	1,641	110
Waxhaw	NC	28173	4,799	130	5,766	123	4,406	126	4,908	107	1,833	108
Wake Forest	NC	27587	6,392	124	7,801	119	5,944	122	7,044	110	2,529	106
Omaha	NE	68135	2,665	134	3,071	121	2,487	133	2,524	102	843	92
Albuquerque	NM	87114	5,240	114	6,790	116	5,138	119	6,062	107	2,158	102
Edmond	ОК	73034	4,435	126	5,666	126	4,180	125	4,667	106	1,794	110
Columbia	SC	29229	4,340	125	5,538	126	4,095	125	4,667	109	1,613	101
College Station	ТΧ	77845	5,826	139	6,813	128	5,254	133	5,258	101	1,959	102

 Table 10. Target nationwide locations based on market potential and Tapestry profile: "Customer" population within ZIP code

Town	State	Zip Code	Hiker Count	Camper Count	Natural/Organic	Freshwater	Rifle Hunter
					Customer Count	Angler Count	Count
					WITHIN 30 MILES		
Laveen	AZ	85339	255,329	308,584	245,915	268,027	89,371
Orange Park	FL	32073	106,127	141,870	103,726	148,279	54,374
Acworth	GA	30101	288,276	336,834	279,318	302,815	99,845
lowa City	IA	52240	42,262	60,523	37,528	58,464	23,092
Gardner	KS	66030	129,128	155,604	117,856	144,626	51,012
Manhattan	KS	66502	13,566	22,096	12,612	20,935	8,849
Georgetown	KY	40324	66,337	94,043	59,709	97,340	39,187
Waxhaw	NC	28173	154,337	196,981	150,457	196,363	71,370
Wake Forest	NC	27587	144,370	181,839	144,013	173,195	62,924
Omaha	NE	68135	73,174	94,303	65,385	89,560	31,315
Albuquerque	NM	87114	70,615	89,315	64,790	86,592	31,637
Edmond	ОК	73034	102,937	138,395	93,465	135,739	51,119
Columbia	SC	29229	64,163	91,971	65,894	101,804	39,397
College Station	ТΧ	77845	36,953	56,998	36,131	55,925	24,688

Table 11. Potential "customers" within 30 miles of target nationwide ZIP codes based on market potential and Tapestry profile

Town	State	Zip	Similarity	Bright Young	Up & Coming	College	In Style	Emerald
		Code	Index	Professional	Families	Towns		City
				TOP	TAPESTRY AMON	G ZIP CODES W	ITHIN 30 M	ILES
Laveen	AZ	85339	185.8		Х			
Orange Park	FL	32073	137.0	Х	Х			Х
Acworth	GA	30101	141.5	Х	Х			
Iowa City	IA	52240	125.8	Х		Х	Х	
Gardner	KS	66030	143.6					
Manhattan	KS	66502	132.3	Х		Х	Х	
Georgetown	KY	40324	125.6	Х	Х	Х	Х	
Waxhaw	NC	28173	131.1					
Wake Forest	NC	27587	127.7	Х				
Omaha	NE	68135	164.4	Х	Х		Х	Х
Albuquerque	NM	87114	134.3					
Edmond	OK	73034	129.7			Х	Х	
Columbia	SC	29229	153.7					
College Station	ТΧ	77845	142.6			Х	Х	Х

Table 12.	Similarity	v index of ta	rget nationwid	e ZIP code ar	nd top tap	estry among	ZIP codes within	n 30 miles
	••••••	,						

Discussion

Fishing and hunting compete with many other activities for people's recreational time. As a result, recruitment efforts are crucial for growth within the population of anglers and hunters. Family members and friends of active anglers and hunters have historically been a key target audience for recruitment. Identifying and connecting with a target audience beyond that circle of friends and family can be challenging. Recognizing the growth in the local food, slow food movement and the potential for a locavore lifestyle to be conducive toward fishing and hunting, a pilot recruitment effort was implemented with the help of the SEAFWA in five states. The goal was to engage young adult locavores through targeted instructional hands-on courses teaching the fundamentals of fishing and hunting.

Interest in these programs stems from a community of people within Tapestry segments which are young, diverse, and tech savvy. While these dominant segments are not those typically characterized by people who commonly engage in fishing and hunting activities, they are actively involved in other outdoor recreational activities. A sense of connectedness to the land and local sources of food are also important components of their lifestyle.

Based on goals and the locations where the current programs were held, many of the applicants reside in smaller metro cities and neighborhoods that fringe major cities. Using the applicant profile, we identified several key locations as potential sites for program expansion. We also provide three locations in each state with sizable populations that take part in outdoor recreational activities that mirror the applicant group.

Based on the applicant Tapestry and activity profiles, we see several marketing and outreach opportunities to promote similar programs in areas outside of the pilot locations. Social media offers a low cost and likely effective means to engage this technology savvy group of potential anglers and hunters. Build partnerships with other agencies, businesses, and organizations to extend the reach of recruitment efforts. Share information through local farmer's markets, State Parks, campgrounds, and membership groups to reach hikers and campers, for example, with interest.

Appendices

- I. Detailed Tapestry segmentation descriptions (Source: ESRI Demographics)
- II. Top three locations in each state for expansion: By AFWA Region



LifeMode Group: Middle Ground Bright Young Professionals

Households: 2,613,000 Average Household Size: 2.40 Median Age: 32.2 Median Household Income: \$50,000

WHO ARE WE?

Bright Young Professionals is a large market, primarily located in urban outskirts of large metropolitan areas. These communities are home to young, educated, working professionals. One out of three householders is under the age of 35. Slightly more diverse couples dominate this market, with more renters than homeowners. More than two-fifths of the households live in single-family homes; over a third live in 5+ unit buildings. Labor force participation is high, generally white-collar work, with a mix of food service and part-time jobs (among the college students). Median household income, median home value, and average rent are close to the US values. Residents of this segment are physically active and up on the latest technology.

TAPESTRY SEGMENTATION esri.com/tapestry

OUR NEIGHBORHOOD

- Approximately 56% of the households rent; 44% own their homes.
- Household type is primarily couples, married (or unmarried), with above average concentrations of both single-parent (Index 125) and single-person (Index 115) households.
- Multiunit buildings or row housing make up 55% of the housing stock (row housing (Index 182), buildings with 5–19 units (Index 277)); 44% built 1980–99.
- Average rent is slightly higher than the US (Index 102).
- Lower vacancy rate is at 8.9%.

SOCIOECONOMIC TRAITS

 Education completed: 36% with some college or an associate's degree, 30% with a bachelor's degree or higher. Education in progress is 10% (Index 127).

8C

- Unemployment rate is lower at 7.1%, and labor force participation rate of 73% is higher than the US rate.
- These consumers are up on the latest technology.
- They get most of their information from the Internet.
- Concern about the environment, impacts their purchasing decisions.

Note: The index represents the table of the segment table to the US rate multiplied by 100. Consume professionaire-estimated from data by GIK MRI. LifeMode Group: Middle Ground

Bright Young Professionals



AGE BY SEX (Earl data)

8C

Median Age: 32.2 US: 37.6 I Indicates US

85+ 80-84 75-79 65-89 60-64 55-59 50-54 45-49 40-44 35-39 30-34 25-29 20-24 15-19 10-14 5-9 < 5 8% 4% Male Female

RACE AND ETHNICITY (Ext data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).



INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Eari.



AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.



350



LifeMode Group: Middle Ground Bright Young Professionals



MARKET PROFILE (Consumer preferences are estimated from data by GRK MRI)

- · Own US savings bonds.
- · Own newer computers (desktop, laptop, or both), iPods, and 2+ TVs.
- · Go online to do banking, access YouTube or Facebook, visit blogs, and play games.
- Use cell phones to text, redeem mobile coupons, listen to music, and check for news and financial information.
- Find leisure going to bars/clubs, attending concerts, going to the zoo, and renting DVDs from Redbox or Netflix.
- Read sports magazines and participate in a variety of sports, including backpacking, basketball, football, bowling, Pilates, weight lifting, and yoga.
- Eat out often at fast-food and family restaurants.

HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





LifeMode Group: Ethnic Enclaves Up and Coming Families



Households: 2,562,000 Average Household Size: 3.10 Median Age: 30.7 Median Household Income: \$64,000

WHO ARE WE?

Up and Coming Families is a market in transition—residents are younger and more mobile and ethnically diverse than the previous generation. They are ambitious, working hard to get ahead, and willing to take some risks to achieve their goals. The recession has impacted their financial well-being, but they are optimistic. Their homes are new; their families are young. And this is one of the fastest-growing markets in the country.

OUR NEIGHBORHOOD

- New suburban periphery: new families in new housing subdivisions.
- Building began in the housing boom of the 2000s and continues in this fast-growing market.
- Single-family homes with a median value of \$174,000 and a lower vacancy rate.
- The price of affordable housing: longer commute times (Index 116).

SOCIOECONOMIC TRAITS

- Education: 66% have some college education or degree(s).
- Hard-working labor force with a participation rate of 71% (Index 114) and low unemployment at 7% (Index 81).
- Most households (63%) have 2 or more workers.
- Careful shoppers, aware of prices, willing to shop around for the best deals and open to influence by others' opinions.
- · Seek the latest and best in technology.
- Young families still feathering the nest and establishing their style.



Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GW MR.

LifeMode Group: Ethnic Enclaves Up and Coming Families



AGE BY SEX (Earl date)

Median Age: 30.7 US: 37.6

Indicates US



RACE AND ETHNICITY (Ext data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).



INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.



AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.



350



LifeMode Group: Ethnic Enclaves Up and Coming Families



MARKET PROFILE (Consumer preferences are estimated from data by GR MR)

- · Rely on the Internet for entertainment, information, shopping, and banking.
- Prefer imported SUVs or compact cars, late models.
- Carry debt from credit card balances to student loans and mortgages, but also maintain retirement plans and make charitable contributions.
- Busy with work and family; use home and landscaping services to save time.
- Find leisure in family activities, movies at home, trips to theme parks or the zoo, and sports, from backpacking and baseball to weight lifting and yoga.

HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





LifeMode Group: Scholars and Patriots College Towns

Households: 1,104,000 Average Household Size: 2.12 Median Age: 24.3 Median Household Income: \$28,000

WHO ARE WE?

About half the residents of *College Towns* are enrolled in college, while the rest work for a college or the services that support it. Students have busy schedules, but make time between studying and part-time jobs for socializing and sports. Students that are new to managing their own finances tend to make impulse buys and splurge on the latest fashions. This digitally engaged group uses computers and cell phones for all aspects of life including shopping, school work, news, social media, and entertainment. *College Towns* are all about new experiences, and residents seek out variety and adventure in their lives.



OUR NEIGHBORHOOD

- These are nonfamily households with many students living alone or with roommates for the first time.
- This segment is a mix of densely developed student housing and dorms with local residences.
- Off-campus, low rent apartments comprise half of the housing stock.
- Over three-quarters of the households are renter occupied, with one in ten remaining vacant.
- One-third of homes are single family; mostly occupied by local residents who own their homes.
- · This market is bike and pedestrian friendly.

SOCIOECONOMIC TRAITS

- Their limited incomes result in thrifty purchases.
- They do not eat the healthiest foods, nor do they see a doctor regularly.
- They dress to impress with the latest fashions of the season.
- They prefer environmentally friendly products and vehicles that get good gas mileage.
- They're heavily influenced by celebrity endorsements and trends in magazines.
- They feel anything that can be done online is easier than in person.
- They have liberal political views.

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Comment preferences are extinated from data by GM MR.





AGE BY SEX (Earl date)

Median Age: 24.3 US: 37.6 I Indicates US



RACE AND ETHNICITY (Ext data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).



300

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INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Eari.



AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.







MARKET PROFILE (Consumer preferences are estimated from data by GR MR)

- Own a laptop and a portable MP3 player.
- · Watch movies and TV programs online; MTV and Cornedy Central on TV.
- Use the Internet for social media connections, blogging, paying bills, and downloading music.
- · Have cell phones only (no landlines) and enjoy customizing them.
- Popular activities: backpacking, Pilates, and Frisbee.
- · Go out to the movies and out for drinks.

HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Single Family

Average Rent: \$890

US Average: \$990



POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.



Region	State	Town	Zip code	Hiker Count	Hiking Index	Camper Count	Camping Index	Natural/ Organic Customer Count	Natural/ Organic Index	Freshwater Angler Count	Freshwater Fishing Index	Rifle Hunter Count	Rifle Hunting Index
								WIT	HIN ZIPCOD	E			
Northea	ast												
	Conne	ecticut											
		Clinton	06413	1,439	123	1,716	115	1,252	113	1,571	108	581	108
		Storrs Mansfield	06269	1,243	112	2,004	141	1,389	132	1,440	104	693	135
		Coventry	06238	1,126	113	1,602	126	968	102	1,520	123	616	134
	Maine	!											
		Bangor	04401	4,590	125	5,121	109	3,490	100	4,802	105	1,732	102
		Windham	04062	1,704	124	2,179	125	1,355	104	2,152	126	917	145
		Gorham	04038	1,540	114	1,964	114	1,382	109	1,952	117	695	112
	Maryla	and											
		Elkton	21921	3,513	107	4,871	117	3,314	107	4,450	110	1,675	111
		Berlin	21811	2,437	111	2,866	103	2,101	101	3,362	124	1,337	132
		Mechanicsville	20659	2,132	122	2,599	117	1,832	111	2,537	117	913	114
	Massa	chusetts											
		East Falmouth	02536	2,103	126	2,463	115	1,676	106	2,512	121	1,126	146
		Amherst	01003	1,438	113	2,249	138	1,598	133	1,669	105	783	133
		Swansea	02777	1,423	108	1,947	116	1,297	104	1,824	111	641	105
	New H	lampshire											
		Merrimack	03054	2,506	126	3,010	119	2,224	118	2,719	110	937	102
		Keene	03431	2,062	124	2,397	113	1,587	101	2,171	105	764	100
		Hampton	03842	1,766	139	1,811	112	1,453	121	1,712	109	708	121
	New J	ersey											
		Newton	07860	2,869	123	3,427	115	2,360	107	3,215	111	1,202	112
		Bayville	08721	1,659	104	2,158	107	1,570	105	2,290	116	775	106
		Vineland	08361	1,658	114	2,280	123	1,384	101	2,145	119	792	118

Table A 1. Top three locations by Region and state based on customer population within ZIP code

	New York											
	Webster	14580	4,849	116	5,826	110	4,158	106	5,830	113	1,914	100
	Albany	12203	4,260	132	5,086	123	3,675	120	4,052	101	1,499	101
	Vestal	13850	3,162	131	3,315	108	2,834	125	3,162	106	1,105	100
	Pennsylvania											
	State College	16801	4,855	120	6,926	134	4,907	128	5,163	103	2,170	116
	Lititz	17543	3,626	113	4,692	115	3,183	105	4,629	117	1,776	120
	Harrisburg	17112	3,262	125	4,117	124	2,693	110	3,903	121	1,323	110
	Rhode Island											
	Coventry	02816	2,620	106	3,468	110	2,344	100	3,285	107	1,282	113
	Chepachet	02814	1,004	124	1,353	131	792	103	1,320	131	518	139
	Vermont											
	Colchester	05446	1,796	124	2,481	134	1,542	112	2,038	113	752	112
	Montpelier	05602	1,364	139	1,464	117	982	106	1,386	114	543	120
	Middlebury	05753	1,023	106	1,527	125	940	103	1,333	112	585	132
	Virginia											
	Blacksburg	24060	5 <i>,</i> 878	119	8,555	136	5,919	127	6,473	106	2,809	123
	Chester	23831	3,363	119	4,016	112	2,815	106	4,002	114	1,366	105
	Mechanicsville	23111	3,283	115	4,062	111	3,077	114	3,879	109	1,329	101
	West Virginia											
	Morgantown	26505	4,202	111	6,831	142	4,465	125	4,765	102	2,324	134
	Charleston	25314	1,896	142	1,878	111	1,612	128	1,759	107	626	102
	Charles Town	25414	1,574	102	2,160	110	1,568	108	2,209	116	797	112
Midwest	t											
	Illinois											
	Normal	61761	5,568	114	7,762	124	5,567	120	6,325	104	2,507	111
	Dekalb	60115	4,110	108	5,948	123	4,311	120	4,805	102	1,914	109
	Tinley Park	60477	3,748	119	4,354	108	3,040	102	4,237	108	1,567	108
	Indiana											
	West Lafayette	47906	7,030	113	10,734	136	7,297	124	8,323	108	3,564	125
	Greenwood	46143	4,993	113	6,472	115	4,305	103	6,170	113	2,216	109

Valparaiso	46383	4,198	119	5,703	127	3,464	104	5,172	118	2,063	127
lowa											
Iowa City	52240	2,998	109	4,310	123	3,258	126	3,406	100	1,314	104
Iowa City	52245	2,971	128	3,995	135	2,761	126	3,058	107	1,149	108
Des Moines	50311	1,754	123	2,335	129	1,569	117	1,763	100	679	104
Kansas											
Manhattan	66502	4,549	104	7,584	136	5,158	125	5,513	102	2,549	126
Derby	67037	2,272	115	3,133	124	1,887	101	3,055	125	1,232	135
Gardner	66030	1,602	111	2,180	119	1,569	115	1,942	109	680	103
Kentucky											
Georgetown	40324	3,491	108	4,707	115	3,130	103	4,475	112	1,641	110
Nicholasville	40356	3,420	110	4,521	114	3,099	105	4,215	109	1,540	107
Louisville	40299	3,413	114	4,403	115	2,915	103	4,335	116	1,471	106
Michigan											
Ypsilanti	48197	5,265	114	6,804	115	5,199	119	5,777	100	2,169	102
East Lansing	48823	5,188	115	7,347	127	5,381	126	5,755	103	2,419	116
Macomb	48044	5 <i>,</i> 078	122	6,040	114	4,722	120	5,514	107	1,967	102
Minnesota											
Anoka	55304	4,629	131	5,403	120	3,947	118	5,077	116	1,791	110
Anoka	55303	4,236	117	5,223	113	3,633	106	5,073	113	1,829	110
Mankato	56001	4,197	106	6,543	129	4,128	110	5,214	106	2,338	128
Missouri											
Springfield	65807	5,102	106	7,115	116	4,606	101	6,246	105	2,518	114
Saint Charles	63303	4,334	120	5,327	116	3,667	108	4,892	109	1,731	104
Cape Girardeau	63701	3,917	116	5,404	126	3,251	102	4,773	114	1,912	123
Nebraska											
Omaha	68135	2,665	134	3,071	121	2,487	133	2,524	102	843	92
Omaha	68144	2,209	112	2,751	109	1,935	103	2,626	107	890	98
Papillion	68133	986	134	1,084	115	919	132	901	99	317	93
North Dakota											
Bismarck	58504	2,667	121	3,148	112	2,293	110	2,867	105	1,048	103

	Williston	58801	2,588	116	3,326	117	2,119	100	3,111	112	1,173	114
	Grand Fo	rks 58203	1,442	116	1,887	119	1,247	106	1,555	101	660	115
	Ohio											
	Medina	44256	5,806	124	6,904	115	5,083	115	6,466	111	2,310	107
	Hamilton	45011	5,767	113	6,531	100	5,135	106	6,870	108	2,468	105
	Delaware	e 43015	4,575	120	5,495	113	4,030	111	5,034	106	1,821	103
	South Dakota											
	Rapid Cit	y 57702	3,585	130	3,935	112	2,798	108	3,791	111	1,373	108
	Brooking	s 57006	2,092	101	3,512	133	2,343	120	2,614	102	1,181	124
	Vermillio	n 57069	1,181	113	1,909	144	1,131	115	1,390	108	673	140
	Wisconsin											
	La Crosse	54601	4,919	117	6,663	124	4,180	105	5,672	108	2,466	127
	Eau Clair	e 54701	3,783	117	4,856	118	3,156	103	4,232	105	1,774	119
	Franklin	53132	3,558	124	4,271	117	3,049	112	4,042	113	1,496	113
Southeas	st											
	Alabama											
	Mobile	36695	3,979	120	4,848	114	3,335	106	4,752	115	1,756	114
	Tuscaloo	sa 35405	3,020	103	3,835	103	2,867	104	3,817	105	1,347	100
	Daphne	36526	2,457	106	3,185	108	2,332	106	3,387	118	1,214	113
	Arkansas											
	Fayettev	ille 72701	4,520	113	6,622	130	4,409	117	5,458	110	2,295	124
	Cabot	72023	2,890	100	4,294	117	2,789	102	4,451	124	1,762	132
	Little Roo	ck 72210	1,051	100	1,467	109	1,024	103	1,497	115	624	129
	Florida											
	Orange P	ark 32073	5,042	112	6,761	117	4,611	108	6,193	111	2,082	100
	Clermont	34711	4,901	110	5,992	106	4,527	108	6,317	115	2,239	109
	Tallahass	ee 32304	3,919	105	6,371	134	4,498	127	4,715	102	2,267	132
	Georgia											
	Cumming	g 30041	5,497	132	6,484	122	4,855	123	5,478	106	2,076	108
	Douglasv	ille 30135	5,310	106	7,387	116	4,887	103	7,417	119	2,598	112
	Acworth	30101	4,977	120	6,336	120	4,813	123	5,601	109	2,001	104

	Louisia	na											
		Prairieville	70769	3,465	119	4,146	112	3,347	122	4,031	112	1,424	106
		Lake Charles	70605	3,451	126	3,953	113	2,898	112	3,974	117	1,492	118
		Ruston	71270	2,981	105	4,181	116	2,698	101	3,788	108	1,594	122
	Mississ	іррі											
		Olive Branch	38654	3,972	113	5,167	115	3,841	115	5,091	116	1,780	109
		Oxford	38655	3,553	108	5,560	132	3,424	110	4,537	111	1,968	130
		Ocean Springs	39564	2,564	109	3,484	116	2,397	107	3,381	115	1,228	113
	North (Carolina											
		Wake Forest	27587	6,392	124	7,801	119	5,944	122	7,044	110	2,529	106
		Greenville	27858	5,366	110	7,746	124	5,630	122	6,496	107	2,671	118
		Waxhaw	28173	4,799	130	5,766	123	4,406	126	4,908	107	1,833	108
	Oklaho	ma											
		Yukon	73099	5,372	108	7,196	114	4,934	105	7,128	116	2,483	109
		Norman	73072	4,841	130	5,668	119	4,402	125	4,627	100	1,853	108
		Edmond	73034	4,435	126	5,666	126	4,180	125	4,667	106	1,794	110
	South C	Carolina											
		Simpsonville	29681	5,064	124	6,040	116	4,660	121	5,503	109	1,888	100
		Columbia	29229	4,340	125	5,538	126	4,095	125	4,667	109	1,613	101
		Summerville	29485	4,042	104	5,624	114	3,921	107	5,501	114	1,905	107
	Tennes	see											
		Mount Juliet	37122	4,760	120	6,303	125	4,169	111	6,075	124	2,384	131
		Smyrna	37167	4,423	107	5,881	111	4,301	110	5,452	106	1,935	101
		Jackson	38305	4,067	104	5,570	112	3,826	103	5,603	115	2,057	114
	Texas												
		College Station	77845	5,826	139	6,813	128	5,254	133	5,258	101	1,959	102
		Burleson	76028	5,447	105	8,110	123	4,992	102	8,017	125	3,232	136
		New Braunfels	78130	5,414	102	7,209	107	5,171	103	6,772	103	2,507	103
Western													
	Alaska												
		Palmer	99645	3,067	123	4,035	127	2,588	110	4,147	134	1,931	168

Fairbanks	99712	1,512	130	2,095	141	1,116	102	2,049	142	938	175
Ketchikan	99901	1,198	113	1,583	117	1,011	101	1,499	114	601	123
Arizona											
Mesa	85207	3,923	114	4,766	109	3,403	105	4,817	113	1,662	105
Gilbert	85233	3,408	117	4,044	109	3,237	117	3,940	109	1,345	100
Laveen	85339	3,271	124	4,266	127	3,093	124	3,428	105	1,220	100
California											
Chico	95926	3,821	123	4,830	122	3,505	119	3,837	100	1,468	102
Sebastopol	95472	3,455	146	3,538	118	2,851	128	3,198	109	1,316	121
Redding	96001	3,229	119	3,672	106	2,636	103	3,734	111	1,369	110
Colorado											
Loveland	80538	4,311	110	5,438	109	3,939	106	5,454	112	1,809	100
Durango	81301	3,602	162	3,874	137	2,677	127	2,960	107	1,353	132
Peyton	80831	2,933	134	3,475	125	2,637	128	2,837	105	1,063	105
Hawaii											
Hilo	96720	6,246	121	7,542	114	4,890	100	7,585	118	3,266	137
Kailua Kona	96740	5,422	117	6,528	110	4,539	103	7,010	122	3,235	151
Honokaa	96727	992	118	1,126	105	800	101	1,278	123	583	151
Idaho											
Boise	83709	4,255	116	5,812	125	3,640	105	5,425	120	1,997	118
Moscow	83843	3,140	134	4,164	140	2,812	127	2,930	101	1,284	119
Coeur D Alene	83814	3,033	126	3,476	114	2,281	101	3,319	111	1,312	118
Montana											
Bozeman	59718	3,775	155	4,098	132	2,980	129	3,111	103	1,275	113
Billings	59106	1,796	133	2,200	128	1,487	116	2,060	123	793	127
Missoula	59803	1,625	131	1,983	125	1,303	111	1,770	115	595	104
Nevada											
Reno	89506	2,886	101	3,925	108	2,706	100	3,932	111	1,378	105
Spring Creek	89815	1,222	105	1,708	115	1,133	103	1,829	127	749	140
New Mexico											
Albuquerque	87114	5,240	114	6,790	116	5,138	119	6,062	107	2,158	102

Las Cruces	88011	3,326	118	3,896	109	2,869	108	3,641	104	1,308	101
Tijeras	87059	1,096	147	1,288	135	799	113	1,221	132	589	171
Oregon											
Eugene	97405	6,033	149	6,348	123	4,966	130	5,158	103	1,869	100
Bend	97701	5,867	123	6,645	109	5,074	113	6,239	105	2,412	110
Corvallis	97330	5,018	135	6,135	130	4,398	126	4,705	102	2,010	118
Utah											
Clearfield	84015	4,498	111	5,997	116	4,355	114	5,379	107	1,868	100
Logan	84321	3,670	113	5,011	121	3,596	117	4,118	102	1,588	106
Saint George	84790	3,100	105	3,957	105	2,865	103	4,106	112	1,512	111
Washington											
Arlington	98223	4,206	115	5,926	128	3,429	100	5,739	127	2,502	149
Auburn	98092	4,117	116	5,100	113	3,858	115	4,790	109	1,692	104
Marysville	98270	4,055	113	5,055	110	3,637	107	4,913	110	1,760	106
Wyoming											
Cheyenne	82009	3,577	130	4,108	117	2,858	110	3,914	114	1,540	121
Laramie	82072	1,779	113	2,745	136	1,829	123	2,079	106	919	126
Cody	82414	1,555	113	1,988	113	1,342	103	2,121	124	837	132

				Hiker Count	Camper Count	Farmers Market	Freshwater	Rifle Hunter
Region	State	Town	Zip Code			Customer Count	Angler Count	Count
						WITHIN 30 MILES		
Northea	ast							
	Conne	ecticut						
		Coventry	06238	190,992	227,859	171,034	199,356	66,198
		Clinton	06413	141,779	157,523	128,593	132,412	41,607
		Storrs Mansfield	06269	119,645	147,230	107,175	130,004	43,986
	Maine	!						
		York	03909	63,358	75,230	55,459	69,283	26,518
		Gorham	04038	57,241	72,891	47,485	71,633	29,385
		Kennebunkport	04046	56,622	68,758	48,202	63,048	24,413
	Maryla	and						
		College Park	20742	562,644	525,538	559,670	411,805	104,628
		Westminster	21158	237,168	257,026	218,694	234,492	77,081
		Јорра	21085	221,643	245,800	211,728	222,392	72,072
	Massa	chusetts						
		Swansea	02777	239,164	266,213	217,529	219,785	69,466
		Charlton	01507	147,434	178,786	130,924	153,139	52,495
		Dudley	01571	141,818	171,065	124,947	147,928	50,366
	New H	lampshire						
		Merrimack	03054	182,828	199,820	164,929	166,667	52,456
		Milford	03055	151,130	169,994	135,466	143,579	46,376
		Goffstown	03045	135,518	159,234	120,241	138,560	48,331
	New J	ersey						
		Atco	08004	377,754	420,432	365,331	365,000	114,331
		Newton	07860	176,259	175,774	158,102	144,357	42,670
		Bayville	08721	144,365	147,743	134,193	125,194	38,664
	New Y	ork						

Table A 2. Top three locations by Region and state based on customer population within 30 miles of ZIP code

	Mechanicville	12118	100,191	122,939	82,408	120,408	45,952
	Lancaster	14086	97,760	130,834	80,826	143,233	54,283
	Buffalo	14228	94,031	123,743	78,050	134,322	49,975
Penns	sylvania						
	Sellersville	18960	431,795	471,763	407,943	406,374	130,837
	Schwenksville	19473	419,705	462,587	398,539	403,031	130,950
	Quakertown	18951	382,079	418,433	353,115	368,280	120,920
Rhod	e Island						
	Chepachet	02814	239,655	274,142	214,992	230,168	74,775
	Coventry	02816	176,922	211,927	157,740	182,895	61,690
Verm	ont						
	Colchester	05446	35,981	46,678	29,694	43,457	17,857
	Montpelier	05602	32,499	40,387	25,074	38,289	16,309
	Middlebury	05753	32,491	41,073	26,078	39,048	16,864
Virgir	nia						
	King George	22485	186,626	192,670	178,284	163,860	49,120
	Mechanicsville	23111	113,608	138,976	104,512	132,381	46,617
	Powhatan	23139	112,360	140,268	103,122	136,476	49,829
West	Virginia						
	Charles Town	25414	130,378	146,764	118,158	131,090	46,738
	Morgantown	26508	44,710	74,001	38,869	87,395	40,632
	Morgantown	26505	40,212	65,068	35,012	76,035	35,140
Midwest							
Illinoi	s						
	Palos Hills	60465	535,996	606,742	547,155	487,587	143,488
	Tinley Park	60477	486,333	568,446	499,934	464,044	140,467
	Algonquin	60102	318,689	355,369	296,630	304,330	93,973
Iowa							
	Norwalk	50211	56,516	74,179	50,303	70,242	25,582
	Des Moines	50311	55,815	72,918	50,220	67,970	24,556
	Indianola	50125	50,745	66,428	44,526	64,484	23,333

Kansas						
Basehor	66007	141,207	172,854	128,551	162,232	57,265
Gardner	66030	129,128	155,604	117,856	144,626	51,012
Derby	67037	48,812	67,681	42,021	71,440	26,898
Kentucky						
Newport	41076	168,115	217,856	146,082	222,064	82,668
Burlington	41005	159,729	206,409	138,126	210,057	78,353
Independence	41051	156,328	200,758	135,615	205,205	75,777
Michigan						
Commerce Township	48382	288,184	369,288	261,165	383,546	138,972
Walled Lake	48390	288,118	368,455	261,835	381,824	138,581
Lake Orion	48362	260,455	334,439	237,197	358,686	130,740
Minnesota						
Circle Pines	55014	285,974	326,641	257,674	285,341	95,105
Burnsville	55337	278,877	316,239	251,471	274,184	90,086
Anoka	55304	277,468	318,033	249,495	279,386	93,678
Missouri						
Fenton	63026	201,980	248,446	180,338	248,072	87,368
Saint Louis	63126	199,136	243,110	177,837	241,168	84,105
Florissant	63034	195,031	236,388	174,048	233,761	80,904
Nebraska						
Omaha	68135	73,174	94,303	65,385	89,560	31,315
Omaha	68137	73,139	94,210	65,373	89,480	31,246
Papillion	68133	73,059	93,957	65,216	89,227	31,187
North Dakota						
Grand Forks	58203	9,402	13,094	7,583	12,317	4,983
Bismarck	58504	8,183	10,831	6,984	10,587	3,875
Williston	58801	4,743	7,963	3,634	8,448	3,659
Ohio						
Medina	44256	232,570	305,871	196,731	327,436	123,215

	Northfield	44067	226,046	292,629	193,151	308,396	114,054
	Broadview	44147	222,827	287,934	190,607	303,550	112,144
	Heights						
South	n Dakota						
	Vermillion	57069	24,552	37,742	20,609	36,950	15,058
	Rapid City	57702	13,606	17,339	10,870	18,301	7,461
	Brookings	57006	8,678	15,840	7,138	16,121	7,006
Wisco	onsin						
	Kenosha	53144	217,919	254,589	197,531	231,432	77,003
	Waterford	53185	201,382	250,467	180,136	232,516	82,116
	Mukwonago	53149	182,308	229,623	160,608	216,965	78,938
Southeast							
Alaba	ima						
	Trussville	35173	82,985	117,444	84,011	130,295	50,988
	Alabaster	35007	75,678	101,903	76,706	110,699	41,663
	Huntsville	35803	54,882	87,731	54,282	99,499	40,784
Arkar	isas						
	Little Rock	72210	53,414	74,435	52,180	83,273	32,562
	Cabot	72023	49,055	69,574	48,097	77,369	30,169
	Fayetteville	72701	43,496	68,488	42,195	71,199	29,419
Floric	la						
	Riverview	33569	239,508	297,226	219,244	298,930	107,464
	Clermont	34711	233,531	309,085	225,512	312,611	108,897
	Land O Lakes	34639	229,131	290,810	209,840	296,679	109,150
Georg	gia						
	Cumming	30041	340,275	403,784	329,879	367,721	121,508
	Canton	30115	334,852	395,555	323,495	357,119	117,059
	Douglasville	30135	323,275	389,479	316,145	360,466	117,035
Louis	iana						
	Luling	70070	90,810	117,390	86,653	126,907	45,982
	Slidell	70461	87,846	112,409	84,050	120,445	43,788

	Covington	70433	76,248	104,577	74,122	115,164	43,349
Miss	sissippi						
	Olive Branch	38654	84,709	106,373	86,609	114,444	40,242
	Pass Christian	39571	39,917	62,986	39,691	72,820	29,569
	Brandon	39042	38,047	54,542	40,940	65,203	25,541
Nort	h Carolina						
	Denver	28037	184,028	252,309	174,697	264,888	101,302
	Gastonia	28056	181,012	241,332	174,102	249,334	93,539
	Concord	28027	179,209	243,402	170,364	252,454	95,896
Okla	homa						
	Edmond	73034	102,937	138,395	93,465	135,739	51,119
	Norman	73072	100,694	134,995	91,134	135,851	51,262
	Norman	73071	99,464	133,165	89,981	133,581	50,167
Sout	h Carolina						
	Simpsonville	29680	81,032	123,047	77,770	144,253	59,868
	Simpsonville	29681	80,728	122,813	77,958	145,761	60,373
	Central	29630	68,231	104,944	66,255	124,799	52,271
Tenr	nessee						
	Smyrna	37167	138,680	175,623	129,224	170,200	62,736
	Mount Juliet	37122	137,951	175,982	129,548	171,582	63,399
	Old Hickory	37138	130,874	162,973	122,341	155,769	56,437
Texa	IS						
	Cedar Hill	75104	387,999	481,979	379,954	412,997	133,098
	Little Elm	75068	364,224	438,465	357,702	363,380	116,670
	Tomball	77375	355,631	439,929	360,683	366,959	118,567
Western							
Alas	ka						
	Palmer	99645	18,977	22,867	18,021	21,281	7,562
	Fairbanks	99712	8,511	10,615	7,589	9,876	3,476
	Homer	99603	3,966	5,381	3,038	5,707	2,965
Arizo	ona						

Laveen	85339	255,329	308,584	245,915	268,027	89,371
Gilbert	85233	233,556	280,810	222,484	244,543	79,633
Mesa	85207	188,559	217,500	179,699	191,549	62,496
California						
Stanford	94305	484,949	434,488	494,865	302,036	72,641
Berkeley	94704	453,298	423,659	456,718	298,896	76,354
Lodi	95242	225,492	278,291	211,758	239,465	77,069
Colorado						
Elizabeth	80107	189,178	210,989	175,973	173,472	55,215
Johnstown	80534	123,511	149,208	115,400	126,877	43,748
Loveland	80537	108,587	128,349	100,409	109,505	38,371
Hawaii						
Hilo	96720	17,966	21,856	14,188	22,394	10,207
Kailua Kona	96740	14,662	17,308	11,679	17,772	7,985
Honokaa	96727	14,316	16,928	11,502	17,488	7,740
Idaho						
Coeur D Alene	83814	58,164	75,452	48,996	75,183	30,153
Kuna	83634	47,721	63,174	42,154	61,332	23,023
Boise	83703	47,219	62,066	41,767	60,502	22,710
Montana						
Billings	59106	14,950	19,472	11,848	20,367	8,117
Missoula	59803	14,586	19,814	12,335	18,986	8,311
Bozeman	59715	11,739	15,578	10,174	13,993	6,045
Nevada						
89506	43,515	52,792	39,639	18,079	17,645	16,113
89815	4,229	6,087	3,690	3,063	1,956	2,627
New Mexico						
Tijeras	87059	76,404	94,411	69,011	90,844	33,104
Albuquerque	87114	70,615	89,315	64,790	86,592	31,637
Las Cruces	88011	32,279	42,198	34,615	44,100	15,317

Oregon

	Sherwood	97140	229,016	265,660	202,756	229,959	79,805		
	Canby	97013	225,694	261,559	200,184	226,682	78,725		
	Oregon City	97045	216,756	249,714	192,350	214,902	74,334		
Utah									
	Morgan	84050	153,391	183,471	141,489	160,228	53,407		
	Salt Lake City	84117	150,324	180,520	141,755	154,444	51,434		
	Heber City	84032	137,648	165,876	129,873	143,712	48,817		
Washi	ngton								
	Port Orchard	98367	342,885	361,551	316,898	298,595	98,468		
	Kingston	98346	293,615	301,021	271,157	242,076	78,653		
	Poulsbo	98370	292,823	300,539	270,225	242,982	79,782		
Wyoming									
	Cheyenne	82009	19,826	27,558	16,930	26,508	10,760		
	Laramie	82072	10,391	14,027	9,360	12,844	5,182		
	Cody	82414	8,341	11,886	6,418	12,951	5,684		