

A Profile of Boats and Boaters in South Carolina

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By:



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A Profile of Boats and Boaters in South Carolina

Background and introduction:

This report uses current boat registration data to present a profile of boaters and their boats in South Carolina. The report draws on the state's database of boat registrations that were active as of February, 2009. Boat registrations in South Carolina are valid for a period of three years. In addition to the boat registration data, the analysis includes fishing license data to identify boaters who also held a valid fishing license during 2008.

Readers interested in boating safety and the incidence of boating accidents are encouraged to visit the US Coast Guard's Boating Risk Analysis Information System (BRAINS). BRAINS enables users to isolate the effect that an individual variable has on the probability of a specific type of boating accident occurring (within the universe of all reported accidents) and measure the likelihood of a reported accident either increasing or decreasing given a change in a specified variable. BRAINS can be found online at <http://www.boatingrisk.com/>.

Boats and boaters:

There were 381,117 boats registered in South Carolina as of February 2009, registered to 320,339 different individuals. The 381,117 boats in South Carolina are registered for several uses, including commercial uses (commercial fishing, passenger transit or sightseeing, rental/lease, etc.) and for personal pleasure. Approximately 98% (374,244) of the boats registered in South Carolina are for personal pleasure use, and it is these boats and their owners that are the focus of this report (Table 1).

Table 1. Number of registered boats in South Carolina as of February 2009, by usage category.

Type of Usage	# of boats	% of boats
Commercial Fishing	1,034	0.3%
Commercial Passenger	955	0.3%
Demo/Repair/Test	108	0.0%
Other	3,214	0.8%
Personal Pleasure	374,244	98.2%
Rental/Lease	1,562	0.4%
TOTAL	381,117	100.0%

The pleasure boats in South Carolina are registered to 315,886 different individual boaters. Although more than one-half of the registrations lack gender information, the people who register boats in South Carolina appear to be predominantly male (Table 2).

Table 2. Gender of pleasure boat registrants in South Carolina.

Gender of boaters	# of boaters	% of boaters
Female	10,052	6.5%
Male	145,192	93.5%
TOTAL	155,244	100.0%

missing gender data: 160,642

People with registered boats are most likely to be found in the 45 to 64 age category. This is also the age category with the most people among the general adult population in South Carolina. Boat ownership, however, is clearly not proportional to the overall age distribution of the population. Nearly 13% of the adult population is aged 18 to 24, but only 1.5% of people who own boats fall into that age category. Overall, boat ownership is heavily skewed toward the older population. Among boat owners, nearly three-quarters (73.1%) are age 45 and older while only about one-half (51.7%) of the general population is in that same category (**Table 3**).

Table 3. Age distribution of pleasure boaters and the general adult population in South Carolina.

Age of boaters	# of Boaters	% of Boaters	SC 2007 Population	% of Population
18 to 24	3,481	1.2%	430,834	12.9%
25 to 34	22,893	7.8%	573,385	17.1%
35 to 44	52,083	17.8%	613,530	18.3%
45 to 54	76,393	26.2%	632,065	18.9%
55 to 64	70,718	24.2%	524,880	15.7%
65 and older	66,325	22.7%	573,098	17.1%
TOTAL	291,893	100.0%	3,347,792	100.0%

missing age data: 23,993

Of the 374,244 boats registered for personal pleasure in South Carolina, some are registered to people who have multiple boats, and explains why the number of pleasure boaters is somewhat less than the number of registered boats. **Table 4** shows that 33,700 people have two boats registered for personal pleasure, while 11,210 have three or more registered pleasure boats. Altogether, nearly 14% of boaters in South Carolina had more than one boat registered for pleasure use as of February 2009.

Table 4. Number of pleasure boaters and boats registered in South Carolina.

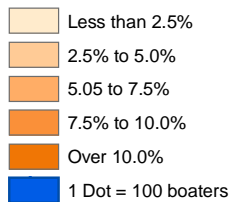
Number of boats registered per person	# of boaters	# of boats
One pleasure boat	271,976	271,976
Two pleasure boats	32,700	65,400
Three of more pleasure boats	11,210	39,084
TOTAL	315,886	376,460

The locations of boaters who have registered three or more boats are shown in Figure 1. Each dot on the map represents 100 boaters who have three or more registered pleasure boats¹. The shading indicates the relative proportion of these boaters as a percentage of all boaters in the region. For example, the map shading shows that 10.0% or more of the boaters in the greater Florence area have three or more registered boats, while in the Greenville area fewer than 2.5% of all boaters have 3 or more boats. However, based on the density of dots, the most numerous owners of three or more boats are located in the areas surrounding Lake Murray, the Greenville region, and the coastal regions around Hilton Head Island, Charleston and Myrtle Beach. While there are numerous boaters with three or more boats in the northwest region of the state, they typically represent fewer than 5.0% of all boaters in that area. In the inland communities in the East there are fewer boaters with three of more boats, but they represent more than 10.0% of all boaters in those communities.

¹ The maps in this report are presented at the ZIP code level of detail. The maps include dots to display the absolute numbers of boats and boaters in each ZIP code, and shading to indicate the relative proportions of those boats and boaters within the ZIP code region. Readers should note that the maps do not show the actual street locations of boats or boaters, but rather, the dots represent boats or boaters randomly distributed within a ZIP code region.

Figure 1. Locations and relative concentration of boaters with 3 or more registered boats.

Boaters with 3 or more boats



As might be expected, multiple boat owners are more likely to be boaters with registered jet skis (two boats = 10.4%; three or more boats = 14.5%) than people who own only one boat (6.2%). Conversely, people with open boats are more likely to have only one boat registered compared to those with the two or more boats (Table 5).

Table 5. Number of boats registered by individual owners, by type of boat.

Type of Boat	Number of boats registered					
	One boat		Two boats		Three or more boats	
	<i>n</i>	%	<i>n</i>	%	<i>n</i>	%
Open	223,348	82.1%	50,979	78.8%	27,978	74.5%
Jet Ski	16,855	6.2%	6,757	10.4%	5,438	14.5%
Pontoon	14,486	5.3%	2,893	4.5%	1,538	4.1%
Other	7,747	2.8%	2,086	3.2%	1,298	3.5%
Cabin Powered	4,607	1.7%	886	1.4%	569	1.5%
Sail	3,266	1.2%	656	1.0%	423	1.1%
Cabin Sail	1,136	0.4%	298	0.5%	147	0.4%
Houseboat	531	0.2%	149	0.2%	173	0.5%
Total	271,976	100.0%	64,704	100.0%	37,564	100.0%

Fishing is frequently associated with boats and boating. However, the majority of boaters did not hold a fishing license during 2008. In fact, more than two-thirds of people with at least one boat registered during 2008 did not buy a fishing license in 2008 (Table 6). Because boat registrations are valid for three years, the connection between fishing and boating is not precise based on one year of fishing license data. It is possible that more than 30.9% of boaters bought fishing licenses at least once during the period of up to three years that their boats have been registered. Likewise, the data say nothing about the usage of the boats during the three-year registration period. Some boaters might have registered a boat specifically for fishing and purchased a fishing license during the first year of their boat registration and actively used their boats for that purpose. What is unknown is whether such people who do not buy a fishing license in a subsequent year continue to use their boat that is still actively registered. Other research has shown that 40% to 45% of South Carolina anglers lapse (i.e. buy a fishing license in one year and not in the immediately subsequent year) in a typical year.

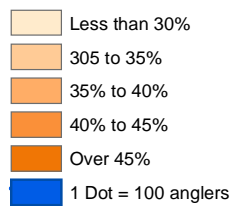
Table 6. Pleasure boaters with fishing licenses in 2008.

Fishing license in 2008?	# of boaters	% of boaters
Yes	97,598	30.9%
No	218,288	69.1%
TOTAL	315,886	100.0%

Boaters with fishing licenses in 2008 are shown in Figure 2, where each dot on the map represents a boater with a fishing license, and the shadings show the percentage of boaters who have a fishing license compared to all boaters in the ZIP code region. The distribution of fishing license holders generally mirrors the overall population – most license holders occur around the population centers such as Columbia, Charleston, Hilton Head Island and Myrtle Beach. But there is some modest geographic variation in the extent to which anglers comprise the boating population. In the northwest region, generally fewer than 35% of boaters bought a fishing license in 2008, while in some places the penetration of fishing among boaters is 45% or higher.

Figure 2. Locations and relative concentration of boaters with fishing licenses in 2008.

Percent of all boaters



Not surprisingly, anglers are more likely than non-anglers to register an open boat. Non-anglers are more likely to register every other type of boat, although the greatest difference exists for jet skis (Table 7).

Table 7. Types of boats registered to anglers in 2008.

Type of Boat	Boater had a fishing license in 2008			
	Yes		No	
	<i>n</i>	%	<i>n</i>	%
Open	110,234	85.1%	184,165	78.8%
Jet Ski	7,126	5.5%	20,871	8.9%
Pontoon	5,703	4.4%	12,473	5.3%
Other	3,617	2.8%	7,206	3.1%
Cabin Powered	1,558	1.2%	4,027	1.7%
Sail	853	0.7%	3,333	1.4%
Cabin Sail	278	0.2%	1,181	0.5%
Houseboat	231	0.2%	580	0.2%
Total	129,600	100.0%	233,836	100.0%

Lifestyle Analysis of Boaters:

A lifestyle segmentation analysis was applied to the boat registration database to examine which lifestyle segments are most common among boaters and in which segments boating has the greatest penetration compared to the general population. Segmentation is a means for more precisely describing the social, demographic and economic characteristics of a population that can be used as the foundation for more effective marketing and educational campaigns that target specific groups of people. The segmentation was accomplished with Community Tapestry software published by ESRI of Arlington, VA. Tapestry is built from Census Bureau data and other sources. From the ESRI website: “The Community Tapestry segmentation system provides an accurate, detailed description of America’s neighborhoods. U.S. residential areas are divided into 65 segments based on demographic variables such as age, income, home value, occupation, household type, education and other consumer behavior characteristics.” Using the ESRI service, the records in the boating registration database were appended with Tapestry data. The appended data provides a better understanding of who has registered boats in South Carolina. These results allow state agencies to become more focused and cost-effective in their marketing, recruitment and communication efforts. Descriptions of individual Tapestry segments are provided in an appendix to this report.

The complete listing of Tapestry segments is presented in Table 8, including the percentage of boaters found in each segment, the distribution of all households in South Carolina, and the penetration of boating within each segment. The top 20 Tapestry segment are presented in Table 9. These 20 Tapestry segments account for more than 84% of all boaters in the state. Boaters are mostly found in the Southern Satellites, Rural Bypasses, and Midland Crowd segments. These are also the most common segments in the general population, each accounting for ten percent or more of all households in the state.

The locations of boaters in each of the top ten Tapestry segments are mapped in Figures 3 through 12. In these maps, each dot represents 50 boaters within the respective Tapestry segment. The shading in the maps shows the relative concentration of that respective Tapestry segment among all boaters in the ZIP code region. For example, Figure 4 shows that boaters in the Tapestry 42 segment (Rural Bypasses) are most likely to be found in the southern and eastern part of the state where they comprise 50% or more of all boaters in most ZIP codes.

Finally, Table 10 shows the Tapestry segments with a penetration index of 100 or higher. The penetration index indicates which segments have greater rates of boat ownership compared to the average South Carolina household. This ratio is based on the percent of boaters found within each Tapestry segment divided by the percent of all South Carolina households in that same segment.

Table 8. Distribution of boaters, by lifestyle segment.

	Tapestry Description	Urban/ Rural	# of boaters	% of boaters	Boaters per 100 SC households	# of SC households	% of SC households	Penetration Index
1	Top Rung	Metro Cities	456	0.1%	64.6	706	0.0%	361
2	Suburban Splendor	Suburban	1,560	0.5%	37.3	4,180	0.2%	209
3	Connoisseurs	Metro Cities	2,093	0.7%	34.9	6,000	0.3%	195
4	Boomburbs	Urban Outskirts	7,007	2.2%	28.7	24,420	1.4%	160
5	Wealthy Seaboard Suburbs	Metro Cities	62	0.0%	0.0	0	0.0%	-
6	Sophisticated Squires	Suburban	5,193	1.6%	21.4	24,229	1.4%	120
7	Exurbanites	Suburban	13,031	4.1%	35.0	37,225	2.1%	196
8	Laptops and Lattes	Urban Centers	435	0.1%	19.1	2,279	0.1%	107
9	Urban Chic	Metro Cities	1,593	0.5%	31.8	5,007	0.3%	178
10	Pleasant-ville	Metro Cities	35	0.0%	0.0	0	0.0%	-
11	Pacific Heights	Urban Centers	3	0.0%	0.0	0	0.0%	-
12	Up and Coming Families	Suburban	11,864	3.8%	15.9	74,755	4.2%	89
13	In Style	Suburban	6,911	2.2%	16.4	42,102	2.4%	92
14	Prosperous Empty Nesters	Suburban	8,762	2.8%	20.9	41,866	2.4%	117
15	Silver and Gold	Suburban	8,978	2.8%	21.5	41,705	2.4%	120
16	Enterprising Professionals	Metro Cities	1,098	0.3%	11.2	9,824	0.6%	62
17	Green Acres	Rural	10,191	3.2%	23.4	43,636	2.5%	131
18	Cozy and Comfortable	Suburban	4,339	1.4%	18.0	24,080	1.4%	101
19	Milk and Cookies	Metro Cities	5,908	1.9%	16.7	35,320	2.0%	94
20	City Lights	Urban Centers	14	0.0%	0.0	0	0.0%	-
21	Urban Villages	Urban Centers	4	0.0%	0.0	0	0.0%	-
22	Metropolitans	Metro Cities	3,136	1.0%	13.1	23,884	1.4%	73
23	Trendsetters	Urban Centers	60	0.0%	14.3	419	0.0%	80
24	Main Street, USA	Urban Outskirts	628	0.2%	21.4	2,939	0.2%	119
25	Salt of the Earth	Rural	7,370	2.3%	19.1	38,680	2.2%	107
26	Midland Crowd	Rural	34,002	10.8%	19.1	178,198	10.1%	107
27	Metro Renters	Urban Centers	223	0.1%	16.6	1,347	0.1%	93
28	Aspiring Young Families	Metro Cities	6,129	1.9%	12.0	51,035	2.9%	67
29	Rustbelt Retirees	Suburban	5,516	1.7%	17.6	31,294	1.8%	99
30	Retirement Communities	Metro Cities	981	0.3%	13.3	7,399	0.4%	74
31	Rural Resort Dwellers	Rural	10,569	3.3%	38.3	27,593	1.6%	214
32	Rustbelt Traditions	Urban Outskirts	4,328	1.4%	12.1	35,712	2.0%	68
33	Midlife Junction	Suburban	8,713	2.8%	15.8	55,148	3.1%	88
34	Family Foundations	Metro Cities	2,121	0.7%	8.2	25,746	1.5%	46
35	International Marketplace	Urban Centers	5	0.0%	0.0	0	0.0%	-
36	Old and Newcomers	Metro Cities	2,866	0.9%	10.9	26,238	1.5%	61
37	Prairie Living	Rural	7	0.0%	0.0	0	0.0%	-
38	Industrious Urban Fringe	Urban Outskirts	53	0.0%	43.8	121	0.0%	245
39	Young and Restless	Metro Cities	1,381	0.4%	5.0	27,440	1.6%	28
40	Military Proximity	Suburban	874	0.3%	12.1	7,207	0.4%	68
41	Crossroads	Small Towns	18,222	5.8%	19.0	95,953	5.4%	106
42	Southern Satellites	Rural	42,979	13.6%	21.8	196,727	11.1%	122
43	The Elders	Suburban	55	0.0%	12.0	459	0.0%	67
44	Urban Melting Pot	Urban Centers	4	0.0%	0.0	0	0.0%	-
45	City Strivers	Urban Centers	73	0.0%	5.6	1,314	0.1%	31
46	Rooted Rural	Rural	11,638	3.7%	27.5	42,376	2.4%	154
47	Las Casas	Urban Centers	1	0.0%	0.0	0	0.0%	-
48	Great Expectations	Urban Outskirts	3,267	1.0%	9.9	32,847	1.9%	56
49	Senior Sun Seekers	Small Towns	3,925	1.2%	23.4	16,779	1.0%	131
50	Heartland Communities	Small Towns	4,153	1.3%	12.3	33,768	1.9%	69
51	Metro City Edge	Urban Outskirts	1,400	0.4%	5.3	26,287	1.5%	30
52	Inner City Tenants	Metro Cities	688	0.2%	7.3	9,380	0.5%	41
53	Home Town	Suburban	3,491	1.1%	8.9	39,391	2.2%	50
54	Urban Rows	Urban Centers	3	0.0%	0.0	0	0.0%	-
55	College Towns	Urban Outskirts	1,184	0.4%	7.5	15,751	0.9%	42
56	Rural Bypasses	Rural	39,417	12.5%	20.3	193,768	11.0%	114
57	Simple Living	Urban Outskirts	1,299	0.4%	8.4	15,475	0.9%	47
58	NeWest Residents	Urban Centers	8	0.0%	0.0	0	0.0%	-
59	Southwestern Families	Urban Outskirts	7	0.0%	0.0	0	0.0%	-
60	City Dimensions	Metro Cities	601	0.2%	6.1	9,859	0.6%	34
61	High Rise Renters	Urban Centers	2	0.0%	0.0	0	0.0%	-
62	Modest Income Homes	Urban Outskirts	3,083	1.0%	5.9	52,550	3.0%	33
63	Dorms to Diplomas	Metro Cities	266	0.1%	5.1	5,167	0.3%	29
64	City Commons	Urban Centers	1,150	0.4%	6.8	16,919	1.0%	38
65	Social Security Set	Urban Centers	142	0.0%	4.0	3,579	0.2%	22
66	Unclassified unkown		16 313	0.0% 0.1%	64.0	25	0.0%	358
	Total		315,886	100.0%	17.9	1,766,108	100.0%	100

Table 9. Top twenty tapestry segments of boaters in South Carolina.

Tapestry Description	Urban/ Rural	# of boaters	% of boaters	Boaters per 100 SC households	# of SC households	% of SC households	Penetration Index
42 Southern Satellites	Rural	42,979	13.6%	21.8	196,727	11.1%	122
56 Rural Bypasses	Rural	39,417	12.5%	20.3	193,768	11.0%	114
26 Midland Crowd	Rural	34,002	10.8%	19.1	178,198	10.1%	107
41 Crossroads	Small Towns	18,222	5.8%	19.0	95,953	5.4%	106
7 Exurbanites	Suburban	13,031	4.1%	35.0	37,225	2.1%	196
12 Up and Coming Families	Suburban	11,864	3.8%	15.9	74,755	4.2%	89
46 Rooted Rural	Rural	11,638	3.7%	27.5	42,376	2.4%	154
31 Rural Resort Dwellers	Rural	10,569	3.3%	38.3	27,593	1.6%	214
17 Green Acres	Rural	10,191	3.2%	23.4	43,636	2.5%	131
15 Silver and Gold	Suburban	8,978	2.8%	21.5	41,705	2.4%	120
14 Prosperous Empty Nesters	Suburban	8,762	2.8%	20.9	41,866	2.4%	117
33 Midlife Junction	Suburban	8,713	2.8%	15.8	55,148	3.1%	88
25 Salt of the Earth	Rural	7,370	2.3%	19.1	38,680	2.2%	107
4 Boomburbs	Urban Outskirts	7,007	2.2%	28.7	24,420	1.4%	160
13 In Style	Suburban	6,911	2.2%	16.4	42,102	2.4%	92
28 Aspiring Young Families	Metro Cities	6,129	1.9%	12.0	51,035	2.9%	67
19 Milk and Cookies	Metro Cities	5,908	1.9%	16.7	35,320	2.0%	94
29 Rustbelt Retirees	Suburban	5,516	1.7%	17.6	31,294	1.8%	99
6 Sophisticated Squires	Suburban	5,193	1.6%	21.4	24,229	1.4%	120
18 Cozy and Comfortable	Suburban	4,339	1.4%	18.0	24,080	1.4%	101

Table 10. Tapestry segments with penetration index greater than 100.

Tapestry Description	Urban/ Rural	# of boaters	% of boaters	Boaters per 100 SC households	# of SC households	% of SC households	Penetration Index
1 Top Runq	Metro Cities	456	0.1%	64.6	706	0.0%	361
38 Industrious Urban Fringe	Urban Outskirts	53	0.0%	43.8	121	0.0%	245
31 Rural Resort Dwellers	Rural	10,569	3.3%	38.3	27,593	1.6%	214
2 Suburban Splendor	Suburban	1,560	0.5%	37.3	4,180	0.2%	209
7 Exurbanites	Suburban	13,031	4.1%	35.0	37,225	2.1%	196
3 Connoisseurs	Metro Cities	2,093	0.7%	34.9	6,000	0.3%	195
9 Urban Chic	Metro Cities	1,593	0.5%	31.8	5,007	0.3%	178
4 Boomburbs	Urban Outskirts	7,007	2.2%	28.7	24,420	1.4%	160
46 Rooted Rural	Rural	11,638	3.7%	27.5	42,376	2.4%	154
49 Senior Sun Seekers	Small Towns	3,925	1.2%	23.4	16,779	1.0%	131
17 Green Acres	Rural	10,191	3.2%	23.4	43,636	2.5%	131
42 Southern Satellites	Rural	42,979	13.6%	21.8	196,727	11.1%	122
15 Silver and Gold	Suburban	8,978	2.8%	21.5	41,705	2.4%	120
6 Sophisticated Squires	Suburban	5,193	1.6%	21.4	24,229	1.4%	120
24 Main Street, USA	Urban Outskirts	628	0.2%	21.4	2,939	0.2%	119
14 Prosperous Empty Nesters	Suburban	8,762	2.8%	20.9	41,866	2.4%	117
56 Rural Bypasses	Rural	39,417	12.5%	20.3	193,768	11.0%	114
8 Laptops and Lattes	Urban Centers	435	0.1%	19.1	2,279	0.1%	107
26 Midland Crowd	Rural	34,002	10.8%	19.1	178,198	10.1%	107
25 Salt of the Earth	Rural	7,370	2.3%	19.1	38,680	2.2%	107
41 Crossroads	Small Towns	18,222	5.8%	19.0	95,953	5.4%	106
18 Cozy and Comfortable	Suburban	4,339	1.4%	18.0	24,080	1.4%	101

The Lifestyle analysis can be a useful tool for targeting messages to particular groups of boaters. An example of this is provided in Table 11 which shows the distribution of the age of boats across Tapestry segments. The Tapestry segments are arrayed generally by income so that those in the top have higher median income while those in the lower segments have lower median incomes. From this table, it is clear that older boats are more likely to be found among the lower income segments and new boats are more likely to be found in higher income segments.

Table 11. Age of boat, by Tapestry Segment.

TAPESTRY	Urban/ Rural	Boat Age					Total
		Less than 10 years old	10 to 20 years old	21 to 50 years old	More than 50 years old		
1 Top Run	Metro Cities	0.3%	0.1%	0.0%	0.1%	0.1%	
2 Suburban Splendor	Suburban	0.9%	0.5%	0.3%	0.4%	0.5%	
3 Connoisseurs	Metro Cities	0.9%	0.6%	0.5%	0.9%	0.6%	
4 Boomburbs	Urban Outskirts	3.5%	2.1%	1.3%	2.0%	2.1%	
5 Wealthy Seaboard Suburbs	Metro Cities	0.0%	0.0%	0.0%	0.0%	0.0%	
6 Sophisticated Squires	Suburban	2.1%	1.8%	1.2%	1.1%	1.6%	
7 Exurbanites	Suburban	5.9%	4.8%	3.0%	2.9%	4.3%	
8 Laptops and Lattes	Urban Centers	0.2%	0.1%	0.1%	0.3%	0.1%	
9 Urban Chic	Metro Cities	0.7%	0.5%	0.4%	0.5%	0.5%	
10 Pleasant-ville	Metro Cities	0.0%	0.0%	0.0%	0.0%	0.0%	
11 Pacific Heights	Urban Centers	0.0%	0.0%	0.0%	0.0%	0.0%	
12 Up and Coming Families	Suburban	4.8%	3.7%	2.9%	2.8%	3.6%	
13 In Style	Suburban	2.8%	2.2%	1.7%	1.6%	2.1%	
14 Prosperous Empty Nesters	Suburban	3.2%	2.8%	2.5%	3.1%	2.7%	
15 Silver and Gold	Suburban	4.5%	2.7%	1.6%	1.5%	2.7%	
16 Enterprising Professionals	Metro Cities	0.5%	0.4%	0.2%	0.1%	0.3%	
17 Green Acres	Rural	3.6%	3.6%	2.8%	3.0%	3.2%	
18 Cozy and Comfortable	Suburban	1.2%	1.4%	1.4%	1.2%	1.3%	
19 Milk and Cookies	Metro Cities	1.9%	1.8%	1.8%	1.4%	1.8%	
20 City Lights	Urban Centers	0.0%	0.0%	0.0%	0.0%	0.0%	
21 Urban Villages	Urban Centers	0.0%	0.0%	0.0%	0.0%	0.0%	
22 Metropolitans	Metro Cities	1.1%	0.9%	0.9%	1.6%	0.9%	
23 Trendsetters	Urban Centers	0.0%	0.0%	0.0%	0.0%	0.0%	
24 Main Street, USA	Urban Outskirts	0.2%	0.2%	0.2%	0.2%	0.2%	
25 Salt of the Earth	Rural	2.0%	2.5%	2.4%	2.6%	2.3%	
26 Midland Crowd	Rural	10.2%	10.9%	11.1%	9.5%	10.8%	
27 Metro Renters	Urban Centers	0.1%	0.1%	0.1%	0.1%	0.1%	
28 Aspiring Young Families	Metro Cities	2.0%	1.8%	1.8%	1.9%	1.8%	
29 Rustbelt Retirees	Suburban	1.5%	1.6%	1.9%	2.3%	1.7%	
30 Retirement Communities	Metro Cities	0.3%	0.3%	0.3%	0.6%	0.3%	
31 Rural Resort Dwellers	Rural	4.5%	3.8%	2.6%	2.2%	3.5%	
32 Rustbelt Traditions	Urban Outskirts	1.0%	1.3%	1.6%	1.3%	1.3%	
33 Midlife Junction	Suburban	2.5%	2.6%	2.9%	3.4%	2.7%	
34 Family Foundations	Metro Cities	0.4%	0.5%	0.9%	1.2%	0.7%	
35 International Marketplace	Urban Centers	0.0%	0.0%	0.0%	0.0%	0.0%	
36 Old and Newcomers	Metro Cities	0.9%	0.8%	0.9%	0.8%	0.9%	
37 Prairie Living	Rural	0.0%	0.0%	0.0%	0.0%	0.0%	
38 Industrious Urban Fringe	Urban Outskirts	0.0%	0.0%	0.0%	0.1%	0.0%	
39 Young and Restless	Metro Cities	0.5%	0.4%	0.4%	0.6%	0.4%	
40 Military Proximity	Suburban	0.2%	0.2%	0.3%	0.2%	0.3%	
41 Crossroads	Small Towns	4.9%	5.8%	6.6%	4.9%	5.9%	
42 Southern Satellites	Rural	10.4%	13.5%	15.8%	16.3%	13.7%	
43 The Elders	Suburban	0.0%	0.0%	0.0%	0.0%	0.0%	
44 Urban Melting Pot	Urban Centers	0.0%	0.0%	0.0%	0.0%	0.0%	
45 City Strivers	Urban Centers	0.0%	0.0%	0.0%	0.1%	0.0%	
46 Rooted Rural	Rural	3.7%	3.9%	3.9%	3.4%	3.8%	
47 Las Casas	Urban Centers	0.0%	0.0%	0.0%	0.0%	0.0%	
48 Great Expectations	Urban Outskirts	0.8%	0.9%	1.2%	1.5%	1.0%	
49 Senior Sun Seekers	Small Towns	1.5%	1.4%	1.1%	0.8%	1.3%	
50 Heartland Communities	Small Towns	0.9%	1.2%	1.6%	1.9%	1.3%	
51 Metro City Edge	Urban Outskirts	0.2%	0.4%	0.6%	1.0%	0.4%	
52 Inner City Tenants	Metro Cities	0.1%	0.2%	0.3%	0.1%	0.2%	
53 Home Town	Suburban	0.7%	0.9%	1.4%	2.4%	1.1%	
54 Urban Rows	Urban Centers	0.0%	0.0%	0.0%	0.0%	0.0%	
55 College Towns	Urban Outskirts	0.3%	0.3%	0.4%	0.5%	0.4%	
56 Rural Bypasses	Rural	10.5%	12.9%	14.5%	11.1%	13.0%	
57 Simple Living	Urban Outskirts	0.3%	0.4%	0.4%	0.6%	0.4%	
58 NeWest Residents	Urban Centers	0.0%	0.0%	0.0%	0.0%	0.0%	
59 Southwestern Families	Urban Outskirts	0.0%	0.0%	0.0%	0.0%	0.0%	
60 City Dimensions	Metro Cities	0.1%	0.2%	0.2%	0.3%	0.2%	
61 High Rise Renters	Urban Centers	0.0%	0.0%	0.0%	0.0%	0.0%	
62 Modest Income Homes	Urban Outskirts	0.5%	0.9%	1.2%	1.6%	0.9%	
63 Dorms to Diplomas	Metro Cities	0.1%	0.1%	0.1%	0.1%	0.1%	
64 City Commons	Urban Centers	0.2%	0.2%	0.5%	1.6%	0.3%	
65 Social Security Set	Urban Centers	0.0%	0.0%	0.0%	0.2%	0.0%	
66 Unclassified		0.0%	0.0%	0.0%	0.0%	0.0%	

more likely to own older boats
more likely to own newer boats

Figure 3. Tapestry 42 - Southern Satellites

Percent of all boaters

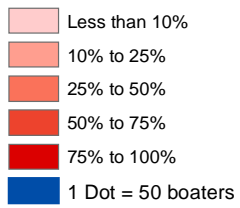


Figure 4. Tapestry 56 - Rural Bypasses

Percent of all boaters

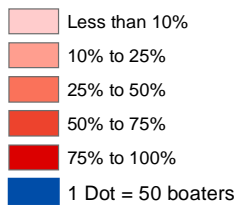


Figure 5. Tapestry 26 - Midland Crowd

Percent of all boaters

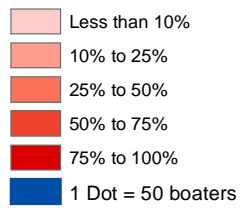


Figure 6. Tapestry 41 - Crossroads

Percent of all boaters

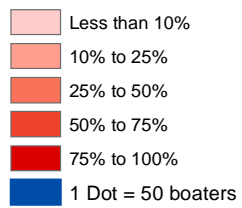


Figure 7. Tapestry 7 - Exurbanites

Percent of all boaters

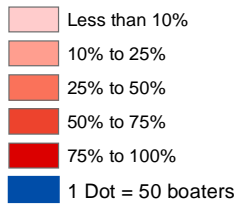


Figure 8. Tapestry 12 - Up and Coming Families

Percent of all boaters

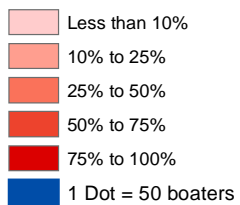


Figure 9. Tapestry 46 - Rooted Rural

Percent of all boaters

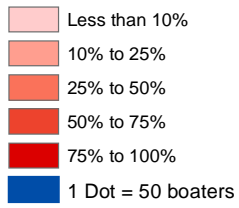


Figure 10. Tapestry 31 - Rural Resort Dwellers

Percent of all boaters

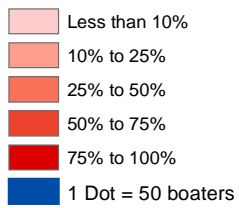


Figure 11. Tapestry 17 - Green Acres

Percent of all boaters

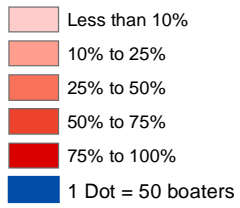
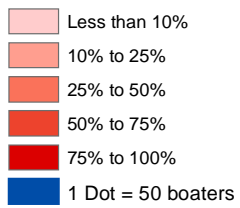


Figure 12. Tapestry 15 - Silver and Gold

Percent of all boaters



Boat Characteristics

Most pleasure craft are open boats, comprising over 80% of all boats. The second most popular category is jet skis, which accounts for 7.8% of all boats (Table 12).

Table 12. Pleasure boats in South Carolina, by type of boat.

VESSEL TYPE	# of boats	# of boats
Open	302,305	80.8%
Jet Ski	29,050	7.8%
Pontoon	18,917	5.1%
Other	11,131	3.0%
Cabin Powered	6,062	1.6%
Sail	4,345	1.2%
Cabin Sail	1,581	0.4%
Houseboat	853	0.2%
Total	374,244	100.0%

Two-thirds of the pleasure boats registered in South Carolina are less than 20 years old, and more than 18% are less than five years old. Less than 15% of the boats are more than 30 years old (Table 13).

Table 13. Pleasure boats in South Carolina, by age category.

AGE OF BOAT	# of boats	# of boats
Less than 5 years old	42,497	11.4%
5 to 9 years old	54,109	14.5%
10 to 19 years old	110,962	29.6%
20 to 29 years old	81,371	21.7%
30 to 39 years old	59,459	15.9%
40 to 49 years old	22,173	5.9%
50 or more years old	3,673	1.0%
TOTAL	374,244	100.0%

Slightly less than one-third of the pleasure boats in South Carolina are less than 15 feet in length. Only 10% of the boats more than 22 feet long (Table 14).

Table 14. Pleasure boats in South Carolina, by size category.

LENGTH OF BOAT	# of boats	# of boats
10 ft or less	30,009	8.0%
11 to 14 ft	93,260	24.9%
15 to 18 ft	143,279	38.3%
19 to 22 ft	70,383	18.8%
More than 22 ft	37,313	10.0%
TOTAL	374,244	100.0%

The locations and concentration of selected types of boats are mapped in the following figures. Each map includes dots to show the numbers and absolute locations of boats with specific characteristics. The shading in the maps is used to show the relative concentration of boats with those specific characteristics compared to all boats in the each ZIP code.

For example, the dots in Figure 13 show the numbers and locations of open boats. Because open boats are so numerous, each dot has been scaled to represent 200 boats. The shading shows the proportion of all boats in a zip code that are open boats. While there are numerous open boats in the northwest corner of the state (based on the large number of dots), they represent a relatively smaller proportion of all boats in each ZIP code. This suggests that while there are many open boats in that region, they are a somewhat less important component of all boats compared to the darker shaded areas of the state. Conversely, the darkest shaded areas in the southwest part of the state indicate that most of the boats (90% or more) in that region are open boats, but the small number of dots means that they are fewer in absolute numbers.

Figure 13. Location and concentration of open boats.

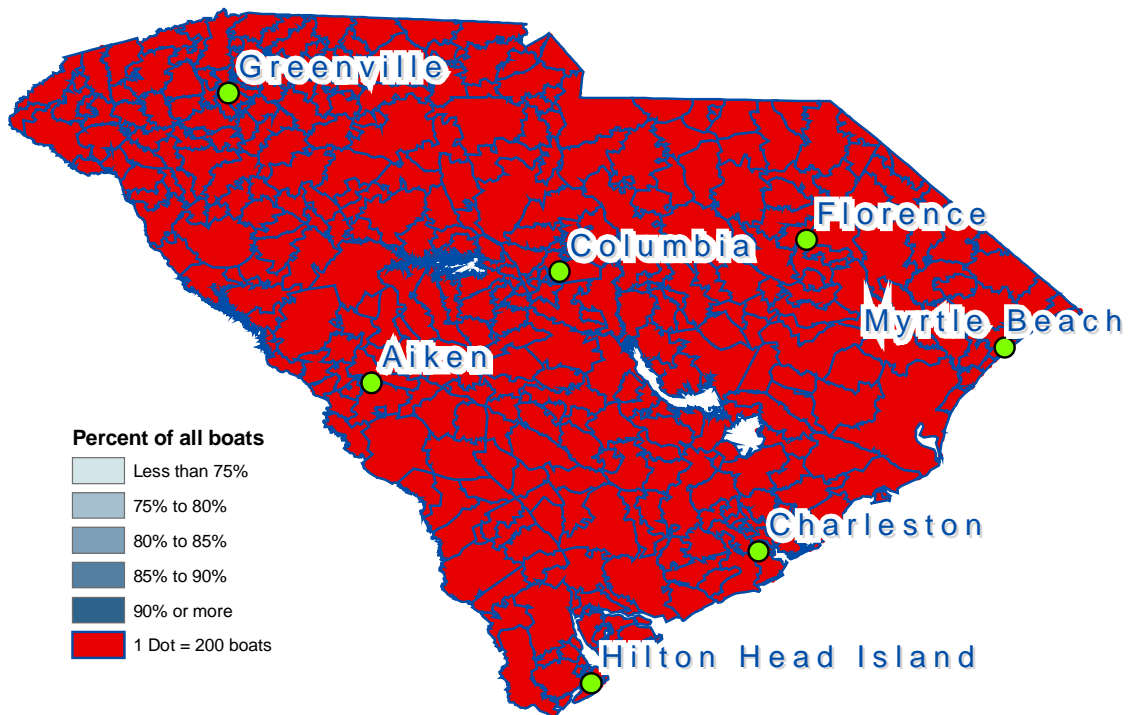


Figure 14. Location and concentration of jet skis.

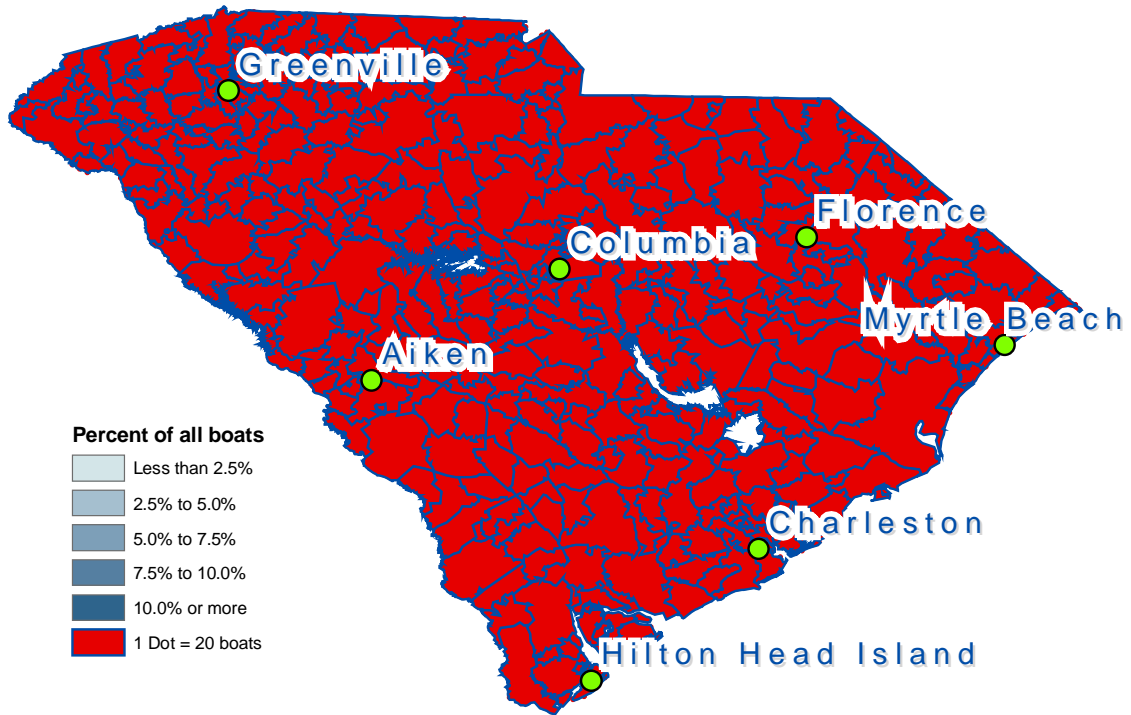


Figure 15. Location and concentration of pontoon boats.

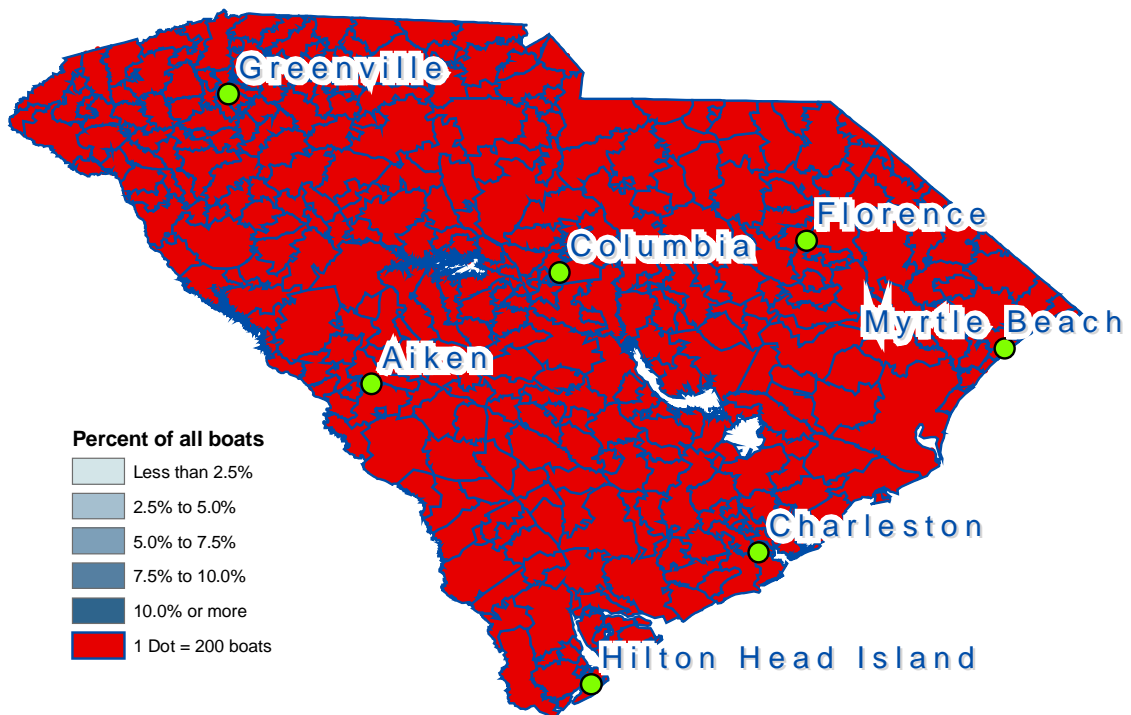


Figure 16. Pleasure boats less than 5 years old.

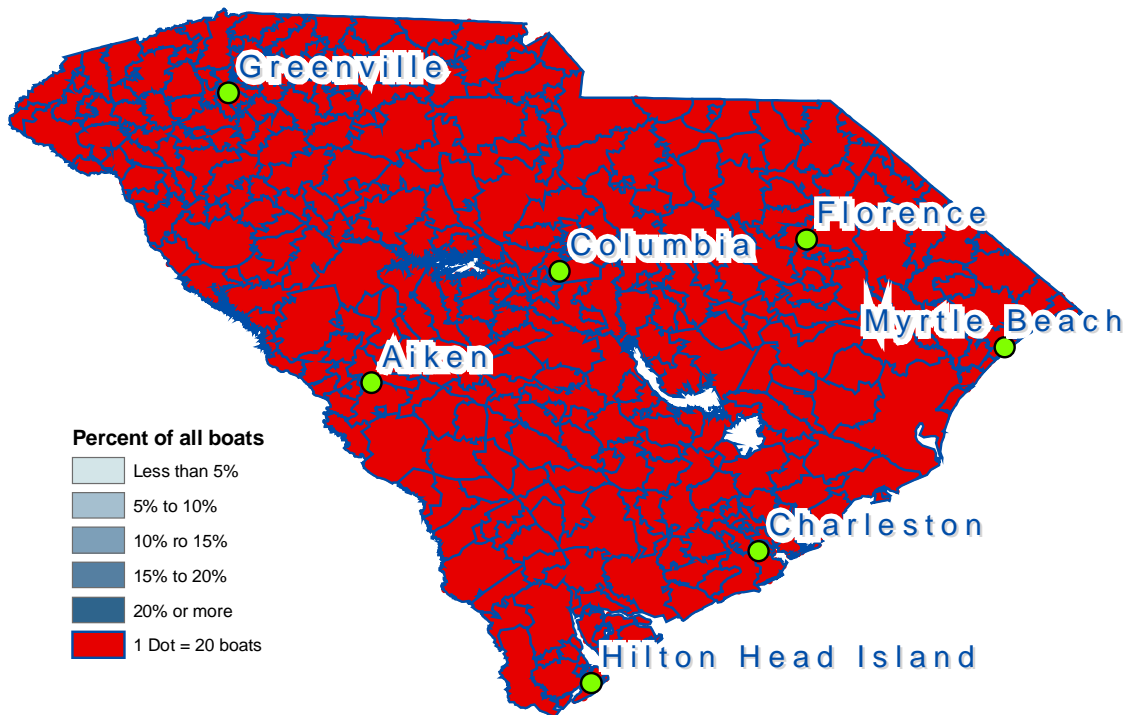


Figure 17. Pleasure boats that are more than 40 years old.

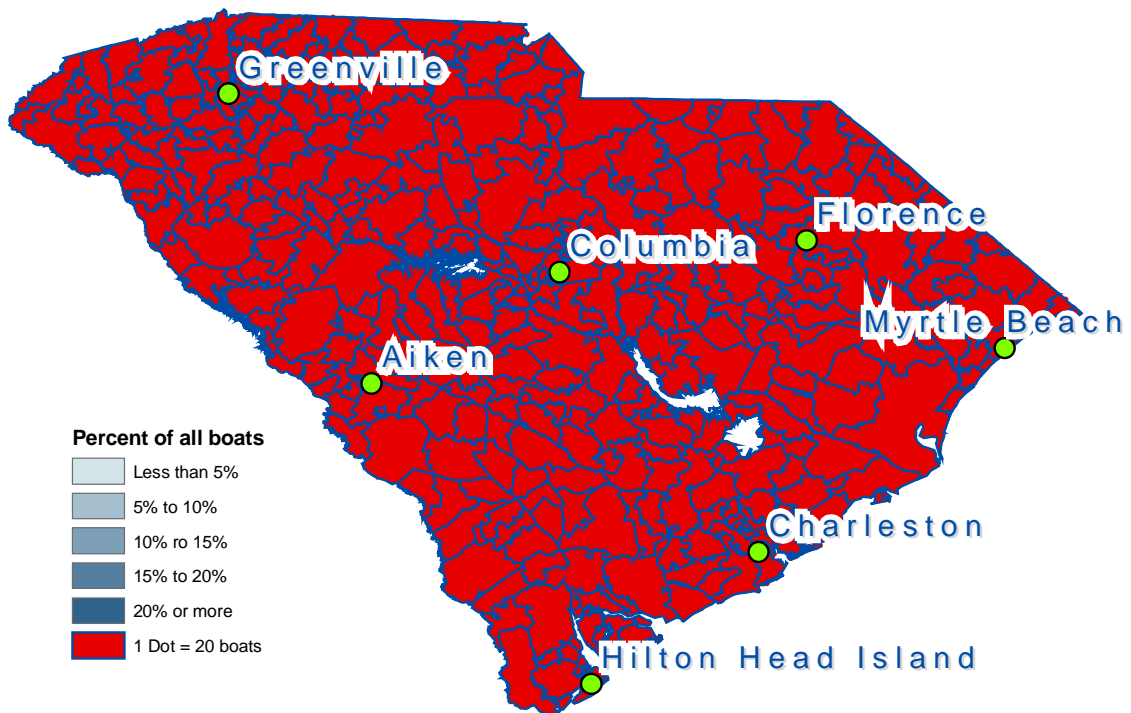


Figure 18. Pleasure boats that are less than 10 feet long.

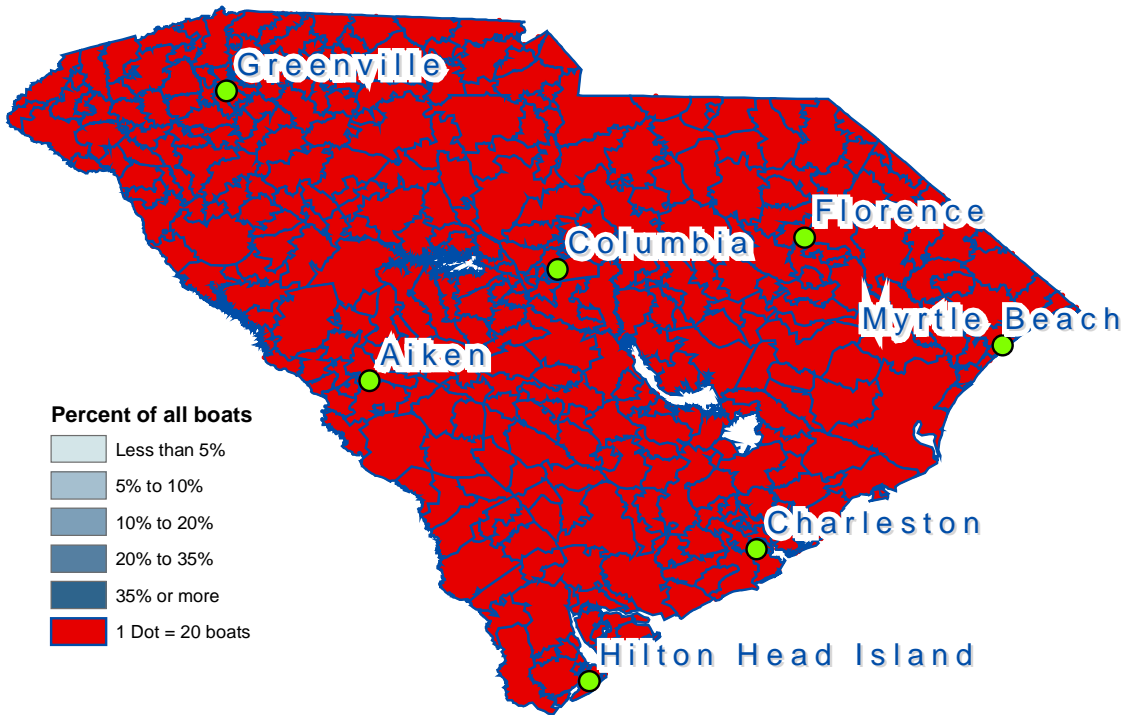
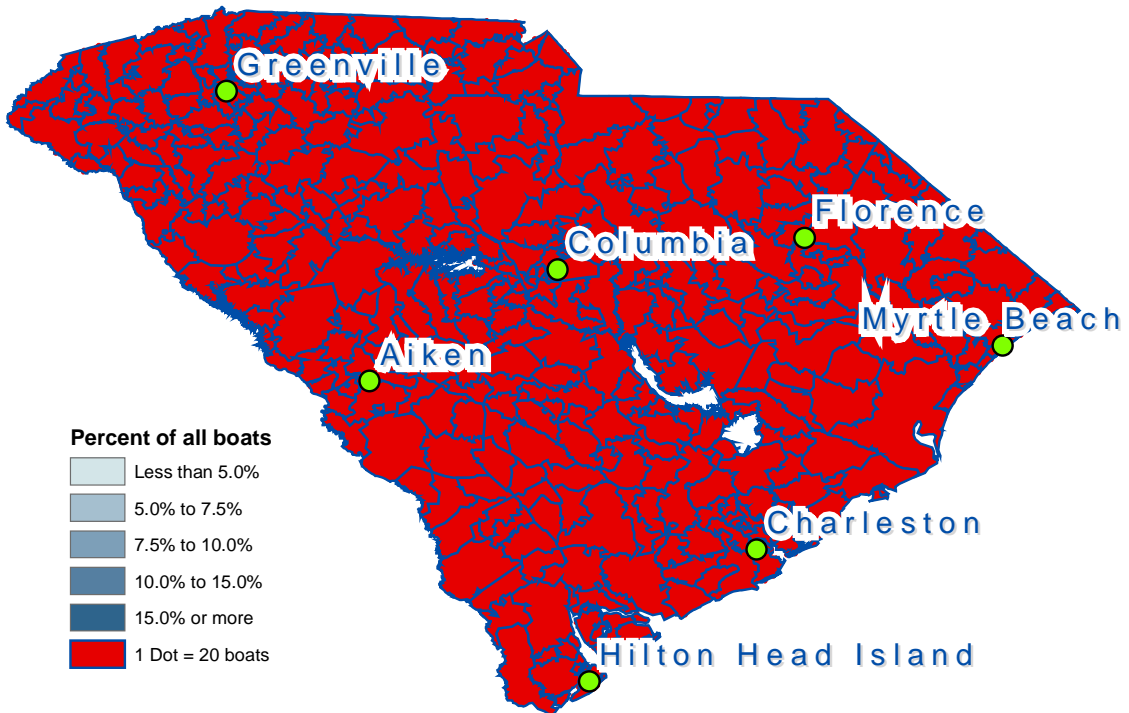


Figure 19. Pleasure boats that are 22 feet or longer.



APPENDIX A

Pleasure boats, by county.

COUNTY	# of boats	% of boats
Abbeville	2,814	0.8%
Aiken	11,781	3.1%
Allendale	604	0.2%
Anderson	16,548	4.4%
Bamberg	1,278	0.3%
Barnwell	2,252	0.6%
Beaufort	13,374	3.6%
Berkeley	17,363	4.6%
Calhoun	2,297	0.6%
Charleston	35,035	9.4%
Cherokee	2,960	0.8%
Chester	2,291	0.6%
Chesterfield	2,534	0.7%
Clarendon	4,991	1.3%
Colleton	5,323	1.4%
Darlington	6,094	1.6%
Dillon	2,822	0.8%
Dorchester	9,269	2.5%
Edgefield	2,027	0.5%
Fairfield	2,316	0.6%
Florence	14,138	3.8%
Georgetown	9,376	2.5%
Greenville	22,369	6.0%
Greenwood	5,418	1.4%
Hampton	2,170	0.6%
Horry	20,529	5.5%
Jasper	1,892	0.5%
Kershaw	5,692	1.5%
Lancaster	3,612	1.0%
Laurens	6,737	1.8%
Lee	1,115	0.3%
Lexington	27,457	7.3%
Marion	3,346	0.9%
Marlboro	1,414	0.4%
McCormick	1,483	0.4%
Newberry	4,744	1.3%
Oconee	10,175	2.7%
Orangeburg	7,561	2.0%
Out Of State	9,857	2.6%
Pickens	9,043	2.4%
Richland	16,449	4.4%
Saluda	2,561	0.7%
Spartanburg	16,222	4.3%
Sumter	8,212	2.2%
Union	2,180	0.6%
Unknown	13	0.0%
Williamsburg	4,001	1.1%
York	12,505	3.3%
Total	374,244	100.0%

APPENDIX B

Community Tapestry Descriptions

Following is a brief description of each Community Tapestry segment.

1. Top Rung

Top Rung is the wealthiest consumer market, representing less than one percent of all U.S. households. The median household income of \$185,415 is three and one-half times that of the national median, and the median net worth of \$614,206 is more than five times that of the national level. The median home value is approximately \$1,078,501. These educated residents are in their peak earning years, 45-64, in married-couple households, with or without children. The median age is 41.9 years. With the purchasing power to indulge any choice, Top Rung residents travel in style, both domestically and overseas.

This is the top market for owning or leasing a luxury car; residents favor new imported vehicles, especially convertibles. Avid readers, these residents find time to read two or more daily newspapers and countless books.

2. Suburban Splendor

These successful suburbanites are the epitome of upward mobility, just a couple of rungs below the top, situated in growing neighborhoods of affluent homes with a median value of \$473,602. Most households are composed of two-income, married-couple families with or without children. The population is well educated and well employed, with a median age of 41.2 years. Home improvement and remodeling are a main focus of Suburban Splendor residents. Their homes feature the latest amenities and reflect the latest in home design. Residents travel extensively in the United States and overseas for business and pleasure. Leisure activities include physical fitness, reading, visiting museums, or attending the theater. This market is proactive in tracking investments, financial planning, and holding life insurance policies.

3. Connoisseurs

Second in wealth to Top Rung but first for conspicuous consumption, Connoisseurs residents are well educated and somewhat older, with a median age of 46.9 years.

Although residents appear closer to retirement than child rearing age, many of these married couples have children who still live at home. Their neighborhoods tend to be older bastions of affluence where the median home value is \$772,844. Growth in these neighborhoods is slow. Residents spend money for nice homes, cars, clothes, and vacations. Exercise is a priority; they work out weekly at a club or other facility, ski, play golf, snorkel, play tennis, practice yoga, and jog. Active in the community, they work for political candidates or parties, write or visit elected officials, and participate in local civic issues.

4. Boomburbs

The newest additions to the suburbs, Boomburbs communities are home to younger families who live a busy, upscale lifestyle. The median age is 33.8 years. This market has the highest population growth at 4.6 percent annually-more than four times the national figure. The median home value is \$360,631, and most households have two earners and two vehicles. This is the top market for households to own projection TVs, MP3 players, scanners, and laser printers as well as owning or leasing full-sized SUVs. It is the second-ranked market for owning flat-screen or plasma TVs, video game systems, and digital camcorders as well as owning or leasing minivans. Family vacations are a top priority. Popular vacation destinations are Disney World and Universal Studios, Florida. For exercise, residents play tennis and golf, ski, and jog.

5. Wealthy Seaboard Suburbs

Wealthy Seaboard Suburbs neighborhoods are established quarters of affluence located in coastal metropolitan areas, primarily along the California, New York, New Jersey, and New England coasts. Neighborhoods are older and slow to change, with a median home value that exceeds \$512,594. Households consist of married-couple families.

Approximately half of employed persons are in management and professional occupations. The median age is 41.9 years. Residents enjoy traveling and shopping.

They prefer to shop at Lord & Taylor, Macy's, and Nordstrom as well as Costco Wholesale, their favorite club store. They also purchase many items online or by phone.

Residents take nice vacations, traveling in the United States and abroad. Europe; Hawaii; Atlantic City, New Jersey; Las Vegas, Nevada; and Disneyland are popular destinations. Leisure activities include going to the beach, skiing, ice skating, and attending theater performances.

6. Sophisticated Squires

Sophisticated Squires residents enjoy cultured country living in newer home developments with low density and a median home value of \$286,622. These urban escapees are primarily married-couple families, educated, and well employed. They prefer to commute to maintain their semirural lifestyle. The median age is 38.3 years.

They do their own lawn and landscaping work as well as home improvement and remodeling projects such as installing carpet or hardwood floors and interior painting.

They like to barbeque on their gas grills and make bread with their bread-making machines. This is the top market for owning three or more vehicles. Vehicles of choice are minivans and full-sized SUVs. Family activities include playing volleyball, bicycling, playing board games and cards, going to the zoo, and attending soccer and baseball games.

7. Exurbanites

Open areas with affluence define these neighborhoods. Empty nesters comprise 40 percent of these households; married couples with children occupy 32 percent. Half of the householders are between the ages of 45 and 64 years. The median age is 44.6 years.

Approximately half of those who work hold professional or managerial positions. The

median home value is approximately \$302,435; the median household income is \$88,195. Financial health is a priority for the Exurbanites market; they consult with financial planners and track their investments online. They own a diverse investment portfolio and hold long-term care and substantial life insurance policies. Residents work on their homes, lawns, and gardens. Leisure activities include boating, hiking, kayaking, playing Frisbee, photography, and bird-watching. Many are members of fraternal orders and participate in civic activities.

8. Laptops and Lattes

Community Tapestry's most eligible and unencumbered market, Laptops and Lattes residents are affluent, single, and still renting. They are highly educated, professional, and partial to city life, preferring major metropolitan areas such as New York, Los Angeles, San Francisco, Boston, and Chicago. The median household income is \$100,428; the median age is 38.4 years. Technologically savvy, this is the top market for owning a laptop or notebook PC; they use the Internet on a daily basis, especially to shop. Their favorite department store, by far, is Banana Republic. Leisure activities include going to the movies, rock concerts, shows, museums, and nightclubs. These residents exercise regularly and take vitamins. They enjoy yoga, jogging, skiing, reading, watching foreign films on VHS/DVD, dining out, and traveling abroad. They embrace liberal philosophies and work for environmental causes.

9. Urban Chic

Urban Chic residents are well-educated professionals living an urban, exclusive lifestyle. Most own expensive single-family homes with a median value of \$723,596. Married-couple families and singles comprise most of these households. The median age is 41.6 years. Urban Chic residents travel extensively, visit museums, attend dance performances, play golf, and go hiking. They use the Internet frequently to trade or track investments or to shop, buying concert and sports tickets, clothes, flowers, and books. They appreciate a good cup of coffee while reading a book or newspaper and prefer to listen to classical music, all-talk, or public radio programs. Civic minded, many residents would probably volunteer in their communities.

10. Pleasant-Ville

Prosperous domesticity distinguishes the settled homes of Pleasant-Ville neighborhoods. Most residents live in single-family homes with a median value of \$372,798; approximately half were built in the 1950s and 1960s. Located primarily in the Northeast and California, these households are headed by middle-aged residents, some nearing early retirement. The median age is 39.7 years. Approximately 40 percent of households include children. Home remodeling is a priority for residents who live in older homes. Shopping choices are eclectic, ranging from upscale department stores to warehouse or club stores. Sports fanatics, they attend ball games, listen to sports programs and games on the radio, and watch a variety of sports on TV.

11. Pacific Heights

Pacific Heights neighborhoods are found in the high-rent districts of California and Hawaii. The median home value is approximately \$665,047; residents prefer single-family homes or townhomes. This market is small but affluent; one in two households earns approximately \$78,607 annually. The median age is 38.9 years. Distance does not deter Pacific Heights residents from keeping in touch with family living overseas, as they make frequent phone calls and travel overseas to visit. Many households own three or more cell phones. Residents generally visit Disneyland or Las Vegas, Nevada, during the year and enjoy playing chess, reading history books, and renting classic movies on DVD to watch on their giant screen or projection TVs. This is the top market for owning an Apple iMac.

12. Up and Coming Families

Up and Coming Families represents the second highest household growth market and, with a median age of 32.0 years, is the youngest of Community Tapestry's affluent family markets. The profile for these neighborhoods is young, affluent families with young children. Approximately half of the households are concentrated in the South, with another half in the West and Midwest. Neighborhoods are located in suburban outskirts of mid-sized metropolitan areas. The homes are newer, with a median value of \$221,956. Because family and home priorities dictate their consumer purchases, they frequently shop for baby and children's products and household furniture. Leisure activities include playing softball, going to the zoo, and visiting theme parks (generally SeaWorld or Disney World). Residents enjoy watching science fiction, comedy, and family-type movies on VHS or DVD.

13. In Style

In Style residents live in affluent neighborhoods of metropolitan areas. More suburban than urban, they nevertheless embrace an urban lifestyle. Townhome ownership is more than double that of the national level; however, more than half of the households live in traditional single-family homes. Labor force participation is high, and professional couples predominate. The median household income is \$72,112. Nearly one-third of these households include children. The median age is 40.2 years. In Style residents are computer savvy; they use the Internet daily to research information, track investments, or shop. They own a diverse investment portfolio, contribute to retirement savings plans, and hold long-term care and life insurance policies. They enjoy going to the beach, snorkeling, playing golf, casino gambling, and domestic travel.

14. Prosperous Empty Nesters

Prosperous Empty Nesters neighborhoods are well established, located throughout the United States; approximately one-third are on the eastern seaboard. The median age is 48.5 years. More than half of the householders are aged 55 or older. Forty percent of household types are married couples with no children living at home. Educated and experienced, residents are enjoying the life stage transition from child rearing to retirement. The median household income is \$69,834. Residents place a high value on their physical and financial well-being and take an active interest in their homes and communities. They travel extensively, both at home and abroad. Leisure activities

include refinishing furniture, playing golf, attending sports events, and reading mysteries. Civic participation includes joining civic clubs, engaging in fund-raising, and working as volunteers.

15. Silver and Gold

Silver and Gold residents are the second oldest of the Community Tapestry segments and the wealthiest seniors, with a median age of 59.3 years; most are retired from professional occupations. Their affluence has allowed them to move to sunnier climates. More than 60 percent of the households are in the South (mainly in Florida); 25 percent reside in the West, primarily in California and Arizona. Neighborhoods are exclusive, with a median home value of \$414,559 and a high proportion of seasonal housing. Residents enjoy traveling, woodworking, playing cards, bird-watching, target shooting, saltwater fishing, and power boating. Golf is more a way of life than a mere leisure pursuit; they play golf, attend tournaments, watch golf on TV, and listen to golf programs on the radio. They are avid readers but also find the time to watch their favorite TV shows and a multitude of news programs.

16. Enterprising Professionals

This fast-growing market is home to young, educated, working professionals, with a median age of 32.4 years. Single or married, they prefer newer neighborhoods with townhomes or apartments. The median household income is \$69,960. This segment is ranked second of all the Community Tapestry markets for labor force participation, at 75 percent. Their lifestyle reflects their youth, mobility, and growing consumer clout.

Residents rely on cell phones and PCs to stay in touch. They use the Internet to find their next job or home, track their investments, and shop. They own the latest electronic gadgets. Leisure activities include yoga, playing Frisbee and football, jogging, going to the movies, and attending horse races and basketball games. These residents also travel frequently, both domestically and overseas.

17. Green Acres

A "little bit country," Green Acres residents live in pastoral settings of developing suburban fringe areas, mainly in the Midwest and South. The median age is 40.5 years.

Married couples with and without children comprise most of the households and live in single-family dwellings. This upscale market has a median household income of \$63,922 and a median home value of \$205,460. These do-it-yourselfers maintain and remodel their homes, painting, installing carpet, or adding a deck, and own all the necessary tools to accomplish these tasks. They also take care of their lawn and gardens, again, with the right tools. Vehicles of choice are motorcycles and full-sized pickup trucks. For exercise, residents ride their bikes and go water skiing, canoeing, and kayaking. Other activities include bird-watching, power boating, target shooting, hunting, and attending auto races.

18. Cozy and Comfortable

Cozy and Comfortable residents are settled, married, and still working. Many couples are still living in the pre-1970s, single-family homes in which they raised their children.

Households are located primarily in suburban areas of the Midwest, Northeast, and South. The median age is 41.9 years, and the median home value is \$186,456. Home improvement and remodeling are important to Cozy and Comfortable residents.

Although some work is contracted, homeowners take an active part in many projects, especially painting and lawn care. They play softball and golf, attend ice hockey games, watch science fiction films on VHS/DVD, and gamble at casinos. Television is significant; many households have four or more sets. Preferred cable stations include QVC, Home & Garden Television, and The History Channel.

19. Milk and Cookies

Milk and Cookies households are composed mainly of young, affluent married-couple families. Approximately half of the households include children. The median age for this market is 34.2 years. Residents prefer single-family homes in suburban areas, chiefly in the South, particularly in Texas. Smaller concentrations of households are located in the West and Midwest. The median home value is \$155,183. Families with two or more workers, more than one child, and two or more vehicles is the norm for this market.

Residents are well insured for the future. The presence of children drives their large purchases of baby and children's products and timesavers such as fast food. For fun, residents play video games, chess, backgammon, basketball and football, or fly kites.

Favorite cable channels include Toon Disney, The Discovery Health Channel, ESPNews, and Lifetime Movie Network.

20. City Lights

City Lights neighborhoods are diverse, situated primarily in the Northeast. This dense, urban market is a mixture of housing, household types, and cultures, sharing the same city sidewalks. Housing types include single-family homes, townhomes, and apartments.

Thirty-five percent of households are apartments in buildings with two to four units, almost four times the national level. Approximately two-thirds of the housing units were built before 1960. Households include both families and singles. The median age of 37.5 years is slightly older than the U.S. median. City Lights residents are more likely to spend for household furnishings than home maintenance. They shop at a variety of stores, especially Macy's, Lord & Taylor, The Disney Store, The Gap, and BJ's Wholesale Club. They favor overseas travel. Being conservative investors, they own U.S. savings bonds.

21. Urban Villages

Urban Villages neighborhoods are multicultural enclaves of young families, unique to U.S. gateway cities located primarily in California. The median age is 30.4 years. All family types dominate this market. The average family size of 3.86 is the second highest of all the Community Tapestry segments. Many households have two wage earners, chiefly employed in the manufacturing, health care, retail trade, construction, and educational services industries. The median household income is \$61,888. Most residents own older, single-family homes with a median value of \$412,552, and multiple

vehicles. Family and home dictate purchases. To maintain their older homes, time and money are spent on home remodeling and repairs. Leisure activities include playing soccer and tennis, renting foreign films, listening to Hispanic and variety radio, and visiting Disneyland, SeaWorld, or Six Flags theme parks.

22. Metropolitans

Metropolitans residents favor city living in older neighborhoods. Approximately half of the households are composed of singles who live alone or with others. However, married-couple families are 40 percent of the households. The median age is 37.6 years.

Half of employed persons hold professional or management positions. These neighborhoods are an eclectic mix of single-family homes and multiunit structures, with a median home value of \$225,172. The median household income is \$61,973. Residents lead busy, active lifestyles. They travel frequently and participate in numerous civic activities. They enjoy going to museums and zoos and listening to classical music and jazz on the radio. Refinishing furniture and playing a musical instrument are favorite hobbies. Exercise includes yoga, roller blading, and hiking/backpacking.

23. Trendsetters

These neighborhoods are located primarily on the West Coast. On the cutting edge of urban style, Trendsetters residents are young, diverse, mobile, educated professionals with substantive jobs. The median age is 35.3 years. More than half of the households are single-person or shared. Most still rent, preferring upscale, multiunit dwellings in older city districts. The median household income is \$62,036. Residents are spenders; they shop in stores, online, and via the phone. They own the latest laptop computers, cell phones, and MP3 players, and use the Internet daily. Exercise includes playing tennis, volleyball, baseball, and golf as well as ice skating, snorkeling, and yoga. Leisure activities include traveling, attending rock concerts, and reading biographies. Residents also enjoy syndicated TV shows such as Access Hollywood and Seinfeld.

24. Main Street, USA

Main Street, USA neighborhoods are a mix of single-family homes and multiunit dwellings found in the suburbs of smaller metropolitan cities, mainly in the Northeast, West, and Midwest. This market is similar to the United States when comparing household type, age, race, educational attainment, housing type, occupation, industry, and household income type distributions. The median age of 36.7 years matches that of the U.S. median. The median household income is a comfortable \$55,144. Homeownership is at 66 percent, and the median home value is \$222,126. Active members of the community, residents participate in local civic issues and work as volunteers. They take care of their lawns and gardens, and work on small home projects. They enjoy going to the beach and visiting theme parks as well as playing chess, going bowling or ice skating, and participating in aerobic exercise.

25. Salt of the Earth

A rural or small-town lifestyle best describes the Salt of the Earth market. The median age is 41.3 years. Labor force participation is higher than the U.S. level, and unemployment is lower. Above-average numbers of employed residents work in the manufacturing, construction, mining, and agricultural industries. The median household income is \$50,538. Households are dominated by married-couple families who live in single-family dwellings, with homeownership at 86 percent. Twenty-eight percent of the households own three or more vehicles. Most homes own a truck; many own a motorcycle. Residents are settled, hardworking, and self-reliant, taking on small home projects as well as vehicle maintenance. Families often own two or more pets, usually dogs or cats. Residents enjoy fishing, hunting, target shooting, attending country music concerts and auto races, and flying kites.

26. Midland Crowd

Approximately 10.8 million people represent Midland Crowd, Community Tapestry's largest market. The median age of 36.9 years matches the U.S. median. Most households are composed of married-couple families, half with children and half without. The median household income is \$49,748. Housing developments are generally in rural areas throughout the United States (more village or town than farm), mainly in the South. Home ownership is at 84 percent. Two-thirds of households are single-family structures; 28 percent are mobile homes. This is a somewhat conservative market politically. These do-it-yourselfers take pride in their homes, lawns, and vehicles. Hunting, fishing, and woodworking are favorite pursuits. Pet ownership, especially birds or dogs, is common. Many households have a satellite dish, and TV viewing includes various news programs as well as shows on CMT and Outdoor Life Network.

27. Metro Renters

Metro Renters residents are young (approximately 30 percent are in their 20s), well-educated singles beginning their professional careers in some of the largest U.S. cities such as New York City, Chicago, and Los Angeles. The median age is 33.8 years; the median household income is \$57,662. As the name Metro Renters implies, most residents are renting apartments in high-rise buildings, living alone or with a roommate. Their interests include traveling, reading two or more daily newspapers, listening to classical music and public radio programs, and surfing the Internet. For exercise, they work out regularly at clubs, play tennis and volleyball, practice yoga, ski, and jog. They enjoy dancing, attending rock concerts, going to museums or the movies, and throwing a Frisbee. Painting and drawing are favorite hobbies. Politically, this market is liberal.

28. Aspiring Young Families

Aspiring Young Families neighborhoods are located in large, growing metropolitan areas in the South and West, with the highest concentrations in California, Florida, and Texas. Mainly composed of young, married-couple families or single parents with children, the median age for this segment is 30.5 years. Half of the households are owner-occupied, single-family dwellings or townhomes, and half are occupied by renters, many living in newer, multiunit buildings. Residents spend much of their discretionary income on baby and children's products and toys as well as home furnishings. Recent electronic

purchases include cameras and video game systems. Leisure activities include dining out, dancing, going to the movies, attending professional football games, fishing, weight lifting, and playing basketball. Vacations would probably include visits to theme parks. Internet usage mainly involves chat room visits.

29. Rustbelt Retirees

Most Rustbelt Retirees neighborhoods can be found in older, industrial cities in the Northeast and Midwest, especially in Pennsylvania and other states surrounding the Great Lakes. Households are mainly occupied by married couples with no children and singles who live alone. The median age is 44.6 years. Although many residents are still working, labor force participation is below average. More than 40 percent of the households receive Social Security benefits. Most residents live in owned, single-family homes, with a median value of \$134,314. Unlike many retirees, these residents are not inclined to move. They are proud of their homes and gardens and participate in community activities. Some are members of veterans' clubs. Leisure activities include playing bingo, gambling in Atlantic City, going to the horse races, working crossword puzzles, and playing golf.

30. Retirement Communities

Retirement Communities neighborhoods are found mostly in cities scattered across the United States. The majority of households are multiunit dwellings. Congregate housing, which commonly includes meals and other services in the rent, is a trait of this segment dominated by singles who live alone. This educated, older market has a median age of 51.4 years. One-third of residents are aged 65 years or older. Although the median household income is a modest \$48,045, the median net worth is \$170,490. Good health is a priority; residents visit their doctors regularly, diet and exercise, purchase low-sodium food, and take vitamins. They spend their leisure time working crossword puzzles, playing bingo, gardening indoors, canoeing, gambling, and traveling overseas. They like to spend time with their grandchildren and spoil them with toys. Home remodeling projects are usually in the works.

31. Rural Resort Dwellers

Favoring milder climates and pastoral settings, Rural Resort Dwellers residents live in rural, nonfarm areas. These small, growing communities mainly consist of single-family and mobile homes, with a significant inventory of seasonal housing. This somewhat older market has a median age of 46.0 years. Most households consist of married couples with no children living at home or singles who live alone. A higher-than-average proportion of residents are self employed and work from home. The median household income is \$47,311. Modest living and simple consumer tastes describe this market. The rural setting calls for more riding lawn mowers and satellite dishes. Lawn maintenance and gardening is a priority, and households own a plethora of tools and equipment. Many households own or lease a truck. Residents enjoy boating, hunting, fishing, snorkeling, canoeing, and listening to country music.

32. Rustbelt Traditions

Rustbelt Traditions neighborhoods are the backbone of older, industrial cities in states bordering the Great Lakes. Most employed residents work in the service, manufacturing, and retail trade industries. Most residents own and live in modest single-family homes that have a median value of \$107,222. Households are primarily a mix of married-couple families, single-parent families, and singles who live alone. The median age is 36.1 years; the median household income is \$49,579. Residents prefer to use a credit union and invest in certificates of deposit. They use coupons regularly, especially at Sam's Club, work on home remodeling or improvement projects, and buy domestic vehicles. Favorite leisure activities include hunting, bowling, fishing, and attending auto races, country music shows, and ice hockey games (in addition to listening to games on the radio).

33. Midlife Junction

Midlife Junction communities are found in suburbs across the country. Residents are phasing out of their child-rearing years. Approximately half of the households are composed of married-couple families; 31 percent are singles who live alone. The median age is 41.1 years; the median household income is \$47,683. One-third of the households receive Social Security benefits. Nearly two-thirds of the households are single-family structures; most of the remaining dwellings are apartments in multiunit buildings. These residents live quiet, settled lives. They spend their money prudently and do not succumb to fads. They prefer to shop by mail or phone from catalogs such as J.C. Penney, L.L. Bean, and Lands' End. They enjoy yoga, attending country music concerts and auto races, refinishing furniture, and reading romance novels.

34. Family Foundations

Family is the cornerstone of life in Family Foundations communities. A family mix of married couples, single parents, grandparents, and young and adult children populate these small, urban neighborhoods located in large metropolitan areas, primarily in the South and Midwest. This market represents stability. Hardly any household growth has occurred since 2000; these neighborhoods experience little turnover. The median age is 39.1 years; the median household income is \$45,278. Most households are single-family structures built before 1970, occupied by owners. Many residents are members of church boards or religious clubs and participate in fund-raising. Basketball is a favorite sport; residents play it, attend professional games, watch games on TV and listen to games on the radio. They watch courtroom TV shows, sports, and news programs on TV and listen to gospel, urban, and jazz radio formats.

35. International Marketplace

Located primarily in cities in coastal gateway states, International Marketplace neighborhoods are developing, urban markets with a rich blend of cultures and household types. Approximately 70 percent of households are occupied by families. Married couples with children and single parents with children represent 44 percent of households. A typical family rents an apartment in an older, multiunit structure. Most of the households are located in California and northeastern states. The median age is 30.3 years, and the median household income is \$46,380. Top purchases include groceries

and children's clothing. Residents shop at stores such as Marshalls and Costco, but for convenience, they stop at 7-Eleven or other similar convenience stores. They are loyal listeners of Hispanic radio programs and prefer to watch movies and sports on TV.

36. Old and Newcomers

Old and Newcomers neighborhoods are in transition, populated by those who are starting their careers or retiring. The proportion of householders in their 20s or aged 75 years or older is higher than the national level. The median age is 37.0 years. Spread throughout metropolitan areas of the United States, these neighborhoods have more single-person and shared households than families. Many residents have moved in the last five years. Sixty percent of households are occupied by renters; approximately half live in mid-rise or high-rise buildings. Residents have substantial life insurance policies and investments in certificates of deposit, bonds, and annuities. Leisure activities include roller skating, roller blading, playing golf, gambling at casinos, playing bingo, and attending college ball games. They listen to classic hits on the radio. Many residents are members of fraternal orders or school boards.

37. Prairie Living

Agriculture plays an important part of the Prairie Living economy; small, family-owned farms dominate this stable market located mainly in the Midwest. Two-thirds of the households are married-couple families; the median age is 41.2 years. Homeownership is at 81 percent; the median home value is \$110,779. Although single-family dwellings are characteristic of these communities, 11 percent of the households live in mobile homes.

Approximately 36 percent of the housing units were built before 1940. These residents are big country music fans and enjoy hunting, fishing, target shooting, and horseback riding. They work on their vegetable gardens, vehicles, and home projects. Many are members of church boards or civic clubs and get involved in civic issues. Because cable TV can be unavailable in these rural areas, many households have a satellite dish.

Families with pet cats or dogs are common.

38. Industrious Urban Fringe

Industrious Urban Fringe neighborhoods are found on the fringe of metropolitan cities.

Approximately half of these households are located in the West; 40 percent are in the South. Most employed residents work in the manufacturing, construction, retail trade, and service industries. Family is central, and children are present in more than half of the households. Many live in multigenerational households. The median age is 28.5 years; the median household income is \$42,901. Two-thirds of the households own their single-family dwellings, with a median value of \$166,992. Necessities for babies and children are among their primary purchases along with toys and video games. Big movie fans, residents visit the cinema several times a month and watch movies at home frequently.

They prefer to watch syndicated TV and listen to Hispanic radio.

39. Young and Restless

Change is the constant in this diverse market. With a median age of 28.9 years, the population is young and on the go. About 85 percent of householders moved in the last five years. Young and Restless householders are primarily renters, living in apartments in multiunit buildings. Almost 60 percent are single-person or shared households. This educated market has the highest labor force participation among all the Community Tapestry segments, at 75 percent, and the highest female labor force participation, at 73 percent. The median household income is \$43,645. Residents use the Internet daily to visit chat rooms, play games, obtain the latest news, and search for employment. They read computer and music magazines and listen to public radio. They watch movies in the theater and on VHS/DVD, attend rock concerts, play pool, go dancing, and exercise weekly at a gym.

40. Military Proximity

Military Proximity communities depend upon the military for their livelihood. More than 75 percent of the labor force is in the armed forces, and others work in civilian jobs on military bases. The median household income is \$44,073, and the median age is 22.5 years. Two-thirds of the households are composed of married couples with children.

Housing types are mainly townhomes and apartments in small, multiunit buildings; 93 percent are occupied by renters. Residents participate in civic activities and are members of business clubs. Many homes have a pet, most likely a dog. Residents use the Internet to trade stocks and make purchases. For exercise, they snorkel, play tennis, practice yoga, and jog. Families visit theme parks and the zoo, throw Frisbees, and go bowling.

Recent purchases include MP3 players, digital cameras, video game systems, cell phones, apparel, and jewelry.

41. Crossroads

Young families living in mobile homes typify Crossroads neighborhoods, found in small towns throughout the South, Midwest, and West. These growing communities are home to married-couple and single-parent families. The median age is 32.0 years.

Homeownership is at 77 percent, and the median home value is \$74,804. More than half of the householders live in mobile homes; 36 percent live in single-family dwellings.

Employment is chiefly in the manufacturing, construction, retail trade, and service industries. Many homes have dogs. Residents generally shop at discount stores but also frequent convenience stores. They prefer domestic cars and trucks, often buying and servicing used vehicles. Residents go fishing, attend auto races, participate in auto racing, and play the lottery. An annual family outing to SeaWorld is common. Outer Limits is a favorite weekly TV show.

42. Southern Satellites

Southern Satellites neighborhoods are rural settlements found primarily in the South, with employment chiefly in the manufacturing and service industries. Married-couple families dominate this market. The median age is 37.5 years, and the median household income is \$39,167. Most housing is newer, single-family dwellings or mobile homes with a median value of \$93,282, occupied by owners. Residents enjoy country living. They listen to gospel and country music on the radio and attend country music concerts. They

participate in fishing, hunting, and auto racing. Favorite TV stations are CMT and Outdoor Life Network. Satellite dishes are popular in these rural locations. Households own older, domestic vehicles, particularly trucks and two-door sedans. Residents invest time in vegetable gardening, and households are likely to own riding mowers, garden tractors, and tillers.

43. The Elders

The Elders residents' median age of 73.6 years represents Community Tapestry's oldest market. The highest concentration of retiree residents prefer communities designed for senior living, primarily in warm climates. Half of these households are located in Florida, and 30 percent are situated in Arizona or California. Approximately 80 percent of households collect Social Security benefits; 48 percent receive retirement income.

These residents are members of veterans' clubs and fraternal orders. Health conscious, they take vitamins, visit doctors regularly, and watch their diets. Leisure activities include traveling, working crossword puzzles, fishing, attending horse races, gambling at casinos, going to the theater, and dining out. They play golf, listen to golf on the radio, and watch tournaments on The Golf Channel. Their daily routine includes watching TV and reading newspapers.

44. Urban Melting Pot

The ethnically rich Urban Melting Pot neighborhoods are made up of recently settled immigrants; more than half of whom were born abroad. Half of the foreign-born residents immigrated to the United States in the last 10 years. Most rent apartments in high-density, urban canyons of large cities, primarily in New York and California.

Approximately half of the housing units were built before 1950. The median age is 35.9 years, and the median household income is \$41,510. These fashion- and cost-conscious residents love to shop, from upscale retailers to warehouse/club stores. Leisure activities include going to the beach, visiting theme parks and museums, playing football, ice skating, and roller blading. Distance does not deter these residents from contacting family living outside the United States. They keep in touch with phone calls and overseas travel.

46. Rooted Rural

Rooted Rural neighborhoods are located in rural areas throughout the country; however, more than three-fifths of the households are located in the South. Households are dominated by married-couple families, approximately one-third of whom already receive Social Security benefits. The median age is 41.9 years. Housing is predominantly single-family dwellings, with a strong presence of mobile homes and some seasonal housing. The median home value is \$105,419. Stable and settled, residents tend to move infrequently. They are do-it-yourselfers, constantly working on their homes, gardens, and vehicles. Many families have pets. Residents enjoy hunting, fishing, target shooting, boating, attending country music concerts, and listening to country music on the radio.

Many households have a satellite dish; favorite stations include Outdoor Life Network and CMT.

47. Las Casas

Las Casas residents are the latest wave of western pioneers. Settled primarily in California, approximately half were born outside the United States. Young, Hispanic families dominate these households; 63 percent include children. This market has the highest average household size (4.26) among all the Community Tapestry segments. The median age is 25.8 years, and the median household income is \$38,046. Most households are occupied by renters, although homeownership is at 42 percent. The median home value is \$321,086. Housing is a mix of older apartment buildings, single-family homes, and townhomes. This is a strong market for the purchase of baby and children's products. Residents enjoy listening to Hispanic radio, reading adventure stories, and playing soccer. Many treat their children to a family outing at a theme park, especially Disneyland. When taking a trip, Mexico is a popular destination.

48. Great Expectations

Great Expectations neighborhoods are located throughout the country, with higher proportions found in the Midwest and South. Young singles and married-couple families dominate. The median age is 33.2 years. Labor force participation is high.

Manufacturing, retail, and service industries are the primary employers. Approximately half of the households are owners living in single-family dwellings with a median value of \$114,837; the other half are renters, mainly living in apartments in low-rise or mid-rise buildings. Most of the housing units in these older, suburban neighborhoods were built before 1960. Residents enjoy a young and active lifestyle. They go out to dinner, to the movies, to bars, and to nightclubs. They enjoy roller skating; roller blading; playing Frisbee, chess, and pool; and attending auto races. They read music magazines and listen to rock music on the radio.

49. Senior Sun Seekers

The Senior Sun Seekers market is one of the faster growing markets, located mainly in the South and West, especially in Florida. Escaping from cold winter climates, many residents have permanently relocated to warmer areas; others are "snowbirds" who move south for the winter. Most residents are retired or are anticipating retirement. The median age is 51.9 years; 62 percent of the householders are aged 55 years or older.

Most households are single-family dwellings or mobile homes with a median value of \$144,913. There is a high proportion of seasonal housing. Many residents are members of veterans' clubs or fraternal orders. They own high-paying insurance policies and consult with financial advisors. Leisure activities include dining out, reading (especially boating magazines), watching TV, fishing, playing backgammon and bingo, working crossword puzzles, and gambling at casinos.

50. Heartland Communities

Heartland Communities neighborhoods are preferred by approximately six million people. These neighborhoods can be found primarily in small towns in the Midwest and South. More than 75 percent of the households are single-family dwellings with a median home value of \$85,240. Most homes are older, built before 1960. The median

age is 41.7 years; nearly one-third of the householders are aged 65 years or older. The distinctly country lifestyle of these residents is reflected in their interest in hunting, fishing, woodworking, playing bingo, and listening to country music. In addition to working on home improvement projects, they are avid gardeners and read gardening magazines. They participate in civic activities and take an interest in local politics. Residents order items from catalogs, QVC, and Avon sales representatives.

51. Metro City Edge

Metro City Edge residents live in older, suburban neighborhoods of large, metropolitan cities, primarily in the Midwest and South. This market is home to married-couple, single-parent, and multigenerational families. The median age is 29.5 years, and the median household income is \$31,816. Nearly half of employed residents work in the service industry. Most households live in single-family dwellings; 14 percent live in buildings with two to four units, many of them duplexes. Homeownership is at 56 percent, and the median home value is \$80,795. Prudent shoppers, residents buy household and children's items at superstores and wholesalers. They enjoy watching TV (especially sitcoms and courtroom TV shows), going to the movies, visiting theme parks, roller skating, and playing basketball. They read music, gardening, and baby magazines and listen to urban and gospel radio.

52. Inner City Tenants

Inner City Tenants neighborhoods are a microcosm of urban diversity, located primarily in the South and West. This multicultural market is young, with a median age of 27.9 years. Households are a mix of singles and families. Most residents rent economical apartments in mid- or high-rise buildings. Recent household purchases by this market include video game systems, baby food, baby products, and furniture. Internet access at home is not typical; those who have no access at home surf the Internet at school or at the library. Playing games and visiting chat rooms are typical online activities. Residents frequently eat at fast-food restaurants. They enjoy going to the movies; attending football and basketball games; water skiing; and playing football, basketball, and soccer. Some enjoy the nightlife, visiting bars and nightclubs to go dancing.

53. Home Town

These low-density, settled neighborhoods, located chiefly in the Midwest and South, rarely change. Home Town residents stay close to their home base. Although they may move from one house to another, they rarely cross the county line. Household types are a mix of singles and families. The median age is 33.9 years. Single-family homes predominate in this market. Homeownership is at 61 percent, and the median home value is \$68,647. The manufacturing, retail trade, and service industries are the primary sources of employment. Residents enjoy fishing and playing baseball, bingo, backgammon, and video games. Favorite cable TV stations include CMT, Nickelodeon, Game Show Network, and TV Land. Belk and Wal-Mart are favorite shopping destinations; residents also purchase items from Avon sales representatives.

54. Urban Rows

With approximately 1.2 million people, Urban Rows is the smallest Community Tapestry segment. Row houses are characteristic of these neighborhoods found primarily in large, northeastern cities, with much smaller concentrations in the South. Two-thirds of the households are in Pennsylvania; one-fifth are in Maryland. Homeownership is 62 percent, and the median home value is \$99,623. Most housing was built before 1950.

Households are a mix of family types. Nearly half of the households do not own a vehicle. The median age is 33.4 years. These residents rarely eat out. They prefer BJ's Wholesale Club for general shopping; preferred grocery stores are Acme, Pathmark, and Giant. Residents enjoy roller skating; playing baseball; attending basketball games; listening to urban, variety, and jazz radio programs; and watching sitcoms and sports on TV. Many households do not subscribe to cable TV.

55. College Towns

Education is the key focus for College Towns residents. College and graduate school enrollment is approximately 41 percent. The median age for this market is 24.4 years, with a high concentration of 18-24-year-olds. One out of eight residents lives in a dorm on campus. Students in off-campus housing rent low-income apartments.

Approximately 31 percent of the households are typically town residents who live in owner-occupied, single-family dwellings. The median home value is \$152,965.

Convenience is the primary consideration for food purchases; residents frequently eat out, order in, or eat easy-to-prepare food. Many own a laptop computer. In their leisure time, they jog, go horseback riding, practice yoga, play tennis, rent videos, play chess or pool, attend concerts, attend college football or basketball games, and go to bars. They listen to classical music and public radio programs.

56. Rural Bypasses

Open space, undeveloped land, and farmland are found in Rural Bypasses neighborhoods located almost entirely in the South. This market is home to families who live in small towns along country back roads. The median age is 37.8 years. Higher-than-average proportions of employed residents work in the agricultural, mining, manufacturing, and construction industries. Labor force participation is low, and unemployment is high.

Although most households are single-family dwellings, 32 percent are mobile homes. Homeownership is at 78 percent, and the median home value is \$68,228. Residents save money by maintaining their homes, gardens, and vehicles themselves. They enjoy hunting, reading fishing and hunting magazines, and listening to gospel radio. They prefer to watch courtroom TV and talk shows as well as cartoons. Recent purchases include baby products, clothes, and toys.

57. Simple Living

Simple Living neighborhoods are found in urban outskirts or suburban areas throughout the United States. Half of the households are singles who live alone or share housing, and 32 percent consist of married-couple families. The median age is 40.5 years.

Approximately one-third of householders are aged 65 years or older; 19 percent are aged 75 years or older. Housing is a mix of single-family dwellings and multiunit buildings of varying stories. Some seniors live in congregate housing (assisted living). Fifty-five

percent of households are occupied by renters. Approximately 40 percent of households receive Social Security benefits. Younger residents enjoy going out dancing, whereas seniors prefer going to bingo night. To stay fit, residents play softball and volleyball.

Many households do not own a computer, cell phone, or DVD player. Residents watch hours of TV a day, especially sitcoms and science fiction shows.

58. NeWest Residents

Most NeWest Residents members rent apartments in mid- or high-rise buildings in primarily major western and southern cities. California has the largest concentration of these households, followed by Texas. Families dominate this market. Children reside in 54 percent of the households, either in married-couple or single-parent families.

Approximately half of the population is foreign-born. This young market has a median age of 25.5 years. Most of the employed residents work in service and skilled labor occupations. These residents lead a strongly family-oriented lifestyle. Budget constraints restrict their purchases to essentials such as baby food, equipment, and products as well as children's clothing. For fun, families go to the movies, visit theme parks, and play soccer. They like to watch sports on TV, especially wrestling and soccer, and listen to Hispanic radio.

59. Southwestern Families

These families are the bedrock of the Hispanic culture in the Southwest, more with children than without. Two-thirds of the households live in owner-occupied, single-family dwellings with a median home value of \$61,124. Most employed residents work in blue collar or service occupations. Southwestern Families is an ethnically diverse market, with a median age of 28.6 years and a median household income of \$27,327.

Recent purchases include baby and children's products. Households generally own or lease a two-door sedan. The grocery store of choice is H.E. Butt. When eating fast food, Whataburger is a favorite stop. Residents enjoy fishing, water skiing, playing soccer, and going to the movies. They read gardening and parenthood magazines and listen to Hispanic and urban radio formats. Typical TV viewing includes comedies as well as wrestling and boxing.

60. City Dimensions

Diversity in household type and ethnicity characterize City Dimensions neighborhoods that are located in large, urban cities. Population density remains high, with approximately 2,900 people per square mile. This market is young, with a median age of 29.2 years. Nearly 63 percent of households rent; more than half are apartments in multiunit structures. Most of the real estate is older. Approximately 70 percent of the housing units were built before 1960, 42 percent of which were built before 1940. Many households lease their vehicles, preferring Mercury or Ford models. Residents shop at BJ's Wholesale Club, Kmart, Marshalls, and T.J. Maxx. They enjoy roller skating, playing soccer and chess, attending auto races and shows, going to the movies, and renting movies on DVD (especially classics, horror, and science fiction). Video game systems are also popular.

61. High Rise Renters

This segment has the highest percentage of renters among all the Community Tapestry segments; more than nine in ten households are renters in these densely populated neighborhoods. Approximately 41 percent rent in buildings with 50 or more units. High Rise Renters communities are located almost entirely in the Northeast; 86 percent of the households are in New York. Residents represent a diverse mix of cultures; many speak a language other than English. The median age is 29.9 years. Household types are mainly single parent and single person. Part-time work is just as common as full time.

Residents do aerobics and play soccer. They enjoy dancing; attending basketball and football games; watching movies on VHS and DVD; and listening to all-news, urban, and Hispanic radio. They watch a variety of news programs and are avid viewers of daytime TV.

62. Modest Income Homes

Modest Income Homes neighborhoods are found primarily in the older suburbs of metropolitan areas. Single-family dwellings represent more than two-thirds of the housing; 15 percent are duplexes. The median home value is \$58,764. Household types are mainly single person and single parent. However, approximately 64 percent of households are family types. The median age is 35 years. Slightly more employed residents work part time than full time, mainly in service and blue collar occupations. At 20 percent, unemployment is high. These frugal residents shop at discount stores, do not pay for Internet access, and rarely eat out. They are content to wait for movies to be shown on TV instead of going to the theater. They watch daytime and primetime TV, especially courtroom TV shows and sitcoms, and listen to urban and gospel radio. A favorite cable channel is BET.

63. Dorms to Diplomas

Dorms to Diplomas is Community Tapestry's youngest market, with a median age of 21.8 years. College and graduate school enrollment is approximately 81 percent. Nearly three-fourths of employed residents work part time in low-paying service industry jobs.

Approximately 43 percent of residents live in on-campus dormitories; the remainder rent apartments in off-campus, multiunit buildings. Ninety percent of households are renters.

Computers are a necessity, and the Internet is easily accessible to research assignments, search for jobs, obtain the latest news, and keep in touch with family. For exercise, residents participate in a variety of sports. They enjoy going to college football and basketball games, rock concerts, movies, and bars as well as dancing, playing pool, and renting VHS and DVD movies. They listen to classic hits, public, and rock radio programs.

64. City Commons

City Commons neighborhoods are found in cities of large metropolitan areas, mainly in the South and Midwest. This younger market has a median age of 24.6 years. Single-parent families and singles dominate these households, and children abound.

Approximately 77 percent of the households are renters; approximately 63 percent of the

rentals are apartments in multiunit buildings, primarily with fewer than 20 units. More residents work part time instead of full time. This market has the highest unemployment rate among all the Community Tapestry segments. Baby and children's products are the major purchases. Residents enjoy playing basketball, softball, and backgammon. A yearly family outing to a theme park is common. They prefer to watch courtroom TV shows; listen to gospel, urban, and jazz programs on the radio; and read music, baby, parenthood, and fashion magazines.

65. Social Security Set

Four in ten residents in the Social Security Set segment are aged 65 years or older; the median age is 45.6 years. Most of these residents live alone. Located in large cities scattered across the United States, these communities are dispersed among business districts and around city parks. The service industry provides more than half of the jobs held by residents who work. Households subsist on very low, fixed incomes. Most residents rent apartments in low-rent, high-rise buildings. Many rely on public transportation, because more than half of these households do not own a vehicle. Limited resources somewhat restrict the purchases and activities of these residents, although many have invested their savings in stock. They enjoy going to movies and soccer games and reading science fiction. Many households subscribe to cable TV; residents particularly enjoy watching game shows, sports, and entertainment news shows.

66. Unclassified

Unclassified neighborhoods include unpopulated areas such as parks, golf courses, open spaces, or other types of undeveloped land. Institutional group quarters, such as prisons, juvenile detention homes, mental hospitals, or any area with insufficient data for classification, are also included in this category.