

Bringing homes and families together.

Community™ Tapestry™ By ESRI

Billings, Montana Zip Code 59101

Top Tapestry Segments

Segment 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 \$110,922; 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; using Rollerblades; playing Frisbee, chess, and pool; and attending auto races. They read music magazines and listen to rock music on the radio.

Segment 26 Midland Crowd



Approximately 11.9 million people represent Midland Crowd, Community Tapestry's largest market. The median age of 37 is similar to the US Median. Most households are composed of married-couple families, half with children and half without. The median household income is \$50,462. 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 83 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.

Segment 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.

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Community™ Tapestry™ By ESRI Billings, Montana Zip Code 59101		
2008 Summary	ZIP 59101	National
Total Population	37,494	309,299,265
Total Households	15,858	116,384,754
2008 Population by Race	ZIP 59101	National
White Alone	85.0%	72.3%
Black Alone	1.0%	12.6%
American Indian Alone	6.9%	0.9%
Asian or Pacific Islander Alone	0.6%	4.6%
Some Other Race Alone	3.2%	6.7%
Two or More Races	3.2%	2.9%
Hispanic Origin	8.7%	15.4%
2008 Population by Sex	ZIP 59101	National
Male	50.0%	49.1%
Female	50.0%	50.9%
2008 Households by Income	ZIP 59101	National
Median Household Income	\$33,795	\$54,749
HH Income Under \$50K	68.7%	45.5%
HH Income \$50K-\$100K	25.9%	34.8%
HH Income Over \$100K	5.4%	19.6%
2008 Average Home Value	ZIP 59101	National
	\$173,509	\$260,559

The Tapestry Segmentation system divides U.S. residential areas into 65 segments based on demographic variables and consumer behavior characteristics to provide an accurate and detailed description of America's neighborhoods.

Billings, Montana, Zip Code 59101

Community™ Tapestry™ by ESRI

48 Great Expectations

Segment Code..... 48
Segment Name.....Great Expectations
LifeMode Group..... L7 High Hopes
Urbanization Group..... U5 Urban Outskirts I



Demographic

Young singles who live alone and married-couple families dominate the *Great Expectations* market, although all household types are represented. The median age is 33.2 years. Some residents are just beginning their careers or family lives. This segment has a higher proportion of residents in their 20s and a higher proportion of householders younger than 35 years old, compared to the U.S. proportions. The ethnic diversity and racial composition of this segment are similar to the U.S. levels.

Socioeconomic

The median household income of \$37,684 and the median net worth of \$43,152 are low compared to the U.S. values. Approximately 29 percent of residents aged 25 years and older have attended college (slightly above the U.S. average), but only 16 percent hold a bachelor's or graduate degree (somewhat below the U.S. average). Seven percent are enrolled in college or graduate school. The higher proportion of younger residents improves the 68 percent labor force participation rate. The manufacturing, retail, and service industry sectors are the primary employers in this market.

Residential

Great Expectations neighborhoods are located throughout the country, with higher proportions in the Midwest and South. Half of the householders own their homes; the other half rent. More than half of the households are single-family dwellings; approximately 40 percent are apartments in lower mid-rise buildings. The median home value of \$114,837 is approximately three-fifths that of the U.S. median. Most of the housing units in these older suburban neighborhoods were built before 1960.

Preferences

Great Expectations homeowners are not afraid to tackle smaller maintenance and remodeling projects, but they also 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; watching foreign films on DVD; and attending auto races. They read music magazines and listen to rock music on the radio. Residents watch courtroom dramas, reality shows, sitcoms, news programs, and dramas on TV. They occasionally take advantage of the convenience of fast-food restaurants. Little traveling is done in this market. Still focused on starting a career, many are not preparing for retirement by investing for the future. Residents shop at major discount and department stores, and also order frequently from catalogs.

Source: Community™ Tapestry™ Handbook, page 69. Accessible at www.esri.com/tapestry

Billings, Montana, Zip Code 59101

Community™ Tapestry™ by ESRI

26 Midland Crowd

Segment Code..... 26
Segment Name.....Midland Crowd
LifeMode Group..... L12 American Quilt
Urbanization Group..... U10 Rural I



Demographic

The approximately 11.6 million people in *Midland Crowd* neighborhoods represent the largest market of Community Tapestry, nearly 4 percent of the U.S. population, and it is still growing. Since 2000, the population growth has been 2.34 percent annually. The median age of 36.9 years parallels that of the U.S. median. More than half of the households (62 percent) are composed of married-couple families, half of whom have children. One-fifth of households are occupied by those who live alone. Most residents are white.

Socioeconomic

With more than 4.2 million households, *Midland Crowd* has the highest count of all the Community Tapestry markets, with an annual household growth of 2.6 percent since 2000. The median household income is \$49,748, slightly lower than the U.S. median. Households derive primary income from wages and salaries, although the percentage of households that receive income from self-employment ventures is slightly higher than the national level. The median net worth is \$86,362, somewhat below the U.S. median. Half of the employed residents work in white-collar occupations. Approximately 30 percent of *Midland Crowd* residents aged 25 years and older have attended college; 15 percent hold a bachelor's or graduate degree.

Residential

Midland Crowd residents live in housing developments in rural areas throughout the United States (more village or town than farm), mainly in the South. Three-fourths of the housing was built after 1969. Homeownership is at 84 percent; the median home value is \$137,727. Two-thirds of the households are single-family structures; 28 percent are mobile homes. One-fourth of the households own three or more vehicles.

Preferences

Midland Crowd is a somewhat politically conservative market. The rural location and their traditional lifestyle dictate the consumer preferences of these residents. How they take care of their homes, lawns, and vehicles demonstrates their do-it-yourself mentality. Households typically own or lease a truck; many own a used motorcycle. Hunting, fishing, and woodworking are favorite pursuits. Generally, households have pets, especially birds and dogs. Recent purchases include used vehicles, household furniture, and giant-screen TVs. Their department store of choice is Belk. When eating takeout, they often choose a fast-food restaurant and use the drive-through window. Many households have a satellite dish. Favorite stations include CMT and Outdoor Life Network. In addition to watching rodeo/bull riding, truck and tractor pulls/mud racing, and fishing programs on TV, residents watch a variety of news programs. Fitting right in with their rural surroundings, they prefer to listen to country music on the radio and read fishing and hunting magazines.

Source: Community™ Tapestry™ Handbook, page 47. Accessible at www.esri.com/tapestry

Billings, Montana, Zip Code 59101

Community™ Tapestry™ by ESRI

52 Inner City Tenants

Segment Code..... 52
Segment Name..... Inner City Tenants
LifeMode Group..... L8 Global Roots
Urbanization Group..... U4 Metro Cities II



Demographic

Inner City Tenants residents are a microcosm of urban diversity; their population is represented primarily by white, black, and Hispanic cultures. Twenty-nine percent of the residents are Hispanic. This multicultural market is younger than average, with a median age of 27.9 years. The household composition also reflects their youth. Composed of a mix of household types, 34 percent of households are single person, 28 percent are married-couple families, 21 percent are singleparent families, and 10 percent are shared housing. Turnover is high in these neighborhoods because many individuals are enrolled in nearby colleges and work part-time. These neighborhoods are also a stepping-stone for recent immigrants, with an annual population growth of 0.72 percent.

Socioeconomic

The median household income for this segment is \$32,497; the median net worth is \$23,508. Because few own their homes, most of their net worth comes from savings. Eightythree percent of households derive income from wages and salaries; 7 percent receive public assistance income. Thirty percent of the residents aged 25 years and older have attended college. Earning a college degree is at the forefront of their goals, so many work part- and full-time to fund their college education. Approximately half of the employed residents work in white-collar occupations. This market has twice the national level of residents who work in the accommodation/food services industry.

Residential

These neighborhoods are located primarily in the South and West. Most *Inner City Tenants* residents rent economical apartments in mid- or high-rise buildings. One-fifth of the housing is owner-occupied, and the median home value is \$132,310. Most of the housing units were built in the 1960s, 1970s, and 1980s. For their average commute to work of 24.6 minutes, many residents drive their vehicle or depend on other modes of transportation. Seventeen percent of the households do not own a vehicle.

Preferences

With their busy lifestyle, *Inner City Tenants* residents frequently eat at fast-food restaurants and shop for groceries at nearby stores such as Pathmark and Food Lion. They prefer easy-to-prepare frozen and canned foods. Internet access at home is not typical in this market, but those who have no access at home will surf the Internet at school or at the library. Playing games and visiting chat rooms are typical online activities. Residents refer to the Yellow Pages frequently to look up all kinds of information. Recent household purchases by this market include video game systems as well as baby food, baby products, baby furniture, and baby equipment. Many households carry renter's insurance. Residents prefer to shop at discount stores such as Wal-Mart and T.J. Maxx. *Inner City Tenants* residents go to the movies and attend professional football and basketball games. They water-ski and play football, basketball, and soccer. They read music, baby, computer, and sports magazines; enjoy religious books and adventure stories; and listen to professional football and urban radio. Some enjoy the nightlife, visiting bars and nightclubs to go dancing.

Source: Community™ Tapestry™ Handbook, page 73. Accessible at www.esri.com/tapestry