

Community™ Tapestry™ By ESRI

Billings, Montana Zip Code 59105

Top Tapestry Segments

Segment 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 40.7 years. Married couples with and without children comprise most of the households, which are primarily in single-family dwellings. This upscale market has a median household income of \$65,074 and a median home value of \$197,519. 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.

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 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 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 \$148,781. 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.

Bringing homes and families together.

Community™ Tapestry™ By ESRI Billings, Montana Zip Code 59105		
2008 Summary	ZIP 59105	National
Total Population	27,619	309,299,265
Total Households	10,363	116,384,754
2008 Population by Race	ZIP 59105	National
White Alone	92.7%	72.3%
Black Alone	0.4%	12.6%
American Indian Alone	2.9%	0.9%
Asian or Pacific Islander Alone	0.9%	4.6%
Some Other Race Alone	1.2%	6.7%
Two or More Races	2.0%	2.9%
Hispanic Origin	3.6%	15.4%
2008 Population by Sex	ZIP 59105	National
Male	49.3%	49.1%
Female	50.7%	50.9%
2008 Households by Income	ZIP 59105	National
Median Household Income	\$51,017	\$54,749
HH Income Under \$50K	48.8%	45.5%
HH Income \$50K-\$100K	39.1%	34.8%
HH Income Over \$100K	12.1%	19.6%
2008 Average Home Value	ZIP 59105	National
	\$222,700	\$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 59105

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17 Green Acres

Segment Code..... 17
Segment Name.....Green Acres
LifeMode Group..... L2 Upscale Avenues
Urbanization Group..... U10 Rural I



Demographic

Married couples, with and without children, comprise 71 percent of the households in *Green Acres*. Many families are comprised of blue-collar baby boomers, many with children aged 6–17 years. With more than 10 million people, *Green Acres* represents the third largest population of all the Community Tapestry markets, currently more than 3 percent of the U.S. population, and growing by 1.6 percent annually. The median age is 40.6 years. This segment is not ethnically diverse; 93 percent of the residents are white.

Socioeconomic

Green Acres residents are educated and hardworking; more than half who are aged 25 years and older hold a degree or attended college. Labor force participation is approximately 69 percent, with higher employment concentrations in the manufacturing, construction, health care, and retail trade industry sectors. Seventeen percent of households derive income from self-employment ventures. Occupation distributions are similar to the United States. The median household income is \$63,922, and the median net worth is \$163,372.

Residential

Green Acres neighborhoods are located throughout the country but mainly in the Midwest and South. The highest state concentrations are found in Michigan, Ohio, and Pennsylvania. A little bit country, *Green Acres* residents live in pastoral settings of developing suburban fringe areas. Homeownership is at 88 percent. Eighty-seven percent of the household inventory is dominated by single-family dwellings. These newer homes carry a median value of \$205,460. Typical of rural residents, *Green Acres* households own multiple vehicles: 78 percent own two or more vehicles.

Preferences

Country living describes the lifestyle of *Green Acres* residents. Pet dogs or cats are considered part of the family. These do-it-yourselfers maintain and remodel their homes; projects include painting, installing carpet or insulation, or adding a deck or patio. They own all the necessary power tools, including routers, welders, sanders, and various saws, to finish their projects. Residents maintain their lawns, flower gardens, and vegetable gardens, again with the right tools. They own riding lawn mowers, garden tillers, tractors, and even separate home freezers for the harvest. Fitting in with the do-it-yourself mode, it is not surprising that *Green Acres* is the top market for owning a sewing machine. A favorite pastime is using their ice cream maker to produce homemade ice cream. They prefer motorcycles and full-size pickup trucks. For exercise, *Green Acres* residents ride their mountain bikes and participate in water sports such as waterskiing, canoeing, and kayaking. Other activities include bird-watching, power boating, target shooting, hunting, and attending auto racing events. They prefer to listen to college football, auto racing, and news-talk programs on the radio and read fishing, hunting, and motorcycle magazines. Accommodating the country lifestyle, many households watch TV by satellite dish instead of cable. Events they enjoy watching on TV include alpine skiing, ski jumping, motorcycle racing, equestrian events, and bicycle racing. A favorite station is the Speed Channel.

Source: Community™ Tapestry™ Handbook, page 38. Accessible at www.esri.com/tapestry

Billings, Montana, Zip Code 59105

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

19 Milk and Cookies

Segment Code..... 19
Segment Name.....Milk and Cookies
LifeMode Group..... L9 Family Portrait
Urbanization Group..... U3 Metro Cities I



Demographic

Upscale living with a family allowance, *Milk and Cookies* represents young, affluent married couples who are starting their families or already have young children. The median age of 34.2 years represents the presence of kids; nearly half of the households include children. Approximately 70 percent of these householders are aged 25–54 years. The diversity of the population is comparable to the U.S. diversity, and the proportions of population by race and Hispanic origin are close to the U.S. distributions, with slightly above-average ratios of black and Hispanic residents.

Socioeconomic

For 90 percent of *Milk and Cookies* households, income is derived from wages. The labor force participation of 71 percent is above average. Although unemployment is at 6 percent, this market has one of the highest concentrations of multiple wage earners in the family. The median household income is \$63,574, and the median net worth is \$139,152. Approximately 58 percent of residents aged 25 years and older hold a bachelor's or graduate degree or have attended college.

Residential

Milk and Cookies residents prefer single-family homes in suburban neighborhoods of cities, largely in the South, particularly in Texas. Smaller concentrations of households are located in the West and Midwest. The median home value is \$155,183. Housing units are generally 20–30 years old. Given the concentration of dual-income families, 71 percent of households have at least two vehicles. A family with two or more workers, more than one child, and two or more vehicles is the norm for these neighborhoods.

Preferences

As *Milk and Cookies* residents settle into their family oriented lifestyle, they focus on family and the future. They are properly insured, carry life and accidental death and dismemberment insurance at a minimum, and contribute to 401(k) retirement plans. They use a credit union, have overdraft protection, and usually have a new car loan. They prefer motorcycles, pickup trucks, SUVs, and minivans. Many households own a dog. The presence of children in *Milk and Cookies* households drives their large purchases of baby and children's products including baby food, baby equipment, clothes, shoes, medicine, vitamins, board games, bicycles, toys, video games, and children's DVDs. Most households own a video game system, whether it's a Game Boy Advance, Xbox, or PlayStation 2. Although many households have older personal computers, they invest in software. To save time in their busy lives, they frequently buy prepared dinners from the grocery store, and fast food (especially from Little Caesars, Whataburger, or Sonic Drive-In). For fun, *Milk and Cookies* residents play various games including chess and backgammon, participate in football, or fly kites. Their interest in basketball is evident: they play basketball, attend professional basketball games, watch games on TV, and listen to them on the radio. Favorite cable channels include Toon Disney, Discovery Health Channel, ESPNNews, and Lifetime Movie Network. In their spare time, *Milk and Cookies* residents work on their lawns, paint the inside of their homes, or do minor maintenance on their vehicles.