

Bringing homes and families together.

Community™ Tapestry™ By ESRI

Billings, Montana Zip Code 59106

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 02 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 \$442,916. 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 41.5 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.

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.

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Community™ Tapestry™ By ESRI Billings, Montana Zip Code 59106		
2008 Summary	ZIP 59106	National
Total Population	11,039	309,299,265
Total Households	3,872	116,384,754
2008 Population by Race	ZIP 59106	National
White Alone	95.3%	72.3%
Black Alone	0.2%	12.6%
American Indian Alone	1.3%	0.9%
Asian or Pacific Islander Alone	1.1%	4.6%
Some Other Race Alone	1.0%	6.7%
Two or More Races	1.2%	2.9%
Hispanic Origin	2.6%	15.4%
2008 Population by Sex	ZIP 59106	National
Male	50.7%	49.1%
Female	49.3%	50.9%
2008 Households by Income	ZIP 59106	National
Median Household Income	\$71,918	\$54,749
HH Income Under \$50K	32.2%	45.5%
HH Income \$50K-\$100K	35.5%	34.8%
HH Income Over \$100K	32.3%	19.6%
2008 Average Home Value	ZIP 59106	National
	\$345,973	\$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 59106

Community™ Tapestry™ by ESRI

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 59106

Community™ Tapestry™ by ESRI

02 Suburban Splendor

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



Demographic

Suburban Splendor residents are in families in growing neighborhoods. Approximately 80 percent of the households consist of married-couple families, with or without children. Household growth in these suburbs is 2 percent annually. The median age is 41.2 years, and half of the population is aged 35–64 years. Diversity is low, with a predominantly white population.

Socioeconomic

These successful suburbanites are the epitome of upward mobility, just a couple of rungs below *Top Rung* in affluence. *Suburban Splendor* residents have a median household income of \$129,931 and a median net worth of \$356,341. The wealth of *Suburban Splendor* residents is more than double that of the U.S. median. Labor force participation rates are high for both men and women, indicating dual incomes for many households. The majority of employed residents work in management, professional, and sales occupations. Their salaries are supplemented by income from interest, dividends, and rental property at a rate much higher than the national level. Well educated, more than half the population aged 25 years and older hold a bachelor's or graduate degree.

Residential

The *Suburban Splendor* market shares the lead with *Top Rung* among Community Tapestry segments for homeownership: 93 percent of householders own their houses. Homes are large and luxurious, with a median home value of \$473,602. Located in growing neighborhoods, 60 percent of the housing units are relatively new, built after 1979. Because dual-income households commonly require multiple vehicles, it is not surprising that 85 percent of these households own two or more vehicles. *Suburban Splendor* neighborhoods are located in metropolitan areas throughout all regions of the United States.

Preferences

The homes in *Suburban Splendor* markets feature the latest amenities, from hot tubs to espresso machines, and reflect the latest in home design such as hardwood floors. A main focus is home improvement and remodeling that is done mostly by contractors, although household members will tackle interior painting jobs. Residents hire a lawn maintenance service to cut the grass but like to plant shrubs and trees; treat their lawn with fertilizer, weed control, or insecticide; and sow grass seed themselves. Households have all the latest gadgets including digital camcorders, video game systems, projection screen TVs, and numerous cell phones. This market prefers to own or lease a minivan or full-size SUV and is one of the top markets for owning or leasing a luxury car. Free time is devoted to family; travel; and self-improvement pursuits such as physical fitness, reading, and visits to museums or the theater. Fitness activities include weekly workouts at a club or exercising on a treadmill or stationary bike at home in addition to skiing, ice skating, tennis, golf, and bicycling. Reading material ranges from the newspaper to books and magazines (particularly epicurean, airline, travel, business, finance, and boating). As expected, residents rack up the miles in frequent flyer programs because they travel extensively in the United States and overseas for business and pleasure. A favorite hobby is furniture refinishing. When listening to the radio, they prefer classical music as well as all-news, all-talk, news/talk, and sports programs. *Suburban Splendor* residents are members of business clubs and are active investors, using the Internet to track and trade their stocks, bonds, and funds. They hold home equity credit lines, consult with financial planners, use stock rating services, and own life insurance policies of \$500,000 or more. They are also shoppers, favoring upscale retailers such as Nordstrom and BJ's Wholesale Club. They use the Internet to make purchases such as airline tickets, flowers, and apparel, but they also order items over the phone.

Source: Community™ Tapestry™ Handbook, page 23. Accessible at www.esri.com/tapestry

Billings, Montana, Zip Code 59106

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