



# **Market Research Reports**

Prepared for:

**Willard Chamber of Commerce**

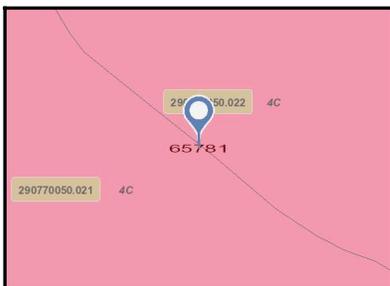
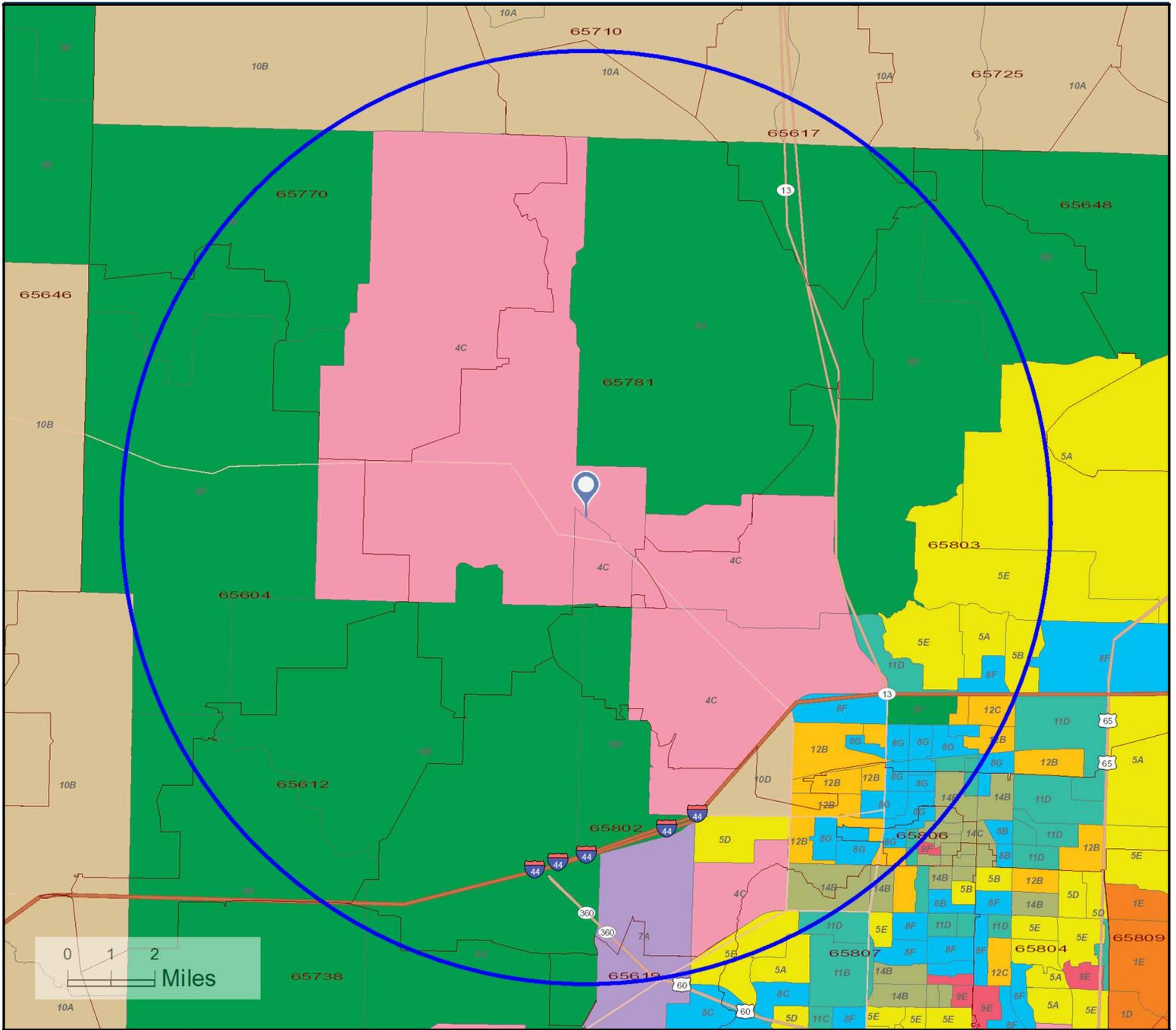
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# Dominant Tapestry Map

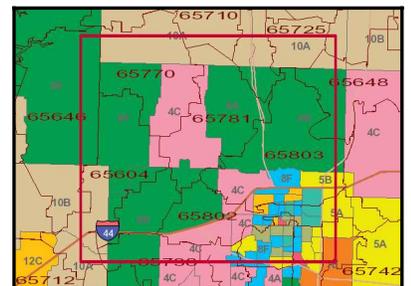
Willard, Missouri, United States  
 Rings: 10 mile radii

Latitude: 37.30505  
 Longitude: -93.42853



## Tapestry LifeMode

- |  |  |
|--|--|
|  L1: Affluent Estates   |  L8: Middle Ground          |
|  L2: Upscale Avenues    |  L9: Senior Styles          |
|  L3: Uptown Individuals |  L10: Rustic Outposts       |
|  L4: Family Landscapes  |  L11: Midtown Singles       |
|  L5: GenXurban          |  L12: Hometown              |
|  L6: Cozy Country       |  L13: Next Wave             |
|  L7: Ethnic Enclaves    |  L14: Scholars and Patriots |



Source: Esri

June 04, 2015



# Dominant Tapestry Map

Willard, Missouri, United States  
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Latitude: 37.30505  
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## Tapestry Segmentation

Tapestry Segmentation represents the fifth generation of market segmentation systems that began 30 years ago. The 67-segment Tapestry Segmentation system classifies U.S. neighborhoods based on their socioeconomic and demographic composition. Each segment is identified by its two-digit Segment Code. Match the two-digit segment labels on the map to the list below. Click each segment below for a detailed description.

- Segment 1A (Top Tier)
- Segment 1B (Professional Pride)
- Segment 1C (Boomburbs)
- Segment 1D (Savvy Suburbanites)
- Segment 1E (Exurbanites)
- Segment 2A (Urban Chic)
- Segment 2B (Pleasantville)
- Segment 2C (Pacific Heights)
- Segment 2D (Enterprising Professionals)
- Segment 3A (Laptops and Lattes)
- Segment 3B (Metro Renters)
- Segment 3C (Trendsetters)
- Segment 4A (Soccer Moms)
- Segment 4B (Home Improvement)
- Segment 4C (Middleburg)
- Segment 5A (Comfortable Empty Nesters)
- Segment 5B (In Style)
- Segment 5C (Parks and Rec)
- Segment 5D (Rustbelt Traditions)
- Segment 5E (Midlife Constants)
- Segment 6A (Green Acres)
- Segment 6B (Salt of the Earth)
- Segment 6C (The Great Outdoors)
- Segment 6D (Prairie Living)
- Segment 6E (Rural Resort Dwellers)
- Segment 6F (Heartland Communities)
- Segment 7A (Up and Coming Families)
- Segment 7B (Urban Villages)
- Segment 7C (American Dreamers)
- Segment 7D (Barrios Urbanos)
- Segment 7E (Valley Growers)
- Segment 7F (Southwestern Families)
- Segment 8A (City Lights)
- Segment 8B (Emerald City)
- Segment 8C (Bright Young Professionals)
- Segment 8D (Downtown Melting Pot)
- Segment 8E (Front Porches)
- Segment 8F (Old and Newcomers)
- Segment 8G (Hardscrabble Road)
- Segment 9A (Silver & Gold)
- Segment 9B (Golden Years)
- Segment 9C (The Elders)
- Segment 9D (Senior Escapes)
- Segment 9E (Retirement Communities)
- Segment 9F (Social Security Set)
- Segment 10A (Southern Satellites)
- Segment 10B (Rooted Rural)
- Segment 10C (Diners & Miners)
- Segment 10D (Down the Road)
- Segment 10E (Rural Bypasses)
- Segment 11A (City Strivers)
- Segment 11B (Young and Restless)
- Segment 11C (Metro Fusion)
- Segment 11D (Set to Impress)
- Segment 11E (City Commons)
- Segment 12A (Family Foundations)
- Segment 12B (Traditional Living)
- Segment 12C (Small Town Simplicity)
- Segment 12D (Modest Income Homes)
- Segment 13A (International Marketplace)
- Segment 13B (Las Casas)
- Segment 13C (NeWest Residents)
- Segment 13D (Fresh Ambitions)
- Segment 13E (High Rise Renters)
- Segment 14A (Military Proximity)
- Segment 14B (College Towns)
- Segment 14C (Dorms to Diplomas)
- Segment 15 (Unclassified)

Source: Esri

June 04, 2015



# Tapestry Segmentation Area Profile

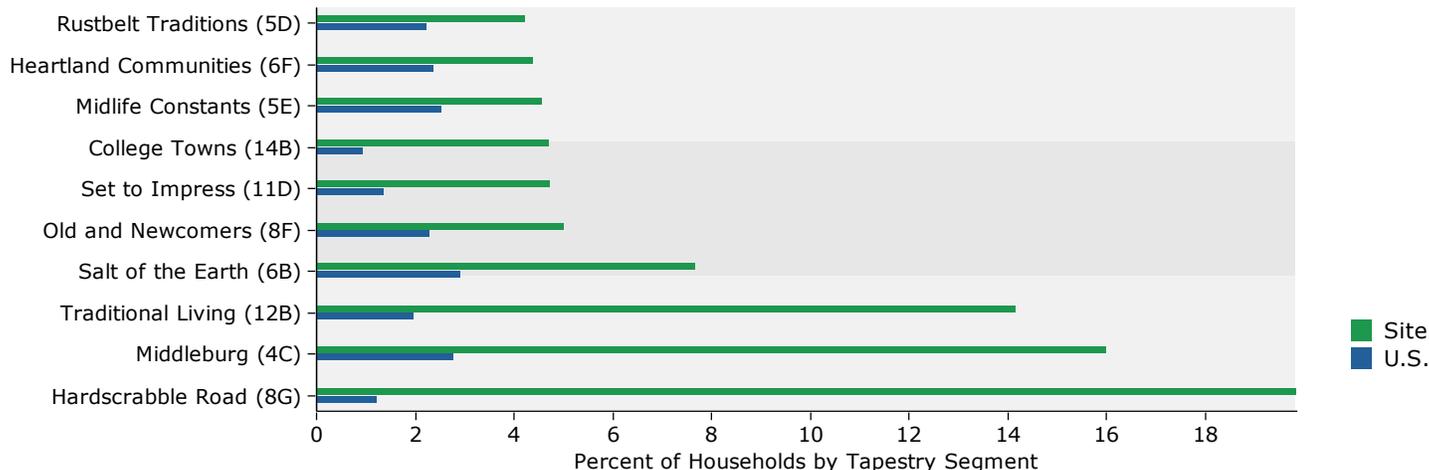
Willard, Missouri, United States  
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## Top Twenty Tapestry Segments

Rank	Tapestry Segment	2015 Households		2015 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Hardscrabble Road (8G)	19.9%	19.9%	1.2%	1.2%	1598
2	Middleburg (4C)	16.0%	35.9%	2.8%	4.0%	573
3	Traditional Living (12B)	14.2%	50.1%	2.0%	6.0%	718
4	Salt of the Earth (6B)	7.7%	57.8%	2.9%	8.9%	261
5	Old and Newcomers (8F)	5.0%	62.8%	2.3%	11.2%	217
<b>Subtotal</b>		<b>62.8%</b>		<b>11.2%</b>		
6	Set to Impress (11D)	4.7%	67.5%	1.4%	12.6%	342
7	College Towns (14B)	4.7%	72.2%	0.9%	13.5%	502
8	Midlife Constants (5E)	4.6%	76.8%	2.5%	16.0%	180
9	Heartland Communities (6F)	4.4%	81.2%	2.4%	18.4%	184
10	Rustbelt Traditions (5D)	4.2%	85.4%	2.2%	20.6%	189
<b>Subtotal</b>		<b>22.6%</b>		<b>9.4%</b>		
11	Small Town Simplicity (12C)	3.5%	88.9%	1.9%	22.5%	180
12	Green Acres (6A)	2.6%	91.5%	3.2%	25.7%	80
13	Comfortable Empty Nesters (5A)	2.3%	93.8%	2.5%	28.2%	93
14	Up and Coming Families (7A)	2.2%	96.0%	2.2%	30.4%	98
15	Down the Road (10D)	1.8%	97.8%	1.1%	31.5%	154
<b>Subtotal</b>		<b>12.4%</b>		<b>10.9%</b>		
16	In Style (5B)	1.7%	99.5%	2.3%	33.8%	77
17	Southern Satellites (10A)	0.5%	100.0%	3.2%	37.0%	16
18	Rooted Rural (10B)	0.0%	100.0%	2.0%	39.0%	1
<b>Subtotal</b>		<b>2.2%</b>		<b>7.5%</b>		
<b>Total</b>		<b>100.0%</b>		<b>39.2%</b>		<b>255</b>

## Top Ten Tapestry Segments Site vs. U.S.



**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

**Source:** Esri

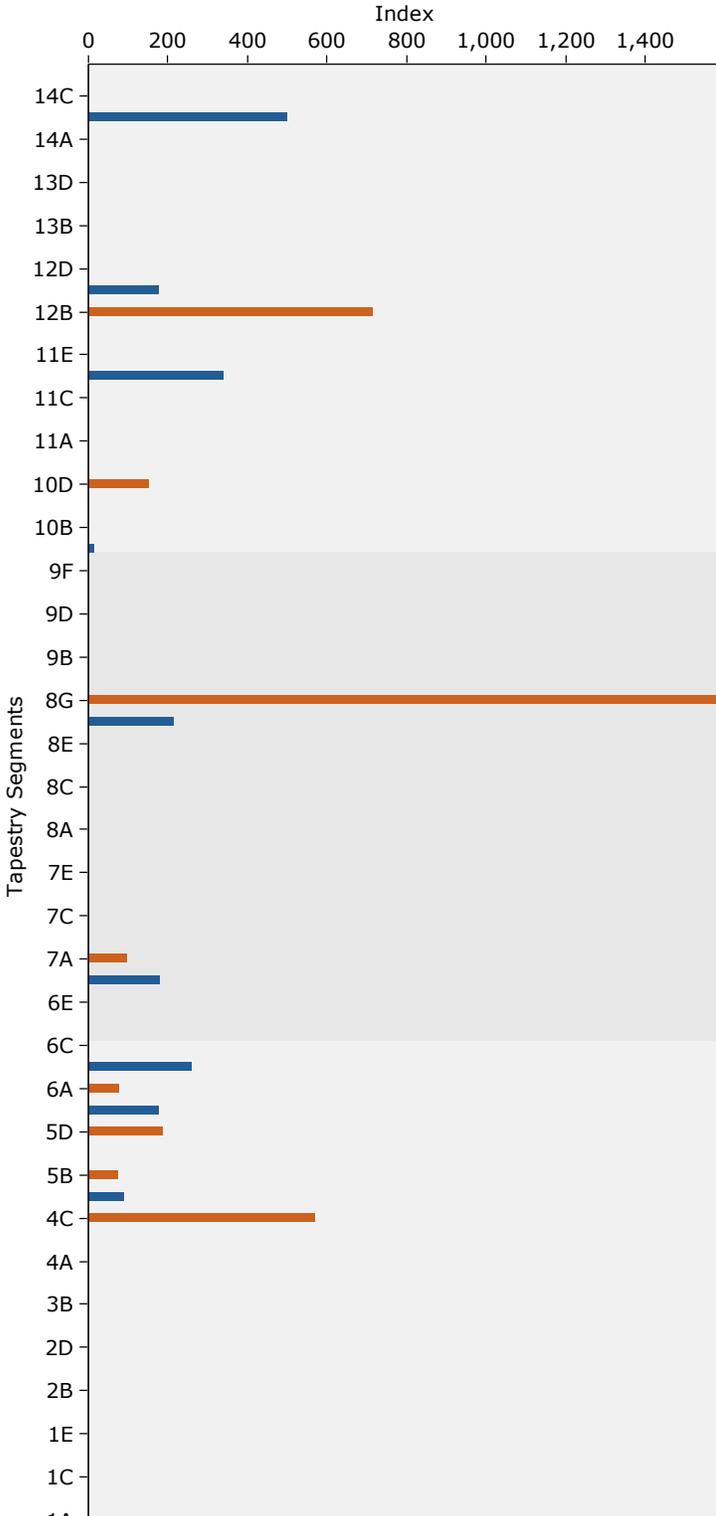


# Tapestry Segmentation Area Profile

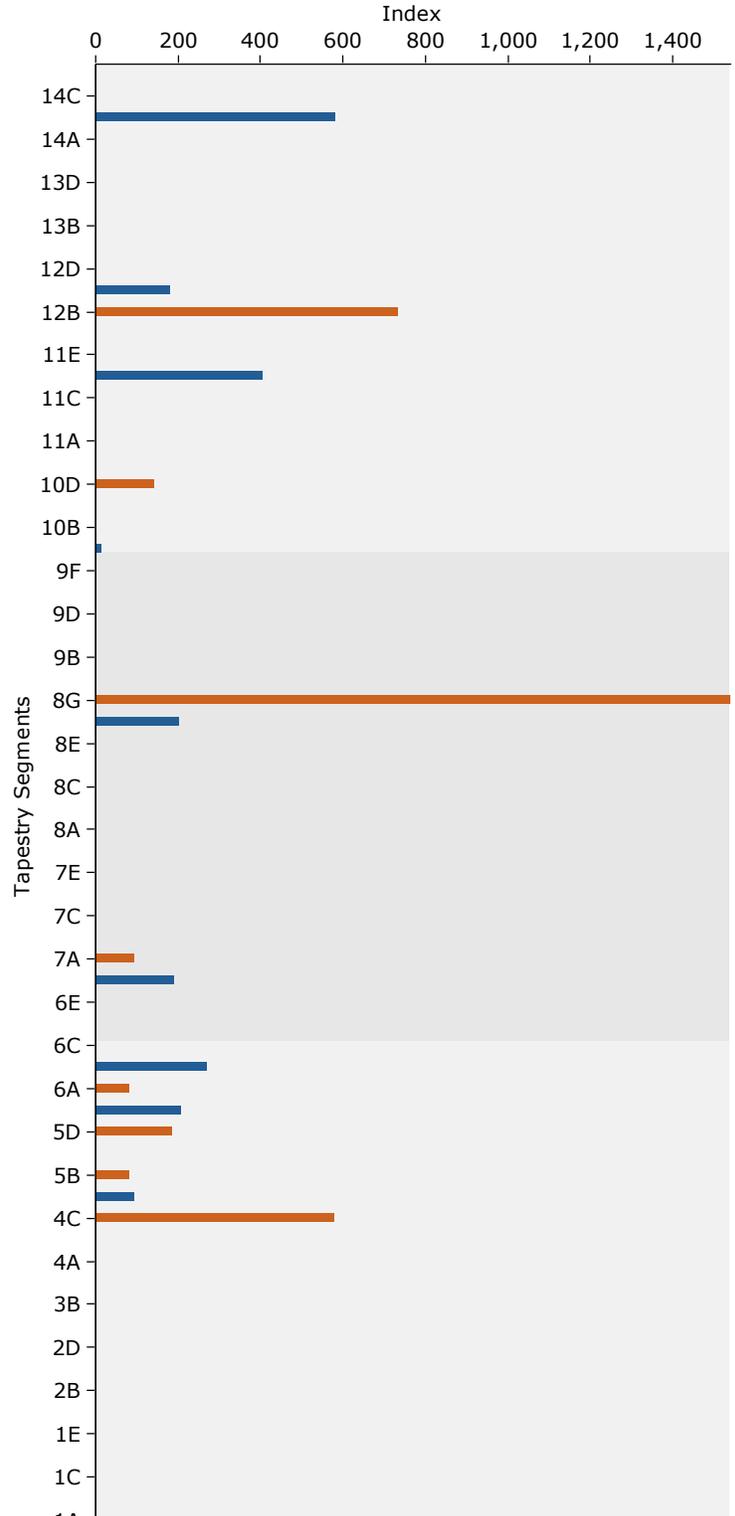
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### 2015 Tapestry Indexes by Households



### 2015 Tapestry Indexes by Population



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**Source:** Esri



# Tapestry Segmentation Area Profile

Willard, Missouri, United States  
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Tapestry LifeMode Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	35,364	100.0%		88,806	100.0%	
<b>1. Affluent Estates</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
<b>2. Upscale Avenues</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
<b>3. Uptown Individuals</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
<b>4. Family Landscapes</b>	<b>5,671</b>	<b>16.0%</b>	<b>219</b>	<b>15,098</b>	<b>17.0%</b>	<b>214</b>
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	5,671	16.0%	573	15,098	17.0%	582
<b>5. GenXurban</b>	<b>4,548</b>	<b>12.9%</b>	<b>111</b>	<b>11,366</b>	<b>12.8%</b>	<b>119</b>
Comfortable Empty Nesters (5A)	817	2.3%	93	2,058	2.3%	97
In Style (5B)	609	1.7%	77	1,488	1.7%	83
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	1,502	4.2%	189	3,546	4.0%	190
Midlife Constants (5E)	1,620	4.6%	180	4,274	4.8%	210
<b>6. Cozy Country Living</b>	<b>5,181</b>	<b>14.7%</b>	<b>120</b>	<b>13,133</b>	<b>14.8%</b>	<b>126</b>
Green Acres (6A)	904	2.6%	80	2,390	2.7%	82
Salt of the Earth (6B)	2,719	7.7%	261	6,990	7.9%	271
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	1,558	4.4%	184	3,753	4.2%	192
<b>7. Ethnic Enclaves</b>	<b>764</b>	<b>2.2%</b>	<b>31</b>	<b>2,205</b>	<b>2.5%</b>	<b>28</b>
Up and Coming Families (7A)	764	2.2%	98	2,205	2.5%	95
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

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	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	35,364	100.0%		88,806	100.0%	
<b>8. Middle Ground</b>	<b>8,808</b>	<b>24.9%</b>	<b>228</b>	<b>20,961</b>	<b>23.6%</b>	<b>234</b>
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	1,782	5.0%	217	3,456	3.9%	203
Hardscrabble Road (8G)	7,026	19.9%	1,598	17,505	19.7%	1,542
<b>9. Senior Styles</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
<b>10. Rustic Outposts</b>	<b>799</b>	<b>2.3%</b>	<b>27</b>	<b>2,031</b>	<b>2.3%</b>	<b>27</b>
Southern Satellites (10A)	175	0.5%	16	471	0.5%	16
Rooted Rural (10B)	5	0.0%	1	12	0.0%	1
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	619	1.8%	154	1,548	1.7%	145
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
<b>11. Midtown Singles</b>	<b>1,675</b>	<b>4.7%</b>	<b>77</b>	<b>4,198</b>	<b>4.7%</b>	<b>84</b>
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	1,675	4.7%	342	4,198	4.7%	409
City Commons (11E)	0	0.0%	0	0	0.0%	0
<b>12. Hometown</b>	<b>6,245</b>	<b>17.7%</b>	<b>279</b>	<b>15,161</b>	<b>17.1%</b>	<b>323</b>
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	5,022	14.2%	718	12,388	13.9%	735
Small Town Simplicity (12C)	1,223	3.5%	180	2,773	3.1%	182
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
<b>13. Next Wave</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
<b>14. Scholars and Patriots</b>	<b>1,673</b>	<b>4.7%</b>	<b>295</b>	<b>4,653</b>	<b>5.2%</b>	<b>264</b>
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	1,673	4.7%	502	4,653	5.2%	585
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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# Tapestry Segmentation Area Profile

Willard, Missouri, United States  
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Tapestry Urbanization Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	35,364	100.0%		88,806	100.0%	
<b>1. Principal Urban Center</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
<b>2. Urban Periphery</b>	<b>1,502</b>	<b>4.2%</b>	<b>25</b>	<b>3,546</b>	<b>4.0%</b>	<b>21</b>
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	1,502	4.2%	189	3,546	4.0%	190
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
<b>3. Metro Cities</b>	<b>17,787</b>	<b>50.3%</b>	<b>276</b>	<b>43,688</b>	<b>49.2%</b>	<b>315</b>
In Style (5B)	609	1.7%	77	1,488	1.7%	83
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	1,782	5.0%	217	3,456	3.9%	203
Hardscrabble Road (8G)	7,026	19.9%	1,598	17,505	19.7%	1,542
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	1,675	4.7%	342	4,198	4.7%	409
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	5,022	14.2%	718	12,388	13.9%	735
College Towns (14B)	1,673	4.7%	502	4,653	5.2%	585
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

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<b>Total:</b>	35,364	100.0%		88,806	100.0%	
<b>4. Suburban Periphery</b>	<b>3,201</b>	<b>9.1%</b>	<b>29</b>	<b>8,537</b>	<b>9.6%</b>	<b>30</b>
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	817	2.3%	93	2,058	2.3%	97
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	1,620	4.6%	180	4,274	4.8%	210
Up and Coming Families (7A)	764	2.2%	98	2,205	2.5%	95
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
<b>5. Semirural</b>	<b>9,071</b>	<b>25.7%</b>	<b>273</b>	<b>23,172</b>	<b>26.1%</b>	<b>284</b>
Middleburg (4C)	5,671	16.0%	573	15,098	17.0%	582
Heartland Communities (6F)	1,558	4.4%	184	3,753	4.2%	192
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	619	1.8%	154	1,548	1.7%	145
Small Town Simplicity (12C)	1,223	3.5%	180	2,773	3.1%	182
<b>6. Rural</b>	<b>3,803</b>	<b>10.8%</b>	<b>63</b>	<b>9,863</b>	<b>11.1%</b>	<b>66</b>
Green Acres (6A)	904	2.6%	80	2,390	2.7%	82
Salt of the Earth (6B)	2,719	7.7%	261	6,990	7.9%	271
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	175	0.5%	16	471	0.5%	16
Rooted Rural (10B)	5	0.0%	1	12	0.0%	1
Diners & Miners (10C)	0	0.0%	0	0	0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

**Source:** Esri

LifeMode Group: Middle Ground

# Hardscrabble Road

**Households:** 1,489,000**Average Household Size:** 2.64**Median Age:** 31.7**Median Household Income:** \$26,000

## WHO ARE WE?

*Hardscrabble Road* neighborhoods are in urbanized areas within central cities, with older housing, located chiefly in the Midwest and South. This slightly smaller market is primarily a family market, married couples (with and without children) and single parents. Younger, highly diverse (with higher proportions of black, multiracial, and Hispanic populations), and less educated, they work mainly in service, manufacturing, and retail trade industries. Unemployment is high (almost twice the US rate), and median household income is half the US median. Almost 1 in 3 households have income below the poverty level. Approximately 60% of householders are renters, living primarily in single-family homes, with a higher proportion of dwellings in 2–4 unit buildings. This market is struggling to get by.

## OUR NEIGHBORHOOD

- Renters: About three-fifths of households.
- Primarily family households, married couples with or without children, single parents (Index 203), and multigenerational households (Index 137).
- Primarily single-family homes (61%), with a higher proportion of dwellings in 2–4 unit buildings (Index 225).
- Older housing, built before 1960 (62%), with a higher proportion built in the 1940s (Index 211) or earlier (Index 252).
- Four-fifths of owned homes valued under \$100,000 (more than 3.5 times the US).
- Higher percentage of vacant housing units at 17% (Index 147).
- Most households with 1 or 2 vehicles (71%), but 18% have no vehicle (Index 202).

## SOCIOECONOMIC TRAITS

- Education completed: 38% with a high school diploma only (Index 133); 25% with some college or an associate's degree (Index 86).
- Unemployment rate is higher at 16.6%, almost twice the US rate.
- Labor force participation rate is lower at 57.4%.
- Wages and salaries are the primary source of income for 71% of households, with contributions from Supplemental Security Income for 10% (Index 242) and public assistance for 7% (Index 280).
- These cost-conscious consumers purchase sale items in bulk and buy generic over name brands.
- They tend to save money for a specific purpose.



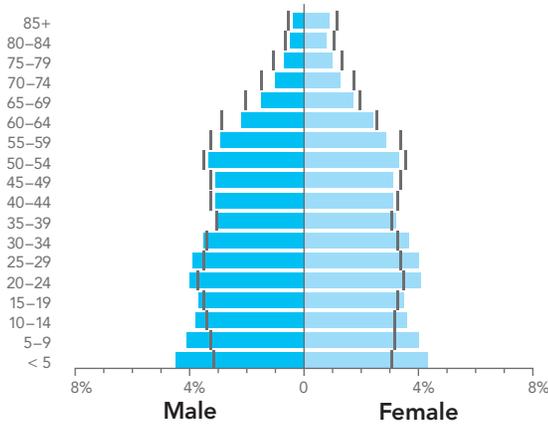
Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.



### AGE BY SEX (Esri data)

**Median Age: 31.7** US: 37.6

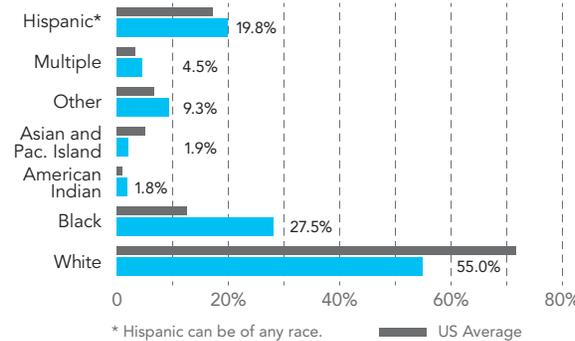
I Indicates US



### RACE AND ETHNICITY (Esri data)

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

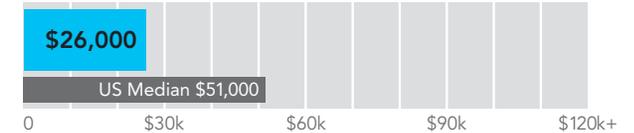
**Diversity Index: 74.2** US: 62.1



### INCOME AND NET WORTH

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

#### Median Household Income

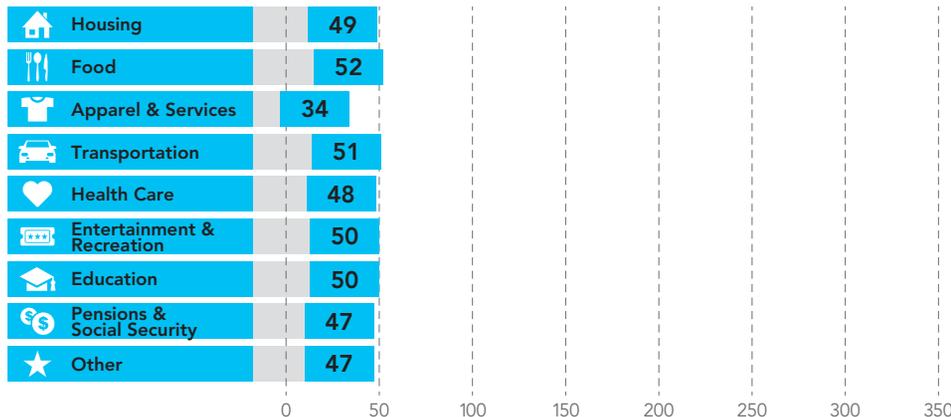


#### Median Net Worth



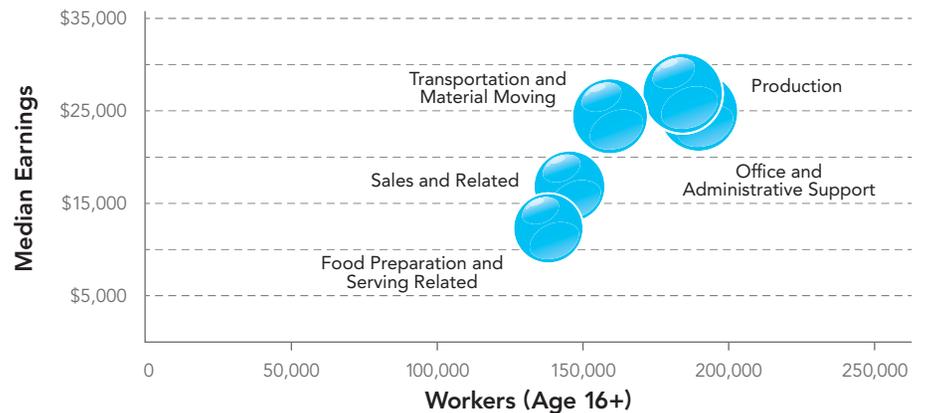
### AVERAGE HOUSEHOLD BUDGET INDEX

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



### OCCUPATION BY EARNINGS

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





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

- Little extra money to invest in retirement savings plans, stocks, or bonds.
- For those with young children at home, watching Disney Channel, Cartoon Network, and Nickelodeon on TV is popular; diapers, baby food, and children’s clothing are priority expenditures.
- Favor shopping through an in-home sales rep, QVC, or HSN.
- Read parenting and health magazines.
- Watch programs on BET, MTV, and Game Show Network.
- Prefer to listen to gospel, R&B, rap, and hip-hop music.
- Participate in basketball, football, and volleyball.

**HOUSING**

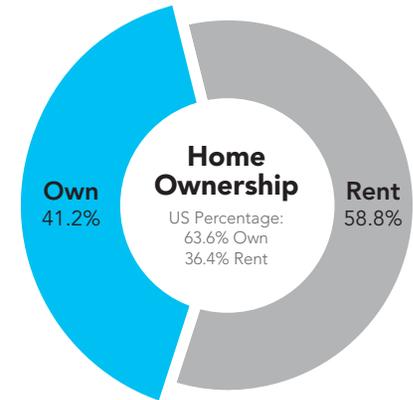
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau’s American Community Survey.



**Typical Housing:**  
Single Family

**Average Rent:**  
\$690

US Average: \$990



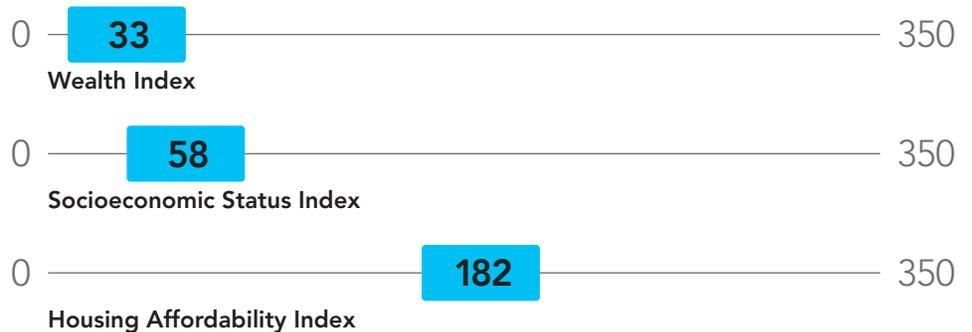
**POPULATION CHARACTERISTICS**

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



**ESRI INDEXES**

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



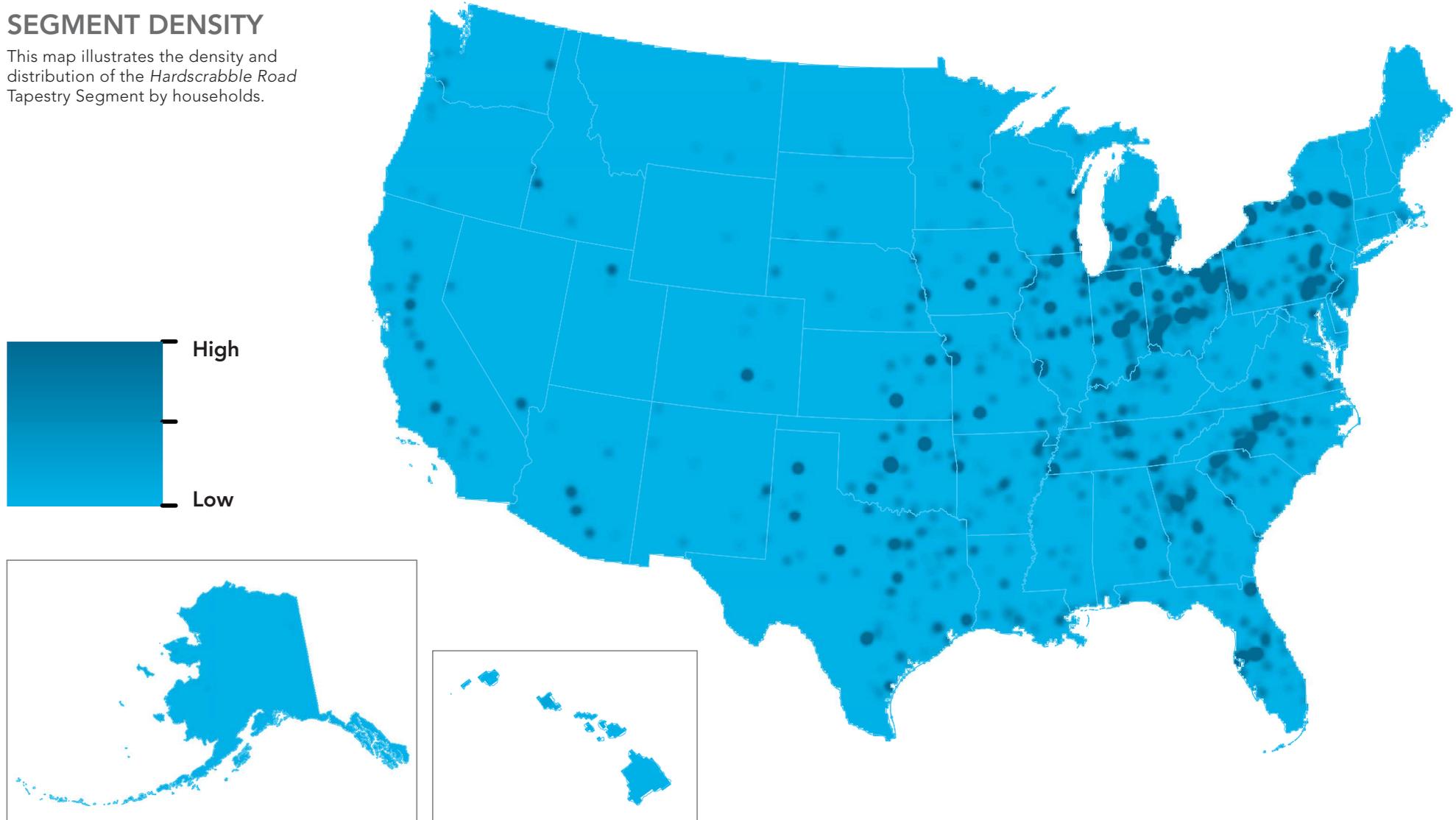


# Hardscrabble Road



## SEGMENT DENSITY

This map illustrates the density and distribution of the *Hardscrabble Road* Tapestry Segment by households.



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LifeMode Group: Family Landscapes  
**Middleburg**

4C

**Households:** 3,319,000

**Average Household Size:** 2.73

**Median Age:** 35.3

**Median Household Income:** \$55,000

## WHO ARE WE?

*Middleburg* neighborhoods transformed from the easy pace of country living to semirural subdivisions in the last decade, when the housing boom reached out. Residents are conservative, family-oriented consumers. Still more country than rock and roll, they are thrifty but willing to carry some debt and are already investing in their futures. They rely on their smartphones and mobile devices to stay in touch and pride themselves on their expertise. They prefer to buy American and travel in the US. This market is younger but growing in size and assets.

## OUR NEIGHBORHOOD

- Semirural locales within metropolitan areas.
- Neighborhoods changed rapidly in the previous decade with the addition of new single-family homes.
- Include a number of mobile homes (Index 152).
- Affordable housing, median value of \$158,000 (Index 89) with a low vacancy rate.
- Young couples, many with children; average household size is 2.73.

## SOCIOECONOMIC TRAITS

- Education: 66% with a high school diploma or some college.
- Unemployment rate lower at 7.4% (Index 85).
- Labor force participation typical of a younger population at 66.7% (Index 106).
- Traditional values are the norm here—faith, country, and family.
- Prefer to buy American and for a good price.
- Comfortable with the latest in technology, for convenience (online banking or saving money on landlines) and entertainment.



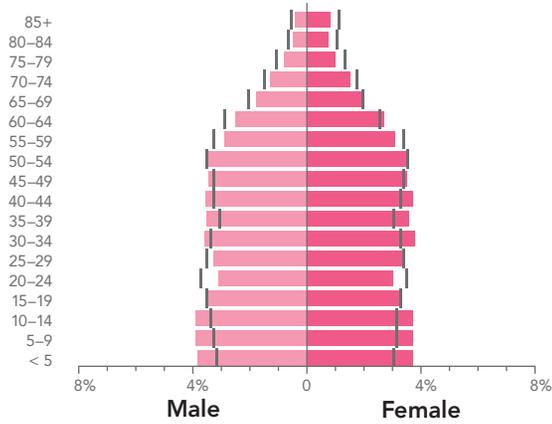
Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.



## AGE BY SEX (Esri data)

Median Age: **35.3** US: 37.6

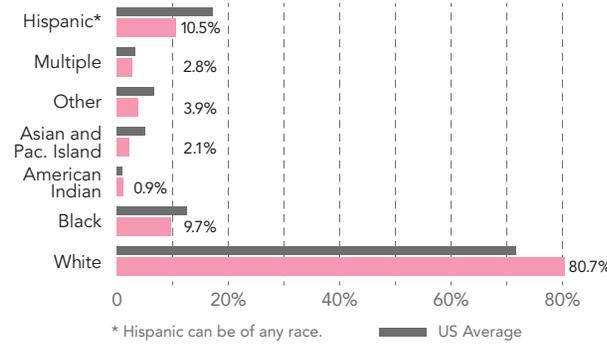
I Indicates US



## RACE AND ETHNICITY (Esri data)

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

Diversity Index: **46.3** US: 62.1



## INCOME AND NET WORTH

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

### Median Household Income

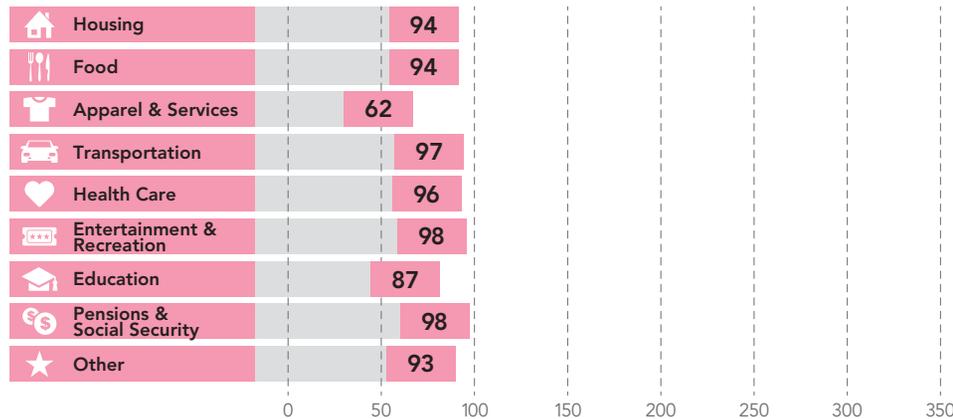


### Median Net Worth



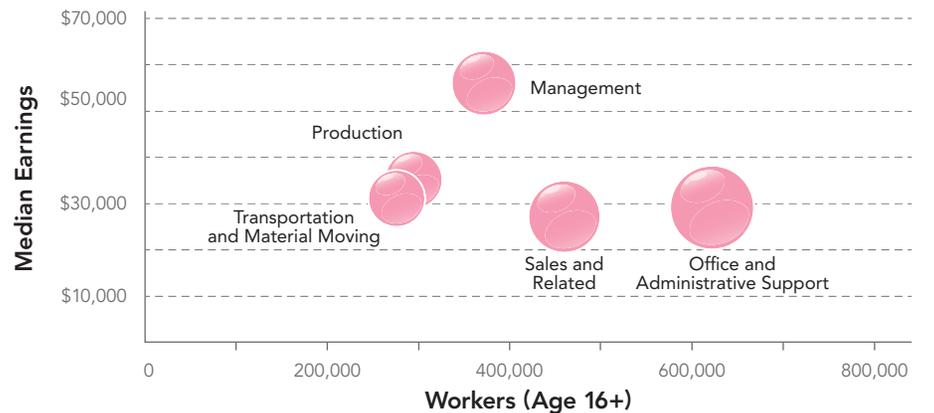
## AVERAGE HOUSEHOLD BUDGET INDEX

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



## OCCUPATION BY EARNINGS

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





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

- Residents are partial to trucks, SUVs, and occasionally, convertibles, or motorcycles.
- Entertainment is primarily family-oriented, TV and movie rentals or theme parks and family restaurants.
- Spending priorities also focus on family (children’s toys and apparel) or home DIY projects.
- Sports include hunting, target shooting, bowling, and baseball.
- TV and magazines provide entertainment and information.
- Media preferences include country and Christian channels.

## HOUSING

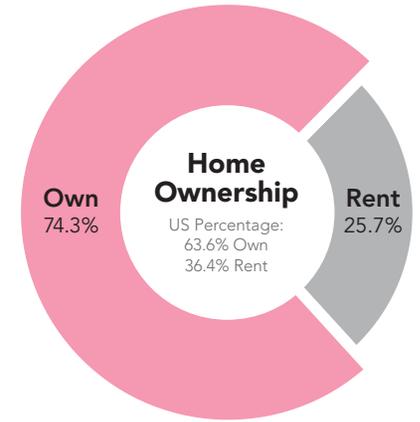
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau’s American Community Survey.



**Typical Housing:**  
Single Family

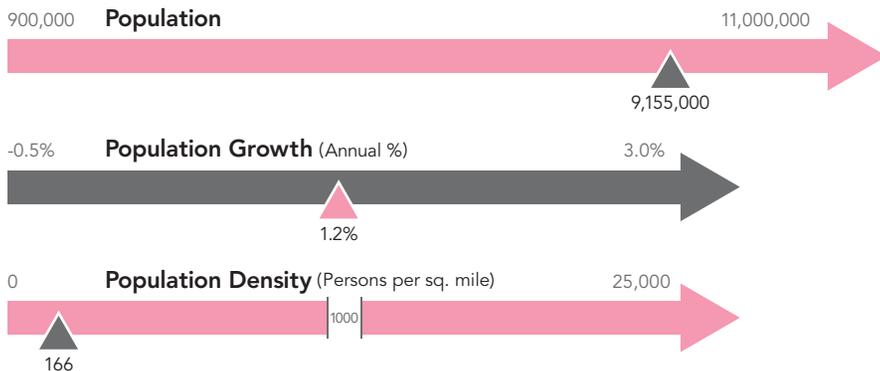
**Median Value:**  
\$158,000

US Median: \$177,000



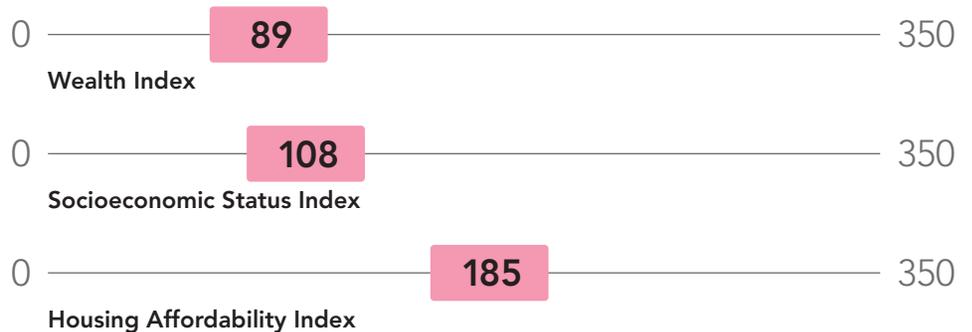
## POPULATION CHARACTERISTICS

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



## ESRI INDEXES

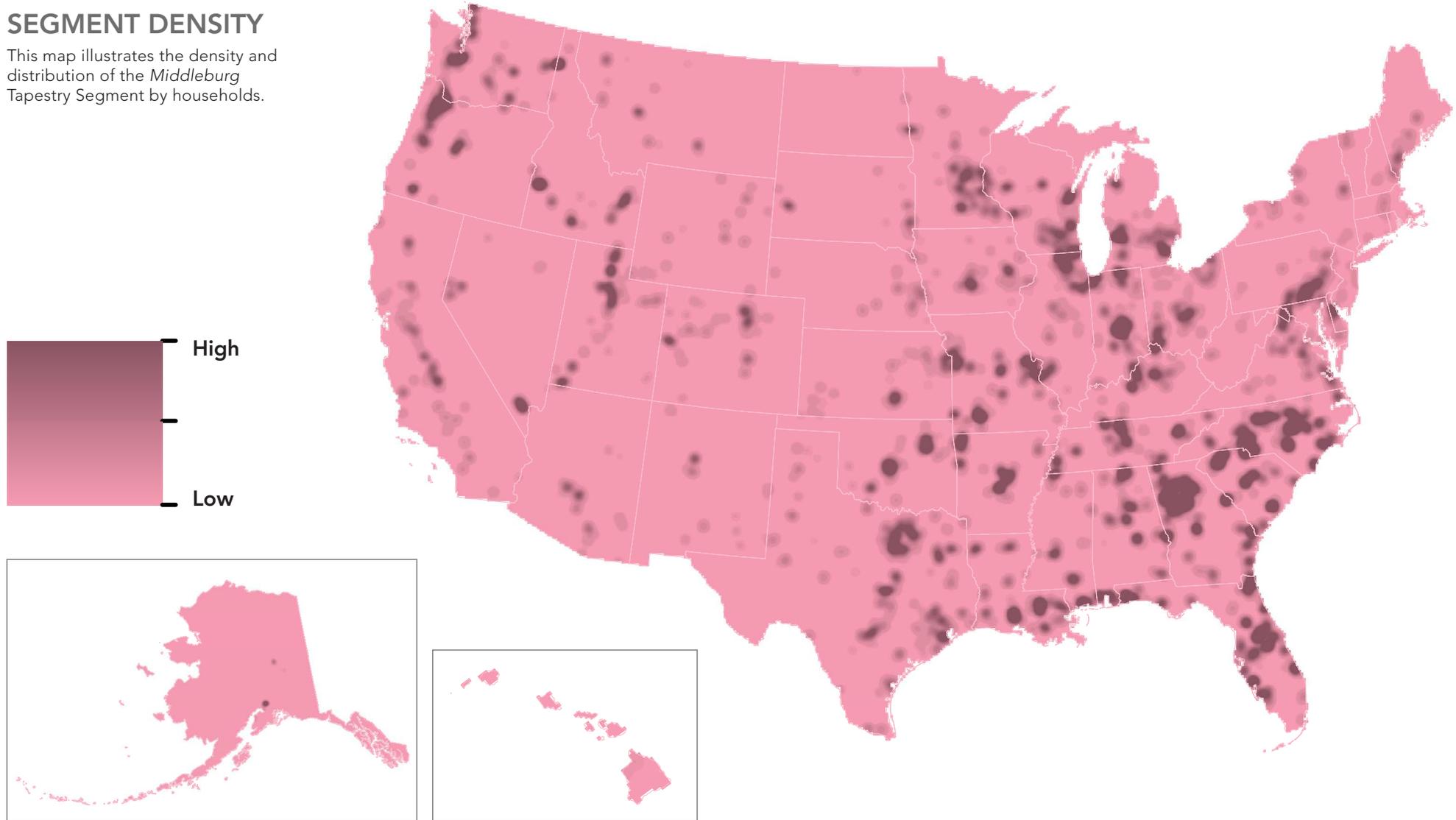
Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





## SEGMENT DENSITY

This map illustrates the density and distribution of the *Middleburg* Tapestry Segment by households.

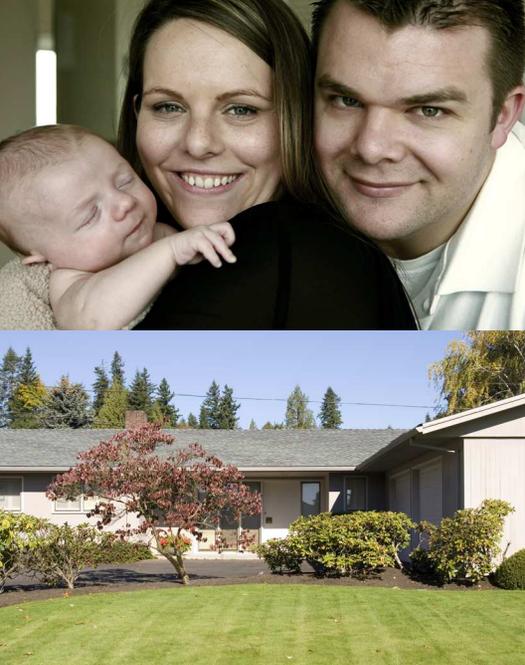


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[esri.com](http://esri.com)





LifeMode Group: Hometown  
**Traditional Living**

12B

**Households:** 2,369,000

**Average Household Size:** 2.50

**Median Age:** 34.8

**Median Household Income:** \$37,000

## WHO ARE WE?

Residents in this segment live primarily in low-density, settled neighborhoods in the Midwest. The households are a mix of married-couple families and singles. Many families encompass two generations who have lived and worked in the community; their children are likely to follow suit. The manufacturing, retail trade, and health care sectors are the primary sources of employment for these residents. This is a younger market—beginning householders who are juggling the responsibilities of living on their own or a new marriage, while retaining their youthful interests in style and fun.

## OUR NEIGHBORHOOD

- Married couples are the dominant household type, but fewer than expected from the younger age profile and fewer with children (Index 79); however, there are higher proportions of single-parent (Index 146) and single-person households (Index 112).
- Average household size is slightly lower at 2.50.
- Homes are primarily single family or duplexes in older neighborhoods, built before 1940 (Index 183).
- Most neighborhoods are located in lower-density urban clusters of metro areas throughout the Midwest and South.
- Average commuting time to work is slightly shorter (Index 88).
- Households have one or two vehicles.

## SOCIOECONOMIC TRAITS

- Over 70% have completed high school or some college.
- Unemployment is higher at 10.9% (Index 127); labor force participation is also a bit higher at 64.6%.
- Over three quarters of households derive income from wages and salaries, augmented by Supplemental Security Income (Index 122) and public assistance (Index 149).
- Cost-conscious consumers that are comfortable with brand loyalty, unless the price is too high.
- Connected and comfortable with the Internet, they are more likely to participate in online gaming or to access dating websites.
- TV is seen as the most trusted media.



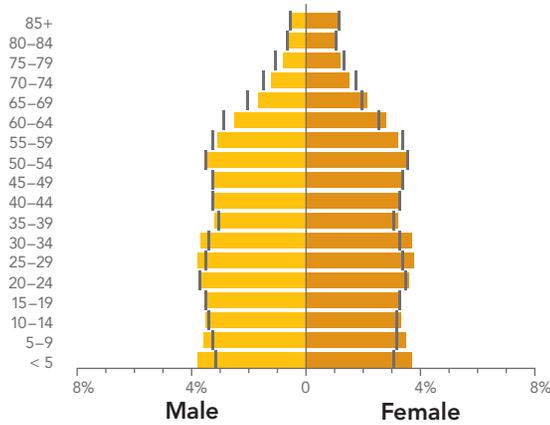
Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.



## AGE BY SEX (Esri data)

Median Age: **34.8** US: 37.6

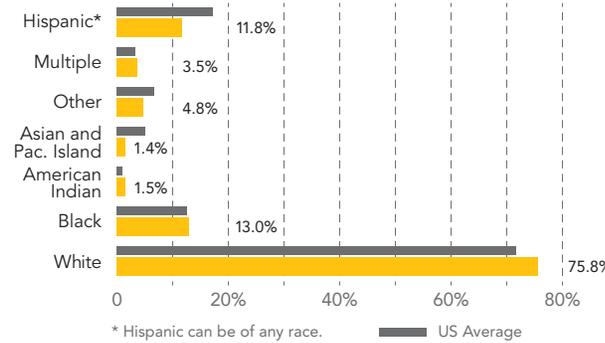
I Indicates US



## RACE AND ETHNICITY (Esri data)

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

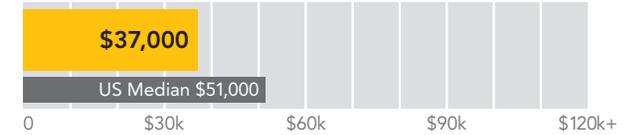
Diversity Index: **53.1** US: 62.1



## INCOME AND NET WORTH

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

### Median Household Income

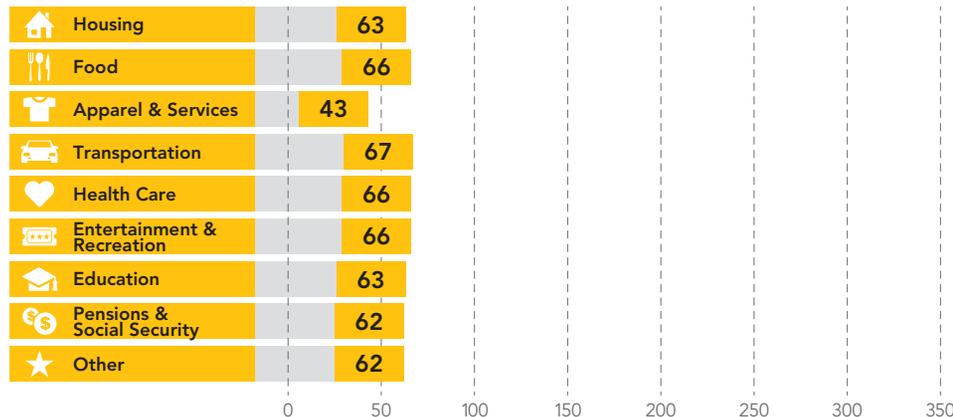


### Median Net Worth



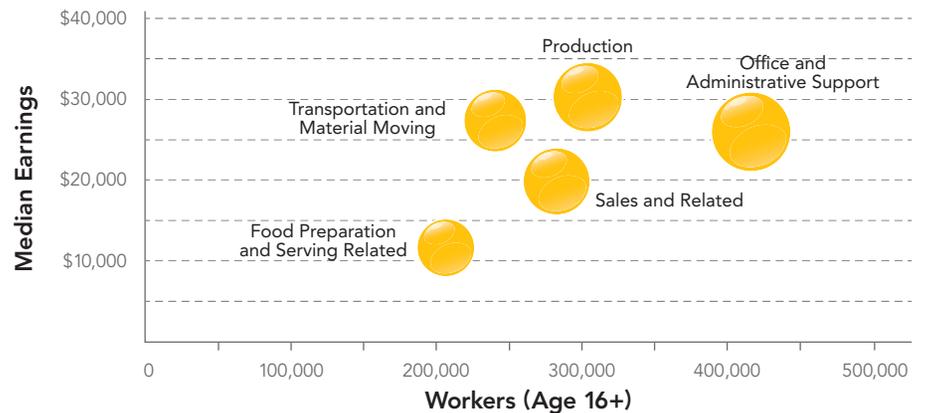
## AVERAGE HOUSEHOLD BUDGET INDEX

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



## OCCUPATION BY EARNINGS

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





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

- They shop for groceries at discount stores such as Walmart supercenters; Kmart is also a favorite for apparel and sundry household and personal care products.
- Convenience stores are commonly used for fuel or picking up incidentals like lottery tickets.
- They tend to carry credit card balances, have student loans, and pay bills in person.
- Half of households have abandoned landlines for cell phones only.
- They watch their favorite channels including QVC, CMT, and Game Show Network.
- They're fast food devotees.
- They enjoy outdoor activities such as camping and taking trips to the zoo.

## HOUSING

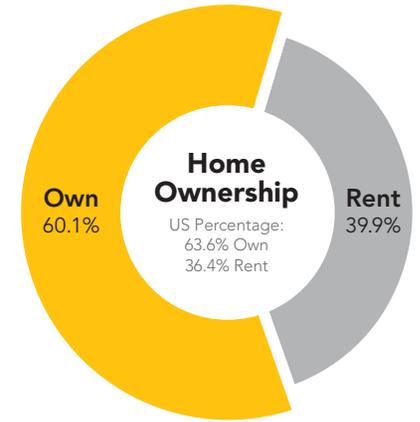
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



**Typical Housing:**  
Single Family

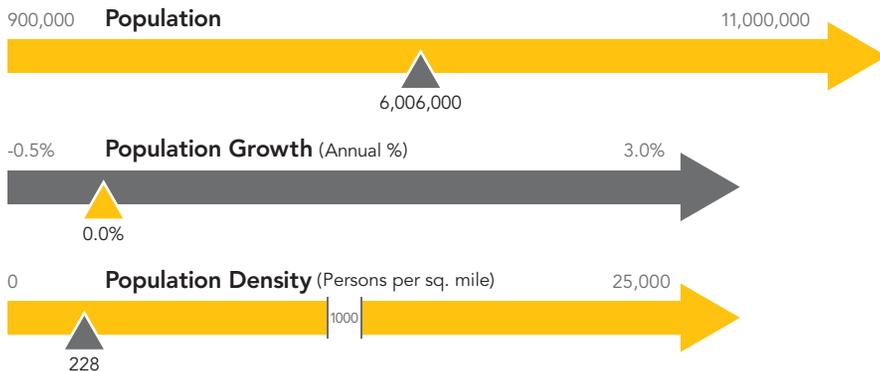
**Median Value:**  
\$79,000

US Median: \$177,000



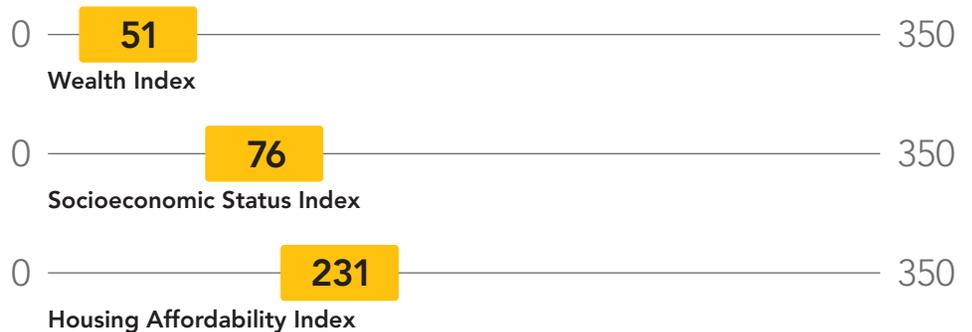
## POPULATION CHARACTERISTICS

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



## ESRI INDEXES

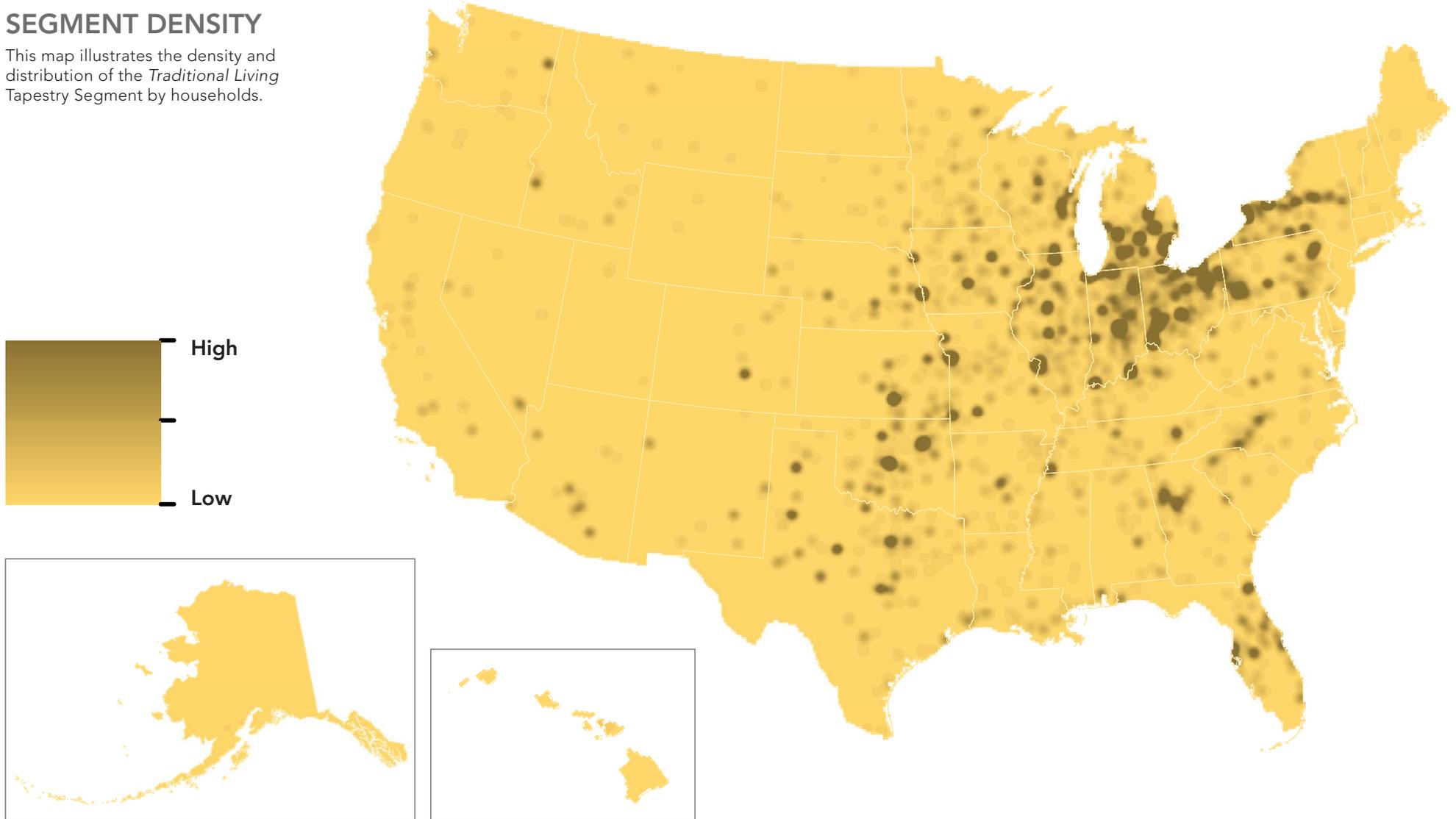
Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





## SEGMENT DENSITY

This map illustrates the density and distribution of the *Traditional Living* Tapestry Segment by households.

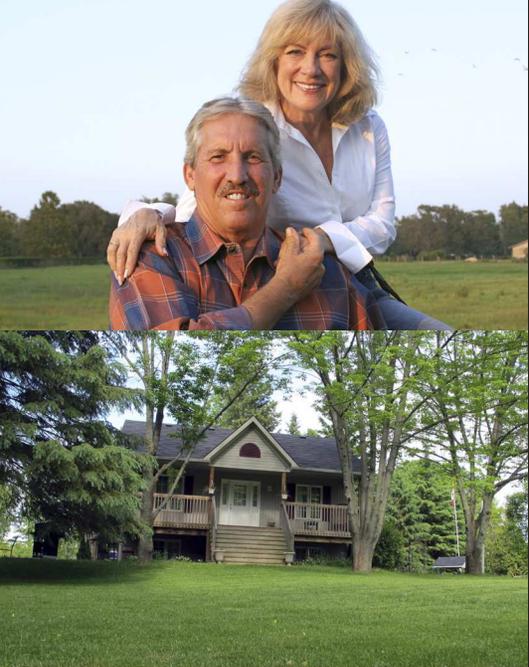


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LifeMode Group: Cozy Country Living

# Salt of the Earth

6B

**Households:** 3,517,000

**Average Household Size:** 2.58

**Median Age:** 43.1

**Median Household Income:** \$53,000

## WHO ARE WE?

*Salt of the Earth* residents are entrenched in their traditional, rural lifestyles. Citizens here are older, and many have grown children that have moved away. They still cherish family time and also tending to their vegetable gardens and preparing homemade meals. Residents embrace the outdoors; they spend most of their free time preparing for their next fishing, boating, or camping trip. The majority has at least a high school diploma or some college education; many have expanded their skill set during their years of employment in the manufacturing and related industries. They may be experts with DIY projects, but the latest technology is not their forte. They use it when absolutely necessary, but seek face-to-face contact in their routine activities.

## OUR NEIGHBORHOOD

- This large segment is concentrated in the Midwest, particularly in Ohio, Pennsylvania, and Indiana.
- Due to their rural setting, households own two vehicles to cover their long commutes, often across county boundaries.
- Home ownership rates are very high (Index 132). Single-family homes are affordable, valued at 25 percent less than the national market.
- Two in three households are composed of married couples; less than half have children at home.

## SOCIOECONOMIC TRAITS

- Steady employment in construction, manufacturing, and related service industries.
- Completed education: 42% with a high school diploma only.
- Household income just over the national median, while net worth is double the national median.
- Spending time with family their top priority.
- Cost-conscious consumers, loyal to brands they like, with a focus on buying American.
- Last to buy the latest and greatest products.
- Try to eat healthy, tracking the nutrition and ingredients in the food they purchase.



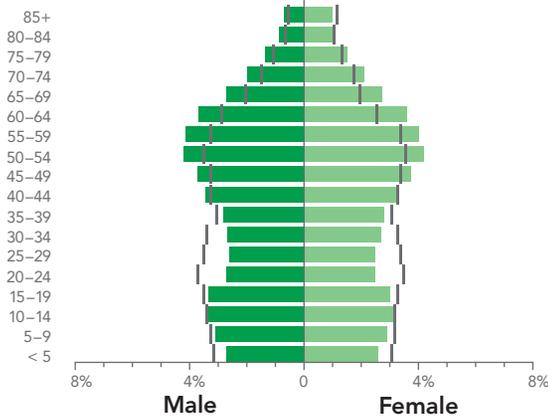
Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.



## AGE BY SEX (Esri data)

**Median Age: 43.1** US: 37.6

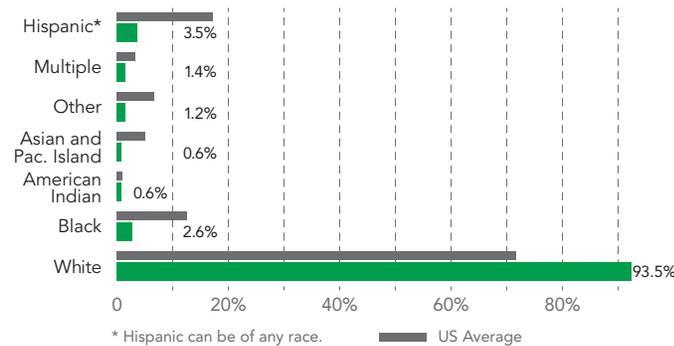
I Indicates US



## RACE AND ETHNICITY (Esri data)

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

**Diversity Index: 18.3** US: 62.1



## INCOME AND NET WORTH

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

### Median Household Income

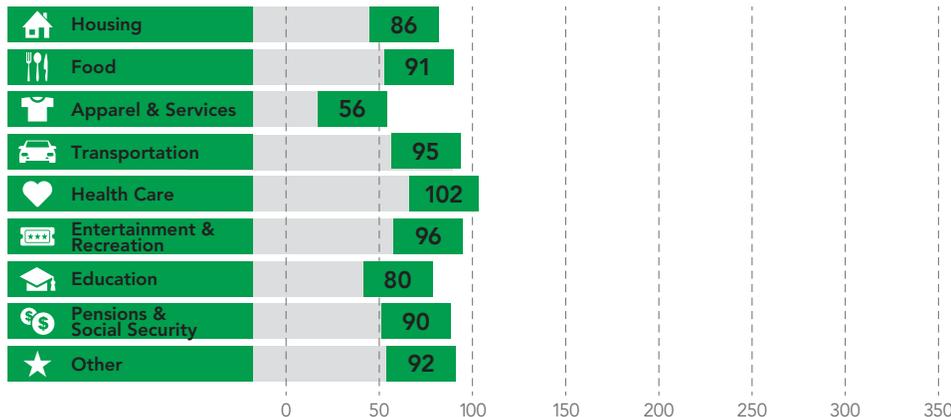


### Median Net Worth



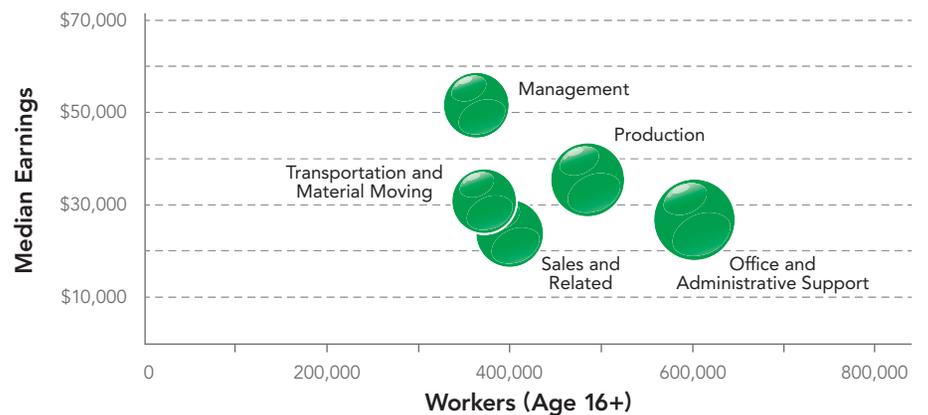
## AVERAGE HOUSEHOLD BUDGET INDEX

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



## OCCUPATION BY EARNINGS

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





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

- Outdoor sports and activities, such as fishing, boating, hunting, and overnight camping trips are popular.
- To support their pastimes, truck ownership is high; many also own an ATV.
- They own the equipment to maintain their lawns and tend to their vegetable gardens.
- Residents often tackle home remodeling and improvement jobs themselves.
- Due to their locale, they own satellite dishes, and many still require dial-up modems to access the Internet.
- These conservative consumers prefer to conduct their business in person rather than online. They use an agent to purchase insurance.

## HOUSING

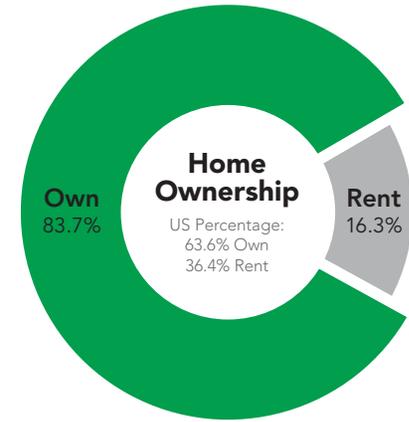
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



**Typical Housing:**  
Single Family

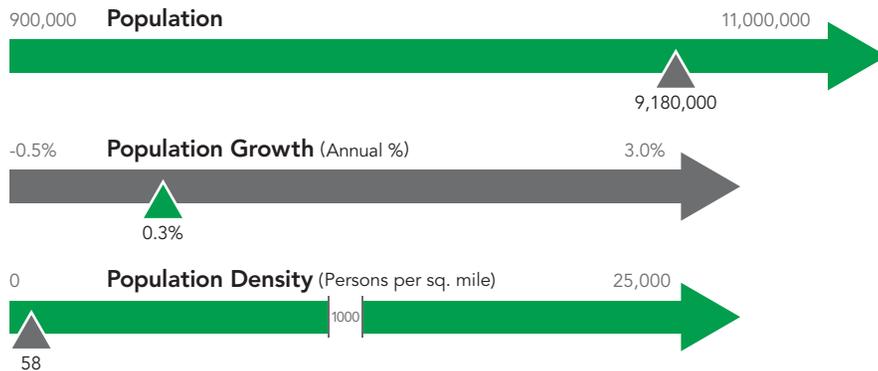
**Median Value:**  
\$134,000

US Median: \$177,000



## POPULATION CHARACTERISTICS

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



## ESRI INDEXES

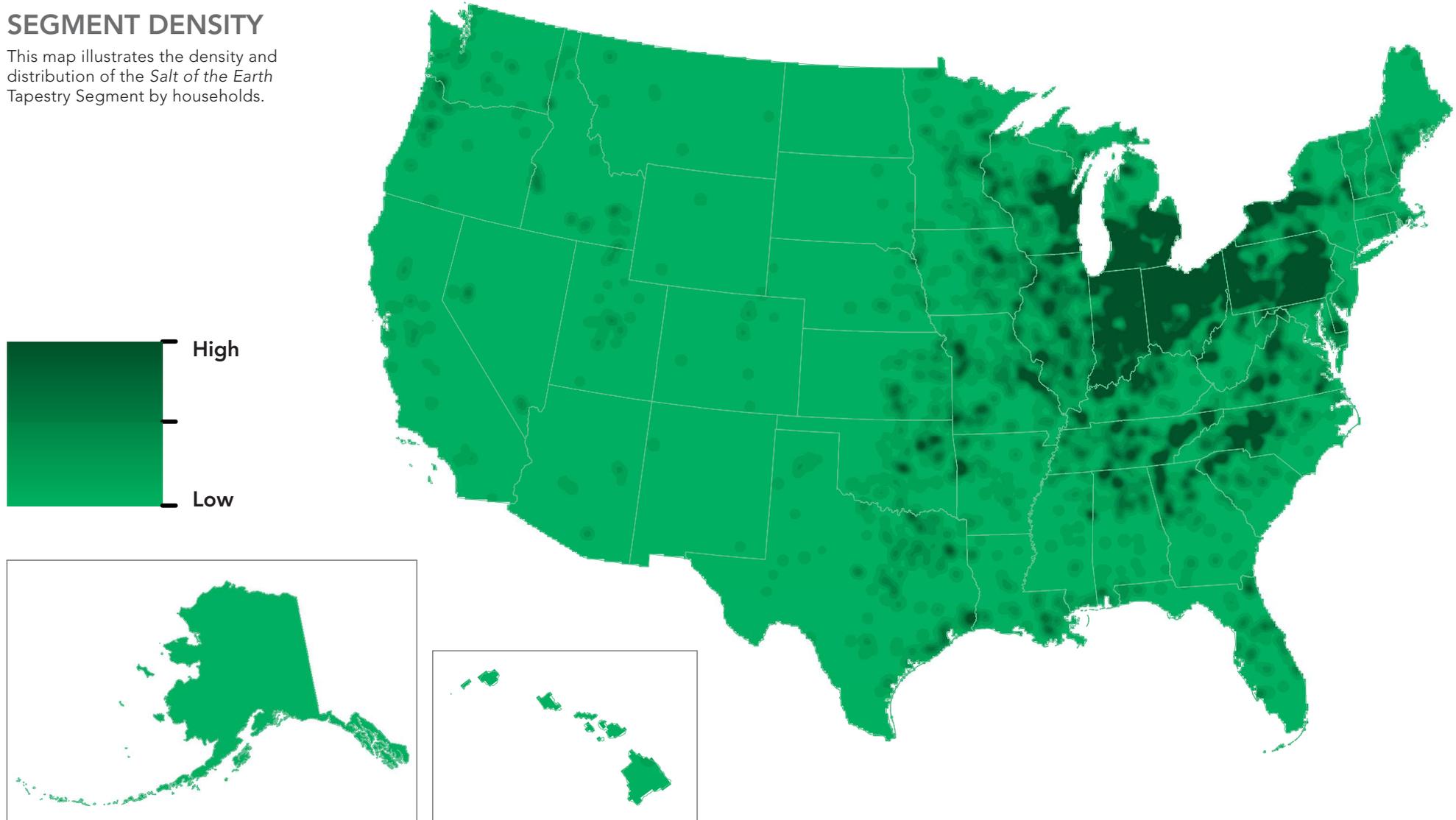
Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





## SEGMENT DENSITY

This map illustrates the density and distribution of the *Salt of the Earth* Tapestry Segment by households.



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1-800-447-9778  
[info@esri.com](mailto:info@esri.com)  
[esri.com](http://esri.com)





LifeMode Group: Middle Ground

# Old and Newcomers

8F

**Households:** 2,774,000

**Average Household Size:** 2.11

**Median Age:** 38.5

**Median Household Income:** \$39,000

## WHO ARE WE?

This market features singles' lifestyles, on a budget. The focus is more on convenience than consumerism, economy over acquisition. *Old and Newcomers* is composed of neighborhoods in transition, populated by renters who are just beginning their careers or retiring. Some are still in college; some are taking adult education classes. They support environmental causes and Starbucks. Age is not always obvious from their choices.

## OUR NEIGHBORHOOD

- Metropolitan city dwellers.
- Predominantly single households (Index 148), with a mix of married couples (no children); average household size lower at 2.11.
- 54% renter occupied; average rent, \$800 (Index 88).
- 45% of housing units are single-family dwellings; 44% are multiunit buildings in older neighborhoods, built before 1980.
- Average vacancy rate at 11%.

## SOCIOECONOMIC TRAITS

- Unemployment is lower at 7.8% (Index 91), with an average labor force participation rate of 62.6%, despite the increasing number of retired workers.
- 30% of households are currently receiving Social Security.
- 28% have a college degree (Index 99), 33% have some college education, 10% are still enrolled in college (Index 126).
- Consumers are price aware and coupon clippers, but open to impulse buys.
- They are attentive to environmental concerns.
- They are more comfortable with the latest technology than buying a car.



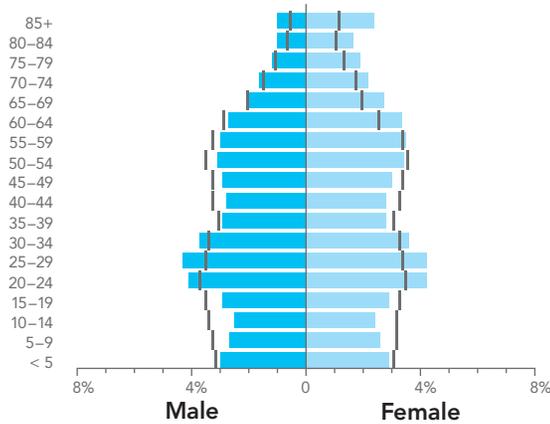
Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.



## AGE BY SEX (Esri data)

Median Age: **38.5** US: 37.6

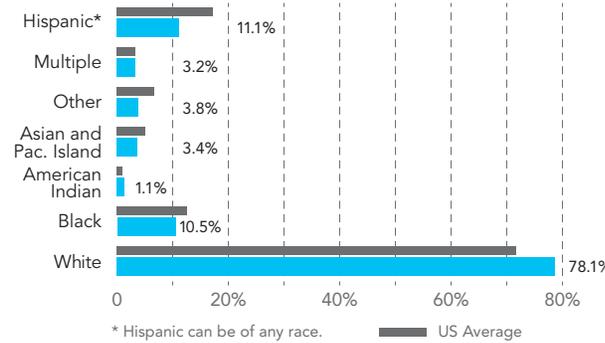
I Indicates US



## RACE AND ETHNICITY (Esri data)

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

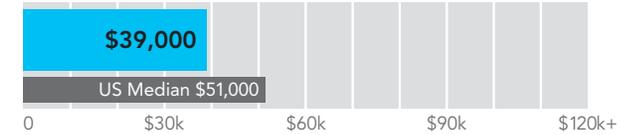
Diversity Index: **50.1** US: 62.1



## INCOME AND NET WORTH

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

### Median Household Income

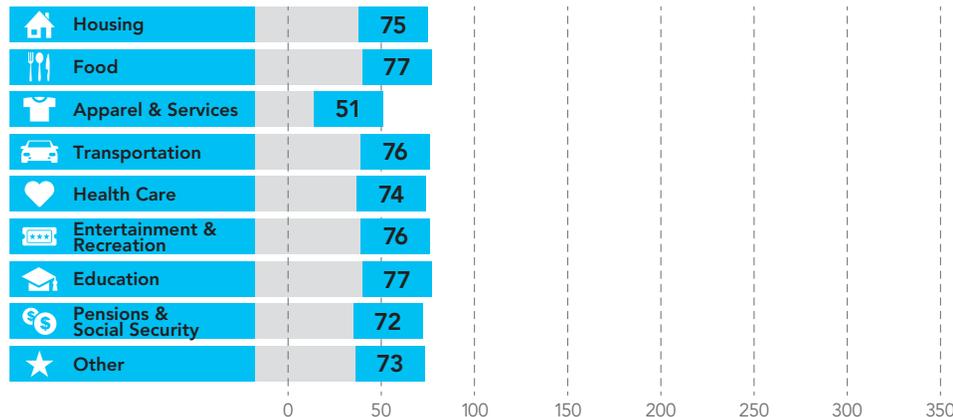


### Median Net Worth



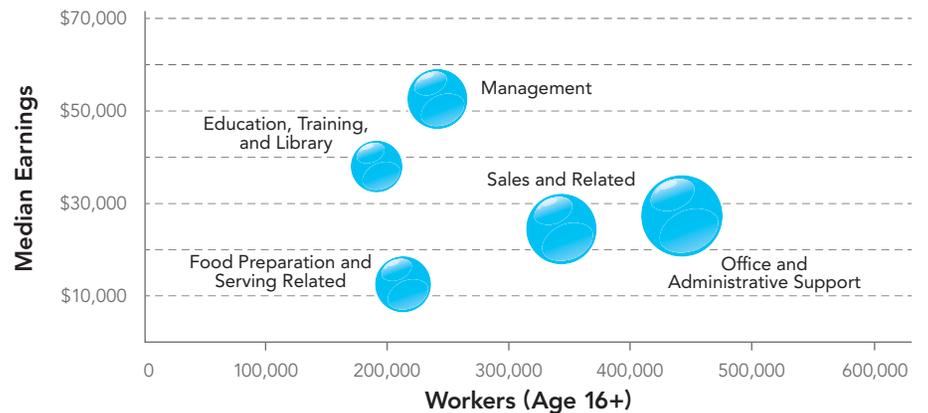
## AVERAGE HOUSEHOLD BUDGET INDEX

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



## OCCUPATION BY EARNINGS

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





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

- Residents are strong supporters of environmental organizations.
- They prefer cell phones to landlines.
- Entertainment features the Internet (dating sites and games), movies at home, country music, and newspapers.
- Vehicles are basically just a means of transportation.
- Food features convenience, frozen and fast food.
- They do banking as likely in person as online.

## HOUSING

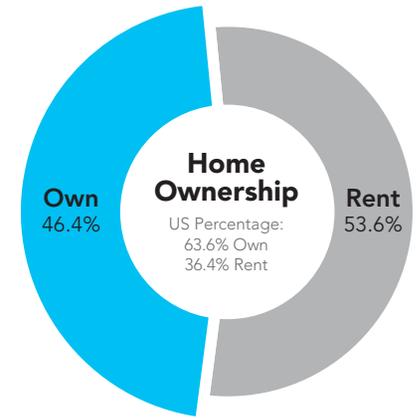
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



**Typical Housing:**  
Single Family;  
Multiunits

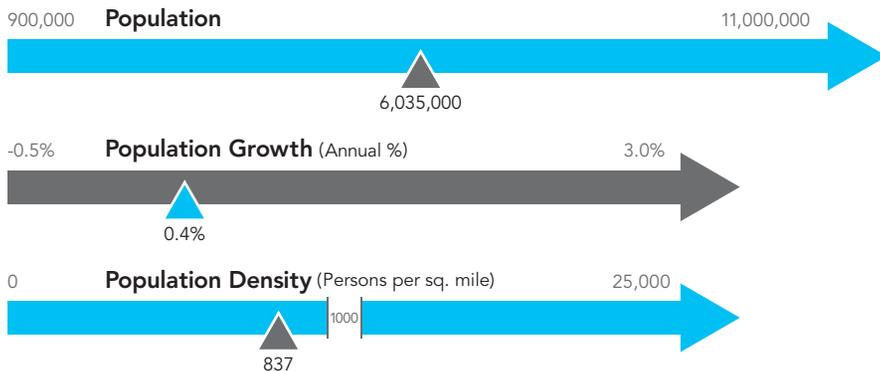
**Average Rent:**  
\$850

US Average: \$990



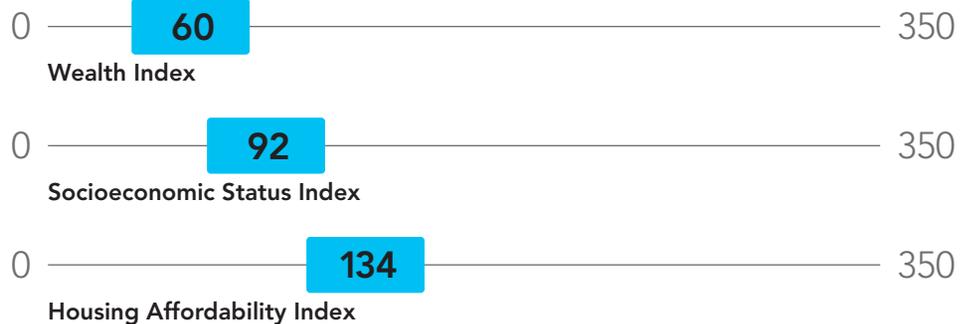
## POPULATION CHARACTERISTICS

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



## ESRI INDEXES

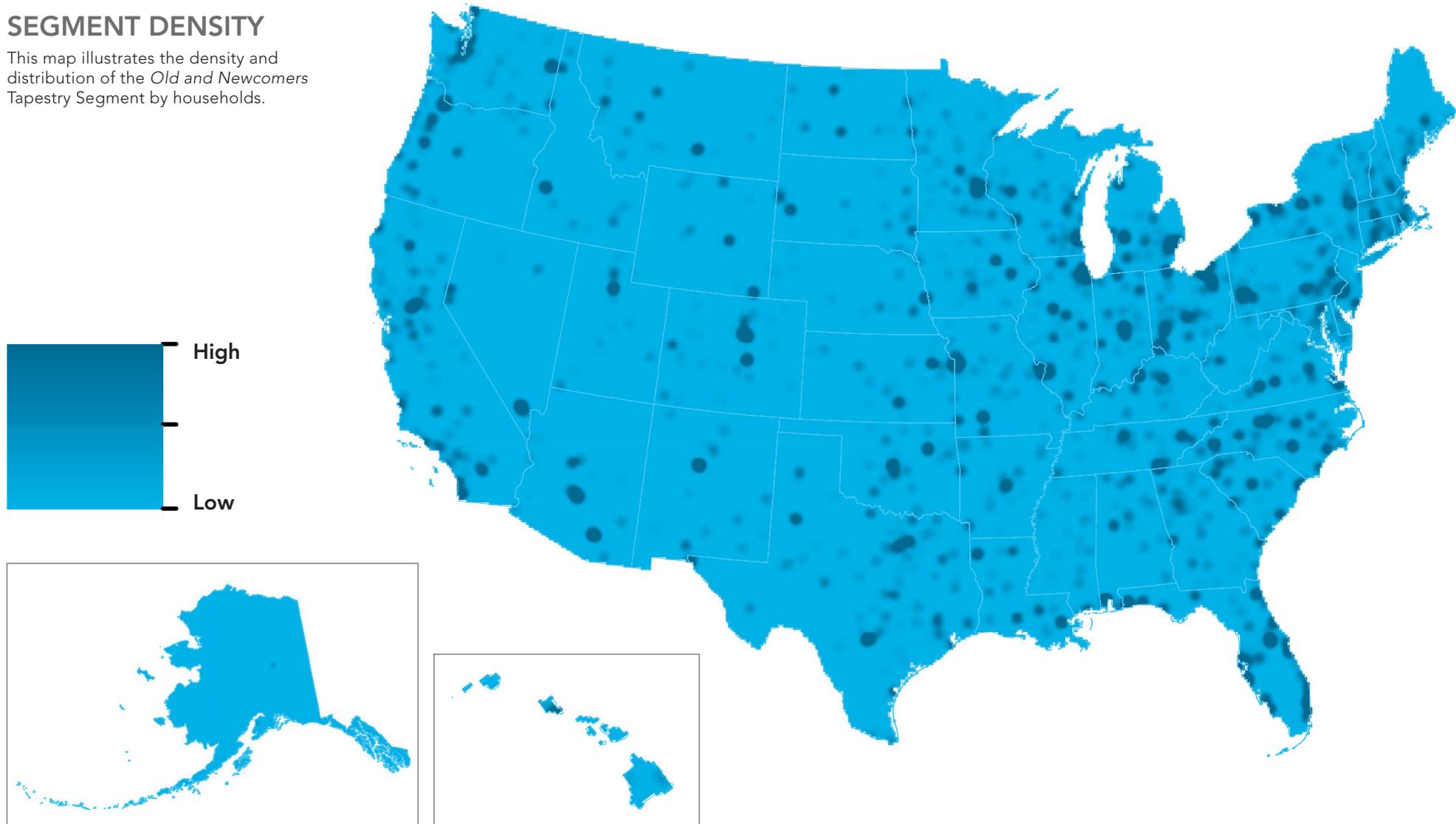
Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





## SEGMENT DENSITY

This map illustrates the density and distribution of the *Old and Newcomers* Tapestry Segment by households.



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# Demographic and Income Profile

Willard, Missouri, United States  
 Ring: 10 mile radius

Latitude: 37.30505  
 Longitude: -93.42853

Summary	Census 2010	2015	2020
Population	85,748	88,807	92,577
Households	33,921	35,364	36,951
Families	21,453	22,129	22,981
Average Household Size	2.42	2.41	2.41
Owner Occupied Housing Units	21,115	21,639	22,478
Renter Occupied Housing Units	12,806	13,726	14,473
Median Age	35.2	35.9	36.8
Trends: 2015 - 2020 Annual Rate	Area	State	National
Population	0.83%	0.42%	0.75%
Households	0.88%	0.46%	0.77%
Families	0.76%	0.37%	0.69%
Owner HHs	0.76%	0.44%	0.70%
Median Household Income	2.26%	2.73%	2.66%

Households by Income	2015		2020	
	Number	Percent	Number	Percent
<\$15,000	6,529	18.5%	6,719	18.2%
\$15,000 - \$24,999	5,552	15.7%	4,574	12.4%
\$25,000 - \$34,999	5,471	15.5%	4,990	13.5%
\$35,000 - \$49,999	5,714	16.2%	5,912	16.0%
\$50,000 - \$74,999	5,820	16.5%	6,329	17.1%
\$75,000 - \$99,999	3,183	9.0%	4,270	11.6%
\$100,000 - \$149,999	2,289	6.5%	3,041	8.2%
\$150,000 - \$199,999	487	1.4%	686	1.9%
\$200,000+	319	0.9%	430	1.2%
Median Household Income	\$35,237		\$39,412	
Average Household Income	\$47,017		\$53,509	
Per Capita Income	\$19,248		\$21,900	

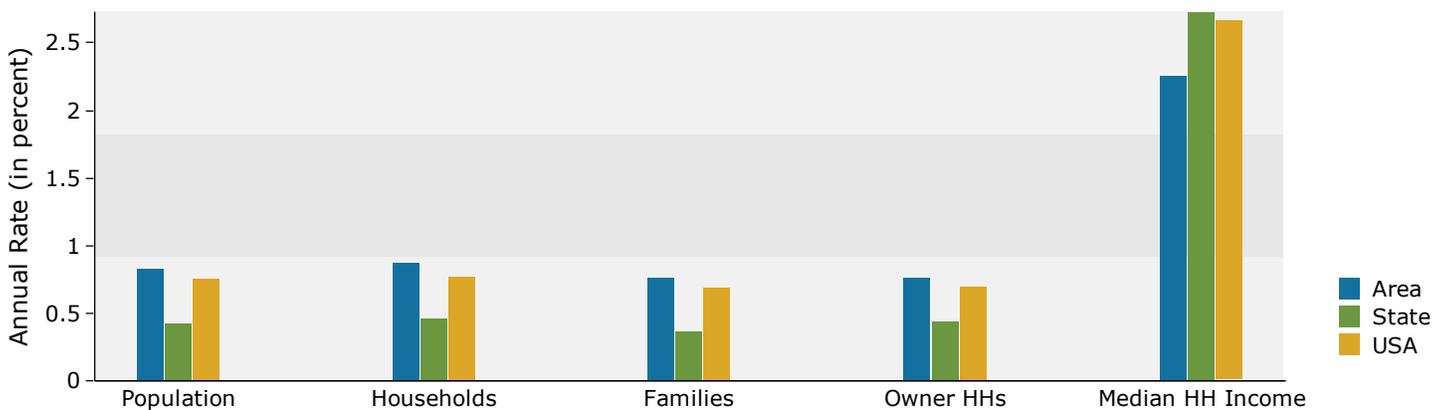
Population by Age	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	6,037	7.0%	5,919	6.7%	6,051	6.5%
5 - 9	5,454	6.4%	5,806	6.5%	5,949	6.4%
10 - 14	5,140	6.0%	5,292	6.0%	5,999	6.5%
15 - 19	5,782	6.7%	5,387	6.1%	5,837	6.3%
20 - 24	7,778	9.1%	7,280	8.2%	6,827	7.4%
25 - 34	12,511	14.6%	13,742	15.5%	13,284	14.3%
35 - 44	10,559	12.3%	10,771	12.1%	12,330	13.3%
45 - 54	12,058	14.1%	11,375	12.8%	10,577	11.4%
55 - 64	9,600	11.2%	10,815	12.2%	11,429	12.3%
65 - 74	5,820	6.8%	7,136	8.0%	8,313	9.0%
75 - 84	3,512	4.1%	3,656	4.1%	4,200	4.5%
85+	1,498	1.7%	1,628	1.8%	1,781	1.9%

Race and Ethnicity	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
White Alone	77,907	90.9%	79,527	89.6%	81,578	88.1%
Black Alone	3,003	3.5%	3,595	4.0%	4,250	4.6%
American Indian Alone	690	0.8%	687	0.8%	700	0.8%
Asian Alone	583	0.7%	702	0.8%	842	0.9%
Pacific Islander Alone	118	0.1%	120	0.1%	134	0.1%
Some Other Race Alone	889	1.0%	1,085	1.2%	1,322	1.4%
Two or More Races	2,558	3.0%	3,090	3.5%	3,751	4.1%
Hispanic Origin (Any Race)	2,661	3.1%	3,351	3.8%	4,215	4.6%

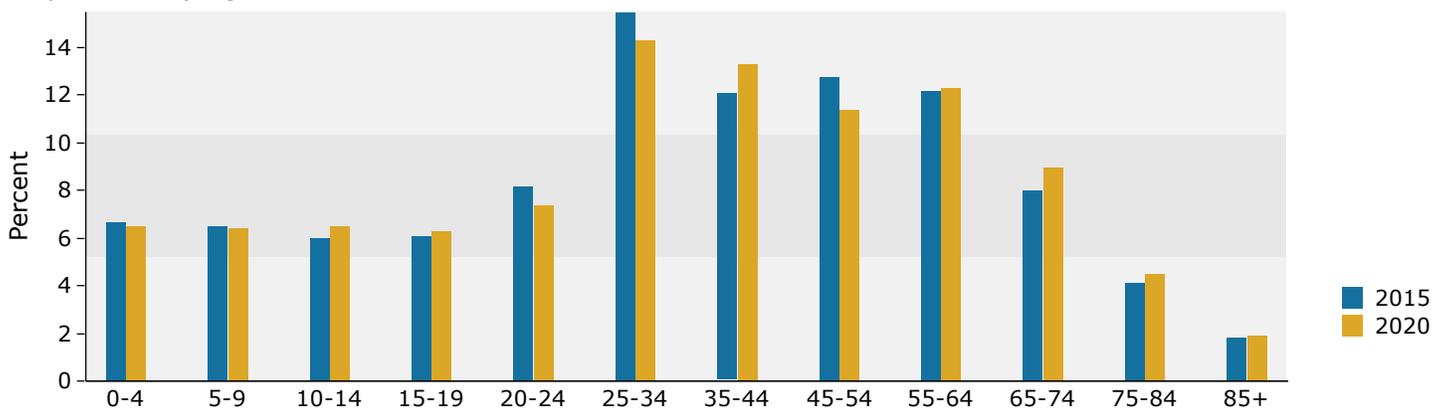
**Data Note:** Income is expressed in current dollars.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

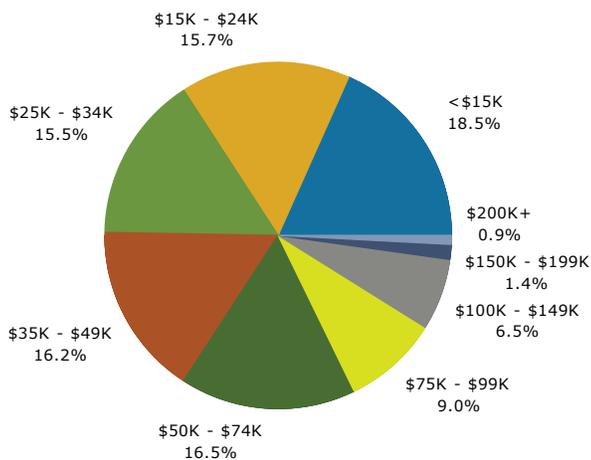
## Trends 2015-2020



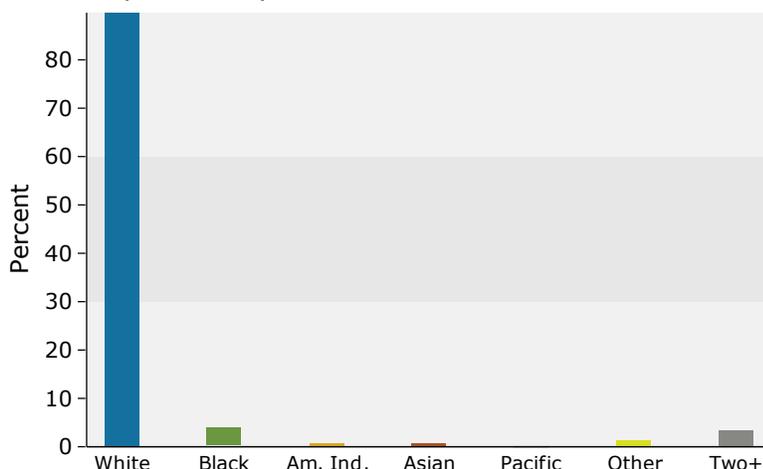
## Population by Age



## 2015 Household Income



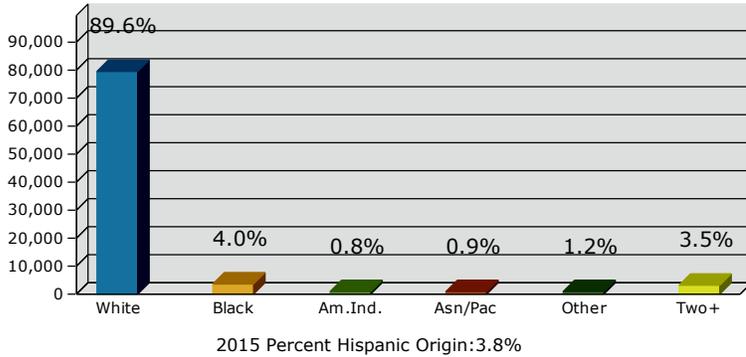
## 2015 Population by Race



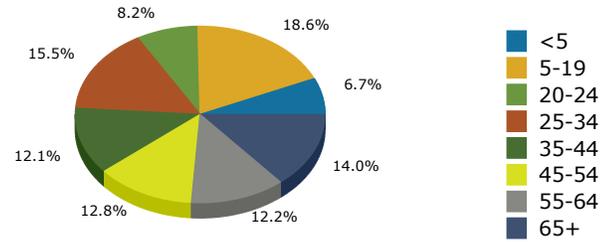
2015 Percent Hispanic Origin: 3.8%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

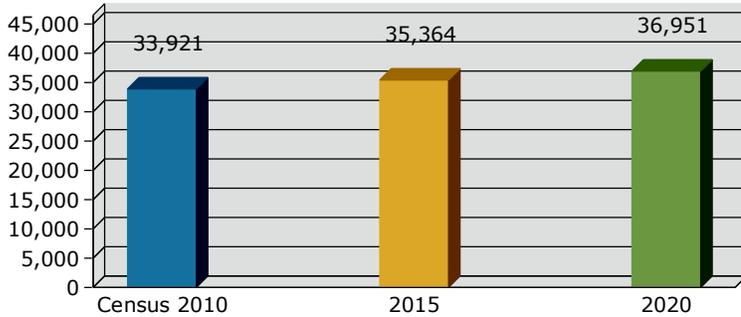
2015 Population by Race



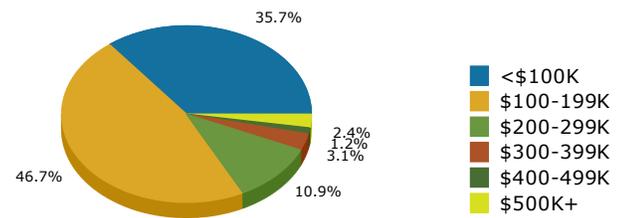
2015 Population by Age



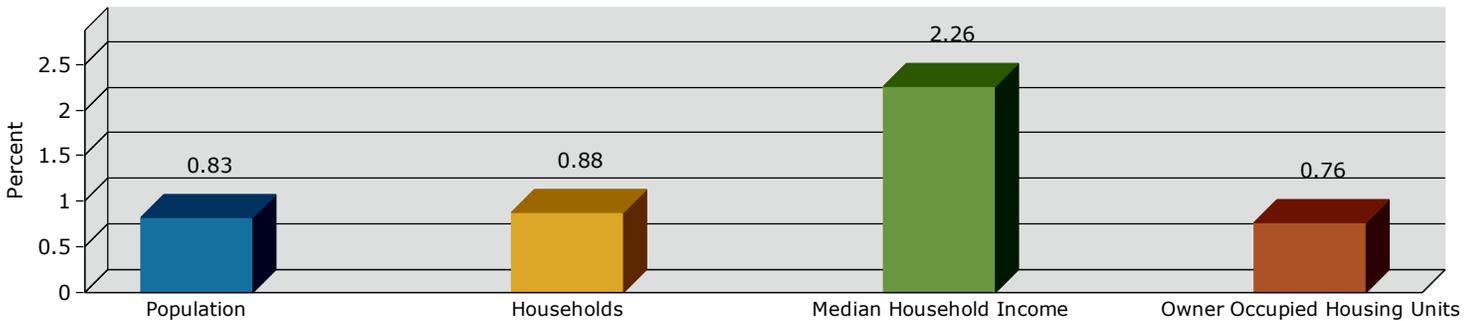
Households



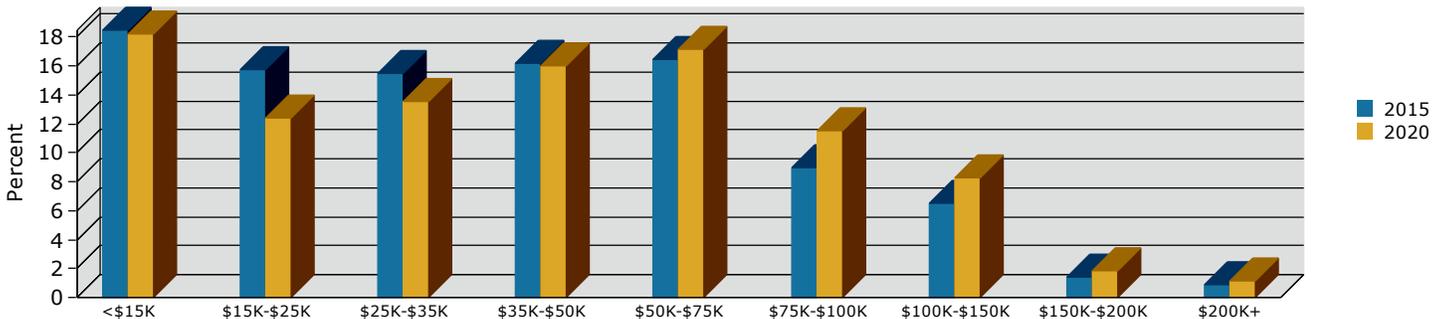
2015 Home Value



2015-2020 Annual Growth Rate



Household Income



Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.



# Market Profile

Willard, Missouri, United States  
Rings: 10 mile radii

Latitude: 37.30505  
Longitude: -93.42853

**10 miles**

<b>Population Summary</b>	
2000 Total Population	76,323
2010 Total Population	85,748
2015 Total Population	88,807
2015 Group Quarters	3,484
2020 Total Population	92,577
2015-2020 Annual Rate	0.83%
<b>Household Summary</b>	
2000 Households	29,459
2000 Average Household Size	2.46
2010 Households	33,921
2010 Average Household Size	2.42
2015 Households	35,364
2015 Average Household Size	2.41
2020 Households	36,951
2020 Average Household Size	2.41
2015-2020 Annual Rate	0.88%
2010 Families	21,453
2010 Average Family Size	2.96
2015 Families	22,129
2015 Average Family Size	2.95
2020 Families	22,981
2020 Average Family Size	2.95
2015-2020 Annual Rate	0.76%
<b>Housing Unit Summary</b>	
2000 Housing Units	32,091
Owner Occupied Housing Units	58.5%
Renter Occupied Housing Units	33.3%
Vacant Housing Units	8.2%
2010 Housing Units	37,546
Owner Occupied Housing Units	56.2%
Renter Occupied Housing Units	34.1%
Vacant Housing Units	9.7%
2015 Housing Units	39,101
Owner Occupied Housing Units	55.3%
Renter Occupied Housing Units	35.1%
Vacant Housing Units	9.6%
2020 Housing Units	40,783
Owner Occupied Housing Units	55.1%
Renter Occupied Housing Units	35.5%
Vacant Housing Units	9.4%
<b>Median Household Income</b>	
2015	\$35,237
2020	\$39,412
<b>Median Home Value</b>	
2015	\$123,860
2020	\$168,390
<b>Per Capita Income</b>	
2015	\$19,248
2020	\$21,900
<b>Median Age</b>	
2010	35.2
2015	35.9
2020	36.8

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



# Market Profile

Willard, Missouri, United States  
Rings: 10 mile radii

Latitude: 37.30505  
Longitude: -93.42853

**10 miles**

### 2015 Households by Income

Household Income Base	35,364
<\$15,000	18.5%
\$15,000 - \$24,999	15.7%
\$25,000 - \$34,999	15.5%
\$35,000 - \$49,999	16.2%
\$50,000 - \$74,999	16.5%
\$75,000 - \$99,999	9.0%
\$100,000 - \$149,999	6.5%
\$150,000 - \$199,999	1.4%
\$200,000+	0.9%

Average Household Income \$47,017

### 2020 Households by Income

Household Income Base	36,951
<\$15,000	18.2%
\$15,000 - \$24,999	12.4%
\$25,000 - \$34,999	13.5%
\$35,000 - \$49,999	16.0%
\$50,000 - \$74,999	17.1%
\$75,000 - \$99,999	11.6%
\$100,000 - \$149,999	8.2%
\$150,000 - \$199,999	1.9%
\$200,000+	1.2%

Average Household Income \$53,509

### 2015 Owner Occupied Housing Units by Value

Total	21,639
<\$50,000	6.6%
\$50,000 - \$99,999	29.0%
\$100,000 - \$149,999	30.0%
\$150,000 - \$199,999	16.7%
\$200,000 - \$249,999	7.3%
\$250,000 - \$299,999	3.6%
\$300,000 - \$399,999	3.1%
\$400,000 - \$499,999	1.2%
\$500,000 - \$749,999	1.1%
\$750,000 - \$999,999	0.4%
\$1,000,000 +	0.9%

Average Home Value \$154,032

### 2020 Owner Occupied Housing Units by Value

Total	22,478
<\$50,000	5.1%
\$50,000 - \$99,999	20.6%
\$100,000 - \$149,999	16.8%
\$150,000 - \$199,999	20.2%
\$200,000 - \$249,999	13.3%
\$250,000 - \$299,999	7.1%
\$300,000 - \$399,999	7.5%
\$400,000 - \$499,999	4.0%
\$500,000 - \$749,999	3.6%
\$750,000 - \$999,999	0.8%
\$1,000,000 +	1.0%

Average Home Value \$208,618

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



# Market Profile

Willard, Missouri, United States  
Rings: 10 mile radii

Latitude: 37.30505  
Longitude: -93.42853

**10 miles**

## 2010 Population by Age

Total	85,746
0 - 4	7.0%
5 - 9	6.4%
10 - 14	6.0%
15 - 24	15.8%
25 - 34	14.6%
35 - 44	12.3%
45 - 54	14.1%
55 - 64	11.2%
65 - 74	6.8%
75 - 84	4.1%
85 +	1.7%
18 +	76.9%

## 2015 Population by Age

Total	88,807
0 - 4	6.7%
5 - 9	6.5%
10 - 14	6.0%
15 - 24	14.3%
25 - 34	15.5%
35 - 44	12.1%
45 - 54	12.8%
55 - 64	12.2%
65 - 74	8.0%
75 - 84	4.1%
85 +	1.8%
18 +	77.6%

## 2020 Population by Age

Total	92,577
0 - 4	6.5%
5 - 9	6.4%
10 - 14	6.5%
15 - 24	13.7%
25 - 34	14.3%
35 - 44	13.3%
45 - 54	11.4%
55 - 64	12.3%
65 - 74	9.0%
75 - 84	4.5%
85 +	1.9%
18 +	77.1%

## 2010 Population by Sex

Males	42,433
Females	43,315

## 2015 Population by Sex

Males	43,990
Females	44,817

## 2020 Population by Sex

Males	45,885
Females	46,691

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

June 11, 2015



# Market Profile

Willard, Missouri, United States  
Rings: 10 mile radii

Latitude: 37.30505  
Longitude: -93.42853

**10 miles**

## 2010 Population by Race/Ethnicity

Total	85,748
White Alone	90.9%
Black Alone	3.5%
American Indian Alone	0.8%
Asian Alone	0.7%
Pacific Islander Alone	0.1%
Some Other Race Alone	1.0%
Two or More Races	3.0%
Hispanic Origin	3.1%
Diversity Index	22.3

## 2015 Population by Race/Ethnicity

Total	88,806
White Alone	89.6%
Black Alone	4.0%
American Indian Alone	0.8%
Asian Alone	0.8%
Pacific Islander Alone	0.1%
Some Other Race Alone	1.2%
Two or More Races	3.5%
Hispanic Origin	3.8%
Diversity Index	25.5

## 2020 Population by Race/Ethnicity

Total	92,577
White Alone	88.1%
Black Alone	4.6%
American Indian Alone	0.8%
Asian Alone	0.9%
Pacific Islander Alone	0.1%
Some Other Race Alone	1.4%
Two or More Races	4.1%
Hispanic Origin	4.6%
Diversity Index	28.9

## 2010 Population by Relationship and Household Type

Total	85,748
In Households	95.9%
In Family Households	76.9%
Householder	25.1%
Spouse	17.9%
Child	28.2%
Other relative	2.8%
Nonrelative	2.9%
In Nonfamily Households	19.0%
In Group Quarters	4.1%
Institutionalized Population	1.8%
Noninstitutionalized Population	2.3%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



## Market Profile

Willard, Missouri, United States  
Rings: 10 mile radii

Latitude: 37.30505  
Longitude: -93.42853

**10 miles**

### 2015 Population 25+ by Educational Attainment

Total	59,121
Less than 9th Grade	3.9%
9th - 12th Grade, No Diploma	9.2%
High School Graduate	28.6%
GED/Alternative Credential	6.0%
Some College, No Degree	24.7%
Associate Degree	7.8%
Bachelor's Degree	14.5%
Graduate/Professional Degree	5.3%

### 2015 Population 15+ by Marital Status

Total	71,789
Never Married	31.8%
Married	47.4%
Widowed	6.1%
Divorced	14.7%

### 2015 Civilian Population 16+ in Labor Force

Civilian Employed	93.0%
Civilian Unemployed	7.0%

### 2015 Employed Population 16+ by Industry

Total	39,888
Agriculture/Mining	1.1%
Construction	6.1%
Manufacturing	9.9%
Wholesale Trade	2.9%
Retail Trade	13.6%
Transportation/Utilities	7.3%
Information	2.2%
Finance/Insurance/Real Estate	5.2%
Services	49.2%
Public Administration	2.6%

### 2015 Employed Population 16+ by Occupation

Total	39,887
White Collar	54.3%
Management/Business/Financial	10.6%
Professional	16.3%
Sales	11.5%
Administrative Support	15.9%
Services	21.2%
Blue Collar	24.6%
Farming/Forestry/Fishing	0.2%
Construction/Extraction	5.7%
Installation/Maintenance/Repair	3.9%
Production	6.4%
Transportation/Material Moving	8.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

June 11, 2015



# Market Profile

Willard, Missouri, United States  
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**10 miles**

## 2010 Households by Type

Total	33,920
Households with 1 Person	28.4%
Households with 2+ People	71.6%
Family Households	63.2%
Husband-wife Families	45.0%
With Related Children	18.3%
Other Family (No Spouse Present)	18.2%
Other Family with Male Householder	5.4%
With Related Children	3.4%
Other Family with Female Householder	12.9%
With Related Children	8.6%
Nonfamily Households	8.3%
All Households with Children	31.0%
Multigenerational Households	3.2%
Unmarried Partner Households	8.4%
Male-female	7.7%
Same-sex	0.7%

## 2010 Households by Size

Total	33,921
1 Person Household	28.4%
2 Person Household	35.7%
3 Person Household	15.9%
4 Person Household	11.6%
5 Person Household	5.2%
6 Person Household	2.0%
7 + Person Household	1.2%

## 2010 Households by Tenure and Mortgage Status

Total	33,921
Owner Occupied	62.2%
Owned with a Mortgage/Loan	43.5%
Owned Free and Clear	18.7%
Renter Occupied	37.8%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



# Market Profile

Willard, Missouri, United States  
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**10 miles**

## Top 3 Tapestry Segments

1. Hardscrabble Road (8G)
2. Middleburg (4C)
3. Traditional Living (12B)

## 2015 Consumer Spending

Apparel & Services: Total \$	\$51,432,225
Average Spent	\$1,454.37
Spending Potential Index	63
Computers & Accessories: Total \$	\$5,746,587
Average Spent	\$162.50
Spending Potential Index	64
Education: Total \$	\$32,601,397
Average Spent	\$921.88
Spending Potential Index	60
Entertainment/Recreation: Total \$	\$73,954,856
Average Spent	\$2,091.25
Spending Potential Index	63
Food at Home: Total \$	\$119,746,121
Average Spent	\$3,386.10
Spending Potential Index	65
Food Away from Home: Total \$	\$73,151,011
Average Spent	\$2,068.52
Spending Potential Index	63
Health Care: Total \$	\$109,323,125
Average Spent	\$3,091.37
Spending Potential Index	65
HH Furnishings & Equipment: Total \$	\$41,433,413
Average Spent	\$1,171.63
Spending Potential Index	64
Investments: Total \$	\$42,867,553
Average Spent	\$1,212.18
Spending Potential Index	44
Retail Goods: Total \$	\$581,145,041
Average Spent	\$16,433.24
Spending Potential Index	64
Shelter: Total \$	\$357,820,449
Average Spent	\$10,118.21
Spending Potential Index	62
TV/Video/Audio: Total \$	\$30,537,725
Average Spent	\$863.53
Spending Potential Index	66
Travel: Total \$	\$41,051,694
Average Spent	\$1,160.83
Spending Potential Index	59
Vehicle Maintenance & Repairs: Total \$	\$25,141,275
Average Spent	\$710.93
Spending Potential Index	64

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

June 11, 2015