



Creedmoor Marketing & Tapestry Segmentation Summary

Segment Code	2009	
12	Up and Coming Families	30.1%
26	Midland Crowd	27.5%
18	Cozy and Comfortable	22.4%
33	Midlife Junction	19.9%

2010		
26	Midland Crowd	29.5%
12	Up and Coming Families	28.3%
18	Cozy and Comfortable	21.9%
33	Midlife Junction	20.3%

2011		
26	Midland Crowd	29.5%
12	Up and Coming Families	28.3%
18	Cozy and Comfortable	21.9%
33	Midlife Junction	20.3%

2012		
26	Midland Crowd	36.7%
12	Up and Coming Families	30.8%
33	Midlife Junction	18.7%
18	Cozy and Comfortable	13.8%

Segment Code	2013	
26	Midland Crowd (more small town/ rural, MHI \$47,544, middle class, country/rural/farming, own trucks)	38.1%
12	Up and Coming Families (more suburban, younger and affluent MHI \$69,522, KIDS!, vacations & recreation)	29.9%
33	Midlife Junction (includes the 65+, MHI \$42,694, quiet & settled, retired, tv & newspaper)	18.5%
18	Cozy & Comfortable (middle aged/stable, suburban, no/adult children, MHI \$59,287, invest, read paper)	13.5%

NOTE: This year ESRI modified the language and categories of the Tapestry Groups

2014 (within 1 mile of the City)		
4C	Middleburg (younger, semi-rural near metro, (changed from countryside in last decade), trucks, MHI \$55,000, kids/vacation/recreation, techno-savy)	49.7%
12A	Family Foundations (more urbanlike/suburban, some work/some retired, faith & family, older homes, MHI \$ 40,000, tv, a little technology, grown kids at home)	31.1%
5A	Comfortable Empty Nesters (more Suburban, MHI \$ 68,000, wealthier, mostly retired/ some still working in high paying jobs, invest, little techno, tv, newspapers)	19.2%
6B	Salt of the Earth (entrenched in rural lifestyles, lower education level, NOT techno-minded, MHI \$ 53,000, trucks, conservative, tv, newspapers)	