

Criteria Used for Analysis

Median Household Income
\$80,987

Median Age
41.1

Total Population
791,747

1st Dominant Segment
The Great Outdoors

Consumer Segmentation

Life Mode What are the people like that live in this area?	Cozy Country Living Empty nesters in bucolic settings	Urbanization Where do people like this usually live?	Rural Country living featuring single-family homes with acreage, farms, and rural resort areas
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Top Tapestry Segments	The Great Outdoors	Green Acres	Old and Newcomers	Middleburg	Bright Young Professionals
% of Households	29,532 (9.3%)	25,259 (8.0%)	20,774 (6.5%)	19,445 (6.1%)	18,287 (5.8%)
% of Washington	149,696 (4.8%)	171,039 (5.5%)	94,544 (3.1%)	127,824 (4.1%)	109,877 (3.6%)
Lifestyle Group	Cozy Country Living	Cozy Country Living	Middle Ground	Family Landscapes	Middle Ground
Urbanization Group	Rural	Rural	Metro Cities	Semirural	Urban Periphery
Residence Type	Single Family	Single Family	Single Family; Multi-Units	Single Family	Single Family; Multi-Units
Household Type	Married Couples	Married Couples	Singles	Married Couples	Married Couples
Average Household Size	2.4	2.65	2.11	2.69	2.38
Median Age	48.4	44.8	40.5	37.2	34.1
Diversity Index	45.4	37.4	62.3	59.5	75.5
Median Household Income	\$74,100	\$95,600	\$55,400	\$77,300	\$67,200
Median Net Worth	\$238,700	\$346,700	\$63,100	\$181,000	\$75,000
Median Home Value	\$360,800	\$329,300	\$242,900	\$260,900	\$286,200
Homeownership	81.4 %	88 %	49.3 %	76.1 %	46.8 %
Employment	Professional or Mgmt/Bus/Financial	Professional or Mgmt/Bus/Financial	Professional or Services	Professional or Mgmt/Bus/Financial	Professional or Mgmt/Bus/Financial
Education	High School Diploma	High School Diploma	Some College No Degree	High School Diploma	Some College No Degree
Preferred Activities	Prefer domestic travel to trips abroad. . Own pet dogs or cats.	Pursue physical fitness vigorously, . Active in communities and social organizations.	Strong sense of community volunteer for charities . Food features convenience, frozen and fast food.	Spending priorities also focus on family . Enjoy hunting, fishing, bowling and baseball.	Go to bars/clubs; attend concerts . Eat at fast food, family restaurants.
Financial	Do-it-yourself oriented and cost conscious	Comfortable with debt, and investments.	Price aware and coupon clippers, but open to impulse buys	Carry some debt; invest for future	Own retirement savings and student loans
Media	Watch CMT, History Channel, Fox News	Provided by satellite service, radio and television	Features the Internet, listening to country music and read the paper	TV and magazines provide entertainment and information	Get most of their information from the Internet
Vehicle	Own 4-wheel drive trucks	Late model trucks SUVs, ATVs and motorcycles	View car as transportation only	Like to drive trucks, SUVs, or motorcycles	Own newer cars