Appendix C – Columbia County Food Surveys

Developed by the Hawthorne Valley Farmscape Ecology Program
Columbia County Community Food Surveys

Introduction

The Hawthorne Valley Farmscape Ecology Program conducted Community Food Surveys as part of a Community Food Assessment Project, in order to broadly survey the community on topics related to food security, food-related habits and agriculture. Two different Community Food Surveys were conducted: one in the summer of 2010, and a more in-depth follow-up in the summer of 2011, each collecting over 500 responses from community members throughout Columbia County, with representation from every town. The surveys were conducted at free community events and festivals using a ‘dot survey’ technique (depicted at right) to make it as broadly accessible and participatory as possible.

Survey Participants

An effort was made to include a broad cross-section of the county by surveying only at free, open, “neutral” public events that draw large numbers of the local community (see pages 3 and 4 for tables listing these events). The majority of survey participants were Columbia County residents, and for the purposes of this report only “local respondents” – people residing in Columbia County towns, or towns bordering the County, are included. A limited amount of demographic data was collected verbally, visually and through the dot survey, including sex, age range, full/part time residency in the county, and home ownership. The table below summarizes the demographic data collected each year for the survey population, and also lists, as a point of comparison, the 2010 US Census demographic data for the Columbia County population as a whole.

The local respondents we surveyed (comprised of at least 95% County residents) was generally within several percentage points of the County population as a whole in terms of age range and home ownership. However, the survey population notably differs from the overall County population in the ratio of males to females – two-thirds of our respondents were female, while females make up just under half of the overall population of the County. This may be due to such factors as differences in male/female participation in community events, surveys, and the topic of food generally, or more specific differences related to the (predominantly) female survey facilitators and how that influenced participation.

<table>
<thead>
<tr>
<th>2010 Respondents</th>
<th>Sex</th>
<th>Age Range</th>
<th>Full/Part Time</th>
<th>Own/Rent</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Female: 67%</td>
<td>15-19 years: 6%</td>
<td>Full Time: 88%</td>
<td>Own Home: 77%</td>
</tr>
<tr>
<td></td>
<td>Male: 33%</td>
<td>20-34 years: 16%</td>
<td>Part Time: 12%</td>
<td>Rent Home: 23%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>35-59 years: 50%</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>60 or older: 28%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2011 Respondents</td>
<td>Female: 68%</td>
<td>15-19 years: 7%</td>
<td>Full Time: 86%</td>
<td>Own Home: 77%</td>
</tr>
<tr>
<td></td>
<td>Male: 32%</td>
<td>20-34 years: 13%</td>
<td>Part Time: 14%</td>
<td>Rent Home: 23%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>35-59 years: 49%</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>60 or older: 31%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2010 Census¹</td>
<td>Female: 49.7%</td>
<td>15-19 years: 8%</td>
<td>(Not calculated for</td>
<td>Own Home: 74%</td>
</tr>
<tr>
<td>Data for Columbia</td>
<td>Male: 50.3%</td>
<td>20-34 years: 17%</td>
<td>individuals)</td>
<td>Rent Home: 26%</td>
</tr>
<tr>
<td>County (% of</td>
<td></td>
<td>35-59 years: 44%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>population)</td>
<td></td>
<td>60 or older: 31%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Survey Design: "Dot Surveys"

A “dot survey” is a simple community surveying method in which a limited number of questions are publicly displayed with multiple choice answers, and people are invited to answer questions by putting a sticker “dot” under their answer. Dot surveys are often used as a rapid assessment technique at farmers’ markets because they are an easy way to get a large number of people to participate in an outdoor setting not conducive to other data collection methods. In these contexts, dot surveys are thus perceived as providing more accurate assessments than approaches that result in smaller sample sizes².

We adapted this basic dot survey technique by creating a moveable board carefully crafted to accommodate 6 main substantive questions, 1 follow-up question and age range. We also designed the survey so that answers could be linked, and connected to basic demographic data. We did this by giving people dots with the same unique number, and having a separate data sheet where, by number, we noted the answer to verbally asked and visually assessed demographic data for each survey participant.

Dot surveys have strong advantages and disadvantages as a data collection method. As already noted, they work well for involving large number of participants, and thus are a very accessible tool for attracting a wide range of people, including those who would not normally take a paper and pen survey. They are also transparent and participatory, in allowing people to visually assess the extent of what they are being asked to participate in, see the mark of their participation, and engage in an unfolding story of how people in their community are answering the questions. This prompts many invaluable opportunities for dialogue. As described in the Tools for Rapid Market Assessments, “respondents view the process as much less extractive – they appreciate inclusion in the research process” (Lev et al. 2004).

The disadvantage to this inclusiveness is that people are able to see, and potentially be influenced by, the responses of other people in the community, especially on questions of opinion. One technique to ameliorate this effect is to “seed” random dots – we chose not incorporate this method because we did want people to be able to see a true evolution of community responses, and be part of that conversation. We did, however, frequently change the survey sheets (in the above photo, you can see that two questions have blank sheets) and actively encouraged people to not be influenced by others’ responses as we introduced the survey.

Survey Design: Shopping Basket Survey

In 2011, we added an additional component to the dot survey – a “shopping basket” in which people could put cutout pictures of different food types to indicate which types of locally produced food they regularly purchase. People were given five cutout pictures of food types – fruits and vegetables, meat, dairy, eggs, value-added products, and baked goods – each with their unique number written on the back. Much like the dot survey, this proved an engaging and interactive way for people to indicate the types of locally produced food they regularly consume.

Survey Regions:

For the purpose of analysis, the County was divided into 8 “survey regions”, based on groupings of towns with like characteristics, and a sufficient number of respondents. See page 3 for a description of these regions.

2010 Community Food Survey

The 2010 survey addressed 6 main topics: vegetable gardening; consumption of fresh fruits and vegetables; satisfaction with the availability of fresh fruit and vegetables in nearby stores; relative importance of quality, price and convenience in purchasing habits; travel distance to the food store where people usually shop; and frequency of shopping at farmers’ markets and farm stands.

A total of 581 people were surveyed at 7 different community events (for a list of events, see figure 6), each located in a different town. These surveys reached people from 18 Columbia County towns, as well as villages and a few neighboring towns. Of the 581 people surveyed, there were 542 “local” respondents, residing in Columbia County or bordering towns; these form the basis for the results presented.

The map below depicts the delineated survey regions and the percentage of local respondents that reside in each survey region for the 2010 survey. It also depicts the location of the survey events. This clearly affected the distribution of responses gathered from each region. The table at the right indicates the number of respondents in each survey region and in each of the towns comprising that survey region. One of the most noticeably under-represented towns is New Lebanon, where there has been a great deal of recent activity around food and agriculture, but no clear community event at which to conduct a survey.

2010 Community Food Survey Response Regions & Percentage of Total Responses from each Region

This map depicts the percentage of the 542 local (2010) survey respondents residing in each survey region, as well as the location of the community events at which the 2010 survey was conducted.
2011 Community Food Survey

The 2011 survey focused in greater depth on the question of local food and agriculture. It addressed 7 main topics: cooking habits, food preservation habits, the primary outlets where people buy fresh produce in the summer and their satisfaction with those outlets, the perceived expense of locally produced food, the types of locally produced food that people regularly consume, the number of farmers people personally know, and the type of land use that people would like to see increase in the County in the future.

In the 2011 survey, 598 people were surveyed at 10 different community events in 8 different towns throughout the County. These surveys reached people from all 19 Columbia County towns, as well as many villages and a few neighboring towns. Of the 598 people surveyed, there were 542 “local respondents” residing in Columbia County or bordering towns; these form the basis for the results presented.

The map below depicts the delineated survey regions, and the percentage of local respondents that reside in each survey region for the 2010 survey. The table at the right indicates the number of respondents in each survey region and each of the towns comprising that survey region. The addition of a surveying event in the Southwest Corner region in 2011 increased the representation of that region from 3% (in 2010) to 12% (in 2011).

2011 Community Food Survey Response Regions
& Percentage of Total Responses from each Region

This map depicts the percentage of the 542 local (2011) survey respondents residing in each survey region, as well as the location of the community events at which the 2011 survey was conducted.
Survey Result Highlights: Farmers’ Market & Farm Stand Shopping

**QUESTION (2010 Survey): Do you shop at farmer’s markets and farm stands?**
*(Choices: No; Yes, Sometimes; Yes, Often)*

The majority (92%) of the 510 local respondents answering this question, reported that they shop at farmers’ markets/farm stands sometimes or often, though there was variability in these responses between survey regions, as illustrated in the graphs below.

**What Stands Out**

The Kinderhook and Stuyvesant region, home to the longest running farmers’ market in Columbia County and several large and well-established farm stands, also was home to the greatest percentage (57%) of respondents who reported shopping often at farmers’ markets and farm stands, and was the only region without any respondents reporting that they don’t shop at farmers’ markets or farm stands.

By contrast, 1/5 of the respondents in the Greater Hudson region reported that they did not shop at farmers’ markets or farm stands, despite having the second longest running farmers’ market in the County, and well-established farm stands nearby.

**Location of Farmers’ Markets, CSAs and Farm Stands**

The map depicts the location of farmers’ markets, CSAs and farm stands in each of the survey regions, while the graphs show how respondents residing in each survey region answered the question.
Survey Result Highlights: Summer Produce Sourcing

QUESTION (2011 Survey): In summer, where do you primarily get your fresh produce? (Choices: Supermarket, Garden, Small local grocery/co-op, Direct from farmers)

A little over one third (36%) of the 530 local respondents who answered this question reported primarily sourcing produce directly from farmers during the summer season. The responses varied substantially by survey region.

What Stands Out

The Greater Hudson and Southwest Corner regions of the County had the greatest percentage of residents reporting that they source summer produce directly from farms – 47% for Greater Hudson and 49% for the Southwest Corner.

The Greater Hudson region also had the highest percentage of respondents (42%) reporting that they source their summer produce from supermarkets, followed closely by the Greater Philmont and Copake & Ancram regions (38% respectively).

Home gardening, meanwhile, was most prevalent as a primary source for summer produce in the Hillsdale and Austerlitz region, where nearly one third (32%) of respondents reported they primarily get summer produce from their garden.

Supermarkets Not Preferred

In a follow-up survey question in which people were asked if where they currently source their summer produce is where they would prefer to source it, 69% of the 153 people primarily sourcing from supermarkets responded “No”. By contrast only 8% of people sourcing summer produce otherwise did not prefer where they were currently sourcing it.

<table>
<thead>
<tr>
<th>Region</th>
<th>Direct from Farmers</th>
<th>Supermarket</th>
<th>Garden</th>
<th>Small local grocery/co-op</th>
<th>Number of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Copake &amp; Ancram</td>
<td>25%</td>
<td>38%</td>
<td>20%</td>
<td>13%</td>
<td>66</td>
</tr>
<tr>
<td>Ghent &amp; Averack</td>
<td>32%</td>
<td>29%</td>
<td>26%</td>
<td>13%</td>
<td>79</td>
</tr>
<tr>
<td>Greater Hudson</td>
<td>47%</td>
<td>42%</td>
<td>6%</td>
<td>5%</td>
<td>81</td>
</tr>
<tr>
<td>Greater Philmont</td>
<td>32%</td>
<td>38%</td>
<td>15%</td>
<td>15%</td>
<td>47</td>
</tr>
<tr>
<td>Hillsdale &amp; Austerlitz</td>
<td>22%</td>
<td>31%</td>
<td>32%</td>
<td>15%</td>
<td>54</td>
</tr>
<tr>
<td>Kinderhook &amp; Stephentown</td>
<td>43%</td>
<td>28%</td>
<td>24%</td>
<td>5%</td>
<td>72</td>
</tr>
<tr>
<td>Northeast Corner</td>
<td>27%</td>
<td>29%</td>
<td>21%</td>
<td>23%</td>
<td>70</td>
</tr>
<tr>
<td>Southwest Corner</td>
<td>49%</td>
<td>17%</td>
<td>26%</td>
<td>8%</td>
<td>61</td>
</tr>
</tbody>
</table>

Above: This table depicts the percentage of respondents, by survey region, who get their summer produce from each source. Top: The map depicts the location of farmers’ markets, CSAs, farm stands, supermarkets, and small local grocery stores/co-ops.
Survey Result Highlights: Consumption of Local Products


In this “shopping basket” survey, respondents indicated which, if any, food types they regularly sourced locally by placing a picture of these food types in the shopping basket. The survey respondents were asked to indicated whether they regularly consumed locally produced food in six food categories: fruits and vegetables, eggs, baked goods, dairy, value-added products, and meat. The 461 local respondents who indicated regularly consuming some locally produced food (“local food consumers”) were more likely to consume certain types of local food than others.

**FOOD TYPES**  Percent of local food consumers who regularly consume each food type

<table>
<thead>
<tr>
<th>Food Type</th>
<th>Percent of Local Food Consumers Regularly Consuming</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fruits &amp; Vegetables</td>
<td>7%</td>
</tr>
<tr>
<td>Eggs</td>
<td>34%</td>
</tr>
<tr>
<td>Baked Goods</td>
<td>36%</td>
</tr>
<tr>
<td>Dairy</td>
<td>51%</td>
</tr>
<tr>
<td>Value-Added</td>
<td>56%</td>
</tr>
<tr>
<td>Meat</td>
<td>67%</td>
</tr>
</tbody>
</table>

The great majority of the local food consumers, reported regularly consuming locally produced fruits and vegetables (93%), followed by eggs (66%), baked goods (64%), dairy products (49%), and value-added products (44%). Meat was the food category least likely to be locally sourced by these respondents - only one third reported regularly consuming locally produced meat products.

What Stands Out

Sweet corn is one of the most commonly available locally produced vegetables in supermarkets – often the only locally grown produce item (Food Store Survey, 2010)
Survey Result Highlights: Perceived Expense of Local Food

QUESTION (2011 Survey): Do you feel that food produced in or near Columbia County is too expensive? (Choices: Yes, No)

Nearly three quarters (73%) of the 532 respondents who answered this question reported that they did not feel that food produced in or near Columbia County was too expensive. This varied by survey region, though it is not clear the degree to which this might reflect the relative wealth of different regions (indicated by the below map of poverty rates in the County).

What Stands Out

Local food was most often perceived to be too expensive by respondents residing in the Greater Hudson (48%) and the Copake & Ancram regions (38%) – two places with very different income demographics.

By contrast, Kinderhook & Stuyvesant had the smallest relative percentage of respondents who felt local food was too expensive (14%), and it is also the wealthiest region in the County.

This table depicts the percentage of respondents, by survey region, who reported feeling that food produced in or near Columbia County is too expensive.
Survey Result Highlights: Future Land Use

**QUESTION (2011 Survey): Which type of land use would you most like to see increase in Columbia County? (Choices: Commercial, Natural/Recreation, Residential, Agricultural)**

Nearly half (48%) of the 534 local respondents would most like to see agricultural land use increase in Columbia County, followed closely by Natural/Recreational land use (42%).

**What Stands Out**

**Hillsdale & Austerlitz** was the survey region in which the greatest percentage (64%) of respondents prioritized the increase of agricultural land use. This is the same region that had the highest percentage of respondents primarily sourcing summer produce from their own vegetable gardens (32%) and the lowest percentage sourcing directly from farmers (22%).

The **Southwest Corner** region also had a large percentage of respondents (60%) who prioritized the increase of agricultural land use, and it is also the region where greatest percentage of respondents (49%) reported primarily sourcing their summer produce directly from farmers.
More Information

More in-depth information about the Community Food Surveys and other Community Food Assessment projects conducted by the Hawthorne Valley Farmscape Ecology Program will be available in a forthcoming report, which will be available on our website: www.hawthornevalleyfarm.org/fep.

For questions and comments, please contact:

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Appendix D – ESRI Tapestry Segment Descriptions
31 Rural Resort Dwellers

Demographic
These neighborhoods are found in pastoral settings in rural nonfarm areas throughout the United States. Household types include empty-nester married couples, singles, and married couples with children. The median age is 49.4 years; more than half are aged 55 and older. Most residents are white in these low-diversity neighborhoods.

Socioeconomic
Although retirement beckons, most of these residents still work. The median household income is $45,733, slightly below the US level. Six percent of those who are employed work at home, twice the US rate. Because so many residents are aged 55 and older, receipt of retirement income and Social Security benefits is common. More than two-fifths collect investment income; approximately 20 percent receive self-employment income. Nearly one in four residents aged 25 years and older holds a bachelor’s or graduate degree; more than half of the residents have attended college.

Residential
The number of households in these small, low-density neighborhoods is growing at 1.5 percent annually. Seventy-eight percent of the housing is single-family structures; 15 percent is mobile homes. Home ownership is at 80 percent. Of the Tapestry segments, Rural Resort Dwellers has the highest percentage of seasonal housing, 16 times higher than the national level.

Preferences
These residents live modestly and have simple tastes. They often work on home improvement and remodeling projects and own garden equipment to maintain their yards. They cook and bake at home. Many households own multiple pets, particularly dogs and cats. Riding lawn mowers and satellite dishes are familiar sights in these areas, along with multiple vehicles, including a truck.

Active participants in local civic issues, residents also belong to environmental groups, church and charitable organizations, fraternal orders, unions, and veterans’ clubs. They go hiking, boating, canoeing, hunting, fishing, horseback riding, and golfing. They listen to country radio and watch Animal Planet, CMT, BBC America, the National Geographic Channel, and prime-time dramas on TV. The older residents focus on their general health care, prescription medications, and financial and retirement-related matters. Many residents actively manage or plan their investments and retirement savings. The self-employed residents are more likely to have IRAs than 401(k) plans.
24 Main Street, USA

Segment Code......................24
Segment Name.....................Main Street, USA
LifeMode Summary Group ........L10 Traditional Living
Urbanization Summary Group ....US Urban Outskirts

Demographic
Main Street, USA neighborhoods are a mix of household types, similar to the US distribution. Approximately half of the households are composed of married-couple families, nearly one-third are single-person or shared households, and the rest are single-parent or other family households. The median age of 36.8 years nearly matches the US median. These residents are less diverse than the US population.

Socioeconomic
The median household income is $50,987, derived from wages, interest, dividends, or rental property. More than one in five residents aged 25 years and older hold a bachelor's or graduate degree; half of the residents have attended college. Occupation and industry distributions are similar to those of the United States.

Residential
A mix of single-family homes and multiunit buildings, these neighborhoods are located in the suburbs of smaller cities in the Northeast, West, and Midwest. Nearly two-thirds of the housing was built before 1970. The home ownership rate is 82.

Preferences
Family-oriented and frugal, these residents may occasionally go to the movies or eat out at a family restaurant, such as Friendly's or Red Robin, but are most likely to stay home and watch a rental movie or play games with their children. They own pet cats. They play baseball and basketball and go swimming. They listen to classic hits and rock radio and watch cartoons and courtroom shows on TV. They go to the beach and theme parks or take domestic vacations to visit with family or see national parks.

They go online periodically to look for jobs, research real estate, and play games and are beginning to shop online. Those who do not have Internet access at home will go online at school or the public library. They use the Yellow Pages to find veterinarians or stores. They will invest in small home improvement and remodeling projects, usually doing the work themselves instead of hiring a contractor. They buy the tools and supplies for these projects from Home Depot or Ace Hardware. They keep up their lawns and gardens by planting bulbs, fertilizing, and applying lawn care products regularly.
Demographic
Seventy-one percent of the households in Green Acres neighborhoods are married couples with and without children. Many families are blue-collar Baby Boomers, many with children aged 6-17 years. With more than 10 million people, Green Acres represents Tapestry Segmentation's third largest segment, currently more than 3 percent of the US population and growing by 1.92 percent annually. The median age is 42 years. This segment is not ethnically diverse; 92 percent of the residents are white.

Socioeconomic
Educated and hard-working, more than one-fourth of Green Acres residents hold a bachelor's or graduate degree; more than half have attended college. Occupation distributions are similar to those of the United States. Seventeen percent of the households earn income from self-employment ventures. The median household income is $60,461.

Residential
Although Green Acres neighborhoods are located throughout the country, they are found primarily in the Midwest and South, with the highest concentrations in Michigan, Ohio, and Pennsylvania. A "little bit country," these residents live in pastoral settings of developing suburban. Home ownership is at 86 percent. 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 roofing and installing carpet or insulation. They own all the necessary power tools, including routers, welders, sanders, and various saws, to finish their projects. Residents also have the right tools to maintain their lawns, flower gardens, and vegetable gardens. They own riding lawn mowers, garden tillers, tractors, and even separate home freezers for the harvest. Continuing 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 go fishing, canoeing, and kayaking. They also ride horseback and go power boating, bird watching, target shooting, hunting, motorcycling, and bowling. They listen to auto racing and country music on the radio and read fishing and hunting magazines. Many own satellite dishes so they can watch news programs, the Speed Channel, and auto racing on TV. A favorite channel is Country Music Television.
Cozy and Comfortable residents are middle-aged married couples who are comfortably settled in their single-family homes in older neighborhoods. The median age of 41.7 years is four years older than the US median of 37.2 years. Most residents are married without children or married couples with school-aged or adult children. With 8.7 million people, this is a relatively large segment that is growing moderately by 0.48 percent annually since 2000. Most of these residents are white.

Socioeconomic

Although the labor force is older, they are in no hurry to retire. Employed residents work in professional, managerial, and service occupations in a variety of industry sectors. Occupation distributions are similar to US values. The median household income is $59,287. Income for 80 percent of the households is earned from wages and salaries. Forty-six percent of households receive investment income.

Residential

Cozy and Comfortable neighborhoods are located in suburban areas, primarily in the Midwest, Northeast, and South. Many residents are still living in the homes in which they raised their children. Single-family structures make up 88 percent of the household inventory. Sixty-two percent of the housing units were built before 1970. Home ownership is at 84 percent.

Preferences

Cozy and Comfortable residents prefer to own certificates of deposit and consult a financial planner. They typically hold a second mortgage, a new car loan, a home equity line of credit, and a universal life insurance policy. Home improvement and remodeling projects are important to them. Although they will contract for some work, they attempt many projects, especially painting and lawn care. Depending on the season, they play golf or ice skate for exercise. They attend ice hockey games, watch science fiction movies on DVD, and take domestic vacations. They eat at family restaurants such as Friendly's, Bob Evans Farms, and Big Boy.

Going online isn't a priority, so they own older home computers. Television is very important; many households own four or more sets so they won't miss any of their favorite shows. They watch sports, particularly football, and news programs. Reading the Sunday newspaper is part of the routine for many.
07 Exurbanites

Segment Code ......................... 07
Segment Name ...................... Exurbanites
LifeMode Summary Group ....... L1 High Society
Urbanization Summary Group .... U7 Suburban Periphery

Demographic
Exurbanites residents prefer an affluent lifestyle in open spaces beyond the urban fringe. Although 40 percent are empty nesters, another 32 percent are married couples with children still living at home. Half of the householders are aged between 45 and 64 years. They may be part of the “sandwich generation,” because their median age of 46.2 years places them directly between paying for children’s college expenses and caring for elderly parents. To understand this segment, the lifestyle is as important as the lifestyle. There is little ethnic diversity; most residents are white.

Socioeconomic
Approximately, half work in substantive professional or management positions. These residents are educated; more than 40 percent of the population aged 25 years and older hold a bachelor’s or graduate degree; approximately three in four have attended college. The median household income is $82,074. More than 20 percent earn retirement income, another 37 percent receive additional income from investments.

Residential
Although Exurbanites neighborhoods are growing by 1.61 percent annually, they are not the newest areas. Recent construction comprises only 22 percent of the housing. Seventy percent of the housing units were built after 1989. Most are single-family homes. Because Exurbanites cannot take advantage of public transportation, nearly 80 percent of the households own at least two vehicles. Their average commute time to work is comparable to the US average.

Preferences
Because of their lifestyle, Exurbanites residents focus on financial security. They consult with financial planners; have IRA accounts; own shares in money market funds, mutual funds, and tax-exempt funds; own common stock; and track investments online. Between long-term care insurance and substantial life insurance policies, they are well insured. Many have home equity lines of credit.

To improve their properties, Exurbanites residents work on their homes, lawns, and gardens. They buy lawn and garden care products, shrubs, and plants. Although they will also work on home improvements such as interior and exterior painting, they hire contractors for more complicated projects. To help them complete their projects, they own all kinds of home improvement tools such as saws, Sanders, and wallpaper strippers.

They are very physically active; they lift weights, practice yoga, and jog to stay fit. They also go boating, hiking, and kayaking, play Frisbee, take photos, and go bird watching. When vacationing in the United States, they hike, downhill ski, play golf, attend live theater, and see the sights. This is the top market for watching college basketball and professional football games. They listen to public and news/talk radio and contribute to PBS. They participate in civic activities, serve on committees of local organizations, address public meetings, and help with fundraising. Many are members of charitable organizations.
20 City Lights

Demographic
The City Lights segment is composed of diverse neighborhoods situated primarily in the Northeast. This dense urban market is a mixture of housing, household types, and cultures that all share the same city space. Households include families and singles, similar to the US distribution by household type. The median age is 38.3 years. Compared to the US population, there are fewer children and slightly more people aged 75 or older. The ethnic or racial diversity is slightly higher than the US level, with higher ratios of Asian, Hispanic, and multiracial populations.

Socioeconomic
City Lights residents earn a good living working in white-collar and service occupations. The median household income is $60,149, derived primarily from wages and some investments.

Residential
Housing types include single-family homes, townhouses, and apartments in buildings with 2 to 50 or more units. Thirty-five percent of housing are apartments in buildings with two to four units, approximately four times the national level. Unlike US housing, the proportion of single-family homes in the City Lights market is only 36 percent of the household inventory. Housing is also much older than the US average, because nearly two-thirds of the structures were built before 1940. The home ownership rate of 53 percent is lower than the national average.

Preferences
City Lights residents lead an urban lifestyle and take advantage of big-city opportunities. They buy household furnishings, groceries (including fast food and takeout), personal goods, and entertainment. They are more likely to buy household furnishings than home maintenance. They shop for clothes, shoes, jewelry, and toys at stores such as Target, Macy's, and Costco. They buy groceries at stores such as Kroger and Stop & Shop.

City Lights residents take vitamins, practice yoga, and do aerobics to stay fit. They travel domestically and abroad, take cruises, go to the movies, and watch family and classic movies on DVD. They visit Atlantic City to gamble and play the lottery. They read two or more Sunday newspapers and listen to news, soft, adult contemporary, and classical music radio. Many households in large cities subscribe to digital cable service; HBO is a favorite cable channel.
10 Pleasant-Ville

Demographic
Prosperous domesticity distinguishes the settled lives of Pleasant-Ville residents. Families, especially middle-aged married couples, characterize Pleasant-Ville neighborhoods. The average family size is 3.3, nearly 40 percent of the households include children. Thirteen percent of the households have adult children. The median age of 40.5 years is slightly older than the US median of 37.2 years. The diversity index of 60 for the Pleasant-Ville population is slightly below the US figure of 61.

Socioeconomic
Prosperous domesticity distinguishes the settled lives of Pleasant-Ville neighborhoods. Among Tapestry Segmentation's upscale segments, these residents have a median household income of $76,642. Employed residents work in a variety of occupations in diverse industry sectors, similar to the US distributions. Approximately one in five households receives retirement income, a ratio that is expected to increase. Forty-four percent of households earn additional income from interest, dividends, or rental properties.

Residential
Residents of Pleasant-Ville neighborhoods live in single-family homes; nearly half were built between 1950 and 1970. Because these neighborhoods are concentrated in the Northeast and California, home values increased dramatically in this decade, but have begun to decline. These settled residents enjoy where they live; two-thirds have lived in the same house since 1995, when they bought their homes for much lower prices. Despite the fluctuation in value, home ownership remains high at 82 percent. To maintain their comfortable lifestyle, 12 percent commute an hour or more to work. Transportation is important; two-thirds maintain two or more vehicles.

Preferences
Because older homes require maintenance and renovation, home improvement projects are a priority in Pleasant-Ville neighborhoods. Not do-it-yourselfers, residents hire contractors for remodeling projects; however, they would probably do their own yard work instead of hiring a lawn service. They shop at warehouse stores for value and use coupons for discounts. For more upscale items, they shop at department stores. Those who are union members contract for health insurance through the union.

Pleasant-Ville residents spend time with their families, dine out, play cards and board games, attend baseball games, and visit theme parks. They take sightseeing vacations and beach trips in the United States or cruise to foreign ports. They own and use older PCs to shop online for small items, check e-mail, and read the news.

These residents listen to contemporary hit, all-news, all-talk, and sports radio, particularly during their commute times. The sports fanatics listen to ball games on the radio and watch a variety of major sports on TV. For exercise, they usually work out on the treadmill at home, walk, and swim. To keep abreast of current events, they would probably read two or more daily newspapers.
61 High Rise Renters

Segment Code ...................... 61
Segment Name ...................... High Rise Renters
LifeMode Summary Group ........ L8 Global Roots
Urbanization Summary Group .... U2 Principal Urban Centers II

Demographic
High Rise Renters residents are a diverse mix of race and ethnicity. More than half of the residents are Hispanic, mainly from Puerto Rico or the Dominican Republic. Forty percent of the residents are black, 21 percent are white, and 7 percent are of two or more races. A higher-than-average proportion (28 percent) of other races is also represented. Many residents speak a language other than English. Household types are mainly single parent and single person; however, a higher-than-average proportion of other family households is also present. Their median age of 31.8 years is younger than the US median. The presence of young children, adult children, and other relatives, including grandparents, boosts the family size of 3.53, somewhat higher than the US average.

Residential
These communities are located almost entirely in the Northeast; 86 percent of these households are in New York. High Rise Renters has the highest population density of any Tapestry segment; there are 43,000 people per square mile. Residents live in mid- and high-rise apartment buildings; 41 percent live in 50-plus unit buildings. These rental units have below-average vacancy rates, with an average gross rent 21 percent below the US average. Thirty percent of the housing units were built before 1940, twice the US level. Lack of parking and funds prevent three-fourths of the households from owning a vehicle; most rely on public transportation. The average commuting time to work is 41 minutes, the longest travel time among all the Tapestry segments.

Socioeconomic
Most employed residents work in service, professional, and office/administrative support occupations. Higher-than-average proportions of employed residents work in the service and transportation industries. Twelve percent of employed residents work for the local government. The median household income is $23,377. Because of high unemployment, some residents might receive public assistance and Supplemental Security Income for support. Because so many must care for children at home, part-time workers are just as prevalent as full-time employees. Elementary and high school enrollment in these communities is above average. Nearly 30 percent of residents aged 25 years and older have graduated from high school, 20 percent have attended college, and 10 percent hold a bachelor's or graduate degree.

Preferences
They watch cable TV often, particularly prime-time news programs and movies. Professional basketball is their favorite sport to watch on TV. Digital cable is popular because of its wide availability. To reach these residents, TV and radio are more effective than newspapers. They listen to urban, Hispanic, all-news, and variety radio. Internet access or owning a personal computer is unusual; those who have Internet access will download music.

They shop for groceries at their local Albertson's and Stop & Shop. They buy household items and apparel at discount stores and affordable department stores and will also search the clearance racks at Macy's. They do not dine out regularly; even their fast-food purchases are limited. They buy necessary baby and children's clothes; however, tight budgets limit their spending.