Business Cluster Exercise for "Prairieview"

Step 1: Community Snapshot

- **Population:** 4,015

- **Median Age:** 47 (older than national median; signals retiree and near-retiree presence)

- **Median Household Income:** $45,871 (below national average; suggests affordability focus)

- **Education:** 17.2% bachelor's degree or higher (lower than average; signals workforce training opportunities)

- **Housing:** 78.6% owner occupied (stable community, less transient than average)

- **Growth:** Slightly increasing (3.9% between 2010–2020; indicates modest stability).

Step 2: Psychographic Segments

1. **Midlife Constants**
   - Retirees or near-retirees, below-average labor force participation, modest means.
   - Prefer smaller-town living, country over urban lifestyle.
   - Generous but cautious spenders.

2. **Old & Newcomers**
   - Mix of singles, students, renters, and retirees on a budget.
   - Value **convenience, economy, and environmental consciousness**.
   - Age is mixed, but choices emphasize affordability and causes they care about.

Step 3: Consumer Survey Results

Residents were asked what types of businesses they would like to see downtown. Top responses:

- **Restaurants/Cafés** (65%) – especially casual dining, coffee shops, and family-friendly options.

- **Grocery/Fresh Food Options** (52%) – small specialty grocers, local produce markets, affordable essentials.

- **Health & Wellness** (48%) – gyms, yoga studios, senior fitness, mental health services.

- **Entertainment/Leisure** (45%) – movie theater, live music, community arts, game/arcade options.

- **Local Retail** (41%) – hardware store, thrift shops, outdoor/recreation gear, books & gifts.

- **Services** (35%) – affordable childcare, tutoring, elder care, tech repair.

Step 4: Business Cluster Themes – mapping exercise

1. When you do this in your community, this would be a color-coding exercise. For our purpose, identify potential clusters – comparable (based on consumer), competitive (similar products or services), complementary (related goods and services).

2. Identify "gaps" or underserved areas.

3. Brainstorm 1–2 new business ideas per cluster that could succeed in Prairieview.

4. Discuss which gaps are short-term vs. long-term opportunities.

Step 5: Group Exercise Discussion

- Which clusters best fit the **existing strengths** of our downtown and based on demographic, survey results and other data?

- Where are the **gaps** that could be filled with new businesses?

- Which opportunities have the greatest **cross-generational appeal**?

- How can we support entrepreneurs to launch and sustain businesses in these clusters?

(1) Vacant Lot	Florist & Gift	Family Restaurant	City Hall
Dance Studio	(3) Vacant	Insurance	Gently Worn Kids Clothes
Laundromat	Sub Sandwiches	Hair Salon	Accountant
Auto Parts	Antique Mall	Town Square	Paint Supply
			Sporting Good
Quick Market	(2) Vacant	Art Gallery	(5) Vacant
Gym	Mexican Restaurant	(4) Vacant	Library & Museum

(6) Vacant Parcel

Community Survey Snapshot

- **Respondents:** 430 residents (≈11% of population of 4,015)
- **Purpose:** Identify the types of businesses residents most want downtown.
- **Key Drivers:** Affordability, convenience, and community connection.

Top Business Requests

1. Restaurants & Cafés (65%)

- Casual dining / sit-down restaurant
- Coffee shop / café as a social hub
- Family-friendly diner
- Bakery / dessert shop
- Affordable ethnic/international cuisine

Why it matters: Both retirees (Midlife Constants) and younger renters/students (Old & Newcomers) want affordable, social gathering places.

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2. Grocery & Fresh Food (52%)

- Small-format grocery store
- Local produce market / farmers' market expansion
- Specialty foods (baked goods, deli, bulk basics)
- Discount grocery options

Why it matters: Supports modest incomes, reduces the need for long trips, and meets eco-conscious preferences for local food.

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3. Health & Wellness (48%)

- Senior fitness center / physical therapy
- Yoga / meditation studio
- Affordable gym membership options
- Mental health / counseling services

Why it matters: Both target segments value wellness—retirees for healthy aging, younger residents for fitness and stress management.

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4. Entertainment & Leisure (45%)

- Small movie theater or performance venue

- Live music / open mic café

- Family recreation (bowling alley, arcade)

- Community arts & makerspace

Why it matters: Limited entertainment options are a gap; families and young adults want affordable fun close to home.

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5. Local Retail (41%)

- Hardware & home supply store

- Thrift / second-hand shop (budget-friendly)

- Outdoor & recreation gear (fishing, camping, gardening)

- Bookstore / gifts & locally made goods

Why it matters: Fits modest-income households, small-town lifestyle, and desire for local character.

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6. Services (35%)

- Affordable childcare

- Eldercare & in-home support

- Tutoring / adult education support

- Tech repair / small IT services

Why it matters: Addresses daily life needs for both aging residents and younger households balancing work, school, and caregiving.

Takeaway: Residents want businesses that are **affordable, essential, and social.** The highest opportunities lie in filling gaps around **grocery, restaurants, and health/wellness**, with **entertainment and retail** as strong secondary growth areas.

Midlife Constants

5E

Households: 3,068,400

Average Household Size: 2.31

Median Age: 47.0

Median Household Income: $53,200

WHO ARE WE?

Midlife Constants residents are seniors, at or approaching retirement, with below average labor force participation and above average net worth. Although located in predominantly metropolitan areas, they live outside the central cities, in smaller communities. Their lifestyle is more country than urban. They are generous, but not spendthrifts.

OUR NEIGHBORHOOD

- Older homes (most built before 1980) found in the suburban periphery of smaller metropolitan markets.

- Primarily married couples, with a growing share of singles.

- Settled neighborhoods with slow rates of change and residents that have lived in the same house for years.

- Single-family homes, less than half still mortgaged, with a median home value of $154,100 (Index 74).

SOCIOECONOMIC TRAITS

- Education: 63% have a high school diploma or some college.

- Unemployment is lower in this market at 4.7% (Index 86), but so is the labor force participation rate (Index 91).

- Almost 42% of households are receiving Social Security (Index 141); 27% also receive retirement income (Index 149).

- Traditional, not trendy; opt for convenience and comfort, not cutting-edge. Technology has its uses, but the bells and whistles are a bother.

- Attentive to price, but not at the expense of quality, they prefer to buy American and natural products.

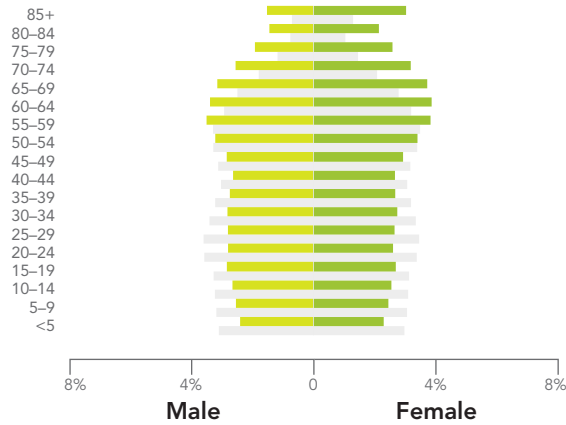- Radio and newspapers are the media of choice (after television).

TAPESTRY SEGMENTATION

esri.com/tapestry

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.

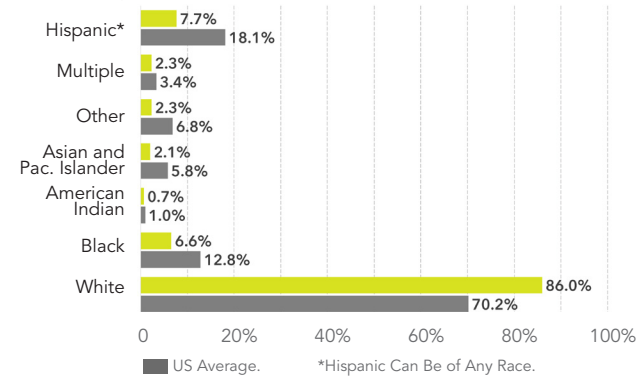## AGE BY SEX (Esri data)

Median Age: 47.0   US: 38.2

Indicates US

Male		Female
8%	4% 0 4%	8%

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: 36.2   US: 64.0

Race/Ethnicity	This Market	US Average
Hispanic*	7.7%	18.1%
Multiple	2.3%	3.4%
Other	2.3%	6.8%
Asian and Pac. Islander	2.1%	5.8%
American Indian	0.7%	1.0%
Black	6.6%	12.8%
White	86.0%	70.2%

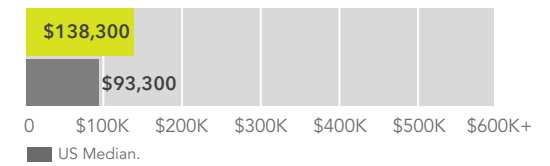US Average.   *Hispanic Can Be of Any Race.

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.
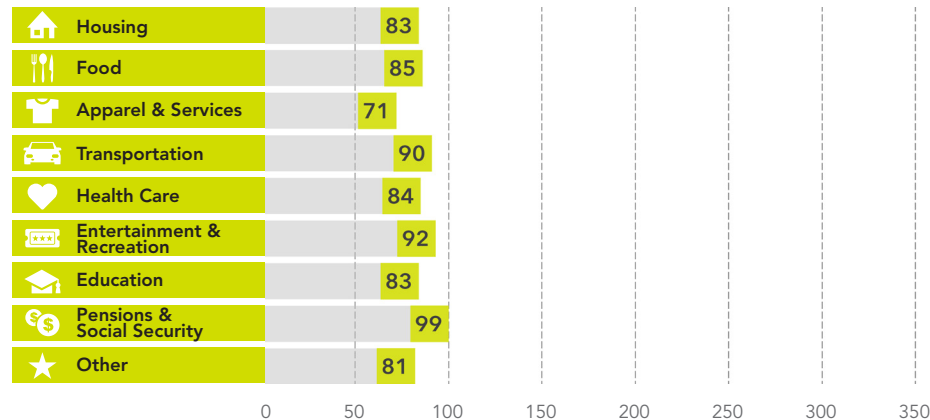
Median Household Income

$53,200
$56,100

| 0 | $100K | $200K | $300K | $400K | $500K | $600K+ |

Median Net Worth

$138,300
$93,300

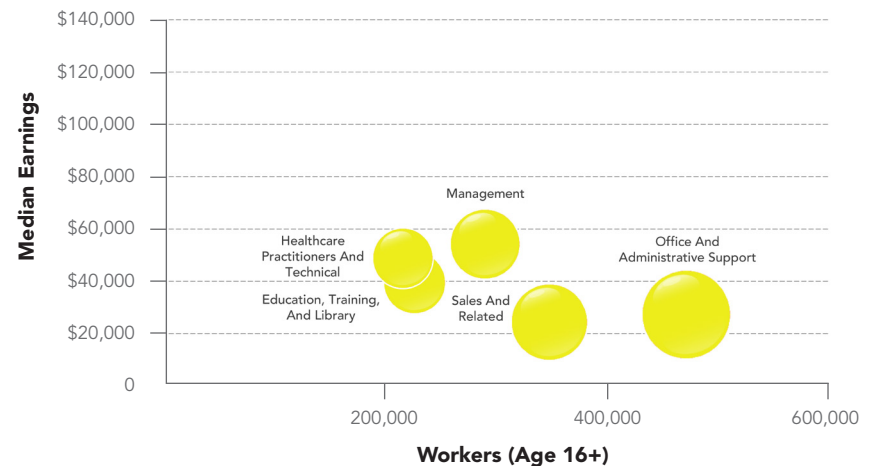| 0 | $100K | $200K | $300K | $400K | $500K | $600K+ |

US Median.

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.

Category	Index
Housing	83
Food	85
Apparel & Services	71
Transportation	90
Health Care	84
Entertainment & Recreation	92
Education	83
Pensions & Social Security	99
Other	81

| 0 | 50 | 100 | 150 | 200 | 250 | 300 | 350 |

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.

Management
Healthcare Practitioners And Technical
Education, Training, And Library
Sales And Related
Office And Administrative Support

Median Earnings (y-axis): $0, $20,000, $40,000, $60,000, $80,000, $100,000, $120,000, $140,000

Workers (Age 16+) (x-axis): 200,000, 400,000, 600,000

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

- Prefer practical vehicles like SUVs and trucks (domestic, of course).
- Sociable, church-going residents belonging to fraternal orders, veterans' clubs and charitable organizations and do volunteer work and fund-raising.
- Contribute to arts/cultural, educational, health, and social services organizations.
- DIY homebodies that spend on home improvement and gardening.
- Media preferences: country or movie channels.
- Leisure activities include movies at home, reading, fishing, and golf.

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.
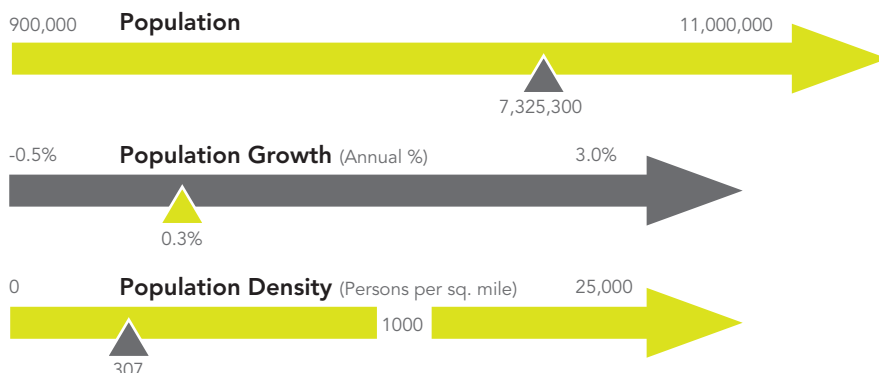

Typical Housing:
Single Family

Median Value:
$154,100
US Median: $207,300
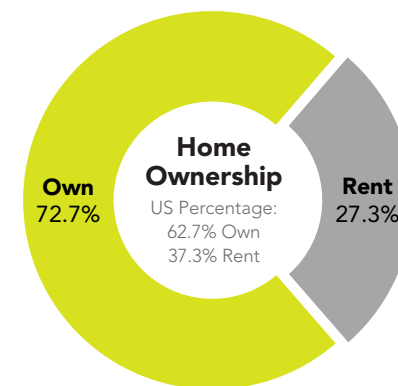
Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 72.7%

Rent 27.3%

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.

Population
900,000 — 11,000,000
7,325,300

Population Growth (Annual %)
-0.5% — 3.0%
0.3%

Population Density (Persons per sq. mile)
0 — 25,000
1000
307

ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.
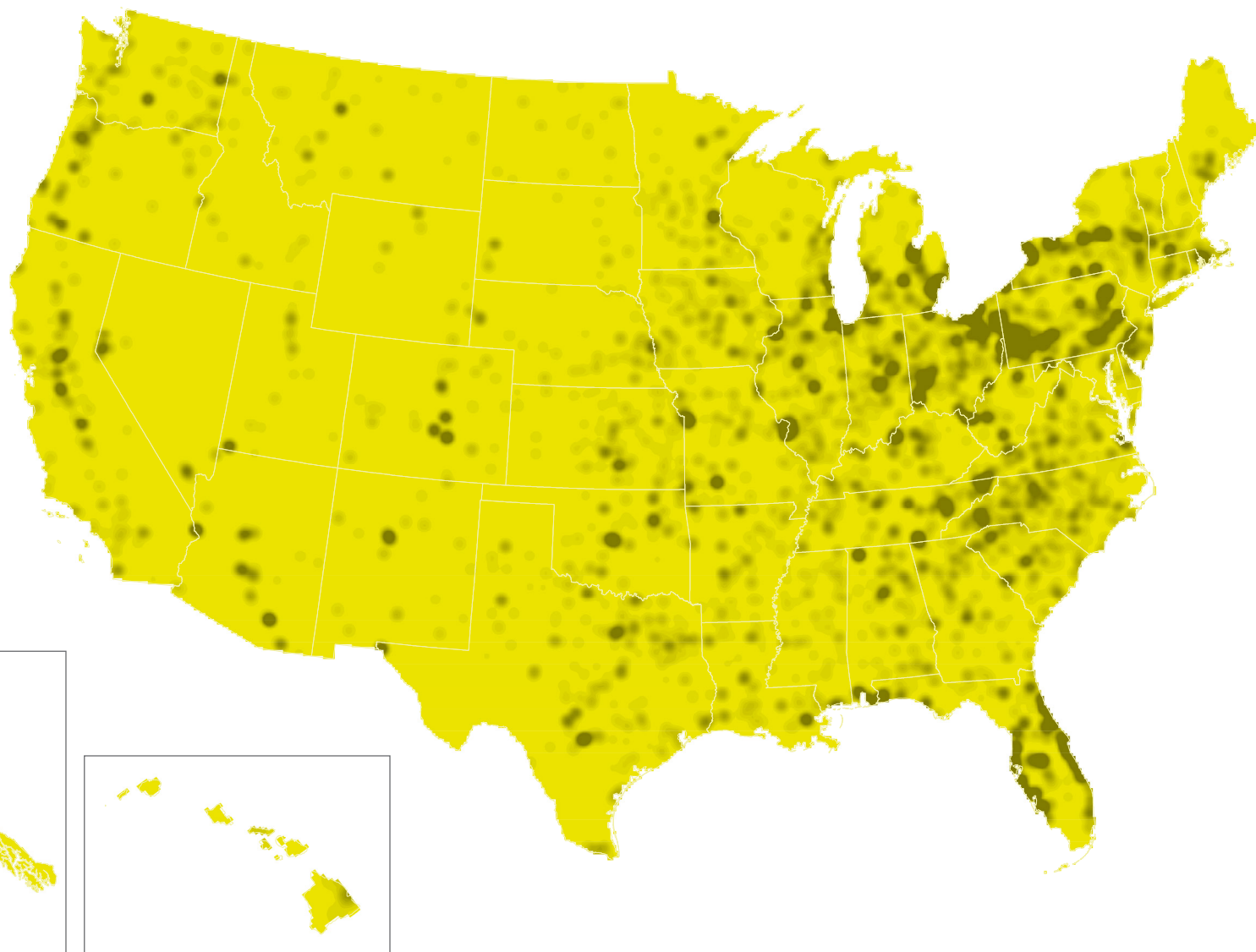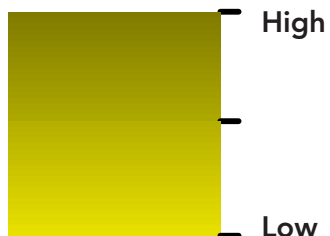
0 — **107** — 350
Wealth Index

0 — **104** — 350
Socioeconomic Status Index

0 — **163** — 350
Housing Affordability Index

SEGMENT DENSITY

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

High

Low

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esri.com

esri

THE
SCIENCE
OF
WHERE™

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%.
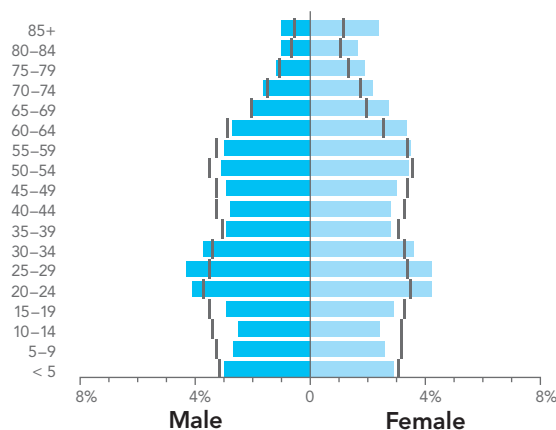
SOCIOECONOMIC TRAITS

- 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.

TAPESTRY SEGMENTATION
esri.com/tapestry

AGE BY SEX (Esri data)

Median Age: 38.5 US: 37.6

❙ Indicates US

85+
80–84
75–79
70–74
65–69
60–64
55–59
50–54
45–49
40–44
35–39
30–34
25–29
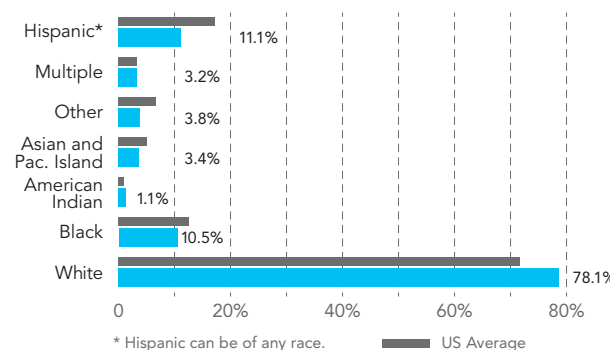20–24
15–19
10–14
5–9
< 5

8% 4% 0 4% 8%

Male   **Female**

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).
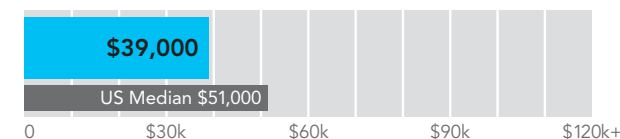
Diversity Index: 50.1 US: 62.1

Hispanic* 11.1%
Multiple 3.2%
Other 3.8%
Asian and Pac. Island 3.4%
American Indian 1.1%
Black 10.5%
White 78.1%

0 20% 40% 60% 80%

* Hispanic can be of any race. ▬ US Average

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.
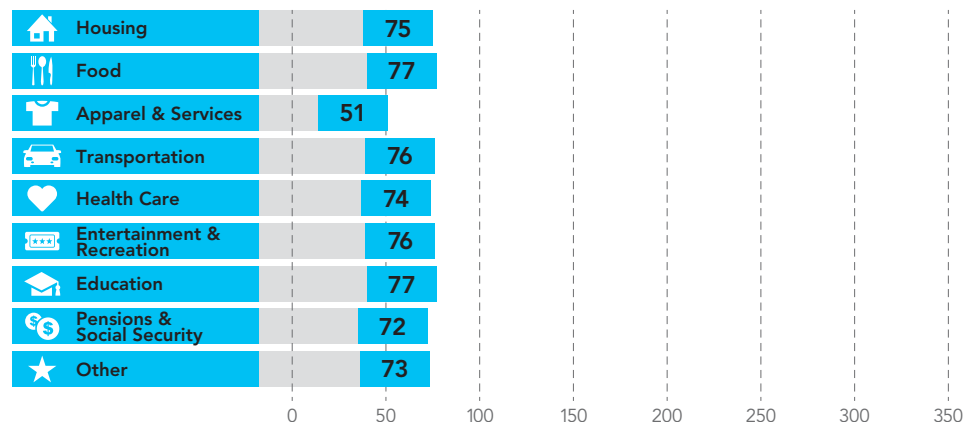
Median Household Income

$39,000

US Median $51,000

0 $30k $60k $90k $120k+

Median Net Worth

$23,000

US Median $71,000
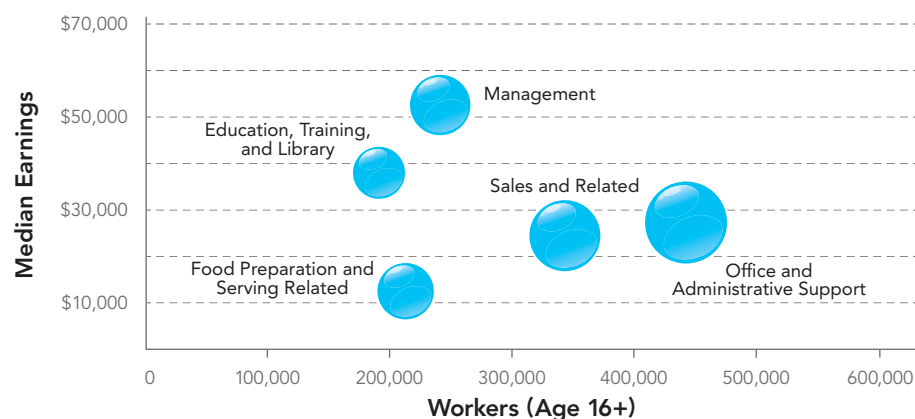
0 $100k $200k $300k $400k+

AVERAGE HOUSEHOLD BUDGET INDEX

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Category	Index
🏠 Housing	75
🍴 Food	77
👕 Apparel & Services	51
🚗 Transportation	76
❤️ Health Care	74
📺 Entertainment & Recreation	76
✉️ Education	77
💲 Pensions & Social Security	72
⭐ Other	73

0 50 100 150 200 250 300 350

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.

Median Earnings

$70,000
$50,000
$30,000
$10,000

Management
Education, Training, and Library
Sales and Related
Food Preparation and Serving Related
Office and Administrative Support

0 100,000 200,000 300,000 400,000 500,000 600,000

Workers (Age 16+)

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.

Home Ownership
US Percentage:
63.6% Own
36.4% Rent

Own 46.4%

Rent 53.6%
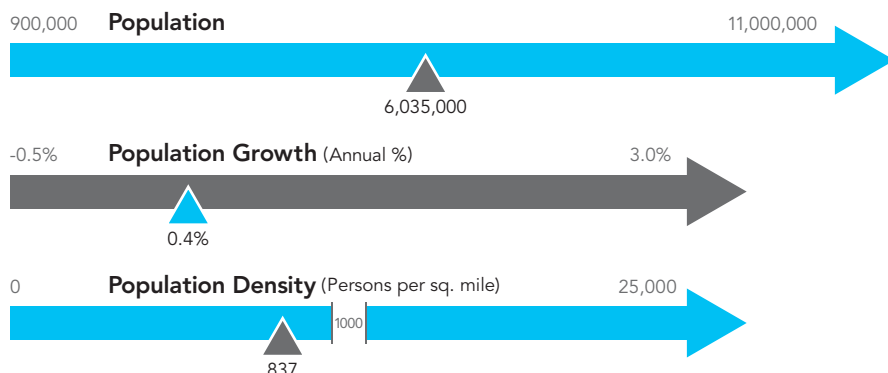
Typical Housing:
Single Family;
Multiunits

Average Rent:
$850

US Average: $990
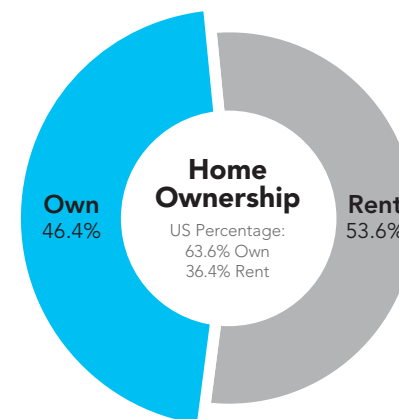
POPULATION CHARACTERISTICS

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.

Population
900,000 — 11,000,000
6,035,000

Population Growth (Annual %)
-0.5% — 3.0%
0.4%

Population Density (Persons per sq. mile)
0 — 25,000
1000
837

ESRI INDEXES

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

0 — **60** — 350
Wealth Index

0 — **92** — 350
Socioeconomic Status Index

0 — **134** — 350
Housing Affordability Index
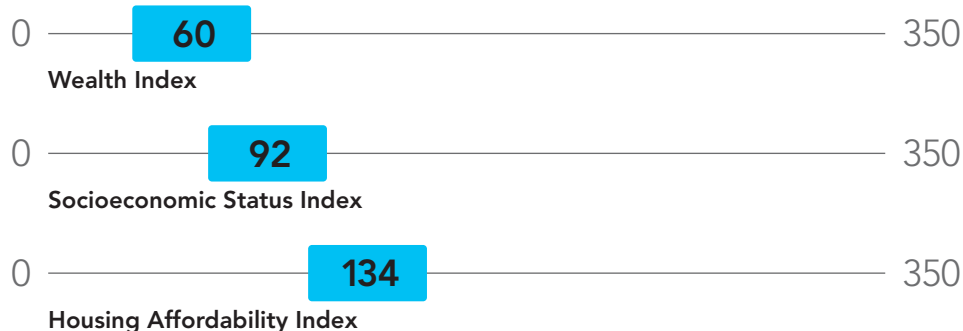
SEGMENT DENSITY

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

High

Low

G62222
ESRI2C7/14dl

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info@esri.com
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