

Lifestyle Market Potential Analysis

Background & Methodology

Community Tapestry data was purchased from ESRI Business Information Solutions for Waushara County. ESRI created 65 neighborhoods classifications based on the socioeconomic and demographic characteristics of Census block groups in the United States. These neighborhoods represent distinct markets. Surveys conducted by Mediamark Research Incorporated in 2004 were combined with the Tapestry lifestyle data to determine the market potential by neighborhood. The market potential is measured using a Market Potential Index. The Index illustrates the potential demand or interest a lifestyle segment has for a product or activity compared to the overall national demand or interest in a product or activity. The index value of 100 represents the overall demand/interest for the average household in the United States. A value less than 100, indicates that households in a lifestyle segment has less of a demand/interest than the average American household. A value greater than 100, indicates that a household in a lifestyle segment has more a greater demand/interest in a product or activity than the average American household. The larger number is, the greater then demand, and conversely the lower the number, the lower the demand. The definition of a household is different from that of a family. A family is comprised of related individuals living together. A household is comprised of people living together in one dwelling unit (a house, an apartment, a condominium unit, or a mobile home). This could be a single individual, a family, or roommates.

For the purpose of the analysis conducted for this project, a number of 76 to 124 is considered close to the demand/interest of the average American household. An index value of 74 to 124 is considered to be somewhat less than the average American household. An index value of 50 to 74 is less than a little less that the average American household. An index value of 50 to 24 is considered to be less than the average American household. An indeed value of 24 or less is considered to be a lot less the average American household. An index value of 125 to a 149 is a little more than the average American household. An index value of 150 to 174 is more that the average American household. An index value of 175 to 199 is a lot more than the average American household. An index of 200 or more is has a great deal more demand/interest than the average American household.

Based on the average demographics of Census block groups, Waushara County contains eight (8) Community Tapestry lifestyle segments. The terms used to describe the lifestyle segments were created by ESRI. They somewhat reflect characteristics of the lifestyle, but one should not put much value in the name because it is made-up. The Community Tapestry lifestyle segments and the percentage of the households in Waushara County associated with that lifestyle segment are: Salt of the Earth (12%), Rural Resort Dwellers (45.4%), Midlife Junction (8.7%), Southern Satellites (11.3%), Rooted Rural (18%), Senior Sun Seekers (6.3%), Heartland Communities (3.9%), and Simple Living (4.3%).