



## WHITE PAPER SERIES

### **GIS Marketing Research Report Spring 2023**

Decision Support and  
Institutional Research

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### EXECUTIVE SUMMARY

**B**uilding on the success of the first GIS Marketing report published in 2021, Decision Support and Institutional Research (DSIR) worked with APSU's Geographic Information Center (GIS) to update their study that utilized existing freshmen cohort data along with data extracted from the Environmental Systems Research Institute (ESRI) GIS system. Five years of APSU's freshman cohort permanent address data were compared against the ESRI system in order to gather demographic and sociographic information.

The results of the study indicate that, out of the 14 LifeModes established by ESRI, APSU freshman were mainly concentrated into "Sporting Explorers," "Family Landscapes," and "Rustic Outposts." Also, out of the 67 possible Tapestry Segments established by ESRI, APSU freshman were mainly concentrated into "Up and Coming Families," "Workday Drive," and "Southern Satellites."

The following were observed:

- Among the top five LifeMode groups, where the heaviest concentration of APSU's freshman cohort permanently resided, there has been little change during the five-year period.
- During the past five cohorts, students are still mainly coming from a 50-mile or less area from the campus. This trend is increasing. Adding more focus to areas beyond 50 miles could improve freshman cohort numbers.
- In addition to the three major LifeMode groups that APSU captures, it could concentrate on an increasing number of students classified within the LifeMode group called "Midtown Singles." Within this group, APSU could define a new market niche.

With this information, DSIR was able to generate a list of potential target markets within a 300-mile radius of APSU. Additionally Tapestry Segment profiles containing the three major concentrations of students are also included in the report.

## INTRODUCTION

The field of Geographic Information Systems (GIS) started in the 1960's as computers and computational geography emerged. Michael Goodchild, a British-American geographer, formalized GIS research to include key geographic information science topics such as spatial analysis and visualizations (ESRI, 2018).

The first computerized GIS system was developed by Roger Tomlinson to allow the Canadian government to create a manageable inventory of its natural resources and Tomlinson's vision enabled the government to establish its national land-use management program. At this point, GIS systems were seen in limited terms of land inventory and management. Later, a Harvard Lab employee, Jack Dangermond and his wife founded Environmental Systems Research Institute, Inc. (ESRI, 2018).

The firm applied computer mapping and spatial analysis to help land use planners and resource managers make better informed decisions. In 1981 the company went public and many business and educational institutions were using the mapping software product. ESRI is now considered the premier GIS software maker.

According to ESRI (2018),

*"A geographic information system (GIS) is a framework for gathering, managing, and analyzing data. Rooted in the science of geography, GIS integrates many types of data. It analyzes spatial location and organizes layers of information into visualizations using maps and 3D scenes. With this unique capability, GIS reveals deeper insights into data, such as patterns, relationships, and situations—helping users make smarter decisions."*

From a technical standpoint, a GIS is a type of management information system. The system is designed to work with data that is spatially referenced. Simply put, GIS is a spatially aware database with specific capabilities for manipulating data with a geographic component, as well as a set of operations for analyzing the data (Chrisman, 1999).

While ESRI released the first commercially available GIS system for mainframe computers in 1982, it was not until the 1990s that GIS gained traction outside of large governmental agencies. In

*"Simply put, a GIS is spatially aware database with specific capabilities for manipulating data with a geographic component..."*

the 1990s, as computing power increased and hardware prices plummeted, GIS became a viable technology for state and local government (Brovelli, 2006). The growth of GIS has continued to the present. Some common uses of GIS include (Millsaps & Jensen, 2018) mapping for:

- Planning and zoning
- Property assessment
- 911 Response
- Disaster relief
- Route planning
- Crime analysis
- Health

The literature is rich regarding the use of GIS software in the higher education classroom. For example, Jo & Hong (2020) and Perugini & Bodzin (2020) maintain that GIS systems help enhance students' ability to generate and recognize spatial concepts. Furthermore, Jant *et.al* (2020) found that GIS systems more broadly enhance students' science, technology, engineering, and math (STEM) reasoning skills.

While there exists a lot of information on how GIS systems are used in the classroom, information on it being used outside the classroom and for higher education administrative purposes is sparser. Yuan (2020) suggests that school districts, college recruitment offices and other centers or departments within a college and university can attain straightforward images of the geographical distribution of their students while Ousley (2010) maintains that GIS systems can be useful in developing characteristics for predicting student persistence and graduation.

Morris & Thrall (2010) found that, among the valuable information that higher education institutions can create using GIS technology are psychographic profiles of student populations, commuting patterns, the underlying demographics of the institution's target area, and the ability to plan for new facilities to meet the need of the market. Mora (2003) outlined how a major public research university was utilizing GIS technology to help with strategic and tactical decision in student recruitment on its main campus.

### GIS at APSU

The APSU GIS Center has served the Clarksville community for 20 years. Over the years, the Center has worked on a variety of GIS, GPS, and Technology projects. The Center uses its experi-

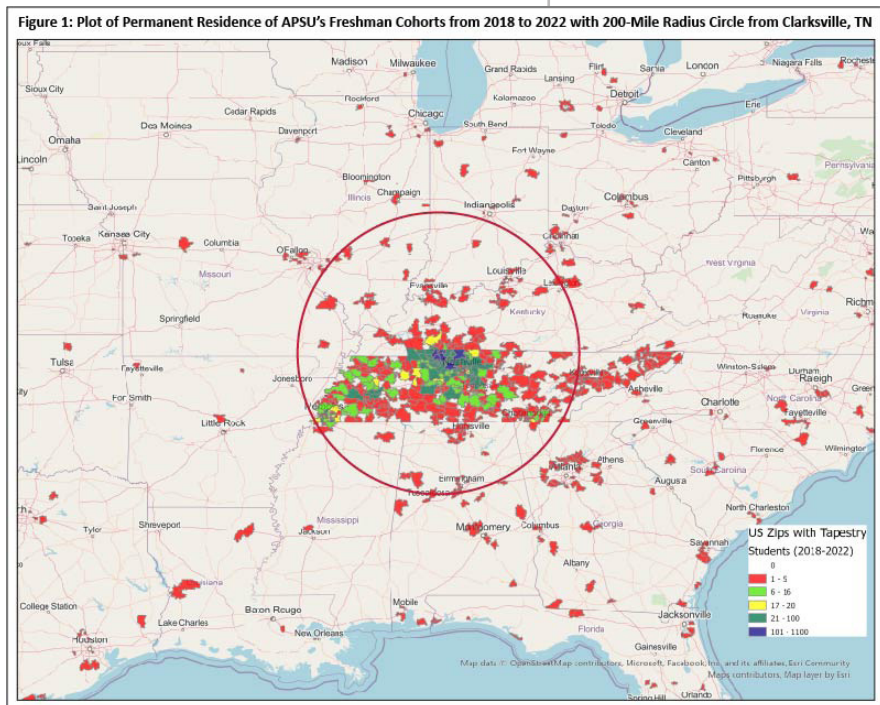
*“While there exists a lot of information on how GIS systems are used in the classroom, information on it being used outside the classroom and for higher education administrative purposes is sparser.”*

ence to bring value to clients by showing them that solutions to questions do not have to be expensive and complicated. They are able to utilize the software to find simple solutions that maximize limited client resources. APSU GIS researchers, professionals, and student workers collaborate to deliver their experience and service to numerous constituencies.

Austin Peay State University and the APSU GIS Center have leveraged an ESRI Campus site license. These licenses are utilized for research efforts at the GIS Center, Center of Excellence of Field Biology, Southern Grassland Initiative, and other research projects. The licenses are also used by various academic classes. The site licenses give APSU access to numerous pieces of GIS software. These include ArcMap, ArcGIS Pro, and ArcGIS Online.

In an attempt to utilize this GIS technology as part of the institution's overall enrollment management endeavors, Decision Support and Institutional Research reached out to the GIS Center to determine how the technology could be used to pinpoint concentrated markets, trends in market growth and decline, identification of new markets, and how the two offices could move the project forward.

The map located in **Figure 1** depicts where APSU's freshman cohorts of 2018 to 2022 permanently reside. It is clear that the majority of these students mainly come from the Clarksville, Tennessee area as well as other places around middle Tennessee. The red circle in the map denotes a 200-mile radius from Clarksville, indicating the potential market reach of APSU and the enrollment management team. Rather than trying to address this entire area, it would be optimal to target specific segments based upon various demographic and sociographic data similar to APSU's freshman class.



## METHODOLOGY

To explore the possibilities of utilizing GIS technology with enrollment management, DSIR sent a data file containing the information on the freshman cohorts for the fall 2018 to fall 2022 semesters and included their permanent address. In the original 2021 report, DSIR and the GIS Center used ZIP codes rather than the more narrowing defined permanent address. These permanent addresses were fed into the ESRI system and a comprehensive map was constructed whereby various socio-graphic data could be plotted. These datasets included population, demographic, crime, and educational attainment statistics. One of the more interesting ESRI datasets is the Tapestry Segmentation. As described by ESRI:

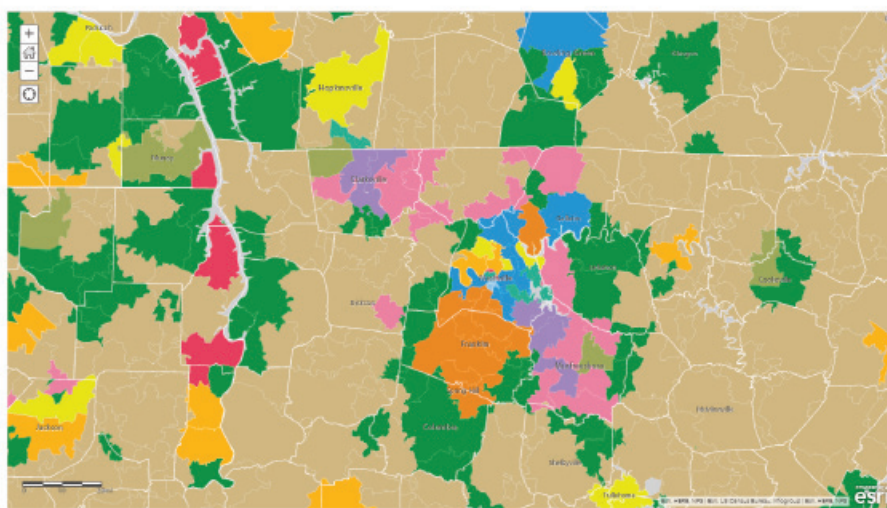
“Tapestry Segmentation classifies neighborhoods into 67 unique segments based not only on demographics but also socioeconomic characteristics. It describes US neighborhoods in easy-to-visualize terms, ranging from Affluent Neighborhoods to Heartland Communities.”

Simply stated, the Tapestry data represents a large collection of demographic, purchasing, and economic data that can be combined geographically with other datasets to give the user a rich understanding of an area’s socioeconomic status. For example, when combined with enrollment data, ESRI ArcGis Online (AGOL) and Tapestry can give an indication of the types of socio-economic areas that draw APSU students.

Plotting the freshman cohorts, the map quickly displayed a color-coded representation of the various Tapestry Segments across the county of where APSU’s new freshmen permanently resided. A screen capture in **Figure 2** indicates examples of these Tapestry Segments within portions of the middle Tennessee/southern Kentucky area. Because there are often multiple Tapestry Segments within a particular

*“...Tapestry data represents a large collection of demographic, purchasing, and economic data that can be combined geographically with other datasets to give the user a rich understanding of an area’s socioeconomic status.”*

Figure 2: Tapestry Segments of Parts of Middle Tennessee and Southern Kentucky





Zip Code, utilizing students' permanent address allowed the new study to pinpoint the specific Tapestry Segment corresponding to that student rather than collecting the most prominent Tapestry Segment within that Zip Code.

Seeing that this dataset could be useful in enrollment management research, DSIR requested the GIS Center to retrieve the Tapestry Segments of Zip Codes within a 200 mile radius of the APSU campus. These data were downloaded onto a spreadsheet for further analysis.

Clearly, running analysis on 67 unique Tapestry Segments would render an over-abundance of information because only a few segments would contain a majority of the students, others would have only a few, and many more would have no students at all. As a way to effectively manage these segments into smaller groups, ESRI created 14 broader LifeMode groups. Displayed in **Figure 3** is a chart containing all of the Tapestry Segments within their respective LifeMode groups. While the analysis run by DSIR includes both the Tapestry Segment and LifeMode groups, the majority of that analysis described in this paper will focus on the LifeMode groups.

**Figure 3: LifeModes with included Tapestry Segments**

<b>Affluent Estates</b>	Top Tier Professional Pride Boomburbs Savvy Suburbanities Exurbanites	<b>Upscale Avenues</b>	Urban Chic Pleasantville Pacific Heights Enterprising Professionals
<b>Uptown Individuals</b>	Laptops and Lattes Metro Renters Trendsetters	<b>Family Landscapes</b>	Workday Drive Home Improvement Middleburg
<b>GenXurban</b>	Comfortable Empty Nesters In Style Parks and Rec Rustbelt Traditions Midlife Constants	<b>Cozy Country Living</b>	Green Acres Salt of the Earth The Great Outdoors Prairie Living Rural Resort Dwelling Heartland Communities
<b>Sporting Explorers</b>	Up and Coming Families Urban Villages Urban Edge Families Forging Opportunity Farm to Table Southwestern Families	<b>Middle Ground</b>	City Lights Emerald City Bright Young Professionals Downtown Melting Pot Front Porches Old and Newcomers Hometown Heritage
<b>Senior Styles</b>	Silver and Gold Golden Years The Elders Senior Escapes Retirement Communities Social Security Set	<b>Rustic Outpost</b>	Southern Satellites Rooted Rural Economic BedRock Down the Road Rural Bypasses
<b>Midtown Singles</b>	City Strivers Young and Restless Metro Fusion Set to Impress City Commons	<b>Hometown</b>	Family Foundations Traditional Living Small Town Simplicity Modest Income Homes
<b>Next Wave</b>	Diverse Convergence Family Extensions NeWest Residents Fresh Ambitions High Rise Renters	<b>Scholars and Patriots</b>	Military Proximity College Towns Dorms to Diplomas

Since publishing the original study, ESRI changed some of the names of their LifeModes and Tapestry Segments. Specifically, the LifeMode "Ethnic Enclaves" was changed to "Sprouting Explorers." Furthermore, within Tapestry Segments, "Soccer Moms" was replaced with "Workday Drive;" "American Dreamers" was change to "Urban Edge Families;" "Barrios Urbanos"

was changed to "Forging Opportunity;" "Valley Growers" was changed to "Farm to Table;" "Hardscrabble Road "was changed to "Hometown Heritage;" "Diners and Miners "was changed to "Economic BedRock;" "International Marketplace" was changed to "Diverse Convergence;" and "Las Casas" was changed to "Family Extentions."

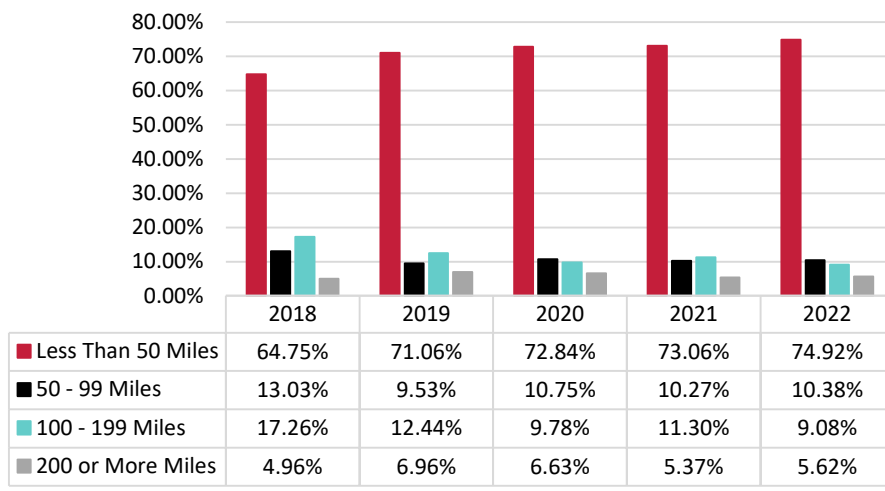
Process

Five years of APSU freshman cohort data from 2018 to 2022 were matched by permanent address to the GIS generated database containing the Tapestry Segments. Each Segment was then placed into one of the 14 LifeMode groups for analysis. The specific goals for the project were to determine concentrated markets, trends in market growth and decline, and identification of new markets. By observing five years of freshman cohort data, the researchers believed these goals could be accomplished.

Once the top three LifeModes containing the majority of APSU freshman cohort students were established, the researchers then identified those Tapestry Segments within the LifeModes that contained the majority of students. At this point, the researchers could then isolate all of the Zip Codes within a 200-mile radius of APSU as possible areas to direct marketing campaigns. Because all Tapestry Segments differ from each other in both demographic and sociographic characteristics, individual marketing plans could be developed for each of the top Tapestry Segments.

To calculate distance of APSU to any location using Zip Codes, the longitude and latitude coordinates were added to the data file for each Zip Code. Next, each longitude and latitude value was converted to radians, and the Great Circle Distance Formula was used to calculate distances in miles between the two pairs of values.

Figure 4: Distance From Home to APSU



As can be seen in **Figure 4**, while there has been an increase in

the percentage of new freshmen whose permanent residence is less than 50 miles over the past five years, a slight decrease can be seen in those freshmen who permanently reside 50 to 99 miles away, and also with those freshmen whose permanent address is 100 to 199 miles away. There is little change with the percentage of students attending APSU who permanently reside 200 miles or more away.

### Limitations of the study

As with all analyses, limitations exist which have some level of statistical and/or scientific impact to the results. Within this study, two limitations should be noted:

*Zip Codes* – when the study was first designed, it was determined that the Zip Code where the student permanently resides would be used. Many Zip Codes cover a broad area. Conversely, the Tapestry Segments used within the ESRI mapping system is more finitely defined. Subsequently, there can be many Tapestry Segments contained within one Zip Code. To control for this issue, ESRI has the ability to determine the most dominant Tapestry Segment within a particular Zip Code. In the current study, the student’s physical address was used instead of Zip Codes and therefore, identifies the actual Tapestry Segment where that student permanently resides.

*Timeframe* – This study used data from the last five freshman cohorts to cover the years 2018 to 2022. However, the ESRI system is based upon current-year data. During the five-year time span, an area could change from one Tapestry Segment to another. Therefore, the Tapestry Segment that is identified for the freshman cohort of 2018 is actually the dominant Tapestry Segment assigned to that permanent address during the year 2022. While this issue probably has minimum impact on the study, the results would be different if the ESRI system were able to identify historical Tapestry Segments.

## RESULTS

A total of five APSU freshman cohorts from 2018 to 2022 were compared to the permanent address data through the ERSI system. Data from the mapping system were then pulled down and added to the freshman cohort dataset. One of the data elements that was pulled from the GIS system was the Tapestry Segmentation which is a geodemographic segmentation system that integrates consumer traits with residential characteristics to identify markets and classify US neighborhoods. Within the Tapestry Segments are 14 broader LifeMode groups which represent markets that share a common experience (i.e. born in the same generation or immigration from another country) or a significant demographic trait, like affluence. The majority of the analysis within this paper will center around the LifeMode groups – although the top Tapestry Segments where the majority of the APSU freshman cohort permanently reside will be highlighted later in the paper.

According to ESRI (2021), the 14 LifeModes are defined as the following:

### Affluent Estates

- Established wealth—educated, well-traveled married couples
- Accustomed to “more”: less than 10% of all households, with 20% of household income
- Homeowners (almost 90%), with mortgages (65.2%)
- Married couple families with children ranging from grade school to college
- Expect quality; invest in time-saving services
- Participate actively in their communities
- Active in sports and enthusiastic travelers

### Upscale Avenues

- Prosperous married couples living in older suburban enclaves
- Ambitious and hard-working
- Homeowners (70%) prefer denser, more urban settings with older homes and a large share of townhomes
- A more diverse population, primarily married couples, many with older children
- Financially responsible, but still indulge in casino gambling and lotto tickets

- Serious shoppers, from Nordstrom's to Marshalls or DSW, that appreciate quality, and bargains
- Active in fitness pursuits like bicycling, jogging, yoga, and hiking
- Subscribe to premium movie channels like HBO and Starz

### Uptown Individuals

- Young, successful singles in the city
- Intelligent (best educated market), hard-working (highest rate of labor force participation) and averse to traditional commitments of marriage and home ownership
- Urban denizens, partial to city life, high-rise apartments and uptown neighborhoods
- Prefer credit cards over debit cards, while paying down student loans
- Green and generous to environmental, cultural and political organizations
- Internet dependent, from social connections to shopping for fashion, tracking investments, making travel arrangements, and watching television and movies
- Adventurous and open to new experiences and places

### Family Landscapes

- Successful young families in their first homes
- Non-diverse, prosperous married-couple families, residing in suburban or semirural areas with a low vacancy rate (second lowest)
- Homeowners (79%) with mortgages (second highest %), living in newer single-family homes, with median home value slightly higher than the U.S.
- Two workers in the family, contributing to the second highest labor force participation rate, as well as low unemployment
- Do-it-yourselfers, who work on home improvement projects, as well as their lawns and gardens
- Sports enthusiasts, typically owning newer sedans or SUVs, dogs, and savings accounts/plans, comfortable with the latest technology
- Eat out frequently at fast food or family restaurants to accommodate their busy lifestyle
- Especially enjoy bowling, swimming, playing golf, playing video games, watching movies rented via Redbox, and taking trips to a zoo or theme park

*"Within the Tapestry Segments are 14 broader LifeMode groups which represent markets that share a common experience (i.e. born in the same generation or immigration from another country) or a significant demographic trait, like affluence."*

### GenXurban

- Gen X in middle age; families with fewer kids and a mortgage
- Second largest Tapestry group, comprised of Gen X married couples, and a growing population of retirees
- About a fifth of residents are 65 or older; about a fourth of households have retirement income
- Own older single-family homes in urban areas, with 1 or 2 vehicles
- Live and work in the same county, creating shorter commute times
- Invest wisely, well-insured, comfortable banking online or in person
- News junkies (read a daily newspaper, watch news on TV, and go online for news)
- Enjoy reading, renting movies, playing board games and cards, doing crossword puzzles, going to museums and rock concerts, dining out, and walking for exercise

### Cozy Country Living

- Empty nesters in bucolic settings
- Largest Tapestry group, almost half of households located in the Midwest
- Homeowners with pets, residing in single-family dwellings in rural areas; almost 30% have 3 or more vehicles and, therefore, auto loans
- Politically conservative and believe in the importance of buying American
- Own domestic trucks, motorcycles, and ATVs/UTVs
- Prefer to eat at home, shop at discount retail stores (especially Walmart), bank in person, and spend little time online
- Own every tool and piece of equipment imaginable to maintain their homes, vehicles, vegetable gardens, and lawns
- Listen to country music, watch auto racing on TV, and play the lottery; enjoy outdoor activities, such as fishing, hunting, camping, boating, and even bird watching

### Sporting Explorers

- Established diversity—young, Hispanic homeowners with families
- Multilingual and multigenerational households feature children that represent second-, third- or fourth-generation Hispanic families

- Neighborhoods feature single-family, owner-occupied homes built at city's edge, primarily built after 1980
- Hard-working and optimistic, most residents aged 25 years or older have a high school diploma or some college education
- Shopping and leisure also focus on their children—baby and children's products from shoes to toys and games and trips to theme parks, water parks or the zoo
- Residents favor Hispanic programs on radio or television; children enjoy playing video games on personal computers, handheld or console devices
- Many households have dogs for domestic pets

### Middle Ground

- Lifestyles of thirtysomethings
- Millennials in the middle: single/married, renters/home-owners, middle class/working class
- Urban market mix of single-family, townhome, and multi-unit dwellings
- Majority of residents attended college or attained a college degree
- Householders have ditched their landlines for cell phones, which they use to listen to music (generally contemporary hits), read the news, and get the latest sports updates of their favorite teams
- Online all the time: use the Internet for entertainment (downloading music, watching YouTube, finding dates), social media (Facebook, Twitter, LinkedIn), search for employment
- Leisure includes night life (clubbing, movies), going to the beach, some travel and hiking

### Senior Styles

- Senior lifestyles reveal the effects of saving for retirement
- Households are commonly married empty nesters or singles living alone; homes are single-family (including seasonal getaways), retirement communities, or high-rise apartments
- More affluent seniors travel and relocate to warmer climates; less affluent, settled seniors are still working toward retirement
- Cell phones are popular, but so are landlines
- Many still prefer print to digital media: Avid readers of newspapers, to stay current

- Subscribe to cable television to watch channels like Fox News, CNN, and The Weather Channel
- Residents prefer vitamins to increase their mileage and a regular exercise regimen

### **Rustic Outposts**

- Country life with older families in older homes
- Rustic Outposts depend on manufacturing, retail and healthcare, with pockets of mining and agricultural jobs
- Low labor force participation in skilled and service occupations
- Own affordable, older single-family or mobile homes; vehicle ownership, a must
- Residents live within their means, shop at discount stores and maintain their own vehicles (purchased used) and homes
- Outdoor enthusiasts, who grow their own vegetables, love their pets and enjoy hunting and fishing
- Technology is cost prohibitive and complicated. Pay bills in person, use the yellow pages, read newspapers, magazines, and mail-order books

### **Midtown Singles**

- Millennials on the move—single, diverse, urban
- Millennials seeking affordable rents in apartment buildings
- Work in service and unskilled positions, usually close to home or public transportation
- Single parents depend on their paycheck to buy supplies for their very young children
- Midtown Singles embrace the Internet, for social networking and downloading content
- From music and movies to soaps and sports, radio and television fill their lives
- Brand savvy shoppers select budget friendly stores

### **Hometown**

- Growing up and staying close to home; single householders
- Close knit urban communities of young singles (many with children)
- Owners of old, single-family houses, or renters in small multi-unit buildings
- Religion is the cornerstone of many of these communities



- Visit discount stores and clip coupons, frequently play the lottery at convenience stores
- Canned, packaged and frozen foods help to make ends meet
- Purchase used vehicles to get them to and from nearby jobs

### Next Wave

- Urban denizens, young, diverse, hard-working families
- Extremely diverse with a Hispanic majority, the highest among LifeMode groups
- A large share are foreign born and speak only their native language
- Young, or multigenerational, families with children are typical
- Most are renters in older multi-unit structures, built in the 1960s or earlier
- Hard-working with long commutes to jobs, often utilizing public transit to commute to work
- Spending reflects the youth of these consumers, focus on children (top market for children's apparel) and personal appearance
- Also a top market for movie goers (second only to college students) and fast food
- Partial to soccer and basketball

### Scholars and Patriots

- College and military populations that share many traits due to the transitional nature of this LifeMode Group
- Highly mobile, recently moved to attend school or serve in military
- The youngest market group, with a majority in the 15 to 24 year old range
- Renters with roommates in nonfamily households
- For many, no vehicle is necessary as they live close to campus, military base or jobs
- Fast-growing group with most living in apartments
- Part-time jobs help to supplement active lifestyles
- Millennials are tethered to their phones and electronic devices, typically spending over 5 hours online every day tweeting, blogging, and consuming media
- Purchases aimed at fitness, fashion, technology and the necessities of moving
- Highly social, free time is spent enjoying music, being out with friends, seeing movies
- Try to eat healthy, but often succumb to fast food

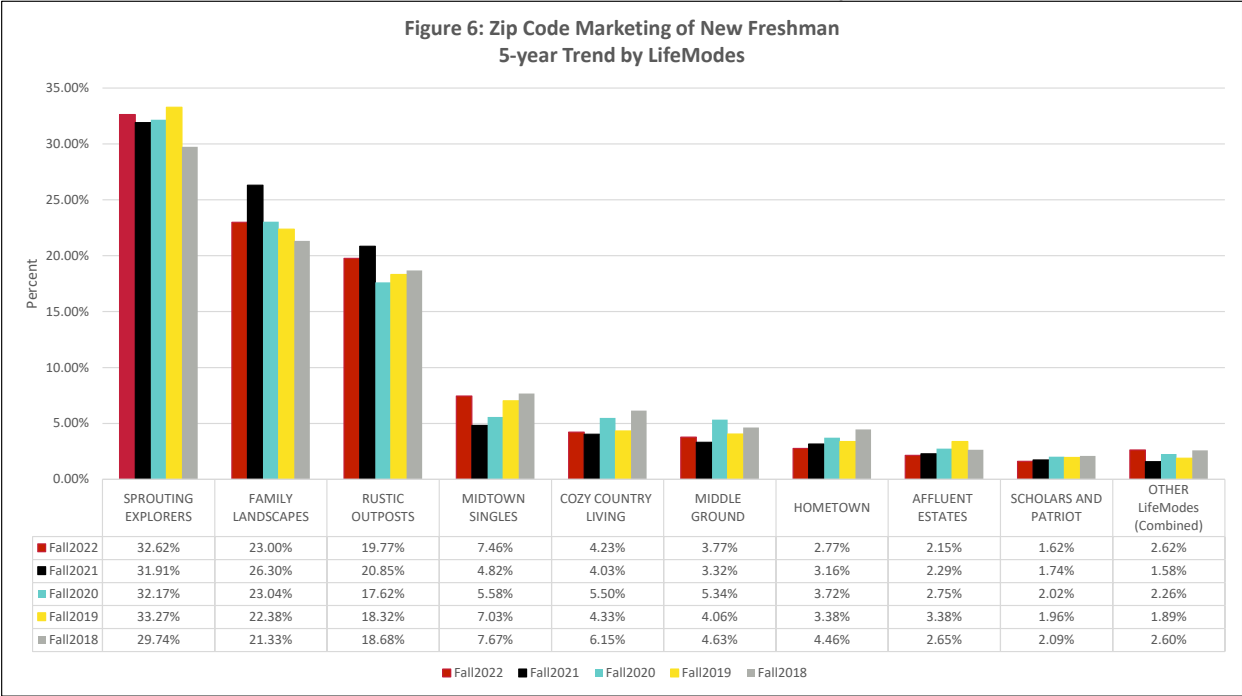
Analysis of the permanent address data over the five-year period through the ESRI GIS system revealed that APSU's freshman cohort reside within over 40 of the possible 67 Tapestry Segments. Over 70% of these students, however, are concentrated within only five Segments. Similarly, when these students were placed into the broader LifeMode groups, over 75% were concentrated into only three areas. These concentrations clearly demonstrate the consistency by which the institution is attracting its first-time freshmen and allows it to develop clear plans for the future.

Shown in **Figure 5** are the top five Tapestry Segments and LifeModes for each of the five freshman cohorts. It is clear that the top three Tapestry Segments and LifeModes showed little change during the five-year period, while the percentage of distribution among these top groupings shows modest change. The Tapestry Segment "Up and Coming Families" along with its matching LifeMode of "Sprouting Explorers" are clearly at the top and have shown moderate increases since 2018. The Tapestry Segment "Workday Drive" with its matching LifeMode "Family Landscapes" are the next strongest area, but have shown modest increases over the last five years.

Within the Tapestry Segments, only "Middleburg" and "Rooted Rural" change places in 2018. The rest stay the same. Among the Lifemodes, there is some movement within the fourth and fifth spots with "Affluent Estates" overtaking "Middle Ground" for a couple of years.

<b>Figure 5: Top Tapestry Segments and LifeModes 2018 - 2022</b>			
<b>Freshman 2022 Cohort</b>			
<b>Tapestry Segments</b>	<b>%</b>	<b>LifeModes</b>	<b>%</b>
Up and Coming Families	32.92	Sprouting Explorers	32.62
Workday Drive	19.23	Family Landscapes	23.00
Southern Satellites	10.38	Rustic Outposts	19.77
Rooted Rural	5.69	Cozy Country Living	7.46
Middleburg	4.08	Middle Ground	4.23
<b>Freshman 2021 Cohort</b>			
<b>Tapestry Segments</b>	<b>%</b>	<b>LifeModes</b>	<b>%</b>
Up and Coming Families	32.07	Sprouting Explorers	31.91
Workday Drive	20.30	Family Landscapes	26.30
Southern Satellites	11.37	Rustic Outposts	20.85
Rooted Rural	5.85	Cozy Country Living	4.82
Middleburg	5.21	Affluent Estates	4.03
<b>Freshman 2020 Cohort</b>			
<b>Tapestry Segments</b>	<b>%</b>	<b>LifeModes</b>	<b>%</b>
Up and Coming Families	32.66	Sprouting Explorers	32.17
Workday Drive	18.03	Family Landscapes	23.04
Southern Satellites	10.19	Rustic Outposts	17.62
Rooted Rural	5.01	Affluent Estates	5.58
Middleburg	4.37	Cozy Country Living	5.50
<b>Freshman 2019 Cohort</b>			
<b>Tapestry Segments</b>	<b>%</b>	<b>LifeModes</b>	<b>%</b>
Up and Coming Families	33.27	Sprouting Explorers	33.27
Workday Drive	16.63	Family Landscapes	22.38
Southern Satellites	10.21	Rustic Outposts	18.32
Rooted Rural	5.54	Middle Ground	7.03
Middleburg	5.27	Cozy Country Living	4.33
<b>Freshman 2018 Cohort</b>			
<b>Tapestry Segments</b>	<b>%</b>	<b>LifeModes</b>	<b>%</b>
Up and Coming Families	29.86	Sprouting Explorers	29.74
Workday Drive	15.97	Family Landscapes	21.33
Southern Satellites	8.86	Rustic Outposts	18.68
Middleburg	4.91	Cozy Country Living	7.67
Rooted Rural	4.29	Hometown	6.15

By observing trends over the past five years, it is clear to see in **Figure 6** that, not only are there more of the APSU cohort coming from the "Sprouting Explorers," "Family Landscapes," and "Rustic Outposts" groups, these three groups rank consistently higher for all five years.



While it is important to understand where the institution's new freshmen are coming, it might be equally important to see those areas where increases could be realized. In looking at the graph, it is clear that "Midtown Singles" is another area where the institution could be looking. As noted in the graph, there was an overall increase in this group of students during 2022. This group includes the Tapestry Segments of "City Strivers," "Young and Restless," "Metro Fusion," "Set to Impress," and "City Commons." Furthermore, the "Cozy County Living" and "Middle Ground" groups could also provide area of increase student enrollment.

## FUTURE MARKETING ENDEAVORS

This study looked at five years of APSU's freshman cohort and compared students' permanent residence against the ESRI system in order to gather demographic and sociographic information. The results of the study indicate that, out of the 14 LifeModes established by ESRI, APSU freshmen were mainly concentrated into "Sprouting Explorers," "Family Landscapes," and "Rustic Outposts." Also, out of the 67 possible Tapestry Segments, APSU freshmen were mainly concentrated into "Up and Coming Families," "Workday Drive," and "Southern Satellites."

Furthermore, it was determined that, among the top five Life Mode groups where the heaviest concentration of APSU's freshman cohort permanently resided, there has been little change during the five-year period. With this information, DSIR was able to generate a list of potential target markets within a 200-mile radius of APSU. This list is included in Appendix A and includes the Tapestry Segment, City, State, Zip Code, the number of APSU's 2022 cohort who permanently reside in that area, as well as the distance from that area to APSU.

Additionally, ESRI has provided individual profiles of each Tapestry Segment group to include population growth, home ownership, types of occupations, household budget, as well as other demographic and sociographic data. The top three Tapestry Segment groups of "Up and Coming Families," "Workday Drive," and "Southern Satellites" are contained in Appendices B through D respectively.

By combining the target market list with the group profiles, the APSU enrollment management team should be able to not only pinpoint various areas they would like to focus scarce resources on, they should also be able to create unique marketing plans for each of the three LifeMode groups.

### Recommendations

To show an example of how these data may be used, the most heavily concentrated area where APSU freshmen are coming from is in the "Up and Coming Families" group. Accordingly, this group consists of many young, Hispanic homeowners with families in multi-generational households. Furthermore, most within this group are considered hard-working and optimistic, and most residents aged 25 years or older have a high school diploma or some college education. Conversely, APSU's overall enrollment

*"By combining the target market list with the group profiles, the APSU enrollment management team should be able to not only pinpoint various areas they would like to focus scarce resources on, they should also be able to create unique marketing plans for each of the three Tapestry Segment groups."*

of Hispanics averages 838 over a five-year period and has shown a steady increase. Currently, they make up an average of 8% of APSU's total population.

An added benefit to concentrating on the "Up and Coming Families" group is in the promotion of the non-traditional learner because many families within this group as well as the "Sprouting Explorers" LifeMode tend to live in multi-generational households. A listing of all LifeMode and Tapestry Segment profiles can be found at the following link:

<https://doc.arcgis.com/en/esri-demographics/latest/regional-data/tapestry-segmentation.htm>

Another example of how the data could be used within enrollment management can be found in the "Family Landscapes" LifeMode group where the median home value is slightly higher than the U.S. and where there are two workers in the family, contributing to the second highest labor force. Most people in this group work in healthcare, management, and sales making this area a good choice for the College of Business and the College of Behavioral and Health Sciences.

Below are specific marketing strategies that can be utilized with the data provided within the appendices:

1. **Academic Outreach** - Establish relationships within the middle schools and high schools within each of the targeted zip codes. These relationships could include counselors, teachers, and alumni. APSU could specify that it is promoting specific academic programs that serve the targeted demographic.

2. **Traditional Media Outreach** - Highlight academic programs, news events, and stories of interest to the local media within the targeted zip codes. Target traditional media advertising (radio, television, billboard) to reach the specific demographic group represented by the Tapestry Segment.

3. **Social Media Outreach** - Utilize the advertising manager tool for all social media to capture the key demographic components within the Tapestry Segment for that Zip Code. Examples of the types of demographic components that could be used include gender, ethnicity, aggregate financial information, popular professions, and lifestyle factors.

4. **Specific Program Marketing** - By utilizing advertising manager tools to identify popular interests, searches, and key words, individual program marketing materials could be directed specifically to the individual who is most likely to show interest in the program. This could range from social media advertising to direct mail campaigns.

5. **Combine Resources** - By utilizing the data provided within the appendices of this report with the institution's Customer Relationship Management (CRM) system, greater concentration could be given to those areas that are seeing application activity to encourage more application submissions.

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## REFERENCES

**Appendix A**  
**Possible Target Markets within a 200-Mile Radius**



Appendix A

Possible Target Markets Within a 200-Mile Radius Based On Top Three Tapestry Segments

Tapestry Segment	Freshman Cohort 2022	City	State	Zip Code	Distance From APSU
Southern Satellites	0	Addison	AL	35540	149.97
Southern Satellites	0	Adger	AL	35006	200.21
Southern Satellites	1	Albertville	AL	35950	161.50
Southern Satellites	0	Altoona	AL	35952	169.59
Southern Satellites	0	Anderson	AL	35610	101.60
Southern Satellites	0	Ardmore	AL	35739	105.72
Southern Satellites	0	Athens	AL	35614	105.80
Southern Satellites	0	Baileyton	AL	35019	150.89
Southern Satellites	0	Boaz	AL	35956	171.93
Southern Satellites	0	Brookside	AL	35036	196.80
Southern Satellites	0	Bryant	AL	35958	139.92
Southern Satellites	0	Cleveland	AL	35049	173.30
Southern Satellites	0	Crossville	AL	35962	162.75
Southern Satellites	0	Cullman	AL	35058	153.89
Southern Satellites	0	Cullman	AL	35057	154.32
Southern Satellites	0	Danville	AL	35619	136.21
Southern Satellites	0	Dawson	AL	35963	164.67
Southern Satellites	0	Elkmont	AL	35620	103.62
Southern Satellites	0	Eva	AL	35621	146.80
Southern Satellites	0	Falkville	AL	35622	144.11
Southern Satellites	0	Fyffe	AL	35971	156.94
Southern Satellites	0	Gurley	AL	35748	125.11
Southern Satellites	0	Hayden	AL	35079	172.54
Southern Satellites	0	Hazel Green	AL	35750	109.45
Southern Satellites	0	Horton	AL	35980	164.13
Southern Satellites	0	Jacksonville	AL	36265	193.84
Southern Satellites	0	Jasper	AL	35504	170.62
Southern Satellites	0	Joppa	AL	35087	151.08
Southern Satellites	0	Leesburg	AL	35983	177.28
Southern Satellites	0	Leighton	AL	35646	117.54
Southern Satellites	0	Lester	AL	35647	102.18
Southern Satellites	0	Locust Fork	AL	35097	181.21
Workday Drive	0	Madison	AL	35756	121.67
Southern Satellites	0	Moulton	AL	35650	127.88
Southern Satellites	0	Mount Hope	AL	35651	133.38
Southern Satellites	0	New Market	AL	35761	115.06
Southern Satellites	0	Odenville	AL	35120	195.95
Southern Satellites	0	Ohatchee	AL	36271	195.82
Southern Satellites	0	Oneonta	AL	35121	174.35
Southern Satellites	0	Phil Campbell	AL	35581	139.48
Southern Satellites	0	Piedmont	AL	36272	189.64

Appendix A

Possible Target Markets Within a 200-Mile Radius Based On Top Three Tapestry Segments

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Southern Satellites	0	Addison	AL	35540	149.97
Southern Satellites	0	Adger	AL	35006	200.21
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Southern Satellites	0	Altoona	AL	35952	169.59
Southern Satellites	0	Anderson	AL	35610	101.60
Southern Satellites	0	Ardmore	AL	35739	105.72
Southern Satellites	0	Athens	AL	35614	105.80
Southern Satellites	0	Baileyton	AL	35019	150.89
Southern Satellites	0	Boaz	AL	35956	171.93
Southern Satellites	0	Brookside	AL	35036	196.80
Southern Satellites	0	Bryant	AL	35958	139.92
Southern Satellites	0	Cleveland	AL	35049	173.30
Southern Satellites	0	Crossville	AL	35962	162.75
Southern Satellites	0	Cullman	AL	35058	153.89
Southern Satellites	0	Cullman	AL	35057	154.32
Southern Satellites	0	Danville	AL	35619	136.21
Southern Satellites	0	Dawson	AL	35963	164.67
Southern Satellites	0	Elkmont	AL	35620	103.62
Southern Satellites	0	Eva	AL	35621	146.80
Southern Satellites	0	Falkville	AL	35622	144.11
Southern Satellites	0	Fyffe	AL	35971	156.94
Southern Satellites	0	Gurley	AL	35748	125.11
Southern Satellites	0	Hayden	AL	35079	172.54
Southern Satellites	0	Hazel Green	AL	35750	109.45
Southern Satellites	0	Horton	AL	35980	164.13
Southern Satellites	0	Jacksonville	AL	36265	193.84
Southern Satellites	0	Jasper	AL	35504	170.62
Southern Satellites	0	Joppa	AL	35087	151.08
Southern Satellites	0	Leesburg	AL	35983	177.28
Southern Satellites	0	Leighton	AL	35646	117.54
Southern Satellites	0	Lester	AL	35647	102.18
Southern Satellites	0	Locust Fork	AL	35097	181.21
Workday Drive	0	Madison	AL	35756	121.67
Southern Satellites	0	Moulton	AL	35650	127.88
Southern Satellites	0	Mount Hope	AL	35651	133.38
Southern Satellites	0	New Market	AL	35761	115.06
Southern Satellites	0	Odenville	AL	35120	195.95
Southern Satellites	0	Ohatchee	AL	36271	195.82
Southern Satellites	0	Oneonta	AL	35121	174.35
Southern Satellites	0	Phil Campbell	AL	35581	139.48
Southern Satellites	0	Piedmont	AL	36272	189.64

## Appendix A

## Possible Target Markets Within a 200-Mile Radius Based On Top Three Tapestry Segments

Southern Satellites	0	Ragland	AL	35131	197.02
Southern Satellites	0	Rainsville	AL	35986	156.76
Southern Satellites	0	Remlap	AL	35133	183.56
Southern Satellites	0	Section	AL	35771	150.46
Southern Satellites	0	Somerville	AL	35670	133.42
Southern Satellites	0	Springville	AL	35146	187.41
Southern Satellites	0	Sylvania	AL	35988	156.87
Southern Satellites	0	Town Creek	AL	35672	115.04
Southern Satellites	0	Trafford	AL	35172	181.75
Workday Drive	0	Trussville	AL	35173	193.96
Southern Satellites	0	Tuscumbia	AL	35674	120.25
Southern Satellites	0	Valley Head	AL	35989	158.07
Southern Satellites	0	Vina	AL	35593	141.34
Southern Satellites	0	Vinemont	AL	35179	149.17
Southern Satellites	0	Warrior	AL	35180	179.37
Southern Satellites	0	Wellington	AL	36279	194.51
Southern Satellites	0	Blytheville	AR	72315	131.78
Southern Satellites	0	Manila	AR	72442	155.76
Up and Coming Families	0	Marion	AR	72364	173.44
Southern Satellites	0	Chickamauga	GA	30707	158.32
Southern Satellites	0	Cohutta	GA	30710	169.89
Southern Satellites	0	La Fayette	GA	30728	165.54
Southern Satellites	0	Resaca	GA	30735	184.95
Southern Satellites	0	Trenton	GA	30752	143.69
Southern Satellites	0	Trion	GA	30753	172.10
Southern Satellites	0	Wildwood	GA	30757	149.33
Southern Satellites	0	Ava	IL	62907	143.55
Southern Satellites	0	Bluford	IL	62814	144.66
Southern Satellites	0	Brookport	IL	62910	72.13
Southern Satellites	0	Campbell Hill	IL	62916	152.98
Southern Satellites	0	Cutler	IL	62238	154.51
Southern Satellites	0	Geff	IL	62842	144.52
Southern Satellites	0	Lenzburg	IL	62255	178.66
Southern Satellites	0	Opdyke	IL	62872	143.33
Southern Satellites	0	Orient	IL	62874	131.77
Southern Satellites	0	Raleigh	IL	62977	110.58
Southern Satellites	0	Rinard	IL	62878	153.37
Southern Satellites	0	Sandoval	IL	62882	172.20
Southern Satellites	0	Stonefort	IL	62987	96.65
Southern Satellites	0	Sumner	IL	62466	145.89
Southern Satellites	0	Vergennes	IL	62994	141.60
Southern Satellites	0	Waltonville	IL	62894	143.75
Southern Satellites	0	Austin	IN	47102	176.02
Southern Satellites	0	Bethlehem	IN	47104	178.43

## Appendix A

## Possible Target Markets Within a 200-Mile Radius Based On Top Three Tapestry Segments

Southern Satellites	0	Birdseye	IN	47513	124.22
Southern Satellites	0	Bowling Green	IN	47833	196.29
Southern Satellites	0	Butlerville	IN	47223	198.70
Southern Satellites	0	Central	IN	47110	127.92
Workday Drive	0	Charlestown	IN	47111	160.77
Southern Satellites	0	Cloverdale	IN	46120	206.04
Southern Satellites	0	Commiskey	IN	47227	187.59
Southern Satellites	0	Deputy	IN	47230	182.12
Workday Drive	0	Evansville	IN	47725	107.15
Southern Satellites	0	Fredericksburg	IN	47120	149.25
Southern Satellites	0	Freedom	IN	47431	187.79
Southern Satellites	0	Hardinsburg	IN	47125	144.81
Southern Satellites	0	Holton	IN	47023	199.27
Southern Satellites	0	Hymera	IN	47855	186.70
Southern Satellites	0	Laconia	IN	47135	125.38
Southern Satellites	0	Lexington	IN	47138	174.48
Southern Satellites	0	Marengo	IN	47140	137.45
Southern Satellites	0	Mauckport	IN	47142	125.20
Southern Satellites	0	Morgantown	IN	46160	200.95
Southern Satellites	0	Nabb	IN	47147	174.88
Southern Satellites	0	New Middletown	IN	47160	136.83
Southern Satellites	0	North Vernon	IN	47265	188.86
Southern Satellites	0	Otwell	IN	47564	134.95
Southern Satellites	0	Owensburg	IN	47453	170.45
Southern Satellites	0	Paris Crossing	IN	47270	184.97
Southern Satellites	0	Pekin	IN	47165	152.19
Southern Satellites	0	Salem	IN	47167	152.80
Southern Satellites	0	Scottsburg	IN	47170	166.95
Southern Satellites	0	Shoals	IN	47581	144.90
Southern Satellites	0	Vernon	IN	47282	198.59
Southern Satellites	0	Winslow	IN	47598	125.69
Southern Satellites	0	Adolphus	KY	42120	57.84
Southern Satellites	0	Auburn	KY	42206	39.09
Southern Satellites	0	Bedford	KY	40006	177.67
Southern Satellites	0	Bethlehem	KY	40007	184.39
Southern Satellites	0	Big Clifty	KY	42712	98.19
Southern Satellites	0	Bloomfield	KY	40008	144.88
Southern Satellites	0	Boaz	KY	42027	70.85
Southern Satellites	0	Bonnieville	KY	42713	99.36
Southern Satellites	0	Boston	KY	40107	128.17
Southern Satellites	0	Bowling Green	KY	42101	52.16
Southern Satellites	0	Brandenburg	KY	40108	118.19
Southern Satellites	0	Bronston	KY	42518	152.05
Southern Satellites	0	Buffalo	KY	42716	114.64

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Possible Target Markets Within a 200-Mile Radius Based On Top Three Tapestry Segments

Southern Satellites	0	Calhoun	KY	42327	71.02
Southern Satellites	0	Campbellsburg	KY	40011	181.96
Southern Satellites	0	Campbellsville	KY	42718	117.74
Southern Satellites	0	Caneyville	KY	42721	75.30
Southern Satellites	0	Canmer	KY	42722	105.84
Southern Satellites	0	Carrollton	KY	41008	188.85
Southern Satellites	0	Cerulean	KY	42215	32.61
Southern Satellites	0	Columbia	KY	42728	111.96
Southern Satellites	0	Cromwell	KY	42333	66.11
Southern Satellites	0	Custer	KY	40115	104.89
Southern Satellites	0	Dexter	KY	42036	45.73
Southern Satellites	0	Dixon	KY	42409	67.61
Southern Satellites	0	Eastview	KY	42732	101.25
Southern Satellites	0	Edmonton	KY	42129	97.38
Southern Satellites	0	Ekron	KY	40117	117.88
Southern Satellites	2	Elkton	KY	42220	23.03
Southern Satellites	0	Eubank	KY	42567	156.87
Southern Satellites	0	Garfield	KY	40140	102.21
Workday Drive	0	Goshen	KY	40026	164.73
Southern Satellites	0	Gradyville	KY	42742	112.74
Southern Satellites	0	Graham	KY	42344	50.00
Southern Satellites	0	Gravel Switch	KY	40328	145.78
Southern Satellites	0	Guston	KY	40142	114.21
Southern Satellites	0	Hardyville	KY	42746	101.20
Southern Satellites	0	Hawesville	KY	42348	93.04
Southern Satellites	0	Herndon	KY	42236	14.15
Southern Satellites	0	Hickory	KY	42051	66.27
Southern Satellites	0	Hudson	KY	40145	96.56
Southern Satellites	0	Hustonville	KY	40437	149.56
Southern Satellites	0	Irvington	KY	40146	106.75
Southern Satellites	0	La Fayette	KY	42254	17.01
Southern Satellites	0	Ledbetter	KY	42058	69.38
Southern Satellites	0	Lewisport	KY	42351	94.23
Southern Satellites	0	London	KY	40741	174.09
Southern Satellites	0	London	KY	40744	171.11
Southern Satellites	0	Loretto	KY	40037	132.51
Southern Satellites	0	Mannsville	KY	42758	135.94
Southern Satellites	0	Middleburg	KY	42541	153.07
Southern Satellites	0	Milton	KY	40045	181.62
Southern Satellites	0	Morgantown	KY	42261	52.20
Southern Satellites	0	Mount Hermon	KY	42157	87.39
Southern Satellites	0	Mount Sherman	KY	42764	115.84
Southern Satellites	0	Nebo	KY	42441	56.55
Southern Satellites	0	New Hope	KY	40052	127.07

## Appendix A

## Possible Target Markets Within a 200-Mile Radius Based On Top Three Tapestry Segments

## Appendix A

## Possible Target Markets Within a 200-Mile Radius Based On Top Three Tapestry Segments

Southern Satellites	0	Myrtle	MS	38650	157.24
Workday Drive	0	Nesbit	MS	38651	177.85
Southern Satellites	0	New Albany	MS	38652	153.24
Workday Drive	1	Olive Branch	MS	38654	165.77
Southern Satellites	0	Pontotoc	MS	38863	171.34
Southern Satellites	0	Randolph	MS	38864	183.37
Southern Satellites	0	Salttillo	MS	38866	156.82
Up and Coming Families	0	Southaven	MS	38671	175.93
Workday Drive	0	Southaven	MS	38672	175.56
Southern Satellites	0	Tupelo	MS	38804	161.09
Workday Drive	22	Adams	TN	37010	10.76
Up and Coming Families	8	Antioch	TN	37013	47.46
Southern Satellites	24	Ashland City	TN	37015	10.81
Workday Drive	0	Atoka	TN	38004	147.45
Southern Satellites	0	Belfast	TN	37019	79.50
Southern Satellites	0	Bethpage	TN	37022	54.81
Southern Satellites	5	Bon Aqua	TN	37025	32.73
Southern Satellites	0	Bradyville	TN	37026	83.72
Southern Satellites	0	Brighton	TN	38011	143.15
Southern Satellites	0	Burlison	TN	38015	145.74
Southern Satellites	0	Cedar Grove	TN	38321	71.59
Southern Satellites	6	Cedar Hill	TN	37032	14.28
Southern Satellites	1	Chapel Hill	TN	37034	64.04
Southern Satellites	5	Charlotte	TN	37036	10.36
Up and Coming Families	154	Clarksville	TN	37040	0.00
Workday Drive	184	Clarksville	TN	37043	3.63
Up and Coming Families	221	Clarksville	TN	37042	2.05
Southern Satellites	1	Cleveland	TN	37323	168.32
Southern Satellites	1	Cookeville	TN	38506	102.17
Workday Drive	1	Cordova	TN	38018	158.51
Up and Coming Families	4	Cordova	TN	38016	156.85
Southern Satellites	1	Covington	TN	38019	132.44
Southern Satellites	3	Cross Plains	TN	37049	35.67
Southern Satellites	6	Cumberland Furnac	TN	37051	5.46
Southern Satellites	1	Dayton	TN	37321	141.45
Southern Satellites	28	Dickson	TN	37055	18.60
Southern Satellites	0	Dixon Springs	TN	37057	73.34
Southern Satellites	0	Drummonds	TN	38023	152.63
Southern Satellites	0	Elora	TN	37328	111.73
Southern Satellites	0	Ethridge	TN	38456	74.52
Southern Satellites	0	Evensville	TN	37332	141.03
Southern Satellites	0	Five Points	TN	38457	97.03
Southern Satellites	0	Flintville	TN	37335	108.09
Workday Drive	12	Gallatin	TN	37066	45.25

## Appendix A

## Possible Target Markets Within a 200-Mile Radius Based On Top Three Tapestry Segments

Southern Satellites	0	Gordonsville	TN	38563	74.08
Southern Satellites	0	Hartsville	TN	37074	63.84
Southern Satellites	0	Helenwood	TN	37755	154.37
Southern Satellites	0	Henderson	TN	38340	91.83
Southern Satellites	1	Henry	TN	38231	54.47
Southern Satellites	0	Hickman	TN	38567	81.89
Southern Satellites	0	Hillsboro	TN	37342	105.15
Southern Satellites	0	Huron	TN	38345	82.31
Southern Satellites	3	Indian Mound	TN	37079	7.62
Southern Satellites	0	Jacks Creek	TN	38347	90.55
Southern Satellites	0	Kelso	TN	37348	104.14
Up and Coming Families	5	La Vergne	TN	37086	53.28
Southern Satellites	1	Lafayette	TN	37083	67.68
Workday Drive	0	Lascassas	TN	37085	66.22
Southern Satellites	0	Lenox	TN	38047	120.17
Southern Satellites	1	Lewisburg	TN	37091	64.39
Southern Satellites	2	Lexington	TN	38351	69.30
Southern Satellites	0	Liberty	TN	37095	81.40
Southern Satellites	0	Luray	TN	38352	88.53
Southern Satellites	3	Lyles	TN	37098	36.25
Southern Satellites	7	Mc Ewen	TN	37101	20.37
Workday Drive	0	Medina	TN	38355	86.05
Southern Satellites	0	Medon	TN	38356	103.13
Up and Coming Families	3	Memphis	TN	38125	163.95
Workday Drive	5	Memphis	TN	38135	158.69
Southern Satellites	0	Morrison	TN	37357	92.61
Up and Coming Families	6	Murfreesboro	TN	37129	60.73
Up and Coming Families	15	Murfreesboro	TN	37128	61.91
Southern Satellites	0	Niota	TN	37826	162.61
Workday Drive	2	Nolensville	TN	37135	51.79
Southern Satellites	2	Nunnely	TN	37137	35.89
Southern Satellites	0	Oakdale	TN	37829	146.90
Up and Coming Families	0	Oakland	TN	38060	143.34
Southern Satellites	0	Old Fort	TN	37362	175.31
Southern Satellites	0	Oliver Springs	TN	37840	162.45
Southern Satellites	1	Oneida	TN	37841	145.42
Southern Satellites	5	Palmyra	TN	37142	2.97
Southern Satellites	1	Pegram	TN	37143	28.30
Southern Satellites	0	Pleasant Shade	TN	37145	76.60
Workday Drive	17	Pleasant View	TN	37146	15.41
Southern Satellites	0	Ramer	TN	38367	114.43
Southern Satellites	0	Readyville	TN	37149	76.21
Southern Satellites	1	Red Boiling Springs	TN	37150	81.51
Southern Satellites	0	Rickman	TN	38580	111.84

Appendix A

Possible Target Markets Within a 200-Mile Radius Based On Top Three Tapestry Segments

Southern Satellites	0	Riddleton	TN	37151	72.93
Workday Drive	1	Rockvale	TN	37153	61.04
Southern Satellites	3	Shelbyville	TN	37160	74.57
Up and Coming Families	8	Smyrna	TN	37167	55.79
Southern Satellites	1	Soddy Daisy	TN	37379	140.81
Southern Satellites	1	Somerville	TN	38068	126.03
Southern Satellites	3	Summertown	TN	38483	64.73
Southern Satellites	0	Tennessee Ridge	TN	37178	19.87
Southern Satellites	0	Unionville	TN	37180	70.38
Southern Satellites	0	Wartburg	TN	37887	153.82
Southern Satellites	0	Watertown	TN	37184	68.30
Southern Satellites	1	Westmoreland	TN	37186	55.99
Southern Satellites	6	White Bluff	TN	37187	20.26
Southern Satellites	1	Whites Creek	TN	37189	31.21
Southern Satellites	0	Wildersville	TN	38388	64.10
Southern Satellites	1	Williamsport	TN	38487	46.94



## **Appendix B**

### **Up and Coming Families Profile**



LifeMode Group: Ethnic Enclaves

# Up and Coming Families

7A

**Households:** 2,901,200

**Average Household Size:** 3.12

**Median Age:** 31.4

**Median Household Income:** \$72,000

## WHO ARE WE?

*Up and Coming Families* is a market in transition—residents are younger and more mobile and ethnically diverse than the previous generation. They are ambitious, working hard to get ahead, and willing to take some risks to achieve their goals. The recession has impacted their financial well-being, but they are optimistic. Their homes are new; their families are young. And this is one of the fastest-growing markets in the country.

## OUR NEIGHBORHOOD

- New suburban periphery: new families in new housing subdivisions.
- Building began in the housing boom of the 2000s and continues in this fast-growing market.
- Single-family homes with a median value of \$194,400 and a lower vacancy rate.
- The price of affordable housing: longer commute times (Index 217).

## SOCIOECONOMIC TRAITS

- Education: 67% have some college education or degree(s).
- Hard-working labor force with a participation rate of 71% (Index 114) and low unemployment at 4.6% (Index 84).
- Most households (61%) have 2 or more workers.
- Careful shoppers, aware of prices, willing to shop around for the best deals and open to influence by others' opinions.
- Seek the latest and best in technology.
- Young families still feathering the nest and establishing their style.



Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GRM, MRI.



LifeMode Group: Ethnic Enclaves

# Up and Coming Families

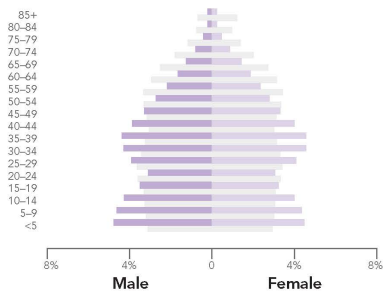


**TAPESTRY SEGMENTATION**  
esri.com/tapestry

### AGE BY SEX (Esri data)

Median Age: **31.4** US: 38.2

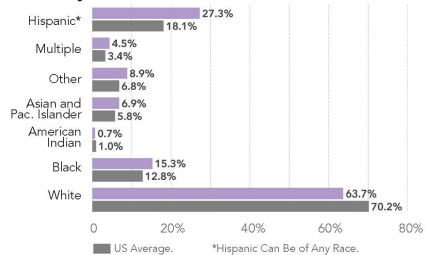
■ Indicates US



### 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: **73.9** US: 64.0



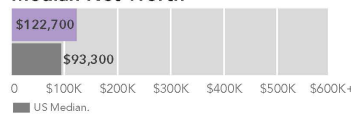
### INCOME AND NET WORTH

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

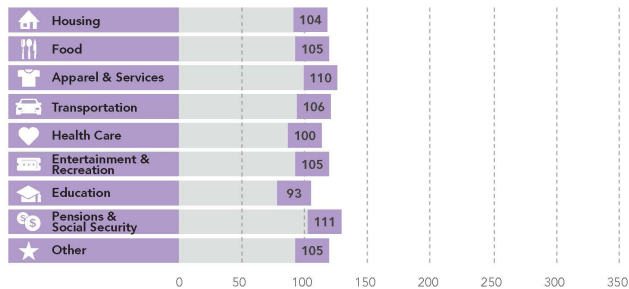


#### Median Net Worth



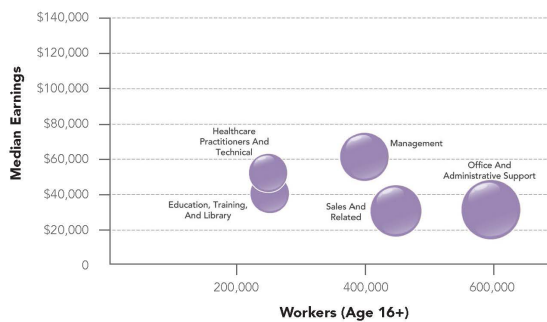
### AVERAGE HOUSEHOLD BUDGET INDEX

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.



### 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.





LifeMode Group: Ethnic Enclaves

# Up and Coming Families



**TAPESTRY**  
SEGMENTATION  
esri.com/tapestry

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

- Rely on the Internet for entertainment, information, shopping, and banking.
- Prefer imported SUVs or compact cars, late models.
- Carry debt from credit card balances to student loans and mortgages, but also maintain retirement plans and make charitable contributions.
- Busy with work and family; use home and landscaping services to save time.
- Find leisure in family activities, movies at home, trips to theme parks or the zoo, and sports; from golfing, weight lifting, to taking a jog or run.

## HOUSING

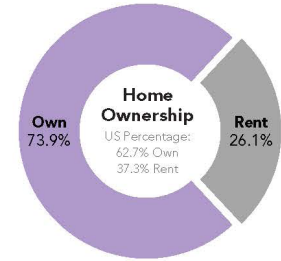
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



**Typical Housing:**  
Single Family

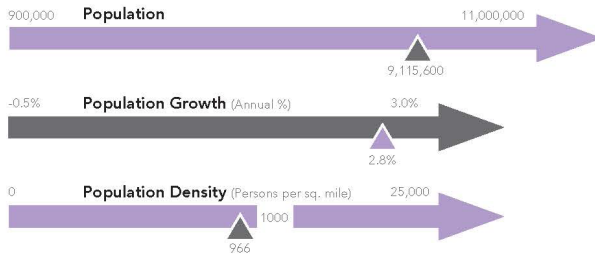
**Median Value:**  
\$194,400

US Median: \$207,300



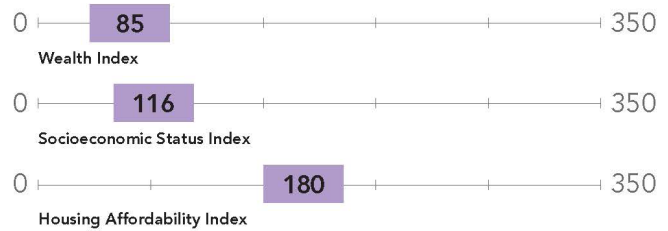
## POPULATION CHARACTERISTICS

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.



## ESRI INDEXES

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



7A

LifeMode Group: Ethnic Enclaves

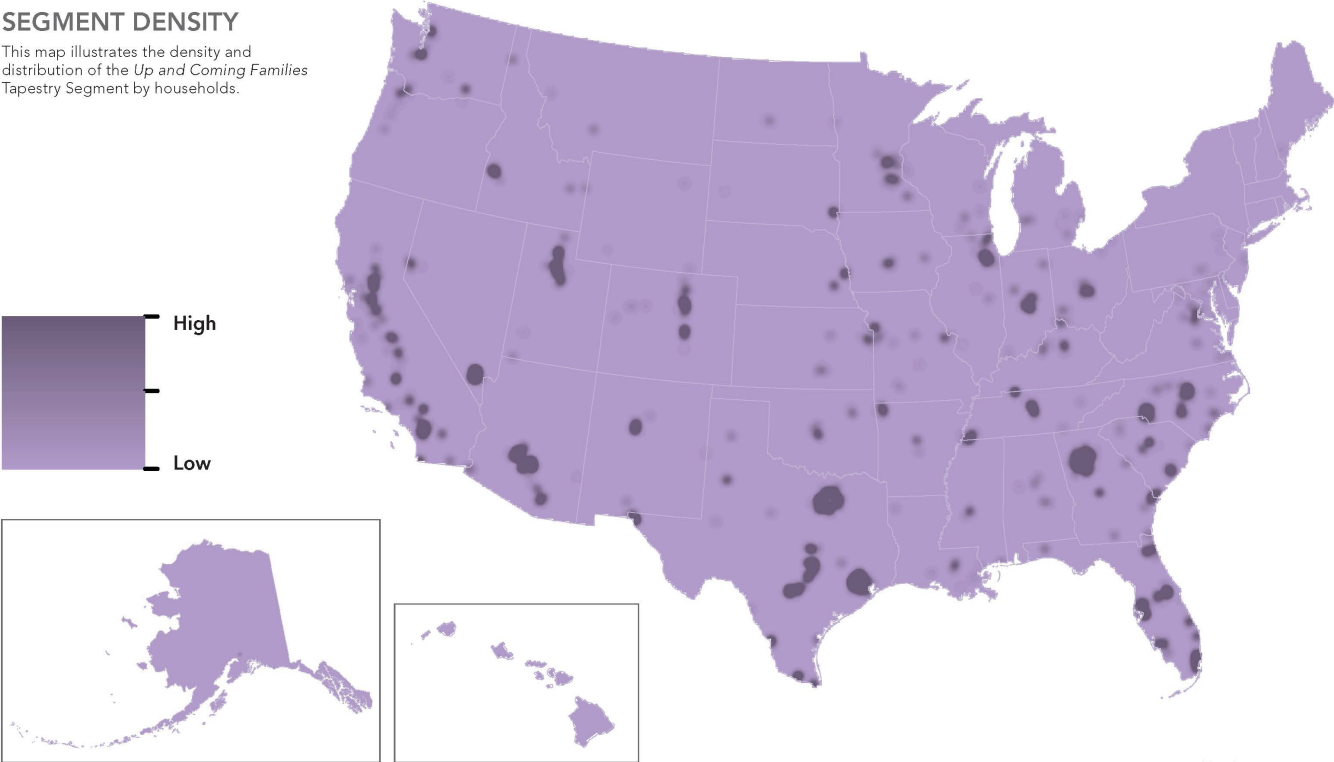
# Up and Coming Families



TAPESTRY SEGMENTATION  
esri.com/tapestry

### SEGMENT DENSITY

This map illustrates the density and distribution of the *Up and Coming Families* Tapestry Segment by households.



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## Appendix C

### Workday Drive Profile



LifeMode Group: Family Landscapes

## Workday Drive

4A

Households: 3,541,300

Average Household Size: 2.97

Median Age: 37.0

Median Household Income: \$90,500

### WHO ARE WE?

Workday Drive is an affluent, family-oriented market with a country flavor. Residents are partial to new housing away from the bustle of the city but close enough to commute to professional job centers. Life in this suburban wilderness offsets the hectic pace of two working parents with growing children. They favor time-saving devices, like banking online or housekeeping services, and family-oriented pursuits.

### OUR NEIGHBORHOOD

- Workday Drive residents prefer the suburban periphery of metropolitan areas.
- Predominantly single family homes are in newer neighborhoods, 34% built in the 1990s (index 226), 31% built since 2000.
- Owner-occupied homes have high rate of mortgages at 68% (index 164) and low rate vacancy at 4%.
- Median home value is \$287,400.
- Most households are married couples with children; average household size is 2.97.
- Most households have two or three vehicles; long travel time to work in dualing a metropolitan area number commuting from a different county (index 182).

### SOCIOECONOMIC TRAITS

- Education: 40.8% college graduates; more than 72% with some college education.
- High labor force participation rate at 71%; two out of three households include two plus workers (index 124).
- Connected, with a host of wireless devices—anything that enables convenience, like banking, paying bills, or even shopping online.
- Well insured and invested in a range of funds, from savings accounts or bonds to stocks.
- Carry a higher level of debt, including first (index 149) and second mortgages (index 184) and auto loans (index 149).



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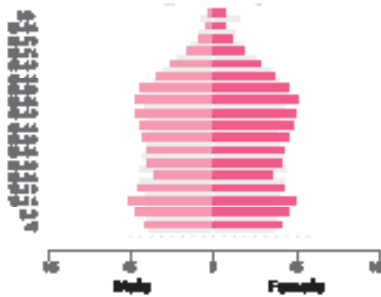
4A LifeMode Group: Family Landscapes  
**Workday Drive**



**AGE BY SEX** Per cent

Median Age: **67.0** US: 38.2

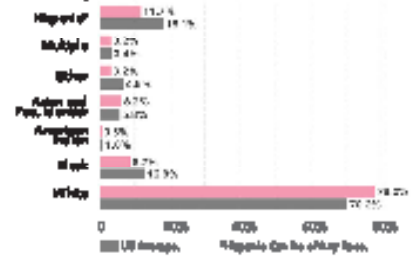
■ Not over US



**RACE AND ETHNICITY** Per cent

The Diversity Index assesses the need of and ethnic diversity. The Index shows the likelihood the race persons, chosen or regions from the same area, belong to different races or ethnic groups. The Index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: **80.8** US: 64.0



**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 EIC.

**Median Household Income**

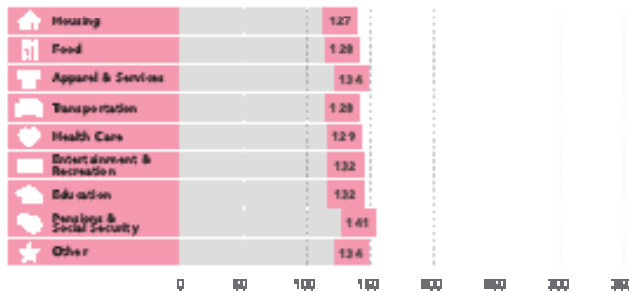


**Median Net Worth**



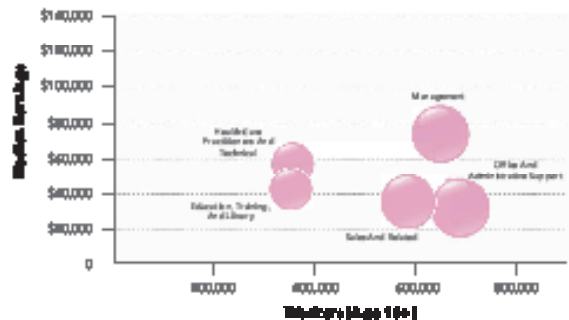
**AVERAGE HOUSEHOLD BUDGET INDEX**

The Index compares the average amount spent in the market household budget 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 the average spending by consumers in the market is 20 percent above the national average. Consumer expenditures are defined by EIC.



**OCCUPATION BY EARNINGS**

This line occupies the highest number of workers in the market are defined by median earnings. Data from the Census Bureau's American Community Survey.





4A LifeMode Group: Family Landscapes  
**Workday Drive**



**MARKET PROFILE** (Average values are estimated from census information)

- Most households own at least two vehicles; the most popular types are minivans and SUVs.
- Family-oriented purchases and activities dominate, like four plus televisions (index 154), movie purchases or rentals, children's apparel on days, and visits to theme parks or zoos.
- Outdoor activities and sports are characteristic of life in the suburban periphery. They attend sporting events, as well as participate in them like bicycling, jogging, golfing, and boating.
- Home maintenance services are frequently contacted, but these families also like their gardens and own the tools for minor upkeep, like lawn mowers, trimmers, and blowers.

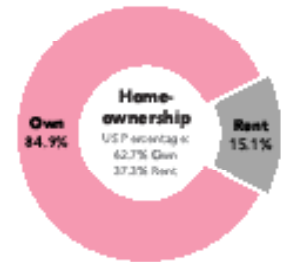
**HOUSING**

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for rental-occupied markets. Taxes and home value are estimated by Esri. Housing type and average rents are from the Census Bureau's American Community Survey.



**Typical Housing:**  
 Single Family  
 Median Value:  
 \$287,400

US Median: \$207,300



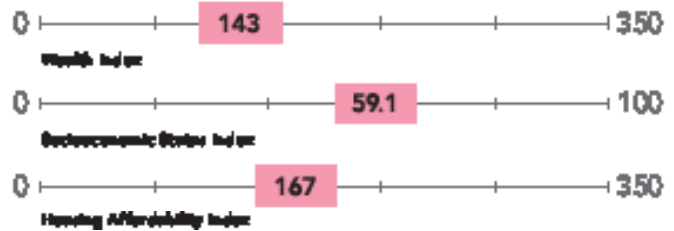
**POPULATION CHARACTERISTICS**

Total population, average annual population change (since Census 2010), and average density (population per square mile) are displayed for the market relative to the state and change among all Tapestry markets. Data estimated by Esri.



**ESRI INDEXES**

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



4A

LifeMode Group: Family Landscapes

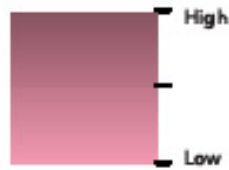
# Workday Drive



**TAPESTRY**  
SEGMENTATION  
[esri.com/tapestry](http://esri.com/tapestry)

## SEGMENT DENSITY

This map illustrates the density and distribution of the Workday Drive Tapestry Segment by household.



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**Appendix D**

**Southern Satellite Profile**



LifeMode Group: Rustic Outposts  
**Southern Satellites**

10A

**Households:** 3,856,800  
**Average Household Size:** 2.67  
**Median Age:** 40.3  
**Median Household Income:** \$47,800

**WHO ARE WE?**

*Southern Satellites* is the second largest market found in rural settlements but within metropolitan areas located primarily in the South. This market is typically nondiverse, slightly older, settled married-couple families, who own their homes. Two-thirds of the homes are single-family structures; almost a third are mobile homes. Median household income and home value are below average. Workers are employed in a variety of industries, such as manufacturing, health care, retail trade, and construction, with higher proportions in mining and agriculture than the US. Residents enjoy country living, preferring outdoor activities and DIY home projects.

**OUR NEIGHBORHOOD**

- About 78% of households are owned.
- Married couples with no children are the dominant household type, with a number of multigenerational households (Index 112).
- Most are single-family homes (67%), with a number of mobile homes (Index 509).
- Most housing units were built in 1970 or later.
- Most households own 1 or 2 vehicles, but owning 3+ vehicles is common (Index 144).

**SOCIOECONOMIC TRAITS**

- Education: almost 40% have a high school diploma only (Index 140); 45% have college education (Index 73).
- Unemployment rate is 6%, slightly higher than the US rate.
- Labor force participation rate is 59.1%, slightly lower than the US.
- These consumers are more concerned about cost rather than quality or brand loyalty.
- They tend to be somewhat late in adapting to technology.
- They obtain a disproportionate amount of their information from TV, compared to other media.



Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GRC MRI.

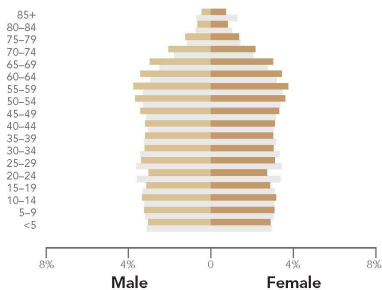
10A

LifeMode Group: Rustic Outposts  
**Southern Satellites**



**AGE BY SEX** (Esri data)

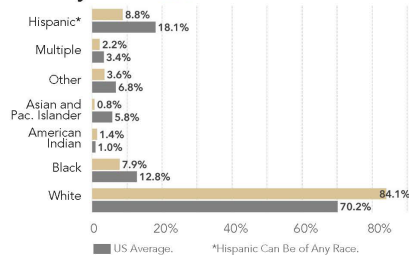
Median Age: **40.3** US: 38.2  
 ■ Indicates US



**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: **40.1** US: 64.0



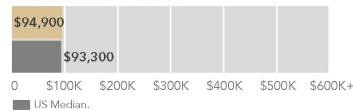
**INCOME AND NET WORTH**

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**Median Household Income**

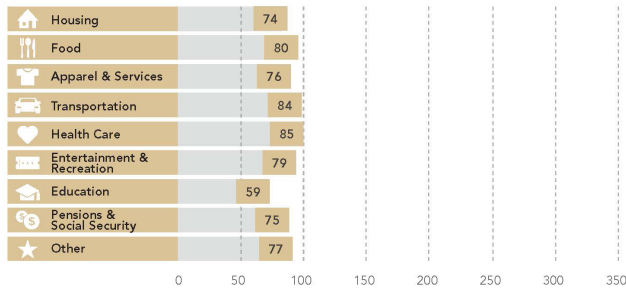


**Median Net Worth**



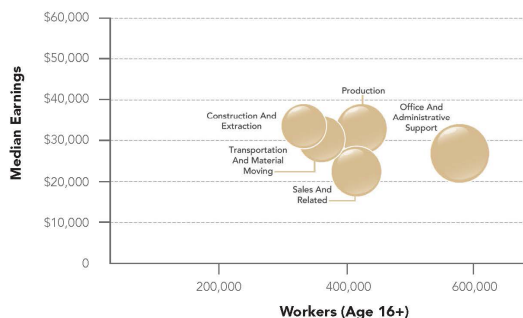
**AVERAGE HOUSEHOLD BUDGET INDEX**

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.



**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.



10A LifeMode Group: Rustic Outposts  
**Southern Satellites**



**MARKET PROFILE**

(Consumer preferences are estimated from data by GfK MRI)

- Usually own a truck; likely to service it themselves.
- Frequent the convenience store, usually to fill up a vehicle with gas.
- Typical household has a satellite dish.
- Work on home improvement and remodeling projects.
- Own a pet, commonly a dog.
- Participate in fishing and hunting.
- Prefer to listen to country music and watch Country Music Television (CMT).
- Read fishing/hunting and home service magazines.
- Partial to eating at low-cost family restaurants and drive-ins.
- Use Walmart for all their shopping needs (groceries, clothing, pharmacy, etc.).

**HOUSING**

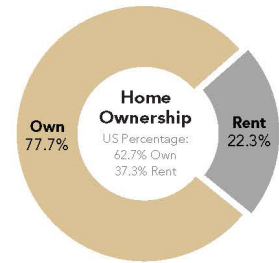
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



**Typical Housing:**  
 Single Family;  
 Mobile Homes

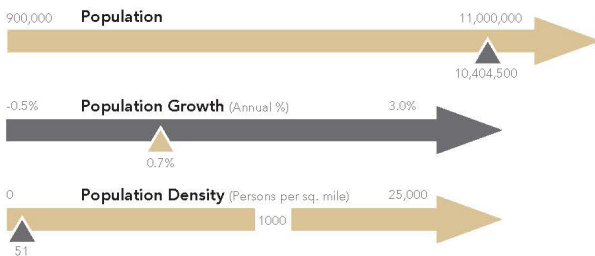
**Median Value:**  
 \$128,500

US Median: \$207,300



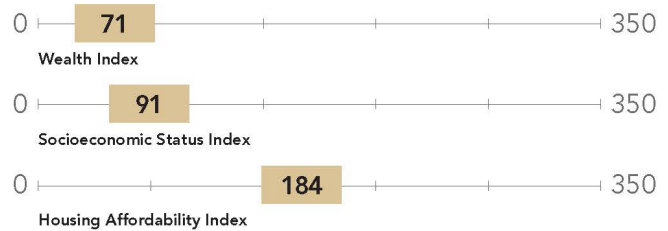
**POPULATION CHARACTERISTICS**

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.



**ESRI INDEXES**

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



10A

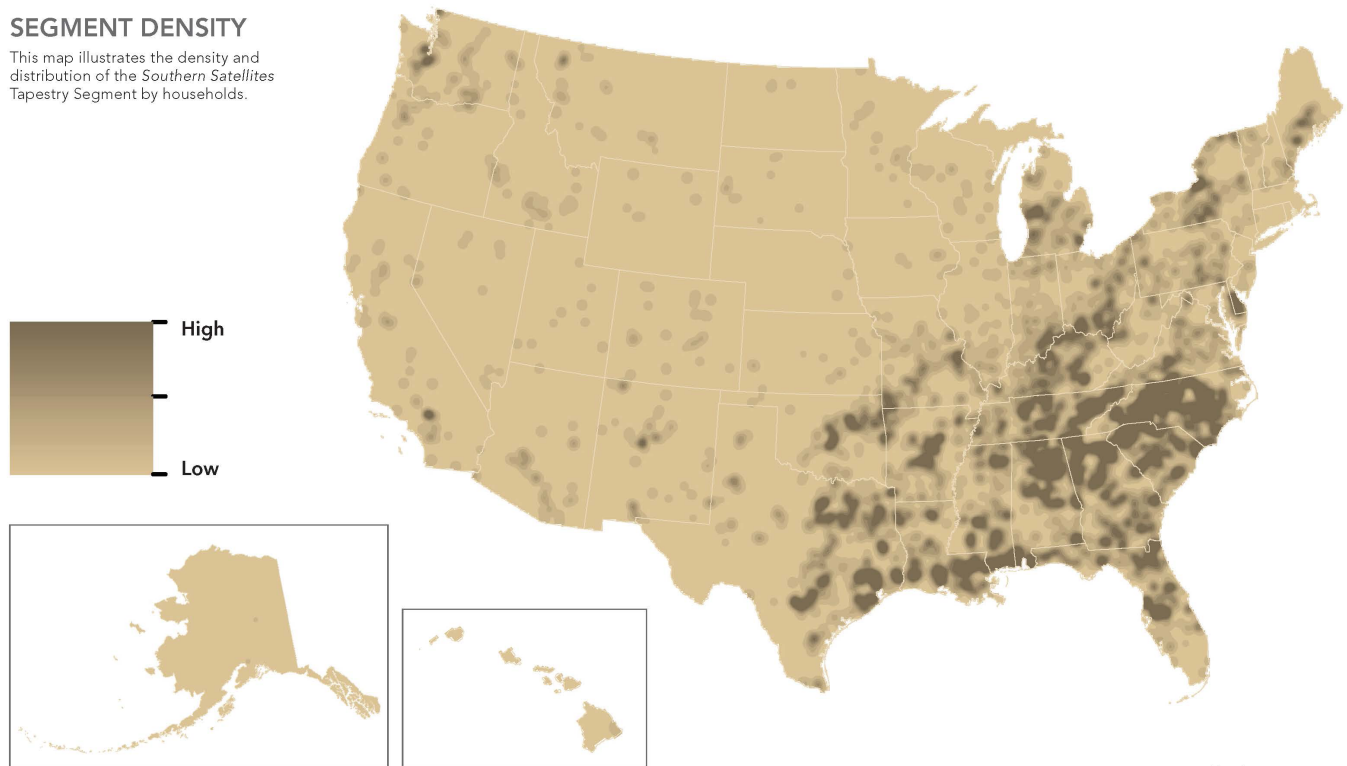
LifeMode Group: Rustic Outposts  
**Southern Satellites**



**TAPESTRY**  
SEGMENTATION  
esri.com/tapestry

**SEGMENT DENSITY**

This map illustrates the density and distribution of the *Southern Satellites* Tapestry Segment by households.



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