

CHANDLERTHINKS



2022 RESEARCH REPORT





I. IN-MARKET STAFF INTERVIEWS	3
II. TRIP PLANNING AND CONVERSION STUDY FINDINGS	10
III. TAPESTRY CONSUMER SEGMENTATION	25





The Currituck County Department of Travel and Tourism hired Chandlerthinks, LLC to undergo a thorough visitor research initiative to assess current visitor trends and any significant changes that might have occurred since the Research and Marketing Strategic Plan was implemented in 2018.

PROJECT OBJECTIVE

The primary goals/objectives to be achieved by this initiative include, but are not limited to:

- Engage in conversation with Currituck Outer Banks staff to understand details on current tourism efforts, areas that are working well or need improvement, and what we have to promote.
- Understand the current Currituck Outer Banks trip planning process and conversion and identify any shifts from the 2018 research.

METHODOLOGY

The research was conducted in three phases:

Phase I included one-on-one interviews with twelve (12) Currituck Outer Banks staff to understand the current tourism landscape and uncover any shifts from the previous research in 2018.

Phase II was an online survey sent to a list of people who had requested Currituck Outer Banks travel planners within the past 24 months. The survey was 15 minutes in length and was conducted from 11/28/22 and 12/5/22. There were 579 completed interviews in this phase.

Specifically, the research was designed to understand the following:

- | | |
|--|---|
| ■ Conversation rates from inquiries to actual visitors | ■ Activities and places visited while in Currituck County |
| ■ Visitation patterns: reason of visit, number of visits, length of stay, accommodation type, etc. | ■ Spending |
| ■ Travel Party Composition | ■ Perceptions of the beach |
| ■ Trip planning | ■ Competitive differentiators |
| | ■ Rating the Currituck County Experience |
| | ■ Social media and mobile phone use |

Phase III consisted of a Tapestry segmentation analysis and origin report of all Currituck Outer Banks records from 2019 through 2022.

I. IN-MARKET STAFF INTERVIEWS



One-on-one interviews were conducted with twelve (12) Currituck Outer Banks staff members to understand the current tourism landscape and uncover any shifts from the previous research in 2018.

MAIN OBSERVATIONS

- #1** - Frontline stakeholders believe visitors' attitudes have changed to behavior that comes across as more entitled and a lack of respect towards the service industry.
- #2** - Stakeholders see improvements in tourism marketing, noting the new website and increased social media activity.
- #3** - There are two sides to the visitors experience: the Corolla side is what visitors come for: the beach, wild horses, lighthouse, Whalehead, and the 4x4 area; the mainland is agritourism, waterpark, golf, and outdoor experiences.



I. IN-MARKET STAFF INTERVIEWS

The Mainland offers a variety of activities compared to Corolla which as expected is centered around the beach.

Q: What does the Mainland bring to tourism vs. the island? And what should we (the tourism organization) be doing about it?

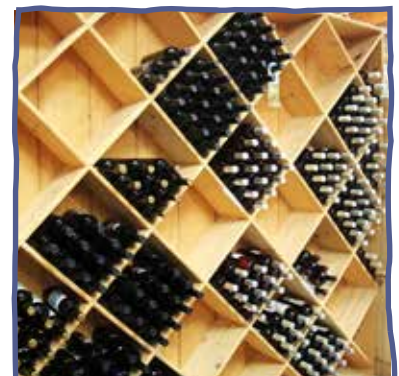
COROLLA/BEACH SIDE

- Beach
- History
- Whalehead
- Lighthouse
- Historic Corolla Park
- Wildlife Resource Center
- Maritime Museum
- Wild Horses
- 4x4 area in North Beach – 14 miles to drive on beach – becoming a headache for the county.



MAINLAND

- Different type of nature activities: Kayak, Sup, Canoe – Country feel
- Mainland doesn't bring much to Tourism – no lodging only a few AirBnBs
- Do have youth sports
- H2OBX – a big asset for locals in the region
- Jarvis Colored School
- The Mainland experience is historic properties
- Currituck Sound
- Fishing – freshwater brackish
- Farm Markets/Farm tours/Agritourism
- Vineyards
- Unique local flavor/shops/markets/restaurants
- It's the Sound Side
- Golf
- Hunting (winter)
- Fishing
- Has more to offer than most people realize –
- Digger's Dungeon
- You have to go through here
- Great restaurants



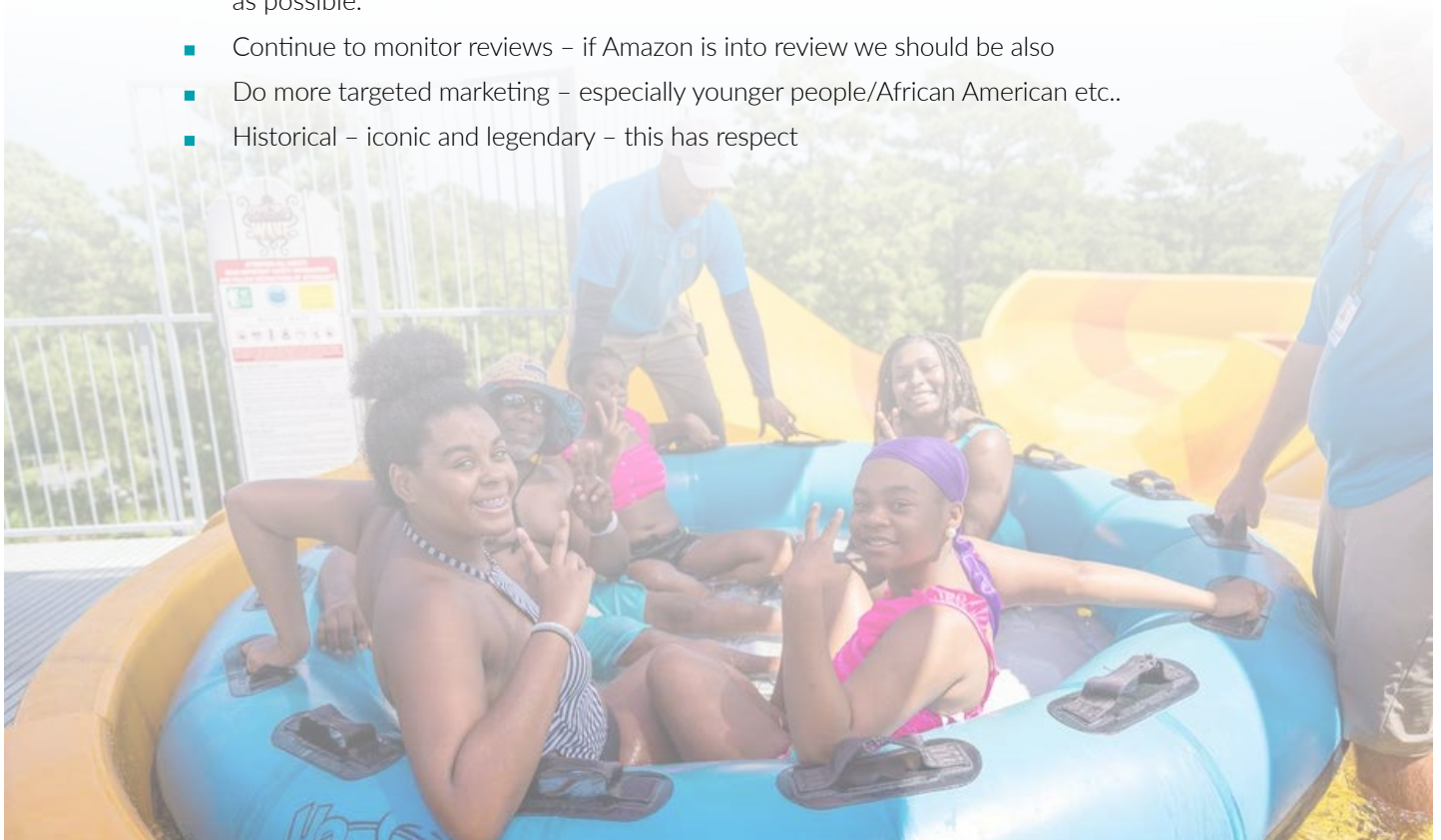
I. IN-MARKET STAFF INTERVIEWS



Tourism staff feels the best ways to reach new visitors is a new Currituck Outer Banks brand along with revamping the website and increasing social media presence.

Q: What areas do you feel need to be improved in reaching new visitors to Currituck County?

- Lacking a “rally cry”/motto
- We do things really well. It so hard to tie two things together
- The website is the area that needs to be redone. People are spending time there but there is not clear direction.
- Continue to push social media presence – Continue to be on as many media outlets as possible.
- Continue to monitor reviews – if Amazon is into review we should be also
- Do more targeted marketing – especially younger people/African American etc..
- Historical – iconic and legendary – this has respect



I. IN-MARKET STAFF INTERVIEWS



The opportunity exists to build better relationships with tourism stakeholders throughout Currituck County but, especially on the beach side.

Q: How can we do a better job at speaking to existing and/or repeat visitors?

- Businesses on the beach side really do not know who the Tourism Organization is.
- Personal contact with tourism partners. No tourism meetings/luncheons.
- Keep up with what has changed with business hours – businesses are not on the same schedule due to staffing issues.
- Promote Eco Tourism
- Do a better job promoting both sides of the water.
- Do a great job with our visitor centers and historic sites which is the face to face contact.
- Really don't know – can't come up with anything we can do better. Not that we are perfect but we are doing a great job.



I. IN-MARKET STAFF INTERVIEWS



When staff members were asked what opportunities exist for improvements to make Currituck Outer Banks more appealing, brand direction, sustainability, workforce and access were the top opportunities.

Q: What opportunities exist for improving the infrastructure that makes Currituck Outer Banks more appealing to tourists and groups in the future?

BRAND DIRECTION

- Where you are currently (Brand direction)
- Lack of a sense of place – Duck has a sense of place
- Creating a sense a place not only on the Mainland but in Corolla.
- Directional signage

SUSTAINABILITY

- A lot of talk that we are spending too much money on getting visitors here and it's taking a toll on the environment. More people on the beach and the new visitor is more disrespectful.
- Reach people to understand there needs to be some respect – as a society we've lost that (respect)

ACCESS

- More public Sound access on the Mainland side.
- Water Taxi or Pontoon boat to spend the day at the beach and then come back to the mainland.
- Mid-Currituck Bridge

WORKFORCE

- Need workers to have historic sites open on the weekend.
- No workforce housing for workers – Corolla and Mainland
- Maintaining the sites is our responsibility but don't have the workers.

I. IN-MARKET STAFF INTERVIEWS

The “new” Currituck visitors has changed over the past couple of years and staff see them as a more entitled visitors with a lack of respect for the resources.

“This new visitor is rough – lack of manners, lack of any respect of what’s expected (don’t climb on things, don’t touch, etc.), entitled. They want us to be baby sitters.”

“New Visitors – Wealthy in their 60’s always wanted to come Bucket List Place.”

The “New” Currituck OBX Visitor

“New Visitor – rougher, less respectful, pushy, arrogant, since of entitlement.”

“People have changed since covid – it’s the standard of today to be entitled and lack of preservation.”

New Visitor – Older families and multigenerational to afford a house on the beach. Middle age to younger. Heard on account of what they have heard. We open post covid – outdoorsy

When looking at tourism in 3-5 years, the staff felt the focus of tourism should be centered around the Mainland. The beach area cannot accommodate more growth.

“More people staying on the Mainland side of the water.”

“Probably less publications/ paper and more interactive and scrolling on a device.”

“Have no idea where its going – we don’t need more people to come to the beach area.”



“Don’t want to be developed any more. People love the quiet beach with a few things to do. Quiet happy family experience and that’s what we need to keep.”

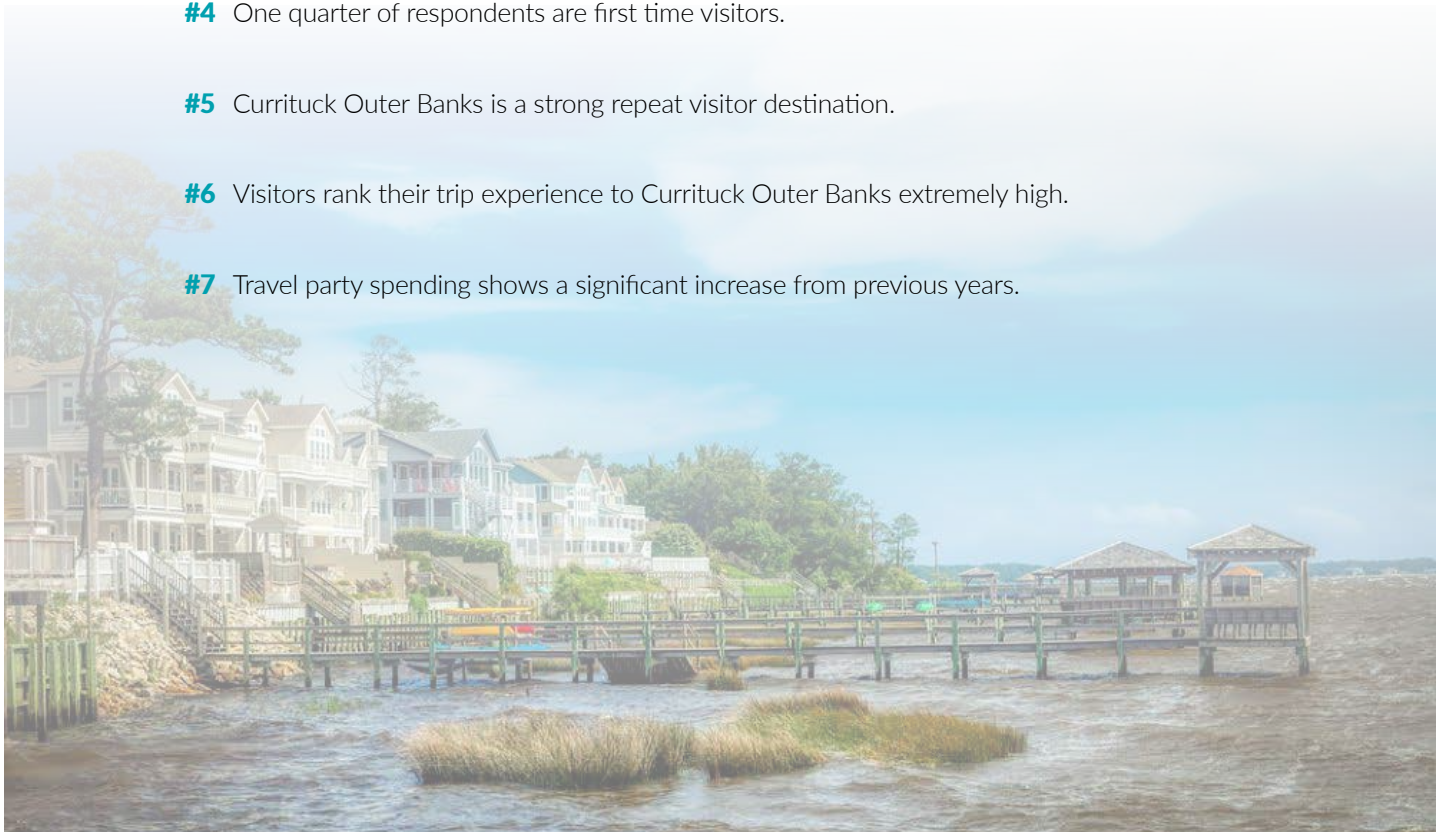
“Probably see more growth on the Mainland but getting people to stop is going to be tough because they want the beach. Once they are at the beach they are not going to go back to the Mainland. It’s a pass through.”

II. TRIP PLANNING AND CONVERSION STUDY FINDINGS



MAIN OBSERVATIONS

- #1** Potential visitors see the requested information as valuable in their planning process.
- #2** VisitCurrituck.com is the top source used for trip planning followed by property management websites.
- #3** Over one-half have traveled to Currituck Outer Banks since receiving the information and almost three quarters who have yet to travel, plan to do so.
- #4** One quarter of respondents are first time visitors.
- #5** Currituck Outer Banks is a strong repeat visitor destination.
- #6** Visitors rank their trip experience to Currituck Outer Banks extremely high.
- #7** Travel party spending shows a significant increase from previous years.

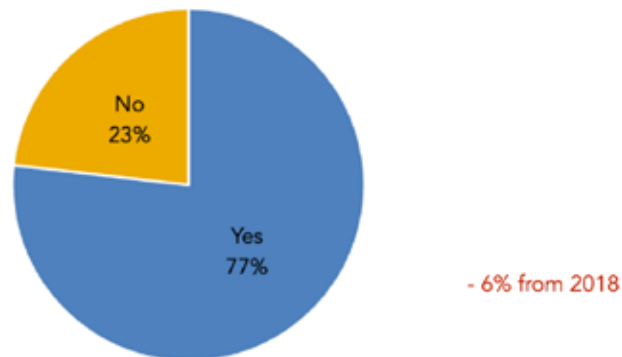


II. TRIP PLANNING AND CONVERSION STUDY FINDINGS



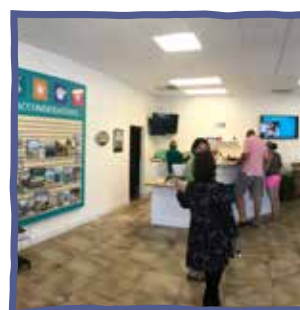
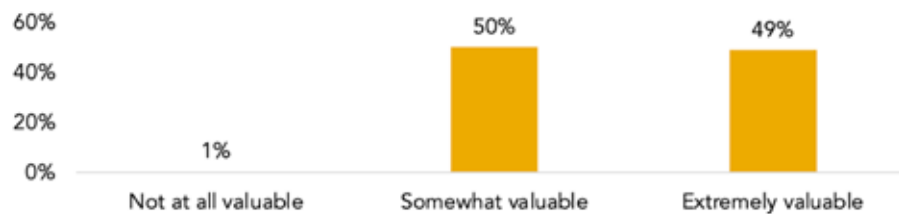
Three-quarters (77%) of the respondents received the requested information. The seventy-seven percent (77%) was down six percent (6%) for 2018.

Q: Did you receive the visitor information you requested regarding Currituck Outer Banks?



Potential visitors see value in the information they received regarding Currituck Outer Banks .

Q: How valuable was the information you received regarding Currituck Outer Banks?

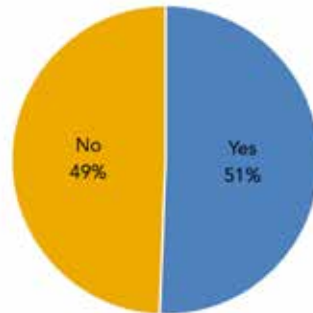


II. TRIP PLANNING AND CONVERSION STUDY FINDINGS



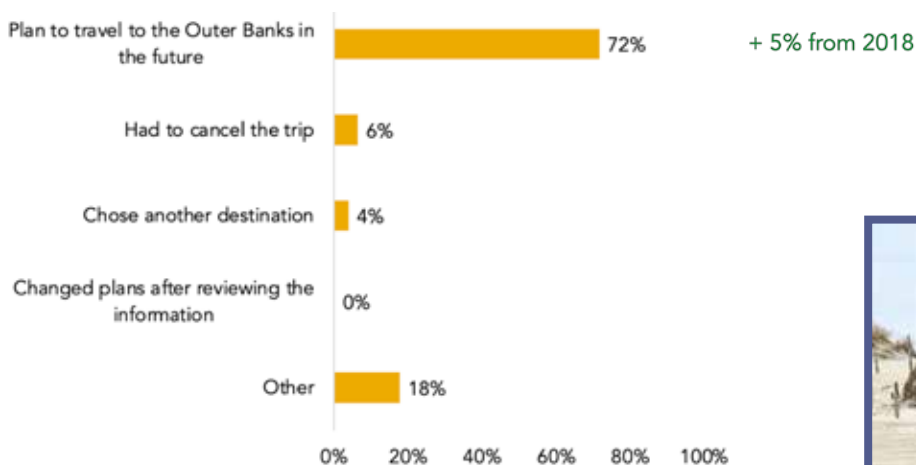
Over fifty percent (51%) of those who requested and received the information have visited Currituck Outer Banks.

Q: Have you traveled to or through Currituck Outer Banks since receiving the requested information?



A significant number of those who have not visited Currituck Outer Banks at the time of the study still plan to visit in the future. Plan to visit in the future is up 5% from 2018.

Q: Why have you not traveled to Currituck Outer Banks?



II. TRIP PLANNING AND CONVERSION STUDY FINDINGS

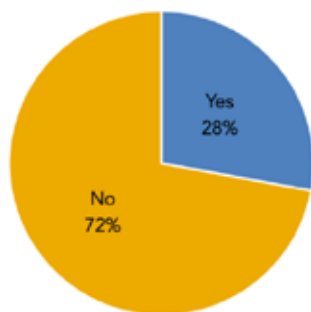
Overwhelmingly, vacation is the top reason for visiting Currituck Outer Banks.

Q: What is the main purpose of your trip to Currituck Outer Banks? [Select only one]



First time visitors were up ten percent (10%) from 2018. Repeat visitors had an increase in visits. In 2022, repeat visitors averaged 14.91 times compared to 12.9 in 2018.

Q: Is this your first trip to the Currituck Outer Banks?



+ 10% from 2018

Repeat visitors have
visited on average
14.91 times

+ 2 visits (12.9) from 2018

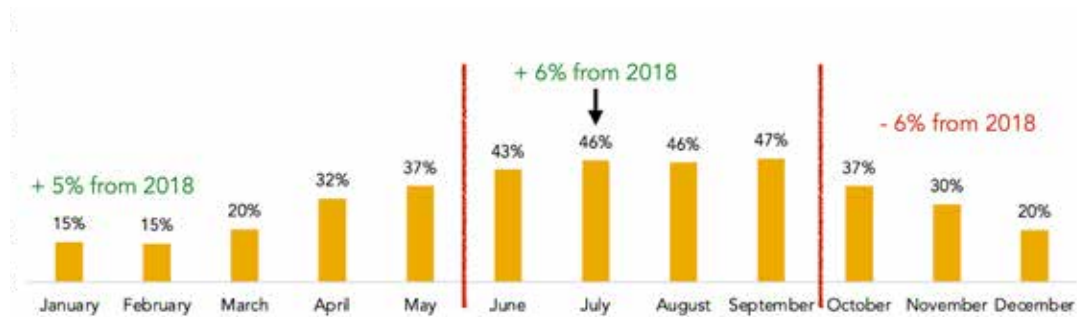


II. TRIP PLANNING AND CONVERSION STUDY FINDINGS



As expected, the primary visitation season is Memorial Day through Labor Day. However, there is a slight increase in visitation January through April over 2018.

Q: You mentioned that you have visited Currituck Outer Banks in the past. Which months have you visited? [MULTIPLE RESPONSES ACCEPTED]



The average party size is getting larger and extending to more than one family. The average party size in 2022 was 7.60 compared to 4.7 in 2018.

Q: Including yourself, how many people were in your travel party? [ENTER A WHOLE NUMBER]

Average Party Size: 7.60

4.7 in 2018

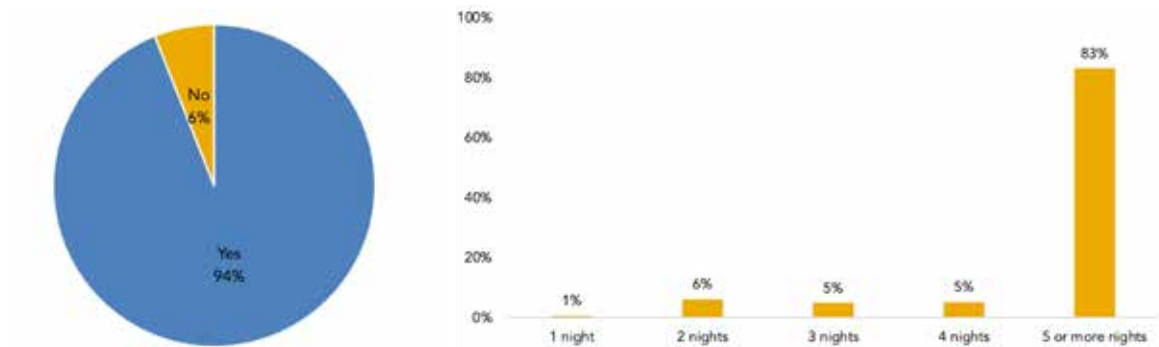


II. TRIP PLANNING AND CONVERSION STUDY FINDINGS

Most Currituck Outer Banks visitors stay overnight and for five nights or more.

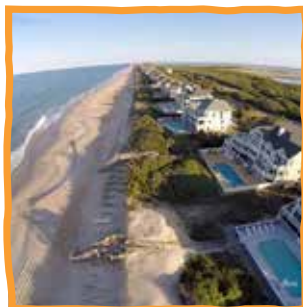
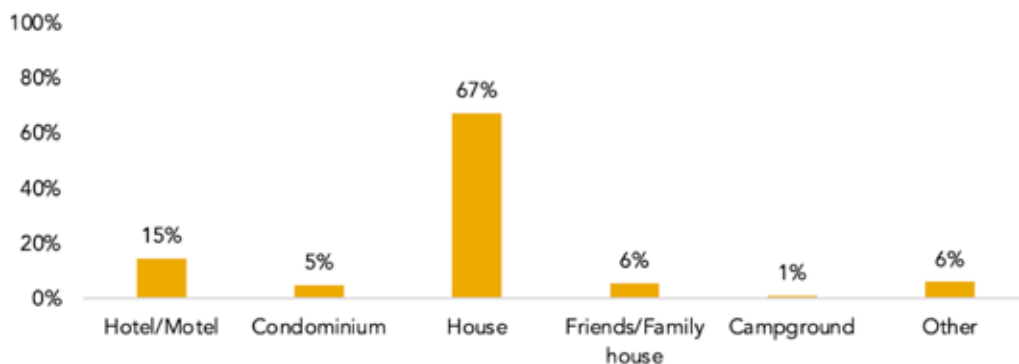
Q: Did you stay overnight in the Outer Banks?

Q: How many nights did you stay?



Due to the nature of lodging in Currituck Outer Banks, the majority of visitors stay in rental homes which is the predominate lodging option.

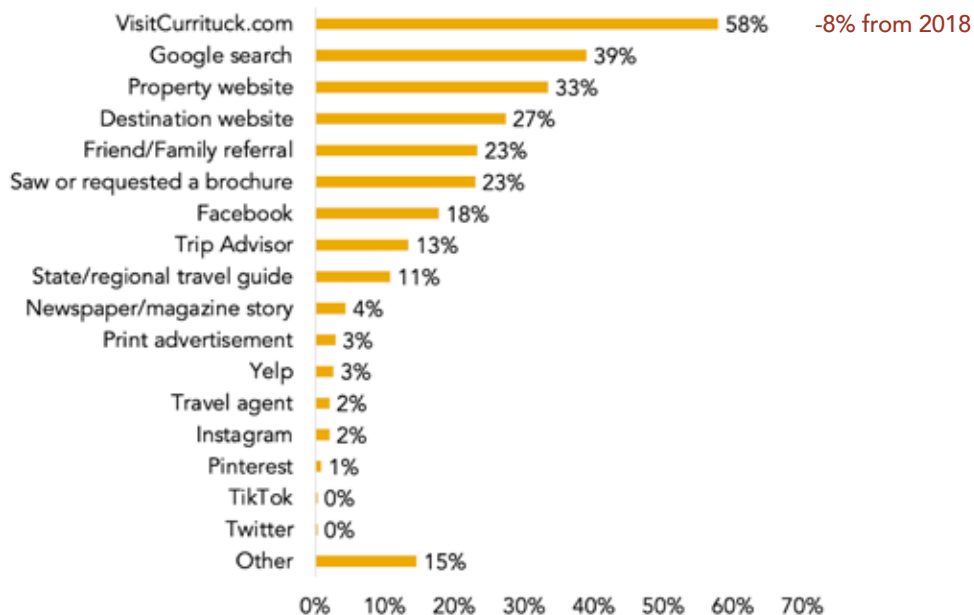
Q: What type of accommodations?



II. TRIP PLANNING AND CONVERSION STUDY FINDINGS

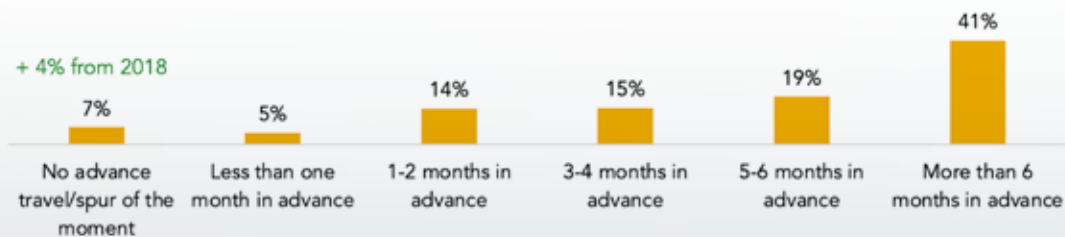
Potential Currituck Outer Banks use a variety of information sources for trip planning. VisitCurrituck.com was the most used source, followed by Google search, and rental property websites. VisitCurrituck.com was slightly down from 2018.

Q: What trip planning and information sources did you use to plan this trip?
[MULTIPLE RESPONSES ACCEPTED]



Currituck Outer Banks visitors tend to plan their trips in advance, in fact more than 5 months in advance. However, 2022 saw an increase in visitors who were spur of the moment decision makers with no advance travel plans.

Q: How far in advance did you plan your trip to Currituck Outer Banks?

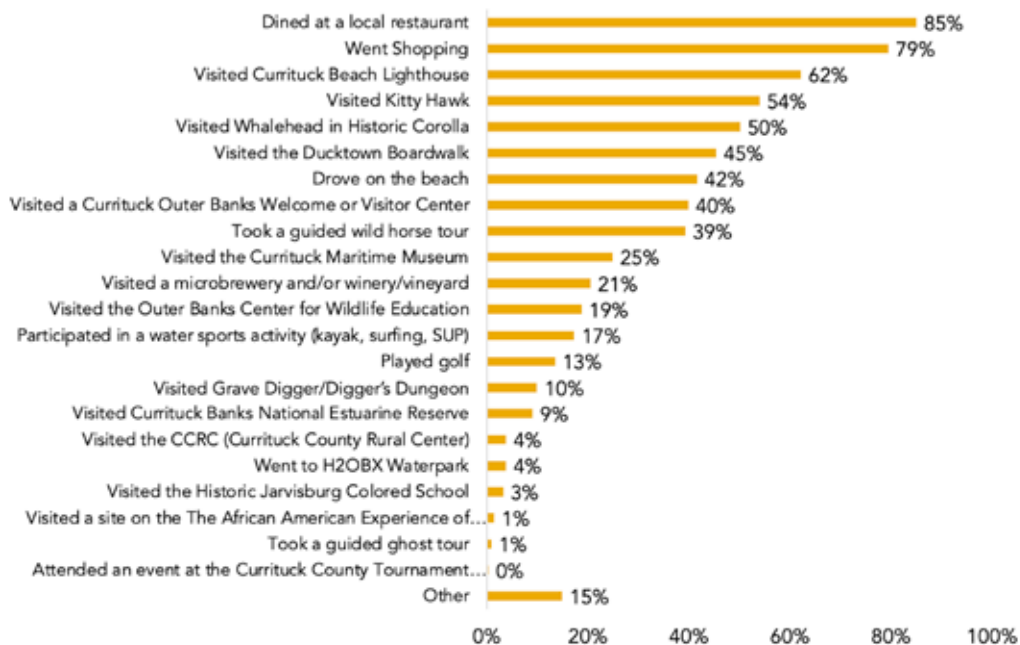


II. TRIP PLANNING AND CONVERSION STUDY FINDINGS



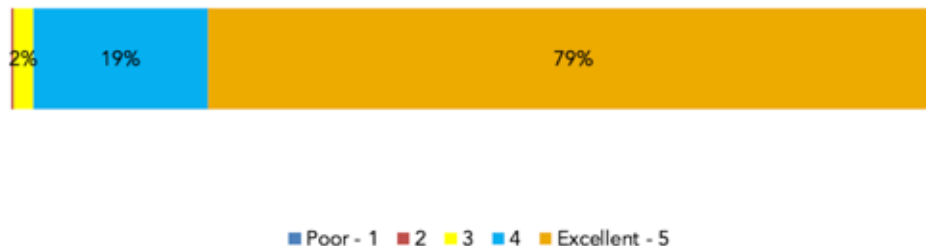
Visitors participated in numerous activities while on vacation. As expected, dining and shopping were the top activities.

Q: Which of the following activities did you and your travel party participate in while visiting Currituck Outer Banks? [MULTIPLE RESPONSES ACCEPTED]

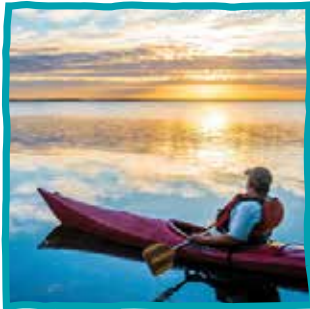


When respondents were asked to rate their visit to the Outer Banks on a 1 to 5 scale, approximately 8 in 10 said their visit was excellent.

Q: On a 5-point scale with 1 being “poor and 5 being “excellent,” how would you rate your visit to Currituck Outer Banks?



II. TRIP PLANNING AND CONVERSION STUDY FINDINGS



Visitors enjoyed their visit so much they plan to return. Eighty-one percent (81%) stated they would definitely return.

Q: Using a 1 to 5 scale with 1 being “not at all likely” and 5 being “will definitely return,” how likely are you to return to Currituck Outer Banks?



Currituck Outer Banks is highly rated among visitors. The cleanliness of the beach and the beach overall are the highest rated.

Q: On a 5-point scale with 1 being “poor” and 5 being “excellent,” how would you rate Currituck Outer Banks in the following areas?



II. TRIP PLANNING AND CONVERSION STUDY FINDINGS

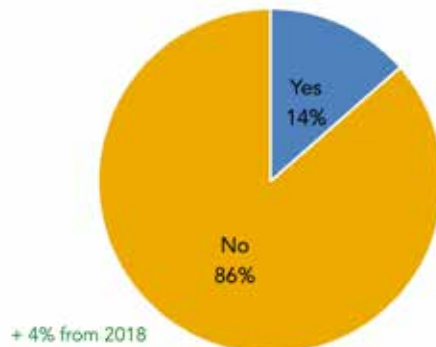
Visitors spend on average just under five days actually on the beach during their trip.

Q: How many days did you spend at the beach, actually on the sand, during your trip?
[ENTER A WHOLE NUMBER]

Average spent on the beach: 4.78

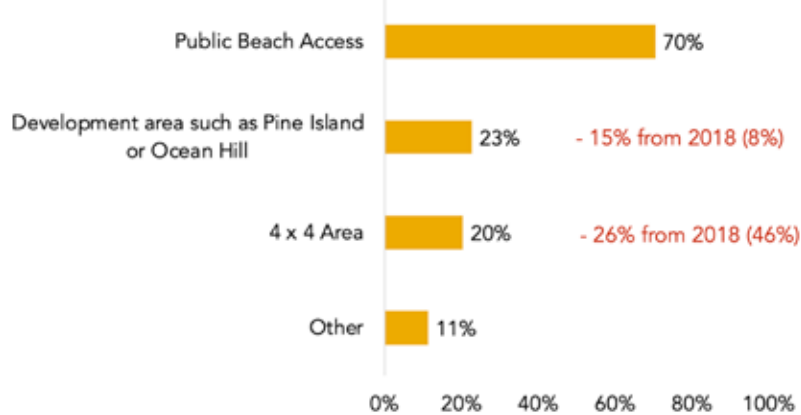
Even though there was slight increase from 2018 (up 4%) in those who felt the beach was crowded, overall it is not views as being overcrowded.

Q: Did you find the beach to be crowded?



The public beach access is the area visitors feel is overcrowded.

Q: What area(s) on the beach did you find to be crowded?

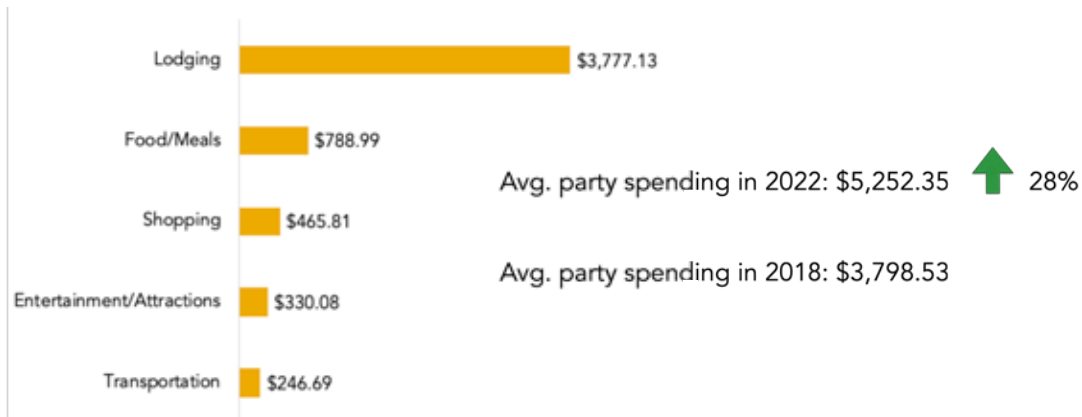


II. TRIP PLANNING AND CONVERSION STUDY FINDINGS



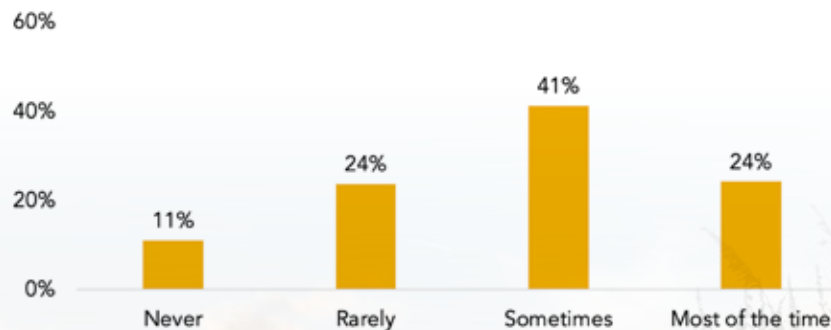
Visitors spend money in Currituck. Average party spending in 2022 is up twenty-eight percent from 2018. Average party spending in 2022 is approximately \$5,252.35 compared to \$3,798.53 in 2018. Lodging is the area where most spending occurs.

Q: On average, how much did your party spend in the following areas during your most recent trip to the Outer Banks? [ROUND TO THE NEAREST DOLLAR]



Visitors are likely to stop at the Visitor Center for information. One-quarter of them “most of the time.”

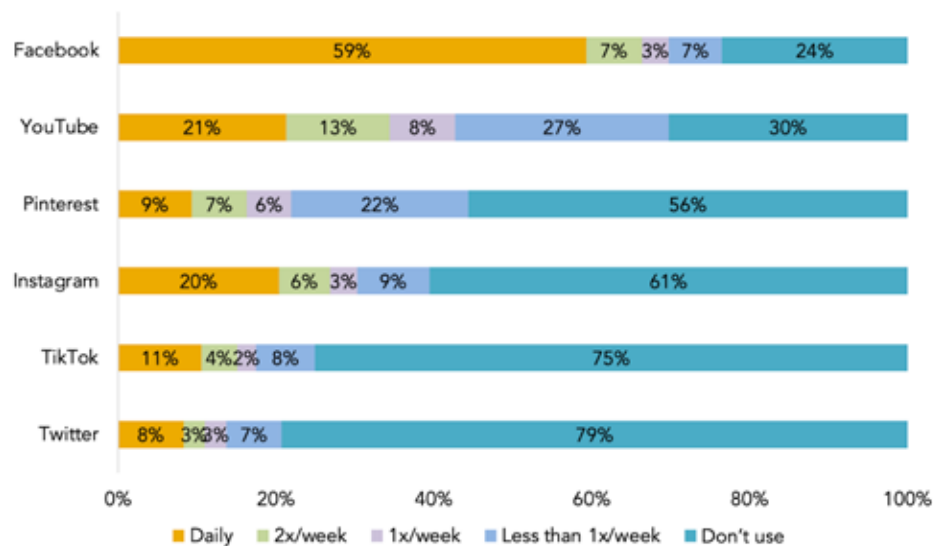
Q: When visiting an area, how often do you stop at a visitor center for local information?



II. TRIP PLANNING AND CONVERSION STUDY FINDINGS

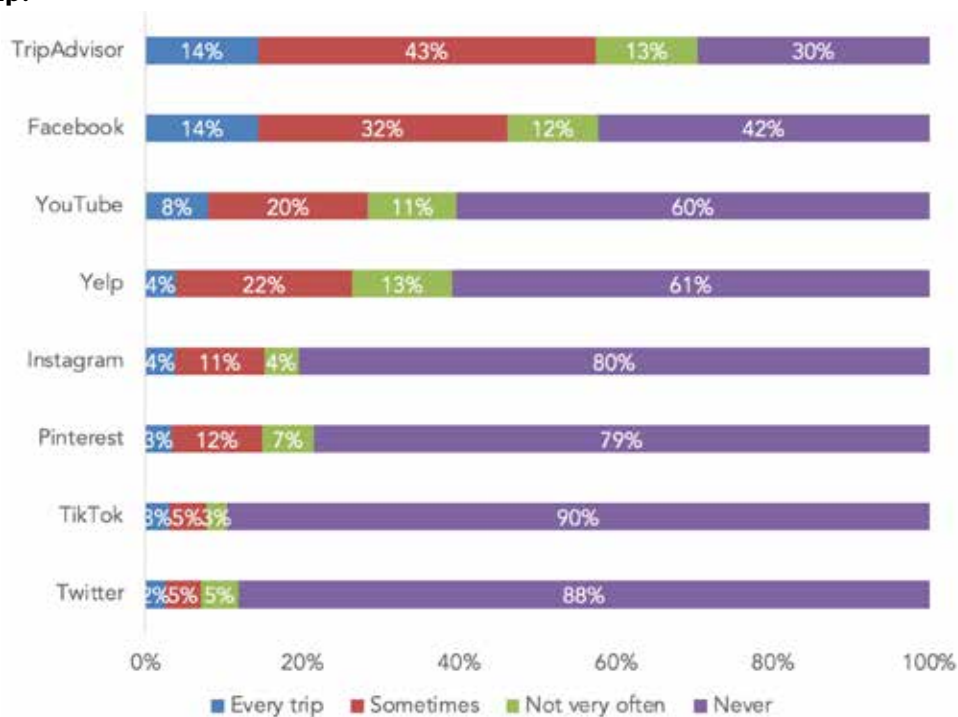
Visitors are active on social media with Facebook being used the most. Facebook is followed by YouTube and Instagram.

Q: How often do you use the following social media outlets?



TripAdvisor and Facebook are the most often used social media outlets when planning or researching a trip.

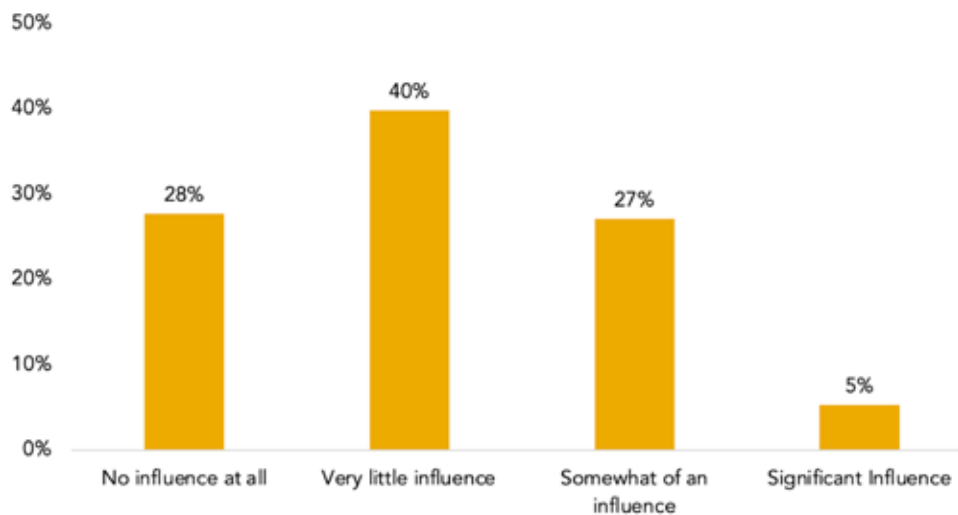
Q: How often do you use the following social media outlets when planning or researching a trip?



II. TRIP PLANNING AND CONVERSION STUDY FINDINGS

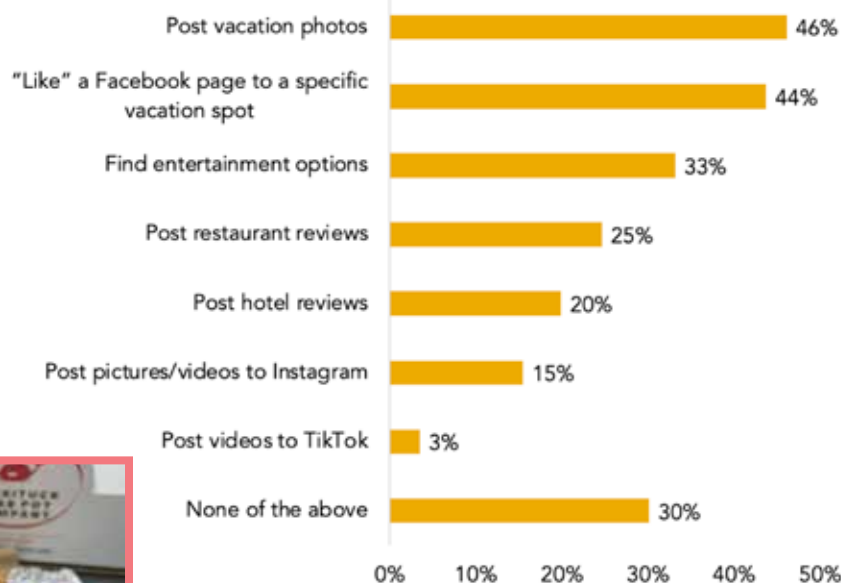
Visitors believe social media has very little to no influence on planning travel among visitors.

Q: How much influence would you say social media has on planning your travel?



The top social media activities among Currituck Outer Banks visitors during their travel experience is to post photos and “like” a Facebook page to a specific spot.

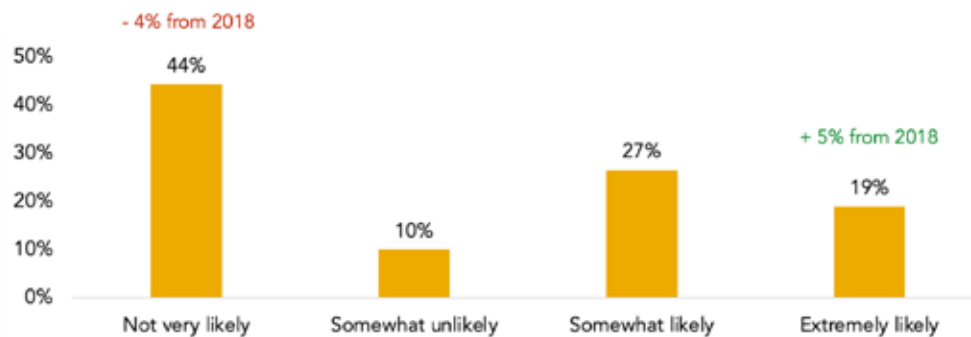
Q: During your travel experience, which of the following do you do via social media?
[MULTIPLE RESPONSES ACCEPTED]



II. TRIP PLANNING AND CONVERSION STUDY FINDINGS

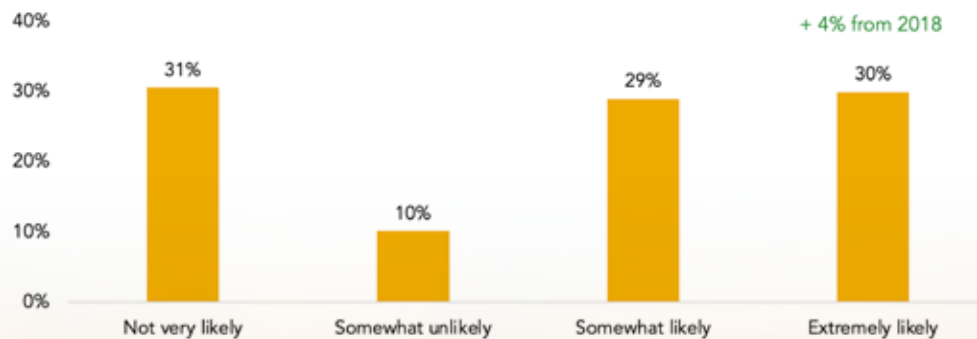
The willingness to post about travel experiences during their trip is growing (up 5% from 2018). However, there are still more that are unlikely to post during their trip.

Q: How likely are you to post about your travel experiences during your trip?



Visitors are more likely to post about their travel experiences after their trip. The likelihood of posting appears to be on the rise.

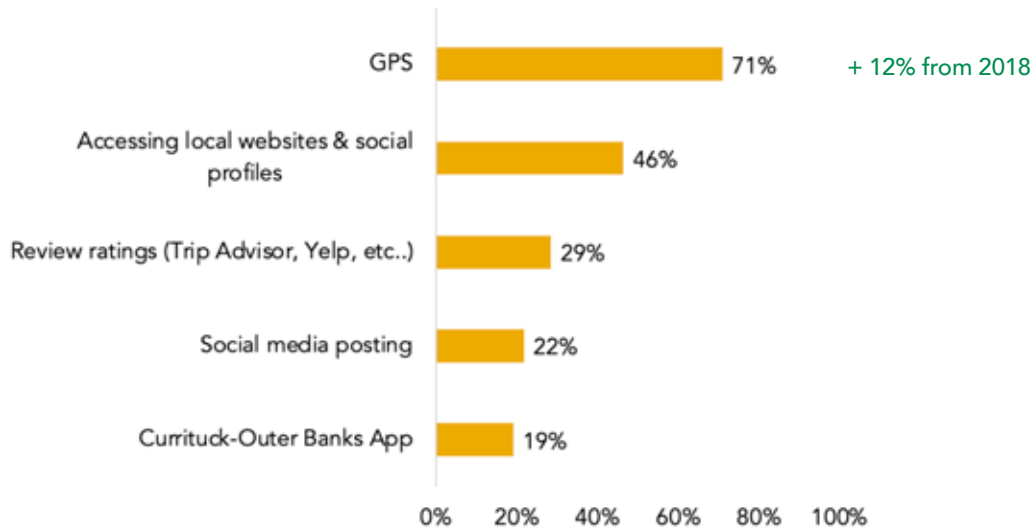
Q: How likely are you to post about your travel experiences after your trip?



II. TRIP PLANNING AND CONVERSION STUDY FINDINGS

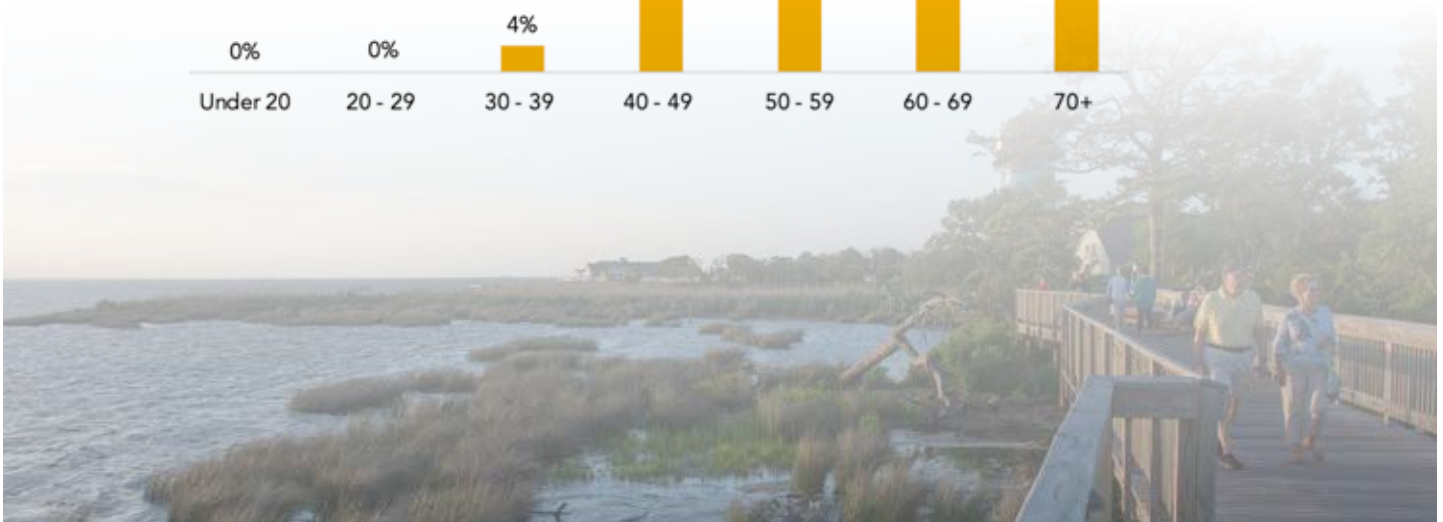
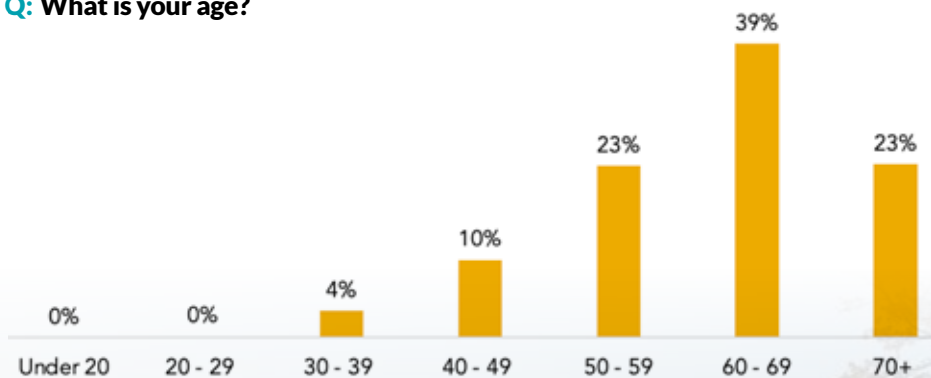
Mobile devices are used quite often while traveling. Taking pictures and using the GPS are the top activities. Using a GPS saw a significant increase in 2022 over 2018 (up 12%).

Q: During your trip to the Outer Banks, which of the following activities did you use your mobile device for? [MULTIPLE RESPONSES ACCEPTED]



The Currituck Outer Banks visitor is primarily an older visitor.

Q: What is your age?

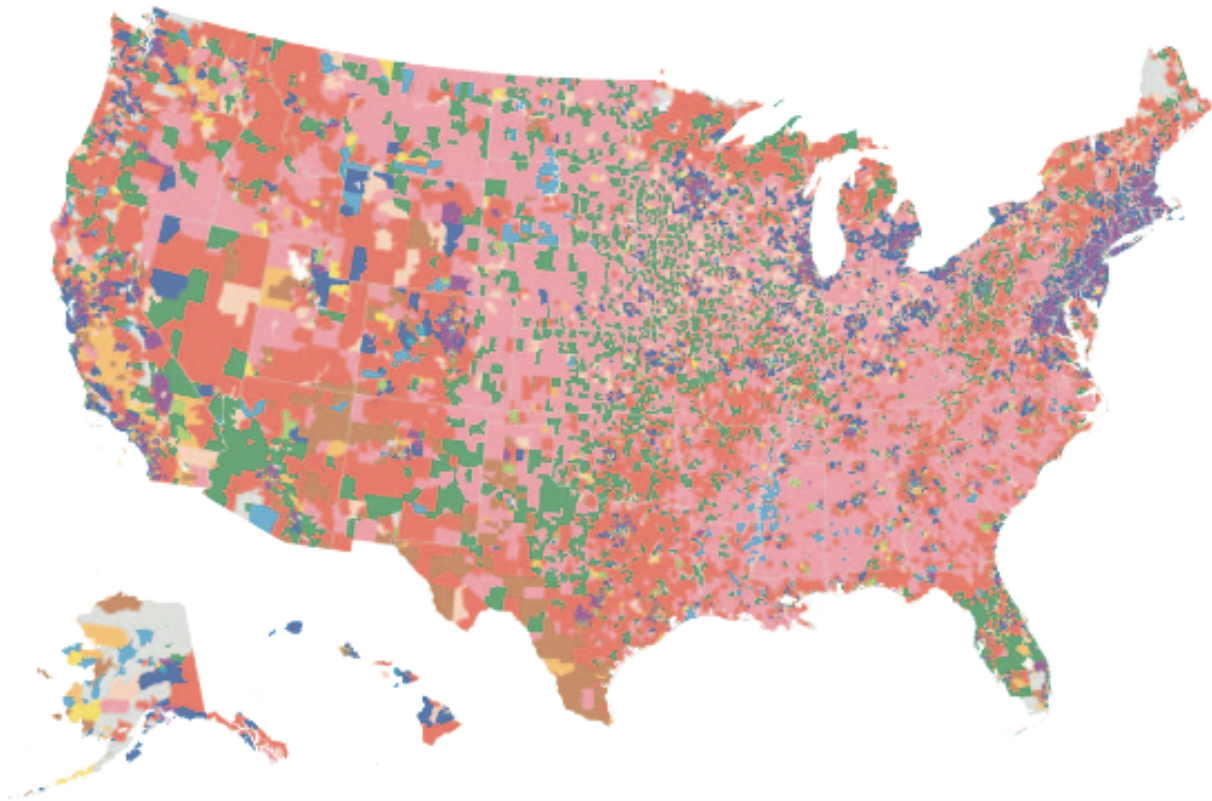


III. TAPESTRY CONSUMER SEGMENTATION

OVERVIEW OF ESRI TAPESTRY & HOW IT IS USED

ESRI Tapestry allows us to view a socio-economic profile of residents of a geographic location. Annually updated data details which products and services consumers buy. Approximately 90 variables in 15 categories such as apparel, food, and financial are included. We use this as part of our branding program for one simple reason - the cultural lifestyle and life stages your visitors reveal their identity. The result is a Who Report that tells us who they are, a What Report that tells us what they consume, like, buy, etc.

Tapestry profiles neighborhoods across the entire United States into 67 classifications according to their socioeconomic and demographic characteristics. A simpler way to understand what this does is the common phrase "birds of a feather flock together."



A more thorough methodology statement on how Tapestry works can be found at <https://doc.arcgis.com/en/esri-demographics/latest/reference/methodologies.htm>.



III. TAPESTRY CONSUMER SEGMENTATION



WHO REPORT

Segmentation systems operate on the theory that people with similar tastes, lifestyles and behaviors seek others with the same taste. These behaviors can be measured, predicted, and targeted. ESRI's Tapestry Segmentation system combines the "who" of lifestyle demography with the "where" of local neighborhood geography to create a model of various lifestyle classifications or segments of actual neighborhoods with addresses – distinct behavioral market segments.

LIFEMODE GROUPS AND URBANIZATION GROUPS

The 67 distinct market segments in Tapestry Segmentation profile the diversity of the American population and provide two ways to summarize and simplify these differences: 14 LifeMode summary groups and 6 Urbanization summary groups. Segments within a LifeMode summary group share a similar lifestyle or life stage. Urbanization summary groups share geographic and physical features such as population density, size of city, and location relative to a metropolitan area.

Currituck County Visitor Inquiry LifeMode Groups:

Visitor Inquiry Households				2022 U.S. Households		
LifeMode Group	Number	Percent		Number	Percent	Index
6 Cozy Country Living	3,185	18.20%		15,123,491	11.76%	155
5 GenXurban	2,882	16.47%		14,390,288	11.19%	147
10 Rustic Outposts	2,295	13.11%		10,158,048	7.90%	166
1 Affluent Estates	2,156	12.32%		12,965,442	10.08%	122
4 Family Landscapes	1,533	8.76%		10,029,784	7.80%	112
8 Middle Ground	1,293	7.39%		14,006,165	10.89%	68
9 Senior Styles	1,238	7.07%		7,416,448	5.76%	123
12 Hometown	955	5.46%		7,646,023	5.94%	92
2 Upscale Avenues	760	4.34%		7,156,348	5.56%	78
11 Midtown Singles	445	2.54%		8,083,294	6.28%	40
7 Ethnic Enclaves	440	2.51%		9,553,549	7.43%	34
3 Uptown Individuals	137	0.78%		5,048,100	3.92%	20
14 Scholars and Patriots	105	0.60%		2,017,941	1.57%	38
13 Next Wave	77	0.44%		5,058,290	3.93%	11

The majority of Currituck County visitor inquiries fall within five LifeMode groups: Cozy Country Living, GenXurban, Rustic Outposts, Affluent Estates and Family Landscapes. Combined, they account for more than two-thirds (68.9%) of all Currituck County visitor inquiry households.

III. TAPESTRY CONSUMER SEGMENTATION

Currituck County's top two LifeMode target groups with the highest indices are Rustic Outposts and Cozy Country Living. Visitor inquiries are 66% more likely than the U.S. average to come from Rustic Outposts and 55% more likely than average to come from Cozy Country Living.

Below is a summary description of the main five LifeMode groups.

LifeMode 6: 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



LifeMode 5: 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, photo album/scrapbooking, playing board games and cards, doing crossword puzzles, going to museums and rock concerts, dining out, and walking for exercise



III. TAPESTRY CONSUMER SEGMENTATION

LifeMode 10: 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 the newspaper and mail-order books



LifeMode 1: 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



LifeMode 4: 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



III. TAPESTRY CONSUMER SEGMENTATION

Currituck County Visitor Inquiry Urbanization Groups:

Urbanization Group	Visitor Inquiry Households		2022 U.S. Households		
	Number	Percent	Number	Percent	Index
Suburban Periphery	6,798	38.88%	41,514,840	32.27%	120
Rural	4,712	26.95%	20,966,372	16.30%	165
Metro Cities	2,370	13.56%	23,269,647	18.09%	75
Semirural	2,044	11.69%	11,996,637	9.32%	125
Urban Periphery	1,342	7.68%	21,493,476	16.71%	46
Principal Urban Centers	217	1.24%	9,412,239	7.32%	17

The top three Urbanization groups of Currituck County visitor inquiries based on volume are Suburban Periphery, Rural and Metro Cities. Combined, they account for 79% of all Currituck County visitor inquiry households.

However, when looking at index numbers, Semirural presents a more favorable target group than Metro Cities because visitors are actually 25% less likely than the average U.S. household to belong to the Metro Cities Urbanization group, but 25% more likely than average to belong to the Semirural group. Below is a summary description of the top three Urbanization groups based on index.

Urbanization 4: Suburban Periphery:

- Urban expansion: affluence in the suburbs or city-by-commute
- The most populous and fast-growing among Urbanization groups, Suburban Periphery includes one-third of the nation's population
- Commuters value low density living, but demand proximity to jobs, entertainment and the amenities of an urban center
- Well-educated, two-income households, accept long commute times to raise their children in these family-friendly neighborhoods. Many are heavily mortgaged in newly built, single-family homes
- Older householders have either retired in place, downsized or purchased a seasonal home
- Suburbanites are the most affluent group, working hard to lead bright, fulfilled lives
- Residents invest for their future, insure themselves against unforeseen circumstances, but also enjoy the fruits of their labor



III. TAPESTRY CONSUMER SEGMENTATION

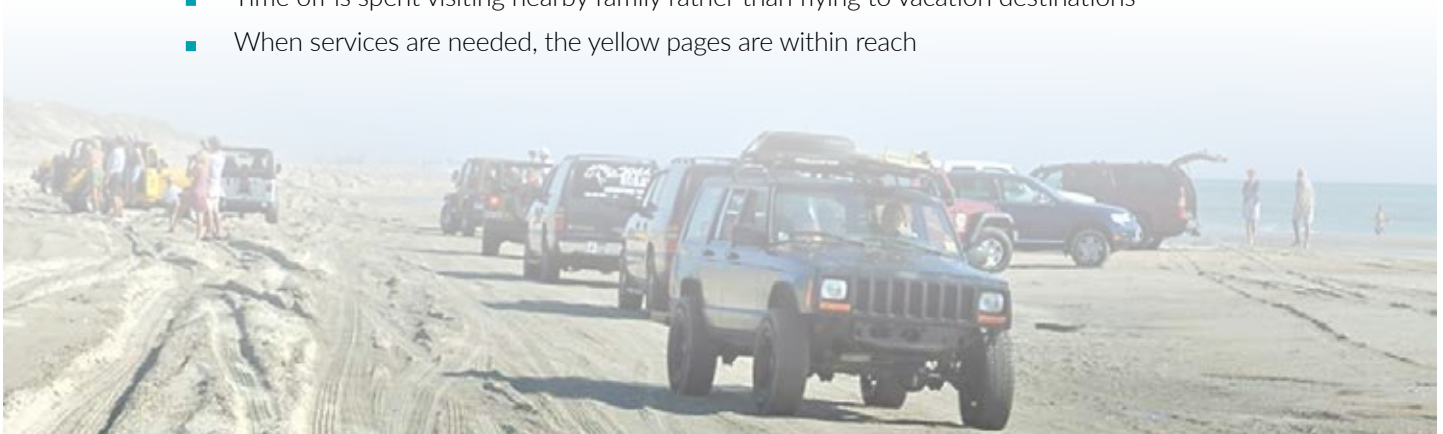
Urbanization 6: Rural:

- Country living featuring single-family homes with acreage, farms and rural resort areas
- Very low population density distinguishes this group—typically less than 50 people per square mile
- Over half of all households are occupied by persons 55 years and older; many are married couples without children at home
- The least diverse group, with over 80% non-Hispanic White
- Mostly home owners (80%), but rentals are affordable in single-family or mobile homes
- Long trips to the store and to work—often drive alone in trucks or SUVs, listening to country radio
- Blue collar jobs dominate the landscape including manufacturing, agriculture, mining and construction
- Many are self-employed, retired, or receive income from Social Security
- Satellite TV and landline phones are necessary means to connect
- More conservative in their spending practices and beliefs
- Comfortable, established and not likely to move



Urbanization 5: Semirural:

- The most affordable housing—in smaller towns and communities located throughout the country
- Single-family and mobile homes in the country, but still within reach of some amenities
- Embrace a quiet, country lifestyle including country music and hunting
- Prefer domestic products and vehicles, especially trucks
- Shop at large department and discount stores like Walmart
- Fast food and dinner mixes/kits are much more common than fine dining
- Many make a living off the land through agriculture, fishing and forestry
- Time off is spent visiting nearby family rather than flying to vacation destinations
- When services are needed, the yellow pages are within reach



III. TAPESTRY CONSUMER SEGMENTATION



TOP TAPESTRY SEGMENTS

The individual 67 Tapestry segments provide more differentiating power than the above summary groups. Each provides a short description of the type of people that make up a segment. Below are the top ten segments. Combined, they make up nearly half of all Currituck County visitor inquiries (44.4%).

Rank	Tapestry Segment	Visitor Inquiry Households		2022 U.S. Households		
		Number	Percent	Number	Percent	Index
1	6B - Salt of the Earth	967	5.52%	3,583,798	2.79%	198
2	10A - Southern Satellites	939	5.36%	3,976,846	3.09%	173
3	6A - Green Acres	903	5.16%	4,185,053	3.25%	159
4	5A - Comfortable Empty Nesters	839	4.79%	3,109,219	2.42%	198
5	5E - Midlife Constants	799	4.56%	3,112,093	2.42%	189
Subtotal			25.39%		13.96%	
6	1D - Savvy Suburbanites	781	4.46%	3,813,449	2.96%	150
7	4C - Middleburg	665	3.80%	3,926,283	3.05%	124
8	10B - Rooted Rural	665	3.80%	2,375,526	1.85%	206
9	4A - Soccer Moms	637	3.64%	3,928,142	3.05%	119
10	6F - Heartland Communities	587	3.35%	2,831,890	2.20%	152
Total			44.44%		27.08%	

When looking at the top five segments in sum (25.4% of all inquiries), they reveal that people interested in visiting Currituck County are primarily white, older (median age in the mid- to late 40's) and married. About half of them are college educated and enjoy above average household incomes. While many have kids, most of them are already out of the house. Yet, family time is still cherished. They enjoy country lifestyles and love the outdoors, such as fishing, hunting, gardening, hiking, boating, or camping. They are self-reliant and experts with DIY projects. On the other hand, they are late technology adapters. While technology has its uses, the bells and whistles are more of a bother. These people are cost-conscious and mostly opt for price over quality or brand-name.



III. TAPESTRY CONSUMER SEGMENTATION



6B: SALT OF THE EARTH (INDEX 198)

Description

Salt of the Earth residents are entrenched in their traditional, rural lifestyles. Citizens here are older, and many have grown children that have moved away. They still cherish family time and also tending to their vegetable gardens and preparing homemade meals. Residents embrace the outdoors; they spend most of their free time preparing for their next fishing, boating, or camping trip. The majority has at least a high school diploma or some college education; many have expanded their skill set during their years of employment in the manufacturing and related industries. They may be experts with DIY projects, but the latest technology is not their forte. They use it when absolutely necessary, but seek face-to-face contact in their routine activities.

Residential

- This large segment is concentrated in the Midwest, particularly in Ohio, Pennsylvania, and Indiana.
- Due to their rural setting, households own two vehicles to cover their long commutes, often across county boundaries.
- Home ownership rates are very high (Index 132). Single-family homes are affordable, valued at 25 percent less than the national market.
- Two in three households are composed of married couples; less than half have children at home.

Socioeconomic Traits

- Steady employment in construction, manufacturing, and related service industries.
- Completed education: 42% with high school diploma only.
- Household income just over the national median, while net worth is double the national median.
- Spending time with family their top priority.

- Cost-conscious consumers, loyal to brands they like, with a focus on buying American.
- Last to buy the latest and greatest products.
- Try to eat healthy, tracking the nutrition and ingredients in the food they purchase.

Demographics

The median age is 44.1 years old. This is primarily a white group (93%), followed by 3.8% Hispanics and 2.6% African Americans. Their median household income is \$56,300, which is just slightly above the U.S. median of \$56,100. However, their median net worth is considerably higher than the U.S. median net worth with \$167,700 compared to \$93,300.

Occupation

- Office and administrative support
- Production
- Sales and related
- Transportation and material moving
- Management

Market Profile

- Outdoor sports and activities, such as fishing, boating, hunting, and overnight camping trips are popular.
- To support their pastimes, truck ownership is high; many also own an ATV.
- They own the equipment to maintain their lawns and tend to their vegetable gardens.
- Residents often tackle home remodeling and improvement jobs themselves.
- Due to their locale, they own satellite dishes, and many still require dial-up modems to access the Internet.
- These conservative consumers prefer to conduct their business in person rather than online. They use an agent to purchase insurance.

III. TAPESTRY CONSUMER SEGMENTATION

10A: SOUTHERN SATELLITES (INDEX 173)

Description

Southern Satellites is the second largest market found in rural settlements but within metropolitan areas located primarily in the South. This market is typically non-diverse, slightly older, settled married-couple families, who own their homes. Almost two-thirds of the homes are single-family structures; 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.

Residential

- About 79% 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 (65%), with a number of mobile homes (Index 523).
- Most housing units were built in 1970 or later.
- Most households own 1 or 2 vehicles, but owning 3+ vehicles is common (Index 146).

Socioeconomic Traits

- Education: almost 40% have a high school diploma only (Index 137); 41% have college education (Index 72).
- Unemployment rate is 9.2%, slightly higher than the US rate.
- Labor force participation rate is 59.7%, 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.

Demographics

The median age is 40.3 years old. This is not a diverse group, seeing how the majority (84.1%) are white, followed by 8.8% Hispanics and 7.9% African Americans. Their median household income is \$47,800, which is below the U.S. median of \$56,100. However, their median net worth is just a bit higher than the U.S. median at \$94,900 compared to \$93,300.

Occupation

- Office and administrative support
- Production
- Sales and related
- Construction and extraction
- Transportation and material moving

Market Profile

- 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.)



III. TAPESTRY CONSUMER SEGMENTATION

6A: GREEN ACRES (INDEX: 159)

Description

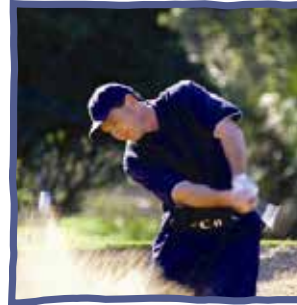
The Green Acres lifestyle features country living and self-reliance. They are avid do-it-yourselfers, maintaining and remodeling their homes, with all the necessary power tools to accomplish the jobs. Gardening, especially growing vegetables, is also a priority, again with the right tools, tillers, tractors, and riding mowers. Outdoor living also features a variety of sports: hunting and fishing, motorcycling, hiking and camping, and even golf. Self-described conservatives, residents of Green Acres remain pessimistic about the near future yet are heavily invested in it.

Residential

- Rural enclaves in metropolitan areas, primarily (not exclusively) older homes with acreage; new housing growth in the past 15 years.
- Single-family, owner-occupied housing, with a median value of \$235,500.
- An older market, primarily married couples, most with no children.

Socioeconomic Traits

- Education: More than 60% are college educated.
- Unemployment is low at 3.8% (Index 70); labor force participation rate is high at 66.8% (Index 107).
- Income is derived not only from wages and salaries but also from self-employment (more than 13% of households), investments (27% of households), and increasingly, from retirement.
- They are cautious consumers with a focus on quality and durability.
- Comfortable with technology, more as a tool than a trend: banking or paying bills online is convenient; but the Internet is not viewed as entertainment.
- Economic outlook is professed as pessimistic, but consumers are comfortable with debt, primarily as home and auto loans, and investments.



Demographics

The median age is 43.9 years old. This is not a diverse group, seeing how the majority (90.8%) are white, followed by 5.5% Hispanics and 3.3% African Americans. Their median household income is \$76,800, which is slightly above the U.S. median of \$56,100. However, their median net worth is considerably higher than the U.S. median net worth at \$267,700 compared to \$93,300.

Occupation

- Office and administrative support
- Management
- Sales and related
- Healthcare practitioners and technical
- Production

Market Profile

- Purchasing choices reflect Green Acres residents' country life, including a variety of vehicles from trucks and SUVs to ATVs and motorcycles, preferably late model.
- Homeowners favor DIY home improvement projects and gardening.
- Media of choice are provided by satellite service, radio, and television, also with an emphasis on country and home and garden.
- Green Acres residents pursue physical fitness vigorously, from working out on home exercise equipment to playing a variety of sports.
- Residents are active in their communities and a variety of social organizations, from charitable to veterans' clubs.



III. TAPESTRY CONSUMER SEGMENTATION



5A: COMFORTABLE EMPTY NESTERS (INDEX 198)

Description

Residents in this large, growing segment are older, with nearly half of all householders aged 55 or older; many still live in the suburbs where they grew up. Most are professionals working in government, health care, or manufacturing. These Baby Boomers are earning a comfortable living and benefitting from years of prudent investing and saving. Their net worth is well above average (Index 314). Many are enjoying the transition from child rearing to retirement. They value their health and financial well-being.

Residential

- Married couples, some with children, but most without (Index 149).
- Average household size slightly higher at 2.52.
- Found throughout the suburbs and small towns of metropolitan areas, where most residents own and live in single-family detached homes (Index 142).
- Most homes built between 1950 and 1990 (Index 131).
- Households generally have one or two vehicles.

Socioeconomic Traits

- Education: 36% college graduates; nearly 68% with some college education.
- Low unemployment at 4%; average labor force participation at 61%.
- Most household income comes from wages or salaries, but a third also draw income from investments (Index 150) and retirement (Index 159).
- Comfortable Empty Nesters residents physically and financially active.
- Prefer eating at home instead of dining out.
- Home maintenance is a priority among these homeowners.

Demographics

The median age is 48 years old. This is not a diverse group, seeing how the majority (87.2%) are white, followed by 6.6% Hispanics and 5.8% African Americans. Their median household income is \$75,000, which is above the U.S. median of \$56,100. Their median net worth is considerably higher at 293,000 compared to the U.S. median net worth of \$93,300.

Occupation

- Office and administrative support
- Management
- Sales and related
- Healthcare practitioners and technical
- Education, training and library

Market Profile

- Residents enjoy listening to sports radio or watching sports on television.
- Physically active, they play golf, ski, ride bicycles, and work out regularly.
- Spending a lot of time online isn't a priority, so most own older home computers.
- Financial portfolio includes stocks, certificates of deposit, mutual funds, and real estate.



III. TAPESTRY CONSUMER SEGMENTATION



5E: MIDLIFE CONSTANTS (INDEX 189)

Description

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.

Residential

- 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 \$141,000 (Index 80).

Socioeconomic Traits

- Education: 64% have a high school diploma or some college.
- Unemployment is lower in this market at 7.4% (Index 86), but so is the labor force participation rate (Index 89).
- Almost 42% of households are receiving Social Security (Index 150); 28% also receive retirement income (Index 160).
- 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.
- After television, radio and newspapers are the media of choice.

Demographics

The median age is 45.9 years old. This is not a diverse group, seeing how the majority (86.9%) are white, followed by 7% Hispanics and 6.9% African Americans. Their median household income is \$48,000, which is almost equivalent to the U.S. median of \$56,100. However, their median net worth is considerably higher than the U.S. median net worth with \$104,000 compared to \$93,300.

Occupation

- Office and administrative support
- Sales and related
- Management
- Education, training and library
- Health care practitioners and technical

Market Profile

- 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, political, and social services organizations.
- DIY homebodies that spend on home improvement and gardening.
- Media preferences: country or Christian channels.
- Leisure activities include scrapbooking, movies at home, reading, fishing, and golf.

III. TAPESTRY CONSUMER SEGMENTATION



WHAT REPORT

To evaluate the various categories of the What report, we look for behavior that is defined stronger than average communities. If an index of 100 is average, then extremely high indices (over 125) reveal where people interested in visiting Currituck County have a higher propensity to exercise that behavior than most other people across the U.S.

- **Tip #1** - Look for extremely high (and low) indices
- **Tip #2** - Don't take the data literally. For example, if visitors interested in Currituck County index very high for shopping at Publix but you do not have a Publix, that's okay. This indicates your visitors have shopping behavior at upscale grocery stores like a Publix. It could also suggest that your economic development group might want to consider bringing in a high-end grocery store if one is not currently present.

Attitudes

Visitors interested in Currituck County tend to be conservative Republicans. They are not concerned with global warming or environmental issues. They support the arts, PBS and NPR.

Attitudes	Index
Affiliated with Republican Political Party	158
Very Conservative Political Outlook	145
Served on Committee for Local Organization Last 12 Mo	141
Wrote to News/Magazine Editor or Called Radio/TV Last 12 Mo	135
Global warming is not a serious threat	132
Am not interested in companies creating diverse ads	130
Contributed to Arts or Cultural Organization Last 12 Mo	127
Contributed to PBS Last 12 Mo	126
Contributed to NPR Last 12 Mo	126
Contributed to Social Services Organization Last 12 Mo	126
Government shouldn't focus more on environmental issues	125

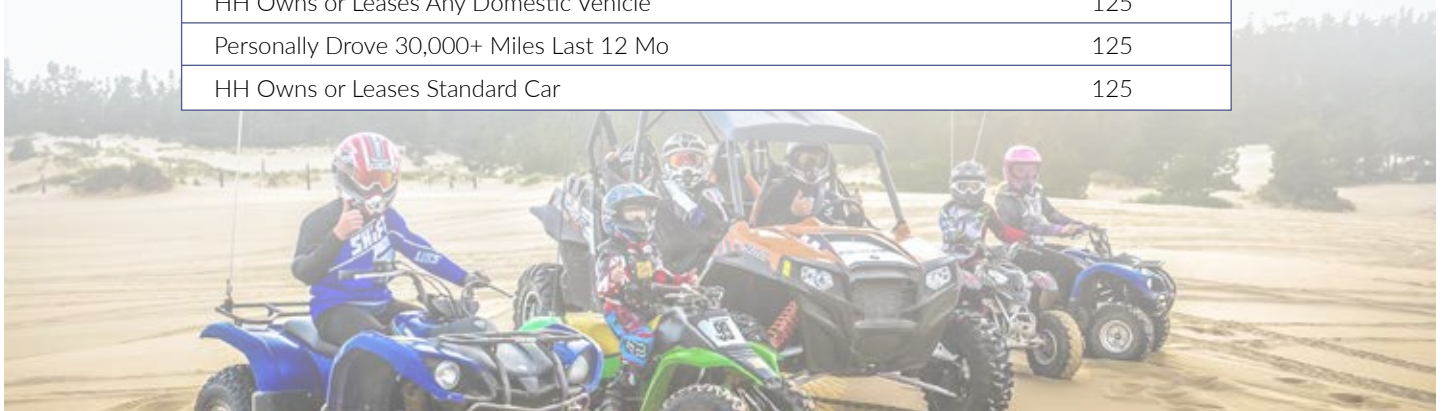


III. TAPESTRY CONSUMER SEGMENTATION

Automobiles

Visitors interested in Currituck County are more than twice as likely as the U.S. average household to own an ATV or UTV. They tend to drive diesel-fueled vehicles, in particular trucks. But they are also fond of convertibles or motorcycles. In general, they prefer domestic brand vehicles, such as Ford or Dodge, but they also opt for Subarus.

Automobiles	Index
HH Owns Any ATV or UTV	254
HH Owns or Leases a Diesel Fuel Vehicle	169
HH Owns or Leases Truck	158
HH Owns or Leases Convertible	145
Bought Tires at Walmart Last 12 Mo	141
Member of AARP Auto Club/Road Assistance Program	139
Buick: Most Recent HH Vehicle Purchase or Lease	139
HH Owns or Leases 3+ Vehicles	134
Personally Drove 20,000-29,999 Miles Last 12 Mo	133
HH Spent \$50,000+ on Most Recent Vehicle Purchase or Lease	132
Chevrolet: Most Recent HH Vehicle Purchase or Lease	132
HH Bought Any Used Motorcycle	132
Other HH Member Added or Changed Motor Oil Last 12 Mo	131
HH Bought Any New Motorcycle	131
Subaru: Most Recent HH Vehicle Purchase or Lease	130
Bought 7+ Quarts of Motor Oil Last 12 Mo	130
Ford: Most Recent HH Vehicle Purchase or Lease	130
Dodge: Most Recent HH Vehicle Purchase or Lease	128
HH Owns Any Motorcycle	128
Member of Dealer/Manuf/Warranty Auto Club/Road Assistance Program	128
HH Spent \$40,000-\$49,999 on Most Recent Vehicle Purchase or Lease	127
HH Used Trade-In on Most Recent Vehicle Purchase/Lease	126
HH Owns or Leases Any Domestic Vehicle	125
Personally Drove 30,000+ Miles Last 12 Mo	125
HH Owns or Leases Standard Car	125



III. TAPESTRY CONSUMER SEGMENTATION

Baby/Toys/Games

Visitors interested in Currituck County did not index high for any baby items, toys or games. This is likely a reflection of their empty-nesters life stage.

Clothing/Accessories

Visitors interested in Currituck County also did not index high for any particular type or brand of clothing or accessories. This is likely because they prioritize price over brand or quality. It therefore comes as no surprise that items such as high-end gold or fine jewelry or expensive watches made the very bottom of the list.

Electronics/Internet

The electronics and Internet use of visitors interested in Currituck County suggest retired individuals, who primarily use the internet at home and spend very little time online every day. They own cameras and camcorders and use social media such as Shutterfly to share their photos.

Electronics/Internet	Index
Satellite Service Connection to Internet at Home	213
DSL Connection to Internet at Home	152
Social Media: Used Shutterfly Last 30 Days	136
Own 35mm Camera or Camcorder	132
HH Owns Portable GPS Device	129
Used Internet to Send Greeting Card Last 30 Days	127
HH Owns CD Player	126
Spend <0.5 Hours Online (Excluding Email) Daily	126



III. TAPESTRY CONSUMER SEGMENTATION



Financial & Insurance

Their finances suggest a more affluent Currituck County visitor. Visitors interested in Currituck County own stocks and bonds and shares in money market funds. They're also likely to own investment real estate and vacation or weekend homes. They're well insured and are 51% more likely than average to use a financial planner.

Financial & Insurance	Index
Used Local/Community Bank Last 12 Mo	172
Own Vacation or Weekend Home	158
Own Any Annuity	152
Used Financial Planner Last 12 Mo	151
Own Shares in Money Market Fund	148
Have Humana Medical Insurance	147
Used Citizens Bank Last 12 Mo	144
Have Nationwide Auto Insurance	140
Average \$2,001+ in Monthly Credit Card Expenditures	139
Own Shares in Mutual Fund (Bonds)	139
Own Shares in Mutual Fund (Stock)	139
Have AARP Medical Insurance	139
Have Home Equity Line of Credit	138
Personally Carry Liability Insurance (Not Auto or Home)	137
Have \$1-\$19,999 Value in Life Insurance	136
Used PNC Bank Last 12 Mo	136
Own Certificate of Deposit (More Than 6 Mo)	135
Have Medicare Medical Policy	134
Have Traditional IRA Retirement Savings Plan	133
HH Has 3+ Vehicles Covered with Auto Insurance	132
Paid Bills by Mail Last 12 Mo	132
Own Common Stock in Company You Don't Work For	132
Own U.S. Savings Bond	132
Have 2nd Mortgage (Home Equity Loan)	130
Personally Carry Long Term Care Insurance	130
Have \$20,000-\$49,999 Value in Life Insurance	129
Obtained Medical Insurance Through Agent Representing One Company	129
Own Any Stock	128
Have Combined Home and Auto Insurance Policy	128
Acquired via Agent: Home/Personal Property Insurance	128
Personally Carry Prescription Drug Insurance	128
Paid Bills in Person Last 12 Mo	127
Have POS (Point-Of-Service) Medical Insurance	127
Homeowner Carries Insurance on Home/Personal Property	126
Have Separate Whole Policy Life Insurance	126
Have \$500,000+ Value in Life Insurance	126
Own Investment Real Estate	126
Have Liberty Mutual Home or Personal Property Insurance	125

III. TAPESTRY CONSUMER SEGMENTATION

Furniture/Appliances

Visitors interested in Currituck County enjoy well-equipped households. They own items such as hot tubs, fireplaces, separate freezers, high-efficiency washers, outdoor grills and many additional household items.

Furniture/Appliances	Index
HH Owns Heat Pump	191
HH Owns Central Oil Heating	184
HH Owns Portable Generator	171
HH Owns Dehumidifier	164
HH Owns Hot Tub or Whirlpool Spa	149
HH Owns Separate Freezer	149
HH Owns Vacuum Sealer	141
HH Owns Attic or Whole House Fan	140
HH Owns Fireplace	138
HH Owns Gas Grill	138
HH Owns Ice Cream Maker	135
HH Owns Continuous Cleaning Oven	134
HH Owns Bread Making Machine	134
HH Purchased Recliner Last 12 Mo	133
HH Owns Electric Stove or Range	131
HH Owns Cooktop	131
HH Owns Ceiling Fan (Not Bathroom Vent)	130
HH Has Central Electric Heating	129
HH Owns Convection Oven	129
HH Owns High Efficiency Washing Machine	128
HH Owns Ductless Cooling and Heating System	128
HH Owns Sewing Machine	127
HH Owns Electric Clothes Dryer	127
HH Owns Built-In Electric Range or Oven	126
HH Owns Trash Compactor	125
HH Owns Electric Outdoor Grill	125

Grocery/Alcohol

Visitors interested in Currituck County shop at a variety of grocery stores. Maxwell and Green Mountain Coffee are their coffee brands of choice.

Grocery/Alcohol	Index
Shopped at Piggly Wiggly Grocery Store Last 6 Mo	261
Shopped at IGA Grocery Store Last 6 Mo	231
Shopped at Save-A-Lot Grocery Store Last 6 Mo	214
Shopped at Meijer Grocery Store Last 6 Mo	173
Shopped at Food Lion Grocery Store Last 6 Mo	168
Shopped at Winn-Dixie Grocery Store Last 6 Mo	152
Shopped at Stop & Shop Grocery Store Last 6 Mo	151
HH Used Maxwell House Master Blend Ground Coffee Last 6 Mo	148
Shopped at Publix Grocery Store Last 6 Mo	142
Shopped at Wegmans Grocery Store Last 6 Mo	139
HH Used Maxwell House Original Ground Coffee Last 6 Mo	138
Shopped at Giant Grocery Store Last 6 Mo	133
HH Used Green Mountain Ground Coffee Last 6 Mo	133
HH Used Cottage Cheese Last 6 Mo	126
Shopped at Kroger Grocery Store Last 6 Mo	125



III. TAPESTRY CONSUMER SEGMENTATION

Health/Beauty

These people are heavy tobacco users – anything from regular cigarettes, to menthols or chewing/smokeless tobacco. They're 59% more likely than the U.S. average to smoke 9+ packs of cigarettes a week.

They furthermore use a variety of prescription drugs to control medical issues such as arthritis, cholesterol, headaches, heartburn, or high blood pressure. They frequently spend more than \$150 a month on their prescription drugs.

They own treadmills and ellipticals to help them stay or get in shape.



Health/Beauty	Index
Used Chewing or Smokeless Tobacco Last 6 Mo	176
Smoked 9+ Packs of Cigarettes Last 7 Days	159
Smoked Non-Menthol Cigarettes Last 12 Mo	152
Visited Nurse Practitioner Last 12 Mo	146
Filled Prescription at Discount or Department Store Last 12 Mo	144
Used Denture Cleaner Last 6 Mo	142
Visited Cardiologist Doctor Last 12 Mo	140
Used Denture Adhesive or Fixative Last 6 Mo	139
Used Rheumatoid Arthritis Prescription Drug	136
Visited Podiatrist Doctor Last 12 Mo	136
Used High Cholesterol Prescription Drug	135
Filled Prescription by Mail Order Last 12 Mo	134
Spent \$150+ on Out of Pocket Prescription Drugs Last 30 Days	134
Wear Bi-Focal/Multi-Focal/Progressive Glasses	134
Used Arthritis or Osteoarthritis Prescription Drug	134
Spent \$100-\$149 on Out of Pocket Prescription Drugs Last 30 Days	132
Visited Urologist Doctor Last 12 Mo	131
Own Treadmill	131
Visited Dermatologist Doctor Last 12 Mo	131
Used Sinus Congestion or Headache Prescription Drug	131
Visited Internist Doctor Last 12 Mo	131
Own Elliptical	130
Used Heartburn or Acid Reflux Prescription Drug	129
Smoked Menthol Cigarettes Last 12 Mo	129
Filled Prescription Online Last 12 Mos	128
Smoked Cigarettes Last 12 Mo	127
Used High Blood Pressure Prescription Drug	127
Spent \$30-\$49 on Out of Pocket Prescription Drugs Last 30 Days	125
Filled Prescription at Supermarket Last 12 Mo	125

III. TAPESTRY CONSUMER SEGMENTATION

Home/Garden/Lawn

They like to tend to their lawns with tractors, mowers, garden tillers and leaf blowers. They purchase vegetable seeds and plants, outdoor shrubs, flower seeds, even trees, and the necessary fertilizer to get their plants going. Not surprisingly, these visitors are 47% more likely than average to spend \$500 or more on their property and garden maintenance.

Home/Garden/Lawn	Index
HH Owns Lawn or Garden Tractor	229
HH Owns Riding Lawn Mower	224
HH Owns Garden Tiller	200
HH Owns Welder	194
HH Owns Gas Chain Saw	186
HH Owns Radial Arm Saw (Stationary)	173
HH Owns Band Saw (Stationary)	169
HH Owns Drill Press (Stationary)	167
HH Owns Table Saw (Stationary)	165
HH Owns Gas Outdoor Blower	163
HH Owns Gas Trimmer or Edger	161
HH Owns Cordless Power Ratchet	157
HH Owns Electric Router	155
HH Owns Portable Jig or Sabre Saw	151
HH Owns Portable Circular Saw	148
HH Spent \$500+ on Property/Garden Maintenance Last 12 Mo	147
HH Purchased Lawn Insecticide Last 12 Mo	144
HH Owns Gas Walk Behind Lawn Mower	144
HH Spent \$5,000+ on Home Remodeling Last 12 Mo	143
HH Purchased Vegetable Plants Last 12 Mo	143
HH Purchased Lawn Seed Last 12 Mo	143
HH Owns Electric Sander	142
HH Member Did Exterior Painting Last 12 Mo	141
HH Spent \$1000+ on Home Improvements Last 12 Mo	140
HH Purchased Lawn Maintenance Service Last 12 Mo	140
HH Owns Electric Chain Saw	140
HH Purchased Vegetable Seeds Last 12 Mo	140
HH Purchased Outdoor Shrub or Plant Last 12 Mo	139
HH Spent \$300-\$499 on Property/Garden Maintenance Last 12 Mo	138
HH Did Roofing Home Remodeling Last 12 Mo	137
HH Purchased Tree Last 12 Mo	137
HH Used Service for Property/Garden Maintenance Last 12 Mo	137
HH Owns Staple Gun	136
HH Owns Electric Trimmer or Edger	136
HH Owns Corded Electric Drill	136
HH Spent \$2,500-\$4,999 on Home Remodeling Last 12 Mo	136
HH Did Exterior Painting Last 12 Mo	135
HH Purchased Garden Insecticide Last 12 Mo	135

III. TAPESTRY CONSUMER SEGMENTATION

Home/Garden/Lawn (continued)	Index
HH Bought Lawn Fertilizer with Weed Control Last 12 Mo	135
HH Owns Electric Cordless Screwdriver	134
HH Bought Lawn Fertilizer with No Weed Control Last 12 Mo	134
HH Owns Electric Outdoor Blower	134
HH Did Carpeting Home Remodeling Last 12 Mo	133
HH Bought Exterior Paint or Stain Last 12 Mo	133
HH Owns Automotive Tools	133
HH Member Did Interior Painting Last 12 Mo	131
HH Used Contractor for Home Remodeling Work Last 12 Mo	131
HH Purchased Outdoor Plant Food Last 12 Mo	130
HH Spent \$500-\$999 on Home Improvements Last 12 Mo	130
HH Member Did Home Remodeling Work Last 12 Mo	130
HH Did Bedroom Remodeling Last 12 Mo	129
HH Bought 4-7 Gallons Paint or Stain Last 12 Mo	129
HH Did Interior Painting Last 12 Mo	127
HH Used Contractor for Home Improvement Work Last 12 Mo	127
HH Purchased Garden Fertilizer Last 12 Mo	127
HH Used Professional Exterminator Last 12 Mo	126
HH Member Did Home Improvement Work Last 12 Mo	126
HH Used Prof Cleaning Service (Not Incl Furn/Carpet) Last 12 Mo	126
HH Bought 8+ Gallons Paint or Stain Last 12 Mo	125
HH Purchased Flower Seeds Last 12 Mo	125

Leisure Activities/Lifestyle

People interested in visiting Currituck County are 35% more likely than average to enjoy birdwatching and 25% more likely to do woodworking.

They belong to Veterans clubs and are members of AARP.

Leisure Activities/Lifestyle	Index
Member of Veterans Club	148
Member of AARP	135
Did Birdwatching Last 12 Mo	135
Did Woodworking Last 12 Mo	125



III. TAPESTRY CONSUMER SEGMENTATION

Media: Listen

Visitors interested in Currituck County listen to a variety of radio formats, such as country, rock, classic rock, and classical, but also all-news formats or news/talk radio. They're 40% more likely than the U.S. average to subscribe to SiriusXM satellite radio.

Listen	Index
Listen to Country Radio Format	172
Purchased Music at Discount Department Store Last 6 Mo	152
Listen to Rock Radio Format	152
Listen to All News Radio Format	152
Listen to Classic Rock Radio Format	140
HH Subscribes to SiriusXM Satellite Radio	140
Listen to News or Talk Radio Format	128
Purchased 2-4 CDs Last 6 Mo	126
Listen/Purchased Country Music Last 6 Mo	126
Listen to Classical Radio Format	125



Media: Read

These people still tend to read one daily newspaper a day – the paper version. And they read it from front to back, all of the sections, even the advertisements. In terms of magazines, they opt for hard copies of fishing or hunting magazines.

Read	Index
Read Fishing or Hunting Magazine (Hard Copy) Last 6 Mo	155
Read Editorial Page in Newspaper	143
Read Business or Finance Section in Newspaper	138
Read Circulars/Inserts/Fliers in Newspaper	138
Read Classified Section in Newspaper	135
Read Entertainment or Lifestyle Section in Newspaper	135
Read Home/Furnishings/Gardening Section in Newspaper	134
Read Local News in Newspaper	131
Read Weather in Newspaper	131
Read International or National News in Newspaper	130
Read Fashion Section in Newspaper	130
Read Travel Section in Newspaper	130
Read Sports Section in Newspaper	130
Read 1 Daily Newspaper (Paper Version)	128
Read Movie Listings & Reviews in Newspaper	128
Read Health Section in Newspaper	128
Read Advertisements in Newspaper	128
Read Food or Cooking Section in Newspaper	128
Read Main News or Front Page in Newspaper	127
Read Science & Technology Section in Newspaper	126
Read TV Listings in Newspaper	126
Read Comics Section in Newspaper	125

III. TAPESTRY CONSUMER SEGMENTATION



Media: Watch

Visitors interested in Currituck County are more likely to own satellite dishes. Their favorite programs are CMT, the Outdoor Channel, and the Golf Channel. They get their news from Fox News, early evening network news, or NewsNation.

Watch	Index
HH Has Dish Network Satellite Dish	291
Watched INSP Last Week	221
Watched CMT (Country Music Television) Last Week	195
Watched Outdoor Channel Last Week	195
Watched Golf Channel Last Week	181
HH Has DirecTV Satellite Dish	174
Watched Fox Business Network Last Week	169
Watched UPtv Last Week	156
Watched Hallmark Movies and Mysteries Last Week	151
Watched DIY Network Last Week	150
Watched TV Land Last Week	149
Watched ESPN SEC Last Week	149
Watched Motor Trend Network Last Week	148
Watched TV Land Classic Last Week	148
Watched AXS TV Last Week	147
Watched TV One Last Week	146
Watched Hallmark Channel Last Week	146
Watched Laff Last Week	146
Watched Bounce Last Week	141
Watched Reelz Channel Last Week	141
Watched GSN (Game Show Network) Last Week	140
Watched MeTV Last Week	139
Watched TCM (Turner Classic Movies) Last Week	136
Watched Fox News Channel Last Week	135
Watched American Heroes Channel Last Week	135
Watched Smithsonian Channel Last Week	132
Watched The Weather Channel Last Week	132
Watched History Channel Last Week	131
Watched HGTV Last Week	130
Watched Destination America Last Week	129
Watch Game Shows (Daytime) on TV	129
Watched Discovery Life Channel Last Week	129
Watched Sundance TV Last Week	128
HH Subscribes to Fiber Optic TV	128
Watch Early Evening Network News (Mon-Fri) on TV	128
Watched HLN Last Week	128
Watched LMN (Lifetime Movie Network) Last Week	127
Watched NewsNation Last Week	127
Watched Discovery Channel Last Week	125
Watched BET (Black Entertainment TV) Her Last Week	125
HH Has Digital Video Recorder (DVR)	125

III. TAPESTRY CONSUMER SEGMENTATION

Pet Products

Visitors interested in Currituck County are pet lovers. They own multiple dogs and cats. They use professional pet services and like to spoil their animals with treats. They care well for their fur babies, and find themselves taking their pet to the vet 5+ times a year, consequently spending \$800 or more annually.

Pet Products	Index
HH Owns 2+ Dogs	147
HH Owns 2+ Cats	146
HH Purchased Flea Control from Vet Last 12 Mo	143
HH Purchased Pet Food Last 12 Mo	143
HH Used Professional Boarding or Kennel Pet Service Last 12 Mo	136
HH Took Pet 5+ Times to Veterinarian Last 12 Mo	136
HH Owns Any Cat	135
HH Spent \$800+ on Veterinarian Care Last 12 Mo	134
HH Used Packaged Dry Cat Food Last 6 Mo	134
HH Spent \$500+ on Pet Food Last 12 Mo	133
HH Took Pet 4 Times to Veterinarian Last 12 Mo	133
HH Spent \$500-\$799 on Veterinarian Care Last 12 Mo	133
HH Purchased Flea Control from Online Last 12 Mo	130
HH Purchased Pet Food from Vet Last 12 Mo	129
HH Used Flea or Tick or Parasite Product for Cat or Dog	129
HH Used Cat Litter Last 6 Mo	129
HH Owns 1 Cat	128
HH Used Dog Biscuits or Treats Last 6 Mo	128
HH Purchased Pet Food from Grocery Store Last 12 Mo	127
HH Took Pet 3 Times to Veterinarian Last 12 Mo	127
HH Owns Any Dog	127
HH Used Packaged Dry Dog Food Last 6 Mo	127
HH Used Professional Pet Service 3+ Times Last 12 Mo	126
HH Used Cat Treats Last 6 Mo	125

Restaurants

Visitors interested in Currituck County like to go to family-style restaurants, such as Logan's Roadhouse, Cracker Barrel, Carrabba's, etc. But they're also more than twice as likely as the average U.S. household to eat at Captain D's or Hardee's.



Restaurants	Index
Bought Captain D's Last 6 Mo	254
Bought Hardee's Last 6 Mo	237
Bought Long John Silver's Last 6 Mo	190
Went to Bob Evans Last 6 Mo	182
Went to Logan's Roadhouse Last 6 Mo	177
Went to Cracker Barrel Last 6 Mo	161
Bought Arby's Last 6 Mo	151
Bought A&W Last 6 Mo	150
Bought Steak 'N Shake Last 6 Mo	145
Went to Carrabba's Last 6 Mo	141
Bought Dairy Queen Last 6 Mo	141
Bought Sonic Drive-In Last 6 Mo	140
Went to Waffle House Last 6 Mo	139
Went to Ruby Tuesday Last 6 Mo	137
Went to Longhorn Steakhouse Last 6 Mo	134
Bought Papa Murphy's Last 6 Mo	130
Went to Texas Roadhouse Last 6 Mo	129
Went to Golden Corral Last 6 Mo	127



III. TAPESTRY CONSUMER SEGMENTATION



Shopping

People interested in visiting Currituck County are more than twice as likely as the average U.S. household to shop at Tractor Supply Company. They like to use coupons from the Sunday News inserts. They stop at convenience stores for their cigarettes.

Their psychographics reveal that buying American is 27% more likely to be a priority for them compared to the average U.S. household.

Shopping	Index
Shopped at Tractor Supply Co Hardware Store Last 12 Mo	213
Shopped at Sheetz Last 6 Mo	182
Ordered Online: L.L. Bean Last 6 Mo	167
Ordered Online: Lands` End Last 6 Mo	153
Shopped at True Value Hardware Store Last 12 Mo	151
Shopped at BP Food Mart Last 6 Mo	151
Shopped at Dollar General Store Last 3 Mo	149
Bought Gift/Prepaid Cards: Discount Store Last 6 Mo	141
Bought Cigarettes at Convenience Store Last 30 Days	139
Shopped at Speedway Last 6 Mo	135
Ordered Fishing/Camping Equipment Online Last 6 Mo	134
Ordered Online: Lowe`s Last 6 Mo	133
Shopped at Citgo Last 6 Mo	133
Bought Gift/Prepaid Cards: Restaurant Last 6 Mo	133
Ordered Online: QVC Last 6 Mo	130
Ordered Online: Sam`s Club Last 6 Mo	130
Shopped at Dillard`s Store Last 3 Mo	130
Used Coupons from Sunday News Insert Last 12 Mo	129
Shopped at Ace Hardware Hardware Store Last 12 Mo	128
Shopped at Hobby Lobby Store Last 3 Mo	128
Spent \$201+ on Gift or Prepaid Cards Last 6 Mo	127
Shopped at Harbor Freight Tools Hardware Store Last 12 Mo	127
Ordered Online: Bed Bath & Beyond Last 6 Mo	126
Ordered Online: Kohls Last 6 Mo	125
Ordered Prescription Drug Online Last 6 Mo	125

Psychographics Shopping

Buying American is important

Index

127

Sports

Their interest in particular sports reflects this group's country lifestyles and love for the outdoors: They are more likely than average to enjoy hunting, fishing, target shooting, boating, canoeing/kayaking, or archery. They also enjoy watching similar sports on TV, for example rodeo, pro bull riding, fishing, horse racing, etc.

Sports	Index
Participated in Hunting with Shotgun Last 12 Mo	186
Participated in Hunting with Rifle Last 12 Mo	178
Watch Rodeo on TV	153
Participated in Fishing (Fresh Water) Last 12 Mo	152
Watch LPGA Golf on TV	149
Watch NASCAR Auto Racing on TV	148
Watch Pro Bull Riding on TV	145
Attend High School Sports Events Last 12 Mo	144
Watch PGA Golf on TV	143
Attend College Basketball Game Last 12 Mo	137
Participated in Boating (Power) Last 12 Mo	135
Participated in Golf Last 12 Mo	134
Participated in Target Shooting Last 12 Mo	134
Watch Fishing on TV	133
Participated in Archery Last 12 Mo	128
Golf Super Fan (8-10 on 10 Scale)	128
Watch Horse Racing (At Track or OTB) on TV	128
Watch NHL Playoffs or Stanley Cup Ice Hockey on TV	127
Watch High School Sports on TV	127
Participated in Canoeing or Kayaking Last 12 Mo	127
Watch NHL Regular Season Ice Hockey on TV	127
Watch Winter Olympics on TV	125

III. TAPESTRY CONSUMER SEGMENTATION



Telephones

Visitors interested in Currituck County are 43% more likely than the average U.S. household to still only have a landline. Those who do have cell phones, tend to use Verizon Wireless or Cricket as their service provider. When looking up contact information, they still refer to the yellow pages – the paper version or online.

Telephones	Index
Referred to Paper Yellow Pages Last 12 Mo	164
HH Has a Landline Telephone Only (No Cell Phone)	143
Use Prepaid Plan Cellular Service	140
Referred to Paper or Online Yellow Pages Last 12 Mo	137
Purchased or Refilled Calling Card Last 12 Mo	134
Verizon Wireless Service on Cell Phone Used Most Often	129
Cricket Wireless Service on Cell Phone Used Most Often	126
Referred to Online Yellow Pages Last 12 Mo	125

Travel

Visitors interested in Currituck County are 35% more likely than average to prefer traveling domestically and also 35% more likely to have visited the North Central U.S. last year.

They spend \$3,000 or more on their domestic vacations and their most preferred hotels are Hampton Inn and Fairfield (by Marriott).

When traveling out of the country, they're 33% more likely than the average U.S. household to opt for a cruise.

Travel	Index
Stayed in Hampton Inn Last 12 Mo	140
Spent \$3,000+ on Domestic Vacations Last 12 Mo	137
Stayed in Fairfield (by Marriott) Last 12 Mo	136
Stayed in Comfort Suites Last 12 Mo	136
Visited North Central on Domestic Trip Last 12 Mo	135
Took Cruise Foreign Trip Last 3 Yrs	133
Stayed in Holiday Inn Express Last 12 Mo	131
Stayed in VRBO Last 12 Mo	126
Stayed in Comfort Inn Last 12 Mo	126
Spent \$2,000-\$2,999 on Domestic Vacations Last 12 Mo	125

Psychographics Lifestyle	Index
Prefer to travel in U.S. vs foreign	135

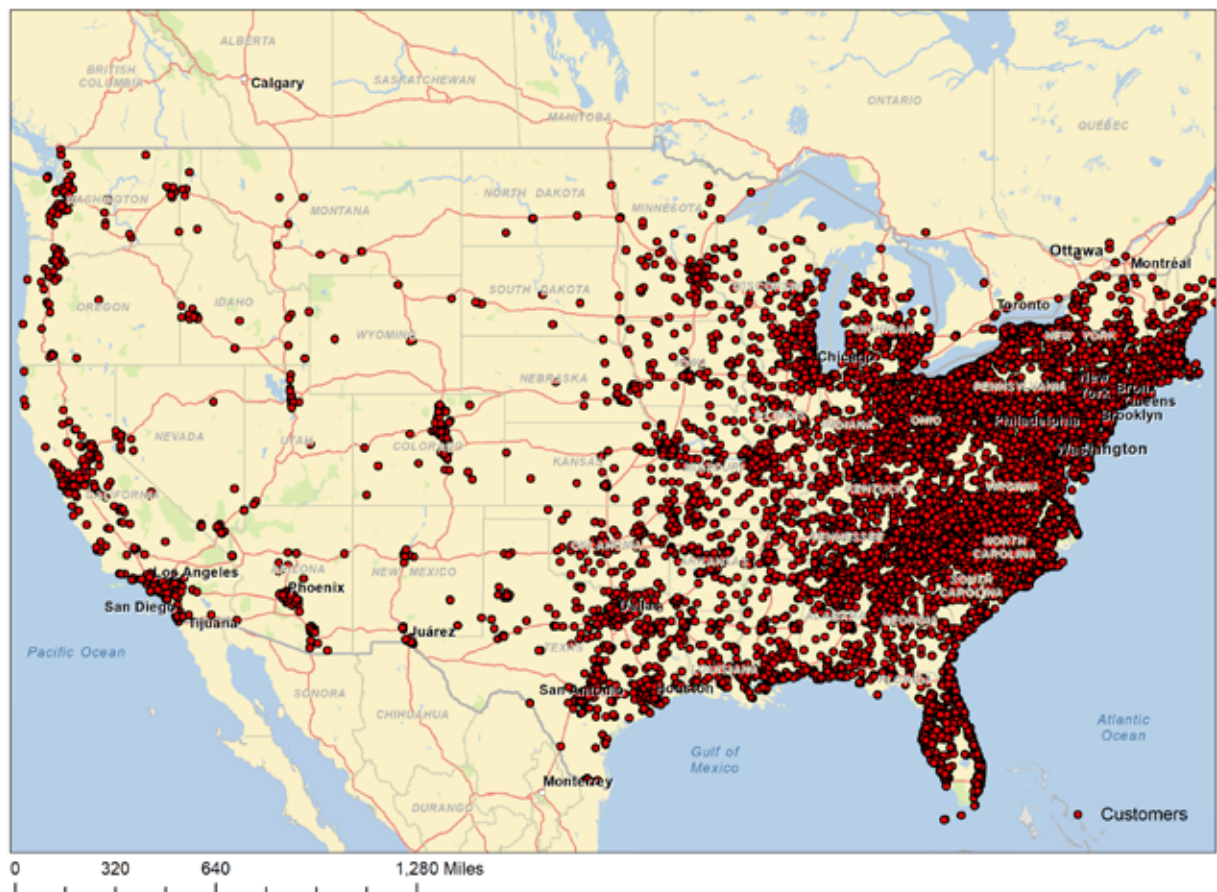


III. TAPESTRY CONSUMER SEGMENTATION

WHERE REPORT

When looking at a map of the U.S., it's clear that most Currituck County visitor inquiries originate from the Eastern part of the country.

U.S. Map



III. TAPESTRY CONSUMER SEGMENTATION

Customer Zoom: Eastern U.S. Map

