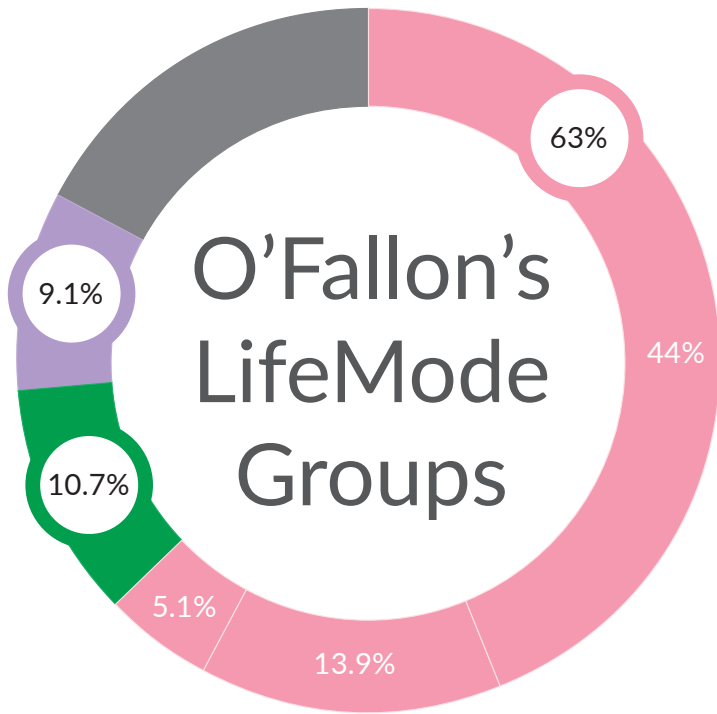


O'FALLON, MISSOURI TAPESTRY™ SEGMENTATION



Tapestry Segmentation divides U.S. residential areas into 14 distinct LifeMode groups, which are then subdivided into 67 unique segments based on their socioeconomic and demographic composition. By utilizing Tapestry's location-based intelligence and O'Fallon's demographics data, developers and site selectors can gauge the likelihood of success for new locations and expansions within the City.

Three out of five of O'Fallon's top Tapestry Segments fall within LifeMode Group 4 – Family Landscapes, for a total of 63% of O'Fallon's population. LifeMode Group 4 features primarily successful young families residing in their first homes and have at least two workers in the family, contributing to the second highest labor force participation rate nationally as well as low unemployment.

O'Fallon's other top Tapestry Segments include Green Acres (6A) at 10.7% and Up and Coming Families (7A) at 9.1%.

63% LifeMode 4: Family Landscapes

10.7% LifeMode 6: Cozy Country Living

9.1% LifeMode 7: Ethnic Enclaves

17.2% Other various LifeMode Groups

Green Acres
Up and Coming Families
Soccer Moms
Home Improvement
Middleburg

Source: 2019 Esri Tapestry Segmentation Report for O'Fallon, MO

www.selectofallon.com • 636-379-5532 • EconDev@ofallon.mo.us

O'FALLON, MISSOURI TAPESTRY™ SEGMENTATION

44% Soccer Moms

Soccer Moms 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.

4A



13.9% Middleburg

Middleburg neighborhoods transformed from the easy pace of country living to semirural subdivisions in the last decade, when the housing boom reached out. Residents are conservative, family-oriented consumers. Still more country than rock and roll, they are thrifty but willing to carry some debt and are already investing in their futures. They rely on their smartphones and mobile devices to stay in touch and pride themselves on their expertise. They prefer to buy American and travel in the US. This market is younger but growing in size and assets.

4C



10.7% Green Acres

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.

6A



9.1% Up and Coming Families

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.

7A



5.1% Home Improvement

Married-couple families occupy well over half of these suburban households. Most *Home Improvement* residences are single-family homes that are owner occupied, with only one-fifth of the households occupied by renters. Education and diversity levels are similar to the US as a whole. These families spend a lot of time on the go and therefore tend to eat out regularly. When at home, weekends are consumed with home improvement and remodeling projects.

4B



Source: 2019 Esri Tapestry Segmentation Report for O'Fallon, MO