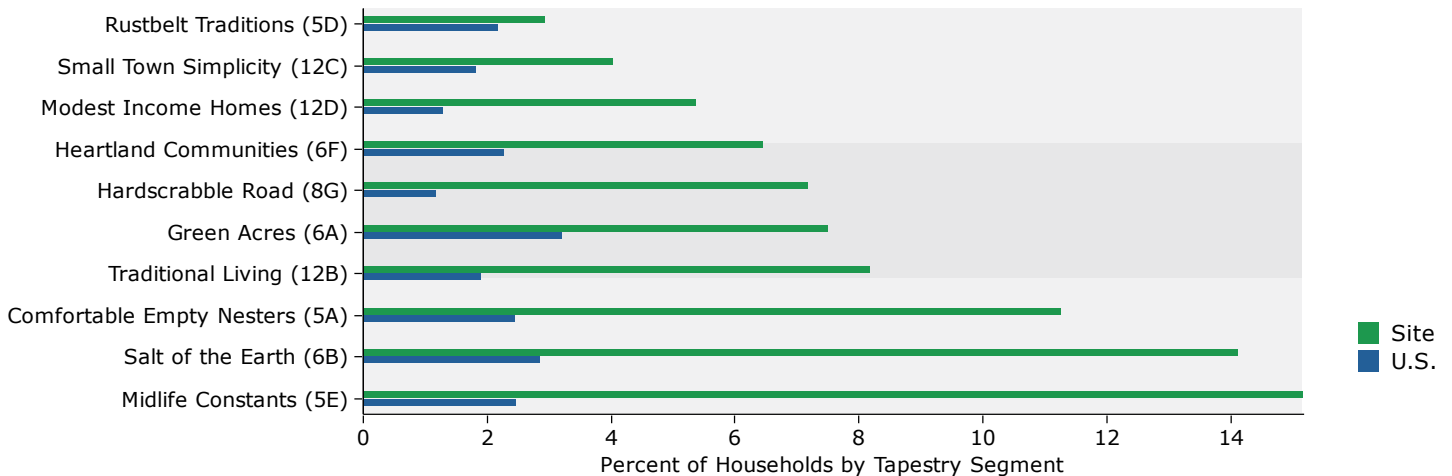




Top Twenty Tapestry Segments

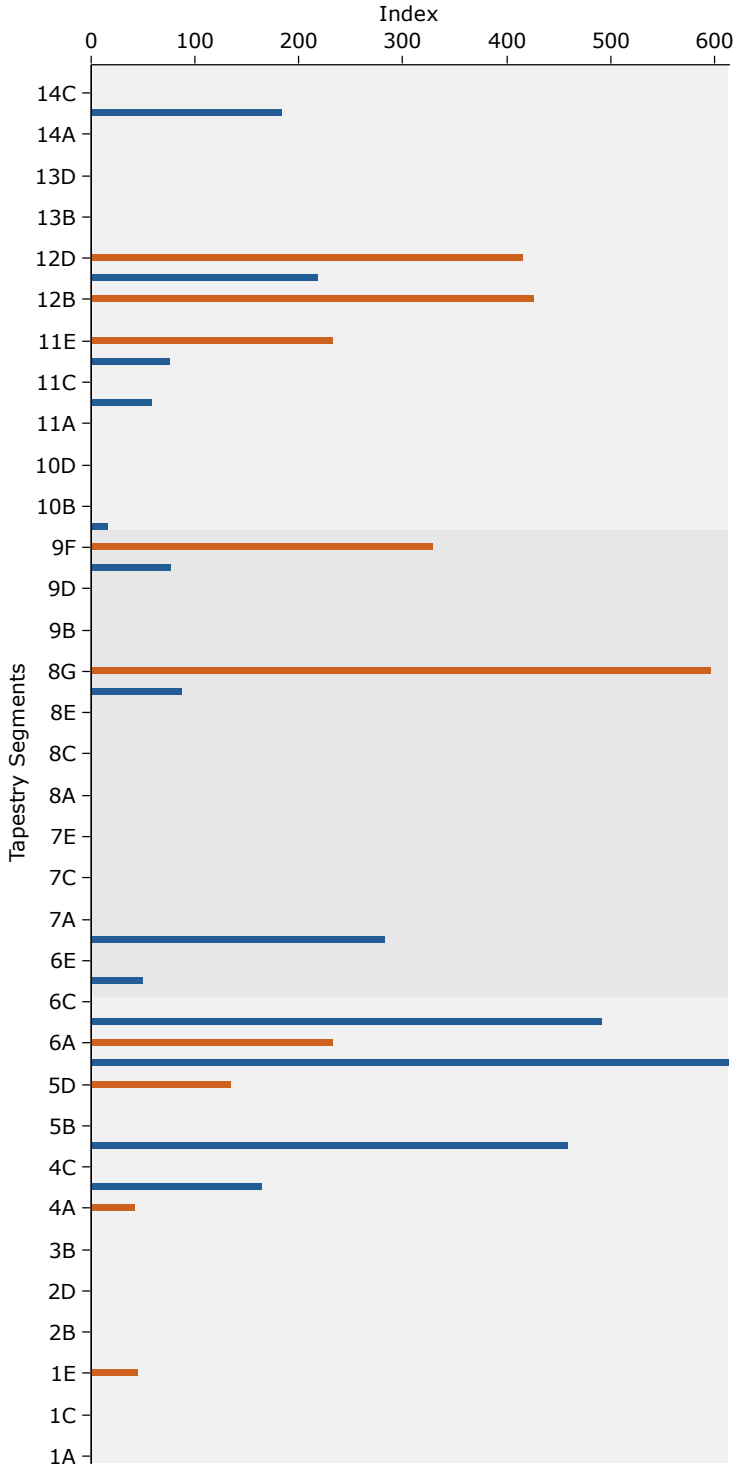
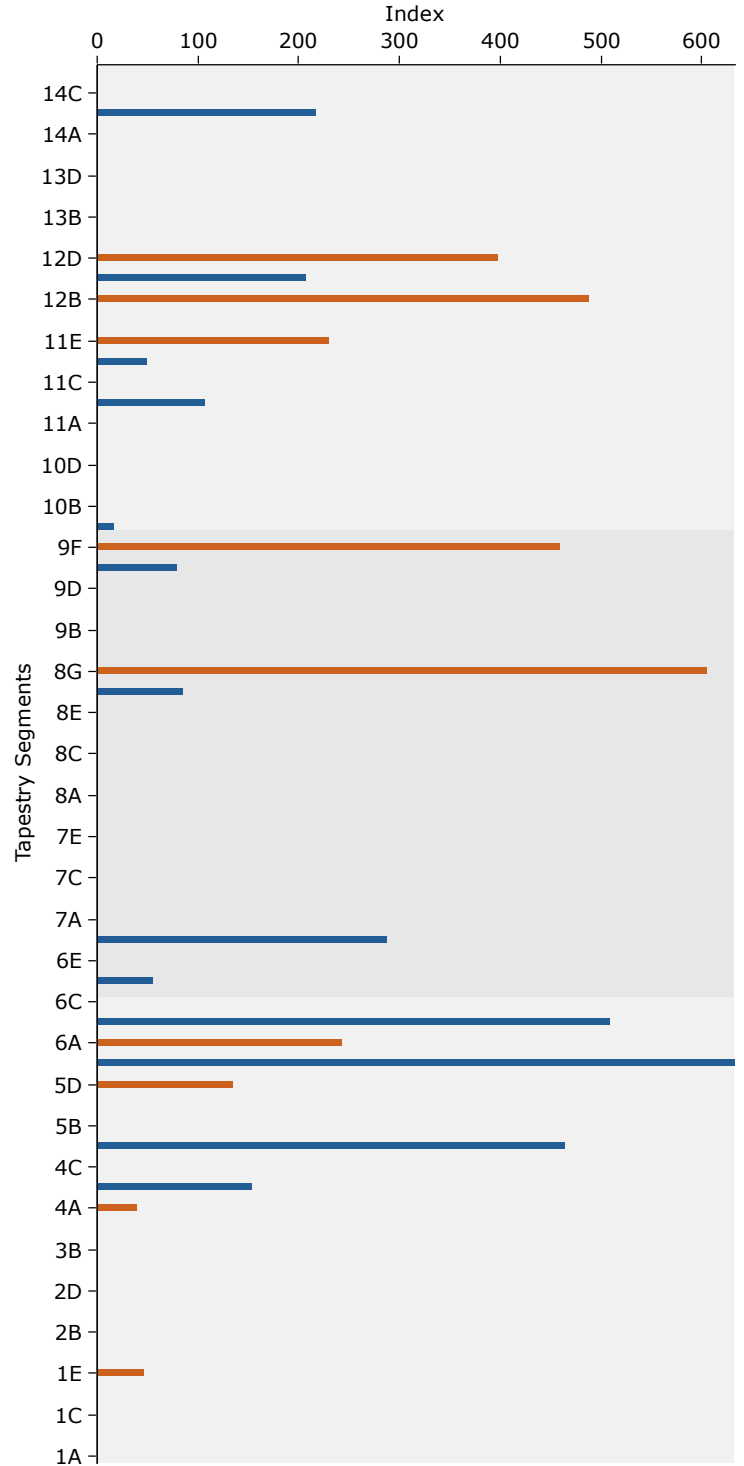
Rank	Tapestry Segment	2019 Households		2019 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Midlife Constants (5E)	15.2%	15.2%	2.5%	2.5%	615
2	Salt of the Earth (6B)	14.1%	29.3%	2.9%	5.4%	493
3	Comfortable Empty Nesters (5A)	11.3%	40.6%	2.5%	7.8%	460
4	Traditional Living (12B)	8.2%	48.8%	1.9%	9.7%	428
5	Green Acres (6A)	7.5%	56.3%	3.2%	12.9%	234
<b>Subtotal</b>		<b>56.3%</b>		<b>12.9%</b>		
6	Hardscrabble Road (8G)	7.2%	63.5%	1.2%	14.1%	598
7	Heartland Communities (6F)	6.5%	70.0%	2.3%	16.4%	283
8	Modest Income Homes (12D)	5.4%	75.4%	1.3%	17.7%	417
9	Small Town Simplicity (12C)	4.0%	79.4%	1.8%	19.5%	219
10	Rustbelt Traditions (5D)	3.0%	82.4%	2.2%	21.7%	135
<b>Subtotal</b>		<b>26.1%</b>		<b>8.8%</b>		
11	Home Improvement (4B)	2.8%	85.2%	1.7%	23.4%	165
12	Social Security Set (9F)	2.7%	87.9%	0.8%	24.2%	330
13	Old and Newcomers (8F)	2.0%	89.9%	2.3%	26.5%	89
14	City Commons (11E)	2.0%	91.9%	0.9%	27.4%	234
15	College Towns (14B)	1.8%	93.7%	1.0%	28.4%	185
<b>Subtotal</b>		<b>11.3%</b>		<b>6.7%</b>		
16	Soccer Moms (4A)	1.3%	95.0%	2.9%	31.3%	43
17	Set to Impress (11D)	1.1%	96.1%	1.4%	32.7%	77
18	Young and Restless (11B)	1.0%	97.1%	1.7%	34.4%	59
19	Retirement Communities (9E)	0.9%	98.0%	1.2%	35.6%	78
20	Exurbanites (1E)	0.9%	98.9%	1.9%	37.5%	46
<b>Subtotal</b>		<b>5.2%</b>		<b>9.1%</b>		
<b>Total</b>		<b>98.9%</b>		<b>37.6%</b>		<b>263</b>

Top Ten Tapestry Segments Site vs. U.S.



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**Source:** Esri

**2019 Tapestry Indexes by Households**

**2019 Tapestry Indexes by Total Population 18+**


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**Source:** Esri



Tapestry LifeMode Groups	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	44,574	100.0%		84,232	100.0%	
<b>1. Affluent Estates</b>	<b>398</b>	<b>0.9%</b>	<b>9</b>	<b>770</b>	<b>0.9%</b>	<b>9</b>
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	398	0.9%	46	770	0.9%	47
<b>2. Upscale Avenues</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
<b>3. Uptown Individuals</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
<b>4. Family Landscapes</b>	<b>1,818</b>	<b>4.1%</b>	<b>54</b>	<b>3,480</b>	<b>4.1%</b>	<b>52</b>
Soccer Moms (4A)	561	1.3%	43	1,070	1.3%	41
Home Improvement (4B)	1,257	2.8%	165	2,410	2.9%	155
Middleburg (4C)	0	0.0%	0	0	0.0%	0
<b>5. GenXurban</b>	<b>13,112</b>	<b>29.4%</b>	<b>260</b>	<b>24,429</b>	<b>29.0%</b>	<b>267</b>
Comfortable Empty Nesters (5A)	5,027	11.3%	460	9,588	11.4%	465
In Style (5B)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	1,316	3.0%	135	2,362	2.8%	136
Midlife Constants (5E)	6,769	15.2%	615	12,479	14.8%	634
<b>6. Cozy Country Living</b>	<b>12,771</b>	<b>28.7%</b>	<b>239</b>	<b>24,853</b>	<b>29.5%</b>	<b>249</b>
Green Acres (6A)	3,351	7.5%	234	6,866	8.2%	244
Salt of the Earth (6B)	6,298	14.1%	493	12,324	14.6%	509
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	243	0.5%	51	485	0.6%	56
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	2,879	6.5%	283	5,178	6.1%	288
<b>7. Ethnic Enclaves</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

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**Source:** Esri



Tapestry LifeMode Groups	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	44,574	100.0%		84,232	100.0%	
<b>8. Middle Ground</b>	<b>4,119</b>	<b>9.2%</b>	<b>85</b>	<b>7,331</b>	<b>8.7%</b>	<b>86</b>
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	913	2.0%	89	1,449	1.7%	87
Hardscrabble Road (8G)	3,206	7.2%	598	5,882	7.0%	606
<b>9. Senior Styles</b>	<b>1,613</b>	<b>3.6%</b>	<b>62</b>	<b>3,250</b>	<b>3.9%</b>	<b>77</b>
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	418	0.9%	78	683	0.8%	80
Social Security Set (9F)	1,195	2.7%	330	2,567	3.0%	460
<b>10. Rustic Outposts</b>	<b>243</b>	<b>0.5%</b>	<b>7</b>	<b>474</b>	<b>0.6%</b>	<b>7</b>
Southern Satellites (10A)	243	0.5%	17	474	0.6%	18
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
<b>11. Midtown Singles</b>	<b>1,844</b>	<b>4.1%</b>	<b>67</b>	<b>3,294</b>	<b>3.9%</b>	<b>72</b>
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	460	1.0%	59	1,263	1.5%	108
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	472	1.1%	77	504	0.6%	51
City Commons (11E)	912	2.0%	234	1,527	1.8%	231
<b>12. Hometown</b>	<b>7,869</b>	<b>17.7%</b>	<b>290</b>	<b>14,456</b>	<b>17.2%</b>	<b>298</b>
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	3,659	8.2%	428	7,359	8.7%	489
Small Town Simplicity (12C)	1,802	4.0%	219	2,930	3.5%	209
Modest Income Homes (12D)	2,408	5.4%	417	4,167	4.9%	399
<b>13. Next Wave</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
<b>14. Scholars and Patriots</b>	<b>787</b>	<b>1.8%</b>	<b>110</b>	<b>1,895</b>	<b>2.2%</b>	<b>99</b>
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	787	1.8%	185	1,895	2.2%	218
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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Tapestry Urbanization Groups	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	44,574	100.0%		84,232	100.0%	
<b>1. Principal Urban Center</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
<b>2. Urban Periphery</b>	<b>3,724</b>	<b>8.4%</b>	<b>50</b>	<b>6,529</b>	<b>7.8%</b>	<b>44</b>
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	1,316	3.0%	135	2,362	2.8%	136
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	2,408	5.4%	417	4,167	4.9%	399
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
<b>3. Metro Cities</b>	<b>12,022</b>	<b>27.0%</b>	<b>149</b>	<b>23,129</b>	<b>27.5%</b>	<b>164</b>
In Style (5B)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	913	2.0%	89	1,449	1.7%	87
Hardscrabble Road (8G)	3,206	7.2%	598	5,882	7.0%	606
Retirement Communities (9E)	418	0.9%	78	683	0.8%	80
Social Security Set (9F)	1,195	2.7%	330	2,567	3.0%	460
Young and Restless (11B)	460	1.0%	59	1,263	1.5%	108
Set to Impress (11D)	472	1.1%	77	504	0.6%	51
City Commons (11E)	912	2.0%	234	1,527	1.8%	231
Traditional Living (12B)	3,659	8.2%	428	7,359	8.7%	489
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Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

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	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	44,574	100.0%		84,232	100.0%	
<b>4. Suburban Periphery</b>	<b>14,012</b>	<b>31.4%</b>	<b>99</b>	<b>26,317</b>	<b>31.2%</b>	<b>96</b>
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	398	0.9%	46	770	0.9%	47
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Soccer Moms (4A)	561	1.3%	43	1,070	1.3%	41
Home Improvement (4B)	1,257	2.8%	165	2,410	2.9%	155
Comfortable Empty Nesters (5A)	5,027	11.3%	460	9,588	11.4%	465
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	6,769	15.2%	615	12,479	14.8%	634
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
<b>5. Semirural</b>	<b>4,681</b>	<b>10.5%</b>	<b>112</b>	<b>8,108</b>	<b>9.6%</b>	<b>107</b>
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	2,879	6.5%	283	5,178	6.1%	288
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	1,802	4.0%	219	2,930	3.5%	209
<b>6. Rural</b>	<b>10,135</b>	<b>22.7%</b>	<b>135</b>	<b>20,149</b>	<b>23.9%</b>	<b>142</b>
Green Acres (6A)	3,351	7.5%	234	6,866	8.2%	244
Salt of the Earth (6B)	6,298	14.1%	493	12,324	14.6%	509
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	243	0.5%	51	485	0.6%	56
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	243	0.5%	17	474	0.6%	18
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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