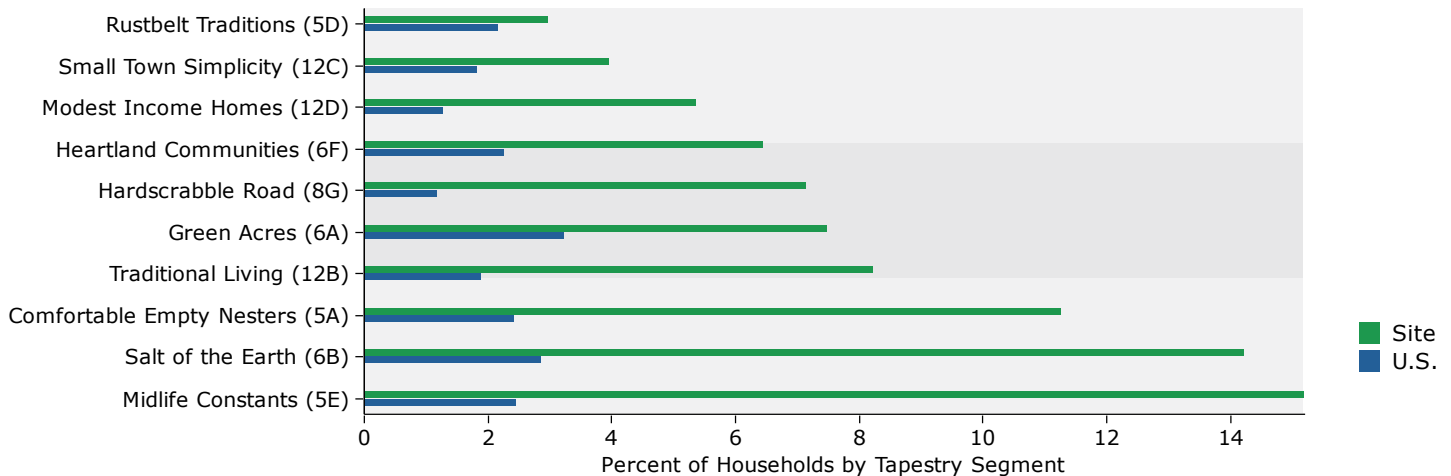


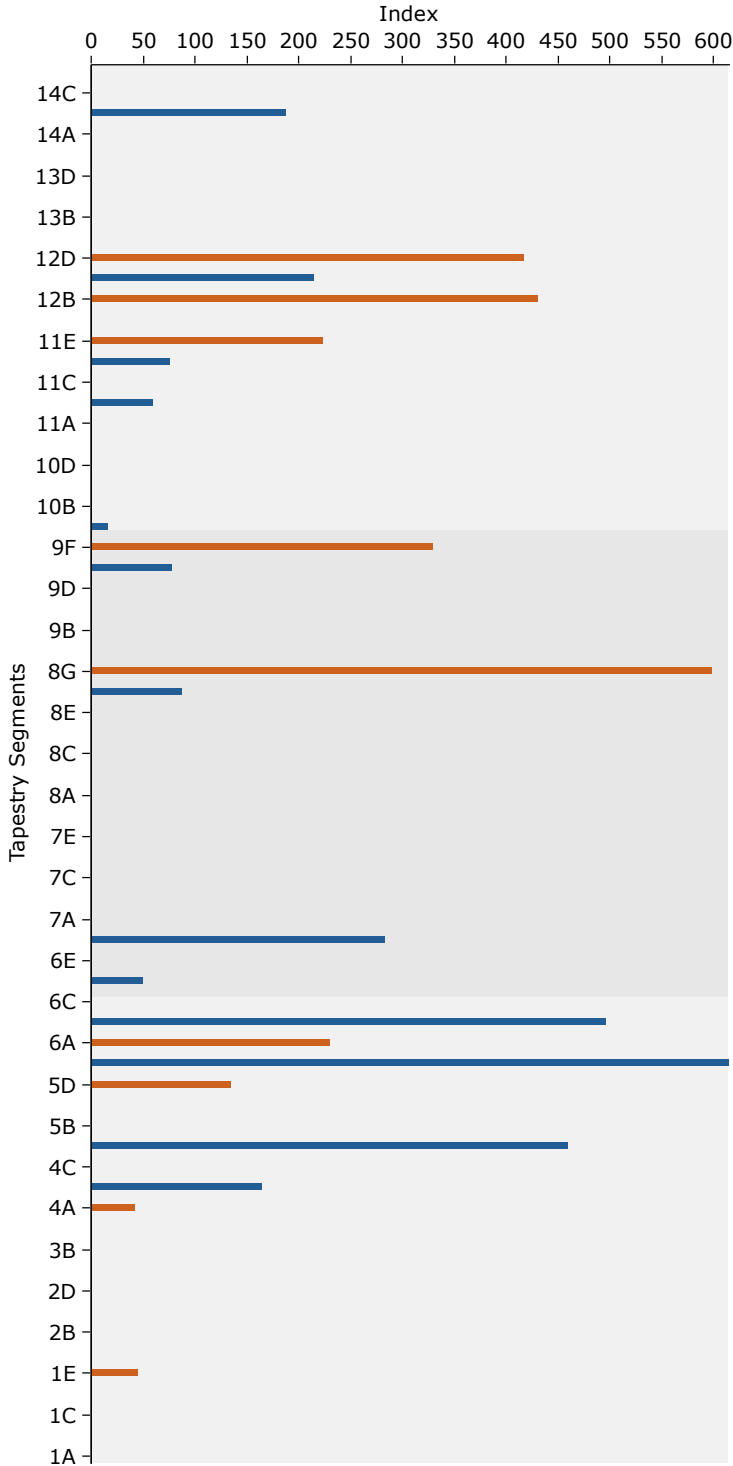
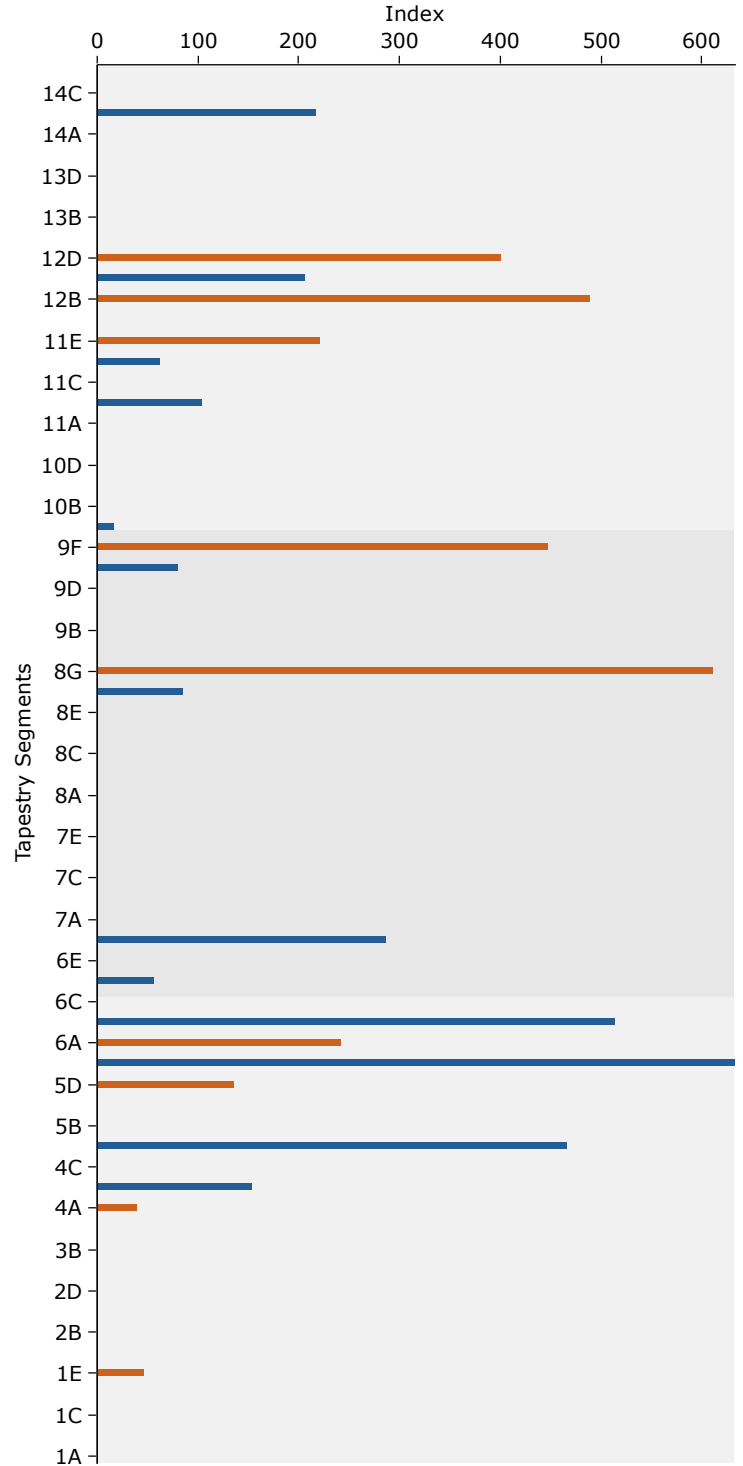
Top Twenty Tapestry Segments

Rank	Tapestry Segment	2020 Households		2020 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Midlife Constants (5E)	15.2%	15.2%	2.5%	2.5%	616
2	Salt of the Earth (6B)	14.2%	29.4%	2.9%	5.4%	497
3	Comfortable Empty Nesters (5A)	11.3%	40.7%	2.4%	7.8%	461
4	Traditional Living (12B)	8.2%	49.0%	1.9%	9.7%	432
5	Green Acres (6A)	7.5%	56.5%	3.2%	12.9%	231
	Subtotal	56.4%		12.9%		
6	Hardscrabble Road (8G)	7.2%	63.6%	1.2%	14.1%	600
7	Heartland Communities (6F)	6.5%	70.1%	2.3%	16.4%	284
8	Modest Income Homes (12D)	5.4%	75.4%	1.3%	17.7%	419
9	Small Town Simplicity (12C)	4.0%	79.4%	1.8%	19.5%	216
10	Rustbelt Traditions (5D)	3.0%	82.4%	2.2%	21.7%	136
	Subtotal	26.1%		8.8%		
11	Home Improvement (4B)	2.8%	85.2%	1.7%	23.4%	166
12	Social Security Set (9F)	2.7%	87.9%	0.8%	24.2%	331
13	Old and Newcomers (8F)	2.1%	89.9%	2.3%	26.5%	89
14	City Commons (11E)	2.0%	91.9%	0.9%	27.4%	225
15	College Towns (14B)	1.8%	93.7%	1.0%	28.4%	189
	Subtotal	11.4%		6.7%		
16	Soccer Moms (4A)	1.3%	95.0%	3.0%	31.4%	43
17	Set to Impress (11D)	1.1%	96.0%	1.4%	32.8%	76
18	Young and Restless (11B)	1.0%	97.1%	1.7%	34.5%	60
19	Retirement Communities (9E)	1.0%	98.0%	1.2%	35.7%	79
20	Exurbanites (1E)	0.9%	98.9%	1.9%	37.6%	46
	Subtotal	5.3%		9.2%		
	Total	98.9%		37.6%		263

Top Ten Tapestry Segments Site vs. U.S.


Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri

2020 Tapestry Indexes by Households

2020 Tapestry Indexes by Total Population 18+


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Source: Esri



Tapestry LifeMode Groups	2020 Households			2020 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	44,673	100.0%		84,129	100.0%	
1. Affluent Estates	396	0.9%	9	761	0.9%	8
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)	396	0.9%	46	761	0.9%	47
2. Upscale Avenues	0	0.0%	0	0	0.0%	0
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
3. Uptown Individuals	0	0.0%	0	0	0.0%	0
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
4. Family Landscapes	1,825	4.1%	54	3,484	4.1%	52
Soccer Moms (4A)	567	1.3%	43	1,082	1.3%	41
Home Improvement (4B)	1,258	2.8%	166	2,402	2.9%	155
Middleburg (4C)	0	0.0%	0	0	0.0%	0
5. GenXurban	13,159	29.5%	261	24,409	29.0%	268
Comfortable Empty Nesters (5A)	5,039	11.3%	461	9,615	11.4%	467
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)	1,329	3.0%	136	2,361	2.8%	137
Midlife Constants (5E)	6,791	15.2%	616	12,433	14.8%	634
6. Cozy Country Living	12,839	28.7%	239	24,898	29.6%	249
Green Acres (6A)	3,349	7.5%	231	6,865	8.2%	243
Salt of the Earth (6B)	6,360	14.2%	497	12,415	14.8%	514
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	243	0.5%	51	488	0.6%	57
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	2,887	6.5%	284	5,130	6.1%	287
7. Ethnic Enclaves	0	0.0%	0	0	0.0%	0
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	2020 Households			2020 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	44,673	100.0%		84,129	100.0%	
8. Middle Ground	4,118	9.2%	85	7,338	8.7%	87
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)	919	2.1%	89	1,447	1.7%	87
Hardscrabble Road (8G)	3,199	7.2%	600	5,891	7.0%	612
9. Senior Styles	1,623	3.6%	63	3,188	3.8%	76
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)	426	1.0%	79	690	0.8%	81
Social Security Set (9F)	1,197	2.7%	331	2,498	3.0%	449
10. Rustic Outposts	243	0.5%	7	474	0.6%	7
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
11. Midtown Singles	1,810	4.1%	66	3,327	4.0%	73
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	466	1.0%	60	1,248	1.5%	106
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	471	1.1%	76	620	0.7%	63
City Commons (11E)	873	2.0%	225	1,459	1.7%	222
12. Hometown	7,855	17.6%	291	14,351	17.1%	299
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	3,681	8.2%	432	7,334	8.7%	490
Small Town Simplicity (12C)	1,775	4.0%	216	2,877	3.4%	207
Modest Income Homes (12D)	2,399	5.4%	419	4,140	4.9%	401
13. Next Wave	0	0.0%	0	0	0.0%	0
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
14. Scholars and Patriots	805	1.8%	112	1,899	2.3%	99
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	805	1.8%	189	1,899	2.3%	219
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	2020 Households			2020 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	44,673	100.0%		84,129	100.0%	
1. Principal Urban Center	0	0.0%	0	0	0.0%	0
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
2. Urban Periphery	3,728	8.3%	50	6,501	7.7%	44
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	1,329	3.0%	136	2,361	2.8%	137
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)	2,399	5.4%	419	4,140	4.9%	401
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	12,037	26.9%	149	23,086	27.4%	164
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)	919	2.1%	89	1,447	1.7%	87
Hardscrabble Road (8G)	3,199	7.2%	600	5,891	7.0%	612
Retirement Communities (9E)	426	1.0%	79	690	0.8%	81
Social Security Set (9F)	1,197	2.7%	331	2,498	3.0%	449
Young and Restless (11B)	466	1.0%	60	1,248	1.5%	106
Set to Impress (11D)	471	1.1%	76	620	0.7%	63
City Commons (11E)	873	2.0%	225	1,459	1.7%	222
Traditional Living (12B)	3,681	8.2%	432	7,334	8.7%	490
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Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

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Tapestry Urbanization Groups	2020 Households			2020 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	44,673	100.0%		84,129	100.0%	
4. Suburban Periphery	14,051	31.5%	98	26,293	31.3%	95
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)	396	0.9%	46	761	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)	567	1.3%	43	1,082	1.3%	41
Home Improvement (4B)	1,258	2.8%	166	2,402	2.9%	155
Comfortable Empty Nesters (5A)	5,039	11.3%	461	9,615	11.4%	467
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	6,791	15.2%	616	12,433	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
5. Semirural	4,662	10.4%	111	8,007	9.5%	105
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	2,887	6.5%	284	5,130	6.1%	287
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)	1,775	4.0%	216	2,877	3.4%	207
6. Rural	10,195	22.8%	135	20,242	24.1%	142
Green Acres (6A)	3,349	7.5%	231	6,865	8.2%	243
Salt of the Earth (6B)	6,360	14.2%	497	12,415	14.8%	514
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	243	0.5%	51	488	0.6%	57
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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