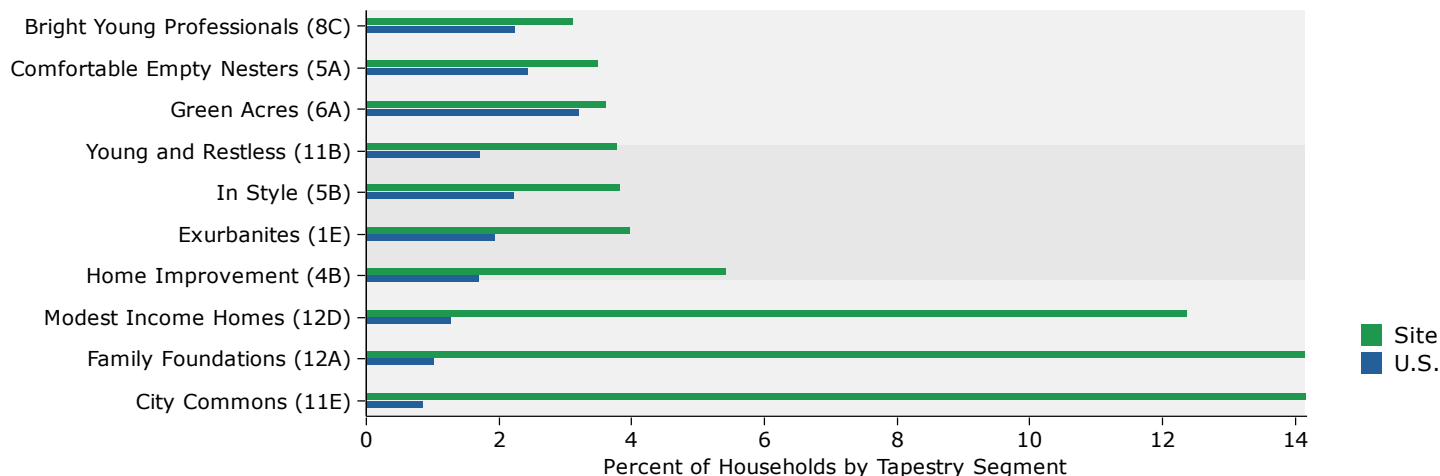


Top Twenty Tapestry Segments

Rank	Tapestry Segment	2019 Households		2019 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	City Commons (11E)	14.2%	14.2%	0.9%	0.9%	1620
2	Family Foundations (12A)	14.2%	28.4%	1.0%	1.9%	1,368
3	Modest Income Homes (12D)	12.4%	40.8%	1.3%	3.2%	956
4	Home Improvement (4B)	5.4%	46.2%	1.7%	4.9%	318
5	Exurbanites (1E)	4.0%	50.2%	1.9%	6.8%	206
Subtotal		50.2%		6.8%		
6	In Style (5B)	3.8%	54.0%	2.2%	9.0%	171
7	Young and Restless (11B)	3.8%	57.8%	1.7%	10.7%	218
8	Green Acres (6A)	3.6%	61.4%	3.2%	13.9%	113
9	Comfortable Empty Nesters (5A)	3.5%	64.9%	2.4%	16.3%	143
10	Bright Young Professionals (8C)	3.1%	68.0%	2.3%	18.6%	139
Subtotal		17.8%		11.8%		
11	Middleburg (4C)	3.1%	71.1%	2.9%	21.5%	105
12	Metro Fusion (11C)	2.9%	74.0%	1.4%	22.9%	205
13	Rural Bypasses (10E)	2.4%	76.4%	1.3%	24.2%	180
14	Emerald City (8B)	2.3%	78.7%	1.4%	25.6%	163
15	Golden Years (9B)	2.1%	80.8%	1.3%	26.9%	160
Subtotal		12.8%		8.3%		
16	Parks and Rec (5C)	2.0%	82.8%	2.0%	28.9%	102
17	Southern Satellites (10A)	1.5%	84.3%	3.1%	32.0%	47
18	Up and Coming Families (7A)	1.5%	85.8%	2.5%	34.5%	58
19	Midlife Constants (5E)	1.3%	87.1%	2.5%	37.0%	54
20	Savvy Suburbanites (1D)	1.2%	88.3%	3.0%	40.0%	41
Subtotal		7.5%		13.1%		
Total		88.4%		40.2%		220

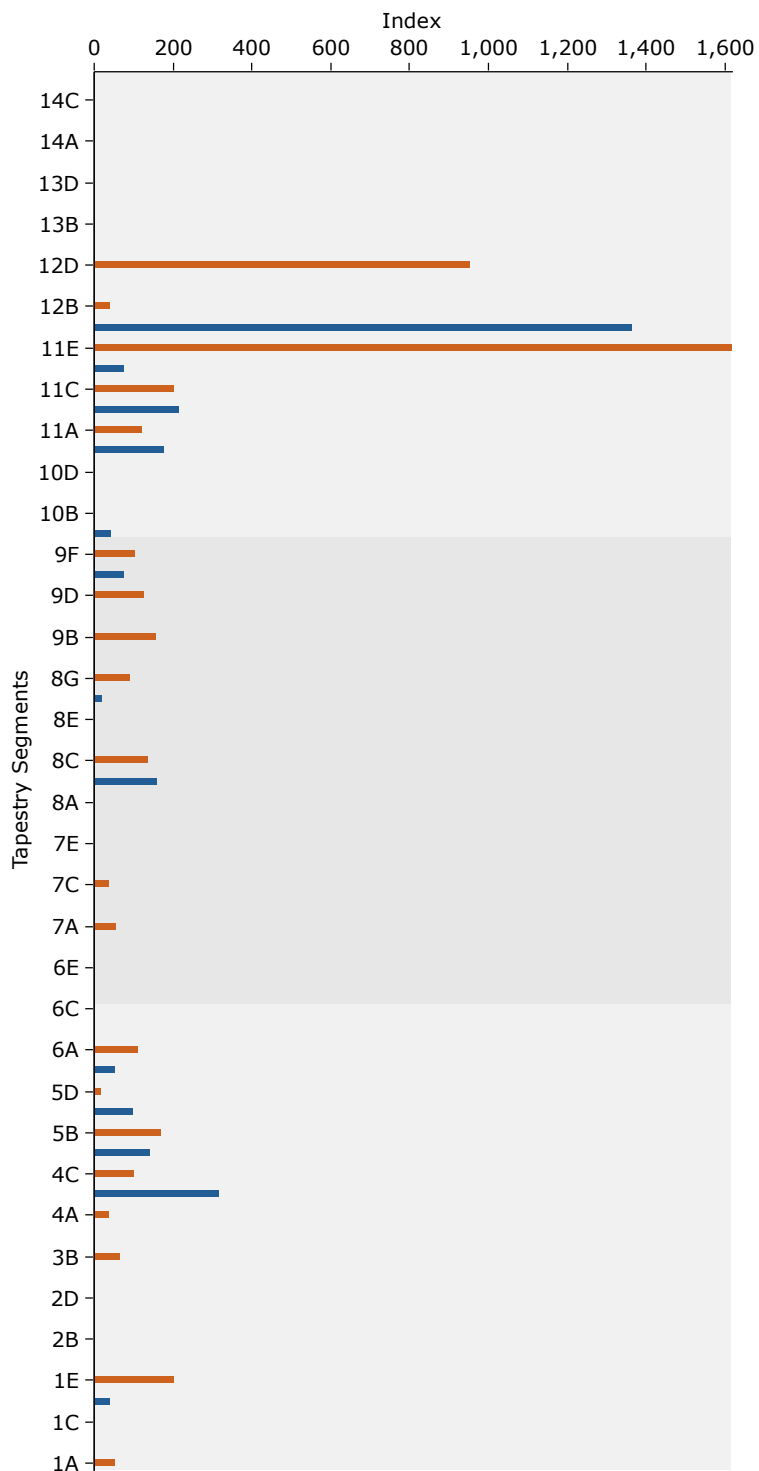
Top Ten Tapestry Segments Site vs. U.S.



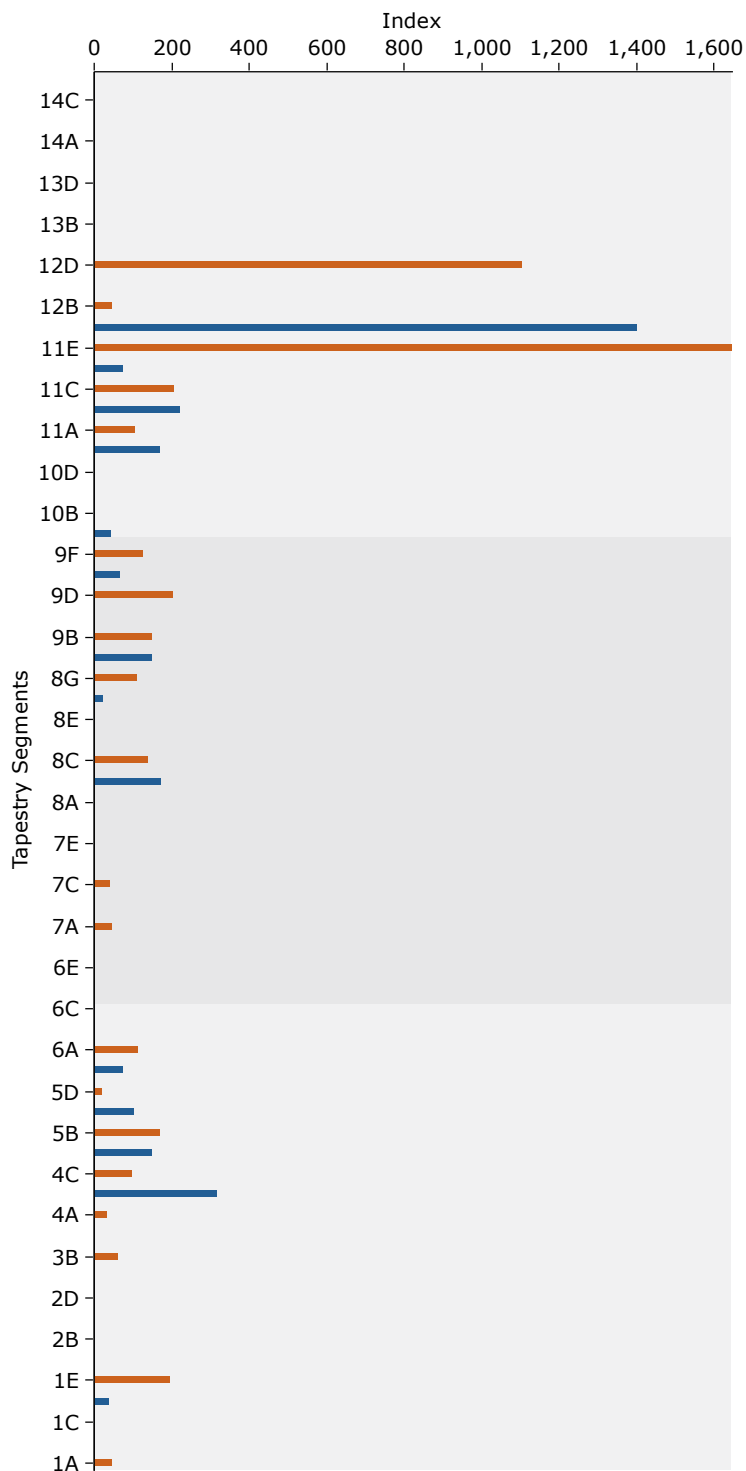
Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population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

Source: Esri

2019 Tapestry Indexes by Households



2019 Tapestry Indexes by Total Population 18+



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Source: Esri



Tapestry Segmentation Area Profile

Hinds County, MS
Hinds County, MS (28049)
Geography: County

Prepared by Esri

Tapestry LifeMode Groups	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	89,018	100.0%		181,083	100.0%	
1. Affluent Estates	5,478	6.2%	62	10,734	5.9%	56
Top Tier (1A)	832	0.9%	55	1,591	0.9%	49
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	1,089	1.2%	41	2,211	1.2%	38
Exurbanites (1E)	3,557	4.0%	206	6,932	3.8%	197
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	1,029	1.2%	30	1,452	0.8%	26
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	1,029	1.2%	69	1,452	0.8%	62
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	8,544	9.6%	127	17,922	9.9%	126
Soccer Moms (4A)	986	1.1%	38	2,008	1.1%	35
Home Improvement (4B)	4,840	5.4%	318	10,674	5.9%	319
Middleburg (4C)	2,718	3.1%	105	5,240	2.9%	100
5. GenXurban	9,908	11.1%	98	21,020	11.6%	107
Comfortable Empty Nesters (5A)	3,128	3.5%	143	6,787	3.7%	153
In Style (5B)	3,414	3.8%	171	6,529	3.6%	172
Parks and Rec (5C)	1,789	2.0%	102	3,684	2.0%	106
Rustbelt Traditions (5D)	380	0.4%	20	822	0.5%	22
Midlife Constants (5E)	1,197	1.3%	54	3,198	1.8%	76
6. Cozy Country Living	3,230	3.6%	30	6,970	3.8%	32
Green Acres (6A)	3,230	3.6%	113	6,970	3.8%	115
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
7. Ethnic Enclaves	1,824	2.0%	29	3,757	2.1%	25
Up and Coming Families (7A)	1,294	1.5%	58	2,433	1.3%	51
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	530	0.6%	40	1,324	0.7%	44
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

March 18, 2020



Tapestry Segmentation Area Profile

Hinds County, MS
Hinds County, MS (28049)
Geography: County

Prepared by Esri

Tapestry LifeMode Groups	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	89,018	100.0%		181,083	100.0%	
8. Middle Ground	6,311	7.1%	65	12,397	6.8%	68
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	2,064	2.3%	163	3,845	2.1%	174
Bright Young Professionals (8C)	2,781	3.1%	139	5,247	2.9%	143
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)	474	0.5%	23	999	0.6%	28
Hardscrabble Road (8G)	992	1.1%	93	2,306	1.3%	111
9. Senior Styles	4,575	5.1%	89	9,228	5.1%	102
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	1,910	2.1%	160	3,251	1.8%	152
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	1,048	1.2%	129	3,172	1.8%	206
Retirement Communities (9E)	835	0.9%	78	1,257	0.7%	69
Social Security Set (9F)	782	0.9%	108	1,548	0.9%	129
10. Rustic Outposts	3,455	3.9%	47	7,051	3.9%	47
Southern Satellites (10A)	1,316	1.5%	47	2,710	1.5%	47
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)	2,139	2.4%	180	4,341	2.4%	173
11. Midtown Singles	20,348	22.9%	371	37,164	20.5%	377
City Strivers (11A)	835	0.9%	123	1,546	0.9%	108
Young and Restless (11B)	3,378	3.8%	218	5,658	3.1%	225
Metro Fusion (11C)	2,567	2.9%	205	4,892	2.7%	207
Set to Impress (11D)	948	1.1%	77	1,622	0.9%	76
City Commons (11E)	12,620	14.2%	1,620	23,446	12.9%	1,648
12. Hometown	24,316	27.3%	448	53,388	29.5%	512
Family Foundations (12A)	12,602	14.2%	1,368	26,951	14.9%	1,402
Traditional Living (12B)	695	0.8%	41	1,551	0.9%	48
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	11,019	12.4%	956	24,886	13.7%	1,107
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	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
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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Source: Esri

March 18, 2020



Tapestry Segmentation Area Profile

Hinds County, MS
Hinds County, MS (28049)
Geography: County

Prepared by Esri

Tapestry Urbanization Groups	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	89,018	100.0%		181,083	100.0%	
1. Principal Urban Center	1,864	2.1%	29	2,998	1.7%	25
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	1,029	1.2%	69	1,452	0.8%	62
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)	835	0.9%	123	1,546	0.9%	108
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	29,879	33.6%	202	64,122	35.4%	200
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	380	0.4%	20	822	0.5%	22
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	530	0.6%	40	1,324	0.7%	44
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)	2,781	3.1%	139	5,247	2.9%	143
Metro Fusion (11C)	2,567	2.9%	205	4,892	2.7%	207
Family Foundations (12A)	12,602	14.2%	1,368	26,951	14.9%	1,402
Modest Income Homes (12D)	11,019	12.4%	956	24,886	13.7%	1,107
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	26,202	29.4%	162	48,761	26.9%	160
In Style (5B)	3,414	3.8%	171	6,529	3.6%	172
Emerald City (8B)	2,064	2.3%	163	3,845	2.1%	174
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	474	0.5%	23	999	0.6%	28
Hardscrabble Road (8G)	992	1.1%	93	2,306	1.3%	111
Retirement Communities (9E)	835	0.9%	78	1,257	0.7%	69
Social Security Set (9F)	782	0.9%	108	1,548	0.9%	129
Young and Restless (11B)	3,378	3.8%	218	5,658	3.1%	225
Set to Impress (11D)	948	1.1%	77	1,622	0.9%	76
City Commons (11E)	12,620	14.2%	1,620	23,446	12.9%	1,648
Traditional Living (12B)	695	0.8%	41	1,551	0.9%	48
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

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Tapestry Segmentation Area Profile

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Hinds County, MS (28049)
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	Number	Percent	Index	Number	Percent	Index
Total:	89,018	100.0%		181,083	100.0%	
4. Suburban Periphery	20,622	23.2%	73	42,769	23.6%	72
Top Tier (1A)	832	0.9%	55	1,591	0.9%	49
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	1,089	1.2%	41	2,211	1.2%	38
Exurbanites (1E)	3,557	4.0%	206	6,932	3.8%	197
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)	986	1.1%	38	2,008	1.1%	35
Home Improvement (4B)	4,840	5.4%	318	10,674	5.9%	319
Comfortable Empty Nesters (5A)	3,128	3.5%	143	6,787	3.7%	153
Parks and Rec (5C)	1,789	2.0%	102	3,684	2.0%	106
Midlife Constants (5E)	1,197	1.3%	54	3,198	1.8%	76
Up and Coming Families (7A)	1,294	1.5%	58	2,433	1.3%	51
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	1,910	2.1%	160	3,251	1.8%	152
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	3,766	4.2%	45	8,412	4.6%	51
Middleburg (4C)	2,718	3.1%	105	5,240	2.9%	100
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	1,048	1.2%	129	3,172	1.8%	206
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
6. Rural	6,685	7.5%	45	14,021	7.7%	46
Green Acres (6A)	3,230	3.6%	113	6,970	3.8%	115
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	1,316	1.5%	47	2,710	1.5%	47
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)	2,139	2.4%	180	4,341	2.4%	173
Unclassified (15)	0	0.0%	0	0	0.0%	0

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