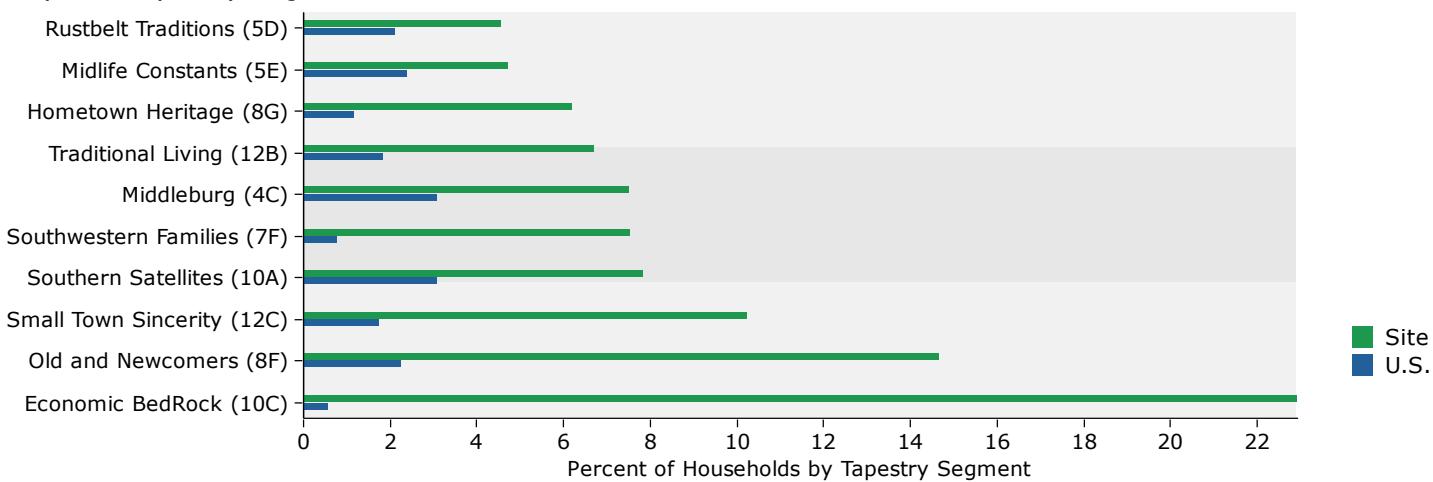


Top Twenty Tapestry Segments

Rank	Tapestry Segment	2023 Households		2023 U.S. Households		
		Percent	Cumulative Percent	Percent	Cumulative Percent	Index
1	Economic BedRock (10C)	22.9%	22.9%	0.6%	0.6%	3966
2	Old and Newcomers (8F)	14.7%	37.6%	2.3%	2.9%	643
3	Small Town Sincerity (12C)	10.3%	47.9%	1.8%	4.6%	576
4	Southern Satellites (10A)	7.9%	55.7%	3.1%	7.8%	253
5	Southwestern Families (7F)	7.6%	63.3%	0.8%	8.5%	955
Subtotal		63.4%		8.6%		
6	Middleburg (4C)	7.5%	70.8%	3.1%	11.6%	243
7	Traditional Living (12B)	6.7%	77.6%	1.9%	13.5%	360
8	Hometown Heritage (8G)	6.2%	83.8%	1.2%	14.7%	534
9	Midlife Constants (5E)	4.8%	88.5%	2.4%	17.1%	197
10	Rustbelt Traditions (5D)	4.6%	93.1%	2.1%	19.2%	214
Subtotal		29.8%		10.7%		
11	Modest Income Homes (12D)	4.2%	97.3%	1.2%	20.5%	338
12	Exurbanites (1E)	1.9%	99.2%	1.9%	22.4%	101
13	The Great Outdoors (6C)	0.7%	99.9%	1.6%	23.9%	46
14	Salt of the Earth (6B)	0.1%	100.0%	2.8%	26.7%	3
Subtotal		6.9%		7.5%		
Total			100.0%		26.7%	374

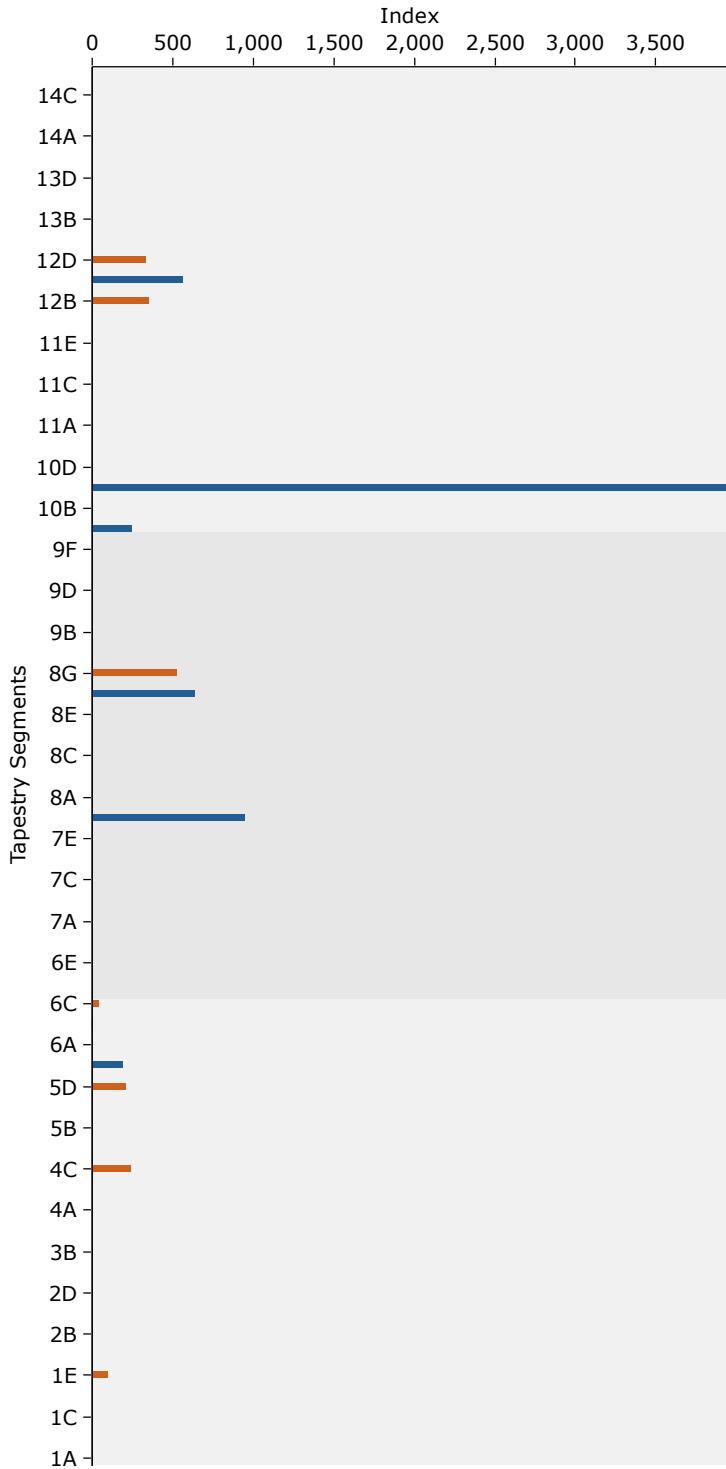
Top Ten Tapestry Segments Site vs. U.S.



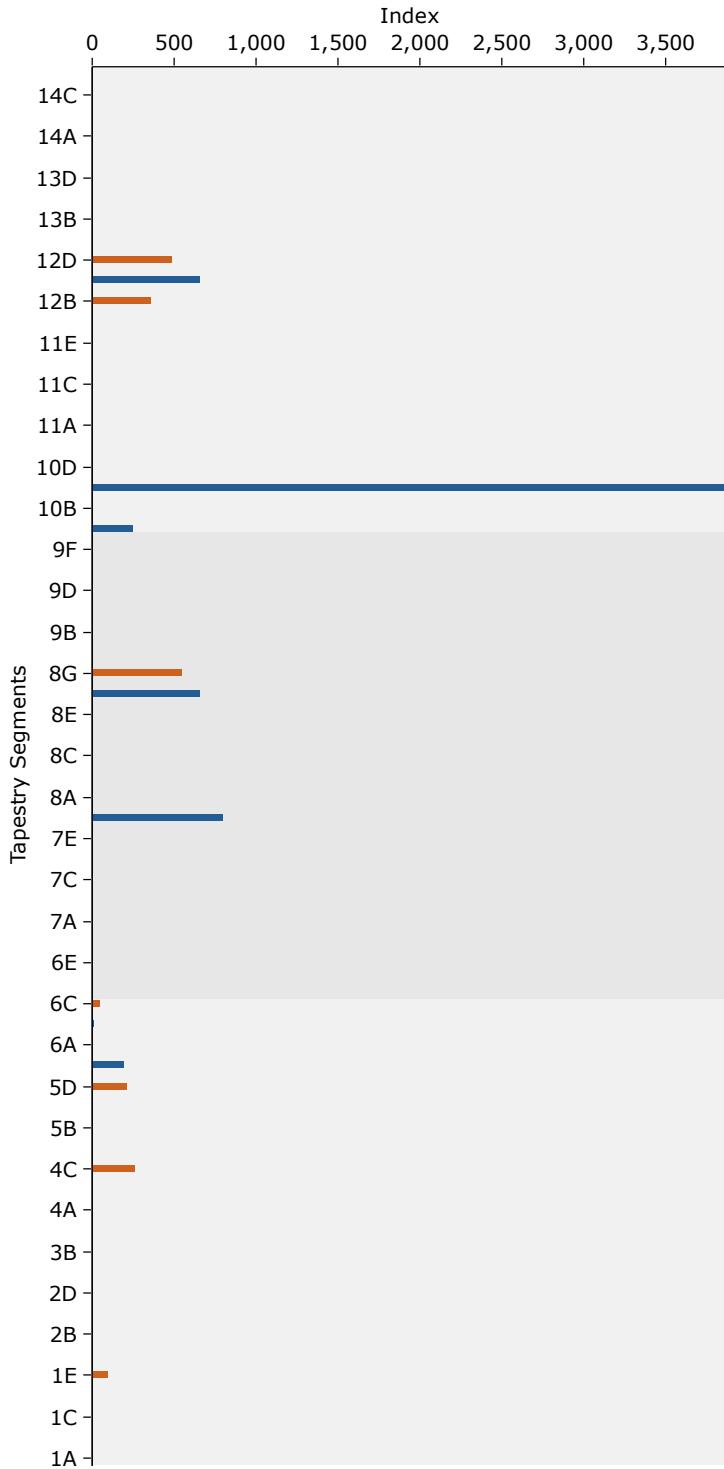
Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population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

Source: Esri

2023 Tapestry Indexes by Households



2023 Tapestry Indexes by Total Population 18+



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Source: Esri

Tapestry LifeMode Groups	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	7,030	100.0%		13,811	100.0%	
1. Affluent Estates	136	1.9%	19	265	1.9%	18
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)	136	1.9%	101	265	1.9%	98
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	529	7.5%	96	1,146	8.3%	101
Workday Drive (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	529	7.5%	243	1,146	8.3%	267
5. GenXurban	655	9.3%	83	1,259	9.1%	84
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
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)	321	4.6%	214	615	4.5%	220
Midlife Constants (5E)	334	4.8%	197	644	4.7%	200
6. Cozy Country Living	56	0.8%	7	184	1.3%	11
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	6	0.1%	3	75	0.5%	19
The Great Outdoors (6C)	50	0.7%	46	109	0.8%	52
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. Sprouting Explorers	532	7.6%	101	963	7.0%	83
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	0	0.0%	0	0	0.0%	0
Forging Opportunity (7D)	0	0.0%	0	0	0.0%	0
Farm to Table (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	532	7.6%	955	963	7.0%	806

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Source: Esri

Tapestry LifeMode Groups	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	7,030	100.0%		13,811	100.0%	
8. Middle Ground	1,470	20.9%	193	2,668	19.3%	191
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)	1,031	14.7%	643	1,841	13.3%	667
Hometown Heritage (8G)	439	6.2%	534	827	6.0%	552
9. Senior Styles	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
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
10. Rustic Outposts	2,165	30.8%	390	4,188	30.3%	382
Southern Satellites (10A)	552	7.9%	253	1,115	8.1%	256
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Economic BedRock (10C)	1,613	22.9%	3,966	3,073	22.3%	3,898
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	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	1,487	21.2%	358	3,138	22.7%	411
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	474	6.7%	360	876	6.3%	367
Small Town Sincerity (12C)	721	10.3%	576	1,492	10.8%	664
Modest Income Homes (12D)	292	4.2%	338	770	5.6%	490
13. Next Wave	0	0.0%	0	0	0.0%	0
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (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

Tapestry Urbanization Groups	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	7,030	100.0%		13,811	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	1,145	16.3%	98	2,348	17.0%	98
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	321	4.6%	214	615	4.5%	220
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	0	0.0%	0	0	0.0%	0
Forging Opportunity (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	532	7.6%	955	963	7.0%	806
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)	292	4.2%	338	770	5.6%	490
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	1,944	27.7%	153	3,544	25.7%	153
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)	1,031	14.7%	643	1,841	13.3%	667
Hometown Heritage (8G)	439	6.2%	534	827	6.0%	552
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	474	6.7%	360	876	6.3%	367
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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Source: Esri

Tapestry Urbanization Groups	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	7,030	100.0%		13,811	100.0%	
4. Suburban Periphery	470	6.7%	21	909	6.6%	20
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)	136	1.9%	101	265	1.9%	98
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
Workday Drive (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	334	4.8%	197	644	4.7%	200
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	1,250	17.8%	190	2,638	19.1%	210
Middleburg (4C)	529	7.5%	243	1,146	8.3%	267
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
Farm to Table (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 Sincerity (12C)	721	10.3%	576	1,492	10.8%	664
6. Rural	2,221	31.6%	193	4,372	31.7%	193
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	6	0.1%	3	75	0.5%	19
The Great Outdoors (6C)	50	0.7%	46	109	0.8%	52
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)	552	7.9%	253	1,115	8.1%	256
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Economic BedRock (10C)	1,613	22.9%	3,966	3,073	22.3%	3,898
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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