Tapestry Segmentation Area Profile
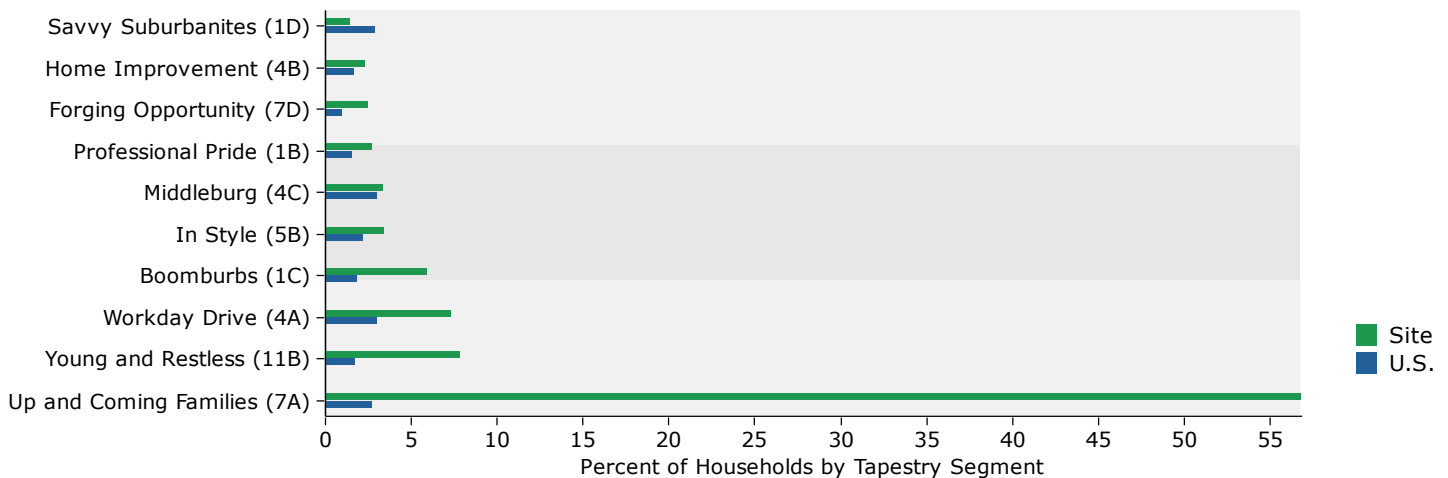
Trade area
Area: 93.8 square miles

Prepared by Esri

Top Twenty Tapestry Segments

| Rank | Tapestry Segment | 2022 Households | | 2022 U.S. Households | | |
		Percent	Cumulative Percent	Percent	Cumulative Percent	Index
1	Up and Coming Families (7A)	56.9%	56.9%	2.8%	2.8%	2041
2	Young and Restless (11B)	7.9%	64.8%	1.8%	4.6%	446
3	Workday Drive (4A)	7.4%	72.2%	3.1%	7.6%	243
4	Boomburbs (1C)	6.0%	78.2%	1.9%	9.5%	312
5	In Style (5B)	3.5%	81.7%	2.2%	11.8%	158
	Subtotal	**81.7%**		**11.8%**		
6	Middleburg (4C)	3.4%	85.1%	3.1%	14.8%	112
7	Professional Pride (1B)	2.7%	87.9%	1.6%	16.5%	167
8	Forging Opportunity (7D)	2.5%	90.4%	1.0%	17.5%	243
9	Home Improvement (4B)	2.4%	92.8%	1.7%	19.2%	140
10	Savvy Suburbanites (1D)	1.5%	94.3%	3.0%	22.2%	49
	Subtotal	**12.5%**		**10.4%**		
11	Rustbelt Traditions (5D)	1.4%	95.6%	2.1%	24.3%	65
12	Heartland Communities (6F)	1.3%	97.0%	2.2%	26.5%	59
13	Comfortable Empty Nesters (5A)	1.1%	98.0%	2.4%	28.9%	44
14	Bright Young Professionals (8C)	1.1%	99.1%	2.3%	31.2%	46
15	Urban Villages (7B)	0.9%	100.0%	1.0%	32.3%	88
	Subtotal	**5.8%**		**10.0%**		
	Total	**100.0%**		**32.3%**		**310**

Top Ten Tapestry Segments Site vs. U.S.

Percent of Households by Tapestry Segment

■ Site
■ 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

July 07, 2022

Trade area
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Prepared by Esri

2022 Tapestry Indexes by Households

2022 Tapestry Indexes by Total Population 18+

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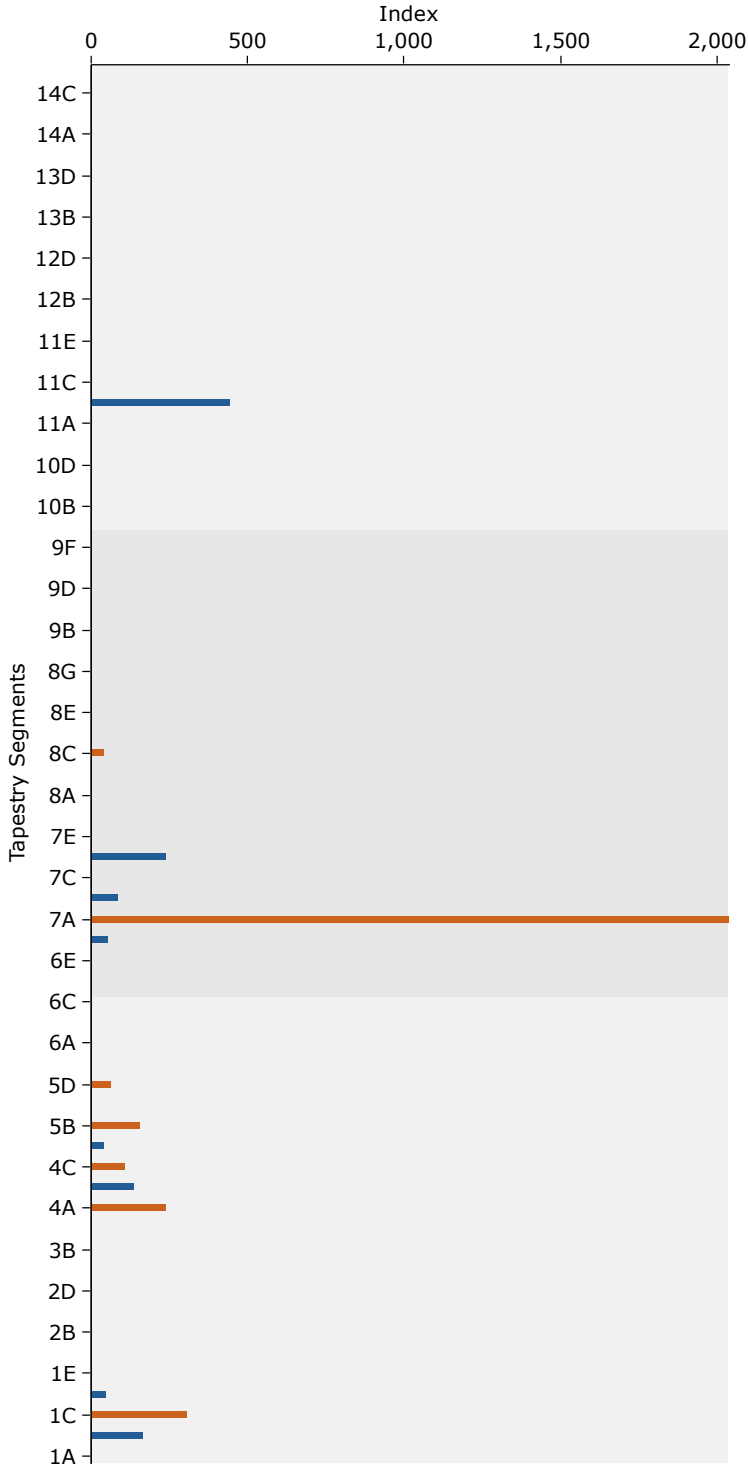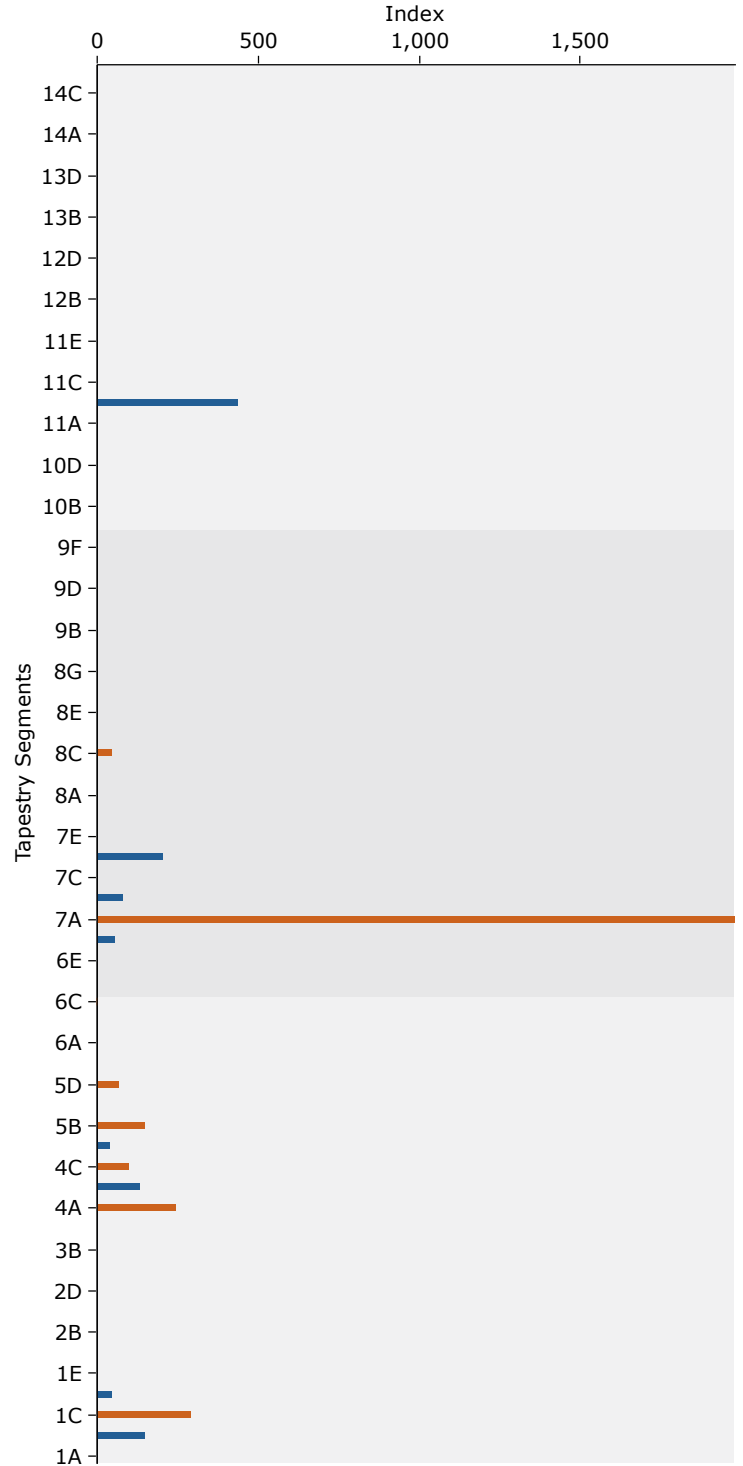**Source:** Esri

July 07, 2022

Tapestry Segmentation Area Profile

Tapestry LifeMode Groups	2022 Households			2022 Adult Population		
	Number	**Percent**	**Index**	**Number**	**Percent**	**Index**
Total:	52,747	100.0%		112,696	100.0%	
1. Affluent Estates	**5,373**	**10.2%**	**104**	**11,541**	**10.2%**	**95**
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	1,448	2.7%	167	3,082	2.7%	150
Boomburbs (1C)	3,153	6.0%	312	6,750	6.0%	296
Savvy Suburbanites (1D)	772	1.5%	49	1,709	1.5%	47
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
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	**6,969**	**13.2%**	**169**	**15,371**	**13.6%**	**168**
Workday Drive (4A)	3,909	7.4%	243	8,987	8.0%	245
Home Improvement (4B)	1,251	2.4%	140	2,758	2.4%	134
Middleburg (4C)	1,809	3.4%	112	3,626	3.2%	105
5. GenXurban	**3,164**	**6.0%**	**54**	**6,425**	**5.7%**	**53**
Comfortable Empty Nesters (5A)	564	1.1%	44	1,205	1.1%	44
In Style (5B)	1,863	3.5%	158	3,606	3.2%	151
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	737	1.4%	65	1,614	1.4%	71
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
6. Cozy Country Living	**688**	**1.3%**	**11**	**1,409**	**1.3%**	**11**
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	17	0.0%	1
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)	688	1.3%	59	1,392	1.2%	60
7. Sprouting Explorers	**31,819**	**60.3%**	**397**	**69,756**	**61.9%**	**738**
Up and Coming Families (7A)	29,992	56.9%	2,041	65,674	58.3%	1,983
Urban Villages (7B)	484	0.9%	88	1,288	1.1%	82
Urban Edge Families (7C)	0	0.0%	0	0	0.0%	0
Forging Opportunity (7D)	1,343	2.5%	243	2,794	2.5%	208
Farm to Table (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

July 07, 2022

Trade area
Area: 93.8 square miles

Prepared by Esri

Tapestry LifeMode Groups	2022 Households			2022 Adult Population		
	Number	**Percent**	**Index**	**Number**	**Percent**	**Index**
Total:	52,747	100.0%		112,696	100.0%	
8. Middle Ground	**559**	**1.1%**	**10**	**1,105**	**1.0%**	**10**
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)	559	1.1%	46	1,105	1.0%	47
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)	0	0.0%	0	0	0.0%	0
Hometown Heritage (8G)	0	0.0%	0	0	0.0%	0
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	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Economic BedRock (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	**4,175**	**7.9%**	**126**	**7,089**	**6.3%**	**115**
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	4,175	7.9%	446	7,089	6.3%	440
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	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
Small Town Sincerity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
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

July 07, 2022

Tapestry Urbanization Groups	2022 Households			2022 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	52,747	100.0%		112,696	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	**3,123**	**5.9%**	**24**	**6,801**	**6.0%**	**35**
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	737	1.4%	65	1,614	1.4%	71
Urban Villages (7B)	484	0.9%	88	1,288	1.1%	82
Urban Edge Families (7C)	0	0.0%	0	0	0.0%	0
Forging Opportunity (7D)	1,343	2.5%	243	2,794	2.5%	208
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)	559	1.1%	46	1,105	1.0%	47
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)	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
3. Metro Cities	**6,038**	**11.4%**	**63**	**10,695**	**9.5%**	**56**
In Style (5B)	1,863	3.5%	158	3,606	3.2%	151
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)	0	0.0%	0	0	0.0%	0
Hometown Heritage (8G)	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
Young and Restless (11B)	4,175	7.9%	446	7,089	6.3%	440
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)	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

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	Number	**Percent**	**Index**	**Number**	**Percent**	**Index**
Total:	52,747	100.0%		112,696	100.0%	
4. Suburban Periphery	**41,089**	**77.9%**	**243**	**90,165**	**80.0%**	**240**
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	1,448	2.7%	167	3,082	2.7%	150
Boomburbs (1C)	3,153	6.0%	312	6,750	6.0%	296
Savvy Suburbanites (1D)	772	1.5%	49	1,709	1.5%	47
Exurbanites (1E)	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
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Workday Drive (4A)	3,909	7.4%	243	8,987	8.0%	245
Home Improvement (4B)	1,251	2.4%	140	2,758	2.4%	134
Comfortable Empty Nesters (5A)	564	1.1%	44	1,205	1.1%	44
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	29,992	56.9%	2,041	65,674	58.3%	1,983
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	**2,497**	**4.7%**	**51**	**5,018**	**4.5%**	**49**
Middleburg (4C)	1,809	3.4%	112	3,626	3.2%	105
Heartland Communities (6F)	688	1.3%	59	1,392	1.2%	60
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)	0	0.0%	0	0	0.0%	0
6. Rural	**0**	**0.0%**	**0**	**17**	**0.0%**	**0**
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	17	0.0%	1
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)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Economic BedRock (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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