



# Tapestry Segmentation Area Profile

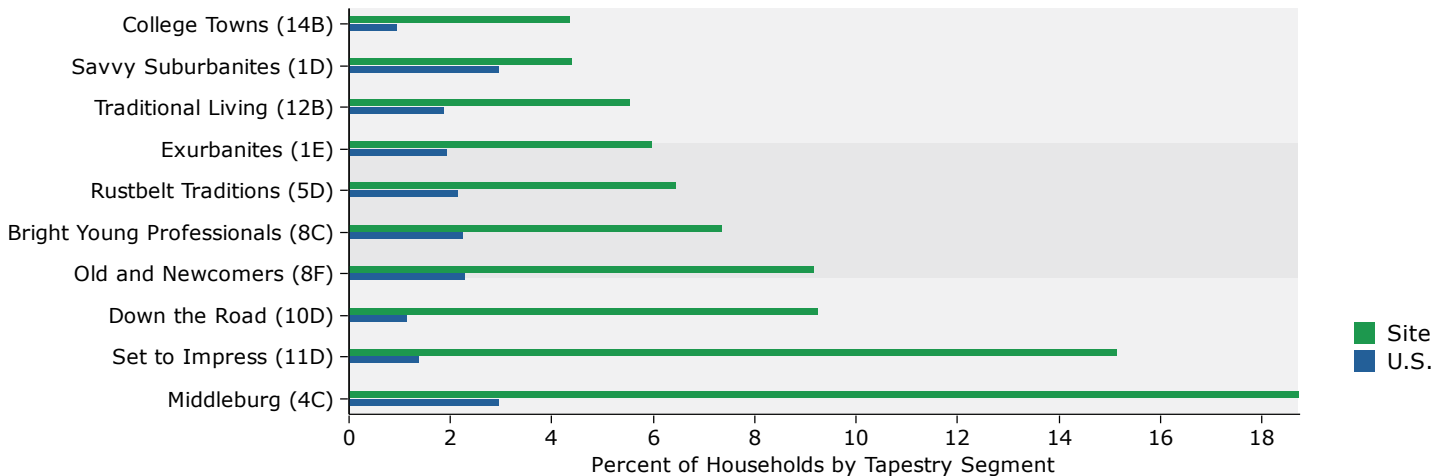
OutsideBusStopServiceAreas  
Area: 24.95 square miles

Prepared by Esri

## Top Twenty Tapestry Segments

Rank	Tapestry Segment	2021 Households		2021 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Middleburg (4C)	18.8%	18.8%	3.0%	3.0%	631
2	Set to Impress (11D)	15.2%	33.9%	1.4%	4.4%	1,097
3	Down the Road (10D)	9.3%	43.2%	1.2%	5.5%	796
4	Old and Newcomers (8F)	9.2%	52.4%	2.3%	7.8%	399
5	Bright Young Professionals (8C)	7.4%	59.7%	2.3%	10.1%	325
<b>Subtotal</b>		<b>59.9%</b>		<b>10.2%</b>		
6	Rustbelt Traditions (5D)	6.5%	66.2%	2.2%	12.3%	298
7	Exurbanites (1E)	6.0%	72.2%	1.9%	14.2%	309
8	Traditional Living (12B)	5.6%	77.7%	1.9%	16.1%	293
9	Savvy Suburbanites (1D)	4.4%	82.1%	3.0%	19.0%	149
10	College Towns (14B)	4.4%	86.5%	1.0%	20.0%	456
<b>Subtotal</b>		<b>26.9%</b>		<b>10.0%</b>		
11	In Style (5B)	4.2%	90.7%	2.2%	22.2%	188
12	Home Improvement (4B)	3.9%	94.6%	1.7%	23.9%	232
13	Midlife Constants (5E)	2.4%	97.0%	2.5%	26.4%	99
14	Comfortable Empty Nesters (5A)	1.7%	98.7%	2.4%	28.8%	70
15	Workday Drive (4A)	1.3%	100.0%	3.0%	31.8%	42
<b>Subtotal</b>		<b>13.5%</b>		<b>11.8%</b>		
<b>Total</b>		<b>100.0%</b>		<b>31.8%</b>		<b>314</b>

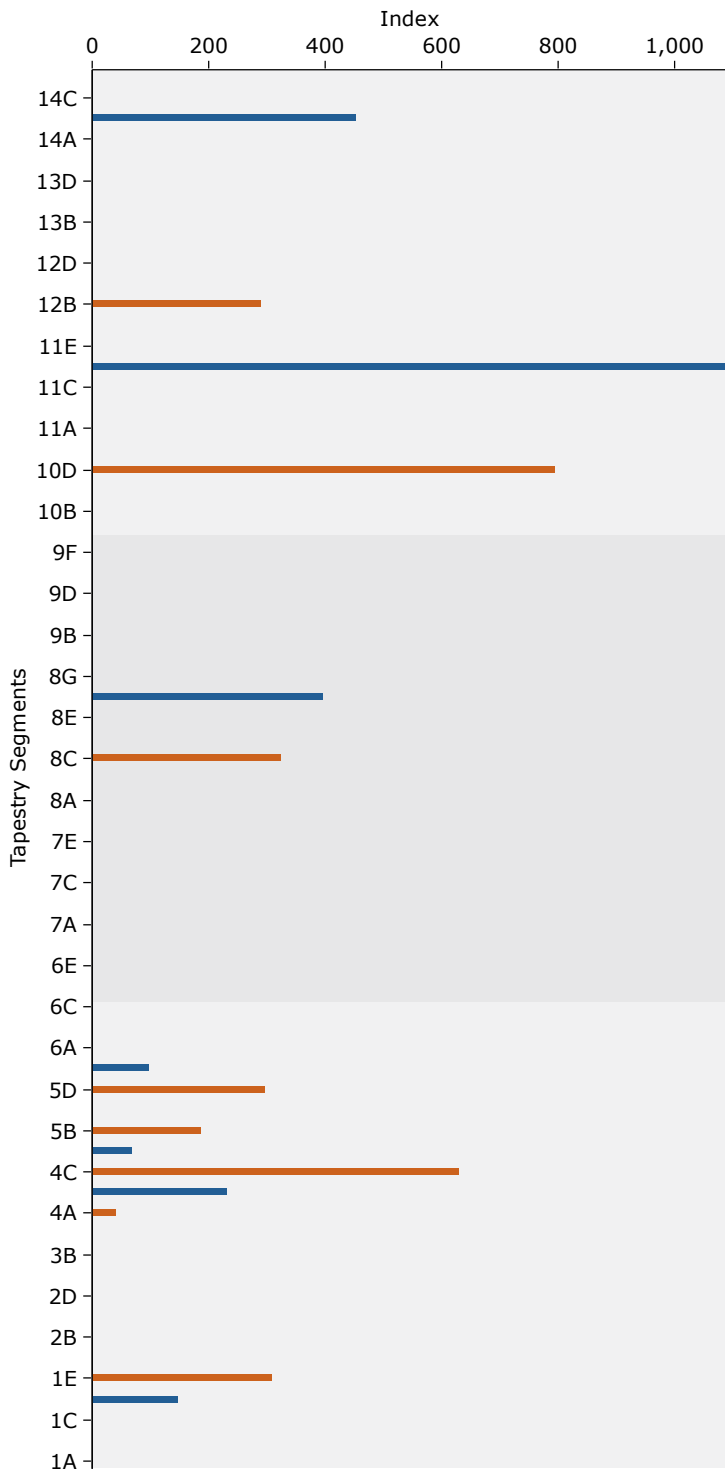
## Top Ten Tapestry Segments Site vs. U.S.



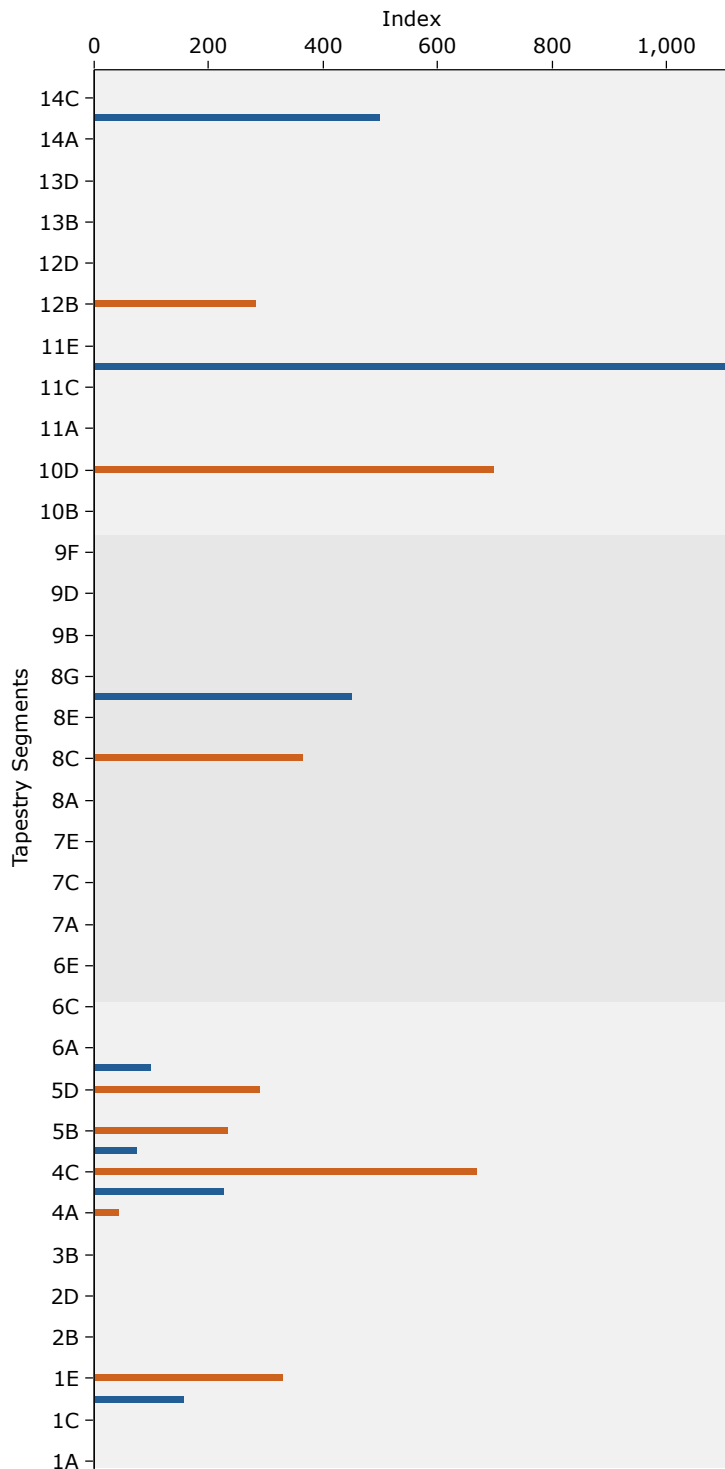
**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population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

**Source:** Esri

### 2021 Tapestry Indexes by Households



### 2021 Tapestry Indexes by Total Population 18+



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# Tapestry Segmentation Area Profile

OutsideBusStopServiceAreas  
 Area: 24.95 square miles

Prepared by Esri

Tapestry LifeMode Groups	2021 Households			2021 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	14,930	100.0%		30,133	100.0%	
<b>1. Affluent Estates</b>	<b>1,553</b>	<b>10.4%</b>	<b>104</b>	<b>3,472</b>	<b>11.5%</b>	<b>108</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)	661	4.4%	149	1,543	5.1%	159
Exurbanites (1E)	892	6.0%	309	1,929	6.4%	331
<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>3,573</b>	<b>23.9%</b>	<b>314</b>	<b>7,680</b>	<b>25.5%</b>	<b>319</b>
Workday Drive (4A)	188	1.3%	42	422	1.4%	44
Home Improvement (4B)	585	3.9%	232	1,255	4.2%	228
Middleburg (4C)	2,800	18.8%	631	6,003	19.9%	671
<b>5. GenXurban</b>	<b>2,208</b>	<b>14.8%</b>	<b>131</b>	<b>4,510</b>	<b>15.0%</b>	<b>139</b>
Comfortable Empty Nesters (5A)	255	1.7%	70	556	1.8%	76
In Style (5B)	627	4.2%	188	1,469	4.9%	234
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	964	6.5%	298	1,789	5.9%	291
Midlife Constants (5E)	362	2.4%	99	696	2.3%	100
<b>6. Cozy Country Living</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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	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
<b>7. Sprouting Explorers</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
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)	0	0.0%	0	0	0.0%	0

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# Tapestry Segmentation Area Profile

OutsideBusStopServiceAreas  
Area: 24.95 square miles

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Tapestry LifeMode Groups	2021 Households			2021 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	14,930	100.0%		30,133	100.0%	
<b>8. Middle Ground</b>	<b>2,469</b>	<b>16.5%</b>	<b>153</b>	<b>4,947</b>	<b>16.4%</b>	<b>164</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)	1,099	7.4%	325	2,258	7.5%	367
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)	1,370	9.2%	399	2,689	8.9%	451
Hometown Heritage (8G)	0	0.0%	0	0	0.0%	0
<b>9. Senior Styles</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</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)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
<b>10. Rustic Outposts</b>	<b>1,382</b>	<b>9.3%</b>	<b>112</b>	<b>2,483</b>	<b>8.2%</b>	<b>98</b>
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)	1,382	9.3%	796	2,483	8.2%	699
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
<b>11. Midtown Singles</b>	<b>2,265</b>	<b>15.2%</b>	<b>246</b>	<b>3,962</b>	<b>13.1%</b>	<b>242</b>
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)	2,265	15.2%	1,097	3,962	13.1%	1,116
City Commons (11E)	0	0.0%	0	0	0.0%	0
<b>12. Hometown</b>	<b>829</b>	<b>5.6%</b>	<b>92</b>	<b>1,521</b>	<b>5.0%</b>	<b>89</b>
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	829	5.6%	293	1,521	5.0%	285
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
<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>
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
<b>14. Scholars and Patriots</b>	<b>651</b>	<b>4.4%</b>	<b>270</b>	<b>1,558</b>	<b>5.2%</b>	<b>227</b>
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	651	4.4%	456	1,558	5.2%	501
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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<b>Total:</b>	14,930	100.0%		30,133	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>2,063</b>	<b>13.8%</b>	<b>84</b>	<b>4,047</b>	<b>13.4%</b>	<b>76</b>
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	964	6.5%	298	1,789	5.9%	291
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)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	1,099	7.4%	325	2,258	7.5%	367
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
<b>3. Metro Cities</b>	<b>5,742</b>	<b>38.5%</b>	<b>213</b>	<b>11,199</b>	<b>37.2%</b>	<b>222</b>
In Style (5B)	627	4.2%	188	1,469	4.9%	234
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)	1,370	9.2%	399	2,689	8.9%	451
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)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	2,265	15.2%	1,097	3,962	13.1%	1,116
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	829	5.6%	293	1,521	5.0%	285
College Towns (14B)	651	4.4%	456	1,558	5.2%	501
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

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<b>4. Suburban Periphery</b>	<b>2,943</b>	<b>19.7%</b>	<b>62</b>	<b>6,401</b>	<b>21.2%</b>	<b>65</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)	661	4.4%	149	1,543	5.1%	159
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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)	188	1.3%	42	422	1.4%	44
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Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	362	2.4%	99	696	2.3%	100
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>4,182</b>	<b>28.0%</b>	<b>298</b>	<b>8,486</b>	<b>28.2%</b>	<b>310</b>
Middleburg (4C)	2,800	18.8%	631	6,003	19.9%	671
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)	1,382	9.3%	796	2,483	8.2%	699
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
<b>6. Rural</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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	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)	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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