



Tapestry Segmentation Area Profile

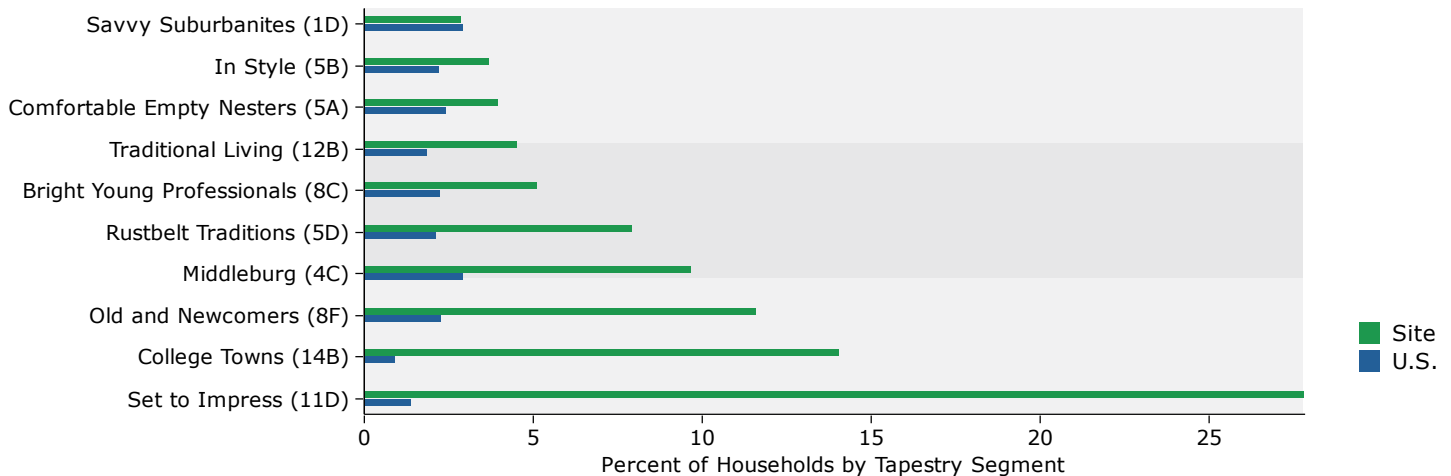
SideWalkServiceArea
Area: 9.59 square miles

Prepared by Esri

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2021 Households		2021 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Set to Impress (11D)	27.8%	27.8%	1.4%	1.4%	2012
2	College Towns (14B)	14.1%	41.9%	1.0%	2.3%	1,472
3	Old and Newcomers (8F)	11.6%	53.5%	2.3%	4.6%	506
4	Middleburg (4C)	9.7%	63.2%	3.0%	7.6%	326
5	Rustbelt Traditions (5D)	7.9%	71.2%	2.2%	9.8%	366
Subtotal		71.1%		9.9%		
6	Bright Young Professionals (8C)	5.1%	76.3%	2.3%	12.0%	227
7	Traditional Living (12B)	4.5%	80.9%	1.9%	13.9%	240
8	Comfortable Empty Nesters (5A)	4.0%	84.8%	2.4%	16.4%	163
9	In Style (5B)	3.7%	88.5%	2.2%	18.6%	165
10	Savvy Suburbanites (1D)	2.9%	91.4%	3.0%	21.6%	97
Subtotal		20.2%		11.8%		
11	Home Improvement (4B)	2.4%	93.9%	1.7%	23.3%	144
12	Social Security Set (9F)	2.4%	96.3%	0.8%	24.1%	300
13	Workday Drive (4A)	2.0%	98.3%	3.0%	27.1%	68
14	Down the Road (10D)	1.0%	99.4%	1.2%	28.2%	90
15	Exurbanites (1E)	0.6%	100.0%	1.9%	30.2%	33
Subtotal		8.4%		8.6%		
Total		100.0%		30.2%		332

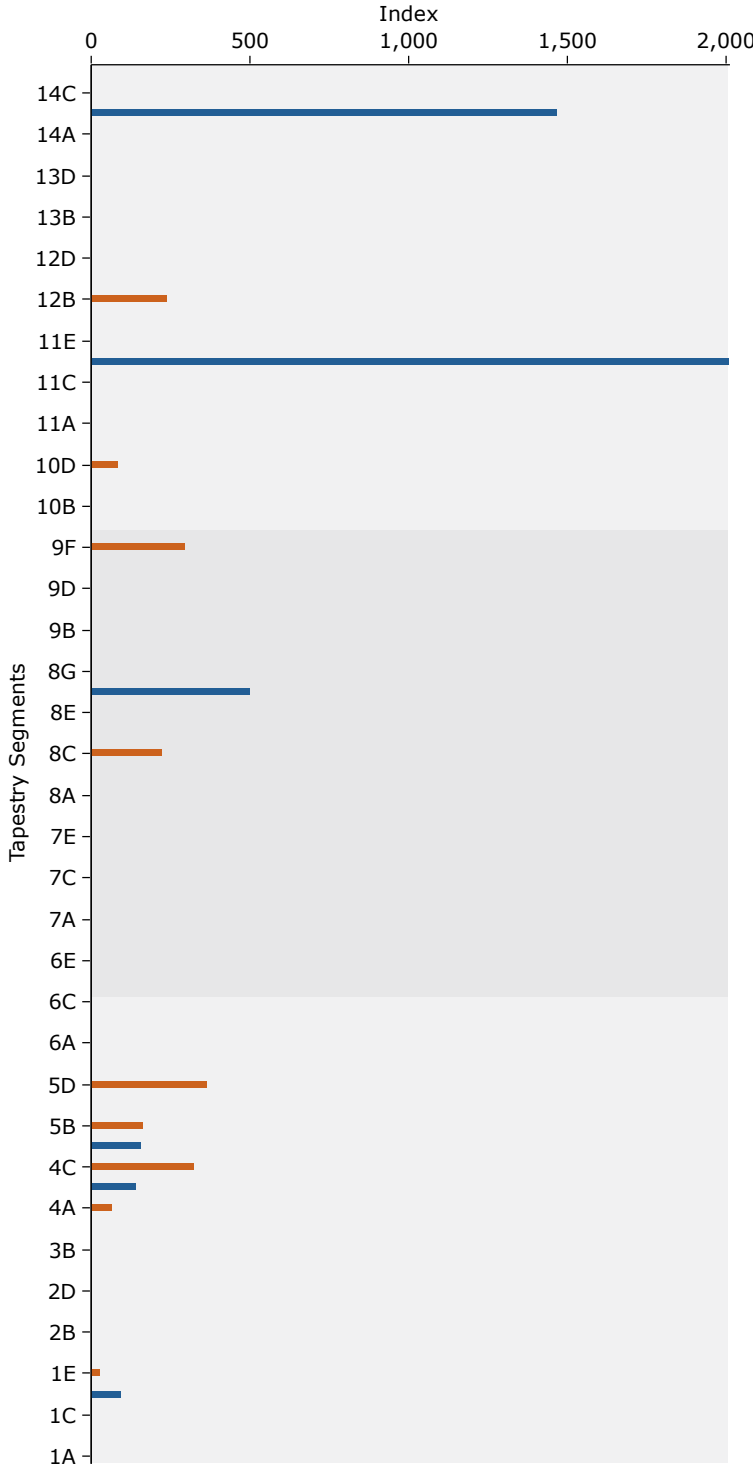
Top Ten Tapestry Segments Site vs. U.S.



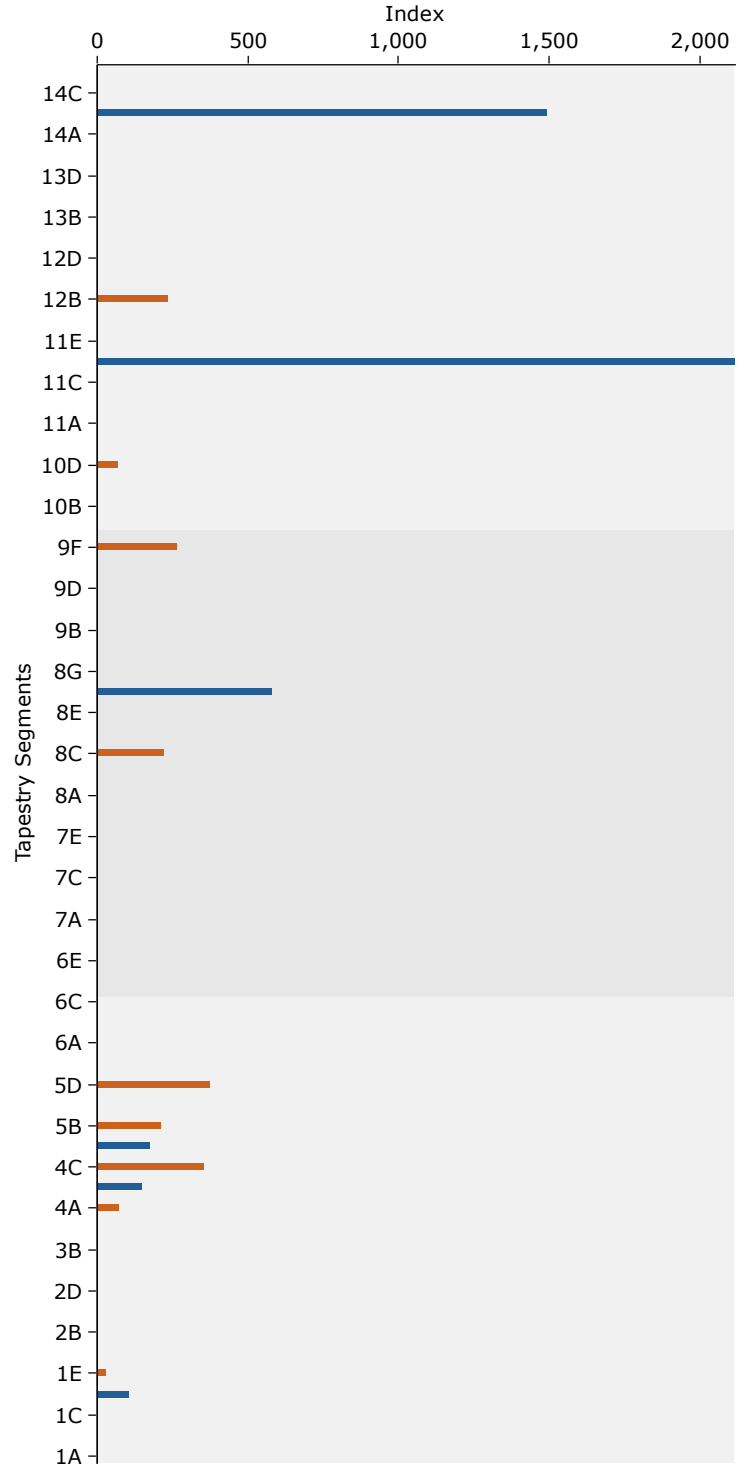
Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population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

SideWalkServiceArea
Area: 9.59 square miles

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Tapestry LifeMode Groups	2021 Households			2021 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	13,496	100.0%		26,070	100.0%	
1. Affluent Estates	476	3.5%	35	1,098	4.2%	39
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)	390	2.9%	97	919	3.5%	110
Exurbanites (1E)	86	0.6%	33	179	0.7%	36
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	1,908	14.1%	185	4,104	15.7%	197
Workday Drive (4A)	274	2.0%	68	621	2.4%	75
Home Improvement (4B)	328	2.4%	144	731	2.8%	153
Middleburg (4C)	1,306	9.7%	326	2,752	10.6%	355
5. GenXurban	2,108	15.6%	139	4,325	16.6%	154
Comfortable Empty Nesters (5A)	538	4.0%	163	1,147	4.4%	180
In Style (5B)	499	3.7%	165	1,174	4.5%	216
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	1,071	7.9%	366	2,004	7.7%	377
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
6. Cozy Country Living	0	0.0%	0	0	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	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. Sprouting Explorers	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
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

SideWalkServiceArea
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Tapestry LifeMode Groups	2021 Households			2021 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	13,496	100.0%		26,070	100.0%	
8. Middle Ground	2,264	16.8%	156	4,211	16.2%	161
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)	695	5.1%	227	1,208	4.6%	227
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)	1,569	11.6%	506	3,003	11.5%	582
Hometown Heritage (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	327	2.4%	42	458	1.8%	35
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)	327	2.4%	300	458	1.8%	267
10. Rustic Outposts	141	1.0%	13	228	0.9%	10
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)	141	1.0%	90	228	0.9%	74
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	3,756	27.8%	452	6,511	25.0%	460
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)	3,756	27.8%	2,012	6,511	25.0%	2,121
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	614	4.5%	76	1,109	4.3%	75
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	614	4.5%	240	1,109	4.3%	240
Small Town Simplicity (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	1,902	14.1%	874	4,026	15.4%	679
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	1,902	14.1%	1,472	4,026	15.4%	1,496
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	2021 Households			2021 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	13,496	100.0%		26,070	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	1,766	13.1%	79	3,212	12.3%	70
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	1,071	7.9%	366	2,004	7.7%	377
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)	695	5.1%	227	1,208	4.6%	227
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	8,667	64.2%	355	16,281	62.5%	374
In Style (5B)	499	3.7%	165	1,174	4.5%	216
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)	1,569	11.6%	506	3,003	11.5%	582
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)	327	2.4%	300	458	1.8%	267
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	3,756	27.8%	2,012	6,511	25.0%	2,121
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	614	4.5%	240	1,109	4.3%	240
College Towns (14B)	1,902	14.1%	1,472	4,026	15.4%	1,496
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

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Total:	13,496	100.0%		26,070	100.0%	
4. Suburban Periphery	1,616	12.0%	37	3,597	13.8%	42
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)	390	2.9%	97	919	3.5%	110
Exurbanites (1E)	86	0.6%	33	179	0.7%	36
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)	274	2.0%	68	621	2.4%	75
Home Improvement (4B)	328	2.4%	144	731	2.8%	153
Comfortable Empty Nesters (5A)	538	4.0%	163	1,147	4.4%	180
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)	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	1,447	10.7%	114	2,980	11.4%	126
Middleburg (4C)	1,306	9.7%	326	2,752	10.6%	355
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)	141	1.0%	90	228	0.9%	74
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
6. Rural	0	0.0%	0	0	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	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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