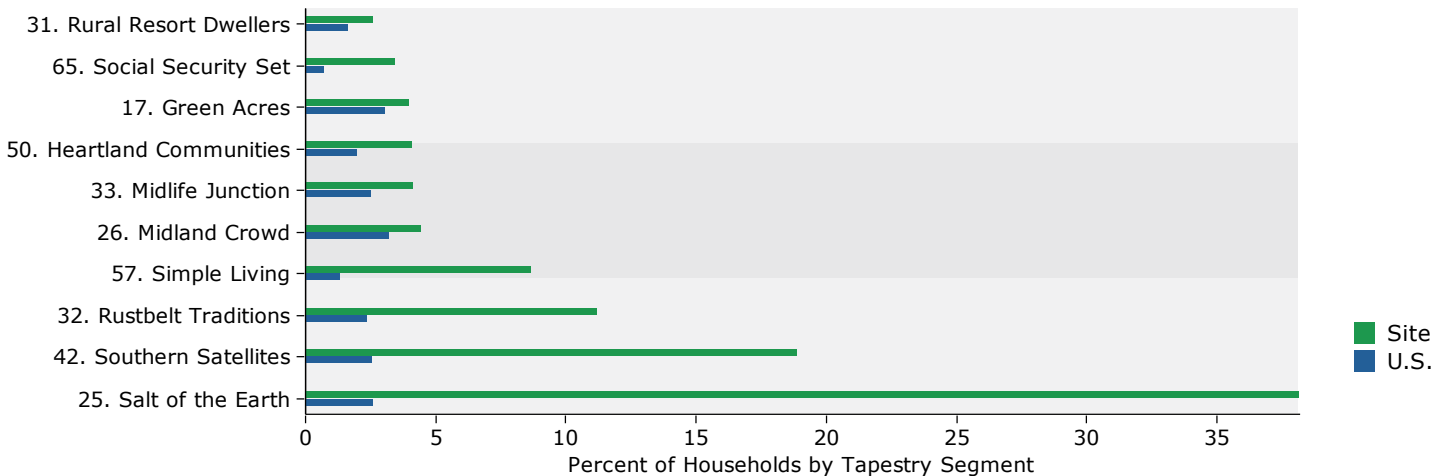


Top Twenty Tapestry Segments

Tapestry descriptions can be found [here](#)

Rank	Tapestry Segment	2013 Households		2013 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	25. Salt of the Earth	38.2%	38.2%	2.7%	2.7%	1433
2	42. Southern Satellites	18.9%	57.1%	2.6%	5.3%	721
3	32. Rustbelt Traditions	11.2%	68.3%	2.4%	7.7%	466
4	57. Simple Living	8.7%	77.0%	1.4%	9.1%	625
5	26. Midland Crowd	4.5%	81.5%	3.2%	12.3%	139
Subtotal		81.5%		12.3%		
6	33. Midlife Junction	4.2%	85.7%	2.5%	14.8%	164
7	50. Heartland Communities	4.1%	89.8%	2.0%	16.8%	204
8	17. Green Acres	4.0%	93.8%	3.1%	19.9%	131
9	65. Social Security Set	3.5%	97.3%	0.7%	20.6%	468
10	31. Rural Resort Dwellers	2.6%	99.9%	1.7%	22.3%	156
Subtotal		18.4%		10.0%		
Total		100.0%		22.4%		446

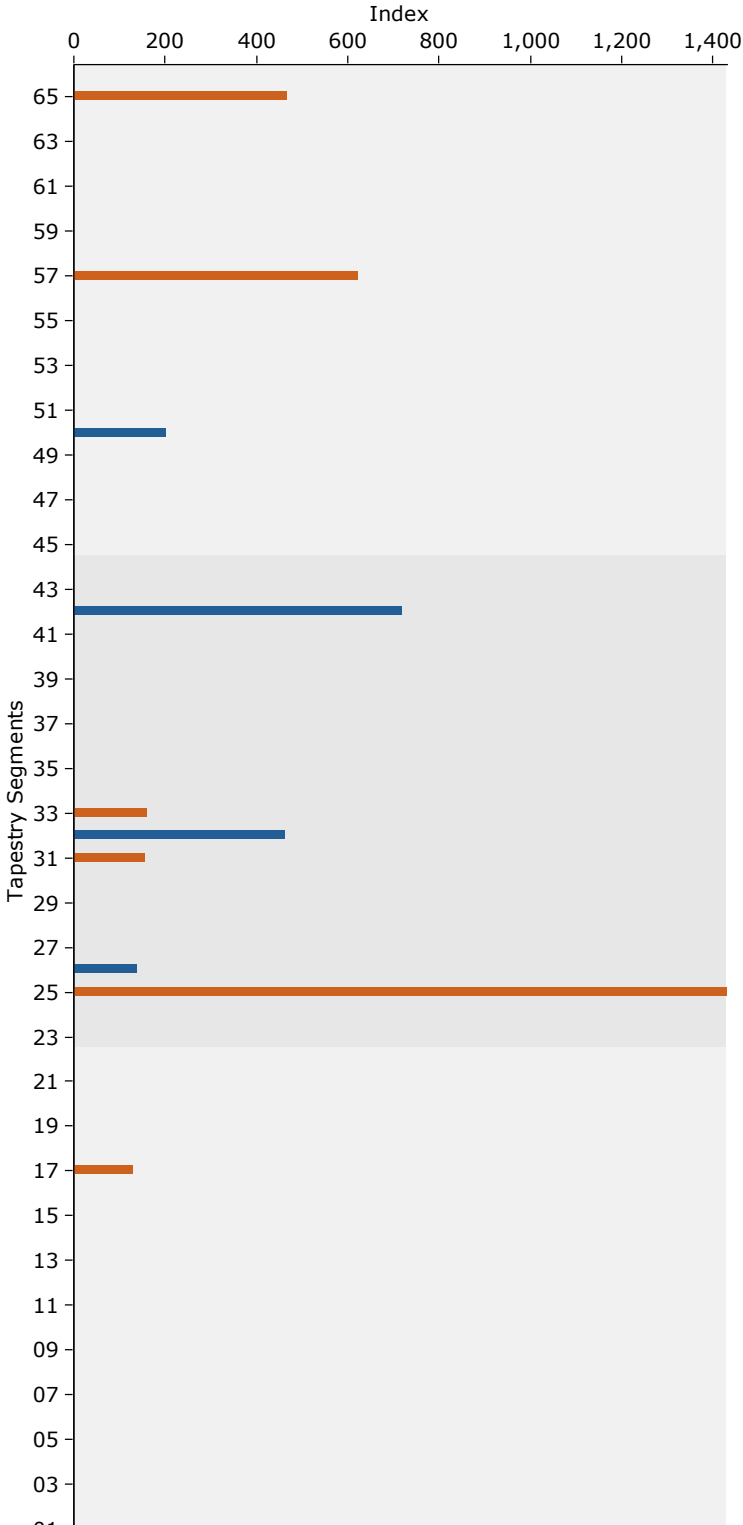
Top Ten Tapestry Segments Site vs. U.S.



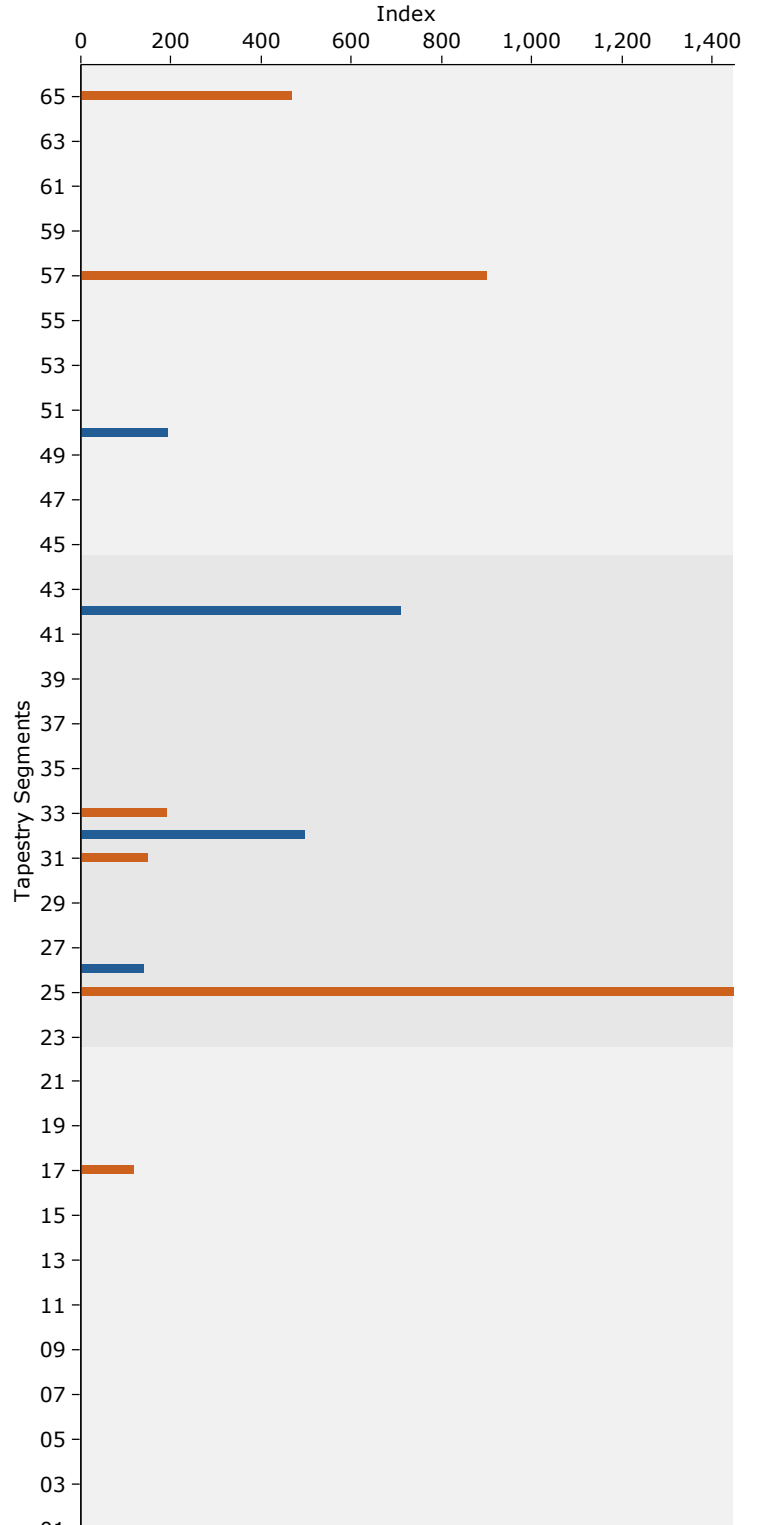
Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States,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

Source: Esri

2013 Tapestry Indexes by Households



2013 Tapestry Indexes by Population



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 population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

Tapestry LifeMode Groups	2013 Households			2013 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	10,864	100.0%		28,702	100.0%	
L1. High Society	0	0.0%	0	0	0.0%	0
01 Top Rung	0	0.0%	0	0	0.0%	0
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
04 Boomburbs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	0	0.0%	0	0	0.0%	0
L2. Upscale Avenues	439	4.0%	31	1,094	3.8%	29
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
13 In Style	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
17 Green Acres	439	4.0%	131	1,094	3.8%	120
18 Cozy and Comfortable	0	0.0%	0	0	0.0%	0
L3. Metropolis	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitan	0	0.0%	0	0	0.0%	0
45 City Strivers	0	0.0%	0	0	0.0%	0
51 Metro City Edge	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
L4. Solo Acts	0	0.0%	0	0	0.0%	0
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	0	0.0%	0	0	0.0%	0
39 Young and Restless	0	0.0%	0	0	0.0%	0
L5. Senior Styles	1,771	16.3%	129	4,770	16.6%	156
14 Prosperous Empty Nesters	0	0.0%	0	0	0.0%	0
15 Silver and Gold	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	0	0.0%	0	0	0.0%	0
30 Retirement Communities	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	449	4.1%	204	1,034	3.6%	195
57 Simple Living	944	8.7%	625	3,010	10.5%	902
65 Social Security Set	378	3.5%	468	726	2.5%	471
L6. Scholars & Patriots	0	0.0%	0	0	0.0%	0
40 Military Proximity	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0

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 population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

Tapestry LifeMode Groups	2013 Households			2013 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	10,864	100.0%		28,702	100.0%	
L7. High Hopes	0	0.0%	0	0	0.0%	0
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
48 Great Expectations	0	0.0%	0	0	0.0%	0
L8. Global Roots	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
L9. Family Portrait	0	0.0%	0	0	0.0%	0
12 Up and Coming Families	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
L10. Traditional Living	1,676	15.4%	192	4,614	16.1%	210
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	1,222	11.2%	466	3,358	11.7%	501
33 Midlife Junction	454	4.2%	164	1,256	4.4%	193
34 Family Foundations	0	0.0%	0	0	0.0%	0
L11. Factories & Farms	6,204	57.1%	610	16,226	56.5%	612
25 Salt of the Earth	4,149	38.2%	1433	10,896	38.0%	1451
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	2,055	18.9%	721	5,330	18.6%	713
53 Home Town	0	0.0%	0	0	0.0%	0
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
L12. American Quilt	774	7.1%	82	1,998	7.0%	81
26 Midland Crowd	487	4.5%	139	1,358	4.7%	142
31 Rural Resort Dwellers	287	2.6%	156	640	2.2%	150
41 Crossroads	0	0.0%	0	0	0.0%	0
46 Rooted Rural	0	0.0%	0	0	0.0%	0
66 Unclassified	0	0.0%	0	0	0.0%	0

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 population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

Tapestry Urbanization Groups	2013 Households			2013 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	10,864	100.0%		28,702	100.0%	
U1. Principal Urban Centers I	0	0.0%	0	0	0.0%	0
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
U2. Principal Urban Centers II	378	3.5%	72	726	2.5%	47
45 City Strivers	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
65 Social Security Set	378	3.5%	468	726	2.5%	471
U3. Metro Cities I	0	0.0%	0	0	0.0%	0
01 Top Rung	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
22 Metropolitan	0	0.0%	0	0	0.0%	0
U4. Metro Cities II	0	0.0%	0	0	0.0%	0
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
30 Retirement Communities	0	0.0%	0	0	0.0%	0
34 Family Foundations	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	0	0.0%	0	0	0.0%	0
39 Young and Restless	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0
U5. Urban Outskirts I	1,222	11.2%	107	3,358	11.7%	105
04 Boomburbs	0	0.0%	0	0	0.0%	0
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	1,222	11.2%	466	3,358	11.7%	501
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
48 Great Expectations	0	0.0%	0	0	0.0%	0

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Source: Esri

Tapestry Urbanization Groups	2013 Households			2013 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	10,864	100.0%		28,702	100.0%	
U6. Urban Outskirts II	944	8.7%	170	3,010	10.5%	202
51 Metro City Edge	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
57 Simple Living	944	8.7%	625	3,010	10.5%	902
59 Southwestern Families	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
U7. Suburban Periphery I	0	0.0%	0	0	0.0%	0
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	0	0.0%	0	0	0.0%	0
12 Up and Coming Families	0	0.0%	0	0	0.0%	0
13 In Style	0	0.0%	0	0	0.0%	0
14 Prosperous Empty Nesters	0	0.0%	0	0	0.0%	0
15 Silver and Gold	0	0.0%	0	0	0.0%	0
U8. Suburban Periphery II	454	4.2%	47	1,256	4.4%	53
18 Cozy and Comfortable	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	0	0.0%	0	0	0.0%	0
33 Midlife Junction	454	4.2%	164	1,256	4.4%	193
40 Military Proximity	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
53 Home Town	0	0.0%	0	0	0.0%	0
U9. Small Towns	449	4.1%	89	1,034	3.6%	82
41 Crossroads	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	449	4.1%	204	1,034	3.6%	195
U10. Rural I	5,362	49.4%	462	13,988	48.7%	459
17 Green Acres	439	4.0%	131	1,094	3.8%	120
25 Salt of the Earth	4,149	38.2%	1433	10,896	38.0%	1451
26 Midland Crowd	487	4.5%	139	1,358	4.7%	142
31 Rural Resort Dwellers	287	2.6%	156	640	2.2%	150
U11. Rural II	2,055	18.9%	249	5,330	18.6%	250
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	2,055	18.9%	721	5,330	18.6%	713
46 Rooted Rural	0	0.0%	0	0	0.0%	0
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
66 Unclassified	0	0.0%	0	0	0.0%	0

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 population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

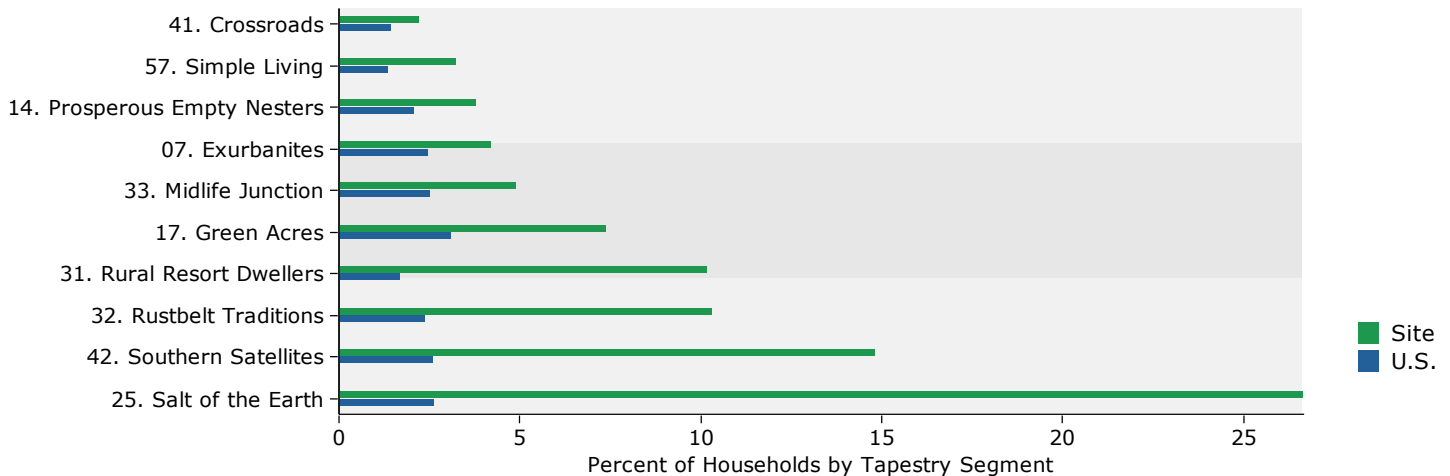
Source: Esri

Top Twenty Tapestry Segments

Tapestry descriptions can be found [here](#)

Rank	Tapestry Segment	2013 Households		2013 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	25. Salt of the Earth	26.7%	26.7%	2.7%	2.7%	1001
2	42. Southern Satellites	14.8%	41.5%	2.6%	5.3%	565
3	32. Rustbelt Traditions	10.3%	51.8%	2.4%	7.7%	429
4	31. Rural Resort Dwellers	10.2%	62.0%	1.7%	9.4%	602
5	17. Green Acres	7.4%	69.4%	3.1%	12.5%	239
Subtotal		69.4%		12.5%		
6	33. Midlife Junction	4.9%	74.3%	2.5%	15.0%	193
7	07. Exurbanites	4.2%	78.5%	2.5%	17.5%	171
8	14. Prosperous Empty Nesters	3.8%	82.3%	2.1%	19.6%	183
9	57. Simple Living	3.3%	85.6%	1.4%	21.0%	235
10	41. Crossroads	2.2%	87.8%	1.5%	22.5%	153
Subtotal		18.4%		10.0%		
11	37. Prairie Living	2.1%	89.9%	1.2%	23.7%	177
12	53. Home Town	2.0%	91.9%	1.4%	25.1%	138
13	18. Cozy and Comfortable	1.7%	93.6%	2.2%	27.3%	75
14	50. Heartland Communities	1.6%	95.2%	2.0%	29.3%	79
15	26. Midland Crowd	1.5%	96.7%	3.2%	32.5%	47
Subtotal		8.9%		10.0%		
16	29. Rustbelt Retirees	1.3%	98.0%	2.0%	34.5%	66
17	46. Rooted Rural	1.2%	99.2%	2.3%	36.8%	53
18	65. Social Security Set	0.8%	100.0%	0.7%	37.5%	113
19	48. Great Expectations	0.0%	100.0%	1.7%	39.2%	2
Subtotal		3.3%		6.7%		
Total		100.0%		39.2%		255

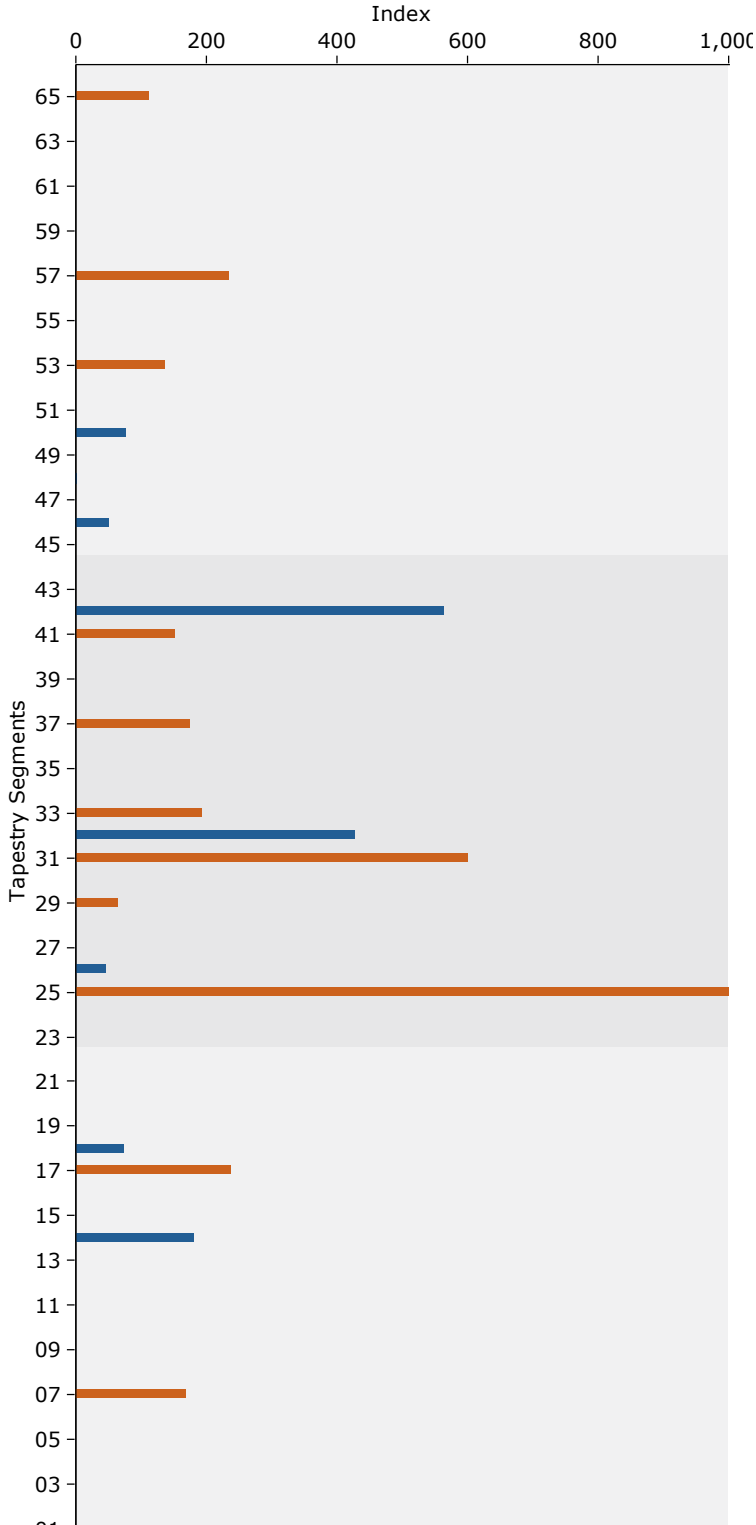
Top Ten Tapestry Segments Site vs. U.S.



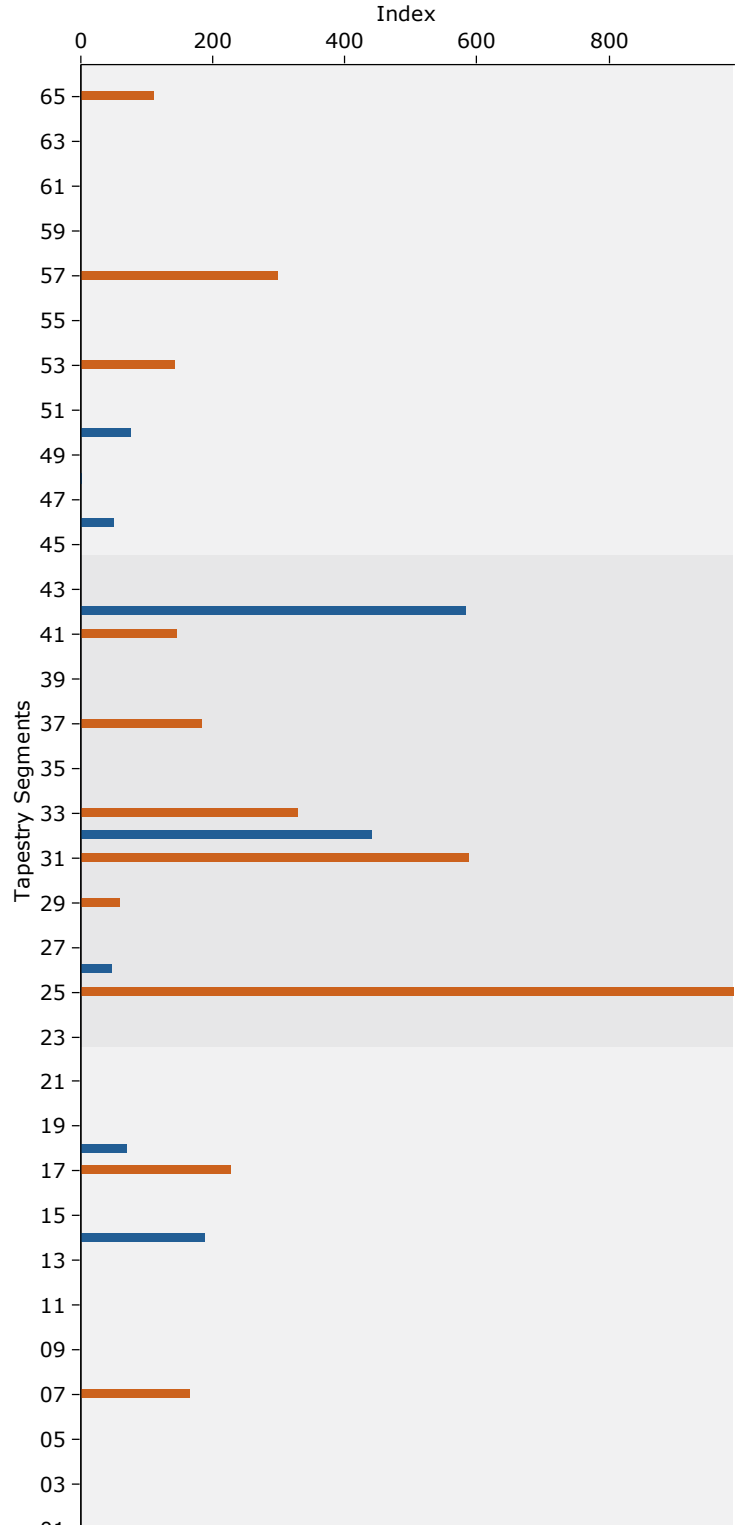
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Source: Esri

2013 Tapestry Indexes by Households



2013 Tapestry Indexes by Population



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 population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

Tapestry LifeMode Groups	2013 Households			2013 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	45,099	100.0%		120,184	100.0%	
L1. High Society	1,896	4.2%	33	4,910	4.1%	30
01 Top Rung	0	0.0%	0	0	0.0%	0
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
04 Boomburbs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	1,896	4.2%	171	4,910	4.1%	167
L2. Upscale Avenues	4,082	9.1%	68	10,561	8.8%	67
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
13 In Style	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
17 Green Acres	3,334	7.4%	239	8,703	7.2%	228
18 Cozy and Comfortable	748	1.7%	75	1,858	1.5%	71
L3. Metropolis	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitan	0	0.0%	0	0	0.0%	0
45 City Strivers	0	0.0%	0	0	0.0%	0
51 Metro City Edge	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
L4. Solo Acts	0	0.0%	0	0	0.0%	0
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	0	0.0%	0	0	0.0%	0
39 Young and Restless	0	0.0%	0	0	0.0%	0
L5. Senior Styles	4,879	10.8%	86	12,257	10.2%	96
14 Prosperous Empty Nesters	1,727	3.8%	183	4,352	3.6%	190
15 Silver and Gold	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	579	1.3%	66	1,269	1.1%	60
30 Retirement Communities	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	721	1.6%	79	1,706	1.4%	77
57 Simple Living	1,474	3.3%	235	4,204	3.5%	301
65 Social Security Set	378	0.8%	113	726	0.6%	112
L6. Scholars & Patriots	0	0.0%	0	0	0.0%	0
40 Military Proximity	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0

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 population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

Tapestry LifeMode Groups	2013 Households			2013 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	45,099	100.0%		120,184	100.0%	
L7. High Hopes	17	0.0%	1	43	0.0%	1
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
48 Great Expectations	17	0.0%	2	43	0.0%	2
L8. Global Roots	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
L9. Family Portrait	0	0.0%	0	0	0.0%	0
12 Up and Coming Families	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
L10. Traditional Living	6,878	15.3%	190	21,414	17.8%	233
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	4,662	10.3%	429	12,446	10.4%	443
33 Midlife Junction	2,216	4.9%	193	8,968	7.5%	329
34 Family Foundations	0	0.0%	0	0	0.0%	0
L11. Factories & Farms	20,529	45.5%	487	54,416	45.3%	490
25 Salt of the Earth	12,028	26.7%	1001	31,159	25.9%	991
37 Prairie Living	934	2.1%	177	2,513	2.1%	184
42 Southern Satellites	6,686	14.8%	565	18,347	15.3%	586
53 Home Town	881	2.0%	138	2,397	2.0%	143
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
L12. American Quilt	6,818	15.1%	174	16,583	13.8%	161
26 Midland Crowd	678	1.5%	47	1,927	1.6%	48
31 Rural Resort Dwellers	4,591	10.2%	602	10,533	8.8%	589
41 Crossroads	999	2.2%	153	2,741	2.3%	148
46 Rooted Rural	550	1.2%	53	1,382	1.1%	52
66 Unclassified	0	0.0%	0	0	0.0%	0

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 population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

Tapestry Urbanization Groups	2013 Households			2013 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	45,099	100.0%		120,184	100.0%	
U1. Principal Urban Centers I	0	0.0%	0	0	0.0%	0
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
U2. Principal Urban Centers II	378	0.8%	17	726	0.6%	11
45 City Strivers	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
65 Social Security Set	378	0.8%	113	726	0.6%	112
U3. Metro Cities I	0	0.0%	0	0	0.0%	0
01 Top Rung	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
22 Metropolitan	0	0.0%	0	0	0.0%	0
U4. Metro Cities II	0	0.0%	0	0	0.0%	0
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
30 Retirement Communities	0	0.0%	0	0	0.0%	0
34 Family Foundations	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	0	0.0%	0	0	0.0%	0
39 Young and Restless	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0
U5. Urban Outskirts I	4,679	10.4%	99	12,489	10.4%	93
04 Boomburbs	0	0.0%	0	0	0.0%	0
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	4,662	10.3%	429	12,446	10.4%	443
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
48 Great Expectations	17	0.0%	2	43	0.0%	2

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Source: Esri

Tapestry Urbanization Groups	2013 Households			2013 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	45,099	100.0%		120,184	100.0%	
U6. Urban Outskirts II	1,474	3.3%	64	4,204	3.5%	67
51 Metro City Edge	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
57 Simple Living	1,474	3.3%	235	4,204	3.5%	301
59 Southwestern Families	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
U7. Suburban Periphery I	3,623	8.0%	50	9,262	7.7%	46
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	1,896	4.2%	171	4,910	4.1%	167
12 Up and Coming Families	0	0.0%	0	0	0.0%	0
13 In Style	0	0.0%	0	0	0.0%	0
14 Prosperous Empty Nesters	1,727	3.8%	183	4,352	3.6%	190
15 Silver and Gold	0	0.0%	0	0	0.0%	0
U8. Suburban Periphery II	4,424	9.8%	110	14,492	12.1%	145
18 Cozy and Comfortable	748	1.7%	75	1,858	1.5%	71
29 Rustbelt Retirees	579	1.3%	66	1,269	1.1%	60
33 Midlife Junction	2,216	4.9%	193	8,968	7.5%	329
40 Military Proximity	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
53 Home Town	881	2.0%	138	2,397	2.0%	143
U9. Small Towns	1,720	3.8%	83	4,447	3.7%	85
41 Crossroads	999	2.2%	153	2,741	2.3%	148
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	721	1.6%	79	1,706	1.4%	77
U10. Rural I	20,631	45.7%	428	52,322	43.5%	410
17 Green Acres	3,334	7.4%	239	8,703	7.2%	228
25 Salt of the Earth	12,028	26.7%	1001	31,159	25.9%	991
26 Midland Crowd	678	1.5%	47	1,927	1.6%	48
31 Rural Resort Dwellers	4,591	10.2%	602	10,533	8.8%	589
U11. Rural II	8,170	18.1%	239	22,242	18.5%	249
37 Prairie Living	934	2.1%	177	2,513	2.1%	184
42 Southern Satellites	6,686	14.8%	565	18,347	15.3%	586
46 Rooted Rural	550	1.2%	53	1,382	1.1%	52
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
66 Unclassified	0	0.0%	0	0	0.0%	0

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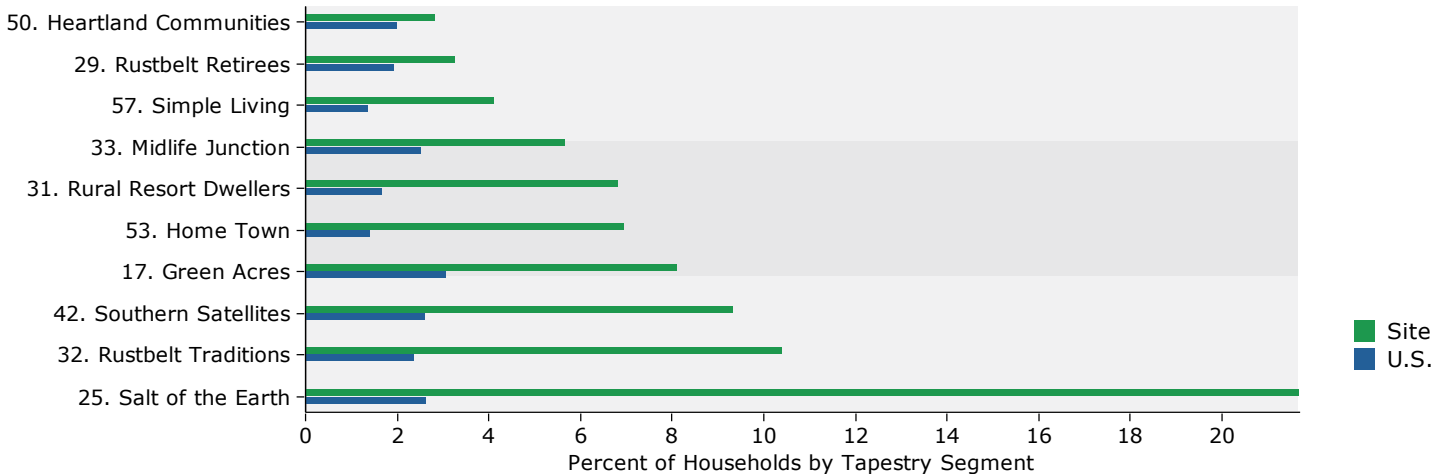
Source: Esri

Top Twenty Tapestry Segments

Tapestry descriptions can be found [here](#)

Rank	Tapestry Segment	2013 Households		2013 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	25. Salt of the Earth	21.7%	21.7%	2.7%	2.7%	814
2	32. Rustbelt Traditions	10.4%	32.1%	2.4%	5.1%	432
3	42. Southern Satellites	9.4%	41.5%	2.6%	7.7%	357
4	17. Green Acres	8.1%	49.6%	3.1%	10.8%	262
5	53. Home Town	7.0%	56.6%	1.4%	12.2%	493
Subtotal		56.6%		12.2%		
6	31. Rural Resort Dwellers	6.8%	63.4%	1.7%	13.9%	404
7	33. Midlife Junction	5.7%	69.1%	2.5%	16.4%	224
8	57. Simple Living	4.1%	73.2%	1.4%	17.8%	298
9	29. Rustbelt Retirees	3.3%	76.5%	2.0%	19.8%	169
10	50. Heartland Communities	2.9%	79.4%	2.0%	21.8%	141
Subtotal		22.8%		9.6%		
11	41. Crossroads	2.7%	82.1%	1.5%	23.3%	185
12	07. Exurbanites	2.6%	84.7%	2.5%	25.8%	106
13	14. Prosperous Empty Nesters	2.3%	87.0%	2.1%	27.9%	112
14	18. Cozy and Comfortable	1.9%	88.9%	2.2%	30.1%	88
15	26. Midland Crowd	1.8%	90.7%	3.2%	33.3%	55
Subtotal		11.3%		11.5%		
16	46. Rooted Rural	1.4%	92.1%	2.3%	35.6%	60
17	48. Great Expectations	1.4%	93.5%	1.7%	37.3%	82
18	51. Metro City Edge	1.1%	94.6%	0.9%	38.2%	128
19	37. Prairie Living	1.1%	95.7%	1.2%	39.4%	93
20	64. City Commons	0.9%	96.6%	0.7%	40.1%	136
Subtotal		5.9%		6.8%		
Total		96.7%		40.0%		242

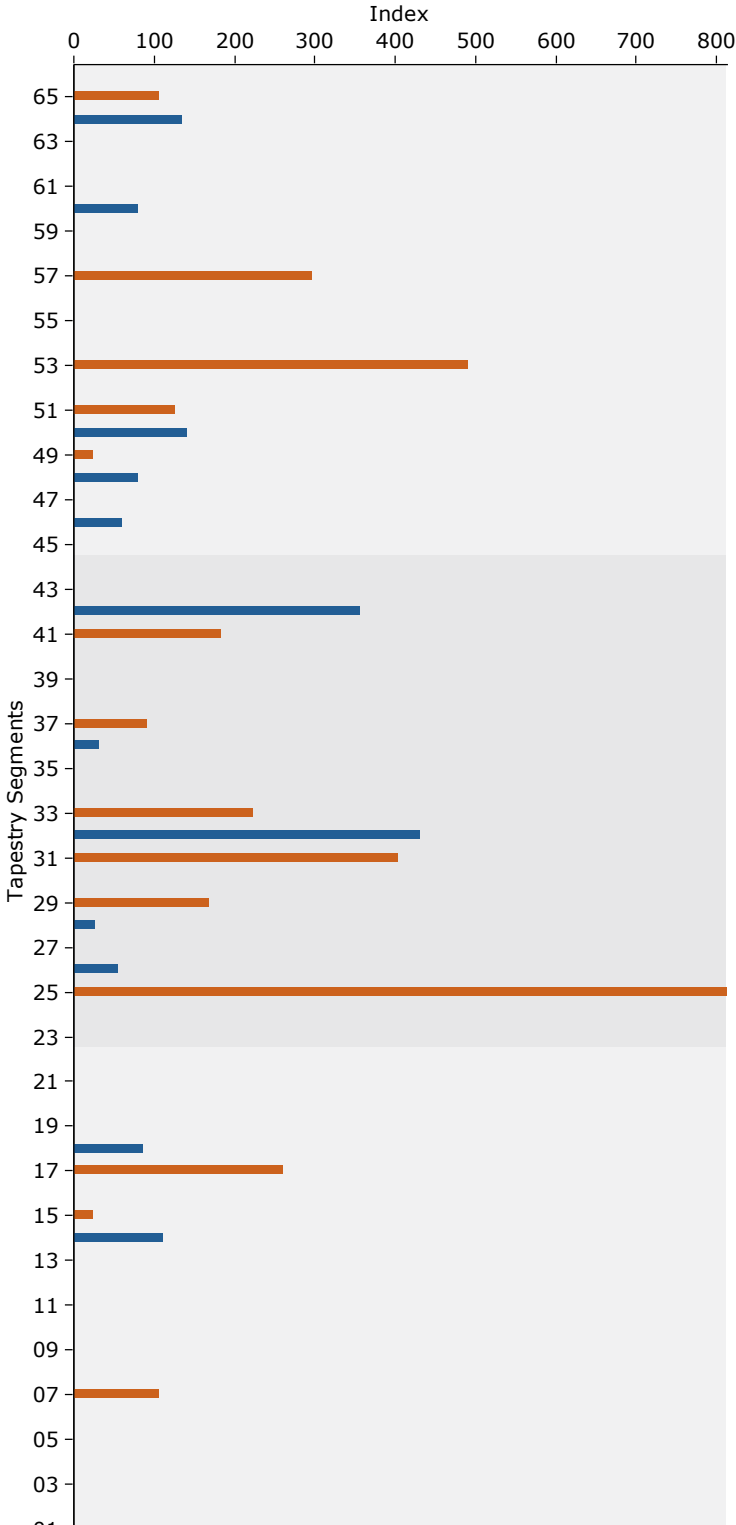
Top Ten Tapestry Segments Site vs. U.S.



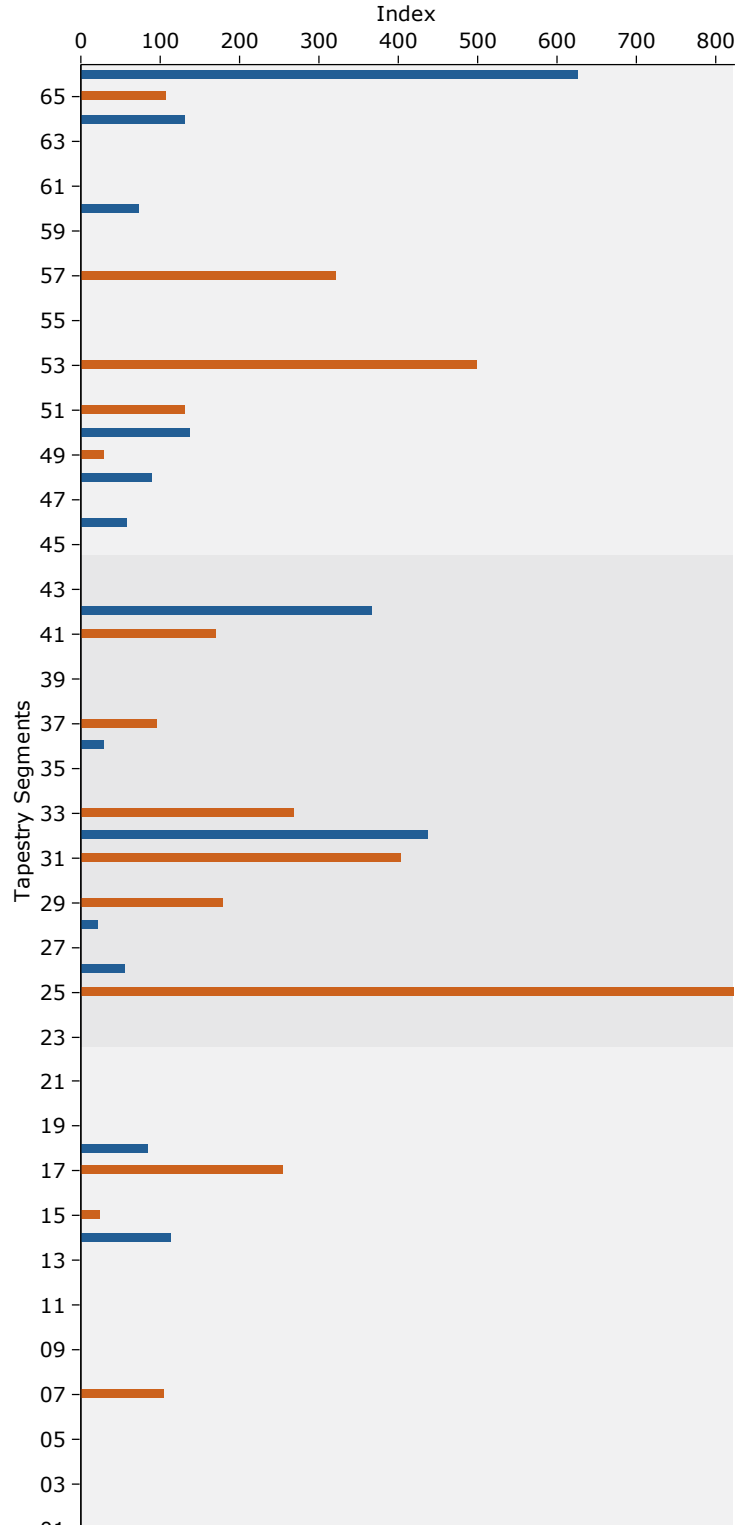
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Source: Esri

2013 Tapestry Indexes by Households



2013 Tapestry Indexes by Population



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Source: Esri

Tapestry LifeMode Groups	2013 Households			2013 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	129,853	100.0%		339,864	100.0%	
L1. High Society	3,394	2.6%	21	8,810	2.6%	19
01 Top Rung	0	0.0%	0	0	0.0%	0
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
04 Boomburbs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	3,394	2.6%	106	8,810	2.6%	106
L2. Upscale Avenues	13,079	10.1%	76	34,039	10.0%	77
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
13 In Style	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
17 Green Acres	10,549	8.1%	262	27,745	8.2%	257
18 Cozy and Comfortable	2,530	1.9%	88	6,294	1.9%	85
L3. Metropolis	1,425	1.1%	21	4,177	1.2%	24
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitanans	0	0.0%	0	0	0.0%	0
45 City Strivers	0	0.0%	0	0	0.0%	0
51 Metro City Edge	1,425	1.1%	128	4,177	1.2%	133
54 Urban Rows	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
L4. Solo Acts	839	0.6%	9	1,653	0.5%	9
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	839	0.6%	32	1,653	0.5%	31
39 Young and Restless	0	0.0%	0	0	0.0%	0
L5. Senior Styles	18,149	14.0%	111	43,410	12.8%	120
14 Prosperous Empty Nesters	3,035	2.3%	112	7,418	2.2%	114
15 Silver and Gold	329	0.3%	25	689	0.2%	26
29 Rustbelt Retirees	4,291	3.3%	169	10,882	3.2%	181
30 Retirement Communities	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	373	0.3%	25	1,034	0.3%	31
50 Heartland Communities	3,709	2.9%	141	8,703	2.6%	138
57 Simple Living	5,376	4.1%	298	12,709	3.7%	322
65 Social Security Set	1,036	0.8%	107	1,975	0.6%	108
L6. Scholars & Patriots	0	0.0%	0	0	0.0%	0
40 Military Proximity	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0

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Source: Esri

Tapestry LifeMode Groups	2013 Households			2013 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	129,853	100.0%		339,864	100.0%	
L7. High Hopes	2,629	2.0%	50	6,412	1.9%	49
28 Aspiring Young Families	823	0.6%	27	1,699	0.5%	22
48 Great Expectations	1,806	1.4%	82	4,713	1.4%	90
L8. Global Roots	918	0.7%	9	2,331	0.7%	7
35 International Marketplace	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
60 City Dimensions	918	0.7%	82	2,331	0.7%	74
61 High Rise Renters	0	0.0%	0	0	0.0%	0
L9. Family Portrait	1,201	0.9%	10	3,159	0.9%	9
12 Up and Coming Families	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
64 City Commons	1,201	0.9%	136	3,159	0.9%	132
L10. Traditional Living	20,926	16.1%	201	55,726	16.4%	214
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	13,519	10.4%	432	34,884	10.3%	439
33 Midlife Junction	7,407	5.7%	224	20,842	6.1%	270
34 Family Foundations	0	0.0%	0	0	0.0%	0
L11. Factories & Farms	50,811	39.1%	418	133,206	39.2%	424
25 Salt of the Earth	28,181	21.7%	814	73,261	21.6%	824
37 Prairie Living	1,421	1.1%	93	3,752	1.1%	97
42 Southern Satellites	12,148	9.4%	357	32,468	9.6%	367
53 Home Town	9,061	7.0%	493	23,725	7.0%	500
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
L12. American Quilt	16,482	12.7%	146	40,165	11.8%	138
26 Midland Crowd	2,321	1.8%	55	6,324	1.9%	56
31 Rural Resort Dwellers	8,877	6.8%	404	20,443	6.0%	404
41 Crossroads	3,478	2.7%	185	8,994	2.6%	171
46 Rooted Rural	1,806	1.4%	60	4,404	1.3%	59
66 Unclassified	0	0.0%	0	6,776	2.0%	627

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Source: Esri

Tapestry Urbanization Groups	2013 Households			2013 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	129,853	100.0%		339,864	100.0%	
U1. Principal Urban Centers I	0	0.0%	0	0	0.0%	0
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
U2. Principal Urban Centers II	2,237	1.7%	36	5,134	1.5%	28
45 City Strivers	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
64 City Commons	1,201	0.9%	136	3,159	0.9%	132
65 Social Security Set	1,036	0.8%	107	1,975	0.6%	108
U3. Metro Cities I	0	0.0%	0	0	0.0%	0
01 Top Rung	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
22 Metropolitan	0	0.0%	0	0	0.0%	0
U4. Metro Cities II	2,580	2.0%	18	5,683	1.7%	17
28 Aspiring Young Families	823	0.6%	27	1,699	0.5%	22
30 Retirement Communities	0	0.0%	0	0	0.0%	0
34 Family Foundations	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	839	0.6%	32	1,653	0.5%	31
39 Young and Restless	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
60 City Dimensions	918	0.7%	82	2,331	0.7%	74
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0
U5. Urban Outskirts I	15,325	11.8%	113	39,597	11.7%	104
04 Boomburbs	0	0.0%	0	0	0.0%	0
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	13,519	10.4%	432	34,884	10.3%	439
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
48 Great Expectations	1,806	1.4%	82	4,713	1.4%	90

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Source: Esri

Tapestry Urbanization Groups	2013 Households			2013 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	129,853	100.0%		339,864	100.0%	
U6. Urban Outskirts II	6,801	5.2%	103	16,886	5.0%	96
51 Metro City Edge	1,425	1.1%	128	4,177	1.2%	133
55 College Towns	0	0.0%	0	0	0.0%	0
57 Simple Living	5,376	4.1%	298	12,709	3.7%	322
59 Southwestern Families	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
U7. Suburban Periphery I	6,758	5.2%	32	16,917	5.0%	30
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	3,394	2.6%	106	8,810	2.6%	106
12 Up and Coming Families	0	0.0%	0	0	0.0%	0
13 In Style	0	0.0%	0	0	0.0%	0
14 Prosperous Empty Nesters	3,035	2.3%	112	7,418	2.2%	114
15 Silver and Gold	329	0.3%	25	689	0.2%	26
U8. Suburban Periphery II	23,289	17.9%	201	61,743	18.2%	219
18 Cozy and Comfortable	2,530	1.9%	88	6,294	1.9%	85
29 Rustbelt Retirees	4,291	3.3%	169	10,882	3.2%	181
33 Midlife Junction	7,407	5.7%	224	20,842	6.1%	270
40 Military Proximity	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
53 Home Town	9,061	7.0%	493	23,725	7.0%	500
U9. Small Towns	7,560	5.8%	126	18,731	5.5%	126
41 Crossroads	3,478	2.7%	185	8,994	2.6%	171
49 Senior Sun Seekers	373	0.3%	25	1,034	0.3%	31
50 Heartland Communities	3,709	2.9%	141	8,703	2.6%	138
U10. Rural I	49,928	38.4%	360	127,773	37.6%	354
17 Green Acres	10,549	8.1%	262	27,745	8.2%	257
25 Salt of the Earth	28,181	21.7%	814	73,261	21.6%	824
26 Midland Crowd	2,321	1.8%	55	6,324	1.9%	56
31 Rural Resort Dwellers	8,877	6.8%	404	20,443	6.0%	404
U11. Rural II	15,375	11.8%	156	40,624	12.0%	161
37 Prairie Living	1,421	1.1%	93	3,752	1.1%	97
42 Southern Satellites	12,148	9.4%	357	32,468	9.6%	367
46 Rooted Rural	1,806	1.4%	60	4,404	1.3%	59
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
66 Unclassified	0	0.0%	0	6,776	2.0%	627

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 population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri