# Tapestry Segmentation Area Profile

**5 Polygons**
Area: 23.67 square miles

Realty Concepts, Inc.

**Top Twenty Tapestry Segments**

| Rank | Tapestry Segment | 2021 Households | | 2021 U.S. Households | | |
|---|---|---|---|---|---|---|
| | | Percent | Cumulative Percent | Percent | Cumulative Percent | Index |
| **1** | Boomburbs (1C) | 34.5% | 34.5% | 1.8% | 1.8% | 1907 |
| **2** | Up and Coming Families (7A) | 28.1% | 62.5% | 2.6% | 4.4% | 1,075 |
| **3** | Green Acres (6A) | 24.1% | 86.6% | 3.3% | 7.7% | 740 |
| **4** | Middleburg (4C) | 11.0% | 97.7% | 3.0% | 10.6% | 371 |
| **5** | Urban Edge Families (7C) | 2.3% | 99.9% | 1.5% | 12.1% | 154 |
| | **Subtotal** | **100.0%** | | **12.2%** | | |
| | | | | | | |
| **6** | Unclassified (15) | 0.1% | 100.0% | 0.0% | 12.1% | 5,814 |
| | | | | | | |
| | | | | | | |
| | **Subtotal** | **0.1%** | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | **Total** | **100.0%** | | **12.1%** | | **825** |

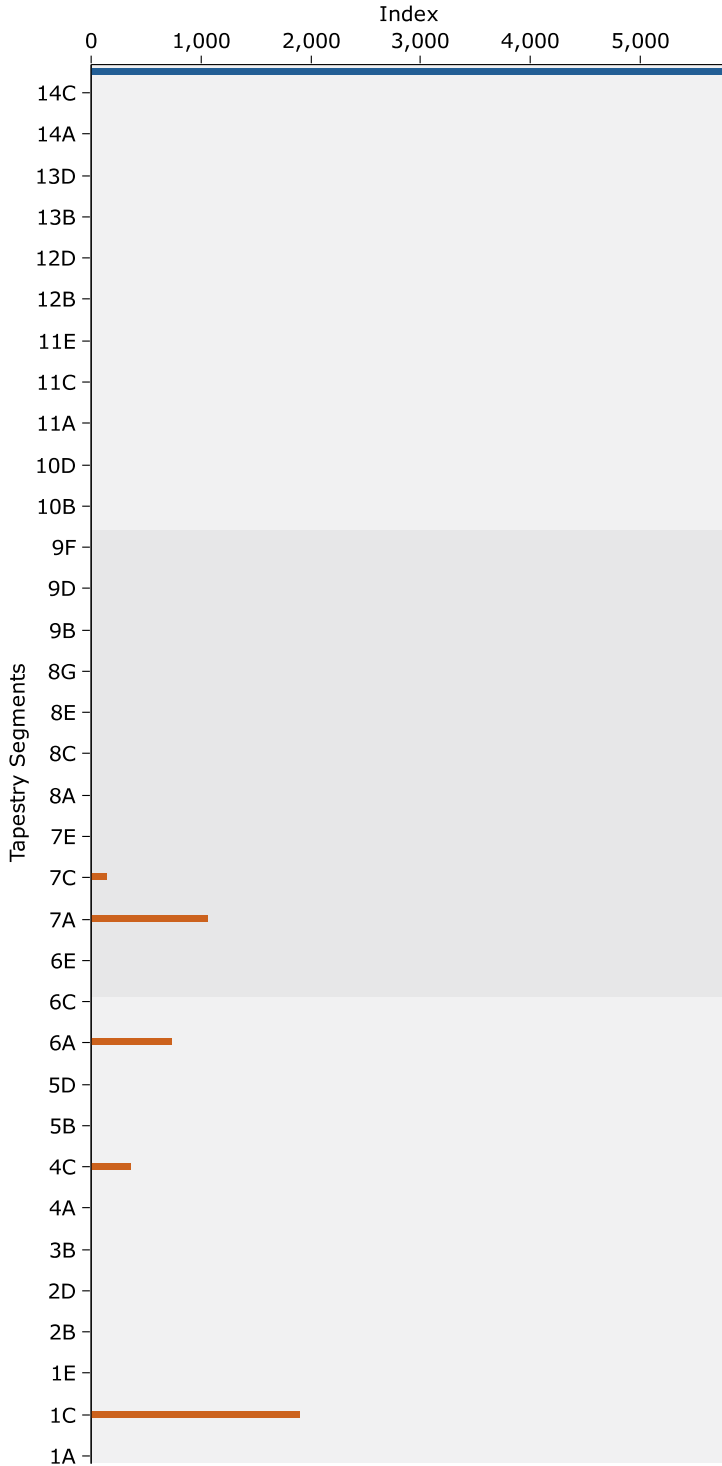## Top Ten Tapestry Segments Site vs. U.S.
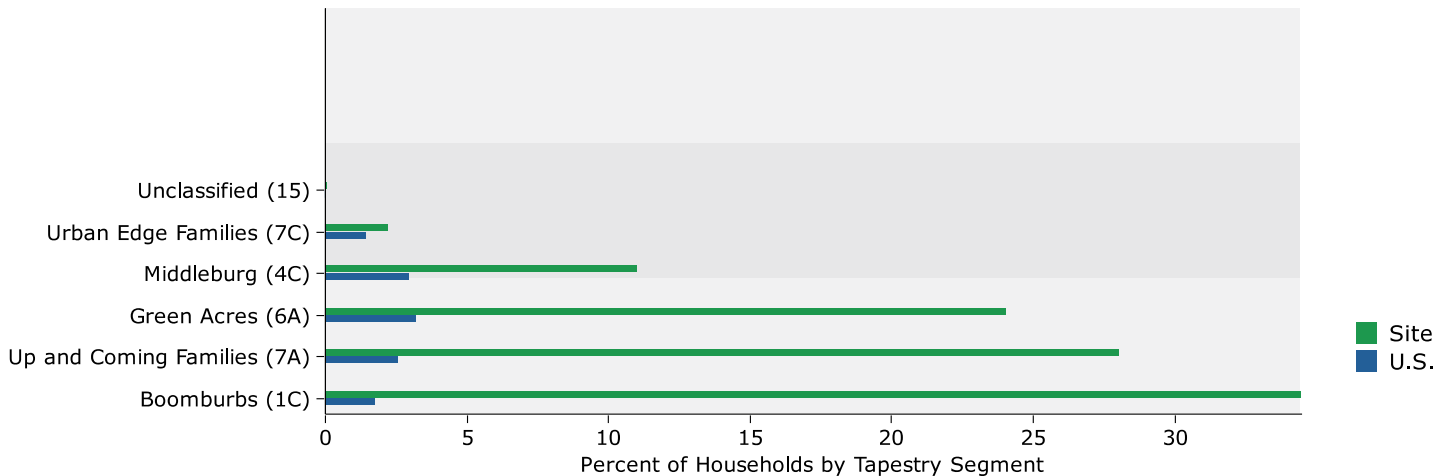


Percent of Households by Tapestry Segment

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

April 05, 2022

## 2021 Tapestry Indexes by Households

Index



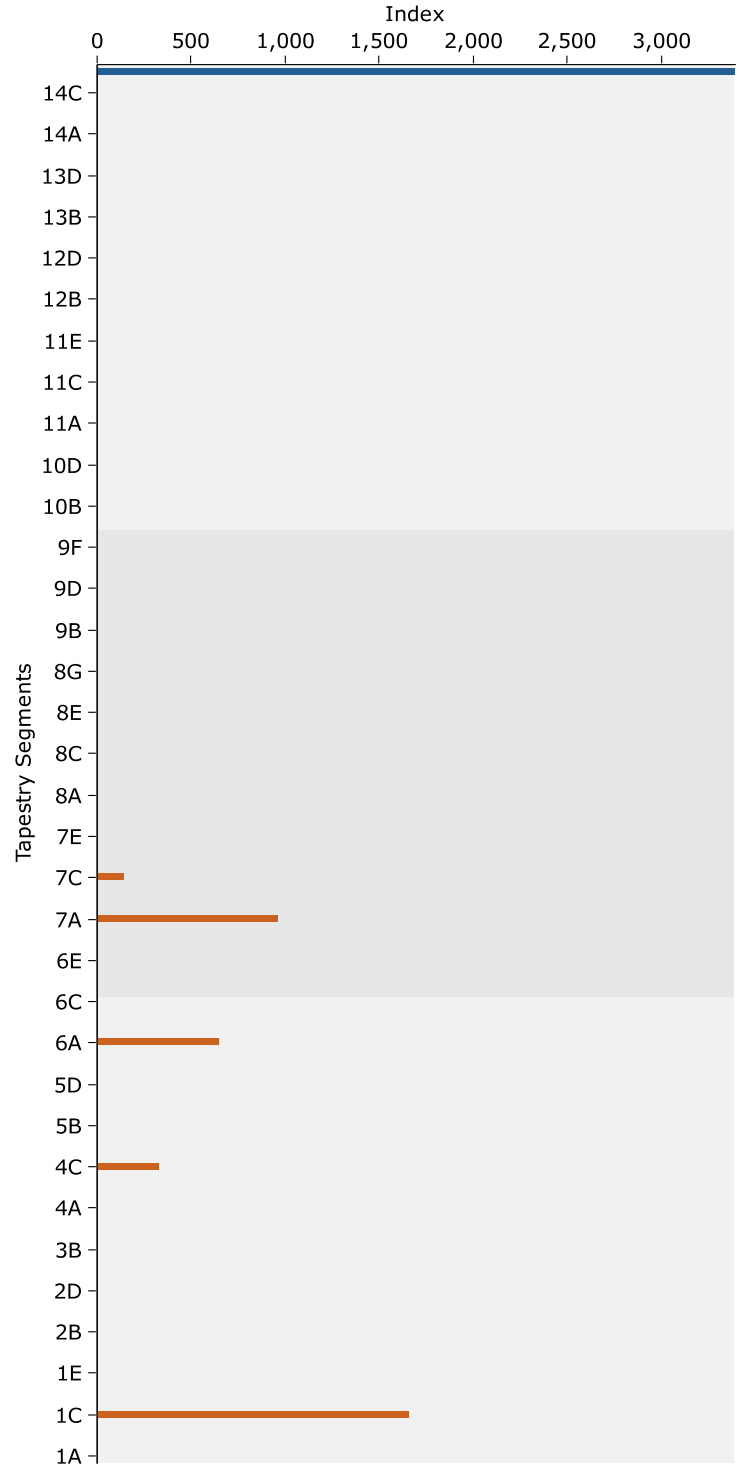## 2021 Tapestry Indexes by Total Population 18+

Index



**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.
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April 05, 2022

# Tapestry Segmentation Area Profile

5 Polygons
Area: 23.67 square miles

Realty Concepts, Inc.

| Tapestry LifeMode Groups | 2021 Households | | | 2021 Adult Population | | |
|---|---|---|---|---|---|---|
| | **Number** | **Percent** | **Index** | **Number** | **Percent** | **Index** |
| **Total:** | 6,536 | 100.0% | | 15,121 | 100.0% | |
| | | | | | | |
| **1. Affluent Estates** | **2,254** | **34.5%** | **345** | **4,834** | **32.0%** | **299** |
| Top Tier (1A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Professional Pride (1B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Boomburbs (1C) | 2,254 | 34.5% | 1907 | 4,834 | 32.0% | 1661 |
| Savvy Suburbanites (1D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 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** | **720** | **11.0%** | **144** | **1,498** | **9.9%** | **124** |
| Workday Drive (4A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Home Improvement (4B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Middleburg (4C) | 720 | 11.0% | 371 | 1,498 | 9.9% | 334 |
| | | | | | | |
| **5. GenXurban** | **0** | **0.0%** | **0** | **0** | **0.0%** | **0** |
| 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) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Midlife Constants (5E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| | | | | | | |
| **6. Cozy Country Living** | **1,575** | **24.1%** | **200** | **3,333** | **22.0%** | **185** |
| Green Acres (6A) | 1,575 | 24.1% | 740 | 3,333 | 22.0% | 652 |
| 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** | **1,982** | **30.3%** | **421** | **4,426** | **29.3%** | **350** |
| Up and Coming Families (7A) | 1,834 | 28.1% | 1,075 | 4,049 | 26.8% | 969 |
| Urban Villages (7B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Urban Edge Families (7C) | 148 | 2.3% | 154 | 377 | 2.5% | 149 |
| 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 |

**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

April 05, 2022

**REALTY CONCEPTS INC**
*Counselors • Investment Managers • Appraisers*

| Tapestry LifeMode Groups | 2021 Households | | | 2021 Adult Population | | |
|---|---|---|---|---|---|---|
| | Number | Percent | Index | Number | Percent | Index |
| **Total:** | 6,536 | 100.0% | | 15,121 | 100.0% | |
| | | | | | | |
| **8. Middle Ground** | **0** | **0.0%** | **0** | **0** | **0.0%** | **0** |
| 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) | 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** | **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** | **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 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** | **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) | 5 | 0.1% | 5,814 | 1,030 | 6.8% | 3,397 |

**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.
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April 05, 2022

| Tapestry Urbanization Groups | 2021 Households | | | 2021 Adult Population | | |
|---|---|---|---|---|---|---|
| | **Number** | **Percent** | **Index** | **Number** | **Percent** | **Index** |
| **Total:** | 6,536 | 100.0% | | 15,121 | 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** | **148** | **2.3%** | **14** | **377** | **2.5%** | **14** |
| Pacific Heights (2C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rustbelt Traditions (5D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Urban Villages (7B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Urban Edge Families (7C) | 148 | 2.3% | 154 | 377 | 2.5% | 149 |
| 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) | 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) | 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** | **0** | **0.0%** | **0** | **0** | **0.0%** | **0** |
| 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) | 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) | 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) | 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:** | 6,536 | 100.0% | | 15,121 | 100.0% | |
| **4. Suburban Periphery** | **4,088** | **62.5%** | **195** | **8,883** | **58.7%** | **179** |
| Top Tier (1A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Professional Pride (1B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Boomburbs (1C) | 2,254 | 34.5% | 1,907 | 4,834 | 32.0% | 1,661 |
| Savvy Suburbanites (1D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 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) | 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) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Up and Coming Families (7A) | 1,834 | 28.1% | 1,075 | 4,049 | 26.8% | 969 |
| 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** | **720** | **11.0%** | **117** | **1,498** | **9.9%** | **109** |
| Middleburg (4C) | 720 | 11.0% | 371 | 1,498 | 9.9% | 334 |
| 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 Simplicity (12C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| | | | | | | |
| **6. Rural** | **1,575** | **24.1%** | **142** | **3,333** | **22.0%** | **130** |
| Green Acres (6A) | 1,575 | 24.1% | 740 | 3,333 | 22.0% | 652 |
| 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) | 5 | 0.1% | 5,814 | 1,030 | 6.8% | 3,397 |

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