



# Tapestry Segmentation Area Profile

Ranked by Households  
Prepared By: Ben Wilson

5956 Sherry Lane, Dallas, Texas, 75225

Latitude: 32.862257

32.862257, -96.809906

Site Type: Ring

Longitude: -96.809906

Radius: 1 miles

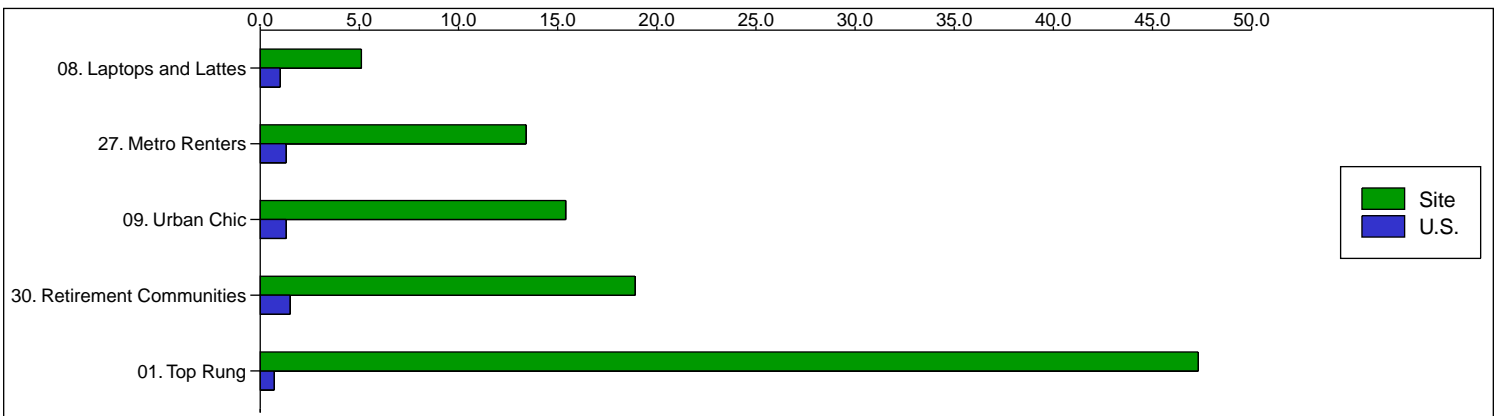
## Top Twenty Tapestry Segments

Tapestry segment descriptions can be found at <http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf>

Rank	Tapestry Segment	Households		U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	01. Top Rung	47.3%	47.3%	0.7%	0.7%	6855
2	30. Retirement Communities	18.9%	66.2%	1.5%	2.2%	1295
3	09. Urban Chic	15.4%	81.6%	1.3%	3.5%	1159
4	27. Metro Renters	13.4%	95.0%	1.3%	4.8%	1000
5	08. Laptops and Lattes	5.1%	100.1%	1.0%	5.8%	500
	<b>Subtotal</b>	<b>100.1%</b>		<b>5.8%</b>		
<b>Total</b>		<b>100.1%</b>		<b>5.8%</b>		<b>1,718</b>

## Top Ten Tapestry Segments

Site vs. U.S.



Percent of Households by Tapestry Segment

Source: ESRI



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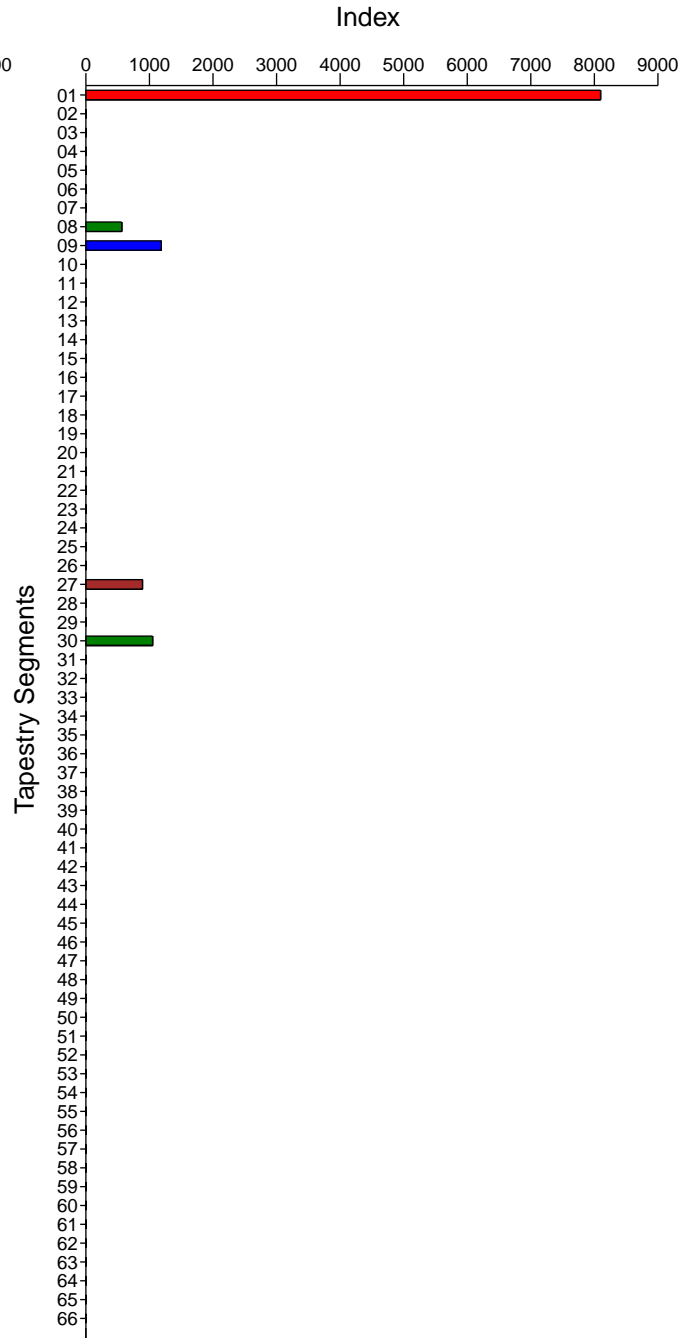
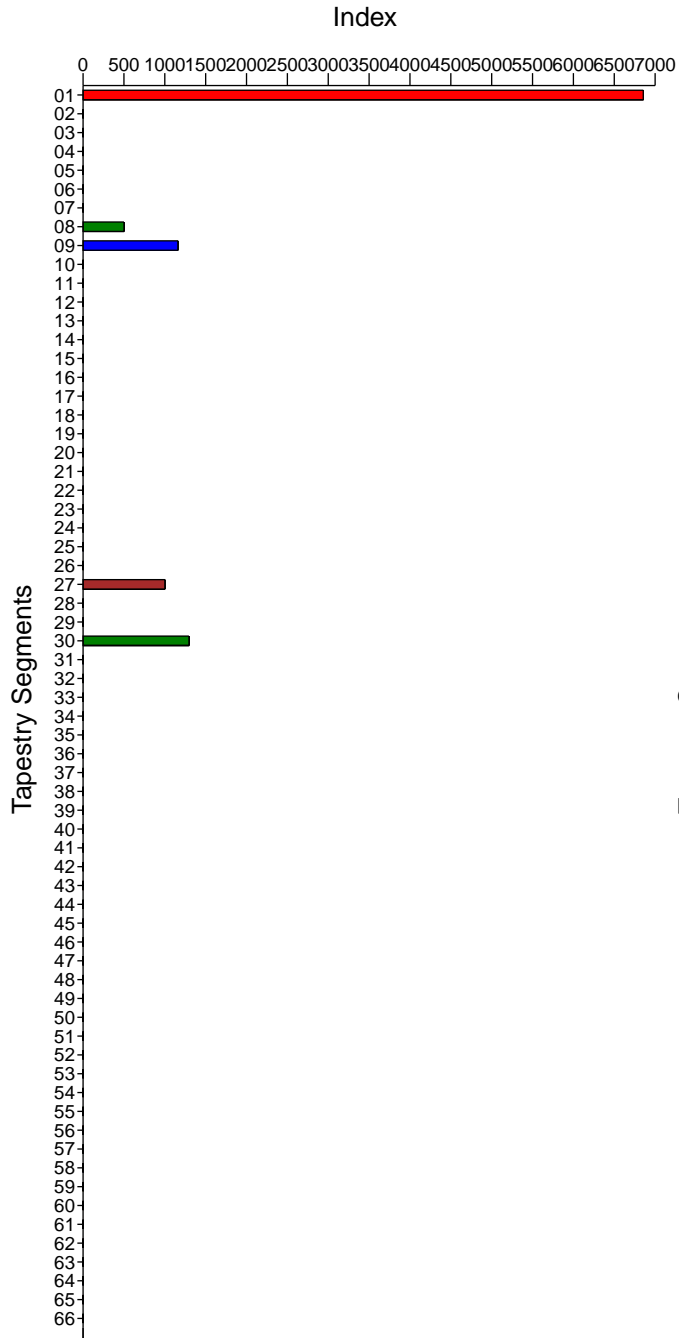
32.862257, -96.809906

Site Type: Ring

Radius: 1 miles

Tapestry Indexes by Households

Tapestry Indexes by Population



Source: ESRI



# Tapestry Segmentation Area Profile

LifeMode Groups

Prepared By: Ben Wilson

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Latitude: 32.862257

Longitude: -96.809906

32.862257, -96.809906

Site Type: Ring

Radius: 1 miles

Tapestry LifeMode Groups	2009 Households			2009 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total</b>	5,121	100.0%		11,611	100.0%	
<b>L1. High Society</b>	2,422	47.3%	372	7,213	62.1%	444
01 Top Rung	2,422	47.3%	6855	7,213	62.1%	8097
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
<b>L2. Upscale Avenues</b>	787	15.4%	111	1,682	14.5%	105
09 Urban Chic	787	15.4%	1159	1,682	14.5%	1187
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	0	0.0%	0	0	0.0%	0
18 Cozy and Comfortable	0	0.0%	0	0	0.0%	0
<b>L3. Metropolis</b>	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitans	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
<b>L4. Solo Acts</b>	946	18.5%	273	1,362	11.7%	232
08 Laptops and Lattes	259	5.1%	500	470	4.0%	563
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	687	13.4%	1000	892	7.7%	890
36 Old and Newcomers	0	0.0%	0	0	0.0%	0
39 Young and Restless	0	0.0%	0	0	0.0%	0
<b>L5. Senior Styles</b>	966	18.9%	153	1,354	11.7%	112
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	966	18.9%	1295	1,354	11.7%	1049
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	0	0.0%	0	0	0.0%	0
57 Simple Living	0	0.0%	0	0	0.0%	0
65 Social Security Set	0	0.0%	0	0	0.0%	0
<b>L6. Scholars &amp; Patriots</b>	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



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Radius: 1 miles

Tapestry LifeMode Groups	2009 Households			2009 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total</b>	5,121	100.0%		11,611	100.0%	
<b>L7. High Hopes</b>	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
<b>L8. Global Roots</b>	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
<b>L9. Family Portrait</b>	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
<b>L10. Traditional Living</b>	0	0.0%	0	0	0.0%	0
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
33 Midlife Junction	0	0.0%	0	0	0.0%	0
34 Family Foundations	0	0.0%	0	0	0.0%	0
<b>L11. Factories &amp; Farms</b>	0	0.0%	0	0	0.0%	0
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	0	0.0%	0	0	0.0%	0
53 Home Town	0	0.0%	0	0	0.0%	0
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
<b>L12. American Quilt</b>	0	0.0%	0	0	0.0%	0
26 Midland Crowd	0	0.0%	0	0	0.0%	0
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
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 U.S. average. Tapestry segment descriptions can be found at <http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf>

Source: ESRI



# Tapestry Segmentation Area Profile

Urbanization Groups  
Prepared By: Ben Wilson

5956 Sherry Lane, Dallas, Texas, 75225

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Radius: 1 miles

Tapestry Urbanization Groups	2009 Households			2009 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total</b>	5,121	100.0%		11,611	100.0%	
<b>U1. Principal Urban Centers I</b>	946	18.5%	237	1,362	11.7%	153
08 Laptops and Lattes	259	5.1%	500	470	4.0%	563
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	687	13.4%	1000	892	7.7%	890
35 International Marketplace	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
<b>U2. Principal Urban Centers II</b>	0	0.0%	0	0	0.0%	0
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	0	0.0%	0	0	0.0%	0
<b>U3. Metro Cities I</b>	3,209	62.7%	554	8,895	76.6%	673
01 Top Rung	2,422	47.3%	6855	7,213	62.1%	8097
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	787	15.4%	1159	1,682	14.5%	1187
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 Metropolitans	0	0.0%	0	0	0.0%	0
<b>U4. Metro Cities II</b>	966	18.9%	174	1,354	11.7%	118
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
30 Retirement Communities	966	18.9%	1295	1,354	11.7%	1049
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
<b>U5. Urban Outskirts I</b>	0	0.0%	0	0	0.0%	0
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	0	0.0%	0	0	0.0%	0
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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Site Type: Ring

Radius: 1 miles

Tapestry Urbanization Groups	2009 Households			2009 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total</b>	5,121	100.0%		11,611	100.0%	
<b>U6. Urban Outskirts II</b>	0	0.0%	0	0	0.0%	0
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	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
<b>U7. Suburban Periphery I</b>	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
<b>U8. Suburban Periphery II</b>	0	0.0%	0	0	0.0%	0
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	0	0.0%	0	0	0.0%	0
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
<b>U9. Small Towns</b>	0	0.0%	0	0	0.0%	0
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	0	0.0%	0	0	0.0%	0
<b>U10. Rural I</b>	0	0.0%	0	0	0.0%	0
17 Green Acres	0	0.0%	0	0	0.0%	0
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
26 Midland Crowd	0	0.0%	0	0	0.0%	0
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
<b>U11. Rural II</b>	0	0.0%	0	0	0.0%	0
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	0	0.0%	0	0	0.0%	0
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 settlement density 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 U.S. average.

Source: ESRI



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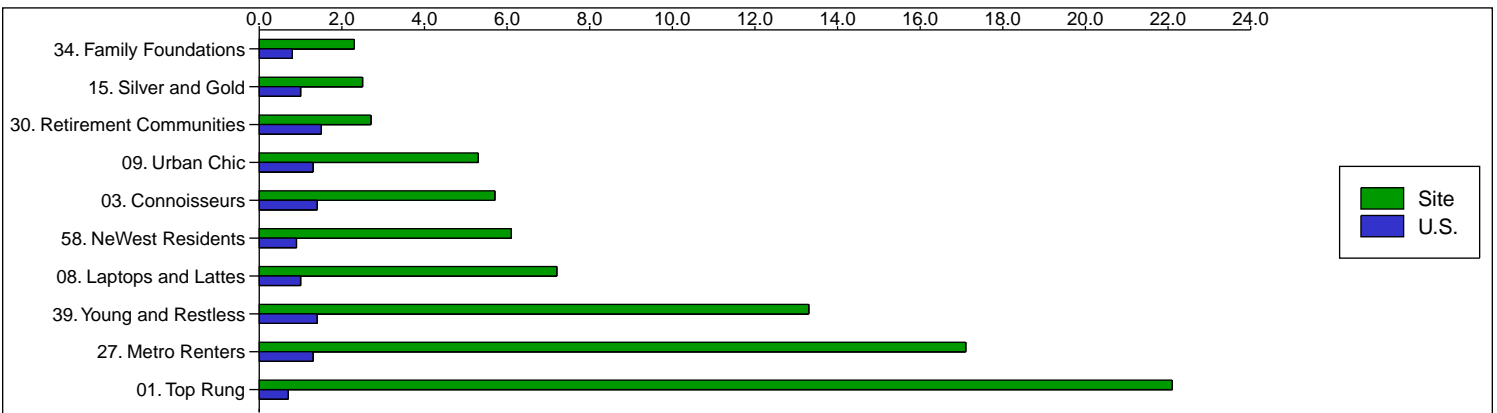
## Top Twenty Tapestry Segments

Tapestry segment descriptions can be found at <http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf>

Rank	Tapestry Segment	Households		U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	01. Top Rung	22.1%	22.1%	0.7%	0.7%	3197
2	27. Metro Renters	17.1%	39.2%	1.3%	2.0%	1279
3	39. Young and Restless	13.3%	52.5%	1.4%	3.4%	938
4	08. Laptops and Lattes	7.2%	59.7%	1.0%	4.4%	710
5	58. NeWest Residents	6.1%	65.8%	0.9%	5.3%	688
	<b>Subtotal</b>	<b>65.8%</b>		<b>5.3%</b>		
6	03. Connoisseurs	5.7%	71.5%	1.4%	6.7%	412
7	09. Urban Chic	5.3%	76.8%	1.3%	8.0%	402
8	30. Retirement Communities	2.7%	79.5%	1.5%	9.5%	183
9	15. Silver and Gold	2.5%	82.0%	1.0%	10.5%	259
10	34. Family Foundations	2.3%	84.3%	0.8%	11.3%	271
	<b>Subtotal</b>	<b>18.5%</b>		<b>6.0%</b>		
11	38. Industrious Urban Fringe	2.2%	86.5%	1.5%	12.8%	141
12	14. Prosperous Empty Nesters	1.9%	88.4%	1.8%	14.6%	104
13	55. College Towns	1.8%	90.2%	0.8%	15.4%	224
14	36. Old and Newcomers	1.5%	91.7%	1.9%	17.3%	77
15	63. Dorms to Diplomas	1.3%	93.0%	0.5%	17.8%	284
	<b>Subtotal</b>	<b>8.7%</b>		<b>6.5%</b>		
16	59. Southwestern Families	1.3%	94.3%	1.0%	18.8%	131
17	18. Cozy and Comfortable	1.0%	95.3%	2.8%	21.6%	36
18	22. Metropolitanans	1.0%	96.3%	1.2%	22.8%	85
19	16. Enterprising Professionals	0.8%	97.1%	1.7%	24.5%	50
20	23. Trendsetters	0.8%	97.9%	1.1%	25.6%	75
	<b>Subtotal</b>	<b>4.9%</b>		<b>7.8%</b>		
	<b>Total</b>	<b>97.9%</b>		<b>25.6%</b>		<b>382</b>

## Top Ten Tapestry Segments

Site vs. U.S.



Percent of Households by Tapestry Segment



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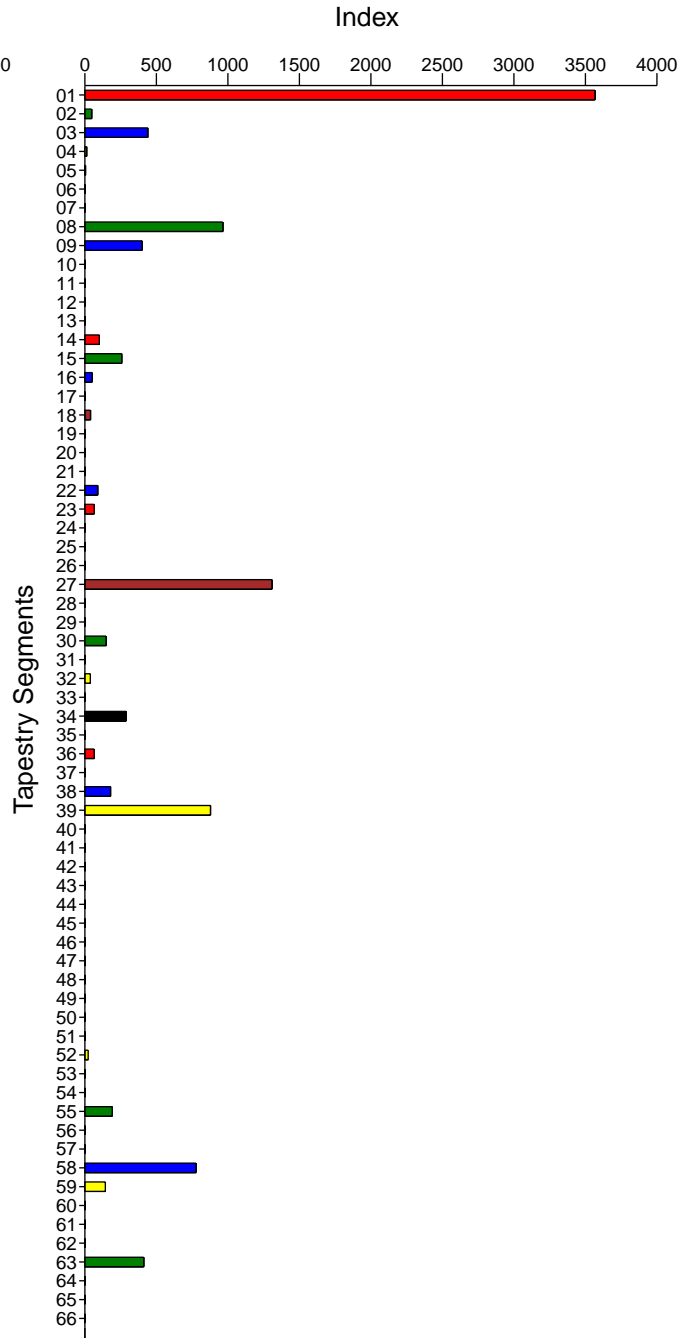
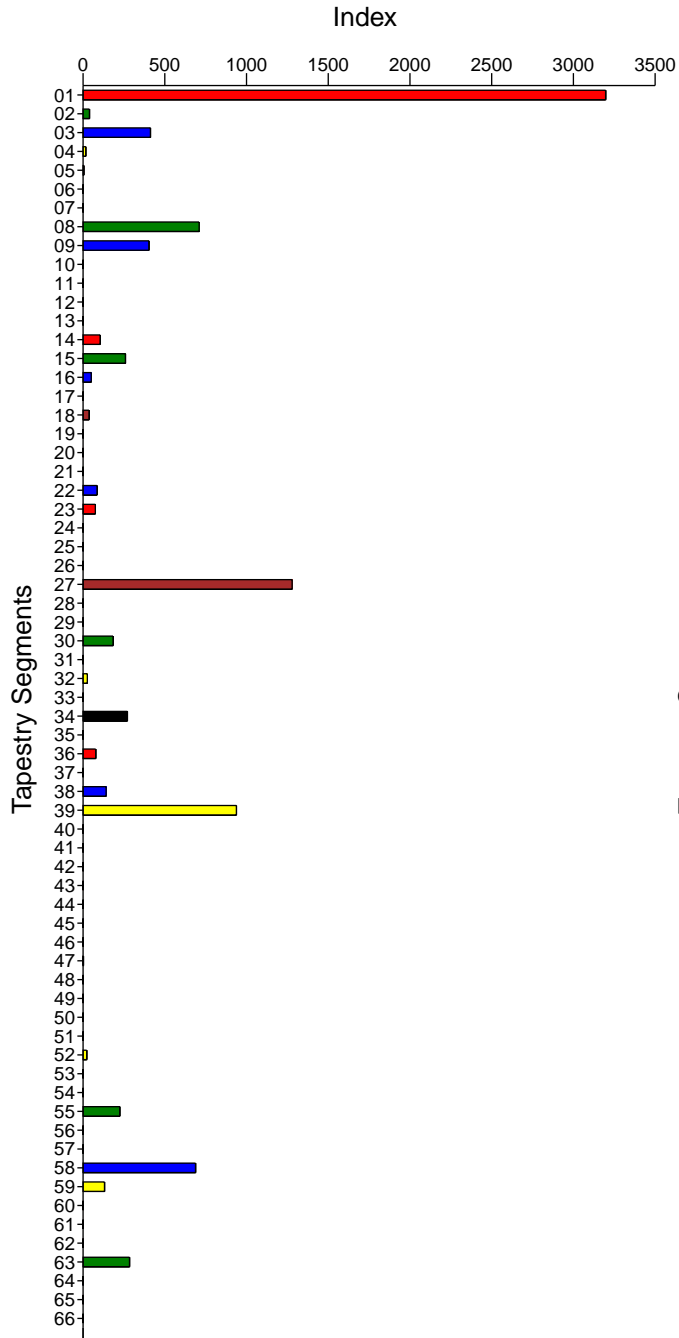
32.862257, -96.809906

Site Type: Ring

Radius: 3 miles

Tapestry Indexes by Households

Tapestry Indexes by Population



Source: ESRI



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Tapestry LifeMode Groups	2009 Households			2009 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total</b>	53,326	100.0%		122,673	100.0%	
<b>L1. High Society</b>	15,378	28.8%	227	42,709	34.8%	249
01 Top Rung	11,761	22.1%	3197	33,558	27.4%	3566
02 Suburban Splendor	359	0.7%	39	1,161	0.9%	47
03 Connoisseurs	3,038	5.7%	412	7,545	6.2%	439
04 Boomburbs	188	0.4%	16	375	0.3%	12
05 Wealthy Seaboard Suburbs	32	0.1%	4	70	0.1%	4
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	0	0.0%	0	0	0.0%	0
<b>L2. Upscale Avenues</b>	3,842	7.2%	52	8,208	6.7%	49
09 Urban Chic	2,845	5.3%	402	5,977	4.9%	399
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	447	0.8%	50	901	0.7%	50
17 Green Acres	0	0.0%	0	0	0.0%	0
18 Cozy and Comfortable	550	1.0%	36	1,330	1.1%	39
<b>L3. Metropolis</b>	536	1.0%	19	1,083	0.9%	17
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitans	536	1.0%	85	1,083	0.9%	89
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
<b>L4. Solo Acts</b>	21,294	39.9%	590	35,925	29.3%	578
08 Laptops and Lattes	3,835	7.2%	710	8,509	6.9%	964
23 Trendsetters	422	0.8%	75	705	0.6%	65
27 Metro Renters	9,145	17.1%	1279	13,836	11.3%	1307
36 Old and Newcomers	797	1.5%	77	1,214	1.0%	65
39 Young and Restless	7,095	13.3%	938	11,661	9.5%	878
<b>L5. Senior Styles</b>	3,755	7.0%	57	6,474	5.3%	51
14 Prosperous Empty Nesters	1,020	1.9%	104	2,083	1.7%	101
15 Silver and Gold	1,316	2.5%	259	2,377	1.9%	257
29 Rustbelt Retirees	0	0.0%	0	0	0.0%	0
30 Retirement Communities	1,419	2.7%	183	2,014	1.6%	148
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	0	0.0%	0	0	0.0%	0
57 Simple Living	0	0.0%	0	0	0.0%	0
65 Social Security Set	0	0.0%	0	0	0.0%	0
<b>L6. Scholars &amp; Patriots</b>	1,633	3.1%	211	5,106	4.2%	233
40 Military Proximity	0	0.0%	0	0	0.0%	0
55 College Towns	951	1.8%	224	1,741	1.4%	191
63 Dorms to Diplomas	682	1.3%	284	3,365	2.7%	411

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Source: ESRI



# Tapestry Segmentation Area Profile

LifeMode Groups

Prepared By: Ben Wilson

5956 Sherry Lane, Dallas, Texas, 75225

Latitude: 32.862257

Longitude: -96.809906

32.862257, -96.809906

Site Type: Ring

Radius: 3 miles

Tapestry LifeMode Groups	2009 Households			2009 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total</b>	53,326	100.0%		122,673	100.0%	
<b>L7. High Hopes</b>	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
<b>L8. Global Roots</b>	4,593	8.6%	105	16,421	13.4%	137
35 International Marketplace	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	1,148	2.2%	141	4,392	3.6%	179
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
47 Las Casas	7	0.0%	2	50	0.0%	3
52 Inner City Tenants	177	0.3%	22	410	0.3%	23
58 NeWest Residents	3,261	6.1%	688	11,569	9.4%	776
60 City Dimensions	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
<b>L9. Family Portrait</b>	682	1.3%	16	2,298	1.9%	20
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	682	1.3%	131	2,298	1.9%	143
64 City Commons	0	0.0%	0	0	0.0%	0
<b>L10. Traditional Living</b>	1,613	3.0%	35	4,449	3.6%	44
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	387	0.7%	26	1,255	1.0%	38
33 Midlife Junction	0	0.0%	0	0	0.0%	0
34 Family Foundations	1,226	2.3%	271	3,194	2.6%	288
<b>L11. Factories &amp; Farms</b>	0	0.0%	0	0	0.0%	0
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	0	0.0%	0	0	0.0%	0
53 Home Town	0	0.0%	0	0	0.0%	0
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
<b>L12. American Quilt</b>	0	0.0%	0	0	0.0%	0
26 Midland Crowd	0	0.0%	0	0	0.0%	0
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
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 U.S. average. Tapestry segment descriptions can be found at <http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf>

Source: ESRI



# Tapestry Segmentation Area Profile

Urbanization Groups  
Prepared By: Ben Wilson

5956 Sherry Lane, Dallas, Texas, 75225

Latitude: 32.862257

Longitude: -96.809906

32.862257, -96.809906

Site Type: Ring

Radius: 3 miles

Tapestry Urbanization Groups	2009 Households			2009 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total</b>	53,326	100.0%		122,673	100.0%	
<b>U1. Principal Urban Centers I</b>	13,402	25.1%	322	23,050	18.8%	246
08 Laptops and Lattes	3,835	7.2%	710	8,509	6.9%	964
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	422	0.8%	75	705	0.6%	65
27 Metro Renters	9,145	17.1%	1279	13,836	11.3%	1307
35 International Marketplace	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
<b>U2. Principal Urban Centers II</b>	3,268	6.1%	130	11,619	9.5%	170
45 City Strivers	0	0.0%	0	0	0.0%	0
47 Las Casas	7	0.0%	2	50	0.0%	3
54 Urban Rows	0	0.0%	0	0	0.0%	0
58 NeWest Residents	3,261	6.1%	688	11,569	9.4%	776
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	0	0.0%	0	0	0.0%	0
<b>U3. Metro Cities I</b>	18,659	35.0%	309	49,134	40.1%	352
01 Top Rung	11,761	22.1%	3197	33,558	27.4%	3566
03 Connoisseurs	3,038	5.7%	412	7,545	6.2%	439
05 Wealthy Seaboard Suburbs	32	0.1%	4	70	0.1%	4
09 Urban Chic	2,845	5.3%	402	5,977	4.9%	399
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	447	0.8%	50	901	0.7%	50
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
22 Metropolitans	536	1.0%	85	1,083	0.9%	89
<b>U4. Metro Cities II</b>	11,396	21.4%	197	21,858	17.8%	180
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
30 Retirement Communities	1,419	2.7%	183	2,014	1.6%	148
34 Family Foundations	1,226	2.3%	271	3,194	2.6%	288
36 Old and Newcomers	797	1.5%	77	1,214	1.0%	65
39 Young and Restless	7,095	13.3%	938	11,661	9.5%	878
52 Inner City Tenants	177	0.3%	22	410	0.3%	23
60 City Dimensions	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	682	1.3%	284	3,365	2.7%	411
<b>U5. Urban Outskirts I</b>	1,723	3.2%	30	6,022	4.9%	43
04 Boomburbs	188	0.4%	16	375	0.3%	12
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	387	0.7%	26	1,255	1.0%	38
38 Industrious Urban Fringe	1,148	2.2%	141	4,392	3.6%	179
48 Great Expectations	0	0.0%	0	0	0.0%	0

Source: ESRI



# Tapestry Segmentation Area Profile

Urbanization Groups  
Prepared By: Ben Wilson

5956 Sherry Lane, Dallas, Texas, 75225

Latitude: 32.862257

Longitude: -96.809906

32.862257, -96.809906

Site Type: Ring

Radius: 3 miles

Tapestry Urbanization Groups	2009 Households			2009 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total</b>	53,326	100.0%		122,673	100.0%	
<b>U6. Urban Outskirts II</b>	1,633	3.1%	60	4,039	3.3%	63
51 Metro City Edge	0	0.0%	0	0	0.0%	0
55 College Towns	951	1.8%	224	1,741	1.4%	191
57 Simple Living	0	0.0%	0	0	0.0%	0
59 Southwestern Families	682	1.3%	131	2,298	1.9%	143
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
<b>U7. Suburban Periphery I</b>	2,695	5.1%	32	5,621	4.6%	28
02 Suburban Splendor	359	0.7%	39	1,161	0.9%	47
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	1,020	1.9%	104	2,083	1.7%	101
15 Silver and Gold	1,316	2.5%	259	2,377	1.9%	257
<b>U8. Suburban Periphery II</b>	550	1.0%	11	1,330	1.1%	12
18 Cozy and Comfortable	550	1.0%	36	1,330	1.1%	39
29 Rustbelt Retirees	0	0.0%	0	0	0.0%	0
33 Midlife Junction	0	0.0%	0	0	0.0%	0
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
<b>U9. Small Towns</b>	0	0.0%	0	0	0.0%	0
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	0	0.0%	0	0	0.0%	0
<b>U10. Rural I</b>	0	0.0%	0	0	0.0%	0
17 Green Acres	0	0.0%	0	0	0.0%	0
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
26 Midland Crowd	0	0.0%	0	0	0.0%	0
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
<b>U11. Rural II</b>	0	0.0%	0	0	0.0%	0
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	0	0.0%	0	0	0.0%	0
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 settlement density 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 U.S. average.

Source: ESRI



# Tapestry Segmentation Area Profile

Ranked by Households  
Prepared By: Ben Wilson

5956 Sherry Lane, Dallas, Texas, 75225

Latitude: 32.862257

32.862257, -96.809906

Site Type: Ring

Longitude: -96.809906

Radius: 5 miles

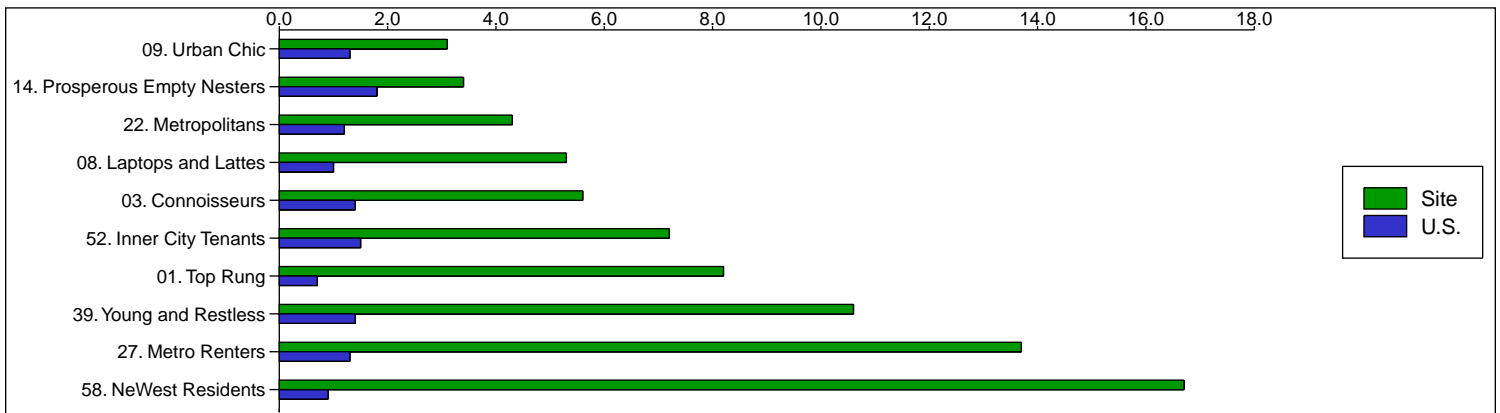
## Top Twenty Tapestry Segments

Tapestry segment descriptions can be found at <http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf>

Rank	Tapestry Segment	Households		U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	58. NeWest Residents	16.7%	16.7%	0.9%	0.9%	1883
2	27. Metro Renters	13.7%	30.4%	1.3%	2.2%	1023
3	39. Young and Restless	10.6%	41.0%	1.4%	3.6%	749
4	01. Top Rung	8.2%	49.2%	0.7%	4.3%	1195
5	52. Inner City Tenants	7.2%	56.4%	1.5%	5.8%	474
	<b>Subtotal</b>	<b>56.4%</b>		<b>5.8%</b>		
6	03. Connoisseurs	5.6%	62.0%	1.4%	7.2%	402
7	08. Laptops and Lattes	5.3%	67.3%	1.0%	8.2%	520
8	22. Metropolitans	4.3%	71.6%	1.2%	9.4%	366
9	14. Prosperous Empty Nesters	3.4%	75.0%	1.8%	11.2%	182
10	09. Urban Chic	3.1%	78.1%	1.3%	12.5%	236
	<b>Subtotal</b>	<b>21.7%</b>		<b>6.7%</b>		
11	30. Retirement Communities	2.5%	80.6%	1.5%	14.0%	172
12	36. Old and Newcomers	2.1%	82.7%	1.9%	15.9%	105
13	23. Trendsetters	2.0%	84.7%	1.1%	17.0%	191
14	18. Cozy and Comfortable	1.7%	86.4%	2.8%	19.8%	58
15	59. Southwestern Families	1.4%	87.8%	1.0%	20.8%	140
	<b>Subtotal</b>	<b>9.7%</b>		<b>8.3%</b>		
16	02. Suburban Splendor	1.3%	89.1%	1.7%	22.5%	75
17	38. Industrious Urban Fringe	1.2%	90.3%	1.5%	24.0%	80
18	13. In Style	1.2%	91.5%	2.5%	26.5%	47
19	34. Family Foundations	1.0%	92.5%	0.8%	27.3%	122
20	15. Silver and Gold	1.0%	93.5%	1.0%	28.3%	102
	<b>Subtotal</b>	<b>5.7%</b>		<b>7.5%</b>		
	<b>Total</b>	<b>93.5%</b>		<b>28.3%</b>		<b>329</b>

## Top Ten Tapestry Segments

Site vs. U.S.



Percent of Households by Tapestry Segment



# Tapestry Segmentation Area Profile

Prepared By: Ben Wilson

5956 Sherry Lane, Dallas, Texas, 75225

Latitude: 32.862257

Longitude: -96.809906

32.862257, -96.809906

Site Type: Ring

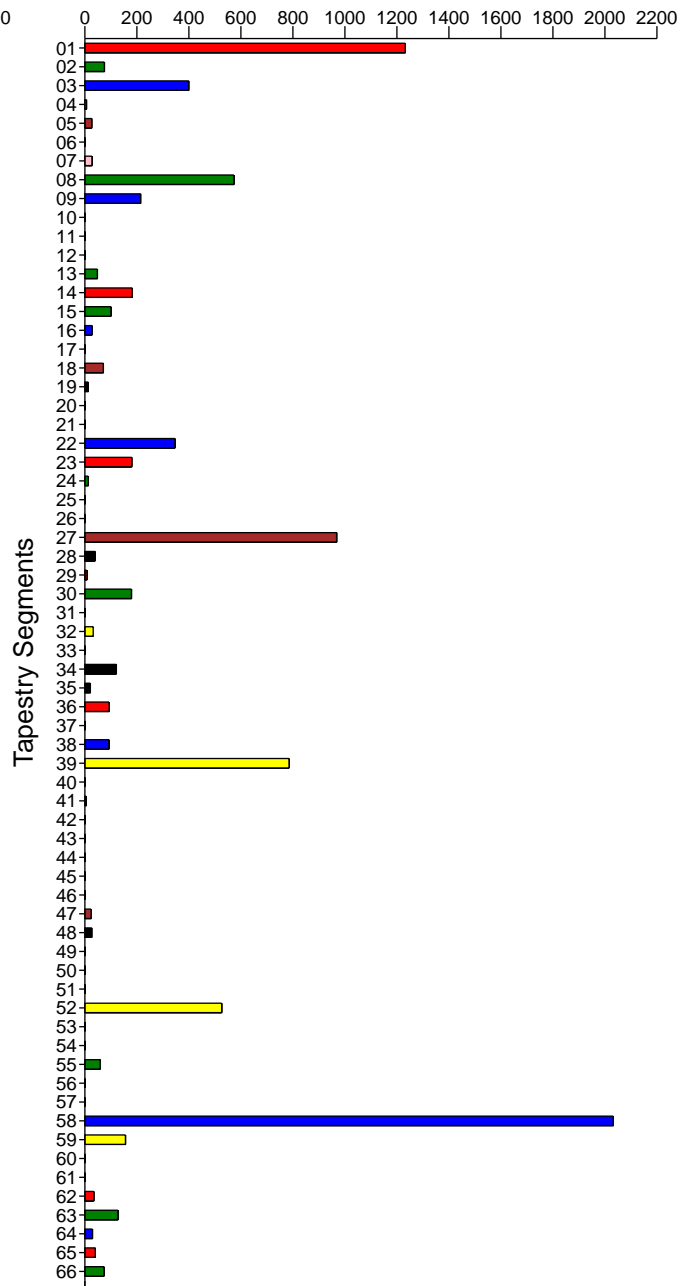
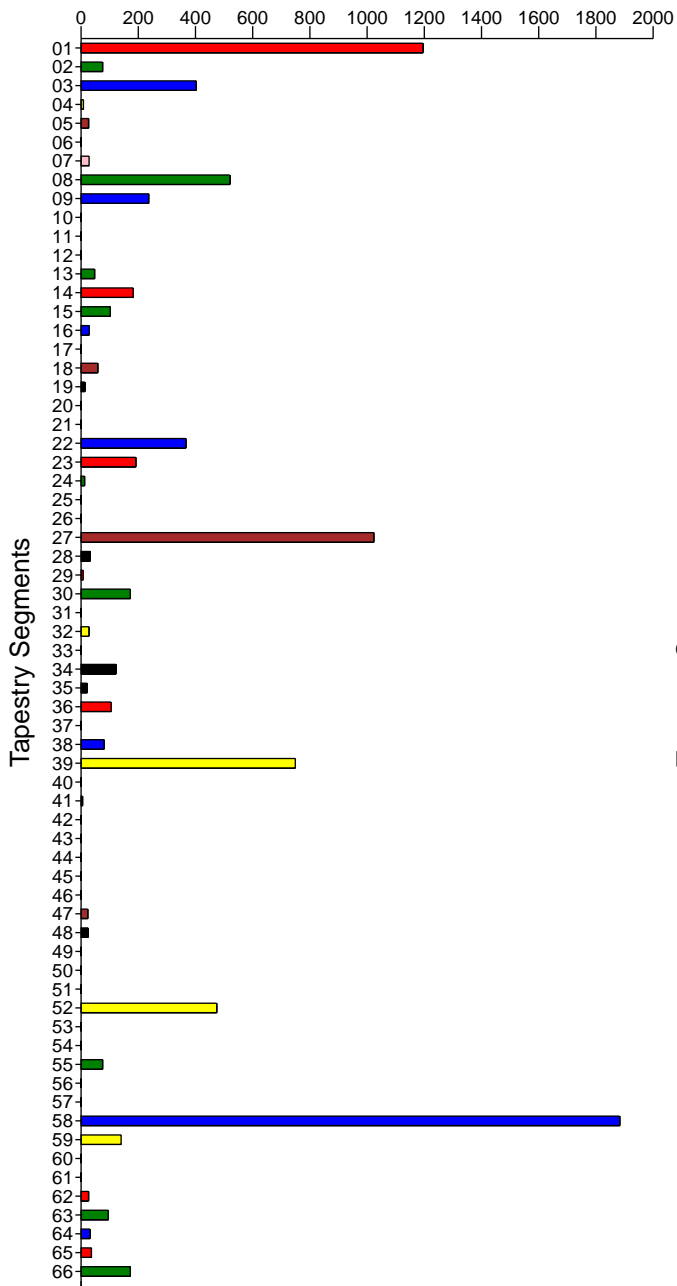
Radius: 5 miles

Tapestry Indexes by Households

Tapestry Indexes by Population

Index

Index



Source: ESRI



# Tapestry Segmentation Area Profile

LifeMode Groups

Prepared By: Ben Wilson

5956 Sherry Lane, Dallas, Texas, 75225

Latitude: 32.862257

Longitude: -96.809906

32.862257, -96.809906

Site Type: Ring

Radius: 5 miles

Tapestry LifeMode Groups	2009 Households			2009 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total</b>	159,888	100.0%		395,810	100.0%	
<b>L1. High Society</b>	26,133	16.3%	129	70,324	17.8%	127
01 Top Rung	13,178	8.2%	1195	37,426	9.5%	1232
02 Suburban Splendor	2,079	1.3%	75	5,919	1.5%	75
03 Connoisseurs	8,895	5.6%	402	22,144	5.6%	399
04 Boomburbs	287	0.2%	8	581	0.1%	6
05 Wealthy Seaboard Suburbs	582	0.4%	26	1,511	0.4%	26
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	1,112	0.7%	28	2,743	0.7%	27
<b>L2. Upscale Avenues</b>	10,284	6.4%	46	24,119	6.1%	44
09 Urban Chic	5,011	3.1%	236	10,319	2.6%	214
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	1,882	1.2%	47	4,322	1.1%	48
16 Enterprising Professionals	748	0.5%	28	1,592	0.4%	27
17 Green Acres	0	0.0%	0	0	0.0%	0
18 Cozy and Comfortable	2,643	1.7%	58	7,886	2.0%	71
<b>L3. Metropolis</b>	7,345	4.6%	88	14,889	3.8%	72
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitans	6,930	4.3%	366	13,528	3.4%	346
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	415	0.3%	26	1,361	0.3%	34
<b>L4. Solo Acts</b>	53,833	33.7%	497	94,861	24.0%	473
08 Laptops and Lattes	8,415	5.3%	520	16,306	4.1%	573
23 Trendsetters	3,209	2.0%	191	6,312	1.6%	180
27 Metro Renters	21,936	13.7%	1023	33,068	8.4%	968
36 Old and Newcomers	3,283	2.1%	105	5,556	1.4%	93
39 Young and Restless	16,990	10.6%	749	33,619	8.5%	785
<b>L5. Senior Styles</b>	11,522	7.2%	58	24,350	6.2%	59
14 Prosperous Empty Nesters	5,367	3.4%	182	12,125	3.1%	182
15 Silver and Gold	1,559	1.0%	102	2,982	0.8%	100
29 Rustbelt Retirees	224	0.1%	7	620	0.2%	8
30 Retirement Communities	4,002	2.5%	172	7,884	2.0%	179
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	0	0.0%	0	0	0.0%	0
57 Simple Living	0	0.0%	0	0	0.0%	0
65 Social Security Set	370	0.2%	36	739	0.2%	40
<b>L6. Scholars &amp; Patriots</b>	1,633	1.0%	70	5,106	1.3%	72
40 Military Proximity	0	0.0%	0	0	0.0%	0
55 College Towns	951	0.6%	75	1,741	0.4%	59
63 Dorms to Diplomas	682	0.4%	95	3,365	0.9%	127

---

Source: ESRI



# Tapestry Segmentation Area Profile

LifeMode Groups

Prepared By: Ben Wilson

5956 Sherry Lane, Dallas, Texas, 75225

Latitude: 32.862257

Longitude: -96.809906

32.862257, -96.809906

Site Type: Ring

Radius: 5 miles

Tapestry LifeMode Groups	2009 Households			2009 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total</b>	159,888	100.0%		395,810	100.0%	
<b>L7. High Hopes</b>	1,855	1.2%	28	5,112	1.3%	34
28 Aspiring Young Families	1,196	0.7%	32	3,490	0.9%	39
48 Great Expectations	659	0.4%	24	1,622	0.4%	26
<b>L8. Global Roots</b>	40,904	25.6%	313	137,258	34.7%	355
35 International Marketplace	426	0.3%	21	1,305	0.3%	21
38 Industrious Urban Fringe	1,954	1.2%	80	7,316	1.8%	92
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
47 Las Casas	278	0.2%	23	1,172	0.3%	24
52 Inner City Tenants	11,492	7.2%	474	29,677	7.5%	526
58 NeWest Residents	26,754	16.7%	1883	97,788	24.7%	2032
60 City Dimensions	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
<b>L9. Family Portrait</b>	2,909	1.8%	23	10,085	2.5%	28
12 Up and Coming Families	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	397	0.2%	13	1,140	0.3%	13
21 Urban Villages	0	0.0%	0	0	0.0%	0
59 Southwestern Families	2,182	1.4%	140	8,105	2.0%	156
64 City Commons	330	0.2%	31	840	0.2%	29
<b>L10. Traditional Living</b>	3,354	2.1%	24	8,995	2.3%	27
24 Main Street, USA	501	0.3%	12	1,255	0.3%	13
32 Rustbelt Traditions	1,201	0.8%	27	3,408	0.9%	32
33 Midlife Junction	0	0.0%	0	0	0.0%	0
34 Family Foundations	1,652	1.0%	122	4,332	1.1%	121
<b>L11. Factories &amp; Farms</b>	0	0.0%	0	0	0.0%	0
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	0	0.0%	0	0	0.0%	0
53 Home Town	0	0.0%	0	0	0.0%	0
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
<b>L12. American Quilt</b>	110	0.1%	1	294	0.1%	1
26 Midland Crowd	0	0.0%	0	0	0.0%	0
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
41 Crossroads	110	0.1%	5	294	0.1%	5
46 Rooted Rural	0	0.0%	0	0	0.0%	0
66 Unclassified	6	0.0%	172	417	0.1%	73

**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 U.S. average. Tapestry segment descriptions can be found at <http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf>

Source: ESRI



# Tapestry Segmentation Area Profile

Urbanization Groups  
Prepared By: Ben Wilson

5956 Sherry Lane, Dallas, Texas, 75225

Latitude: 32.862257

Longitude: -96.809906

32.862257, -96.809906

Site Type: Ring

Radius: 5 miles

Tapestry Urbanization Groups	2009 Households			2009 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total</b>	159,888	100.0%		395,810	100.0%	
<b>U1. Principal Urban Centers I</b>	33,986	21.3%	273	56,991	14.4%	188
08 Laptops and Lattes	8,415	5.3%	520	16,306	4.1%	573
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	3,209	2.0%	191	6,312	1.6%	180
27 Metro Renters	21,936	13.7%	1023	33,068	8.4%	968
35 International Marketplace	426	0.3%	21	1,305	0.3%	21
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
<b>U2. Principal Urban Centers II</b>	27,732	17.3%	368	100,539	25.4%	457
45 City Strivers	0	0.0%	0	0	0.0%	0
47 Las Casas	278	0.2%	23	1,172	0.3%	24
54 Urban Rows	0	0.0%	0	0	0.0%	0
58 NeWest Residents	26,754	16.7%	1883	97,788	24.7%	2032
61 High Rise Renters	0	0.0%	0	0	0.0%	0
64 City Commons	330	0.2%	31	840	0.2%	29
65 Social Security Set	370	0.2%	36	739	0.2%	40
<b>U3. Metro Cities I</b>	35,741	22.4%	198	87,660	22.1%	194
01 Top Rung	13,178	8.2%	1195	37,426	9.5%	1232
03 Connoisseurs	8,895	5.6%	402	22,144	5.6%	399
05 Wealthy Seaboard Suburbs	582	0.4%	26	1,511	0.4%	26
09 Urban Chic	5,011	3.1%	236	10,319	2.6%	214
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	748	0.5%	28	1,592	0.4%	27
19 Milk and Cookies	397	0.2%	13	1,140	0.3%	13
22 Metropolitans	6,930	4.3%	366	13,528	3.4%	346
<b>U4. Metro Cities II</b>	39,297	24.6%	226	87,923	22.2%	225
28 Aspiring Young Families	1,196	0.7%	32	3,490	0.9%	39
30 Retirement Communities	4,002	2.5%	172	7,884	2.0%	179
34 Family Foundations	1,652	1.0%	122	4,332	1.1%	121
36 Old and Newcomers	3,283	2.1%	105	5,556	1.4%	93
39 Young and Restless	16,990	10.6%	749	33,619	8.5%	785
52 Inner City Tenants	11,492	7.2%	474	29,677	7.5%	526
60 City Dimensions	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	682	0.4%	95	3,365	0.9%	127
<b>U5. Urban Outskirts I</b>	4,602	2.9%	26	14,182	3.6%	31
04 Boomburbs	287	0.2%	8	581	0.1%	6
24 Main Street, USA	501	0.3%	12	1,255	0.3%	13
32 Rustbelt Traditions	1,201	0.8%	27	3,408	0.9%	32
38 Industrious Urban Fringe	1,954	1.2%	80	7,316	1.8%	92
48 Great Expectations	659	0.4%	24	1,622	0.4%	26

Source: ESRI



# Tapestry Segmentation Area Profile

Urbanization Groups  
Prepared By: Ben Wilson

5956 Sherry Lane, Dallas, Texas, 75225

Latitude: 32.862257

Longitude: -96.809906

32.862257, -96.809906

Site Type: Ring

Radius: 5 miles

Tapestry Urbanization Groups	2009 Households			2009 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total</b>	159,888	100.0%		395,810	100.0%	
<b>U6. Urban Outskirts II</b>	3,548	2.2%	43	11,207	2.8%	54
51 Metro City Edge	0	0.0%	0	0	0.0%	0
55 College Towns	951	0.6%	75	1,741	0.4%	59
57 Simple Living	0	0.0%	0	0	0.0%	0
59 Southwestern Families	2,182	1.4%	140	8,105	2.0%	156
62 Modest Income Homes	415	0.3%	26	1,361	0.3%	34
<b>U7. Suburban Periphery I</b>	11,999	7.5%	48	28,091	7.1%	44
02 Suburban Splendor	2,079	1.3%	75	5,919	1.5%	75
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	1,112	0.7%	28	2,743	0.7%	27
12 Up and Coming Families	0	0.0%	0	0	0.0%	0
13 In Style	1,882	1.2%	47	4,322	1.1%	48
14 Prosperous Empty Nesters	5,367	3.4%	182	12,125	3.1%	182
15 Silver and Gold	1,559	1.0%	102	2,982	0.8%	100
<b>U8. Suburban Periphery II</b>	2,867	1.8%	19	8,506	2.1%	24
18 Cozy and Comfortable	2,643	1.7%	58	7,886	2.0%	71
29 Rustbelt Retirees	224	0.1%	7	620	0.2%	8
33 Midlife Junction	0	0.0%	0	0	0.0%	0
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
<b>U9. Small Towns</b>	110	0.1%	1	294	0.1%	2
41 Crossroads	110	0.1%	5	294	0.1%	5
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	0	0.0%	0	0	0.0%	0
<b>U10. Rural I</b>	0	0.0%	0	0	0.0%	0
17 Green Acres	0	0.0%	0	0	0.0%	0
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
26 Midland Crowd	0	0.0%	0	0	0.0%	0
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
<b>U11. Rural II</b>	0	0.0%	0	0	0.0%	0
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	0	0.0%	0	0	0.0%	0
46 Rooted Rural	0	0.0%	0	0	0.0%	0
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
66 Unclassified	6	0.0%	172	417	0.1%	73

**Data Note:** This report identifies neighborhood segments in the area, and describes the settlement density 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 U.S. average.

Source: ESRI