

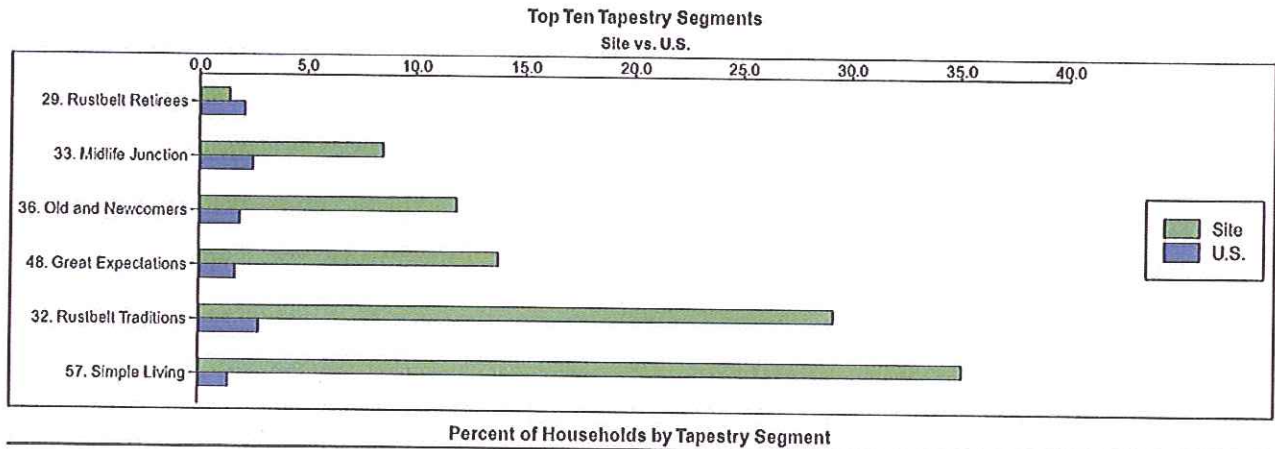
Latitude: 41.48718
Longitude: -90.41904

Ring: 1 mile radius

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	57. Simple Living	35.1%	35.1%	1.4%	1.4%	2498
2	32. Rustbelt Traditions	29.2%	64.3%	2.8%	4.2%	1036
3	48. Great Expectations	13.8%	78.1%	1.7%	5.9%	796
4	36. Old and Newcomers	11.9%	90.0%	1.9%	7.8%	614
5	33. Midlife Junction	8.5%	98.5%	2.5%	10.3%	346
	Subtotal	98.5%		10.3%		
6	29. Rustbelt Retirees	1.4%	99.9%	2.1%	12.4%	68
	Total	99.9%		12.4%		803



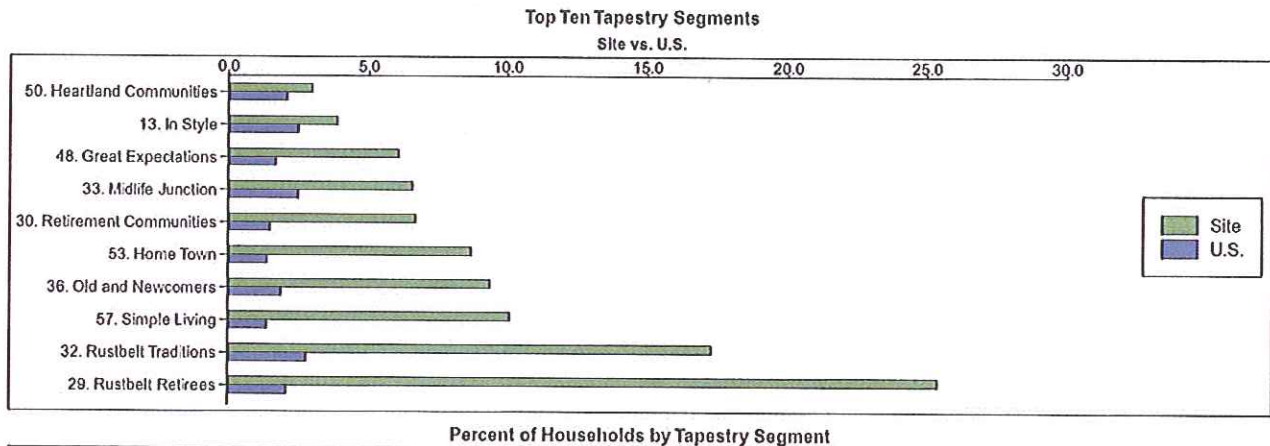
Source: Esri

Ring: 3 miles radius

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	29. Rustbelt Retirees	25.4%	25.4%	2.1%	2.1%	1229
2	32. Rustbelt Traditions	17.3%	42.7%	2.8%	4.9%	614
3	57. Simple Living	10.1%	52.8%	1.4%	6.3%	721
4	36. Old and Newcomers	9.4%	62.2%	1.9%	8.2%	483
5	53. Home Town	8.7%	70.9%	1.4%	9.6%	603
	Subtotal	70.9%		9.6%		
6	30. Retirement Communities	6.7%	77.6%	1.5%	11.1%	464
7	33. Midlife Junction	6.6%	84.2%	2.5%	13.6%	267
8	48. Great Expectations	6.1%	90.3%	1.7%	15.3%	351
9	13. In Style	3.9%	94.2%	2.5%	17.8%	157
10	50. Heartland Communities	3.0%	97.2%	2.1%	19.9%	144
	Subtotal	26.3%		10.3%		
11	26. Midland Crowd	1.7%	98.9%	3.8%	23.7%	44
12	17. Green Acres	0.5%	99.4%	3.2%	26.9%	17
13	07. Exurbanites	0.3%	99.7%	2.5%	29.4%	13
14	41. Crossroads	0.1%	99.8%	1.5%	30.9%	9
	Total	99.8%		30.9%		322



Source: Esri

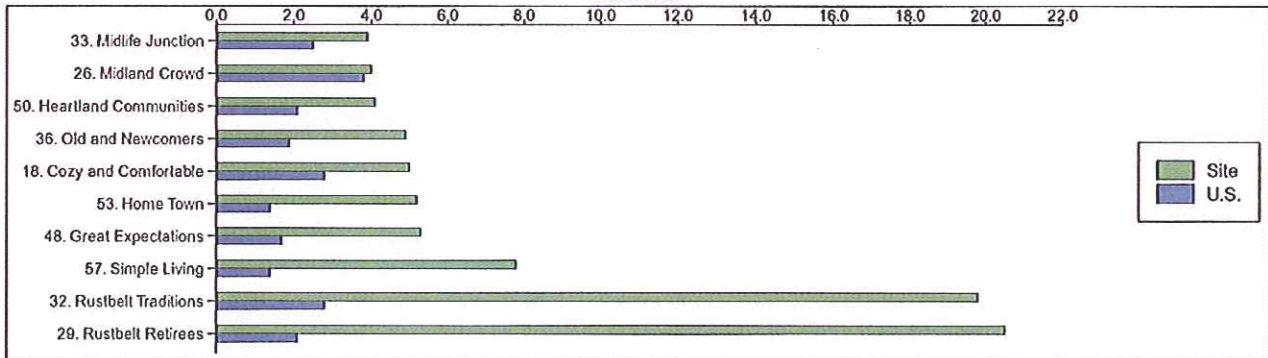
Ring: 5 miles radius

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	29. Rustbelt Retirees	20.5%	20.5%	2.1%	2.1%	992
2	32. Rustbelt Traditions	19.8%	40.3%	2.8%	4.9%	704
3	57. Simple Living	7.8%	48.1%	1.4%	6.3%	555
4	48. Great Expectations	5.3%	53.4%	1.7%	8.0%	307
5	53. Home Town	5.2%	58.6%	1.4%	9.4%	361
	Subtotal	58.6%		9.4%		
6	18. Cozy and Comfortable	5.0%	63.6%	2.8%	12.2%	177
7	36. Old and Newcomers	4.9%	68.5%	1.9%	14.1%	254
8	50. Heartland Communities	4.1%	72.6%	2.1%	16.2%	195
9	26. Midland Crowd	4.0%	76.6%	3.8%	20.0%	106
10	33. Midlife Junction	3.9%	80.5%	2.5%	22.5%	159
	Subtotal	21.9%		13.1%		
11	30. Retirement Communities	3.7%	84.2%	1.5%	24.0%	255
12	14. Prosperous Empty Nesters	3.4%	87.6%	1.8%	25.8%	188
13	07. Exurbanites	2.3%	89.9%	2.5%	28.3%	92
14	13. In Style	2.0%	91.9%	2.5%	30.8%	82
15	17. Green Acres	1.9%	93.8%	3.2%	34.0%	60
	Subtotal	13.3%		11.5%		
16	04. Boomburbs	1.8%	95.6%	2.3%	36.3%	80
17	60. City Dimensions	1.7%	97.3%	0.9%	37.2%	198
18	41. Crossroads	1.5%	98.8%	1.5%	38.7%	97
19	42. Southern Satellites	0.8%	99.6%	2.7%	41.4%	31
20	25. Salt of the Earth	0.0%	99.6%	2.7%	44.1%	0
	Subtotal	5.8%		10.1%		
	Total	99.6%		44.1%		225

Top Ten Tapestry Segments
Site vs. U.S.



Percent of Households by Tapestry Segment

Source: Esri