



# Tapestry Segmentation Area Profile

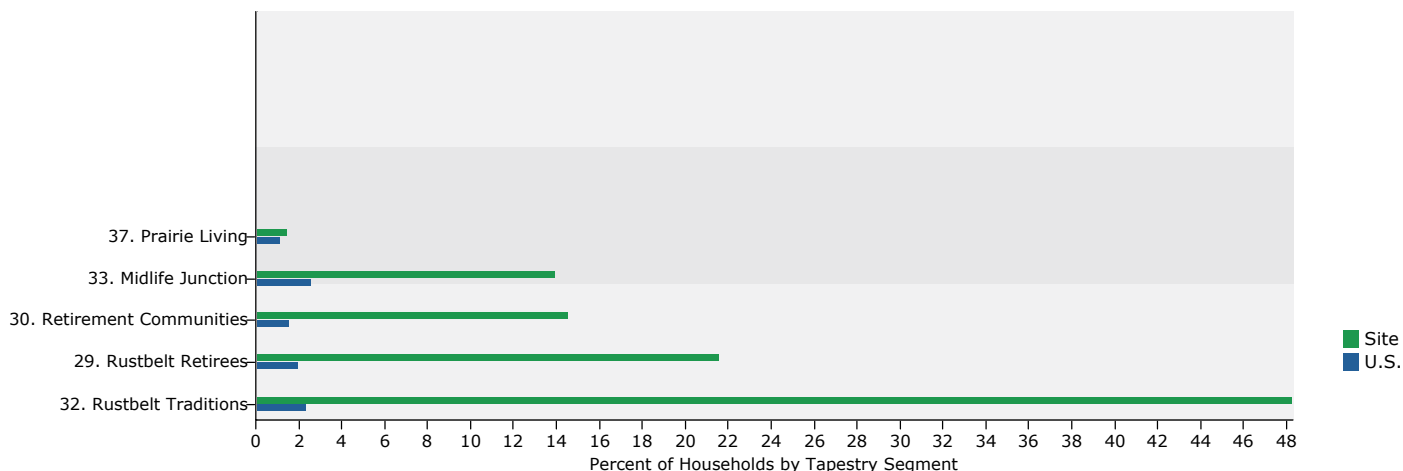
Washington  
 Drive Time: 5 minutes

Latitude: 41.299381  
 Longitude: -91.691639

| Rank            | Tapestry Segment           | Households    |                    | U.S. Households |                    | Index |
|-----------------|----------------------------|---------------|--------------------|-----------------|--------------------|-------|
|                 |                            | Percent       | Cumulative Percent | Percent         | Cumulative Percent |       |
| 1               | 32. Rustbelt Traditions    | 48.3%         | 48.3%              | 2.4%            | 2.4%               | 2013  |
| 2               | 29. Rustbelt Retirees      | 21.6%         | 69.9%              | 2.0%            | 4.4%               | 1,080 |
| 3               | 30. Retirement Communities | 14.6%         | 84.5%              | 1.6%            | 6.0%               | 913   |
| 4               | 33. Midlife Junction       | 14.0%         | 98.5%              | 2.6%            | 8.6%               | 538   |
| 5               | 37. Prairie Living         | 1.5%          | 100.0%             | 1.2%            | 9.8%               | 125   |
| <b>Subtotal</b> |                            | <b>100.0%</b> |                    | <b>9.8%</b>     |                    |       |

**Total** **100.0%** **9.8%** **1020**

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

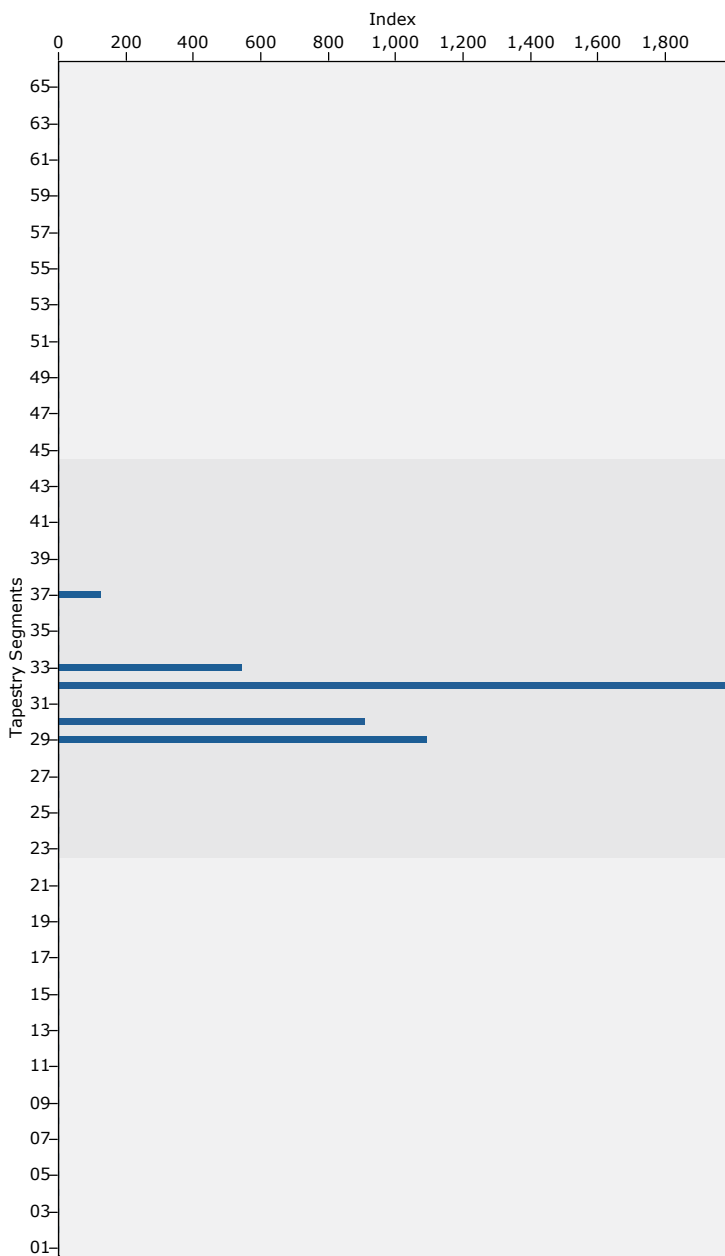


# Tapestry Segmentation Area Profile

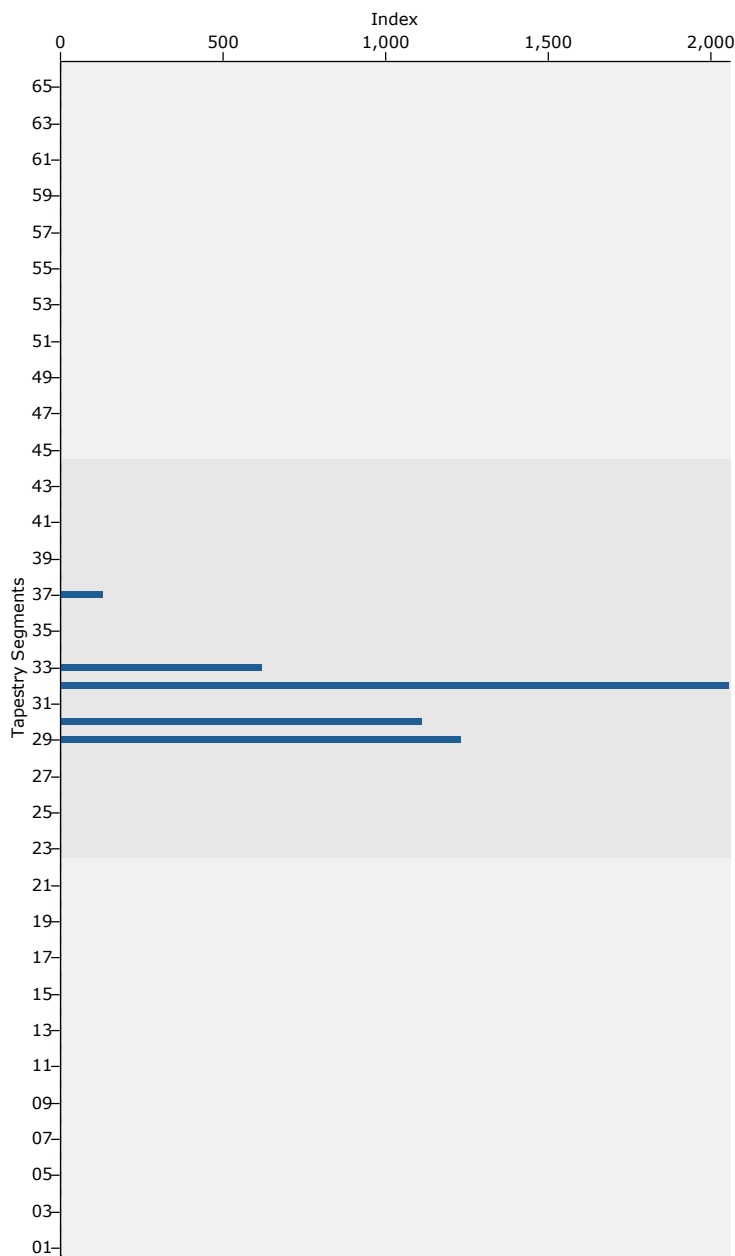
Washington  
Drive Time: 5 minutes

Latitude: 41.299381  
Longitude: -91.691639

### Tapestry Indexes by Households



### Tapestry Indexes by Population



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**Source:** Esri



# Tapestry Segmentation Area Profile

Washington  
Drive Time: 5 minutes

Latitude: 41.299381  
Longitude: -91.691639

| Tapestry LifeMode Groups           | 2011 Households |              |            | 2011 Population |              |            |
|------------------------------------|-----------------|--------------|------------|-----------------|--------------|------------|
|                                    | Number          | Percent      | Index      | Number          | Percent      | Index      |
| <b>Total:</b>                      | 2,574           | 100.0%       |            | 6,133           | 100.0%       |            |
| <b>L1. High Society</b>            | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   |
| 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          |
| <b>L2. Upscale Avenues</b>         | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   |
| 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                     | 0               | 0.0%         | 0          | 0               | 0.0%         | 0          |
| 18 Cozy and Comfortable            | 0               | 0.0%         | 0          | 0               | 0.0%         | 0          |
| <b>L3. Metropolis</b>              | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   |
| 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>               | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   |
| 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          |
| <b>L5. Senior Styles</b>           | <b>931</b>      | <b>36.2%</b> | <b>286</b> | <b>2,192</b>    | <b>35.7%</b> | <b>335</b> |
| 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               | 556             | 21.6%        | 1099       | 1,355           | 22.1%        | 1239       |
| 30 Retirement Communities          | 375             | 14.6%        | 913        | 837             | 13.7%        | 1116       |
| 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> | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   |
| 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.

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| Tapestry LifeMode Groups          | 2011 Households |              |            | 2011 Population |              |            |
|-----------------------------------|-----------------|--------------|------------|-----------------|--------------|------------|
|                                   | Number          | Percent      | Index      | Number          | Percent      | Index      |
| <b>Total:</b>                     | 2,574           | 100.0%       |            | 6,133           | 100.0%       |            |
| <b>L7. High Hopes</b>             | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   |
| 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>           | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   |
| 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>        | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   |
| 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>    | <b>1,604</b>    | <b>62.3%</b> | <b>772</b> | <b>3,847</b>    | <b>62.7%</b> | <b>814</b> |
| 24 Main Street, USA               | 0               | 0.0%         | 0          | 0               | 0.0%         | 0          |
| 32 Rustbelt Traditions            | 1,244           | 48.3%        | 1986       | 2,976           | 48.5%        | 2061       |
| 33 Midlife Junction               | 360             | 14.0%        | 548        | 871             | 14.2%        | 624        |
| 34 Family Foundations             | 0               | 0.0%         | 0          | 0               | 0.0%         | 0          |
| <b>L11. Factories &amp; Farms</b> | <b>39</b>       | <b>1.5%</b>  | <b>16</b>  | <b>94</b>       | <b>1.5%</b>  | <b>17</b>  |
| 25 Salt of the Earth              | 0               | 0.0%         | 0          | 0               | 0.0%         | 0          |
| 37 Prairie Living                 | 39              | 1.5%         | 130        | 94              | 1.5%         | 134        |
| 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>        | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   |
| 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          |

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Washington  
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| Tapestry Urbanization Groups          | 2011 Households |              |            | 2011 Population |              |            |
|---------------------------------------|-----------------|--------------|------------|-----------------|--------------|------------|
|                                       | Number          | Percent      | Index      | Number          | Percent      | Index      |
| <b>Total:</b>                         | 2,574           | 100.0%       |            | 6,133           | 100.0%       |            |
| <b>U1. Principal Urban Centers I</b>  | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   |
| 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          |
| <b>U2. Principal Urban Centers II</b> | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   |
| 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>             | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   |
| 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 Metropolitans                      | 0               | 0.0%         | 0          | 0               | 0.0%         | 0          |
| <b>U4. Metro Cities II</b>            | <b>375</b>      | <b>14.6%</b> | <b>132</b> | <b>837</b>      | <b>13.6%</b> | <b>136</b> |
| 28 Aspiring Young Families            | 0               | 0.0%         | 0          | 0               | 0.0%         | 0          |
| 30 Retirement Communities             | 375             | 14.6%        | 913        | 837             | 13.7%        | 1116       |
| 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>          | <b>1,244</b>    | <b>48.3%</b> | <b>462</b> | <b>2,976</b>    | <b>48.5%</b> | <b>435</b> |
| 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                | 1,244           | 48.3%        | 1986       | 2,976           | 48.5%        | 2061       |
| 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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Washington  
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| Tapestry Urbanization Groups     | 2011 Households |              |            | 2011 Population |              |            |
|----------------------------------|-----------------|--------------|------------|-----------------|--------------|------------|
|                                  | Number          | Percent      | Index      | Number          | Percent      | Index      |
| <b>Total:</b>                    | 2,574           | 100.0%       |            | 6,133           | 100.0%       |            |
| <b>U6. Urban Outskirts II</b>    | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   |
| 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>  | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   |
| 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> | <b>916</b>      | <b>35.6%</b> | <b>396</b> | <b>2,226</b>    | <b>36.3%</b> | <b>435</b> |
| 18 Cozy and Comfortable          | 0               | 0.0%         | 0          | 0               | 0.0%         | 0          |
| 29 Rustbelt Retirees             | 556             | 21.6%        | 1099       | 1,355           | 22.1%        | 1239       |
| 33 Midlife Junction              | 360             | 14.0%        | 548        | 871             | 14.2%        | 624        |
| 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>           | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   |
| 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>              | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   |
| 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>             | <b>39</b>       | <b>1.5%</b>  | <b>20</b>  | <b>94</b>       | <b>1.5%</b>  | <b>21</b>  |
| 37 Prairie Living                | 39              | 1.5%         | 130        | 94              | 1.5%         | 134        |
| 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          |

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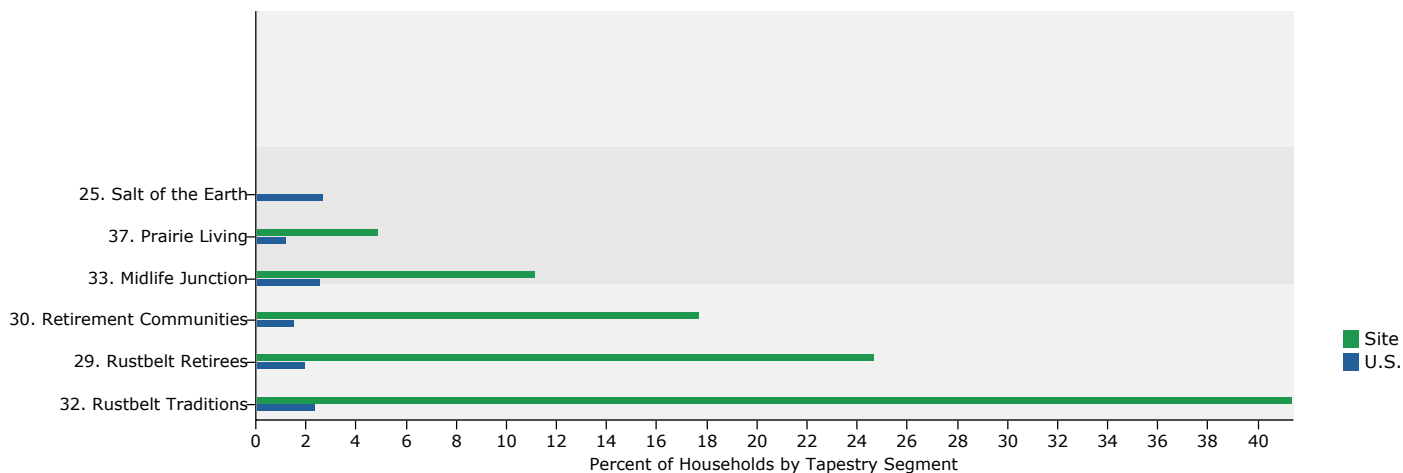
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Washington  
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Latitude: 41.299381  
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| Rank            | Tapestry Segment           | Households    |                    | U.S. Households |                    | Index      |
|-----------------|----------------------------|---------------|--------------------|-----------------|--------------------|------------|
|                 |                            | Percent       | Cumulative Percent | Percent         | Cumulative Percent |            |
| 1               | 32. Rustbelt Traditions    | 41.4%         | 41.4%              | 2.4%            | 2.4%               | 1725       |
| 2               | 29. Rustbelt Retirees      | 24.7%         | 66.1%              | 2.0%            | 4.4%               | 1,235      |
| 3               | 30. Retirement Communities | 17.7%         | 83.8%              | 1.6%            | 6.0%               | 1,106      |
| 4               | 33. Midlife Junction       | 11.2%         | 95.0%              | 2.6%            | 8.6%               | 431        |
| 5               | 37. Prairie Living         | 4.9%          | 99.9%              | 1.2%            | 9.8%               | 408        |
| <b>Subtotal</b> |                            | <b>99.9%</b>  |                    | <b>9.8%</b>     |                    |            |
| 6               | 25. Salt of the Earth      | 0.1%          | 100.0%             | 2.7%            | 12.5%              | 4          |
| <b>Subtotal</b> |                            | <b>0.1%</b>   |                    | <b>2.7%</b>     |                    |            |
| <b>Total</b>    |                            | <b>100.0%</b> |                    | <b>12.5%</b>    |                    | <b>800</b> |

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

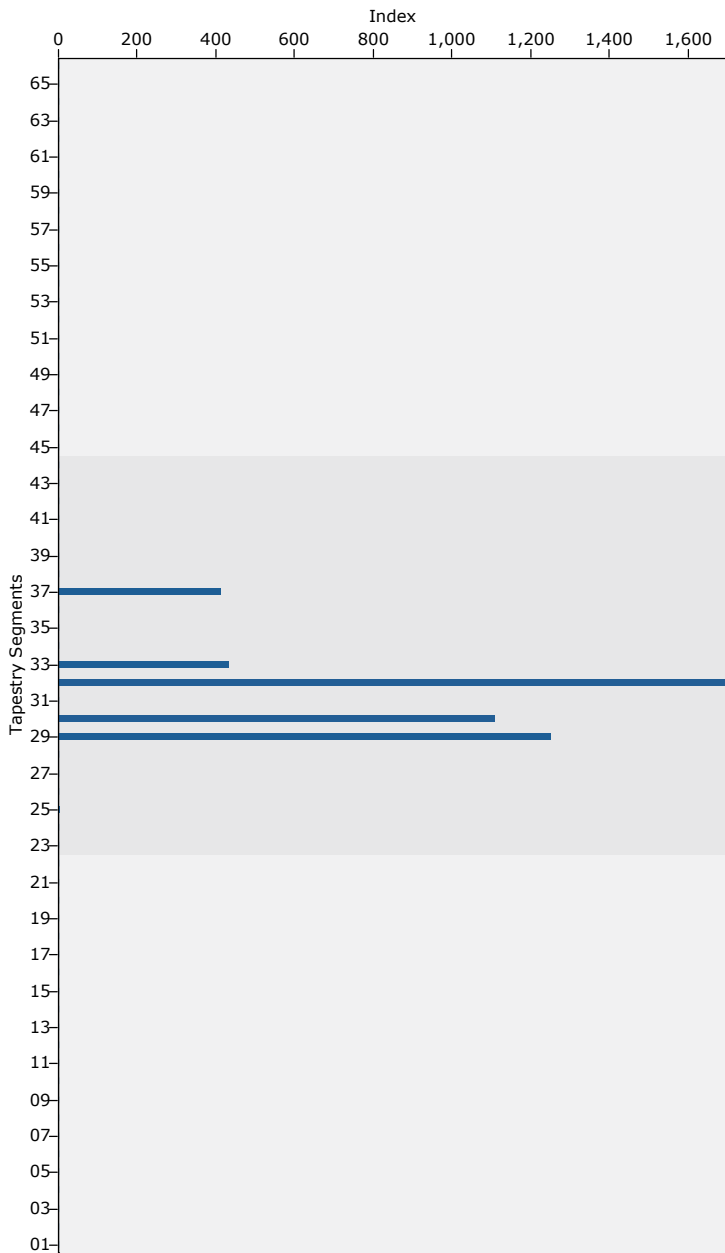


# Tapestry Segmentation Area Profile

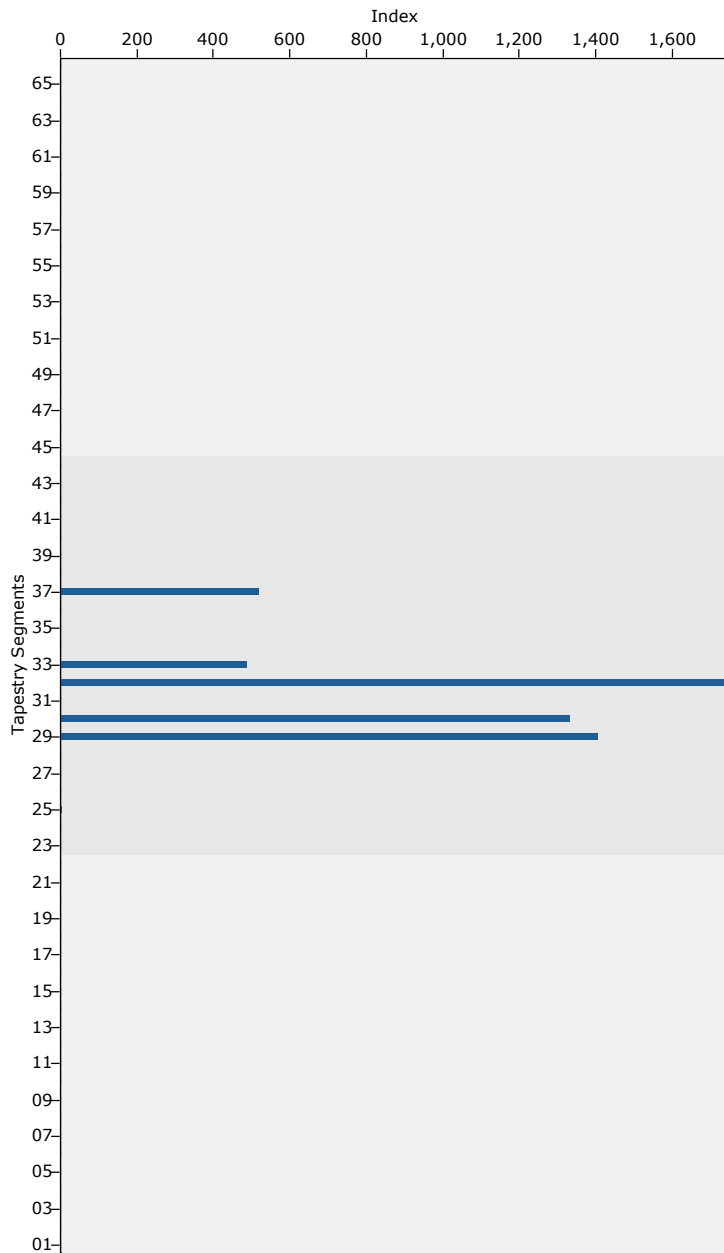
Washington  
Drive Time: 10 minutes

Latitude: 41.299381  
Longitude: -91.691639

### Tapestry Indexes by Households



### 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 Segmentation Area Profile

Washington  
Drive Time: 10 minutes

Latitude: 41.299381  
Longitude: -91.691639

| Tapestry LifeMode Groups           | 2011 Households |              |            | 2011 Population |              |            |
|------------------------------------|-----------------|--------------|------------|-----------------|--------------|------------|
|                                    | Number          | Percent      | Index      | Number          | Percent      | Index      |
| <b>Total:</b>                      | 3,228           | 100.0%       |            | 7,782           | 100.0%       |            |
| <b>L1. High Society</b>            | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   |
| 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          |
| <b>L2. Upscale Avenues</b>         | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   |
| 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                     | 0               | 0.0%         | 0          | 0               | 0.0%         | 0          |
| 18 Cozy and Comfortable            | 0               | 0.0%         | 0          | 0               | 0.0%         | 0          |
| <b>L3. Metropolis</b>              | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   |
| 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>               | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   |
| 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          |
| <b>L5. Senior Styles</b>           | <b>1,370</b>    | <b>42.4%</b> | <b>336</b> | <b>3,225</b>    | <b>41.4%</b> | <b>389</b> |
| 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               | 798             | 24.7%        | 1257       | 1,954           | 25.1%        | 1409       |
| 30 Retirement Communities          | 572             | 17.7%        | 1112       | 1,271           | 16.3%        | 1335       |
| 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> | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   |
| 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 Segmentation Area Profile

Washington  
Drive Time: 10 minutes

Latitude: 41.299381  
Longitude: -91.691639

| Tapestry LifeMode Groups          | 2011 Households |              |            | 2011 Population |              |            |
|-----------------------------------|-----------------|--------------|------------|-----------------|--------------|------------|
|                                   | Number          | Percent      | Index      | Number          | Percent      | Index      |
| <b>Total:</b>                     | 3,228           | 100.0%       |            | 7,782           | 100.0%       |            |
| <b>L7. High Hopes</b>             | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   |
| 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>           | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   |
| 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>        | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   |
| 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>    | <b>1,696</b>    | <b>52.5%</b> | <b>651</b> | <b>4,082</b>    | <b>52.5%</b> | <b>681</b> |
| 24 Main Street, USA               | 0               | 0.0%         | 0          | 0               | 0.0%         | 0          |
| 32 Rustbelt Traditions            | 1,336           | 41.4%        | 1702       | 3,211           | 41.3%        | 1752       |
| 33 Midlife Junction               | 360             | 11.2%        | 437        | 871             | 11.2%        | 492        |
| 34 Family Foundations             | 0               | 0.0%         | 0          | 0               | 0.0%         | 0          |
| <b>L11. Factories &amp; Farms</b> | <b>162</b>      | <b>5.0%</b>  | <b>53</b>  | <b>475</b>      | <b>6.1%</b>  | <b>66</b>  |
| 25 Salt of the Earth              | 4               | 0.1%         | 5          | 12              | 0.2%         | 6          |
| 37 Prairie Living                 | 158             | 4.9%         | 418        | 463             | 6.0%         | 523        |
| 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>        | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   |
| 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          |

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Source: Esri



# Tapestry Segmentation Area Profile

Washington  
Drive Time: 10 minutes

Latitude: 41.299381  
Longitude: -91.691639

| Tapestry Urbanization Groups          | 2011 Households |              |            | 2011 Population |              |            |
|---------------------------------------|-----------------|--------------|------------|-----------------|--------------|------------|
|                                       | Number          | Percent      | Index      | Number          | Percent      | Index      |
| <b>Total:</b>                         | 3,228           | 100.0%       |            | 7,782           | 100.0%       |            |
| <b>U1. Principal Urban Centers I</b>  | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   |
| 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          |
| <b>U2. Principal Urban Centers II</b> | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   |
| 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>             | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   |
| 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 Metropolitans                      | 0               | 0.0%         | 0          | 0               | 0.0%         | 0          |
| <b>U4. Metro Cities II</b>            | <b>572</b>      | <b>17.7%</b> | <b>161</b> | <b>1,271</b>    | <b>16.3%</b> | <b>162</b> |
| 28 Aspiring Young Families            | 0               | 0.0%         | 0          | 0               | 0.0%         | 0          |
| 30 Retirement Communities             | 572             | 17.7%        | 1112       | 1,271           | 16.3%        | 1335       |
| 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>          | <b>1,336</b>    | <b>41.4%</b> | <b>395</b> | <b>3,211</b>    | <b>41.3%</b> | <b>370</b> |
| 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                | 1,336           | 41.4%        | 1702       | 3,211           | 41.3%        | 1752       |
| 38 Industrious Urban Fringe           | 0               | 0.0%         | 0          | 0               | 0.0%         | 0          |
| 48 Great Expectations                 | 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 Segmentation Area Profile

Washington  
Drive Time: 10 minutes

Latitude: 41.299381  
Longitude: -91.691639

| Tapestry Urbanization Groups     | 2011 Households |              |            | 2011 Population |              |            |
|----------------------------------|-----------------|--------------|------------|-----------------|--------------|------------|
|                                  | Number          | Percent      | Index      | Number          | Percent      | Index      |
| <b>Total:</b>                    | 3,228           | 100.0%       |            | 7,782           | 100.0%       |            |
| <b>U6. Urban Outskirts II</b>    | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   |
| 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>  | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   |
| 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> | <b>1,158</b>    | <b>35.9%</b> | <b>400</b> | <b>2,825</b>    | <b>36.3%</b> | <b>435</b> |
| 18 Cozy and Comfortable          | 0               | 0.0%         | 0          | 0               | 0.0%         | 0          |
| 29 Rustbelt Retirees             | 798             | 24.7%        | 1257       | 1,954           | 25.1%        | 1409       |
| 33 Midlife Junction              | 360             | 11.2%        | 437        | 871             | 11.2%        | 492        |
| 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>           | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   |
| 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>              | <b>4</b>        | <b>0.1%</b>  | <b>1</b>   | <b>12</b>       | <b>0.2%</b>  | <b>1</b>   |
| 17 Green Acres                   | 0               | 0.0%         | 0          | 0               | 0.0%         | 0          |
| 25 Salt of the Earth             | 4               | 0.1%         | 5          | 12              | 0.2%         | 6          |
| 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>             | <b>158</b>      | <b>4.9%</b>  | <b>64</b>  | <b>463</b>      | <b>5.9%</b>  | <b>80</b>  |
| 37 Prairie Living                | 158             | 4.9%         | 418        | 463             | 6.0%         | 523        |
| 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          |

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Source: Esri



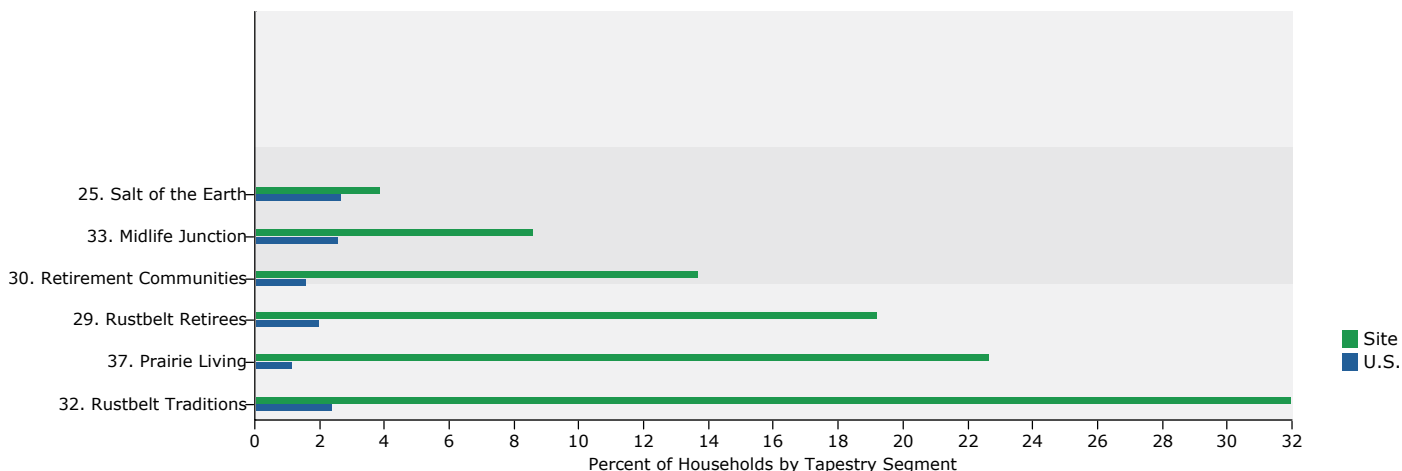
# Tapestry Segmentation Area Profile

Washington  
Drive Time: 20 minutes

Latitude: 41.299381  
Longitude: -91.691639

| Rank            | Tapestry Segment           | Households    |                    | U.S. Households |                    | Index      |
|-----------------|----------------------------|---------------|--------------------|-----------------|--------------------|------------|
|                 |                            | Percent       | Cumulative Percent | Percent         | Cumulative Percent |            |
| 1               | 32. Rustbelt Traditions    | 32.0%         | 32.0%              | 2.4%            | 2.4%               | 1333       |
| 2               | 37. Prairie Living         | 22.7%         | 54.7%              | 1.2%            | 3.6%               | 1,892      |
| 3               | 29. Rustbelt Retirees      | 19.2%         | 73.9%              | 2.0%            | 5.6%               | 960        |
| 4               | 30. Retirement Communities | 13.7%         | 87.6%              | 1.6%            | 7.2%               | 856        |
| 5               | 33. Midlife Junction       | 8.6%          | 96.2%              | 2.6%            | 9.8%               | 331        |
| <b>Subtotal</b> |                            | <b>96.2%</b>  |                    | <b>9.8%</b>     |                    |            |
| 6               | 25. Salt of the Earth      | 3.9%          | 100.1%             | 2.7%            | 12.5%              | 144        |
| <b>Subtotal</b> |                            | <b>3.9%</b>   |                    | <b>2.7%</b>     |                    |            |
| <b>Total</b>    |                            | <b>100.1%</b> |                    | <b>12.5%</b>    |                    | <b>801</b> |

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

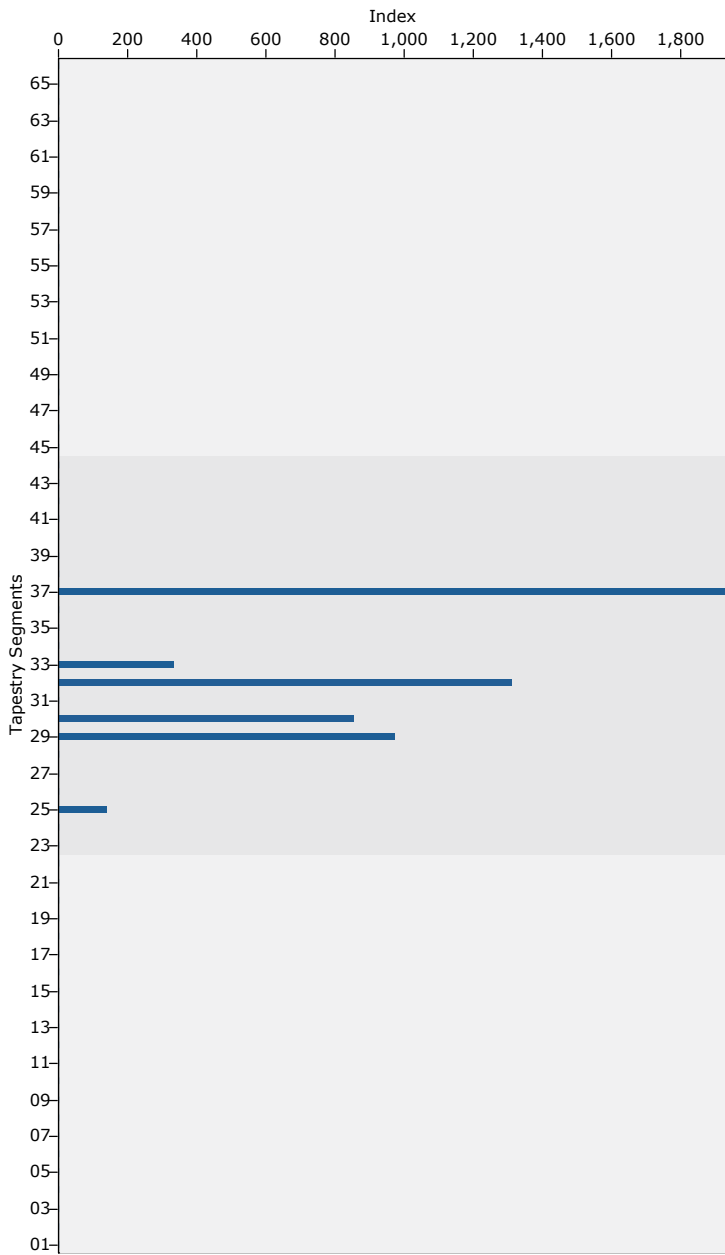


# Tapestry Segmentation Area Profile

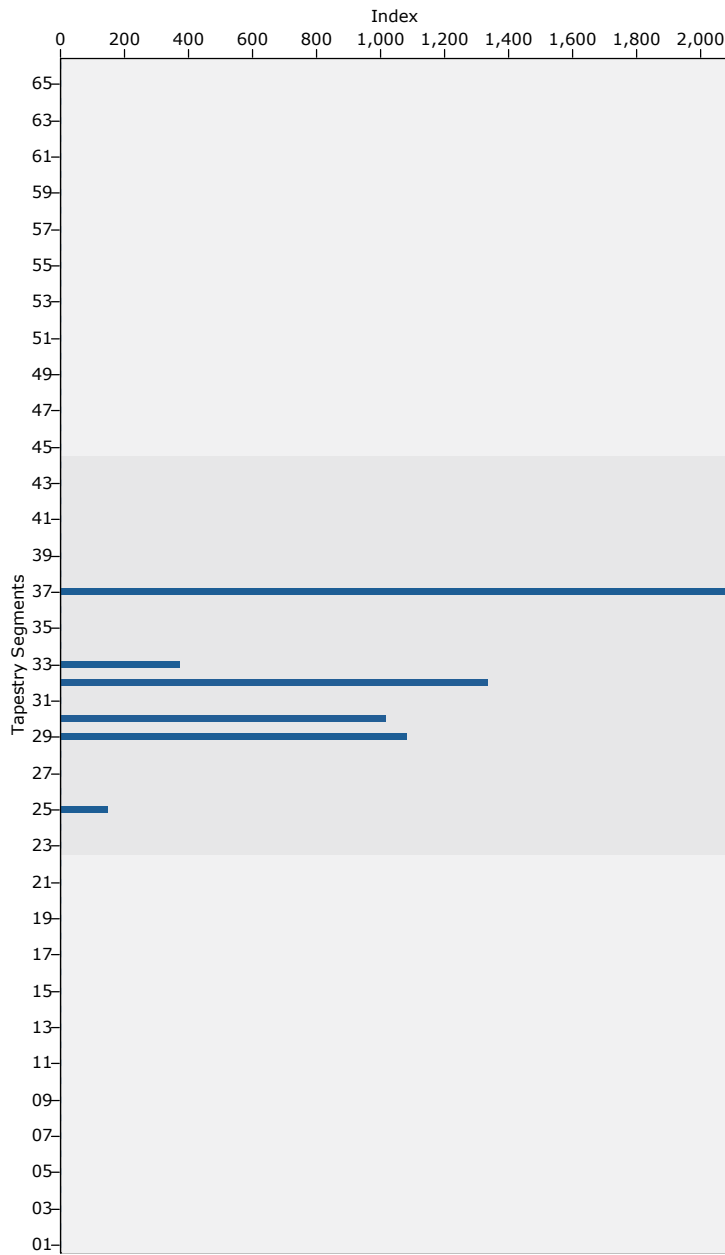
Washington  
Drive Time: 20 minutes

Latitude: 41.299381  
Longitude: -91.691639

### Tapestry Indexes by Households



### 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 Segmentation Area Profile

Washington  
Drive Time: 20 minutes

Latitude: 41.299381  
Longitude: -91.691639

| Tapestry LifeMode Groups           | 2011 Households |              |            | 2011 Population |              |            |
|------------------------------------|-----------------|--------------|------------|-----------------|--------------|------------|
|                                    | Number          | Percent      | Index      | Number          | Percent      | Index      |
| <b>Total:</b>                      | 4,179           | 100.0%       |            | 10,166          | 100.0%       |            |
| <b>L1. High Society</b>            | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   |
| 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          |
| <b>L2. Upscale Avenues</b>         | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   |
| 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                     | 0               | 0.0%         | 0          | 0               | 0.0%         | 0          |
| 18 Cozy and Comfortable            | 0               | 0.0%         | 0          | 0               | 0.0%         | 0          |
| <b>L3. Metropolis</b>              | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   |
| 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>               | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   |
| 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          |
| <b>L5. Senior Styles</b>           | <b>1,375</b>    | <b>32.9%</b> | <b>260</b> | <b>3,247</b>    | <b>31.9%</b> | <b>300</b> |
| 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               | 803             | 19.2%        | 977        | 1,976           | 19.4%        | 1091       |
| 30 Retirement Communities          | 572             | 13.7%        | 859        | 1,271           | 12.5%        | 1022       |
| 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> | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   |
| 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 Segmentation Area Profile

Washington  
Drive Time: 20 minutes

Latitude: 41.299381  
Longitude: -91.691639

| Tapestry LifeMode Groups          | 2011 Households |              |            | 2011 Population |              |            |
|-----------------------------------|-----------------|--------------|------------|-----------------|--------------|------------|
|                                   | Number          | Percent      | Index      | Number          | Percent      | Index      |
| <b>Total:</b>                     | 4,179           | 100.0%       |            | 10,166          | 100.0%       |            |
| <b>L7. High Hopes</b>             | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   |
| 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>           | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   |
| 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>        | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   |
| 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>    | <b>1,696</b>    | <b>40.6%</b> | <b>503</b> | <b>4,082</b>    | <b>40.2%</b> | <b>521</b> |
| 24 Main Street, USA               | 0               | 0.0%         | 0          | 0               | 0.0%         | 0          |
| 32 Rustbelt Traditions            | 1,336           | 32.0%        | 1314       | 3,211           | 31.6%        | 1341       |
| 33 Midlife Junction               | 360             | 8.6%         | 337        | 871             | 8.6%         | 377        |
| 34 Family Foundations             | 0               | 0.0%         | 0          | 0               | 0.0%         | 0          |
| <b>L11. Factories &amp; Farms</b> | <b>1,108</b>    | <b>26.5%</b> | <b>282</b> | <b>2,837</b>    | <b>27.9%</b> | <b>301</b> |
| 25 Salt of the Earth              | 161             | 3.9%         | 144        | 413             | 4.1%         | 154        |
| 37 Prairie Living                 | 947             | 22.7%        | 1936       | 2,424           | 23.8%        | 2094       |
| 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>        | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   |
| 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          |

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Source: Esri





# Tapestry Segmentation Area Profile

Washington  
Drive Time: 20 minutes

Latitude: 41.299381  
Longitude: -91.691639

| Tapestry Urbanization Groups          | 2011 Households |              |            | 2011 Population |              |            |
|---------------------------------------|-----------------|--------------|------------|-----------------|--------------|------------|
|                                       | Number          | Percent      | Index      | Number          | Percent      | Index      |
| <b>Total:</b>                         | 4,179           | 100.0%       |            | 10,166          | 100.0%       |            |
| <b>U1. Principal Urban Centers I</b>  | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   |
| 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          |
| <b>U2. Principal Urban Centers II</b> | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   |
| 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>             | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   |
| 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 Metropolitans                      | 0               | 0.0%         | 0          | 0               | 0.0%         | 0          |
| <b>U4. Metro Cities II</b>            | <b>572</b>      | <b>13.7%</b> | <b>124</b> | <b>1,271</b>    | <b>12.5%</b> | <b>124</b> |
| 28 Aspiring Young Families            | 0               | 0.0%         | 0          | 0               | 0.0%         | 0          |
| 30 Retirement Communities             | 572             | 13.7%        | 859        | 1,271           | 12.5%        | 1022       |
| 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>          | <b>1,336</b>    | <b>32.0%</b> | <b>305</b> | <b>3,211</b>    | <b>31.6%</b> | <b>283</b> |
| 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                | 1,336           | 32.0%        | 1314       | 3,211           | 31.6%        | 1341       |
| 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

November 05, 2012

Made with Esri Business Analyst



# Tapestry Segmentation Area Profile

Washington  
Drive Time: 20 minutes

Latitude: 41.299381  
Longitude: -91.691639

| Tapestry Urbanization Groups     | 2011 Households |              |            | 2011 Population |              |            |
|----------------------------------|-----------------|--------------|------------|-----------------|--------------|------------|
|                                  | Number          | Percent      | Index      | Number          | Percent      | Index      |
| <b>Total:</b>                    | 4,179           | 100.0%       |            | 10,166          | 100.0%       |            |
| <b>U6. Urban Outskirts II</b>    | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   |
| 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>  | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   |
| 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> | <b>1,163</b>    | <b>27.8%</b> | <b>310</b> | <b>2,847</b>    | <b>28.0%</b> | <b>336</b> |
| 18 Cozy and Comfortable          | 0               | 0.0%         | 0          | 0               | 0.0%         | 0          |
| 29 Rustbelt Retirees             | 803             | 19.2%        | 977        | 1,976           | 19.4%        | 1091       |
| 33 Midlife Junction              | 360             | 8.6%         | 337        | 871             | 8.6%         | 377        |
| 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>           | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   |
| 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>              | <b>161</b>      | <b>3.9%</b>  | <b>36</b>  | <b>413</b>      | <b>4.1%</b>  | <b>38</b>  |
| 17 Green Acres                   | 0               | 0.0%         | 0          | 0               | 0.0%         | 0          |
| 25 Salt of the Earth             | 161             | 3.9%         | 144        | 413             | 4.1%         | 154        |
| 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>             | <b>947</b>      | <b>22.7%</b> | <b>298</b> | <b>2,424</b>    | <b>23.8%</b> | <b>320</b> |
| 37 Prairie Living                | 947             | 22.7%        | 1936       | 2,424           | 23.8%        | 2094       |
| 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          |

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Source: Esri

November 05, 2012

Made with Esri Business Analyst