



Tapestry Segmentation Area Profile

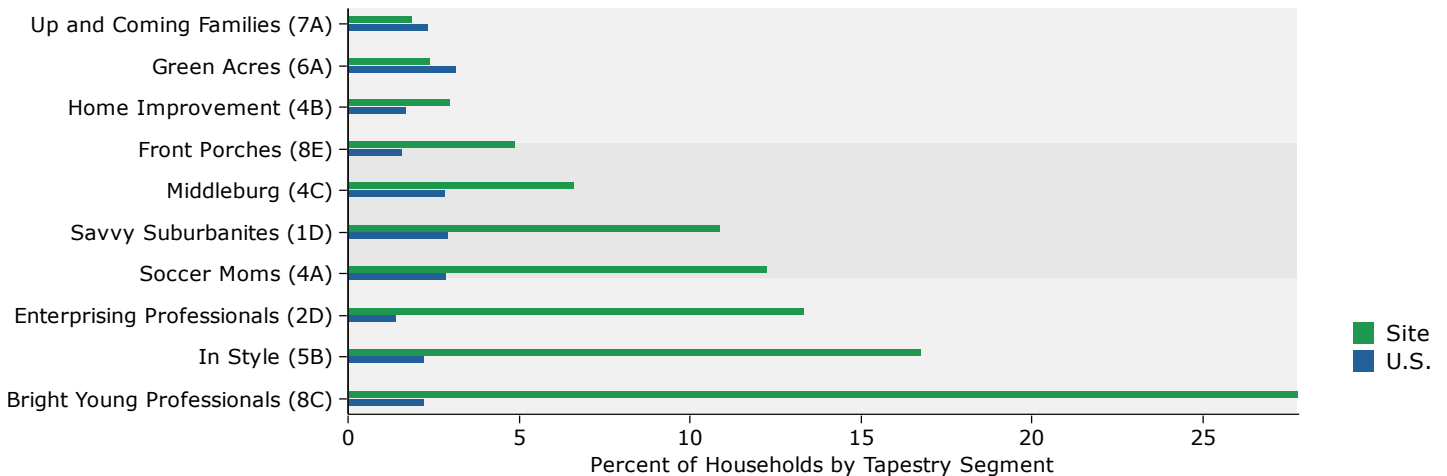
South Shore West
 2500 Marina Bay Dr, League City, Texas, 77573
 Drive Time Band: 0 - 5 minute radius

Prepared by Esri
 Latitude: 29.53204
 Longitude: -95.07110

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2017 Households		2017 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Bright Young Professionals (8C)	27.8%	27.8%	2.2%	2.2%	1246
2	In Style (5B)	16.8%	44.6%	2.2%	4.4%	747
3	Enterprising Professionals (2D)	13.4%	58.0%	1.4%	5.8%	948
4	Soccer Moms (4A)	12.3%	70.3%	2.9%	8.7%	427
5	Savvy Suburbanites (1D)	10.9%	81.2%	3.0%	11.7%	366
Subtotal		81.2%		11.7%		
6	Middleburg (4C)	6.6%	87.8%	2.9%	14.6%	233
7	Front Porches (8E)	4.9%	92.7%	1.6%	16.2%	308
8	Home Improvement (4B)	3.0%	95.7%	1.7%	17.9%	174
9	Green Acres (6A)	2.4%	98.1%	3.2%	21.1%	77
10	Up and Coming Families (7A)	1.9%	100.0%	2.4%	23.5%	81
Subtotal		18.8%		11.8%		
Total		100.0%		23.4%		427

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 Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

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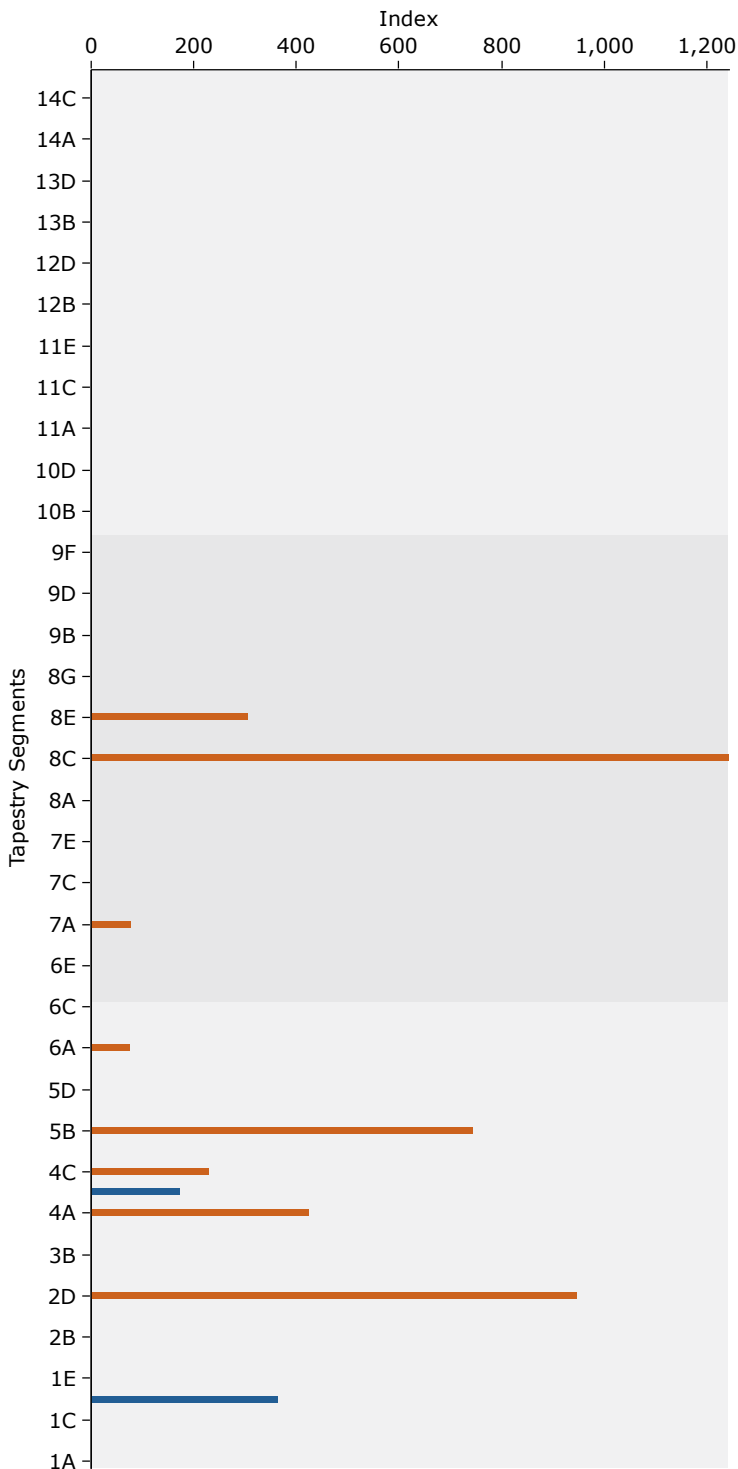


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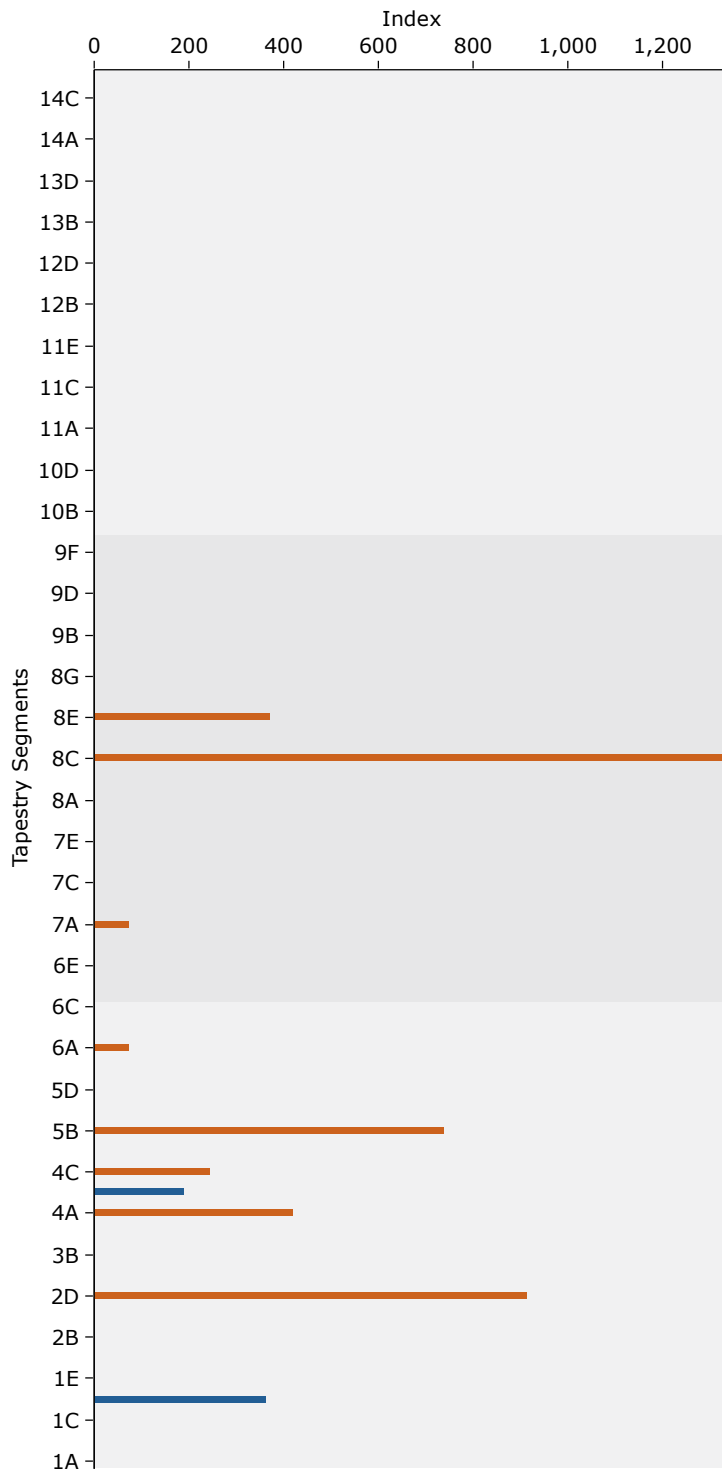
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2017 Tapestry Indexes by Households



2017 Tapestry Indexes by Total Population 18+



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Tapestry LifeMode Groups	2017 Households			2017 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	8,008	100.0%		15,967	100.0%	
1. Affluent Estates	871	10.9%	110	1,865	11.7%	111
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	871	10.9%	366	1,865	11.7%	364
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
2. Upscale Avenues	1,071	13.4%	236	1,925	12.1%	203
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	1,071	13.4%	948	1,925	12.1%	917
3. Uptown Individuals	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	1,755	21.9%	294	3,748	23.5%	303
Soccer Moms (4A)	984	12.3%	427	2,072	13.0%	423
Home Improvement (4B)	239	3.0%	174	562	3.5%	191
Middleburg (4C)	532	6.6%	233	1,114	7.0%	246
5. GenXurban	1,343	16.8%	147	2,481	15.5%	142
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
In Style (5B)	1,343	16.8%	747	2,481	15.5%	742
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
6. Cozy Country Living	196	2.4%	20	407	2.5%	22
Green Acres (6A)	196	2.4%	77	407	2.5%	77
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
7. Ethnic Enclaves	152	1.9%	27	300	1.9%	23
Up and Coming Families (7A)	152	1.9%	81	300	1.9%	76
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

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Tapestry LifeMode Groups	2017 Households			2017 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	8,008	100.0%		15,967	100.0%	
8. Middle Ground	2,620	32.7%	300	5,241	32.8%	323
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	2,227	27.8%	1,245	4,332	27.1%	1,349
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	393	4.9%	308	909	5.7%	373
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
10. Rustic Outposts	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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Tapestry Urbanization Groups	2017 Households			2017 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	8,008	100.0%		15,967	100.0%	
1. Principal Urban Center	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	2,227	27.8%	165	4,332	27.1%	151
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	2,227	27.8%	1,245	4,332	27.1%	1,349
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	1,736	21.7%	119	3,390	21.2%	125
In Style (5B)	1,343	16.8%	747	2,481	15.5%	742
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	393	4.9%	308	909	5.7%	373
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

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	Number	Percent	Index	Number	Percent	Index
Total:	8,008	100.0%		15,967	100.0%	
4. Suburban Periphery	3,317	41.4%	131	6,724	42.1%	130
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	871	10.9%	366	1,865	11.7%	364
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	1,071	13.4%	948	1,925	12.1%	917
Soccer Moms (4A)	984	12.3%	427	2,072	13.0%	423
Home Improvement (4B)	239	3.0%	174	562	3.5%	191
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	152	1.9%	81	300	1.9%	76
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	532	6.6%	71	1,114	7.0%	77
Middleburg (4C)	532	6.6%	233	1,114	7.0%	246
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
6. Rural	196	2.4%	15	407	2.5%	15
Green Acres (6A)	196	2.4%	77	407	2.5%	77
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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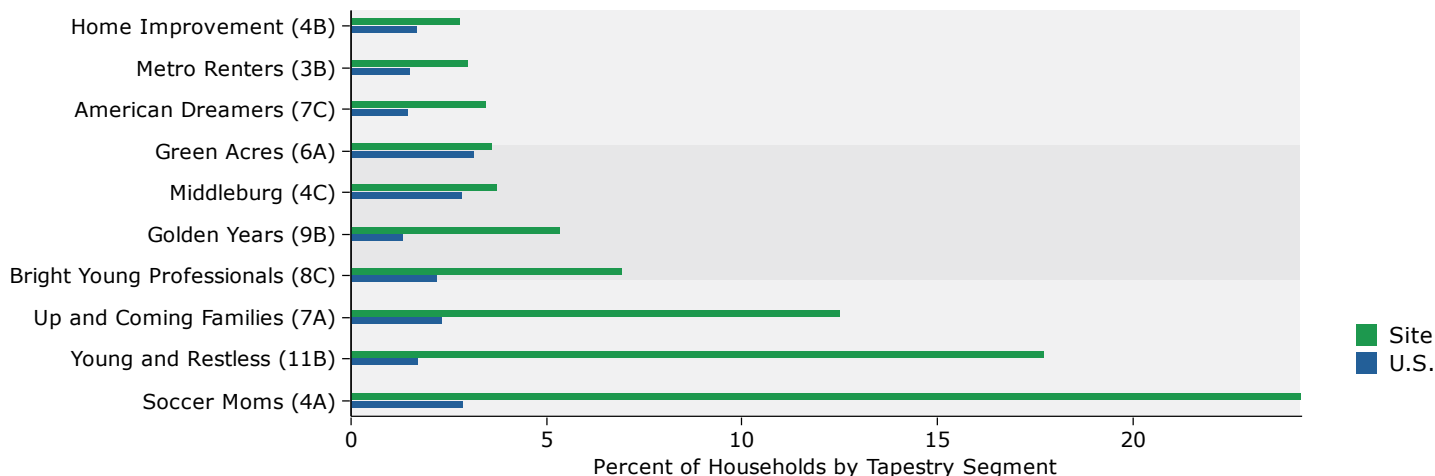
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		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Soccer Moms (4A)	24.3%	24.3%	2.9%	2.9%	846
2	Young and Restless (11B)	17.7%	42.0%	1.7%	4.6%	1,026
3	Up and Coming Families (7A)	12.5%	54.5%	2.4%	7.0%	532
4	Bright Young Professionals (8C)	6.9%	61.4%	2.2%	9.2%	311
5	Golden Years (9B)	5.4%	66.8%	1.3%	10.5%	400
Subtotal		66.8%		10.5%		
6	Middleburg (4C)	3.8%	70.6%	2.9%	13.4%	132
7	Green Acres (6A)	3.6%	74.2%	3.2%	16.6%	114
8	American Dreamers (7C)	3.5%	77.7%	1.5%	18.1%	234
9	Metro Renters (3B)	3.0%	80.7%	1.6%	19.7%	195
10	Home Improvement (4B)	2.8%	83.5%	1.7%	21.4%	165
Subtotal		16.7%		10.9%		
11	In Style (5B)	2.2%	85.7%	2.2%	23.6%	97
12	Exurbanites (1E)	2.1%	87.8%	1.9%	25.5%	109
13	NeWest Residents (13C)	1.9%	89.7%	0.8%	26.3%	243
14	Set to Impress (11D)	1.8%	91.5%	1.4%	27.7%	128
15	Parks and Rec (5C)	1.4%	92.9%	2.0%	29.7%	70
Subtotal		9.4%		8.3%		
16	Metro Fusion (11C)	1.3%	94.2%	1.4%	31.1%	92
17	Family Foundations (12A)	1.2%	95.4%	1.1%	32.2%	110
18	Pleasantville (2B)	1.0%	96.4%	2.2%	34.4%	47
19	Comfortable Empty Nesters (5A)	0.8%	97.2%	2.5%	36.9%	34
20	Southern Satellites (10A)	0.8%	98.0%	3.1%	40.0%	24
Subtotal		5.1%		10.3%		
Total		98.2%		40.0%		246

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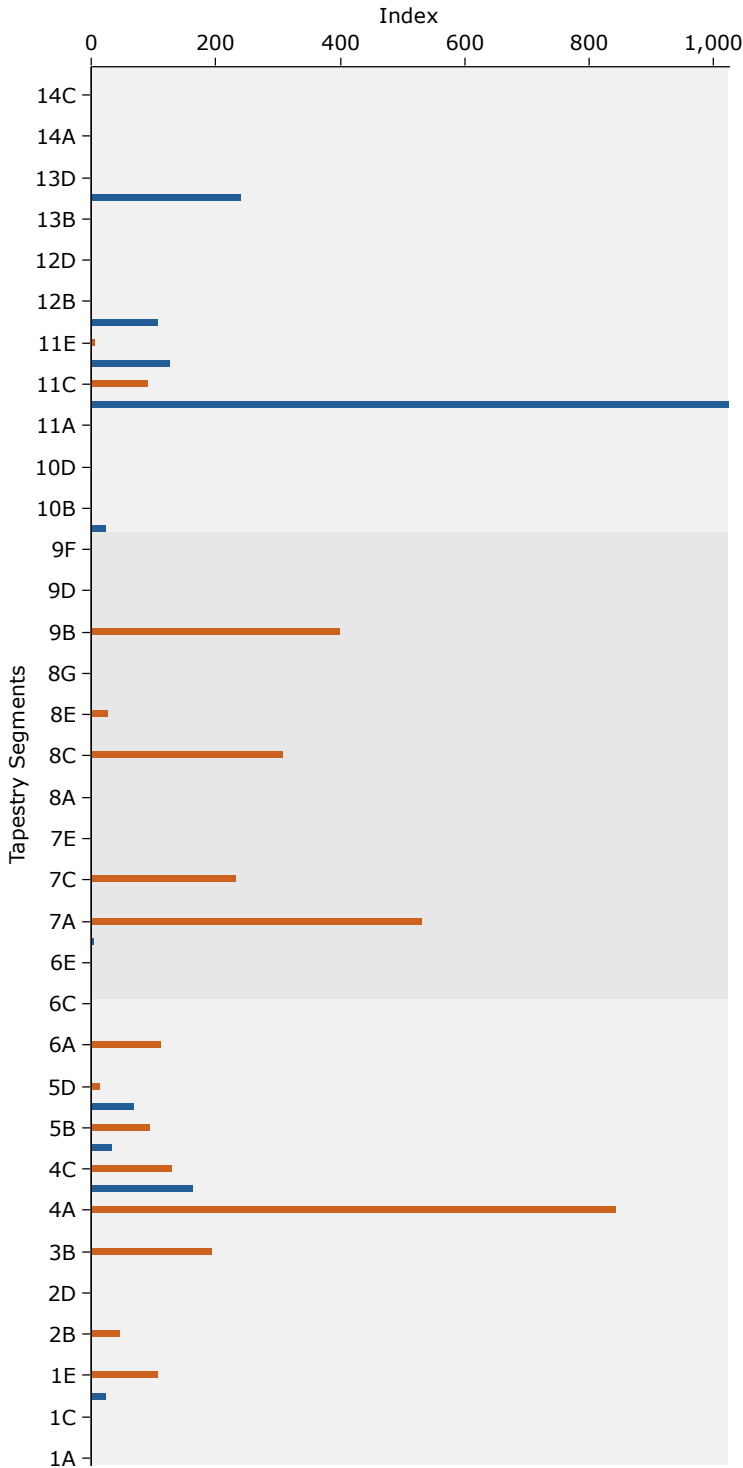


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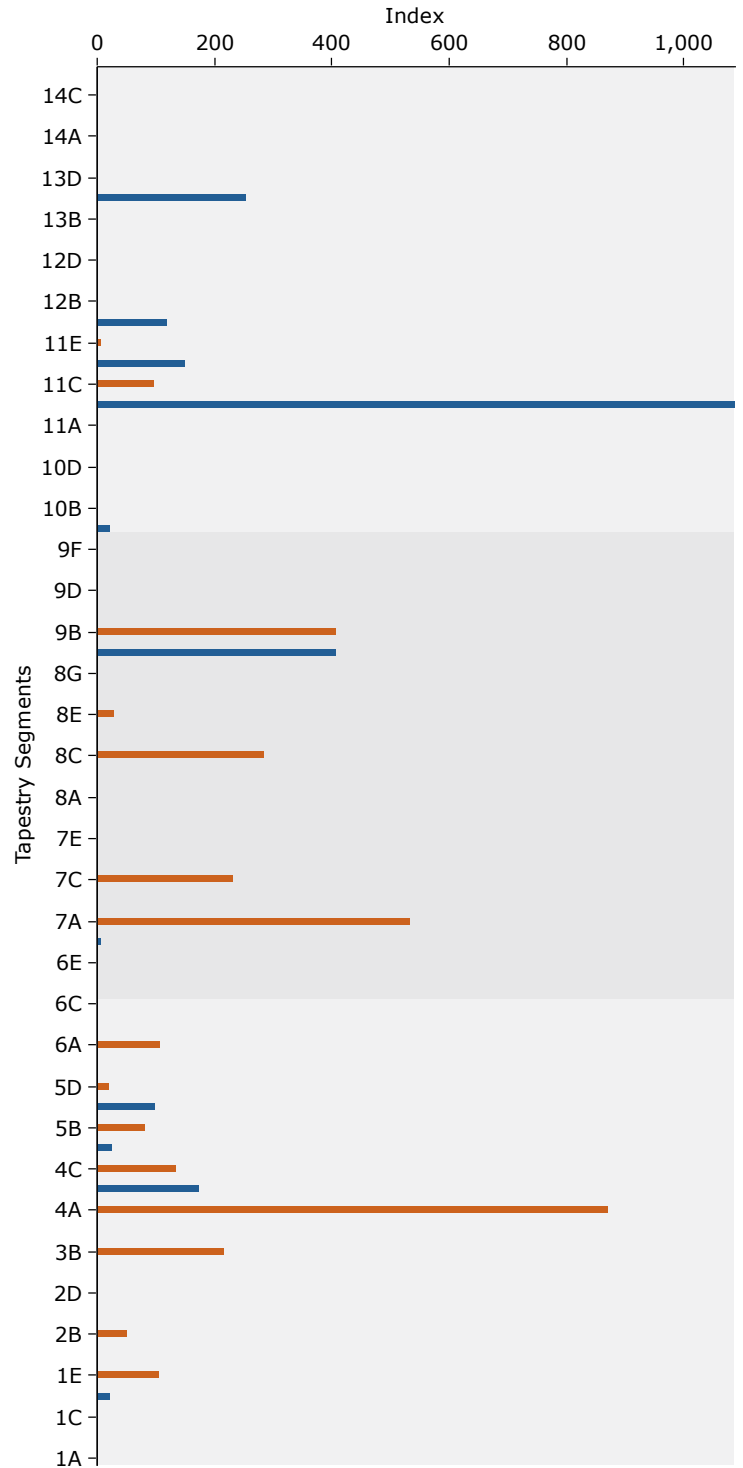
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	Number	Percent	Index	Number	Percent	Index
Total:	23,390	100.0%		44,369	100.0%	
1. Affluent Estates	671	2.9%	29	1,278	2.9%	27
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	173	0.7%	25	347	0.8%	24
Exurbanites (1E)	498	2.1%	109	931	2.1%	107
2. Upscale Avenues	244	1.0%	18	579	1.3%	22
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	244	1.0%	47	579	1.3%	53
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
3. Uptown Individuals	707	3.0%	82	1,175	2.6%	87
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	707	3.0%	195	1,175	2.6%	218
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	7,235	30.9%	416	14,982	33.8%	436
Soccer Moms (4A)	5,693	24.3%	846	11,850	26.7%	872
Home Improvement (4B)	661	2.8%	165	1,425	3.2%	174
Middleburg (4C)	881	3.8%	132	1,707	3.8%	136
5. GenXurban	1,122	4.8%	42	2,110	4.8%	44
Comfortable Empty Nesters (5A)	197	0.8%	34	278	0.6%	26
In Style (5B)	509	2.2%	97	780	1.8%	84
Parks and Rec (5C)	326	1.4%	70	859	1.9%	100
Rustbelt Traditions (5D)	90	0.4%	17	193	0.4%	21
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
6. Cozy Country Living	885	3.8%	32	1,683	3.8%	32
Green Acres (6A)	850	3.6%	114	1,603	3.6%	110
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	35	0.1%	6	80	0.2%	8
7. Ethnic Enclaves	3,744	16.0%	228	7,629	17.2%	211
Up and Coming Families (7A)	2,934	12.5%	532	5,891	13.3%	535
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	810	3.5%	234	1,738	3.9%	234
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

South Shore West
 2500 Marina Bay Dr, League City, Texas, 77573
 Drive Time Band: 5 - 10 minute radius

Prepared by Esri
 Latitude: 29.53204
 Longitude: -95.07110

Tapestry LifeMode Groups	2017 Households			2017 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	23,390	100.0%		44,369	100.0%	
8. Middle Ground	1,734	7.4%	68	2,760	6.2%	61
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	1,625	6.9%	311	2,548	5.7%	286
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	109	0.5%	29	212	0.5%	31
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	1,259	5.4%	93	2,161	4.9%	97
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	1,259	5.4%	400	2,161	4.9%	409
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
10. Rustic Outposts	177	0.8%	9	356	0.8%	10
Southern Satellites (10A)	177	0.8%	24	356	0.8%	25
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	4,893	20.9%	336	8,090	18.2%	331
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	4,152	17.8%	1,026	6,685	15.1%	1,089
Metro Fusion (11C)	306	1.3%	92	575	1.3%	98
Set to Impress (11D)	417	1.8%	128	797	1.8%	151
City Commons (11E)	18	0.1%	9	33	0.1%	9
12. Hometown	271	1.2%	19	578	1.3%	22
Family Foundations (12A)	271	1.2%	110	578	1.3%	120
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	448	1.9%	49	988	2.2%	49
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	448	1.9%	243	988	2.2%	255
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

South Shore West
 2500 Marina Bay Dr, League City, Texas, 77573
 Drive Time Band: 5 - 10 minute radius

Prepared by Esri
 Latitude: 29.53204
 Longitude: -95.07110

Tapestry Urbanization Groups	2017 Households			2017 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	23,390	100.0%		44,369	100.0%	
1. Principal Urban Center	1,155	4.9%	70	2,163	4.9%	73
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	707	3.0%	195	1,175	2.6%	218
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	448	1.9%	243	988	2.2%	255
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	3,102	13.3%	79	5,632	12.7%	71
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	90	0.4%	17	193	0.4%	21
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	810	3.5%	234	1,738	3.9%	234
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	1,625	6.9%	311	2,548	5.7%	286
Metro Fusion (11C)	306	1.3%	92	575	1.3%	98
Family Foundations (12A)	271	1.2%	110	578	1.3%	120
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	5,205	22.3%	122	8,507	19.2%	113
In Style (5B)	509	2.2%	97	780	1.8%	84
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	109	0.5%	29	212	0.5%	31
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	4,152	17.8%	1,026	6,685	15.1%	1,089
Set to Impress (11D)	417	1.8%	128	797	1.8%	151
City Commons (11E)	18	0.1%	9	33	0.1%	9
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

South Shore West
 2500 Marina Bay Dr, League City, Texas, 77573
 Drive Time Band: 5 - 10 minute radius

Prepared by Esri
 Latitude: 29.53204
 Longitude: -95.07110

Tapestry Urbanization Groups	2017 Households			2017 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	23,390	100.0%		44,369	100.0%	
4. Suburban Periphery	11,985	51.2%	162	24,321	54.8%	169
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	173	0.7%	25	347	0.8%	24
Exurbanites (1E)	498	2.1%	109	931	2.1%	107
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	244	1.0%	47	579	1.3%	53
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Soccer Moms (4A)	5,693	24.3%	846	11,850	26.7%	872
Home Improvement (4B)	661	2.8%	165	1,425	3.2%	174
Comfortable Empty Nesters (5A)	197	0.8%	34	278	0.6%	26
Parks and Rec (5C)	326	1.4%	70	859	1.9%	100
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	2,934	12.5%	532	5,891	13.3%	535
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	1,259	5.4%	400	2,161	4.9%	409
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	916	3.9%	42	1,787	4.0%	45
Middleburg (4C)	881	3.8%	132	1,707	3.8%	136
Heartland Communities (6F)	35	0.1%	6	80	0.2%	8
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
6. Rural	1,027	4.4%	26	1,959	4.4%	26
Green Acres (6A)	850	3.6%	114	1,603	3.6%	110
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	177	0.8%	24	356	0.8%	25
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

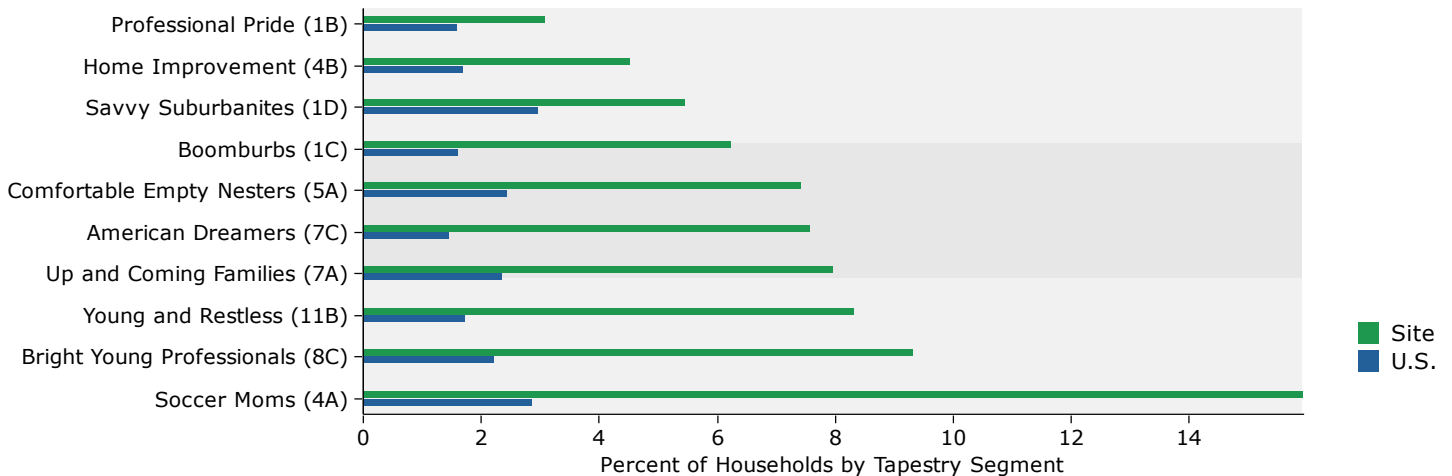
South Shore West
 2500 Marina Bay Dr, League City, Texas, 77573
 Drive Time Band: 10 - 15 minute radius

Prepared by Esri
 Latitude: 29.53204
 Longitude: -95.07110

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2017 Households		2017 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Soccer Moms (4A)	15.9%	15.9%	2.9%	2.9%	554
2	Bright Young Professionals (8C)	9.3%	25.2%	2.2%	5.1%	418
3	Young and Restless (11B)	8.3%	33.5%	1.7%	6.8%	482
4	Up and Coming Families (7A)	8.0%	41.5%	2.4%	9.2%	339
5	American Dreamers (7C)	7.6%	49.1%	1.5%	10.7%	512
Subtotal		49.1%		10.7%		
6	Comfortable Empty Nesters (5A)	7.4%	56.5%	2.5%	13.2%	303
7	Boomburbs (1C)	6.2%	62.7%	1.6%	14.8%	384
8	Savvy Suburbanites (1D)	5.5%	68.2%	3.0%	17.8%	184
9	Home Improvement (4B)	4.5%	72.7%	1.7%	19.5%	265
10	Professional Pride (1B)	3.1%	75.8%	1.6%	21.1%	193
Subtotal		26.7%		10.4%		
11	Parks and Rec (5C)	3.0%	78.8%	2.0%	23.1%	152
12	Down the Road (10D)	2.7%	81.5%	1.1%	24.2%	237
13	Retirement Communities (9E)	1.9%	83.4%	1.2%	25.4%	154
14	Metro Fusion (11C)	1.5%	84.9%	1.4%	26.8%	109
15	Old and Newcomers (8F)	1.4%	86.3%	2.3%	29.1%	60
Subtotal		10.5%		8.0%		
16	Exurbanites (1E)	1.4%	87.7%	1.9%	31.0%	70
17	In Style (5B)	1.2%	88.9%	2.2%	33.2%	56
18	Enterprising Professionals (2D)	1.1%	90.0%	1.4%	34.6%	81
19	NeWest Residents (13C)	1.0%	91.0%	0.8%	35.4%	129
20	Southern Satellites (10A)	1.0%	92.0%	3.1%	38.5%	32
Subtotal		5.7%		9.4%		
Total		92.3%		38.7%		239

Top Ten Tapestry Segments Site vs. U.S.



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Source: Esri

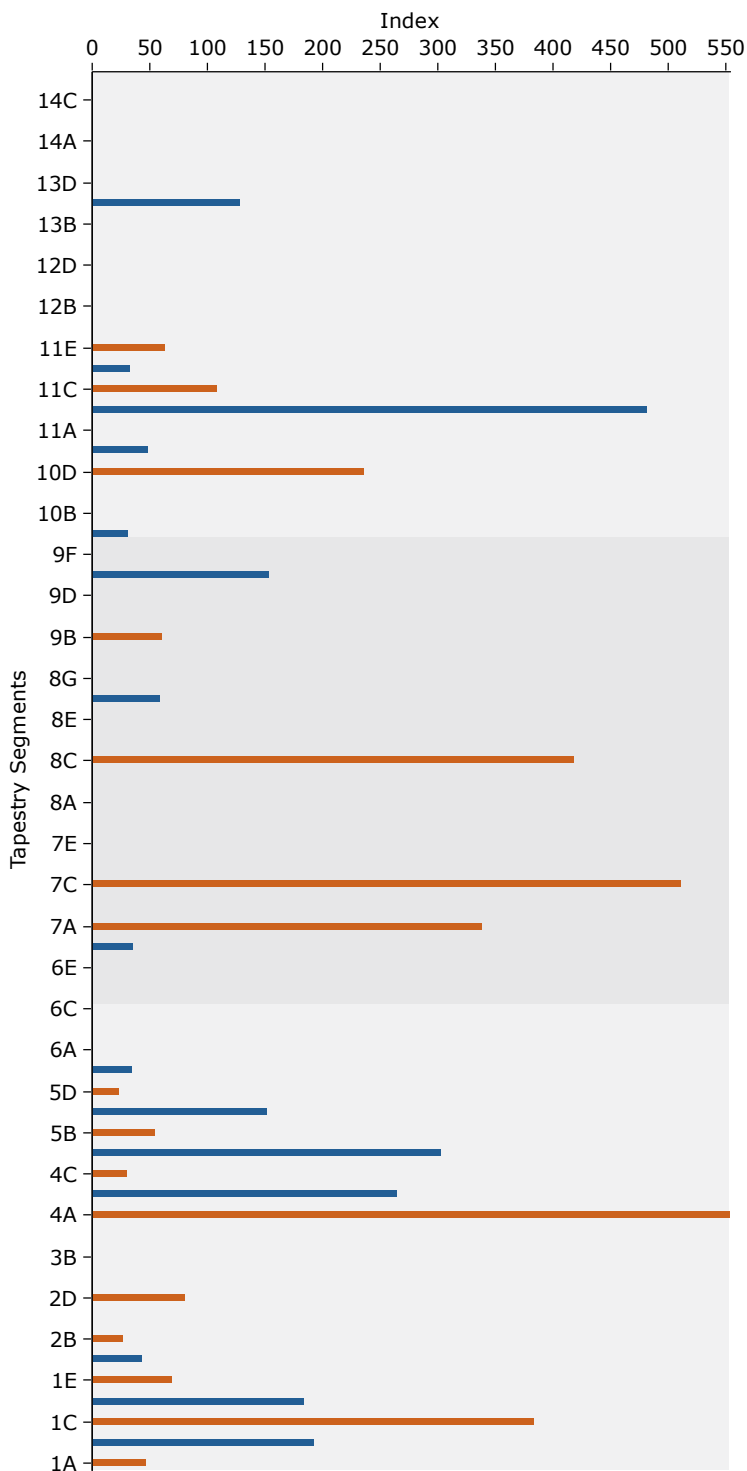


Tapestry Segmentation Area Profile

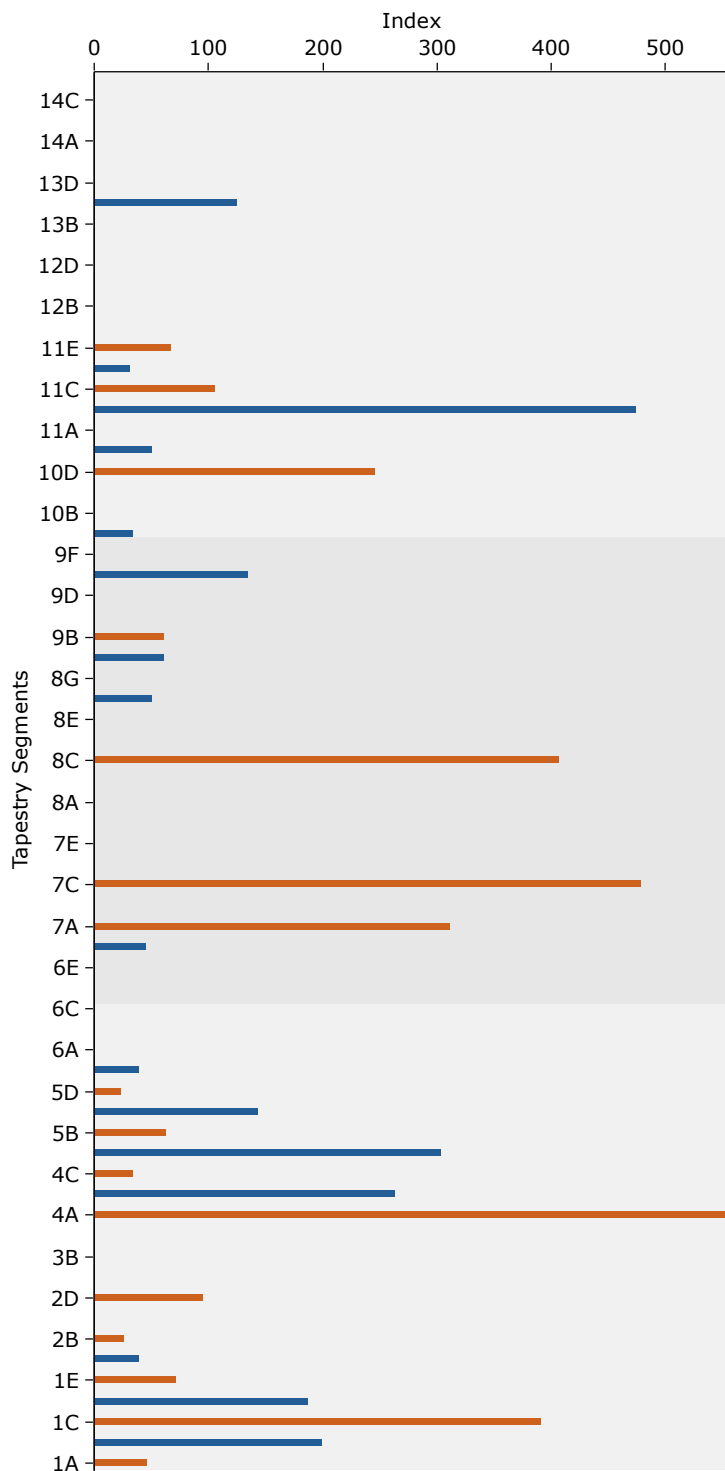
South Shore West
 2500 Marina Bay Dr, League City, Texas, 77573
 Drive Time Band: 10 - 15 minute radius

Prepared by Esri
 Latitude: 29.53204
 Longitude: -95.07110

2017 Tapestry Indexes by Households



2017 Tapestry Indexes by Total Population 18+



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Source: Esri



Tapestry Segmentation Area Profile

South Shore West
 2500 Marina Bay Dr, League City, Texas, 77573
 Drive Time Band: 10 - 15 minute radius

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 Latitude: 29.53204
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Tapestry LifeMode Groups	2017 Households			2017 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	48,968	100.0%		97,922	100.0%	
1. Affluent Estates	8,326	17.0%	172	18,303	18.7%	178
Top Tier (1A)	400	0.8%	48	833	0.9%	47
Professional Pride (1B)	1,523	3.1%	193	3,523	3.6%	200
Boomburbs (1C)	3,058	6.2%	384	6,629	6.8%	392
Savvy Suburbanites (1D)	2,676	5.5%	184	5,923	6.0%	188
Exurbanites (1E)	669	1.4%	70	1,395	1.4%	73
2. Upscale Avenues	1,150	2.3%	41	2,379	2.4%	41
Urban Chic (2A)	287	0.6%	44	492	0.5%	40
Pleasantville (2B)	304	0.6%	28	653	0.7%	27
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	559	1.1%	81	1,234	1.3%	96
3. Uptown Individuals	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	10,468	21.4%	287	22,517	23.0%	297
Soccer Moms (4A)	7,806	15.9%	554	16,767	17.1%	559
Home Improvement (4B)	2,225	4.5%	265	4,775	4.9%	264
Middleburg (4C)	437	0.9%	31	975	1.0%	35
5. GenXurban	6,428	13.1%	115	12,825	13.1%	120
Comfortable Empty Nesters (5A)	3,643	7.4%	303	7,335	7.5%	305
In Style (5B)	612	1.2%	56	1,308	1.3%	64
Parks and Rec (5C)	1,484	3.0%	152	2,751	2.8%	145
Rustbelt Traditions (5D)	261	0.5%	24	518	0.5%	25
Midlife Constants (5E)	428	0.9%	35	913	0.9%	40
6. Cozy Country Living	422	0.9%	7	972	1.0%	8
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	422	0.9%	37	972	1.0%	46
7. Ethnic Enclaves	7,623	15.6%	221	15,474	15.8%	194
Up and Coming Families (7A)	3,905	8.0%	339	7,610	7.8%	313
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	3,718	7.6%	512	7,864	8.0%	480
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

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Tapestry LifeMode Groups	2017 Households			2017 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	48,968	100.0%		97,922	100.0%	
8. Middle Ground	5,253	10.7%	98	9,028	9.2%	91
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	4,572	9.3%	418	8,023	8.2%	408
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	681	1.4%	60	1,005	1.0%	51
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	1,319	2.7%	47	2,076	2.1%	42
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	399	0.8%	61	727	0.7%	62
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	920	1.9%	154	1,349	1.4%	135
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
10. Rustic Outposts	2,137	4.4%	53	4,550	4.6%	56
Southern Satellites (10A)	492	1.0%	32	1,075	1.1%	35
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	1,323	2.7%	237	2,777	2.8%	246
Rural Bypasses (10E)	322	0.7%	49	698	0.7%	51
11. Midtown Singles	5,346	10.9%	175	8,718	8.9%	162
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	4,081	8.3%	482	6,439	6.6%	475
Metro Fusion (11C)	757	1.5%	109	1,372	1.4%	106
Set to Impress (11D)	227	0.5%	33	372	0.4%	32
City Commons (11E)	281	0.6%	64	535	0.5%	68
12. Hometown	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	496	1.0%	26	1,080	1.1%	25
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	496	1.0%	129	1,080	1.1%	126
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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Source: Esri



Tapestry Segmentation Area Profile

South Shore West
 2500 Marina Bay Dr, League City, Texas, 77573
 Drive Time Band: 10 - 15 minute radius

Prepared by Esri
 Latitude: 29.53204
 Longitude: -95.07110

Tapestry Urbanization Groups	2017 Households			2017 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	48,968	100.0%		97,922	100.0%	
1. Principal Urban Center	496	1.0%	14	1,080	1.1%	17
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	496	1.0%	129	1,080	1.1%	126
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	9,308	19.0%	113	17,777	18.2%	101
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	261	0.5%	24	518	0.5%	25
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	3,718	7.6%	512	7,864	8.0%	480
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	4,572	9.3%	418	8,023	8.2%	408
Metro Fusion (11C)	757	1.5%	109	1,372	1.4%	106
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	6,802	13.9%	76	11,008	11.2%	66
In Style (5B)	612	1.2%	56	1,308	1.3%	64
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	681	1.4%	60	1,005	1.0%	51
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	920	1.9%	154	1,349	1.4%	135
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	4,081	8.3%	482	6,439	6.6%	475
Set to Impress (11D)	227	0.5%	33	372	0.4%	32
City Commons (11E)	281	0.6%	64	535	0.5%	68
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

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Tapestry Urbanization Groups	2017 Households			2017 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	48,968	100.0%		97,922	100.0%	
4. Suburban Periphery	29,366	60.0%	189	61,560	62.9%	194
Top Tier (1A)	400	0.8%	48	833	0.9%	47
Professional Pride (1B)	1,523	3.1%	193	3,523	3.6%	200
Boomburbs (1C)	3,058	6.2%	384	6,629	6.8%	392
Savvy Suburbanites (1D)	2,676	5.5%	184	5,923	6.0%	188
Exurbanites (1E)	669	1.4%	70	1,395	1.4%	73
Urban Chic (2A)	287	0.6%	44	492	0.5%	40
Pleasantville (2B)	304	0.6%	28	653	0.7%	27
Enterprising Professionals (2D)	559	1.1%	81	1,234	1.3%	96
Soccer Moms (4A)	7,806	15.9%	554	16,767	17.1%	559
Home Improvement (4B)	2,225	4.5%	265	4,775	4.9%	264
Comfortable Empty Nesters (5A)	3,643	7.4%	303	7,335	7.5%	305
Parks and Rec (5C)	1,484	3.0%	152	2,751	2.8%	145
Midlife Constants (5E)	428	0.9%	35	913	0.9%	40
Up and Coming Families (7A)	3,905	8.0%	339	7,610	7.8%	313
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	399	0.8%	61	727	0.7%	62
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	2,182	4.5%	48	4,724	4.8%	54
Middleburg (4C)	437	0.9%	31	975	1.0%	35
Heartland Communities (6F)	422	0.9%	37	972	1.0%	46
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	1,323	2.7%	237	2,777	2.8%	246
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
6. Rural	814	1.7%	10	1,773	1.8%	11
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	492	1.0%	32	1,075	1.1%	35
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0%	0
Rural Bypasses (10E)	322	0.7%	49	698	0.7%	51
Unclassified (15)	0	0.0%	0	0	0.0%	0

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