



Tapestry Segmentation Area Profile

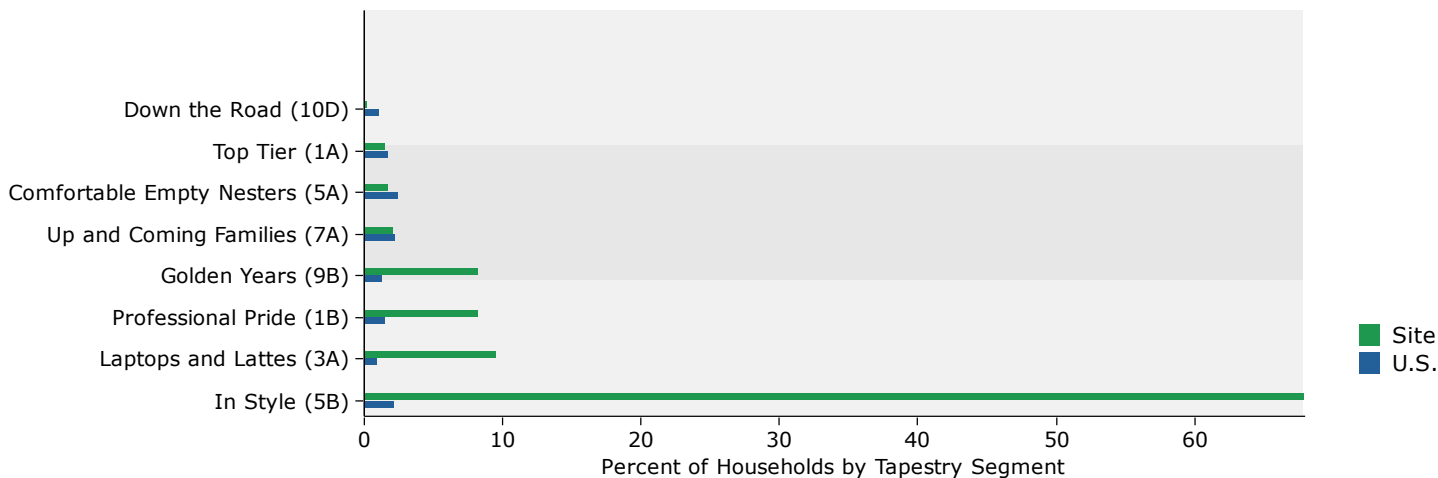
1400 Research Forest Dr, Spring, Texas, 77381
 Drive Time: 5 minute radius

Prepared by Esri
 Latitude: 30.17774
 Longitude: -95.45680

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2017 Households		2017 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	In Style (5B)	68.0%	68.0%	2.2%	2.2%	3029
2	Laptops and Lattes (3A)	9.6%	77.6%	1.1%	3.3%	907
3	Professional Pride (1B)	8.3%	85.9%	1.6%	4.9%	518
4	Golden Years (9B)	8.3%	94.2%	1.3%	6.2%	620
5	Up and Coming Families (7A)	2.1%	96.3%	2.4%	8.6%	88
Subtotal		96.3%		8.6%		
6	Comfortable Empty Nesters (5A)	1.7%	98.0%	2.5%	11.1%	71
7	Top Tier (1A)	1.6%	99.6%	1.7%	12.8%	93
8	Down the Road (10D)	0.3%	99.9%	1.1%	13.9%	26
Subtotal		3.6%		5.3%		
Total		100.0%		13.9%		718

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.

Source: Esri

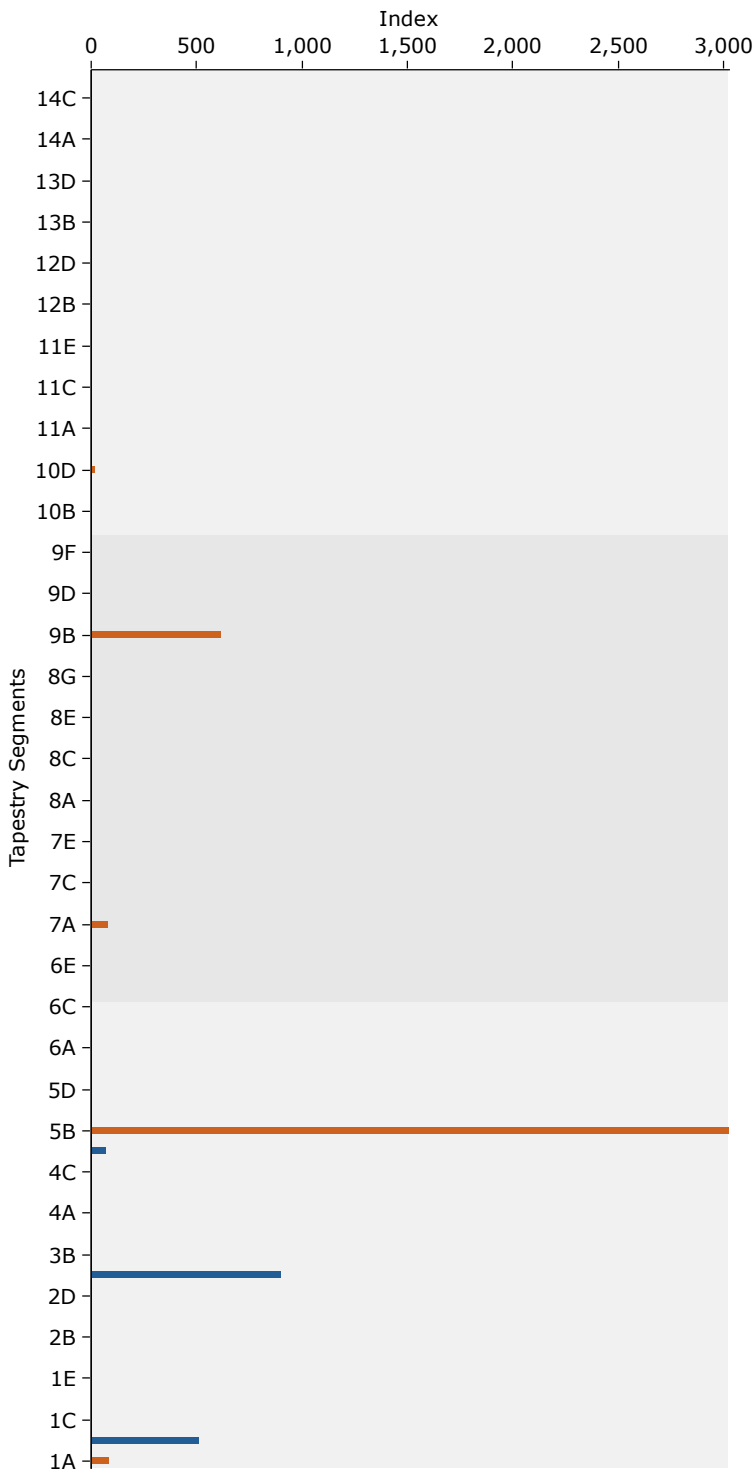


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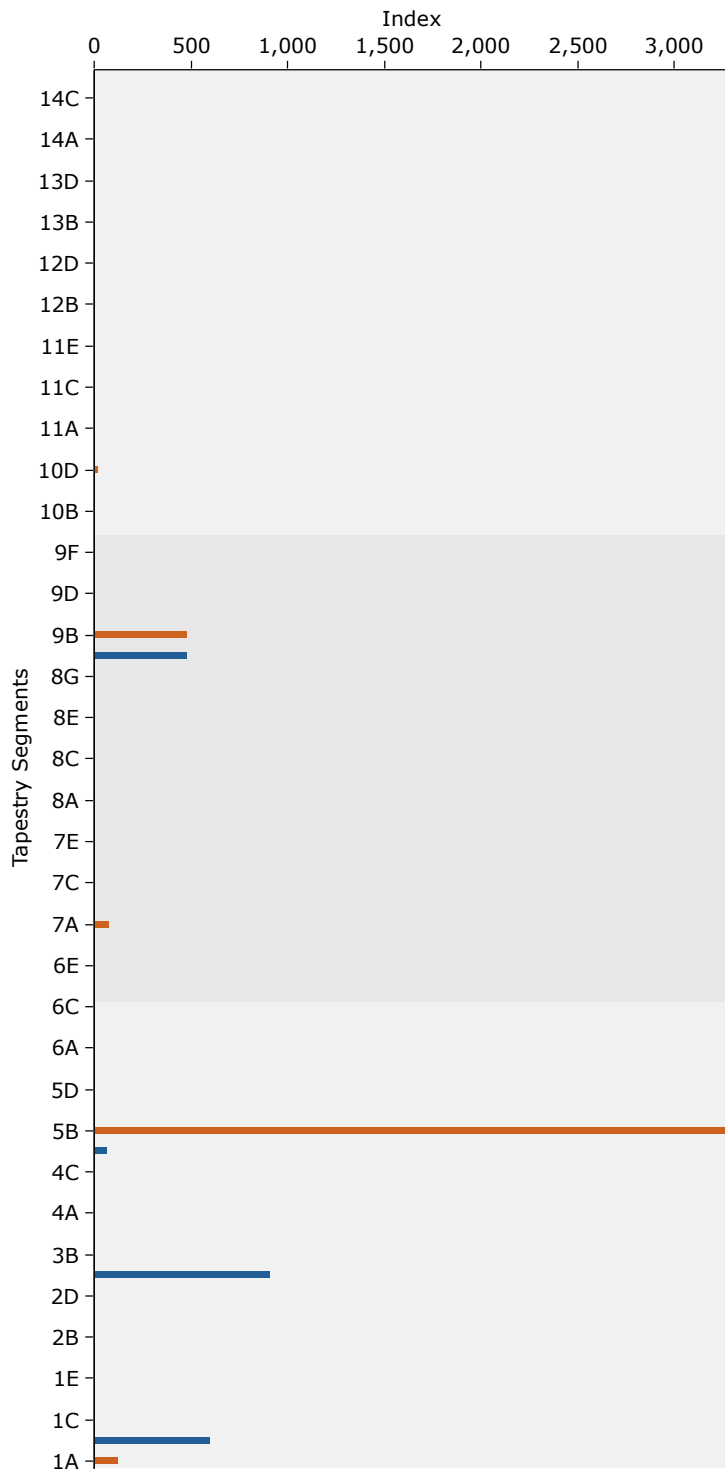
1400 Research Forest Dr, Spring, Texas, 77381
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2017 Tapestry Indexes by Households



2017 Tapestry Indexes by Total Population 18+



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Tapestry Segmentation Area Profile

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Tapestry LifeMode Groups	2017 Households			2017 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	2,015	100.0%		3,664	100.0%	
1. Affluent Estates	200	9.9%	101	480	13.1%	125
Top Tier (1A)	32	1.6%	93	82	2.2%	124
Professional Pride (1B)	168	8.3%	518	398	10.9%	605
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
2. Upscale Avenues	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
3. Uptown Individuals	194	9.6%	261	291	7.9%	261
Laptops and Lattes (3A)	194	9.6%	907	291	7.9%	913
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	0	0.0%	0	0	0.0%	0
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	0	0.0%	0	0	0.0%	0
5. GenXurban	1,405	69.7%	612	2,600	71.0%	649
Comfortable Empty Nesters (5A)	35	1.7%	71	67	1.8%	74
In Style (5B)	1,370	68.0%	3,029	2,533	69.1%	3,301
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	0	0.0%	0	0	0.0%	0
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)	0	0.0%	0	0	0.0%	0
7. Ethnic Enclaves	42	2.1%	30	71	1.9%	24
Up and Coming Families (7A)	42	2.1%	88	71	1.9%	78
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:	2,015	100.0%		3,664	100.0%	
8. Middle Ground	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	168	8.3%	144	210	5.7%	114
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	168	8.3%	620	210	5.7%	481
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	6	0.3%	4	12	0.3%	4
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)	6	0.3%	26	12	0.3%	28
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:	2,015	100.0%		3,664	100.0%	
1. Principal Urban Center	194	9.6%	136	291	7.9%	119
Laptops and Lattes (3A)	194	9.6%	907	291	7.9%	913
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	0	0.0%	0	0	0.0%	0
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)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
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	1,370	68.0%	372	2,533	69.1%	409
In Style (5B)	1,370	68.0%	3,029	2,533	69.1%	3,301
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
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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Tapestry Urbanization Groups	2017 Households			2017 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	2,015	100.0%		3,664	100.0%	
4. Suburban Periphery	445	22.1%	70	828	22.6%	70
Top Tier (1A)	32	1.6%	93	82	2.2%	124
Professional Pride (1B)	168	8.3%	518	398	10.9%	605
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	35	1.7%	71	67	1.8%	74
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)	42	2.1%	88	71	1.9%	78
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	168	8.3%	620	210	5.7%	481
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	6	0.3%	3	12	0.3%	4
Middleburg (4C)	0	0.0%	0	0	0.0%	0
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)	6	0.3%	26	12	0.3%	28
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
6. Rural	0	0.0%	0	0	0.0%	0
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)	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
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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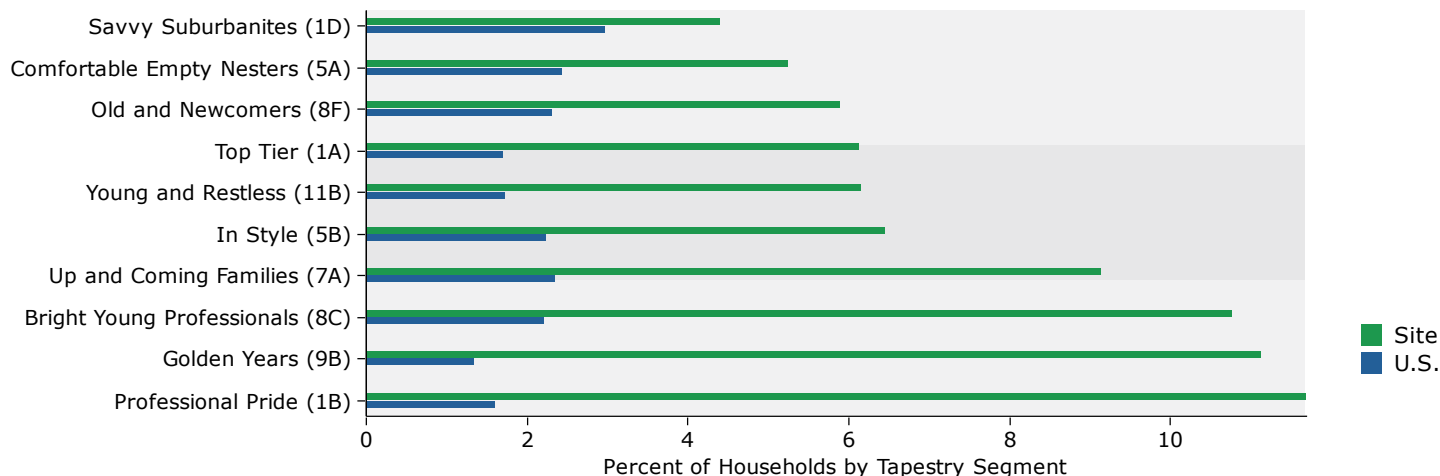
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Top Twenty Tapestry Segments

Rank	Tapestry Segment	2017 Households		2017 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Professional Pride (1B)	11.7%	11.7%	1.6%	1.6%	727
2	Golden Years (9B)	11.1%	22.8%	1.3%	2.9%	828
3	Bright Young Professionals (8C)	10.8%	33.6%	2.2%	5.1%	483
4	Up and Coming Families (7A)	9.1%	42.7%	2.4%	7.5%	388
5	In Style (5B)	6.5%	49.2%	2.2%	9.7%	288
Subtotal		49.2%		9.7%		
6	Young and Restless (11B)	6.2%	55.4%	1.7%	11.4%	356
7	Top Tier (1A)	6.1%	61.5%	1.7%	13.1%	358
8	Old and Newcomers (8F)	5.9%	67.4%	2.3%	15.4%	254
9	Comfortable Empty Nesters (5A)	5.3%	72.7%	2.5%	17.9%	214
10	Savvy Suburbanites (1D)	4.4%	77.1%	3.0%	20.9%	148
Subtotal		27.9%		11.2%		
11	Boomburbs (1C)	4.3%	81.4%	1.6%	22.5%	266
12	Laptops and Lattes (3A)	4.3%	85.7%	1.1%	23.6%	404
13	Retirement Communities (9E)	4.1%	89.8%	1.2%	24.8%	337
14	Exurbanites (1E)	3.8%	93.6%	1.9%	26.7%	194
15	Soccer Moms (4A)	3.7%	97.3%	2.9%	29.6%	129
Subtotal		20.2%		8.7%		
16	Green Acres (6A)	2.3%	99.6%	3.2%	32.8%	73
17	Down the Road (10D)	0.4%	100.0%	1.1%	33.9%	35
18	Metro Renters (3B)	0.0%	100.0%	1.6%	35.5%	1
Subtotal		2.7%		5.9%		
Total		100.0%		35.6%		281

Top Ten Tapestry Segments Site vs. U.S.



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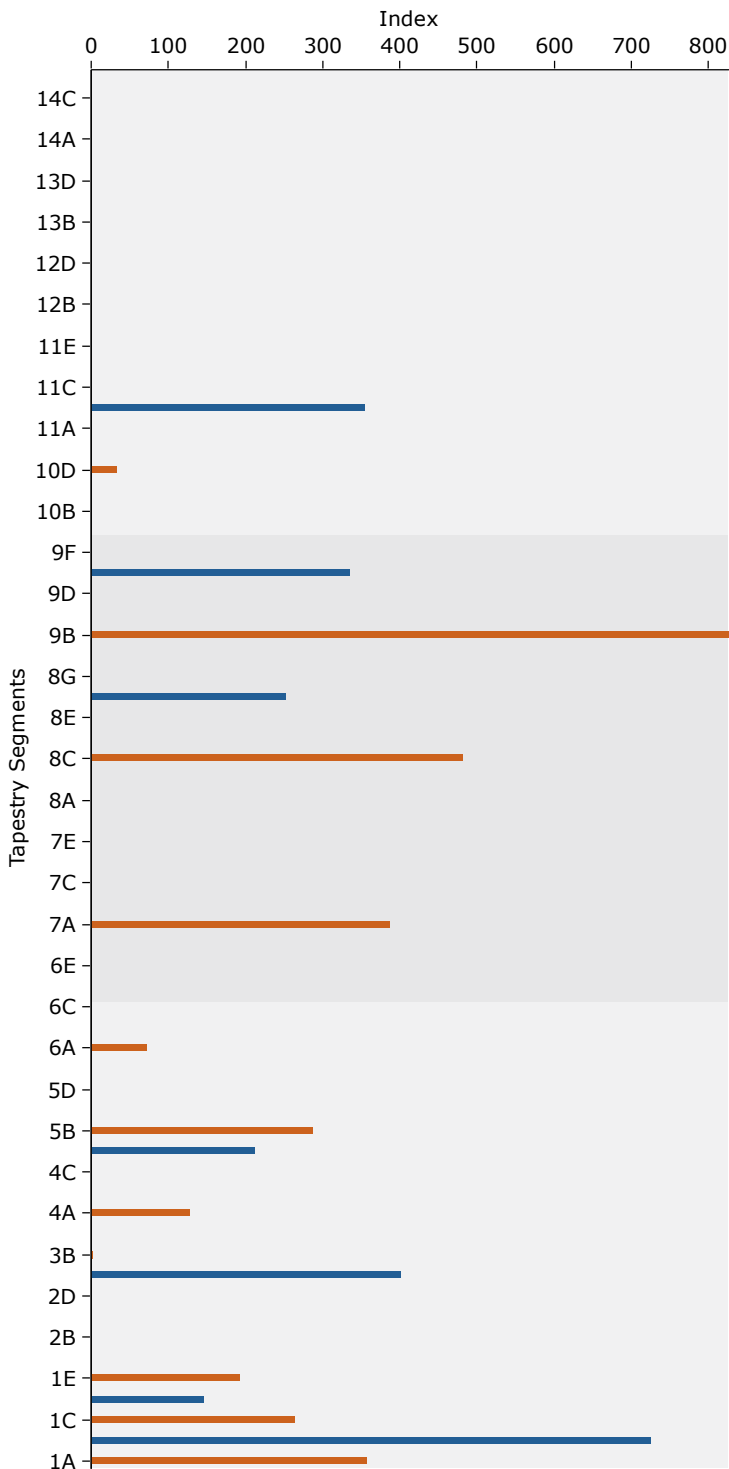


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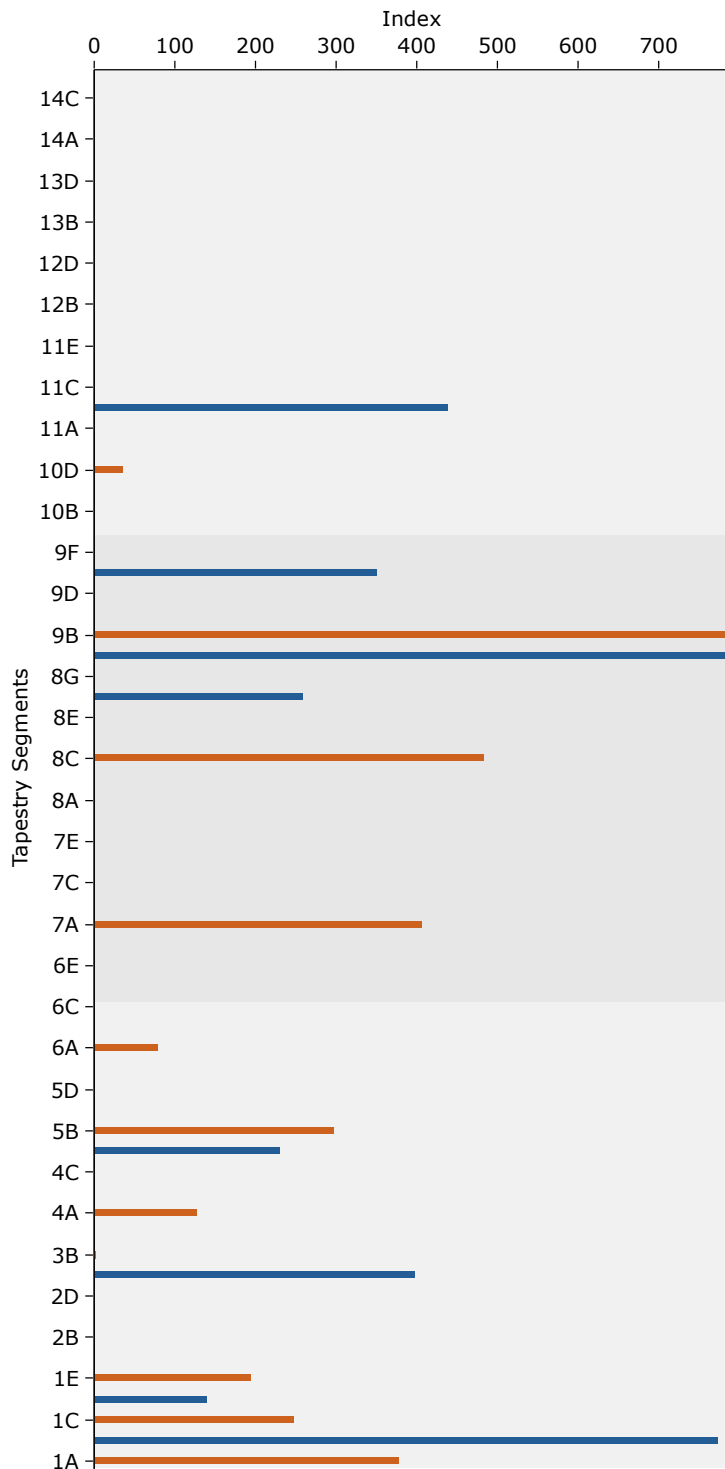
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2017 Tapestry Indexes by Total Population 18+



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Tapestry LifeMode Groups	2017 Households			2017 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	30,243	100.0%		58,592	100.0%	
1. Affluent Estates	9,176	30.3%	307	19,577	33.4%	318
Top Tier (1A)	1,859	6.1%	358	4,024	6.9%	379
Professional Pride (1B)	3,537	11.7%	727	8,144	13.9%	774
Boomburbs (1C)	1,308	4.3%	266	2,515	4.3%	249
Savvy Suburbanites (1D)	1,331	4.4%	148	2,658	4.5%	141
Exurbanites (1E)	1,141	3.8%	194	2,236	3.8%	196
2. Upscale Avenues	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
3. Uptown Individuals	1,301	4.3%	117	2,036	3.5%	114
Laptops and Lattes (3A)	1,296	4.3%	404	2,029	3.5%	398
Metro Renters (3B)	5	0.0%	1	7	0.0%	1
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	1,118	3.7%	50	2,292	3.9%	50
Soccer Moms (4A)	1,118	3.7%	129	2,292	3.9%	128
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	0	0.0%	0	0	0.0%	0
5. GenXurban	3,544	11.7%	103	6,975	11.9%	109
Comfortable Empty Nesters (5A)	1,589	5.3%	214	3,321	5.7%	231
In Style (5B)	1,955	6.5%	288	3,654	6.2%	298
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	699	2.3%	19	1,568	2.7%	23
Green Acres (6A)	699	2.3%	73	1,568	2.7%	81
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	2,766	9.1%	130	5,926	10.1%	124
Up and Coming Families (7A)	2,766	9.1%	388	5,926	10.1%	408
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

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

1400 Research Forest Dr, Spring, Texas, 77381
 Drive Time: 10 minute radius

Prepared by Esri
 Latitude: 30.17774
 Longitude: -95.45680

Tapestry LifeMode Groups	2017 Households			2017 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	30,243	100.0%		58,592	100.0%	
8. Middle Ground	5,045	16.7%	153	8,774	15.0%	147
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)	3,259	10.8%	483	5,705	9.7%	484
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)	1,786	5.9%	254	3,069	5.2%	261
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	4,609	15.2%	263	7,629	13.0%	260
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	3,368	11.1%	828	5,525	9.4%	792
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)	1,241	4.1%	337	2,104	3.6%	352
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
10. Rustic Outposts	122	0.4%	5	250	0.4%	5
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)	122	0.4%	35	250	0.4%	37
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	1,863	6.2%	99	3,565	6.1%	110
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	1,863	6.2%	356	3,565	6.1%	440
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

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

1400 Research Forest Dr, Spring, Texas, 77381
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Prepared by Esri
 Latitude: 30.17774
 Longitude: -95.45680

Tapestry Urbanization Groups	2017 Households			2017 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	30,243	100.0%		58,592	100.0%	
1. Principal Urban Center	1,301	4.3%	61	2,036	3.5%	52
Laptops and Lattes (3A)	1,296	4.3%	404	2,029	3.5%	398
Metro Renters (3B)	5	0.0%	1	7	0.0%	1
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	3,259	10.8%	64	5,705	9.7%	54
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)	3,259	10.8%	483	5,705	9.7%	484
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	6,845	22.6%	124	12,392	21.1%	125
In Style (5B)	1,955	6.5%	288	3,654	6.2%	298
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)	1,786	5.9%	254	3,069	5.2%	261
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	1,241	4.1%	337	2,104	3.6%	352
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	1,863	6.2%	356	3,565	6.1%	440
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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Tapestry Segmentation Area Profile

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Tapestry Urbanization Groups	2017 Households			2017 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	30,243	100.0%		58,592	100.0%	
4. Suburban Periphery	18,017	59.6%	188	36,641	62.5%	193
Top Tier (1A)	1,859	6.1%	358	4,024	6.9%	379
Professional Pride (1B)	3,537	11.7%	727	8,144	13.9%	774
Boomburbs (1C)	1,308	4.3%	266	2,515	4.3%	249
Savvy Suburbanites (1D)	1,331	4.4%	148	2,658	4.5%	141
Exurbanites (1E)	1,141	3.8%	194	2,236	3.8%	196
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Soccer Moms (4A)	1,118	3.7%	129	2,292	3.9%	128
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	1,589	5.3%	214	3,321	5.7%	231
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)	2,766	9.1%	388	5,926	10.1%	408
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	3,368	11.1%	828	5,525	9.4%	792
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	122	0.4%	4	250	0.4%	5
Middleburg (4C)	0	0.0%	0	0	0.0%	0
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)	122	0.4%	35	250	0.4%	37
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
6. Rural	699	2.3%	14	1,568	2.7%	16
Green Acres (6A)	699	2.3%	73	1,568	2.7%	81
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

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

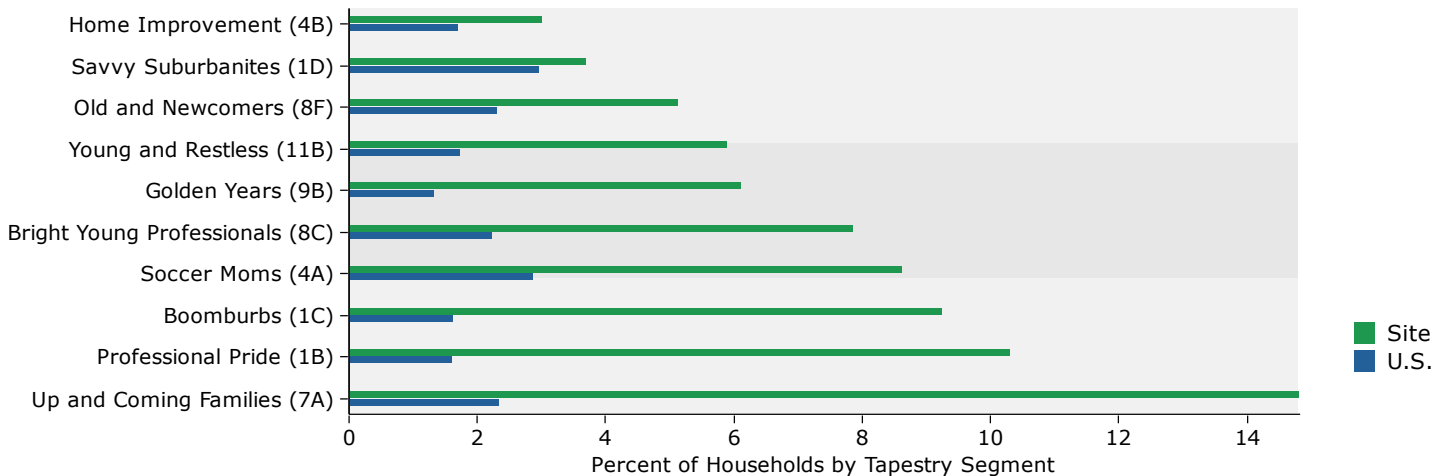
1400 Research Forest Dr, Spring, Texas, 77381
 Drive Time: 15 minute radius

Prepared by Esri
 Latitude: 30.17774
 Longitude: -95.45680

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2017 Households		2017 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Up and Coming Families (7A)	14.8%	14.8%	2.4%	2.4%	629
2	Professional Pride (1B)	10.3%	25.1%	1.6%	4.0%	641
3	Boomburbs (1C)	9.3%	34.4%	1.6%	5.6%	569
4	Soccer Moms (4A)	8.6%	43.0%	2.9%	8.5%	301
5	Bright Young Professionals (8C)	7.9%	50.9%	2.2%	10.7%	352
Subtotal		50.9%		10.7%		
6	Golden Years (9B)	6.1%	57.0%	1.3%	12.0%	455
7	Young and Restless (11B)	5.9%	62.9%	1.7%	13.7%	341
8	Old and Newcomers (8F)	5.1%	68.0%	2.3%	16.0%	221
9	Savvy Suburbanites (1D)	3.7%	71.7%	3.0%	19.0%	125
10	Home Improvement (4B)	3.0%	74.7%	1.7%	20.7%	176
Subtotal		23.8%		10.0%		
11	Top Tier (1A)	3.0%	77.7%	1.7%	22.4%	176
12	Comfortable Empty Nesters (5A)	3.0%	80.7%	2.5%	24.9%	122
13	In Style (5B)	2.6%	83.3%	2.2%	27.1%	115
14	Middleburg (4C)	2.3%	85.6%	2.9%	30.0%	80
15	Retirement Communities (9E)	2.2%	87.8%	1.2%	31.2%	183
Subtotal		13.1%		10.5%		
16	Exurbanites (1E)	2.0%	89.8%	1.9%	33.1%	101
17	Barrios Urbanos (7D)	1.8%	91.6%	1.0%	34.1%	167
18	Laptops and Lattes (3A)	1.5%	93.1%	1.1%	35.2%	141
19	NeWest Residents (13C)	1.4%	94.5%	0.8%	36.0%	174
20	City Commons (11E)	1.3%	95.8%	0.9%	36.9%	141
Subtotal		8.0%		5.7%		
Total		95.8%		37.0%		259

Top Ten Tapestry Segments Site vs. U.S.



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Source: Esri

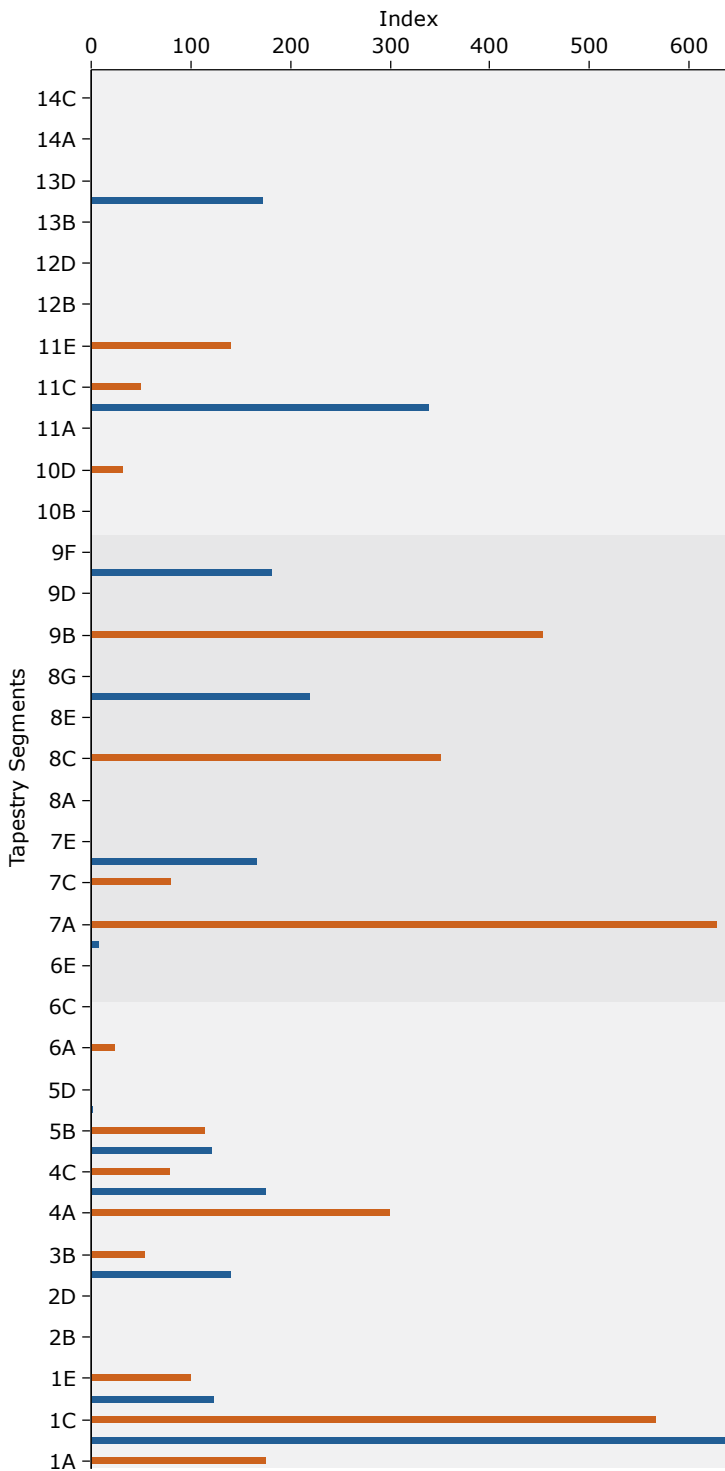


Tapestry Segmentation Area Profile

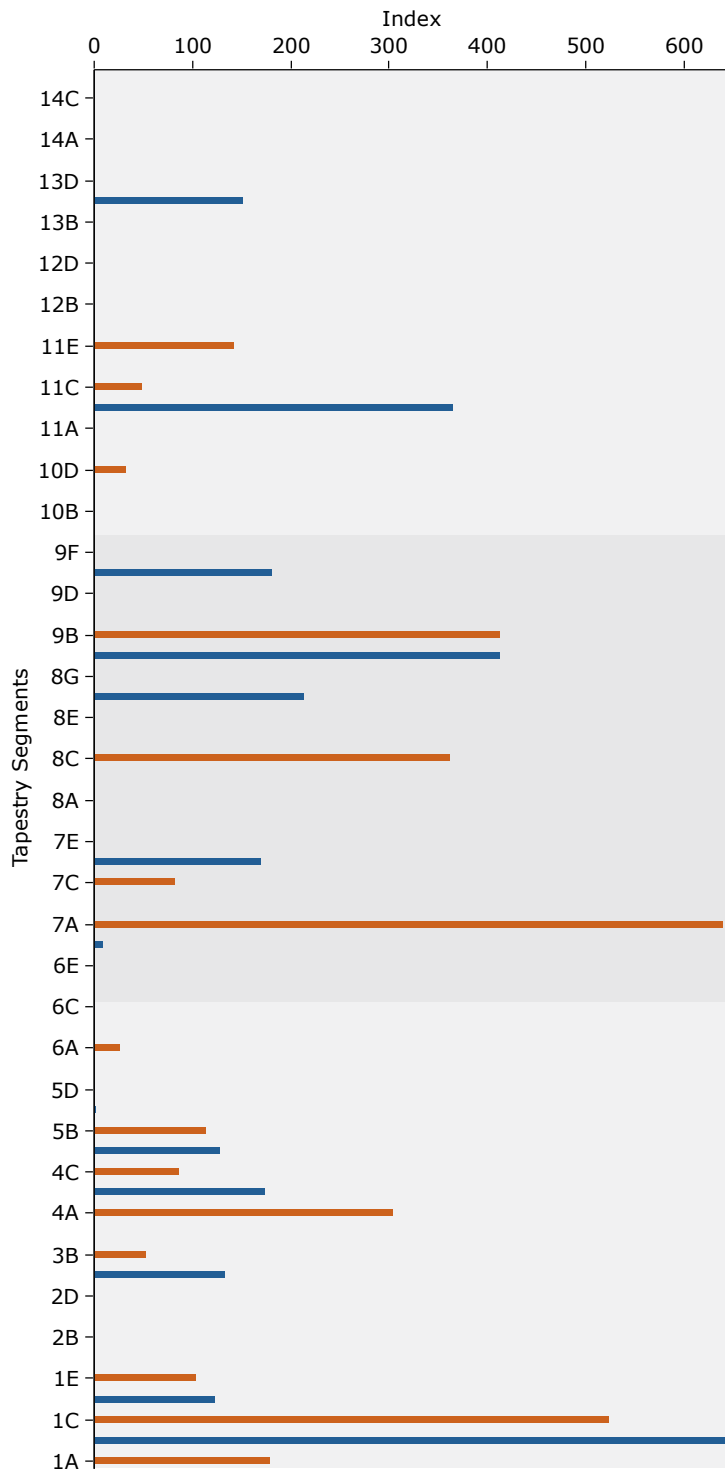
1400 Research Forest Dr, Spring, Texas, 77381
 Drive Time: 15 minute radius

Prepared by Esri
 Latitude: 30.17774
 Longitude: -95.45680

2017 Tapestry Indexes by Households



2017 Tapestry Indexes by Total Population 18+



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

1400 Research Forest Dr, Spring, Texas, 77381
 Drive Time: 15 minute radius

Prepared by Esri
 Latitude: 30.17774
 Longitude: -95.45680

Tapestry LifeMode Groups	2017 Households			2017 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	86,724	100.0%		173,843	100.0%	
1. Affluent Estates	24,518	28.3%	286	52,149	30.0%	286
Top Tier (1A)	2,617	3.0%	176	5,681	3.3%	180
Professional Pride (1B)	8,950	10.3%	641	20,307	11.7%	650
Boomburbs (1C)	8,024	9.3%	568	15,733	9.1%	525
Savvy Suburbanites (1D)	3,214	3.7%	125	6,914	4.0%	124
Exurbanites (1E)	1,713	2.0%	101	3,514	2.0%	104
2. Upscale Avenues	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
3. Uptown Individuals	2,041	2.4%	64	3,145	1.8%	60
Laptops and Lattes (3A)	1,296	1.5%	141	2,029	1.2%	134
Metro Renters (3B)	745	0.9%	55	1,116	0.6%	53
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	12,092	13.9%	187	26,131	15.0%	194
Soccer Moms (4A)	7,494	8.6%	301	16,256	9.4%	305
Home Improvement (4B)	2,621	3.0%	176	5,575	3.2%	174
Middleburg (4C)	1,977	2.3%	80	4,300	2.5%	87
5. GenXurban	4,872	5.6%	49	9,768	5.6%	51
Comfortable Empty Nesters (5A)	2,597	3.0%	122	5,494	3.2%	129
In Style (5B)	2,238	2.6%	115	4,186	2.4%	115
Parks and Rec (5C)	37	0.0%	2	88	0.1%	3
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	889	1.0%	9	1,960	1.1%	10
Green Acres (6A)	699	0.8%	25	1,568	0.9%	27
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)	190	0.2%	9	392	0.2%	10
7. Ethnic Enclaves	15,422	17.8%	253	33,793	19.4%	238
Up and Coming Families (7A)	12,859	14.8%	629	27,633	15.9%	641
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	1,042	1.2%	81	2,455	1.4%	84
Barrios Urbanos (7D)	1,521	1.8%	167	3,705	2.1%	170
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:	86,724	100.0%		173,843	100.0%	
8. Middle Ground	11,278	13.0%	119	20,178	11.6%	114
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)	6,819	7.9%	352	12,675	7.3%	363
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)	4,459	5.1%	221	7,503	4.3%	215
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	7,239	8.3%	144	11,794	6.8%	135
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	5,306	6.1%	455	8,565	4.9%	414
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)	1,933	2.2%	183	3,229	1.9%	182
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
10. Rustic Outposts	323	0.4%	5	677	0.4%	5
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)	323	0.4%	33	677	0.4%	34
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	6,858	7.9%	127	11,941	6.9%	125
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	5,123	5.9%	341	8,798	5.1%	366
Metro Fusion (11C)	635	0.7%	51	1,142	0.7%	50
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	1,100	1.3%	141	2,001	1.2%	143
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	1,192	1.4%	35	2,307	1.3%	29
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)	1,192	1.4%	174	2,307	1.3%	152
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

1400 Research Forest Dr, Spring, Texas, 77381
 Drive Time: 15 minute radius

Prepared by Esri
 Latitude: 30.17774
 Longitude: -95.45680

Tapestry Urbanization Groups	2017 Households			2017 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	86,724	100.0%		173,843	100.0%	
1. Principal Urban Center	3,233	3.7%	53	5,452	3.1%	47
Laptops and Lattes (3A)	1,296	1.5%	141	2,029	1.2%	134
Metro Renters (3B)	745	0.9%	55	1,116	0.6%	53
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)	1,192	1.4%	174	2,307	1.3%	152
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	10,017	11.6%	69	19,977	11.5%	64
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)	1,042	1.2%	81	2,455	1.4%	84
Barrios Urbanos (7D)	1,521	1.8%	167	3,705	2.1%	170
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)	6,819	7.9%	352	12,675	7.3%	363
Metro Fusion (11C)	635	0.7%	51	1,142	0.7%	50
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	14,853	17.1%	94	25,717	14.8%	87
In Style (5B)	2,238	2.6%	115	4,186	2.4%	115
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)	4,459	5.1%	221	7,503	4.3%	215
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	1,933	2.2%	183	3,229	1.9%	182
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	5,123	5.9%	341	8,798	5.1%	366
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	1,100	1.3%	141	2,001	1.2%	143
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:	86,724	100.0%		173,843	100.0%	
4. Suburban Periphery	55,432	63.9%	202	115,760	66.6%	205
Top Tier (1A)	2,617	3.0%	176	5,681	3.3%	180
Professional Pride (1B)	8,950	10.3%	641	20,307	11.7%	650
Boomburbs (1C)	8,024	9.3%	568	15,733	9.1%	525
Savvy Suburbanites (1D)	3,214	3.7%	125	6,914	4.0%	124
Exurbanites (1E)	1,713	2.0%	101	3,514	2.0%	104
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Soccer Moms (4A)	7,494	8.6%	301	16,256	9.4%	305
Home Improvement (4B)	2,621	3.0%	176	5,575	3.2%	174
Comfortable Empty Nesters (5A)	2,597	3.0%	122	5,494	3.2%	129
Parks and Rec (5C)	37	0.0%	2	88	0.1%	3
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	12,859	14.8%	629	27,633	15.9%	641
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	5,306	6.1%	455	8,565	4.9%	414
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	2,490	2.9%	31	5,369	3.1%	34
Middleburg (4C)	1,977	2.3%	80	4,300	2.5%	87
Heartland Communities (6F)	190	0.2%	9	392	0.2%	10
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)	323	0.4%	33	677	0.4%	34
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
6. Rural	699	0.8%	5	1,568	0.9%	5
Green Acres (6A)	699	0.8%	25	1,568	0.9%	27
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
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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