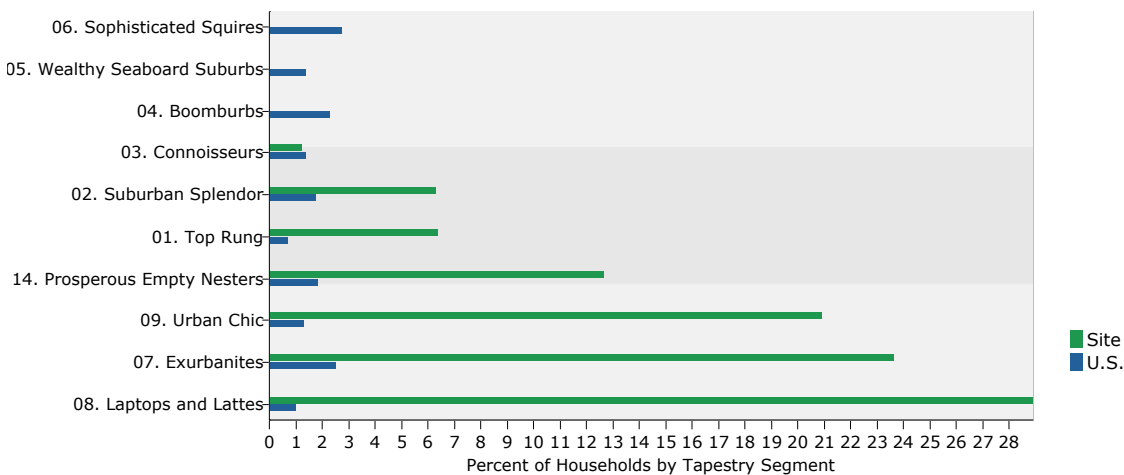# Tapestry Segmentation Area Profile

Sample St. Louis Drive Time Summary Report
-90.5151002786 38.6262112529626
Drive Time: 3 minutes

Prepared By Business Analyst Desktop
Latitude: 38.626211
Longitude: -90.5151

Top Twenty Tapestry Segments (Tapestry descriptions can be found at: http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf)

| | | Households | | U.S. Households | | |
| | | | Cumulative | | Cumulative | |
Rank	Tapestry Segment	Percent	Percent	Percent	Percent	Index
1	08. Laptops and Lattes	28.9%	28.9%	1.0%	1.0%	2843
2	07. Exurbanites	23.6%	52.5%	2.5%	3.5%	940
3	09. Urban Chic	20.9%	73.5%	1.3%	4.9%	1577
4	14. Prosperous Empty Nesters	12.7%	86.1%	1.8%	6.7%	691
5	01. Top Rung	6.3%	92.5%	0.7%	7.4%	921
	Subtotal	92.5%		7.4%		
6	02. Suburban Splendor	6.3%	98.8%	1.7%	9.1%	361
7	03. Connoisseurs	1.2%	100.0%	1.4%	10.5%	89
8	04. Boomburbs	0.0%	100.0%	2.3%	12.8%	0
9	05. Wealthy Seaboard Suburbs	0.0%	100.0%	1.4%	14.2%	0
10	06. Sophisticated Squires	0.0%	100.0%	2.7%	16.9%	0
	Subtotal	7.5%		9.5%		
11	10. Pleasant-Ville	0.0%	100.0%	1.7%	18.6%	0
12	11. Pacific Heights	0.0%	100.0%	0.6%	19.2%	0
13	12. Up and Coming Families	0.0%	100.0%	3.5%	22.7%	0
14	13. In Style	0.0%	100.0%	2.5%	25.2%	0
15	15. Silver and Gold	0.0%	100.0%	0.9%	26.2%	0
	Subtotal	0.0%		9.3%		
16	16. Enterprising Professionals	0.0%	100.0%	1.7%	27.9%	0
17	17. Green Acres	0.0%	100.0%	3.2%	31.1%	0
18	18. Cozy and Comfortable	0.0%	100.0%	2.8%	33.9%	0
19	19. Milk and Cookies	0.0%	100.0%	2.0%	35.9%	0
20	20. City Lights	0.0%	100.0%	1.0%	36.9%	0
	Subtotal	0.0%		10.7%		
	Total	100.0%		36.9%		271

Top Ten Tapestry Segments Site vs. U.S.

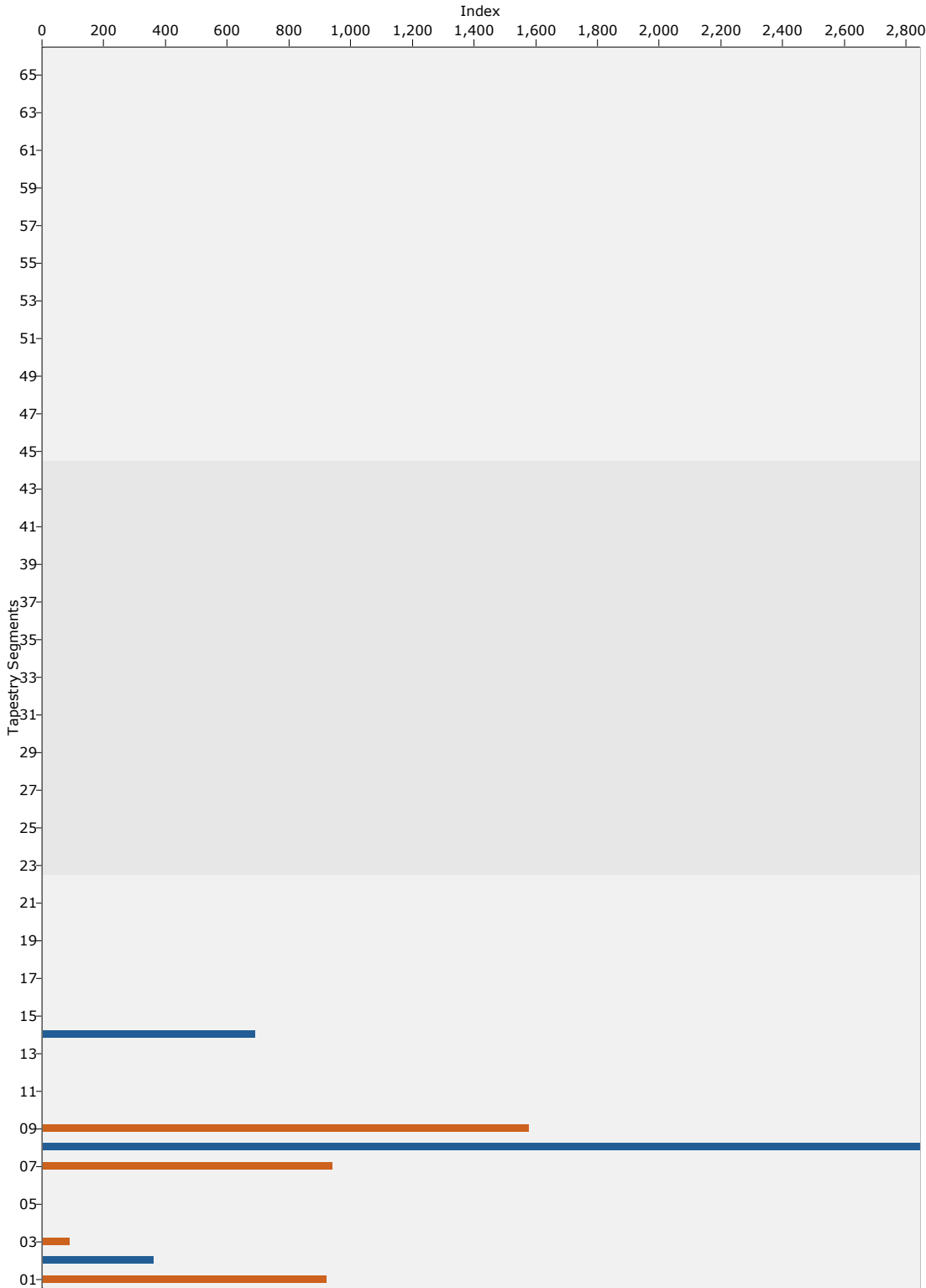Percent of Households by Tapestry Segment

■ Site
■ U.S.

June 20, 2012

Tapestry Segmentation Area Profile

Sample St. Louis Drive Time Summary Report
-90.5151002786 38.6262112529626
Drive Time: 3 minutes

Prepared By Business Analyst Desktop
Latitude: 38.626211
Longitude: -90.5151

Tapestry Indexes by Households

Source: ESRI

DBPdata.wordpress.com

www.esri.com/ba   800-447-9778 Try it Now!

Tapestry Segmentation Area Profile

Sample St. Louis Drive Time Summary Report
-90.5151002786 38.6262112529626
Drive Time: 3 minutes

Prepared By Business Analyst Desktop
Latitude: 38.626211
Longitude: -90.5151

Tapestry LifeMode Groups	2010 Households		
	Number	Percent	Index
Total:	2,383	100.0%	
L1. High Society	893	37.5%	294
01 Top Rung	151	6.3%	921
02 Suburban Splendor	150	6.3%	361
03 Connoisseurs	29	1.2%	89
04 Boomburbs	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0
07 Exurbanites	563	23.6%	940
L2. Upscale Avenues	499	20.9%	151
09 Urban Chic	499	20.9%	1577
10 Pleasant-Ville	0	0.0%	0
11 Pacific Heights	0	0.0%	0
13 In Style	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0
17 Green Acres	0	0.0%	0
18 Cozy and Comfortable	0	0.0%	0
L3. Metropolis	0	0.0%	0
20 City Lights	0	0.0%	0
22 Metropolitans	0	0.0%	0
45 City Strivers	0	0.0%	0
51 Metro City Edge	0	0.0%	0
54 Urban Rows	0	0.0%	0
62 Modest Income Homes	0	0.0%	0
L4. Solo Acts	689	28.9%	425
08 Laptops and Lattes	689	28.9%	2844
23 Trendsetters	0	0.0%	0
27 Metro Renters	0	0.0%	0
36 Old and Newcomers	0	0.0%	0
39 Young and Restless	0	0.0%	0
L5. Senior Styles	302	12.7%	103
14 Prosperous Empty Nesters	302	12.7%	691
15 Silver and Gold	0	0.0%	0
29 Rustbelt Retirees	0	0.0%	0
30 Retirement Communities	0	0.0%	0
43 The Elders	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0
50 Heartland Communities	0	0.0%	0
57 Simple Living	0	0.0%	0
65 Social Security Set	0	0.0%	0
L6. Scholars & Patriots	0	0.0%	0
40 Military Proximity	0	0.0%	0
55 College Towns	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0

Source: ESRI

June 20, 2012

Tapestry Segmentation Area Profile

Sample St. Louis Drive Time Summary Report
-90.5151002786 38.6262112529626
Drive Time: 3 minutes

Tapestry LifeMode Groups	2010 Households		
	Number	Percent	Index
Total:	2,383	100.0%	
L7. High Hopes	0	0.0%	0
28 Aspiring Young Families	0	0.0%	0
48 Great Expectations	0	0.0%	0
L8. Global Roots	0	0.0%	0
35 International Marketplace	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0
47 Las Casas	0	0.0%	0
52 Inner City Tenants	0	0.0%	0
58 NeWest Residents	0	0.0%	0
60 City Dimensions	0	0.0%	0
61 High Rise Renters	0	0.0%	0
L9. Family Portrait	0	0.0%	0
12 Up and Coming Families	0	0.0%	0
19 Milk and Cookies	0	0.0%	0
21 Urban Villages	0	0.0%	0
59 Southwestern Families	0	0.0%	0
64 City Commons	0	0.0%	0
L10. Traditional Living	0	0.0%	0
24 Main Street, USA	0	0.0%	0
32 Rustbelt Traditions	0	0.0%	0
33 Midlife Junction	0	0.0%	0
34 Family Foundations	0	0.0%	0
L11. Factories & Farms	0	0.0%	0
25 Salt of the Earth	0	0.0%	0
37 Prairie Living	0	0.0%	0
42 Southern Satellites	0	0.0%	0
53 Home Town	0	0.0%	0
56 Rural Bypasses	0	0.0%	0
L12. American Quilt	0	0.0%	0
26 Midland Crowd	0	0.0%	0
31 Rural Resort Dwellers	0	0.0%	0
41 Crossroads	0	0.0%	0
46 Rooted Rural	0	0.0%	0
66 Unclassified	0	0.0%	0

Source: ESRI

June 20, 2012

DBPdata.wordpress.com

Tapestry Segmentation Area Profile

Sample St. Louis Drive Time Summary Report
-90.5151002786 38.6262112529626
Drive Time: 3 minutes

Prepared By Business Analyst Desktop
Latitude: 38.626211
Longitude: -90.5151

Tapestry Urbanization Groups	2010 Households		
	Number	Percent	Index
Total:	2,383	100.0%	
U1. Principal Urban Centers I	689	28.9%	369
08 Laptops and Lattes	689	28.9%	2844
11 Pacific Heights	0	0.0%	0
20 City Lights	0	0.0%	0
21 Urban Villages	0	0.0%	0
23 Trendsetters	0	0.0%	0
27 Metro Renters	0	0.0%	0
35 International Marketplace	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0
U2. Principal Urban Centers II	0	0.0%	0
45 City Strivers	0	0.0%	0
47 Las Casas	0	0.0%	0
54 Urban Rows	0	0.0%	0
58 NeWest Residents	0	0.0%	0
61 High Rise Renters	0	0.0%	0
64 City Commons	0	0.0%	0
65 Social Security Set	0	0.0%	0
U3. Metro Cities I	679	28.5%	252
01 Top Rung	151	6.3%	921
03 Connoisseurs	29	1.2%	89
05 Wealthy Seaboard Suburbs	0	0.0%	0
09 Urban Chic	499	20.9%	1577
10 Pleasant-Ville	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0
19 Milk and Cookies	0	0.0%	0
22 Metropolitans	0	0.0%	0
U4. Metro Cities II	0	0.0%	0
28 Aspiring Young Families	0	0.0%	0
30 Retirement Communities	0	0.0%	0
34 Family Foundations	0	0.0%	0
36 Old and Newcomers	0	0.0%	0
39 Young and Restless	0	0.0%	0
52 Inner City Tenants	0	0.0%	0
60 City Dimensions	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0
U5. Urban Outskirts I	0	0.0%	0
04 Boomburbs	0	0.0%	0
24 Main Street, USA	0	0.0%	0
32 Rustbelt Traditions	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0
48 Great Expectations	0	0.0%	0

Source: ESRI

June 20, 2012

Tapestry Segmentation Area Profile

Sample St. Louis Drive Time Summary Report	Prepared By Business Analyst Desktop
-90.5151002786 38.6262112529626	Latitude: 38.626211
Drive Time: 3 minutes	Longitude: -90.5151

Tapestry Urbanization Groups	2010 Households		
	Number	Percent	Index
Total:	2,383	100.0%	
U6. Urban Outskirts II	0	0.0%	0
51 Metro City Edge	0	0.0%	0
55 College Towns	0	0.0%	0
57 Simple Living	0	0.0%	0
59 Southwestern Families	0	0.0%	0
62 Modest Income Homes	0	0.0%	0
U7. Suburban Periphery I	1,015	42.6%	270
02 Suburban Splendor	150	6.3%	361
06 Sophisticated Squires	0	0.0%	0
07 Exurbanites	563	23.6%	940
12 Up and Coming Families	0	0.0%	0
13 In Style	0	0.0%	0
14 Prosperous Empty Nesters	302	12.7%	691
15 Silver and Gold	0	0.0%	0
U8. Suburban Periphery II	0	0.0%	0
18 Cozy and Comfortable	0	0.0%	0
29 Rustbelt Retirees	0	0.0%	0
33 Midlife Junction	0	0.0%	0
40 Military Proximity	0	0.0%	0
43 The Elders	0	0.0%	0
53 Home Town	0	0.0%	0
U9. Small Towns	0	0.0%	0
41 Crossroads	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0
50 Heartland Communities	0	0.0%	0
U10. Rural I	0	0.0%	0
17 Green Acres	0	0.0%	0
25 Salt of the Earth	0	0.0%	0
26 Midland Crowd	0	0.0%	0
31 Rural Resort Dwellers	0	0.0%	0
U11. Rural II	0	0.0%	0
37 Prairie Living	0	0.0%	0
42 Southern Satellites	0	0.0%	0
46 Rooted Rural	0	0.0%	0
56 Rural Bypasses	0	0.0%	0
66 Unclassified	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

June 20, 2012

DBPdata.wordpress.com