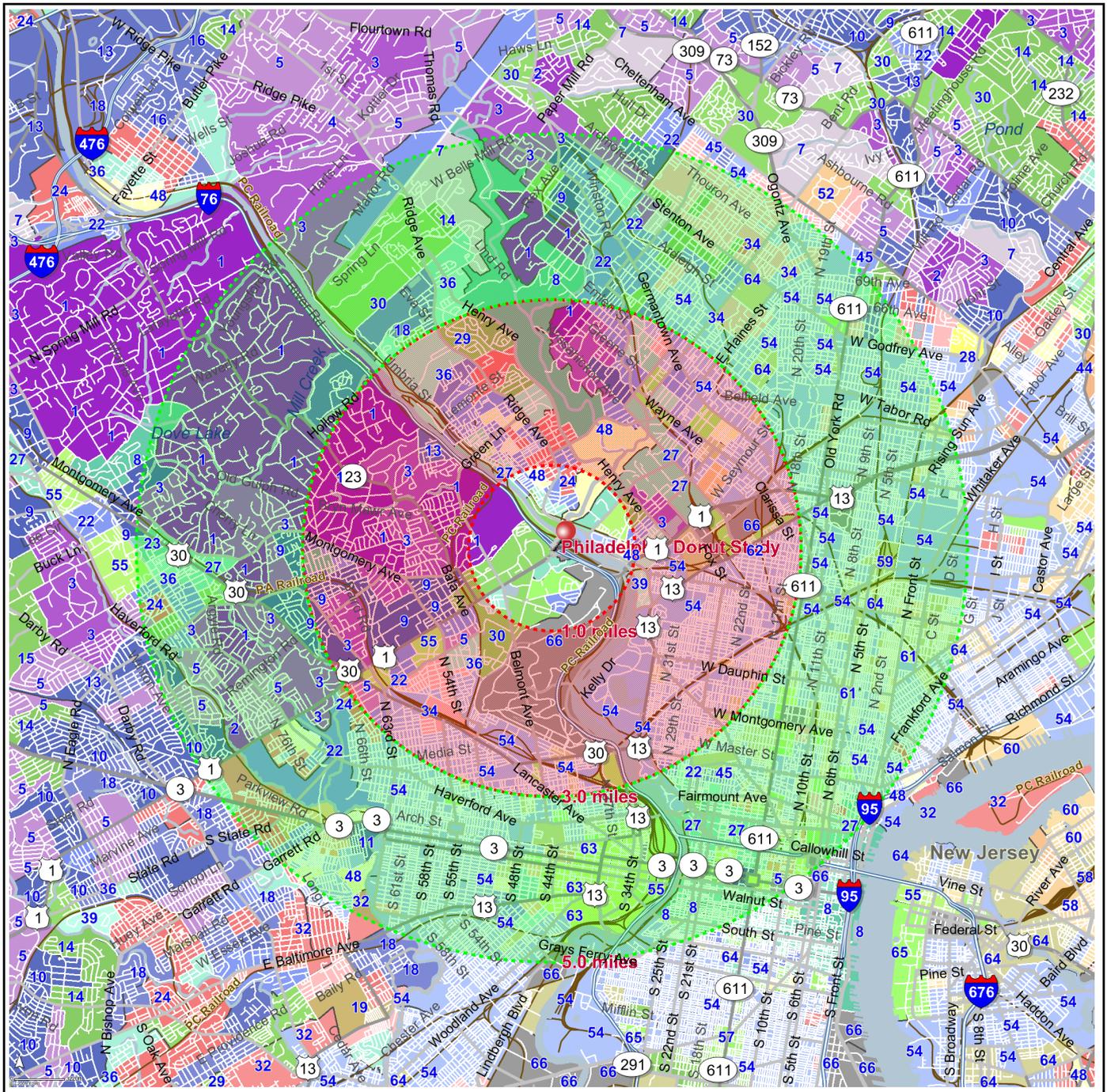
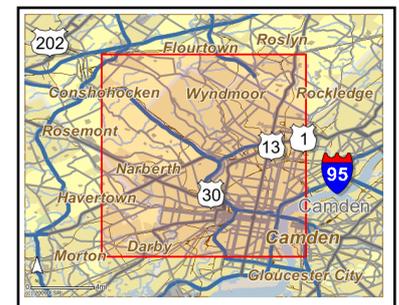


August 3, 2009



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Tapestry segment descriptions can be found at <http://www.esri.com/data/whitepapers>

# Tapestry Segmentation

Tapestry Segmentation represents the fourth generation of market segmentation systems that began 30 years ago. The 65-segment Tapestry Segmentation system classifies U.S. neighborhoods based on their socioeconomic and demographic composition. Each segment is identified by its two-digit Segment Code. Match the two-digit segment labels on the map to the list below. A longer description of each segment is available at:

<http://www.esri.com/data/whitepapers>

- |  |                                       |
|--|---------------------------------------|
| Segment 01: Top Rung                   | Segment 34: Family Foundations        |
| Segment 02: Suburban Splendor          | Segment 35: International Marketplace |
| Segment 03: Connoisseurs               | Segment 36: Old and Newcomers         |
| Segment 04: Boomburbs                  | Segment 37: Prairie Living            |
| Segment 05: Wealthy Seaboard Suburbs   | Segment 38: Industrious Urban Fringe  |
| Segment 06: Sophisticated Squires      | Segment 39: Young and Restless        |
| Segment 07: Exurbanites                | Segment 40: Military Proximity        |
| Segment 08: Laptops and Lattes         | Segment 41: Crossroads                |
| Segment 09: Urban Chic                 | Segment 42: Southern Satellites       |
| Segment 10: Pleasant-Ville             | Segment 43: The Elders                |
| Segment 11: Pacific Heights            | Segment 44: Urban Melting Pot         |
| Segment 12: Up and Coming Families     | Segment 45: City Strivers             |
| Segment 13: In Style                   | Segment 46: Rooted Rural              |
| Segment 14: Prosperous Empty Nesters   | Segment 47: Las Casas                 |
| Segment 15: Silver and Gold            | Segment 48: Great Expectations        |
| Segment 16: Enterprising Professionals | Segment 49: Senior Sun Seekers        |
| Segment 17: Green Acres                | Segment 50: Heartland Communities     |
| Segment 18: Cozy and Comfortable       | Segment 51: Metro City Edge           |
| Segment 19: Milk and Cookies           | Segment 52: Inner City Tenants        |
| Segment 20: City Lights                | Segment 53: Home Town                 |
| Segment 21: Urban Villages             | Segment 54: Urban Rows                |
| Segment 22: Metropolitans              | Segment 55: College Towns             |
| Segment 23: Trendsetters               | Segment 56: Rural Bypasses            |
| Segment 24: Main Street, USA           | Segment 57: Simple Living             |
| Segment 25: Salt of the Earth          | Segment 58: NeWest Residents          |
| Segment 26: Midland Crowd              | Segment 59: Southwestern Families     |
| Segment 27: Metro Renters              | Segment 60: City Dimensions           |
| Segment 28: Aspiring Young Families    | Segment 61: High Rise Renters         |
| Segment 29: Rustbelt Retirees          | Segment 62: Modest Income Homes       |
| Segment 30: Retirement Communities     | Segment 63: Dorms to Diplomas         |
| Segment 31: Rural Resort Dwellers      | Segment 64: City Commons              |
| Segment 32: Rustbelt Traditions        | Segment 65: Social Security Set       |
| Segment 33: Midlife Junction           | Segment 66: Unclassified              |

Philadelphia Donut Study

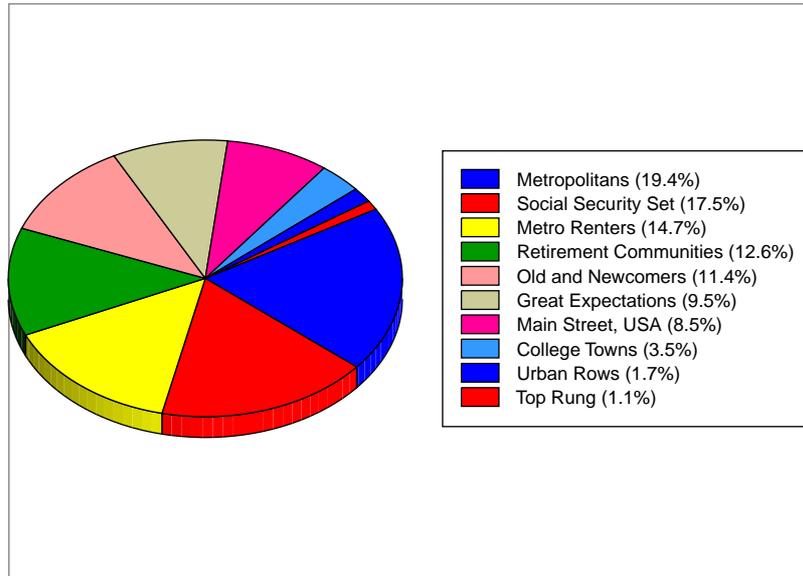
Site Type: Donut

Latitude 40.010507

Longitude -75.209471

Donut: 0-1.0 mile

### Top Tapestry Segments



Percent of Households by Tapestry Segment

### Top Tapestry Segments:

#### Metropolitans

Metropolitans residents favor city living in older neighborhoods. Approximately half of the households are composed of singles who live alone or with others. However, married-couple families comprise 40 percent of the households. The median age is 37.7 years. Over half of employed persons hold professional or management positions. These neighborhoods are an eclectic mix of single-family homes and multiunit structures, with a median home value of \$215,587. The median household income is \$62,812. Residents lead busy, active lifestyles. They travel frequently and participate in numerous civic activities. They enjoy going to museums and zoos and listening to classical music and jazz on the radio. Refinishing furniture and playing a musical instrument are favorite hobbies. Exercise includes yoga, using Rollerblades, and hiking/backpacking.

#### Social Security Set

Four in ten householders in the Social Security Set segment are aged 65 years or older; the median age is 45.8 years. Most of these residents live alone. Located in large cities scattered across the United States, these communities are dispersed among business districts and around city parks. The service industry provides more than half of the jobs held by residents who work. Households subsist on very low, fixed incomes. Most residents rent apartments in low-rent, high-rise buildings. Many rely on public transportation, because more than half of these households do not own a vehicle. Limited resources somewhat restrict the purchases and activities of these residents, although many have invested their savings in stock. They enjoy going to movies and soccer games and reading science fiction. Many households subscribe to cable TV; residents particularly enjoy watching game shows, sports, and entertainment news shows.

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Source: ESRI

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#### Retirement Communities

Retirement Communities neighborhoods are found mostly in cities scattered across the United States. The majority of households are multiunit dwellings. Congregate housing, which commonly includes meals and other services in the rent, is a trait of this segment dominated by singles who live alone. This educated, older market has a median age of 51.9 years. One-third of residents are aged 65 years or older. Although the median household income is a modest \$48,889, the median net worth is \$119,873. Good health is a priority; residents visit their doctors regularly, diet and exercise, purchase low-sodium food, and take vitamins. They spend their leisure time working crossword puzzles, playing bingo, gardening indoors, canoeing, gambling, and traveling overseas. They like to spend time with their grandchildren and spoil them with toys. Home remodeling projects are usually in the works.

#### Old and Newcomers

Old and Newcomers neighborhoods are in transition, populated by those who are starting their careers or retiring. The proportion of householders in their 20s or aged 75 years or older is higher than the national level. The median age is 37.1 years. Spread throughout metropolitan areas of the United States, these neighborhoods have more single-person and shared households than families. Many residents have moved in the last five years. Over sixty percent of households are occupied by renters; approximately half live in mid-rise or high-rise buildings. Residents have substantial life insurance policies and investments in certificates of deposit, bonds, and annuities. Leisure activities include roller skating, using Rollerblades, playing golf, gambling at casinos, playing bingo, and attending college ball games. They listen to classic hits on the radio. Many residents are members of fraternal orders or school boards.

#### Great Expectations

Great Expectations neighborhoods are located throughout the country, with higher proportions found in the Midwest and South. Young singles and married-couple families dominate. The median age is 33.2 years. Labor force participation is high. Manufacturing, retail, and service industries are the primary employers. Approximately half of the households are owners living in single-family dwellings with a median value of \$110,922; the other half are renters, mainly living in apartments in low-rise or mid-rise buildings. Most of the housing units in these older, suburban neighborhoods were built before 1960. Residents enjoy a young and active lifestyle. They go out to dinner, to the movies, to bars, and to nightclubs. They enjoy roller skating; using Rollerblades; playing Frisbee, chess, and pool; and attending auto races. They read music magazines and listen to rock music on the radio.

#### Philadelphia Donut Study

Latitude 40.010507

Longitude -75.209471

Site Type: Donut

Donut: 0-1.0 mile

Source: ESRI

#### Main Street, USA

Main Street, USA neighborhoods are a mix of single-family homes and multiunit dwellings found in the suburbs of smaller metropolitan cities, mainly in the Northeast, West, and Midwest. This market is similar to the United States when comparing household type, age, educational attainment, housing type, occupation, industry, and household income type distributions. The median age of 36.8 years matches that of the U.S. median. The median household income is a comfortable \$56,882. Homeownership is at 65 percent, and the median home value is \$205,391. Active members of the community, residents participate in local civic issues and work as volunteers. They take care of their lawns and gardens, and work on small home projects. They enjoy going to the beach and visiting theme parks as well as playing chess, going bowling or ice skating, and participating in aerobic exercise.

#### College Towns

Education is the key focus for College Towns residents. College and graduate school enrollment is 41 percent. The median age for this market is 24.4 years, with a high concentration of 18&#150;24-year-olds. One out of eight residents lives in a dorm on campus. Students in off-campus housing rent low-income apartments. Twenty-nine percent of the households are occupied by owners, who are typically town residents living in single-family dwellings. The median home value is \$148,030. Convenience is the primary consideration for food purchases; residents frequently eat out, order in, or eat easy-to-prepare food. Many own a laptop computer. In their leisure time, they jog, go horseback riding, practice yoga, play tennis, rent videos, play chess or pool, attend concerts, attend college football or basketball games, and go to bars. They listen to classical music and public radio programs.

#### Urban Rows

With 1.1 million people, Urban Rows is the smallest Community Tapestry segment. Row houses are characteristic of these neighborhoods found primarily in large, northeastern cities, with much smaller concentrations in the South. Two-thirds of the households are in Pennsylvania; one-fifth are in Maryland. Homeownership is at 61 percent, and the median home value is \$92,746. Most housing was built before 1950. Households are a mix of family types. Nearly half of the households do not own a vehicle. The median age is 33.3 years. These residents rarely eat out. They prefer BJ's Wholesale Club for general shopping; preferred grocery stores are Acme, Pathmark, and Giant. Residents enjoy roller skating; playing baseball; attending basketball games; listening to urban, variety, and jazz radio programs; and watching sitcoms and sports on TV. Many households do not subscribe to cable TV.

#### Top Rung

Top Rung is the wealthiest consumer market, representing less than one percent of all U.S. households. The median household income of \$200,449 is more than three and one-half times that of the national median, and the median net worth of more than a million dollars is nearly ten times that of the national level. The median home value is \$1,042,864. These educated residents are in their peak earning years, 45-64, in married-couple households, with or without children. The median age is 42.4 years. With the purchasing power to indulge any choice, Top Rung residents travel in style, both domestically and overseas. This is the top market for owning or leasing a luxury car; residents favor new imported vehicles, especially convertibles. Avid readers, these residents find time to read two or more daily newspapers and countless books.

Source: ESRI

Philadelphia Donut Study

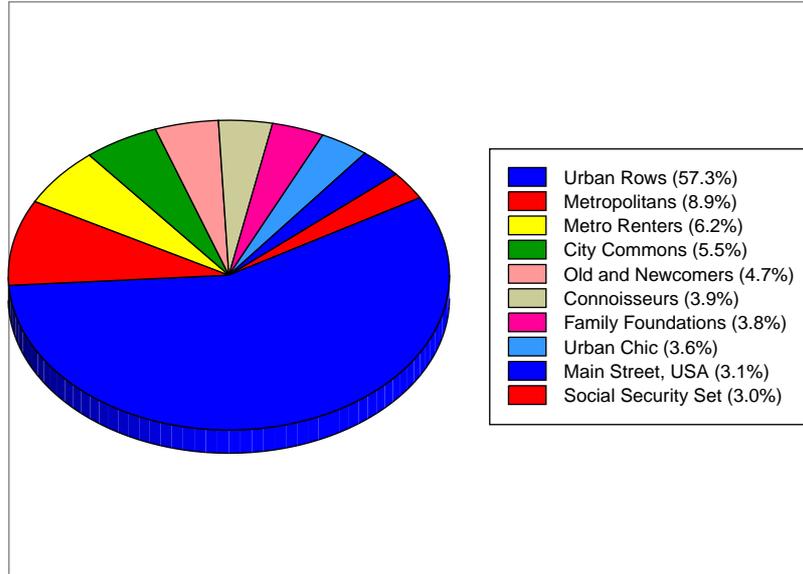
Latitude 40.010507

Longitude -75.209471

Site Type: Donut

Donut: 1.0-3.0 mile

### Top Tapestry Segments



Percent of Households by Tapestry Segment

### Top Tapestry Segments:

#### Urban Rows

With 1.1 million people, Urban Rows is the smallest Community Tapestry segment. Row houses are characteristic of these neighborhoods found primarily in large, northeastern cities, with much smaller concentrations in the South. Two-thirds of the households are in Pennsylvania; one-fifth are in Maryland. Homeownership is at 61 percent, and the median home value is \$92,746. Most housing was built before 1950. Households are a mix of family types. Nearly half of the households do not own a vehicle. The median age is 33.3 years. These residents rarely eat out. They prefer BJ's Wholesale Club for general shopping; preferred grocery stores are Acme, Pathmark, and Giant. Residents enjoy roller skating; playing baseball; attending basketball games; listening to urban, variety, and jazz radio programs; and watching sitcoms and sports on TV. Many households do not subscribe to cable TV.

#### Metropolitans

Metropolitans residents favor city living in older neighborhoods. Approximately half of the households are composed of singles who live alone or with others. However, married-couple families comprise 40 percent of the households. The median age is 37.7 years. Over half of employed persons hold professional or management positions. These neighborhoods are an eclectic mix of single-family homes and multiunit structures, with a median home value of \$215,587. The median household income is \$62,812. Residents lead busy, active lifestyles. They travel frequently and participate in numerous civic activities. They enjoy going to museums and zoos and listening to classical music and jazz on the radio. Refinishing furniture and playing a musical instrument are favorite hobbies. Exercise includes yoga, using Rollerblades, and hiking/backpacking.

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Longitude -75.209471

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Donut: 1.0-3.0 mile

Source: ESRI

#### Metro Renters

Metro Renters residents are young (approximately 30 percent are in their 20s), well-educated singles beginning their professional careers in some of the largest U.S. cities such as New York City, Chicago, and Los Angeles. The median age is 33.8 years; the median household income is \$59,730. As the name Metro Renters implies, most residents are renting apartments in high-rise buildings, living alone or with a roommate. Their interests include traveling, reading two or more daily newspapers, listening to classical music and public radio programs, and surfing the Internet. For exercise, they work out regularly at clubs, play tennis and volleyball, practice yoga, ski, and jog. They enjoy dancing, attending rock concerts, going to museums or the movies, and throwing a Frisbee. Painting and drawing are favorite hobbies. Politically, this market is liberal.

#### City Commons

City Commons neighborhoods are found in cities of large metropolitan areas, mainly in the South and Midwest. This younger market has a median age of 24.6 years. Single-parent families and singles dominate these households, and children abound. Almost 80 percent of the households are renters; 63 percent of the rentals are apartments in multiunit buildings, primarily with fewer than 20 units. More residents work part time instead of full time. This market has the highest unemployment rate among all the Community Tapestry segments. Baby and children's products are the major purchases. Residents enjoy playing basketball, softball, and backgammon. A yearly family outing to a theme park is common. They prefer to watch courtroom TV shows; listen to gospel, urban, and jazz programs on the radio; and read music, baby, parenthood, and fashion magazines.

#### Old and Newcomers

Old and Newcomers neighborhoods are in transition, populated by those who are starting their careers or retiring. The proportion of householders in their 20s or aged 75 years or older is higher than the national level. The median age is 37.1 years. Spread throughout metropolitan areas of the United States, these neighborhoods have more single-person and shared households than families. Many residents have moved in the last five years. Over sixty percent of households are occupied by renters; approximately half live in mid-rise or high-rise buildings. Residents have substantial life insurance policies and investments in certificates of deposit, bonds, and annuities. Leisure activities include roller skating, using Rollerblades, playing golf, gambling at casinos, playing bingo, and attending college ball games. They listen to classic hits on the radio. Many residents are members of fraternal orders or school boards.

#### Connoisseurs

Second in wealth to Top Rung but first for conspicuous consumption, Connoisseurs residents are well educated and somewhat older, with a median age of 47.3 years. Although residents appear closer to retirement than child rearing age, many of these married couples have children who still live at home. Their neighborhoods tend to be older bastions of affluence where the median home value is \$706,720. Growth in these neighborhoods is slow. Residents spend money for nice homes, cars, clothes, and vacations. Exercise is a priority; they work out weekly at a club or other facility, ski, play golf, snorkel, play tennis, practice yoga, and jog. Active in the community, they work for political candidates or parties, write or visit elected officials, and participate in local civic issues.

#### Philadelphia Donut Study

Latitude 40.010507

Longitude -75.209471

Site Type: Donut

Donut: 1.0-3.0 mile

Source: ESRI

#### Family Foundations

Family is the cornerstone of life in Family Foundations communities. A family mix of married couples, single parents, grandparents, and young and adult children populate these small, urban neighborhoods located in large metropolitan areas, primarily in the South and Midwest. This market represents stability. Hardly any household growth has occurred since 2000; these neighborhoods experience little turnover. The median age is 39.0 years; the median household income is \$46,308. Most households are single-family structures built before 1970, occupied by owners. Many residents are members of church boards or religious clubs and participate in fund-raising. Basketball is a favorite sport; residents play it, attend professional games, watch games on TV and listen to games on the radio. They watch courtroom TV shows, sports, and news programs on TV and listen to gospel, urban, and jazz radio formats.

#### Urban Chic

Urban Chic residents are well-educated professionals living an urban, exclusive lifestyle. Most own expensive single-family homes with a median value of \$659,997. Married-couple families and singles comprise most of these households. The median age is 42 years. Urban Chic residents travel extensively, visit museums, attend dance performances, play golf, and go hiking. They use the Internet frequently to trade or track investments or to shop, buying concert and sports tickets, clothes, flowers, and books. They appreciate a good cup of coffee while reading a book or newspaper and prefer to listen to classical music, all-talk, or public radio programs. Civic minded, residents are likely to volunteer in their communities.

#### Main Street, USA

Main Street, USA neighborhoods are a mix of single-family homes and multiunit dwellings found in the suburbs of smaller metropolitan cities, mainly in the Northeast, West, and Midwest. This market is similar to the United States when comparing household type, age, educational attainment, housing type, occupation, industry, and household income type distributions. The median age of 36.8 years matches that of the U.S. median. The median household income is a comfortable \$56,882. Homeownership is at 65 percent, and the median home value is \$205,391. Active members of the community, residents participate in local civic issues and work as volunteers. They take care of their lawns and gardens, and work on small home projects. They enjoy going to the beach and visiting theme parks as well as playing chess, going bowling or ice skating, and participating in aerobic exercise.

#### Social Security Set

Four in ten householders in the Social Security Set segment are aged 65 years or older; the median age is 45.8 years. Most of these residents live alone. Located in large cities scattered across the United States, these communities are dispersed among business districts and around city parks. The service industry provides more than half of the jobs held by residents who work. Households subsist on very low, fixed incomes. Most residents rent apartments in low-rent, high-rise buildings. Many rely on public transportation, because more than half of these households do not own a vehicle. Limited resources somewhat restrict the purchases and activities of these residents, although many have invested their savings in stock. They enjoy going to movies and soccer games and reading science fiction. Many households subscribe to cable TV; residents particularly enjoy watching game shows, sports, and entertainment news shows.

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Philadelphia Donut Study

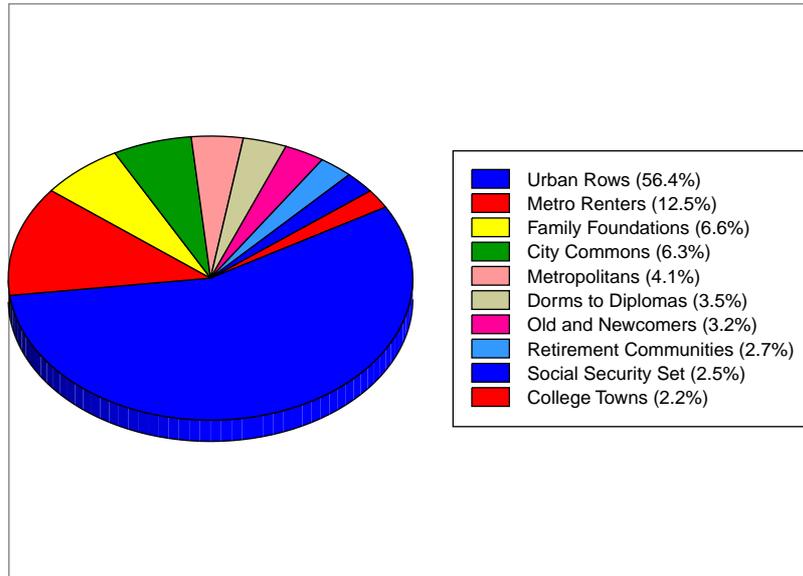
Latitude 40.010507

Longitude -75.209471

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Donut: 3.0-5.0 mile

### Top Tapestry Segments



Percent of Households by Tapestry Segment

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#### Dorms to Diplomas

Dorms to Diplomas is Community Tapestry's youngest market, with a median age of 21.7 years. College and graduate school enrollment is 81 percent. Nearly three-fourths of employed residents work part time in low-paying service industry jobs. Forty-three percent of residents live in on-campus dormitories; the remainder rent apartments in off-campus, multiunit buildings. Ninety percent of households are renters. Computers are a necessity, and the Internet is easily accessible to research assignments, search for jobs, obtain the latest news, and keep in touch with family. For exercise, residents participate in a variety of sports. They enjoy going to college football and basketball games, rock concerts, movies, and bars as well as dancing, playing pool, and renting movies on DVD. They listen to classic hits, public, and rock radio programs.

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#### Old and Newcomers

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#### Social Security Set

Four in ten householders in the Social Security Set segment are aged 65 years or older; the median age is 45.8 years. Most of these residents live alone. Located in large cities scattered across the United States, these communities are dispersed among business districts and around city parks. The service industry provides more than half of the jobs held by residents who work. Households subsist on very low, fixed incomes. Most residents rent apartments in low-rent, high-rise buildings. Many rely on public transportation, because more than half of these households do not own a vehicle. Limited resources somewhat restrict the purchases and activities of these residents, although many have invested their savings in stock. They enjoy going to movies and soccer games and reading science fiction. Many households subscribe to cable TV; residents particularly enjoy watching game shows, sports, and entertainment news shows.

#### College Towns

Education is the key focus for College Towns residents. College and graduate school enrollment is 41 percent. The median age for this market is 24.4 years, with a high concentration of 18&#150;24-year-olds. One out of eight residents lives in a dorm on campus. Students in off-campus housing rent low-income apartments. Twenty-nine percent of the households are occupied by owners, who are typically town residents living in single-family dwellings. The median home value is \$148,030. Convenience is the primary consideration for food purchases; residents frequently eat out, order in, or eat easy-to-prepare food. Many own a laptop computer. In their leisure time, they jog, go horseback riding, practice yoga, play tennis, rent videos, play chess or pool, attend concerts, attend college football or basketball games, and go to bars. They listen to classical music and public radio programs.

Source: ESRI

**Philadelphia Donut Study**  
**1, 3, 5 Mile Donut Study**  
**40.010507, -75.209471**

**Latitude: 40.010507**  
**Longitude: -75.209471**  
**Radius: 0-1 miles**

**Site Type: Donut**

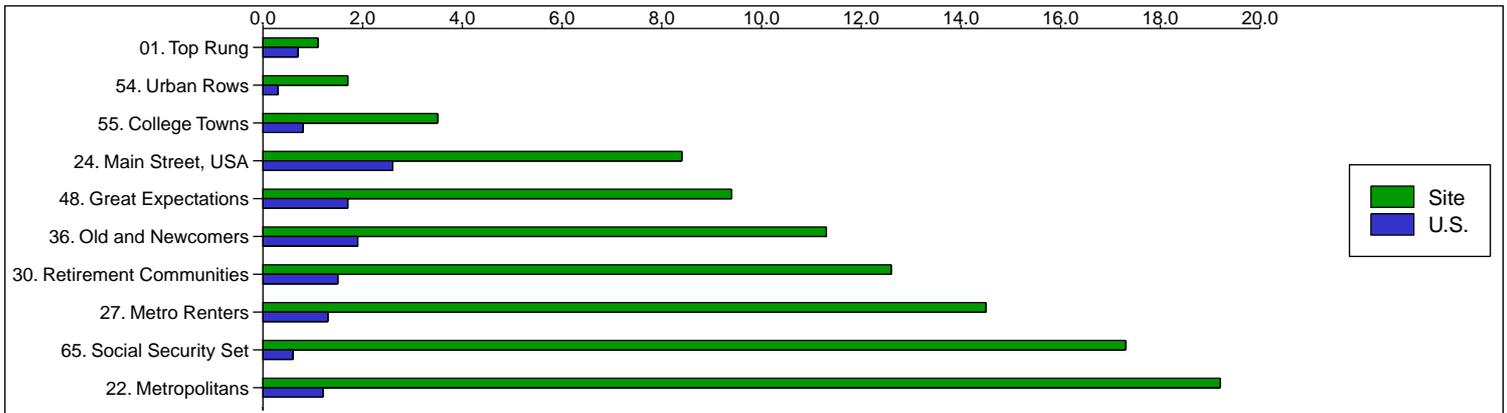
**Top Twenty Tapestry Segments**

Tapestry segment descriptions can be found at <http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf>

Rank	Tapestry Segment	Households		U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	22. Metropolitans	19.2%	19.2%	1.2%	1.2%	1616
2	65. Social Security Set	17.3%	36.5%	0.6%	1.8%	2679
3	27. Metro Renters	14.5%	51.0%	1.3%	3.1%	1084
4	30. Retirement Communities	12.6%	63.6%	1.5%	4.6%	863
5	36. Old and Newcomers	11.3%	74.9%	1.9%	6.5%	580
	<b>Subtotal</b>	<b>74.9%</b>		<b>6.5%</b>		
6	48. Great Expectations	9.4%	84.3%	1.7%	8.2%	540
7	24. Main Street, USA	8.4%	92.7%	2.6%	10.8%	324
8	55. College Towns	3.5%	96.2%	0.8%	11.6%	434
9	54. Urban Rows	1.7%	97.9%	0.3%	11.9%	503
10	01. Top Rung	1.1%	99.0%	0.7%	12.6%	163
	<b>Subtotal</b>	<b>24.1%</b>		<b>6.1%</b>		
11	29. Rustbelt Retirees	0.9%	99.9%	2.1%	14.7%	44
12	66. Unclassified	0.1%	100.0%	0.0%	14.7%	4450
	<b>Total</b>	<b>100.0%</b>		<b>14.7%</b>		<b>675</b>

**Top Ten Tapestry Segments**

Site vs. U.S.



**Percent of Households by Tapestry Segment**

Source: ESRI

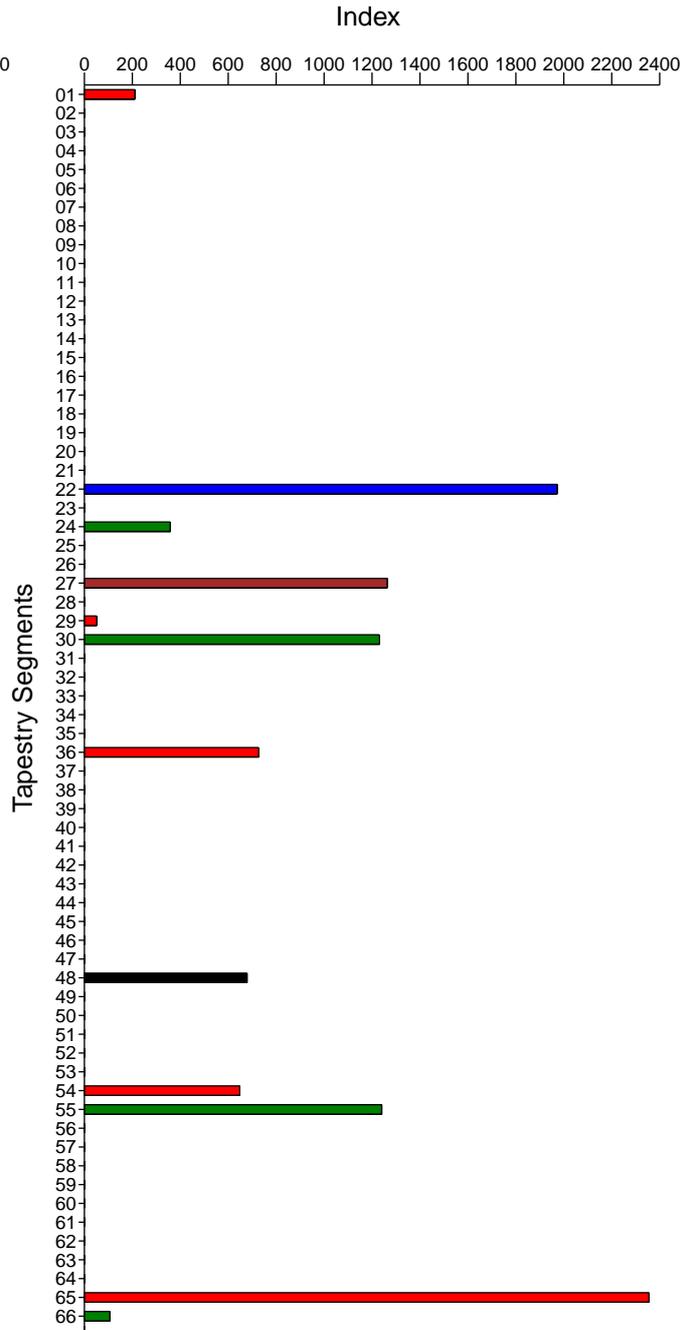
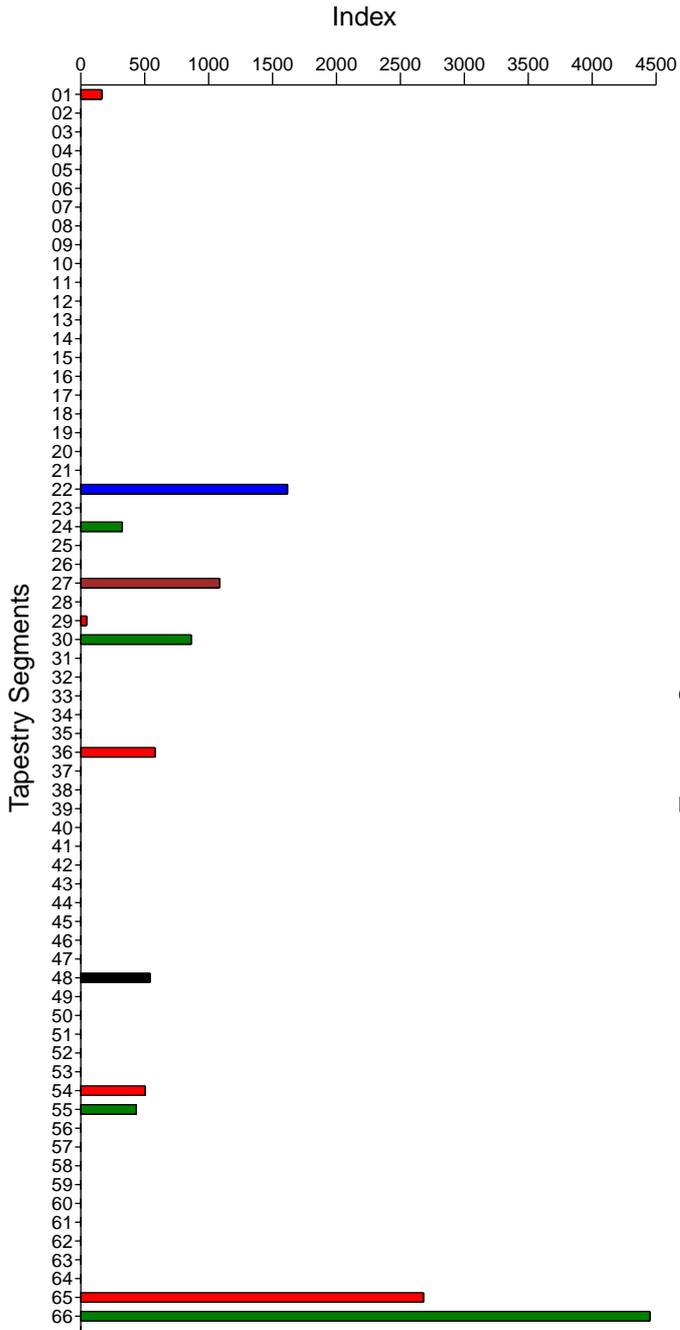
Philadelphia Donut Study  
 1, 3, 5 Mile Donut Study  
 40.010507, -75.209471

Latitude: 40.010507  
 Longitude: -75.209471  
 Radius: 0-1 miles

Site Type: Donut

Tapestry Indexes by Households

Tapestry Indexes by Population



Source: ESRI

**Philadelphia Donut Study**  
**1, 3, 5 Mile Donut Study**  
**40.010507, -75.209471**

**Latitude: 40.010507**  
**Longitude: -75.209471**  
**Radius: 0-1 miles**

**Site Type: Donut**

Tapestry LifeMode Groups	2009 Households			2009 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total</b>	10,301	100.0%		20,817	100.0%	
<b>L1. High Society</b>	116	1.1%	9	335	1.6%	12
01 Top Rung	116	1.1%	163	335	1.6%	210
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>	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
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>	2,152	20.9%	398	4,556	21.9%	418
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitans	1,973	19.2%	1616	4,057	19.5%	1972
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	179	1.7%	503	499	2.4%	648
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
<b>L4. Solo Acts</b>	2,661	25.8%	381	4,556	21.9%	432
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	1,497	14.5%	1084	2,269	10.9%	1263
36 Old and Newcomers	1,164	11.3%	580	2,287	11.0%	727
39 Young and Restless	0	0.0%	0	0	0.0%	0
<b>L5. Senior Styles</b>	3,172	30.8%	249	5,355	25.7%	248
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	94	0.9%	44	200	1.0%	51
30 Retirement Communities	1,295	12.6%	863	2,848	13.7%	1231
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	1,783	17.3%	2679	2,307	11.1%	2355
<b>L6. Scholars &amp; Patriots</b>	357	3.5%	239	1,921	9.2%	516
40 Military Proximity	0	0.0%	0	0	0.0%	0
55 College Towns	357	3.5%	434	1,921	9.2%	1240
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0

Source: ESRI

**Philadelphia Donut Study**  
**1, 3, 5 Mile Donut Study**  
**40.010507, -75.209471**

**Latitude: 40.010507**  
**Longitude: -75.209471**  
**Radius: 0-1 miles**

**Site Type: Donut**

Tapestry LifeMode Groups	2009 Households			2009 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total</b>	10,301	100.0%		20,817	100.0%	
<b>L7. High Hopes</b>	969	9.4%	230	2,190	10.5%	276
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
48 Great Expectations	969	9.4%	540	2,190	10.5%	678
<b>L8. Global Roots</b>	0	0.0%	0	0	0.0%	0
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>	0	0.0%	0	0	0.0%	0
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>	864	8.4%	96	1,872	9.0%	108
24 Main Street, USA	864	8.4%	324	1,872	9.0%	358
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
33 Midlife Junction	0	0.0%	0	0	0.0%	0
34 Family Foundations	0	0.0%	0	0	0.0%	0
<b>L11. Factories &amp; Farms</b>	0	0.0%	0	0	0.0%	0
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
37 Prairie Living	0	0.0%	0	0	0.0%	0
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>	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
41 Crossroads	0	0.0%	0	0	0.0%	0
46 Rooted Rural	0	0.0%	0	0	0.0%	0
66 Unclassified	10	0.1%	4450	32	0.2%	106

**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 U.S. average. Tapestry segment descriptions can be found at <http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf>

**Source:** ESRI

**Philadelphia Donut Study**  
**1, 3, 5 Mile Donut Study**  
**40.010507, -75.209471**

**Latitude: 40.010507**  
**Longitude: -75.209471**  
**Radius: 0-1 miles**

**Site Type: Donut**

Tapestry Urbanization Groups	2009 Households			2009 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total</b>	10,301	100.0%		20,817	100.0%	
<b>U1. Principal Urban Centers I</b>	1,497	14.5%	186	2,269	10.9%	143
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	1,497	14.5%	1084	2,269	10.9%	1263
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>	1,962	19.0%	404	2,806	13.5%	242
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	179	1.7%	503	499	2.4%	648
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	1,783	17.3%	2679	2,307	11.1%	2355
<b>U3. Metro Cities I</b>	2,089	20.3%	179	4,392	21.1%	185
01 Top Rung	116	1.1%	163	335	1.6%	210
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	1,973	19.2%	1616	4,057	19.5%	1972
<b>U4. Metro Cities II</b>	2,459	23.9%	220	5,135	24.7%	250
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
30 Retirement Communities	1,295	12.6%	863	2,848	13.7%	1231
34 Family Foundations	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	1,164	11.3%	580	2,287	11.0%	727
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>	1,833	17.8%	163	4,062	19.5%	171
04 Boomburbs	0	0.0%	0	0	0.0%	0
24 Main Street, USA	864	8.4%	324	1,872	9.0%	358
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
48 Great Expectations	969	9.4%	540	2,190	10.5%	678

Source: ESRI

**Philadelphia Donut Study**  
**1, 3, 5 Mile Donut Study**  
**40.010507, -75.209471**

**Latitude: 40.010507**  
**Longitude: -75.209471**  
**Radius: 0-1 miles**

**Site Type: Donut**

Tapestry Urbanization Groups	2009 Households			2009 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total</b>	10,301	100.0%		20,817	100.0%	
<b>U6. Urban Outskirts II</b>	357	3.5%	68	1,921	9.2%	175
51 Metro City Edge	0	0.0%	0	0	0.0%	0
55 College Towns	357	3.5%	434	1,921	9.2%	1240
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>	0	0.0%	0	0	0.0%	0
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>	94	0.9%	9	200	1.0%	11
18 Cozy and Comfortable	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	94	0.9%	44	200	1.0%	51
33 Midlife Junction	0	0.0%	0	0	0.0%	0
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>	0	0.0%	0	0	0.0%	0
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>	0	0.0%	0	0	0.0%	0
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>	0	0.0%	0	0	0.0%	0
37 Prairie Living	0	0.0%	0	0	0.0%	0
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	10	0.1%	4450	32	0.2%	106

**Data Note:** This report identifies neighborhood segments in the area, and describes the settlement density 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 U.S. average.

**Source:** ESRI

**Philadelphia Donut Study**  
**1, 3, 5 Mile Donut Study**  
**40.010507, -75.209471**

**Latitude: 40.010507**  
**Longitude: -75.209471**  
**Radius: 1-3 miles**

**Site Type: Donut**

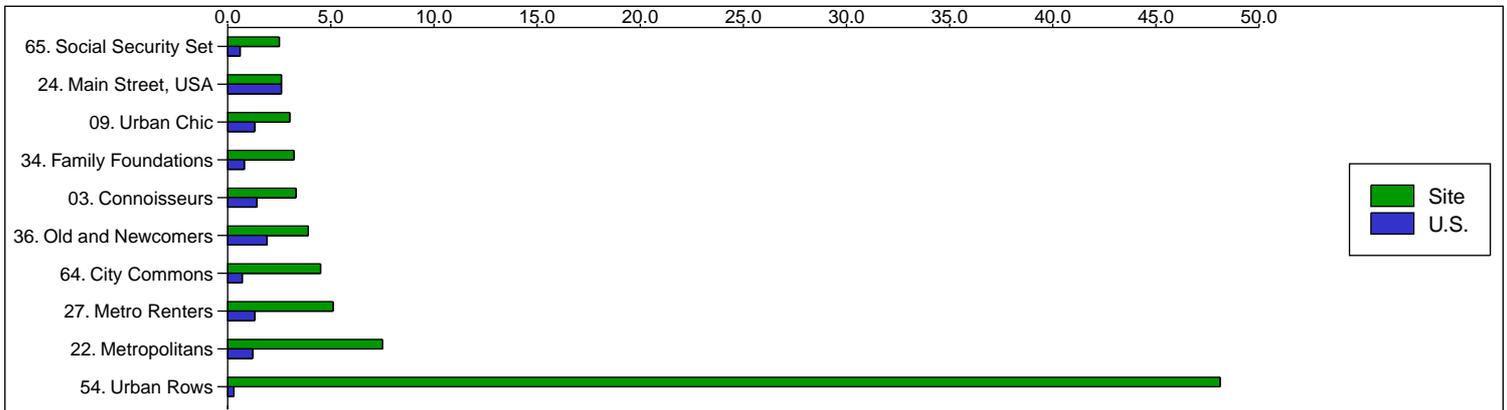
**Top Twenty Tapestry Segments**

Tapestry segment descriptions can be found at <http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf>

Rank	Tapestry Segment	Households		U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	54. Urban Rows	48.1%	48.1%	0.3%	0.3%	13921
2	22. Metropolitans	7.5%	55.6%	1.2%	1.5%	634
3	27. Metro Renters	5.1%	60.7%	1.3%	2.8%	384
4	64. City Commons	4.5%	65.2%	0.7%	3.5%	671
5	36. Old and Newcomers	3.9%	69.1%	1.9%	5.4%	199
	<b>Subtotal</b>	<b>69.1%</b>		<b>5.4%</b>		
6	03. Connoisseurs	3.3%	72.4%	1.4%	6.8%	239
7	34. Family Foundations	3.2%	75.6%	0.8%	7.6%	375
8	09. Urban Chic	3.0%	78.6%	1.3%	8.9%	229
9	24. Main Street, USA	2.6%	81.2%	2.6%	11.5%	101
10	65. Social Security Set	2.5%	83.7%	0.6%	12.1%	392
	<b>Subtotal</b>	<b>14.6%</b>		<b>6.7%</b>		
11	01. Top Rung	2.4%	86.1%	0.7%	12.8%	341
12	62. Modest Income Homes	2.1%	88.2%	1.0%	13.8%	208
13	45. City Strivers	1.9%	90.1%	0.7%	14.5%	252
14	14. Prosperous Empty Nesters	1.5%	91.6%	1.8%	16.3%	83
15	48. Great Expectations	1.4%	93.0%	1.7%	18.0%	83
	<b>Subtotal</b>	<b>9.3%</b>		<b>5.9%</b>		
16	55. College Towns	1.2%	94.2%	0.8%	18.8%	149
17	30. Retirement Communities	1.1%	95.3%	1.5%	20.3%	76
18	57. Simple Living	0.9%	96.2%	1.4%	21.7%	66
19	29. Rustbelt Retirees	0.9%	97.1%	2.1%	23.8%	44
20	52. Inner City Tenants	0.8%	97.9%	1.5%	25.3%	52
	<b>Subtotal</b>	<b>4.9%</b>		<b>7.3%</b>		
	<b>Total</b>	<b>97.9%</b>		<b>25.3%</b>		<b>383</b>

**Top Ten Tapestry Segments**

**Site vs. U.S.**



**Percent of Households by Tapestry Segment**

Source: ESRI

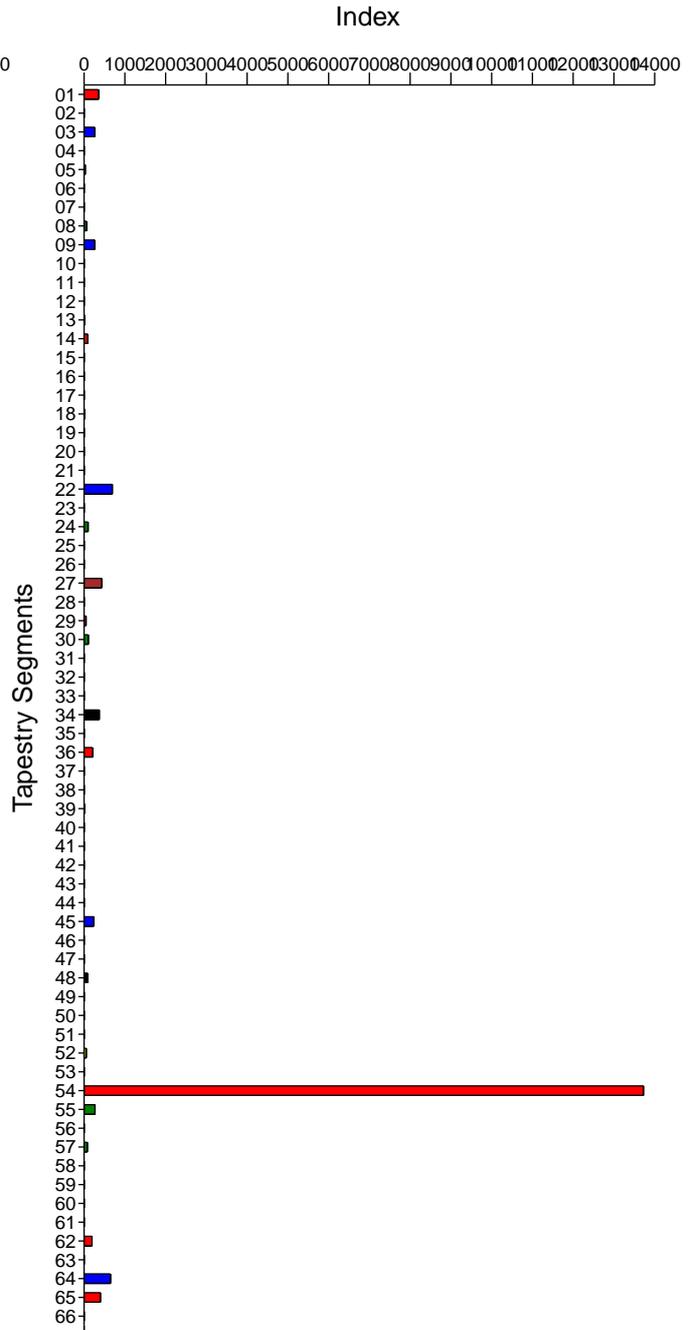
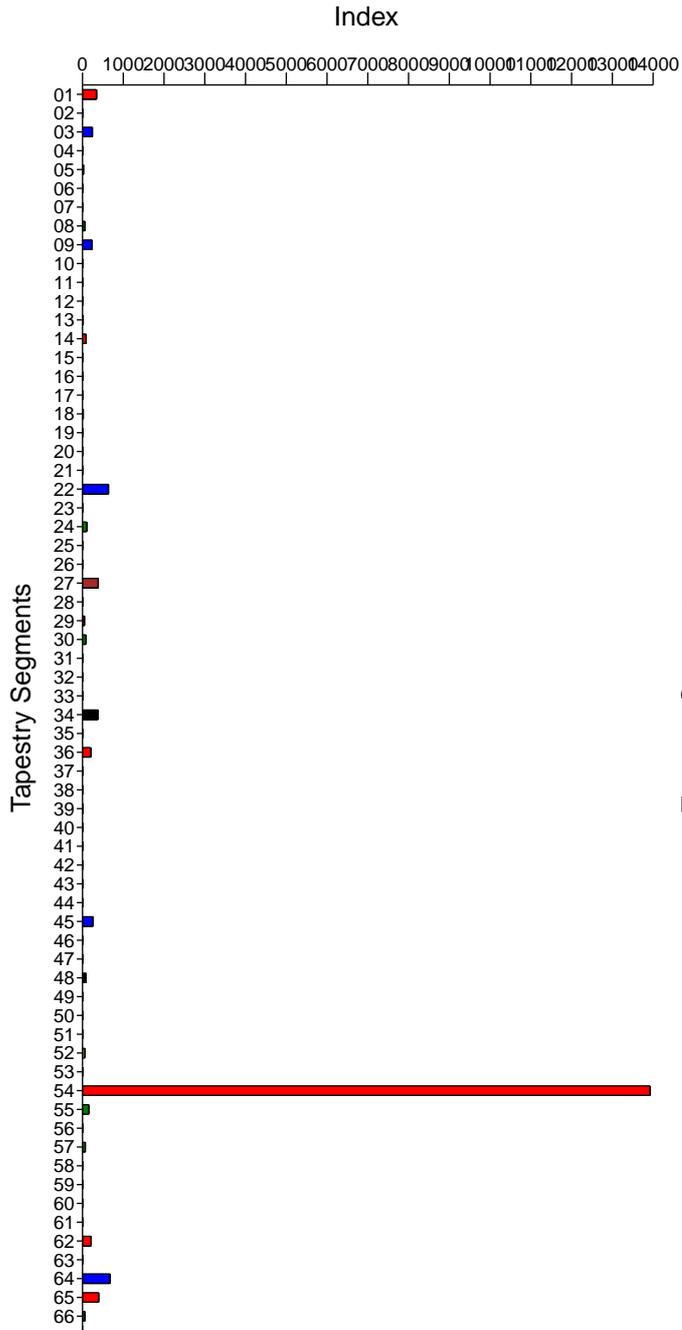
Philadelphia Donut Study  
 1, 3, 5 Mile Donut Study  
 40.010507, -75.209471

Latitude: 40.010507  
 Longitude: -75.209471  
 Radius: 1-3 miles

Site Type: Donut

Tapestry Indexes by Households

Tapestry Indexes by Population



Source: ESRI

**Philadelphia Donut Study**  
**1, 3, 5 Mile Donut Study**  
**40.010507, -75.209471**

**Latitude: 40.010507**  
**Longitude: -75.209471**  
**Radius: 1-3 miles**

**Site Type: Donut**

Tapestry LifeMode Groups	2009 Households			2009 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total</b>	86,119	100.0%		217,730	100.0%	
<b>L1. High Society</b>	5,121	5.9%	47	14,540	6.7%	48
01 Top Rung	2,029	2.4%	341	5,872	2.7%	352
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
03 Connoisseurs	2,849	3.3%	239	7,859	3.6%	258
04 Boomburbs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	243	0.3%	20	809	0.4%	25
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>	3,333	3.9%	28	8,638	4.0%	29
09 Urban Chic	2,610	3.0%	229	6,811	3.1%	256
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	326	0.4%	15	832	0.4%	17
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	397	0.5%	16	995	0.5%	16
<b>L3. Metropolis</b>	51,331	59.6%	1136	133,597	61.4%	1172
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitans	6,469	7.5%	634	14,821	6.8%	689
45 City Strivers	1,606	1.9%	252	4,056	1.9%	232
51 Metro City Edge	0	0.0%	0	0	0.0%	0
54 Urban Rows	41,453	48.1%	13921	110,484	50.7%	13720
62 Modest Income Homes	1,803	2.1%	208	4,236	1.9%	192
<b>L4. Solo Acts</b>	8,438	9.8%	145	16,011	7.4%	145
08 Laptops and Lattes	510	0.6%	58	959	0.4%	61
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	4,431	5.1%	384	8,027	3.7%	427
36 Old and Newcomers	3,344	3.9%	199	6,814	3.1%	207
39 Young and Restless	153	0.2%	13	211	0.1%	9
<b>L5. Senior Styles</b>	6,054	7.0%	57	13,436	6.2%	59
14 Prosperous Empty Nesters	1,321	1.5%	83	3,155	1.4%	86
15 Silver and Gold	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	793	0.9%	44	1,866	0.9%	46
30 Retirement Communities	957	1.1%	76	2,425	1.1%	100
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	802	0.9%	66	1,938	0.9%	76
65 Social Security Set	2,181	2.5%	392	4,052	1.9%	396
<b>L6. Scholars &amp; Patriots</b>	1,022	1.2%	82	4,315	2.0%	111
40 Military Proximity	0	0.0%	0	0	0.0%	0
55 College Towns	1,022	1.2%	149	4,315	2.0%	266
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0

Source: ESRI

**Philadelphia Donut Study**  
**1, 3, 5 Mile Donut Study**  
**40.010507, -75.209471**

**Latitude: 40.010507**  
**Longitude: -75.209471**  
**Radius: 1-3 miles**

**Site Type: Donut**

Tapestry LifeMode Groups	2009 Households			2009 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total</b>	86,119	100.0%		217,730	100.0%	
<b>L7. High Hopes</b>	1,242	1.4%	35	2,884	1.3%	35
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
48 Great Expectations	1,242	1.4%	83	2,884	1.3%	85
<b>L8. Global Roots</b>	681	0.8%	10	1,566	0.7%	7
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	681	0.8%	52	1,566	0.7%	50
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>	3,911	4.5%	58	10,221	4.7%	51
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	3,911	4.5%	671	10,221	4.7%	643
<b>L10. Traditional Living</b>	4,985	5.8%	66	12,521	5.8%	69
24 Main Street, USA	2,247	2.6%	101	5,251	2.4%	96
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
33 Midlife Junction	0	0.0%	0	0	0.0%	0
34 Family Foundations	2,738	3.2%	375	7,270	3.3%	369
<b>L11. Factories &amp; Farms</b>	0	0.0%	0	0	0.0%	0
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
37 Prairie Living	0	0.0%	0	0	0.0%	0
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>	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
41 Crossroads	0	0.0%	0	0	0.0%	0
46 Rooted Rural	0	0.0%	0	0	0.0%	0
66 Unclassified	1	0.0%	53	1	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 U.S. average. Tapestry segment descriptions can be found at <http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf>

**Source:** ESRI

**Philadelphia Donut Study**  
**1, 3, 5 Mile Donut Study**  
**40.010507, -75.209471**

**Latitude: 40.010507**  
**Longitude: -75.209471**  
**Radius: 1-3 miles**

**Site Type: Donut**

Tapestry Urbanization Groups	2009 Households			2009 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total</b>	86,119	100.0%		217,730	100.0%	
<b>U1. Principal Urban Centers I</b>	4,941	5.7%	74	8,986	4.1%	54
08 Laptops and Lattes	510	0.6%	58	959	0.4%	61
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	4,431	5.1%	384	8,027	3.7%	427
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>	49,151	57.1%	1210	128,813	59.2%	1064
45 City Strivers	1,606	1.9%	252	4,056	1.9%	232
47 Las Casas	0	0.0%	0	0	0.0%	0
54 Urban Rows	41,453	48.1%	13921	110,484	50.7%	13720
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	3,911	4.5%	671	10,221	4.7%	643
65 Social Security Set	2,181	2.5%	392	4,052	1.9%	396
<b>U3. Metro Cities I</b>	14,200	16.5%	146	36,172	16.6%	146
01 Top Rung	2,029	2.4%	341	5,872	2.7%	352
03 Connoisseurs	2,849	3.3%	239	7,859	3.6%	258
05 Wealthy Seaboard Suburbs	243	0.3%	20	809	0.4%	25
09 Urban Chic	2,610	3.0%	229	6,811	3.1%	256
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	6,469	7.5%	634	14,821	6.8%	689
<b>U4. Metro Cities II</b>	7,873	9.1%	84	18,286	8.4%	85
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
30 Retirement Communities	957	1.1%	76	2,425	1.1%	100
34 Family Foundations	2,738	3.2%	375	7,270	3.3%	369
36 Old and Newcomers	3,344	3.9%	199	6,814	3.1%	207
39 Young and Restless	153	0.2%	13	211	0.1%	9
52 Inner City Tenants	681	0.8%	52	1,566	0.7%	50
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>	3,489	4.1%	37	8,135	3.7%	33
04 Boomburbs	0	0.0%	0	0	0.0%	0
24 Main Street, USA	2,247	2.6%	101	5,251	2.4%	96
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
48 Great Expectations	1,242	1.4%	83	2,884	1.3%	85

Source: ESRI

**Philadelphia Donut Study**  
**1, 3, 5 Mile Donut Study**  
**40.010507, -75.209471**

**Latitude: 40.010507**  
**Longitude: -75.209471**  
**Radius: 1-3 miles**

**Site Type: Donut**

Tapestry Urbanization Groups	2009 Households			2009 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total</b>	86,119	100.0%		217,730	100.0%	
<b>U6. Urban Outskirts II</b>	3,627	4.2%	82	10,489	4.8%	92
51 Metro City Edge	0	0.0%	0	0	0.0%	0
55 College Towns	1,022	1.2%	149	4,315	2.0%	266
57 Simple Living	802	0.9%	66	1,938	0.9%	76
59 Southwestern Families	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	1,803	2.1%	208	4,236	1.9%	192
<b>U7. Suburban Periphery I</b>	1,647	1.9%	12	3,987	1.8%	11
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	326	0.4%	15	832	0.4%	17
14 Prosperous Empty Nesters	1,321	1.5%	83	3,155	1.4%	86
15 Silver and Gold	0	0.0%	0	0	0.0%	0
<b>U8. Suburban Periphery II</b>	1,190	1.4%	14	2,861	1.3%	15
18 Cozy and Comfortable	397	0.5%	16	995	0.5%	16
29 Rustbelt Retirees	793	0.9%	44	1,866	0.9%	46
33 Midlife Junction	0	0.0%	0	0	0.0%	0
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>	0	0.0%	0	0	0.0%	0
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>	0	0.0%	0	0	0.0%	0
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>	0	0.0%	0	0	0.0%	0
37 Prairie Living	0	0.0%	0	0	0.0%	0
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	1	0.0%	53	1	0.0%	0

**Data Note:** This report identifies neighborhood segments in the area, and describes the settlement density 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 U.S. average.

**Source:** ESRI

**Philadelphia Donut Study**  
**1, 3, 5 Mile Donut Study**  
**40.010507, -75.209471**

**Latitude: 40.010507**  
**Longitude: -75.209471**  
**Radius: 3-5 miles**

**Site Type: Donut**

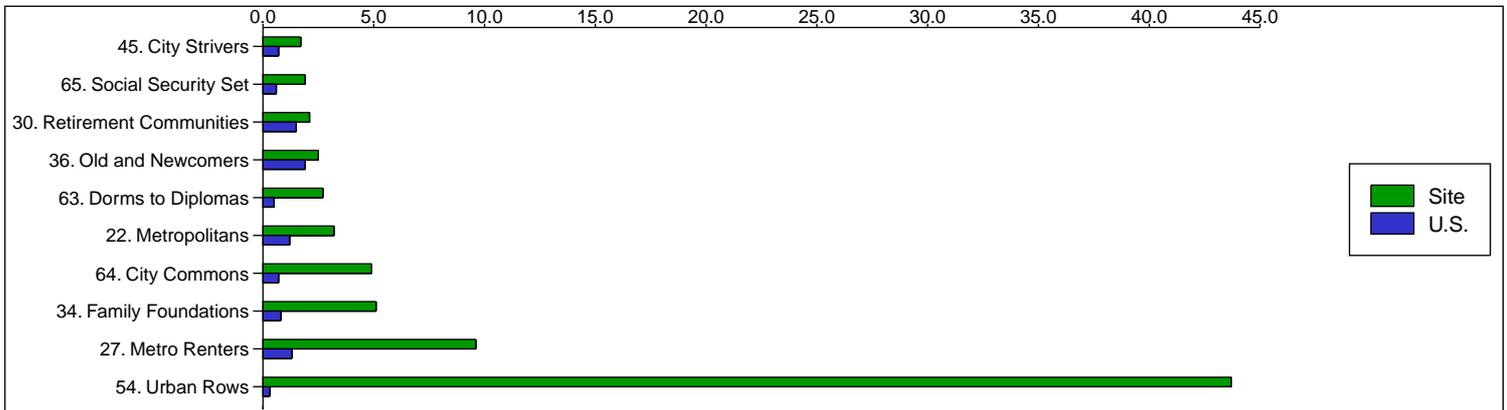
**Top Twenty Tapestry Segments**

Tapestry segment descriptions can be found at <http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf>

Rank	Tapestry Segment	Households		U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	54. Urban Rows	43.7%	43.7%	0.3%	0.3%	12636
2	27. Metro Renters	9.6%	53.3%	1.3%	1.6%	718
3	34. Family Foundations	5.1%	58.4%	0.8%	2.4%	605
4	64. City Commons	4.9%	63.3%	0.7%	3.1%	729
5	22. Metropolitanans	3.2%	66.5%	1.2%	4.3%	272
	<b>Subtotal</b>	<b>66.5%</b>		<b>4.3%</b>		
6	63. Dorms to Diplomas	2.7%	69.2%	0.5%	4.8%	604
7	36. Old and Newcomers	2.5%	71.7%	1.9%	6.7%	130
8	30. Retirement Communities	2.1%	73.8%	1.5%	8.2%	147
9	65. Social Security Set	1.9%	75.7%	0.6%	8.8%	301
10	45. City Strivers	1.7%	77.4%	0.7%	9.5%	229
	<b>Subtotal</b>	<b>10.9%</b>		<b>5.2%</b>		
11	59. Southwestern Families	1.7%	79.1%	1.0%	10.5%	172
12	48. Great Expectations	1.6%	80.7%	1.7%	12.2%	91
13	55. College Towns	1.6%	82.3%	0.8%	13.0%	195
14	03. Connoisseurs	1.5%	83.8%	1.4%	14.4%	109
15	01. Top Rung	1.4%	85.2%	0.7%	15.1%	198
	<b>Subtotal</b>	<b>7.8%</b>		<b>5.6%</b>		
16	24. Main Street, USA	1.3%	86.5%	2.6%	17.7%	49
17	32. Rustbelt Traditions	1.2%	87.7%	2.8%	20.5%	43
18	62. Modest Income Homes	1.1%	88.8%	1.0%	21.5%	106
19	52. Inner City Tenants	1.1%	89.9%	1.5%	23.0%	69
20	08. Laptops and Lattes	1.0%	90.9%	1.0%	24.0%	96
	<b>Subtotal</b>	<b>5.7%</b>		<b>8.9%</b>		
	<b>Total</b>	<b>90.9%</b>		<b>24.0%</b>		<b>376</b>

**Top Ten Tapestry Segments**

**Site vs. U.S.**



**Percent of Households by Tapestry Segment**

Source: ESRI

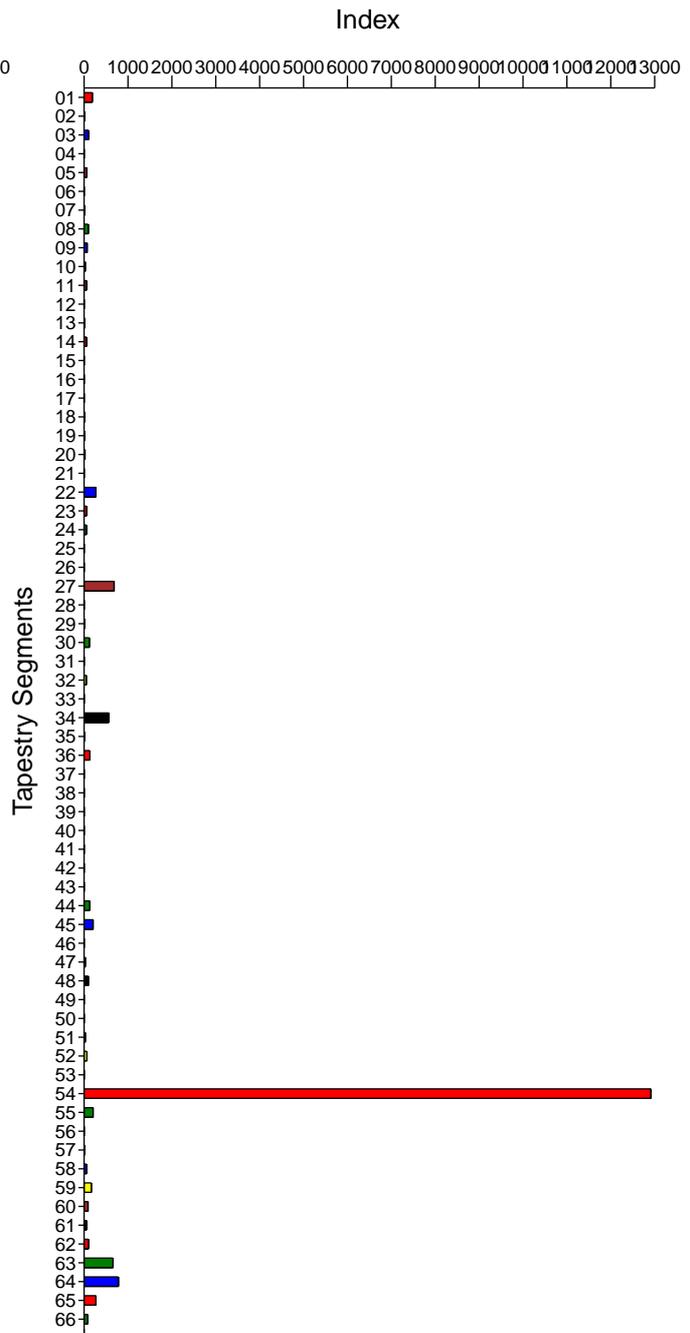
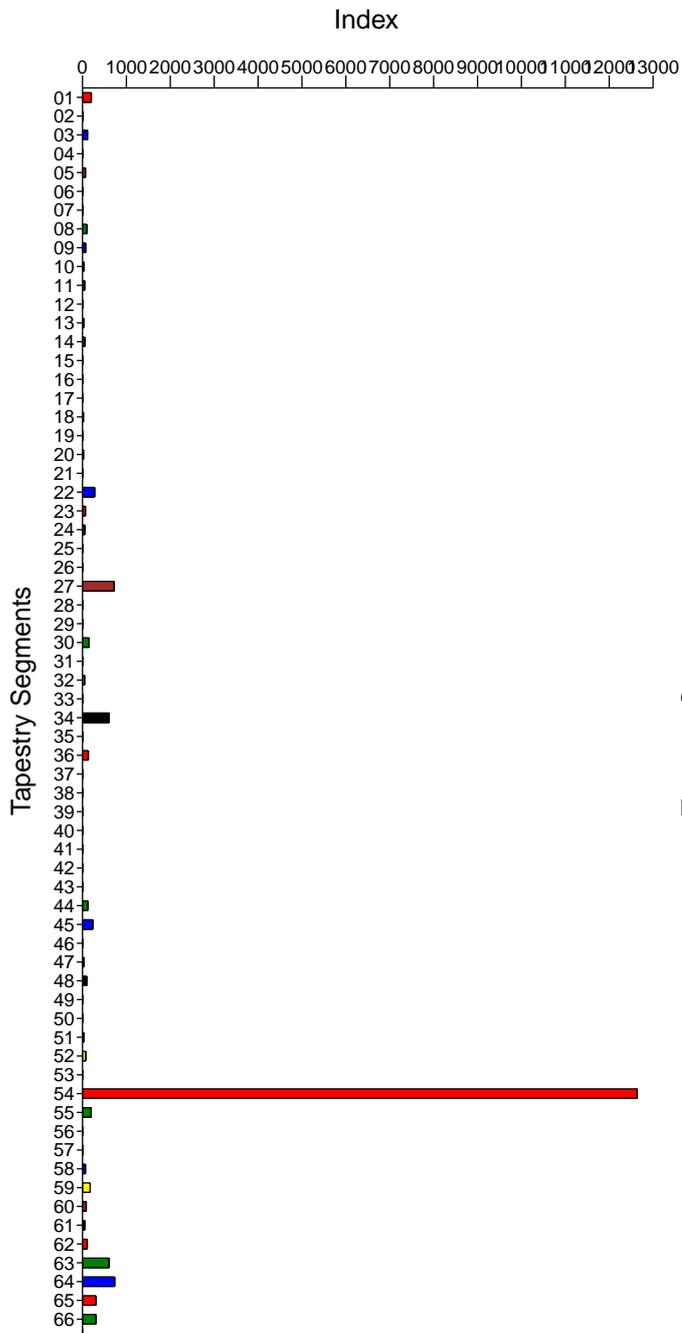
Philadelphia Donut Study  
 1, 3, 5 Mile Donut Study  
 40.010507, -75.209471

Latitude: 40.010507  
 Longitude: -75.209471  
 Radius: 3-5 miles

Site Type: Donut

Tapestry Indexes by Households

Tapestry Indexes by Population



Source: ESRI

**Philadelphia Donut Study**  
**1, 3, 5 Mile Donut Study**  
**40.010507, -75.209471**

**Latitude: 40.010507**  
**Longitude: -75.209471**  
**Radius: 3-5 miles**

**Site Type: Donut**

Tapestry LifeMode Groups	2009 Households			2009 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total</b>	227,674	100.0%		595,883	100.0%	
<b>L1. High Society</b>	9,824	4.3%	34	25,546	4.3%	31
01 Top Rung	3,106	1.4%	198	8,428	1.4%	184
02 Suburban Splendor	544	0.2%	14	1,472	0.2%	12
03 Connoisseurs	3,432	1.5%	109	8,078	1.4%	97
04 Boomburbs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	1,975	0.9%	63	5,427	0.9%	61
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	767	0.3%	13	2,141	0.4%	14
<b>L2. Upscale Avenues</b>	5,857	2.6%	19	15,032	2.5%	18
09 Urban Chic	1,996	0.9%	66	4,887	0.8%	67
10 Pleasant-Ville	962	0.4%	25	2,628	0.4%	24
11 Pacific Heights	619	0.3%	44	2,351	0.4%	52
13 In Style	1,215	0.5%	22	2,257	0.4%	16
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	1,065	0.5%	17	2,909	0.5%	17
<b>L3. Metropolis</b>	113,993	50.1%	954	318,498	53.4%	1021
20 City Lights	412	0.2%	18	1,179	0.2%	19
22 Metropolitans	7,334	3.2%	272	15,725	2.6%	267
45 City Strivers	3,853	1.7%	229	9,728	1.6%	203
51 Metro City Edge	486	0.2%	23	1,439	0.2%	24
54 Urban Rows	99,475	43.7%	12636	284,517	47.7%	12910
62 Modest Income Homes	2,433	1.1%	106	5,910	1.0%	98
<b>L4. Solo Acts</b>	31,415	13.8%	204	53,852	9.0%	178
08 Laptops and Lattes	2,218	1.0%	96	3,977	0.7%	93
23 Trendsetters	1,512	0.7%	63	2,993	0.5%	57
27 Metro Renters	21,928	9.6%	718	35,128	5.9%	683
36 Old and Newcomers	5,757	2.5%	130	11,754	2.0%	130
39 Young and Restless	0	0.0%	0	0	0.0%	0
<b>L5. Senior Styles</b>	12,021	5.3%	43	22,095	3.7%	36
14 Prosperous Empty Nesters	2,066	0.9%	49	5,100	0.9%	51
15 Silver and Gold	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	303	0.1%	6	971	0.2%	9
30 Retirement Communities	4,868	2.1%	147	7,783	1.3%	117
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	352	0.2%	11	754	0.1%	11
65 Social Security Set	4,432	1.9%	301	7,487	1.3%	267
<b>L6. Scholars &amp; Patriots</b>	9,740	4.3%	295	35,123	5.9%	329
40 Military Proximity	0	0.0%	0	0	0.0%	0
55 College Towns	3,547	1.6%	195	9,016	1.5%	203
63 Dorms to Diplomas	6,193	2.7%	604	26,107	4.4%	657

Source: ESRI

Philadelphia Donut Study  
1, 3, 5 Mile Donut Study  
40.010507, -75.209471

Latitude: 40.010507  
Longitude: -75.209471  
Radius: 3-5 miles

Site Type: Donut

Tapestry LifeMode Groups	2009 Households			2009 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total</b>	227,674	100.0%		595,883	100.0%	
<b>L7. High Hopes</b>	3,593	1.6%	39	8,557	1.4%	38
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
48 Great Expectations	3,593	1.6%	91	8,557	1.4%	93
<b>L8. Global Roots</b>	8,542	3.8%	46	23,837	4.0%	41
35 International Marketplace	250	0.1%	8	527	0.1%	6
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	1,814	0.8%	119	5,200	0.9%	125
47 Las Casas	475	0.2%	28	1,769	0.3%	24
52 Inner City Tenants	2,393	1.1%	69	5,291	0.9%	62
58 NeWest Residents	1,283	0.6%	63	4,097	0.7%	57
60 City Dimensions	1,630	0.7%	83	4,749	0.8%	88
61 High Rise Renters	697	0.3%	46	2,204	0.4%	51
<b>L9. Family Portrait</b>	15,381	6.8%	86	47,604	8.0%	87
12 Up and Coming Families	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	322	0.1%	7	1,006	0.2%	8
21 Urban Villages	0	0.0%	0	0	0.0%	0
59 Southwestern Families	3,824	1.7%	172	12,677	2.1%	162
64 City Commons	11,235	4.9%	729	33,921	5.7%	779
<b>L10. Traditional Living</b>	17,293	7.6%	87	45,056	7.6%	91
24 Main Street, USA	2,865	1.3%	49	7,432	1.2%	50
32 Rustbelt Traditions	2,752	1.2%	43	7,463	1.3%	47
33 Midlife Junction	0	0.0%	0	0	0.0%	0
34 Family Foundations	11,676	5.1%	605	30,161	5.1%	559
<b>L11. Factories &amp; Farms</b>	0	0.0%	0	0	0.0%	0
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
37 Prairie Living	0	0.0%	0	0	0.0%	0
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>	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
41 Crossroads	0	0.0%	0	0	0.0%	0
46 Rooted Rural	0	0.0%	0	0	0.0%	0
66 Unclassified	15	0.0%	302	683	0.1%	79

**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 U.S. average. Tapestry segment descriptions can be found at <http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf>

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**Site Type: Donut**

Tapestry Urbanization Groups	2009 Households			2009 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total</b>	227,674	100.0%		595,883	100.0%	
<b>U1. Principal Urban Centers I</b>	28,753	12.6%	162	51,355	8.6%	113
08 Laptops and Lattes	2,218	1.0%	96	3,977	0.7%	93
11 Pacific Heights	619	0.3%	44	2,351	0.4%	52
20 City Lights	412	0.2%	18	1,179	0.2%	19
21 Urban Villages	0	0.0%	0	0	0.0%	0
23 Trendsetters	1,512	0.7%	63	2,993	0.5%	57
27 Metro Renters	21,928	9.6%	718	35,128	5.9%	683
35 International Marketplace	250	0.1%	8	527	0.1%	6
44 Urban Melting Pot	1,814	0.8%	119	5,200	0.9%	125
<b>U2. Principal Urban Centers II</b>	121,450	53.3%	1131	343,723	57.7%	1037
45 City Strivers	3,853	1.7%	229	9,728	1.6%	203
47 Las Casas	475	0.2%	28	1,769	0.3%	24
54 Urban Rows	99,475	43.7%	12636	284,517	47.7%	12910
58 NeWest Residents	1,283	0.6%	63	4,097	0.7%	57
61 High Rise Renters	697	0.3%	46	2,204	0.4%	51
64 City Commons	11,235	4.9%	729	33,921	5.7%	779
65 Social Security Set	4,432	1.9%	301	7,487	1.3%	267
<b>U3. Metro Cities I</b>	19,127	8.4%	74	46,179	7.7%	68
01 Top Rung	3,106	1.4%	198	8,428	1.4%	184
03 Connoisseurs	3,432	1.5%	109	8,078	1.4%	97
05 Wealthy Seaboard Suburbs	1,975	0.9%	63	5,427	0.9%	61
09 Urban Chic	1,996	0.9%	66	4,887	0.8%	67
10 Pleasant-Ville	962	0.4%	25	2,628	0.4%	24
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	322	0.1%	7	1,006	0.2%	8
22 Metropolitans	7,334	3.2%	272	15,725	2.6%	267
<b>U4. Metro Cities II</b>	32,517	14.3%	132	85,845	14.4%	146
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
30 Retirement Communities	4,868	2.1%	147	7,783	1.3%	117
34 Family Foundations	11,676	5.1%	605	30,161	5.1%	559
36 Old and Newcomers	5,757	2.5%	130	11,754	2.0%	130
39 Young and Restless	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	2,393	1.1%	69	5,291	0.9%	62
60 City Dimensions	1,630	0.7%	83	4,749	0.8%	88
63 Dorms to Diplomas	6,193	2.7%	604	26,107	4.4%	657
<b>U5. Urban Outskirts I</b>	9,210	4.0%	37	23,452	3.9%	35
04 Boomburbs	0	0.0%	0	0	0.0%	0
24 Main Street, USA	2,865	1.3%	49	7,432	1.2%	50
32 Rustbelt Traditions	2,752	1.2%	43	7,463	1.3%	47
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
48 Great Expectations	3,593	1.6%	91	8,557	1.4%	93

Source: ESRI

**Philadelphia Donut Study**  
**1, 3, 5 Mile Donut Study**  
**40.010507, -75.209471**

**Latitude: 40.010507**  
**Longitude: -75.209471**  
**Radius: 3-5 miles**

**Site Type: Donut**

Tapestry Urbanization Groups	2009 Households			2009 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total</b>	227,674	100.0%		595,883	100.0%	
<b>U6. Urban Outskirts II</b>	10,642	4.7%	91	29,796	5.0%	95
51 Metro City Edge	486	0.2%	23	1,439	0.2%	24
55 College Towns	3,547	1.6%	195	9,016	1.5%	203
57 Simple Living	352	0.2%	11	754	0.1%	11
59 Southwestern Families	3,824	1.7%	172	12,677	2.1%	162
62 Modest Income Homes	2,433	1.1%	106	5,910	1.0%	98
<b>U7. Suburban Periphery I</b>	4,592	2.0%	13	10,970	1.8%	11
02 Suburban Splendor	544	0.2%	14	1,472	0.2%	12
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	767	0.3%	13	2,141	0.4%	14
12 Up and Coming Families	0	0.0%	0	0	0.0%	0
13 In Style	1,215	0.5%	22	2,257	0.4%	16
14 Prosperous Empty Nesters	2,066	0.9%	49	5,100	0.9%	51
15 Silver and Gold	0	0.0%	0	0	0.0%	0
<b>U8. Suburban Periphery II</b>	1,368	0.6%	6	3,880	0.7%	7
18 Cozy and Comfortable	1,065	0.5%	17	2,909	0.5%	17
29 Rustbelt Retirees	303	0.1%	6	971	0.2%	9
33 Midlife Junction	0	0.0%	0	0	0.0%	0
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>	0	0.0%	0	0	0.0%	0
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>	0	0.0%	0	0	0.0%	0
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>	0	0.0%	0	0	0.0%	0
37 Prairie Living	0	0.0%	0	0	0.0%	0
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	15	0.0%	302	683	0.1%	79

**Data Note:** This report identifies neighborhood segments in the area, and describes the settlement density 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 U.S. average.

**Source:** ESRI