



Tapestry Segmentation Area Profile

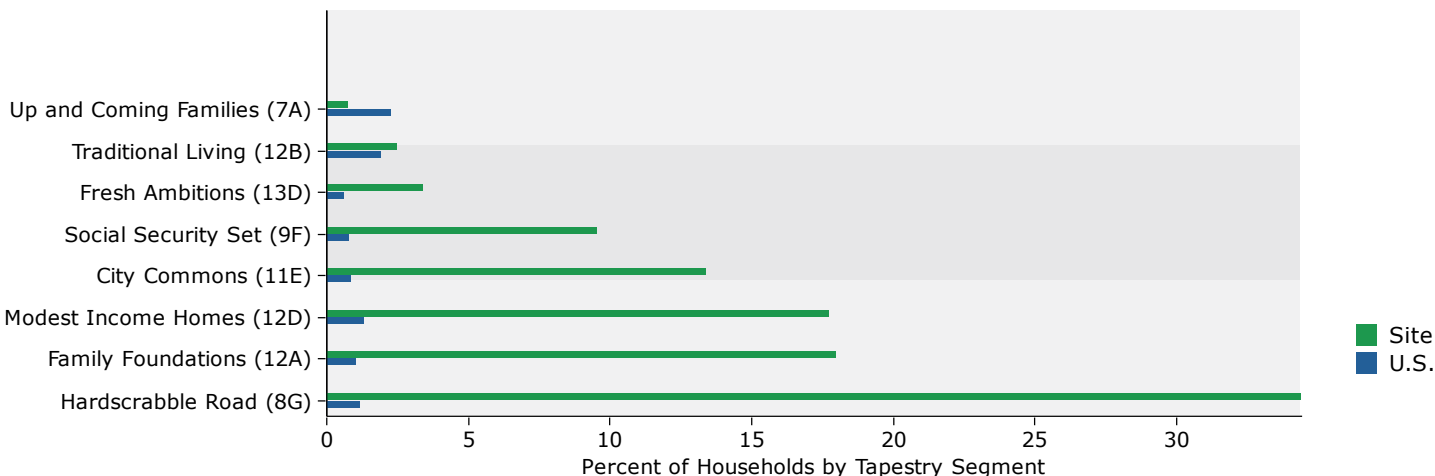
Pontiac, Michigan, United States
 Ring Band: 0 - 1 mile radius

Prepared by Esri
 Latitude: 42.63892
 Longitude: -83.29105

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2016 Households		2016 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Hardscrabble Road (8G)	34.4%	34.4%	1.2%	1.2%	2791
2	Family Foundations (12A)	18.0%	52.4%	1.1%	2.3%	1,699
3	Modest Income Homes (12D)	17.7%	70.1%	1.3%	3.6%	1,325
4	City Commons (11E)	13.4%	83.5%	0.9%	4.5%	1,489
5	Social Security Set (9F)	9.6%	93.1%	0.8%	5.3%	1,187
Subtotal		93.1%		5.3%		
6	Fresh Ambitions (13D)	3.4%	96.5%	0.6%	5.9%	533
7	Traditional Living (12B)	2.5%	99.0%	2.0%	7.9%	130
8	Up and Coming Families (7A)	0.8%	99.8%	2.3%	10.2%	34
Subtotal		6.7%		4.9%		
Total		100.0%		10.2%		977

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

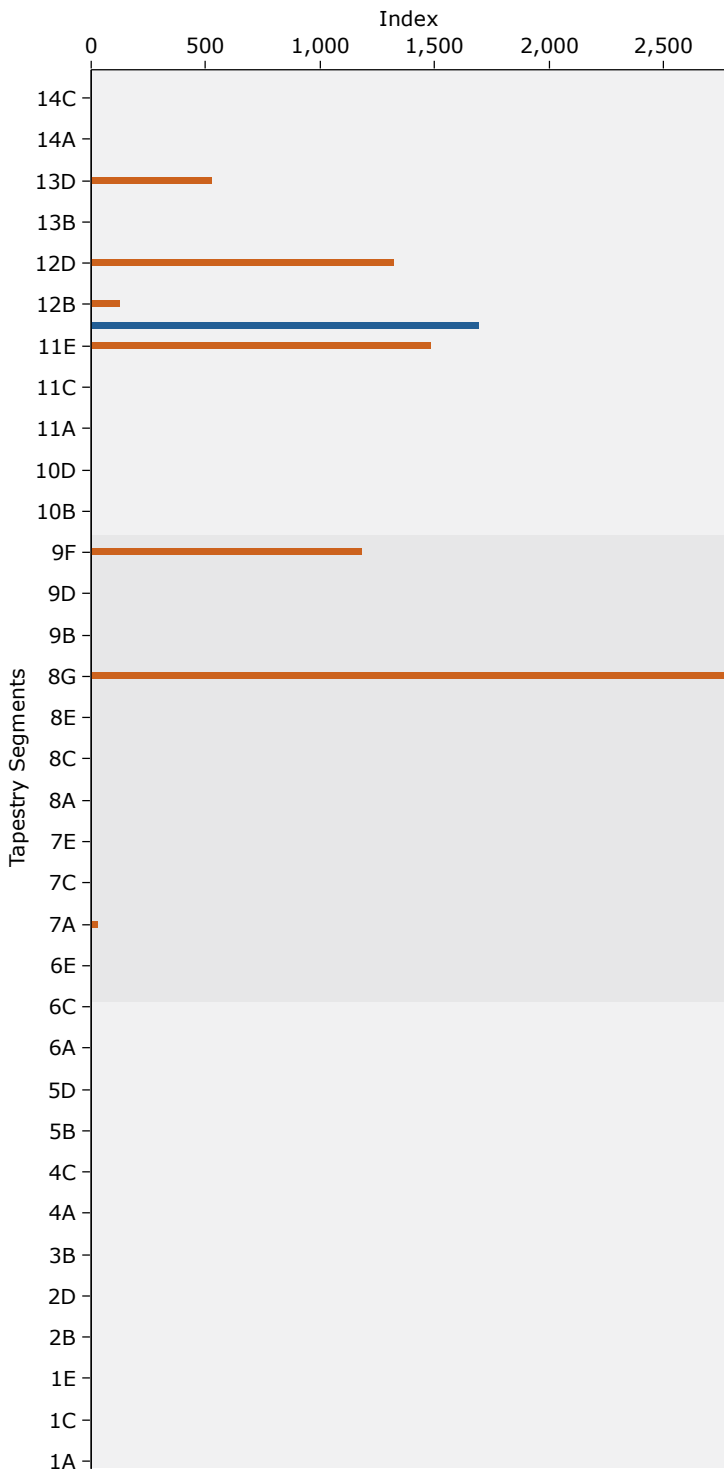


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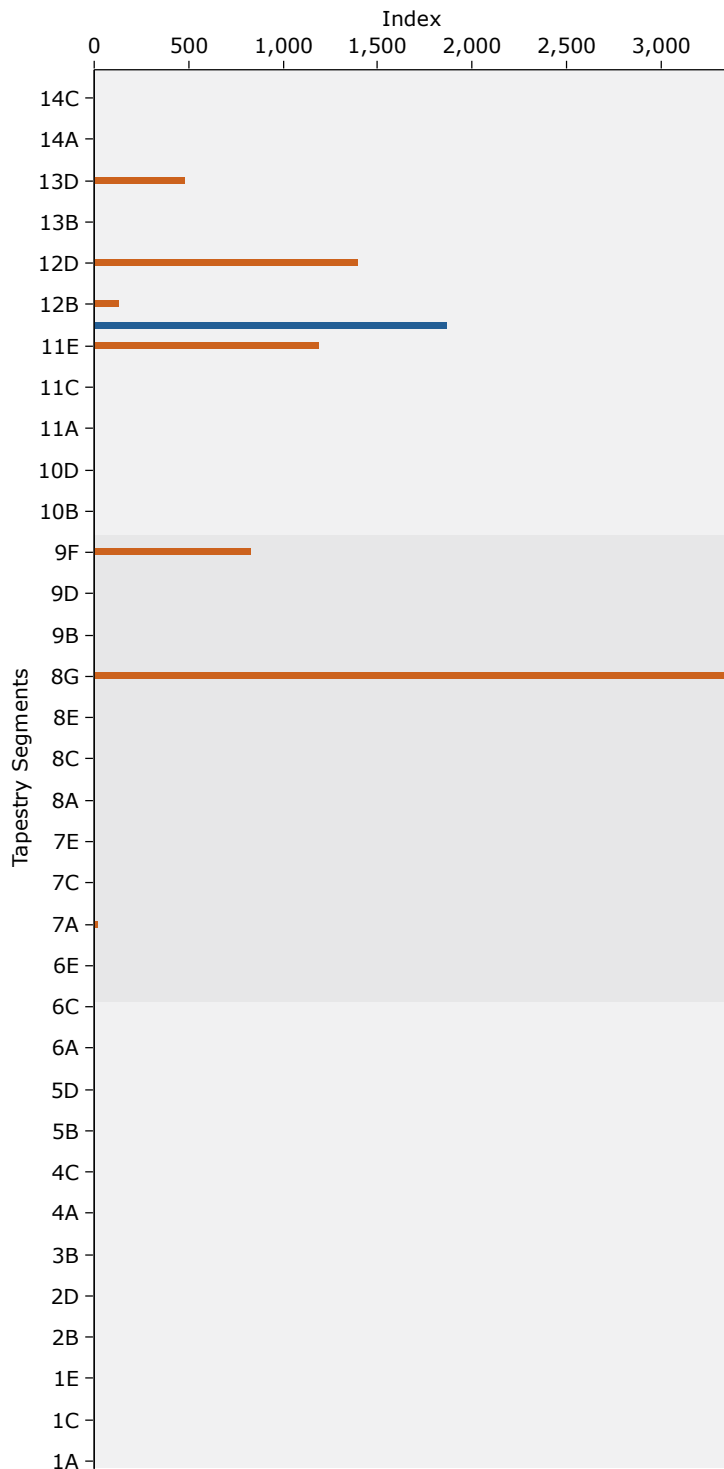
Pontiac, Michigan, United States
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2016 Tapestry Indexes by Households



2016 Tapestry Indexes by Total Population 18+



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Tapestry Segmentation Area Profile

Pontiac, Michigan, United States
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Tapestry LifeMode Groups	2016 Households			2016 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	4,002	100.0%		8,697	100.0%	
1. Affluent Estates	0	0.0%	0	0	0.0%	0
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	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	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	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	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
In Style (5B)	0	0.0%	0	0	0.0%	0
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	31	0.8%	11	63	0.7%	9
Up and Coming Families (7A)	31	0.8%	34	63	0.7%	30
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	2016 Households			2016 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	4,002	100.0%		8,697	100.0%	
8. Middle Ground	1,378	34.4%	315	3,469	39.9%	391
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)	1,378	34.4%	2,791	3,469	39.9%	3,380
9. Senior Styles	384	9.6%	167	482	5.5%	111
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	384	9.6%	1,187	482	5.5%	830
10. Rustic Outposts	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	537	13.4%	217	839	9.6%	176
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)	537	13.4%	1,489	839	9.6%	1,191
12. Hometown	1,534	38.3%	612	3,552	40.8%	690
Family Foundations (12A)	722	18.0%	1,699	1,768	20.3%	1,868
Traditional Living (12B)	102	2.5%	130	213	2.4%	134
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	710	17.7%	1,325	1,571	18.1%	1,403
13. Next Wave	138	3.4%	88	292	3.4%	75
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)	138	3.4%	533	292	3.4%	485
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 Segmentation Area Profile

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Tapestry Urbanization Groups	2016 Households			2016 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	4,002	100.0%		8,697	100.0%	
1. Principal Urban Center	138	3.4%	49	292	3.4%	51
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	138	3.4%	533	292	3.4%	485
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	1,432	35.8%	212	3,339	38.4%	214
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)	722	18.0%	1,699	1,768	20.3%	1,868
Modest Income Homes (12D)	710	17.7%	1,325	1,571	18.1%	1,403
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	2,401	60.0%	328	5,003	57.5%	339
In Style (5B)	0	0.0%	0	0	0.0%	0
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)	1,378	34.4%	2,791	3,469	39.9%	3,380
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	384	9.6%	1,187	482	5.5%	830
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)	537	13.4%	1,489	839	9.6%	1,191
Traditional Living (12B)	102	2.5%	130	213	2.4%	134
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	2016 Households			2016 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	4,002	100.0%		8,697	100.0%	
4. Suburban Periphery	31	0.8%	2	63	0.7%	2
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	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)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	31	0.8%	34	63	0.7%	30
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	0	0.0%	0	0	0.0%	0
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)	0	0.0%	0	0	0.0%	0
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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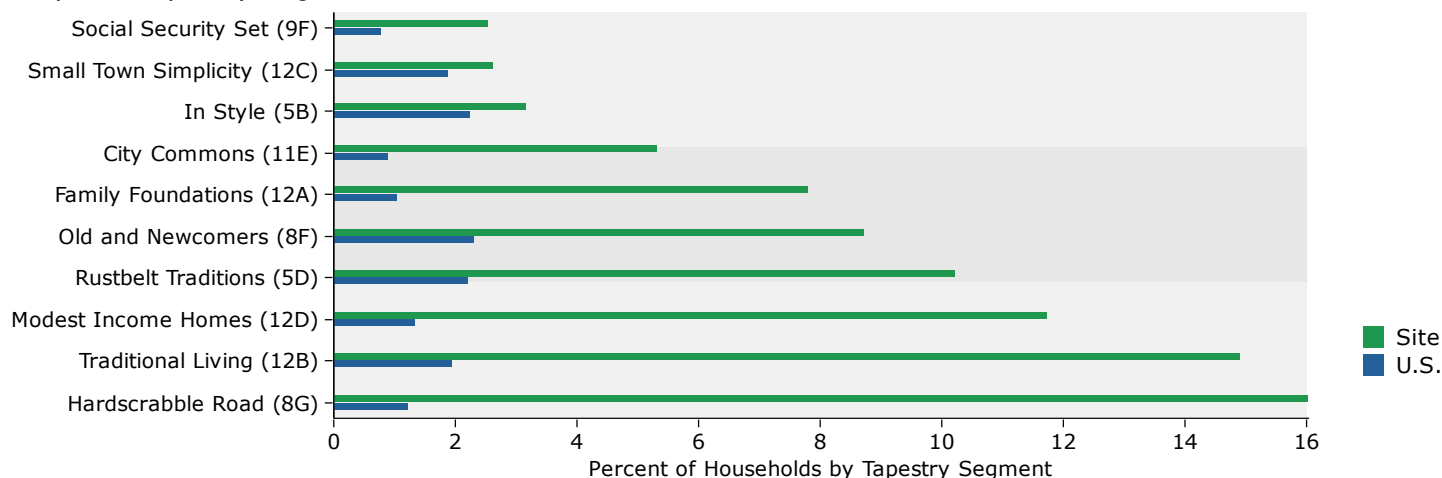
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Rank	Tapestry Segment	2016 Households		2016 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Hardscrabble Road (8G)	16.1%	16.1%	1.2%	1.2%	1301
2	Traditional Living (12B)	14.9%	31.0%	2.0%	3.2%	763
3	Modest Income Homes (12D)	11.8%	42.8%	1.3%	4.5%	878
4	Rustbelt Traditions (5D)	10.2%	53.0%	2.2%	6.7%	460
5	Old and Newcomers (8F)	8.7%	61.7%	2.3%	9.0%	376
Subtotal		61.7%		9.0%		
6	Family Foundations (12A)	7.8%	69.5%	1.1%	10.1%	736
7	City Commons (11E)	5.3%	74.8%	0.9%	11.0%	593
8	In Style (5B)	3.2%	78.0%	2.3%	13.3%	141
9	Small Town Simplicity (12C)	2.6%	80.6%	1.9%	15.2%	139
10	Social Security Set (9F)	2.6%	83.2%	0.8%	16.0%	316
Subtotal		21.5%		7.0%		
11	Exurbanites (1E)	2.4%	85.6%	1.9%	17.9%	125
12	Parks and Rec (5C)	2.4%	88.0%	2.0%	19.9%	119
13	Set to Impress (11D)	2.0%	90.0%	1.4%	21.3%	141
14	Bright Young Professionals (8C)	1.7%	91.7%	2.2%	23.5%	77
15	The Great Outdoors (6C)	1.6%	93.3%	1.6%	25.1%	105
Subtotal		10.1%		9.1%		
16	Up and Coming Families (7A)	1.6%	94.9%	2.3%	27.4%	72
17	Barrios Urbanos (7D)	1.6%	96.5%	1.0%	28.4%	150
18	Fresh Ambitions (13D)	1.5%	98.0%	0.6%	29.0%	225
19	Top Tier (1A)	1.1%	99.1%	1.7%	30.7%	64
20	City Lights (8A)	0.3%	99.4%	1.5%	32.2%	21
Subtotal		6.1%		7.1%		
Total		99.4%		32.3%		308

Top Ten Tapestry Segments Site vs. U.S.



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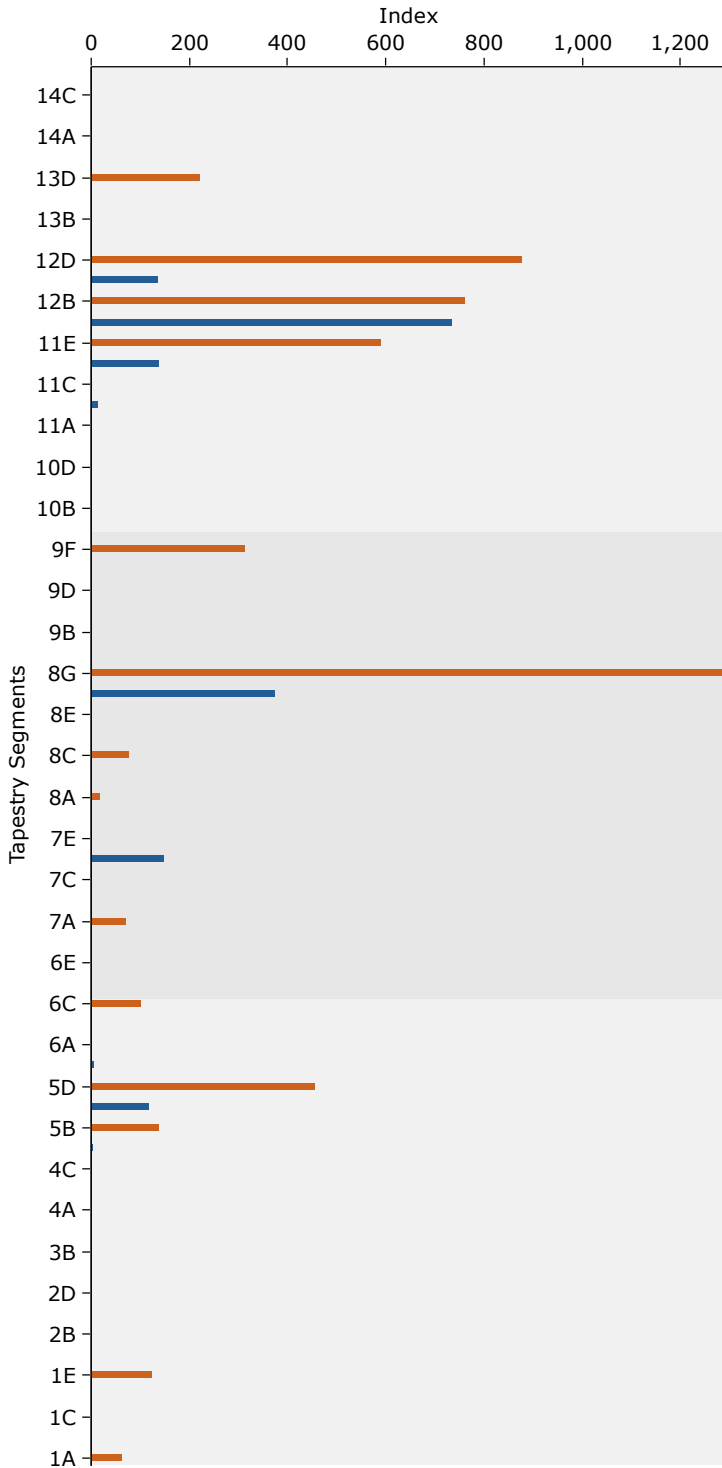


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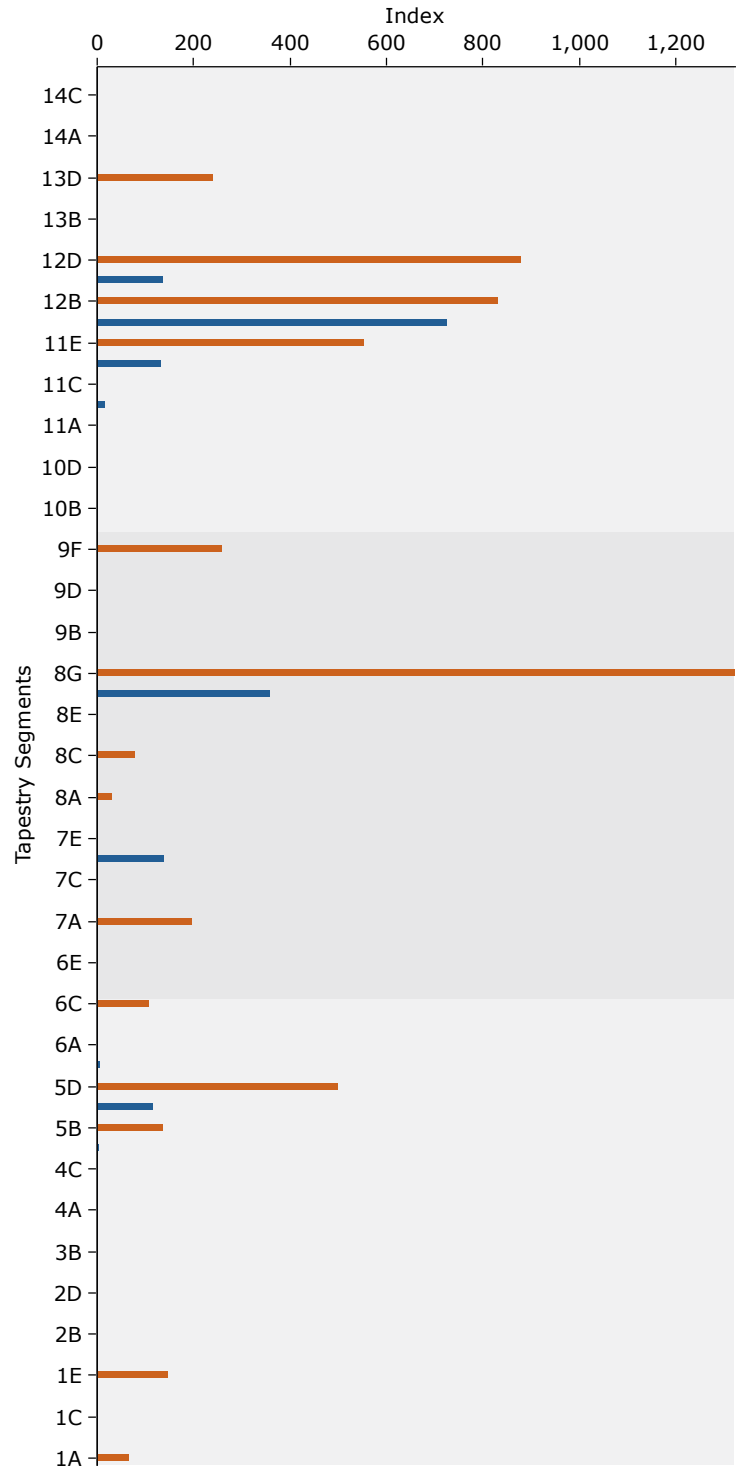
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2016 Tapestry Indexes by Households



2016 Tapestry Indexes by Total Population 18+



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Tapestry LifeMode Groups	2016 Households			2016 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	23,970	100.0%		46,177	100.0%	
1. Affluent Estates	847	3.5%	36	1,917	4.2%	40
Top Tier (1A)	264	1.1%	64	570	1.2%	68
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	583	2.4%	125	1,347	2.9%	150
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	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	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	3,850	16.1%	140	7,409	16.0%	146
Comfortable Empty Nesters (5A)	25	0.1%	4	55	0.1%	5
In Style (5B)	762	3.2%	141	1,344	2.9%	138
Parks and Rec (5C)	570	2.4%	119	1,066	2.3%	118
Rustbelt Traditions (5D)	2,453	10.2%	460	4,858	10.5%	503
Midlife Constants (5E)	40	0.2%	7	86	0.2%	8
6. Cozy Country Living	393	1.6%	14	773	1.7%	14
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)	393	1.6%	105	773	1.7%	110
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	768	3.2%	46	3,033	6.6%	81
Up and Coming Families (7A)	393	1.6%	72	2,229	4.8%	200
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)	375	1.6%	150	804	1.7%	140
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

Pontiac, Michigan, United States
 Ring Band: 1 - 3 mile radius

Prepared by Esri
 Latitude: 42.63892
 Longitude: -83.29105

Tapestry LifeMode Groups	2016 Households			2016 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	23,970	100.0%		46,177	100.0%	
8. Middle Ground	6,430	26.8%	245	11,515	24.9%	245
City Lights (8A)	75	0.3%	21	211	0.5%	31
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	411	1.7%	77	739	1.6%	80
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)	2,096	8.7%	376	3,344	7.2%	360
Hardscrabble Road (8G)	3,848	16.1%	1,301	7,221	15.6%	1,325
9. Senior Styles	612	2.6%	44	800	1.7%	35
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	612	2.6%	316	800	1.7%	260
10. Rustic Outposts	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	1,816	7.6%	122	2,948	6.4%	116
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	65	0.3%	16	119	0.3%	19
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	471	2.0%	141	751	1.6%	136
City Commons (11E)	1,280	5.3%	593	2,078	4.5%	556
12. Hometown	8,906	37.2%	593	17,010	36.8%	623
Family Foundations (12A)	1,875	7.8%	737	3,661	7.9%	728
Traditional Living (12B)	3,580	14.9%	763	7,023	15.2%	835
Small Town Simplicity (12C)	633	2.6%	139	1,088	2.4%	137
Modest Income Homes (12D)	2,818	11.8%	878	5,238	11.3%	881
13. Next Wave	348	1.5%	37	772	1.7%	37
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)	348	1.5%	225	772	1.7%	241
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

Pontiac, Michigan, United States
 Ring Band: 1 - 3 mile radius

Prepared by Esri
 Latitude: 42.63892
 Longitude: -83.29105

Tapestry Urbanization Groups	2016 Households			2016 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	23,970	100.0%		46,177	100.0%	
1. Principal Urban Center	348	1.5%	21	772	1.7%	25
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	348	1.5%	225	772	1.7%	241
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	8,007	33.4%	198	15,511	33.6%	187
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	2,453	10.2%	460	4,858	10.5%	503
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)	375	1.6%	150	804	1.7%	140
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	75	0.3%	21	211	0.5%	31
Bright Young Professionals (8C)	411	1.7%	77	739	1.6%	80
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	1,875	7.8%	737	3,661	7.9%	728
Modest Income Homes (12D)	2,818	11.8%	878	5,238	11.3%	881
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	12,714	53.0%	290	22,680	49.1%	290
In Style (5B)	762	3.2%	141	1,344	2.9%	138
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)	2,096	8.7%	376	3,344	7.2%	360
Hardscrabble Road (8G)	3,848	16.1%	1,301	7,221	15.6%	1,325
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	612	2.6%	316	800	1.7%	260
Young and Restless (11B)	65	0.3%	16	119	0.3%	19
Set to Impress (11D)	471	2.0%	141	751	1.6%	136
City Commons (11E)	1,280	5.3%	593	2,078	4.5%	556
Traditional Living (12B)	3,580	14.9%	763	7,023	15.2%	835
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

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

Source: Esri



Tapestry Segmentation Area Profile

Pontiac, Michigan, United States
 Ring Band: 1 - 3 mile radius

Prepared by Esri
 Latitude: 42.63892
 Longitude: -83.29105

Tapestry Urbanization Groups	2016 Households			2016 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	23,970	100.0%		46,177	100.0%	
4. Suburban Periphery	1,875	7.8%	25	5,353	11.6%	36
Top Tier (1A)	264	1.1%	64	570	1.2%	68
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	583	2.4%	125	1,347	2.9%	150
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)	25	0.1%	4	55	0.1%	5
Parks and Rec (5C)	570	2.4%	119	1,066	2.3%	118
Midlife Constants (5E)	40	0.2%	7	86	0.2%	8
Up and Coming Families (7A)	393	1.6%	72	2,229	4.8%	200
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	633	2.6%	28	1,088	2.4%	26
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)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	633	2.6%	139	1,088	2.4%	137
6. Rural	393	1.6%	10	773	1.7%	10
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)	393	1.6%	105	773	1.7%	110
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

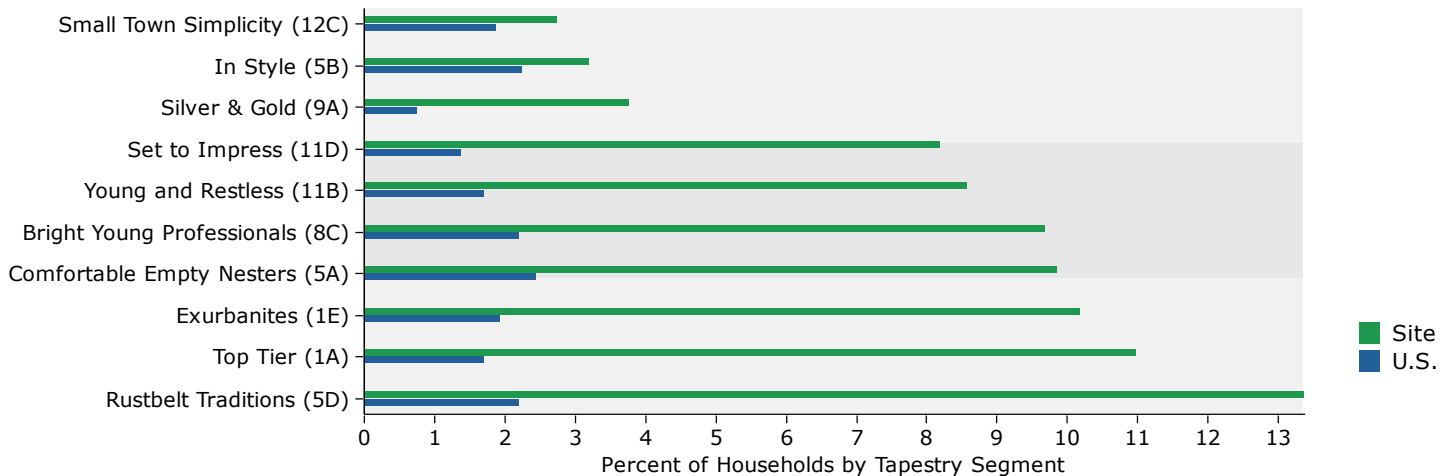
Pontiac, Michigan, United States
 Ring Band: 3 - 5 mile radius

Prepared by Esri
 Latitude: 42.63892
 Longitude: -83.29105

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2016 Households		2016 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Rustbelt Traditions (5D)	13.4%	13.4%	2.2%	2.2%	602
2	Top Tier (1A)	11.0%	24.4%	1.7%	3.9%	641
3	Exurbanites (1E)	10.2%	34.6%	1.9%	5.8%	524
4	Comfortable Empty Nesters (5A)	9.9%	44.5%	2.5%	8.3%	400
5	Bright Young Professionals (8C)	9.7%	54.2%	2.2%	10.5%	436
	Subtotal	54.2%		10.5%		
6	Young and Restless (11B)	8.6%	62.8%	1.7%	12.2%	502
7	Set to Impress (11D)	8.2%	71.0%	1.4%	13.6%	590
8	Silver & Gold (9A)	3.8%	74.8%	0.8%	14.4%	500
9	In Style (5B)	3.2%	78.0%	2.3%	16.7%	142
10	Small Town Simplicity (12C)	2.7%	80.7%	1.9%	18.6%	144
	Subtotal	26.5%		8.1%		
11	Midlife Constants (5E)	2.6%	83.3%	2.5%	21.1%	104
12	Front Porches (8E)	1.9%	85.2%	1.6%	22.7%	117
13	College Towns (14B)	1.7%	86.9%	0.9%	23.6%	182
14	Green Acres (6A)	1.6%	88.5%	3.2%	26.8%	51
15	Enterprising Professionals (2D)	1.6%	90.1%	1.4%	28.2%	115
	Subtotal	9.4%		9.6%		
16	City Lights (8A)	1.6%	91.7%	1.5%	29.7%	108
17	Traditional Living (12B)	1.2%	92.9%	2.0%	31.7%	64
18	Savvy Suburbanites (1D)	1.1%	94.0%	3.0%	34.7%	36
19	Home Improvement (4B)	0.9%	94.9%	1.7%	36.4%	55
20	Golden Years (9B)	0.9%	95.8%	1.3%	37.7%	71
	Subtotal	5.7%		9.5%		
	Total	95.9%		37.7%		254

Top Ten Tapestry Segments Site vs. U.S.



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Source: Esri

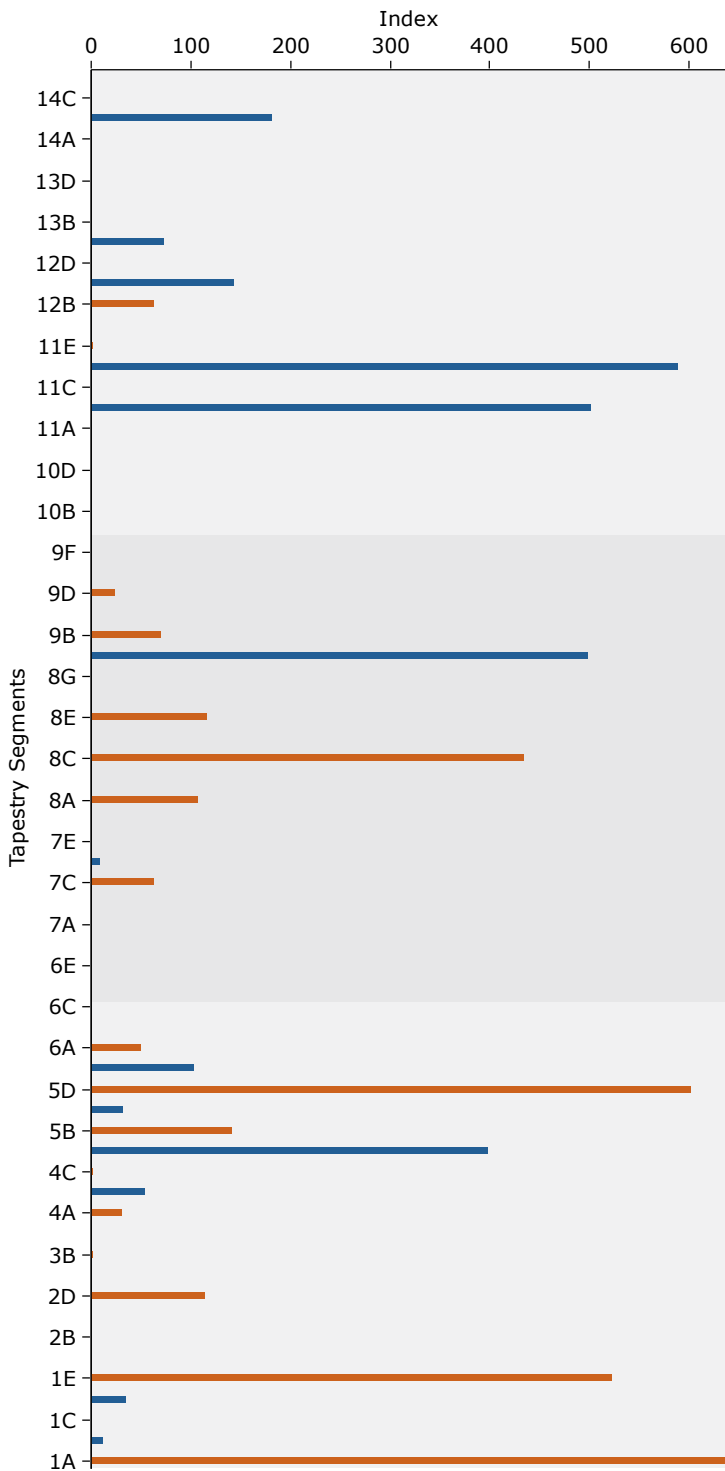


Tapestry Segmentation Area Profile

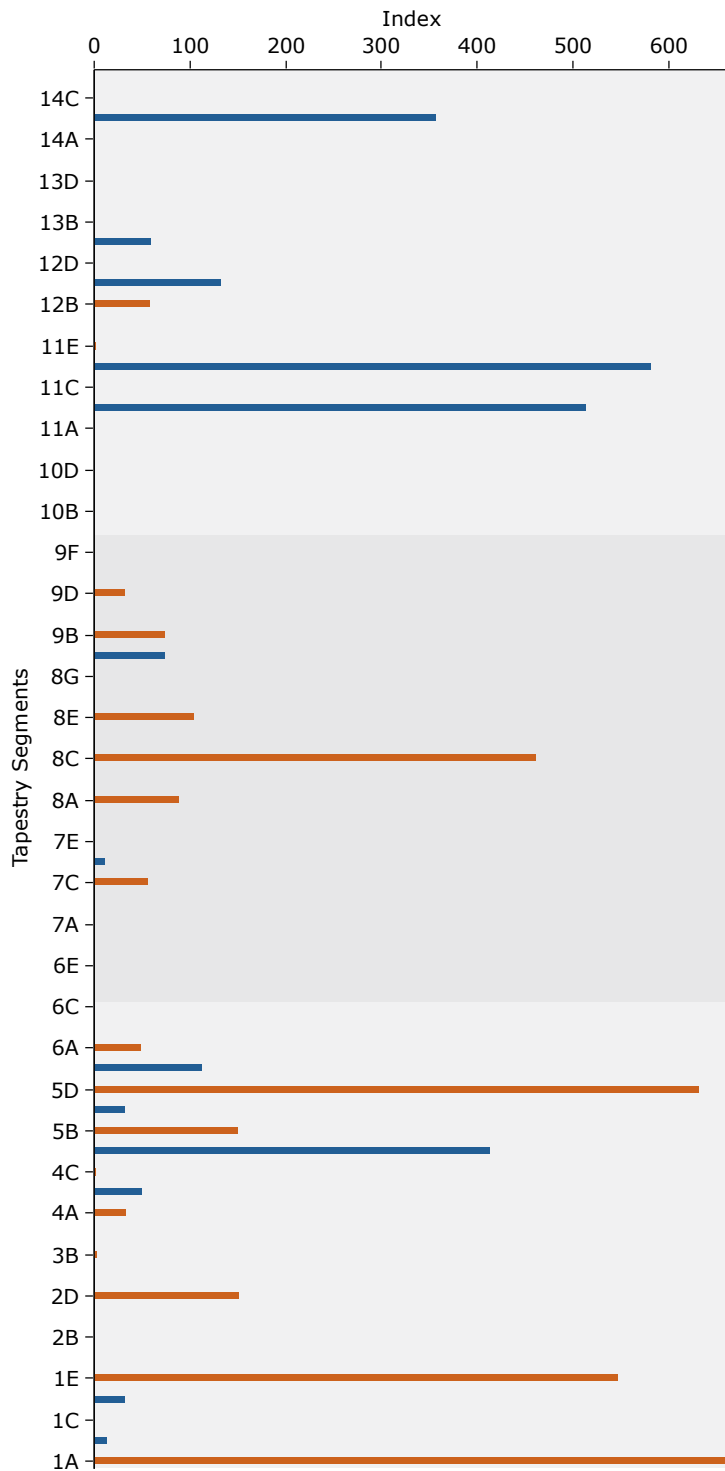
Pontiac, Michigan, United States
 Ring Band: 3 - 5 mile radius

Prepared by Esri
 Latitude: 42.63892
 Longitude: -83.29105

2016 Tapestry Indexes by Households



2016 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

Pontiac, Michigan, United States
 Ring Band: 3 - 5 mile radius

Prepared by Esri
 Latitude: 42.63892
 Longitude: -83.29105

Tapestry LifeMode Groups	2016 Households			2016 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	32,884	100.0%		63,130	100.0%	
1. Affluent Estates	7,383	22.5%	230	15,202	24.1%	232
Top Tier (1A)	3,614	11.0%	641	7,611	12.1%	667
Professional Pride (1B)	70	0.2%	13	166	0.3%	15
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	349	1.1%	36	686	1.1%	34
Exurbanites (1E)	3,350	10.2%	524	6,739	10.7%	548
2. Upscale Avenues	525	1.6%	28	1,254	2.0%	34
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)	525	1.6%	115	1,254	2.0%	153
3. Uptown Individuals	16	0.0%	1	29	0.0%	2
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	16	0.0%	3	29	0.0%	4
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	623	1.9%	26	1,274	2.0%	26
Soccer Moms (4A)	296	0.9%	32	664	1.1%	35
Home Improvement (4B)	312	0.9%	55	590	0.9%	51
Middleburg (4C)	15	0.0%	2	20	0.0%	1
5. GenXurban	9,789	29.8%	260	18,943	30.0%	273
Comfortable Empty Nesters (5A)	3,247	9.9%	400	6,455	10.2%	415
In Style (5B)	1,056	3.2%	142	2,012	3.2%	151
Parks and Rec (5C)	221	0.7%	34	405	0.6%	33
Rustbelt Traditions (5D)	4,400	13.4%	602	8,353	13.2%	632
Midlife Constants (5E)	865	2.6%	104	1,718	2.7%	114
6. Cozy Country Living	537	1.6%	13	1,050	1.7%	14
Green Acres (6A)	537	1.6%	51	1,050	1.7%	50
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	344	1.0%	15	697	1.1%	14
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	308	0.9%	64	601	1.0%	57
Barrios Urbanos (7D)	36	0.1%	10	96	0.2%	12
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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Source: Esri



Tapestry Segmentation Area Profile

Pontiac, Michigan, United States
 Ring Band: 3 - 5 mile radius

Prepared by Esri
 Latitude: 42.63892
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Tapestry LifeMode Groups	2016 Households			2016 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	32,884	100.0%		63,130	100.0%	
8. Middle Ground	4,329	13.2%	120	7,730	12.2%	120
City Lights (8A)	523	1.6%	108	840	1.3%	89
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	3,190	9.7%	436	5,864	9.3%	463
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	616	1.9%	117	1,026	1.6%	106
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	1,632	5.0%	86	3,106	4.9%	98
Silver & Gold (9A)	1,247	3.8%	500	2,368	3.8%	545
Golden Years (9B)	312	0.9%	71	563	0.9%	75
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	73	0.2%	24	175	0.3%	33
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
10. Rustic Outposts	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	5,531	16.8%	272	8,874	14.1%	256
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	2,828	8.6%	502	4,470	7.1%	515
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	2,697	8.2%	590	4,398	7.0%	583
City Commons (11E)	6	0.0%	2	6	0.0%	1
12. Hometown	1,312	4.0%	64	2,123	3.4%	57
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	411	1.2%	64	673	1.1%	59
Small Town Simplicity (12C)	901	2.7%	144	1,450	2.3%	134
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	298	0.9%	23	524	0.8%	19
International Marketplace (13A)	298	0.9%	74	524	0.8%	60
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	565	1.7%	107	2,324	3.7%	161
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	565	1.7%	182	2,324	3.7%	358
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

Pontiac, Michigan, United States
 Ring Band: 3 - 5 mile radius

Prepared by Esri
 Latitude: 42.63892
 Longitude: -83.29105

Tapestry Urbanization Groups	2016 Households			2016 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	32,884	100.0%		63,130	100.0%	
1. Principal Urban Center	16	0.0%	1	29	0.0%	1
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	16	0.0%	3	29	0.0%	4
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	8,755	26.6%	158	16,278	25.8%	144
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	4,400	13.4%	602	8,353	13.2%	632
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	308	0.9%	64	601	1.0%	57
Barrios Urbanos (7D)	36	0.1%	10	96	0.2%	12
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	523	1.6%	108	840	1.3%	89
Bright Young Professionals (8C)	3,190	9.7%	436	5,864	9.3%	463
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)	298	0.9%	74	524	0.8%	60
Las Casas (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	8,179	24.9%	136	14,909	23.6%	139
In Style (5B)	1,056	3.2%	142	2,012	3.2%	151
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	616	1.9%	117	1,026	1.6%	106
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)	2,828	8.6%	502	4,470	7.1%	515
Set to Impress (11D)	2,697	8.2%	590	4,398	7.0%	583
City Commons (11E)	6	0.0%	2	6	0.0%	1
Traditional Living (12B)	411	1.2%	64	673	1.1%	59
College Towns (14B)	565	1.7%	182	2,324	3.7%	358
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

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Tapestry Urbanization Groups	2016 Households			2016 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	32,884	100.0%		63,130	100.0%	
4. Suburban Periphery	14,408	43.8%	139	29,219	46.3%	144
Top Tier (1A)	3,614	11.0%	641	7,611	12.1%	667
Professional Pride (1B)	70	0.2%	13	166	0.3%	15
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	349	1.1%	36	686	1.1%	34
Exurbanites (1E)	3,350	10.2%	524	6,739	10.7%	548
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	525	1.6%	115	1,254	2.0%	153
Soccer Moms (4A)	296	0.9%	32	664	1.1%	35
Home Improvement (4B)	312	0.9%	55	590	0.9%	51
Comfortable Empty Nesters (5A)	3,247	9.9%	400	6,455	10.2%	415
Parks and Rec (5C)	221	0.7%	34	405	0.6%	33
Midlife Constants (5E)	865	2.6%	104	1,718	2.7%	114
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	1,247	3.8%	500	2,368	3.8%	545
Golden Years (9B)	312	0.9%	71	563	0.9%	75
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	989	3.0%	32	1,645	2.6%	29
Middleburg (4C)	15	0.0%	2	20	0.0%	1
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)	73	0.2%	24	175	0.3%	33
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	901	2.7%	144	1,450	2.3%	134
6. Rural	537	1.6%	10	1,050	1.7%	10
Green Acres (6A)	537	1.6%	51	1,050	1.7%	50
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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