

Tapestry Sementation
Area Profile
Market Analysis Report

Prepared for
Mr. Jim McRell

April 30, 2010
By Michelle M. Smith



Preferences of each tapestry segment

Hometown

Home Town residents savor their quasi-country lifestyle by spending time outdoors fishing and playing football. Indoors, they play video games or watch TV favorites such as courtroom programs, wrestling, or reality shows. Internet access and cell phone use are less important here than in other markets. They shop for groceries at Kroger, Aldi, and Wal-Mart Supercenters. They buy clothes at discount department stores such as Wal-Mart and Kmart, typically located in small local malls. When they eat out, they go to Bob Evans and Ryan's family restaurants or fast-food places.

Rustbelt Tradition

These residents stick close to home; for years, they've lived, worked, shopped, and played in the same area. Not tempted by fads, they stick to familiar products and services. They drive domestic cars. They will spend money on their families, yard maintenance, and home improvements. They will hire contractors for special projects such as the installation of roofing, carpet, and flooring. These financially conservative residents prefer to bank at a credit union and have personal savings. They might carry a personal loan and hold low-value life and homeowner's insurance policies. They're frugal and shop for bargains at Sam's Club, J.C. Penney, and Kmart. They go online weekly to play games and shop. They go bowling, fishing, and hunting and attend car races, country music shows, and ice hockey games. They're big TV fans; they watch sitcoms and sports events. They also subscribe to cable and watch it regularly. Favorite channels are truTV, the Game Show Network, and the Disney Channel.

Great Expectations

Great Expectations homeowners are not afraid to tackle smaller maintenance and remodeling projects, but they also enjoy a young and active lifestyle. They go out to dinner and to the movies. They do most of their grocery shopping at Wal-Mart Supercenters, Aldi, and Shop 'n Save. They throw Frisbees; play softball and pool; go canoeing; watch horror, science fiction, and drama films on DVD; and listen to country music, classic rock, and sports on the radio. They watch dramas, auto racing, and the evening news on TV. They occasionally eat at Arby's and Dairy Queen. They shop at major discount and department stores. They rarely travel. Focused on starting their careers, they're not investing for their retirement years.

Old and Newcomers

Their purchases reflect the unencumbered lifestyles of singles and renters. They spend less at the grocery store than larger households. A domestic subcompact or compact car serves them well. They arrange their vacations to keep in touch with out-of-town relatives and friends. They read fiction and nonfiction, newspapers, and magazines. They watch TV, listen to contemporary hits radio, go to the movies, and rent DVDs to view at home. Their leisure activities are as varied as their ages. They exercise by walking, swimming, and going bowling. They also cook at home.

Social Security Set

Limited resources somewhat restrict the activities and purchases of residents in *Social Security Set* neighborhoods. They shop at discount stores but prefer grocery stores close to home. Many depend on Medicare or Medicaid to pay their health care costs. They bank in person and pay cash when they shop. Many purchase renter's insurance. Most households subscribe to cable television; residents enjoy their daytime and prime time TV. They watch game shows, a variety of sports, and entertainment news shows. This high viewership provides an easy way to reach these residents. Avid newspaper readers, many will read two or more to stay current on sports and the news.

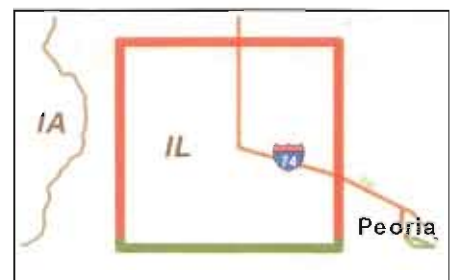
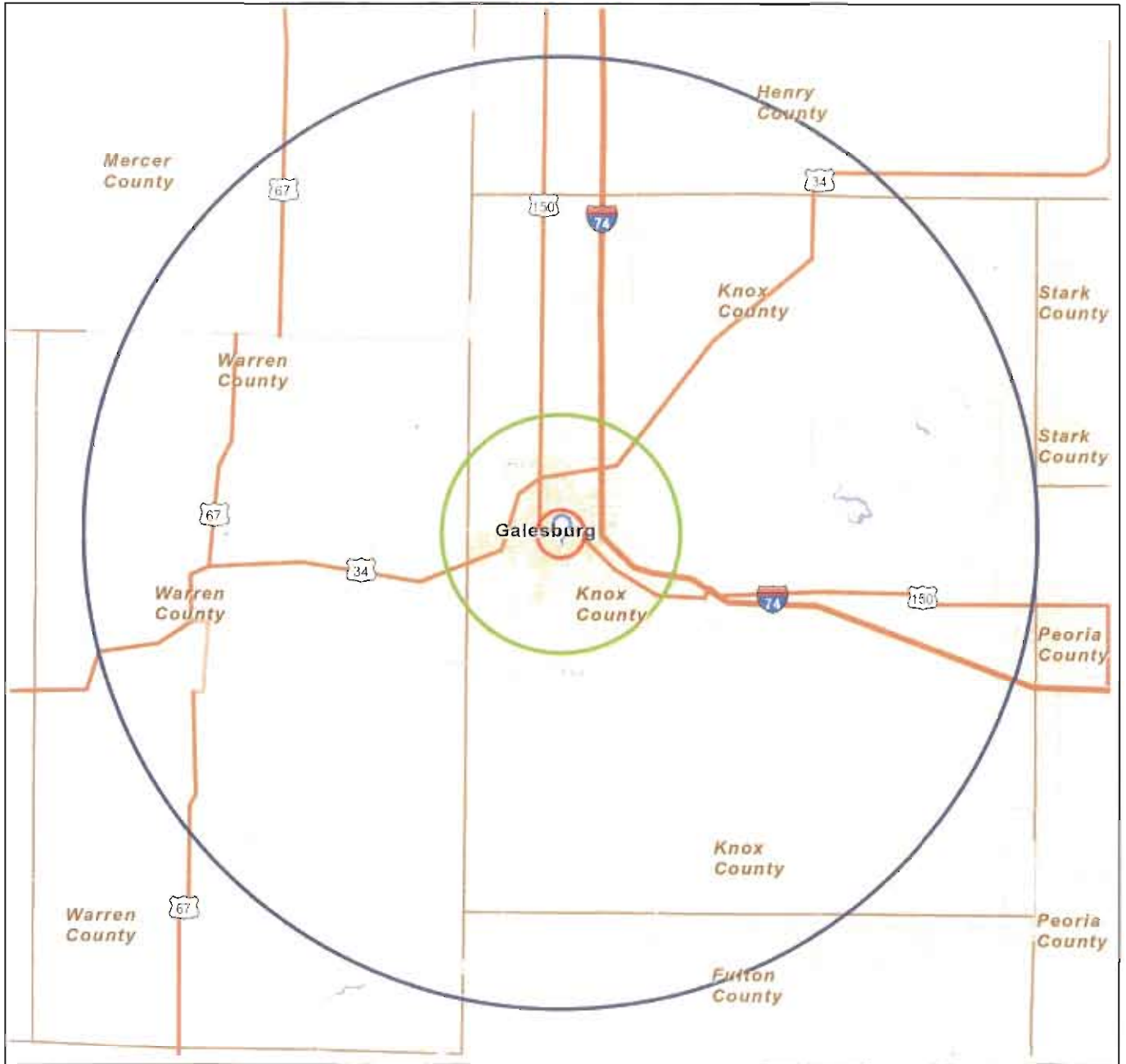


Site Map

Greda_2
185 S. Kellogg St.
Galesburg, IL 61402

Latitude: 40.945306
Longitude: -90.366327
Rings 1, 5, 20 Miles

Site Type: Rings





Tapestry Segmentation Area Profile

Ranked by Households

Greda_4
185 S. Kellogg St.
Galesburg, IL 61402

Site Type: Rings

Latitude: 40.945306
Longitude: -90.366327
Radius: 1 Miles

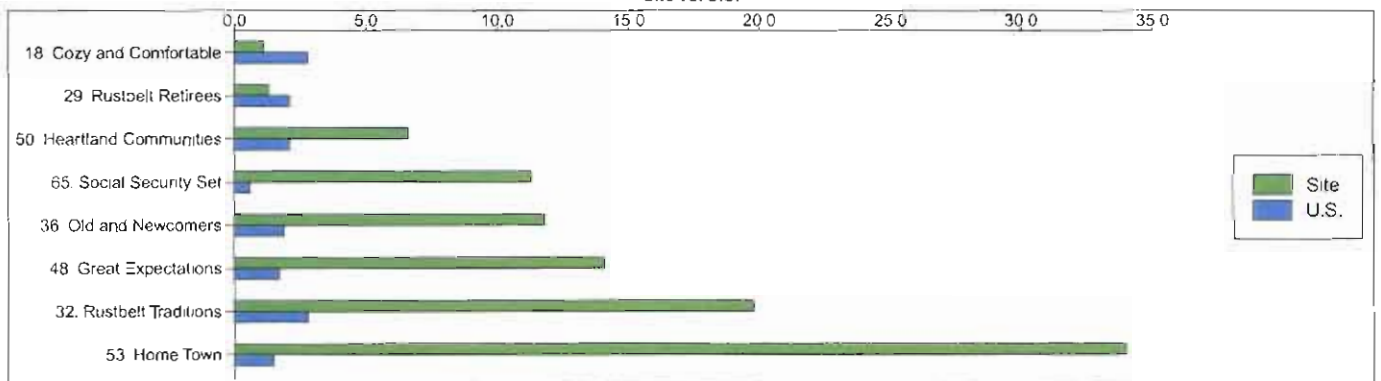
Top Twenty Tapestry Segments

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	53 Home Town	34.0%	34.0%	1.5%	1.5%	2337
2	32 Rustbelt Traditions	19.8%	53.8%	2.8%	4.3%	701
3	48 Great Expectations	14.1%	67.9%	1.7%	6.0%	811
4	36 Old and Newcomers	11.8%	79.7%	1.9%	7.9%	605
5	65 Social Security Set	11.3%	91.0%	0.6%	8.5%	1744
	Subtotal	91.0%		8.5%		
6	50 Heartland Communities	6.6%	97.6%	2.1%	10.6%	310
7	29 Rustbelt Retirees	1.3%	98.9%	2.1%	12.7%	62
8	18 Cozy and Comfortable	1.1%	100.0%	2.8%	15.5%	38
	Total	100.0%		15.5%		638

Top Ten Tapestry Segments

Site vs. U.S.



Percent of Households by Tapestry Segment

Source: ESRI



Tapestry Segmentation Area Profile

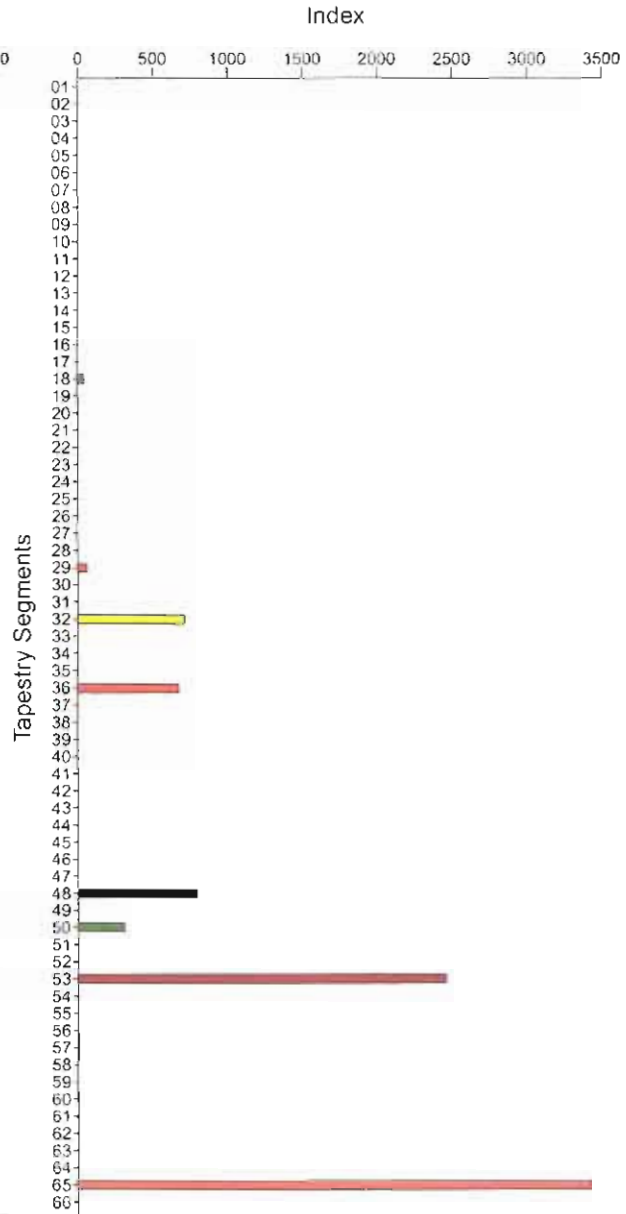
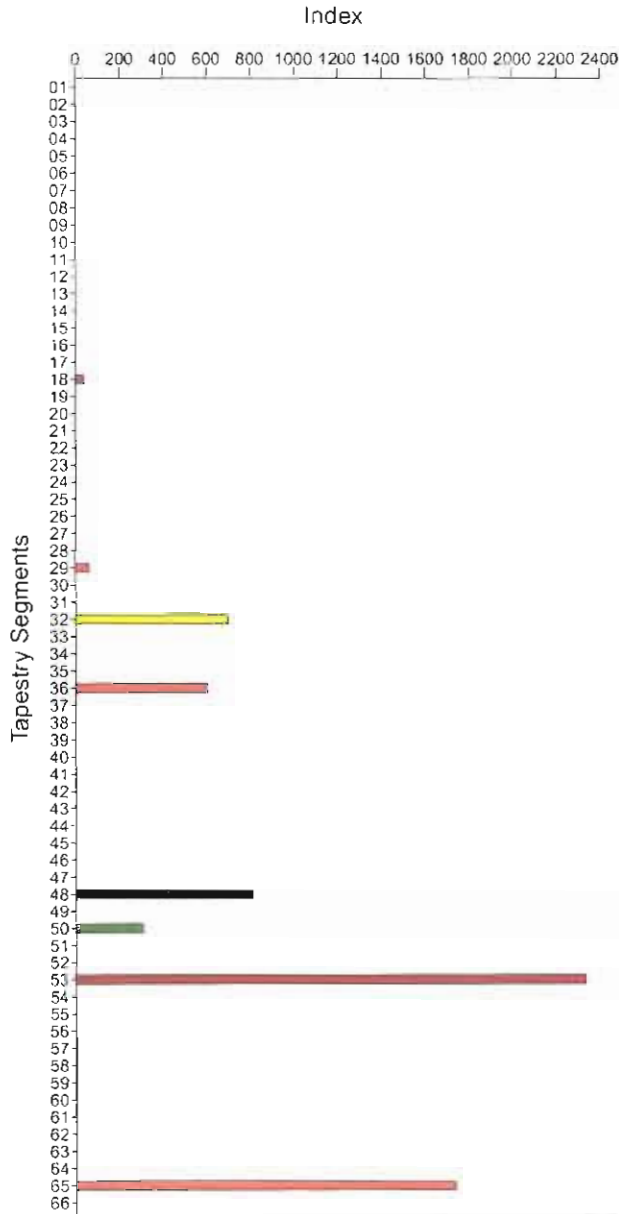
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Site Type: Rings

Latitude: 40.945306
Longitude: -90.366327
Radius: 1 Miles

Tapestry Indexes by Households

Tapestry Indexes by Population



Source: ESRI



Tapestry Segmentation Area Profile

LifeMode Groups

Greda_4
 185 S. Kellogg St.
 Galesburg, IL 61402

Latitude: 40.945306
 Longitude: -90.366327
 Radius: 1 Miles

Site Type: Rings

Tapestry LifeMode Groups	2009 Households			2009 Population		
	Number	Percent	Index	Number	Percent	Index
Total	4,668	100.0%		11,946	100.0%	
L1. High Society	0	0.0%	0	0	0.0%	0
01 Top Rung	0	0.0%	0	0	0.0%	0
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
L2. Upscale Avenues	50	1.1%	8	136	1.1%	8
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	50	1.1%	38	136	1.1%	41
L3. Metropolis	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitans	0	0.0%	0	0	0.0%	0
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	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
L4. Solo Acts	550	11.8%	174	1,216	10.2%	201
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	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	550	11.8%	605	1,216	10.2%	673
39 Young and Restless	0	0.0%	0	0	0.0%	0
L5. Senior Styles	896	19.2%	155	2,771	23.2%	223
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	60	1.3%	62	137	1.1%	61
30 Retirement Communities	0	0.0%	0	0	0.0%	0
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	310	6.6%	310	711	6.0%	310
57 Simple Living	0	0.0%	0	0	0.0%	0
65 Social Security Set	526	11.3%	1744	1,923	16.1%	3421
L6. Scholars & Patriots	0	0.0%	0	0	0.0%	0
40 Military Proximity	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0

Source: ESRI



Tapestry Segmentation Area Profile

LifeMode Groups

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Radius: 1 Miles

Site Type: Rings

Tapestry LifeMode Groups	2009 Households			2009 Population		
	Number	Percent	Index	Number	Percent	Index
Total	4,668	100.0%		11,946	100.0%	
L7. High Hopes	659	14.1%	345	1,474	12.3%	323
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
48 Great Expectations	659	14.1%	811	1,474	12.3%	795
L8. Global Roots	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 Melling 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
L9. Family Portrait	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
L10. Traditional Living	924	19.8%	226	2,264	19.0%	229
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	924	19.8%	701	2,264	19.0%	710
33 Midlife Junction	0	0.0%	0	0	0.0%	0
34 Family Foundations	0	0.0%	0	0	0.0%	0
L11. Factories & Farms	1,589	34.0%	360	4,085	34.2%	368
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	1,589	34.0%	2337	4,085	34.2%	2460
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
L12. American Quilt	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	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 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



Tapestry Segmentation Area Profile

Urbanization Groups

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Latitude: 40.945306
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Radius: 1 Miles

Site Type: Rings

Tapestry Urbanization Groups	2009 Households			2009 Population		
	Number	Percent	Index	Number	Percent	Index
Total	4,668	100.0%		11,946	100.0%	
U1. Principal Urban Centers I	0	0.0%	0	0	0.0%	0
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	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
U2. Principal Urban Centers II	526	11.3%	239	1,923	16.1%	289
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	0	0.0%	0	0	0.0%	0
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	526	11.3%	1744	1,923	16.1%	3421
U3. Metro Cities I	0	0.0%	0	0	0.0%	0
01 Top Rung	0	0.0%	0	0	0.0%	0
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	0	0.0%	0	0	0.0%	0
U4. Metro Cities II	550	11.8%	109	1,216	10.2%	103
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
30 Retirement Communities	0	0.0%	0	0	0.0%	0
34 Family Foundations	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	550	11.8%	605	1,216	10.2%	673
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
U5. Urban Outskirts I	1,583	33.9%	310	3,735	31.3%	275
04 Boomburbs	0	0.0%	0	0	0.0%	0
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	924	19.8%	701	2,264	19.0%	710
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
48 Great Expectations	659	14.1%	811	1,474	12.3%	795

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Tapestry Segmentation Area Profile

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Tapestry Urbanization Groups	2009 Households			2009 Population		
	Number	Percent	Index	Number	Percent	Index
Total	4,668	100.0%		11,946	100.0%	
U6. Urban Outskirts II	0	0.0%	0	0	0.0%	0
51 Metro City Edge	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
57 Simple Living	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
62 Modes: Income Homes	0	0.0%	0	0	0.0%	0
U7. Suburban Periphery I	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
U8. Suburban Periphery II	1,699	36.4%	376	4,358	36.5%	403
18 Cozy and Comfortable	50	1.1%	38	136	1.1%	41
29 Rustbelt Retirees	60	1.3%	62	137	1.1%	61
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	1,589	34.0%	2337	4,085	34.2%	2460
U9. Small Towns	310	6.6%	137	711	6.0%	132
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	310	6.6%	310	711	6.0%	310
U10. Rural I	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
U11. Rural II	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	0	0.0%	0	0	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



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Ranked by Households

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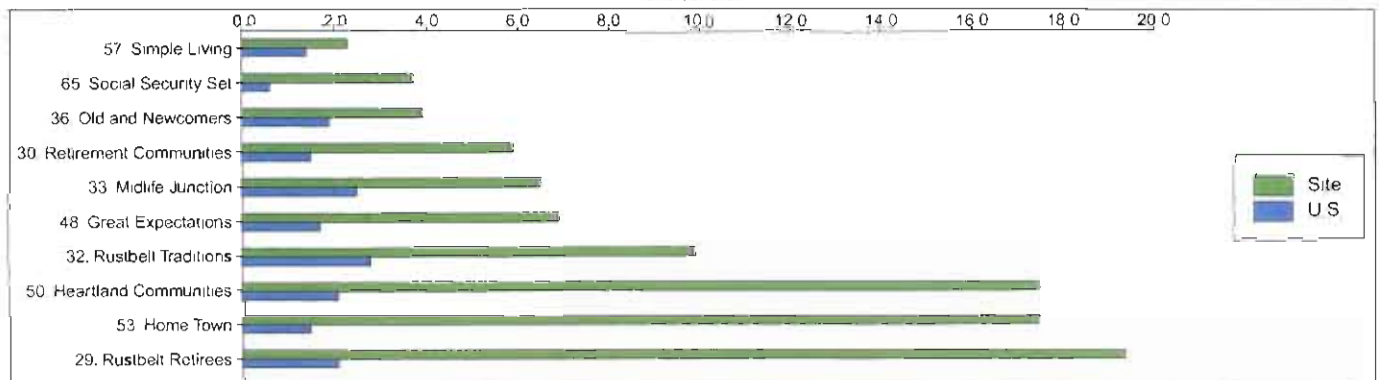
Top Twenty Tapestry Segments

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Rank	Tapestry Segment	Households		U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	29. Rustbelt Retirees	19.4%	19.4%	2.1%	2.1%	932
2	53. Home Town	17.5%	36.9%	1.5%	3.6%	1199
3	50. Heartland Communities	17.5%	54.4%	2.1%	5.7%	816
4	32. Rustbelt Traditions	9.9%	64.3%	2.8%	8.5%	352
5	48. Great Expectations	6.9%	71.2%	1.7%	10.2%	394
	Subtotal	71.2%		10.2%		
6	33. Midlife Junction	6.5%	77.7%	2.5%	12.7%	261
7	30. Retirement Communities	5.9%	83.6%	1.5%	14.2%	403
8	36. Old and Newcomers	3.9%	87.5%	1.9%	16.1%	201
9	65. Social Security Set	3.7%	91.2%	0.6%	16.7%	580
10	57. Simple Living	2.3%	93.5%	1.4%	18.1%	160
	Subtotal	22.3%		7.9%		
11	18. Cozy and Comfortable	1.7%	95.2%	2.8%	20.9%	59
12	07. Exurbanites	1.6%	96.8%	2.5%	23.4%	62
13	14. Prosperous Empty Nesters	1.4%	98.2%	1.8%	25.2%	79
14	37. Prairie Living	1.1%	99.3%	1.0%	26.2%	106
15	25. Salt of the Earth	0.8%	100.1%	2.8%	29.0%	30
	Subtotal	6.6%		10.9%		
	Total	100.1%		29.0%		344

Top Ten Tapestry Segments

Site vs. U.S.



Percent of Households by Tapestry Segment

Source: ESRI



Tapestry Segmentation Area Profile

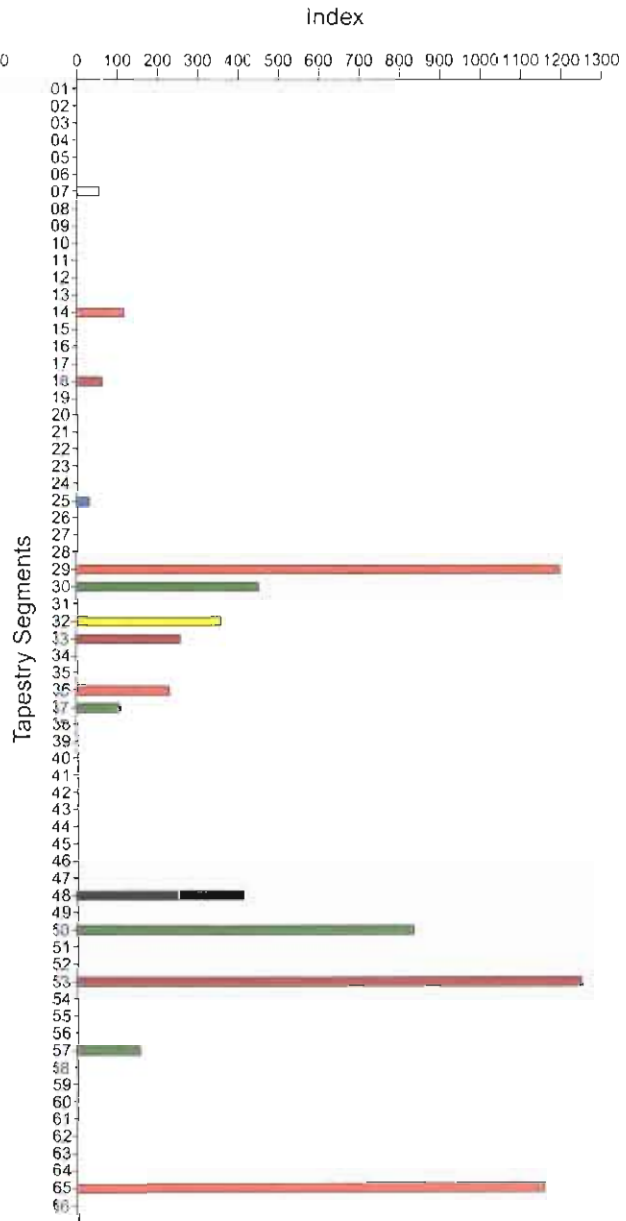
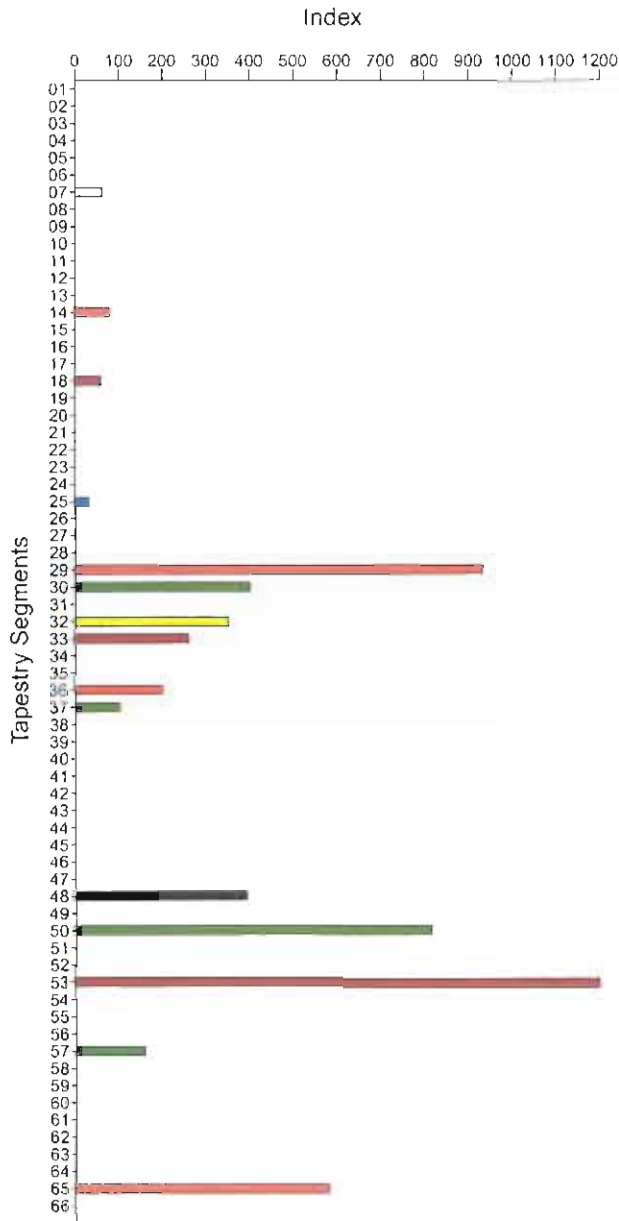
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Tapestry Indexes by Households

Tapestry Indexes by Population



Source: ESRI



Tapestry Segmentation Area Profile

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Tapestry LifeMode Groups	2009 Households			2009 Population		
	Number	Percent	Index	Number	Percent	Index
Total	14,033	100.0%		35,327	100.0%	
L1. High Society	219	1.6%	12	501	1.4%	10
01 Top Rung	0	0.0%	0	0	0.0%	0
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	219	1.6%	62	501	1.4%	55
L2. Upscale Avenues	235	1.7%	12	616	1.7%	13
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	235	1.7%	59	616	1.7%	62
L3. Metropolis	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitans	0	0.0%	0	0	0.0%	0
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	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
L4. Solo Acts	550	3.9%	58	1,216	3.4%	68
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	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	550	3.9%	201	1,216	3.4%	228
39 Young and Restless	0	0.0%	0	0	0.0%	0
L5. Senior Styles	7,044	50.2%	407	18,621	52.7%	508
14 Prosperous Empty Nesters	203	1.4%	79	687	1.9%	115
15 Silver and Gold	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	2,725	19.4%	932	7,934	22.5%	1197
30 Retirement Communities	823	5.9%	403	1,766	5.0%	450
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	2,449	17.5%	816	5,670	16.1%	837
57 Simple Living	318	2.3%	160	641	1.8%	156
65 Social Security Set	526	3.7%	580	1,923	5.4%	1157
L6. Scholars & Patriots	0	0.0%	0	0	0.0%	0
40 Military Proximity	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0

Source: ESRI



Tapestry Segmentation Area Profile

LifeMode Groups

Greda_4
185 S. Kellogg St.
Galesburg, IL 61402

Latitude: 40.945306
Longitude: -90.366327
Radius: 5 Miles

Site Type: Rings

Tapestry LifeMode Groups	2009 Households			2009 Population		
	Number	Percent	Index	Number	Percent	Index
Total	14,033	100.0%		35,327	100.0%	
L7. High Hopes	964	6.9%	168	2,253	6.4%	167
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
48 Great Expectations	964	6.9%	394	2,253	6.4%	411
L8. Global Roots	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
L9. Family Portrait	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
L10. Traditional Living	2,303	16.4%	188	5,320	15.1%	182
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	1,394	9.9%	352	3,342	9.5%	354
33 Midlife Junction	909	6.5%	261	1,978	5.6%	254
34 Family Foundations	0	0.0%	0	0	0.0%	0
L11. Factories & Farms	2,718	19.4%	205	6,800	19.2%	207
25 Salt of the Earth	117	0.8%	30	286	0.8%	30
37 Prairie Living	150	1.1%	106	377	1.1%	106
42 Southern Satellites	0	0.0%	0	0	0.0%	0
53 Home Town	2,451	17.5%	1199	6,137	17.4%	1250
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
L12. American Quilt	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	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 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



Tapestry Segmentation Area Profile

Urbanization Groups

Greda_4
 185 S. Kellogg St.
 Galesburg, IL 61402

Latitude: 40.945306
 Longitude: -90.366327
 Radius: 5 Miles

Site Type: Rings

Tapestry Urbanization Groups	2009 Households			2009 Population		
	Number	Percent	Index	Number	Percent	Index
Total	14,033	100.0%		35,327	100.0%	
U1. Principal Urban Centers I	0	0.0%	0	0	0.0%	0
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	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
U2. Principal Urban Centers II	526	3.7%	79	1,923	5.4%	98
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	0	0.0%	0	0	0.0%	0
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	526	3.7%	580	1,923	5.4%	1157
U3. Metro Cities I	0	0.0%	0	0	0.0%	0
01 Top Rung	0	0.0%	0	0	0.0%	0
03 Connorsseurs	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	0	0.0%	0	0	0.0%	0
U4. Metro Cities II	1,373	9.8%	90	2,982	8.4%	85
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
30 Retirement Communities	823	5.9%	403	1,766	5.0%	450
34 Family Foundations	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	550	3.9%	201	1,216	3.4%	228
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
U5. Urban Outskirts I	2,358	16.8%	153	5,595	15.8%	139
04 Boomburbs	0	0.0%	0	0	0.0%	0
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	1,394	9.9%	352	3,342	9.5%	354
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
48 Great Expectations	964	6.9%	394	2,253	6.4%	411

Source: ESRI



Tapestry Segmentation Area Profile

Urbanization Groups

Greda_4
185 S. Kellogg St.
Galesburg, IL 61402

Latitude: 40.945306
Longitude: -90.366327
Radius: 5 Miles

Site Type: Rings

Tapestry Urbanization Groups	2009 Households			2009 Population		
	Number	Percent	Index	Number	Percent	Index
Total	14,033	100.0%		35,327	100.0%	
U6. Urban Outskirts II	318	2.3%	44	641	1.8%	34
51 Metro City Edge	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
57 Simple Living	318	2.3%	160	641	1.8%	156
59 Southwestern Families	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
U7. Suburban Periphery I	422	3.0%	19	1,188	3.4%	21
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	219	1.6%	62	501	1.4%	55
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	203	1.4%	79	687	1.9%	115
15 Silver and Gold	0	0.0%	0	0	0.0%	0
U8. Suburban Periphery II	6,320	45.0%	466	16,665	47.2%	521
18 Cozy and Comfortable	235	1.7%	59	616	1.7%	62
29 Rustbelt Retirees	2,725	19.4%	932	7,934	22.5%	1197
33 Midlife Junction	909	6.5%	261	1,978	5.6%	254
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	2,451	17.5%	1199	6,137	17.4%	1250
U9. Small Towns	2,449	17.5%	360	5,670	16.1%	356
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	2,449	17.5%	816	5,670	16.1%	837
U10. Rural I	117	0.8%	7	286	0.8%	7
17 Green Acres	0	0.0%	0	0	0.0%	0
25 Salt of the Earth	117	0.8%	30	286	0.8%	30
26 Midland Crowd	0	0.0%	0	0	0.0%	0
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
U11. Rural II	150	1.1%	14	377	1.1%	14
37 Prairie Living	150	1.1%	106	377	1.1%	106
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	0	0.0%	0	0	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



Tapestry Segmentation Area Profile

Ranked by Households

Greda_4
185 S. Kellogg St.
Galesburg, IL 61402

Site Type: Rings

Latitude: 40.945306
Longitude: -90.366327
Radius: 20 Miles

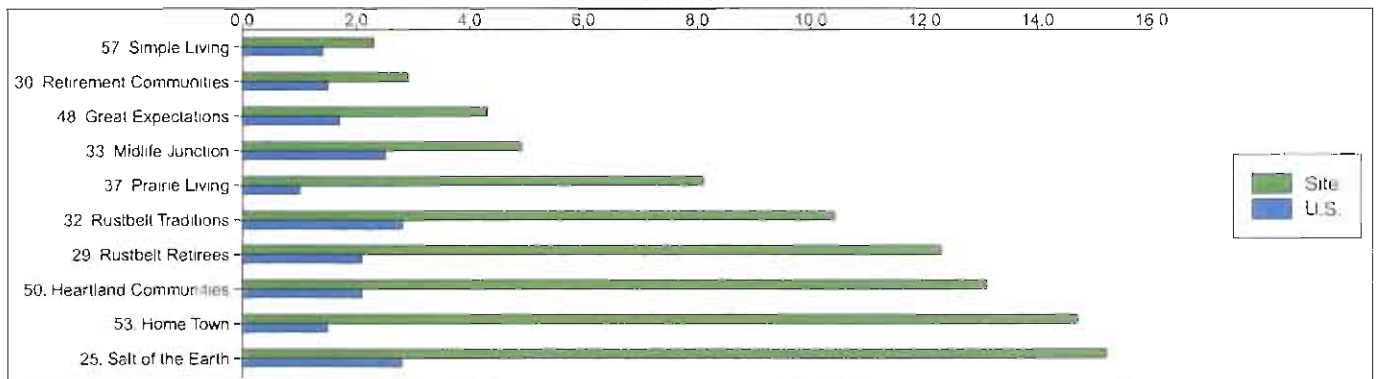
Top Twenty Tapestry Segments

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	25 Salt of the Earth	15.2%	15.2%	2.8%	2.8%	552
2	53 Home Town	14.7%	29.9%	1.5%	4.3%	1006
3	50 Heartland Communities	13.1%	43.0%	2.1%	6.4%	611
4	29 Rustbelt Retirees	12.3%	55.3%	2.1%	8.5%	590
5	32 Rustbelt Traditions	10.4%	65.7%	2.8%	11.3%	366
	Subtotal	65.7%		11.3%		
6	37 Prairie Living	8.1%	73.8%	1.0%	12.3%	804
7	33 Midlife Junction	4.9%	78.7%	2.5%	14.8%	199
8	48 Great Expectations	4.3%	83.0%	1.7%	16.5%	248
9	30 Retirement Communities	2.9%	85.9%	1.5%	18.0%	200
10	57 Simple Living	2.3%	88.2%	1.4%	19.4%	165
	Subtotal	22.5%		8.1%		
11	14 Prosperous Empty Nesters	2.0%	90.2%	1.8%	21.2%	109
12	36 Old and Newcomers	1.9%	92.1%	1.9%	23.1%	100
13	46 Rooted Rural	1.9%	94.0%	2.4%	25.5%	78
14	65 Social Security Set	1.9%	95.9%	0.6%	26.1%	288
15	31 Rural Resort Dwellers	1.2%	97.1%	1.6%	27.7%	76
	Subtotal	8.9%		8.3%		
16	07 Exurbanites	1.0%	98.1%	2.5%	30.2%	41
17	42 Southern Satellites	0.9%	99.0%	2.7%	32.9%	33
18	18 Cozy and Comfortable	0.8%	99.8%	2.8%	35.7%	29
19	55 College Towns	0.1%	99.9%	0.8%	36.5%	15
	Total	99.9%		36.5%		272

Top Ten Tapestry Segments

Site vs. U.S.



Percent of Households by Tapestry Segment



Tapestry Segmentation Area Profile

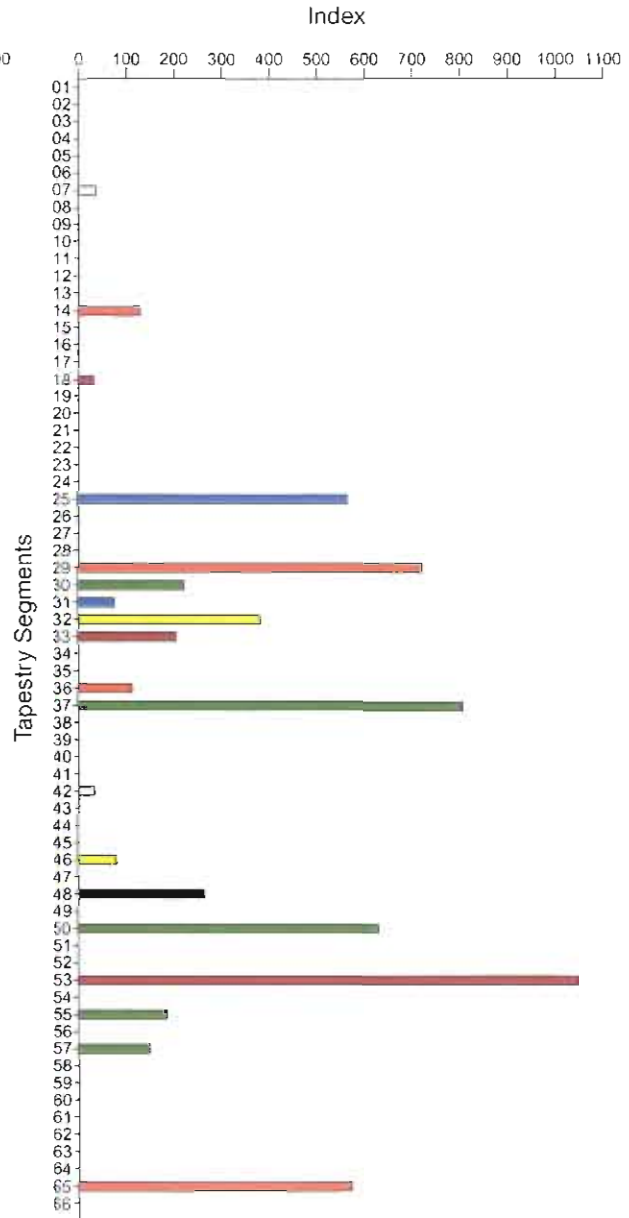
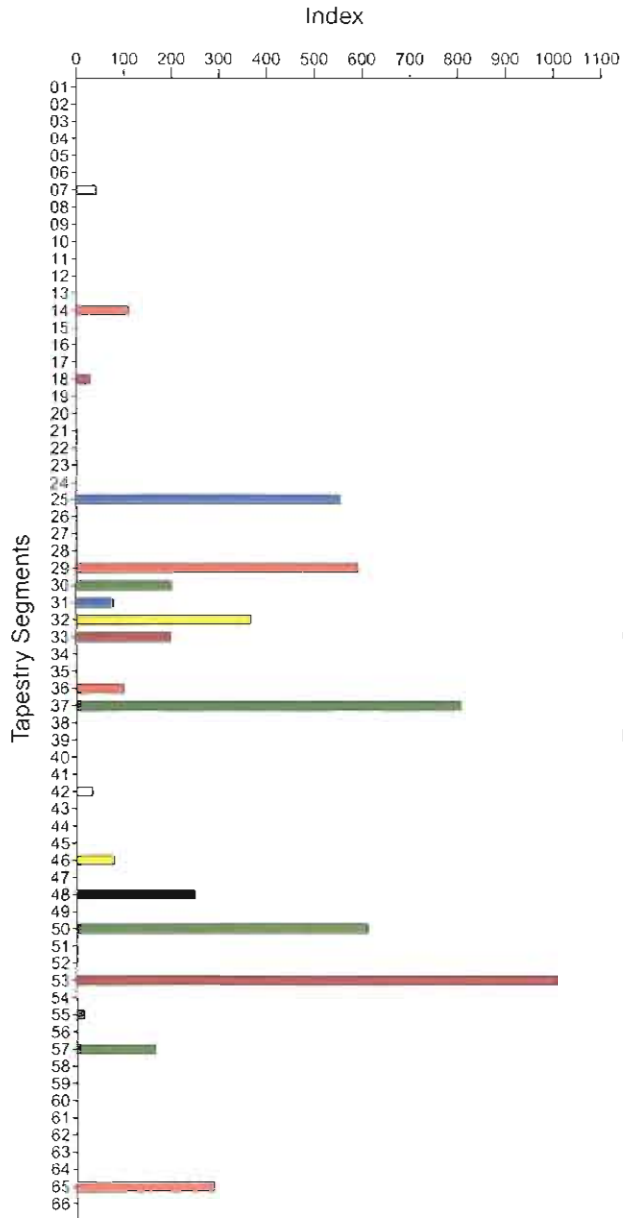
Greda_4
185 S. Kellogg St.
Galesburg, IL 61402

Site Type: Rings

Latitude: 40.945306
Longitude: -90.366327
Radius: 20 Miles

Tapestry Indexes by Households

Tapestry Indexes by Population



Source: ESRI



Tapestry Segmentation Area Profile

LifeMode Groups

Greda_4
185 S. Kellogg St.
Galesburg, IL 61402

Latitude: 40.945306
Longitude: -90.366327
Radius: 20 Miles

Site Type: Rings

Tapestry LifeMode Groups	2009 Households			2009 Population		
	Number	Percent	Index	Number	Percent	Index
Total	28,297	100.0%		71,402	100.0%	
L1. High Society	292	1.0%	8	686	1.0%	7
01 Top Rung	0	0.0%	0	0	0.0%	0
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	292	1.0%	41	686	1.0%	37
L2. Upscale Avenues	235	0.8%	6	616	0.9%	6
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	235	0.8%	29	616	0.9%	31
L3. Metropolis	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitans	0	0.0%	0	0	0.0%	0
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	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
L4. Solo Acts	550	1.9%	29	1,216	1.7%	34
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	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	550	1.9%	100	1,216	1.7%	113
39 Young and Restless	0	0.0%	0	0	0.0%	0
L5. Senior Styles	9,754	34.5%	279	24,744	34.7%	334
14 Prosperous Empty Nesters	566	2.0%	109	1,527	2.1%	127
15 Silver and Gold	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	3,477	12.3%	590	9,648	13.5%	720
30 Retirement Communities	823	2.9%	200	1,766	2.5%	222
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	3,701	13.1%	611	8,644	12.1%	631
57 Simple Living	661	2.3%	165	1,236	1.7%	149
65 Social Security Set	526	1.9%	288	1,923	2.7%	572
L6. Scholars & Patriots	33	0.1%	8	978	1.4%	77
40 Military Proximity	0	0.0%	0	0	0.0%	0
55 College Towns	33	0.1%	15	978	1.4%	184
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0



Tapestry Segmentation Area Profile

LifeMode Groups

Greda_4
185 S. Kellogg St.
Galesburg, IL 61402

Latitude: 40.945306
Longitude: -90.366327
Radius: 20 Miles

Site Type: Rings

Tapestry LifeMode Groups	2009 Households			2009 Population		
	Number	Percent	Index	Number	Percent	Index
Total	28,297	100.0%		71,402	100.0%	
L7. High Hopes	1,223	4.3%	105	2,904	4.1%	107
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
48 Great Expectations	1,223	4.3%	248	2,904	4.1%	262
L8. Global Roots	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
L9. Family Portrait	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
L10. Traditional Living	4,328	15.3%	175	10,456	14.6%	177
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	2,929	10.4%	366	7,253	10.2%	380
33 Midlife Junction	1,399	4.9%	199	3,203	4.5%	204
34 Family Foundations	0	0.0%	0	0	0.0%	0
L11. Factories & Farms	10,998	38.9%	411	27,700	38.8%	417
25 Salt of the Earth	4,312	15.2%	552	10,928	15.3%	562
37 Prairie Living	2,285	8.1%	804	5,789	8.1%	806
42 Southern Satellites	254	0.9%	33	602	0.8%	32
53 Home Town	4,147	14.7%	1006	10,381	14.5%	1046
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
L12. American Quilt	884	3.1%	33	2,102	2.9%	32
26 Midland Crowd	0	0.0%	0	0	0.0%	0
31 Rural Resort Dwellers	348	1.2%	76	782	1.1%	75
41 Crossroads	0	0.0%	0	0	0.0%	0
46 Rooted Rural	536	1.9%	78	1,320	1.8%	79
66 Unclassified	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 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



Tapestry Segmentation Area Profile

Urbanization Groups

Greda_4
185 S. Kellogg St.
Galesburg, IL 61402

Latitude: 40.945306
Longitude: -90.366327
Radius: 20 Miles

Site Type: Rings

Tapestry Urbanization Groups	2009 Households			2009 Population		
	Number	Percent	Index	Number	Percent	Index
Total	28,297	100.0%		71,402	100.0%	
U1. Principal Urban Centers I	0	0.0%	0	0	0.0%	0
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	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
U2. Principal Urban Centers II	526	1.9%	39	1,923	2.7%	48
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	0	0.0%	0	0	0.0%	0
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	526	1.9%	288	1,923	2.7%	572
U3. Metro Cities I	0	0.0%	0	0	0.0%	0
01 Top Rung	0	0.0%	0	0	0.0%	0
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	0	0.0%	0	0	0.0%	0
U4. Metro Cities II	1,373	4.9%	45	2,982	4.2%	42
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
30 Retirement Communities	823	2.9%	200	1,766	2.5%	222
34 Family Foundations	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	550	1.9%	100	1,216	1.7%	113
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 Diplomats	0	0.0%	0	0	0.0%	0
U5. Urban Outskirts I	4,152	14.7%	134	10,157	14.2%	125
04 Boomburbs	0	0.0%	0	0	0.0%	0
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	2,929	10.4%	366	7,253	10.2%	380
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
48 Great Expectations	1,223	4.3%	248	2,904	4.1%	262

Source: ESRI



Tapestry Segmentation Area Profile

Urbanization Groups

Greda_4
185 S. Kellogg St.
Galesburg, IL 61402

Latitude: 40.945306
Longitude: -90.366327
Radius: 20 Miles

Site Type: Rings

Tapestry Urbanization Groups	2009 Households			2009 Population		
	Number	Percent	Index	Number	Percent	Index
Total	28,297	100.0%		71,402	100.0%	
U6. Urban Outskirts II	694	2.5%	48	2,214	3.1%	59
51 Metro City Edge	0	0.0%	0	0	0.0%	0
55 College Towns	33	0.1%	15	978	1.4%	184
57 Simple Living	661	2.3%	165	1,236	1.7%	149
59 Southwestern Families	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
U7. Suburban Periphery I	858	3.0%	19	2,213	3.1%	19
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	292	1.0%	41	686	1.0%	37
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	566	2.0%	109	1,527	2.1%	127
15 Silver and Gold	0	0.0%	0	0	0.0%	0
U8. Suburban Periphery II	9,258	32.7%	338	23,848	33.4%	369
18 Cozy and Comfortable	235	0.8%	29	616	0.9%	31
29 Rustbelt Retirees	3,477	12.3%	590	9,648	13.5%	720
33 Midlife Junction	1,399	4.9%	199	3,203	4.5%	204
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	4,147	14.7%	1006	10,381	14.5%	1046
U9. Small Towns	3,701	13.1%	269	8,644	12.1%	268
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	3,701	13.1%	611	8,644	12.1%	631
U10. Rural I	4,660	16.5%	145	11,710	16.4%	144
17 Green Acres	0	0.0%	0	0	0.0%	0
25 Salt of the Earth	4,312	15.2%	552	10,928	15.3%	562
26 Midland Crowd	0	0.0%	0	0	0.0%	0
31 Rural Resort Dwellers	348	1.2%	76	782	1.1%	75
U11. Rural II	3,075	10.9%	142	7,711	10.8%	143
37 Prairie Living	2,285	8.1%	804	5,789	8.1%	806
42 Southern Satellites	254	0.9%	33	602	0.8%	32
46 Rooted Rural	536	1.9%	78	1,320	1.8%	79
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
66 Unclassified	0	0.0%	0	0	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