



# Tapestry Segmentation Area Profile

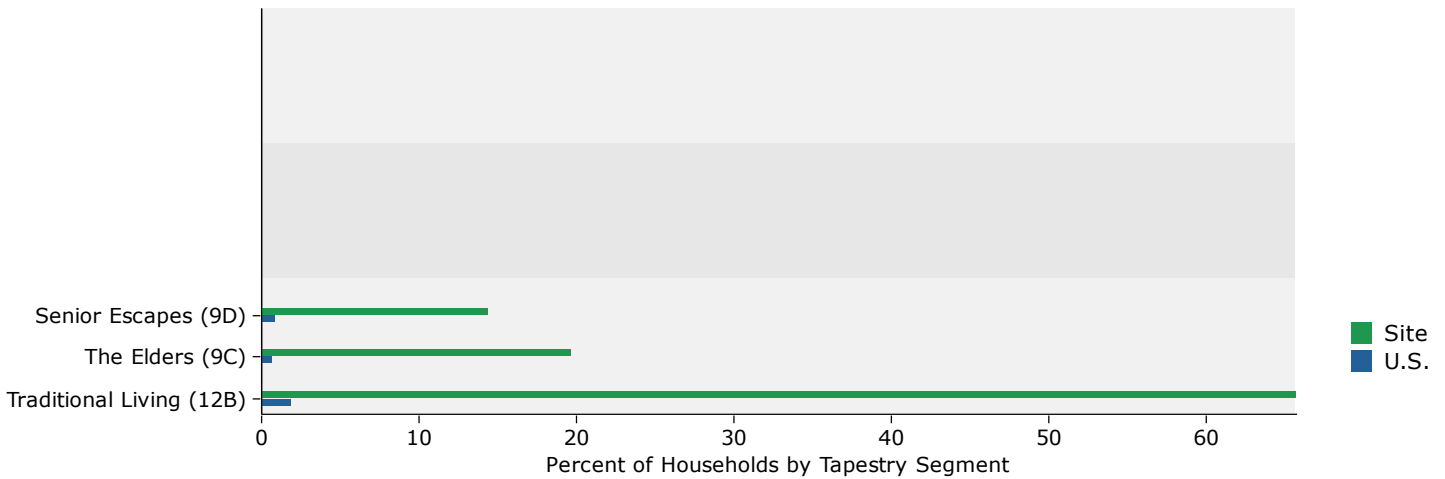
6006 CR-44A, The Villages, Florida, 32163  
 Ring: 1 mile radius

Prepared by Esri  
 Latitude: 28.83815  
 Longitude: -82.00463

### Top Twenty Tapestry Segments

| Rank            | Tapestry Segment                         | 2019 Households |                    | 2019 U.S. Households |                    | Index       |
|-----------------|--|-----------------|--------------------|----------------------|--------------------|-------------|
|                 |  | Percent         | Cumulative Percent | Percent              | Cumulative Percent |             |
| 1               | <a href="#">Traditional Living (12B)</a> | 65.8%           | 65.8%              | 1.9%                 | 1.9%               | 3427        |
| 2               | <a href="#">The Elders (9C)</a>          | 19.7%           | 85.5%              | 0.7%                 | 2.6%               | 2,653       |
| 3               | <a href="#">Senior Escapes (9D)</a>      | 14.5%           | 100.0%             | 0.9%                 | 3.5%               | 1,589       |
| <b>Subtotal</b> |  | <b>100.0%</b>   |                    | <b>3.5%</b>          |                    |             |
|                 |  |                 |                    |                      |                    |             |
|                 |  |                 |                    |                      |                    |             |
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|                 |  |                 |                    |                      |                    |             |
|                 |  |                 |                    |                      |                    |             |
|                 |  |                 |                    |                      |                    |             |
|                 |  |                 |                    |                      |                    |             |
|                 |  |                 |                    |                      |                    |             |
| <b>Total</b>    |  | <b>100.0%</b>   |                    | <b>3.6%</b>          |                    | <b>2797</b> |

### 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

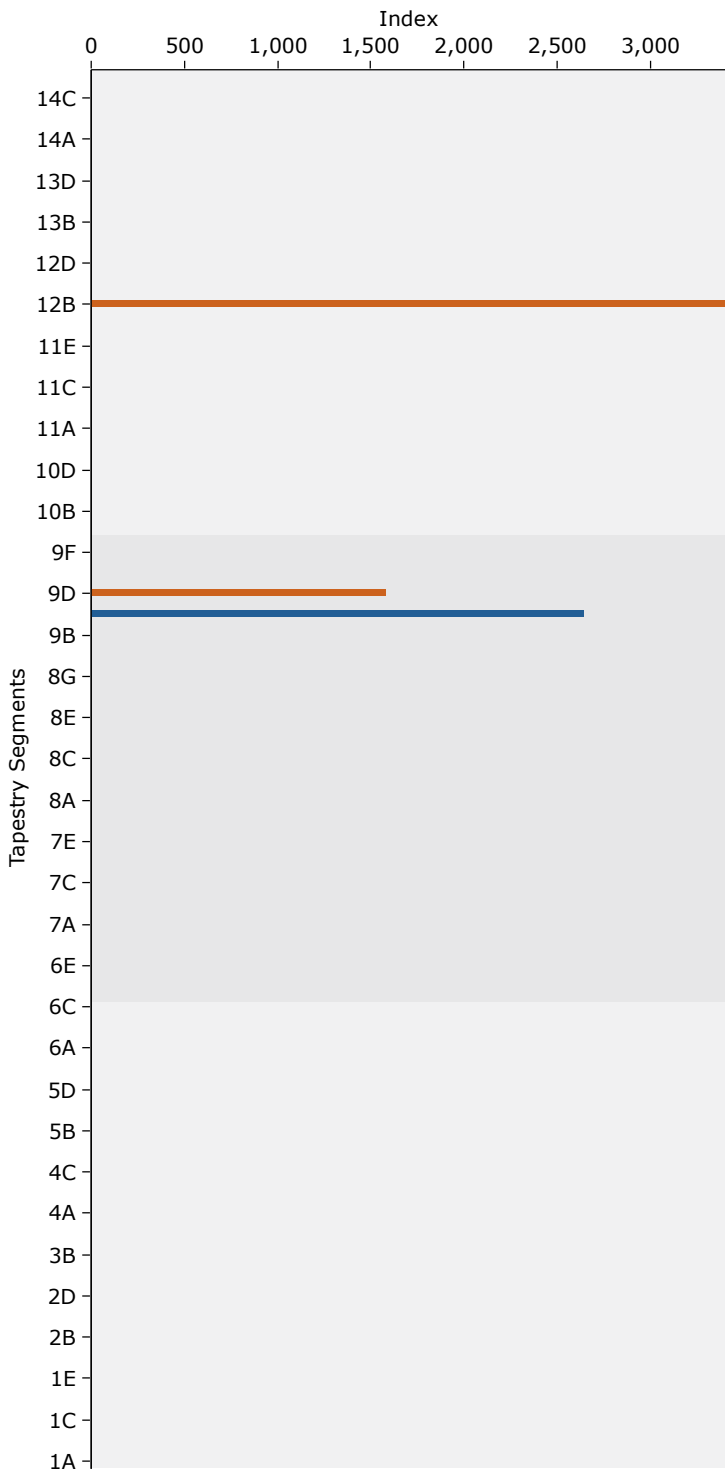


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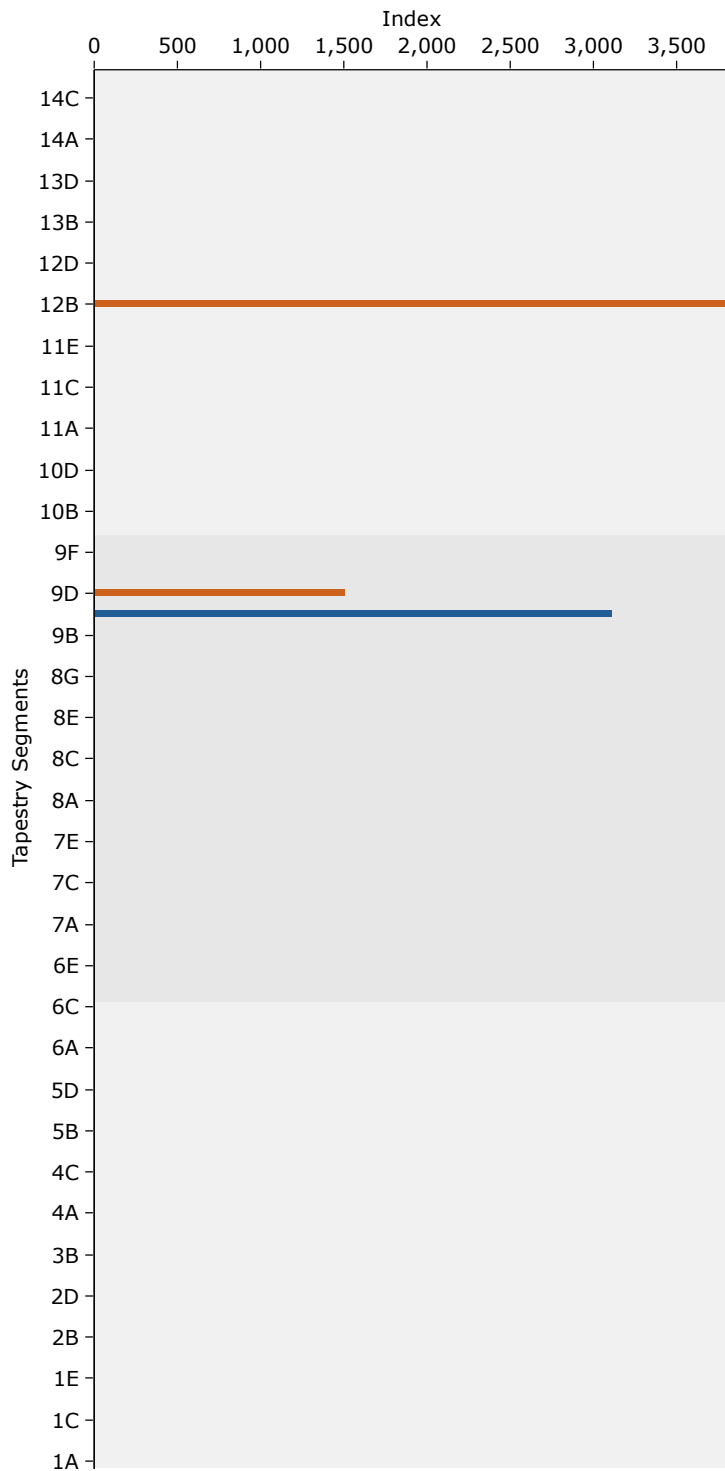
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### 2019 Tapestry Indexes by Households



### 2019 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

6006 CR-44A, The Villages, Florida, 32163  
 Ring: 1 mile radius

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| Tapestry LifeMode Groups        | 2019 Households |             |          | 2019 Adult Population |             |          |
|---------------------------------|-----------------|-------------|----------|-----------------------|-------------|----------|
|                                 | Number          | Percent     | Index    | Number                | Percent     | Index    |
| <b>Total:</b>                   | 841             | 100.0%      |          | 1,534                 | 100.0%      |          |
| <b>1. Affluent Estates</b>      | <b>0</b>        | <b>0.0%</b> | <b>0</b> | <b>0</b>              | <b>0.0%</b> | <b>0</b> |
| 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        |
| <b>2. Upscale Avenues</b>       | <b>0</b>        | <b>0.0%</b> | <b>0</b> | <b>0</b>              | <b>0.0%</b> | <b>0</b> |
| 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        |
| <b>3. Uptown Individuals</b>    | <b>0</b>        | <b>0.0%</b> | <b>0</b> | <b>0</b>              | <b>0.0%</b> | <b>0</b> |
| 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        |
| <b>4. Family Landscapes</b>     | <b>0</b>        | <b>0.0%</b> | <b>0</b> | <b>0</b>              | <b>0.0%</b> | <b>0</b> |
| 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        |
| <b>5. GenXurban</b>             | <b>0</b>        | <b>0.0%</b> | <b>0</b> | <b>0</b>              | <b>0.0%</b> | <b>0</b> |
| 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        |
| <b>6. Cozy Country Living</b>   | <b>0</b>        | <b>0.0%</b> | <b>0</b> | <b>0</b>              | <b>0.0%</b> | <b>0</b> |
| 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        |
| <b>7. Ethnic Enclaves</b>       | <b>0</b>        | <b>0.0%</b> | <b>0</b> | <b>0</b>              | <b>0.0%</b> | <b>0</b> |
| 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)          | 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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 Ring: 1 mile radius

Prepared by Esri  
 Latitude: 28.83815  
 Longitude: -82.00463

| Tapestry LifeMode Groups         | 2019 Households |              |             | 2019 Adult Population |              |             |
|----------------------------------|-----------------|--------------|-------------|-----------------------|--------------|-------------|
|                                  | Number          | Percent      | Index       | Number                | Percent      | Index       |
| <b>Total:</b>                    | 841             | 100.0%       |             | 1,534                 | 100.0%       |             |
| <b>8. Middle Ground</b>          | <b>0</b>        | <b>0.0%</b>  | <b>0</b>    | <b>0</b>              | <b>0.0%</b>  | <b>0</b>    |
| City Lights (8A)                 | 0               | 0.0%         | 0           | 0                     | 0.0%         | 0           |
| Emerald City (8B)                | 0               | 0.0%         | 0           | 0                     | 0.0%         | 0           |
| Bright Young Professionals (8C)  | 0               | 0.0%         | 0           | 0                     | 0.0%         | 0           |
| Downtown Melting Pot (8D)        | 0               | 0.0%         | 0           | 0                     | 0.0%         | 0           |
| Front Porches (8E)               | 0               | 0.0%         | 0           | 0                     | 0.0%         | 0           |
| Old and Newcomers (8F)           | 0               | 0.0%         | 0           | 0                     | 0.0%         | 0           |
| Hardscrabble Road (8G)           | 0               | 0.0%         | 0           | 0                     | 0.0%         | 0           |
| <b>9. Senior Styles</b>          | <b>288</b>      | <b>34.2%</b> | <b>591</b>  | <b>482</b>            | <b>31.4%</b> | <b>628</b>  |
| 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)                  | 166             | 19.7%        | 2,653       | 285                   | 18.6%        | 3,115       |
| Senior Escapes (9D)              | 122             | 14.5%        | 1,589       | 197                   | 12.8%        | 1,513       |
| Retirement Communities (9E)      | 0               | 0.0%         | 0           | 0                     | 0.0%         | 0           |
| Social Security Set (9F)         | 0               | 0.0%         | 0           | 0                     | 0.0%         | 0           |
| <b>10. Rustic Outposts</b>       | <b>0</b>        | <b>0.0%</b>  | <b>0</b>    | <b>0</b>              | <b>0.0%</b>  | <b>0</b>    |
| 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           |
| <b>11. Midtown Singles</b>       | <b>0</b>        | <b>0.0%</b>  | <b>0</b>    | <b>0</b>              | <b>0.0%</b>  | <b>0</b>    |
| City Strivers (11A)              | 0               | 0.0%         | 0           | 0                     | 0.0%         | 0           |
| Young and Restless (11B)         | 0               | 0.0%         | 0           | 0                     | 0.0%         | 0           |
| Metro Fusion (11C)               | 0               | 0.0%         | 0           | 0                     | 0.0%         | 0           |
| Set to Impress (11D)             | 0               | 0.0%         | 0           | 0                     | 0.0%         | 0           |
| City Commons (11E)               | 0               | 0.0%         | 0           | 0                     | 0.0%         | 0           |
| <b>12. Hometown</b>              | <b>553</b>      | <b>65.8%</b> | <b>1079</b> | <b>1,052</b>          | <b>68.6%</b> | <b>1191</b> |
| Family Foundations (12A)         | 0               | 0.0%         | 0           | 0                     | 0.0%         | 0           |
| Traditional Living (12B)         | 553             | 65.8%        | 3,427       | 1,052                 | 68.6%        | 3,836       |
| Small Town Simplicity (12C)      | 0               | 0.0%         | 0           | 0                     | 0.0%         | 0           |
| Modest Income Homes (12D)        | 0               | 0.0%         | 0           | 0                     | 0.0%         | 0           |
| <b>13. Next Wave</b>             | <b>0</b>        | <b>0.0%</b>  | <b>0</b>    | <b>0</b>              | <b>0.0%</b>  | <b>0</b>    |
| International Marketplace (13A)  | 0               | 0.0%         | 0           | 0                     | 0.0%         | 0           |
| Las Casas (13B)                  | 0               | 0.0%         | 0           | 0                     | 0.0%         | 0           |
| NeWest Residents (13C)           | 0               | 0.0%         | 0           | 0                     | 0.0%         | 0           |
| Fresh Ambitions (13D)            | 0               | 0.0%         | 0           | 0                     | 0.0%         | 0           |
| High Rise Renters (13E)          | 0               | 0.0%         | 0           | 0                     | 0.0%         | 0           |
| <b>14. Scholars and Patriots</b> | <b>0</b>        | <b>0.0%</b>  | <b>0</b>    | <b>0</b>              | <b>0.0%</b>  | <b>0</b>    |
| 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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 Latitude: 28.83815  
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| Tapestry Urbanization Groups     | 2019 Households |              |            | 2019 Adult Population |              |            |
|----------------------------------|-----------------|--------------|------------|-----------------------|--------------|------------|
|                                  | Number          | Percent      | Index      | Number                | Percent      | Index      |
| <b>Total:</b>                    | 841             | 100.0%       |            | 1,534                 | 100.0%       |            |
| <b>1. Principal Urban Center</b> | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   | <b>0</b>              | <b>0.0%</b>  | <b>0</b>   |
| 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)            | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| High Rise Renters (13E)          | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| <b>2. Urban Periphery</b>        | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   | <b>0</b>              | <b>0.0%</b>  | <b>0</b>   |
| Pacific Heights (2C)             | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Rustbelt Traditions (5D)         | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Urban Villages (7B)              | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| American Dreamers (7C)           | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Barrios Urbanos (7D)             | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Southwestern Families (7F)       | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| City Lights (8A)                 | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Bright Young Professionals (8C)  | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Metro Fusion (11C)               | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Family Foundations (12A)         | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Modest Income Homes (12D)        | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| International Marketplace (13A)  | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Las Casas (13B)                  | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| <b>3. Metro Cities</b>           | <b>553</b>      | <b>65.8%</b> | <b>362</b> | <b>1,052</b>          | <b>68.6%</b> | <b>409</b> |
| 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)           | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Retirement Communities (9E)      | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Social Security Set (9F)         | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Young and Restless (11B)         | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Set to Impress (11D)             | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| City Commons (11E)               | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Traditional Living (12B)         | 553             | 65.8%        | 3,427      | 1,052                 | 68.6%        | 3,836      |
| 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    | 2019 Households |              |            | 2019 Adult Population |              |            |
|---------------------------------|-----------------|--------------|------------|-----------------------|--------------|------------|
|                                 | Number          | Percent      | Index      | Number                | Percent      | Index      |
| <b>Total:</b>                   | 841             | 100.0%       |            | 1,534                 | 100.0%       |            |
| <b>4. Suburban Periphery</b>    | <b>166</b>      | <b>19.7%</b> | <b>62</b>  | <b>285</b>            | <b>18.6%</b> | <b>57</b>  |
| 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)     | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| 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)                 | 166             | 19.7%        | 2,653      | 285                   | 18.6%        | 3,115      |
| Military Proximity (14A)        | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| <b>5. Semirural</b>             | <b>122</b>      | <b>14.5%</b> | <b>155</b> | <b>197</b>            | <b>12.8%</b> | <b>142</b> |
| 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)             | 122             | 14.5%        | 1,589      | 197                   | 12.8%        | 1,513      |
| Down the Road (10D)             | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Small Town Simplicity (12C)     | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| <b>6. Rural</b>                 | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   | <b>0</b>              | <b>0.0%</b>  | <b>0</b>   |
| 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%         | 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

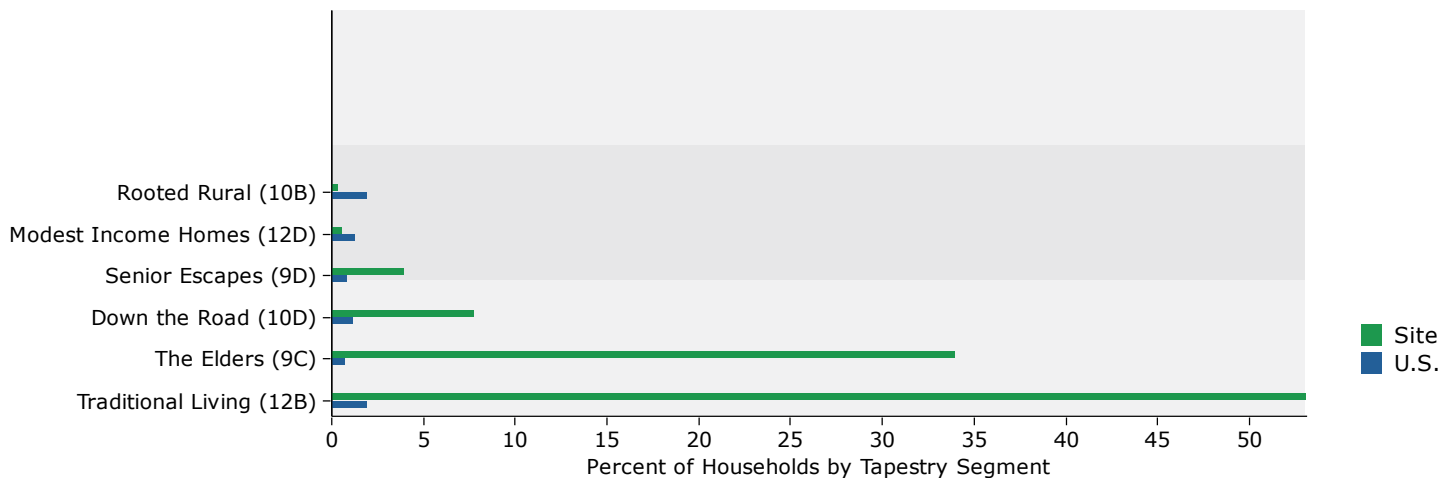
6006 CR-44A, The Villages, Florida, 32163  
 Ring: 3 mile radius

Prepared by Esri  
 Latitude: 28.83815  
 Longitude: -82.00463

## Top Twenty Tapestry Segments

| Rank | Tapestry Segment          | 2019 Households |                    | 2019 U.S. Households |                    | Index       |
|------|---------------------------|-----------------|--------------------|----------------------|--------------------|-------------|
|      |                           | Percent         | Cumulative Percent | Percent              | Cumulative Percent |             |
| 1    | Traditional Living (12B)  | 53.1%           | 53.1%              | 1.9%                 | 1.9%               | 2770        |
| 2    | The Elders (9C)           | 34.0%           | 87.1%              | 0.7%                 | 2.6%               | 4,576       |
| 3    | Down the Road (10D)       | 7.8%            | 94.9%              | 1.2%                 | 3.8%               | 678         |
| 4    | Senior Escapes (9D)       | 4.0%            | 98.9%              | 0.9%                 | 4.7%               | 435         |
| 5    | Modest Income Homes (12D) | 0.6%            | 99.5%              | 1.3%                 | 6.0%               | 49          |
|      | <b>Subtotal</b>           | <b>99.5%</b>    |                    | <b>6.0%</b>          |                    |             |
| 6    | Rooted Rural (10B)        | 0.4%            | 99.9%              | 2.0%                 | 8.0%               | 20          |
|      | <b>Subtotal</b>           | <b>0.4%</b>     |                    | <b>2.0%</b>          |                    |             |
|      | <b>Total</b>              | <b>100.0%</b>   |                    | <b>8.0%</b>          |                    | <b>1251</b> |

## 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

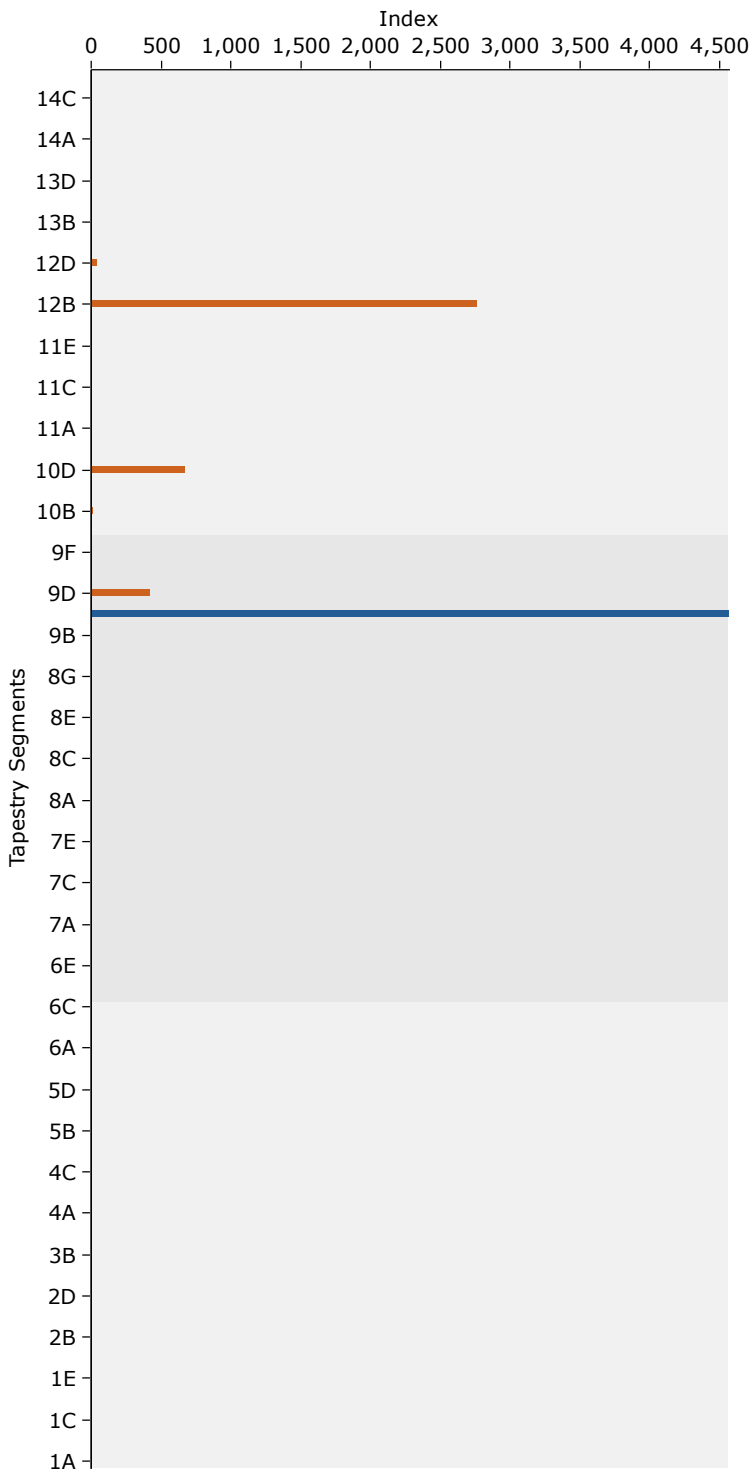


# Tapestry Segmentation Area Profile

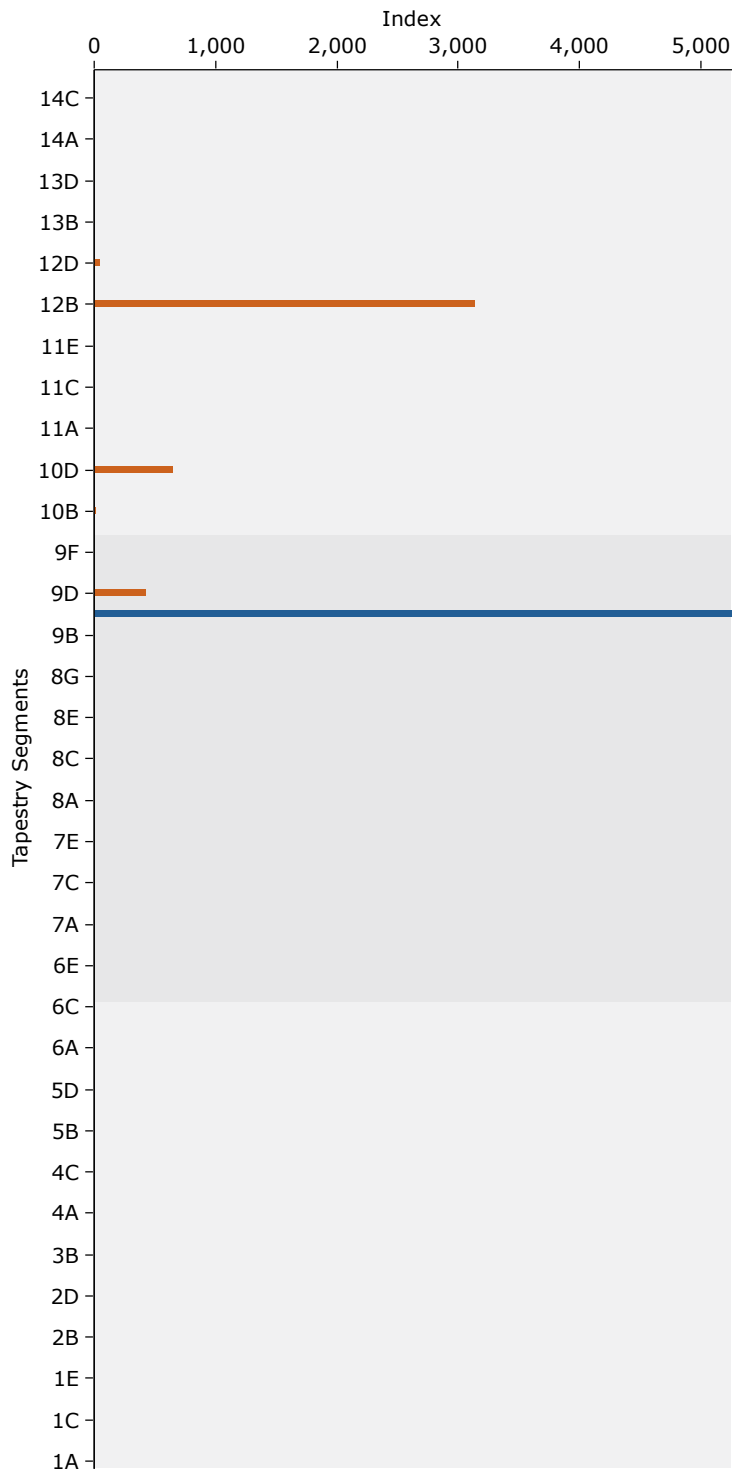
6006 CR-44A, The Villages, Florida, 32163  
 Ring: 3 mile radius

Prepared by Esri  
 Latitude: 28.83815  
 Longitude: -82.00463

### 2019 Tapestry Indexes by Households



### 2019 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

6006 CR-44A, The Villages, Florida, 32163  
 Ring: 3 mile radius

Prepared by Esri  
 Latitude: 28.83815  
 Longitude: -82.00463

| Tapestry LifeMode Groups        | 2019 Households |             |          | 2019 Adult Population |             |          |
|---------------------------------|-----------------|-------------|----------|-----------------------|-------------|----------|
|                                 | Number          | Percent     | Index    | Number                | Percent     | Index    |
| <b>Total:</b>                   | 19,870          | 100.0%      |          | 35,633                | 100.0%      |          |
| <b>1. Affluent Estates</b>      | <b>0</b>        | <b>0.0%</b> | <b>0</b> | <b>0</b>              | <b>0.0%</b> | <b>0</b> |
| 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        |
| <b>2. Upscale Avenues</b>       | <b>0</b>        | <b>0.0%</b> | <b>0</b> | <b>0</b>              | <b>0.0%</b> | <b>0</b> |
| 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        |
| <b>3. Uptown Individuals</b>    | <b>0</b>        | <b>0.0%</b> | <b>0</b> | <b>0</b>              | <b>0.0%</b> | <b>0</b> |
| 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        |
| <b>4. Family Landscapes</b>     | <b>0</b>        | <b>0.0%</b> | <b>0</b> | <b>0</b>              | <b>0.0%</b> | <b>0</b> |
| 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        |
| <b>5. GenXurban</b>             | <b>0</b>        | <b>0.0%</b> | <b>0</b> | <b>0</b>              | <b>0.0%</b> | <b>0</b> |
| 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        |
| <b>6. Cozy Country Living</b>   | <b>0</b>        | <b>0.0%</b> | <b>0</b> | <b>0</b>              | <b>0.0%</b> | <b>0</b> |
| 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        |
| <b>7. Ethnic Enclaves</b>       | <b>0</b>        | <b>0.0%</b> | <b>0</b> | <b>0</b>              | <b>0.0%</b> | <b>0</b> |
| 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)          | 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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**Source:** Esri



# Tapestry Segmentation Area Profile

6006 CR-44A, The Villages, Florida, 32163  
 Ring: 3 mile radius

Prepared by Esri  
 Latitude: 28.83815  
 Longitude: -82.00463

| Tapestry LifeMode Groups         | 2019 Households |              |            | 2019 Adult Population |              |            |
|----------------------------------|-----------------|--------------|------------|-----------------------|--------------|------------|
|                                  | Number          | Percent      | Index      | Number                | Percent      | Index      |
| <b>Total:</b>                    | 19,870          | 100.0%       |            | 35,633                | 100.0%       |            |
| <b>8. Middle Ground</b>          | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   | <b>0</b>              | <b>0.0%</b>  | <b>0</b>   |
| City Lights (8A)                 | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Emerald City (8B)                | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Bright Young Professionals (8C)  | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Downtown Melting Pot (8D)        | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Front Porches (8E)               | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Old and Newcomers (8F)           | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Hardscrabble Road (8G)           | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| <b>9. Senior Styles</b>          | <b>7,555</b>    | <b>38.0%</b> | <b>656</b> | <b>12,489</b>         | <b>35.0%</b> | <b>701</b> |
| 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)                  | 6,765           | 34.0%        | 4,576      | 11,191                | 31.4%        | 5,265      |
| Senior Escapes (9D)              | 790             | 4.0%         | 435        | 1,298                 | 3.6%         | 429        |
| Retirement Communities (9E)      | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Social Security Set (9F)         | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| <b>10. Rustic Outposts</b>       | <b>1,630</b>    | <b>8.2%</b>  | <b>99</b>  | <b>2,894</b>          | <b>8.1%</b>  | <b>97</b>  |
| Southern Satellites (10A)        | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Rooted Rural (10B)               | 79              | 0.4%         | 20         | 170                   | 0.5%         | 24         |
| Diners & Miners (10C)            | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Down the Road (10D)              | 1,551           | 7.8%         | 678        | 2,724                 | 7.6%         | 657        |
| Rural Bypasses (10E)             | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| <b>11. Midtown Singles</b>       | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   | <b>0</b>              | <b>0.0%</b>  | <b>0</b>   |
| City Strivers (11A)              | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Young and Restless (11B)         | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Metro Fusion (11C)               | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Set to Impress (11D)             | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| City Commons (11E)               | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| <b>12. Hometown</b>              | <b>10,685</b>   | <b>53.8%</b> | <b>882</b> | <b>20,250</b>         | <b>56.8%</b> | <b>987</b> |
| Family Foundations (12A)         | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Traditional Living (12B)         | 10,559          | 53.1%        | 2,770      | 20,016                | 56.2%        | 3,142      |
| Small Town Simplicity (12C)      | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Modest Income Homes (12D)        | 126             | 0.6%         | 49         | 234                   | 0.7%         | 53         |
| <b>13. Next Wave</b>             | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   | <b>0</b>              | <b>0.0%</b>  | <b>0</b>   |
| International Marketplace (13A)  | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Las Casas (13B)                  | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| NeWest Residents (13C)           | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Fresh Ambitions (13D)            | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| High Rise Renters (13E)          | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| <b>14. Scholars and Patriots</b> | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   | <b>0</b>              | <b>0.0%</b>  | <b>0</b>   |
| Military Proximity (14A)         | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| College Towns (14B)              | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Dorms to Diplomas (14C)          | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Unclassified (15)                | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |

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**Source:** Esri



# Tapestry Segmentation Area Profile

6006 CR-44A, The Villages, Florida, 32163  
 Ring: 3 mile radius

Prepared by Esri  
 Latitude: 28.83815  
 Longitude: -82.00463

| Tapestry Urbanization Groups     | 2019 Households |              |            | 2019 Adult Population |              |            |
|----------------------------------|-----------------|--------------|------------|-----------------------|--------------|------------|
|                                  | Number          | Percent      | Index      | Number                | Percent      | Index      |
| <b>Total:</b>                    | 19,870          | 100.0%       |            | 35,633                | 100.0%       |            |
| <b>1. Principal Urban Center</b> | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   | <b>0</b>              | <b>0.0%</b>  | <b>0</b>   |
| 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)            | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| High Rise Renters (13E)          | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| <b>2. Urban Periphery</b>        | <b>126</b>      | <b>0.6%</b>  | <b>4</b>   | <b>234</b>            | <b>0.7%</b>  | <b>4</b>   |
| Pacific Heights (2C)             | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Rustbelt Traditions (5D)         | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Urban Villages (7B)              | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| American Dreamers (7C)           | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Barrios Urbanos (7D)             | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Southwestern Families (7F)       | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| City Lights (8A)                 | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Bright Young Professionals (8C)  | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Metro Fusion (11C)               | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Family Foundations (12A)         | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Modest Income Homes (12D)        | 126             | 0.6%         | 49         | 234                   | 0.7%         | 53         |
| International Marketplace (13A)  | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Las Casas (13B)                  | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| <b>3. Metro Cities</b>           | <b>10,559</b>   | <b>53.1%</b> | <b>293</b> | <b>20,016</b>         | <b>56.2%</b> | <b>335</b> |
| 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)           | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Retirement Communities (9E)      | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Social Security Set (9F)         | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Young and Restless (11B)         | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Set to Impress (11D)             | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| City Commons (11E)               | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Traditional Living (12B)         | 10,559          | 53.1%        | 2,770      | 20,016                | 56.2%        | 3,142      |
| 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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**Source:** Esri



# Tapestry Segmentation Area Profile

6006 CR-44A, The Villages, Florida, 32163  
 Ring: 3 mile radius

Prepared by Esri  
 Latitude: 28.83815  
 Longitude: -82.00463

| Tapestry Urbanization Groups    | 2019 Households |              |            | 2019 Adult Population |              |            |
|---------------------------------|-----------------|--------------|------------|-----------------------|--------------|------------|
|                                 | Number          | Percent      | Index      | Number                | Percent      | Index      |
| <b>Total:</b>                   | 19,870          | 100.0%       |            | 35,633                | 100.0%       |            |
| <b>4. Suburban Periphery</b>    | <b>6,765</b>    | <b>34.0%</b> | <b>107</b> | <b>11,191</b>         | <b>31.4%</b> | <b>96</b>  |
| 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)     | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| 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)                 | 6,765           | 34.0%        | 4,576      | 11,191                | 31.4%        | 5,265      |
| Military Proximity (14A)        | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| <b>5. Semirural</b>             | <b>2,341</b>    | <b>11.8%</b> | <b>126</b> | <b>4,022</b>          | <b>11.3%</b> | <b>125</b> |
| 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)             | 790             | 4.0%         | 435        | 1,298                 | 3.6%         | 429        |
| Down the Road (10D)             | 1,551           | 7.8%         | 678        | 2,724                 | 7.6%         | 657        |
| Small Town Simplicity (12C)     | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| <b>6. Rural</b>                 | <b>79</b>       | <b>0.4%</b>  | <b>2</b>   | <b>170</b>            | <b>0.5%</b>  | <b>3</b>   |
| 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)              | 79              | 0.4%         | 20         | 170                   | 0.5%         | 24         |
| 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

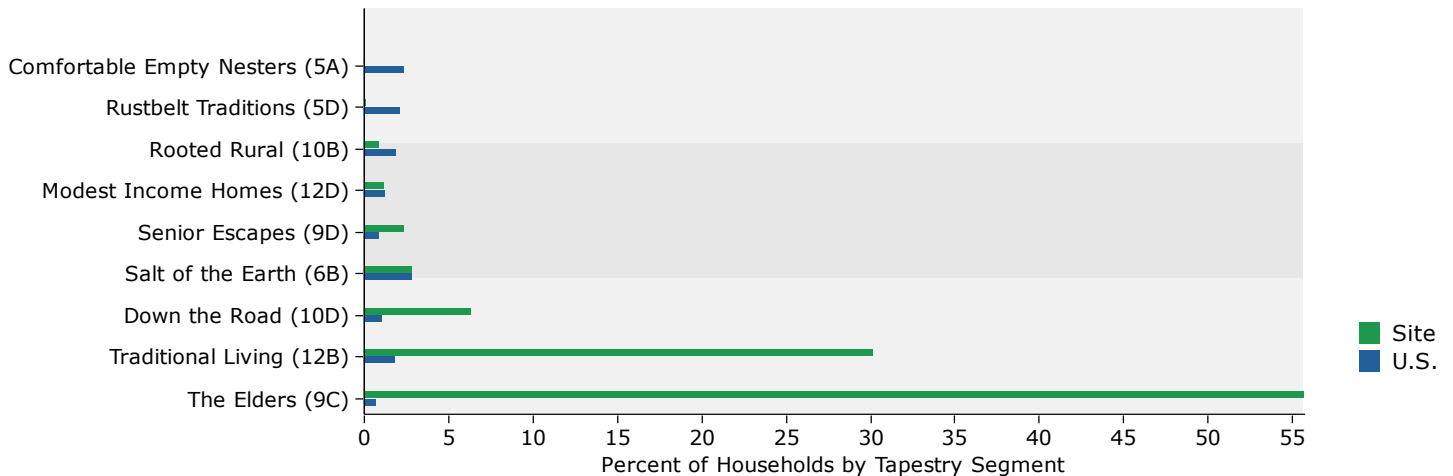
6006 CR-44A, The Villages, Florida, 32163  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 28.83815  
 Longitude: -82.00463

## Top Twenty Tapestry Segments

| Rank            | Tapestry Segment               | 2019 Households |                    | 2019 U.S. Households |                    | Index      |
|-----------------|--------------------------------|-----------------|--------------------|----------------------|--------------------|------------|
|                 |                                | Percent         | Cumulative Percent | Percent              | Cumulative Percent |            |
| 1               | The Elders (9C)                | 55.8%           | 55.8%              | 0.7%                 | 0.7%               | 7493       |
| 2               | Traditional Living (12B)       | 30.2%           | 86.0%              | 1.9%                 | 2.6%               | 1,575      |
| 3               | Down the Road (10D)            | 6.4%            | 92.4%              | 1.2%                 | 3.8%               | 557        |
| 4               | Salt of the Earth (6B)         | 2.9%            | 95.3%              | 2.9%                 | 6.7%               | 100        |
| 5               | Senior Escapes (9D)            | 2.5%            | 97.8%              | 0.9%                 | 7.6%               | 268        |
| <b>Subtotal</b> |                                | <b>97.8%</b>    |                    | <b>7.6%</b>          |                    |            |
| 6               | Modest Income Homes (12D)      | 1.2%            | 99.0%              | 1.3%                 | 8.9%               | 93         |
| 7               | Rooted Rural (10B)             | 0.9%            | 99.9%              | 2.0%                 | 10.9%              | 47         |
| 8               | Rustbelt Traditions (5D)       | 0.2%            | 100.1%             | 2.2%                 | 13.1%              | 7          |
| 9               | Comfortable Empty Nesters (5A) | 0.0%            | 100.1%             | 2.4%                 | 15.5%              | 1          |
| <b>Subtotal</b> |                                | <b>2.3%</b>     |                    | <b>7.9%</b>          |                    |            |
| <b>Total</b>    |                                | <b>100.0%</b>   |                    | <b>15.5%</b>         |                    | <b>645</b> |

## 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

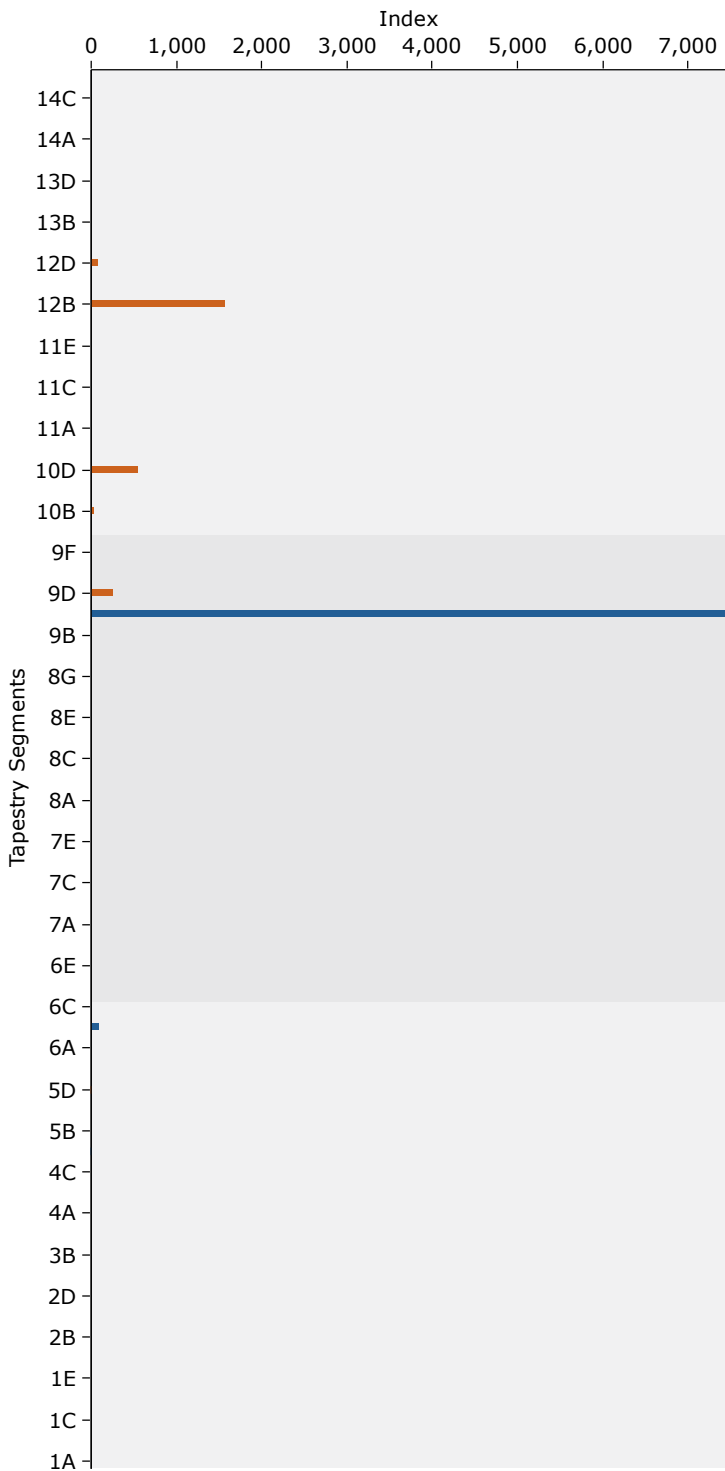


# Tapestry Segmentation Area Profile

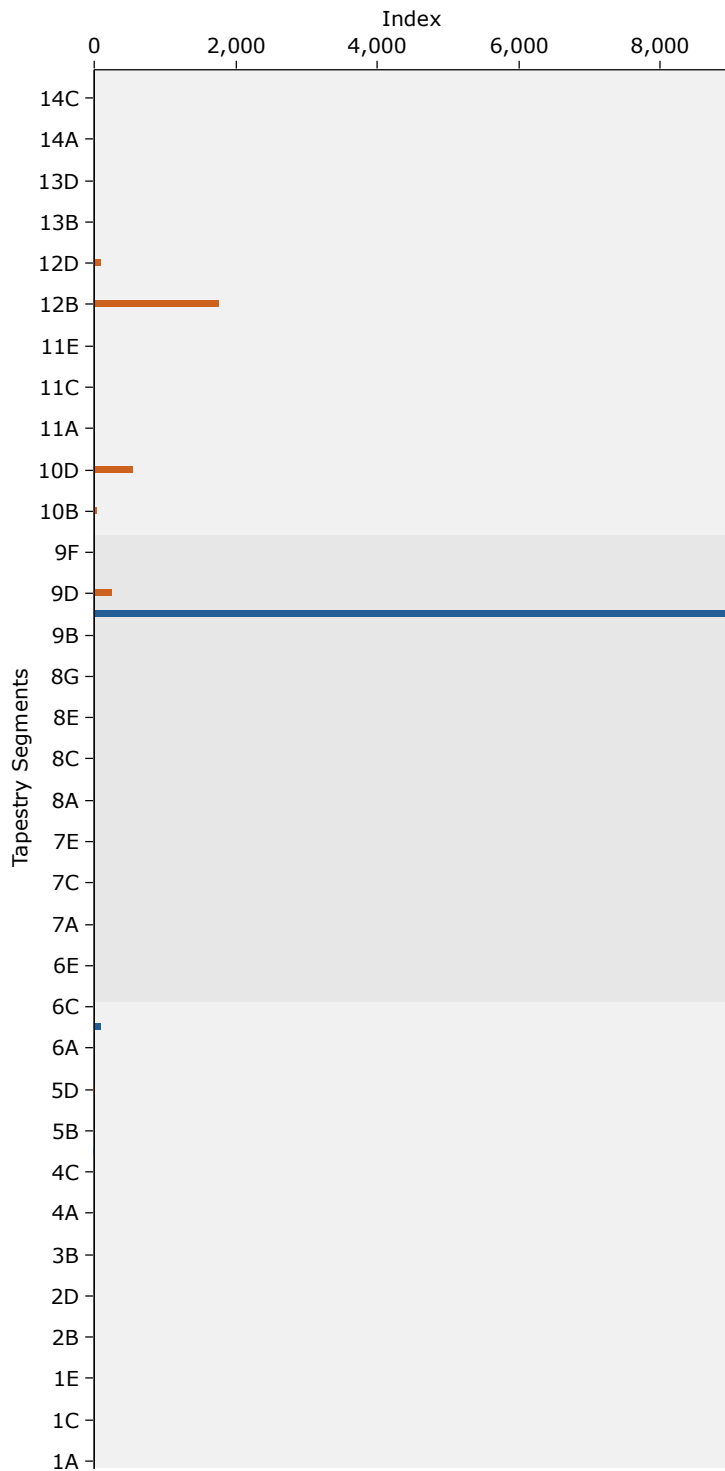
6006 CR-44A, The Villages, Florida, 32163  
Ring: 5 mile radius

Prepared by Esri  
Latitude: 28.83815  
Longitude: -82.00463

### 2019 Tapestry Indexes by Households



### 2019 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

6006 CR-44A, The Villages, Florida, 32163  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 28.83815  
 Longitude: -82.00463

| Tapestry LifeMode Groups        | 2019 Households |             |           | 2019 Adult Population |             |           |
|---------------------------------|-----------------|-------------|-----------|-----------------------|-------------|-----------|
|                                 | Number          | Percent     | Index     | Number                | Percent     | Index     |
| <b>Total:</b>                   | 35,372          | 100.0%      |           | 64,114                | 100.0%      |           |
| <b>1. Affluent Estates</b>      | <b>0</b>        | <b>0.0%</b> | <b>0</b>  | <b>0</b>              | <b>0.0%</b> | <b>0</b>  |
| 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         |
| <b>2. Upscale Avenues</b>       | <b>0</b>        | <b>0.0%</b> | <b>0</b>  | <b>0</b>              | <b>0.0%</b> | <b>0</b>  |
| 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         |
| <b>3. Uptown Individuals</b>    | <b>0</b>        | <b>0.0%</b> | <b>0</b>  | <b>0</b>              | <b>0.0%</b> | <b>0</b>  |
| 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         |
| <b>4. Family Landscapes</b>     | <b>0</b>        | <b>0.0%</b> | <b>0</b>  | <b>0</b>              | <b>0.0%</b> | <b>0</b>  |
| 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         |
| <b>5. GenXurban</b>             | <b>68</b>       | <b>0.2%</b> | <b>2</b>  | <b>134</b>            | <b>0.2%</b> | <b>2</b>  |
| Comfortable Empty Nesters (5A)  | 10              | 0.0%        | 1         | 27                    | 0.0%        | 2         |
| 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)        | 58              | 0.2%        | 7         | 107                   | 0.2%        | 8         |
| Midlife Constants (5E)          | 0               | 0.0%        | 0         | 0                     | 0.0%        | 0         |
| <b>6. Cozy Country Living</b>   | <b>1,012</b>    | <b>2.9%</b> | <b>24</b> | <b>2,134</b>          | <b>3.3%</b> | <b>28</b> |
| Green Acres (6A)                | 0               | 0.0%        | 0         | 0                     | 0.0%        | 0         |
| Salt of the Earth (6B)          | 1,012           | 2.9%        | 100       | 2,134                 | 3.3%        | 116       |
| 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         |
| <b>7. Ethnic Enclaves</b>       | <b>0</b>        | <b>0.0%</b> | <b>0</b>  | <b>0</b>              | <b>0.0%</b> | <b>0</b>  |
| 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)          | 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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**Source:** Esri



# Tapestry Segmentation Area Profile

6006 CR-44A, The Villages, Florida, 32163  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 28.83815  
 Longitude: -82.00463

| Tapestry LifeMode Groups         | 2019 Households |              |             | 2019 Adult Population |              |             |
|----------------------------------|-----------------|--------------|-------------|-----------------------|--------------|-------------|
|                                  | Number          | Percent      | Index       | Number                | Percent      | Index       |
| <b>Total:</b>                    | 35,372          | 100.0%       |             | 64,114                | 100.0%       |             |
| <b>8. Middle Ground</b>          | <b>0</b>        | <b>0.0%</b>  | <b>0</b>    | <b>0</b>              | <b>0.0%</b>  | <b>0</b>    |
| City Lights (8A)                 | 0               | 0.0%         | 0           | 0                     | 0.0%         | 0           |
| Emerald City (8B)                | 0               | 0.0%         | 0           | 0                     | 0.0%         | 0           |
| Bright Young Professionals (8C)  | 0               | 0.0%         | 0           | 0                     | 0.0%         | 0           |
| Downtown Melting Pot (8D)        | 0               | 0.0%         | 0           | 0                     | 0.0%         | 0           |
| Front Porches (8E)               | 0               | 0.0%         | 0           | 0                     | 0.0%         | 0           |
| Old and Newcomers (8F)           | 0               | 0.0%         | 0           | 0                     | 0.0%         | 0           |
| Hardscrabble Road (8G)           | 0               | 0.0%         | 0           | 0                     | 0.0%         | 0           |
| <b>9. Senior Styles</b>          | <b>20,587</b>   | <b>58.2%</b> | <b>1004</b> | <b>35,977</b>         | <b>56.1%</b> | <b>1122</b> |
| 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)                  | 19,720          | 55.8%        | 7,493       | 34,523                | 53.8%        | 9,027       |
| Senior Escapes (9D)              | 867             | 2.5%         | 268         | 1,454                 | 2.3%         | 267         |
| Retirement Communities (9E)      | 0               | 0.0%         | 0           | 0                     | 0.0%         | 0           |
| Social Security Set (9F)         | 0               | 0.0%         | 0           | 0                     | 0.0%         | 0           |
| <b>10. Rustic Outposts</b>       | <b>2,594</b>    | <b>7.3%</b>  | <b>89</b>   | <b>4,815</b>          | <b>7.5%</b>  | <b>90</b>   |
| Southern Satellites (10A)        | 0               | 0.0%         | 0           | 0                     | 0.0%         | 0           |
| Rooted Rural (10B)               | 327             | 0.9%         | 47          | 617                   | 1.0%         | 49          |
| Diners & Miners (10C)            | 0               | 0.0%         | 0           | 0                     | 0.0%         | 0           |
| Down the Road (10D)              | 2,267           | 6.4%         | 557         | 4,198                 | 6.5%         | 562         |
| Rural Bypasses (10E)             | 0               | 0.0%         | 0           | 0                     | 0.0%         | 0           |
| <b>11. Midtown Singles</b>       | <b>0</b>        | <b>0.0%</b>  | <b>0</b>    | <b>0</b>              | <b>0.0%</b>  | <b>0</b>    |
| City Strivers (11A)              | 0               | 0.0%         | 0           | 0                     | 0.0%         | 0           |
| Young and Restless (11B)         | 0               | 0.0%         | 0           | 0                     | 0.0%         | 0           |
| Metro Fusion (11C)               | 0               | 0.0%         | 0           | 0                     | 0.0%         | 0           |
| Set to Impress (11D)             | 0               | 0.0%         | 0           | 0                     | 0.0%         | 0           |
| City Commons (11E)               | 0               | 0.0%         | 0           | 0                     | 0.0%         | 0           |
| <b>12. Hometown</b>              | <b>11,111</b>   | <b>31.4%</b> | <b>515</b>  | <b>21,054</b>         | <b>32.8%</b> | <b>571</b>  |
| Family Foundations (12A)         | 0               | 0.0%         | 0           | 0                     | 0.0%         | 0           |
| Traditional Living (12B)         | 10,686          | 30.2%        | 1,575       | 20,259                | 31.6%        | 1,767       |
| Small Town Simplicity (12C)      | 0               | 0.0%         | 0           | 0                     | 0.0%         | 0           |
| Modest Income Homes (12D)        | 425             | 1.2%         | 93          | 795                   | 1.2%         | 100         |
| <b>13. Next Wave</b>             | <b>0</b>        | <b>0.0%</b>  | <b>0</b>    | <b>0</b>              | <b>0.0%</b>  | <b>0</b>    |
| International Marketplace (13A)  | 0               | 0.0%         | 0           | 0                     | 0.0%         | 0           |
| Las Casas (13B)                  | 0               | 0.0%         | 0           | 0                     | 0.0%         | 0           |
| NeWest Residents (13C)           | 0               | 0.0%         | 0           | 0                     | 0.0%         | 0           |
| Fresh Ambitions (13D)            | 0               | 0.0%         | 0           | 0                     | 0.0%         | 0           |
| High Rise Renters (13E)          | 0               | 0.0%         | 0           | 0                     | 0.0%         | 0           |
| <b>14. Scholars and Patriots</b> | <b>0</b>        | <b>0.0%</b>  | <b>0</b>    | <b>0</b>              | <b>0.0%</b>  | <b>0</b>    |
| Military Proximity (14A)         | 0               | 0.0%         | 0           | 0                     | 0.0%         | 0           |
| College Towns (14B)              | 0               | 0.0%         | 0           | 0                     | 0.0%         | 0           |
| Dorms to Diplomas (14C)          | 0               | 0.0%         | 0           | 0                     | 0.0%         | 0           |
| Unclassified (15)                | 0               | 0.0%         | 0           | 0                     | 0.0%         | 0           |

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**Source:** Esri





# Tapestry Segmentation Area Profile

6006 CR-44A, The Villages, Florida, 32163  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 28.83815  
 Longitude: -82.00463

| Tapestry Urbanization Groups     | 2019 Households |              |            | 2019 Adult Population |              |            |
|----------------------------------|-----------------|--------------|------------|-----------------------|--------------|------------|
|                                  | Number          | Percent      | Index      | Number                | Percent      | Index      |
| <b>Total:</b>                    | 35,372          | 100.0%       |            | 64,114                | 100.0%       |            |
| <b>1. Principal Urban Center</b> | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   | <b>0</b>              | <b>0.0%</b>  | <b>0</b>   |
| 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)            | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| High Rise Renters (13E)          | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| <b>2. Urban Periphery</b>        | <b>483</b>      | <b>1.4%</b>  | <b>8</b>   | <b>902</b>            | <b>1.4%</b>  | <b>8</b>   |
| Pacific Heights (2C)             | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Rustbelt Traditions (5D)         | 58              | 0.2%         | 7          | 107                   | 0.2%         | 8          |
| Urban Villages (7B)              | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| American Dreamers (7C)           | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Barrios Urbanos (7D)             | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Southwestern Families (7F)       | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| City Lights (8A)                 | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Bright Young Professionals (8C)  | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Metro Fusion (11C)               | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Family Foundations (12A)         | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Modest Income Homes (12D)        | 425             | 1.2%         | 93         | 795                   | 1.2%         | 100        |
| International Marketplace (13A)  | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Las Casas (13B)                  | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| <b>3. Metro Cities</b>           | <b>10,686</b>   | <b>30.2%</b> | <b>166</b> | <b>20,259</b>         | <b>31.6%</b> | <b>188</b> |
| 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)           | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Retirement Communities (9E)      | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Social Security Set (9F)         | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Young and Restless (11B)         | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Set to Impress (11D)             | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| City Commons (11E)               | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Traditional Living (12B)         | 10,686          | 30.2%        | 1,575      | 20,259                | 31.6%        | 1,767      |
| 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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**Source:** Esri



# Tapestry Segmentation Area Profile

6006 CR-44A, The Villages, Florida, 32163  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 28.83815  
 Longitude: -82.00463

| Tapestry Urbanization Groups    | 2019 Households |              |            | 2019 Adult Population |              |            |
|---------------------------------|-----------------|--------------|------------|-----------------------|--------------|------------|
|                                 | Number          | Percent      | Index      | Number                | Percent      | Index      |
| <b>Total:</b>                   | 35,372          | 100.0%       |            | 64,114                | 100.0%       |            |
| <b>4. Suburban Periphery</b>    | <b>19,730</b>   | <b>55.8%</b> | <b>175</b> | <b>34,550</b>         | <b>53.9%</b> | <b>165</b> |
| 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)  | 10              | 0.0%         | 1          | 27                    | 0.0%         | 2          |
| 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)     | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| 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)                 | 19,720          | 55.8%        | 7,493      | 34,523                | 53.8%        | 9,027      |
| Military Proximity (14A)        | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| <b>5. Semirural</b>             | <b>3,134</b>    | <b>8.9%</b>  | <b>95</b>  | <b>5,652</b>          | <b>8.8%</b>  | <b>98</b>  |
| 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)             | 867             | 2.5%         | 268        | 1,454                 | 2.3%         | 267        |
| Down the Road (10D)             | 2,267           | 6.4%         | 557        | 4,198                 | 6.5%         | 562        |
| Small Town Simplicity (12C)     | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| <b>6. Rural</b>                 | <b>1,339</b>    | <b>3.8%</b>  | <b>22</b>  | <b>2,751</b>          | <b>4.3%</b>  | <b>25</b>  |
| Green Acres (6A)                | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Salt of the Earth (6B)          | 1,012           | 2.9%         | 100        | 2,134                 | 3.3%         | 116        |
| 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)              | 327             | 0.9%         | 47         | 617                   | 1.0%         | 49         |
| 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