



Tapestry Segmentation Area Profile

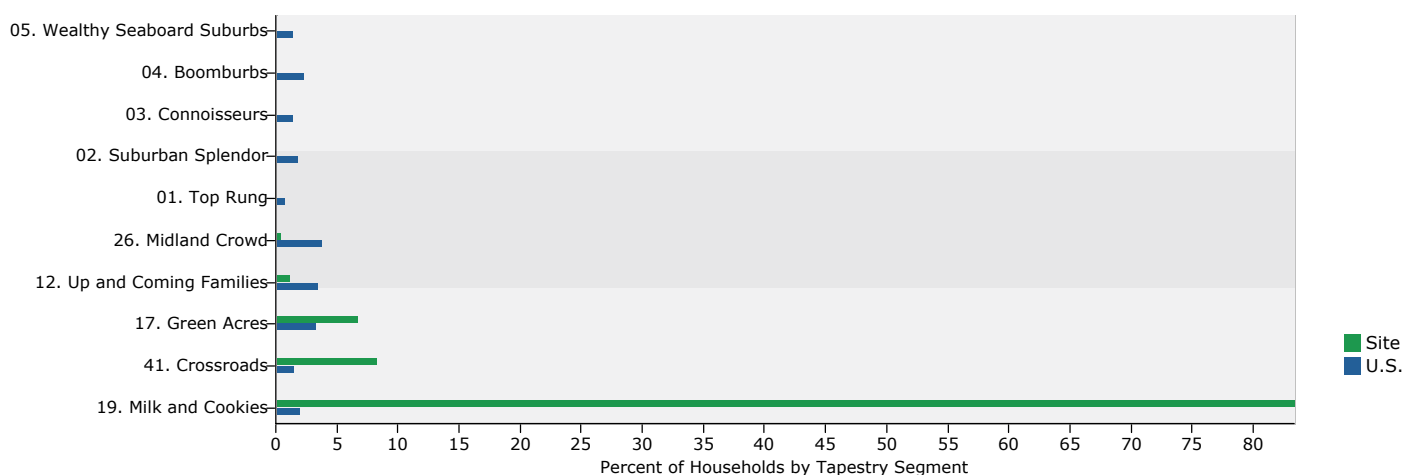
OKC_Tornado_Buffer_25mile

Prepared By Business Analyst Desktop

Top Twenty Tapestry Segments (Tapestry 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	19. Milk and Cookies	83.4%	83.4%	2.0%	2.0%	4248
2	41. Crossroads	8.3%	91.6%	1.5%	3.5%	545
3	17. Green Acres	6.7%	98.3%	3.2%	6.7%	208
4	12. Up and Coming Families	1.2%	99.5%	3.5%	10.2%	34
5	26. Midland Crowd	0.5%	100.0%	3.8%	14.0%	12
Subtotal		100.0%		14.0%		
6	01. Top Rung	0.0%	100.0%	0.7%	14.7%	0
7	02. Suburban Splendor	0.0%	100.0%	1.7%	16.5%	0
8	03. Connoisseurs	0.0%	100.0%	1.4%	17.8%	0
9	04. Boomburbs	0.0%	100.0%	2.3%	20.1%	0
10	05. Wealthy Seaboard Suburbs	0.0%	100.0%	1.4%	21.5%	0
Subtotal		0.0%		7.5%		
11	06. Sophisticated Squires	0.0%	100.0%	2.7%	24.2%	0
12	07. Exurbanites	0.0%	100.0%	2.5%	26.8%	0
13	08. Laptops and Lattes	0.0%	100.0%	1.0%	27.8%	0
14	09. Urban Chic	0.0%	100.0%	1.3%	29.1%	0
15	10. Pleasant-Ville	0.0%	100.0%	1.7%	30.8%	0
Subtotal		0.0%		9.3%		
16	11. Pacific Heights	0.0%	100.0%	0.6%	31.4%	0
17	13. In Style	0.0%	100.0%	2.5%	33.9%	0
18	14. Prosperous Empty Nesters	0.0%	100.0%	1.8%	35.7%	0
19	15. Silver and Gold	0.0%	100.0%	0.9%	36.7%	0
20	16. Enterprising Professionals	0.0%	100.0%	1.7%	38.4%	0
Subtotal		0.0%		7.6%		
Total		100.0%		38.4%		261

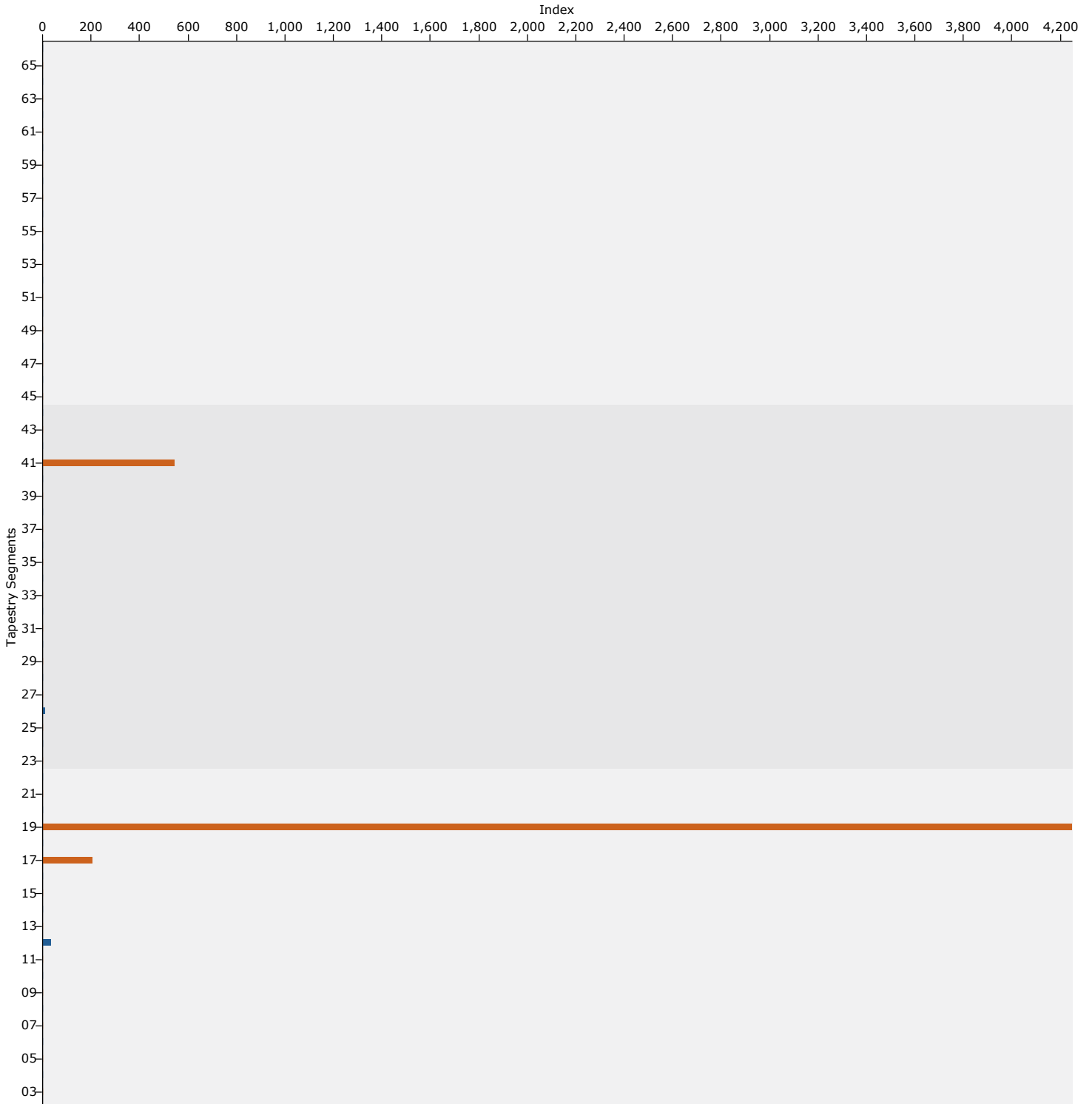
Top Ten Tapestry Segments Site vs. U.S.



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 population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

Tapestry Indexes by Households



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Tapestry Segmentation Area Profile

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Tapestry LifeMode Groups	2010 Households		
	Number	Percent	Index
Total:	2,616	100.0%	
L1. High Society	0	0.0%	0
01 Top Rung	0	0.0%	0
02 Suburban Splendor	0	0.0%	0
03 Connoisseurs	0	0.0%	0
04 Boomburbs	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0
07 Exurbanites	0	0.0%	0
L2. Upscale Avenues	175	6.7%	48
09 Urban Chic	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0
11 Pacific Heights	0	0.0%	0
13 In Style	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0
17 Green Acres	175	6.7%	208
18 Cozy and Comfortable	0	0.0%	0
L3. Metropolis	0	0.0%	0
20 City Lights	0	0.0%	0
22 Metropolitans	0	0.0%	0
45 City Strivers	0	0.0%	0
51 Metro City Edge	0	0.0%	0
54 Urban Rows	0	0.0%	0
62 Modest Income Homes	0	0.0%	0
L4. Solo Acts	0	0.0%	0
08 Laptops and Lattes	0	0.0%	0
23 Trendsetters	0	0.0%	0
27 Metro Renters	0	0.0%	0
36 Old and Newcomers	0	0.0%	0
39 Young and Restless	0	0.0%	0
L5. Senior Styles	0	0.0%	0
14 Prosperous Empty Nesters	0	0.0%	0
15 Silver and Gold	0	0.0%	0
29 Rustbelt Retirees	0	0.0%	0
30 Retirement Communities	0	0.0%	0
43 The Elders	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0
50 Heartland Communities	0	0.0%	0
57 Simple Living	0	0.0%	0
65 Social Security Set	0	0.0%	0
L6. Scholars & Patriots	0	0.0%	0
40 Military Proximity	0	0.0%	0
55 College Towns	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0

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	Number	Percent	Index
Total:	2,616	100.0%	
L7. High Hopes	0	0.0%	0
28 Aspiring Young Families	0	0.0%	0
48 Great Expectations	0	0.0%	0
L8. Global Roots	0	0.0%	0
35 International Marketplace	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0
47 Las Casas	0	0.0%	0
52 Inner City Tenants	0	0.0%	0
58 NeWest Residents	0	0.0%	0
60 City Dimensions	0	0.0%	0
61 High Rise Renters	0	0.0%	0
L9. Family Portrait	2,212	84.6%	1071
12 Up and Coming Families	31	1.2%	34
19 Milk and Cookies	2,181	83.4%	4248
21 Urban Villages	0	0.0%	0
59 Southwestern Families	0	0.0%	0
64 City Commons	0	0.0%	0
L10. Traditional Living	0	0.0%	0
24 Main Street, USA	0	0.0%	0
32 Rustbelt Traditions	0	0.0%	0
33 Midlife Junction	0	0.0%	0
34 Family Foundations	0	0.0%	0
L11. Factories & Farms	0	0.0%	0
25 Salt of the Earth	0	0.0%	0
37 Prairie Living	0	0.0%	0
42 Southern Satellites	0	0.0%	0
53 Home Town	0	0.0%	0
56 Rural Bypasses	0	0.0%	0
L12. American Quilt	229	8.8%	94
26 Midland Crowd	12	0.5%	12
31 Rural Resort Dwellers	0	0.0%	0
41 Crossroads	217	8.3%	545
46 Rooted Rural	0	0.0%	0
66 Unclassified	0	0.0%	0

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Tapestry Urbanization Groups	2010 Households		
	Number	Percent	Index
Total:	2,616	100.0%	
U1. Principal Urban Centers I	0	0.0%	0
08 Laptops and Lattes	0	0.0%	0
11 Pacific Heights	0	0.0%	0
20 City Lights	0	0.0%	0
21 Urban Villages	0	0.0%	0
23 Trendsetters	0	0.0%	0
27 Metro Renters	0	0.0%	0
35 International Marketplace	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0
U2. Principal Urban Centers II	0	0.0%	0
45 City Strivers	0	0.0%	0
47 Las Casas	0	0.0%	0
54 Urban Rows	0	0.0%	0
58 NeWest Residents	0	0.0%	0
61 High Rise Renters	0	0.0%	0
64 City Commons	0	0.0%	0
65 Social Security Set	0	0.0%	0
U3. Metro Cities I	2,181	83.4%	736
01 Top Rung	0	0.0%	0
03 Connoisseurs	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0
09 Urban Chic	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0
19 Milk and Cookies	2,181	83.4%	4248
22 Metropolitans	0	0.0%	0
U4. Metro Cities II	0	0.0%	0
28 Aspiring Young Families	0	0.0%	0
30 Retirement Communities	0	0.0%	0
34 Family Foundations	0	0.0%	0
36 Old and Newcomers	0	0.0%	0
39 Young and Restless	0	0.0%	0
52 Inner City Tenants	0	0.0%	0
60 City Dimensions	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0
U5. Urban Outskirts I	0	0.0%	0
04 Boomburbs	0	0.0%	0
24 Main Street, USA	0	0.0%	0
32 Rustbelt Traditions	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0
48 Great Expectations	0	0.0%	0

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Source: Esri

May 21, 2013

Made with Esri Business Analyst



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Tapestry Urbanization Groups	2010 Households		
	Number	Percent	Index
Total:	2,616	100.0%	
U6. Urban Outskirts II	0	0.0%	0
51 Metro City Edge	0	0.0%	0
55 College Towns	0	0.0%	0
57 Simple Living	0	0.0%	0
59 Southwestern Families	0	0.0%	0
62 Modest Income Homes	0	0.0%	0
U7. Suburban Periphery I	31	1.2%	8
02 Suburban Splendor	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0
07 Exurbanites	0	0.0%	0
12 Up and Coming Families	31	1.2%	34
13 In Style	0	0.0%	0
14 Prosperous Empty Nesters	0	0.0%	0
15 Silver and Gold	0	0.0%	0
U8. Suburban Periphery II	0	0.0%	0
18 Cozy and Comfortable	0	0.0%	0
29 Rustbelt Retirees	0	0.0%	0
33 Midlife Junction	0	0.0%	0
40 Military Proximity	0	0.0%	0
43 The Elders	0	0.0%	0
53 Home Town	0	0.0%	0
U9. Small Towns	217	8.3%	172
41 Crossroads	217	8.3%	545
49 Senior Sun Seekers	0	0.0%	0
50 Heartland Communities	0	0.0%	0
U10. Rural I	187	7.1%	63
17 Green Acres	175	6.7%	208
25 Salt of the Earth	0	0.0%	0
26 Midland Crowd	12	0.5%	12
31 Rural Resort Dwellers	0	0.0%	0
U11. Rural II	0	0.0%	0
37 Prairie Living	0	0.0%	0
42 Southern Satellites	0	0.0%	0
46 Rooted Rural	0	0.0%	0
56 Rural Bypasses	0	0.0%	0
66 Unclassified	0	0.0%	0

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