

Demographics Summary Profile

2015

CITY OF
Renton



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Demographics Summary Profile

City of Renton
Area: 23.61 square miles

Prepared by CED/Planning
Latitude: 47.47585908
Longitude: -122.190323

Population Summary	
2000 Total Population	72,903
2010 Total Population	92,090
2015 Total Population	98,678
2015 Group Quarters	698
2020 Total Population	106,553
2015-2020 Annual Rate	1.55%
Household Summary	
2000 Households	30,435
2000 Average Household Size	2.38
2010 Households	36,405
2010 Average Household Size	2.51
2015 Households	38,617
2015 Average Household Size	2.54
2020 Households	41,566
2020 Average Household Size	2.55
2015-2020 Annual Rate	1.48%
2010 Families	22,225
2010 Average Family Size	3.16
2015 Families	23,572
2015 Average Family Size	3.20
2020 Families	25,390
2020 Average Family Size	3.21
2015-2020 Annual Rate	1.50%
Housing Unit Summary	
2000 Housing Units	31,670
Owner Occupied Housing Units	54.7%
Renter Occupied Housing Units	41.4%
Vacant Housing Units	3.9%
2010 Housing Units	39,337
Owner Occupied Housing Units	50.8%
Renter Occupied Housing Units	41.7%
Vacant Housing Units	7.5%
2015 Housing Units	41,492
Owner Occupied Housing Units	49.2%
Renter Occupied Housing Units	43.9%
Vacant Housing Units	6.9%
2020 Housing Units	44,560
Owner Occupied Housing Units	49.1%
Renter Occupied Housing Units	44.1%
Vacant Housing Units	6.7%
Median Household Income	
2015	\$64,501
2020	\$76,474
Median Home Value	
2015	\$357,808
2020	\$415,286
Per Capita Income	
2015	\$31,076
2020	\$35,094
Median Age	
2010	35.5
2015	36.4
2020	36.9

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

2015 Households by Income	
Household Income Base	38,617
<\$15,000	9.6%
\$15,000 - \$24,999	7.1%
\$25,000 - \$34,999	9.3%
\$35,000 - \$49,999	12.4%
\$50,000 - \$74,999	17.4%
\$75,000 - \$99,999	17.2%
\$100,000 - \$149,999	17.4%
\$150,000 - \$199,999	5.6%
\$200,000+	4.0%
Average Household Income	\$78,957
2020 Households by Income	
Household Income Base	41,566
<\$15,000	8.6%
\$15,000 - \$24,999	5.2%
\$25,000 - \$34,999	7.5%
\$35,000 - \$49,999	11.2%
\$50,000 - \$74,999	16.0%
\$75,000 - \$99,999	18.7%
\$100,000 - \$149,999	21.4%
\$150,000 - \$199,999	6.7%
\$200,000+	4.8%
Average Household Income	\$89,507
2015 Owner Occupied Housing Units by Value	
Total	20,403
<\$50,000	0.1%
\$50,000 - \$99,999	0.9%
\$100,000 - \$149,999	2.5%
\$150,000 - \$199,999	5.0%
\$200,000 - \$249,999	8.7%
\$250,000 - \$299,999	14.2%
\$300,000 - \$399,999	32.2%
\$400,000 - \$499,999	17.8%
\$500,000 - \$749,999	13.9%
\$750,000 - \$999,999	2.0%
\$1,000,000 +	2.7%
Average Home Value	\$401,980
2020 Owner Occupied Housing Units by Value	
Total	21,894
<\$50,000	0.1%
\$50,000 - \$99,999	0.7%
\$100,000 - \$149,999	1.2%
\$150,000 - \$199,999	2.6%
\$200,000 - \$249,999	5.0%
\$250,000 - \$299,999	9.3%
\$300,000 - \$399,999	27.8%
\$400,000 - \$499,999	22.2%
\$500,000 - \$749,999	21.9%
\$750,000 - \$999,999	5.3%
\$1,000,000 +	4.0%
Average Home Value	\$473,617

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

2010 Population by Age	
Total	92,089
0 - 4	7.7%
5 - 9	6.3%
10 - 14	5.8%
15 - 24	12.1%
25 - 34	17.3%
35 - 44	15.6%
45 - 54	14.1%
55 - 64	10.6%
65 - 74	5.7%
75 - 84	3.2%
85 +	1.6%
18 +	76.8%
2015 Population by Age	
Total	98,676
0 - 4	7.2%
5 - 9	7.3%
10 - 14	6.0%
15 - 24	11.4%
25 - 34	15.9%
35 - 44	15.5%
45 - 54	13.5%
55 - 64	11.5%
65 - 74	7.0%
75 - 84	3.2%
85 +	1.6%
18 +	76.3%
2020 Population by Age	
Total	106,554
0 - 4	7.1%
5 - 9	6.8%
10 - 14	6.9%
15 - 24	11.1%
25 - 34	15.1%
35 - 44	15.5%
45 - 54	13.0%
55 - 64	11.5%
65 - 74	7.9%
75 - 84	3.7%
85 +	1.5%
18 +	76.0%
2010 Population by Sex	
Males	45,547
Females	46,543
2015 Population by Sex	
Males	48,827
Females	49,851
2020 Population by Sex	
Males	52,661
Females	53,892

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

2010 Population by Race/Ethnicity	
Total	92,091
White Alone	55.6%
Black Alone	10.7%
American Indian Alone	0.7%
Asian Alone	20.3%
Pacific Islander Alone	0.7%
Some Other Race Alone	6.1%
Two or More Races	5.9%
Hispanic Origin	12.9%
Diversity Index	72.0
2015 Population by Race/Ethnicity	
Total	98,679
White Alone	52.2%
Black Alone	11.2%
American Indian Alone	0.7%
Asian Alone	22.4%
Pacific Islander Alone	0.8%
Some Other Race Alone	6.6%
Two or More Races	6.3%
Hispanic Origin	13.9%
Diversity Index	74.5
2020 Population by Race/Ethnicity	
Total	106,553
White Alone	48.7%
Black Alone	11.5%
American Indian Alone	0.6%
Asian Alone	24.4%
Pacific Islander Alone	0.8%
Some Other Race Alone	7.2%
Two or More Races	6.6%
Hispanic Origin	15.1%
Diversity Index	76.9
2010 Population by Relationship and Household Type	
Total	92,090
In Households	99.2%
In Family Households	79.3%
Householder	24.2%
Spouse	17.3%
Child	29.0%
Other relative	5.9%
Nonrelative	3.0%
In Nonfamily Households	19.9%
In Group Quarters	0.8%
Institutionalized Population	0.3%
Noninstitutionalized Population	0.5%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

2015 Population 25+ by Educational Attainment

Total	67,194
Less than 9th Grade	4.7%
9th - 12th Grade, No Diploma	6.4%
High School Graduate	20.2%
GED/Alternative Credential	3.4%
Some College, No Degree	23.3%
Associate Degree	8.9%
Bachelor's Degree	23.9%
Graduate/Professional Degree	9.3%

2015 Population 15+ by Marital Status

Total	78,419
Never Married	34.5%
Married	48.1%
Widowed	4.4%
Divorced	13.1%

2015 Civilian Population 16+ in Labor Force

Civilian Employed	94.8%
Civilian Unemployed	5.2%

2015 Employed Population 16+ by Industry

Total	51,383
Agriculture/Mining	0.2%
Construction	6.0%
Manufacturing	17.1%
Wholesale Trade	3.3%
Retail Trade	12.3%
Transportation/Utilities	5.9%
Information	3.8%
Finance/Insurance/Real Estate	5.4%
Services	43.0%
Public Administration	3.1%

2015 Employed Population 16+ by Occupation

Total	51,384
White Collar	62.3%
Management/Business/Financial	16.0%
Professional	21.5%
Sales	10.4%
Administrative Support	14.4%
Services	18.2%
Blue Collar	19.5%
Farming/Forestry/Fishing	0.2%
Construction/Extraction	5.5%
Installation/Maintenance/Repair	3.7%
Production	5.9%
Transportation/Material Moving	4.2%

2010 Households by Type	
Total	36,405
Households with 1 Person	30.1%
Households with 2+ People	69.9%
Family Households	61.0%
Husband-wife Families	43.5%
With Related Children	21.0%
Other Family (No Spouse Present)	17.5%
Other Family with Male Householder	5.5%
With Related Children	3.1%
Other Family with Female Householder	12.0%
With Related Children	7.7%
Nonfamily Households	8.8%
All Households with Children	32.2%
Multigenerational Households	4.1%
Unmarried Partner Households	8.2%
Male-female	7.3%
Same-sex	0.9%
2010 Households by Size	
Total	36,405
1 Person Household	30.1%
2 Person Household	31.1%
3 Person Household	15.7%
4 Person Household	12.8%
5 Person Household	5.7%
6 Person Household	2.6%
7 + Person Household	2.0%
2010 Households by Tenure and Mortgage Status	
Total	36,405
Owner Occupied	54.9%
Owned with a Mortgage/Loan	44.0%
Owned Free and Clear	10.9%
Renter Occupied	45.1%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

Top 3 Tapestry Segments

1. Enterprising Professionals
2. City Lights (8A)
3. Metro Fusion (11C)

2015 Consumer Spending

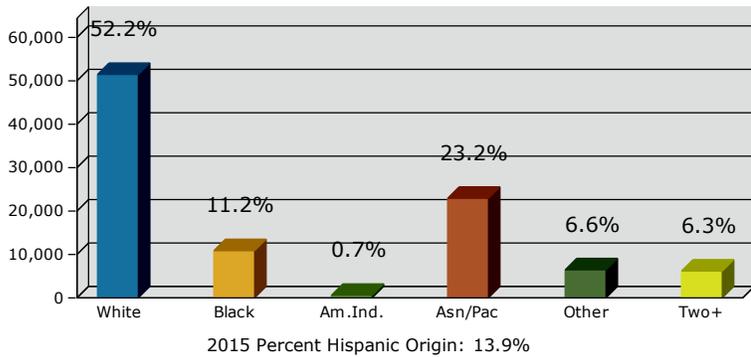
Apparel & Services: Total \$	\$97,216,941
Average Spent	\$2,517.46
Spending Potential Index	109
Computers & Accessories: Total \$	\$11,078,986
Average Spent	\$286.89
Spending Potential Index	113
Education: Total \$	\$66,281,182
Average Spent	\$1,716.37
Spending Potential Index	113
Entertainment/Recreation: Total \$	\$132,795,897
Average Spent	\$3,438.79
Spending Potential Index	104
Food at Home: Total \$	\$211,760,586
Average Spent	\$5,483.61
Spending Potential Index	105
Food Away from Home: Total \$	\$137,186,878
Average Spent	\$3,552.50
Spending Potential Index	108
Health Care: Total \$	\$179,286,524
Average Spent	\$4,642.68
Spending Potential Index	98
HH Furnishings & Equipment: Total \$	\$74,578,228
Average Spent	\$1,931.23
Spending Potential Index	105
Investments: Total \$	\$108,686,546
Average Spent	\$2,814.47
Spending Potential Index	102
Retail Goods: Total \$	\$1,012,042,902
Average Spent	\$26,207.19
Spending Potential Index	103
Shelter: Total \$	\$704,797,079
Average Spent	\$18,250.95
Spending Potential Index	111
TV/Video/Audio: Total \$	\$52,537,922
Average Spent	\$1,360.49
Spending Potential Index	104
Travel: Total \$	\$80,135,917
Average Spent	\$2,075.15
Spending Potential Index	106
Vehicle Maintenance & Repairs: Total \$	\$45,413,799
Average Spent	\$1,176.01
Spending Potential Index	105

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

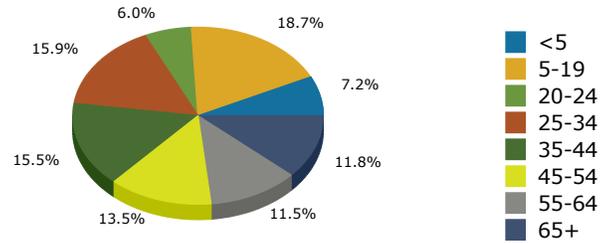
Source: Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

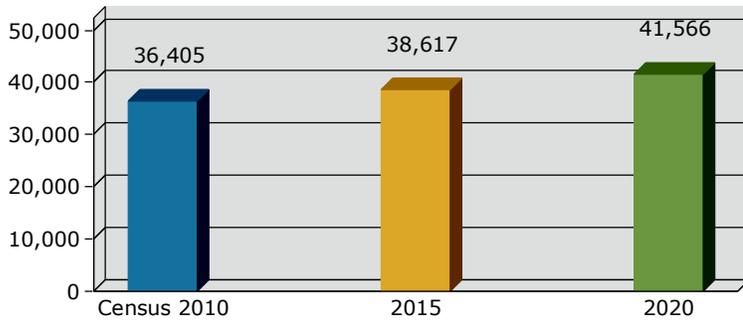
2015 Population by Race



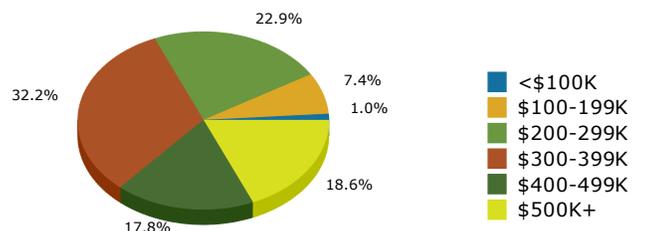
2015 Population by Age



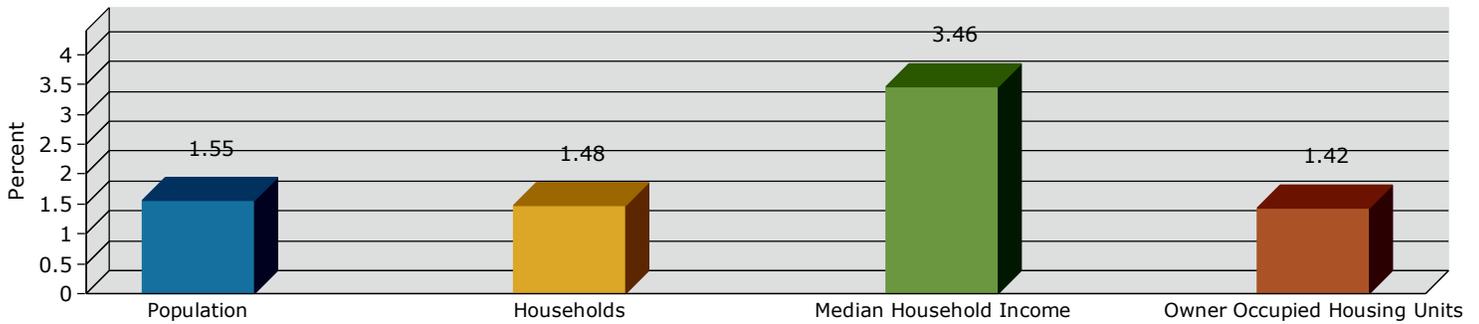
Households



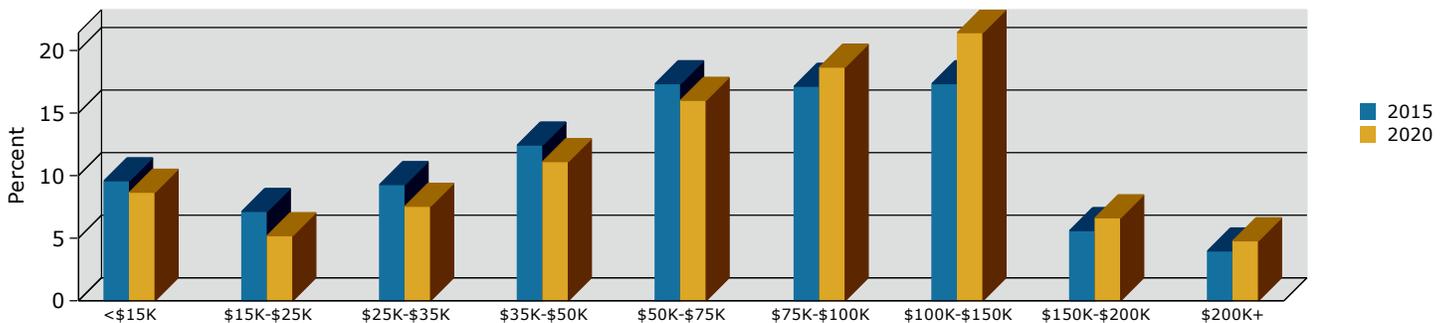
2015 Home Value



2015-2020 Annual Growth Rate



Household Income

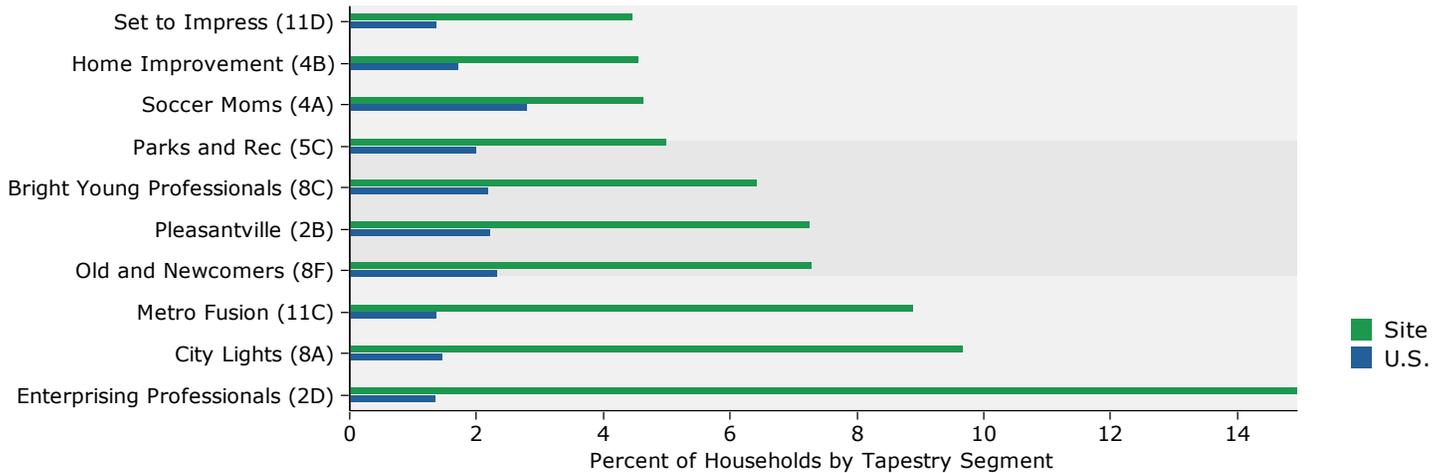


Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2015 Households		2015 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Enterprising Professionals (2D)	15.0%	15.0%	1.4%	1.4%	1088
2	City Lights (8A)	9.7%	24.7%	1.5%	2.9%	655
3	Metro Fusion (11C)	8.9%	33.6%	1.4%	4.3%	637
4	Old and Newcomers (8F)	7.3%	40.9%	2.3%	6.6%	314
5	Pleasantville (2B)	7.3%	48.2%	2.2%	8.8%	324
Subtotal		48.2%		8.8%		
6	Bright Young Professionals (8C)	6.4%	54.6%	2.2%	11.0%	292
7	Parks and Rec (5C)	5.0%	59.6%	2.0%	13.0%	248
8	Soccer Moms (4A)	4.7%	64.3%	2.8%	15.8%	165
9	Home Improvement (4B)	4.6%	68.9%	1.7%	17.5%	265
10	Set to Impress (11D)	4.5%	73.4%	1.4%	18.9%	322
Subtotal		25.2%		10.1%		
11	Young and Restless (11B)	4.3%	77.7%	1.7%	20.6%	252
12	Front Porches (8E)	3.9%	81.6%	1.6%	22.2%	246
13	Boomburbs (1C)	3.7%	85.3%	1.5%	23.7%	253
14	Urban Chic (2A)	2.4%	87.7%	1.3%	25.0%	180
15	Up and Coming Families (7A)	1.8%	89.5%	2.2%	27.2%	82
Subtotal		16.1%		8.3%		
16	NeWest Residents (13C)	1.7%	91.2%	0.8%	28.0%	223
17	Urban Villages (7B)	1.7%	92.9%	1.1%	29.1%	155
18	Professional Pride (1B)	1.7%	94.6%	1.6%	30.7%	105
19	In Style (5B)	1.4%	96.0%	2.3%	33.0%	63
20	International Marketplace (13A)	1.2%	97.2%	1.2%	34.2%	101
Subtotal		7.7%		7.0%		
Total		97.0%		34.2%		284

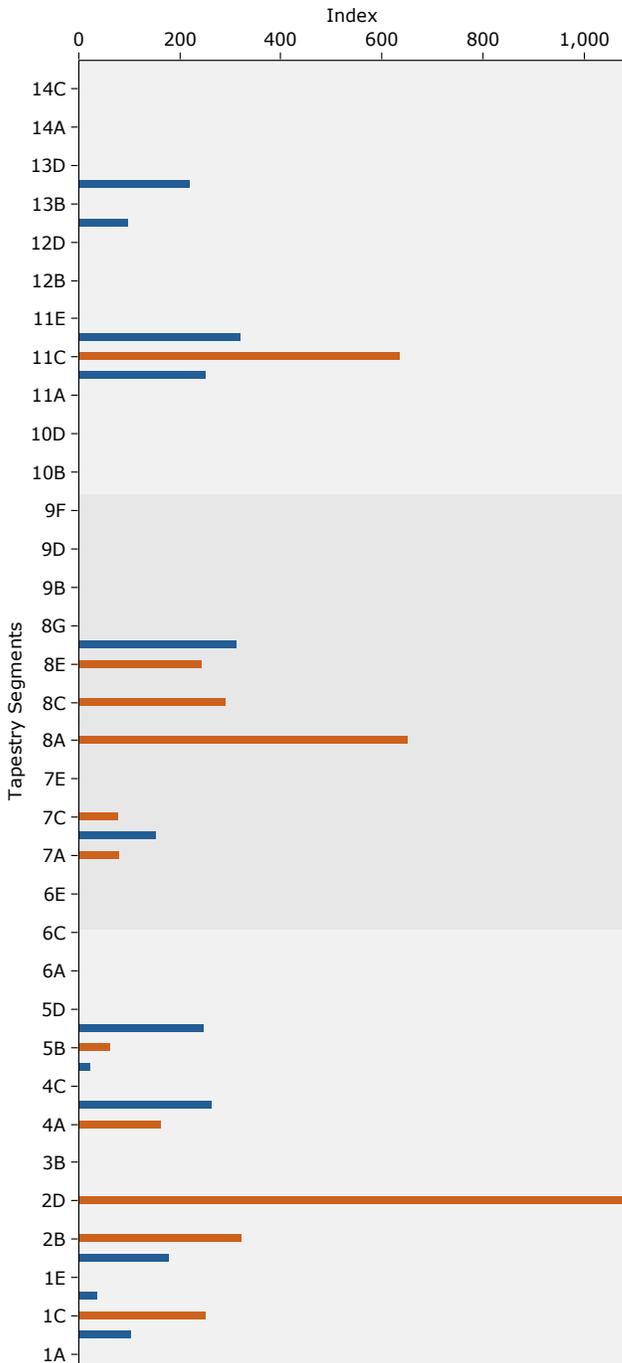
Top Ten Tapestry Segments Site vs. U.S.



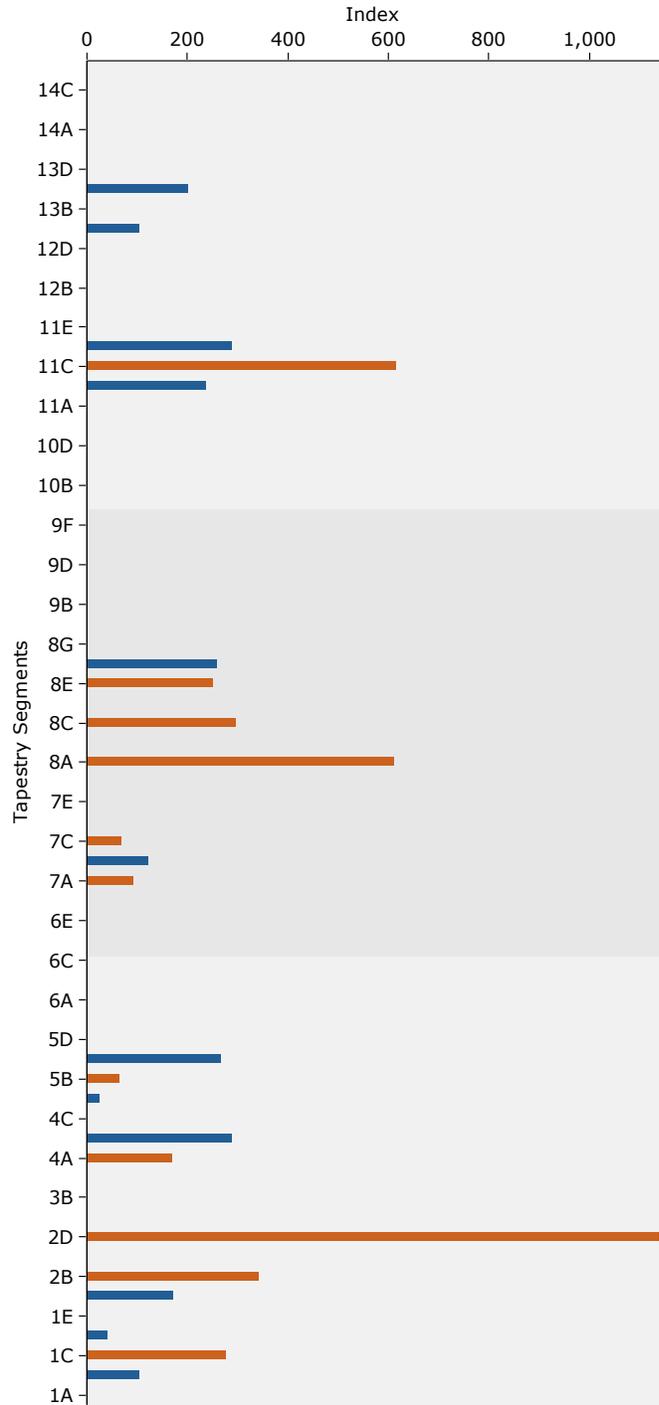
Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States,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

Source: Esri

2015 Tapestry Indexes by Households



2015 Tapestry Indexes by Population



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 LifeMode Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	38,616	100.0%		98,677	100.0%	
1. Affluent Estates	2,537	6.6%	68	8,279	8.4%	79
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	643	1.7%	105	1,943	2.0%	105
Boomburbs (1C)	1,435	3.7%	253	4,966	5.0%	279
Savvy Suburbanites (1D)	459	1.2%	40	1,370	1.4%	43
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
2. Upscale Avenues	9,499	24.6%	434	24,987	25.3%	434
Urban Chic (2A)	918	2.4%	180	2,087	2.1%	174
Pleasantville (2B)	2,807	7.3%	324	8,340	8.5%	344
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals	5,774	15.0%	1,088	14,560	14.8%	1,143
3. Uptown Individuals	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	3,560	9.2%	126	10,740	10.9%	137
Soccer Moms (4A)	1,796	4.7%	165	5,352	5.4%	172
Home Improvement (4B)	1,764	4.6%	265	5,388	5.5%	292
Middleburg (4C)	0	0.0%	0	0	0.0%	0
5. GenXurban	2,712	7.0%	61	7,051	7.1%	67
Comfortable Empty Nesters	232	0.6%	24	630	0.6%	27
In Style (5B)	545	1.4%	63	1,323	1.3%	66
Parks and Rec (5C)	1,935	5.0%	248	5,098	5.2%	268
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
6. Cozy Country Living	0	0.0%	0	0	0.0%	0
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
7. Ethnic Enclaves	1,803	4.7%	68	5,578	5.7%	65
Up and Coming Families (7A)	694	1.8%	82	2,412	2.4%	94
Urban Villages (7B)	648	1.7%	155	1,902	1.9%	124
American Dreamers (7C)	461	1.2%	81	1,264	1.3%	72
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

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 LifeMode Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	38,616	100.0%		98,677	100.0%	
8. Middle Ground	10,565	27.4%	251	23,601	23.9%	237
City Lights (8A)	3,738	9.7%	655	8,847	9.0%	614
Emerald City (8B)	8	0.0%	1	16	0.0%	1
Bright Young Professionals	2,483	6.4%	292	5,915	6.0%	298
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	1,518	3.9%	246	3,886	3.9%	251
Old and Newcomers (8F)	2,818	7.3%	314	4,937	5.0%	261
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	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)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
10. Rustic Outposts	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	6,802	17.6%	286	14,992	15.2%	269
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	1,642	4.3%	252	3,092	3.1%	238
Metro Fusion (11C)	3,438	8.9%	637	8,581	8.7%	618
Set to Impress (11D)	1,722	4.5%	322	3,319	3.4%	291
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	1,138	2.9%	76	3,449	3.5%	71
International Marketplace	480	1.2%	101	1,484	1.5%	105
Las Casas (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	658	1.7%	223	1,965	2.0%	204
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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Source: Esri

Tapestry Urbanization	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	38,616	100.0%		98,677	100.0%	
1. Principal Urban Center	658	1.7%	25	1,965	2.0%	31
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)	658	1.7%	223	1,965	2.0%	204
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	11,248	29.1%	173	27,993	28.4%	152
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)	648	1.7%	155	1,902	1.9%	124
American Dreamers (7C)	461	1.2%	81	1,264	1.3%	72
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)	3,738	9.7%	655	8,847	9.0%	614
Bright Young Professionals (8C)	2,483	6.4%	292	5,915	6.0%	298
Metro Fusion (11C)	3,438	8.9%	637	8,581	8.7%	618
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)	480	1.2%	101	1,484	1.5%	105
Las Casas (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	8,253	21.4%	117	16,573	16.8%	108
In Style (5B)	545	1.4%	63	1,323	1.3%	66
Emerald City (8B)	8	0.0%	1	16	0.0%	1
Front Porches (8E)	1,518	3.9%	246	3,886	3.9%	251
Old and Newcomers (8F)	2,818	7.3%	314	4,937	5.0%	261
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)	1,642	4.3%	252	3,092	3.1%	238
Set to Impress (11D)	1,722	4.5%	322	3,319	3.4%	291
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	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

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Source: Esri

Tapestry Urbanization	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	38,616	100.0%		98,677	100.0%	
4. Suburban Periphery	18,457	47.8%	152	52,146	52.8%	164
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	643	1.7%	105	1,943	2.0%	105
Boomburbs (1C)	1,435	3.7%	253	4,966	5.0%	279
Savvy Suburbanites (1D)	459	1.2%	40	1,370	1.4%	43
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	918	2.4%	180	2,087	2.1%	174
Pleasantville (2B)	2,807	7.3%	324	8,340	8.5%	344
Enterprising Professionals (2D)	5,774	15.0%	1,088	14,560	14.8%	1,143
Soccer Moms (4A)	1,796	4.7%	165	5,352	5.4%	172
Home Improvement (4B)	1,764	4.6%	265	5,388	5.5%	292
Comfortable Empty Nesters	232	0.6%	24	630	0.6%	27
Parks and Rec (5C)	1,935	5.0%	248	5,098	5.2%	268
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	694	1.8%	82	2,412	2.4%	94
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	0	0.0%	0	0	0.0%	0
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
6. Rural	0	0.0%	0	0	0.0%	0
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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