

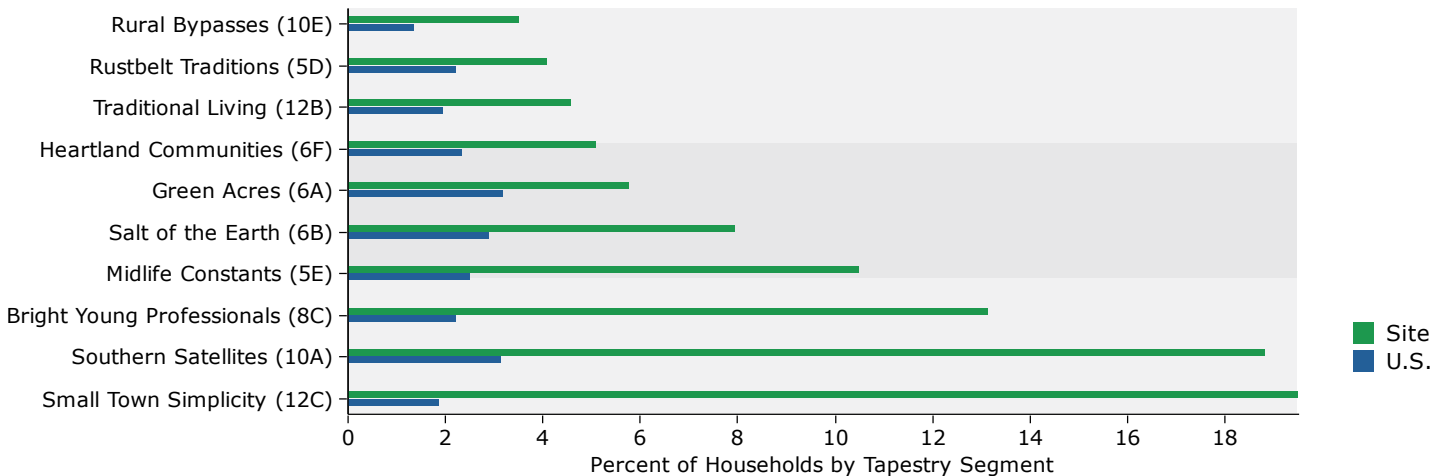
Lincolnton (Exit 24)
 1815 E Main St, Lincolnton, North Carolina, 28092
 Ring: 3 mile radius

Lincoln Economic Development Association
 Latitude: 35.47781
 Longitude: -81.22965

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2016 Households		2016 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Small Town Simplicity (12C)	19.5%	19.5%	1.9%	1.9%	1027
2	Southern Satellites (10A)	18.8%	38.3%	3.2%	5.1%	596
3	Bright Young Professionals (8C)	13.2%	51.5%	2.2%	7.3%	591
4	Midlife Constants (5E)	10.5%	62.0%	2.5%	9.8%	418
5	Salt of the Earth (6B)	8.0%	70.0%	2.9%	12.7%	273
Subtotal		70.0%		12.7%		
6	Green Acres (6A)	5.8%	75.8%	3.2%	15.9%	181
7	Heartland Communities (6F)	5.1%	80.9%	2.4%	18.3%	217
8	Traditional Living (12B)	4.6%	85.5%	2.0%	20.3%	235
9	Rustbelt Traditions (5D)	4.1%	89.6%	2.2%	22.5%	184
10	Rural Bypasses (10E)	3.5%	93.1%	1.4%	23.9%	257
Subtotal		23.1%		11.2%		
11	Down the Road (10D)	3.5%	96.6%	1.1%	25.0%	303
12	Hardscrabble Road (8G)	3.4%	100.0%	1.2%	26.2%	278
Subtotal		6.9%		2.3%		
Total		100.0%		26.2%		382

Top Ten Tapestry Segments Site vs. U.S.



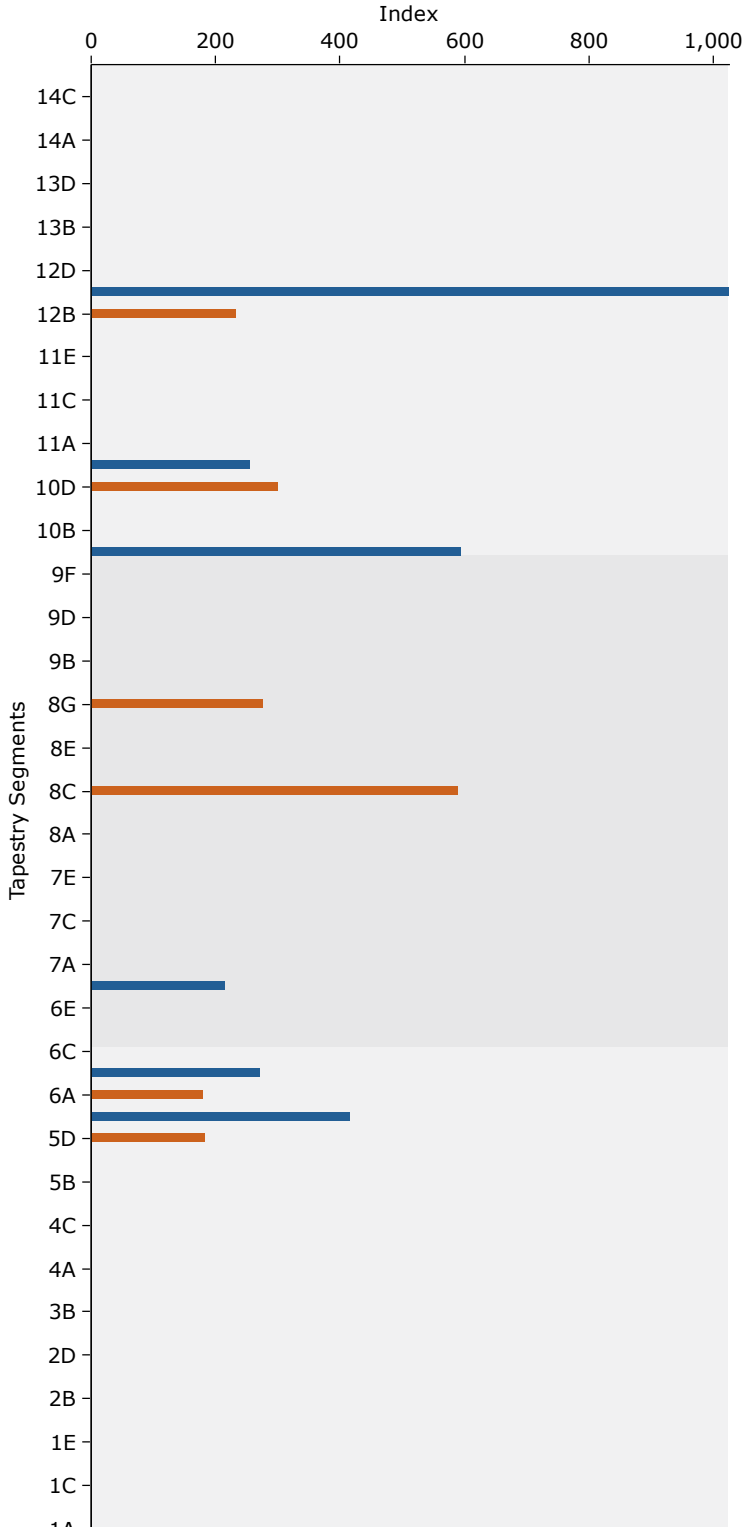
Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population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

Source: Esri

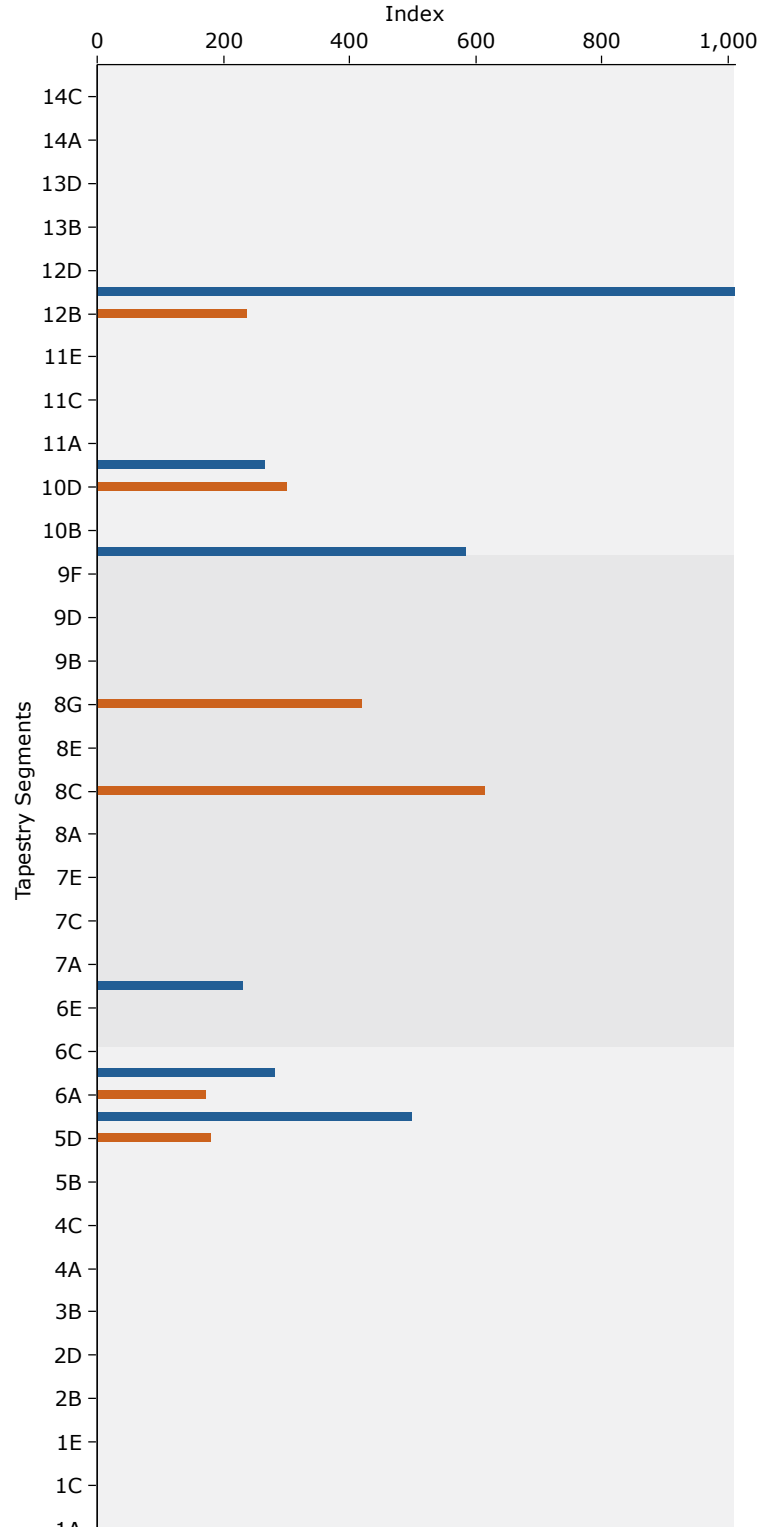
Lincolnton (Exit 24)
 1815 E Main St, Lincolnton, North Carolina, 28092
 Ring: 3 mile radius

Lincoln Economic Development Association
 Latitude: 35.47781
 Longitude: -81.22965

2016 Tapestry Indexes by Households



2016 Tapestry Indexes by Total Population 18+



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

Source: Esri

Tapestry Segmentation Area Profile

Lincolnton (Exit 24)
 1815 E Main St, Lincolnton, North Carolina, 28092
 Ring: 3 mile radius

Lincoln Economic Development Association
 Latitude: 35.47781
 Longitude: -81.22965

Tapestry LifeMode Groups	2016 Households			2016 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	7,366	100.0%		14,722	100.0%	
1. Affluent Estates	0	0.0%	0	0	0.0%	0
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
2. Upscale Avenues	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
3. Uptown Individuals	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	0	0.0%	0	0	0.0%	0
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	0	0.0%	0	0	0.0%	0
5. GenXurban	1,077	14.6%	126	2,319	15.8%	143
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)	302	4.1%	184	563	3.8%	183
Midlife Constants (5E)	775	10.5%	418	1,756	11.9%	500
6. Cozy Country Living	1,388	18.8%	154	2,818	19.1%	161
Green Acres (6A)	426	5.8%	181	849	5.8%	175
Salt of the Earth (6B)	586	8.0%	273	1,215	8.3%	283
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)	376	5.1%	217	754	5.1%	233
7. Ethnic Enclaves	0	0.0%	0	0	0.0%	0
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

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

Lincolnton (Exit 24)
 1815 E Main St, Lincolnton, North Carolina, 28092
 Ring: 3 mile radius

Lincoln Economic Development Association
 Latitude: 35.47781
 Longitude: -81.22965

Tapestry LifeMode Groups	2016 Households			2016 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	7,366	100.0%		14,722	100.0%	
8. Middle Ground	1,223	16.6%	151	2,552	17.3%	170
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)	970	13.2%	591	1,819	12.4%	616
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)	253	3.4%	278	733	5.0%	422
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	1,901	25.8%	306	3,833	26.0%	309
Southern Satellites (10A)	1,387	18.8%	596	2,757	18.7%	586
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)	255	3.5%	303	514	3.5%	302
Rural Bypasses (10E)	259	3.5%	257	562	3.8%	268
11. Midtown Singles	0	0.0%	0	0	0.0%	0
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
12. Hometown	1,777	24.1%	382	3,200	21.7%	367
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	339	4.6%	235	640	4.3%	239
Small Town Simplicity (12C)	1,438	19.5%	1,027	2,560	17.4%	1,012
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	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
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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

Source: Esri

Lincolnton (Exit 24)
 1815 E Main St, Lincolnton, North Carolina, 28092
 Ring: 3 mile radius

Lincoln Economic Development Association
 Latitude: 35.47781
 Longitude: -81.22965

Tapestry Urbanization Groups	2016 Households			2016 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	7,366	100.0%		14,722	100.0%	
1. Principal Urban Center	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
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	1,272	17.3%	102	2,382	16.2%	90
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	302	4.1%	184	563	3.8%	183
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)	970	13.2%	591	1,819	12.4%	616
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
3. Metro Cities	592	8.0%	44	1,373	9.3%	55
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)	253	3.4%	278	733	5.0%	422
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)	339	4.6%	235	640	4.3%	239
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

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

Source: Esri

Lincolnton (Exit 24)
 1815 E Main St, Lincolnton, North Carolina, 28092
 Ring: 3 mile radius

Lincoln Economic Development Association
 Latitude: 35.47781
 Longitude: -81.22965

Tapestry Urbanization Groups	2016 Households			2016 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	7,366	100.0%		14,722	100.0%	
4. Suburban Periphery	775	10.5%	33	1,756	11.9%	37
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)	775	10.5%	418	1,756	11.9%	500
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)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	2,069	28.1%	297	3,828	26.0%	287
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	376	5.1%	217	754	5.1%	233
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)	255	3.5%	303	514	3.5%	302
Small Town Simplicity (12C)	1,438	19.5%	1,027	2,560	17.4%	1,012
6. Rural	2,658	36.1%	211	5,383	36.6%	215
Green Acres (6A)	426	5.8%	181	849	5.8%	175
Salt of the Earth (6B)	586	8.0%	273	1,215	8.3%	283
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)	1,387	18.8%	596	2,757	18.7%	586
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0%	0
Rural Bypasses (10E)	259	3.5%	257	562	3.8%	268
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

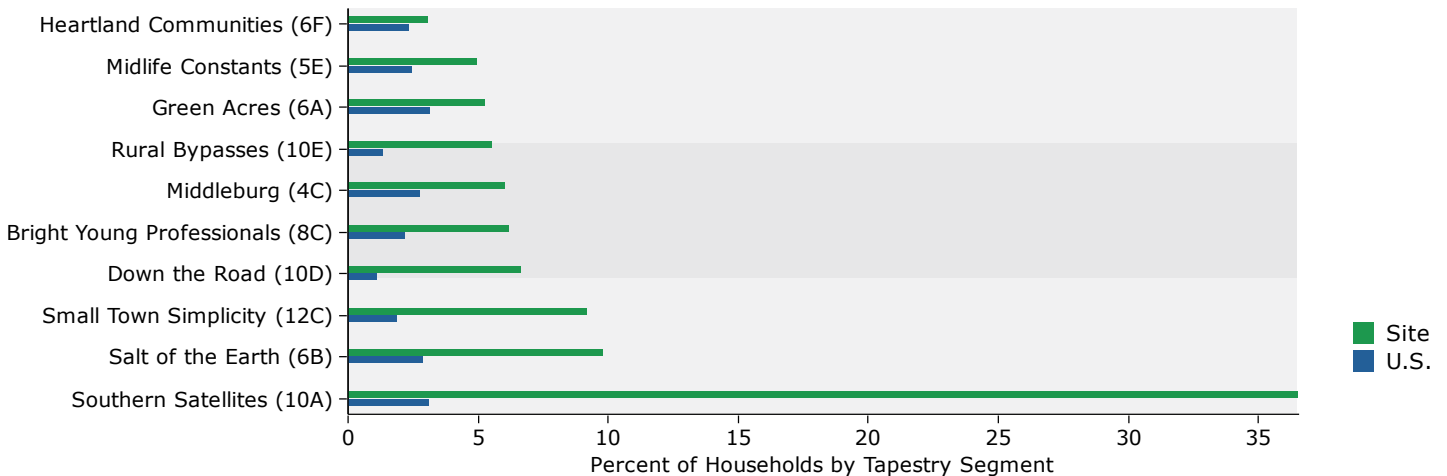
Lincolnton (Exit 24)
 1815 E Main St, Lincolnton, North Carolina, 28092
 Ring: 6 mile radius

Lincoln Economic Development Association
 Latitude: 35.47781
 Longitude: -81.22965

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2016 Households		2016 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Southern Satellites (10A)	36.6%	36.6%	3.2%	3.2%	1158
2	Salt of the Earth (6B)	9.8%	46.4%	2.9%	6.1%	337
3	Small Town Simplicity (12C)	9.2%	55.6%	1.9%	8.0%	484
4	Down the Road (10D)	6.7%	62.3%	1.1%	9.1%	588
5	Bright Young Professionals (8C)	6.2%	68.5%	2.2%	11.3%	279
Subtotal		68.5%		11.3%		
6	Middleburg (4C)	6.1%	74.6%	2.8%	14.1%	214
7	Rural Bypasses (10E)	5.6%	80.2%	1.4%	15.5%	407
8	Green Acres (6A)	5.3%	85.5%	3.2%	18.7%	166
9	Midlife Constants (5E)	5.0%	90.5%	2.5%	21.2%	197
10	Heartland Communities (6F)	3.1%	93.6%	2.4%	23.6%	131
Subtotal		25.1%		12.3%		
11	Traditional Living (12B)	2.2%	95.8%	2.0%	25.6%	111
12	Rustbelt Traditions (5D)	1.9%	97.7%	2.2%	27.8%	87
13	Hardscrabble Road (8G)	1.6%	99.3%	1.2%	29.0%	131
14	Rooted Rural (10B)	0.8%	100.1%	2.0%	31.0%	39
Subtotal		6.5%		7.4%		
Total		100.0%		31.0%		322

Top Ten Tapestry Segments Site vs. U.S.



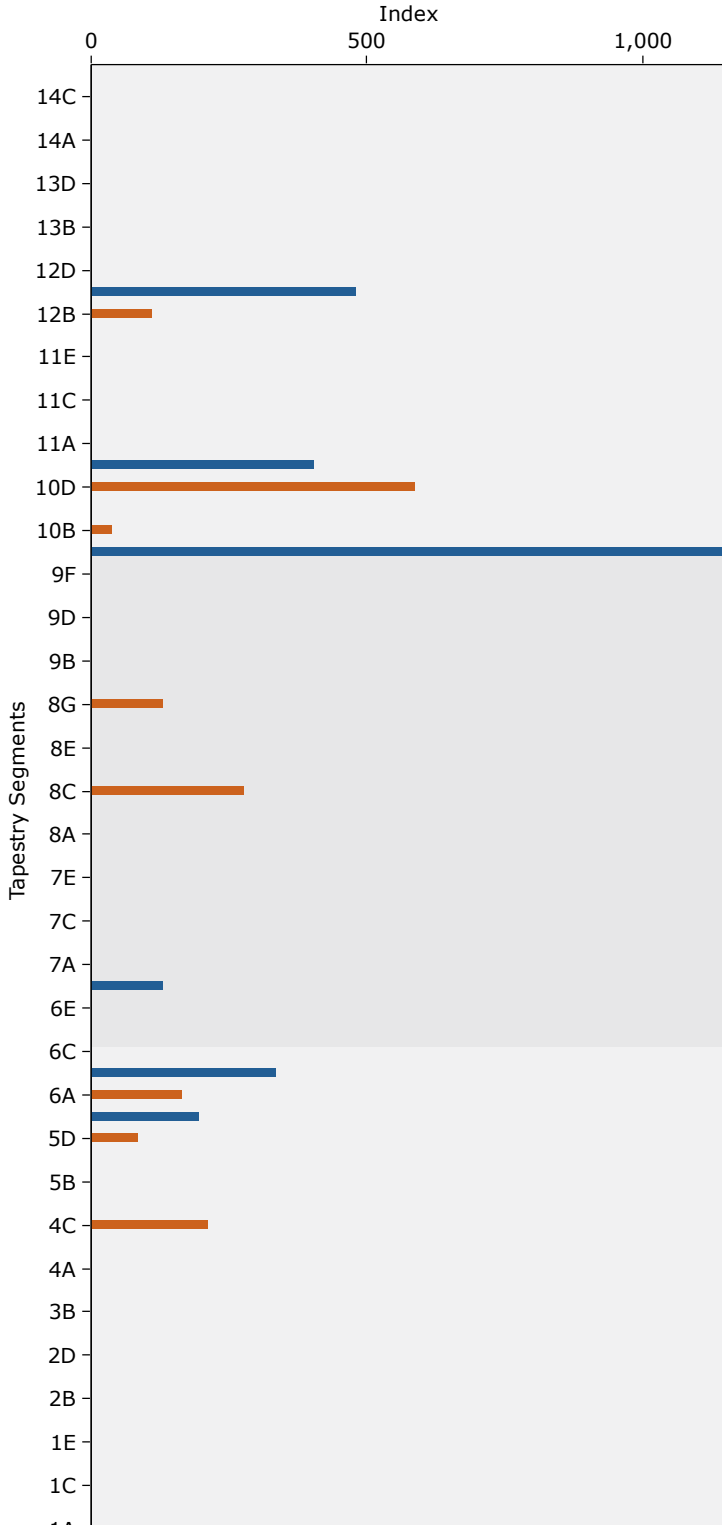
Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population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

Source: Esri

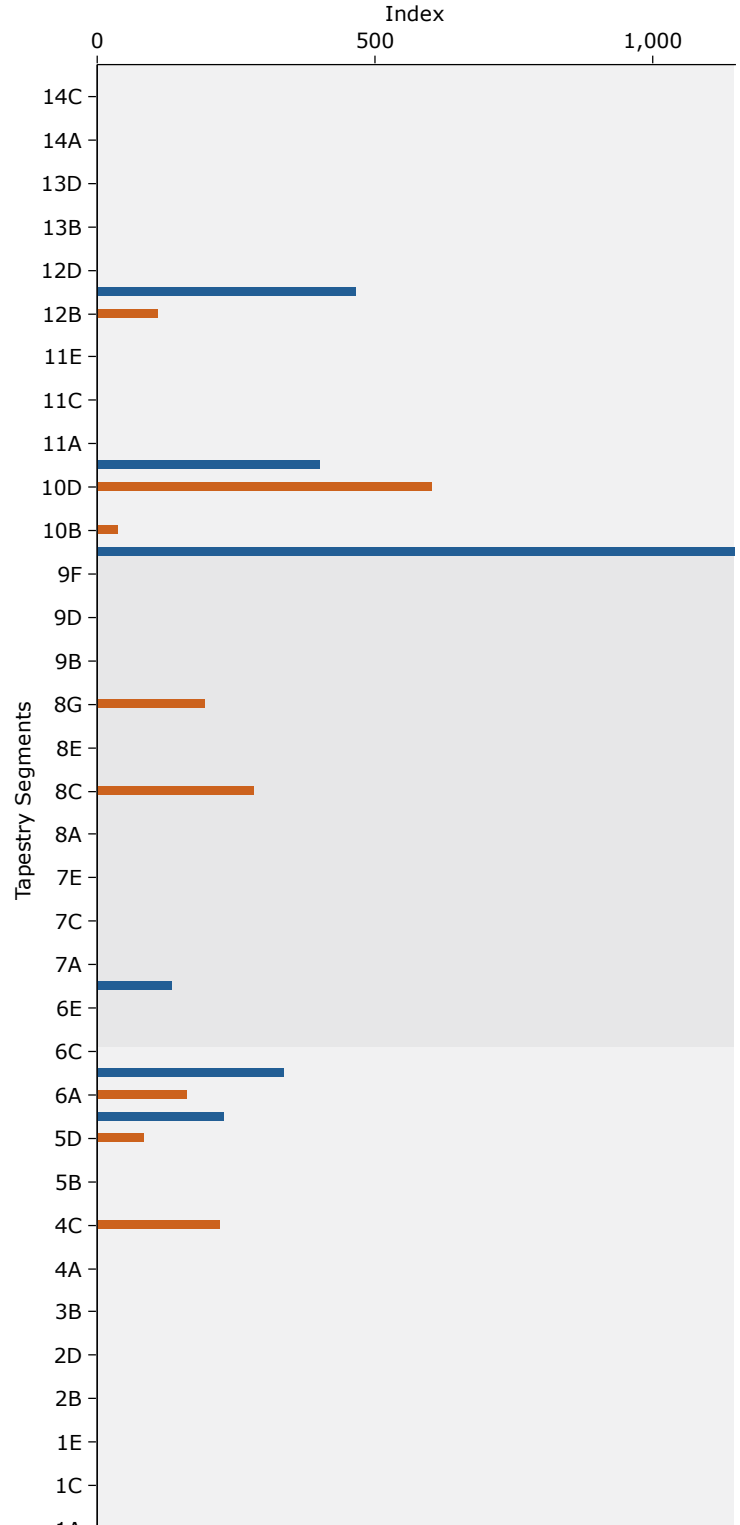
Lincolnton (Exit 24)
 1815 E Main St, Lincolnton, North Carolina, 28092
 Ring: 6 mile radius

Lincoln Economic Development Association
 Latitude: 35.47781
 Longitude: -81.22965

2016 Tapestry Indexes by Households



2016 Tapestry Indexes by Total Population 18+



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

Source: Esri

Tapestry Segmentation Area Profile

Lincolnton (Exit 24)
 1815 E Main St, Lincolnton, North Carolina, 28092
 Ring: 6 mile radius

Lincoln Economic Development Association
 Latitude: 35.47781
 Longitude: -81.22965

Tapestry LifeMode Groups	2016 Households			2016 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	15,631	100.0%		31,888	100.0%	
1. Affluent Estates	0	0.0%	0	0	0.0%	0
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
2. Upscale Avenues	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
3. Uptown Individuals	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	946	6.1%	81	1,996	6.3%	81
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	946	6.1%	214	1,996	6.3%	222
5. GenXurban	1,077	6.9%	60	2,319	7.3%	66
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)	302	1.9%	87	563	1.8%	84
Midlife Constants (5E)	775	5.0%	197	1,756	5.5%	231
6. Cozy Country Living	2,848	18.2%	149	5,824	18.3%	153
Green Acres (6A)	829	5.3%	166	1,718	5.4%	163
Salt of the Earth (6B)	1,536	9.8%	337	3,152	9.9%	339
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)	483	3.1%	131	954	3.0%	136
7. Ethnic Enclaves	0	0.0%	0	0	0.0%	0
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

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

Lincolnton (Exit 24)
 1815 E Main St, Lincolnton, North Carolina, 28092
 Ring: 6 mile radius

Lincoln Economic Development Association
 Latitude: 35.47781
 Longitude: -81.22965

Tapestry LifeMode Groups	2016 Households			2016 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	15,631	100.0%		31,888	100.0%	
8. Middle Ground	1,223	7.8%	71	2,552	8.0%	79
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)	970	6.2%	279	1,819	5.7%	284
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)	253	1.6%	131	733	2.3%	195
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	7,760	49.6%	589	15,997	50.2%	595
Southern Satellites (10A)	5,716	36.6%	1,158	11,702	36.7%	1,149
Rooted Rural (10B)	122	0.8%	39	246	0.8%	39
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	1,050	6.7%	588	2,224	7.0%	604
Rural Bypasses (10E)	872	5.6%	407	1,825	5.7%	402
11. Midtown Singles	0	0.0%	0	0	0.0%	0
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
12. Hometown	1,777	11.4%	180	3,200	10.0%	170
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	339	2.2%	111	640	2.0%	110
Small Town Simplicity (12C)	1,438	9.2%	484	2,560	8.0%	467
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	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
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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

Source: Esri

Lincolnton (Exit 24)
 1815 E Main St, Lincolnton, North Carolina, 28092
 Ring: 6 mile radius

Lincoln Economic Development Association
 Latitude: 35.47781
 Longitude: -81.22965

Tapestry Urbanization Groups	2016 Households			2016 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	15,631	100.0%		31,888	100.0%	
1. Principal Urban Center	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
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	1,272	8.1%	48	2,382	7.5%	42
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	302	1.9%	87	563	1.8%	84
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)	970	6.2%	279	1,819	5.7%	284
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
3. Metro Cities	592	3.8%	21	1,373	4.3%	25
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)	253	1.6%	131	733	2.3%	195
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)	339	2.2%	111	640	2.0%	110
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

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

Source: Esri

Lincolnton (Exit 24)
 1815 E Main St, Lincolnton, North Carolina, 28092
 Ring: 6 mile radius

Lincoln Economic Development Association
 Latitude: 35.47781
 Longitude: -81.22965

Tapestry Urbanization Groups	2016 Households			2016 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	15,631	100.0%		31,888	100.0%	
4. Suburban Periphery	775	5.0%	16	1,756	5.5%	17
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)	775	5.0%	197	1,756	5.5%	231
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)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	3,917	25.1%	265	7,734	24.3%	268
Middleburg (4C)	946	6.1%	214	1,996	6.3%	222
Heartland Communities (6F)	483	3.1%	131	954	3.0%	136
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)	1,050	6.7%	588	2,224	7.0%	604
Small Town Simplicity (12C)	1,438	9.2%	484	2,560	8.0%	467
6. Rural	9,075	58.1%	339	18,643	58.5%	344
Green Acres (6A)	829	5.3%	166	1,718	5.4%	163
Salt of the Earth (6B)	1,536	9.8%	337	3,152	9.9%	339
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)	5,716	36.6%	1,158	11,702	36.7%	1,149
Rooted Rural (10B)	122	0.8%	39	246	0.8%	39
Diners & Miners (10C)	0	0.0%	0	0	0%	0
Rural Bypasses (10E)	872	5.6%	407	1,825	5.7%	402
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

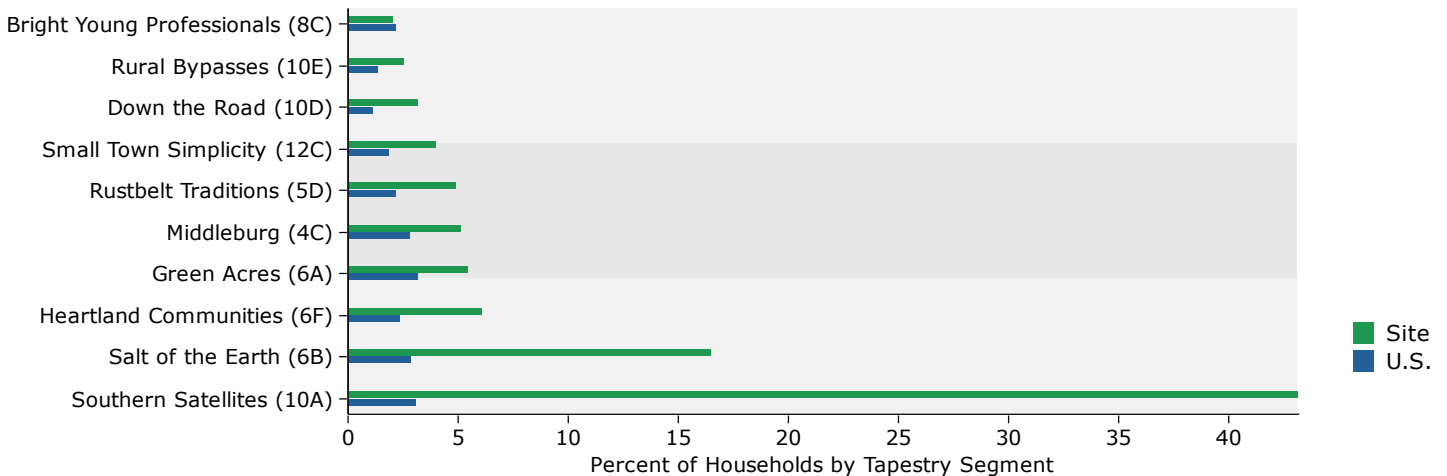
Lincolnton (Exit 24)
 1815 E Main St, Lincolnton, North Carolina, 28092
 Ring: 12 mile radius

Lincoln Economic Development Association
 Latitude: 35.47781
 Longitude: -81.22965

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2016 Households		2016 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Southern Satellites (10A)	43.2%	43.2%	3.2%	3.2%	1368
2	Salt of the Earth (6B)	16.5%	59.7%	2.9%	6.1%	568
3	Heartland Communities (6F)	6.1%	65.8%	2.4%	8.5%	259
4	Green Acres (6A)	5.5%	71.3%	3.2%	11.7%	172
5	Middleburg (4C)	5.2%	76.5%	2.8%	14.5%	183
Subtotal		76.5%		14.5%		
6	Rustbelt Traditions (5D)	5.0%	81.5%	2.2%	16.7%	223
7	Small Town Simplicity (12C)	4.0%	85.5%	1.9%	18.6%	212
8	Down the Road (10D)	3.2%	88.7%	1.1%	19.7%	282
9	Rural Bypasses (10E)	2.6%	91.3%	1.4%	21.1%	187
10	Bright Young Professionals (8C)	2.1%	93.4%	2.2%	23.3%	94
Subtotal		16.9%		8.8%		
11	Hardscrabble Road (8G)	2.1%	95.5%	1.2%	24.5%	167
12	Rooted Rural (10B)	1.7%	97.2%	2.0%	26.5%	86
13	Midlife Constants (5E)	1.7%	98.9%	2.5%	29.0%	67
14	Traditional Living (12B)	0.7%	99.6%	2.0%	31.0%	37
15	The Great Outdoors (6C)	0.4%	100.0%	1.6%	32.6%	28
Subtotal		6.6%		9.3%		
Total		100.0%		32.6%		307

Top Ten Tapestry Segments Site vs. U.S.



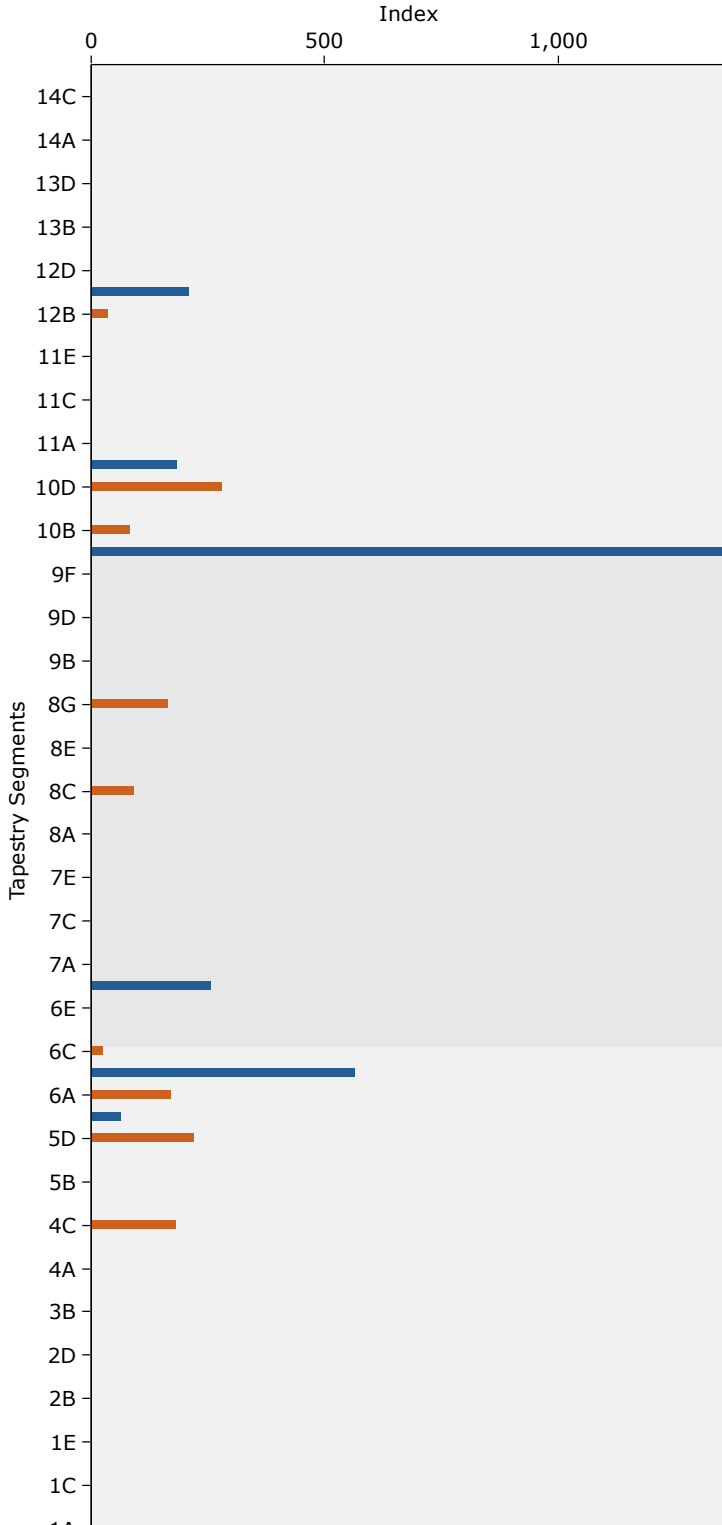
Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population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

Source: Esri

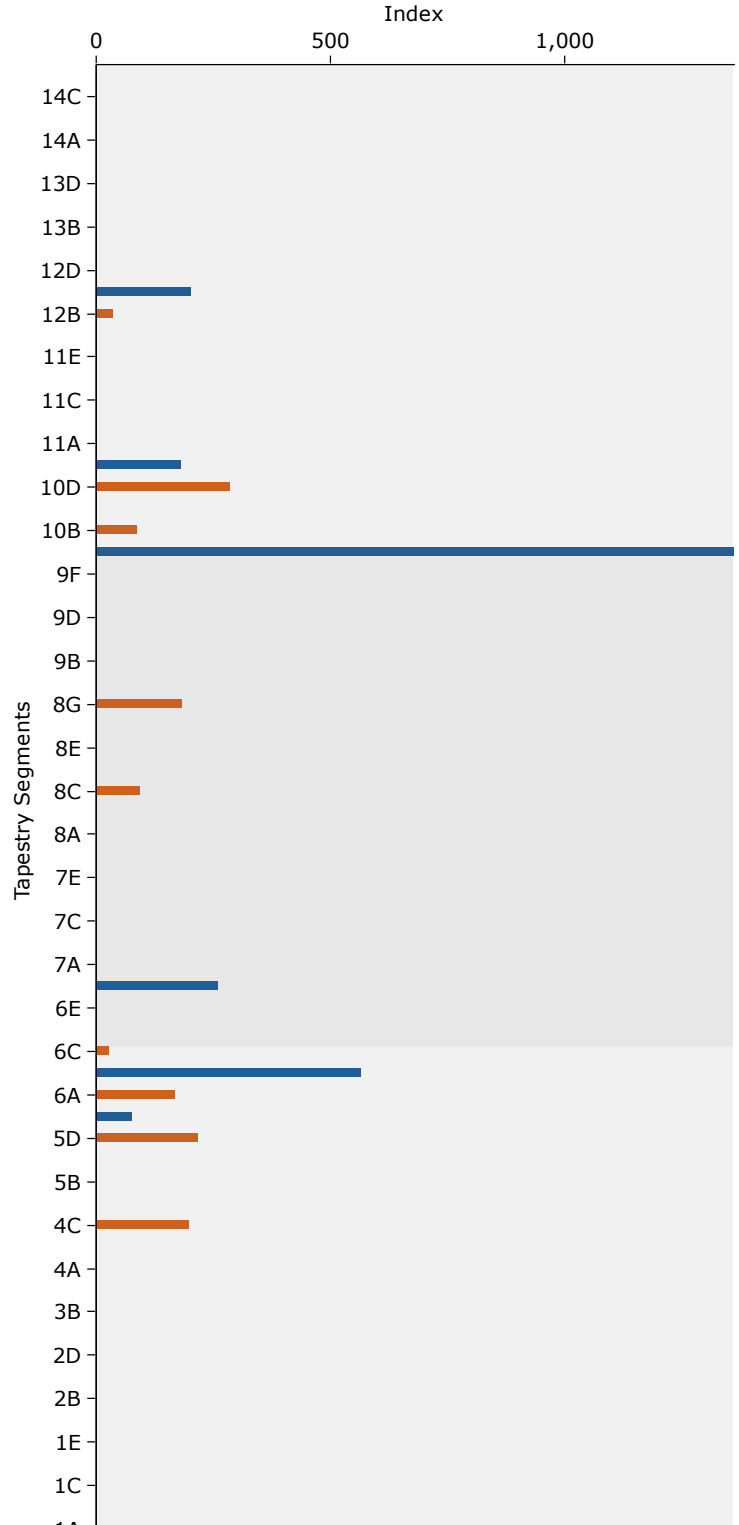
Lincolnton (Exit 24)
 1815 E Main St, Lincolnton, North Carolina, 28092
 Ring: 12 mile radius

Lincoln Economic Development Association
 Latitude: 35.47781
 Longitude: -81.22965

2016 Tapestry Indexes by Households



2016 Tapestry Indexes by Total Population 18+



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

Source: Esri

Lincolnton (Exit 24)
 1815 E Main St, Lincolnton, North Carolina, 28092
 Ring: 12 mile radius

Lincoln Economic Development Association
 Latitude: 35.47781
 Longitude: -81.22965

Tapestry LifeMode Groups	2016 Households			2016 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	46,185	100.0%		94,550	100.0%	
1. Affluent Estates	0	0.0%	0	0	0.0%	0
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
2. Upscale Avenues	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
3. Uptown Individuals	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	2,393	5.2%	69	5,287	5.6%	73
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	2,393	5.2%	183	5,287	5.6%	199
5. GenXurban	3,066	6.6%	57	6,107	6.5%	59
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)	2,291	5.0%	223	4,351	4.6%	220
Midlife Constants (5E)	775	1.7%	67	1,756	1.9%	78
6. Cozy Country Living	13,183	28.5%	233	26,859	28.4%	238
Green Acres (6A)	2,531	5.5%	172	5,295	5.6%	170
Salt of the Earth (6B)	7,638	16.5%	568	15,662	16.6%	568
The Great Outdoors (6C)	200	0.4%	28	444	0.5%	31
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)	2,814	6.1%	259	5,458	5.8%	263
7. Ethnic Enclaves	0	0.0%	0	0	0.0%	0
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

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

Lincolnton (Exit 24)
 1815 E Main St, Lincolnton, North Carolina, 28092
 Ring: 12 mile radius

Lincoln Economic Development Association
 Latitude: 35.47781
 Longitude: -81.22965

Tapestry LifeMode Groups	2016 Households			2016 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	46,185	100.0%		94,550	100.0%	
8. Middle Ground	1,924	4.2%	38	3,880	4.1%	40
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)	970	2.1%	94	1,819	1.9%	96
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)	954	2.1%	167	2,061	2.2%	185
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	23,421	50.7%	602	48,462	51.3%	608
Southern Satellites (10A)	19,953	43.2%	1,368	41,192	43.6%	1,364
Rooted Rural (10B)	796	1.7%	86	1,672	1.8%	89
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	1,489	3.2%	282	3,147	3.3%	288
Rural Bypasses (10E)	1,183	2.6%	187	2,451	2.6%	182
11. Midtown Singles	0	0.0%	0	0	0.0%	0
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
12. Hometown	2,198	4.8%	75	3,955	4.2%	71
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	339	0.7%	37	640	0.7%	37
Small Town Simplicity (12C)	1,859	4.0%	212	3,315	3.5%	204
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	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
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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

Source: Esri

Tapestry Segmentation Area Profile

Lincolnton (Exit 24)
 1815 E Main St, Lincolnton, North Carolina, 28092
 Ring: 12 mile radius

Lincoln Economic Development Association
 Latitude: 35.47781
 Longitude: -81.22965

Tapestry Urbanization Groups	2016 Households			2016 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	46,185	100.0%		94,550	100.0%	
1. Principal Urban Center	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
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	3,261	7.1%	42	6,170	6.5%	36
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	2,291	5.0%	223	4,351	4.6%	220
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)	970	2.1%	94	1,819	1.9%	96
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
3. Metro Cities	1,293	2.8%	15	2,701	2.9%	17
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)	954	2.1%	167	2,061	2.2%	185
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)	339	0.7%	37	640	0.7%	37
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

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

Source: Esri

Tapestry Segmentation Area Profile

Lincolnton (Exit 24)
 1815 E Main St, Lincolnton, North Carolina, 28092
 Ring: 12 mile radius

Lincoln Economic Development Association
 Latitude: 35.47781
 Longitude: -81.22965

Tapestry Urbanization Groups	2016 Households			2016 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	46,185	100.0%		94,550	100.0%	
4. Suburban Periphery	775	1.7%	5	1,756	1.9%	6
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)	775	1.7%	67	1,756	1.9%	78
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)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	8,555	18.5%	196	17,207	18.2%	201
Middleburg (4C)	2,393	5.2%	183	5,287	5.6%	199
Heartland Communities (6F)	2,814	6.1%	259	5,458	5.8%	263
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)	1,489	3.2%	282	3,147	3.3%	288
Small Town Simplicity (12C)	1,859	4.0%	212	3,315	3.5%	204
6. Rural	32,301	69.9%	408	66,716	70.6%	415
Green Acres (6A)	2,531	5.5%	172	5,295	5.6%	170
Salt of the Earth (6B)	7,638	16.5%	568	15,662	16.6%	568
The Great Outdoors (6C)	200	0.4%	28	444	0.5%	31
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)	19,953	43.2%	1,368	41,192	43.6%	1,364
Rooted Rural (10B)	796	1.7%	86	1,672	1.8%	89
Diners & Miners (10C)	0	0.0%	0	0	0%	0
Rural Bypasses (10E)	1,183	2.6%	187	2,451	2.6%	182
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