



# Tapestry Segmentation Area Profile

Ranked by Households

Prepared by Data Directions, Eugene OR

Lane Co. Fairgrounds New

Latitude: 44.094658

Longitude: -123.179254

Site Type: Radius

Radius: 1.0 mile

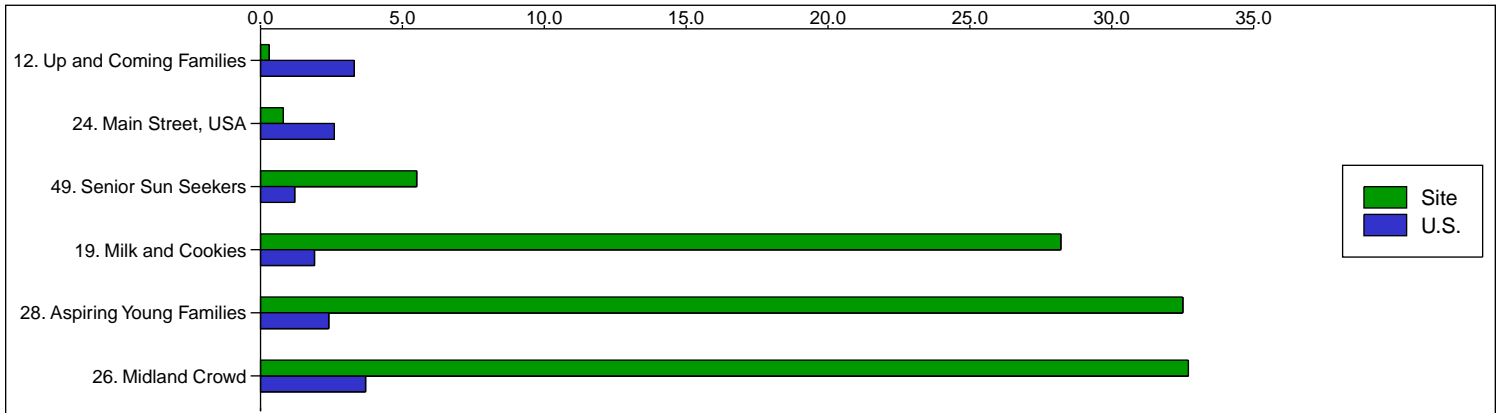
## Top Twenty Tapestry Segments

Tapestry segment descriptions can be found at <http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf>

Rank	Tapestry Segment	Households		U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	26. Midland Crowd	32.7%	32.7%	3.7%	3.7%	891
2	28. Aspiring Young Families	32.5%	65.2%	2.4%	6.1%	1381
3	19. Milk and Cookies	28.2%	93.4%	1.9%	8.0%	1464
4	49. Senior Sun Seekers	5.5%	98.9%	1.2%	9.2%	462
5	24. Main Street, USA	0.8%	99.7%	2.6%	11.8%	30
	<b>Subtotal</b>	<b>99.7%</b>		<b>11.8%</b>		
6	12. Up and Coming Families	0.3%	100.0%	3.3%	15.1%	10
	<b>Total</b>	<b>100.0%</b>		<b>15.1%</b>		<b>665</b>

## Top Ten Tapestry Segments

Site vs. U.S.



Percent of Households by Tapestry Segment

Source: ESRI



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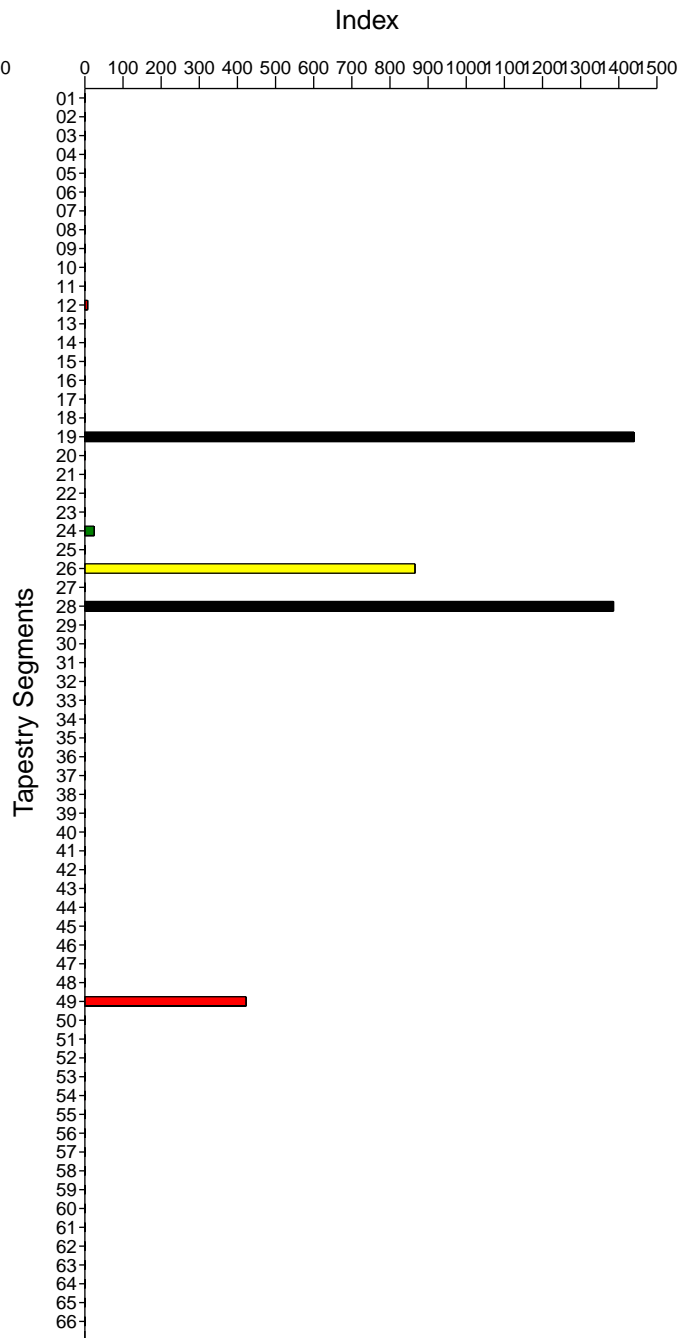
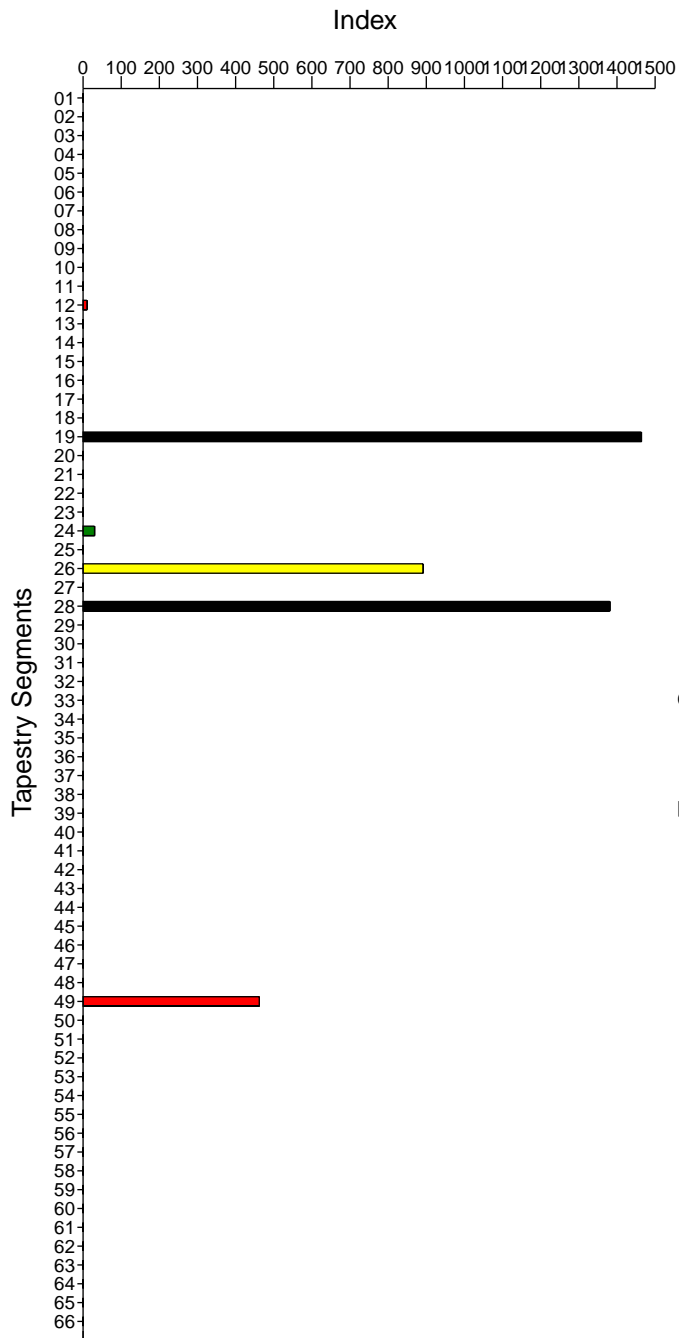
Longitude: -123.179254

Site Type: Radius

Radius: 1.0 mile

### Tapestry Indexes by Households

### Tapestry Indexes by Population



Source: ESRI



# Tapestry Segmentation Area Profile

LifeMode Groups

Prepared by Data Directions, Eugene OR

Lane Co. Fairgrounds New

Latitude: 44.094658

Longitude: -123.179254

Radius: 1.0 mile

Site Type: Radius

Tapestry LifeMode Groups	2007 Households			2007 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total</b>	3,143	100.0%		8,380	100.0%	
<b>L1. High Society</b>	0	0.0%	0	0	0.0%	0
01 Top Rung	0	0.0%	0	0	0.0%	0
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
04 Boomburbs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	0	0.0%	0	0	0.0%	0
<b>L2. Upscale Avenues</b>	0	0.0%	0	0	0.0%	0
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
13 In Style	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
17 Green Acres	0	0.0%	0	0	0.0%	0
18 Cozy and Comfortable	0	0.0%	0	0	0.0%	0
<b>L3. Metropolis</b>	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitans	0	0.0%	0	0	0.0%	0
45 City Strivers	0	0.0%	0	0	0.0%	0
51 Metro City Edge	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
<b>L4. Solo Acts</b>	0	0.0%	0	0	0.0%	0
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	0	0.0%	0	0	0.0%	0
39 Young and Restless	0	0.0%	0	0	0.0%	0
<b>L5. Senior Styles</b>	173	5.5%	44	353	4.2%	40
14 Prosperous Empty Nesters	0	0.0%	0	0	0.0%	0
15 Silver and Gold	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	0	0.0%	0	0	0.0%	0
30 Retirement Communities	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	173	5.5%	462	353	4.2%	422
50 Heartland Communities	0	0.0%	0	0	0.0%	0
57 Simple Living	0	0.0%	0	0	0.0%	0
65 Social Security Set	0	0.0%	0	0	0.0%	0
<b>L6. Scholars &amp; Patriots</b>	0	0.0%	0	0	0.0%	0
40 Military Proximity	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0

Source: ESRI



# Tapestry Segmentation Area Profile

LifeMode Groups

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Site Type: Radius

Tapestry LifeMode Groups	2007 Households			2007 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total</b>	3,143	100.0%		8,380	100.0%	
<b>L7. High Hopes</b>	1,022	32.5%	788	2,633	31.4%	817
28 Aspiring Young Families	1,022	32.5%	1381	2,633	31.4%	1386
48 Great Expectations	0	0.0%	0	0	0.0%	0
<b>L8. Global Roots</b>	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
<b>L9. Family Portrait</b>	896	28.5%	373	2,609	31.1%	346
12 Up and Coming Families	10	0.3%	10	21	0.3%	7
19 Milk and Cookies	886	28.2%	1464	2,588	30.9%	1440
21 Urban Villages	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
<b>L10. Traditional Living</b>	25	0.8%	9	51	0.6%	7
24 Main Street, USA	25	0.8%	30	51	0.6%	24
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
33 Midlife Junction	0	0.0%	0	0	0.0%	0
34 Family Foundations	0	0.0%	0	0	0.0%	0
<b>L11. Factories &amp; Farms</b>	0	0.0%	0	0	0.0%	0
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	0	0.0%	0	0	0.0%	0
53 Home Town	0	0.0%	0	0	0.0%	0
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
<b>L12. American Quilt</b>	1,027	32.7%	355	2,734	32.6%	357
26 Midland Crowd	1,027	32.7%	891	2,734	32.6%	865
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
41 Crossroads	0	0.0%	0	0	0.0%	0
46 Rooted Rural	0	0.0%	0	0	0.0%	0
66 Unclassified	0	0.0%	0	0	0.0%	0

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The Index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the U.S. average. Tapestry segment descriptions can be found at <http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf>

Source: ESRI



# Tapestry Segmentation Area Profile

## Urbanization Groups

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Tapestry Urbanization Groups	2007 Households			2007 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total</b>	3,143	100.0%		8,380	100.0%	
<b>U1. Principal Urban Centers I</b>	0	0.0%	0	0	0.0%	0
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
<b>U2. Principal Urban Centers II</b>	0	0.0%	0	0	0.0%	0
45 City Strivers	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
65 Social Security Set	0	0.0%	0	0	0.0%	0
<b>U3. Metro Cities I</b>	886	28.2%	249	2,588	30.9%	270
01 Top Rung	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	886	28.2%	1464	2,588	30.9%	1440
22 Metropolitans	0	0.0%	0	0	0.0%	0
<b>U4. Metro Cities II</b>	1,022	32.5%	297	2,633	31.4%	315
28 Aspiring Young Families	1,022	32.5%	1381	2,633	31.4%	1386
30 Retirement Communities	0	0.0%	0	0	0.0%	0
34 Family Foundations	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	0	0.0%	0	0	0.0%	0
39 Young and Restless	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0
<b>U5. Urban Outskirts I</b>	25	0.8%	7	51	0.6%	5
04 Boomburbs	0	0.0%	0	0	0.0%	0
24 Main Street, USA	25	0.8%	30	51	0.6%	24
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
48 Great Expectations	0	0.0%	0	0	0.0%	0

Source: ESRI



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Tapestry Urbanization Groups	2007 Households			2007 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total</b>	3,143	100.0%		8,380	100.0%	
<b>U6. Urban Outskirts II</b>	0	0.0%	0	0	0.0%	0
51 Metro City Edge	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
57 Simple Living	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
<b>U7. Suburban Periphery I</b>	10	0.3%	2	21	0.3%	2
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	0	0.0%	0	0	0.0%	0
12 Up and Coming Families	10	0.3%	10	21	0.3%	7
13 In Style	0	0.0%	0	0	0.0%	0
14 Prosperous Empty Nesters	0	0.0%	0	0	0.0%	0
15 Silver and Gold	0	0.0%	0	0	0.0%	0
<b>U8. Suburban Periphery II</b>	0	0.0%	0	0	0.0%	0
18 Cozy and Comfortable	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	0	0.0%	0	0	0.0%	0
33 Midlife Junction	0	0.0%	0	0	0.0%	0
40 Military Proximity	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
53 Home Town	0	0.0%	0	0	0.0%	0
<b>U9. Small Towns</b>	173	5.5%	113	353	4.2%	93
41 Crossroads	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	173	5.5%	462	353	4.2%	422
50 Heartland Communities	0	0.0%	0	0	0.0%	0
<b>U10. Rural I</b>	1,027	32.7%	293	2,734	32.6%	291
17 Green Acres	0	0.0%	0	0	0.0%	0
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
26 Midland Crowd	1,027	32.7%	891	2,734	32.6%	865
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
<b>U11. Rural II</b>	0	0.0%	0	0	0.0%	0
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	0	0.0%	0	0	0.0%	0
46 Rooted Rural	0	0.0%	0	0	0.0%	0
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
66 Unclassified	0	0.0%	0	0	0.0%	0

**Data Note:** This report identifies neighborhood segments in the area, and describes the settlement density of the immediate neighborhood. The Index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the U.S. average.

Source: ESRI



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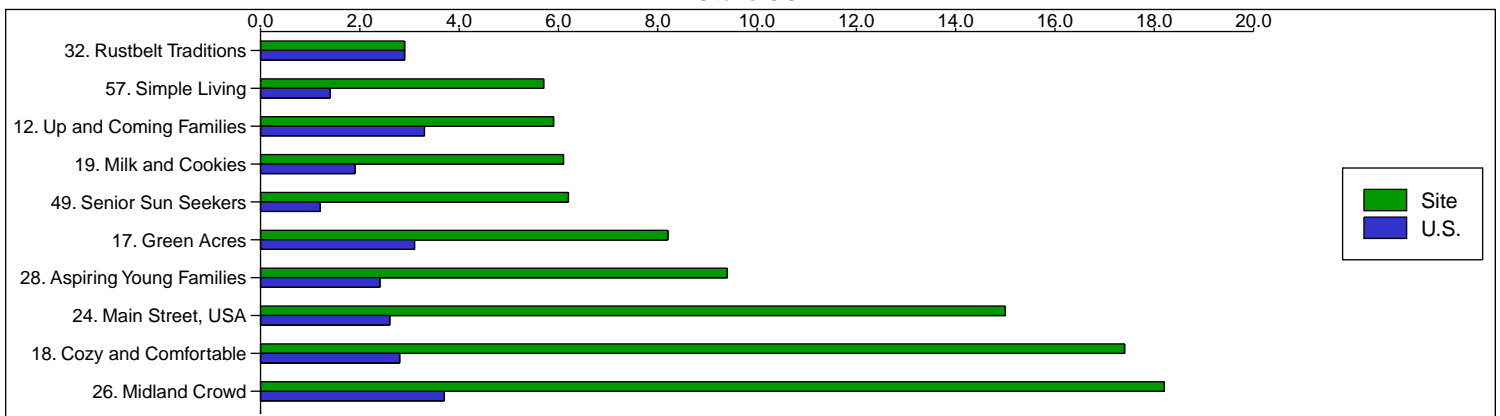
## Top Twenty Tapestry Segments

Tapestry segment descriptions can be found at <http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf>

Rank	Tapestry Segment	Households		U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	26. Midland Crowd	18.2%	18.2%	3.7%	3.7%	498
2	18. Cozy and Comfortable	17.4%	35.6%	2.8%	6.5%	613
3	24. Main Street, USA	15.0%	50.6%	2.6%	9.1%	572
4	28. Aspiring Young Families	9.4%	60.0%	2.4%	11.5%	399
5	17. Green Acres	8.2%	68.2%	3.1%	14.6%	260
	<b>Subtotal</b>	<b>68.2%</b>		<b>14.6%</b>		
6	49. Senior Sun Seekers	6.2%	74.4%	1.2%	15.8%	522
7	19. Milk and Cookies	6.1%	80.5%	1.9%	17.7%	317
8	12. Up and Coming Families	5.9%	86.4%	3.3%	21.0%	178
9	57. Simple Living	5.7%	92.1%	1.4%	22.4%	392
10	32. Rustbelt Traditions	2.9%	95.0%	2.9%	25.3%	103
	<b>Subtotal</b>	<b>26.8%</b>		<b>10.7%</b>		
11	50. Heartland Communities	2.8%	97.8%	2.2%	27.5%	130
12	06. Sophisticated Squires	1.3%	99.1%	2.7%	30.2%	47
13	52. Inner City Tenants	0.8%	99.9%	1.5%	31.7%	52
14	31. Rural Resort Dwellers	0.2%	100.1%	1.6%	33.3%	12
15	48. Great Expectations	0.0%	100.1%	1.8%	35.1%	2
	<b>Subtotal</b>	<b>5.1%</b>		<b>9.8%</b>		
	<b>Total</b>	<b>100.1%</b>		<b>35.1%</b>		<b>285</b>

## Top Ten Tapestry Segments

Site vs. U.S.



Percent of Households by Tapestry Segment

Source: ESRI



# Tapestry Segmentation Area Profile

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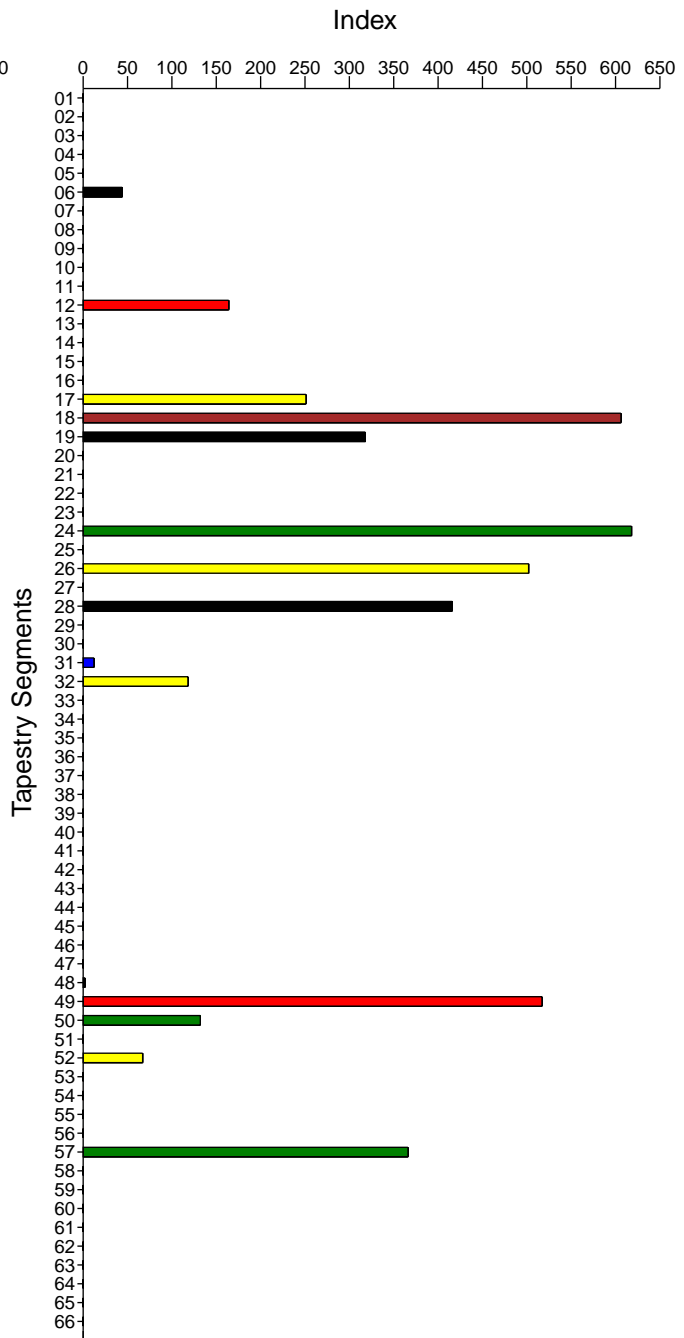
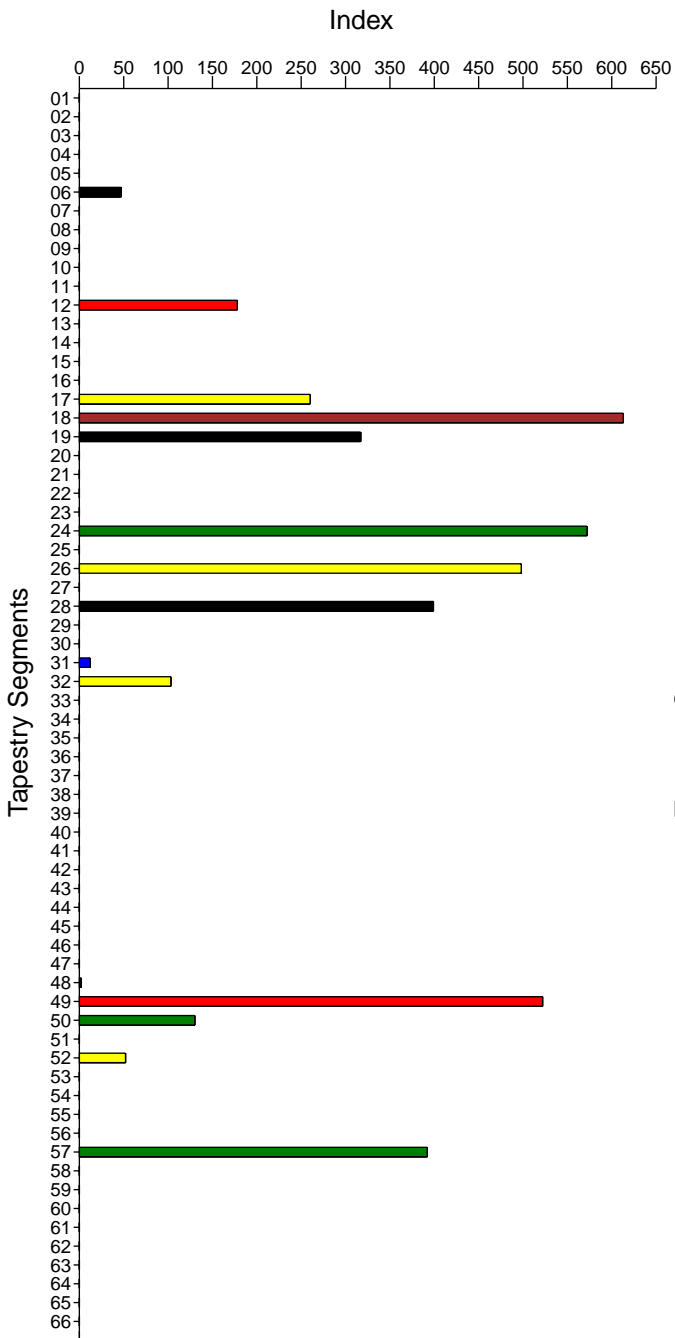
Longitude: -123.179254

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Radius: 3.0 mile

### Tapestry Indexes by Households

### Tapestry Indexes by Population



Source: ESRI



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LifeMode Groups

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Tapestry LifeMode Groups	2007 Households			2007 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total</b>	19,956	100.0%		51,705	100.0%	
<b>L1. High Society</b>	252	1.3%	10	707	1.4%	10
01 Top Rung	0	0.0%	0	0	0.0%	0
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
04 Boomburbs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	252	1.3%	47	707	1.4%	44
07 Exurbanites	0	0.0%	0	0	0.0%	0
<b>L2. Upscale Avenues</b>	5,091	25.5%	185	13,070	25.3%	184
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
13 In Style	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
17 Green Acres	1,627	8.2%	260	4,237	8.2%	251
18 Cozy and Comfortable	3,464	17.4%	613	8,833	17.1%	606
<b>L3. Metropolis</b>	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitans	0	0.0%	0	0	0.0%	0
45 City Strivers	0	0.0%	0	0	0.0%	0
51 Metro City Edge	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
<b>L4. Solo Acts</b>	0	0.0%	0	0	0.0%	0
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	0	0.0%	0	0	0.0%	0
39 Young and Restless	0	0.0%	0	0	0.0%	0
<b>L5. Senior Styles</b>	2,935	14.7%	118	6,253	12.1%	115
14 Prosperous Empty Nesters	0	0.0%	0	0	0.0%	0
15 Silver and Gold	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	0	0.0%	0	0	0.0%	0
30 Retirement Communities	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	1,241	6.2%	522	2,669	5.2%	517
50 Heartland Communities	564	2.8%	130	1,332	2.6%	132
57 Simple Living	1,130	5.7%	392	2,252	4.4%	366
65 Social Security Set	0	0.0%	0	0	0.0%	0
<b>L6. Scholars &amp; Patriots</b>	0	0.0%	0	0	0.0%	0
40 Military Proximity	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0

Source: ESRI



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LifeMode Groups

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Latitude: 44.094658

Longitude: -123.179254

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	Number	Percent	Index	Number	Percent	Index
<b>Total</b>	19,956	100.0%		51,705	100.0%	
<b>L7. High Hopes</b>	1,882	9.4%	229	4,890	9.5%	246
28 Aspiring Young Families	1,875	9.4%	399	4,876	9.4%	416
48 Great Expectations	7	0.0%	2	14	0.0%	2
<b>L8. Global Roots</b>	160	0.8%	10	498	1.0%	10
35 International Marketplace	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	160	0.8%	52	498	1.0%	67
58 NeWest Residents	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
<b>L9. Family Portrait</b>	2,385	12.0%	156	6,630	12.8%	143
12 Up and Coming Families	1,168	5.9%	178	3,098	6.0%	164
19 Milk and Cookies	1,217	6.1%	317	3,532	6.8%	318
21 Urban Villages	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
<b>L10. Traditional Living</b>	3,572	17.9%	203	9,774	18.9%	225
24 Main Street, USA	2,984	15.0%	572	8,124	15.7%	618
32 Rustbelt Traditions	588	2.9%	103	1,650	3.2%	118
33 Midlife Junction	0	0.0%	0	0	0.0%	0
34 Family Foundations	0	0.0%	0	0	0.0%	0
<b>L11. Factories &amp; Farms</b>	0	0.0%	0	0	0.0%	0
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	0	0.0%	0	0	0.0%	0
53 Home Town	0	0.0%	0	0	0.0%	0
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
<b>L12. American Quilt</b>	3,679	18.4%	200	9,883	19.1%	209
26 Midland Crowd	3,641	18.2%	498	9,790	18.9%	502
31 Rural Resort Dwellers	38	0.2%	12	93	0.2%	12
41 Crossroads	0	0.0%	0	0	0.0%	0
46 Rooted Rural	0	0.0%	0	0	0.0%	0
66 Unclassified	0	0.0%	0	0	0.0%	0

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The Index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the U.S. average. Tapestry segment descriptions can be found at <http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf>

Source: ESRI



# Tapestry Segmentation Area Profile

## Urbanization Groups

Prepared by Data Directions, Eugene OR

Lane Co. Fairgrounds New

Latitude: 44.094658

Longitude: -123.179254

Radius: 3.0 mile

Site Type: Radius

Tapestry Urbanization Groups	2007 Households			2007 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total</b>	19,956	100.0%		51,705	100.0%	
<b>U1. Principal Urban Centers I</b>	0	0.0%	0	0	0.0%	0
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
<b>U2. Principal Urban Centers II</b>	0	0.0%	0	0	0.0%	0
45 City Strivers	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
65 Social Security Set	0	0.0%	0	0	0.0%	0
<b>U3. Metro Cities I</b>	1,217	6.1%	54	3,532	6.8%	60
01 Top Rung	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	1,217	6.1%	317	3,532	6.8%	318
22 Metropolitans	0	0.0%	0	0	0.0%	0
<b>U4. Metro Cities II</b>	2,035	10.2%	93	5,374	10.4%	104
28 Aspiring Young Families	1,875	9.4%	399	4,876	9.4%	416
30 Retirement Communities	0	0.0%	0	0	0.0%	0
34 Family Foundations	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	0	0.0%	0	0	0.0%	0
39 Young and Restless	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	160	0.8%	52	498	1.0%	67
60 City Dimensions	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0
<b>U5. Urban Outskirts I</b>	3,579	17.9%	164	9,788	18.9%	167
04 Boomburbs	0	0.0%	0	0	0.0%	0
24 Main Street, USA	2,984	15.0%	572	8,124	15.7%	618
32 Rustbelt Traditions	588	2.9%	103	1,650	3.2%	118
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
48 Great Expectations	7	0.0%	2	14	0.0%	2

Source: ESRI



# Tapestry Segmentation Area Profile

## Urbanization Groups

Prepared by Data Directions, Eugene OR

Lane Co. Fairgrounds New

Latitude: 44.094658

Longitude: -123.179254

Site Type: Radius

Radius: 3.0 mile

Tapestry Urbanization Groups	2007 Households			2007 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total</b>	19,956	100.0%		51,705	100.0%	
<b>U6. Urban Outskirts II</b>	1,130	5.7%	109	2,252	4.4%	82
51 Metro City Edge	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
57 Simple Living	1,130	5.7%	392	2,252	4.4%	366
59 Southwestern Families	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
<b>U7. Suburban Periphery I</b>	1,420	7.1%	46	3,805	7.4%	46
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	252	1.3%	47	707	1.4%	44
07 Exurbanites	0	0.0%	0	0	0.0%	0
12 Up and Coming Families	1,168	5.9%	178	3,098	6.0%	164
13 In Style	0	0.0%	0	0	0.0%	0
14 Prosperous Empty Nesters	0	0.0%	0	0	0.0%	0
15 Silver and Gold	0	0.0%	0	0	0.0%	0
<b>U8. Suburban Periphery II</b>	3,464	17.4%	178	8,833	17.1%	186
18 Cozy and Comfortable	3,464	17.4%	613	8,833	17.1%	606
29 Rustbelt Retirees	0	0.0%	0	0	0.0%	0
33 Midlife Junction	0	0.0%	0	0	0.0%	0
40 Military Proximity	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
53 Home Town	0	0.0%	0	0	0.0%	0
<b>U9. Small Towns</b>	1,805	9.0%	186	4,001	7.7%	171
41 Crossroads	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	1,241	6.2%	522	2,669	5.2%	517
50 Heartland Communities	564	2.8%	130	1,332	2.6%	132
<b>U10. Rural I</b>	5,306	26.6%	238	14,120	27.3%	243
17 Green Acres	1,627	8.2%	260	4,237	8.2%	251
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
26 Midland Crowd	3,641	18.2%	498	9,790	18.9%	502
31 Rural Resort Dwellers	38	0.2%	12	93	0.2%	12
<b>U11. Rural II</b>	0	0.0%	0	0	0.0%	0
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	0	0.0%	0	0	0.0%	0
46 Rooted Rural	0	0.0%	0	0	0.0%	0
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
66 Unclassified	0	0.0%	0	0	0.0%	0

**Data Note:** This report identifies neighborhood segments in the area, and describes the settlement density of the immediate neighborhood. The Index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the U.S. average.

**Source:** ESRI



# Tapestry Segmentation Area Profile

Ranked by Households

Prepared by Data Directions, Eugene OR

Lane Co. Fairgrounds New

Latitude: 44.094658

Longitude: -123.179254

Site Type: Radius

Radius: 5.0 mile

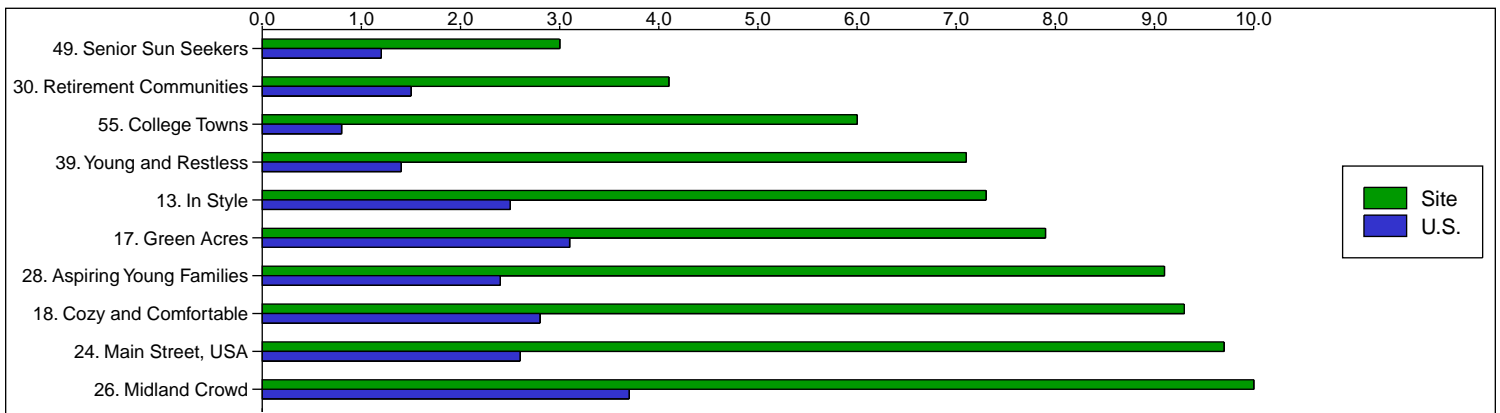
## Top Twenty Tapestry Segments

Tapestry segment descriptions can be found at <http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf>

Rank	Tapestry Segment	Households		U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	26. Midland Crowd	10.0%	10.0%	3.7%	3.7%	272
2	24. Main Street, USA	9.7%	19.7%	2.6%	6.3%	370
3	18. Cozy and Comfortable	9.3%	29.0%	2.8%	9.1%	327
4	28. Aspiring Young Families	9.1%	38.1%	2.4%	11.5%	389
5	17. Green Acres	7.9%	46.0%	3.1%	14.6%	251
	<b>Subtotal</b>	<b>46.0%</b>		<b>14.6%</b>		
6	13. In Style	7.3%	53.3%	2.5%	17.1%	294
7	39. Young and Restless	7.1%	60.4%	1.4%	18.5%	500
8	55. College Towns	6.0%	66.4%	0.8%	19.3%	748
9	30. Retirement Communities	4.1%	70.5%	1.5%	20.8%	279
10	49. Senior Sun Seekers	3.0%	73.5%	1.2%	22.0%	254
	<b>Subtotal</b>	<b>27.5%</b>		<b>7.4%</b>		
11	19. Milk and Cookies	3.0%	76.5%	1.9%	23.9%	154
12	52. Inner City Tenants	2.9%	79.4%	1.5%	25.4%	188
13	12. Up and Coming Families	2.8%	82.2%	3.3%	28.7%	87
14	57. Simple Living	2.7%	84.9%	1.4%	30.1%	190
15	36. Old and Newcomers	2.7%	87.6%	2.0%	32.1%	137
	<b>Subtotal</b>	<b>14.1%</b>		<b>10.1%</b>		
16	07. Exurbanites	2.3%	89.9%	2.5%	34.6%	92
17	06. Sophisticated Squires	2.2%	92.1%	2.7%	37.3%	83
18	31. Rural Resort Dwellers	1.4%	93.5%	1.6%	38.9%	90
19	32. Rustbelt Traditions	1.4%	94.9%	2.9%	41.8%	50
20	50. Heartland Communities	1.4%	96.3%	2.2%	44.0%	63
	<b>Subtotal</b>	<b>8.7%</b>		<b>11.9%</b>		
	<b>Total</b>	<b>96.3%</b>		<b>44.0%</b>		<b>219</b>

## Top Ten Tapestry Segments

Site vs. U.S.



Percent of Households by Tapestry Segment

Source: ESRI



# Tapestry Segmentation Area Profile

Prepared by Data Directions, Eugene OR

Lane Co. Fairgrounds New

Latitude: 44.094658

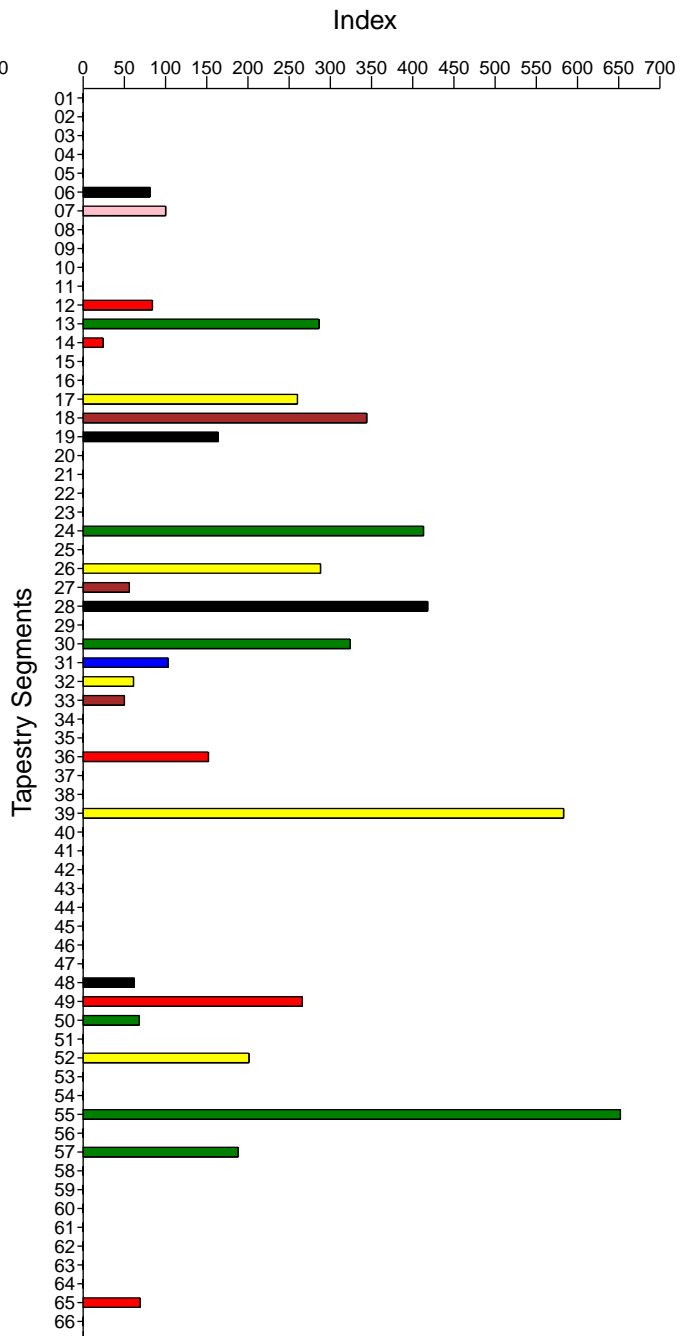
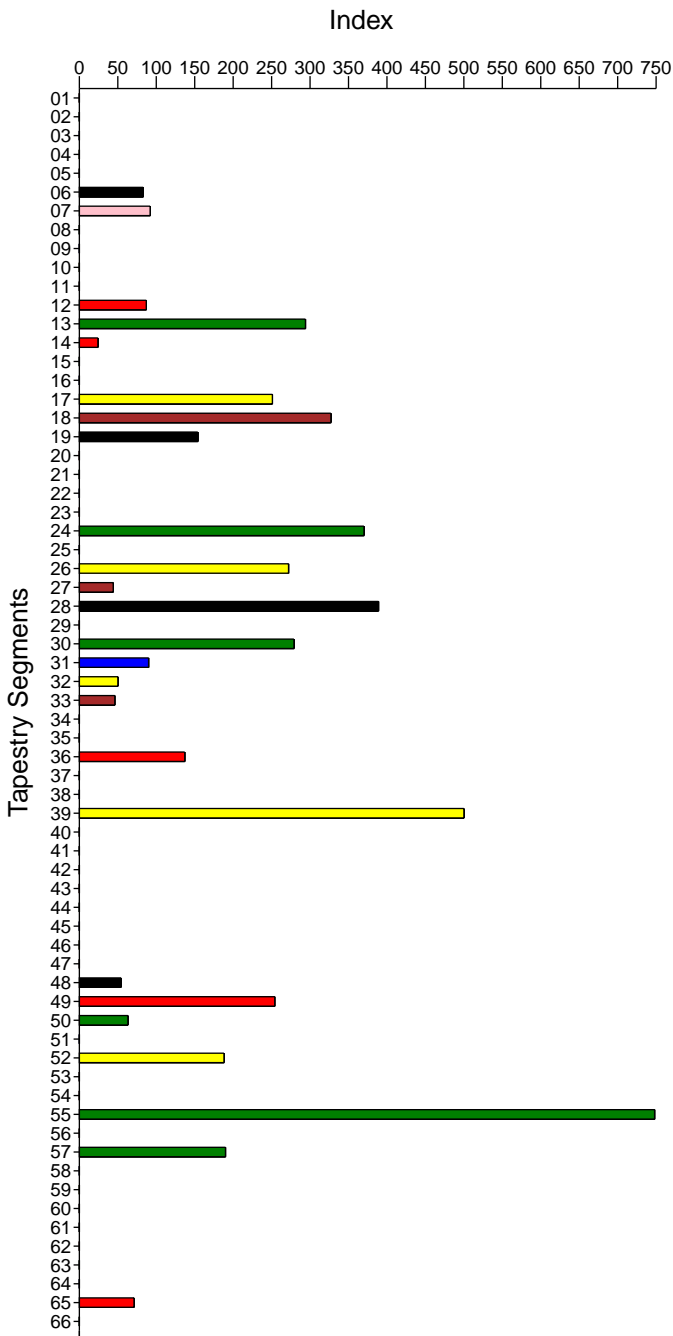
Longitude: -123.179254

Site Type: Radius

Radius: 5.0 mile

### Tapestry Indexes by Households

### Tapestry Indexes by Population



Source: ESRI



# Tapestry Segmentation Area Profile

LifeMode Groups

Prepared by Data Directions, Eugene OR

Lane Co. Fairgrounds New

Latitude: 44.094658

Longitude: -123.179254

Radius: 5.0 mile

Site Type: Radius

Tapestry LifeMode Groups	2007 Households			2007 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total</b>	41,106	100.0%		100,559	100.0%	
<b>L1. High Society</b>	1,849	4.5%	36	5,076	5.0%	36
01 Top Rung	0	0.0%	0	0	0.0%	0
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
04 Boomburbs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	916	2.2%	83	2,519	2.5%	81
07 Exurbanites	933	2.3%	92	2,557	2.5%	100
<b>L2. Upscale Avenues</b>	10,040	24.4%	177	24,904	24.8%	180
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
13 In Style	3,000	7.3%	294	6,622	6.6%	286
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
17 Green Acres	3,232	7.9%	251	8,533	8.5%	260
18 Cozy and Comfortable	3,808	9.3%	327	9,749	9.7%	344
<b>L3. Metropolis</b>	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitans	0	0.0%	0	0	0.0%	0
45 City Strivers	0	0.0%	0	0	0.0%	0
51 Metro City Edge	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
<b>L4. Solo Acts</b>	4,276	10.4%	153	9,165	9.1%	179
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	245	0.6%	44	490	0.5%	56
36 Old and Newcomers	1,111	2.7%	137	2,339	2.3%	152
39 Young and Restless	2,920	7.1%	500	6,336	6.3%	583
<b>L5. Senior Styles</b>	5,002	12.2%	98	10,678	10.6%	101
14 Prosperous Empty Nesters	179	0.4%	24	408	0.4%	24
15 Silver and Gold	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	0	0.0%	0	0	0.0%	0
30 Retirement Communities	1,698	4.1%	279	3,685	3.7%	324
43 The Elders	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	1,241	3.0%	254	2,669	2.7%	266
50 Heartland Communities	564	1.4%	63	1,332	1.3%	68
57 Simple Living	1,130	2.7%	190	2,252	2.2%	188
65 Social Security Set	190	0.5%	71	332	0.3%	69
<b>L6. Scholars &amp; Patriots</b>	2,471	6.0%	410	4,919	4.9%	270
40 Military Proximity	0	0.0%	0	0	0.0%	0
55 College Towns	2,471	6.0%	748	4,919	4.9%	652
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0

Source: ESRI



# Tapestry Segmentation Area Profile

LifeMode Groups

Prepared by Data Directions, Eugene OR

Lane Co. Fairgrounds New

Latitude: 44.094658

Longitude: -123.179254

Radius: 5.0 mile

Site Type: Radius

Tapestry LifeMode Groups	2007 Households			2007 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total</b>	41,106	100.0%		100,559	100.0%	
<b>L7. High Hopes</b>	4,153	10.1%	245	10,507	10.4%	272
28 Aspiring Young Families	3,760	9.1%	389	9,529	9.5%	418
48 Great Expectations	393	1.0%	54	978	1.0%	62
<b>L8. Global Roots</b>	1,187	2.9%	35	2,911	2.9%	30
35 International Marketplace	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	1,187	2.9%	188	2,911	2.9%	201
58 NeWest Residents	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
<b>L9. Family Portrait</b>	2,385	5.8%	76	6,630	6.6%	73
12 Up and Coming Families	1,168	2.8%	87	3,098	3.1%	84
19 Milk and Cookies	1,217	3.0%	154	3,532	3.5%	164
21 Urban Villages	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
<b>L10. Traditional Living</b>	5,042	12.3%	139	13,341	13.3%	158
24 Main Street, USA	3,977	9.7%	370	10,569	10.5%	413
32 Rustbelt Traditions	588	1.4%	50	1,650	1.6%	61
33 Midlife Junction	477	1.2%	46	1,122	1.1%	50
34 Family Foundations	0	0.0%	0	0	0.0%	0
<b>L11. Factories &amp; Farms</b>	0	0.0%	0	0	0.0%	0
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	0	0.0%	0	0	0.0%	0
53 Home Town	0	0.0%	0	0	0.0%	0
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
<b>L12. American Quilt</b>	4,701	11.4%	124	12,428	12.4%	135
26 Midland Crowd	4,105	10.0%	272	10,925	10.9%	288
31 Rural Resort Dwellers	596	1.4%	90	1,503	1.5%	103
41 Crossroads	0	0.0%	0	0	0.0%	0
46 Rooted Rural	0	0.0%	0	0	0.0%	0
66 Unclassified	0	0.0%	0	0	0.0%	0

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The Index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the U.S. average. Tapestry segment descriptions can be found at <http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf>

Source: ESRI



# Tapestry Segmentation Area Profile

## Urbanization Groups

Prepared by Data Directions, Eugene OR

Lane Co. Fairgrounds New

Latitude: 44.094658

Longitude: -123.179254

Radius: 5.0 mile

Site Type: Radius

Tapestry Urbanization Groups	2007 Households			2007 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total</b>	41,106	100.0%		100,559	100.0%	
<b>U1. Principal Urban Centers I</b>	245	0.6%	8	490	0.5%	6
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	245	0.6%	44	490	0.5%	56
35 International Marketplace	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
<b>U2. Principal Urban Centers II</b>	190	0.5%	10	332	0.3%	6
45 City Strivers	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
65 Social Security Set	190	0.5%	71	332	0.3%	69
<b>U3. Metro Cities I</b>	1,217	3.0%	26	3,532	3.5%	31
01 Top Rung	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	1,217	3.0%	154	3,532	3.5%	164
22 Metropolitans	0	0.0%	0	0	0.0%	0
<b>U4. Metro Cities II</b>	10,676	26.0%	237	24,800	24.7%	248
28 Aspiring Young Families	3,760	9.1%	389	9,529	9.5%	418
30 Retirement Communities	1,698	4.1%	279	3,685	3.7%	324
34 Family Foundations	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	1,111	2.7%	137	2,339	2.3%	152
39 Young and Restless	2,920	7.1%	500	6,336	6.3%	583
52 Inner City Tenants	1,187	2.9%	188	2,911	2.9%	201
60 City Dimensions	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0
<b>U5. Urban Outskirts I</b>	4,958	12.1%	110	13,197	13.1%	116
04 Boomburbs	0	0.0%	0	0	0.0%	0
24 Main Street, USA	3,977	9.7%	370	10,569	10.5%	413
32 Rustbelt Traditions	588	1.4%	50	1,650	1.6%	61
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
48 Great Expectations	393	1.0%	54	978	1.0%	62

Source: ESRI



# Tapestry Segmentation Area Profile

## Urbanization Groups

Prepared by Data Directions, Eugene OR

Lane Co. Fairgrounds New

Latitude: 44.094658

Longitude: -123.179254

Radius: 5.0 mile

Site Type: Radius

Tapestry Urbanization Groups	2007 Households			2007 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total</b>	41,106	100.0%		100,559	100.0%	
<b>U6. Urban Outskirts II</b>	3,601	8.8%	168	7,171	7.1%	133
51 Metro City Edge	0	0.0%	0	0	0.0%	0
55 College Towns	2,471	6.0%	748	4,919	4.9%	652
57 Simple Living	1,130	2.7%	190	2,252	2.2%	188
59 Southwestern Families	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
<b>U7. Suburban Periphery I</b>	6,196	15.1%	98	15,204	15.1%	95
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	916	2.2%	83	2,519	2.5%	81
07 Exurbanites	933	2.3%	92	2,557	2.5%	100
12 Up and Coming Families	1,168	2.8%	87	3,098	3.1%	84
13 In Style	3,000	7.3%	294	6,622	6.6%	286
14 Prosperous Empty Nesters	179	0.4%	24	408	0.4%	24
15 Silver and Gold	0	0.0%	0	0	0.0%	0
<b>U8. Suburban Periphery II</b>	4,285	10.4%	107	10,871	10.8%	118
18 Cozy and Comfortable	3,808	9.3%	327	9,749	9.7%	344
29 Rustbelt Retirees	0	0.0%	0	0	0.0%	0
33 Midlife Junction	477	1.2%	46	1,122	1.1%	50
40 Military Proximity	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
53 Home Town	0	0.0%	0	0	0.0%	0
<b>U9. Small Towns</b>	1,805	4.4%	90	4,001	4.0%	88
41 Crossroads	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	1,241	3.0%	254	2,669	2.7%	266
50 Heartland Communities	564	1.4%	63	1,332	1.3%	68
<b>U10. Rural I</b>	7,933	19.3%	173	20,961	20.8%	186
17 Green Acres	3,232	7.9%	251	8,533	8.5%	260
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
26 Midland Crowd	4,105	10.0%	272	10,925	10.9%	288
31 Rural Resort Dwellers	596	1.4%	90	1,503	1.5%	103
<b>U11. Rural II</b>	0	0.0%	0	0	0.0%	0
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	0	0.0%	0	0	0.0%	0
46 Rooted Rural	0	0.0%	0	0	0.0%	0
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
66 Unclassified	0	0.0%	0	0	0.0%	0

**Data Note:** This report identifies neighborhood segments in the area, and describes the settlement density of the immediate neighborhood. The Index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the U.S. average.

**Source:** ESRI