



Tapestry Segmentation Area Profile

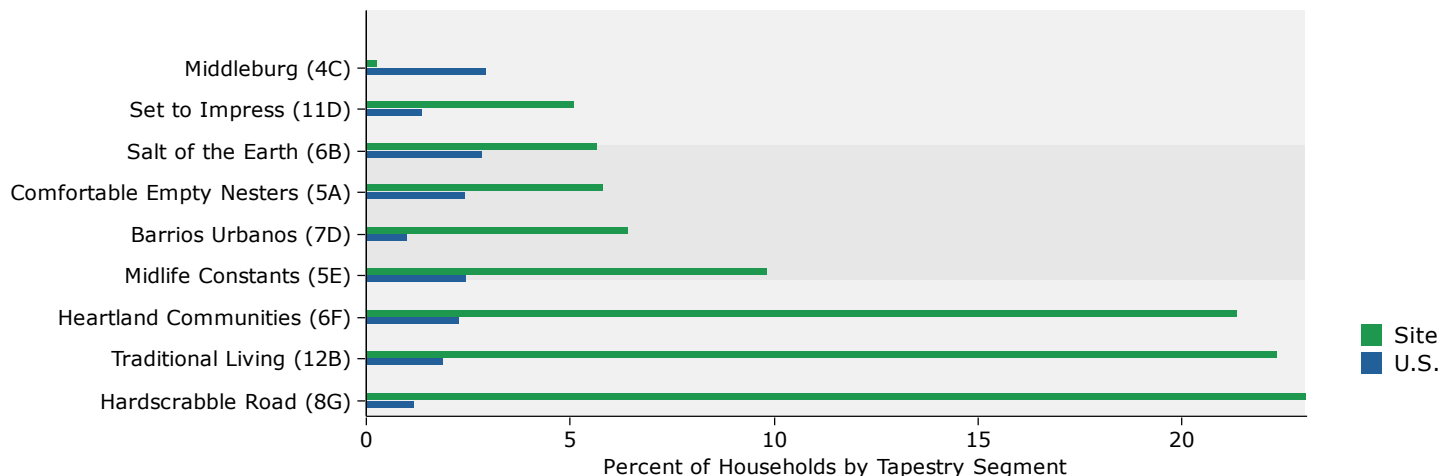
Marshalltown, Iowa
2-98 N Center St, Marshalltown, Iowa, 50158
Drive Time: 5 minute radius

Iowa Downtown Resource Center
Latitude: 42.04920
Longitude: -92.91293

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2020 Households		2020 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Hardscrabble Road (8G)	23.1%	23.1%	1.2%	1.2%	1932
2	Traditional Living (12B)	22.3%	45.4%	1.9%	3.1%	1,171
3	Heartland Communities (6F)	21.4%	66.8%	2.3%	5.4%	939
4	Midlife Constants (5E)	9.9%	76.6%	2.5%	7.9%	399
5	Barrios Urbanos (7D)	6.4%	83.1%	1.0%	8.9%	619
Subtotal		83.1%		8.9%		
6	Comfortable Empty Nesters (5A)	5.8%	88.9%	2.4%	11.3%	239
7	Salt of the Earth (6B)	5.7%	94.6%	2.9%	14.2%	198
8	Set to Impress (11D)	5.1%	99.7%	1.4%	15.6%	371
9	Middleburg (4C)	0.3%	100.0%	2.9%	18.5%	10
Subtotal		16.9%		9.6%		
Total		100.0%		18.5%		540

Top Ten Tapestry Segments Site vs. U.S.



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

Source: Esri

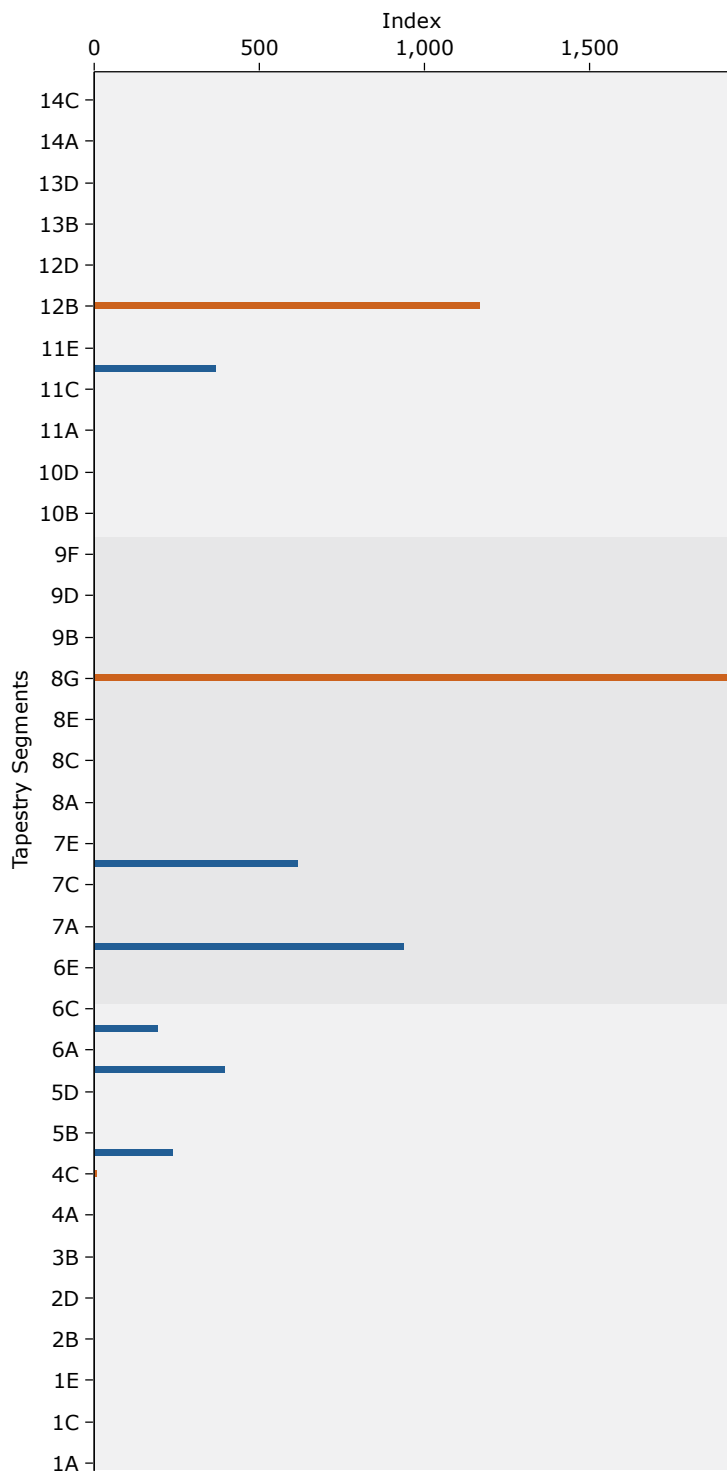


Tapestry Segmentation Area Profile

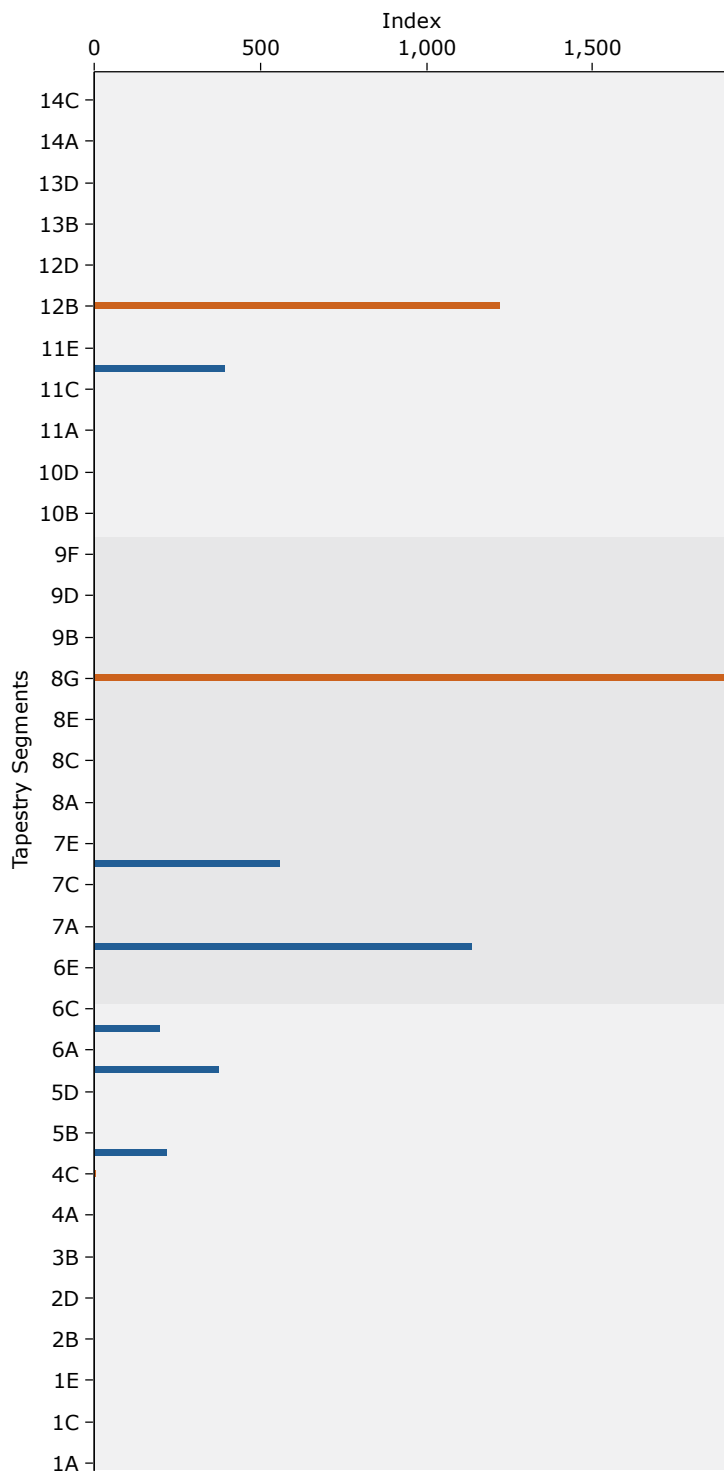
Marshalltown, Iowa
2-98 N Center St, Marshalltown, Iowa, 50158
Drive Time: 5 minute radius

Iowa Downtown Resource Center
Latitude: 42.04920
Longitude: -92.91293

2020 Tapestry Indexes by Households



2020 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

Marshalltown, Iowa
2-98 N Center St, Marshalltown, Iowa, 50158
Drive Time: 5 minute radius

Iowa Downtown Resource Center
Latitude: 42.04920
Longitude: -92.91293

Tapestry LifeMode Groups	2020 Households			2020 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	6,707	100.0%		13,650	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	20	0.3%	4	37	0.3%	3
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	20	0.3%	10	37	0.3%	9
5. GenXurban	1,053	15.7%	139	1,947	14.3%	132
Comfortable Empty Nesters (5A)	392	5.8%	239	748	5.5%	224
In Style (5B)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	661	9.9%	399	1,199	8.8%	377
6. Cozy Country Living	1,814	27.0%	225	4,091	30.0%	253
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	380	5.7%	198	781	5.7%	199
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)	1,434	21.4%	939	3,310	24.2%	1,142
7. Ethnic Enclaves	431	6.4%	90	962	7.0%	85
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)	431	6.4%	619	962	7.0%	563
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

February 12, 2021



Tapestry Segmentation Area Profile

Marshalltown, Iowa
2-98 N Center St, Marshalltown, Iowa, 50158
Drive Time: 5 minute radius

Iowa Downtown Resource Center
Latitude: 42.04920
Longitude: -92.91293

Tapestry LifeMode Groups	2020 Households			2020 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	6,707	100.0%		13,650	100.0%	
8. Middle Ground	1,547	23.1%	213	3,002	22.0%	219
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	1,547	23.1%	1,932	3,002	22.0%	1,922
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	344	5.1%	83	637	4.7%	86
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)	344	5.1%	371	637	4.7%	396
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	1,498	22.3%	369	2,974	21.8%	381
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	1,498	22.3%	1,171	2,974	21.8%	1,226
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	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

February 12, 2021



Tapestry Segmentation Area Profile

Marshalltown, Iowa
2-98 N Center St, Marshalltown, Iowa, 50158
Drive Time: 5 minute radius

Iowa Downtown Resource Center
Latitude: 42.04920
Longitude: -92.91293

Tapestry Urbanization Groups	2020 Households			2020 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	6,707	100.0%		13,650	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	431	6.4%	39	962	7.0%	40
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	431	6.4%	619	962	7.0%	563
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	3,389	50.5%	279	6,613	48.4%	289
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)	1,547	23.1%	1,932	3,002	22.0%	1,922
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)	344	5.1%	371	637	4.7%	396
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	1,498	22.3%	1,171	2,974	21.8%	1,226
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

February 12, 2021



Tapestry Segmentation Area Profile

Marshalltown, Iowa
2-98 N Center St, Marshalltown, Iowa, 50158
Drive Time: 5 minute radius

Iowa Downtown Resource Center
Latitude: 42.04920
Longitude: -92.91293

Tapestry Urbanization Groups	2020 Households			2020 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	6,707	100.0%		13,650	100.0%	
4. Suburban Periphery	1,053	15.7%	49	1,947	14.3%	44
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)	392	5.8%	239	748	5.5%	224
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	661	9.9%	399	1,199	8.8%	377
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	1,454	21.7%	231	3,347	24.5%	271
Middleburg (4C)	20	0.3%	10	37	0.3%	9
Heartland Communities (6F)	1,434	21.4%	939	3,310	24.2%	1,142
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	380	5.7%	34	781	5.7%	34
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	380	5.7%	198	781	5.7%	199
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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

Source: Esri

February 12, 2021



Tapestry Segmentation Area Profile

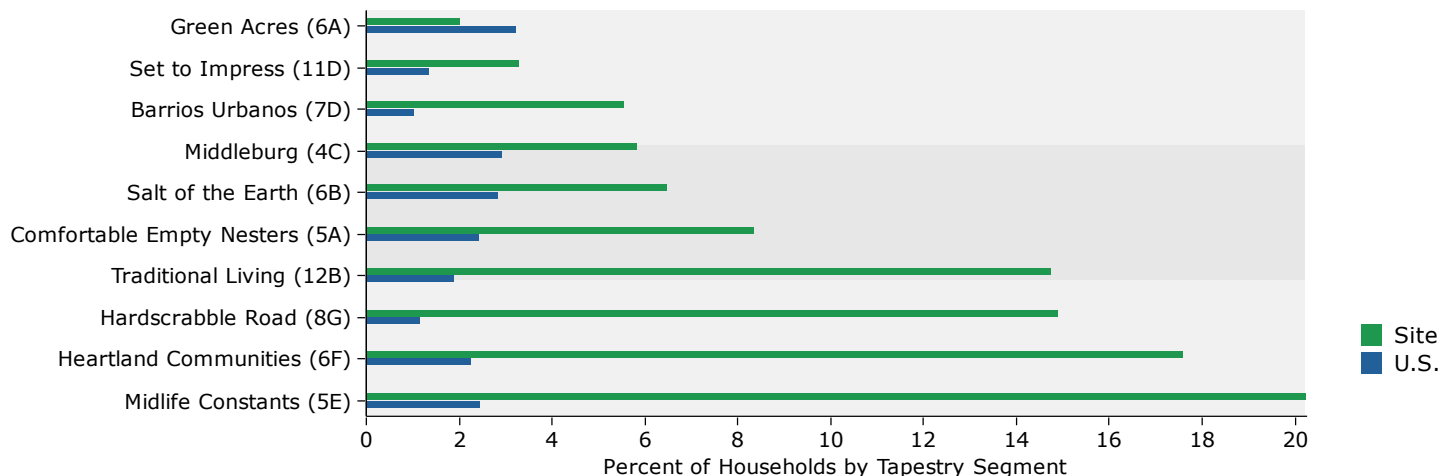
Marshalltown, Iowa
2-98 N Center St, Marshalltown, Iowa, 50158
Drive Time: 10 minute radius

Iowa Downtown Resource Center
Latitude: 42.04920
Longitude: -92.91293

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2020 Households		2020 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Midlife Constants (5E)	20.3%	20.3%	2.5%	2.5%	821
2	Heartland Communities (6F)	17.6%	37.9%	2.3%	4.8%	774
3	Hardscrabble Road (8G)	14.9%	52.8%	1.2%	6.0%	1,250
4	Traditional Living (12B)	14.8%	67.6%	1.9%	7.9%	774
5	Comfortable Empty Nesters (5A)	8.4%	76.0%	2.4%	10.3%	342
Subtotal		76.0%		10.3%		
6	Salt of the Earth (6B)	6.5%	82.5%	2.9%	13.2%	227
7	Middleburg (4C)	5.8%	88.3%	2.9%	16.1%	199
8	Barrios Urbanos (7D)	5.6%	93.9%	1.0%	17.1%	535
9	Set to Impress (11D)	3.3%	97.2%	1.4%	18.5%	240
10	Green Acres (6A)	2.0%	99.2%	3.2%	21.7%	63
Subtotal		23.2%		11.4%		
11	Prairie Living (6D)	0.8%	100.0%	1.1%	22.8%	74
Subtotal		0.8%		1.1%		
Total		100.0%		22.8%		438

Top Ten Tapestry Segments Site vs. U.S.



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

Source: Esri

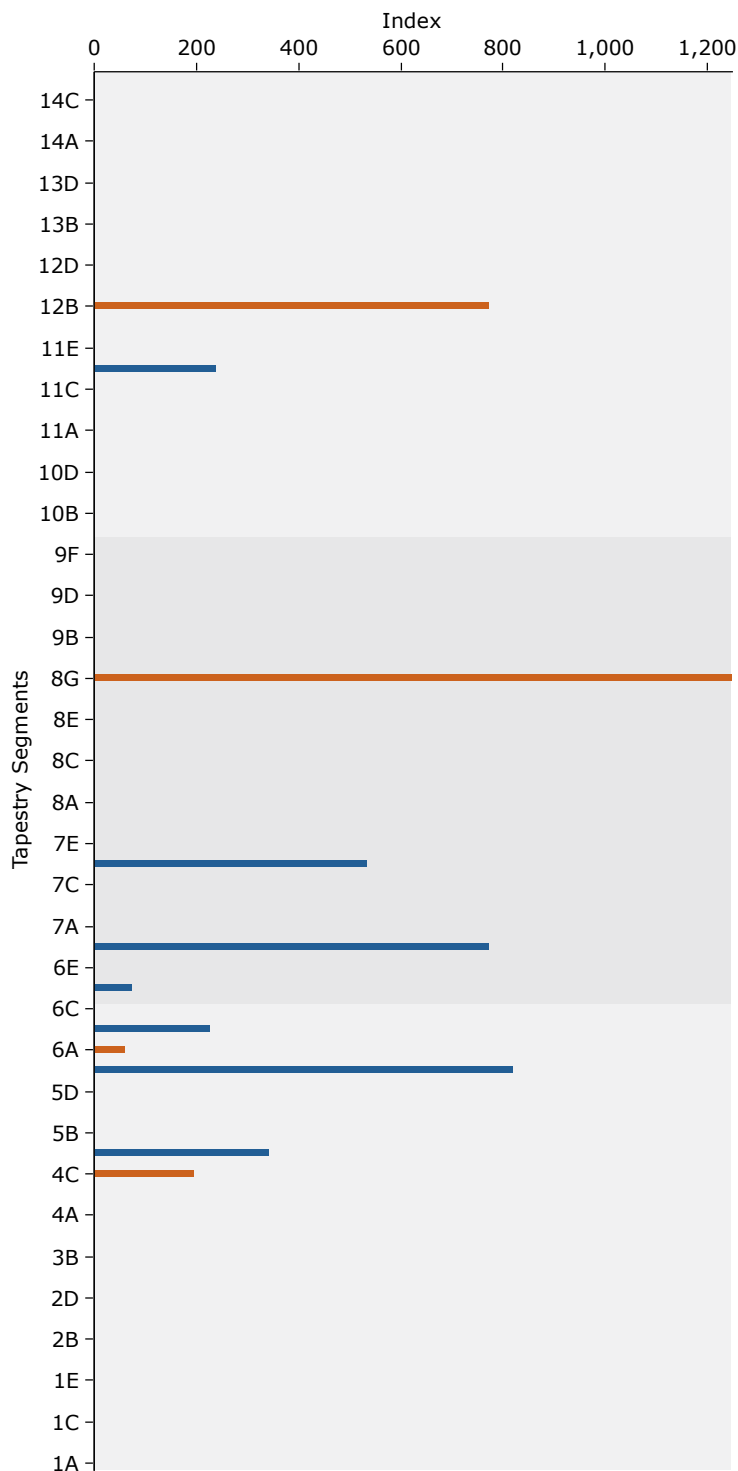


Tapestry Segmentation Area Profile

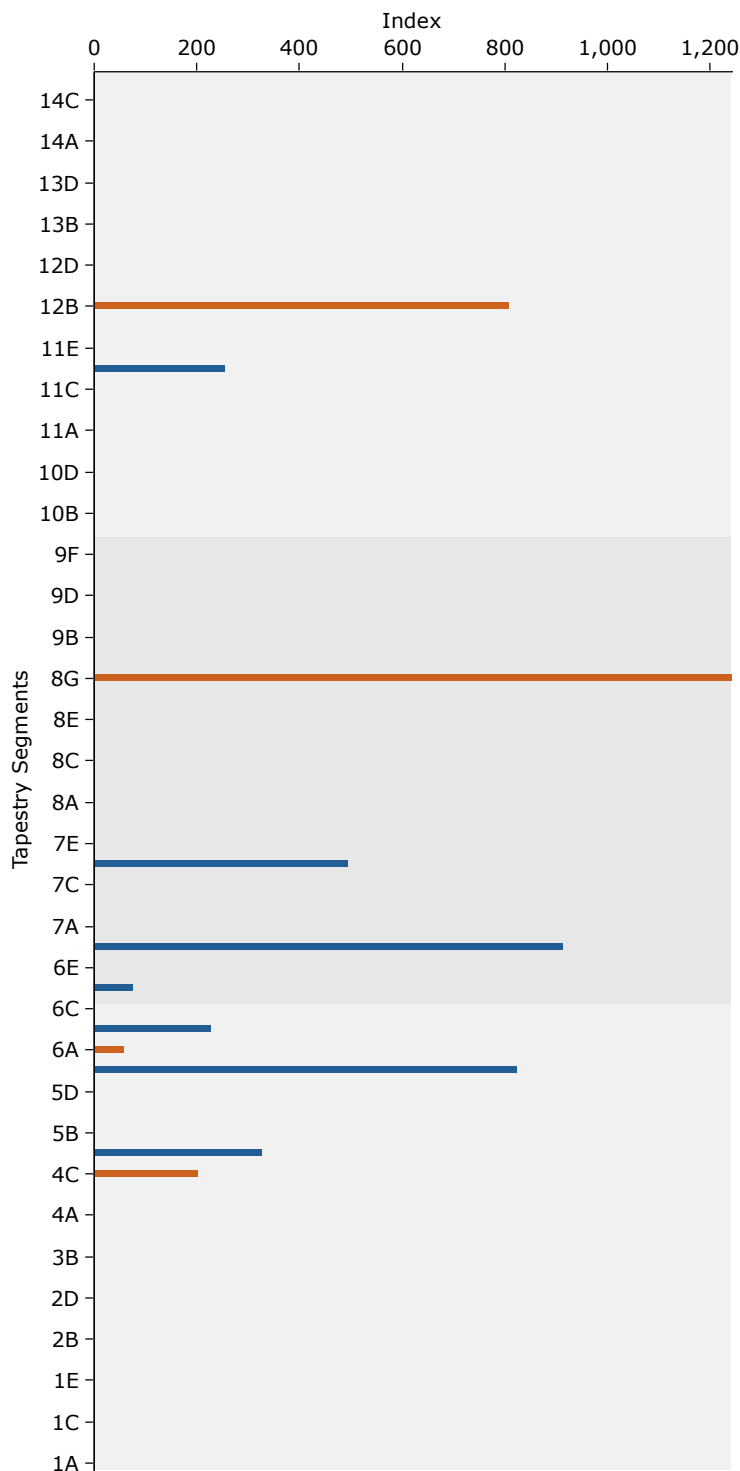
Marshalltown, Iowa
2-98 N Center St, Marshalltown, Iowa, 50158
Drive Time: 10 minute radius

Iowa Downtown Resource Center
Latitude: 42.04920
Longitude: -92.91293

2020 Tapestry Indexes by Households



2020 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

Marshalltown, Iowa
2-98 N Center St, Marshalltown, Iowa, 50158
Drive Time: 10 minute radius

Iowa Downtown Resource Center
Latitude: 42.04920
Longitude: -92.91293

Tapestry LifeMode Groups	2020 Households			2020 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	10,364	100.0%		21,084	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	605	5.8%	77	1,269	6.0%	76
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	605	5.8%	199	1,269	6.0%	205
5. GenXurban	2,969	28.6%	253	5,761	27.3%	252
Comfortable Empty Nesters (5A)	869	8.4%	342	1,703	8.1%	330
In Style (5B)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	2,100	20.3%	821	4,058	19.2%	826
6. Cozy Country Living	2,793	26.9%	224	6,070	28.8%	243
Green Acres (6A)	211	2.0%	63	424	2.0%	60
Salt of the Earth (6B)	674	6.5%	227	1,385	6.6%	229
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	81	0.8%	74	167	0.8%	77
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	1,827	17.6%	774	4,094	19.4%	914
7. Ethnic Enclaves	576	5.6%	78	1,305	6.2%	74
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)	576	5.6%	535	1,305	6.2%	495
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

February 12, 2021



Tapestry Segmentation Area Profile

Marshalltown, Iowa
2-98 N Center St, Marshalltown, Iowa, 50158
Drive Time: 10 minute radius

Iowa Downtown Resource Center
Latitude: 42.04920
Longitude: -92.91293

Tapestry LifeMode Groups	2020 Households			2020 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	10,364	100.0%		21,084	100.0%	
8. Middle Ground	1,547	14.9%	138	3,002	14.2%	142
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	1,547	14.9%	1,250	3,002	14.2%	1,244
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	344	3.3%	54	637	3.0%	56
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)	344	3.3%	240	637	3.0%	256
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	1,530	14.8%	244	3,040	14.4%	252
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	1,530	14.8%	774	3,040	14.4%	811
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	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

February 12, 2021



Tapestry Segmentation Area Profile

Marshalltown, Iowa
2-98 N Center St, Marshalltown, Iowa, 50158
Drive Time: 10 minute radius

Iowa Downtown Resource Center
Latitude: 42.04920
Longitude: -92.91293

Tapestry Urbanization Groups	2020 Households			2020 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	10,364	100.0%		21,084	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	576	5.6%	34	1,305	6.2%	35
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	576	5.6%	535	1,305	6.2%	495
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	3,421	33.0%	182	6,679	31.7%	189
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)	1,547	14.9%	1,250	3,002	14.2%	1,244
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)	344	3.3%	240	637	3.0%	256
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	1,530	14.8%	774	3,040	14.4%	811
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

February 12, 2021



Tapestry Segmentation Area Profile

Marshalltown, Iowa
2-98 N Center St, Marshalltown, Iowa, 50158
Drive Time: 10 minute radius

Iowa Downtown Resource Center
Latitude: 42.04920
Longitude: -92.91293

Tapestry Urbanization Groups	2020 Households			2020 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	10,364	100.0%		21,084	100.0%	
4. Suburban Periphery	2,969	28.6%	90	5,761	27.3%	83
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)	869	8.4%	342	1,703	8.1%	330
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	2,100	20.3%	821	4,058	19.2%	826
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	2,432	23.5%	250	5,363	25.4%	281
Middleburg (4C)	605	5.8%	199	1,269	6.0%	205
Heartland Communities (6F)	1,827	17.6%	774	4,094	19.4%	914
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	966	9.3%	55	1,976	9.4%	55
Green Acres (6A)	211	2.0%	63	424	2.0%	60
Salt of the Earth (6B)	674	6.5%	227	1,385	6.6%	229
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	81	0.8%	74	167	0.8%	77
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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

Source: Esri

February 12, 2021



Tapestry Segmentation Area Profile

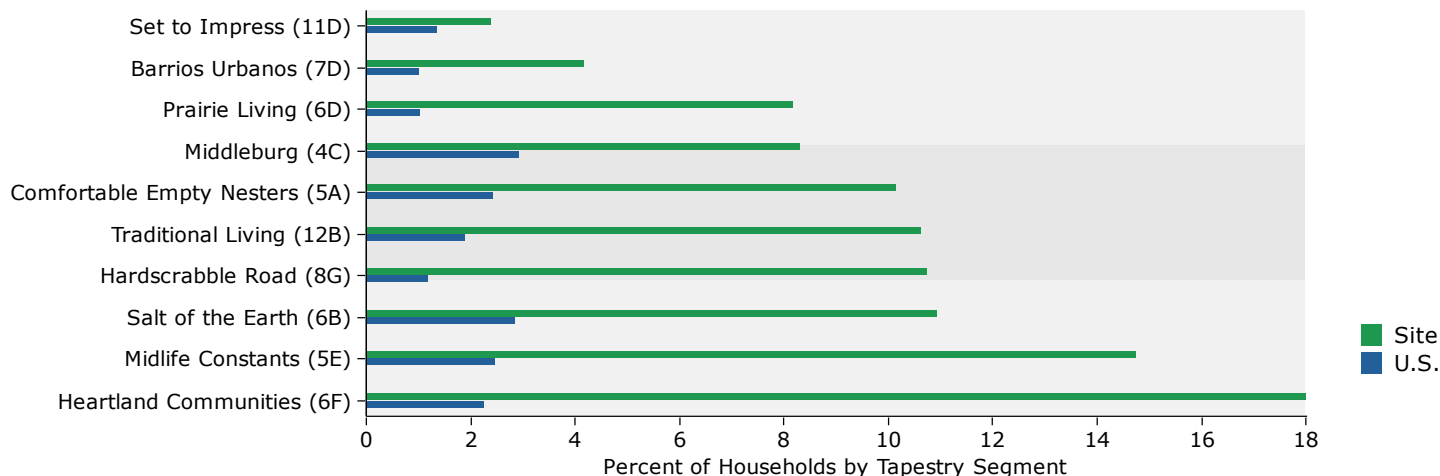
Marshalltown, Iowa
2-98 N Center St, Marshalltown, Iowa, 50158
Drive Time: 20 minute radius

Iowa Downtown Resource Center
Latitude: 42.04920
Longitude: -92.91293

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2020 Households		2020 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Heartland Communities (6F)	18.0%	18.0%	2.3%	2.3%	791
2	Midlife Constants (5E)	14.8%	32.8%	2.5%	4.8%	598
3	Salt of the Earth (6B)	11.0%	43.7%	2.9%	7.7%	383
4	Hardscrabble Road (8G)	10.8%	54.5%	1.2%	8.9%	901
5	Traditional Living (12B)	10.6%	65.1%	1.9%	10.8%	558
Subtotal		65.2%		10.8%		
6	Comfortable Empty Nesters (5A)	10.2%	75.3%	2.4%	13.2%	416
7	Middleburg (4C)	8.3%	83.7%	2.9%	16.1%	284
8	Prairie Living (6D)	8.2%	91.9%	1.1%	17.2%	771
9	Barrios Urbanos (7D)	4.2%	96.1%	1.0%	18.2%	404
10	Set to Impress (11D)	2.4%	98.4%	1.4%	19.6%	173
Subtotal		33.3%		8.8%		
11	Green Acres (6A)	1.6%	100.0%	3.2%	22.8%	48
Subtotal		1.6%		3.2%		
Total		100.0%		22.8%		438

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

February 12, 2021

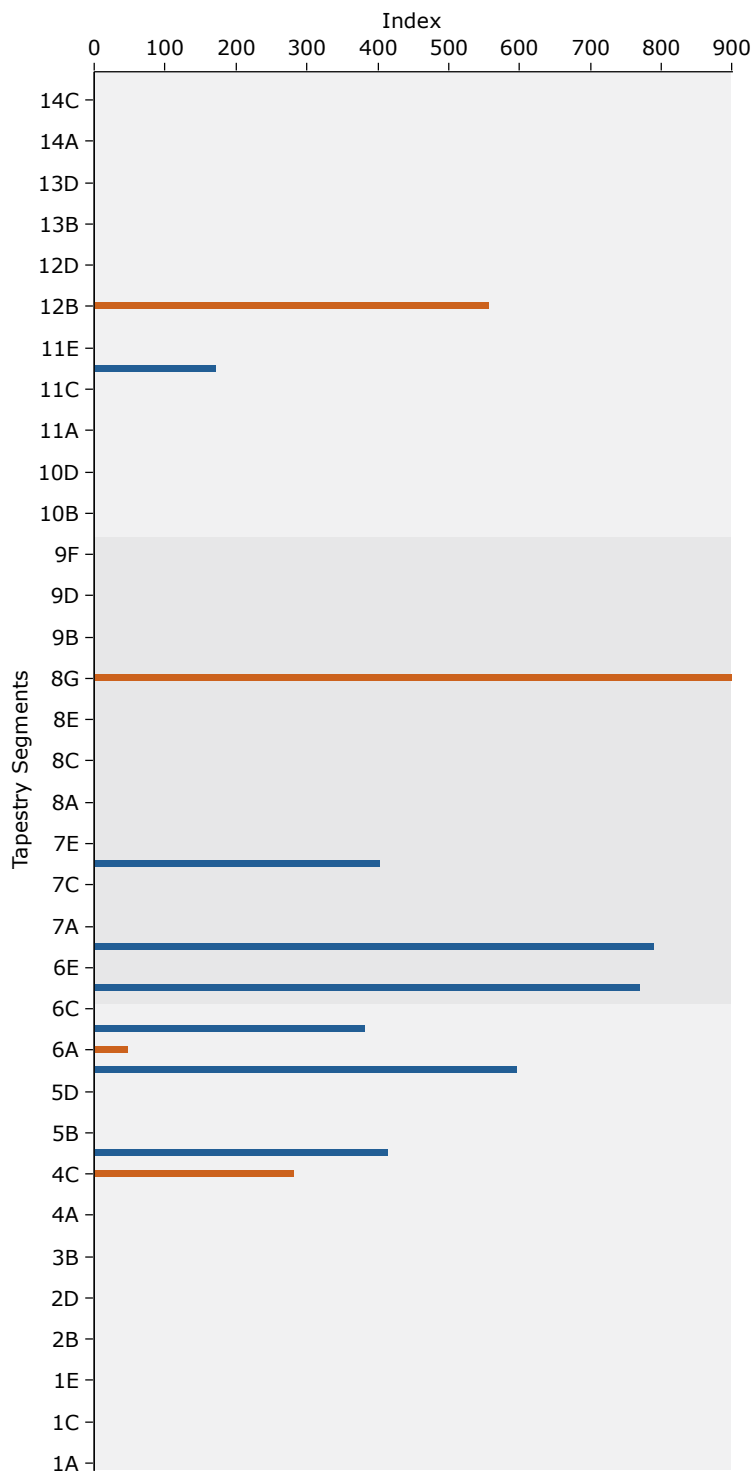


Tapestry Segmentation Area Profile

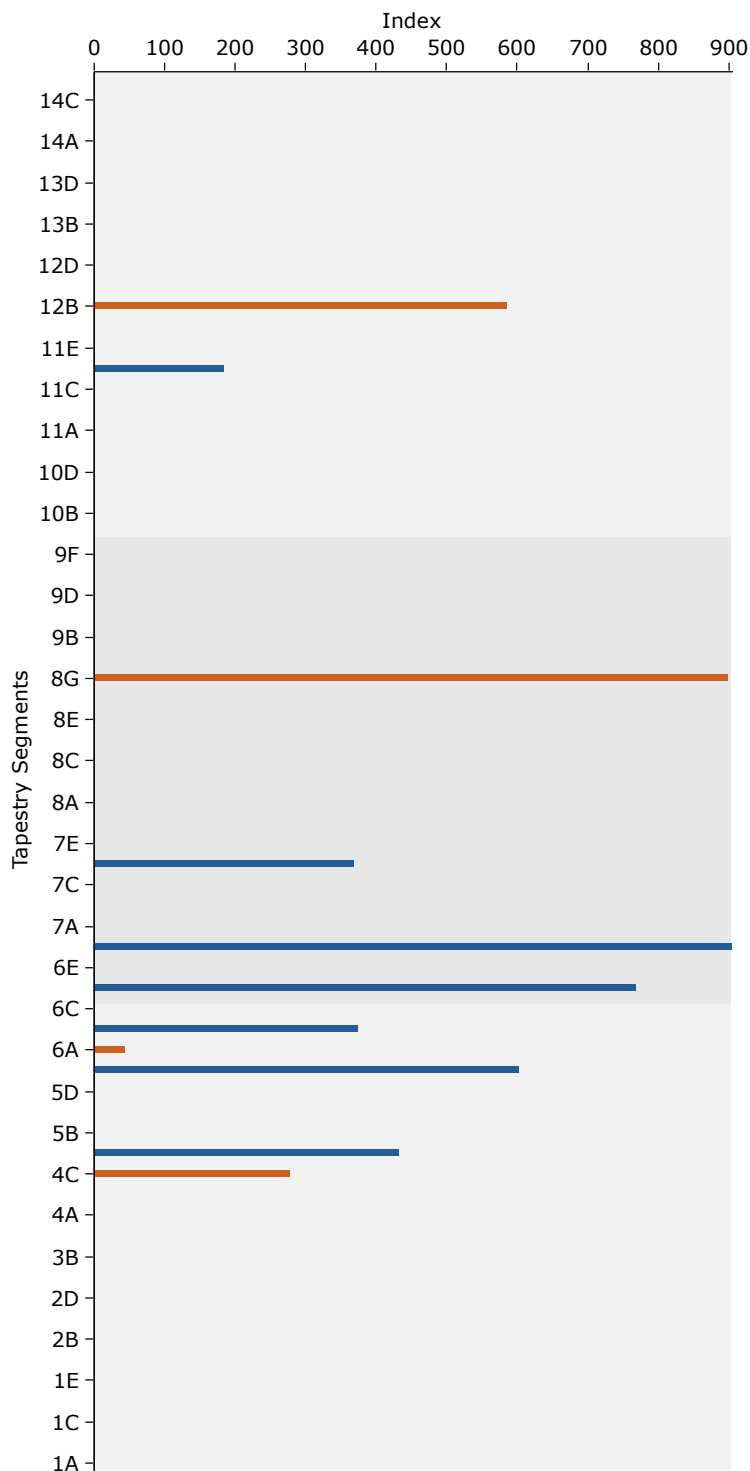
Marshalltown, Iowa
2-98 N Center St, Marshalltown, Iowa, 50158
Drive Time: 20 minute radius

Iowa Downtown Resource Center
Latitude: 42.04920
Longitude: -92.91293

2020 Tapestry Indexes by Households



2020 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

Marshalltown, Iowa
2-98 N Center St, Marshalltown, Iowa, 50158
Drive Time: 20 minute radius

Iowa Downtown Resource Center
Latitude: 42.04920
Longitude: -92.91293

Tapestry LifeMode Groups	2020 Households			2020 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	14,385	100.0%		29,123	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	1,199	8.3%	110	2,397	8.2%	104
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	1,199	8.3%	284	2,397	8.2%	280
5. GenXurban	3,588	24.9%	221	7,198	24.7%	228
Comfortable Empty Nesters (5A)	1,465	10.2%	416	3,092	10.6%	434
In Style (5B)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	2,123	14.8%	598	4,106	14.1%	605
6. Cozy Country Living	5,572	38.7%	322	11,497	39.5%	333
Green Acres (6A)	224	1.6%	48	451	1.5%	46
Salt of the Earth (6B)	1,577	11.0%	383	3,146	10.8%	376
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	1,179	8.2%	771	2,298	7.9%	770
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	2,592	18.0%	791	5,602	19.2%	906
7. Ethnic Enclaves	604	4.2%	59	1,351	4.6%	56
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)	604	4.2%	404	1,351	4.6%	371
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

February 12, 2021



Tapestry Segmentation Area Profile

Marshalltown, Iowa
2-98 N Center St, Marshalltown, Iowa, 50158
Drive Time: 20 minute radius

Iowa Downtown Resource Center
Latitude: 42.04920
Longitude: -92.91293

Tapestry LifeMode Groups	2020 Households			2020 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	14,385	100.0%		29,123	100.0%	
8. Middle Ground	1,547	10.8%	99	3,002	10.3%	103
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	1,547	10.8%	901	3,002	10.3%	901
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	344	2.4%	39	637	2.2%	40
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)	344	2.4%	173	637	2.2%	186
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	1,531	10.6%	176	3,041	10.4%	183
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	1,531	10.6%	558	3,041	10.4%	587
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	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

February 12, 2021



Tapestry Segmentation Area Profile

Marshalltown, Iowa
2-98 N Center St, Marshalltown, Iowa, 50158
Drive Time: 20 minute radius

Iowa Downtown Resource Center
Latitude: 42.04920
Longitude: -92.91293

Tapestry Urbanization Groups	2020 Households			2020 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	14,385	100.0%		29,123	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	604	4.2%	25	1,351	4.6%	26
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	604	4.2%	404	1,351	4.6%	371
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	3,422	23.8%	131	6,680	22.9%	137
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)	1,547	10.8%	901	3,002	10.3%	901
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)	344	2.4%	173	637	2.2%	186
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	1,531	10.6%	558	3,041	10.4%	587
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

February 12, 2021



Tapestry Segmentation Area Profile

Marshalltown, Iowa
2-98 N Center St, Marshalltown, Iowa, 50158
Drive Time: 20 minute radius

Iowa Downtown Resource Center
Latitude: 42.04920
Longitude: -92.91293

Tapestry Urbanization Groups	2020 Households			2020 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	14,385	100.0%		29,123	100.0%	
4. Suburban Periphery	3,588	24.9%	78	7,198	24.7%	75
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)	1,465	10.2%	416	3,092	10.6%	434
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	2,123	14.8%	598	4,106	14.1%	605
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	3,791	26.4%	281	7,999	27.5%	303
Middleburg (4C)	1,199	8.3%	284	2,397	8.2%	280
Heartland Communities (6F)	2,592	18.0%	791	5,602	19.2%	906
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	2,980	20.7%	123	5,895	20.2%	120
Green Acres (6A)	224	1.6%	48	451	1.5%	46
Salt of the Earth (6B)	1,577	11.0%	383	3,146	10.8%	376
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	1,179	8.2%	771	2,298	7.9%	770
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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

Source: Esri

February 12, 2021