



# Tapestry Segmentation Area Profile

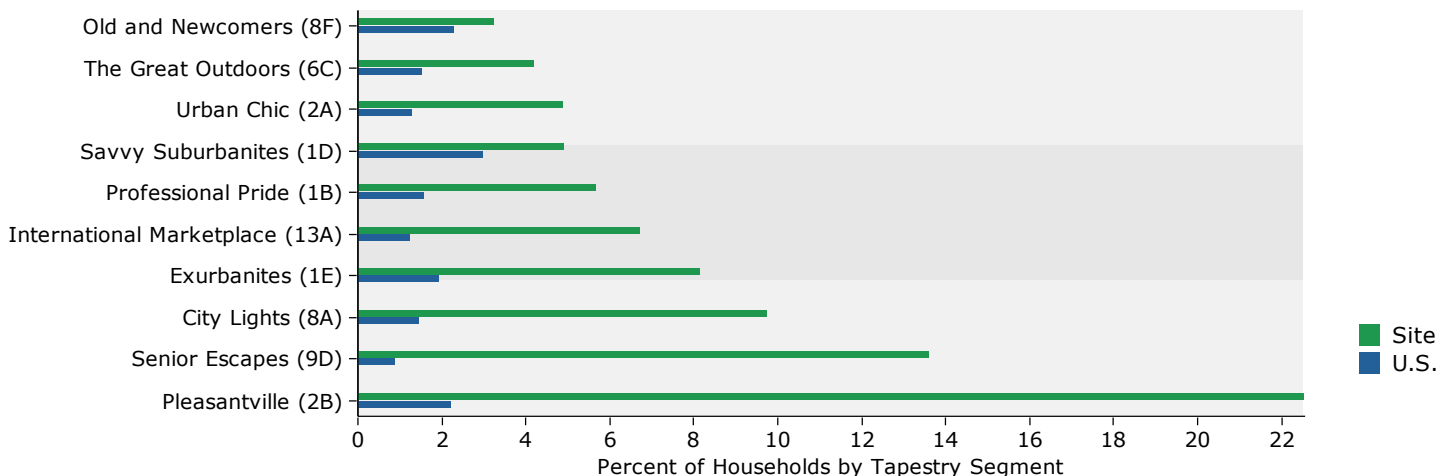
Riverhead Primary Market Area 1  
Area: 118.87 square miles

Prepared by Esri

## Top Twenty Tapestry Segments

Rank	Tapestry Segment	2015 Households		2015 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Pleasantville (2B)	22.6%	22.6%	2.2%	2.2%	1012
2	Senior Escapes (9D)	13.6%	36.2%	0.9%	3.1%	1,499
3	City Lights (8A)	9.8%	46.0%	1.5%	4.6%	661
4	Exurbanites (1E)	8.2%	54.2%	1.9%	6.5%	420
5	International Marketplace (13A)	6.7%	60.9%	1.2%	7.7%	545
	<b>Subtotal</b>	<b>60.9%</b>		<b>7.7%</b>		
6	Professional Pride (1B)	5.7%	66.6%	1.6%	9.3%	356
7	Savvy Suburbanites (1D)	5.0%	71.6%	3.0%	12.3%	166
8	Urban Chic (2A)	4.9%	76.5%	1.3%	13.6%	371
9	The Great Outdoors (6C)	4.2%	80.7%	1.6%	15.2%	270
10	Old and Newcomers (8F)	3.3%	84.0%	2.3%	17.5%	140
	<b>Subtotal</b>	<b>23.1%</b>		<b>9.8%</b>		
11	Parks and Rec (5C)	3.1%	87.1%	2.0%	19.5%	155
12	Rural Resort Dwellers (6E)	2.9%	90.0%	1.0%	20.5%	286
13	The Elders (9C)	2.9%	92.9%	0.7%	21.2%	392
14	Soccer Moms (4A)	2.1%	95.0%	2.8%	24.0%	73
15	Down the Road (10D)	2.0%	97.0%	1.1%	25.1%	175
	<b>Subtotal</b>	<b>13.0%</b>		<b>7.6%</b>		
16	American Dreamers (7C)	1.8%	98.8%	1.5%	26.6%	123
17	Golden Years (9B)	1.4%	100.2%	1.3%	27.9%	102
	<b>Subtotal</b>	<b>3.2%</b>		<b>2.8%</b>		
	<b>Total</b>	<b>100.0%</b>		<b>28.1%</b>		<b>356</b>

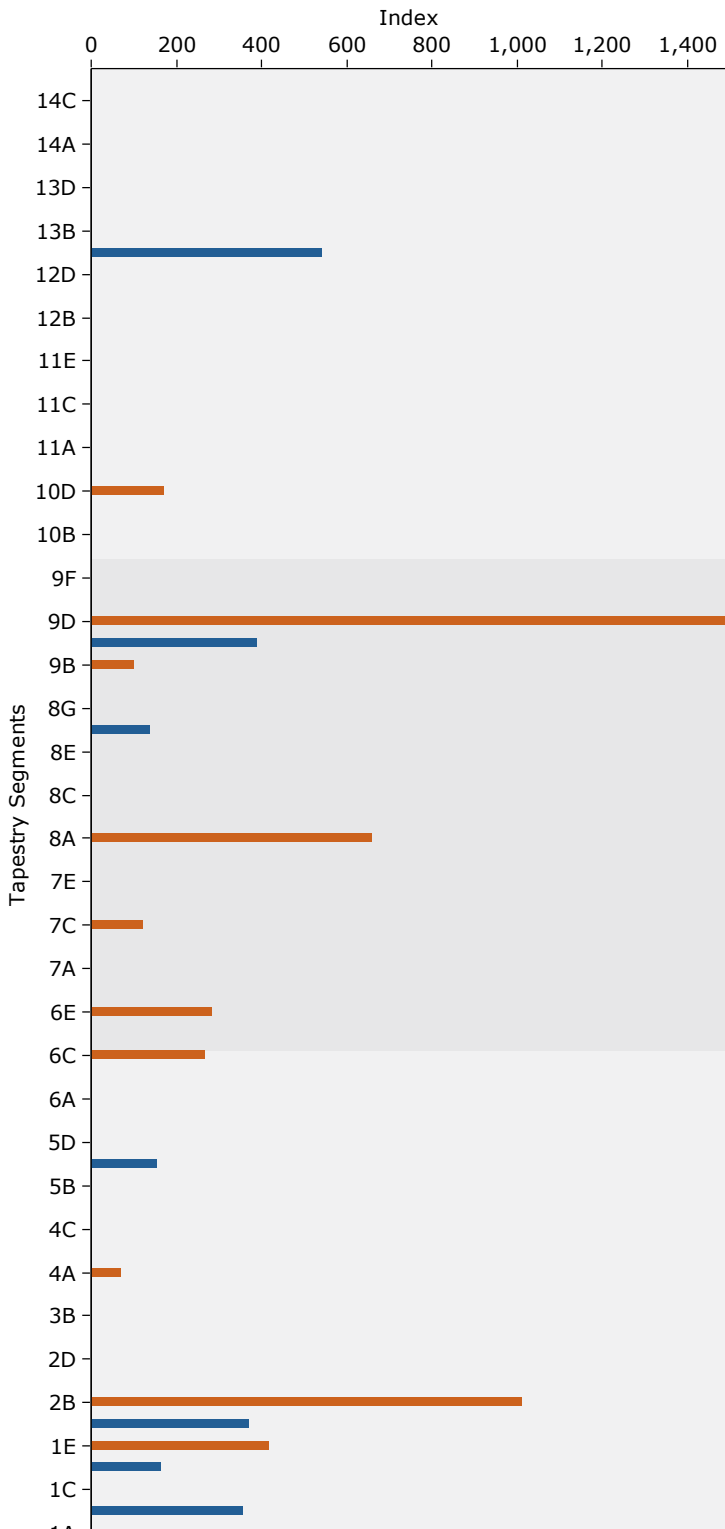
## Top Ten Tapestry Segments Site vs. U.S.



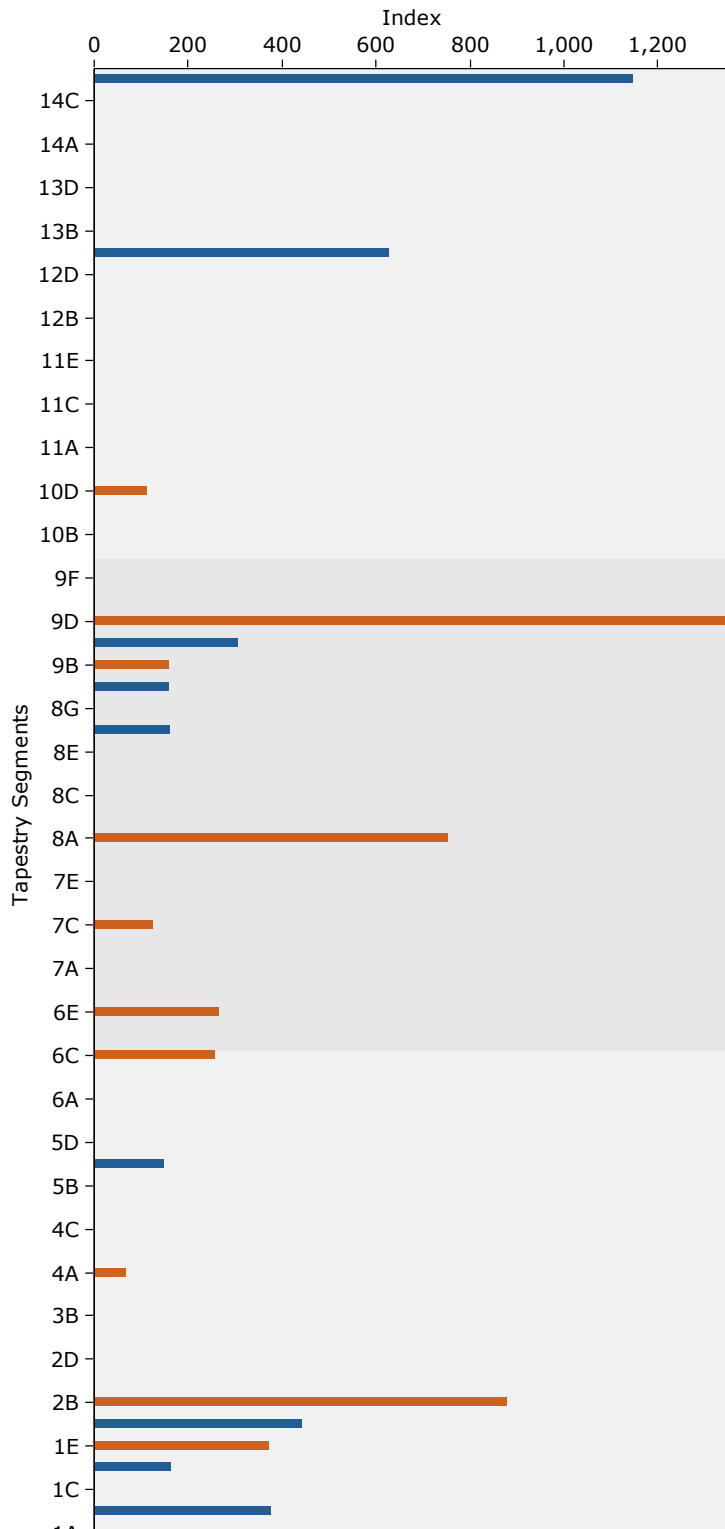
**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United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

**Source:** Esri

### 2015 Tapestry Indexes by Households



### 2015 Tapestry Indexes by Population



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Tapestry LifeMode Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	18,584	100.0%		51,848	100.0%	
<b>1. Affluent Estates</b>	<b>3,495</b>	<b>18.8%</b>	<b>193</b>	<b>10,055</b>	<b>19.4%</b>	<b>182</b>
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	1,057	5.7%	356	3,715	7.2%	380
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	920	5.0%	166	2,747	5.3%	165
Exurbanites (1E)	1,518	8.2%	420	3,593	6.9%	373
<b>2. Upscale Avenues</b>	<b>5,103</b>	<b>27.5%</b>	<b>485</b>	<b>13,930</b>	<b>26.9%</b>	<b>461</b>
Urban Chic (2A)	910	4.9%	371	2,789	5.4%	444
Pleasantville (2B)	4,193	22.6%	1,012	11,141	21.5%	880
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
<b>3. Uptown Individuals</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>4. Family Landscapes</b>	<b>384</b>	<b>2.1%</b>	<b>28</b>	<b>1,156</b>	<b>2.2%</b>	<b>28</b>
Soccer Moms (4A)	384	2.1%	73	1,156	2.2%	70
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	0	0.0%	0	0	0.0%	0
<b>5. GenXurban</b>	<b>577</b>	<b>3.1%</b>	<b>27</b>	<b>1,488</b>	<b>2.9%</b>	<b>27</b>
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)	577	3.1%	155	1,488	2.9%	150
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
<b>6. Cozy Country Living</b>	<b>1,325</b>	<b>7.1%</b>	<b>59</b>	<b>3,151</b>	<b>6.1%</b>	<b>52</b>
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	782	4.2%	270	1,956	3.8%	260
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	543	2.9%	286	1,195	2.3%	266
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
<b>7. Ethnic Enclaves</b>	<b>335</b>	<b>1.8%</b>	<b>26</b>	<b>1,170</b>	<b>2.3%</b>	<b>26</b>
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)	335	1.8%	123	1,170	2.3%	127
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

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	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	18,584	100.0%		51,848	100.0%	
<b>8. Middle Ground</b>	<b>2,419</b>	<b>13.0%</b>	<b>119</b>	<b>7,317</b>	<b>14.1%</b>	<b>140</b>
City Lights (8A)	1,812	9.8%	661	5,701	11.0%	754
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)	607	3.3%	140	1,616	3.1%	163
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
<b>9. Senior Styles</b>	<b>3,324</b>	<b>17.9%</b>	<b>310</b>	<b>7,111</b>	<b>13.7%</b>	<b>310</b>
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	256	1.4%	102	901	1.7%	161
The Elders (9C)	533	2.9%	392	753	1.5%	307
Senior Escapes (9D)	2,535	13.6%	1,499	5,457	10.5%	1,360
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
<b>10. Rustic Outposts</b>	<b>371</b>	<b>2.0%</b>	<b>24</b>	<b>719</b>	<b>1.4%</b>	<b>16</b>
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)	371	2.0%	175	719	1.4%	115
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
<b>11. Midtown Singles</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>12. Hometown</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
<b>13. Next Wave</b>	<b>1,251</b>	<b>6.7%</b>	<b>173</b>	<b>4,701</b>	<b>9.1%</b>	<b>184</b>
International Marketplace (13A)	1,251	6.7%	545	4,701	9.1%	629
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
<b>14. Scholars and Patriots</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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	1,050	2.0%	1,149

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<b>Total:</b>	18,584	100.0%		51,848	100.0%	
<b>1. Principal Urban Center</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>2. Urban Periphery</b>	<b>3,398</b>	<b>18.3%</b>	<b>108</b>	<b>11,572</b>	<b>22.3%</b>	<b>120</b>
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)	335	1.8%	123	1,170	2.3%	127
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)	1,812	9.8%	661	5,701	11.0%	754
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)	1,251	6.7%	545	4,701	9.1%	629
Las Casas (13B)	0	0.0%	0	0	0.0%	0
<b>3. Metro Cities</b>	<b>607</b>	<b>3.3%</b>	<b>18</b>	<b>1,616</b>	<b>3.1%</b>	<b>19</b>
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)	607	3.3%	140	1,616	3.1%	163
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	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)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

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<b>4. Suburban Periphery</b>	<b>10,348</b>	<b>55.7%</b>	<b>177</b>	<b>28,283</b>	<b>54.5%</b>	<b>169</b>
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	1,057	5.7%	356	3,715	7.2%	380
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Soccer Moms (4A)	384	2.1%	73	1,156	2.2%	70
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)	577	3.1%	155	1,488	2.9%	150
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
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The Elders (9C)	533	2.9%	392	753	1.5%	307
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
<b>5. Semirural</b>	<b>2,906</b>	<b>15.6%</b>	<b>166</b>	<b>6,176</b>	<b>11.9%</b>	<b>130</b>
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	2,535	13.6%	1,499	5,457	10.5%	1,360
Down the Road (10D)	371	2.0%	175	719	1.4%	115
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
<b>6. Rural</b>	<b>1,325</b>	<b>7.1%</b>	<b>42</b>	<b>3,151</b>	<b>6.1%</b>	<b>36</b>
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	782	4.2%	270	1,956	3.8%	260
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
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Diners & Miners (10C)	0	0.0%	0	0	0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	1,050	2.0%	1,149

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