



Tapestry Segmentation Area Profile

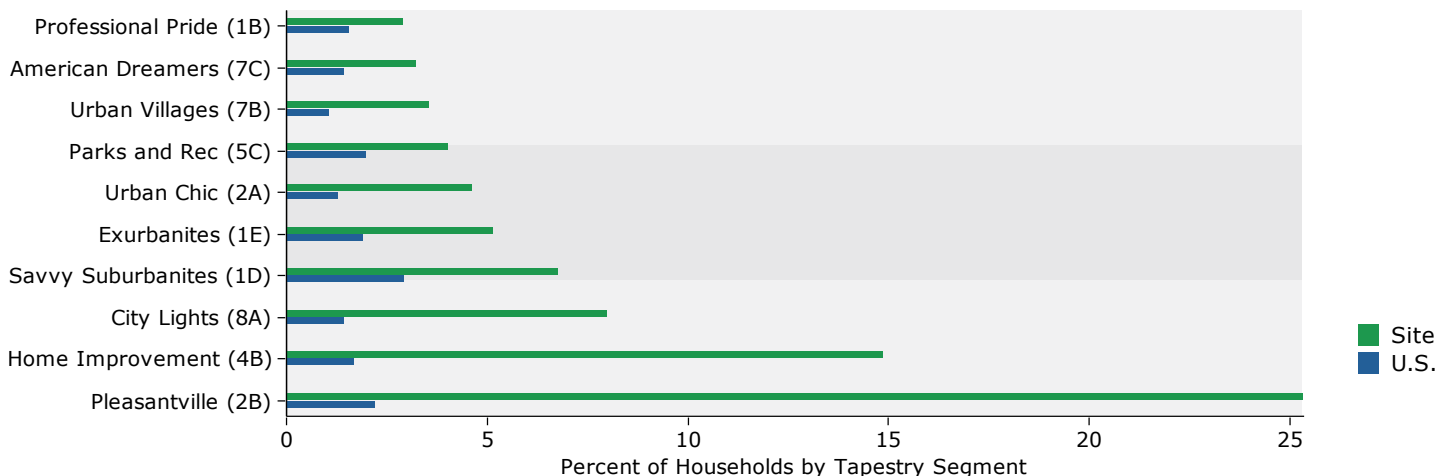
Downtown Riverhead
 1 E Main St, Riverhead, New York, 11901
 Drive Time: 30 minute radius

Prepared by Esri
 Latitude: 40.91702
 Longitude: -72.66201

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2015 Households		2015 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Pleasantville (2B)	25.3%	25.3%	2.2%	2.2%	1131
2	Home Improvement (4B)	14.9%	40.2%	1.7%	3.9%	865
3	City Lights (8A)	8.0%	48.2%	1.5%	5.4%	542
4	Savvy Suburbanites (1D)	6.8%	55.0%	3.0%	8.4%	228
5	Exurbanites (1E)	5.1%	60.1%	2.0%	10.4%	264
Subtotal		60.1%		10.4%		
6	Urban Chic (2A)	4.6%	64.7%	1.3%	11.7%	351
7	Parks and Rec (5C)	4.0%	68.7%	2.0%	13.7%	200
8	Urban Villages (7B)	3.6%	72.3%	1.1%	14.8%	331
9	American Dreamers (7C)	3.2%	75.5%	1.5%	16.3%	221
10	Professional Pride (1B)	2.9%	78.4%	1.6%	17.9%	184
Subtotal		18.3%		7.5%		
11	Golden Years (9B)	2.8%	81.2%	1.3%	19.2%	205
12	Soccer Moms (4A)	2.6%	83.8%	2.8%	22.0%	94
13	The Elders (9C)	2.6%	86.4%	0.7%	22.7%	356
14	Silver & Gold (9A)	2.1%	88.5%	0.8%	23.5%	281
15	Senior Escapes (9D)	1.9%	90.4%	0.9%	24.4%	213
Subtotal		12.0%		6.5%		
16	International Marketplace (13A)	1.8%	92.2%	1.2%	25.6%	145
17	Old and Newcomers (8F)	1.5%	93.7%	2.3%	27.9%	63
18	Enterprising Professionals (2D)	1.5%	95.2%	1.4%	29.3%	106
19	Retirement Communities (9E)	1.1%	96.3%	1.2%	30.5%	90
20	Bright Young Professionals (8C)	0.9%	97.2%	2.2%	32.7%	41
Subtotal		6.8%		8.3%		
Total		97.4%		32.7%		297

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

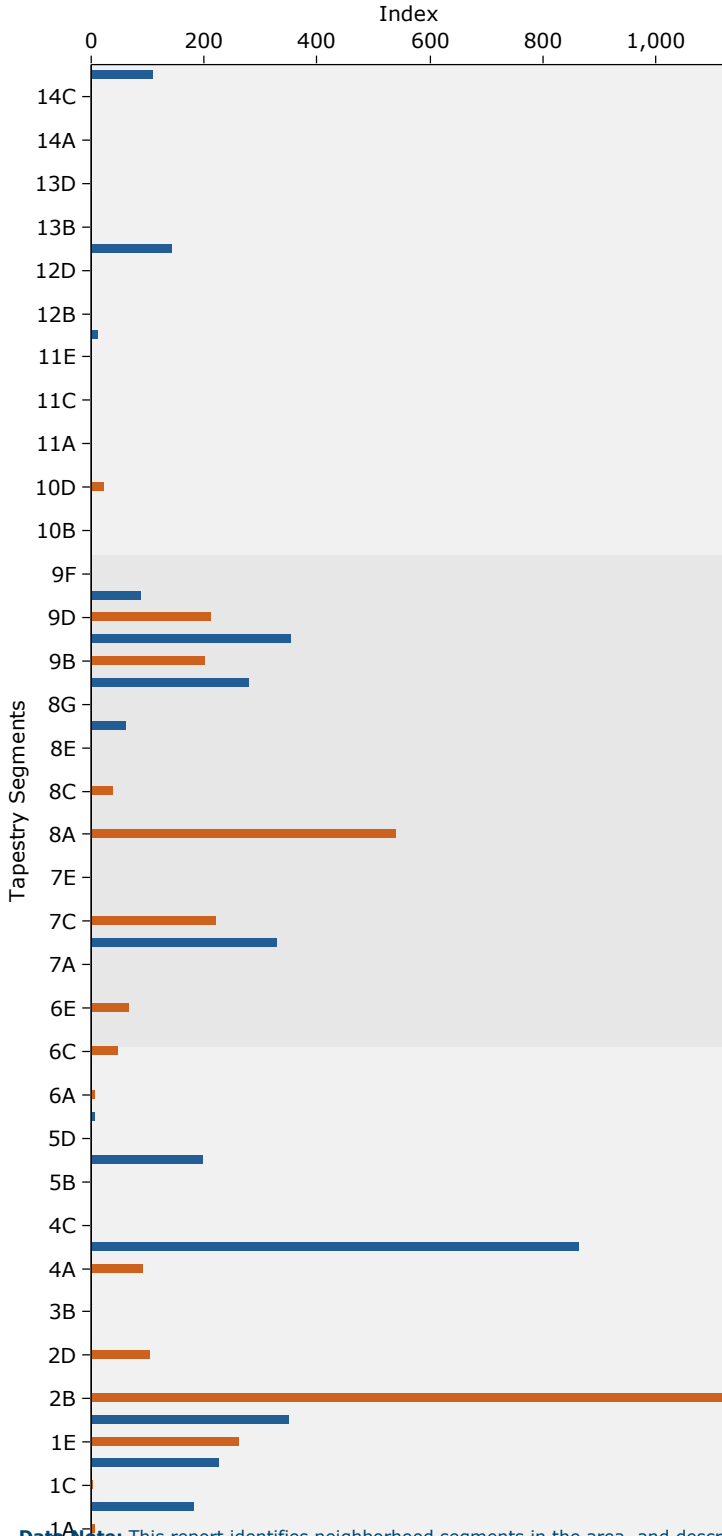


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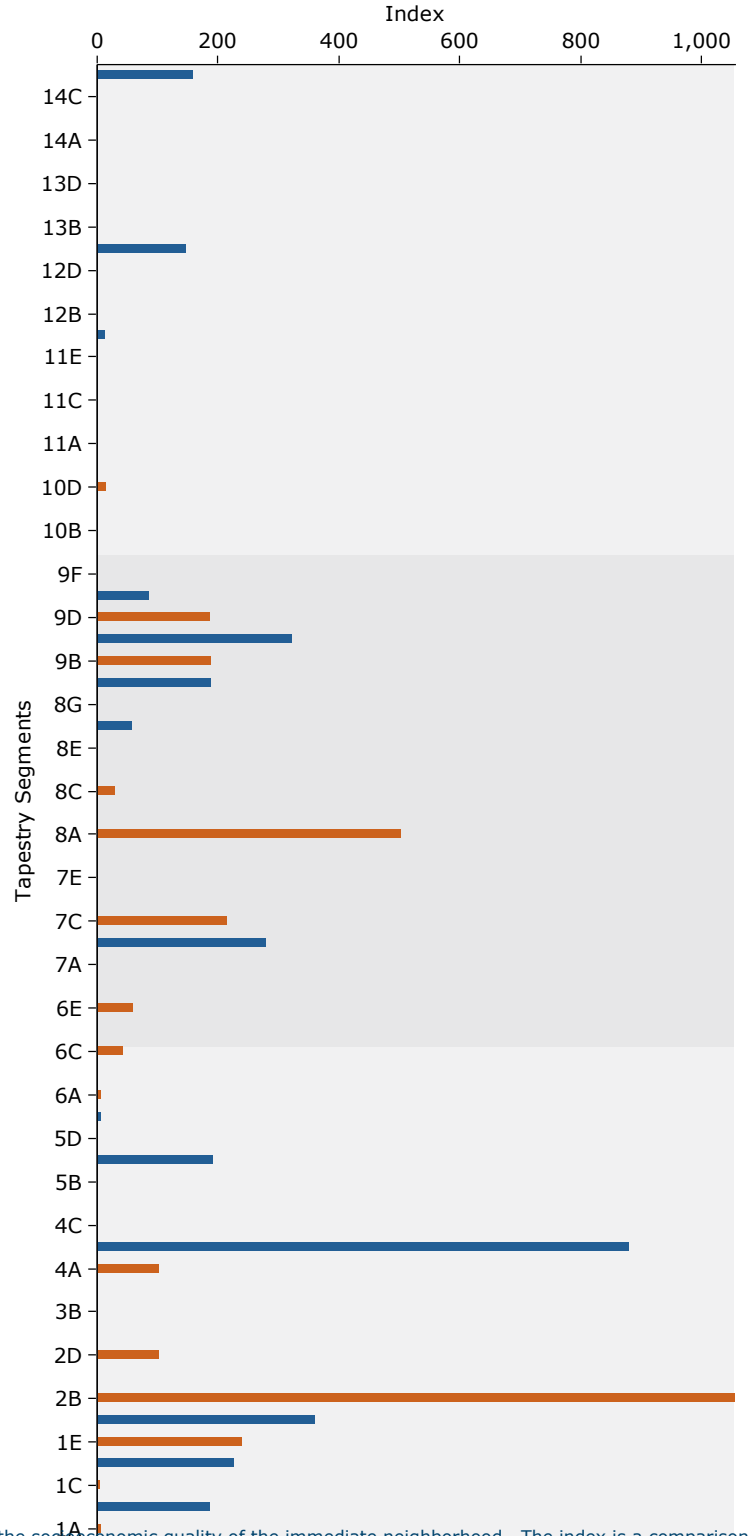
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2015 Tapestry Indexes by Households



2015 Tapestry Indexes by Population



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Tapestry LifeMode Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	131,161	100.0%		373,675	100.0%	
1. Affluent Estates	19,797	15.1%	155	58,257	15.6%	147
Top Tier (1A)	200	0.2%	9	550	0.1%	8
Professional Pride (1B)	3,833	2.9%	184	13,153	3.5%	188
Boomburbs (1C)	103	0.1%	5	432	0.1%	6
Savvy Suburbanites (1D)	8,907	6.8%	228	27,342	7.3%	228
Exurbanites (1E)	6,754	5.1%	264	16,780	4.5%	241
2. Upscale Avenues	41,247	31.4%	555	118,323	31.7%	543
Urban Chic (2A)	6,085	4.6%	351	16,397	4.4%	362
Pleasantville (2B)	33,244	25.3%	1,131	96,953	25.9%	1,057
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	1,918	1.5%	106	4,973	1.3%	103
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	23,014	17.5%	239	73,823	19.8%	248
Soccer Moms (4A)	3,473	2.6%	94	12,275	3.3%	104
Home Improvement (4B)	19,541	14.9%	865	61,548	16.5%	881
Middleburg (4C)	0	0.0%	0	0	0.0%	0
5. GenXurban	5,615	4.3%	37	14,594	3.9%	36
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)	5,309	4.0%	200	13,893	3.7%	193
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	306	0.2%	9	701	0.2%	8
6. Cozy Country Living	2,247	1.7%	14	5,415	1.4%	12
Green Acres (6A)	328	0.3%	8	944	0.3%	8
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	996	0.8%	49	2,461	0.7%	45
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	923	0.7%	69	2,010	0.5%	62
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
7. Ethnic Enclaves	8,935	6.8%	99	30,674	8.2%	94
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	4,686	3.6%	331	16,352	4.4%	282
American Dreamers (7C)	4,249	3.2%	221	14,322	3.8%	216
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
Total:	131,161	100.0%		373,675	100.0%	
8. Middle Ground	13,611	10.4%	95	34,070	9.1%	90
City Lights (8A)	10,504	8.0%	542	27,491	7.4%	504
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	1,174	0.9%	41	2,382	0.6%	32
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)	1,933	1.5%	63	4,197	1.1%	59
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	13,776	10.5%	183	28,213	7.6%	171
Silver & Gold (9A)	2,768	2.1%	281	6,389	1.7%	294
Golden Years (9B)	3,610	2.8%	205	7,658	2.0%	190
The Elders (9C)	3,420	2.6%	356	5,757	1.5%	325
Senior Escapes (9D)	2,545	1.9%	213	5,490	1.5%	189
Retirement Communities (9E)	1,433	1.1%	90	2,919	0.8%	86
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
10. Rustic Outposts	371	0.3%	3	719	0.2%	2
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	0.3%	25	719	0.2%	16
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
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	201	0.2%	2	592	0.2%	3
Family Foundations (12A)	201	0.2%	14	592	0.2%	14
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	2,345	1.8%	46	7,927	2.1%	43
International Marketplace (13A)	2,345	1.8%	145	7,927	2.1%	148
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)	2	0.0%	112	1,068	0.3%	160

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Tapestry Urbanization Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	131,161	100.0%		373,675	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	23,159	17.7%	105	69,066	18.5%	99
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)	4,686	3.6%	331	16,352	4.4%	282
American Dreamers (7C)	4,249	3.2%	221	14,322	3.8%	216
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)	10,504	8.0%	542	27,491	7.4%	504
Bright Young Professionals (8C)	1,174	0.9%	41	2,382	0.6%	32
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	201	0.2%	14	592	0.2%	14
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	2,345	1.8%	145	7,927	2.1%	148
Las Casas (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	3,366	2.6%	14	7,116	1.9%	12
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)	1,933	1.5%	63	4,197	1.1%	59
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	1,433	1.1%	90	2,919	0.8%	86
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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Total:	131,161	100.0%		373,675	100.0%	
4. Suburban Periphery	99,471	75.8%	241	284,801	76.2%	236
Top Tier (1A)	200	0.2%	9	550	0.1%	8
Professional Pride (1B)	3,833	2.9%	184	13,153	3.5%	188
Boomburbs (1C)	103	0.1%	5	432	0.1%	6
Savvy Suburbanites (1D)	8,907	6.8%	228	27,342	7.3%	228
Exurbanites (1E)	6,754	5.1%	264	16,780	4.5%	241
Urban Chic (2A)	6,085	4.6%	351	16,397	4.4%	362
Pleasantville (2B)	33,244	25.3%	1,131	96,953	25.9%	1,057
Enterprising Professionals (2D)	1,918	1.5%	106	4,973	1.3%	103
Soccer Moms (4A)	3,473	2.6%	94	12,275	3.3%	104
Home Improvement (4B)	19,541	14.9%	865	61,548	16.5%	881
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	5,309	4.0%	200	13,893	3.7%	193
Midlife Constants (5E)	306	0.2%	9	701	0.2%	8
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Silver & Gold (9A)	2,768	2.1%	281	6,389	1.7%	294
Golden Years (9B)	3,610	2.8%	205	7,658	2.0%	190
The Elders (9C)	3,420	2.6%	356	5,757	1.5%	325
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	2,916	2.2%	24	6,209	1.7%	18
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)	2,545	1.9%	213	5,490	1.5%	189
Down the Road (10D)	371	0.3%	25	719	0.2%	16
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
6. Rural	2,247	1.7%	10	5,415	1.4%	9
Green Acres (6A)	328	0.3%	8	944	0.3%	8
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	996	0.8%	49	2,461	0.7%	45
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	923	0.7%	69	2,010	0.5%	62
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	2	0.0%	112	1,068	0.3%	160

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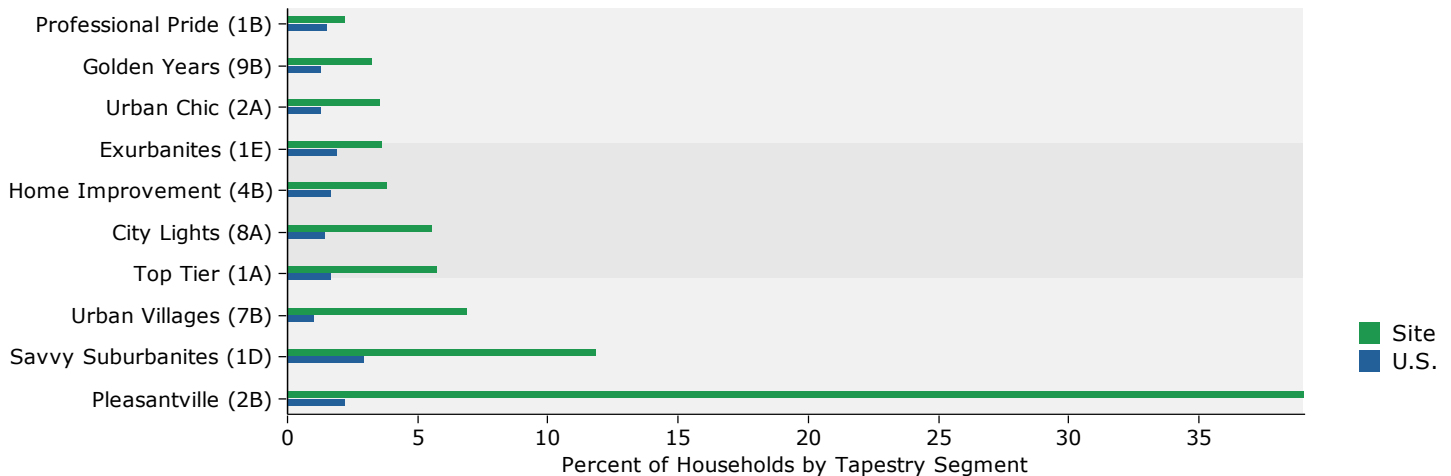
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Rank	Tapestry Segment	2015 Households		2015 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Pleasantville (2B)	39.1%	39.1%	2.2%	2.2%	1743
2	Savvy Suburbanites (1D)	11.9%	51.0%	3.0%	5.2%	399
3	Urban Villages (7B)	6.9%	57.9%	1.1%	6.3%	640
4	Top Tier (1A)	5.8%	63.7%	1.7%	8.0%	336
5	City Lights (8A)	5.6%	69.3%	1.5%	9.5%	380
Subtotal		69.3%		9.5%		
6	Home Improvement (4B)	3.9%	73.2%	1.7%	11.2%	226
7	Exurbanites (1E)	3.7%	76.9%	2.0%	13.2%	188
8	Urban Chic (2A)	3.6%	80.5%	1.3%	14.5%	270
9	Golden Years (9B)	3.3%	83.8%	1.3%	15.8%	244
10	Professional Pride (1B)	2.2%	86.0%	1.6%	17.4%	141
Subtotal		16.7%		7.9%		
11	Silver & Gold (9A)	1.3%	87.3%	0.8%	18.2%	172
12	Enterprising Professionals (2D)	1.3%	88.6%	1.4%	19.6%	93
13	American Dreamers (7C)	1.1%	89.7%	1.5%	21.1%	77
14	Parks and Rec (5C)	1.1%	90.8%	2.0%	23.1%	56
15	Soccer Moms (4A)	1.1%	91.9%	2.8%	25.9%	38
Subtotal		5.9%		8.5%		
16	International Marketplace (13A)	1.0%	92.9%	1.2%	27.1%	81
17	The Elders (9C)	0.9%	93.8%	0.7%	27.8%	129
18	Las Casas (13B)	0.9%	94.7%	0.7%	28.5%	116
19	Retirement Communities (9E)	0.8%	95.5%	1.2%	29.7%	66
20	Bright Young Professionals (8C)	0.5%	96.0%	2.2%	31.9%	25
Subtotal		4.1%		6.0%		
Total		96.0%		32.0%		300

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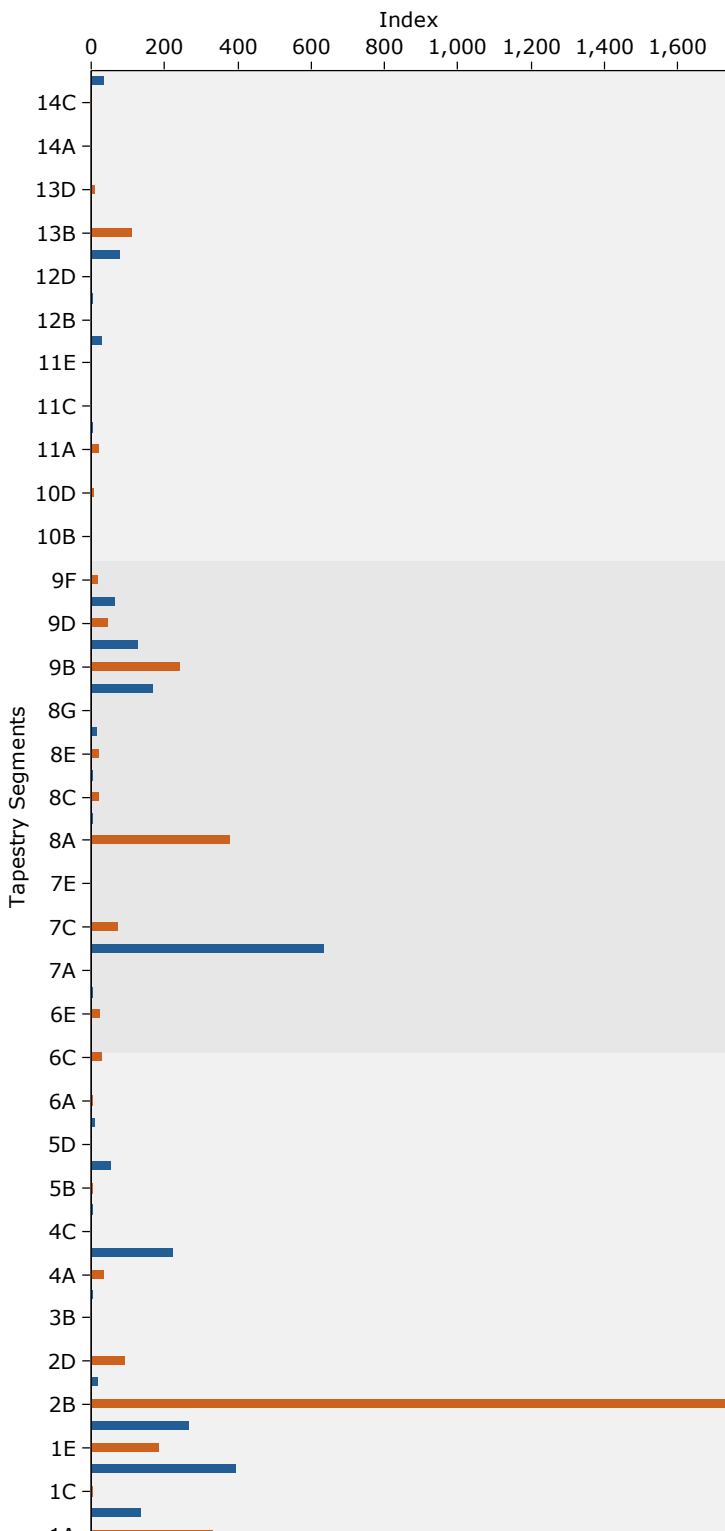


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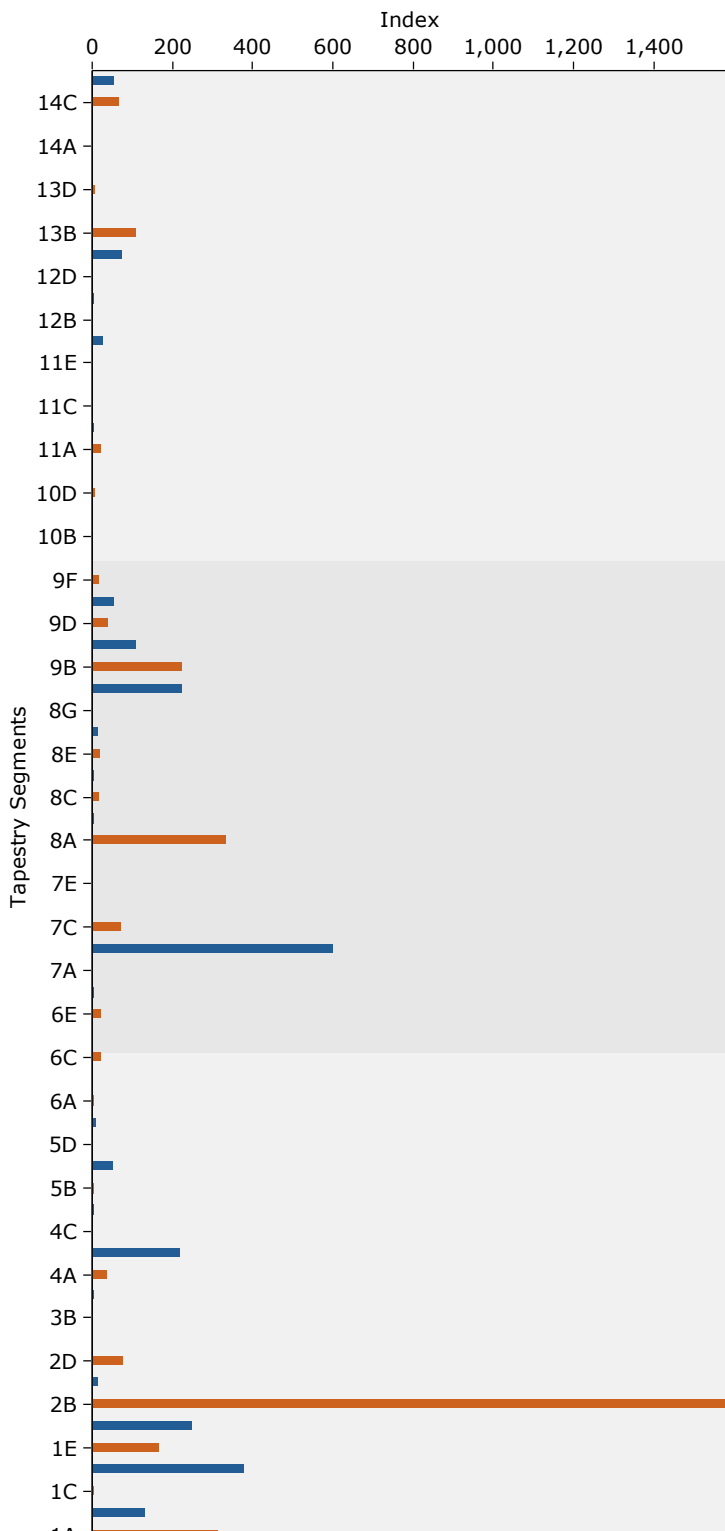
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Tapestry LifeMode Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	565,049	100.0%		1,681,694	100.0%	
1. Affluent Estates	133,777	23.7%	244	401,313	23.9%	225
Top Tier (1A)	32,732	5.8%	336	99,437	5.9%	317
Professional Pride (1B)	12,672	2.2%	141	41,917	2.5%	133
Boomburbs (1C)	450	0.1%	5	1,717	0.1%	6
Savvy Suburbanites (1D)	67,218	11.9%	399	205,328	12.2%	380
Exurbanites (1E)	20,705	3.7%	188	52,914	3.1%	169
2. Upscale Avenues	248,969	44.1%	778	728,031	43.3%	742
Urban Chic (2A)	20,160	3.6%	270	51,555	3.1%	253
Pleasantville (2B)	220,787	39.1%	1,743	657,077	39.1%	1,592
Pacific Heights (2C)	818	0.1%	20	2,233	0.1%	15
Enterprising Professionals (2D)	7,204	1.3%	93	17,166	1.0%	79
3. Uptown Individuals	402	0.1%	2	858	0.1%	2
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)	402	0.1%	7	858	0.1%	6
4. Family Landscapes	28,037	5.0%	68	90,020	5.4%	67
Soccer Moms (4A)	6,026	1.1%	38	20,790	1.2%	39
Home Improvement (4B)	22,011	3.9%	226	69,230	4.1%	220
Middleburg (4C)	0	0.0%	0	0	0.0%	0
5. GenXurban	8,928	1.6%	14	23,342	1.4%	13
Comfortable Empty Nesters (5A)	414	0.1%	3	1,057	0.1%	3
In Style (5B)	351	0.1%	3	645	0.0%	2
Parks and Rec (5C)	6,343	1.1%	56	17,088	1.0%	53
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	1,820	0.3%	13	4,552	0.3%	12
6. Cozy Country Living	4,889	0.9%	7	11,639	0.7%	6
Green Acres (6A)	328	0.1%	2	944	0.1%	2
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	2,616	0.5%	30	6,144	0.4%	25
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	1,560	0.3%	27	3,485	0.2%	24
Heartland Communities (6F)	385	0.1%	3	1,066	0.1%	3
7. Ethnic Enclaves	45,409	8.0%	117	178,920	10.6%	122
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	39,048	6.9%	640	157,362	9.4%	604
American Dreamers (7C)	6,361	1.1%	77	21,558	1.3%	72
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

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

Source: Esri



Tapestry Segmentation Area Profile

Downtown Riverhead
 1 E Main St, Riverhead, New York, 11901
 Drive Time: 60 minute radius

Prepared by Esri
 Latitude: 40.91702
 Longitude: -72.66201

Tapestry LifeMode Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	565,049	100.0%		1,681,694	100.0%	
8. Middle Ground	39,834	7.0%	65	100,348	6.0%	59
City Lights (8A)	31,759	5.6%	381	82,475	4.9%	336
Emerald City (8B)	334	0.1%	4	585	0.0%	3
Bright Young Professionals (8C)	3,065	0.5%	25	6,389	0.4%	19
Downtown Melting Pot (8D)	76	0.0%	2	235	0.0%	2
Front Porches (8E)	2,263	0.4%	25	5,512	0.3%	21
Old and Newcomers (8F)	2,337	0.4%	18	5,152	0.3%	16
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	39,228	6.9%	121	81,611	4.9%	110
Silver & Gold (9A)	7,300	1.3%	172	15,859	0.9%	162
Golden Years (9B)	18,539	3.3%	244	40,892	2.4%	225
The Elders (9C)	5,343	0.9%	129	8,900	0.5%	112
Senior Escapes (9D)	2,545	0.5%	49	5,490	0.3%	42
Retirement Communities (9E)	4,494	0.8%	66	8,595	0.5%	56
Social Security Set (9F)	1,007	0.2%	22	1,875	0.1%	19
10. Rustic Outposts	725	0.1%	2	1,611	0.1%	1
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)	725	0.1%	11	1,611	0.1%	8
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	1,564	0.3%	4	4,899	0.3%	5
City Strivers (11A)	1,101	0.2%	25	3,786	0.2%	27
Young and Restless (11B)	463	0.1%	5	1,113	0.1%	5
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	2,285	0.4%	6	6,350	0.4%	7
Family Foundations (12A)	1,999	0.4%	33	5,673	0.3%	30
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	286	0.1%	3	677	0.0%	2
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	10,973	1.9%	50	41,788	2.5%	51
International Marketplace (13A)	5,614	1.0%	81	18,548	1.1%	77
Las Casas (13B)	4,882	0.9%	116	22,049	1.3%	113
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	477	0.1%	13	1,191	0.1%	9
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	26	0.0%	0	9,234	0.5%	28
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)	26	0.0%	1	9,234	0.5%	69
Unclassified (15)	3	0.0%	39	1,730	0.1%	57

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Source: Esri



Tapestry Segmentation Area Profile

Downtown Riverhead
 1 E Main St, Riverhead, New York, 11901
 Drive Time: 60 minute radius

Prepared by Esri
 Latitude: 40.91702
 Longitude: -72.66201

Tapestry Urbanization Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	565,049	100.0%		1,681,694	100.0%	
1. Principal Urban Center	2,056	0.4%	5	6,070	0.4%	6
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)	402	0.1%	7	858	0.1%	6
Downtown Melting Pot (8D)	76	0.0%	2	235	0.0%	2
City Strivers (11A)	1,101	0.2%	25	3,786	0.2%	27
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	477	0.1%	13	1,191	0.1%	9
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	93,546	16.6%	98	316,287	18.8%	101
Pacific Heights (2C)	818	0.1%	20	2,233	0.1%	15
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	39,048	6.9%	640	157,362	9.4%	604
American Dreamers (7C)	6,361	1.1%	77	21,558	1.3%	72
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	31,759	5.6%	381	82,475	4.9%	336
Bright Young Professionals (8C)	3,065	0.5%	25	6,389	0.4%	19
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	1,999	0.4%	33	5,673	0.3%	30
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	5,614	1.0%	81	18,548	1.1%	77
Las Casas (13B)	4,882	0.9%	116	22,049	1.3%	113
3. Metro Cities	11,275	2.0%	11	32,711	1.9%	12
In Style (5B)	351	0.1%	3	645	0.0%	2
Emerald City (8B)	334	0.1%	4	585	0.0%	3
Front Porches (8E)	2,263	0.4%	25	5,512	0.3%	21
Old and Newcomers (8F)	2,337	0.4%	18	5,152	0.3%	16
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	4,494	0.8%	66	8,595	0.5%	56
Social Security Set (9F)	1,007	0.2%	22	1,875	0.1%	19
Young and Restless (11B)	463	0.1%	5	1,113	0.1%	5
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)	26	0.0%	1	9,234	0.5%	69

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

Source: Esri



Tapestry Segmentation Area Profile

Downtown Riverhead
 1 E Main St, Riverhead, New York, 11901
 Drive Time: 60 minute radius

Prepared by Esri
 Latitude: 40.91702
 Longitude: -72.66201

Tapestry Urbanization Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	565,049	100.0%		1,681,694	100.0%	
4. Suburban Periphery	449,724	79.6%	253	1,305,479	77.6%	241
Top Tier (1A)	32,732	5.8%	336	99,437	5.9%	317
Professional Pride (1B)	12,672	2.2%	141	41,917	2.5%	133
Boomburbs (1C)	450	0.1%	5	1,717	0.1%	6
Savvy Suburbanites (1D)	67,218	11.9%	399	205,328	12.2%	380
Exurbanites (1E)	20,705	3.7%	188	52,914	3.1%	169
Urban Chic (2A)	20,160	3.6%	270	51,555	3.1%	253
Pleasantville (2B)	220,787	39.1%	1,743	657,077	39.1%	1,592
Enterprising Professionals (2D)	7,204	1.3%	93	17,166	1.0%	79
Soccer Moms (4A)	6,026	1.1%	38	20,790	1.2%	39
Home Improvement (4B)	22,011	3.9%	226	69,230	4.1%	220
Comfortable Empty Nesters (5A)	414	0.1%	3	1,057	0.1%	3
Parks and Rec (5C)	6,343	1.1%	56	17,088	1.0%	53
Midlife Constants (5E)	1,820	0.3%	13	4,552	0.3%	12
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	7,300	1.3%	172	15,859	0.9%	162
Golden Years (9B)	18,539	3.3%	244	40,892	2.4%	225
The Elders (9C)	5,343	0.9%	129	8,900	0.5%	112
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	3,941	0.7%	7	8,844	0.5%	6
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	385	0.1%	3	1,066	0.1%	3
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	2,545	0.5%	49	5,490	0.3%	42
Down the Road (10D)	725	0.1%	11	1,611	0.1%	8
Small Town Simplicity (12C)	286	0.1%	3	677	0.0%	2
6. Rural	4,504	0.8%	5	10,573	0.6%	4
Green Acres (6A)	328	0.1%	2	944	0.1%	2
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	2,616	0.5%	30	6,144	0.4%	25
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	1,560	0.3%	27	3,485	0.2%	24
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	3	0.0%	39	1,730	0.1%	57

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

Source: Esri



Tapestry Segmentation Area Profile

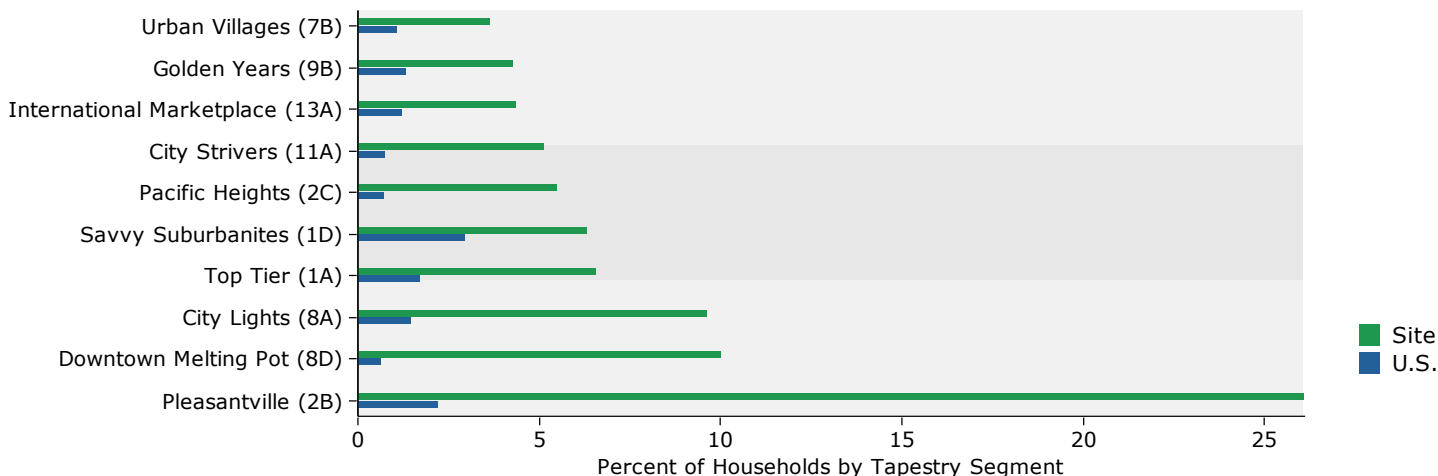
Downtown Riverhead
 1 E Main St, Riverhead, New York, 11901
 Drive Time: 90 minute radius

Prepared by Esri
 Latitude: 40.91702
 Longitude: -72.66201

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2015 Households		2015 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Pleasantville (2B)	26.1%	26.1%	2.2%	2.2%	1165
2	Downtown Melting Pot (8D)	10.0%	36.1%	0.7%	2.9%	1,520
3	City Lights (8A)	9.6%	45.7%	1.5%	4.4%	652
4	Top Tier (1A)	6.6%	52.3%	1.7%	6.1%	382
5	Savvy Suburbanites (1D)	6.3%	58.6%	3.0%	9.1%	213
Subtotal		58.6%		9.1%		
6	Pacific Heights (2C)	5.5%	64.1%	0.7%	9.8%	757
7	City Strivers (11A)	5.2%	69.3%	0.8%	10.6%	661
8	International Marketplace (13A)	4.4%	73.7%	1.2%	11.8%	355
9	Golden Years (9B)	4.3%	78.0%	1.3%	13.1%	322
10	Urban Villages (7B)	3.7%	81.7%	1.1%	14.2%	339
Subtotal		23.1%		5.1%		
11	Urban Chic (2A)	2.8%	84.5%	1.3%	15.5%	208
12	Exurbanites (1E)	2.0%	86.5%	2.0%	17.5%	103
13	High Rise Renters (13E)	1.6%	88.1%	0.5%	18.0%	313
14	Home Improvement (4B)	1.4%	89.5%	1.7%	19.7%	84
15	Trendsetters (3C)	1.3%	90.8%	1.1%	20.8%	122
Subtotal		9.1%		6.6%		
16	Family Foundations (12A)	1.2%	92.0%	1.1%	21.9%	114
17	Professional Pride (1B)	1.0%	93.0%	1.6%	23.5%	60
18	Retirement Communities (9E)	0.8%	93.8%	1.2%	24.7%	69
19	Las Casas (13B)	0.8%	94.6%	0.7%	25.4%	101
20	Enterprising Professionals (2D)	0.6%	95.2%	1.4%	26.8%	45
Subtotal		4.4%		6.0%		
Total		95.2%		26.8%		355

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

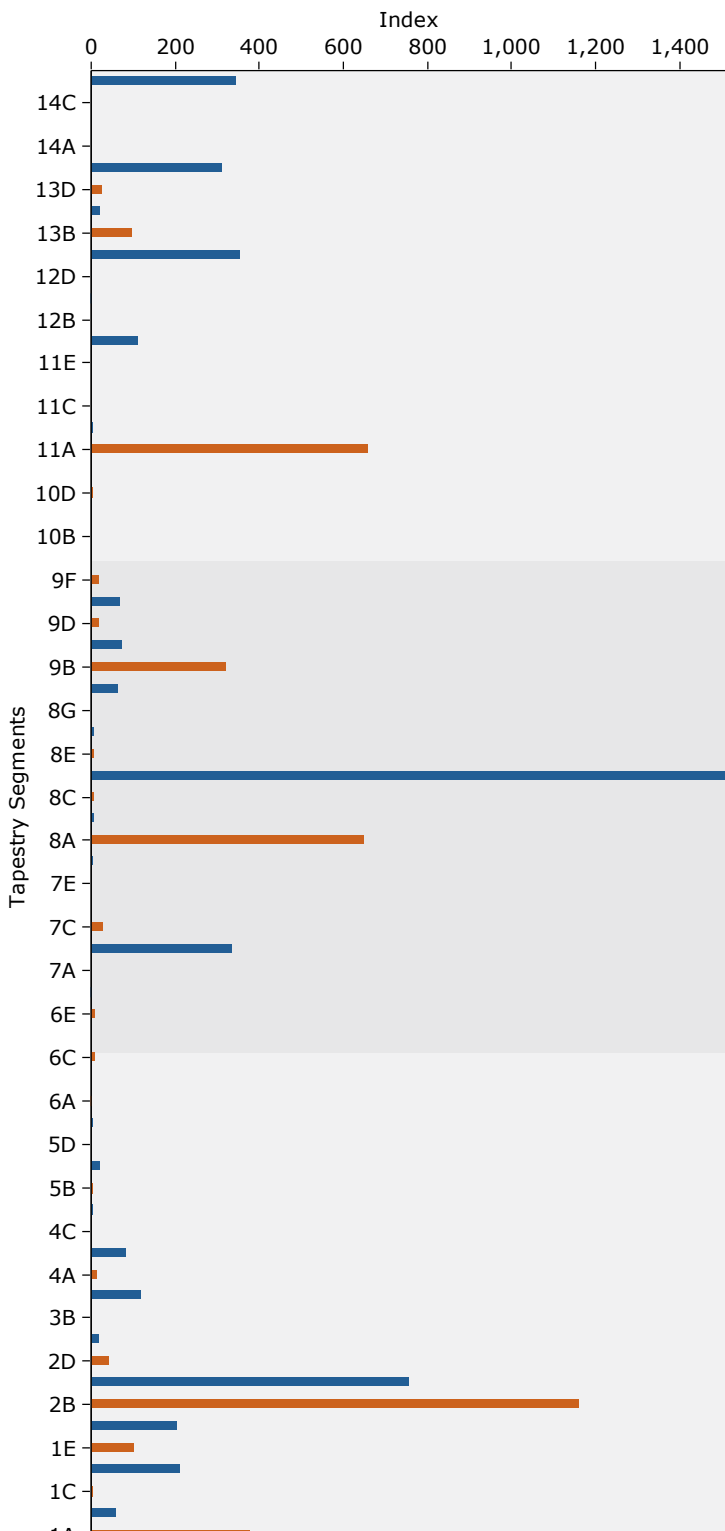


Tapestry Segmentation Area Profile

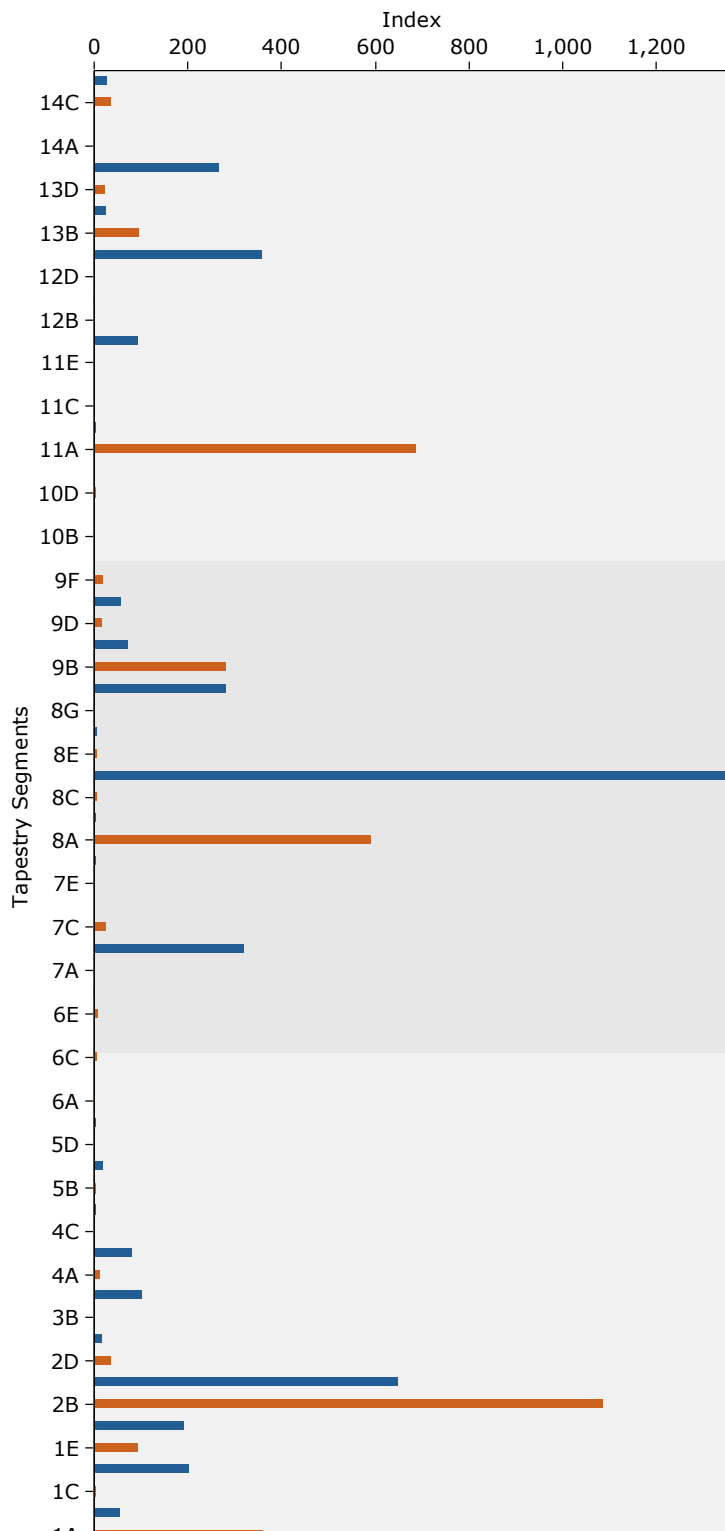
Downtown Riverhead
1 E Main St, Riverhead, New York, 11901
Drive Time: 90 minute radius

Prepared by Esri
Latitude: 40.91702
Longitude: -72.66201

2015 Tapestry Indexes by Households



2015 Tapestry Indexes by Population



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

Source: Esri



Tapestry Segmentation Area Profile

Downtown Riverhead
 1 E Main St, Riverhead, New York, 11901
 Drive Time: 90 minute radius

Prepared by Esri
 Latitude: 40.91702
 Longitude: -72.66201

Tapestry LifeMode Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	1,530,491	100.0%		4,517,398	100.0%	
1. Affluent Estates	243,901	15.9%	164	731,427	16.2%	153
Top Tier (1A)	100,819	6.6%	382	305,663	6.8%	363
Professional Pride (1B)	14,681	1.0%	60	48,293	1.1%	57
Boomburbs (1C)	450	0.0%	2	1,717	0.0%	2
Savvy Suburbanites (1D)	97,103	6.3%	213	295,660	6.5%	204
Exurbanites (1E)	30,848	2.0%	103	80,094	1.8%	95
2. Upscale Avenues	535,747	35.0%	618	1,589,875	35.2%	603
Urban Chic (2A)	42,160	2.8%	208	106,318	2.4%	194
Pleasantville (2B)	399,797	26.1%	1,165	1,204,716	26.7%	1,086
Pacific Heights (2C)	84,357	5.5%	757	256,593	5.7%	650
Enterprising Professionals (2D)	9,433	0.6%	45	22,248	0.5%	38
3. Uptown Individuals	23,470	1.5%	43	47,658	1.1%	40
Laptops and Lattes (3A)	3,545	0.2%	22	6,572	0.1%	19
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	19,925	1.3%	122	41,086	0.9%	105
4. Family Landscapes	28,109	1.8%	25	90,220	2.0%	25
Soccer Moms (4A)	6,026	0.4%	14	20,790	0.5%	15
Home Improvement (4B)	22,083	1.4%	84	69,430	1.5%	82
Middleburg (4C)	0	0.0%	0	0	0.0%	0
5. GenXurban	12,028	0.8%	7	30,708	0.7%	6
Comfortable Empty Nesters (5A)	1,123	0.1%	3	2,908	0.1%	3
In Style (5B)	904	0.1%	3	1,545	0.0%	2
Parks and Rec (5C)	7,186	0.5%	23	19,573	0.4%	23
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	2,815	0.2%	7	6,682	0.1%	6
6. Cozy Country Living	5,235	0.3%	3	12,419	0.3%	2
Green Acres (6A)	328	0.0%	1	944	0.0%	1
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	2,624	0.2%	11	6,162	0.1%	9
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	1,898	0.1%	12	4,247	0.1%	11
Heartland Communities (6F)	385	0.0%	1	1,066	0.0%	1
7. Ethnic Enclaves	63,099	4.1%	60	249,810	5.5%	63
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	56,059	3.7%	339	225,882	5.0%	323
American Dreamers (7C)	6,422	0.4%	29	21,754	0.5%	27
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)	618	0.0%	5	2,174	0.0%	5

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Tapestry Segmentation Area Profile

Downtown Riverhead
 1 E Main St, Riverhead, New York, 11901
 Drive Time: 90 minute radius

Prepared by Esri
 Latitude: 40.91702
 Longitude: -72.66201

Tapestry LifeMode Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	1,530,491	100.0%		4,517,398	100.0%	
8. Middle Ground	311,029	20.3%	186	863,685	19.1%	190
City Lights (8A)	147,388	9.6%	652	390,262	8.6%	592
Emerald City (8B)	1,681	0.1%	8	2,874	0.1%	6
Bright Young Professionals (8C)	3,065	0.2%	9	6,389	0.1%	7
Downtown Melting Pot (8D)	153,315	10.0%	1,520	451,233	10.0%	1,363
Front Porches (8E)	2,263	0.1%	9	5,512	0.1%	8
Old and Newcomers (8F)	3,317	0.2%	9	7,415	0.2%	9
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	100,727	6.6%	114	206,693	4.6%	104
Silver & Gold (9A)	7,581	0.5%	66	16,416	0.4%	63
Golden Years (9B)	66,146	4.3%	322	138,316	3.1%	283
The Elders (9C)	8,584	0.6%	77	15,519	0.3%	73
Senior Escapes (9D)	2,834	0.2%	20	6,168	0.1%	18
Retirement Communities (9E)	12,824	0.8%	69	24,690	0.5%	60
Social Security Set (9F)	2,758	0.2%	22	5,584	0.1%	21
10. Rustic Outposts	725	0.0%	1	1,611	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)	725	0.0%	4	1,611	0.0%	3
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	79,611	5.2%	84	258,219	5.7%	101
City Strivers (11A)	79,148	5.2%	661	257,106	5.7%	687
Young and Restless (11B)	463	0.0%	2	1,113	0.0%	2
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	18,966	1.2%	20	48,846	1.1%	20
Family Foundations (12A)	18,680	1.2%	114	48,169	1.1%	96
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	286	0.0%	1	677	0.0%	1
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	107,737	7.0%	181	370,443	8.2%	167
International Marketplace (13A)	66,829	4.4%	355	233,858	5.2%	360
Las Casas (13B)	11,484	0.8%	101	50,742	1.1%	97
NeWest Residents (13C)	2,766	0.2%	24	12,129	0.3%	28
Fresh Ambitions (13D)	2,819	0.2%	28	8,393	0.2%	24
High Rise Renters (13E)	23,839	1.6%	313	65,321	1.4%	268
14. Scholars and Patriots	35	0.0%	0	13,286	0.3%	15
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)	35	0.0%	0	13,286	0.3%	37
Unclassified (15)	72	0.0%	346	2,498	0.1%	31

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

Source: Esri



Tapestry Segmentation Area Profile

Downtown Riverhead
 1 E Main St, Riverhead, New York, 11901
 Drive Time: 90 minute radius

Prepared by Esri
 Latitude: 40.91702
 Longitude: -72.66201

Tapestry Urbanization Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	1,530,491	100.0%		4,517,398	100.0%	
1. Principal Urban Center	285,357	18.6%	268	841,840	18.6%	288
Laptops and Lattes (3A)	3,545	0.2%	22	6,572	0.1%	19
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	19,925	1.3%	122	41,086	0.9%	105
Downtown Melting Pot (8D)	153,315	10.0%	1,520	451,233	10.0%	1,363
City Strivers (11A)	79,148	5.2%	661	257,106	5.7%	687
NeWest Residents (13C)	2,766	0.2%	24	12,129	0.3%	28
Fresh Ambitions (13D)	2,819	0.2%	28	8,393	0.2%	24
High Rise Renters (13E)	23,839	1.6%	313	65,321	1.4%	268
2. Urban Periphery	394,902	25.8%	153	1,235,823	27.4%	146
Pacific Heights (2C)	84,357	5.5%	757	256,593	5.7%	650
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	56,059	3.7%	339	225,882	5.0%	323
American Dreamers (7C)	6,422	0.4%	29	21,754	0.5%	27
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	618	0.0%	5	2,174	0.0%	5
City Lights (8A)	147,388	9.6%	652	390,262	8.6%	592
Bright Young Professionals (8C)	3,065	0.2%	9	6,389	0.1%	7
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	18,680	1.2%	114	48,169	1.1%	96
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	66,829	4.4%	355	233,858	5.2%	360
Las Casas (13B)	11,484	0.8%	101	50,742	1.1%	97
3. Metro Cities	24,245	1.6%	9	62,019	1.4%	9
In Style (5B)	904	0.1%	3	1,545	0.0%	2
Emerald City (8B)	1,681	0.1%	8	2,874	0.1%	6
Front Porches (8E)	2,263	0.1%	9	5,512	0.1%	8
Old and Newcomers (8F)	3,317	0.2%	9	7,415	0.2%	9
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	12,824	0.8%	69	24,690	0.5%	60
Social Security Set (9F)	2,758	0.2%	22	5,584	0.1%	21
Young and Restless (11B)	463	0.0%	2	1,113	0.0%	2
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)	35	0.0%	0	13,286	0.3%	37

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

Source: Esri



Tapestry Segmentation Area Profile

Downtown Riverhead
 1 E Main St, Riverhead, New York, 11901
 Drive Time: 90 minute radius

Prepared by Esri
 Latitude: 40.91702
 Longitude: -72.66201

Tapestry Urbanization Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	1,530,491	100.0%		4,517,398	100.0%	
4. Suburban Periphery	816,835	53.4%	170	2,354,343	52.1%	162
Top Tier (1A)	100,819	6.6%	382	305,663	6.8%	363
Professional Pride (1B)	14,681	1.0%	60	48,293	1.1%	57
Boomburbs (1C)	450	0.0%	2	1,717	0.0%	2
Savvy Suburbanites (1D)	97,103	6.3%	213	295,660	6.5%	204
Exurbanites (1E)	30,848	2.0%	103	80,094	1.8%	95
Urban Chic (2A)	42,160	2.8%	208	106,318	2.4%	194
Pleasantville (2B)	399,797	26.1%	1,165	1,204,716	26.7%	1,086
Enterprising Professionals (2D)	9,433	0.6%	45	22,248	0.5%	38
Soccer Moms (4A)	6,026	0.4%	14	20,790	0.5%	15
Home Improvement (4B)	22,083	1.4%	84	69,430	1.5%	82
Comfortable Empty Nesters (5A)	1,123	0.1%	3	2,908	0.1%	3
Parks and Rec (5C)	7,186	0.5%	23	19,573	0.4%	23
Midlife Constants (5E)	2,815	0.2%	7	6,682	0.1%	6
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	7,581	0.5%	66	16,416	0.4%	63
Golden Years (9B)	66,146	4.3%	322	138,316	3.1%	283
The Elders (9C)	8,584	0.6%	77	15,519	0.3%	73
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	4,230	0.3%	3	9,522	0.2%	2
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	385	0.0%	1	1,066	0.0%	1
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	2,834	0.2%	20	6,168	0.1%	18
Down the Road (10D)	725	0.0%	4	1,611	0.0%	3
Small Town Simplicity (12C)	286	0.0%	1	677	0.0%	1
6. Rural	4,850	0.3%	2	11,353	0.3%	1
Green Acres (6A)	328	0.0%	1	944	0.0%	1
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	2,624	0.2%	11	6,162	0.1%	9
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	1,898	0.1%	12	4,247	0.1%	11
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	72	0.0%	346	2,498	0.1%	31

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