

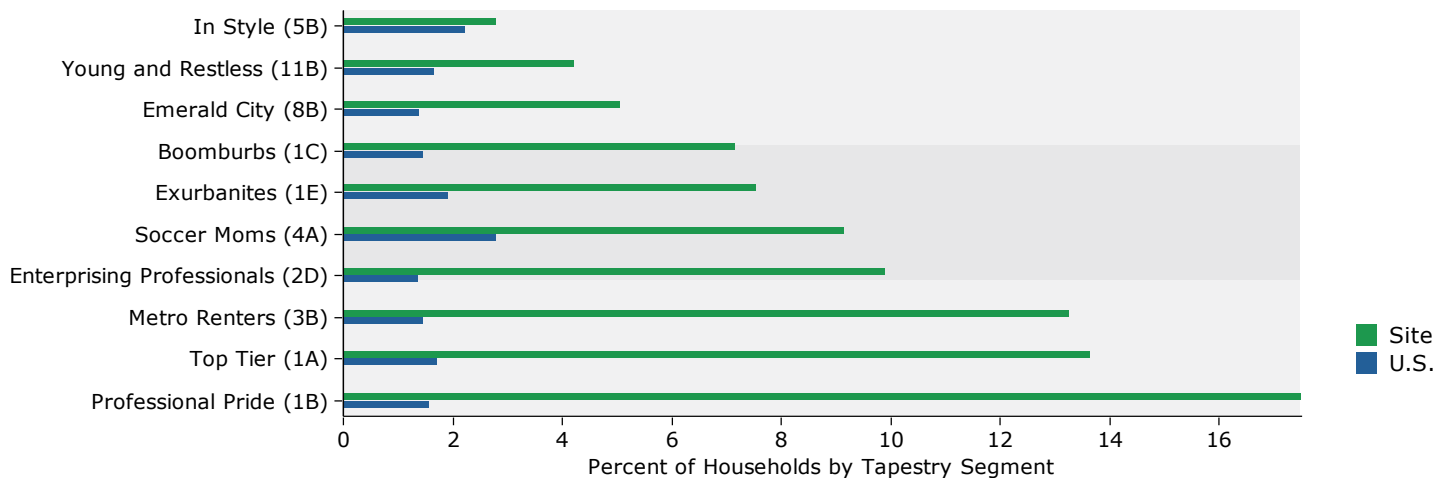
Tapestry Segmentation Area Profile

PTSC Zip Codes; 30022, 30338, 30328
 30022 (Alpharetta, GA), 30338 (Atlanta, GA) et al.
 Geography: ZIP Code

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2015 Households		2015 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Professional Pride (1B)	17.5%	17.5%	1.6%	1.6%	1104
2	Top Tier (1A)	13.7%	31.2%	1.7%	3.3%	792
3	Metro Renters (3B)	13.3%	44.5%	1.5%	4.8%	896
4	Enterprising Professionals (2D)	9.9%	54.4%	1.4%	6.2%	722
5	Soccer Moms (4A)	9.2%	63.6%	2.8%	9.0%	326
Subtotal		63.6%		9.0%		
6	Exurbanites (1E)	7.6%	71.2%	2.0%	11.0%	387
7	Boomburbs (1C)	7.2%	78.4%	1.5%	12.5%	489
8	Emerald City (8B)	5.1%	83.5%	1.4%	13.9%	359
9	Young and Restless (11B)	4.2%	87.7%	1.7%	15.6%	250
10	In Style (5B)	2.8%	90.5%	2.3%	17.9%	125
Subtotal		26.9%		8.9%		
11	Urban Chic (2A)	2.2%	92.7%	1.3%	19.2%	166
12	Golden Years (9B)	2.1%	94.8%	1.3%	20.5%	156
13	Comfortable Empty Nesters (5A)	2.0%	96.8%	2.5%	23.0%	80
14	Retirement Communities (9E)	1.5%	98.3%	1.2%	24.2%	122
15	Metro Fusion (11C)	0.8%	99.1%	1.4%	25.6%	61
Subtotal		8.6%		7.7%		
16	Bright Young Professionals (8C)	0.5%	99.6%	2.2%	27.8%	24
17	Savvy Suburbanites (1D)	0.5%	100.1%	3.0%	30.8%	15
Subtotal		1.0%		5.2%		
Total		100.0%		30.7%		326

Top Ten Tapestry Segments Site vs. U.S.



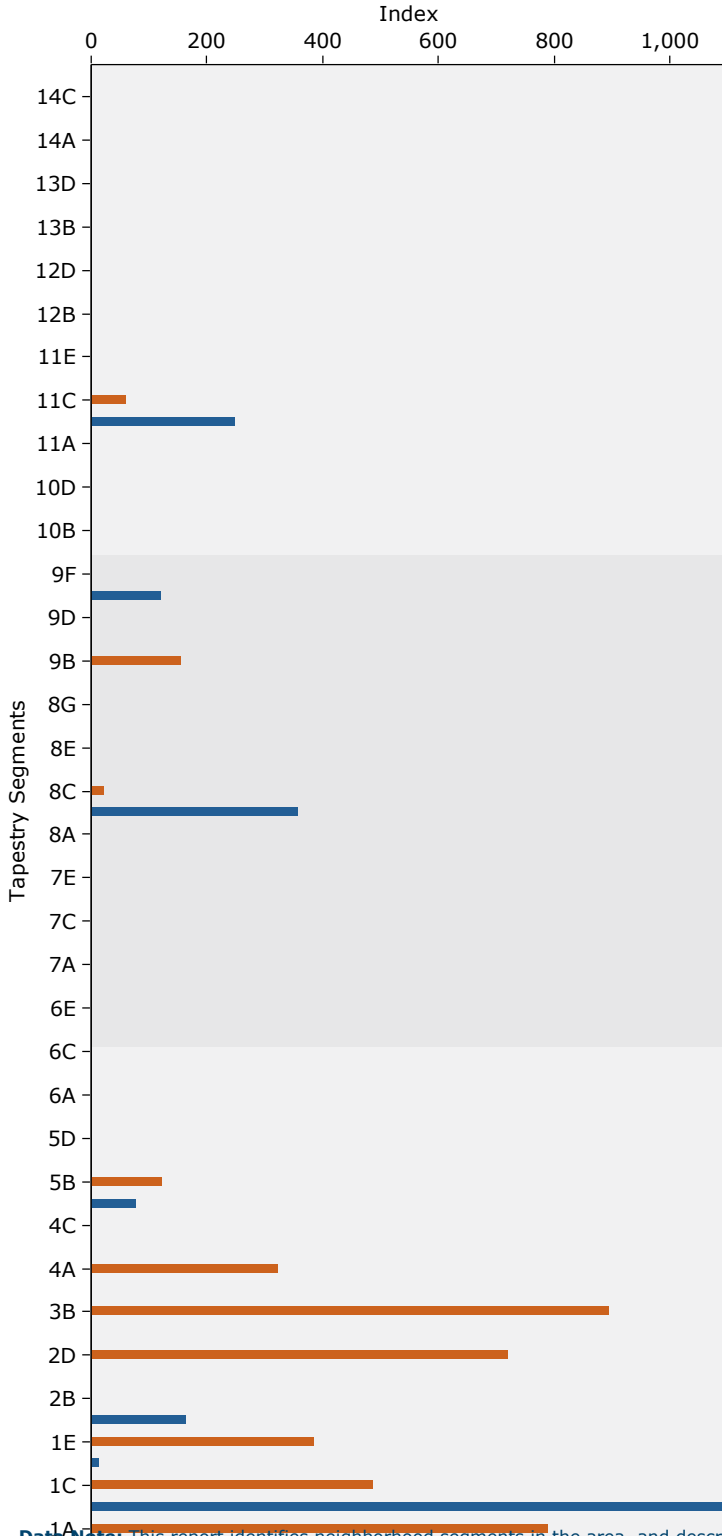
Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States,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

Source: Esri

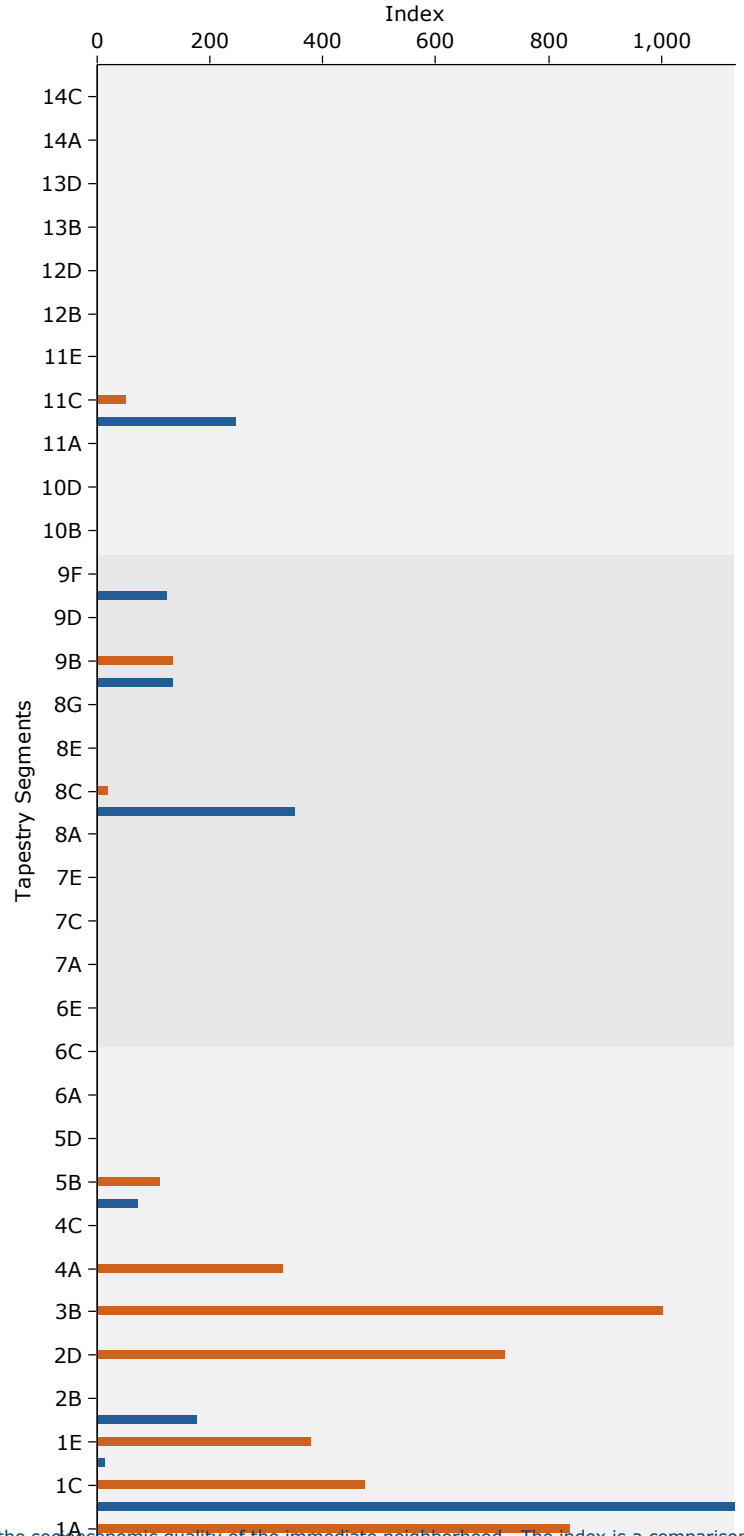
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2015 Tapestry Indexes by Households



2015 Tapestry Indexes by Population



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Tapestry Segmentation Area Profile

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Tapestry LifeMode Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	51,600	100.0%		127,813	100.0%	
1. Affluent Estates	23,926	46.4%	478	67,825	53.1%	500
Top Tier (1A)	7,044	13.7%	792	19,976	15.6%	839
Professional Pride (1B)	9,040	17.5%	1104	27,146	21.2%	1132
Boomburbs (1C)	3,708	7.2%	489	10,996	8.6%	477
Savvy Suburbanites (1D)	234	0.5%	15	610	0.5%	15
Exurbanites (1E)	3,900	7.6%	387	9,097	7.1%	382
2. Upscale Avenues	6,255	12.1%	214	14,722	11.5%	197
Urban Chic (2A)	1,135	2.2%	166	2,780	2.2%	179
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	5,120	9.9%	722	11,942	9.3%	724
3. Uptown Individuals	6,855	13.3%	369	12,699	9.9%	380
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	6,855	13.3%	896	12,699	9.9%	1,006
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	4,733	9.2%	125	13,389	10.5%	132
Soccer Moms (4A)	4,733	9.2%	326	13,389	10.5%	332
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	0	0.0%	0	0	0.0%	0
5. GenXurban	2,481	4.8%	42	5,213	4.1%	38
Comfortable Empty Nesters (5A)	1,030	2.0%	80	2,248	1.8%	74
In Style (5B)	1,451	2.8%	125	2,965	2.3%	114
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)	0	0.0%	0	0	0.0%	0
6. Cozy Country Living	0	0.0%	0	0	0.0%	0
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)	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)	0	0.0%	0	0	0.0%	0
7. Ethnic Enclaves	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

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Tapestry Segmentation Area Profile

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Tapestry LifeMode Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	51,600	100.0%		127,813	100.0%	
8. Middle Ground	2,886	5.6%	51	5,559	4.3%	43
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	2,613	5.1%	359	5,021	3.9%	351
Bright Young Professionals (8C)	273	0.5%	24	538	0.4%	21
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)	0	0.0%	0	0	0.0%	0
9. Senior Styles	1,847	3.6%	62	3,321	2.6%	59
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	1,081	2.1%	156	1,877	1.5%	136
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)	766	1.5%	122	1,444	1.1%	124
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	2,617	5.1%	82	5,085	4.0%	70
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	2,180	4.2%	250	4,153	3.2%	247
Metro Fusion (11C)	437	0.8%	61	932	0.7%	52
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	0	0.0%	0	0	0.0%	0
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
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

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Tapestry Urbanization Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	51,600	100.0%		127,813	100.0%	
1. Principal Urban Center	6,855	13.3%	191	12,699	9.9%	153
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	6,855	13.3%	896	12,699	9.9%	1,006
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	710	1.4%	8	1,470	1.2%	6
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)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	273	0.5%	24	538	0.4%	21
Metro Fusion (11C)	437	0.8%	61	932	0.7%	52
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	7,010	13.6%	74	13,583	10.6%	68
In Style (5B)	1,451	2.8%	125	2,965	2.3%	114
Emerald City (8B)	2,613	5.1%	359	5,021	3.9%	351
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)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	766	1.5%	122	1,444	1.1%	124
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	2,180	4.2%	250	4,153	3.2%	247
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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	Number	Percent	Index	Number	Percent	Index
Total:	51,600	100.0%		127,813	100.0%	
4. Suburban Periphery	37,025	71.8%	228	100,061	78.3%	243
Top Tier (1A)	7,044	13.7%	792	19,976	15.6%	839
Professional Pride (1B)	9,040	17.5%	1,104	27,146	21.2%	1,132
Boomburbs (1C)	3,708	7.2%	489	10,996	8.6%	477
Savvy Suburbanites (1D)	234	0.5%	15	610	0.5%	15
Exurbanites (1E)	3,900	7.6%	387	9,097	7.1%	382
Urban Chic (2A)	1,135	2.2%	166	2,780	2.2%	179
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	5,120	9.9%	722	11,942	9.3%	724
Soccer Moms (4A)	4,733	9.2%	326	13,389	10.5%	332
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	1,030	2.0%	80	2,248	1.8%	74
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
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
Golden Years (9B)	1,081	2.1%	156	1,877	1.5%	136
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	0	0.0%	0	0	0.0%	0
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)	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	0	0.0%	0	0	0.0%	0
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)	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
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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