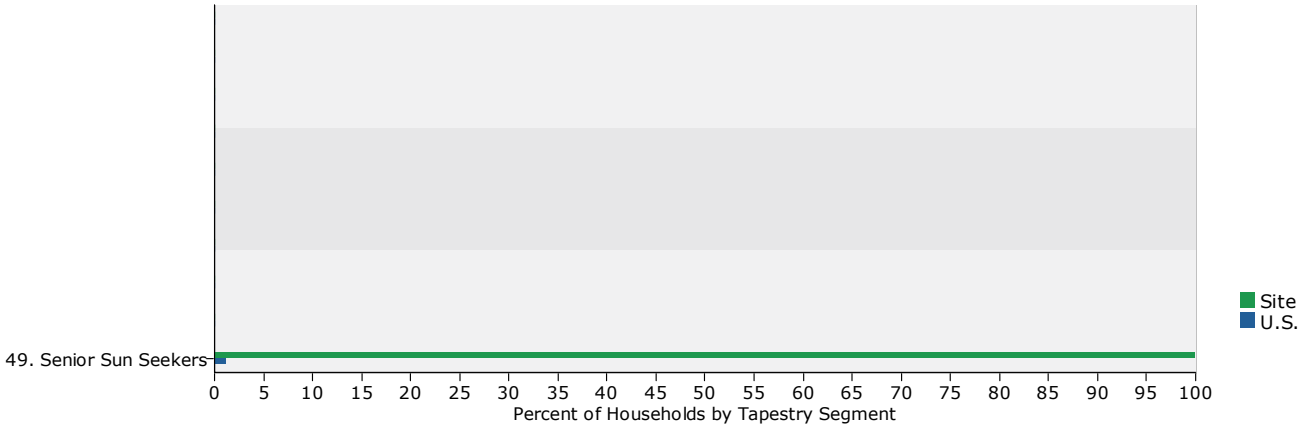
# Tapestry Segmentation Area Profile

Boone

**Top Twenty Tapestry Segments**

| | | Households | | U.S. Households | | |
|---|---|---|---|---|---|---|
| | | | Cumulative | | Cumulative | |
| Rank | Tapestry Segment | Percent | Percent | Percent | Percent | Index |
| 1 | 49. Senior Sun Seekers | 100.0% | 100.0% | 1.2% | 1.2% | 8,371 |
| | **Subtotal** | **100.0%** | | **1.2%** | | |
| | **Total** | **100.0%** | | **1.2%** | | **8,371** |

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.

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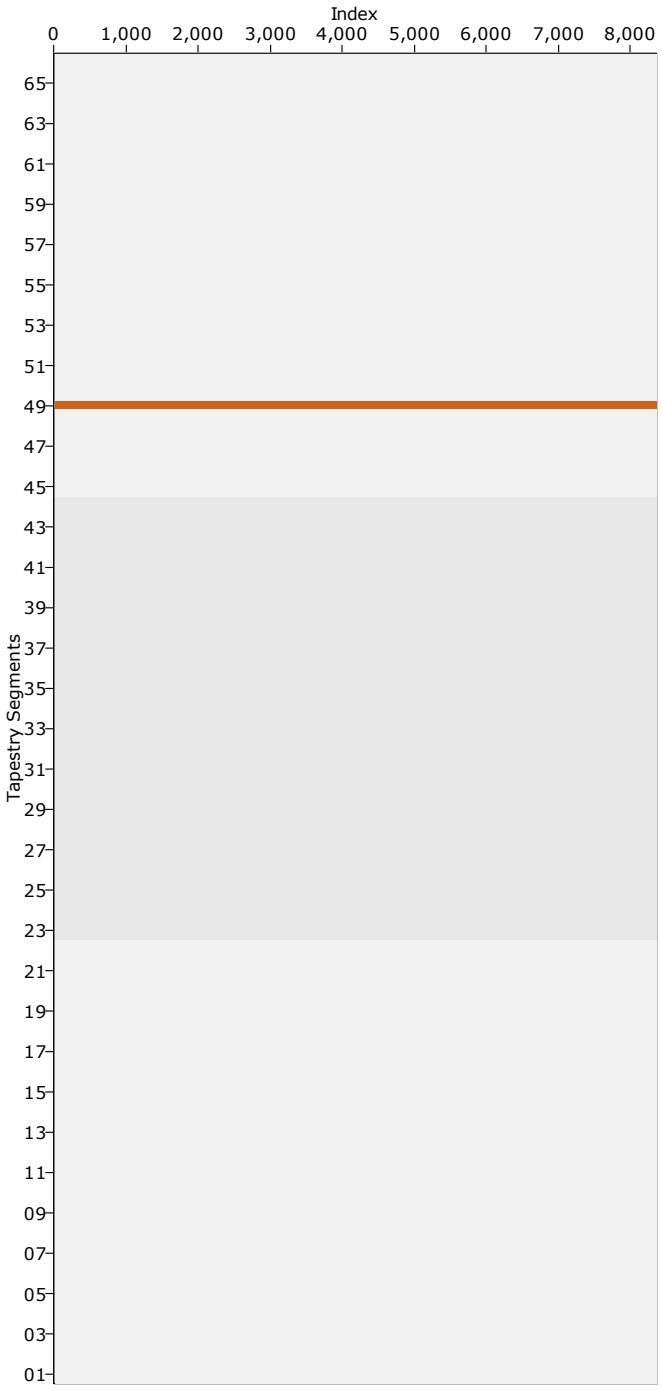
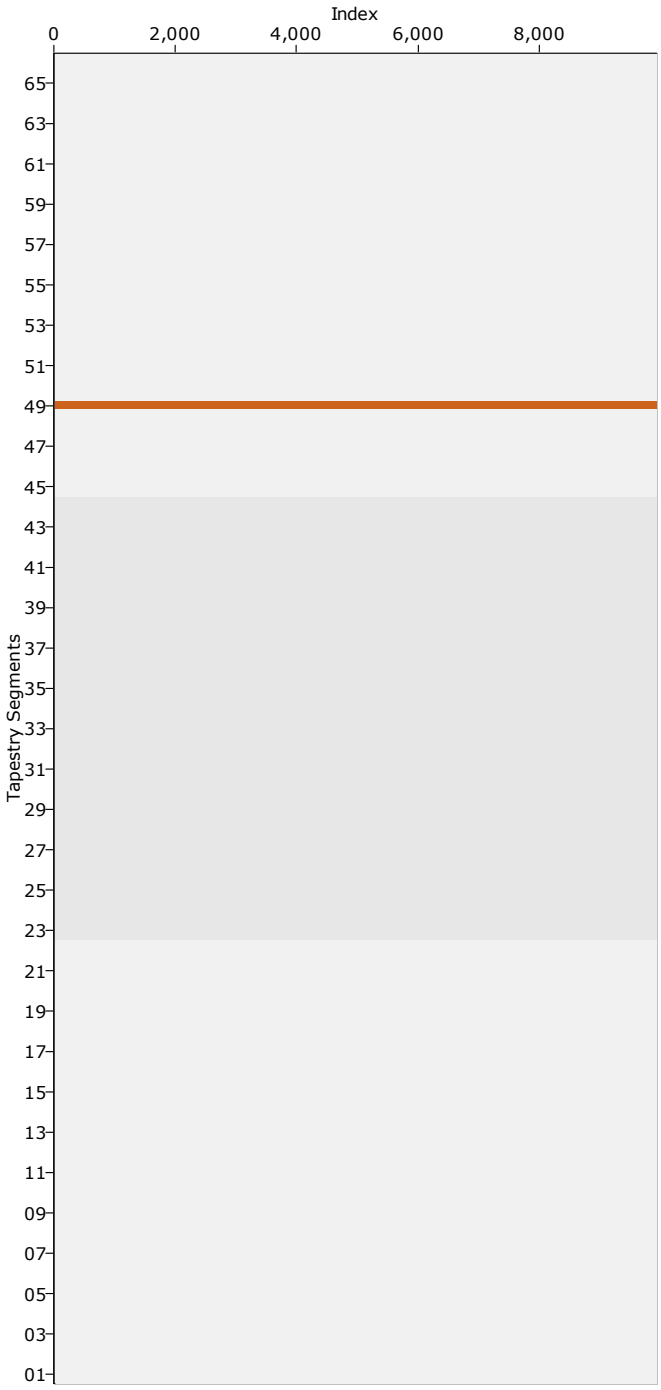
## Tapestry Indexes by Households




## Tapestry Indexes by Population

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# Tapestry Segmentation Area Profile

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| Tapestry LifeMode Groups | 2010 Households | | | 2010 Population | | |
|---|---|---|---|---|---|---|
| | Number | Percent | Index | Number | Percent | Index |
| **Total:** | 147 | 100.0% | | 358 | 100.0% | |
| **L1. High Society** | **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 |
| **L2. Upscale Avenues** | **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 |
| **L3. Metropolis** | **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 |
| **L4. Solo Acts** | **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 |
| **L5. Senior Styles** | **147** | **100.0%** | **815** | **358** | **100.0%** | **968** |
| 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 | 147 | 100.0% | 8,367 | 358 | 100.0% | 9,939 |
| 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 |
| **L6. Scholars & Patriots** | **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 |

**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.

# Tapestry Segmentation Area Profile

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| Tapestry LifeMode Groups | 2010 Households | | | 2010 Population | | |
|---|---|---|---|---|---|---|
| | Number | Percent | Index | Number | Percent | Index |
| **Total:** | 147 | 100.0% | | 358 | 100.0% | |
| **L7. High Hopes** | **0** | **0.0%** | **0** | **0** | **0.0%** | **0** |
| 28 Aspiring Young Families | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 48 Great Expectations | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| **L8. Global Roots** | 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 |
| **L9. Family Portrait** | **0** | **0.0%** | **0** | **0** | **0.0%** | **0** |
| 12 Up and Coming Families | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 19 Milk and Cookies | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 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 |
| **L10. Traditional Living** | **0** | **0.0%** | **0** | **0** | **0.0%** | **0** |
| 24 Main Street, USA | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 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 |
| **L11. Factories & Farms** | **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 |
| **L12. American Quilt** | **0** | **0.0%** | **0** | **0** | **0.0%** | **0** |
| 26 Midland Crowd | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 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 |

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# Tapestry Segmentation Area Profile

Boone

| Tapestry Urbanization | 2010 Households | | | 2010 Population | | |
|---|---|---|---|---|---|---|
| | Number | Percent | Index | Number | Percent | Index |
| **Total:** | 147 | 100.0% | | 358 | 100.0% | |
| **U1. Principal Urban Centers I** | **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 |
| **U2. Principal Urban Centers** | **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 |
| **U3. Metro Cities I** | **0** | **0.0%** | **0** | **0** | **0.0%** | **0** |
| 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 | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 22 Metropolitans | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| **U4. Metro Cities II** | **0** | **0.0%** | **0** | **0** | **0.0%** | **0** |
| 28 Aspiring Young Families | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 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 |
| **U5. Urban Outskirts I** | **0** | **0.0%** | **0** | **0** | **0.0%** | **0** |
| 04 Boomburbs | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 24 Main Street, USA | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 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 |

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| Tapestry Urbanization | 2010 Households | | | 2010 Population | | |
|---|---|---|---|---|---|---|
| | Number | Percent | Index | Number | Percent | Index |
| **Total:** | 147 | 100.0% | | 358 | 100.0% | |
| **U6. Urban Outskirts II** | **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 |
| **U7. Suburban Periphery I** | **0** | **0.0%** | **0** | **0** | **0.0%** | **0** |
| 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 | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 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 |
| **U8. Suburban Periphery II** | **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 |
| **U9. Small Towns** | **147** | **100.0%** | **2,070** | **358** | **100.0%** | **2,222** |
| 41 Crossroads | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 49 Senior Sun Seekers | 147 | 100.0% | 8,367 | 358 | 100.0% | 9,939 |
| 50 Heartland Communities | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| **U10. Rural I** | **0** | **0.0%** | **0** | **0** | **0.0%** | **0** |
| 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 | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 31 Rural Resort Dwellers | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| **U11. Rural II** | **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 |

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