



Tapestry Segmentation Area Profile

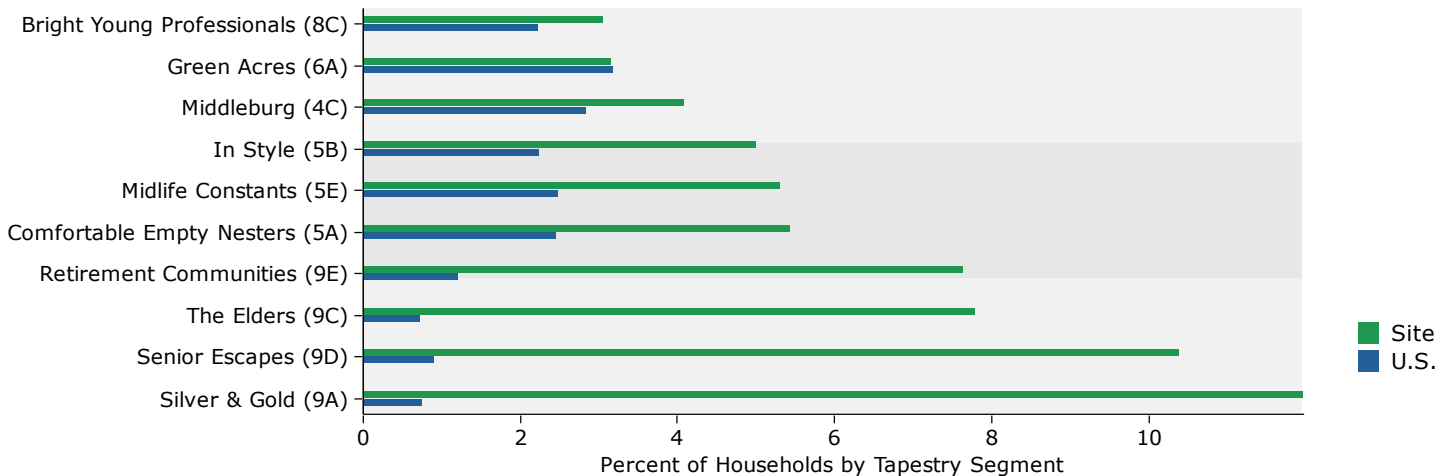
Manatee County, FL 4
 Manatee County, FL (12081)
 Geography: County

Prepared by Esri

Top Twenty Tapestry Segments

| Rank | Tapestry Segment | 2017 Households | | 2017 U.S. Households | | Index |
|-----------------|---------------------------------|-----------------|--------------------|----------------------|--------------------|------------|
| | | Percent | Cumulative Percent | Percent | Cumulative Percent | |
| 1 | Silver & Gold (9A) | 12.0% | 12.0% | 0.8% | 0.8% | 1564 |
| 2 | Senior Escapes (9D) | 10.4% | 22.4% | 0.9% | 1.7% | 1,147 |
| 3 | The Elders (9C) | 7.8% | 30.2% | 0.7% | 2.4% | 1,056 |
| 4 | Retirement Communities (9E) | 7.6% | 37.8% | 1.2% | 3.6% | 627 |
| 5 | Comfortable Empty Nesters (5A) | 5.4% | 43.2% | 2.5% | 6.1% | 221 |
| Subtotal | | 43.2% | | 6.1% | | |
| 6 | Midlife Constants (5E) | 5.3% | 48.5% | 2.5% | 8.6% | 213 |
| 7 | In Style (5B) | 5.0% | 53.5% | 2.2% | 10.8% | 223 |
| 8 | Middleburg (4C) | 4.1% | 57.6% | 2.9% | 13.7% | 143 |
| 9 | Green Acres (6A) | 3.2% | 60.8% | 3.2% | 16.9% | 99 |
| 10 | Bright Young Professionals (8C) | 3.1% | 63.9% | 2.2% | 19.1% | 137 |
| Subtotal | | 20.7% | | 13.0% | | |
| 11 | Rustbelt Traditions (5D) | 2.7% | 66.6% | 2.2% | 21.3% | 122 |
| 12 | Soccer Moms (4A) | 2.6% | 69.2% | 2.9% | 24.2% | 91 |
| 13 | Set to Impress (11D) | 2.5% | 71.7% | 1.4% | 25.6% | 180 |
| 14 | Old and Newcomers (8F) | 2.3% | 74.0% | 2.3% | 27.9% | 100 |
| 15 | Front Porches (8E) | 2.0% | 76.0% | 1.6% | 29.5% | 123 |
| Subtotal | | 12.1% | | 10.4% | | |
| 16 | Professional Pride (1B) | 1.9% | 77.9% | 1.6% | 31.1% | 118 |
| 17 | The Great Outdoors (6C) | 1.9% | 79.8% | 1.5% | 32.6% | 120 |
| 18 | Golden Years (9B) | 1.8% | 81.6% | 1.3% | 33.9% | 137 |
| 19 | Boomburbs (1C) | 1.8% | 83.4% | 1.6% | 35.5% | 109 |
| 20 | Exurbanites (1E) | 1.7% | 85.1% | 1.9% | 37.4% | 89 |
| Subtotal | | 9.1% | | 7.9% | | |
| Total | | 85.1% | | 37.6% | | 227 |

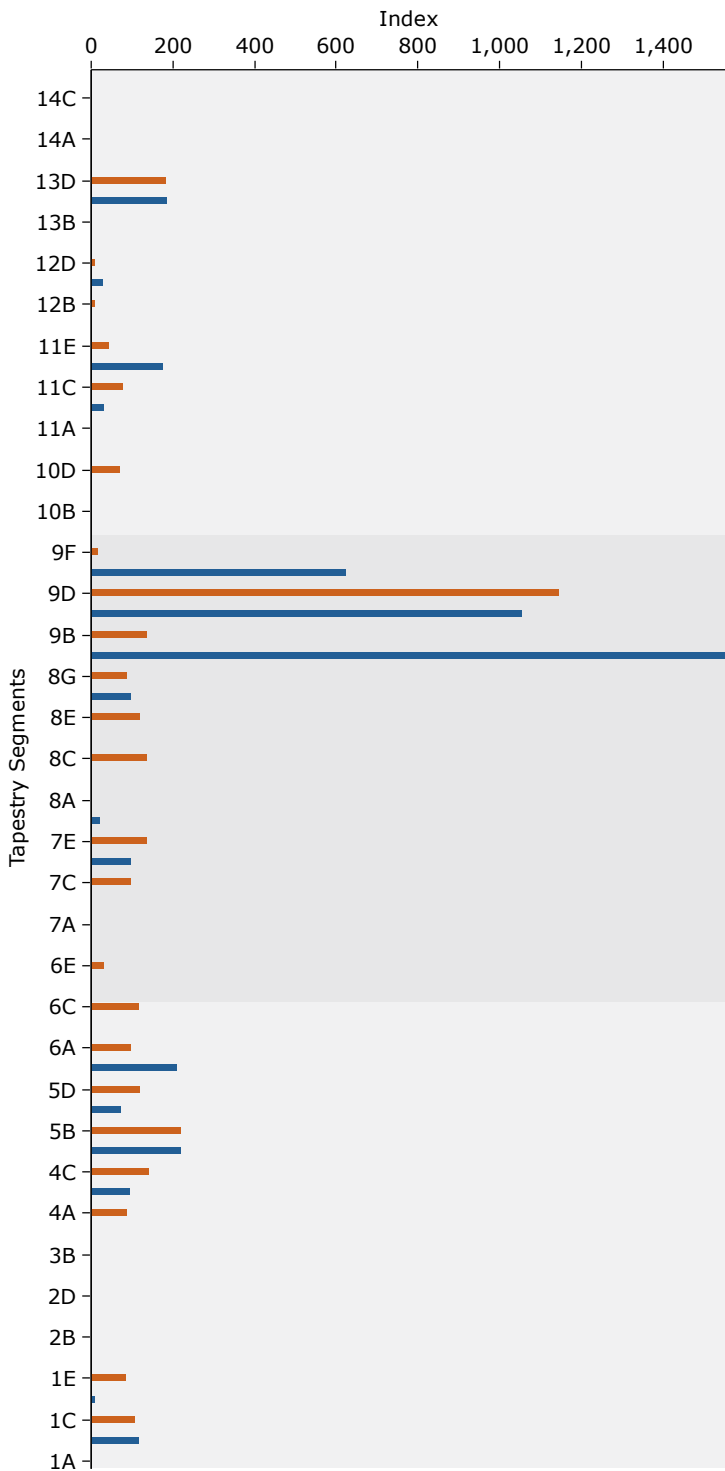
Top Ten Tapestry Segments Site vs. U.S.



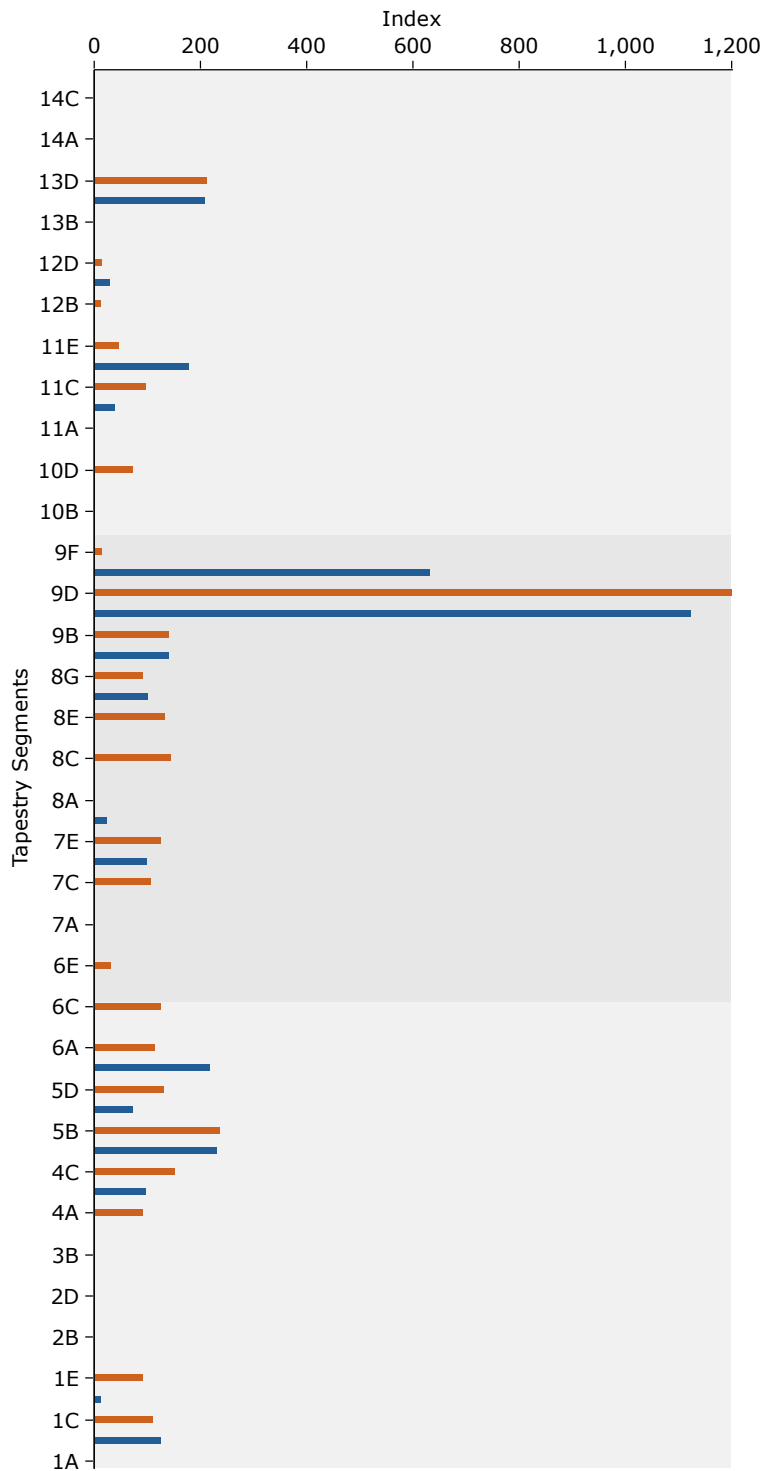
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2017 Tapestry Indexes by Households



2017 Tapestry Indexes by Total Population 18+



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| Tapestry LifeMode Groups | 2017 Households | | | 2017 Adult Population | | |
|---------------------------------|-----------------|--------------|------------|-----------------------|--------------|------------|
| | Number | Percent | Index | Number | Percent | Index |
| Total: | 157,353 | 100.0% | | 304,882 | 100.0% | |
| 1. Affluent Estates | 9,162 | 5.8% | 59 | 19,963 | 6.5% | 62 |
| Top Tier (1A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Professional Pride (1B) | 2,984 | 1.9% | 118 | 6,964 | 2.3% | 127 |
| Boomburbs (1C) | 2,798 | 1.8% | 109 | 5,979 | 2.0% | 114 |
| Savvy Suburbanites (1D) | 650 | 0.4% | 14 | 1,379 | 0.5% | 14 |
| Exurbanites (1E) | 2,730 | 1.7% | 89 | 5,641 | 1.9% | 95 |
| 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 | 13,121 | 8.3% | 112 | 27,778 | 9.1% | 118 |
| Soccer Moms (4A) | 4,109 | 2.6% | 91 | 8,756 | 2.9% | 94 |
| Home Improvement (4B) | 2,582 | 1.6% | 96 | 5,656 | 1.9% | 100 |
| Middleburg (4C) | 6,430 | 4.1% | 143 | 13,366 | 4.4% | 155 |
| 5. GenXurban | 31,350 | 19.9% | 175 | 61,304 | 20.1% | 184 |
| Comfortable Empty Nesters (5A) | 8,552 | 5.4% | 221 | 17,576 | 5.8% | 235 |
| In Style (5B) | 7,889 | 5.0% | 223 | 15,197 | 5.0% | 238 |
| Parks and Rec (5C) | 2,321 | 1.5% | 74 | 4,413 | 1.4% | 74 |
| Rustbelt Traditions (5D) | 4,226 | 2.7% | 122 | 8,345 | 2.7% | 132 |
| Midlife Constants (5E) | 8,362 | 5.3% | 213 | 15,773 | 5.2% | 219 |
| 6. Cozy Country Living | 8,442 | 5.4% | 45 | 18,370 | 6.0% | 51 |
| Green Acres (6A) | 4,973 | 3.2% | 99 | 11,575 | 3.8% | 115 |
| Salt of the Earth (6B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| The Great Outdoors (6C) | 2,916 | 1.9% | 120 | 5,876 | 1.9% | 127 |
| Prairie Living (6D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rural Resort Dwellers (6E) | 553 | 0.4% | 35 | 919 | 0.3% | 33 |
| Heartland Communities (6F) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 7. Ethnic Enclaves | 4,826 | 3.1% | 44 | 11,429 | 3.7% | 46 |
| 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) | 2,341 | 1.5% | 100 | 5,533 | 1.8% | 108 |
| Barrios Urbanos (7D) | 1,636 | 1.0% | 99 | 3,902 | 1.3% | 102 |
| Valley Growers (7E) | 525 | 0.3% | 137 | 1,239 | 0.4% | 128 |
| Southwestern Families (7F) | 324 | 0.2% | 25 | 755 | 0.2% | 26 |

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.

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| Tapestry LifeMode Groups | 2017 Households | | | 2017 Adult Population | | |
|----------------------------------|-----------------|--------------|------------|-----------------------|--------------|------------|
| | Number | Percent | Index | Number | Percent | Index |
| Total: | 157,353 | 100.0% | | 304,882 | 100.0% | |
| 8. Middle Ground | 13,308 | 8.5% | 77 | 25,030 | 8.2% | 81 |
| 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) | 4,822 | 3.1% | 137 | 9,006 | 3.0% | 147 |
| Downtown Melting Pot (8D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Front Porches (8E) | 3,085 | 2.0% | 123 | 6,305 | 2.1% | 136 |
| Old and Newcomers (8F) | 3,647 | 2.3% | 100 | 6,329 | 2.1% | 104 |
| Hardscrabble Road (8G) | 1,754 | 1.1% | 91 | 3,390 | 1.1% | 95 |
| 9. Senior Styles | 62,682 | 39.8% | 688 | 111,731 | 36.6% | 731 |
| Silver & Gold (9A) | 18,845 | 12.0% | 1,564 | 35,058 | 11.5% | 1,659 |
| Golden Years (9B) | 2,906 | 1.8% | 137 | 5,194 | 1.7% | 143 |
| The Elders (9C) | 12,284 | 7.8% | 1,056 | 20,416 | 6.7% | 1,126 |
| Senior Escapes (9D) | 16,360 | 10.4% | 1,147 | 30,944 | 10.1% | 1,203 |
| Retirement Communities (9E) | 12,029 | 7.6% | 627 | 19,752 | 6.5% | 635 |
| Social Security Set (9F) | 258 | 0.2% | 20 | 367 | 0.1% | 18 |
| 10. Rustic Outposts | 1,293 | 0.8% | 10 | 2,588 | 0.8% | 10 |
| 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) | 1,293 | 0.8% | 72 | 2,588 | 0.8% | 74 |
| Rural Bypasses (10E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 11. Midtown Singles | 7,355 | 4.7% | 75 | 13,515 | 4.4% | 80 |
| City Strivers (11A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Young and Restless (11B) | 952 | 0.6% | 35 | 1,698 | 0.6% | 40 |
| Metro Fusion (11C) | 1,810 | 1.2% | 81 | 4,020 | 1.3% | 100 |
| Set to Impress (11D) | 3,948 | 2.5% | 180 | 6,610 | 2.2% | 182 |
| City Commons (11E) | 645 | 0.4% | 46 | 1,187 | 0.4% | 48 |
| 12. Hometown | 1,606 | 1.0% | 16 | 3,066 | 1.0% | 17 |
| Family Foundations (12A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Traditional Living (12B) | 441 | 0.3% | 14 | 821 | 0.3% | 15 |
| Small Town Simplicity (12C) | 896 | 0.6% | 30 | 1,616 | 0.5% | 31 |
| Modest Income Homes (12D) | 269 | 0.2% | 13 | 629 | 0.2% | 16 |
| 13. Next Wave | 4,208 | 2.7% | 68 | 10,108 | 3.3% | 74 |
| 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) | 2,333 | 1.5% | 188 | 5,568 | 1.8% | 209 |
| Fresh Ambitions (13D) | 1,875 | 1.2% | 185 | 4,540 | 1.5% | 215 |
| 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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| Total: | 157,353 | 100.0% | | 304,882 | 100.0% | |
| 1. Principal Urban Center | 4,208 | 2.7% | 38 | 10,108 | 3.3% | 50 |
| 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 |
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| Fresh Ambitions (13D) | 1,875 | 1.2% | 185 | 4,540 | 1.5% | 215 |
| High Rise Renters (13E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 2. Urban Periphery | 15,428 | 9.8% | 58 | 32,190 | 10.6% | 59 |
| Pacific Heights (2C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rustbelt Traditions (5D) | 4,226 | 2.7% | 122 | 8,345 | 2.7% | 132 |
| Urban Villages (7B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
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| 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 | 34,648 | 22.0% | 121 | 61,656 | 20.2% | 120 |
| In Style (5B) | 7,889 | 5.0% | 223 | 15,197 | 5.0% | 238 |
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| Professional Pride (1B) | 2,984 | 1.9% | 118 | 6,964 | 2.3% | 127 |
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