



Tapestry Segmentation Area Profile

Papermill Plaza
5 Weems Ln, Winchester, Virginia, 22601,
Ring: 1 mile radius

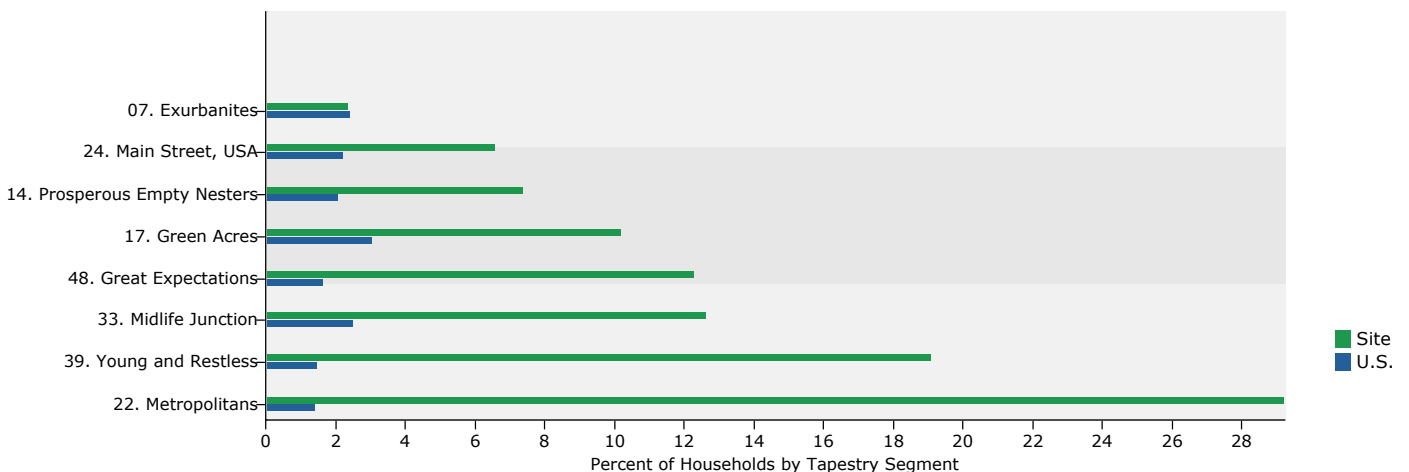
Prepared by Conrad Koneczny
Latitude: 39.161352783
Longitude: -78.17604024

Top Twenty Tapestry Segments

Tapestry descriptions can be found [here](#)

Rank	Tapestry Segment	Households		U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	22. Metropolitans	29.2%	29.2%	1.4%	1.4%	2052
2	39. Young and Restless	19.1%	48.3%	1.5%	2.9%	1,287
3	33. Midlife Junction	12.7%	61.0%	2.5%	5.4%	497
4	48. Great Expectations	12.3%	73.3%	1.7%	7.1%	727
5	17. Green Acres	10.2%	83.5%	3.1%	10.2%	330
Subtotal		83.5%		10.2%		
6	14. Prosperous Empty Nesters	7.4%	90.9%	2.1%	12.3%	355
7	24. Main Street, USA	6.6%	97.5%	2.2%	14.5%	296
8	07. Exurbanites	2.4%	99.9%	2.5%	17.0%	97
Subtotal		16.4%		6.8%		
Total		100.0%		17.0%		587

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

May 23, 2014

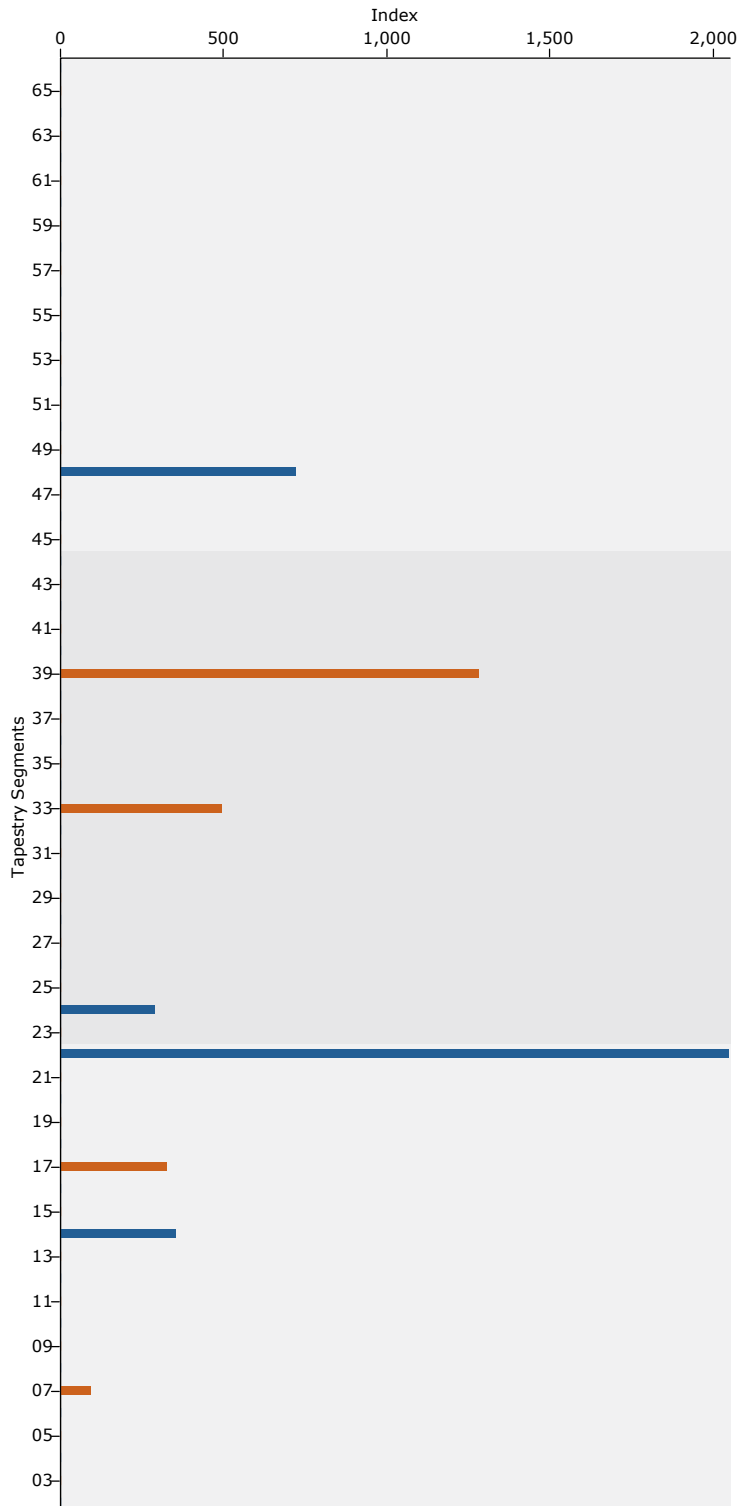


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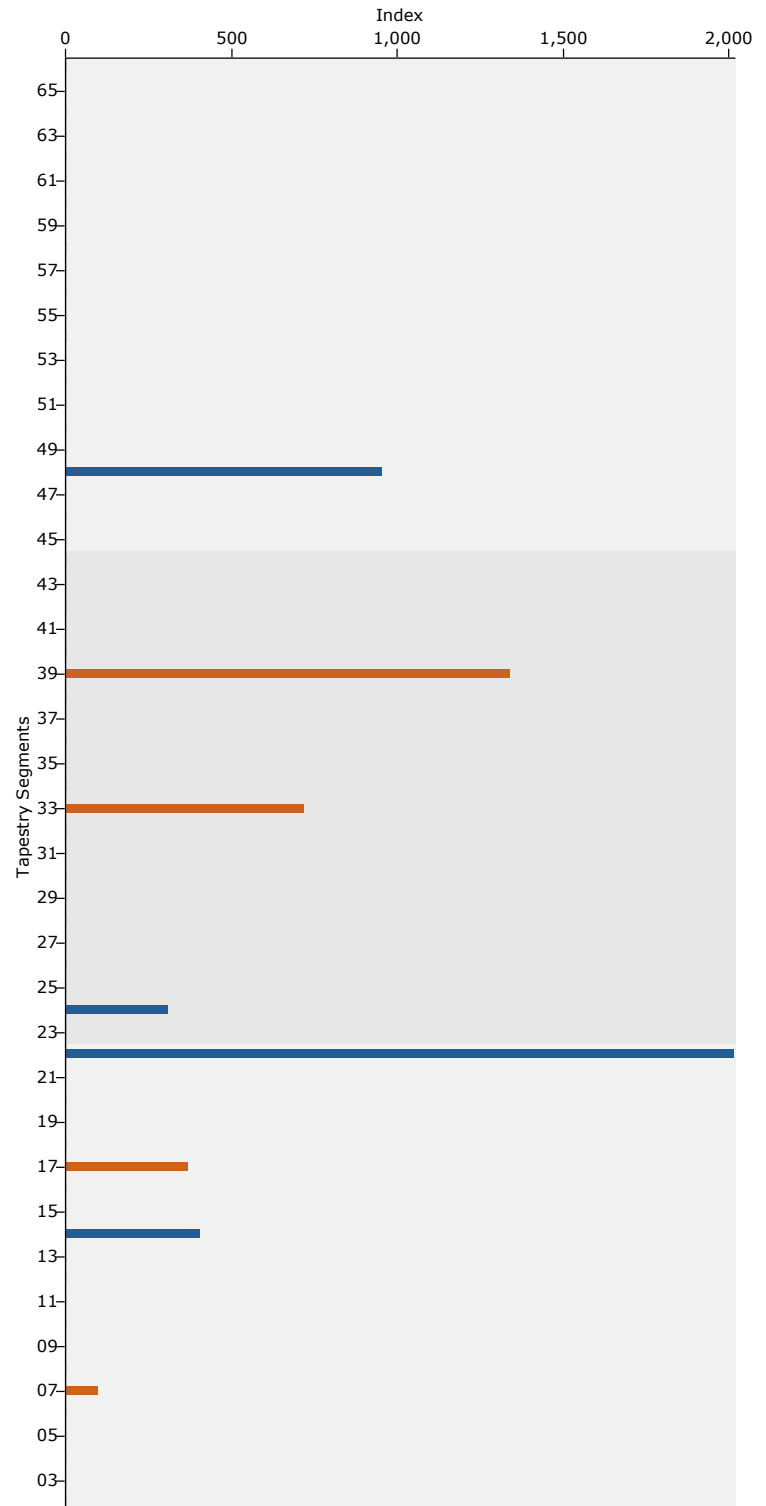
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Tapestry Indexes by Households



Tapestry Indexes by Population



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Tapestry LifeMode Groups	2013 Households			2013 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	3,782	100.0%		8,968	100.0%	
L1. High Society	91	2.4%	19	222	2.5%	18
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	91	2.4%	97	222	2.5%	102
L2. Upscale Avenues	387	10.2%	77	1,071	11.9%	91
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	387	10.2%	330	1,071	11.9%	376
18 Cozy and Comfortable	0	0.0%	0	0	0.0%	0
L3. Metropolis	1,106	29.2%	551	2,146	23.9%	458
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitans	1,106	29.2%	2051	2,146	23.9%	2019
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	723	19.1%	260	1,412	15.7%	284
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	723	19.1%	1286	1,412	15.7%	1343
L5. Senior Styles	280	7.4%	59	702	7.8%	74
14 Prosperous Empty Nesters	280	7.4%	355	702	7.8%	411
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	0	0.0%	0	0	0.0%	0
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

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Tapestry LifeMode Groups	2013 Households			2013 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	3,782	100.0%		8,968	100.0%	
L7. High Hopes	466	12.3%	305	1,325	14.8%	383
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
48 Great Expectations	466	12.3%	727	1,325	14.8%	959
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	729	19.3%	240	2,090	23.3%	304
24 Main Street, USA	250	6.6%	296	619	6.9%	314
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
33 Midlife Junction	479	12.7%	497	1,471	16.4%	723
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 Urbanization Groups	2013 Households			2013 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	3,782	100.0%		8,968	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 II	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	1,106	29.2%	241	2,146	23.9%	196
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	1,106	29.2%	2051	2,146	23.9%	2019
U4. Metro Cities II	723	19.1%	173	1,412	15.7%	156
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	723	19.1%	1286	1,412	15.7%	1343
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	716	18.9%	181	1,944	21.7%	194
04 Boomburbs	0	0.0%	0	0	0.0%	0
24 Main Street, USA	250	6.6%	296	619	6.9%	314
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	466	12.3%	727	1,325	14.8%	959

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Total:	3,782	100.0%		8,968	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	371	9.8%	61	924	10.3%	62
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	91	2.4%	97	222	2.5%	102
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	280	7.4%	355	702	7.8%	411
15 Silver and Gold	0	0.0%	0	0	0.0%	0
U8. Suburban Periphery II	479	12.7%	142	1,471	16.4%	198
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	479	12.7%	497	1,471	16.4%	723
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	0	0.0%	0	0	0.0%	0
41 Crossroads	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	0	0.0%	0	0	0.0%	0
U10. Rural I	387	10.2%	96	1,071	11.9%	112
17 Green Acres	387	10.2%	330	1,071	11.9%	376
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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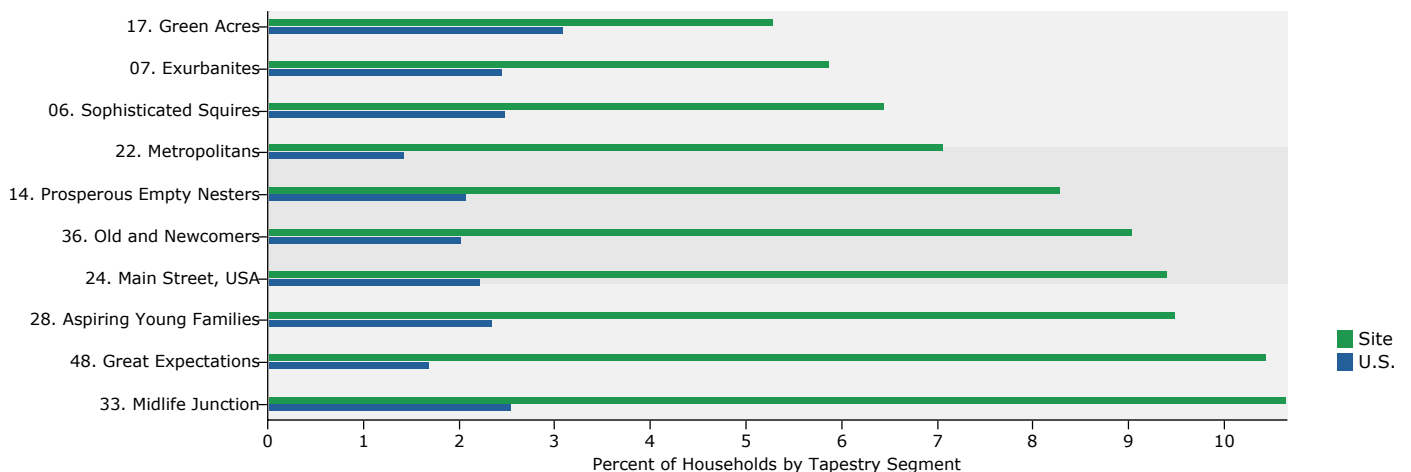
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Top Twenty Tapestry Segments

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Rank	Tapestry Segment	Households		U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	33. Midlife Junction	10.7%	10.7%	2.5%	2.5%	418
2	48. Great Expectations	10.4%	21.1%	1.7%	4.2%	616
3	28. Aspiring Young Families	9.5%	30.6%	2.3%	6.5%	404
4	24. Main Street, USA	9.4%	40.0%	2.2%	8.7%	422
5	36. Old and Newcomers	9.1%	49.1%	2.0%	10.7%	445
Subtotal		49.1%		10.7%		
6	14. Prosperous Empty Nesters	8.3%	57.4%	2.1%	12.8%	397
7	22. Metropolitans	7.1%	64.5%	1.4%	14.2%	496
8	06. Sophisticated Squires	6.5%	71.0%	2.5%	16.7%	260
9	07. Exurbanites	5.9%	76.9%	2.5%	19.2%	239
10	17. Green Acres	5.3%	82.2%	3.1%	22.3%	171
Subtotal		33.1%		11.6%		
11	39. Young and Restless	4.6%	86.8%	1.5%	23.8%	309
12	26. Midland Crowd	3.7%	90.5%	3.2%	27.0%	113
13	65. Social Security Set	2.1%	92.6%	0.7%	27.7%	285
14	09. Urban Chic	1.9%	94.5%	1.4%	29.1%	139
15	60. City Dimensions	1.9%	96.4%	0.9%	30.0%	218
Subtotal		14.2%		7.7%		
16	41. Crossroads	1.9%	98.3%	1.5%	31.5%	129
17	53. Home Town	1.9%	100.2%	1.4%	32.9%	132
18	42. Southern Satellites	0.0%	100.2%	2.6%	35.5%	1
Subtotal		3.8%		5.5%		
Total		100.0%		35.6%		281

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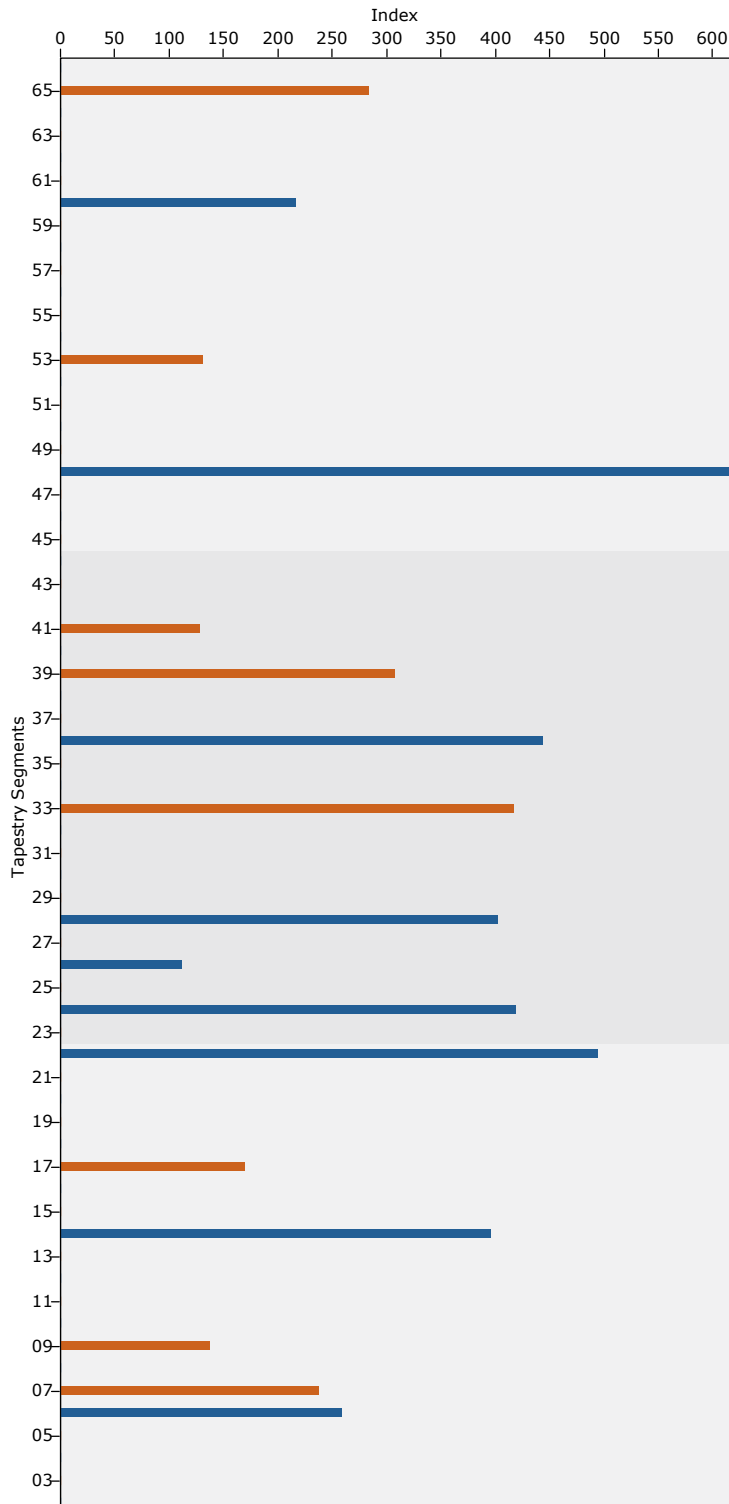


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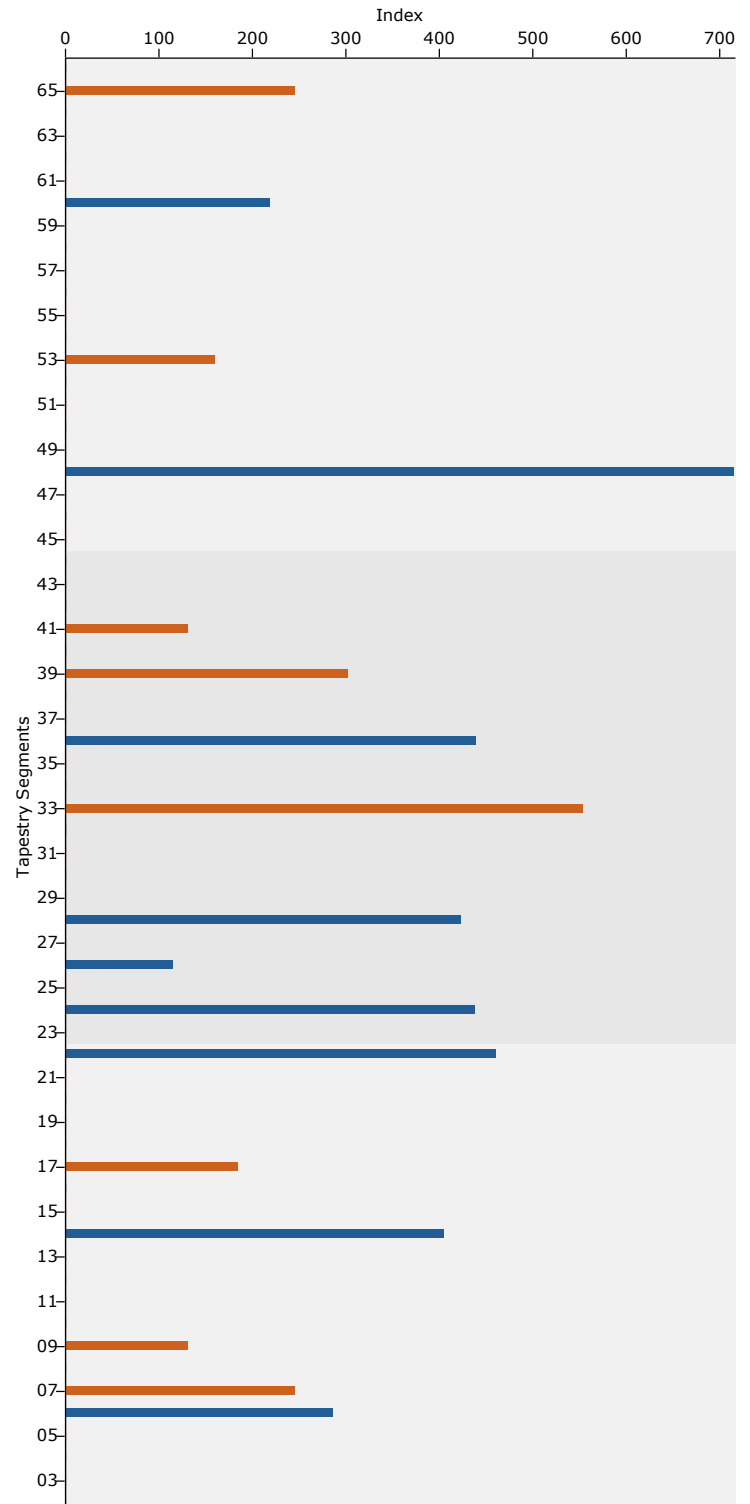
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	Number	Percent	Index	Number	Percent	Index
Total:	15,737	100.0%		39,640	100.0%	
L1. High Society	1,941	12.3%	98	5,504	13.9%	101
01 Top Rung	0	0.0%	0	0	0.0%	0
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
04 Boomburbs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	1,016	6.5%	260	3,123	7.9%	287
07 Exurbanites	925	5.9%	239	2,381	6.0%	246
L2. Upscale Avenues	1,139	7.2%	55	3,022	7.6%	58
09 Urban Chic	306	1.9%	139	684	1.7%	133
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	833	5.3%	171	2,338	5.9%	186
18 Cozy and Comfortable	0	0.0%	0	0	0.0%	0
L3. Metropolis	1,113	7.1%	133	2,172	5.5%	105
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitans	1,113	7.1%	496	2,172	5.5%	462
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	2,148	13.6%	186	4,183	10.6%	190
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	1,425	9.1%	445	2,771	7.0%	441
39 Young and Restless	723	4.6%	309	1,412	3.6%	304
L5. Senior Styles	1,637	10.4%	82	3,600	9.1%	85
14 Prosperous Empty Nesters	1,304	8.3%	397	3,073	7.8%	407
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	0	0.0%	0	0	0.0%	0
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	333	2.1%	285	527	1.3%	247
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.

Source: Esri

May 23, 2014



Tapestry Segmentation Area Profile

Papermill Plaza
5 Weems Ln, Winchester, Virginia, 22601,
Ring: 3 mile radius

Prepared by Conrad Koneczny
Latitude: 39.161352783
Longitude: -78.17604024

Tapestry LifeMode Groups	2013 Households			2013 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	15,737	100.0%		39,640	100.0%	
L7. High Hopes	3,137	19.9%	493	8,257	20.8%	541
28 Aspiring Young Families	1,494	9.5%	404	3,886	9.8%	424
48 Great Expectations	1,643	10.4%	616	4,371	11.0%	716
L8. Global Roots	295	1.9%	23	809	2.0%	21
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	295	1.9%	218	809	2.0%	221
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	3,159	20.1%	250	8,821	22.3%	291
24 Main Street, USA	1,482	9.4%	421	3,837	9.7%	440
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
33 Midlife Junction	1,677	10.7%	418	4,984	12.6%	555
34 Family Foundations	0	0.0%	0	0	0.0%	0
L11. Factories & Farms	297	1.9%	20	903	2.3%	25
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	3	0.0%	1	4	0.0%	0
53 Home Town	294	1.9%	132	899	2.3%	162
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
L12. American Quilt	871	5.5%	64	2,369	6.0%	70
26 Midland Crowd	576	3.7%	113	1,551	3.9%	117
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
41 Crossroads	295	1.9%	129	818	2.1%	133
46 Rooted Rural	0	0.0%	0	0	0.0%	0
66 Unclassified	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

May 23, 2014



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Papermill Plaza
5 Weems Ln, Winchester, Virginia, 22601,
Ring: 3 mile radius

Prepared by Conrad Koneczny
Latitude: 39.161352783
Longitude: -78.17604024

Tapestry Urbanization Groups	2013 Households			2013 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	15,737	100.0%		39,640	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 II	333	2.1%	44	527	1.3%	24
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	333	2.1%	285	527	1.3%	247
U3. Metro Cities I	1,419	9.0%	74	2,856	7.2%	59
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	306	1.9%	139	684	1.7%	133
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	1,113	7.1%	496	2,172	5.5%	462
U4. Metro Cities II	3,937	25.0%	226	8,878	22.4%	222
28 Aspiring Young Families	1,494	9.5%	404	3,886	9.8%	424
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	1,425	9.1%	445	2,771	7.0%	441
39 Young and Restless	723	4.6%	309	1,412	3.6%	304
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
60 City Dimensions	295	1.9%	218	809	2.0%	221
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0
U5. Urban Outskirts I	3,125	19.9%	190	8,208	20.7%	185
04 Boomburbs	0	0.0%	0	0	0.0%	0
24 Main Street, USA	1,482	9.4%	421	3,837	9.7%	440
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	1,643	10.4%	616	4,371	11.0%	716

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

May 23, 2014



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Papermill Plaza
5 Weems Ln, Winchester, Virginia, 22601,
Ring: 3 mile radius

Prepared by Conrad Koneczny
Latitude: 39.161352783
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Tapestry Urbanization Groups	2013 Households			2013 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	15,737	100.0%		39,640	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	3,245	20.6%	127	8,577	21.6%	130
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	1,016	6.5%	260	3,123	7.9%	287
07 Exurbanites	925	5.9%	239	2,381	6.0%	246
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	1,304	8.3%	397	3,073	7.8%	407
15 Silver and Gold	0	0.0%	0	0	0.0%	0
U8. Suburban Periphery II	1,971	12.5%	140	5,883	14.8%	179
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	1,677	10.7%	418	4,984	12.6%	555
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	294	1.9%	132	899	2.3%	162
U9. Small Towns	295	1.9%	41	818	2.1%	47
41 Crossroads	295	1.9%	129	818	2.1%	133
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	0	0.0%	0	0	0.0%	0
U10. Rural I	1,409	9.0%	84	3,889	9.8%	92
17 Green Acres	833	5.3%	171	2,338	5.9%	186
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
26 Midland Crowd	576	3.7%	113	1,551	3.9%	117
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
U11. Rural II	3	0.0%	0	4	0.0%	0
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	3	0.0%	1	4	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

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

May 23, 2014



Tapestry Segmentation Area Profile

Papermill Plaza
5 Weems Ln, Winchester, Virginia, 22601,
Ring: 5 mile radius

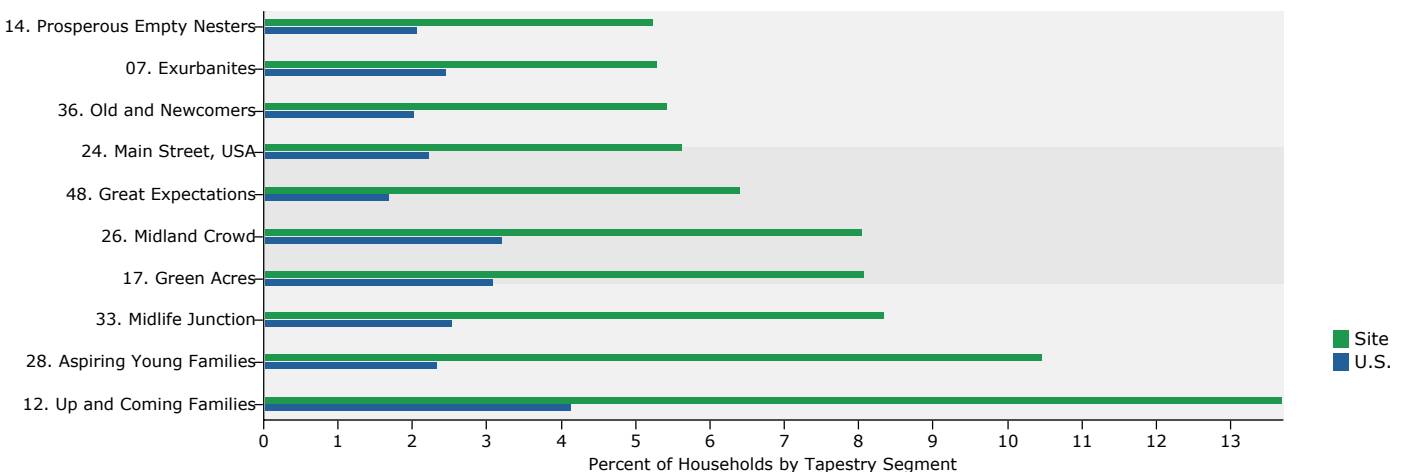
Prepared by Conrad Koneczny
Latitude: 39.161352783
Longitude: -78.17604024

Top Twenty Tapestry Segments

Tapestry descriptions can be found [here](#)

Rank	Tapestry Segment	Households		U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	12. Up and Coming Families	13.7%	13.7%	4.1%	4.1%	331
2	28. Aspiring Young Families	10.5%	24.2%	2.3%	6.4%	446
3	33. Midlife Junction	8.4%	32.6%	2.5%	8.9%	328
4	17. Green Acres	8.1%	40.7%	3.1%	12.0%	261
5	26. Midland Crowd	8.1%	48.8%	3.2%	15.2%	250
Subtotal		48.8%		15.2%		
6	48. Great Expectations	6.4%	55.2%	1.7%	16.9%	379
7	24. Main Street, USA	5.6%	60.8%	2.2%	19.1%	253
8	36. Old and Newcomers	5.4%	66.2%	2.0%	21.1%	267
9	07. Exurbanites	5.3%	71.5%	2.5%	23.6%	215
10	14. Prosperous Empty Nesters	5.3%	76.8%	2.1%	25.7%	252
Subtotal		28.0%		10.5%		
11	22. Metropolitans	4.2%	81.0%	1.4%	27.1%	298
12	06. Sophisticated Squires	3.9%	84.9%	2.5%	29.6%	156
13	41. Crossroads	3.4%	88.3%	1.5%	31.1%	231
14	39. Young and Restless	2.8%	91.1%	1.5%	32.6%	185
15	18. Cozy and Comfortable	1.6%	92.7%	2.2%	34.8%	71
Subtotal		15.9%		9.1%		
16	19. Milk and Cookies	1.3%	94.0%	2.2%	37.0%	61
17	65. Social Security Set	1.3%	95.3%	0.7%	37.7%	171
18	42. Southern Satellites	1.3%	96.6%	2.6%	40.3%	48
19	09. Urban Chic	1.2%	97.8%	1.4%	41.7%	83
20	60. City Dimensions	1.1%	98.9%	0.9%	42.6%	131
Subtotal		6.2%		7.8%		
Total		98.7%		42.8%		231

Top Ten Tapestry Segments Site vs. U.S.



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Source: Esri

May 23, 2014

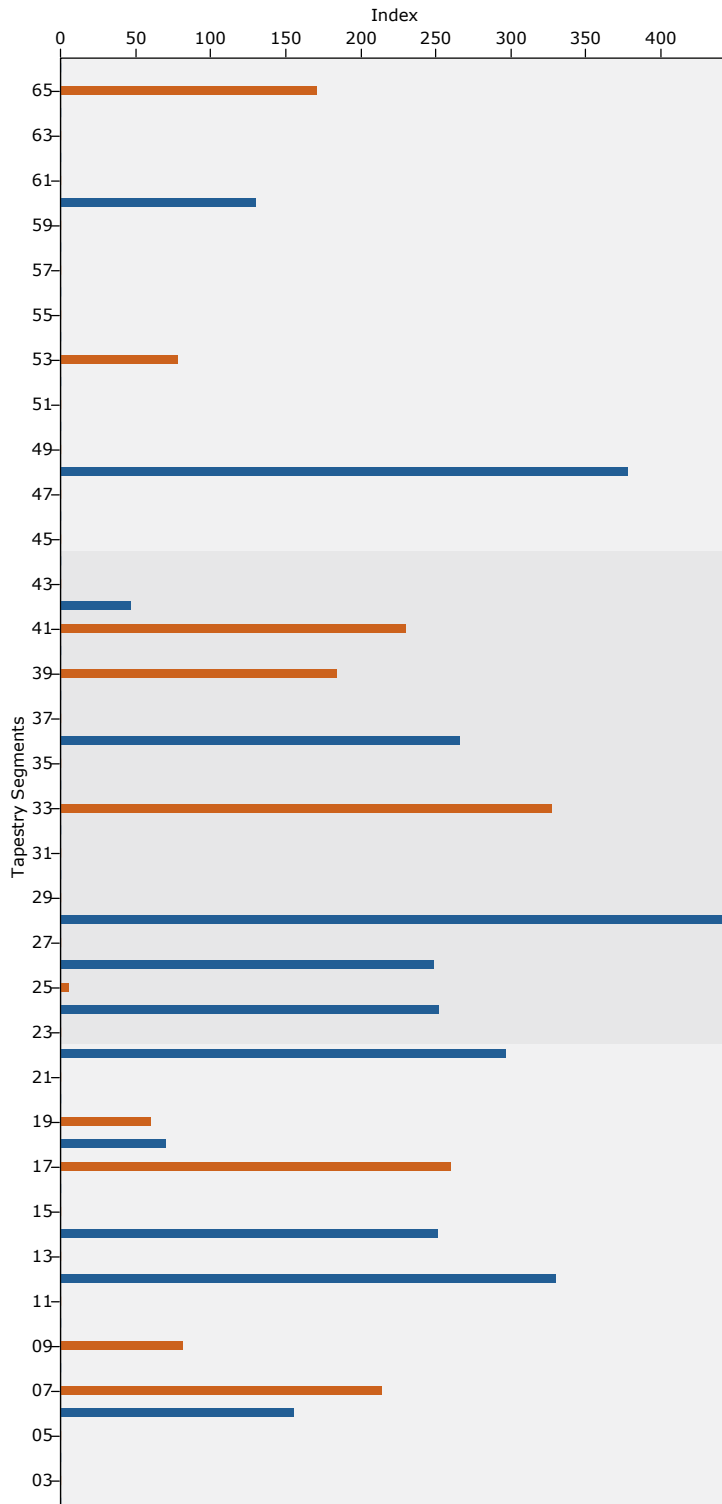


Tapestry Segmentation Area Profile

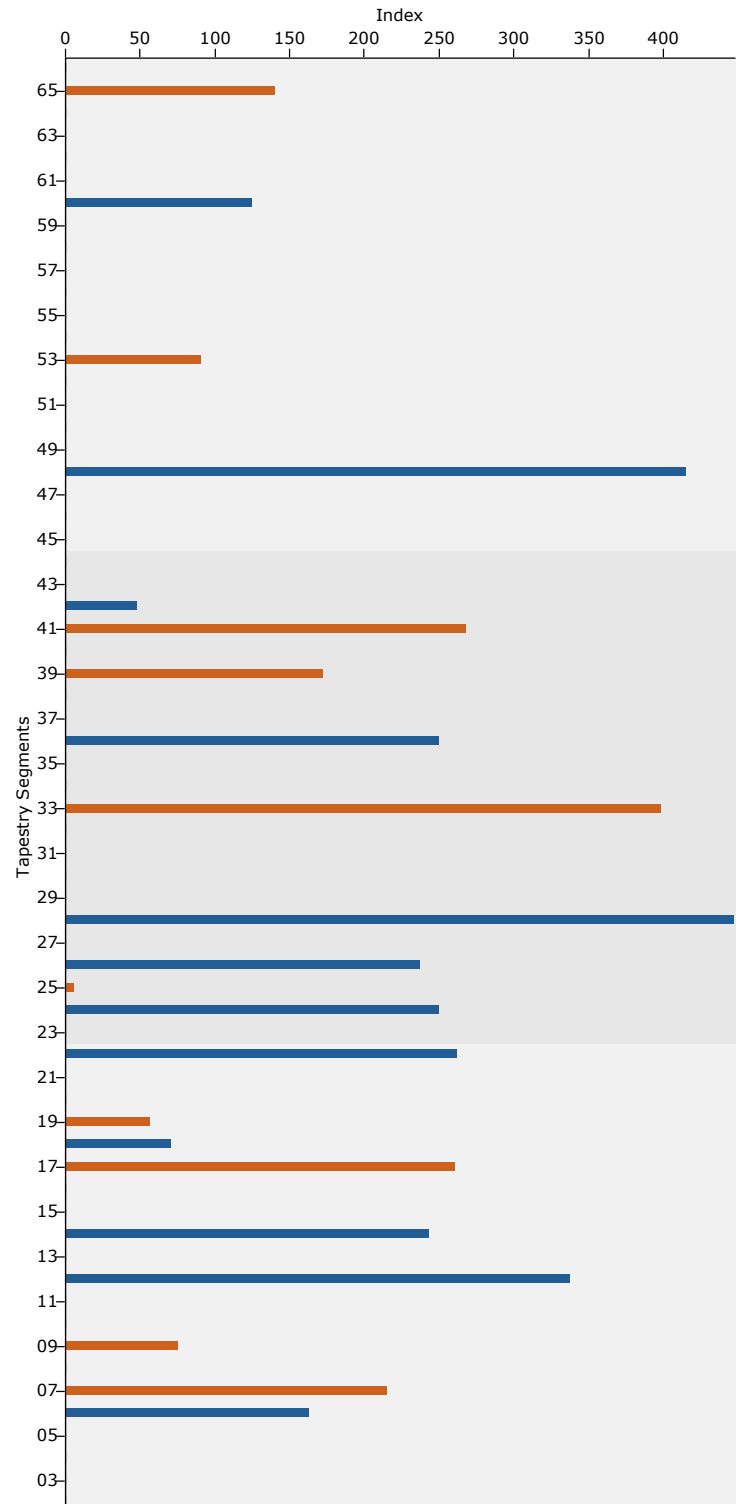
Papermill Plaza
5 Weems Ln, Winchester, Virginia, 22601,
Ring: 5 mile radius

Prepared by Conrad Koneczny
Latitude: 39.161352783
Longitude: -78.17604024

Tapestry Indexes by Households



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.

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Tapestry Segmentation Area Profile

Papermill Plaza
5 Weems Ln, Winchester, Virginia, 22601,
Ring: 5 mile radius

Prepared by Conrad Koneczny
Latitude: 39.161352783
Longitude: -78.17604024

Tapestry LifeMode Groups	2013 Households			2013 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	26,238	100.0%		69,624	100.0%	
L1. High Society	2,407	9.2%	73	6,795	9.8%	71
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	1,016	3.9%	156	3,123	4.5%	164
07 Exurbanites	1,391	5.3%	215	3,672	5.3%	216
L2. Upscale Avenues	2,838	10.8%	82	7,541	10.8%	83
09 Urban Chic	306	1.2%	83	684	1.0%	76
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	2,121	8.1%	261	5,777	8.3%	261
18 Cozy and Comfortable	411	1.6%	71	1,080	1.6%	71
L3. Metropolis	1,113	4.2%	80	2,172	3.1%	60
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitans	1,113	4.2%	298	2,172	3.1%	263
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	2,148	8.2%	111	4,183	6.0%	108
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	1,425	5.4%	267	2,771	4.0%	251
39 Young and Restless	723	2.8%	185	1,412	2.0%	173
L5. Senior Styles	1,711	6.5%	52	3,770	5.4%	51
14 Prosperous Empty Nesters	1,378	5.3%	252	3,243	4.7%	244
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	0	0.0%	0	0	0.0%	0
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	333	1.3%	171	527	0.8%	141
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

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May 23, 2014



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Latitude: 39.161352783
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Tapestry LifeMode Groups	2013 Households			2013 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	26,238	100.0%		69,624	100.0%	
L7. High Hopes	4,431	16.9%	418	11,677	16.8%	435
28 Aspiring Young Families	2,747	10.5%	446	7,210	10.4%	448
48 Great Expectations	1,684	6.4%	379	4,467	6.4%	416
L8. Global Roots	295	1.1%	14	809	1.2%	12
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	295	1.1%	131	809	1.2%	126
61 High Rise Renters	0	0.0%	0	0	0.0%	0
L9. Family Portrait	3,948	15.0%	169	12,186	17.5%	166
12 Up and Coming Families	3,596	13.7%	331	11,221	16.1%	338
19 Milk and Cookies	352	1.3%	61	965	1.4%	57
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	3,674	14.0%	174	10,135	14.6%	190
24 Main Street, USA	1,482	5.6%	253	3,837	5.5%	251
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
33 Midlife Junction	2,192	8.4%	328	6,298	9.0%	399
34 Family Foundations	0	0.0%	0	0	0.0%	0
L11. Factories & Farms	677	2.6%	28	1,916	2.8%	30
25 Salt of the Earth	52	0.2%	7	131	0.2%	7
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	331	1.3%	48	886	1.3%	49
53 Home Town	294	1.1%	79	899	1.3%	92
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
L12. American Quilt	2,996	11.4%	132	8,440	12.1%	141
26 Midland Crowd	2,117	8.1%	250	5,541	8.0%	238
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
41 Crossroads	879	3.4%	231	2,899	4.2%	269
46 Rooted Rural	0	0.0%	0	0	0.0%	0
66 Unclassified	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.

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Tapestry Urbanization Groups	2013 Households			2013 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	26,238	100.0%		69,624	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 II	333	1.3%	26	527	0.8%	14
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	333	1.3%	171	527	0.8%	141
U3. Metro Cities I	1,771	6.7%	56	3,821	5.5%	45
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	306	1.2%	83	684	1.0%	76
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	352	1.3%	61	965	1.4%	57
22 Metropolitans	1,113	4.2%	298	2,172	3.1%	263
U4. Metro Cities II	5,190	19.8%	179	12,202	17.5%	174
28 Aspiring Young Families	2,747	10.5%	446	7,210	10.4%	448
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	1,425	5.4%	267	2,771	4.0%	251
39 Young and Restless	723	2.8%	185	1,412	2.0%	173
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
60 City Dimensions	295	1.1%	131	809	1.2%	126
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0
U5. Urban Outskirts I	3,166	12.1%	115	8,304	11.9%	107
04 Boomburbs	0	0.0%	0	0	0.0%	0
24 Main Street, USA	1,482	5.6%	253	3,837	5.5%	251
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	1,684	6.4%	379	4,467	6.4%	416

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

May 23, 2014



Tapestry Segmentation Area Profile

Papermill Plaza
5 Weems Ln, Winchester, Virginia, 22601,
Ring: 5 mile radius

Prepared by Conrad Koneczny
Latitude: 39.161352783
Longitude: -78.17604024

Tapestry Urbanization Groups	2013 Households			2013 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	26,238	100.0%		69,624	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	7,381	28.1%	174	21,259	30.5%	183
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	1,016	3.9%	156	3,123	4.5%	164
07 Exurbanites	1,391	5.3%	215	3,672	5.3%	216
12 Up and Coming Families	3,596	13.7%	331	11,221	16.1%	338
13 In Style	0	0.0%	0	0	0.0%	0
14 Prosperous Empty Nesters	1,378	5.3%	252	3,243	4.7%	244
15 Silver and Gold	0	0.0%	0	0	0.0%	0
U8. Suburban Periphery II	2,897	11.0%	124	8,277	11.9%	143
18 Cozy and Comfortable	411	1.6%	71	1,080	1.6%	71
29 Rustbelt Retirees	0	0.0%	0	0	0.0%	0
33 Midlife Junction	2,192	8.4%	328	6,298	9.0%	399
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	294	1.1%	79	899	1.3%	92
U9. Small Towns	879	3.4%	72	2,899	4.2%	95
41 Crossroads	879	3.4%	231	2,899	4.2%	269
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	0	0.0%	0	0	0.0%	0
U10. Rural I	4,290	16.4%	153	11,449	16.4%	155
17 Green Acres	2,121	8.1%	261	5,777	8.3%	261
25 Salt of the Earth	52	0.2%	7	131	0.2%	7
26 Midland Crowd	2,117	8.1%	250	5,541	8.0%	238
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
U11. Rural II	331	1.3%	17	886	1.3%	17
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	331	1.3%	48	886	1.3%	49
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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