



Tapestry Segmentation Area Profile

Roberts Street Plaza
1811 Roberts St, Winchester, Virginia, 22601,
Drive Time: 15 minutes

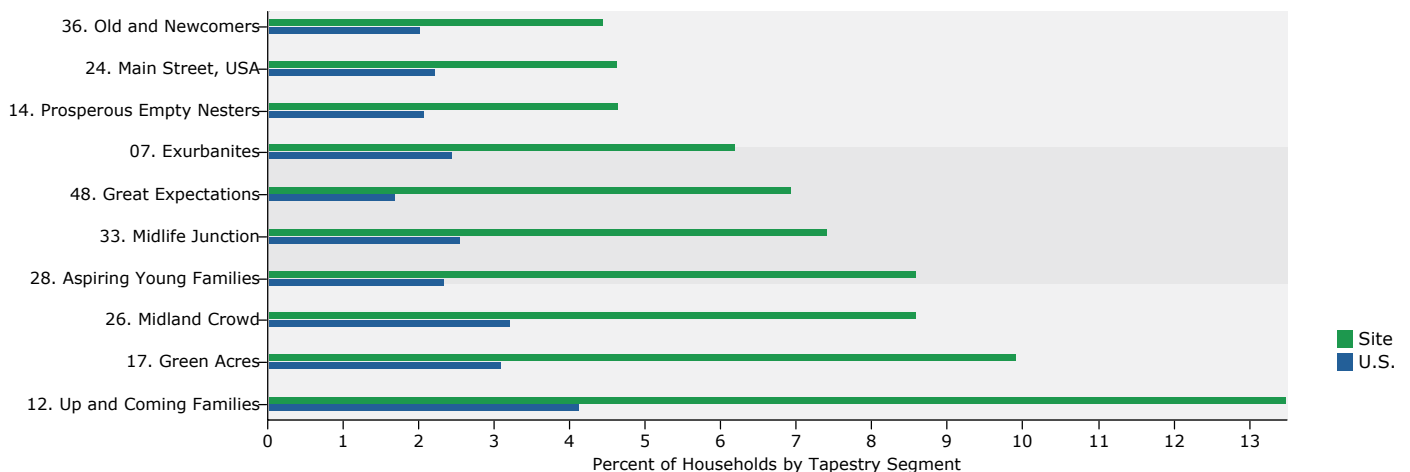
Prepared by Conrad Koneczny
Latitude: 39.168771925
Longitude: -78.17735257

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	13.5%	13.5%	4.1%	4.1%	326
2	17. Green Acres	9.9%	23.4%	3.1%	7.2%	320
3	26. Midland Crowd	8.6%	32.0%	3.2%	10.4%	267
4	28. Aspiring Young Families	8.6%	40.6%	2.3%	12.7%	367
5	33. Midlife Junction	7.4%	48.0%	2.5%	15.2%	291
Subtotal		48.0%		15.2%		
6	48. Great Expectations	6.9%	54.9%	1.7%	16.9%	410
7	07. Exurbanites	6.2%	61.1%	2.5%	19.4%	251
8	14. Prosperous Empty Nesters	4.7%	65.8%	2.1%	21.5%	223
9	24. Main Street, USA	4.6%	70.4%	2.2%	23.7%	208
10	36. Old and Newcomers	4.5%	74.9%	2.0%	25.7%	219
Subtotal		26.9%		10.5%		
11	19. Milk and Cookies	3.7%	78.6%	2.2%	27.9%	167
12	22. Metropolitans	3.5%	82.1%	1.4%	29.3%	245
13	06. Sophisticated Squires	3.2%	85.3%	2.5%	31.8%	128
14	41. Crossroads	2.8%	88.1%	1.5%	33.3%	190
15	42. Southern Satellites	2.4%	90.5%	2.6%	35.9%	91
Subtotal		15.6%		10.2%		
16	39. Young and Restless	2.3%	92.8%	1.5%	37.4%	152
17	25. Salt of the Earth	2.2%	95.0%	2.7%	40.1%	81
18	18. Cozy and Comfortable	1.3%	96.3%	2.2%	42.3%	58
19	65. Social Security Set	1.0%	97.3%	0.7%	43.0%	140
20	09. Urban Chic	1.0%	98.3%	1.4%	44.4%	68
Subtotal		7.8%		8.5%		
Total		98.2%		44.6%		220

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

June 03, 2014

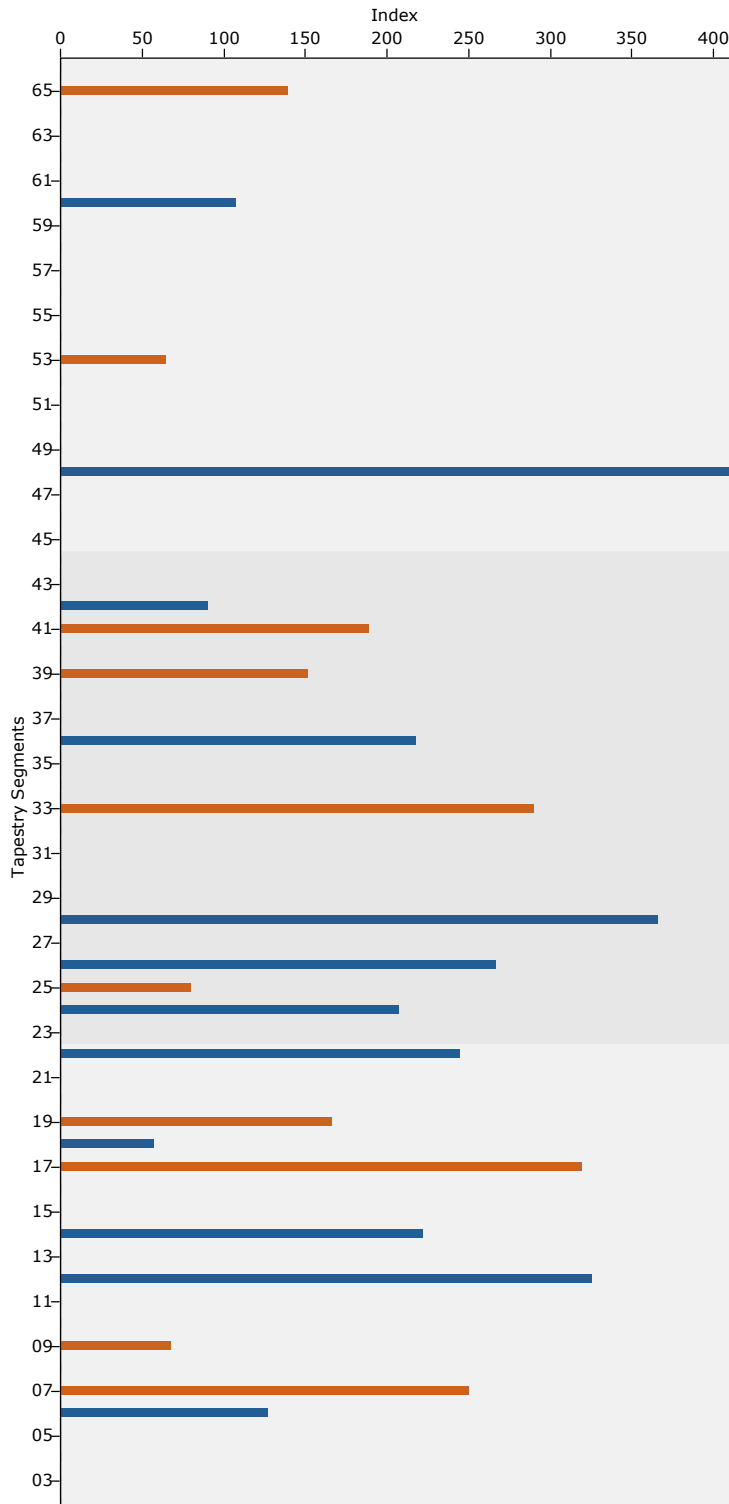


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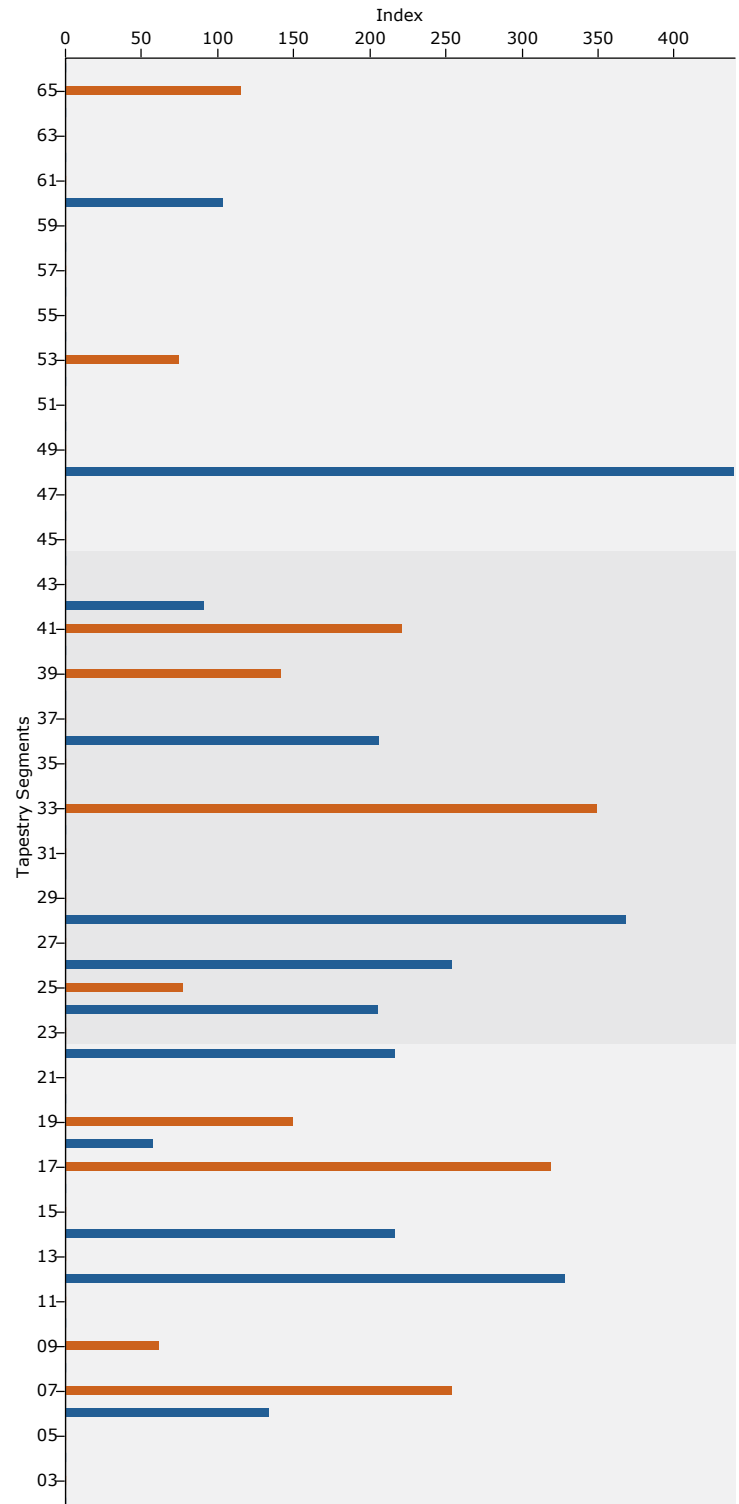
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Tapestry Indexes by Households



Tapestry Indexes by Population



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Tapestry LifeMode Groups	2013 Households			2013 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	31,939	100.0%		84,592	100.0%	
L1. High Society	2,993	9.4%	74	8,387	9.9%	72
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	3.2%	128	3,123	3.7%	135
07 Exurbanites	1,977	6.2%	251	5,264	6.2%	255
L2. Upscale Avenues	3,885	12.2%	92	10,367	12.3%	94
09 Urban Chic	306	1.0%	68	684	0.8%	62
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	3,168	9.9%	320	8,603	10.2%	320
18 Cozy and Comfortable	411	1.3%	58	1,080	1.3%	58
L3. Metropolis	1,113	3.5%	66	2,172	2.6%	49
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitans	1,113	3.5%	245	2,172	2.6%	217
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	6.7%	92	4,183	4.9%	89
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	4.5%	219	2,771	3.3%	207
39 Young and Restless	723	2.3%	152	1,412	1.7%	142
L5. Senior Styles	1,823	5.7%	45	4,034	4.8%	45
14 Prosperous Empty Nesters	1,490	4.7%	223	3,507	4.1%	217
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	1.0%	140	527	0.6%	116
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:	31,939	100.0%		84,592	100.0%	
L7. High Hopes	4,965	15.5%	385	12,951	15.3%	397
28 Aspiring Young Families	2,747	8.6%	367	7,210	8.5%	369
48 Great Expectations	2,218	6.9%	410	5,741	6.8%	440
L8. Global Roots	295	0.9%	11	809	1.0%	10
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	0.9%	108	809	1.0%	104
61 High Rise Renters	0	0.0%	0	0	0.0%	0
L9. Family Portrait	5,488	17.2%	193	16,377	19.4%	184
12 Up and Coming Families	4,311	13.5%	326	13,246	15.7%	329
19 Milk and Cookies	1,177	3.7%	167	3,131	3.7%	151
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	3,852	12.1%	150	10,551	12.5%	163
24 Main Street, USA	1,482	4.6%	208	3,837	4.5%	206
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
33 Midlife Junction	2,370	7.4%	291	6,714	7.9%	350
34 Family Foundations	0	0.0%	0	0	0.0%	0
L11. Factories & Farms	1,748	5.5%	58	4,663	5.5%	60
25 Salt of the Earth	689	2.2%	81	1,732	2.0%	78
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	765	2.4%	91	2,032	2.4%	92
53 Home Town	294	0.9%	65	899	1.1%	76
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
L12. American Quilt	3,629	11.4%	131	10,098	11.9%	139
26 Midland Crowd	2,750	8.6%	267	7,199	8.5%	255
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
41 Crossroads	879	2.8%	190	2,899	3.4%	222
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:	31,939	100.0%		84,592	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	1.0%	22	527	0.6%	11
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	1.0%	140	527	0.6%	116
U3. Metro Cities I	2,596	8.1%	67	5,987	7.1%	58
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	1.0%	68	684	0.8%	62
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	1,177	3.7%	167	3,131	3.7%	151
22 Metropolitans	1,113	3.5%	245	2,172	2.6%	217
U4. Metro Cities II	5,190	16.2%	147	12,202	14.4%	143
28 Aspiring Young Families	2,747	8.6%	367	7,210	8.5%	369
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	4.5%	219	2,771	3.3%	207
39 Young and Restless	723	2.3%	152	1,412	1.7%	142
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
60 City Dimensions	295	0.9%	108	809	1.0%	104
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0
U5. Urban Outskirts I	3,700	11.6%	111	9,578	11.3%	101
04 Boomburbs	0	0.0%	0	0	0.0%	0
24 Main Street, USA	1,482	4.6%	208	3,837	4.5%	206
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	2,218	6.9%	410	5,741	6.8%	440

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	Number	Percent	Index	Number	Percent	Index
Total:	31,939	100.0%		84,592	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	8,794	27.5%	170	25,140	29.7%	178
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	1,016	3.2%	128	3,123	3.7%	135
07 Exurbanites	1,977	6.2%	251	5,264	6.2%	255
12 Up and Coming Families	4,311	13.5%	326	13,246	15.7%	329
13 In Style	0	0.0%	0	0	0.0%	0
14 Prosperous Empty Nesters	1,490	4.7%	223	3,507	4.1%	217
15 Silver and Gold	0	0.0%	0	0	0.0%	0
U8. Suburban Periphery II	3,075	9.6%	108	8,693	10.3%	124
18 Cozy and Comfortable	411	1.3%	58	1,080	1.3%	58
29 Rustbelt Retirees	0	0.0%	0	0	0.0%	0
33 Midlife Junction	2,370	7.4%	291	6,714	7.9%	350
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	0.9%	65	899	1.1%	76
U9. Small Towns	879	2.8%	60	2,899	3.4%	78
41 Crossroads	879	2.8%	190	2,899	3.4%	222
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	6,607	20.7%	194	17,534	20.7%	195
17 Green Acres	3,168	9.9%	320	8,603	10.2%	320
25 Salt of the Earth	689	2.2%	81	1,732	2.0%	78
26 Midland Crowd	2,750	8.6%	267	7,199	8.5%	255
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
U11. Rural II	765	2.4%	32	2,032	2.4%	32
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	765	2.4%	91	2,032	2.4%	92
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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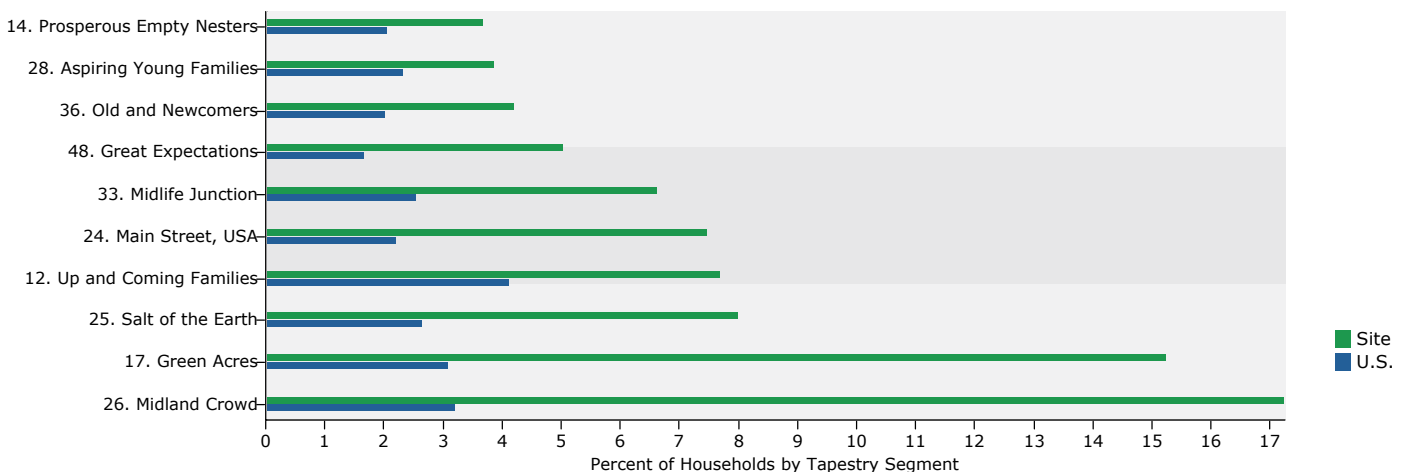
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		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	26. Midland Crowd	17.3%	17.3%	3.2%	3.2%	535
2	17. Green Acres	15.3%	32.6%	3.1%	6.3%	493
3	25. Salt of the Earth	8.0%	40.6%	2.7%	9.0%	300
4	12. Up and Coming Families	7.7%	48.3%	4.1%	13.1%	186
5	24. Main Street, USA	7.5%	55.8%	2.2%	15.3%	335
Subtotal		55.8%		15.3%		
6	33. Midlife Junction	6.6%	62.4%	2.5%	17.8%	261
7	48. Great Expectations	5.0%	67.4%	1.7%	19.5%	297
8	36. Old and Newcomers	4.2%	71.6%	2.0%	21.5%	207
9	28. Aspiring Young Families	3.9%	75.5%	2.3%	23.8%	165
10	14. Prosperous Empty Nesters	3.7%	79.2%	2.1%	25.9%	177
Subtotal		23.4%		10.6%		
11	07. Exurbanites	3.3%	82.5%	2.5%	28.4%	132
12	19. Milk and Cookies	2.3%	84.8%	2.2%	30.6%	104
13	57. Simple Living	2.1%	86.9%	1.4%	32.0%	154
14	41. Crossroads	2.0%	88.9%	1.5%	33.5%	141
15	06. Sophisticated Squires	1.6%	90.5%	2.5%	36.0%	65
Subtotal		11.3%		10.1%		
16	42. Southern Satellites	1.4%	91.9%	2.6%	38.6%	54
17	22. Metropolitans	1.3%	93.2%	1.4%	40.0%	94
18	18. Cozy and Comfortable	1.0%	94.2%	2.2%	42.2%	47
19	53. Home Town	1.0%	95.2%	1.4%	43.6%	71
20	39. Young and Restless	0.9%	96.1%	1.5%	45.1%	58
Subtotal		5.6%		9.1%		
Total		96.2%		45.2%		213

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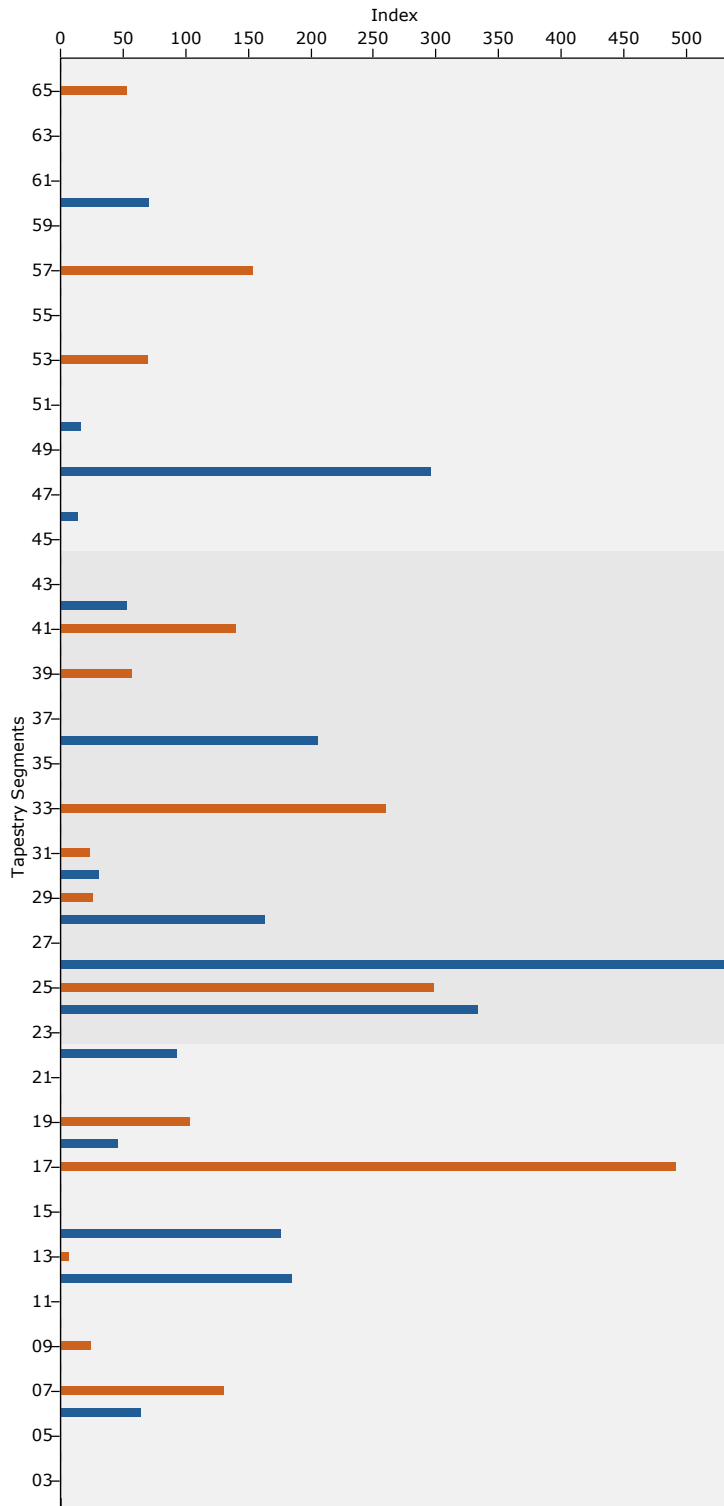


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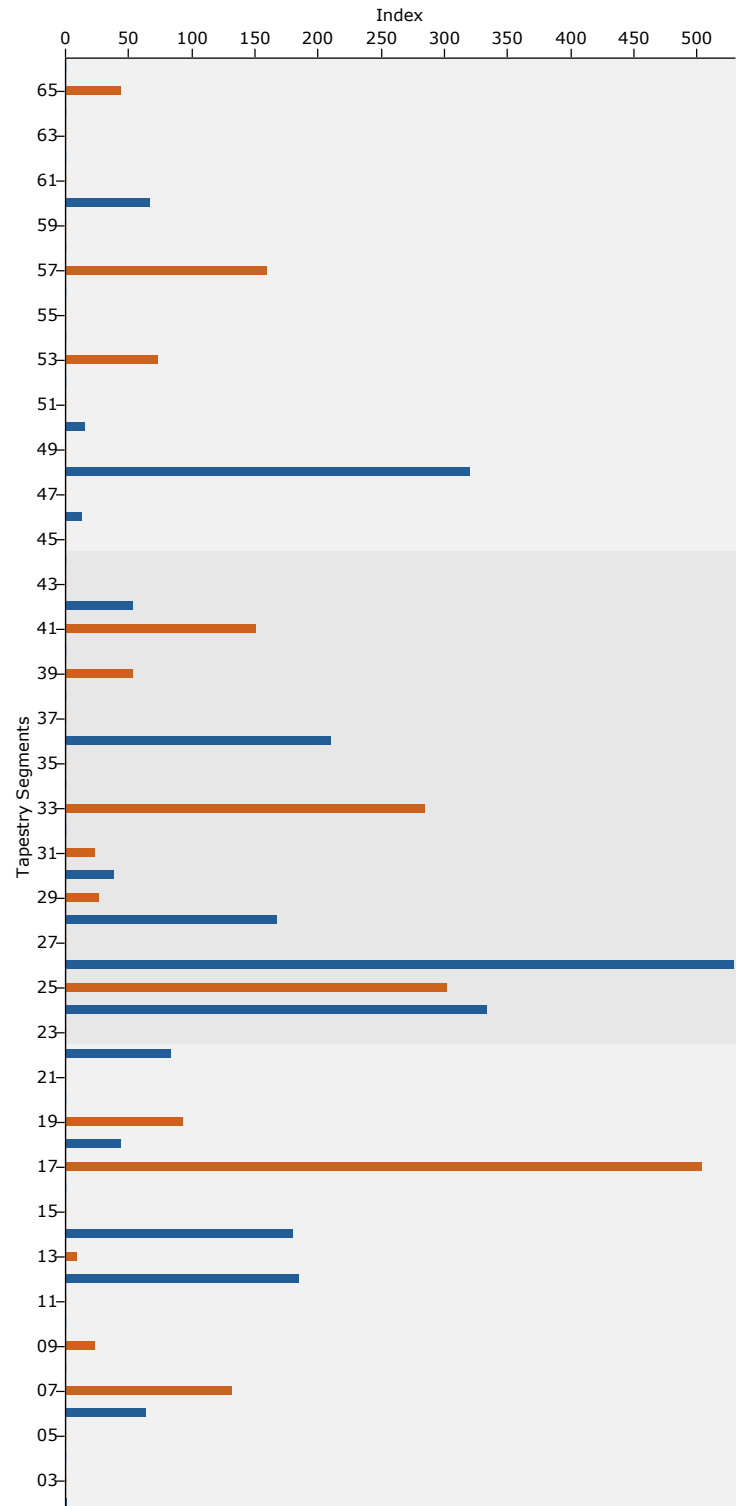
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	Number	Percent	Index	Number	Percent	Index
Total:	83,445	100.0%		218,348	100.0%	
L1. High Society	4,106	4.9%	39	11,107	5.1%	37
01 Top Rung	0	0.0%	0	0	0.0%	0
02 Suburban Splendor	32	0.0%	2	93	0.0%	2
03 Connoisseurs	2	0.0%	0	3	0.0%	0
04 Boomburbs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	1,355	1.6%	65	3,898	1.8%	65
07 Exurbanites	2,717	3.3%	132	7,113	3.3%	133
L2. Upscale Avenues	14,068	16.9%	127	38,358	17.6%	134
09 Urban Chic	306	0.4%	26	684	0.3%	24
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	153	0.2%	8	444	0.2%	10
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
17 Green Acres	12,739	15.3%	493	35,075	16.1%	505
18 Cozy and Comfortable	870	1.0%	47	2,155	1.0%	45
L3. Metropolis	1,113	1.3%	25	2,172	1.0%	19
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitans	1,113	1.3%	94	2,172	1.0%	84
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	4,240	5.1%	69	8,707	4.0%	72
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	3,517	4.2%	207	7,295	3.3%	211
39 Young and Restless	723	0.9%	58	1,412	0.6%	55
L5. Senior Styles	6,365	7.6%	60	14,907	6.8%	64
14 Prosperous Empty Nesters	3,088	3.7%	177	7,537	3.5%	181
15 Silver and Gold	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	445	0.5%	27	1,057	0.5%	27
30 Retirement Communities	427	0.5%	32	1,079	0.5%	40
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	281	0.3%	17	652	0.3%	16
57 Simple Living	1,791	2.1%	154	4,055	1.9%	160
65 Social Security Set	333	0.4%	54	527	0.2%	45
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

June 03, 2014



Tapestry Segmentation Area Profile

Roberts Street Plaza
1811 Roberts St, Winchester, Virginia, 22601,
Drive Time: 30 minutes

Prepared by Conrad Koneczny
Latitude: 39.168771925
Longitude: -78.17735257

Tapestry LifeMode Groups	2013 Households			2013 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	83,445	100.0%		218,348	100.0%	
L7. High Hopes	7,445	8.9%	221	19,265	8.8%	229
28 Aspiring Young Families	3,238	3.9%	165	8,462	3.9%	168
48 Great Expectations	4,207	5.0%	297	10,803	4.9%	321
L8. Global Roots	516	0.6%	7	1,366	0.6%	6
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	516	0.6%	72	1,366	0.6%	68
61 High Rise Renters	0	0.0%	0	0	0.0%	0
L9. Family Portrait	8,354	10.0%	112	24,340	11.1%	106
12 Up and Coming Families	6,438	7.7%	186	19,294	8.8%	185
19 Milk and Cookies	1,916	2.3%	104	5,046	2.3%	94
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	11,783	14.1%	176	30,184	13.8%	180
24 Main Street, USA	6,241	7.5%	335	16,044	7.3%	334
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
33 Midlife Junction	5,542	6.6%	261	14,140	6.5%	286
34 Family Foundations	0	0.0%	0	0	0.0%	0
L11. Factories & Farms	8,708	10.4%	112	22,682	10.4%	112
25 Salt of the Earth	6,677	8.0%	300	17,317	7.9%	303
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	1,191	1.4%	54	3,107	1.4%	55
53 Home Town	840	1.0%	71	2,258	1.0%	74
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
L12. American Quilt	16,747	20.1%	231	45,260	20.7%	242
26 Midland Crowd	14,395	17.3%	535	38,640	17.7%	530
31 Rural Resort Dwellers	358	0.4%	25	795	0.4%	24
41 Crossroads	1,703	2.0%	141	5,144	2.4%	152
46 Rooted Rural	291	0.3%	15	681	0.3%	14
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



Tapestry Segmentation Area Profile

Roberts Street Plaza
1811 Roberts St, Winchester, Virginia, 22601,
Drive Time: 30 minutes

Prepared by Conrad Koneczny
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Longitude: -78.17735257

Tapestry Urbanization Groups	2013 Households			2013 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	83,445	100.0%		218,348	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	0.4%	8	527	0.2%	4
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	0.4%	54	527	0.2%	45
U3. Metro Cities I	3,337	4.0%	33	7,905	3.6%	30
01 Top Rung	0	0.0%	0	0	0.0%	0
03 Connoisseurs	2	0.0%	0	3	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
09 Urban Chic	306	0.4%	26	684	0.3%	24
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	1,916	2.3%	104	5,046	2.3%	94
22 Metropolitans	1,113	1.3%	94	2,172	1.0%	84
U4. Metro Cities II	8,421	10.1%	91	19,614	9.0%	89
28 Aspiring Young Families	3,238	3.9%	165	8,462	3.9%	168
30 Retirement Communities	427	0.5%	32	1,079	0.5%	40
34 Family Foundations	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	3,517	4.2%	207	7,295	3.3%	211
39 Young and Restless	723	0.9%	58	1,412	0.6%	55
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
60 City Dimensions	516	0.6%	72	1,366	0.6%	68
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0
U5. Urban Outskirts I	10,448	12.5%	120	26,847	12.3%	110
04 Boomburbs	0	0.0%	0	0	0.0%	0
24 Main Street, USA	6,241	7.5%	335	16,044	7.3%	334
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	4,207	5.0%	297	10,803	4.9%	321

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

Roberts Street Plaza
1811 Roberts St, Winchester, Virginia, 22601,
Drive Time: 30 minutes

Prepared by Conrad Koneczny
Latitude: 39.168771925
Longitude: -78.17735257

Tapestry Urbanization Groups	2013 Households			2013 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	83,445	100.0%		218,348	100.0%	
U6. Urban Outskirts II	1,791	2.1%	42	4,055	1.9%	36
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	1,791	2.1%	154	4,055	1.9%	160
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	13,783	16.5%	102	38,379	17.6%	106
02 Suburban Splendor	32	0.0%	2	93	0.0%	2
06 Sophisticated Squires	1,355	1.6%	65	3,898	1.8%	65
07 Exurbanites	2,717	3.3%	132	7,113	3.3%	133
12 Up and Coming Families	6,438	7.7%	186	19,294	8.8%	185
13 In Style	153	0.2%	8	444	0.2%	10
14 Prosperous Empty Nesters	3,088	3.7%	177	7,537	3.5%	181
15 Silver and Gold	0	0.0%	0	0	0.0%	0
U8. Suburban Periphery II	7,697	9.2%	103	19,610	9.0%	108
18 Cozy and Comfortable	870	1.0%	47	2,155	1.0%	45
29 Rustbelt Retirees	445	0.5%	27	1,057	0.5%	27
33 Midlife Junction	5,542	6.6%	261	14,140	6.5%	286
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	840	1.0%	71	2,258	1.0%	74
U9. Small Towns	1,984	2.4%	51	5,796	2.7%	61
41 Crossroads	1,703	2.0%	141	5,144	2.4%	152
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	281	0.3%	17	652	0.3%	16
U10. Rural I	34,169	40.9%	384	91,827	42.1%	396
17 Green Acres	12,739	15.3%	493	35,075	16.1%	505
25 Salt of the Earth	6,677	8.0%	300	17,317	7.9%	303
26 Midland Crowd	14,395	17.3%	535	38,640	17.7%	530
31 Rural Resort Dwellers	358	0.4%	25	795	0.4%	24
U11. Rural II	1,482	1.8%	23	3,788	1.7%	23
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	1,191	1.4%	54	3,107	1.4%	55
46 Rooted Rural	291	0.3%	15	681	0.3%	14
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

June 03, 2014



Tapestry Segmentation Area Profile

Roberts Street Plaza
1811 Roberts St, Winchester, Virginia, 22601,
Drive Time: 45 minutes

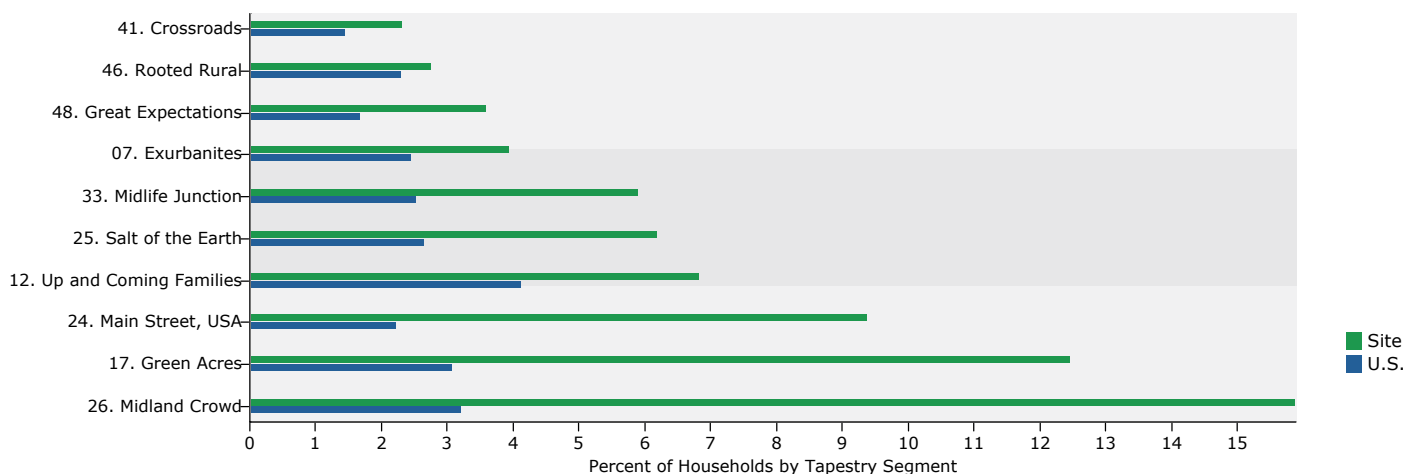
Prepared by Conrad Koneczny
Latitude: 39.168771925
Longitude: -78.17735257

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	26. Midland Crowd	15.9%	15.9%	3.2%	3.2%	493
2	17. Green Acres	12.5%	28.4%	3.1%	6.3%	403
3	24. Main Street, USA	9.4%	37.8%	2.2%	8.5%	420
4	12. Up and Coming Families	6.8%	44.6%	4.1%	12.6%	165
5	25. Salt of the Earth	6.2%	50.8%	2.7%	15.3%	233
Subtotal		50.8%		15.3%		
6	33. Midlife Junction	5.9%	56.7%	2.5%	17.8%	232
7	07. Exurbanites	4.0%	60.7%	2.5%	20.3%	160
8	48. Great Expectations	3.6%	64.3%	1.7%	22.0%	212
9	46. Rooted Rural	2.8%	67.1%	2.3%	24.3%	119
10	41. Crossroads	2.3%	69.4%	1.5%	25.8%	161
Subtotal		18.6%		10.5%		
11	14. Prosperous Empty Nesters	2.3%	71.7%	2.1%	27.9%	111
12	36. Old and Newcomers	2.1%	73.8%	2.0%	29.9%	101
13	28. Aspiring Young Families	2.0%	75.8%	2.3%	32.2%	85
14	02. Suburban Splendor	1.8%	77.6%	1.7%	33.9%	109
15	04. Boomburbs	1.7%	79.3%	2.4%	36.3%	72
Subtotal		9.9%		10.5%		
16	22. Metropolitans	1.6%	80.9%	1.4%	37.7%	113
17	29. Rustbelt Retirees	1.6%	82.5%	2.0%	39.7%	82
18	31. Rural Resort Dwellers	1.5%	84.0%	1.7%	41.4%	91
19	42. Southern Satellites	1.5%	85.5%	2.6%	44.0%	58
20	30. Retirement Communities	1.5%	87.0%	1.6%	45.6%	94
Subtotal		7.7%		9.3%		
Total		87.0%		45.7%		191

Top Ten Tapestry Segments Site vs. U.S.



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Source: Esri

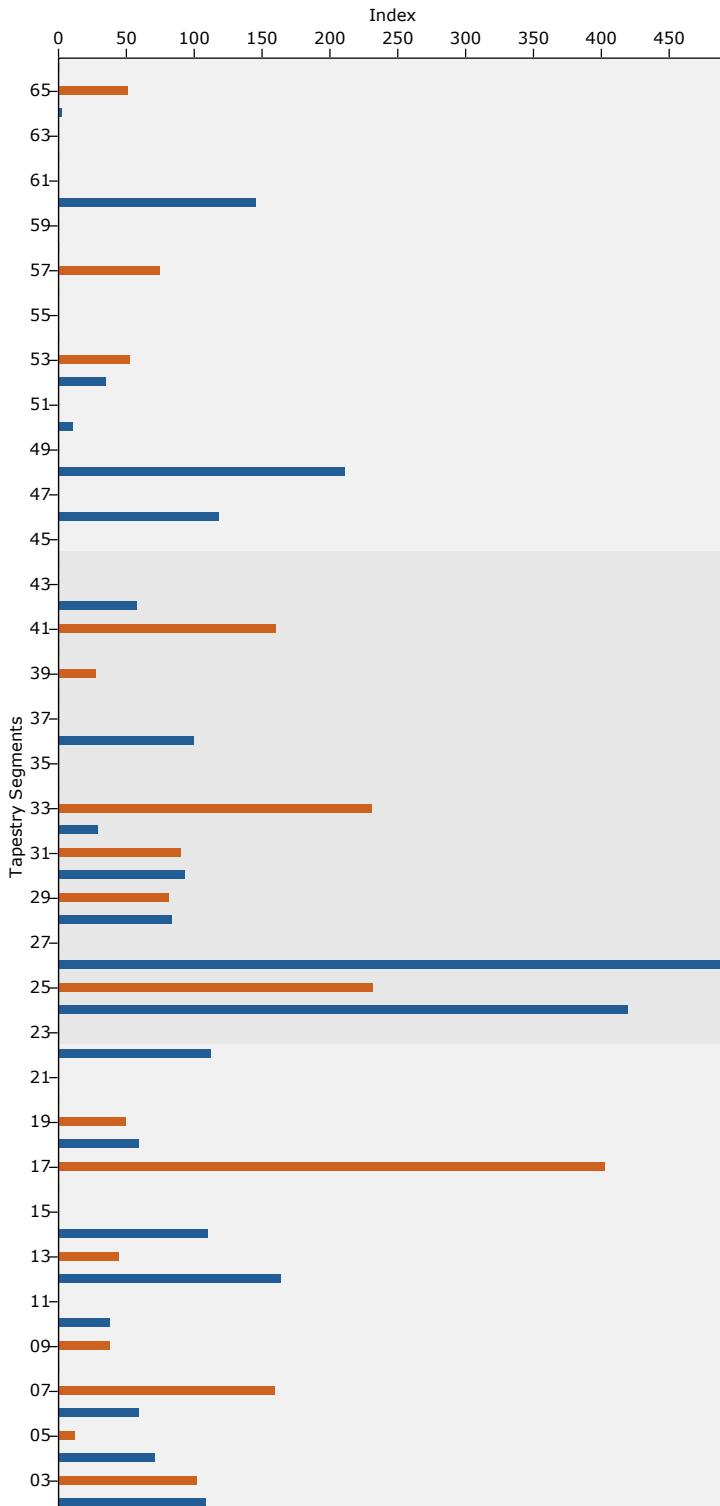


Tapestry Segmentation Area Profile

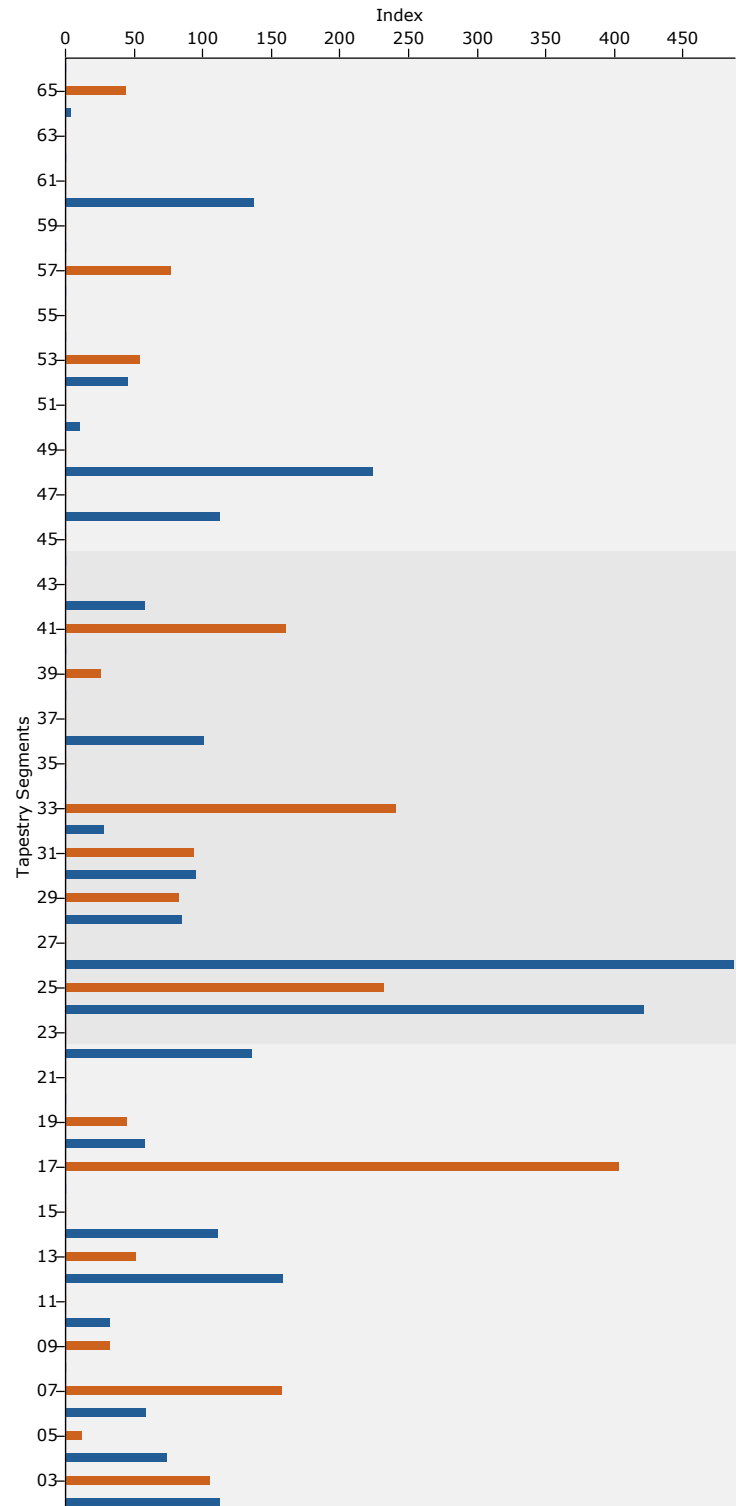
Roberts Street Plaza
1811 Roberts St, Winchester, Virginia, 22601,
Drive Time: 45 minutes

Prepared by Conrad Koneczny
Latitude: 39.168771925
Longitude: -78.17735257

Tapestry Indexes by Households



Tapestry Indexes by Population



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Source: Esri



Tapestry Segmentation Area Profile

Roberts Street Plaza
1811 Roberts St, Winchester, Virginia, 22601,
Drive Time: 45 minutes

Prepared by Conrad Koneczny
Latitude: 39.168771925
Longitude: -78.17735257

Tapestry LifeMode Groups	2013 Households			2013 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	171,388	100.0%		450,696	100.0%	
L1. High Society	17,958	10.5%	83	51,050	11.3%	83
01 Top Rung	0	0.0%	0	0	0.0%	0
02 Suburban Splendor	3,159	1.8%	109	9,643	2.1%	114
03 Connoisseurs	2,220	1.3%	103	6,062	1.3%	106
04 Boomburbs	2,949	1.7%	72	9,477	2.1%	75
05 Wealthy Seaboard Suburbs	322	0.2%	13	928	0.2%	13
06 Sophisticated Squires	2,537	1.5%	60	7,450	1.7%	60
07 Exurbanites	6,771	4.0%	160	17,490	3.9%	159
L2. Upscale Avenues	27,463	16.0%	121	73,369	16.3%	124
09 Urban Chic	933	0.5%	39	2,006	0.4%	34
10 Pleasant-Ville	1,087	0.6%	39	2,751	0.6%	34
11 Pacific Heights	0	0.0%	0	0	0.0%	0
13 In Style	1,774	1.0%	45	4,938	1.1%	52
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
17 Green Acres	21,377	12.5%	403	57,885	12.8%	404
18 Cozy and Comfortable	2,292	1.3%	60	5,789	1.3%	59
L3. Metropolis	2,768	1.6%	30	7,335	1.6%	31
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitans	2,768	1.6%	113	7,335	1.6%	137
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	4,240	2.5%	34	8,707	1.9%	35
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	3,517	2.1%	101	7,295	1.6%	102
39 Young and Restless	723	0.4%	28	1,412	0.3%	27
L5. Senior Styles	12,131	7.1%	56	27,614	6.1%	58
14 Prosperous Empty Nesters	3,956	2.3%	111	9,585	2.1%	112
15 Silver and Gold	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	2,739	1.6%	82	6,670	1.5%	84
30 Retirement Communities	2,588	1.5%	94	5,301	1.2%	96
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	389	0.2%	11	912	0.2%	11
57 Simple Living	1,791	1.0%	75	4,055	0.9%	77
65 Social Security Set	668	0.4%	52	1,091	0.2%	45
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

June 03, 2014



Tapestry Segmentation Area Profile

Roberts Street Plaza
1811 Roberts St, Winchester, Virginia, 22601,
Drive Time: 45 minutes

Prepared by Conrad Koneczny

Latitude: 39.168771925

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Tapestry LifeMode Groups	2013 Households			2013 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	171,388	100.0%		450,696	100.0%	
L7. High Hopes	9,569	5.6%	138	24,592	5.5%	142
28 Aspiring Young Families	3,417	2.0%	85	8,971	2.0%	86
48 Great Expectations	6,152	3.6%	212	15,621	3.5%	225
L8. Global Roots	3,008	1.8%	21	8,572	1.9%	19
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	856	0.5%	36	2,846	0.6%	47
58 NeWest Residents	0	0.0%	0	0	0.0%	0
60 City Dimensions	2,152	1.3%	146	5,726	1.3%	138
61 High Rise Renters	0	0.0%	0	0	0.0%	0
L9. Family Portrait	13,693	8.0%	90	39,467	8.8%	83
12 Up and Coming Families	11,733	6.8%	165	34,255	7.6%	160
19 Milk and Cookies	1,917	1.1%	51	5,048	1.1%	46
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	43	0.0%	4	164	0.0%	5
L10. Traditional Living	27,423	16.0%	199	69,742	15.5%	202
24 Main Street, USA	16,071	9.4%	420	41,964	9.3%	423
32 Rustbelt Traditions	1,234	0.7%	30	3,062	0.7%	29
33 Midlife Junction	10,118	5.9%	232	24,716	5.5%	242
34 Family Foundations	0	0.0%	0	0	0.0%	0
L11. Factories & Farms	14,538	8.5%	91	37,900	8.4%	91
25 Salt of the Earth	10,625	6.2%	233	27,449	6.1%	233
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	2,609	1.5%	58	6,976	1.5%	59
53 Home Town	1,304	0.8%	54	3,475	0.8%	55
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
L12. American Quilt	38,597	22.5%	259	102,348	22.7%	265
26 Midland Crowd	27,230	15.9%	493	73,457	16.3%	488
31 Rural Resort Dwellers	2,639	1.5%	91	6,320	1.4%	94
41 Crossroads	4,001	2.3%	161	11,204	2.5%	161
46 Rooted Rural	4,727	2.8%	119	11,367	2.5%	114
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

June 03, 2014



Tapestry Segmentation Area Profile

Roberts Street Plaza
1811 Roberts St, Winchester, Virginia, 22601,
Drive Time: 45 minutes

Prepared by Conrad Koneczny
Latitude: 39.168771925
Longitude: -78.17735257

Tapestry Urbanization Groups	2013 Households			2013 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	171,388	100.0%		450,696	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	711	0.4%	9	1,255	0.3%	5
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	43	0.0%	4	164	0.0%	5
65 Social Security Set	668	0.4%	52	1,091	0.2%	45
U3. Metro Cities I	9,247	5.4%	45	24,130	5.4%	44
01 Top Rung	0	0.0%	0	0	0.0%	0
03 Connoisseurs	2,220	1.3%	103	6,062	1.3%	106
05 Wealthy Seaboard Suburbs	322	0.2%	13	928	0.2%	13
09 Urban Chic	933	0.5%	39	2,006	0.4%	34
10 Pleasant-Ville	1,087	0.6%	39	2,751	0.6%	34
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	1,917	1.1%	51	5,048	1.1%	46
22 Metropolitans	2,768	1.6%	113	7,335	1.6%	137
U4. Metro Cities II	13,253	7.7%	70	31,551	7.0%	69
28 Aspiring Young Families	3,417	2.0%	85	8,971	2.0%	86
30 Retirement Communities	2,588	1.5%	94	5,301	1.2%	96
34 Family Foundations	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	3,517	2.1%	101	7,295	1.6%	102
39 Young and Restless	723	0.4%	28	1,412	0.3%	27
52 Inner City Tenants	856	0.5%	36	2,846	0.6%	47
60 City Dimensions	2,152	1.3%	146	5,726	1.3%	138
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0
U5. Urban Outskirts I	26,406	15.4%	147	70,124	15.6%	139
04 Boomburbs	2,949	1.7%	72	9,477	2.1%	75
24 Main Street, USA	16,071	9.4%	420	41,964	9.3%	423
32 Rustbelt Traditions	1,234	0.7%	30	3,062	0.7%	29
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
48 Great Expectations	6,152	3.6%	212	15,621	3.5%	225

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Source: Esri



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	Number	Percent	Index	Number	Percent	Index
Total:	171,388	100.0%		450,696	100.0%	
U6. Urban Outskirts II	1,791	1.0%	20	4,055	0.9%	17
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	1,791	1.0%	75	4,055	0.9%	77
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	29,930	17.5%	108	83,361	18.5%	111
02 Suburban Splendor	3,159	1.8%	109	9,643	2.1%	114
06 Sophisticated Squires	2,537	1.5%	60	7,450	1.7%	60
07 Exurbanites	6,771	4.0%	160	17,490	3.9%	159
12 Up and Coming Families	11,733	6.8%	165	34,255	7.6%	160
13 In Style	1,774	1.0%	45	4,938	1.1%	52
14 Prosperous Empty Nesters	3,956	2.3%	111	9,585	2.1%	112
15 Silver and Gold	0	0.0%	0	0	0.0%	0
U8. Suburban Periphery II	16,453	9.6%	107	40,650	9.0%	109
18 Cozy and Comfortable	2,292	1.3%	60	5,789	1.3%	59
29 Rustbelt Retirees	2,739	1.6%	82	6,670	1.5%	84
33 Midlife Junction	10,118	5.9%	232	24,716	5.5%	242
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	1,304	0.8%	54	3,475	0.8%	55
U9. Small Towns	4,390	2.6%	55	12,116	2.7%	61
41 Crossroads	4,001	2.3%	161	11,204	2.5%	161
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	389	0.2%	11	912	0.2%	11
U10. Rural I	61,871	36.1%	338	165,111	36.6%	345
17 Green Acres	21,377	12.5%	403	57,885	12.8%	404
25 Salt of the Earth	10,625	6.2%	233	27,449	6.1%	233
26 Midland Crowd	27,230	15.9%	493	73,457	16.3%	488
31 Rural Resort Dwellers	2,639	1.5%	91	6,320	1.4%	94
U11. Rural II	7,336	4.3%	56	18,343	4.1%	55
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	2,609	1.5%	58	6,976	1.5%	59
46 Rooted Rural	4,727	2.8%	119	11,367	2.5%	114
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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