

NW Oklahoma

Site Type: Custom Shapes

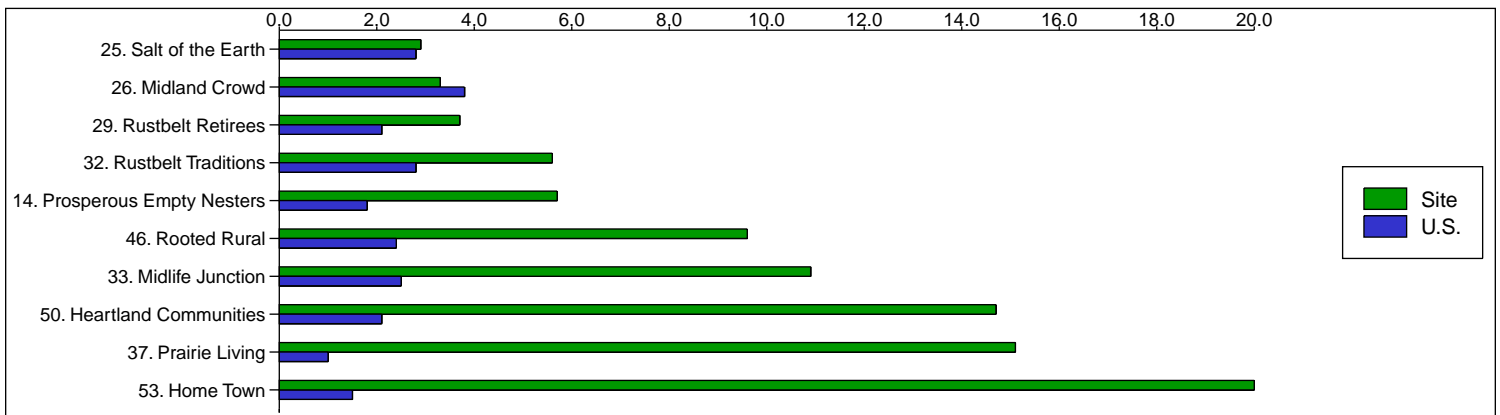
Top Twenty Tapestry Segments

Tapestry segment descriptions can be found at <http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf>

Rank	Tapestry Segment	Households		U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	53. Home Town	20.0%	20.0%	1.5%	1.5%	1375
2	37. Prairie Living	15.1%	35.1%	1.0%	2.5%	1500
3	50. Heartland Communities	14.7%	49.8%	2.1%	4.6%	685
4	33. Midlife Junction	10.9%	60.7%	2.5%	7.1%	437
5	46. Rooted Rural	9.6%	70.3%	2.4%	9.5%	393
	Subtotal	70.3%		9.5%		
6	14. Prosperous Empty Nesters	5.7%	76.0%	1.8%	11.3%	311
7	32. Rustbelt Traditions	5.6%	81.6%	2.8%	14.1%	197
8	29. Rustbelt Retirees	3.7%	85.3%	2.1%	16.2%	177
9	26. Midland Crowd	3.3%	88.6%	3.8%	20.0%	88
10	25. Salt of the Earth	2.9%	91.5%	2.8%	22.8%	107
	Subtotal	21.2%		13.3%		
11	17. Green Acres	2.6%	94.1%	3.2%	26.0%	80
12	48. Great Expectations	2.1%	96.2%	1.7%	27.7%	123
13	07. Exurbanites	1.2%	97.4%	2.5%	30.2%	49
14	57. Simple Living	1.0%	98.4%	1.4%	31.6%	73
15	56. Rural Bypasses	0.6%	99.0%	1.5%	33.1%	42
	Subtotal	7.5%		10.3%		
16	60. City Dimensions	0.6%	99.6%	0.9%	34.0%	65
17	40. Military Proximity	0.4%	100.0%	0.2%	34.2%	201
	Total	100.0%		34.2%		292

Top Ten Tapestry Segments

Site vs. U.S.



Percent of Households by Tapestry Segment

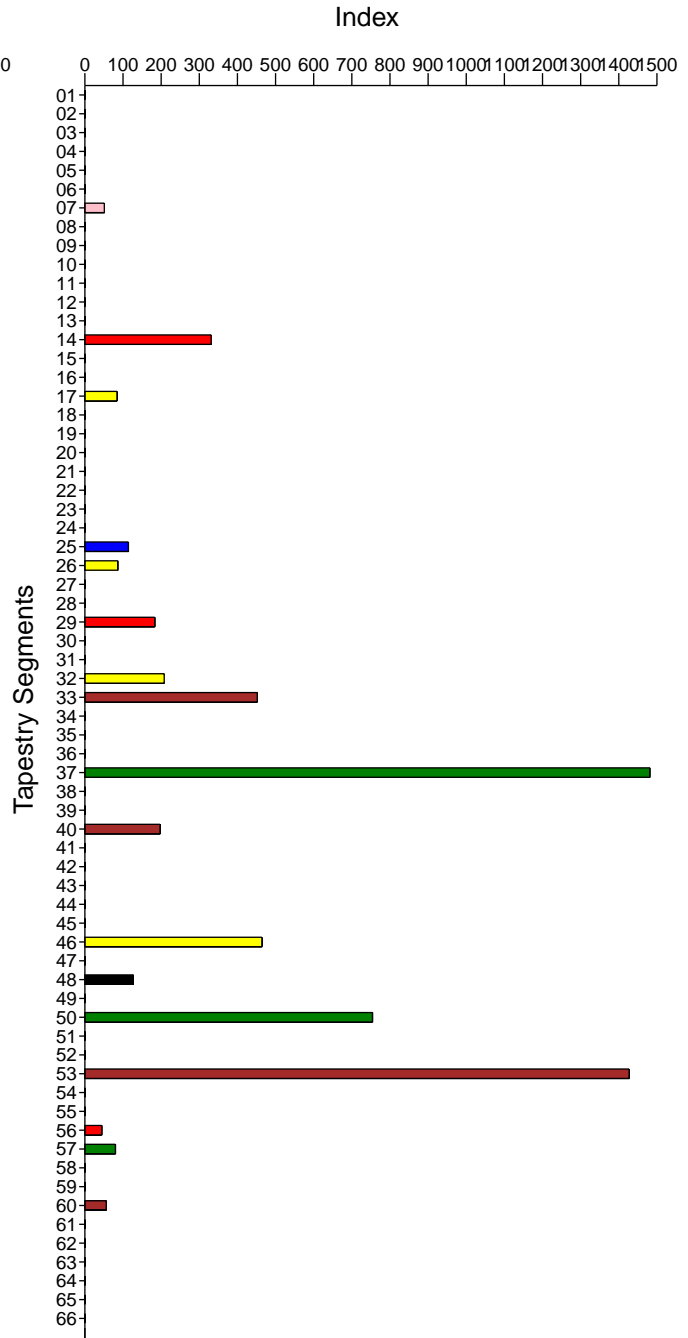
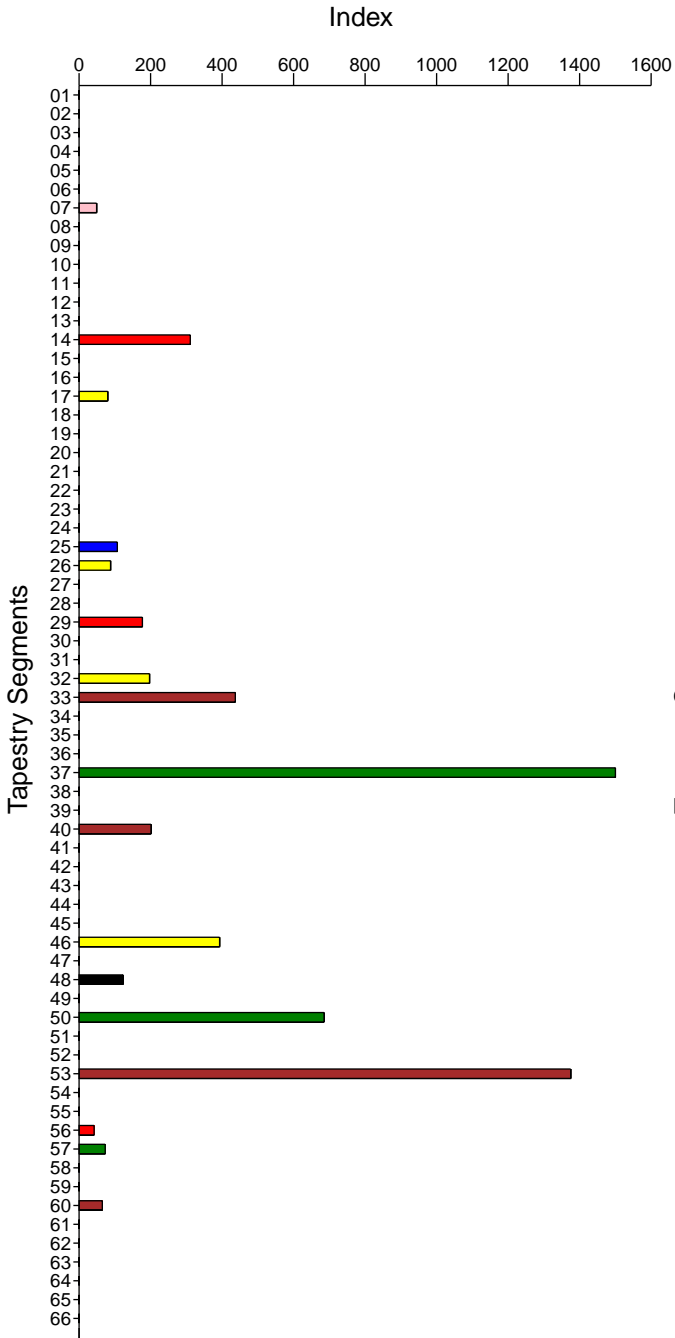
Source: ESRI

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Tapestry Indexes by Households

Tapestry Indexes by Population



Source: ESRI

NW Oklahoma

Site Type: Custom Shapes

Tapestry LifeMode Groups	2009 Households			2009 Population		
	Number	Percent	Index	Number	Percent	Index
Total	55,514	100.0%		138,302	100.0%	
L1. High Society	686	1.2%	10	1,810	1.3%	9
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	686	1.2%	49	1,810	1.3%	51
L2. Upscale Avenues	1,428	2.6%	19	3,878	2.8%	20
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	1,428	2.6%	80	3,878	2.8%	84
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	13,944	25.1%	203	33,768	24.4%	235
14 Prosperous Empty Nesters	3,181	5.7%	311	7,709	5.6%	331
15 Silver and Gold	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	2,052	3.7%	177	4,754	3.4%	183
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	8,136	14.7%	685	20,010	14.5%	754
57 Simple Living	575	1.0%	73	1,295	0.9%	80
65 Social Security Set	0	0.0%	0	0	0.0%	0
L6. Scholars & Patriots	224	0.4%	28	1,031	0.7%	42
40 Military Proximity	224	0.4%	201	1,031	0.7%	197
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	2009 Households			2009 Population		
	Number	Percent	Index	Number	Percent	Index
Total	55,514	100.0%		138,302	100.0%	
L7. High Hopes	1,189	2.1%	52	2,721	2.0%	52
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
48 Great Expectations	1,189	2.1%	123	2,721	2.0%	127
L8. Global Roots	311	0.6%	7	697	0.5%	5
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	311	0.6%	65	697	0.5%	56
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	9,118	16.4%	188	21,425	15.5%	187
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	3,091	5.6%	197	7,671	5.5%	208
33 Midlife Junction	6,027	10.9%	437	13,754	9.9%	452
34 Family Foundations	0	0.0%	0	0	0.0%	0
L11. Factories & Farms	21,474	38.7%	409	53,261	38.5%	414
25 Salt of the Earth	1,633	2.9%	107	4,281	3.1%	114
37 Prairie Living	8,369	15.1%	1500	20,618	14.9%	1481
42 Southern Satellites	0	0.0%	0	0	0.0%	0
53 Home Town	11,121	20.0%	1375	27,436	19.8%	1427
56 Rural Bypasses	351	0.6%	42	926	0.7%	44
L12. American Quilt	7,140	12.9%	138	19,711	14.3%	154
26 Midland Crowd	1,830	3.3%	88	4,628	3.3%	86
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	5,310	9.6%	393	15,083	10.9%	464
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 U.S. average. Tapestry segment descriptions can be found at <http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf>

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Tapestry Urbanization Groups	2009 Households			2009 Population		
	Number	Percent	Index	Number	Percent	Index
Total	55,514	100.0%		138,302	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	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	311	0.6%	5	697	0.5%	5
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	311	0.6%	65	697	0.5%	56
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0
U5. Urban Outskirts I	4,280	7.7%	70	10,392	7.5%	66
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	3,091	5.6%	197	7,671	5.5%	208
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
48 Great Expectations	1,189	2.1%	123	2,721	2.0%	127

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Total	55,514	100.0%		138,302	100.0%	
U6. Urban Outskirts II	575	1.0%	20	1,295	0.9%	18
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	575	1.0%	73	1,295	0.9%	80
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	3,867	7.0%	44	9,519	6.9%	42
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	686	1.2%	49	1,810	1.3%	51
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	3,181	5.7%	311	7,709	5.6%	331
15 Silver and Gold	0	0.0%	0	0	0.0%	0
U8. Suburban Periphery II	19,424	35.0%	362	46,975	34.0%	375
18 Cozy and Comfortable	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	2,052	3.7%	177	4,754	3.4%	183
33 Midlife Junction	6,027	10.9%	437	13,754	9.9%	452
40 Military Proximity	224	0.4%	201	1,031	0.7%	197
43 The Elders	0	0.0%	0	0	0.0%	0
53 Home Town	11,121	20.0%	1375	27,436	19.8%	1427
U9. Small Towns	8,136	14.7%	302	20,010	14.5%	320
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	8,136	14.7%	685	20,010	14.5%	754
U10. Rural I	4,891	8.8%	78	12,787	9.2%	81
17 Green Acres	1,428	2.6%	80	3,878	2.8%	84
25 Salt of the Earth	1,633	2.9%	107	4,281	3.1%	114
26 Midland Crowd	1,830	3.3%	88	4,628	3.3%	86
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
U11. Rural II	14,030	25.3%	330	36,627	26.5%	351
37 Prairie Living	8,369	15.1%	1500	20,618	14.9%	1481
42 Southern Satellites	0	0.0%	0	0	0.0%	0
46 Rooted Rural	5,310	9.6%	393	15,083	10.9%	464
56 Rural Bypasses	351	0.6%	42	926	0.7%	44
66 Unclassified	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the settlement density 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 U.S. average.

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