

Shelby Inn

Site Type: Geography

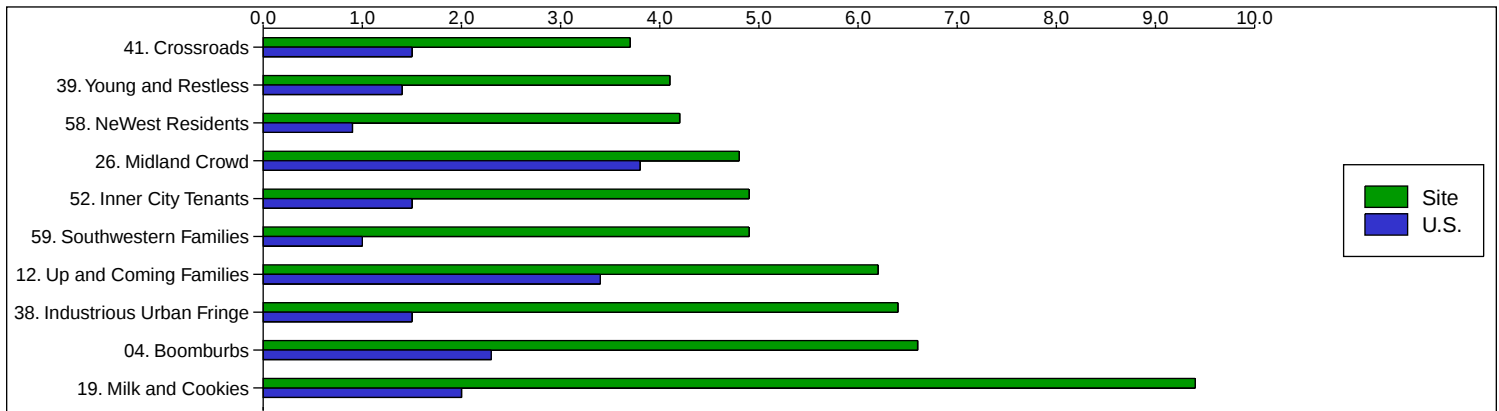
Top Twenty Tapestry Segments

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	19. Milk and Cookies	9.4%	9.4%	2.0%	2.0%	482
2	04. Boomburbs	6.6%	16.0%	2.3%	4.3%	293
3	38. Industrious Urban Fringe	6.4%	22.4%	1.5%	5.8%	415
4	12. Up and Coming Families	6.2%	28.6%	3.4%	9.2%	179
5	59. Southwestern Families	4.9%	33.5%	1.0%	10.2%	507
	Subtotal	33.5%		10.2%		
6	52. Inner City Tenants	4.9%	38.4%	1.5%	11.7%	320
7	26. Midland Crowd	4.8%	43.2%	3.8%	15.5%	127
8	58. NeWest Residents	4.2%	47.4%	0.9%	16.4%	471
9	39. Young and Restless	4.1%	51.5%	1.4%	17.8%	287
10	41. Crossroads	3.7%	55.2%	1.5%	19.3%	243
	Subtotal	21.7%		9.1%		
11	06. Sophisticated Squires	3.3%	58.5%	2.7%	22.0%	120
12	28. Aspiring Young Families	3.1%	61.6%	2.4%	24.4%	132
13	27. Metro Renters	2.7%	64.3%	1.3%	25.7%	198
14	02. Suburban Splendor	2.4%	66.7%	1.7%	27.4%	138
15	13. In Style	2.3%	69.0%	2.5%	29.9%	93
	Subtotal	13.8%		10.6%		
16	62. Modest Income Homes	2.2%	71.2%	1.0%	30.9%	217
17	07. Exurbanites	2.1%	73.3%	2.5%	33.4%	83
18	32. Rustbelt Traditions	1.7%	75.0%	2.8%	36.2%	61
19	16. Enterprising Professionals	1.7%	76.7%	1.7%	37.9%	98
20	34. Family Foundations	1.6%	78.3%	0.8%	38.7%	192
	Subtotal	9.3%		8.8%		
	Total	78.3%		38.7%		202

Top Ten Tapestry Segments

Site vs. U.S.

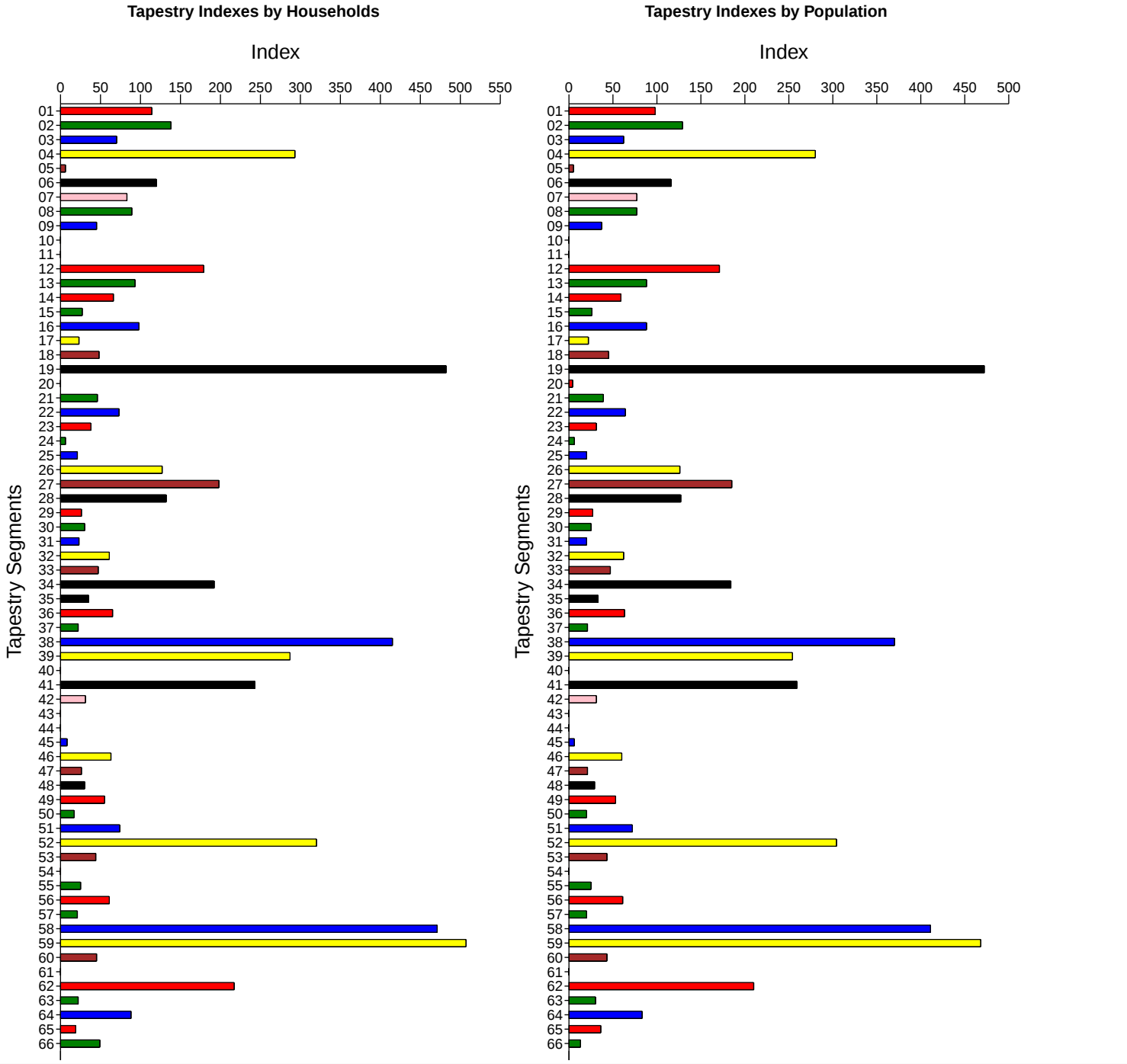


Percent of Households by Tapestry Segment

Source: ESRI

Shelby Inn

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Shelby Inn

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Tapestry LifeMode Groups	2009 Households			2009 Population		
	Number	Percent	Index	Number	Percent	Index
Total	2,148,290	100.0%		6,223,472	100.0%	
L1. High Society	348,730	16.2%	128	1,074,887	17.3%	123
01 Top Rung	16,888	0.8%	114	46,854	0.8%	98
02 Suburban Splendor	51,416	2.4%	138	161,135	2.6%	129
03 Connoisseurs	20,898	1.0%	70	53,689	0.9%	62
04 Boomburbs	142,221	6.6%	293	461,470	7.4%	280
05 Wealthy Seaboard Suburbs	1,686	0.1%	6	4,298	0.1%	5
06 Sophisticated Squires	70,757	3.3%	120	224,520	3.6%	116
07 Exurbanites	44,864	2.1%	83	122,921	2.0%	77
L2. Upscale Avenues	142,987	6.7%	48	358,447	5.8%	42
09 Urban Chic	12,826	0.6%	45	28,224	0.5%	37
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	49,294	2.3%	93	125,473	2.0%	88
16 Enterprising Professionals	35,590	1.7%	98	80,076	1.3%	88
17 Green Acres	16,043	0.7%	23	45,503	0.7%	22
18 Cozy and Comfortable	29,234	1.4%	48	79,171	1.3%	45
L3. Metropolis	81,586	3.8%	72	223,199	3.6%	69
20 City Lights	38	0.0%	0	2,336	0.0%	4
22 Metropolitans	18,549	0.9%	73	39,315	0.6%	64
45 City Strivers	1,194	0.1%	8	3,074	0.0%	6
51 Metro City Edge	14,924	0.7%	74	46,071	0.7%	72
54 Urban Rows	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	46,881	2.2%	217	132,403	2.1%	210
L4. Solo Acts	199,624	9.3%	137	380,934	6.1%	121
08 Laptops and Lattes	19,257	0.9%	89	34,358	0.6%	77
23 Trendsetters	8,557	0.4%	38	17,133	0.3%	31
27 Metro Renters	57,080	2.7%	198	99,332	1.6%	185
36 Old and Newcomers	27,255	1.3%	65	58,945	0.9%	63
39 Young and Restless	87,475	4.1%	287	171,166	2.8%	254
L5. Senior Styles	83,796	3.9%	32	204,259	3.3%	32
14 Prosperous Empty Nesters	25,913	1.2%	66	62,328	1.0%	59
15 Silver and Gold	5,510	0.3%	27	12,088	0.2%	26
29 Rustbelt Retirees	11,696	0.5%	26	30,956	0.5%	27
30 Retirement Communities	9,427	0.4%	30	17,111	0.3%	25
43 The Elders	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	14,272	0.7%	55	33,356	0.5%	53
50 Heartland Communities	8,009	0.4%	17	23,570	0.4%	20
57 Simple Living	6,290	0.3%	21	14,364	0.2%	20
65 Social Security Set	2,679	0.1%	19	10,486	0.2%	36
L6. Scholars & Patriots	6,330	0.3%	20	24,363	0.4%	22
40 Military Proximity	0	0.0%	0	0	0.0%	0
55 College Towns	4,225	0.2%	25	11,702	0.2%	25
63 Dorms to Diplomas	2,105	0.1%	22	12,661	0.2%	30

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Tapestry LifeMode Groups	2009 Households			2009 Population		
	Number	Percent	Index	Number	Percent	Index
Total	2,148,290	100.0%		6,223,472	100.0%	
L7. High Hopes	78,079	3.6%	89	207,697	3.3%	87
28 Aspiring Young Families	66,958	3.1%	132	179,209	2.9%	127
48 Great Expectations	11,121	0.5%	30	28,488	0.5%	29
L8. Global Roots	353,037	16.4%	201	1,113,564	17.9%	183
35 International Marketplace	9,853	0.5%	35	31,299	0.5%	33
38 Industrious Urban Fringe	136,471	6.4%	415	460,642	7.4%	370
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
47 Las Casas	4,262	0.2%	26	16,601	0.3%	21
52 Inner City Tenants	104,207	4.9%	320	269,444	4.3%	304
58 NeWest Residents	89,855	4.2%	471	311,182	5.0%	411
60 City Dimensions	8,389	0.4%	45	24,396	0.4%	43
61 High Rise Renters	0	0.0%	0	0	0.0%	0
L9. Family Portrait	461,587	21.5%	274	1,496,587	24.0%	261
12 Up and Coming Families	132,206	6.2%	179	407,947	6.6%	171
19 Milk and Cookies	202,645	9.4%	482	640,677	10.3%	472
21 Urban Villages	7,665	0.4%	46	27,641	0.4%	39
59 Southwestern Families	106,302	4.9%	507	382,756	6.2%	468
64 City Commons	12,769	0.6%	88	37,566	0.6%	83
L10. Traditional Living	100,799	4.7%	54	280,097	4.5%	54
24 Main Street, USA	3,296	0.2%	6	8,707	0.1%	6
32 Rustbelt Traditions	37,323	1.7%	61	103,569	1.7%	62
33 Midlife Junction	25,295	1.2%	47	63,938	1.0%	47
34 Family Foundations	34,885	1.6%	192	103,883	1.7%	184
L11. Factories & Farms	68,841	3.2%	34	192,353	3.1%	33
25 Salt of the Earth	12,475	0.6%	21	33,692	0.5%	20
37 Prairie Living	4,649	0.2%	22	12,893	0.2%	21
42 Southern Satellites	18,258	0.8%	31	51,515	0.8%	31
53 Home Town	13,764	0.6%	44	37,182	0.6%	43
56 Rural Bypasses	19,695	0.9%	61	57,071	0.9%	61
L12. American Quilt	222,871	10.4%	111	665,867	10.7%	115
26 Midland Crowd	102,990	4.8%	127	303,748	4.9%	126
31 Rural Resort Dwellers	8,022	0.4%	23	18,583	0.3%	20
41 Crossroads	78,859	3.7%	243	255,949	4.1%	259
46 Rooted Rural	33,000	1.5%	63	87,587	1.4%	60
66 Unclassified	23	0.0%	49	1,218	0.0%	13

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	2,148,290	100.0%		6,223,472	100.0%	
U1. Principal Urban Centers I	102,450	4.8%	61	212,099	3.4%	45
08 Laptops and Lattes	19,257	0.9%	89	34,358	0.6%	77
11 Pacific Heights	0	0.0%	0	0	0.0%	0
20 City Lights	38	0.0%	0	2,336	0.0%	4
21 Urban Villages	7,665	0.4%	46	27,641	0.4%	39
23 Trendsetters	8,557	0.4%	38	17,133	0.3%	31
27 Metro Renters	57,080	2.7%	198	99,332	1.6%	185
35 International Marketplace	9,853	0.5%	35	31,299	0.5%	33
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
U2. Principal Urban Centers II	110,759	5.2%	109	378,909	6.1%	109
45 City Strivers	1,194	0.1%	8	3,074	0.0%	6
47 Las Casas	4,262	0.2%	26	16,601	0.3%	21
54 Urban Rows	0	0.0%	0	0	0.0%	0
58 NeWest Residents	89,855	4.2%	471	311,182	5.0%	411
61 High Rise Renters	0	0.0%	0	0	0.0%	0
64 City Commons	12,769	0.6%	88	37,566	0.6%	83
65 Social Security Set	2,679	0.1%	19	10,486	0.2%	36
U3. Metro Cities I	309,082	14.4%	127	893,133	14.4%	126
01 Top Rung	16,888	0.8%	114	46,854	0.8%	98
03 Connoisseurs	20,898	1.0%	70	53,689	0.9%	62
05 Wealthy Seaboard Suburbs	1,686	0.1%	6	4,298	0.1%	5
09 Urban Chic	12,826	0.6%	45	28,224	0.5%	37
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	35,590	1.7%	98	80,076	1.3%	88
19 Milk and Cookies	202,645	9.4%	482	640,677	10.3%	472
22 Metropolitans	18,549	0.9%	73	39,315	0.6%	64
U4. Metro Cities II	340,701	15.9%	146	836,815	13.4%	136
28 Aspiring Young Families	66,958	3.1%	132	179,209	2.9%	127
30 Retirement Communities	9,427	0.4%	30	17,111	0.3%	25
34 Family Foundations	34,885	1.6%	192	103,883	1.7%	184
36 Old and Newcomers	27,255	1.3%	65	58,945	0.9%	63
39 Young and Restless	87,475	4.1%	287	171,166	2.8%	254
52 Inner City Tenants	104,207	4.9%	320	269,444	4.3%	304
60 City Dimensions	8,389	0.4%	45	24,396	0.4%	43
63 Dorms to Diplomas	2,105	0.1%	22	12,661	0.2%	30
U5. Urban Outskirts I	330,432	15.4%	140	1,062,876	17.1%	150
04 Boomburbs	142,221	6.6%	293	461,470	7.4%	280
24 Main Street, USA	3,296	0.2%	6	8,707	0.1%	6
32 Rustbelt Traditions	37,323	1.7%	61	103,569	1.7%	62
38 Industrious Urban Fringe	136,471	6.4%	415	460,642	7.4%	370
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Total	2,148,290	100.0%		6,223,472	100.0%	
U6. Urban Outskirts II	178,622	8.3%	162	587,296	9.4%	179
51 Metro City Edge	14,924	0.7%	74	46,071	0.7%	72
55 College Towns	4,225	0.2%	25	11,702	0.2%	25
57 Simple Living	6,290	0.3%	21	14,364	0.2%	20
59 Southwestern Families	106,302	4.9%	507	382,756	6.2%	468
62 Modest Income Homes	46,881	2.2%	217	132,403	2.1%	210
U7. Suburban Periphery I	379,960	17.7%	113	1,116,412	17.9%	110
02 Suburban Splendor	51,416	2.4%	138	161,135	2.6%	129
06 Sophisticated Squires	70,757	3.3%	120	224,520	3.6%	116
07 Exurbanites	44,864	2.1%	83	122,921	2.0%	77
12 Up and Coming Families	132,206	6.2%	179	407,947	6.6%	171
13 In Style	49,294	2.3%	93	125,473	2.0%	88
14 Prosperous Empty Nesters	25,913	1.2%	66	62,328	1.0%	59
15 Silver and Gold	5,510	0.3%	27	12,088	0.2%	26
U8. Suburban Periphery II	79,989	3.7%	39	211,247	3.4%	37
18 Cozy and Comfortable	29,234	1.4%	48	79,171	1.3%	45
29 Rustbelt Retirees	11,696	0.5%	26	30,956	0.5%	27
33 Midlife Junction	25,295	1.2%	47	63,938	1.0%	47
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	13,764	0.6%	44	37,182	0.6%	43
U9. Small Towns	101,140	4.7%	97	312,875	5.0%	111
41 Crossroads	78,859	3.7%	243	255,949	4.1%	259
49 Senior Sun Seekers	14,272	0.7%	55	33,356	0.5%	53
50 Heartland Communities	8,009	0.4%	17	23,570	0.4%	20
U10. Rural I	139,530	6.5%	57	401,526	6.5%	57
17 Green Acres	16,043	0.7%	23	45,503	0.7%	22
25 Salt of the Earth	12,475	0.6%	21	33,692	0.5%	20
26 Midland Crowd	102,990	4.8%	127	303,748	4.9%	126
31 Rural Resort Dwellers	8,022	0.4%	23	18,583	0.3%	20
U11. Rural II	75,602	3.5%	46	209,066	3.4%	45
37 Prairie Living	4,649	0.2%	22	12,893	0.2%	21
42 Southern Satellites	18,258	0.8%	31	51,515	0.8%	31
46 Rooted Rural	33,000	1.5%	63	87,587	1.4%	60
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