



Tapestry Segmentation Area Profile

Ranked by Households

City of Lakewood Drive Time ...
Lakewood, Washington
Ring: 1 mile radius

Latitude: 47.16181
Longitude: -122.51451

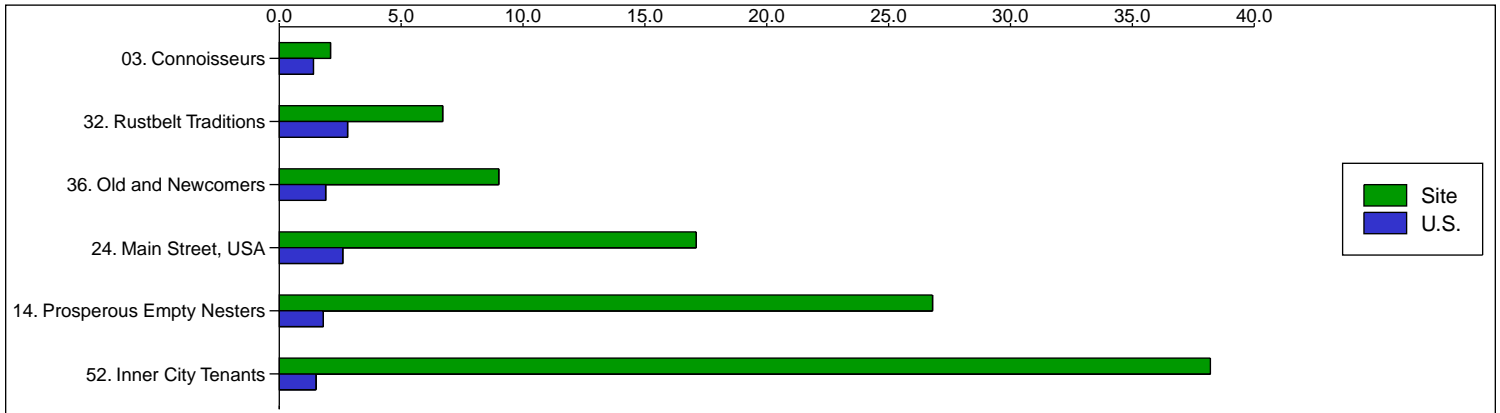
Top Twenty Tapestry Segments

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	52. Inner City Tenants	38.2%	38.2%	1.5%	1.5%	2528
2	14. Prosperous Empty Nesters	26.8%	65.0%	1.8%	3.3%	1465
3	24. Main Street, USA	17.1%	82.1%	2.6%	5.9%	663
4	36. Old and Newcomers	9.0%	91.1%	1.9%	7.8%	464
5	32. Rustbelt Traditions	6.7%	97.8%	2.8%	10.6%	237
	Subtotal	97.8%		10.6%		
6	03. Connoisseurs	2.1%	99.9%	1.4%	12.0%	154
	Total	99.9%		12.0%		828

Top Ten Tapestry Segments

Site vs. U.S.



Percent of Households by Tapestry Segment

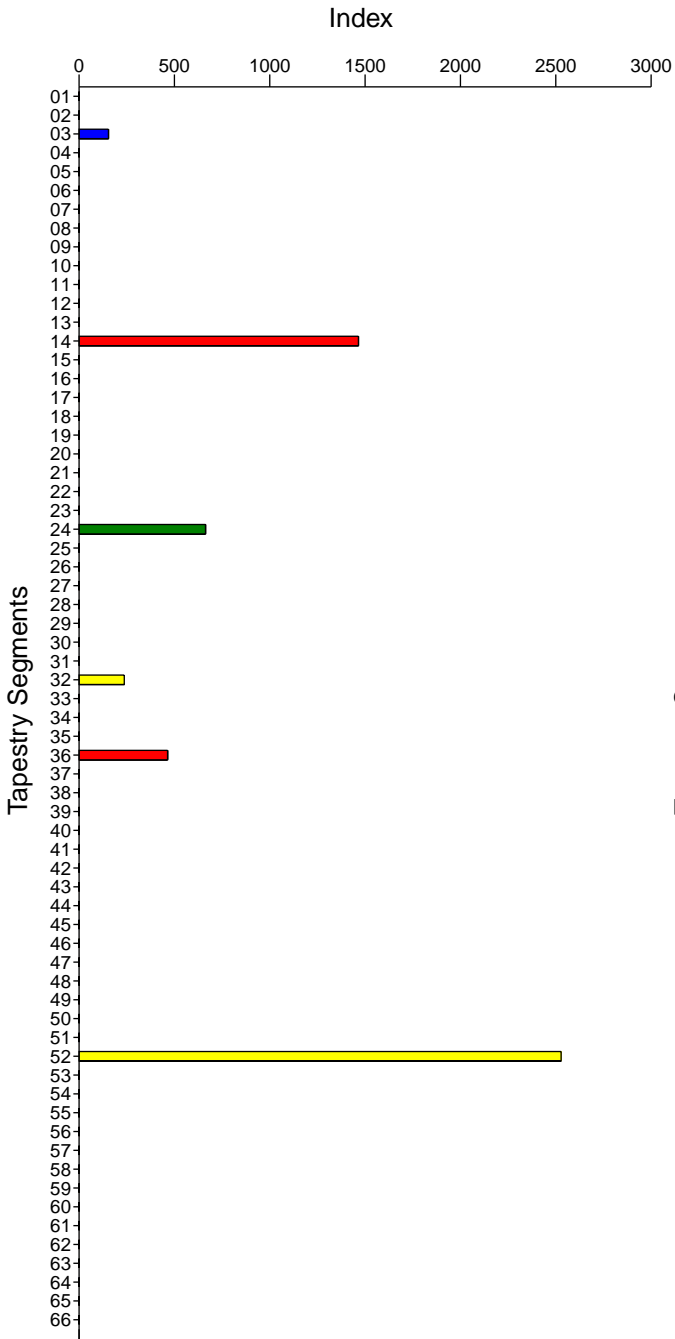
Source: ESRI



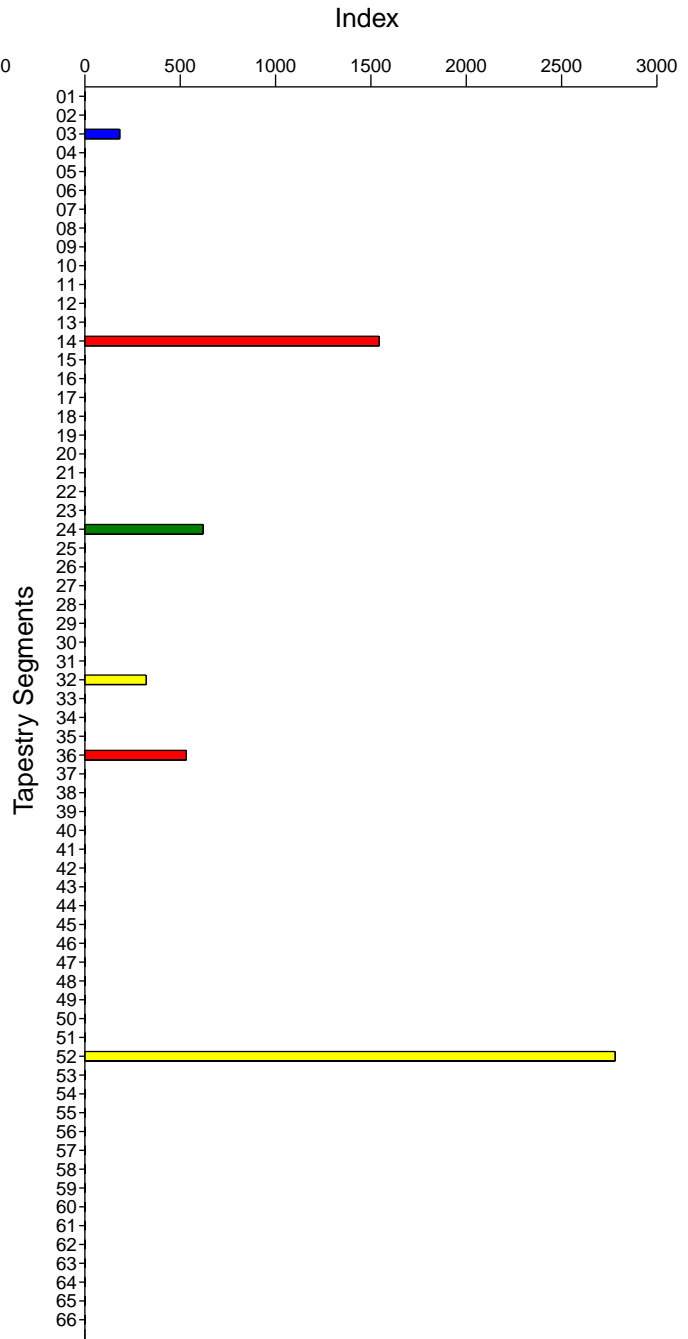
City of Lakewood Drive Time ...
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Tapestry Indexes by Households



Tapestry Indexes by Population



Source: ESRI



City of Lakewood Drive Time ...
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Tapestry LifeMode Groups	2010 Households			2010 Population		
	Number	Percent	Index	Number	Percent	Index
Total	5,014	100.0%		11,637	100.0%	
L1. High Society	107	2.1%	17	296	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	107	2.1%	154	296	2.5%	182
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	0	0.0%	0	0	0.0%	0
L2. Upscale Avenues	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
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	0	0.0%	0	0	0.0%	0
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 Metropolitan	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	452	9.0%	132	934	8.0%	157
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	452	9.0%	464	934	8.0%	532
39 Young and Restless	0	0.0%	0	0	0.0%	0
L5. Senior Styles	1,346	26.8%	219	3,009	25.9%	250
14 Prosperous Empty Nesters	1,346	26.8%	1465	3,009	25.9%	1543
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	2010 Households			2010 Population		
	Number	Percent	Index	Number	Percent	Index
Total	5,014	100.0%		11,637	100.0%	
L7. High Hopes	0	0.0%	0	0	0.0%	0
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
48 Great Expectations	0	0.0%	0	0	0.0%	0
L8. Global Roots	1,916	38.2%	467	4,603	39.6%	405
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	1,916	38.2%	2528	4,603	39.6%	2780
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	1,193	23.8%	273	2,795	24.0%	291
24 Main Street, USA	858	17.1%	663	1,803	15.5%	619
32 Rustbelt Traditions	335	6.7%	237	992	8.5%	321
33 Midlife Junction	0	0.0%	0	0	0.0%	0
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

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>

Source: ESRI



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Tapestry Urbanization Groups	2010 Households			2010 Population		
	Number	Percent	Index	Number	Percent	Index
Total	5,014	100.0%		11,637	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	107	2.1%	19	296	2.5%	22
01 Top Rung	0	0.0%	0	0	0.0%	0
03 Connoisseurs	107	2.1%	154	296	2.5%	182
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	2,368	47.2%	435	5,537	47.6%	481
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	452	9.0%	464	934	8.0%	532
39 Young and Restless	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	1,916	38.2%	2528	4,603	39.6%	2780
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	1,193	23.8%	217	2,795	24.0%	211
04 Boomburbs	0	0.0%	0	0	0.0%	0
24 Main Street, USA	858	17.1%	663	1,803	15.5%	619
32 Rustbelt Traditions	335	6.7%	237	992	8.5%	321
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
48 Great Expectations	0	0.0%	0	0	0.0%	0

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Tapestry Urbanization Groups	2010 Households			2010 Population		
	Number	Percent	Index	Number	Percent	Index
Total	5,014	100.0%		11,637	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	1,346	26.8%	170	3,009	25.9%	158
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	0	0.0%	0	0	0.0%	0
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	1,346	26.8%	1465	3,009	25.9%	1543
15 Silver and Gold	0	0.0%	0	0	0.0%	0
U8. Suburban Periphery II	0	0.0%	0	0	0.0%	0
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	0	0.0%	0	0	0.0%	0
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	0	0.0%	0	0	0.0%	0
17 Green Acres	0	0.0%	0	0	0.0%	0
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

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.

Source: ESRI



Tapestry Segmentation Area Profile

Ranked by Households

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Lakewood, Washington
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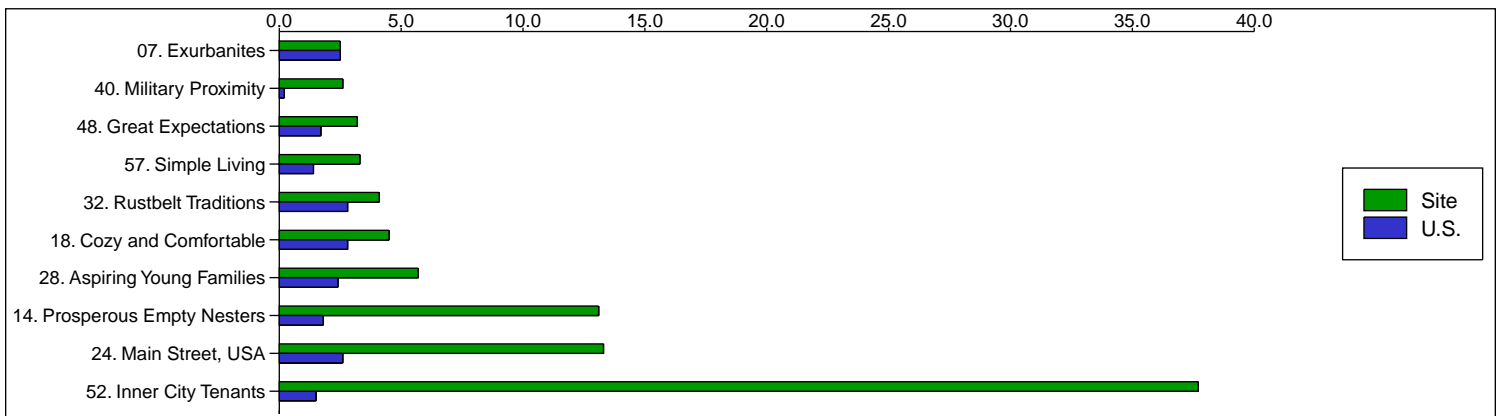
Top Twenty Tapestry Segments

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Rank	Tapestry Segment	Households		U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	52. Inner City Tenants	37.7%	37.7%	1.5%	1.5%	2491
2	24. Main Street, USA	13.3%	51.0%	2.6%	4.1%	517
3	14. Prosperous Empty Nesters	13.1%	64.1%	1.8%	5.9%	713
4	28. Aspiring Young Families	5.7%	69.8%	2.4%	8.3%	240
5	18. Cozy and Comfortable	4.5%	74.3%	2.8%	11.1%	161
	Subtotal	74.3%		11.1%		
6	32. Rustbelt Traditions	4.1%	78.4%	2.8%	13.9%	146
7	57. Simple Living	3.3%	81.7%	1.4%	15.3%	235
8	48. Great Expectations	3.2%	84.9%	1.7%	17.0%	183
9	40. Military Proximity	2.6%	87.5%	0.2%	17.2%	1312
10	07. Exurbanites	2.5%	90.0%	2.5%	19.7%	101
	Subtotal	15.7%		8.6%		
11	36. Old and Newcomers	2.4%	92.4%	1.9%	21.6%	123
12	13. In Style	2.4%	94.8%	2.5%	24.1%	96
13	03. Connoisseurs	1.6%	96.4%	1.4%	25.5%	116
14	29. Rustbelt Retirees	1.4%	97.8%	2.1%	27.6%	68
15	41. Crossroads	1.3%	99.1%	1.5%	29.1%	82
	Subtotal	9.1%		9.4%		
16	15. Silver and Gold	0.9%	100.0%	0.9%	30.0%	97
	Total	100.0%		30.0%		332

Top Ten Tapestry Segments

Site vs. U.S.



Percent of Households by Tapestry Segment

Source: ESRI

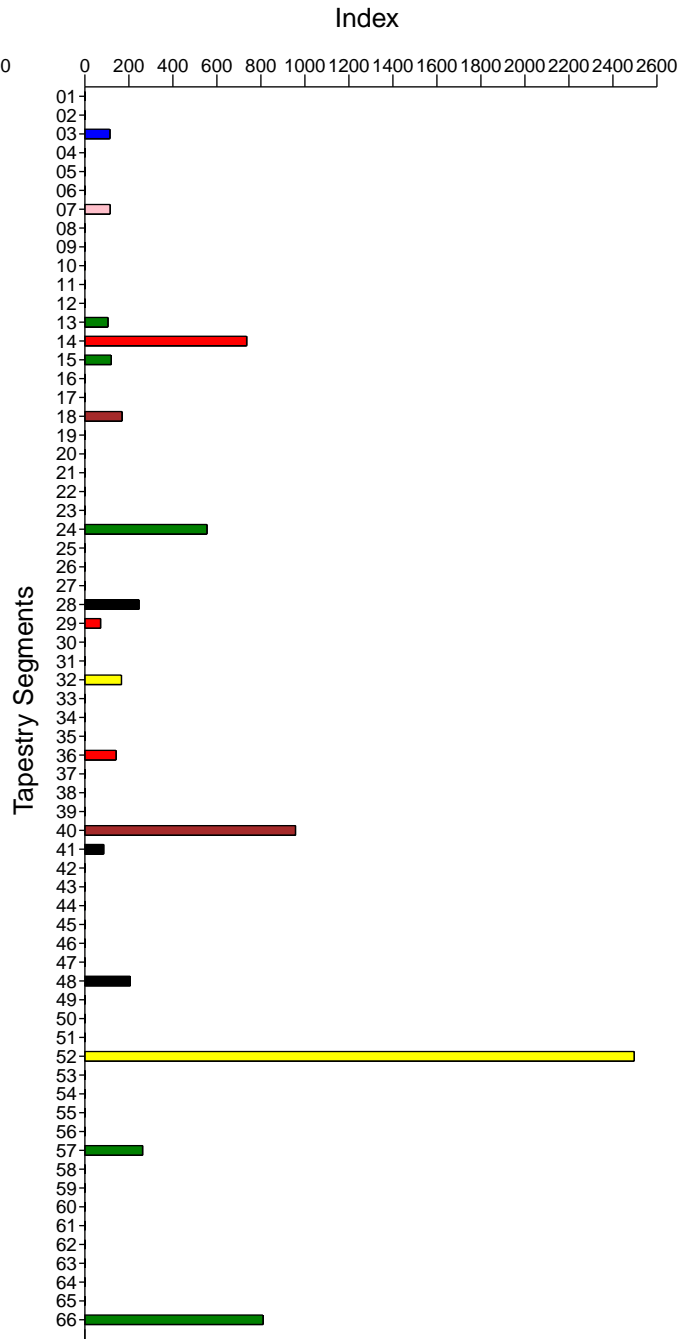
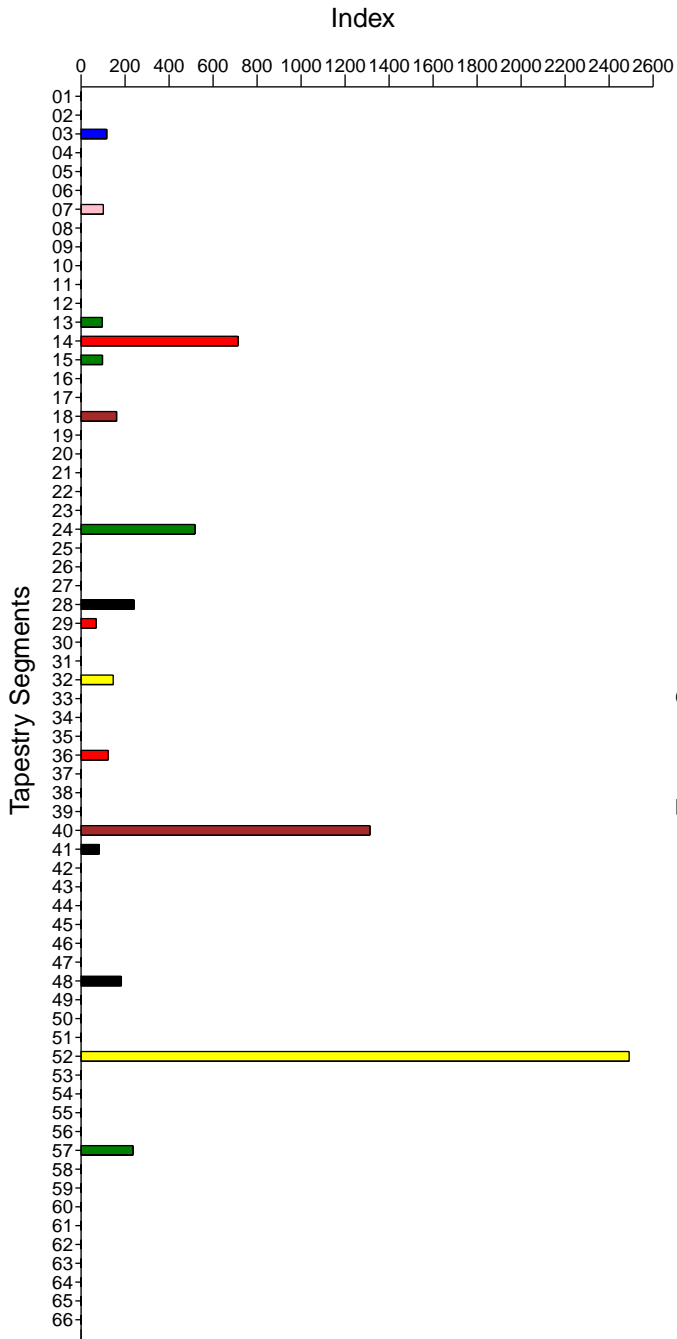


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Tapestry Indexes by Households

Tapestry Indexes by Population



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Tapestry LifeMode Groups	2010 Households			2010 Population		
	Number	Percent	Index	Number	Percent	Index
Total	34,911	100.0%		86,183	100.0%	
L1. High Society	1,446	4.1%	33	3,901	4.5%	32
01 Top Rung	0	0.0%	0	0	0.0%	0
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
03 Connoisseurs	561	1.6%	116	1,364	1.6%	113
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	885	2.5%	101	2,537	2.9%	114
L2. Upscale Avenues	2,419	6.9%	50	6,114	7.1%	51
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	834	2.4%	96	2,071	2.4%	104
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
17 Green Acres	0	0.0%	0	0	0.0%	0
18 Cozy and Comfortable	1,585	4.5%	161	4,043	4.7%	168
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	837	2.4%	35	1,838	2.1%	42
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	837	2.4%	123	1,838	2.1%	141
39 Young and Restless	0	0.0%	0	0	0.0%	0
L5. Senior Styles	6,529	18.7%	152	15,137	17.6%	170
14 Prosperous Empty Nesters	4,559	13.1%	713	10,618	12.3%	735
15 Silver and Gold	321	0.9%	97	769	0.9%	119
29 Rustbelt Retirees	494	1.4%	68	1,138	1.3%	71
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	1,155	3.3%	235	2,612	3.0%	262
65 Social Security Set	0	0.0%	0	0	0.0%	0
L6. Scholars & Patriots	913	2.6%	180	3,110	3.6%	200
40 Military Proximity	913	2.6%	1312	3,110	3.6%	957
55 College Towns	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0

Source: ESRI



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	Number	Percent	Index	Number	Percent	Index
Total	34,911	100.0%		86,183	100.0%	
L7. High Hopes	3,088	8.8%	216	7,542	8.8%	229
28 Aspiring Young Families	1,979	5.7%	240	4,789	5.6%	245
48 Great Expectations	1,109	3.2%	183	2,753	3.2%	206
L8. Global Roots	13,147	37.7%	460	30,611	35.5%	364
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	13,147	37.7%	2491	30,611	35.5%	2496
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	6,095	17.5%	200	15,757	18.3%	221
24 Main Street, USA	4,660	13.3%	517	11,952	13.9%	554
32 Rustbelt Traditions	1,435	4.1%	146	3,805	4.4%	166
33 Midlife Junction	0	0.0%	0	0	0.0%	0
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	437	1.3%	13	1,175	1.4%	15
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	437	1.3%	82	1,175	1.4%	85
46 Rooted Rural	0	0.0%	0	0	0.0%	0
66 Unclassified	0	0.0%	0	998	1.2%	809

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>

Source: ESRI



City of Lakewood Drive Time ...
Lakewood, Washington
Ring: 3 miles radius

Latitude: 47.16181
Longitude: -122.51451

Tapestry Urbanization Groups	2010 Households			2010 Population		
	Number	Percent	Index	Number	Percent	Index
Total	34,911	100.0%		86,183	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	561	1.6%	14	1,364	1.6%	14
01 Top Rung	0	0.0%	0	0	0.0%	0
03 Connoisseurs	561	1.6%	116	1,364	1.6%	113
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	15,963	45.7%	422	37,238	43.2%	437
28 Aspiring Young Families	1,979	5.7%	240	4,789	5.6%	245
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	837	2.4%	123	1,838	2.1%	141
39 Young and Restless	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	13,147	37.7%	2491	30,611	35.5%	2496
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	7,204	20.6%	189	18,510	21.5%	188
04 Boomburbs	0	0.0%	0	0	0.0%	0
24 Main Street, USA	4,660	13.3%	517	11,952	13.9%	554
32 Rustbelt Traditions	1,435	4.1%	146	3,805	4.4%	166
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
48 Great Expectations	1,109	3.2%	183	2,753	3.2%	206

Source: ESRI



Tapestry Segmentation Area Profile

Urbanization Groups

City of Lakewood Drive Time ...
Lakewood, Washington
Ring: 3 miles radius

Latitude: 47.16181
Longitude: -122.51451

Tapestry Urbanization Groups	2010 Households			2010 Population		
	Number	Percent	Index	Number	Percent	Index
Total	34,911	100.0%		86,183	100.0%	
U6. Urban Outskirts II	1,155	3.3%	65	2,612	3.0%	58
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	1,155	3.3%	235	2,612	3.0%	262
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	6,599	18.9%	120	15,995	18.6%	114
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	885	2.5%	101	2,537	2.9%	114
12 Up and Coming Families	0	0.0%	0	0	0.0%	0
13 In Style	834	2.4%	96	2,071	2.4%	104
14 Prosperous Empty Nesters	4,559	13.1%	713	10,618	12.3%	735
15 Silver and Gold	321	0.9%	97	769	0.9%	119
U8. Suburban Periphery II	2,992	8.6%	89	8,291	9.6%	107
18 Cozy and Comfortable	1,585	4.5%	161	4,043	4.7%	168
29 Rustbelt Retirees	494	1.4%	68	1,138	1.3%	71
33 Midlife Junction	0	0.0%	0	0	0.0%	0
40 Military Proximity	913	2.6%	1312	3,110	3.6%	957
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	437	1.3%	26	1,175	1.4%	30
41 Crossroads	437	1.3%	82	1,175	1.4%	85
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	0	0.0%	0	0	0.0%	0
17 Green Acres	0	0.0%	0	0	0.0%	0
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	998	1.2%	809

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.

Source: ESRI



City of Lakewood Drive Time ...
Lakewood, Washington
Ring: 5 miles radius

Latitude: 47.16181
Longitude: -122.51451

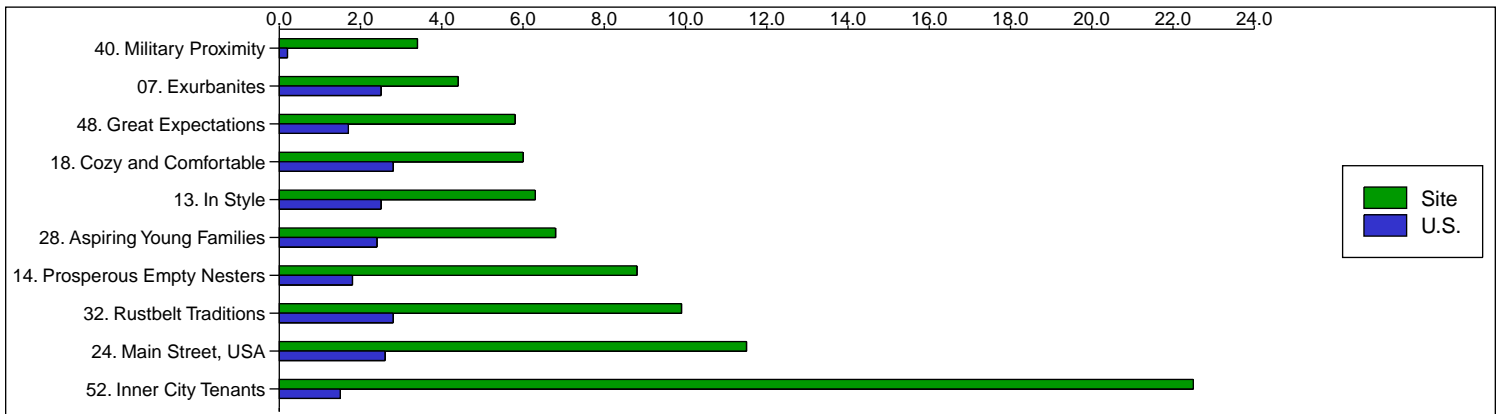
Top Twenty Tapestry Segments

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	52. Inner City Tenants	22.5%	22.5%	1.5%	1.5%	1488
2	24. Main Street, USA	11.5%	34.0%	2.6%	4.1%	444
3	32. Rustbelt Traditions	9.9%	43.9%	2.8%	6.9%	353
4	14. Prosperous Empty Nesters	8.8%	52.7%	1.8%	8.7%	482
5	28. Aspiring Young Families	6.8%	59.5%	2.4%	11.1%	287
	Subtotal	59.5%		11.1%		
6	13. In Style	6.3%	65.8%	2.5%	13.6%	253
7	18. Cozy and Comfortable	6.0%	71.8%	2.8%	16.4%	213
8	48. Great Expectations	5.8%	77.6%	1.7%	18.1%	334
9	07. Exurbanites	4.4%	82.0%	2.5%	20.6%	177
10	40. Military Proximity	3.4%	85.4%	0.2%	20.8%	1706
	Subtotal	25.9%		9.7%		
11	57. Simple Living	2.9%	88.3%	1.4%	22.2%	204
12	36. Old and Newcomers	2.8%	91.1%	1.9%	24.1%	144
13	19. Milk and Cookies	2.0%	93.1%	2.0%	26.1%	104
14	29. Rustbelt Retirees	1.4%	94.5%	2.1%	28.2%	67
15	55. College Towns	1.2%	95.7%	0.8%	29.0%	143
	Subtotal	10.3%		8.2%		
16	10. Pleasant-Ville	1.0%	96.7%	1.7%	30.7%	59
17	30. Retirement Communities	0.9%	97.6%	1.5%	32.2%	60
18	39. Young and Restless	0.7%	98.3%	1.4%	33.6%	52
19	03. Connoisseurs	0.7%	99.0%	1.4%	35.0%	50
20	41. Crossroads	0.5%	99.5%	1.5%	36.5%	35
	Subtotal	3.8%		7.5%		
	Total	99.5%		36.5%		272

Top Ten Tapestry Segments

Site vs. U.S.



Percent of Households by Tapestry Segment

Source: ESRI

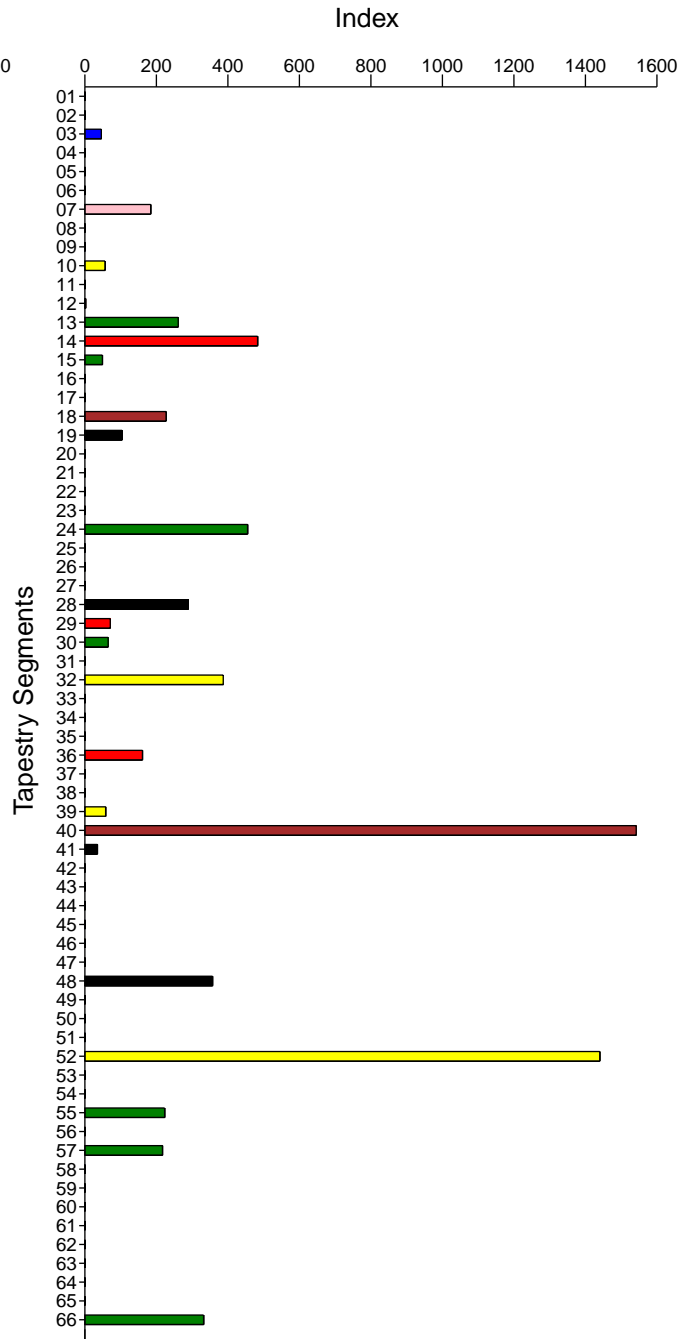
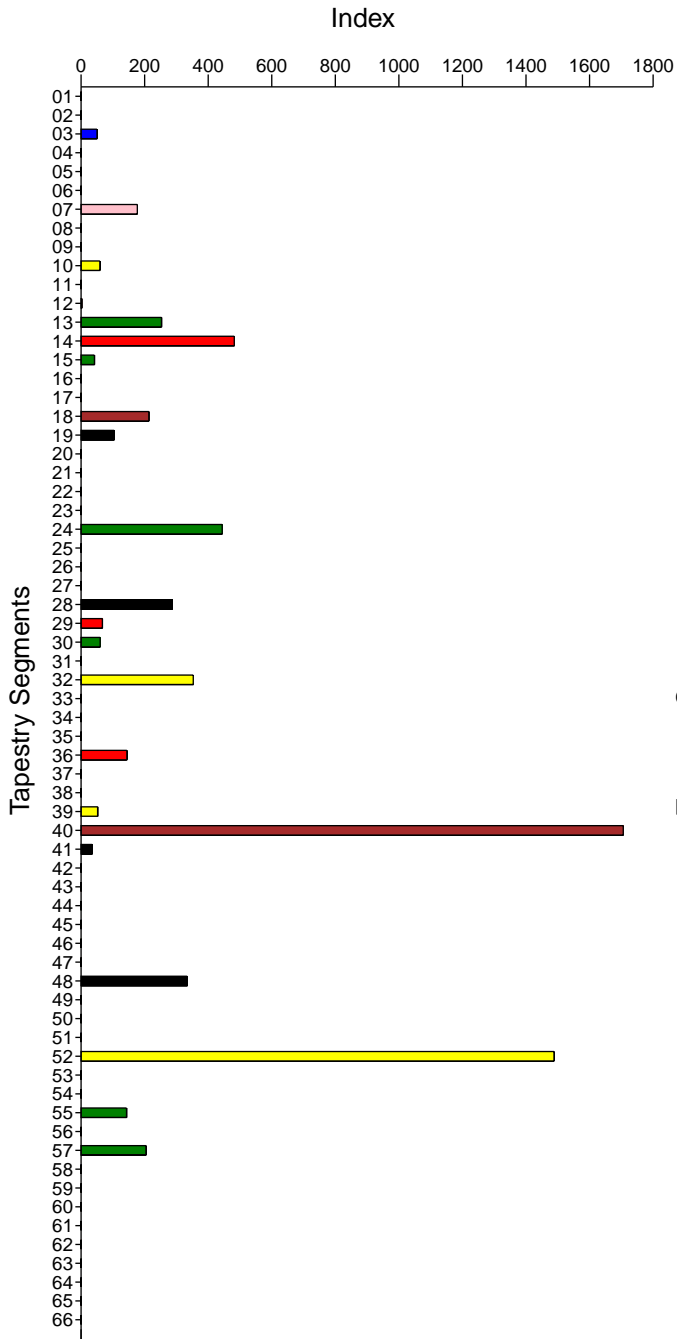


City of Lakewood Drive Time ...
 Lakewood, Washington
 Ring: 5 miles radius

Latitude: 47.16181
 Longitude: -122.51451

Tapestry Indexes by Households

Tapestry Indexes by Population



Source: ESRI



City of Lakewood Drive Time ...
Lakewood, Washington
Ring: 5 miles radius

Latitude: 47.16181
Longitude: -122.51451

Tapestry LifeMode Groups	2010 Households			2010 Population		
	Number	Percent	Index	Number	Percent	Index
Total	81,165	100.0%		210,239	100.0%	
L1. High Society	4,164	5.1%	40	11,312	5.4%	38
01 Top Rung	0	0.0%	0	0	0.0%	0
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
03 Connoisseurs	561	0.7%	50	1,364	0.6%	46
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	3,603	4.4%	177	9,948	4.7%	184
L2. Upscale Avenues	10,799	13.3%	96	28,128	13.4%	97
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	816	1.0%	59	2,177	1.0%	56
11 Pacific Heights	0	0.0%	0	0	0.0%	0
13 In Style	5,110	6.3%	253	12,639	6.0%	261
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
17 Green Acres	0	0.0%	0	0	0.0%	0
18 Cozy and Comfortable	4,873	6.0%	213	13,312	6.3%	227
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	2,868	3.5%	52	6,460	3.1%	60
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	2,272	2.8%	144	5,124	2.4%	161
39 Young and Restless	596	0.7%	52	1,336	0.6%	58
L5. Senior Styles	11,652	14.4%	117	27,359	13.0%	126
14 Prosperous Empty Nesters	7,169	8.8%	482	17,012	8.1%	483
15 Silver and Gold	321	0.4%	42	769	0.4%	49
29 Rustbelt Retirees	1,122	1.4%	67	2,765	1.3%	71
30 Retirement Communities	708	0.9%	60	1,520	0.7%	65
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	2,332	2.9%	204	5,293	2.5%	217
65 Social Security Set	0	0.0%	0	0	0.0%	0
L6. Scholars & Patriots	3,697	4.6%	313	15,750	7.5%	416
40 Military Proximity	2,759	3.4%	1706	12,220	5.8%	1542
55 College Towns	938	1.2%	143	3,530	1.7%	223
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0

Source: ESRI



City of Lakewood Drive Time ...
Lakewood, Washington
Ring: 5 miles radius

Latitude: 47.16181
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Tapestry LifeMode Groups	2010 Households			2010 Population		
	Number	Percent	Index	Number	Percent	Index
Total	81,165	100.0%		210,239	100.0%	
L7. High Hopes	10,206	12.6%	307	25,425	12.1%	316
28 Aspiring Young Families	5,496	6.8%	287	13,805	6.6%	289
48 Great Expectations	4,710	5.8%	334	11,620	5.5%	357
L8. Global Roots	18,260	22.5%	275	43,082	20.5%	210
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	18,260	22.5%	1488	43,082	20.5%	1440
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	1,716	2.1%	27	4,972	2.4%	25
12 Up and Coming Families	67	0.1%	2	189	0.1%	2
19 Milk and Cookies	1,649	2.0%	104	4,783	2.3%	104
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	17,366	21.4%	246	45,578	21.7%	262
24 Main Street, USA	9,302	11.5%	444	23,966	11.4%	455
32 Rustbelt Traditions	8,064	9.9%	353	21,612	10.3%	387
33 Midlife Junction	0	0.0%	0	0	0.0%	0
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	437	0.5%	6	1,175	0.6%	6
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	437	0.5%	35	1,175	0.6%	35
46 Rooted Rural	0	0.0%	0	0	0.0%	0
66 Unclassified	0	0.0%	0	998	0.5%	332

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>

Source: ESRI



City of Lakewood Drive Time ...
Lakewood, Washington
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Tapestry Urbanization Groups	2010 Households			2010 Population		
	Number	Percent	Index	Number	Percent	Index
Total	81,165	100.0%		210,239	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	3,026	3.7%	33	8,324	4.0%	35
01 Top Rung	0	0.0%	0	0	0.0%	0
03 Connoisseurs	561	0.7%	50	1,364	0.6%	46
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	816	1.0%	59	2,177	1.0%	56
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	1,649	2.0%	104	4,783	2.3%	104
22 Metropolitans	0	0.0%	0	0	0.0%	0
U4. Metro Cities II	27,332	33.7%	310	64,867	30.9%	312
28 Aspiring Young Families	5,496	6.8%	287	13,805	6.6%	289
30 Retirement Communities	708	0.9%	60	1,520	0.7%	65
34 Family Foundations	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	2,272	2.8%	144	5,124	2.4%	161
39 Young and Restless	596	0.7%	52	1,336	0.6%	58
52 Inner City Tenants	18,260	22.5%	1488	43,082	20.5%	1440
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	22,076	27.2%	248	57,198	27.2%	239
04 Boomburbs	0	0.0%	0	0	0.0%	0
24 Main Street, USA	9,302	11.5%	444	23,966	11.4%	455
32 Rustbelt Traditions	8,064	9.9%	353	21,612	10.3%	387
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
48 Great Expectations	4,710	5.8%	334	11,620	5.5%	357

Source: ESRI



City of Lakewood Drive Time ...
Lakewood, Washington
Ring: 5 miles radius

Latitude: 47.16181
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Tapestry Urbanization Groups	2010 Households			2010 Population		
	Number	Percent	Index	Number	Percent	Index
Total	81,165	100.0%		210,239	100.0%	
U6. Urban Outskirts II	3,270	4.0%	79	8,823	4.2%	80
51 Metro City Edge	0	0.0%	0	0	0.0%	0
55 College Towns	938	1.2%	143	3,530	1.7%	223
57 Simple Living	2,332	2.9%	204	5,293	2.5%	217
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	16,270	20.0%	127	40,557	19.3%	118
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	3,603	4.4%	177	9,948	4.7%	184
12 Up and Coming Families	67	0.1%	2	189	0.1%	2
13 In Style	5,110	6.3%	253	12,639	6.0%	261
14 Prosperous Empty Nesters	7,169	8.8%	482	17,012	8.1%	483
15 Silver and Gold	321	0.4%	42	769	0.4%	49
U8. Suburban Periphery II	8,754	10.8%	112	28,297	13.5%	149
18 Cozy and Comfortable	4,873	6.0%	213	13,312	6.3%	227
29 Rustbelt Retirees	1,122	1.4%	67	2,765	1.3%	71
33 Midlife Junction	0	0.0%	0	0	0.0%	0
40 Military Proximity	2,759	3.4%	1706	12,220	5.8%	1542
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	437	0.5%	11	1,175	0.6%	12
41 Crossroads	437	0.5%	35	1,175	0.6%	35
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	0	0.0%	0	0	0.0%	0
17 Green Acres	0	0.0%	0	0	0.0%	0
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	998	0.5%	332

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.

Source: ESRI