



2023 Industrial Specialty Report (Esri 2023)

29651, Greer, SC, USA
 Ring: 5, 10, 20 mile radii

Prepared by Site To Do Business

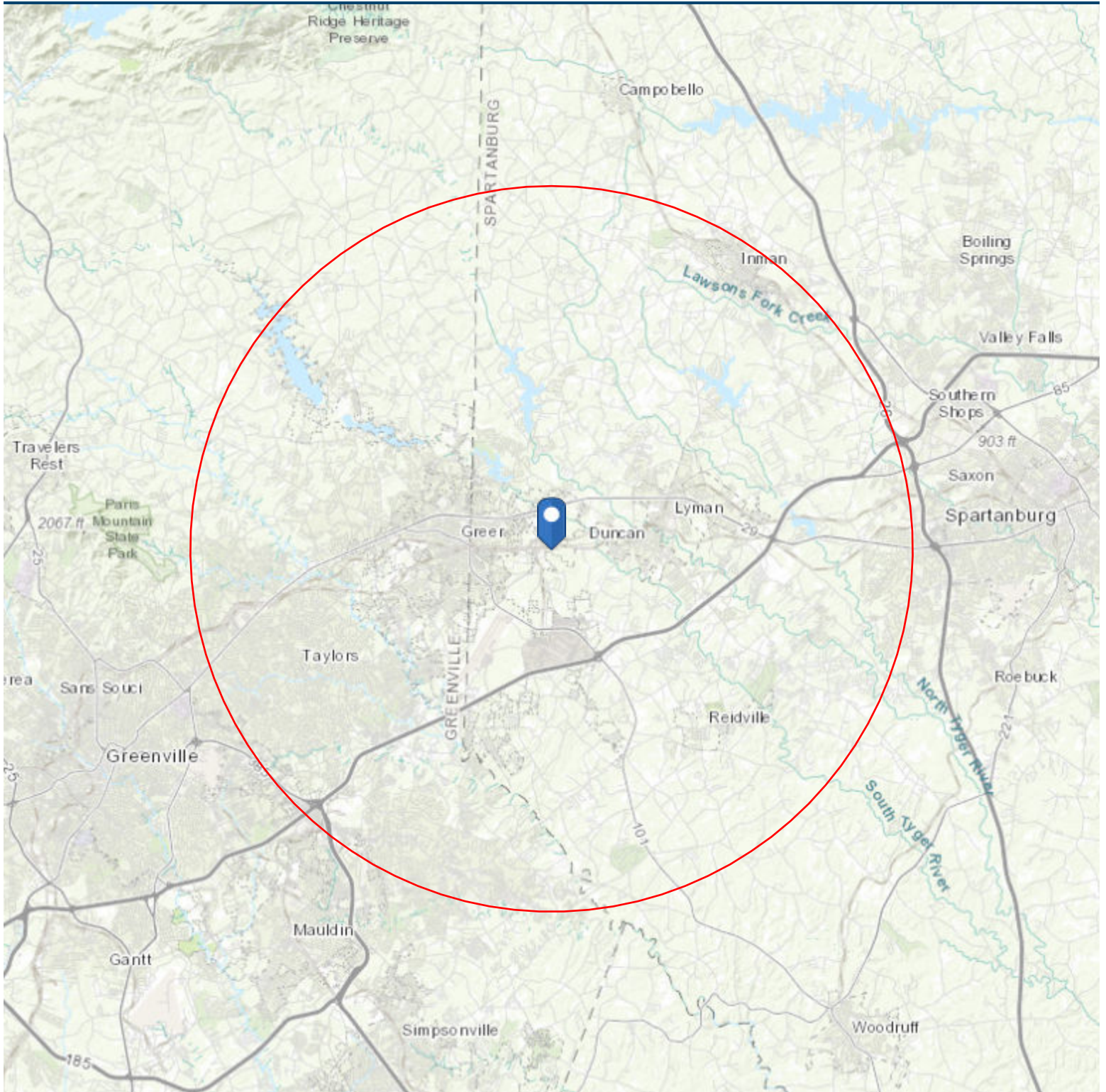
Latitude: 34.93525
 Longitude: -82.18296

2023 Labor Force							
Age Group	Population	Employed	Unemployed	Unemployment Rate	Labor Force Participation Rate	Employment-Population Ratio	
16+	54,635	32,564	1,101	3.3%	61.6%	60	
16-24	6,681	4,010	267	6.2%	64.0%	60	
25-54	27,706	21,492	714	3.2%	80.1%	78	
55-64	8,638	5,425	55	1.0%	63.4%	63	
65+	11,611	1,637	65	3.8%	14.7%	14	

Industry	Employed	Percent	US Percent	Location Quotient
Total	32,564	100.0%	100.0%	-
Agriculture/Forestry/Fishing	78	0.2%	1.2%	0.17
Mining/Quarrying/Oil & Gas	7	0.0%	0.4%	0.00
Construction	2,410	7.4%	7.1%	1.04
Manufacturing	6,029	18.5%	9.6%	1.93
Wholesale Trade	744	2.3%	2.5%	0.92
Retail Trade	3,482	10.7%	10.8%	0.99
Transportation/Warehousing	2,258	6.9%	5.5%	1.25
Utilities	217	0.7%	0.8%	0.88
Information	406	1.2%	1.9%	0.63
Finance/Insurance	1,536	4.7%	4.8%	0.98
Real Estate/Rental/Leasing	478	1.5%	2.0%	0.75
Professional/Scientific/Tech	2,298	7.1%	8.0%	0.89
Management of Companies	77	0.2%	0.1%	2.00
Admin/Support/Waste Management	1,764	5.4%	3.8%	1.42
Educational Services	2,253	6.9%	9.0%	0.77
Health Care/Social Assistance	3,621	11.1%	14.5%	0.77
Arts/Entertainment/Recreation	338	1.0%	1.8%	0.56
Accommodation/Food Services	1,993	6.1%	6.5%	0.94
Other Services (Excluding Public)	1,713	5.3%	4.7%	1.13
Public Administration	862	2.6%	4.9%	0.53

Occupation	Employed	Percent	US Percent	Location Quotient
Total	32,564	100.0%	100.0%	-
White Collar	18,159	55.8%	61.8%	0.90
Management	3,008	9.2%	11.5%	0.80
Business/Financial	1,679	5.2%	6.0%	0.87
Computer/Mathematical	1,073	3.3%	3.7%	0.89
Architecture/Engineering	905	2.8%	1.9%	1.47
Life/Physical/Social Sciences	222	0.7%	1.0%	0.70
Community/Social Service	350	1.1%	1.9%	0.58
Legal	491	1.5%	1.1%	1.36
Education/Training/Library	1,729	5.3%	5.9%	0.90
Arts/Design/Entertainment	577	1.8%	2.0%	0.90
Healthcare Practitioner	1,729	5.3%	6.5%	0.82
Sales and Sales Related	2,983	9.2%	9.2%	1.00
Office/Administrative Support	3,413	10.5%	11.1%	0.95
Blue Collar	9,350	28.7%	22.3%	1.29
Farming/Fishing/Forestry	21	0.1%	0.6%	0.17
Construction/Extraction	2,075	6.4%	5.2%	1.23
Installation/Maintenance/Repair	993	3.0%	3.0%	1.00
Production	3,213	9.9%	5.4%	1.83
Transportation/Material Moving	3,048	9.4%	8.1%	1.16
Services	5,057	15.5%	15.9%	0.97
Healthcare Support	760	2.3%	3.4%	0.68
Protective Service	422	1.3%	2.0%	0.65
Food Preparation/Serving	1,814	5.6%	5.0%	1.12
Building Maintenance	1,136	3.5%	3.6%	0.97
Personal Care/Service	925	2.8%	1.9%	1.47

Source: Esri, Esri-Data Axle, U.S. Census





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2023 Labor Force							
Age Group	Population	Employed	Unemployed	Unemployment Rate	Labor Force Participation Rate	Employment-Population Ratio	
16+	223,557	134,639	4,539	3.3%	62.3%	60	
16-24	27,334	15,617	1,420	8.3%	62.3%	57	
25-54	109,401	87,291	2,157	2.4%	81.8%	80	
55-64	36,653	23,924	521	2.1%	66.7%	65	
65+	50,170	7,808	440	5.3%	16.4%	16	

Industry	Employed	Percent	US Percent	Location Quotient
Total	134,639	100.0%	100.0%	-
Agriculture/Forestry/Fishing	524	0.4%	1.2%	0.33
Mining/Quarrying/Oil & Gas	199	0.1%	0.4%	0.25
Construction	8,141	6.0%	7.1%	0.85
Manufacturing	24,763	18.4%	9.6%	1.92
Wholesale Trade	3,222	2.4%	2.5%	0.96
Retail Trade	13,643	10.1%	10.8%	0.94
Transportation/Warehousing	7,099	5.3%	5.5%	0.96
Utilities	962	0.7%	0.8%	0.88
Information	2,148	1.6%	1.9%	0.84
Finance/Insurance	5,749	4.3%	4.8%	0.90
Real Estate/Rental/Leasing	2,809	2.1%	2.0%	1.05
Professional/Scientific/Tech	11,560	8.6%	8.0%	1.07
Management of Companies	222	0.2%	0.1%	2.00
Admin/Support/Waste Management	6,672	5.0%	3.8%	1.32
Educational Services	10,579	7.9%	9.0%	0.88
Health Care/Social Assistance	16,041	11.9%	14.5%	0.82
Arts/Entertainment/Recreation	2,241	1.7%	1.8%	0.94
Accommodation/Food Services	6,886	5.1%	6.5%	0.78
Other Services (Excluding Public)	7,296	5.4%	4.7%	1.15
Public Administration	3,883	2.9%	4.9%	0.59

Occupation	Employed	Percent	US Percent	Location Quotient
Total	134,639	100.0%	100.0%	-
White Collar	86,128	64.0%	61.8%	1.04
Management	15,852	11.8%	11.5%	1.03
Business/Financial	7,706	5.7%	6.0%	0.95
Computer/Mathematical	5,406	4.0%	3.7%	1.08
Architecture/Engineering	5,215	3.9%	1.9%	2.05
Life/Physical/Social Sciences	1,044	0.8%	1.0%	0.80
Community/Social Service	2,358	1.8%	1.9%	0.95
Legal	1,707	1.3%	1.1%	1.18
Education/Training/Library	8,339	6.2%	5.9%	1.05
Arts/Design/Entertainment	2,558	1.9%	2.0%	0.95
Healthcare Practitioner	9,274	6.9%	6.5%	1.06
Sales and Sales Related	13,654	10.1%	9.2%	1.10
Office/Administrative Support	13,015	9.7%	11.1%	0.87
Blue Collar	30,528	22.7%	22.3%	1.02
Farming/Fishing/Forestry	284	0.2%	0.6%	0.33
Construction/Extraction	5,769	4.3%	5.2%	0.83
Installation/Maintenance/Repair	4,009	3.0%	3.0%	1.00
Production	10,703	7.9%	5.4%	1.46
Transportation/Material Moving	9,763	7.3%	8.1%	0.90
Services	17,983	13.4%	15.9%	0.84
Healthcare Support	2,335	1.7%	3.4%	0.50
Protective Service	2,401	1.8%	2.0%	0.90
Food Preparation/Serving	5,992	4.5%	5.0%	0.90
Building Maintenance	3,617	2.7%	3.6%	0.75
Personal Care/Service	3,638	2.7%	1.9%	1.42

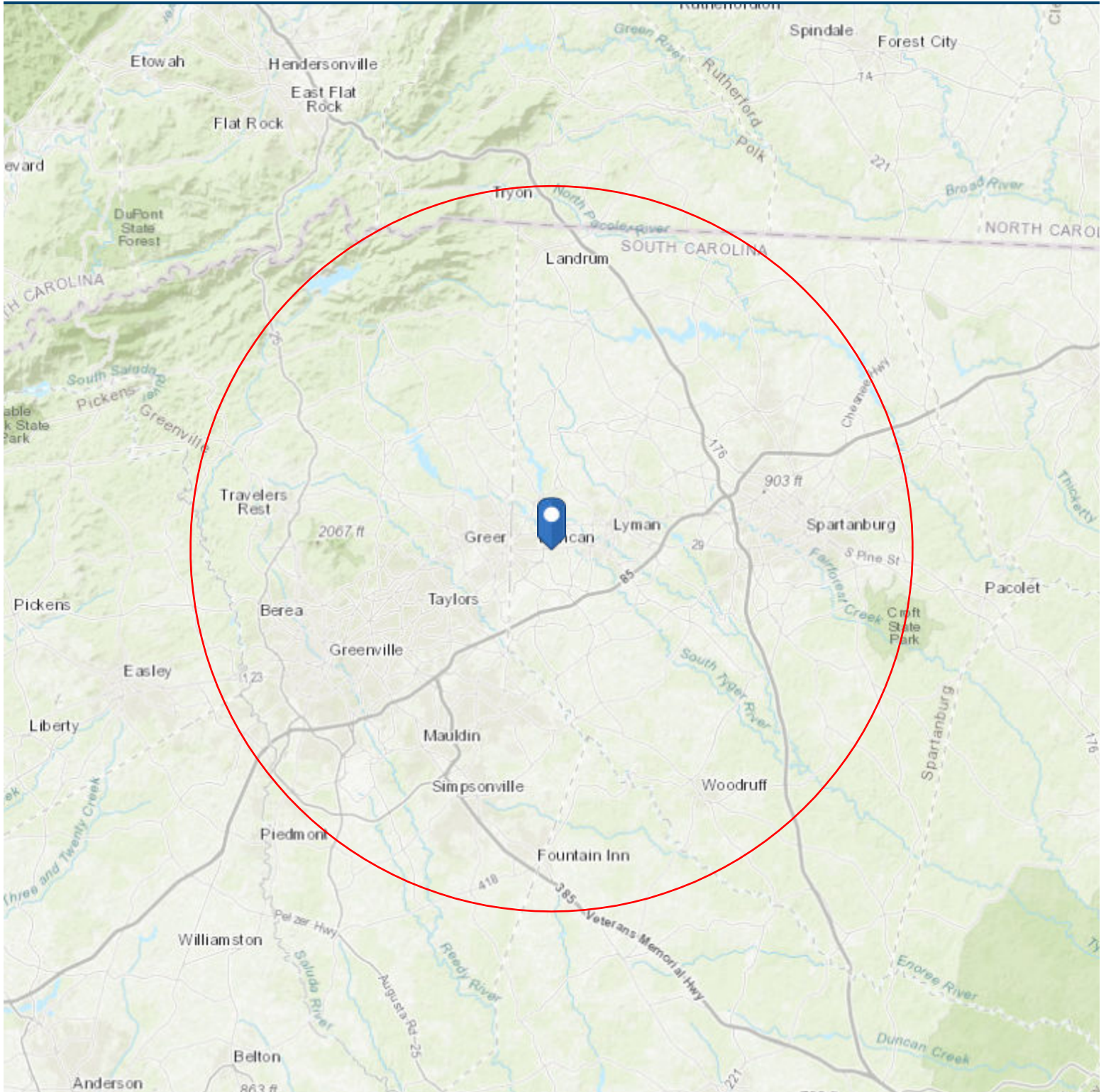
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2023 Labor Force							
Age Group	Population	Employed	Unemployed	Unemployment Rate	Labor Force Participation Rate	Employment-Population Ratio	
16+	691,735	406,357	16,406	3.9%	61.1%	59	
16-24	94,143	53,066	5,329	9.1%	62.0%	56	
25-54	333,182	261,138	7,876	2.9%	80.7%	78	
55-64	110,226	67,346	1,820	2.6%	62.7%	61	
65+	154,184	24,807	1,381	5.3%	17.0%	16	

Industry	Employed	Percent	US Percent	Location Quotient
Total	406,357	100.0%	100.0%	-
Agriculture/Forestry/Fishing	1,565	0.4%	1.2%	0.33
Mining/Quarrying/Oil & Gas	300	0.1%	0.4%	0.25
Construction	25,425	6.3%	7.1%	0.89
Manufacturing	71,908	17.7%	9.6%	1.84
Wholesale Trade	8,835	2.2%	2.5%	0.88
Retail Trade	39,887	9.8%	10.8%	0.91
Transportation/Warehousing	19,974	4.9%	5.5%	0.89
Utilities	2,975	0.7%	0.8%	0.88
Information	7,834	1.9%	1.9%	1.00
Finance/Insurance	16,044	3.9%	4.8%	0.81
Real Estate/Rental/Leasing	8,314	2.0%	2.0%	1.00
Professional/Scientific/Tech	30,957	7.6%	8.0%	0.95
Management of Companies	634	0.2%	0.1%	2.00
Admin/Support/Waste Management	21,018	5.2%	3.8%	1.37
Educational Services	34,877	8.6%	9.0%	0.96
Health Care/Social Assistance	50,247	12.4%	14.5%	0.86
Arts/Entertainment/Recreation	6,534	1.6%	1.8%	0.89
Accommodation/Food Services	26,758	6.6%	6.5%	1.02
Other Services (Excluding Public)	21,104	5.2%	4.7%	1.11
Public Administration	11,168	2.7%	4.9%	0.55

Occupation	Employed	Percent	US Percent	Location Quotient
Total	406,357	100.0%	100.0%	-
White Collar	246,406	60.6%	61.8%	0.98
Management	44,846	11.0%	11.5%	0.96
Business/Financial	21,038	5.2%	6.0%	0.87
Computer/Mathematical	12,705	3.1%	3.7%	0.84
Architecture/Engineering	13,773	3.4%	1.9%	1.79
Life/Physical/Social Sciences	2,399	0.6%	1.0%	0.60
Community/Social Service	7,362	1.8%	1.9%	0.95
Legal	4,644	1.1%	1.1%	1.00
Education/Training/Library	24,816	6.1%	5.9%	1.03
Arts/Design/Entertainment	8,290	2.0%	2.0%	1.00
Healthcare Practitioner	27,715	6.8%	6.5%	1.05
Sales and Sales Related	40,149	9.9%	9.2%	1.08
Office/Administrative Support	38,669	9.5%	11.1%	0.86
Blue Collar	98,755	24.3%	22.3%	1.09
Farming/Fishing/Forestry	758	0.2%	0.6%	0.33
Construction/Extraction	18,928	4.7%	5.2%	0.90
Installation/Maintenance/Repair	13,057	3.2%	3.0%	1.07
Production	34,727	8.5%	5.4%	1.57
Transportation/Material Moving	31,285	7.7%	8.1%	0.95
Services	61,199	15.1%	15.9%	0.94
Healthcare Support	9,340	2.3%	3.4%	0.68
Protective Service	6,595	1.6%	2.0%	0.80
Food Preparation/Serving	22,744	5.6%	5.0%	1.12
Building Maintenance	12,332	3.0%	3.6%	0.83
Personal Care/Service	10,188	2.5%	1.9%	1.32

Source: Esri, Esri-Data Axle, U.S. Census



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	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Total Businesses:	2,296		8,555		29,345							
Total Employees:	39,329		121,566		390,454							
Total Residential Population:	69,373		281,627		863,981							
Employee/Residential Population Ratio (per 100)	57		43		45							
by NAICS Codes	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	8	0.3%	26	0.1%	28	0.3%	124	0.1%	90	0.3%	393	0.1%
Mining	3	0.1%	8	0.0%	5	0.1%	22	0.0%	18	0.1%	145	0.0%
Utilities	8	0.3%	108	0.3%	17	0.2%	255	0.2%	42	0.1%	752	0.2%
Construction	192	8.4%	1,808	4.6%	709	8.3%	6,228	5.1%	2,109	7.2%	18,060	4.6%
Manufacturing	115	5.0%	13,891	35.3%	427	5.0%	28,220	23.2%	1,303	4.4%	53,505	13.7%
Wholesale Trade	117	5.1%	1,713	4.4%	394	4.6%	5,531	4.5%	1,120	3.8%	15,138	3.9%
Retail Trade	350	15.2%	4,274	10.9%	1,143	13.4%	15,226	12.5%	3,952	13.5%	49,091	12.6%
Motor Vehicle & Parts Dealers	83	3.6%	1,263	3.2%	187	2.2%	2,036	1.7%	640	2.2%	6,829	1.7%
Furniture & Home Furnishings Stores	20	0.9%	85	0.2%	76	0.9%	959	0.8%	192	0.7%	2,302	0.6%
Electronics & Appliance Stores	7	0.3%	98	0.2%	39	0.5%	422	0.3%	126	0.4%	2,027	0.5%
Bldg Material & Garden Equipment &	39	1.7%	539	1.4%	111	1.3%	1,561	1.3%	330	1.1%	5,137	1.3%
Food & Beverage Stores	45	2.0%	613	1.6%	159	1.9%	3,029	2.5%	613	2.1%	9,104	2.3%
Health & Personal Care Stores	27	1.2%	310	0.8%	117	1.4%	1,105	0.9%	377	1.3%	3,508	0.9%
Gasoline Stations	8	0.3%	148	0.4%	27	0.3%	237	0.2%	129	0.4%	753	0.2%
Clothing & Clothing Accessories Stores	21	0.9%	171	0.4%	96	1.1%	862	0.7%	417	1.4%	3,325	0.9%
Sport Goods, Hobby, Book, & Music Stores	59	2.6%	309	0.8%	187	2.2%	1,422	1.2%	652	2.2%	4,675	1.2%
General Merchandise Stores	41	1.8%	738	1.9%	144	1.7%	3,592	3.0%	476	1.6%	11,430	2.9%
Miscellaneous Store Retailers												
Nonstore Retailers												
Transportation & Warehousing	100	4.4%	2,648	6.7%	214	2.5%	4,269	3.5%	586	2.0%	9,284	2.4%
Information	33	1.4%	1,050	2.7%	162	1.9%	3,765	3.1%	527	1.8%	9,014	2.3%
Finance & Insurance	118	5.1%	613	1.6%	460	5.4%	3,219	2.6%	1,711	5.8%	14,539	3.7%
Central Bank/Credit Intermediation & Related	58	2.5%	361	0.9%	204	2.4%	1,284	1.1%	785	2.7%	6,681	1.7%
Securities, Commodity Contracts & Other	20	0.9%	71	0.2%	99	1.2%	445	0.4%	406	1.4%	2,381	0.6%
Insurance Carriers & Related Activities;	40	1.7%	181	0.5%	158	1.8%	1,490	1.2%	519	1.8%	5,477	1.4%
Real Estate, Rental & Leasing	129	5.6%	575	1.5%	460	5.4%	2,573	2.1%	1,565	5.3%	9,153	2.3%
Professional, Scientific & Tech Services	167	7.3%	1,346	3.4%	740	8.6%	8,288	6.8%	2,757	9.4%	32,182	8.2%
Legal Services	22	1.0%	104	0.3%	87	1.0%	414	0.3%	655	2.2%	4,106	1.1%
Management of Companies & Enterprises	4	0.2%	55	0.1%	16	0.2%	281	0.2%	64	0.2%	1,665	0.4%
Administrative & Support & Waste Management	74	3.2%	539	1.4%	333	3.9%	3,160	2.6%	1,040	3.5%	10,396	2.7%
Educational Services	41	1.8%	1,637	4.2%	188	2.2%	6,669	5.5%	637	2.2%	24,677	6.3%
Health Care & Social Assistance	173	7.5%	2,384	6.1%	798	9.3%	11,998	9.9%	2,800	9.5%	55,319	14.2%
Arts, Entertainment & Recreation	36	1.6%	271	0.7%	160	1.9%	1,540	1.3%	532	1.8%	5,815	1.5%
Accommodation & Food Services	168	7.3%	2,558	6.5%	630	7.4%	10,447	8.6%	2,265	7.7%	37,180	9.5%
Accommodation	8	0.3%	123	0.3%	47	0.5%	836	0.7%	217	0.7%	4,441	1.1%
Food Services & Drinking Places	160	7.0%	2,435	6.2%	582	6.8%	9,610	7.9%	2,048	7.0%	32,739	8.4%
Other Services (except Public Administration)	288	12.5%	1,289	3.3%	1,056	12.3%	5,848	4.8%	3,835	13.1%	23,746	6.1%
Automotive Repair & Maintenance	64	2.8%	293	0.7%	193	2.3%	1,169	1.0%	676	2.3%	5,245	1.3%
Public Administration	56	2.4%	2,473	6.3%	106	1.2%	3,378	2.8%	599	2.0%	17,935	4.6%
Unclassified Establishments	114	5.0%	61	0.2%	509	5.9%	525	0.4%	1,795	6.1%	2,465	0.6%

Source: Esri, Esri-Data Axle, U.S. Census



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POPULATION BY AGE	CENSUS 2010		2023		2028	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
0 - 4	4,041	8%	4,358	6%	4,626	6%
5 - 9	3,677	7%	4,730	7%	4,895	7%
10 - 14	3,669	7%	4,810	7%	5,230	7%
15 - 19	3,460	7%	4,002	6%	4,704	6%
20 - 24	3,290	6%	3,519	5%	3,624	5%
Total	7,426	14%	9,191	13%	8,504	11%
35- 44	7,483	14%	9,794	14%	10,804	15%
45 - 54	7,445	14%	8,721	13%	9,325	13%
55 - 64	5,880	11%	8,638	12%	8,713	12%
65 - 74	3,232	6%	6,981	10%	7,582	10%
75 - 84	2,087	4%	3,540	5%	4,634	6%
85 +	794	2%	1,090	2%	1,357	2%

POPULATION BY SEX	2010	2023	2028
2010 Male Population	26,289	33,955	36,228
2010 Female Population	28,136	35,418	37,771



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	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
0 - 4	15,409	7%	16,514	6%	17,358	6%
5 - 9	15,694	7%	18,496	7%	18,692	6%
10 - 14	16,113	7%	19,465	7%	20,188	7%
15 - 19	14,805	7%	16,905	6%	18,111	6%
20 - 24	11,965	5%	14,024	5%	13,860	5%
Total	27,856	12%	35,086	12%	34,173	12%
35- 44	32,006	14%	38,072	14%	40,796	14%
45 - 54	33,498	15%	36,243	13%	37,169	13%
55 - 64	27,046	12%	36,653	13%	35,983	12%
65 - 74	13,930	6%	30,178	11%	32,333	11%
75 - 84	8,839	4%	15,186	5%	19,846	7%
85 +	3,455	2%	4,806	2%	6,052	2%

POPULATION BY SEX	2010	2023	2028
2010 Male Population	110,871	137,613	143,583
2010 Female Population	117,733	144,014	150,980



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POPULATION BY AGE	CENSUS 2010		2023		2028	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
0 - 4	48,347	7%	50,480	6%	52,833	6%
5 - 9	47,059	7%	54,941	6%	55,136	6%
10 - 14	47,432	7%	56,270	7%	58,913	7%
15 - 19	49,499	7%	54,496	6%	58,128	6%
20 - 24	47,075	7%	50,201	6%	50,703	6%
Total	90,536	13%	112,077	13%	107,784	12%
35- 44	97,271	14%	113,539	13%	120,961	13%
45 - 54	101,057	14%	107,566	12%	110,265	12%
55 - 64	83,785	12%	110,226	13%	108,494	12%
65 - 74	43,410	6%	92,543	11%	98,847	11%
75 - 84	28,372	4%	46,465	5%	60,415	7%
85 +	11,310	2%	15,176	2%	18,698	2%

POPULATION BY SEX	2010	2023	2028
2010 Male Population	349,706	421,342	438,505
2010 Female Population	374,625	442,639	462,672

POPULATION 25+ BY EDUCATIONAL ATTAINMENT

Total	47,954	196,222	597,594
Less than 9th Grade	3.0%	2.1%	2.8%
9th - 12th Grade, No Diploma	7.2%	4.7%	6.2%
High School Graduate	24.2%	19.0%	21.3%
GED/Alternative Credential	4.7%	3.8%	4.6%
Some College, No Degree	18.2%	17.8%	17.3%
Associate Degree	11.2%	11.2%	11.1%
Bachelor's Degree	20.9%	26.1%	23.4%
Graduate/Professional Degree	10.7%	15.3%	13.4%

POPULATION 15+ BY MARITAL STATUS 2023

Total	55,476	227,152	702,290
Never Married	29.0%	26.2%	31.1%
Married	54.6%	58.4%	52.7%
Widowed	5.6%	5.8%	6.1%
Divorced	10.8%	9.6%	10.1%



2023 Industrial Specialty Report (Esri 2023)

29651, Greer, SC, USA
 Ring: 5, 10, 20 mile radii

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HOUSEHOLDS BY INCOME

Household Income Base	27,082	109,262	341,194
<\$15,000	7.9%	6.0%	8.7%
\$15,000 - \$24,999	7.6%	5.9%	7.0%
\$25,000 - \$34,999	7.4%	6.8%	8.3%
\$35,000 - \$49,999	13.4%	11.9%	13.2%
\$50,000 - \$74,999	22.4%	18.3%	17.9%
\$75,000 - \$99,999	14.1%	14.6%	13.5%
\$100,000 - \$149,999	15.6%	18.7%	16.0%
\$150,000 - \$199,999	6.0%	8.5%	7.5%
\$200,000+	5.5%	9.3%	7.9%
Average Household Income	\$87,442	\$105,653	\$96,066

HOUSEHOLDS BY TYPE

Total	20,537	86,535	274,155
Households with 1 Person	25.3%	23.9%	26.8%
Households with 2+ People	74.7%	76.1%	73.2%
Family Households	70.0%	71.6%	68.0%
Husband-wife Families	49.4%	55.9%	49.2%
With Related Children	22.5%	25.4%	21.7%
Other Family (No Spouse Present)	20.6%	15.7%	18.8%
Other Family with Male Householder	5.3%	4.1%	4.6%
With Related Children	3.0%	2.3%	2.5%
Other Family with Female Householder	15.3%	11.6%	14.2%
With Related Children	10.2%	7.7%	9.4%
Nonfamily Households	4.7%	4.4%	5.2%
All Households with Children	36.1%	35.7%	34.0%
Multigenerational Households	4.5%	3.6%	4.0%
Unmarried Partner Households	6.0%	4.8%	5.6%
Male-female	5.3%	4.2%	4.9%
Same-sex	0.7%	0.6%	0.6%

HOUSEHOLD BY SIZE

Total	20,537	86,535	274,154
1 Person Household	25.3%	23.9%	26.8%
2 Person Household	33.0%	34.7%	33.8%
3 Person Household	17.9%	17.1%	16.8%
4 Person Household	14.1%	14.7%	13.3%
5 Person Household	5.9%	6.2%	5.9%
6 Person Household	2.4%	2.2%	2.2%
7 + Person Household	1.4%	1.2%	1.3%



2023 Industrial Specialty Report (Esri 2023)

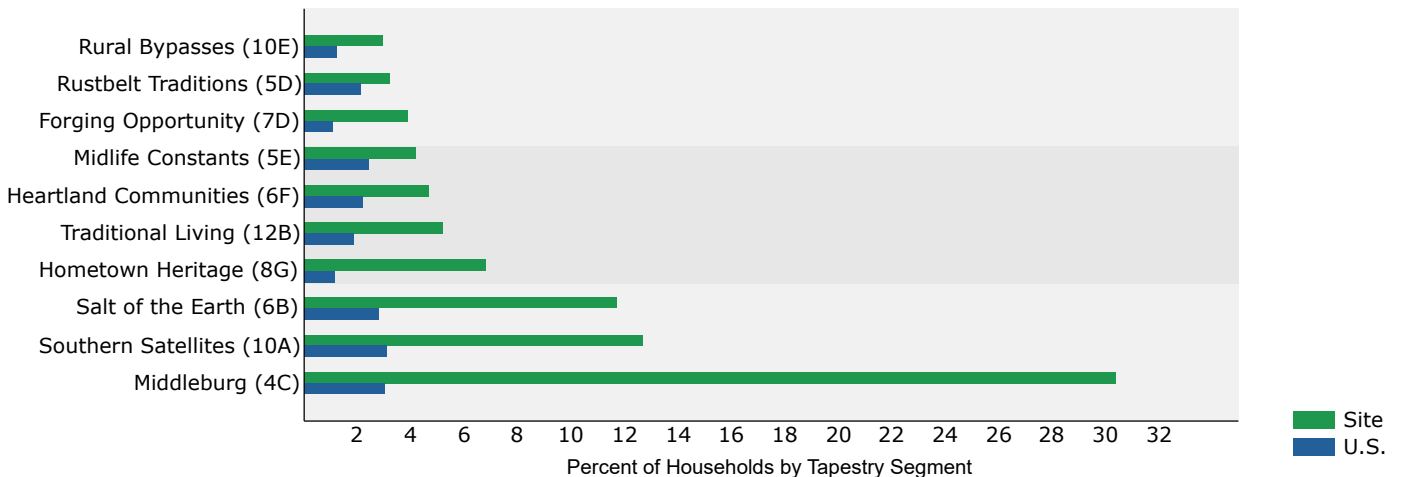
29651, Greer, SC, USA
 Ring: 5, 10, 20 mile radii

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Rank	Tapestry Segment	2023 Households		2023 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Middleburg (4C)	30.4%	30.4%	3.1%	3.1%	995
2	Southern Satellites (10A)	12.7%	43.1%	3.1%	6.1%	410
3	Salt of the Earth (6B)	11.7%	54.8%	2.8%	8.9%	421
4	Hometown Heritage (8G)	6.8%	61.6%	1.2%	10.1%	580
5	Traditional Living (12B)	5.2%	66.8%	1.9%	12.0%	275
Subtotal		66.8%		12.1%		
6	Heartland Communities (6F)	4.7%	71.5%	2.2%	14.2%	212
7	Midlife Constants (5E)	4.2%	75.6%	2.4%	16.6%	172
8	Forging Opportunity (7D)	3.9%	79.5%	1.0%	17.7%	372
9	Rustbelt Traditions (5D)	3.2%	82.7%	2.1%	19.8%	150
10	Rural Bypasses (10E)	2.9%	85.7%	1.2%	21.0%	240
Subtotal		18.9%		8.9%		
11	Up and Coming Families (7A)	2.8%	88.5%	2.8%	23.8%	101
12	Small Town Sincerity (12C)	2.7%	91.2%	1.8%	25.6%	152
13	Down the Road (10D)	2.3%	93.5%	1.2%	26.8%	200
14	Rooted Rural (10B)	1.9%	95.4%	1.8%	28.6%	103
15	Comfortable Empty Nesters (5A)	1.8%	97.2%	2.4%	31.0%	76
Subtotal		11.5%		10.0%		
16	City Commons (11E)	1.4%	98.6%	0.9%	31.9%	155
17	Workday Drive (4A)	0.9%	99.5%	3.1%	34.9%	28
18	Green Acres (6A)	0.5%	100.0%	3.3%	38.2%	17
Subtotal		2.8%		7.3%		
Total		100.0%		38.2%		262

Top Ten Tapestry Segments Site vs. U.S.





2023 Industrial Specialty Report (Esri 2023)

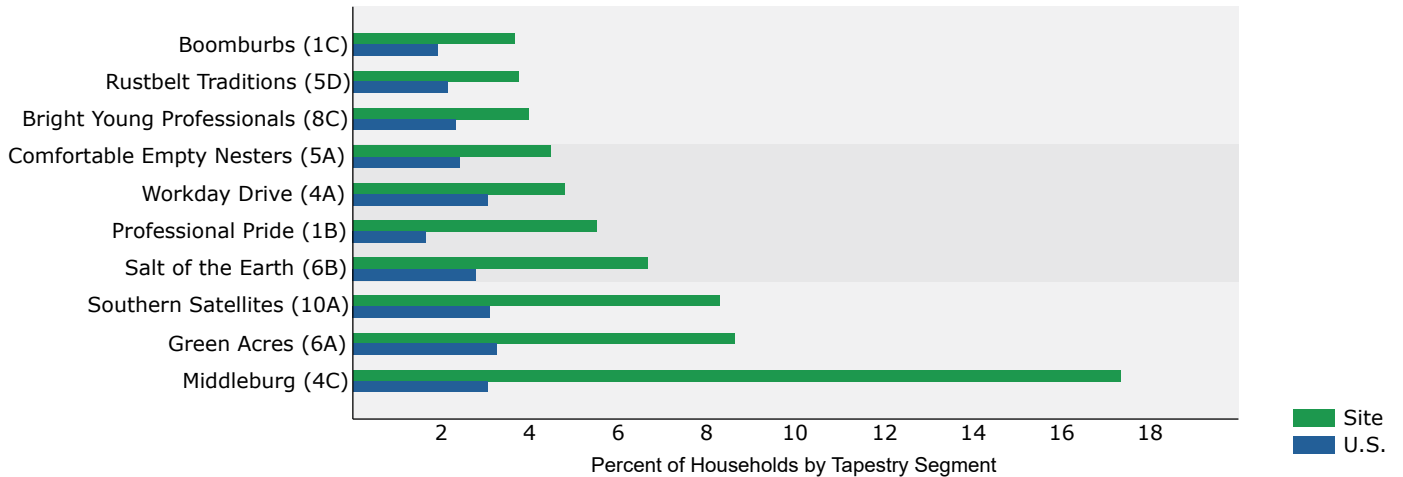
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Rank	Tapestry Segment	2023 Households		2023 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Middleburg (4C)	17.3%	17.3%	3.1%	3.1%	568
2	Green Acres (6A)	8.6%	25.9%	3.3%	6.3%	265
3	Southern Satellites (10A)	8.3%	34.2%	3.1%	9.4%	268
4	Salt of the Earth (6B)	6.7%	40.9%	2.8%	12.2%	239
5	Professional Pride (1B)	5.5%	46.4%	1.6%	13.8%	334
Subtotal		46.4%		13.9%		
6	Workday Drive (4A)	4.8%	51.2%	3.1%	16.9%	156
7	Comfortable Empty Nesters (5A)	4.5%	55.6%	2.4%	19.3%	185
8	Bright Young Professionals (8C)	4.0%	59.6%	2.3%	21.6%	172
9	Rustbelt Traditions (5D)	3.8%	63.4%	2.1%	23.8%	175
10	Boomburbs (1C)	3.7%	67.0%	1.9%	25.7%	191
Subtotal		20.8%		11.8%		
11	In Style (5B)	3.3%	70.3%	2.2%	27.9%	146
12	Heartland Communities (6F)	2.8%	73.1%	2.2%	30.1%	128
13	Midlife Constants (5E)	2.6%	75.7%	2.4%	32.5%	106
14	Small Town Sincerity (12C)	2.5%	78.2%	1.8%	34.3%	140
15	Savvy Suburbanites (1D)	2.5%	80.7%	3.0%	37.3%	84
Subtotal		13.7%		11.6%		
16	Down the Road (10D)	2.0%	82.6%	1.2%	38.4%	171
17	Golden Years (9B)	1.9%	84.5%	1.3%	39.8%	145
18	Young and Restless (11B)	1.9%	86.4%	1.8%	41.5%	104
19	Hometown Heritage (8G)	1.7%	88.1%	1.2%	42.7%	144
20	Traditional Living (12B)	1.6%	89.7%	1.9%	44.6%	88
Subtotal		9.1%		7.4%		
Total		89.7%		44.6%		201

Top Ten Tapestry Segments Site vs. U.S.





2023 Industrial Specialty Report (Esri 2023)

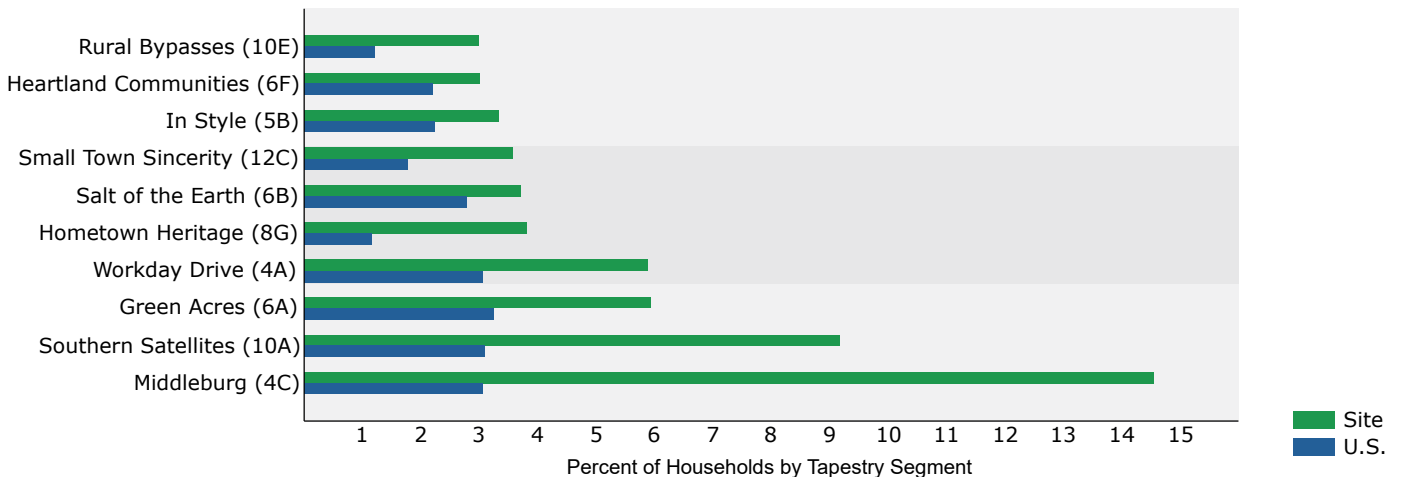
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Rank	Tapestry Segment	2023 Households		2023 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Middleburg (4C)	14.6%	14.6%	3.1%	3.1%	477
2	Southern Satellites (10A)	9.2%	23.7%	3.1%	6.1%	297
3	Green Acres (6A)	5.9%	29.7%	3.3%	9.4%	183
4	Workday Drive (4A)	5.9%	35.5%	3.1%	12.4%	192
5	Hometown Heritage (8G)	3.8%	39.4%	1.2%	13.6%	325
Subtotal		39.4%		13.8%		
6	Salt of the Earth (6B)	3.7%	43.1%	2.8%	16.4%	134
7	Small Town Sincerity (12C)	3.6%	46.7%	1.8%	18.2%	200
8	In Style (5B)	3.3%	50.0%	2.2%	20.4%	149
9	Heartland Communities (6F)	3.0%	53.0%	2.2%	22.6%	136
10	Rural Bypasses (10E)	3.0%	56.0%	1.2%	23.9%	245
Subtotal		16.6%		10.2%		
11	Young and Restless (11B)	2.9%	58.9%	1.8%	25.6%	163
12	Bright Young Professionals (8C)	2.8%	61.7%	2.3%	27.9%	121
13	Comfortable Empty Nesters (5A)	2.8%	64.5%	2.4%	30.4%	114
14	Down the Road (10D)	2.7%	67.2%	1.2%	31.5%	237
15	Midlife Constants (5E)	2.7%	69.9%	2.4%	33.9%	111
Subtotal		13.9%		10.1%		
16	Old and Newcomers (8F)	2.5%	72.4%	2.3%	36.2%	109
17	Modest Income Homes (12D)	2.5%	74.8%	1.2%	37.5%	199
18	Rustbelt Traditions (5D)	2.1%	76.9%	2.1%	39.6%	97
19	Professional Pride (1B)	2.0%	78.9%	1.6%	41.3%	121
20	Exurbanites (1E)	2.0%	80.9%	1.9%	43.2%	102
Subtotal		11.1%		9.1%		
Total		80.9%		43.2%		187

Top Ten Tapestry Segments Site vs. U.S.



Source: Esri, Esri-Data Axle, U.S. Census