



Tapestry Segmentation Area Profile

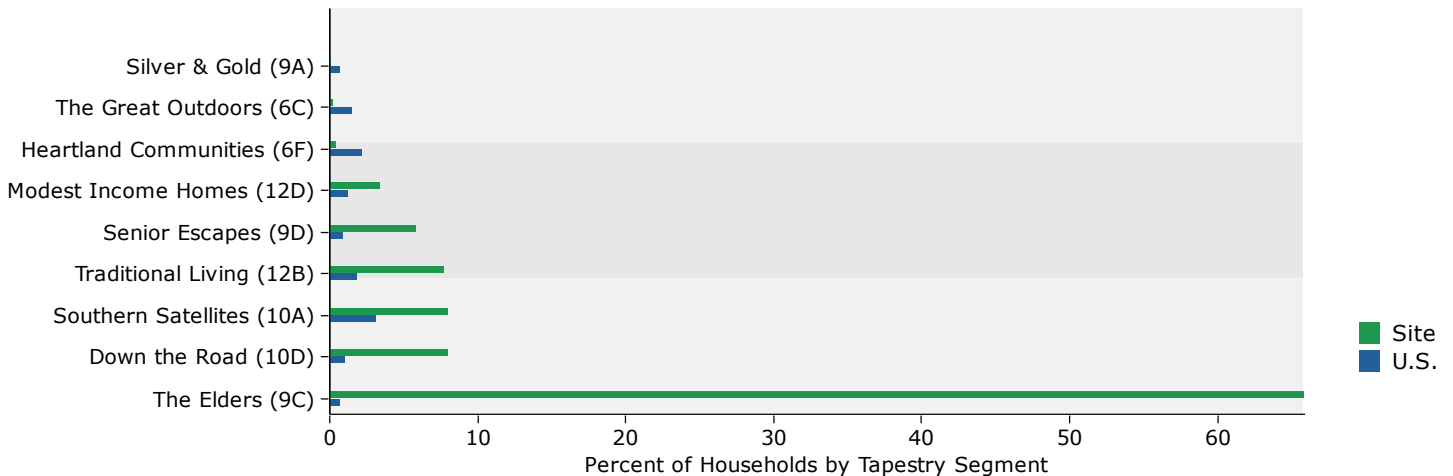
10865 N US Highway 301, Oxford, Florida, 34484
 Drive Time: 10 minute radius

Prepared by Esri
 Latitude: 28.91446
 Longitude: -82.03627

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2021 Households		2021 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	The Elders (9C)	65.9%	65.9%	0.7%	0.7%	8847
2	Down the Road (10D)	8.0%	74.0%	1.2%	1.9%	690
3	Southern Satellites (10A)	8.0%	82.0%	3.2%	5.1%	252
4	Traditional Living (12B)	7.8%	89.8%	1.9%	7.0%	412
5	Senior Escapes (9D)	5.9%	95.7%	0.9%	7.9%	639
Subtotal		95.6%		7.9%		
6	Modest Income Homes (12D)	3.5%	99.2%	1.3%	9.2%	275
7	Heartland Communities (6F)	0.5%	99.7%	2.3%	11.5%	22
8	The Great Outdoors (6C)	0.2%	99.9%	1.6%	13.0%	15
9	Silver & Gold (9A)	0.1%	100.0%	0.8%	13.8%	12
Subtotal		4.3%		6.0%		
Total		100.0%		13.8%		723

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 Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri

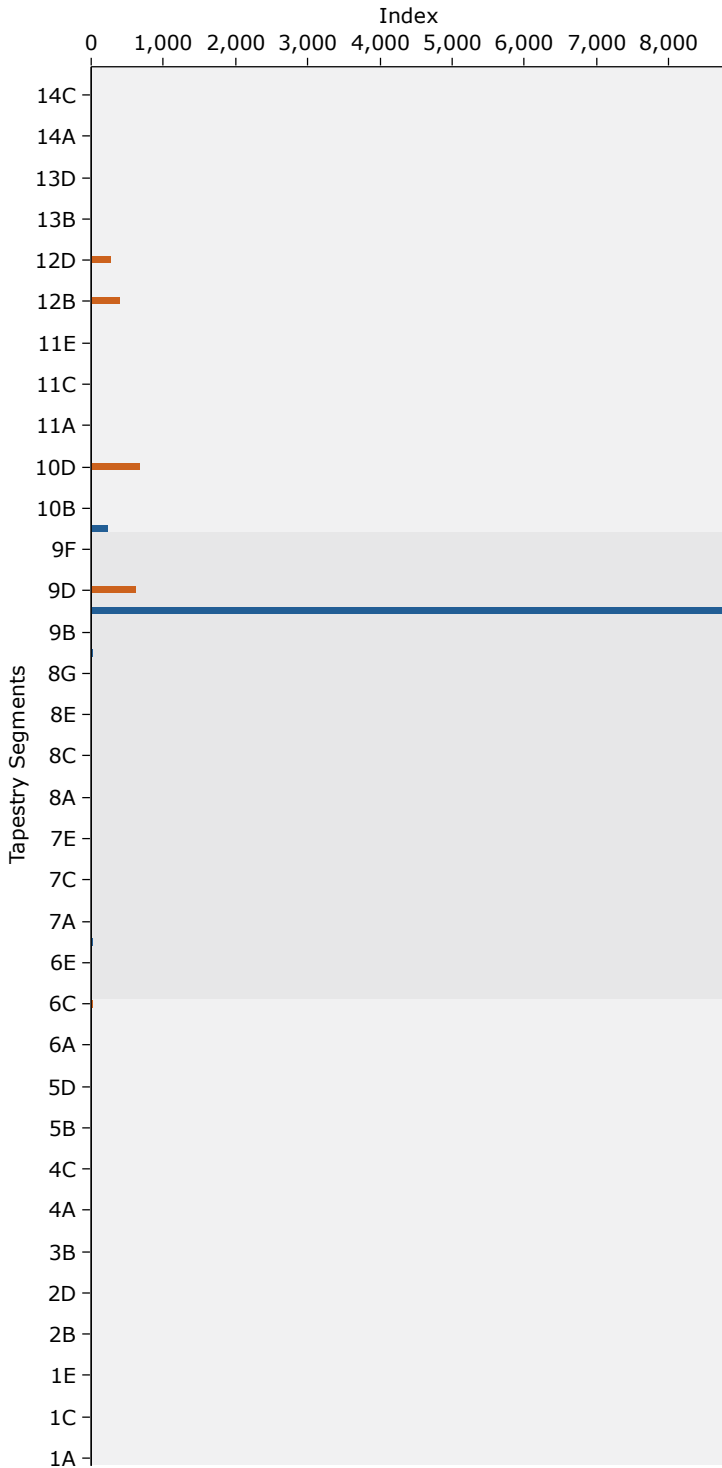


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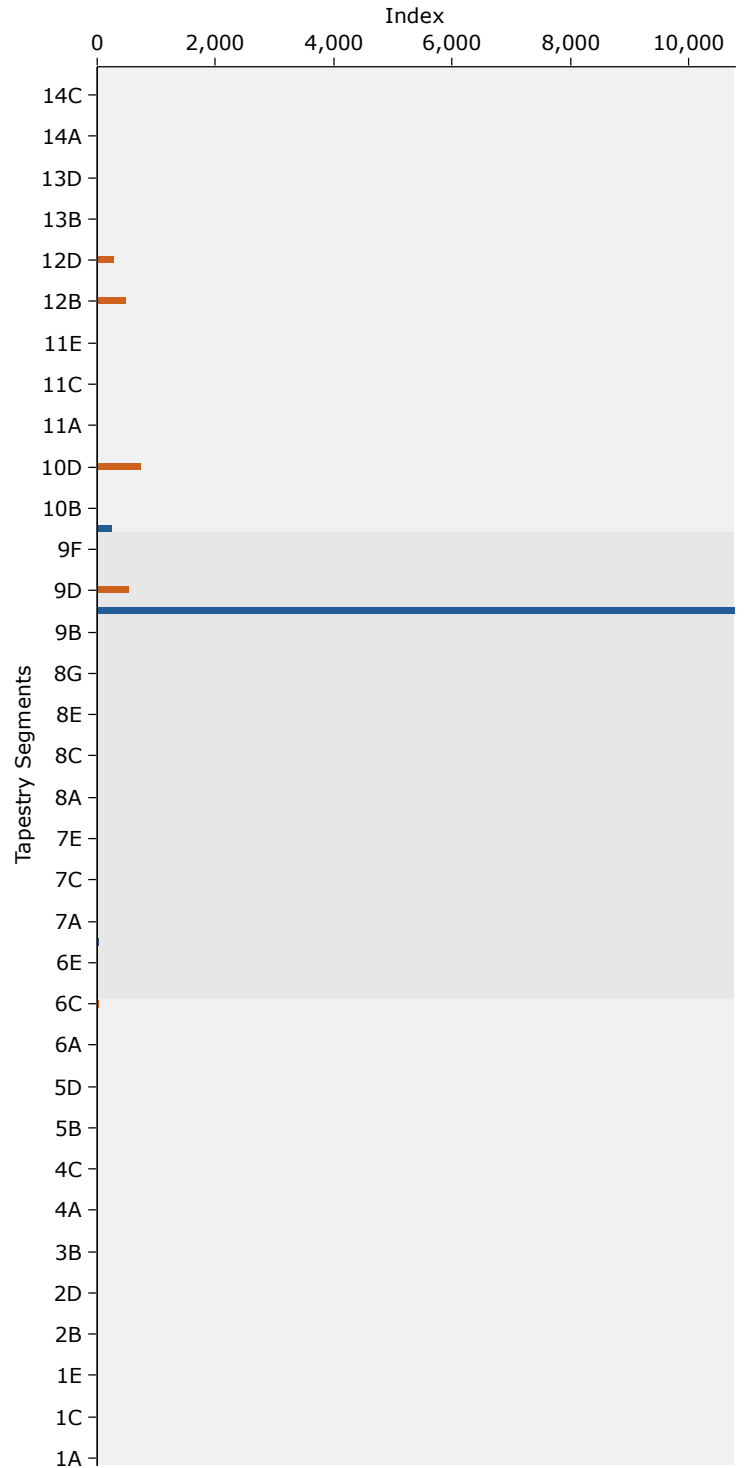
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2021 Tapestry Indexes by Households



2021 Tapestry Indexes by Total Population 18+



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Tapestry LifeMode Groups	2021 Households			2021 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	11,695	100.0%		21,654	100.0%	
1. Affluent Estates	0	0.0%	0	0	0.0%	0
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
2. Upscale Avenues	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
3. Uptown Individuals	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	0	0.0%	0	0	0.0%	0
Workday Drive (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	0	0.0%	0	0	0.0%	0
5. GenXurban	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
In Style (5B)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
6. Cozy Country Living	85	0.7%	6	174	0.8%	7
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	27	0.2%	15	54	0.2%	16
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	58	0.5%	22	120	0.6%	26
7. Sprouting Explorers	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	0	0.0%	0	0	0.0%	0
Forging Opportunity (7D)	0	0.0%	0	0	0.0%	0
Farm to Table (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

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Tapestry LifeMode Groups	2021 Households			2021 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	11,695	100.0%		21,654	100.0%	
8. Middle Ground	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hometown Heritage (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	8,411	71.9%	1240	15,034	69.4%	1388
Silver & Gold (9A)	11	0.1%	12	30	0.1%	19
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	7,709	65.9%	8,846	13,959	64.5%	10,796
Senior Escapes (9D)	691	5.9%	639	1,045	4.8%	561
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
10. Rustic Outposts	1,877	16.0%	193	3,800	17.5%	209
Southern Satellites (10A)	938	8.0%	252	1,847	8.5%	264
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Economic BedRock (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	939	8.0%	690	1,953	9.0%	765
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	1,322	11.3%	188	2,646	12.2%	215
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	913	7.8%	412	1,869	8.6%	487
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	409	3.5%	275	777	3.6%	294
13. Next Wave	0	0.0%	0	0	0.0%	0
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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Tapestry Urbanization Groups	2021 Households			2021 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	11,695	100.0%		21,654	100.0%	
1. Principal Urban Center	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	409	3.5%	21	777	3.6%	20
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	0	0.0%	0	0	0.0%	0
Forging Opportunity (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	409	3.5%	275	777	3.6%	294
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	913	7.8%	43	1,869	8.6%	52
In Style (5B)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hometown Heritage (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	913	7.8%	412	1,869	8.6%	487
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

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Tapestry Urbanization Groups	2021 Households			2021 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	11,695	100.0%		21,654	100.0%	
4. Suburban Periphery	7,720	66.0%	206	13,989	64.6%	197
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Workday Drive (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	11	0.1%	12	30	0.1%	19
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	7,709	65.9%	8,846	13,959	64.5%	10,796
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	1,688	14.4%	154	3,118	14.4%	158
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	58	0.5%	22	120	0.6%	26
Farm to Table (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	691	5.9%	639	1,045	4.8%	561
Down the Road (10D)	939	8.0%	690	1,953	9.0%	765
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
6. Rural	965	8.3%	49	1,901	8.8%	52
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	27	0.2%	15	54	0.2%	16
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	938	8.0%	252	1,847	8.5%	264
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Economic BedRock (10C)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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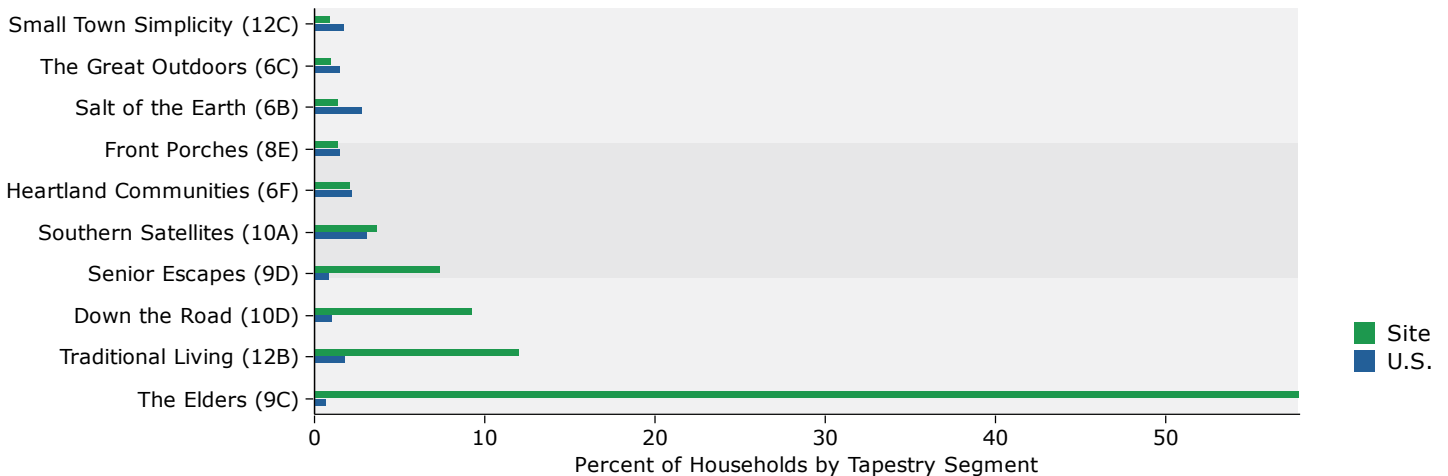
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Top Twenty Tapestry Segments

Rank	Tapestry Segment	2021 Households		2021 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	The Elders (9C)	57.9%	57.9%	0.7%	0.7%	7771
2	Traditional Living (12B)	12.1%	70.0%	1.9%	2.6%	638
3	Down the Road (10D)	9.4%	79.4%	1.2%	3.8%	804
4	Senior Escapes (9D)	7.5%	86.8%	0.9%	4.7%	809
5	Southern Satellites (10A)	3.8%	90.6%	3.2%	7.9%	119
Subtotal		90.7%		7.9%		
6	Heartland Communities (6F)	2.1%	92.8%	2.3%	10.2%	94
7	Front Porches (8E)	1.5%	94.2%	1.6%	11.8%	93
8	Salt of the Earth (6B)	1.4%	95.7%	2.9%	14.6%	50
9	The Great Outdoors (6C)	1.1%	96.7%	1.6%	16.2%	67
10	Small Town Simplicity (12C)	1.0%	97.7%	1.8%	18.0%	53
Subtotal		7.1%		10.2%		
11	Middleburg (4C)	0.8%	98.5%	3.0%	21.0%	26
12	Rooted Rural (10B)	0.7%	99.2%	2.0%	23.0%	36
13	Modest Income Homes (12D)	0.4%	99.6%	1.3%	24.2%	35
14	Rural Resort Dwellers (6E)	0.2%	99.8%	1.0%	25.3%	16
15	Comfortable Empty Nesters (5A)	0.1%	99.9%	2.4%	27.7%	4
Subtotal		2.2%		9.7%		
16	Silver & Gold (9A)	0.1%	100.0%	0.8%	28.5%	7
17	Rustbelt Traditions (5D)	0.0%	100.0%	2.2%	30.7%	2
18	Hometown Heritage (8G)	0.0%	100.0%	1.2%	31.9%	0
Subtotal		0.1%		4.2%		
Total		100.0%		31.9%		314

Top Ten Tapestry Segments Site vs. U.S.



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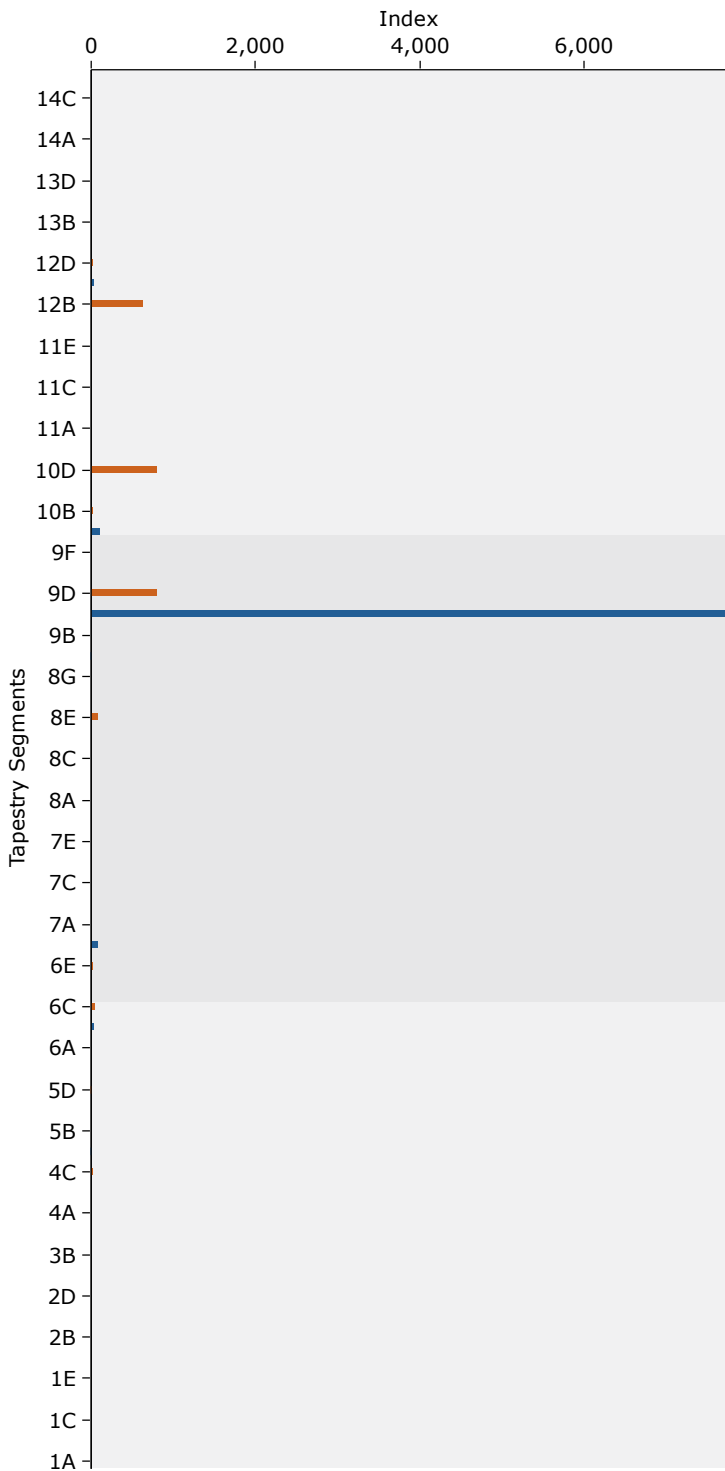


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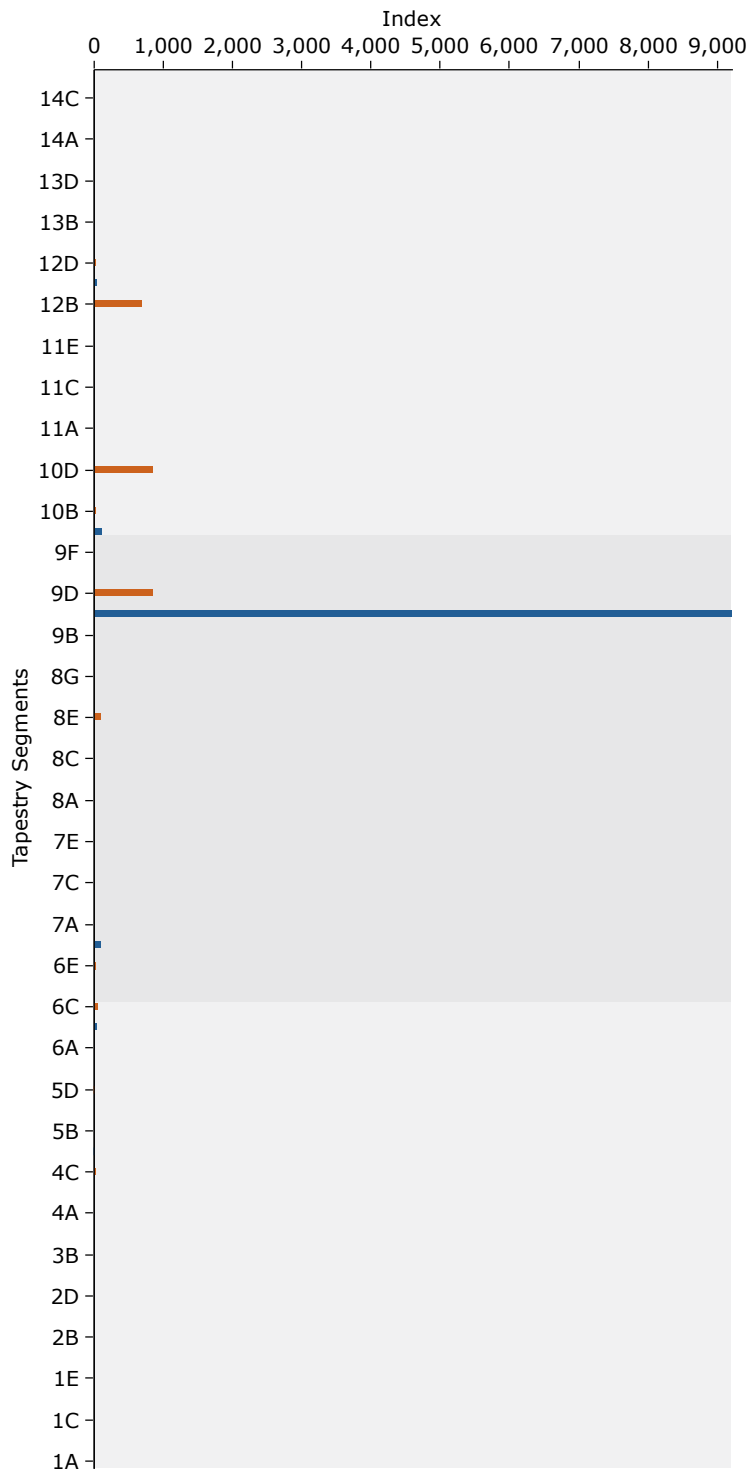
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2021 Tapestry Indexes by Total Population 18+



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Total:	93,370	100.0%		171,822	100.0%	
1. Affluent Estates	0	0.0%	0	0	0.0%	0
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
2. Upscale Avenues	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
3. Uptown Individuals	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	715	0.8%	10	1,502	0.9%	11
Workday Drive (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	715	0.8%	26	1,502	0.9%	29
5. GenXurban	136	0.1%	1	290	0.2%	2
Comfortable Empty Nesters (5A)	99	0.1%	4	226	0.1%	5
In Style (5B)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	37	0.0%	2	64	0.0%	2
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
6. Cozy Country Living	4,490	4.8%	40	9,346	5.4%	46
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	1,337	1.4%	50	2,805	1.6%	57
The Great Outdoors (6C)	994	1.1%	67	2,160	1.3%	81
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	157	0.2%	16	254	0.1%	16
Heartland Communities (6F)	2,002	2.1%	94	4,127	2.4%	113
7. Sprouting Explorers	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	0	0.0%	0	0	0.0%	0
Forging Opportunity (7D)	0	0.0%	0	0	0.0%	0
Farm to Table (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	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 Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

10865 N US Highway 301, Oxford, Florida, 34484
 Drive Time: 20 minute radius

Prepared by Esri
 Latitude: 28.91446
 Longitude: -82.03627

Tapestry LifeMode Groups	2021 Households			2021 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	93,370	100.0%		171,822	100.0%	
8. Middle Ground	1,369	1.5%	14	2,675	1.6%	16
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	1,368	1.5%	93	2,668	1.6%	103
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hometown Heritage (8G)	1	0.0%	0	7	0.0%	0
9. Senior Styles	61,102	65.4%	1129	107,672	62.7%	1252
Silver & Gold (9A)	52	0.1%	7	108	0.1%	9
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	54,068	57.9%	7,771	94,672	55.1%	9,228
Senior Escapes (9D)	6,982	7.5%	809	12,892	7.5%	872
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
10. Rustic Outposts	12,928	13.8%	167	26,243	15.3%	182
Southern Satellites (10A)	3,526	3.8%	119	7,359	4.3%	132
Rooted Rural (10B)	667	0.7%	36	1,323	0.8%	39
Economic BedRock (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	8,735	9.4%	804	17,561	10.2%	867
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	12,630	13.5%	225	24,094	14.0%	247
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	11,304	12.1%	638	21,593	12.6%	710
Small Town Simplicity (12C)	909	1.0%	53	1,714	1.0%	60
Modest Income Homes (12D)	417	0.4%	35	787	0.5%	38
13. Next Wave	0	0.0%	0	0	0.0%	0
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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Source: Esri



Tapestry Segmentation Area Profile

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 Drive Time: 20 minute radius

Prepared by Esri
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 Longitude: -82.03627

Tapestry Urbanization Groups	2021 Households			2021 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	93,370	100.0%		171,822	100.0%	
1. Principal Urban Center	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	454	0.5%	3	851	0.5%	3
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	37	0.0%	2	64	0.0%	2
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	0	0.0%	0	0	0.0%	0
Forging Opportunity (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	417	0.4%	35	787	0.5%	38
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	12,673	13.6%	75	24,268	14.1%	84
In Style (5B)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	1,368	1.5%	93	2,668	1.6%	103
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hometown Heritage (8G)	1	0.0%	0	7	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	11,304	12.1%	638	21,593	12.6%	710
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

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Tapestry Segmentation Area Profile

10865 N US Highway 301, Oxford, Florida, 34484
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Tapestry Urbanization Groups	2021 Households			2021 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	93,370	100.0%		171,822	100.0%	
4. Suburban Periphery	54,219	58.1%	181	95,006	55.3%	169
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Workday Drive (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	99	0.1%	4	226	0.1%	5
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	52	0.1%	7	108	0.1%	9
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	54,068	57.9%	7,771	94,672	55.1%	9,228
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	19,343	20.7%	220	37,796	22.0%	242
Middleburg (4C)	715	0.8%	26	1,502	0.9%	29
Heartland Communities (6F)	2,002	2.1%	94	4,127	2.4%	113
Farm to Table (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	6,982	7.5%	809	12,892	7.5%	872
Down the Road (10D)	8,735	9.4%	804	17,561	10.2%	867
Small Town Simplicity (12C)	909	1.0%	53	1,714	1.0%	60
6. Rural	6,681	7.2%	42	13,901	8.1%	48
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	1,337	1.4%	50	2,805	1.6%	57
The Great Outdoors (6C)	994	1.1%	67	2,160	1.3%	81
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	157	0.2%	16	254	0.1%	16
Southern Satellites (10A)	3,526	3.8%	119	7,359	4.3%	132
Rooted Rural (10B)	667	0.7%	36	1,323	0.8%	39
Economic BedRock (10C)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	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 Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

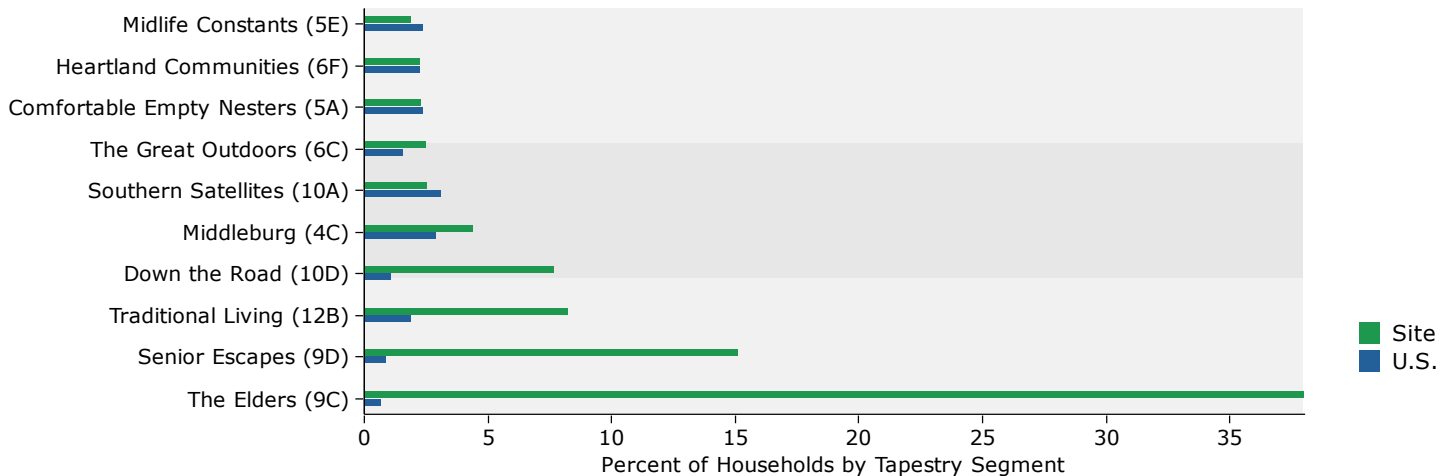
10865 N US Highway 301, Oxford, Florida, 34484
 Drive Time: 30 minute radius

Prepared by Esri
 Latitude: 28.91446
 Longitude: -82.03627

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2021 Households		2021 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	The Elders (9C)	38.0%	38.0%	0.7%	0.7%	5106
2	Senior Escapes (9D)	15.1%	53.2%	0.9%	1.7%	1,639
3	Traditional Living (12B)	8.3%	61.4%	1.9%	3.6%	435
4	Down the Road (10D)	7.7%	69.2%	1.2%	4.7%	662
5	Middleburg (4C)	4.5%	73.6%	3.0%	7.7%	150
Subtotal		73.6%		7.7%		
6	Southern Satellites (10A)	2.6%	76.2%	3.2%	10.9%	81
7	The Great Outdoors (6C)	2.6%	78.7%	1.6%	12.5%	162
8	Comfortable Empty Nesters (5A)	2.3%	81.1%	2.4%	14.9%	96
9	Heartland Communities (6F)	2.3%	83.4%	2.3%	17.2%	100
10	Midlife Constants (5E)	1.9%	85.3%	2.5%	19.6%	78
Subtotal		11.7%		12.0%		
11	Small Town Simplicity (12C)	1.8%	87.1%	1.8%	21.5%	100
12	Exurbanites (1E)	1.4%	88.5%	1.9%	23.4%	73
13	Rooted Rural (10B)	1.3%	89.8%	2.0%	25.4%	65
14	Retirement Communities (9E)	1.3%	91.1%	1.2%	26.6%	104
15	Urban Edge Families (7C)	1.1%	92.1%	1.5%	28.0%	73
Subtotal		6.9%		8.4%		
16	Rustbelt Traditions (5D)	1.0%	93.1%	2.2%	30.2%	46
17	Rural Bypasses (10E)	0.9%	94.1%	1.3%	31.5%	70
18	Set to Impress (11D)	0.9%	94.9%	1.4%	32.9%	63
19	Front Porches (8E)	0.8%	95.8%	1.6%	34.5%	52
20	Salt of the Earth (6B)	0.8%	96.6%	2.9%	37.4%	28
Subtotal		4.4%		9.4%		
Total		96.6%		37.4%		259

Top Ten Tapestry Segments Site vs. U.S.



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Source: Esri

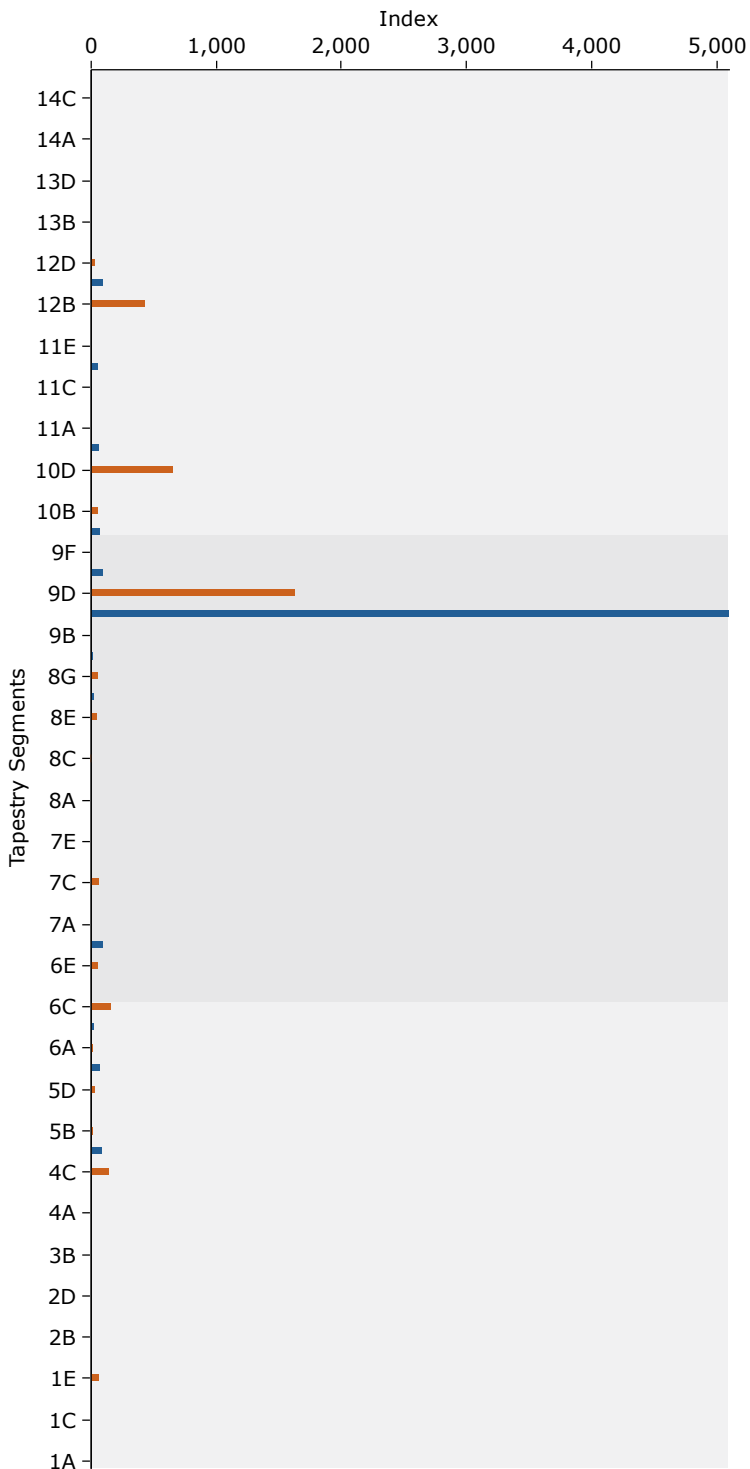


Tapestry Segmentation Area Profile

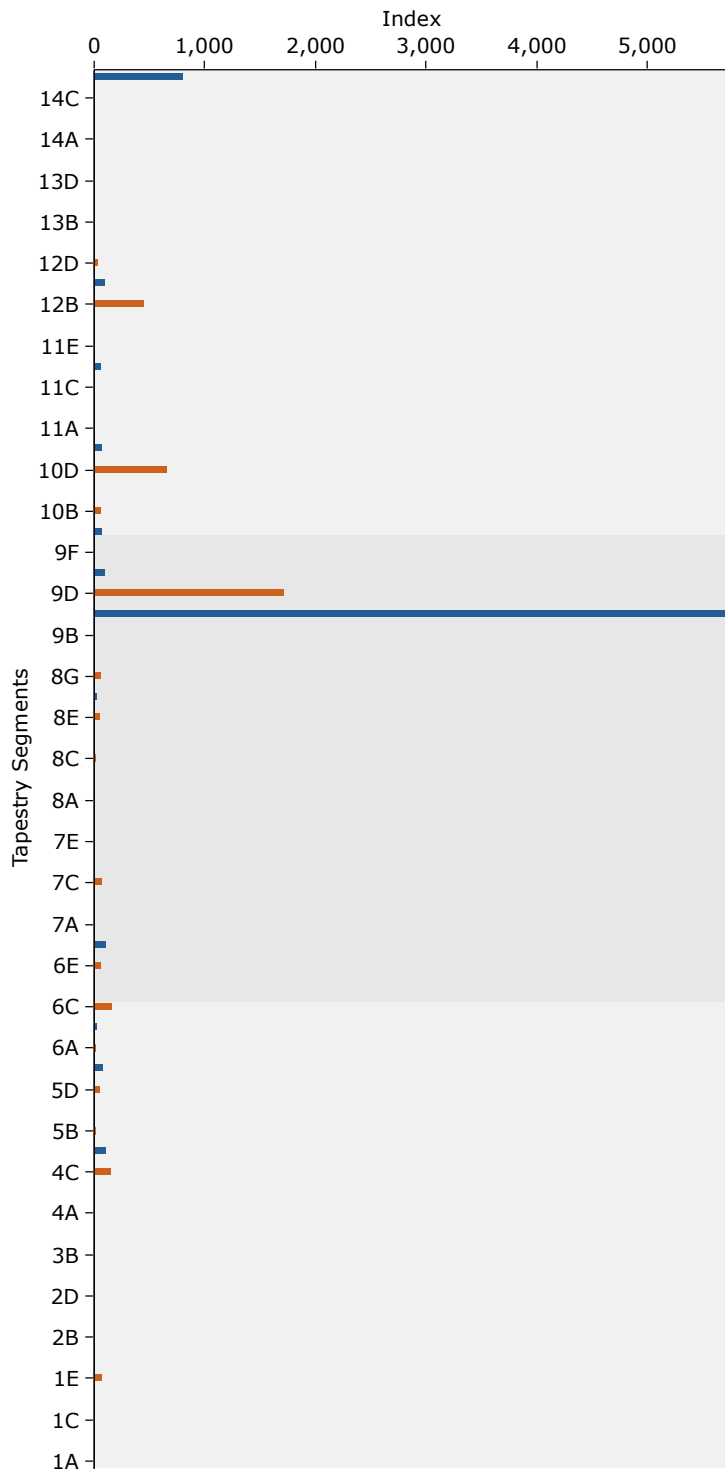
10865 N US Highway 301, Oxford, Florida, 34484
Drive Time: 30 minute radius

Prepared by Esri
Latitude: 28.91446
Longitude: -82.03627

2021 Tapestry Indexes by Households



2021 Tapestry Indexes by Total Population 18+



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 Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

10865 N US Highway 301, Oxford, Florida, 34484
 Drive Time: 30 minute radius

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Tapestry LifeMode Groups	2021 Households			2021 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	166,309	100.0%		321,814	100.0%	
1. Affluent Estates	2,358	1.4%	14	4,951	1.5%	14
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	2,358	1.4%	73	4,951	1.5%	80
2. Upscale Avenues	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
3. Uptown Individuals	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	7,404	4.5%	58	15,973	5.0%	62
Workday Drive (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	7,404	4.5%	150	15,973	5.0%	167
5. GenXurban	9,003	5.4%	48	19,165	6.0%	55
Comfortable Empty Nesters (5A)	3,894	2.3%	96	8,592	2.7%	110
In Style (5B)	251	0.2%	7	513	0.2%	8
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	1,662	1.0%	46	3,482	1.1%	53
Midlife Constants (5E)	3,196	1.9%	78	6,578	2.0%	88
6. Cozy Country Living	11,184	6.7%	56	23,471	7.3%	61
Green Acres (6A)	719	0.4%	13	1,613	0.5%	15
Salt of the Earth (6B)	1,337	0.8%	28	2,805	0.9%	30
The Great Outdoors (6C)	4,248	2.6%	162	8,845	2.7%	178
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	1,092	0.7%	64	2,096	0.7%	69
Heartland Communities (6F)	3,788	2.3%	100	8,112	2.5%	119
7. Sprouting Explorers	1,794	1.1%	15	4,094	1.3%	15
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	1,794	1.1%	73	4,094	1.3%	76
Forging Opportunity (7D)	0	0.0%	0	0	0.0%	0
Farm to Table (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

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Tapestry LifeMode Groups	2021 Households			2021 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	166,309	100.0%		321,814	100.0%	
8. Middle Ground	4,003	2.4%	22	7,857	2.4%	24
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	149	0.1%	4	371	0.1%	6
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	1,368	0.8%	52	2,668	0.8%	55
Old and Newcomers (8F)	1,192	0.7%	31	2,275	0.7%	36
Hometown Heritage (8G)	1,294	0.8%	65	2,543	0.8%	69
9. Senior Styles	90,704	54.5%	941	162,487	50.5%	1009
Silver & Gold (9A)	158	0.1%	12	299	0.1%	13
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	63,276	38.0%	5,106	110,896	34.5%	5,771
Senior Escapes (9D)	25,182	15.1%	1,639	47,810	14.9%	1,727
Retirement Communities (9E)	2,083	1.3%	104	3,478	1.1%	108
Social Security Set (9F)	5	0.0%	0	4	0.0%	0
10. Rustic Outposts	20,779	12.5%	151	42,230	13.1%	156
Southern Satellites (10A)	4,284	2.6%	81	8,856	2.8%	85
Rooted Rural (10B)	2,130	1.3%	65	4,159	1.3%	66
Economic BedRock (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	12,811	7.7%	662	25,613	8.0%	675
Rural Bypasses (10E)	1,554	0.9%	70	3,602	1.1%	81
11. Midtown Singles	1,456	0.9%	14	2,742	0.9%	16
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	1,449	0.9%	63	2,728	0.8%	72
City Commons (11E)	7	0.0%	0	14	0.0%	1
12. Hometown	17,624	10.6%	176	33,636	10.5%	184
Family Foundations (12A)	5	0.0%	0	11	0.0%	0
Traditional Living (12B)	13,734	8.3%	435	26,492	8.2%	465
Small Town Simplicity (12C)	3,046	1.8%	100	5,525	1.7%	104
Modest Income Homes (12D)	839	0.5%	40	1,608	0.5%	41
13. Next Wave	0	0.0%	0	0	0.0%	0
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	5,208	1.6%	807

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Source: Esri



Tapestry Segmentation Area Profile

10865 N US Highway 301, Oxford, Florida, 34484
 Drive Time: 30 minute radius

Prepared by Esri
 Latitude: 28.91446
 Longitude: -82.03627

Tapestry Urbanization Groups	2021 Households			2021 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	166,309	100.0%		321,814	100.0%	
1. Principal Urban Center	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	4,449	2.7%	16	9,566	3.0%	17
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	1,662	1.0%	46	3,482	1.1%	53
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	1,794	1.1%	73	4,094	1.3%	76
Forging Opportunity (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	149	0.1%	4	371	0.1%	6
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	5	0.0%	0	11	0.0%	0
Modest Income Homes (12D)	839	0.5%	40	1,608	0.5%	41
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	21,383	12.9%	71	40,715	12.7%	76
In Style (5B)	251	0.2%	7	513	0.2%	8
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	1,368	0.8%	52	2,668	0.8%	55
Old and Newcomers (8F)	1,192	0.7%	31	2,275	0.7%	36
Hometown Heritage (8G)	1,294	0.8%	65	2,543	0.8%	69
Retirement Communities (9E)	2,083	1.3%	104	3,478	1.1%	108
Social Security Set (9F)	5	0.0%	0	4	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	1,449	0.9%	63	2,728	0.8%	72
City Commons (11E)	7	0.0%	0	14	0.0%	1
Traditional Living (12B)	13,734	8.3%	435	26,492	8.2%	465
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

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Tapestry Urbanization Groups	2021 Households			2021 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	166,309	100.0%		321,814	100.0%	
4. Suburban Periphery	72,882	43.8%	137	131,316	40.8%	124
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	2,358	1.4%	73	4,951	1.5%	80
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Workday Drive (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	3,894	2.3%	96	8,592	2.7%	110
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	3,196	1.9%	78	6,578	2.0%	88
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	158	0.1%	12	299	0.1%	13
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	63,276	38.0%	5,106	110,896	34.5%	5,771
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	52,231	31.4%	334	103,033	32.0%	352
Middleburg (4C)	7,404	4.5%	150	15,973	5.0%	167
Heartland Communities (6F)	3,788	2.3%	100	8,112	2.5%	119
Farm to Table (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	25,182	15.1%	1,639	47,810	14.9%	1,727
Down the Road (10D)	12,811	7.7%	662	25,613	8.0%	675
Small Town Simplicity (12C)	3,046	1.8%	100	5,525	1.7%	104
6. Rural	15,364	9.2%	55	31,976	9.9%	58
Green Acres (6A)	719	0.4%	13	1,613	0.5%	15
Salt of the Earth (6B)	1,337	0.8%	28	2,805	0.9%	30
The Great Outdoors (6C)	4,248	2.6%	162	8,845	2.7%	178
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	1,092	0.7%	64	2,096	0.7%	69
Southern Satellites (10A)	4,284	2.6%	81	8,856	2.8%	85
Rooted Rural (10B)	2,130	1.3%	65	4,159	1.3%	66
Economic BedRock (10C)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	1,554	0.9%	70	3,602	1.1%	81
Unclassified (15)	0	0.0%	0	5,208	1.6%	807

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