



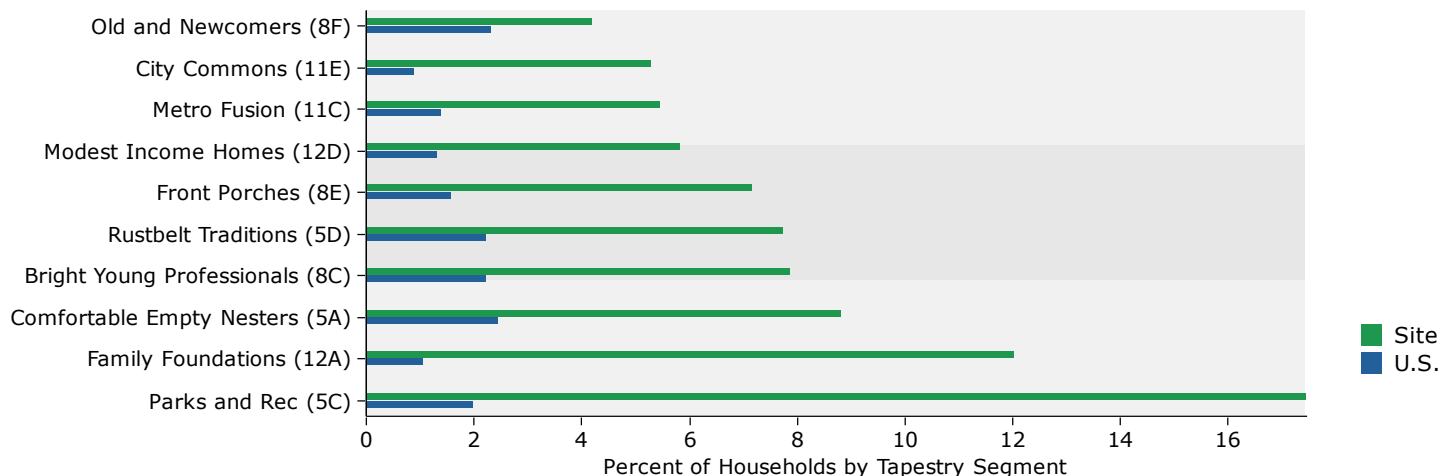
Tapestry Segmentation Area Profile

Portsmouth City
 Portsmouth city, VA
 Place

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2016 Households		2016 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Parks and Rec (5C)	17.5%	17.5%	2.0%	2.0%	872
2	Family Foundations (12A)	12.0%	29.5%	1.1%	3.1%	1,134
3	Comfortable Empty Nesters (5A)	8.8%	38.3%	2.5%	5.6%	359
4	Bright Young Professionals (8C)	7.9%	46.2%	2.2%	7.8%	354
5	Rustbelt Traditions (5D)	7.7%	53.9%	2.2%	10.0%	348
Subtotal		53.9%		10.0%		
6	Front Porches (8E)	7.2%	61.1%	1.6%	11.6%	448
7	Modest Income Homes (12D)	5.8%	66.9%	1.3%	12.9%	436
8	Metro Fusion (11C)	5.5%	72.4%	1.4%	14.3%	388
9	City Commons (11E)	5.3%	77.7%	0.9%	15.2%	588
10	Old and Newcomers (8F)	4.2%	81.9%	2.3%	17.5%	181
Subtotal		28.0%		7.5%		
11	Middleburg (4C)	3.0%	84.9%	2.8%	20.3%	107
12	Social Security Set (9F)	2.5%	87.4%	0.8%	21.1%	312
13	In Style (5B)	2.0%	89.4%	2.3%	23.4%	89
14	Golden Years (9B)	1.8%	91.2%	1.3%	24.7%	133
15	Young and Restless (11B)	1.6%	92.8%	1.7%	26.4%	95
Subtotal		10.9%		8.9%		
16	Traditional Living (12B)	1.6%	94.4%	2.0%	28.4%	80
17	Set to Impress (11D)	1.5%	95.9%	1.4%	29.8%	105
18	Home Improvement (4B)	1.3%	97.2%	1.7%	31.5%	75
19	Soccer Moms (4A)	1.2%	98.4%	2.8%	34.3%	41
20	American Dreamers (7C)	0.8%	99.2%	1.5%	35.8%	53
Subtotal		6.4%		9.4%		
Total		99.2%		35.9%		276

Top Ten Tapestry Segments Site vs. U.S.



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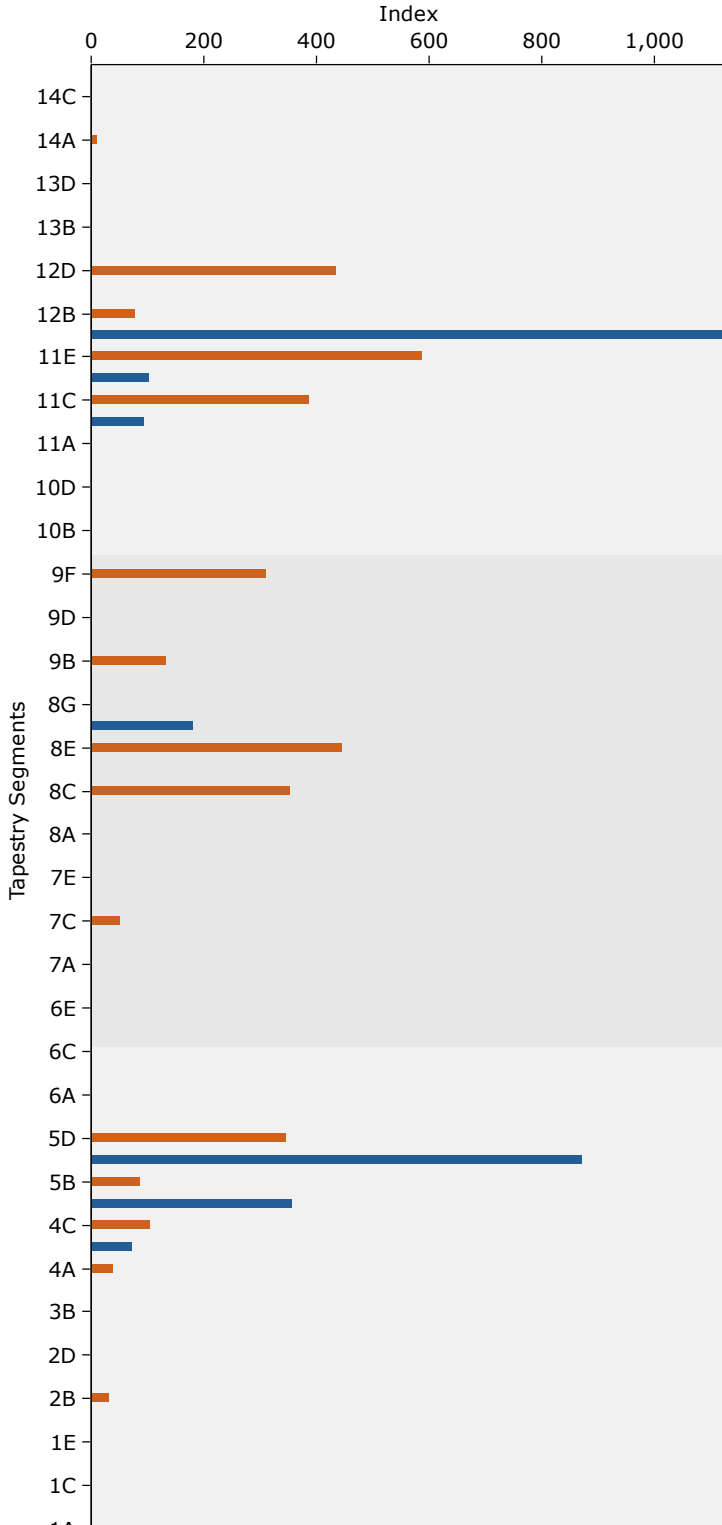
Source: Esri



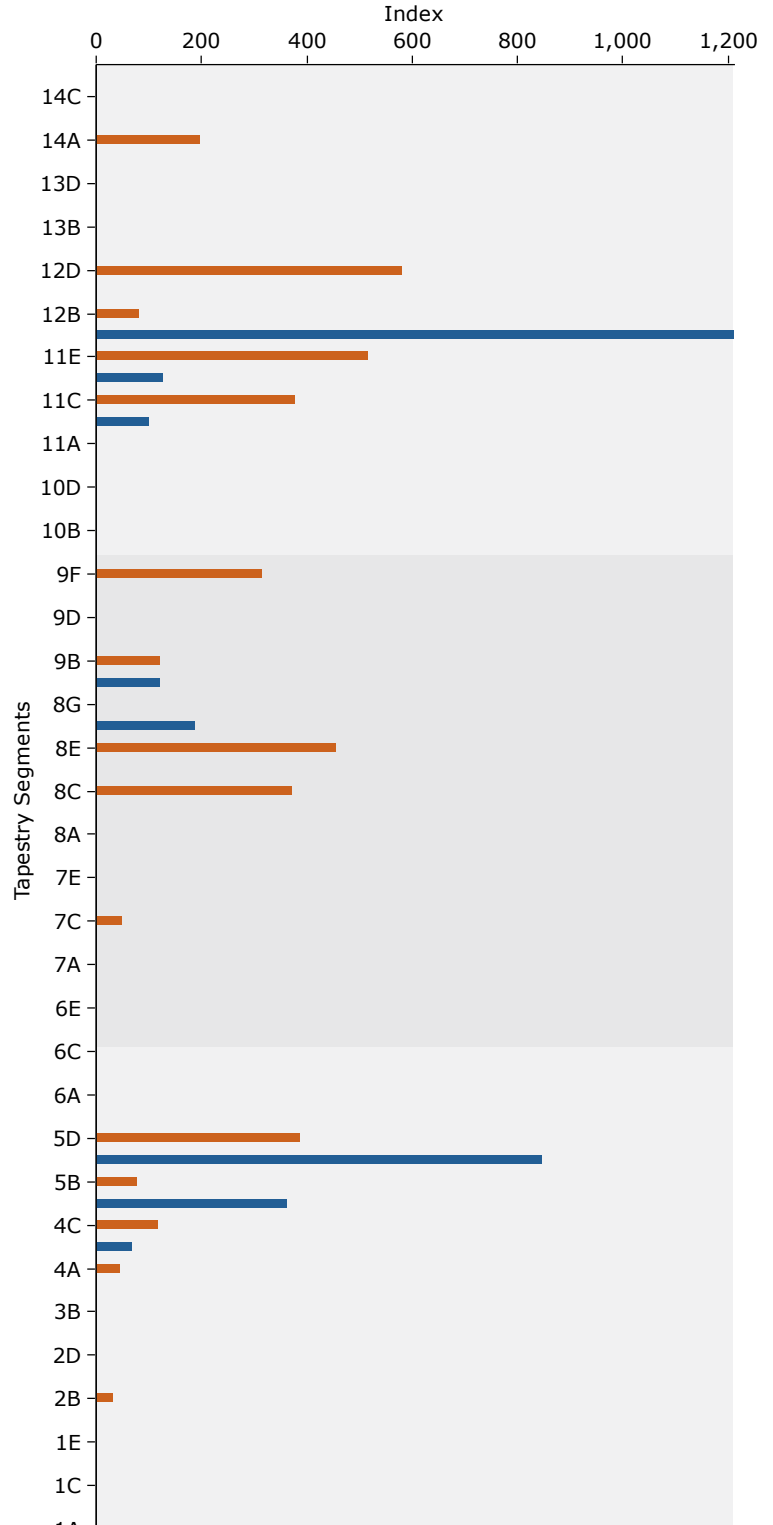
Tapestry Segmentation Area Profile

Portsmouth City
 Portsmouth city, VA
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2016 Tapestry Indexes by Households



2016 Tapestry Indexes by Total Population 18+



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Tapestry Segmentation Area Profile

Portsmouth City
 Portsmouth city, VA
 Place

Tapestry LifeMode Groups	2016 Households			2016 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	38,029	100.0%		74,682	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	291	0.8%	14	644	0.9%	15
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	291	0.8%	34	644	0.9%	35
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	2,091	5.5%	74	4,527	6.1%	79
Soccer Moms (4A)	449	1.2%	41	1,043	1.4%	46
Home Improvement (4B)	487	1.3%	75	960	1.3%	70
Middleburg (4C)	1,155	3.0%	107	2,524	3.4%	120
5. GenXurban	13,705	36.0%	314	26,472	35.4%	322
Comfortable Empty Nesters (5A)	3,362	8.8%	359	6,722	9.0%	365
In Style (5B)	759	2.0%	89	1,261	1.7%	80
Parks and Rec (5C)	6,641	17.5%	872	12,411	16.6%	849
Rustbelt Traditions (5D)	2,943	7.7%	348	6,078	8.1%	389
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
6. Cozy Country Living	0	0.0%	0	0	0.0%	0
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)	0	0.0%	0	0	0.0%	0
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)	0	0.0%	0	0	0.0%	0
7. Ethnic Enclaves	295	0.8%	11	624	0.8%	10
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	295	0.8%	53	624	0.8%	50
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Valley Growers (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 Segmentation Area Profile

Portsmouth City
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Tapestry LifeMode Groups	2016 Households			2016 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	38,029	100.0%		74,682	100.0%	
8. Middle Ground	7,329	19.3%	176	13,695	18.3%	180
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)	3,001	7.9%	354	5,620	7.5%	375
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	2,727	7.2%	448	5,226	7.0%	456
Old and Newcomers (8F)	1,601	4.2%	181	2,849	3.8%	190
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	1,638	4.3%	75	2,685	3.6%	72
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	679	1.8%	133	1,105	1.5%	125
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	959	2.5%	312	1,580	2.1%	317
10. Rustic Outposts	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	5,269	13.9%	224	9,030	12.1%	220
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	621	1.6%	95	1,036	1.4%	101
Metro Fusion (11C)	2,076	5.5%	388	3,702	5.0%	380
Set to Impress (11D)	556	1.5%	105	1,160	1.6%	130
City Commons (11E)	2,016	5.3%	588	3,132	4.2%	518
12. Hometown	7,404	19.5%	311	16,598	22.2%	376
Family Foundations (12A)	4,582	12.0%	1,134	9,860	13.2%	1,213
Traditional Living (12B)	599	1.6%	80	1,121	1.5%	82
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	2,223	5.8%	436	5,617	7.5%	584
13. Next Wave	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (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	7	0.0%	1	407	0.5%	24
Military Proximity (14A)	7	0.0%	12	407	0.5%	200
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 Segmentation Area Profile

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Tapestry Urbanization Groups	2016 Households			2016 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	38,029	100.0%		74,682	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	15,120	39.8%	236	31,501	42.2%	235
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	2,943	7.7%	348	6,078	8.1%	389
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	295	0.8%	53	624	0.8%	50
Barrios Urbanos (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)	3,001	7.9%	354	5,620	7.5%	375
Metro Fusion (11C)	2,076	5.5%	388	3,702	5.0%	380
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Modest Income Homes (12D)	2,223	5.8%	436	5,617	7.5%	584
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	9,838	25.9%	142	17,365	23.3%	137
In Style (5B)	759	2.0%	89	1,261	1.7%	80
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	2,727	7.2%	448	5,226	7.0%	456
Old and Newcomers (8F)	1,601	4.2%	181	2,849	3.8%	190
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
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City Commons (11E)	2,016	5.3%	588	3,132	4.2%	518
Traditional Living (12B)	599	1.6%	80	1,121	1.5%	82
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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Total:	38,029	100.0%		74,682	100.0%	
4. Suburban Periphery	11,916	31.3%	99	23,292	31.2%	97
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)	291	0.8%	34	644	0.9%	35
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Soccer Moms (4A)	449	1.2%	41	1,043	1.4%	46
Home Improvement (4B)	487	1.3%	75	960	1.3%	70
Comfortable Empty Nesters (5A)	3,362	8.8%	359	6,722	9.0%	365
Parks and Rec (5C)	6,641	17.5%	872	12,411	16.6%	849
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)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	679	1.8%	133	1,105	1.5%	125
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	7	0.0%	12	407	0.5%	200
5. Semirural	1,155	3.0%	32	2,524	3.4%	37
Middleburg (4C)	1,155	3.0%	107	2,524	3.4%	120
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
6. Rural	0	0.0%	0	0	0.0%	0
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)	0	0.0%	0	0	0.0%	0
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)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	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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