



Tapestry Segmentation Area Profile

Ranked by Households

Prepared by GDS

Jamestown
301 E Main St
Jamestown, NC 27282

Site Type: Radius

Latitude: 35.996573
Longitude: -79.93514
Radius: 3.0 mile

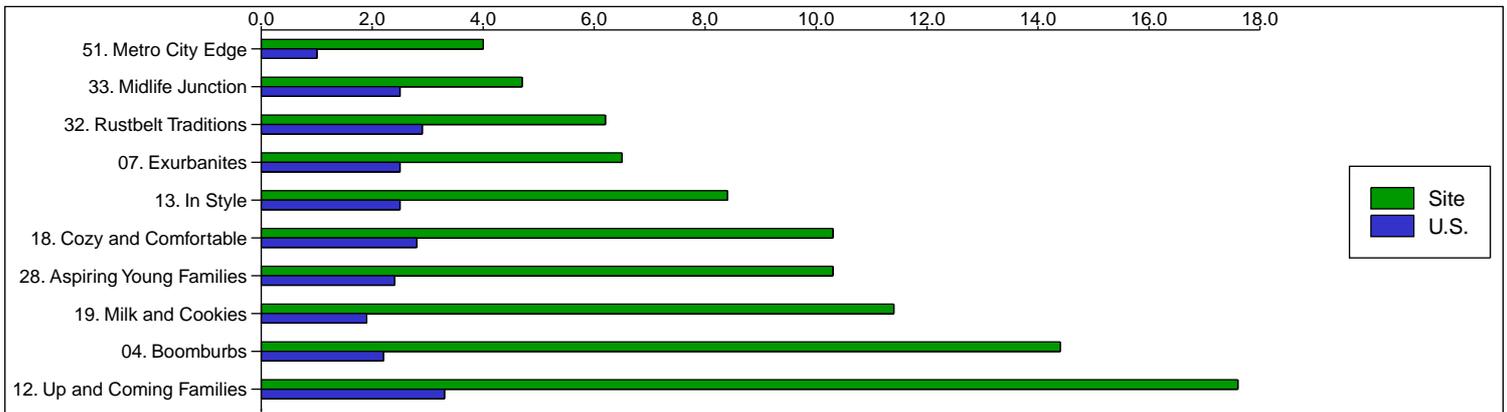
Top Twenty Tapestry Segments

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	12. Up and Coming Families	17.6%	17.6%	3.3%	3.3%	536
2	04. Boomburbs	14.4%	32.0%	2.2%	5.5%	660
3	19. Milk and Cookies	11.4%	43.4%	1.9%	7.4%	590
4	28. Aspiring Young Families	10.3%	53.7%	2.4%	9.8%	438
5	18. Cozy and Comfortable	10.3%	64.0%	2.8%	12.6%	363
	Subtotal	64.0%		12.6%		
6	13. In Style	8.4%	72.4%	2.5%	15.1%	341
7	07. Exurbanites	6.5%	78.9%	2.5%	17.6%	262
8	32. Rustbelt Traditions	6.2%	85.1%	2.9%	20.5%	216
9	33. Midlife Junction	4.7%	89.8%	2.5%	23.0%	187
10	51. Metro City Edge	4.0%	93.8%	1.0%	24.0%	417
	Subtotal	29.8%		11.4%		
11	53. Home Town	1.7%	95.5%	1.5%	25.5%	112
12	64. City Commons	1.3%	96.8%	0.7%	26.2%	188
13	25. Salt of the Earth	1.2%	98.0%	2.8%	29.0%	44
14	02. Suburban Splendor	1.2%	99.2%	1.7%	30.7%	71
15	16. Enterprising Professionals	0.7%	99.9%	1.7%	32.4%	40
	Subtotal	6.1%		8.4%		
16	34. Family Foundations	0.2%	100.1%	0.9%	33.3%	29
	Total	100.1%		33.3%		303

Top Ten Tapestry Segments

Site vs. U.S.



Percent of Households by Tapestry Segment

Source: ESRI



Tapestry Segmentation Area Profile

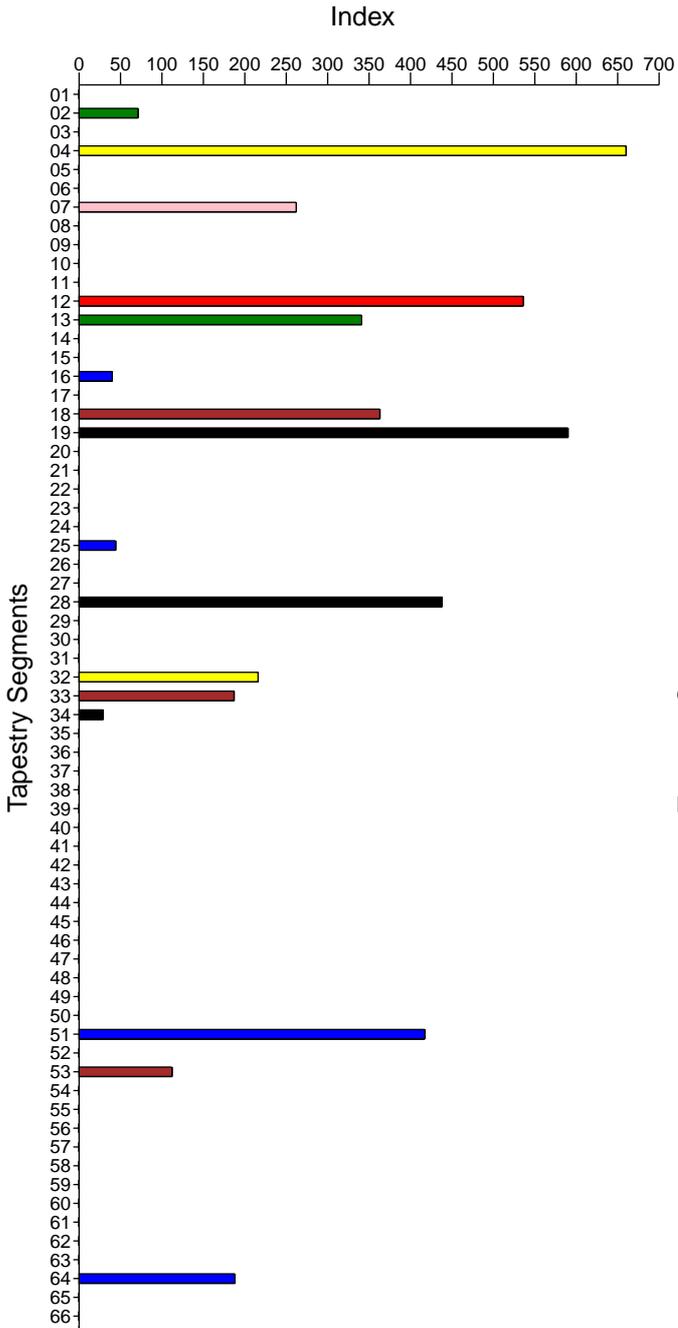
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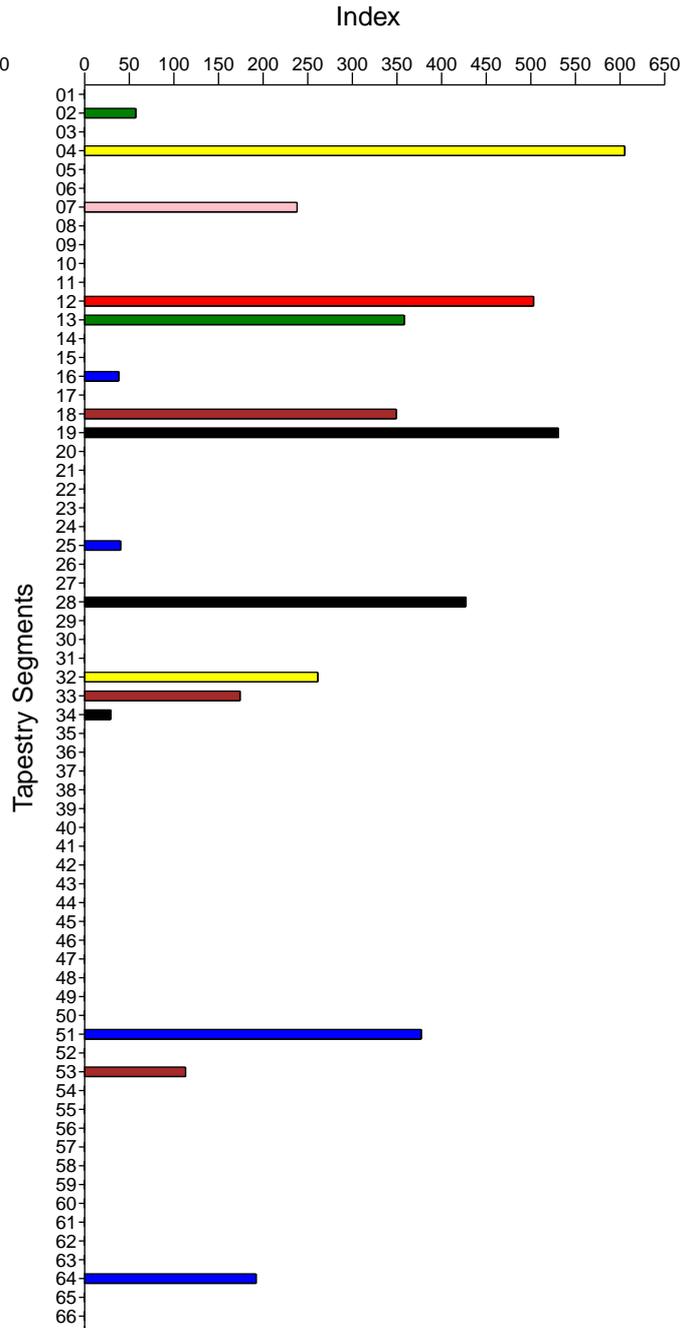
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Tapestry Indexes by Households



Tapestry Indexes by Population



Source: ESRI



Tapestry Segmentation Area Profile

LifeMode Groups
Prepared by GDS

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Longitude: -79.93514
Radius: 3.0 mile

Site Type: Radius

Tapestry LifeMode Groups	2007 Households			2007 Population		
	Number	Percent	Index	Number	Percent	Index
Total	13,871	100.0%		36,408	100.0%	
L1. High Society	3,059	22.1%	176	8,227	22.6%	163
01 Top Rung	0	0.0%	0	0	0.0%	0
02 Suburban Splendor	170	1.2%	71	412	1.1%	57
03 Connoisseurs	0	0.0%	0	0	0.0%	0
04 Boomburbs	1,992	14.4%	660	5,617	15.4%	605
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	897	6.5%	262	2,198	6.0%	238
L2. Upscale Avenues	2,688	19.4%	141	6,785	18.6%	136
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	1,171	8.4%	341	2,996	8.2%	358
16 Enterprising Professionals	92	0.7%	40	202	0.6%	38
17 Green Acres	0	0.0%	0	0	0.0%	0
18 Cozy and Comfortable	1,425	10.3%	363	3,587	9.9%	349
L3. Metropolis	557	4.0%	75	1,447	4.0%	75
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	557	4.0%	417	1,447	4.0%	377
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	0	0.0%	0	0	0.0%	0
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	0	0.0%	0	0	0.0%	0
39 Young and Restless	0	0.0%	0	0	0.0%	0
L5. Senior Styles	0	0.0%	0	0	0.0%	0
14 Prosperous Empty Nesters	0	0.0%	0	0	0.0%	0
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

Source: ESRI



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LifeMode Groups
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Tapestry LifeMode Groups	2007 Households			2007 Population		
	Number	Percent	Index	Number	Percent	Index
Total	13,871	100.0%		36,408	100.0%	
L7. High Hopes	1,430	10.3%	250	3,520	9.7%	251
28 Aspiring Young Families	1,430	10.3%	438	3,520	9.7%	427
48 Great Expectations	0	0.0%	0	0	0.0%	0
L8. Global Roots	0	0.0%	0	0	0.0%	0
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	0	0.0%	0	0	0.0%	0
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	4,196	30.3%	396	11,357	31.2%	347
12 Up and Coming Families	2,441	17.6%	536	6,688	18.4%	503
19 Milk and Cookies	1,575	11.4%	590	4,146	11.4%	531
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	180	1.3%	188	523	1.4%	192
L10. Traditional Living	1,539	11.1%	126	4,081	11.2%	134
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	858	6.2%	216	2,580	7.1%	261
33 Midlife Junction	647	4.7%	187	1,404	3.9%	174
34 Family Foundations	34	0.2%	29	97	0.3%	29
L11. Factories & Farms	402	2.9%	30	991	2.7%	29
25 Salt of the Earth	170	1.2%	44	403	1.1%	40
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	232	1.7%	112	588	1.6%	113
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>

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Tapestry Segmentation Area Profile

Urbanization Groups

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Tapestry Urbanization Groups	2007 Households			2007 Population		
	Number	Percent	Index	Number	Percent	Index
Total	13,871	100.0%		36,408	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	180	1.3%	27	523	1.4%	26
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	180	1.3%	188	523	1.4%	192
65 Social Security Set	0	0.0%	0	0	0.0%	0
U3. Metro Cities I	1,667	12.0%	106	4,348	11.9%	105
01 Top Rung	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
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	92	0.7%	40	202	0.6%	38
19 Milk and Cookies	1,575	11.4%	590	4,146	11.4%	531
22 Metropolitans	0	0.0%	0	0	0.0%	0
U4. Metro Cities II	1,464	10.6%	96	3,617	9.9%	100
28 Aspiring Young Families	1,430	10.3%	438	3,520	9.7%	427
30 Retirement Communities	0	0.0%	0	0	0.0%	0
34 Family Foundations	34	0.2%	29	97	0.3%	29
36 Old and Newcomers	0	0.0%	0	0	0.0%	0
39 Young and Restless	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
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	2,850	20.5%	188	8,197	22.5%	198
04 Boomburbs	1,992	14.4%	660	5,617	15.4%	605
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	858	6.2%	216	2,580	7.1%	261
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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	Number	Percent	Index	Number	Percent	Index
Total	13,871	100.0%		36,408	100.0%	
U6. Urban Outskirts II	557	4.0%	77	1,447	4.0%	74
51 Metro City Edge	557	4.0%	417	1,447	4.0%	377
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	4,679	33.7%	219	12,294	33.8%	211
02 Suburban Splendor	170	1.2%	71	412	1.1%	57
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	897	6.5%	262	2,198	6.0%	238
12 Up and Coming Families	2,441	17.6%	536	6,688	18.4%	503
13 In Style	1,171	8.4%	341	2,996	8.2%	358
14 Prosperous Empty Nesters	0	0.0%	0	0	0.0%	0
15 Silver and Gold	0	0.0%	0	0	0.0%	0
U8. Suburban Periphery II	2,304	16.6%	170	5,579	15.3%	167
18 Cozy and Comfortable	1,425	10.3%	363	3,587	9.9%	349
29 Rustbelt Retirees	0	0.0%	0	0	0.0%	0
33 Midlife Junction	647	4.7%	187	1,404	3.9%	174
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	232	1.7%	112	588	1.6%	113
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	170	1.2%	11	403	1.1%	10
17 Green Acres	0	0.0%	0	0	0.0%	0
25 Salt of the Earth	170	1.2%	44	403	1.1%	40
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



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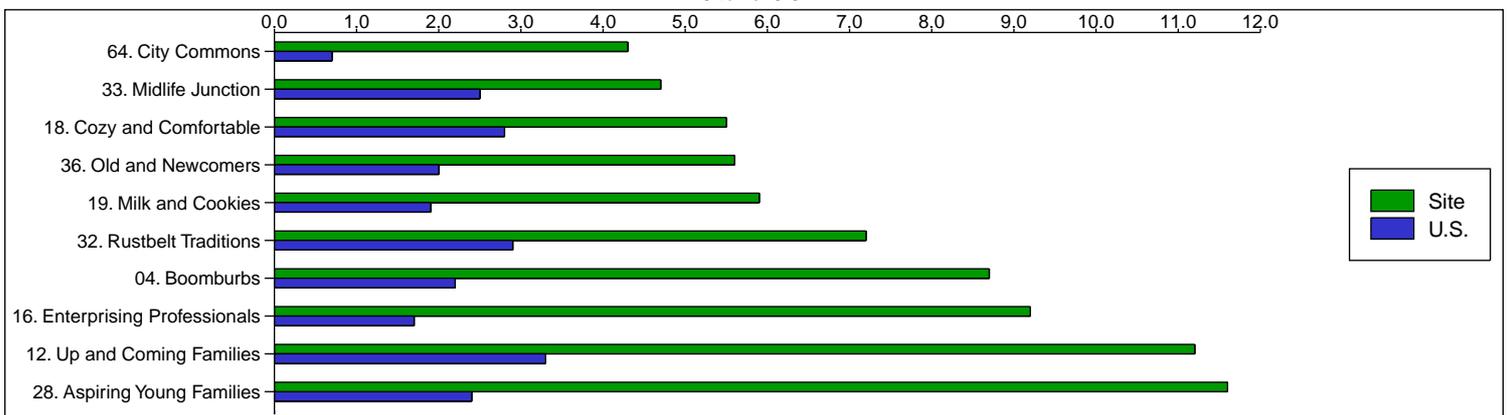
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Rank	Tapestry Segment	Households		U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	28. Aspiring Young Families	11.6%	11.6%	2.4%	2.4%	491
2	12. Up and Coming Families	11.2%	22.8%	3.3%	5.7%	340
3	16. Enterprising Professionals	9.2%	32.0%	1.7%	7.4%	554
4	04. Boomburbs	8.7%	40.7%	2.2%	9.6%	400
5	32. Rustbelt Traditions	7.2%	47.9%	2.9%	12.5%	253
	Subtotal	47.9%		12.5%		
6	19. Milk and Cookies	5.9%	53.8%	1.9%	14.4%	305
7	36. Old and Newcomers	5.6%	59.4%	2.0%	16.4%	285
8	18. Cozy and Comfortable	5.5%	64.9%	2.8%	19.2%	194
9	33. Midlife Junction	4.7%	69.6%	2.5%	21.7%	187
10	64. City Commons	4.3%	73.9%	0.7%	22.4%	620
	Subtotal	26.0%		9.9%		
11	53. Home Town	4.2%	78.1%	1.5%	23.9%	285
12	51. Metro City Edge	3.7%	81.8%	1.0%	24.9%	380
13	02. Suburban Splendor	3.1%	84.9%	1.7%	26.6%	179
14	07. Exurbanites	3.0%	87.9%	2.5%	29.1%	121
15	13. In Style	2.9%	90.8%	2.5%	31.6%	115
	Subtotal	16.9%		9.2%		
16	62. Modest Income Homes	1.8%	92.6%	1.0%	32.6%	173
17	57. Simple Living	1.5%	94.1%	1.4%	34.0%	101
18	25. Salt of the Earth	1.4%	95.5%	2.8%	36.8%	50
19	48. Great Expectations	1.1%	96.6%	1.8%	38.6%	61
20	60. City Dimensions	0.8%	97.4%	0.9%	39.5%	91
	Subtotal	6.6%		7.9%		
	Total	97.4%		39.5%		248

Top Ten Tapestry Segments

Site vs. U.S.



Percent of Households by Tapestry Segment

Source: ESRI



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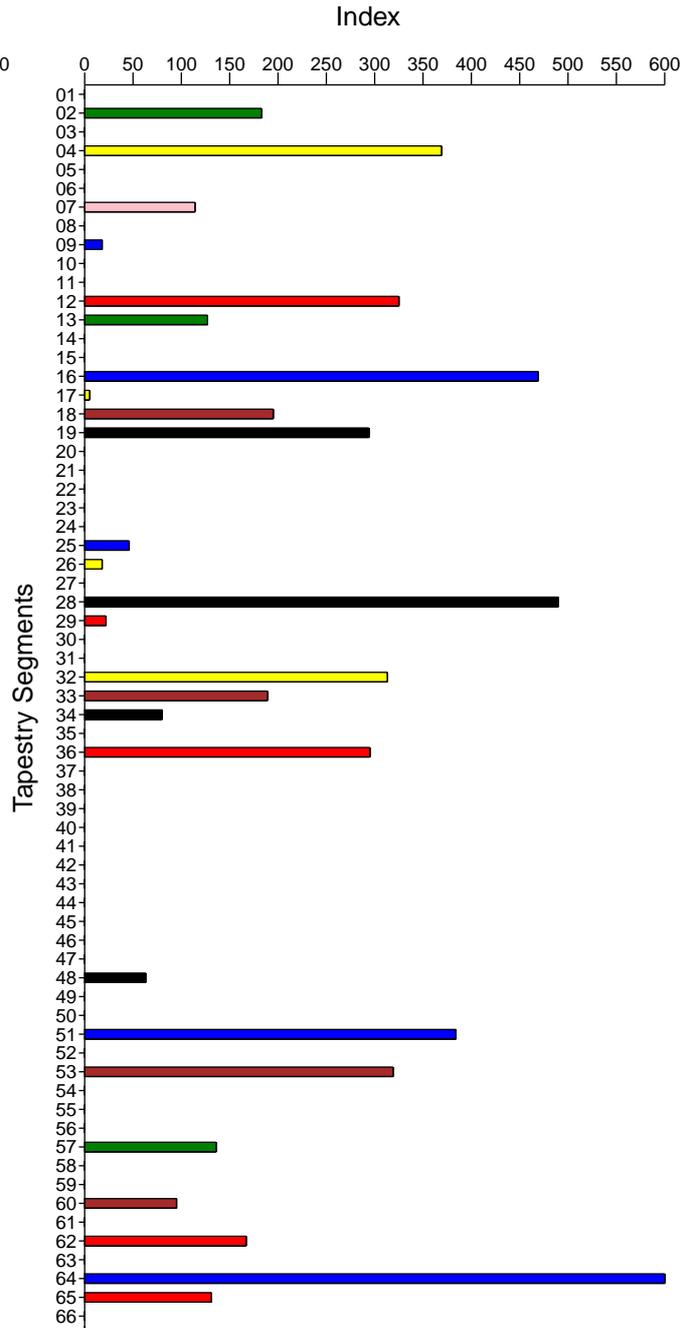
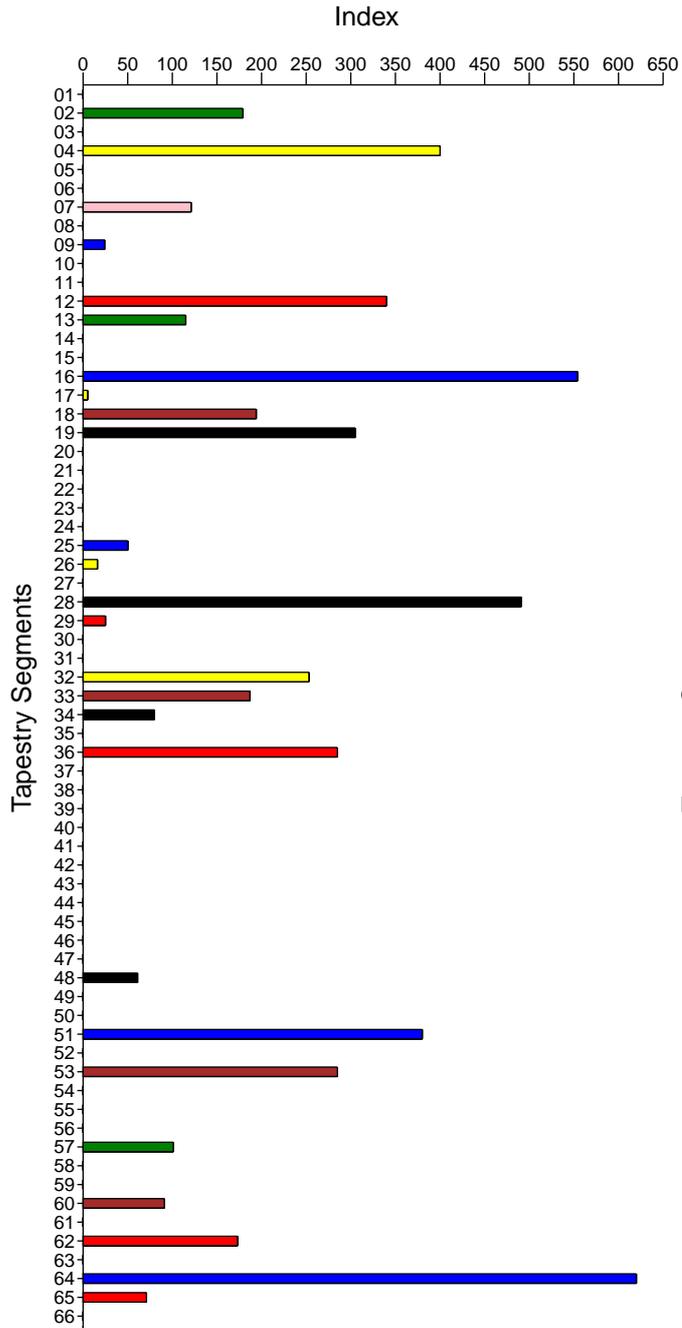
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	Number	Percent	Index	Number	Percent	Index
Total	40,928	100.0%		102,410	100.0%	
L1. High Society	6,036	14.7%	118	16,289	15.9%	115
01 Top Rung	0	0.0%	0	0	0.0%	0
02 Suburban Splendor	1,254	3.1%	179	3,699	3.6%	183
03 Connoisseurs	0	0.0%	0	0	0.0%	0
04 Boomburbs	3,565	8.7%	400	9,633	9.4%	369
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	1,217	3.0%	121	2,957	2.9%	114
L2. Upscale Avenues	7,412	18.1%	131	15,990	15.6%	114
09 Urban Chic	131	0.3%	24	228	0.2%	18
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	1,171	2.9%	115	2,996	2.9%	127
16 Enterprising Professionals	3,785	9.2%	554	6,967	6.8%	469
17 Green Acres	70	0.2%	5	167	0.2%	5
18 Cozy and Comfortable	2,255	5.5%	194	5,632	5.5%	195
L3. Metropolis	2,233	5.5%	102	5,935	5.8%	109
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	1,497	3.7%	380	4,139	4.0%	384
54 Urban Rows	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	736	1.8%	173	1,796	1.8%	167
L4. Solo Acts	2,300	5.6%	82	4,624	4.5%	89
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	2,299	5.6%	285	4,621	4.5%	295
39 Young and Restless	1	0.0%	0	3	0.0%	0
L5. Senior Styles	1,005	2.5%	20	2,725	2.7%	25
14 Prosperous Empty Nesters	0	0.0%	0	0	0.0%	0
15 Silver and Gold	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	217	0.5%	25	435	0.4%	22
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	599	1.5%	101	1,653	1.6%	136
65 Social Security Set	189	0.5%	71	637	0.6%	131
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

Source: ESRI



Tapestry Segmentation Area Profile

LifeMode Groups
Prepared by GDS

Jamestown
301 E Main St
Jamestown, NC 27282

Latitude: 35.996573
Longitude: -79.93514
Radius: 5.0 mile

Site Type: Radius

Tapestry LifeMode Groups	2007 Households			2007 Population		
	Number	Percent	Index	Number	Percent	Index
Total	40,928	100.0%		102,410	100.0%	
L7. High Hopes	5,174	12.6%	306	12,386	12.1%	314
28 Aspiring Young Families	4,731	11.6%	491	11,361	11.1%	490
48 Great Expectations	443	1.1%	61	1,025	1.0%	63
L8. Global Roots	330	0.8%	10	896	0.9%	9
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	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
60 City Dimensions	330	0.8%	91	896	0.9%	95
61 High Rise Renters	0	0.0%	0	0	0.0%	0
L9. Family Portrait	8,729	21.3%	279	23,188	22.6%	252
12 Up and Coming Families	4,566	11.2%	340	12,148	11.9%	325
19 Milk and Cookies	2,406	5.9%	305	6,450	6.3%	294
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	1,757	4.3%	620	4,590	4.5%	600
L10. Traditional Living	5,167	12.6%	143	13,738	13.4%	160
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	2,967	7.2%	253	8,687	8.5%	313
33 Midlife Junction	1,918	4.7%	187	4,304	4.2%	189
34 Family Foundations	282	0.7%	80	747	0.7%	80
L11. Factories & Farms	2,298	5.6%	59	5,941	5.8%	62
25 Salt of the Earth	560	1.4%	50	1,295	1.3%	46
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	1,738	4.2%	285	4,646	4.5%	319
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
L12. American Quilt	244	0.6%	6	698	0.7%	7
26 Midland Crowd	244	0.6%	16	698	0.7%	18
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



Tapestry Segmentation Area Profile

Urbanization Groups

Prepared by GDS

Jamestown
301 E Main St
Jamestown, NC 27282

Latitude: 35.996573
Longitude: -79.93514
Radius: 5.0 mile

Site Type: Radius

Tapestry Urbanization Groups	2007 Households			2007 Population		
	Number	Percent	Index	Number	Percent	Index
Total	40,928	100.0%		102,410	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	1,946	4.8%	100	5,227	5.1%	91
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	1,757	4.3%	620	4,590	4.5%	600
65 Social Security Set	189	0.5%	71	637	0.6%	131
U3. Metro Cities I	6,322	15.4%	136	13,645	13.3%	117
01 Top Rung	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
09 Urban Chic	131	0.3%	24	228	0.2%	18
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	3,785	9.2%	554	6,967	6.8%	469
19 Milk and Cookies	2,406	5.9%	305	6,450	6.3%	294
22 Metropolitans	0	0.0%	0	0	0.0%	0
U4. Metro Cities II	7,643	18.7%	170	17,628	17.2%	173
28 Aspiring Young Families	4,731	11.6%	491	11,361	11.1%	490
30 Retirement Communities	0	0.0%	0	0	0.0%	0
34 Family Foundations	282	0.7%	80	747	0.7%	80
36 Old and Newcomers	2,299	5.6%	285	4,621	4.5%	295
39 Young and Restless	1	0.0%	0	3	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
60 City Dimensions	330	0.8%	91	896	0.9%	95
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0
U5. Urban Outskirts I	6,975	17.0%	156	19,345	18.9%	166
04 Boomburbs	3,565	8.7%	400	9,633	9.4%	369
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	2,967	7.2%	253	8,687	8.5%	313
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
48 Great Expectations	443	1.1%	61	1,025	1.0%	63

Source: ESRI



Tapestry Segmentation Area Profile

Urbanization Groups

Prepared by GDS

Jamestown
301 E Main St
Jamestown, NC 27282

Site Type: Radius

Latitude: 35.996573
Longitude: -79.93514
Radius: 5.0 mile

Tapestry Urbanization Groups	2007 Households			2007 Population		
	Number	Percent	Index	Number	Percent	Index
Total	40,928	100.0%		102,410	100.0%	
U6. Urban Outskirts II	2,832	6.9%	133	7,588	7.4%	139
51 Metro City Edge	1,497	3.7%	380	4,139	4.0%	384
55 College Towns	0	0.0%	0	0	0.0%	0
57 Simple Living	599	1.5%	101	1,653	1.6%	136
59 Southwestern Families	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	736	1.8%	173	1,796	1.8%	167
U7. Suburban Periphery I	8,208	20.1%	130	21,800	21.3%	133
02 Suburban Splendor	1,254	3.1%	179	3,699	3.6%	183
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	1,217	3.0%	121	2,957	2.9%	114
12 Up and Coming Families	4,566	11.2%	340	12,148	11.9%	325
13 In Style	1,171	2.9%	115	2,996	2.9%	127
14 Prosperous Empty Nesters	0	0.0%	0	0	0.0%	0
15 Silver and Gold	0	0.0%	0	0	0.0%	0
U8. Suburban Periphery II	6,128	15.0%	153	15,017	14.7%	160
18 Cozy and Comfortable	2,255	5.5%	194	5,632	5.5%	195
29 Rustbelt Retirees	217	0.5%	25	435	0.4%	22
33 Midlife Junction	1,918	4.7%	187	4,304	4.2%	189
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	1,738	4.2%	285	4,646	4.5%	319
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	874	2.1%	19	2,160	2.1%	19
17 Green Acres	70	0.2%	5	167	0.2%	5
25 Salt of the Earth	560	1.4%	50	1,295	1.3%	46
26 Midland Crowd	244	0.6%	16	698	0.7%	18
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

Prepared by GDS

Jamestown
301 E Main St
Jamestown, NC 27282

Site Type: Radius

Latitude: 35.996573
Longitude: -79.93514
Radius: 7.0 mile

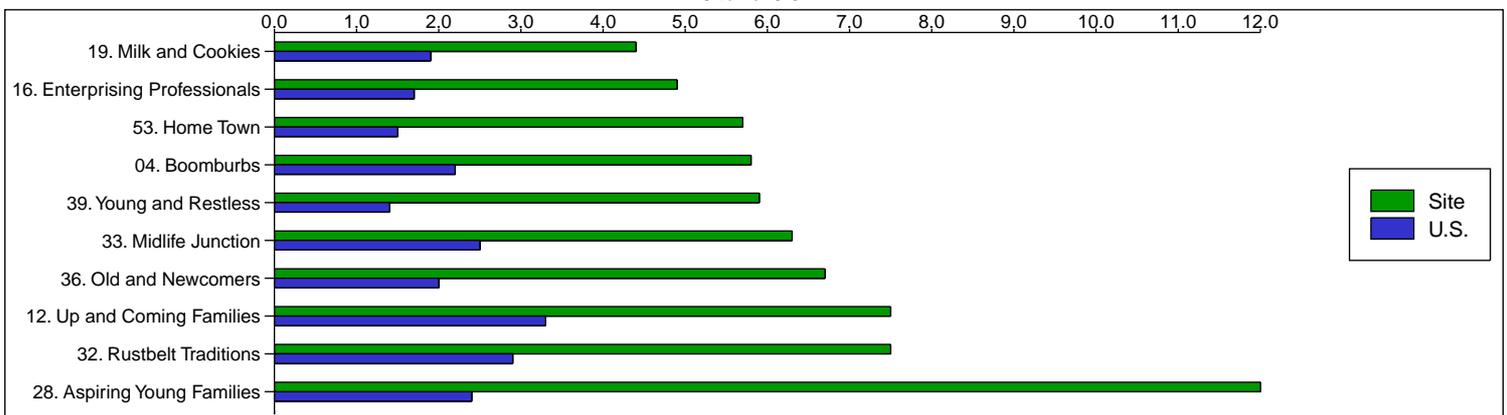
Top Twenty Tapestry Segments

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	28. Aspiring Young Families	12.0%	12.0%	2.4%	2.4%	512
2	32. Rustbelt Traditions	7.5%	19.5%	2.9%	5.3%	263
3	12. Up and Coming Families	7.5%	27.0%	3.3%	8.6%	228
4	36. Old and Newcomers	6.7%	33.7%	2.0%	10.6%	342
5	33. Midlife Junction	6.3%	40.0%	2.5%	13.1%	254
	Subtotal	40.0%		13.1%		
6	39. Young and Restless	5.9%	45.9%	1.4%	14.5%	416
7	04. Boomburbs	5.8%	51.7%	2.2%	16.7%	267
8	53. Home Town	5.7%	57.4%	1.5%	18.2%	384
9	16. Enterprising Professionals	4.9%	62.3%	1.7%	19.9%	294
10	19. Milk and Cookies	4.4%	66.7%	1.9%	21.8%	226
	Subtotal	26.7%		8.7%		
11	18. Cozy and Comfortable	4.0%	70.7%	2.8%	24.6%	141
12	64. City Commons	2.6%	73.3%	0.7%	25.3%	380
13	60. City Dimensions	2.6%	75.9%	0.9%	26.2%	295
14	25. Salt of the Earth	2.3%	78.2%	2.8%	29.0%	84
15	51. Metro City Edge	2.3%	80.5%	1.0%	30.0%	237
	Subtotal	13.8%		8.2%		
16	13. In Style	2.0%	82.5%	2.5%	32.5%	81
17	52. Inner City Tenants	1.9%	84.4%	1.5%	34.0%	124
18	14. Prosperous Empty Nesters	1.9%	86.3%	1.8%	35.8%	100
19	02. Suburban Splendor	1.6%	87.9%	1.7%	37.5%	94
20	24. Main Street, USA	1.6%	89.5%	2.6%	40.1%	60
	Subtotal	9.0%		10.1%		
	Total	89.5%		40.1%		224

Top Ten Tapestry Segments

Site vs. U.S.



Percent of Households by Tapestry Segment

Source: ESRI



Tapestry Segmentation Area Profile

Prepared by GDS

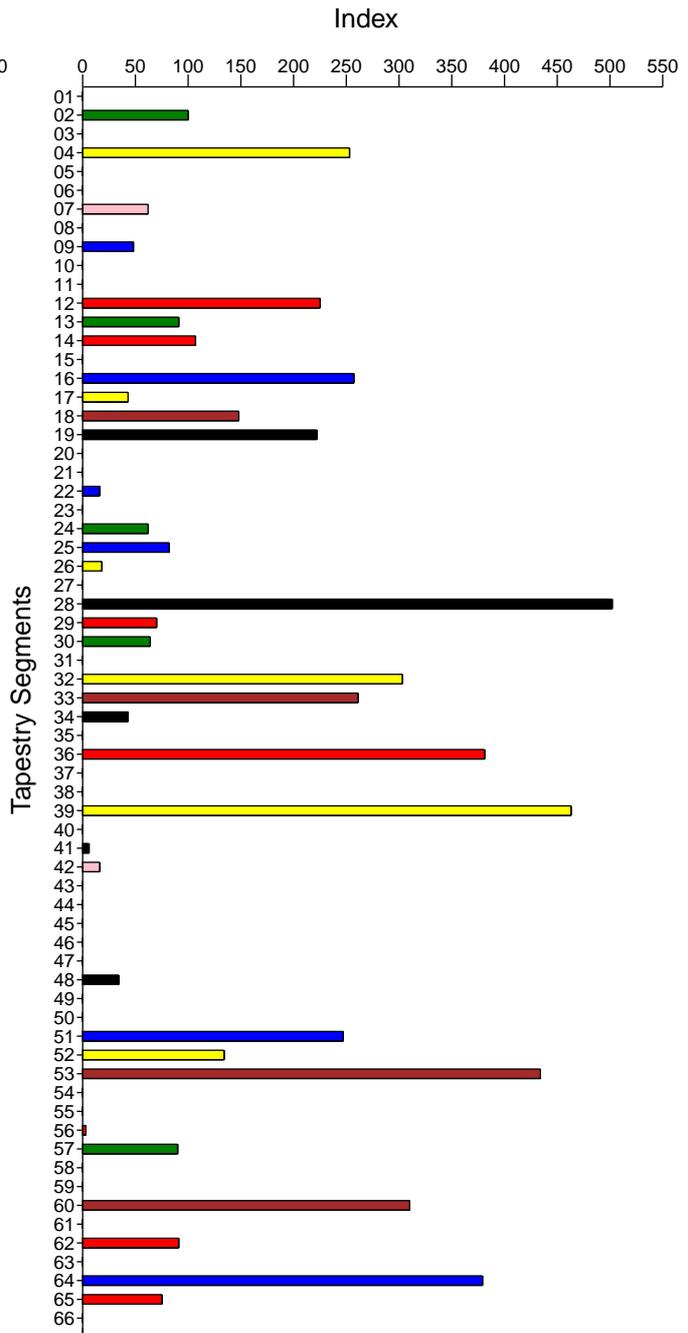
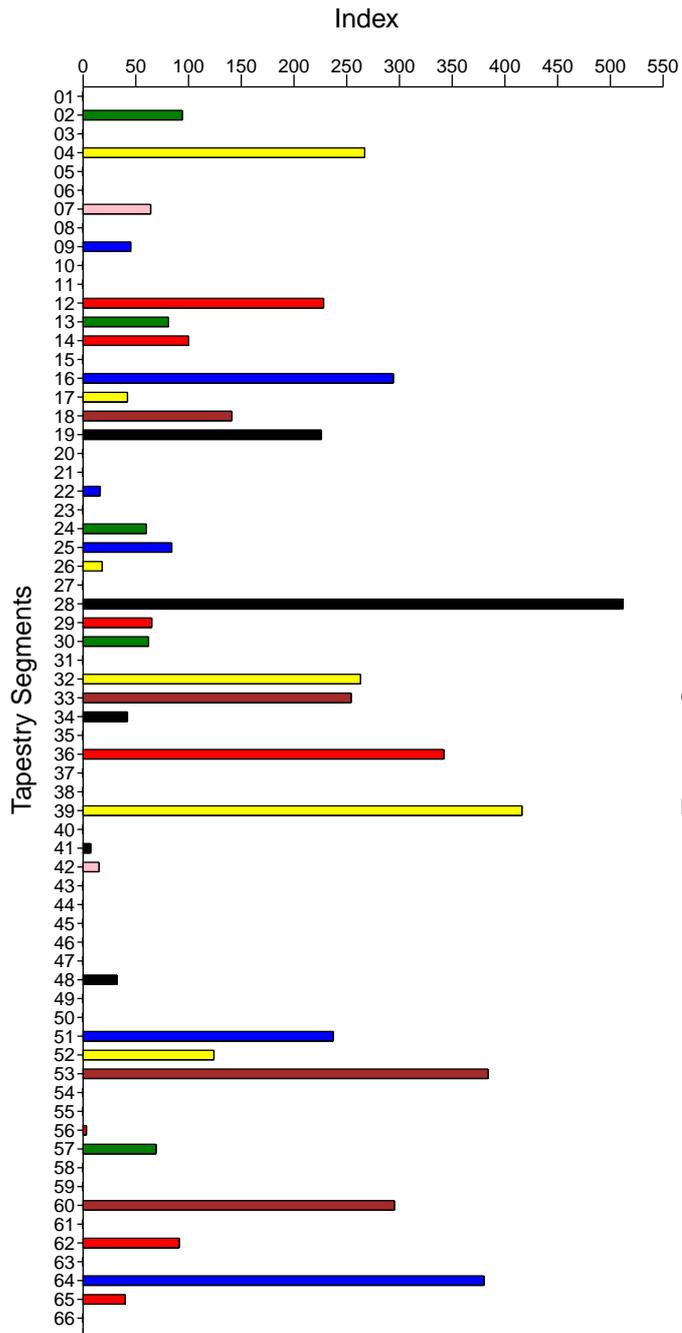
Jamestown
301 E Main St
Jamestown, NC 27282

Site Type: Radius

Latitude: 35.996573
Longitude: -79.93514
Radius: 7.0 mile

Tapestry Indexes by Households

Tapestry Indexes by Population



Source: ESRI



Tapestry Segmentation Area Profile

LifeMode Groups
Prepared by GDS

Jamestown
301 E Main St
Jamestown, NC 27282

Latitude: 35.996573
Longitude: -79.93514
Radius: 7.0 mile

Site Type: Radius

Tapestry LifeMode Groups	2007 Households			2007 Population		
	Number	Percent	Index	Number	Percent	Index
Total	77,431	100.0%		188,123	100.0%	
L1. High Society	6,970	9.0%	72	18,765	10.0%	72
01 Top Rung	0	0.0%	0	0	0.0%	0
02 Suburban Splendor	1,254	1.6%	94	3,699	2.0%	100
03 Connoisseurs	0	0.0%	0	0	0.0%	0
04 Boomburbs	4,499	5.8%	267	12,109	6.4%	253
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	1,217	1.6%	64	2,957	1.6%	62
L2. Upscale Avenues	9,948	12.8%	93	22,545	12.0%	87
09 Urban Chic	468	0.6%	45	1,116	0.6%	48
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	1,553	2.0%	81	3,926	2.1%	91
16 Enterprising Professionals	3,800	4.9%	294	7,002	3.7%	257
17 Green Acres	1,025	1.3%	42	2,648	1.4%	43
18 Cozy and Comfortable	3,102	4.0%	141	7,853	4.2%	148
L3. Metropolis	2,647	3.4%	64	6,997	3.7%	70
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitans	148	0.2%	16	303	0.2%	16
45 City Strivers	0	0.0%	0	0	0.0%	0
51 Metro City Edge	1,763	2.3%	237	4,898	2.6%	247
54 Urban Rows	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	736	1.0%	91	1,796	1.0%	91
L4. Solo Acts	9,774	12.6%	185	20,363	10.8%	212
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	5,205	6.7%	342	10,958	5.8%	381
39 Young and Restless	4,569	5.9%	416	9,405	5.0%	463
L5. Senior Styles	4,189	5.4%	43	9,971	5.3%	50
14 Prosperous Empty Nesters	1,434	1.9%	100	3,400	1.8%	107
15 Silver and Gold	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	1,061	1.4%	65	2,522	1.3%	70
30 Retirement Communities	716	0.9%	62	1,370	0.7%	64
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	775	1.0%	69	2,005	1.1%	90
65 Social Security Set	203	0.3%	40	674	0.4%	75
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

Source: ESRI



Tapestry Segmentation Area Profile

LifeMode Groups
Prepared by GDS

Jamestown
301 E Main St
Jamestown, NC 27282

Latitude: 35.996573
Longitude: -79.93514
Radius: 7.0 mile

Site Type: Radius

Tapestry LifeMode Groups	2007 Households			2007 Population		
	Number	Percent	Index	Number	Percent	Index
Total	77,431	100.0%		188,123	100.0%	
L7. High Hopes	9,772	12.6%	306	22,409	11.9%	310
28 Aspiring Young Families	9,329	12.0%	512	21,384	11.4%	502
48 Great Expectations	443	0.6%	32	1,025	0.5%	34
L8. Global Roots	3,505	4.5%	55	9,038	4.8%	49
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	1,474	1.9%	124	3,635	1.9%	134
58 NeWest Residents	0	0.0%	0	0	0.0%	0
60 City Dimensions	2,031	2.6%	295	5,403	2.9%	310
61 High Rise Renters	0	0.0%	0	0	0.0%	0
L9. Family Portrait	11,218	14.5%	189	29,791	15.8%	176
12 Up and Coming Families	5,807	7.5%	228	15,489	8.2%	225
19 Milk and Cookies	3,373	4.4%	226	8,976	4.8%	222
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	2,038	2.6%	380	5,326	2.8%	379
L10. Traditional Living	12,247	15.8%	179	30,051	16.0%	190
24 Main Street, USA	1,220	1.6%	60	2,943	1.6%	62
32 Rustbelt Traditions	5,838	7.5%	263	15,451	8.2%	303
33 Midlife Junction	4,907	6.3%	254	10,910	5.8%	261
34 Family Foundations	282	0.4%	42	747	0.4%	43
L11. Factories & Farms	6,575	8.5%	89	16,736	8.9%	95
25 Salt of the Earth	1,786	2.3%	84	4,209	2.2%	82
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	326	0.4%	15	829	0.4%	16
53 Home Town	4,431	5.7%	384	11,624	6.2%	434
56 Rural Bypasses	32	0.0%	3	74	0.0%	3
L12. American Quilt	586	0.8%	8	1,457	0.8%	8
26 Midland Crowd	506	0.7%	18	1,293	0.7%	18
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
41 Crossroads	80	0.1%	7	164	0.1%	6
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



Tapestry Segmentation Area Profile

Urbanization Groups

Prepared by GDS

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301 E Main St
Jamestown, NC 27282

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Site Type: Radius

Tapestry Urbanization Groups	2007 Households			2007 Population		
	Number	Percent	Index	Number	Percent	Index
Total	77,431	100.0%		188,123	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	2,241	2.9%	61	6,000	3.2%	57
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	2,038	2.6%	380	5,326	2.8%	379
65 Social Security Set	203	0.3%	40	674	0.4%	75
U3. Metro Cities I	7,789	10.1%	89	17,397	9.2%	81
01 Top Rung	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
09 Urban Chic	468	0.6%	45	1,116	0.6%	48
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	3,800	4.9%	294	7,002	3.7%	257
19 Milk and Cookies	3,373	4.4%	226	8,976	4.8%	222
22 Metropolitans	148	0.2%	16	303	0.2%	16
U4. Metro Cities II	23,606	30.5%	278	52,902	28.1%	282
28 Aspiring Young Families	9,329	12.0%	512	21,384	11.4%	502
30 Retirement Communities	716	0.9%	62	1,370	0.7%	64
34 Family Foundations	282	0.4%	42	747	0.4%	43
36 Old and Newcomers	5,205	6.7%	342	10,958	5.8%	381
39 Young and Restless	4,569	5.9%	416	9,405	5.0%	463
52 Inner City Tenants	1,474	1.9%	124	3,635	1.9%	134
60 City Dimensions	2,031	2.6%	295	5,403	2.9%	310
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0
U5. Urban Outskirts I	12,000	15.5%	142	31,528	16.8%	148
04 Boomburbs	4,499	5.8%	267	12,109	6.4%	253
24 Main Street, USA	1,220	1.6%	60	2,943	1.6%	62
32 Rustbelt Traditions	5,838	7.5%	263	15,451	8.2%	303
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
48 Great Expectations	443	0.6%	32	1,025	0.5%	34

Source: ESRI



Tapestry Segmentation Area Profile

Urbanization Groups

Prepared by GDS

Jamestown
301 E Main St
Jamestown, NC 27282

Site Type: Radius

Latitude: 35.996573
Longitude: -79.93514
Radius: 7.0 mile

Tapestry Urbanization Groups	2007 Households			2007 Population		
	Number	Percent	Index	Number	Percent	Index
Total	77,431	100.0%		188,123	100.0%	
U6. Urban Outskirts II	3,274	4.2%	81	8,699	4.6%	87
51 Metro City Edge	1,763	2.3%	237	4,898	2.6%	247
55 College Towns	0	0.0%	0	0	0.0%	0
57 Simple Living	775	1.0%	69	2,005	1.1%	90
59 Southwestern Families	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	736	1.0%	91	1,796	1.0%	91
U7. Suburban Periphery I	11,265	14.5%	94	29,471	15.7%	98
02 Suburban Splendor	1,254	1.6%	94	3,699	2.0%	100
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	1,217	1.6%	64	2,957	1.6%	62
12 Up and Coming Families	5,807	7.5%	228	15,489	8.2%	225
13 In Style	1,553	2.0%	81	3,926	2.1%	91
14 Prosperous Empty Nesters	1,434	1.9%	100	3,400	1.8%	107
15 Silver and Gold	0	0.0%	0	0	0.0%	0
U8. Suburban Periphery II	13,501	17.4%	179	32,909	17.5%	191
18 Cozy and Comfortable	3,102	4.0%	141	7,853	4.2%	148
29 Rustbelt Retirees	1,061	1.4%	65	2,522	1.3%	70
33 Midlife Junction	4,907	6.3%	254	10,910	5.8%	261
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	4,431	5.7%	384	11,624	6.2%	434
U9. Small Towns	80	0.1%	2	164	0.1%	2
41 Crossroads	80	0.1%	7	164	0.1%	6
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	3,317	4.3%	38	8,150	4.3%	39
17 Green Acres	1,025	1.3%	42	2,648	1.4%	43
25 Salt of the Earth	1,786	2.3%	84	4,209	2.2%	82
26 Midland Crowd	506	0.7%	18	1,293	0.7%	18
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
U11. Rural II	358	0.5%	6	903	0.5%	6
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	326	0.4%	15	829	0.4%	16
46 Rooted Rural	0	0.0%	0	0	0.0%	0
56 Rural Bypasses	32	0.0%	3	74	0.0%	3
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