



Tapestry Segmentation Area Profile

LifeMode Groups

Prepared by DPN for Bloomfield Main Street

Bloomfield, Iowa Market Study - Ottumwa Area

Latitude: 40.7513

Longitude: -92.4168

Site Type: Hand-drawn Shape

Shape: Custom

Tapestry LifeMode Groups	2005 Households			2005 Population		
	Number	Percent	Index	Number	Percent	Index
Total	11,646	100.0%		27,984	100.0%	
L1. High Society	0	0.0%	0	0	0.0%	0
01 Top Rung	0	0.0%	0	0	0.0%	0
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
04 Boomburbs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	0	0.0%	0	0	0.0%	0
L2. Upscale Avenues	0	0.0%	0	0	0.0%	0
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
13 In Style	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
17 Green Acres	0	0.0%	0	0	0.0%	0
18 Cozy and Comfortable	0	0.0%	0	0	0.0%	0
L3. Metropolis	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitans	0	0.0%	0	0	0.0%	0
45 City Strivers	0	0.0%	0	0	0.0%	0
51 Metro City Edge	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
L4. Solo Acts	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	6,395	54.9%	414	15,146	54.1%	481
14 Prosperous Empty Nesters	1,401	12.0%	589	3,969	14.2%	752
15 Silver and Gold	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	1,421	12.2%	483	3,394	12.1%	528
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	2,744	23.6%	974	5,863	21.0%	960
57 Simple Living	829	7.1%	459	1,920	6.9%	540
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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Tapestry LifeMode Groups	2005 Households			2005 Population		
	Number	Percent	Index	Number	Percent	Index
Total	11,646	100.0%		27,984	100.0%	
L7. High Hopes	577	5.0%	112	1,410	5.0%	121
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
48 Great Expectations	577	5.0%	229	1,410	5.0%	258
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	0	0.0%	0	0	0.0%	0
12 Up and Coming Families	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
L10. Traditional Living	1,667	14.3%	162	4,008	14.3%	170
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	1,267	10.9%	346	3,057	10.9%	365
33 Midlife Junction	400	3.4%	133	951	3.4%	148
34 Family Foundations	0	0.0%	0	0	0.0%	0
L11. Factories & Farms	3,007	25.8%	259	7,420	26.5%	268
25 Salt of the Earth	599	5.1%	176	1,477	5.3%	181
37 Prairie Living	141	1.2%	120	416	1.5%	146
42 Southern Satellites	155	1.3%	46	401	1.4%	50
53 Home Town	2,112	18.1%	1108	5,126	18.3%	1169
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.

Source: ESRI



Tapestry Segmentation Area Profile

Urbanization Groups

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Bloomfield, Iowa Market Study - Ottumwa Area

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Tapestry Urbanization Groups	2005 Households			2005 Population		
	Number	Percent	Index	Number	Percent	Index
Total	11,646	100.0%		27,984	100.0%	
U1. Principal Urban Centers I	0	0.0%	0	0	0.0%	0
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
U2. Principal Urban Centers II	0	0.0%	0	0	0.0%	0
45 City Strivers	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
65 Social Security Set	0	0.0%	0	0	0.0%	0
U3. Metro Cities I	0	0.0%	0	0	0.0%	0
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	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
22 Metropolitans	0	0.0%	0	0	0.0%	0
U4. Metro Cities II	0	0.0%	0	0	0.0%	0
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
30 Retirement Communities	0	0.0%	0	0	0.0%	0
34 Family Foundations	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	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	1,844	15.8%	147	4,467	16.0%	144
04 Boomburbs	0	0.0%	0	0	0.0%	0
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	1,267	10.9%	346	3,057	10.9%	365
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
48 Great Expectations	577	5.0%	229	1,410	5.0%	258

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	Number	Percent	Index	Number	Percent	Index
Total	11,646	100.0%		27,984	100.0%	
U6. Urban Outskirts II	829	7.1%	127	1,920	6.9%	119
51 Metro City Edge	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
57 Simple Living	829	7.1%	459	1,920	6.9%	540
59 Southwestern Families	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
U7. Suburban Periphery I	1,401	12.0%	80	3,969	14.2%	91
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	0	0.0%	0	0	0.0%	0
12 Up and Coming Families	0	0.0%	0	0	0.0%	0
13 In Style	0	0.0%	0	0	0.0%	0
14 Prosperous Empty Nesters	1,401	12.0%	589	3,969	14.2%	752
15 Silver and Gold	0	0.0%	0	0	0.0%	0
U8. Suburban Periphery II	3,933	33.8%	323	9,471	33.8%	344
18 Cozy and Comfortable	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	1,421	12.2%	483	3,394	12.1%	528
33 Midlife Junction	400	3.4%	133	951	3.4%	148
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	2,112	18.1%	1108	5,126	18.3%	1169
U9. Small Towns	2,744	23.6%	473	5,863	21.0%	452
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	2,744	23.6%	974	5,863	21.0%	960
U10. Rural I	599	5.1%	47	1,477	5.3%	48
17 Green Acres	0	0.0%	0	0	0.0%	0
25 Salt of the Earth	599	5.1%	176	1,477	5.3%	181
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	296	2.5%	33	817	2.9%	39
37 Prairie Living	141	1.2%	120	416	1.5%	146
42 Southern Satellites	155	1.3%	46	401	1.4%	50
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



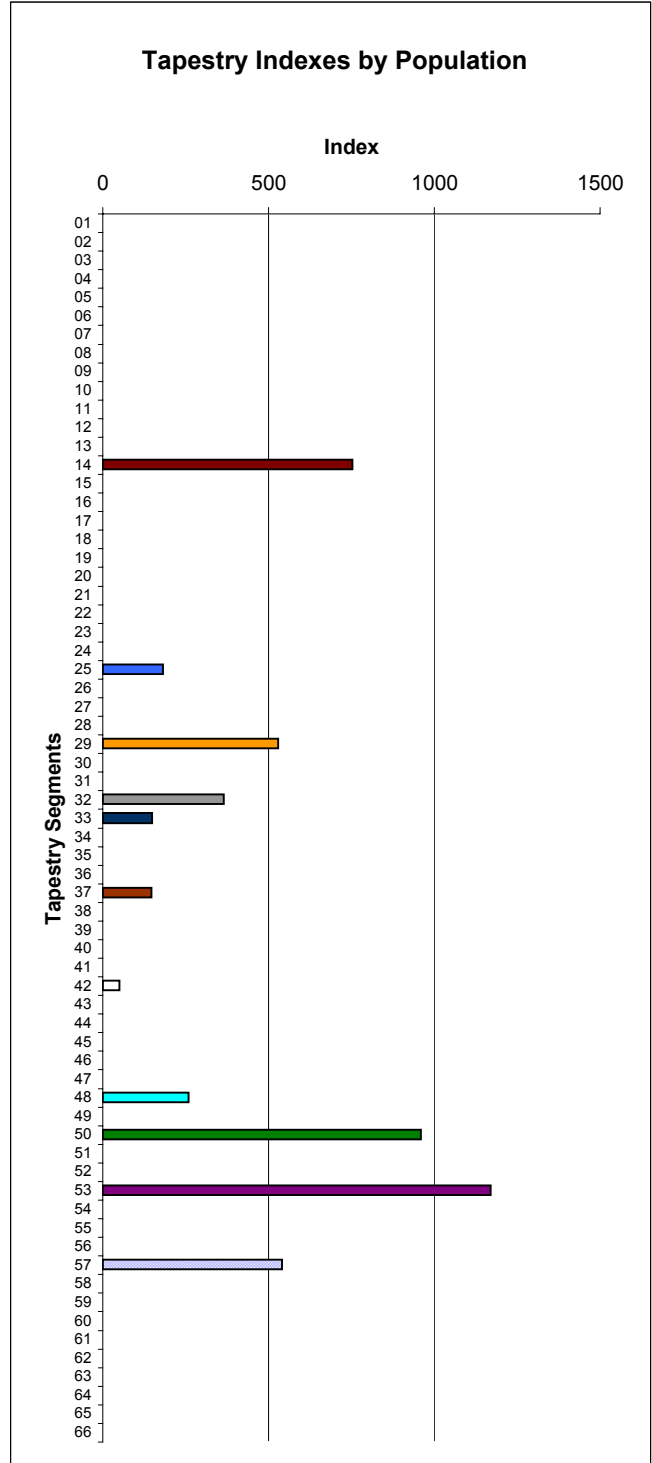
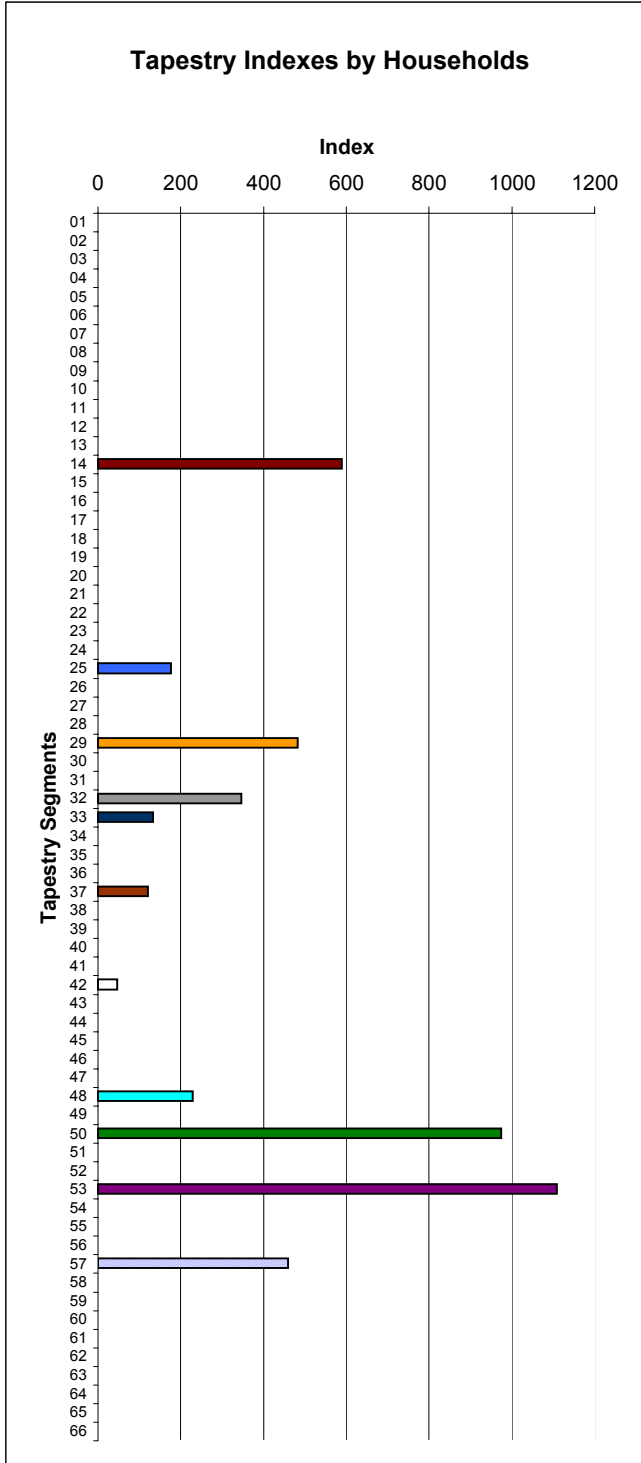
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Tapestry Segmentation Area Profile

Ranked by Households

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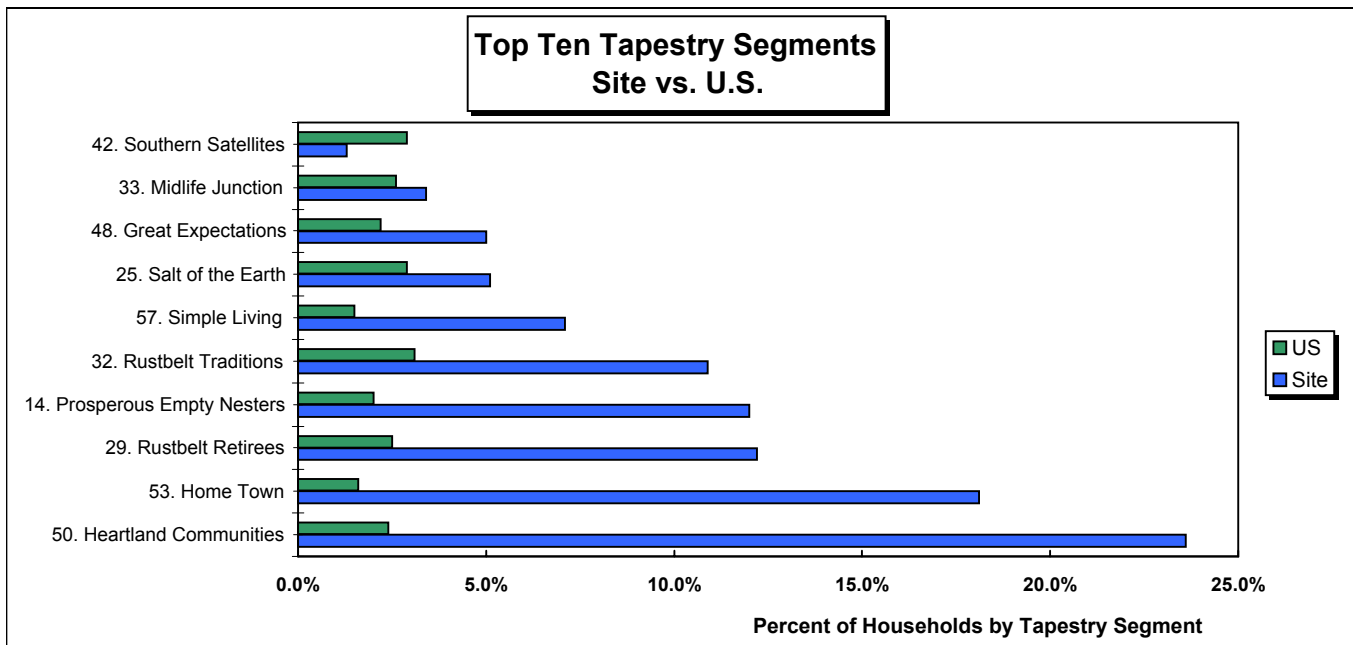
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Top Twenty Tapestry Segments

Rank	Tapestry Segment	Households		U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	50. Heartland Communities	23.6%	23.6%	2.4%	2.4%	974
2	53. Home Town	18.1%	41.7%	1.6%	4.0%	1108
3	29. Rustbelt Retirees	12.2%	53.9%	2.5%	6.5%	483
4	14. Prosperous Empty Nesters	12.0%	65.9%	2.0%	8.5%	589
5	32. Rustbelt Traditions	10.9%	76.8%	3.1%	11.6%	346
Subtotal		76.8%		11.6%		
6	57. Simple Living	7.1%	83.9%	1.5%	13.1%	459
7	25. Salt of the Earth	5.1%	89.0%	2.9%	16.0%	176
8	48. Great Expectations	5.0%	94.0%	2.2%	18.2%	229
9	33. Midlife Junction	3.4%	97.4%	2.6%	20.8%	133
10	42. Southern Satellites	1.3%	98.7%	2.9%	23.7%	46
Subtotal		21.9%		12.1%		
11	37. Prairie Living	1.2%	99.9%	1.0%	24.7%	120

Total 99.9% 24.7% 401



Source: ESRI