



Tapestry Segmentation Area Profile

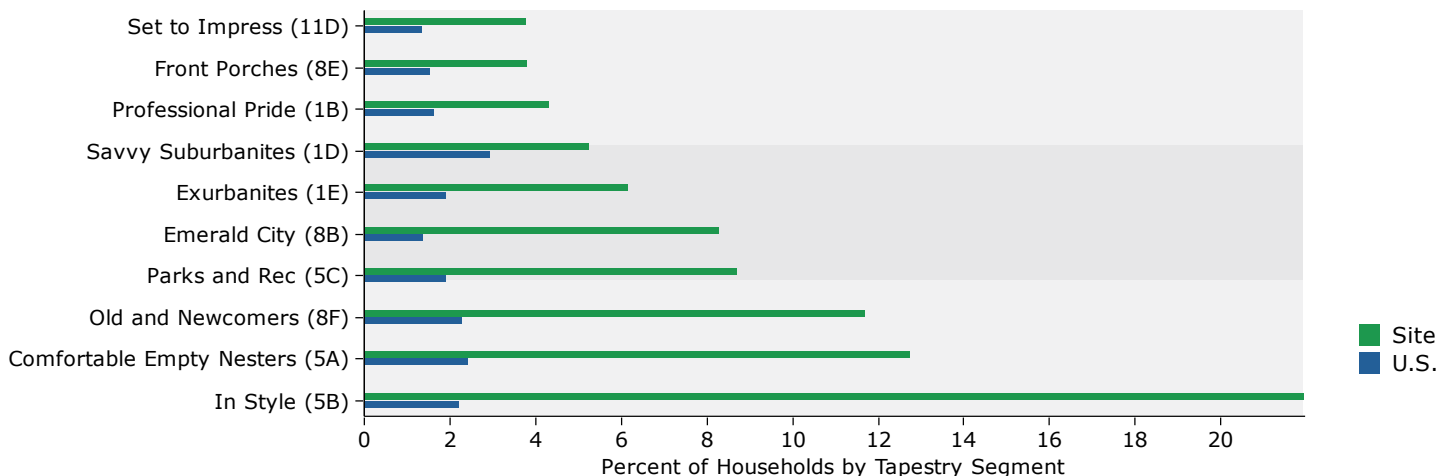
Lower Paxton township, PA
Lower Paxton township, PA (4204345056)
Geography: County Subdivision

Prepared by Esri

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2021 Households		2021 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	In Style (5B)	22.0%	22.0%	2.2%	2.2%	982
2	Comfortable Empty Nesters (5A)	12.8%	34.7%	2.4%	4.7%	523
3	Old and Newcomers (8F)	11.7%	46.4%	2.3%	7.0%	509
4	Parks and Rec (5C)	8.7%	55.2%	2.0%	8.9%	447
5	Emerald City (8B)	8.3%	63.5%	1.4%	10.3%	587
Subtotal		63.5%		10.3%		
6	Exurbanites (1E)	6.2%	69.7%	1.9%	12.3%	321
7	Savvy Suburbanites (1D)	5.3%	75.0%	3.0%	15.3%	177
8	Professional Pride (1B)	4.3%	79.3%	1.6%	16.9%	265
9	Front Porches (8E)	3.8%	83.1%	1.6%	18.4%	244
10	Set to Impress (11D)	3.8%	86.9%	1.4%	19.8%	275
Subtotal		23.4%		9.5%		
11	Midlife Constants (5E)	3.3%	90.2%	2.5%	22.3%	133
12	Bright Young Professionals (8C)	3.2%	93.3%	2.3%	24.6%	139
13	Green Acres (6A)	3.0%	96.4%	3.3%	27.8%	93
14	Young and Restless (11B)	2.3%	98.7%	1.8%	29.6%	131
15	Rustbelt Traditions (5D)	1.3%	100.0%	2.2%	31.7%	61
Subtotal		13.1%		12.1%		
Total		100.0%		31.7%		315

Top Ten Tapestry Segments Site vs. U.S.

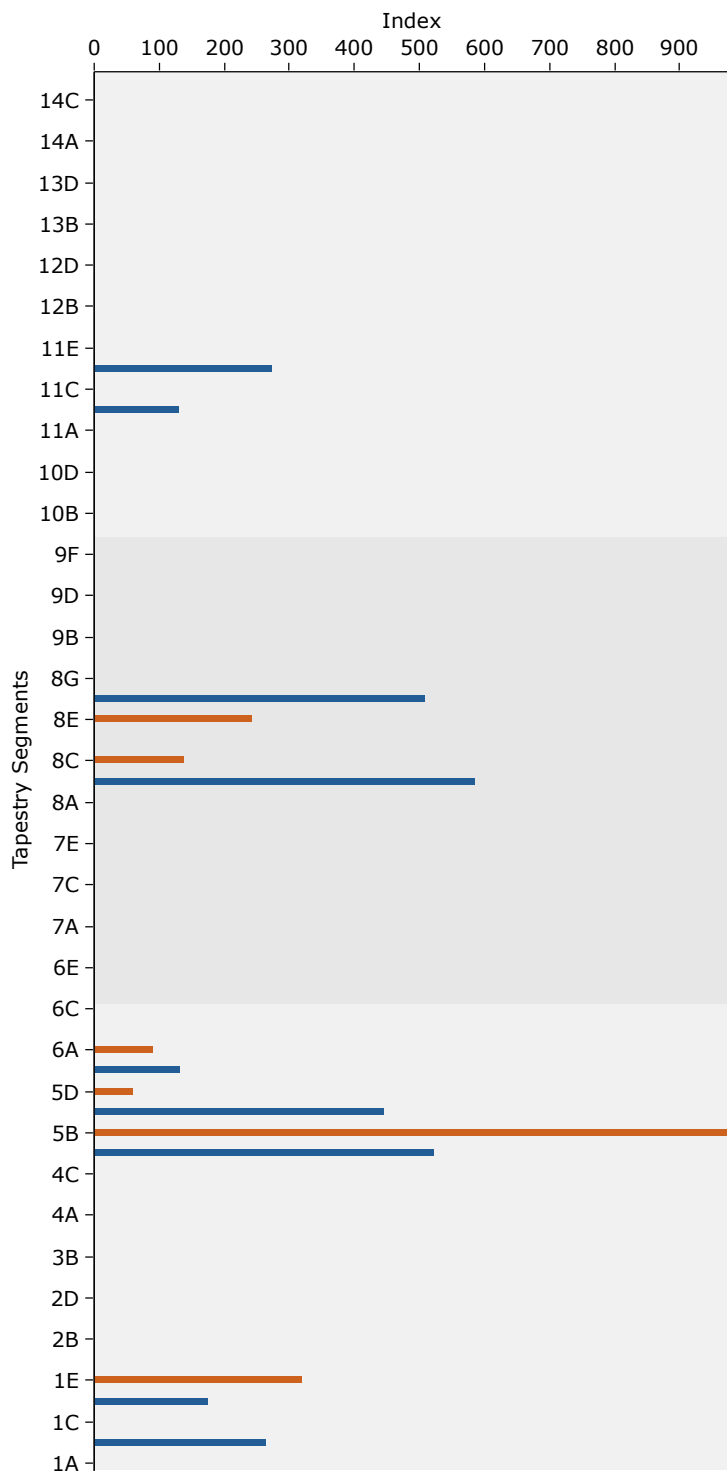


Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

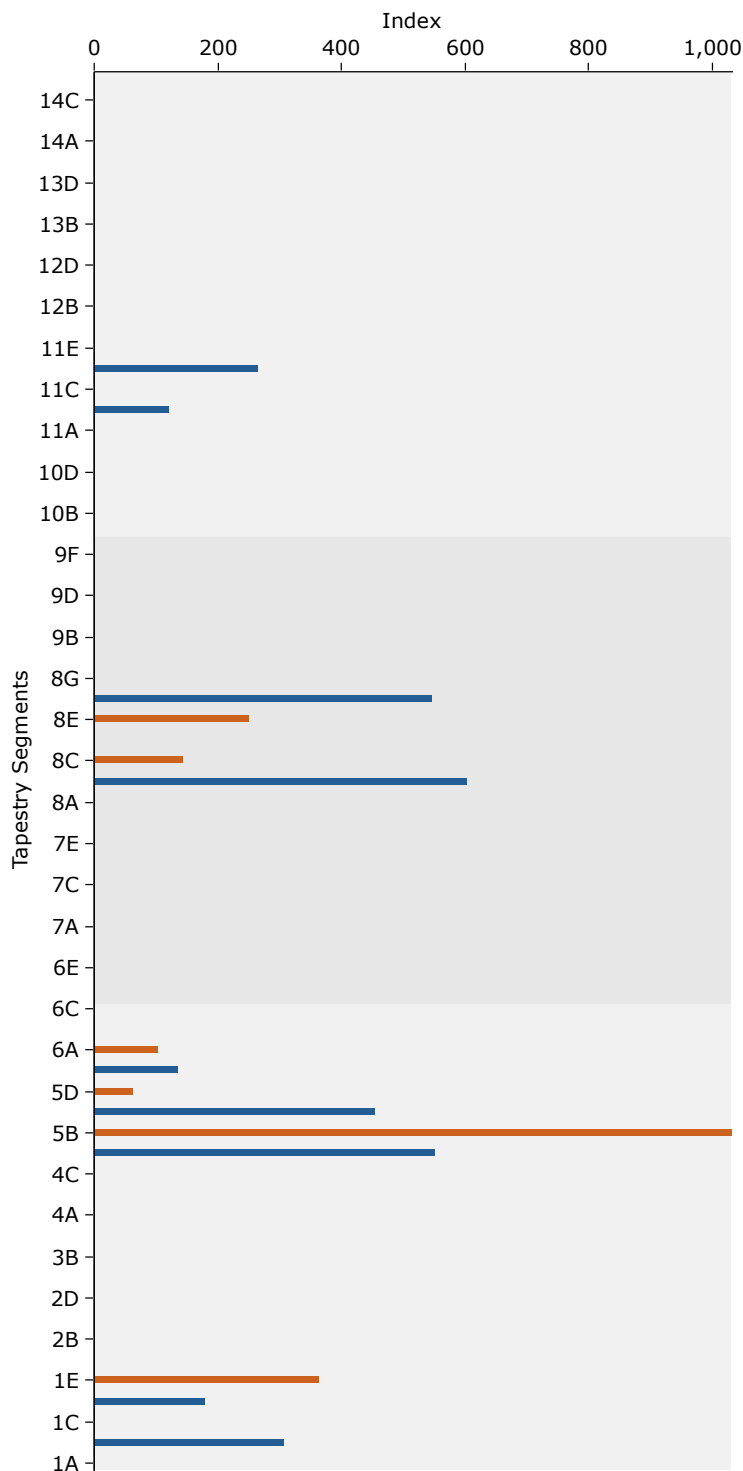
Source: Esri

January 10, 2022

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:	21,268	100.0%		40,516	100.0%	
1. Affluent Estates	3,357	15.8%	158	7,501	18.5%	173
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	920	4.3%	265	2,293	5.7%	308
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	1,120	5.3%	177	2,350	5.8%	180
Exurbanites (1E)	1,317	6.2%	321	2,858	7.1%	365
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	10,222	48.1%	427	19,516	48.2%	446
Comfortable Empty Nesters (5A)	2,716	12.8%	523	5,451	13.5%	552
In Style (5B)	4,672	22.0%	982	8,724	21.5%	1,033
Parks and Rec (5C)	1,858	8.7%	447	3,514	8.7%	455
Rustbelt Traditions (5D)	281	1.3%	61	536	1.3%	65
Midlife Constants (5E)	695	3.3%	133	1,291	3.2%	137
6. Cozy Country Living	647	3.0%	25	1,435	3.5%	30
Green Acres (6A)	647	3.0%	93	1,435	3.5%	105
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. 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:	21,268	100.0%		40,516	100.0%	
8. Middle Ground	5,743	27.0%	250	10,092	24.9%	248
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	1,768	8.3%	587	2,965	7.3%	605
Bright Young Professionals (8C)	670	3.2%	139	1,189	2.9%	144
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	815	3.8%	244	1,544	3.8%	253
Old and Newcomers (8F)	2,490	11.7%	509	4,394	10.8%	548
Hometown Heritage (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
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)	0	0.0%	0	0	0.0%	0
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
Economic BedRock (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	1,299	6.1%	99	1,972	4.9%	90
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	489	2.3%	131	696	1.7%	123
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	810	3.8%	275	1,276	3.1%	267
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
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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	Number	Percent	Index	Number	Percent	Index
Total:	21,268	100.0%		40,516	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	951	4.5%	27	1,725	4.3%	24
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	281	1.3%	61	536	1.3%	65
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)	670	3.2%	139	1,189	2.9%	144
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)	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
3. Metro Cities	11,044	51.9%	287	19,599	48.4%	289
In Style (5B)	4,672	22.0%	982	8,724	21.5%	1,033
Emerald City (8B)	1,768	8.3%	587	2,965	7.3%	605
Front Porches (8E)	815	3.8%	244	1,544	3.8%	253
Old and Newcomers (8F)	2,490	11.7%	509	4,394	10.8%	548
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)	489	2.3%	131	696	1.7%	123
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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:	21,268	100.0%		40,516	100.0%	
4. Suburban Periphery	8,626	40.6%	127	17,757	43.8%	134
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	920	4.3%	265	2,293	5.7%	308
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	1,120	5.3%	177	2,350	5.8%	180
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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)	2,716	12.8%	523	5,451	13.5%	552
Parks and Rec (5C)	1,858	8.7%	447	3,514	8.7%	455
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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)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	0	0.0%	0	0	0.0%	0
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
Farm to Table (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	647	3.0%	18	1,435	3.5%	21
Green Acres (6A)	647	3.0%	93	1,435	3.5%	105
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
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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