



Tapestry Segmentation Area Profile

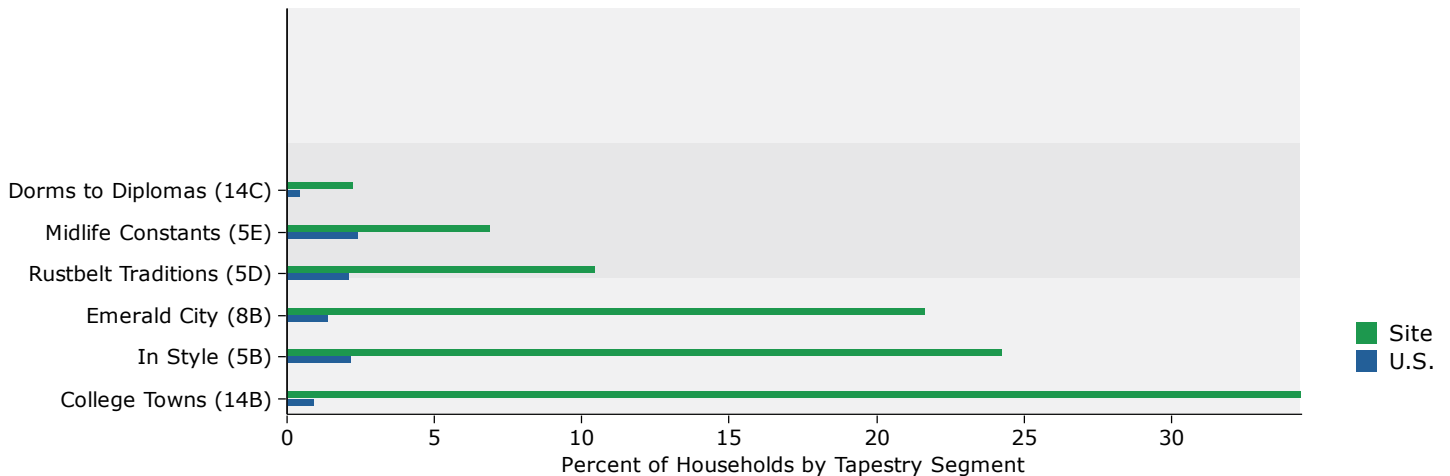
Downtown Ames 2
 399 Main St, Ames, Iowa, 50010
 Drive time: 5 minute radius

Prepared by Esri
 Latitude: 42.02513
 Longitude: -93.61528

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2023 Households		2023 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	College Towns (14B)	34.4%	34.4%	0.9%	0.9%	3687
2	In Style (5B)	24.3%	58.7%	2.2%	3.2%	1,088
3	Emerald City (8B)	21.7%	80.4%	1.4%	4.6%	1,521
4	Rustbelt Traditions (5D)	10.5%	90.9%	2.1%	6.7%	490
5	Midlife Constants (5E)	6.9%	97.8%	2.4%	9.1%	286
Subtotal		97.8%		9.0%		
6	Dorms to Diplomas (14C)	2.2%	100.0%	0.5%	9.6%	460
Subtotal		2.2%		0.5%		
Total		100.0%		9.6%		1039

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

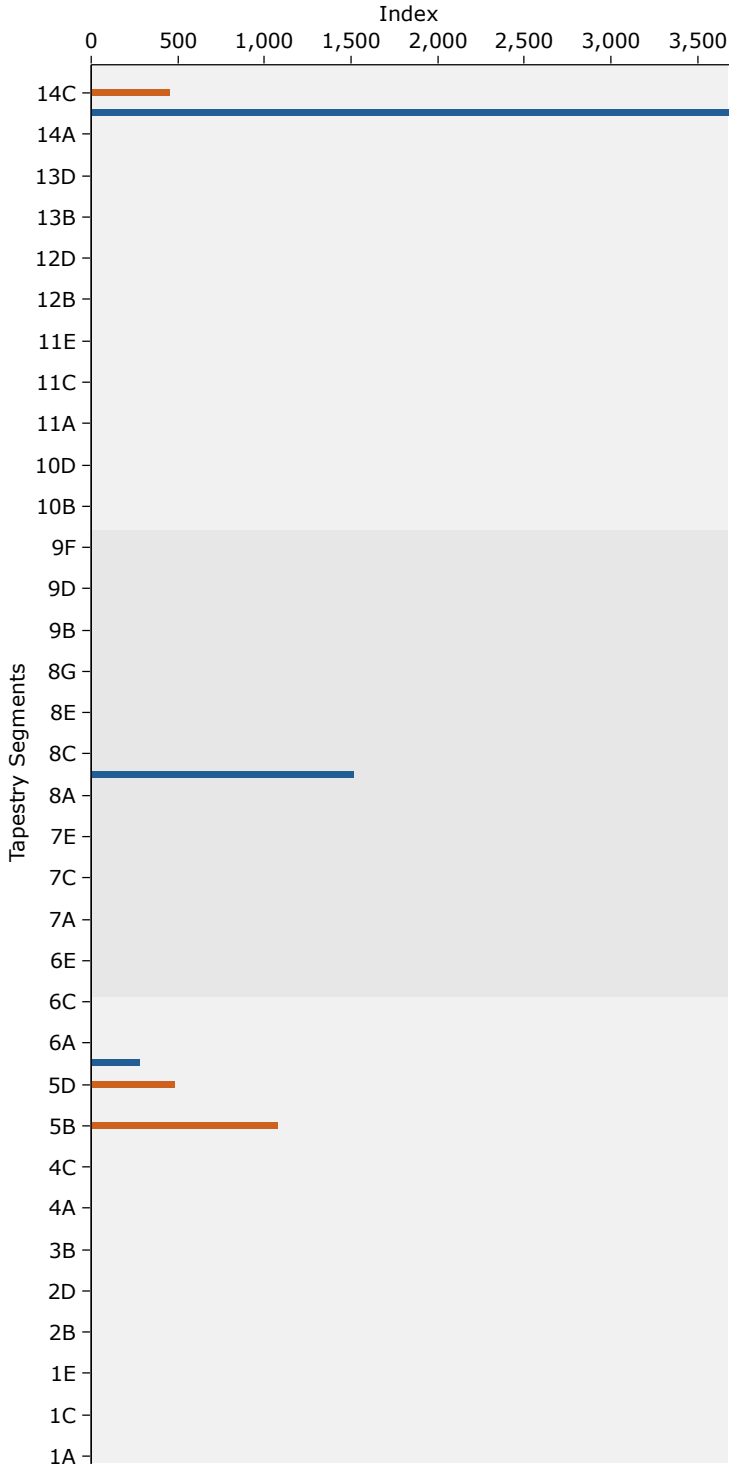


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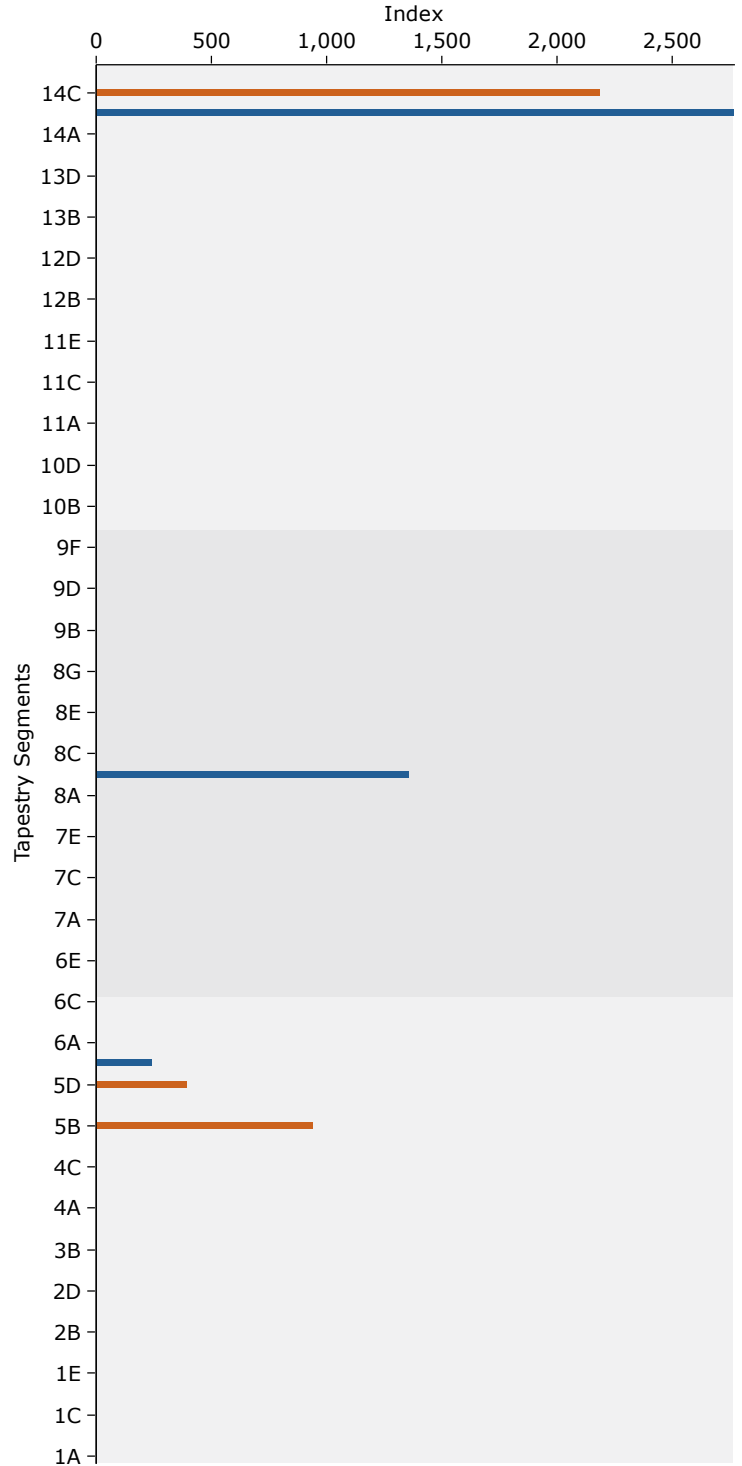
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399 Main St, Ames, Iowa, 50010
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2023 Tapestry Indexes by Households



2023 Tapestry Indexes by Total Population 18+



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Downtown Ames 2
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Tapestry LifeMode Groups	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	4,289	100.0%		9,026	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	1,787	41.7%	373	3,046	33.7%	312
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
In Style (5B)	1,042	24.3%	1,088	1,800	19.9%	944
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	449	10.5%	490	731	8.1%	401
Midlife Constants (5E)	296	6.9%	286	515	5.7%	245
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. 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	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	4,289	100.0%		9,026	100.0%	
8. Middle Ground	929	21.7%	200	1,520	16.8%	166
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	929	21.7%	1,521	1,520	16.8%	1,363
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	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	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	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 Sincerity (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	1,573	36.7%	2,336	4,460	49.4%	2,202
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	1,477	34.4%	3,687	2,502	27.7%	2,771
Dorms to Diplomas (14C)	96	2.2%	460	1,958	21.7%	2,188
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.

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Downtown Ames 2
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Tapestry Urbanization Groups	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	4,289	100.0%		9,026	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	449	10.5%	63	731	8.1%	47
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	449	10.5%	490	731	8.1%	401
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)	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	3,544	82.6%	458	7,780	86.2%	514
In Style (5B)	1,042	24.3%	1,088	1,800	19.9%	944
Emerald City (8B)	929	21.7%	1,521	1,520	16.8%	1,363
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)	0	0.0%	0	0	0.0%	0
College Towns (14B)	1,477	34.4%	3,687	2,502	27.7%	2,771
Dorms to Diplomas (14C)	96	2.2%	460	1,958	21.7%	2,188

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Tapestry Urbanization Groups	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	4,289	100.0%		9,026	100.0%	
4. Suburban Periphery	296	6.9%	21	515	5.7%	17
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)	296	6.9%	286	515	5.7%	245
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 Sincerity (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
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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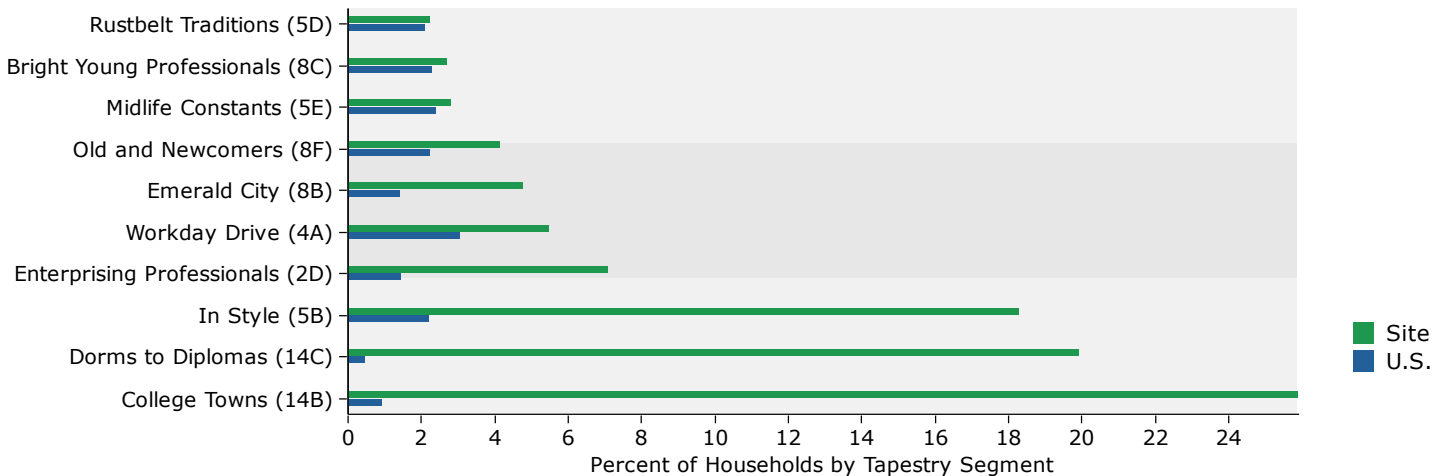
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Top Twenty Tapestry Segments

Rank	Tapestry Segment	2023 Households		2023 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	College Towns (14B)	25.9%	25.9%	0.9%	0.9%	2775
2	Dorms to Diplomas (14C)	20.0%	45.9%	0.5%	1.4%	4,101
3	In Style (5B)	18.3%	64.2%	2.2%	3.7%	821
4	Enterprising Professionals (2D)	7.1%	71.3%	1.5%	5.1%	486
5	Workday Drive (4A)	5.5%	76.8%	3.1%	8.2%	179
Subtotal		76.8%		8.2%		
6	Emerald City (8B)	4.8%	81.6%	1.4%	9.6%	335
7	Old and Newcomers (8F)	4.1%	85.7%	2.3%	11.9%	181
8	Midlife Constants (5E)	2.8%	88.6%	2.4%	14.3%	117
9	Bright Young Professionals (8C)	2.7%	91.3%	2.3%	16.6%	117
10	Rustbelt Traditions (5D)	2.3%	93.5%	2.1%	18.8%	107
Subtotal		16.7%		10.5%		
11	Exurbanites (1E)	2.1%	95.7%	1.9%	20.7%	110
12	Young and Restless (11B)	1.7%	97.4%	1.8%	22.5%	99
13	Savvy Suburbanites (1D)	1.1%	98.6%	3.0%	25.4%	39
14	Green Acres (6A)	1.0%	99.5%	3.3%	28.7%	29
15	Metro Renters (3B)	0.5%	100.0%	1.8%	30.5%	28
Subtotal		6.4%		11.8%		
Total		100.0%		30.5%		328

Top Ten Tapestry Segments Site vs. U.S.



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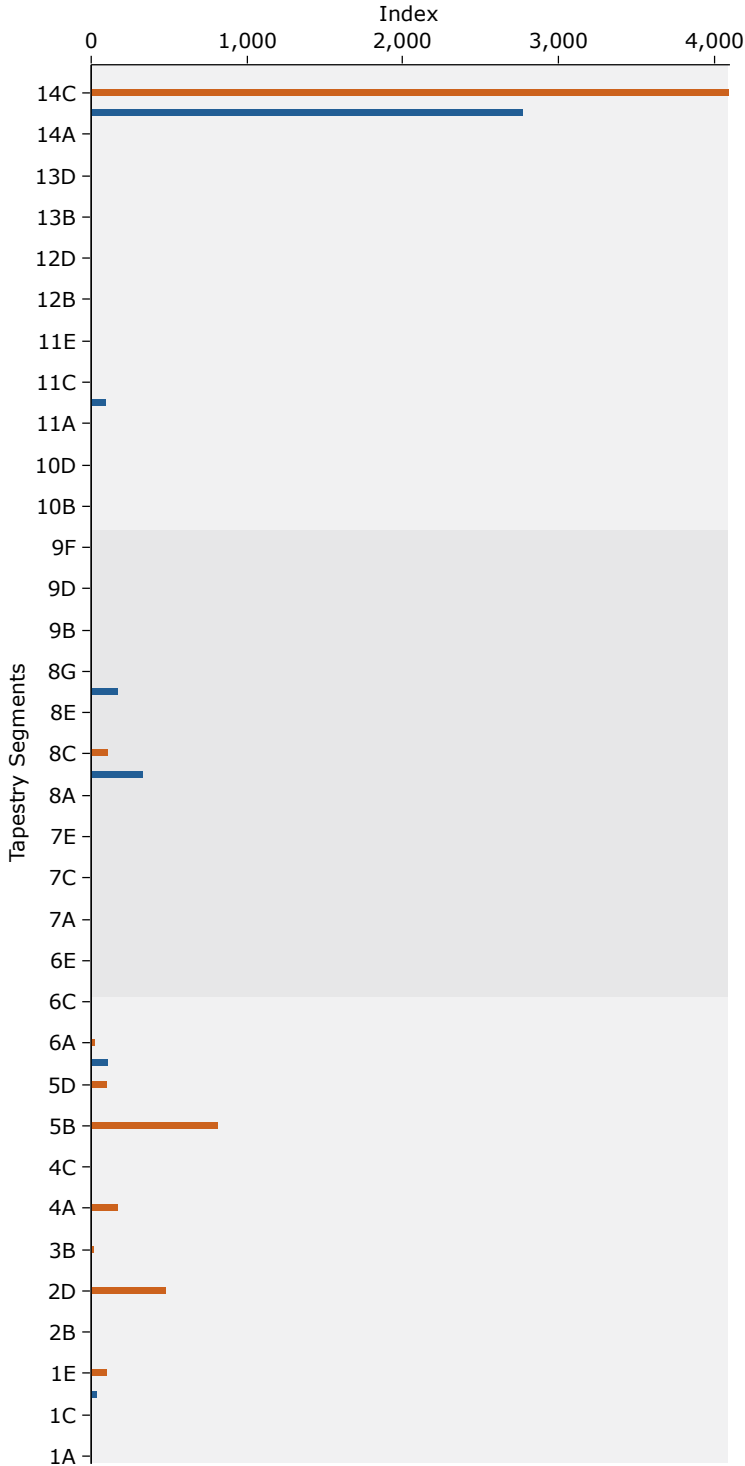


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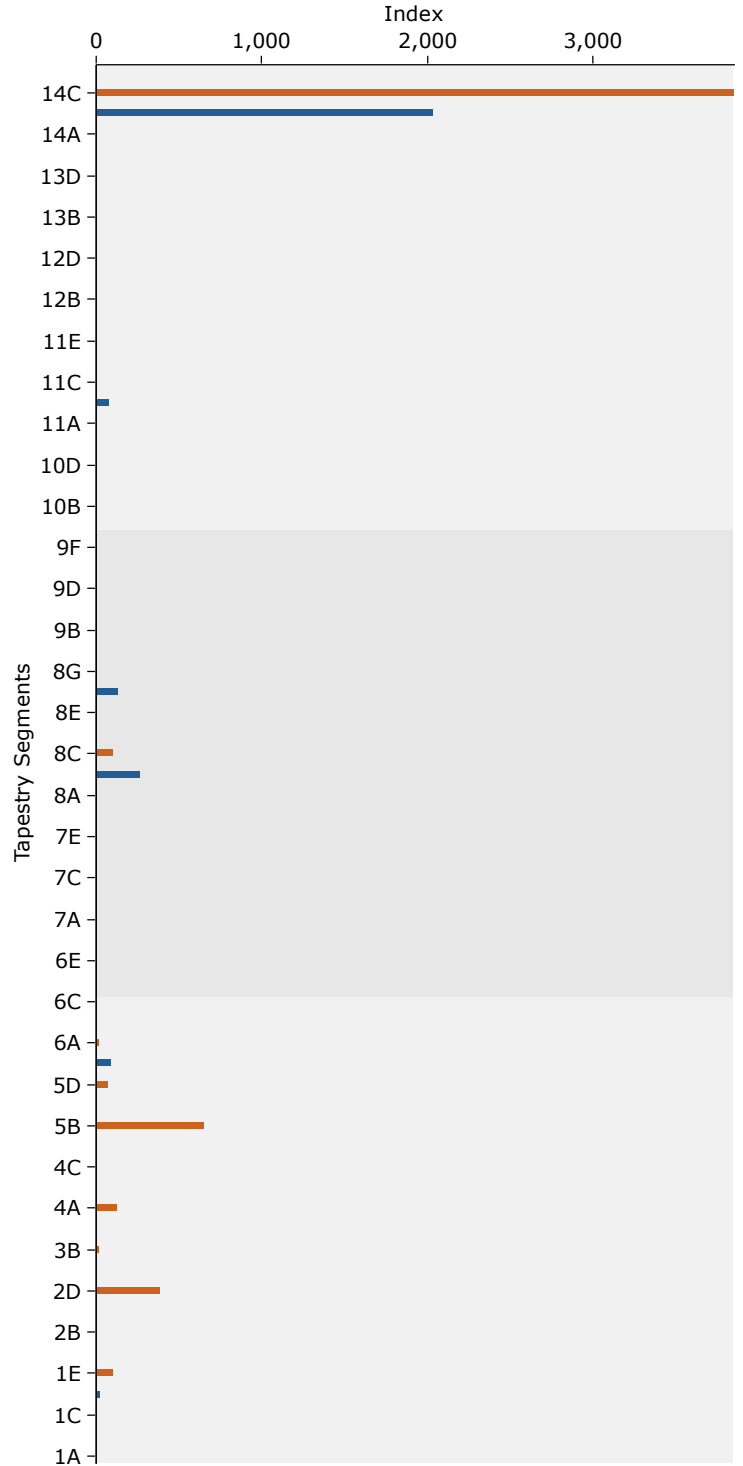
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2023 Tapestry Indexes by Total Population 18+



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Tapestry LifeMode Groups	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	22,033	100.0%		50,972	100.0%	
1. Affluent Estates	719	3.3%	32	1,537	3.0%	28
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)	253	1.1%	39	479	0.9%	29
Exurbanites (1E)	466	2.1%	110	1,058	2.1%	106
2. Upscale Avenues	1,567	7.1%	128	2,809	5.5%	94
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)	1,567	7.1%	486	2,809	5.5%	395
3. Uptown Individuals	108	0.5%	12	172	0.3%	10
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	108	0.5%	28	172	0.3%	24
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	1,211	5.5%	70	2,205	4.3%	53
Workday Drive (4A)	1,211	5.5%	179	2,205	4.3%	132
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	0	0.0%	0	0	0.0%	0
5. GenXurban	5,162	23.4%	210	9,046	17.7%	164
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
In Style (5B)	4,038	18.3%	821	7,107	13.9%	660
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	503	2.3%	107	835	1.6%	81
Midlife Constants (5E)	621	2.8%	117	1,104	2.2%	93
6. Cozy Country Living	211	1.0%	8	367	0.7%	6
Green Acres (6A)	211	1.0%	29	367	0.7%	21
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

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

Downtown Ames 2
 399 Main St, Ames, Iowa, 50010
 Drive time: 10 minute radius

Prepared by Esri
 Latitude: 42.02513
 Longitude: -93.61528

Tapestry LifeMode Groups	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	22,033	100.0%		50,972	100.0%	
8. Middle Ground	2,560	11.6%	107	4,305	8.4%	83
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	1,052	4.8%	335	1,709	3.4%	271
Bright Young Professionals (8C)	596	2.7%	117	1,189	2.3%	111
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)	912	4.1%	181	1,407	2.8%	138
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	385	1.7%	28	640	1.3%	23
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	385	1.7%	99	640	1.3%	88
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	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 Sincerity (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	10,110	45.9%	2,922	29,891	58.6%	2,614
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	5,711	25.9%	2,775	10,400	20.4%	2,040
Dorms to Diplomas (14C)	4,399	20.0%	4,101	19,491	38.2%	3,857
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

Downtown Ames 2
 399 Main St, Ames, Iowa, 50010
 Drive time: 10 minute radius

Prepared by Esri
 Latitude: 42.02513
 Longitude: -93.61528

Tapestry Urbanization Groups	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	22,033	100.0%		50,972	100.0%	
1. Principal Urban Center	108	0.5%	7	172	0.3%	5
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	108	0.5%	28	172	0.3%	24
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	1,099	5.0%	30	2,024	4.0%	23
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	503	2.3%	107	835	1.6%	81
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)	596	2.7%	117	1,189	2.3%	111
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	16,497	74.9%	415	40,754	80.0%	477
In Style (5B)	4,038	18.3%	821	7,107	13.9%	660
Emerald City (8B)	1,052	4.8%	335	1,709	3.4%	271
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	912	4.1%	181	1,407	2.8%	138
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)	385	1.7%	99	640	1.3%	88
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)	0	0.0%	0	0	0.0%	0
College Towns (14B)	5,711	25.9%	2,775	10,400	20.4%	2,040
Dorms to Diplomas (14C)	4,399	20.0%	4,101	19,491	38.2%	3,857

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

Downtown Ames 2
 399 Main St, Ames, Iowa, 50010
 Drive time: 10 minute radius

Prepared by Esri
 Latitude: 42.02513
 Longitude: -93.61528

Tapestry Urbanization Groups	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	22,033	100.0%		50,972	100.0%	
4. Suburban Periphery	4,118	18.7%	58	7,655	15.0%	45
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)	253	1.1%	39	479	0.9%	29
Exurbanites (1E)	466	2.1%	110	1,058	2.1%	106
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	1,567	7.1%	486	2,809	5.5%	395
Workday Drive (4A)	1,211	5.5%	179	2,205	4.3%	132
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)	621	2.8%	117	1,104	2.2%	93
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 Sincerity (12C)	0	0.0%	0	0	0.0%	0
6. Rural	211	1.0%	6	367	0.7%	4
Green Acres (6A)	211	1.0%	29	367	0.7%	21
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

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

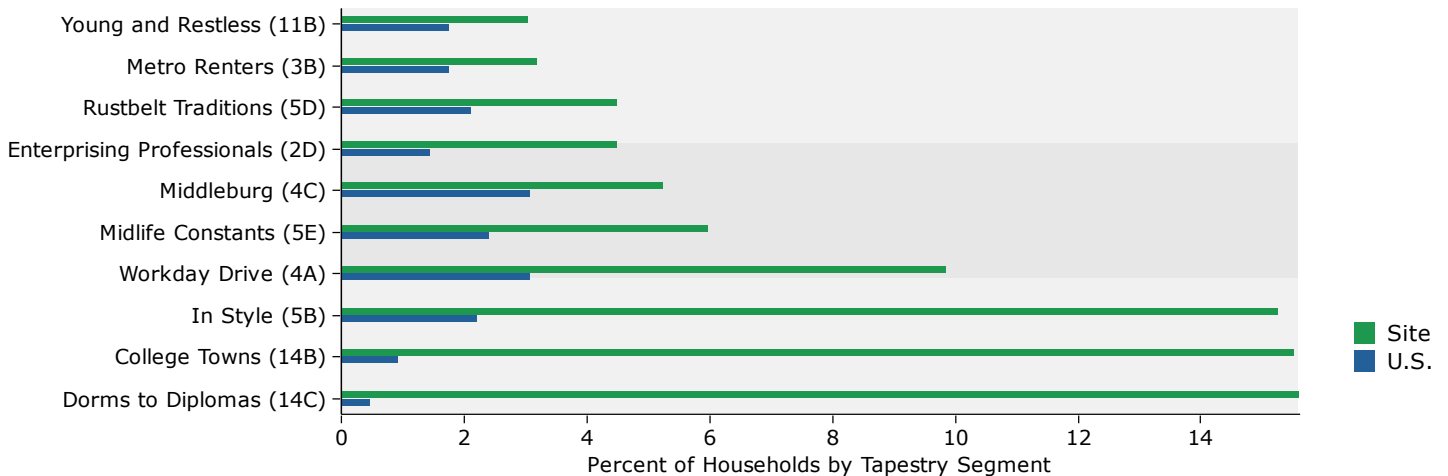
Downtown Ames 2
 399 Main St, Ames, Iowa, 50010
 Drive time: 20 minute radius

Prepared by Esri
 Latitude: 42.02513
 Longitude: -93.61528

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2023 Households		2023 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Dorms to Diplomas (14C)	15.6%	15.6%	0.5%	0.5%	3208
2	College Towns (14B)	15.5%	31.2%	0.9%	1.4%	1,664
3	In Style (5B)	15.3%	46.4%	2.2%	3.7%	684
4	Workday Drive (4A)	9.9%	56.3%	3.1%	6.7%	321
5	Midlife Constants (5E)	6.0%	62.3%	2.4%	9.1%	248
Subtotal		62.3%		9.1%		
6	Middleburg (4C)	5.3%	67.5%	3.1%	12.2%	170
7	Enterprising Professionals (2D)	4.5%	72.0%	1.5%	13.7%	307
8	Rustbelt Traditions (5D)	4.5%	76.5%	2.1%	15.8%	210
9	Metro Renters (3B)	3.2%	79.8%	1.8%	17.6%	181
10	Young and Restless (11B)	3.1%	82.8%	1.8%	19.4%	174
Subtotal		20.6%		10.3%		
11	Bright Young Professionals (8C)	3.0%	85.9%	2.3%	21.7%	132
12	Emerald City (8B)	2.9%	88.7%	1.4%	23.1%	201
13	Old and Newcomers (8F)	2.5%	91.2%	2.3%	25.4%	109
14	Savvy Suburbanites (1D)	2.5%	93.7%	3.0%	28.4%	83
15	Southern Satellites (10A)	2.1%	95.8%	3.1%	31.5%	66
Subtotal		13.0%		12.1%		
16	Green Acres (6A)	1.8%	97.6%	3.3%	34.8%	55
17	Exurbanites (1E)	1.3%	98.8%	1.9%	36.7%	66
18	Salt of the Earth (6B)	1.1%	99.9%	2.8%	39.5%	39
19	Prairie Living (6D)	0.1%	100.0%	1.0%	40.4%	7
20	Traditional Living (12B)	0.0%	100.0%	1.9%	42.3%	2
Subtotal		4.3%		10.9%		
Total		100.0%		42.3%		236

Top Ten Tapestry Segments Site vs. U.S.



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Source: Esri

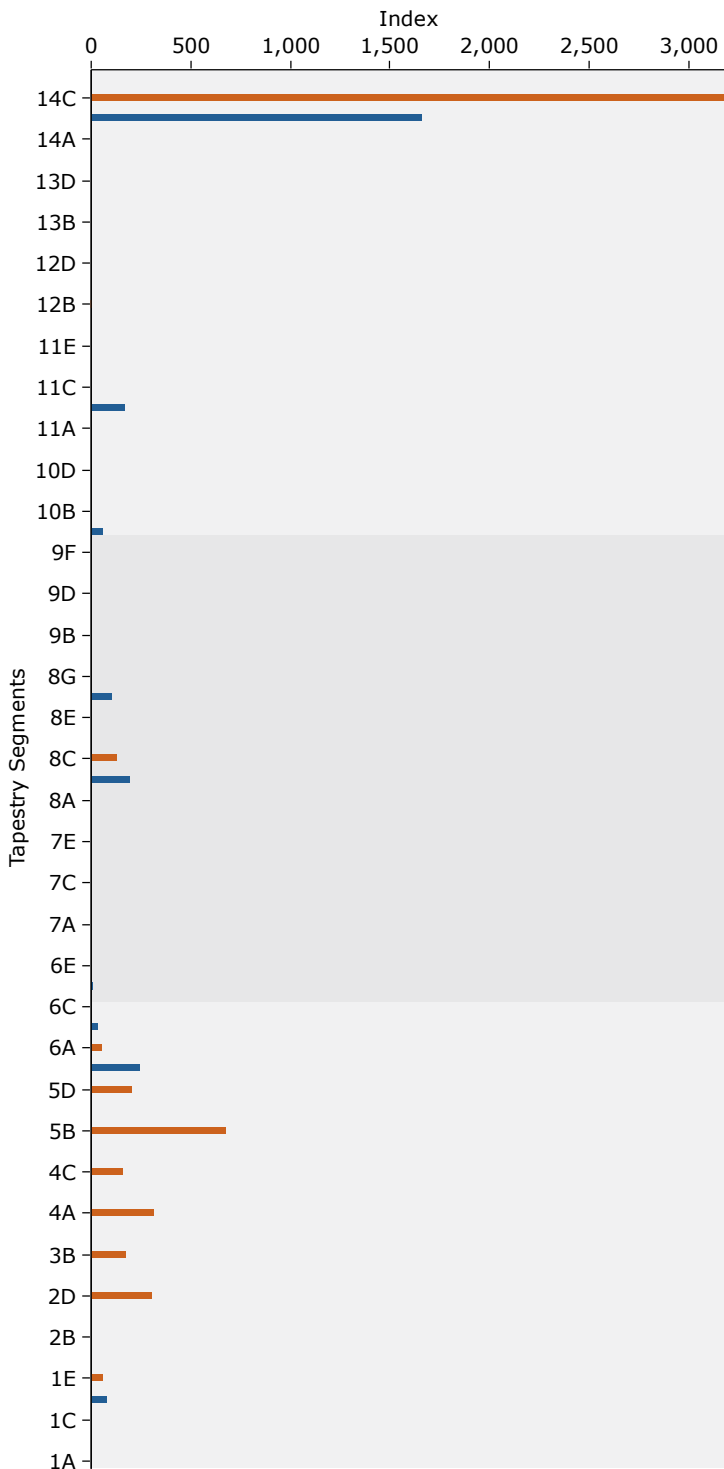


Tapestry Segmentation Area Profile

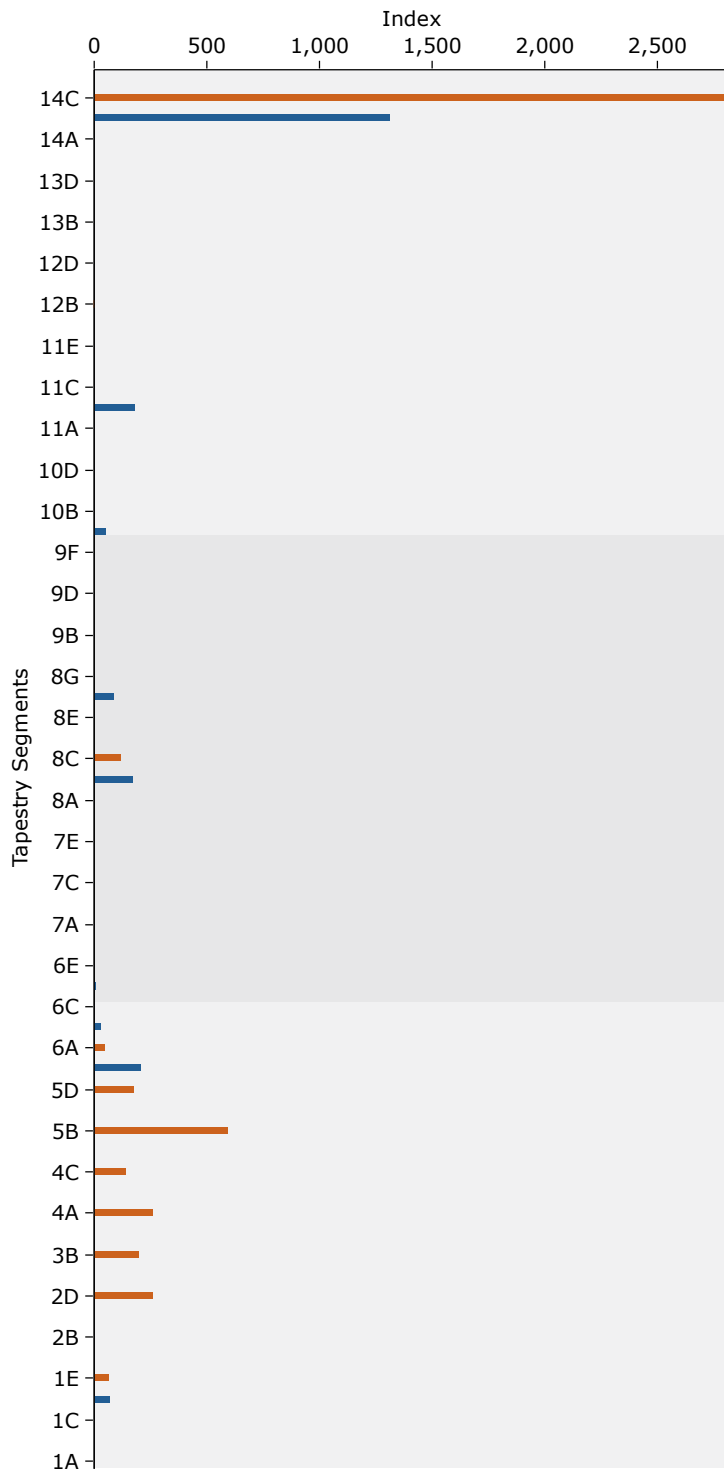
Downtown Ames 2
399 Main St, Ames, Iowa, 50010
Drive time: 20 minute radius

Prepared by Esri
Latitude: 42.02513
Longitude: -93.61528

2023 Tapestry Indexes by Households



2023 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

Downtown Ames 2
 399 Main St, Ames, Iowa, 50010
 Drive time: 20 minute radius

Prepared by Esri
 Latitude: 42.02513
 Longitude: -93.61528

Tapestry LifeMode Groups	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	36,745	100.0%		78,899	100.0%	
1. Affluent Estates	1,374	3.7%	37	2,993	3.8%	35
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)	908	2.5%	83	1,935	2.5%	76
Exurbanites (1E)	466	1.3%	66	1,058	1.3%	68
2. Upscale Avenues	1,651	4.5%	81	2,966	3.8%	64
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)	1,651	4.5%	307	2,966	3.8%	269
3. Uptown Individuals	1,183	3.2%	82	2,293	2.9%	89
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	1,183	3.2%	181	2,293	2.9%	207
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	5,560	15.1%	193	10,513	13.3%	163
Workday Drive (4A)	3,627	9.9%	321	6,863	8.7%	265
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	1,933	5.3%	170	3,650	4.6%	149
5. GenXurban	9,463	25.8%	231	16,704	21.2%	196
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
In Style (5B)	5,616	15.3%	684	9,924	12.6%	596
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	1,651	4.5%	210	2,896	3.7%	182
Midlife Constants (5E)	2,196	6.0%	248	3,884	4.9%	212
6. Cozy Country Living	1,081	2.9%	25	2,171	2.8%	24
Green Acres (6A)	659	1.8%	55	1,351	1.7%	50
Salt of the Earth (6B)	398	1.1%	39	769	1.0%	35
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	24	0.1%	7	51	0.1%	7
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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Source: Esri



Tapestry Segmentation Area Profile

Downtown Ames 2
 399 Main St, Ames, Iowa, 50010
 Drive time: 20 minute radius

Prepared by Esri
 Latitude: 42.02513
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Tapestry LifeMode Groups	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	36,745	100.0%		78,899	100.0%	
8. Middle Ground	3,090	8.4%	78	5,184	6.6%	65
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	1,052	2.9%	201	1,709	2.2%	175
Bright Young Professionals (8C)	1,120	3.0%	132	2,051	2.6%	124
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)	918	2.5%	109	1,424	1.8%	90
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	755	2.1%	26	1,367	1.7%	22
Southern Satellites (10A)	755	2.1%	66	1,367	1.7%	55
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	1,128	3.1%	49	2,127	2.7%	49
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	1,128	3.1%	174	2,127	2.7%	189
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	11	0.0%	1	18	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	11	0.0%	2	18	0.0%	1
Small Town Sincerity (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	11,449	31.2%	1,984	32,563	41.3%	1,840
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	5,711	15.5%	1,664	10,400	13.2%	1,318
Dorms to Diplomas (14C)	5,738	15.6%	3,208	22,163	28.1%	2,833
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

Downtown Ames 2
 399 Main St, Ames, Iowa, 50010
 Drive time: 20 minute radius

Prepared by Esri
 Latitude: 42.02513
 Longitude: -93.61528

Tapestry Urbanization Groups	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	36,745	100.0%		78,899	100.0%	
1. Principal Urban Center	1,183	3.2%	44	2,293	2.9%	43
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	1,183	3.2%	181	2,293	2.9%	207
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	2,771	7.5%	45	4,947	6.3%	36
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	1,651	4.5%	210	2,896	3.7%	182
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)	1,120	3.0%	132	2,051	2.6%	124
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	20,174	54.9%	304	47,765	60.5%	361
In Style (5B)	5,616	15.3%	684	9,924	12.6%	596
Emerald City (8B)	1,052	2.9%	201	1,709	2.2%	175
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	918	2.5%	109	1,424	1.8%	90
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)	1,128	3.1%	174	2,127	2.7%	189
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	0.0%	2	18	0.0%	1
College Towns (14B)	5,711	15.5%	1,664	10,400	13.2%	1,318
Dorms to Diplomas (14C)	5,738	15.6%	3,208	22,163	28.1%	2,833

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Source: Esri



Tapestry Segmentation Area Profile

Downtown Ames 2
 399 Main St, Ames, Iowa, 50010
 Drive time: 20 minute radius

Prepared by Esri
 Latitude: 42.02513
 Longitude: -93.61528

Tapestry Urbanization Groups	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	36,745	100.0%		78,899	100.0%	
4. Suburban Periphery	8,848	24.1%	74	16,706	21.2%	63
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)	908	2.5%	83	1,935	2.5%	76
Exurbanites (1E)	466	1.3%	66	1,058	1.3%	68
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	1,651	4.5%	307	2,966	3.8%	269
Workday Drive (4A)	3,627	9.9%	321	6,863	8.7%	265
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)	2,196	6.0%	248	3,884	4.9%	212
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	1,933	5.3%	56	3,650	4.6%	51
Middleburg (4C)	1,933	5.3%	170	3,650	4.6%	149
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 Sincerity (12C)	0	0.0%	0	0	0.0%	0
6. Rural	1,836	5.0%	31	3,538	4.5%	27
Green Acres (6A)	659	1.8%	55	1,351	1.7%	50
Salt of the Earth (6B)	398	1.1%	39	769	1.0%	35
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	24	0.1%	7	51	0.1%	7
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	755	2.1%	66	1,367	1.7%	55
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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