

business@mt.gov  
Missoula County, MT (30063)  
Geography: County

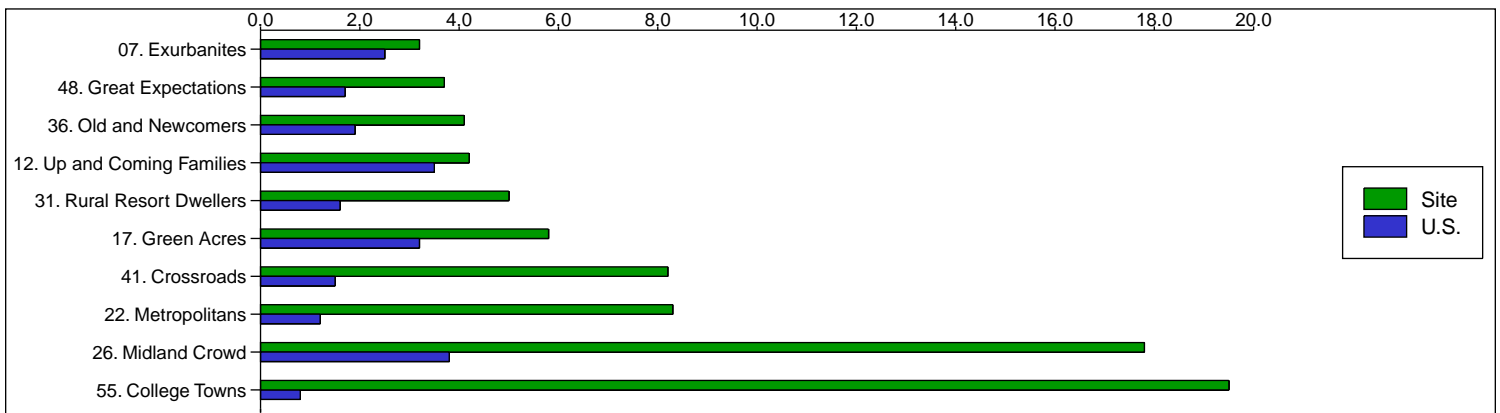
### Top Twenty Tapestry Segments

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	55. College Towns	19.5%	19.5%	0.8%	0.8%	2417
2	26. Midland Crowd	17.8%	37.3%	3.8%	4.6%	466
3	22. Metropolitan	8.3%	45.6%	1.2%	5.8%	699
4	41. Crossroads	8.2%	53.8%	1.5%	7.3%	543
5	17. Green Acres	5.8%	59.6%	3.2%	10.5%	181
	<b>Subtotal</b>	<b>59.6%</b>		<b>10.5%</b>		
6	31. Rural Resort Dwellers	5.0%	64.6%	1.6%	12.1%	306
7	12. Up and Coming Families	4.2%	68.8%	3.5%	15.6%	119
8	36. Old and Newcomers	4.1%	72.9%	1.9%	17.5%	210
9	48. Great Expectations	3.7%	76.6%	1.7%	19.2%	212
10	07. Exurbanites	3.2%	79.8%	2.5%	21.7%	129
	<b>Subtotal</b>	<b>20.2%</b>		<b>11.2%</b>		
11	06. Sophisticated Squires	3.1%	82.9%	2.7%	24.4%	114
12	13. In Style	2.8%	85.7%	2.5%	26.9%	114
13	24. Main Street, USA	2.8%	88.5%	2.6%	29.5%	107
14	52. Inner City Tenants	1.9%	90.4%	1.5%	31.0%	125
15	33. Midlife Junction	1.9%	92.3%	2.5%	33.5%	75
	<b>Subtotal</b>	<b>12.5%</b>		<b>11.8%</b>		
16	18. Cozy and Comfortable	1.6%	93.9%	2.8%	36.3%	57
17	65. Social Security Set	1.6%	95.5%	0.6%	36.9%	239
18	14. Prosperous Empty Nesters	1.5%	97.0%	1.8%	38.7%	83
19	57. Simple Living	1.3%	98.3%	1.4%	40.1%	95
20	30. Retirement Communities	1.3%	99.6%	1.5%	41.6%	90
	<b>Subtotal</b>	<b>7.3%</b>		<b>8.1%</b>		
	<b>Total</b>	<b>99.6%</b>		<b>41.6%</b>		<b>238</b>

### Top Ten Tapestry Segments

Site vs. U.S.



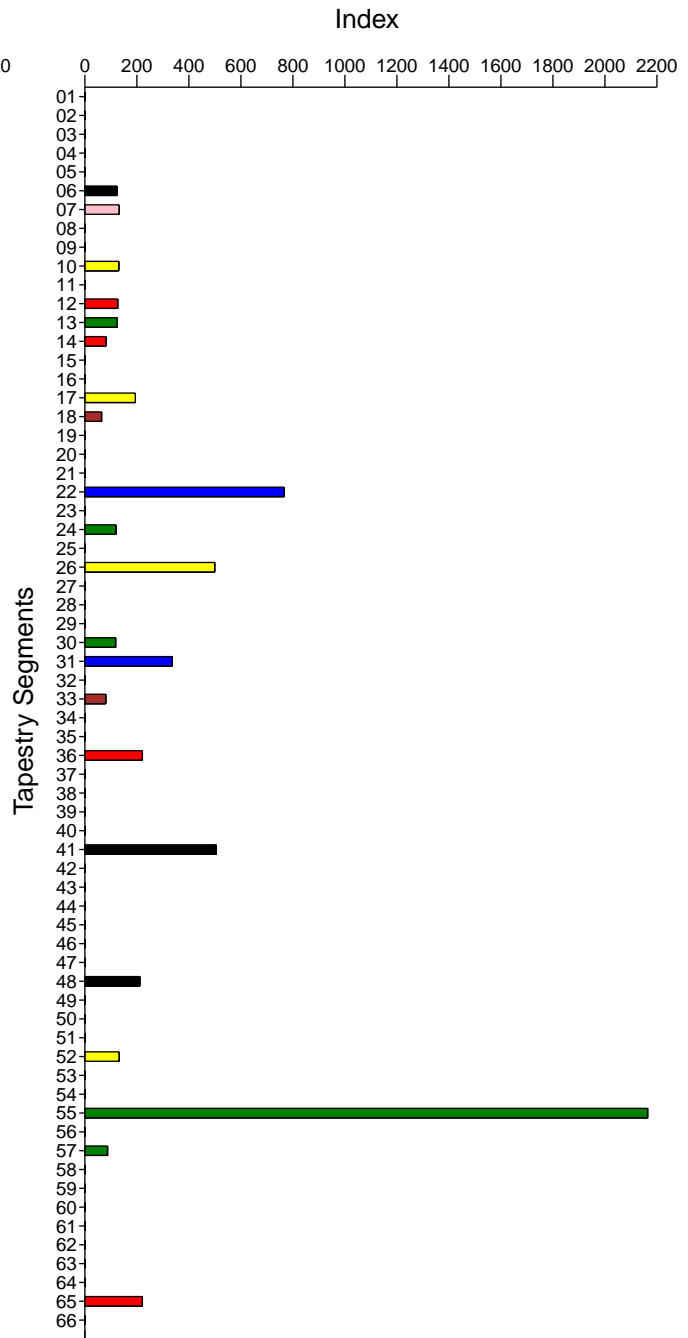
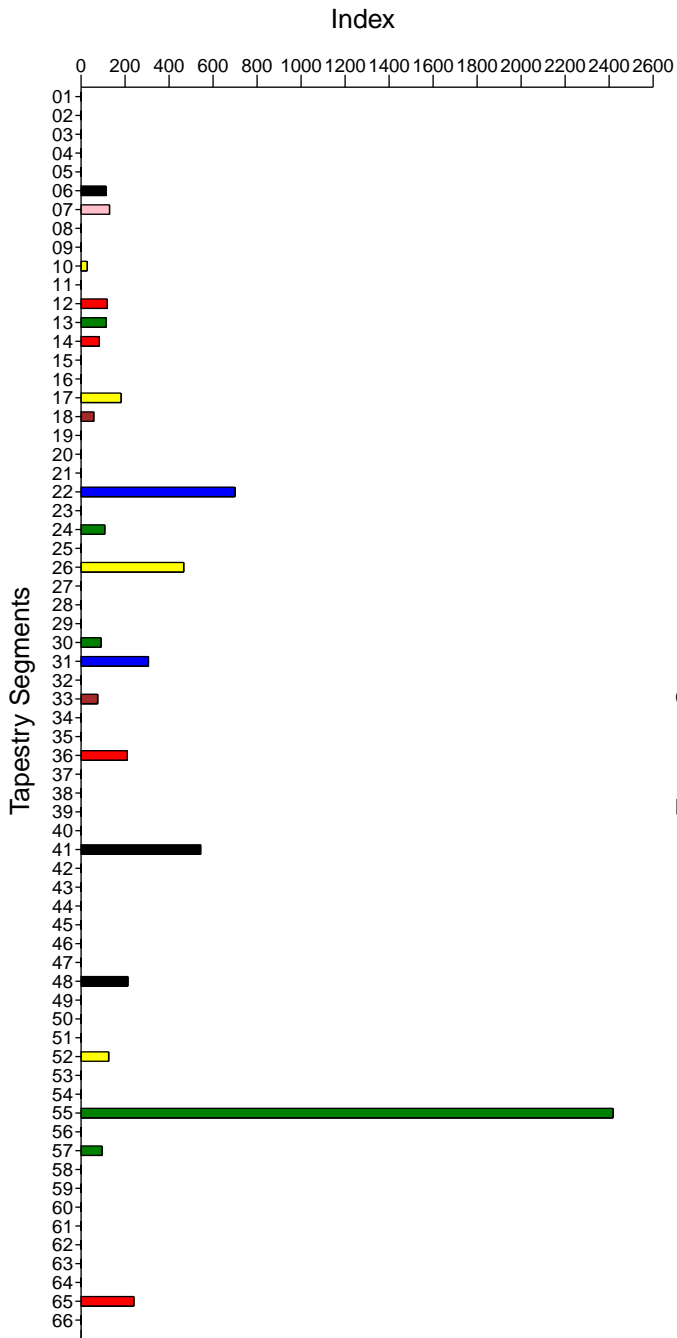
Percent of Households by Tapestry Segment

Source: ESRI

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Tapestry Indexes by Households

Tapestry Indexes by Population



Source: ESRI

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Tapestry LifeMode Groups	2010 Households			2010 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total</b>	43,872	100.0%		109,336	100.0%	
<b>L1. High Society</b>	2,791	6.4%	50	7,884	7.2%	51
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	1,370	3.1%	114	4,194	3.8%	123
07 Exurbanites	1,421	3.2%	129	3,690	3.4%	131
<b>L2. Upscale Avenues</b>	4,718	10.8%	78	14,841	13.6%	98
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	199	0.5%	27	2,656	2.4%	130
11 Pacific Heights	0	0.0%	0	0	0.0%	0
13 In Style	1,248	2.8%	114	3,120	2.9%	124
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
17 Green Acres	2,564	5.8%	181	7,110	6.5%	194
18 Cozy and Comfortable	707	1.6%	57	1,955	1.8%	64
<b>L3. Metropolis</b>	3,635	8.3%	158	8,297	7.6%	145
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitans	3,635	8.3%	699	8,297	7.6%	766
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
<b>L4. Solo Acts</b>	1,790	4.1%	60	3,651	3.3%	65
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	1,790	4.1%	210	3,651	3.3%	221
39 Young and Restless	0	0.0%	0	0	0.0%	0
<b>L5. Senior Styles</b>	2,505	5.7%	47	5,160	4.7%	46
14 Prosperous Empty Nesters	664	1.5%	83	1,487	1.4%	81
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	575	1.3%	90	1,432	1.3%	118
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	584	1.3%	95	1,096	1.0%	87
65 Social Security Set	682	1.6%	239	1,145	1.0%	221
<b>L6. Scholars &amp; Patriots</b>	8,540	19.5%	1340	17,814	16.3%	905
40 Military Proximity	0	0.0%	0	0	0.0%	0
55 College Towns	8,540	19.5%	2417	17,814	16.3%	2164
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0

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Tapestry LifeMode Groups	2010 Households			2010 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total</b>	43,872	100.0%		109,336	100.0%	
<b>L7. High Hopes</b>	1,618	3.7%	90	3,573	3.3%	85
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
48 Great Expectations	1,618	3.7%	212	3,573	3.3%	211
<b>L8. Global Roots</b>	829	1.9%	23	2,043	1.9%	19
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	829	1.9%	125	2,043	1.9%	131
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
<b>L9. Family Portrait</b>	1,831	4.2%	53	5,373	4.9%	53
12 Up and Coming Families	1,831	4.2%	119	5,373	4.9%	126
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
<b>L10. Traditional Living</b>	2,029	4.6%	53	5,169	4.7%	57
24 Main Street, USA	1,215	2.8%	107	3,258	3.0%	119
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
33 Midlife Junction	814	1.9%	75	1,911	1.7%	80
34 Family Foundations	0	0.0%	0	0	0.0%	0
<b>L11. Factories &amp; Farms</b>	0	0.0%	0	0	0.0%	0
25 Salt of the Earth	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
53 Home Town	0	0.0%	0	0	0.0%	0
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
<b>L12. American Quilt</b>	13,586	31.0%	331	35,531	32.5%	349
26 Midland Crowd	7,795	17.8%	466	21,374	19.5%	499
31 Rural Resort Dwellers	2,174	5.0%	306	5,356	4.9%	336
41 Crossroads	3,617	8.2%	543	8,801	8.0%	505
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 Urbanization Groups	2010 Households			2010 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total</b>	43,872	100.0%		109,336	100.0%	
<b>U1. Principal Urban Centers I</b>	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
<b>U2. Principal Urban Centers II</b>	682	1.6%	33	1,145	1.0%	19
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	682	1.6%	239	1,145	1.0%	221
<b>U3. Metro Cities I</b>	3,834	8.7%	77	10,953	10.0%	88
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	199	0.5%	27	2,656	2.4%	130
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	3,635	8.3%	699	8,297	7.6%	766
<b>U4. Metro Cities II</b>	3,194	7.3%	67	7,126	6.5%	66
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
30 Retirement Communities	575	1.3%	90	1,432	1.3%	118
34 Family Foundations	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	1,790	4.1%	210	3,651	3.3%	221
39 Young and Restless	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	829	1.9%	125	2,043	1.9%	131
60 City Dimensions	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0
<b>U5. Urban Outskirts I</b>	2,833	6.5%	59	6,831	6.2%	55
04 Boomburbs	0	0.0%	0	0	0.0%	0
24 Main Street, USA	1,215	2.8%	107	3,258	3.0%	119
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
48 Great Expectations	1,618	3.7%	212	3,573	3.3%	211

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<b>Total</b>	43,872	100.0%		109,336	100.0%	
<b>U6. Urban Outskirts II</b>	9,124	20.8%	406	18,910	17.3%	328
51 Metro City Edge	0	0.0%	0	0	0.0%	0
55 College Towns	8,540	19.5%	2417	17,814	16.3%	2164
57 Simple Living	584	1.3%	95	1,096	1.0%	87
59 Southwestern Families	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
<b>U7. Suburban Periphery I</b>	6,534	14.9%	94	17,864	16.3%	100
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	1,370	3.1%	114	4,194	3.8%	123
07 Exurbanites	1,421	3.2%	129	3,690	3.4%	131
12 Up and Coming Families	1,831	4.2%	119	5,373	4.9%	126
13 In Style	1,248	2.8%	114	3,120	2.9%	124
14 Prosperous Empty Nesters	664	1.5%	83	1,487	1.4%	81
15 Silver and Gold	0	0.0%	0	0	0.0%	0
<b>U8. Suburban Periphery II</b>	1,521	3.5%	36	3,866	3.5%	39
18 Cozy and Comfortable	707	1.6%	57	1,955	1.8%	64
29 Rustbelt Retirees	0	0.0%	0	0	0.0%	0
33 Midlife Junction	814	1.9%	75	1,911	1.7%	80
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	0	0.0%	0	0	0.0%	0
<b>U9. Small Towns</b>	3,617	8.2%	171	8,801	8.0%	179
41 Crossroads	3,617	8.2%	543	8,801	8.0%	505
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	0	0.0%	0	0	0.0%	0
<b>U10. Rural I</b>	12,533	28.6%	251	33,840	31.0%	270
17 Green Acres	2,564	5.8%	181	7,110	6.5%	194
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
26 Midland Crowd	7,795	17.8%	466	21,374	19.5%	499
31 Rural Resort Dwellers	2,174	5.0%	306	5,356	4.9%	336
<b>U11. Rural II</b>	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.

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