

Data Collection and Map Summary of Seven Counties Based on Data of Tapestry 2016, ESRI

Updated on June, 23th, 2017
Wenzheng Li

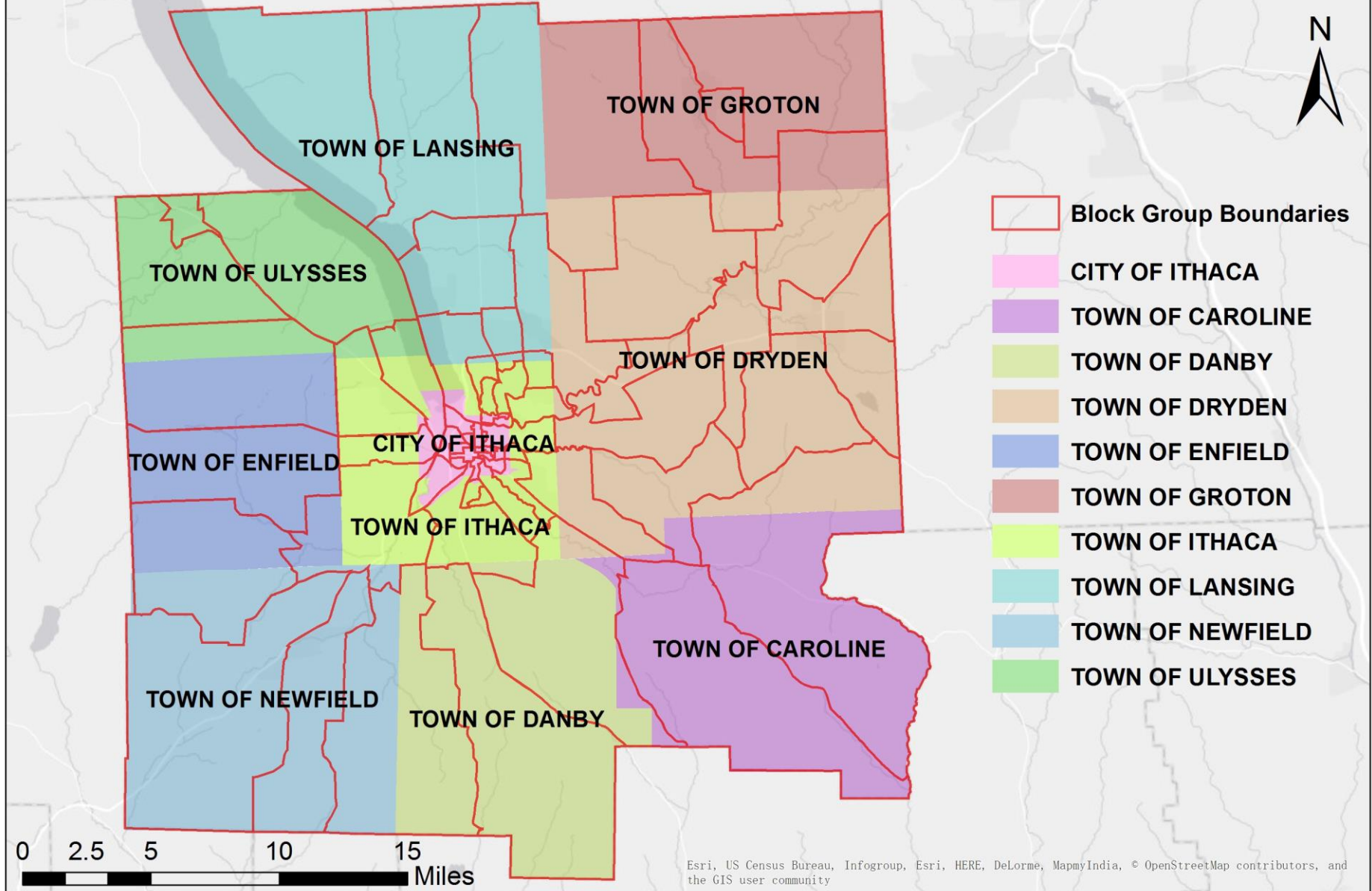


Please Note:

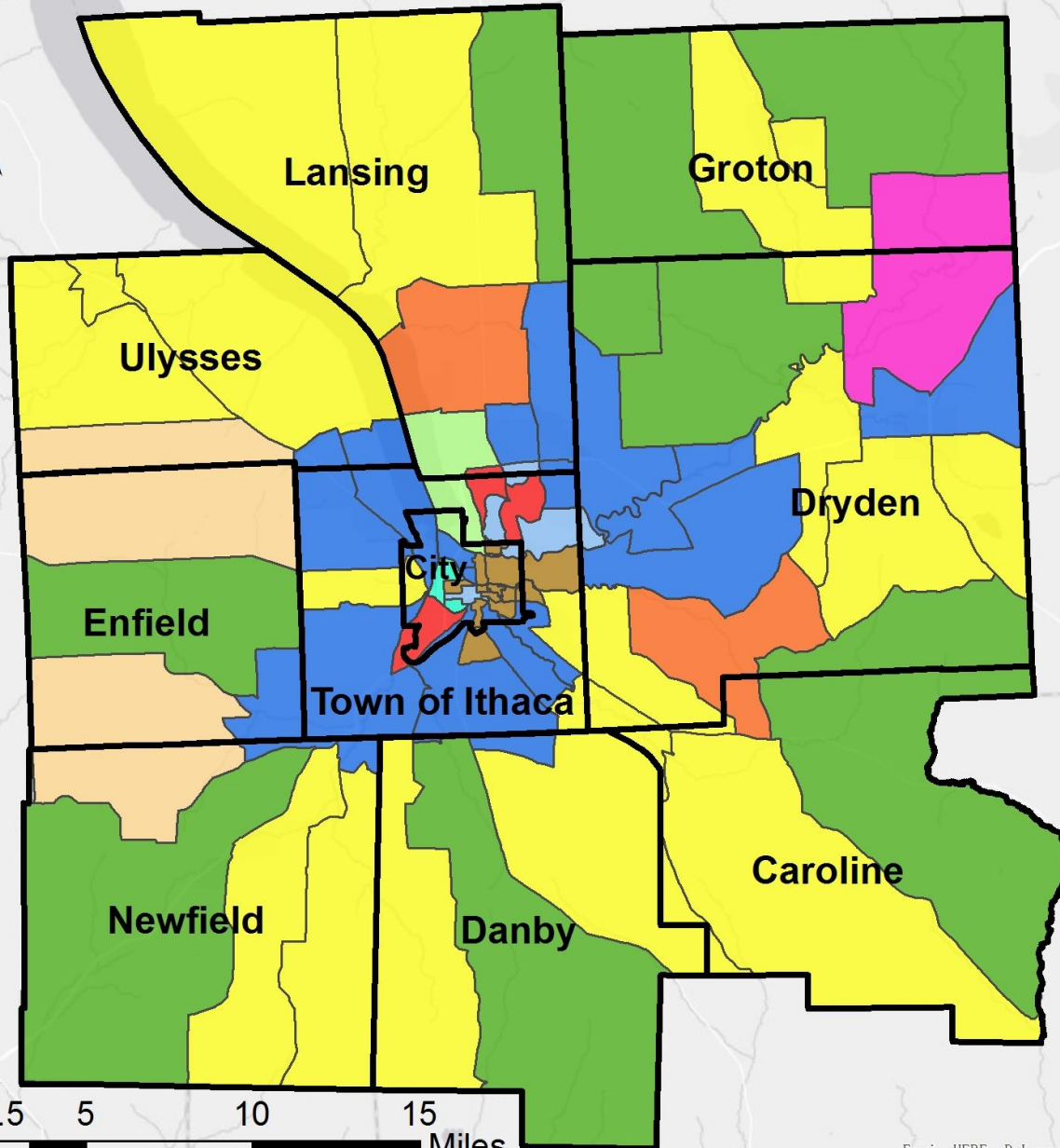
- 1). This PDF is the Summation of Maps based on 2016 Tapestry data in all seven counties. The information displays in block groups level which is the smallest scale available in Tapestry, ESRI. Town boundaries are also overlapped on maps in order to give intuitional location and identification of block groups as well as LifeMode segments.
- 2). Each county includes two kinds of Map. One measures the LifeMode of residents and plays as the key role in identify potential customers. Another kind of map presents Degree of Urbanization. The greener (less urbanization) the area is, the more applicable it is to our Carshare project. Page 20-25 shows the determining criterion of Degree of Urbanization.
- 3). There are summary maps at the end that include LifeMode and Degree of Urbanization of all seven counties.
- 4.) For table data source, please download **Excel file** on Basecamp.

Tompkins County

Map of Block Groups and Towns of Tompkins County



The LifeMode Segments of Tompkins County in Block Groups Level



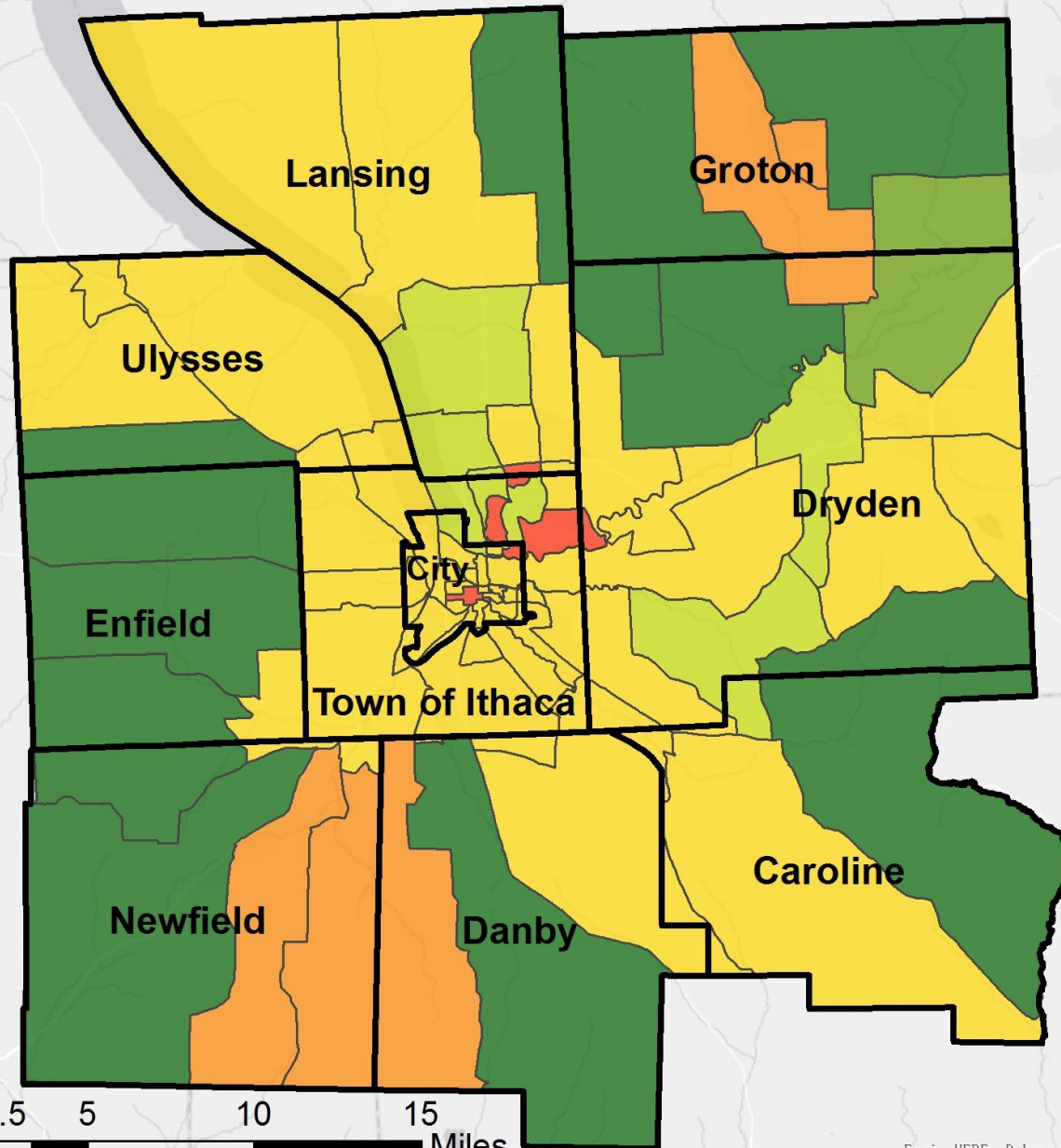
- Town Boundaries**
- LifeMode Segments**
- [Savvy Suburbanites \(1D\)](#)
[Exurbanites \(1E\)](#)
 - [Urban Chic \(2A\)](#)
 - [Laptops and Lattes \(3A\)](#)
[Metro Renter \(3B\)](#)
 - [Middleburg \(4C\)](#)
 - [In Style \(5B\)](#)
[Parks and Rec \(5C\)](#)
[Rustbelt Traditions \(5D\)](#)
 - [Great Acres \(6A\)](#)
[Salt of Earth \(6B\)](#)
[The Great outdoors \(6C\)](#)
 - [Emerald City \(8B\)](#)
[Old and Newcomers \(8F\)](#)
 - [Golden Years \(9B\)](#)
[Social Security Set \(9F\)](#)
 - [Southern Satellites \(10A\)](#)
 - [Set to Impress \(11D\)](#)
 - [College Towns \(14B\)](#)
[Dorms to Diplomas \(14C\)](#)

Map Source:
2016 ESRI Tapestry;
Cornell University Geospatial
Information Repository

Map Prepared by:
Department of Social Services,
Tompkins County,
June 22th, 2017



The Degree of Urbanization of Tompkins County in Block Groups Level



Town Boundaries

Degree of Urbanization



Principal Urban Center



Urban Periphery



Metro Cities



Suburban Periphery



Semirural



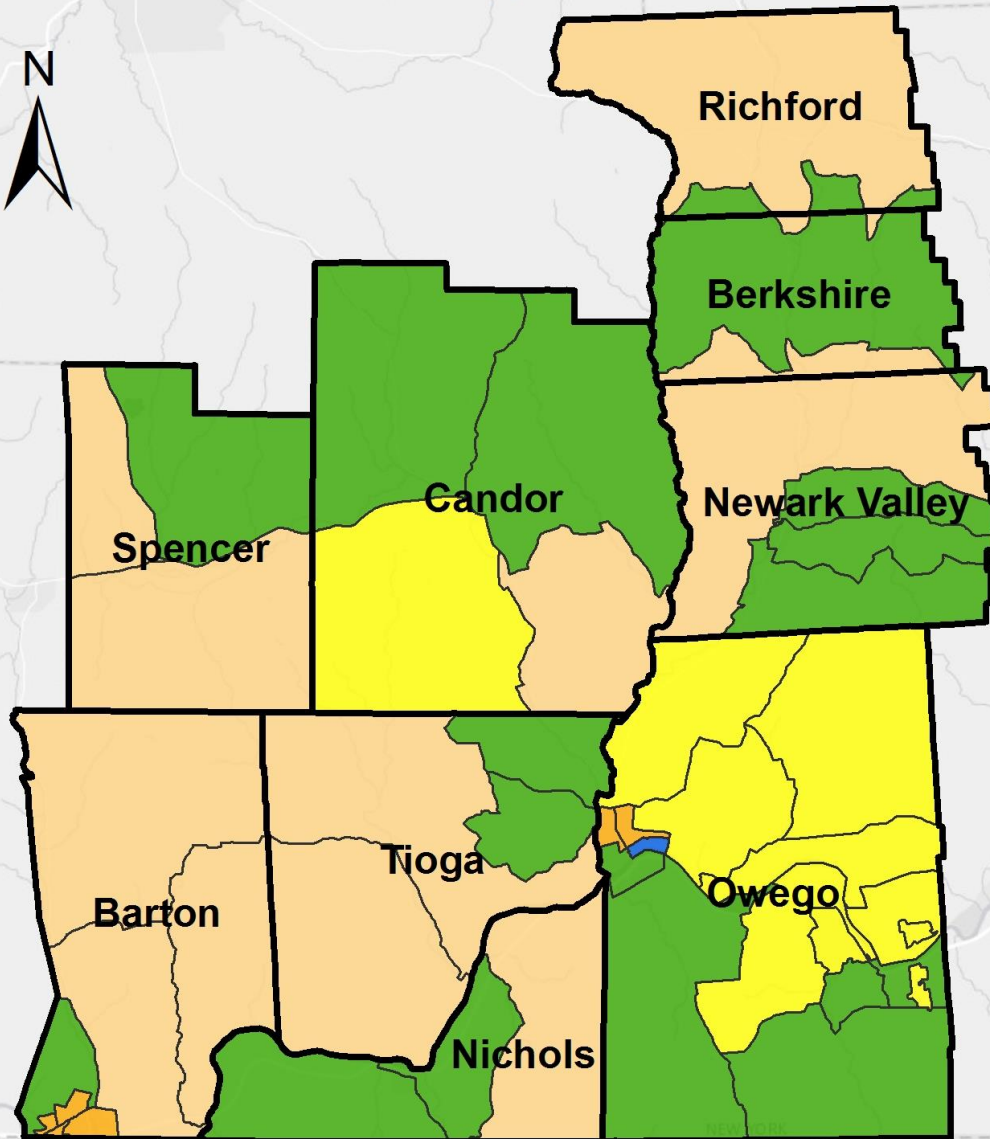
Rural

Map Source:
2016 ESRI Tapestry;
Cornell University Geospatial
Information Repository

Map Prepared by:
Department of Social Services,
Tompkins County,
June 22th,2017

Tioga County

The LifeMode Segments of Tioga County in Block Groups Level



Town Boundaries

LifeMode Segments



Comfortable Empty Nesters (5A)
Rustbelt Traditions (5D)



Green Acres (6A)
Salt of the Earth (6B)
The Great Outdoors (6C)
Heartland Communities (6F)



Old and Newcomers (8F)



Southern Satellites (10A)



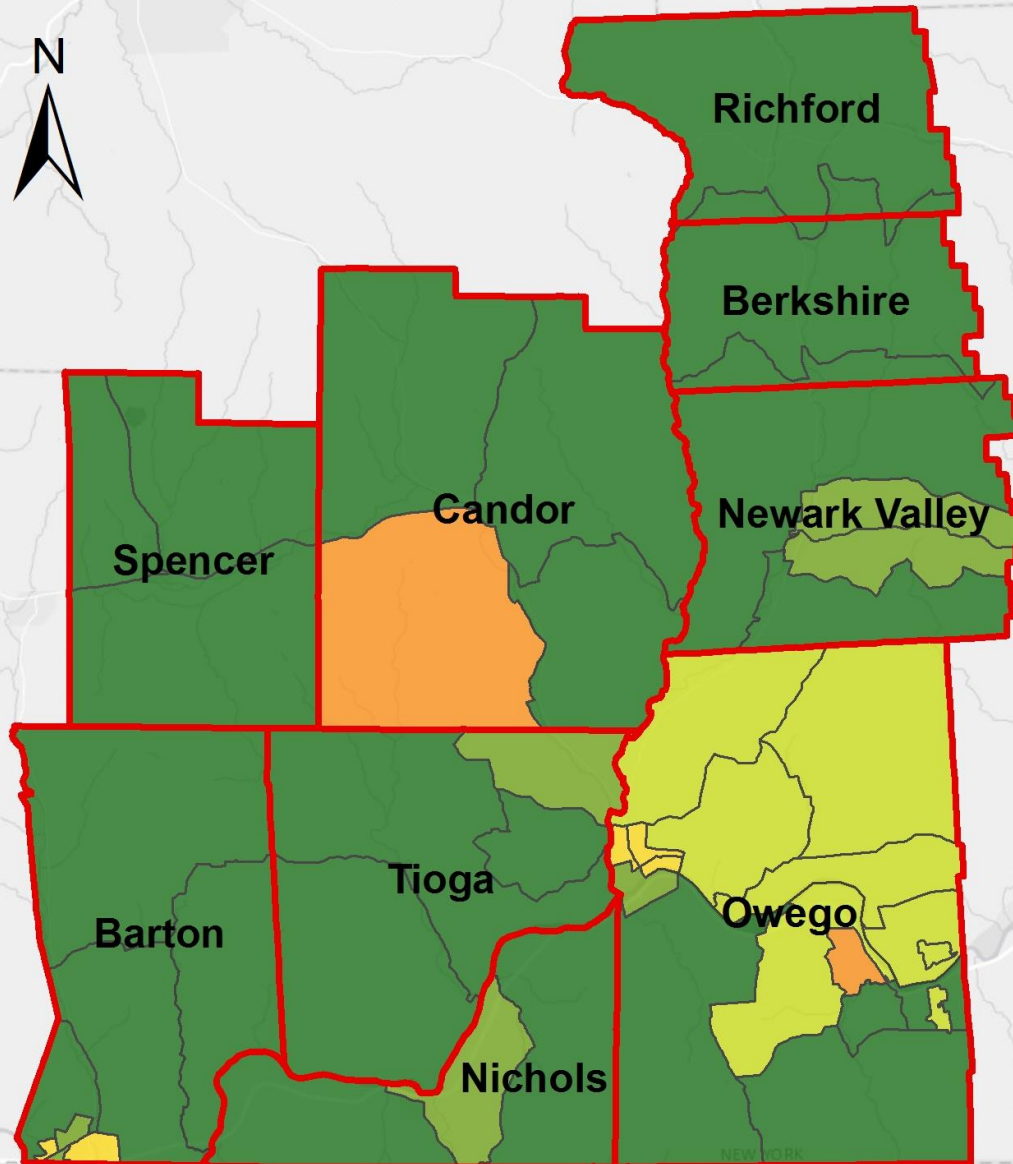
Traditional Living (12B)
Small Town Simplicity (12C)

Map Source:
2016 ESRI Tapestry;
Cornell University Geospatial Information Repository

Map Prepared by:
Department of Social Services, Tompkins County
June 22th, 2017

0 2.5 5 10 15 Miles

The Degree of Urbanization of Tioga County in Block Groups Level



Town Boundaries

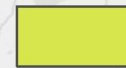
Degree of Urbanization



Urban Periphery



Metro Cities



Suburban Periphery



Semirural



Rural

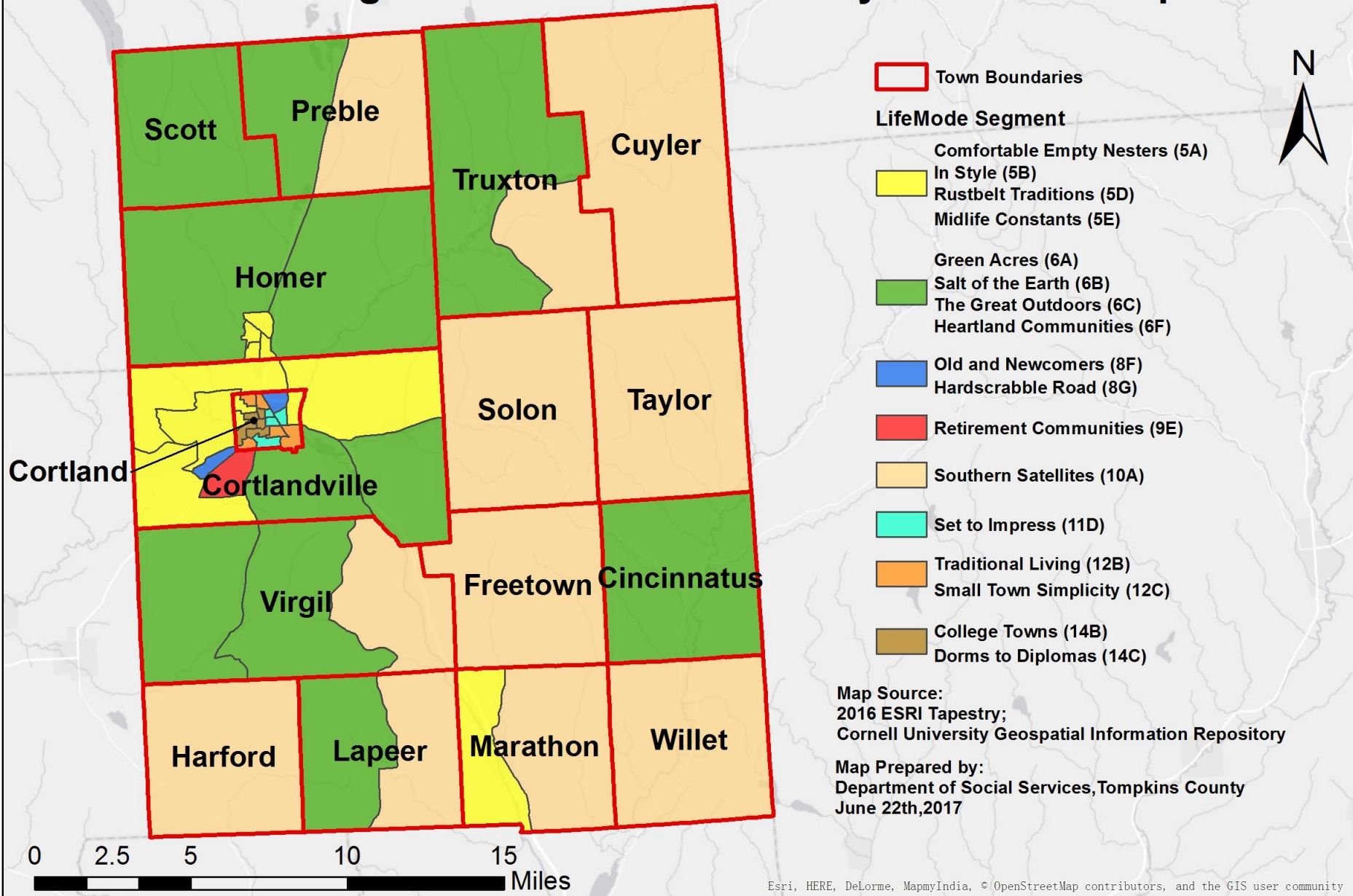
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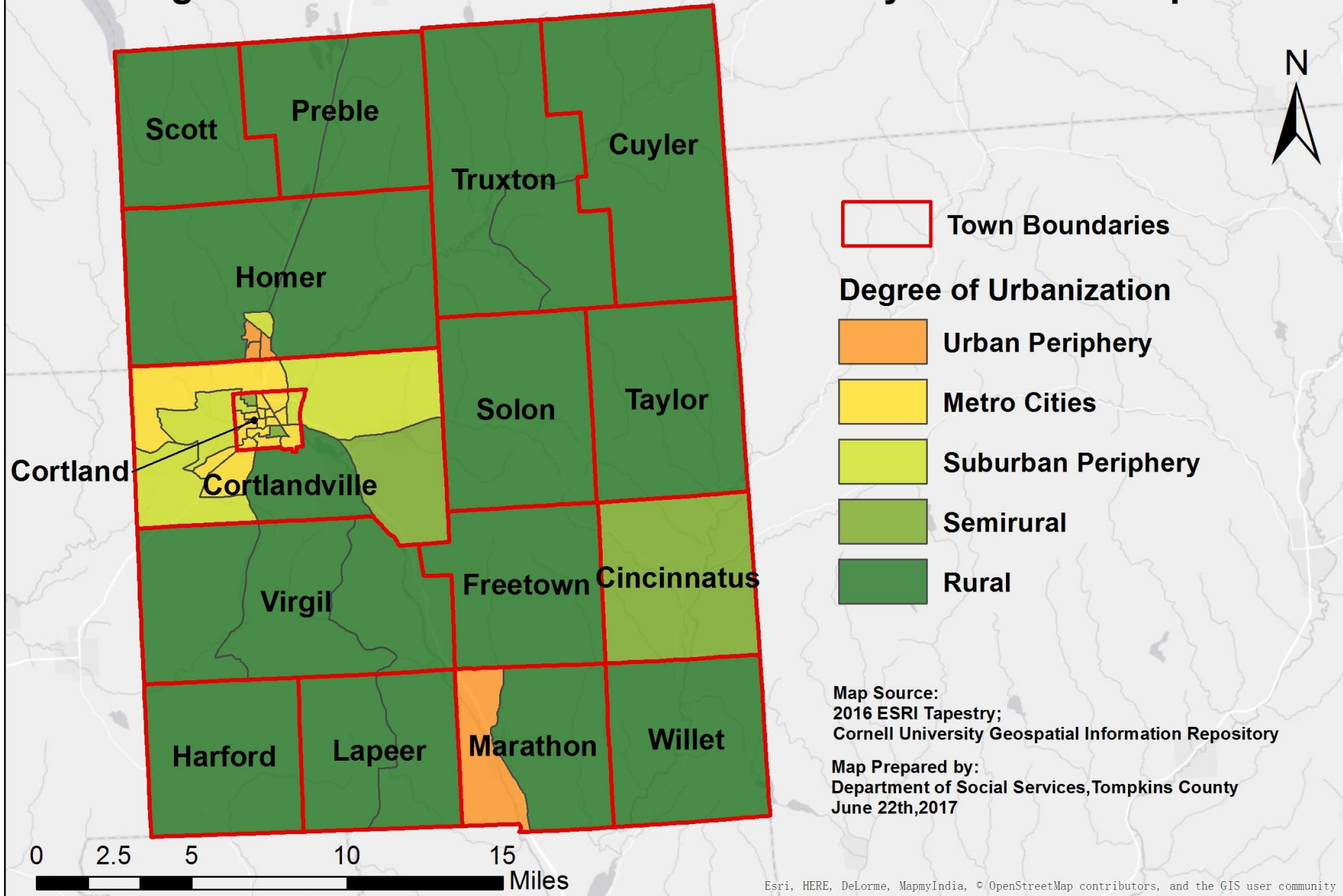
0 2.5 5 10 15 Miles

Cortland County

The LifeMode Segments of Cortland County in Block Groups Level

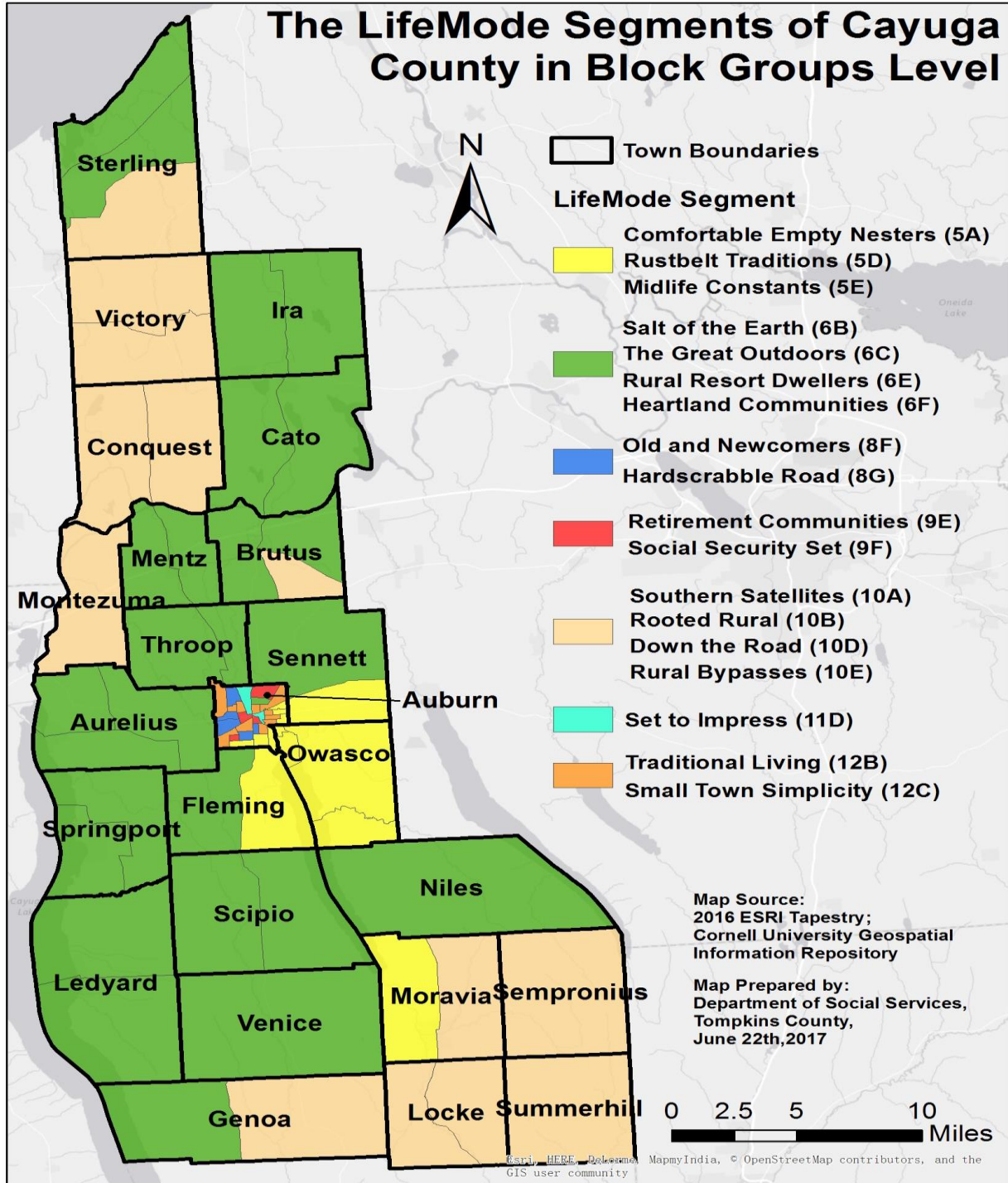


The Degree of Urbanization of Cortland County in Block Groups Level

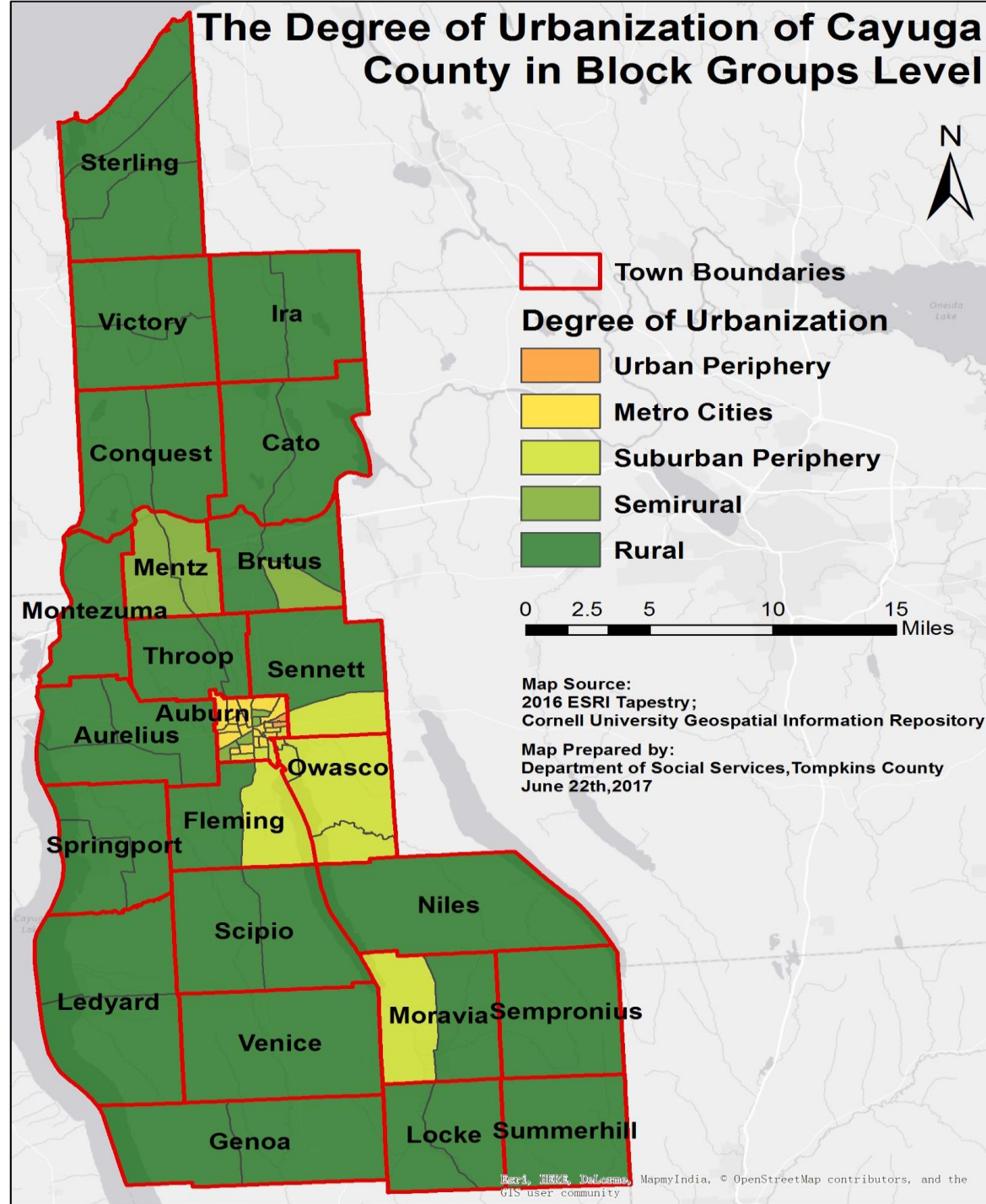


Cayuga County

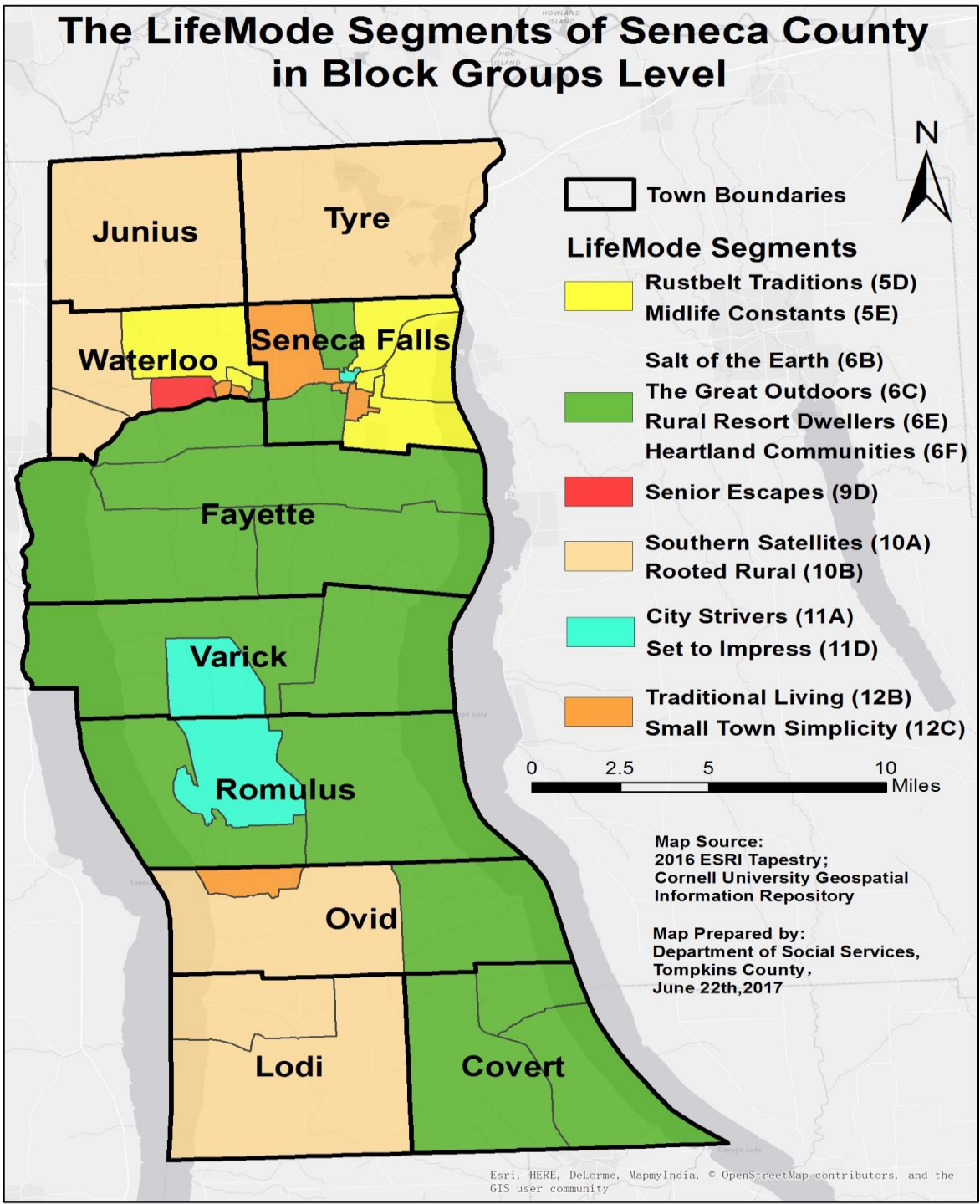
The LifeMode Segments of Cayuga County in Block Groups Level



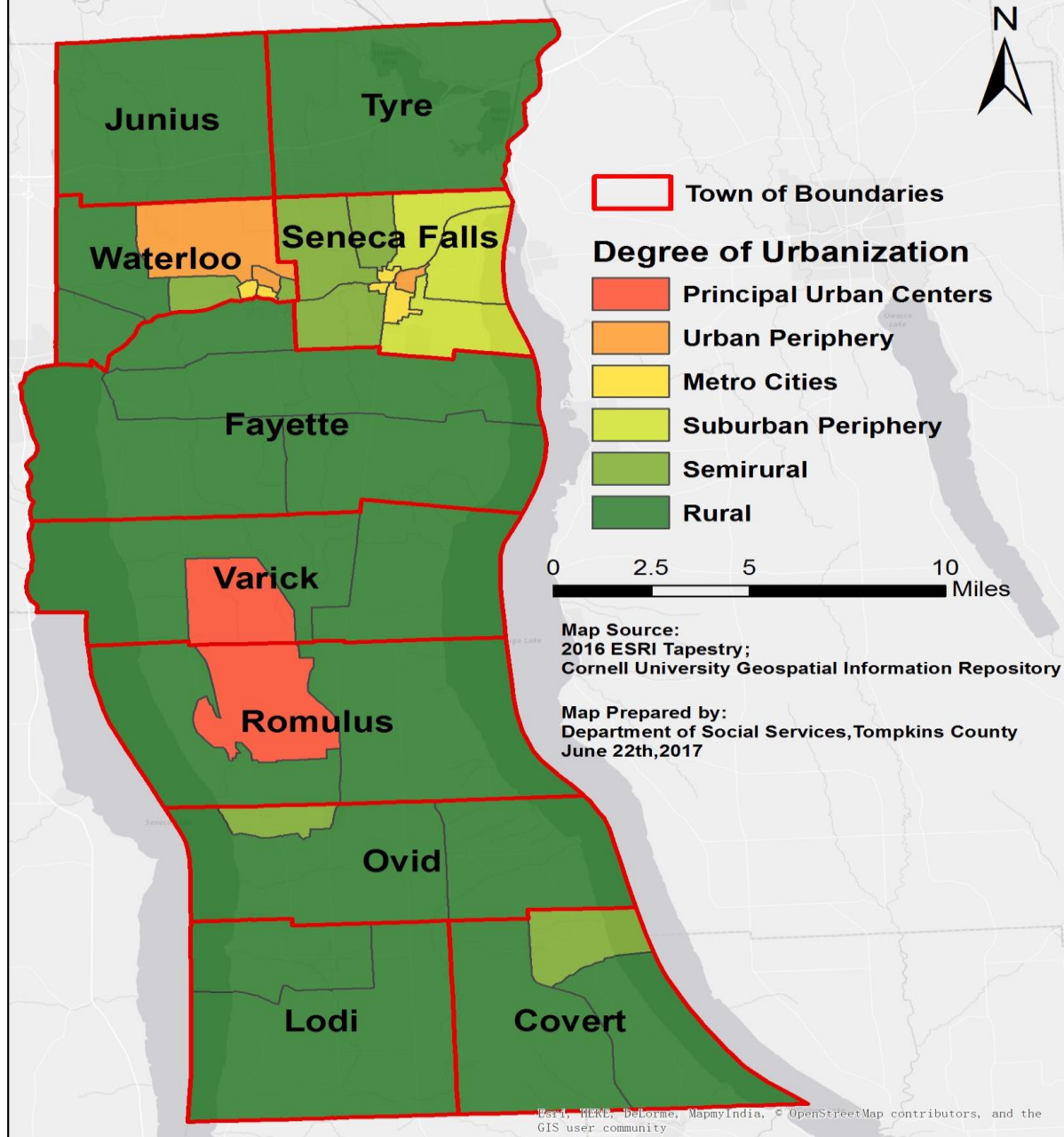
The Degree of Urbanization of Cayuga County in Block Groups Level



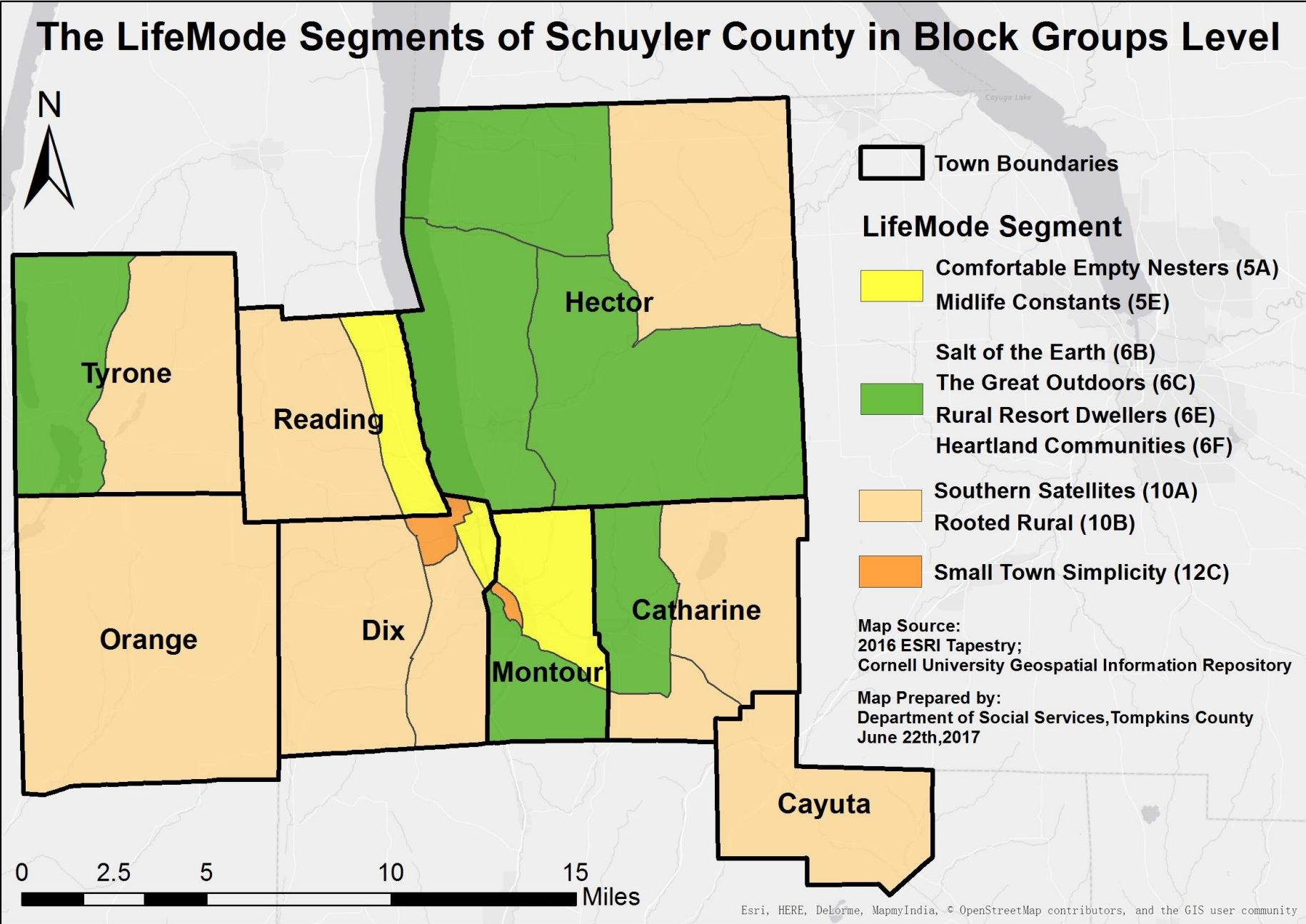
Seneca County



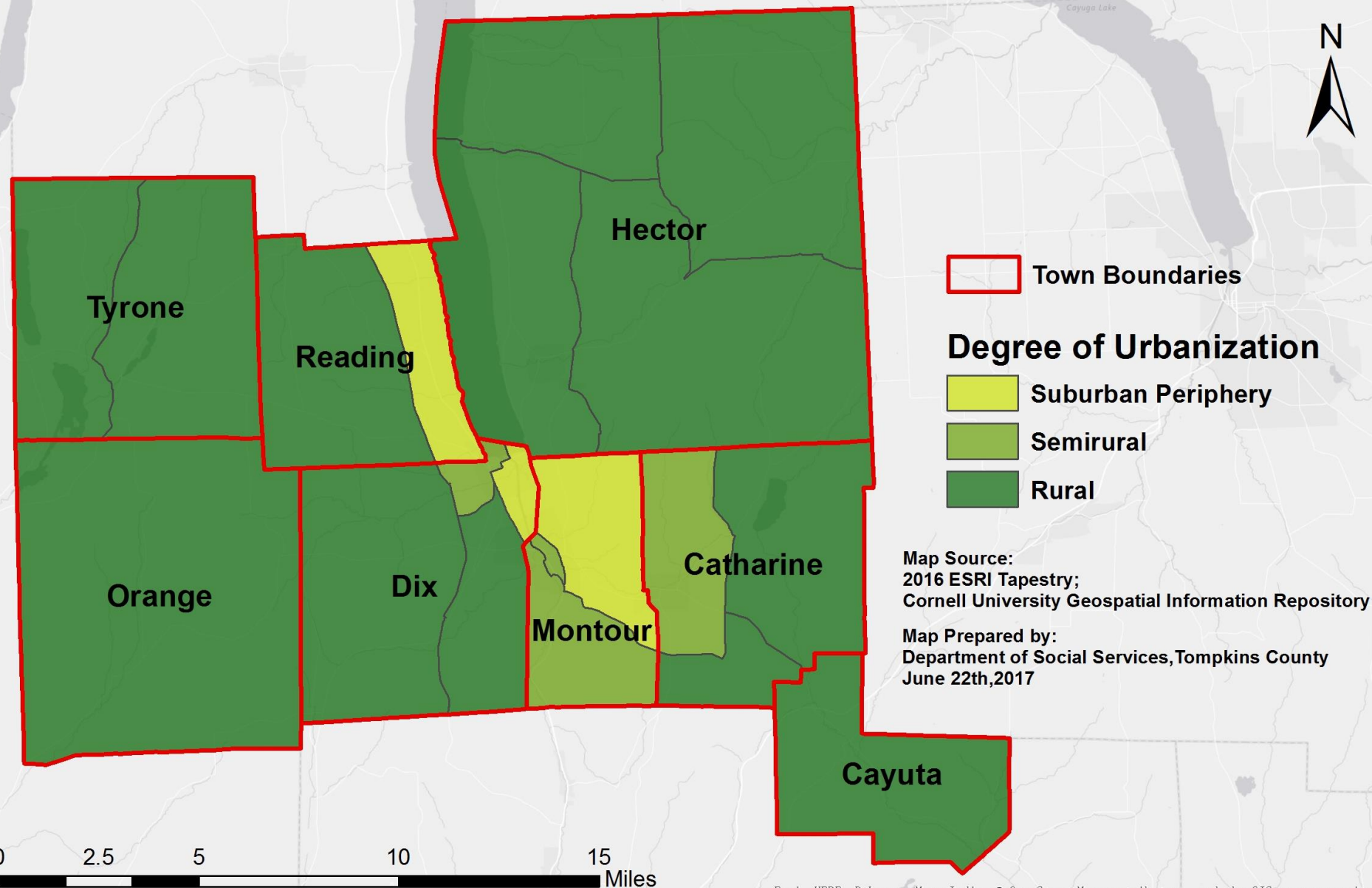
The Degree of Urbanization of Seneca County in Block Groups Level



Schuyler County

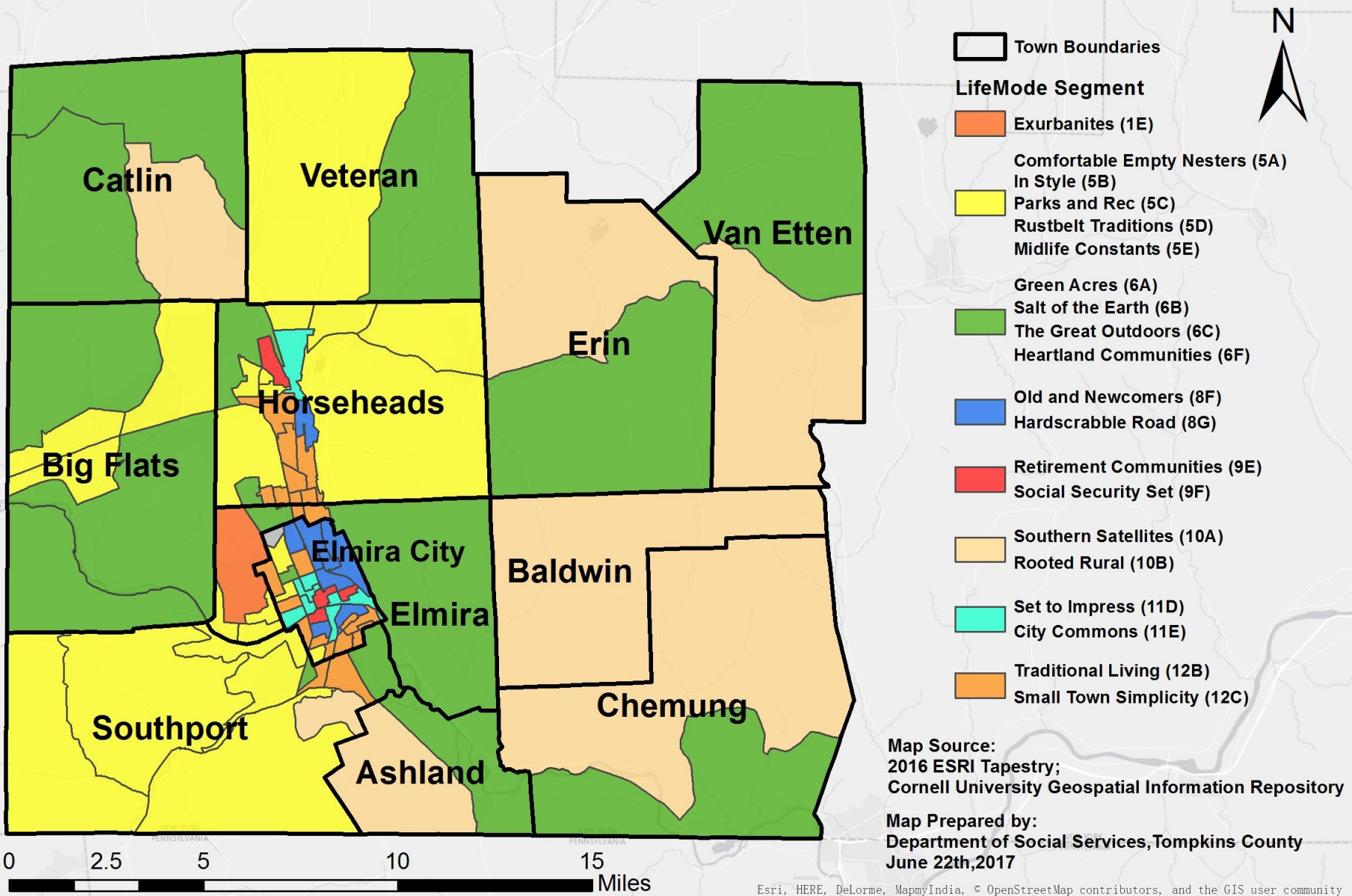


The Degree of Urbanization of Schuyler County in Block Groups Level

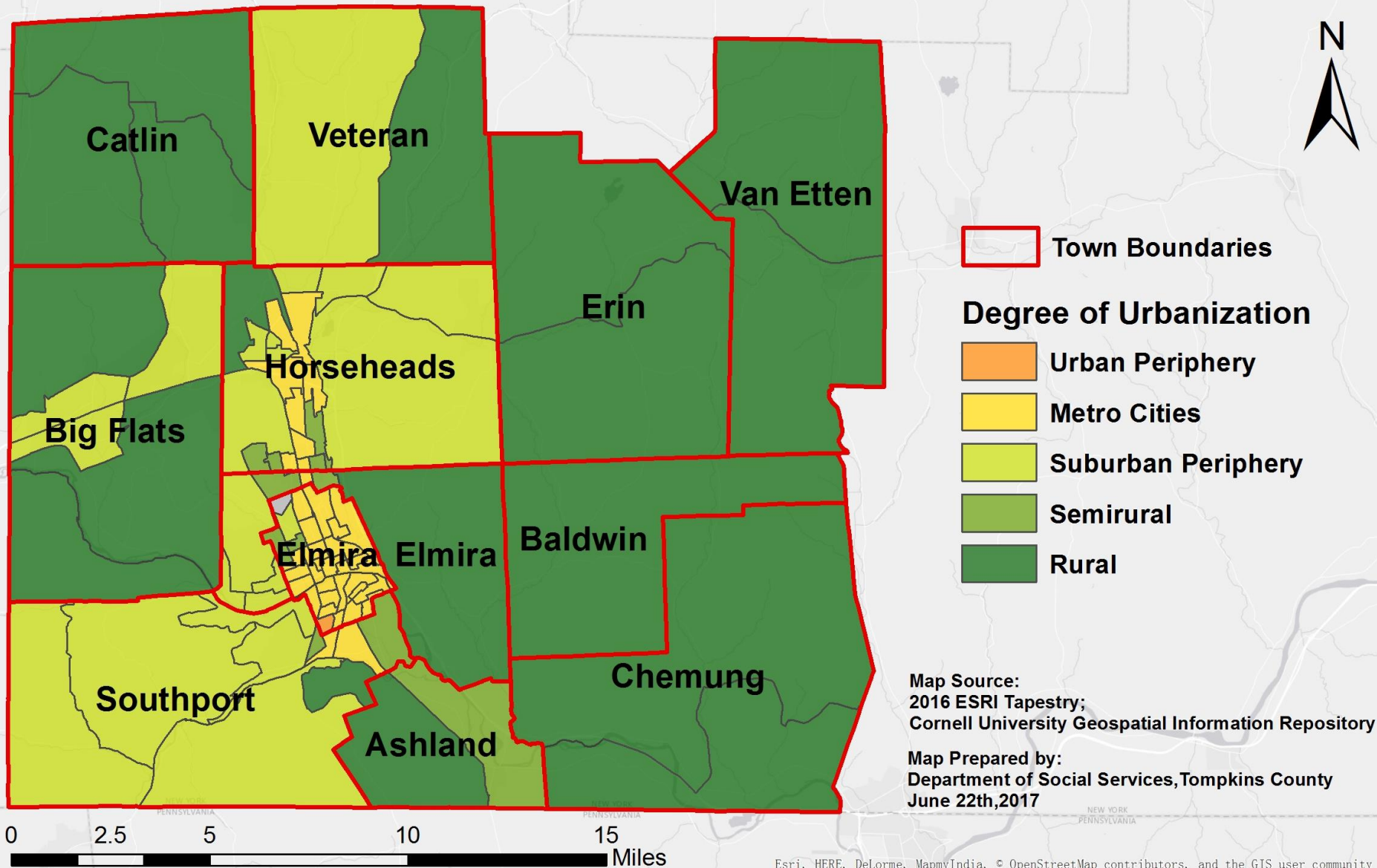


Chemung County

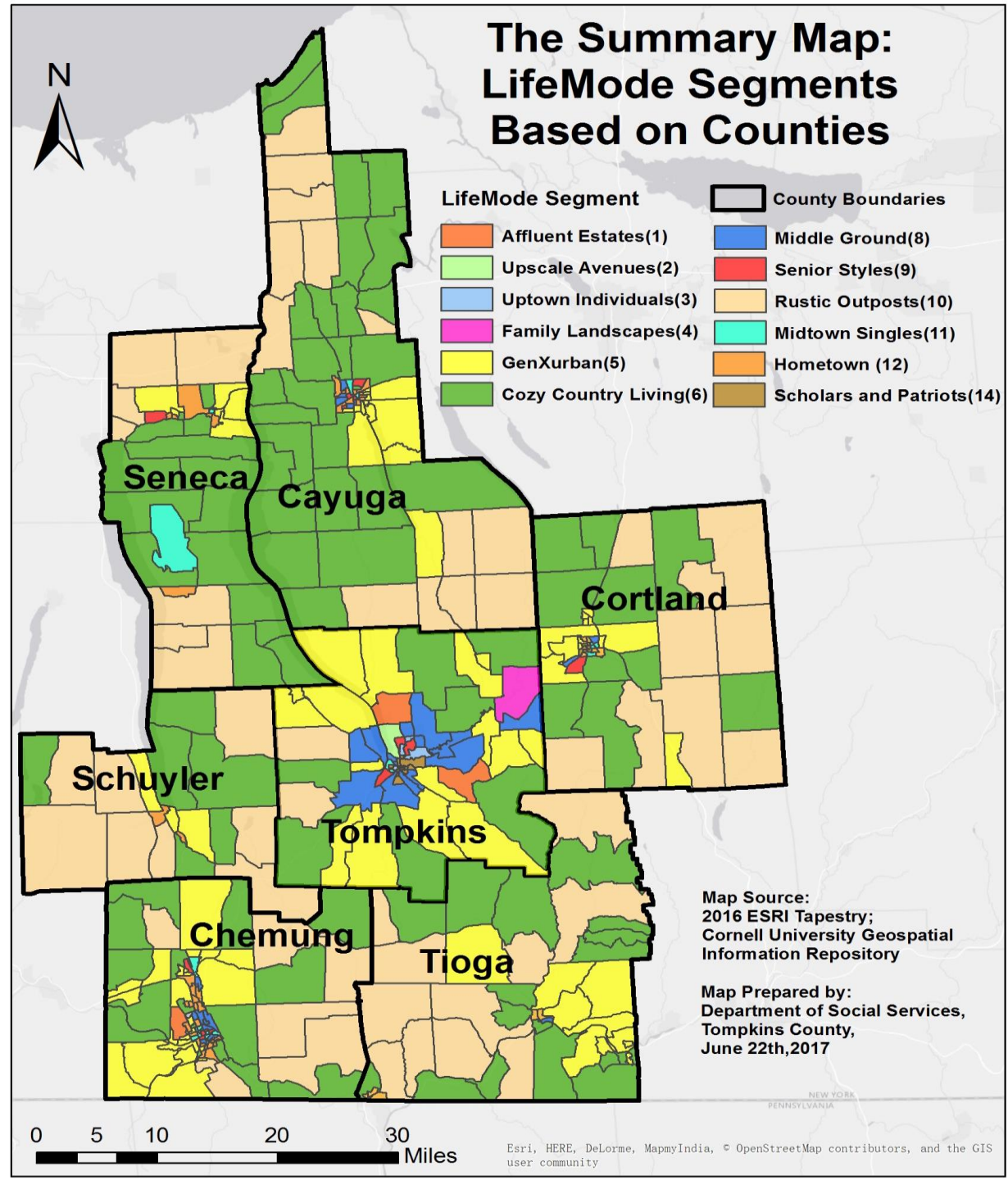
The LifeMode Segments of Chemung County in Block Groups Level



The Degree of Urbanization of Chemung County in Block Groups Level



Summary Map of all seven counties

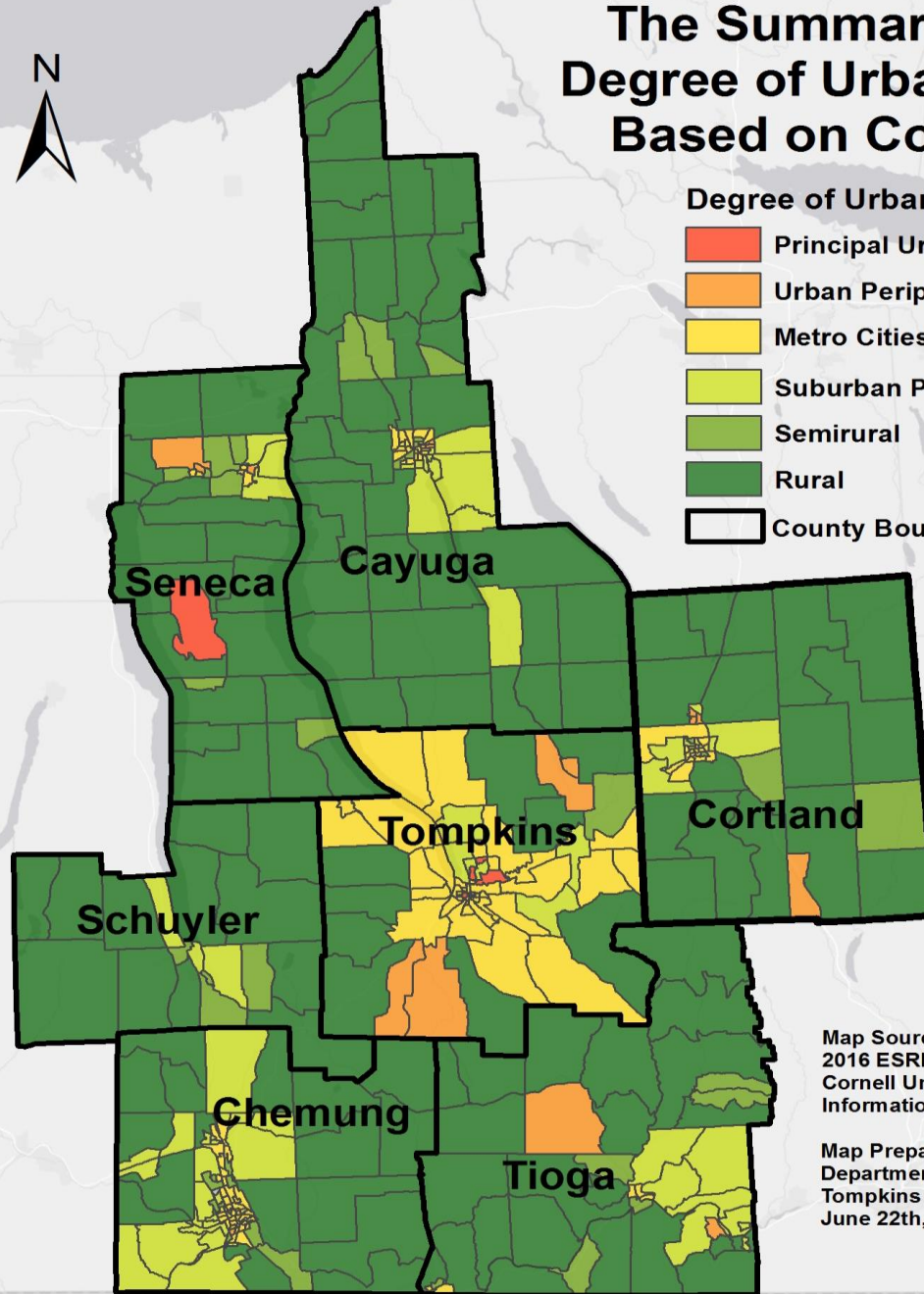


The Summary Map: Degree of Urbanization Based on Counties



Degree of Urbanization

- Principal Urban Centers
- Urban Periphery
- Metro Cities
- Suburban Periphery
- Semirural
- Rural
- County Boundaries



Map Source:
2016 ESRI Tapestry;
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Map Prepared by:
Department of Social Services,
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0 5 10 20 30 Miles

Principal Urban Centers

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- Young, mobile, diverse populations living in the most densely populated neighborhoods of the largest cities (populations of 2.5 million or more)
- Traits shared by more than 2.5 million people: crowding, high cost of living, and full access to urban amenities, including jobs
- Youngest, most diverse populations among the Urbanization groups
- Households are renter occupied by singles or roommates
- The most challenging market for auto sales: half the commuters use public transportation, bicycles or walk to work
- Focus on style and image with liberal spending on apparel
- Constantly connected, using the Internet for everything from finding jobs to finding dates

[3A Laptops and Lattes](#)

[3B Metro Renters](#)

[3C Trendsetters](#)

[8D Downtown Melting Pot](#)

[11A City Strivers](#)

[13C NeWest Residents](#)

[13D Fresh Ambitions](#)

[13E High Rise Renters](#)

Urban Periphery

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- City life for starting families in neighborhoods that fringe major cities
- The earliest suburbs, built before 1970, primarily single-family housing with some apartments
- Young families with children, diverse population
- Homeowners living closer to the city, with below average vacancy rates
- Leisure focuses on the children (visits to theme parks or water parks), sports (soccer, basketball, baseball) and movies
- Spending also emphasizes the children—clothing, toys and baby products
- Parents of small children favor family restaurants and fast food
- Smartphones are popular, for social contacts, shopping and music

[2C Pacific Heights](#)

[5D Rustbelt Traditions](#)

[7B Urban Villages](#)

[7C American Dreamers](#)

[7D Barrios Urbanos](#)

[7F Southwestern Families](#)

[8A City Lights](#)

[8C Bright Young Professionals](#)

[11C Metro Fusion](#)

[12A Family Foundations](#)

[12D Modest Income Homes](#)

[13A International Marketplace](#)

[13B Las Casas](#)

Metro Cities

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- Affordable city life including smaller metropolitan cities or satellite cities that feature a mix of single-family and multiunit housing
- Single householders seeking affordable living in the city: usually multi-unit buildings that range from mid- to high-rise apartments; average monthly rents and home value below the U.S. average
- Consumers include college students, affluent Gen X couples, and retirement communities
- Student loans more common than mortgages; debit cards more popular than credit cards
- Residents share an interest in city life and its amenities, from dancing and clubbing to museums and concerts
- Convenience and mobility favor cell phones over landlines
- Many residents rely upon the Internet for entertainment (download music, play online games) and as a useful resource (job searches)

[5B In Style](#)

[8B Emerald City](#)

[8E Front Porches](#)

[8F Old and Newcomers](#)

[8G Hardscrabble Road](#)

[9E Retirement Communities](#)

[9F Social Security Set](#)

[11B Young and Restless](#)

[11D Set to Impress](#)

[11E City Commons](#)

[12B Traditional Living](#)

[14B College Towns](#)

[14C Dorms to Diplomas](#)

Suburban Periphery

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- Urban expansion: affluence in the suburbs or city-by-commute
- The most populous and fast-growing among Urbanization groups, Suburban Periphery includes one-third of the nation's population
- Commuters value low density living, but demand proximity to jobs, entertainment and the amenities of an urban center
- Well-educated, two-income households, accept long commute times to raise their children in these family-friendly neighborhoods. Many are heavily mortgaged in newly built, single-family homes
- Older householders have either retired in place, downsized or purchased a seasonal home
- Suburbanites are the most affluent group, working hard to lead bright, fulfilled lives
- Residents invest for their future, insure themselves against unforeseen circumstances, but also enjoy the fruits of their labor

[1A Top Tier](#)

[1B Professional Pride](#)

[1C Boomburbs](#)

[1D Savvy Suburbanites](#)

[1E Exurbanites](#)

[2A Urban Chic](#)

[2B Pleasantville](#)

[2D Enterprising Professionals](#)

[4A Soccer Moms](#)

[4B Home Improvement](#)

[5A Comfortable Empty Nesters](#)

[5C Parks and Rec](#)

[5E Midlife Constants](#)

[7A Up and Coming Families](#)

[9A Silver & Gold](#)

[9B Golden Years](#)

[9C The Elders](#)

[14A Military Proximity](#)

Semirural

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- The most affordable housing—in smaller towns and communities located throughout the country
- Single-family and mobile homes in the country, but still within reach of some amenities
- Embrace a quiet, country lifestyle including country music and hunting
- Prefer domestic products and vehicles, especially trucks
- Shop at large department and discount stores like Walmart
- Fast food and dinner mixes/kits are much more common than fine dining
- Many make a living off the land through agriculture, fishing and forestry
- Time off is spent visiting nearby family rather than flying to vacation destinations
- When services are needed, the yellow pages are within reach

[4C Middleburg](#)

[6F Heartland
Communities](#)

[7E Valley Growers](#)

[9D Senior Escapes](#)

[10D Down the Road](#)

[12C Small Town
Simplicity](#)

Rural

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- Country living featuring single-family homes with acreage, farms and rural resort areas
- Very low population density distinguishes this group—typically less than 50 people per square mile
- Over half of all households are occupied by persons 55 years and older; many are married couples without children at home
- The least diverse group, with over 80% non-Hispanic White
- Mostly home owners (> 80%) , but rentals are affordable in single-family or mobile homes
- Long trips to the store and to work—often driven alone in a truck or SUV, listening to country radio
- Blue collar jobs dominate the landscape including manufacturing, agriculture, mining and construction
- Many are self-employed, retired, or receive income from Social Security
- Satellite TV and landline phones are necessary means to connect
- More conservative in their spending practices and beliefs
- Comfortable, established and not likely to move

[6A Green Acres](#)

[6B Salt of the Earth](#)

[6C The Great Outdoors](#)

[6D Prairie Living](#)

[6E Rural Resort Dwellers](#)

[10A Southern Satellites](#)

[10B Rooted Rural](#)

[10C Diners & Miners](#)

[10E Rural Bypasses](#)