

864 E Colorado Blvd, Pasadena, California, 91101 Ring: 1 mile radius Prepared by Esri Latitude: 34.14581 Longitude: -118.13262

0.6%

#### **Top Twenty Tapestry Segments**

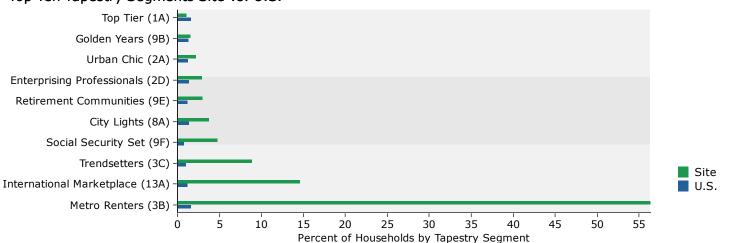
		2018 H	ouseholds	2018 U.S. H	ouseholds	
		C	Cumulative	C	umulative	
Rank	Tapestry Segment	Percent	Percent	Percent	Percent	Index
1	Metro Renters (3B)	56.4%	56.4%	1.6%	1.6%	3426
2	International Marketplace (13A)	14.6%	71.0%	1.2%	2.8%	1,191
3	Trendsetters (3C)	8.9%	79.9%	1.1%	3.9%	828
4	Social Security Set (9F)	4.8%	84.7%	0.8%	4.7%	591
5	City Lights (8A)	3.8%	88.5%	1.5%	6.2%	263
	Subtotal	88.5%		6.2%		
6	Retirement Communities (9E)	3.1%	91.6%	1.2%	7.4%	252
7	Enterprising Professionals (2D)	3.0%	94.6%	1.4%	8.8%	210
8	Urban Chic (2A)	2.3%	96.9%	1.3%	10.1%	175
9	Golden Years (9B)	1.6%	98.5%	1.3%	11.4%	121
10	Top Tier (1A)	1.1%	99.6%	1.7%	13.1%	65
	Subtotal	11.1%		6.9%		
11	Fresh Ambitions (13D)	0.3%	99.9%	0.6%	13.7%	51



0.3%

### Top Ten Tapestry Segments Site vs. U.S.

Subtotal



**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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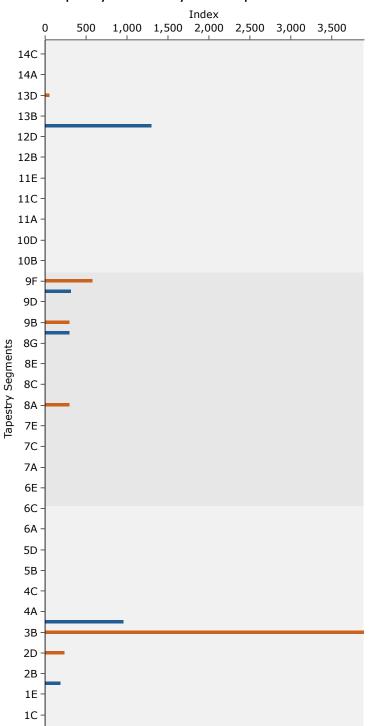
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### 2018 Tapestry Indexes by Households

### 500 1,000 1,500 2,000 2,500 3,000 14C 14A 13D -13B 12D 12B 11E 11C -11A 10D 10B 9D 9B -8G **Tapestry Segments** 8E 8C 88 7E 7C 6E 6C 6A 5D 5B 4C 3B 2D 2B 1E 1C

### 2018 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.

1A -

Source: Esri

1A



864 E Colorado Blvd, Pasadena, California, 91101 Ring: 1 mile radius

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Tapestry LifeMode Groups	201	8 Households		2018 Adult Population				
	Number	Percent	Index	Number	Percent	Inde		
Total:	20,135	100.0%		35,191	100.0%			
1. Affluent Estates	223	1.1%	11	378	1.1%	1		
Top Tier (1A)	223	1.1%	65	378	1.1%	6		
Professional Pride (1B)	0	0.0%	0	0	0.0%			
Boomburbs (1C)	0	0.0%	0	0	0.0%			
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%			
Exurbanites (1E)	0	0.0%	0	0	0.0%			
, ,								
2. Upscale Avenues	1,067	5.3%	94	2,001	5.7%	9		
Urban Chic (2A)	464	2.3%	175	867	2.5%	19		
Pleasantville (2B)	0	0.0%	0	0	0.0%			
Pacific Heights (2C)	0	0.0%	0	0	0.0%			
Enterprising Professionals (2D)	603	3.0%	210	1,134	3.2%	24		
	000	210 /0	210	-/	312 /0	_		
3. Uptown Individuals	13,152	65.3%	1719	20,875	59.3%	189		
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	103		
Metro Renters (3B)	11,362	56.4%	3,426	17,646	50.1%	3,90		
Trendsetters (3C)	1,790	8.9%	828	3,229	9.2%	95		
Trendsetters (Se)	1,750	0.570	020	3,223	J.2 /0	73		
4. Family Landscapes	0	0.0%	0	0	0.0%			
Soccer Moms (4A)	0	0.0%	0	0	0.0%			
Home Improvement (4B)	0	0.0%	0	0	0.0%			
	0	0.0%	0	0	0.0%			
Middleburg (4C)	U	0.0%	U	U	0.0%			
5. GenXurban	•	0.0%	•	•	0.0%			
	0		0	0				
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%			
In Style (5B)	0	0.0%	0	0	0.0%			
Parks and Rec (5C)	0	0.0% 0.0%		0	0.0%			
Rustbelt Traditions (5D)	0		0	0	0.0%			
Midlife Constants (5E)	0	0.0%	0	0	0.0%			
	•	0.00/			0.00/			
6. Cozy Country Living	0	0.0%	0	0	0.0%			
Green Acres (6A)	0	0.0%	0	0	0.0%			
Salt of the Earth (6B)	0	0.0%	0	0	0.0%			
The Great Outdoors (6C)	0	0.0%	0	0	0.0%			
Prairie Living (6D)	0	0.0%	0	0	0.0%			
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%			
Heartland Communities (6F)	0	0.0%	0	0	0.0%			
7. Ethnic Enclaves	0	0.0%	0	0	0.0%			
Up and Coming Families (7A)	0	0.0%	0	0	0.0%			
Urban Villages (7B)	0	0.0%	0	0	0.0%			
American Dreamers (7C)	0	0.0%	0	0	0.0%			
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%			
Valley Growers (7E)	0	0.0%	0	0	0.0%			
Southwestern Families (7F)	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

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Tapestry LifeMode Groups	201	8 Households		2018 A	dult Population	
	Number	Percent	Index	Number	Percent	Index
Total:	20,135	100.0%		35,191	100.0%	
8. Middle Ground	771	3.8%	35	1,607	4.6%	45
City Lights (8A)	771	3.8%	263	1,607	4.6%	308
Emerald City (8B)	0	0.0%	0	0	0.0%	0
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
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	1,913	9.5%	164	3,809	10.8%	216
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	326	1.6%	121	1,281	3.6%	307
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)	615	3.1%	252	1,147	3.3%	322
Social Security Set (9F)	972	4.8%	591	1,381	3.9%	588
Social Security Sec (51)	372	4.0 /0	371	1,301	3.570	300
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
Diners & Miners (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
rarar bypasses (102)	· ·	0.070	· ·	· ·	0.070	· ·
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
Sity Commons (112)		0.070	<u> </u>		0.070	
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	3,009	14.9%	385	6,521	18.5%	416
International Marketplace (13A)	2,944	14.6%	1,191	6,362	18.1%	1,309
Las Casas (13B)	0	0.0%	0	0,302	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	65	0.3%	51	159	0.5%	66
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14 Cabalana and Datainte	•	0.00/	0	0	0.00/	•
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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Tapestry Urbanization Groups	2018 Households		2018 Adult Population				
	Number	Percent	Index	Number	Percent	Inde	
Total:	20,135	100.0%		35,191	100.0%		
1. Principal Urban Center	13,217	65.6%	919	21,034	59.8%	889	
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%		
Metro Renters (3B)	11,362	56.4%	3,426	17,646	50.1%	3,90	
Trendsetters (3C)	1,790	8.9%	828	3,229	9.2%	95	
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%		
City Strivers (11A)	0	0.0%	0	0	0.0%		
NeWest Residents (13C)	0	0.0%	0	0	0.0%		
Fresh Ambitions (13D)	65	0.3%	51	159	0.5%	6	
High Rise Renters (13E)	0	0.0%	0	0	0.0%		
2. Urban Periphery	3,715	18.5%	110	7,969	22.6%	12	
Pacific Heights (2C)	0	0.0%	0	0	0.0%		
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%		
Urban Villages (7B)	0	0.0%	0	0	0.0%		
American Dreamers (7C)	0	0.0%	0	0	0.0%		
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%		
Southwestern Families (7F)	0	0.0%	0	0	0.0%		
City Lights (8A)	771	3.8%	263	1,607	4.6%	30	
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%		
Metro Fusion (11C)	0	0.0%	0	0	0.0%		
Family Foundations (12A)	0	0.0%	0	0	0.0%		
Modest Income Homes (12D)	0	0.0%	0	0	0.0%		
International Marketplace (13A)	2,944	14.6%	1,191	6,362	18.1%	1,30	
Las Casas (13B)	0	0.0%	0	0	0.0%	_,-,-	
3. Metro Cities	1,587	7.9%	43	2,528	7.2%	4	
In Style (5B)	0	0.0%	0	0	0.0%	_	
Emerald City (8B)	0	0.0%	0	0	0.0%		
Front Porches (8E)	0	0.0%	0	0	0.0%		
Old and Newcomers (8F)	0	0.0%	0	0	0.0%		
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%		
Retirement Communities (9E)	615	3.1%	252	1,147	3.3%	32	
Social Security Set (9F)	972	4.8%	591	1,381	3.9%	58	
Young and Restless (11B)	0	0.0%	0	0	0.0%	30	
Set to Impress (11D)	0	0.0%	0	0	0.0%		
City Commons (11E)	0	0.0%	0	0	0.0%		
Traditional Living (12B)	0	0.0%	0	0	0.0%		
College Towns (14B)	0	0.0%	0	0	0.0%		
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%		

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Tapestry Urbanization Groups	2018 Households				dult Population	
	Number	Percent	Index	Number	Percent	Inde
Total:	20,135	100.0%		35,191	100.0%	
4. Suburban Periphery	1,616	8.0%	25	3,660	10.4%	3
Top Tier (1A)	223	1.1%	65	378	1.1%	6
Professional Pride (1B)	0	0.0%	0	0	0.0%	
Boomburbs (1C)	0	0.0%	0	0	0.0%	
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	
Exurbanites (1E)	0	0.0%	0	0	0.0%	
Urban Chic (2A)	464	2.3%	175	867	2.5%	19
Pleasantville (2B)	0	0.0%	0	0	0.0%	
Enterprising Professionals (2D)	603	3.0%	210	1,134	3.2%	24
Soccer Moms (4A)	0	0.0%	0	0	0.0%	
Home Improvement (4B)	0	0.0%	0	0	0.0%	
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	
Parks and Rec (5C)	0	0.0%	0	0	0.0%	
Midlife Constants (5E)	0	0.0%	0	0	0.0%	
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	
Silver & Gold (9A)	0	0.0%	0	0	0.0%	
Golden Years (9B)	326	1.6%	121	1,281	3.6%	30
The Elders (9C)	0	0.0%	0	0	0.0%	
Military Proximity (14A)	0	0.0%	0	0	0.0%	
5. Semirural	0	0.0%	0	0	0.0%	
Middleburg (4C)	0	0.0%	0	0	0.0%	
Heartland Communities (6F)	0	0.0%	0	0	0.0%	
Valley Growers (7E)	0	0.0%	0	0	0.0%	
Senior Escapes (9D)	0	0.0%	0	0	0.0%	
Down the Road (10D)	0	0.0%	0	0	0.0%	
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	
6. Rural	0	0.0%	0	0	0.0%	
Green Acres (6A)	0	0.0%	0	0	0.0%	
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	
Prairie Living (6D)	0	0.0%	0	0	0.0%	
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	
Southern Satellites (10A)	0	0.0%	0	0	0.0%	
Rooted Rural (10B)	0	0.0%	0	0	0.0%	
Diners & Miners (10C)	0	0.0%	0	0	0.0%	
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	
-/(/	· ·	2.070	•	· ·	2.070	
Unclassified (15)	0	0.0%	0	0	0.0%	
J. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1.	•	010 /0	•	•	010 /0	

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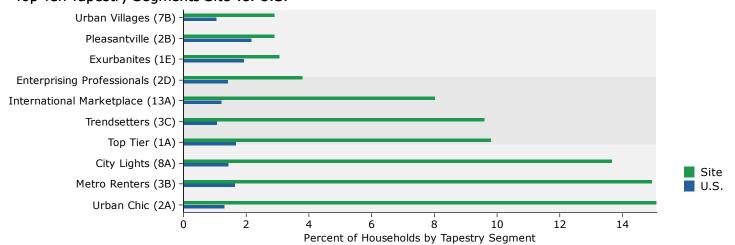


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#### **Top Twenty Tapestry Segments**

		2018 H	ouseholds	2018 U.S. H	ouseholds	
		C	umulative	C	umulative	
Rank	Tapestry Segment	Percent	Percent	Percent	Percent	Inde
1	Urban Chic (2A)	15.1%	15.1%	1.3%	1.3%	114
2	Metro Renters (3B)	15.0%	30.1%	1.6%	2.9%	90
3	City Lights (8A)	13.7%	43.8%	1.5%	4.4%	93
4	Top Tier (1A)	9.8%	53.6%	1.7%	6.1%	57
5	Trendsetters (3C)	9.6%	63.2%	1.1%	7.2%	89
	Subtotal	63.2%		7.2%		
-		0.00/	74 20/	4.20/	0.40/	6.5
6	International Marketplace (13A)	8.0%	71.2%	1.2%	8.4%	65
7	Enterprising Professionals (2D)	3.8%	75.0%	1.4%	9.8%	26
8	Exurbanites (1E)	3.1%	78.1%	1.9%	11.7%	15
9	Pleasantville (2B)	2.9%	81.0%	2.2%	13.9%	13
10	Urban Villages (7B)	2.9%	83.9%	1.1%	15.0%	2
	Subtotal	20.7%		7.8%		
11	Laptops and Lattes (3A)	2.1%	86.0%	1.1%	16.1%	19
12	Downtown Melting Pot (8D)	1.9%	87.9%	0.7%	16.8%	29
13	Fresh Ambitions (13D)	1.8%	89.7%	0.6%	17.4%	2
14	Retirement Communities (9E)	1.7%	91.4%	1.2%	18.6%	1
15	Pacific Heights (2C)	1.6%	93.0%	0.7%	19.3%	2:
	Subtotal	9.1%		4.3%		
1.0	NeWest Besidents (120)	1 50/	04.50/	0.00/	20.10/	1.0
16	NeWest Residents (13C)	1.5%	94.5%	0.8%	20.1%	18
17	Las Casas (13B)	1.3%	95.8%	0.7%	20.8%	17
18	Social Security Set (9F)	1.3%	97.1%	0.8%	21.6%	15
19	Golden Years (9B)	1.3%	98.4%	1.3%	22.9%	g
20	Savvy Suburbanites (1D)	1.0%	99.4%	3.0%	25.9%	3
	Subtotal	6.4%		6.6%		
	Total	99.3%		26.0%		38

### Top Ten Tapestry Segments Site vs. U.S.



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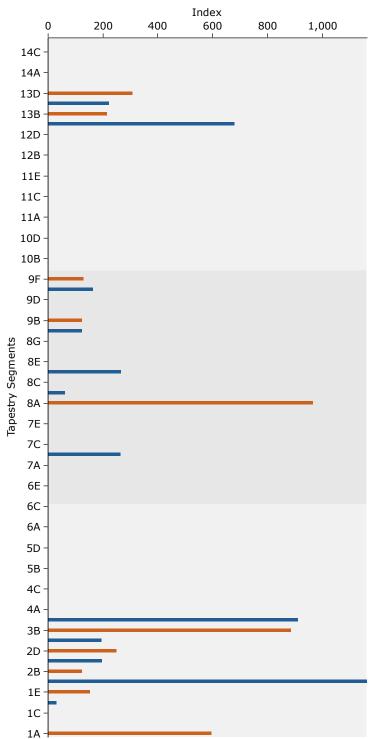
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### 2018 Tapestry Indexes by Households

### Index 0 200 400 600 800 1,000 14C 14A 13D 13B 12D 12B 11E 11C 11A 10D 10B 9D 9В 8G **Tapestry Segments** 8E 8C 8A 7E 7C 6E 6C 6A 5D 5B 4C 3B 2D 2B 1E 1C

### 2018 Tapestry Indexes by Total Population 18+



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1A



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Tapestry LifeMode Groups	2018 Households		2018 Adult Population				
	Number	Percent	Index	Number	Percent	Inde	
Total:	76,923	100.0%		157,684	100.0%		
1. Affluent Estates	10,699	13.9%	140	23,249	14.7%	14	
Top Tier (1A)	7,557	9.8%	579		10.7%	59	
				16,909		39	
Professional Pride (1B)	0	0.0% 0.0%	0	0	0.0%		
Boomburbs (1C)	0		0		0.0%	-	
Savvy Suburbanites (1D)	770	1.0%	34	1,634	1.0%	3	
Exurbanites (1E)	2,372	3.1%	159	4,706	3.0%	15	
2. Upscale Avenues	18,005	23.4%	414	35,820	22.7%	38	
Urban Chic (2A)	11,620	15.1%	1,145	22,850	14.5%	1,16	
Pleasantville (2B)	2,242	2.9%	133	4,903	3.1%	12	
Pacific Heights (2C)	1,210	1.6%	221	2,789	1.8%	19	
Enterprising Professionals (2D)	2,933	3.8%	267	5,278	3.3%	25	
3. Uptown Individuals	20,495	26.6%	701	34,428	21.8%	69	
Laptops and Lattes (3A)	1,585	2.1%	191	2,729	1.7%	19	
Metro Renters (3B)	11,508	15.0%	908	17,962	11.4%	88	
Trendsetters (3C)	7,402	9.6%	896	13,737	8.7%	91	
4. Family Landscapes	0	0.0%	0	0	0.0%		
Soccer Moms (4A)	0	0.0%	0	0	0.0%		
Home Improvement (4B)	0	0.0%	0	0	0.0%		
Middleburg (4C)	0	0.0%	0	0	0.0%		
Hiddleburg (4C)	O .	0.0 70	· ·	· ·	0.0 70		
5. GenXurban	0	0.0%	0	0	0.0%		
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%		
In Style (5B)	0	0.0%	0	0	0.0%		
Parks and Rec (5C)	0	0.0%	0	0	0.0%		
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%		
Midlife Constants (5E)	0	0.0%	0	0	0.0%		
6 Cory Country Living	0	0.0%	0	0	0.0%		
<b>6. Cozy Country Living</b> Green Acres (6A)	0	0.0%	0	0	0.0%		
Salt of the Earth (6B)	0	0.0%	0	0	0.0%		
The Great Outdoors (6C)	0	0.0%	0	0	0.0%		
Prairie Living (6D)	0	0.0%	0	0	0.0%		
Rural Resort Dwellers (6E) Heartland Communities (6F)	0	0.0% 0.0%	0	0	0.0% 0.0%		
ricardana Communices (or)	U	0.0%	U	U	0.0%		
7. Ethnic Enclaves	2,242	2.9%	41	6,127	3.9%	4	
Up and Coming Families (7A)	0	0.0%	0	0	0.0%		
Urban Villages (7B)	2,242	2.9%	274	6,127	3.9%	26	
American Dreamers (7C)	0	0.0%	0	0	0.0%		
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%		
Valley Growers (7E)	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

December 06, 2018

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864 E Colorado Blvd, Pasadena, California, 91101 Ring: 3 mile radius

Prepared by Esri Latitude: 34.14581 Longitude: -118.13262

Tapestry LifeMode Groups	201	8 Households		2018 A	2018 Adult Population	
	Number	Percent	Index	Number	Percent	Inde
Total:	76,923	100.0%		157,684	100.0%	
8. Middle Ground	12,539	16.3%	150	26,988	17.1%	16
City Lights (8A)	10,524	13.7%	938	22,650	14.4%	96
Emerald City (8B)	541	0.7%	49	1,213	0.8%	6
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	_
Downtown Melting Pot (8D)	1,474	1.9%	293	3,125	2.0%	26
Front Porches (8E)	0	0.0%	0	0	0.0%	
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	
9. Senior Styles	3,283	4.3%	74	6,399	4.1%	8
Silver & Gold (9A)	0	0.0%	0	0,333	0.0%	
Golden Years (9B)	969	1.3%	94	2,385	1.5%	12
The Elders (9C)	0	0.0%	0	0	0.0%	12
Senior Escapes (9D)	0	0.0%	0	0	0.0%	
Retirement Communities (9E)	1,342	1.7%	144	2,633	1.7%	16
Social Security Set (9F)	972	1.3%	155	1,381	0.9%	13
Social Security Set (91)	3/2	1.570	133	1,361	0.970	13
10. Rustic Outposts	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%	
Diners & Miners (10C)	0	0.0% 0.0%	0	0	0.0%	
Down the Road (10D)	0		0		0.0%	
Rural Bypasses (10E)	U	0.0%	U	0	0.0%	
11 Midtown Singles	•	0.00/	•	•	0.00/	
11. Midtown Singles	<b>0</b> 0	<b>0.0%</b> 0.0%	0	<b>0</b> 0	<b>0.0%</b> 0.0%	
City Strivers (11A)	0	0.0%	0	0		
Young and Restless (11B)					0.0%	
Metro Fusion (11C)	0	0.0%	0	0	0.0%	
Set to Impress (11D)	0	0.0%	0	0	0.0%	
City Commons (11E)	0	0.0%	0	0	0.0%	
12	•	0.00/	•	•	0.00/	
12. Hometown	0	0.0%	0	0	0.0%	
Family Foundations (12A)	0	0.0%	0	0	0.0%	
Traditional Living (12B)	0	0.0%	0	0	0.0%	
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	
13. Next Wave	9,660	12.6%	324	24,673	15.6%	35
International Marketplace (13A)	6,182	8.0%	654	14,818	9.4%	68
Las Casas (13B)	994	1.3%	176	3,442	2.2%	21
NeWest Residents (13C)	1,134	1.5%	189	3,068	1.9%	22
Fresh Ambitions (13D)	1,350	1.8%	275	3,345	2.1%	31
High Rise Renters (13E)	0	0.0%	0	0	0.0%	
14. Scholars and Patriots	0	0.0%	0	0	0.0%	
Military Proximity (14A)	0	0.0%	0	0	0.0%	
College Towns (14B)	0	0.0%	0	0	0.0%	
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	
(2.0)		2.070			2.0 /3	
Unclassified (15)	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

December 06, 2018

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864 E Colorado Blvd, Pasadena, California, 91101 Ring: 3 mile radius

Prepared by Esri Latitude: 34.14581 Longitude: -118.13262

Tapestry Urbanization Groups	2018 Households		2018 Adult Population				
	Number	Percent	Index	Number	Percent	Index	
Total:	76,923	100.0%		157,684	100.0%		
1. Principal Urban Center	24,453	31.8%	445	43,966	27.9%	415	
Laptops and Lattes (3A)	1,585	2.1%	191	2,729	1.7%	19	
Metro Renters (3B)	11,508	15.0%	908	17,962	11.4%	88	
Trendsetters (3C)	7,402	9.6%	896	13,737	8.7%	91	
Downtown Melting Pot (8D)	1,474	1.9%	293	3,125	2.0%	26	
City Strivers (11A)	0	0.0%	0	0	0.0%		
NeWest Residents (13C)	1,134	1.5%	189	3,068	1.9%	22	
Fresh Ambitions (13D)	1,350	1.8%	275	3,345	2.1%	31	
High Rise Renters (13E)	0	0.0%	0	0	0.0%	1	
2. Urban Periphery	21,152	27.5%	164	49,826	31.6%	17	
Pacific Heights (2C)	1,210	1.6%	221	2,789	1.8%	19	
Rustbelt Traditions (5D)	0	0.0%	0	, 0	0.0%		
Urban Villages (7B)	2,242	2.9%	274	6,127	3.9%	26	
American Dreamers (7C)	0	0.0%	0	, 0	0.0%		
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%		
Southwestern Families (7F)	0	0.0%	0	0	0.0%		
City Lights (8A)	10,524	13.7%	938	22,650	14.4%	96	
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%		
Metro Fusion (11C)	0	0.0%	0	0	0.0%		
Family Foundations (12A)	0	0.0%	0	0	0.0%		
Modest Income Homes (12D)	0	0.0%	0	0	0.0%		
International Marketplace (13A)	6,182	8.0%	654	14,818	9.4%	68	
Las Casas (13B)	994	1.3%	176	3,442	2.2%	21	
3. Metro Cities	2,855	3.7%	20	5,227	3.3%	2	
In Style (5B)	. 0	0.0%	0	0	0.0%		
Emerald City (8B)	541	0.7%	49	1,213	0.8%	6	
Front Porches (8E)	0	0.0%	0	0	0.0%		
Old and Newcomers (8F)	0	0.0%	0	0	0.0%		
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%		
Retirement Communities (9E)	1,342	1.7%	144	2,633	1.7%	16	
Social Security Set (9F)	972	1.3%	155	1,381	0.9%	13	
Young and Restless (11B)	0	0.0%	0	0	0.0%		
Set to Impress (11D)	0	0.0%	0	0	0.0%		
City Commons (11E)	0	0.0%	0	0	0.0%		
Traditional Living (12B)	0	0.0%	0	0	0.0%		
College Towns (14B)	0	0.0%	0	0	0.0%		
Dorms to Diplomas (14C)	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

December 06, 2018

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864 E Colorado Blvd, Pasadena, California, 91101 Ring: 3 mile radius

Prepared by Esri Latitude: 34.14581 Longitude: -118.13262

Tapestry Urbanization Groups	2018	3 Households	2018 Adult Population				
	Number	Percent	Index	Number	Percent	Index	
Total:	76,923	100.0%		157,684	100.0%		
4. Suburban Periphery	28,463	37.0%	116	58,665	37.2%	114	
Top Tier (1A)	7,557	9.8%	579	16,909	10.7%	597	
Professional Pride (1B)	0	0.0%	0	0	0.0%	C	
Boomburbs (1C)	0	0.0%	0	0	0.0%	C	
Savvy Suburbanites (1D)	770	1.0%	34	1,634	1.0%	32	
Exurbanites (1E)	2,372	3.1%	159	4,706	3.0%	153	
Urban Chic (2A)	11,620	15.1%	1,145	22,850	14.5%	1,164	
Pleasantville (2B)	2,242	2.9%	133	4,903	3.1%	127	
Enterprising Professionals (2D)	2,933	3.8%	267	5,278	3.3%	251	
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0	
Home Improvement (4B)	0	0.0%	0	0	0.0%	C	
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	C	
Parks and Rec (5C)	0	0.0%	0	0	0.0%	C	
Midlife Constants (5E)	0	0.0%	0	0	0.0%	C	
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	C	
Silver & Gold (9A)	0	0.0%	0	0	0.0%	C	
Golden Years (9B)	969	1.3%	94	2,385	1.5%	127	
The Elders (9C)	0	0.0%	0	0	0.0%	C	
Military Proximity (14A)	0	0.0%	0	0	0.0%	C	
5. Semirural	0	0.0%	0	0	0.0%	0	
Middleburg (4C)	0	0.0%	0	0	0.0%	C	
Heartland Communities (6F)	0	0.0%	0	0	0.0%	C	
Valley Growers (7E)	0	0.0%	0	0	0.0%	C	
Senior Escapes (9D)	0	0.0%	0	0	0.0%	C	
Down the Road (10D)	0	0.0%	0	0	0.0%	C	
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	C	
6. Rural	0	0.0%	0	0	0.0%	0	
Green Acres (6A)	0	0.0%	0	0	0.0%	C	
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	(	
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	C	
Prairie Living (6D)	0	0.0%	0	0	0.0%	C	
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	C	
Southern Satellites (10A)	0	0.0%	0	0	0.0%	C	
Rooted Rural (10B)	0	0.0%	0	0	0.0%	(	
Diners & Miners (10C)	0	0.0%	0	0	0.0%	(	
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	C	
,							
Unclassified (15)	0	0.0%	0	0	0.0%	C	
	-			-			

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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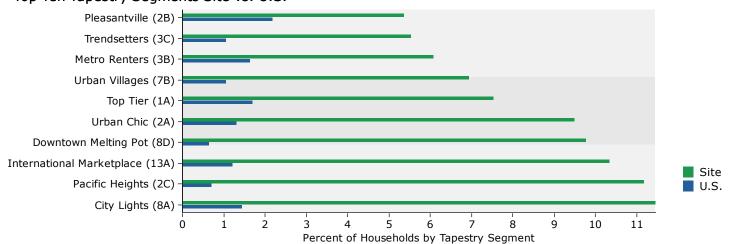


864 E Colorado Blvd, Pasadena, California, 91101 Ring: 5 mile radius Prepared by Esri Latitude: 34.14581 Longitude: -118.13262

#### **Top Twenty Tapestry Segments**

		2018 H	ouseholds	2018 U.S. H	ouseholds	
		C	Cumulative	C	Cumulative	
Rank	Tapestry Segment	Percent	Percent	Percent	Percent	Index
1	City Lights (8A)	11.5%	11.5%	1.5%	1.5%	787
2	Pacific Heights (2C)	11.2%	22.7%	0.7%	2.2%	1,57
3	International Marketplace (13A)	10.3%	33.0%	1.2%	3.4%	84
4	Downtown Melting Pot (8D)	9.8%	42.8%	0.7%	4.1%	1,49
5	Urban Chic (2A)	9.5%	52.3%	1.3%	5.4%	72
	Subtotal	52.3%		5.4%		
6	Top Tier (1A)	7.6%	59.9%	1.7%	7.1%	44
7	Urban Villages (7B)	6.9%	66.8%	1.1%	8.2%	65
8	Metro Renters (3B)	6.1%	72.9%	1.6%	9.8%	37
9	Trendsetters (3C)	5.6%	78.5%	1.1%	10.9%	51
10	Pleasantville (2B)	5.4%	83.9%	2.2%	13.1%	24
	Subtotal	31.6%		7.7%		
11	Las Casas (13B)	4.9%	88.8%	0.7%	13.8%	66
12	Enterprising Professionals (2D)	2.9%	91.7%	1.4%	15.2%	20
13	Exurbanites (1E)	2.9%	94.5%	1.4%	17.1%	14
14	Golden Years (9B)	1.2%	94.5%	1.3%	18.4%	1,
15	Laptops and Lattes (3A)	0.8%	95.7%	1.1%	19.5%	-
15	Subtotal	12.6%	90.570	6.4%	19.5%	•
	Subtotui	12.0 /0		01170		
16	Fresh Ambitions (13D)	0.7%	97.2%	0.6%	20.1%	11
17	Retirement Communities (9E)	0.7%	97.9%	1.2%	21.3%	
18	Savvy Suburbanites (1D)	0.6%	98.5%	3.0%	24.3%	2
19	NeWest Residents (13C)	0.6%	99.1%	0.8%	25.1%	7
20	Social Security Set (9F)	0.5%	99.6%	0.8%	25.9%	6
	Subtotal	3.1%		6.4%		
	Total	99.5%		26.0%		38

#### 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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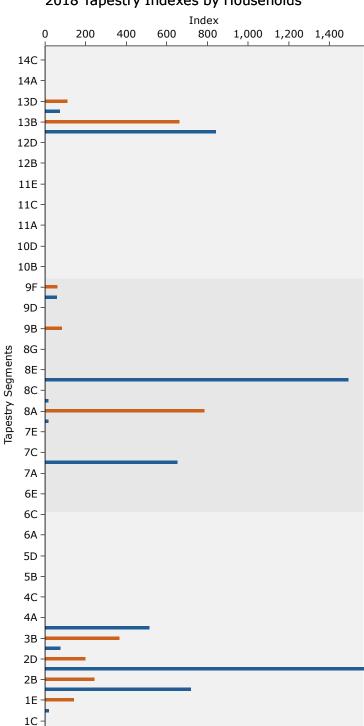


864 E Colorado Blvd, Pasadena, California, 91101 Ring: 5 mile radius

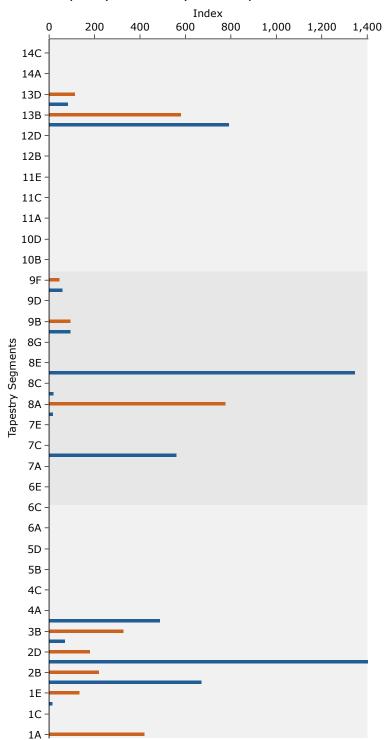
Prepared by Esri

Latitude: 34.14581 Longitude: -118.13262

#### 2018 Tapestry Indexes by Households



### 2018 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

1A



864 E Colorado Blvd, Pasadena, California, 91101 Ring: 5 mile radius

Prepared by Esri Latitude: 34.14581 Longitude: -118.13262

Tapestry LifeMode Groups	201	8 Households		2018 Adult Population				
	Number	Percent	Index	Number	Percent	Inde		
Total:	188,676	100.0%		421,947	100.0%			
1. Affluent Estates	20,703	11.0%	111	45,729	10.8%	10		
Top Tier (1A)	14,246	7.6%	445	32,125	7.6%	42		
Professional Pride (1B)	0	0.0%	0	0	0.0%			
Boomburbs (1C)	0	0.0%	0	0	0.0%			
Savvy Suburbanites (1D)	1,169	0.6%	21	2,504	0.6%	1		
Exurbanites (1E)	5,288	2.8%	144	11,100	2.6%	13		
2 Unacala Avenua	E4 6E2	29.0%	F12	121 520	30.00/	40		
2. Upscale Avenues	54,653	9.5%	<b>513</b>	121,528	28.8%	48		
Urban Chic (2A)	17,931		721	35,443	8.4%	67		
Pleasantville (2B)	10,159	5.4%	246	22,887	5.4%	22		
Pacific Heights (2C)	21,127	11.2%	1,572	52,861	12.5%	1,40		
Enterprising Professionals (2D)	5,436	2.9%	202	10,337	2.4%	18		
3. Uptown Individuals	23,568	12.5%	329	40,549	9.6%	30		
Laptops and Lattes (3A)	1,585	0.8%	78	2,729	0.6%	7		
Metro Renters (3B)	11,508	6.1%	370	17,962	4.3%	33		
Trendsetters (3C)	10,475	5.6%	517	19,858	4.7%	49		
Trendsetters (30)	10,173	3.0 %	317	19,030	1.7 70			
4. Family Landscapes	0	0.0%	0	0	0.0%			
Soccer Moms (4A)	0	0.0%	0	0	0.0%			
Home Improvement (4B)	0	0.0%	0	0	0.0%			
Middleburg (4C)	0	0.0%	0	0	0.0%			
F. C. W. Ita		0.00/			0.00/			
5. GenXurban	0	0.0%	0	0	0.0%			
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%			
In Style (5B)	0	0.0%	0	0	0.0%			
Parks and Rec (5C)	0	0.0%	0	0	0.0%			
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%			
Midlife Constants (5E)	0	0.0%	0	0	0.0%			
6. Cozy Country Living	0	0.0%	0	0	0.0%			
Green Acres (6A)	0	0.0%	0	0	0.0%			
Salt of the Earth (6B)	0	0.0%	0	0	0.0%			
The Great Outdoors (6C)	0	0.0%	0	0	0.0%			
Prairie Living (6D)	0	0.0%	0	0	0.0%			
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%			
Heartland Communities (6F)	0	0.0%	0	0	0.0%			
7. Ethnic Enclaves	13,422	7.1%	101	35,701	8.5%	10		
Up and Coming Families (7A)	0	0.0%	0	0	0.0%			
Urban Villages (7B)	13,111	6.9%	654	34,846	8.3%	56		
American Dreamers (7C)	0	0.0%	0	0	0.0%			
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%			
Valley Growers (7E)	0	0.0%	0	0	0.0%			
Southwestern Families (7F)	311	0.2%	20	855	0.2%	2		

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December 06, 2018

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864 E Colorado Blvd, Pasadena, California, 91101 Ring: 5 mile radius

Prepared by Esri Latitude: 34.14581 Longitude: -118.13262

Number   Percent   Index   Number   Percent   Index   Number   Percent   Index   188,675   100.0%   421,947   100.0%   100.0%   100.0%   100.0%   100.0%   100.0%   100.0%   100.0%   100.0%   100.0%   110.0%	Tapestry LifeMode Groups	2018 Households			2018 A	2018 Adult Population	
Middle Ground	. ,	Number	Percent	Index	Number	Percent	Index
Lift Lights (BA)	Total:	188,676	100.0%		421,947	100.0%	
lity Lights (8A)         21,643         11.5%         787         48,993         11.5%         77           wingth Young Professionals (8C)         0         0.0%         0         0         0.0%         120         0.0%         20         0.0%         0	8. Middle Ground	40,630	21.5%	198	92,024	21.8%	215
Mare and City (8B)	City Lights (8A)		11.5%	787	48,593	11.5%	777
uright Young Professionals (8C) 0 0.0% 0 0.0% 0.0% 0.0% 0.00 0.0% 0.00 0.0% 1,355 0.0% 1.496 42,218 10.0% 1,355 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.							23
Downtown Melting Pot (BD)   18,446   9,8%   1,496   42,218   10,0%   1,35							0
ront Porches (8E)							1,351
				,			0
Company   Comp							0
illuer & Gold (9A) 0 0.0% 0 0.0% on 0.	Hardscrabble Road (8G)						0
illuer & Gold (9A) 0 0.0% 0 0.0% on 0.	9 Senior Styles	4.490	2.4%	41	8 805	2 10%	42
Solden Vears (9B)   2,176   1,2%   86   4,791   1,1%   9	<del>-</del>	•					0
the Elders (9C) 0 0.0% 0 0.0% certainer Secapes (9D) 0 0.0% 0 0.0% cettrement Communities (9E) 1,342 0.7% 59 2,633 0.6% 60 coial Security Set (9F) 972 0.5% 63 1,381 0.3% 4 0.0% 60 0 0.0	• •				-		96
Penior Escapes (9D) 0 0.0% 0 0.0% eletrement Communities (9E) 1,342 0.7% 59 2,633 0.6% 60 0.036 Security Set (9F) 972 0.5% 63 1,381 0.3% 4 0.0% 0.036 Security Set (9F) 972 0.5% 63 1,381 0.3% 4 0.0% 0.04% 0.0 0 0.0% 0.0% 0.0% 0.0%	. ,						0
1, Midtown Singles   0	* *						
Octail Security Set (9F)   972   0.5%   63   1,381   0.3%   4	1 7						0
1.   Nidtown Singles   0   0.0%   0   0   0.0%							62
Southern Satellites (10A)	Social Security Set (9F)	972	0.5%	03	1,361	0.3%	49
Cooked Rural (10B)   0   0.0%   0   0   0.0%	10. Rustic Outposts	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Limidtown Singles   0	Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
1. Midtown Singles	Down the Road (10D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	11. Midtown Singles	0	0.0%	0	0	0.0%	0
Dougna and Restless (11B)	_						0
Netro Fusion (11C)							0
tet to Impress (11D)							0
2. Hometown 0 0.0% 0 0 0.0% 0 0.0% amily Foundations (12A) 0 0.0% 0 0 0.0% amily Foundations (12A) 0 0.0% 0 0 0.0% 0 0.0% amily Foundations (12B) 0 0.0% 0 0 0.0% 0 0.0% amily Foundations (12B) 0 0.0% 0 0 0.0% 0 0.0% amily Town Simplicity (12C) 0 0.0% 0 0 0.0% 0 0 0.0% 0 0 0.0% 0 0 0.0% 0 0 0.0% 0 0 0.0% 0 0 0.0% 0 0 0.0% 0 0 0 0	. ,						0
2. Hometown amily Foundations (12A) 0 0.0% 0 0.0% amily Foundations (12B) 0 0.0% 0 0 0.0% amily Foundations (12B) 0 0.0% 0 0 0.0% amily Town Simplicity (12C) 0 0.0% 0 0 0.0% amily Foundations (12D) 0 0.0% 0 0 0.0% amily Foundations (12D) 0 0.0% 0 0 0 0.0% amily Foundations (12D) 0 0.0% 0 0 0 0.0% amily Foundations (12D) 0 0.0% amily Foundations (12D) 0 0.0% 0 0 0 0.0% amily Foundations (12D) 0 0.0% amily Foundations (13D) 1 18.4% 41 1 18.4% 41 1 18.4% 41 1 18.4% 41 1 10.% 41 4 666 42,880 5.9% 58 8 11 8 amily Foundations (13C) 1 1,134 0 0.6% 77 3,068 0 77 3,068 0 77 3,068 0 77 3,068 0 77 8 amily Foundations (13D) 1 1,350 0 0.0% 1 12 3,345 0 0.8% 1 11 1 11 1 11 1 11 1 11 1 11 1 1 1 1							0
Committee   Comm	city commons (112)		0.0 70	, and the second		0.0 70	J
raditional Living (12B) 0 0.0% 0 0 0.0%   Imall Town Simplicity (12C) 0 0.0% 0 0 0.0%   Indest Income Homes (12D) 0 0.0% 0 0 0.0%   Indest Income Homes (12D) 0 0.0% 0 0 0 0.0%   Indest Income Homes (12D) 0 0.0% 0 0 0 0.0%   Indest Income Homes (12D) 0 0.0% 0 0 0 0.0%   Indest Income Homes (12D) 0 0.0%   I	12. Hometown						0
Simall Town Simplicity (12C)         0         0.0%         0         0         0.0%           Idedest Income Homes (12D)         0         0.0%         0         0         0.0%           33. Next Wave         31,210         16.5%         427         77,611         18.4%         41           International Marketplace (13A)         19,524         10.3%         843         46,318         11.0%         79           as Casas (13B)         9,202         4.9%         666         24,880         5.9%         58           IeWest Residents (13C)         1,134         0.6%         77         3,068         0.7%         8           resh Ambitions (13D)         1,350         0.7%         112         3,345         0.8%         11           ligh Rise Renters (13E)         0         0.0%         0         0         0.0%         0           4. Scholars and Patriots         0         0.0%         0         0         0.0%         0           dolligation Proximity (14A)         0         0.0%         0         0         0.0%         0           college Towns (14B)         0         0.0%         0         0         0.0%         0           college Towns to Diplomas	Family Foundations (12A)	0	0.0%	0	0	0.0%	0
33. Next Wave   31,210   16.5%   427   77,611   18.4%   41     International Marketplace (13A)   19,524   10.3%   843   46,318   11.0%   79     as Casas (13B)   9,202   4.9%   666   24,880   5.9%   58     New Residents (13C)   1,134   0.6%   77   3,068   0.7%   8     Resh Ambitions (13D)   1,350   0.7%   112   3,345   0.8%   11     Ligh Rise Renters (13E)   0   0.0%   0   0   0.0%     4. Scholars and Patriots   0   0.0%   0   0   0.0%     College Towns (14B)   0   0.0%   0   0   0.0%     Corms to Diplomas (14C)   0   0.0%   0   0   0.0%     Corms to Diplomas (14C)   0   0.0%   0	Traditional Living (12B)	0	0.0%	0	0	0.0%	0
33. Next Wave 31,210 16.5% 427 77,611 18.4% 41 International Marketplace (13A) 19,524 10.3% 843 46,318 11.0% 79 as Casas (13B) 9,202 4.9% 666 24,880 5.9% 58 IeWest Residents (13C) 1,134 0.6% 77 3,068 0.7% 8 Oxeresh Ambitions (13D) 1,350 0.7% 112 3,345 0.8% 11 Iigh Rise Renters (13E) 0 0.0% 0 0 0.0%  4. Scholars and Patriots 0 0.0% 0 0 0.0% Oxeresh Ambitions (14A) 0 0.0% 0 0 0.0% Oxeresh Ambitions (14B) 0 0.0% 0 0 0.0% Oxeresh	Small Town Simplicity (12C)	0		0	0		0
International Marketplace (13A) 19,524 10.3% 843 46,318 11.0% 79 as Casas (13B) 9,202 4.9% 666 24,880 5.9% 58 leWest Residents (13C) 1,134 0.6% 77 3,068 0.7% 8 resh Ambitions (13D) 1,350 0.7% 112 3,345 0.8% 11 ligh Rise Renters (13E) 0 0.0% 0 0 0.0%  Idilitary Proximity (14A) 0 0.0% 0 0 0.0% college Towns (14B) 0 0.0% 0 0 0.0% corms to Diplomas (14C) 0 0.0%	Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
International Marketplace (13A) 19,524 10.3% 843 46,318 11.0% 79 as Casas (13B) 9,202 4.9% 666 24,880 5.9% 58 leWest Residents (13C) 1,134 0.6% 77 3,068 0.7% 8 resh Ambitions (13D) 1,350 0.7% 112 3,345 0.8% 11 ligh Rise Renters (13E) 0 0.0% 0 0 0.0%  Idilitary Proximity (14A) 0 0.0% 0 0 0.0% college Towns (14B) 0 0.0% 0 0 0.0% corms to Diplomas (14C) 0 0.0%	13. Next Wave	31,210	16.5%	427	77,611	18.4%	413
as Casas (13B) 9,202 4.9% 666 24,880 5.9% 58 NeWest Residents (13C) 1,134 0.6% 77 3,068 0.7% 8 Tresh Ambitions (13D) 1,350 0.7% 112 3,345 0.8% 11 Nigh Rise Renters (13E) 0 0.0% 0 0 0.0%  1.4. Scholars and Patriots 0 0.0% 0 0 0.0%  1.6. Scholars and Patriots 0 0.0% 0 0 0.0%  1.6. Scholars and Patriots 0 0.0% 0 0 0.0%  1.6. Scholars and Patriots 0 0.0% 0 0 0.0%  1.6. Scholars and Patriots 0 0.0% 0 0 0.0%  1.6. Scholars and Patriots 0 0.0% 0 0 0.0%  1.6. Scholars and Patriots 0 0.0%  1.6. Scholars and Pa	International Marketplace (13A)	19,524	10.3%	843	46,318	11.0%	795
IeWest Residents (13C)       1,134       0.6%       77       3,068       0.7%       8         resh Ambitions (13D)       1,350       0.7%       112       3,345       0.8%       11         ligh Rise Renters (13E)       0       0.0%       0       0       0.0%         4. Scholars and Patriots       0       0.0%       0       0       0.0%         Illitary Proximity (14A)       0       0.0%       0       0       0.0%         college Towns (14B)       0       0.0%       0       0       0.0%         corms to Diplomas (14C)       0       0.0%       0       0       0.0%	Las Casas (13B)		4.9%	666			584
Aresh Ambitions (13D)       1,350       0.7%       112       3,345       0.8%       11         digh Rise Renters (13E)       0       0.0%       0       0       0.0%         4. Scholars and Patriots       0       0.0%       0       0       0.0%         dilitary Proximity (14A)       0       0.0%       0       0       0.0%         college Towns (14B)       0       0.0%       0       0       0.0%         doorms to Diplomas (14C)       0       0.0%       0       0       0.0%							84
At Scholars and Patriots       0       0.0%       0       0.0%         At Scholars and Patriots       0       0.0%       0       0.0%         Dilitary Proximity (14A)       0       0.0%       0       0       0.0%         College Towns (14B)       0       0.0%       0       0       0.0%         Downs to Diplomas (14C)       0       0.0%       0       0       0.0%	Fresh Ambitions (13D)						116
filitary Proximity (14A)     0     0.0%     0     0.0%       college Towns (14B)     0     0.0%     0     0     0.0%       corms to Diplomas (14C)     0     0.0%     0     0     0.0%	High Rise Renters (13E)						0
filitary Proximity (14A)     0     0.0%     0     0.0%       college Towns (14B)     0     0.0%     0     0     0.0%       corms to Diplomas (14C)     0     0.0%     0     0     0.0%	14 Scholars and Datriots	0	0.00%	0	0	0.00%	0
College Towns (14B)       0       0.0%       0       0.0%         Poorms to Diplomas (14C)       0       0.0%       0       0.0%							0
orms to Diplomas (14C) 0 0.0% 0 0.0%							
							0
Inclassified (15) 0 0.0% 0 0.0%	Domis to Dipiomas (14C)	U	0.0%	U	U	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

December 06, 2018

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864 E Colorado Blvd, Pasadena, California, 91101 Ring: 5 mile radius

Prepared by Esri Latitude: 34.14581 Longitude: -118.13262

Tapestry Urbanization Groups	2018 Households		2018 Adult Population				
	Number	Percent	Index	Number	Percent	Inde	
Total:	188,676	100.0%		421,947	100.0%		
1. Principal Urban Center	44,498	23.6%	330	89,180	21.1%	314	
Laptops and Lattes (3A)	1,585	0.8%	78	2,729	0.6%	7.	
Metro Renters (3B)	11,508	6.1%	370	17,962	4.3%	33	
Trendsetters (3C)	10,475	5.6%	517	19,858	4.7%	49	
Downtown Melting Pot (8D)	18,446	9.8%	1,496	42,218	10.0%	1,35	
City Strivers (11A)	0	0.0%	, 0	0	0.0%	,	
NeWest Residents (13C)	1,134	0.6%	77	3,068	0.7%	8-	
Fresh Ambitions (13D)	1,350	0.7%	112	3,345	0.8%	110	
High Rise Renters (13E)	0	0.0%	0	0	0.0%	(	
2. Urban Periphery	84,918	45.0%	269	208,353	49.4%	27	
Pacific Heights (2C)	21,127	11.2%	1,572	52,861	12.5%	1,40	
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	=/	
Urban Villages (7B)	13,111	6.9%	654	34,846	8.3%	56	
American Dreamers (7C)	0	0.0%	0	0	0.0%		
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%		
Southwestern Families (7F)	311	0.2%	20	855	0.2%	2	
City Lights (8A)	21,643	11.5%	787	48,593	11.5%	77	
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	.,	
Metro Fusion (11C)	0	0.0%	0	0	0.0%		
Family Foundations (12A)	0	0.0%	0	0	0.0%		
Modest Income Homes (12D)	0	0.0%	0	0	0.0%		
International Marketplace (13A)	19,524	10.3%	843	46,318	11.0%	79	
Las Casas (13B)	9,202	4.9%	666	24,880	5.9%	58	
3. Metro Cities	2,855	1.5%	8	5,227	1.2%		
In Style (5B)	0	0.0%	0	0	0.0%		
Emerald City (8B)	541	0.3%	20	1,213	0.3%	2	
Front Porches (8E)	0	0.0%	0	0	0.0%	_	
Old and Newcomers (8F)	0	0.0%	0	0	0.0%		
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%		
Retirement Communities (9E)	1,342	0.7%	59	2,633	0.6%	6	
Social Security Set (9F)	972	0.5%	63	1,381	0.3%	4	
Young and Restless (11B)	0	0.0%	0	0	0.0%		
Set to Impress (11D)	0	0.0%	0	0	0.0%		
City Commons (11E)	0	0.0%	0	0	0.0%		
Traditional Living (12B)	0	0.0%	0	0	0.0%		
College Towns (14B)	0	0.0%	0	0	0.0%		
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%		

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December 06, 2018

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864 E Colorado Blvd, Pasadena, California, 91101 Ring: 5 mile radius

Prepared by Esri Latitude: 34.14581 Longitude: -118.13262

Tapestry Urbanization Groups	2018 Households		2018 Adult Population			
	Number	Percent	Index	Number	Percent	Inde
Total:	188,676	100.0%		421,947	100.0%	
4. Suburban Periphery	56,405	29.9%	94	119,187	28.2%	8
Top Tier (1A)	14,246	7.6%	445	32,125	7.6%	42
Professional Pride (1B)	0	0.0%	0	0	0.0%	
Boomburbs (1C)	0	0.0%	0	0	0.0%	
Savvy Suburbanites (1D)	1,169	0.6%	21	2,504	0.6%	1
Exurbanites (1E)	5,288	2.8%	144	11,100	2.6%	13
Urban Chic (2A)	17,931	9.5%	721	35,443	8.4%	67
Pleasantville (2B)	10,159	5.4%	246	22,887	5.4%	22
Enterprising Professionals (2D)	5,436	2.9%	202	10,337	2.4%	18
Soccer Moms (4A)	0	0.0%	0	0	0.0%	
Home Improvement (4B)	0	0.0%	0	0	0.0%	
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	
Parks and Rec (5C)	0	0.0%	0	0	0.0%	
Midlife Constants (5E)	0	0.0%	0	0	0.0%	
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	
Silver & Gold (9A)	0	0.0%	0	0	0.0%	
Golden Years (9B)	2,176	1.2%	86	4,791	1.1%	9
The Elders (9C)	0	0.0%	0	0	0.0%	
Military Proximity (14A)	0	0.0%	0	0	0.0%	
5. Semirural	0	0.0%	0	0	0.0%	
Middleburg (4C)	0	0.0%	0	0	0.0%	
Heartland Communities (6F)	0	0.0%	0	0	0.0%	
Valley Growers (7E)	0	0.0%	0	0	0.0%	
Senior Escapes (9D)	0	0.0%	0	0	0.0%	
Down the Road (10D)	0	0.0%	0	0	0.0%	
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	
6. Rural	0	0.0%	0	0	0.0%	
Green Acres (6A)	0	0.0%	0	0	0.0%	
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	
Prairie Living (6D)	0	0.0%	0	0	0.0%	
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	
Southern Satellites (10A)	0	0.0%	0	0	0.0%	
Rooted Rural (10B)	0	0.0%	0	0	0.0%	
Diners & Miners (10C)	0	0.0%	0	0	0.0%	
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	
/ · · · · · · · · · · · · · · · · · · ·	-		-	•		
Unclassified (15)	0	0.0%	0	0	0.0%	
5	•	010 /0	v	•	010 /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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