



Tapestry Segmentation Area Profile

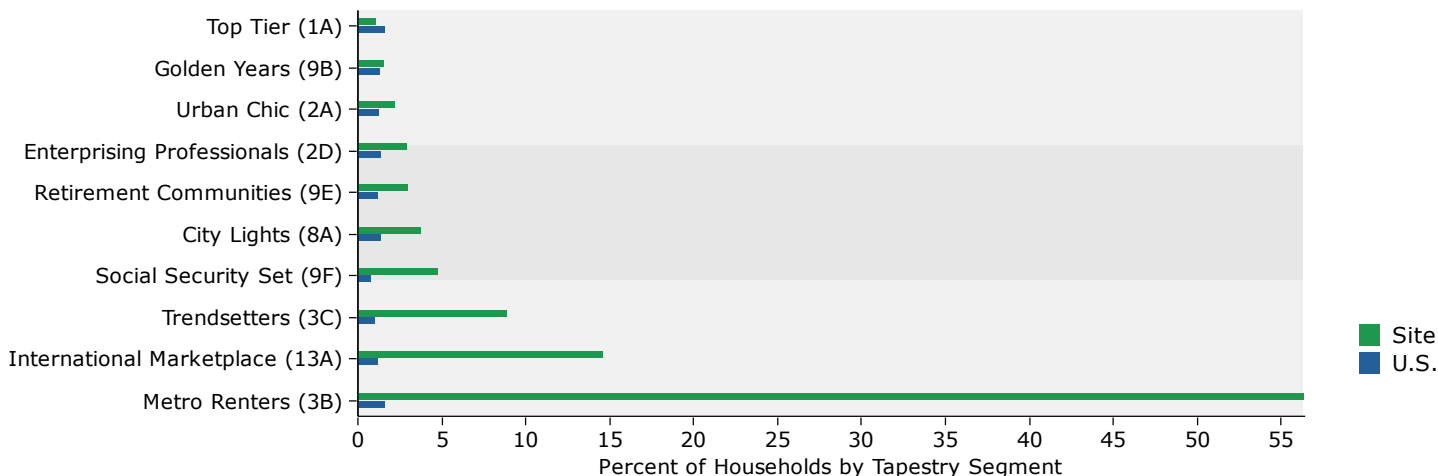
864 E Colorado Blvd, Pasadena, California, 91101
Ring: 1 mile radius

Prepared by Esri
Latitude: 34.14581
Longitude: -118.13262

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2018 Households		2018 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
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
Subtotal		0.3%		0.6%		
Total		100.0%		13.9%		722

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

December 06, 2018

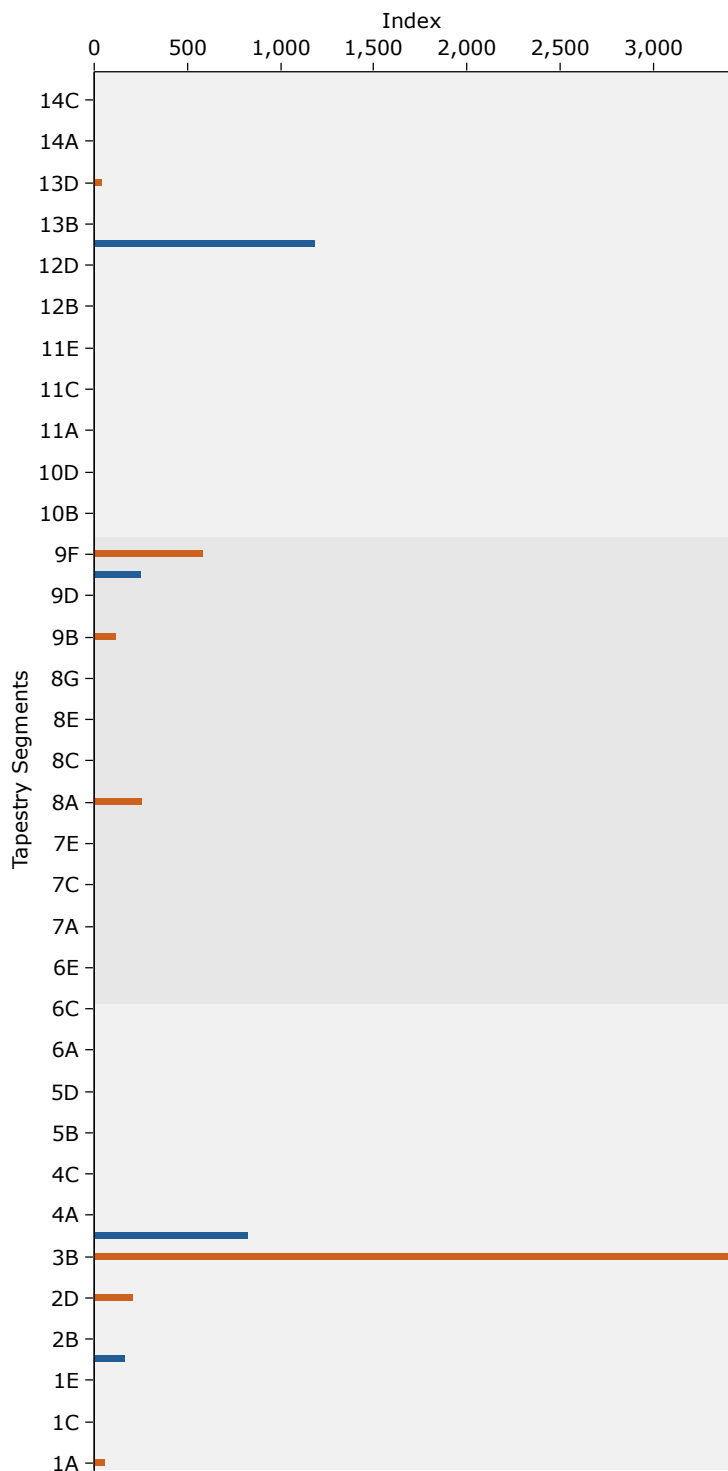


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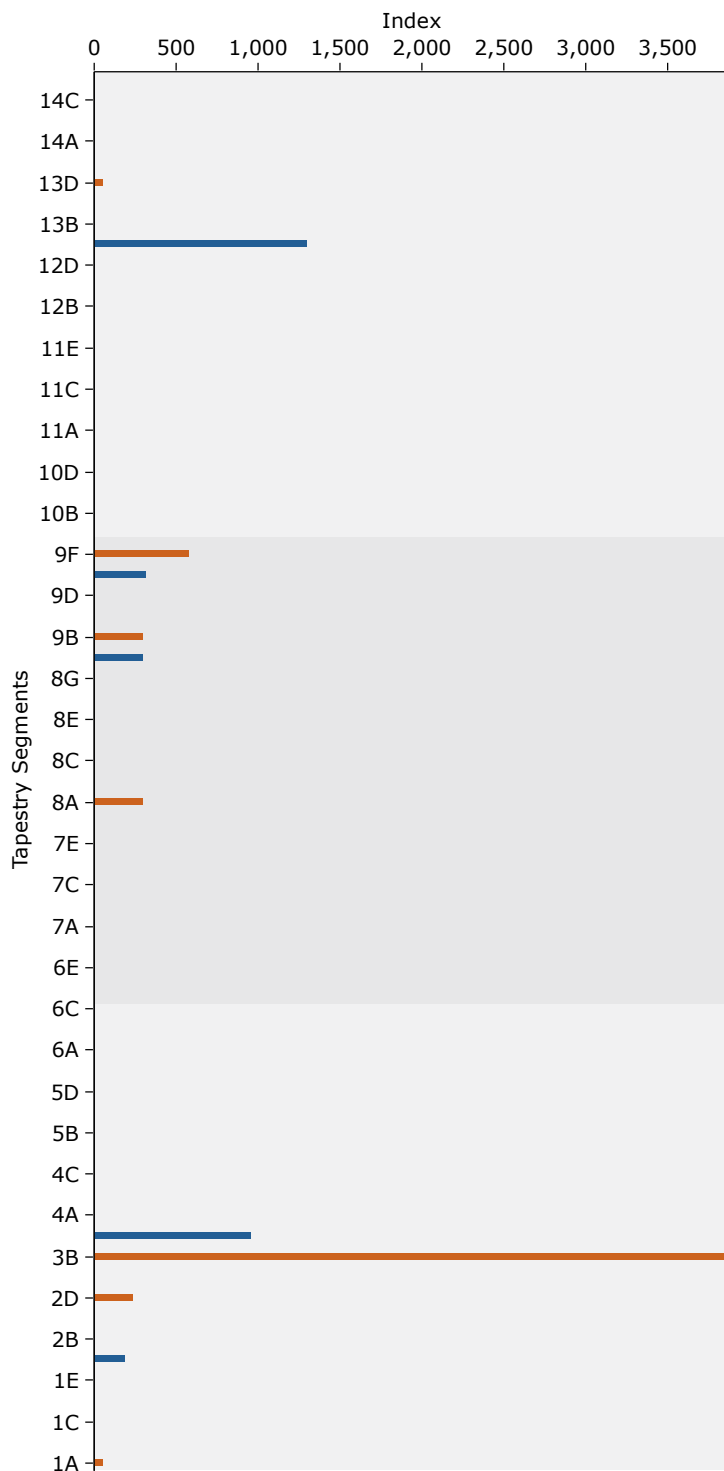
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2018 Tapestry Indexes by Households



2018 Tapestry Indexes by Total Population 18+



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Tapestry LifeMode Groups	2018 Households			2018 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	20,135	100.0%		35,191	100.0%	
1. Affluent Estates	223	1.1%	11	378	1.1%	10
Top Tier (1A)	223	1.1%	65	378	1.1%	60
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	1,067	5.3%	94	2,001	5.7%	96
Urban Chic (2A)	464	2.3%	175	867	2.5%	198
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	603	3.0%	210	1,134	3.2%	242
3. Uptown Individuals	13,152	65.3%	1719	20,875	59.3%	1898
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	11,362	56.4%	3,426	17,646	50.1%	3,902
Trendsetters (3C)	1,790	8.9%	828	3,229	9.2%	959
4. Family Landscapes	0	0.0%	0	0	0.0%	0
Soccer Moms (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	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
In Style (5B)	0	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	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
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. Ethnic Enclaves	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
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Valley Growers (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	2018 Households			2018 Adult 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
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
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 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	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. 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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December 06, 2018



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Tapestry Urbanization Groups	2018 Households			2018 Adult Population		
	Number	Percent	Index	Number	Percent	Index
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%	0
Metro Renters (3B)	11,362	56.4%	3,426	17,646	50.1%	3,902
Trendsetters (3C)	1,790	8.9%	828	3,229	9.2%	959
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)	65	0.3%	51	159	0.5%	66
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	3,715	18.5%	110	7,969	22.6%	127
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	771	3.8%	263	1,607	4.6%	308
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
International Marketplace (13A)	2,944	14.6%	1,191	6,362	18.1%	1,309
Las Casas (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	1,587	7.9%	43	2,528	7.2%	43
In Style (5B)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	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
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
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)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	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	Index
Total:	20,135	100.0%		35,191	100.0%	
4. Suburban Periphery	1,616	8.0%	25	3,660	10.4%	32
Top Tier (1A)	223	1.1%	65	378	1.1%	60
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)	464	2.3%	175	867	2.5%	198
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	603	3.0%	210	1,134	3.2%	242
Soccer Moms (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)	0	0.0%	0	0	0.0%	0
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)	326	1.6%	121	1,281	3.6%	307
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
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
6. Rural	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
Diners & Miners (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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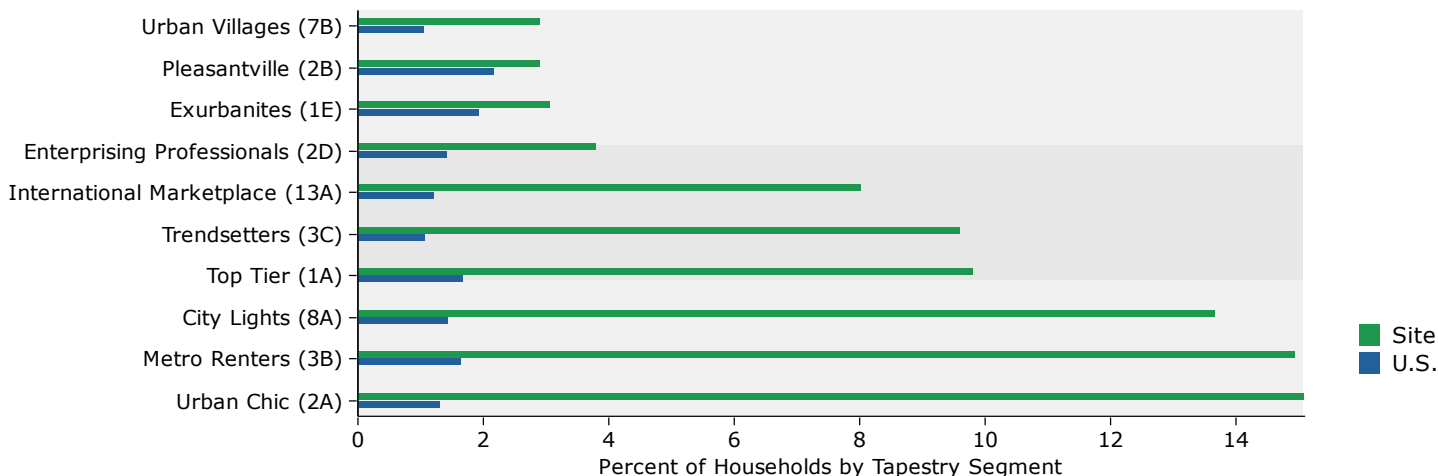
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		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Urban Chic (2A)	15.1%	15.1%	1.3%	1.3%	1145
2	Metro Renters (3B)	15.0%	30.1%	1.6%	2.9%	908
3	City Lights (8A)	13.7%	43.8%	1.5%	4.4%	938
4	Top Tier (1A)	9.8%	53.6%	1.7%	6.1%	579
5	Trendsetters (3C)	9.6%	63.2%	1.1%	7.2%	896
Subtotal		63.2%		7.2%		
6	International Marketplace (13A)	8.0%	71.2%	1.2%	8.4%	654
7	Enterprising Professionals (2D)	3.8%	75.0%	1.4%	9.8%	267
8	Exurbanites (1E)	3.1%	78.1%	1.9%	11.7%	159
9	Pleasantville (2B)	2.9%	81.0%	2.2%	13.9%	133
10	Urban Villages (7B)	2.9%	83.9%	1.1%	15.0%	274
Subtotal		20.7%		7.8%		
11	Laptops and Lattes (3A)	2.1%	86.0%	1.1%	16.1%	191
12	Downtown Melting Pot (8D)	1.9%	87.9%	0.7%	16.8%	293
13	Fresh Ambitions (13D)	1.8%	89.7%	0.6%	17.4%	275
14	Retirement Communities (9E)	1.7%	91.4%	1.2%	18.6%	144
15	Pacific Heights (2C)	1.6%	93.0%	0.7%	19.3%	221
Subtotal		9.1%		4.3%		
16	NeWest Residents (13C)	1.5%	94.5%	0.8%	20.1%	189
17	Las Casas (13B)	1.3%	95.8%	0.7%	20.8%	176
18	Social Security Set (9F)	1.3%	97.1%	0.8%	21.6%	155
19	Golden Years (9B)	1.3%	98.4%	1.3%	22.9%	94
20	Savvy Suburbanites (1D)	1.0%	99.4%	3.0%	25.9%	34
Subtotal		6.4%		6.6%		
Total		99.3%		26.0%		382

Top Ten Tapestry Segments Site vs. U.S.



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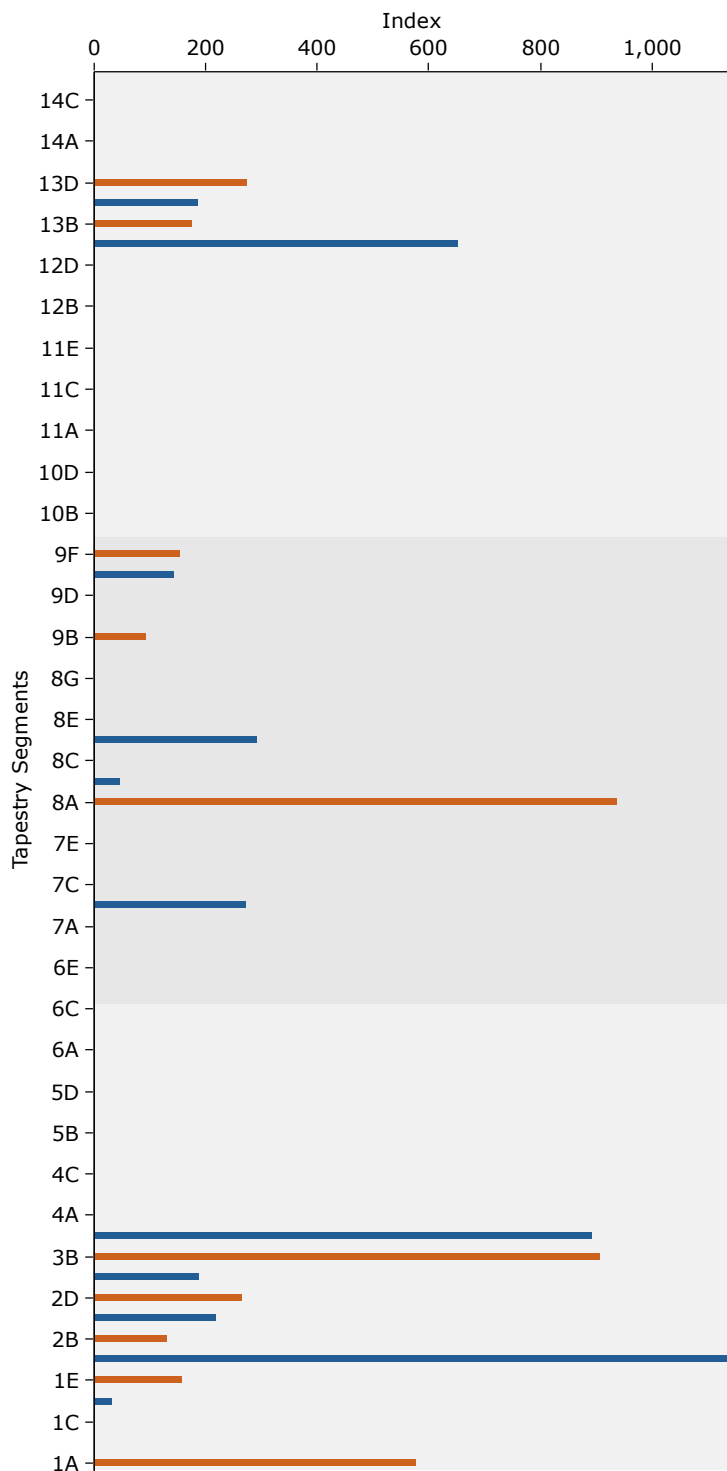


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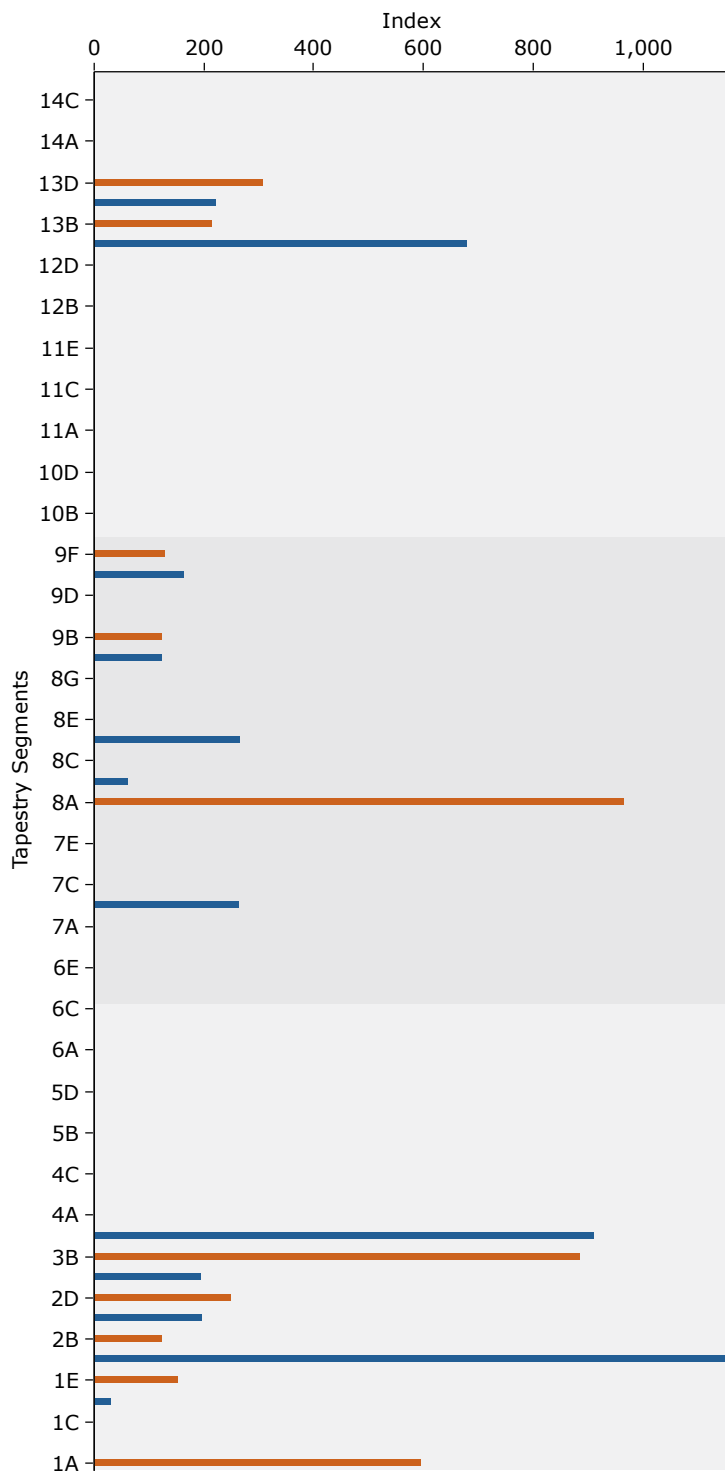
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Tapestry LifeMode Groups	2018 Households			2018 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	76,923	100.0%		157,684	100.0%	
1. Affluent Estates	10,699	13.9%	140	23,249	14.7%	140
Top Tier (1A)	7,557	9.8%	579	16,909	10.7%	597
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	770	1.0%	34	1,634	1.0%	32
Exurbanites (1E)	2,372	3.1%	159	4,706	3.0%	153
2. Upscale Avenues	18,005	23.4%	414	35,820	22.7%	384
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
Pacific Heights (2C)	1,210	1.6%	221	2,789	1.8%	199
Enterprising Professionals (2D)	2,933	3.8%	267	5,278	3.3%	251
3. Uptown Individuals	20,495	26.6%	701	34,428	21.8%	699
Laptops and Lattes (3A)	1,585	2.1%	191	2,729	1.7%	196
Metro Renters (3B)	11,508	15.0%	908	17,962	11.4%	887
Trendsetters (3C)	7,402	9.6%	896	13,737	8.7%	911
4. Family Landscapes	0	0.0%	0	0	0.0%	0
Soccer Moms (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	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
In Style (5B)	0	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	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
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. Ethnic Enclaves	2,242	2.9%	41	6,127	3.9%	47
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	2,242	2.9%	274	6,127	3.9%	266
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Valley Growers (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

December 06, 2018



Tapestry Segmentation Area Profile

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

Prepared by Esri
Latitude: 34.14581
Longitude: -118.13262

Tapestry LifeMode Groups	2018 Households			2018 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	76,923	100.0%		157,684	100.0%	
8. Middle Ground	12,539	16.3%	150	26,988	17.1%	169
City Lights (8A)	10,524	13.7%	938	22,650	14.4%	969
Emerald City (8B)	541	0.7%	49	1,213	0.8%	63
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	1,474	1.9%	293	3,125	2.0%	268
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	3,283	4.3%	74	6,399	4.1%	81
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	969	1.3%	94	2,385	1.5%	127
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)	1,342	1.7%	144	2,633	1.7%	165
Social Security Set (9F)	972	1.3%	155	1,381	0.9%	131
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
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 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	9,660	12.6%	324	24,673	15.6%	351
International Marketplace (13A)	6,182	8.0%	654	14,818	9.4%	680
Las Casas (13B)	994	1.3%	176	3,442	2.2%	216
NeWest Residents (13C)	1,134	1.5%	189	3,068	1.9%	224
Fresh Ambitions (13D)	1,350	1.8%	275	3,345	2.1%	310
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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



Tapestry Segmentation Area Profile

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%	196
Metro Renters (3B)	11,508	15.0%	908	17,962	11.4%	887
Trendsetters (3C)	7,402	9.6%	896	13,737	8.7%	911
Downtown Melting Pot (8D)	1,474	1.9%	293	3,125	2.0%	268
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	1,134	1.5%	189	3,068	1.9%	224
Fresh Ambitions (13D)	1,350	1.8%	275	3,345	2.1%	310
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	21,152	27.5%	164	49,826	31.6%	177
Pacific Heights (2C)	1,210	1.6%	221	2,789	1.8%	199
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	2,242	2.9%	274	6,127	3.9%	266
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	10,524	13.7%	938	22,650	14.4%	969
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
International Marketplace (13A)	6,182	8.0%	654	14,818	9.4%	680
Las Casas (13B)	994	1.3%	176	3,442	2.2%	216
3. Metro Cities	2,855	3.7%	20	5,227	3.3%	20
In Style (5B)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	541	0.7%	49	1,213	0.8%	63
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
Retirement Communities (9E)	1,342	1.7%	144	2,633	1.7%	165
Social Security Set (9F)	972	1.3%	155	1,381	0.9%	131
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)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	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



Tapestry Segmentation Area Profile

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%	
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%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
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%	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)	0	0.0%	0	0	0.0%	0
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)	969	1.3%	94	2,385	1.5%	127
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
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
6. Rural	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
Diners & Miners (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

December 06, 2018



Tapestry Segmentation Area Profile

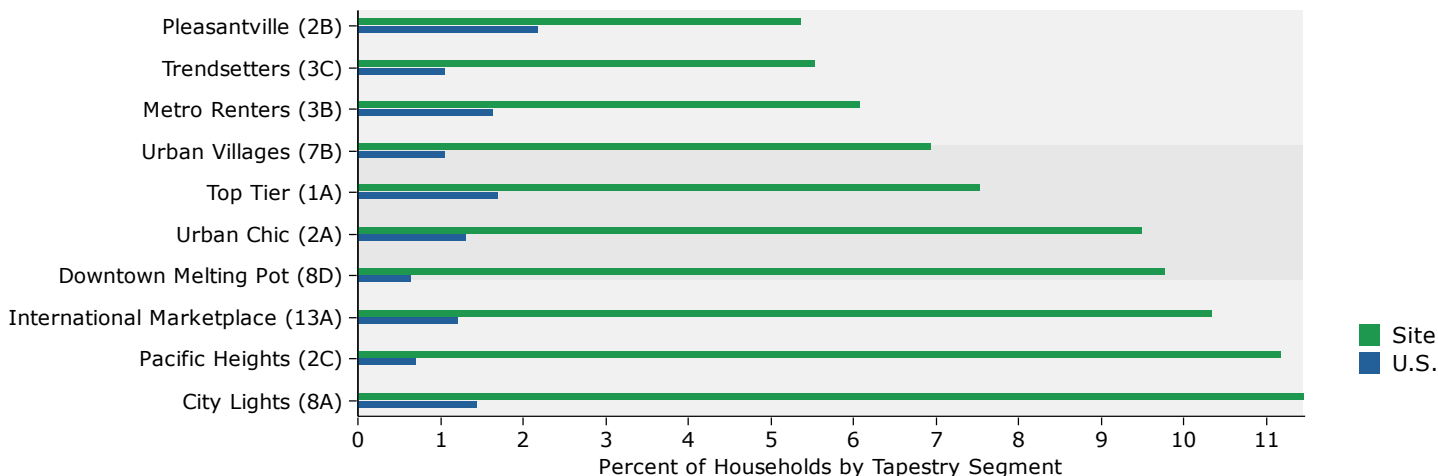
864 E Colorado Blvd, Pasadena, California, 91101
Ring: 5 mile radius

Prepared by Esri
Latitude: 34.14581
Longitude: -118.13262

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2018 Households		2018 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
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%	1,572
3	International Marketplace (13A)	10.3%	33.0%	1.2%	3.4%	843
4	Downtown Melting Pot (8D)	9.8%	42.8%	0.7%	4.1%	1,496
5	Urban Chic (2A)	9.5%	52.3%	1.3%	5.4%	721
Subtotal		52.3%		5.4%		
6	Top Tier (1A)	7.6%	59.9%	1.7%	7.1%	445
7	Urban Villages (7B)	6.9%	66.8%	1.1%	8.2%	654
8	Metro Renters (3B)	6.1%	72.9%	1.6%	9.8%	370
9	Trendsetters (3C)	5.6%	78.5%	1.1%	10.9%	517
10	Pleasantville (2B)	5.4%	83.9%	2.2%	13.1%	246
Subtotal		31.6%		7.7%		
11	Las Casas (13B)	4.9%	88.8%	0.7%	13.8%	666
12	Enterprising Professionals (2D)	2.9%	91.7%	1.4%	15.2%	202
13	Exurbanites (1E)	2.8%	94.5%	1.9%	17.1%	144
14	Golden Years (9B)	1.2%	95.7%	1.3%	18.4%	86
15	Laptops and Lattes (3A)	0.8%	96.5%	1.1%	19.5%	78
Subtotal		12.6%		6.4%		
16	Fresh Ambitions (13D)	0.7%	97.2%	0.6%	20.1%	112
17	Retirement Communities (9E)	0.7%	97.9%	1.2%	21.3%	59
18	Savvy Suburbanites (1D)	0.6%	98.5%	3.0%	24.3%	21
19	NeWest Residents (13C)	0.6%	99.1%	0.8%	25.1%	77
20	Social Security Set (9F)	0.5%	99.6%	0.8%	25.9%	63
Subtotal		3.1%		6.4%		
Total		99.5%		26.0%		383

Top Ten Tapestry Segments Site vs. U.S.



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Source: Esri

December 06, 2018

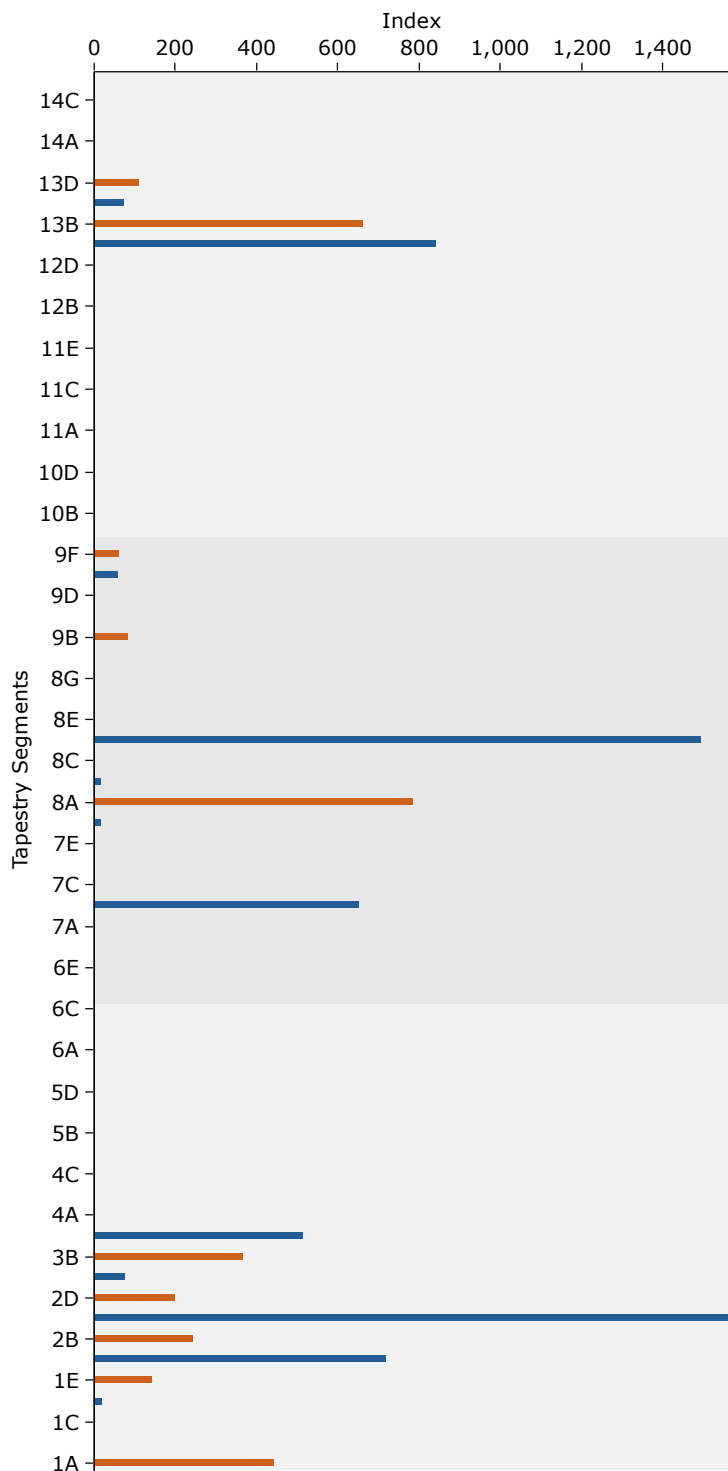


Tapestry Segmentation Area Profile

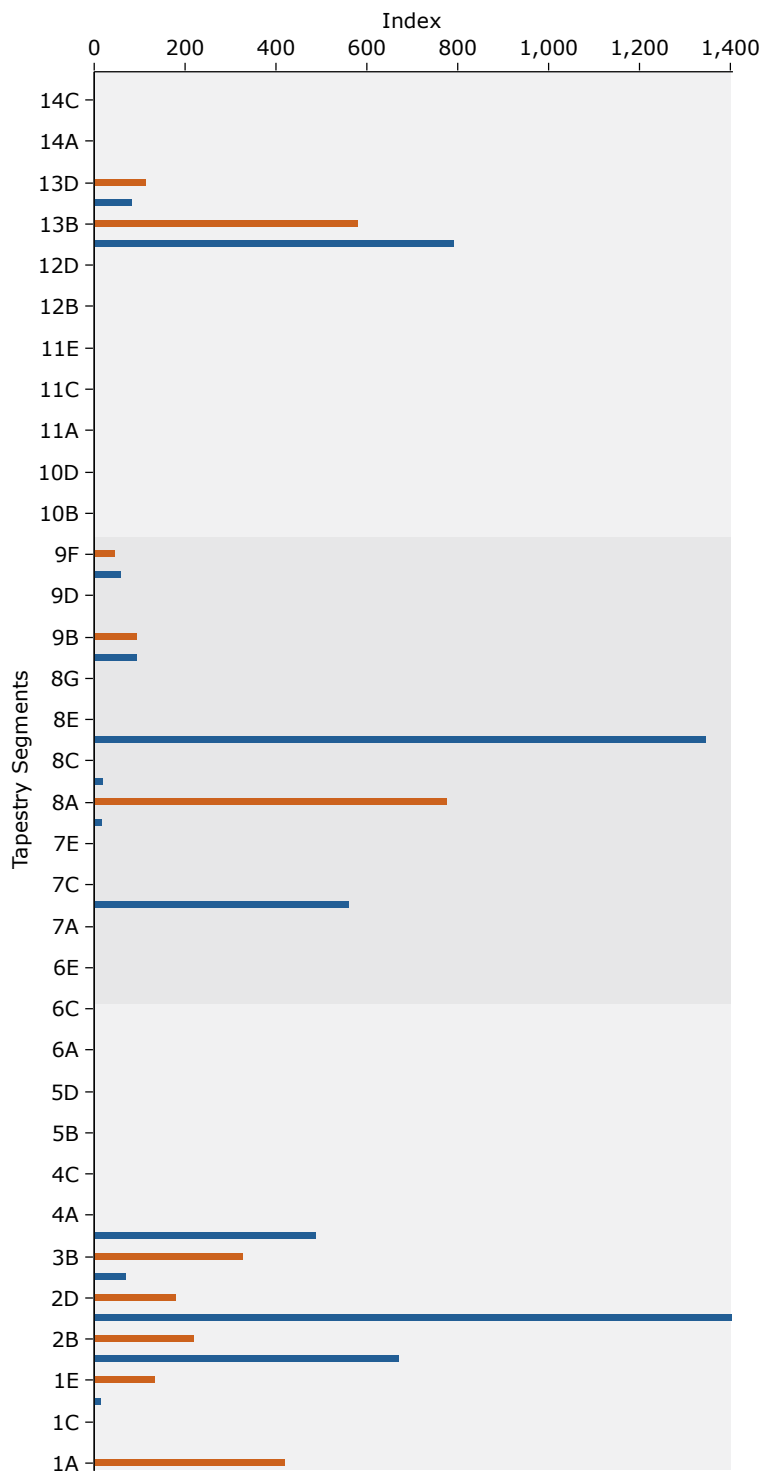
864 E Colorado Blvd, Pasadena, California, 91101
Ring: 5 mile radius

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



Tapestry Segmentation Area Profile

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

Prepared by Esri
Latitude: 34.14581
Longitude: -118.13262

Tapestry LifeMode Groups	2018 Households			2018 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	188,676	100.0%		421,947	100.0%	
1. Affluent Estates	20,703	11.0%	111	45,729	10.8%	103
Top Tier (1A)	14,246	7.6%	445	32,125	7.6%	424
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	1,169	0.6%	21	2,504	0.6%	18
Exurbanites (1E)	5,288	2.8%	144	11,100	2.6%	135
2. Upscale Avenues	54,653	29.0%	513	121,528	28.8%	487
Urban Chic (2A)	17,931	9.5%	721	35,443	8.4%	675
Pleasantville (2B)	10,159	5.4%	246	22,887	5.4%	222
Pacific Heights (2C)	21,127	11.2%	1,572	52,861	12.5%	1,407
Enterprising Professionals (2D)	5,436	2.9%	202	10,337	2.4%	184
3. Uptown Individuals	23,568	12.5%	329	40,549	9.6%	308
Laptops and Lattes (3A)	1,585	0.8%	78	2,729	0.6%	73
Metro Renters (3B)	11,508	6.1%	370	17,962	4.3%	331
Trendsetters (3C)	10,475	5.6%	517	19,858	4.7%	492
4. Family Landscapes	0	0.0%	0	0	0.0%	0
Soccer Moms (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	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
In Style (5B)	0	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	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
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. Ethnic Enclaves	13,422	7.1%	101	35,701	8.5%	103
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	13,111	6.9%	654	34,846	8.3%	565
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	311	0.2%	20	855	0.2%	21

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Tapestry Segmentation Area Profile

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

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Latitude: 34.14581
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Tapestry LifeMode Groups	2018 Households			2018 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	188,676	100.0%		421,947	100.0%	
8. Middle Ground	40,630	21.5%	198	92,024	21.8%	215
City Lights (8A)	21,643	11.5%	787	48,593	11.5%	777
Emerald City (8B)	541	0.3%	20	1,213	0.3%	23
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	18,446	9.8%	1,496	42,218	10.0%	1,351
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	4,490	2.4%	41	8,805	2.1%	42
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	2,176	1.2%	86	4,791	1.1%	96
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)	1,342	0.7%	59	2,633	0.6%	62
Social Security Set (9F)	972	0.5%	63	1,381	0.3%	49
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
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 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	31,210	16.5%	427	77,611	18.4%	413
International Marketplace (13A)	19,524	10.3%	843	46,318	11.0%	795
Las Casas (13B)	9,202	4.9%	666	24,880	5.9%	584
NeWest Residents (13C)	1,134	0.6%	77	3,068	0.7%	84
Fresh Ambitions (13D)	1,350	0.7%	112	3,345	0.8%	116
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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Source: Esri

December 06, 2018



Tapestry Segmentation Area Profile

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	Index
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%	73
Metro Renters (3B)	11,508	6.1%	370	17,962	4.3%	331
Trendsetters (3C)	10,475	5.6%	517	19,858	4.7%	492
Downtown Melting Pot (8D)	18,446	9.8%	1,496	42,218	10.0%	1,351
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	1,134	0.6%	77	3,068	0.7%	84
Fresh Ambitions (13D)	1,350	0.7%	112	3,345	0.8%	116
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	84,918	45.0%	269	208,353	49.4%	277
Pacific Heights (2C)	21,127	11.2%	1,572	52,861	12.5%	1,407
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	13,111	6.9%	654	34,846	8.3%	565
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	311	0.2%	20	855	0.2%	21
City Lights (8A)	21,643	11.5%	787	48,593	11.5%	777
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
International Marketplace (13A)	19,524	10.3%	843	46,318	11.0%	795
Las Casas (13B)	9,202	4.9%	666	24,880	5.9%	584
3. Metro Cities	2,855	1.5%	8	5,227	1.2%	7
In Style (5B)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	541	0.3%	20	1,213	0.3%	23
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
Retirement Communities (9E)	1,342	0.7%	59	2,633	0.6%	62
Social Security Set (9F)	972	0.5%	63	1,381	0.3%	49
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)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	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	Index
Total:	188,676	100.0%		421,947	100.0%	
4. Suburban Periphery	56,405	29.9%	94	119,187	28.2%	87
Top Tier (1A)	14,246	7.6%	445	32,125	7.6%	424
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	1,169	0.6%	21	2,504	0.6%	18
Exurbanites (1E)	5,288	2.8%	144	11,100	2.6%	135
Urban Chic (2A)	17,931	9.5%	721	35,443	8.4%	675
Pleasantville (2B)	10,159	5.4%	246	22,887	5.4%	222
Enterprising Professionals (2D)	5,436	2.9%	202	10,337	2.4%	184
Soccer Moms (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)	0	0.0%	0	0	0.0%	0
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)	2,176	1.2%	86	4,791	1.1%	96
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
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
6. Rural	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
Diners & Miners (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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December 06, 2018