Tapestry Segmentation Area Profile

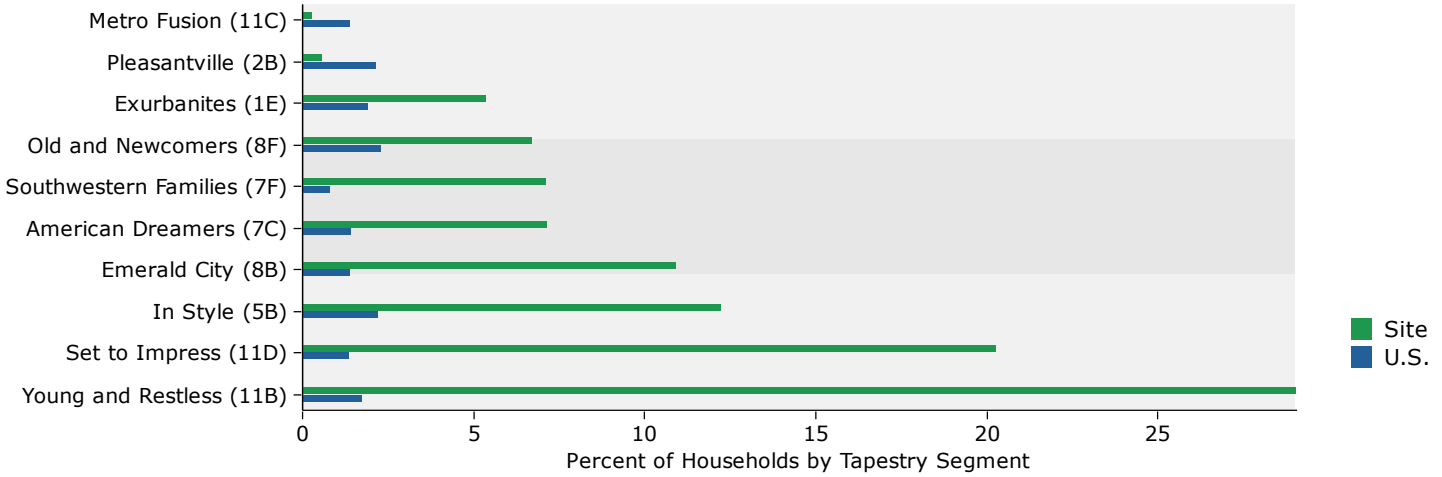
Ring: 1 mile radius

Latitude: 34.0565
Longitude: -117.1957

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2018 Households Percent	2018 Households Cumulative Percent	2018 U.S. Households Percent	2018 U.S. Households Cumulative Percent	Index
1	Young and Restless (11B)	29.1%	29.1%	1.7%	1.7%	1669
2	Set to Impress (11D)	20.3%	49.4%	1.4%	3.1%	1,465
3	In Style (5B)	12.3%	61.7%	2.2%	5.3%	546
4	Emerald City (8B)	11.0%	72.7%	1.4%	6.7%	768
5	American Dreamers (7C)	7.2%	79.9%	1.5%	8.2%	488
	Subtotal	**79.9%**		**8.2%**		
6	Southwestern Families (7F)	7.1%	87.0%	0.8%	9.0%	866
7	Old and Newcomers (8F)	6.7%	93.7%	2.3%	11.3%	291
8	Exurbanites (1E)	5.4%	99.1%	1.9%	13.2%	276
9	Pleasantville (2B)	0.6%	99.7%	2.2%	15.4%	28
10	Metro Fusion (11C)	0.3%	100.0%	1.4%	16.8%	22
	Subtotal	**20.1%**		**8.6%**		
11	Bright Young Professionals (8C)	0.0%	100.0%	2.2%	19.0%	2
				2.2%		
	Total	**100.0%**		**19.2%**		**521**

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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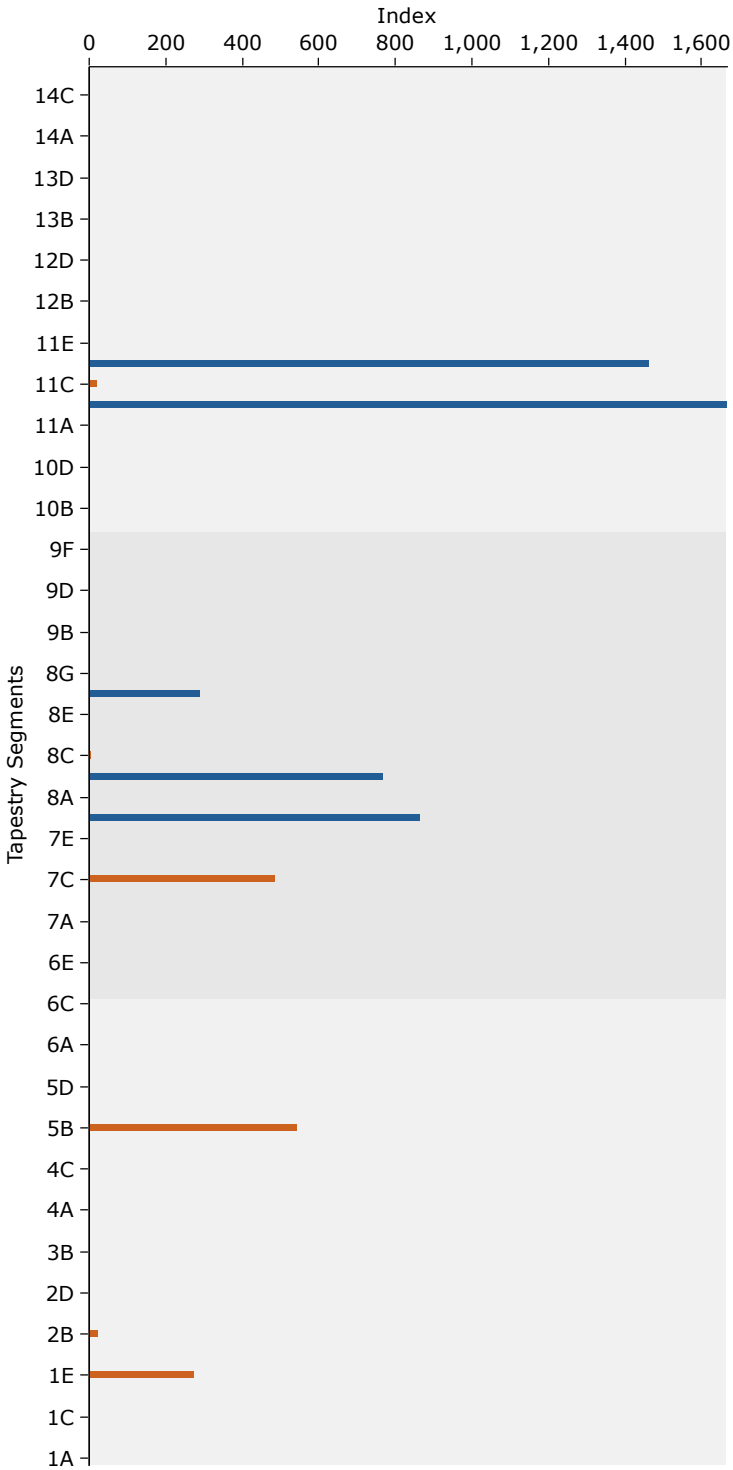
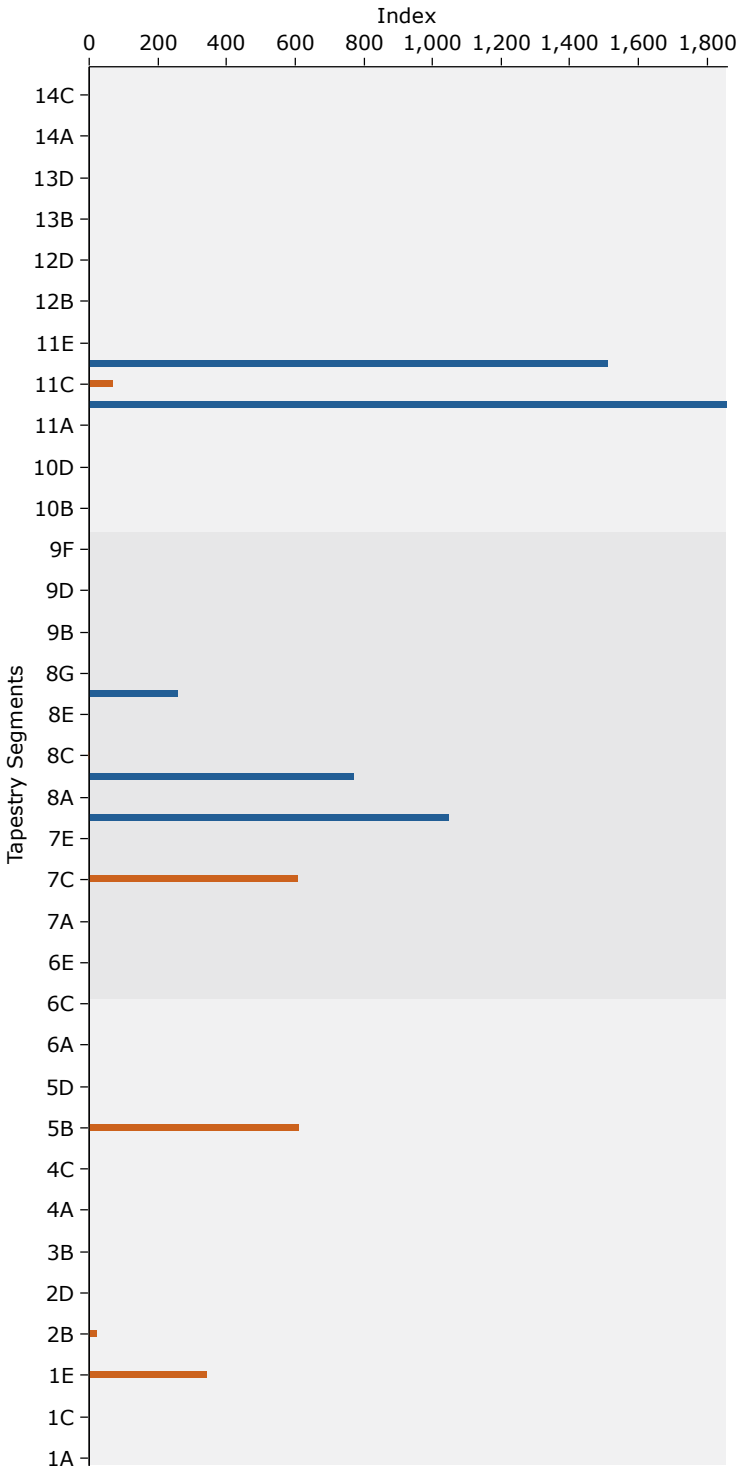
2018 Tapestry Indexes by Households



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:	5,251	100.0%		10,185	100.0%	
1. Affluent Estates	**282**	**5.4%**	**54**	**684**	**6.7%**	**64**
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	282	5.4%	276	684	6.7%	345
2. Upscale Avenues	**32**	**0.6%**	**11**	**65**	**0.6%**	**11**
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	32	0.6%	28	65	0.6%	26
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
3. Uptown Individuals	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
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	**644**	**12.3%**	**108**	**1,312**	**12.9%**	**118**
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
In Style (5B)	644	12.3%	546	1,312	12.9%	614
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	**753**	**14.3%**	**203**	**2,057**	**20.2%**	**246**
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)	378	7.2%	488	1,041	10.2%	611
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)	375	7.1%	866	1,016	10.0%	1,050

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Tapestry LifeMode Groups	2018 Households			2018 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	5,251	100.0%		10,185	100.0%	
8. Middle Ground	**931**	**17.7%**	**163**	**1,506**	**14.8%**	**146**
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	576	11.0%	768	970	9.5%	777
Bright Young Professionals (8C)	2	0.0%	2	3	0.0%	1
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)	353	6.7%	291	533	5.2%	262
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
10. Rustic Outposts	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
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	**2,609**	**49.7%**	**802**	**4,561**	**44.8%**	**817**
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	1,526	29.1%	1,669	2,639	25.9%	1,861
Metro Fusion (11C)	16	0.3%	22	92	0.9%	69
Set to Impress (11D)	1,067	20.3%	1,465	1,830	18.0%	1,514
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	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
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)	0	0.0%	0	0	0.0%	0
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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Tapestry Urbanization Groups	2018 Households			2018 Adult Population		
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Total:	5,251	100.0%		10,185	100.0%	
1. Principal Urban Center	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	**771**	**14.7%**	**88**	**2,152**	**21.1%**	**119**
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)	378	7.2%	488	1,041	10.2%	611
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	375	7.1%	866	1,016	10.0%	1,050
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	2	0.0%	2	3	0.0%	1
Metro Fusion (11C)	16	0.3%	22	92	0.9%	69
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)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	**4,166**	**79.3%**	**436**	**7,284**	**71.5%**	**424**
In Style (5B)	644	12.3%	546	1,312	12.9%	614
Emerald City (8B)	576	11.0%	768	970	9.5%	777
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	353	6.7%	291	533	5.2%	262
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	1,526	29.1%	1,669	2,639	25.9%	1,861
Set to Impress (11D)	1,067	20.3%	1,465	1,830	18.0%	1,514
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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4. Suburban Periphery	**314**	**6.0%**	**19**	**749**	**7.4%**	**23**
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	282	5.4%	276	684	6.7%	345
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	32	0.6%	28	65	0.6%	26
Enterprising Professionals (2D)	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
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)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
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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