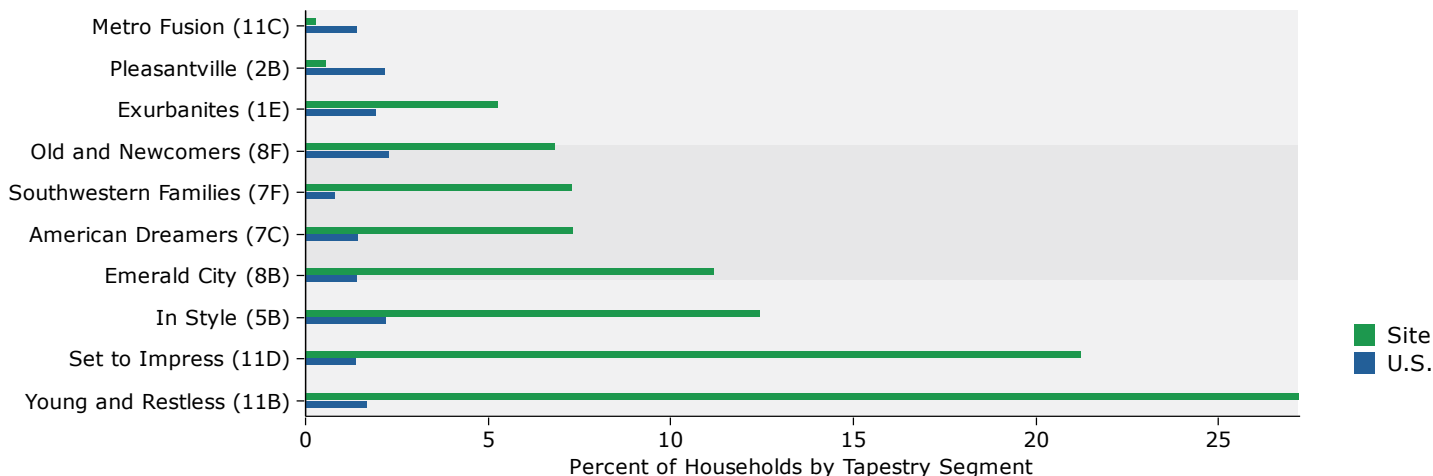


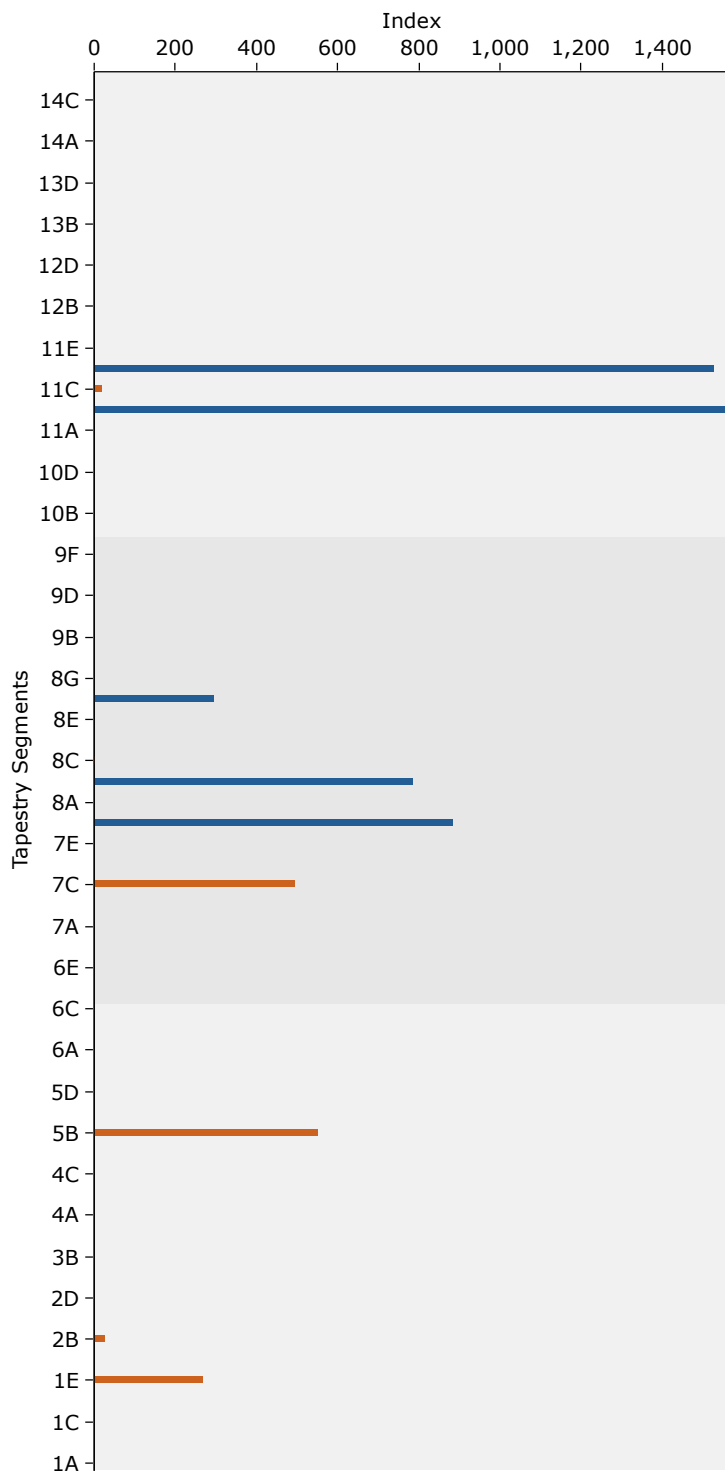


Latitude: 34.0565  
Longitude: -117.1957

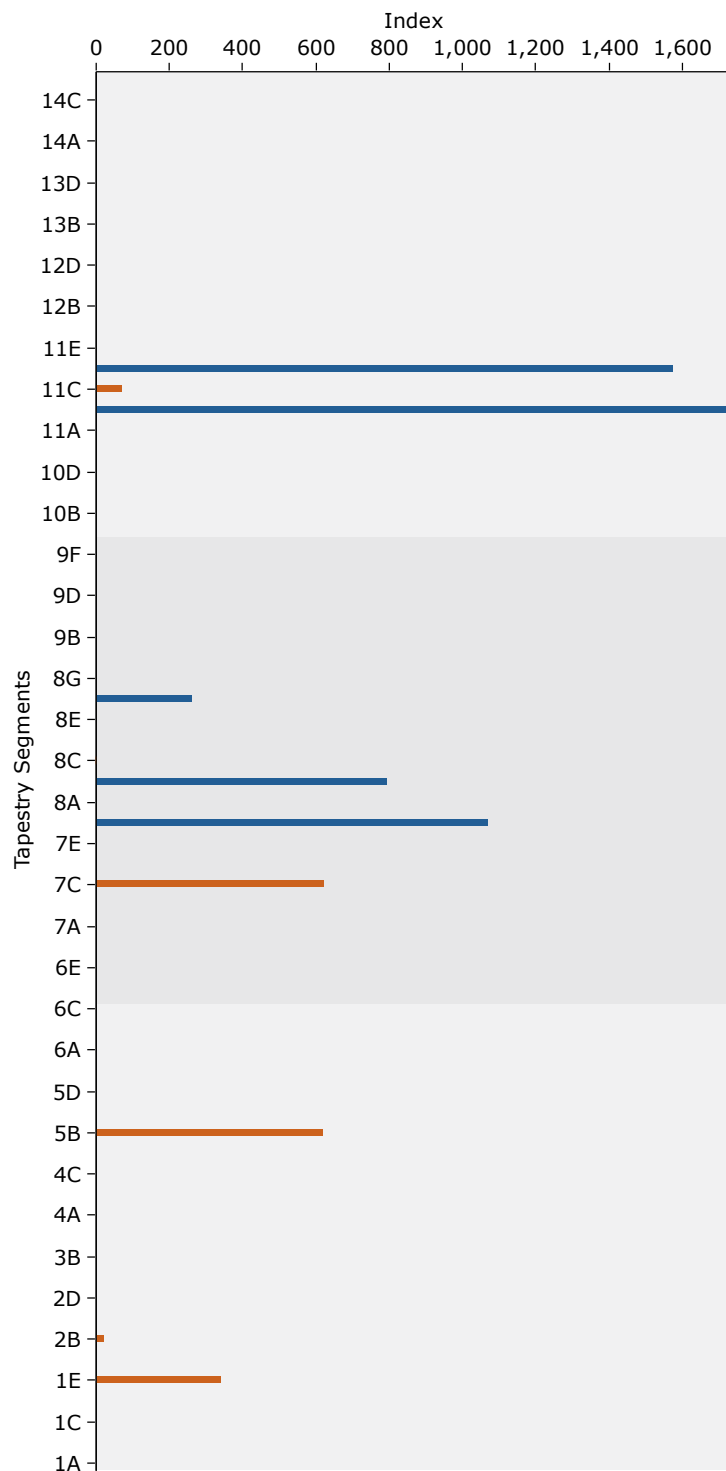
		2017 Households		2017 U.S. Households		
		Cumulative			Cumulative	
Rank	Tapestry Segment	Percent	Percent	Percent	Percent	Index
1	Young and Restless (11B)	27.2%	27.2%	1.7%	1.7%	1573
2	Set to Impress (11D)	21.3%	48.5%	1.4%	3.1%	1,529
3	In Style (5B)	12.5%	61.0%	2.2%	5.3%	556
4	Emerald City (8B)	11.2%	72.2%	1.4%	6.7%	789
5	American Dreamers (7C)	7.4%	79.6%	1.5%	8.2%	497
	Subtotal	79.6%		8.2%		
6	Southwestern Families (7F)	7.3%	86.9%	0.8%	9.0%	885
7	Old and Newcomers (8F)	6.9%	93.8%	2.3%	11.3%	296
8	Exurbanites (1E)	5.3%	99.1%	1.9%	13.2%	271
9	Pleasantville (2B)	0.6%	99.7%	2.2%	15.4%	27
10	Metro Fusion (11C)	0.3%	100.0%	1.4%	16.8%	22
	Subtotal	20.4%		8.6%		
11	Bright Young Professionals (8C)	0.0%	100.0%	2.2%	19.0%	1
				2.2%		
Total		100.0%		19.2%		520



## 2017 Tapestry Indexes by Households



## 2017 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

Ring: 1 mile radius

Latitude: 34.0565  
Longitude: -117.1957

Tapestry LifeMode Groups	2017 Households			2017 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	5,107	100.0%		9,947	100.0%	
<b>1. Affluent Estates</b>	<b>270</b>	<b>5.3%</b>	<b>54</b>	<b>664</b>	<b>6.7%</b>	<b>64</b>
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)	270	5.3%	271	664	6.7%	342
<b>2. Upscale Avenues</b>	<b>31</b>	<b>0.6%</b>	<b>11</b>	<b>64</b>	<b>0.6%</b>	<b>11</b>
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	31	0.6%	28	64	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
<b>3. Uptown Individuals</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>4. Family Landscapes</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>5. GenXurban</b>	<b>637</b>	<b>12.5%</b>	<b>110</b>	<b>1,298</b>	<b>13.0%</b>	<b>119</b>
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
In Style (5B)	637	12.5%	556	1,298	13.0%	623
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
<b>6. Cozy Country Living</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>7. Ethnic Enclaves</b>	<b>751</b>	<b>14.7%</b>	<b>209</b>	<b>2,061</b>	<b>20.7%</b>	<b>254</b>
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)	376	7.4%	497	1,040	10.5%	625
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	7.3%	885	1,021	10.3%	1,072

**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

March 15, 2018



# Tapestry Segmentation Area Profile

Ring: 1 mile radius

Latitude: 34.0565  
Longitude: -117.1957

Tapestry LifeMode Groups	2017 Households			2017 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	5,107	100.0%		9,947	100.0%	
<b>8. Middle Ground</b>	<b>924</b>	<b>18.1%</b>	<b>166</b>	<b>1,497</b>	<b>15.0%</b>	<b>148</b>
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	572	11.2%	789	966	9.7%	796
Bright Young Professionals (8C)	1	0.0%	1	2	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)	351	6.9%	296	529	5.3%	265
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
<b>9. Senior Styles</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>10. Rustic Outposts</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>11. Midtown Singles</b>	<b>2,494</b>	<b>48.8%</b>	<b>784</b>	<b>4,363</b>	<b>43.9%</b>	<b>796</b>
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	1,391	27.2%	1,574	2,401	24.1%	1,744
Metro Fusion (11C)	16	0.3%	22	94	0.9%	72
Set to Impress (11D)	1,087	21.3%	1,529	1,868	18.8%	1,575
City Commons (11E)	0	0.0%	0	0	0.0%	0
<b>12. Hometown</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>13. Next Wave</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>14. Scholars and Patriots</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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

March 15, 2018



# Tapestry Segmentation Area Profile

Ring: 1 mile radius

Latitude: 34.0565  
Longitude: -117.1957

Tapestry Urbanization Groups	2017 Households			2017 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	5,107	100.0%		9,947	100.0%	
<b>1. Principal Urban Center</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>2. Urban Periphery</b>	<b>768</b>	<b>15.0%</b>	<b>89</b>	<b>2,157</b>	<b>21.7%</b>	<b>121</b>
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)	376	7.4%	497	1,040	10.5%	625
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	375	7.3%	885	1,021	10.3%	1,072
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	1	0.0%	1	2	0.0%	1
Metro Fusion (11C)	16	0.3%	22	94	0.9%	72
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
<b>3. Metro Cities</b>	<b>4,038</b>	<b>79.1%</b>	<b>433</b>	<b>7,062</b>	<b>71.0%</b>	<b>420</b>
In Style (5B)	637	12.5%	556	1,298	13.0%	623
Emerald City (8B)	572	11.2%	789	966	9.7%	796
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	351	6.9%	296	529	5.3%	265
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)	1,391	27.2%	1,574	2,401	24.1%	1,744
Set to Impress (11D)	1,087	21.3%	1,529	1,868	18.8%	1,575
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

March 15, 2018



## Tapestry Segmentation Area Profile

Ring: 1 mile radius

Latitude: 34.0565  
Longitude: -117.1957

Tapestry Urbanization Groups	2017 Households			2017 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	5,107	100.0%		9,947	100.0%	
<b>4. Suburban Periphery</b>	<b>301</b>	<b>5.9%</b>	<b>19</b>	<b>728</b>	<b>7.3%</b>	<b>23</b>
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)	270	5.3%	271	664	6.7%	342
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	31	0.6%	28	64	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
<b>5. Semirural</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>6. Rural</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
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

March 15, 2018