Ring: 1 mile radius

Latitude: 34.0573
Longitude: -117.1948

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2021 Households Percent	Cumulative Percent	2021 U.S. Households Percent	Cumulative Percent	Index
1	Young and Restless (11B)	27.8%	27.8%	1.8%	1.8%	1586
2	Set to Impress (11D)	20.1%	47.9%	1.4%	3.1%	1,451
3	In Style (5B)	12.1%	60.0%	2.2%	5.4%	542
4	Emerald City (8B)	11.0%	71.0%	1.4%	6.8%	778
5	Southwestern Families (7F)	8.2%	79.2%	0.8%	7.6%	1,009
	Subtotal	**79.2%**		**7.6%**		
6	Old and Newcomers (8F)	7.9%	87.1%	2.3%	9.9%	345
7	Urban Edge Families (7C)	7.3%	94.4%	1.5%	11.4%	495
8	Exurbanites (1E)	3.5%	97.8%	1.9%	13.3%	179
9	Metro Fusion (11C)	1.5%	99.3%	1.4%	14.7%	106
10	Pleasantville (2B)	0.6%	99.9%	2.1%	16.8%	28
	Subtotal	**20.8%**		**9.2%**		
11	Bright Young Professionals (8C)	0.1%	100.0%	2.3%	19.1%	2
	Subtotal	**0.1%**		**2.3%**		
	Total	**100.0%**		**19.1%**		**523**

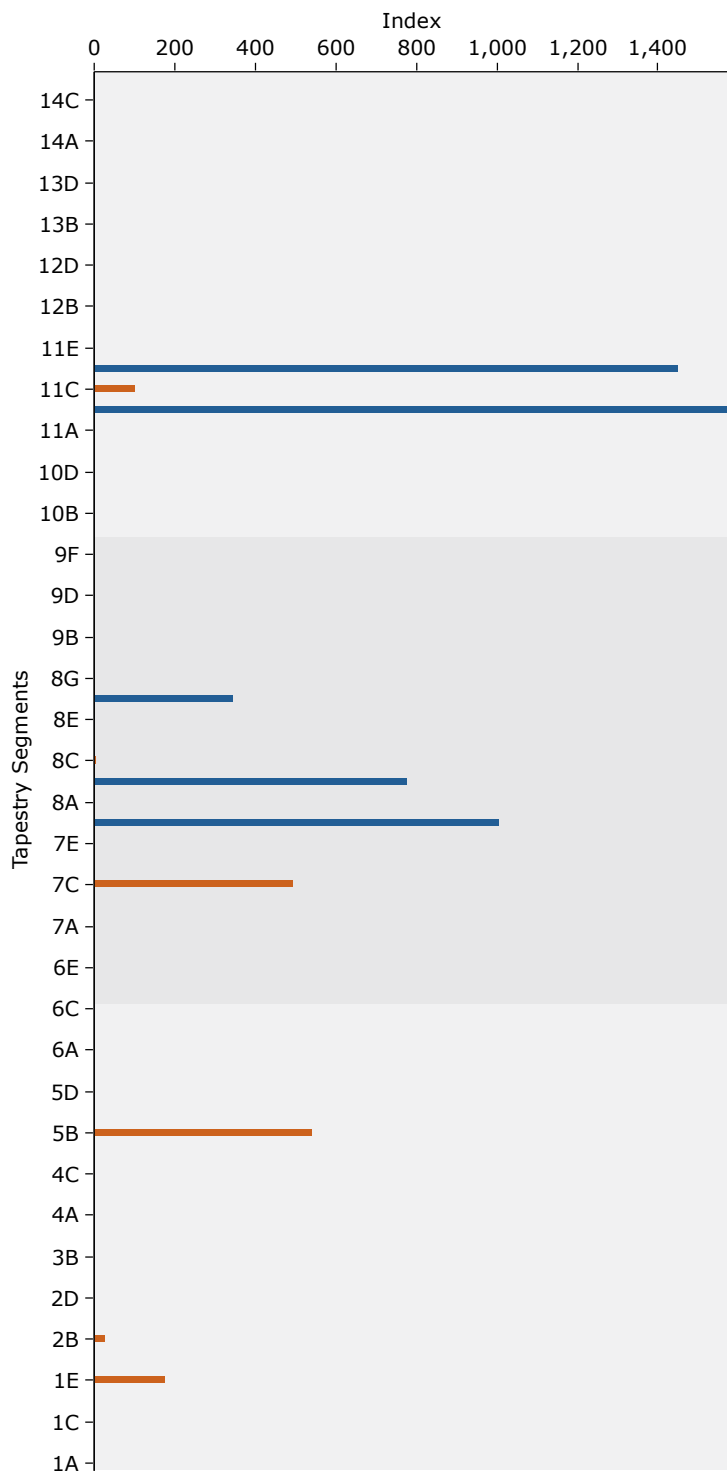## Top Ten Tapestry Segments Site vs. U.S.
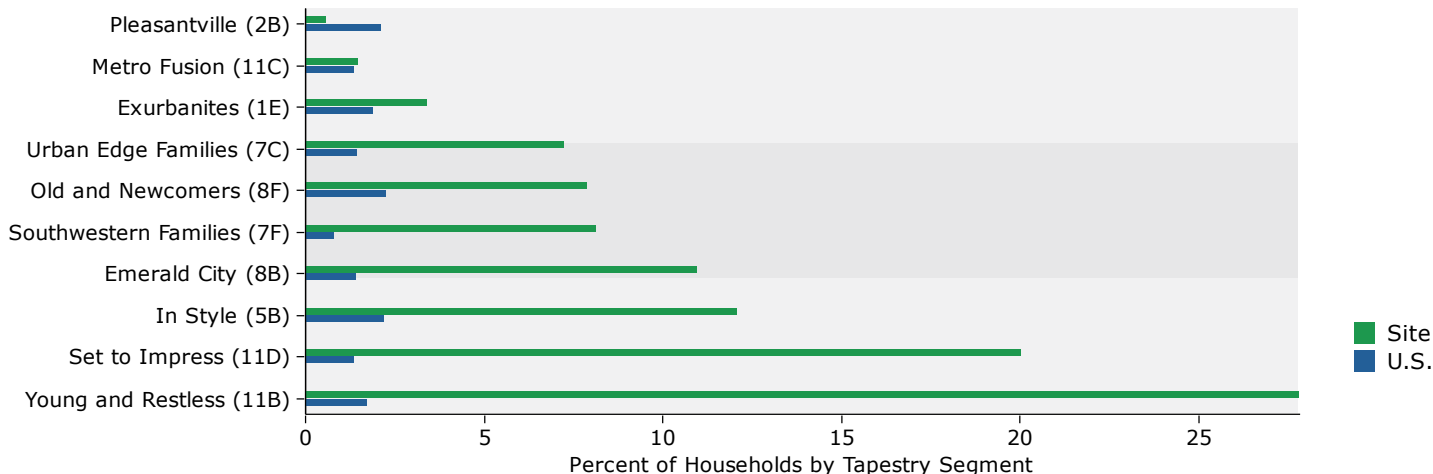
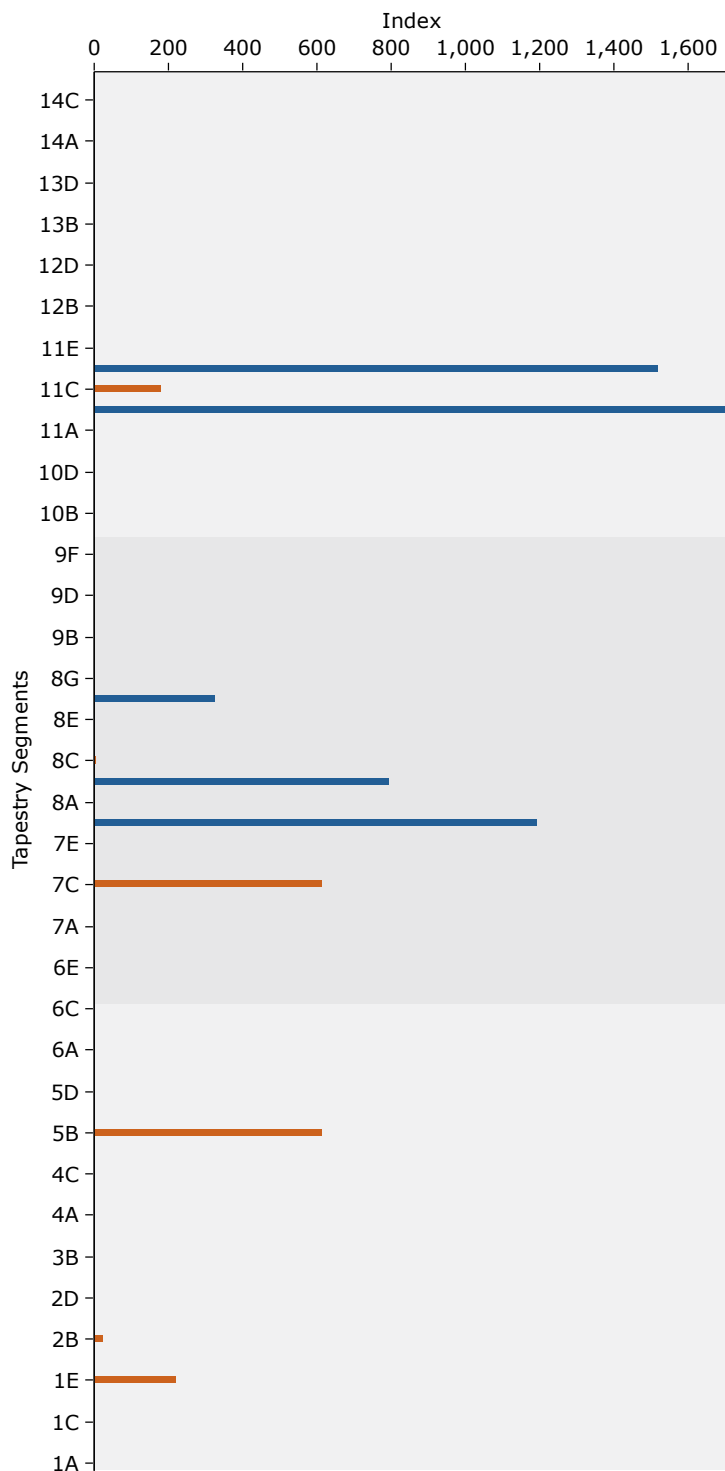Percent of Households by Tapestry Segment

Legend: Site, 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

April 23, 2022

2021 Tapestry Indexes by Households

2021 Tapestry Indexes by Total Population 18+

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Source: Esri

April 23, 2022

Tapestry LifeMode Groups	2021 Households			2021 Adult Population		
	Number	**Percent**	**Index**	**Number**	**Percent**	**Index**
Total:	5,296	100.0%		10,196	100.0%	
1. Affluent Estates	**183**	**3.5%**	**35**	**443**	**4.3%**	**41**
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)	183	3.5%	179	443	4.3%	225
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%	27
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**
Workday Drive (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	**642**	**12.1%**	**108**	**1,314**	**12.9%**	**119**
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
In Style (5B)	642	12.1%	542	1,314	12.9%	618
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. Sprouting Explorers	**817**	**15.4%**	**214**	**2,198**	**21.6%**	**258**
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	385	7.3%	495	1,059	10.4%	619
Forging Opportunity (7D)	0	0.0%	0	0	0.0%	0
Farm to Table (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	432	8.2%	1,009	1,139	11.2%	1,196

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

April 23, 2022

Tapestry LifeMode Groups	2021 Households			2021 Adult Population		
	Number	**Percent**	**Index**	**Number**	**Percent**	**Index**
Total:	5,296	100.0%		10,196	100.0%	
8. Middle Ground	**1,006**	**19.0%**	**176**	**1,646**	**16.1%**	**161**
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	583	11.0%	778	982	9.6%	796
Bright Young Professionals (8C)	3	0.1%	2	5	0.0%	2
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)	420	7.9%	345	659	6.5%	327
Hometown Heritage (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
Economic BedRock (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	**2,616**	**49.4%**	**802**	**4,530**	**44.4%**	**818**
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	1,474	27.8%	1,586	2,461	24.1%	1,722
Metro Fusion (11C)	79	1.5%	106	243	2.4%	183
Set to Impress (11D)	1,063	20.1%	1,451	1,826	17.9%	1,521
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**
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (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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Source: Esri

April 23, 2022

Tapestry Urbanization Groups	2021 Households			2021 Adult Population		
	Number	**Percent**	**Index**	**Number**	**Percent**	**Index**
Total:	5,296	100.0%		10,196	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	**899**	**17.0%**	**103**	**2,446**	**24.0%**	**137**
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
Urban Edge Families (7C)	385	7.3%	495	1,059	10.4%	619
Forging Opportunity (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	432	8.2%	1,009	1,139	11.2%	1,196
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	3	0.1%	2	5	0.0%	2
Metro Fusion (11C)	79	1.5%	106	243	2.4%	183
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	**4,182**	**79.0%**	**437**	**7,242**	**71.0%**	**425**
In Style (5B)	642	12.1%	542	1,314	12.9%	618
Emerald City (8B)	583	11.0%	778	982	9.6%	796
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	420	7.9%	345	659	6.5%	327
Hometown Heritage (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)	1,474	27.8%	1,586	2,461	24.1%	1,722
Set to Impress (11D)	1,063	20.1%	1,451	1,826	17.9%	1,521
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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April 23, 2022

Tapestry Urbanization Groups	2021 Households			2021 Adult Population		
	Number	**Percent**	**Index**	**Number**	**Percent**	**Index**
Total:	5,296	100.0%		10,196	100.0%	
4. Suburban Periphery	**215**	**4.1%**	**13**	**508**	**5.0%**	**15**
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)	183	3.5%	179	443	4.3%	225
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	32	0.6%	28	65	0.6%	27
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Workday Drive (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
Farm to Table (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
Economic BedRock (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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