

TAPESTRY SEGMENTATION

The Fabric of America's Neighborhoods

Tapestry LifeMode	Households	HHs %	% US HHs	Index
Affluent Estates (L1)	6,201	18.15%	10.00%	181
Upscale Avenues (L2)	8,944	26.18%	5.55%	472
Uptown Individuals (L3)	1,688	4.94%	3.58%	128
Family Landscapes (L4)	0	0.00%	7.63%	0
GenXurban (L5)	3,187	9.33%	11.26%	83
Cozy Country Living (L6)	197	0.58%	12.06%	5
Sprouting Explorers (L7)	0	0.00%	7.20%	0
Middle Ground (L8)	6,352	18.59%	10.79%	172
Senior Styles (L9)	3,458	10.12%	5.80%	175
Rustic Outposts (L10)	0	0.00%	8.30%	0
Midtown Singles (L11)	1,594	4.67%	6.16%	76
Hometown (L12)	0	0.00%	6.01%	0
Next Wave (L13)	2,011	5.89%	3.78%	156
Scholars and Patriots (L14)	533	1.56%	1.61%	97

Key Facts

8.1

Home Value to Income Ratio

\$849,619

Median Home Value

42.4

Median Age



\$104,277

Median HH Income

34,166

Households

5% No HS Diploma

13% **HS** Graduate

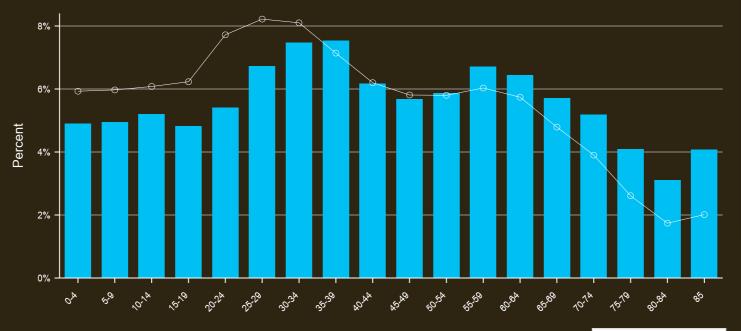
Education

23% Some College

59%

Degree or Higher

Age Profile



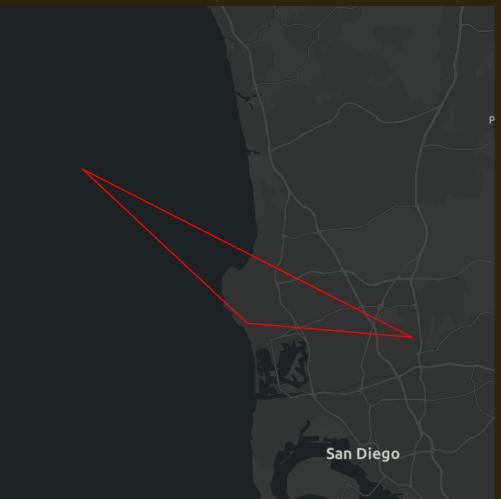
Dots show comparison to

San Diego County

Households By Income

The largest group: \$200,000+ (20%) The smallest group: \$15,000 - \$24,999 (4.2%)

Indicator ▲	Value	Diff	
<\$15,000	5.8%	-1.5%	
\$15,000 - \$24,999	4.2%	-1.7%	
\$25,000 - \$34,999	5%	-1.4%	
\$35,000 - \$49,999	8.3%	-1.7%	
\$50,000 - \$74,999	13.6%	-1%	
\$75,000 - \$99,999	10.7%	-1.7%	
\$100,000 - \$149,999	19.7%	-0.3%	
\$150,000 - \$199,999	12.8%	+2%	
\$200,000+	20%	+7.4%	



Tapestry Segments

2B	Pleasantville 5,244 households	15.3% of Households	~
1A	Top Tier 3,337 households	9.8% of Households	~
2A	Urban Chic 3,062 households	9% of Households	~

This infographic contains data provided by Esri. The vintage of the data is 2021.

