

Tapestry Segmentation Area Profile

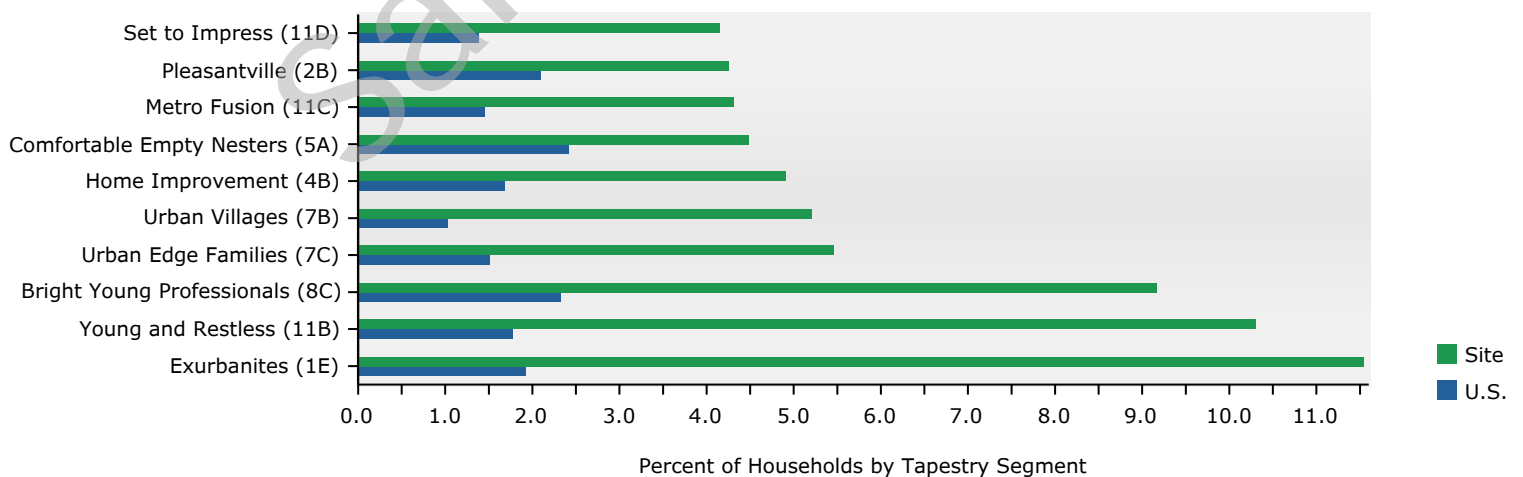
380 New York St, Redlands, California, 92373
 Drive distance: 5 mile radius

Prepared by Esri
 Latitude: 34.05726
 Longitude: -117.19479

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2024 Households		2024 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Exurbanites (1E)	11.5%	11.5%	1.9%	1.9%	602
2	Young and Restless (11B)	10.3%	21.8%	1.8%	3.7%	582
3	Bright Young Professionals (8C)	9.2%	31.0%	2.3%	6.0%	395
4	Urban Edge Families (7C)	5.5%	36.5%	1.5%	7.5%	361
5	Urban Villages (7B)	5.2%	41.7%	1.0%	8.6%	504
Subtotal		41.7%		8.5%		
6	Home Improvement (4B)	4.9%	46.6%	1.7%	10.2%	292
7	Comfortable Empty Nesters (5A)	4.5%	51.1%	2.4%	12.6%	186
8	Metro Fusion (11C)	4.3%	55.4%	1.4%	14.1%	298
9	Pleasantville (2B)	4.3%	59.6%	2.1%	16.2%	203
10	Set to Impress (11D)	4.1%	63.8%	1.4%	17.6%	300
Subtotal		22.1%		9.0%		
11	Old and Newcomers (8F)	3.7%	67.4%	2.3%	19.9%	161
12	In Style (5B)	3.5%	70.9%	2.2%	22.1%	157
13	Golden Years (9B)	3.3%	74.2%	1.3%	23.4%	250
14	Front Porches (8E)	3.2%	77.4%	1.6%	25.0%	201
15	Workday Drive (4A)	3.2%	80.6%	3.1%	28.1%	102
Subtotal		16.9%		10.5%		
16	Southwestern Families (7F)	3.0%	83.6%	0.8%	28.9%	386
17	City Lights (8A)	2.7%	86.3%	1.4%	30.3%	186
18	Pacific Heights (2C)	1.8%	88.1%	0.7%	31.0%	268
19	Boomburbs (1C)	1.8%	89.8%	2.0%	32.9%	89
20	Emerald City (8B)	1.7%	91.5%	1.4%	34.4%	121
Subtotal		11.0%		6.3%		
Total		91.5%		34.4%		266

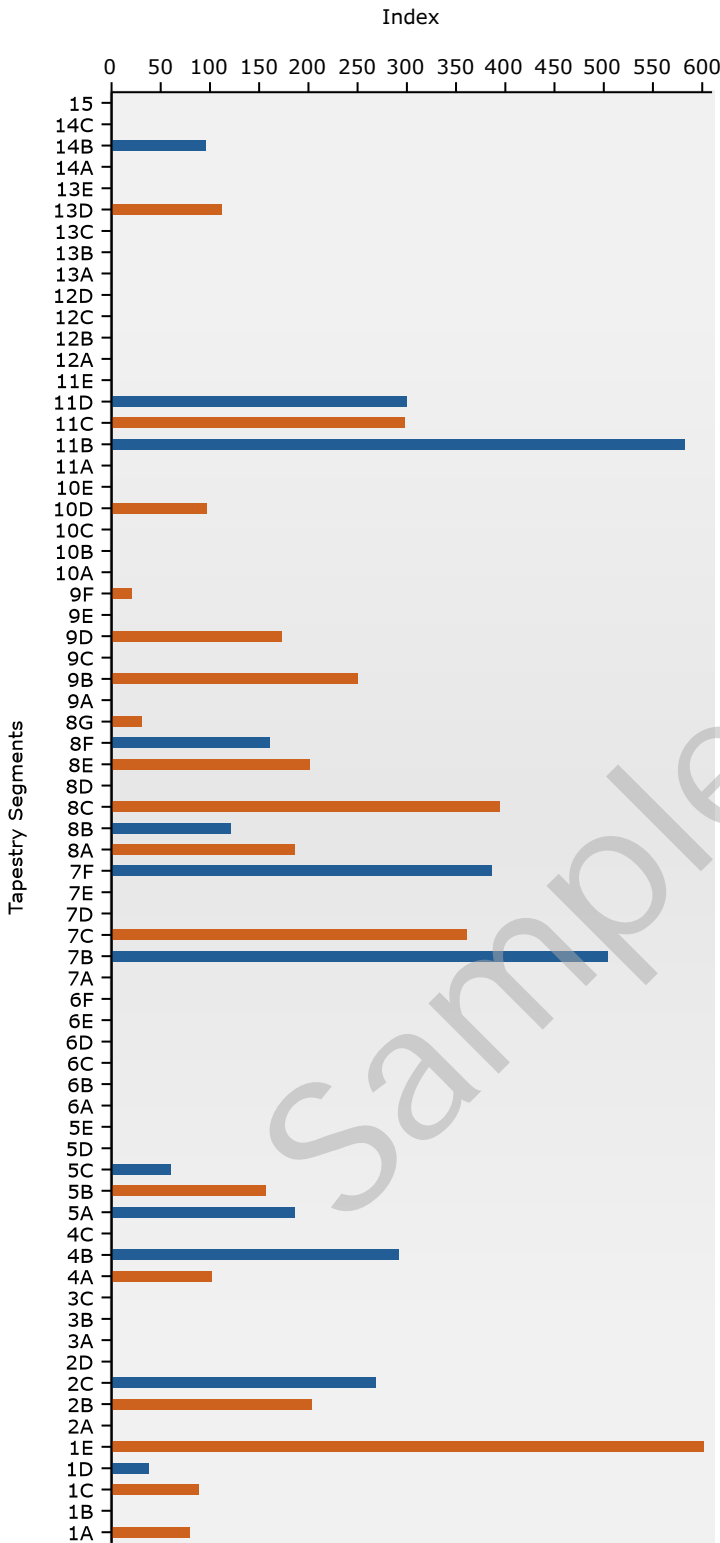
Top Ten Tapestry Segments Site vs. U.S.



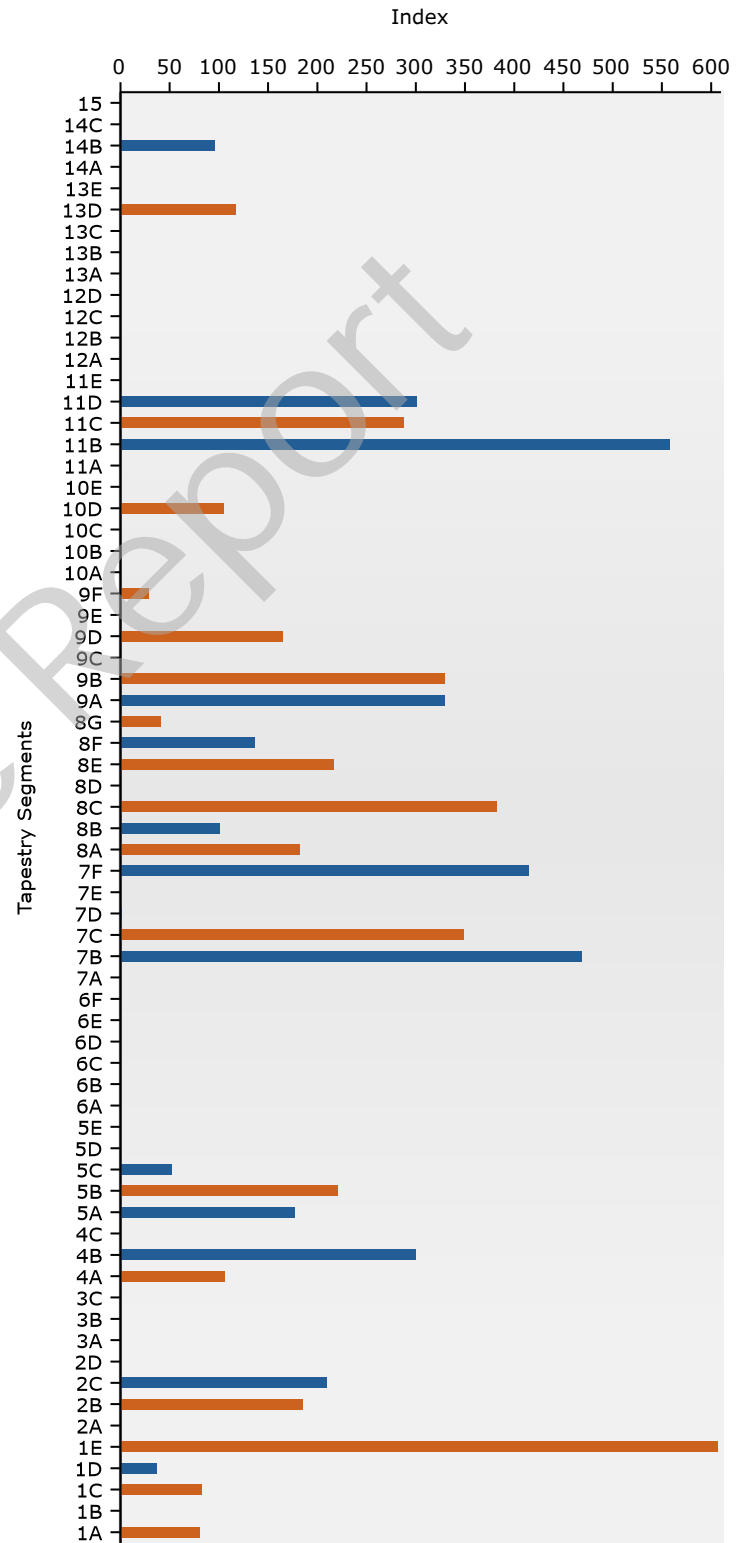
Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri

2024 Tapestry Indexes by Households



2024 Tapestry Indexes by Total Population 18+



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Tapestry LifeMode Groups	2024 Households			2024 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	39,144	100.0%		87,009	100.0%	
1. Affluent Estates	6,149	15.7%	155	14,093	16.2%	148
Top Tier (1A)	505	1.3%	80	1,225	1.4%	81
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	686	1.8%	89	1,574	1.8%	83
Savvy Suburbanites (1D)	442	1.1%	38	1,032	1.2%	37
Exurbanites (1E)	4,516	11.5%	602	10,262	11.8%	607
2. Upscale Avenues	2,377	6.1%	110	5,349	6.1%	105
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	1,664	4.3%	203	3,801	4.4%	185
Pacific Heights (2C)	713	1.8%	268	1,548	1.8%	210
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	3,159	8.1%	102	7,751	8.9%	108
Workday Drive (4A)	1,237	3.2%	102	3,074	3.5%	106
Home Improvement (4B)	1,922	4.9%	292	4,677	5.4%	300
Middleburg (4C)	0	0.0%	0	0	0.0%	0
5. GenXurban	3,585	9.2%	82	8,579	9.9%	92
Comfortable Empty Nesters (5A)	1,756	4.5%	186	3,697	4.2%	177
In Style (5B)	1,372	3.5%	157	4,016	4.6%	221
Parks and Rec (5C)	457	1.2%	60	866	1.0%	52
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	5,369	13.7%	182	14,212	16.3%	187
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	2,038	5.2%	504	5,782	6.6%	469
Urban Edge Families (7C)	2,136	5.5%	361	5,227	6.0%	349
Forging Opportunity (7D)	2	0.0%	0	8	0.0%	1
Farm to Table (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	1,193	3.0%	386	3,195	3.7%	415

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.

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Tapestry LifeMode Groups	2024 Households			2024 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	39,144	100.0%		87,009	100.0%	
8. Middle Ground	8,110	20.7%	192	16,125	18.5%	183
City Lights (8A)	1,039	2.7%	186	2,342	2.7%	182
Emerald City (8B)	671	1.7%	121	1,081	1.2%	101
Bright Young Professionals (8C)	3,587	9.2%	395	7,089	8.1%	383
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	1,239	3.2%	201	2,870	3.3%	217
Old and Newcomers (8F)	1,434	3.7%	161	2,359	2.7%	137
Hometown Heritage (8G)	140	0.4%	31	384	0.4%	41
9. Senior Styles	1,968	5.0%	87	4,824	5.5%	108
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	1,284	3.3%	250	3,438	4.0%	330
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	616	1.6%	173	1,207	1.4%	165
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	68	0.2%	21	179	0.2%	29
10. Rustic Outposts	446	1.1%	14	1,070	1.2%	16
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)	446	1.1%	97	1,070	1.2%	105
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	7,346	18.8%	301	13,492	15.5%	280
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	4,034	10.3%	582	7,032	8.1%	558
Metro Fusion (11C)	1,689	4.3%	298	3,369	3.9%	288
Set to Impress (11D)	1,623	4.1%	300	3,091	3.6%	301
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 Sincerity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	285	0.7%	19	695	0.8%	19
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)	285	0.7%	112	695	0.8%	117
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	350	0.9%	57	819	0.9%	43
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	350	0.9%	96	819	0.9%	96
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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Total:	39,144	100.0%		87,009	100.0%	
1. Principal Urban Center	285	0.7%	10	695	0.8%	12
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)	285	0.7%	112	695	0.8%	117
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	12,397	31.7%	191	28,560	32.8%	187
Pacific Heights (2C)	713	1.8%	268	1,548	1.8%	210
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	2,038	5.2%	504	5,782	6.6%	469
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Metro Fusion (11C)	1,689	4.3%	298	3,369	3.9%	288
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	10,931	27.9%	155	21,831	25.1%	150
In Style (5B)	1,372	3.5%	157	4,016	4.6%	221
Emerald City (8B)	671	1.7%	121	1,081	1.2%	101
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Traditional Living (12B)	0	0.0%	0	0	0.0%	0
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4. Suburban Periphery	14,469	37.0%	114	33,646	38.7%	115
Top Tier (1A)	505	1.3%	80	1,225	1.4%	81
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	686	1.8%	89	1,574	1.8%	83
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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)	1,284	3.3%	250	3,438	4.0%	330
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	1,062	2.7%	29	2,277	2.6%	29
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)	616	1.6%	173	1,207	1.4%	165
Down the Road (10D)	446	1.1%	97	1,070	1.2%	105
Small Town Sincerity (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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