



Tapestry Segmentation Area Profile

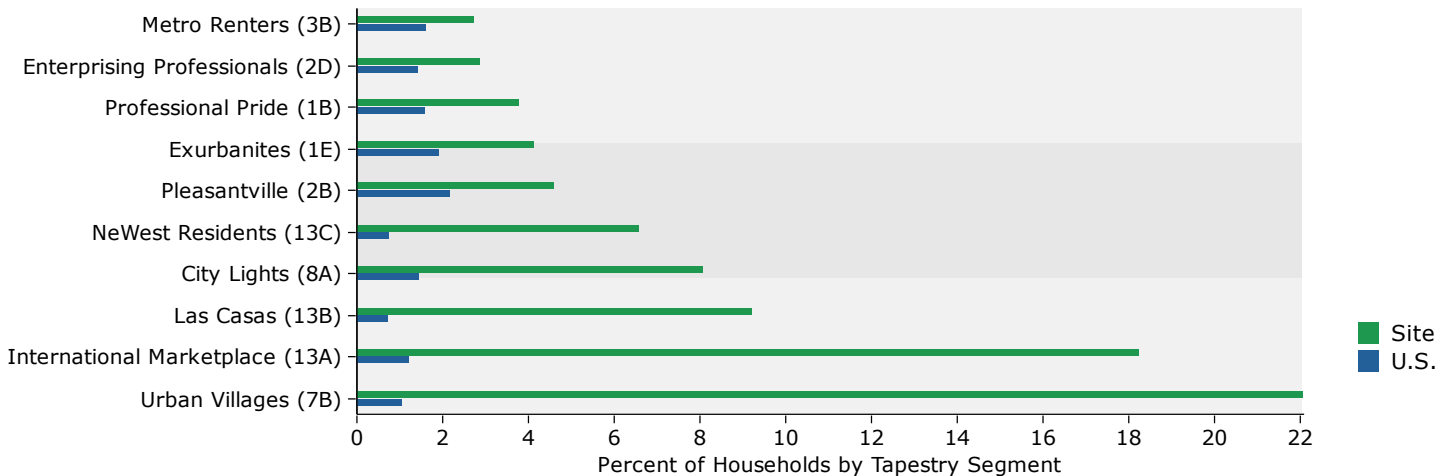
Anaheim City, CA
 Anaheim City, CA (0602000)
 Geography: Place

Prepared by Esri

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2018 Households		2018 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Urban Villages (7B)	22.1%	22.1%	1.1%	1.1%	2077
2	International Marketplace (13A)	18.3%	40.4%	1.2%	2.3%	1,486
3	Las Casas (13B)	9.2%	49.6%	0.7%	3.0%	1,259
4	City Lights (8A)	8.1%	57.7%	1.5%	4.5%	555
5	NeWest Residents (13C)	6.6%	64.3%	0.8%	5.3%	842
	Subtotal	64.3%		5.3%		
6	Pleasantville (2B)	4.6%	68.9%	2.2%	7.5%	212
7	Exurbanites (1E)	4.1%	73.0%	1.9%	9.4%	213
8	Professional Pride (1B)	3.8%	76.8%	1.6%	11.0%	234
9	Enterprising Professionals (2D)	2.9%	79.7%	1.4%	12.4%	202
10	Metro Renters (3B)	2.8%	82.5%	1.6%	14.0%	167
	Subtotal	18.2%		8.7%		
11	Pacific Heights (2C)	2.7%	85.2%	0.7%	14.7%	378
12	Savvy Suburbanites (1D)	2.5%	87.7%	3.0%	17.7%	85
13	Down the Road (10D)	1.8%	89.5%	1.1%	18.8%	160
14	Top Tier (1A)	1.5%	91.0%	1.7%	20.5%	87
15	Metro Fusion (11C)	1.3%	92.3%	1.4%	21.9%	91
	Subtotal	9.8%		7.9%		
16	High Rise Renters (13E)	1.2%	93.5%	0.5%	22.4%	245
17	Young and Restless (11B)	1.1%	94.6%	1.7%	24.1%	61
18	Up and Coming Families (7A)	0.9%	95.5%	2.4%	26.5%	38
19	Bright Young Professionals (8C)	0.7%	96.2%	2.2%	28.7%	32
20	Front Porches (8E)	0.7%	96.9%	1.6%	30.3%	44
	Subtotal	4.6%		8.4%		
	Total	96.9%		30.5%		317

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

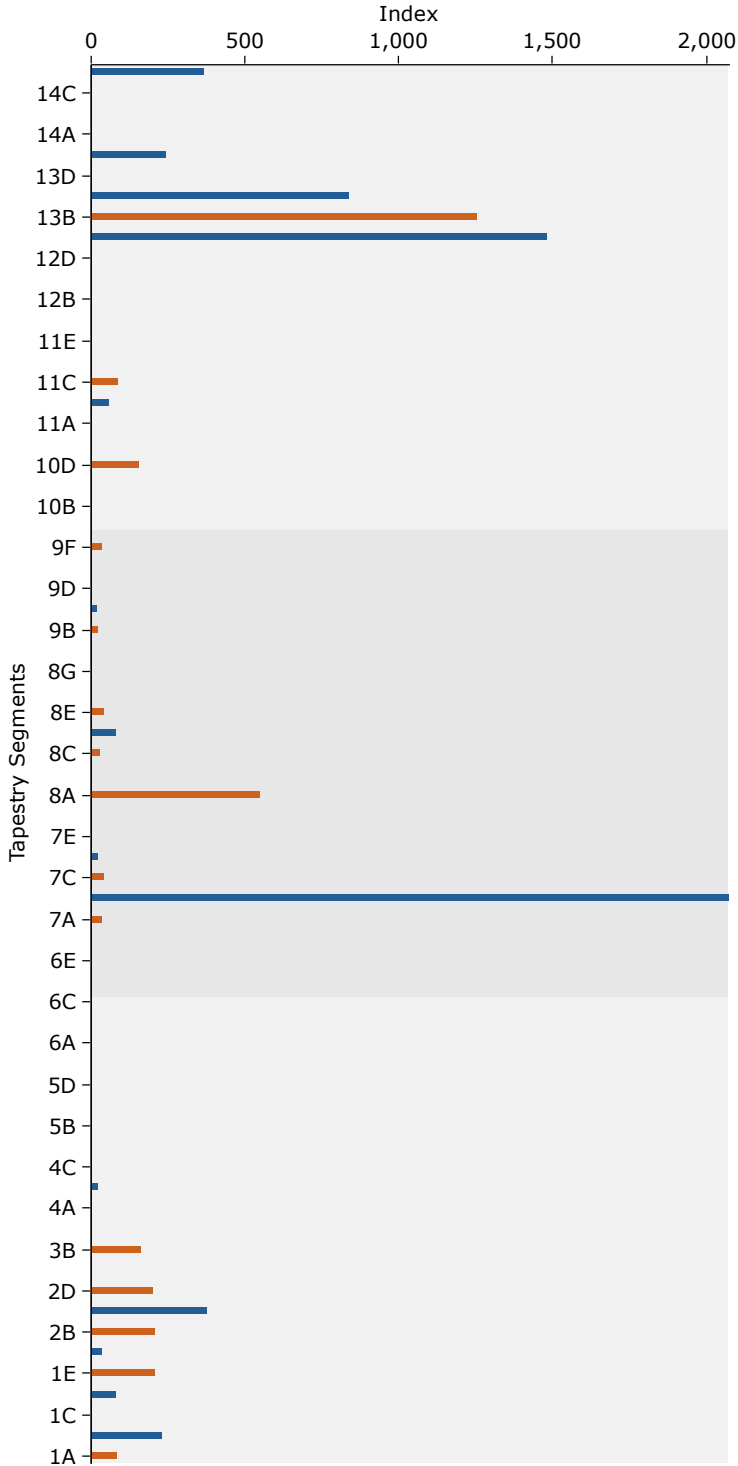


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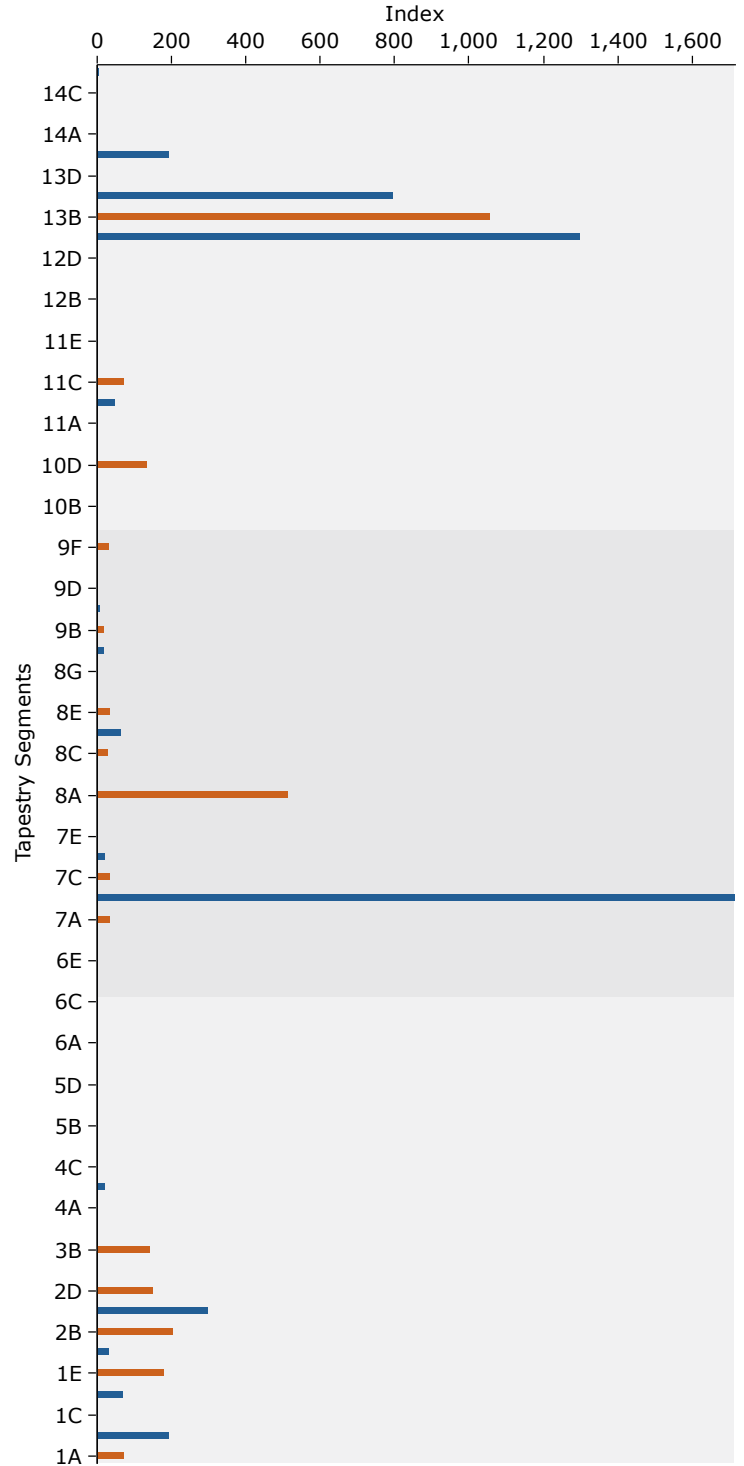
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2018 Tapestry Indexes by Households



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:	103,347	100.0%		267,790	100.0%	
1. Affluent Estates	12,353	12.0%	121	28,751	10.7%	102
Top Tier (1A)	1,522	1.5%	87	3,633	1.4%	76
Professional Pride (1B)	3,919	3.8%	234	9,445	3.5%	195
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	2,624	2.5%	85	6,112	2.3%	71
Exurbanites (1E)	4,288	4.1%	213	9,561	3.6%	183
2. Upscale Avenues	11,054	10.7%	189	27,132	10.1%	171
Urban Chic (2A)	497	0.5%	36	1,156	0.4%	35
Pleasantville (2B)	4,792	4.6%	212	13,421	5.0%	205
Pacific Heights (2C)	2,782	2.7%	378	7,113	2.7%	298
Enterprising Professionals (2D)	2,983	2.9%	202	5,442	2.0%	153
3. Uptown Individuals	2,849	2.8%	73	5,037	1.9%	60
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	2,849	2.8%	167	5,037	1.9%	146
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	440	0.4%	6	1,126	0.4%	5
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	440	0.4%	25	1,126	0.4%	23
Middleburg (4C)	0	0.0%	0	0	0.0%	0
5. GenXurban	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
In Style (5B)	0	0.0%	0	0	0.0%	0
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	24,702	23.9%	338	72,506	27.1%	330
Up and Coming Families (7A)	943	0.9%	38	2,668	1.0%	39
Urban Villages (7B)	22,820	22.1%	2,077	67,268	25.1%	1,718
American Dreamers (7C)	677	0.7%	44	1,755	0.7%	39
Barrios Urbanos (7D)	262	0.3%	24	815	0.3%	24
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

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Tapestry LifeMode Groups	2018 Households			2018 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	103,347	100.0%		267,790	100.0%	
8. Middle Ground	10,379	10.0%	92	24,884	9.3%	92
City Lights (8A)	8,357	8.1%	555	20,429	7.6%	515
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	734	0.7%	32	1,618	0.6%	30
Downtown Melting Pot (8D)	569	0.6%	84	1,317	0.5%	66
Front Porches (8E)	719	0.7%	44	1,520	0.6%	37
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	786	0.8%	13	1,391	0.5%	10
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	326	0.3%	24	618	0.2%	19
The Elders (9C)	150	0.1%	20	189	0.1%	12
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)	310	0.3%	37	584	0.2%	33
10. Rustic Outposts	1,890	1.8%	22	4,252	1.6%	19
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)	1,890	1.8%	160	4,252	1.6%	137
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	2,429	2.4%	38	4,646	1.7%	32
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	1,101	1.1%	61	1,983	0.7%	53
Metro Fusion (11C)	1,328	1.3%	91	2,663	1.0%	76
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
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	36,460	35.3%	910	98,045	36.6%	822
International Marketplace (13A)	18,865	18.3%	1,486	48,152	18.0%	1,302
Las Casas (13B)	9,532	9.2%	1,259	28,704	10.7%	1,062
NeWest Residents (13C)	6,801	6.6%	842	18,527	6.9%	798
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	1,262	1.2%	245	2,662	1.0%	195
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)	5	0.0%	370	20	0.0%	4

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1. Principal Urban Center	11,481	11.1%	156	27,543	10.3%	153
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	2,849	2.8%	167	5,037	1.9%	146
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	569	0.6%	84	1,317	0.5%	66
City Strivers (11A)	0	0.0%	0	0	0.0%	0
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Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	1,262	1.2%	245	2,662	1.0%	195
2. Urban Periphery	65,357	63.2%	378	178,517	66.7%	374
Pacific Heights (2C)	2,782	2.7%	378	7,113	2.7%	298
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Las Casas (13B)	9,532	9.2%	1,259	28,704	10.7%	1,062
3. Metro Cities	2,130	2.1%	11	4,087	1.5%	9
In Style (5B)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	719	0.7%	44	1,520	0.6%	37
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
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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
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