



Tapestry Segmentation Area Profile

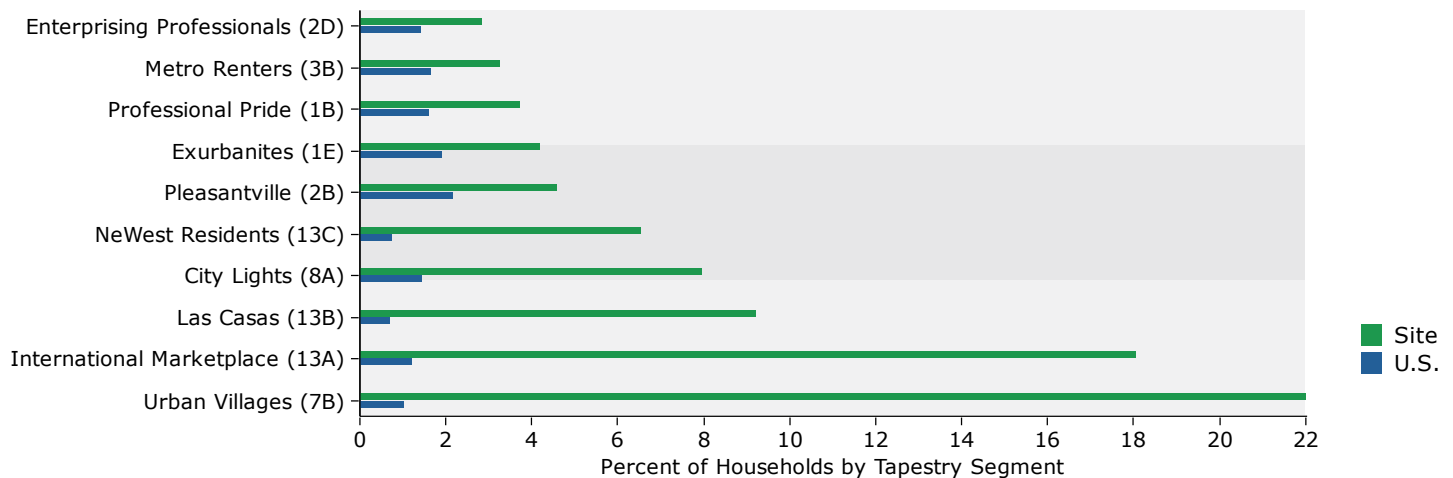
Anaheim City, CA
 Anaheim City, CA (0602000)
 Geography: Place

Prepared by Esri

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2019 Households		2019 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Urban Villages (7B)	22.0%	22.0%	1.1%	1.1%	2093
2	International Marketplace (13A)	18.1%	40.1%	1.2%	2.3%	1,487
3	Las Casas (13B)	9.2%	49.3%	0.7%	3.0%	1,273
4	City Lights (8A)	8.0%	57.3%	1.4%	4.4%	553
5	NeWest Residents (13C)	6.6%	63.9%	0.8%	5.2%	848
Subtotal		63.9%		5.2%		
6	Pleasantville (2B)	4.6%	68.5%	2.2%	7.4%	213
7	Exurbanites (1E)	4.2%	72.7%	1.9%	9.3%	215
8	Professional Pride (1B)	3.8%	76.5%	1.6%	10.9%	231
9	Metro Renters (3B)	3.3%	79.8%	1.7%	12.6%	197
10	Enterprising Professionals (2D)	2.9%	82.7%	1.4%	14.0%	201
Subtotal		18.8%		8.8%		
11	Pacific Heights (2C)	2.7%	85.4%	0.7%	14.7%	382
12	Savvy Suburbanites (1D)	2.5%	87.9%	3.0%	17.7%	85
13	Down the Road (10D)	1.8%	89.7%	1.2%	18.9%	155
14	Top Tier (1A)	1.5%	91.2%	1.7%	20.6%	87
15	Metro Fusion (11C)	1.3%	92.5%	1.4%	22.0%	90
Subtotal		9.8%		8.0%		
16	High Rise Renters (13E)	1.2%	93.7%	0.5%	22.5%	240
17	Young and Restless (11B)	1.1%	94.8%	1.7%	24.2%	61
18	Up and Coming Families (7A)	0.9%	95.7%	2.5%	26.7%	36
19	Front Porches (8E)	0.7%	96.4%	1.6%	28.3%	45
20	Bright Young Professionals (8C)	0.7%	97.1%	2.3%	30.6%	31
Subtotal		4.6%		8.6%		
Total		96.9%		30.5%		318

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

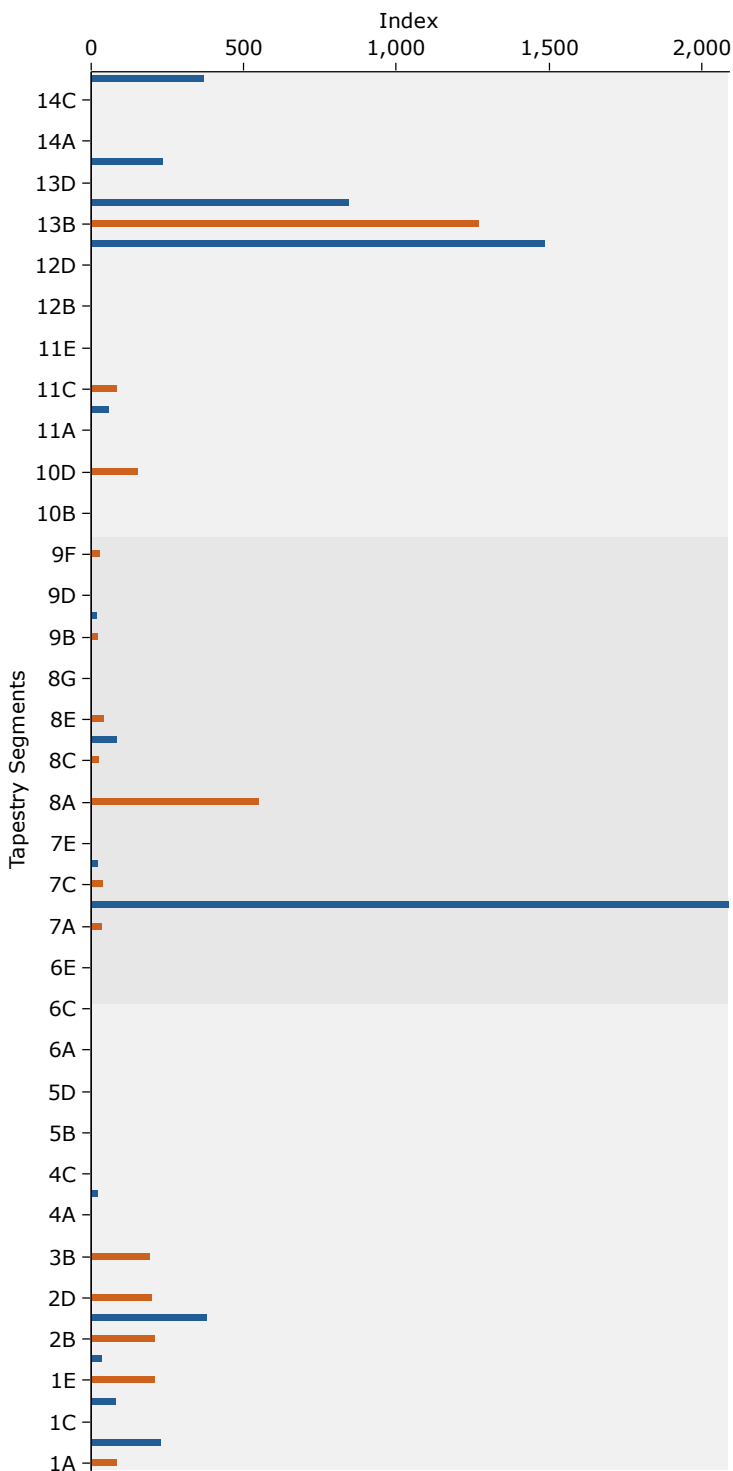


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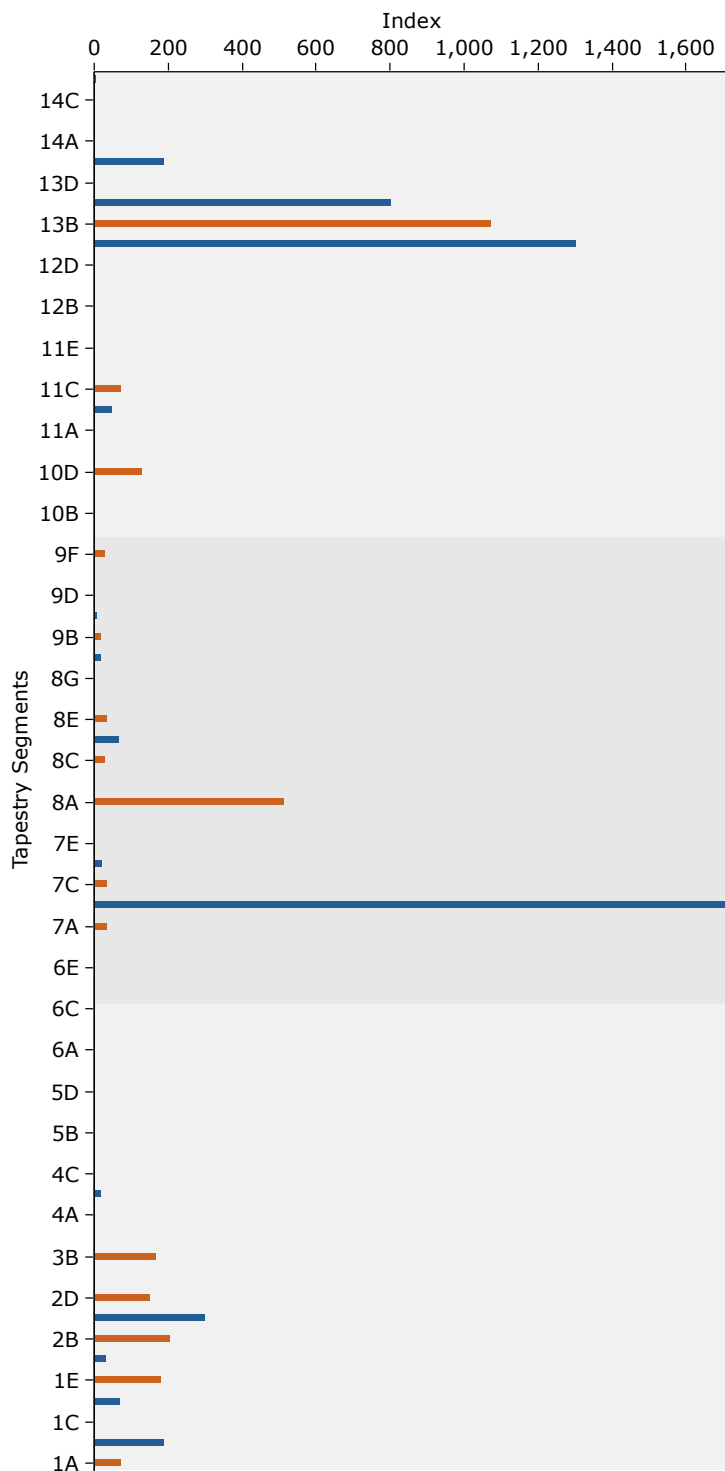
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2019 Tapestry Indexes by Households



2019 Tapestry Indexes by Total Population 18+



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Tapestry LifeMode Groups	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	103,402	100.0%		268,491	100.0%	
1. Affluent Estates	12,336	11.9%	120	28,818	10.7%	101
Top Tier (1A)	1,512	1.5%	87	3,627	1.4%	76
Professional Pride (1B)	3,892	3.8%	231	9,424	3.5%	192
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	2,602	2.5%	85	6,110	2.3%	71
Exurbanites (1E)	4,330	4.2%	215	9,657	3.6%	185
2. Upscale Avenues	11,017	10.7%	190	27,146	10.1%	172
Urban Chic (2A)	486	0.5%	36	1,134	0.4%	34
Pleasantville (2B)	4,783	4.6%	213	13,456	5.0%	207
Pacific Heights (2C)	2,778	2.7%	382	7,128	2.7%	302
Enterprising Professionals (2D)	2,970	2.9%	201	5,428	2.0%	152
3. Uptown Individuals	3,398	3.3%	86	5,964	2.2%	71
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	3,398	3.3%	197	5,964	2.2%	171
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	426	0.4%	5	1,096	0.4%	5
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	426	0.4%	24	1,096	0.4%	22
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	24,648	23.8%	335	72,542	27.0%	327
Up and Coming Families (7A)	937	0.9%	36	2,657	1.0%	38
Urban Villages (7B)	22,788	22.0%	2,093	67,340	25.1%	1,727
American Dreamers (7C)	662	0.6%	43	1,730	0.6%	38
Barrios Urbanos (7D)	261	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	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	103,402	100.0%		268,491	100.0%	
8. Middle Ground	10,282	9.9%	92	24,722	9.2%	91
City Lights (8A)	8,258	8.0%	553	20,250	7.5%	514
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	724	0.7%	31	1,605	0.6%	30
Downtown Melting Pot (8D)	574	0.6%	86	1,334	0.5%	68
Front Porches (8E)	726	0.7%	45	1,533	0.6%	38
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	791	0.8%	13	1,410	0.5%	10
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	352	0.3%	25	669	0.2%	21
The Elders (9C)	146	0.1%	19	185	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)	293	0.3%	35	556	0.2%	31
10. Rustic Outposts	1,844	1.8%	22	4,170	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)	1,844	1.8%	155	4,170	1.6%	133
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	2,408	2.3%	38	4,619	1.7%	32
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	1,093	1.1%	61	1,978	0.7%	53
Metro Fusion (11C)	1,315	1.3%	90	2,641	1.0%	75
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	36,247	35.1%	913	97,984	36.5%	828
International Marketplace (13A)	18,698	18.1%	1,487	47,909	17.8%	1,306
Las Casas (13B)	9,537	9.2%	1,273	28,902	10.8%	1,077
NeWest Residents (13C)	6,787	6.6%	848	18,608	6.9%	807
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	1,225	1.2%	240	2,565	1.0%	189
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%	374	20	0.0%	4

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1. Principal Urban Center	11,984	11.6%	163	28,471	10.6%	159
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	3,398	3.3%	197	5,964	2.2%	171
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	574	0.6%	86	1,334	0.5%	68
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	6,787	6.6%	848	18,608	6.9%	807
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	1,225	1.2%	240	2,565	1.0%	189
2. Urban Periphery	65,021	62.9%	378	178,320	66.4%	375
Pacific Heights (2C)	2,778	2.7%	382	7,128	2.7%	302
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	22,788	22.0%	2,093	67,340	25.1%	1,727
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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)	18,698	18.1%	1,487	47,909	17.8%	1,306
Las Casas (13B)	9,537	9.2%	1,273	28,902	10.8%	1,077
3. Metro Cities	2,112	2.0%	11	4,067	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)	726	0.7%	45	1,533	0.6%	38
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
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)	293	0.3%	35	556	0.2%	31
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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
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4. Suburban Periphery	22,436	21.7%	68	53,443	19.9%	61
Top Tier (1A)	1,512	1.5%	87	3,627	1.4%	76
Professional Pride (1B)	3,892	3.8%	231	9,424	3.5%	192
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
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Home Improvement (4B)	426	0.4%	24	1,096	0.4%	22
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)	937	0.9%	36	2,657	1.0%	38
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Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	1,844	1.8%	19	4,170	1.6%	17
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)	1,844	1.8%	155	4,170	1.6%	133
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
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
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