

# TAPESTRY SEGMENTATION

The Fabric of America's Neighborhoods

Tapestry LifeMode	Households	HHs %	% US HHs	Index
Affluent Estates (L1)	83,420	6.04%	9.9%	61
Upscale Avenues (L2)	169,985	12.30%	5.7%	218
Uptown Individuals (L3)	326,819	23.65%	3.8%	622
Family Landscapes (L4)	528	0.04%	7.5%	1
GenXurban (L5)	4,196	0.30%	11.4%	3
Cozy Country Living (L6)	5	0.00%	12.0%	o
Ethnic Enclaves (L7)	104,141	7.54%	7.1%	106
Middle Ground (L8)	106,454	7.70%	10.9%	71
Senior Styles (L9)	33,759	2.44%	5.8%	42
Rustic Outposts (L10)	829	0.06%	8.2%	1
Midtown Singles (L11)	40,078	2.90%	6.2%	47
Hometown (L12)	19,664	1.42%	6.1%	23
Next Wave (L13)	479,495	34.70%	3.9%	894
Scholars and Patriots (L14)	12,598	0.91%	1.6%	57

# Key Facts





\$59,036

Median HH Income

11.5
Home Value to

35.4

Median Age

\$680,730

Median Home Value

1,381,993

Households

## Education





22% No HS Diploma 20% HS Graduate



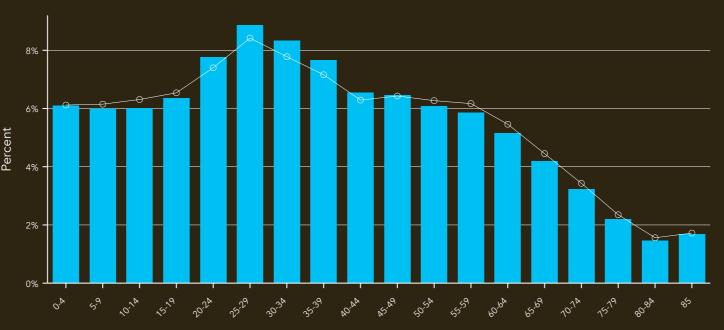
23%
Some College

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35%

Degree or Higher

## Age Profile



Dots snow compar

Dots show comparison to Los Angeles County

### Households By Income

The largest group: \$50,000 - \$74,999 (16.1%)
The smallest group: \$150,000 - \$199,999 (6.6%)

Indicator	Value	Difference	
<\$15,000	12.9%	+2.5%	
\$15,000 - \$24,999	9.7%	+1.2%	
\$25,000 - \$34,999	8.6%	+0.8%	
\$35,000 - \$49,999	11.6%	+0.3%	
\$50,000 - \$74,999	16.1%	-0.4%	
\$75,000 - \$99,999	11.1%	-1.1%	
\$100,000 - \$149,999	13.8%	-2.0%	
\$150,000 - \$199,999	6.6%	-1.1%	
\$200,000+	9.6%	-0.2%	

Los Angeles City, CA



## Tapestry Segments

13A	International Marketplace 195,940 households	<b>14.2%</b> of Households
30	<b>Trendsetters</b> 189,722 households	<b>13.7%</b> of Households
13B	Las Casas 175,159 households	<b>12.7%</b> of Households

Bars show deviation from
Los Angeles County



