



## Tapestry Segmentation Area Profile

### LifeMode Groups

Prepared by Voorhees Group LLC

Cañada  
4200 Farm Hill Blvd  
Redwood City, CA 94061

Latitude: 37.4476  
Longitude: -122.260572  
Radius: 2.0 miles

Site Type: Radius

Tapestry LifeMode Groups	2006 Households			2006 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total</b>	9,685	100.0%		25,374	100.0%	
<b>L1. High Society</b>	6,982	72.1%	577	18,579	73.2%	531
01 Top Rung	2,040	21.1%	3017	5,559	21.9%	2821
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
03 Connoisseurs	2,554	26.4%	1887	6,769	26.7%	1879
04 Boomburbs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	2,388	24.7%	1752	6,251	24.6%	1618
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	0	0.0%	0	0	0.0%	0
<b>L2. Upscale Avenues</b>	2,451	25.3%	183	6,184	24.4%	177
09 Urban Chic	2,451	25.3%	1888	6,184	24.4%	1970
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
13 In Style	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
17 Green Acres	0	0.0%	0	0	0.0%	0
18 Cozy and Comfortable	0	0.0%	0	0	0.0%	0
<b>L3. Metropolis</b>	84	0.9%	16	221	0.9%	16
20 City Lights	84	0.9%	82	221	0.9%	82
22 Metropolitans	0	0.0%	0	0	0.0%	0
45 City Strivers	0	0.0%	0	0	0.0%	0
51 Metro City Edge	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
<b>L4. Solo Acts</b>	168	1.7%	25	390	1.5%	30
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
23 Trendsetters	168	1.7%	162	390	1.5%	171
27 Metro Renters	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	0	0.0%	0	0	0.0%	0
39 Young and Restless	0	0.0%	0	0	0.0%	0
<b>L5. Senior Styles</b>	0	0.0%	0	0	0.0%	0
14 Prosperous Empty Nesters	0	0.0%	0	0	0.0%	0
15 Silver and Gold	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	0	0.0%	0	0	0.0%	0
30 Retirement Communities	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	0	0.0%	0	0	0.0%	0
57 Simple Living	0	0.0%	0	0	0.0%	0
65 Social Security Set	0	0.0%	0	0	0.0%	0
<b>L6. Scholars &amp; Patriots</b>	0	0.0%	0	0	0.0%	0
40 Military Proximity	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0

Source: ESRI



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Tapestry LifeMode Groups	2006 Households			2006 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total</b>	9,685	100.0%		25,374	100.0%	
<b>L7. High Hopes</b>	0	0.0%	0	0	0.0%	0
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
48 Great Expectations	0	0.0%	0	0	0.0%	0
<b>L8. Global Roots</b>	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
<b>L9. Family Portrait</b>	0	0.0%	0	0	0.0%	0
12 Up and Coming Families	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
<b>L10. Traditional Living</b>	0	0.0%	0	0	0.0%	0
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
33 Midlife Junction	0	0.0%	0	0	0.0%	0
34 Family Foundations	0	0.0%	0	0	0.0%	0

<b>L11. Factories &amp; Farms</b>	0	0.0%	0	0	0.0%	0
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	0	0.0%	0	0	0.0%	0
53 Home Town	0	0.0%	0	0	0.0%	0
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
<b>L12. American Quilt</b>	0	0.0%	0	0	0.0%	0
26 Midland Crowd	0	0.0%	0	0	0.0%	0
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
41 Crossroads	0	0.0%	0	0	0.0%	0
46 Rooted Rural	0	0.0%	0	0	0.0%	0
66 Unclassified	0	0.0%	0	0	0.0%	0

**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 population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the U.S. average. Tapestry segment descriptions can be found at <http://www.esri.com/pdfs/csegments.pdf>

Source: ESRI



## Tapestry Segmentation Area Profile

### Urbanization Groups

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Tapestry Urbanization Groups	2006 Households			2006 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total</b>	9,685	100.0%		25,374	100.0%	
<b>U1. Principal Urban Centers I</b>	252	2.6%	33	611	2.4%	31
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
20 City Lights	84	0.9%	82	221	0.9%	82
21 Urban Villages	0	0.0%	0	0	0.0%	0
23 Trendsetters	168	1.7%	162	390	1.5%	171
27 Metro Renters	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
<b>U2. Principal Urban Centers II</b>	0	0.0%	0	0	0.0%	0
45 City Strivers	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
65 Social Security Set	0	0.0%	0	0	0.0%	0
<b>U3. Metro Cities I</b>	9,433	97.4%	859	24,763	97.6%	853
01 Top Rung	2,040	21.1%	3017	5,559	21.9%	2821
03 Connoisseurs	2,554	26.4%	1887	6,769	26.7%	1879
05 Wealthy Seaboard Suburbs	2,388	24.7%	1752	6,251	24.6%	1618
09 Urban Chic	2,451	25.3%	1888	6,184	24.4%	1970
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
22 Metropolitan	0	0.0%	0	0	0.0%	0
<b>U4. Metro Cities II</b>	0	0.0%	0	0	0.0%	0
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
30 Retirement Communities	0	0.0%	0	0	0.0%	0
34 Family Foundations	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	0	0.0%	0	0	0.0%	0
39 Young and Restless	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0
<b>U5. Urban Outskirts I</b>	0	0.0%	0	0	0.0%	0
04 Boomburbs	0	0.0%	0	0	0.0%	0
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
48 Great Expectations	0	0.0%	0	0	0.0%	0

Source: ESRI



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Tapestry Urbanization Groups	2006 Households			2006 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total</b>	9,685	100.0%		25,374	100.0%	
<b>U6. Urban Outskirts II</b>	0	0.0%	0	0	0.0%	0
51 Metro City Edge	0	0.0%	0	0	0.0%	0

55	College Towns	0	0.0%	0	0	0.0%	0
57	Simple Living	0	0.0%	0	0	0.0%	0
59	Southwestern Families	0	0.0%	0	0	0.0%	0
62	Modest Income Homes	0	0.0%	0	0	0.0%	0
<b>U7. Suburban Periphery I</b>							
02	Suburban Splendor	0	0.0%	0	0	0.0%	0
06	Sophisticated Squires	0	0.0%	0	0	0.0%	0
07	Exurbanites	0	0.0%	0	0	0.0%	0
12	Up and Coming Families	0	0.0%	0	0	0.0%	0
13	In Style	0	0.0%	0	0	0.0%	0
14	Prosperous Empty Nesters	0	0.0%	0	0	0.0%	0
15	Silver and Gold	0	0.0%	0	0	0.0%	0
<b>U8. Suburban Periphery II</b>							
18	Cozy and Comfortable	0	0.0%	0	0	0.0%	0
29	Rustbelt Retirees	0	0.0%	0	0	0.0%	0
33	Midlife Junction	0	0.0%	0	0	0.0%	0
40	Military Proximity	0	0.0%	0	0	0.0%	0
43	The Elders	0	0.0%	0	0	0.0%	0
53	Home Town	0	0.0%	0	0	0.0%	0
<b>U9. Small Towns</b>							
41	Crossroads	0	0.0%	0	0	0.0%	0
49	Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50	Heartland Communities	0	0.0%	0	0	0.0%	0
<b>U10. Rural I</b>							
17	Green Acres	0	0.0%	0	0	0.0%	0
25	Salt of the Earth	0	0.0%	0	0	0.0%	0
26	Midland Crowd	0	0.0%	0	0	0.0%	0
31	Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
<b>U11. Rural II</b>							
37	Prairie Living	0	0.0%	0	0	0.0%	0
42	Southern Satellites	0	0.0%	0	0	0.0%	0
46	Rooted Rural	0	0.0%	0	0	0.0%	0
56	Rural Bypasses	0	0.0%	0	0	0.0%	0
66	Unclassified	0	0.0%	0	0	0.0%	0

**Data Note:** This report identifies neighborhood segments in the area, and describes the settlement density of the immediate neighborhood. The Index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the U.S. average. Tapestry segment descriptions can be found at <http://www.esri.com/pdfs/ctsegments.pdf>

Source: ESRI



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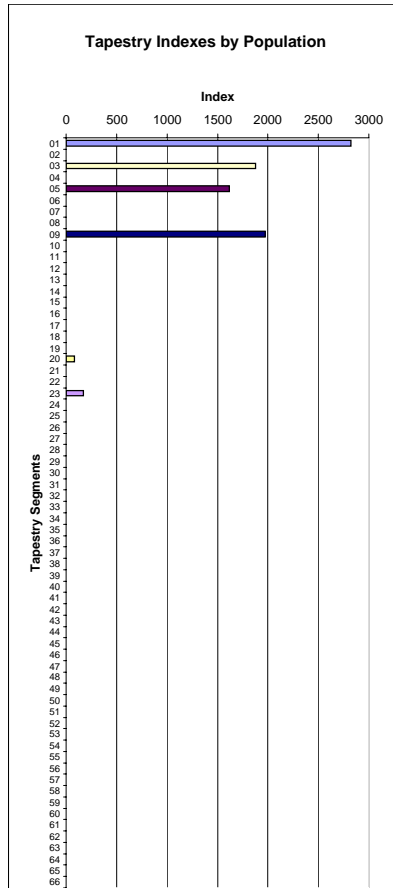
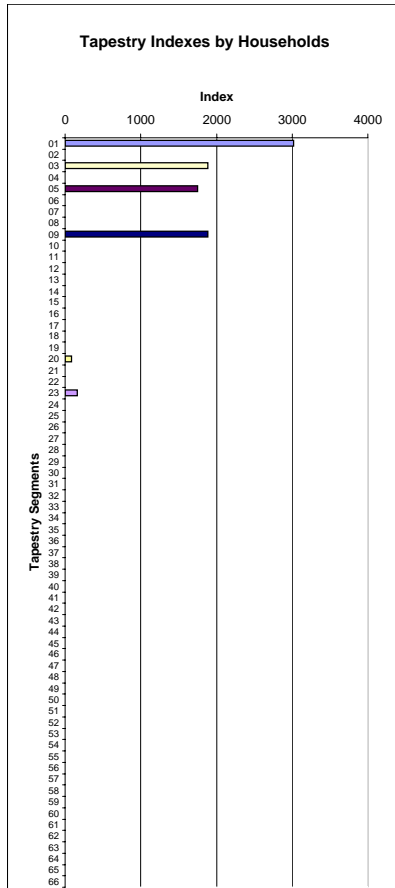
Site Type: Radius

Prepared by Voorhees Group LLC

Latitude: 37.4476  
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Household Population

01	3017	2821
02	0	0
03	1887	1879
04	0	0
05	1752	1618
06	0	0
07	0	0
08	0	0
09	1888	1970
10	0	0
11	0	0
12	0	0
13	0	0
14	0	0
15	0	0
16	0	0
17	0	0
18	0	0
19	0	0
20	82	82
21	0	0
22	0	0
23	162	171
24	0	0
25	0	0
26	0	0
27	0	0
28	0	0
29	0	0
30	0	0
31	0	0
32	0	0
33	0	0
34	0	0
35	0	0
36	0	0
37	0	0
38	0	0
39	0	0
40	0	0
41	0	0
42	0	0
43	0	0
44	0	0
45	0	0
46	0	0
47	0	0
48	0	0
49	0	0
50	0	0
51	0	0
52	0	0
53	0	0
54	0	0
55	0	0
56	0	0
57	0	0



58	0	0
59	0	0
60	0	0
61	0	0
62	0	0
63	0	0
64	0	0
65	0	0
66	0	0

Source: ESRI



## Tapestry Segmentation Area Profile

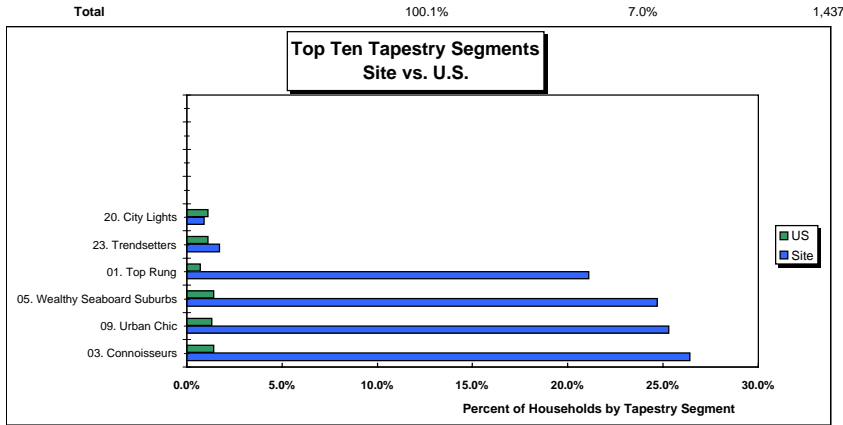
Ranked by Households

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### Top Twenty Tapestry Segments

Rank	Tapestry Segment	Households		U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	03. Connoisseurs	26.4%	26.4%	1.4%	1.4%	1887
2	09. Urban Chic	25.3%	51.7%	1.3%	2.7%	1888
3	05. Wealthy Seaboard Suburbs	24.7%	76.4%	1.4%	4.1%	1752
4	01. Top Rung	21.1%	97.5%	0.7%	4.8%	3017
5	23. Trendsetters	1.7%	99.2%	1.1%	5.9%	162
	<b>Subtotal</b>	99.2%		5.9%		
6	20. City Lights	0.9%	100.1%	1.1%	7.0%	82



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Tapestry LifeMode Groups	2006 Households			2006 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total</b>	63,661	100.0%		172,486	100.0%	
<b>L1. High Society</b>	22,023	34.6%	277	59,001	34.2%	248
01 Top Rung	8,739	13.7%	1966	24,151	14.0%	1803
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
03 Connoisseurs	10,822	17.0%	1216	28,400	16.5%	1159
04 Boomburbs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	2,462	3.9%	275	6,450	3.7%	246
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	0	0.0%	0	0	0.0%	0
<b>L2. Upscale Avenues</b>	11,755	18.5%	134	28,367	16.4%	120
09 Urban Chic	11,755	18.5%	1378	28,367	16.4%	1329
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
13 In Style	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
17 Green Acres	0	0.0%	0	0	0.0%	0
18 Cozy and Comfortable	0	0.0%	0	0	0.0%	0
<b>L3. Metropolis</b>	448	0.7%	13	1,158	0.7%	13
20 City Lights	448	0.7%	67	1,158	0.7%	64
22 Metropolitans	0	0.0%	0	0	0.0%	0
45 City Strivers	0	0.0%	0	0	0.0%	0
51 Metro City Edge	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
<b>L4. Solo Acts</b>	20,934	32.9%	481	47,799	27.7%	542
08 Laptops and Lattes	8,699	13.7%	1340	17,141	9.9%	1370
23 Trendsetters	10,032	15.8%	1476	25,717	14.9%	1655
27 Metro Renters	1,428	2.2%	167	2,256	1.3%	151
36 Old and Newcomers	775	1.2%	62	2,685	1.6%	101
39 Young and Restless	0	0.0%	0	0	0.0%	0
<b>L5. Senior Styles</b>	425	0.7%	5	833	0.5%	5
14 Prosperous Empty Nesters	0	0.0%	0	0	0.0%	0
15 Silver and Gold	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	0	0.0%	0	0	0.0%	0
30 Retirement Communities	425	0.7%	45	833	0.5%	42
43 The Elders	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	0	0.0%	0	0	0.0%	0
57 Simple Living	0	0.0%	0	0	0.0%	0
65 Social Security Set	0	0.0%	0	0	0.0%	0
<b>L6. Scholars &amp; Patriots</b>	238	0.4%	25	6,556	3.8%	209
40 Military Proximity	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	238	0.4%	82	6,556	3.8%	564

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<b>Total</b>	63,661	100.0%		172,486	100.0%	
<b>L7. High Hopes</b>	0	0.0%	0	0	0.0%	0
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
48 Great Expectations	0	0.0%	0	0	0.0%	0
<b>L8. Global Roots</b>	5,629	8.8%	107	22,292	12.9%	132
35 International Marketplace	3,483	5.5%	414	11,979	6.9%	444
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
47 Las Casas	1,252	2.0%	258	6,104	3.5%	284
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
58 NeWest Residents	894	1.4%	155	4,209	2.4%	199
60 City Dimensions	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
<b>L9. Family Portrait</b>	808	1.3%	17	3,109	1.8%	20
12 Up and Coming Families	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
21 Urban Villages	808	1.3%	162	3,109	1.8%	157
59 Southwestern Families	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
<b>L10. Traditional Living</b>	0	0.0%	0	0	0.0%	0
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
33 Midlife Junction	0	0.0%	0	0	0.0%	0
34 Family Foundations	0	0.0%	0	0	0.0%	0

<b>L11. Factories &amp; Farms</b>	0	0.0%	0	0	0.0%	0
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	0	0.0%	0	0	0.0%	0
53 Home Town	0	0.0%	0	0	0.0%	0
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
<b>L12. American Quilt</b>	1,400	2.2%	24	3,369	2.0%	21
26 Midland Crowd	0	0.0%	0	0	0.0%	0
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
41 Crossroads	1,400	2.2%	148	3,369	2.0%	126
46 Rooted Rural	0	0.0%	0	0	0.0%	0
66 Unclassified	1	0.0%	65	2	0.0%	1

**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 population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the U.S. average. Tapestry segment descriptions can be found at <http://www.esri.com/pdfs/csegments.pdf>

Source: ESRI



## Tapestry Segmentation Area Profile

### Urbanization Groups

Prepared by Voorhees Group LLC

Cañada  
4200 Farm Hill Blvd  
Redwood City, CA 94061

Latitude: 37.4476  
Longitude: -122.260572  
Radius: 5.0 miles

Site Type: Radius

Tapestry Urbanization Groups	2006 Households			2006 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total</b>	63,661	100.0%		172,486	100.0%	
<b>U1. Principal Urban Centers I</b>	24,898	39.1%	495	61,360	35.6%	460
08 Laptops and Lattes	8,699	13.7%	1340	17,141	9.9%	1370
11 Pacific Heights	0	0.0%	0	0	0.0%	0
20 City Lights	448	0.7%	67	1,158	0.7%	64
21 Urban Villages	808	1.3%	162	3,109	1.8%	157
23 Trendsetters	10,032	15.8%	1476	25,717	14.9%	1655
27 Metro Renters	1,428	2.2%	167	2,256	1.3%	151
35 International Marketplace	3,483	5.5%	414	11,979	6.9%	444
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
<b>U2. Principal Urban Centers II</b>	2,146	3.4%	70	10,313	6.0%	106
45 City Strivers	0	0.0%	0	0	0.0%	0
47 Las Casas	1,252	2.0%	258	6,104	3.5%	284
54 Urban Rows	0	0.0%	0	0	0.0%	0
58 NeWest Residents	894	1.4%	155	4,209	2.4%	199
61 High Rise Renters	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
65 Social Security Set	0	0.0%	0	0	0.0%	0
<b>U3. Metro Cities I</b>	33,778	53.1%	468	87,368	50.7%	443
01 Top Rung	8,739	13.7%	1966	24,151	14.0%	1803
03 Connoisseurs	10,822	17.0%	1216	28,400	16.5%	1159
05 Wealthy Seaboard Suburbs	2,462	3.9%	275	6,450	3.7%	246
09 Urban Chic	11,755	18.5%	1378	28,367	16.4%	1329
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
22 Metropolitan	0	0.0%	0	0	0.0%	0
<b>U4. Metro Cities II</b>	1,438	2.3%	21	10,074	5.8%	58
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
30 Retirement Communities	425	0.7%	45	833	0.5%	42
34 Family Foundations	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	775	1.2%	62	2,685	1.6%	101
39 Young and Restless	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	238	0.4%	82	6,556	3.8%	564
<b>U5. Urban Outskirts I</b>	0	0.0%	0	0	0.0%	0
04 Boomburbs	0	0.0%	0	0	0.0%	0
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
48 Great Expectations	0	0.0%	0	0	0.0%	0

Source: ESRI



## Tapestry Segmentation Area Profile

### Urbanization Groups

Prepared by Voorhees Group LLC

Cañada  
4200 Farm Hill Blvd  
Redwood City, CA 94061

Latitude: 37.4476  
Longitude: -122.260572  
Radius: 5.0 miles

Site Type: Radius

Tapestry Urbanization Groups	2006 Households			2006 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total</b>	63,661	100.0%		172,486	100.0%	
<b>U6. Urban Outskirts II</b>	0	0.0%	0	0	0.0%	0
51 Metro City Edge	0	0.0%	0	0	0.0%	0

55	College Towns	0	0.0%	0	0	0.0%	0
57	Simple Living	0	0.0%	0	0	0.0%	0
59	Southwestern Families	0	0.0%	0	0	0.0%	0
62	Modest Income Homes	0	0.0%	0	0	0.0%	0
<b>U7. Suburban Periphery I</b>							
02	Suburban Splendor	0	0.0%	0	0	0.0%	0
06	Sophisticated Squires	0	0.0%	0	0	0.0%	0
07	Exurbanites	0	0.0%	0	0	0.0%	0
12	Up and Coming Families	0	0.0%	0	0	0.0%	0
13	In Style	0	0.0%	0	0	0.0%	0
14	Prosperous Empty Nesters	0	0.0%	0	0	0.0%	0
15	Silver and Gold	0	0.0%	0	0	0.0%	0
<b>U8. Suburban Periphery II</b>							
18	Cozy and Comfortable	0	0.0%	0	0	0.0%	0
29	Rustbelt Retirees	0	0.0%	0	0	0.0%	0
33	Midlife Junction	0	0.0%	0	0	0.0%	0
40	Military Proximity	0	0.0%	0	0	0.0%	0
43	The Elders	0	0.0%	0	0	0.0%	0
53	Home Town	0	0.0%	0	0	0.0%	0
<b>U9. Small Towns</b>							
41	Crossroads	1,400	2.2%	45	3,369	2.0%	43
49	Senior Sun Seekers	1,400	2.2%	148	3,369	2.0%	126
50	Heartland Communities	0	0.0%	0	0	0.0%	0
<b>U10. Rural I</b>							
17	Green Acres	0	0.0%	0	0	0.0%	0
25	Salt of the Earth	0	0.0%	0	0	0.0%	0
26	Midland Crowd	0	0.0%	0	0	0.0%	0
31	Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
<b>U11. Rural II</b>							
37	Prairie Living	0	0.0%	0	0	0.0%	0
42	Southern Satellites	0	0.0%	0	0	0.0%	0
46	Rooted Rural	0	0.0%	0	0	0.0%	0
56	Rural Bypasses	0	0.0%	0	0	0.0%	0
66	Unclassified	1	0.0%	65	2	0.0%	1

**Data Note:** This report identifies neighborhood segments in the area, and describes the settlement density of the immediate neighborhood. The Index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the U.S. average. Tapestry segment descriptions can be found at <http://www.esri.com/pdfs/ctsegments.pdf>

Source: ESRI



## Tapestry Segmentation Area Profile

Prepared by Voorhees Group LLC

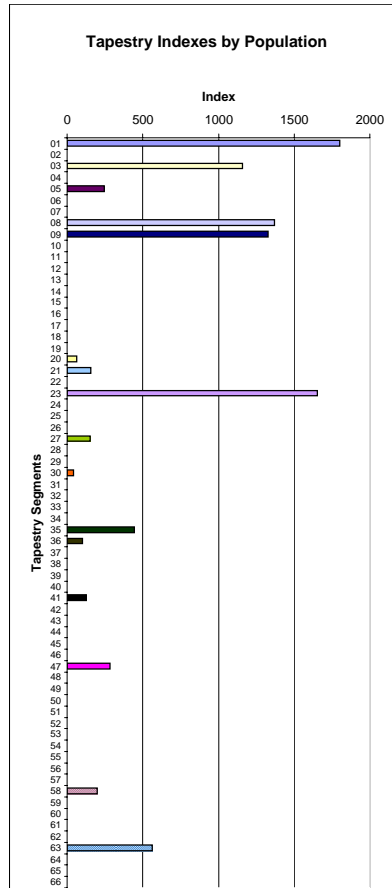
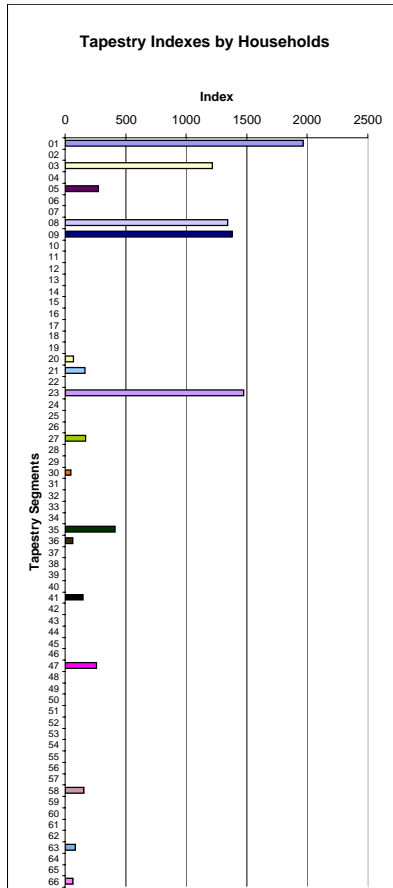
Cañada  
4200 Farm Hill Blvd  
Redwood City, CA 94061

Latitude: 37.4476  
Longitude: -122.260572  
Radius: 5.0 miles

Site Type: Radius

Household Population

01	1966	1803
02	0	0
03	1216	1159
04	0	0
05	275	246
06	0	0
07	0	0
08	1340	1370
09	1378	1329
10	0	0
11	0	0
12	0	0
13	0	0
14	0	0
15	0	0
16	0	0
17	0	0
18	0	0
19	0	0
20	67	64
21	162	157
22	0	0
23	1476	1655
24	0	0
25	0	0
26	0	0
27	167	151
28	0	0
29	0	0
30	45	42
31	0	0
32	0	0
33	0	0
34	0	0
35	414	444
36	62	101
37	0	0
38	0	0
39	0	0
40	0	0
41	148	126
42	0	0
43	0	0
44	0	0
45	0	0
46	0	0
47	258	284
48	0	0
49	0	0
50	0	0
51	0	0
52	0	0
53	0	0
54	0	0
55	0	0
56	0	0
57	0	0





Source: ESRI



## Tapestry Segmentation Area Profile

Ranked by Households

Prepared by Voorhees Group LLC

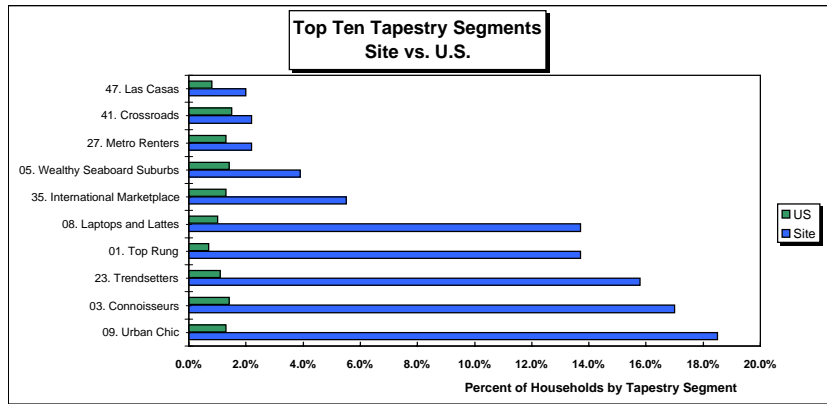
Cañada  
 4200 Farm Hill Blvd  
 Redwood City, CA 94061  
 Site Type: Radius  
 Latitude: 37.4476  
 Longitude: -122.260572  
 Radius: 5.0 miles

### Top Twenty Tapestry Segments

Rank	Tapestry Segment	Households		U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	09. Urban Chic	18.5%	18.5%	1.3%	1.3%	1378
2	03. Connoisseurs	17.0%	35.5%	1.4%	2.7%	1216
3	23. Trendsetters	15.8%	51.3%	1.1%	3.8%	1476
4	01. Top Rung	13.7%	65.0%	0.7%	4.5%	1966
5	08. Laptops and Lattes	13.7%	78.7%	1.0%	5.5%	1340
	<b>Subtotal</b>	<b>78.7%</b>		<b>5.5%</b>		
6	35. International Marketplace	5.5%	84.2%	1.3%	6.8%	414
7	05. Wealthy Seaboard Suburbs	3.9%	88.1%	1.4%	8.2%	275
8	27. Metro Renters	2.2%	90.3%	1.3%	9.5%	167
9	41. Crossroads	2.2%	92.5%	1.5%	11.0%	148
10	47. Las Casas	2.0%	94.5%	0.8%	11.8%	258
	<b>Subtotal</b>	<b>15.8%</b>		<b>6.3%</b>		
11	58. NeWest Residents	1.4%	95.9%	0.9%	12.7%	155
12	21. Urban Villages	1.3%	97.2%	0.8%	13.5%	162
13	36. Old and Newcomers	1.2%	98.4%	2.0%	15.5%	62
14	20. City Lights	0.7%	99.1%	1.1%	16.6%	67
15	30. Retirement Communities	0.7%	99.8%	1.5%	18.1%	45
	<b>Subtotal</b>	<b>5.3%</b>		<b>6.3%</b>		
16	63. Dorms to Diplomas	0.4%	100.2%	0.5%	18.6%	82
17	66. Unclassified	0.0%	100.2%	0.0%	18.6%	65

58	155	199
59	0	0
60	0	0
61	0	0
62	0	0
63	82	564
64	0	0
65	0	0
66	65	1

Total 100.2% 18.6% 541



Cluster Name	Site	US
1 09. Urban Chic	18.50%	1.30%
2 03. Connoisseurs	17.00%	1.40%
3 23. Trendsetters	15.80%	1.10%
4 01. Top Rung	13.70%	0.70%
5 08. Laptops and Lattes	13.70%	1.00%
6 35. International Marketplace	5.50%	1.30%
7 05. Wealthy Seaboard Suburbs	3.90%	1.40%
8 27. Metro Renters	2.20%	1.30%
9 41. Crossroads	2.20%	1.50%
10 47. Las Casas	2.00%	0.80%

Source: ESRI





## Tapestry Segmentation Area Profile

### LifeMode Groups

Prepared by Voorhees Group LLC

Cañada  
4200 Farm Hill Blvd  
Redwood City, CA 94061

Latitude: 37.4476  
Longitude: -122.260572  
Radius: 10.0 miles

Site Type: Radius

Tapestry LifeMode Groups	2006 Households			2006 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total</b>	193,743	100.0%		508,612	100.0%	
<b>L1. High Society</b>	53,636	27.7%	222	144,738	28.5%	206
01 Top Rung	20,477	10.6%	1514	56,713	11.2%	1436
02 Suburban Splendor	1,041	0.5%	31	3,017	0.6%	30
03 Connoisseurs	25,861	13.3%	955	67,868	13.3%	940
04 Boomburbs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	6,257	3.2%	230	17,140	3.4%	221
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	0	0.0%	0	0	0.0%	0
<b>L2. Upscale Avenues</b>	53,586	27.7%	200	135,266	26.6%	194
09 Urban Chic	47,964	24.8%	1847	118,524	23.3%	1883
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
11 Pacific Heights	4,371	2.3%	361	13,920	2.7%	358
13 In Style	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	1,251	0.6%	39	2,822	0.6%	38
17 Green Acres	0	0.0%	0	0	0.0%	0
18 Cozy and Comfortable	0	0.0%	0	0	0.0%	0
<b>L3. Metropolis</b>	448	0.2%	4	1,158	0.2%	4
20 City Lights	448	0.2%	22	1,158	0.2%	22
22 Metropolitans	0	0.0%	0	0	0.0%	0
45 City Strivers	0	0.0%	0	0	0.0%	0
51 Metro City Edge	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
<b>L4. Solo Acts</b>	62,383	32.2%	471	134,779	26.5%	518
08 Laptops and Lattes	28,378	14.6%	1436	55,915	11.0%	1516
23 Trendsetters	26,917	13.9%	1301	64,054	12.6%	1398
27 Metro Renters	6,313	3.3%	242	12,125	2.4%	275
36 Old and Newcomers	775	0.4%	20	2,685	0.5%	34
39 Young and Restless	0	0.0%	0	0	0.0%	0
<b>L5. Senior Styles</b>	2,543	1.3%	11	4,520	0.9%	8
14 Prosperous Empty Nesters	0	0.0%	0	0	0.0%	0
15 Silver and Gold	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	0	0.0%	0	0	0.0%	0
30 Retirement Communities	2,543	1.3%	88	4,520	0.9%	78
43 The Elders	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	0	0.0%	0	0	0.0%	0
57 Simple Living	0	0.0%	0	0	0.0%	0
65 Social Security Set	0	0.0%	0	0	0.0%	0
<b>L6. Scholars &amp; Patriots</b>	2,197	1.1%	77	11,252	2.2%	121
40 Military Proximity	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	2,197	1.1%	249	11,252	2.2%	328

Source: ESRI



## Tapestry Segmentation Area Profile

### LifeMode Groups

Prepared by Voorhees Group LLC

Cañada  
4200 Farm Hill Blvd  
Redwood City, CA 94061

Latitude: 37.4476  
Longitude: -122.260572  
Radius: 10.0 miles

Site Type: Radius

Tapestry LifeMode Groups	2006 Households			2006 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total</b>	193,743	100.0%		508,612	100.0%	
<b>L7. High Hopes</b>	6	0.0%	0	14	0.0%	0
28 Aspiring Young Families	6	0.0%	0	14	0.0%	0
48 Great Expectations	0	0.0%	0	0	0.0%	0
<b>L8. Global Roots</b>	13,716	7.1%	86	54,559	10.7%	109
35 International Marketplace	5,739	3.0%	224	21,094	4.1%	265
38 Industrious Urban Fringe	2,503	1.3%	86	10,635	2.1%	107
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
47 Las Casas	2,061	1.1%	139	10,435	2.1%	165
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
58 NeWest Residents	3,413	1.8%	195	12,395	2.4%	199
60 City Dimensions	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
<b>L9. Family Portrait</b>	3,808	2.0%	26	18,529	3.6%	41
12 Up and Coming Families	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
21 Urban Villages	3,808	2.0%	251	18,529	3.6%	316
59 Southwestern Families	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
<b>L10. Traditional Living</b>	0	0.0%	0	0	0.0%	0
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
33 Midlife Junction	0	0.0%	0	0	0.0%	0
34 Family Foundations	0	0.0%	0	0	0.0%	0

<b>L11. Factories &amp; Farms</b>	0	0.0%	0	0	0.0%	0
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	0	0.0%	0	0	0.0%	0
53 Home Town	0	0.0%	0	0	0.0%	0
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
<b>L12. American Quilt</b>	1,403	0.7%	8	3,381	0.7%	7
26 Midland Crowd	0	0.0%	0	0	0.0%	0
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
41 Crossroads	1,403	0.7%	49	3,381	0.7%	43
46 Rooted Rural	0	0.0%	0	0	0.0%	0
66 Unclassified	17	0.0%	365	416	0.1%	55

**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 population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the U.S. average. Tapestry segment descriptions can be found at <http://www.esribis.com/pdfs/csegments.pdf>

Source: ESRI



## Tapestry Segmentation Area Profile

### Urbanization Groups

Prepared by Voorhees Group LLC

Cañada  
4200 Farm Hill Blvd  
Redwood City, CA 94061

Latitude: 37.4476  
Longitude: -122.260572  
Radius: 10.0 miles

Site Type: Radius

Tapestry Urbanization Groups	2006 Households			2006 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total</b>	193,743	100.0%		508,612	100.0%	
<b>U1. Principal Urban Centers I</b>	75,974	39.2%	497	186,795	36.7%	475
08 Laptops and Lattes	28,378	14.6%	1436	55,915	11.0%	1516
11 Pacific Heights	4,371	2.3%	361	13,920	2.7%	358
20 City Lights	448	0.2%	22	1,158	0.2%	22
21 Urban Villages	3,808	2.0%	251	18,529	3.6%	316
23 Trendsetters	26,917	13.9%	1301	64,054	12.6%	1398
27 Metro Renters	6,313	3.3%	242	12,125	2.4%	275
35 International Marketplace	5,739	3.0%	224	21,094	4.1%	265
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
<b>U2. Principal Urban Centers II</b>	5,474	2.8%	59	22,830	4.5%	80
45 City Strivers	0	0.0%	0	0	0.0%	0
47 Las Casas	2,061	1.1%	139	10,435	2.1%	165
54 Urban Rows	0	0.0%	0	0	0.0%	0
58 NeWest Residents	3,413	1.8%	195	12,395	2.4%	199
61 High Rise Renters	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
65 Social Security Set	0	0.0%	0	0	0.0%	0
<b>U3. Metro Cities I</b>	101,810	52.5%	464	263,067	51.7%	452
01 Top Rung	20,477	10.6%	1514	56,713	11.2%	1436
03 Connoisseurs	25,861	13.3%	955	67,868	13.3%	940
05 Wealthy Seaboard Suburbs	6,257	3.2%	230	17,140	3.4%	221
09 Urban Chic	47,964	24.8%	1847	118,524	23.3%	1883
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	1,251	0.6%	39	2,822	0.6%	38
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
22 Metropolitan	0	0.0%	0	0	0.0%	0
<b>U4. Metro Cities II</b>	5,521	2.8%	26	18,471	3.6%	36
28 Aspiring Young Families	6	0.0%	0	14	0.0%	0
30 Retirement Communities	2,543	1.3%	88	4,520	0.9%	78
34 Family Foundations	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	775	0.4%	20	2,685	0.5%	34
39 Young and Restless	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	2,197	1.1%	249	11,252	2.2%	328
<b>U5. Urban Outskirts I</b>	2,503	1.3%	12	10,635	2.1%	18
04 Boomburbs	0	0.0%	0	0	0.0%	0
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	2,503	1.3%	86	10,635	2.1%	107
48 Great Expectations	0	0.0%	0	0	0.0%	0

Source: ESRI



## Tapestry Segmentation Area Profile

### Urbanization Groups

Prepared by Voorhees Group LLC

Cañada  
4200 Farm Hill Blvd  
Redwood City, CA 94061

Latitude: 37.4476  
Longitude: -122.260572  
Radius: 10.0 miles

Site Type: Radius

Tapestry Urbanization Groups	2006 Households			2006 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total</b>	193,743	100.0%		508,612	100.0%	
<b>U6. Urban Outskirts II</b>	0	0.0%	0	0	0.0%	0
51 Metro City Edge	0	0.0%	0	0	0.0%	0

55	College Towns	0	0.0%	0	0	0.0%	0
57	Simple Living	0	0.0%	0	0	0.0%	0
59	Southwestern Families	0	0.0%	0	0	0.0%	0
62	Modest Income Homes	0	0.0%	0	0	0.0%	0
<b>U7. Suburban Periphery I</b>		<b>1,041</b>	<b>0.5%</b>	<b>4</b>	<b>3,017</b>	<b>0.6%</b>	<b>4</b>
02	Suburban Splendor	1,041	0.5%	31	3,017	0.6%	30
06	Sophisticated Squires	0	0.0%	0	0	0.0%	0
07	Exurbanites	0	0.0%	0	0	0.0%	0
12	Up and Coming Families	0	0.0%	0	0	0.0%	0
13	In Style	0	0.0%	0	0	0.0%	0
14	Prosperous Empty Nesters	0	0.0%	0	0	0.0%	0
15	Silver and Gold	0	0.0%	0	0	0.0%	0
<b>U8. Suburban Periphery II</b>		<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
18	Cozy and Comfortable	0	0.0%	0	0	0.0%	0
29	Rustbelt Retirees	0	0.0%	0	0	0.0%	0
33	Midlife Junction	0	0.0%	0	0	0.0%	0
40	Military Proximity	0	0.0%	0	0	0.0%	0
43	The Elders	0	0.0%	0	0	0.0%	0
53	Home Town	0	0.0%	0	0	0.0%	0
<b>U9. Small Towns</b>		<b>1,403</b>	<b>0.7%</b>	<b>15</b>	<b>3,381</b>	<b>0.7%</b>	<b>15</b>
41	Crossroads	1,403	0.7%	49	3,381	0.7%	43
49	Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50	Heartland Communities	0	0.0%	0	0	0.0%	0
<b>U10. Rural I</b>		<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
17	Green Acres	0	0.0%	0	0	0.0%	0
25	Salt of the Earth	0	0.0%	0	0	0.0%	0
26	Midland Crowd	0	0.0%	0	0	0.0%	0
31	Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
<b>U11. Rural II</b>		<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
37	Prairie Living	0	0.0%	0	0	0.0%	0
42	Southern Satellites	0	0.0%	0	0	0.0%	0
46	Rooted Rural	0	0.0%	0	0	0.0%	0
56	Rural Bypasses	0	0.0%	0	0	0.0%	0
66	Unclassified	17	0.0%	365	416	0.1%	55

**Data Note:** This report identifies neighborhood segments in the area, and describes the settlement density of the immediate neighborhood. The Index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the U.S. average. Tapestry segment descriptions can be found at <http://www.esri.com/pdfs/ctsegments.pdf>

Source: ESRI



## Tapestry Segmentation Area Profile

Prepared by Voorhees Group LLC

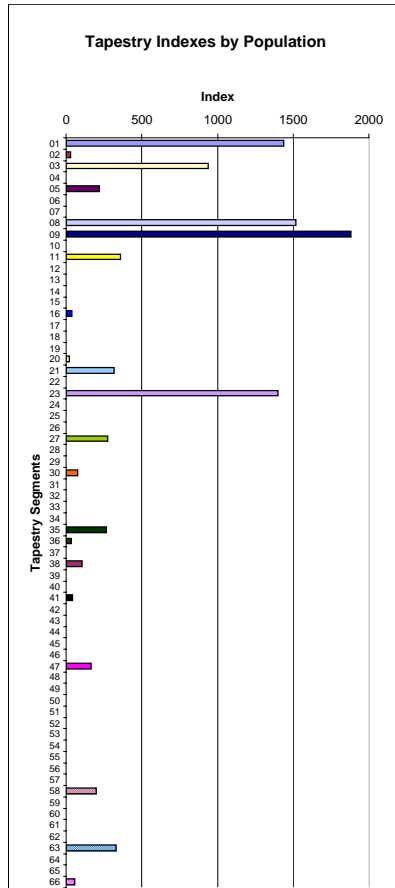
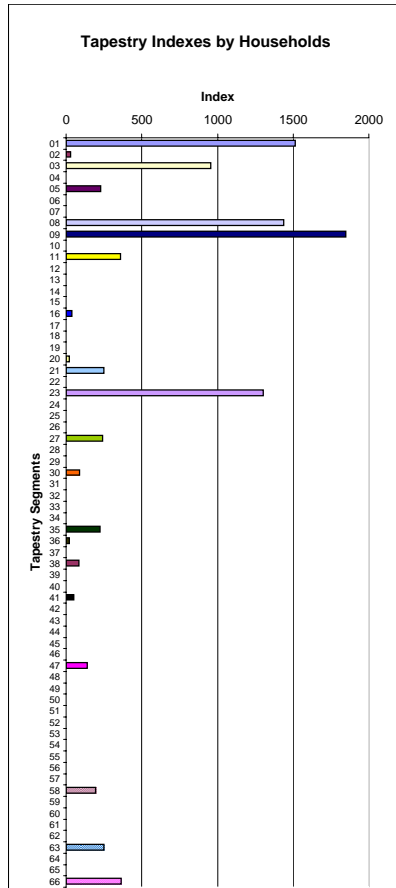
Cañada  
4200 Farm Hill Blvd  
Redwood City, CA 94061

Site Type: Radius

Latitude: 37.4476  
Longitude: -122.260572  
Radius: 10.0 miles

Household Population

01	1514	1436
02	31	30
03	955	940
04	0	0
05	230	221
06	0	0
07	0	0
08	1436	1516
09	1847	1883
10	0	0
11	361	368
12	0	0
13	0	0
14	0	0
15	0	0
16	39	38
17	0	0
18	0	0
19	0	0
20	22	22
21	251	316
22	0	0
23	1301	1398
24	0	0
25	0	0
26	0	0
27	242	275
28	0	0
29	0	0
30	88	78
31	0	0
32	0	0
33	0	0
34	0	0
35	224	265
36	20	34
37	0	0
38	86	107
39	0	0
40	0	0
41	49	43
42	0	0
43	0	0
44	0	0
45	0	0
46	0	0
47	139	165
48	0	0
49	0	0
50	0	0
51	0	0
52	0	0
53	0	0
54	0	0
55	0	0
56	0	0
57	0	0



Source: ESRI



## Tapestry Segmentation Area Profile

Ranked by Households

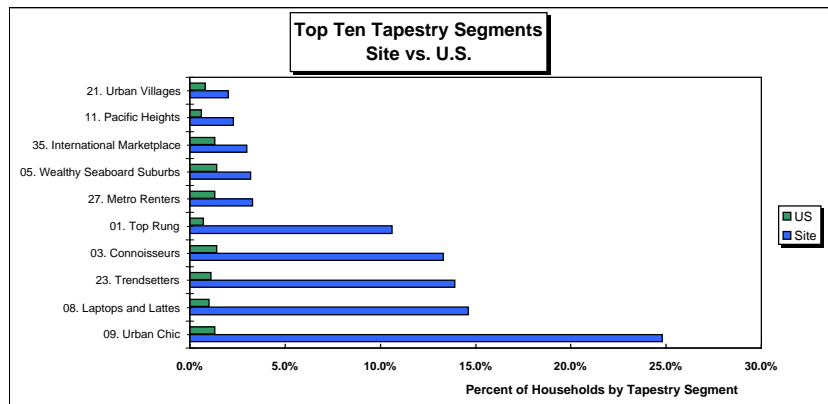
Prepared by Voorhees Group LLC

Cañada  
 4200 Farm Hill Blvd  
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 Site Type: Radius  
 Latitude: 37.4476  
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### Top Twenty Tapestry Segments

Rank	Tapestry Segment	Households		U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	09. Urban Chic	24.8%	24.8%	1.3%	1.3%	1847
2	08. Laptops and Lattes	14.6%	39.4%	1.0%	2.3%	1436
3	23. Trendsetters	13.9%	53.3%	1.1%	3.4%	1301
4	03. Connoisseurs	13.3%	66.6%	1.4%	4.8%	955
5	01. Top Rung	10.6%	77.2%	0.7%	5.5%	1514
	<b>Subtotal</b>	<b>77.2%</b>		<b>5.5%</b>		
6	27. Metro Renters	3.3%	80.5%	1.3%	6.8%	242
7	05. Wealthy Seaboard Suburbs	3.2%	83.7%	1.4%	8.2%	230
8	35. International Marketplace	3.0%	86.7%	1.3%	9.5%	224
9	11. Pacific Heights	2.3%	89.0%	0.6%	10.1%	361
10	21. Urban Villages	2.0%	91.0%	0.8%	10.9%	251
	<b>Subtotal</b>	<b>13.8%</b>		<b>5.4%</b>		
11	58. NeWest Residents	1.8%	92.8%	0.9%	11.8%	195
12	30. Retirement Communities	1.3%	94.1%	1.5%	13.3%	88
13	38. Industrious Urban Fringe	1.3%	95.4%	1.5%	14.8%	86
14	63. Dorms to Diplomas	1.1%	96.5%	0.5%	15.3%	249
15	47. Las Casas	1.1%	97.6%	0.8%	16.1%	139
	<b>Subtotal</b>	<b>6.6%</b>		<b>5.2%</b>		
16	41. Crossroads	0.7%	98.3%	1.5%	17.6%	49
17	16. Enterprising Professionals	0.6%	98.9%	1.7%	19.3%	39
18	02. Suburban Splendor	0.5%	99.4%	1.7%	21.0%	31
19	36. Old and Newcomers	0.4%	99.8%	2.0%	23.0%	20
20	20. City Lights	0.2%	100.0%	1.1%	24.1%	22
	<b>Subtotal</b>	<b>2.4%</b>		<b>8.0%</b>		

Total 100.0% 24.1% 416



Cluster Name	Site	US
1 09. Urban Chic	24.80%	1.30%
2 tops and Lattes	14.60%	1.00%
3 23. Trendsetters	13.90%	1.10%
4 3. Connoisseurs	13.30%	1.40%
5 01. Top Rung	10.60%	0.70%
6 7. Metro Renters	3.30%	1.30%
7 seaboard Suburbs	3.20%	1.40%
8 anal Marketplace	3.00%	1.30%
9 1. Pacific Heights	2.30%	0.60%
10 1. Urban Villages	2.00%	0.80%

Source: ESRI

