

ZIPs: 92101 (San Diego, CA)

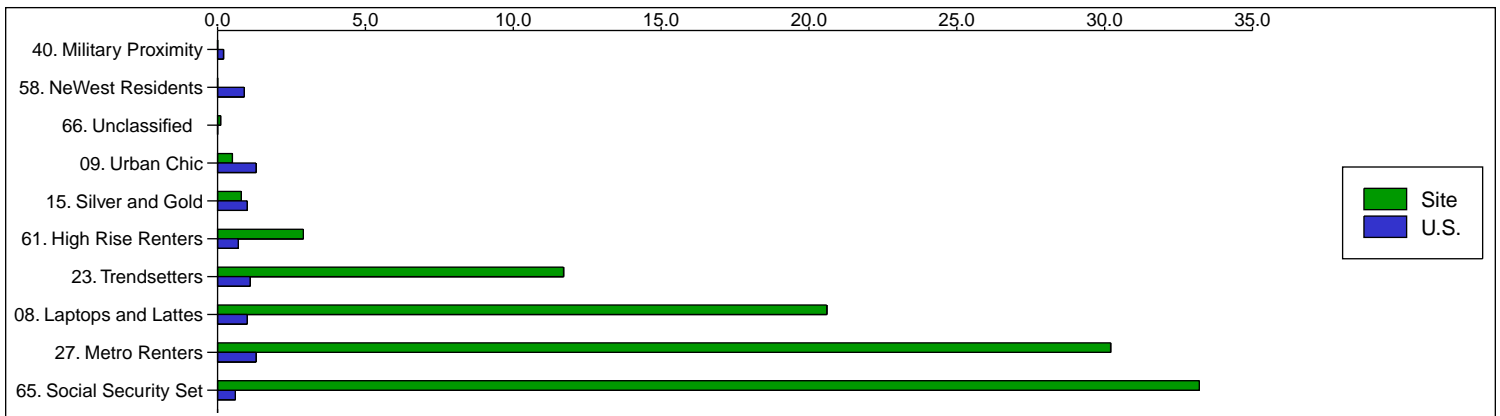
Top Twenty Tapestry Segments

Tapestry segment descriptions can be found at <http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf>

Rank	Tapestry Segment	Households		U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	65. Social Security Set	33.2%	33.2%	0.6%	0.6%	5118
2	27. Metro Renters	30.2%	63.4%	1.3%	1.9%	2260
3	08. Laptops and Lattes	20.6%	84.0%	1.0%	2.9%	2036
4	23. Trendsetters	11.7%	95.7%	1.1%	4.0%	1110
5	61. High Rise Renters	2.9%	98.6%	0.7%	4.7%	434
	Subtotal	98.6%		4.7%		
6	15. Silver and Gold	0.8%	99.4%	1.0%	5.7%	84
7	09. Urban Chic	0.5%	99.9%	1.3%	7.0%	41
8	66. Unclassified	0.1%	100.0%	0.0%	7.0%	2757
9	58. NeWest Residents	0.0%	100.0%	0.9%	7.9%	4
10	40. Military Proximity	0.0%	100.0%	0.2%	8.1%	3
	Subtotal	1.4%		3.4%		
	Total	100.0%		8.1%		1,237

Top Ten Tapestry Segments

Site vs. U.S.



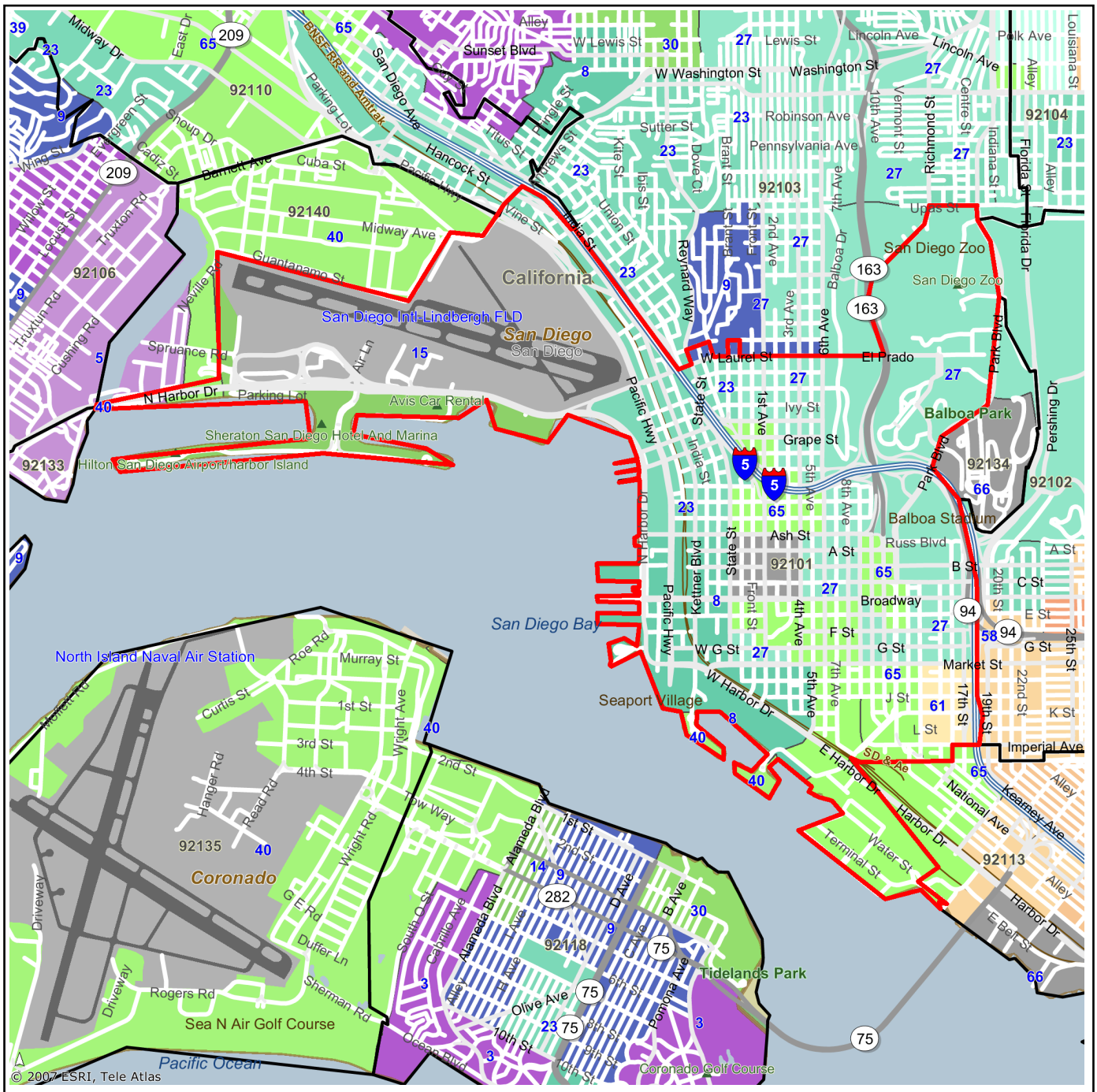
Percent of Households by Tapestry Segment

Source: ESRI

Dominant Tapestry Map

GeomorphIS

September 9, 2008



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Community Tapestry Segments

Community™ Tapestry™ represents the fourth generation of market segmentation systems that began 30 years ago. The 65-segment Community Tapestry system classifies U.S. neighborhoods based on their socioeconomic and demographic composition. Each segment is identified by its two-digit Segment Code. Match the two-digit segment labels on the map to the list below. A longer description of each segment is available at:

<http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf>

- | | |
|--|---------------------------------------|
| Segment 01: Top Rung | Segment 34: Family Foundations |
| Segment 02: Suburban Splendor | Segment 35: International Marketplace |
| Segment 03: Connoisseurs | Segment 36: Old and Newcomers |
| Segment 04: Boomburbs | Segment 37: Prairie Living |
| Segment 05: Wealthy Seaboard Suburbs | Segment 38: Industrious Urban Fringe |
| Segment 06: Sophisticated Squires | Segment 39: Young and Restless |
| Segment 07: Exurbanites | Segment 40: Military Proximity |
| Segment 08: Laptops and Lattes | Segment 41: Crossroads |
| Segment 09: Urban Chic | Segment 42: Southern Satellites |
| Segment 10: Pleasant-Ville | Segment 43: The Elders |
| Segment 11: Pacific Heights | Segment 44: Urban Melting Pot |
| Segment 12: Up and Coming Families | Segment 45: City Strivers |
| Segment 13: In Style | Segment 46: Rooted Rural |
| Segment 14: Prosperous Empty Nesters | Segment 47: Las Casas |
| Segment 15: Silver and Gold | Segment 48: Great Expectations |
| Segment 16: Enterprising Professionals | Segment 49: Senior Sun Seekers |
| Segment 17: Green Acres | Segment 50: Heartland Communities |
| Segment 18: Cozy and Comfortable | Segment 51: Metro City Edge |
| Segment 19: Milk and Cookies | Segment 52: Inner City Tenants |
| Segment 20: City Lights | Segment 53: Home Town |
| Segment 21: Urban Villages | Segment 54: Urban Rows |
| Segment 22: Metropolitans | Segment 55: College Towns |
| Segment 23: Trendsetters | Segment 56: Rural Bypasses |
| Segment 24: Main Street, USA | Segment 57: Simple Living |
| Segment 25: Salt of the Earth | Segment 58: NeWest Residents |
| Segment 26: Midland Crowd | Segment 59: Southwestern Families |
| Segment 27: Metro Renters | Segment 60: City Dimensions |
| Segment 28: Aspiring Young Families | Segment 61: High Rise Renters |
| Segment 29: Rustbelt Retirees | Segment 62: Modest Income Homes |
| Segment 30: Retirement Communities | Segment 63: Dorms to Diplomas |
| Segment 31: Rural Resort Dwellers | Segment 64: City Commons |
| Segment 32: Rustbelt Traditions | Segment 65: Social Security Set |
| Segment 33: Midlife Junction | Segment 66: Unclassified |

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Tapestry LifeMode Groups	2008 Households			2008 Population		
	Number	Percent	Index	Number	Percent	Index
Total	18,233	100.0%		33,444	100.0%	
L1. High Society	0	0.0%	0	0	0.0%	0
01 Top Rung	0	0.0%	0	0	0.0%	0
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
04 Boomburbs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	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
L2. Upscale Avenues	99	0.5%	4	175	0.5%	4
09 Urban Chic	99	0.5%	41	175	0.5%	43
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
L3. Metropolis	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
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
L4. Solo Acts	11,393	62.5%	924	17,982	53.8%	1062
08 Laptops and Lattes	3,754	20.6%	2036	5,263	15.7%	2187
23 Trendsetters	2,129	11.7%	1110	4,157	12.4%	1400
27 Metro Renters	5,510	30.2%	2260	8,562	25.6%	2975
36 Old and Newcomers	0	0.0%	0	0	0.0%	0
39 Young and Restless	0	0.0%	0	0	0.0%	0
L5. Senior Styles	6,196	34.0%	274	12,389	37.0%	355
14 Prosperous Empty Nesters	0	0.0%	0	0	0.0%	0
15 Silver and Gold	147	0.8%	84	255	0.8%	101
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	6,049	33.2%	5118	12,134	36.3%	7681
L6. Scholars & Patriots	1	0.0%	0	72	0.2%	12
40 Military Proximity	1	0.0%	3	72	0.2%	57
55 College Towns	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0

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Tapestry LifeMode Groups	2008 Households			2008 Population		
	Number	Percent	Index	Number	Percent	Index
Total	18,233	100.0%		33,444	100.0%	
L7. High Hopes	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
L8. Global Roots	532	2.9%	36	1,625	4.9%	50
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	7	0.0%	4	26	0.1%	6
60 City Dimensions	0	0.0%	0	0	0.0%	0
61 High Rise Renters	525	2.9%	434	1,599	4.8%	653
L9. Family Portrait	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
L10. Traditional Living	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
L11. Factories & Farms	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
L12. American Quilt	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	12	0.1%	2757	1,201	3.6%	2435

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/library/whitepapers/pdfs/community-tapestry.pdf>

Source: ESRI

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Tapestry Urbanization Groups	2008 Households			2008 Population		
	Number	Percent	Index	Number	Percent	Index
Total	18,233	100.0%		33,444	100.0%	
U1. Principal Urban Centers I	11,393	62.5%	801	17,982	53.8%	703
08 Laptops and Lattes	3,754	20.6%	2036	5,263	15.7%	2187
11 Pacific Heights	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
23 Trendsetters	2,129	11.7%	1110	4,157	12.4%	1400
27 Metro Renters	5,510	30.2%	2260	8,562	25.6%	2975
35 International Marketplace	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
U2. Principal Urban Centers II	6,581	36.1%	764	13,759	41.1%	740
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	7	0.0%	4	26	0.1%	6
61 High Rise Renters	525	2.9%	434	1,599	4.8%	653
64 City Commons	0	0.0%	0	0	0.0%	0
65 Social Security Set	6,049	33.2%	5118	12,134	36.3%	7681
U3. Metro Cities I	99	0.5%	5	175	0.5%	5
01 Top Rung	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
09 Urban Chic	99	0.5%	41	175	0.5%	43
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 Metropolitans	0	0.0%	0	0	0.0%	0
U4. Metro Cities II	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
U5. Urban Outskirts I	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