01 Top Rung

Demographic

Top Rung residents are uniformly mature, married, highly educated, and wealthy. The median age is 41.9 years. Nearly one-third of the residents are in their peak earning years of 45–64. Approximately 77 percent of these households are composed of married couples, half of them with children and half without. This is a monochromatic market with little diversity, except for the presence of children.

Socioeconomic

Top Rung is the wealthiest consumer market, representing less than 1 percent of all U.S. households. The median household income of $185,415 is more than three and one-half times the U.S. median, while the median net worth of $614,206 is more than five times the national level. Residents' wealth is derived from investments, such as income from interest, dividends, and rental properties, as well as remuneration from management, professional, and sales positions, particularly in the finance, education, legal, and health care fields. The proportion of households receiving self-employment income is twice that of the national level. The population is highly educated: more than 70 percent of residents aged 25 years and older hold a bachelor's or graduate degree.

Residential

The enclaves of the wealthy are dotted throughout major U.S. cities, with higher concentrations located on the East and West coasts. *Top Rung* residents own at least one single-family home, with a median home value approaching $1,078,501, the highest, by far, of all the Community Tapestry markets. Travel is part of their lives including the highest rate of interstate commuting.

Preferences

Top Rung residents have the purchasing power to indulge any choice. Aside from the obvious investments, such as stocks valued at more than $75,000, money market accounts and funds, mutual funds, annuities, and life insurance policies valued above $500,000, they spend money on domestic and foreign travel. They travel frequently and always in style. For home and property upkeep, residents hire professional cleaning and lawn maintenance services, and for home improvement and remodeling work, they hire contractors. This is the top market for owning or leasing a luxury car. Residents favor new imported vehicles, especially convertibles.

Top Rung residents are shoppers. Favorite places to shop are Nordstrom, Macy's, Banana Republic, and Eddie Bauer as well as warehouse/club stores. They also use the Internet to make purchases, especially books, concert or sports tickets, computer hardware, and airline tickets. Laptop computers and cell phones are necessary for them to network and keep up with their busy lives. They own three or more cell phones and generally have two phone lines in their homes.

Top Rung residents are avid readers of newspapers (usually two or more daily), magazines (especially airline, epicurean, business, finance, and fashion), and books (particularly history and biographies). They listen to classical music and jazz as well as all-news, public, sports, all-talk, and news/talk radio. They prefer to watch BBC America, Independent Film Channel, Bravo, the Golf Channel, CNBC, CNN, and MSNBC News on TV.

Residents enjoy going to the theater, attending dance performances, visiting museums, watching foreign films on DVD, and playing backgammon. They are active in their communities, joining charitable organizations, working for political parties or candidates, writing to elected officials, and contributing to PBS. Health conscious, they exercise (do yoga and aerobics, play tennis, ski, ice skate, and snorkel), take vitamins, and buy low-fat food. Their interest in tennis and skiing extends to watching it on TV also.

03 Connoisseurs

Demographic

The *Connoisseurs* segment is a somewhat older market, with a median age of 46.9 years. Seventy percent of these households are married-couple families. Although residents appear closer to retirement than child-rearing age, 30 percent of the households consist of married couples with children living at home. Ethnic diversity is negligible.

Socioeconomic

With a median net worth of $396,030, the *Connoisseurs* market is second only to Tapestry's *Top Rung* segment in affluence. This market is well educated; more than 60 percent of the population aged 25 years and older hold a bachelor's or graduate degree. Employed residents earn wages from high-paying management, professional, and sales jobs. Many are self-employed, at a rate twice that of the national average. They have a median household income of $123,255, and their salaries are supplemented with income from interest, dividends, and rental properties.

Residential

Connoisseurs neighborhoods tend to be older bastions of affluence, where the median home value is $772,844, and growth is slow. Most homes are single-family structures built before 1970. Ninety-one percent of these householders own their homes. *Connoisseurs* neighborhoods are located in densely populated city centers and in established affluent areas. Commuting is a way of life; compared to the U.S. average, more *Connoisseurs* residents live in a different state from where they work.

Preferences

Connoisseurs residents may be second to *Top Rung* in wealth, but they rank highest for conspicuous consumption. Their homes include the latest upgrades. However, these residents are not do-it-yourselfers. They hire contractors for their home improvement and remodeling projects, lawn care and landscaping services for property upkeep, and professional household cleaning services. Households have burglar alarms for home security, and residents belong to AAA auto club for vehicle security. *Connoisseurs* residents will grind their own coffee beans, typically the Starbucks brand. It's not surprising that this is one of the top markets for owning or leasing a luxury car or convertible with a navigational system.

Exercise is a priority for these residents: they work out weekly at a club or other facility, ski, play golf, snorkel, play tennis, do yoga, and jog. They also spend money on the latest sports attire to look good while exercising. *Connoisseurs* residents enjoy foreign and domestic travel as well as going to museums, the theater, and dance performances. They use the Internet to make travel plans, track and trade their investments, and shop online. They order from the L.L. Bean and Lands' End catalogs and shop at Nordstrom, Eddie Bauer, Macy's, and Banana Republic.

Connoisseurs residents are well read. They prefer reading history books, mysteries, and biographies and read two or more daily newspapers. Preferred magazine types are airline, epicurean, travel, finance, and business. Residents listen to classical music as well as public, all-news, news/talk, all-talk, and sports radio. Active in their communities, they work for political candidates or parties, write or visit elected officials, and participate in local civic issues.

08 Laptops and Lattes

Segment Code................. 08
Segment Name................ *Laptops and Lattes*
LifeMode Group .... L4 *Solo Acts*
Urbanization Group......... U1 *Principal Urban Centers I*

Demographic

Laptops and Lattes residents enjoy the single life. Singles who live alone or with a roommate represent the majority of households in this segment. Average household size remains constant at 1.82. Although the market is slowly increasing, it is maturing and diversifying more quickly. With a median age of 38.4 years, this segment is slightly older than the U.S median age. Most of the population is white, but Asian populations comprise 11 percent of the total (more than two and one-half times the national level).

Socioeconomic

With a median household income of $100,428, this market is affluent. The median net worth is $243,981, despite the minority of homeowners. The composition of *Laptops and Lattes* is elite. Residents are highly educated: 37 percent of the residents aged 25 years and older hold a bachelor's degree, and 32 percent have a graduate degree. The percentage enrolled in college or graduate school is twice that of the national level. Two-thirds of employed residents work in professional or management positions, especially in the scientific, technical, finance, insurance, educational services, health care, and information industry sectors. More than half of these households receive investment income; 19 percent earn self-employment income.

Residential

Laptops and Lattes residents love city life and prefer to live in major metropolitan areas such as New York City, Los Angeles, San Francisco, Boston, and Chicago. Because of their lifestyle or locale, they are more likely to rent than own their homes. Homeownership is at 41 percent. The majority of housing is apartments in multiunit buildings, especially those with 20 or more units. These neighborhoods are older and virtually untouched by urban renewal. Thirty-eight percent of the housing units were built before 1940. However, these are not inexpensive districts. Average gross rent is approximately $1,217 per month (third highest value of all the Community Tapestry segments), and median home value is $793,175 (second highest value of all the Community Tapestry segments). Typical of city dwellers, 30 percent of the households do not own a vehicle (three times the national level).

Preferences

Laptops and Lattes residents are both cosmopolitan and connected and consider themselves to be liberals. This is the top market for owning an iPod, as well as a laptop or notebook personal computer. They use the Internet to check e-mail, trade and track their investments, review the latest news, arrange travel plans, and make purchases (frequenting sites such as amazon.com, barnesandnoble.com, and ebay.com). They also order items by phone. This market travels, especially abroad. Preferred overseas destinations are Italy, France, and the United Kingdom. A domestic vacation trip might include casino gambling in Atlantic City or Las Vegas. A favorite hotel chain is Hilton Hotels. When trying to locate a taxicab or limousine service, they use the Yellow Pages. A typical *Laptops and Lattes* resident has renter's insurance and uses laundromats and dry cleaners frequently.

Their favorite department store, by far, is Banana Republic. They also like to shop at upscale establishments and Gap. They spend their leisure time going to the movies, the theater, dance performances, rock concerts, museums, bars, nightclubs, baseball games, and pro basketball games. They enjoy playing backgammon and chess and watching foreign films or classics on DVD. They dine out frequently and take adult education courses. Favorite cable TV stations are Independent Film Channel, BBC America, Bravo, Style, and VH1. A favorite TV show is *Saturday Night Live.*

Laptops and Lattes residents exercise at a club regularly and participate in yoga, downhill skiing, jogging, water skiing, snorkeling, tennis, and snowboarding. When they listen to the radio, they prefer classical music and all-news programs. They also listen to public radio and contribute to PBS. They read two or more daily newspapers, a variety of books (history, biographies, and self-help), and an assortment of magazine types (travel, epicurean, airline, fashion, finance, and business). Residents tend to buy organic food and food labeled as low sodium, low fat, or high fiber. They eat nutrition/energy bars and use vitamins regularly. They get involved in their communities, writing to elected officials, writing published articles, and participating in environmental groups.

09 Urban Chic

Segment Code................. 09
Segment Name................ *Urban Chic*
LifeMode Group .... L2 *Upscale Avenues*
Urbanization Group......... U3 *Metro Cities I*

Demographic

Urban Chic residents are professionals who live a sophisti-cated, exclusive lifestyle. More than half of these households are married-couple families, similar to proportions in the United States. Fewer than half of them have children. Unlike the United States, there is a smaller proportion of single-parent families and a higher proportion of single-person and shared households. The population is slightly older, with a median age of 41.4 years, and the diversity is slightly below average compared to the United States.

Socioeconomic

A median household income of $89,521 and a median net worth of $257,932 enable the *Urban Chic* segment to live a stylish lifestyle. The population is well educated: more than half of the residents aged 25 years and older hold a bachelor's or graduate degree. They pursue a variety of occupations, especially management, professional, and sales positions, in industry sectors such as scientific and technical services, educational services, and health care. One-fifth of these households earn income from self-employment ventures, and 55 percent receive additional income from investments.

Residential

Urban Chic neighborhoods parallel the United States for housing type and ownership. The setting is urban, and homes range from pre-World War II to post-2000, high-rise to single family. Sixty-three percent of households are single-family dwellings; 27 percent are apartments in multiunit structures. Homeownership is at 69 percent. Median home value is $723,596, more than three and one-half times that of the U.S. median. Major concentrations of *Urban Chic* households are found on the coasts of northern and south-ern California and along the East Coast.

Preferences

Urban Chic residents focus on lifestyle more than ambience. They travel extensively, visit museums, attend dance perfor-mances, shop at upscale establishments, and do volunteer work. They are more inclined to buy dress clothes than casual wear, but they purchase apparel for various pursuits such as running, hiking, golf, and skiing. In addition to buying foods specifically labeled as natural or organic, they take a multitude of vitamins and dietary supplements. They prefer imported vehicles, but domestic wine, and truly appreciate a good cup of coffee.

The busy, computer-savvy *Urban Chic* residents are con-nected. They not only use PCs extensively, but they also read the manuals. They access the Internet to arrange travel; check their investment portfolios; trade stocks; and purchase books, clothes, flowers, and tickets for concerts and sporting events. They own stock worth $75,000 or more; use stock rating services; and own shares in tax-exempt funds, mutual funds, and money market funds.

Urban Chic residents are one of the Community Tapestry top markets for listening to classical music, all-talk, and public radio. They are avid readers of newspapers and books. When reading magazines, they favor airline, epicurean, travel, and fashion publications. TV viewing is not as prevalent in this market, but favorite cable channels are Bravo and Indepen-dent Film Channel.

2000 Total Population	35,595
2000 Group Quarters	484
2007 Total Population	36,001
2012 Total Population	36,562
2007 - 2012 Annual Rate	0.31%
2000 Households	13,202
2000 Average Household Size	2.66
2007 Households	13,377
2007 Average Household Size	2.65
2012 Households	13,563
2012 Average Household Size	2.65
2007 - 2012 Annual Rate	0.28%
2000 Families	10,366
2000 Average Family Size	2.99
2007 Families	10,486
2007 Average Family Size	2.98
2012 Families	10,629
2012 Average Family Size	2.99
2007 - 2012 Annual Rate	0.27%
2000 Housing Units	13,543
Owner Occupied Housing Units	85.1%
Renter Occupied Housing Units	12.4%
Vacant Housing Units	2.5%
2007 Housing Units	13,834
Owner Occupied Housing Units	85.4%
Renter Occupied Housing Units	11.3%
Vacant Housing Units	3.3%
2012 Housing Units	14,074
Owner Occupied Housing Units	85.0%
Renter Occupied Housing Units	11.4%
Vacant Housing Units	3.6%
Median Household Income	
2000	$136,298
2007	$179,884
2012	$217,411
Median Home Value	
2000	$1,000,001
2007	$1,000,001
2012	$1,000,001
Per Capita Income	
2000	$72,636
2007	$94,572
2012	$116,216
Median Age	
2000	44.6
2007	46.2
2012	47.8

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007 and 2012.

2000 Households by Income

Household Income Base	13,225
< $15,000	2.9%
$15,000 - $24,999	3.0%
$25,000 - $34,999	4.6%
$35,000 - $49,999	6.7%
$50,000 - $74,999	9.4%
$75,000 - $99,999	9.8%
$100,000 - $149,999	17.5%
$150,000 - $199,999	15.2%
$200,000+	30.9%
Average Household Income	$192,935

2007 Households by Income

Household Income Base	13,376
< $15,000	1.8%
$15,000 - $24,999	1.9%
$25,000 - $34,999	2.5%
$35,000 - $49,999	4.6%
$50,000 - $74,999	8.3%
$75,000 - $99,999	7.6%
$100,000 - $149,999	14.7%
$150,000 - $199,999	13.0%
$200,000+	45.6%
Average Household Income	$252,958

2012 Households by Income

Household Income Base	13,559
< $15,000	1.4%
$15,000 - $24,999	1.4%
$25,000 - $34,999	1.6%
$35,000 - $49,999	3.3%
$50,000 - $74,999	6.5%
$75,000 - $99,999	6.8%
$100,000 - $149,999	12.8%
$150,000 - $199,999	11.8%
$200,000+	54.4%
Average Household Income	$311,514

2000 Owner Occupied HUs by Value

Total	11,570
<$50,000	0.1%
$50,000 - 99,999	1.0%
$100,000 - 149,999	0.1%
$150,000 - 199,999	0.2%
$200,000 - 299,999	0.8%
$300,000 - 499,999	4.0%
$500,000 - 999,999	37.8%
$1,000,000+	56.0%
Average Home Value	$1,024,094

2000 Specified Renter Occupied HUs by Contract Rent

Total	1,672
With Cash Rent	95.9%
No Cash Rent	4.1%
Median Rent	$1,737
Average Rent	$1,794

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest, dividends, net rents, pensions, SSI and welfare payments, child support and alimony. Specified Renter Occupied HUs exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007 and 2012.

2000 Population by Age

Total	35,595
0 - 4	5.6%
5 - 9	7.1%
10 - 14	7.3%
15 - 19	5.0%
20 - 24	2.3%
25 - 34	6.9%
35 - 44	16.6%
45 - 54	17.4%
55 - 64	13.1%
65 - 74	9.2%
75 - 84	7.4%
85+	2.3%
18+	76.3%

2007 Population by Age

Total	36,001
0 - 4	5.1%
5 - 9	6.9%
10 - 14	8.1%
15 - 19	6.8%
20 - 24	3.4%
25 - 34	5.0%
35 - 44	12.4%
45 - 54	17.1%
55 - 64	15.5%
65 - 74	8.5%
75 - 84	7.8%
85+	3.4%
18+	75.2%

2012 Population by Age

Total	36,563
0 - 4	5.0%
5 - 9	5.5%
10 - 14	7.6%
15 - 19	6.9%
20 - 24	4.1%
25 - 34	5.7%
35 - 44	10.4%
45 - 54	18.2%
55 - 64	15.4%
65 - 74	10.4%
75 - 84	6.4%
85+	4.3%
18+	77.2%

2000 Population by Sex

Males	48.5%
Females	51.5%

2007 Population by Sex

Males	48.7%
Females	51.3%

2012 Population by Sex

Males	49.0%
Females	51.0%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007 and 2012.

2000 Population by Race/Ethnicity

Total	35,595
White Alone	79.1%
Black Alone	0.5%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	16.8%
Some Other Race Alone	0.6%
Two or More Races	2.8%
Hispanic Origin	2.8%
Diversity Index	38.1

2007 Population by Race/Ethnicity

Total	36,002
White Alone	74.0%
Black Alone	0.5%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	20.7%
Some Other Race Alone	0.8%
Two or More Races	3.8%
Hispanic Origin	3.9%
Diversity Index	45.4

2012 Population by Race/Ethnicity

Total	36,562
White Alone	69.8%
Black Alone	0.5%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	24.0%
Some Other Race Alone	0.9%
Two or More Races	4.6%
Hispanic Origin	4.7%
Diversity Index	50.5

2000 Population 3+ by School Enrollment

Total	34,603
Enrolled in Nursery/Preschool	2.5%
Enrolled in Kindergarten	1.3%
Enrolled in Grade 1-8	12.5%
Enrolled in Grade 9-12	4.9%
Enrolled in College	2.7%
Enrolled in Grad/Prof School	2.6%
Not Enrolled in School	73.3%

2000 Population 25+ by Educational Attainment

Total	25,857
Less than 9th Grade	0.9%
9th - 12th Grade, No Diploma	1.9%
High School Graduate	6.7%
Some College, No Degree	13.2%
Associate Degree	4.4%
Bachelor's Degree	35.8%
Master's/Prof/Doctorate Degree	37.0%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007 and 2012.

2000 Population 15+ by Sex and Marital Status

Total	28,511
Females	52.3%
Never Married	8.5%
Married, not Separated	35.2%
Married, Separated	0.5%
Widowed	4.7%
Divorced	3.4%
Males	47.7%
Never Married	9.3%
Married, not Separated	34.8%
Married, Separated	0.2%
Widowed	1.0%
Divorced	2.3%

2000 Population 16+ by Employment Status

Total	28,081
In Labor Force	59.3%
Civilian Employed	58.2%
Civilian Unemployed	1.1%
In Armed Forces	0.0%
Not in Labor Force	40.7%

2007 Civilian Population 16+ in Labor Force

Civilian Employed	97.2%
Civilian Unemployed	2.8%

2012 Civilian Population 16+ in Labor Force

Civilian Employed	97.4%
Civilian Unemployed	2.6%

2000 Females 16+ by Employment Status and Age of Children

Total	14,664
Own Children < 6 Only	5.2%
Employed/in Armed Forces	3.2%
Unemployed	0.0%
Not in Labor Force	2.1%
Own Children < 6 and 6-17 Only	5.6%
Employed/in Armed Forces	2.8%
Unemployed	0.2%
Not in Labor Force	2.7%
Own Children 6-17 Only	19.7%
Employed/in Armed Forces	11.2%
Unemployed	0.4%
Not in Labor Force	8.1%
No Own Children < 18	69.4%
Employed/in Armed Forces	30.3%
Unemployed	0.4%
Not in Labor Force	38.7%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007.

2007 Employed Population 16+ by Industry

Total	14,536
Agriculture/Mining	0.2%
Construction	2.6%
Manufacturing	20.9%
Wholesale Trade	2.5%
Retail Trade	7.3%
Transportation/Utilities	0.9%
Information	4.7%
Finance/Insurance/Real Estate	8.3%
Services	51.2%
Public Administration	1.4%

2007 Employed Population 16+ by Occupation

Total	14,540
White Collar	91.0%
Management/Business/Financial	34.3%
Professional	41.5%
Sales	9.9%
Administrative Support	5.3%
Services	4.6%
Blue Collar	4.5%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	1.2%
Installation/Maintenance/Repair	0.8%
Production	1.3%
Transportation/Material Moving	1.0%

2000 Workers 16+ by Means of Transportation to Work

Total	16,166
Drove Alone - Car, Truck, or Van	83.7%
Carpooled - Car, Truck, or Van	4.6%
Public Transportation	1.4%
Walked	1.2%
Other Means	1.5%
Worked at Home	7.7%

2000 Workers 16+ by Travel Time to Work

Total	16,166
Did Not Work at Home	92.3%
Less than 5 minutes	1.9%
5 to 9 minutes	7.1%
10 to 19 minutes	30.7%
20 to 24 minutes	19.9%
25 to 34 minutes	20.3%
35 to 44 minutes	5.4%
45 to 59 minutes	2.9%
60 to 89 minutes	2.8%
90 or more minutes	1.2%
Worked at Home	7.7%
Average Travel Time to Work (in min)	22.7

2000 Households by Vehicles Available

Total	13,242
None	2.4%
1	17.8%
2	47.1%
3	22.9%
4	7.4%
5+	2.4%
Average Number of Vehicles Available	2.2

2000 Households by Type

Total	13,202
Family Households	78.5%
Married-couple Family	71.4%
With Related Children	31.5%
Other Family (No Spouse)	7.1%
With Related Children	3.5%
Nonfamily Households	21.5%
Householder Living Alone	17.0%
Householder Not Living Alone	4.5%
Households with Related Children	35.0%
Households with Persons 65+	32.5%

2000 Households by Size

Total	13,202
1 Person Household	17.0%
2 Person Household	39.1%
3 Person Household	16.9%
4 Person Household	18.3%
5 Person Household	6.4%
6 Person Household	1.7%
7+ Person Household	0.6%

2000 Households by Year Householder Moved In

Total	13,242
Moved in 1999 to March 2000	10.5%
Moved in 1995 to 1998	20.3%
Moved in 1990 to 1994	14.5%
Moved in 1980 to 1989	19.7%
Moved in 1970 to 1979	16.0%
Moved in 1969 or Earlier	18.9%
Median Year Householder Moved In	1988

2000 Housing Units by Units in Structure

Total	13,565
1, Detached	88.2%
1, Attached	2.9%
2	0.6%
3 or 4	1.4%
5 to 9	0.9%
10 to 19	1.9%
20+	4.0%
Mobile Home	0.2%
Other	0.0%

2000 Housing Units by Year Structure Built

Total	13,565
1999 to March 2000	0.8%
1995 to 1998	2.9%
1990 to 1994	2.4%
1980 to 1989	7.6%
1970 to 1979	13.7%
1969 or Earlier	72.6%
Median Year Structure Built	1960

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.

Top 3 Tapestry Segments

1.	Connoisseurs
2.	Top Rung
3.	Laptops and Lattes

2007 Consumer Spending shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total $	$114,477,664
Average Spent	$8,557.80
Spending Potential Index	311
Computers & Accessories: Total $	$11,818,241
Average Spent	$883.47
Spending Potential Index	355
Education: Total $	$63,943,164
Average Spent	$4,780.08
Spending Potential Index	372
Entertainment/Recreation: Total $	$161,427,879
Average Spent	$12,067.57
Spending Potential Index	352
Food at Home: Total $	$209,793,855
Average Spent	$15,683.18
Spending Potential Index	312
Food Away from Home: Total $	$148,229,927
Average Spent	$11,080.95
Spending Potential Index	327
Health Care: Total $	$165,831,090
Average Spent	$12,396.73
Spending Potential Index	317
HH Furnishings & Equipment: Total $	$106,089,168
Average Spent	$7,930.71
Spending Potential Index	351
Investments: Total $	$94,346,741
Average Spent	$7,052.91
Spending Potential Index	473
Retail Goods: Total $	$1,140,684,014
Average Spent	$85,272.04
Spending Potential Index	322
Shelter: Total $	$741,704,684
Average Spent	$55,446.26
Spending Potential Index	369
TV/Video/Sound Equipment: Total $	$49,344,133
Average Spent	$3,688.73
Spending Potential Index	317
Travel: Total $	$97,292,141
Average Spent	$7,273.09
Spending Potential Index	394
Vehicle Maintenance & Repairs: Total $	$47,969,516
Average Spent	$3,585.97
Spending Potential Index	336

Data Note: The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Expenditure data are derived from the 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.

Places: Los Altos city, CA, Los Altos Hills town, CA

Top Twenty Tapestry Segments

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

| | | Households | | U.S. Households | | |
| | | | Cumulative | | Cumulative | |
Rank	Tapestry Segment	Percent	Percent	Percent	Percent	Index
1	03. Connoisseurs	46.1%	46.1%	1.4%	1.4%	3314
2	01. Top Rung	42.8%	88.9%	0.7%	2.1%	6164
3	08. Laptops and Lattes	6.9%	95.8%	1.0%	3.1%	682
4	09. Urban Chic	4.1%	99.9%	1.3%	4.4%	309
	Total	**99.9%**		**4.4%**		**2,249**

Top Ten Tapestry Segments
Site vs. U.S.
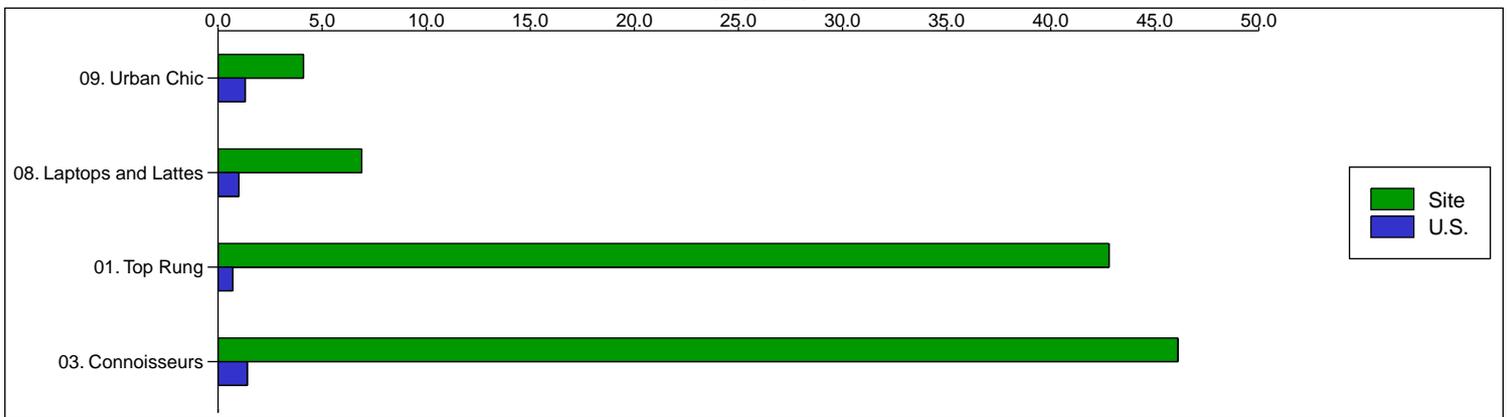
Percent of Households by Tapestry Segment

Source: ESRI

Places: Los Altos city, CA, Los Altos Hills town, CA

Tapestry Indexes by Households	Tapestry Indexes by Population
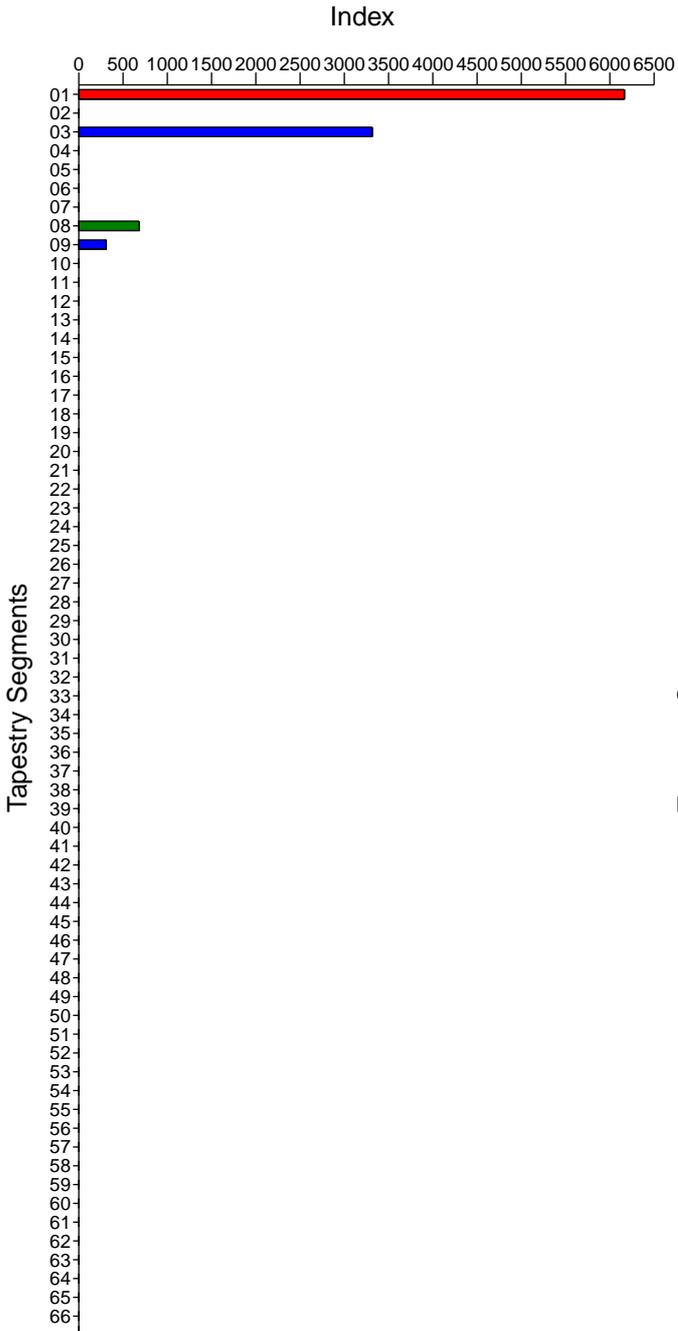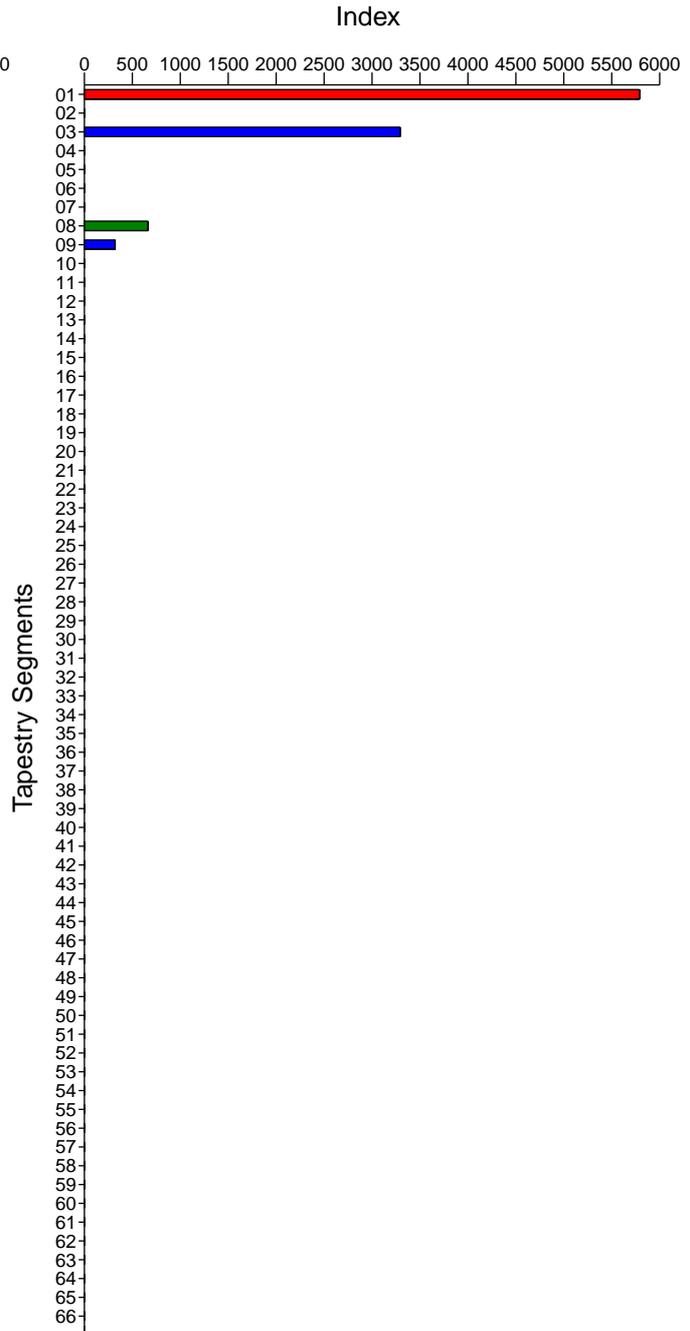
Index

Index

Source: ESRI

Places: Los Altos city, CA, Los Altos Hills town, CA

Tapestry LifeMode Groups	2007 Households			2007 Population		
	Number	**Percent**	**Index**	**Number**	**Percent**	**Index**
Total	13,377	100.0%		36,001	100.0%	
L1. High Society	11,896	88.9%	709	32,853	91.3%	660
01 Top Rung	5,724	42.8%	6164	16,103	44.7%	5789
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
03 Connoisseurs	6,172	46.1%	3314	16,750	46.5%	3292
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	552	4.1%	30	1,421	3.9%	29
09 Urban Chic	552	4.1%	309	1,421	3.9%	320
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	929	6.9%	102	1,727	4.8%	94
08 Laptops and Lattes	929	6.9%	682	1,727	4.8%	662
23 Trendsetters	0	0.0%	0	0	0.0%	0
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
L5. Senior Styles	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
L6. Scholars & Patriots	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

Places: Los Altos city, CA, Los Altos Hills town, CA

Tapestry LifeMode Groups	2007 Households			2007 Population		
	Number	Percent	Index	Number	Percent	Index
Total	13,377	100.0%		36,001	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	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
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	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/library/whitepapers/pdfs/community-tapestry.pdf

Source: ESRI

Places: Los Altos city, CA, Los Altos Hills town, CA

Tapestry Urbanization Groups	2007 Households			2007 Population		
	Number	**Percent**	**Index**	**Number**	**Percent**	**Index**
Total	13,377	100.0%		36,001	100.0%	
U1. Principal Urban Centers I	929	6.9%	88	1,727	4.8%	62
08 Laptops and Lattes	929	6.9%	682	1,727	4.8%	662
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	0	0.0%	0	0	0.0%	0
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
U2. Principal Urban Centers II	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
U3. Metro Cities I	12,448	93.1%	821	34,274	95.2%	834
01 Top Rung	5,724	42.8%	6164	16,103	44.7%	5789
03 Connoisseurs	6,172	46.1%	3314	16,750	46.5%	3292
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
09 Urban Chic	552	4.1%	309	1,421	3.9%	320
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

Places: Los Altos city, CA, Los Altos Hills town, CA

Tapestry Urbanization Groups	2007 Households			2007 Population		
	Number	**Percent**	**Index**	**Number**	**Percent**	**Index**
Total	13,377	100.0%		36,001	100.0%	
U6. Urban Outskirts II	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
U7. Suburban Periphery I	0	0.0%	0	0	0.0%	0
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
U8. Suburban Periphery II	0	0.0%	0	0	0.0%	0
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
U9. Small Towns	0	0.0%	0	0	0.0%	0
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
U10. Rural I	0	0.0%	0	0	0.0%	0
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
U11. Rural II	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
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.

Source: ESRI