TAPESTRY SEGMENTATION

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2016 Summary Table

Demographic Profile by Urbanization Group

	Households	Population	2010-16 Ann. Pop. Chg (%)	Pop. Density[1]	Household Type	Average HH Size	Diversity Index[2]	Median Age	Population by Age (%) <18	18-44	45-64	65+	Marital Status (%) Never Married	Married	Widowed/ Divorced
United States	121,786,233	323,580,626	0.75	91.6		2.59	63.5	38.0	22.7	36.2	26.1	15.0	33.5	49.6	16.9
01. Principal Urban Center	8,516,469	21,076,278	0.89	4,999.3		2.42	84.7	33.0	21.3	47.3	21.3	10.0	49.8	36.7	13.5
3A: Laptops and Lattes	1,280,897	2,462,454	1.04	10,303.9	Singles	1.87	49.8	37.1	12.2	50.7	23.7	13.4	47.2	40.4	12.3
3B: Metro Renters	1,836,337	3,250,070	1.59	5,150.2	Singles	1.67	61.4	32.2	8.5	65.6	17.7	8.2	57.7	29.8	12.4
3C: Trendsetters	1,304,363	2,820,283	1.03	10,241.9	Singles	2.12	76.6	35.9	15.0	50.4	23.3	11.3	50.0	35.9	14.1
8D: Downtown Melting Pot	798,966	2,361,356	0.65	25,474.3	Married Couples	2.92	77.3	37.5	21.4	38.6	25.4	14.6	35.9	50.9	13.3
11A: City Strivers	951,582	2,679,572	0.67	12,810.5	Singles	2.78	63.5	35.0	24.7	38.6	25.1	11.6	51.5	33.0	15.4
13C: NeWest Residents	946,550	3,205,904	0.81	2,486.1	Married Couples w/ Kids	3.35	87.3	27.3	32.8	46.3	15.9	5.0	47.8	40.6	11.6
13D: Fresh Ambitions	787,217	2,534,198	0.42	2,042.9	Single Parents	3.16	90.5	28.4	31.6	41.0	19.8	7.6	51.5	33.4	15.1
13E: High Rise Renters	610,557	1,762,441	0.7	7,387.6	Single Parents	2.81	90.1	31.8	27.1	39.9	22.0	10.9	54.5	30.1	15.4
02. Urban Periphery	20,523,221	60,385,992	0.61	265.8		2.91	83.7	33.9	25.7	39.1	23.5	11.7	39.8	43.5	16.7
2C: Pacific Heights	881,976	2,820,788	0.57	3,177.2	Married Couples	3.16	75.1	42.4	20.0	33.4	28.4	18.2	31.7	54.7	13.6
5D: Rustbelt Traditions	2,706,769	6,737,307	0.26	658.1	Married Couples	2.46	46.2	38.8	22.3	35.6	26.4	15.6	31.5	48.3	20.2
7B: Urban Villages	1,306,884	4,983,158	0.60	334.7	Married Couples	3.78	85.9	33.8	26.0	39.1	24.0	11.0	38.8	47.9	13.3
7C: American Dreamers	1,794,185	5,757,554	0.90	47.1	Married Couples	3.19	83.9	32.3	27.8	39.7	23.2	9.3	38.0	46.0	16.0
7D: Barrios Urbanos	1,270,557	4,634,311	0.91	514.7	Married Couples	3.61	80.5	28.7	32.8	39.6	19.7	7.9	38.7	47.3	14.0
7F: Southwestern Families	1,016,237	3,294,969	0.59	67.6	Married Couples	3.19	65.0	34.4	27.0	35.6	22.8	14.6	37.2	44.6	18.2
8A: City Lights	1,792,910	4,712,105	0.59	3,298.4	Married Couples	2.58	75.4	39.1	20.6	37.7	27.4	14.3	36.8	46.8	16.4
8C: Bright Young Professional	2,711,744	6,593,069	1.14	763.7	Married Couples	2.41	67.0	32.7	23.9	44.5	21.9	9.7	37.5	44.6	17.9
11C: Metro Fusion	1,714,524	4,594,794	0.84	2,618.7	Singles	2.65	84.5	29.2	29.0	44.9	19.0	7.1	46.1	36.4	17.5
12A: Family Foundations	1,293,443	3,548,785	0.23	1,349.2	Singles	2.71	43.4	39.4	23.3	33.3	26.9	16.5	44.3	34.9	20.8
12D: Modest Income Homes	1,631,205	4,304,234	-0.17	742.9	Singles	2.56	33.7	36.7	25.2	33.9	25.9	15.0	51.2	26.1	22.7
13A: International Marketplace	1,500,507	4,655,424	0.66	8,793.7	Married Couples w/ Kids	3.07	88.7	32.7	25.5	43.3	22.2	9.0	44.4	42.1	13.5
13B: Las Casas	902,280	3,749,494	0.53	7,424.7	Married Couples	4.12	85.4	28.1	32.0	42.6	18.8	6.7	46.8	43.0	10.2
03. Metro Cities	22,248,383	53,066,381	0.60	394.1		2.25	63.4	33.6	20.1	43.6	22.3	14.0	44.3	36.3	19.4
5B: In Style	2,745,879	6,573,446	0.82	361.7	Married Couples w/No Kids	2.34	39.1	41.7	20.0	34.2	28.2	17.7	29.9	53.1	17.0
8B: Emerald City	1,723,398	3,632,184	0.74	390.5	Singles	2.06	49.9	37.0	16.0	45.4	25.6	13.1	42.6	39.8	17.6
8E: Front Porches	1,951,436	5,085,418	0.57	2,048.4	Married Couples	2.56	72.1	34.7	24.5	39.2	24.1	12.2	38.7	41.2	20.1
8F: Old and Newcomers	2,831,450	6,187,715	0.61	858.4	Singles	2.12	52.1	39.1	18.7	37.9	24.5	19.0	35.6	41.5	22.9
8G: Hardscrabble Road	1,502,381	4,099,713	0.19	75.9	Singles	2.66	75.3	32.2	28.0	38.5	23.1	10.4	43.5	34.7	21.8
9E: Retirement Communities	1,480,889	2,947,438	0.57	414.1	Singles	1.87	48.7	53.2	13.5	28.2	23.0	35.2	29.0	40.1	30.9
9F: Social Security Set	984,788	1,936,674	0.52	1,221.4	Singles	1.73	75.3	45.1	13.8	36.1	25.6	24.5	44.9	26.0	29.2
11B: Young and Restless	2,087,061	4,319,086	1.13	3,230.1	Singles	2.04	77.0	29.6	20.3	55.9	17.0	6.9	49.6	33.1	17.3
11D: Set to Impress	1,693,222	3,746,537	0.55	2,694.0	Singles	2.11	66.5	33.6	20.3	44.5	23.0	12.1	46.4	31.6	22.0
11E: City Commons	1,097,382	3,021,060	0.32	933.9	Single Parents	2.67	50.0	28.1	33.0	37.7	20.2	9.1	58.1	23.6	18.4
12B: Traditional Living	2,384,074	6,060,376	0.12	230.0	Married Couples	2.50	54.9	35.3	24.8	37.7	24.8	12.7	36.0	42.1	21.9
14B: College Towns	1,149,051	2,896,713	0.99	1,451.9	Singles	2.13	55.7	24.4	11.1	67.0	13.5	8.3	67.2	22.5	10.4
14C: Dorms to Diplomas	617,372	2,560,021	0.95	5,162.6	Nonfam HHs w/ 2+ Persons	2.22	55.1	21.6	3.5	91.5	3.2	1.8	91.0	6.5	2.6
04. Suburban Periphery	38,391,717	104,832,806	1.03	468.8		2.69	50.9	41.3	23.1	31.7	28.4	16.7	26.7	58.5	14.8
1A: Top Tier	2,089,329	6,006,895	0.64	987.8	Married Couples	2.84	37.2	46.8	24.7	22.6	33.5	19.3	22.9	66.9	10.3
1B: Professional Pride	1,954,257	6,137,289	1.28	951.4	Married Couples	3.13	43.7	40.7	27.5	28.8	33.4	10.2	24.2	67.4	8.5
1C: Boomburbs	1,880,553	6,138,021	3.26	961.4	Married Couples	3.25	62.7	33.8	33.3	37.3	23.0	6.4	23.9	66.3	9.8
1D: Savvy Suburbanites	3,621,946	10,375,472	0.72	341.0	Married Couples	2.84	35.6	44.7	22.9	27.5	33.4	16.2	24.6	63.8	11.7
1E: Exurbanites	2,366,036	6,009,440	0.69	283.2	Married Couples	2.49	34.7	50.5	18.9	23.6	32.8	24.7	22.5	62.2	15.3
2A: Urban Chic	1,606,284	3,921,754	0.75	490.4	Married Couples	2.39	47.6	43.0	20.6	32.1	30.2	17.0	30.0	54.9	15.1
2B: Pleasantville	2,704,548	7,874,929	0.43	1,409.7	Married Couples	2.88	60.5	42.3	21.4	32.1	29.8	16.7	30.8	54.6	14.6

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TAPESTRY SEGMENTATION

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2016 Summary Table

Demographic Profile by Urbanization Group

			2010-16						Population by Age (%)				Marital Status (%)		
	Households	Population	Ann. Pop. Chg (%)	Pop. Density[1]	Household Type	Average HH Size	Diversity Index[2]	Median Age	<18	18-44	45-64	65+	Never Married	Married	Widowed/ Divorced
United States	121,786,233	323,580,626	0.75	91.6		2.59	63.5	38.0	22.7	36.2	26.1	15.0	33.5	49.6	16.9
04. Suburban Periphery (Cont.)	38,391,717	104,832,806	1.03	468.8		2.69	50.9	41.3	23.1	31.7	28.4	16.7	26.7	58.5	14.8
2D: Enterprising Professional	1,696,344	4,240,325	1.30	1,415.0	Married Couples	2.48	72.7	35.0	23.3	43.7	24.2	8.9	33.3	52.4	14.3
4A: Soccer Moms	3,468,014	10,352,847	1.34	512.9	Married Couples	2.97	50.2	36.8	26.8	35.2	28.0	10.0	26.3	61.4	12.3
4B: Home Improvement	2,089,325	6,031,792	0.58	416.0	Married Couples	2.88	65.1	37.5	23.5	36.5	28.0	11.9	31.3	53.2	15.5
5A: Comfortable Empty Nesters	3,002,700	7,635,878	0.41	280.3	Married Couples	2.51	32.4	47.5	19.3	27.4	30.8	22.6	23.6	59.8	16.7
5C: Parks and Rec	2,439,415	6,178,445	0.38	1,236.4	Married Couples	2.50	50.0	40.7	20.8	34.7	28.0	16.5	32.0	48.9	19.2
5E: Midlife Constants	3,066,532	7,308,423	0.34	305.5	Married Couples w/No Kids	2.30	35.6	46.7	18.4	29.6	27.4	24.6	26.1	52.3	21.7
7A: Up and Coming Families	2,779,606	8,761,089	2.64	944.1	Married Couples	3.13	73.5	31.2	31.2	42.6	20.0	6.1	30.9	55.9	13.2
9A: Silver & Gold	924,151	1,903,736	1.24	104.6	Married Couples w/No Kids	2.04	23.8	62.6	9.5	14.9	31.4	44.2	15.2	65.0	19.7
9B: Golden Years	1,632,636	3,492,468	0.69	1,039.6	Singles	2.06	43.1	51.8	14.9	26.9	27.8	30.4	26.8	49.9	23.3
9C: The Elders	886,644	1,522,160	0.64	463.6	Married Couples w/No Kids	1.68	21.9	72.0	3.2	6.6	19.0	71.3	10.3	57.3	32.4
14A: Military Proximity	183,397	941,843	1.15	82.0	Married Couples	3.37	67.6	22.5	27.7	68.8	3.1	0.4	46.7	49.3	4.0
05. Semirural	11,425,496	29,652,727	0.65	64.5		2.54	53.1	38.7	23.7	34.1	25.6	16.7	29.2	49.8	21.0
4C: Middleburg	3,446,078	9,561,014	1.30	173.4	Married Couples	2.75	47.8	35.9	26.3	36.7	25.1	11.9	27.5	55.9	16.6
6F: Heartland Communities	2,868,865	7,009,882	0.11	93.5	Married Couples	2.38	30.9	42.0	21.6	31.9	26.9	19.6	27.0	50.6	22.3
7E: Valley Growers	296,821	1,208,025	0.59	88.0	Married Couples	3.99	84.6	27.1	34.0	41.0	17.8	7.2	42.7	46.0	11.3
9D: Senior Escapes	1,107,368	2,500,441	0.61	19.3	Married Couples w/No Kids	2.20	44.0	53.9	15.3	23.9	29.6	31.2	22.8	51.2	26.1
10D: Down the Road	1,390,358	3,904,632	0.82	31.4	Married Couples	2.76	71.4	34.8	26.1	36.9	24.6	12.4	33.6	46.1	20.3
12C: Small Town Simplicity	2,316,006	5,468,733	0.18	88.1	Singles	2.26	50.5	40.6	21.4	33.5	25.2	19.9	32.4	41.2	26.4
06. Rural	20,679,310	54,006,773	0.55	21.9		2.56	33.5	43.5	21.3	30.6	30.4	17.7	24.9	57.6	17.5
6A: Green Acres	3,890,684	10,597,285	0.83	69.9	Married Couples	2.70	25.6	43.5	22.2	29.8	32.2	15.8	23.7	62.4	13.9
6B: Salt of the Earth	3,547,802	9,264,225	0.31	58.3	Married Couples	2.59	19.3	43.6	21.3	30.4	30.7	17.6	23.7	59.8	16.4
6C: The Great Outdoors	1,893,866	4,698,601	0.74	17.5	Married Couples	2.44	35.1	46.9	19.0	28.4	32.6	20.0	25.1	56.2	18.7
6D: Prairie Living	1,326,216	3,384,969	0.42	4.9	Married Couples	2.51	24.0	44.0	22.5	28.6	29.9	19.0	22.4	62.4	15.2
6E: Rural Resort Dwellers	1,237,755	2,789,464	0.55	7.3	Married Couples w/No Kids	2.22	22.9	53.5	15.5	22.8	34.4	27.3	19.9	60.6	19.4
10A: Southern Satellites	3,845,197	10,371,092	0.70	51.1	Married Couples	2.66	39.6	40.1	23.0	33.5	28.6	15.0	25.7	55.8	18.4
10B: Rooted Rural	2,447,450	6,207,137	0.35	21.3	Married Couples	2.47	28.9	44.8	19.9	30.3	29.9	19.8	23.4	56.9	19.7
10C: Diners & Miners	821,124	2,149,053	0.54	12.3	Married Couples	2.53	43.0	41.0	22.2	32.7	28.1	17.0	25.8	54.3	19.9
10E: Rural Bypasses	1,669,216	4,544,947	0.20	33.4	Married Couples	2.54	60.3	40.1	21.7	34.5	27.7	16.1	34.4	44.6	21.0

* Segment 15, *Unclassified,* is not displayed in the Summary Table.

[1] Population density is population per square mile.

[2] The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity). For example, the diversity score for the U.S. is 63.5 which means there is a 63.5 percent

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2016 Summary Table

Education Profile by Urbanization Group

	School Enrollment (%)[1]											Educational Attainment (%)							
	By Level of School							By Sex and Type of School											
								Male		Female									
	Nursery/ Preschool	Kinder-garten	Grade 1-8	Grade 9-12	College	Grad/Prof School	Not Enrolled in School	Public School	Private School	Public School	Private School	Less than 9th Grade	9-12th Grade/No Diploma	High School Diploma	GED/Alt. Credential	Some College/ No Degree	Associate Degree	Bachelor's Degree	Grad/Prof Degree
United States	1.7	1.4	10.9	5.6	6.4	1.4	72.6	41.6	7.7	42.1	8.6	5.5	7.3	23.6	4.0	20.9	8.2	18.8	11.6
01. Principal Urban Center	1.7	1.4	9.5	4.7	6.4	2.8	73.5	38.2	10.5	39.2	12.1	10.5	8.7	17.5	3.0	14.9	5.5	23.2	16.7
3A: Laptops and Lattes	1.7	0.9	4.9	2.0	5.3	4.8	80.4	22.5	24.8	23.5	29.2	1.5	1.5	5.7	0.8	9.3	3.4	39.3	38.6
3B: Metro Renters	1.0	0.5	3.0	1.3	8.8	7.6	77.6	28.7	19.2	29.7	22.3	1.7	2.4	7.6	1.5	13.2	5.1	38.4	30.1
3C: Trendsetters	1.5	0.9	6.0	3.1	6.7	3.7	77.9	34.6	14.0	35.9	15.5	5.8	4.8	13.5	1.9	15.8	5.9	31.6	20.7
8D: Downtown Melting Pot	1.5	1.5	9.6	5.2	6.7	1.6	73.8	36.5	13.8	36.2	13.5	13.5	9.5	23.7	2.8	13.4	6.9	20.2	10.0
11A: City Strivers	2.0	1.5	11.4	6.5	6.9	1.4	70.3	39.8	7.3	43.2	9.7	7.8	10.3	27.1	5.0	21.0	7.7	13.8	7.3
13C: NeWest Residents	2.0	2.3	15.0	6.4	4.3	0.6	69.5	46.7	3.5	46.1	3.8	27.6	16.5	23.6	3.6	14.6	4.1	7.3	2.7
13D: Fresh Ambitions	2.1	2.1	14.8	7.5	5.5	0.5	67.5	45.0	3.8	46.1	5.1	18.0	16.7	27.3	5.3	18.1	5.5	6.5	2.6
13E: High Rise Renters	1.8	1.7	12.5	7.3	6.7	1.0	69.0	43.4	5.3	44.5	6.8	18.4	16.8	22.4	5.6	16.5	6.0	10.1	4.2
02. Urban Periphery	1.7	1.6	12.0	6.2	6.3	1.1	71.1	43.5	5.5	44.6	6.4	10.8	10.3	25.4	4.0	21.4	7.7	13.8	6.6
2C: Pacific Heights	1.5	1.2	9.4	5.4	7.2	1.6	73.8	40.1	10.2	38.8	10.8	5.9	5.0	20.3	1.8	18.1	8.7	25.9	14.1
5D: Rustbelt Traditions	1.6	1.4	10.6	5.4	5.7	1.1	74.3	41.9	7.2	43.1	7.8	3.2	6.6	27.9	4.9	24.5	10.3	15.4	7.3
7B: Urban Villages	1.4	1.5	12.1	7.1	7.2	0.9	69.9	45.2	4.8	44.6	5.4	15.7	11.2	25.6	3.1	20.6	7.3	11.9	4.6
7C: American Dreamers	1.7	1.7	13.7	7.1	6.4	0.9	68.5	44.6	4.5	45.4	5.5	9.5	10.4	26.4	4.8	23.8	8.4	11.8	4.9
7D: Barrios Urbanos	1.7	2.1	15.9	7.5	4.6	0.4	67.8	47.3	2.5	47.1	3.0	23.8	17.2	24.8	5.1	16.7	4.6	5.5	2.1
7F: Southwestern Families	1.7	1.7	12.6	6.6	5.1	0.5	71.9	46.7	2.8	47.3	3.2	22.9	15.3	25.3	4.9	16.4	5.2	7.2	2.7
8A: City Lights	1.7	1.2	9.3	5.2	6.6	1.7	74.4	39.7	9.7	39.6	11.1	5.8	5.8	22.6	2.7	19.9	8.1	22.1	12.9
8C: Bright Young Professional	1.8	1.5	10.6	5.1	7.7	1.9	71.4	41.6	6.9	43.6	8.0	3.1	5.1	21.1	3.6	25.1	10.0	21.5	10.4
11C: Metro Fusion	1.9	1.9	13.1	5.8	7.0	1.2	69.1	43.7	4.7	45.7	6.0	8.7	10.9	25.9	4.8	24.4	8.2	12.1	5.1
12A: Family Foundations	1.6	1.3	11.0	6.3	6.7	1.2	71.9	40.4	6.1	45.4	8.0	4.8	10.1	28.3	4.2	25.9	7.9	12.0	6.8
12D: Modest Income Homes	1.8	1.6	11.7	6.5	5.8	0.6	72.0	42.9	4.4	46.9	5.8	7.0	16.6	31.5	5.8	22.6	6.2	6.9	3.5
13A: International Marketplace	1.8	1.6	11.4	5.9	6.4	1.2	71.6	43.3	6.1	44.0	6.6	15.9	10.9	25.3	3.1	17.9	6.3	14.3	6.3
13B: Las Casas	1.9	2.0	14.8	8.0	5.8	0.4	67.1	47.0	2.4	47.6	2.9	30.2	17.2	23.9	2.7	14.2	4.2	5.8	1.7
03. Metro Cities	1.5	1.3	9.1	4.5	12.1	2.1	69.3	40.5	8.0	42.3	9.2	4.8	8.0	23.2	4.6	22.2	8.1	18.1	11.1
5B: In Style	1.8	1.2	9.5	5.0	6.7	2.0	73.8	38.6	10.7	38.8	11.8	1.6	3.0	16.6	2.3	20.1	8.7	27.8	19.8
8B: Emerald City	1.6	1.0	6.9	3.3	8.1	3.7	75.4	36.0	12.4	37.9	13.7	2.1	3.4	13.4	2.3	19.0	7.2	30.6	21.9
8E: Front Porches	1.6	1.5	11.4	5.7	5.9	1.0	73.0	43.3	5.6	44.3	6.8	6.9	9.7	27.7	5.3	23.2	8.3	12.9	5.9
8F: Old and Newcomers	1.4	1.2	8.5	4.2	7.9	1.6	75.1	40.2	8.4	41.7	9.7	3.2	5.9	23.5	4.1	24.1	9.3	19.0	11.0
8G: Hardscrabble Road	1.8	1.9	13.1	6.2	5.1	0.5	71.5	44.4	4.1	46.3	5.1	9.4	16.0	29.8	8.0	20.9	6.6	6.7	2.7
9E: Retirement Communities	1.1	0.8	6.3	3.3	6.0	1.3	81.0	37.4	10.6	40.2	11.7	4.6	6.6	26.2	3.4	21.4	8.0	18.4	11.4
9F: Social Security Set	1.1	0.9	6.2	3.4	7.5	1.5	79.3	38.2	9.6	40.5	11.7	10.7	13.3	24.5	5.8	19.9	6.2	12.2	7.4
11B: Young and Restless	1.5	1.3	8.1	3.7	10.6	3.3	71.5	39.8	7.3	44.4	8.5	4.1	5.5	18.8	3.3	24.9	8.9	22.9	11.5
11D: Set to Impress	1.4	1.3	8.5	4.2	9.1	1.9	73.6	41.1	7.7	42.4	8.7	5.5	8.9	23.8	5.8	24.0	8.3	15.4	8.3
11E: City Commons	2.7	2.5	15.3	7.1	6.4	0.8	65.2	42.3	4.2	47.9	5.7	7.6	17.7	29.6	6.4	22.5	6.2	6.9	3.3
12B: Traditional Living	1.7	1.6	11.8	5.8	5.5	0.8	72.9	43.5	5.4	44.9	6.2	4.9	10.2	31.0	6.9	23.8	9.0	10.0	4.2
14B: College Towns	1.0	0.7	4.7	2.4	38.1	6.4	46.7	38.9	10.6	38.8	11.7	3.1	5.0	15.4	3.1	19.9	7.1	25.6	20.9
14C: Dorms to Diplomas	0.2	0.2	1.0	0.6	77.1	6.2	14.6	39.7	8.8	41.5	10.0	2.7	3.9	10.8	2.5	18.7	6.5	28.5	26.5
04. Suburban Periphery	1.9	1.4	11.4	6.0	5.5	1.4	72.5	40.1	9.7	39.7	10.4	2.3	3.7	18.7	2.5	20.3	8.7	26.2	17.7
1A: Top Tier	2.3	1.4	12.9	7.1	4.5	1.5	70.3	33.9	16.4	32.6	17.1	1.0	1.2	7.9	0.7	11.2	4.7	35.8	37.6
1B: Professional Pride	2.3	1.5	15.0	8.4	4.8	1.4	66.5	40.7	10.0	39.1	10.2	1.1	1.5	10.9	1.1	15.2	7.3	36.6	26.3
1C: Boomburbs	3.0	2.2	16.8	6.9	5.0	1.6	64.5	41.6	8.7	40.6	9.0	1.8	2.3	11.8	1.6	19.2	8.7	34.3	20.4
1D: Savvy Suburbanites	1.8	1.2	11.6	6.8	5.2	1.4	72.0	40.2	10.1	38.8	10.9	1.4	2.5	16.7	1.8	18.6	8.7	29.8	20.5
1E: Exurbanites	1.6	1.1	9.4	5.5	4.9	1.4	76.1	36.9	13.1	36.2	13.8	1.4	2.3	14.0	1.6	18.0	7.5	30.4	24.8
2A: Urban Chic	2.3	1.3	9.8	4.7	5.6	2.3	73.9	33.6	15.7	33.4	17.3	1.6	1.9	10.2	1.1	14.3	5.8	33.7	31.3
2B: Pleasantville	1.7	1.2	10.2	5.9	6.2	1.4	73.4	40.0	9.9	39.3	10.8	3.5	4.6	23.1	2.5	20.6	9.0	22.7	13.8

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2016 Summary Table

Education Profile by Urbanization Group

	School Enrollment (%)[1]											Educational Attainment (%)							
	By Level of School							By Sex and Type of School											
								Male		Female									
	Nursery/ Preschool	Kinder-garten	Grade 1-8	Grade 9-12	College	Grad/Prof School	Not Enrolled in School	Public School	Private School	Public School	Private School	Less than 9th Grade	9-12th Grade/No Diploma	High School Diploma	GED/Alt. Credential	Some College/ No Degree	Associate Degree	Bachelor's Degree	Grad/Prof Degree
United States	1.7	1.4	10.9	5.6	6.4	1.4	72.6	41.6	7.7	42.1	8.6	5.5	7.3	23.6	4.0	20.9	8.2	18.8	11.6
04. Suburban Periphery (Cont.)	1.9	1.4	11.4	6.0	5.5	1.4	72.5	40.1	9.7	39.7	10.4	2.3	3.7	18.7	2.5	20.3	8.7	26.2	17.7
2D: Enterprising Professional	2.2	1.5	10.1	4.9	6.1	2.4	72.8	39.2	9.8	40.5	10.4	2.6	3.0	13.5	1.7	17.7	7.6	31.9	22.0
4A: Soccer Moms	2.1	1.6	13.7	7.0	5.7	1.4	68.5	41.8	8.0	41.4	8.8	2.0	3.4	19.1	2.6	22.5	10.4	26.1	13.8
4B: Home Improvement	1.7	1.4	11.6	6.5	6.4	1.3	71.1	42.5	6.7	43.0	7.8	3.3	5.3	23.1	3.6	25.9	10.4	19.5	8.9
5A: Comfortable Empty Nesters	1.4	1.1	9.5	5.5	4.9	1.1	76.5	40.3	9.3	40.0	10.3	1.9	4.0	23.3	3.1	21.9	9.8	22.2	13.8
5C: Parks and Rec	1.6	1.2	9.8	5.3	5.5	1.2	75.4	41.4	7.9	41.7	8.9	3.5	6.4	28.0	4.3	22.7	9.3	17.1	8.6
5E: Midlife Constants	1.4	1.1	9.0	4.8	5.5	1.0	77.3	40.9	8.2	41.8	9.1	3.3	6.0	27.3	4.1	22.5	9.6	17.1	10.1
7A: Up and Coming Families	2.3	2.0	15.3	6.8	6.8	1.6	65.3	43.1	6.3	43.7	6.9	4.0	5.1	19.7	3.3	25.8	10.6	21.9	9.6
9A: Silver & Gold	0.7	0.6	4.9	2.8	3.2	0.8	87.0	38.8	11.0	38.7	11.5	1.4	2.9	18.7	2.2	21.0	8.2	26.2	19.6
9B: Golden Years	1.4	0.9	7.2	3.9	5.4	1.8	79.5	35.4	13.3	36.1	15.1	2.3	3.6	18.0	1.9	18.2	7.2	27.1	21.6
9C: The Elders	0.2	0.2	1.6	1.0	1.7	0.4	94.9	35.9	10.1	41.1	12.9	2.6	5.6	28.2	3.2	23.4	7.3	17.5	12.2
14A: Military Proximity	2.4	2.1	11.6	3.6	11.8	1.4	67.0	46.5	8.6	38.7	6.3	1.0	2.3	17.0	3.3	37.2	13.2	17.8	8.1
05. Semirural	1.6	1.5	11.4	5.7	4.6	0.7	74.6	44.1	5.2	44.8	5.9	6.3	9.5	29.3	5.9	22.7	8.7	11.8	5.7
4C: Middleburg	1.9	1.7	12.8	6.3	5.2	1.0	71.2	42.9	6.4	43.6	7.0	3.5	6.4	25.7	4.8	24.7	10.1	16.9	8.0
6F: Heartland Communities	1.5	1.3	10.5	5.5	4.0	0.6	76.5	44.4	5.0	44.9	5.6	4.6	8.8	33.9	6.0	21.8	9.1	10.6	5.2
7E: Valley Growers	1.7	2.3	16.0	7.7	4.4	0.3	67.7	47.8	1.6	48.5	2.1	37.0	15.5	19.8	3.8	14.0	4.2	4.1	1.5
9D: Senior Escapes	0.9	0.9	7.5	4.0	3.5	0.5	82.6	45.2	5.6	43.0	6.1	5.0	9.9	29.6	6.1	25.0	8.1	10.7	5.6
10D: Down the Road	1.5	1.8	12.8	6.0	4.4	0.5	73.0	45.1	4.0	46.2	4.7	9.2	13.6	29.1	7.1	22.2	7.5	7.9	3.4
12C: Small Town Simplicity	1.5	1.4	10.1	5.0	4.9	0.6	76.6	43.6	5.0	45.3	6.0	6.8	11.7	30.8	7.0	21.4	7.7	9.6	5.0
06. Rural	1.3	1.3	10.6	5.7	3.9	0.7	76.5	43.4	6.3	43.6	6.8	4.7	8.5	30.8	5.6	21.6	8.9	13.0	6.9
6A: Green Acres	1.5	1.3	11.3	6.2	4.5	1.0	74.1	41.7	8.1	41.6	8.7	2.2	4.7	26.4	3.7	22.5	10.3	19.5	10.7
6B: Salt of the Earth	1.3	1.3	10.7	5.8	4.0	0.6	76.3	43.2	6.5	43.1	7.3	3.6	7.2	34.8	5.1	20.8	9.7	12.4	6.3
6C: The Great Outdoors	1.2	1.1	9.2	5.3	4.1	0.8	78.3	42.2	7.4	42.6	7.8	3.0	6.4	26.3	4.4	24.2	9.5	16.4	9.8
6D: Prairie Living	1.5	1.4	11.2	5.9	3.1	0.6	76.3	43.7	6.3	43.2	6.8	4.7	5.8	32.0	4.0	22.6	10.8	14.3	5.6
6E: Rural Resort Dwellers	0.9	0.9	7.5	4.4	3.0	0.6	82.8	43.8	6.1	43.2	6.9	2.9	6.4	28.4	4.6	23.5	8.9	15.7	9.5
10A: Southern Satellites	1.4	1.4	11.5	5.9	4.1	0.6	75.1	44.0	5.3	45.0	5.7	6.1	11.0	31.4	7.2	21.6	8.1	9.7	4.8
10B: Rooted Rural	1.2	1.2	9.9	5.2	3.4	0.5	78.7	44.5	5.3	44.5	5.6	6.5	11.0	33.6	7.3	20.1	7.7	9.1	4.9
10C: Diners & Miners	1.4	1.5	11.0	5.4	3.1	0.5	77.1	45.9	4.0	45.8	4.3	8.8	12.5	33.0	7.2	19.7	6.5	8.2	4.2
10E: Rural Bypasses	1.3	1.4	10.6	5.8	3.9	0.5	76.5	44.9	4.5	46.0	4.7	8.9	15.4	31.9	7.8	18.9	6.5	6.9	3.7

* Segment 15, *Unclassified,* is not displayed in the Summary Table.

[1] 2010-2014 American Community Survey

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TAPESTRY SEGMENTATION

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2016 Summary Table

Economic Profile by Urbanization Group

					Employment by Industry (%)										Employment by Occupation (%)									
	Median HH Income	Median Net Worth	Labor Force Part. Rate (%)[1]	Unemploy-ment Rate (%)	Agriculture/ Mining	Construction	Manufact-uring	Wholesale Trade	Retail Trade	Transport./ Utilities	Information	Finance/Ins/ Real Estate	Services	Public Admin.	Mgmnt/Bus/ Financial	Professional	Sales	Admin. Support	Services	Farming/ Forestry/ Fishing	Construct./ Extraction	Installation/ Maint./ Repair	Production	Transport/ Mat'l Moving
United States	$54,100	$87,000	62.3	5.9	2.0	6.2	10.2	2.7	11.3	4.9	1.9	6.5	49.5	4.7	14.7	22.2	10.5	13.1	18.4	0.8	5.0	3.2	5.9	6.3
01. Principal Urban Center	$49,000	$15,900	67.4	6.6	0.7	5.3	6.1	2.2	9.4	4.3	3.2	7.9	57.2	3.6	16.3	25.6	9.8	10.9	21.6	0.5	4.6	1.7	3.9	5.3
3A: Laptops and Lattes	$106,200	$100,700	76.6	3.2	0.3	1.8	4.4	2.1	6.3	1.8	5.8	13.7	59.4	4.3	30.6	40.2	10.6	7.5	7.7	0.0	0.9	0.5	0.9	1.1
3B: Metro Renters	$64,300	$20,000	75.7	3.6	0.5	2.3	5.8	2.1	7.8	2.6	3.7	10.2	60.7	4.3	24.5	38.2	10.2	9.4	11.9	0.1	1.3	0.9	1.5	2.0
3C: Trendsetters	$60,400	$23,100	73.4	5.1	0.3	3.7	5.2	2.0	8.8	3.3	5.2	7.5	60.5	3.5	18.8	31.8	9.5	10.9	18.7	0.1	2.9	1.4	2.3	3.6
8D: Downtown Melting Pot	$47,500	$21,200	61.1	5.5	0.2	6.1	5.8	3.1	11.1	6.4	2.1	7.3	54.8	3.0	11.8	19.6	10.7	13.1	25.8	0.1	5.2	2.1	4.5	7.1
11A: City Strivers	$42,200	$15,000	63.3	9.6	0.1	4.4	3.6	1.4	10.3	8.5	2.0	6.2	57.9	5.7	9.4	18.9	8.9	15.5	29.8	0.1	4.0	2.3	3.1	8.0
13C: NeWest Residents	$29,600	$10,700	67.0	7.9	2.1	15.5	10.1	2.5	10.5	4.0	1.0	3.7	49.3	1.4	4.7	7.1	8.4	9.2	32.5	1.8	14.8	3.1	9.7	8.7
13D: Fresh Ambitions	$26,300	$11,000	55.9	13.4	2.1	7.4	10.8	2.8	12.4	5.4	1.1	3.8	51.4	2.8	5.4	10.3	9.6	12.2	31.0	1.9	7.0	2.7	9.1	10.7
13E: High Rise Renters	$23,100	$10,000	54.2	11.0	0.3	4.4	4.3	1.8	13.1	6.2	1.6	5.7	59.5	3.2	6.2	12.9	10.4	13.6	38.0	0.3	4.1	2.0	4.1	8.4
02. Urban Periphery	$45,100	$38,300	63.4	7.6	1.4	7.1	9.9	2.8	12.0	5.8	1.7	5.5	49.7	4.1	10.2	16.6	10.2	14.3	23.2	0.8	6.2	3.3	7.0	8.2
2C: Pacific Heights	$87,100	$263,200	62.6	4.9	0.5	4.8	9.7	3.3	10.8	5.6	2.3	7.5	50.5	5.0	16.8	25.8	11.2	13.9	17.0	0.3	3.7	2.5	4.2	4.6
5D: Rustbelt Traditions	$50,600	$93,700	66.2	5.4	1.0	6.1	12.5	2.7	12.5	5.0	1.6	6.0	48.0	4.5	11.4	19.6	10.2	15.6	19.2	0.4	5.2	3.8	7.6	7.1
7B: Urban Villages	$60,000	$115,800	63.1	7.3	2.0	7.6	11.8	3.6	11.8	6.5	1.7	4.9	46.7	3.5	9.3	14.1	10.1	14.8	22.3	1.4	6.7	3.9	8.3	9.1
7C: American Dreamers	$49,200	$57,300	65.0	7.8	1.5	8.2	8.4	2.9	12.9	6.4	1.6	5.5	48.6	4.2	9.6	14.5	10.6	15.4	23.1	0.9	7.0	4.0	6.5	8.5
7D: Barrios Urbanos	$37,300	$25,500	60.2	8.5	4.3	13.0	13.4	3.2	11.7	5.5	0.9	3.4	42.1	2.6	5.6	8.5	8.9	11.7	24.0	2.8	12.1	4.2	11.5	10.7
7F: Southwestern Families	$29,400	$14,800	52.2	9.1	3.0	9.9	6.8	3.0	12.6	6.1	1.1	3.9	50.0	3.7	6.6	11.3	10.6	13.4	27.6	1.4	9.3	4.1	6.4	9.3
8A: City Lights	$66,500	$80,700	67.7	5.7	0.5	6.1	7.1	2.6	10.9	5.5	2.6	7.2	53.0	4.5	15.0	23.5	10.1	14.1	19.9	0.3	4.9	2.7	3.9	5.6
8C: Bright Young Professional	$52,900	$34,000	71.4	5.0	1.1	5.3	8.5	2.6	12.8	5.0	2.0	7.2	50.2	5.2	14.0	22.2	11.2	14.9	19.0	0.3	4.2	3.1	4.9	6.0
11C: Metro Fusion	$34,500	$12,200	67.6	8.3	1.0	7.2	8.2	2.5	13.4	5.5	1.6	5.4	51.6	3.7	8.4	14.0	10.8	14.4	27.0	0.6	6.4	3.1	6.6	8.5
12A: Family Foundations	$40,200	$58,600	57.9	11.3	0.4	4.2	8.1	1.9	11.0	8.1	1.9	5.7	52.2	6.5	9.6	17.4	9.4	16.8	24.6	0.2	3.7	2.7	6.0	9.6
12D: Modest Income Homes	$23,500	$12,400	49.7	16.2	0.8	4.4	9.6	1.7	11.7	6.1	1.2	4.1	55.5	5.0	6.3	12.9	9.6	14.0	32.1	0.5	4.1	2.4	8.0	10.1
13A: International Marketplace	$44,200	$15,000	67.3	7.0	0.6	8.1	8.6	2.7	11.3	6.1	1.9	5.0	53.2	2.5	8.5	14.1	9.7	12.6	29.1	0.5	7.4	2.8	6.6	8.6
13B: Las Casas	$37,300	$14,200	61.1	8.4	2.3	9.1	15.9	4.0	11.5	6.1	1.1	3.3	44.8	1.9	4.8	7.6	9.3	11.8	26.2	2.1	8.9	3.5	13.3	12.7
03. Metro Cities	$38,200	$16,800	61.5	7.0	1.1	4.9	9.2	2.3	12.4	4.1	1.8	5.9	54.4	4.0	11.9	22.2	10.8	13.7	22.0	0.5	4.1	2.6	6.0	6.2
5B: In Style	$68,200	$152,500	67.1	3.8	1.2	4.7	7.8	2.6	10.7	3.8	1.9	7.7	54.6	5.0	18.4	30.5	11.1	12.4	14.7	0.4	3.2	2.2	3.3	3.9
8B: Emerald City	$57,000	$49,900	72.4	4.2	0.8	4.1	6.3	2.3	9.8	3.2	2.5	7.4	59.5	4.3	18.4	32.5	10.4	11.3	16.4	0.3	2.9	1.7	2.8	3.5
8E: Front Porches	$41,500	$23,300	64.0	7.9	1.3	6.7	10.8	2.7	13.1	5.0	1.5	5.3	49.3	4.3	9.6	15.9	10.3	14.5	23.9	0.8	5.8	3.5	7.6	8.1
8F: Old and Newcomers	$42,400	$30,000	62.4	5.5	1.2	4.9	8.6	2.3	12.9	4.3	1.7	6.4	52.8	4.9	12.8	22.7	11.2	14.4	20.6	0.4	4.0	2.8	5.3	5.7
8G: Hardscrabble Road	$27,100	$12,300	57.2	11.7	1.4	6.9	15.8	2.4	13.2	4.7	1.2	3.6	47.8	3.0	5.9	10.8	9.6	12.6	27.2	0.9	6.7	3.3	12.3	10.7
9E: Retirement Communities	$38,400	$47,400	48.6	5.7	1.1	4.8	9.0	2.5	12.2	4.5	1.7	7.3	52.6	4.3	13.6	23.3	11.1	14.4	19.9	0.5	3.8	2.5	5.1	5.8
9F: Social Security Set	$17,500	$10,200	43.0	10.0	0.8	4.1	7.6	1.9	11.5	4.1	2.0	5.5	58.5	4.0	10.5	19.6	9.9	12.9	28.4	0.5	3.6	2.0	5.7	6.9
11B: Young and Restless	$39,800	$12,100	74.4	5.4	0.7	4.6	7.3	2.4	13.4	4.5	2.3	7.4	53.4	4.0	12.5	22.1	11.6	15.3	21.7	0.2	3.7	2.7	4.5	5.7
11D: Set to Impress	$31,500	$12,100	63.8	7.7	1.0	5.3	8.7	2.1	13.4	4.0	1.8	5.2	54.8	3.7	9.9	19.1	10.6	13.7	25.7	0.6	4.7	2.7	6.3	6.8
11E: City Commons	$18,500	$9,900	52.8	17.2	0.7	4.1	8.2	1.6	12.5	5.3	1.2	4.1	58.2	4.1	6.0	13.1	10.7	13.7	33.9	0.5	4.0	2.1	7.1	8.8
12B: Traditional Living	$37,800	$32,200	63.7	7.6	1.3	6.0	16.1	2.4	13.3	5.0	1.4	4.5	46.3	3.7	8.0	14.7	9.8	14.5	22.4	0.6	5.6	3.9	11.3	9.1
14B: College Towns	$30,700	$11,600	59.7	6.3	1.1	3.2	5.6	1.4	12.5	2.3	1.7	4.5	64.8	2.8	10.3	29.0	11.2	13.0	23.8	0.6	2.7	1.6	3.5	4.2
14C: Dorms to Diplomas	$16,300	$8,700	45.3	9.1	0.7	1.7	3.1	0.9	12.8	1.3	1.6	3.0	73.0	1.7	7.1	27.9	12.2	15.1	29.2	0.5	1.5	1.1	2.1	3.3
04. Suburban Periphery	$83,400	$273,600	64.4	4.3	1.0	5.3	9.3	3.0	10.5	4.5	2.2	8.4	50.4	5.3	19.9	27.7	11.4	12.7	13.8	0.3	3.6	2.7	3.7	4.3
1A: Top Tier	$160,800	$573,100	62.0	3.3	0.6	3.6	7.8	3.3	7.3	2.3	3.0	13.1	55.1	3.8	30.6	36.2	12.6	8.0	7.2	0.1	1.6	0.9	1.2	1.5
1B: Professional Pride	$132,900	$547,200	69.5	3.3	0.9	4.1	11.1	3.6	9.3	3.7	2.6	10.3	50.0	4.4	27.6	31.7	12.9	9.9	9.5	0.2	2.1	1.5	2.1	2.6
1C: Boomburbs	$112,100	$348,000	71.0	3.5	1.1	4.3	10.0	3.5	10.0	4.5	2.6	9.7	48.7	5.5	24.7	30.6	12.3	11.0	11.0	0.1	2.3	2.1	2.6	3.2
1D: Savvy Suburbanites	$107,800	$513,500	67.7	3.8	0.9	5.7	9.8	3.2	9.8	4.2	2.2	8.7	50.4	5.1	22.2	29.7	11.6	11.9	11.9	0.2	3.5	2.4	3.0	3.5
1E: Exurbanites	$97,900	$467,700	59.1	3.7	1.3	5.2	8.1	2.9	9.1	3.4	2.1	9.1	54.0	4.8	23.5	32.2	12.0	10.6	11.2	0.4	3.0	1.7	2.3	3.0
2A: Urban Chic	$104,800	$280,100	68.3	3.8	0.7	3.9	6.6	2.4	7.8	2.7	3.6	9.5	58.5	4.2	25.0	36.6	10.7	9.1	11.0	0.2	2.3	1.2	1.6	2.2
2B: Pleasantville	$90,000	$324,600	66.8	5.1	0.5	6.5	7.7	2.9	10.7	5.5	2.5	7.3	50.6	5.7	16.9	25.2	10.6	14.5	16.1	0.2	4.8	3.1	3.5	5.0

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TAPESTRY SEGMENTATION

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2016 Summary Table

Economic Profile by Urbanization Group

					Employment by Industry (%)										Employment by Occupation (%)									
	Median HH Income	Median Net Worth	Labor Force Part. Rate (%)[1]	Unemploy-ment Rate (%)	Agriculture/ Mining	Construction	Manufact-uring	Wholesale Trade	Retail Trade	Transport./ Utilities	Information	Finance/Ins/ Real Estate	Services	Public Admin.	Mgmnt/Bus/ Financial	Professional	Sales	Admin. Support	Services	Farming/ Forestry/ Fishing	Construct./ Extraction	Installation/ Maint./ Repair	Production	Transport/ Mat'l Moving
United States	$54,100	$87,000	62.3	5.9	2.0	6.2	10.2	2.7	11.3	4.9	1.9	6.5	49.5	4.7	14.7	22.2	10.5	13.1	18.4	0.8	5.0	3.2	5.9	6.3
04. Suburban Periphery (Cont.)	$83,400	$273,600	64.4	4.3	1.0	5.3	9.3	3.0	10.5	4.5	2.2	8.4	50.4	5.3	19.9	27.7	11.4	12.7	13.8	0.3	3.6	2.7	3.7	4.3
2D: Enterprising Professional	$84,900	$102,300	74.5	4.3	0.5	4.0	9.1	2.7	9.8	4.0	3.0	8.7	52.4	5.8	21.1	32.3	10.4	12.0	13.3	0.1	2.6	2.1	2.8	3.4
4A: Soccer Moms	$89,500	$280,400	70.8	4.0	1.0	5.7	10.5	3.2	11.0	5.2	2.0	7.9	47.6	5.8	19.1	26.2	11.3	13.3	13.8	0.3	3.8	3.2	4.2	4.7
4B: Home Improvement	$69,200	$182,100	69.7	5.3	0.9	6.4	9.1	3.0	12.2	5.8	2.0	7.1	48.0	5.3	14.3	21.5	11.2	15.6	17.1	0.3	4.8	3.9	5.1	6.1
5A: Comfortable Empty Nesters	$70,500	$275,400	61.2	4.3	1.3	5.7	10.7	2.8	11.0	4.8	1.7	7.2	49.3	5.5	16.8	26.2	11.0	13.9	14.4	0.3	4.2	3.2	4.9	5.0
5C: Parks and Rec	$57,800	$117,300	66.9	5.7	0.8	6.7	10.4	2.9	12.3	5.4	1.8	6.6	48.1	5.2	12.8	20.8	10.3	15.5	18.5	0.4	5.3	3.7	6.0	6.7
5E: Midlife Constants	$51,500	$126,700	56.7	5.0	1.6	5.6	10.9	2.5	12.2	4.7	1.5	6.0	49.7	5.3	13.2	23.1	10.6	14.4	17.9	0.6	4.6	3.3	6.2	6.0
7A: Up and Coming Families	$70,800	$120,100	70.4	4.8	1.3	5.6	8.7	3.1	11.8	6.2	1.9	7.6	47.6	6.3	15.6	22.9	11.1	14.7	16.9	0.4	4.1	3.5	4.7	6.1
9A: Silver & Gold	$68,400	$332,000	40.8	4.8	1.3	5.9	5.8	2.7	11.6	3.5	1.7	10.0	53.2	4.3	21.5	25.1	14.7	11.4	15.2	0.5	3.5	2.2	2.4	3.4
9B: Golden Years	$65,900	$167,100	55.6	4.4	0.7	4.4	7.3	2.8	10.0	3.7	2.3	9.5	54.7	4.8	21.0	30.7	11.8	12.2	13.5	0.2	2.8	1.9	2.5	3.4
9C: The Elders	$41,300	$233,900	22.0	6.9	1.0	5.0	5.3	2.6	14.5	4.3	1.6	9.3	52.6	3.9	15.2	20.3	14.7	15.9	19.7	0.4	3.4	2.2	2.8	5.4
14A: Military Proximity	$49,000	$11,600	21.4	8.8	0.7	2.9	2.8	0.9	11.8	2.8	1.0	2.5	40.2	34.5	12.1	21.8	9.5	14.8	21.9	0.6	3.4	7.8	3.0	5.1
05. Semirural	$42,300	$59,500	58.5	6.6	4.0	7.0	12.9	2.6	12.7	5.3	1.3	4.8	44.6	4.9	10.6	17.0	10.0	13.4	19.9	2.4	6.1	4.1	8.5	8.0
4C: Middleburg	$59,300	$111,300	66.5	5.0	2.1	6.9	11.8	2.8	12.5	5.6	1.6	5.9	45.0	5.7	13.5	20.4	10.7	14.1	16.9	0.7	5.7	4.2	6.9	6.9
6F: Heartland Communities	$41,000	$65,700	58.8	5.9	3.2	6.4	17.2	2.4	12.5	5.3	1.2	4.3	42.9	4.6	9.6	16.7	9.2	13.3	19.5	1.3	5.8	4.3	11.2	9.1
7E: Valley Growers	$33,300	$14,200	60.3	9.2	39.9	4.8	7.3	3.7	7.9	3.9	0.5	1.7	28.1	2.2	4.5	5.9	6.1	7.2	17.2	35.8	4.6	2.8	6.1	9.9
9D: Senior Escapes	$37,500	$102,900	42.6	8.1	3.2	8.0	7.0	2.0	13.6	5.3	1.2	5.0	49.4	5.2	10.8	16.4	11.1	14.0	23.4	1.6	6.6	4.1	5.3	6.8
10D: Down the Road	$37,200	$37,800	58.9	8.5	3.7	9.4	11.9	2.5	13.2	5.5	1.2	4.1	44.1	4.4	8.4	12.2	10.1	13.0	23.3	2.0	8.5	4.7	9.0	8.9
12C: Small Town Simplicity	$30,100	$14,900	52.0	8.4	2.2	6.2	13.1	2.1	13.6	4.6	1.2	4.3	48.0	4.7	8.6	16.3	10.1	13.4	23.5	1.0	5.7	3.6	9.4	8.3
06. Rural	$51,400	$127,800	59.0	5.6	5.2	8.2	14.1	2.6	11.5	5.7	1.2	4.7	41.9	5.0	12.9	18.1	9.4	12.9	16.7	1.8	7.0	4.6	8.6	7.9
6A: Green Acres	$74,200	$256,800	66.7	4.0	2.9	7.9	13.2	2.9	10.9	5.4	1.4	6.1	44.2	5.0	16.2	22.4	10.0	13.4	14.4	0.9	5.9	4.1	6.5	6.2
6B: Salt of the Earth	$55,000	$159,900	63.2	4.8	3.7	7.7	18.9	2.7	11.2	5.7	1.1	4.5	40.3	4.1	12.0	17.6	8.9	13.3	15.8	1.3	6.6	4.9	10.9	8.7
6C: The Great Outdoors	$54,300	$144,100	59.1	5.3	4.1	8.9	7.8	2.2	11.6	4.9	1.3	5.1	48.3	5.8	14.1	20.4	10.2	12.6	19.0	1.6	7.1	3.9	5.0	6.1
6D: Prairie Living	$53,200	$143,200	65.4	3.1	17.2	7.6	11.8	3.1	9.6	5.7	1.0	4.2	35.7	4.0	17.9	15.9	7.7	11.8	14.5	5.5	6.7	4.4	7.6	8.1
6E: Rural Resort Dwellers	$48,100	$150,900	51.3	5.2	5.4	8.8	9.8	2.0	11.6	5.1	1.2	5.4	45.3	5.4	14.2	18.4	10.6	12.0	18.7	2.2	7.3	3.9	6.3	6.5
10A: Southern Satellites	$45,800	$86,700	58.9	6.6	3.9	9.0	14.8	2.6	12.4	6.2	1.1	4.2	40.7	5.1	10.6	15.9	9.7	13.4	17.3	1.5	7.7	5.4	9.9	8.6
10B: Rooted Rural	$40,500	$88,700	51.9	6.7	6.2	8.2	15.8	2.2	11.6	6.3	1.0	3.7	39.7	5.3	10.3	16.2	8.8	12.5	17.4	2.7	7.6	5.0	10.4	9.2
10C: Diners & Miners	$40,300	$66,800	48.9	7.1	13.6	7.4	7.1	2.1	11.9	6.1	1.0	3.7	41.2	5.9	9.4	16.7	9.0	12.4	18.3	1.6	11.9	4.8	6.9	9.2
10E: Rural Bypasses	$31,100	$30,300	47.3	10.2	4.5	7.2	16.8	2.1	12.5	5.8	0.9	3.4	40.6	6.1	8.1	14.4	9.2	12.3	20.8	2.1	6.8	4.5	12.1	9.8

* Segment 15, *Unclassified,* is not displayed in the Summary Table.

[1] This rate measures the participation of the *civilian* labor force only.

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TAPESTRY SEGMENTATION

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2016 Summary Table

Housing Profile by Urbanization Group

					Units in Structure (%)[1]								Year Structure Built (%)[1]					
	Housing Type	Median Home Value	Home Owner-ship (%)	Vacancy (%)	1, Detach-ed	1, Attach-ed	2	3 or 4	5 to 9	10 to 19	20+	Mobile Home	Other	2010 or later	2000 to 2009	1990 to 1999	1980 to 1989	1970 to 1979	1969 or Earlier
United States		$198,900	62.8	11.7	61.7	5.8	3.7	4.4	4.8	4.5	8.6	6.4	0.1	1.0	14.9	13.9	13.8	15.8	40.5
01. Principal Urban Center		$410,400	24.8	10.7	12.8	8.0	8.8	11.6	10.5	10.9	36.5	0.9	0.1	0.9	11.2	7.0	8.4	11.6	60.9
3A: Laptops and Lattes	High Density Apartments	$758,500	37.3	10.6	11.8	7.8	5.7	8.8	9.6	9.7	46.4	0.1	0.1	0.9	12.4	6.4	7.6	8.6	64.0
3B: Metro Renters	Multi-Unit Rentals	$352,000	20.2	11.3	7.6	5.2	2.9	6.3	9.5	13.0	55.2	0.2	0.0	1.9	23.5	12.8	10.3	10.0	41.6
3C: Trendsetters	High Density Apartments	$518,700	24.5	8.5	12.9	6.6	8.2	13.1	13.8	12.2	32.7	0.3	0.1	0.9	8.5	4.8	7.5	11.9	66.4
8D: Downtown Melting Pot	High Density Apartments	$557,700	31.3	7.9	13.0	10.2	17.8	14.7	7.8	6.3	29.8	0.4	0.0	0.5	5.4	3.8	5.9	8.8	75.7
11A: City Strivers	High Density Apartments	$330,500	31.9	10.9	15.3	11.9	19.7	18.8	8.1	6.6	19.4	0.2	0.0	0.5	6.3	4.2	4.2	7.2	77.6
13C: NeWest Residents	Multi-Unit Rentals	$116,100	16.6	14.4	17.1	4.3	5.6	12.0	16.2	19.6	20.3	4.8	0.1	0.7	8.6	8.5	16.7	25.2	40.3
13D: Fresh Ambitions	Multi-Unit Rentals; Single Family	$119,900	27.2	13.8	25.0	17.7	13.5	17.3	9.6	5.8	9.3	1.5	0.1	0.5	6.4	5.3	7.6	10.6	69.6
13E: High Rise Renters	High-Rise Rentals	$302,900	3.7	6.8	1.6	2.9	3.1	5.2	7.3	9.8	69.7	0.2	0.2	0.6	4.8	3.8	4.7	11.3	74.9
02. Urban Periphery		$151,900	52.3	10.1	56.8	7.7	5.8	6.2	6.6	6.1	8.0	2.9	0.1	0.6	9.7	9.5	12.9	16.3	50.9
2C: Pacific Heights	Single Family	$601,700	72.3	4.6	66.4	14.3	5.7	3.1	2.3	1.7	5.7	0.7	0.0	0.4	5.5	6.9	13.1	21.3	52.8
5D: Rustbelt Traditions	Single Family	$119,400	71.2	8.3	80.7	3.7	3.7	3.0	2.9	2.1	1.9	1.9	0.0	0.4	5.1	5.9	7.9	14.5	66.2
7B: Urban Villages	Single Family	$305,400	70.0	5.2	80.9	5.3	2.3	2.2	2.0	1.6	3.1	2.7	0.1	0.3	6.4	7.6	11.2	14.8	59.7
7C: American Dreamers	Single Family	$138,300	63.6	9.3	72.5	7.6	2.2	3.2	4.0	3.4	3.7	3.3	0.0	0.7	15.3	14.8	22.7	21.8	24.7
7D: Barrios Urbanos	Single Family	$87,500	59.4	10.3	73.6	2.9	3.0	3.1	2.8	2.4	2.3	9.8	0.1	0.9	13.1	10.4	12.0	15.6	48.1
7F: Southwestern Families	Single Family	$83,900	53.5	10.4	65.2	4.6	3.8	4.6	4.2	3.4	7.8	6.4	0.1	0.8	8.4	9.3	12.8	17.4	51.3
8A: City Lights	Multi-Units; Single Family	$372,900	51.8	6.8	41.1	9.7	12.6	8.9	6.7	6.0	14.0	1.0	0.1	0.4	5.5	5.3	9.9	13.9	65.0
8C: Bright Young Professional	Single Family; Multi-Units	$180,500	42.9	8.8	39.6	10.4	2.7	6.6	12.0	13.8	12.1	2.8	0.1	1.4	22.0	21.4	21.7	17.8	15.6
11C: Metro Fusion	Multi-Unit Rentals; Single Family	$130,500	24.0	13.1	23.3	8.1	4.7	10.5	16.6	17.5	16.2	3.2	0.1	0.7	12.0	12.8	20.5	25.3	28.6
12A: Family Foundations	Single Family	$110,700	65.8	11.6	73.8	8.6	3.5	2.9	2.9	2.3	4.4	1.7	0.0	0.4	5.2	4.3	6.6	15.1	68.4
12D: Modest Income Homes	Single Family	$69,500	44.9	22.1	61.5	10.2	9.0	5.4	4.2	2.7	4.6	2.4	0.0	0.6	5.4	4.4	5.6	10.7	73.3
13A: International Marketplace	High Density Apartments; Single Family	$335,700	27.6	8.3	22.3	6.9	14.1	15.9	11.4	9.3	19.0	0.8	0.1	0.5	6.6	5.5	8.7	12.4	66.3
13B: Las Casas	Single Family; Multi-Unit Rentals	$249,900	35.6	7.6	45.5	8.7	10.3	11.7	7.7	5.7	7.9	2.7	0.1	0.4	5.9	6.0	8.7	11.3	67.7
03. Metro Cities		$152,800	40.6	12.3	43.4	6.9	6.2	7.8	9.3	9.0	15.1	2.2	0.1	0.8	10.0	10.1	13.1	16.7	49.3
5B: In Style	Single Family	$238,500	67.8	9.0	66.3	7.9	3.0	4.3	5.6	5.0	6.2	1.8	0.0	1.1	14.3	14.6	16.1	17.1	36.8
8B: Emerald City	Single Family; Multi-Units	$244,700	48.5	12.4	46.5	9.3	7.0	7.8	7.8	7.2	13.7	0.8	0.0	0.8	9.3	7.8	10.1	12.9	59.1
8E: Front Porches	Single Family; Multi-Units	$160,900	46.7	10.2	47.5	9.6	8.9	9.7	8.0	6.3	7.2	2.7	0.1	0.6	7.6	7.7	10.8	16.7	56.7
8F: Old and Newcomers	Single Family; Multi-Units	$158,100	45.2	11.5	43.2	7.3	4.3	7.4	10.4	9.9	14.2	3.3	0.1	0.7	10.8	12.2	16.5	21.6	38.2
8G: Hardscrabble Road	Single Family	$71,300	40.0	17.7	58.9	5.6	11.1	7.9	5.8	3.6	3.9	3.2	0.0	0.4	4.7	4.8	6.2	11.0	72.8
9E: Retirement Communities	Multi-Units; Single Family	$166,500	45.1	12.8	31.3	9.0	3.1	5.7	7.8	7.5	32.3	3.3	0.1	0.6	10.8	13.1	18.3	22.8	34.3
9F: Social Security Set	Multi-Unit Rentals	$130,300	13.9	14.1	12.6	4.6	5.4	7.8	8.1	8.3	51.5	1.7	0.1	0.7	8.4	6.4	11.2	18.6	54.6
11B: Young and Restless	Multi-Unit Rentals	$159,800	13.1	11.3	10.7	5.4	2.3	8.6	19.0	25.6	27.4	1.1	0.0	1.2	16.1	18.8	26.1	21.5	16.4
11D: Set to Impress	Multi-Unit Rentals; Single Family	$124,000	27.7	14.3	31.6	6.1	9.5	13.0	12.3	10.0	15.3	2.1	0.1	0.7	7.3	7.5	11.1	16.4	57.1
11E: City Commons	Multi-Unit Rentals; Single Family	$80,600	23.1	18.6	33.0	10.8	11.3	12.1	13.1	8.1	9.7	1.9	0.0	0.9	10.1	6.7	7.6	14.3	60.4
12B: Traditional Living	Single Family	$80,900	59.0	12.3	75.8	3.2	6.3	4.3	3.4	2.3	2.1	2.4	0.0	0.3	4.0	4.2	5.4	10.3	75.9
14B: College Towns	Multi-Unit Rentals; Single Family	$178,300	24.6	9.9	31.1	5.6	7.2	10.0	12.1	12.9	18.9	2.2	0.0	1.2	14.2	11.9	12.1	16.1	44.4
14C: Dorms to Diplomas	Multi-Unit Rentals	$188,800	7.6	7.5	14.2	3.8	5.7	9.7	15.6	20.4	29.7	0.9	0.0	1.8	17.9	14.6	14.0	16.6	35.0
04. Suburban Periphery		$289,600	79.3	8.5	76.6	7.2	1.8	2.1	2.5	2.5	5.1	2.2	0.0	1.3	20.3	17.2	15.3	15.0	30.9
1A: Top Tier	Single Family	$803,400	90.2	5.5	90.0	3.9	0.9	0.7	0.7	0.6	2.8	0.4	0.0	0.8	10.1	12.1	13.8	13.0	50.1
1B: Professional Pride	Single Family	$433,300	91.7	3.3	91.2	4.7	0.4	0.5	0.7	0.7	1.0	0.6	0.0	1.6	25.5	39.9	16.1	6.9	10.1
1C: Boomburbs	Single Family	$343,600	83.9	4.3	84.1	7.5	0.3	0.9	1.7	2.1	2.6	0.8	0.0	5.1	68.0	17.9	3.9	2.1	3.0
1D: Savvy Suburbanites	Single Family	$359,900	90.6	4.2	91.6	4.1	0.8	0.6	0.6	0.5	0.7	1.0	0.0	0.9	13.2	17.6	21.7	20.0	26.6
1E: Exurbanites	Single Family	$419,900	84.9	9.4	83.5	6.3	1.1	1.4	1.5	1.1	3.6	1.5	0.0	0.8	12.7	14.4	17.1	20.0	35.1
2A: Urban Chic	Single Family	$609,400	66.1	9.9	61.8	8.7	4.0	4.4	4.8	4.5	11.0	0.7	0.0	0.7	10.4	9.8	11.1	11.7	56.3
2B: Pleasantville	Single Family	$375,000	83.1	4.8	84.2	5.4	3.2	1.6	1.4	1.1	2.1	1.0	0.0	0.4	5.4	6.1	9.1	13.5	65.6

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2016 Summary Table

Housing Profile by Urbanization Group

					Units in Structure (%)[1]								Year Structure Built (%)[1]					
	Housing Type	Median Home Value	Home Owner-ship (%)	Vacancy (%)	1, Detach-ed	1, Attach-ed	2	3 or 4	5 to 9	10 to 19	20+	Mobile Home	Other	2010 or later	2000 to 2009	1990 to 1999	1980 to 1989	1970 to 1979	1969 or Earlier
United States		$198,900	62.8	11.7	61.7	5.8	3.7	4.4	4.8	4.5	8.6	6.4	0.1	1.0	14.9	13.9	13.8	15.8	40.5
04. Suburban Periphery (Cont.)		$289,600	79.3	8.5	76.6	7.2	1.8	2.1	2.5	2.5	5.1	2.2	0.0	1.3	20.3	17.2	15.3	15.0	30.9
2D: Enterprising Professional	Multi-Units; Single Family	$330,300	51.5	5.7	30.3	22.9	1.6	5.0	10.4	13.5	15.4	0.9	0.1	1.6	23.0	25.5	22.7	14.3	12.8
4A: Soccer Moms	Single Family	$249,400	84.9	4.4	86.4	5.9	0.8	1.0	1.3	1.2	1.5	2.0	0.0	1.8	31.7	33.7	14.6	8.6	9.6
4B: Home Improvement	Single Family	$186,700	79.4	5.6	84.4	6.8	1.0	1.5	1.9	1.5	1.3	1.5	0.0	0.5	8.5	16.5	32.0	28.1	14.3
5A: Comfortable Empty Nesters	Single Family	$199,000	86.9	6.5	88.8	3.9	1.1	1.1	1.0	0.8	1.1	2.3	0.0	0.6	10.4	12.3	14.1	22.0	40.6
5C: Parks and Rec	Single Family	$193,800	69.9	6.9	67.8	9.2	5.1	4.5	4.1	3.4	3.8	2.0	0.0	0.5	6.6	7.6	10.8	15.4	59.1
5E: Midlife Constants	Single Family	$148,400	72.7	9.3	76.1	4.6	2.6	3.1	3.3	2.2	4.2	3.8	0.0	0.5	10.1	11.3	11.9	17.6	48.5
7A: Up and Coming Families	Single Family	$187,300	74.0	6.7	80.8	5.9	0.6	1.5	2.4	3.0	2.8	2.9	0.0	3.7	64.5	18.3	5.9	3.6	4.0
9A: Silver & Gold	Single Family/Seasonal	$387,700	83.2	43.4	65.2	7.1	1.8	3.0	3.4	3.3	11.9	4.2	0.1	0.8	25.4	21.3	20.6	15.3	16.5
9B: Golden Years	Single Family; Multi-Units	$323,900	62.7	13.3	40.8	12.7	3.0	4.4	5.6	5.5	26.3	1.6	0.1	0.7	12.3	13.6	17.8	19.3	36.3
9C: The Elders	SF; High-Rises; Mobile Homes/Seasonal	$170,300	81.4	24.9	39.5	11.0	1.3	3.6	3.8	4.1	18.7	17.7	0.5	0.7	17.6	21.1	25.6	23.5	11.5
14A: Military Proximity	Townhomes; Multi-Unit Rentals	$177,200	2.8	14.9	25.2	43.5	12.2	10.3	4.6	1.3	2.2	0.6	0.0	5.7	33.7	14.2	10.1	12.4	23.9
05. Semirural		$117,900	66.0	13.0	65.4	3.2	3.1	3.5	3.3	2.2	3.1	16.1	0.2	1.1	16.4	15.4	13.5	16.3	37.4
4C: Middleburg	Single Family	$168,500	73.4	7.6	75.1	4.4	1.9	2.4	2.7	2.1	2.0	9.3	0.1	2.0	31.9	22.6	13.7	13.0	16.8
6F: Heartland Communities	Single Family	$92,600	69.5	12.4	77.1	2.5	3.4	3.3	2.7	1.6	2.0	7.4	0.1	0.5	7.0	8.8	9.0	15.1	59.7
7E: Valley Growers	Single Family	$130,900	43.5	10.1	59.2	3.5	4.5	7.3	5.3	2.9	3.3	13.9	0.3	0.8	14.4	14.1	13.6	18.0	39.1
9D: Senior Escapes	Single Family; Mobile Homes/Seasonal	$110,100	75.2	25.9	49.6	2.3	1.2	1.8	1.7	1.6	2.3	38.8	0.7	0.7	17.0	17.9	21.8	22.3	20.2
10D: Down the Road	Mobile Homes; Single Family	$83,100	65.1	12.8	42.2	1.9	1.6	2.0	2.2	1.8	1.9	46.1	0.3	1.4	16.8	22.4	19.6	19.7	20.1
12C: Small Town Simplicity	Single Family	$89,000	49.7	14.4	60.7	3.5	5.9	6.5	6.1	3.4	6.8	7.0	0.1	0.5	7.0	8.6	10.7	16.7	56.5
06. Rural		$153,600	80.0	17.7	76.3	1.4	1.2	1.0	0.9	0.5	0.7	17.9	0.1	1.1	16.3	18.3	15.2	17.0	32.1
6A: Green Acres	Single Family	$228,900	86.2	7.6	87.1	2.3	1.1	0.8	0.8	0.5	0.6	6.7	0.1	1.3	20.6	20.5	15.2	16.6	25.8
6B: Salt of the Earth	Single Family	$148,200	83.2	10.2	84.0	1.5	1.3	1.0	0.7	0.4	0.4	10.7	0.1	0.8	13.5	15.8	12.2	17.2	40.4
6C: The Great Outdoors	Single Family	$229,800	77.4	22.0	76.2	2.1	1.6	1.6	1.3	0.9	1.0	14.9	0.2	1.0	18.0	17.3	17.4	17.6	28.9
6D: Prairie Living	Single Family	$133,600	79.3	16.4	85.2	1.0	0.9	1.1	0.9	0.6	0.5	9.7	0.1	0.9	10.4	10.4	9.4	15.4	53.5
6E: Rural Resort Dwellers	Single Family/Seasonal	$204,000	81.2	51.8	78.0	1.7	1.2	1.2	1.3	1.2	1.9	13.4	0.2	0.7	18.1	17.5	16.7	16.6	30.3
10A: Southern Satellites	Single Family; Mobile Homes	$119,600	77.7	11.7	65.2	0.7	0.9	0.7	0.7	0.3	0.4	30.8	0.2	1.4	19.0	23.0	17.1	16.0	23.5
10B: Rooted Rural	Single Family; Mobile Homes	$105,700	79.8	19.7	72.1	0.7	0.7	0.6	0.5	0.3	0.3	24.6	0.2	1.0	14.6	18.4	15.5	17.7	32.8
10C: Diners & Miners	Single Family; Mobile Homes	$84,800	75.4	15.5	68.9	0.8	1.1	1.1	1.1	0.5	0.7	25.6	0.2	1.1	12.2	14.7	15.3	19.1	37.5
10E: Rural Bypasses	Single Family; Mobile Homes	$79,200	69.9	16.5	62.9	0.8	1.8	1.7	1.5	0.6	0.7	29.9	0.1	0.9	11.9	18.7	16.9	19.0	32.7

* Segment 15, *Unclassified,* is not displayed in the Summary Table.

[1] 2010-2014 American Community Survey

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