



# Esri Demographic and Business Data List

## Tapestry™ Segmentation

Description	
<b>Total Variable Count = 165</b>	
<b>2018 Tapestry Households</b>	
TSEGNUM	2018 Dominant Tapestry Number (Esri)
TSEGCODE	2018 Dominant Tapestry Segment (Esri)
TSEGNAME	2018 Dominant Tapestry Segment Name (Esri)
TLIFECODE	2018 Dominant Tapestry LifeMode Group Code
TLIFENAME	2018 Dominant Tapestry LifeMode Group Name
TURBZCODE	2018 Dominant Tapestry Urbanization Group Code
TURBZNAME	2018 Dominant Tapestry Urbanization Group Name
THHBASE	2018 Base for Tapestry Segmentation Households (Esri)
THH01	2018 Top Tier (1A) Tapestry Households (Esri)
THH02	2018 Professional Pride (1B) Tapestry Households (Esri)
THH03	2018 Boomburbs (1C) Tapestry Households (Esri)
THH04	2018 Savvy Suburbanites (1D) Tapestry Households (Esri)
THH05	2018 Exurbanites (1E) Tapestry Households (Esri)
THH06	2018 Urban Chic (2A) Tapestry Households (Esri)
THH07	2018 Pleasantville (2B) Tapestry Households (Esri)
THH08	2018 Pacific Heights (2C) Tapestry Households (Esri)
THH09	2018 Enterprising Professionals (2D) Tapestry Households (Esri)
THH10	2018 Laptops and Lattes (3A) Tapestry Households (Esri)
THH11	2018 Metro Renters (3B) Tapestry Households (Esri)
THH12	2018 Trendsetters (3C) Tapestry Households (Esri)
THH13	2018 Soccer Moms (4A) Tapestry Households (Esri)
THH14	2018 Home Improvement (4B) Tapestry Households (Esri)
THH15	2018 Middleburg (4C) Tapestry Households (Esri)
THH16	2018 Comfortable Empty Nesters (5A) Tapestry Households (Esri)
THH17	2018 In Style (5B) Tapestry Households (Esri)
THH18	2018 Parks and Rec (5C) Tapestry Households (Esri)
THH19	2018 Rustbelt Traditions (5D) Tapestry Households (Esri)
THH20	2018 Midlife Constants (5E) Tapestry Households (Esri)
THH21	2018 Green Acres (6A) Tapestry Households (Esri)
THH22	2018 Salt of the Earth (6B) Tapestry Households (Esri)
THH23	2018 The Great Outdoors (6C) Tapestry Households (Esri)
THH24	2018 Prairie Living (6D) Tapestry Households (Esri)
THH25	2018 Rural Resort Dwellers (6E) Tapestry Households (Esri)
THH26	2018 Heartland Communities (6F) Tapestry Households (Esri)
THH27	2018 Up and Coming Families (7A) Tapestry Households (Esri)
THH28	2018 Urban Villages (7B) Tapestry Households (Esri)
THH29	2018 American Dreamers (7C) Tapestry Households (Esri)
THH30	2018 Barrios Urbanos (7D) Tapestry Households (Esri)
THH31	2018 Valley Growers (7E) Tapestry Households (Esri)
THH32	2018 Southwestern Families (7F) Tapestry Households (Esri)
THH33	2018 City Lights (8A) Tapestry Households (Esri)
THH34	2018 Emerald City (8B) Tapestry Households (Esri)
THH35	2018 Bright Young Professionals (8C) Tapestry Households (Esri)
THH36	2018 Downtown Melting Pot (8D) Tapestry Households (Esri)
THH37	2018 Front Porches (8E) Tapestry Households (Esri)
THH38	2018 Old and Newcomers (8F) Tapestry Households (Esri)
THH39	2018 Hardscrabble Road (8G) Tapestry Households (Esri)
THH40	2018 Silver & Gold (9A) Tapestry Households (Esri)
THH41	2018 Golden Years (9B) Tapestry Households (Esri)
THH42	2018 The Elders (9C) Tapestry Households (Esri)
THH43	2018 Senior Escapes (9D) Tapestry Households (Esri)
THH44	2018 Retirement Communities (9E) Tapestry Households (Esri)



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Description	
THH45	2018 Social Security Set (9F) Tapestry Households (Esri)
THH46	2018 Southern Satellites (10A) Tapestry Households (Esri)
THH47	2018 Rooted Rural (10B) Tapestry Households (Esri)
THH48	2018 Diners & Miners (10C) Tapestry Households (Esri)
THH49	2018 Down the Road (10D) Tapestry Households (Esri)
THH50	2018 Rural Bypasses (10E) Tapestry Households (Esri)
THH51	2018 City Strivers (11A) Tapestry Households (Esri)
THH52	2018 Young and Restless (11B) Tapestry Households (Esri)
THH53	2018 Metro Fusion (11C) Tapestry Households (Esri)
THH54	2018 Set to Impress (11D) Tapestry Households (Esri)
THH55	2018 City Commons (11E) Tapestry Households (Esri)
THH56	2018 Family Foundations (12A) Tapestry Households (Esri)
THH57	2018 Traditional Living (12B) Tapestry Households (Esri)
THH58	2018 Small Town Simplicity (12C) Tapestry Households (Esri)
THH59	2018 Modest Income Homes (12D) Tapestry Households (Esri)
THH60	2018 International Marketplace (13A) Tapestry Households (Esri)
THH61	2018 Las Casas (13B) Tapestry Households (Esri)
THH62	2018 NeWest Residents (13C) Tapestry Households (Esri)
THH63	2018 Fresh Ambitions (13D) Tapestry Households (Esri)
THH64	2018 High Rise Renters (13E) Tapestry Households (Esri)
THH65	2018 Military Proximity (14A) Tapestry Households (Esri)
THH66	2018 College Towns (14B) Tapestry Households (Esri)
THH67	2018 Dorms to Diplomas (14C) Tapestry Households (Esri)
THH68	2018 Unclassified (15) Tapestry Households (Esri)
THHGRPL1	2018 Affluent Estates Tapestry LifeMode Group L1 Households (Esri)
THHGRPL2	2018 Upscale Avenues Tapestry LifeMode Group L2 Households (Esri)
THHGRPL3	2018 Uptown Individuals Tapestry LifeMode Group L3 Households (Esri)
THHGRPL4	2018 Family Landscapes Tapestry LifeMode Group L4 Households (Esri)
THHGRPL5	2018 GenXurban Tapestry LifeMode Group L5 Households (Esri)
THHGRPL6	2018 Cozy Country Living Tapestry LifeMode Group L6 Households (Esri)
THHGRPL7	2018 Ethnic Enclaves Tapestry LifeMode Group L7 Households (Esri)
THHGRPL8	2018 Middle Ground Tapestry LifeMode Group L8 Households (Esri)
THHGRPL9	2018 Senior Styles Tapestry LifeMode Group L9 Households (Esri)
THHGRPL10	2018 Rustic Outposts Tapestry LifeMode Group L10 Households (Esri)
THHGRPL11	2018 Midtown Singles Tapestry LifeMode Group L11 Households (Esri)
THHGRPL12	2018 Hometown Tapestry LifeMode Group L12 Households (Esri)
THHGRPL13	2018 Next Wave Tapestry LifeMode Group L13 Households (Esri)
THHGRPL14	2018 Scholars and Patriots Tapestry LifeMode Group L14 Households (Esri)
THHGRPU1	2018 Principal Urban Center Tapestry Urbanization Group U1 Households (Esri)
THHGRPU2	2018 Urban Periphery Tapestry Urbanization Group U2 Households (Esri)
THHGRPU3	2018 Metro Cities Tapestry Urbanization Group U3 Households (Esri)
THHGRPU4	2018 Suburban Periphery Tapestry Urbanization Group U4 Households (Esri)
THHGRPU5	2018 Semirural Tapestry Urbanization Group U5 Households (Esri)
THHGRPU6	2018 Rural Tapestry Urbanization Group U6 Households (Esri)
<b>2018 Tapestry Adult Population</b>	
TADULTBASE	2018 Base for Tapestry Segmentation Adult Population (Esri)
TADULT01	2018 Top Tier (1A) Tapestry Adult Population (Esri)
TADULT02	2018 Professional Pride (1B) Tapestry Adult Population (Esri)
TADULT03	2018 Boomburbs (1C) Tapestry Adult Population (Esri)
TADULT04	2018 Savvy Suburbanites (1D) Tapestry Adult Population (Esri)
TADULT05	2018 Exurbanites (1E) Tapestry Adult Population (Esri)
TADULT06	2018 Urban Chic (2A) Tapestry Adult Population (Esri)
TADULT07	2018 Pleasantville (2B) Tapestry Adult Population (Esri)
TADULT08	2018 Pacific Heights (2C) Tapestry Adult Population (Esri)
TADULT09	2018 Enterprising Professionals (2D) Tapestry Adult Population (Esri)



# Esri Demographic and Business Data List

## Tapestry™ Segmentation

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TADULT10	2018 Laptops and Lattes (3A) Tapestry Adult Population (Esri)
TADULT11	2018 Metro Renters (3B) Tapestry Adult Population (Esri)
TADULT12	2018 Trendsetters (3C) Tapestry Adult Population (Esri)
TADULT13	2018 Soccer Moms (4A) Tapestry Adult Population (Esri)
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TADULT64	2018 High Rise Renters (13E) Tapestry Adult Population (Esri)
TADULT65	2018 Military Proximity (14A) Tapestry Adult Population (Esri)



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Description	
TADULT66	2018 College Towns (14B) Tapestry Adult Population (Esri)
TADULT67	2018 Dorms to Diplomas (14C) Tapestry Adult Population (Esri)
TADULT68	2018 Unclassified (15) Tapestry Adult Population (Esri)