

TAPESTRY™ SEGMENTS AND GROUPS

Business Analyst uses the table below to supplement Tapestry Reports. The table contains LifeMode Group code and name and Urbanization Group code and name.

Tapestry		LifeMode Group		Urbanization Group	
Code	Name	Code	Name	Code	Name
1	Top Rung	L1	High Society	U3	Metro Cities I
2	Suburban Splendor	L1	High Society	U7	Suburban Periphery I
3	Connoisseurs	L1	High Society	U3	Metro Cities I
4	Boomburbs	L1	High Society	U5	Urban Outskirts I
5	Wealthy Seaboard Suburbs	L1	High Society	U3	Metro Cities I
6	Sophisticated Squires	L1	High Society	U7	Suburban Periphery I
7	Exurbanites	L1	High Society	U7	Suburban Periphery I
8	Laptops and Lattes	L4	Solo Acts	U1	Principal Urban Centers I
9	Urban Chic	L2	Upscale Avenues	U3	Metro Cities I
10	Pleasant-Ville	L2	Upscale Avenues	U3	Metro Cities I
11	Pacific Heights	L2	Upscale Avenues	U1	Principal Urban Centers I
12	Up and Coming Families	L9	Family Portrait	U7	Suburban Periphery I
13	In Style	L2	Upscale Avenues	U7	Suburban Periphery I
14	Prosperous Empty Nesters	L5	Senior Styles	U7	Suburban Periphery I
15	Silver and Gold	L5	Senior Styles	U7	Suburban Periphery I
16	Enterprising Professionals	L2	Upscale Avenues	U3	Metro Cities I
17	Green Acres	L2	Upscale Avenues	U10	Rural I
18	Cozy and Comfortable	L2	Upscale Avenues	U8	Suburban Periphery II
19	Milk and Cookies	L9	Family Portrait	U3	Metro Cities I
20	City Lights	L3	Metropolis	U1	Principal Urban Centers I
21	Urban Villages	L9	Family Portrait	U1	Principal Urban Centers I
22	Metropolitans	L3	Metropolis	U3	Metro Cities I
23	Trendsetters	L4	Solo Acts	U1	Principal Urban Centers I
24	Main Street, USA	L10	Traditional Living	U5	Urban Outskirts I
25	Salt of the Earth	L11	Factories & Farms	U10	Rural I
26	Midland Crowd	L12	American Quilt	U10	Rural I
27	Metro Renters	L4	Solo Acts	U1	Principal Urban Centers I
28	Aspiring Young Families	L7	High Hopes	U4	Metro Cities II
29	Rustbelt Retirees	L5	Senior Styles	U8	Suburban Periphery II
30	Retirement Communities	L5	Senior Styles	U4	Metro Cities II
31	Rural Resort Dwellers	L12	American Quilt	U10	Rural I
32	Rustbelt Traditions	L10	Traditional Living	U5	Urban Outskirts I
33	Midlife Junction	L10	Traditional Living	U8	Suburban Periphery II
34	Family Foundations	L10	Traditional Living	U4	Metro Cities II
35	International Marketplace	L8	Global Roots	U1	Principal Urban Centers I
36	Old and Newcomers	L4	Solo Acts	U4	Metro Cities II
37	Prairie Living	L11	Factories & Farms	U11	Rural II
38	Industrious Urban Fringe	L8	Global Roots	U5	Urban Outskirts I
39	Young and Restless	L4	Solo Acts	U4	Metro Cities II
40	Military Proximity	L6	Scholars & Patriots	U8	Suburban Periphery II
41	Crossroads	L12	American Quilt	U9	Small Towns
42	Southern Satellites	L11	Factories & Farms	U11	Rural II
43	The Elders	L5	Senior Styles	U8	Suburban Periphery II
44	Urban Melting Pot	L8	Global Roots	U1	Principal Urban Centers I
45	City Strivers	L3	Metropolis	U2	Principal Urban Centers II
46	Rooted Rural	L12	American Quilt	U11	Rural II
47	Las Casas	L8	Global Roots	U2	Principal Urban Centers II
48	Great Expectations	L7	High Hopes	U5	Urban Outskirts I
49	Senior Sun Seekers	L5	Senior Styles	U9	Small Towns
50	Heartland Communities	L5	Senior Styles	U9	Small Towns
51	Metro City Edge	L3	Metropolis	U6	Urban Outskirts II
52	Inner City Tenants	L8	Global Roots	U4	Metro Cities II
53	Home Town	L11	Factories & Farms	U8	Suburban Periphery II
54	Urban Rows	L3	Metropolis	U2	Principal Urban Centers II
55	College Towns	L6	Scholars & Patriots	U6	Urban Outskirts II
56	Rural Bypasses	L11	Factories & Farms	U11	Rural II
57	Simple Living	L5	Senior Styles	U6	Urban Outskirts II
58	NeWest Residents	L8	Global Roots	U2	Principal Urban Centers II
59	Southwestern Families	L9	Family Portrait	U6	Urban Outskirts II
60	City Dimensions	L8	Global Roots	U4	Metro Cities II
61	High Rise Renters	L8	Global Roots	U2	Principal Urban Centers II
62	Modest Income Homes	L3	Metropolis	U6	Urban Outskirts II
63	Dorms to Diplomas	L6	Scholars & Patriots	U4	Metro Cities II
64	City Commons	L9	Family Portrait	U2	Principal Urban Centers II
65	Social Security Set	L5	Senior Styles	U2	Principal Urban Centers II
66	Unclassified				