



2011 Tapestry™ Segmentation Summary Table

Demographic Profile by LifeMode Groups

	2010-2011 Ann.			Household Type	Average HH Size	Diversity Index***	Median Age	Population by Age (%)				Marital Status (%)**		
	Households	Population	Population Change (%)					<18	18-44	45-64	65+	Never Married	Married	Widowed/Divorced
United States	117,457,661	310,704,322	0.51	—	2.58	61	37.2	23.9	36.5	26.4	13.2	30.8	52.5	16.7
L1: High Society	14,761,758	42,432,161	0.88	—	2.85	39	41.8	26.2	29.0	32.3	12.5	23.1	65.6	11.4
01: Top Rung	1,059,041	3,119,855	0.53	Married Couple Families	2.90	35	44.6	27.4	23.1	34.6	14.9	22.1	68.8	9.1
02: Suburban Splendor	1,985,654	5,837,687	0.79	Married Couple Families	2.92	33	43.1	26.9	26.2	35.8	11.2	22.6	68.0	9.4
03: Connoisseurs	1,481,703	3,958,810	0.49	Married Couple Families	2.63	38	47.2	22.5	23.9	34.0	19.7	21.9	65.2	12.9
04: Boomburbs	2,767,738	8,586,885	1.66	Married Couples w/Kids	3.10	50	36.1	32.2	34.5	26.8	6.4	22.5	67.8	9.7
05: Wealthy Seaboard Suburbs	1,661,265	4,798,545	0.42	Married Couple Families	2.85	45	42.9	23.6	29.6	31.0	15.8	25.3	61.5	13.1
06: Sophisticated Squires	2,914,484	8,530,332	0.82	Married Couple Families	2.91	40	39.7	26.1	32.1	31.9	9.8	25.0	63.3	11.7
07: Exurbanites	2,891,873	7,600,047	0.77	Married Couple Families	2.60	26	46.2	22.0	26.0	35.3	16.8	21.5	65.6	13.0
L2: Upscale Avenues	15,551,191	40,681,708	0.65	—	2.58	49	40.0	22.6	34.6	29.3	13.5	27.1	57.7	15.1
09: Urban Chic	1,648,438	4,032,702	0.51	Mixed	2.39	48	42.7	20.7	32.7	30.9	15.7	28.3	55.6	16.1
10: Pleasant-Ville	1,929,086	5,596,287	0.39	Married Couple Families	2.86	60	40.5	22.7	33.9	29.5	13.9	29.0	55.9	15.0
11: Pacific Heights	798,980	2,585,551	0.56	Married Couple Families	3.20	76	39.8	21.5	35.9	28.3	14.3	31.0	55.2	13.8
13: In Style	2,718,869	6,614,444	0.65	Mixed	2.40	43	40.5	21.9	34.3	29.4	14.3	27.4	55.9	16.7
16: Enterprising Professionals	2,206,090	5,144,252	1.04	Mixed	2.31	66	32.8	22.6	47.8	22.1	7.6	34.2	50.8	15.0
17: Green Acres	3,624,785	9,863,288	0.80	Married Couple Families	2.70	22	42.0	24.2	30.2	32.3	13.2	22.0	64.8	13.2
18: Cozy and Comfortable	2,624,943	6,845,184	0.49	Married Couple Families	2.58	39	41.7	22.2	32.2	29.7	15.9	25.5	58.0	16.5
L3: Metropolis	6,267,457	16,329,685	0.09	—	2.54	71	35.3	24.2	38.5	25.5	11.8	42.1	39.3	18.6
20: City Lights	1,256,383	3,432,568	0.31	Mixed	2.69	74	38.3	21.7	37.8	27.0	13.4	34.3	49.2	16.5
22: Metropolitans	1,673,215	3,683,220	0.75	Singles; Shared	2.13	40	37.0	17.4	43.6	26.4	12.5	36.4	46.6	17.0
45: City Strivers	784,536	2,189,353	0.26	Family Mix	2.74	61	33.7	26.1	39.2	24.6	10.1	49.5	34.0	16.5
51: Metro City Edge	1,019,516	2,910,110	-0.45	Family Mix	2.82	54	30.8	31.1	36.6	23.4	9.0	46.1	34.3	19.6
54: Urban Rows	1,241,565	1,241,499	0.41	Family Mix	2.75	63	32.5	27.4	38.4	23.9	10.2	51.7	30.2	18.1
62: Modest Income Homes	1,092,242	2,872,935	-0.66	Other Family HHs; Singles	2.52	43	36.1	26.0	34.0	26.1	13.9	45.6	30.4	24.0
L4: Solo Acts	8,591,030	17,171,538	0.44	—	1.94	64	33.4	15.3	52.5	21.5	10.7	44.9	37.7	17.4
08: Laptops and Lattes	1,189,825	2,315,670	0.58	Singles; Shared	1.88	46	37.6	13.1	48.7	24.4	13.7	42.7	43.4	13.9
23: Trendsetters	1,359,732	2,978,728	0.62	Singles; Shared	2.15	69	34.8	16.0	50.8	23.2	10.0	44.8	39.9	15.3
27: Metro Renters	1,918,713	3,345,931	1.03	Singles; Shared	1.63	59	32.1	7.4	65.3	18.5	8.8	55.4	30.1	14.5
36: Old and Newcomers	2,388,989	4,919,661	0.08	Singles; Shared	2.00	57	36.3	17.4	43.4	24.5	14.7	38.2	39.4	22.3
39: Young and Restless	1,733,771	3,611,548	0.14	Singles; Shared	2.05	77	28.9	20.4	56.8	17.2	5.6	45.9	36.8	17.4
L5: Senior Styles	14,843,484	33,127,722	0.18	—	2.15	39	47.9	17.7	28.5	28.1	25.7	24.4	52.2	23.4
14: Prosperous Empty Nesters	2,457,070	5,947,568	0.58	Married Couples w/No Kids	2.36	29	47.6	19.2	27.0	31.1	22.7	21.8	60.5	17.7
15: Silver and Gold	1,208,344	2,462,363	0.61	Married Couples w/No Kids	2.01	20	60.5	11.1	16.6	32.5	39.8	15.7	64.7	19.7
29: Rustbelt Retirees	2,309,203	5,537,497	0.26	MC w/No Kids; Singles	2.35	34	44.2	20.0	31.0	28.6	20.4	24.5	54.8	20.7
30: Retirement Communities	1,872,506	3,802,124	-0.05	Singles	1.92	42	50.3	14.5	29.1	26.1	30.3	27.1	45.7	27.1
43: The Elders	749,031	1,261,835	0.14	MC w/No Kids; Singles	1.65	19	71.2	3.3	7.1	21.8	67.9	10.3	59.0	30.7
49: Senior Sun Seekers	1,349,628	3,034,909	0.36	MC w/No Kids; Singles	2.17	39	51.8	16.0	24.8	30.3	28.9	20.3	55.5	24.2
50: Heartland Communities	2,389,840	5,787,485	0.01	Mixed	2.33	34	41.4	22.4	31.9	26.6	19.1	24.3	52.0	23.6
57: Simple Living	1,639,054	3,628,618	-0.35	Singles	2.11	55	39.7	20.7	35.3	24.8	19.1	32.7	39.4	27.9
65: Social Security Set	868,808	1,665,323	-0.24	Singles	1.65	72	44.0	12.4	38.6	26.0	23.0	42.3	27.2	30.5
L6: Scholars & Patriots	1,854,512	5,610,937	0.20	—	2.25	54	23.0	11.5	75.6	8.6	4.2	70.0	22.7	7.3
40: Military Proximity	183,813	823,925	0.55	Married Couples w/Kids	3.32	65	22.4	31.5	64.2	3.8	0.5	42.3	53.5	4.2
55: College Towns	1,094,653	2,718,018	0.26	Singles; Shared	2.10	52	24.4	11.6	67.4	13.9	7.1	63.3	25.4	11.3
63: Dorms to Diplomas	576,046	2,068,994	-0.02	Shared; Singles	2.19	51	21.9	3.5	91.0	3.7	1.9	87.5	9.2	3.3



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Demographic Profile by LifeMode Groups

	2010-2011 Ann.			Household Type	Average HH Size	Diversity Index***	Median Age	Population by Age (%)				Marital Status (%)**		
	Households	Population	Population Change (%)					<18	18-44	45-64	65+	Never Married	Married	Widowed/Divorced
United States	117,457,661	310,704,322	0.51	—	2.58	61	37.2	23.9	36.5	26.4	13.2	30.8	52.5	16.7
L7: High Hopes	4,745,872	11,952,107	0.36	—	2.48	67	31.8	25.8	42.8	22.5	9.0	35.5	45.4	19.1
28: Aspiring Young Families	2,745,608	7,143,622	0.58	Family Mix	2.58	72	31.1	27.1	43.4	21.6	7.9	34.5	47.9	17.6
48: Great Expectations	2,000,264	4,808,485	0.05	Mixed	2.34	58	33.1	23.8	41.8	23.8	10.6	36.9	42.0	21.1
L8: Global Roots	9,767,602	30,595,694	0.11	—	3.09	88	29.8	29.6	42.6	20.1	7.7	40.6	44.6	14.9
35: International Marketplace	1,536,144	4,711,140	0.15	Family Mix	3.03	88	32.0	26.1	44.1	21.7	8.1	40.1	45.7	14.2
38: Industrious Urban Fringe	2,033,589	7,120,529	0.94	Family Mix	3.47	83	29.4	32.5	39.6	20.3	7.7	34.4	50.9	14.7
44: Urban Melting Pot	793,612	2,172,462	0.24	Mixed	2.69	80	36.3	20.7	41.4	24.6	13.3	35.6	49.6	14.8
47: Las Casas	873,420	3,652,473	0.22	Family Mix	4.14	86	27.7	33.1	42.6	18.1	6.2	42.2	47.8	10.0
52: Inner City Tenants	1,635,219	4,111,670	-0.59	Mixed	2.47	83	28.8	27.8	46.6	19.0	6.7	43.7	37.8	18.6
58: NeWest Residents	1,122,335	3,815,092	-0.62	Family Mix	3.36	87	27.3	32.9	44.9	16.6	5.6	43.1	44.5	12.4
60: City Dimensions	1,015,948	2,878,514	-0.33	Mixed	2.76	83	29.5	30.3	40.7	21.0	8.0	42.7	37.6	19.7
61: High Rise Renters	757,335	2,133,814	0.19	Other Family HHs; Singles	2.76	89	31.8	26.9	40.8	22.4	9.8	50.3	34.2	15.5
L9: Family Portrait	10,393,102	32,406,992	1.16	—	3.09	76	32.2	30.4	38.9	22.8	7.9	31.0	54.8	14.2
12: Up and Coming Families	4,781,273	14,516,669	1.84	Married Couples w/Kids	3.02	60	32.6	31.1	40.0	22.4	6.5	25.3	61.9	12.7
19: Milk and Cookies	2,601,099	7,601,310	0.89	Married Couples w/Kids	2.91	70	34.1	27.8	37.9	25.7	8.6	29.3	55.1	15.5
21: Urban Villages	1,039,358	3,984,408	0.63	Family Mix	3.80	87	32.9	27.5	39.6	23.4	9.5	36.0	51.0	13.0
59: Southwestern Families	1,170,172	4,107,373	0.79	Family Mix	3.47	68	29.2	32.9	37.3	20.3	9.5	33.4	51.5	15.0
64: City Commons	801,200	2,197,232	-0.71	Single Parent Fams; Singles	2.64	49	26.7	34.2	37.8	19.8	8.2	55.6	25.0	19.4
L10: Traditional Living	9,481,174	23,947,659	0.22	—	2.47	56	37.8	23.4	35.7	26.2	14.6	30.6	49.0	20.4
24: Main Street, USA	2,636,873	6,861,047	0.28	Mixed	2.56	58	36.8	23.8	37.4	26.2	12.6	31.7	49.7	18.6
32: Rustbelt Traditions	2,856,722	7,317,537	0.17	Mixed	2.53	49	35.9	25.2	36.7	25.4	12.7	28.9	50.7	20.4
33: Midlife Junction	2,998,502	7,068,792	0.25	Mixed	2.27	37	40.8	20.8	34.1	26.7	18.4	27.4	51.2	21.5
34: Family Foundations	989,077	2,700,283	0.16	Family Mix	2.69	41	39.1	24.3	32.8	27.6	15.3	40.8	37.5	21.8
L11: Factories & Farms	11,027,715	28,847,990	0.24	—	2.56	37	40.0	24.1	32.4	28.8	14.7	24.5	57.4	18.1
25: Salt of the Earth	3,140,218	8,176,383	0.32	Married Couple Families	2.56	16	42.7	22.8	30.4	31.1	15.7	21.6	62.7	15.7
37: Prairie Living	1,374,468	3,537,137	0.19	Married Couple Families	2.53	22	42.9	24.2	28.3	30.5	17.0	20.2	65.3	14.4
42: Southern Satellites	3,088,015	8,126,042	0.43	Married Couple Families	2.60	31	39.6	24.4	33.0	28.4	14.2	22.7	59.2	18.1
53: Home Town	1,677,751	4,375,144	-0.22	Mixed	2.55	61	33.8	27.0	37.2	24.0	11.8	31.4	45.1	23.6
56: Rural Bypasses	1,747,263	4,633,284	0.22	Family Mix	2.52	56	39.6	23.2	33.7	28.4	14.7	29.6	50.0	20.4
L12: American Quilt	10,170,508	26,622,203	0.79	—	2.56	41	40.6	23.5	32.3	29.4	14.8	23.5	58.6	17.8
26: Midland Crowd	3,760,669	10,307,185	1.13	Married Couple Families	2.71	39	37.9	25.8	34.1	28.1	12.0	23.5	60.2	16.3
31: Rural Resort Dwellers	1,991,642	4,651,921	0.74	Married Couples w/No Kids	2.29	24	49.4	17.9	25.4	35.3	21.4	20.6	61.4	18.0
41: Crossroads	1,699,278	4,775,397	0.65	Family Mix	2.74	66	33.6	27.5	37.8	24.4	10.3	29.3	51.2	19.5
46: Rooted Rural	2,718,919	6,887,700	0.41	Married Couple Families	2.45	29	43.7	21.2	30.4	30.8	17.6	22.0	59.2	18.7

* Segment 66, *Unclassified*, is not displayed in the Summary Table.

** 2005-2009 American Community Survey

*** 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 61 which means there is a 61 percent probability that two people randomly chosen from the U.S. population would belong to different race or ethnic groups.



2011 Tapestry™ Segmentation Summary Table

Education Profile by LifeMode Groups

	School Enrollment (%)**																	
	By Level of School							By Sex and Type of School				Educational Attainment (%)**						
	Nursery/ Preschool	Kinder- garten	Grade 1-8	Grade 9-12	College	Grad/Prof School	Not Enrolled in School	Male		Female		Less than 9th Grade	9-12th Grade/No Diploma	High School Graduate	Some College/ No Degree	Associate Degree	Bachelor's Degree	Grad/Prof Degree
								Public School	Private School	Public School	Private School							
United States	1.7	1.4	11.2	6.0	6.1	1.3	72.4	41.2	8.2	41.7	9.0	6.4	9.1	29.3	20.3	7.4	17.4	10.1
L1: High Society	2.4	1.5	13.1	7.0	5.1	1.4	69.6	38.3	11.7	37.7	12.3	1.8	3.1	18.2	18.8	7.8	29.7	20.6
01: Top Rung	2.9	1.6	14.4	7.6	4.9	1.4	67.2	32.4	17.8	31.3	18.6	0.9	1.3	8.4	11.4	4.5	36.3	37.2
02: Suburban Splendor	2.5	1.6	13.9	7.8	4.9	1.4	67.9	38.7	11.9	37.2	12.2	1.3	2.2	14.4	16.5	7.1	34.2	24.2
03: Connoisseurs	2.3	1.3	11.2	6.2	4.7	1.5	72.8	33.7	16.5	32.8	17.0	1.5	2.2	12.7	15.4	5.8	32.6	29.8
04: Boomburbs	3.1	2.0	15.6	7.1	4.9	1.5	65.8	40.1	9.8	39.8	10.3	1.6	2.5	15.1	19.2	8.2	34.2	19.3
05: Wealthy Seaboard Suburbs	2.2	1.3	11.5	6.2	5.6	1.6	71.6	37.5	12.4	36.6	13.5	2.6	4.0	22.1	18.4	7.9	26.5	18.6
06: Sophisticated Squires	2.1	1.5	13.2	7.4	5.6	1.3	69.0	40.9	8.9	40.7	9.6	2.1	4.4	25.0	22.8	9.6	23.8	12.3
07: Exurbanites	1.8	1.2	11.1	6.6	4.8	1.3	73.2	38.5	11.5	38.2	11.8	1.8	3.7	21.2	20.9	8.3	26.5	17.7
L2: Upscale Avenues	1.8	1.3	10.7	5.9	5.6	1.5	73.2	39.7	9.9	39.7	10.7	3.3	5.6	26.7	21.2	8.5	22.1	12.6
09: Urban Chic	2.2	1.3	9.8	5.2	5.9	1.9	73.7	34.0	15.4	34.1	16.4	2.3	3.0	15.3	17.5	6.7	30.9	24.3
10: Pleasant-Ville	1.8	1.2	10.8	6.3	6.1	1.3	72.5	39.7	9.9	39.5	10.8	4.2	6.6	29.9	21.3	8.6	19.2	10.1
11: Pacific Heights	1.6	1.2	10.1	5.9	7.3	1.5	72.3	40.8	9.3	39.6	10.2	7.7	6.9	23.3	18.9	8.9	23.6	10.7
13: In Style	1.9	1.3	10.4	5.7	5.8	1.7	73.3	39.3	10.0	39.7	11.0	2.3	4.4	22.3	21.4	8.4	25.8	15.4
16: Enterprising Professionals	2.0	1.4	9.8	4.8	7.0	2.7	72.4	39.3	10.0	39.8	10.8	2.5	3.8	18.1	20.6	8.0	30.2	16.8
17: Green Acres	1.6	1.4	11.9	6.6	4.3	0.9	73.3	41.5	8.4	41.4	8.8	3.1	6.7	33.7	22.2	9.2	16.6	8.4
18: Cozy and Comfortable	1.6	1.2	10.6	6.1	5.3	1.2	74.0	40.8	8.8	40.6	9.7	3.1	6.8	32.1	22.9	9.1	17.2	8.8
L3: Metropolis	1.9	1.4	11.4	6.5	6.2	1.5	71.1	39.7	8.4	42.1	9.8	6.8	12.4	30.8	19.0	6.3	15.4	9.4
20: City Lights	1.7	1.3	10.0	5.7	6.0	1.7	73.7	36.8	12.3	37.4	13.5	7.0	8.0	30.2	18.2	7.5	18.7	10.4
22: Metropolitans	1.8	1.1	7.7	4.1	8.9	3.4	73.1	34.7	14.1	35.8	15.4	2.1	3.9	17.0	18.5	6.6	29.8	22.0
45: City Strivers	2.1	1.6	12.7	7.5	6.2	1.1	68.7	40.0	7.4	43.1	9.5	8.5	13.7	34.4	19.6	6.8	11.6	5.5
51: Metro City Edge	2.1	1.9	14.8	8.1	5.1	0.6	67.4	43.3	4.1	47.2	5.4	7.0	16.9	37.7	21.8	6.3	7.3	3.1
54: Urban Rows	1.9	1.4	13.0	7.7	5.4	0.8	69.8	39.0	8.5	42.7	9.8	8.0	19.3	40.0	17.4	4.8	7.4	3.2
62: Modest Income Homes	1.8	1.6	12.6	7.3	4.8	0.4	71.5	44.5	3.9	46.9	4.6	10.8	21.1	37.1	18.4	4.7	5.5	2.4
L4: Solo Acts	1.4	0.9	6.4	3.3	8.0	3.8	76.3	34.7	13.2	36.9	15.2	3.8	5.4	18.6	18.6	6.5	27.9	19.2
08: Laptops and Lattes	1.7	0.8	5.4	2.4	5.4	4.3	79.9	23.0	24.4	24.6	28.0	1.6	2.0	7.9	11.0	3.9	37.8	35.7
23: Trendsetters	1.6	0.9	6.6	3.6	7.2	3.7	76.3	34.6	13.5	36.5	15.3	5.2	5.1	17.0	17.1	6.5	30.1	18.9
27: Metro Renters	0.9	0.5	3.0	1.6	8.8	7.0	78.1	27.5	20.1	29.4	23.0	2.8	3.6	11.3	14.3	5.1	35.6	27.3
36: Old and Newcomers	1.3	1.0	7.5	4.2	7.9	2.1	75.9	38.9	9.2	41.3	10.6	4.3	7.5	26.8	22.9	8.0	19.7	10.8
39: Young and Restless	1.5	1.2	8.1	3.7	9.9	2.9	72.6	40.4	7.5	43.4	8.7	4.7	7.0	24.3	24.6	8.1	21.4	9.8
L5: Senior Styles	1.3	1.0	8.3	4.7	4.6	1.0	79.2	40.3	8.9	41.1	9.7	5.1	9.1	32.3	20.9	7.3	15.7	9.6
14: Prosperous Empty Nesters	1.5	1.1	9.2	5.4	5.2	1.3	76.4	37.7	12.1	37.7	12.5	2.5	4.9	24.8	20.8	8.1	23.3	15.6
15: Silver and Gold	1.0	0.7	6.0	3.7	3.3	0.9	84.4	36.6	12.4	37.9	13.1	1.6	4.0	21.5	22.1	7.4	25.5	18.0
29: Rustbelt Retirees	1.4	1.1	9.3	5.3	4.8	0.9	77.2	40.9	8.5	41.4	9.2	4.0	8.4	36.5	21.7	8.4	14.0	7.1
30: Retirement Communities	1.2	0.9	6.7	3.9	5.9	1.5	79.9	35.1	13.2	36.5	15.2	4.5	6.9	26.9	19.8	7.0	21.0	14.0
43: The Elders	0.4	0.3	2.4	1.4	1.8	0.5	93.2	39.1	10.2	39.1	11.6	3.2	8.2	33.9	23.5	6.0	15.2	9.9
49: Senior Sun Seekers	0.9	0.9	7.5	4.4	3.0	0.5	82.8	43.9	6.0	43.8	6.3	5.4	12.2	37.5	23.1	7.0	9.8	5.1
50: Heartland Communities	1.5	1.3	10.1	5.6	3.8	0.5	77.2	44.8	4.6	45.3	5.3	7.4	12.0	39.8	20.0	7.1	9.2	4.4
57: Simple Living	1.4	1.3	9.1	4.9	5.3	0.8	77.2	42.0	6.2	44.3	7.4	8.6	13.7	36.4	20.1	6.6	9.7	4.9
65: Social Security Set	1.0	0.8	5.9	3.6	7.1	1.7	79.9	38.2	11.0	39.1	11.7	11.8	16.2	30.2	18.2	5.4	11.6	6.7
L6: Scholars & Patriots	1.0	0.8	4.7	2.3	46.1	5.2	40.1	40.5	9.5	39.9	10.2	3.5	5.9	20.5	22.4	7.3	22.9	17.5
40: Military Proximity	2.4	2.2	12.3	4.2	10.7	1.2	66.9	47.1	8.2	38.8	5.8	1.0	2.8	24.6	35.9	12.7	15.9	7.2
55: College Towns	1.0	0.7	4.8	2.7	36.6	5.4	48.8	38.6	10.9	38.5	12.0	4.1	6.8	20.8	20.3	6.3	23.7	18.0
63: Dorms to Diplomas	0.3	0.2	1.4	0.9	72.8	6.6	17.8	40.9	8.5	41.2	9.4	3.6	5.7	15.9	18.0	5.9	26.1	24.7



2011 Tapestry™ Segmentation Summary Table

Education Profile by LifeMode Groups

	School Enrollment (%)**																	
	By Level of School							By Sex and Type of School				Educational Attainment (%)**						
	Nursery/ Preschool	Kinder- garten	Grade 1-8	Grade 9-12	College	Grad/Prof School	Not Enrolled in School	Male		Female		Less than 9th Grade	9-12th Grade/No Diploma	High School Graduate	Some College/ No Degree	Associate Degree	Bachelor's Degree	Grad/Prof Degree
								Public School	Private School	Public School	Private School							
United States	1.7	1.4	11.2	6.0	6.1	1.3	72.4	41.2	8.2	41.7	9.0	6.4	9.1	29.3	20.3	7.4	17.4	10.1
L7: High Hopes	1.8	1.6	11.3	5.6	6.7	1.3	71.7	41.9	6.7	43.7	7.7	5.3	9.4	31.5	24.0	8.3	14.9	6.5
28: Aspiring Young Families	1.8	1.6	11.9	5.7	6.8	1.4	70.7	42.3	6.4	43.8	7.5	5.0	8.2	29.6	24.8	8.7	16.7	7.1
48: Great Expectations	1.6	1.5	10.4	5.4	6.6	1.2	73.2	41.4	7.1	43.4	8.1	5.7	11.2	34.2	22.9	7.7	12.6	5.8
L8: Global Roots	1.8	1.9	13.5	6.8	5.1	0.8	70.1	44.4	5.0	45.1	5.5	19.1	15.6	29.7	16.6	5.5	9.6	3.9
35: International Marketplace	1.9	1.6	11.9	6.3	5.8	1.1	71.4	43.2	6.3	43.7	6.8	15.7	12.7	29.4	17.4	6.2	13.2	5.4
38: Industrious Urban Fringe	1.8	2.0	15.4	7.5	4.6	0.6	68.2	46.1	3.7	46.1	4.1	18.2	15.7	30.9	18.6	5.8	7.8	2.9
44: Urban Melting Pot	1.6	1.3	9.3	5.3	6.1	1.7	74.9	35.1	15.0	35.2	14.7	14.2	10.5	27.7	12.9	6.7	18.9	9.1
47: Las Casas	2.0	2.1	15.7	8.2	4.6	0.4	67.1	46.9	2.7	47.4	3.0	33.2	18.6	25.6	12.4	3.9	4.9	1.5
52: Inner City Tenants	1.8	1.9	11.6	5.3	6.6	1.2	71.7	43.3	5.1	45.6	6.0	10.2	13.1	32.1	22.1	6.7	11.2	4.6
58: NeWest Residents	1.9	2.2	14.8	6.6	3.8	0.4	70.3	46.6	3.3	46.6	3.4	30.1	18.6	26.8	12.5	3.8	6.0	2.1
60: City Dimensions	1.9	1.8	13.6	6.8	4.3	0.5	71.0	44.8	4.1	46.1	4.9	14.0	19.2	35.1	17.5	5.1	6.5	2.7
61: High Rise Renters	1.9	1.7	13.3	8.0	5.6	1.0	68.5	41.5	6.9	43.3	8.2	18.3	18.0	28.9	14.7	5.6	10.2	4.4
L9: Family Portrait	2.1	1.8	14.3	7.1	5.5	1.0	68.0	43.4	5.9	44.2	6.5	9.1	9.9	28.0	22.6	8.1	15.8	6.6
12: Up and Coming Families	2.4	1.9	14.5	6.7	5.5	1.4	67.6	42.2	7.5	42.3	8.0	3.1	5.4	24.9	24.7	9.7	22.3	9.7
19: Milk and Cookies	1.8	1.7	13.4	7.0	5.8	1.1	69.2	42.9	6.2	43.9	7.0	4.7	8.0	30.4	25.8	9.1	15.7	6.3
21: Urban Villages	1.6	1.5	13.4	7.8	6.5	0.8	68.4	44.4	5.1	44.9	5.6	17.0	13.3	29.0	19.6	6.7	10.5	3.8
59: Southwestern Families	2.1	2.0	15.5	7.6	3.9	0.3	68.6	47.8	2.1	47.7	2.3	30.0	18.7	27.8	13.7	3.6	4.5	1.7
64: City Commons	2.8	2.3	16.1	7.9	5.9	0.5	64.6	42.9	3.8	47.9	5.4	10.4	22.5	36.7	18.2	4.6	5.2	2.3
L10: Traditional Living	1.6	1.3	10.8	5.9	5.5	1.0	73.8	41.4	7.3	42.8	8.5	5.0	9.7	34.5	22.8	8.1	13.4	6.6
24: Main Street, USA	1.6	1.4	10.9	6.0	5.3	1.1	73.7	41.3	7.9	42.0	8.8	5.4	9.1	33.6	22.3	8.3	14.5	6.8
32: Rustbelt Traditions	1.7	1.4	11.5	6.0	4.9	0.8	73.6	42.5	6.4	43.7	7.4	4.8	10.6	37.8	23.2	8.0	11.0	4.6
33: Midlife Junction	1.5	1.2	9.5	5.3	6.2	1.1	75.2	40.4	8.4	41.6	9.6	4.3	8.0	32.0	22.6	8.3	16.1	8.9
34: Family Foundations	1.7	1.3	11.6	7.3	5.8	1.0	71.3	41.0	6.1	44.7	8.2	6.1	13.6	34.1	23.6	7.0	10.3	5.3
L11: Factories & Farms	1.4	1.4	11.4	6.2	3.5	0.5	75.6	44.4	5.2	44.6	5.8	8.0	13.3	40.7	18.9	6.9	8.4	3.9
25: Salt of the Earth	1.4	1.2	10.9	6.2	3.6	0.6	76.0	43.2	6.5	43.3	7.1	4.6	9.6	42.2	19.6	8.2	10.6	5.2
37: Prairie Living	1.4	1.2	11.4	6.5	2.8	0.6	76.1	43.6	6.3	43.4	6.7	6.3	7.7	38.8	21.6	8.6	12.4	4.6
42: Southern Satellites	1.4	1.4	11.7	6.1	3.4	0.4	75.6	45.0	4.7	45.2	5.1	9.0	15.0	41.3	18.1	6.2	6.9	3.3
53: Home Town	1.7	1.7	12.1	6.0	3.9	0.4	74.2	45.2	4.2	45.9	4.6	9.6	17.0	39.7	19.5	5.6	6.2	2.5
56: Rural Bypasses	1.4	1.4	11.1	6.2	3.5	0.4	75.9	45.0	4.2	45.8	5.0	12.2	17.9	39.4	16.2	5.4	5.9	3.0
L12: American Quilt	1.4	1.4	11.2	6.0	3.8	0.6	75.6	44.0	5.8	44.1	6.2	6.0	11.3	36.8	21.5	7.6	11.2	5.6
26: Midland Crowd	1.6	1.5	12.3	6.4	4.2	0.7	73.2	43.4	6.3	43.8	6.5	5.1	10.5	35.7	22.6	8.2	12.2	5.7
31: Rural Resort Dwellers	1.1	0.9	8.8	5.4	3.3	0.6	79.8	43.0	7.0	42.5	7.5	3.3	7.9	32.8	23.2	8.3	15.5	9.0
41: Crossroads	1.7	1.6	12.8	6.2	4.2	0.5	72.9	45.5	4.3	45.7	4.6	9.1	14.8	37.0	21.0	6.8	7.9	3.4
46: Rooted Rural	1.2	1.2	10.1	5.8	3.5	0.5	77.8	44.3	5.5	44.3	5.9	7.2	12.8	40.8	19.1	6.9	8.8	4.4

* Segment 66, *Unclassified*, is not displayed in the Summary Table.

** 2005-2009 American Community Survey



2011 Tapestry™ Segmentation Summary Table

Economic Profile by LifeMode Groups

	Employment by Industry (%)**											Employment by Occupation (%)**									
	Median HH Income	Agriculture/Mining	Construction	Manufacturing	Wholesale Trade	Retail Trade	Transport./Utilities	Information	Finance/Ins./Real Estate	Services	Public Admin.	Mgmt./Bus./Financial	Professional	Sales	Admin. Support	Services	Farming/Forestry/Fishing	Construct./Extraction	Installation/Maint./Repair	Production	Transport./Mat'l Moving
United States	\$50,227	1.8	7.4	11.2	3.2	11.5	5.1	2.4	7.1	45.4	4.7	14.0	20.8	11.4	14.3	16.9	0.7	6.0	3.4	6.5	6.1
L1: High Society	\$100,216	0.8	5.8	10.3	3.8	10.1	4.1	3.1	10.2	46.9	4.9	22.9	29.0	13.4	12.3	10.4	0.2	3.5	2.3	2.9	3.0
01: Top Rung	\$168,876	0.5	3.6	8.6	4.1	7.3	2.0	4.0	15.1	51.6	3.2	31.5	35.5	15.0	7.7	5.9	0.1	1.4	0.7	1.1	1.1
02: Suburban Splendor	\$115,396	0.7	5.2	11.0	4.1	9.5	3.5	3.2	10.7	47.7	4.3	26.2	30.6	14.2	10.9	9.0	0.1	2.8	1.7	2.2	2.3
03: Connoisseurs	\$115,893	0.6	5.0	8.1	3.7	8.4	2.7	3.4	11.8	52.2	4.2	27.0	34.4	13.9	9.7	7.9	0.1	2.4	1.3	1.6	1.7
04: Boomburbs	\$104,395	0.8	4.9	11.5	4.1	10.4	4.2	3.6	10.9	44.9	4.7	24.9	28.9	14.3	11.8	9.9	0.1	2.6	2.1	2.6	2.7
05: Wealthy Seaboard Suburbs	\$98,031	0.3	6.2	8.0	3.4	10.0	4.3	3.5	9.8	48.5	6.0	20.4	29.0	12.4	14.1	11.7	0.2	4.2	2.5	2.6	3.0
06: Sophisticated Squires	\$83,079	0.8	7.1	11.4	3.8	11.4	5.3	2.6	8.2	43.7	5.6	17.8	24.4	12.4	14.9	12.9	0.2	4.9	3.5	4.5	4.5
07: Exurbanites	\$82,074	1.3	6.8	10.4	3.7	10.3	4.3	2.4	8.9	46.9	5.0	20.6	28.1	13.0	12.9	11.2	0.4	4.2	2.6	3.5	3.6
L2: Upscale Avenues	\$65,912	1.2	6.9	11.2	3.4	11.2	5.0	2.8	8.1	45.2	5.1	16.7	24.2	11.7	14.8	13.9	0.4	5.0	3.4	5.1	4.8
09: Urban Chic	\$82,524	0.8	5.6	7.9	3.3	9.2	3.1	3.9	10.1	52.1	4.0	22.9	32.1	13.0	10.9	11.3	0.3	3.4	1.6	2.1	2.2
10: Pleasant-Ville	\$76,642	0.4	7.6	8.9	3.4	11.6	5.9	3.0	7.9	45.3	6.0	14.6	22.2	11.3	16.8	15.6	0.2	5.9	3.8	4.4	5.3
11: Pacific Heights	\$78,595	0.4	5.6	11.6	3.9	11.0	5.9	2.9	8.0	45.7	4.9	15.2	23.3	11.9	15.6	16.2	0.3	4.3	3.3	5.5	4.5
13: In Style	\$65,387	0.7	5.8	9.7	3.4	11.4	4.4	2.8	9.0	47.5	5.1	18.6	26.8	12.8	14.3	13.1	0.2	3.9	2.6	3.8	3.9
16: Enterprising Professionals	\$63,837	0.5	5.1	9.4	3.3	11.1	4.2	3.6	10.1	47.6	5.0	19.6	28.4	12.5	13.9	13.0	0.1	3.3	2.3	3.3	3.5
17: Green Acres	\$60,461	2.9	9.3	14.9	3.4	11.2	5.5	1.9	6.2	39.8	4.9	15.0	19.9	10.6	14.5	13.6	0.9	7.0	4.7	7.6	6.2
18: Cozy and Comfortable	\$59,287	0.7	6.7	12.4	3.4	11.8	5.5	2.3	7.4	44.4	5.4	13.4	21.6	11.3	16.7	15.1	0.3	5.2	4.0	6.5	5.9
L3: Metropolis	\$39,031	0.6	5.5	7.9	2.6	10.5	5.8	2.5	6.9	52.4	5.3	11.7	21.5	10.4	15.2	22.0	0.2	4.7	2.4	5.3	6.5
20: City Lights	\$60,149	0.3	6.9	7.0	3.2	11.0	6.4	2.9	8.6	48.6	5.1	13.5	21.6	11.0	16.7	18.6	0.2	5.8	3.0	4.0	5.6
22: Metropolitanans	\$53,486	0.7	4.7	6.4	2.7	9.5	3.1	3.1	8.3	56.7	4.8	18.4	34.2	11.4	12.2	13.0	0.2	3.3	1.8	2.7	2.8
45: City Strivers	\$37,034	0.1	4.8	4.6	1.9	10.0	8.4	2.5	7.0	54.5	6.4	8.9	17.5	9.2	18.2	28.1	0.1	4.4	2.5	3.6	7.6
51: Metro City Edge	\$29,269	0.8	5.6	11.3	2.5	11.6	6.6	1.9	4.9	49.7	5.2	6.6	13.1	9.7	15.8	27.6	0.3	5.2	2.9	9.0	9.7
54: Urban Rows	\$30,698	0.3	5.1	7.3	2.4	10.9	7.4	1.7	6.1	51.1	7.9	7.3	14.8	9.1	19.0	28.1	0.2	4.6	2.2	6.1	8.8
62: Modest Income Homes	\$20,567	1.3	5.8	11.8	2.1	11.0	5.8	1.5	3.6	52.1	4.8	4.9	11.5	9.5	13.4	31.8	0.6	5.6	2.5	9.9	10.3
L4: Solo Acts	\$46,862	0.5	4.7	7.0	2.7	10.3	3.5	4.5	9.8	52.9	4.2	17.9	29.6	12.0	12.9	15.1	0.2	3.6	1.9	3.3	3.6
08: Laptops and Lattes	\$84,612	0.2	2.2	5.6	2.8	6.3	1.8	7.0	14.8	55.6	3.7	28.7	40.2	12.8	7.8	6.9	0.0	1.1	0.5	1.0	1.0
23: Trendsetters	\$53,423	0.3	4.9	6.5	2.6	9.3	3.4	5.5	8.5	55.5	3.6	17.8	31.8	11.3	12.2	15.6	0.1	3.8	1.7	2.7	3.0
27: Metro Renters	\$48,211	0.4	2.8	5.4	2.4	7.9	2.6	5.3	11.4	57.3	4.4	22.6	37.7	11.5	10.4	11.5	0.1	1.8	0.9	1.7	1.8
36: Old and Newcomers	\$39,234	0.7	5.9	8.3	2.8	12.7	4.2	2.7	7.6	50.3	4.7	13.0	22.6	12.0	15.5	19.0	0.3	4.7	2.8	4.9	5.1
39: Young and Restless	\$39,765	0.6	6.5	8.2	2.9	13.4	4.9	3.2	8.4	47.7	4.1	12.2	20.9	12.4	16.4	19.1	0.2	5.4	3.0	4.8	5.6
L5: Senior Styles	\$41,334	1.6	6.7	10.8	2.9	12.2	4.8	2.1	7.0	46.9	5.0	13.3	21.2	11.8	14.7	17.4	0.5	5.4	3.3	6.4	5.9
14: Prosperous Empty Nesters	\$63,682	0.9	5.7	9.3	3.3	10.7	4.2	2.3	8.3	49.6	5.6	18.4	28.4	12.3	14.0	12.4	0.2	3.8	2.6	3.9	3.8
15: Silver and Gold	\$62,761	1.1	7.7	6.2	3.0	11.7	3.6	2.2	11.1	49.1	4.2	21.4	25.0	16.0	12.1	13.0	0.4	4.6	2.1	2.4	3.0
29: Rustbelt Retirees	\$46,909	0.9	6.3	13.1	3.2	12.5	5.5	2.1	6.4	45.0	5.1	11.2	20.2	11.2	16.7	16.8	0.3	5.2	3.9	7.8	6.6
30: Retirement Communities	\$46,251	0.6	5.2	8.3	3.1	11.4	4.3	2.8	9.2	50.2	4.8	16.7	26.0	12.5	15.3	15.0	0.2	3.8	2.5	3.9	4.2
43: The Elders	\$38,843	0.6	6.8	6.0	3.1	15.6	4.6	2.0	10.2	47.0	4.1	14.2	18.4	16.1	17.5	17.4	0.3	4.7	3.0	3.3	5.1
49: Senior Sun Seekers	\$35,560	2.9	10.1	8.0	2.5	14.0	5.4	1.6	5.8	44.5	5.2	10.8	15.3	12.2	14.8	20.8	1.2	8.2	4.2	5.7	6.7
50: Heartland Communities	\$34,088	3.6	7.4	14.8	2.7	12.8	5.4	1.6	4.5	42.1	5.2	9.1	16.1	10.0	13.5	20.3	1.1	6.9	4.3	10.2	8.5
57: Simple Living	\$27,284	1.4	7.2	12.6	2.6	13.5	4.7	2.0	5.1	46.7	4.3	8.1	15.3	11.0	15.0	23.1	0.7	6.4	3.6	9.1	7.7
65: Social Security Set	\$16,849	0.5	5.2	8.0	2.1	11.5	4.7	2.5	6.7	54.6	4.1	10.2	18.4	10.7	14.4	26.1	0.4	4.6	2.1	6.2	7.0
L6: Scholars & Patriots	\$30,660	0.9	3.5	4.8	1.4	13.4	2.1	2.3	4.3	63.1	4.3	8.3	26.4	12.4	15.4	24.8	0.5	3.1	2.1	3.2	3.9
40: Military Proximity	\$41,240	1.1	3.7	3.1	1.1	12.3	2.8	1.2	4.4	40.8	29.5	9.9	20.0	10.4	17.4	21.8	0.7	4.4	7.2	3.2	5.0
55: College Towns	\$32,360	1.0	4.1	5.7	1.6	13.2	2.4	2.4	4.8	61.8	3.0	9.3	26.9	12.0	14.4	23.5	0.5	3.5	1.9	3.8	4.2
63: Dorms to Diplomas	\$24,047	0.8	2.5	3.7	1.1	14.0	1.3	2.4	3.6	68.7	2.0	6.3	26.8	13.4	16.6	27.2	0.5	2.2	1.4	2.4	3.4



2011 Tapestry™ Segmentation Summary Table

Economic Profile by LifeMode Groups

	Employment by Industry (%)**											Employment by Occupation (%)**									
	Median HH Income	Agriculture/Mining	Construction	Manufacturing	Wholesale Trade	Retail Trade	Transport./Utilities	Information	Finance/Ins./Real Estate	Services	Public Admin.	Mgmt./Bus./Financial	Professional	Sales	Admin. Support	Services	Farming/Forestry/Fishing	Construct./Extraction	Installation/Maint./Repair	Production	Transport./Mat'l Moving
United States	\$50,227	1.8	7.4	11.2	3.2	11.5	5.1	2.4	7.1	45.4	4.7	14.0	20.8	11.4	14.3	16.9	0.7	6.0	3.4	6.5	6.1
L7: High Hopes	\$40,928	1.0	7.5	10.4	3.1	13.2	5.2	2.4	6.7	45.8	4.9	10.6	17.8	11.4	16.3	19.8	0.4	6.4	3.7	7.0	6.8
28: Aspiring Young Families	\$46,275	0.9	7.6	9.6	3.2	13.2	5.6	2.4	7.3	44.9	5.2	11.6	18.3	11.7	16.8	18.6	0.4	6.3	3.7	6.1	6.5
48: Great Expectations	\$35,406	1.0	7.4	11.5	3.0	13.1	4.6	2.3	5.8	47.0	4.4	9.2	16.9	11.0	15.4	21.4	0.4	6.5	3.6	8.3	7.2
L8: Global Roots	\$34,264	2.1	10.8	11.4	3.4	11.8	5.6	1.9	5.1	44.9	3.1	6.8	11.3	9.8	13.6	25.1	1.6	10.0	3.4	9.3	8.9
35: International Marketplace	\$42,725	0.6	9.4	10.6	3.3	11.7	5.7	2.3	5.8	47.6	3.0	8.7	13.5	10.2	14.5	25.3	0.5	8.5	3.3	7.8	7.8
38: Industrious Urban Fringe	\$40,400	3.6	12.4	11.7	3.8	12.3	6.2	1.6	4.8	39.9	3.8	7.1	10.6	10.0	14.3	21.1	2.5	11.3	4.3	9.3	9.6
44: Urban Melting Pot	\$39,570	0.2	7.3	6.7	3.4	10.9	6.1	3.1	8.1	51.1	3.1	10.9	19.2	11.1	14.0	23.9	0.2	6.4	2.3	5.4	6.6
47: Las Casas	\$35,867	4.6	10.9	18.8	4.7	10.7	5.7	1.3	3.4	37.9	2.0	4.4	7.0	8.5	12.7	22.1	4.1	10.4	3.7	15.4	11.7
52: Inner City Tenants	\$30,873	0.8	9.8	8.5	2.7	13.2	5.3	2.0	5.9	48.1	3.7	7.1	13.0	10.8	15.2	26.1	0.4	9.1	3.4	6.9	8.0
58: NeWest Residents	\$26,983	3.1	17.1	12.2	3.4	10.5	4.2	1.2	3.6	43.0	1.6	4.2	6.3	8.3	9.8	28.6	2.7	16.4	3.4	11.0	9.1
60: City Dimensions	\$26,283	1.5	9.6	15.4	3.0	12.3	4.8	1.6	3.9	44.8	3.1	5.4	10.0	9.6	12.7	26.1	1.2	9.1	3.3	12.6	10.0
61: High Rise Renters	\$23,377	0.1	4.7	5.0	2.2	11.8	6.6	2.5	6.8	56.5	3.8	6.3	14.3	10.2	15.0	34.8	0.2	4.4	2.1	4.5	8.2
L9: Family Portrait	\$55,580	1.4	8.3	10.7	3.6	12.1	6.0	2.3	7.1	43.3	5.2	12.8	18.2	11.5	15.7	17.5	0.6	6.7	4.0	6.4	6.6
12: Up and Coming Families	\$69,522	1.0	7.3	10.6	3.7	11.9	5.8	2.7	8.5	42.8	5.9	16.7	22.4	12.4	15.3	14.0	0.2	5.1	3.8	5.0	5.1
19: Milk and Cookies	\$57,170	0.9	7.8	10.2	3.5	12.7	6.5	2.5	7.4	42.9	5.5	12.3	18.5	11.6	17.4	16.5	0.2	6.2	4.5	6.2	6.6
21: Urban Villages	\$58,348	1.5	9.1	13.6	4.1	11.9	6.4	2.1	5.7	41.9	3.7	8.8	12.9	10.4	16.4	20.0	1.1	8.0	4.3	9.4	8.6
59: Southwestern Families	\$26,058	4.8	14.3	9.9	3.3	11.6	5.5	1.2	3.5	42.3	3.5	5.1	8.9	9.3	12.2	24.6	3.0	13.8	4.4	9.2	9.4
64: City Commons	\$16,339	0.7	4.8	8.8	1.9	11.9	5.4	1.4	4.4	56.6	4.2	4.9	11.6	10.8	14.8	34.1	0.5	4.7	2.0	7.8	8.9
L10: Traditional Living	\$44,169	1.1	7.2	12.6	3.0	12.4	5.5	2.2	6.2	44.8	5.1	10.5	18.2	10.8	16.1	18.8	0.4	6.1	3.8	8.0	7.1
24: Main Street, USA	\$50,987	0.9	8.2	11.7	3.2	12.8	5.4	2.2	6.6	43.9	5.1	11.1	17.9	11.0	16.2	18.5	0.5	6.8	4.0	7.3	6.7
32: Rustbelt Traditions	\$42,337	1.0	7.5	16.2	3.2	12.7	5.6	2.1	5.7	41.6	4.3	9.0	15.8	10.4	16.4	18.3	0.4	6.6	4.5	10.5	8.1
33: Midlife Junction	\$42,694	1.5	6.7	11.0	2.8	12.5	4.4	2.1	6.2	47.6	5.2	12.3	21.5	11.5	15.1	18.1	0.5	5.4	3.3	6.6	5.7
34: Family Foundations	\$38,460	0.3	4.6	8.9	2.2	10.5	8.4	2.5	6.3	49.5	6.9	8.8	16.8	9.5	18.1	23.5	0.1	4.2	2.8	6.6	9.7
L11: Factories & Farms	\$37,716	6.0	9.1	19.0	3.0	11.7	6.0	1.4	4.1	35.7	4.2	10.4	13.8	9.2	13.2	16.1	1.9	8.2	5.1	12.6	9.4
25: Salt of the Earth	\$48,409	3.9	8.7	20.5	3.1	11.5	6.0	1.5	4.6	36.2	4.1	11.2	15.9	9.4	14.0	14.6	1.3	7.4	5.3	12.2	8.8
37: Prairie Living	\$43,161	17.2	8.9	12.0	3.2	9.9	6.1	1.3	4.4	33.0	4.0	19.8	14.0	8.2	12.4	13.5	4.2	7.6	4.3	8.0	8.0
42: Southern Satellites	\$37,030	4.6	10.1	22.1	2.9	11.8	6.2	1.3	3.7	33.2	4.1	8.5	13.2	9.2	13.0	14.6	1.7	9.2	5.8	14.7	10.0
53: Home Town	\$29,688	1.9	8.4	19.0	2.9	13.0	5.2	1.6	4.0	40.2	3.8	6.2	10.8	10.2	13.5	22.0	0.8	8.1	4.4	14.0	10.2
56: Rural Bypasses	\$27,231	6.3	8.7	16.3	2.6	12.0	6.2	1.1	3.4	37.8	5.6	7.4	13.5	9.2	12.5	19.2	2.2	9.0	4.8	12.2	10.1
L12: American Quilt	\$41,953	4.2	10.4	11.8	3.0	12.2	5.8	1.6	5.1	40.7	5.2	11.4	16.2	10.5	13.9	17.3	1.4	8.9	4.9	7.9	7.6
26: Midland Crowd	\$47,544	3.3	10.2	12.3	3.3	12.2	5.9	1.7	5.5	40.2	5.4	12.0	17.2	10.7	14.7	15.9	1.1	8.3	5.2	7.7	7.3
31: Rural Resort Dwellers	\$45,733	4.8	11.1	8.6	2.3	11.8	4.8	1.8	5.8	44.0	5.1	14.3	18.6	11.2	12.4	17.5	1.8	8.8	4.0	5.7	5.6
41: Crossroads	\$37,185	3.4	11.0	12.9	3.1	13.0	5.9	1.6	4.6	40.1	4.5	8.3	12.1	10.2	14.2	20.2	1.4	9.9	5.2	9.5	8.9
46: Rooted Rural	\$37,032	5.9	10.0	12.6	2.7	12.0	6.2	1.4	4.2	39.5	5.5	10.6	15.6	9.8	13.3	17.5	1.8	9.0	5.1	8.7	8.5

* Segment 66, *Unclassified*, is not displayed in the Summary Table.

** 2005-2009 American Community Survey



2011 Tapestry™ Segmentation Summary Table

Housing Profile by LifeMode Groups

United States	Housing Type	Units in Structure (%)**										Year Structure Built (%)**					
		Home Ownership (%)	1, Detach-ed	1, Attach-ed	2	3 or 4	5 to 9	10 to 19	20+	Mobile Home	Other	2005 or later	2000 to 2004	1990 to 1999	1980 to 1989	1970 to 1979	1969 or Earlier
United States	—	64	61.6	5.7	3.9	4.5	4.9	4.5	8.1	6.8	0.1	2.9	8.4	14.2	14.4	16.7	43.4
L1: High Society	—	89	87.0	5.5	1.0	1.0	1.2	1.2	1.9	1.1	0.0	3.7	12.1	21.2	17.5	15.9	29.6
01: Top Rung	Single Family	91	89.9	3.9	0.8	0.7	0.7	0.9	2.9	0.3	0.0	2.1	6.9	15.6	13.8	12.4	49.2
02: Suburban Splendor	Single Family	92	89.6	5.2	0.7	0.8	1.0	0.9	1.2	0.6	0.0	2.9	10.4	24.1	25.6	17.4	19.6
03: Connoisseurs	Single Family	87	85.5	5.8	1.3	1.1	1.1	1.1	3.6	0.4	0.0	1.5	5.0	9.8	13.0	17.1	53.6
04: Boomburbs	Single Family	87	82.0	8.3	0.4	1.1	2.0	2.7	2.6	0.9	0.0	8.6	29.0	40.5	11.8	4.7	5.4
05: Wealthy Seaboard Suburbs	Single Family	87	87.9	4.5	2.5	1.1	0.8	0.8	1.7	0.5	0.0	1.4	3.8	5.9	8.6	14.2	66.2
06: Sophisticated Squires	Single Family	89	87.9	5.5	1.1	1.0	1.1	0.9	1.0	1.4	0.0	3.6	11.6	22.0	23.7	20.2	19.0
07: Exurbanites	Single Family	88	87.8	4.4	1.0	1.1	1.2	0.9	1.4	2.2	0.0	3.2	9.5	18.7	19.6	21.7	27.4
L2: Upscale Avenues	—	73	69.9	7.8	2.4	2.9	4.4	4.6	5.2	2.7	0.0	3.0	9.4	16.2	15.5	17.2	38.6
09: Urban Chic	Single Family; Multi-Units	65	61.3	9.5	4.1	4.6	5.1	4.8	9.5	1.1	0.1	1.9	6.2	11.9	13.8	15.6	50.6
10: Pleasant-Ville	Single Family	82	83.4	5.4	3.4	1.8	1.4	1.2	2.1	1.2	0.0	1.3	3.8	6.5	9.3	13.9	65.2
11: Pacific Heights	Single Family; Townhome	68	64.0	12.8	4.5	4.2	3.7	2.5	7.1	1.3	0.0	1.2	3.8	6.9	12.8	21.5	53.8
13: In Style	Single Family; Townhome	69	56.8	13.2	2.5	4.6	7.4	7.0	6.9	1.7	0.0	3.2	10.8	19.5	22.3	20.0	24.2
16: Enterprising Professionals	Multi-Units; Townhome	44	35.2	13.5	1.5	5.0	12.3	16.8	14.5	1.1	0.0	5.3	18.4	29.3	22.0	13.3	11.6
17: Green Acres	Single Family	86	86.4	2.1	1.3	1.0	0.9	0.5	0.5	7.1	0.1	4.3	12.3	20.8	15.0	17.6	30.0
18: Cozy and Comfortable	Single Family	84	86.5	4.5	2.1	1.5	1.5	1.1	1.2	1.6	0.0	1.8	5.0	8.7	10.3	19.3	55.0
L3: Metropolis	—	50	50.0	11.9	11.8	8.4	5.3	3.9	6.8	1.8	0.0	1.5	3.6	5.3	7.1	11.1	71.4
20: City Lights	Multi-Units	53	38.4	11.2	21.3	10.6	4.9	4.2	8.7	0.5	0.0	1.1	2.5	4.4	7.6	10.9	73.5
22: Metropolitanans	Single Family; Multi-Units	59	59.9	7.9	6.4	6.1	5.5	4.7	8.3	1.1	0.0	2.5	5.5	7.3	9.2	11.7	63.9
45: City Strivers	Multi-Unit Rentals	31	16.9	9.6	20.4	21.5	9.5	7.3	14.5	0.2	0.0	1.3	3.2	4.0	4.3	7.8	79.3
51: Metro City Edge	Single Family; Duplex	49	68.7	3.9	7.9	5.1	5.3	3.2	3.0	2.8	0.0	1.5	3.6	5.3	7.6	14.3	67.7
54: Urban Rows	Row House	52	7.9	73.5	7.2	4.9	2.6	1.4	2.3	0.2	0.0	0.6	1.5	2.3	2.5	4.4	88.8
62: Modest Income Homes	Single Family; Duplex	47	66.4	4.2	9.5	5.6	3.8	2.2	3.8	4.6	0.0	1.2	3.3	5.5	7.1	11.8	71.1
L4: Solo Acts	—	28	17.9	6.8	4.6	8.8	13.3	15.3	32.2	0.9	0.1	2.3	7.2	11.3	15.9	17.7	45.5
08: Laptops and Lattes	Multi-Unit Rentals	39	15.3	7.4	5.2	8.0	9.7	9.9	44.3	0.2	0.1	1.7	5.9	8.3	9.6	11.4	63.1
23: Trendsetters	Multi-Unit Rentals	32	21.4	8.2	9.0	14.3	14.1	11.4	21.0	0.6	0.1	1.6	4.3	6.4	10.2	14.7	62.8
27: Metro Renters	Multi-Unit Rentals	22	7.2	4.9	2.8	6.0	9.2	12.6	57.0	0.2	0.1	3.4	10.1	10.5	11.2	12.9	52.0
36: Old and Newcomers	Multi-Unit Rentals	36	29.1	8.1	5.1	9.0	13.1	13.4	20.3	1.9	0.1	2.0	5.8	11.1	17.1	21.8	42.1
39: Young and Restless	Multi-Unit Rentals	14	12.8	5.6	2.0	7.9	20.0	27.5	22.9	1.2	0.0	2.7	9.6	18.5	28.0	23.7	17.6
L5: Senior Styles	—	67	59.4	5.5	3.3	4.1	4.1	3.4	12.4	7.8	0.2	2.0	6.3	11.6	14.6	18.9	46.5
14: Prosperous Empty Nesters	Single Family	83	81.6	5.9	1.8	2.0	2.0	1.6	3.1	2.0	0.0	2.1	6.5	11.3	13.1	19.2	47.7
15: Silver and Gold	Single Family/Seasonal	82	61.9	8.5	2.3	3.5	4.0	3.7	12.3	3.7	0.1	3.5	13.3	21.7	23.0	18.1	20.4
29: Rustbelt Retirees	Single Family	79	83.5	4.0	2.8	2.1	1.8	1.3	2.2	2.2	0.0	1.3	3.4	5.9	7.5	13.8	68.0
30: Retirement Communities	Multi-Units	53	34.4	8.8	3.5	5.1	6.7	6.7	33.2	1.6	0.1	1.7	6.0	11.4	16.6	21.7	42.6
43: The Elders	Mixed/Seasonal	83	37.1	11.4	1.4	3.8	4.4	4.6	17.9	19.0	0.5	3.4	10.2	19.8	27.0	26.7	12.9
49: Senior Sun Seekers	Single Fam.; Mobile Home/Seasonal	77	51.3	2.6	1.3	2.1	2.0	1.7	2.5	35.8	0.7	3.4	9.4	18.1	22.1	23.7	23.3
50: Heartland Communities	Single Family	67	75.2	2.4	3.7	3.8	3.0	1.6	2.2	8.2	0.1	1.2	3.5	8.3	9.8	16.2	60.9
57: Simple Living	Multi-Units; Single Family	40	43.3	5.3	7.8	9.5	8.7	6.0	14.5	4.9	0.1	1.5	3.9	7.5	11.6	17.7	57.8
65: Social Security Set	High-Rise Rentals	14	11.0	4.2	5.0	7.2	7.6	8.4	55.3	1.2	0.1	1.5	4.1	5.4	10.7	19.8	58.5
L6: Scholars & Patriots	—	18	25.9	8.6	8.2	11.4	13.2	13.4	17.3	1.9	0.1	3.5	8.6	12.1	13.2	17.3	45.4
40: Military Proximity	Townhome; Multi-Unit Rentals	5	22.9	37.3	12.7	13.0	8.0	1.6	2.9	1.5	0.1	8.7	13.5	13.8	11.5	15.9	36.6
55: College Towns	Multi-Unit Rentals	26	32.4	5.9	8.5	11.6	12.5	12.1	14.6	2.3	0.1	2.6	7.3	10.9	12.6	16.4	50.2
63: Dorms to Diplomas	Multi-Unit Rentals	8	14.6	3.5	5.9	10.6	16.3	20.1	27.8	1.3	0.0	3.2	9.4	13.8	15.0	19.4	39.3



2011 Tapestry™ Segmentation Summary Table

Housing Profile by LifeMode Groups

United States	Housing Type	Units in Structure (%)**										Year Structure Built (%)**					
		Home Ownership (%)	1, Detach- ed	1, Attach- ed	2	3 or 4	5 to 9	10 to 19	20+	Mobile Home	Other	2005 or later	2000 to 2004	1990 to 1999	1980 to 1989	1970 to 1979	1969 or Earlier
United States	—	64	61.6	5.7	3.9	4.5	4.9	4.5	8.1	6.8	0.1	2.9	8.4	14.2	14.4	16.7	43.4
L7: High Hopes	—	47	49.3	7.9	6.8	8.1	9.4	8.5	6.8	3.0	0.1	3.2	8.6	12.4	16.0	18.1	41.7
28: Aspiring Young Families	Multi-Units; Townhome	47	45.6	9.8	3.4	6.9	11.1	11.2	8.5	3.3	0.1	4.5	12.5	17.4	22.0	21.7	22.0
48: Great Expectations	Single Family; Multi-Units	46	54.0	5.5	11.1	9.7	7.3	5.1	4.7	2.5	0.0	1.6	3.7	6.0	8.5	13.5	66.7
L8: Global Roots	—	32	33.2	6.1	8.5	11.0	10.3	9.6	18.3	3.0	0.1	2.1	5.1	7.2	11.8	16.7	57.1
35: International Marketplace	Multi-Unit Rentals	30	25.4	7.8	13.6	16.1	11.6	9.4	15.0	1.1	0.1	1.4	3.3	5.6	9.9	14.3	65.5
38: Industrious Urban Fringe	Single Family	62	71.9	5.2	3.6	3.8	3.3	2.8	3.4	5.9	0.1	4.2	9.9	10.9	14.5	17.7	42.9
44: Urban Melting Pot	Multi-Unit Rentals	24	7.9	5.8	13.0	13.3	9.6	7.7	42.5	0.2	0.0	0.8	2.1	3.4	5.6	8.9	79.2
47: Las Casas	Mixed	37	48.6	8.9	9.9	11.4	7.1	4.8	6.2	2.9	0.1	1.3	3.8	6.7	9.0	11.6	67.7
52: Inner City Tenants	Multi-Unit Rentals	20	18.7	5.8	4.3	11.2	18.5	19.6	18.6	3.2	0.1	2.2	5.3	9.7	19.8	27.1	35.8
58: NeWest Residents	Multi-Unit Rentals	17	19.2	5.4	6.8	13.6	16.1	16.1	19.5	3.1	0.1	1.8	4.5	6.7	13.4	20.9	52.7
60: City Dimensions	Multi-Unit Rentals	32	38.9	7.4	16.8	15.0	8.2	4.5	5.7	3.5	0.1	1.6	3.7	4.9	7.3	11.7	70.9
61: High Rise Renters	High-Rise Rentals	6	2.1	2.1	4.3	5.8	5.8	8.7	70.9	0.1	0.1	1.2	2.7	3.9	4.1	9.0	79.1
L9: Family Portrait	—	71	75.3	5.9	2.6	3.0	3.5	2.7	3.0	3.8	0.1	6.5	16.9	19.3	15.7	14.6	27.0
12: Up and Coming Families	Single Family	80	81.8	6.0	0.9	1.5	2.2	2.3	1.9	3.4	0.0	11.4	29.8	30.7	13.0	7.8	7.4
19: Milk and Cookies	Single Family	77	83.0	5.9	1.4	1.8	2.0	1.9	1.6	2.3	0.0	4.2	10.4	14.8	26.4	26.0	18.2
21: Urban Villages	Single Family	68	78.9	5.5	2.5	2.6	2.3	1.8	3.9	2.6	0.0	1.3	4.1	6.9	10.7	14.0	63.0
59: Southwestern Families	Single Family	61	71.7	3.4	3.6	3.4	2.5	1.5	2.6	11.0	0.3	2.6	6.9	11.2	12.9	15.0	51.3
64: City Commons	Multi-Unit Rentals	20	28.6	8.8	11.9	13.0	15.5	9.3	11.0	1.8	0.0	2.1	5.3	6.0	7.9	14.6	64.1
L10: Traditional Living	—	65	69.8	5.7	5.2	4.7	4.5	3.4	3.9	2.8	0.0	1.9	4.9	8.2	9.6	15.2	60.2
24: Main Street, USA	Single Family; Multi-Units	62	59.7	9.3	7.2	6.6	5.5	4.4	5.1	2.1	0.0	2.1	5.4	8.9	10.5	15.5	57.5
32: Rustbelt Traditions	Single Family	70	81.7	3.2	4.2	2.9	2.5	1.8	1.6	2.1	0.0	1.4	3.5	5.2	6.4	12.0	71.4
33: Midlife Junction	Single Family; Multi-Units	62	63.9	5.1	4.7	5.6	6.5	4.7	5.0	4.5	0.1	2.3	6.7	12.2	13.6	18.6	46.6
34: Family Foundations	Single Family	68	78.9	5.3	4.1	2.6	2.1	1.6	4.0	1.4	0.0	1.2	2.5	3.2	5.1	13.5	74.5
L11: Factories & Farms	—	76	74.0	1.2	2.0	1.7	1.3	0.7	0.6	18.4	0.1	2.0	6.4	15.5	13.2	17.1	45.9
25: Salt of the Earth	Single Family	84	83.2	1.3	1.5	1.1	0.8	0.4	0.3	11.3	0.0	2.3	7.5	15.8	12.5	18.0	43.9
37: Prairie Living	Single Family	81	84.7	0.9	0.8	1.0	0.8	0.4	0.3	11.0	0.1	1.7	5.4	11.5	10.4	15.9	55.2
42: Southern Satellites	Single Family; Mobile Home	79	66.5	0.7	1.0	0.9	0.8	0.3	0.3	29.4	0.1	2.5	8.3	21.2	16.7	18.0	33.3
53: Home Town	Single Family	54	73.1	2.8	6.0	4.7	3.7	2.0	2.1	5.6	0.1	1.2	3.1	5.8	7.2	12.0	70.8
56: Rural Bypasses	Single Family; Mobile Home	73	63.8	0.9	1.7	1.5	1.3	0.5	0.6	29.6	0.1	1.7	5.5	17.8	16.6	19.8	38.7
L12: American Quilt	—	78	68.0	1.5	1.3	1.3	1.2	0.8	0.9	24.7	0.2	3.6	10.2	20.9	17.6	18.3	29.3
26: Midland Crowd	Single Family; Mobile Home	80	69.0	1.5	1.3	1.3	1.2	0.7	0.6	24.2	0.2	5.3	13.9	24.1	17.4	17.0	22.4
31: Rural Resort Dwellers	Single Fam.; Mobile Home/Seasonal	80	78.3	1.8	1.4	1.5	1.4	1.1	1.5	12.8	0.2	2.5	8.4	18.9	18.3	18.2	33.7
41: Crossroads	Mobile Home	69	42.0	2.1	1.5	1.9	2.0	1.5	1.5	47.0	0.4	4.3	11.3	23.1	19.6	20.2	21.5
46: Rooted Rural	Single Family; Mobile Home	81	71.4	0.9	1.0	0.9	0.7	0.3	0.4	24.2	0.2	2.2	7.0	18.1	16.2	18.7	37.8

* Segment 66, *Unclassified*, is not displayed in the Summary Table.

** 2005-2009 American Community Survey