



2011 Tapestry™ Segmentation Summary Table

Demographic Profile

	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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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



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	Households	Population	2010-2011 Ann.	Household Type	Average HH Size	Diversity Index***	Median Age	Population by Age (%)				Marital Status (%)**		
			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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
54: Urban Rows	441,565	1,241,499	0.30	Family Mix	2.75	63	32.5	27.4	38.4	23.9	10.2	51.7	30.2	18.1
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
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
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
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
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
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
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
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
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
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

*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

	School Enrollment (%)**								By Sex and Type of School				Educational Attainment (%)**						
	By Level of School				By Sex and Type of School				Male		Female		Educational Attainment (%)**						
	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 Graduate	Some College/ No Degree	Associate Degree	Bachelor's Degree	Grad/Prof Degree	
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	
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	
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	
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	
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	
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	
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	
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	
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	
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	
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	
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	
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	
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	
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	
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	
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	
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	
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	
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	
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	
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	



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Education Profile

	School Enrollment (%)**																	
	By Level of School							By Sex and Type of School				Educational Attainment (%)**						
	Nursery/ Preschool	Kindergarten	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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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

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

** 2005-2009 American Community Survey



2011 Tapestry™ Segmentation Summary Table

Economic Profile

	Employment by Industry (%)**											Employment by Occupation (%)**									
	Median HH Income	Agriculture/Mining	Construction	Manufacturing	Wholesale Trade	Retail Trade	Transport/Utilities	Information	Finance/Ins/Rental 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
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
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
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
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
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
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
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
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
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
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
22: Metropolitans	\$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
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
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
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
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
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
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
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
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
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
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



2011 Tapestry™ Segmentation Summary Table

Economic Profile

	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/Business/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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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

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

** 2005-2009 American Community Survey



2011 Tapestry™ Segmentation Summary Table

Housing Profile

United States	Housing Type	Home Ownership (%)	Units in Structure (%)**									Year Structure Built (%)**					
			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
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
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
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
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
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
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
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
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
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
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
22: Metropolitans	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
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
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
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
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
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
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
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
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
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
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



2011 Tapestry™ Segmentation Summary Table

Housing Profile

	Housing Type	Home Ownership (%)	Units in Structure (%)**									Year Structure Built (%)**					
			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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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

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