



2011 Tapestry™ Segmentation Summary Table

Demographic Profile by Urbanization 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
U1: Principal Urban Centers I	9,892,747	25,526,458	0.51	—	2.53	80	34.6	20.0	45.5	23.6	10.9	40.3	45.2	14.5
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
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
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
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
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
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
U2: Principal Urban Centers II	5,649,199	16,894,786	-0.13	—	2.90	88	30.1	29.1	41.1	20.6	9.2	46.8	37.0	16.2
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
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
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
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
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
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
U3: Metro Cities I	14,259,937	37,934,981	0.65	—	2.62	55	39.1	23.5	34.9	28.7	12.9	28.6	56.9	14.5
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
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
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
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
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
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
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
U4: Metro Cities II	12,957,164	31,236,416	0.06	—	2.30	72	31.4	21.8	45.6	21.0	11.5	41.9	38.9	19.2
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
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
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
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
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
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
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
U5: Urban Outskirts I	12,295,186	34,694,483	0.7	—	2.79	66	34.3	28.0	37.6	24.6	9.8	30.3	52.9	16.7
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
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
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
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



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	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
U6: Urban Outskirts II	6,015,637	16,237,054	-0.04	—	2.57	77	30.9	25.0	41.2	21.8	11.9	43.2	37.0	19.9
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
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
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
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
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
U7: Suburban Periphery I	18,957,567	51,509,110	1.04	—	2.69	43	40.4	24.9	31.7	29.8	13.6	23.6	62.6	13.8
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
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
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
U8: Suburban Periphery II	10,543,243	25,912,377	0.24	—	2.38	42	41.1	21.5	33.1	26.5	18.9	26.4	53.3	20.3
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
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
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
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
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
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
U9: Small Towns	5,438,746	13,597,791	0.31	—	2.42	49	40.7	22.7	32.4	26.6	18.2	25.0	52.6	22.4
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
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
U10: Rural I	12,517,314	32,998,777	0.77	—	2.60	26	41.9	23.5	30.8	31.1	14.6	22.1	62.4	15.5
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
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
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
U11: Rural II	8,928,665	23,184,163	0.34	—	2.53	36	41.3	23.2	31.7	29.4	15.7	23.5	58.3	18.2
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
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
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

* 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 Urbanization Groups

	School Enrollment (%)**														Educational Attainment (%)**					
	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
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		
U1: Principal Urban Centers I	1.6	1.2	9.1	5.1	6.6	2.6	73.9	37.6	11.4	38.3	12.6	9.2	8.0	22.4	16.4	6.4	22.9	14.6		
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		
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		
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		
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		
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		
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		
U2: Principal Urban Centers II	2.0	1.8	13.7	7.2	5.2	0.7	69.3	43.5	5.1	45.3	6.1	19.9	18.1	30.5	15.5	4.9	7.8	3.4		
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		
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		
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		
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		
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		
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		
U3: Metro Cities I	2.1	1.4	11.2	6.0	6.1	1.8	71.5	37.7	11.8	37.7	12.7	2.9	4.6	20.8	19.5	7.5	26.2	18.6		
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		
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		
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		
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		
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		
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		
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		
U4: Metro Cities II	1.5	1.3	9.5	4.9	11.3	1.9	69.6	41.1	7.4	42.9	8.6	6.3	9.8	29.1	22.4	7.4	16.4	8.6		
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		
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		
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		
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		
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		
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		
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		
U5: Urban Outskirts I	2.0	1.7	12.9	6.5	5.2	1.0	70.7	42.3	7.1	42.9	7.8	6.8	9.5	30.0	21.2	7.7	16.6	8.2		
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		
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		
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		
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		



2011 Tapestry™ Segmentation Summary Table

Education Profile by Urbanization Groups

	School Enrollment (%)**														Educational Attainment (%)**						
	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			
U6: Urban Outskirts II	1.7	1.5	11.7	6.2	9.9	1.3	67.7	43.2	5.7	44.6	6.6	13.1	16.1	32.9	18.6	5.5	8.9	4.9			
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			
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			
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			
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			
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			
U7: Suburban Periphery I	2.0	1.4	12.1	6.5	5.2	1.4	71.4	40.0	9.8	39.8	10.4	2.3	4.3	22.5	21.7	8.6	25.4	15.1			
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			
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			
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			
U8: Suburban Periphery II	1.5	1.3	9.9	5.4	5.2	0.9	75.8	41.8	7.8	41.9	8.5	4.6	9.1	34.2	22.3	8.1	14.3	7.5			
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			
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			
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			
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			
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			
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			
U9: Small Towns	1.4	1.3	10.4	5.5	3.8	0.5	77.0	44.9	4.7	45.2	5.2	7.4	12.9	38.4	21.1	7.0	8.9	4.3			
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			
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			
U10: Rural I	1.5	1.3	11.3	6.3	3.9	0.7	74.9	42.7	7.1	42.7	7.5	4.1	8.7	36.4	21.8	8.5	13.6	6.9			
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			
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			
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			
U11: Rural II	1.3	1.3	11.1	6.1	3.4	0.5	76.4	44.6	5.1	44.8	5.6	8.7	13.8	40.4	18.6	6.6	8.1	3.8			
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			
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			
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			
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			

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

** 2005-2009 American Community Survey



2011 Tapestry™ Segmentation Summary Table

Economic Profile by Urbanization 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
U1: Principal Urban Centers I	\$54,933	0.5	6.1	8.5	3.2	10.0	4.7	3.8	8.7	50.4	3.9	15.6	24.8	11.2	13.5	17.4	0.3	5.1	2.4	4.8	4.9
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
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
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
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
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
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
U2: Principal Urban Centers II	\$26,004	2.0	9.3	10.6	3.0	10.9	5.8	1.7	5.0	48.1	3.6	6.0	11.3	9.2	13.8	28.1	1.7	8.8	2.8	9.0	9.1
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
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
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
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
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
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
U3: Metro Cities I	\$76,122	0.6	6.0	8.6	3.4	10.4	4.4	3.3	9.5	48.7	5.0	19.4	27.8	12.4	13.7	12.7	0.2	4.1	2.6	3.4	3.7
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
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
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
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
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
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
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
U4: Metro Cities II	\$38,402	0.8	6.8	8.9	2.8	12.7	5.0	2.5	7.0	49.0	4.5	10.9	19.4	11.6	15.9	20.7	0.4	5.8	3.0	5.9	6.4
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
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
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
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
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
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
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
U5: Urban Outskirts I	\$51,313	1.4	7.9	12.6	3.5	12.2	5.2	2.4	7.0	43.4	4.5	12.9	18.6	11.5	14.7	17.3	0.7	6.5	3.6	7.4	6.7
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
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
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
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



2011 Tapestry™ Segmentation Summary Table

Economic Profile by Urbanization Groups

	Employment by Industry (%)**											Employment by Occupation (%)**									
	Median HH Income	Agriculture/Min.	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
U6: Urban Outskirts II	\$26,950	1.9	7.6	10.2	2.5	12.3	4.9	1.8	4.4	50.3	4.1	6.9	15.3	10.4	14.1	25.7	1.1	7.1	3.1	8.1	8.1
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
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
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
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
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
U7: Suburban Periphery I	\$76,473	0.9	6.6	10.3	3.6	11.1	4.8	2.6	8.9	45.8	5.3	19.3	26.0	12.9	13.9	12.4	0.2	4.3	2.9	3.9	4.0
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
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
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
U8: Suburban Periphery II	\$44,693	1.2	6.8	12.9	3.1	12.5	5.1	2.1	6.3	44.8	5.3	11.4	19.5	11.3	15.8	17.6	0.4	5.7	3.9	7.9	6.6
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
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
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
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
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
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
U9: Small Towns	\$35,561	3.4	9.2	12.8	2.8	13.1	5.6	1.6	4.8	41.8	4.9	9.1	14.5	10.5	14.0	20.3	1.2	8.3	4.6	9.1	8.3
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
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
U10: Rural I	\$51,381	3.5	9.6	14.7	3.2	11.7	5.7	1.7	5.5	39.6	4.9	13.1	17.9	10.4	14.2	15.0	1.2	7.7	4.9	8.5	7.1
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
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
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
U11: Rural II	\$36,193	7.6	9.6	16.5	2.9	11.6	6.2	1.3	3.9	35.8	4.7	10.9	14.1	9.2	12.9	16.0	2.3	8.8	5.2	11.3	9.2
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
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
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

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

** 2005-2009 American Community Survey



2011 Tapestry™ Segmentation Summary Table

Housing Profile by Urbanization Groups

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
U1: Principal Urban Centers I	—	39	28.9	7.7	8.9	9.7	8.7	8.2	27.1	0.8	0.1	1.7	5.0	6.9	9.8	13.4	63.2
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
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
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
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
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
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
U2: Principal Urban Centers II	—	23	20.4	12.0	9.4	11.6	10.1	8.9	26.0	1.6	0.1	1.5	3.8	5.3	8.2	13.8	67.4
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
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
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
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
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
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
U3: Metro Cities I	—	72	71.9	7.3	2.7	2.9	3.9	4.4	5.7	1.1	0.0	2.7	8.0	13.1	15.5	16.2	44.5
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
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
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
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
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
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
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
U4: Metro Cities II	—	37	33.8	7.4	5.0	8.2	12.2	13.2	17.7	2.3	0.1	2.5	7.3	12.1	17.9	21.1	39.1
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
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
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
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
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
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
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
U5: Urban Outskirts I	—	67	70.5	6.3	5.2	4.7	4.0	3.3	3.4	2.6	0.0	3.5	10.1	14.1	10.1	12.5	49.8
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
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
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
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



2011 Tapestry™ Segmentation Summary Table

Housing Profile by Urbanization Groups

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
U6: Urban Outskirts II	—	44	56.1	4.6	7.5	7.1	6.5	4.9	8.0	5.2	0.1	1.8	4.8	7.9	10.3	15.2	60.0
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
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
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
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
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
U7: Suburban Periphery I	—	83	78.9	6.9	1.4	2.0	2.7	2.4	3.5	2.2	0.0	5.0	14.6	21.9	19.2	17.0	22.4
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
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
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
U8: Suburban Periphery II	—	70	72.0	5.5	3.8	3.7	3.7	2.6	4.0	4.6	0.1	2.0	5.4	9.6	11.5	17.2	54.4
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
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
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
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
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
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
U9: Small Towns	—	70	59.0	2.4	2.4	2.8	2.4	1.6	2.1	27.0	0.3	2.7	7.4	15.3	16.0	19.4	39.2
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
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
U10: Rural I	—	83	79.1	1.7	1.4	1.2	1.1	0.7	0.7	14.0	0.1	3.7	10.7	20.0	15.8	17.7	32.2
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
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
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
U11: Rural II	—	78	70.3	0.8	1.1	1.0	0.9	0.4	0.4	25.0	0.1	2.1	6.9	18.0	15.6	18.2	39.2
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
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
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

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

** 2005-2009 American Community Survey