



2012 Tapestry™ Segmentation Summary Table

Demographic Profile by LifeMode Groups

| | 2010-2012 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 | 118,208,713 | 313,129,017 | 0.63 | — | 2.58 | 61 | 37.3 | 23.6 | 36.4 | 26.4 | 13.5 | 31.0 | 52.4 | 16.6 |
| L1: High Society | 14,849,520 | 42,703,989 | 0.77 | — | 2.85 | 40 | 42.0 | 25.9 | 28.8 | 32.4 | 12.9 | 22.6 | 66.3 | 11.2 |
| 01: Top Rung | 1,063,035 | 3,131,481 | 0.46 | Married Couple Families | 2.90 | 36 | 45.0 | 27.0 | 23.0 | 34.6 | 15.3 | 21.9 | 69.0 | 9.1 |
| 02: Suburban Splendor | 1,996,874 | 5,870,419 | 0.69 | Married Couple Families | 2.92 | 34 | 43.4 | 26.5 | 26.0 | 35.9 | 11.5 | 22.0 | 68.9 | 9.1 |
| 03: Connoisseurs | 1,489,172 | 3,978,932 | 0.50 | Married Couple Families | 2.63 | 38 | 47.7 | 22.1 | 23.7 | 34.1 | 20.2 | 21.5 | 65.6 | 12.8 |
| 04: Boomburbs | 2,799,053 | 8,687,350 | 1.44 | Married Couples w/Kids | 3.10 | 51 | 36.1 | 32.0 | 34.5 | 26.9 | 6.6 | 21.7 | 69.1 | 9.2 |
| 05: Wealthy Seaboard Suburbs | 1,665,496 | 4,811,194 | 0.35 | Married Couple Families | 2.85 | 47 | 43.2 | 23.3 | 29.4 | 31.1 | 16.2 | 25.1 | 61.9 | 13.1 |
| 06: Sophisticated Squires | 2,927,290 | 8,571,774 | 0.67 | Married Couple Families | 2.91 | 40 | 40.0 | 25.8 | 32.0 | 32.0 | 10.2 | 24.5 | 63.9 | 11.6 |
| 07: Exurbanites | 2,908,600 | 7,652,839 | 0.74 | Married Couple Families | 2.60 | 27 | 46.6 | 21.6 | 25.8 | 35.4 | 17.2 | 21.0 | 66.2 | 12.8 |
| L2: Upscale Avenues | 15,638,217 | 40,948,286 | 0.65 | — | 2.59 | 50 | 40.3 | 22.3 | 34.4 | 29.4 | 13.9 | 27.0 | 57.7 | 15.2 |
| 09: Urban Chic | 1,659,019 | 4,061,346 | 0.60 | Mixed | 2.40 | 48 | 43.0 | 20.5 | 32.4 | 31.0 | 16.1 | 28.1 | 55.6 | 16.3 |
| 10: Pleasant-Ville | 1,933,930 | 5,610,121 | 0.33 | Married Couple Families | 2.86 | 61 | 40.8 | 22.4 | 33.8 | 29.5 | 14.3 | 29.0 | 56.0 | 15.0 |
| 11: Pacific Heights | 802,464 | 2,599,051 | 0.54 | Married Couple Families | 3.20 | 77 | 40.1 | 21.2 | 35.7 | 28.4 | 14.7 | 31.4 | 55.2 | 13.4 |
| 13: In Style | 2,733,248 | 6,655,973 | 0.64 | Mixed | 2.40 | 43 | 40.8 | 21.7 | 34.1 | 29.4 | 14.7 | 26.9 | 56.0 | 17.1 |
| 16: Enterprising Professionals | 2,234,730 | 5,214,931 | 1.19 | Mixed | 2.31 | 67 | 32.8 | 22.5 | 47.7 | 22.1 | 7.8 | 34.8 | 50.0 | 15.3 |
| 17: Green Acres | 3,647,276 | 9,943,553 | 0.81 | Married Couple Families | 2.70 | 22 | 42.3 | 23.9 | 30.1 | 32.4 | 13.6 | 21.5 | 65.4 | 13.1 |
| 18: Cozy and Comfortable | 2,627,550 | 6,863,311 | 0.39 | Married Couple Families | 2.58 | 40 | 42.0 | 21.9 | 32.0 | 29.7 | 16.3 | 25.5 | 57.9 | 16.6 |
| L3: Metropolis | 6,293,430 | 16,428,940 | 0.32 | — | 2.55 | 71 | 35.4 | 24.0 | 38.3 | 25.6 | 12.2 | 42.5 | 39.0 | 18.4 |
| 20: City Lights | 1,261,445 | 3,449,489 | 0.39 | Mixed | 2.69 | 75 | 38.5 | 21.5 | 37.7 | 27.0 | 13.8 | 34.4 | 49.6 | 16.1 |
| 22: Metropolitans | 1,683,059 | 3,711,041 | 0.75 | Singles; Shared | 2.13 | 40 | 37.1 | 17.2 | 43.4 | 26.5 | 12.9 | 36.7 | 46.3 | 17.0 |
| 45: City Strivers | 791,484 | 2,212,097 | 0.60 | Family Mix | 2.74 | 62 | 33.8 | 25.8 | 39.1 | 24.7 | 10.4 | 49.9 | 33.9 | 16.2 |
| 51: Metro City Edge | 1,021,841 | 2,925,229 | -0.02 | Family Mix | 2.83 | 55 | 31.0 | 30.8 | 36.5 | 23.4 | 9.2 | 47.0 | 33.5 | 19.5 |
| 54: Urban Rows | 441,154 | 1,243,640 | 0.25 | Family Mix | 2.76 | 64 | 32.6 | 27.2 | 38.3 | 24.0 | 10.5 | 52.3 | 30.2 | 17.5 |
| 62: Modest Income Homes | 1,094,447 | 2,887,444 | -0.15 | Other Family HHs; Singles | 2.53 | 43 | 36.3 | 25.7 | 33.9 | 26.2 | 14.3 | 46.4 | 29.7 | 24.0 |
| L4: Solo Acts | 8,700,287 | 17,394,606 | 0.82 | — | 1.94 | 65 | 33.4 | 15.2 | 52.3 | 21.6 | 11.0 | 45.7 | 37.1 | 17.2 |
| 08: Laptops and Lattes | 1,198,523 | 2,338,816 | 0.77 | Singles; Shared | 1.89 | 47 | 37.6 | 12.9 | 48.5 | 24.5 | 14.1 | 43.2 | 42.8 | 14.0 |
| 23: Trendsetters | 1,373,765 | 3,013,680 | 0.87 | Singles; Shared | 2.15 | 70 | 34.8 | 15.9 | 50.6 | 23.2 | 10.3 | 45.0 | 40.2 | 14.9 |
| 27: Metro Renters | 1,947,878 | 3,381,389 | 1.05 | Singles; Shared | 1.64 | 59 | 32.1 | 7.5 | 64.9 | 18.6 | 9.0 | 56.7 | 29.4 | 13.9 |
| 36: Old and Newcomers | 2,413,699 | 4,978,511 | 0.57 | Singles; Shared | 2.00 | 58 | 36.4 | 17.3 | 43.2 | 24.5 | 15.0 | 38.8 | 38.8 | 22.4 |
| 39: Young and Restless | 1,766,422 | 3,682,210 | 0.94 | Singles; Shared | 2.05 | 77 | 28.9 | 20.4 | 56.7 | 17.1 | 5.8 | 47.3 | 35.5 | 17.2 |
| L5: Senior Styles | 14,932,724 | 33,373,821 | 0.43 | — | 2.15 | 40 | 48.5 | 17.4 | 28.3 | 28.1 | 26.2 | 24.4 | 52.1 | 23.5 |
| 14: Prosperous Empty Nesters | 2,465,866 | 5,979,492 | 0.56 | Married Couples w/No Kids | 2.37 | 30 | 48.2 | 18.8 | 26.8 | 31.2 | 23.2 | 21.9 | 60.5 | 17.6 |
| 15: Silver and Gold | 1,215,465 | 2,477,076 | 0.61 | Married Couples w/No Kids | 2.01 | 21 | 60.9 | 10.8 | 16.4 | 32.4 | 40.4 | 14.4 | 65.6 | 20.0 |
| 29: Rustbelt Retirees | 2,311,539 | 5,557,930 | 0.31 | MC w/No Kids; Singles | 2.36 | 34 | 44.6 | 19.7 | 30.8 | 28.6 | 20.9 | 25.0 | 54.3 | 20.7 |
| 30: Retirement Communities | 1,892,521 | 3,845,942 | 0.48 | Singles | 1.93 | 43 | 50.9 | 14.2 | 28.8 | 26.1 | 30.9 | 26.9 | 45.4 | 27.7 |
| 43: The Elders | 757,866 | 1,273,426 | 0.48 | MC w/No Kids; Singles | 1.65 | 20 | 71.2 | 3.2 | 6.9 | 21.7 | 68.3 | 8.6 | 59.8 | 31.6 |
| 49: Senior Sun Seekers | 1,357,097 | 3,057,817 | 0.53 | MC w/No Kids; Singles | 2.17 | 40 | 52.5 | 15.6 | 24.6 | 30.3 | 29.5 | 20.3 | 55.2 | 24.5 |
| 50: Heartland Communities | 2,397,723 | 5,825,220 | 0.29 | Mixed | 2.34 | 34 | 41.8 | 22.1 | 31.7 | 26.6 | 19.6 | 24.7 | 51.7 | 23.6 |
| 57: Simple Living | 1,651,945 | 3,665,186 | 0.25 | Singles | 2.11 | 56 | 40.0 | 20.5 | 35.1 | 24.9 | 19.5 | 33.3 | 38.7 | 27.9 |
| 65: Social Security Set | 882,702 | 1,691,732 | 0.57 | Singles | 1.65 | 73 | 44.4 | 12.3 | 38.3 | 26.0 | 23.4 | 42.8 | 26.5 | 30.7 |



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Demographic Profile by LifeMode Groups

| | 2010-2012 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 | 118,208,713 | 313,129,017 | 0.63 | — | 2.58 | 61 | 37.3 | 23.6 | 36.4 | 26.4 | 13.5 | 31.0 | 52.4 | 16.6 |
| L6: Scholars & Patriots | 1,894,807 | 5,739,782 | 1.13 | — | 2.26 | 55 | 23.0 | 11.7 | 75.5 | 8.6 | 4.3 | 70.6 | 22.3 | 7.1 |
| 40: Military Proximity | 188,124 | 862,202 | 2.35 | Married Couples w/Kids | 3.33 | 66 | 22.5 | 30.9 | 64.9 | 3.7 | 0.5 | 40.5 | 55.3 | 4.2 |
| 55: College Towns | 1,112,069 | 2,761,797 | 0.86 | Singles; Shared | 2.11 | 52 | 24.4 | 11.6 | 67.2 | 13.9 | 7.2 | 63.9 | 24.9 | 11.2 |
| 63: Dorms to Diplomas | 594,614 | 2,115,783 | 0.98 | Shared; Singles | 2.19 | 52 | 21.9 | 3.9 | 90.5 | 3.7 | 1.9 | 88.6 | 8.3 | 3.1 |
| L7: High Hopes | 4,781,548 | 12,064,850 | 0.62 | — | 2.48 | 67 | 31.9 | 25.6 | 42.7 | 22.5 | 9.3 | 36.1 | 44.8 | 19.1 |
| 28: Aspiring Young Families | 2,773,142 | 7,225,056 | 0.83 | Family Mix | 2.58 | 72 | 31.1 | 26.9 | 43.3 | 21.6 | 8.2 | 35.1 | 47.2 | 17.7 |
| 48: Great Expectations | 2,008,406 | 4,839,794 | 0.32 | Mixed | 2.35 | 59 | 33.2 | 23.6 | 41.7 | 23.8 | 10.9 | 37.4 | 41.5 | 21.1 |
| L8: Global Roots | 9,852,714 | 30,880,259 | 0.47 | — | 3.09 | 88 | 29.9 | 29.4 | 42.5 | 20.1 | 8.0 | 41.5 | 44.0 | 14.5 |
| 35: International Marketplace | 1,545,830 | 4,747,373 | 0.42 | Family Mix | 3.04 | 88 | 32.0 | 25.9 | 44.0 | 21.8 | 8.3 | 41.1 | 45.0 | 13.9 |
| 38: Industrious Urban Fringe | 2,048,296 | 7,173,842 | 0.85 | Family Mix | 3.48 | 83 | 29.5 | 32.3 | 39.5 | 20.3 | 7.9 | 35.2 | 50.6 | 14.3 |
| 44: Urban Melting Pot | 798,585 | 2,188,664 | 0.47 | Mixed | 2.69 | 80 | 36.4 | 20.5 | 41.2 | 24.6 | 13.6 | 36.5 | 49.5 | 14.0 |
| 47: Las Casas | 877,032 | 3,668,811 | 0.32 | Family Mix | 4.14 | 86 | 27.8 | 32.9 | 42.5 | 18.1 | 6.4 | 43.7 | 46.4 | 9.9 |
| 52: Inner City Tenants | 1,661,326 | 4,185,344 | 0.46 | Mixed | 2.47 | 84 | 28.9 | 27.6 | 46.5 | 19.0 | 6.9 | 44.6 | 37.1 | 18.2 |
| 58: NeWest Residents | 1,138,317 | 3,868,381 | 0.27 | Family Mix | 3.36 | 87 | 27.4 | 32.8 | 44.9 | 16.6 | 5.7 | 44.3 | 43.5 | 12.3 |
| 60: City Dimensions | 1,022,487 | 2,904,144 | 0.21 | Mixed | 2.77 | 83 | 29.6 | 30.1 | 40.7 | 21.0 | 8.2 | 43.5 | 37.2 | 19.4 |
| 61: High Rise Renters | 760,841 | 2,143,700 | 0.31 | Other Family HHs; Singles | 2.76 | 89 | 31.9 | 26.7 | 40.8 | 22.4 | 10.1 | 51.0 | 33.8 | 15.2 |
| L9: Family Portrait | 10,475,610 | 32,684,944 | 1.02 | — | 3.10 | 76 | 32.3 | 30.2 | 38.8 | 22.9 | 8.1 | 31.0 | 55.0 | 14.0 |
| 12: Up and Coming Families | 4,835,918 | 14,694,560 | 1.57 | Married Couples w/Kids | 3.02 | 61 | 32.6 | 31.0 | 39.9 | 22.4 | 6.8 | 25.2 | 62.5 | 12.3 |
| 19: Milk and Cookies | 2,610,601 | 7,629,192 | 0.66 | Married Couples w/Kids | 2.91 | 70 | 34.2 | 27.6 | 37.7 | 25.8 | 8.9 | 29.5 | 55.1 | 15.4 |
| 21: Urban Villages | 1,042,505 | 4,000,401 | 0.53 | Family Mix | 3.81 | 87 | 33.0 | 27.3 | 39.5 | 23.4 | 9.8 | 36.6 | 50.7 | 12.7 |
| 59: Southwestern Families | 1,177,456 | 4,141,308 | 0.80 | Family Mix | 3.47 | 68 | 29.4 | 32.6 | 37.2 | 20.4 | 9.9 | 34.6 | 50.4 | 15.0 |
| 64: City Commons | 809,130 | 2,219,483 | 0.05 | Single Parent Fams; Singles | 2.64 | 49 | 26.7 | 34.1 | 37.7 | 19.8 | 8.4 | 56.5 | 24.2 | 19.3 |
| L10: Traditional Living | 9,508,905 | 24,069,446 | 0.35 | — | 2.48 | 56 | 38.0 | 23.2 | 35.5 | 26.3 | 15.0 | 30.9 | 48.6 | 20.4 |
| 24: Main Street, USA | 2,646,480 | 6,896,820 | 0.39 | Mixed | 2.57 | 58 | 36.9 | 23.6 | 37.3 | 26.2 | 12.9 | 31.9 | 49.5 | 18.7 |
| 32: Rustbelt Traditions | 2,857,190 | 7,338,510 | 0.22 | Mixed | 2.54 | 50 | 36.0 | 25.0 | 36.6 | 25.4 | 13.0 | 29.5 | 50.1 | 20.4 |
| 33: Midlife Junction | 3,016,293 | 7,127,452 | 0.51 | Mixed | 2.27 | 38 | 41.1 | 20.6 | 33.9 | 26.7 | 18.8 | 27.6 | 50.8 | 21.6 |
| 34: Family Foundations | 988,942 | 2,706,664 | 0.19 | Family Mix | 2.70 | 41 | 39.5 | 24.0 | 32.6 | 27.7 | 15.7 | 41.0 | 37.1 | 21.9 |
| L11: Factories & Farms | 11,055,842 | 29,002,982 | 0.37 | — | 2.57 | 38 | 40.4 | 23.9 | 32.3 | 28.8 | 15.1 | 24.8 | 56.9 | 18.3 |
| 25: Salt of the Earth | 3,147,585 | 8,220,261 | 0.42 | Married Couple Families | 2.57 | 17 | 43.0 | 22.5 | 30.2 | 31.1 | 16.2 | 21.7 | 62.5 | 15.8 |
| 37: Prairie Living | 1,380,937 | 3,568,776 | 0.50 | Married Couple Families | 2.54 | 22 | 43.3 | 23.8 | 28.2 | 30.6 | 17.4 | 20.5 | 64.7 | 14.7 |
| 42: Southern Satellites | 3,095,808 | 8,160,327 | 0.43 | Married Couple Families | 2.60 | 32 | 39.9 | 24.2 | 32.8 | 28.5 | 14.6 | 22.7 | 58.9 | 18.4 |
| 53: Home Town | 1,680,999 | 4,395,845 | 0.09 | Mixed | 2.56 | 62 | 33.9 | 26.7 | 37.1 | 24.1 | 12.1 | 32.2 | 44.2 | 23.5 |
| 56: Rural Bypasses | 1,750,513 | 4,657,773 | 0.36 | Family Mix | 2.53 | 56 | 40.0 | 23.0 | 33.5 | 28.4 | 15.1 | 30.4 | 48.9 | 20.7 |
| L12: American Quilt | 10,223,167 | 26,836,646 | 0.80 | — | 2.57 | 42 | 40.9 | 23.3 | 32.1 | 29.4 | 15.1 | 23.5 | 58.7 | 17.8 |
| 26: Midland Crowd | 3,791,597 | 10,406,831 | 1.06 | Married Couple Families | 2.71 | 40 | 38.1 | 25.6 | 34.0 | 28.1 | 12.3 | 23.3 | 60.5 | 16.2 |
| 31: Rural Resort Dwellers | 1,989,767 | 4,664,028 | 0.53 | Married Couples w/No Kids | 2.30 | 25 | 50.0 | 17.6 | 25.1 | 35.4 | 21.9 | 20.0 | 62.0 | 18.0 |
| 41: Crossroads | 1,712,216 | 4,830,470 | 0.87 | Family Mix | 2.75 | 67 | 33.7 | 27.3 | 37.7 | 24.4 | 10.6 | 29.8 | 50.9 | 19.2 |
| 46: Rooted Rural | 2,729,587 | 6,935,317 | 0.53 | Married Couple Families | 2.46 | 30 | 44.1 | 20.9 | 30.2 | 30.9 | 18.0 | 22.2 | 58.9 | 18.9 |

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

** 2006-2010 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.



2012 Tapestry™ Segmentation Summary Table

Education Profile by LifeMode Groups

| | School Enrollment (%)** | | | | | | | | By Sex and Type of School | | | | Educational Attainment (%)** | | | | | |
|------------------------------------|-------------------------|-------------------|-----------|------------|---------|---------------------|---------------------------|------------------|---------------------------|------------------|-------------------|------------------------|-------------------------------|-------------------------|-------------------------------|---------------------|----------------------|---------------------|
| | By Level of School | | | | | | | | Male | | Female | | | | | | | |
| | 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 | 72.3 | 41.3 | 8.0 | 41.9 | 8.9 | 6.2 | 8.7 | 29.0 | 20.6 | 7.5 | 17.6 | 10.3 |
| L1: High Society | 2.3 | 1.5 | 13.1 | 7.1 | 5.0 | 1.4 | 69.7 | 38.6 | 11.5 | 37.8 | 12.1 | 1.7 | 2.9 | 17.8 | 18.7 | 7.8 | 30.0 | 21.0 |
| 01: Top Rung | 2.7 | 1.6 | 14.2 | 7.6 | 4.9 | 1.4 | 67.6 | 32.8 | 17.3 | 31.9 | 18.1 | 0.9 | 1.3 | 8.2 | 11.2 | 4.5 | 36.3 | 37.7 |
| 02: Suburban Splendor | 2.3 | 1.5 | 13.8 | 8.0 | 4.7 | 1.4 | 68.4 | 39.0 | 11.6 | 37.2 | 12.1 | 1.2 | 2.0 | 14.0 | 16.4 | 7.1 | 34.5 | 24.7 |
| 03: Connoisseurs | 2.2 | 1.3 | 11.1 | 6.2 | 4.6 | 1.5 | 73.1 | 34.1 | 16.3 | 32.9 | 16.7 | 1.4 | 2.1 | 12.2 | 15.4 | 5.9 | 32.9 | 30.2 |
| 04: Boomburbs | 3.1 | 2.1 | 16.1 | 7.3 | 4.7 | 1.6 | 65.2 | 40.4 | 9.6 | 39.9 | 10.1 | 1.5 | 2.3 | 14.3 | 18.9 | 8.1 | 34.9 | 20.1 |
| 05: Wealthy Seaboard Suburbs | 2.1 | 1.3 | 11.4 | 6.3 | 5.4 | 1.6 | 71.8 | 37.8 | 12.1 | 37.1 | 13.0 | 2.6 | 3.8 | 21.7 | 18.4 | 7.9 | 26.6 | 18.9 |
| 06: Sophisticated Squires | 2.0 | 1.5 | 13.1 | 7.4 | 5.4 | 1.3 | 69.5 | 41.2 | 8.8 | 40.6 | 9.5 | 2.0 | 4.2 | 24.7 | 22.8 | 9.6 | 24.1 | 12.6 |
| 07: Exurbanites | 1.7 | 1.2 | 10.9 | 6.5 | 4.8 | 1.3 | 73.7 | 38.7 | 11.4 | 38.0 | 11.9 | 1.7 | 3.5 | 20.8 | 21.0 | 8.3 | 26.7 | 18.1 |
| L2: Upscale Avenues | 1.7 | 1.3 | 10.6 | 5.9 | 5.6 | 1.5 | 73.4 | 39.8 | 9.7 | 39.9 | 10.6 | 3.2 | 5.4 | 26.3 | 21.4 | 8.6 | 22.2 | 12.9 |
| 09: Urban Chic | 2.1 | 1.2 | 9.6 | 5.2 | 5.9 | 1.9 | 74.1 | 34.3 | 15.0 | 34.6 | 16.0 | 2.3 | 3.0 | 15.0 | 17.6 | 6.7 | 30.9 | 24.5 |
| 10: Pleasant-Ville | 1.7 | 1.2 | 10.7 | 6.3 | 6.1 | 1.3 | 72.6 | 40.0 | 9.7 | 39.6 | 10.7 | 4.2 | 6.3 | 29.4 | 21.5 | 8.7 | 19.5 | 10.4 |
| 11: Pacific Heights | 1.5 | 1.2 | 10.0 | 6.1 | 7.5 | 1.5 | 72.2 | 41.1 | 9.0 | 40.0 | 9.9 | 7.6 | 6.5 | 23.1 | 19.1 | 8.8 | 23.9 | 10.9 |
| 13: In Style | 1.8 | 1.3 | 10.2 | 5.7 | 5.6 | 1.7 | 73.7 | 39.2 | 10.0 | 39.9 | 10.9 | 2.2 | 4.3 | 22.3 | 21.5 | 8.4 | 25.6 | 15.6 |
| 16: Enterprising Professionals | 2.0 | 1.4 | 9.6 | 4.7 | 7.1 | 2.7 | 72.5 | 39.5 | 9.5 | 40.4 | 10.6 | 2.5 | 3.7 | 17.9 | 20.7 | 8.0 | 30.1 | 17.0 |
| 17: Green Acres | 1.6 | 1.4 | 11.9 | 6.6 | 4.2 | 0.9 | 73.5 | 41.5 | 8.3 | 41.4 | 8.8 | 3.0 | 6.3 | 33.1 | 22.5 | 9.3 | 17.0 | 8.8 |
| 18: Cozy and Comfortable | 1.6 | 1.2 | 10.5 | 6.1 | 5.3 | 1.2 | 74.1 | 40.8 | 8.7 | 40.9 | 9.6 | 3.1 | 6.4 | 31.9 | 23.1 | 9.2 | 17.3 | 9.0 |
| L3: Metropolis | 1.8 | 1.5 | 11.3 | 6.5 | 6.4 | 1.5 | 71.0 | 39.9 | 8.2 | 42.4 | 9.6 | 6.6 | 12.0 | 30.4 | 19.4 | 6.4 | 15.6 | 9.6 |
| 20: City Lights | 1.7 | 1.3 | 9.9 | 5.8 | 6.2 | 1.6 | 73.5 | 37.3 | 11.9 | 37.6 | 13.2 | 6.9 | 7.8 | 29.7 | 18.5 | 7.5 | 19.1 | 10.5 |
| 22: Metropolitanans | 1.7 | 1.1 | 7.5 | 4.0 | 9.0 | 3.5 | 73.2 | 34.9 | 13.8 | 36.1 | 15.2 | 2.0 | 3.7 | 16.7 | 18.7 | 6.7 | 29.8 | 22.4 |
| 45: City Strivers | 2.0 | 1.5 | 12.7 | 7.6 | 6.4 | 1.2 | 68.7 | 40.2 | 7.0 | 43.6 | 9.3 | 8.3 | 13.3 | 34.0 | 20.4 | 6.8 | 11.7 | 5.5 |
| 51: Metro City Edge | 2.1 | 2.0 | 15.1 | 8.2 | 5.2 | 0.7 | 66.8 | 43.4 | 3.8 | 47.5 | 5.2 | 7.0 | 16.7 | 37.3 | 22.3 | 6.3 | 7.3 | 3.1 |
| 54: Urban Rows | 1.9 | 1.5 | 12.8 | 7.8 | 5.8 | 0.9 | 69.4 | 39.4 | 8.1 | 43.1 | 9.4 | 8.0 | 18.7 | 39.9 | 18.0 | 4.8 | 7.4 | 3.3 |
| 62: Modest Income Homes | 1.8 | 1.6 | 12.3 | 7.2 | 4.9 | 0.5 | 71.7 | 44.2 | 3.7 | 47.6 | 4.6 | 10.2 | 20.5 | 37.4 | 18.9 | 4.9 | 5.6 | 2.5 |
| L4: Solo Acts | 1.3 | 0.9 | 6.1 | 3.2 | 8.3 | 4.0 | 76.1 | 34.6 | 13.0 | 37.2 | 15.2 | 3.7 | 5.2 | 18.3 | 18.9 | 6.6 | 27.9 | 19.5 |
| 08: Laptops and Lattes | 1.7 | 0.8 | 5.1 | 2.3 | 5.8 | 4.5 | 79.9 | 23.2 | 24.1 | 24.5 | 28.2 | 1.6 | 1.9 | 7.9 | 11.1 | 3.9 | 37.6 | 35.9 |
| 23: Trendsetters | 1.5 | 0.9 | 6.4 | 3.6 | 7.4 | 3.8 | 76.4 | 34.5 | 13.1 | 37.1 | 15.3 | 4.9 | 4.9 | 16.6 | 17.2 | 6.6 | 30.4 | 19.4 |
| 27: Metro Renters | 0.8 | 0.5 | 2.7 | 1.5 | 9.4 | 7.6 | 77.5 | 26.7 | 19.8 | 29.6 | 23.9 | 2.5 | 3.4 | 10.7 | 14.3 | 5.0 | 35.9 | 28.1 |
| 36: Old and Newcomers | 1.3 | 1.0 | 7.3 | 4.1 | 8.0 | 2.2 | 76.1 | 39.0 | 9.1 | 41.2 | 10.7 | 4.2 | 7.3 | 26.6 | 23.1 | 8.0 | 19.8 | 11.0 |
| 39: Young and Restless | 1.4 | 1.3 | 8.0 | 3.7 | 10.4 | 3.0 | 72.2 | 40.4 | 7.3 | 44.0 | 8.3 | 4.7 | 6.9 | 23.8 | 25.1 | 8.2 | 21.4 | 9.9 |
| L5: Senior Styles | 1.2 | 1.0 | 8.1 | 4.6 | 4.6 | 1.0 | 79.4 | 40.4 | 8.8 | 41.1 | 9.7 | 4.9 | 8.7 | 32.1 | 21.3 | 7.4 | 15.9 | 9.8 |
| 14: Prosperous Empty Nesters | 1.5 | 1.1 | 9.0 | 5.3 | 5.2 | 1.3 | 76.6 | 37.9 | 11.8 | 37.6 | 12.7 | 2.3 | 4.6 | 24.7 | 20.9 | 8.2 | 23.5 | 15.9 |
| 15: Silver and Gold | 0.8 | 0.6 | 5.4 | 3.2 | 3.0 | 0.9 | 86.1 | 35.7 | 12.9 | 37.8 | 13.6 | 1.5 | 3.7 | 21.2 | 22.2 | 7.4 | 25.7 | 18.5 |
| 29: Rustbelt Retirees | 1.3 | 1.1 | 9.3 | 5.3 | 5.0 | 1.0 | 77.1 | 41.1 | 8.4 | 41.5 | 9.0 | 3.8 | 8.0 | 36.3 | 22.0 | 8.5 | 14.1 | 7.2 |
| 30: Retirement Communities | 1.2 | 0.9 | 6.4 | 3.8 | 5.8 | 1.5 | 80.5 | 35.2 | 13.0 | 36.9 | 14.9 | 4.3 | 6.6 | 26.9 | 19.9 | 7.1 | 21.0 | 14.2 |
| 43: The Elders | 0.2 | 0.1 | 1.3 | 0.8 | 1.4 | 0.4 | 95.7 | 36.5 | 10.6 | 39.0 | 13.9 | 2.9 | 7.6 | 33.8 | 23.7 | 6.1 | 15.5 | 10.3 |
| 49: Senior Sun Seekers | 0.9 | 0.9 | 7.3 | 4.3 | 3.1 | 0.5 | 83.1 | 43.8 | 5.9 | 43.9 | 6.4 | 5.2 | 11.6 | 36.9 | 23.8 | 7.1 | 10.1 | 5.2 |
| 50: Heartland Communities | 1.5 | 1.4 | 10.3 | 5.6 | 3.8 | 0.5 | 76.9 | 44.8 | 4.6 | 45.3 | 5.3 | 7.1 | 11.7 | 39.7 | 20.5 | 7.2 | 9.3 | 4.5 |
| 57: Simple Living | 1.4 | 1.3 | 9.2 | 4.9 | 5.6 | 0.8 | 76.9 | 41.7 | 6.5 | 44.4 | 7.5 | 8.4 | 13.3 | 36.4 | 20.5 | 6.7 | 9.7 | 5.0 |
| 65: Social Security Set | 0.9 | 0.7 | 5.5 | 3.5 | 7.5 | 1.8 | 80.1 | 38.4 | 11.1 | 38.2 | 12.3 | 11.8 | 15.7 | 30.0 | 18.4 | 5.5 | 11.8 | 6.8 |
| L6: Scholars & Patriots | 0.9 | 0.8 | 4.6 | 2.1 | 46.4 | 5.7 | 39.4 | 40.3 | 9.4 | 40.0 | 10.3 | 3.3 | 5.6 | 19.8 | 22.9 | 7.3 | 23.4 | 17.7 |
| 40: Military Proximity | 2.5 | 2.3 | 12.9 | 4.0 | 10.5 | 1.3 | 66.5 | 46.1 | 8.2 | 39.7 | 6.0 | 1.0 | 3.0 | 23.8 | 37.1 | 12.4 | 15.7 | 7.0 |
| 55: College Towns | 0.9 | 0.7 | 4.7 | 2.6 | 36.7 | 5.9 | 48.4 | 38.4 | 10.9 | 38.5 | 12.1 | 3.9 | 6.4 | 20.3 | 20.5 | 6.4 | 24.4 | 18.2 |
| 63: Dorms to Diplomas | 0.3 | 0.2 | 1.2 | 0.8 | 73.7 | 7.2 | 16.7 | 40.8 | 8.5 | 41.2 | 9.6 | 3.2 | 5.3 | 14.9 | 18.3 | 5.7 | 27.2 | 25.3 |



2012 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 | 72.3 | 41.3 | 8.0 | 41.9 | 8.9 | 6.2 | 8.7 | 29.0 | 20.6 | 7.5 | 17.6 | 10.3 |
| L7: High Hopes | 1.7 | 1.6 | 11.4 | 5.6 | 6.8 | 1.4 | 71.4 | 41.8 | 6.5 | 44.1 | 7.5 | 5.4 | 9.3 | 31.2 | 24.4 | 8.4 | 14.8 | 6.5 |
| 28: Aspiring Young Families | 1.8 | 1.7 | 12.1 | 5.8 | 6.9 | 1.4 | 70.2 | 42.0 | 6.3 | 44.3 | 7.4 | 5.1 | 8.1 | 29.3 | 25.2 | 8.9 | 16.4 | 7.0 |
| 48: Great Expectations | 1.6 | 1.5 | 10.4 | 5.5 | 6.6 | 1.2 | 73.1 | 41.5 | 7.0 | 43.7 | 7.8 | 5.8 | 10.8 | 33.9 | 23.2 | 7.9 | 12.6 | 5.8 |
| L8: Global Roots | 1.8 | 1.9 | 13.5 | 7.0 | 5.4 | 0.8 | 69.7 | 44.5 | 4.8 | 45.2 | 5.5 | 19.1 | 15.3 | 29.5 | 17.0 | 5.6 | 9.6 | 3.9 |
| 35: International Marketplace | 1.8 | 1.6 | 11.7 | 6.6 | 6.1 | 1.1 | 71.2 | 43.3 | 6.0 | 44.0 | 6.7 | 15.7 | 12.4 | 29.1 | 17.8 | 6.1 | 13.3 | 5.5 |
| 38: Industrious Urban Fringe | 1.7 | 2.0 | 15.4 | 7.8 | 4.9 | 0.6 | 67.7 | 46.2 | 3.5 | 46.2 | 4.1 | 18.3 | 15.4 | 30.7 | 19.0 | 5.9 | 7.9 | 2.9 |
| 44: Urban Melting Pot | 1.4 | 1.3 | 8.9 | 5.4 | 6.6 | 1.8 | 74.6 | 35.5 | 14.1 | 36.0 | 14.5 | 14.3 | 10.3 | 27.4 | 13.0 | 6.5 | 19.1 | 9.4 |
| 47: Las Casas | 1.8 | 2.0 | 15.5 | 8.5 | 4.8 | 0.4 | 67.0 | 47.0 | 2.6 | 47.5 | 2.9 | 33.3 | 18.4 | 25.4 | 12.7 | 3.9 | 4.9 | 1.5 |
| 52: Inner City Tenants | 1.8 | 1.9 | 11.8 | 5.4 | 6.8 | 1.2 | 71.1 | 43.2 | 4.8 | 45.9 | 6.1 | 10.2 | 12.9 | 31.8 | 22.7 | 6.8 | 11.0 | 4.6 |
| 58: NeWest Residents | 1.9 | 2.2 | 14.9 | 6.9 | 3.8 | 0.4 | 69.9 | 47.0 | 3.1 | 46.5 | 3.4 | 30.0 | 18.3 | 26.9 | 12.8 | 3.8 | 6.0 | 2.1 |
| 60: City Dimensions | 1.9 | 1.9 | 13.7 | 6.9 | 4.5 | 0.6 | 70.6 | 44.8 | 4.2 | 46.1 | 4.9 | 14.1 | 18.7 | 34.7 | 17.9 | 5.4 | 6.5 | 2.7 |
| 61: High Rise Renters | 1.8 | 1.7 | 12.9 | 7.9 | 5.9 | 1.0 | 68.9 | 41.8 | 6.6 | 43.6 | 7.9 | 18.4 | 17.7 | 28.8 | 15.1 | 5.6 | 10.2 | 4.3 |
| L9: Family Portrait | 2.1 | 1.9 | 14.4 | 7.3 | 5.6 | 1.1 | 67.6 | 43.4 | 5.8 | 44.4 | 6.5 | 8.9 | 9.5 | 27.4 | 22.9 | 8.3 | 16.2 | 6.8 |
| 12: Up and Coming Families | 2.4 | 2.0 | 14.8 | 6.8 | 5.6 | 1.5 | 66.9 | 42.2 | 7.3 | 42.7 | 7.9 | 3.1 | 5.2 | 24.1 | 25.0 | 9.9 | 22.7 | 10.0 |
| 19: Milk and Cookies | 1.8 | 1.6 | 13.4 | 7.1 | 5.9 | 1.1 | 69.0 | 42.9 | 6.0 | 44.2 | 6.8 | 4.8 | 7.9 | 30.1 | 26.2 | 9.1 | 15.6 | 6.3 |
| 21: Urban Villages | 1.5 | 1.5 | 13.1 | 7.9 | 6.7 | 0.8 | 68.5 | 44.5 | 4.8 | 45.2 | 5.5 | 17.2 | 12.9 | 28.7 | 19.7 | 6.8 | 10.8 | 3.9 |
| 59: Southwestern Families | 1.9 | 2.1 | 15.5 | 7.9 | 4.1 | 0.3 | 68.2 | 47.9 | 2.1 | 47.8 | 2.2 | 29.5 | 18.4 | 27.9 | 14.2 | 3.8 | 4.5 | 1.6 |
| 64: City Commons | 2.8 | 2.4 | 16.2 | 8.1 | 6.1 | 0.5 | 64.0 | 42.3 | 3.8 | 48.4 | 5.5 | 10.2 | 22.1 | 36.2 | 19.2 | 4.7 | 5.3 | 2.3 |
| L10: Traditional Living | 1.6 | 1.4 | 10.8 | 5.9 | 5.6 | 1.0 | 73.7 | 41.5 | 7.2 | 42.9 | 8.4 | 4.9 | 9.4 | 34.2 | 23.2 | 8.2 | 13.5 | 6.6 |
| 24: Main Street, USA | 1.6 | 1.4 | 10.8 | 6.0 | 5.3 | 1.1 | 73.7 | 41.3 | 7.7 | 42.1 | 8.8 | 5.4 | 8.9 | 33.3 | 22.7 | 8.4 | 14.5 | 6.8 |
| 32: Rustbelt Traditions | 1.7 | 1.5 | 11.7 | 6.1 | 5.1 | 0.9 | 73.1 | 42.7 | 6.3 | 43.8 | 7.2 | 4.8 | 10.2 | 37.6 | 23.6 | 8.1 | 11.1 | 4.6 |
| 33: Midlife Junction | 1.5 | 1.2 | 9.5 | 5.2 | 6.3 | 1.1 | 75.2 | 40.8 | 8.3 | 41.5 | 9.5 | 4.2 | 7.7 | 31.9 | 22.8 | 8.4 | 16.0 | 8.9 |
| 34: Family Foundations | 1.6 | 1.3 | 11.6 | 7.3 | 5.9 | 1.1 | 71.3 | 41.0 | 5.7 | 45.1 | 8.2 | 6.0 | 13.2 | 33.8 | 24.1 | 7.1 | 10.3 | 5.5 |
| L11: Factories & Farms | 1.4 | 1.4 | 11.4 | 6.2 | 3.6 | 0.5 | 75.5 | 44.4 | 5.2 | 44.6 | 5.8 | 7.8 | 12.8 | 40.5 | 19.3 | 7.1 | 8.6 | 4.0 |
| 25: Salt of the Earth | 1.4 | 1.3 | 11.0 | 6.2 | 3.7 | 0.6 | 75.9 | 43.2 | 6.5 | 43.1 | 7.1 | 4.5 | 9.1 | 41.8 | 19.9 | 8.4 | 10.9 | 5.4 |
| 37: Prairie Living | 1.5 | 1.3 | 11.3 | 6.4 | 2.8 | 0.6 | 76.0 | 43.6 | 6.3 | 43.3 | 6.8 | 6.1 | 7.5 | 38.4 | 21.9 | 8.8 | 12.6 | 4.7 |
| 42: Southern Satellites | 1.3 | 1.4 | 11.7 | 6.1 | 3.5 | 0.4 | 75.5 | 45.0 | 4.6 | 45.3 | 5.1 | 8.7 | 14.4 | 41.3 | 18.6 | 6.5 | 7.1 | 3.4 |
| 53: Home Town | 1.7 | 1.7 | 12.1 | 6.2 | 4.2 | 0.4 | 73.7 | 45.2 | 4.2 | 45.9 | 4.7 | 9.4 | 16.5 | 39.5 | 20.0 | 5.7 | 6.3 | 2.5 |
| 56: Rural Bypasses | 1.4 | 1.4 | 11.1 | 6.2 | 3.6 | 0.4 | 75.9 | 45.1 | 4.1 | 45.9 | 4.9 | 11.9 | 17.6 | 39.4 | 16.7 | 5.4 | 6.0 | 3.0 |
| L12: American Quilt | 1.4 | 1.4 | 11.2 | 6.0 | 3.9 | 0.6 | 75.6 | 44.0 | 5.8 | 44.0 | 6.2 | 5.9 | 10.9 | 36.4 | 22.0 | 7.7 | 11.5 | 5.8 |
| 26: Midland Crowd | 1.6 | 1.5 | 12.4 | 6.5 | 4.2 | 0.7 | 73.1 | 43.5 | 6.2 | 43.7 | 6.6 | 5.0 | 10.0 | 35.2 | 22.9 | 8.3 | 12.6 | 5.9 |
| 31: Rural Resort Dwellers | 1.1 | 1.0 | 8.6 | 5.2 | 3.2 | 0.7 | 80.3 | 42.9 | 7.2 | 42.3 | 7.6 | 3.1 | 7.4 | 32.3 | 23.7 | 8.4 | 15.8 | 9.3 |
| 41: Crossroads | 1.6 | 1.6 | 13.0 | 6.3 | 4.4 | 0.6 | 72.5 | 45.3 | 4.2 | 45.8 | 4.6 | 9.2 | 14.5 | 36.6 | 21.5 | 6.9 | 7.9 | 3.4 |
| 46: Rooted Rural | 1.2 | 1.2 | 10.0 | 5.7 | 3.5 | 0.5 | 77.9 | 44.3 | 5.5 | 44.2 | 6.0 | 7.0 | 12.3 | 40.6 | 19.7 | 6.9 | 9.0 | 4.5 |

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

** 2006-2010 American Community Survey



2012 Tapestry™ Segmentation Summary Table

Economic Profile by LifeMode Groups

| | Employment by Industry (%)** | | | | | | | | | | | | Employment by Occupation (%)** | | | | | | | | | |
|-----------------------------------|------------------------------|------------------|--------------------|--------------|---------------|-----------------|--------------|----------------------|-------------|--------------------------|----------|---------------|--------------------------------|--------------|-------|----------------|----------|--------------------------|-----------------------|----------------------------|------------|-------------------------|
| | Median HH Income | Median Net Worth | 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 | \$50,157 | \$66,311 | 1.9 | 7.1 | 11.0 | 3.1 | 11.5 | 5.1 | 2.4 | 7.0 | 46.2 | 4.8 | 14.3 | 21.0 | 11.2 | 14.2 | 17.1 | 0.7 | 5.7 | 3.4 | 6.3 | 6.1 |
| L7: High Hopes | \$39,588 | \$18,951 | 1.0 | 7.2 | 10.1 | 2.9 | 13.2 | 5.2 | 2.3 | 6.5 | 46.7 | 4.9 | 10.8 | 17.7 | 11.3 | 16.1 | 20.4 | 0.4 | 6.1 | 3.6 | 6.8 | 6.9 |
| 28: Aspiring Young Families | \$44,495 | \$23,855 | 1.0 | 7.3 | 9.3 | 3.0 | 13.1 | 5.5 | 2.3 | 7.1 | 46.1 | 5.3 | 11.7 | 18.2 | 11.5 | 16.7 | 19.4 | 0.3 | 6.0 | 3.7 | 5.9 | 6.5 |
| 48: Great Expectations | \$33,993 | \$14,631 | 1.1 | 7.0 | 11.3 | 2.8 | 13.3 | 4.6 | 2.2 | 5.6 | 47.7 | 4.3 | 9.4 | 17.0 | 10.9 | 15.2 | 22.0 | 0.4 | 6.2 | 3.4 | 8.1 | 7.4 |
| L8: Global Roots | \$32,414 | \$12,886 | 2.2 | 10.1 | 11.0 | 3.2 | 12.0 | 5.5 | 1.8 | 5.0 | 46.0 | 3.1 | 7.0 | 11.4 | 10.0 | 13.6 | 25.7 | 1.7 | 9.4 | 3.3 | 9.0 | 8.9 |
| 35: International Marketplace | \$40,370 | \$14,561 | 0.7 | 8.8 | 10.3 | 3.2 | 11.8 | 5.6 | 2.2 | 5.7 | 48.6 | 3.0 | 8.8 | 13.6 | 10.3 | 14.4 | 25.8 | 0.6 | 8.0 | 3.1 | 7.7 | 7.9 |
| 38: Industrious Urban Fringe | \$38,847 | \$30,224 | 3.8 | 11.5 | 11.4 | 3.6 | 12.4 | 6.1 | 1.6 | 4.6 | 41.1 | 3.9 | 7.3 | 10.7 | 10.1 | 14.2 | 21.7 | 2.6 | 10.4 | 4.3 | 9.2 | 9.5 |
| 44: Urban Melting Pot | \$39,907 | \$14,403 | 0.2 | 6.9 | 6.5 | 3.3 | 10.8 | 6.0 | 3.0 | 8.1 | 52.0 | 3.1 | 11.4 | 19.1 | 11.2 | 13.7 | 24.4 | 0.2 | 6.0 | 2.1 | 5.2 | 6.7 |
| 47: Las Casas | \$34,323 | \$13,571 | 5.0 | 10.0 | 17.9 | 4.5 | 11.0 | 5.7 | 1.3 | 3.3 | 39.1 | 2.1 | 4.7 | 7.0 | 8.9 | 12.6 | 22.9 | 4.5 | 9.6 | 3.6 | 14.6 | 11.7 |
| 52: Inner City Tenants | \$28,582 | \$10,971 | 0.8 | 9.4 | 8.3 | 2.4 | 13.5 | 5.2 | 1.9 | 5.7 | 49.1 | 3.7 | 7.3 | 12.9 | 11.0 | 15.1 | 26.8 | 0.4 | 8.6 | 3.2 | 6.8 | 8.0 |
| 58: NeWest Residents | \$25,284 | \$10,303 | 3.3 | 15.9 | 11.8 | 3.3 | 10.8 | 4.2 | 1.2 | 3.6 | 44.2 | 1.6 | 4.3 | 6.4 | 8.5 | 10.0 | 29.4 | 2.9 | 15.4 | 3.3 | 10.8 | 9.0 |
| 60: City Dimensions | \$25,154 | \$11,292 | 1.7 | 8.9 | 14.8 | 2.8 | 12.4 | 4.8 | 1.5 | 3.8 | 46.1 | 3.1 | 5.6 | 10.0 | 9.5 | 12.7 | 27.2 | 1.3 | 8.5 | 3.3 | 12.1 | 9.9 |
| 61: High Rise Renters | \$22,758 | \$10,174 | 0.2 | 4.7 | 4.7 | 2.2 | 12.1 | 6.8 | 2.3 | 6.8 | 56.6 | 3.7 | 6.4 | 14.1 | 10.1 | 14.5 | 35.3 | 0.2 | 4.4 | 2.0 | 4.3 | 8.7 |
| L9: Family Portrait | \$53,897 | \$77,064 | 1.4 | 7.8 | 10.5 | 3.4 | 12.0 | 6.0 | 2.3 | 7.1 | 44.1 | 5.4 | 13.1 | 18.6 | 11.4 | 15.6 | 17.6 | 0.7 | 6.2 | 3.9 | 6.2 | 6.6 |
| 12: Up and Coming Families | \$66,417 | \$120,140 | 1.0 | 6.8 | 10.4 | 3.5 | 11.7 | 5.8 | 2.6 | 8.4 | 43.7 | 6.2 | 17.1 | 22.8 | 12.2 | 15.1 | 14.1 | 0.2 | 4.7 | 3.7 | 4.8 | 5.2 |
| 19: Milk and Cookies | \$54,389 | \$92,630 | 1.0 | 7.6 | 10.1 | 3.3 | 12.6 | 6.5 | 2.4 | 7.2 | 43.7 | 5.6 | 12.3 | 18.5 | 11.4 | 17.3 | 16.9 | 0.2 | 6.0 | 4.4 | 6.2 | 6.7 |
| 21: Urban Villages | \$55,569 | \$81,228 | 1.6 | 8.8 | 13.2 | 4.0 | 12.0 | 6.3 | 2.1 | 5.6 | 42.7 | 3.8 | 9.0 | 13.0 | 10.4 | 16.4 | 20.5 | 1.2 | 7.7 | 4.1 | 9.2 | 8.6 |
| 59: Southwestern Families | \$25,155 | \$14,109 | 5.1 | 13.5 | 9.6 | 3.2 | 11.8 | 5.5 | 1.2 | 3.5 | 43.0 | 3.6 | 5.1 | 9.1 | 9.4 | 12.5 | 25.0 | 3.1 | 13.1 | 4.3 | 8.9 | 9.4 |
| 64: City Commons | \$15,831 | \$9,569 | 0.7 | 4.7 | 8.7 | 1.8 | 11.8 | 5.4 | 1.3 | 4.3 | 57.1 | 4.2 | 5.1 | 11.7 | 10.8 | 14.5 | 34.5 | 0.5 | 4.4 | 2.0 | 7.5 | 9.1 |
| L10: Traditional Living | \$43,218 | \$52,771 | 1.1 | 6.8 | 12.3 | 2.9 | 12.5 | 5.5 | 2.1 | 6.1 | 45.6 | 5.1 | 10.7 | 18.3 | 10.7 | 16.1 | 19.2 | 0.4 | 5.8 | 3.8 | 7.9 | 7.2 |
| 24: Main Street, USA | \$50,026 | \$55,450 | 0.9 | 7.7 | 11.4 | 3.1 | 12.8 | 5.4 | 2.2 | 6.4 | 44.9 | 5.2 | 11.3 | 18.1 | 10.9 | 16.2 | 19.0 | 0.5 | 6.4 | 3.8 | 7.1 | 6.7 |
| 32: Rustbelt Traditions | \$40,508 | \$50,946 | 1.1 | 7.2 | 15.7 | 3.1 | 12.7 | 5.6 | 2.1 | 5.6 | 42.5 | 4.4 | 9.2 | 15.9 | 10.4 | 16.2 | 18.8 | 0.4 | 6.2 | 4.5 | 10.2 | 8.1 |
| 33: Midlife Junction | \$43,391 | \$53,357 | 1.5 | 6.4 | 10.9 | 2.7 | 12.6 | 4.5 | 2.0 | 6.1 | 48.0 | 5.2 | 12.4 | 21.5 | 11.4 | 15.1 | 18.3 | 0.5 | 5.2 | 3.3 | 6.6 | 5.7 |
| 34: Family Foundations | \$37,352 | \$49,158 | 0.3 | 4.3 | 8.8 | 2.1 | 10.5 | 8.4 | 2.4 | 6.1 | 50.0 | 6.9 | 8.9 | 16.9 | 9.2 | 18.1 | 23.6 | 0.1 | 4.0 | 2.8 | 6.6 | 9.8 |
| L11: Factories & Farms | \$37,576 | \$55,068 | 6.0 | 8.8 | 18.2 | 2.8 | 11.7 | 5.9 | 1.4 | 4.1 | 36.8 | 4.4 | 10.6 | 14.2 | 9.3 | 13.2 | 16.6 | 1.8 | 7.9 | 5.0 | 12.0 | 9.3 |
| 25: Salt of the Earth | \$48,244 | \$107,099 | 3.9 | 8.5 | 19.7 | 2.9 | 11.5 | 6.0 | 1.5 | 4.6 | 37.2 | 4.2 | 11.5 | 16.4 | 9.4 | 13.9 | 14.8 | 1.3 | 7.2 | 5.2 | 11.7 | 8.7 |
| 37: Prairie Living | \$43,692 | \$92,330 | 17.0 | 8.6 | 11.8 | 3.1 | 10.0 | 6.0 | 1.3 | 4.4 | 33.8 | 4.0 | 19.5 | 14.4 | 8.2 | 12.4 | 13.9 | 4.2 | 7.4 | 4.4 | 7.8 | 7.9 |
| 42: Southern Satellites | \$36,759 | \$52,605 | 4.7 | 9.7 | 20.9 | 2.8 | 11.9 | 6.2 | 1.3 | 3.7 | 34.6 | 4.2 | 8.8 | 13.7 | 9.4 | 13.1 | 15.1 | 1.7 | 8.7 | 5.8 | 13.9 | 9.9 |
| 53: Home Town | \$28,501 | \$14,396 | 2.0 | 8.2 | 18.1 | 2.8 | 13.2 | 5.1 | 1.6 | 4.0 | 41.4 | 3.8 | 6.2 | 10.9 | 10.2 | 13.5 | 22.7 | 0.8 | 7.8 | 4.3 | 13.5 | 10.0 |
| 56: Rural Bypasses | \$27,725 | \$25,744 | 6.3 | 8.5 | 15.6 | 2.4 | 12.0 | 6.1 | 1.1 | 3.4 | 38.6 | 5.9 | 7.6 | 13.8 | 9.2 | 12.5 | 19.8 | 2.1 | 8.8 | 4.6 | 11.7 | 9.9 |
| L12: American Quilt | \$42,382 | \$72,149 | 4.3 | 10.1 | 11.6 | 2.8 | 12.1 | 5.8 | 1.6 | 5.1 | 41.3 | 5.4 | 11.7 | 16.5 | 10.4 | 13.8 | 17.4 | 1.4 | 8.6 | 4.9 | 7.7 | 7.5 |
| 26: Midland Crowd | \$48,144 | \$79,655 | 3.3 | 9.8 | 12.2 | 3.2 | 12.1 | 5.9 | 1.7 | 5.5 | 40.8 | 5.5 | 12.4 | 17.6 | 10.6 | 14.6 | 15.9 | 1.0 | 8.0 | 5.1 | 7.6 | 7.2 |
| 31: Rural Resort Dwellers | \$47,585 | \$116,826 | 4.9 | 10.7 | 8.4 | 2.3 | 11.6 | 4.8 | 1.7 | 5.9 | 44.3 | 5.3 | 14.8 | 19.0 | 11.2 | 12.5 | 17.4 | 1.7 | 8.5 | 4.0 | 5.4 | 5.6 |
| 41: Crossroads | \$36,322 | \$35,555 | 3.5 | 10.5 | 12.5 | 3.0 | 13.0 | 5.9 | 1.5 | 4.6 | 40.9 | 4.6 | 8.4 | 12.4 | 10.2 | 14.1 | 20.7 | 1.4 | 9.6 | 5.1 | 9.3 | 8.7 |
| 46: Rooted Rural | \$37,561 | \$67,097 | 6.0 | 9.7 | 12.4 | 2.6 | 12.0 | 6.2 | 1.3 | 4.2 | 40.0 | 5.6 | 10.7 | 15.9 | 9.7 | 13.3 | 17.6 | 1.8 | 8.8 | 5.1 | 8.6 | 8.5 |

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

** 2006-2010 American Community Survey



2012 Tapestry™ Segmentation Summary Table

Housing Profile by LifeMode Groups

| | Housing Type | Home Value | Home Owner-ship (%) | 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 | — | \$167,749 | 64 | 61.6 | 5.7 | 3.9 | 4.5 | 4.8 | 4.5 | 8.2 | 6.7 | 0.1 | 4.1 | 8.7 | 14.1 | 14.2 | 16.4 | 42.6 | |
| L1: High Society | — | \$311,241 | 88 | 88.3 | 5.3 | 1.0 | 0.9 | 1.0 | 0.9 | 1.5 | 1.0 | 0.0 | 4.8 | 12.0 | 21.1 | 17.3 | 15.7 | 29.2 | |
| 01: Top Rung | Single Family | \$748,152 | 90 | 90.3 | 3.8 | 0.8 | 0.7 | 0.7 | 0.8 | 2.7 | 0.3 | 0.0 | 2.6 | 6.8 | 15.4 | 13.9 | 12.5 | 48.9 | |
| 02: Suburban Splendor | Single Family | \$373,796 | 92 | 91.3 | 4.9 | 0.6 | 0.6 | 0.7 | 0.6 | 0.7 | 0.5 | 0.0 | 3.6 | 9.7 | 23.5 | 26.3 | 17.5 | 19.4 | |
| 03: Connoisseurs | Single Family | \$527,416 | 87 | 85.9 | 5.9 | 1.3 | 1.1 | 1.0 | 1.0 | 3.4 | 0.4 | 0.0 | 2.1 | 5.1 | 9.7 | 12.8 | 17.1 | 53.2 | |
| 04: Boomburbs | Single Family | \$290,059 | 86 | 84.7 | 8.0 | 0.3 | 0.9 | 1.6 | 1.9 | 1.9 | 0.7 | 0.0 | 11.5 | 29.4 | 40.3 | 10.1 | 3.8 | 5.0 | |
| 05: Wealthy Seaboard Suburbs | Single Family | \$379,345 | 87 | 88.2 | 4.4 | 2.5 | 1.1 | 0.8 | 0.8 | 1.7 | 0.5 | 0.0 | 1.8 | 3.6 | 5.9 | 8.3 | 14.1 | 66.2 | |
| 06: Sophisticated Squires | Single Family | \$228,574 | 89 | 89.7 | 5.1 | 1.0 | 0.8 | 0.8 | 0.5 | 0.6 | 1.4 | 0.0 | 4.4 | 10.6 | 21.6 | 24.1 | 20.4 | 19.0 | |
| 07: Exurbanites | Single Family | \$247,315 | 88 | 88.9 | 4.3 | 0.9 | 1.0 | 1.0 | 0.6 | 1.1 | 2.1 | 0.0 | 4.1 | 9.3 | 18.3 | 19.5 | 21.8 | 27.0 | |
| L2: Upscale Avenues | — | \$211,189 | 73 | 69.5 | 8.0 | 2.4 | 3.0 | 4.4 | 4.7 | 5.3 | 2.6 | 0.0 | 4.2 | 9.6 | 15.9 | 15.4 | 17.0 | 38.0 | |
| 09: Urban Chic | Single Family; Multi-Units | \$435,411 | 65 | 60.2 | 9.9 | 4.1 | 4.7 | 5.2 | 4.9 | 9.9 | 1.0 | 0.1 | 2.7 | 6.5 | 11.6 | 13.7 | 15.4 | 50.1 | |
| 10: Pleasant-Ville | Single Family | \$279,632 | 81 | 83.6 | 5.4 | 3.4 | 1.8 | 1.4 | 1.2 | 2.0 | 1.2 | 0.0 | 1.8 | 3.8 | 6.3 | 9.2 | 13.8 | 65.0 | |
| 11: Pacific Heights | Single Family; Townhome | \$429,952 | 67 | 64.8 | 13.0 | 4.7 | 4.2 | 3.4 | 2.2 | 6.4 | 1.3 | 0.0 | 1.7 | 3.8 | 6.8 | 12.8 | 21.5 | 53.4 | |
| 13: In Style | Single Family; Townhome | \$217,201 | 68 | 57.3 | 13.6 | 2.6 | 4.6 | 7.0 | 6.5 | 6.7 | 1.8 | 0.0 | 4.3 | 10.7 | 18.7 | 22.2 | 19.8 | 24.2 | |
| 16: Enterprising Professionals | Multi-Units; Townhome | \$225,934 | 43 | 30.8 | 14.1 | 1.5 | 5.3 | 13.3 | 18.3 | 15.7 | 1.0 | 0.0 | 7.7 | 18.8 | 28.4 | 21.4 | 12.7 | 11.0 | |
| 17: Green Acres | Single Family | \$181,399 | 86 | 87.4 | 2.0 | 1.3 | 0.9 | 0.7 | 0.4 | 0.4 | 6.9 | 0.1 | 5.7 | 12.3 | 20.5 | 14.8 | 17.3 | 29.3 | |
| 18: Cozy and Comfortable | Single Family | \$153,190 | 84 | 86.8 | 4.5 | 2.1 | 1.4 | 1.4 | 1.0 | 1.2 | 1.6 | 0.0 | 2.3 | 4.9 | 8.5 | 10.2 | 19.3 | 54.8 | |
| L3: Metropolis | — | \$162,916 | 50 | 49.3 | 12.1 | 11.8 | 8.6 | 5.3 | 4.0 | 7.0 | 1.8 | 0.0 | 2.1 | 3.8 | 5.3 | 7.0 | 11.0 | 70.8 | |
| 20: City Lights | Multi-Units | \$352,747 | 52 | 38.7 | 11.2 | 21.2 | 10.6 | 5.0 | 4.2 | 8.6 | 0.6 | 0.0 | 1.4 | 2.7 | 4.4 | 7.4 | 11.0 | 73.1 | |
| 22: Metropolitan | Single Family; Multi-Units | \$202,059 | 59 | 58.2 | 8.2 | 6.4 | 6.3 | 5.7 | 5.3 | 8.8 | 1.1 | 0.0 | 3.4 | 5.9 | 7.4 | 9.1 | 11.4 | 62.7 | |
| 45: City Strivers | Multi-Unit Rentals | \$273,301 | 31 | 16.7 | 9.6 | 20.8 | 21.9 | 9.4 | 7.2 | 14.1 | 0.2 | 0.0 | 1.8 | 3.5 | 4.1 | 4.2 | 7.5 | 78.9 | |
| 51: Metro City Edge | Single Family; Duplex | \$79,472 | 48 | 68.6 | 4.1 | 7.9 | 5.1 | 5.4 | 3.2 | 2.9 | 2.8 | 0.0 | 1.9 | 3.5 | 5.2 | 7.6 | 14.7 | 67.0 | |
| 54: Urban Rows | Row House | \$113,593 | 51 | 8.1 | 72.9 | 7.4 | 4.9 | 2.5 | 1.4 | 2.5 | 0.2 | 0.0 | 0.9 | 1.4 | 2.3 | 2.4 | 4.3 | 88.7 | |
| 62: Modest Income Homes | Single Family; Duplex | \$66,014 | 46 | 66.5 | 4.2 | 9.4 | 5.6 | 3.7 | 2.2 | 3.9 | 4.5 | 0.0 | 1.7 | 3.4 | 5.5 | 7.1 | 11.6 | 70.6 | |
| L4: Solo Acts | — | \$240,702 | 28 | 16.3 | 6.7 | 4.5 | 8.8 | 13.5 | 15.8 | 33.3 | 0.9 | 0.1 | 3.5 | 7.5 | 11.3 | 15.9 | 17.4 | 44.3 | |
| 08: Laptops and Lattes | Multi-Unit Rentals | \$590,259 | 39 | 14.1 | 7.5 | 5.3 | 8.1 | 9.9 | 10.2 | 44.8 | 0.2 | 0.1 | 2.7 | 6.2 | 8.3 | 9.5 | 11.4 | 62.0 | |
| 23: Trendsetters | Multi-Unit Rentals | \$384,428 | 31 | 20.5 | 8.2 | 8.9 | 14.1 | 14.0 | 11.8 | 21.9 | 0.6 | 0.1 | 2.5 | 4.7 | 6.6 | 10.1 | 14.8 | 61.3 | |
| 27: Metro Renters | Multi-Unit Rentals | \$293,556 | 22 | 5.8 | 4.6 | 2.6 | 5.9 | 9.1 | 12.6 | 59.2 | 0.2 | 0.1 | 5.4 | 10.6 | 10.4 | 11.0 | 12.2 | 50.3 | |
| 36: Old and Newcomers | Multi-Unit Rentals | \$157,877 | 35 | 27.7 | 8.1 | 5.0 | 9.1 | 13.4 | 13.8 | 20.9 | 1.9 | 0.1 | 2.9 | 5.9 | 11.1 | 17.3 | 21.5 | 41.4 | |
| 39: Young and Restless | Multi-Unit Rentals | \$139,730 | 14 | 9.8 | 5.3 | 2.1 | 8.0 | 20.5 | 29.0 | 24.4 | 1.0 | 0.0 | 3.9 | 9.7 | 18.5 | 27.9 | 23.1 | 16.9 | |
| L5: Senior Styles | — | \$138,824 | 66 | 59.1 | 5.6 | 3.2 | 4.0 | 4.0 | 3.4 | 12.7 | 7.9 | 0.2 | 2.8 | 6.6 | 11.7 | 14.6 | 18.7 | 45.6 | |
| 14: Prosperous Empty Nesters | Single Family | \$191,876 | 83 | 81.9 | 6.0 | 1.7 | 2.0 | 1.9 | 1.4 | 3.1 | 1.9 | 0.0 | 2.9 | 6.7 | 11.1 | 12.9 | 19.0 | 47.4 | |
| 15: Silver and Gold | Single Family/Seasonal | \$270,334 | 82 | 62.2 | 8.8 | 2.1 | 3.5 | 3.9 | 3.6 | 12.2 | 3.5 | 0.1 | 4.6 | 14.3 | 21.6 | 22.8 | 17.5 | 19.1 | |
| 29: Rustbelt Retirees | Single Family | \$117,831 | 79 | 83.5 | 4.0 | 2.8 | 2.1 | 1.8 | 1.3 | 2.1 | 2.3 | 0.0 | 1.7 | 3.5 | 6.0 | 7.5 | 13.8 | 67.5 | |
| 30: Retirement Communities | Multi-Units | \$192,043 | 53 | 33.1 | 8.9 | 3.4 | 5.1 | 6.7 | 6.7 | 34.5 | 1.6 | 0.0 | 2.4 | 6.2 | 11.3 | 16.6 | 21.7 | 41.9 | |
| 43: The Elders | Mixed/Seasonal | \$136,272 | 83 | 36.8 | 11.7 | 1.3 | 3.6 | 4.2 | 4.4 | 18.3 | 19.2 | 0.5 | 3.9 | 10.2 | 20.2 | 27.0 | 26.2 | 12.3 | |
| 49: Senior Sun Seekers | Single Fam.; Mobile Home/Seasonal | \$111,428 | 77 | 51.4 | 2.7 | 1.3 | 2.0 | 1.9 | 1.7 | 2.4 | 35.8 | 0.8 | 4.6 | 9.9 | 18.1 | 21.8 | 22.9 | 22.6 | |
| 50: Heartland Communities | Single Family | \$87,439 | 66 | 75.2 | 2.4 | 3.6 | 3.7 | 2.9 | 1.5 | 2.3 | 8.2 | 0.1 | 1.7 | 3.6 | 8.4 | 9.8 | 16.2 | 60.3 | |
| 57: Simple Living | Multi-Units; Single Family | \$97,397 | 39 | 42.8 | 5.2 | 7.7 | 9.5 | 8.6 | 6.0 | 15.3 | 4.7 | 0.1 | 2.0 | 3.9 | 7.5 | 11.5 | 17.8 | 57.3 | |
| 65: Social Security Set | High-Rise Rentals | \$126,510 | 14 | 10.3 | 4.1 | 4.9 | 7.0 | 7.4 | 8.4 | 56.8 | 1.1 | 0.1 | 2.2 | 4.4 | 5.5 | 10.7 | 19.7 | 57.4 | |
| L6: Scholars & Patriots | — | \$152,769 | 18 | 25.2 | 8.7 | 8.2 | 11.3 | 13.2 | 13.7 | 17.8 | 1.7 | 0.0 | 5.2 | 8.7 | 12.0 | 12.9 | 16.7 | 44.4 | |
| 40: Military Proximity | Townhome; Multi-Unit Rentals | \$137,112 | 5 | 23.5 | 38.1 | 13.4 | 12.5 | 7.1 | 1.5 | 2.8 | 1.1 | 0.0 | 13.8 | 13.1 | 13.8 | 10.6 | 14.8 | 33.9 | |
| 55: College Towns | Multi-Unit Rentals | \$152,667 | 26 | 31.5 | 5.9 | 8.5 | 11.6 | 12.7 | 12.4 | 15.1 | 2.2 | 0.0 | 3.8 | 7.5 | 10.8 | 12.4 | 16.2 | 49.4 | |
| 63: Dorms to Diplomas | Multi-Unit Rentals | \$160,730 | 8 | 13.7 | 3.6 | 5.7 | 10.2 | 16.3 | 20.5 | 28.6 | 1.1 | 0.1 | 4.9 | 9.5 | 13.7 | 14.8 | 18.5 | 38.7 | |



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Housing Profile by LifeMode Groups

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|-----------------------------------|-----------------------------------|------------|--------------------|--------------------------|---------------|------|--------|--------|----------|------|-------------|-------|----------------------------|--------------|--------------|--------------|--------------|-----------------|
| | | | | 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 | — | \$167,749 | 64 | 61.6 | 5.7 | 3.9 | 4.5 | 4.8 | 4.5 | 8.2 | 6.7 | 0.1 | 4.1 | 8.7 | 14.1 | 14.2 | 16.4 | 42.6 |
| L7: High Hopes | — | \$128,047 | 46 | 48.5 | 8.1 | 6.8 | 8.3 | 9.7 | 8.7 | 7.0 | 2.9 | 0.1 | 4.5 | 8.7 | 12.2 | 15.9 | 17.9 | 40.9 |
| 28: Aspiring Young Families | Multi-Units; Townhome | \$143,005 | 47 | 44.6 | 10.1 | 3.5 | 7.1 | 11.4 | 11.4 | 8.6 | 3.2 | 0.1 | 6.2 | 12.5 | 17.0 | 21.6 | 21.3 | 21.5 |
| 48: Great Expectations | Single Family; Multi-Units | \$105,899 | 46 | 53.6 | 5.5 | 11.0 | 9.8 | 7.5 | 5.3 | 4.8 | 2.5 | 0.1 | 2.2 | 3.8 | 6.0 | 8.5 | 13.5 | 66.1 |
| L8: Global Roots | — | \$134,967 | 32 | 33.0 | 6.2 | 8.4 | 11.1 | 10.4 | 9.7 | 18.3 | 2.9 | 0.1 | 2.9 | 5.2 | 7.2 | 11.7 | 16.5 | 56.4 |
| 35: International Marketplace | Multi-Unit Rentals | \$272,968 | 30 | 25.0 | 7.8 | 13.6 | 16.1 | 11.6 | 9.4 | 15.3 | 1.1 | 0.1 | 2.0 | 3.4 | 5.7 | 9.6 | 14.3 | 65.1 |
| 38: Industrious Urban Fringe | Single Family | \$115,782 | 61 | 72.6 | 5.2 | 3.7 | 3.7 | 3.1 | 2.7 | 3.0 | 5.9 | 0.1 | 5.7 | 10.2 | 10.8 | 14.2 | 17.1 | 42.1 |
| 44: Urban Melting Pot | Multi-Unit Rentals | \$457,620 | 23 | 7.8 | 5.9 | 12.8 | 13.5 | 9.8 | 7.6 | 42.3 | 0.2 | 0.0 | 1.4 | 2.3 | 3.5 | 5.6 | 9.1 | 78.1 |
| 47: Las Casas | Mixed | \$197,700 | 36 | 48.1 | 9.0 | 9.9 | 11.5 | 7.3 | 4.9 | 6.3 | 2.9 | 0.1 | 1.9 | 3.9 | 6.6 | 9.1 | 11.5 | 67.2 |
| 52: Inner City Tenants | Multi-Unit Rentals | \$116,409 | 19 | 17.4 | 5.8 | 4.3 | 11.5 | 18.7 | 20.3 | 19.0 | 3.0 | 0.1 | 3.0 | 5.4 | 9.9 | 19.4 | 27.2 | 35.0 |
| 58: NeWest Residents | Multi-Unit Rentals | \$125,427 | 17 | 18.6 | 5.5 | 6.8 | 14.0 | 16.2 | 16.2 | 19.5 | 3.1 | 0.1 | 2.4 | 4.6 | 6.7 | 13.3 | 20.4 | 52.6 |
| 60: City Dimensions | Multi-Unit Rentals | \$84,278 | 32 | 38.6 | 7.6 | 16.5 | 15.0 | 8.3 | 4.6 | 5.9 | 3.5 | 0.1 | 2.2 | 3.7 | 4.9 | 7.4 | 11.6 | 70.2 |
| 61: High Rise Renters | High-Rise Rentals | \$345,210 | 6 | 2.0 | 2.0 | 4.3 | 6.0 | 5.9 | 8.7 | 71.0 | 0.1 | 0.1 | 1.9 | 2.8 | 3.7 | 4.0 | 9.0 | 78.6 |
| L9: Family Portrait | — | \$159,619 | 71 | 76.5 | 5.9 | 2.5 | 2.9 | 3.3 | 2.5 | 2.8 | 3.6 | 0.1 | 9.0 | 17.3 | 18.9 | 15.1 | 14.0 | 25.7 |
| 12: Up and Coming Families | Single Family | \$183,497 | 80 | 83.2 | 6.2 | 0.8 | 1.3 | 1.9 | 1.9 | 1.7 | 3.0 | 0.0 | 15.7 | 30.1 | 29.5 | 11.5 | 6.6 | 6.6 |
| 19: Milk and Cookies | Single Family | \$134,570 | 76 | 84.1 | 5.8 | 1.4 | 1.7 | 1.8 | 1.6 | 1.3 | 2.2 | 0.0 | 5.4 | 9.9 | 13.9 | 26.9 | 26.2 | 17.8 |
| 21: Urban Villages | Single Family | \$241,521 | 68 | 79.4 | 5.4 | 2.7 | 2.5 | 2.2 | 1.6 | 3.5 | 2.5 | 0.0 | 1.7 | 4.1 | 6.7 | 10.4 | 13.9 | 63.1 |
| 59: Southwestern Families | Single Family | \$78,409 | 61 | 71.5 | 3.3 | 3.6 | 3.4 | 2.5 | 1.6 | 2.6 | 11.3 | 0.3 | 3.6 | 7.0 | 11.3 | 13.0 | 14.9 | 50.2 |
| 64: City Commons | Multi-Unit Rentals | \$78,987 | 20 | 28.0 | 9.0 | 11.9 | 13.0 | 15.7 | 9.5 | 11.2 | 1.7 | 0.0 | 3.0 | 5.6 | 6.2 | 7.9 | 14.4 | 62.9 |
| L10: Traditional Living | — | \$125,182 | 64 | 69.8 | 5.8 | 5.1 | 4.7 | 4.5 | 3.4 | 3.9 | 2.7 | 0.0 | 2.6 | 5.0 | 8.1 | 9.5 | 15.1 | 59.7 |
| 24: Main Street, USA | Single Family; Multi-Units | \$173,956 | 61 | 59.8 | 9.4 | 7.2 | 6.6 | 5.5 | 4.4 | 5.0 | 2.1 | 0.0 | 2.8 | 5.5 | 8.6 | 10.3 | 15.4 | 57.3 |
| 32: Rustbelt Traditions | Single Family | \$94,381 | 69 | 81.8 | 3.3 | 4.2 | 2.9 | 2.5 | 1.8 | 1.6 | 2.0 | 0.0 | 2.0 | 3.6 | 5.1 | 6.4 | 11.9 | 71.1 |
| 33: Midlife Junction | Single Family; Multi-Units | \$134,904 | 62 | 63.7 | 5.3 | 4.6 | 5.6 | 6.5 | 4.6 | 5.2 | 4.4 | 0.1 | 3.2 | 6.7 | 12.0 | 13.4 | 18.6 | 46.0 |
| 34: Family Foundations | Single Family | \$94,844 | 68 | 78.9 | 5.4 | 4.1 | 2.6 | 2.1 | 1.5 | 4.1 | 1.4 | 0.0 | 1.5 | 2.5 | 3.2 | 5.0 | 13.5 | 74.2 |
| L11: Factories & Farms | — | \$104,716 | 75 | 74.1 | 1.2 | 2.0 | 1.6 | 1.3 | 0.6 | 0.6 | 18.3 | 0.1 | 2.9 | 6.7 | 15.4 | 13.1 | 16.9 | 45.0 |
| 25: Salt of the Earth | Single Family | \$129,218 | 83 | 83.5 | 1.3 | 1.4 | 1.1 | 0.8 | 0.4 | 0.3 | 11.2 | 0.1 | 3.2 | 7.6 | 15.7 | 12.5 | 17.8 | 43.2 |
| 37: Prairie Living | Single Family | \$125,961 | 80 | 84.7 | 0.9 | 0.8 | 1.0 | 0.7 | 0.4 | 0.3 | 11.1 | 0.1 | 2.6 | 5.8 | 11.6 | 10.4 | 15.7 | 53.9 |
| 42: Southern Satellites | Single Family; Mobile Home | \$100,300 | 78 | 66.9 | 0.7 | 1.0 | 0.9 | 0.8 | 0.3 | 0.3 | 29.0 | 0.1 | 3.6 | 8.6 | 20.9 | 16.4 | 17.8 | 32.6 |
| 53: Home Town | Single Family | \$74,717 | 53 | 72.9 | 2.8 | 6.0 | 4.7 | 3.7 | 2.1 | 2.1 | 5.6 | 0.1 | 1.6 | 3.1 | 5.8 | 7.1 | 12.0 | 70.3 |
| 56: Rural Bypasses | Single Family; Mobile Home | \$86,859 | 73 | 63.7 | 0.8 | 1.7 | 1.5 | 1.3 | 0.5 | 0.6 | 29.9 | 0.1 | 2.5 | 5.9 | 17.8 | 16.6 | 19.5 | 37.8 |
| L12: American Quilt | — | \$134,104 | 78 | 68.6 | 1.5 | 1.2 | 1.3 | 1.2 | 0.8 | 0.9 | 24.3 | 0.2 | 5.1 | 10.8 | 20.6 | 17.3 | 17.8 | 28.4 |
| 26: Midland Crowd | Single Family; Mobile Home | \$143,713 | 79 | 70.2 | 1.5 | 1.2 | 1.2 | 1.0 | 0.6 | 0.6 | 23.5 | 0.2 | 7.4 | 14.5 | 23.4 | 16.9 | 16.3 | 21.5 |
| 31: Rural Resort Dwellers | Single Fam.; Mobile Home/Seasonal | \$174,651 | 80 | 78.5 | 1.8 | 1.4 | 1.5 | 1.5 | 1.1 | 1.5 | 12.6 | 0.2 | 3.5 | 9.5 | 18.6 | 18.1 | 17.7 | 32.5 |
| 41: Crossroads | Mobile Home | \$113,108 | 69 | 42.8 | 2.2 | 1.5 | 1.8 | 2.0 | 1.5 | 1.5 | 46.3 | 0.3 | 6.1 | 11.2 | 22.9 | 18.9 | 19.8 | 21.0 |
| 46: Rooted Rural | Single Family; Mobile Home | \$109,250 | 80 | 71.6 | 0.8 | 1.0 | 0.9 | 0.7 | 0.3 | 0.4 | 24.2 | 0.2 | 3.2 | 7.5 | 18.0 | 16.1 | 18.4 | 36.8 |

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