



2012 Tapestry™ Segmentation Summary Table

Demographic Profile

	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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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



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			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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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

*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

	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	72.3	41.3	8.0	41.9	8.9	6.2	8.7	29.0	20.6	7.5	17.6	10.3	
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	
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	
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	
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	
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	
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	
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	
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	
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	
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	
22: Metropolitans	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	
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	
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	
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	
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	
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	
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	
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	
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	
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	
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	



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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	72.3	41.3	8.0	41.9	8.9	6.2	8.7	29.0	20.6	7.5	17.6	10.3
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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

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

** 2006-2010 American Community Survey



2012 Tapestry™ Segmentation Summary Table

Economic Profile

	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
01: Top Rung	\$173,172	\$581,772	0.5	3.5	8.6	3.9	7.3	2.0	3.9	15.1	52.0	3.3	32.2	35.3	14.6	7.7	5.9	0.1	1.3	0.7	1.1	1.2
02: Suburban Splendor	\$116,617	\$536,149	0.8	5.0	10.9	4.0	9.3	3.5	3.1	10.6	48.3	4.5	26.8	30.8	13.8	10.7	8.8	0.1	2.6	1.7	2.2	2.5
03: Connoisseurs	\$123,663	\$545,758	0.6	4.8	8.1	3.6	8.2	2.7	3.4	11.7	52.7	4.2	27.5	34.3	13.5	9.8	7.8	0.1	2.3	1.2	1.6	1.8
04: Boomburbs	\$103,545	\$339,444	0.8	4.6	11.5	4.0	10.2	4.2	3.4	10.8	45.7	4.8	25.8	29.4	14.0	11.4	9.6	0.1	2.3	2.0	2.6	2.8
05: Wealthy Seaboard Suburbs	\$98,852	\$428,259	0.4	6.0	8.0	3.3	9.9	4.3	3.4	9.6	49.3	6.0	20.9	28.9	12.1	13.9	11.8	0.1	4.0	2.5	2.7	3.1
06: Sophisticated Squires	\$81,280	\$276,612	0.8	6.9	11.4	3.6	11.2	5.3	2.6	8.1	44.5	5.7	18.3	24.7	12.1	14.7	12.9	0.2	4.7	3.5	4.4	4.5
07: Exurbanites	\$85,483	\$355,233	1.3	6.6	10.3	3.5	10.1	4.3	2.3	8.8	47.6	5.2	21.1	28.4	12.8	12.7	11.1	0.3	4.1	2.6	3.4	3.6
08: Laptops and Lattes	\$97,408	\$84,978	0.2	2.2	5.5	2.6	6.4	1.8	6.8	14.5	56.2	3.8	29.6	39.6	11.9	8.0	7.0	0.0	1.1	0.5	1.0	1.1
09: Urban Chic	\$91,298	\$195,822	0.8	5.4	7.8	3.2	9.1	3.1	3.8	10.0	52.6	4.1	23.5	32.1	12.6	10.8	11.4	0.2	3.3	1.6	2.1	2.4
10: Pleasant-Ville	\$74,355	\$213,802	0.4	7.4	8.9	3.2	11.4	5.9	2.9	7.8	46.1	6.0	15.0	22.4	11.1	16.5	15.6	0.2	5.7	3.7	4.3	5.3
11: Pacific Heights	\$76,699	\$150,898	0.5	5.5	11.1	3.7	10.9	5.9	2.8	7.8	46.7	5.0	15.4	23.2	11.7	15.3	16.9	0.3	4.2	3.1	5.3	4.7
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
13: In Style	\$67,502	\$128,084	0.7	5.6	9.6	3.3	11.2	4.4	2.7	8.8	48.3	5.3	18.8	26.9	12.5	14.3	13.2	0.2	3.8	2.5	3.8	4.0
14: Prosperous Empty Nesters	\$66,014	\$239,561	1.0	5.5	9.2	3.1	10.8	4.2	2.3	8.2	50.1	5.6	18.6	28.3	12.1	14.0	12.7	0.2	3.7	2.6	3.9	3.9
15: Silver and Gold	\$68,518	\$325,440	1.1	7.2	6.2	2.9	11.6	3.6	2.1	11.1	50.0	4.1	21.8	25.3	15.8	11.9	13.1	0.4	4.2	2.0	2.4	3.2
16: Enterprising Professionals	\$62,559	\$45,817	0.6	4.8	9.2	3.1	11.0	4.1	3.4	10.0	48.6	5.2	19.4	28.6	12.0	14.2	13.4	0.1	3.1	2.3	3.3	3.6
17: Green Acres	\$60,821	\$167,058	2.9	9.0	14.5	3.3	11.1	5.6	1.8	6.1	40.6	5.0	15.5	20.3	10.6	14.4	13.6	0.9	6.7	4.6	7.3	6.2
18: Cozy and Comfortable	\$57,428	\$158,155	0.7	6.5	12.2	3.3	11.9	5.5	2.2	7.3	45.1	5.5	13.8	21.7	11.2	16.5	15.3	0.3	5.0	3.9	6.4	5.9
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
20: City Lights	\$59,209	\$62,139	0.3	6.6	6.7	3.0	11.0	6.4	2.9	8.4	49.5	5.2	13.7	21.6	10.9	16.4	19.1	0.2	5.6	2.9	3.9	5.7
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
22: Metropolitans	\$54,926	\$59,202	0.7	4.4	6.5	2.5	9.5	3.2	3.0	8.2	57.3	4.8	18.8	34.3	11.0	12.1	13.2	0.2	3.1	1.7	2.7	3.0
23: Trendsetters	\$53,345	\$21,854	0.3	4.6	6.5	2.5	9.4	3.3	5.5	8.2	56.1	3.6	18.4	31.6	10.9	12.2	15.9	0.1	3.4	1.7	2.6	3.1
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
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
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
27: Metro Renters	\$49,852	\$14,234	0.4	2.5	5.4	2.3	7.7	2.6	5.1	11.3	58.0	4.6	23.5	37.4	11.1	10.4	11.5	0.1	1.5	0.9	1.6	2.0
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
29: Rustbelt Retirees	\$45,782	\$104,125	0.9	6.2	12.8	3.1	12.6	5.5	2.0	6.3	45.5	5.1	11.4	20.3	11.0	16.5	17.2	0.3	5.2	3.9	7.6	6.6
30: Retirement Communities	\$48,319	\$71,992	0.7	5.1	8.1	3.1	11.4	4.3	2.8	8.9	50.9	4.9	16.8	26.0	12.2	15.2	15.2	0.2	3.6	2.5	3.9	4.3
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
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
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



2012 Tapestry™ Segmentation Summary Table

Economic Profile

	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
36: Old and Newcomers	\$38,531	\$15,982	0.7	5.6	8.1	2.7	12.6	4.3	2.6	7.5	51.1	4.8	13.1	22.7	11.9	15.3	19.5	0.3	4.5	2.6	4.8	5.3
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
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
39: Young and Restless	\$37,235	\$11,776	0.6	6.1	8.0	2.7	13.7	4.8	3.0	8.1	48.9	4.2	12.1	20.8	12.2	16.5	19.8	0.2	5.1	3.0	4.8	5.6
40: Military Proximity	\$38,795	\$10,209	1.0	3.6	3.0	1.0	12.4	2.8	1.1	3.9	41.6	29.5	10.4	19.9	10.2	17.2	21.8	0.7	4.4	7.0	3.1	5.3
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
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
43: The Elders	\$38,167	\$217,238	0.6	5.8	5.3	2.9	16.1	4.6	1.9	10.3	48.3	4.1	14.0	18.0	16.7	18.5	18.0	0.3	3.9	2.5	3.0	5.2
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
45: City Strivers	\$36,621	\$13,942	0.1	4.7	4.6	1.8	10.1	8.3	2.5	6.7	54.8	6.4	9.0	17.6	9.1	17.5	28.3	0.1	4.3	2.4	3.7	7.9
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
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
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
49: Senior Sun Seekers	\$35,714	\$86,417	3.0	9.8	7.7	2.4	13.9	5.4	1.5	5.7	45.1	5.5	11.0	15.6	12.1	14.7	21.0	1.3	7.7	4.2	5.5	6.7
50: Heartland Communities	\$34,326	\$38,947	3.7	7.2	14.4	2.6	12.8	5.4	1.6	4.5	42.7	5.3	9.1	16.3	10.0	13.5	20.5	1.1	6.8	4.2	9.9	8.5
51: Metro City Edge	\$27,875	\$13,386	0.8	5.3	11.0	2.4	11.8	6.4	1.8	4.8	50.4	5.2	6.7	13.1	9.7	15.7	27.9	0.4	5.0	2.8	8.9	9.8
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
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
54: Urban Rows	\$29,467	\$14,211	0.3	5.0	7.1	2.4	10.7	7.2	1.8	5.9	52.1	7.5	7.4	15.0	9.0	18.5	28.1	0.2	4.6	2.3	6.1	8.8
55: College Towns	\$32,433	\$11,748	0.9	4.0	5.7	1.6	13.1	2.4	2.3	4.8	62.2	3.0	9.8	27.4	11.7	14.1	23.4	0.5	3.4	1.8	3.7	4.2
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
57: Simple Living	\$27,007	\$13,319	1.4	6.8	12.2	2.4	13.3	4.7	1.9	5.0	47.8	4.4	8.2	15.5	10.8	14.9	23.7	0.7	6.2	3.5	8.7	7.8
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
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
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
62: Modest Income Homes	\$19,695	\$12,264	1.4	5.8	11.3	2.1	11.1	5.8	1.4	3.7	52.3	5.1	5.2	11.6	9.4	13.2	32.0	0.7	5.5	2.6	9.4	10.3
63: Dorms to Diplomas	\$23,807	\$9,301	0.7	2.3	3.3	1.1	13.7	1.3	2.3	3.4	69.9	1.9	6.5	27.5	13.1	16.4	27.4	0.4	2.0	1.4	2.2	3.2
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
65: Social Security Set	\$16,332	\$10,083	0.6	4.7	7.7	2.0	11.5	4.5	2.5	6.5	55.8	4.2	10.1	18.9	10.7	14.2	26.8	0.4	4.0	2.1	5.8	6.9

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

** 2006-2010 American Community Survey



2012 Tapestry™ Segmentation Summary Table

Housing Profile

United States	Housing Type	Home Value	Home Ownership (%)	Units in Structure (%)**									Year Structure Built (%)**					
				1, Detached	1, Attached	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
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
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
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
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
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
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
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
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
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
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
22: Metropolitans	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
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
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
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
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
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
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
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
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
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
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



2012 Tapestry™ Segmentation Summary Table

Housing Profile

	Housing Type	Home Value	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	—	\$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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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

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