



2012 Tapestry™ Segmentation Summary Table

Demographic Profile by Urbanization 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
U1: Principal Urban Centers I	9,970,995	25,718,863	0.62	—	2.53	81	34.6	19.8	45.3	23.6	11.2	41.0	44.9	14.1
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
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
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
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
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
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
U2: Principal Urban Centers II	5,700,660	17,047,844	0.33	—	2.90	88	30.3	28.9	41.0	20.6	9.5	47.7	36.3	16.0
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
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
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
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
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
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
U3: Metro Cities I	14,339,042	38,148,238	0.61	—	2.62	56	39.4	23.2	34.8	28.7	13.3	28.7	56.8	14.5
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
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
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
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
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
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
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
U4: Metro Cities II	13,113,153	31,643,654	0.61	—	2.30	73	31.5	21.7	45.5	21.0	11.8	42.6	38.2	19.2
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
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
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
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
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
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
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
U5: Urban Outskirts I	12,359,425	34,936,316	0.70	—	2.80	66	34.4	27.8	37.5	24.7	10.1	30.5	53.1	16.4
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
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
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
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



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	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
U6: Urban Outskirts II	6,057,758	16,380,964	0.37	—	2.57	77	31.1	24.8	41.1	21.9	12.2	44.0	36.3	19.7
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
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
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
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
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
U7: Suburban Periphery I	19,083,261	51,902,133	0.91	—	2.69	43	40.7	24.7	31.6	29.8	13.9	23.3	63.1	13.7
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
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
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
U8: Suburban Periphery II	10,582,371	26,080,166	0.42	—	2.39	43	41.4	21.3	33.0	26.5	19.3	26.5	53.0	20.5
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
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
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
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
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
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
U9: Small Towns	5,467,036	13,713,507	0.55	—	2.42	50	41.0	22.5	32.2	26.7	18.6	25.3	52.3	22.4
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
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
U10: Rural I	12,576,225	33,234,673	0.75	—	2.61	27	42.2	23.2	30.6	31.2	15.0	21.9	62.7	15.4
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
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
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
U11: Rural II	8,956,845	23,322,193	0.46	—	2.54	37	41.6	22.9	31.5	29.5	16.1	23.8	57.8	18.4
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
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
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
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

* 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 Urbanization 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	
U1: Principal Urban Centers I	1.5	1.2	8.9	5.1	6.9	2.7	73.7	37.7	11.1	38.6	12.6	9.1	7.8	22.1	16.6	6.4	23.1	14.8	
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	
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	
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	
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	
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	
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	
U2: Principal Urban Centers II	1.9	1.8	13.6	7.4	5.4	0.8	69.2	43.6	4.9	45.5	6.0	19.9	17.7	30.3	16.0	4.9	7.9	3.4	
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	
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	
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	
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	
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	
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	
U3: Metro Cities I	2.0	1.4	11.1	6.0	6.1	1.8	71.6	38.0	11.5	38.2	12.4	2.9	4.4	20.5	19.6	7.5	26.2	18.8	
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	
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	
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	
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	
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	
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	
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	
U4: Metro Cities II	1.5	1.3	9.5	4.9	11.5	2.0	69.3	41.0	7.3	43.2	8.6	6.2	9.6	28.8	22.8	7.5	16.4	8.7	
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	
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	
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	
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	
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	
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	
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	
U5: Urban Outskirts I	2.0	1.7	13.2	6.6	5.2	1.1	70.2	42.4	7.0	42.9	7.7	6.8	9.1	29.5	21.4	7.7	17.0	8.5	
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	
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	
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	
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	



2012 Tapestry™ Segmentation Summary Table

Education Profile by Urbanization 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
U6: Urban Outskirts II	1.6	1.6	11.6	6.3	10.1	1.4	67.3	43.0	5.7	44.8	6.6	12.9	15.6	32.7	19.0	5.6	9.1	5.0
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
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
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
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
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
U7: Suburban Periphery I	2.0	1.4	12.0	6.5	5.2	1.4	71.5	40.1	9.6	40.0	10.3	2.2	4.1	22.2	21.9	8.7	25.6	15.4
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
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
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
U8: Suburban Periphery II	1.5	1.2	9.8	5.3	5.3	1.0	75.8	41.8	7.7	42.0	8.4	4.5	8.7	34.0	22.6	8.2	14.4	7.6
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
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
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
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
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
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
U9: Small Towns	1.4	1.3	10.5	5.5	3.8	0.5	76.8	44.9	4.7	45.3	5.2	7.2	12.5	38.1	21.6	7.1	9.1	4.4
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
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
U10: Rural I	1.5	1.3	11.3	6.3	3.9	0.7	74.9	42.7	7.0	42.7	7.5	4.0	8.3	35.8	22.2	8.6	14.0	7.1
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
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
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
U11: Rural II	1.3	1.3	11.0	6.0	3.4	0.5	76.4	44.6	5.0	44.8	5.6	8.4	13.3	40.2	19.1	6.8	8.3	3.9
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
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
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

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

** 2006-2010 American Community Survey



2012 Tapestry™ Segmentation Summary Table

Economic Profile by Urbanization 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
U1: Principal Urban Centers I	\$54,836	\$34,280	0.6	5.8	8.3	3.0	10.1	4.7	3.7	8.5	51.2	4.0	16.0	24.7	10.9	13.4	17.8	0.4	4.8	2.4	4.7	5.1
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
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
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
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
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
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
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
U2: Principal Urban Centers II	\$25,173	\$11,182	2.1	8.7	10.3	2.9	11.1	5.8	1.7	4.9	49.0	3.6	6.1	11.4	9.3	13.7	28.7	1.9	8.2	2.8	8.7	9.2
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
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
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
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
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
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
U3: Metro Cities I	\$76,626	\$174,777	0.6	5.8	8.6	3.2	10.3	4.4	3.2	9.4	49.4	5.1	19.7	27.8	12.1	13.6	12.9	0.2	4.0	2.6	3.4	3.9
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
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
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
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
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
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
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
U4: Metro Cities II	\$37,290	\$14,676	0.8	6.5	8.6	2.7	12.7	4.9	2.4	6.8	50.0	4.6	11.0	19.4	11.4	15.8	21.3	0.4	5.5	3.0	5.7	6.4
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
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
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
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
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
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
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
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
U5: Urban Outskirts I	\$50,228	\$62,591	1.5	7.4	12.4	3.4	12.1	5.2	2.4	6.9	44.3	4.6	13.5	19.0	11.4	14.5	17.5	0.7	6.0	3.5	7.2	6.6
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
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
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
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



2012 Tapestry™ Segmentation Summary Table

Economic Profile by Urbanization 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
U6: Urban Outskirts II	\$26,329	\$12,952	2.0	7.3	9.8	2.4	12.3	4.9	1.7	4.4	51.0	4.2	7.1	15.6	10.3	14.1	25.9	1.1	6.9	3.1	7.8	8.1
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
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
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
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
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
U7: Suburban Periphery I	\$76,936	\$233,657	0.9	6.3	10.2	3.5	10.9	4.8	2.6	8.8	46.6	5.5	19.6	26.2	12.6	13.8	12.5	0.2	4.1	2.9	3.9	4.1
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
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
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
U8: Suburban Periphery II	\$44,049	\$77,180	1.2	6.6	12.6	3.0	12.5	5.1	2.0	6.2	45.5	5.3	11.7	19.6	11.2	15.7	17.9	0.4	5.5	3.8	7.7	6.6
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
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
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
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
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
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
U9: Small Towns	\$35,415	\$46,289	3.5	8.9	12.4	2.7	13.1	5.6	1.6	4.7	42.5	5.1	9.3	14.8	10.5	14.0	20.7	1.3	8.0	4.5	8.8	8.2
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
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
U10: Rural I	\$51,810	\$114,017	3.6	9.3	14.3	3.0	11.6	5.7	1.7	5.5	40.3	5.0	13.4	18.3	10.4	14.1	15.1	1.2	7.4	4.8	8.2	7.0
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
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
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
U11: Rural II	\$36,427	\$55,697	7.6	9.3	15.9	2.7	11.6	6.1	1.3	3.9	36.8	4.9	11.1	14.5	9.2	12.9	16.4	2.3	8.5	5.1	10.9	9.1
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
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
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

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

** 2006-2010 American Community Survey



2012 Tapestry™ Segmentation Summary Table

Housing Profile by Urbanization Groups

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
U1: Principal Urban Centers I	—	\$338,843	39	28.4	7.6	8.9	9.6	8.7	8.3	27.6	0.7	0.1	2.6	5.2	6.9	9.7	13.3	62.3
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
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
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
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
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
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
U2: Principal Urban Centers II	—	\$148,024	23	19.9	12.0	9.4	11.7	10.1	8.9	26.3	1.5	0.1	2.1	4.0	5.3	8.1	13.5	66.9
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
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
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
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
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
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
U3: Metro Cities I	—	\$287,554	72	71.0	7.5	2.7	3.0	4.1	4.7	5.9	1.1	0.0	3.8	8.1	12.8	15.4	16.1	43.8
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
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
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
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
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
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
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
U4: Metro Cities II	—	\$138,944	36	32.5	7.5	4.9	8.3	12.5	13.7	18.3	2.2	0.1	3.5	7.4	12.1	17.8	20.9	38.3
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
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
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
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
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
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
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
U5: Urban Outskirts I	—	\$147,627	66	71.2	6.3	5.1	4.6	3.9	3.1	3.2	2.5	0.0	4.8	10.4	14.2	9.7	12.1	48.8
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
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
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
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



2012 Tapestry™ Segmentation Summary Table

Housing Profile by Urbanization Groups

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
U6: Urban Outskirts II	—	\$84,635	44	55.6	4.6	7.5	7.1	6.6	5.0	8.4	5.1	0.1	2.5	4.9	7.9	10.3	15.2	59.1
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
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
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
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
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
U7: Suburban Periphery I	—	\$223,314	83	80.0	6.9	1.3	1.9	2.4	2.1	3.2	2.1	0.0	6.7	14.7	21.4	18.8	16.5	21.8
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
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
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
U8: Suburban Periphery II	—	\$128,183	70	71.8	5.6	3.8	3.7	3.7	2.6	4.1	4.7	0.1	2.7	5.4	9.6	11.5	17.2	53.7
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
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
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
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
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
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
U9: Small Towns	—	\$98,469	70	59.1	2.4	2.4	2.7	2.4	1.6	2.1	27.1	0.3	3.8	7.6	15.3	15.9	19.1	38.3
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
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
U10: Rural I	—	\$154,200	82	79.7	1.6	1.3	1.2	1.0	0.6	0.7	13.7	0.1	5.1	11.2	19.7	15.6	17.2	31.2
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
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
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
U11: Rural II	—	\$102,849	78	70.5	0.8	1.1	1.0	0.8	0.4	0.4	24.9	0.1	3.1	7.3	17.9	15.4	18.0	38.3
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
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
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

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

** 2006-2010 American Community Survey