



2013 Tapestry™ Segmentation Summary Table

Demographic Profile by LifeMode Groups

	2010-2013 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	118,979,182	314,467,933	0.57	—	2.58	62	37.6	23.2	36.4	26.5	13.9	31.4	51.9	16.7
L1: High Society	14,980,284	43,027,376	0.77	—	2.85	41	42.4	25.0	28.8	32.3	13.9	22.9	65.8	11.3
01: Top Rung	1,067,296	3,142,886	0.43	Married Couple Families	2.90	37	45.4	26.4	23.0	34.3	16.4	22.2	68.7	9.0
02: Suburban Splendor	2,013,199	5,904,385	0.66	Married Couple Families	2.92	35	44.0	25.4	26.1	35.6	13.0	22.2	68.6	9.3
03: Connoisseurs	1,494,051	3,990,575	0.43	Married Couple Families	2.63	39	48.2	21.8	23.4	33.5	21.3	21.8	65.4	12.9
04: Boomburbs	2,849,184	8,853,301	1.59	Married Couples w/Kids	3.10	52	36.1	30.9	34.2	28.0	6.9	22.1	68.5	9.4
05: Wealthy Seaboard Suburbs	1,671,789	4,831,867	0.37	Married Couple Families	2.85	47	43.7	22.8	29.1	31.1	17.0	25.5	61.5	13.0
06: Sophisticated Squires	2,952,646	8,621,970	0.64	Married Couple Families	2.90	41	40.4	24.7	32.1	31.9	11.2	25.0	63.3	11.8
07: Exurbanites	2,932,119	7,682,392	0.63	Married Couple Families	2.59	28	47.0	21.0	25.9	34.5	18.6	21.2	65.7	13.1
L2: Upscale Avenues	15,743,999	41,120,059	0.58	—	2.58	51	40.6	21.8	34.3	29.3	14.6	27.3	57.3	15.3
09: Urban Chic	1,664,772	4,072,570	0.50	Mixed	2.40	49	43.3	20.3	32.0	30.7	16.9	28.2	55.5	16.3
10: Pleasant-Ville	1,937,723	5,621,720	0.29	Married Couple Families	2.86	62	41.1	21.9	33.6	29.7	14.8	29.5	55.5	15.0
11: Pacific Heights	805,571	2,609,030	0.50	Married Couple Families	3.20	77	40.5	20.7	35.6	28.4	15.4	31.6	54.9	13.5
13: In Style	2,753,983	6,685,176	0.58	Mixed	2.39	44	41.1	21.1	34.1	29.1	15.7	27.2	55.6	17.2
16: Enterprising Professionals	2,254,476	5,262,812	1.10	Mixed	2.32	67	33.2	22.5	47.1	22.3	8.1	34.6	49.9	15.4
17: Green Acres	3,684,096	9,993,876	0.71	Married Couple Families	2.69	23	42.8	22.9	30.1	32.5	14.5	21.8	64.9	13.3
18: Cozy and Comfortable	2,643,378	6,874,875	0.32	Married Couple Families	2.57	40	42.3	21.4	32.2	29.5	17.0	26.0	57.2	16.9
L3: Metropolis	6,311,203	16,418,835	0.20	—	2.54	71	35.6	23.8	38.3	25.7	12.3	43.0	38.7	18.3
20: City Lights	1,262,301	3,456,828	0.34	Mixed	2.70	75	38.5	21.5	37.6	27.3	13.7	34.6	49.4	15.9
22: Metropolitans	1,695,722	3,726,443	0.65	Singles; Shared	2.13	41	37.5	17.3	42.9	26.5	13.3	37.0	46.0	17.0
45: City Strivers	794,835	2,213,350	0.43	Family Mix	2.73	62	34.0	25.6	39.0	24.9	10.5	50.6	33.3	16.1
51: Metro City Edge	1,021,601	2,911,669	-0.16	Family Mix	2.82	55	31.0	30.3	36.9	23.5	9.3	47.7	32.8	19.5
54: Urban Rows	443,249	1,243,172	0.16	Family Mix	2.74	65	32.9	27.0	38.1	24.4	10.5	53.2	29.6	17.2
62: Modest Income Homes	1,093,495	2,867,373	-0.31	Other Family HHs; Singles	2.52	43	36.5	25.4	34.0	26.3	14.2	47.0	29.2	23.9
L4: Solo Acts	8,739,619	17,440,722	0.65	—	1.94	65	33.8	15.5	51.7	21.6	11.2	46.1	36.9	17.0
08: Laptops and Lattes	1,207,363	2,353,094	0.72	Singles; Shared	1.89	47	38.1	13.4	47.4	24.6	14.5	43.4	42.7	13.9
23: Trendsetters	1,381,514	3,025,131	0.72	Singles; Shared	2.15	70	35.5	16.1	49.7	23.8	10.5	45.2	40.1	14.7
27: Metro Renters	1,959,395	3,392,409	0.82	Singles; Shared	1.63	60	32.7	7.7	64.0	18.9	9.3	56.9	29.4	13.6
36: Old and Newcomers	2,423,069	4,983,515	0.43	Singles; Shared	2.00	59	36.7	17.3	42.9	24.4	15.4	39.1	38.6	22.3
39: Young and Restless	1,768,278	3,686,573	0.69	Singles; Shared	2.05	78	29.2	20.9	56.3	16.8	6.0	47.7	35.2	17.1
L5: Senior Styles	15,007,876	33,423,800	0.34	—	2.14	41	48.8	17.1	28.4	27.8	26.7	25.0	51.5	23.5
14: Prosperous Empty Nesters	2,483,040	5,995,798	0.47	Married Couples w/No Kids	2.36	31	48.5	18.5	26.9	30.5	24.2	22.4	59.8	17.8
15: Silver and Gold	1,226,887	2,496,445	0.66	Married Couples w/No Kids	2.01	22	61.3	10.5	16.2	31.7	41.5	14.9	65.0	20.2
29: Rustbelt Retirees	2,321,233	5,552,246	0.18	MC w/No Kids; Singles	2.34	35	44.5	19.4	31.2	28.4	21.0	25.5	53.7	20.8
30: Retirement Communities	1,902,728	3,855,513	0.41	Singles	1.92	44	51.2	14.1	28.8	25.9	31.2	27.4	45.0	27.6
43: The Elders	763,450	1,286,115	0.64	MC w/No Kids; Singles	1.65	20	71.9	3.0	6.5	20.4	70.2	9.0	59.1	31.9
49: Senior Sun Seekers	1,366,704	3,073,844	0.53	MC w/No Kids; Singles	2.16	41	52.8	15.4	24.6	30.3	29.7	20.8	54.5	24.7
50: Heartland Communities	2,405,839	5,817,406	0.16	Mixed	2.32	36	41.7	21.8	32.2	26.6	19.4	25.3	51.0	23.7
57: Simple Living	1,653,860	3,656,610	0.10	Singles	2.10	57	40.1	20.3	35.2	24.9	19.6	34.0	38.4	27.6
65: Social Security Set	884,135	1,689,823	0.36	Singles	1.65	73	44.6	12.2	38.3	26.0	23.6	43.5	26.3	30.2



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	Households	Population	Population Change (%)					<18	18-44	45-64	65+	Never Married	Married	Widowed/ Divorced
United States	118,979,182	314,467,933	0.57	—	2.58	62	37.6	23.2	36.4	26.5	13.9	31.4	51.9	16.7
L6: Scholars & Patriots	1,901,200	5,741,957	0.79	—	2.25	55	23.0	11.6	75.5	8.6	4.3	71.1	21.9	7.0
40: Military Proximity	188,950	862,303	1.62	Married Couples w/Kids	3.31	67	22.5	30.6	65.2	3.7	0.5	40.5	55.4	4.0
55: College Towns	1,115,299	2,761,369	0.59	Singles; Shared	2.10	53	24.4	11.4	67.3	13.9	7.4	64.5	24.5	11.0
63: Dorms to Diplomas	596,951	2,118,285	0.72	Shared; Singles	2.19	53	21.9	4.0	90.4	3.7	1.9	88.7	8.2	3.1
L7: High Hopes	4,809,195	12,116,919	0.56	—	2.48	68	32.2	25.5	42.6	22.6	9.4	36.5	44.4	19.1
28: Aspiring Young Families	2,791,928	7,271,739	0.77	Family Mix	2.58	73	31.4	26.7	43.2	21.7	8.4	35.5	46.8	17.7
48: Great Expectations	2,017,267	4,845,180	0.25	Mixed	2.34	60	33.5	23.6	41.6	23.9	10.9	38.0	41.0	21.0
L8: Global Roots	9,875,447	30,991,252	0.44	—	3.10	88	30.0	29.2	42.3	20.5	7.9	42.2	43.3	14.6
35: International Marketplace	1,548,494	4,757,166	0.36	Family Mix	3.04	88	32.2	26.0	43.6	22.2	8.3	41.4	44.7	13.9
38: Industrious Urban Fringe	2,059,768	7,240,757	0.88	Family Mix	3.49	83	29.5	31.7	39.8	20.7	7.8	36.0	49.6	14.5
44: Urban Melting Pot	801,770	2,197,849	0.45	Mixed	2.70	80	36.7	20.7	40.9	24.8	13.6	36.8	49.3	14.0
47: Las Casas	878,759	3,680,281	0.32	Family Mix	4.14	86	27.7	32.6	42.6	18.6	6.2	44.4	45.6	10.0
52: Inner City Tenants	1,661,008	4,188,543	0.34	Mixed	2.48	84	29.0	28.0	45.9	19.2	7.0	45.1	36.6	18.3
58: NeWest Residents	1,136,791	3,869,907	0.20	Family Mix	3.36	87	27.3	32.8	44.5	17.1	5.7	45.4	42.4	12.2
60: City Dimensions	1,021,399	2,900,267	0.11	Mixed	2.77	84	29.7	30.0	40.6	21.3	8.1	44.2	36.4	19.4
61: High Rise Renters	767,458	2,156,482	0.40	Other Family HHs; Singles	2.76	89	32.3	26.3	40.7	22.8	10.2	51.7	33.1	15.1
L9: Family Portrait	10,600,342	33,069,579	1.07	—	3.10	76	32.5	29.4	38.9	23.3	8.4	31.5	54.5	14.0
12: Up and Coming Families	4,925,434	14,982,476	1.69	Married Couples w/Kids	3.03	62	32.8	30.0	39.8	23.1	7.0	25.7	61.9	12.4
19: Milk and Cookies	2,632,727	7,691,522	0.71	Married Couples w/Kids	2.91	71	34.6	26.5	38.0	25.9	9.6	30.0	54.3	15.6
21: Urban Villages	1,045,276	4,018,888	0.51	Family Mix	3.82	87	33.0	26.8	39.6	23.8	9.8	37.2	50.1	12.7
59: Southwestern Families	1,185,855	4,161,968	0.71	Family Mix	3.47	68	29.5	32.3	37.4	20.6	9.7	35.3	49.6	15.1
64: City Commons	811,050	2,214,725	-0.03	Single Parent Fams; Singles	2.63	50	27.0	34.0	37.6	20.0	8.4	57.0	23.8	19.1
L10: Traditional Living	9,550,771	24,088,591	0.27	—	2.47	57	38.1	22.8	35.8	26.2	15.1	31.5	48.1	20.5
24: Main Street, USA	2,658,400	6,914,888	0.35	Mixed	2.56	59	37.1	23.2	37.3	26.4	13.0	32.3	49.0	18.7
32: Rustbelt Traditions	2,869,748	7,346,927	0.19	Mixed	2.53	51	36.2	24.6	37.0	25.5	12.9	30.3	49.4	20.4
33: Midlife Junction	3,032,212	7,129,603	0.36	Mixed	2.26	39	41.1	20.4	34.2	26.4	19.0	28.0	50.3	21.7
34: Family Foundations	990,411	2,697,173	0.03	Family Mix	2.69	41	39.7	23.5	32.9	27.4	16.3	41.7	36.2	22.0
L11: Factories & Farms	11,131,471	29,045,676	0.30	—	2.56	39	40.6	23.2	32.6	28.9	15.3	25.2	56.4	18.4
25: Salt of the Earth	3,170,297	8,226,192	0.31	Married Couple Families	2.56	18	43.5	21.6	30.4	31.2	16.7	22.0	62.2	15.8
37: Prairie Living	1,393,067	3,573,778	0.39	Married Couple Families	2.52	24	43.4	23.2	28.8	30.6	17.5	20.8	64.2	15.0
42: Southern Satellites	3,119,797	8,193,083	0.42	Married Couple Families	2.60	33	40.2	23.4	33.2	28.6	14.8	23.1	58.4	18.5
53: Home Town	1,682,436	4,391,724	0.03	Mixed	2.56	63	34.0	26.6	37.3	24.2	11.9	32.9	43.5	23.6
56: Rural Bypasses	1,765,874	4,660,899	0.27	Family Mix	2.51	57	40.2	22.4	33.8	28.5	15.3	30.6	48.7	20.8
L12: American Quilt	10,325,832	26,982,762	0.72	—	2.56	43	41.2	22.7	32.4	29.4	15.6	23.8	58.2	17.9
26: Midland Crowd	3,835,048	10,495,114	0.99	Married Couple Families	2.70	41	38.5	24.8	34.2	28.3	12.7	23.6	60.1	16.4
31: Rural Resort Dwellers	2,013,397	4,681,072	0.48	Married Couples w/No Kids	2.28	26	50.5	17.1	25.3	34.9	22.7	20.2	61.6	18.2
41: Crossroads	1,726,529	4,859,282	0.79	Family Mix	2.74	68	33.9	26.8	38.0	24.5	10.6	30.3	50.4	19.3
46: Rooted Rural	2,750,858	6,947,294	0.42	Married Couple Families	2.45	31	44.4	20.2	30.6	30.8	18.5	22.6	58.4	19.0

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

** 2007-2011 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 62 which means there is a 62 percent probability that two people randomly chosen from the U.S. population would belong to different race or ethnic groups.



2013 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	11.1	5.9	6.3	1.4	72.3	41.3	7.9	42.0	8.8	6.1	8.5	28.6	21.0	7.6	17.7	10.5
L1: High Society	2.2	1.5	12.9	7.0	5.0	1.4	69.9	38.9	11.3	37.9	11.9	1.7	2.9	17.6	18.8	7.8	30.1	21.2
01: Top Rung	2.6	1.6	14.0	7.7	4.9	1.4	67.9	33.2	16.9	32.3	17.6	0.9	1.2	8.1	11.1	4.4	36.3	38.0
02: Suburban Splendor	2.2	1.4	13.5	7.9	4.7	1.4	68.8	39.3	11.5	37.5	11.8	1.2	2.0	14.0	16.5	7.0	34.4	24.9
03: Connoisseurs	2.2	1.3	11.0	6.1	4.7	1.5	73.2	34.4	16.0	33.1	16.5	1.4	2.0	12.1	15.3	5.9	33.0	30.3
04: Boomburbs	3.0	2.0	16.1	7.4	4.8	1.6	65.2	40.7	9.4	39.9	10.0	1.5	2.3	14.1	18.9	8.1	34.8	20.3
05: Wealthy Seaboard Suburbs	2.1	1.4	11.3	6.3	5.5	1.6	72.0	38.1	11.9	37.2	12.8	2.6	3.7	21.4	18.5	7.9	26.8	19.2
06: Sophisticated Squires	1.9	1.4	12.8	7.2	5.6	1.3	69.7	41.3	8.7	40.5	9.5	2.0	4.1	24.4	23.0	9.7	24.1	12.7
07: Exurbanites	1.7	1.2	10.7	6.4	4.8	1.3	73.9	38.8	11.2	38.2	11.7	1.6	3.4	20.7	21.0	8.4	26.7	18.2
L2: Upscale Avenues	1.7	1.3	10.5	5.8	5.7	1.5	73.4	39.8	9.6	40.1	10.5	3.2	5.2	26.0	21.6	8.7	22.4	13.0
09: Urban Chic	2.1	1.3	9.5	5.1	5.8	1.9	74.2	34.6	14.6	35.1	15.7	2.3	2.9	14.8	17.7	6.7	30.9	24.6
10: Pleasant-Ville	1.7	1.2	10.5	6.2	6.2	1.3	72.8	40.0	9.5	40.0	10.5	4.2	6.1	29.1	21.7	8.7	19.7	10.6
11: Pacific Heights	1.5	1.2	9.9	6.0	7.5	1.6	72.4	41.0	9.2	40.2	9.6	7.7	6.6	23.0	19.2	8.7	23.8	11.0
13: In Style	1.8	1.3	10.2	5.6	5.7	1.8	73.7	39.2	9.8	40.0	11.0	2.2	4.2	22.0	21.8	8.5	25.7	15.7
16: Enterprising Professionals	2.0	1.4	9.7	4.6	7.2	2.7	72.3	39.4	9.5	40.5	10.6	2.6	3.6	17.7	20.9	8.1	30.1	17.0
17: Green Acres	1.6	1.3	11.8	6.5	4.3	0.9	73.6	41.4	8.3	41.5	8.8	2.9	6.1	32.7	22.9	9.4	17.2	8.9
18: Cozy and Comfortable	1.6	1.2	10.5	6.0	5.4	1.2	74.1	40.9	8.5	41.1	9.6	3.1	6.2	31.6	23.3	9.3	17.4	9.0
L3: Metropolis	1.8	1.5	11.1	6.3	6.6	1.6	71.1	39.9	8.1	42.4	9.6	6.5	11.6	30.0	20.0	6.4	15.8	9.8
20: City Lights	1.7	1.3	9.9	5.7	6.4	1.6	73.5	37.6	11.7	37.7	13.1	6.9	7.6	29.1	18.7	7.6	19.5	10.6
22: Metropolitans	1.7	1.1	7.5	3.9	9.1	3.5	73.3	35.2	13.6	36.2	14.9	1.9	3.6	16.4	18.9	6.7	29.9	22.6
45: City Strivers	1.9	1.5	12.4	7.3	6.5	1.2	69.1	40.1	6.8	43.9	9.2	8.3	13.0	33.4	21.0	6.8	11.8	5.7
51: Metro City Edge	2.1	2.0	14.8	8.0	5.5	0.7	67.0	43.2	3.9	47.4	5.4	7.0	16.3	36.8	23.2	6.3	7.3	3.1
54: Urban Rows	2.0	1.5	12.4	7.6	5.8	0.9	69.8	39.3	7.9	43.1	9.7	7.9	18.0	39.6	18.6	4.8	7.6	3.4
62: Modest Income Homes	1.8	1.6	12.0	7.0	5.2	0.5	71.9	44.1	3.7	47.6	4.6	9.9	20.0	37.2	19.8	5.1	5.6	2.5
L4: Solo Acts	1.4	0.9	6.2	3.1	8.4	4.0	76.0	34.6	13.0	37.1	15.2	3.7	5.0	17.9	19.0	6.6	28.1	19.8
08: Laptops and Lattes	1.7	0.9	5.2	2.3	6.0	4.5	79.5	23.5	23.5	25.3	27.7	1.6	1.8	7.6	11.1	3.9	37.7	36.3
23: Trendsetters	1.6	1.0	6.4	3.5	7.4	3.8	76.3	34.8	13.3	36.7	15.2	4.8	4.8	16.0	17.4	6.4	30.8	19.8
27: Metro Renters	0.8	0.5	2.7	1.4	9.6	7.6	77.4	27.0	20.2	28.9	23.8	2.6	3.2	10.2	14.3	5.0	36.3	28.5
36: Old and Newcomers	1.3	1.1	7.3	4.0	8.0	2.3	76.1	39.0	8.9	41.4	10.6	4.1	7.1	26.2	23.4	8.0	19.9	11.2
39: Young and Restless	1.5	1.3	8.2	3.7	10.4	3.1	71.8	40.2	7.4	44.1	8.3	4.8	6.8	23.5	25.5	8.3	21.2	10.0
L5: Senior Styles	1.2	1.0	8.1	4.5	4.8	1.0	79.3	40.4	8.7	41.2	9.7	4.7	8.4	31.8	21.7	7.5	16.0	9.9
14: Prosperous Empty Nesters	1.5	1.1	8.9	5.3	5.3	1.3	76.7	37.8	11.6	38.0	12.6	2.3	4.4	24.5	21.0	8.2	23.6	16.0
15: Silver and Gold	0.8	0.6	5.4	3.1	3.1	0.9	86.0	36.2	12.3	38.2	13.3	1.4	3.5	21.0	22.1	7.4	25.8	18.7
29: Rustbelt Retirees	1.3	1.1	9.3	5.2	5.0	1.0	77.1	41.0	8.3	41.7	8.9	3.8	7.7	36.0	22.4	8.7	14.1	7.3
30: Retirement Communities	1.2	0.8	6.4	3.7	6.0	1.6	80.3	35.6	12.9	36.9	14.6	4.3	6.4	26.7	20.3	7.1	20.9	14.3
43: The Elders	0.2	0.2	1.3	0.9	1.5	0.4	95.5	37.3	9.9	39.1	13.7	3.0	7.2	33.5	24.0	6.3	15.5	10.5
49: Senior Sun Seekers	0.9	0.9	7.3	4.2	3.4	0.5	82.9	43.9	5.9	43.8	6.5	5.2	11.2	36.4	24.4	7.2	10.3	5.4
50: Heartland Communities	1.5	1.4	10.3	5.5	4.0	0.5	76.8	44.7	4.7	45.2	5.4	6.7	11.3	39.6	21.0	7.4	9.4	4.6
57: Simple Living	1.4	1.3	9.2	4.8	5.8	0.9	76.7	42.1	6.2	44.3	7.5	8.1	12.8	36.2	21.3	6.8	9.8	5.1
65: Social Security Set	0.9	0.7	5.2	3.4	8.0	1.8	79.9	37.7	11.2	38.0	13.1	11.4	15.0	29.6	19.0	5.6	12.3	7.2
L6: Scholars & Patriots	0.9	0.8	4.7	2.1	46.4	5.9	39.1	40.4	9.5	40.0	10.2	3.1	5.5	19.3	23.3	7.2	23.8	17.9
40: Military Proximity	2.5	2.3	13.3	3.9	10.9	1.4	65.7	45.8	7.9	39.8	6.5	1.0	3.0	22.7	38.1	12.3	15.7	7.2
55: College Towns	1.0	0.7	4.8	2.6	36.6	6.1	48.2	39.1	10.5	39.2	11.2	3.7	6.2	19.8	20.8	6.4	24.7	18.4
63: Dorms to Diplomas	0.3	0.2	1.2	0.8	73.3	7.5	16.8	40.5	8.9	40.7	10.0	3.1	5.0	14.7	18.4	5.8	27.6	25.4



2013 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	11.1	5.9	6.3	1.4	72.3	41.3	7.9	42.0	8.8	6.1	8.5	28.6	21.0	7.6	17.7	10.5
L7: High Hopes	1.7	1.6	11.4	5.6	7.0	1.4	71.2	42.1	6.4	44.0	7.5	5.4	9.0	30.8	24.8	8.5	14.9	6.6
28: Aspiring Young Families	1.8	1.7	12.1	5.7	7.1	1.5	70.1	42.2	6.1	44.2	7.4	5.2	8.0	28.8	25.6	8.9	16.5	7.0
48: Great Expectations	1.7	1.5	10.4	5.3	6.9	1.3	72.9	41.8	6.9	43.5	7.7	5.6	10.5	33.6	23.6	8.0	12.8	5.9
L8: Global Roots	1.8	1.8	13.4	6.9	5.5	0.8	69.7	44.4	4.8	45.3	5.5	19.1	15.0	29.1	17.5	5.6	9.7	4.0
35: International Marketplace	1.7	1.6	11.7	6.5	6.2	1.1	71.2	43.3	6.0	44.1	6.7	15.8	12.1	28.7	18.2	6.1	13.5	5.6
38: Industrious Urban Fringe	1.7	2.0	15.2	7.8	5.2	0.6	67.5	46.2	3.5	46.2	4.1	18.3	15.1	30.3	19.5	5.9	7.9	2.9
44: Urban Melting Pot	1.4	1.2	8.8	5.2	6.6	1.8	74.9	35.3	14.1	36.1	14.5	14.3	10.3	26.6	13.5	6.6	19.1	9.6
47: Las Casas	1.9	2.0	15.2	8.5	5.0	0.4	67.1	46.9	2.5	47.7	2.9	32.7	18.2	25.3	13.2	3.9	5.1	1.5
52: Inner City Tenants	1.8	1.9	11.9	5.4	7.0	1.3	70.7	43.1	4.9	45.8	6.2	10.4	12.9	31.3	23.1	6.8	11.0	4.6
58: NeWest Residents	1.9	2.2	14.8	6.8	4.1	0.5	69.7	46.9	3.2	46.5	3.4	29.9	18.2	26.6	13.3	3.8	6.1	2.1
60: City Dimensions	1.9	1.9	13.6	6.7	4.7	0.6	70.5	44.7	4.0	46.3	5.0	14.1	18.2	34.3	18.6	5.4	6.6	2.7
61: High Rise Renters	1.8	1.6	12.6	7.7	6.0	1.1	69.3	41.8	6.6	43.5	8.1	18.2	17.0	28.5	15.8	5.7	10.3	4.5
L9: Family Portrait	2.1	1.9	14.4	7.2	5.8	1.1	67.5	43.4	5.7	44.4	6.5	8.8	9.2	27.1	23.3	8.3	16.3	7.0
12: Up and Coming Families	2.4	1.9	14.9	6.8	5.8	1.5	66.6	42.2	7.2	42.7	7.9	3.1	5.1	23.7	25.2	9.9	22.8	10.2
19: Milk and Cookies	1.8	1.6	13.2	7.0	6.1	1.2	69.1	42.9	6.0	44.3	6.8	4.8	7.7	29.7	26.4	9.1	15.7	6.5
21: Urban Villages	1.5	1.6	12.9	7.7	6.9	0.8	68.7	44.7	4.7	45.1	5.5	17.2	12.7	28.5	20.1	6.8	10.8	3.9
59: Southwestern Families	1.9	2.1	15.4	7.7	4.2	0.3	68.3	47.9	2.0	47.9	2.2	28.9	18.4	28.0	14.7	3.7	4.7	1.6
64: City Commons	2.9	2.4	15.9	7.9	6.2	0.6	64.1	42.4	3.8	48.2	5.6	9.9	21.3	36.1	20.1	4.8	5.5	2.4
L10: Traditional Living	1.6	1.3	10.7	5.8	5.7	1.1	73.7	41.7	7.1	43.0	8.3	4.8	9.1	33.9	23.5	8.3	13.6	6.8
24: Main Street, USA	1.6	1.4	10.8	5.9	5.4	1.1	73.8	41.5	7.6	42.2	8.7	5.3	8.7	32.9	22.9	8.5	14.7	7.0
32: Rustbelt Traditions	1.7	1.5	11.7	6.1	5.3	0.9	72.9	42.7	6.2	43.9	7.2	4.7	9.9	37.2	24.0	8.3	11.2	4.7
33: Midlife Junction	1.5	1.2	9.4	5.0	6.4	1.2	75.3	41.0	8.1	41.7	9.3	4.1	7.4	31.7	23.2	8.5	16.1	9.0
34: Family Foundations	1.6	1.2	11.3	7.1	6.0	1.1	71.7	41.2	5.7	45.3	7.8	5.8	12.8	33.6	24.8	7.1	10.3	5.5
L11: Factories & Farms	1.4	1.4	11.3	6.1	3.7	0.5	75.5	44.3	5.2	44.7	5.8	7.5	12.4	40.2	19.8	7.3	8.8	4.1
25: Salt of the Earth	1.4	1.2	10.9	6.1	3.8	0.6	76.0	43.1	6.6	43.2	7.1	4.4	8.8	41.5	20.3	8.5	11.1	5.5
37: Prairie Living	1.5	1.3	11.3	6.2	2.9	0.6	76.2	43.5	6.3	43.4	6.8	5.8	7.2	38.0	22.3	9.1	12.8	4.8
42: Southern Satellites	1.4	1.4	11.6	6.0	3.6	0.5	75.5	44.8	4.6	45.4	5.1	8.5	13.9	40.9	19.2	6.7	7.3	3.5
53: Home Town	1.7	1.7	12.1	6.0	4.4	0.5	73.6	45.1	4.2	45.9	4.8	9.2	16.0	39.2	20.7	5.9	6.5	2.5
56: Rural Bypasses	1.4	1.4	11.0	6.0	3.7	0.4	76.0	45.2	4.1	45.9	4.8	11.4	17.0	39.3	17.5	5.6	6.1	3.1
L12: American Quilt	1.4	1.4	11.1	5.9	4.0	0.7	75.6	43.7	5.8	44.2	6.2	5.7	10.5	35.9	22.4	7.8	11.7	5.9
26: Midland Crowd	1.6	1.5	12.3	6.3	4.3	0.8	73.1	43.1	6.2	43.9	6.7	4.9	9.6	34.8	23.4	8.4	12.8	6.1
31: Rural Resort Dwellers	1.1	0.9	8.4	5.0	3.3	0.7	80.6	42.9	7.2	42.4	7.6	3.1	7.1	31.8	24.1	8.5	16.0	9.4
41: Crossroads	1.6	1.7	12.9	6.3	4.5	0.6	72.5	45.1	4.4	45.8	4.7	9.1	14.2	36.1	21.8	7.0	8.3	3.5
46: Rooted Rural	1.2	1.2	10.0	5.6	3.5	0.5	78.0	44.2	5.5	44.4	5.9	6.7	12.0	40.3	20.2	7.1	9.2	4.6

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

** 2007-2011 American Community Survey



2013 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	Construction/Extraction	Installation/Maint./Repair	Production	Transport./Mat'l Moving
United States	\$51,314	\$71,184	1.9	6.8	10.8	2.9	11.5	5.1	2.3	6.9	47.0	4.9	14.4	21.3	11.1	14.0	17.5	0.7	5.5	3.3	6.1	6.1
L1: High Society	\$104,764	\$460,022	0.8	5.4	10.2	3.6	9.9	4.1	2.9	9.8	48.2	5.1	23.5	29.4	12.9	12.0	10.6	0.2	3.2	2.3	2.9	3.1
01: Top Rung	\$169,394	\$573,485	0.5	3.4	8.8	3.8	7.2	1.9	3.8	14.8	52.5	3.4	32.2	35.6	14.1	7.7	6.1	0.1	1.3	0.7	1.1	1.2
02: Suburban Splendor	\$121,313	\$540,580	0.8	4.9	10.8	3.8	9.3	3.5	2.9	10.5	49.0	4.6	26.7	31.0	13.7	10.6	9.1	0.1	2.5	1.6	2.1	2.5
03: Connoisseurs	\$122,306	\$537,187	0.6	4.7	8.1	3.5	8.3	2.7	3.3	11.5	53.0	4.3	27.4	34.4	13.4	9.6	8.1	0.1	2.3	1.2	1.6	1.8
04: Boomburbs	\$108,633	\$383,594	0.8	4.4	11.4	3.8	10.2	4.2	3.3	10.5	46.4	4.9	25.7	29.6	13.7	11.3	9.9	0.1	2.3	1.9	2.6	2.9
05: Wealthy Seaboard Suburbs	\$102,782	\$457,054	0.4	5.8	7.9	3.2	9.8	4.2	3.3	9.4	50.0	6.0	20.9	29.2	12.0	13.6	12.1	0.1	3.9	2.5	2.6	3.1
06: Sophisticated Squires	\$87,680	\$310,200	0.8	6.7	11.3	3.4	11.3	5.3	2.5	7.8	45.1	5.8	18.4	24.8	12.0	14.5	13.2	0.2	4.5	3.5	4.4	4.5
07: Exurbanites	\$87,531	\$365,053	1.3	6.4	10.2	3.4	10.2	4.3	2.2	8.6	48.2	5.3	21.1	28.5	12.5	12.6	11.3	0.3	3.9	2.6	3.4	3.6
L2: Upscale Avenues	\$68,471	\$154,015	1.2	6.4	10.8	3.1	11.1	5.0	2.5	7.8	46.8	5.3	17.1	24.6	11.4	14.5	14.4	0.4	4.7	3.3	4.9	4.9
09: Urban Chic	\$87,844	\$186,532	0.9	5.3	7.8	2.9	9.0	3.2	3.6	9.8	53.2	4.3	23.6	32.3	12.3	10.7	11.6	0.3	3.2	1.5	2.1	2.4
10: Pleasant-Ville	\$79,249	\$246,487	0.5	7.2	8.7	3.1	11.6	5.8	2.8	7.5	46.8	6.1	15.1	22.6	11.1	16.1	16.1	0.2	5.5	3.7	4.3	5.3
11: Pacific Heights	\$78,496	\$157,780	0.5	5.3	10.9	3.7	11.0	5.8	2.8	7.5	47.4	5.1	15.4	23.3	11.5	15.1	17.4	0.3	4.1	3.0	5.1	4.8
13: In Style	\$66,771	\$129,963	0.8	5.4	9.5	3.1	11.2	4.4	2.5	8.6	49.1	5.4	18.8	27.1	12.2	14.1	13.6	0.2	3.7	2.5	3.7	4.1
16: Enterprising Professionals	\$61,151	\$44,361	0.6	4.5	9.0	3.0	11.0	4.2	3.3	9.6	49.4	5.3	19.3	28.7	11.8	13.9	13.9	0.1	3.0	2.3	3.3	3.6
17: Green Acres	\$67,562	\$203,569	2.9	8.6	14.3	3.1	11.3	5.6	1.8	6.1	41.3	5.1	15.6	20.6	10.5	14.2	13.9	0.9	6.4	4.5	7.1	6.2
18: Cozy and Comfortable	\$60,170	\$174,164	0.7	6.3	11.9	3.1	11.9	5.5	2.1	7.1	45.8	5.5	13.8	21.9	11.0	16.4	15.6	0.2	4.8	3.9	6.3	5.9
L3: Metropolis	\$39,465	\$23,954	0.6	5.2	7.5	2.4	10.6	5.6	2.4	6.7	53.6	5.4	12.1	21.9	10.2	14.6	22.5	0.3	4.4	2.4	5.0	6.6
20: City Lights	\$60,707	\$67,093	0.3	6.6	6.6	2.9	11.0	6.4	2.8	8.3	50.1	5.1	13.8	21.9	10.7	16.1	19.4	0.2	5.5	2.9	3.8	5.8
22: Metropolitans	\$57,485	\$64,439	0.7	4.3	6.4	2.5	9.6	3.2	2.9	8.0	57.7	4.8	18.8	34.3	10.9	11.9	13.6	0.2	3.0	1.8	2.7	2.9
45: City Strivers	\$37,940	\$14,136	0.1	4.7	4.6	1.6	10.4	8.3	2.4	6.4	55.0	6.5	9.1	17.7	9.1	16.9	28.7	0.1	4.3	2.4	3.8	7.9
51: Metro City Edge	\$28,044	\$13,209	0.8	5.2	10.6	2.4	11.8	6.4	1.8	4.7	51.0	5.3	6.8	13.1	9.7	15.7	28.3	0.4	4.9	2.7	8.6	9.7
54: Urban Rows	\$30,027	\$14,211	0.2	4.9	7.2	2.2	10.5	6.9	1.8	5.7	53.2	7.2	7.5	15.0	9.0	17.5	29.1	0.2	4.5	2.3	6.1	8.8
62: Modest Income Homes	\$20,220	\$12,121	1.5	5.5	10.9	2.0	11.1	5.8	1.4	3.5	53.2	5.2	5.4	11.8	9.4	13.2	32.3	0.7	5.3	2.6	9.2	10.2
L4: Solo Acts	\$47,159	\$15,895	0.5	4.1	6.8	2.4	10.4	3.5	4.2	9.3	54.4	4.3	18.4	29.7	11.4	12.7	15.8	0.2	3.1	1.9	3.1	3.7
08: Laptops and Lattes	\$90,891	\$74,321	0.2	2.1	5.7	2.5	6.6	1.8	6.5	14.4	56.5	3.8	29.4	39.8	11.7	8.0	7.2	0.0	1.1	0.5	1.0	1.2
23: Trendsetters	\$56,619	\$24,902	0.3	4.3	6.4	2.4	9.4	3.3	5.4	8.0	56.8	3.7	18.6	32.1	10.7	11.9	16.0	0.1	3.2	1.7	2.6	3.1
27: Metro Renters	\$52,643	\$14,658	0.5	2.3	5.5	2.1	7.9	2.6	4.9	11.1	58.4	4.8	23.8	37.7	10.9	10.2	11.5	0.1	1.4	0.9	1.5	1.9
36: Old and Newcomers	\$38,395	\$14,978	0.7	5.3	8.1	2.6	12.7	4.3	2.5	7.3	51.7	4.8	13.1	23.1	11.7	15.1	19.8	0.3	4.3	2.6	4.8	5.3
39: Young and Restless	\$36,233	\$11,400	0.6	5.7	7.8	2.5	13.6	4.8	2.9	7.8	50.2	4.2	12.0	21.0	12.0	16.2	20.7	0.2	4.6	3.0	4.7	5.6
L5: Senior Styles	\$40,729	\$76,890	1.7	6.2	10.4	2.7	12.2	4.8	2.0	6.7	48.2	5.1	13.4	21.5	11.5	14.5	18.1	0.6	5.0	3.2	6.2	6.0
14: Prosperous Empty Nesters	\$65,690	\$234,457	1.0	5.4	9.1	2.9	10.8	4.2	2.2	8.0	50.7	5.7	18.4	28.3	12.0	13.8	13.1	0.3	3.6	2.6	3.9	4.0
15: Silver and Gold	\$62,157	\$278,634	1.1	6.6	6.2	2.9	11.6	3.6	2.1	10.6	51.0	4.4	21.4	25.8	15.6	11.6	13.8	0.4	3.8	2.0	2.4	3.2
29: Rustbelt Retirees	\$47,478	\$110,733	1.0	6.1	12.8	2.9	12.5	5.5	2.0	6.2	45.9	5.2	11.5	20.4	10.9	16.3	17.5	0.3	5.0	3.8	7.6	6.6
30: Retirement Communities	\$43,181	\$61,101	0.7	4.9	8.1	2.9	11.4	4.3	2.7	8.6	51.5	5.0	16.5	26.2	12.0	14.9	15.8	0.2	3.5	2.5	3.9	4.4
43: The Elders	\$33,869	\$186,895	0.6	5.5	5.3	2.8	16.1	4.6	2.0	9.8	49.2	4.1	14.1	19.0	16.5	17.8	18.3	0.3	3.6	2.3	2.8	5.2
49: Senior Sun Seekers	\$35,751	\$90,789	3.2	9.0	7.5	2.3	13.9	5.4	1.5	5.7	45.9	5.6	11.1	16.0	11.9	14.8	21.5	1.4	7.2	4.2	5.4	6.6
50: Heartland Communities	\$35,072	\$38,575	3.8	7.1	14.0	2.5	12.9	5.4	1.5	4.4	43.2	5.3	9.2	16.6	9.9	13.5	20.6	1.2	6.7	4.2	9.6	8.4
57: Simple Living	\$26,471	\$12,876	1.4	6.4	11.9	2.4	13.5	4.6	1.9	5.0	48.6	4.4	8.3	15.9	10.9	14.8	24.1	0.7	5.8	3.3	8.5	7.7
65: Social Security Set	\$16,489	\$9,907	0.7	4.4	7.5	1.9	11.1	4.5	2.4	6.3	56.9	4.3	10.6	19.6	10.2	14.0	27.2	0.4	3.7	2.1	5.6	6.5
L6: Scholars & Patriots	\$26,307	\$10,088	0.8	3.2	4.6	1.3	13.2	2.0	2.1	4.1	64.7	4.0	8.9	27.6	12.0	14.8	24.8	0.4	2.7	1.9	3.1	3.8
40: Military Proximity	\$41,263	\$10,586	0.5	3.4	2.9	0.9	12.8	3.1	1.2	3.8	43.1	28.3	11.0	20.6	10.2	16.8	22.6	0.3	3.9	6.7	3.1	4.8
55: College Towns	\$28,645	\$10,944	0.9	3.8	5.7	1.6	13.2	2.4	2.2	4.6	62.5	3.1	10.0	27.8	11.8	13.8	23.2	0.5	3.3	1.8	3.6	4.2
63: Dorms to Diplomas	\$16,636	\$8,690	0.7	2.1	3.2	1.0	13.4	1.2	2.0	3.3	71.2	1.9	6.7	28.2	12.5	16.0	27.7	0.4	1.8	1.3	2.2	3.2



2013 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	\$51,314	\$71,184	1.9	6.8	10.8	2.9	11.5	5.1	2.3	6.9	47.0	4.9	14.4	21.3	11.1	14.0	17.5	0.7	5.5	3.3	6.1	6.1
L7: High Hopes	\$40,392	\$18,845	1.0	6.7	9.9	2.8	13.3	5.2	2.2	6.3	47.6	5.0	10.8	17.9	11.2	15.9	20.9	0.4	5.7	3.6	6.7	6.9
28: Aspiring Young Families	\$45,060	\$23,446	1.0	6.9	9.2	2.9	13.3	5.5	2.2	6.9	46.9	5.4	11.7	18.3	11.5	16.5	19.9	0.4	5.6	3.7	5.9	6.6
48: Great Expectations	\$35,310	\$14,672	1.1	6.5	11.1	2.7	13.3	4.6	2.1	5.5	48.6	4.4	9.4	17.2	10.9	15.0	22.6	0.5	5.8	3.4	7.9	7.2
L8: Global Roots	\$34,379	\$13,153	2.3	9.5	10.7	3.1	12.1	5.6	1.8	4.9	46.9	3.1	7.1	11.6	10.0	13.4	26.4	1.8	8.8	3.3	8.7	9.0
35: International Marketplace	\$42,530	\$15,275	0.7	8.5	10.2	3.0	11.7	5.7	2.2	5.5	49.6	3.0	8.8	13.8	10.1	14.1	26.4	0.6	7.6	3.2	7.5	7.9
38: Industrious Urban Fringe	\$41,039	\$35,140	3.9	10.6	11.2	3.5	12.6	6.1	1.5	4.4	42.1	4.0	7.3	11.0	10.2	14.1	22.5	2.7	9.7	4.2	8.9	9.5
44: Urban Melting Pot	\$40,488	\$14,526	0.2	6.5	6.4	3.2	10.8	6.0	2.9	7.8	53.2	3.1	11.3	19.6	11.0	13.6	25.0	0.1	5.7	2.0	5.1	6.6
47: Las Casas	\$36,866	\$14,232	5.3	9.4	17.0	4.3	11.3	5.8	1.2	3.3	40.1	2.2	4.7	7.2	9.0	12.4	23.7	4.7	8.9	3.6	14.0	11.8
52: Inner City Tenants	\$29,027	\$10,930	0.9	8.7	8.1	2.4	13.4	5.2	1.8	5.7	50.1	3.7	7.4	13.0	10.9	14.8	27.5	0.5	8.0	3.2	6.6	8.1
58: NeWest Residents	\$27,372	\$10,576	3.4	15.0	11.6	3.2	10.9	4.3	1.2	3.6	45.1	1.7	4.4	6.6	8.5	9.9	30.0	3.1	14.5	3.3	10.6	9.1
60: City Dimensions	\$26,129	\$11,311	1.8	8.3	14.1	2.7	12.6	4.6	1.5	3.8	47.3	3.1	5.6	10.3	9.6	12.5	28.0	1.3	8.0	3.3	11.5	9.7
61: High Rise Renters	\$25,706	\$10,317	0.2	4.6	4.6	2.1	12.3	6.8	2.2	6.6	57.0	3.6	6.5	14.2	10.3	14.5	35.5	0.2	4.2	2.0	4.1	8.5
L9: Family Portrait	\$56,994	\$88,243	1.5	7.4	10.4	3.3	12.0	6.0	2.2	6.9	44.9	5.5	13.2	18.9	11.3	15.4	18.0	0.7	5.9	3.9	6.1	6.6
12: Up and Coming Families	\$73,906	\$143,844	1.0	6.4	10.3	3.4	11.7	5.8	2.5	8.2	44.5	6.3	17.2	23.1	11.9	15.0	14.6	0.2	4.4	3.6	4.7	5.2
19: Milk and Cookies	\$56,959	\$104,018	1.0	7.2	9.9	3.1	12.7	6.4	2.4	7.0	44.7	5.6	12.3	18.8	11.4	17.2	17.3	0.3	5.6	4.3	6.1	6.7
21: Urban Villages	\$58,153	\$91,015	1.6	8.3	12.8	3.8	11.9	6.4	2.0	5.2	44.0	3.9	8.9	13.3	10.3	16.1	21.3	1.2	7.3	4.0	8.9	8.7
59: Southwestern Families	\$27,483	\$14,605	5.2	12.9	9.4	3.1	12.0	5.5	1.1	3.3	43.7	3.7	5.2	9.1	9.5	12.5	25.5	3.2	12.6	4.4	8.7	9.3
64: City Commons	\$16,028	\$9,466	0.7	4.5	8.6	1.7	12.1	5.5	1.3	4.3	57.0	4.3	5.3	11.8	10.8	14.2	34.7	0.5	4.3	2.0	7.4	9.0
L10: Traditional Living	\$44,308	\$54,591	1.1	6.5	12.1	2.7	12.5	5.5	2.0	5.9	46.4	5.2	10.8	18.5	10.6	15.9	19.6	0.4	5.5	3.8	7.7	7.1
24: Main Street, USA	\$51,192	\$59,158	1.0	7.3	11.4	2.9	12.8	5.3	2.1	6.2	45.9	5.3	11.4	18.4	10.7	15.9	19.4	0.5	6.0	3.9	7.0	6.7
32: Rustbelt Traditions	\$42,657	\$55,103	1.1	6.9	15.3	2.9	12.7	5.6	2.0	5.6	43.5	4.5	9.3	16.2	10.2	16.2	19.3	0.4	5.9	4.4	10.0	8.0
33: Midlife Junction	\$42,958	\$51,596	1.6	6.2	10.8	2.6	12.6	4.6	2.0	5.9	48.5	5.2	12.4	21.6	11.2	14.9	18.7	0.5	5.1	3.3	6.5	5.8
34: Family Foundations	\$37,193	\$49,649	0.4	4.2	8.6	2.0	10.5	8.1	2.3	5.9	50.8	7.1	8.9	17.0	9.2	17.8	24.2	0.2	3.9	2.8	6.4	9.7
L11: Factories & Farms	\$40,154	\$62,716	6.0	8.5	17.5	2.7	11.8	5.9	1.3	4.1	37.8	4.5	10.6	14.7	9.3	13.2	17.0	1.9	7.6	5.0	11.6	9.1
25: Salt of the Earth	\$52,103	\$127,669	4.0	8.2	19.0	2.9	11.5	5.9	1.4	4.6	38.2	4.4	11.6	16.9	9.3	13.8	15.2	1.3	6.9	5.1	11.3	8.6
37: Prairie Living	\$50,628	\$116,028	16.5	8.4	11.6	3.0	10.2	6.0	1.3	4.4	34.5	4.1	18.9	14.8	8.3	12.5	14.1	4.1	7.3	4.4	7.7	7.9
42: Southern Satellites	\$39,025	\$57,940	4.7	9.2	20.0	2.7	12.0	6.2	1.2	3.7	35.8	4.3	9.0	14.1	9.4	13.1	15.7	1.8	8.3	5.7	13.3	9.7
53: Home Town	\$29,418	\$14,396	2.0	7.8	17.3	2.6	13.4	5.1	1.5	3.9	42.6	3.8	6.3	11.3	10.2	13.5	23.4	0.8	7.4	4.2	13.0	9.9
56: Rural Bypasses	\$29,538	\$27,533	6.4	8.2	15.0	2.4	12.2	6.0	1.1	3.5	39.3	6.1	7.8	14.1	9.2	12.4	20.2	2.1	8.6	4.6	11.3	9.7
L12: American Quilt	\$46,139	\$83,877	4.3	9.6	11.5	2.7	12.1	5.8	1.6	5.0	41.9	5.5	11.8	16.9	10.4	13.7	17.7	1.4	8.2	4.9	7.6	7.5
26: Midland Crowd	\$52,564	\$97,333	3.3	9.3	12.1	3.1	12.1	6.0	1.7	5.4	41.4	5.7	12.5	18.0	10.6	14.4	16.1	1.0	7.6	5.1	7.5	7.1
31: Rural Resort Dwellers	\$50,553	\$131,235	4.9	10.1	8.3	2.2	11.6	4.9	1.7	5.7	45.1	5.5	14.7	19.4	11.0	12.5	17.6	1.8	8.0	3.9	5.4	5.7
41: Crossroads	\$37,926	\$38,253	3.6	10.1	12.1	2.9	12.9	6.0	1.6	4.6	41.7	4.7	8.7	12.7	10.2	14.0	21.1	1.4	9.2	5.1	9.0	8.7
46: Rooted Rural	\$40,188	\$77,071	6.0	9.3	12.3	2.4	12.0	6.1	1.3	4.1	40.6	5.8	10.7	16.3	9.7	13.3	17.7	1.8	8.6	5.0	8.5	8.4

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

** 2007-2011 American Community Survey



2013 Tapestry™ Segmentation Summary Table

Housing Profile by LifeMode Groups

	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	—	\$177,257	64	61.7	5.8	3.8	4.4	4.8	4.5	8.3	6.6	0.1	5.1	8.7	14.0	14.1	16.2	42.0
L1: High Society	—	\$332,743	88	88.2	5.4	1.0	0.9	1.0	0.9	1.6	1.0	0.0	5.9	11.8	20.8	17.1	15.5	28.9
01: Top Rung	Single Family	\$808,292	90	90.2	3.7	0.8	0.7	0.7	0.8	2.8	0.3	0.0	3.2	6.8	15.3	13.8	12.4	48.5
02: Suburban Splendor	Single Family	\$394,774	92	91.3	4.9	0.6	0.6	0.7	0.5	0.8	0.6	0.0	4.4	9.5	23.2	26.1	17.4	19.4
03: Connoisseurs	Single Family	\$566,490	87	85.8	5.9	1.2	1.1	1.0	1.0	3.5	0.4	0.0	2.5	5.1	9.7	12.8	17.0	52.9
04: Boomburbs	Single Family	\$308,647	86	84.6	8.1	0.3	0.9	1.5	1.9	2.1	0.7	0.0	13.5	28.4	39.4	10.1	3.7	4.9
05: Wealthy Seaboard Suburbs	Single Family	\$397,407	87	88.0	4.5	2.5	1.1	0.8	0.8	1.8	0.5	0.0	2.3	3.7	5.8	8.4	13.9	65.9
06: Sophisticated Squires	Single Family	\$240,498	89	89.7	5.1	1.0	0.8	0.8	0.5	0.6	1.4	0.0	5.4	10.5	21.2	23.9	20.1	18.9
07: Exurbanites	Single Family	\$265,159	88	88.7	4.3	1.0	1.0	1.0	0.6	1.2	2.1	0.0	5.1	9.3	18.0	19.3	21.6	26.8
L2: Upscale Avenues	—	\$223,684	73	69.4	8.0	2.4	2.9	4.4	4.7	5.5	2.6	0.0	5.2	9.5	15.7	15.2	16.9	37.6
09: Urban Chic	Single Family; Multi-Units	\$467,474	65	60.1	9.9	4.1	4.6	5.1	4.9	10.2	1.0	0.1	3.3	6.8	11.6	13.6	15.3	49.4
10: Pleasant-Ville	Single Family	\$290,686	82	83.5	5.4	3.4	1.8	1.4	1.2	2.1	1.2	0.0	2.3	3.8	6.3	9.2	13.8	64.6
11: Pacific Heights	Single Family; Townhome	\$454,929	67	64.4	13.2	4.7	4.0	3.4	2.3	6.6	1.3	0.0	2.2	3.8	6.9	12.6	21.7	52.8
13: In Style	Single Family; Townhome	\$229,551	68	57.3	13.6	2.6	4.6	6.9	6.5	6.8	1.7	0.0	5.3	10.6	18.5	21.9	19.6	24.1
16: Enterprising Professionals	Multi-Units; Townhome	\$239,007	43	31.0	14.1	1.5	5.3	13.1	18.0	16.1	0.9	0.0	9.6	18.2	27.7	21.0	12.6	10.8
17: Green Acres	Single Family	\$191,267	86	87.5	2.0	1.2	0.9	0.7	0.4	0.4	6.8	0.1	7.1	12.2	20.2	14.6	17.0	28.9
18: Cozy and Comfortable	Single Family	\$161,969	84	86.7	4.5	2.1	1.4	1.4	1.0	1.2	1.6	0.0	2.9	4.9	8.4	10.2	19.2	54.4
L3: Metropolis	—	\$175,855	49	49.2	12.2	11.7	8.6	5.3	4.0	7.1	1.8	0.0	2.6	3.8	5.4	7.0	10.9	70.3
20: City Lights	Multi-Units	\$369,676	53	38.7	11.3	21.1	10.6	5.0	4.1	8.7	0.5	0.0	1.8	2.8	4.4	7.4	10.9	72.7
22: Metropolitan	Single Family; Multi-Units	\$219,420	58	57.9	8.3	6.3	6.4	5.7	5.3	9.1	1.1	0.0	4.3	5.9	7.4	9.1	11.2	62.1
45: City Strivers	Multi-Unit Rentals	\$291,592	31	16.8	9.7	20.4	22.2	9.3	7.2	14.2	0.2	0.0	2.3	3.6	4.2	4.2	7.4	78.3
51: Metro City Edge	Single Family; Duplex	\$80,382	47	68.5	4.1	7.8	5.1	5.3	3.2	3.1	2.8	0.0	2.4	3.6	5.3	7.6	14.6	66.5
54: Urban Rows	Row House	\$118,996	51	8.1	72.8	7.4	4.9	2.5	1.4	2.6	0.2	0.0	1.1	1.4	2.3	2.4	4.4	88.3
62: Modest Income Homes	Single Family; Duplex	\$61,608	46	66.6	4.3	9.3	5.4	3.7	2.1	4.0	4.5	0.0	2.3	3.5	5.5	7.1	11.7	69.9
L4: Solo Acts	—	\$263,716	28	16.2	6.7	4.5	8.8	13.4	15.6	33.9	0.9	0.1	4.7	7.6	11.3	15.6	17.1	43.6
08: Laptops and Lattes	Multi-Unit Rentals	\$635,342	39	14.0	7.5	5.1	8.1	9.8	10.2	45.0	0.2	0.1	3.6	6.4	8.3	9.5	11.2	61.1
23: Trendsetters	Multi-Unit Rentals	\$418,498	31	20.3	8.1	8.8	14.0	13.8	11.8	22.6	0.5	0.1	3.5	4.9	6.6	10.0	14.6	60.3
27: Metro Renters	Multi-Unit Rentals	\$322,154	22	5.7	4.6	2.6	5.8	8.8	12.3	59.9	0.2	0.1	7.4	10.7	10.3	10.8	11.8	49.1
36: Old and Newcomers	Multi-Unit Rentals	\$168,828	35	27.6	8.2	5.0	9.0	13.3	13.8	21.2	1.9	0.1	3.7	5.9	11.1	17.0	21.3	41.1
39: Young and Restless	Multi-Unit Rentals	\$148,511	14	9.9	5.4	2.1	8.1	20.5	28.3	24.8	1.0	0.0	5.1	9.5	18.2	27.4	23.1	16.7
L5: Senior Styles	—	\$145,120	66	59.1	5.6	3.2	4.0	4.0	3.4	12.9	7.7	0.2	3.4	6.8	11.6	14.5	18.5	45.1
14: Prosperous Empty Nesters	Single Family	\$202,939	82	81.7	6.1	1.7	2.0	1.9	1.4	3.2	1.9	0.0	3.6	6.7	11.0	12.9	18.8	47.0
15: Silver and Gold	Single Family/Seasonal	\$290,103	81	62.3	8.8	2.1	3.5	3.9	3.5	12.2	3.5	0.1	5.4	14.7	21.4	22.4	17.3	18.8
29: Rustbelt Retirees	Single Family	\$122,934	78	83.5	4.0	2.8	2.0	1.8	1.3	2.2	2.3	0.0	2.2	3.5	6.0	7.5	13.7	67.2
30: Retirement Communities	Multi-Units	\$203,245	52	33.0	8.8	3.3	5.1	6.6	6.8	34.8	1.5	0.1	2.9	6.4	11.2	16.5	21.4	41.6
43: The Elders	Mixed/Seasonal	\$143,650	82	37.4	11.6	1.2	3.6	4.2	4.4	18.2	18.9	0.5	4.6	10.4	20.1	26.9	25.8	12.2
49: Senior Sun Seekers	Single Fam.; Mobile Home/Seasonal	\$113,731	76	52.1	2.8	1.3	2.0	1.9	1.7	2.5	34.9	0.7	5.7	10.3	18.0	21.4	22.3	22.2
50: Heartland Communities	Single Family	\$87,393	66	75.1	2.4	3.6	3.7	3.0	1.6	2.3	8.3	0.1	2.3	3.8	8.4	9.7	16.1	59.7
57: Simple Living	Multi-Units; Single Family	\$100,587	39	42.9	5.3	7.7	9.3	8.6	6.0	15.5	4.6	0.1	2.5	3.9	7.6	11.5	17.7	56.8
65: Social Security Set	High-Rise Rentals	\$139,696	14	10.2	4.2	4.8	6.9	7.3	8.1	57.4	1.1	0.1	3.1	4.7	5.6	10.6	19.2	56.9
L6: Scholars & Patriots	—	\$164,838	18	25.2	8.9	8.1	11.1	13.0	13.8	18.2	1.7	0.0	7.1	8.6	12.1	12.8	16.3	43.1
40: Military Proximity	Townhome; Multi-Unit Rentals	\$142,140	5	24.2	38.9	13.6	11.7	6.4	1.4	2.5	1.1	0.1	19.0	12.7	13.9	10.7	13.9	29.9
55: College Towns	Multi-Unit Rentals	\$164,371	25	31.3	6.0	8.3	11.4	12.6	12.6	15.6	2.2	0.0	5.1	7.5	10.9	12.2	15.9	48.4
63: Dorms to Diplomas	Multi-Unit Rentals	\$176,160	8	13.7	3.7	5.7	10.1	16.2	20.5	28.9	1.1	0.1	6.6	9.4	13.8	14.7	17.9	37.5



2013 Tapestry™ Segmentation Summary Table

Housing Profile by LifeMode Groups

LifeMode Group	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	—	\$177,257	64	61.7	5.8	3.8	4.4	4.8	4.5	8.3	6.6	0.1	5.1	8.7	14.0	14.1	16.2	42.0
L7: High Hopes	—	\$133,809	46	48.5	8.2	6.7	8.2	9.7	8.8	7.1	2.8	0.1	5.6	8.6	12.1	15.8	17.7	40.3
28: Aspiring Young Families	Multi-Units; Townhome	\$150,722	46	44.6	10.2	3.5	7.0	11.3	11.4	8.8	3.2	0.1	7.6	12.2	16.7	21.4	20.9	21.2
48: Great Expectations	Single Family; Multi-Units	\$111,298	45	53.6	5.7	10.8	9.7	7.5	5.3	4.9	2.4	0.1	2.8	3.8	6.0	8.4	13.5	65.5
L8: Global Roots	—	\$142,261	31	33.1	6.2	8.4	11.0	10.3	9.6	18.4	2.9	0.1	3.7	5.2	7.2	11.6	16.5	55.9
35: International Marketplace	Multi-Unit Rentals	\$286,750	30	24.9	7.8	13.7	16.1	11.7	9.3	15.4	1.1	0.1	2.5	3.4	5.5	9.6	14.4	64.6
38: Industrious Urban Fringe	Single Family	\$121,287	61	72.7	5.2	3.7	3.7	3.1	2.7	3.0	5.9	0.1	6.9	10.0	10.7	14.2	16.9	41.3
44: Urban Melting Pot	Multi-Unit Rentals	\$501,529	24	7.8	6.0	12.5	13.5	9.8	7.8	42.3	0.2	0.0	2.0	2.4	3.5	5.6	9.2	77.2
47: Las Casas	Mixed	\$212,069	36	48.2	9.0	9.9	11.6	7.3	4.9	6.3	2.8	0.1	2.4	3.8	6.4	8.9	11.2	67.3
52: Inner City Tenants	Multi-Unit Rentals	\$124,732	19	17.6	5.8	4.3	11.5	18.4	20.1	19.2	2.9	0.1	3.7	5.4	9.8	19.2	27.3	34.6
58: NeWest Residents	Multi-Unit Rentals	\$134,324	17	18.7	5.5	6.8	14.0	16.0	16.1	19.7	3.1	0.1	3.2	4.5	6.7	13.2	20.5	51.8
60: City Dimensions	Multi-Unit Rentals	\$86,611	31	38.8	7.6	16.4	14.7	8.3	4.7	6.1	3.3	0.1	2.8	3.7	4.9	7.5	11.6	69.5
61: High Rise Renters	High-Rise Rentals	\$388,427	6	2.0	2.0	4.3	6.1	5.8	8.7	70.8	0.1	0.1	2.5	2.8	3.7	3.8	8.9	78.2
L9: Family Portrait	—	\$169,335	71	76.5	5.9	2.5	2.9	3.2	2.5	2.9	3.5	0.1	10.9	16.9	18.6	14.8	13.7	25.1
12: Up and Coming Families	Single Family	\$193,161	80	83.1	6.2	0.8	1.3	2.0	1.9	1.8	2.8	0.0	18.3	29.0	28.5	11.2	6.4	6.6
19: Milk and Cookies	Single Family	\$141,153	76	84.1	5.8	1.4	1.8	1.8	1.6	1.3	2.2	0.0	6.6	9.7	13.7	26.6	25.8	17.6
21: Urban Villages	Single Family	\$253,463	68	79.2	5.5	2.7	2.6	2.2	1.6	3.6	2.5	0.0	2.2	4.1	6.7	10.2	13.9	62.9
59: Southwestern Families	Single Family	\$80,152	61	71.5	3.1	3.7	3.4	2.5	1.7	2.6	11.3	0.3	4.7	7.0	11.3	12.8	14.7	49.4
64: City Commons	Multi-Unit Rentals	\$80,285	20	28.1	9.2	11.7	12.9	15.4	9.4	11.7	1.7	0.0	4.0	5.6	6.3	7.8	14.4	61.9
L10: Traditional Living	—	\$130,180	64	69.7	5.8	5.1	4.7	4.5	3.4	4.0	2.7	0.0	3.2	5.0	8.0	9.5	15.0	59.3
24: Main Street, USA	Single Family; Multi-Units	\$180,988	61	59.7	9.5	7.1	6.6	5.5	4.4	5.1	2.0	0.1	3.5	5.5	8.7	10.2	15.2	56.9
32: Rustbelt Traditions	Single Family	\$97,974	69	81.7	3.3	4.2	2.8	2.5	1.9	1.6	2.0	0.0	2.5	3.6	5.1	6.4	11.9	70.5
33: Midlife Junction	Single Family; Multi-Units	\$140,653	61	63.6	5.3	4.6	5.6	6.5	4.7	5.3	4.3	0.1	4.0	6.7	12.0	13.3	18.5	45.5
34: Family Foundations	Single Family	\$97,805	67	78.9	5.3	4.0	2.6	2.1	1.5	4.1	1.4	0.0	1.8	2.6	3.2	4.9	13.4	74.1
L11: Factories & Farms	—	\$105,413	75	74.1	1.2	1.9	1.6	1.3	0.7	0.7	18.3	0.1	3.8	6.9	15.3	13.1	16.7	44.3
25: Salt of the Earth	Single Family	\$133,555	83	83.5	1.3	1.4	1.1	0.8	0.4	0.4	11.1	0.1	4.1	7.8	15.6	12.3	17.7	42.6
37: Prairie Living	Single Family	\$124,367	80	84.5	1.0	0.8	0.9	0.7	0.4	0.3	11.2	0.1	3.5	6.1	11.4	10.3	15.6	53.1
42: Southern Satellites	Single Family; Mobile Home	\$100,679	78	66.9	0.7	1.0	0.9	0.8	0.3	0.3	29.0	0.1	4.8	8.8	20.8	16.3	17.4	31.9
53: Home Town	Single Family	\$73,923	53	72.7	2.8	5.9	4.7	3.8	2.1	2.3	5.6	0.1	2.1	3.1	5.9	7.1	12.0	69.7
56: Rural Bypasses	Single Family; Mobile Home	\$83,037	72	63.6	0.8	1.6	1.5	1.3	0.5	0.6	30.0	0.1	3.4	6.3	17.7	16.7	19.1	36.9
L12: American Quilt	—	\$138,101	77	68.9	1.5	1.2	1.3	1.2	0.8	1.0	23.8	0.2	6.5	11.2	20.3	17.0	17.4	27.7
26: Midland Crowd	Single Family; Mobile Home	\$149,897	79	70.7	1.5	1.2	1.2	1.1	0.6	0.6	22.8	0.2	9.4	14.5	23.0	16.5	15.8	20.8
31: Rural Resort Dwellers	Single Fam.; Mobile Home/Seasonal	\$183,632	79	78.6	1.8	1.3	1.5	1.5	1.2	1.6	12.3	0.2	4.5	10.7	18.3	17.7	17.3	31.6
41: Crossroads	Mobile Home	\$113,406	68	43.5	2.3	1.6	1.9	2.0	1.6	1.6	45.2	0.3	7.7	11.1	22.4	18.7	19.4	20.7
46: Rooted Rural	Single Family; Mobile Home	\$110,061	80	71.6	0.9	0.9	0.9	0.7	0.3	0.4	24.1	0.2	4.4	7.8	17.8	15.8	18.1	36.0

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

** 2007-2011 American Community Survey