



# 2013 Tapestry™ Segmentation Summary Table

## Demographic Profile by Urbanization 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
<b>United States</b>	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
<b>U1: Principal Urban Centers I</b>	10,011,684	25,810,395	0.54	—	2.53	81	34.9	19.8	44.9	23.9	11.4	41.3	44.7	14.0
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
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
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
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
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
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
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
<b>U2: Principal Urban Centers II</b>	5,716,277	17,067,740	0.26	—	2.90	88	30.4	28.7	40.9	20.9	9.5	48.5	35.6	15.9
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
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
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
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
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
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
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
<b>U3: Metro Cities I</b>	14,418,556	38,340,395	0.58	—	2.62	57	39.7	22.8	34.6	28.7	14.0	29.0	56.5	14.6
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
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
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
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
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
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
22: Metropolitanans	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
<b>U4: Metro Cities II</b>	13,155,772	31,701,608	0.48	—	2.30	73	31.7	21.7	45.3	21.0	12.0	43.0	37.8	19.2
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
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
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
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
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
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
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
<b>U5: Urban Outskirts I</b>	12,454,367	35,201,053	0.72	—	2.80	67	34.5	27.3	37.6	25.1	10.1	31.1	52.5	16.4
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
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
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
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



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	Households	Population	Population Change (%)					<18	18-44	45-64	65+	Never Married	Married	Widowed/Divorced
<b>United States</b>	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
<b>U6: Urban Outskirts II</b>	6,070,110	16,358,989	0.22	—	2.56	78	31.2	24.5	41.3	22.0	12.3	44.6	35.7	19.6
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
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
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
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
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
<b>U7: Suburban Periphery I</b>	19,287,308	52,368,642	0.91	—	2.69	44	41.1	23.9	31.6	29.7	14.8	23.7	62.5	13.8
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
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
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
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
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
<b>U8: Suburban Periphery II</b>	10,631,659	26,096,866	0.31	—	2.38	44	41.5	21.0	33.2	26.2	19.6	27.0	52.4	20.6
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
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
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
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
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
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
<b>U9: Small Towns</b>	5,499,072	13,750,532	0.46	—	2.42	51	41.1	22.1	32.5	26.7	18.6	25.9	51.7	22.5
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
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
<b>U10: Rural I</b>	12,702,838	33,396,254	0.67	—	2.59	28	42.6	22.4	30.8	31.2	15.6	22.2	62.3	15.6
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
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
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
<b>U11: Rural II</b>	9,029,596	23,375,054	0.39	—	2.52	38	41.9	22.2	31.9	29.5	16.4	24.1	57.3	18.6
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
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
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

\* 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 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							
<b>United States</b>	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
<b>U1: Principal Urban Centers I</b>	1.5	1.2	8.9	5.0	7.0	2.7	73.7	37.8	11.1	38.6	12.5	9.1	7.6	21.7	16.9	6.4	23.3	15.0
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
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
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
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
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
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
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
<b>U2: Principal Urban Centers II</b>	1.9	1.8	13.3	7.2	5.6	0.8	69.3	43.5	4.9	45.5	6.1	19.7	17.3	30.0	16.6	4.9	8.0	3.6
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
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
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
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
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
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
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
<b>U3: Metro Cities I</b>	2.0	1.4	11.0	5.9	6.2	1.8	71.7	38.1	11.3	38.4	12.2	2.9	4.3	20.3	19.8	7.5	26.3	18.9
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
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
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
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
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
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
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
<b>U4: Metro Cities II</b>	1.5	1.3	9.5	4.8	11.6	2.1	69.2	41.0	7.3	43.1	8.6	6.2	9.3	28.4	23.2	7.6	16.4	8.8
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
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
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
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
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
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
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
<b>U5: Urban Outskirts I</b>	2.0	1.7	13.1	6.6	5.4	1.1	70.1	42.6	6.9	42.9	7.6	6.7	8.9	29.0	21.7	7.8	17.2	8.7
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
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
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
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



# 2013 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							
<b>United States</b>	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
<b>U6: Urban Outskirts II</b>	1.6	1.6	11.5	6.2	10.4	1.5	67.3	43.2	5.5	44.9	6.4	12.6	15.3	32.4	19.7	5.6	9.2	5.1
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
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
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
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
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
<b>U7: Suburban Periphery I</b>	1.9	1.4	12.0	6.4	5.3	1.4	71.5	40.3	9.4	40.1	10.2	2.2	4.0	22.0	22.0	8.8	25.6	15.5
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
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
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
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
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
<b>U8: Suburban Periphery II</b>	1.5	1.3	9.8	5.2	5.4	1.0	75.8	41.9	7.5	42.2	8.4	4.4	8.4	33.8	23.0	8.3	14.5	7.7
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
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
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
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
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
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
<b>U9: Small Towns</b>	1.4	1.4	10.5	5.5	4.0	0.5	76.7	44.7	4.8	45.2	5.3	7.1	12.2	37.7	22.1	7.2	9.3	4.4
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
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
<b>U10: Rural I</b>	1.5	1.3	11.2	6.1	4.0	0.8	75.0	42.6	7.1	42.8	7.6	3.9	8.0	35.4	22.6	8.7	14.2	7.3
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
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
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
<b>U11: Rural II</b>	1.3	1.3	11.0	5.9	3.5	0.5	76.5	44.5	5.0	44.9	5.5	8.1	12.9	40.0	19.6	7.0	8.5	4.0
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
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
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

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

\*\* 2007-2011 American Community Survey



# 2013 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
<b>United States</b>	\$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
<b>U1: Principal Urban Centers I</b>	\$56,383	\$35,940	0.6	5.6	8.2	2.9	10.1	4.7	3.6	8.3	52.0	4.1	16.1	25.0	10.8	13.1	18.1	0.4	4.6	2.3	4.5	5.1
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
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
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
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
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
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
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
<b>U2: Principal Urban Centers II</b>	\$26,680	\$11,298	2.2	8.2	9.9	2.8	11.2	5.8	1.7	4.8	49.7	3.6	6.3	11.6	9.3	13.4	29.2	2.0	7.8	2.8	8.5	9.2
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
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
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
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
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
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
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
<b>U3: Metro Cities I</b>	\$77,789	\$181,604	0.7	5.6	8.5	3.1	10.4	4.3	3.1	9.2	50.1	5.2	19.7	28.0	11.9	13.4	13.2	0.2	3.8	2.6	3.4	3.9
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
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
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
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
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
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
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
<b>U4: Metro Cities II</b>	\$36,483	\$14,287	0.8	6.1	8.5	2.5	12.8	4.9	2.3	6.6	50.9	4.6	11.0	19.7	11.3	15.6	21.9	0.4	5.1	2.9	5.6	6.4
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
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
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
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
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
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
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
<b>U5: Urban Outskirts I</b>	\$52,228	\$68,871	1.5	6.9	12.1	3.2	12.1	5.1	2.3	6.8	45.2	4.7	13.6	19.3	11.3	14.3	17.9	0.8	5.7	3.5	7.0	6.6
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
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
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
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





# 2013 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
<b>United States</b>	\$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
<b>U6: Urban Outskirts II</b>	\$26,264	\$12,669	2.1	7.0	9.6	2.3	12.4	4.8	1.7	4.2	51.6	4.2	7.3	15.9	10.3	13.9	26.2	1.2	6.6	3.0	7.6	8.0
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
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
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
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
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
<b>U7: Suburban Periphery I</b>	\$79,452	\$251,602	1.0	6.0	10.1	3.3	10.9	4.8	2.5	8.6	47.3	5.6	19.6	26.4	12.4	13.7	12.9	0.2	3.9	2.9	3.8	4.2
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
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
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
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
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
<b>U8: Suburban Periphery II</b>	\$44,525	\$80,077	1.2	6.4	12.4	2.8	12.6	5.1	1.9	6.1	46.2	5.3	11.7	19.8	11.0	15.5	18.2	0.4	5.3	3.8	7.6	6.6
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
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
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
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
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
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
<b>U9: Small Towns</b>	\$36,126	\$48,324	3.6	8.5	12.1	2.6	13.1	5.6	1.5	4.7	43.2	5.1	9.4	15.1	10.4	13.9	21.0	1.3	7.7	4.5	8.6	8.2
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
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
<b>U10: Rural I</b>	\$55,503	\$137,065	3.5	8.9	14.0	2.9	11.6	5.7	1.6	5.4	41.1	5.1	13.6	18.7	10.3	13.9	15.4	1.2	7.1	4.8	8.0	7.0
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
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
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
<b>U11: Rural II</b>	\$38,941	\$62,977	7.5	8.9	15.4	2.6	11.7	6.1	1.2	3.9	37.6	5.0	11.1	14.9	9.2	12.9	16.8	2.3	8.2	5.1	10.5	9.0
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
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
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

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

\*\* 2007-2011 American Community Survey



# 2013 Tapestry™ Segmentation Summary Table

## Housing Profile by Urbanization 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
<b>United States</b>	—	\$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
<b>U1: Principal Urban Centers I</b>	—	\$361,756	39	28.2	7.7	8.8	9.6	8.6	8.2	28.1	0.7	0.1	3.6	5.3	6.9	9.6	13.2	61.5
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
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
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
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
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
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
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
<b>U2: Principal Urban Centers II</b>	—	\$161,113	23	19.9	12.0	9.3	11.8	10.0	8.8	26.6	1.5	0.1	2.8	4.0	5.4	8.0	13.4	66.4
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
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
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
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
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
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
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
<b>U3: Metro Cities I</b>	—	\$305,956	72	70.8	7.5	2.7	3.0	4.1	4.7	6.1	1.1	0.0	4.7	8.0	12.7	15.3	15.9	43.4
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
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
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
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
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
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
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
<b>U4: Metro Cities II</b>	—	\$146,647	36	32.6	7.5	4.9	8.3	12.4	13.6	18.6	2.2	0.1	4.5	7.4	12.0	17.6	20.7	37.8
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
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
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
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
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
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
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
<b>U5: Urban Outskirts I</b>	—	\$156,144	66	71.3	6.4	5.0	4.5	3.9	3.1	3.2	2.4	0.0	5.8	10.3	14.1	9.7	12.0	48.1
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
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
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
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



# 2013 Tapestry™ Segmentation Summary Table

## Housing Profile by Urbanization Groups

	Housing Type	Home Value	Home Owner-ship (%)	Units in Structure (%)**									Year Structure Built (%)**					
				1, Detach- ed	1, Attach- ed	2	3 or 4	5 to 9	10 to 19	20+	Mobile Home	Other	2005 or later	2000 to 2004	1990 to 1999	1980 to 1989	1970 to 1979	1969 or Earlier
<b>United States</b>	—	\$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
<b>U6: Urban Outskirts II</b>	—	\$85,970	43	55.6	4.6	7.4	7.0	6.6	5.0	8.6	5.1	0.1	3.3	4.9	8.0	10.3	15.1	58.4
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
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
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
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
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
<b>U7: Suburban Periphery I</b>	—	\$236,581	82	79.9	6.9	1.3	1.9	2.4	2.1	3.3	2.1	0.0	8.1	14.6	21.0	18.6	16.3	21.5
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
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
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
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
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
<b>U8: Suburban Periphery II</b>	—	\$133,833	70	71.8	5.6	3.7	3.7	3.7	2.6	4.2	4.7	0.1	3.4	5.4	9.6	11.4	17.1	53.2
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
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
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
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
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
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
<b>U9: Small Towns</b>	—	\$98,743	69	59.4	2.5	2.4	2.7	2.4	1.6	2.2	26.6	0.3	4.8	7.8	15.2	15.7	18.8	37.7
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
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
<b>U10: Rural I</b>	—	\$162,660	82	79.9	1.7	1.3	1.2	1.0	0.6	0.7	13.5	0.1	6.4	11.4	19.4	15.3	16.9	30.5
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
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
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
<b>U11: Rural II</b>	—	\$101,986	78	70.5	0.8	1.1	1.0	0.8	0.4	0.4	24.9	0.1	4.2	7.6	17.8	15.3	17.7	37.5
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
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
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

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

\*\* 2007-2011 American Community Survey