

**TAPESTRY™ SEGMENTS AND GROUPS**

Business Analyst uses the table below to supplement Tapestry Reports. The table contains LifeMode Group code and name and Urbanization Group code and name.

| <b>Tapestry</b> |                            | <b>LifeMode Group</b> |                     | <b>Urbanization Group</b> |                            |
|-----------------|----------------------------|-----------------------|---------------------|---------------------------|----------------------------|
| <b>Code</b>     | <b>Name</b>                | <b>Code</b>           | <b>Name</b>         | <b>Code</b>               | <b>Name</b>                |
| 1               | Top Rung                   | L1                    | High Society        | U3                        | Metro Cities I             |
| 2               | Suburban Splendor          | L1                    | High Society        | U7                        | Suburban Periphery I       |
| 3               | Connoisseurs               | L1                    | High Society        | U3                        | Metro Cities I             |
| 4               | Boomburbs                  | L1                    | High Society        | U5                        | Urban Outskirts I          |
| 5               | Wealthy Seaboard Suburbs   | L1                    | High Society        | U3                        | Metro Cities I             |
| 6               | Sophisticated Squires      | L1                    | High Society        | U7                        | Suburban Periphery I       |
| 7               | Exurbanites                | L1                    | High Society        | U7                        | Suburban Periphery I       |
| 8               | Laptops and Lattes         | L4                    | Solo Acts           | U1                        | Principal Urban Centers I  |
| 9               | Urban Chic                 | L2                    | Upscale Avenues     | U3                        | Metro Cities I             |
| 10              | Pleasant-Ville             | L2                    | Upscale Avenues     | U3                        | Metro Cities I             |
| 11              | Pacific Heights            | L2                    | Upscale Avenues     | U1                        | Principal Urban Centers I  |
| 12              | Up and Coming Families     | L9                    | Family Portrait     | U7                        | Suburban Periphery I       |
| 13              | In Style                   | L2                    | Upscale Avenues     | U7                        | Suburban Periphery I       |
| 14              | Prosperous Empty Nesters   | L5                    | Senior Styles       | U7                        | Suburban Periphery I       |
| 15              | Silver and Gold            | L5                    | Senior Styles       | U7                        | Suburban Periphery I       |
| 16              | Enterprising Professionals | L2                    | Upscale Avenues     | U3                        | Metro Cities I             |
| 17              | Green Acres                | L2                    | Upscale Avenues     | U10                       | Rural I                    |
| 18              | Cozy and Comfortable       | L2                    | Upscale Avenues     | U8                        | Suburban Periphery II      |
| 19              | Milk and Cookies           | L9                    | Family Portrait     | U3                        | Metro Cities I             |
| 20              | City Lights                | L3                    | Metropolis          | U1                        | Principal Urban Centers I  |
| 21              | Urban Villages             | L9                    | Family Portrait     | U1                        | Principal Urban Centers I  |
| 22              | Metropolitans              | L3                    | Metropolis          | U3                        | Metro Cities I             |
| 23              | Trendsetters               | L4                    | Solo Acts           | U1                        | Principal Urban Centers I  |
| 24              | Main Street, USA           | L10                   | Traditional Living  | U5                        | Urban Outskirts I          |
| 25              | Salt of the Earth          | L11                   | Factories & Farms   | U10                       | Rural I                    |
| 26              | Midland Crowd              | L12                   | American Quilt      | U10                       | Rural I                    |
| 27              | Metro Renters              | L4                    | Solo Acts           | U1                        | Principal Urban Centers I  |
| 28              | Aspiring Young Families    | L7                    | High Hopes          | U4                        | Metro Cities II            |
| 29              | Rustbelt Retirees          | L5                    | Senior Styles       | U8                        | Suburban Periphery II      |
| 30              | Retirement Communities     | L5                    | Senior Styles       | U4                        | Metro Cities II            |
| 31              | Rural Resort Dwellers      | L12                   | American Quilt      | U10                       | Rural I                    |
| 32              | Rustbelt Traditions        | L10                   | Traditional Living  | U5                        | Urban Outskirts I          |
| 33              | Midlife Junction           | L10                   | Traditional Living  | U8                        | Suburban Periphery II      |
| 34              | Family Foundations         | L10                   | Traditional Living  | U4                        | Metro Cities II            |
| 35              | International Marketplace  | L8                    | Global Roots        | U1                        | Principal Urban Centers I  |
| 36              | Old and Newcomers          | L4                    | Solo Acts           | U4                        | Metro Cities II            |
| 37              | Prairie Living             | L11                   | Factories & Farms   | U11                       | Rural II                   |
| 38              | Industrious Urban Fringe   | L8                    | Global Roots        | U5                        | Urban Outskirts I          |
| 39              | Young and Restless         | L4                    | Solo Acts           | U4                        | Metro Cities II            |
| 40              | Military Proximity         | L6                    | Scholars & Patriots | U8                        | Suburban Periphery II      |
| 41              | Crossroads                 | L12                   | American Quilt      | U9                        | Small Towns                |
| 42              | Southern Satellites        | L11                   | Factories & Farms   | U11                       | Rural II                   |
| 43              | The Elders                 | L5                    | Senior Styles       | U8                        | Suburban Periphery II      |
| 44              | Urban Melting Pot          | L8                    | Global Roots        | U1                        | Principal Urban Centers I  |
| 45              | City Strivers              | L3                    | Metropolis          | U2                        | Principal Urban Centers II |
| 46              | Rooted Rural               | L12                   | American Quilt      | U11                       | Rural II                   |
| 47              | Las Casas                  | L8                    | Global Roots        | U2                        | Principal Urban Centers II |
| 48              | Great Expectations         | L7                    | High Hopes          | U5                        | Urban Outskirts I          |
| 49              | Senior Sun Seekers         | L5                    | Senior Styles       | U9                        | Small Towns                |
| 50              | Heartland Communities      | L5                    | Senior Styles       | U9                        | Small Towns                |
| 51              | Metro City Edge            | L3                    | Metropolis          | U6                        | Urban Outskirts II         |
| 52              | Inner City Tenants         | L8                    | Global Roots        | U4                        | Metro Cities II            |
| 53              | Home Town                  | L11                   | Factories & Farms   | U8                        | Suburban Periphery II      |
| 54              | Urban Rows                 | L3                    | Metropolis          | U2                        | Principal Urban Centers II |
| 55              | College Towns              | L6                    | Scholars & Patriots | U6                        | Urban Outskirts II         |
| 56              | Rural Bypasses             | L11                   | Factories & Farms   | U11                       | Rural II                   |
| 57              | Simple Living              | L5                    | Senior Styles       | U6                        | Urban Outskirts II         |
| 58              | NeWest Residents           | L8                    | Global Roots        | U2                        | Principal Urban Centers II |
| 59              | Southwestern Families      | L9                    | Family Portrait     | U6                        | Urban Outskirts II         |
| 60              | City Dimensions            | L8                    | Global Roots        | U4                        | Metro Cities II            |
| 61              | High Rise Renters          | L8                    | Global Roots        | U2                        | Principal Urban Centers II |
| 62              | Modest Income Homes        | L3                    | Metropolis          | U6                        | Urban Outskirts II         |
| 63              | Dorms to Diplomas          | L6                    | Scholars & Patriots | U4                        | Metro Cities II            |
| 64              | City Commons               | L9                    | Family Portrait     | U2                        | Principal Urban Centers II |
| 65              | Social Security Set        | L5                    | Senior Styles       | U2                        | Principal Urban Centers II |
| 66              | Unclassified               |                       |                     |                           |                            |