

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.

Tapestry		LifeMode	Group	Urbanization	Group
Code	Name	Code	Name	Code	Name
1	Top Tier	L1	Affluent Estates	U4	Suburban Periphery
2	Professional Pride	L1	Affluent Estates	U4	Suburban Periphery
3	Boomburbs	L1	Affluent Estates	U4	Suburban Periphery
4	Savvy Suburbanites	L1	Affluent Estates	U4	Suburban Periphery
5	Exurbanites	L1	Affluent Estates	U4	Suburban Periphery
6	Urban Chic	L2	Upscale Avenues	U4	Suburban Periphery
7	Pleasantville	L2	Upscale Avenues	U4	Suburban Periphery
8	Pacific Heights	L2	Upscale Avenues	U2	Urban Periphery
9	Enterprising Professionals	L2	Upscale Avenues	U4	Suburban Periphery
10	Laptops and Lattes	L3	Uptown Individuals	U1	Principal Urban Center
11	Metro Renters	L3	Uptown Individuals	U1	Principal Urban Center
12	Trendsetters	L3	Uptown Individuals	U1	Principal Urban Center
13	Soccer Moms	L4	Family Landscapes	U4	Suburban Periphery
14	Home Improvement	L4	Family Landscapes	U4	Suburban Periphery
15	Middleburg	L4	Family Landscapes	U5	Semirural
16	Comfortable Empty Nesters	L5	GenXurban	U4	Suburban Periphery
17	In Style	L5	GenXurban	U3	Metro Cities
18	Parks and Rec	L5	GenXurban	U4	Suburban Periphery
19	Rustbelt Traditions	L5	GenXurban	U2	Urban Periphery
20	Midlife Constants	L5	GenXurban	U4	Suburban Periphery
21	Green Acres	L6	Cozy Country Living	U6	Rural
22	Salt of the Earth	L6	Cozy Country Living	U6	Rural
23	The Great Outdoors	L6	Cozy Country Living	U6	Rural
24	Prairie Living	L6	Cozy Country Living	U6	Rural
25	Rural Resort Dwellers	L6	Cozy Country Living	U6	Rural
26	Heartland Communities	L6	Cozy Country Living	U5	Semirural
27	Up and Coming Families	L7	Ethnic Enclaves	U4	Suburban Periphery
28	Urban Villages	L7	Ethnic Enclaves	U2	Urban Periphery
29	American Dreamers	L7	Ethnic Enclaves	U2	Urban Periphery
30	Barrios Urbanos	L7	Ethnic Enclaves	U2	Urban Periphery
31	Valley Growers	L7	Ethnic Enclaves	U5	Semirural
32	Southwestern Families	L7	Ethnic Enclaves	U2	Urban Periphery
33	City Lights	L8	Middle Ground	U2	Urban Periphery
34	Emerald City	L8	Middle Ground	U3	Metro Cities
35	Bright Young Professionals	L8	Middle Ground	U2	Urban Periphery
36	Downtown Melting Pot	L8	Middle Ground	U1	Principal Urban Center
37	Front Porches	L8	Middle Ground	U3	Metro Cities
38	Old and Newcomers	L8	Middle Ground	U3	Metro Cities

39	Hardscrabble Road	L8	Middle Ground	U3	Metro Cities
40	Silver and Gold	L9	Senior Styles	U4	Suburban Periphery
41	Golden Years	L9	Senior Styles	U4	Suburban Periphery
42	The Elders	L9	Senior Styles	U4	Suburban Periphery
43	Senior Escapes	L9	Senior Styles	U5	Semirural
44	Retirement Communities	L9	Senior Styles	U3	Metro Cities
45	Social Security Set	L9	Senior Styles	U3	Metro Cities
46	Southern Satellites	L10	Rustic Outposts	U6	Rural
47	Rooted Rural	L10	Rustic Outposts	U6	Rural
48	Diners and Miners	L10	Rustic Outposts	U6	Rural
49	Down the Road	L10	Rustic Outposts	U5	Semirural
50	Rural Bypasses	L10	Rustic Outposts	U6	Rural
51	City Strivers	L11	Midtown Singles	U1	Principal Urban Center
52	Young and Restless	L11	Midtown Singles	U3	Metro Cities
53	Metro Fusion	L11	Midtown Singles	U2	Urban Periphery
54	Set to Impress	L11	Midtown Singles	U3	Metro Cities
55	City Commons	L11	Midtown Singles	U3	Metro Cities
56	Family Foundations	L12	Hometown	U2	Urban Periphery
57	Traditional Living	L12	Hometown	U3	Metro Cities
58	Small Town Simplicity	L12	Hometown	U5	Semirural
59	Modest Income Homes	L12	Hometown	U2	Urban Periphery
60	International Marketplace	L13	Next Wave	U2	Urban Periphery
61	Las Casas	L13	Next Wave	U2	Urban Periphery
62	NeWest Residents	L13	Next Wave	U1	Principal Urban Center
63	Fresh Ambitions	L13	Next Wave	U1	Principal Urban Center
64	High Rise Renters	L13	Next Wave	U1	Principal Urban Center
65	Military Proximity	L14	Scholars and Patriots	U4	Suburban Periphery
66	College Towns	L14	Scholars and Patriots	U3	Metro Cities
67	Dorms to Diplomas	L14	Scholars and Patriots	U3	Metro Cities
68	Unclassified				