

Esri's Tapestry Market Segmentation Variable List



Data Vintage: Esri 2022

Tapestry includes 67 distinct market segments, 14 LifeMode groups and 6 Urbanization groups.

[Learn more about Tapestry Segmentation Data](#)

Data Table & Item Code

Data Item Description

2022 Tapestry Market Segmentation

Data Table & Item Code	Data Item Description
TSEGNUM	2022 Dominant Tapestry Number (Esri)
TSEGCODE	2022 Dominant Tapestry Segment (Esri)
TSEGNAME	2022 Dominant Tapestry Segment Name (Esri)
THHBASE	2022 Households by Tapestry Segment Base (Esri)
THH01	2022 Top Tier (1A) Tapestry Households (Esri)
THH02	2022 Professional Pride (1B) Tapestry Households (Esri)
THH03	2022 Boomburbs (1C) Tapestry Households (Esri)
THH04	2022 Savvy Suburbanites (1D) Tapestry Households (Esri)
THH05	2022 Exurbanites (1E) Tapestry Households (Esri)
THH06	2022 Urban Chic (2A) Tapestry Households (Esri)
THH07	2022 Pleasantville (2B) Tapestry Households (Esri)
THH08	2022 Pacific Heights (2C) Tapestry Households (Esri)
THH09	2022 Enterprising Professionals (2D) Tapestry Households (Esri)
THH10	2022 Laptops and Lattes (3A) Tapestry Households (Esri)
THH11	2022 Metro Renters (3B) Tapestry Households (Esri)
THH12	2022 Trendsetters (3C) Tapestry Households (Esri)
THH13	2022 Workday Drive (4A) Tapestry Households (Esri)
THH14	2022 Home Improvement (4B) Tapestry Households (Esri)
THH15	2022 Middleburg (4C) Tapestry Households (Esri)
THH16	2022 Comfortable Empty Nesters (5A) Tapestry Households (Esri)
THH17	2022 In Style (5B) Tapestry Households (Esri)
THH18	2022 Parks and Rec (5C) Tapestry Households (Esri)
THH19	2022 Rustbelt Traditions (5D) Tapestry Households (Esri)
THH20	2022 Midlife Constants (5E) Tapestry Households (Esri)
THH21	2022 Green Acres (6A) Tapestry Households (Esri)
THH22	2022 Salt of the Earth (6B) Tapestry Households (Esri)
THH23	2022 The Great Outdoors (6C) Tapestry Households (Esri)
THH24	2022 Prairie Living (6D) Tapestry Households (Esri)
THH25	2022 Rural Resort Dwellers (6E) Tapestry Households (Esri)
THH26	2022 Heartland Communities (6F) Tapestry Households (Esri)
THH27	2022 Up and Coming Families (7A) Tapestry Households (Esri)
THH28	2022 Urban Villages (7B) Tapestry Households (Esri)
THH29	2022 Urban Edge Families (7C) Tapestry Households (Esri)
THH30	2022 Forging Opportunity (7D) Tapestry Households (Esri)
THH31	2022 Farm to Table (7E) Tapestry Households (Esri)
THH32	2022 Southwestern Families (7F) Tapestry Households (Esri)
THH33	2022 City Lights (8A) Tapestry Households (Esri)
THH34	2022 Emerald City (8B) Tapestry Households (Esri)
THH35	2022 Bright Young Professionals (8C) Tapestry Households (Esri)
THH36	2022 Downtown Melting Pot (8D) Tapestry Households (Esri)
THH37	2022 Front Porches (8E) Tapestry Households (Esri)
THH38	2022 Old and Newcomers (8F) Tapestry Households (Esri)
THH39	2022 Hometown Heritage (8G) Tapestry Households (Esri)
THH40	2022 Silver & Gold (9A) Tapestry Households (Esri)
THH41	2022 Golden Years (9B) Tapestry Households (Esri)
THH42	2022 The Elders (9C) Tapestry Households (Esri)
THH43	2022 Senior Escapes (9D) Tapestry Households (Esri)
THH44	2022 Retirement Communities (9E) Tapestry Households (Esri)
THH45	2022 Social Security Set (9F) Tapestry Households (Esri)
THH46	2022 Southern Satellites (10A) Tapestry Households (Esri)
THH47	2022 Rooted Rural (10B) Tapestry Households (Esri)
THH48	2022 Economic BedRock (10C) Tapestry Households (Esri)
THH49	2022 Down the Road (10D) Tapestry Households (Esri)
THH50	2022 Rural Bypasses (10E) Tapestry Households (Esri)
THH51	2022 City Strivers (11A) Tapestry Households (Esri)
THH52	2022 Young and Restless (11B) Tapestry Households (Esri)
THH53	2022 Metro Fusion (11C) Tapestry Households (Esri)
THH54	2022 Set to Impress (11D) Tapestry Households (Esri)
THH55	2022 City Commons (11E) Tapestry Households (Esri)
THH56	2022 Family Foundations (12A) Tapestry Households (Esri)
THH57	2022 Traditional Living (12B) Tapestry Households (Esri)
THH58	2022 Small Town Sincerity (12C) Tapestry Households (Esri)
THH59	2022 Modest Income Homes (12D) Tapestry Households (Esri)
THH60	2022 Diverse Convergence (13A) Tapestry Households (Esri)
THH61	2022 Family Extensions (13B) Tapestry Households (Esri)
THH62	2022 NeWest Residents (13C) Tapestry Households (Esri)
THH63	2022 Fresh Ambitions (13D) Tapestry Households (Esri)
THH64	2022 High Rise Renters (13E) Tapestry Households (Esri)
THH65	2022 Military Proximity (14A) Tapestry Households (Esri)
THH66	2022 College Towns (14B) Tapestry Households (Esri)
THH67	2022 Dorms to Diplomas (14C) Tapestry Households (Esri)

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Data Table & Item Code

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THH68	2022 Unclassified (15) Tapestry Households (Esri)
TLIFECODE	2022 Dominant Tapestry LifeMode Group Code (Esri)
TLIFENAME	2022 Dominant Tapestry LifeMode Group Name (Esri)
THHGRPL1	2022 Affluent Estates Tapestry LifeMode Group L1 Households (Esri)
THHGRPL2	2022 Upscale Avenues Tapestry LifeMode Group L2 Households (Esri)
THHGRPL3	2022 Uptown Individuals Tapestry LifeMode Group L3 Households (Esri)
THHGRPL4	2022 Family Landscapes Tapestry LifeMode Group L4 Households (Esri)
THHGRPL5	2022 GenXurban Tapestry LifeMode Group L5 Households (Esri)
THHGRPL6	2022 Cozy Country Living Tapestry LifeMode Group L6 Households (Esri)
THHGRPL7	2022 Sprouting Explorers Tapestry LifeMode Group L7 Households (Esri)
THHGRPL8	2022 Middle Ground Tapestry LifeMode Group L8 Households (Esri)
THHGRPL9	2022 Senior Styles Tapestry LifeMode Group L9 Households (Esri)
THHGRPL10	2022 Rustic Outposts Tapestry LifeMode Group L10 Households (Esri)
THHGRPL11	2022 Midtown Singles Tapestry LifeMode Group L11 Households (Esri)
THHGRPL12	2022 Hometown Tapestry LifeMode Group L12 Households (Esri)
THHGRPL13	2022 Next Wave Tapestry LifeMode Group L13 Households (Esri)
THHGRPL14	2022 Scholars and Patriots Tapestry LifeMode Group L14 Households (Esri)
TURBZCODE	2022 Dominant Tapestry Urbanization Group Code (Esri)
TURBZNAME	2022 Dominant Tapestry Urbanization Group Name (Esri)
THHGRPU1	2022 Principal Urban Center Tapestry Urbanization Group U1 Households (Esri)
THHGRPU2	2022 Urban Periphery Tapestry Urbanization Group U2 Households (Esri)
THHGRPU3	2022 Metro Cities Tapestry Urbanization Group U3 Households (Esri)
THHGRPU4	2022 Suburban Periphery Tapestry Urbanization Group U4 Households (Esri)
THHGRPU5	2022 Semirural Tapestry Urbanization Group U5 Households (Esri)
THHGRPU6	2022 Rural Tapestry Urbanization Group U6 Households (Esri)
TADULTBASE	2022 Adult Population by Tapestry Segment Base (Esri)
TADULT01	2022 Top Tier (1A) Tapestry Adult Population (Esri)
TADULT02	2022 Professional Pride (1B) Tapestry Adult Population (Esri)
TADULT03	2022 Boomburbs (1C) Tapestry Adult Population (Esri)
TADULT04	2022 Savvy Suburbanites (1D) Tapestry Adult Population (Esri)
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TADULT45	2022 Social Security Set (9F) Tapestry Adult Population (Esri)
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TADULT48	2022 Economic BedRock (10C) Tapestry Adult Population (Esri)
TADULT49	2022 Down the Road (10D) Tapestry Adult Population (Esri)
TADULT50	2022 Rural Bypasses (10E) Tapestry Adult Population (Esri)
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TADULT68	2022 Unclassified (15) Tapestry Adult Population (Esri)