

Esri Tapestry Market Segmentation Variable List



DATA VINTAGE: 2020
NUMBER OF VARIABLES: 165

Tapestry Segmentation is a market segmentation system designed to identify consumer markets in the United States. Reflecting the increasing diversity among American consumers, Tapestry includes 67 distinct market segments, 14 LifeMode groups and 6 Urbanization groups.

[Learn more about Esri Demographics](#)

Data Table & Item Code

Data Item Description

2020 Tapestry Households

Data Table & Item Code	Data Item Description
TSEGNUM	2020 Dominant Tapestry Number (Esri)
TSEGCODE	2020 Dominant Tapestry Segment (Esri)
TSEGNAME	2020 Dominant Tapestry Segment Name (Esri)
THHBASE	2020 Base for Tapestry Segmentation Households (Esri)
THH01	2020 Top Tier (1A) Tapestry Households (Esri)
THH02	2020 Professional Pride (1B) Tapestry Households (Esri)
THH03	2020 Boomburbs (1C) Tapestry Households (Esri)
THH04	2020 Savvy Suburbanites (1D) Tapestry Households (Esri)
THH05	2020 Exurbanites (1E) Tapestry Households (Esri)
THH06	2020 Urban Chic (2A) Tapestry Households (Esri)
THH07	2020 Pleasantville (2B) Tapestry Households (Esri)
THH08	2020 Pacific Heights (2C) Tapestry Households (Esri)
THH09	2020 Enterprising Professionals (2D) Tapestry Households (Esri)
THH10	2020 Laptops and Lattes (3A) Tapestry Households (Esri)
THH11	2020 Metro Renters (3B) Tapestry Households (Esri)
THH12	2020 Trendsetters (3C) Tapestry Households (Esri)
THH13	2020 Soccer Moms (4A) Tapestry Households (Esri)
THH14	2020 Home Improvement (4B) Tapestry Households (Esri)
THH15	2020 Middleburg (4C) Tapestry Households (Esri)
THH16	2020 Comfortable Empty Nesters (5A) Tapestry Households (Esri)
THH17	2020 In Style (5B) Tapestry Households (Esri)
THH18	2020 Parks and Rec (5C) Tapestry Households (Esri)
THH19	2020 Rustbelt Traditions (5D) Tapestry Households (Esri)
THH20	2020 Midlife Constants (5E) Tapestry Households (Esri)
THH21	2020 Green Acres (6A) Tapestry Households (Esri)
THH22	2020 Salt of the Earth (6B) Tapestry Households (Esri)
THH23	2020 The Great Outdoors (6C) Tapestry Households (Esri)
THH24	2020 Prairie Living (6D) Tapestry Households (Esri)
THH25	2020 Rural Resort Dwellers (6E) Tapestry Households (Esri)
THH26	2020 Heartland Communities (6F) Tapestry Households (Esri)
THH27	2020 Up and Coming Families (7A) Tapestry Households (Esri)
THH28	2020 Urban Villages (7B) Tapestry Households (Esri)
THH29	2020 American Dreamers (7C) Tapestry Households (Esri)
THH30	2020 Barrios Urbanos (7D) Tapestry Households (Esri)
THH31	2020 Valley Growers (7E) Tapestry Households (Esri)
THH32	2020 Southwestern Families (7F) Tapestry Households (Esri)
THH33	2020 City Lights (8A) Tapestry Households (Esri)
THH34	2020 Emerald City (8B) Tapestry Households (Esri)
THH35	2020 Bright Young Professionals (8C) Tapestry Households (Esri)
THH36	2020 Downtown Melting Pot (8D) Tapestry Households (Esri)
THH37	2020 Front Porches (8E) Tapestry Households (Esri)
THH38	2020 Old and Newcomers (8F) Tapestry Households (Esri)
THH39	2020 Hardscrabble Road (8G) Tapestry Households (Esri)
THH40	2020 Silver & Gold (9A) Tapestry Households (Esri)
THH41	2020 Golden Years (9B) Tapestry Households (Esri)
THH42	2020 The Elders (9C) Tapestry Households (Esri)
THH43	2020 Senior Escapes (9D) Tapestry Households (Esri)
THH44	2020 Retirement Communities (9E) Tapestry Households (Esri)
THH45	2020 Social Security Set (9F) Tapestry Households (Esri)
THH46	2020 Southern Satellites (10A) Tapestry Households (Esri)
THH47	2020 Rooted Rural (10B) Tapestry Households (Esri)
THH48	2020 Diners & Miners (10C) Tapestry Households (Esri)
THH49	2020 Down the Road (10D) Tapestry Households (Esri)
THH50	2020 Rural Bypasses (10E) Tapestry Households (Esri)
THH51	2020 City Strivers (11A) Tapestry Households (Esri)
THH52	2020 Young and Restless (11B) Tapestry Households (Esri)
THH53	2020 Metro Fusion (11C) Tapestry Households (Esri)
THH54	2020 Set to Impress (11D) Tapestry Households (Esri)
THH55	2020 City Commons (11E) Tapestry Households (Esri)
THH56	2020 Family Foundations (12A) Tapestry Households (Esri)
THH57	2020 Traditional Living (12B) Tapestry Households (Esri)
THH58	2020 Small Town Simplicity (12C) Tapestry Households (Esri)
THH59	2020 Modest Income Homes (12D) Tapestry Households (Esri)
THH60	2020 International Marketplace (13A) Tapestry Households (Esri)
THH61	2020 Las Casas (13B) Tapestry Households (Esri)
THH62	2020 NeWest Residents (13C) Tapestry Households (Esri)
THH63	2020 Fresh Ambitions (13D) Tapestry Households (Esri)
THH64	2020 High Rise Renters (13E) Tapestry Households (Esri)

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THH65	2020 Military Proximity (14A) Tapestry Households (Esri)
THH66	2020 College Towns (14B) Tapestry Households (Esri)
THH67	2020 Dorms to Diplomas (14C) Tapestry Households (Esri)
THH68	2020 Unclassified (15) Tapestry Households (Esri)
TLIFECODE	2020 Dominant Tapestry LifeMode Group Code
TLIFENAME	2020 Dominant Tapestry LifeMode Group Name
THHGRPL1	2020 Affluent Estates Tapestry LifeMode Group L1 Households (Esri)
THHGRPL2	2020 Upscale Avenues Tapestry LifeMode Group L2 Households (Esri)
THHGRPL3	2020 Uptown Individuals Tapestry LifeMode Group L3 Households (Esri)
THHGRPL4	2020 Family Landscapes Tapestry LifeMode Group L4 Households (Esri)
THHGRPL5	2020 GenXurban Tapestry LifeMode Group L5 Households (Esri)
THHGRPL6	2020 Cozy Country Living Tapestry LifeMode Group L6 Households (Esri)
THHGRPL7	2020 Ethnic Enclaves Tapestry LifeMode Group L7 Households (Esri)
THHGRPL8	2020 Middle Ground Tapestry LifeMode Group L8 Households (Esri)
THHGRPL9	2020 Senior Styles Tapestry LifeMode Group L9 Households (Esri)
THHGRPL10	2020 Rustic Outposts Tapestry LifeMode Group L10 Households (Esri)
THHGRPL11	2020 Midtown Singles Tapestry LifeMode Group L11 Households (Esri)
THHGRPL12	2020 Hometown Tapestry LifeMode Group L12 Households (Esri)
THHGRPL13	2020 Next Wave Tapestry LifeMode Group L13 Households (Esri)
THHGRPL14	2020 Scholars and Patriots Tapestry LifeMode Group L14 Households (Esri)
TURBZCODE	2020 Dominant Tapestry Urbanization Group Code
TURBZNAME	2020 Dominant Tapestry Urbanization Group Name
THHGRPU1	2020 Principal Urban Center Tapestry Urbanization Group U1 Households (Esri)
THHGRPU2	2020 Urban Periphery Tapestry Urbanization Group U2 Households (Esri)
THHGRPU3	2020 Metro Cities Tapestry Urbanization Group U3 Households (Esri)
THHGRPU4	2020 Suburban Periphery Tapestry Urbanization Group U4 Households (Esri)
THHGRPU5	2020 Semirural Tapestry Urbanization Group U5 Households (Esri)
THHGRPU6	2020 Rural Tapestry Urbanization Group U6 Households (Esri)
2020 Tapestry Adult Population	
TADULTBASE	2020 Base for Tapestry Segmentation Adult Population (Esri)
TADULT01	2020 Top Tier (1A) Tapestry Adult Population (Esri)
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