

# Esri Tapestry Market Segmentation Variable List



## Data Vintage: Esri 2021

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

### 2021 Tapestry Market Segmentation

TSEGNUM	2021 Dominant Tapestry Number (Esri)
TSEGCODE	2021 Dominant Tapestry Segment (Esri)
TSEGNAM	2021 Dominant Tapestry Segment Name (Esri)
THHBASE	2021 Households by Tapestry Segment Base
THH01	2021 Top Tier (1A) Tapestry Households (Esri)
THH02	2021 Professional Pride (1B) Tapestry Households (Esri)
THH03	2021 Boomburbs (1C) Tapestry Households (Esri)
THH04	2021 Savvy Suburbanites (1D) Tapestry Households (Esri)
THH05	2021 Exurbanites (1E) Tapestry Households (Esri)
THH06	2021 Urban Chic (2A) Tapestry Households (Esri)
THH07	2021 Pleasantville (2B) Tapestry Households (Esri)
THH08	2021 Pacific Heights (2C) Tapestry Households (Esri)
THH09	2021 Enterprising Professionals (2D) Tapestry Households (Esri)
THH10	2021 Laptops and Lattes (3A) Tapestry Households (Esri)
THH11	2021 Metro Renters (3B) Tapestry Households (Esri)
THH12	2021 Trendsetters (3C) Tapestry Households (Esri)
THH13	2021 Workday Drive (4A) Tapestry Households (Esri)
THH14	2021 Home Improvement (4B) Tapestry Households (Esri)
THH15	2021 Middleburg (4C) Tapestry Households (Esri)
THH16	2021 Comfortable Empty Nesters (5A) Tapestry Households (Esri)
THH17	2021 In Style (5B) Tapestry Households (Esri)
THH18	2021 Parks and Rec (5C) Tapestry Households (Esri)
THH19	2021 Rustbelt Traditions (5D) Tapestry Households (Esri)
THH20	2021 Midlife Constants (5E) Tapestry Households (Esri)
THH21	2021 Green Acres (6A) Tapestry Households (Esri)
THH22	2021 Salt of the Earth (6B) Tapestry Households (Esri)
THH23	2021 The Great Outdoors (6C) Tapestry Households (Esri)
THH24	2021 Prairie Living (6D) Tapestry Households (Esri)
THH25	2021 Rural Resort Dwellers (6E) Tapestry Households (Esri)
THH26	2021 Heartland Communities (6F) Tapestry Households (Esri)
THH27	2021 Up and Coming Families (7A) Tapestry Households (Esri)
THH28	2021 Urban Villages (7B) Tapestry Households (Esri)
THH29	2021 Urban Edge Families (7C) Tapestry Households (Esri)
THH30	2021 Forging Opportunity (7D) Tapestry Households (Esri)
THH31	2021 Farm to Table (7E) Tapestry Households (Esri)
THH32	2021 Southwestern Families (7F) Tapestry Households (Esri)
THH33	2021 City Lights (8A) Tapestry Households (Esri)
THH34	2021 Emerald City (8B) Tapestry Households (Esri)
THH35	2021 Bright Young Professionals (8C) Tapestry Households (Esri)
THH36	2021 Downtown Melting Pot (8D) Tapestry Households (Esri)
THH37	2021 Front Porches (8E) Tapestry Households (Esri)
THH38	2021 Old and Newcomers (8F) Tapestry Households (Esri)
THH39	2021 Hometown Heritage (8G) Tapestry Households (Esri)
THH40	2021 Silver & Gold (9A) Tapestry Households (Esri)
THH41	2021 Golden Years (9B) Tapestry Households (Esri)
THH42	2021 The Elders (9C) Tapestry Households (Esri)
THH43	2021 Senior Escapes (9D) Tapestry Households (Esri)
THH44	2021 Retirement Communities (9E) Tapestry Households (Esri)
THH45	2021 Social Security Set (9F) Tapestry Households (Esri)
THH46	2021 Southern Satellites (10A) Tapestry Households (Esri)
THH47	2021 Rooted Rural (10B) Tapestry Households (Esri)
THH48	2021 Economic BedRock (10C) Tapestry Households (Esri)
THH49	2021 Down the Road (10D) Tapestry Households (Esri)
THH50	2021 Rural Bypasses (10E) Tapestry Households (Esri)
THH51	2021 City Strivers (11A) Tapestry Households (Esri)
THH52	2021 Young and Restless (11B) Tapestry Households (Esri)
THH53	2021 Metro Fusion (11C) Tapestry Households (Esri)
THH54	2021 Set to Impress (11D) Tapestry Households (Esri)
THH55	2021 City Commons (11E) Tapestry Households (Esri)
THH56	2021 Family Foundations (12A) Tapestry Households (Esri)
THH57	2021 Traditional Living (12B) Tapestry Households (Esri)
THH58	2021 Small Town Simplicity (12C) Tapestry Households (Esri)
THH59	2021 Modest Income Homes (12D) Tapestry Households (Esri)
THH60	2021 Diverse Convergence (13A) Tapestry Households (Esri)
THH61	2021 Family Extensions (13B) Tapestry Households (Esri)
THH62	2021 NeWest Residents (13C) Tapestry Households (Esri)
THH63	2021 Fresh Ambitions (13D) Tapestry Households (Esri)
THH64	2021 High Rise Renters (13E) Tapestry Households (Esri)
THH65	2021 Military Proximity (14A) Tapestry Households (Esri)
THH66	2021 College Towns (14B) Tapestry Households (Esri)
THH67	2021 Dorms to Diplomas (14C) Tapestry Households (Esri)
THH68	2021 Unclassified (15) Tapestry Households (Esri)
TLIFECODE	2021 Dominant Tapestry LifeMode Group Code

# Esri Tapestry Market Segmentation Variable List



## Data Vintage: Esri 2021

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

Data Table & Item Code	Data Item Description
TLIFENAME	2021 Dominant Tapestry LifeMode Group Name
THHGRPL1	2021 Affluent Estates Tapestry LifeMode Group L1 Households (Esri)
THHGRPL2	2021 Upscale Avenues Tapestry LifeMode Group L2 Households (Esri)
THHGRPL3	2021 Uptown Individuals Tapestry LifeMode Group L3 Households (Esri)
THHGRPL4	2021 Family Landscapes Tapestry LifeMode Group L4 Households (Esri)
THHGRPL5	2021 GenXurban Tapestry LifeMode Group L5 Households (Esri)
THHGRPL6	2021 Cozy Country Living Tapestry LifeMode Group L6 Households (Esri)
THHGRPL7	2021 Sprouting Explorers Tapestry LifeMode Group L7 Households (Esri)
THHGRPL8	2021 Middle Ground Tapestry LifeMode Group L8 Households (Esri)
THHGRPL9	2021 Senior Styles Tapestry LifeMode Group L9 Households (Esri)
THHGRPL10	2021 Rustic Outposts Tapestry LifeMode Group L10 Households (Esri)
THHGRPL11	2021 Midtown Singles Tapestry LifeMode Group L11 Households (Esri)
THHGRPL12	2021 Hometown Tapestry LifeMode Group L12 Households (Esri)
THHGRPL13	2021 Next Wave Tapestry LifeMode Group L13 Households (Esri)
THHGRPL14	2021 Scholars and Patriots Tapestry LifeMode Group L14 Households (Esri)
TURBZCODE	2021 Dominant Tapestry Urbanization Group Code
TURBZNAME	2021 Dominant Tapestry Urbanization Group Name
THHGRPU1	2021 Principal Urban Center Tapestry Urbanization Group U1 Households (Esri)
THHGRPU2	2021 Urban Periphery Tapestry Urbanization Group U2 Households (Esri)
THHGRPU3	2021 Metro Cities Tapestry Urbanization Group U3 Households (Esri)
THHGRPU4	2021 Suburban Periphery Tapestry Urbanization Group U4 Households (Esri)
THHGRPU5	2021 Semirural Tapestry Urbanization Group U5 Households (Esri)
THHGRPU6	2021 Rural Tapestry Urbanization Group U6 Households (Esri)
TADULTBASE	2021 Base for Tapestry Segmentation Adult Population (Esri)
TADULT01	2021 Top Tier (1A) Tapestry Adult Population (Esri)
TADULT02	2021 Professional Pride (1B) Tapestry Adult Population (Esri)
TADULT03	2021 Boomburbs (1C) Tapestry Adult Population (Esri)
TADULT04	2021 Savvy Suburbanites (1D) Tapestry Adult Population (Esri)
TADULT05	2021 Exurbanites (1E) Tapestry Adult Population (Esri)
TADULT06	2021 Urban Chic (2A) Tapestry Adult Population (Esri)
TADULT07	2021 Pleasantville (2B) Tapestry Adult Population (Esri)
TADULT08	2021 Pacific Heights (2C) Tapestry Adult Population (Esri)
TADULT09	2021 Enterprising Professionals (2D) Tapestry Adult Population (Esri)
TADULT10	2021 Laptops and Lattes (3A) Tapestry Adult Population (Esri)
TADULT11	2021 Metro Renters (3B) Tapestry Adult Population (Esri)
TADULT12	2021 Trendsetters (3C) Tapestry Adult Population (Esri)
TADULT13	2021 Workday Drive (4A) Tapestry Adult Population (Esri)
TADULT14	2021 Home Improvement (4B) Tapestry Adult Population (Esri)
TADULT15	2021 Middleburg (4C) Tapestry Adult Population (Esri)
TADULT16	2021 Comfortable Empty Nesters (5A) Tapestry Adult Population (Esri)
TADULT17	2021 In Style (5B) Tapestry Adult Population (Esri)
TADULT18	2021 Parks and Rec (5C) Tapestry Adult Population (Esri)
TADULT19	2021 Rustbelt Traditions (5D) Tapestry Adult Population (Esri)
TADULT20	2021 Midlife Constants (5E) Tapestry Adult Population (Esri)
TADULT21	2021 Green Acres (6A) Tapestry Adult Population (Esri)
TADULT22	2021 Salt of the Earth (6B) Tapestry Adult Population (Esri)
TADULT23	2021 The Great Outdoors (6C) Tapestry Adult Population (Esri)
TADULT24	2021 Prairie Living (6D) Tapestry Adult Population (Esri)
TADULT25	2021 Rural Resort Dwellers (6E) Tapestry Adult Population (Esri)
TADULT26	2021 Heartland Communities (6F) Tapestry Adult Population (Esri)
TADULT27	2021 Up and Coming Families (7A) Tapestry Adult Population (Esri)
TADULT28	2021 Urban Villages (7B) Tapestry Adult Population (Esri)
TADULT29	2021 Urban Edge Families (7C) Tapestry Adult Population (Esri)
TADULT30	2021 Forging Opportunity (7D) Tapestry Adult Population (Esri)
TADULT31	2021 Farm to Table (7E) Tapestry Adult Population (Esri)
TADULT32	2021 Southwestern Families (7F) Tapestry Adult Population (Esri)
TADULT33	2021 City Lights (8A) Tapestry Adult Population (Esri)
TADULT34	2021 Emerald City (8B) Tapestry Adult Population (Esri)
TADULT35	2021 Bright Young Professionals (8C) Tapestry Adult Population (Esri)
TADULT36	2021 Downtown Melting Pot (8D) Tapestry Adult Population (Esri)
TADULT37	2021 Front Porches (8E) Tapestry Adult Population (Esri)
TADULT38	2021 Old and Newcomers (8F) Tapestry Adult Population (Esri)
TADULT39	2021 Hometown Heritage (8G) Tapestry Adult Population (Esri)
TADULT40	2021 Silver & Gold (9A) Tapestry Adult Population (Esri)
TADULT41	2021 Golden Years (9B) Tapestry Adult Population (Esri)
TADULT42	2021 The Elders (9C) Tapestry Adult Population (Esri)
TADULT43	2021 Senior Escapes (9D) Tapestry Adult Population (Esri)
TADULT44	2021 Retirement Communities (9E) Tapestry Adult Population (Esri)
TADULT45	2021 Social Security Set (9F) Tapestry Adult Population (Esri)
TADULT46	2021 Southern Satellites (10A) Tapestry Adult Population (Esri)
TADULT47	2021 Rooted Rural (10B) Tapestry Adult Population (Esri)
TADULT48	2021 Economic BedRock (10C) Tapestry Adult Population (Esri)
TADULT49	2021 Down the Road (10D) Tapestry Adult Population (Esri)
TADULT50	2021 Rural Bypasses (10E) Tapestry Adult Population (Esri)

# Esri Tapestry Market Segmentation Variable List



## Data Vintage: Esri 2021

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
TADULT51	2021 City Strivers (11A) Tapestry Adult Population (Esri)
TADULT52	2021 Young and Restless (11B) Tapestry Adult Population (Esri)
TADULT53	2021 Metro Fusion (11C) Tapestry Adult Population (Esri)
TADULT54	2021 Set to Impress (11D) Tapestry Adult Population (Esri)
TADULT55	2021 City Commons (11E) Tapestry Adult Population (Esri)
TADULT56	2021 Family Foundations (12A) Tapestry Adult Population (Esri)
TADULT57	2021 Traditional Living (12B) Tapestry Adult Population (Esri)
TADULT58	2021 Small Town Simplicity (12C) Tapestry Adult Population (Esri)
TADULT59	2021 Modest Income Homes (12D) Tapestry Adult Population (Esri)
TADULT60	2021 Diverse Convergence (13A) Tapestry Adult Population (Esri)
TADULT61	2021 Family Extensions (13B) Tapestry Adult Population (Esri)
TADULT62	2021 NeWest Residents (13C) Tapestry Adult Population (Esri)
TADULT63	2021 Fresh Ambitions (13D) Tapestry Adult Population (Esri)
TADULT64	2021 High Rise Renters (13E) Tapestry Adult Population (Esri)
TADULT65	2021 Military Proximity (14A) Tapestry Adult Population (Esri)
TADULT66	2021 College Towns (14B) Tapestry Adult Population (Esri)
TADULT67	2021 Dorms to Diplomas (14C) Tapestry Adult Population (Esri)
TADULT68	2021 Unclassified (15) Tapestry Adult Population (Esri)