

2024 Tapestry Segmentation Summary Table: Demographic Profile by LifeMode Group



	Households	Population	2020-24		Household Type	Average HH Size	Diversity Index ²	Median Age	Population by Age (%)				Marital Status (%)		
			Ann. Pop. Chg (%)	Pop. Density ¹					<18	18-44	45-64	65+	Never Married	Married	Widowed/Divorced
United States	130,716,571	338,440,954	0.49	95.8		2.53	72.5	39.3	21.0	36.4	24.4	18.1	34.2	50.2	15.6
01. Affluent Estates	13,214,587	37,840,147	0.76	538.0		2.84	57.3	43.1	22.8	29.9	28.0	19.3	23.8	65.5	10.7
1A: Top Tier	2,096,523	6,006,726	-0.15	1,001.8	Married Couples	2.83	50.9	46.0	22.2	26.5	29.1	22.2	22.3	68.1	9.7
1B: Professional Pride	2,154,184	6,489,267	0.68	1,000.5	Married Couples	3.00	57.1	42.4	23.8	30.0	30.4	15.8	23.7	67.9	8.4
1C: Boomburbs	2,580,906	8,126,788	2.28	1,245.5	Married Couples	3.14	73.2	37.2	28.0	35.0	26.7	10.4	26.2	64.4	9.4
1D: Savvy Suburbanites	3,875,883	10,865,887	0.47	363.4	Married Couples	2.78	49.7	44.1	21.5	29.8	27.8	20.9	24.1	64.8	11.2
1E: Exurbanites	2,507,091	6,351,479	0.36	296.4	Married Couples	2.49	48.8	49.5	18.3	26.6	26.5	28.7	22.4	63.3	14.3
02. Upscale Avenues	7,184,496	19,469,576	0.08	1,186.0		2.68	75.2	41.2	20.0	35.7	26.2	18.1	31.6	55.2	13.2
2A: Urban Chic	1,648,753	4,056,622	0.10	559.5	Married Couples	2.42	59.5	43.0	19.5	33.4	26.8	20.3	29.7	56.9	13.4
2B: Pleasantville	2,740,165	7,874,868	-0.13	1,495.1	Married Couples	2.84	73.0	42.6	20.0	33.3	27.1	19.6	30.9	55.7	13.4
2C: Pacific Heights	888,835	2,774,134	-0.38	3,142.7	Married Couples	3.09	75.7	43.3	18.4	33.9	26.6	21.1	31.6	55.4	13.0
2D: Enterprising Professionals	1,906,743	4,763,952	0.69	1,579.4	Married Couples	2.48	78.9	36.9	21.2	42.5	24.1	12.2	34.4	52.7	12.9
03. Uptown Individuals	5,105,235	9,716,372	0.62	7,865.7		1.84	71.3	34.5	11.3	58.1	19.1	11.4	51.5	37.2	11.3
3A: Laptops and Lattes	1,391,231	2,707,305	0.10	10,657.0	Singles	1.89	61.2	36.7	13.0	51.2	21.1	14.7	44.7	44.2	11.1
3B: Metro Renters	2,329,182	4,097,543	1.38	5,590.0	Singles	1.69	69.5	32.9	8.7	66.4	16.3	8.6	56.9	32.3	10.8
3C: Trendsetters	1,384,822	2,911,524	0.06	11,729.5	Singles	2.06	79.8	36.1	13.5	52.9	21.3	12.3	49.8	38.1	12.1
04. Family Landscapes	10,339,141	28,941,390	1.14	327.8		2.78	65.7	38.7	23.8	35.2	25.5	15.5	28.6	57.7	13.8
4A: Workday Drive	4,050,741	11,690,049	1.21	565.0	Married Couples	2.87	62.9	39.5	24.0	34.2	26.8	15.0	26.9	61.4	11.8
4B: Home Improvement	2,195,389	6,143,945	0.19	422.6	Married Couples	2.79	76.9	39.2	22.1	36.2	25.3	16.5	31.9	53.6	14.5
4C: Middleburg	4,093,011	11,107,396	1.62	209.3	Married Couples	2.69	60.4	37.6	24.5	35.9	24.2	15.4	28.4	56.1	15.5
05. GenXurban	14,558,714	35,459,211	0.23	403.8		2.39	54.5	42.8	19.6	33.2	24.8	22.4	29.5	52.9	17.6
5A: Comfortable Empty Nesters	3,157,860	7,927,155	0.32	288.7	Married Couples	2.48	47.0	46.4	19.2	29.3	25.8	25.7	24.2	60.0	15.8
5B: In Style	2,915,337	6,899,343	0.39	389.5	Married Couples w/No Kids	2.32	51.5	41.7	19.3	35.1	24.3	21.3	29.9	54.2	15.9
5C: Parks and Rec	2,552,602	6,363,342	0.19	1,260.8	Married Couples	2.46	64.1	40.9	20.0	35.7	25.2	19.2	33.4	49.2	17.5
5D: Rustbelt Traditions	2,781,283	6,786,966	0.05	659.0	Married Couples	2.42	60.9	39.1	21.4	36.5	24.2	17.9	33.9	47.5	18.6
5E: Midlife Constants	3,151,632	7,482,405	0.18	274.2	Married Couples w/No Kids	2.30	48.7	45.8	18.5	30.7	24.4	26.5	27.7	51.9	20.3
06. Cozy Country Living	15,437,317	38,672,826	0.49	22.4		2.47	36.9	45.0	20.5	29.5	26.7	23.3	24.8	58.9	16.4
6A: Green Acres	4,314,563	11,466,091	1.01	76.2	Married Couples	2.64	38.5	43.8	21.4	30.1	27.5	21.0	23.7	63.1	13.2
6B: Salt of the Earth	3,636,540	9,230,718	0.16	58.1	Married Couples	2.52	29.0	44.3	21.0	29.8	27.1	22.1	24.2	59.8	16.0
6C: The Great Outdoors	2,041,416	4,982,057	0.88	18.0	Married Couples	2.40	46.0	48.1	18.0	28.5	27.1	26.4	25.4	57.0	17.5
6D: Prairie Living	1,275,798	3,237,515	-0.11	4.7	Married Couples	2.49	31.7	43.2	23.1	29.1	25.3	22.5	23.7	61.3	14.9
6E: Rural Resort Dwellers	1,308,974	2,887,688	0.73	7.7	Married Couples w/No Kids	2.18	31.0	56.4	14.5	22.7	27.7	35.1	20.2	61.2	18.6
6F: Heartland Communities	2,860,026	6,868,757	-0.03	85.3	Married Couples	2.35	41.9	42.1	21.4	32.1	24.8	21.8	29.4	49.7	20.9
07. Sprouting Explorers	9,837,355	31,392,405	1.03	146.2		3.17	87.8	34.8	25.8	39.1	23.3	11.9	37.1	49.7	13.2
7A: Up and Coming Families	3,798,480	11,601,773	2.68	1,213.2	Married Couples	3.04	82.0	33.9	27.4	40.4	22.6	9.6	32.2	55.7	12.1
7B: Urban Villages	1,349,341	4,827,331	-0.33	321.0	Married Couples	3.54	87.1	37.9	21.5	38.3	25.4	14.7	39.6	47.9	12.4
7C: Urban Edge Families	1,977,587	6,113,483	0.51	49.2	Married Couples	3.07	88.5	35.3	24.7	39.0	23.9	12.4	39.0	46.4	14.6
7D: Forging Opportunity	1,367,422	4,608,770	0.23	483.2	Married Couples	3.34	83.2	32.3	27.9	39.3	22.2	10.5	40.9	46.4	12.7
7E: Farm to Table	311,211	1,162,185	0.12	85.3	Married Couples	3.67	76.9	30.5	30.2	39.4	20.6	9.8	44.8	44.7	10.5
7F: Southwestern Families	1,033,314	3,078,863	-0.11	72.0	Married Couples	2.94	80.5	38.0	23.2	35.4	24.0	17.4	39.0	43.7	17.3
08. Middle Ground	14,132,853	33,989,401	0.32	521.6		2.36	76.5	37.2	20.4	40.6	23.1	15.9	39.3	43.5	17.2
8A: City Lights	1,865,177	4,860,612	0.02	2,911.9	Married Couples	2.56	82.9	40.2	18.8	38.2	25.8	17.1	37.0	48.0	15.0
8B: Emerald City	1,856,720	3,877,911	0.48	402.9	Singles	2.04	59.0	37.7	15.3	46.1	22.6	16.0	41.9	43.1	15.0
8C: Bright Young Professionals	3,032,763	7,262,847	0.89	820.6	Married Couples	2.37	76.0	34.7	21.7	43.7	21.7	12.9	38.4	45.6	16.0
8D: Downtown Melting Pot	818,195	2,363,918	-0.50	25,592.2	Married Couples	2.85	80.5	38.5	20.6	38.5	24.1	16.7	35.2	52.0	12.8
8E: Front Porches	2,059,370	5,227,989	0.20	2,131.8	Married Couples	2.50	80.0	36.5	22.5	39.7	23.3	14.6	40.5	41.3	18.1
8F: Old and Newcomers	2,978,964	6,463,812	0.43	873.5	Singles	2.10	62.9	39.7	17.9	38.5	22.4	21.2	37.2	41.7	21.1
8G: Hometown Heritage	1,521,664	3,932,312	-0.05	112.1	Singles	2.53	80.7	34.2	26.2	38.6	22.7	12.5	45.8	34.6	19.7

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			Ann. Pop. Chg (%)	Pop. Density ¹					<18	18-44	45-64	65+	Never Married	Married	Widowed/Divorced
United States	130,716,571	338,440,954	0.49	95.8		2.53	72.5	39.3	21.0	36.4	24.4	18.1	34.2	50.2	15.6
09. Senior Styles	7,574,071	15,616,927	0.91	97.9		1.97	59.1	57.0	12.5	25.7	22.9	38.9	26.7	49.0	24.3
9A: Silver & Gold	1,062,869	2,161,805	1.35	118.8	Married Couples w/No Kids	2.01	34.7	65.5	9.0	15.5	24.4	51.1	14.8	66.4	18.8
9B: Golden Years	1,715,302	3,746,713	0.48	1,095.9	Singles	2.09	56.5	51.5	14.6	28.4	24.1	32.9	27.2	51.5	21.3
9C: The Elders	961,427	1,696,729	1.07	496.8	Married Couples w/No Kids	1.72	40.4	72.3	4.5	9.2	17.0	69.3	12.5	57.1	30.4
9D: Senior Escapes	1,186,778	2,648,887	1.01	21.0	Married Couples w/No Kids	2.19	57.2	55.0	15.1	24.7	25.8	34.4	24.0	51.9	24.0
9E: Retirement Communities	1,549,255	3,204,171	0.72	451.7	Singles	1.94	62.2	51.8	13.9	29.8	21.4	34.9	30.9	41.3	27.8
9F: Social Security Set	1,098,440	2,158,622	1.27	1,492.7	Singles	1.78	80.1	42.6	13.7	39.1	23.0	24.3	47.6	27.1	25.3
10. Rustic Outposts	10,374,460	26,864,637	0.48	28.8		2.53	57.6	42.0	21.8	31.9	26.3	20.0	28.6	52.9	18.5
10A: Southern Satellites	4,099,748	10,780,750	0.91	52.9	Married Couples	2.60	51.1	41.6	22.3	31.9	26.7	19.1	26.5	56.3	17.2
10B: Rooted Rural	2,413,267	5,945,595	0.14	20.0	Married Couples	2.41	35.4	46.4	19.7	28.7	27.4	24.2	24.2	56.5	19.3
10C: Economic BedRock	750,985	1,907,710	-0.43	10.6	Married Couples	2.47	50.9	42.5	21.7	31.4	26.1	20.8	27.3	52.8	19.9
10D: Down the Road	1,528,055	4,173,419	1.01	34.9	Married Couples	2.69	79.9	36.6	24.8	36.3	23.8	15.0	35.3	46.4	18.2
10E: Rural Bypasses	1,582,405	4,057,163	-0.24	30.3	Married Couples	2.43	63.5	42.7	20.6	32.2	26.5	20.7	34.6	45.0	20.4
11. Midtown Singles	8,156,239	19,016,302	0.35	2,491.1		2.28	81.9	33.3	22.1	45.8	20.9	11.2	50.3	33.3	16.4
11A: City Strivers	1,005,734	2,722,575	-0.43	14,419.1	Singles	2.66	71.5	37.0	20.9	40.7	24.5	13.9	50.4	35.6	14.1
11B: Young and Restless	2,314,228	4,725,589	0.84	3,518.0	Singles	2.01	81.8	32.2	18.1	54.2	18.6	9.0	50.4	34.4	15.2
11C: Metro Fusion	1,892,579	4,822,652	0.40	2,838.3	Singles	2.51	86.9	32.4	25.5	44.3	20.8	9.4	47.6	36.6	15.8
11D: Set to Impress	1,808,460	3,854,510	0.57	2,613.5	Singles	2.05	72.9	35.0	18.2	45.9	21.7	14.2	47.9	32.5	19.6
11E: City Commons	1,135,238	2,890,976	-0.08	987.5	Single Parents	2.46	59.4	31.5	29.3	39.3	20.2	11.2	58.1	24.5	17.4
12. Hometown	7,681,104	18,853,105	-0.10	167.7		2.40	71.6	38.7	22.5	35.4	24.0	18.1	41.6	36.9	21.5
12A: Family Foundations	1,324,881	3,479,737	-0.25	1,388.1	Singles	2.59	54.5	40.3	21.5	34.5	24.9	19.1	45.0	35.4	19.6
12B: Traditional Living	2,436,892	5,986,164	-0.14	160.0	Married Couples	2.43	66.4	36.7	23.5	37.6	23.6	15.3	38.8	41.3	19.9
12C: Small Town Sincerity	2,322,635	5,420,153	0.13	83.2	Singles	2.24	59.4	41.0	21.0	33.8	23.9	21.3	34.8	40.5	24.7
12D: Modest Income Homes	1,596,696	3,967,051	-0.24	539.8	Singles	2.42	47.5	37.9	23.7	35.2	24.0	17.1	52.2	26.7	21.1
13. Next Wave	5,068,458	15,362,587	-0.31	1,908.4		2.99	86.5	33.5	25.0	42.4	22.4	10.3	48.4	39.2	12.3
13A: Diverse Convergence	1,606,158	4,632,361	-0.11	8,753.8	Married Couples w/ Kids	2.85	88.3	35.7	21.4	43.3	23.7	11.6	44.7	42.6	12.6
13B: Family Extensions	941,662	3,456,780	-0.67	6,494.8	Married Couples	3.63	75.2	33.0	25.9	41.3	22.8	10.0	47.9	41.9	10.1
13C: NeWest Residents	1,035,479	3,083,433	-0.10	550.0	Married Couples w/ Kids	2.93	85.4	30.6	28.1	44.5	20.2	7.2	49.5	39.1	11.4
13D: Fresh Ambitions	849,903	2,522,934	-0.17	2,033.2	Single Parents	2.91	88.3	32.3	27.7	40.9	21.5	9.9	51.5	34.2	14.3
13E: High Rise Renters	635,256	1,667,079	-0.66	11,750.0	Single Parents	2.55	86.8	35.0	22.9	40.7	23.0	13.5	53.7	31.6	14.7
14. Scholars and Patriots	2,048,032	6,625,421	0.34	447.3		2.16	67.7	23.2	10.8	75.9	7.9	5.4	75.0	19.2	5.8
14A: Military Proximity	189,317	903,748	-0.34	73.6	Married Couples	3.07	74.3	23.0	24.1	70.0	4.8	1.2	49.3	47.1	3.6
14B: College Towns	1,222,637	2,987,127	0.63	1,481.7	Singles	2.06	65.4	26.0	12.1	65.3	12.8	9.8	66.0	24.2	9.8
14C: Dorms to Diplomas	636,078	2,734,546	0.25	5,224.2	Nonfam HHs w/ 2+ Persons	2.09	67.3	21.8	5.0	89.4	3.5	2.1	91.0	6.7	2.3

* Segment 15, *Unclassified*, is not displayed in the Summary Table.

¹ Population density is population per square mile.

² The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups.

The index ranges from 0 (no diversity) to 100 (complete diversity).

For example, the diversity score for the U.S. is 72.5 which means there is a 72.5 percent probability that two people randomly chosen from the U.S. population would belong to different race or ethnic groups.

2024 Tapestry Segmentation Summary Table: Education Profile by LifeMode Group



	School Enrollment (%) ¹										Educational Attainment (%)									
	By Level of School					By Sex and Type of School														
	Nursery/ Preschool	Kinder- garten	Grade 1-8	Grade 9- 12	College	Grad/Prof School	Not Enrolled in School	Male		Female			Less than 9th Grade	9-12th Grade/No Diploma	High School Diploma	GED/Alt. Credential	Some College/ No	Associate Degree	Bachelor's Degree	Grad/Prof Degree
								Public School	Private School	Public School	Private School									
United States	1.4	1.3	10.2	5.4	5.5	1.4	74.9	41.2	8.3	41.5	9.0	4.1	5.3	22.7	4.1	17.6	9.5	22.5	14.3	
01. Affluent Estates	1.9	1.3	11.8	6.7	4.4	1.4	72.4	39.6	11.0	38.1	11.3	1.1	1.6	11.6	1.5	13.1	7.8	35.1	28.1	
1A: Top Tier	2.2	1.3	11.9	7.0	4.0	1.4	72.1	35.2	16.1	32.7	16.1	0.8	0.9	6.8	0.7	8.2	4.6	37.2	40.8	
1B: Professional Pride	1.9	1.4	12.6	7.6	4.4	1.5	70.5	40.4	9.8	39.6	10.1	1.0	1.3	9.6	1.2	11.6	7.2	38.2	29.9	
1C: Boomburbs	2.1	1.7	14.8	7.7	4.9	1.6	67.3	42.6	7.9	41.2	8.3	1.5	1.8	11.5	1.7	14.7	8.8	36.2	23.8	
1D: Savvy Suburbanites	1.8	1.3	10.8	6.1	4.4	1.4	74.3	40.2	10.5	38.5	10.8	1.2	1.9	15.0	1.9	14.8	9.1	32.6	23.5	
1E: Exurbanites	1.6	1.1	9.2	5.1	4.3	1.3	77.4	37.4	13.1	36.2	13.2	1.1	1.7	12.5	1.6	14.2	7.9	33.4	27.6	
02. Upscale Avenues	1.7	1.2	9.6	5.1	5.3	1.8	75.3	38.9	11.1	37.9	12.2	2.8	2.8	15.8	2.1	14.2	8.3	31.0	23.1	
2A: Urban Chic	2.0	1.2	9.6	5.2	4.7	2.0	75.3	34.5	15.5	33.3	16.8	1.3	1.4	8.5	1.1	10.6	5.7	36.1	35.3	
2B: Pleasantville	1.6	1.2	9.6	5.4	5.4	1.6	75.4	39.9	10.1	38.7	11.3	3.1	3.4	20.6	2.7	16.6	9.5	26.8	17.4	
2C: Pacific Heights	1.4	1.1	9.0	4.9	6.0	1.6	76.0	40.0	10.7	37.7	11.5	5.1	4.1	18.3	2.2	14.2	9.2	29.4	17.6	
2D: Enterprising Professionals	1.8	1.4	9.9	4.8	5.2	2.3	74.6	40.3	9.3	40.5	9.9	2.2	2.3	12.6	1.8	13.6	7.9	34.4	25.3	
03. Uptown Individuals	1.3	0.7	4.7	2.1	5.4	4.6	81.1	29.8	18.2	31.0	21.0	1.9	1.9	7.6	1.4	9.6	4.7	39.5	33.4	
3A: Laptops and Lattes	1.7	0.9	5.6	2.3	4.4	3.6	81.5	24.0	23.0	26.2	26.8	1.1	1.0	4.8	0.8	6.9	3.2	40.7	41.5	
3B: Metro Renters	0.9	0.5	3.1	1.4	6.5	6.3	81.4	29.6	17.8	31.3	21.2	1.2	1.6	6.7	1.5	10.1	5.0	40.9	33.1	
3C: Trendsetters	1.5	0.8	5.9	2.9	4.9	3.3	80.6	34.9	14.6	34.8	15.6	3.7	3.2	11.3	1.9	11.5	5.7	36.5	26.2	
04. Family Landscapes	1.6	1.4	11.6	6.3	4.7	1.3	73.2	42.3	7.5	42.1	8.1	2.3	3.8	21.4	3.7	19.6	11.4	24.6	13.1	
4A: Workday Drive	1.7	1.4	12.0	6.7	4.8	1.4	72.0	42.1	8.1	41.2	8.6	1.8	2.6	17.7	2.8	18.0	10.9	29.5	16.7	
4B: Home Improvement	1.4	1.3	10.8	5.9	5.0	1.3	74.4	42.5	6.9	42.8	7.7	3.0	4.3	22.7	4.0	20.7	11.4	22.9	11.0	
4C: Middleburg	1.6	1.4	11.8	6.1	4.4	1.1	73.6	42.4	7.2	42.5	7.9	2.5	4.7	24.6	4.7	20.8	11.9	20.5	10.3	
05. GenXurban	1.4	1.1	9.4	5.0	4.5	1.2	77.3	40.4	9.0	40.7	9.9	2.1	3.8	23.3	3.8	18.7	10.8	23.3	14.2	
5A: Comfortable Empty Nesters	1.4	1.1	9.3	5.2	3.9	1.1	78.0	40.3	9.6	39.8	10.3	1.6	3.0	21.5	3.1	18.3	11.3	25.4	16.0	
5B: In Style	1.6	1.2	9.2	4.9	5.5	1.8	76.0	38.4	10.7	38.8	12.1	1.3	2.2	15.5	2.4	16.1	9.2	30.8	22.5	
5C: Parks and Rec	1.3	1.2	9.5	5.1	4.3	1.3	77.4	40.9	8.0	42.2	8.9	2.9	4.8	26.5	4.3	18.9	10.7	20.8	11.1	
5D: Rustbelt Traditions	1.4	1.3	10.1	5.3	4.3	1.1	76.6	41.6	7.6	42.5	8.3	2.7	5.0	27.0	5.0	20.8	11.7	18.7	9.0	
5E: Midlife Constants	1.3	1.0	9.0	4.8	4.5	1.0	78.4	41.1	8.7	40.7	9.6	2.2	4.4	26.3	4.3	19.4	11.3	20.1	11.9	
06. Cozy Country Living	1.3	1.1	9.8	5.3	3.3	0.8	78.4	42.2	7.7	41.9	8.2	2.3	4.7	28.8	4.6	19.3	11.5	18.6	10.1	
6A: Green Acres	1.4	1.2	10.5	5.8	3.7	1.0	76.5	41.7	8.5	40.8	9.1	1.6	3.4	24.3	3.6	18.8	11.4	23.5	13.4	
6B: Salt of the Earth	1.3	1.1	10.0	5.4	3.2	0.7	78.4	41.8	7.7	42.2	8.3	2.5	5.2	33.1	5.0	18.8	11.8	15.7	8.0	
6C: The Great Outdoors	1.1	1.0	8.4	4.7	3.4	0.8	80.6	41.4	8.6	40.8	9.1	2.1	4.5	25.3	4.6	20.1	10.9	20.3	12.2	
6D: Prairie Living	1.5	1.3	11.1	5.7	2.7	0.6	77.2	42.9	7.4	42.2	7.5	3.8	4.5	30.4	4.2	19.9	13.2	17.0	7.0	
6E: Rural Resort Dwellers	0.8	0.8	6.9	3.9	2.3	0.6	84.6	41.9	8.1	41.5	8.5	1.9	4.7	26.1	4.5	20.4	10.8	19.4	12.1	
6F: Heartland Communities	1.4	1.2	10.0	5.3	3.2	0.6	78.2	43.9	5.7	44.1	6.4	3.1	6.6	33.6	6.1	19.6	11.3	13.3	6.4	
07. Sprouting Explorers	1.5	1.6	12.8	6.8	5.5	1.1	70.7	44.3	5.0	45.0	5.7	9.7	8.1	24.2	4.4	18.5	9.5	17.5	8.0	
7A: Up and Coming Families	1.8	1.7	13.6	6.9	5.6	1.5	69.0	43.1	6.4	43.6	7.0	3.2	3.9	19.5	3.7	20.1	11.5	25.3	12.7	
7B: Urban Villages	1.2	1.2	10.6	6.3	6.8	1.1	72.7	44.2	5.1	44.8	5.9	12.4	8.9	26.3	3.6	17.8	8.5	16.0	6.5	
7C: Urban Edge Families	1.4	1.5	12.3	6.6	5.4	1.0	71.7	44.0	5.3	44.8	6.0	7.6	8.1	27.2	4.9	19.9	10.1	15.3	6.8	
7D: Forging Opportunity	1.4	1.7	14.4	7.6	4.7	0.6	69.6	46.4	3.1	46.9	3.6	17.5	13.3	27.8	6.0	16.1	6.8	9.1	3.5	
7E: Farm to Table	1.4	1.9	15.0	8.0	4.9	0.5	68.3	46.8	2.4	48.0	2.8	29.1	13.6	25.3	4.1	13.8	5.7	6.2	2.2	
7F: Southwestern Families	1.4	1.4	11.7	6.3	4.7	0.8	73.5	45.8	3.5	46.7	4.0	15.9	12.9	26.9	5.6	15.9	7.4	11.0	4.4	
08. Middle Ground	1.4	1.2	9.5	4.8	5.5	1.7	75.8	40.5	8.7	41.3	9.5	4.2	5.4	22.1	4.2	18.1	9.4	23.0	13.6	
8A: City Lights	1.5	1.2	8.9	4.8	5.6	1.8	76.2	39.5	9.8	39.5	11.2	4.7	4.4	20.2	3.0	16.0	8.6	26.5	16.7	
8B: Emerald City	1.5	0.9	6.6	3.4	6.2	3.2	78.2	36.4	12.5	36.9	14.2	1.4	2.2	11.9	2.1	14.2	7.4	34.6	26.2	
8C: Bright Young Professionals	1.5	1.3	10.1	4.9	5.9	1.9	74.4	41.4	7.3	43.1	8.2	2.6	3.9	20.6	3.6	20.3	10.9	25.0	13.1	
8D: Downtown Melting Pot	1.6	1.3	10.0	5.1	5.4	1.6	75.0	35.6	14.8	35.1	14.5	11.0	7.3	22.8	3.1	11.3	7.6	24.0	12.9	
8E: Front Porches	1.4	1.4	10.7	5.4	4.8	1.2	75.2	42.7	6.4	43.5	7.4	5.2	7.0	27.4	5.5	20.2	9.8	16.7	8.2	
8F: Old and Newcomers	1.2	1.1	8.1	4.1	6.3	1.6	77.6	39.8	9.1	41.2	9.9	2.4	4.3	22.4	4.2	20.1	10.6	22.6	13.3	
8G: Hometown Heritage	1.5	1.6	12.5	5.8	3.8	0.6	74.2	44.3	5.3	44.8	5.6	7.1	11.8	31.7	8.1	19.2	8.4	9.6	4.1	

2024 Tapestry Segmentation Summary Table: Education Profile by LifeMode Group



	School Enrollment (%) ¹											Educational Attainment (%)							
	By Level of School						By Sex and Type of School												
	Nursery/Preschool	Kindergarten	Grade 1-8	Grade 9-12	College	Grad/Prof School	Male	Female	Less than 9th Grade	9-12th Grade/No Diploma	High School Diploma	GED/Alt. Credential	Some College/No	Associate Degree	Bachelor's Degree	Grad/Prof Degree			
United States	1.4	1.3	10.2	5.4	5.5	1.4	74.9	41.2	8.3	41.5	9.0	4.1	5.3	22.7	4.1	17.6	9.5	22.5	14.3
09. Senior Styles	0.9	0.7	5.9	3.2	4.0	1.2	84.2	38.5	10.9	38.6	12.0	2.8	4.8	22.2	3.6	17.9	8.9	22.9	16.8
9A: Silver & Gold	0.6	0.5	4.5	2.6	2.5	0.8	88.5	38.7	11.9	37.1	12.3	1.0	2.1	16.4	2.0	17.2	9.1	29.4	22.9
9B: Golden Years	1.3	0.9	7.1	3.9	4.6	1.6	80.6	36.3	13.1	35.9	14.8	1.8	2.5	16.0	2.0	14.6	7.7	30.1	25.3
9C: The Elders	0.3	0.2	1.9	1.0	1.8	0.6	94.2	35.7	12.1	38.5	13.6	1.8	3.6	25.5	3.0	19.9	9.4	21.5	15.4
9D: Senior Escapes	0.8	0.9	7.2	3.8	2.8	0.6	83.8	42.7	7.2	42.5	7.6	3.3	7.3	29.6	6.0	21.6	10.3	14.4	7.6
9E: Retirement Communities	1.0	0.8	6.3	3.4	4.8	1.3	82.4	38.4	10.4	39.6	11.5	3.1	4.6	24.4	3.5	18.4	9.4	21.7	14.8
9F: Social Security Set	0.9	0.9	6.0	3.0	6.1	1.9	81.2	38.5	10.6	39.0	11.9	7.0	10.1	24.1	6.0	17.6	7.5	17.0	10.9
10. Rustic Outposts	1.2	1.3	10.5	5.5	3.3	0.6	77.6	43.5	6.3	43.5	6.7	4.7	8.9	32.2	7.3	19.2	9.9	11.8	6.0
10A: Southern Satellites	1.2	1.3	10.8	5.7	3.5	0.6	76.9	42.9	7.0	42.8	7.4	4.0	7.9	31.1	7.2	19.5	10.5	13.1	6.6
10B: Rooted Rural	1.1	1.1	9.4	5.1	2.8	0.6	80.0	42.9	7.0	43.0	7.1	4.0	8.0	33.8	7.1	19.0	10.0	11.8	6.3
10C: Economic BedRock	1.2	1.2	10.6	5.5	3.1	0.5	77.9	44.8	5.3	44.4	5.6	5.3	9.7	34.4	7.5	18.5	9.0	10.3	5.4
10D: Down the Road	1.3	1.5	12.1	6.0	3.9	0.7	74.6	45.0	4.7	45.0	5.3	6.8	10.0	29.9	7.1	19.9	9.4	11.5	5.5
10E: Rural Bypasses	1.2	1.2	9.8	5.3	3.3	0.5	78.6	43.9	5.8	44.1	6.2	5.3	11.2	33.9	8.1	18.3	9.1	9.1	5.0
11. Midtown Singles	1.5	1.5	10.4	4.9	6.2	1.9	73.7	41.6	6.8	43.8	7.9	4.8	7.1	24.3	4.9	19.7	9.3	19.5	10.3
11A: City Strivers	1.7	1.4	10.3	5.4	5.6	1.6	74.0	39.8	8.2	42.1	9.9	5.9	7.5	26.1	5.2	17.4	8.5	18.5	10.9
11B: Young and Restless	1.2	1.2	7.9	3.6	7.4	3.1	75.6	40.0	7.3	44.5	8.3	3.0	4.0	18.6	3.4	19.6	10.2	27.1	14.3
11C: Metro Fusion	1.6	1.7	12.4	5.5	5.6	1.3	71.9	43.8	5.3	44.7	6.2	6.8	7.9	26.3	4.9	20.3	9.9	16.8	7.2
11D: Set to Impress	1.2	1.1	8.1	3.9	7.0	2.1	76.7	40.0	8.8	41.6	9.6	3.7	6.3	23.3	5.6	20.5	9.3	19.9	11.5
11E: City Commons	2.2	2.0	14.1	6.5	4.9	1.0	69.3	43.2	5.4	45.0	6.4	5.4	12.5	31.4	6.5	20.2	7.9	10.6	5.4
12. Hometown	1.4	1.3	10.6	5.4	4.1	0.9	76.2	42.8	6.0	44.2	6.9	4.2	8.9	31.5	6.5	20.8	9.6	12.3	6.3
12A: Family Foundations	1.4	1.2	10.6	5.9	4.7	1.2	74.9	41.6	6.2	44.6	7.6	4.0	7.5	28.8	4.6	22.1	9.3	14.9	8.8
12B: Traditional Living	1.4	1.4	11.1	5.4	4.0	0.8	75.8	43.5	5.9	43.9	6.7	3.9	7.9	31.4	7.0	20.8	10.7	12.7	5.6
12C: Small Town Sincerity	1.3	1.2	9.8	4.8	3.9	0.7	78.2	43.0	6.4	43.6	6.9	4.3	8.5	32.2	7.1	20.0	9.7	12.0	6.2
12D: Modest Income Homes	1.5	1.5	11.1	5.8	4.2	0.8	75.2	42.6	5.5	45.2	6.7	4.8	12.0	33.0	6.4	20.9	8.1	9.5	5.3
13. Next Wave	1.6	1.6	12.5	6.6	5.6	1.0	71.1	44.5	5.0	44.9	5.7	16.3	11.3	26.3	4.3	15.2	6.7	13.8	6.1
13A: Diverse Convergence	1.5	1.4	10.5	5.6	6.0	1.4	73.6	42.7	6.5	43.3	7.5	12.1	8.1	24.7	3.5	15.3	7.3	19.7	9.4
13B: Family Extensions	1.4	1.6	12.9	7.4	6.1	0.8	69.8	46.0	3.3	46.9	3.8	23.0	13.3	27.4	3.4	14.5	5.6	9.6	3.2
13C: NeWest Residents	1.5	1.8	14.1	7.0	4.7	0.8	70.0	45.5	4.9	44.5	5.1	19.7	12.3	25.9	4.1	14.5	6.1	12.3	5.0
13D: Fresh Ambitions	1.7	1.7	14.0	7.1	5.0	0.9	69.7	44.7	4.5	45.5	5.3	13.5	12.6	29.8	5.7	16.8	7.2	9.9	4.4
13E: High Rise Renters	1.9	1.5	12.1	6.1	5.7	1.2	71.5	43.0	5.7	44.2	7.2	13.8	13.4	24.2	6.7	15.0	7.3	13.4	6.1
14. Scholars and Patriots	0.8	0.6	4.1	1.8	46.7	5.5	40.5	37.8	10.1	40.5	11.6	1.9	3.2	14.7	3.1	17.7	8.7	28.4	22.4
14A: Military Proximity	2.1	1.9	11.1	3.2	9.5	1.9	70.4	43.9	10.0	38.1	8.0	0.8	1.7	17.5	2.6	28.0	14.9	23.0	11.5
14B: College Towns	0.8	0.6	4.7	2.4	33.1	6.0	52.3	37.8	10.3	40.0	11.8	2.1	3.5	15.1	3.3	16.3	7.9	28.8	22.9
14C: Dorms to Diplomas	0.3	0.1	1.1	0.7	74.2	6.2	17.3	37.0	10.0	41.1	11.9	1.9	3.0	11.6	2.7	15.2	7.0	30.7	27.8

* Segment 15, *Unclassified*, is not displayed in the Summary Table.

¹ 2018-2022 American Community Survey

2024 Tapestry Segmentation Summary Table: Economic Profile by LifeMode Group



	Employment by Industry (%)											Employment by Occupation (%)												
	Median HH Income	Median Net Worth	Labor Force Part. Rate (%) ¹	Unemployment Rate (%)	Agriculture/ Mining	Construction	Manufacturing	Wholesale Trade	Retail Trade	Transport./ Utilities	Information	Finance/Ins/ Real Estate	Services	Public Admin.	Mgmt/Bus/ Financial	Professional	Sales	Admin. Support	Services	Farming/ Forestry/ Fishing	Construct./ Extraction	Installation/ Maint./ Repair	Production	Transport/ Mat'l Moving
United States	\$79,100	\$225,500	62.9	4.2	1.4	6.9	10.0	2.0	10.5	6.0	2.0	6.6	49.6	5.0	18.4	25.6	8.5	10.1	16.4	0.5	4.9	2.9	5.3	7.5
01. Affluent Estates	\$157,500	\$1,052,900	66.0	3.1	0.7	5.1	9.1	2.3	8.4	4.3	2.5	9.9	52.4	5.2	28.8	34.7	9.3	7.8	9.5	0.1	2.4	1.6	2.1	3.5
1A: Top Tier	\$200,000	\$1,487,500	62.7	3.2	0.5	3.7	7.6	2.3	6.5	2.6	3.4	13.2	56.0	4.1	34.8	38.7	9.4	5.7	6.4	0.1	1.4	0.8	1.1	1.7
1B: Professional Pride	\$176,700	\$1,181,100	69.1	2.9	0.6	4.3	10.4	2.5	8.4	4.1	2.6	10.3	52.1	4.7	30.9	35.4	9.5	7.3	8.6	0.1	1.9	1.3	1.9	3.1
1C: Boomburbs	\$152,300	\$745,900	70.9	3.0	0.9	4.8	9.1	2.3	9.2	5.3	2.6	9.7	50.3	5.8	27.6	33.9	9.3	8.4	10.4	0.1	2.2	1.7	2.3	4.2
1D: Savvy Suburbanites	\$142,800	\$988,200	66.4	3.1	0.7	6.2	9.7	2.3	8.8	4.6	2.1	8.6	51.3	5.6	26.1	33.1	9.0	8.7	10.7	0.1	3.3	2.2	2.7	4.0
1E: Exurbanites	\$133,800	\$982,600	59.5	3.2	1.0	5.6	8.0	2.1	8.4	4.0	2.1	9.2	54.2	5.3	27.4	34.4	9.5	8.1	10.2	0.2	2.7	1.6	2.2	3.6
02. Upscale Avenues	\$124,300	\$547,500	68.4	3.9	0.4	5.4	7.9	2.0	8.9	5.1	3.1	7.9	53.7	5.6	23.5	33.7	8.1	9.2	12.9	0.1	3.2	2.0	2.7	4.7
2A: Urban Chic	\$150,400	\$691,600	68.6	3.4	0.5	4.1	6.6	1.7	7.2	3.2	4.2	9.4	58.5	4.4	29.0	39.6	8.2	6.5	9.3	0.1	2.0	1.0	1.5	2.7
2B: Pleasantville	\$122,800	\$684,200	66.9	4.2	0.4	6.9	7.6	2.1	9.6	5.9	2.6	7.2	51.7	6.2	21.0	29.6	8.3	10.5	14.5	0.2	4.5	2.6	3.2	5.7
2C: Pacific Heights	\$124,100	\$585,200	62.3	4.4	0.3	5.2	8.8	2.3	9.3	6.5	2.9	6.8	52.1	5.7	20.1	30.6	8.3	10.4	16.1	0.1	3.4	2.2	3.4	5.4
2D: Enterprising Professionals	\$113,000	\$262,300	74.5	3.4	0.4	4.3	8.8	2.0	9.0	4.8	3.3	8.2	53.6	5.7	24.4	36.8	7.6	8.7	11.7	0.1	2.3	1.6	2.6	4.3
03. Uptown Individuals	\$109,000	\$106,200	77.3	3.5	0.3	2.7	5.5	1.5	7.1	3.3	5.4	10.3	59.4	4.4	29.7	41.1	7.3	6.5	9.3	0.0	1.3	0.7	1.3	2.6
3A: Laptops and Lattes	\$154,800	\$246,200	77.2	3.2	0.3	2.0	4.6	1.4	5.7	2.4	6.5	13.4	59.1	4.7	35.6	42.3	7.6	5.0	6.1	0.0	0.8	0.4	0.8	1.5
3B: Metro Renters	\$97,800	\$63,000	78.5	3.0	0.4	2.6	6.2	1.6	7.4	3.6	4.2	10.2	59.2	4.5	29.0	42.4	7.3	6.7	8.7	0.0	1.1	0.8	1.3	2.7
3C: Trendsetters	\$101,000	\$93,800	75.5	4.5	0.2	3.6	5.3	1.5	7.9	3.8	6.5	7.4	60.1	3.8	25.2	38.2	7.1	7.5	13.3	0.1	2.2	1.0	1.8	3.5
04. Family Landscapes	\$100,100	\$385,300	68.1	3.3	1.0	7.1	10.6	2.2	10.8	6.3	1.7	7.1	47.1	5.9	19.7	26.1	8.7	10.9	14.3	0.3	4.5	3.3	5.0	7.1
4A: Workday Drive	\$116,800	\$579,100	69.7	3.1	0.8	6.4	10.3	2.3	10.1	6.0	1.9	8.0	48.1	6.2	23.0	29.2	8.9	10.2	12.4	0.2	3.6	2.7	3.9	5.8
4B: Home Improvement	\$94,500	\$352,800	69.0	3.9	0.6	7.4	9.2	2.1	11.4	6.9	1.8	7.2	47.7	5.7	17.9	24.2	8.9	11.9	15.8	0.2	5.0	3.5	4.9	7.7
4C: Middleburg	\$83,700	\$277,100	65.9	3.3	1.5	7.9	11.8	2.1	11.3	6.5	1.5	6.0	45.7	5.9	17.0	23.8	8.5	11.2	15.4	0.4	5.3	3.8	6.2	8.3
05. GenXurban	\$82,200	\$301,600	63.4	3.5	0.9	6.4	10.7	2.0	10.8	5.6	1.6	6.7	49.8	5.4	18.2	27.1	8.5	10.9	15.3	0.3	4.4	3.0	5.4	7.0
5A: Comfortable Empty Nesters	\$97,600	\$509,700	61.4	3.1	0.9	6.5	10.7	2.1	10.2	5.6	1.6	7.2	49.3	5.9	20.5	28.8	8.7	10.5	13.3	0.2	4.2	3.1	4.6	6.1
5B: In Style	\$97,100	\$354,300	66.6	3.0	0.9	5.2	8.5	1.9	9.6	4.5	1.9	7.8	54.5	5.3	22.2	33.3	8.8	9.3	13.0	0.2	3.0	2.0	3.3	4.9
5C: Parks and Rec	\$82,500	\$267,000	66.8	4.1	0.7	7.2	10.3	2.1	11.4	6.3	1.7	6.3	48.7	5.3	16.6	24.6	8.2	11.5	16.8	0.3	5.1	3.4	5.7	7.9
5D: Rustbelt Traditions	\$68,900	\$199,800	66.3	3.8	0.8	7.0	12.5	2.0	11.5	6.2	1.5	6.1	47.5	4.7	14.6	22.7	8.2	11.9	17.3	0.3	5.3	3.6	7.4	8.7
5E: Midlife Constants	\$71,500	\$262,000	57.5	3.5	1.3	6.3	11.3	1.9	11.5	5.7	1.4	6.1	49.0	5.6	16.5	25.4	8.7	11.2	16.3	0.4	4.6	3.2	6.2	7.5
06. Cozy Country Living	\$79,600	\$329,900	60.6	3.1	3.6	8.7	13.8	2.0	10.6	6.1	1.3	5.3	43.4	5.2	17.5	22.1	8.1	10.2	15.1	1.0	6.1	4.2	7.5	8.2
6A: Green Acres	\$103,400	\$537,400	64.8	2.8	2.1	8.8	12.6	2.2	10.0	6.0	1.4	6.4	44.9	5.4	20.5	25.6	8.4	10.2	13.1	0.5	5.6	3.9	5.6	6.8
6B: Salt of the Earth	\$78,200	\$317,400	61.5	3.0	3.0	8.8	17.7	2.0	10.4	6.6	1.1	4.6	41.0	4.8	15.7	20.5	7.5	10.6	14.7	0.8	6.4	4.9	9.6	9.3
6C: The Great Outdoors	\$80,800	\$357,300	57.4	3.8	3.1	9.8	8.1	1.7	11.2	5.4	1.5	5.3	47.8	6.2	18.1	23.0	8.9	9.9	17.1	1.0	6.8	3.9	4.8	6.6
6D: Prairie Living	\$75,900	\$293,700	62.9	2.3	13.1	8.5	12.3	2.5	9.6	6.7	1.1	4.4	37.1	4.7	20.5	18.6	7.1	9.6	13.7	3.2	6.4	4.6	7.4	8.9
6E: Rural Resort Dwellers	\$69,600	\$341,000	49.7	3.5	3.9	9.7	9.9	1.6	11.1	5.5	1.4	5.7	45.7	5.6	18.3	21.3	9.3	9.5	16.7	1.2	6.9	3.8	5.8	7.1
6F: Heartland Communities	\$57,800	\$164,300	58.5	3.8	2.6	7.3	17.0	1.9	11.8	6.1	1.2	4.3	43.0	4.9	12.4	19.1	8.0	10.5	18.2	0.8	5.8	4.3	10.5	10.3
07. Sprouting Explorers	\$78,500	\$200,100	65.6	4.8	2.2	9.1	9.1	2.2	11.4	7.6	1.6	5.7	46.3	4.8	14.3	19.2	8.7	11.3	19.0	1.3	7.0	3.4	5.8	9.9
7A: Up and Coming Families	\$99,800	\$301,800	71.0	3.6	0.9	6.7	8.5	2.1	11.2	7.4	1.9	7.5	47.8	6.0	19.4	25.6	9.0	11.6	14.9	0.2	4.2	3.1	4.2	7.9
7B: Urban Villages	\$92,500	\$298,600	63.9	5.5	1.5	8.7	10.6	2.5	11.3	8.0	1.8	4.5	46.9	4.3	12.4	17.9	8.4	11.6	20.9	0.9	6.9	3.3	7.0	10.6
7C: Urban Edge Families	\$71,700	\$169,300	66.3	5.1	1.1	9.5	8.2	2.2	12.0	8.3	1.5	5.6	47.3	4.4	12.7	17.0	8.8	12.1	21.1	0.5	7.4	3.7	5.8	10.9
7D: Forging Opportunity	\$56,700	\$106,500	61.9	5.6	3.0	14.6	12.1	2.2	11.7	7.4	0.9	3.7	41.5	2.9	8.6	11.1	8.2	9.9	22.1	1.6	12.6	4.0	9.5	12.4
7E: Farm to Table	\$51,900	\$52,600	60.9	9.4	27.2	7.8	8.0	3.0	9.2	5.4	0.8	1.9	33.4	3.3	6.8	9.1	6.8	7.3	19.6	21.0	7.0	3.2	6.5	12.7
7F: Southwestern Families	\$44,300	\$61,800	54.9	5.6	2.2	11.6	6.9	2.1	11.6	7.8	1.1	4.2	48.5	4.0	9.4	13.9	9.3	10.8	24.8	0.9	10.1	3.9	5.8	11.2
08. Middle Ground	\$68,300	\$102,700	66.6	4.5	0.7	6.3	9.0	1.9	11.1	6.0	2.0	6.4	52.0	4.6	16.7	25.5	8.5	10.6	18.5	0.3	4.5	2.5	5.2	7.7
8A: City Lights	\$97,500	\$226,900	68.0	4.6	0.3	6.5	7.2	1.9	9.5	6.0	2.8	6.8	53.9	5.1	19.2	28.5	7.8	10.3	17.5	0.2	4.5	2.4	3.4	6.4
8B: Emerald City	\$88,700	\$179,100	73.7	3.1	0.6	4.5	7.0	1.7	8.9	4.0	2.4	7.9	58.3	4.7	23.6	36.4	8.1	8.4	13.0	0.1	2.5	1.4	2.5	4.0
8C: Bright Young Professionals	\$74,200	\$102,300	71.7	3.7	0.8	6.0	8.9	2.0	11.8	6.5	1.9	6.9	50.1	5.1	17.6	25.6	8.9	11.6	16.8	0.2	4.1	2.8	4.7	7.7
8D: Downtown Melting Pot	\$72,400	\$71,800	60.7	5.5	0.1	6.3	5.2	2.1	9.6	7.7	2.8	6.7	56.0	3.5	15.8	24.3	8.1	10.2	23.7	0.1	4.6	1.8	3.6	8.0
8E: Front Porches	\$61,900	\$88,000	65.7	5.3	0.9	7.9	10.4	1.9	12.2	6.6	1.5	5.2	49.1	4.3	12.8	20.0	8.4	11.2	21.2	0.5	6.2	3.1	6.9	9.6
8F: Old and Newcomers	\$60,300	\$93,900	63.3	3.8	1.0	5.8	9.3	1.8	11.8	5.4	1.7	6.4	51.9	5.0	16.1	25.9	8.8	11.1	18.3	0.3	4.0	2.6	5.4	7.4
8G: Hometown Heritage	\$40,000	\$20,500	58.4	7.3	1.0	8.1	15.3	1.7	12.8	6.5	1.2	3.7	46.6	3.1	8.6	13.5	8.4	10.3	24.8	0.5	7.1			

2024 Tapestry Segmentation Summary Table: Economic Profile by LifeMode Group



	Employment by Industry (%)											Employment by Occupation (%)												
	Median HH Income	Median Net Worth	Labor Force Part. Rate (%) ¹	Unemployment Rate (%)	Agriculture/ Mining	Construction	Manufacturing	Wholesale Trade	Retail Trade	Transport./ Utilities	Information	Finance/Ins/ Real Estate	Services	Public Admin.	Mgmt/Bus/ Financial	Professional	Sales	Admin. Support	Services	Farming/ Forestry/ Fishing	Construct./ Extraction	Installation/ Maint./ Repair	Production	Transport/ Mat'l Moving
United States	\$79,100	\$225,500	62.9	4.2	1.4	6.9	10.0	2.0	10.5	6.0	2.0	6.6	49.6	5.0	18.4	25.6	8.5	10.1	16.4	0.5	4.9	2.9	5.3	7.5
09. Senior Styles	\$63,400	\$217,700	46.3	4.4	1.0	6.0	7.7	1.9	10.9	5.1	1.9	7.8	53.0	4.7	20.0	27.1	9.6	10.1	16.5	0.3	3.9	2.3	3.7	6.2
9A: Silver & Gold	\$98,600	\$778,300	40.1	3.5	1.0	6.8	6.3	2.1	10.5	4.4	1.7	10.3	52.3	4.6	26.0	27.2	12.0	9.2	13.1	0.3	3.5	1.9	2.3	4.5
9B: Golden Years	\$95,100	\$378,600	56.7	3.4	0.6	4.8	7.4	2.0	9.2	4.4	2.5	9.2	55.2	4.9	24.8	34.0	9.3	9.0	12.0	0.1	2.6	1.6	2.4	4.1
9C: The Elders	\$59,300	\$383,200	26.1	5.0	0.8	6.4	6.0	2.0	12.8	5.2	1.5	9.2	52.2	4.0	19.2	23.2	12.2	12.2	17.1	0.3	3.8	2.3	3.0	6.7
9D: Senior Escapes	\$54,200	\$220,800	44.8	5.1	2.4	9.4	7.5	1.6	12.7	6.0	1.4	5.3	48.4	5.3	14.5	18.6	9.8	11.2	20.8	0.9	6.9	4.0	4.9	8.4
9E: Retirement Communities	\$56,400	\$109,500	51.3	4.1	0.7	5.5	9.4	2.0	11.2	5.6	1.7	7.1	52.2	4.6	17.4	26.8	8.8	11.0	17.2	0.3	3.9	2.6	4.8	7.1
9F: Social Security Set	\$28,800	\$12,200	46.8	6.8	0.6	4.9	8.0	1.5	11.0	5.6	2.2	5.8	56.3	4.3	15.1	24.7	8.1	9.7	23.1	0.3	3.7	1.9	5.2	8.2
10. Rustic Outposts	\$58,200	\$188,600	54.8	4.4	3.5	9.8	14.0	1.8	11.5	7.0	1.1	4.1	41.9	5.4	12.9	17.9	8.2	10.5	17.5	1.0	7.7	4.9	9.0	10.3
10A: Southern Satellites	\$66,600	\$240,600	58.1	4.0	2.8	10.2	14.2	1.9	11.4	7.1	1.1	4.4	41.6	5.4	14.0	18.7	8.2	10.7	16.3	0.8	7.5	5.2	8.8	9.8
10B: Rooted Rural	\$58,000	\$220,000	51.9	4.0	4.5	9.4	15.3	1.7	11.0	7.1	1.0	3.9	40.4	5.6	13.5	18.7	7.9	10.2	16.2	1.4	7.3	5.1	9.8	9.9
10C: Economic BedRock	\$52,400	\$160,300	50.3	4.9	8.6	9.0	8.1	1.6	11.4	7.3	1.1	3.7	42.8	6.5	12.1	19.2	8.3	10.4	17.7	0.8	10.1	5.0	6.7	9.7
10D: Down the Road	\$56,000	\$130,200	59.5	5.2	2.4	10.9	11.8	1.9	12.3	6.7	1.1	4.4	44.0	4.4	11.6	15.4	8.6	10.6	20.6	1.0	8.9	4.2	8.1	11.0
10E: Rural Bypasses	\$45,300	\$115,100	48.0	5.5	3.1	8.2	16.7	1.5	11.4	7.0	1.0	3.3	41.8	6.1	10.5	16.5	8.0	10.4	19.5	1.1	6.7	4.5	11.2	11.6
11. Midtown Singles	\$51,300	\$19,300	67.4	5.7	0.5	5.9	7.8	1.6	11.9	7.2	1.9	6.0	52.9	4.3	13.5	22.1	8.6	11.4	22.5	0.2	4.6	2.4	5.2	9.5
11A: City Strivers	\$64,700	\$53,600	63.5	7.2	0.1	4.6	3.6	1.2	9.5	9.6	2.6	5.5	57.1	6.1	13.4	23.4	7.2	11.4	26.3	0.1	3.9	2.0	2.7	9.5
11B: Young and Restless	\$57,000	\$19,200	76.3	3.8	0.5	5.1	7.7	1.8	12.2	6.7	2.3	7.5	52.3	4.0	16.3	26.8	8.9	11.9	17.9	0.2	3.5	2.3	4.3	7.9
11C: Metro Fusion	\$52,200	\$21,500	69.7	5.4	0.6	8.0	8.5	1.8	12.6	7.9	1.6	5.4	49.6	3.8	11.7	17.3	8.9	11.7	23.3	0.3	6.5	2.9	6.1	11.2
11D: Set to Impress	\$49,300	\$21,100	65.4	5.2	0.8	6.0	9.3	1.6	12.1	5.3	1.8	5.4	53.8	4.0	13.8	23.5	8.7	10.5	21.9	0.3	4.6	2.4	5.9	8.4
11E: City Commons	\$29,500	\$12,100	54.2	10.3	0.5	4.7	8.7	1.4	12.0	7.9	1.1	4.4	55.1	4.3	9.2	16.0	8.9	11.1	29.6	0.3	4.0	1.9	7.0	12.0
12. Hometown	\$46,900	\$66,100	57.2	6.2	1.0	6.2	13.0	1.6	12.0	7.2	1.3	4.6	48.1	4.9	11.0	17.4	8.3	11.5	22.7	0.4	5.1	3.1	9.0	11.5
12A: Family Foundations	\$55,800	\$130,600	59.1	7.0	0.4	4.9	8.5	1.5	10.4	10.0	1.6	5.6	50.7	6.4	12.5	19.2	7.5	13.2	22.7	0.2	4.2	2.4	5.9	12.3
12B: Traditional Living	\$53,000	\$92,400	63.4	5.1	1.1	7.0	16.3	1.8	12.6	6.1	1.3	4.5	45.4	3.9	11.0	16.9	8.4	11.4	20.7	0.4	5.7	3.7	10.8	11.0
12C: Small Town Sincerity	\$44,000	\$54,700	53.4	5.2	1.7	6.8	13.8	1.6	12.9	6.0	1.2	4.2	46.8	5.0	11.2	18.3	8.9	10.6	21.6	0.6	5.5	3.6	9.4	10.4
12D: Modest Income Homes	\$34,200	\$18,700	51.2	9.0	0.6	5.2	10.2	1.4	11.3	8.2	1.2	4.1	52.9	5.0	9.2	15.0	8.0	11.2	28.3	0.3	4.5	2.2	8.2	13.1
13. Next Wave	\$53,900	\$23,800	63.8	6.6	1.0	#####	9.2	2.2	10.9	7.5	1.7	4.3	50.1	2.8	9.8	14.8	8.0	9.7	26.7	0.8	8.9	2.7	7.2	11.5
13A: Diverse Convergence	\$70,500	\$55,400	67.8	5.5	0.4	8.7	7.9	2.0	10.3	7.3	2.4	5.0	52.8	3.1	12.9	19.7	7.9	9.9	24.7	0.3	7.2	2.4	5.4	9.6
13B: Family Extensions	\$61,100	\$55,200	62.6	6.7	1.6	10.4	13.1	3.0	11.5	8.2	1.2	3.2	45.1	2.6	7.6	10.7	8.4	10.2	24.8	1.2	9.3	3.3	10.4	14.0
13C: NeWest Residents	\$48,200	\$15,700	68.5	5.2	1.4	16.1	9.0	1.8	10.5	6.4	1.3	4.1	47.4	2.0	8.2	11.2	7.6	8.6	27.4	1.0	14.5	3.0	7.6	10.9
13D: Fresh Ambitions	\$42,500	\$14,900	58.5	8.5	1.5	8.3	10.1	2.2	12.2	7.9	1.1	3.9	49.6	3.3	8.3	13.6	8.2	9.7	27.6	1.1	7.3	2.8	8.2	13.2
13E: High Rise Renters	\$35,200	\$11,800	54.2	9.9	0.2	4.8	3.8	1.4	10.8	8.4	2.1	5.3	59.8	3.4	9.8	16.7	7.8	10.1	35.5	0.2	4.1	1.7	3.4	10.7
14. Scholars and Patriots	\$43,100	\$12,600	49.8	5.8	0.7	3.0	5.3	1.0	12.0	3.0	1.7	4.1	65.6	3.7	12.0	32.2	9.2	10.8	23.4	0.3	2.2	1.6	3.0	5.4
14A: Military Proximity	\$67,200	\$16,900	21.7	5.8	0.7	3.4	4.2	0.9	11.3	3.3	1.4	3.8	48.4	22.6	14.1	25.5	8.4	11.8	22.4	0.3	3.0	5.2	3.0	6.4
14B: College Towns	\$49,000	\$14,500	62.0	4.7	0.8	3.7	6.5	1.2	11.9	3.5	1.9	4.8	62.7	3.2	13.9	32.7	8.8	10.1	20.6	0.3	2.7	1.6	3.6	5.6
14C: Dorms to Diplomas	\$27,300	\$9,700	45.0	7.3	0.6	1.9	3.7	0.7	12.3	2.1	1.6	3.1	72.0	1.9	9.0	32.2	9.9	11.7	27.5	0.3	1.4	1.0	2.2	4.9

* Segment 15, *Unclassified*, is not displayed in the Summary Table.

¹ This rate measures the participation of the *civilian* labor force only.

2024 Tapestry Segmentation Summary Table: Housing Profile by LifeMode Group



United States	Housing Type	Median Home Value	Home Ownership (%)	Vacancy (%)	Units in Structure (%) ¹										Year Structure Built (%) ¹					
					1, Detach-ed	1, Attach-ed	2	3 or 4	5 to 9	10 to 19	20+	Mobile Home	Other	2020 or later	2010 to 2019	2000 to 2009	1990 to 1999	1980 to 1989	1979 or Earlier	
01. Affluent Estates		\$606,300	87.9	5.2	61.4	6.1	3.4	4.3	4.6	4.3	9.9	5.8	0.1	0.6	8.2	13.5	13.2	13.2	51.3	
1A: Top Tier	Single Family	\$966,000	90.4	6.1	88.8	4.0	0.7	0.7	0.8	0.8	3.8	0.3	0.0	0.4	6.3	9.4	11.6	13.3	59.0	
1B: Professional Pride	Single Family	\$605,700	90.3	3.3	89.3	5.1	0.4	0.6	0.8	1.0	2.2	0.5	0.0	0.8	12.4	22.2	34.8	14.6	15.2	
1C: Boomburbs	Single Family	\$541,500	81.7	4.4	81.1	8.0	0.4	1.0	1.7	2.6	4.5	0.6	0.0	1.9	29.3	47.4	13.7	3.3	4.2	
1D: Savvy Suburbanites	Single Family	\$513,900	90.7	4.1	90.0	4.5	0.8	0.7	0.7	0.7	1.5	1.0	0.1	0.6	8.0	12.0	16.4	20.1	42.8	
1E: Exurbanites	Single Family	\$609,700	85.9	8.7	82.6	6.3	1.0	1.3	1.5	1.3	4.5	1.4	0.1	0.5	7.1	11.7	13.2	16.1	51.3	
02. Upscale Avenues		\$668,900	70.0	6.2	62.0	11.9	3.1	3.2	4.4	4.9	9.6	0.8	0.0	0.3	6.5	9.8	11.2	13.1	59.2	
2A: Urban Chic	Single Family	\$901,200	68.0	9.9	60.0	9.1	3.8	4.2	4.8	4.7	12.9	0.6	0.0	0.4	6.8	9.5	9.7	10.7	62.8	
2B: Pleasantville	Single Family	\$581,300	83.6	4.4	83.3	5.8	3.0	1.6	1.4	1.2	2.7	1.0	0.0	0.2	3.1	5.1	5.9	9.3	76.3	
2C: Pacific Heights	Single Family	\$944,400	70.8	5.3	66.4	14.4	5.2	3.0	2.4	1.7	6.1	0.8	0.0	0.2	2.9	4.9	6.6	13.4	72.1	
2D: Enterprising Professionals	Multi-Units; Single Family	\$545,000	51.7	5.9	30.4	22.3	1.7	5.0	9.6	11.9	18.3	0.8	0.0	0.6	12.8	19.2	22.6	20.7	24.2	
03. Uptown Individuals		\$810,100	26.2	11.7	10.0	6.2	4.6	8.0	9.6	10.3	51.1	0.2	0.0	0.5	13.5	13.1	7.9	8.6	56.3	
3A: Laptops and Lattes	High Density Apartments	\$1,030,100	37.2	12.8	11.7	7.4	5.1	7.9	8.8	8.7	50.2	0.1	0.0	0.3	10.4	10.7	6.2	7.7	64.7	
3B: Metro Renters	Multi-Unit Rentals	\$580,600	20.0	12.0	7.3	5.2	2.4	5.2	7.9	10.8	60.9	0.2	0.0	0.8	18.8	18.1	10.6	9.6	42.1	
3C: Trendsetters	High Density Apartments	\$880,800	25.6	10.1	12.7	6.6	7.4	12.4	13.2	11.2	36.1	0.3	0.1	0.4	8.2	7.6	5.1	8.0	70.6	
04. Family Landscapes		\$359,000	80.3	4.7	81.0	5.7	1.2	1.7	2.0	1.8	2.5	4.1	0.1	1.0	12.6	22.6	22.4	16.5	24.9	
4A: Workday Drive	Single Family	\$406,900	84.8	3.8	85.1	6.1	0.7	1.0	1.4	1.5	2.5	1.7	0.0	1.1	14.6	26.7	28.9	13.0	15.7	
4B: Home Improvement	Single Family	\$350,800	79.7	3.9	83.0	7.1	0.9	1.7	1.8	1.6	2.2	1.6	0.0	0.4	4.8	8.3	16.2	30.4	39.9	
4C: Middleburg	Single Family	\$306,900	76.1	5.9	75.7	4.6	1.8	2.4	2.6	2.3	2.7	7.7	0.1	1.2	14.9	26.5	19.5	12.2	25.7	
05. GenXurban		\$296,100	75.5	7.0	75.6	5.9	2.8	3.2	3.3	2.7	4.2	2.2	0.1	0.4	5.1	8.9	10.2	11.9	63.6	
5A: Comfortable Empty Nesters	Single Family	\$323,300	87.4	6.0	87.8	4.1	1.0	1.1	1.2	0.9	1.7	2.1	0.0	0.4	5.6	9.9	12.0	13.5	58.5	
5B: In Style	Single Family	\$390,100	69.8	8.3	65.3	8.0	2.7	4.3	5.5	5.1	7.4	1.6	0.1	0.5	8.5	12.8	13.6	15.2	49.5	
5C: Parks and Rec	Single Family	\$327,400	71.4	5.5	67.7	9.4	4.7	4.5	3.9	3.3	4.6	1.9	0.0	0.3	3.9	6.4	7.6	10.7	71.2	
5D: Rustbelt Traditions	Single Family	\$201,400	72.1	6.5	80.2	4.0	3.5	3.1	2.9	2.1	2.4	1.8	0.0	0.2	2.7	5.1	6.3	8.0	77.6	
5E: Midlife Constants	Single Family	\$248,300	75.0	8.4	75.7	4.7	2.5	3.1	3.2	2.3	4.8	3.5	0.1	0.3	4.5	9.5	10.9	11.8	62.9	
06. Cozy Country Living		\$297,800	82.7	15.8	82.3	2.1	1.5	1.5	1.3	0.9	1.2	9.0	0.2	0.6	7.2	14.1	14.7	12.7	50.7	
6A: Green Acres	Single Family	\$374,800	88.0	6.6	87.1	2.7	1.0	0.8	0.8	0.7	1.0	5.8	0.1	0.9	10.6	18.4	18.5	13.8	37.7	
6B: Salt of the Earth	Single Family	\$252,700	85.5	8.9	84.5	1.6	1.3	1.0	0.8	0.5	0.5	9.8	0.1	0.5	6.2	13.1	15.0	11.7	53.6	
6C: The Great Outdoors	Single Family	\$422,500	81.4	19.0	77.5	2.3	1.5	1.7	1.4	1.0	1.3	13.1	0.3	0.8	8.6	16.7	16.4	16.1	41.4	
6D: Prairie Living	Single Family	\$240,200	81.9	15.1	85.5	1.1	0.9	1.2	0.9	0.6	0.7	9.1	0.1	0.3	6.3	10.3	10.1	9.4	63.5	
6E: Rural Resort Dwellers	Single Family/Seasonal	\$362,100	85.0	47.1	79.0	1.9	1.0	1.2	1.3	1.2	2.0	12.0	0.3	0.5	7.0	17.3	16.3	16.1	42.8	
6F: Heartland Communities	Single Family	\$157,400	71.5	11.2	77.5	2.5	3.2	3.4	2.7	1.6	2.1	6.9	0.1	0.2	3.4	6.9	8.9	9.0	71.6	
07. Sprouting Explorers		\$341,900	67.5	5.6	74.6	5.6	1.9	2.7	2.9	2.9	4.7	4.6	0.1	1.0	12.8	23.4	12.4	11.6	38.8	
7A: Up and Coming Families	Single Family	\$369,200	74.1	5.0	79.3	5.9	0.7	1.6	2.3	3.2	4.5	2.4	0.1	1.8	25.6	46.2	14.8	5.4	6.3	
7B: Urban Villages	Single Family	\$556,200	70.5	3.5	79.9	5.5	2.1	2.2	2.1	1.7	3.7	2.8	0.0	0.2	2.9	6.5	7.7	11.2	71.5	
7C: Urban Edge Families	Single Family	\$315,900	65.5	5.0	72.2	7.9	2.0	3.1	3.6	3.3	4.5	3.3	0.1	0.6	6.2	13.9	14.7	21.9	42.8	
7D: Forging Opportunity	Single Family	\$197,400	62.5	7.1	73.0	3.0	2.7	3.2	2.5	2.2	3.2	10.0	0.2	0.5	7.3	12.1	10.3	11.3	58.5	
7E: Farm to Table	Single Family	\$269,800	46.9	6.5	60.4	3.8	3.8	6.1	4.9	2.9	5.0	12.9	0.3	0.3	6.4	12.8	14.3	12.8	53.3	
7F: Southwestern Families	Single Family	\$170,300	55.9	9.2	63.8	4.8	3.6	4.7	4.0	3.4	9.0	6.4	0.2	0.4	5.9	8.1	9.3	12.8	63.6	
08. Middle Ground		\$354,100	47.3	9.0	43.6	9.0	7.0	8.0	8.4	7.9	13.9	2.1	0.1	0.4	6.5	9.5	10.3	12.9	60.4	
8A: City Lights	Multi-Units; Single Family	\$617,500	53.4	6.1	41.7	10.1	11.3	8.5	6.2	5.8	15.4	0.9	0.1	0.3	4.0	5.2	5.7	9.9	74.9	
8B: Emerald City	Single Family; Multi-Units	\$456,900	51.2	11.5	45.6	9.2	6.4	7.3	7.1	6.9	16.7	0.7	0.1	0.5	8.1	8.1	7.7	10.3	65.4	
8C: Bright Young Professionals	Single Family; Multi-Units	\$337,700	45.9	7.4	40.1	10.4	2.6	6.8	11.2	12.8	13.6	2.5	0.1	0.7	11.6	18.4	19.4	20.0	30.0	
8D: Downtown Melting Pot	High Density Apartments	\$856,700	31.0	7.7	12.8	10.6	16.7	13.4	7.8	6.6	31.6	0.4	0.0	0.2	3.6	4.9	4.3	6.1	80.8	
8E: Front Porches	Single Family; Multi-Units	\$302,500	49.5	7.2	48.3	10.1	8.0	9.4	7.6	6.0	8.2	2.5	0.1	0.3	4.6	6.9	8.1	10.8	69.2	
8F: Old and Newcomers	Single Family; Multi-Units	\$282,500	48.6	9.9	43.2	7.6	4.1	7.4	9.9	9.0	15.5	3.1	0.1	0.3	5.9	9.9	12.0	16.1	55.8	
8G: Hometown Heritage	Single Family	\$100,200	41.5	13.4	59.4	5.6	10.2	7.4	5.6	3.5	4.9	3.3	0.1	0.3	3.2	4.7	5.0	7.1	79.7	

2024 Tapestry Segmentation Summary Table: Housing Profile by LifeMode Group



United States	Housing Type	Median Home Value	Home Ownership (%)	Vacancy (%)	Units in Structure (%) ¹										Year Structure Built (%) ¹					
					1, Detach- ed	1, Attach- ed	2	3 or 4	5 to 9	10 to 19	20+	Mobile Home	Other	2020 or later	2010 to 2019	2000 to 2009	1990 to 1999	1980 to 1989	1979 or Earlier	
09. Senior Styles		\$355,600	64.4	10.0	61.4	6.1	3.4	4.3	4.6	4.3	9.9	5.8	0.1	0.6	8.2	13.5	13.2	13.2	51.3	
		\$395,100	62.1	19.4	41.6	8.1	2.4	4.3	4.9	4.8	23.9	9.7	0.3	0.5	7.2	13.9	14.4	18.0	46.0	
9A: Silver & Gold	Single Family/Seasonal	\$577,000	87.1	37.8	66.0	7.1	1.6	2.9	3.4	3.3	11.7	3.8	0.1	0.8	9.8	23.4	18.7	18.7	28.7	
9B: Golden Years	Single Family; Multi-Units	\$518,500	65.4	12.4	40.7	12.9	2.8	4.4	5.4	5.2	27.1	1.5	0.1	0.4	6.7	10.8	12.8	17.0	52.3	
9C: The Elders	SF; High-Rises; Mob. Hm/Seas.	\$349,000	82.8	21.0	40.3	10.9	1.4	3.5	3.8	4.0	18.8	17.0	0.4	0.4	6.2	16.3	19.3	23.8	33.9	
9D: Senior Escapes	SF; Mobile Homes/Seasonal	\$241,400	78.6	21.2	51.2	2.5	1.1	1.8	1.7	1.7	2.8	36.3	0.9	0.6	7.1	16.4	16.9	20.5	38.6	
9E: Retirement Communities	Multi-Units; Single Family	\$300,500	49.0	11.3	31.8	9.0	2.8	5.8	7.4	7.1	32.9	3.1	0.1	0.4	5.7	9.4	12.2	17.6	54.7	
9F: Social Security Set	Multi-Unit Rentals	\$261,600	15.7	12.5	13.2	4.6	4.8	7.5	7.7	7.6	53.1	1.5	0.1	0.5	7.5	7.3	6.6	10.3	67.9	
10. Rustic Outposts		\$199,400	78.0	13.1	65.2	1.1	1.1	1.2	1.0	0.6	0.9	28.6	0.4	0.7	8.9	15.5	18.7	15.4	40.8	
10A: Southern Satellites	Single Family; Mobile Homes	\$239,600	81.1	10.0	67.7	0.9	0.9	0.8	0.6	0.4	0.6	27.8	0.3	0.9	10.6	18.0	20.5	15.1	34.8	
10B: Rooted Rural	Single Family; Mobile Homes	\$199,100	82.6	17.5	72.9	0.8	0.7	0.7	0.5	0.3	0.4	23.4	0.4	0.5	7.5	14.8	17.3	14.6	45.4	
10C: Economic BedRock	Single Family; Mobile Homes	\$144,800	78.1	15.9	68.5	1.0	1.2	1.3	1.3	0.6	0.9	24.8	0.4	0.4	7.4	11.9	13.9	14.8	51.7	
10D: Down the Road	Mobile Homes; Single Family	\$178,200	67.7	10.1	44.9	2.3	1.5	2.2	2.2	2.0	2.7	41.8	0.4	1.1	11.1	15.8	19.7	17.2	35.1	
10E: Rural Bypasses	Single Family; Mobile Homes	\$135,200	73.2	14.9	63.3	0.8	1.9	1.9	1.6	0.6	0.8	28.8	0.2	0.4	6.4	12.2	17.9	15.9	47.2	
11. Midtown Singles		\$275,600	25.0	10.4	22.7	8.2	7.5	11.6	13.8	13.8	20.6	1.7	0.1	0.4	7.0	9.9	11.5	15.2	56.0	
11A: City Strivers	High Density Apartments	\$529,300	32.8	9.1	15.8	12.9	19.0	16.8	8.3	6.5	20.5	0.2	0.1	0.2	4.2	5.6	4.8	4.4	80.8	
11B: Young and Restless	Multi-Unit Rentals	\$309,500	16.3	9.5	11.8	6.1	2.3	9.1	17.7	22.5	29.5	1.0	0.1	0.5	10.1	14.4	18.1	23.3	33.6	
11C: Metro Fusion	Multi-Unit Rentals; Single Family	\$259,800	26.7	8.3	24.4	8.4	4.3	10.9	15.0	15.9	18.3	2.8	0.1	0.5	6.5	11.1	13.3	19.8	48.9	
11D: Set to Impress	Multi-Unit Rentals; Single Family	\$244,500	30.1	11.7	31.4	6.4	8.7	12.6	11.5	9.6	17.7	2.0	0.1	0.3	5.6	6.5	8.1	11.4	68.1	
11E: City Commons	Multi-Unit Rentals; Single Family	\$133,300	25.0	14.4	33.2	10.8	10.5	11.5	12.5	7.4	12.1	1.8	0.1	0.3	6.3	8.6	7.0	8.1	69.6	
12. Hometown		\$142,200	55.3	12.2	67.4	6.1	5.9	5.0	4.1	2.7	5.2	3.5	0.1	0.2	3.2	5.2	5.9	7.6	77.9	
12A: Family Foundations	Single Family	\$198,400	64.6	9.1	72.9	8.9	3.4	3.0	2.7	2.5	5.0	1.7	0.1	0.2	2.8	5.0	4.7	7.3	80.0	
12B: Traditional Living	Single Family	\$130,100	59.3	10.1	75.5	3.4	6.1	4.2	3.3	2.2	2.8	2.4	0.1	0.2	2.7	3.9	4.7	5.8	82.8	
12C: Small Town Sincerity	Single Family	\$148,300	52.5	12.5	61.1	3.8	5.6	6.5	5.8	3.4	7.2	6.5	0.1	0.3	3.6	6.8	8.7	10.7	70.0	
12D: Modest Income Homes	Single Family	\$96,200	45.5	17.2	60.8	10.5	8.2	5.5	4.0	2.6	5.9	2.4	0.1	0.2	3.5	5.0	4.9	6.1	80.2	
13. Next Wave		\$422,000	25.3	7.2	23.6	8.4	9.7	12.4	10.4	9.5	23.8	2.1	0.1	0.3	4.7	6.3	7.0	10.3	71.4	
13A: Diverse Convergence	High Density Apts; Single Family	\$576,300	28.8	6.9	22.6	7.5	13.3	14.6	11.1	9.1	20.9	0.9	0.1	0.3	5.1	6.0	6.4	9.4	72.9	
13B: Family Extensions	Single Family; Multi-Unit Rentals	\$464,800	37.7	4.4	44.6	9.0	10.2	11.3	7.9	5.4	8.6	2.9	0.1	0.2	3.3	5.6	6.8	9.9	74.2	
13C: NeWest Residents	Multi-Unit Rentals	\$264,000	19.1	8.6	18.5	5.0	5.4	11.8	14.6	16.6	23.4	4.6	0.1	0.3	6.0	8.6	10.4	16.6	58.2	
13D: Fresh Ambitions	Multi-Unit Rentals; Single Family	\$231,200	28.1	8.6	25.7	17.4	12.7	16.0	9.3	5.7	11.5	1.6	0.1	0.2	3.6	6.0	6.0	8.5	75.7	
13E: High Rise Renters	High-Rise Rentals	\$511,900	4.6	7.4	1.7	2.9	3.1	5.0	7.2	10.0	69.8	0.2	0.1	0.2	5.3	4.9	4.6	5.6	79.4	
14. Scholars and Patriots		\$308,800	18.6	13.3	24.0	9.8	6.3	9.5	11.5	12.8	24.5	1.5	0.1	0.4	12.7	13.8	13.2	12.0	47.8	
14A: Military Proximity	Townhomes; Multi-Unit Rentals	\$309,800	4.8	12.4	23.7	49.3	9.5	9.2	3.5	1.4	2.6	0.6	0.0	0.4	18.3	23.7	16.0	10.3	31.3	
14B: College Towns	Multi-Unit Rentals; Single Family	\$309,500	26.2	12.7	29.7	6.1	6.5	9.6	11.6	12.3	22.2	2.0	0.1	0.4	10.6	12.0	12.1	11.6	53.2	
14C: Dorms to Diplomas	Multi-Unit Rentals	\$303,100	8.1	14.8	13.2	3.9	4.9	9.5	14.0	17.6	36.2	0.8	0.1	0.4	14.7	14.0	14.5	13.4	43.0	

* Segment 15, *Unclassified*, is not displayed in the Summary Table.

¹ 2018-2022 American Community Survey