



2010 Tapestry™ Segmentation Summary Table

	Households	Population	2000-2010 Annual Pop Change (%)	Housing Type	Household Type	Average HH Size	Median Age	Diversity Index	Median HH Income	Median Net Worth	Median Home Value	Home Ownership Rate (%)
United States	116,761,140	311,212,863	0.99	—	—	2.59	37.0	61	\$54,442	\$93,084	\$157,913	66
01: Top Rung	804,382	2,379,631	0.59	Single Family	Married Couple Families	2.91	44.2	33	\$182,041	\$1,120,886	\$864,923	89
02: Suburban Splendor	2,039,505	6,234,807	1.61	Single Family	Married Couple Families	3.04	41.6	37	\$121,661	\$621,888	\$388,380	90
03: Connoisseurs	1,616,908	4,355,818	0.50	Single Family	Married Couple Families	2.65	47.0	36	\$121,368	\$708,781	\$601,492	87
04: Boomburbs	2,664,345	8,315,705	4.51	Single Family	Married Couples w/Kids	3.11	33.8	51	\$110,681	\$387,651	\$282,689	88
05: Wealthy Seaboard Suburbs	1,612,206	4,622,499	0.34	Single Family	Married Couple Families	2.82	43.3	44	\$96,498	\$401,516	\$415,546	87
06: Sophisticated Squires	3,195,509	9,672,135	1.82	Single Family	Married Couple Families	3.01	38.4	42	\$85,144	\$287,727	\$230,333	88
07: Exurbanites	2,935,451	8,015,500	1.61	Single Family	Married Couple Families	2.70	45.5	30	\$84,522	\$368,532	\$248,490	88
08: Laptops and Lattes	1,186,972	2,254,438	0.63	Multi-Unit Rentals	Singles; Shared	1.83	38.7	45	\$93,899	\$285,718	\$634,295	39
09: Urban Chic	1,549,176	3,796,093	0.60	Single Family; Multi-Units	Mixed	2.40	42.7	51	\$87,202	\$314,496	\$536,367	66
10: Pleasant-Ville	1,984,113	5,804,687	0.44	Single Family	Married Couple Families	2.89	40.4	58	\$77,930	\$248,861	\$291,084	82
11: Pacific Heights	721,223	2,358,929	0.51	Single Family; Townhome	Married Couple Families	3.24	39.4	77	\$79,142	\$207,148	\$471,676	68
12: Up and Coming Families	4,094,371	12,147,376	4.56	Single Family	Married Couples w/Kids	2.95	31.9	58	\$76,135	\$175,142	\$175,637	83
13: In Style	2,903,888	7,160,931	1.21	Single Family; Townhome	Mixed	2.43	40.0	45	\$70,745	\$182,665	\$218,289	68
14: Prosperous Empty Nesters	2,139,496	5,214,026	0.53	Single Family	Married Couples w/No Kids	2.37	48.9	29	\$67,295	\$261,595	\$193,784	85
15: Silver and Gold	1,103,633	2,337,706	2.35	Single Family/Seasonal	Married Couples w/No Kids	2.08	60.1	25	\$67,806	\$331,108	\$274,320	83
16: Enterprising Professionals	1,983,790	4,591,477	1.95	Multi-Units; Townhome	Mixed	2.29	32.4	63	\$69,779	\$76,852	\$223,479	45
17: Green Acres	3,760,257	10,427,586	1.92	Single Family	Married Couple Families	2.75	41.0	23	\$63,430	\$174,417	\$179,073	86
18: Cozy and Comfortable	3,289,642	8,699,176	0.48	Single Family	Married Couple Families	2.61	42.3	37	\$65,665	\$181,850	\$154,868	85
19: Milk and Cookies	2,291,626	6,796,282	1.51	Single Family	Married Couples w/Kids	2.95	33.8	67	\$64,880	\$135,190	\$128,801	78
20: City Lights	1,206,638	3,217,507	0.25	Multi-Units	Mixed	2.62	38.6	69	\$63,959	\$105,095	\$346,249	54
21: Urban Villages	902,218	3,542,096	0.77	Single Family	Family Mix	3.90	31.0	90	\$62,837	\$104,128	\$257,168	69
22: Metropolitans	1,384,881	3,082,708	0.28	Single Family; Multi-Units	Singles; Shared	2.10	37.7	42	\$60,191	\$102,460	\$192,372	60
23: Trendsetters	1,233,473	2,772,286	0.48	Multi-Unit Rentals	Singles; Shared	2.19	35.5	74	\$61,498	\$35,210	\$414,842	31
24: Main Street, USA	3,014,852	7,790,781	0.56	Single Family; Multi-Units	Mixed	2.54	36.8	56	\$57,196	\$84,763	\$174,970	63
25: Salt of the Earth	3,198,111	8,418,134	0.53	Single Family	Married Couple Families	2.59	41.8	17	\$50,406	\$104,721	\$124,189	84
26: Midland Crowd	4,447,619	12,183,514	2.18	Single Family; Mobile Home	Married Couple Families	2.71	37.2	39	\$50,096	\$88,854	\$121,782	81
27: Metro Renters	1,595,009	2,739,451	1.03	Multi-Unit Rentals	Singles; Shared	1.61	33.6	60	\$56,311	\$22,097	\$270,583	21
28: Aspiring Young Families	2,753,525	7,063,039	1.13	Multi-Units; Townhome	Family Mix	2.54	30.5	70	\$52,487	\$36,734	\$137,343	47
29: Rustbelt Retirees	2,412,558	5,791,373	-0.01	Single Family	MC w/No Kids; Singles	2.34	45.6	31	\$52,216	\$130,866	\$119,104	81
30: Retirement Communities	1,697,607	3,451,829	0.28	Multi-Units	Singles	1.91	52.6	42	\$49,174	\$99,494	\$183,328	54
31: Rural Resort Dwellers	1,892,422	4,539,356	1.48	Single Family; Mobile Home/Seasonal	Married Couples w/No Kids	2.36	47.6	27	\$47,120	\$104,741	\$181,197	81
32: Rustbelt Traditions	3,286,068	8,275,978	0.03	Single Family	Mixed	2.48	36.7	44	\$51,378	\$82,469	\$94,696	72
33: Midlife Junction	2,884,917	6,820,870	0.54	Single Family; Multi-Units	Mixed	2.26	41.8	36	\$48,161	\$80,220	\$131,464	65
34: Family Foundations	982,750	2,799,174	-0.09	Single Family	Family Mix	2.80	39.4	37	\$46,990	\$81,495	\$91,154	73
35: International Marketplace	1,514,520	4,803,417	0.53	Multi-Unit Rentals	Family Mix	3.13	30.4	90	\$49,076	\$17,878	\$261,438	32



2010 Tapestry™ Segmentation Summary Table

	Households	Population	2000-2010 Annual Pop Change (%)	Housing Type	Household Type	Average HH Size	Median Age	Diversity Index	Median HH Income	Median Net Worth	Median Home Value	Home Ownership Rate (%)
United States	116,761,140	311,212,863	0.99	—	—	2.59	37.0	61	\$54,442	\$93,084	\$157,913	66
36: Old and Newcomers	2,269,841	4,698,829	0.42	Multi-Unit Rentals	Singles; Shared	1.99	37.2	59	\$44,601	\$23,498	\$149,772	37
37: Prairie Living	1,160,992	3,099,176	0.14	Single Family	Married Couple Families	2.61	41.6	27	\$42,830	\$79,313	\$103,090	79
38: Industrious Urban Fringe	1,785,990	6,220,964	1.53	Single Family	Family Mix	3.45	29.0	86	\$45,118	\$41,572	\$109,343	64
39: Young and Restless	1,661,041	3,383,178	0.98	Multi-Unit Rentals	Singles; Shared	2.01	28.6	76	\$46,185	\$12,857	\$127,443	14
40: Military Proximity	232,703	1,173,017	0.05	Townhome; Multi-Unit Rentals	Married Couples w/Kids	3.37	22.5	71	\$46,923	\$11,729	\$112,713	7
41: Crossroads	1,773,330	4,965,145	1.46	Mobile Home	Family Mix	2.72	32.2	66	\$43,799	\$50,016	\$61,838	73
42: Southern Satellites	3,162,097	8,251,611	0.63	Single Family; Mobile Home	Married Couple Families	2.57	38.5	31	\$39,720	\$52,671	\$86,547	81
43: The Elders	708,501	1,224,286	1.22	Mixed/Seasonal	MC w/No Kids; Singles	1.69	73.2	19	\$42,293	\$186,098	\$121,383	85
44: Urban Melting Pot	782,499	2,173,974	0.40	Multi-Unit Rentals	Mixed	2.74	36.8	81	\$44,349	\$20,771	\$406,112	23
45: City Strivers	866,717	2,508,400	0.30	Multi-Unit Rentals	Family Mix	2.85	32.5	57	\$43,848	\$18,858	\$251,100	34
46: Rooted Rural	2,817,420	7,254,278	0.54	Single Family; Mobile Home	Married Couple Families	2.49	42.6	33	\$37,952	\$60,202	\$95,084	81
47: Las Casas	881,563	3,845,222	0.71	Mixed	Family Mix	4.32	25.7	90	\$40,559	\$14,034	\$207,860	39
48: Great Expectations	2,028,387	4,821,266	0.09	Single Family; Multi-Units	Mixed	2.31	33.3	58	\$40,243	\$21,548	\$100,315	48
49: Senior Sun Seekers	1,394,860	3,131,165	1.75	Single Family; Mobile Home/Seasonal	MC w/No Kids; Singles	2.17	53.6	40	\$37,752	\$90,439	\$95,401	81
50: Heartland Communities	2,472,074	5,912,275	-0.12	Single Family	Mixed	2.28	42.8	31	\$35,160	\$46,091	\$78,489	71
51: Metro City Edge	1,092,167	3,191,869	-0.20	Single Family; Duplex	Family Mix	2.89	29.4	52	\$33,018	\$14,773	\$70,892	53
52: Inner City Tenants	1,765,003	4,428,438	0.54	Multi-Unit Rentals	Mixed	2.45	27.8	84	\$34,041	\$11,250	\$103,092	19
53: Home Town	1,692,547	4,304,874	-0.12	Single Family	Mixed	2.48	34.5	60	\$33,823	\$20,574	\$63,863	58
54: Urban Rows	403,366	1,149,749	-0.43	Row House	Family Mix	2.80	33.6	61	\$34,356	\$22,727	\$86,855	60
55: College Towns	940,365	2,343,169	0.57	Multi-Unit Rentals	Singles; Shared	2.08	24.4	54	\$31,271	\$12,027	\$137,707	29
56: Rural Bypasses	1,731,341	4,659,489	0.14	Single Family; Mobile Home	Family Mix	2.56	38.3	59	\$28,082	\$22,235	\$63,328	76
57: Simple Living	1,641,383	3,603,072	0.04	Multi-Units; Single Family	Singles	2.07	41.3	55	\$29,408	\$15,034	\$96,358	43
58: NeWest Residents	1,038,483	3,785,073	0.81	Multi-Unit Rentals	Family Mix	3.58	25.5	89	\$28,569	\$10,190	\$117,300	17
59: Southwestern Families	1,142,299	4,095,148	1.22	Single Family	Family Mix	3.53	28.8	77	\$28,307	\$16,944	\$57,028	63
60: City Dimensions	1,010,403	2,813,346	0.06	Multi-Unit Rentals	Mixed	2.70	29.2	84	\$28,963	\$12,275	\$76,641	34
61: High Rise Renters	777,371	2,281,037	0.48	High-Rise Rentals	Other Family HHs; Singles	2.87	30.1	90	\$26,297	\$11,373	\$299,600	6
62: Modest Income Homes	1,170,912	3,144,705	-0.58	Single Family; Duplex	Other Family HHs; Singles	2.59	36.0	37	\$21,444	\$12,922	\$53,529	50
63: Dorms to Diplomas	523,603	2,078,777	0.71	Multi-Unit Rentals	Shared; Singles	2.14	21.7	56	\$19,089	\$8,899	\$140,966	10
64: City Commons	789,513	2,276,796	-0.22	Multi-Unit Rentals	Single Parent Fams; Singles	2.80	24.6	45	\$16,830	\$9,958	\$67,943	21
65: Social Security Set	758,192	1,472,578	0.45	High-Rise Rentals	Singles	1.65	46.4	75	\$16,805	\$10,814	\$111,801	14

* Segment 66, *Unclassified*, is not displayed in the Summary Table.

**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 61 which means there is a 61 percent probability that two people randomly chosen from the U.S. population would belong to different race or ethnic groups.



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by LifeMode Groups

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L1: High Society	14,868,306	43,596,095	1.81	—	—	2.91	40.8	40	\$100,983	\$441,888	\$320,065	88
01: Top Rung	804,382	2,379,631	0.59	Single Family	Married Couple Families	2.91	44.2	33	\$182,041	\$1,120,886	\$864,923	89
02: Suburban Splendor	2,039,505	6,234,807	1.61	Single Family	Married Couple Families	3.04	41.6	37	\$121,661	\$621,888	\$388,380	90
03: Connoisseurs	1,616,908	4,355,818	0.50	Single Family	Married Couple Families	2.65	47.0	36	\$121,368	\$708,781	\$601,492	87
04: Boomburbs	2,664,345	8,315,705	4.51	Single Family	Married Couples w/Kids	3.11	33.8	51	\$110,681	\$387,651	\$282,689	88
05: Wealthy Seaboard Suburbs	1,612,206	4,622,499	0.34	Single Family	Married Couple Families	2.82	43.3	44	\$96,498	\$401,516	\$415,546	87
06: Sophisticated Squires	3,195,509	9,672,135	1.82	Single Family	Married Couple Families	3.01	38.4	42	\$85,144	\$287,727	\$230,333	88
07: Exurbanites	2,935,451	8,015,500	1.61	Single Family	Married Couple Families	2.70	45.5	30	\$84,522	\$368,532	\$248,490	88
L2: Upscale Avenues	16,192,089	42,838,879	1.09	—	—	2.61	40.0	48	\$69,770	\$182,330	\$213,075	74
09: Urban Chic	1,549,176	3,796,093	0.60	Single Family; Multi-Units	Mixed	2.40	42.7	51	\$87,202	\$314,496	\$536,367	66
10: Pleasant-Ville	1,984,113	5,804,687	0.44	Single Family	Married Couple Families	2.89	40.4	58	\$77,930	\$248,861	\$291,084	82
11: Pacific Heights	721,223	2,358,929	0.51	Single Family; Townhome	Married Couple Families	3.24	39.4	77	\$79,142	\$207,148	\$471,676	68
13: In Style	2,903,888	7,160,931	1.21	Single Family; Townhome	Mixed	2.43	40.0	45	\$70,745	\$182,665	\$218,289	68
16: Enterprising Professionals	1,983,790	4,591,477	1.95	Multi-Units; Townhome	Mixed	2.29	32.4	63	\$69,779	\$76,852	\$223,479	45
17: Green Acres	3,760,257	10,427,586	1.92	Single Family	Married Couple Families	2.75	41.0	23	\$63,430	\$174,417	\$179,073	86
18: Cozy and Comfortable	3,289,642	8,699,176	0.48	Single Family	Married Couple Families	2.61	42.3	37	\$65,665	\$181,850	\$154,868	85
L3: Metropolis	6,124,681	16,294,938	-0.04	—	—	2.59	34.9	69	\$43,234	\$35,602	\$139,511	52
20: City Lights	1,206,638	3,217,507	0.25	Multi-Units	Mixed	2.62	38.6	69	\$63,959	\$105,095	\$346,249	54
22: Metropolitans	1,384,881	3,082,708	0.28	Single Family; Multi-Units	Singles; Shared	2.10	37.7	42	\$60,191	\$102,460	\$192,372	60
45: City Strivers	866,717	2,508,400	0.30	Multi-Unit Rentals	Family Mix	2.85	32.5	57	\$43,848	\$18,858	\$251,100	34
51: Metro City Edge	1,092,167	3,191,869	-0.20	Single Family; Duplex	Family Mix	2.89	29.4	52	\$33,018	\$14,773	\$70,892	53
54: Urban Rows	403,366	1,149,749	-0.43	Row House	Family Mix	2.80	33.6	61	\$34,356	\$22,727	\$86,855	60
62: Modest Income Homes	1,170,912	3,144,705	-0.58	Single Family; Duplex	Other Family HHs; Singles	2.59	36.0	37	\$21,444	\$12,922	\$53,529	50
L4: Solo Acts	7,946,336	15,848,182	0.68	—	—	1.93	34.0	65	\$53,675	\$26,627	\$236,054	28
08: Laptops and Lattes	1,186,972	2,254,438	0.63	Multi-Unit Rentals	Singles; Shared	1.83	38.7	45	\$93,899	\$285,718	\$634,295	39
23: Trendsetters	1,233,473	2,772,286	0.48	Multi-Unit Rentals	Singles; Shared	2.19	35.5	74	\$61,498	\$35,210	\$414,842	31
27: Metro Renters	1,595,009	2,739,451	1.03	Multi-Unit Rentals	Singles; Shared	1.61	33.6	60	\$56,311	\$22,097	\$270,583	21
36: Old and Newcomers	2,269,841	4,698,829	0.42	Multi-Unit Rentals	Singles; Shared	1.99	37.2	59	\$44,601	\$23,498	\$149,772	37
39: Young and Restless	1,661,041	3,383,178	0.98	Multi-Unit Rentals	Singles; Shared	2.01	28.6	76	\$46,185	\$12,857	\$127,443	14
L5: Senior Styles	14,328,304	32,138,310	0.48	—	—	2.15	49.3	38	\$45,261	\$98,208	\$129,017	69
14: Prosperous Empty Nesters	2,139,496	5,214,026	0.53	Single Family	Married Couples w/No Kids	2.37	48.9	29	\$67,295	\$261,595	\$193,784	85
15: Silver and Gold	1,103,633	2,337,706	2.35	Single Family/Seasonal	Married Couples w/No Kids	2.08	60.1	25	\$67,806	\$331,108	\$274,320	83
29: Rustbelt Retirees	2,412,558	5,791,373	-0.01	Single Family	MC w/No Kids; Singles	2.34	45.6	31	\$52,216	\$130,866	\$119,104	81
30: Retirement Communities	1,697,607	3,451,829	0.28	Multi-Units	Singles	1.91	52.6	42	\$49,174	\$99,494	\$183,328	54
43: The Elders	708,501	1,224,286	1.22	Mixed/Seasonal	MC w/No Kids; Singles	1.69	73.2	19	\$42,293	\$186,098	\$121,383	85
49: Senior Sun Seekers	1,394,860	3,131,165	1.75	Single Family; Mobile Home/Seasonal	MC w/No Kids; Singles	2.17	53.6	40	\$37,752	\$90,439	\$95,401	81
50: Heartland Communities	2,472,074	5,912,275	-0.12	Single Family	Mixed	2.28	42.8	31	\$35,160	\$46,091	\$78,489	71
57: Simple Living	1,641,383	3,603,072	0.04	Multi-Units; Single Family	Singles	2.07	41.3	55	\$29,408	\$15,034	\$96,358	43
65: Social Security Set	758,192	1,472,578	0.45	High-Rise Rentals	Singles	1.65	46.4	75	\$16,805	\$10,814	\$111,801	14
L6: Scholars & Patriots	1,696,671	5,594,963	0.51	—	—	2.27	22.8	59	\$30,113	\$10,816	\$136,997	20
40: Military Proximity	232,703	1,173,017	0.05	Townhome; Multi-Unit Rentals	Married Couples w/Kids	3.37	22.5	71	\$46,923	\$11,729	\$112,713	7
55: College Towns	940,365	2,343,169	0.57	Multi-Unit Rentals	Singles; Shared	2.08	24.4	54	\$31,271	\$12,027	\$137,707	29
63: Dorms to Diplomas	523,603	2,078,777	0.71	Multi-Unit Rentals	Shared; Singles	2.14	21.7	56	\$19,089	\$8,899	\$140,966	10



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by LifeMode Groups

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L7: High Hopes	4,781,912	11,884,305	0.69	—	—	2.44	31.5	65	\$47,263	\$29,216	\$119,508	48
28: Aspiring Young Families	2,753,525	7,063,039	1.13	Multi-Units; Townhome	Family Mix	2.54	30.5	70	\$52,487	\$36,734	\$137,343	47
48: Great Expectations	2,028,387	4,821,266	0.09	Single Family; Multi-Units	Mixed	2.31	33.3	58	\$40,243	\$21,548	\$100,315	48
L8: Global Roots	9,555,832	30,351,471	0.73	—	—	3.12	28.7	89	\$38,011	\$13,645	\$131,996	32
35: International Marketplace	1,514,520	4,803,417	0.53	Multi-Unit Rentals	Family Mix	3.13	30.4	90	\$49,076	\$17,878	\$261,438	32
38: Industrious Urban Fringe	1,785,990	6,220,964	1.53	Single Family	Family Mix	3.45	29.0	86	\$45,118	\$41,572	\$109,343	64
44: Urban Melting Pot	782,499	2,173,974	0.40	Multi-Unit Rentals	Mixed	2.74	36.8	81	\$44,349	\$20,771	\$406,112	23
47: Las Casas	881,563	3,845,222	0.71	Mixed	Family Mix	4.32	25.7	90	\$40,559	\$14,034	\$207,860	39
52: Inner City Tenants	1,765,003	4,428,438	0.54	Multi-Unit Rentals	Mixed	2.45	27.8	84	\$34,041	\$11,250	\$103,092	19
58: NeWest Residents	1,038,483	3,785,073	0.81	Multi-Unit Rentals	Family Mix	3.58	25.5	89	\$28,569	\$10,190	\$117,300	17
60: City Dimensions	1,010,403	2,813,346	0.06	Multi-Unit Rentals	Mixed	2.70	29.2	84	\$28,963	\$12,275	\$76,641	34
61: High Rise Renters	777,371	2,281,037	0.48	High-Rise Rentals	Other Family HHs; Singles	2.87	30.1	90	\$26,297	\$11,373	\$299,600	6
L9: Family Portrait	9,220,027	28,857,698	2.35	—	—	3.10	31.3	77	\$61,920	\$112,474	\$151,344	73
12: Up and Coming Families	4,094,371	12,147,376	4.56	Single Family	Married Couples w/Kids	2.95	31.9	58	\$76,135	\$175,142	\$175,637	83
19: Milk and Cookies	2,291,626	6,796,282	1.51	Single Family	Married Couples w/Kids	2.95	33.8	67	\$64,880	\$135,190	\$128,801	78
21: Urban Villages	902,218	3,542,096	0.77	Single Family	Family Mix	3.90	31.0	90	\$62,837	\$104,128	\$257,168	69
59: Southwestern Families	1,142,299	4,095,148	1.22	Single Family	Family Mix	3.53	28.8	77	\$28,307	\$16,944	\$57,028	63
64: City Commons	789,513	2,276,796	-0.22	Multi-Unit Rentals	Single Parent Fams; Singles	2.80	24.6	45	\$16,830	\$9,958	\$67,943	21
L10: Traditional Living	10,168,587	25,686,803	0.31	—	—	2.47	38.2	54	\$51,685	\$82,425	\$120,696	67
24: Main Street, USA	3,014,852	7,790,781	0.56	Single Family; Multi-Units	Mixed	2.54	36.8	56	\$57,196	\$84,763	\$174,970	63
32: Rustbelt Traditions	3,286,068	8,275,978	0.03	Single Family	Mixed	2.48	36.7	44	\$51,378	\$82,469	\$94,696	72
33: Midlife Junction	2,884,917	6,820,870	0.54	Single Family; Multi-Units	Mixed	2.26	41.8	36	\$48,161	\$80,220	\$131,464	65
34: Family Foundations	982,750	2,799,174	-0.09	Single Family	Family Mix	2.80	39.4	37	\$46,990	\$81,495	\$91,154	73
L11: Factories & Farms	10,945,088	28,733,284	0.35	—	—	2.57	39.2	39	\$40,611	\$56,613	\$91,798	77
25: Salt of the Earth	3,198,111	8,418,134	0.53	Single Family	Married Couple Families	2.59	41.8	17	\$50,406	\$104,721	\$124,189	84
37: Prairie Living	1,160,992	3,099,176	0.14	Single Family	Married Couple Families	2.61	41.6	27	\$42,830	\$79,313	\$103,090	79
42: Southern Satellites	3,162,097	8,251,611	0.63	Single Family; Mobile Home	Married Couple Families	2.57	38.5	31	\$39,720	\$52,671	\$86,547	81
53: Home Town	1,692,547	4,304,874	-0.12	Single Family	Mixed	2.48	34.5	60	\$33,823	\$20,574	\$63,863	58
56: Rural Bypasses	1,731,341	4,659,489	0.14	Single Family; Mobile Home	Family Mix	2.56	38.3	59	\$28,082	\$22,235	\$63,328	76
L12: American Quilt	10,930,791	28,942,293	1.51	—	—	2.59	39.3	42	\$45,501	\$76,837	\$113,163	80
26: Midland Crowd	4,447,619	12,183,514	2.18	Single Family; Mobile Home	Married Couple Families	2.71	37.2	39	\$50,096	\$88,854	\$121,782	81
31: Rural Resort Dwellers	1,892,422	4,539,356	1.48	Single Family; Mobile Home/Seasonal	Married Couples w/No Kids	2.36	47.6	27	\$47,120	\$104,741	\$181,197	81
41: Crossroads	1,773,330	4,965,145	1.46	Mobile Home	Family Mix	2.72	32.2	66	\$43,799	\$50,016	\$61,838	73
46: Rooted Rural	2,817,420	7,254,278	0.54	Single Family; Mobile Home	Married Couple Families	2.49	42.6	33	\$37,952	\$60,202	\$95,084	81

* Segment 66, *Unclassified*, is not displayed in the Summary Table.

**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 61 which means there is a 61 percent probability that two people randomly chosen from the U.S. population would belong to different race or ethnic groups.



2010 Tapestry™ Segmentation Summary Table

by Urbanization Groups

	Households	Population	2000-2010 Annual Pop Change (%)	Housing Type	Household Type	Average HH Size	Median Age	Diversity Index**	Median HH Income	Median Net Worth	Median Home Value	Home Ownership Rate (%)
United States	116,761,140	311,212,863	0.99	—	—	2.59	37.0	61	\$54,442	\$93,084	\$157,913	66
U1: Principal Urban Centers I	9,142,552	23,862,098	0.57	—	—	2.55	34.6	82	\$61,366	\$56,841	\$346,264	40
08: Laptops and Lattes	1,186,972	2,254,438	0.63	Multi-Unit Rentals	Singles; Shared	1.83	38.7	45	\$93,899	\$285,718	\$634,295	39
11: Pacific Heights	721,223	2,358,929	0.51	Single Family; Townhome	Married Couple Families	3.24	39.4	77	\$79,142	\$207,148	\$471,676	68
20: City Lights	1,206,638	3,217,507	0.25	Multi-Units	Mixed	2.62	38.6	69	\$63,959	\$105,095	\$346,249	54
21: Urban Villages	902,218	3,542,096	0.77	Single Family	Family Mix	3.90	31.0	90	\$62,837	\$104,128	\$257,168	69
23: Trendsetters	1,233,473	2,772,286	0.48	Multi-Unit Rentals	Singles; Shared	2.19	35.5	74	\$61,498	\$35,210	\$414,842	31
27: Metro Renters	1,595,009	2,739,451	1.03	Multi-Unit Rentals	Singles; Shared	1.61	33.6	60	\$56,311	\$22,097	\$270,583	21
35: International Marketplace	1,514,520	4,803,417	0.53	Multi-Unit Rentals	Family Mix	3.13	30.4	90	\$49,076	\$17,878	\$261,438	32
44: Urban Melting Pot	782,499	2,173,974	0.40	Multi-Unit Rentals	Mixed	2.74	36.8	81	\$44,349	\$20,771	\$406,112	23
U2: Principal Urban Centers II	5,515,205	17,318,855	0.41	—	—	3.05	28.5	89	\$28,876	\$11,985	\$143,289	25
45: City Strivers	866,717	2,508,400	0.30	Multi-Unit Rentals	Family Mix	2.85	32.5	57	\$43,848	\$18,858	\$251,100	34
47: Las Casas	881,563	3,845,222	0.71	Mixed	Family Mix	4.32	25.7	90	\$40,559	\$14,034	\$207,860	39
54: Urban Rows	403,366	1,149,749	-0.43	Row House	Family Mix	2.80	33.6	61	\$34,356	\$22,727	\$86,855	60
58: NeWest Residents	1,038,483	3,785,073	0.81	Multi-Unit Rentals	Family Mix	3.58	25.5	89	\$28,569	\$10,190	\$117,300	17
61: High Rise Renters	777,371	2,281,037	0.48	High-Rise Rentals	Other Family HHs; Singles	2.87	30.1	90	\$26,297	\$11,373	\$299,600	6
64: City Commons	789,513	2,276,796	-0.22	Multi-Unit Rentals	Single Parent Fams; Singles	2.80	24.6	45	\$16,830	\$9,958	\$67,943	21
65: Social Security Set	758,192	1,472,578	0.45	High-Rise Rentals	Singles	1.65	46.4	75	\$16,805	\$10,814	\$111,801	14
U3: Metro Cities I	13,227,082	35,429,195	0.83	—	—	2.63	39.3	54	\$79,838	\$253,046	\$315,238	73
01: Top Rung	804,382	2,379,631	0.59	Single Family	Married Couple Families	2.91	44.2	33	\$182,041	\$1,120,886	\$864,923	89
03: Connoisseurs	1,616,908	4,355,818	0.50	Single Family	Married Couple Families	2.65	47.0	36	\$121,368	\$708,781	\$601,492	87
05: Wealthy Seaboard Suburbs	1,612,206	4,622,499	0.34	Single Family	Married Couple Families	2.82	43.3	44	\$96,498	\$401,516	\$415,546	87
09: Urban Chic	1,549,176	3,796,093	0.60	Single Family; Multi-Units	Mixed	2.40	42.7	51	\$87,202	\$314,496	\$536,367	66
10: Pleasant-Ville	1,984,113	5,804,687	0.44	Single Family	Married Couple Families	2.89	40.4	58	\$77,930	\$248,861	\$291,084	82
16: Enterprising Professionals	1,983,790	4,591,477	1.95	Multi-Units; Townhome	Mixed	2.29	32.4	63	\$69,779	\$76,852	\$223,479	45
19: Milk and Cookies	2,291,626	6,796,282	1.51	Single Family	Married Couples w/Kids	2.95	33.8	67	\$64,880	\$135,190	\$128,801	78
22: Metropolitanans	1,384,881	3,082,708	0.28	Single Family; Multi-Units	Singles; Shared	2.10	37.7	42	\$60,191	\$102,460	\$192,372	60
U4: Metro Cities II	12,663,773	30,716,610	0.58	—	—	2.29	31.1	73	\$43,589	\$19,156	\$129,961	37
28: Aspiring Young Families	2,753,525	7,063,039	1.13	Multi-Units; Townhome	Family Mix	2.54	30.5	70	\$52,487	\$36,734	\$137,343	47
30: Retirement Communities	1,697,607	3,451,829	0.28	Multi-Units	Singles	1.91	52.6	42	\$49,174	\$99,494	\$183,328	54
34: Family Foundations	982,750	2,799,174	-0.09	Single Family	Family Mix	2.80	39.4	37	\$46,990	\$81,495	\$91,154	73
36: Old and Newcomers	2,269,841	4,698,829	0.42	Multi-Unit Rentals	Singles; Shared	1.99	37.2	59	\$44,601	\$23,498	\$149,772	37
39: Young and Restless	1,661,041	3,383,178	0.98	Multi-Unit Rentals	Singles; Shared	2.01	28.6	76	\$46,185	\$12,857	\$127,443	14
52: Inner City Tenants	1,765,003	4,428,438	0.54	Multi-Unit Rentals	Mixed	2.45	27.8	84	\$34,041	\$11,250	\$103,092	19
60: City Dimensions	1,010,403	2,813,346	0.06	Multi-Unit Rentals	Mixed	2.70	29.2	84	\$28,963	\$12,275	\$76,641	34
63: Dorms to Diplomas	523,603	2,078,777	0.71	Multi-Unit Rentals	Shared; Singles	2.14	21.7	56	\$19,089	\$8,899	\$140,966	10
U5: Urban Outskirts I	12,779,642	35,424,694	1.31	—	—	2.73	34.1	64	\$57,484	\$95,667	\$140,602	68
04: Boomburbs	2,664,345	8,315,705	4.51	Single Family	Married Couples w/Kids	3.11	33.8	51	\$110,681	\$387,651	\$282,689	88
24: Main Street, USA	3,014,852	7,790,781	0.56	Single Family; Multi-Units	Mixed	2.54	36.8	56	\$57,196	\$84,763	\$174,970	63
32: Rustbelt Traditions	3,286,068	8,275,978	0.03	Single Family	Mixed	2.48	36.7	44	\$51,378	\$82,469	\$94,696	72
38: Industrious Urban Fringe	1,785,990	6,220,964	1.53	Single Family	Family Mix	3.45	29.0	86	\$45,118	\$41,572	\$109,343	64
48: Great Expectations	2,028,387	4,821,266	0.09	Single Family; Multi-Units	Mixed	2.31	33.3	58	\$40,243	\$21,548	\$100,315	48



2010 Tapestry™ Segmentation Summary Table by Urbanization Groups

	Households	Population	2000-2010 Annual Pop Change (%)	Housing Type	Household Type	Average HH Size	Median Age	Diversity Index**	Median HH Income	Median Net Worth	Median Home Value	Home Ownership Rate (%)
United States	116,761,140	311,212,863	0.99	—	—	2.59	37.0	61	\$54,442	\$93,084	\$157,913	66
U6: Urban Outskirts II	5,987,126	16,377,963	0.22	—	—	2.60	31.3	79	\$28,476	\$14,068	\$72,130	48
51: Metro City Edge	1,092,167	3,191,869	-0.20	Single Family; Duplex	Family Mix	2.89	29.4	52	\$33,018	\$14,773	\$70,892	53
55: College Towns	940,365	2,343,169	0.57	Multi-Unit Rentals	Singles; Shared	2.08	24.4	54	\$31,271	\$12,027	\$137,707	29
57: Simple Living	1,641,383	3,603,072	0.04	Multi-Units; Single Family	Singles	2.07	41.3	55	\$29,408	\$15,034	\$96,358	43
59: Southwestern Families	1,142,299	4,095,148	1.22	Single Family	Family Mix	3.53	28.8	77	\$28,307	\$16,944	\$57,028	63
62: Modest Income Homes	1,170,912	3,144,705	-0.58	Single Family; Duplex	Other Family HHs; Singles	2.59	36.0	37	\$21,444	\$12,922	\$53,529	50
U7: Suburban Periphery I	18,411,853	50,782,481	2.13	—	—	2.73	40.2	43	\$79,859	\$274,983	\$225,585	83
02: Suburban Splendor	2,039,505	6,234,807	1.61	Single Family	Married Couple Families	3.04	41.6	37	\$121,661	\$621,888	\$388,380	90
06: Sophisticated Squires	3,195,509	9,672,135	1.82	Single Family	Married Couple Families	3.01	38.4	42	\$85,144	\$287,727	\$230,333	88
07: Exurbanites	2,935,451	8,015,500	1.61	Single Family	Married Couple Families	2.70	45.5	30	\$84,522	\$368,532	\$248,490	88
12: Up and Coming Families	4,094,371	12,147,376	4.56	Single Family	Married Couples w/Kids	2.95	31.9	58	\$76,135	\$175,142	\$175,637	83
13: In Style	2,903,888	7,160,931	1.21	Single Family; Townhome	Mixed	2.43	40.0	45	\$70,745	\$182,665	\$218,289	68
14: Prosperous Empty Nesters	2,139,496	5,214,026	0.53	Single Family	Married Couples w/No Kids	2.37	48.9	29	\$67,295	\$261,595	\$193,784	85
15: Silver and Gold	1,103,633	2,337,706	2.35	Single Family/Seasonal	Married Couples w/No Kids	2.08	60.1	25	\$67,806	\$331,108	\$274,320	83
U8: Suburban Periphery II	11,220,868	28,013,596	0.31	—	—	2.40	41.7	41	\$51,442	\$109,390	\$127,512	73
18: Cozy and Comfortable	3,289,642	8,699,176	0.48	Single Family	Married Couple Families	2.61	42.3	37	\$65,665	\$181,850	\$154,868	85
29: Rustbelt Retirees	2,412,558	5,791,373	-0.01	Single Family	MC w/No Kids; Singles	2.34	45.6	31	\$52,216	\$130,866	\$119,104	81
33: Midlife Junction	2,884,917	6,820,870	0.54	Single Family; Multi-Units	Mixed	2.26	41.8	36	\$48,161	\$80,220	\$131,464	65
40: Military Proximity	232,703	1,173,017	0.05	Townhome; Multi-Unit Rentals	Married Couples w/Kids	3.37	22.5	71	\$46,923	\$11,729	\$112,713	7
43: The Elders	708,501	1,224,286	1.22	Mixed/Seasonal	MC w/No Kids; Singles	1.69	73.2	19	\$42,293	\$186,098	\$121,383	85
53: Home Town	1,692,547	4,304,874	-0.12	Single Family	Mixed	2.48	34.5	60	\$33,823	\$20,574	\$63,863	58
U9: Small Towns	5,640,264	14,008,585	0.82	—	—	2.39	41.0	48	\$38,501	\$56,733	\$78,530	74
41: Crossroads	1,773,330	4,965,145	1.46	Mobile Home	Family Mix	2.72	32.2	66	\$43,799	\$50,016	\$61,838	73
49: Senior Sun Seekers	1,394,860	3,131,165	1.75	Single Family; Mobile Home/Seasonal	MC w/No Kids; Singles	2.17	53.6	40	\$37,752	\$90,439	\$95,401	81
50: Heartland Communities	2,472,074	5,912,275	-0.12	Single Family	Mixed	2.28	42.8	31	\$35,160	\$46,091	\$78,489	71
U10: Rural I	13,298,409	35,568,590	1.60	—	—	2.64	40.8	28	\$53,265	\$116,030	\$144,417	83
17: Green Acres	3,760,257	10,427,586	1.92	Single Family	Married Couple Families	2.75	41.0	23	\$63,430	\$174,417	\$179,073	86
25: Salt of the Earth	3,198,111	8,418,134	0.53	Single Family	Married Couple Families	2.59	41.8	17	\$50,406	\$104,721	\$124,189	84
26: Midland Crowd	4,447,619	12,183,514	2.18	Single Family; Mobile Home	Married Couple Families	2.71	37.2	39	\$50,096	\$88,854	\$121,782	81
31: Rural Resort Dwellers	1,892,422	4,539,356	1.48	Single Family; Mobile Home/Seasonal	Married Couples w/No Kids	2.36	47.6	27	\$47,120	\$104,741	\$181,197	81
U11: Rural II	8,871,850	23,264,554	0.43	—	—	2.55	40.1	39	\$37,474	\$51,605	\$86,296	80
37: Prairie Living	1,160,992	3,099,176	0.14	Single Family	Married Couple Families	2.61	41.6	27	\$42,830	\$79,313	\$103,090	79
42: Southern Satellites	3,162,097	8,251,611	0.63	Single Family; Mobile Home	Married Couple Families	2.57	38.5	31	\$39,720	\$52,671	\$86,547	81
46: Rooted Rural	2,817,420	7,254,278	0.54	Single Family; Mobile Home	Married Couple Families	2.49	42.6	33	\$37,952	\$60,202	\$95,084	81
56: Rural Bypasses	1,731,341	4,659,489	0.14	Single Family; Mobile Home	Family Mix	2.56	38.3	59	\$28,082	\$22,235	\$63,328	76

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