



### Tapestry LifeMode

- L1 High Society: Affluent, well-educated, married-couple homeowners
- L2 Upscale Avenues: Prosperous, married-couple homeowners in different housing
- L3 Metropolis: City dwellers in older homes reflecting the diversity of urban culture
- L4 Solo Acts: Urban young singles on the move
- L5 Senior Styles: Senior lifestyles by income, age, and housing type
- L6 Scholars and Patriots: College, military environments
- L7 High Hopes: Young households striving for the "American Dream"
- L8 Global Roots: Ethnic and culturally diverse families
- L9 Family Portrait: Youth, family life, and children
- L10 Traditional Living: Middle-aged, middle income—Middle America
- L11 Factories and Farms: Hardworking families in small communities, settled near jobs
- L12 American Quilt: Households in small towns and rural areas



Source: Esri



## Tapestry Segmentation

Tapestry Segmentation represents the fourth generation of market segmentation systems that began 30 years ago. The 65-segment Tapestry Segmentation system classifies U.S. neighborhoods based on their socioeconomic and demographic composition. Each segment is identified by its two-digit Segment Code. Match the two-digit segment labels on the map to the list below. A longer description of each segment is available at:

<http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf>

- |  |                                       |
|--|---------------------------------------|
| Segment 01: Top Rung                   | Segment 34: Family Foundations        |
| Segment 02: Suburban Splendor          | Segment 35: International Marketplace |
| Segment 03: Connoisseurs               | Segment 36: Old and Newcomers         |
| Segment 04: Boomburbs                  | Segment 37: Prairie Living            |
| Segment 05: Wealthy Seaboard Suburbs   | Segment 38: Industrious Urban Fringe  |
| Segment 06: Sophisticated Squires      | Segment 39: Young and Restless        |
| Segment 07: Exurbanites                | Segment 40: Military Proximity        |
| Segment 08: Laptops and Lattes         | Segment 41: Crossroads                |
| Segment 09: Urban Chic                 | Segment 42: Southern Satellites       |
| Segment 10: Pleasant-Ville             | Segment 43: The Elders                |
| Segment 11: Pacific Heights            | Segment 44: Urban Melting Pot         |
| Segment 12: Up and Coming Families     | Segment 45: City Strivers             |
| Segment 13: In Style                   | Segment 46: Rooted Rural              |
| Segment 14: Prosperous Empty Nesters   | Segment 47: Las Casas                 |
| Segment 15: Silver and Gold            | Segment 48: Great Expectations        |
| Segment 16: Enterprising Professionals | Segment 49: Senior Sun Seekers        |
| Segment 17: Green Acres                | Segment 50: Heartland Communities     |
| Segment 18: Cozy and Comfortable       | Segment 51: Metro City Edge           |
| Segment 19: Milk and Cookies           | Segment 52: Inner City Tenants        |
| Segment 20: City Lights                | Segment 53: Home Town                 |
| Segment 21: Urban Villages             | Segment 54: Urban Rows                |
| Segment 22: Metropolitans              | Segment 55: College Towns             |
| Segment 23: Trendsetters               | Segment 56: Rural Bypasses            |
| Segment 24: Main Street, USA           | Segment 57: Simple Living             |
| Segment 25: Salt of the Earth          | Segment 58: NeWest Residents          |
| Segment 26: Midland Crowd              | Segment 59: Southwestern Families     |
| Segment 27: Metro Renters              | Segment 60: City Dimensions           |
| Segment 28: Aspiring Young Families    | Segment 61: High Rise Renters         |
| Segment 29: Rustbelt Retirees          | Segment 62: Modest Income Homes       |
| Segment 30: Retirement Communities     | Segment 63: Dorms to Diplomas         |
| Segment 31: Rural Resort Dwellers      | Segment 64: City Commons              |
| Segment 32: Rustbelt Traditions        | Segment 65: Social Security Set       |
| Segment 33: Midlife Junction           | Segment 66: Unclassified              |