

Tapestry™ Segment and Groups

Tapestry Number	Tapestry Code	Tapestry Segment Name	LifeMode Code	LifeMode Group Name	Urbanization Code	Urbanization Group Name
1	1A	Top Tier	L1	Affluent Estates	L4	Suburban Periphery
2	1B	Professional Pride	L1	Affluent Estates	L4	Suburban Periphery
3	1C	Boomburbs	L1	Affluent Estates	L4	Suburban Periphery
4	1D	Savvy Suburbanites	L1	Affluent Estates	L4	Suburban Periphery
5	1E	Exurbanites	L1	Affluent Estates	L4	Suburban Periphery
6	2A	Urban Chic	L2	Upscale Avenues	L4	Suburban Periphery
7	2B	Pleasantville	L2	Upscale Avenues	L4	Suburban Periphery
8	2C	Pacific Heights	L2	Upscale Avenues	L2	Urban Periphery
9	2D	Enterprising Professionals	L2	Upscale Avenues	L4	Suburban Periphery
10	3A	Laptops and Lattes	L3	Uptown Individuals	L1	Principal Urban Center
11	3B	Metro Renters	L3	Uptown Individuals	L1	Principal Urban Center
12	3C	Trendsetters	L3	Uptown Individuals	L1	Principal Urban Center
13	4A	Soccer Moms	L4	Family Landscapes	L4	Suburban Periphery
14	4B	Home Improvement	L4	Family Landscapes	L4	Suburban Periphery
15	4C	Middleburg	L4	Family Landscapes	L5	Semirural
16	5A	Comfortable Empty Nesters	L5	GenXurban	L4	Suburban Periphery
17	5B	In Style	L5	GenXurban	L3	Metro Cities
18	5C	Parks and Rec	L5	GenXurban	L4	Suburban Periphery
19	5D	Rustbelt Traditions	L5	GenXurban	L2	Urban Periphery
20	5E	Midlife Constants	L5	GenXurban	L4	Suburban Periphery
21	6A	Green Acres	L6	Cozy Country Living	L6	Rural
22	6B	Salt of the Earth	L6	Cozy Country Living	L6	Rural
23	6C	The Great Outdoors	L6	Cozy Country Living	L6	Rural
24	6D	Prairie Living	L6	Cozy Country Living	L6	Rural
25	6E	Rural Resort Dwellers	L6	Cozy Country Living	L6	Rural
26	6F	Heartland Communities	L6	Cozy Country Living	L5	Semirural
27	7A	Up and Coming Families	L7	Ethnic Enclaves	L4	Suburban Periphery
28	7B	Urban Villages	L7	Ethnic Enclaves	L2	Urban Periphery
29	7C	American Dreamers	L7	Ethnic Enclaves	L2	Urban Periphery
30	7D	Barrios Urbanos	L7	Ethnic Enclaves	L2	Urban Periphery
31	7E	Valley Growers	L7	Ethnic Enclaves	L5	Semirural
32	7F	Southwestern Families	L7	Ethnic Enclaves	L2	Urban Periphery
33	8A	City Lights	L8	Middle Ground	L2	Urban Periphery
34	8B	Emerald City	L8	Middle Ground	L3	Metro Cities
35	8C	Bright Young Professionals	L8	Middle Ground	L2	Urban Periphery
36	8D	Downtown Melting Pot	L8	Middle Ground	L1	Principal Urban Center
37	8E	Front Porches	L8	Middle Ground	L3	Metro Cities
38	8F	Old and Newcomers	L8	Middle Ground	L3	Metro Cities
39	8G	Hardscrabble Road	L8	Middle Ground	L3	Metro Cities
40	9A	Silver & Gold	L9	Senior Styles	L4	Suburban Periphery
41	9B	Golden Years	L9	Senior Styles	L4	Suburban Periphery
42	9C	The Elders	L9	Senior Styles	L4	Suburban Periphery
43	9D	Senior Escapes	L9	Senior Styles	L5	Semirural
44	9E	Retirement Communities	L9	Senior Styles	L3	Metro Cities
45	9F	Social Security Set	L9	Senior Styles	L3	Metro Cities
46	10A	Southern Satellites	L10	Rustic Outposts	L6	Rural
47	10B	Rooted Rural	L10	Rustic Outposts	L6	Rural
48	10C	Diners & Miners	L10	Rustic Outposts	L6	Rural
49	10D	Down the Road	L10	Rustic Outposts	L5	Semirural
50	10E	Rural Bypasses	L10	Rustic Outposts	L6	Rural
51	11A	City Strivers	L11	Midtown Singles	L1	Principal Urban Center

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52	11B	Young and Restless	L11	Midtown Singles	L3	Metro Cities
53	11C	Metro Fusion	L11	Midtown Singles	L2	Urban Periphery
54	11D	Set to Impress	L11	Midtown Singles	L3	Metro Cities
55	11E	City Commons	L11	Midtown Singles	L3	Metro Cities
56	12A	Family Foundations	L12	Hometown	L2	Urban Periphery
57	12B	Traditional Living	L12	Hometown	L3	Metro Cities
58	12C	Small Town Simplicity	L12	Hometown	L5	Semirural
59	12D	Modest Income Homes	L12	Hometown	L2	Urban Periphery
60	13A	International Marketplace	L13	Next Wave	L2	Urban Periphery
61	13B	Las Casas	L13	Next Wave	L2	Urban Periphery
62	13C	NeWest Residents	L13	Next Wave	L1	Principal Urban Center
63	13D	Fresh Ambitions	L13	Next Wave	L1	Principal Urban Center
64	13E	High Rise Renters	L13	Next Wave	L1	Principal Urban Center
65	14A	Military Proximity	L14	Scholars and Patriots	L4	Suburban Periphery
66	14B	College Towns	L14	Scholars and Patriots	L3	Metro Cities
67	14C	Dorms to Diplomas	L14	Scholars and Patriots	L3	Metro Cities
68	15	Unclassified				