

# Tapestry Segmentation

Esri's **Tapestry Segmentation** system divides U.S. residential areas into 65 distinctive segments based on socioeconomic and demographic characteristics to provide an accurate, detailed description of U.S. neighborhoods. Use **Tapestry Segmentation** to identify your best markets, find the most profitable consumer types, tailor marketing messages to fit your audience, and define product and service preferences.

## Segment Summaries



### Segment 01 - Top Rung

*Top Rung*, Tapestry's wealthiest consumer segment, represents less than one percent of all U.S. households. The median household income of \$173,172 is more than three times higher than that of the U.S. median. The median age is 45 years. These residents are married couples with and without children, highly educated, and in their peak earning years of age 45-64. *Top Rung* residents own at least one single family home with a median home value approaching \$748,152. The home ownership rate is 90 percent. Because they can afford anything, they travel in style both domestically and abroad. *Top Rung* is the top segment for owning or leasing a luxury car; new imported vehicles especially convertibles equipped with a GPS. Exercise and community activities are part of their busy lifestyle. They'll read two or more daily newspapers and countless books.



### Segment 02 - Suburban Splendor

These successful suburbanites, the epitome of upward mobility and just a couple of rungs below the top, live in growing affluent neighborhoods. *Suburban Splendor* residents have a median household income of \$116,617. Most are two-income, married-couple families with or without children. With a median age of 43.4 years, they're well educated and have good jobs. Valued at \$373,796, their homes are large and luxurious. The home ownership rate is 92 percent. Home improvement and remodeling projects are a main focus; their homes feature the latest amenities and reflect the best in home design. Residents travel extensively for business and pleasure in the U.S. and abroad. They stay physically fit, go to the theater, read, and visit museums. They proactively track their investments, financial plans, and hold life insurance policies.



### Segment 03 - Connoisseurs

Second in wealth to *Top Rung*, but first for conspicuous consumption, *Connoisseurs* residents are well-educated and somewhat older, with a median age of 47.7 years. Although they're closer to retirement than child rearing, many of these married couples have children who still live at home. Their neighborhoods tend to be older, affluent, established, and slow-growing. They have a median household income of \$123,663 and supplement their salaries with income from interest, dividends, and rental properties. With a median home value of \$527,416, most of their homes are single-family structures built before 1970; 85 percent own their homes. They spend money for nice homes, cars, clothes, and vacations. Exercise is a priority for these physically-fit folks; they work out weekly at a club or other facility, ski, play golf and tennis, snorkel, practice yoga, and jog. Active in their communities, they work for political candidates or parties, write or visit elected officials, and participate in local civic issues.



#### **Segment 04 - Boomburbs**

The newest additions to the suburbs, *Boomburbs* communities are home to busy, affluent young families who live an upscale lifestyle. The median household income is \$103,545 more than double that of the U.S. median. The median age is 36.1 years. At a 4.5 annual percentage, this segment has the highest population growth, more than four times that of the national figure. The median home value is \$290,059; 86 percent own their homes. These are the newest developments in growing areas. To keep up with their busy lives, most households have two incomes and two vehicles. This is the top market to own projection TVs, MP3 players, laser printers, and to own or lease full-sized SUVs. It's the second highest to own flat-screen or plasma screen TVs, video game systems, digital camcorders, and own or lease minivans. They vacation with the family at Disney World and Universal Studios in Florida. They play tennis and golf; ski; and jog.



#### **Segment 05 - Wealthy Seaboard Suburbs**

These older, established, affluent neighborhoods are located primarily along the East and West Coasts. Married couples live in these stable, slow-changing areas. Approximately half of those who are employed work in management and professions. Their median age is 43.2 years. *Wealthy Seaboard Suburbs* neighborhoods are affluent; the median household income is \$98,852. Income is derived from a variety of sources. The median home value is \$379,345. The home ownership rate is 87 percent; 89 percent of the housing is single-family structures. They shop at Lord & Taylor; Macy's; Nordstrom; and Costco Wholesale. They also shop online or by phone. They take nice vacations in the U.S. and abroad. Europe, Hawaii, Atlantic City, Las Vegas, and Disneyland are favorite destinations. They also attend the theater, go to the beach, ski, and ice skate.



#### **Segment 06 - Sophisticated Squires**

Cultured country life in low density, newer home developments attracts these urban escapees. The median age is 40 years. These educated, married couple families hold good-paying jobs, and are willing to commute longer distances to maintain their semi-rural lifestyle. The median household income is \$81,280 and the median home value is \$228,574. The home ownership rate is 89 percent. Do-it-yourselfers handle their own lawn and landscaping and home improvement projects such as installing carpet or hardwood floors, and interior painting. They barbecue on their gas grills and make bread with their bread makers. This is the top market to own three more vehicles; they drive minivans and full-sized SUVs. They play volleyball, go biking, play board games and cards, visit the zoo, and attend soccer and baseball games.



#### **Segment 07 – Exurbanites**

Open areas define these affluent neighborhoods of empty nesters and married couples with children. Half are between the ages of 45 and 64 years. The median age is 46.6 years. Approximately half of those who work hold professions or management positions. Median household income is \$85,483. Most of the housing is single-family homes. The median home value is \$247,315. Because their financial health is a priority, they consult with financial planners and go online to track their diverse investment portfolios. They hold long-term care and substantial life insurance policies. They work on their houses, lawns, and gardens. They go bird watching, hiking, kayaking, play Frisbee, and take photos. Many join fraternal orders and participate in civic activities.



### **Segment 08 – Laptops and Lattes**

Eligible and unencumbered by homeownership and children, residents of these neighborhoods are single, affluent, and still renting. The median age is 37.6 years. They are highly educated, professional, and partial to big-city life, preferring major metropolitan areas such as New York, Los Angeles, San Francisco, Boston, and Chicago. The median household income is \$97,408. The median home value is \$590,259; the homeownership rate is 39 percent. Tech-savvy, this is the top group to own a Blackberry and the second top market for owning an iPod; they go online daily, especially to shop. Their favorite department store is, by far, Banana Republic. They go to the movies, rock concerts, shows, museums, and nightclubs. They exercise regularly and take vitamins. They practice yoga, go jogging, ski, read, watch foreign films on video or DVD, eat out, and travel abroad. They tend to be liberal politically and work for environmental causes.



### **Segment 09 – Urban Chic**

Well educated married couples and single professionals live an urban, exclusive lifestyle in their expensive single-family houses. The median age is 43 years. The median household income of \$91,298 enables residents of *Urban Chic* neighborhoods to live in style. The home ownership rate is 65 percent and the median home value is \$435,411. Residents travel extensively, visit museums, attend dance performances, play golf, and go hiking. They go online frequently to trade or track their investments or to shop for concert and sports event tickets, clothes, flowers, and books. They appreciate a good cup of coffee while reading a book or newspaper, and listen to classical music, all-talk, or public radio. Civic-minded, they would probably work as volunteers.



### **Segment 10 – Pleasant-Ville**

Prosperous domesticity distinguishes the settled, married couple families in these neighborhoods of single-family houses. Approximately half of the houses were built in the 1950s and 1960s. The median home value is \$279,632; 81 percent own their homes. Located primarily in the Northeast and California, some of these middle-aged residents are nearing retirement. The median age is 40.8 years. Approximately 40 percent have children. These residents have a median household income of \$74,355. Home remodeling projects are a priority for those who live in older houses. They shop at upscale department stores and warehouse or club stores. Sports fanatics, they go to ball games, listen to sports programs and games on the radio, and watch a variety of sports on TV.



### **Segment 11 - Pacific Heights**

In the high-rent districts of California and Hawaii, most residents live in single-family homes or townhouses. The median home value is \$429,952 and the home ownership rate is 67 percent. One in two households in this small affluent market earns approximately \$76,699. The median age is 40.1 years. Distance doesn't deter them from keeping in touch with family living abroad; they call frequently and travel overseas to visit. Many own three or more cell phones. They usually visit Disneyland or Las Vegas, play chess, read history books, and rent classic movies on DVD to watch on their giant screen or projection TVs. This is the top market for owning an Apple iMac.



### **Segment 12 - Up and Coming Families**

Tapestry's second highest household growth market, with a median age of 32.6 years, this is the youngest of Tapestry's affluent family markets. The median household income is \$66,417. Young, affluent families with young children live in suburban neighborhoods on the outskirts of mid-sized metropolitan areas concentrated in the South, West, and Midwest. They live in newer homes with a median home value of \$183,497; the home ownership rate is 80 percent. They frequently shop for furniture, and baby and children's products. They play softball; take the children to the zoo; visit Sea World or Disney World; and watch science fiction, comedy, and family videos or DVDs.



### **Segment 13 - In Style**

Even though they live in affluent neighborhoods in the suburbs of metropolitan areas, they prefer city life. Most residents are professional couples. Nearly one-third have children. The median age is 40.8 years; the median household income is \$67,502. Townhouse ownership is more than double that of the national level; however, more than half live in traditional single-family homes. The median home value is \$217,201; the home ownership rate is 68 percent. These computer-savvy folks go online daily to research information, shop, or track their investments. They own a diverse investment portfolio, contribute to retirement savings plans, and hold long-term care and life insurance policies. They go to the beach, snorkel, play golf, gamble at casinos, and travel domestically.



### **Segment 14 - Prosperous Empty Nesters**

Residents of these well-established neighborhoods throughout the US; approximately one-third of which are on the East Coast; are educated, experienced, and enjoying transitioning from child-rearing into retirement. Forty percent of the households are married couples with no children living at home. The median age is 48.3 years; more than half are aged 55 years or older. The median household income is \$66,014. The median home value is \$191,876; 83 percent own their homes. They guard their physical and financial health, and take an active interest in their houses. They travel extensively both at home and abroad. They refinish furniture, play golf, attend sports events, and read mystery novels. Active in their communities, they join civic clubs, help with fundraising, and volunteer.



### **Segment 15 - Silver and Gold**

The second oldest of the Tapestry segments with a median age of 60.9 years, and the wealthiest of the Tapestry seniors, most have retired from professional careers and moved to sunny climates. The median household income is \$68,518 and the median home value is \$270,334. The home ownership rate is 82 percent. More than 60 percent live in the South, mostly in Florida; 25 percent are in the West, primarily in Arizona and California. These neighborhoods are exclusive, with a large proportion of seasonal housing. They travel; do woodworking projects; play cards; go bird watching, target shooting, saltwater fishing, and power boating. Golf is more of a way of life than a leisure activity; they play, attend tournaments, watch matches on TV, and listen to golf programs on the radio. They are avid readers, but allow time for their favorite TV shows and a multitude of news programs.



### **Segment 16 - Enterprising Professionals**

These young, educated, single or married, working professionals with a median age of 32.8 years and growing consumer clout live in townhouses or apartments in newer neighborhoods. The median household income is \$62,559 and the median home value is \$225,934. The home ownership rate is 43 percent. They rely on cell phones and PCs to stay in touch. They go online to find their next job or home, track their investments, and shop. They own the latest electronics, practice yoga, play Frisbee and football, jog, go to the movies, and attend horse races and basketball games. They also travel frequently in the US and abroad.



### **Segment 17 – Green Acres**

These neighborhoods are a “little bit country”, in pastoral settings of developing suburban fringe areas, mainly in the Midwest and South. The median age is 42.3 years. Most residents are married couples with and without children who live in single-family homes with a median home value of \$181,399. The home ownership rate is 86 percent. The median household income is \$60,821. These do-it-yourselfers own all of the right tools to maintain and remodel their homes, paint, install carpet, add a deck, and take care of their lawns and gardens. They ride motorcycles and drive full-sized pickup trucks. They ride bikes and go bird watching, waterskiing, canoeing, power boating, target shooting, hunting, and kayaking. They also go to car races.



### **Segment 18 - Cozy and Comfortable**

Settled, married, and working in suburban areas of the Midwest, Northeast, and South, many couples still live in the pre-1970s, single-family homes in which they raised their children. The median home value is \$153,190. The home ownership rate is 84 percent. The median age is 42 years and the median household income is \$57,428. Improving and remodeling their homes is important; they take care of their lawns and paint. They may do other projects themselves, but will also contract for more complicated work. They play softball and golf, go to ice hockey games, watch science fiction films on video or DVD, and gamble at casinos. Watching TV is important to these folks; many own four or more sets so they won't miss their favorite programs on QVC, Home & Garden Television, and The History Channel.



### **Segment 19 - Milk and Cookies**

Young, affluent married-couple families, half of whom have children, live in single-family houses in suburban areas in the South, particularly in Texas, with smaller concentrations in the West and Midwest. The median age is 34.2 years. Two incomes, more than one child, and two vehicles are the norm for these folks. The median household income is \$54,389 and the median home value is \$134,570. The home ownership rate is 76 percent. They make sure they are well-insured for the future. They buy baby and children's products and timesavers such as fast food. They fly kites and play video games, chess, backgammon, basketball, and football. They watch Toon Disney, the Discovery Health Channel, ESPNNews, and Lifetime Movie Network on TV.



### **Segment 20 - City Lights**

Diverse families and singles living in densely populated areas primarily in the Northeast, these neighborhoods are a mixture of housing, household types, and cultures. The median household income is \$59,209. They live in single-family homes, townhouses, and apartments. The median home value is \$352,747 and the home ownership rate is 52 percent. Thirty-five percent live in two-to-four unit apartment buildings, almost four times the national figure. Approximately two-thirds of the housing was built before 1960. The median age of 38.5 years is slightly older than the national median of 37.3 years. They are more likely to buy household furnishings instead of spending for home maintenance projects. They shop at a variety of stores, especially Macy's, Lord & Taylor, The Disney Store, Gap, and BJ's Wholesale Club. They prefer to travel abroad. Conservative investors, they own U.S. savings bonds.



### **Segment 21 – Urban Villages**

Multicultural enclaves of young families unique to U.S. "gateway" cities are found primarily in California. The median age is 33 years. All types of families live in these areas; the average family size of 4.16 people is the second highest of the Tapestry segments. Many earn two incomes from jobs in the manufacturing, health care, retail trade, construction, and education industry sectors. The median household income is \$55,569 and the median home value is \$241,521. The home ownership rate is 68 percent. Most own multiple vehicles and older, single-family homes. Family and home obligations dictate their purchases; they spend time and money for home remodeling projects and repairs. They play soccer and tennis; rent foreign films; listen to Hispanic and variety radio; and visit Disneyland, Sea World, or Six Flags.



### **Segment 22 - Metropolitans**

Living in an eclectic mix of single-family homes and multi-unit structures, residents of these neighborhoods prefer city life in older neighborhoods. Approximately half are singles who live alone or share housing; however, 40 percent of the households are married couple families. The median age is 37.1 years. Half of them work in professions or management. The median household income is \$54,926, and the median home value is \$202,059; 59 percent own their homes. Busy and active, they travel frequently, participate in numerous civic activities, visit the zoo and museums, and listen to jazz and classical music on the radio. Refinishing furniture and playing a musical instrument are favorite hobbies. They practice yoga, go rollerblading, and hiking/backpacking.



### **Segment 23 - Trendsetters**

On the cutting edge of urban style, residents of these older West Coast city neighborhoods are young, diverse, mobile, educated professionals with substantive jobs. The median age is 34.8 years. More than half live in single-person or shared households. Most rent upscale apartments in multi-unit buildings. The median home value is \$384,428; 31 percent own their homes. The median household income is \$53,345. They're spenders; they shop in stores, online, and by phone. They go online daily and own the latest electronic gadgets. They play tennis, volleyball, baseball, and golf; go ice skating and snorkeling. They travel, practice yoga, go to rock concerts, and read biographies. They watch syndicated TV shows such as *Access Hollywood* and *Seinfeld*.



### **Segment 24 – Main Street USA**

When comparing household type, age, race, education, housing type, occupation, industry, and household income distributions, this segment is very similar to the U.S. A mix of single-family homes and multi-unit buildings, these neighborhoods are found in the suburbs of smaller metropolitan cities, primarily in the Northeast, West, and Midwest. The median age is 36.9 years. The median household income is \$55,450; the homeownership rate is 61 percent; and the median home value is \$173,956. Residents volunteer and actively participate in civic issues. They care for their lawns and gardens, and work on small home improvement projects. They go to the beach, visit theme parks, play chess, go bowling or ice skating, and exercise aerobically.



### **Segment 25 - Salt of the Earth**

Settled, hard-working, and self-reliant, these married-couple families live in single-family homes in small towns or rural areas; the homeownership rate is 83 percent and the median home value is \$129,218. The median age is 43 years. Employment rates in these neighborhoods are higher than the U.S. level, and unemployment is lower. Most of the jobs are in the manufacturing, construction, mining, and agriculture industry sectors. The median household income is \$48,244. Vehicles are important; 28 percent own three; most drive a truck, and many ride a motorcycle. They work on small home improvement projects and maintain their own vehicles. Families often own two more pets, most frequently dogs or cats. They go fishing, hunting, target shooting, attend country music concerts and car races, and fly kites.



### **Segment 26 - Midland Crowd**

With approximately 12 million people, *Midland Crowd* is Tapestry's largest market. Most of these neighborhoods are in villages or towns in rural areas throughout the U.S. The median age of 38.1 years approximates the U.S. median of 37.3 years. Most households are married-couple families, half with children. The median household income is \$48,144; the homeownership rate is 79 percent, and the median home value is \$143,713. Two-thirds of the housing is single-family homes; 28 percent are mobile homes. Residents are somewhat politically conservative, and proud of their homes, lawns, and vehicles. They go hunting and fishing, do woodworking projects, and own pets, especially dogs or birds. Many own a satellite dish so they can watch various TV news programs and shows on CMT and the Outdoor Life Network.



### **Segment 27 - Metro Renters**

These young (approximately 30 percent are in their 20s), well-educated singles are beginning their professional careers in some of the largest U.S. cities such as New York City, Los Angeles, and Chicago. The median age is 32.1 years; the median household income is \$49,852. Most rent apartments in high-rise buildings, living alone or with a roommate. For those who do own their homes, the ownership rate is 22 percent and the median home value is \$293,556. In their spare time, they travel, read two or more daily newspapers, listen to classical music and public radio, and go online. To stay fit, they work out regularly at clubs, play tennis and volleyball, practice yoga, ski, and jog. They go dancing and to the movies, attend rock concerts, visit museums, and throw Frisbees. Painting and drawing are favorite hobbies. They are politically liberal.



### **Segment 28 - Aspiring Young Families**

Young, married-couple families or single parents with children live in these large, growing metropolitan areas in the South and West, concentrated in California, Texas, and Florida. The median age is 31.1 years and the median household income is \$44,495. Half of them live in owner-occupied single-family housing or townhouses; the home ownership rate is 47 percent and the median home value is \$143,005. Many of those who rent live in newer multi-unit apartment buildings. They buy home furnishings, baby and children's products, and toys. They've recently bought electronics such as cameras and video game systems. They eat out; go out dancing and to the movies, and professional football games. They also go fishing, lift weights, play basketball, and visit chat rooms online. They would probably go to a theme park during vacation.



### **Segment 29 - Rustbelt Retirees**

A mix of married-couple families, single parents, and singles, these neighborhoods are the foundation of older, industrial cities in states bordering the Great Lakes. Most residents are married couples with no children or singles who live alone. They own and live in modest single-family houses. The home ownership rate is 79 percent and the median home value is \$117,831. The median age is 44.6 years and the median household income is \$45,782. Although many are still working, more than 40 percent receive Social Security benefits. Unlike many retirees, these folks are content to stay put. They are proud of their homes and gardens. They participate in community activities, play bingo and golf, gamble in Atlantic City, go to horse races, work crossword puzzles, and join veterans' clubs.



### **Segment 30 - Retirement Communities**

Dominated by singles who live alone often in congregate housing, these neighborhoods are scattered in cities across the U.S. Many of these older, educated folks are aged 65 years or older; the median age is 50.9 years. The median household income is \$48,319 and the median home value is \$192,043. The home ownership rate is 53 percent. Good health is a priority, so they visit their doctors regularly, watch their diets, exercise, buy low-sodium foods, and take vitamins. They work crossword puzzles, play bingo, garden indoors, go canoeing, gamble, and travel abroad. They like to spend time with their grandchildren and spoil them with toys. They are usually working on a home improvement project.



### **Segment 31 - Rural Resort Dwellers**

Housing in these small, growing communities in rural non-farm areas with mild climates and pastoral settings is single-family homes and mobile homes, with a significant proportion of seasonal housing. Most residents are either married couples with no children living at home or singles who live alone. The median age is 50 years and the median household income is \$47,585. Self-employment and working from home is higher than average. The median home value is \$174,651 and the home ownership rate is 80 percent. Their tastes and lifestyles are simple. Rural life and land call for riding lawn mowers and satellite dishes. They own the tools to care for their lawns and gardens. Many own or lease a truck. They go boating, hunting, fishing, snorkeling, canoeing, and listen to country music.





### **Segment 32 - Rustbelt Traditions**

Forming the backbone of older industrial states bordering the Great Lakes, these neighborhoods are a mix of married-couple families, single-parent families, and singles who live alone. Most of them own and live in modest single-family houses. The homeownership rate is 69 percent and the median home value is \$94,381. Those who are employed work in the service, manufacturing, and retail trade industries. The median age is 36 years; the median household income is \$50,946. Fiscally conservative, they bank at a credit union and invest in certificates of deposit. They use coupons regularly especially at Sam's Club work on home improvement or remodeling projects, and buy domestic vehicles. They hunt; fish; and attend car races, country music shows, and ice hockey games. They also listen to games on the radio.



### **Segment 33 - Midlife Junction**

In suburbs scattered across the country, residents of these communities lead quiet, settled lives as they phase out of their child-rearing responsibilities. Approximately half are married-couple families; 31 percent are singles who live alone. Their median age is 41.1 years. A third receives Social Security benefits. The median household income is \$43,391. Nearly two-thirds live in single-family homes with a median home value of \$134,904. The home ownership rate is 62 percent. Most of the others rent apartments in multi-unit buildings. Not attracted to fads, they're careful with their money. They browse catalogs before shopping by mail or phone from JCPenney, L.L. Bean, and Lands' End. They practice yoga, go to country music concerts and car races, refinish furniture, and read romance novels.



### **Segment 34 - Family Foundations**

Family is the cornerstone of life in these stable communities. A family mix of married couples, single parents, grandparents, and young and adult children populate these small, urban neighborhoods located primarily in large Southern and Midwestern metropolitan areas. These neighborhoods experience little turnover; they've grown very little since 2000. The median age is 39.5 years; the median household income is \$37,352. Most residents live in owner-occupied, single-family housing built before 1970. The home ownership rate is 68 percent and the median home value is \$94,844. Many are members of church boards or religious clubs and participate in fundraising. Basketball is a favorite sport; they play it, go to professional games, watch it on TV, and listen to it on the radio. They watch courtroom TV shows, sports, and news programs on TV; and listen to gospel, urban, and jazz radio.



### **Segment 35 – International Marketplace**

These developing urban neighborhoods in the coastal gateway states of California and the Northeast are a rich blend of cultures and household types. Approximately 70 percent of the households are families; 44 percent of which are married couples with children and single parents. A typical family rents an apartment in an older, multi-unit building. The median home value for those who do own a home is \$272,968 and the home ownership rate is 30 percent. The median age is 32 years; the median household income is \$40,370. They buy groceries and children's clothes. They shop at Marshall's and Costco Wholesale, but will stop by 7-Eleven and AM/PM for quick purchases. They are loyal listeners of Hispanic radio, and watch movies and sports on TV.



### **Segment 36 - Old and Newcomers**

Spread throughout U.S. metropolitan areas, these neighborhoods are age-disparate, shared by retirees and people who are just starting their careers. The proportion of residents in their 20s or aged 75 and older is higher than the national figure. The median age is 36.4 years. More single-person and shared households than families live in these areas. Many residents have moved in the past five years. Sixty percent rent; approximately half of them live in mid- or high-rise buildings. The median home value for homeowners is \$157,877 and the ownership rate is 35 percent. They hold substantial life insurance policies and invest in certificates of deposit, bonds, and annuities. Their leisure activities reflect their age differences; they go roller skating, play golf, gamble at casinos, play bingo, go to college ball games, and listen to classic hits radio. Many are members of fraternal orders or school boards.



### **Segment 37 - Prairie Living**

Agriculture supports the economy of this segment; small, family-owned farms dominate these stable communities, located mainly in the Midwest. Two-thirds of the households are married couple families; the median age is 43.3 years, and the median household income is \$43,692. Homeownership is at 80 percent and the median home value is \$125,961. Although single-family homes are characteristic of these communities, 11 percent lives in mobile homes. Approximately 36 percent of the housing was built before 1940. When not tending the farm, these folks go hunting, fishing, target shooting, and horseback riding. They have a pet dog or cat, and work on their vegetable gardens, vehicles, and home improvement projects. They're big country music fans. Many are members of church boards, join civic clubs, and are involved in community issues. Because cable TV can be unavailable in these rural areas, many families own a satellite dish.



### **Segment 38 – Industrious Urban Fringe**

Family is central in these communities located on the fringe of metropolitan cities, approximately half of which are in the West, and 40 percent are in the South. Children live in more than half of the households many of which are multi-generational. The median age is 29.5 years; the median household income is \$38,847. Two-thirds live in owner-occupied, single-family housing. The median home value is \$115,782. Most employed residents work in the manufacturing, construction, retail trade, and service industries. They buy necessities for their babies and children, along with toys and video games. They go to the movies several times a month, frequently watch movies and syndicated TV shows at home and and listen to Hispanic radio.



### **Segment 39 - Young and Restless**

Young and on the go, approximately 85 percent of these residents has moved in the past five years. The median age is 28.9 years. Most rent apartments in multiunit buildings. Almost 60 percent of the households are single-person or shared. The homeownership rate of 14 percent is extremely low; however, for those who own their homes, the median home value is \$139,730. The median household income is \$37,235. They go online to visit chat rooms, play games, obtain the latest news, and search for jobs. They read computer and music magazines, listen to public radio, watch movies in the theater and on video/DVD, go to rock concerts, play pool, go dancing, and exercise weekly at a gym.



### **Segment 40 - Military Proximity**

These communities depend upon the military for their livelihood; most of the labor force is in the Armed Forces, while others work in civilian jobs on military bases. The median household income is \$38,795; the median age is 22.5 years. Two-thirds of the households are married-couple families with children. Housing types are mainly townhouses and apartments in small multi-unit buildings; 93 percent are rentals. The homeownership rate of 5 percent is extremely low; the median home value is \$137,112. Residents participate in civic activities, join business clubs, and go online to trade stocks and shop. For exercise, they snorkel, play tennis, practice yoga, and jog. Families visit theme parks and the zoo, throw Frisbees, and go bowling. Recent purchases include MP3 players, digital cameras, video game systems, cell phones, and jewelry. Many households include a pet, most likely a dog.



### **Segment 41 – Crossroads**

Young families of married couples and single parents live in mobile homes are typical of these growing small-town neighborhoods throughout the South, Midwest, and West. The median age is 33.7 years; median household income is \$36,322. The homeownership rate is 69 percent and the median home value is \$113,108. More than half live in mobile homes; 36 percent live in single-family housing. Most work in the manufacturing, construction, retail trade and service industries. They usually shop at discount stores, but will also frequent convenience stores. They drive domestic cars and trucks and will often buy and service used vehicles. They go fishing, race cars, attend car races, and play the lottery. Many households own dogs and will take the family to Sea World at least once a year.



### **Segment 42 - Southern Satellites**

Most of the households in these rural Southern neighborhoods are comprised of married-couple families. They work in the manufacturing and service industries. The median age is 39.9 years and the median household income is \$36,759. Most of them own and live in newer single-family houses or mobile homes. The home ownership rate is 78 percent and the median home value is \$100,300. They enjoy country living; they listen to gospel and country music on the radio, go to country music concerts, hunt, fish, and race cars. They watch CMT and Outdoor Life Network on TV, often via a satellite dish. They own and drive older domestic vehicles such as trucks and two-door sedans. They work in their vegetable gardens, and probably own riding mowers, garden tractors, and tillers.



### **Segment 43 - The Elders**

The median age of 71.2 years distinguishes this segment as Tapestry's oldest. The highest concentrations of these retiree residents live in senior living communities, primarily in warm climates. Half are located in Florida; 30 percent are in Arizona and California. Approximately 80 percent collect Social Security; 48 percent receive retirement income. The median household income is \$38,167. The homeownership rate is 83 percent and the median home value is \$136,272. They are members of veterans' clubs and fraternal orders. Health-conscious, they take vitamins, visit doctors regularly, and watch their diets. They travel, work crossword puzzles, go fishing, attend horse races, gamble at casinos, go to the theater, and eat out. They also play golf, listen to golf matches on the radio, and watch tournaments on The Golf Channel. Their daily routine includes watching TV and reading newspapers.



#### **Segment 44 - Urban Melting Pot**

These ethnically rich neighborhoods are comprised of recently settled immigrants; more than half of whom were born abroad. Half of the foreign-born residents immigrated to the U.S. in the past 10 years. Most rent apartments in high-density urban canyons of large cities, primarily in New York and California. Approximately half of the housing units were built before 1950. Because most people rent, the homeownership of 23 percent is low. The median home value is \$457,260. The median age is 36.4 years; the median household income is \$39,907. Fashion- and cost-conscious, these residents love to shop everywhere, from upscale retailers to warehouse/club stores. They go to the beach, visit theme parks and museums, play football, and go ice skating and rollerblading. Distance doesn't deter them from contacting family living outside the U.S. They keep in touch with phone calls and foreign travel.



#### **Segment 45 – City Strivers**

A mix of family types, residents of these neighborhoods live in densely settled areas of major metro cities such as New York City and Chicago. The median age is 33.8 years; the median household income is \$36,621. Employment is concentrated in the city; half of the employed residents work in the health care sector of the service industry. Twenty-two percent are government workers. Most of the housing is older rental apartments in smaller multi-unit buildings. The home ownership rate is 31 percent; the median home value is \$273,301. Residents spend primarily for groceries, baby products, and children's essentials. They go to dance performances, football and basketball games, and Six Flags theme parks. They listen to all-news, urban, and jazz radio formats; and watch a lot of TV, particularly movies, sitcoms, news programs, courtroom TV and talk shows, tennis, and wrestling.



#### **Segment 46 - Rooted Rural**

These neighborhoods are found in rural areas throughout the country; however, more than three fifths are located in the South. With a median age of 44.1 years, most of these residents are married couples. Approximately one-third receive Social Security. The median household income is \$37,561. Housing types are single-family, mobile homes, and some seasonal housing. The homeownership rate is 80 percent and the median home value is \$109,250. Stable and settled, these residents tend to stay put and work on their homes, gardens, and vehicles. They go hunting, fishing, target shooting, and boating; attend country music concerts; and listen to country music on the radio. They watch TV by satellite dish – favorite channels include CMT and Outdoor Life Network. Many families own pets.



#### **Segment 47 - Las Casas**

Residents of these neighborhoods, the latest wave of Western pioneers, are settled primarily in California; approximately half were born outside of the U.S. Most are young, Hispanic families; 63 percent of the households include children. At 4.14 people, this segment has the highest average household size among all of the Tapestry segments. The median age is 37.8 years, and the median household income is \$34,323. The homeownership rate is 36 percent and the median home value is \$197,700. Housing types include apartments in older buildings, single-family homes, and townhouses. Residents buy baby and children's products, listen to Hispanic radio, read adventure stories, and play soccer. Many treat their children to a day at a theme park, especially Disneyland. Mexico is a destination when they travel.



### **Segment 48 – Great Expectations**

Young singles and married-couple families dominate household types in these older suburban neighborhoods located throughout the country, most often found in the South and West. The median age is 33.2 years and the median household income is \$33,993. Most of them work in the manufacturing, retail, and service industries. Approximately half rent apartments in low- or mid-rise buildings; others own and occupy single-family housing. The homeownership rate is 46 percent and the median home value is \$105,899. Most of the housing was built before 1950. Young and active residents eat out and go to the movies, bars, and nightclubs. They also go roller skating; rollerblading; play Frisbee, chess, and pool; attend car races; read music magazines; and listen to rock radio.



### **Segment 49 - Senior Sun Seekers**

Many residents of this fast-growing segment located mainly in the South and West, especially in Florida, have escaped cold weather and permanently re-located to warmer areas; others are “snowbirds” who move south for the winter. Most are retired or are anticipating retirement. The median age is 52.5 years; 62 percent are aged 55 years or older. The median household income is \$35,714. Most housing is single-family or mobile homes and a high proportion of seasonal housing. The homeownership rate is 77 percent and the median home value is \$111,428. Residents hold lots of insurance policies and consult with a financial advisor. They join veterans’ clubs and fraternal orders, eat out, read (especially boating magazines), watch TV, go fishing, play bingo and backgammon, work crossword puzzles, and gamble at casinos. Residents hold lots of insurance policies and consult with a financial advisor.



### **Segment 50 - Heartland Communities**

Preferred by approximately 6 million people, these small town neighborhoods are found primarily in the Midwest and South. The median age of residents is 41.8 years; nearly one-third is aged 65 years or older. The median household income is \$34,326. More than 75 percent of the housing is single-family. Most of the homes are older, built before 1950. The home ownership rate is 66 percent and the median home value is \$87,439. Their distinctly country lifestyle is reflected in their interest in hunting, fishing, woodworking, listening to country music, and playing bingo. In addition to working on home improvement projects, they are avid gardeners and read gardening magazines. They participate in civic activities and take an interest in local politics. They shop from catalogs and QVC, and buy products from Avon representatives.



### **Segment 51 - Metro City Edge**

Married couples, single parents, and multi-generational families live in these older neighborhoods of large Midwestern and Southern metropolitan cities. The median age is 31 years and the median household income is \$27,875. Nearly half of the employed residents work in the service industry. Most live in single-family housing; 14 percent live in 2-4 unit buildings, many of which are duplexes. The homeownership rate is 48 percent and the median home value is \$79,472. Prudent shoppers, they buy household and children’s products at superstores and wholesalers. They watch TV; favorites are sitcoms and courtroom TV shows. They go to the movies, visit theme parks, go roller skating, and play basketball. They read music, gardening, and baby magazines; and listen to urban and gospel radio.



### **Segment 52 - Inner City Tenants**

A microcosm of urban diversity located primarily in the South and West, these neighborhoods are a mix of young, multi-cultural, married, and single residents. The median age is 28.9 years and the median household income is \$28,582. Although most rent economical apartments in mid- or high-rise buildings, the median home value is \$116,409 for those who own their homes. The home ownership rate is 19 percent. They have recently bought video game systems, baby food, baby products, and furniture. Few have access to the Internet at home; those with no access go online at school or at the library to play games and visit chat rooms. They eat out at fast food restaurants; go to the movies; attend football games; go waterskiing, and play football, basketball, and soccer. Some enjoy the nightlife, going to bars and dancing at nightclubs.



### **Segment 53 – Home Town**

A mix of singles and families, residents of these settled, low-density communities are content to stay close to home, so their neighborhoods rarely change. Although people may move from one single-family house to another, they seldom cross county lines. The homeownership rate is 53 percent and the median home value is \$74,717. The median age is 33.9 years. The median household income is \$28,501. Most of those who work have jobs in the manufacturing, retail trade, and service industries. They go fishing; and play baseball, bingo, backgammon, and video games. They watch shows on CMT, Nick at Nite, Game Show Network (GSN), and TV Land. They shop at Belk and Wal-Mart, and also buy products from their Avon representative.



### **Segment 54 - Urban Rows**

Different family types who live in row houses are characteristic of these neighborhoods found primarily in large Northeastern cities, with smaller concentrations in the South. Two-thirds are in Pennsylvania; one-fifth is in Maryland. This is the smallest Tapestry segment; the population is 1.2 million people. The median age is 32.6 years; the median household income is \$29,467. The homeownership rate is 51 percent and the median home value is \$113,593. Most of the housing was built before 1950. Residents rarely eat out. They shop at BJ's Wholesale Club for general merchandise; they buy groceries at Acme, Pathmark, and Giant. They play baseball; attend basketball games; listen to urban, variety, and jazz radio; and watch sitcoms and sports on TV. Many don't subscribe to cable and nearly half don't own a vehicle.



### **Segment 55 – College Towns**

Education is the focus for these residents; approximately 41 percent is enrolled in college or graduate school. The median age is 24.4 years, with a high concentration of 18-to-24-year-olds. The median household income is \$32,433. One in eight lives in an on-campus dorm; others rent low-income apartments off campus. Nearly 31 percent are "townies" who live in owner-occupied housing. The home ownership rate is 26 percent; the median home value is \$152,667. Convenience is the primary feature of food purchases; residents eat out, order in, or eat easy-to-prepare meals. Many own a laptop computer. They jog; go horseback riding; practice yoga; play tennis; rent videos; play chess or pool; attend concerts, college football or basketball games; and hang out at bars. They listen to classical music and public radio.



### **Segment 56 - Rural Bypasses**

These neighborhoods are in small Southern towns along back country roads near open space, undeveloped land, and farms. The median age of residents is 40 years. The median household income is \$27,725. Unemployment is high; however, those who work have jobs in the agriculture, mining, manufacturing, and construction industries at a higher-than-average rate. Most of them live in single-family housing; 32 percent of which is mobile homes. The home ownership rate is 73 percent and the median home value is \$86,859. To save money, they maintain their own homes, gardens, and vehicles. They hunt; fish; read hunting and fishing magazines; listen to gospel radio; and watch courtroom shows, cartoons, and talk shows on TV. They recently bought baby products, clothes, and toys.



### **Segment 57 - Simple Living**

In urban outskirts or suburbs across the U.S., half of the population of these neighborhoods is singles who live alone or share housing; 32 percent is married couple families. Approximately one-third is aged 65 years or older, 19 percent is aged 75 years or older; the median age is 40 years. They live in single-family houses, senior assisted living facilities, and various sized multi-unit buildings. Fifty-five percent rent. For those who own their homes, the median home value is \$97,397. The home ownership rate is 39 percent. Approximately 40 percent receives Social Security benefits. The median household income is \$27,007. Younger residents go dancing; the seniors go to bingo nights. To stay fit, they play softball and volleyball. Many do not own a PC, cell phone, or DVD player; however, they watch a lot of TV. Favorites are sitcoms and science fiction shows.



### **Segment 58 - NeWest Residents**

Leading a strong family-oriented lifestyle, families dominate in these communities found primarily in major western and southern cities with the largest concentrations in California and Texas. Families are married-couple or single-parent; children are present in 54 percent of the households. Residents rent apartments in mid- or high-rise buildings. At 17 percent, the home ownership rate is just 17 percent; the median home value is \$125,427. Approximately half of the population is foreign-born. They are young; the median age is 27.4 years. The median household income is \$25,284. Those who work are employed in service and skilled labor occupations. Budget constraints restrict their purchases to essentials including baby food, equipment, and products, and children's clothes. They go to the movies, visit theme parks, play soccer, watch sports such as wrestling and soccer on TV, and listen to Hispanic radio.



### **Segment 59 – Southwestern Families**

Ethnically diverse, families in this segment are the bedrock of Hispanic culture in the Southwest. More have children than those who do not. The median age is 29.4 years; the median household income is \$25,155. Two-thirds of the residents live in owner-occupied, single-family housing. The home ownership rate is 61 percent; the median home value is \$78,409. Most of those who work are employed in blue-collar or service occupations. Recent purchases include baby and children's products. They own or lease a two-door sedan. They prefer to shop for groceries at H. E. Butt and eat fast food at Whataburger. They go fishing and waterskiing; play soccer; and go to the movies. They read gardening and parenting magazines; listen to Hispanic and urban radio; and watch comedies, wrestling, and boxing on TV.



### **Segment 60 - City Dimensions**

Diverse household types and ethnicities distinguish these neighborhoods located in large, densely populated cities of approximately 2,900 people per square mile. Residents are young with a median age of 29.6 years. The median household income is \$25,154. The home ownership rate is low at 32 percent; the median home value is \$84,278. Approximately 63 percent rent; more than half rent apartments in multi-unit buildings. Nearly 70 percent of the housing units were built before 1960; 42 of which were built before 1940. Many residents lease Fords. They shop at BJ's Wholesale Club, Kmart, Marshalls, and T.J. Maxx. They go roller skating; play chess and soccer; attend car races and shows; go to the movies; and rent DVD classic, horror, and science fiction movies. They own and play with video game systems.



### **Segment 61 - High Rise Renters**

More than nine in ten households rent in these densely populated urban communities; the highest percentage of renters of the Tapestry segments. Approximately 41 percent rent apartments in buildings with 50 or more units. Almost entirely in the Northeast, 86 percent of the households are in New York City. A diverse mix of cultures, many residents speak a language other than English. Most residents are either single or single parents; the median age is 31.9 years. The median household income is \$22,758. Although the home ownership rate of 6 percent is extremely low, the median home value is \$345,210. Working part-time is just as common as holding a full-time job. They do aerobics, play soccer, go dancing, attend basketball and football games, watch movies on video or DVD, and listen to all-news, urban, and Hispanic radio. Big fans of daytime TV, they also watch a variety of news programs.



### **Segment 62 – Modest Income Homes**

Primarily in older suburbs of metropolitan areas, singles, single parents, and family types live in single-family housing; 15 percent of which is duplexes. The home ownership rate is 46 percent; the median home value is \$66,014. The median age is 36.3 years. The median household income is \$19,695. Of the residents who work, slightly more are employed part-time in service and blue-collar occupations. These frugal types shop at discount stores, won't pay to go online, and rarely eat out. They'll wait to see movies on TV instead of going to the theater. They watch daytime and primetime TV, especially courtroom shows and sitcoms; BET is a favorite channel. They listen to urban and gospel radio.



### **Segment 63 - Dorms to Diplomas**

With a median age of 21.9 years, this is Tapestry's youngest segment. Most residents in these communities are focused on their education; approximately 81 percent are enrolled in college and graduate school. Nearly three-fourths of employed residents work part-time in low-paying service jobs. The median household income is \$23,807. Because most of the residents rent or live in dorms, the home ownership rate of 8 percent is extremely low. For those who own their homes, the median home value is \$160,730. Approximately 43 percent live in dormitories on campus; others rent apartments in multi-unit buildings off campus. PCs are a necessity as is going online to research assignments, look for jobs, obtain the latest news, and keep in touch with family and friends. Residents play a variety of sports for exercise, go to college football and basketball games, attend rock concerts, see movies, hang out at bars, go dancing, play pool, and rent videos/DVDs. They listen to classic hits, public, and rock radio.





### **Segment 64 - City Commons**

Primarily in cities of large Southern and Midwestern metropolitan areas, residents of these neighborhoods are young, single or single parents, and most likely, unemployed, or work part-time. The median household income is \$15,831. The median age is 26.7 years. Approximately 77 percent rent; about 63 percent of the rentals are apartments in multi-unit buildings, most of which have fewer than 20 units. The home ownership rate is 20 percent; the median home value is \$78,987. The median age is 26.7 years. Because so many children live in these neighborhoods, baby and children's products are major purchases. Residents play basketball, softball, and backgammon. They try to take the family to a theme park at least once a year. They watch courtroom shows on TV; listen to gospel, urban, and jazz radio; and read music, parenting, and fashion magazines.



### **Segment 65 - Social Security Set**

These communities are dispersed among business districts and around city parks in large U.S. cities. Four in ten residents are aged 65 years or older; the median age is 44.4 years. Most of them live alone in rented apartments in low-rent, high-rise buildings. The home ownership rate of 14 percent is low; for those who own, the median home value is \$126,510. More than half don't own a vehicle; most depend on public transportation to get around. They subsist on very low incomes; the median household income is \$16,332. Their limited resources restrict their purchases and activities. Many have invested their savings in stocks. They go to the movies and soccer games, and read science fiction. Many subscribe to cable TV, their primary source of entertainment. They watch game shows, sports, and entertainment news shows.

### **66. Unclassified**

Neighborhoods that are unclassified include parks, golf courses, open spaces, or other types of undeveloped land. Institutional group quarters, such as prisons, juvenile detention homes, mental hospitals, or any area with insufficient data for classification are also included in this category.