



TAPESTRY SEGMENTATION

The Fabric of America's Neighborhoods

Tapestry LifeMode				
	Households	HHs %	% US HHs	Index
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Affluent Estates (L1)	4,645	15.78%	9.9%	159
Upscale Avenues (L2)	0	0.00%	5.7%	0
Uptown Individuals (L3)	0	0.00%	3.8%	0
Family Landscapes (L4)	11,967	40.64%	7.5%	543
GenXurban (L5)	748	2.54%	11.4%	22
Cozy Country Living (L6)	5,653	19.20%	12.0%	160
Ethnic Enclaves (L7)	1,116	3.79%	7.1%	54
Middle Ground (L8)	2,939	9.98%	10.9%	92
Senior Styles (L9)	0	0.00%	5.8%	0
Rustic Outposts (L10)	1,535	5.21%	8.2%	63
Midtown Singles (L11)	388	1.32%	6.2%	21
Hometown (L12)	453	1.54%	6.1%	25
Next Wave (L13)	0	0.00%	3.9%	0
Scholars and Patriots (L14)	0	0.00%	1.6%	0

