



# TAPESTRY SEGMENTATION

The Fabric of America's Neighborhoods

| Tapestry LifeMode             |            |        |          |       |
|-------------------------------|------------|--------|----------|-------|
| <a href="#">learn more...</a> | Households | HHs %  | % US HHs | Index |
| Affluent Estates (L1)         | 1,771      | 6.01%  | 9.9%     | 61    |
| Upscale Avenues (L2)          | 0          | 0.00%  | 5.7%     | 0     |
| Uptown Individuals (L3)       | 0          | 0.00%  | 3.8%     | 0     |
| Family Landscapes (L4)        | 3,657      | 12.41% | 7.5%     | 166   |
| GenXurban (L5)                | 991        | 3.36%  | 11.4%    | 30    |
| Cozy Country Living (L6)      | 8,159      | 27.68% | 12.0%    | 231   |
| Ethnic Enclaves (L7)          | 1,289      | 4.37%  | 7.1%     | 62    |
| Middle Ground (L8)            | 6,193      | 21.01% | 10.9%    | 193   |
| Senior Styles (L9)            | 0          | 0.00%  | 5.8%     | 0     |
| Rustic Outposts (L10)         | 5,695      | 19.32% | 8.2%     | 234   |
| Midtown Singles (L11)         | 507        | 1.72%  | 6.2%     | 28    |
| Hometown (L12)                | 1,217      | 4.13%  | 6.1%     | 67    |
| Next Wave (L13)               | 0          | 0.00%  | 3.9%     | 0     |
| Scholars and Patriots (L14)   | 0          | 0.00%  | 1.6%     | 0     |

