

TAPESTRY SEGMENTATION

The Fabric of America's Neighborhoods

Education



14%

No HS Diploma



26%

HS Graduate



31%

Some College



29%

Degree or Higher

EMPLOYMENT



63%

White Collar



20%

Blue Collar



17%

Services




4.8%

Unemployment Rate

Tapestry LifeMode

	Households	HHs %	% US HHs	Index
Affluent Estates (L1)	121,431	13.42%	9.9%	135
Upscale Avenues (L2)	18,143	2.01%	5.7%	35
Uptown Individuals (L3)	7,576	0.84%	3.8%	22
Family Landscapes (L4)	88,141	9.74%	7.5%	130
GenXurban (L5)	66,764	7.38%	11.4%	65
Cozy Country Living (L6)	48,864	5.40%	12.0%	45
Ethnic Enclaves (L7)	257,753	28.49%	7.1%	402
Middle Ground (L8)	83,605	9.24%	10.9%	85
Senior Styles (L9)	23,288	2.57%	5.8%	44
Rustic Outposts (L10)	68,449	7.56%	8.2%	92
Midtown Singles (L11)	86,290	9.54%	6.2%	154
Hometown (L12)	16,758	1.85%	6.1%	30
Next Wave (L13)	10,661	1.18%	3.9%	30
Scholars and Patriots (L14)	7,130	0.79%	1.6%	49

Tapestry Segments

 7F Southwestern Families 102,343 households	11.3% of Households
 7A Up and Coming Families 87,923 households	9.7% of Households
 11B Young and Restless 55,304 households	6.1% of Households



Key Facts


\$195,317
Median Home Value


\$57,387
Median HH Income

904,857
Households

35.6
Median Age

3.4
Home Value to Income Ratio

Age Profile

