



Esri Data Tapestry™ Segmentation

Table Name & Item	Description
2011 Tapestry Households	
DOMCOMM	Dominant Tapestry Code
TAPHBASECY	2011 Tapestry Household Base
HH01	Top Rung
HH02	Suburban Splendor
HH03	Connoisseurs
HH04	Boomburbs
HH05	Wealthy Seaboard Suburbs
HH06	Sophisticated Squires
HH07	Exurbanites
HH08	Laptops and Lattes
HH09	Urban Chic
HH10	Pleasant-Ville
HH11	Pacific Heights
HH12	Up and Coming Families
HH13	In Style
HH14	Prosperous Empty Nesters
HH15	Silver and Gold
HH16	Enterprising Professionals
HH17	Green Acres
HH18	Cozy and Comfortable
HH19	Milk and Cookies
HH20	City Lights
HH21	Urban Villages
HH22	Metropolitans
HH23	Trendsetters
HH24	Main Street USA
HH25	Salt of the Earth
HH26	Midland Crowd
HH27	Metro Renters
HH28	Aspiring Young Families
HH29	Rustbelt Retirees
HH30	Retirement Communities
HH31	Rural Resort Dwellers
HH32	Rustbelt Traditions
HH33	Midlife Junction
HH34	Family Foundations
HH35	International Marketplace
HH36	Old and Newcomers
HH37	Prairie Living
HH38	Industrious Urban Fringe
HH39	Young and Restless
HH40	Military Proximity
HH41	Crossroads
HH42	Southern Satellites
HH43	The Elders
HH44	Urban Melting Pot
HH45	City Strivers
HH46	Rooted Rural
HH47	Las Casas
HH48	Great Expectations
HH49	Senior Sun Seekers



Esri Data Tapestry™ Segmentation

Table Name & Item	Description
HH50	Heartland Communities
HH51	Metro City Edge
HH52	Inner City Tenants
HH53	Home Town
HH54	Urban Rows
HH55	College Towns
HH56	Rural Bypasses
HH57	Simple Living
HH58	NeWest Residents
HH59	Southwestern Families
HH60	City Dimensions
HH61	High Rise Renters
HH62	Modest Income Homes
HH63	Dorms to Diplomas
HH64	City Commons
HH65	Social Security Set
HH66	Unclassified



Esri Data Tapestry™ Segmentation

Table Name & Item	Description
2011 Tapestry Population	
TAPPBASECY	2011 Tapestry Population Base
POP01	Top Rung
POP02	Suburban Splendor
POP03	Connoisseurs
POP04	Boomburbs
POP05	Wealthy Seaboard Suburbs
POP06	Sophisticated Squires
POP07	Exurbanites
POP08	Laptops and Lattes
POP09	Urban Chic
POP10	Pleasant-Ville
POP11	Pacific Heights
POP12	Up and Coming Families
POP13	In Style
POP14	Prosperous Empty Nesters
POP15	Silver and Gold
POP16	Enterprising Professionals
POP17	Green Acres
POP18	Cozy and Comfortable
POP19	Milk and Cookies
POP20	City Lights
POP21	Urban Villages
POP22	Metropolitans
POP23	Trendsetters
POP24	Main Street USA
POP25	Salt of the Earth
POP26	Midland Crowd
POP27	Metro Renters
POP28	Aspiring Young Families
POP29	Rustbelt Retirees
POP30	Retirement Communities
POP31	Rural Resort Dwellers
POP32	Rustbelt Traditions
POP33	Midlife Junction
POP34	Family Foundations
POP35	International Marketplace
POP36	Old and Newcomers
POP37	Prairie Living
POP38	Industrious Urban Fringe
POP39	Young and Restless
POP40	Military Proximity
POP41	Crossroads
POP42	Southern Satellites
POP43	The Elders
POP44	Urban Melting Pot
POP45	City Strivers
POP46	Rooted Rural
POP47	Las Casas
POP48	Great Expectations
POP49	Senior Sun Seekers



Esri Data Tapestry™ Segmentation

Table Name & Item	Description
POP50	Heartland Communities
POP51	Metro City Edge
POP52	Inner City Tenants
POP53	Home Town
POP54	Urban Rows
POP55	College Towns
POP56	Rural Bypasses
POP57	Simple Living
POP58	NeWest Residents
POP59	Southwestern Families
POP60	City Dimensions
POP61	High Rise Renters
POP62	Modest Income Homes
POP63	Dorms to Diplomas
POP64	City Commons
POP65	Social Security Set
POP66	Unclassified



Esri Data Tapestry™ Segmentation

Table Name & Item	Description
Tapestry LifeMode Groups	
L1: High Society	
01. Top Rung	
02. Suburban Splendor	
03. Connoisseurs	
04. Boomburbs	
05. Wealthy Seaboard Suburbs	
06. Sophisticated Squires	
07. Exurbanites	
L2: Upscale Avenues	
09. Urban Chic	
10. Pleasant-Ville	
11. Pacific Heights	
13. In Style	
16. Enterprising Professionals	
17. Green Acres	
18. Cozy and Comfortable	
L3: Metropolis	
20. City Lights	
22. Metropolitans	
45. City Strivers	
51. Metro City Edge	
54. Urban Rows	
62. Modest Income Homes	
L4: Solo Acts	
08. Laptops and Lattes	
23. Trendsetters	
27. Metro Renters	
36. Old and Newcomers	
39. Young and Restless	
L5: Senior Styles	
14. Prosperous Empty Nesters	
15. Silver and Gold	
29. Rustbelt Retirees	
30. Retirement Communities	
43. The Elders	
49. Senior Sun Seekers	
50. Heartland Communities	
57. Simple Living	
65. Social Security Set	
L6: Scholars & Patriots	
40. Military Proximity	
55. College Towns	
63. Dorms to Diplomas	
L7: High Hopes	
28. Aspiring Young Families	
48. Great Expectations	



Esri Data Tapestry™ Segmentation

Table Name & Item	Description
L8: Global Roots	
35. International Marketplace	
38. Industrious Urban Fringe	
44. Urban Melting Pot	
47. Las Casas	
52. Inner City Tenants	
58. NeWest Residents	
60. City Dimensions	
61. High Rise Renters	
L9: Family Portrait	
12. Up and Coming Families	
19. Milk and Cookies	
21. Urban Villages	
59. Southwestern Families	
64. City Commons	
L10: Traditional Living	
24. Main Street USA	
32. Rustbelt Traditions	
33. Midlife Junction	
34. Family Foundations	
L11: Factories & Farms	
25. Salt of the Earth	
37. Prairie Living	
42. Southern Satellites	
53. Home Town	
56. Rural Bypasses	
L12: American Quilt	
26. Midland Crowd	
31. Rural Resort Dwellers	
41. Crossroads	
46. Rooted Rural	



Esri Data Tapestry™ Segmentation

Table Name & Item	Description
Tapestry Urbanization Groups	
U1: Principal Urban Centers I	
08: Laptops and Lattes	
11: Pacific Heights	
20: City Lights	
21: Urban Villages	
23: Trendsetters	
27: Metro Renters	
35: International Marketplace	
44: Urban Melting Pot	
U2: Principal Urban Centers II	
45: City Strivers	
47: Las Casas	
54: Urban Rows	
58: NeWest Residents	
61: High Rise Renters	
64: City Commons	
65: Social Security Set	
U3: Metro Cities I	
01: Top Rung	
03: Connoisseurs	
05: Wealthy Seaboard Suburbs	
09: Urban Chic	
10: Pleasant-Ville	
16: Enterprising Professionals	
19: Milk and Cookies	
22: Metropolitans	
U4: Metro Cities II	
28: Aspiring Young Families	
30: Retirement Communities	
34: Family Foundations	
36: Old and Newcomers	
39: Young and Restless	
52: Inner City Tenants	
60: City Dimensions	
63: Dorms to Diplomas	
U5: Urban Outskirts I	
04: Boomburbs	
24: Main Street, USA	
32: Rustbelt Traditions	
38: Industrious Urban Fringe	
48: Great Expectations	
U6: Urban Outskirts II	
51: Metro City Edge	
55: College Towns	
57: Simple Living	
59: Southwestern Families	
62: Modest Income Neighborhoods	



Esri Data Tapestry™ Segmentation

Table Name & Item	Description
U7: Suburban Periphery I	
02: Suburban Splendor	
06: Sophisticated Squires	
07: Exurbanites	
12: Up and Coming Families	
13: In Style	
14: Prosperous Empty Nesters	
15: Silver and Gold	
U8: Suburban Periphery II	
18: Cozy and Comfortable	
29: Rustbelt Retirees	
33: Midlife Junction	
40: Military Proximity	
43: The Elders	
53: Home Town	
U9: Small Towns	
41: Crossroads	
49: Senior Sun Seekers	
50: Heartland Communities	
U10: Rural I	
17: Green Acres	
25: Salt of the Earth	
26: Midland Crowd	
31: Rural Resort Dwellers	
U11: Rural II	
37: Prairie Living	
42: Southern Satellites	
46: Rooted Rural	
56: Rural Bypasses	