

Tapestry Segmentation Profile

676 2nd Ave N, Minneapolis, Minnesota, 55403
Ring: 1 mile radius

Dominant Tapestry Segment



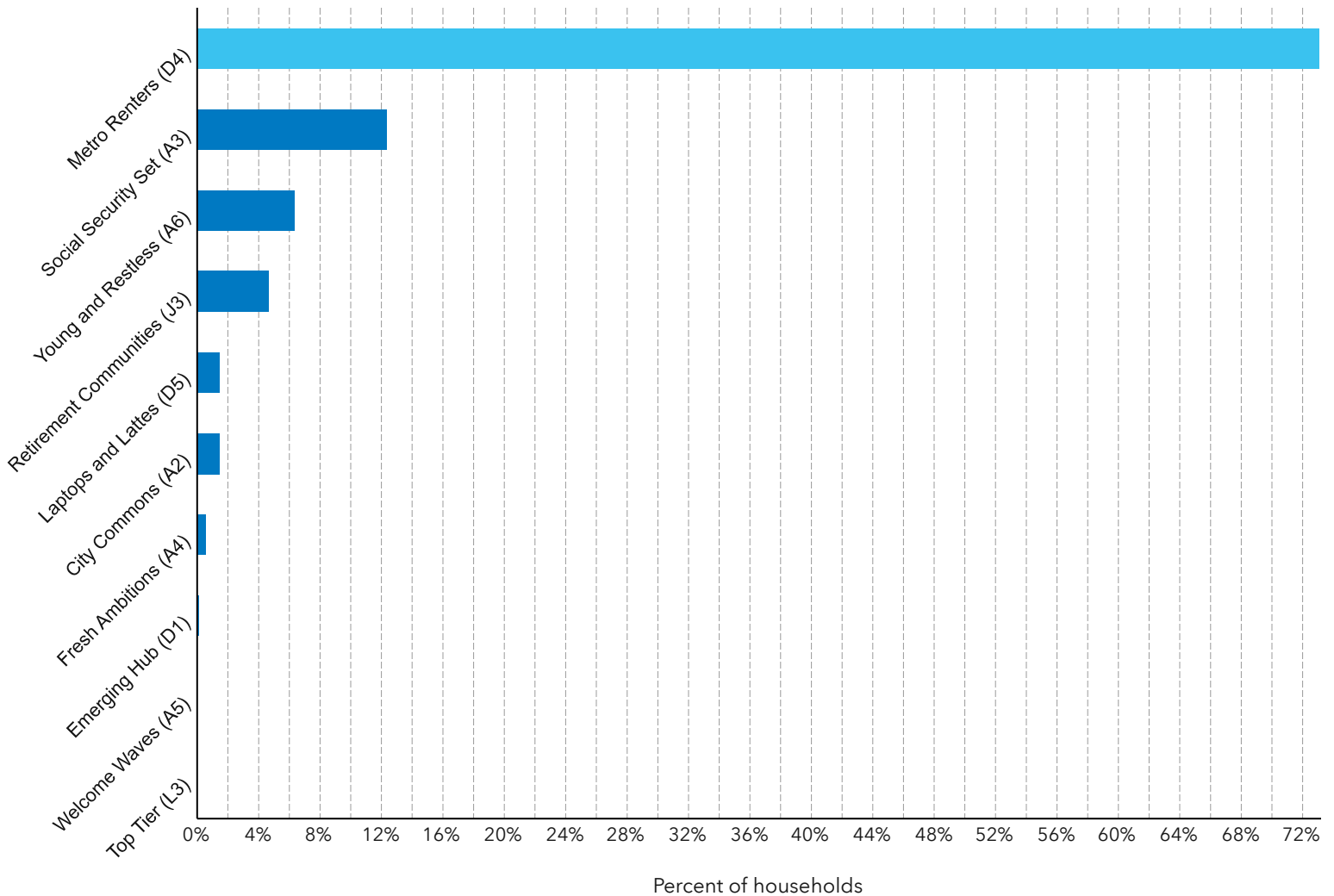
Metro Renters: *Tech Trailblazers* LifeMode

This segment is characterized by young, educated professionals in urban rentals.

17,213 households are **Metro Renters**. 73.0% households are in this segment.

[Learn more about this segment](#)

2025 Tapestry Market Segmentation (Households)



Tapestry LifeMode Groups	2025 Households			2025 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	23,564	100.0%		35,160	100.0%	
A. Urban Threads	4,877	20.7%	457	7,121	20.3%	500
Independent Cityscapes (A1)	0	0.0%	0	0	0.0%	0
City Commons (A2)	345	1.5%	265	621	1.8%	373
Social Security Set (A3)	2,905	12.3%	1,642	4,498	12.8%	2,067
Fresh Ambitions (A4)	124	0.5%	74	204	0.6%	79
Welcome Waves (A5)	4	0.0%	2	17	0.1%	6
Young and Restless (A6)	1,499	6.4%	584	1,781	5.1%	576
B. Books and Boots	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (B1)	0	0.0%	0	0	0.0%	0
College Towns (B2)	0	0.0%	0	0	0.0%	0
Military Proximity (B3)	0	0.0%	0	0	0.0%	0
C. Metro Vibes	0	0.0%	0	0	0.0%	0
Single Thrifties (C1)	0	0.0%	0	0	0.0%	0
Kids and Kin (C2)	0	0.0%	0	0	0.0%	0
Metro Fusion (C3)	0	0.0%	0	0	0.0%	0
Family Foundations (C4)	0	0.0%	0	0	0.0%	0
Diverse Horizons (C5)	0	0.0%	0	0	0.0%	0
Moderate Metros (C6)	0	0.0%	0	0	0.0%	0
D. Tech Trailblazers	17,589	74.6%	826	26,561	75.5%	987
Emerging Hub (D1)	29	0.1%	6	73	0.2%	13
Trendsetters (D2)	0	0.0%	0	0	0.0%	0
Modern Minds (D3)	0	0.0%	0	0	0.0%	0
Metro Renters (D4)	17,213	73.0%	3,577	26,040	74.1%	4,758
Laptops and Lattes (D5)	347	1.5%	82	448	1.3%	83

Tapestry LifeMode Groups	2025 Households			2025 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	23,564	100.0%		35,160	100.0%	
E. Community Connections	0	0.0%	0	0	0.0%	0
Modest Income Homes (E1)	0	0.0%	0	0	0.0%	0
Southwestern Families (E2)	0	0.0%	0	0	0.0%	0
Hometown Charm (E3)	0	0.0%	0	0	0.0%	0
Mobile Meadows (E4)	0	0.0%	0	0	0.0%	0
Rural Versatility (E5)	0	0.0%	0	0	0.0%	0
Family Bonds (E6)	0	0.0%	0	0	0.0%	0
F. Urban Harmony	0	0.0%	0	0	0.0%	0
High Rise Renters (F1)	0	0.0%	0	0	0.0%	0
Family Extensions (F2)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (F3)	0	0.0%	0	0	0.0%	0
City Strivers (F4)	0	0.0%	0	0	0.0%	0
Uptown Lights (F5)	0	0.0%	0	0	0.0%	0
G. Family Fabric	0	0.0%	0	0	0.0%	0
Shared Roots (G1)	0	0.0%	0	0	0.0%	0
Up and Coming Families (G2)	0	0.0%	0	0	0.0%	0
Generational Ties (G3)	0	0.0%	0	0	0.0%	0
H. Family Prosperity	0	0.0%	0	0	0.0%	0
Flourishing Families (H1)	0	0.0%	0	0	0.0%	0
Boomburbs (H2)	0	0.0%	0	0	0.0%	0
Neighborhood Spirit (H3)	0	0.0%	0	0	0.0%	0
Urban Chic (H4)	0	0.0%	0	0	0.0%	0



Tapestry LifeMode Groups	2025 Households			2025 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	23,564	100.0%		35,160	100.0%	
I. Countryscapes	0	0.0%	0	0	0.0%	0
Small Town Sincerity (I1)	0	0.0%	0	0	0.0%	0
Scenic Byways (I2)	0	0.0%	0	0	0.0%	0
Heartland Communities (I3)	0	0.0%	0	0	0.0%	0
Rooted Rural (I4)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (I5)	0	0.0%	0	0	0.0%	0
Southern Satellites (I6)	0	0.0%	0	0	0.0%	0
Country Charm (I7)	0	0.0%	0	0	0.0%	0
J. Mature Reflections	1,098	4.7%	116	1,479	4.2%	120
Senior Escapes (J1)	0	0.0%	0	0	0.0%	0
The Elders (J2)	0	0.0%	0	0	0.0%	0
Retirement Communities (J3)	1,098	4.7%	275	1,479	4.2%	283
Silver and Gold (J4)	0	0.0%	0	0	0.0%	0
K. Suburban Shine	0	0.0%	0	0	0.0%	0
Legacy Hills (K1)	0	0.0%	0	0	0.0%	0
Middle Ground (K2)	0	0.0%	0	0	0.0%	0
Loyal Locals (K3)	0	0.0%	0	0	0.0%	0
Classic Comfort (K4)	0	0.0%	0	0	0.0%	0
Dreambelt (K5)	0	0.0%	0	0	0.0%	0
City Greens (K6)	0	0.0%	0	0	0.0%	0
Room to Roam (K7)	0	0.0%	0	0	0.0%	0
Burbs and Beyond (K8)	0	0.0%	0	0	0.0%	0
L. Premier Estates	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (L1)	0	0.0%	0	0	0.0%	0
Professional Pride (L2)	0	0.0%	0	0	0.0%	0
Top Tier (L3)	0	0.0%	0	0	0.0%	0
Unclassified	0	0.0%	0	0	0.0%	0

Tapestry Segmentation Profile

676 2nd Ave N, Minneapolis, Minnesota, 55403
Ring: 3 mile radius

Dominant Tapestry Segment



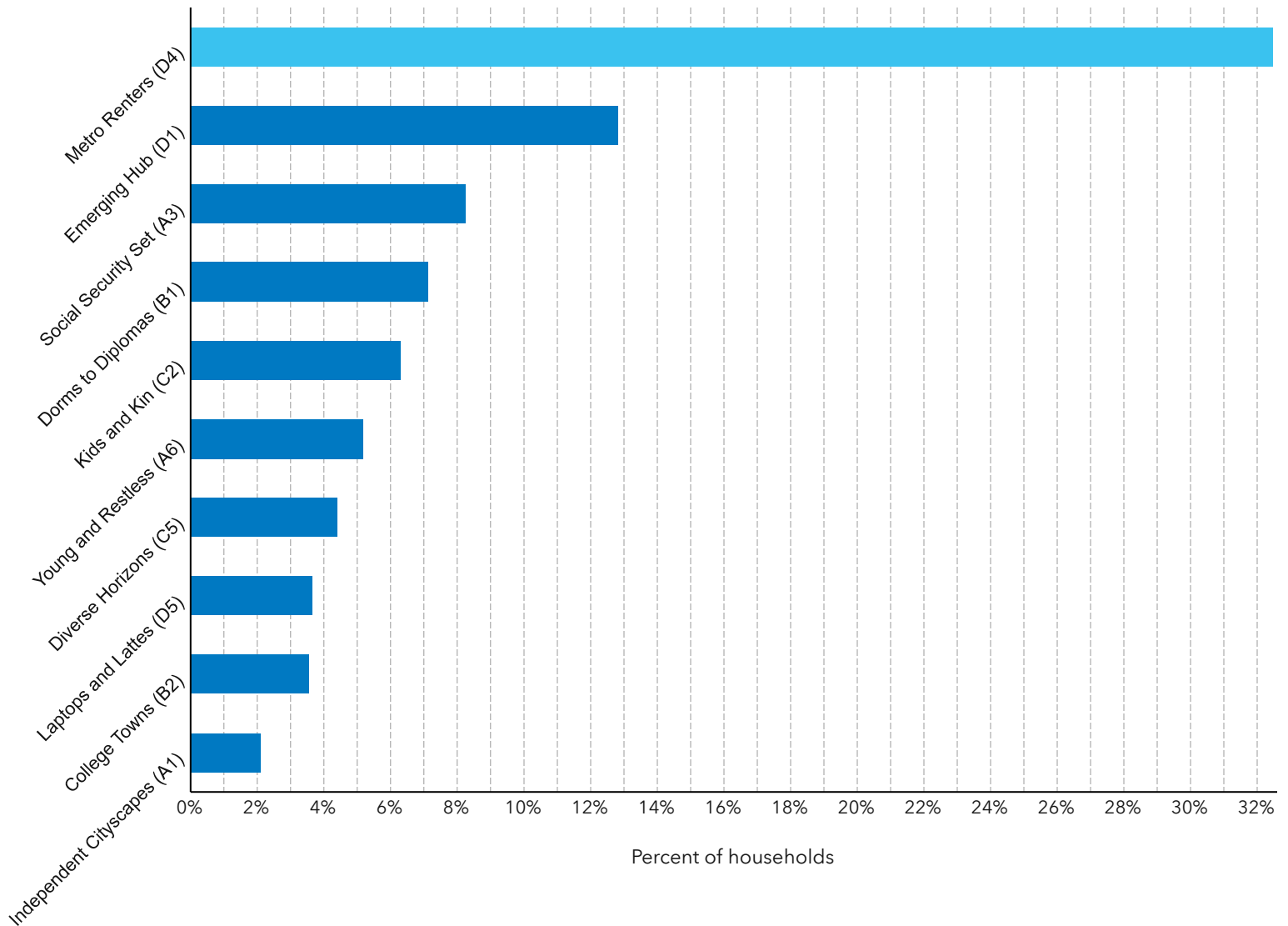
Metro Renters: *Tech Trailblazers* LifeMode

This segment is characterized by young, educated professionals in urban rentals.

39,599 households are **Metro Renters**. 32.5% households are in this segment.

[Learn more about this segment](#)

2025 Tapestry Market Segmentation (Households)



Tapestry LifeMode Groups	2025 Households			2025 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	121,967	100.0%		222,672	100.0%	
A. Urban Threads	21,982	18.0%	398	37,636	16.9%	418
Independent Cityscapes (A1)	2,579	2.1%	308	4,976	2.2%	384
City Commons (A2)	356	0.3%	53	636	0.3%	60
Social Security Set (A3)	10,079	8.3%	1,100	16,389	7.4%	1,189
Fresh Ambitions (A4)	2,243	1.8%	257	4,907	2.2%	301
Welcome Waves (A5)	414	0.3%	46	691	0.3%	41
Young and Restless (A6)	6,311	5.2%	475	10,037	4.5%	512
B. Books and Boots	13,005	10.7%	770	34,992	15.7%	751
Dorms to Diplomas (B1)	8,682	7.1%	1,394	24,321	10.9%	1,070
College Towns (B2)	4,323	3.5%	482	10,671	4.8%	584
Military Proximity (B3)	0	0.0%	0	0	0.0%	0
C. Metro Vibes	15,169	12.4%	142	32,885	14.8%	182
Single Thrifties (C1)	0	0.0%	0	0	0.0%	0
Kids and Kin (C2)	7,672	6.3%	527	16,856	7.6%	678
Metro Fusion (C3)	1,949	1.6%	119	3,742	1.7%	148
Family Foundations (C4)	0	0.0%	0	0	0.0%	0
Diverse Horizons (C5)	5,379	4.4%	281	11,954	5.4%	336
Moderate Metros (C6)	169	0.1%	6	333	0.1%	7
D. Tech Trailblazers	62,641	51.4%	568	100,600	45.2%	590
Emerging Hub (D1)	15,653	12.8%	663	27,609	12.4%	791
Trendsetters (D2)	494	0.4%	30	806	0.4%	29
Modern Minds (D3)	2,429	2.0%	104	4,828	2.2%	123
Metro Renters (D4)	39,599	32.5%	1,590	60,071	27.0%	1,733
Laptops and Lattes (D5)	4,466	3.7%	203	7,286	3.3%	213

Tapestry LifeMode Groups	2025 Households			2025 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	121,967	100.0%		222,672	100.0%	
E. Community Connections	384	0.3%	4	769	0.3%	5
Modest Income Homes (E1)	0	0.0%	0	0	0.0%	0
Southwestern Families (E2)	0	0.0%	0	0	0.0%	0
Hometown Charm (E3)	384	0.3%	22	769	0.3%	25
Mobile Meadows (E4)	0	0.0%	0	0	0.0%	0
Rural Versatility (E5)	0	0.0%	0	0	0.0%	0
Family Bonds (E6)	0	0.0%	0	0	0.0%	0
F. Urban Harmony	1,326	1.1%	24	2,035	0.9%	18
High Rise Renters (F1)	1,326	1.1%	182	2,035	0.9%	155
Family Extensions (F2)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (F3)	0	0.0%	0	0	0.0%	0
City Strivers (F4)	0	0.0%	0	0	0.0%	0
Uptown Lights (F5)	0	0.0%	0	0	0.0%	0
G. Family Fabric	393	0.3%	8	1,069	0.5%	9
Shared Roots (G1)	0	0.0%	0	0	0.0%	0
Up and Coming Families (G2)	393	0.3%	17	1,069	0.5%	22
Generational Ties (G3)	0	0.0%	0	0	0.0%	0
H. Family Prosperity	556	0.5%	4	1,216	0.6%	5
Flourishing Families (H1)	0	0.0%	0	0	0.0%	0
Boomburbs (H2)	0	0.0%	0	0	0.0%	0
Neighborhood Spirit (H3)	0	0.0%	0	0	0.0%	0
Urban Chic (H4)	556	0.5%	21	1,216	0.6%	27



Tapestry LifeMode Groups	2025 Households			2025 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	121,967	100.0%		222,672	100.0%	
I. Countryscapes	0	0.0%	0	0	0.0%	0
Small Town Sincerity (I1)	0	0.0%	0	0	0.0%	0
Scenic Byways (I2)	0	0.0%	0	0	0.0%	0
Heartland Communities (I3)	0	0.0%	0	0	0.0%	0
Rooted Rural (I4)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (I5)	0	0.0%	0	0	0.0%	0
Southern Satellites (I6)	0	0.0%	0	0	0.0%	0
Country Charm (I7)	0	0.0%	0	0	0.0%	0
J. Mature Reflections	1,316	1.1%	27	1,900	0.8%	24
Senior Escapes (J1)	0	0.0%	0	0	0.0%	0
The Elders (J2)	0	0.0%	0	0	0.0%	0
Retirement Communities (J3)	1,316	1.1%	64	1,900	0.8%	57
Silver and Gold (J4)	0	0.0%	0	0	0.0%	0
K. Suburban Shine	3,349	2.8%	12	6,129	2.8%	13
Legacy Hills (K1)	0	0.0%	0	0	0.0%	0
Middle Ground (K2)	248	0.2%	9	629	0.3%	14
Loyal Locals (K3)	0	0.0%	0	0	0.0%	0
Classic Comfort (K4)	0	0.0%	0	0	0.0%	0
Dreambelt (K5)	319	0.3%	9	565	0.3%	8
City Greens (K6)	2,261	1.9%	72	4,113	1.9%	79
Room to Roam (K7)	0	0.0%	0	0	0.0%	0
Burbs and Beyond (K8)	521	0.4%	15	822	0.4%	13
L. Premier Estates	1,840	1.5%	16	3,426	1.5%	15
Savvy Suburbanites (L1)	0	0.0%	0	0	0.0%	0
Professional Pride (L2)	0	0.0%	0	0	0.0%	0
Top Tier (L3)	1,840	1.5%	50	3,426	1.5%	46
Unclassified	6	0.0%	50	14	0.0%	3

Tapestry Segmentation Profile

676 2nd Ave N, Minneapolis, Minnesota, 55403

Ring: 5 mile radius

Dominant Tapestry Segment



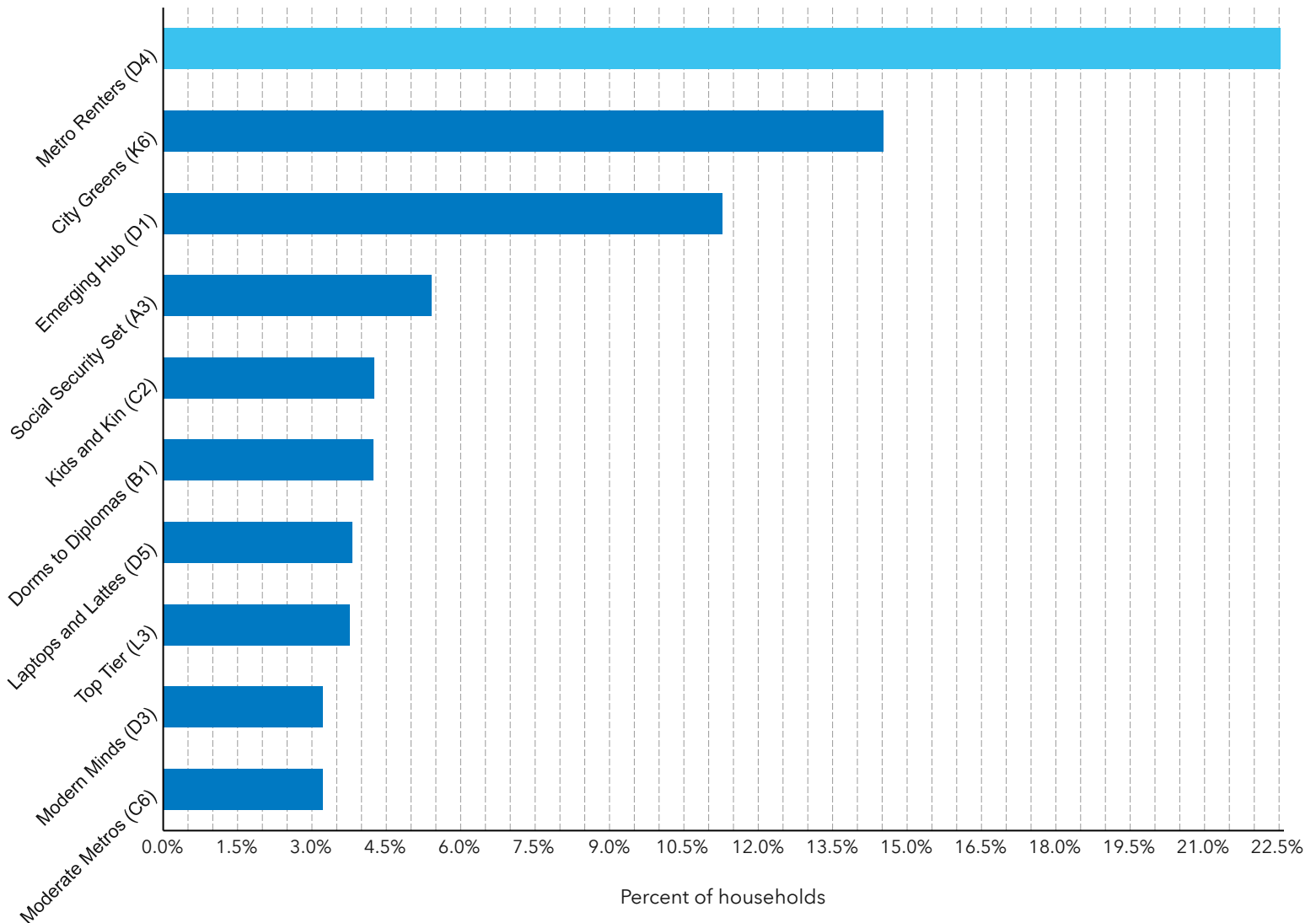
Metro Renters: *Tech Trailblazers* LifeMode

This segment is characterized by young, educated professionals in urban rentals.

50,254 households are **Metro Renters**. 22.5% households are in this segment.

[Learn more about this segment](#)

2025 Tapestry Market Segmentation (Households)



Tapestry LifeMode Groups	2025 Households			2025 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	222,936	100.0%		410,058	100.0%	
A. Urban Threads	24,285	10.9%	240	41,451	10.1%	250
Independent Cityscapes (A1)	2,579	1.2%	168	4,976	1.2%	208
City Commons (A2)	356	0.2%	29	636	0.2%	33
Social Security Set (A3)	12,065	5.4%	721	19,666	4.8%	775
Fresh Ambitions (A4)	2,243	1.0%	141	4,907	1.2%	164
Welcome Waves (A5)	414	0.2%	25	691	0.2%	22
Young and Restless (A6)	6,628	3.0%	273	10,575	2.6%	293
B. Books and Boots	14,587	6.5%	472	40,448	9.9%	471
Dorms to Diplomas (B1)	9,449	4.2%	830	27,549	6.7%	658
College Towns (B2)	5,138	2.3%	314	12,899	3.1%	383
Military Proximity (B3)	0	0.0%	0	0	0.0%	0
C. Metro Vibes	25,941	11.6%	133	53,878	13.1%	162
Single Thrifties (C1)	582	0.3%	20	1,095	0.3%	24
Kids and Kin (C2)	9,465	4.3%	356	20,655	5.0%	451
Metro Fusion (C3)	2,243	1.0%	75	4,185	1.0%	90
Family Foundations (C4)	0	0.0%	0	0	0.0%	0
Diverse Horizons (C5)	6,462	2.9%	185	14,197	3.5%	217
Moderate Metros (C6)	7,189	3.2%	141	13,746	3.4%	160
D. Tech Trailblazers	92,034	41.3%	457	150,254	36.6%	479
Emerging Hub (D1)	25,140	11.3%	583	44,249	10.8%	689
Trendsetters (D2)	969	0.4%	32	1,589	0.4%	31
Modern Minds (D3)	7,180	3.2%	168	13,662	3.3%	190
Metro Renters (D4)	50,254	22.5%	1,104	76,543	18.7%	1,199
Laptops and Lattes (D5)	8,491	3.8%	212	14,211	3.5%	226

Tapestry LifeMode Groups	2025 Households			2025 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	222,936	100.0%		410,058	100.0%	
E. Community Connections	893	0.4%	5	1,956	0.5%	6
Modest Income Homes (E1)	0	0.0%	0	0	0.0%	0
Southwestern Families (E2)	0	0.0%	0	0	0.0%	0
Hometown Charm (E3)	713	0.3%	22	1,518	0.4%	27
Mobile Meadows (E4)	0	0.0%	0	0	0.0%	0
Rural Versatility (E5)	0	0.0%	0	0	0.0%	0
Family Bonds (E6)	180	0.1%	5	438	0.1%	6
F. Urban Harmony	1,326	0.6%	13	2,035	0.5%	10
High Rise Renters (F1)	1,326	0.6%	99	2,035	0.5%	84
Family Extensions (F2)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (F3)	0	0.0%	0	0	0.0%	0
City Strivers (F4)	0	0.0%	0	0	0.0%	0
Uptown Lights (F5)	0	0.0%	0	0	0.0%	0
G. Family Fabric	1,386	0.6%	15	3,318	0.8%	16
Shared Roots (G1)	0	0.0%	0	0	0.0%	0
Up and Coming Families (G2)	1,386	0.6%	32	3,318	0.8%	38
Generational Ties (G3)	0	0.0%	0	0	0.0%	0
H. Family Prosperity	5,053	2.3%	21	9,527	2.3%	20
Flourishing Families (H1)	290	0.1%	4	510	0.1%	3
Boomburbs (H2)	0	0.0%	0	0	0.0%	0
Neighborhood Spirit (H3)	0	0.0%	0	0	0.0%	0
Urban Chic (H4)	4,763	2.1%	100	9,017	2.2%	108

Tapestry LifeMode Groups	2025 Households			2025 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	222,936	100.0%		410,058	100.0%	
I. Countryscapes	0	0.0%	0	0	0.0%	0
Small Town Sincerity (I1)	0	0.0%	0	0	0.0%	0
Scenic Byways (I2)	0	0.0%	0	0	0.0%	0
Heartland Communities (I3)	0	0.0%	0	0	0.0%	0
Rooted Rural (I4)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (I5)	0	0.0%	0	0	0.0%	0
Southern Satellites (I6)	0	0.0%	0	0	0.0%	0
Country Charm (I7)	0	0.0%	0	0	0.0%	0
J. Mature Reflections	5,255	2.4%	59	8,600	2.1%	60
Senior Escapes (J1)	0	0.0%	0	0	0.0%	0
The Elders (J2)	0	0.0%	0	0	0.0%	0
Retirement Communities (J3)	5,255	2.4%	139	8,600	2.1%	141
Silver and Gold (J4)	0	0.0%	0	0	0.0%	0
K. Suburban Shine	38,452	17.3%	78	71,910	17.5%	82
Legacy Hills (K1)	1,642	0.7%	43	2,803	0.7%	46
Middle Ground (K2)	248	0.1%	5	629	0.1%	7
Loyal Locals (K3)	0	0.0%	0	0	0.0%	0
Classic Comfort (K4)	1,703	0.8%	26	3,343	0.8%	28
Dreambelt (K5)	1,464	0.7%	22	2,873	0.7%	23
City Greens (K6)	32,382	14.5%	567	60,407	14.7%	634
Room to Roam (K7)	0	0.0%	0	0	0.0%	0
Burbs and Beyond (K8)	1,013	0.5%	16	1,855	0.5%	16
L. Premier Estates	13,718	6.2%	64	26,666	6.5%	62
Savvy Suburbanites (L1)	4,957	2.2%	49	9,563	2.3%	49
Professional Pride (L2)	356	0.2%	8	677	0.2%	7
Top Tier (L3)	8,405	3.8%	124	16,426	4.0%	120
Unclassified	6	0.0%	124	14	0.0%	2