

ArcGIS TAPESTRY

The Fabric of US Neighborhoods

CONTEMPORARY HOUSEHOLDS

LifeMode A: Urban Threads

A1 Independent Cityscapes

Singles Living Alone, Singles w/ Roommates Multi-Units, Single Family

Households
Diversity
Age
Income

- Shop using loyalty points
- Use coupons, buy generic products
- Listen to radio and watch TV
- Tend to prepare homemade meals

A2 City Commons

Singles Living Alone, Single Parents Multi-Units, Single Family

Households
Diversity
Age
Income

- Frequent discount supermarkets
- Buy clothing, sneakers, hats
- Stay connected using social media
- Tend to watch cable TV

A3 Social Security Set

Singles Living Alone, High-Rises

Households
Diversity
Age
Income

- Use laundromats, convenience stores
- Shop for baby and children's products
- Spend on video games and equipment
- Stream movies, sports programming
- Seek world news

A4 Fresh Ambitions

Married Couples, Singles Living Alone Multi-Units, Single Family

Households
Diversity
Age
Income

- Prioritize affordable shopping
- Children influence brand choices
- Play video games
- Connect with family abroad

A5 Welcome Waves

Married Couples, Singles Living Alone Multi-Units

Households
Diversity
Age
Income

- Budget-conscious shoppers
- Purchase used cars
- Use phones for internet, video calls
- Regularly visit family abroad

A6 Young and Restless

Singles Living Alone, Married Couples Multi-Units

Households
Diversity
Age
Income

- Frequent convenience stores
- Maintain auto and renter's insurance
- Play video games, use mobile devices
- Tend to visit urgent care centers

LifeMode B: Books and Boots

B1 Dorms to Diplomas

Singles Living Alone, Singles w/ Roommates Multi-Units

Households
Diversity
Age
Income

- Choose generic brands
- Go out to movies, bars, beaches
- Listen to radio and watch TV
- Tend to participate in sports

B2 College Towns

Singles Living Alone, Singles w/ Roommates Multi-Units, Single Family

Households
Diversity
Age
Income

- Use coupons, sales, free shipping
- Shop for organic products
- Subscribe to digital newspapers
- Participate in sports

B3 Military Proximity

Married Couples w/ Kids, Townhomes, Single Family Detached

Households
Diversity
Age
Income

- Use laundromats, convenience stores
- Shop for baby and children's products
- Spend on video games and equipment
- Stream movies, sports programming
- Seek world news

B4 Family Foundations

Married Couples, Singles Living Alone, Single Family

Households
Diversity
Age
Income

- Tend to shop at discount stores
- Purchase hair care products
- Read newspapers over digital media
- Religion often influences lives

B5 Diverse Horizons

Married Couples, Singles Living Alone Multi-Units, Single Family

Households
Diversity
Age
Income

- Shop online for baby accessories
- Tend to carry credit cards
- Stay connected using social media
- Browse foreign-language websites

B6 Moderate Metros

Married Couples, Singles Living Alone Single Family, Multi-Units

Households
Diversity
Age
Income

- Tend to shop online
- Buy clothing, groceries, electronics
- Listen to radio and online music
- Tend to vote in elections

LifeMode C: Metro Vibes

C1 Single Thrifties

Singles Living Alone, Married Couples w/ No Kids Multi-Units, Single Family

Households
Diversity
Age
Income

- Choose generic brands
- Purchase used vehicles
- Follow professional sports
- Cook meals at home, eat fast food

C2 Kids and Kin

Singles Living Alone, Married Couples Multi-Units, Single Family

Households
Diversity
Age
Income

- Use coupons, sales, free shipping
- Shop at nearby discount stores
- Buy baby and children's products
- Stay connected using social media
- Read paper copies of newspapers

C3 Metro Fusion

Married Couples w/ Kids, Townhomes, Single Family Detached

Households
Diversity
Age
Income

- Shop for baby and children's products
- Buy food in bulk
- Subscribe to digital news
- Seek world news

C4 Family Foundations

Married Couples, Singles Living Alone, Single Family

Households
Diversity
Age
Income

- Tend to shop at discount stores
- Purchase hair care products
- Read newspapers over digital media
- Religion often influences lives

C5 Laptops and Lattes

Singles Living Alone, Married Couples w/ No Kids Multi-Units

Households
Diversity
Age
Income

- Shop online for baby accessories
- Tend to carry credit cards
- Stay connected using social media
- Browse foreign-language websites

C6 Moderate Metros

Married Couples, Singles Living Alone Single Family, Multi-Units

Households
Diversity
Age
Income

- Tend to shop online
- Buy clothing, groceries, electronics
- Listen to radio and online music
- Tend to vote in elections

LifeMode D: Tech Trailblazers

D1 Emerging Hub

Singles Living Alone, Married Couples w/ No Kids Multi-Units, Single Family

Households
Diversity
Age
Income

- Tend to shop online
- Spend money on athletic apparel
- Stay connected using social media
- Play video games and watch TV

D2 Trendsetters

Singles Living Alone, Married Couples Multi-Units

Households
Diversity
Age
Income

- Shop at nearby discount stores
- Buy baby and children's products
- Stay connected using social media
- Access to a computer is common
- Read paper copies of newspapers

D3 Modern Minds

Married Couples, Singles Living Alone Multi-Units, Single Family

Households
Diversity
Age
Income

- Tend to shop close to home
- Use coupons, loyalty rewards
- Stay connected using social media
- Visit urgent care centers
- Often opt for active vacations

D4 Metro Renters

Singles Living Alone, High-Rises

Households
Diversity
Age
Income

- Shop at specialty grocery stores
- Buy baby and children's products
- Read newspapers over digital media
- Frequent internet use
- Travel domestically, internationally

D5 Laptops and Lattes

Singles Living Alone, Married Couples w/ No Kids Multi-Units

Households
Diversity
Age
Income

- Tend to shop online
- Spend on travel, entertainment
- Listen to podcasts, read books
- Browse foreign-language websites

D6 Family Bonds

Married Couples, Single Family

Households
Diversity
Age
Income

- Shop at online grocery stores
- Often dine at fast-food restaurants
- Stream videos, listen to music
- Tend to play video games

LifeMode E: Community Connections

E1 Modest-Income Homes

Singles Living Alone, Married Couples, Singles w/ Relatives Multi-Units, Single Family

Households
Diversity
Age
Income

- Use generic brands
- Purchase used vehicles
- Follow professional sports
- Cook meals at home, eat fast food

E2 Southwestern Families

Married Couples, Singles w/ Relatives Multi-Units, Single Family

Households
Diversity
Age
Income

- Use digital payment services
- Tend to go for organic products
- Access to a computer is common
- Tend to exercise regularly

E3 Hometown Charm

Married Couples, Singles Living Alone Multi-Units

Households
Diversity
Age
Income

- Tend to shop online
- Spend on clothing, travel, dining
- Stay connected using social media
- Access to a smartphone is common
- Frequent fast-food restaurants

E4 Mobile Meadows

Married Couples, Singles Living Alone, High-Rises

Households
Diversity
Age
Income

- Shop at specialty grocery stores
- Buy baby and children's products
- Read newspapers over digital media
- Frequent internet use
- Prioritize health care, retirement

E5 Rural Versatility

Married Couples, Singles Living Alone Multi-Units

Households
Diversity
Age
Income

- Tend to shop online
- Spend on travel, entertainment
- Listen to podcasts, read books
- Browse foreign-language websites

E6 Family Bonds

Married Couples, Single Family

Households
Diversity
Age
Income

- Shop at online grocery stores
- Often dine at fast-food restaurants
- Stream videos, listen to music
- Tend to play video games

LifeMode F: Urban Harmony

F1 High-Rise Renters

Singles Living Alone, Married Couples, Singles w/ Relatives Multi-Units, High-Rises

Households
Diversity
Age
Income

- Often buy goods in bulk
- Maintain homes, gardens, vehicles
- Support family members abroad
- Landlines remain in use

F2 Family Extensions

Married Couples, Singles w/ Relatives Multi-Units, Single Family

Households
Diversity
Age
Income

- Shop at wholesale clubs
- Buy baby and children's products
- Stay connected using social media
- Regularly connect with family abroad

F3 Downtown Melting Pot

Married Couples, Singles Living Alone Multi-Units

Households
Diversity
Age
Income

- Shop at wholesale clubs
- Offend at fast-food restaurants
- Access to a smartphone is common
- Frequent fast-food restaurants

F4 City Strivers

Married Couples, Singles Living Alone, Mobile Homes, Single Family

Households
Diversity
Age
Income

- Shop at high-end stores and wholesale clubs
- Spend on personal care services
- Listen to radio and watch TV
- Tend to follow basketball and soccer

F5 Uptown Lights

Married Couples, Singles Living Alone Single Family, Multi-Units

Households
Diversity
Age
Income

- Shop at hardware and hobby stores
- Buy tools for car, home maintenance
- Listen to radio
- Tend to have at least one pet

F6 Family Bonds

Married Couples, Single Family

Households
Diversity
Age
Income

- Shop at wholesale clubs
- Often dine at fast-food restaurants
- Stream videos, listen to music
- Tend to play video games

LifeMode G: Family Fabric

G1 Shared Roots

Married Couples, Single Family

Households
Diversity
Age
Income

- Often buy goods in bulk
- Maintain homes, gardens, vehicles
- Support family members abroad
- Landlines remain in use

G2 Up-and-Coming Families

Married Couples, Single Family

Households
Diversity
Age
Income

- Shop at hardware and hobby stores
- Buy tools for car, home maintenance
- Listen to radio
- Tend to have at least one pet

G3 Generational Ties

Married Couples, Single Family

Households
Diversity
Age
Income

- Shop at warehouse stores
- Purchase new vehicles
- Connect using messaging, video calls
- Travel abroad to visit family

G4 Neighborhood Spirit

Married Couples, Single Family

Households
Diversity
Age
Income

- Buy electronics at mobile stores
- Tend to own or lease hybrid vehicles
- Read newspapers and magazines
- Tend to travel domestically

G5 Heartland Communities

Married Couples, Singles Living Alone Single Family

Households
Diversity
Age
Income

- Often buy locally and pay in cash
- Pay for medical services
- Tend not to own a car
- Tend to travel domestically

G6 Urban Chic

Married Couples, Singles Living Alone Single Family, Multi-Units

Households
Diversity
Age
Income

- Use credit cards with loyalty points
- Invest in homes and retirement plans
- Use internet for networking
- Health-conscious

LifeMode H: Family Prosperity

H1 Flourishing Families

Married Couples, Single Family

Households
Diversity
Age
Income

- Often buy goods in bulk
- Maintain homes, gardens, vehicles
- Support family members abroad
- Landlines remain in use

H2 Boomburbs

Married Couples, Single Family

Households
Diversity
Age
Income

- Shop at club stores and online
- Wist movies, zoos, theme parks
- Use smart home devices and systems
- Have mortgages, credit card balances

H3 Neighborhood Spirit

Married Couples, Single Family

Households
Diversity
Age
Income

- Shop at warehouse stores
- Purchase new vehicles
- Connect using messaging, video calls
- Travel abroad to visit family

H4 Urban Chic

Married Couples, Singles Living Alone Single Family, Multi-Units

Households
Diversity
Age
Income

- Use credit cards with loyalty points
- Invest in homes and retirement plans
- Use internet for networking
- Health-conscious

H5 Rooted Rural

Married Couples, Single Family, Mobile Homes

Households
Diversity
Age
Income

- Choose generic brands
- Purchase maintenance tools
- Use satellite internet
- Often drive pickup trucks

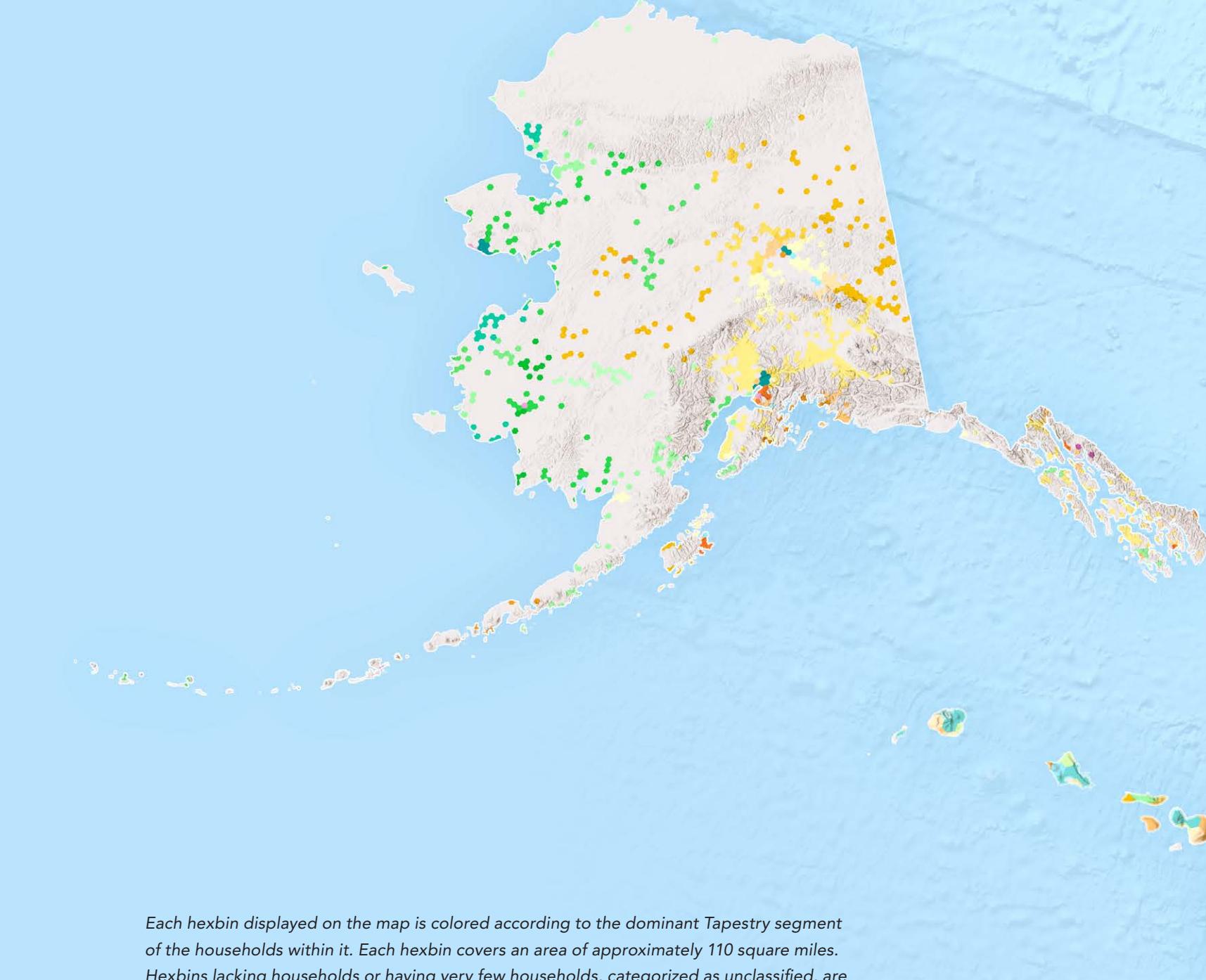
H6 Rural Resort Dwellers

Married Couples w/o Kids Single Family (Seasonal)

Households
Diversity
Age
Income

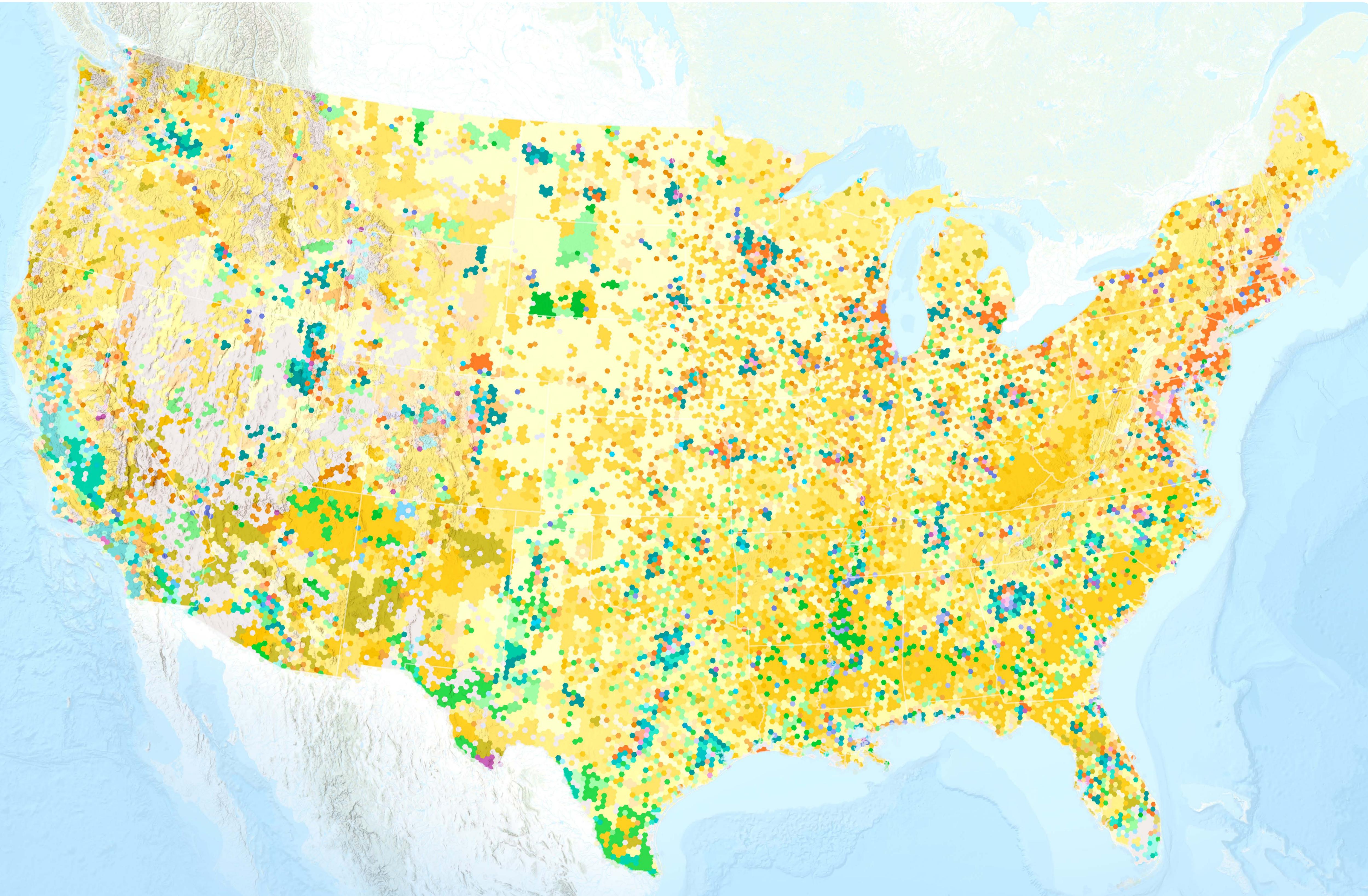
- Bring vehicles to local garages
- Purchase household equipment
- Watch cable TV, read magazines
- Engage with their communities

H7



Each hexbin displayed on the map is colored according to the dominant Tapestry segment of the households within it. Each hexbin covers an area of approximately 110 square miles. Hexbins lacking households or having very few households, categorized as unclassified, are represented as transparent and appear gray.

CONTEMPORARY HOUSEHOLDS	FAMILY PORTRAITS	MATURE AND RETIRED LIVING
URBAN THREADS		
A1 Independent Cityscapes	COMMUNITY CONNECTIONS	COUNTRYSCAPES
A2 City Commons	E1 Modest-Income Homes	I1 Small Town Sincerity
A3 Social Security Set	E2 Southwestern Families	I2 Scenic Byways
A4 Fresh Ambitions	E3 Hometown Charm	I3 Heartland Communities
A5 Welcome Waves	E4 Mobile Meadows	I4 Rooted Rural
A6 Young and Restless	E5 Rural Versatility	I5 Rural Resort Dwellers
	E6 Family Bonds	I6 Southern Satellites
BOOKS AND BOOTS		I7 Country Charm
B1 Dorms to Diplomas	URBAN HARMONY	
B2 College Towns	F1 High-Rise Renters	MATURE REFLECTIONS
B3 Military Proximity	F2 Family Extensions	J1 Senior Escapes
METRO VIBES	F3 Downtown Melting Pot	J2 The Elders
C1 Single Thrifties	F4 City Strivers	J3 Retirement Communities
C2 Kids and Kin	F5 Uptown Lights	J4 Silver and Gold
C3 Metro Fusion		SUBURBAN SHINE
C4 Family Foundations	FAMILY FABRIC	K1 Legacy Hills
C5 Diverse Horizons	G1 Shared Roots	K2 Middle Ground
C6 Moderate Metros	G2 Up-and-Coming Families	K3 Loyal Locals
TECH TRAILBLAZERS	G3 Generational Ties	K4 Classic Comfort
D1 Emerging Hub	FAMILY PROSPERITY	K5 Dreambelt
D2 Trendsetters	H1 Flourishing Families	K6 City Greens
D3 Modern Minds	H2 Boomburbs	K7 Room to Roam
D4 Metro Renters	H3 Neighborhood Spirit	K8 Burbs and Beyond
D5 Laptops and Lattes	H4 Urban Chic	
	PREMIER ESTATES	
	L1 Savvy Suburbanites	
	L2 Professional Pride	
	L3 Top Tier	
	Unclassified	



ArcGIS TAPESTRY

The Fabric of US Neighborhoods

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ArcGIS® Tapestry® is a geodemographic segmentation system that provides detailed summaries of communities across the US based on shared socioeconomic, demographic, and lifestyle characteristics to provide an accurate, comprehensive view of consumer markets.



How does ArcGIS Tapestry work?

ArcGIS Tapestry represents the third generation of the Tapestry segmentation system. The ArcGIS Tapestry dataset groups residential areas into segments. Neighborhoods with the most similar characteristics are grouped together, and neighborhoods showing divergent characteristics are separated. For a broader view of consumer markets, segments are summarized into LifeMode groups. Segments within each LifeMode group share similar demographic characteristics and consumer behavior patterns. ArcGIS Tapestry data can be applied using the following geographic boundaries:

- Standard geographic areas including counties, census tracts, block groups, or ZIP codes
- User-defined areas such as rings or polygons based on distance, drive time, or users' own territories (sales districts, planning areas)
- Customer addresses or site locations