

ArcGIS TAPESTRY

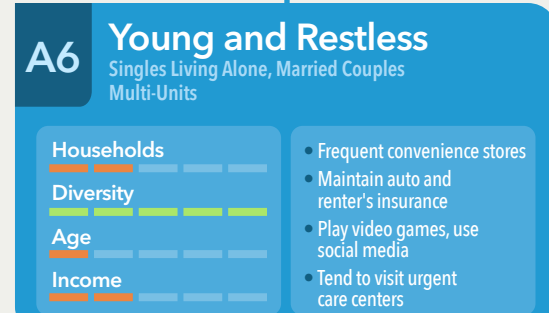
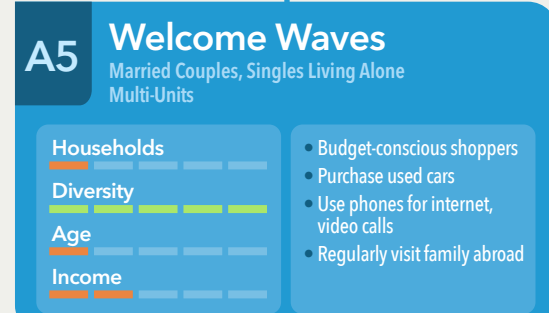
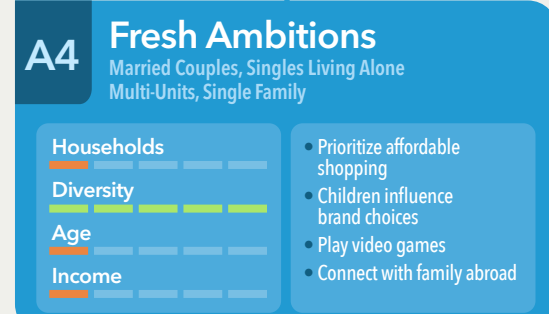
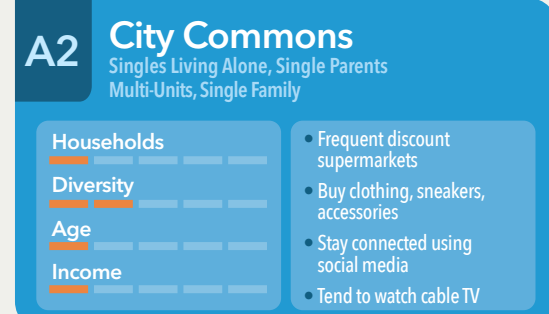
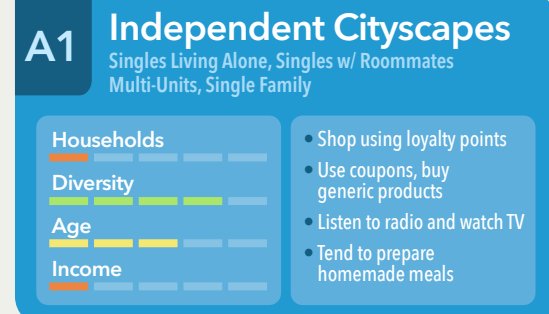
The Fabric of US Neighborhoods

CONTEMPORARY HOUSEHOLDS

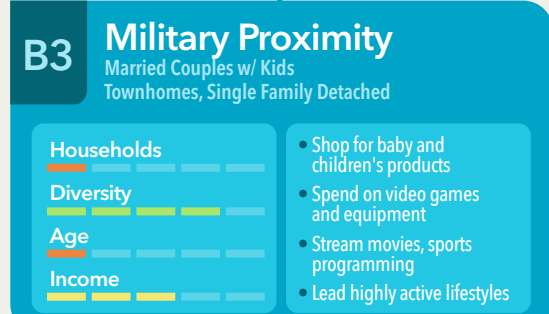
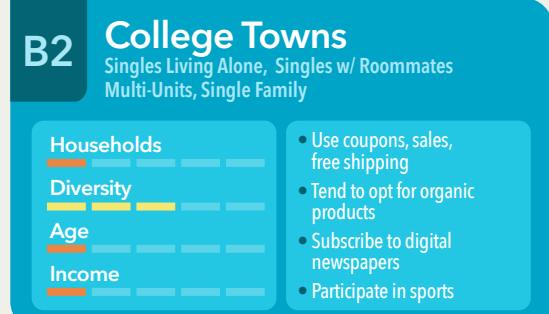
FAMILY PORTRAITS

MATURE AND RETIRED LIVING

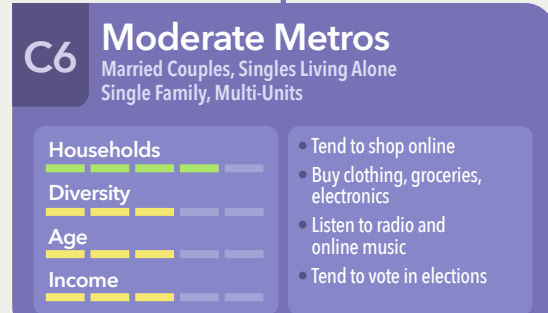
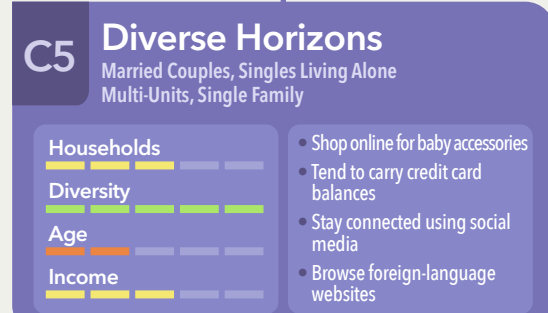
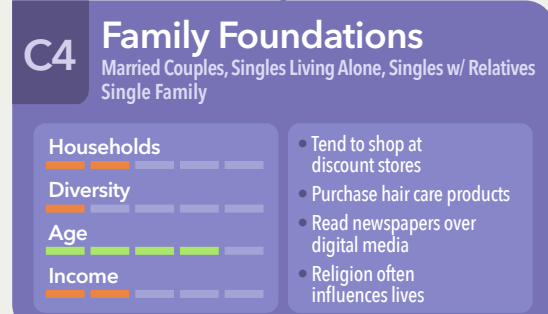
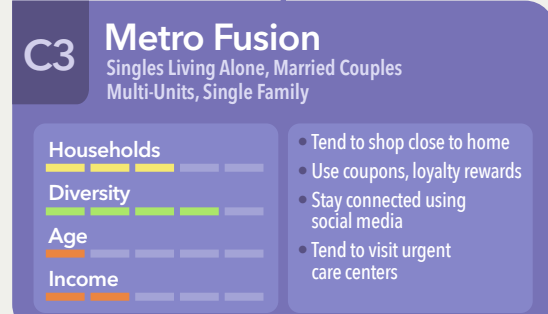
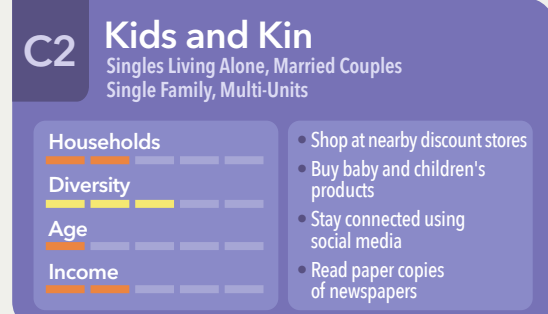
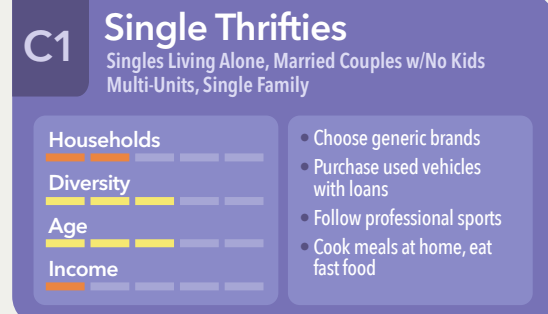
LifeMode A: Urban Threads



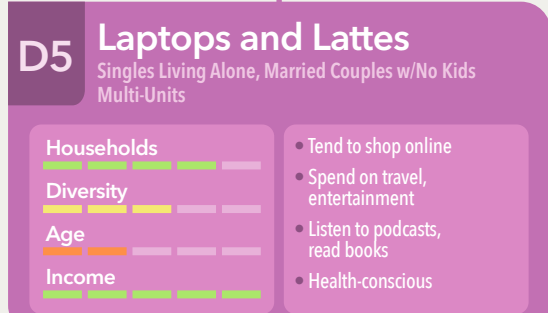
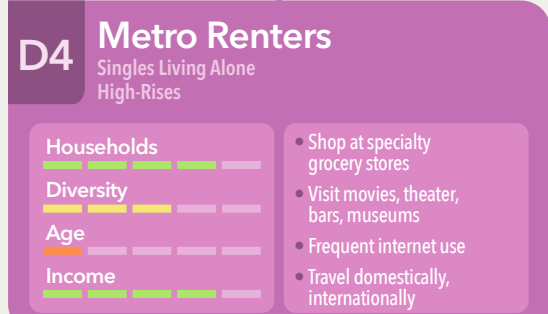
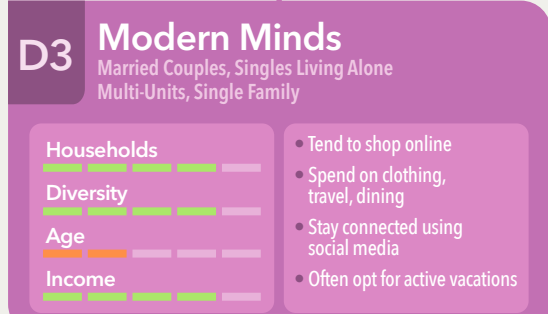
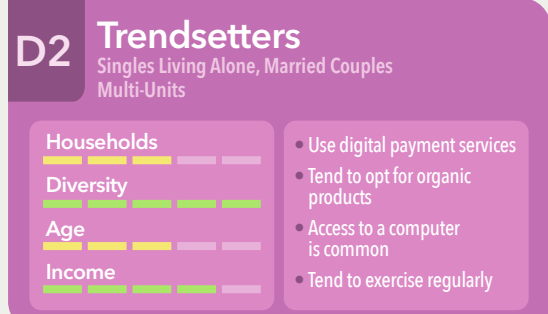
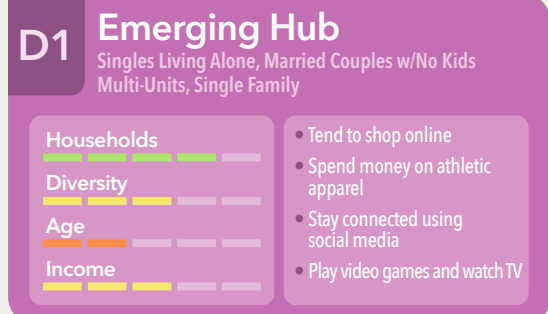
LifeMode B: Books and Boots



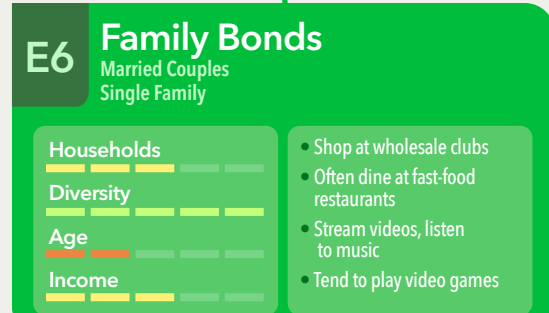
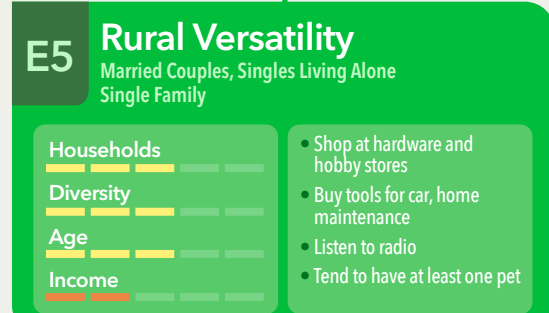
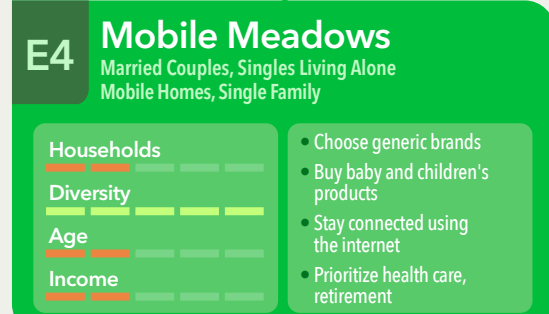
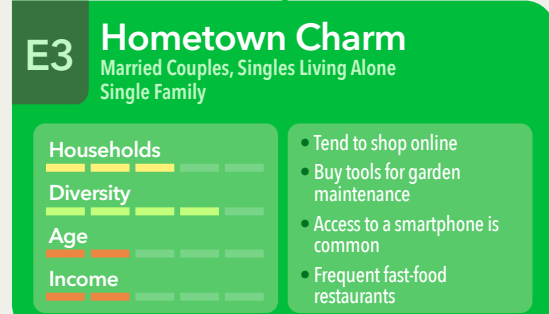
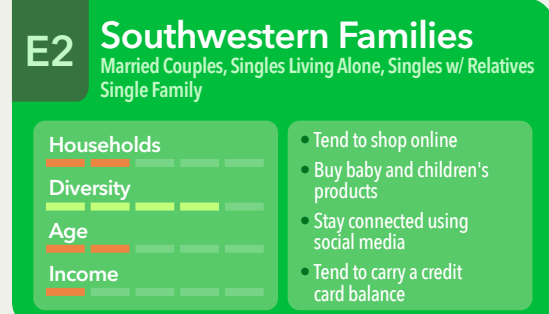
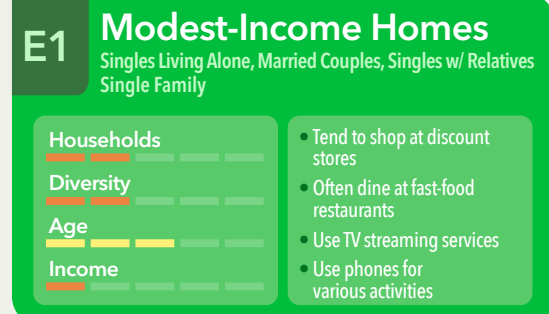
LifeMode C: Metro Vibes



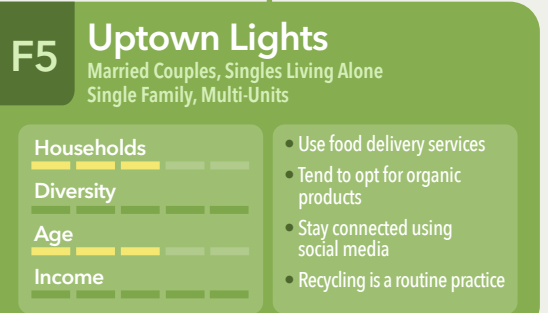
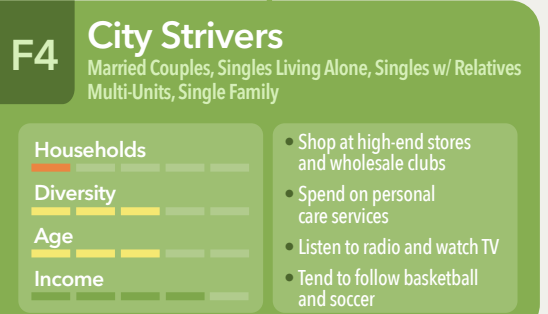
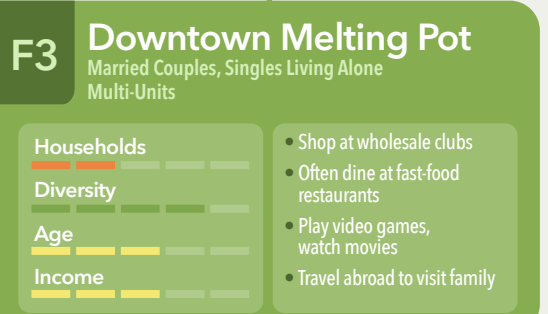
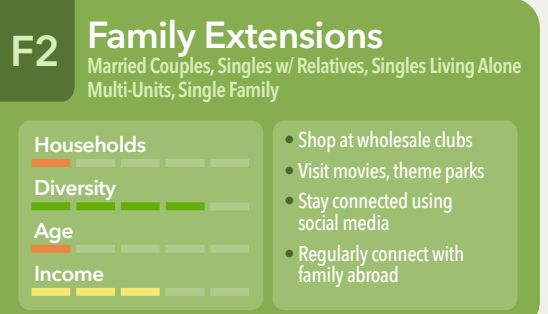
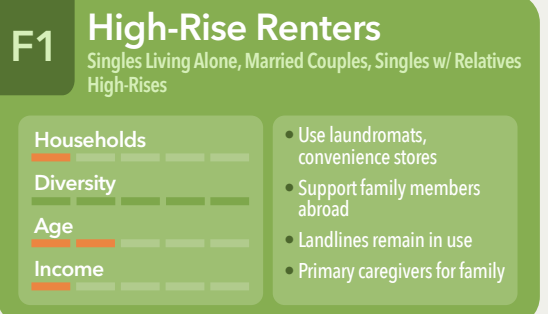
LifeMode D: Tech Trailblazers



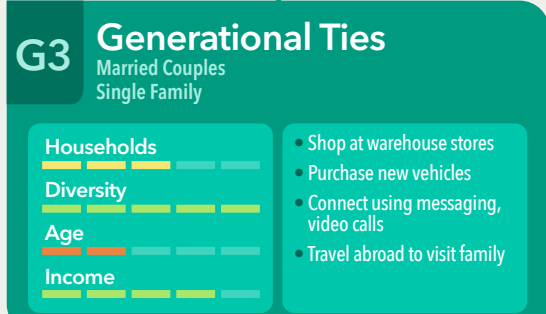
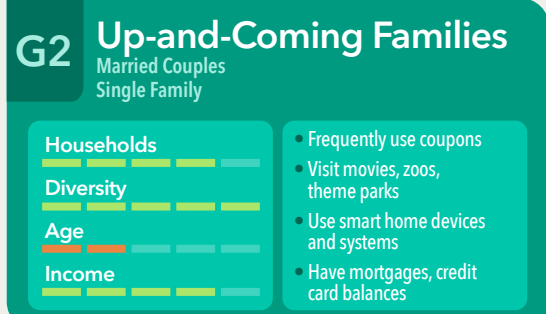
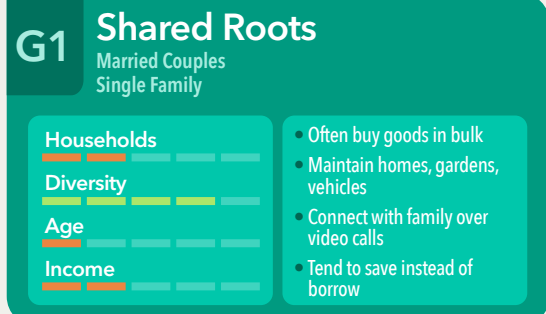
LifeMode E: Community Connections



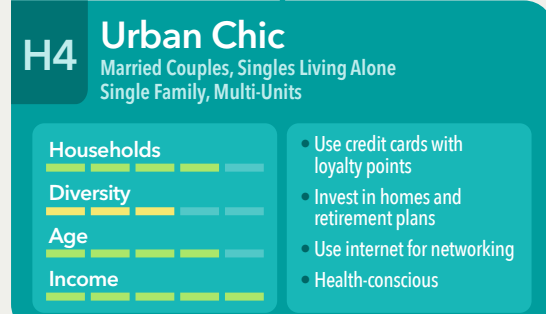
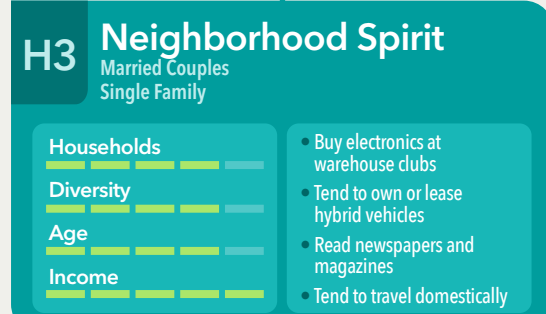
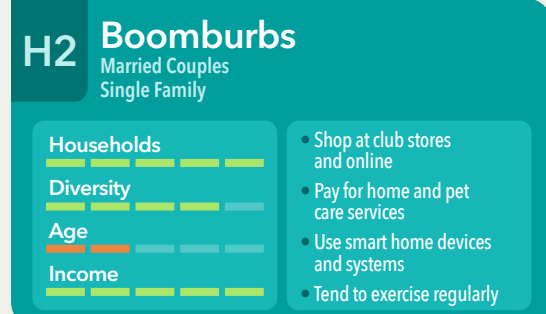
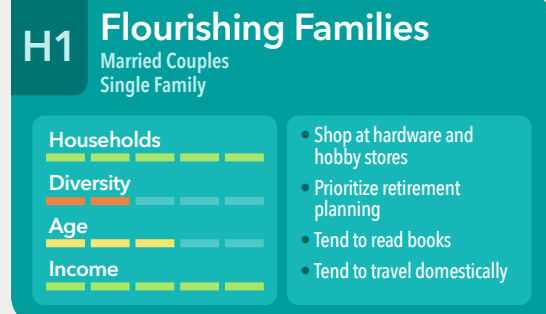
LifeMode F: Urban Harmony



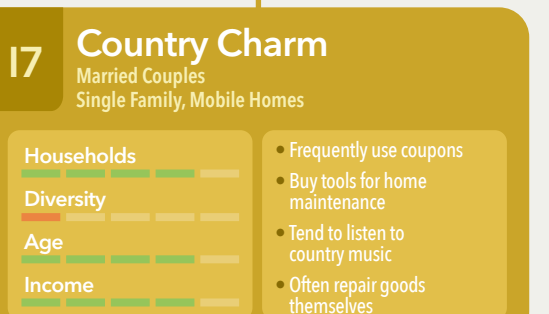
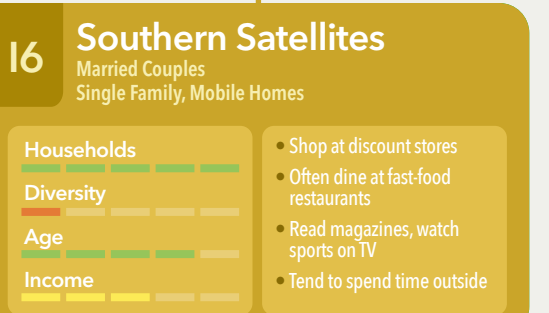
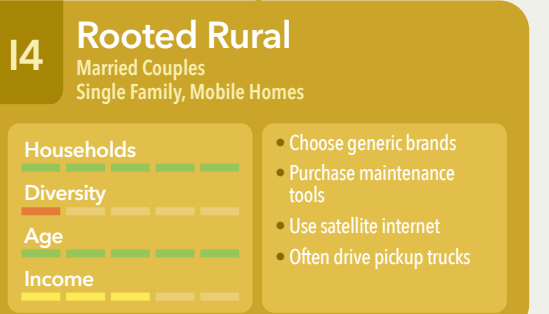
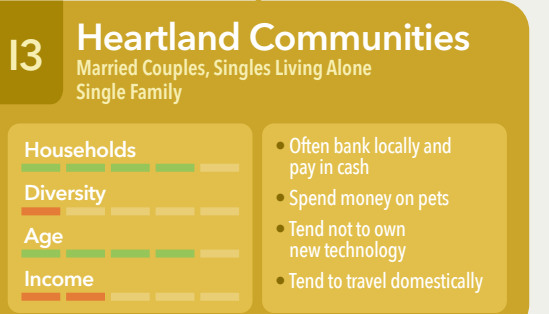
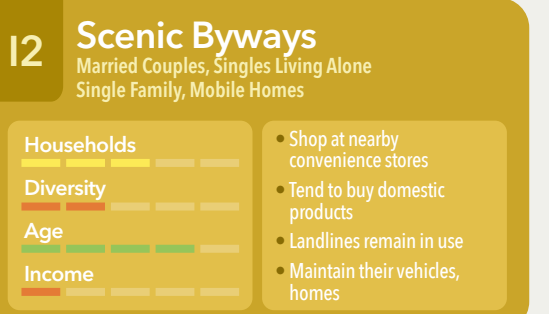
LifeMode G: Family Fabric



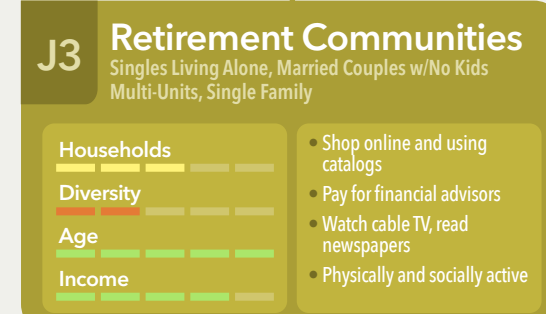
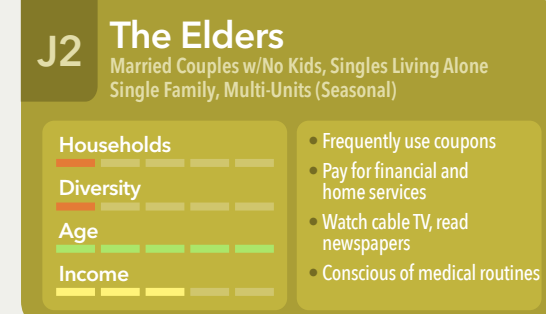
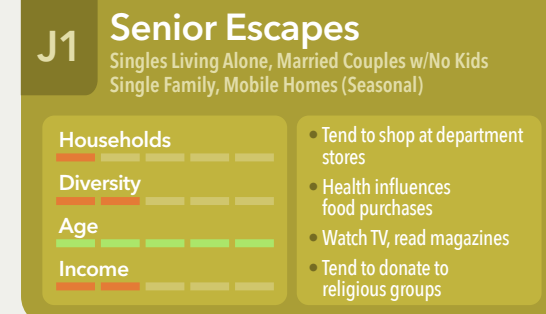
LifeMode H: Family Prosperity



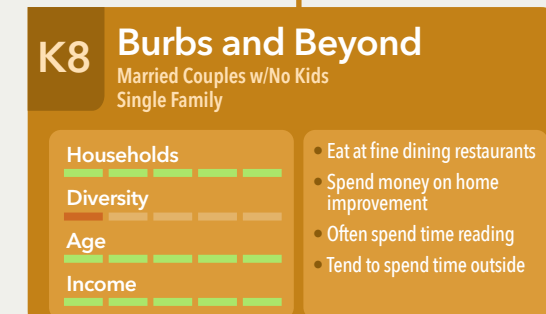
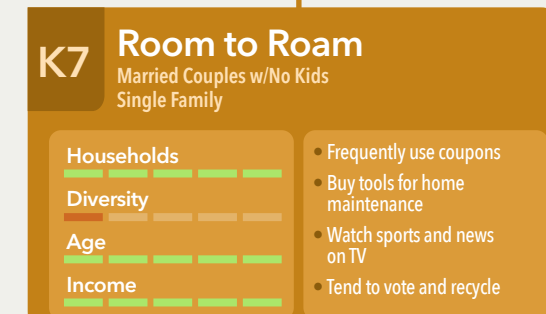
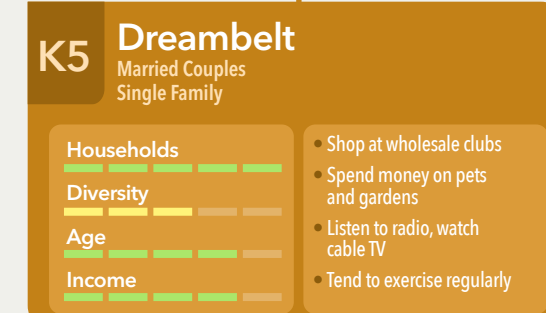
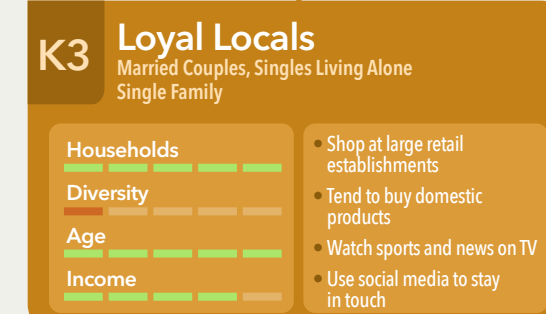
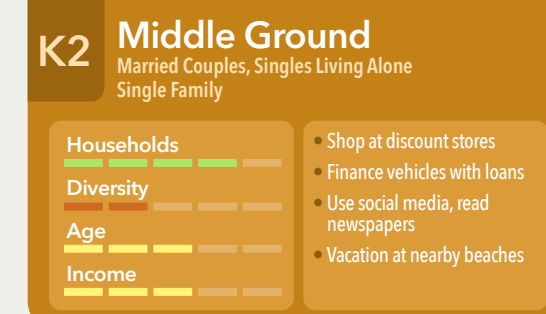
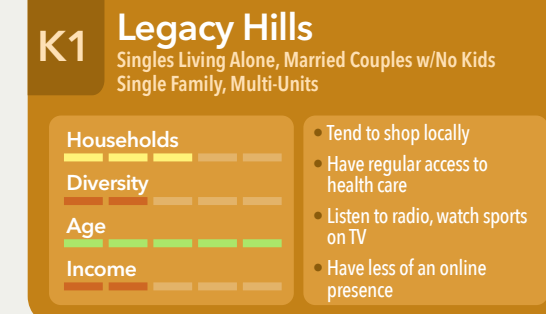
LifeMode I: Countryscapes



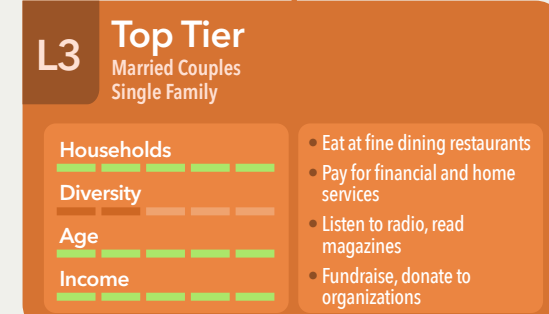
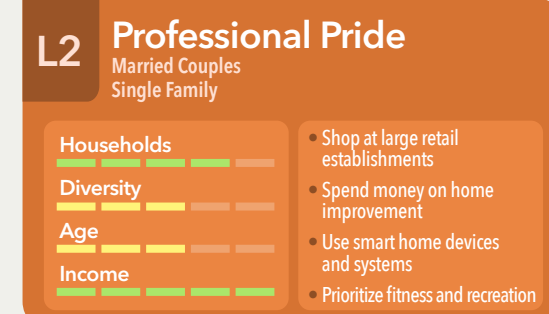
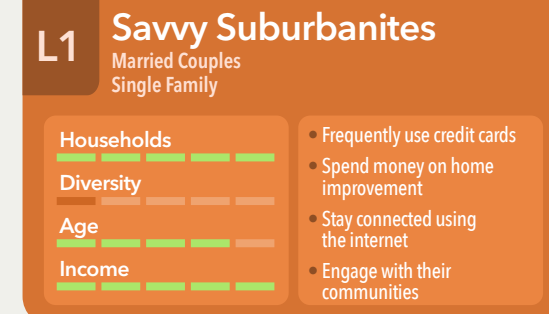
LifeMode J: Mature Reflections



LifeMode K: Suburban Shine



LifeMode L: Premier Estates



Definitions

Predominant Household Type: A view of the predominant household type(s) in a segment based on common living arrangements.

Married Couples: Married couple households
Married Couples w/ Kids: Married couple households with own children under 18

ArcGIS
TAPESTRY
The Fabric of US Neighborhoods

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

URBAN THREADS

- A1 Independent Cityscapes
- A2 City Commons
- A3 Social Security Set
- A4 Fresh Ambitions
- A5 Welcome Waves
- A6 Young and Restless

BOOKS AND BOOKS

- B1 Dorms to Diplomas
- B2 College Towns
- B3 Military Proximity

METRO VIBES

- C1 Single Thrifties
- C2 Kids and Kin
- C3 Metro Fusion
- C4 Family Foundations
- C5 Diverse Horizons
- C6 Moderate Metros

TECH TRAILBLAZERS

- D1 Emerging Hub
- D2 Trendsetters
- D3 Modern Minds
- D4 Metro Renters
- D5 Laptops and Lattes

FAMILY
PORTRAITS

COMMUNITY CONNECTIONS

- E1 Modest-Income Homes
- E2 Southwestern Families
- E3 Hometown Charm
- E4 Mobile Meadows
- E5 Rural Versatility
- E6 Family Bonds

URBAN HARMONY

- F1 High-Rise Renters
- F2 Family Extensions
- F3 Downtown Melting Pot
- F4 City Strivers
- F5 Uptown Lights

FAMILY FABRIC

- G1 Shared Roots
- G2 Up-and-Coming Families
- G3 Generational Ties

FAMILY PROSPERITY

- H1 Flourishing Families
- H2 Boomburbs
- H3 Neighborhood Spirit
- H4 Urban Chic

MATURE AND
RETIRED LIVING

COUNTRYSCAPES

- I1 Small Town Sincerity
- I2 Scenic Byways
- I3 Heartland Communities
- I4 Rooted Rural
- I5 Rural Resort Dwellers
- I6 Southern Satellites
- I7 Country Charm

MATURE REFLECTIONS

- J1 Senior Escapes
- J2 The Elders
- J3 Retirement Communities
- J4 Silver and Gold

SUBURBAN SHINE

- K1 Legacy Hills
- K2 Middle Ground
- K3 Loyal Locals
- K4 Classic Comfort
- K5 Dreambelt
- K6 City Greens
- K7 Room to Roam
- K8 Burbs and Beyond

PREMIER ESTATES

- L1 Savvy Suburbanites
- L2 Professional Pride
- L3 Top Tier

Unclassified

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ArcGIS
TAPESTRY
The Fabric of US Neighborhoods

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.



THE
SCIENCE
OF
WHERE®

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