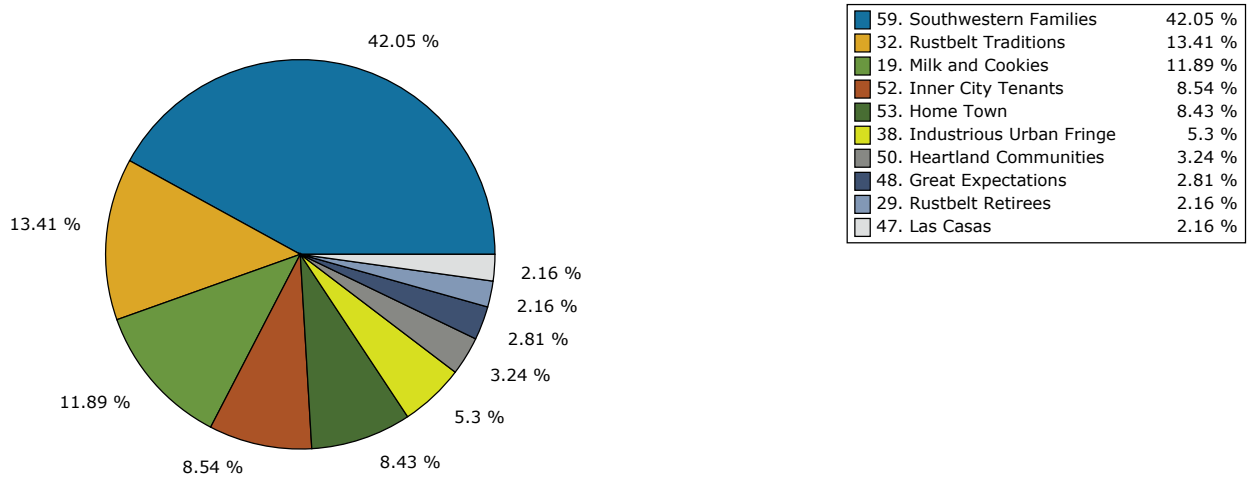


## Top 10 Tapestry Segments



### Top 10 Tapestry Segments:

#### 59. Southwestern Families

A mix of family types comprise 80 percent of the households in Southwestern Families neighborhoods. These young families form the foundation of Hispanic life in the Southwest. Children are the center of these households that are composed mainly of married couples with children and single parent families. The average family size is 3.97, the fourth largest of the Tapestry segments. The rest of the households in these neighborhoods are married couples with no children living at home and other families. Grandparents are caregivers in some of these households. The median age of this young market is 29.4 years. Ethnic diversity is high; 83 percent of the residents are Hispanic. For additional information on this lifestyle, click here: [http://www.esri.com/~media/Files/Pdfs/data/esri\\_data/pdfs/tapestry-singles/59\\_southwestern\\_families.pdf](http://www.esri.com/~media/Files/Pdfs/data/esri_data/pdfs/tapestry-singles/59_southwestern_families.pdf)

#### 32. Rustbelt Traditions

These neighborhoods are primarily a mix of married-couple families, single parents, and singles who live alone. With a population of 8.4 million, this segment is one of Tapestry's largest. The median age is 36 years, just below the U.S. median. There is little diversity in these communities. The median household income is \$40,508, slightly below that of the U.S. median. Half of the employed residents work in white-collar jobs. For years, these residents sustained the manufacturing industry that drove local economies. Now, the service industry predominates, followed by manufacturing and retail trade. For additional information on this lifestyle, click here: [http://www.esri.com/~media/Files/Pdfs/data/esri\\_data/pdfs/tapestry-singles/32\\_rustbelt\\_traditions.pdf](http://www.esri.com/~media/Files/Pdfs/data/esri_data/pdfs/tapestry-singles/32_rustbelt_traditions.pdf)

#### 19. Milk and Cookies

Upscale living on a family allowance, Milk and Cookies are neighborhoods of young, affluent married couples who are starting their families or already have young children. The median age of 34.2 years represents the presence of kids; nearly half of the households include children. One in four householders is between the ages of 45 and 54. The population diversity is comparable to that of the U.S., and the proportions of the population by race approximate the U.S. distributions with slightly above-average ratios of black and Hispanic residents. Ninety percent of Milk and Cookies households earn income from wages. The median household income is \$54,389. For additional information on this lifestyle, click here: [http://www.esri.com/~media/Files/Pdfs/data/esri\\_data/pdfs/tapestry-singles/19\\_milk\\_and\\_cookies.pdf](http://www.esri.com/~media/Files/Pdfs/data/esri_data/pdfs/tapestry-singles/19_milk_and_cookies.pdf)

#### 52. Inner City Tenants

Inner City Tenants residents are a microcosm of urban diversity; their population is represented primarily by white, black, and Hispanic cultures. Three in ten residents are Hispanic. This multicultural market is younger than average, with a median age of 28.9 years. The household composition also reflects their youth. Household types are mixed; 34 percent are singles, 28 percent are married-couple families, 21 percent are single parents, and 10 percent share housing. Turnover is high in these neighborhoods because many are enrolled in nearby colleges and work part-time. These neighborhoods are also a steppingstone for recent immigrants, with an annual population growth of 0.46 percent. For additional information on this lifestyle, click here: [http://www.esri.com/~media/Files/Pdfs/data/esri\\_data/pdfs/tapestry-singles/52\\_inner\\_city\\_tenants.pdf](http://www.esri.com/~media/Files/Pdfs/data/esri_data/pdfs/tapestry-singles/52_inner_city_tenants.pdf)

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**Source:** Esri

### 53. Home Town

Home Town households are a mix of married-couple families, singles who live alone, and single-parent families. With a median age of 33.9 years, this is a slightly younger market than the U.S. as a whole. However, one in three is aged 65 years or older. Many families encompass two generations who have lived and worked in the community; their children plan to do the same. Seventy-two percent of the residents are white; 15 percent are black. The median household income is \$28,501. Although 73 percent of households derive income from wages and salaries, some rely on Supplemental Security Income and public assistance for support. For additional information on this lifestyle, click here:  
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### 38. Industrious Urban Fringe

Family is central to residents of Industrious Urban Fringe neighborhoods; slightly more than half of the households have children. Fifty-four percent are married-couple families; 17 percent are single parents. Multigenerational households are relatively common. The high proportion of children contributes to the relatively low median age of 29.5 years. Hispanics comprise 61.7 percent of the residents in these neighborhoods. More than one fourth are foreign born, bringing rich, diverse cultures to these urban outskirts neighborhoods. The median household income is \$38,847. The large average household size of 3.45 lowers the discretionary income available compared to segments with similar income. For additional information on this lifestyle, click here:  
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### 50. Heartland Communities

Settled and close-knit, residents of Heartland Communities have a median age of 41.8 years. Approximately half of the residents have already retired, many in the same towns where they have lived and worked their whole lives. Nearly half are aged 55 years or older. Although married-couple families comprise nearly half of the household types and almost one-third are singles who live alone, other family types and shared housing are also represented. Children are found in 30 percent of the households. Diversity is minimal; nearly 9 in 10 residents are white. The median household income is \$34,326. Two-thirds of the households earn wage and salary income, and 39 percent receive Social Security benefits. For additional information on this lifestyle, click here:  
[http://www.esri.com/~media/Files/Pdfs/data/esri\\_data/pdfs/tapestry-singles/50\\_heartland\\_communities.pdf](http://www.esri.com/~media/Files/Pdfs/data/esri_data/pdfs/tapestry-singles/50_heartland_communities.pdf)

### 48. Great Expectations

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### 29. Rustbelt Retirees

Most of the households in these neighborhoods are married couples with no children or singles who live alone. Twenty percent are married couples with children. The median age is 44.6 years; more than one-third of the householders are aged 65 years or older. Seventeen percent are veterans. These neighborhoods are not ethnically diverse. Many residents still work. Most households derive income from wages. However, 45 percent of households earn income from interest, dividends, and rental properties; 40 percent draw Social Security benefits; and 28 percent receive retirement income. The median household income is \$45,782, just below that of the U.S. median. For additional information on this lifestyle, click here:  
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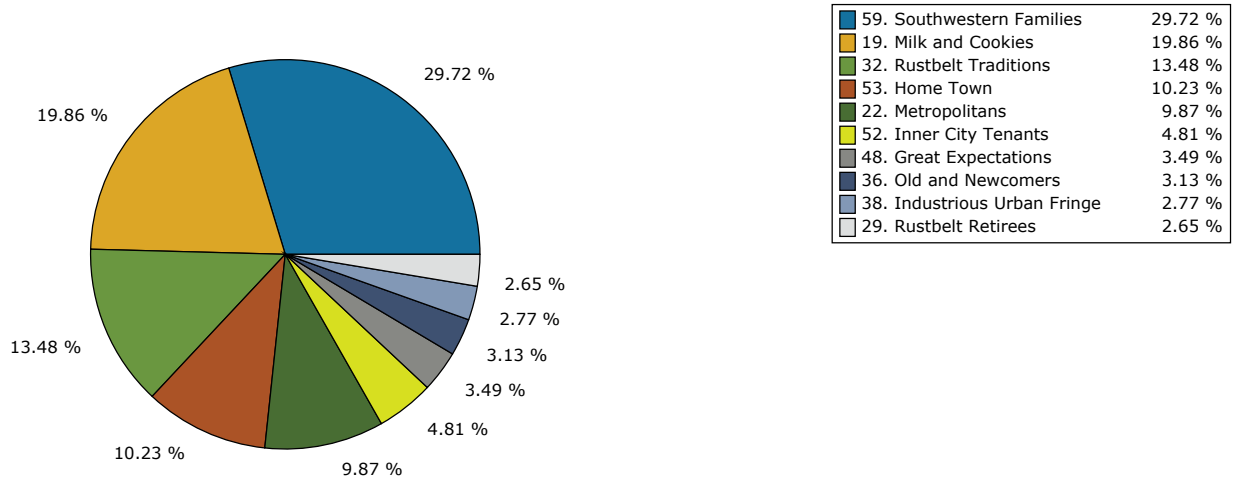
### 47. Las Casas

Las Casas residents are the latest wave of western "pioneers." Nearly half were born outside the U.S.; 84 percent are Hispanic. Households are dominated by families, mainly married couples with children (42 percent) and single parent families (21 percent). The median age is 27.8 years; approximately 50 percent are younger than age 30. The average household size of 4.14 is the highest of the Tapestry segments. The median household income of \$34,323 is low compared to the national median. Most households derive their income from wages and salaries; some receive Supplemental Security Income or public assistance income. The service and manufacturing industry sectors provide most of the jobs for these residents. For additional information on this lifestyle, click here:  
[http://www.esri.com/~media/Files/Pdfs/data/esri\\_data/pdfs/tapestry-singles/47\\_las\\_casas.pdf](http://www.esri.com/~media/Files/Pdfs/data/esri_data/pdfs/tapestry-singles/47_las_casas.pdf)

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**Source:** Esri

## 22. Metropolitans

Residents of Metropolitans communities prefer to live in older city neighborhoods. Approximately half of these households are singles who live alone or with others; 40 percent are married-couple families. One in four of the residents is aged 20–34 years; the median age is 37.1 years. Diversity is low; most of the population is white. Half of the residents who are employed work in professional or managerial positions. More than 77 percent of the population aged 25 years and older have attended college or completed a degree program. Thirty percent have earned a bachelor's degree, and 22 percent hold a graduate degree. The median household income is \$54,926. For additional information on this lifestyle, click here:

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## 36. Old and Newcomers

Residents of these transitional neighborhoods are either beginning their careers or retiring. They range in age from their 20s to 75 and older. Their median age of 36.4 years splits this disparity. There are more singles and shared households than families in these neighborhoods. Most of the residents are white; however, the diversity closely resembles that of the U.S. The median household income of \$38,531 is below the US median. Educational attainment, college, and graduate school enrollment are above average. The distribution of employees by occupation is similar to that of the U.S. For additional information on this lifestyle, click here:

[http://www.esri.com/~media/Files/Pdfs/data/esri\\_data/pdfs/tapestry-singles/36\\_old\\_and\\_newcomers.pdf](http://www.esri.com/~media/Files/Pdfs/data/esri_data/pdfs/tapestry-singles/36_old_and_newcomers.pdf)

## 38. Industrious Urban Fringe

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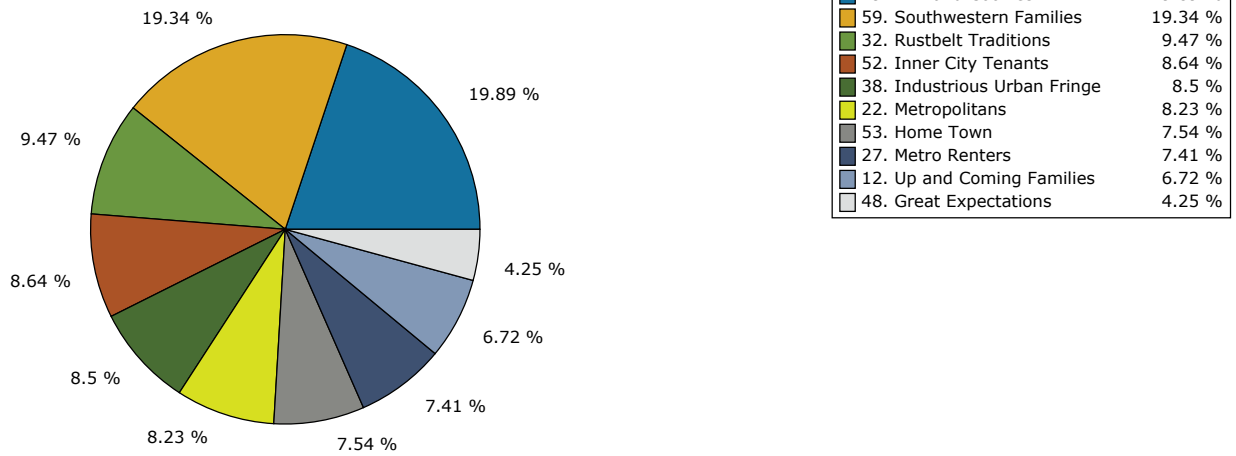
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### 22. Metropolitans

Residents of Metropolitans communities prefer to live in older city neighborhoods. Approximately half of these households are singles who live alone or with others; 40 percent are married-couple families. One in four of the residents is aged 20–34 years; the median age is 37.1 years. Diversity is low; most of the population is white. Half of the residents who are employed work in professional or managerial positions. More than 77 percent of the population aged 25 years and older have attended college or completed a degree program. Thirty percent have earned a bachelor's degree, and 22 percent hold a graduate degree. The median household income is \$54,926. For additional information on this lifestyle, click here:

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### 27. Metro Renters

Young, educated singles, residents of Metro Renters neighborhoods are just beginning their professional careers in some of the largest U.S. cities such as New York, Chicago, and Los Angeles. Residents will sometimes share housing with a roommate to help defray the cost of their high rent. Households are either single person or shared. The median age of 32.1 years is younger than the U.S. median of 37.3 years. Approximately 30 percent are in their 20s; 14 percent are in their early 30s. This younger population is also more diverse than the U.S. population. Eleven and a half percent of the residents are Asian. The median household income is \$49,852. For additional information on this lifestyle, click here:

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### 12. Up and Coming Families

With an annual household growth rate of 1.57 percent, Up and Coming Families represents Tapestry's second highest household growth market. A mix of Generation Xers and Baby Boomers with a median age of 32.6 years, this segment is the youngest of Tapestry's affluent family markets. Residents of these neighborhoods are young, affluent families with younger children. Eighty percent of the households are families. Most of the residents are white; however, diversity is increasing as the segment grows. Beginning their careers, residents of Up and Coming Families are earning above-average incomes. The median household income is \$66,417, higher than the national median. For additional information on this lifestyle, click here:

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