

LifeMode groups

LifeMode groups represent markets that share a common experience—born in the same generation or immigration from another country—or a significant demographic trait, like affluence. Tapestry Segments are classified into 14 LifeMode groups. Click a link to view a PDF summary:

LifeMode	Segment ID and Name (PDF)
<p>LifeMode 1 Affluent Estates</p> <ul style="list-style-type: none"> Established wealth—educated, well-traveled married couples Accustomed to "more": less than 10% of all households, with 20% of household income Homeowners (almost 90%), with mortgages (70%) Married couple families with children ranging from grade school to college Expect quality; invest in time-saving services Participate actively in their communities Active in sports and enthusiastic travelers 	<p>1A Top Tier</p> <p>1B Professional Pride</p> <p>1C Boomburbs</p> <p>1D Savvy Suburbanites</p> <p>1E Exurbanites</p>
<p>LifeMode 2 Upscale Avenues</p> <ul style="list-style-type: none"> Prosperous married couples living in older suburban enclaves Ambitious and hard-working Homeowners (70%) prefer denser, more urban settings with older homes and a large share of townhomes A more diverse population, primarily married couples, many with older children Financially responsible, but still indulge in casino gambling and lotto tickets Serious shoppers, from Nordstrom's to Marshalls or DSW, that appreciate quality, and bargains Active in fitness pursuits like bicycling, jogging and aerobics Also the top market for premium movie channels like HBO and Starz 	<p>2A Urban Chic</p> <p>2B Pleasantville</p> <p>2C Pacific Heights</p> <p>2D Enterprising Professionals</p>
<p>LifeMode 3 Uptown Individuals</p>	<p>3A Laptops and</p>

LifeMode	Segment ID and Name (PDF)
<ul style="list-style-type: none"> • Young, successful singles in the city • Intelligent (best educated market), hard-working (highest rate of labor force participation) and averse to traditional commitments of marriage and home ownership • Urban denizens, partial to city life, high-rise apartments and uptown neighborhoods • Prefer debit cards to credit cards, while paying down student loans • Green and generous to environmental, cultural and political organizations • Internet dependent, from social connections to shopping for groceries (although partial to showrooming) • Adventurous and open to new experiences and places 	Lattes 3B Metro Renters 3C Trendsetters
<p>LifeMode 4 Family Landscapes</p> <ul style="list-style-type: none"> • Successful young families in their first homes • Non-diverse, prosperous married-couple families, residing in suburban or semirural areas with a low vacancy rate (second lowest) • Homeowners (80%) with mortgages (second highest %), living in newer single-family homes, with median home value slightly higher than the U.S. • Two workers in the family, contributing to the second highest labor force participation rate, as well as low unemployment • Do-it-yourselfers, who work on home improvement projects, as well as their lawns and gardens • Sports enthusiasts, typically owning newer sedans or SUVs, dogs, and savings accounts/plans, comfortable with the latest technology • Eat out frequently at fast food or family restaurants to accommodate their busy lifestyle • Especially enjoy bowling, swimming, playing golf, playing video games, watching movies rented via Redbox, and taking trips to a zoo or theme park 	4A Soccer Moms 4B Home Improvement 4C Middleburg
<p>LifeMode 5 GenXurban</p>	5A Comfortable Empty Nesters

LifeMode	Segment ID and Name (PDF)
<ul style="list-style-type: none"> • Gen X in middle age; families with fewer kids and a mortgage • Second largest Tapestry group, comprised of Gen X married couples, and a growing population of retirees • About a fifth of residents are 65 or older; about a fourth of households have retirement income • Own older single-family homes in urban areas, with 1 or 2 vehicles • Live and work in the same county, creating shorter commute times • Invest wisely, well-insured, comfortable banking online or in person • News junkies (read a daily newspaper, watch news on TV, and go online for news) • Enjoy reading, photo album/scrapbooking, playing board games and cards, doing crossword puzzles, going to museums and rock concerts, dining out, and walking for exercise 	5B In Style
	5C Parks and Rec
	5D Rustbelt Traditions
	5E Midlife Constants
	<p>LifeMode 6 Cozy Country Living</p> <ul style="list-style-type: none"> • Empty nesters in bucolic settings • Largest Tapestry group, almost half of households located in the Midwest • Homeowners with pets, residing in single-family dwellings in rural areas; almost 30% have 3 or more vehicles and, therefore, auto loans • Politically conservative and believe in the importance of buying American • Own domestic trucks, motorcycles, and ATVs/UTVs • Prefer to eat at home, shop at discount retail stores (especially Walmart), bank in person, and spend little time online • Own every tool and piece of equipment imaginable to maintain their homes, vehicles, vegetable gardens, and lawns • Listen to country music, watch auto racing on TV, and play the lottery; enjoy outdoor activities, such as fishing, hunting, camping, boating, and even bird watching
6B Salt of the Earth	
6C The Great Outdoors	
6D Prairie Living	
6E Rural Resort Dwellers	
6F Heartland Communities	
<p>LifeMode 7 Ethnic Enclaves</p>	7A Up and Coming Families

LifeMode	Segment ID and Name (PDF)
<ul style="list-style-type: none"> • Established diversity—young, Hispanic homeowners with families • Multilingual and multigenerational households feature children that represent second-, third- or fourth-generation Hispanic families • Neighborhoods feature single-family, owner-occupied homes built at city's edge, primarily built after 1980 • Hard-working and optimistic, most residents aged 25 years or older have a high school diploma or some college education • Shopping and leisure also focus on their children—baby and children's products from shoes to toys and games and trips to theme parks, water parks or the zoo • Residents favor Hispanic programs on radio or television; children enjoy playing video games on personal computers, handheld or console devices • Many households have dogs for domestic pets 	7B Urban Villages
	7C American Dreamers
	7D Barrios Urbanos
	7E Valley Growers
	7F Southwestern Families
<p>LifeMode 8 Middle Ground</p> <ul style="list-style-type: none"> • Lifestyles of thirtysomethings • Millennials in the middle: single/married, renters/homeowners, middle class/working class • Urban market mix of single-family, townhome, and multi-unit dwellings • Majority of residents attended college or attained a college degree • Householders have ditched their landlines for cell phones, which they use to listen to music (generally contemporary hits), read the news, and get the latest sports updates of their favorite teams • Online all the time: use the Internet for entertainment (downloading music, watching YouTube, finding dates), social media (Facebook, Twitter, LinkedIn), shopping and news • Leisure includes night life (clubbing, movies), going to the beach, some travel and hiking 	8A City Lights
	8B Emerald City
	8C Bright Young Professionals
	8D Downtown Melting Pot
	8E Front Porches
	8F Old and Newcomers
	8G Hardscrabble Road
<p>LifeMode 9 Senior Styles</p>	9A Silver & Gold
	9B Golden Years

LifeMode	Segment ID and Name (PDF)
<ul style="list-style-type: none"> • Senior lifestyles reveal the effects of saving for retirement • Households are commonly married empty nesters or singles living alone; homes are single-family (including seasonal getaways), retirement communities, or high-rise apartments • More affluent seniors travel and relocate to warmer climates; less affluent, settled seniors are still working toward retirement • Cell phones are popular, but so are landlines • Many still prefer print to digital media: Avid readers of newspapers, to stay current • Subscribe to cable television to watch channels like Fox News, CNN, and The Weather Channel • Residents prefer vitamins to increase their mileage and a regular exercise regimen 	9C The Elders
	9D Senior Escapes
	9E Retirement Communities
	9F Social Security Set
<p>LifeMode 10 Rustic Outposts</p> <ul style="list-style-type: none"> • Country life with older families in older homes • Rustic Outposts depend on manufacturing, retail and healthcare, with pockets of mining and agricultural jobs • Low labor force participation in skilled and service occupations • Own affordable, older single-family or mobile homes; vehicle ownership, a must • Residents live within their means, shop at discount stores and maintain their own vehicles (purchased used) and homes • Outdoor enthusiasts, who grow their own vegetables, love their pets and enjoy hunting and fishing • Technology is cost prohibitive and complicated. Pay bills in person, use the yellow pages, read the newspaper and mail-order books 	10A Southern Satellites
10B Rooted Rural	
10C Diners & Miners	
10D Down the Road	
10E Rural Bypasses	
<p>LifeMode 11 Midtown Singles</p> <ul style="list-style-type: none"> • Millennials on the move—single, diverse, urban 	11A City Strivers
	11B Young and Restless

LifeMode	Segment ID and Name (PDF)
<ul style="list-style-type: none"> • Millennials seeking affordable rents in apartment buildings • Work in service and unskilled positions, usually close to home or public transportation • Single parents depend on their paycheck to buy supplies for their very young children • Midtown Singles embrace the Internet, for social networking and downloading content • From music and movies to soaps and sports, radio and television fill their lives • Brand savvy shoppers select budget friendly stores 	11C Metro Fusion
	11D Set to Impress
	11E City Commons
<p>LifeMode 12 Hometown</p> <ul style="list-style-type: none"> • Growing up and staying close to home; single householders • Close knit urban communities of young singles (many with children) • Owners of old, single-family houses, or renters in small multi-unit buildings • Religion is the cornerstone of many of these communities • Visit discount stores and clip coupons, frequently play the lottery at convenience stores • Canned, packaged and frozen foods help to make ends meet • Purchase used vehicles to get them to and from nearby jobs 	12A Family Foundations
	12B Traditional Living
	12C Small Town Simplicity
	12D Modest Income Homes
<p>LifeMode 13 Next Wave</p> <ul style="list-style-type: none"> • Urban denizens, young, diverse, hard-working families • Extremely diverse with a Hispanic majority, the highest among LifeMode groups • A large share are foreign born and speak only their native language • Young, or multigenerational, families with children are typical • Most are renters in older multi-unit structures, built in the 1960s or earlier • Hard-working with long commutes to jobs, often utilizing public transit to commute to work • Spending reflects the youth of these consumers, focus on children (top market for children's apparel) and personal appearance 	13A International Marketplace
	13B Las Casas
	13C NeWest Residents
	13D Fresh Ambitions
	13E High Rise Renters

LifeMode	Segment ID and Name (PDF)
<ul style="list-style-type: none"> • Also a top market for movie goers (second only to college students) and fast food • Partial to soccer and basketball 	
<p>LifeMode 14 Scholars and Patriots</p> <ul style="list-style-type: none"> • College and military populations that share many traits due to the transitional nature of this LifeMode Group • Highly mobile, recently moved to attend school or serve in military • The youngest market group, with a majority in the 15 to 24 year old range • Renters with roommates in nonfamily households • For many, no vehicle is necessary as they live close to campus, military base or jobs • Fast-growing group with most living in apartments built after 2000 • Part-time jobs help to supplement active lifestyles • Millennials are tethered to their phones and electronic devices, typically spending over 5 hours online every day tweeting, blogging, and consuming media • Purchases aimed at fitness, fashion, technology and the necessities of moving • Highly social, free time is spent enjoying music and drinks with friends • Try to eat healthy, but often succumb to fast food 	<p>14A Military Proximity</p> <p>14B College Towns</p> <p>14C Dorms to Diplomas</p>
<p>All Segment Summaries</p>	<p>All Segment Summaries (88 MB)</p>

Urbanization groups

Tapestry groups are also available as Urbanization summary groups, in which markets share similar locales, from the urban canyons of the largest cities to the rural lanes of villages or farms. Tapestry Segments are classified into 6 Urbanization groups.

Click a link to view a PDF summary:

Urbanization	Segment ID and Name (PDF)
<p>Principal Urban Centers</p> <ul style="list-style-type: none"> • Young, mobile, diverse populations living in the most densely populated neighborhoods of the largest cities (populations of 2.5 million or more) • Traits shared by more than 2.5 million people: crowding, high cost of living, and full access to urban amenities, including jobs • Youngest, most diverse populations among the Urbanization groups • Households are renter occupied by singles or roommates • The most challenging market for auto sales: half the commuters use public transportation, bicycles or walk to work • Focus on style and image with liberal spending on apparel • Constantly connected, using the Internet for everything from finding jobs to finding dates 	<p>3A Laptops and Lattes</p> <p>3B Metro Renters</p> <p>3C Trendsetters</p> <p>8D Downtown Melting Pot</p> <p>11A City Strivers</p> <p>13C NeWest Residents</p> <p>13D Fresh Ambitions</p> <p>13E High Rise Renters</p>
<p>Urban Periphery</p> <ul style="list-style-type: none"> • City life for starting families in neighborhoods that fringe major cities • The earliest suburbs, built before 1970, primarily single-family housing with some apartments • Young families with children, diverse population • Homeowners living closer to the city, with below average vacancy rates • Leisure focuses on the children (visits to theme parks or water parks), sports (soccer, basketball, baseball) and movies • Spending also emphasizes the children—clothing, toys and baby products • Parents of small children favor family restaurants and fast food 	<p>2C Pacific Heights</p> <p>5D Rustbelt Traditions</p> <p>7B Urban Villages</p> <p>7C American Dreamers</p>

Urbanization	Segment ID and Name (PDF)
<ul style="list-style-type: none"> Smartphones are popular, for social contacts, shopping and music 	7D Barrios Urbanos 7F Southwestern Families 8A City Lights 8C Bright Young Professionals 11C Metro Fusion 12A Family Foundations 12D Modest Income Homes 13A International Marketplace 13B Las Casas
<p>Metro Cities</p> <ul style="list-style-type: none"> Affordable city life including smaller metropolitan cities or satellite cities that feature a mix of single-family and multiunit housing Single householders seeking affordable living in the city: usually multi-unit buildings that range from mid- to high-rise apartments; average monthly rents and home value below the U.S. average Consumers include college students, affluent Gen X couples, and retirement communities 	5B In Style 8B Emerald City 8E Front Porches 8F Old and Newcomers

Urbanization	Segment ID and Name (PDF)
<ul style="list-style-type: none"> • Student loans more common than mortgages; debit cards more popular than credit cards • Residents share an interest in city life and its amenities, from dancing and clubbing to museums and concerts • Convenience and mobility favor cell phones over landlines • Many residents rely upon the Internet for entertainment (download music, play online games) and as a useful resource (job searches) 	<p>8G Hardscrabble Road</p> <p>9E Retirement Communities</p> <p>9F Social Security Set</p> <p>11B Young and Restless</p> <p>11D Set to Impress</p> <p>11E City Commons</p> <p>12B Traditional Living</p> <p>14B College Towns</p> <p>14C Dorms to Diplomas</p>
<p>Suburban Periphery</p> <ul style="list-style-type: none"> • Urban expansion: affluence in the suburbs or city-by-commute • The most populous and fast-growing among Urbanization groups, Suburban Periphery includes one-third of the nation's population • Commuters value low density living, but demand proximity to jobs, entertainment and the amenities of an urban center • Well-educated, two-income households, accept long commute times to raise 	<p>1A Top Tier</p> <p>1B Professional Pride</p> <p>1C Boomburbs</p> <p>1D Savvy</p>

Urbanization	Segment ID and Name (PDF)
<p>their children in these family-friendly neighborhoods. Many are heavily mortgaged in newly built, single-family homes</p> <ul style="list-style-type: none"> • Older householders have either retired in place, downsized or purchased a seasonal home • Suburbanites are the most affluent group, working hard to lead bright, fulfilled lives • Residents invest for their future, insure themselves against unforeseen circumstances, but also enjoy the fruits of their labor 	<p>Suburbanites</p> <p>1E Exurbanites</p> <p>2A Urban Chic</p> <p>2B Pleasantville</p> <p>2D Enterprising Professionals</p> <p>4A Soccer Moms</p> <p>4B Home Improvement</p> <p>5A Comfortable Empty Nesters</p> <p>5C Parks and Rec</p> <p>5E Midlife Constants</p> <p>7A Up and Coming Families</p> <p>9A Silver & Gold</p> <p>9B Golden Years</p>

Urbanization	Segment ID and Name (PDF)
	9C The Elders 14A Military Proximity
Semirural <ul style="list-style-type: none"> • The most affordable housing—in smaller towns and communities located throughout the country • Single-family and mobile homes in the country, but still within reach of some amenities • Embrace a quiet, country lifestyle including country music and hunting • Prefer domestic products and vehicles, especially trucks • Shop at large department and discount stores like Walmart • Fast food and dinner mixes/kits are much more common than fine dining • Many make a living off the land through agriculture, fishing and forestry • Time off is spent visiting nearby family rather than flying to vacation destinations • When services are needed, the yellow pages are within reach 	4C Middleburg 6F Heartland Communities 7E Valley Growers 9D Senior Escapes 10D Down the Road 12C Small Town Simplicity
Rural <ul style="list-style-type: none"> • Country living featuring single-family homes with acreage, farms and rural resort areas • Very low population density distinguishes this group—typically less than 50 people per square mile • Over half of all households are occupied by persons 55 years and older; many are married couples without children at home • The least diverse group, with over 80% non-Hispanic White • Mostly home owners (> 80%) , but rentals are affordable in single-family or mobile homes • Long trips to the store and to work—often driven alone in a truck or SUV, listening to country radio 	6A Green Acres 6B Salt of the Earth 6C The Great Outdoors 6D Prairie Living 6E Rural Resort Dwellers 10A Southern

Urbanization	Segment ID and Name (PDF)
<ul style="list-style-type: none"> • Blue collar jobs dominate the landscape including manufacturing, agriculture, mining and construction • Many are self-employed, retired, or receive income from Social Security • Satellite TV and landline phones are necessary means to connect • More conservative in their spending practices and beliefs • Comfortable, established and not likely to move 	<p>Satellites</p> <p>10B Rooted Rural</p> <p>10C Diners & Miners</p> <p>10E Rural Bypasses</p>