

PCensus Sample Report
Tapestry Segmentation
Source: ESRI 2010

2010 Tapestry Household Segments	Washington	
		%
2010 Households by Tapestry Segment	2,611,662	
Top 5 Tapestry Segments	17 Green Acres 06 Sophisticated Sq... 24 Main Street USA 26 Midland Crowd 36 Old and Newcom...	
01 Top Rung	8,841	0.3%
02 Suburban Splendor	50,937	2.0%
03 Connoisseurs	33,523	1.3%
04 Boomburbs	39,196	1.5%
05 Wealthy Seaboard Suburbs	33,114	1.3%
06 Sophisticated Squires	156,495	6.0%
07 Exurbanites	115,441	4.4%
08 Laptops and Lattes	18,867	0.7%
09 Urban Chic	48,928	1.9%
10 Pleasant-Ville	47,194	1.8%
11 Pacific Heights	5,470	0.2%
12 Up and Coming Families	117,106	4.5%
13 In Style	93,847	3.6%
14 Prosperous Empty Nesters	52,527	2.0%
15 Silver and Gold	22,308	0.9%
16 Enterprising Professionals	60,802	2.3%
17 Green Acres	161,974	6.2%
18 Cozy and Comfortable	58,457	2.2%
19 Milk and Cookies	40,557	1.6%
20 City Lights	3,270	0.1%
21 Urban Villages	416	0.0%
22 Metropolitans	53,527	2.0%
23 Trendsetters	36,167	1.4%
24 Main Street USA	143,985	5.5%
25 Salt of the Earth	19,386	0.7%
26 Midland Crowd	122,071	4.7%
27 Metro Renters	71,847	2.8%
28 Aspiring Young Families	114,296	4.4%
29 Rustbelt Retirees	15,697	0.6%
30 Retirement Communities	41,500	1.6%
31 Rural Resort Dwellers	95,905	3.7%
32 Rustbelt Traditions	40,188	1.5%
33 Midlife Junction	74,165	2.8%
34 Family Foundations	0	0.0%
35 International Marketplace	11,686	0.4%
36 Old and Newcomers	121,946	4.7%
37 Prairie Living	16,143	0.6%
38 Industrious Urban Fringe	34,483	1.3%
39 Young and Restless	43,263	1.7%
40 Military Proximity	9,344	0.4%

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Tapestry Segmentation
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2010 Tapestry Household Segments	Washington	
		%
41 Crossroads	27,572	1.1%
42 Southern Satellites	2,697	0.1%
43 The Elders	3,484	0.1%
44 Urban Melting Pot	2,552	0.1%
45 City Strivers	1,931	0.1%
46 Rooted Rural	30,866	1.2%
47 Las Casas	5,014	0.2%
48 Great Expectations	54,717	2.1%
49 Senior Sun Seekers	29,973	1.1%
50 Heartland Communities	7,959	0.3%
51 Metro City Edge	2,419	0.1%
52 Inner City Tenants	70,208	2.7%
53 Home Town	7,437	0.3%
54 Urban Rows	0	0.0%
55 College Towns	17,478	0.7%
56 Rural Bypasses	1,507	0.1%
57 Simple Living	39,626	1.5%
58 NeWest Residents	11,012	0.4%
59 Southwestern Families	6,259	0.2%
60 City Dimensions	11,987	0.5%
61 High Rise Renters	523	0.0%
62 Modest Income Homes	0	0.0%
63 Dorms to Diplomas	16,969	0.6%
64 City Commons	1,632	0.1%
65 Social Security Set	22,962	0.9%
66 Unclassified	9	0.0%

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Tapestry Segmentation
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2010 Tapestry LifeMode Groups	Washington	
		%
2010 Households by Tapestry Segment	2,611,662	
Ranked Tapestry LifeMode Groups	L2 - Upscale Avenues	18%
	L1 - High Society	17%
	L4 - Solo Acts	11%
	L12 - American Quilt	11%
	L10 - Traditional Livin...	10%
	L5 - Senior Styles	9%
	L7 - High Hopes	6%
	L9 - Family Portrait	6%
	L8 - Global Roots	6%
	L3 - Metropolis	2%
	L11 - Factories & Fa...	2%
	L6 - Scholars & Patri...	2%
L1 - High Society	437,547	16.8%
01 Top Rung	8,841	0.3%
02 Suburban Splendor	50,937	2.0%
03 Connoisseurs	33,523	1.3%
04 Boomburbs	39,196	1.5%
05 Wealthy Seaboard Suburbs	33,114	1.3%
06 Sophisticated Squires	156,495	6.0%
07 Exurbanites	115,441	4.4%
L2 - Upscale Avenues	476,672	18.3%
09 Urban Chic	48,928	1.9%
10 Pleasant-Ville	47,194	1.8%
11 Pacific Heights	5,470	0.2%
13 In Style	93,847	3.6%
16 Enterprising Professionals	60,802	2.3%
17 Green Acres	161,974	6.2%
18 Cozy and Comfortable	58,457	2.2%
L3 - Metropolis	61,147	2.3%
20 City Lights	3,270	0.1%
22 Metropolitans	53,527	2.0%
45 City Strivers	1,931	0.1%
51 Metro City Edge	2,419	0.1%
54 Urban Rows	0	0.0%
62 Modest Income Homes	0	0.0%
L4 - Solo Acts	292,090	11.2%
08 Laptops and Lattes	18,867	0.7%
23 Trendsetters	36,167	1.4%
27 Metro Renters	71,847	2.8%
36 Old and Newcomers	121,946	4.7%
39 Young and Restless	43,263	1.7%

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2010 Tapestry LifeMode Groups	Washington	
		%
L5 - Senior Styles	236,036	9.0%
14 Prosperous Empty Nesters	52,527	2.0%
15 Silver and Gold	22,308	0.9%
29 Rustbelt Retirees	15,697	0.6%
30 Retirement Communities	41,500	1.6%
43 The Elders	3,484	0.1%
49 Senior Sun Seekers	29,973	1.1%
50 Heartland Communities	7,959	0.3%
57 Simple Living	39,626	1.5%
65 Social Security Set	22,962	0.9%
L6 - Scholars & Patriots	43,791	1.7%
40 Military Proximity	9,344	0.4%
55 College Towns	17,478	0.7%
63 Dorms to Diplomas	16,969	0.6%
L7 - High Hopes	169,013	6.5%
28 Aspiring Young Families	114,296	4.4%
48 Great Expectations	54,717	2.1%
L8 - Global Roots	148,574	5.7%
35 International Marketplace	11,686	0.4%
38 Industrious Urban Fringe	34,483	1.3%
44 Urban Melting Pot	2,552	0.1%
47 Las Casas	5,014	0.2%
52 Inner City Tenants	70,208	2.7%
58 NeWest Residents	11,012	0.4%
60 City Dimensions	11,987	0.5%
61 High Rise Renters	523	0.0%
L9 - Family Portrait	165,970	6.4%
12 Up and Coming Families	117,106	4.5%
19 Milk and Cookies	40,557	1.6%
21 Urban Villages	416	0.0%
59 Southwestern Families	6,259	0.2%
64 City Commons	1,632	0.1%
L10 - Traditional Living	258,338	9.9%
24 Main Street USA	143,985	5.5%
32 Rustbelt Traditions	40,188	1.5%
33 Midlife Junction	74,165	2.8%
34 Family Foundations	0	0.0%
L11 - Factories & Farms	47,170	1.8%
25 Salt of the Earth	19,386	0.7%
37 Prairie Living	16,143	0.6%
42 Southern Satellites	2,697	0.1%
53 Home Town	7,437	0.3%
56 Rural Bypasses	1,507	0.1%
L12 - American Quilt	276,414	10.6%
26 Midland Crowd	122,071	4.7%
31 Rural Resort Dwellers	95,905	3.7%
41 Crossroads	27,572	1.1%
46 Rooted Rural	30,866	1.2%

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Tapestry Segmentation
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2010 Tapestry Urbanization Groups	Washington	
		%
2010 Households by Tapestry Segment	2,611,662	
Ranked Urbanization Groups	U7 - Suburban Perip... U4 - Metro Cities II U10 - Rural I U3 - Metro Cities I U5 - Urban Outskirts I U8 - Suburban Perip... U1 - Principal Urban... U6 - Urban Outskirts II U9 - Small Towns U11 - Rural II U2 - Principal Urban...	
U1 - Principal Urban Centers I	150,275	5.75%
08 Laptops and Lattes	18,867	0.72%
11 Pacific Heights	5,470	0.21%
20 City Lights	3,270	0.13%
21 Urban Villages	416	0.02%
23 Trendsetters	36,167	1.38%
27 Metro Renters	71,847	2.75%
35 International Marketplace	11,686	0.45%
44 Urban Melting Pot	2,552	0.10%
U2 - Principal Urban Centers II	43,074	1.65%
45 City Strivers	1,931	0.07%
47 Las Casas	5,014	0.19%
54 Urban Rows	0	0.00%
58 NeWest Residents	11,012	0.42%
61 High Rise Renters	523	0.02%
64 City Commons	1,632	0.06%
65 Social Security Set	22,962	0.88%
U3 - Metro Cities I	326,486	12.50%
01 Top Rung	8,841	0.34%
03 Connoisseurs	33,523	1.28%
05 Wealthy Seaboard Suburbs	33,114	1.27%
09 Urban Chic	48,928	1.87%
10 Pleasant-Ville	47,194	1.81%
16 Enterprising Professionals	60,802	2.33%
19 Milk and Cookies	40,557	1.55%
22 Metropolitans	53,527	2.05%
U4 - Metro Cities II	420,169	16.09%
28 Aspiring Young Families	114,296	4.38%
30 Retirement Communities	41,500	1.59%
34 Family Foundations	0	0.00%
36 Old and Newcomers	121,946	4.67%
39 Young and Restless	43,263	1.66%
52 Inner City Tenants	70,208	2.69%
60 City Dimensions	11,987	0.46%
63 Dorms to Diplomas	16,969	0.65%

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2010 Tapestry Urbanization Groups	Washington	
		%
U5 - Urban Outskirts I	312,569	11.97%
04 Boomburbs	39,196	1.50%
24 Main Street USA	143,985	5.51%
32 Rustbelt Traditions	40,188	1.54%
38 Industrious Urban Fringe	34,483	1.32%
48 Great Expectations	54,717	2.10%
U6 - Urban Outskirts II	65,782	2.52%
51 Metro City Edge	2,419	0.09%
55 College Towns	17,478	0.67%
57 Simple Living	39,626	1.52%
59 Southwestern Families	6,259	0.24%
62 Modest Income Homes	0	0.00%
U7 - Suburban Periphery I	608,661	23.31%
02 Suburban Splendor	50,937	1.95%
06 Sophisticated Squires	156,495	5.99%
07 Exurbanites	115,441	4.42%
12 Up and Coming Families	117,106	4.48%
13 In Style	93,847	3.59%
14 Prosperous Empty Nesters	52,527	2.01%
15 Silver and Gold	22,308	0.85%
U8 - Suburban Periphery II	168,584	6.46%
18 Cozy and Comfortable	58,457	2.24%
29 Rustbelt Retirees	15,697	0.60%
33 Midlife Junction	74,165	2.84%
40 Military Proximity	9,344	0.36%
43 The Elders	3,484	0.13%
53 Home Town	7,437	0.28%
U9 - Small Towns	65,504	2.51%
41 Crossroads	27,572	1.06%
49 Senior Sun Seekers	29,973	1.15%
50 Heartland Communities	7,959	0.30%
U10 - Rural I	399,336	15.29%
17 Green Acres	161,974	6.20%
25 Salt of the Earth	19,386	0.74%
26 Midland Crowd	122,071	4.67%
31 Rural Resort Dwellers	95,905	3.67%
U11 - Rural II	51,213	1.96%
37 Prairie Living	16,143	0.62%
42 Southern Satellites	2,697	0.10%
46 Rooted Rural	30,866	1.18%
56 Rural Bypasses	1,507	0.06%

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2010 Tapestry Population Segments	Washington	
		%
2010 Population by Tapestry Segment	6,756,150	
Top 5 Tapestry Segments	06 Sophisticated Sq... 17 Green Acres 24 Main Street USA 12 Up and Coming ... 26 Midland Crowd	
01 Top Rung	25,571	0%
02 Suburban Splendor	152,299	2%
03 Connoisseurs	84,337	1%
04 Boomburbs	120,302	2%
05 Wealthy Seaboard Suburbs	87,780	1%
06 Sophisticated Squires	463,206	7%
07 Exurbanites	313,459	5%
08 Laptops and Lattes	35,425	1%
09 Urban Chic	111,624	2%
10 Pleasant-Ville	126,329	2%
11 Pacific Heights	17,727	0%
12 Up and Coming Families	350,568	5%
13 In Style	232,275	3%
14 Prosperous Empty Nesters	131,321	2%
15 Silver and Gold	48,658	1%
16 Enterprising Professionals	136,786	2%
17 Green Acres	454,176	7%
18 Cozy and Comfortable	155,898	2%
19 Milk and Cookies	120,383	2%
20 City Lights	7,902	0%
21 Urban Villages	1,347	0%
22 Metropolitans	120,654	2%
23 Trendsetters	73,437	1%
24 Main Street USA	377,433	6%
25 Salt of the Earth	54,498	1%
26 Midland Crowd	341,274	5%
27 Metro Renters	113,946	2%
28 Aspiring Young Families	290,766	4%
29 Rustbelt Retirees	37,297	1%
30 Retirement Communities	85,217	1%
31 Rural Resort Dwellers	231,169	3%
32 Rustbelt Traditions	106,037	2%
33 Midlife Junction	179,818	3%
34 Family Foundations	0	0%
35 International Marketplace	33,603	0%
36 Old and Newcomers	252,735	4%
37 Prairie Living	45,171	1%
38 Industrious Urban Fringe	123,504	2%
39 Young and Restless	91,816	1%
40 Military Proximity	47,374	1%

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2010 Tapestry Population Segments	Washington	
		%
41 Crossroads	78,748	1%
42 Southern Satellites	7,788	0%
43 The Elders	5,523	0%
44 Urban Melting Pot	6,497	0%
45 City Strivers	5,875	0%
46 Rooted Rural	81,106	1%
47 Las Casas	20,021	0%
48 Great Expectations	138,114	2%
49 Senior Sun Seekers	64,939	1%
50 Heartland Communities	20,841	0%
51 Metro City Edge	7,396	0%
52 Inner City Tenants	170,664	3%
53 Home Town	20,067	0%
54 Urban Rows	0	0%
55 College Towns	43,966	1%
56 Rural Bypasses	3,685	0%
57 Simple Living	86,345	1%
58 NeWest Residents	38,888	1%
59 Southwestern Families	24,349	0%
60 City Dimensions	36,147	1%
61 High Rise Renters	1,543	0%
62 Modest Income Homes	0	0%
63 Dorms to Diplomas	58,661	1%
64 City Commons	5,133	0%
65 Social Security Set	43,650	1%
66 Unclassified	3,082	0%