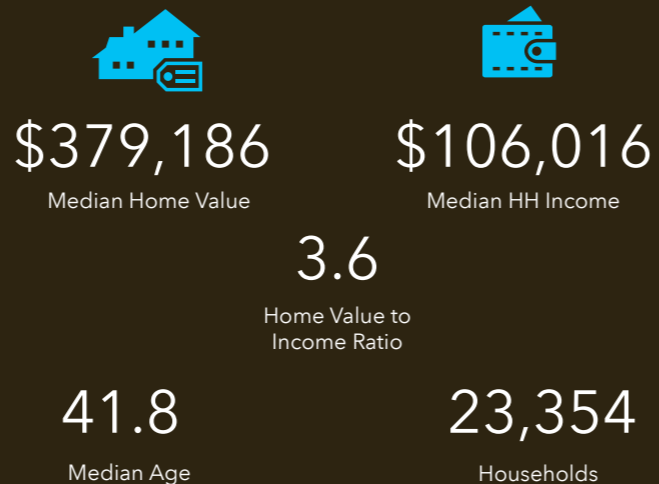




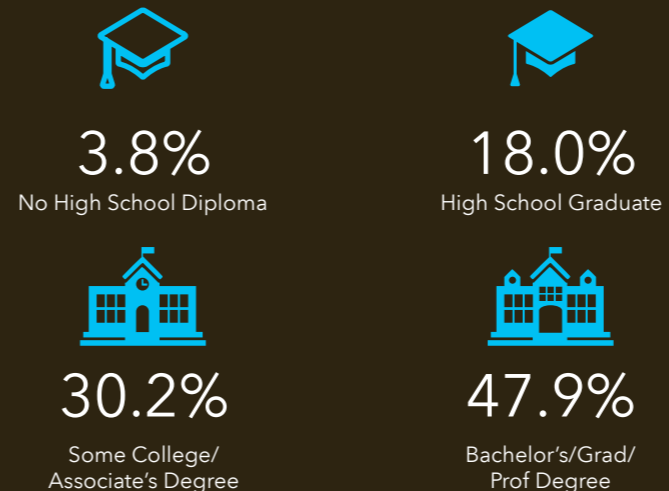
TAPESTRY SEGMENTATION

The Fabric of America's Neighborhoods

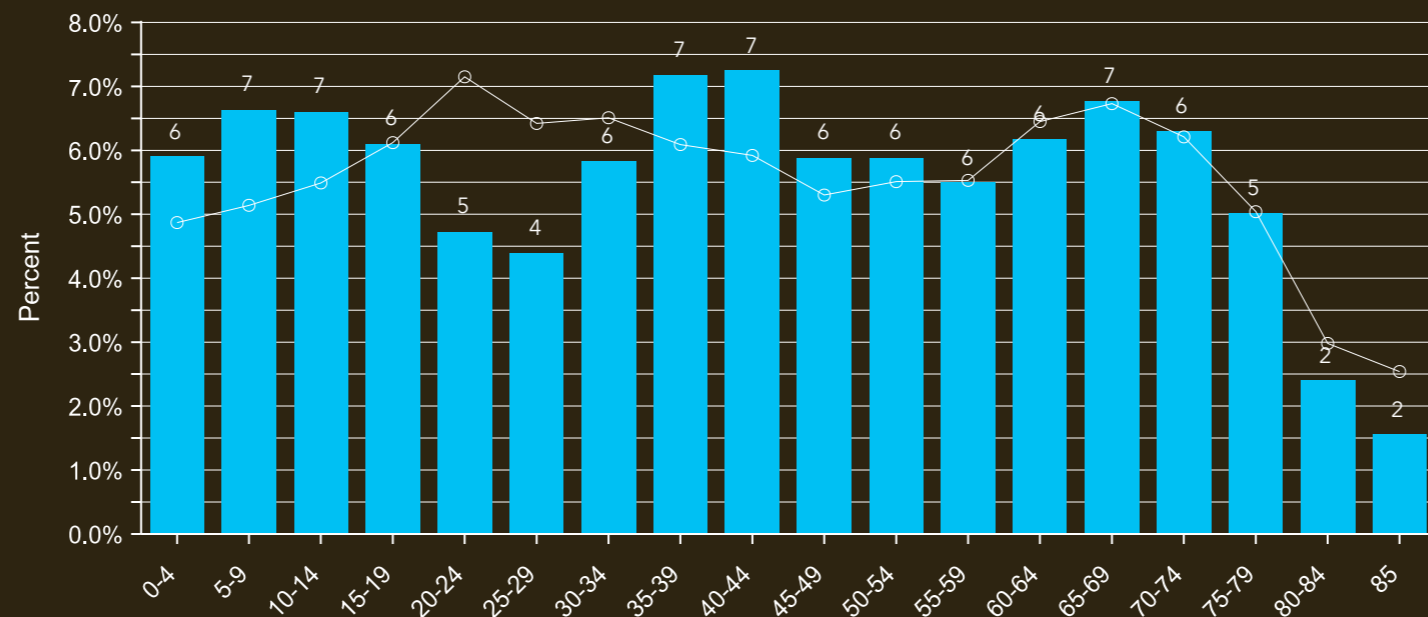
Key Facts



Education



Age Profile



2024 Households by income (Esri)

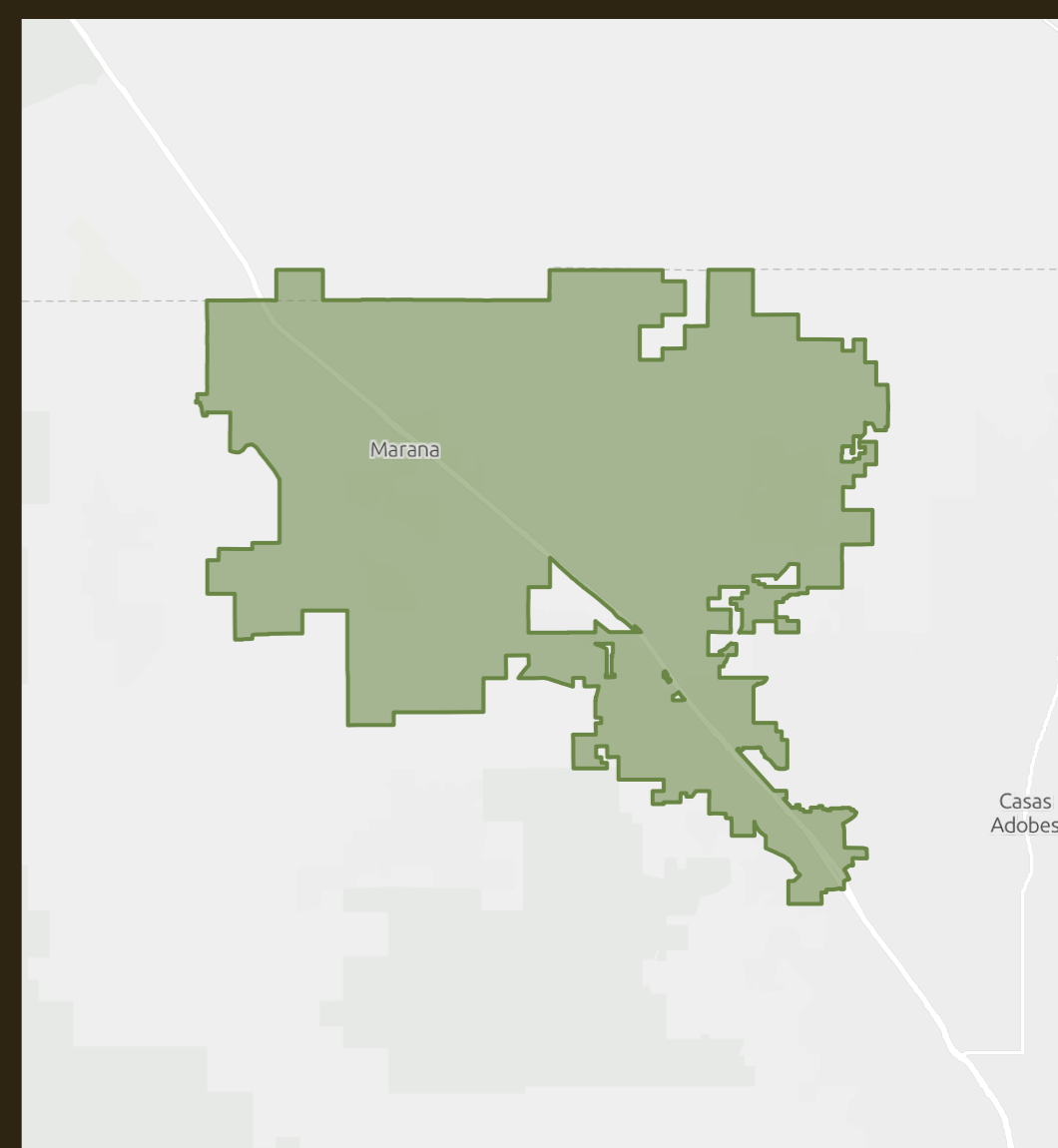
The largest group: \$100,000 - \$149,999 (25.5%)
 The smallest group: \$15,000 - \$24,999 (3.0%)

Indicator ▲	Value	Diff
<\$15,000	3.4%	-5.8%
\$15,000 - \$24,999	3.0%	-4.2%
\$25,000 - \$34,999	4.3%	-4.4%
\$35,000 - \$49,999	7.0%	-4.2%
\$50,000 - \$74,999	13.3%	-2.9%
\$75,000 - \$99,999	14.3%	+0.8%
\$100,000 - \$149,999	25.5%	+8.8%
\$150,000 - \$199,999	15.5%	+6.4%
\$200,000+	13.7%	+5.6%

Tapestry LifeMode

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	Households	HHs %	% US HHs	Index
Affluent Estates (L1)	127	0.54%	10.11%	5
Upscale Avenues (L2)	0	0.00%	5.50%	0
Uptown Individuals (L3)	0	0.00%	3.91%	0
Family Landscapes (L4)	3,028	12.97%	7.91%	164
GenXurban (L5)	3,900	16.70%	11.14%	150
Cozy Country Living (L6)	0	0.00%	11.81%	0
Sprouting Explorers (L7)	7,618	32.62%	7.53%	433
Middle Ground (L8)	1,745	7.47%	10.81%	69
Senior Styles (L9)	6,470	27.70%	5.79%	478
Rustic Outposts (L10)	466	2.00%	7.94%	25
Midtown Singles (L11)	0	0.00%	6.24%	0
Hometown (L12)	0	0.00%	5.88%	0
Next Wave (L13)	0	0.00%	3.88%	0
Scholars and Patriots (L14)	0	0.00%	1.57%	0



Tapestry segments

- 7A Up and Coming Families**
7,618 households
32.6% of Households
- 9A Silver and Gold**
6,470 households
27.7% of Households
- 5A Comfortable Empty Nesters**
3,900 households
16.7% of Households

Bars show deviation from Pima County

Source: This infographic contains data provided by Esri (2024).
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