



Customer Tapestry Profile

Tapestry profiles the various consumer markets represented by your clients, relative to a base population, such as the U.S.

A. There are 12 summary LifeMode Tapestry groups.

B. 357 (1.8%) of your customers are "L1: High Society".

C. Penetration rate shows the number of customers relative to a base population: Less than 1 out of every hundred "L1: High Society" are your customers.

D. The base of this profile is U.S. households. The base should represent the target market for your customers to show relevant comparisons and penetration rates. The best base can be pre-selected by you or derived from the geographic summary or a trade area analysis. The right base depends upon whether you are marketing nationally, regionally, or locally.

E. Tapestry Group "L1: High Society" is 12.3% of U.S. households.

F. The Tapestry index measures the proportion of your customers in a particular market relative to the proportion of base households in the market. For example, the Tapestry Index of 15 reflects the lower concentration of "L1: High Society" among your customers (1.8%) than all U.S. households (12.3%).

In other words, your customers are 0.15 times as likely to be "L1: High Society" than the average U.S. household.

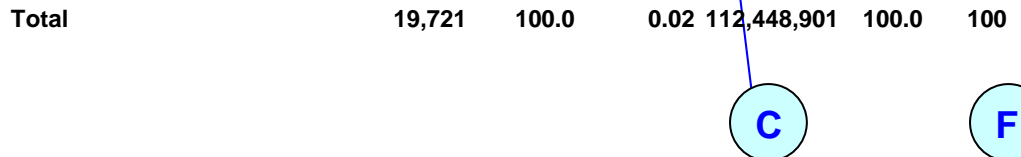
Note: Segment 66, Unclassified, is not included in the Summary Table.

File: C:\Samples\Sample_Records_out.xls
Sample

Number of Records: 19,864

By LifeMode Group

Tapestry Description	Customers		Penetration Per 100	U.S.		Index
	Number	%		Number	%	
L1: High Society	357	1.8	0.00	13,840,635	12.3	15
L2: Upscale Avenues	1,430	7.3	0.01	14,794,674	13.2	55
L3: Metropolis	1,551	7.9	0.02	6,443,210	5.7	137
L4: Solo Acts	3,276	16.6	0.04	7,540,043	6.7	248
L5: Senior Styles	3,102	15.7	0.02	14,908,934	13.3	119
L6: Scholars & Patriots	459	2.3	0.03	1,667,116	1.5	157
L7: High Hopes	1,378	7.0	0.03	4,986,433	4.4	158
L8: Global Roots	3,921	19.9	0.04	9,021,526	8.0	248
L9: Family Portrait	1,503	7.6	0.02	8,328,595	7.4	103
L10: Traditional Living	1,502	7.6	0.02	9,946,164	8.8	86
L11: Factories & Farms	823	4.2	0.01	11,214,983	10.0	42
L12: American Quilt	410	2.1	0.00	9,752,933	8.7	24
Total	19,721	100.0	0.02	112,448,901	100.0	100





Customer Tapestry Profile

A. There are 12 major Tapestry groups, and a total of 66 Tapestry market segments.

B. 164 customers are classified in "29 Rustbelt Retirees". This Tapestry market represents 0.8% of all your customers.

C. Penetration rate is 0.00. Less than one out of every 100 households in this Tapestry market is among your customers.

D. In the base area 1.7% of all households, or 1,897,432 households, are in Tapestry market 2 Suburban Splendor.

E. An index of 10 shows that "37 Prairie Living" are 0.10 times as likely to be one of your customers than the average household.

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Tapestry Description

Tapestry Description	Customers			Penetration			U.S.		Index
	Number	%	Per 100	Number	%				
1 Top Rung	20	0.1	0.00	807,199	0.7			14	
2 Suburban Splendor	42	0.2	0.00	1,897,432	1.7			13	
3 Connoisseurs	36	0.2	0.00	1,543,336	1.4			13	
4 Boomburbs	50	0.3	0.00	2,176,719	1.9			13	
5 Wealthy Seaboard Suburbs	44	0.2	0.00	1,599,228	1.4			16	
6 Sophisticated Squires	83	0.4	0.00	3,155,442	2.8			15	
7 Exurbanites	82	0.4	0.00	2,661,279	2.4			18	
8 Laptops and Lattes	299	1.5	0.03	1,020,753	0.9			167	
9 Urban Chic	241	1.2	0.02	1,528,425	1.4			90	
10 Pleasant-ville	58	0.3	0.00	1,594,127	1.4			21	
11 Pacific Heights	78	0.4	0.01	588,413	0.5			76	
12 Up and Coming Families	157	0.8	0.00	3,259,209	2.9			27	
13 In Style	422	2.1	0.02	2,668,671	2.4			90	
14 Prosperous Empty Nesters	120	0.6	0.01	2,298,047	2.0			30	
15 Silver and Gold	17	0.1	0.00	930,749	0.8			10	
16 Enterprising Professionals	457	2.3	0.03	1,777,947	1.6			147	
17 Green Acres	69	0.3	0.00	3,454,394	3.1			11	
18 Cozy and Comfortable	105	0.5	0.00	3,182,697	2.8			19	
19 Milk and Cookies	151	0.8	0.01	2,302,816	2.0			37	
20 City Lights	167	0.8	0.01	1,145,605	1.0			83	
21 Urban Villages	105	0.5	0.01	850,655	0.8			70	
22 Metropolitans	179	0.9	0.01	1,505,686	1.3			68	
23 Trendsetters	560	2.8	0.05	1,024,095	0.9			312	
24 Main Street, USA	416	2.1	0.02	2,475,427	2.2			96	
25 Salt of the Earth	102	0.5	0.00	3,285,729	2.9			18	
26 Midland Crowd	143	0.7	0.00	4,049,389	3.6			20	
27 Metro Renters	744	3.8	0.05	1,554,284	1.4			273	
28 Aspiring Young Families	829	4.2	0.03	2,555,470	2.3			185	
29 Rustbelt Retirees	164	0.8	0.01	2,839,759	2.5			33	
30 Retirement Communities	476	2.4	0.03	1,612,394	1.4			168	
31 Rural Resort Dwellers	33	0.2	0.00	1,569,625	1.4			12	
32 Rustbelt Traditions	313	1.6	0.01	3,532,189	3.1			51	
33 Midlife Junction	665	3.4	0.02	2,904,983	2.6			131	
34 Family Foundations	108	0.5	0.01	1,033,565	0.9			60	
35 International Marketplace	635	3.2	0.05	1,318,195	1.2			275	
36 Old and Newcomers	879	4.5	0.04	2,183,160	1.9			230	
37 Prairie Living	20	0.1	0.00	1,134,908	1.0			10	
38 Industrious Urban Fringe	219	1.1	0.01	1,525,530	1.4			82	
39 Young and Restless	794	4.0	0.05	1,757,751	1.6			258	
40 Military Proximity	11	0.1	0.00	244,280	0.2			26	



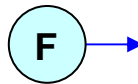
Customer Tapestry Profile

F. Your Customer Tapestry Profile is based on 19,721 records.

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Tapestry Description	Customers		Penetration	U.S.		Index
	Number	%	Per 100	Number	%	
41 Crossroads	152	0.8	0.01	1,612,748	1.4	54
42 Southern Satellites	140	0.7	0.00	3,254,710	2.9	25
43 The Elders	36	0.2	0.00	729,543	0.6	28
44 Urban Melting Pot	182	0.9	0.03	708,803	0.6	146
45 City Strivers	298	1.5	0.04	795,021	0.7	214
46 Rooted Rural	82	0.4	0.00	2,521,171	2.2	19
47 Las Casas	337	1.7	0.04	898,605	0.8	214
48 Great Expectations	549	2.8	0.02	2,430,963	2.2	129
49 Senior Sun Seekers	50	0.3	0.00	1,265,541	1.1	23
50 Heartland Communities	378	1.9	0.01	2,720,623	2.4	79
51 Metro City Edge	416	2.1	0.04	1,185,693	1.1	200
52 Inner City Tenants	1,098	5.6	0.06	1,742,297	1.5	359
53 Home Town	379	1.9	0.02	1,840,142	1.6	117
54 Urban Rows	73	0.4	0.02	422,059	0.4	99
55 College Towns	291	1.5	0.03	882,644	0.8	188
56 Rural Bypasses	182	0.9	0.01	1,699,494	1.5	61
57 Simple Living	940	4.8	0.05	1,742,447	1.5	308
58 NeWest Residents	652	3.3	0.07	978,833	0.9	380
59 Southwestern Families	136	0.7	0.01	1,110,642	1.0	70
60 City Dimensions	384	1.9	0.03	1,097,640	1.0	199
61 High Rise Renters	414	2.1	0.06	751,623	0.7	314
62 Modest Income Homes	418	2.1	0.03	1,389,146	1.2	172
63 Dorms to Diplomas	157	0.8	0.03	540,192	0.5	166
64 City Commons	954	4.8	0.12	805,273	0.7	676
65 Social Security Set	921	4.7	0.12	769,831	0.7	682
66 Unclassified	9	0.0	0.25	3,655	0.0	1404
Total	19,721	100.0	0.02112	14,448,901	100.0	100





Customer Tapestry Profile

Top 20 Tapestry Segments by Customer Count

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This page presents your top Tapestry segments, ranked by share of households in your file.

A. Your top segment is Tapestry 52, Inner City Tenants.

B. 5.6% of your customers are in your best segment, Inner City Tenants.

C. 24.3% of your customers are in your top 5 Tapestry segments.

D. These 5 Tapestry segments represent 6.4% of households in the base area.

E. Your customers are about 3.77 times more likely to be in these top 5 segments than the average household in the base area.

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Rank	Tapestry Description	Customers	U.S.	Index
1	52 Inner City Tenants	5.6%	1.5%	359
2	64 City Commons	4.8%	0.7%	676
3	57 Simple Living	4.8%	1.5%	308
4	65 Social Security Set	4.7%	0.7%	682
5	36 Old and Newcomers	4.5%	1.9%	230
	Subtotal	24.3%	6.4%	377
6	28 Aspiring Young Families	4.2%	2.3%	185
7	39 Young and Restless	4.0%	1.6%	258
8	27 Metro Renters	3.8%	1.4%	273
9	33 Midlife Junction	3.4%	2.6%	131
10	58 NeWest Residents	3.3%	0.9%	380
	Subtotal	18.7%	8.7%	215
11	35 International Marketplace	3.2%	1.2%	275
12	23 Trendsetters	2.8%	0.9%	312
13	48 Great Expectations	2.8%	2.2%	129
14	30 Retirement Communities	2.4%	1.4%	168
15	16 Enterprising Professionals	2.3%	1.6%	147
	Subtotal	13.6%	7.3%	187
16	13 In Style	2.1%	2.4%	90
17	62 Modest Income Homes	2.1%	1.2%	172
18	51 Metro City Edge	2.1%	1.1%	200
19	24 Main Street, USA	2.1%	2.2%	96
20	61 High Rise Renters	2.1%	0.7%	314
	Subtotal	10.6%	7.5%	140
	Total	67.1%	29.9%	224

Note: Segments with an index higher than 100 are listed in blue.
Subtotals are shown for every 5 classifications.