

LifeModes Profile

LifeModes Code	Description	HH in Selected Area
TAPHBASECY	Tapestry Household Base	195946
HH27	Metro Renters	29231
HH24	Main Street USA	14734
HH22	Metropolitans	14518
HH38	Industrious Urban Fringe	13659
HH36	Old and Newcomers	13314
HH28	Aspiring Young Families	8477
HH39	Young and Restless	7633
HH14	Prosperous Empty Nesters	7559
HH10	Pleasant-Ville	7327
HH52	Inner City Tenants	7239
HH13	In Style	6785
HH35	International Marketplace	5878
HH58	NeWest Residents	5527
HH47	Las Casas	5392
HH30	Retirement Communities	5054
HH18	Cozy and Comfortable	4876
HH33	Midlife Junction	4143
HH65	Social Security Set	4076
HH23	Trendsetters	3187
HH60	City Dimensions	2947
HH07	Exurbanites	2521
HH21	Urban Villages	2473
HH57	Simple Living	2098
HH09	Urban Chic	1858
HH02	Suburban Splendor	1694
HH64	City Commons	1611
HH05	Wealthy Seaboard Suburbs	1538
HH41	Crossroads	1457
HH48	Great Expectations	1414
HH29	Rustbelt Retirees	1387
HH16	Enterprising Professionals	1351
HH08	Laptops and Lattes	1272
HH59	Southwestern Families	1026
HH03	Connoisseurs	530
HH20	City Lights	364
HH49	Senior Sun Seekers	342
HH55	College Towns	342
HH01	Top Rung	310
HH06	Sophisticated Squires	283
HH32	Rustbelt Traditions	267
HH15	Silver and Gold	252

