

Tapestry Volume Profile

The Tapestry Volume Profile report shows the Tapestry segments and summary groups that most accurately reflect your customer records and compares your target profile to the base profile of your study area using Tapestry segmentation. Whether the report shows population or household count depends on which base type is chosen when creating the base profile: Total Adult Population or Total Households. The report is based on the number of customer records analyzed. The Tapestry Volume Profile by Segment report is sorted by customer percentage from highest to lowest. By sorting on customer percentage, we can now see which segments make up your current customers. This report will help us identify your target customers.

The *Target Profile Number* and *Percent* represent adults or households in your target profile.

The Target Profile *Total Volume* and *Average Volume* represent product or service usage (usually a count or dollar amount) by the adults or households in your target profile.

The *Penetration* per 100 illustrates the penetration percentage of customers in the target profile per 100 adults or households in the base profile by segment or summary group.

The *Base Profile Number* and *Percent* represent adults or households in your base profile.

The *Index* measures the likelihood for adults or households in each segment to use a product or service compared to the base profile. The index average is 100. A segment with an index of 216 means that these people or households are 2.16 times more likely to be a customer than the average person or household.

The *Volume Index* measures the average product or service usage by adults or households in each segment to the base profile average. The index is tabulated to represent a value of 100 as the average. An index of 120 implies that demand in the segment or summary group is likely to be 20 percent higher in the target profile than in the base profile; an index of 85 implies demand is 15 percent lower than in the base profile.

Tapestry Volume Profile by Summary Group

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

A. There are 12 LifeMode groups and 11 Urbanization groups

B. 14,980,284 (12.6%) of your customers are "L1. High Society"

C. Penetration rate shows the number of customers relative to a base population or household count: 201,266.75 out of every hundred "L1. High Society" are your customers.

D. The base of this profile is Custom base population or 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 2.7% of Custom Base population or households.

F. The Tapestry index measures the proportion of your customers in a particular market relative to the proportion of base population or households in the market. For example, the Tapestry Index of 458 reflects the higher concentration of "L1. High Society" among your customers (12.6%) than all Custom Base population or households (2.7%). In other words, your customers are 4.6 times as likely to be "L1. High Society" than the average Custom Base person or household. Note: Segment 66, Unclassified, is not included in the Summary Table.

G. The Total Volume of \$14,980,284 is the sum of the across all segments.

H. The Average Volume is the total volume divided by the target profile count.

I. The Volume Index measures the average volume per adult or household in each segment compared to the overall average volume for the profile. An index of 100.00 indicates that your customers are 1.00 times as likely to generate this volume than the average adult or household.

LifeMode Groups	US Household Tapestry Profile		Penetration		Segmentation Profile 2		Total Volume	Average Volume	Volume Index
	Number	%	Per 100	Number	%	Index			
L1. High Society	14,980,284	12.6%	201,266.7	7,443	2.7%	458	\$14,980,284.	\$1.00	100
L2. Upscale Avenues	15,743,999	13.2%	27,083.19	58,132	21.5%	62	\$15,743,999.	\$1.00	100
L3. Metropolis	6,311,203	5.3%	255,928.7	2,466	0.9%	582	\$6,311,203.0	\$1.00	100
L4. Solo Acts	8,739,619	7.3%	5,134.37	170,218	62.9%	12	\$8,739,619.0	\$1.00	100
L5. Senior Styles	15,007,876	12.6%	75,931.58	19,765	7.3%	173	\$15,007,876.	\$1.00	100
L6. Scholars & Patriots	1,901,200	1.6%	275,936.1	689	0.3%	628	\$1,901,200.0	\$1.00	100
L7. High Hopes	4,809,195	4.0%	0.00	0	0.0%	0	\$4,809,195.0	\$1.00	100
L8. Global Roots	9,875,447	8.3%	81,885.96	12,060	4.5%	186	\$9,875,447.0	\$1.00	100
L9. Family Portrait	10,600,342	8.9%	0.00	0	0.0%	0	\$10,600,342.	\$1.00	100
L10. Traditional Living	9,550,771	8.0%	0.00	0	0.0%	0	\$9,550,771.0	\$1.00	100
L11. Factories & Farms	11,131,471	9.4%	0.00	0	0.0%	0	\$11,131,471.	\$1.00	100
L12. American Quilt	10,325,832	8.7%	0.00	0	0.0%	0	\$10,325,832.	\$1.00	100

Urbanization Groups	US Household Tapestry Profile		Penetration		Segmentation Profile 2		Total Volume	Average Volume	Volume Index
	Number	%	Per 100	Number	%	Index			
U1. Principal Urban Centers I	10,011,684	8.4	4,450.92	224,935	83.1	10	\$10,011,684.	\$1.00	100
U2. Principal Urban Centers II	5,716,277	4.8	30,000.40	19,054	7.0	68	\$5,716,277.0	\$1.00	100
U3. Metro Cities I	14,418,556	12.1	158,327.49	24,720	9.1	133	\$14,418,556.	\$1.00	100
U4. Metro Cities II	13,155,772	11.1	1956,783.4	1,375	0.5	2,177	\$13,155,772.	\$1.00	100
U5. Urban Outskirts I	12,454,367	10.5	0.00	0	0.0	0	\$12,454,367.	\$1.00	100
U6. Urban Outskirts II	6,070,110	5.1	881,002.9	689	0.3	2,005	\$6,070,110.0	\$1.00	100
U7. Suburban Periphery I	19,287,308	16.2	0.00	0	0.0	0	\$19,287,308.	\$1.00	100
U8. Suburban Periphery II	10,631,659	8.9	0.00	0	0.0	0	\$10,631,659.	\$1.00	100
U9. Small Towns	5,499,072	4.6	0.00	0	0.0	0	\$5,499,072.0	\$1.00	100
U10. Rural I	12,702,838	10.7	0.00	0	0.0	0	\$12,702,838.	\$1.00	100
U11. Rural II	9,029,596	7.6	0.00	0	0.0	0	\$9,029,596.0	\$1.00	100

Tapestry Volume Profile by Segment

A. There are 12 Life Mode Groups, 11 Urbanization Groups, and a total of 66 Tapestry market segments.

B. 1,067,296 customers are classified in "1 Top Rung". This Tapestry market represents 0.9% of all your customers.

C. Penetration rate is 32,137.79.

D. In the base area 1.2%, or 3,321 of the base, are in Tapestry market "1 Top Rung".

E. An index of 73 shows that "1 Top Rung" are 0.7% times as likely to be one of your customers than the average person or household.

F. The Total Volume of \$1,067,296 is in "1 Top Rung" segment.

G. The Average Volume is the total volume divided by the target profile count.

H. The Volume Index measures the average volume per adult or household in each segment compared to the overall average volume for the profile. An index of 100 indicates that your customers are 1.0 times as likely to generate this volume than the average adult or household.

US Household Tapestry Profile		Segmentation Profile 2		Total Volume		Average Volume		Volume Index	
Tapestry Description		Number	% Per 100	Number	%	Index			
1 Top Rung	1,067,296	0.9	32,137.79	3,321	1.2	73	\$1,067,296.0	\$1.00	100
2 Suburban Splendor	2,013,199	1.7	0.00	0	0.0	0	\$2,013,199.0	\$1.00	100
3 Connoisseurs	1,494,051	1.3	39,969.26	3,738	1.4	91	\$1,494,051.0	\$1.00	100
4 Boomburbs	2,849,184	2.4	0.00	0	0.0	0	\$2,849,184.0	\$1.00	100
5 Wealthy Seaboard Suburbs	1,671,789	1.4	435,361.7	384	0.1	991	\$1,671,789.0	\$1.00	100
6 Sophisticated Squires	2,952,646	2.5	0.00	0	0.0	0	\$2,952,646.0	\$1.00	100
7 Exurbanites	2,932,119	2.5	0.00	0	0.0	0	\$2,932,119.0	\$1.00	100
8 Laptops and Lattes	1,207,363	1.0	1,560.44	77,373	28.6	4	\$1,207,363.0	\$1.00	100
9 Urban Chic	1,664,772	1.4	9,635.77	17,277	6.4	22	\$1,664,772.0	\$1.00	100
10 Pleasant-Ville	1,937,723	1.6	0.00	0	0.0	0	\$1,937,723.0	\$1.00	100
11 Pacific Heights	805,571	0.7	1,971.78	40,855	15.1	4	\$805,571.00	\$1.00	100
12 Up and Coming Families	4,925,434	4.1	0.00	0	0.0	0	\$4,925,434.0	\$1.00	100
13 In Style	2,753,983	2.3	0.00	0	0.0	0	\$2,753,983.0	\$1.00	100
14 Prosperous Empty Nesters	2,483,040	2.1	0.00	0	0.0	0	\$2,483,040.0	\$1.00	100
15 Silver and Gold	1,226,887	1.0	0.00	0	0.0	0	\$1,226,887.0	\$1.00	100
16 Enterprising Professionals	2,254,476	1.9	0.00	0	0.0	0	\$2,254,476.0	\$1.00	100
17 Green Acres	3,684,096	3.1	0.00	0	0.0	0	\$3,684,096.0	\$1.00	100
18 Cozy and Comfortable	2,643,378	2.2	0.00	0	0.0	0	\$2,643,378.0	\$1.00	100
19 Milk and Cookies	2,632,727	2.2	0.00	0	0.0	0	\$2,632,727.0	\$1.00	100
20 City Lights	1,262,301	1.1	51,188.20	2,466	0.9	116	\$1,262,301.0	\$1.00	100
21 Urban Villages	1,045,276	0.9	0.00	0	0.0	0	\$1,045,276.0	\$1.00	100
22 Metropolitans	1,695,722	1.4	0.00	0	0.0	0	\$1,695,722.0	\$1.00	100
23 Trendsetters	1,381,514	1.2	2,827.84	48,854	18.0	6	\$1,381,514.0	\$1.00	100
24 Main Street, USA	2,658,400	2.2	0.00	0	0.0	0	\$2,658,400.0	\$1.00	100
25 Salt of the Earth	3,170,297	2.7	0.00	0	0.0	0	\$3,170,297.0	\$1.00	100
26 Midland Crowd	3,835,048	3.2	0.00	0	0.0	0	\$3,835,048.0	\$1.00	100
27 Metro Renters	1,959,395	1.6	4,454.08	43,991	16.2	10	\$1,959,395.0	\$1.00	100
28 Aspiring Young Families	2,791,928	2.3	0.00	0	0.0	0	\$2,791,928.0	\$1.00	100
29 Rustbelt Retirees	2,321,233	2.0	0.00	0	0.0	0	\$2,321,233.0	\$1.00	100
30 Retirement Communities	1,902,728	1.6	138,380.2	1,375	0.5	315	\$1,902,728.0	\$1.00	100
31 Rural Resort Dwellers	2,013,397	1.7	0.00	0	0.0	0	\$2,013,397.0	\$1.00	100
32 Rustbelt Traditions	2,869,748	2.4	0.00	0	0.0	0	\$2,869,748.0	\$1.00	100
33 Midlife Junction	3,032,212	2.5	0.00	0	0.0	0	\$3,032,212.0	\$1.00	100
34 Family Foundations	990,411	0.8	0.00	0	0.0	0	\$990,411.00	\$1.00	100
35 International Marketplace	1,548,494	1.3	64,817.66	2,389	0.9	148	\$1,548,494.0	\$1.00	100

36 Old and Newcomers	2,423,069	2.0	0.00	0	0.0	0	\$2,423,069.0	\$1.00	100
37 Prairie Living	1,393,067	1.2	0.00	0	0.0	0	\$1,393,067.0	\$1.00	100
38 Industrious Urban Fringe	2,059,768	1.7	0.00	0	0.0	0	\$2,059,768.0	\$1.00	100
39 Young and Restless	1,768,278	1.5	0.00	0	0.0	0	\$1,768,278.0	\$1.00	100
40 Military Proximity	188,950	0.2	0.00	0	0.0	0	\$188,950.00	\$1.00	100
41 Crossroads	1,726,529	1.5	0.00	0	0.0	0	\$1,726,529.0	\$1.00	100
42 Southern Satellites	3,119,797	2.6	0.00	0	0.0	0	\$3,119,797.0	\$1.00	100
43 The Elders	763,450	0.6	0.00	0	0.0	0	\$763,450.00	\$1.00	100
44 Urban Melting Pot	801,770	0.7	8,901.63	9,007	3.3	20	\$801,770.00	\$1.00	100
45 City Strivers	794,835	0.7	0.00	0	0.0	0	\$794,835.00	\$1.00	100
46 Rooted Rural	2,750,858	2.3	0.00	0	0.0	0	\$2,750,858.0	\$1.00	100
47 Las Casas	878,759	0.7	0.00	0	0.0	0	\$878,759.00	\$1.00	100
48 Great Expectations	2,017,267	1.7	0.00	0	0.0	0	\$2,017,267.0	\$1.00	100
49 Senior Sun Seekers	1,366,704	1.1	0.00	0	0.0	0	\$1,366,704.0	\$1.00	100
50 Heartland Communities	2,405,839	2.0	0.00	0	0.0	0	\$2,405,839.0	\$1.00	100
51 Metro City Edge	1,021,601	0.9	0.00	0	0.0	0	\$1,021,601.0	\$1.00	100
52 Inner City Tenants	1,661,008	1.4	0.00	0	0.0	0	\$1,661,008.0	\$1.00	100
53 Home Town	1,682,436	1.4	0.00	0	0.0	0	\$1,682,436.0	\$1.00	100
54 Urban Rows	443,249	0.4	0.00	0	0.0	0	\$443,249.00	\$1.00	100
55 College Towns	1,115,299	0.9	161,872.1	689	0.3	368	\$1,115,299.0	\$1.00	100
56 Rural Bypasses	1,765,874	1.5	0.00	0	0.0	0	\$1,765,874.0	\$1.00	100
57 Simple Living	1,653,860	1.4	0.00	0	0.0	0	\$1,653,860.0	\$1.00	100
58 NeWest Residents	1,136,791	1.0	0.00	0	0.0	0	\$1,136,791.0	\$1.00	100
59 Southwestern Families	1,185,855	1.0	0.00	0	0.0	0	\$1,185,855.0	\$1.00	100
60 City Dimensions	1,021,399	0.9	0.00	0	0.0	0	\$1,021,399.0	\$1.00	100
61 High Rise Renters	767,458	0.6	115,581.0	664	0.2	263	\$767,458.00	\$1.00	100
62 Modest Income Homes	1,093,495	0.9	0.00	0	0.0	0	\$1,093,495.0	\$1.00	100
63 Dorms to Diplomas	596,951	0.5	0.00	0	0.0	0	\$596,951.00	\$1.00	100
64 City Commons	811,050	0.7	0.00	0	0.0	0	\$811,050.00	\$1.00	100
65 Social Security Set	884,135	0.7	4,807.69	18,390	6.8	11	\$884,135.00	\$1.00	100
66 Unclassified	1,943	0.0	0.00	0	0.0	0	\$1,943.00	\$1.00	100