

Tapestry Segmentation Area Profile

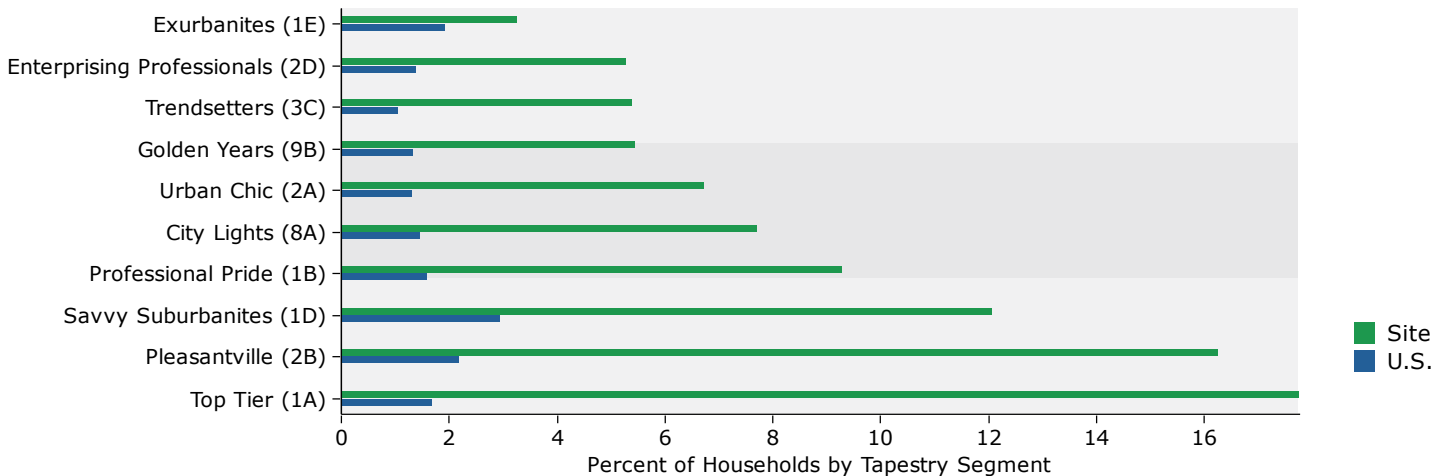
Morris County, NJ 6
Morris County, NJ (34027)
Geography: County

Prepared by MCEDC

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2017 Households		2017 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Top Tier (1A)	17.8%	17.8%	1.7%	1.7%	1036
2	Pleasantville (2B)	16.3%	34.1%	2.2%	3.9%	738
3	Savvy Suburbanites (1D)	12.1%	46.2%	3.0%	6.9%	406
4	Professional Pride (1B)	9.3%	55.5%	1.6%	8.5%	578
5	City Lights (8A)	7.7%	63.2%	1.5%	10.0%	526
Subtotal		63.2%		10.0%		
6	Urban Chic (2A)	6.7%	69.9%	1.3%	11.3%	508
7	Golden Years (9B)	5.5%	75.4%	1.3%	12.6%	405
8	Trendsetters (3C)	5.4%	80.8%	1.1%	13.7%	505
9	Enterprising Professionals (2D)	5.3%	86.1%	1.4%	15.1%	376
10	Exurbanites (1E)	3.3%	89.4%	1.9%	17.0%	169
Subtotal		26.2%		7.0%		
11	International Marketplace (13A)	2.5%	91.9%	1.2%	18.2%	204
12	Soccer Moms (4A)	2.0%	93.9%	2.9%	21.1%	70
13	Pacific Heights (2C)	1.5%	95.4%	0.7%	21.8%	203
14	Urban Villages (7B)	0.8%	96.2%	1.1%	22.9%	77
15	Bright Young Professionals (8C)	0.8%	97.0%	2.2%	25.1%	35
Subtotal		7.6%		8.1%		
16	Boomburbs (1C)	0.7%	97.7%	1.6%	26.7%	44
17	Retirement Communities (9E)	0.7%	98.4%	1.2%	27.9%	58
18	NeWest Residents (13C)	0.6%	99.0%	0.8%	28.7%	80
19	Green Acres (6A)	0.3%	99.3%	3.2%	31.9%	11
20	Home Improvement (4B)	0.3%	99.6%	1.7%	33.6%	16
Subtotal		2.6%		8.5%		
Total		99.7%		33.8%		295

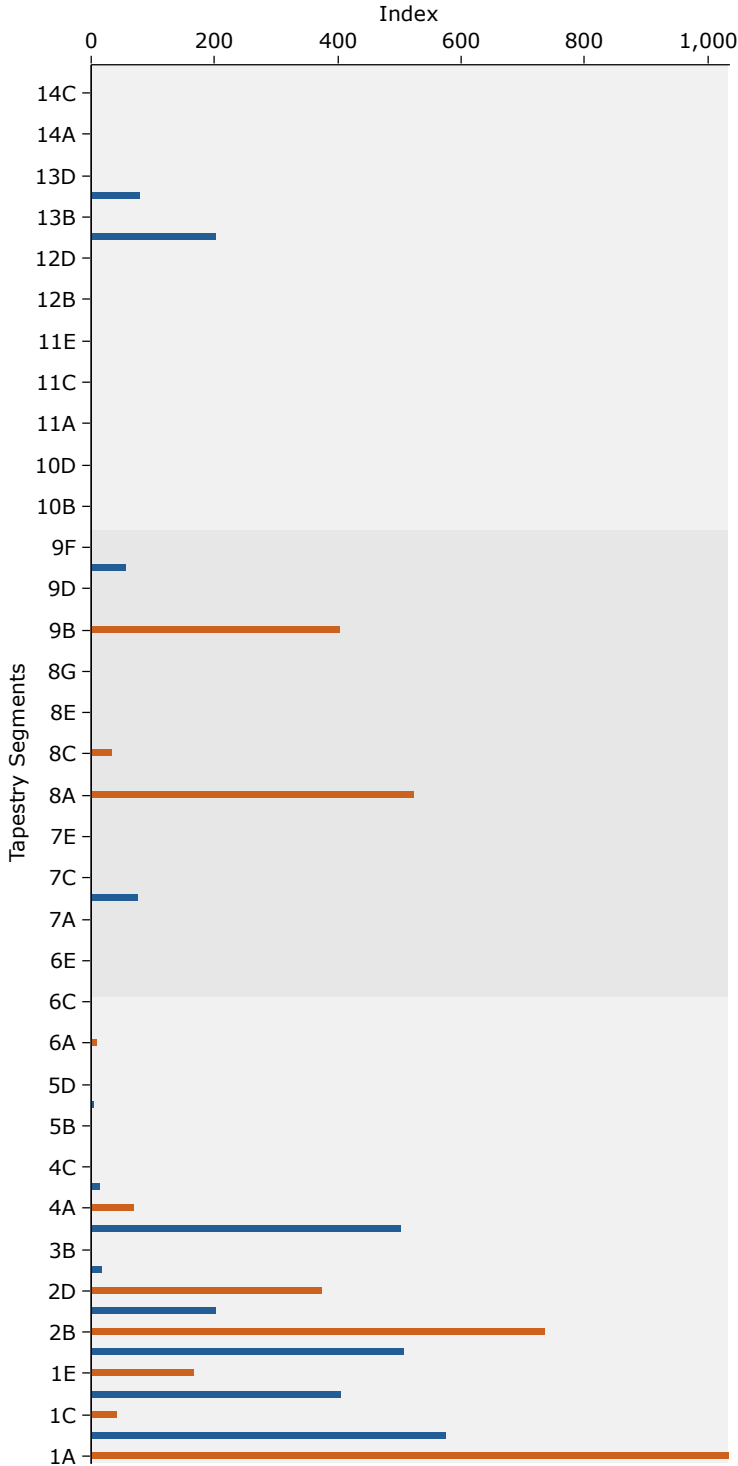
Top Ten Tapestry Segments Site vs. U.S.



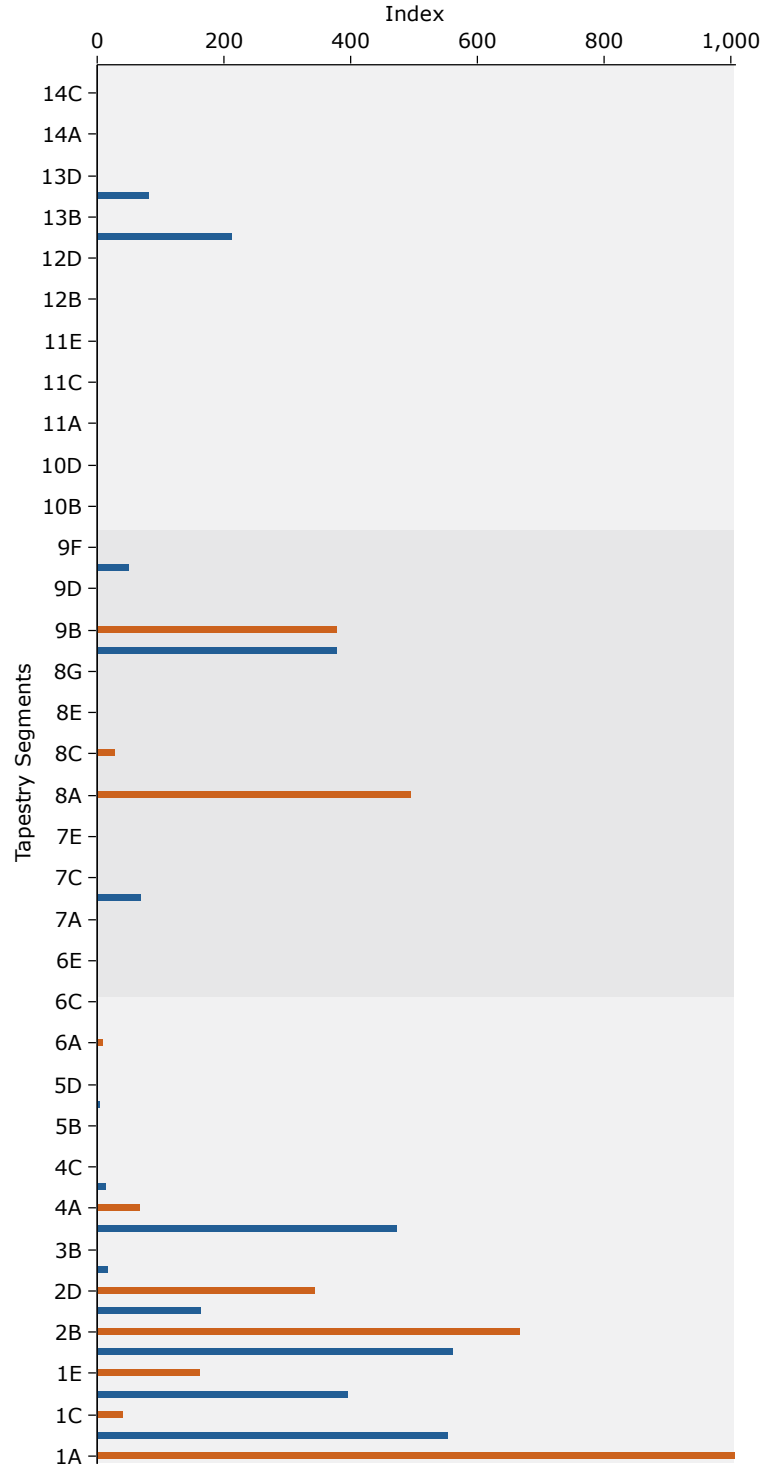
Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri

2017 Tapestry Indexes by Households



2017 Tapestry Indexes by Total Population 18+



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Tapestry Segmentation Area Profile

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Tapestry LifeMode Groups	2017 Households			2017 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	184,151	100.0%		393,632	100.0%	
1. Affluent Estates	79,461	43.1%	432	176,955	45.0%	421
Top Tier (1A)	32,734	17.8%	1036	71,922	18.3%	1009
Professional Pride (1B)	17,134	9.3%	578	39,345	10.0%	556
Boomburbs (1C)	1,311	0.7%	44	2,900	0.7%	43
Savvy Suburbanites (1D)	22,230	12.1%	406	50,288	12.8%	398
Exurbanites (1E)	6,052	3.3%	169	12,500	3.2%	163
2. Upscale Avenues	54,872	29.8%	520	116,504	29.6%	491
Urban Chic (2A)	12,422	6.7%	508	27,787	7.1%	564
Pleasantville (2B)	29,994	16.3%	738	64,951	16.5%	670
Pacific Heights (2C)	2,696	1.5%	203	5,874	1.5%	166
Enterprising Professionals (2D)	9,760	5.3%	376	17,892	4.5%	346
3. Uptown Individuals	10,311	5.6%	150	18,505	4.7%	152
Laptops and Lattes (3A)	346	0.2%	18	639	0.2%	19
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	9,965	5.4%	505	17,866	4.5%	475
4. Family Landscapes	4,228	2.3%	31	9,412	2.4%	30
Soccer Moms (4A)	3,711	2.0%	70	8,226	2.1%	68
Home Improvement (4B)	517	0.3%	16	1,186	0.3%	16
Middleburg (4C)	0	0.0%	0	0	0.0%	0
5. GenXurban	263	0.1%	1	554	0.1%	1
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
In Style (5B)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	263	0.1%	7	554	0.1%	7
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
6. Cozy Country Living	620	0.3%	3	1,381	0.4%	3
Green Acres (6A)	620	0.3%	11	1,381	0.4%	11
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
7. Ethnic Enclaves	1,527	0.8%	12	4,049	1.0%	12
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	1,527	0.8%	77	4,049	1.0%	70
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

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Tapestry Segmentation Area Profile

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Tapestry LifeMode Groups	2017 Households			2017 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	184,151	100.0%		393,632	100.0%	
8. Middle Ground	15,695	8.5%	77	31,639	8.0%	78
City Lights (8A)	14,261	7.7%	526	29,268	7.4%	497
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	1,434	0.8%	35	2,371	0.6%	30
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	11,354	6.2%	105	19,999	5.1%	100
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	10,047	5.5%	405	17,864	4.5%	381
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	1,307	0.7%	58	2,135	0.5%	53
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
10. Rustic Outposts	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	5,820	3.2%	80	14,634	3.7%	81
International Marketplace (13A)	4,656	2.5%	204	11,782	3.0%	215
Las Casas (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	1,164	0.6%	80	2,852	0.7%	83
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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	Number	Percent	Index	Number	Percent	Index
Total:	184,151	100.0%		393,632	100.0%	
1. Principal Urban Center	11,475	6.2%	87	21,357	5.4%	80
Laptops and Lattes (3A)	346	0.2%	18	639	0.2%	19
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	9,965	5.4%	505	17,866	4.5%	475
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	1,164	0.6%	80	2,852	0.7%	83
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	24,574	13.3%	78	53,344	13.6%	74
Pacific Heights (2C)	2,696	1.5%	203	5,874	1.5%	166
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	1,527	0.8%	77	4,049	1.0%	70
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	14,261	7.7%	526	29,268	7.4%	497
Bright Young Professionals (8C)	1,434	0.8%	35	2,371	0.6%	30
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	4,656	2.5%	204	11,782	3.0%	215
Las Casas (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	1,307	0.7%	4	2,135	0.5%	3
In Style (5B)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	1,307	0.7%	58	2,135	0.5%	53
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

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Total:	184,151	100.0%		393,632	100.0%	
4. Suburban Periphery	146,175	79.4%	248	315,415	80.1%	243
Top Tier (1A)	32,734	17.8%	1,036	71,922	18.3%	1,009
Professional Pride (1B)	17,134	9.3%	578	39,345	10.0%	556
Boomburbs (1C)	1,311	0.7%	44	2,900	0.7%	43
Savvy Suburbanites (1D)	22,230	12.1%	406	50,288	12.8%	398
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Soccer Moms (4A)	3,711	2.0%	70	8,226	2.1%	68
Home Improvement (4B)	517	0.3%	16	1,186	0.3%	16
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	263	0.1%	7	554	0.1%	7
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	10,047	5.5%	405	17,864	4.5%	381
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	0	0.0%	0	0	0.0%	0
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
6. Rural	620	0.3%	2	1,381	0.4%	2
Green Acres (6A)	620	0.3%	11	1,381	0.4%	11
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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