

# Tapestry Segmentation Area Profile

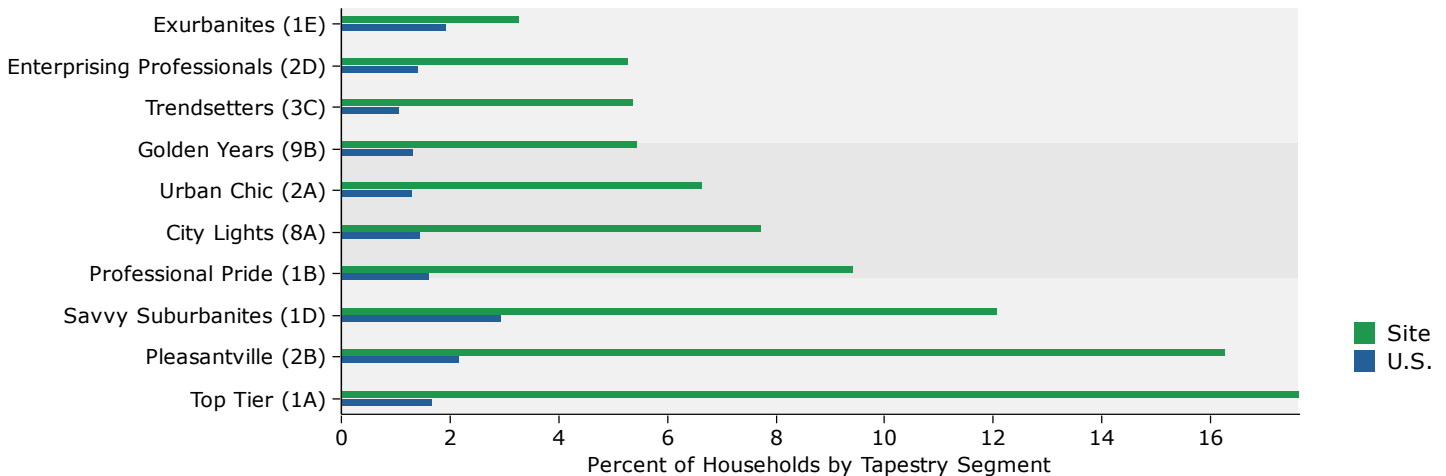
Morris County, NJ 15  
Morris County, NJ (34027)  
Geography: County

Prepared by MCEDC

## Top Twenty Tapestry Segments

Rank	Tapestry Segment	2018 Households		2018 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Top Tier (1A)	17.6%	17.6%	1.7%	1.7%	1039
2	Pleasantville (2B)	16.3%	33.9%	2.2%	3.9%	744
3	Savvy Suburbanites (1D)	12.1%	46.0%	3.0%	6.9%	407
4	Professional Pride (1B)	9.5%	55.5%	1.6%	8.5%	583
5	City Lights (8A)	7.7%	63.2%	1.5%	10.0%	531
	<b>Subtotal</b>	<b>63.2%</b>		<b>10.0%</b>		
6	Urban Chic (2A)	6.7%	69.9%	1.3%	11.3%	506
7	Golden Years (9B)	5.5%	75.4%	1.3%	12.6%	407
8	Trendsetters (3C)	5.4%	80.8%	1.1%	13.7%	503
9	Enterprising Professionals (2D)	5.3%	86.1%	1.4%	15.1%	371
10	Exurbanites (1E)	3.3%	89.4%	1.9%	17.0%	169
	<b>Subtotal</b>	<b>26.2%</b>		<b>7.0%</b>		
11	International Marketplace (13A)	2.5%	91.9%	1.2%	18.2%	203
12	Soccer Moms (4A)	2.0%	93.9%	2.9%	21.1%	69
13	Pacific Heights (2C)	1.4%	95.3%	0.7%	21.8%	201
14	Urban Villages (7B)	0.8%	96.1%	1.1%	22.9%	78
15	Bright Young Professionals (8C)	0.8%	96.9%	2.2%	25.1%	35
	<b>Subtotal</b>	<b>7.5%</b>		<b>8.1%</b>		
16	Boomburbs (1C)	0.7%	97.6%	1.7%	26.8%	42
17	Retirement Communities (9E)	0.7%	98.3%	1.2%	28.0%	58
18	NeWest Residents (13C)	0.7%	99.0%	0.8%	28.8%	89
19	Green Acres (6A)	0.3%	99.3%	3.2%	32.0%	11
20	Home Improvement (4B)	0.3%	99.6%	1.7%	33.7%	16
	<b>Subtotal</b>	<b>2.7%</b>		<b>8.6%</b>		
	<b>Total</b>	<b>99.6%</b>		<b>33.8%</b>		<b>295</b>

## 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.

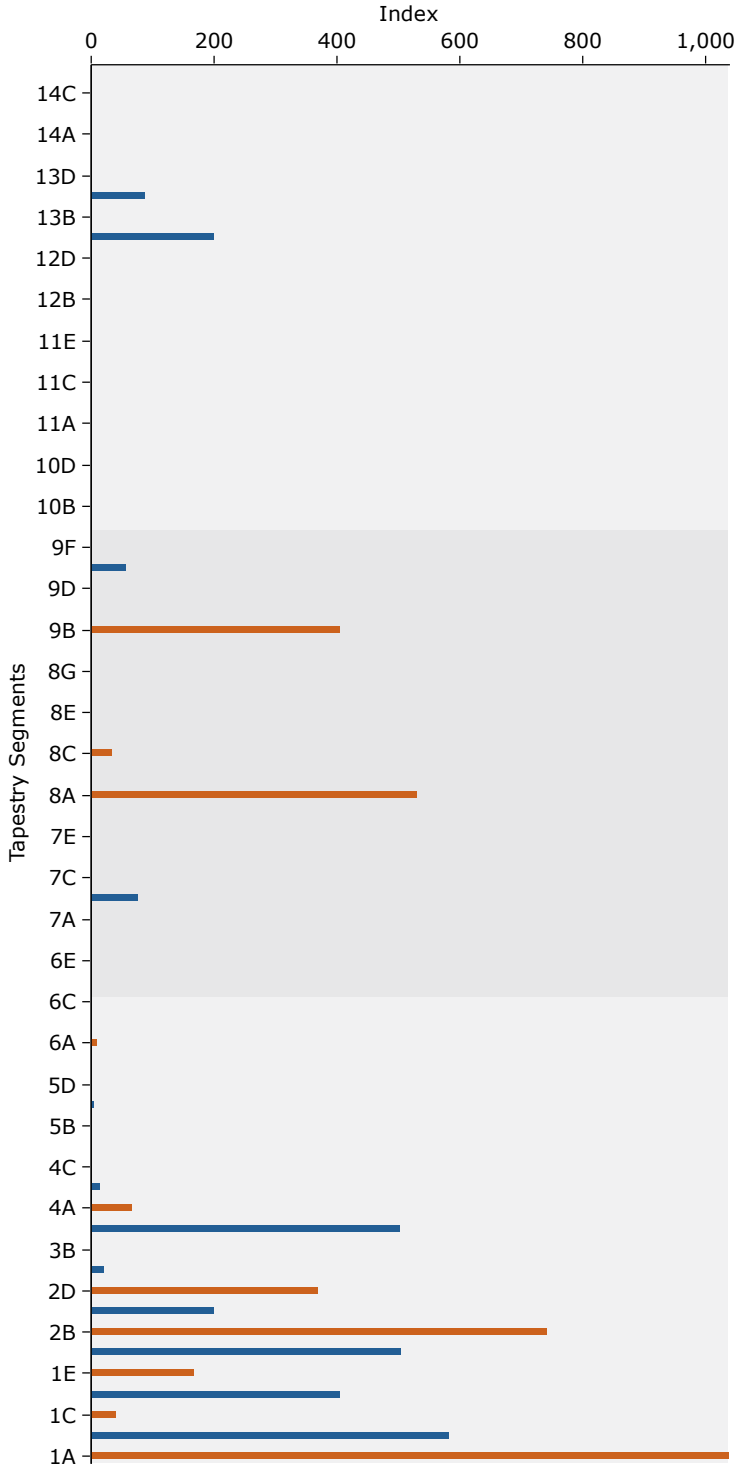
**Source:** Esri

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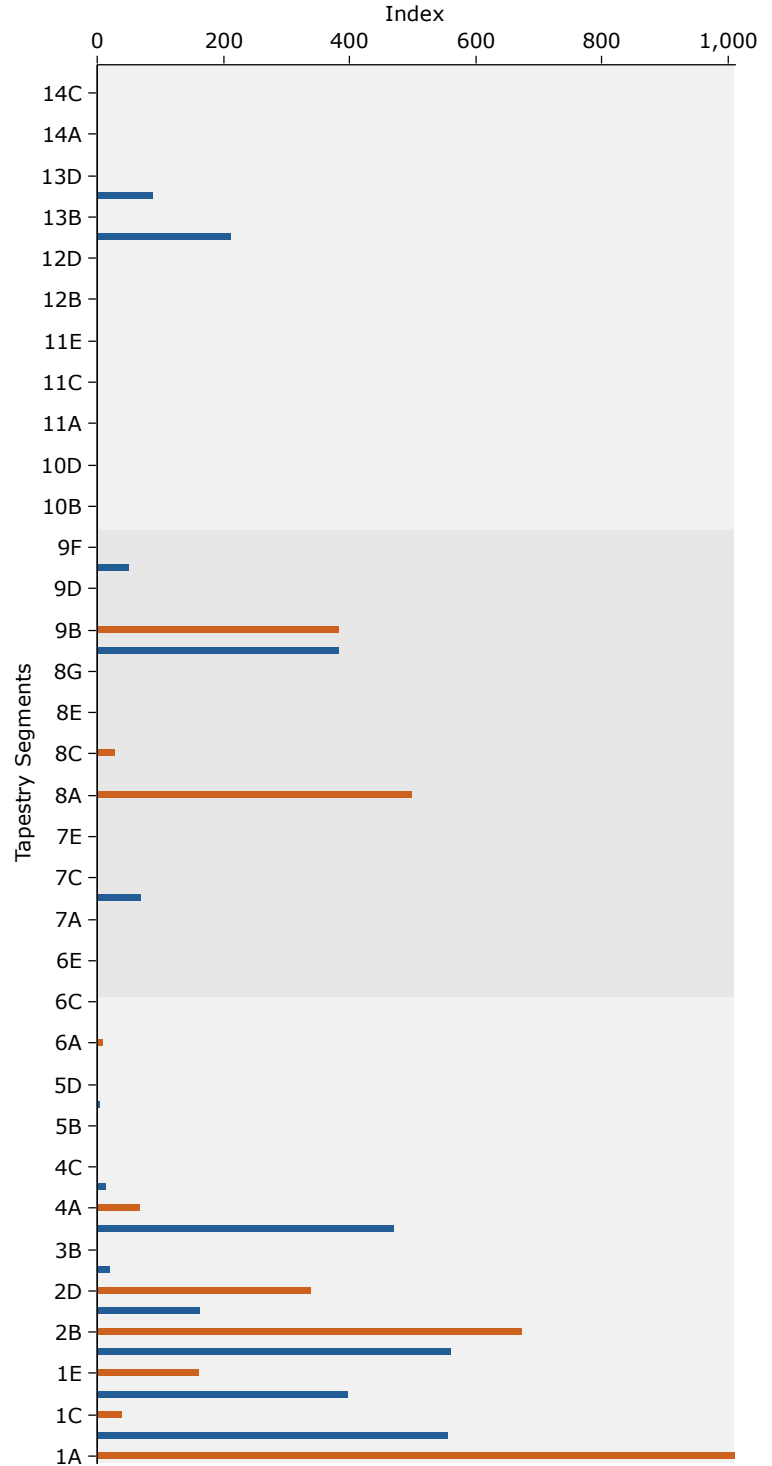
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### 2018 Tapestry Indexes by Households



### 2018 Tapestry Indexes by Total Population 18+



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Tapestry LifeMode Groups	2018 Households			2018 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	184,898	100.0%		395,341	100.0%	
<b>1. Affluent Estates</b>	<b>79,863</b>	<b>43.2%</b>	<b>435</b>	<b>177,902</b>	<b>45.0%</b>	<b>426</b>
Top Tier (1A)	32,629	17.6%	1039	71,907	18.2%	1012
Professional Pride (1B)	17,477	9.5%	583	39,839	10.1%	557
Boomburbs (1C)	1,317	0.7%	42	2,923	0.7%	41
Savvy Suburbanites (1D)	22,354	12.1%	407	50,667	12.8%	399
Exurbanites (1E)	6,086	3.3%	169	12,566	3.2%	163
<b>2. Upscale Avenues</b>	<b>54,908</b>	<b>29.7%</b>	<b>526</b>	<b>116,582</b>	<b>29.5%</b>	<b>499</b>
Urban Chic (2A)	12,344	6.7%	506	27,645	7.0%	562
Pleasantville (2B)	30,109	16.3%	744	65,208	16.5%	675
Pacific Heights (2C)	2,650	1.4%	201	5,787	1.5%	164
Enterprising Professionals (2D)	9,805	5.3%	371	17,942	4.5%	341
<b>3. Uptown Individuals</b>	<b>10,429</b>	<b>5.6%</b>	<b>148</b>	<b>18,719</b>	<b>4.7%</b>	<b>152</b>
Laptops and Lattes (3A)	442	0.2%	22	815	0.2%	23
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	9,987	5.4%	503	17,904	4.5%	473
<b>4. Family Landscapes</b>	<b>4,234</b>	<b>2.3%</b>	<b>31</b>	<b>9,468</b>	<b>2.4%</b>	<b>31</b>
Soccer Moms (4A)	3,712	2.0%	69	8,265	2.1%	68
Home Improvement (4B)	522	0.3%	16	1,203	0.3%	16
Middleburg (4C)	0	0.0%	0	0	0.0%	0
<b>5. GenXurban</b>	<b>259</b>	<b>0.1%</b>	<b>1</b>	<b>547</b>	<b>0.1%</b>	<b>1</b>
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)	259	0.1%	7	547	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
<b>6. Cozy Country Living</b>	<b>629</b>	<b>0.3%</b>	<b>3</b>	<b>1,404</b>	<b>0.4%</b>	<b>3</b>
Green Acres (6A)	629	0.3%	11	1,404	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
<b>7. Ethnic Enclaves</b>	<b>1,525</b>	<b>0.8%</b>	<b>12</b>	<b>4,032</b>	<b>1.0%</b>	<b>12</b>
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	1,525	0.8%	78	4,032	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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	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	184,898	100.0%		395,341	100.0%	
<b>8. Middle Ground</b>	<b>15,750</b>	<b>8.5%</b>	<b>78</b>	<b>31,724</b>	<b>8.0%</b>	<b>79</b>
City Lights (8A)	14,317	7.7%	531	29,359	7.4%	501
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	1,433	0.8%	35	2,365	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
<b>9. Senior Styles</b>	<b>11,401</b>	<b>6.2%</b>	<b>107</b>	<b>20,214</b>	<b>5.1%</b>	<b>102</b>
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	10,098	5.5%	407	18,089	4.6%	386
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)	1,303	0.7%	58	2,125	0.5%	53
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
<b>10. Rustic Outposts</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>11. Midtown Singles</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>12. Hometown</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>13. Next Wave</b>	<b>5,900</b>	<b>3.2%</b>	<b>82</b>	<b>14,749</b>	<b>3.7%</b>	<b>84</b>
International Marketplace (13A)	4,618	2.5%	203	11,658	2.9%	213
Las Casas (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	1,282	0.7%	89	3,091	0.8%	90
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
<b>14. Scholars and Patriots</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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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Tapestry Urbanization Groups	2018 Households			2018 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	184,898	100.0%		395,341	100.0%	
<b>1. Principal Urban Center</b>	<b>11,711</b>	<b>6.3%</b>	<b>89</b>	<b>21,810</b>	<b>5.5%</b>	<b>82</b>
Laptops and Lattes (3A)	442	0.2%	22	815	0.2%	23
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	9,987	5.4%	503	17,904	4.5%	473
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)	1,282	0.7%	89	3,091	0.8%	90
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
<b>2. Urban Periphery</b>	<b>24,543</b>	<b>13.3%</b>	<b>79</b>	<b>53,201</b>	<b>13.5%</b>	<b>76</b>
Pacific Heights (2C)	2,650	1.4%	201	5,787	1.5%	164
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	1,525	0.8%	78	4,032	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)	14,317	7.7%	531	29,359	7.4%	501
Bright Young Professionals (8C)	1,433	0.8%	35	2,365	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)	4,618	2.5%	203	11,658	2.9%	213
Las Casas (13B)	0	0.0%	0	0	0.0%	0
<b>3. Metro Cities</b>	<b>1,303</b>	<b>0.7%</b>	<b>4</b>	<b>2,125</b>	<b>0.5%</b>	<b>3</b>
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)	1,303	0.7%	58	2,125	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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<b>4. Suburban Periphery</b>	<b>146,712</b>	<b>79.3%</b>	<b>249</b>	<b>316,801</b>	<b>80.1%</b>	<b>246</b>
Top Tier (1A)	32,629	17.6%	1,039	71,907	18.2%	1,012
Professional Pride (1B)	17,477	9.5%	583	39,839	10.1%	557
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Soccer Moms (4A)	3,712	2.0%	69	8,265	2.1%	68
Home Improvement (4B)	522	0.3%	16	1,203	0.3%	16
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	259	0.1%	7	547	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)	10,098	5.5%	407	18,089	4.6%	386
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
<b>5. Semirural</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>6. Rural</b>	<b>629</b>	<b>0.3%</b>	<b>2</b>	<b>1,404</b>	<b>0.4%</b>	<b>2</b>
Green Acres (6A)	629	0.3%	11	1,404	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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