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ArcGIS Tapestry – Summary of Changes and Guidance for Existing Users

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ArcGIS Tapestry – Summary of Changes and Guidance for Existing Users

Executive Summary

ArcGIS Tapestry is Esri's geodemographic segmentation system that categorizes U.S. residential areas into distinct segments based on shared demographic, socioeconomic, and lifestyle characteristics. This system helps businesses, governments, and organizations understand the diverse characteristics of neighborhoods, enabling better decision-making and targeted marketing strategies.

Neighborhoods evolve over time due to various factors, including demographic shifts, economic changes, and urban development. The decennial census, conducted every ten years, provides a snapshot of these changes in the U.S. population and housing. By combining this census data with current information from [Esri Updated Demographics](#) and the [American Community Survey \(ACS\)](#), Esri has created a new segmentation dataset that accurately reflects these transformations.

Refreshed demographic profiles reveal how neighborhoods across the U.S. have transformed over the past decade. Factors such as new residential developments, gentrification, and changes in local facilities (like nursing homes or military outposts) contribute to these transformations. The 2020 census data have enabled Esri to reassess its algorithms and uncover how neighborhoods have evolved.

Summary of Important Changes

Introduction of the new 2025 ArcGIS Tapestry

- In 2025, Esri will launch a completely rebuilt ArcGIS Tapestry with significant updates that reflect current demographics and neighborhood characteristics.
- Users with existing apps, analyses, models, reports, or map layers based on earlier versions of Tapestry may need to update their systems and workflows to use the new version, which incorporates the latest demographic and lifestyle trends.

Deprecation of the previous version

- The previous version will be deprecated upon the release of the new version, with support ending approximately one year later (estimated June 2026).
- Existing users can continue using the old system until support is discontinued, but they may need to update their apps, workflows, models, reports, or map layers to effectively access the older data.
- It is strongly recommended that users transition to the new version as soon as possible to prevent any disruptions.

What do I need to do as an existing user?

- **Update Systems and Workflows:** Users who have created apps, analyses, models, reports, or map layers using the existing ArcGIS Tapestry data may need to update their systems and workflows to utilize the new version. This is crucial to ensure compatibility and to take advantage of the latest insights.
- **Access to Previous Version:** Esri will provide access to the previous version of ArcGIS Tapestry for a limited time. However, this version will be deprecated upon the June 2025 release, with support ending in June 2026. Users are encouraged to transition to the new version as soon as possible to avoid disruptions.
- **Access Points:** The primary means of accessing ArcGIS Tapestry data is through Esri's products, such as ArcGIS Business Analyst and the ArcGIS GeoEnrichment service, which offer enrichment, reporting, and Infographics capabilities across Esri's products (See GeoEnrichment Access Points in Appendix)

Guidance with moving to the new version or remaining on the previous version of ArcGIS Tapestry is provided in this additional support [resource](#).

Key differences between ArcGIS Tapestry and Esri Tapestry Segmentation

- **Segment Count:** The number of segments has decreased from 67 to 60, with the addition of one "unclassified" segment to account for areas that do not fit into the defined categories.
- **New Classification System:** All U.S. block groups will now be assigned to one of the 60 segments based on updated demographic and socioeconomic data, ensuring a more accurate representation of neighborhoods.
- **Segment Names and Coding:** While 33 segments retain their original names, 27 segments are newly introduced. The coding format has changed from "1A" to "A1," reflecting the updates in the segmentation system.
- **Database Changes:** The segment coding structure now aligns with parent LifeMode groups (See Segments by LifeMode Group in Appendix), and Urbanicity Groups have been replaced with detailed [Urbanicity](#) Types, providing a more nuanced understanding of neighborhood characteristics for each segment. The database variable inventory and field descriptions have also been updated to enhance clarity and usability.

What's an "Unclassified" segment?

In Tapestry, "unclassified" segments refer to areas in the U.S. with few or no homes. This includes locations such as empty lots, golf courses, parks, and airports. These segments often consist mainly of various types of group quarters, including prisons, military barracks, college dorms, nursing facilities, and group housing.

What segments have persisted across systems?

Thirty-three segments have maintained their names and core characteristics, although the underlying statistics (such as age and income levels) may have changed. Users can refer to the "[ArcGIS Tapestry persistent segments](#)" in the Appendix to find the new codes for these segments.

Working with the new segments

- **Discontinued Segments:** Thirty-four segments from the previous version of Tapestry are no longer available due to changes in community characteristics.
- **New Neighborhood Types:** Esri has introduced 27 new neighborhood types that better reflect current realities.
- **Crosswalk for Navigation:** To help users navigate these changes, Esri provides a [crosswalk that identifies the top three new or existing segments that neighborhoods now belong to](#).

Changes to LifeMode Groups

- **Overview of LifeMode Groups:** LifeMode Groups categorize areas based on shared demographic characteristics such as generation, diversity, and financial well-being.
- **Reduction in Groups:** The total number of LifeMode groups has decreased from 14 to 12, plus an “unclassified” group.
- **New Group Categories:**
 - **Contemporary Households:** 20 segments, generally the youngest and most diverse, often consisting of young professionals and urban dwellers.
 - **Family Portraits:** 18 segments, slightly older and more diverse, primarily consisting of larger families.
 - **Mature and Retired Living:** 22 segments, the oldest and least diverse, mostly consisting of married couples and some single households.

Changes to Urbanization groupings

- **New Urbanicity Classification:** Esri has introduced a new urbanicity classification system that replaces the previous six Urbanization Groups.
- **Urbanicity Types:** The new Urbanicity Type data classifies land into 10 categories based on density, distance, and socioeconomic dependence on urban cores.
- **Enhanced Understanding:** Previously, Urbanization Groups had a direct relationship with Tapestry segments. Now, Esri provides a complete distribution of all 10 urbanicity types for each segment, enhancing the understanding of neighborhoods. For example, in the “Metro Renters” segment:
 - Approximately 85% of the population is classified as “Urban Core”
 - About 8% as “Suburb”
 - Around 7% as “Urban Vicinity”

Conclusion

The 2025 ArcGIS Tapestry release represents a significant update to Esri’s segmentation system, reflecting changes in demographics and neighborhood characteristics. Users are encouraged to adapt their systems and workflows to leverage the new data and insights for enhanced analysis and decision support.

APPENDIX**(A) ArcGIS Tapestry Segments**

The table below organizes segments based on LifeStage group (Contemporary Households, Family Portraits, or Mature and Retired Living) and LifeMode group (A-L). An asterisk (*) indicates a new LifeMode group or segment.

Contemporary Households	Family Portraits	Mature and Retired Living
Group A* A1* A2 A3 A4 A5* A6	Group E* E1 E2 E3* E4* E5* E6*	Group I* I1 I2* I3 I4 I5 I6 I7*
Group B* B1 B2 B3	Group F* F1 F2 F3 F4 F5*	Group J* J1 J2 J3 J4
Group C* C1* C2* C3 C4 C5* C6*	Group G* G1* G2 G3*	Group K* K1* K2* K3* K4* K5* K6* K7* K8*
Group D* D1* D2 D3* D4 D5	Group H* H1* H2 H3* H4	Group L* L1 L2 L3

(B) ArcGIS Tapestry persistent segments

The following table includes segments that have been maintained from the Esri Tapestry Segmentation dataset to the ArcGIS Tapestry dataset.

ArcGIS Tapestry LifeMode group	ArcGIS Tapestry segment alphanumeric code	Esri Tapestry Segmentation segment alphanumeric code
Group A	A2 A3 A4 A6	11E 9F 13D 11B
Group B	B1 B2 B3	14C 14B 14A
Group C	C3 C4	11C 12A
Group D	D2 D4 D5	3C 3B 3A
Group E	E1 E2	12D 7F
Group F	F1 F2 F3 F4	13E 13B 8D 11A
Group G	G2	7A
Group H	H2 H4	1C 2A
Group I	I1 I3 I4 I5 I6	12C 6F 10B 6E 10A
Group J	J1 J2 J3 J4	9D 9C 9E 9A
Group K	Contains only new segments	Not applicable
Group L	L1 L2 L3	1D 1B 1A

(C) Esri Tapestry Segmentation lost segments

The following table includes segments that have not been maintained from the Esri Tapestry Segmentation dataset to the ArcGIS Tapestry dataset. Rankings 1, 2, and 3 represent ArcGIS Tapestry rankings by Esri 2024 Households.

Esri Tapestry Segmentation LifeMode group	Esri Tapestry Segmentation segment alphanumeric code	Ranking 1 (%)	Ranking 2 (%)	Ranking 3 (%)
LifeMode 1 Affluent Estates	1E	K8 (44.5)	L1 (15.5)	L3 (12.9)
LifeMode 2 Upscale Avenues	2B 2C 2D	H3 (36.9) H3 (63.1) D3 (21.4)	L1 (19.2) F5 (9.1) H4 (18.6)	K5 (13.4) F3 (7.4) F5 (11.8)
LifeMode 3 Uptown Individuals				
LifeMode 4 Family Landscapes	4A 4B 4C	H1 (34.9) K4 (24.1) H1 (21.7)	L1 (17.7) K5 (22.0) K4 (16.9)	H2 (12.9) H1 (13.6) G2 (9.5)
LifeMode 5 GenXurban	5A 5B 5C 5D 5E	K7 (29.0) K6 (28.8) K5 (23.6) K2 (35.4) K3 (38.1)	K3 (16.9) K3 (8.3) K4 (15.9) K4 (12.7) I3 (8.9)	K8 (13.0) K8 (7.8) K6 (12.7) K3 (7.0) K1 (5.7)
LifeMode 6 Cozy Country Living	6A 6B 6C 6D	K7 (38.2) I7 (31.7) K8 (17.7) I7 (56.5)	L1 (18.5) K7 (24.6) I5 (17.1) K7 (10.0)	H1 14.2) I4 (9.7) K7 (13.4) I4 (6.6)
LifeMode 7 Sprouting Explorers	7B 7C 7D 7E	G3 (57.0) E6 (30.4) G1 (39.6) G1 (52.8)	H3 (10.5) G3 (12.1) E6 (16.1) G3 (7.8)	E6 (8.6) G2 (12.0) E2 (11.9) F2 (7.7)
LifeMode 8 Middle Ground	8A 8B 8C 8E 8F 8G	F5 (35.4) D1 (26.1) D3 (21.1) C6 (21.5) K1 (22.0) E3 (29.3)	H4 (11.3) K6 (25.1) C6 (17.8) C5 (17.2) C6 (16.0) E1 (16.0)	K5 (8.2) D5 (10.4) C3 (9.7) C2 (6.7) D1 (10.3) C2 (9.3)
LifeMode 9 Senior Styles	9B	J3 (44.0)	K8 (12.5)	H4 (9.1)
LifeMode 10 Rustic Outposts	10C 10D 10E	I2 (30.8) E4 (32.3) I2 (44.6)	I4 (18.2) E5 (12.3) I4 (9.7)	I6 (12.0) I6 (10.8) I1 (9.3)
LifeMode 11 Midtown Singles	11D	C1 (28.6)	D1 (19.3)	C3 (10.4)

Esri Tapestry Segmentation LifeMode group	Esri Tapestry Segmentation segment alphanumeric code	Ranking 1 (%)	Ranking 2 (%)	Ranking 3 (%)
LifeMode 12 Hometown	12B	E3 (32.1)	K2 (20.6)	I3 (8.9)
LifeMode 13 Next Wave	13A 13C	C5 (23.4) A5 (46.7)	F2 (17.9) F2 (9.0)	F5 (14.8) C5 (6.8)
LifeMode 14 Scholars and Patriots				

(D) GeoEnrichment Access Points

Below is a list of locations where you can access GeoEnrichment capabilities, including generation of output information products which enable access to ArcGIS Tapestry data. Review this additional support [resource](#) for more details on accessing Esri's newest data through GeoEnrichment.

DATA ENRICHMENT CAPABILITIES

You can access ArcGIS Tapestry data and other Esri Demographics data through GeoEnrichment's data enrichment capabilities with the following:

- **ArcGIS Online and ArcGIS Apps**
 - ArcGIS Business Analyst Enterprise (See Note 1)
 - ArcGIS Business Analyst Pro - [Enrich Layer \(Business Analyst\)](#)
 - ArcGIS Connectors for Power Automate – [GeoEnrichment action](#)
 - ArcGIS Experience Builder – [Enrich data \(Analysis widget\)](#)
 - ArcGIS for Excel – Functions:
 - [ENRICHBYGEOGRAPHY](#)
 - [ENRICHBYADDRESS](#)
 - [ENRICHBYPOINT](#)
 - [ENRICHBYPOLYGON](#)
 - ArcGIS Online Map Viewer - [Enrich Layer \(Analysis\)](#)
 - ArcGIS Online Map Viewer Classic - [Enrich Layer \(Analysis\)](#)
 - ArcGIS Portal for ArcGIS (ArcGIS Enterprise) – [Enrich Layer \(Map Viewer\)](#)
 - ArcGIS Pro - [Enrich \(Analysis\)](#)
- **Esri Developer and ArcGIS Location Platform**

- ArcGIS REST API – [Enrich](#)
- ArcGIS API for Python – [enrich](#)
- ArcGIS Maps SDK for JavaScript – [Get demographic data](#)
- ArcGIS REST JS – [queryDemographicData](#)
- Esri Leaflet – [queryDemographicData](#)
- MapLibre GL JS – [queryDemographicData](#)
- OpenLayers – [queryDemographicData](#)
- CesiumJS – [queryDemographicData](#)

REPORTING AND DASHBOARD CAPABILITIES

You can access ArcGIS Tapestry data and other Esri Demographics data through GeoEnrichment's reporting and dashboard capabilities with the following:

- **ArcGIS Online and ArcGIS Apps**
 - ArcGIS Business Analyst Enterprise (See Note 1)
 - ArcGIS Business Analyst Mobile – [Run infographics and reports](#)
 - ArcGIS Business Analyst Pro - [Summary Reports \(Business Analyst\)](#)
 - ArcGIS Business Analyst Web – [Create infographics and reports](#)
 - ArcGIS Experience Builder – [Business Analyst widget](#)
 - ArcGIS Pro - [Infographics](#)
 - ArcGIS Web AppBuilder – [Business Analyst widget](#)
- **Esri Developer and ArcGIS Location Platform**
 - ArcGIS REST API – [createReport](#)
 - ArcGIS API for Python – [create_report](#)
- **Esri Reports**
 - [Buy Esri Reports](#) for certain supported report types.

METADATA SEARCH AND QUERY CAPABILITIES

You can access ArcGIS Tapestry data and other Esri Demographics data through GeoEnrichment's metadata search and query capabilities with the following:

- **ArcGIS Online and ArcGIS Apps**

- ArcGIS Business Analyst Enterprise¹
- ArcGIS Business Analyst Web – [data browser](#)
- ArcGIS for Excel – [LISTDATACOLLECTIONS](#)
- Data documentation (for all products supporting ArcGIS GeoEnrichment) – [data browser](#)
- **Esri Developer and ArcGIS Location Platform**
 - ArcGIS REST API – [Data collections](#)
 - ArcGIS REST JS (supporting users of ArcGIS API for JavaScript, Esri Leaflet, MapLibre GL JS, OpenLayers, and CesiumJS) – [getAvailableDataCollections](#)
 - Developer documentation
 - [Analysis Variable Finder](#)
 - [Data Collection Finder](#)

¹ With the GeoEnrichment utility service [configured](#) to access ArcGIS Online, ArcGIS Business Analyst Enterprise, and ArcGIS Enterprise, the latest Esri-hosted data and capabilities can be delivered to supported products on-premises and within customer infrastructure.



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