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LifeMode group B

This group consists largely of individuals in their early to mid-20s, including college students and full-time military families. Mostly unmarried, they often work part-time jobs while pursuing degrees. They typically live in rental housing near college campuses or military bases and move frequently.

Segments overview

Click a segment to learn more about it. See the following for an overview of each segment:

Segment code	Segment number	Segment name	Overview
B1	7	Dorms to Diplomas	Young, educated residents in urban neighborhoods
B2	8	College Towns	University renters in urban neighborhoods
B3	9	Military Proximity	Military renter families in suburban areas

Segment B1

These neighborhoods are found in the centers and suburbs of metropolitan areas, with a notable presence in cities of 100,000 to 500,000 people. The residents in this segment represent the youngest demographic among all Tapestry segments. They are pursuing bachelor's and graduate degrees, and they are mostly unmarried and in their late teens to early 20s. Part-time employment in service occupations is common, and employment varies widely, including government, education, food and accommodation, service, and retail sectors. Housing for this segment is a blend of on-campus and off-campus living. Most reside in multiunit buildings with five or more units, such as dormitories or apartments, featuring a mix of old and new housing.

Key statistics

Data vintage is Esri 2025 for all characteristics, except where otherwise noted.

- Median age: 21.8
- Median household size: 2.03
- Predominant household structure ([Census 2020](#)): Singles living alone; singles with roommates
- Median household income: \$29,081
- Median net worth: \$9,563
- Percentage of individuals with completion of a bachelor's degree or higher: 58.0%



Housing and employment

Data vintage is Esri 2025 for all characteristics, except where otherwise noted.

- Predominant [Urbanicity Type](#): Urban Core; Suburb
- Median home value: \$332,446
- Homeownership rate: 7.0%
- [Rent burdened households \(American Community Survey 2019-2023\)](#): 58.2%
- Labor force participation rate: 44.5%
- Unemployment rate: 7.8%

Lifestyle patterns

- Residents tend to choose generic brands and environmentally friendly budget products. They often visit convenience stores for snacks.
- Socially active, they tend to go out to movies, bars, beaches, and theme parks, often opting for fast food or take-out.
- Individuals are active on social media and play video games, frequently purchasing consoles and accessories. Podcasts, music services, and dating apps are popular.
- They are passionate sports fans and participate in various team and individual sports. They also attend professional games and follow their favorite teams on TV.

Segment B2

Communities in this segment are spread across the country and are most often located in and around city centers and in the suburbs. Neighborhoods are frequently located in the largest metropolitan areas, but there is a significant presence in smaller cities of 100,000 to 250,000 people. These residents are a mix of students and individuals affiliated with universities. Actively enrolled students constitute nearly half of the population, with many having recently moved to the U.S. Nearly half of the population holds a bachelor's or graduate degree. Part-time work is common, often within biking or walking distance, in jobs linked to colleges or supporting industries like food service and accommodations. Rates of government employment are also high. Around three-quarters of residents are renters, and on-campus and multifamily housing is typical.

Key statistics

Data vintage is Esri 2025 for all characteristics, except where otherwise noted.

- Median age: 24.6
- Median household size: 2.07
- Predominant household structure ([Census 2020](#)): Singles living alone; singles with roommates
- Median household income: \$46,253
- Median net worth: \$13,771
- Percentage of individuals with completion of a bachelor's degree or higher: 49.6%

Housing and employment

Data vintage is Esri 2025 for all characteristics, except where otherwise noted.

- Predominant [Urbanicity Type](#): Urban Core; Suburb
- Median home value: \$293,431
- Homeownership rate: 25.3%
- [Rent burdened households \(American Community Survey 2019-2023\)](#): 47.0%



- Labor force participation rate: 60.5%
- Unemployment rate: 5.4%

Lifestyle patterns

- Residents shop around for deals, using coupons, sales, and free shipping.
- They tend to opt for environmentally safe, natural, and organic products.
- They are avid readers of various media, subscribing to digital newspapers, listening to podcasts, and reading print fiction.
- Residents lean toward quick and easy meals, and many are regulars at the gym and participate in multiple sports.

Segment B3

These small communities are typically located in suburban regions near military facilities, with the highest concentrations in the South and West. This segment primarily consists of young, married couples, with or without children, as well as nonfamily and single-parent households. Many in this segment are affiliated with the military and work full-time. Government and federal employment rank higher than in any other segment. Many have completed some college or earned an associate degree; the proportion of individuals with bachelor's or graduate degrees is relatively low. Residents tend to move frequently and rent subsidized housing in relatively new developments. The daytime population is significantly higher than the national average due to the presence of armed forces personnel both on and off bases.

Key statistics

Data vintage is Esri 2025 for all characteristics, except where otherwise noted.

- Median age: 22.9
- Median household size: 3.06
- Predominant household structure ([Census 2020](#)): Married couples with kids
- Median household income: \$71,464
- Median net worth: \$17,514
- Percentage of individuals with completion of a bachelor's degree or higher: 34.7%

Housing and employment

Data vintage is Esri 2025 for all characteristics, except where otherwise noted.

- Predominant [Urbanicity Type](#): Suburb
- Median home value: \$376,119
- Homeownership rate: 3.2%
- [Rent burdened households](#) ([American Community Survey](#), 2019-2023): 42.6%
- Labor force participation rate: 20.7%
- Unemployment rate: 6.0%

Lifestyle patterns

- Common purchases include products for babies and children.
- The lifestyles of these residents are predominantly family-focused. They allocate more spending to video games than any other form of entertainment.
- At home, they stream movies, watch sports, play board games, and read.
- Residents lead highly active lifestyles, participating in a variety of outdoor activities. They also tend to visit museums, zoos, and movie theaters.

