Tapestry – Defining the consumer

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Segment: Enterprising Professionals
LifeMode: Upscale Avenues
Urbanization: Metro Cities I

Median Age: 32.5 Years
Newly Married
Professional or Manager
$62,200 Median HH Income
Rents Townhouse/Apt

Watches Seinfeld Reruns
Attends Pro Football-Horse Races
Listens to Talk, PBS, Rock radio
Spends $200-$500/yr on Toys
Owns a PDA

Buys Over the Internet
Dines Out at Steak Houses
Reads Computer Magazines
Rents U-Hauls