Tapestry Segmentation Profile

Ames, Iowa
Christ Apostolic Faith Temple
Drive time: 5 minute radius

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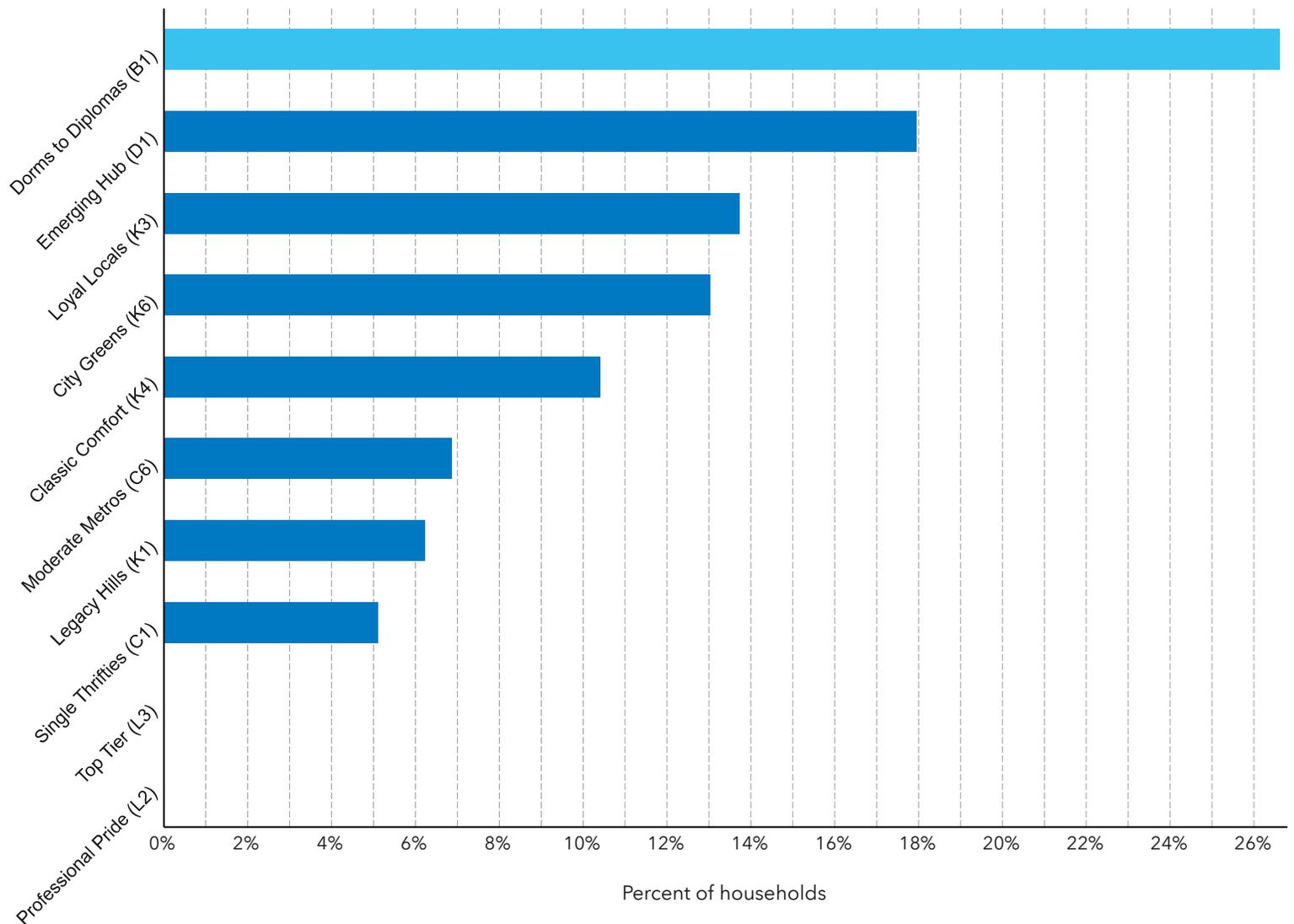
Dominant Tapestry Segment

Dorms to Diplomas: *Books and Boots* LifeMode

This segment is characterized by young, educated residents in urban neighborhoods.

1,296 households are **Dorms to Diplomas**. 26.6% households are in this segment.

Learn more about this segment

2025 Tapestry Market Segmentation (Households)

(Horizontal bar chart, "Percent of households" on x-axis from 0% to 26%)

Segment	Approx. Percent
Dorms to Diplomas (B1)	~26.5%
Emerging Hub (D1)	~18%
Loyal Locals (K3)	~13.7%
City Greens (K6)	~13%
Classic Comfort (K4)	~10.5%
Moderate Metros (C6)	~7%
Legacy Hills (K1)	~6.3%
Single Thrifties (C1)	~5.1%
Top Tier (L3)	~0%
Professional Pride (L2)	~0%

Tapestry Segmentation Profile | Ames, Iowa | Drive time: 5 minute radius

Tapestry LifeMode Groups	2025 Households			2025 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	4,869	100.0%		9,744	100.0%	
A. Urban Threads	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Independent Cityscapes (A1)	0	0.0%	0	0	0.0%	0
City Commons (A2)	0	0.0%	0	0	0.0%	0
Social Security Set (A3)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (A4)	0	0.0%	0	0	0.0%	0
Welcome Waves (A5)	0	0.0%	0	0	0.0%	0
Young and Restless (A6)	0	0.0%	0	0	0.0%	0
B. Books and Boots	**1,296**	**26.6%**	**1,921**	**3,790**	**38.9%**	**1,859**
Dorms to Diplomas (B1)	1,296	26.6%	5,213	3,790	38.9%	3,812
College Towns (B2)	0	0.0%	0	0	0.0%	0
Military Proximity (B3)	0	0.0%	0	0	0.0%	0
C. Metro Vibes	**584**	**12.0%**	**137**	**964**	**9.9%**	**122**
Single Thrifties (C1)	249	5.1%	397	398	4.1%	373
Kids and Kin (C2)	0	0.0%	0	0	0.0%	0
Metro Fusion (C3)	0	0.0%	0	0	0.0%	0
Family Foundations (C4)	0	0.0%	0	0	0.0%	0
Diverse Horizons (C5)	0	0.0%	0	0	0.0%	0
Moderate Metros (C6)	335	6.9%	301	566	5.8%	277
D. Tech Trailblazers	**874**	**17.9%**	**199**	**1,408**	**14.4%**	**189**
Emerging Hub (D1)	874	17.9%	928	1,408	14.4%	922
Trendsetters (D2)	0	0.0%	0	0	0.0%	0
Modern Minds (D3)	0	0.0%	0	0	0.0%	0
Metro Renters (D4)	0	0.0%	0	0	0.0%	0
Laptops and Lattes (D5)	0	0.0%	0	0	0.0%	0

Tapestry LifeMode Groups	2025 Households			2025 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	4,869	100.0%		9,744	100.0%	
E. Community Connections	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Modest Income Homes (E1)	0	0.0%	0	0	0.0%	0
Southwestern Families (E2)	0	0.0%	0	0	0.0%	0
Hometown Charm (E3)	0	0.0%	0	0	0.0%	0
Mobile Meadows (E4)	0	0.0%	0	0	0.0%	0
Rural Versatility (E5)	0	0.0%	0	0	0.0%	0
Family Bonds (E6)	0	0.0%	0	0	0.0%	0
F. Urban Harmony	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
High Rise Renters (F1)	0	0.0%	0	0	0.0%	0
Family Extensions (F2)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (F3)	0	0.0%	0	0	0.0%	0
City Strivers (F4)	0	0.0%	0	0	0.0%	0
Uptown Lights (F5)	0	0.0%	0	0	0.0%	0
G. Family Fabric	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Shared Roots (G1)	0	0.0%	0	0	0.0%	0
Up and Coming Families (G2)	0	0.0%	0	0	0.0%	0
Generational Ties (G3)	0	0.0%	0	0	0.0%	0
H. Family Prosperity	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Flourishing Families (H1)	0	0.0%	0	0	0.0%	0
Boomburbs (H2)	0	0.0%	0	0	0.0%	0
Neighborhood Spirit (H3)	0	0.0%	0	0	0.0%	0
Urban Chic (H4)	0	0.0%	0	0	0.0%	0

Tapestry Segmentation Profile | Ames, Iowa | Drive time: 5 minute radius

Tapestry LifeMode Groups	2025 Households			2025 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	4,869	100.0%		9,744	100.0%	
I. Countryscapes	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Small Town Sincerity (I1)	0	0.0%	0	0	0.0%	0
Scenic Byways (I2)	0	0.0%	0	0	0.0%	0
Heartland Communities (I3)	0	0.0%	0	0	0.0%	0
Rooted Rural (I4)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (I5)	0	0.0%	0	0	0.0%	0
Southern Satellites (I6)	0	0.0%	0	0	0.0%	0
Country Charm (I7)	0	0.0%	0	0	0.0%	0
J. Mature Reflections	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Senior Escapes (J1)	0	0.0%	0	0	0.0%	0
The Elders (J2)	0	0.0%	0	0	0.0%	0
Retirement Communities (J3)	0	0.0%	0	0	0.0%	0
Silver and Gold (J4)	0	0.0%	0	0	0.0%	0
K. Suburban Shine	**2,115**	**43.4%**	**197**	**3,583**	**36.8%**	**172**
Legacy Hills (K1)	304	6.2%	363	521	5.3%	361
Middle Ground (K2)	0	0.0%	0	0	0.0%	0
Loyal Locals (K3)	669	13.7%	486	1,112	11.4%	427
Classic Comfort (K4)	507	10.4%	354	872	8.9%	306
Dreambelt (K5)	0	0.0%	0	0	0.0%	0
City Greens (K6)	635	13.0%	509	1,078	11.1%	476
Room to Roam (K7)	0	0.0%	0	0	0.0%	0
Burbs and Beyond (K8)	0	0.0%	0	0	0.0%	0
L. Premier Estates	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Savvy Suburbanites (L1)	0	0.0%	0	0	0.0%	0
Professional Pride (L2)	0	0.0%	0	0	0.0%	0
Top Tier (L3)	0	0.0%	0	0	0.0%	0
Unclassified	0	0.0%	0	0	0.0%	0

Tapestry Segmentation Profile

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Dominant Tapestry Segment

Dorms to Diplomas: *Books and Boots* LifeMode

This segment is characterized by young, educated residents in urban neighborhoods.

7,413 households are **Dorms to Diplomas**. 34.7% households are in this segment.

Learn more about this segment

2025 Tapestry Market Segmentation (Households)

Percent of households

Tapestry Segmentation Profile | Ames, Iowa | Drive time: 10 minute radius
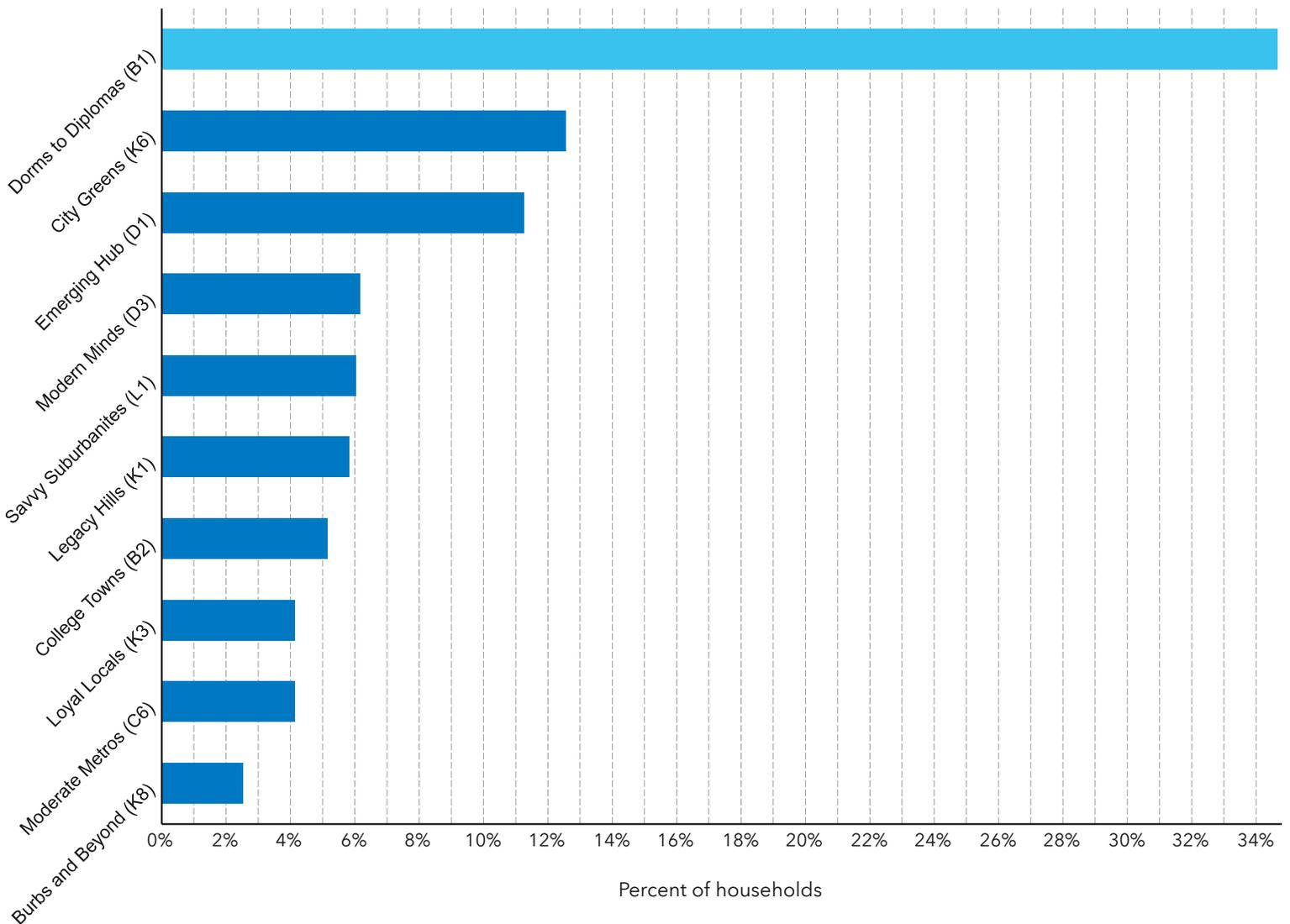
Tapestry LifeMode Groups	2025 Households			2025 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	21,374	100.0%		48,452	100.0%	
A. Urban Threads	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Independent Cityscapes (A1)	0	0.0%	0	0	0.0%	0
City Commons (A2)	0	0.0%	0	0	0.0%	0
Social Security Set (A3)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (A4)	0	0.0%	0	0	0.0%	0
Welcome Waves (A5)	0	0.0%	0	0	0.0%	0
Young and Restless (A6)	0	0.0%	0	0	0.0%	0
B. Books and Boots	**8,514**	**39.8%**	**2,875**	**26,092**	**53.9%**	**2,574**
Dorms to Diplomas (B1)	7,413	34.7%	6,793	23,832	49.2%	4,820
College Towns (B2)	1,101	5.2%	701	2,260	4.7%	568
Military Proximity (B3)	0	0.0%	0	0	0.0%	0
C. Metro Vibes	**1,269**	**5.9%**	**68**	**2,174**	**4.5%**	**55**
Single Thrifties (C1)	384	1.8%	140	610	1.3%	115
Kids and Kin (C2)	0	0.0%	0	0	0.0%	0
Metro Fusion (C3)	0	0.0%	0	0	0.0%	0
Family Foundations (C4)	0	0.0%	0	0	0.0%	0
Diverse Horizons (C5)	0	0.0%	0	0	0.0%	0
Moderate Metros (C6)	885	4.1%	181	1,564	3.2%	154
D. Tech Trailblazers	**3,721**	**17.4%**	**193**	**5,978**	**12.3%**	**161**
Emerging Hub (D1)	2,405	11.3%	581	3,884	8.0%	512
Trendsetters (D2)	0	0.0%	0	0	0.0%	0
Modern Minds (D3)	1,316	6.2%	321	2,094	4.3%	246
Metro Renters (D4)	0	0.0%	0	0	0.0%	0
Laptops and Lattes (D5)	0	0.0%	0	0	0.0%	0

Tapestry LifeMode Groups	2025 Households			2025 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	21,374	100.0%		48,452	100.0%	
E. Community Connections	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Modest Income Homes (E1)	0	0.0%	0	0	0.0%	0
Southwestern Families (E2)	0	0.0%	0	0	0.0%	0
Hometown Charm (E3)	0	0.0%	0	0	0.0%	0
Mobile Meadows (E4)	0	0.0%	0	0	0.0%	0
Rural Versatility (E5)	0	0.0%	0	0	0.0%	0
Family Bonds (E6)	0	0.0%	0	0	0.0%	0
F. Urban Harmony	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
High Rise Renters (F1)	0	0.0%	0	0	0.0%	0
Family Extensions (F2)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (F3)	0	0.0%	0	0	0.0%	0
City Strivers (F4)	0	0.0%	0	0	0.0%	0
Uptown Lights (F5)	0	0.0%	0	0	0.0%	0
G. Family Fabric	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Shared Roots (G1)	0	0.0%	0	0	0.0%	0
Up and Coming Families (G2)	0	0.0%	0	0	0.0%	0
Generational Ties (G3)	0	0.0%	0	0	0.0%	0
H. Family Prosperity	**349**	**1.6%**	**15**	**664**	**1.4%**	**12**
Flourishing Families (H1)	349	1.6%	45	664	1.4%	36
Boomburbs (H2)	0	0.0%	0	0	0.0%	0
Neighborhood Spirit (H3)	0	0.0%	0	0	0.0%	0
Urban Chic (H4)	0	0.0%	0	0	0.0%	0

Tapestry Segmentation Profile | Ames, Iowa | Drive time: 10 minute radius

Tapestry LifeMode Groups	2025 Households			2025 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	21,374	100.0%		48,452	100.0%	
I. Countryscapes	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Small Town Sincerity (I1)	0	0.0%	0	0	0.0%	0
Scenic Byways (I2)	0	0.0%	0	0	0.0%	0
Heartland Communities (I3)	0	0.0%	0	0	0.0%	0
Rooted Rural (I4)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (I5)	0	0.0%	0	0	0.0%	0
Southern Satellites (I6)	0	0.0%	0	0	0.0%	0
Country Charm (I7)	0	0.0%	0	0	0.0%	0
J. Mature Reflections	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Senior Escapes (J1)	0	0.0%	0	0	0.0%	0
The Elders (J2)	0	0.0%	0	0	0.0%	0
Retirement Communities (J3)	0	0.0%	0	0	0.0%	0
Silver and Gold (J4)	0	0.0%	0	0	0.0%	0
K. Suburban Shine	**6,227**	**29.1%**	**132**	**10,902**	**22.5%**	**105**
Legacy Hills (K1)	1,249	5.8%	340	1,970	4.1%	275
Middle Ground (K2)	0	0.0%	0	0	0.0%	0
Loyal Locals (K3)	884	4.1%	146	1,492	3.1%	115
Classic Comfort (K4)	507	2.4%	81	872	1.8%	61
Dreambelt (K5)	0	0.0%	0	0	0.0%	0
City Greens (K6)	2,686	12.6%	491	4,878	10.1%	433
Room to Roam (K7)	359	1.7%	43	663	1.4%	34
Burbs and Beyond (K8)	542	2.5%	89	1,027	2.1%	75
L. Premier Estates	**1,294**	**6.0%**	**63**	**2,641**	**5.5%**	**52**
Savvy Suburbanites (L1)	1,294	6.0%	134	2,641	5.5%	114
Professional Pride (L2)	0	0.0%	0	0	0.0%	0
Top Tier (L3)	0	0.0%	0	0	0.0%	0
Unclassified	0	0.0%	0	0	0.0%	0

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Tapestry Segmentation Profile

Ames, Iowa
Christ Apostolic Faith Temple
Drive time: 20 minute radius

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Dominant Tapestry Segment

Dorms to Diplomas: *Books and Boots* LifeMode

This segment is characterized by young, educated residents in urban neighborhoods.

8,636 households are **Dorms to Diplomas**. 23.9% households are in this segment.

Learn more about this segment

2025 Tapestry Market Segmentation (Households)

Percent of households

Tapestry Segmentation Profile | Ames, Iowa | Drive time: 20 minute radius
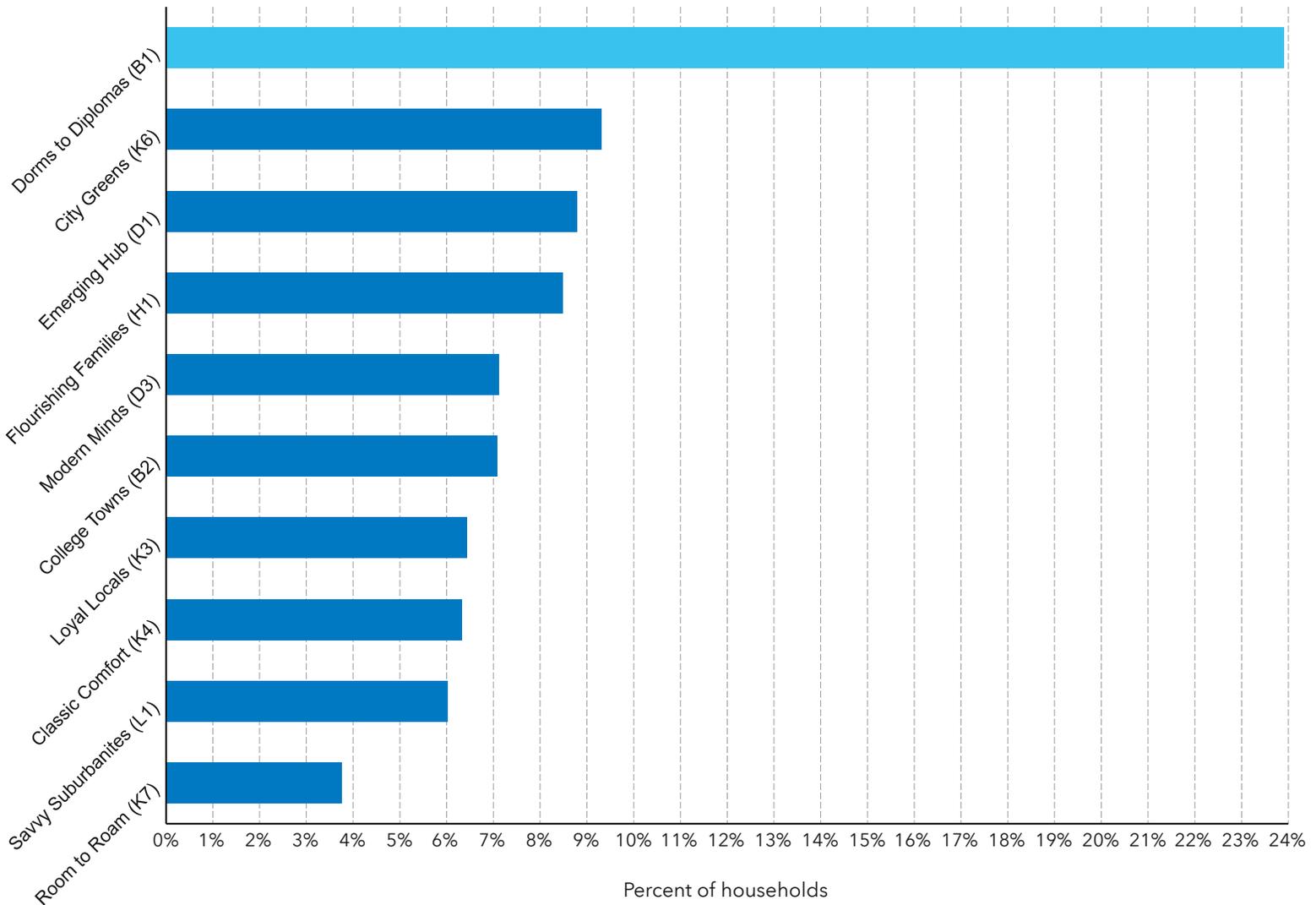
Tapestry LifeMode Groups	2025 Households			2025 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	36,139	100.0%		76,338	100.0%	
A. Urban Threads	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Independent Cityscapes (A1)	0	0.0%	0	0	0.0%	0
City Commons (A2)	0	0.0%	0	0	0.0%	0
Social Security Set (A3)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (A4)	0	0.0%	0	0	0.0%	0
Welcome Waves (A5)	0	0.0%	0	0	0.0%	0
Young and Restless (A6)	0	0.0%	0	0	0.0%	0
B. Books and Boots	**11,198**	**31.0%**	**2,237**	**30,979**	**40.6%**	**1,940**
Dorms to Diplomas (B1)	8,636	23.9%	4,680	25,925	34.0%	3,328
College Towns (B2)	2,562	7.1%	964	5,054	6.6%	806
Military Proximity (B3)	0	0.0%	0	0	0.0%	0
C. Metro Vibes	**1,269**	**3.5%**	**40**	**2,174**	**2.9%**	**35**
Single Thrifties (C1)	384	1.1%	83	610	0.8%	73
Kids and Kin (C2)	0	0.0%	0	0	0.0%	0
Metro Fusion (C3)	0	0.0%	0	0	0.0%	0
Family Foundations (C4)	0	0.0%	0	0	0.0%	0
Diverse Horizons (C5)	0	0.0%	0	0	0.0%	0
Moderate Metros (C6)	885	2.5%	107	1,564	2.0%	98
D. Tech Trailblazers	**5,750**	**15.9%**	**176**	**9,594**	**12.6%**	**164**
Emerging Hub (D1)	3,177	8.8%	454	5,139	6.7%	430
Trendsetters (D2)	0	0.0%	0	0	0.0%	0
Modern Minds (D3)	2,573	7.1%	372	4,455	5.8%	332
Metro Renters (D4)	0	0.0%	0	0	0.0%	0
Laptops and Lattes (D5)	0	0.0%	0	0	0.0%	0

Tapestry LifeMode Groups	2025 Households			2025 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	36,139	100.0%		76,338	100.0%	
E. Community Connections	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Modest Income Homes (E1)	0	0.0%	0	0	0.0%	0
Southwestern Families (E2)	0	0.0%	0	0	0.0%	0
Hometown Charm (E3)	0	0.0%	0	0	0.0%	0
Mobile Meadows (E4)	0	0.0%	0	0	0.0%	0
Rural Versatility (E5)	0	0.0%	0	0	0.0%	0
Family Bonds (E6)	0	0.0%	0	0	0.0%	0
F. Urban Harmony	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
High Rise Renters (F1)	0	0.0%	0	0	0.0%	0
Family Extensions (F2)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (F3)	0	0.0%	0	0	0.0%	0
City Strivers (F4)	0	0.0%	0	0	0.0%	0
Uptown Lights (F5)	0	0.0%	0	0	0.0%	0
G. Family Fabric	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Shared Roots (G1)	0	0.0%	0	0	0.0%	0
Up and Coming Families (G2)	0	0.0%	0	0	0.0%	0
Generational Ties (G3)	0	0.0%	0	0	0.0%	0
H. Family Prosperity	**3,064**	**8.5%**	**80**	**5,985**	**7.8%**	**68**
Flourishing Families (H1)	3,064	8.5%	232	5,985	7.8%	204
Boomburbs (H2)	0	0.0%	0	0	0.0%	0
Neighborhood Spirit (H3)	0	0.0%	0	0	0.0%	0
Urban Chic (H4)	0	0.0%	0	0	0.0%	0

Tapestry Segmentation Profile | Ames, Iowa | Drive time: 20 minute radius

Tapestry LifeMode Groups	2025 Households			2025 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	36,139	100.0%		76,338	100.0%	
I. Countryscapes	**715**	**2.0%**	**14**	**1,289**	**1.7%**	**13**
Small Town Sincerity (I1)	0	0.0%	0	0	0.0%	0
Scenic Byways (I2)	0	0.0%	0	0	0.0%	0
Heartland Communities (I3)	0	0.0%	0	0	0.0%	0
Rooted Rural (I4)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (I5)	0	0.0%	0	0	0.0%	0
Southern Satellites (I6)	680	1.9%	75	1,226	1.6%	63
Country Charm (I7)	35	0.1%	4	63	0.1%	4
J. Mature Reflections	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Senior Escapes (J1)	0	0.0%	0	0	0.0%	0
The Elders (J2)	0	0.0%	0	0	0.0%	0
Retirement Communities (J3)	0	0.0%	0	0	0.0%	0
Silver and Gold (J4)	0	0.0%	0	0	0.0%	0
K. Suburban Shine	**11,965**	**33.1%**	**150**	**21,844**	**28.6%**	**134**
Legacy Hills (K1)	1,249	3.5%	201	1,970	2.6%	174
Middle Ground (K2)	685	1.9%	83	1,290	1.7%	81
Loyal Locals (K3)	2,328	6.4%	228	4,075	5.3%	199
Classic Comfort (K4)	2,284	6.3%	215	4,160	5.5%	186
Dreambelt (K5)	0	0.0%	0	0	0.0%	0
City Greens (K6)	3,369	9.3%	364	6,326	8.3%	357
Room to Roam (K7)	1,358	3.8%	95	2,724	3.6%	90
Burbs and Beyond (K8)	692	1.9%	67	1,299	1.7%	60
L. Premier Estates	**2,178**	**6.0%**	**62**	**4,473**	**5.9%**	**56**
Savvy Suburbanites (L1)	2,178	6.0%	133	4,473	5.9%	122
Professional Pride (L2)	0	0.0%	0	0	0.0%	0
Top Tier (L3)	0	0.0%	0	0	0.0%	0
Unclassified	0	0.0%	0	0	0.0%	0