

# Tapestry™ Segmentation

Esri's **Tapestry™ Segmentation** system divides U.S. residential areas into 65 distinctive segments based on socioeconomic and demographic characteristics to provide an accurate, detailed description of U.S. neighborhoods. **Tapestry Segmentation** can help you to identify your best markets, find the most profitable consumer types, tailor marketing messages to fit your audience, and define product and service preferences. Here's a brief description of a Tapestry segment.

## 21—Urban Villages



**Segment Code**—21

**LifeMode Summary Group**—L9 Family Portrait

**Segment Name**—Urban Villages

**Urbanization Summary Group**—U1 Principal Urban Centers I

### Demographic

*Urban Villages* neighborhoods are multicultural enclaves of young families, unique to densely populated cities in “gateway” states, primarily California. The average family size of 4.1 people is the second largest in the Tapestry system. Household types are married couples with (approximately 40 percent) and without children, single parents, and other family types. The median age is 31 years. Population diversity is especially high; virtually every race and culture is represented in these communities. Asians comprise 11.2 percent of the total population. Sixty-one percent of the population is Hispanic, primarily of Mexican origin. Slightly more than one-third of the population is foreign born.

### Socioeconomic

Fifteen percent of *Urban Villages* residents aged 25 years or older have not completed high school; more than one-fourth are high school graduates, and two-fifths have attended college. The labor force participation rate of 60 percent is slightly lower than the US rate; the unemployment rate of 14.4 percent is higher. Many households have two wage earners, most of whom work in the manufacturing, health care, retail trade, construction, and educational services industry sectors. The median household income is \$62,837; the median net worth is \$104,128.

### Residential

Eighty-four percent of *Urban Villages* households are located in California. Most homes are older, single-family structures. Approximately two-thirds of the housing units were built before 1970. The home ownership rate is 69 percent, and the median home value is \$257,168. Approximately 12 percent live in apartments, and at 3.6 percent, vacancy rates barely support turnover. A typical household owns multiple vehicles; 27 percent own three or more.

### Preferences

Family and home items are household budget priorities for *Urban Villages* residents. Because most of their housing is older, residents repaint and remodel bathrooms and replace carpeting and roofing. Many buy groceries and baby products. They shop for groceries at Ralphs and Vons. They vacation in Hawaii and Mexico.

Leisure time is a family affair; residents visit Sea World regularly. They also like to go to the movies, eat fast-food at Carl's Jr. and Del Taco, and visit family restaurants such as Denny's.

*Urban Villages* residents rent foreign films on DVD and listen to Hispanic, contemporary hit, and variety radio. Although most watch TV, sports programming is not as popular here as in other markets. They have recently bought iPods and giant-screen TVs.

For more information about Tapestry  
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