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.

34—Family Foundations

Segment Code—34 **LifeMode Summary Group**—L10 Traditional Living
Segment Name—Family Foundations **Urbanization Summary Group**—U4 Metro Cities II

Demographic

Family is the cornerstone of life in these neighborhoods that are a mix of married couples, single parents, grandparents, and young and adult children. The average family size is 3.3. The median age is 39.4 years, slightly older than the US median; 7 in 10 are aged 45 or older. Diversity is low; 84 percent of the population is black.

Socioeconomic

The median household income is $46,990. Because workers are beginning to retire, the 58.1 percent labor force participation is below average. More than 20 percent of the employed residents work for the government. Approximately one-third of the households are on Social Security or public assistance. Their median net worth is $81,495. Although education attainment levels are below the US level, a slightly higher proportion of residents aged 25 or older have graduated from high school.

Residential

These small urban communities are located in large metropolitan areas, primarily in the South and Midwest. Because these residents tend to stay put, very little household growth has occurred since 2000. More than 75 percent own their homes; the median home value is $91,154. Most of their houses are single-family, built before 1970.

Preferences

Active in their communities, *Family Foundations* residents attend church, serve on church boards, help with fundraising projects, and participate in civic activities. They spend money on their families and home maintenance projects. Careful consumers, they watch their budgets. They eat at home, shop at discount stores such as Marshalls and T.J. Maxx, and take advantage of savings at Sam's Club.

They're big TV fans; they watch courtroom shows, sports, and news programs. Viewership rates are very high; cable subscriptions are near the US level. Many households own multiple sets so they won't miss anything. They listen to gospel, urban, and jazz radio and read newspapers, *Entertainment Weekly,* and general editorial and newsmagazines. Basketball is a favorite sport; they play, attend professional games, watch games on TV, and listen to games on the radio.

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