

# 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.

## 39—Young and Restless



**Segment Code**—39

**LifeMode Summary Group**—L4 Solo Acts

**Segment Name**—Young and Restless **Urbanization Summary Group**—U4 Metro Cities II

### Demographic

Change is the constant for *Young and Restless* households. This young, on-the-go population has a median age of 28.6 years. Approximately two-thirds of them are younger than 35. Fifty-six percent of these households are either single person or shared. Neighborhoods are diverse. Fifty-eight percent of the residents are white; however, an above average representation of blacks, Hispanics, and Asians also live in these neighborhoods.

### Socioeconomic

The median household income is \$46,185, and the median net worth is \$12,857. Although the median household income is below the US median; only 23 percent of these residents have children, giving them more disposable income than segments with similar income levels. They are educated; 36 percent aged 25 years or older hold a bachelor's or graduate degree; 69 percent have attended college. These ethnically diverse folks are very career-oriented. Seventy-three percent are in the labor force; 10.2 percent are unemployed. Seventy-four percent of the females are working. Most employed residents have professional, sales, service, or office/administration support jobs.

### Residential

These neighborhoods are in metropolitan areas in the South, West, and Midwest; the highest concentration is in Texas. Ranked fifth of the Tapestry segments for renters, 85 percent rent apartments in multiunit buildings. Most of the housing was built in the 1970s and 1980s. They don't mind moving for better jobs; 85 percent have moved in the last five years.

### Preferences

These young, single professionals are pursuing their careers and living a busy lifestyle. They are technologically savvy and take advantage of the convenience provided by many products and services. They go online to communicate with friends and family, shop, bank, and look for jobs.

They read magazines to stay current on the latest lifestyle and entertainment trends and are just as likely to read a music magazine as a business publication. They go online for the latest news and sports. Television viewing is average. Radio is a good way to reach them; they listen to urban and contemporary hit music.

Seeing movies at theaters and on DVD is a major source of entertainment. They also enjoy going to bars or nightclubs. Their busy schedule also includes working out at the gym and playing various sports. Domestic vehicles have a slight edge in this market.

For more information about Tapestry  
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