

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.

40—Military Proximity



Segment Code—40

Segment Name—Military Proximity

LifeMode Summary Group—L6 Scholars and Patriots

Urbanization Summary Group—U8 Suburban Periphery II

Demographic

The second youngest of the Tapestry segments, with a median age of 22.5 years, *Military Proximity* residents are young, married, and beginning parenthood. Ninety-two percent of the householders are younger than 45 years. Two-thirds of the households are composed of married couples with children, the dominant household type for this segment. With an average of 3.37, *Military Proximity* is one of Tapestry Segmentation's top segments for household size.

Socioeconomic

The Armed Forces is the commonality for these residents. More than three-fourths of the labor force are on active duty or have civilian jobs on military bases. The median household income is \$46,923; the median net worth is \$11,729. Most families are too young to have accumulated much wealth. The educational attainment in this market is unique. Although the percentage of residents aged 25 years and older who hold a bachelor's or graduate degree is slightly below the US level, 72 percent have attended college.

Residential

Moving is routine for *Military Proximity* residents. More than 90 percent of householders have moved within the last five years. These communities are located throughout the United States but mainly in the South and West; the highest state concentrations are in California, Texas, Hawaii, North Carolina, and Virginia. Households live in a mix of townhomes and apartments in small multiunit buildings with fewer than 20 units. Only one-fifth of the housing is single family dwellings. *Military Proximity* has the second highest percentage of renter-occupied housing units among the Tapestry segments; more than 9 in 10 rent. Most of these housing units were built between 1950 and 1979.

Preferences

Home life for *Military Proximity* residents revolves primarily around the family. They routinely shop for baby and children's products and clothing at major discount department stores. Whenever possible, they shop at the military commissary. They entertain their children with DVDs. Subscribing to cable television is for the adults as much as for the children; both Nickelodeon and MTV are popular. Besides listening to music on the radio, they also tune in to news and talk programs. The family portrait of a *Military Proximity* household is not complete without pets, particularly dogs.

To transport their families, many households own SUVs. Having two cars is common to juggle their daily needs. *Military Proximity* households are comfortable with personal computers and the Internet. In fact, their Internet usage exceeds that of the general population. Home personal computers are used by both adults and children. Renter's insurance is popular in this market, although the coverage is usually low. Despite their youth, the proportion of households investing for retirement is similar to the US average. To ensure the stability of their families' financial future, *Military Proximity* households are more likely to have disability income insurance.

For more information about Tapestry
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