

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.

47—Las Casas



Segment Code—47 **LifeMode Summary Group**—L8 Global Roots
Segment Name—Las Casas **Urbanization Summary Group**—U2 Principal Urban Centers II

Demographic

Las Casas residents are the latest wave of western “pioneers.” Nearly half were born outside the United States; 84 percent are Hispanic. Households are dominated by families, mainly married couples with children (42 percent) and single parent families (21 percent). The median age is 25.7 years; approximately 50 percent are younger than age 30. The average household size of 4.32 is the highest of the Tapestry segments.

Socioeconomic

The median household income of \$40,559 and the median net worth of \$14,034 are low compared to the national medians. Most households derive their income from wages and salaries; some receive Supplemental Security Income or public assistance income. The service and manufacturing industry sectors provide most of the jobs for these residents. Many work part-time; unemployment is nearly double the US rate. Educational attainment levels are much lower than national levels. Nearly 20 percent of the population aged 25-plus haven't graduated from high school; only 20 percent have attended college.

Residential

Las Casas neighborhoods are located primarily in California. Six in ten households rent. The median value for owner-occupied homes is \$207,860. There is strong demand for housing in these neighborhoods; vacancy rates are lower than average. Housing is a mix of older apartment buildings, single-family dwellings, and townhomes. Most of the housing units were built before 1970.

Preferences

The large size of *Las Casas* households limits their discretionary income. The presence of children influences their spending habits. They live modest lifestyles. Many drive older vehicles. This is a strong market for purchases of baby and children's products. They typically shop for groceries at Ralphs, Vons, and the am/pm convenience store. They eat fast food at Carl's Jr., Del Taco, or Jack in the Box. Improving or remodeling their homes isn't important to them.

Typically, households own one TV set and do not subscribe to cable. They watch daytime or sports programs on TV, particularly soccer and weight lifting. Hispanic radio is, by far, their favorite radio format; however, they also listen to variety and contemporary hit radio programs. They play soccer and baseball or go to the movies.

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