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.

54—Urban Rows

Segment Code—54
Segment Name—Urban Rows

LifeMode Summary Group—L3 Metropolis
Urbanization Summary Group—U2 Principal Urban Centers II

Demographic

The *Urban Rows* population of approximately 1.1 million people, the smallest of all the Tapestry segments, is still shrinking due to urban renewal programs. With a median age of 33.6 years, this market is slightly younger than the national level. Household types are mainly a family mix of married couples, single-parent families, and other families. Grandparents are caregivers in many households; many homes are multigenerational. Nearly 7 in 10 residents are black, and 2 in 10 are white. Twelve percent of the population is Hispanic.

Socioeconomic

The median household income is $34,356; the median net worth is $21,727. Some households supplement their wage and salary income with Supplemental Security Income or public assistance. Nearly half of the employed residents work in white-collar occupations. Approximately 20 percent of the employed residents work in the health care industry; 10 percent have local government jobs. At 20 percent, unemployment is nearly double the US rate. Educational attainment levels are lower than the US levels.

Residential

These neighborhoods are primarily in the Northeast, with a much smaller concentration in the South. Two-thirds of the households are in Pennsylvania; one-fifth are in Maryland. Row houses and single-family dwellings comprise 76 percent of the households in *Urban Rows*. These homes are characteristic of housing in large, mid-Atlantic cities such as Philadelphia and Baltimore. Built decades ago, 60 percent of *Urban Rows* houses are owner occupied. Gentrification is beginning, although the housing vacancy rate of 19 percent in these neighborhoods is still higher than the US rate. Despite prime urban locations, these houses have a low median value of

$86,855. Most housing units were built before 1950. Many residents rely on public transportation; 14 percent commute one hour or more to work. Forty-one percent of households do not own a vehicle, and 41 percent own only one vehicle.

Preferences

Many homes have been in the family for generations; therefore, only a small proportion of households hold a mortgage. Relatively few homes have air conditioning or central heating; others rely on separate room air conditioners, ceiling fans, and space heaters. Residents shop regularly for groceries at Giant or make quick trips to the local Wawa for convenience items.

Because Internet access is not widespread in *Urban Rows* neighborhoods, most residents go online at school or the public library. Although cable TV is readily available, many opt for satellite TV. They watch a lot of daytime TV shows, sitcoms, and sports programs. They download music from the Internet, read music magazines, and listen to urban and contemporary hit radio. They get their news from the tabloids and radio. They rarely eat out but enjoy going to the movies. Big basketball fans, they play and attend professional games when they can. They also play football.

For more information about Tapestry call Esri at
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