

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.

59—Southwestern Families



Segment Code—59

LifeMode Summary Group—L9 Family Portrait

Segment Name—Southwestern Families **Urbanization Summary Group**—U6 Urban Outskirts II

Demographic

A mix of family types comprise 80 percent of the households in *Southwestern Families* neighborhoods. These young families form the foundation of Hispanic life in the Southwest. Children are the center of these households that are composed mainly of married couples with children and singleparent families. The average family size is 3.97, the fourth largest of the Tapestry segments. The rest of the households in these neighborhoods are married couples with no children living at home and other families. Grandparents are caregivers in some of these households. The median age of this young market is 28.8 years. Ethnic diversity is high; 83 percent of the residents are Hispanic. Diversity is also evident in the 28 percent of foreign-born residents who immigrated before 1990. Fifty-six percent of the residents are white, 30 percent are of other race populations, and 5 percent are American Indian populations. At five times the US level, *Southwestern Families* has the highest percentage of American Indian population of the Tapestry segments.

Socioeconomic

The median household income for this segment is \$28,307. They carefully budget their income month to month to pay for the upkeep of their homes and families. Ten percent receive Supplemental Security Income; 10 percent receive public assistance. With little chance to save, their median net worth is \$16,944. Recent arrivals and older generations are language-isolated. Educational attainment levels are low; nearly 50 percent of residents aged 25 years and older have not graduated from high school. Most employed residents work in blue-collar and service jobs. Higher-than-average proportions of employed residents work in the construction, accommodation/food services, administrative and other services, agricultural, and mining industry sectors. The unemployment rate is 17.3 percent.

Residential

As the segment name implies, *Southwestern Families* communities are located almost entirely in the Southwest; 72 percent of these households are in Texas. Home ownership is important to these settled, suburban folks; more than two-thirds own their homes. The median home value is \$57,028, the second lowest among the Tapestry segments. Residents live in small, modest, primarily single-family homes. Eleven percent live in mobile homes in rural, nonfarm areas.

Preferences

Southwestern Families residents frequently buy baby and children's products such as disposable diapers and infant formula. To record family events, many will buy cameras.

They buy clothes and occasionally shop for groceries at discount stores. Many also fill prescriptions there or at Walgreens and Wal-Mart. They shop for groceries at Albertson's, Kroger, and Vons. They buy used cars; car-savvy residents will fix and replace old car parts such as shocks, struts, and mufflers.

Cable subscriptions are low even though service is available. When they buy a TV, they will choose a large-screen TV—42" and bigger. They listen to Hispanic and contemporary hits radio. TV and radio are the best media to reach them instead of newspapers or magazines.

For more information about Tapestry

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