

# 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.

## 61—High Rise Renters



**Segment Code**—61

**LifeMode Summary Group**—L8 Global Roots

**Segment Name**—High Rise Renters **Urbanization Summary Group**—U2 Principal Urban Centers II

### Demographic

*High Rise Renters* residents are a diverse mix of race and ethnicity. More than half of the residents are Hispanic, mainly from Puerto Rico or the Dominican Republic. Forty percent of the residents are black, 21 percent are white, and 7 percent are of two or more races. A higher-than-average proportion (28 percent) of other races is also represented. Many residents speak a language other than English. Household types are mainly single parent and single person; however, a higher-than-average proportion of other family households is also present. Their median age of 30 years is younger than the US median. The presence of young children, adult children, and other relatives, including grandparents, boosts the average family size of 3.53, somewhat higher than the US average.

### Socioeconomic

Most employed residents work in service, professional, and office/administrative support occupations. Higher-than-average proportions of employed residents work in the service and transportation industries. Twelve percent of employed residents work for the local government. The median household income is \$26,297; the median net worth is \$11,373. Because of high unemployment, 18 percent receive public assistance and 15 percent receive Supplemental Security Income for support. More than 60 percent of residents aged 25 years and older have graduated from high school, 33 percent have attended college, and 12 percent hold a bachelor's or graduate degree.

### Residential

These communities are located almost entirely in the Northeast; 86 percent of these households are in New York. *High Rise Renters* has the highest population density of the Tapestry segments; there are 43,000 people per square mile. Residents live in mid- and high-rise apartment buildings; 41 percent live in 50-plus unit buildings. The few owner-occupied

dwellings have a median home value of \$299,600. Lack of parking and funds prevent three-fourths of the households from owning a vehicle; most rely on public transportation. The average commuting time to work is 41 minutes, the longest travel time among all the Tapestry segments.

### Preferences

They watch cable TV often, particularly prime-time news programs, movies, and professional basketball games. Digital cable is popular because of its wide availability. They listen to urban, Hispanic, all-news, and variety radio. Internet access or owning a personal computer is unusual; those who have Internet access will download music.

They shop for groceries at their local Albertson's and Stop & Shop. They buy household items and apparel at discount stores and affordable department stores and will also search the clearance racks at Macy's. They do not dine out regularly; even their fast-food purchases are limited. They buy necessary baby and children's clothes; however, tight budgets limit their spending.

For more information about Tapestry

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