

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.

08—Laptops and Lattes

Segment Code—08

Segment Name—Laptops and Lattes

LifeMode Summary Group—L4 Solo Acts

Urbanization Summary Group—U1 Principal Urban Centers I



Demographic

With no homeownership or child-rearing responsibilities, residents of *Laptops and Lattes* neighborhoods enjoy single life in the big city. Most households are singles who live alone or with a roommate. The average household size remains constant at 1.9. The median age is 38.1 years. Although most of the population is white, Asians represent 10.4 percent of the total population (almost two-and-one-half times the national level).

Socioeconomic

This segment is affluent; the median household income of \$90,891 supports these residents. The median net worth is \$74,321, despite a minority of homeowners. *Laptops and Lattes* residents are highly educated. More than 60 percent of residents aged 25 years and older hold a bachelor's or graduate degree; approximately 90 percent have attended college. Two thirds of the employed residents work in professional or management positions, especially in the scientific, technical, finance, insurance, educational services, health care, and information industry sectors.

Residential

Laptops and Lattes residents love city life and prefer to live in major metropolitan areas such as New York City, Los Angeles, San Francisco, Boston, and Chicago. Because of their lifestyle or locale, they are more likely to rent than own their homes. Homeownership is at 39 percent, nearly half of the national average. The majority of housing is apartments in multiunit buildings, especially those with 20 or more units. Although 38 percent of the housing units were built before 1940, they are not inexpensive. The median home value is \$635,342. The average gross rent is 85 percent higher than the U.S. level, third highest of the Tapestry segments. Typical of city dwellers, 30 percent do not own a vehicle (three times the national level).

Preferences

Cosmopolitan, connected, and politically liberal, *Laptops and Lattes* residents rely on their Web-enabled cell phones instead of laptops to communicate. After the college segments, this is the top market to own an iPod and laptop or notebook computer. They go online to check e-mail, trade and track investments, review the latest news, arrange travel plans, and shop on sites such as amazon.com, ebay.com, and barnesandnoble.com.

Laptops and Lattes residents go to the movies, the theater, dance performances, rock concerts, museums, bars, nightclubs, baseball and football games, and professional basketball games. They watch foreign films or movie classics on DVD and news and music channels on cable TV. *Saturday Night Live* is a favorite program. They eat out frequently and take adult education classes. They shop at Target for essentials and luxuries at high-end department and home stores.

For more information about Tapestry
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