

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.

11—Pacific Heights



Segment Code—11

Segment Name—Pacific Heights

LifeMode Summary Group—L2 Upscale Avenues

Urbanization Summary Group—U1 Principal Urban Centers I

Demographic

Upscale neighborhoods in Pacific coastal cities best describe *Pacific Heights*. More than three-fourths of the households include families, primarily married couples with or without children. The average family size for this market is 3.61. Less than 1 percent of US households, this segment has the highest percentages of Asian and Pacific Islander populations. The median age is 39.4 years.

Socioeconomic

At 60.6 percent, labor force participation is slightly below the national average, as is unemployment, at 10.5 percent. Most *Pacific Heights* households include more than one worker. The median household income is \$79,148. Education remains a priority for these first- and second-generation Americans. More than 60 percent of the residents aged 25 years and older have attended college; more than one in three hold a bachelor's or graduate degree. College and graduate school enrollment is slightly higher than the national average. Most households earn income from wages or salaries; 44 percent receive income from investments. The median net worth is \$207,148.

Residential

Pacific Heights households are found in the high-rent districts of California and Hawaii. These small, affluent neighborhoods have a median home value of \$471,676, more than three times that of the national value. The homeownership rate is 68 percent. Residents prefer single-family homes or townhomes. Most live in densely populated urban centers near their jobs in homes built before 1980.

Preferences

Pacific Heights residents keep in touch with family living overseas; they call frequently and travel abroad to visit. Residents will usually go to Las Vegas or visit Disneyland during the year. They read mystery books and listen to music on their MP3 players. They also rent foreign films, movies, comedies, and dramas on DVD to watch on their giantscreen TVs. Their favorite TV shows are detective dramas. They read general editorial and entertainment magazines. They listen to contemporary hit, adult contemporary, all-news, or urban radio, usually during their commutes. Baseball is their favorite sport to watch, listen to, and play.

To keep their homes looking first-rate, *Pacific Heights* residents spend for home improvement and remodeling projects. Most households own an imported vehicle, usually a Toyota or Honda that they will drive for several years. They belong to an auto club and rent cars when they travel. They shop regularly at Wal-Mart, Target, JCPenney, and wholesalers for essentials but will also often shop at upscale retailers. These residents are health conscious; they take vitamins and exercise regularly at a health club. When grocery shopping, they buy organic, low-sodium, and low cholesterol products. They eat nutrition bars as a healthy snack.

For more information about Tapestry

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