

# 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.

## 35—International Marketplace



**Segment Code**—35

**Segment Name**—International Marketplace

**LifeMode Summary Group**—L8 Global Roots

**Urbanization Summary Group**—U1 Principal Urban Centers I

### Demographic

Located primarily in cities in “gateway” states on both US coasts, *International Marketplace* neighborhoods are developing urban markets with a rich blend of cultures and household types. The population is young, with a median age of only 30.4 years. Approximately 70 percent of the households are families; 44 percent are married couples with children and single parents. The average family size is 3.7. *International Marketplace* is the second most diverse of the Tapestry segments. More than half of the total population is Hispanic; 11.6 percent is Asian, and 7 percent is of two or more races. A high proportion of immigrants, including recent arrivals, live in these neighborhoods.

### Socioeconomic

A fifth of *International Marketplace* households has one or more persons who has difficulty speaking English. Labor force participation is at 62.1 percent, just below the national average. Residents who work have jobs in the manufacturing, retail trade, health care, and other services industry sectors. Unemployment is high at 14.5 percent. Eighty-two percent of the households earn income from wages; some receive Supplement Security Income or public assistance. The median household income is \$49,076; the median net worth is \$17,878. College and graduate school enrollment is similar to the US average; educational attainment levels are below the US level.

### Residential

These densely settled, older urban neighborhoods are found in California and the northeast, around the largest US cities such as New York City and Los Angeles. A typical family rents an apartment in an older, multiunit building; because renters are dominant, home ownership is only 32 percent. The median home value is \$261,438. Most housing was built before 1970.

### Preferences

Because family is a top priority, “home and hearth” products aren’t important to these folks. They buy groceries, diapers, and children’s clothes. They keep in touch with overseas relatives by long-distance calls or traveling to visit. They shop at Marshalls and Costco. Their favorite drug store is Rite Aid. They pop in to 7-Eleven or am/pm for quick purchases such as a gallon of milk.

They watch TV and listen to Hispanic, urban, and contemporary radio instead of reading newspapers and magazines. They drink domestic or imported beer. They show no brand preference between foreign or domestic cars.

For more information about Tapestry  
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