

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.

38—Industrious Urban Fringe



Segment Code—38

Segment Name—Industrious Urban Fringe

LifeMode Summary Group—L8 Global Roots

Urbanization Summary Group—U5 Urban Outskirts I

Demographic

Family is central to residents of *Industrious Urban Fringe* neighborhoods; slightly more than half of the households have children. Fifty-four percent are married-couple families; 17 percent are single parents. Multigenerational households are relatively common. The high proportion of children contributes to the relatively low median age of 29 years. Hispanics comprise 61.7 percent of the residents in these neighborhoods. More than one fourth are foreign born, bringing rich, diverse cultures to these urban outskirts neighborhoods.

Socioeconomic

The median household income is \$45,118; the median net worth is \$41,572. The large average household size of 3.45 lowers the discretionary income available compared to segments with similar income. Residents take advantage of job opportunities offered in nearby cities; most work in the manufacturing, construction, retail trade, and service industries. The unemployment rate is higher than the US level, and education attainment is lower.

Residential

These neighborhoods are located in the West and South; the highest concentrations are in California, Texas, and Florida. Home ownership is at 64 percent; the median home value is \$109,343. Single-family housing is dominant in these areas. To find more affordable housing, many live farther out from the city.

Preferences

Industrious Urban Fringe households balance their budgets carefully. Mortgage payments take priority. They shop at Wal-Mart, Kmart, Target, and other major discount stores for baby and children's products. They dine out less often than average households. Many have no financial investments or retirement savings other than their homes and are less likely than average to carry health insurance.

Keeping in touch is important to these residents; they often have a second phone line at home. They watch movies at home and will also see multiple movies at the theater each month. Television and radio are better than newspapers and magazines to reach these residents. They watch TV as much as the average US household, but subscribe to cable less often. They listen frequently to Hispanic, contemporary hit, and urban radio.

For more information about Tapestry
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