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.

43—The Elders

Segment Code—43
Segment Name—The Elders
LifeMode Summary Group—L5 Senior Styles
Urbanization Summary Group—U8 Suburban Periphery II

Demographic

With a median age of 73.2 years, *The Elders* is Tapestry Segmentation's oldest segment. Eighty percent of the householders are aged 65 years or older. This population is growing by 1.22 percent annually. Nine in ten households are either married couples with no children living at home or singles. The small household size of 1.7 reflects those two household types. More than 4 in 10 live alone, one of the top 10 ratios among the Tapestry segments. There is no ethnic diversity; 95 percent of the population is white.

Socioeconomic

Most of these residents have retired; 80 percent receive Social Security benefits, more than three times the national level. Forty-eight percent collect retirement income, more than two-and-one-half times the national level; 65 percent receive income from their investments. Only 20 percent are still working. Although the median household income of $42,293 is lower than the national figure, the median net worth of $186,098 is much higher than the US value.

Residential

Representing the highest concentration of retirees, *The Elders* residents favor communities designed for senior living, primarily in warm climates. Half of these households are located in Florida, and 30 percent are found in Arizona and California. Nine in ten households live in owner-occupied housing, with a median home value of $121,383. Housing types are mixed; half are single-family homes, one-third are multiunit buildings, and 17 percent are mobile homes.

Preferences

Informed, independent, and involved, these seniors are members of veterans' clubs and fraternal orders. They watch their diets; visit their doctors regularly; take vitamins and dietary supplements; buy low-cholesterol, fat-free, low-sodium, low-calorie, and sugar-free food; and take prescription drugs to manage various health conditions. To reduce their caffeine intake, they drink decaffeinated coffee and caffeine-free diet colas. Their diverse investment portfolios include shares in tax-exempt funds, annuities, and insured money market accounts. Many hold long-term care and travel insurance policies.

Golf is important to them; they play golf, buy golf clothes, and watch golf tournaments on TV. They also walk, work crosswords, fish, gamble at casinos, go to the theater, and eat out. Freed from work, many travel domestically and abroad. A cruise is a favorite vacation.

TV is part of their daily routine; most subscribe to cable. They watch a variety of news programs, movies, game shows, and sports. They read mysteries and daily newspapers. They have a slight preference for domestic vehicles; many belong to an auto club. They prefer to shop at Wal-Mart, Target, and JCPenney instead of other department stores.

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