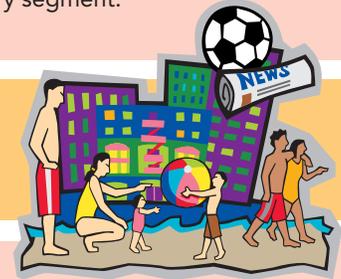


# Tapestry™ Segmentation

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.

## 44—Urban Melting Pot



**Segment Code**—44

**LifeMode Summary Group**—L8 Global Roots

**Segment Name**—Urban Melting Pot

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

### Demographic

Recently settled immigrants live in ethnically rich *Urban Melting Pot* neighborhoods. More than half of the population is foreign born; half of these have come to the United States in the last 10 years. The median age is 36.8 years, slightly younger than the US median of 37. Distinctly diverse, more than one in four are Hispanic. Whites represent 47 percent of the population; Asians, 30 percent; and 6 percent are multiracial. Household types are equally diverse: 45 percent are married couple families; 30 percent are singles who live alone; single parents, other family types, and shared households also live in these neighborhoods.

### Socioeconomic

The median household income is \$44,349; the median net worth is \$20,771. Wages and salaries provide income for most households. Some receive income from Supplemental Security Income and public assistance. As expected in a large urban center, the educational attainment levels vary. Although the proportion of the population aged 25 years and older who have no high school diploma is high compared to that of the United States, the proportion with a bachelor's or graduate degree is comparable to the US level. Eight percent are enrolled in college or graduate school. Although the cost of urban living is high, generally, urban areas provide better employment opportunities. Nearly half of the employed residents work in the service industry sectors.

### Residential

Three-fourths of *Urban Melting Pot* households rent. Half of these housing units were built before 1950. Most of these neighborhoods are located in the high-density, urban canyons of large cities; 70 percent are in New York, and 16 percent are in California. *Urban Melting Pot* neighborhoods are the second most densely populated of the Tapestry segments. Because transportation is widely accessible, 47 percent of the households don't own a vehicle.

### Preferences

Fashion conscious yet cost conscious, *Urban Melting Pot* residents love to shop. Macy's is one of their favorite shopping haunts, but they shop at other upscale retailers, as well as warehouse/club stores, especially for clothes and jewelry.

Distance does not deter these residents from contacting family living outside the United States. They keep in touch with phone calls and foreign travel. Because so many rent, some households need to wash clothes at laundromats.

In their spare time, they go to the beach, visit theme parks, gamble at casinos such as those in Atlantic City, and buy lottery tickets. They watch news programs and movies on TV. They would rather see professional sports on TV than college games; they really like to watch baseball games. They listen to contemporary hit, all-news, Hispanic, and soft rock radio.

For more information about Tapestry

call Esri at

**1-800-447-9778**

Send e-mail inquiries to

**info@esri.com**

Visit

**esri.com/tapestry**



Copyright © 2011 Esri. All rights reserved. Esri, the Esri globe logo, Tapestry, @esri.com, and esri.com are trademarks, registered trademarks, or service marks of Esri in the United States, the European Community, or certain other jurisdictions. Other companies and products mentioned herein may be trademarks or registered trademarks of their respective trademark owners.

G45224  
ESRI2C10/10d9