

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.

45—City Strivers



Segment Code—45
Segment Name—City Strivers

LifeMode Summary Group—L3 Metropolis
Urbanization Summary Group—U2 Principal Urban Centers II

Demographic

Residents of this young, relatively diverse urban market have a median age of 32.5 years and a 68 percent mix of family types, such as married couples, single parents, and other families. Nearly eight in ten residents are black.

Socioeconomic

The median household income is \$43,548; the median net worth is \$18,858. Some households receive Supplemental Security Income or public assistance income. Education attainment levels are below those of the United States; approximately 43 percent of residents aged 25 years and older have attended college. The 18.6 percent unemployment rate is nearly twice the national level. Approximately half of employed residents work in the service and health care industry sectors in the city. Twenty-two percent of the residents who are employed are government workers, employed primarily by the local government. Approximately one in five works in an office/administrative support position.

Residential

City Strivers residents live in densely populated, settled neighborhoods of major metropolitan areas, especially in New York City and Chicago. The median home value is \$251,100; the home ownership rate is 34 percent. Nearly two-thirds of the households are located in the Northeast, with smaller concentrations in other regions of the United States. Approximately two-thirds of the households rent apartments in older, multiunit buildings built before 1960. Small buildings with two to four units are more common in these neighborhoods. Because of their urban surroundings, many residents rely on public transportation; two in five households do not own a vehicle.

Preferences

The rental homes in *City Strivers* neighborhoods are moderately equipped with the essentials. The high cost of living and rent lowers discretionary income. Many residents carry renter's insurance. They shop at wholesale clubs for most of their groceries, baby products, and children's essentials. They prefer accessible grocery stores such as Pathmark and Stop & Shop. A multitude of department and clothing stores is nearby. They eat fast food at White Castle, Popeyes, Checkers, and Dunkin' Donuts.

Favorite stations include BET and cable movie channels such as Showtime, Cinemax, the Movie Channel, and Encore. They watch a lot of TV such as courtroom shows, talk shows, comedies, science fiction, boxing, and professional wrestling. They read music and bridal magazines and listen to urban, all-news, jazz, and variety radio. They attend professional football and basketball games, go to the movies, take trips to Atlantic City, and visit theme parks such as Six Flags. They also play tennis and basketball.

For more information about Tapestry
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