

# 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.

## 48—Great Expectations



**Segment Code**—48

**LifeMode Summary Group**—L7 High Hopes

**Segment Name**—Great Expectations

**Urbanization Summary Group**—U5 Urban Outskirts I

### Demographic

Young singles who live alone and married-couple families dominate the *Great Expectations* market, although all household types are represented. The median age is 33.3 years. Some residents are just beginning their careers or family lives. Compared to the US figures, this segment has a higher proportion of residents who are in their 20s and a higher proportion of householders younger than 35 years. The ethnic diversity and racial composition of this segment are similar to US levels.

### Socioeconomic

The median household income of \$40,243 and the median net worth of \$21,548 are lower than the US values. Nearly half of the population aged 25 years and older has some postsecondary education; 18 percent hold a bachelor's or graduate degree. Labor force participation rate is 66 percent; most of the jobs come from the manufacturing, retail, and service industry sectors.

### Residential

*Great Expectations* neighborhoods are located throughout the country, with higher proportions in the Midwest and South. Half own their homes; half rent. More than half of the households are single-family dwellings; approximately 40 percent are apartments in low- or mid-rise buildings. The median home value is \$100,315. Most of the housing units in these older suburban neighborhoods were built before 1960.

### Preferences

*Great Expectations* homeowners are not afraid to tackle smaller maintenance and remodeling projects, but they also enjoy a young and active lifestyle. They go out to dinner and to the movies. They do most of their grocery shopping at Wal-Mart Supercenters, Aldi, and Shop 'n Save. They throw Frisbees; play softball and pool; go canoeing; watch horror, science fiction, and drama films on DVD; and listen to country music, classic rock, and sports on the radio. They watch dramas, auto racing, and the evening news on TV. They occasionally eat at Arby's and Dairy Queen. They shop at major discount and department stores. They rarely travel. Focused on starting their careers, they're not investing for their retirement years.

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  
ESRI2C1010dg