

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.

49—Senior Sun Seekers



Segment Code—49

LifeMode Summary Group—L5 Senior Styles

Segment Name—Senior Sun Seekers **Urbanization Summary Group**—U9 Small Towns

Demographic

Growing at a rate of 2.2 percent annually, *Senior Sun Seekers* neighborhoods are among the fastest growing in the nation. Their median age is 53.6 years, the third oldest population of the Tapestry segments. More than 6 in 10 are aged 55 years or older. Married couples without children and singles comprise 70 percent of all households. This segment is not ethnically diverse; approximately 87 percent are white.

Socioeconomic

Many *Senior Sun Seekers* residents are retired or are anticipating retirement. The median household income is \$37,752. Labor force participation is at 43 percent; more than half of the households receive Social Security benefits. Approximately one-third of the households also receive retirement income. The median net worth is \$90,439. Because a large proportion of the population is older, the education attainment is far lower than the US levels.

Residential

These neighborhoods are primarily in the South and West; 43 percent are in Florida. Escaping from cold winter climates, many *Senior Sun Seekers* residents have permanently relocated to warmer areas; others are “snowbirds” that move south for the winter. This market has the third highest proportion of seasonal housing of all the Tapestry segments. Favorite areas are in Florida, California, and Arizona. Home ownership is at 81 percent; the median home value is \$95,401. Single-family dwellings comprise almost half of the housing inventory; mobile homes comprise nearly 40 percent. Most housing was built after 1969.

Preferences

Senior Sun Seekers residents frequently take car trips and prefer to stay in reasonably priced motels or hotels such as Days Inn, Super 8, and Comfort Inn. They eat out frequently at family restaurants and fast-food establishments. They own all kinds of insurance including life, travel, long-term care, and personal liability. They consult with a financial advisor about their finances. They invest time and limited funds in home improvement projects such as painting and fencing the yard. Some enjoy gardening and working on their own landscaping projects. Many join veterans' clubs or fraternal orders and do charity work through these organizations. For health reasons, these seniors control their diet and take a variety of vitamins and dietary supplements. They will stop at nearby Circle K or Citgo Quik Mart convenience stores for a quick purchase.

Satellite TV is part of their daily routine; they watch game shows, dramas, news programs, home improvement shows, sitcoms, and golf tournaments. Favorite cable channels include CMT, TNT, and Turner Classic Movies. They also read fishing and hunting magazines, rent comedies on DVD, and occasionally listen to country radio. They also play bingo, visit theme parks, fish, and hunt.

For more information about Tapestry call Esri at

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