

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.

57—Simple Living

Segment Code—57

Segment Name—Simple Living

LifeMode Summary Group—L5 Senior Styles

Urbanization Summary Group—U6 Urban Outskirts II



Demographic

With a median age of 41.3 years, this market is slightly older than the US median of 37 years. Approximately one-fifth of *Simple Living* residents are aged 65 years or older; 12 percent are aged 75 or older. Half are singles who live alone or share housing; 32 percent are married-couple families. Young families with children and ethnic cultures are in the minority; most residents are white. This market size is stable with negligible growth.

Socioeconomic

The median household income is \$29,408. Nearly 40 percent of households collect Social Security benefits, 8 percent receive Supplemental Security Income, and 6 percent receive public assistance. Over the years, residents have built equity in their homes and saved their hard-earned dollars to achieve their median net worth of \$15,034. Most residents who are employed work in the health care, retail trade, manufacturing, educational services, and accommodation/food services industry sectors. Overall, 75 percent of residents aged 25 years and older have graduated from high school. Only 15 percent hold a bachelor's or graduate degree.

Residential

Simple Living neighborhoods are in the urban outskirts or suburbs throughout the United States. Residents live in older housing; 62 percent were built before 1970. More than half of them rent. Forty-two percent of housing is single-family dwellings, and 47 percent is in multiunit buildings of varying stories. Some seniors live in congregate housing (assisted living). The median home value is \$96,358. Twenty-two percent of households do not own a vehicle; 45 percent own only one vehicle. Workers benefit from an average commute time to work of 20 minutes.

Preferences

The lifestyle of these residents is reflected by their ages; younger people go to nightclubs and play musical instruments; seniors refinish furniture and go saltwater fishing. Community activities are also important to the latter; they join fraternal orders and veterans' clubs.

Simple Living households spend wisely on a restricted budget. They buy the essentials at discount stores and occasionally treat themselves to dinner out and a movie. Cable TV is a must for these frequent viewers of family programs, news programs, and game shows. They are big fans of daytime TV. Owning a personal computer, cell phone, or DVD player isn't important.

For more information about Tapestry
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