

# 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.

## 58—NeWest Residents



**Segment Code**—58

**LifeMode Summary Group**—L8 Global Roots

**Segment Name**—NeWest Residents

**Urbanization Summary Group**—U2 Principal Urban Centers II

### Demographic

Hispanic cultures dominate this family oriented segment; three-quarters of the population is Hispanic. With 4.1 people, the *NeWest Residents* segment household has the third largest family size of all the Tapestry segments. Families dominate this market. Children live in 54 percent of the households, in married-couple or single-parent families. Another 19 percent are married-couple families with no children living at home and other family types. The median age is 25.5 years. Dependent children are 36 percent of the population; more than one-third is younger than age 35. Approximately half of this young population is foreign born, more than half of whom have arrived in the United States in the last 10 years. Forty percent of the residents are white, 40 percent defined as other races, and 6 percent are multiracial populations. *NeWest Residents* is one of the most diverse of the Tapestry segments.

### Socioeconomic

Most *NeWest Residents* are not only new to the United States, they're also building their careers and starting their families. They arrived in the country with few funds but have begun to save their hard-earned dollars. The median net worth is \$10,190. Language is a significant barrier for many; this segment has the highest concentration of households who speak a language other than English. Fifty-four percent of residents aged 25 years and older have not completed high school. Lack of education limits their employment options. Most employed residents work in service and skilled labor jobs. Higher-than-average proportions of employed residents work in the construction, manufacturing, accommodation/ food services, administrative services, other services, and agricultural industry sectors. The unemployment rate is 19.5 percent. Some households receive Supplemental Security Income or public assistance. The median household income for this segment is \$28,569.

### Residential

Most *NeWest Residents* rent apartments in mid- or highrise buildings in major cities, chiefly in the West and South. California has the largest concentration of households, followed by Texas. The average gross rent is 15 percent below the US level. Most housing units in these neighborhoods were built before 1980. Home ownership is at 17 percent; the median home value is \$117,300.

### Preferences

Putting their children first, *NeWest Residents* lead a strong, family-oriented lifestyle that emphasizes buying groceries and baby and children's products. They usually buy only the essentials such as baby food, baby supplies, baby car seats, and children's clothing. They shop for groceries at Vons and Ralphs but will stop at local convenience stores for milk, juice drinks, and nonprescription drugs. To save money, they prepare meals from scratch at home; however, they still enjoy eating occasionally at fast-food restaurants such as Carl's Jr. and Del Taco. They pay with cash; few have or use credit cards. Because most of them rent, they don't garden or buy big-ticket furniture pieces. Few have Internet access; they own one TV set and don't consider cable TV a necessity. To help their children become more fluent in English, parents will buy word and sound games. In their free time, they read magazines. Soccer is part of their culture; they watch it on TV, play it, and attend matches. They listen to Hispanic radio.

For more information about Tapestry  
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