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.

60—City Dimensions

Segment Code—60
Segment Name—City Dimensions

LifeMode Summary Group—L8 Global Roots
Urbanization Summary Group—U4 Metro Cities II

Demographic

Diversity in household type and ethnicity characterizes *City Dimensions* neighborhoods. Most of these residents are young, with a median age of 29.2 years. Households are a mix of types; most are singles who live alone (31 percent), married-couple families (30 percent), and single-parent families (23 percent). Ethnic diversity is high. Nearly half of the residents are white and one-fourth are black; however, higher-than-average proportions of other race populations are also represented. Three in ten residents are of Hispanic origin.

Socioeconomic

The median household income is $28,963; the median net worth is $12,275. Ten percent of the households receive Supplemental Security Income; 11 percent receive public assistance. Employed residents work full-time or part-time, primarily in the service, manufacturing, and retail trade industry sectors. At 20 percent, unemployment is high. Overall, 65 percent of residents aged 25 years and older have graduated from high school; 9 percent hold a bachelor's or graduate degree.

Residential

Although *City Dimensions* neighborhoods have a mix of housing types, more than half of the residents rent apartments in multiunit buildings. Most of the real estate is older; approximately 70 percent of the housing units were built before 1960; 42 percent are pre-1940 structures. Average gross rent in these older buildings is 17 percent below the US average. Housing types are split between single-family homes and apartments in two- to four-unit buildings. The median home value for owner-occupied dwellings is $76,641. Although most households have a vehicle, residents seek jobs near their homes, commuting an average of 22 minutes to work.

Preferences

City Dimensions residents watch cable TV often, preferring movies and news programs to documentaries. Most households own more than one television set. They also like gaming systems. Residents are big-time sports fans and loyal team supporters; this is a top market for buying and wearing sports team clothes.

Because few homes are equipped with central air conditioning, they rely on room air conditioners if necessary. Many have recently moved, so they bought household furnishings such as area rugs and sofas. Families with children spend wisely for children's and baby products, preferring to shop at discount stores. They use store brands, particularly for expensive items such as disposable diapers.

Households that own vehicles prefer domestic cars and buy used vehicles. If they have automotive repair expertise, they service their own cars; others rely on the car dealership or a nearby garage. They eat out and go to the movies.

For more information about Tapestry call Esri at
1-800-447-9778

Send e-mail inquiries to
info@esri.com

Visit
esri.com/tapestry