# 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.

## 64—City Commons

**Segment Code**—64
**Segment Name**—City Commons
**LifeMode Summary Group**—L9 Family Portrait
**Urbanization Summary Group**—U2 Principal Urban Centers II

## Demographic

Single-parent families or singles who live alone comprise most of these very young households. With a median age of 24.6 years, *City Commons* is one of Tapestry Segmentation's youngest segments. Approximately half of the households have children; some households are multigenerational, with adults still living at home or grandparents who provide child care. The average household size of 2.8 is higher than the national average. Since 2000, population in these areas has declined at 0.4 percent per year. These neighborhoods are not ethnically diverse; 81 percent of the population is black.

## Socioeconomic

Thirty-one percent of the residents who work are employed in service occupations (twice the national level). Nineteen percent of the households are on public assistance; 13 percent receive Supplemental Social Security income. Overall, more than 60 percent of the residents aged 25 years and older have graduated from high school. Six percent hold a bachelor's or graduate degree; 27 percent have attended college. Because they have limited employment options, more residents work part-time than full-time. Unemployment is at 30 percent, the highest rate among the Tapestry segments, and almost three times that of the national level. The median household income is $16,830, and the median net worth is $9,958.

## Residential

*City Commons* neighborhoods are found in large metropolitan areas, mainly in the South and Midwest. More than threefourths of the households rent. Sixty-three percent rent apartments in multiunit buildings, primarily with fewer than 20 units. One-fourth of the housing is single-family dwellings. The median home value is $67,943. Typical of a young renters' market, these residents are movers; nearly 50 percent have relocated within the last five years.

## Preferences

*City Commons* residents buy baby and children's products, food, and clothing most frequently. They shop primarily at discount stores and occasionally at department stores. Most families enjoy eating at fast-food restaurants several times a month. For exercise, they take their children to nearby city parks and playgrounds. Occasionally, they go to basketball games. An annual travel destination is probably to a theme park. They watch daytime courtroom and talk show programs and primetime TV shows. They would rather go to the movies than rent films to watch at home. They buy game systems for their children and listen to urban radio.

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