

## Modernizing Tapestry Segmentation

Esri Tapestry is a geodemographic segmentation system that integrates consumer traits with residential characteristics to identify markets and classify U.S. neighborhoods. Neighborhoods with the most similar characteristics are grouped together, while neighborhoods with divergent characteristics are separated.

The Esri Data team's goal is to always improve our data products, using the latest tools and services in location technology. We strive to be respectful and representative of the populations around the globe and the distinct qualities that make us all unique and important. To better serve our customers and your needs, we regularly accept feedback to ensure quality data products that meet industry standards and user needs.

With your feedback in mind, we implemented changes to the following Tapestry segment names in June 2021 to be more inclusive and supportive of doing good within our community.

Code	New name	Former name
LifeMode Group 7	Sprouting Explorers	Ethnic Enclaves
4A	Workday Drive	Soccer Moms
7C	Urban Edge Families	American Dreamers
7D	Forging Opportunity	Barrios Urbanos
7E	Farm to Table	Valley Growers
8G	Hometown Heritage	Hardscrabble Road
10C	Economic BedRock	Diners & Miners
13A	Diverse Convergence	International Marketplace
13B	Family Extensions	Las Casas

In addition, the [Tapestry Segment Profile \(PDF\) summaries](#) were updated.

In June 2022, the following name change was implemented:

Code	New name	Former name
12C	Small Town Sincerity	Small Town Simplicity

The new names are present in Tapestry data, reports, infographics, and documentation.

Data transparency and user engagement are important to us in building a trusted relationship. We know that you, alongside the thousands of Esri community members who trust in our data, bring valuable experience and ideas that we'd love to bring to life. Your feedback is welcomed, as it helps us to learn and grow. To share feedback with us, contact us at [Demographics@esri.com](mailto:Demographics@esri.com).



Esri, the global market leader in geographic information system (GIS) software, offers the most powerful mapping and spatial analytics technology available.

Since 1969, Esri has helped customers unlock the full potential of data to improve operational and business results. Today, Esri software is deployed in more than 350,000 organizations including the world's largest cities, most national governments, 75 percent of Fortune 500 companies, and more than 7,000 colleges and universities. Esri engineers the most advanced solutions for digital transformation, the Internet of Things (IoT), and location analytics to inform the most authoritative maps in the world.

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For more information, visit

<https://www.esri.com/en-us/arcgis/products/data/data-portfolio/tapestry-segmentation>