



# Community™ Tapestry™ — The Fabric of America's Neighborhoods

*An ESRI® White Paper • March 2006*

Copyright © 2006 ESRI  
All rights reserved.  
Printed in the United States of America.

The information contained in this document is the exclusive property of ESRI. This work is protected under United States copyright law and other international copyright treaties and conventions. No part of this work may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying and recording, or by any information storage or retrieval system, except as expressly permitted in writing by ESRI. All requests should be sent to Attention: Contracts and Legal Services Manager, ESRI, 380 New York Street, Redlands, CA 92373-8100, USA.

The information contained in this document is subject to change without notice.

#### **U.S. GOVERNMENT RESTRICTED/LIMITED RIGHTS**

Any software, documentation, and/or data delivered hereunder is subject to the terms of the License Agreement. In no event shall the U.S. Government acquire greater than RESTRICTED/LIMITED RIGHTS. At a minimum, use, duplication, or disclosure by the U.S. Government is subject to restrictions as set forth in FAR §52.227-14 Alternates I, II, and III (JUN 1987); FAR §52.227-19 (JUN 1987) and/or FAR §12.211/12.212 (Commercial Technical Data/Computer Software); and DFARS §252.227-7015 (NOV 1995) (Technical Data) and/or DFARS §227.7202 (Computer Software), as applicable. Contractor/Manufacturer is ESRI, 380 New York Street, Redlands, CA 92373-8100, USA.

ESRI, the ESRI globe logo, Community, Tapestry, www.esri.com, and @esri.com are trademarks, registered trademarks, or service marks of ESRI in the United States, the European Community, or certain other jurisdictions. Other companies and products mentioned herein are trademarks or registered trademarks of their respective trademark owners.

---

# Community Tapestry— The Fabric of America's Neighborhoods

## An ESRI White Paper

Contents	Page
What Is Community Tapestry? .....	1
Trends Revealed by Community Tapestry .....	1
Who Should Use Community Tapestry? .....	2
Community Tapestry Summary Descriptions.....	2
Segment 01: <i>Top Rung</i> .....	2
Segment 02: <i>Suburban Splendor</i> .....	2
Segment 03: <i>Connoisseurs</i> .....	3
Segment 04: <i>Boomburbs</i> .....	3
Segment 05: <i>Wealthy Seaboard Suburbs</i> .....	3
Segment 06: <i>Sophisticated Squires</i> .....	3
Segment 07: <i>Exurbanites</i> .....	4
Segment 08: <i>Laptops and Lattes</i> .....	4
Segment 09: <i>Urban Chic</i> .....	4
Segment 10: <i>Pleasant-Ville</i> .....	4
Segment 11: <i>Pacific Heights</i> .....	4
Segment 12: <i>Up and Coming Families</i> .....	5
Segment 13: <i>In Style</i> .....	5
Segment 14: <i>Prosperous Empty Nesters</i> .....	5
Segment 15: <i>Silver and Gold</i> .....	5
Segment 16: <i>Enterprising Professionals</i> .....	6
Segment 17: <i>Green Acres</i> .....	6
Segment 18: <i>Cozy and Comfortable</i> .....	6
Segment 19: <i>Milk and Cookies</i> .....	6
Segment 20: <i>City Lights</i> .....	7
Segment 21: <i>Urban Villages</i> .....	7
Segment 22: <i>Metropolitans</i> .....	7

<b>Contents</b>	<b>Page</b>
Segment 23: <i>Trendsetters</i> .....	7
Segment 24: <i>Main Street, USA</i> .....	7
Segment 25: <i>Salt of the Earth</i> .....	8
Segment 26: <i>Midland Crowd</i> .....	8
Segment 27: <i>Metro Renters</i> .....	8
Segment 28: <i>Aspiring Young Families</i> .....	8
Segment 29: <i>Rustbelt Retirees</i> .....	9
Segment 30: <i>Retirement Communities</i> .....	9
Segment 31: <i>Rural Resort Dwellers</i> .....	9
Segment 32: <i>Rustbelt Traditions</i> .....	9
Segment 33: <i>Midlife Junction</i> .....	10
Segment 34: <i>Family Foundations</i> .....	10
Segment 35: <i>International Marketplace</i> .....	10
Segment 36: <i>Old and Newcomers</i> .....	10
Segment 37: <i>Prairie Living</i> .....	11
Segment 38: <i>Industrious Urban Fringe</i> .....	11
Segment 39: <i>Young and Restless</i> .....	11
Segment 40: <i>Military Proximity</i> .....	11
Segment 41: <i>Crossroads</i> .....	11
Segment 42: <i>Southern Satellites</i> .....	12
Segment 43: <i>The Elders</i> .....	12
Segment 44: <i>Urban Melting Pot</i> .....	12
Segment 45: <i>City Strivers</i> .....	12
Segment 46: <i>Rooted Rural</i> .....	13
Segment 47: <i>Las Casas</i> .....	13
Segment 48: <i>Great Expectations</i> .....	13
Segment 49: <i>Senior Sun Seekers</i> .....	13
Segment 50: <i>Heartland Communities</i> .....	14
Segment 51: <i>Metro City Edge</i> .....	14
Segment 52: <i>Inner City Tenants</i> .....	14
Segment 53: <i>Home Town</i> .....	14
Segment 54: <i>Urban Rows</i> .....	15
Segment 55: <i>College Towns</i> .....	15
Segment 56: <i>Rural Bypasses</i> .....	15
Segment 57: <i>Simple Living</i> .....	15
Segment 58: <i>NeWest Residents</i> .....	16
Segment 59: <i>Southwestern Families</i> .....	16
Segment 60: <i>City Dimensions</i> .....	16
Segment 61: <i>High Rise Renters</i> .....	16
Segment 62: <i>Modest Income Homes</i> .....	17
Segment 63: <i>Dorms to Diplomas</i> .....	17

<b>Contents</b>	<b>Page</b>
Segment 64: <i>City Commons</i> .....	17
Segment 65: <i>Social Security Set</i> .....	17
<i>Unclassified</i> .....	18
For More Information about Community Tapestry .....	18



# Community Tapestry— The Fabric of America's Neighborhoods

## What Is Community Tapestry?

Community™ Tapestry™ represents the fourth generation of market segmentation systems that began 30 years ago. The 65-segment Community Tapestry system classifies U.S. neighborhoods based on their socioeconomic and demographic composition. The power of Community Tapestry allows you to profile consumers in a number of ways including

- Standard geographic areas such as census tract, block group, ZIP Code, and ZIP+4
- User-defined areas such as rings or polygons based on distance, drive time, or user specifications
- Customer addresses or site locations

Community Tapestry's versatility provides several methods of dividing the 65 segments into summary groups for a broader view of U.S. neighborhoods.

- LifeMode: Twelve summary groups based on lifestyle and life stage.
- Urbanization: Eleven summary groups based on geographic and physical features along with income.
- Custom or industry specific: Groups can be optimized to provide a more focused application.

## Trends Revealed by Community Tapestry

Since Census 2000, several interesting demographic changes have occurred such as

- The U.S. population has increased by 17.3 million people.
- Another 16.8 million teenagers have come of age.
- Nearly 7 million new households have been created.
- 6.7 million have become homeowners.
- The average household income has increased by 21 percent.
- The average home value has jumped 57 percent.

"Although the demographic landscape of the U.S. changed significantly in some areas since Census 2000, this mid-decade review and update of the segmentation system further confirms the stability of the Community Tapestry segments as some neighborhoods evolved and moved into other segments," said Lynn Wombold, demographer and manager of data development, ESRI. "Community Tapestry stands as a solid affirmation of the proven segmentation methodology that has been developed and enhanced by ESRI's data development team for more than 25 years."

These demographic and lifestage changes have caused the reassignment of some neighborhoods into several Community Tapestry segments including the following:

- Aging populations have shifted neighborhoods from the *Rustbelt Traditions* segment into *Rustbelt Retirees* neighborhoods.
- Marriage and family changes have moved some *Laptops and Lattes* singles' neighborhoods into *Urban Chic* neighborhoods of professional couples.
- Population growth has been reflected in diverse markets such as *International Marketplace*, *Pacific Heights*, and *Urban Villages*.
- Areas in transition, such as neighborhoods in *Old and Newcomers*, have settled into new Community Tapestry markets such as *Trendsetters*.
- Median home value has topped \$1,000,000 for *Top Rung* neighborhoods, Community Tapestry's most affluent segment.
- The median age of residents in Community Tapestry's oldest segment, *The Elders*, has increased from 72.8 years to 73.4 years.

### Who Should Use Community Tapestry?

All companies, agencies, and organizations need to understand their consumers/constituents to supply them with the right products and services and to reach them via their preferred media. These applications require a robust segmentation system that can accurately profile these diverse markets. Community Tapestry's versatility and predictive power allow users to integrate their own data or national consumer surveys into Community Tapestry to identify their best market segments and reach them with the most effective channels.

### Community Tapestry Summary Descriptions

#### **Segment 01: Top Rung**

*Top Rung* is the wealthiest consumer market, representing less than one percent of all U.S. households. The median household income of \$179,000 is three and one-half times that of the national median, and the median net worth of \$556,400 is more than five times that of the national level. The median home value is approximately \$1,014,600. These educated residents are in their peak earning years, 45–64, in married-couple households, with or without children. The median age is 42.3 years. With the purchasing power to indulge any choice, *Top Rung* residents travel in style, both domestically and overseas. This is the top market for owning or leasing a luxury car; residents favor new imported vehicles, especially convertibles. Avid readers, these residents find time to read two or more daily newspapers and countless books.

#### **Segment 02: Suburban Splendor**

These successful suburbanites are the epitome of upward mobility, just a couple of rungs below the top, situated in growing neighborhoods of affluent homes with a median value of \$408,100. Most households are composed of two-income, married-couple families with or without children. The population is well educated and well employed, with a median age of 40.5 years. Home improvement and remodeling are a main focus of *Suburban Splendor* residents. Their homes feature the latest amenities and reflect the latest in home design. Residents travel extensively in the United States and overseas for



business and pleasure. Leisure activities include physical fitness, reading, visiting museums, or attending the theater. This market is proactive in tracking investments, financial planning, and holding life insurance policies.

***Segment 03:***  
**Connoisseurs**

Second in wealth to *Top Rung* but first for conspicuous consumption, *Connoisseurs* residents are well educated and somewhat older, with a median age of 45.4 years. Although residents appear closer to retirement than child rearing age, many of these married couples have children who still live at home. Their neighborhoods tend to be older bastions of affluence where the median home value is \$664,500. Growth in these neighborhoods is slow. Residents spend money for nice homes, cars, clothes, and vacations. Exercise is a priority; they work out weekly at a club or other facility, ski, play golf, snorkel, play tennis, practice yoga, and jog. Active in the community, they work for political candidates or parties, write or visit elected officials, and participate in local civic issues.

***Segment 04:***  
**Boomburbs**

The newest additions to the suburbs, *Boomburbs* communities are home to younger families who live a busy, upscale lifestyle. The median age is 33.8 years. This market has the highest population growth at 4.6 percent annually—more than four times the national figure. The median home value is \$308,700, and most households have two earners and two vehicles. This is the top market for households to own projection TVs, MP3 players, scanners, and laser printers as well as owning or leasing full-sized SUVs. It is the second-ranked market for owning flat-screen or plasma TVs, video game systems, and digital camcorders as well as owning or leasing minivans. Family vacations are a top priority. Popular vacation destinations are Disney World and Universal Studios, Florida. For exercise, residents play tennis and golf, ski, and jog.

***Segment 05:***  
**Wealthy Seaboard  
Suburbs**

*Wealthy Seaboard Suburbs* neighborhoods are established quarters of affluence located in coastal metropolitan areas, primarily along the California, New York, New Jersey, and New England coasts. Neighborhoods are older and slow to change, with a median home value that exceeds \$444,600. Households consist of married-couple families. Approximately half of employed persons are in management and professional occupations. The median age is 41.7 years. Residents enjoy traveling and shopping. They prefer to shop at Lord & Taylor, Macy's, and Nordstrom as well as Costco Wholesale, their favorite club store. They also purchase many items online or by phone. Residents take nice vacations, traveling in the United States and abroad. Europe; Hawaii; Atlantic City, New Jersey; Las Vegas, Nevada; and Disneyland are popular destinations. Leisure activities include going to the beach, skiing, ice skating, and attending theater performances.

***Segment 06:***  
**Sophisticated  
Squires**

*Sophisticated Squires* residents enjoy cultured country living in newer home developments with low density and a median home value of \$244,500. These urban escapees are primarily married-couple families, educated, and well employed. They prefer to commute to maintain their semirural lifestyle. The median age is 37.4 years. They do their own lawn and landscaping work as well as home improvement and remodeling projects such as installing carpet or hardwood floors and interior painting. They like to barbeque on their gas grills and make bread with their bread-making machines. This is the top market for owning three or more vehicles. Vehicles of choice are minivans and full-sized SUVs. Family activities include playing volleyball, bicycling, playing board games and cards, going to the zoo, and attending soccer and baseball games.

**Segment 07:  
Exurbanites**

Open areas with affluence define these neighborhoods. Empty nesters comprise 40 percent of these households; married couples with children occupy 32 percent. Half of the householders are between the ages of 45 and 64 years. The median age is 43.6 years. Approximately half of those who work hold professional or managerial positions. The median home value is approximately \$255,900; the median household income is \$83,200. Financial health is a priority for the *Exurbanites* market; they consult with financial planners and track their investments online. They own a diverse investment portfolio and hold long-term care and substantial life insurance policies. Residents work on their homes, lawns, and gardens. Leisure activities include boating, hiking, kayaking, playing Frisbee, photography, and bird-watching. Many are members of fraternal orders and participate in civic activities.

**Segment 08:  
Laptops and Lattes**

Community Tapestry's most eligible and unencumbered market, *Laptops and Lattes* residents are affluent, single, and still renting. They are highly educated, professional, and partial to city life, preferring major metropolitan areas such as New York, Los Angeles, San Francisco, Boston, and Chicago. The median household income is \$91,000; the median age is 38.1 years. Technologically savvy, this is the top market for owning a laptop or notebook PC; they use the Internet on a daily basis, especially to shop. Their favorite department store, by far, is Banana Republic. Leisure activities include going to the movies, rock concerts, shows, museums, and nightclubs. These residents exercise regularly and take vitamins. They enjoy yoga, jogging, skiing, reading, watching foreign films on VHS/DVD, dining out, and traveling abroad. They embrace liberal philosophies and work for environmental causes.

**Segment 09:  
Urban Chic**

*Urban Chic* residents are well-educated professionals living an urban, exclusive lifestyle. Most own expensive single-family homes with a median value of \$633,000. Married-couple families and singles comprise most of these households. The median age is 41.4 years. *Urban Chic* residents travel extensively, visit museums, attend dance performances, play golf, and go hiking. They use the Internet frequently to trade or track investments or to buy concert and sports tickets, clothes, flowers, and books. They appreciate a good cup of coffee while reading a book or newspaper and prefer to listen to classical music, all-talk, or public radio programs. Civic minded, many residents would probably volunteer in their communities.

**Segment 10:  
Pleasant-Ville**

Prosperous domesticity distinguishes the settled homes of *Pleasant-Ville* neighborhoods. Most residents live in single-family homes with a median value of \$326,500; approximately half were built in the 1950s and 1960s. Located primarily in the Northeast and California, these households are headed by middle-aged residents, some nearing early retirement. The median age is 39.4 years. Approximately 40 percent of households include children. Home remodeling is a priority for residents who live in older homes. Shopping choices are eclectic, ranging from upscale department stores to warehouse or club stores. Sports fanatics, they attend ball games, listen to sports programs and games on the radio, and watch a variety of sports on TV.

**Segment 11:  
Pacific Heights**

*Pacific Heights* neighborhoods are found in the high-rent districts of California and Hawaii. The median home value is approximately \$573,600; residents prefer single-family homes or townhomes. This market is small but affluent; one in two households earns approximately \$76,000 annually. The median age is 38.4 years. Distance does not deter *Pacific Heights* residents from keeping in touch with family living overseas, as they make frequent phone calls and travel overseas to visit. Many households own three or

more cell phones. Residents generally visit Disneyland or Las Vegas, Nevada, during the year and enjoy playing chess, reading history books, and renting classic movies on DVD to watch on their large-screen or projection TVs. This is the top market for owning an Apple iMac.

***Segment 12:***  
**Up and Coming  
Families**

*Up and Coming Families* represents the second highest household growth market and, with a median age of 31.9 years, is the youngest of Community Tapestry's affluent family markets. The profile for these neighborhoods is young, affluent families with young children. Approximately half of the households are concentrated in the South, with the other half in the West and Midwest. Neighborhoods are located in suburban outskirts of midsized metropolitan areas. The homes are newer, with a median value of \$185,500. Because family and home priorities dictate their consumer purchases, they frequently shop for baby and children's products and household furniture. Leisure activities include playing softball, going to the zoo, and visiting theme parks (generally SeaWorld or Disney World). Residents enjoy watching science fiction, comedy, and family-type movies on VHS or DVD.

***Segment 13:***  
**In Style**

*In Style* residents live in affluent neighborhoods of metropolitan areas. More suburban than urban, they nevertheless embrace an urban lifestyle. Townhome ownership is more than double that of the national level; however, more than half of the households live in traditional single-family homes. Labor force participation is high, and professional couples predominate. The median household income is \$67,800. Nearly one-third of these households include children. The median age is 39.3 years. *In Style* residents are computer savvy; they use the Internet daily to research information, track investments, or shop. They own a diverse investment portfolio, contribute to retirement savings plans, and hold long-term care and life insurance policies. They enjoy going to the beach, snorkeling, playing golf, casino gambling, and domestic travel.

***Segment 14:***  
**Prosperous Empty  
Nesters**

*Prosperous Empty Nesters* neighborhoods are well established, located throughout the United States; approximately one-third are on the eastern seaboard. The median age is 47.2 years. More than half of the householders are aged 55 or older. Forty percent of household types are married couples with no children living at home. Educated and experienced, residents are enjoying the life stage transition from child rearing to retirement. The median household income is \$66,200. Residents place a high value on their physical and financial well-being and take an active interest in their homes and communities. They travel extensively, both at home and abroad. Leisure activities include refinishing furniture, playing golf, attending sports events, and reading mysteries. Civic participation includes joining civic clubs, engaging in fund-raising, and working as volunteers.

***Segment 15:***  
**Silver and Gold**

*Silver and Gold* residents are the second oldest of the Community Tapestry segments and the wealthiest seniors, with a median age of 58.5 years; most are retired from professional occupations. Their affluence has allowed them to move to sunnier climates. More than 60 percent of the households are in the South (mainly in Florida); 25 percent reside in the West, primarily in California and Arizona. Neighborhoods are exclusive, with a median home value of \$326,600 and a high proportion of seasonal housing. Residents enjoy traveling, woodworking, playing cards, bird-watching, target shooting, saltwater fishing, and power boating. Golf is more a way of life than a mere leisure pursuit; they play golf, attend tournaments, watch golf on TV, and listen to golf programs on the radio. They are

avid readers but also find the time to watch their favorite TV shows and a multitude of news programs.

***Segment 16:***  
**Enterprising Professionals**

This fast-growing market is home to young, educated, working professionals, with a median age of 32.4 years. Single or married, they prefer newer neighborhoods with townhomes or apartments. The median household income is \$66,000. The *Enterprising Professionals* segment is ranked second of all the Community Tapestry markets for labor force participation, at 75 percent. Their lifestyle reflects their youth, mobility, and growing consumer clout. Residents rely on cell phones and PCs to stay in touch. They use the Internet to find their next job or home, track their investments, and shop. They own the latest electronic gadgets. Leisure activities include yoga, playing Frisbee and football, jogging, going to the movies, and attending horse races and basketball games. These residents also travel frequently, both domestically and overseas.

***Segment 17:***  
**Green Acres**

A "little bit country," *Green Acres* residents live in pastoral settings of developing suburban fringe areas, mainly in the Midwest and South. The median age is 39.9 years. Married couples with and without children comprise most of the households and live in single-family dwellings. This upscale market has a median household income of \$62,300 and a median home value of \$179,700. These do-it-yourselfers maintain and remodel their homes—paint, install carpet, or add a deck—and own all the necessary tools to accomplish these tasks. They also take care of their lawn and gardens, again, with the right tools. Vehicles of choice are motorcycles and full-sized pickup trucks. For exercise, residents ride their bikes and go water skiing, canoeing, and kayaking. Other activities include bird-watching, power boating, target shooting, hunting, and attending auto races.

***Segment 18:***  
**Cozy and Comfortable**

*Cozy and Comfortable* residents are settled, married, and still working. Many couples are still living in the pre-1970s, single-family homes in which they raised their children. Households are located primarily in suburban areas of the Midwest, Northeast, and South. The median age is 41 years, and the median home value is \$164,000. Home improvement and remodeling are important to *Cozy and Comfortable* residents. Although some work is contracted, homeowners take an active part in many projects, especially painting and lawn care. They play softball and golf, attend ice hockey games, watch science fiction films on VHS/DVD, and gamble at casinos. Television is significant; many households have four or more sets. Preferred cable stations include QVC, Home & Garden Television, and The History Channel.

***Segment 19:***  
**Milk and Cookies**

*Milk and Cookies* households are composed mainly of young, affluent married-couple families. Approximately half of the households include children. The median age for this market is 33.5 years. Residents prefer single-family homes in suburban areas, chiefly in the South, particularly in Texas. Smaller concentrations of households are located in the West and Midwest. The median home value is \$131,900. Families with two or more workers, more than one child, and two or more vehicles is the norm for this market. Residents are well insured for the future. The presence of children drives their large purchases of baby and children's products and timesavers such as fast food. For fun, residents play video games, chess, backgammon, basketball and football, or fly kites. Favorite cable channels include Toon Disney, The Discovery Health Channel, ESPNNews, and Lifetime Movie Network.

**Segment 20:  
City Lights**

*City Lights* neighborhoods are diverse, situated primarily in the Northeast. This dense, urban market is a mixture of housing, household types, and cultures, sharing the same city sidewalks. Housing types include single-family homes, townhomes, and apartments. Thirty-five percent of households are apartments in buildings with two to four units, almost four times the national level. Approximately two-thirds of the housing units were built before 1960. Households include both families and singles. The median age of 37.8 years is slightly older than the U.S. median. *City Lights* residents are more likely to spend for household furnishings than home maintenance. They shop at a variety of stores, especially Macy's, Lord & Taylor, The Disney Store, The Gap, and BJ's Wholesale Club. They favor overseas travel. Being conservative investors, they own U.S. savings bonds.

**Segment 21:  
Urban Villages**

*Urban Villages* neighborhoods are multicultural enclaves of young families, unique to U.S. gateway cities located primarily in California. The median age is 30.7 years. All family types dominate this market. The average family size of 4.12 is the second highest of all the Community Tapestry segments. Many households have two wage earners, chiefly employed in the manufacturing, health care, retail trade, construction, and educational services industries. The median household income is \$56,200. Most residents own older, single-family homes with a median value of \$355,600, and multiple vehicles. Family and home dictate purchases. To maintain their older homes, time and money are spent on home remodeling and repairs. Leisure activities include playing soccer and tennis, renting foreign films, listening to Hispanic and variety radio, and visiting Disneyland, SeaWorld, or Six Flags theme parks.

**Segment 22:  
Metropolitans**

*Metropolitans* residents favor city living in older neighborhoods. Approximately half of the households are composed of singles who live alone or with others. However, married-couple families are 40 percent of the households. The median age is 37.1 years. Half of employed persons hold professional or management positions. These neighborhoods are an eclectic mix of single-family homes and multiunit structures, with a median home value of \$194,100. The median household income is \$57,600. Residents lead busy, active lifestyles. They travel frequently and participate in numerous civic activities. They enjoy going to museums and zoos and listening to classical music and jazz on the radio. Refinishing furniture and playing a musical instrument are favorite hobbies. Exercise includes yoga, roller blading, and hiking/backpacking.

**Segment 23:  
Trendsetters**

These neighborhoods are located primarily on the West Coast. On the cutting edge of urban style, *Trendsetters* residents are young, diverse, mobile, educated professionals with substantive jobs. The median age is 35.0 years. More than half of the households are single-person or shared. Most still rent, preferring upscale, multiunit dwellings in older city districts. The median household income is \$56,700. Residents are spenders; they shop in stores, online, and via the phone. They own the latest laptop computers, cell phones, and MP3 players, and use the Internet daily. Exercise includes playing tennis, volleyball, baseball, and golf as well as ice skating, snorkeling, and yoga. Leisure activities include traveling, attending rock concerts, and reading biographies. Residents also enjoy syndicated TV shows such as *Access Hollywood* and *Seinfeld*.

**Segment 24:  
Main Street, USA**

*Main Street, USA* neighborhoods are a mix of single-family homes and multiunit dwellings found in the suburbs of smaller metropolitan cities, mainly in the Northeast, West, and Midwest. This market is similar to the United States when comparing



household type, age, race, educational attainment, housing type, occupation, industry, and household income type distributions. The median age of 36.3 years matches that of the U.S. median. The median household income is a comfortable \$51,200. Homeownership is at 66 percent, and the median home value is \$190,200. Active members of the community, residents participate in local civic issues and work as volunteers. They take care of their lawns and gardens, and work on small home projects. They enjoy going to the beach and visiting theme parks as well as playing chess, going bowling or ice skating, and participating in aerobic exercise.

**Segment 25:  
Salt of the Earth**

A rural or small-town lifestyle best describes the *Salt of the Earth* market. The median age is 40.4 years. Labor force participation is higher than the U.S. level, and unemployment is lower. Above-average numbers of employed residents work in the manufacturing, construction, mining, and agricultural industries. The median household income is \$48,800. Households are dominated by married-couple families who live in single-family dwellings, with homeownership at 86 percent. Twenty-eight percent of the households own three or more vehicles. Most homes own a truck; many own a motorcycle. Residents are settled, hardworking, and self-reliant, taking on small home projects as well as vehicle maintenance. Families often own two or more pets, usually dogs or cats. Residents enjoy fishing, hunting, target shooting, attending country music concerts and auto races, and flying kites.

**Segment 26:  
Midland Crowd**

Approximately 10.8 million people represent *Midland Crowd*, Community Tapestry's largest market. The median age of 36.3 years matches the U.S. median. Most households are composed of married-couple families, half with children and half without. The median household income is \$48,200. Housing developments are generally in rural areas throughout the United States (more village or town than farm), mainly in the South. Homeownership is at 84 percent. Two-thirds of households are single-family structures; 28 percent are mobile homes. This is a somewhat conservative market politically. These do-it-yourselfers take pride in their homes, lawns, and vehicles. Hunting, fishing, and woodworking are favorite pursuits. Pet ownership, especially birds or dogs, is common. Many households have a satellite dish, and TV viewing includes various news programs as well as shows on CMT and Outdoor Life Network.

**Segment 27:  
Metro Renters**

*Metro Renters* residents are young (approximately 30 percent are in their 20s), well-educated singles beginning their professional careers in some of the largest U.S. cities such as New York City, Chicago, and Los Angeles. The median age is 33.6 years; the median household income is \$52,300. As the name *Metro Renters* implies, most residents are renting apartments in high-rise buildings, living alone or with a roommate. Their interests include traveling, reading two or more daily newspapers, listening to classical music and public radio programs, and surfing the Internet. For exercise, they work out regularly at clubs, play tennis and volleyball, practice yoga, ski, and jog. They enjoy dancing, attending rock concerts, going to museums or the movies, and throwing a Frisbee. Painting and drawing are favorite hobbies. Politically, this market is liberal.

**Segment 28:  
Aspiring Young  
Families**

*Aspiring Young Families* neighborhoods are located in large, growing metropolitan areas in the South and West, with the highest concentrations in California, Florida, and Texas. Mainly composed of young, married-couple families or single parents with children, the median age for this segment is 30.4 years. Half of the households are owner-occupied, single-family dwellings or townhomes, and half are occupied by renters, many living in newer, multiunit buildings. Residents spend much of their discretionary income on baby

and children's products and toys as well as home furnishings. Recent electronic purchases include cameras and video game systems. Leisure activities include dining out, dancing, going to the movies, attending professional football games, fishing, weight lifting, and playing basketball. Vacations would probably include visits to theme parks. Internet usage mainly involves chat room visits.

**Segment 29:  
Rustbelt Retirees**

Most *Rustbelt Retirees* neighborhoods can be found in older, industrial cities in the Northeast and Midwest, especially in Pennsylvania and other states surrounding the Great Lakes. Households are mainly occupied by married couples with no children and singles who live alone. The median age is 43.8 years. Although many residents are still working, labor force participation is below average. More than 40 percent of the households receive Social Security benefits. Most residents live in owned, single-family homes, with a median value of \$118,500. Unlike many retirees, these residents are not inclined to move. They are proud of their homes and gardens and participate in community activities. Some are members of veterans' clubs. Leisure activities include playing bingo, gambling in Atlantic City, going to the horse races, working crossword puzzles, and playing golf.

**Segment 30:  
Retirement  
Communities**

*Retirement Communities* neighborhoods are found mostly in cities scattered across the United States. The majority of households are multiunit dwellings. Congregate housing, which commonly includes meals and other services in the rent, is a trait of this segment dominated by singles who live alone. This educated, older market has a median age of 50.7 years. One-third of residents are aged 65 years or older. Although the median household income is a modest \$45,100, the median net worth is \$172,000. Good health is a priority; residents visit their doctors regularly, diet and exercise, purchase low-sodium food, and take vitamins. They spend their leisure time working crossword puzzles, playing bingo, gardening indoors, canoeing, gambling, and traveling overseas. They like to spend time with their grandchildren and spoil them with toys. Home remodeling projects are usually in the works.

**Segment 31:  
Rural Resort  
Dwellers**

Favoring milder climates and pastoral settings, *Rural Resort Dwellers* residents live in rural, nonfarm areas. These small, growing communities mainly consist of single-family and mobile homes, with a significant inventory of seasonal housing. This somewhat older market has a median age of 46.0 years. Most households consist of married couples with no children living at home or singles who live alone. A higher-than-average proportion of residents are self employed and work from home. The median household income is \$45,600. Modest living and simple consumer tastes describe this market. Because of the rural setting, residents have riding lawn mowers and satellite dishes. Lawn maintenance and gardening is a priority, and households own a plethora of tools and equipment. Many households own or lease a truck. Residents enjoy boating, hunting, fishing, snorkeling, canoeing, and listening to country music.

**Segment 32:  
Rustbelt Traditions**

*Rustbelt Traditions* neighborhoods are the backbone of older, industrial cities in states bordering the Great Lakes. Most employed residents work in the service, manufacturing, and retail trade industries. Most residents own and live in modest single-family homes that have a median value of \$97,000. Households are primarily a mix of married-couple families, single-parent families, and singles who live alone. The median age is 35.9 years; the median household income is \$45,300. Residents prefer to use a credit union and invest in certificates of deposit. They use coupons regularly, especially at Sam's Club, work on home remodeling or improvement projects, and buy domestic

vehicles. Favorite leisure activities include hunting, bowling, fishing, and attending auto races, country music shows, and ice hockey games (in addition to listening to games on the radio).

**Segment 33:  
Midlife Junction**

*Midlife Junction* communities are found in suburbs across the country. Residents are phasing out of their child-rearing years. Approximately half of the households are composed of married-couple families; 31 percent are singles who live alone. The median age is 40.5 years; the median household income is \$43,600. One-third of the households receive Social Security benefits. Nearly two-thirds of the households are single-family structures; most of the remaining dwellings are apartments in multiunit buildings. These residents live quiet, settled lives. They spend their money prudently and do not succumb to fads. They prefer to shop by mail or phone from catalogs such as J.C. Penney, L.L. Bean, and Lands' End. They enjoy yoga, attending country music concerts and auto races, refinishing furniture, and reading romance novels.

**Segment 34:  
Family Foundations**

Family is the cornerstone of life in *Family Foundations* communities. A family mix of married couples, single parents, grandparents, and young and adult children populate these small, urban neighborhoods located in large metropolitan areas, primarily in the South and Midwest. This market represents stability. Hardly any household growth has occurred since 2000; these neighborhoods experience little turnover. The median age is 38.1 years; the median household income is \$42,100. Most households are single-family structures built before 1970, occupied by owners. Many residents are members of church boards or religious clubs and participate in fund-raising. Basketball is a favorite sport; residents play it, attend professional games, watch games on TV and listen to games on the radio. They watch courtroom TV shows, sports, and news programs on TV and listen to gospel, urban, and jazz radio formats.

**Segment 35:  
International  
Marketplace**

Located primarily in cities in coastal gateway states, *International Marketplace* neighborhoods are developing, urban markets with a rich blend of cultures and household types. Approximately 70 percent of households are occupied by families. Married couples with children and single parents with children represent 44 percent of households. A typical family rents an apartment in an older, multiunit structure. Most of the households are located in California and northeastern states. The median age is 30.4 years, and the median household income is \$42,600. Top purchases include groceries and children's clothing. Residents shop at stores such as Marshalls and Costco, but for convenience, they stop at 7-Eleven or other similar convenience stores. They are loyal listeners of Hispanic radio programs and prefer to watch movies and sports on TV.

**Segment 36:  
Old and Newcomers**

*Old and Newcomers* neighborhoods are in transition, populated by those who are starting their careers or retiring. The proportion of householders in their 20s or aged 75 years or older is higher than the national level. The median age is 36.6 years. Spread throughout metropolitan areas of the United States, these neighborhoods have more single-person and shared households than families. Many residents have moved in the last five years. Sixty percent of households are occupied by renters; approximately half live in mid-rise or high-rise buildings. Residents have substantial life insurance policies and investments in certificates of deposit, bonds, and annuities. Leisure activities include roller skating, roller blading, playing golf, gambling at casinos, playing bingo, and attending college ball games. They listen to classic hits on the radio. Many residents are members of fraternal orders or school boards.



**Segment 37:  
Prairie Living**

Agriculture plays an important part of the *Prairie Living* economy; small, family-owned farms dominate this stable market located mainly in the Midwest. Two-thirds of the households are married-couple families; the median age is 40.5 years. Homeownership is at 81 percent; the median home value is \$96,300. Although single-family dwellings are characteristic of these communities, 11 percent of the households live in mobile homes. Approximately 36 percent of the housing units were built before 1940. These residents are big country music fans and enjoy hunting, fishing, target shooting, and horseback riding. They work on their vegetable gardens, vehicles, and home projects. Many are members of church boards or civic clubs and get involved in civic issues. Because cable TV can be unavailable in these rural areas, many households have a satellite dish. Families with pet cats or dogs are common.

**Segment 38:  
Industrious Urban  
Fringe**

*Industrious Urban Fringe* neighborhoods are found on the fringe of metropolitan cities. Approximately half of these households are located in the West; 40 percent are in the South. Most employed residents work in the manufacturing, construction, retail trade, and service industries. Family is central, and children are present in more than half of the households. Many live in multigenerational households. The median age is 28.5 years; the median household income is \$40,200. Two-thirds of the households own their single-family dwellings, with a median value of \$131,400. Necessities for babies and children are among their primary purchases along with toys and video games. Big movie fans, residents visit the cinema several times a month and watch movies at home frequently. They prefer to watch syndicated TV and listen to Hispanic radio.

**Segment 39:  
Young and Restless**

Change is the constant in this diverse market. With a median age of 28.9 years, the population is young and on the go. About 85 percent of householders moved in the last five years. *Young and Restless* householders are primarily renters, living in apartments in multiunit buildings. Almost 60 percent are single-person or shared households. This educated market has the highest labor force participation among all the Community Tapestry segments, at 75 percent, and the highest female labor force participation, at 73 percent. The median household income is \$40,900. Residents use the Internet daily to visit chat rooms, play games, obtain the latest news, and search for employment. They read computer and music magazines and listen to public radio. They watch movies in the theater and on VHS/DVD, attend rock concerts, play pool, go dancing, and exercise weekly at a gym.

**Segment 40:  
Military Proximity**

*Military Proximity* communities depend upon the military for their livelihood. More than 75 percent of the labor force is in the armed forces, and others work in civilian jobs on military bases. The median household income is \$40,100, and the median age is 22.5 years. Two-thirds of the households are composed of married couples with children. Housing types are mainly townhomes and apartments in small, multiunit buildings; 93 percent are occupied by renters. Residents participate in civic activities and are members of business clubs. Many homes have a pet, most likely a dog. Residents use the Internet to trade stocks and make purchases. For exercise, they snorkel, play tennis, practice yoga, and jog. Families visit theme parks and the zoo, throw Frisbees, and go bowling. Recent purchases include MP3 players, digital cameras, video game systems, cell phones, apparel, and jewelry.

**Segment 41:  
Crossroads**

Young families living in mobile homes typify *Crossroads* neighborhoods, found in small towns throughout the South, Midwest, and West. These growing communities are home to married-couple and single-parent families. The median age is 31.9 years.

Homeownership is at 77 percent, and the median home value is \$60,300. More than half of the householders live in mobile homes; 36 percent live in single-family dwellings. Employment is chiefly in the manufacturing, construction, retail trade, and service industries. Many homes have dogs. Residents generally shop at discount stores but also frequent convenience stores. They prefer domestic cars and trucks, often buying and servicing used vehicles. Residents go fishing, attend auto races, participate in auto racing, and play the lottery. An annual family outing to SeaWorld is common. *Outer Limits* is a favorite weekly TV show.

**Segment 42:  
Southern Satellites**

*Southern Satellites* neighborhoods are rural settlements found primarily in the South, with employment chiefly in the manufacturing and service industries. Married-couple families dominate this market. The median age is 37.1 years, and the median household income is \$37,700. Most housing is newer, single-family dwellings or mobile homes with a median value of \$81,400, occupied by owners. Residents enjoy country living. They listen to gospel and country music on the radio and attend country music concerts. They participate in fishing, hunting, and auto racing. Favorite TV stations are CMT and Outdoor Life Network. Satellite dishes are popular in these rural locations. Households own older, domestic vehicles, particularly trucks and two-door sedans. Residents invest time in vegetable gardening, and households are likely to own riding mowers, garden tractors, and tillers.

**Segment 43:  
The Elders**

*The Elders* residents' median age of 73.4 years represents Community Tapestry's oldest market. The highest concentration of retiree residents prefer communities designed for senior living, primarily in warm climates. Half of these households are located in Florida, and 30 percent are situated in Arizona or California. Approximately 80 percent of households collect Social Security benefits; 48 percent receive retirement income. These residents are members of veterans' clubs and fraternal orders. Health conscious, they take vitamins, visit doctors regularly, and watch their diets. Leisure activities include traveling, working crossword puzzles, fishing, attending horse races, gambling at casinos, going to the theater, and dining out. They play golf, listen to golf on the radio, and watch tournaments on The Golf Channel. Their daily routine includes watching TV and reading newspapers.

**Segment 44:  
Urban Melting Pot**

The ethnically rich *Urban Melting Pot* neighborhoods are made up of recently settled immigrants; more than half of whom were born abroad. Half of the foreign-born residents immigrated to the United States in the last 10 years. Most rent apartments in high-density, urban canyons of large cities, primarily in New York and California. Approximately half of the housing units were built before 1950. The median age is 35.7 years, and the median household income is \$37,400. These fashion- and cost-conscious residents love to shop, from upscale retailers to warehouse/club stores. Leisure activities include going to the beach, visiting theme parks and museums, playing football, ice skating, and roller blading. Distance does not deter these residents from contacting family living outside the United States. They keep in touch with phone calls and overseas travel.

**Segment 45:  
City Strivers**

*City Strivers* residents are urban denizens of densely settled neighborhoods in major metropolitan areas such as New York City and Chicago, Illinois. Most households are composed of a mix of family types. The median age is 32.1 years, and the median household income is \$36,800. Employment is concentrated in the city, with half of employed residents working in the service industry, particularly in health care. Twenty-

two percent are government workers. Unemployment is twice that of the U.S. level. Housing is mostly older, rented apartments in smaller, multiunit buildings. Primary spending is for groceries, baby products, and children's essentials. Residents enjoy going to dance performances, football and basketball games, and Six Flags theme parks. They listen to urban, all-news, and jazz radio formats and watch TV, especially movies, sitcoms, news programs, courtroom TV and talk shows, tennis, and wrestling.

***Segment 46:***  
**Rooted Rural**

*Rooted Rural* neighborhoods are located in rural areas throughout the country; however, more than three-fifths of the households are located in the South. Households are dominated by married-couple families, approximately one-third of whom already receive Social Security benefits. The median age is 41.0 years. Housing is predominantly single-family dwellings, with a strong presence of mobile homes and some seasonal housing. The median home value is \$89,900. Stable and settled, residents tend to move infrequently. They are do-it-yourselfers, constantly working on their homes, gardens, and vehicles. Many families have pets. Residents enjoy hunting, fishing, target shooting, boating, attending country music concerts, and listening to country music on the radio. Many households have a satellite dish; favorite stations include Outdoor Life Network and CMT.

***Segment 47:***  
**Las Casas**

*Las Casas* residents are the latest wave of western pioneers. Settled primarily in California, approximately half were born outside the United States. Young, Hispanic families dominate these households; 63 percent include children. This market has the highest average household size (4.27) among all the Community Tapestry segments. The median age is 25.4 years, and the median household income is \$35,400. Most households are occupied by renters, although homeownership is at 42 percent. The median home value is \$278,400. Housing is a mix of older apartment buildings, single-family homes, and townhomes. This is a strong market for the purchase of baby and children's products. Residents enjoy listening to Hispanic radio, reading adventure stories, and playing soccer. Many treat their children to a family outing at a theme park, especially Disneyland. When taking a trip, Mexico is a popular destination.

***Segment 48:***  
**Great Expectations**

*Great Expectations* neighborhoods are located throughout the country, with higher proportions found in the Midwest and South. Young singles and married-couple families dominate. The median age is 33.0 years. Labor force participation is high. Manufacturing, retail, and service industries are the primary employers. Approximately half of the households are owners living in single-family dwellings with a median value of \$100,600; the other half are renters, mainly living in apartments in low-rise or mid-rise buildings. Most of the housing units in these older, suburban neighborhoods were built before 1960. Residents enjoy a young and active lifestyle. They go out to dinner, to the movies, to bars, and to nightclubs. They enjoy roller skating; roller blading; playing Frisbee, chess, and pool; and attending auto races. They read music magazines and listen to rock music on the radio.

***Segment 49:***  
**Senior Sun Seekers**

The *Senior Sun Seekers* market is one of Community Tapestry's faster growing markets, located mainly in the South and West, especially in Florida. Escaping from cold winter climates, many residents have permanently relocated to warmer areas; others are "snowbirds" who move south for the winter. Most residents are retired or are anticipating retirement. The median age is 51.4 years; 62 percent of the householders are aged 55 years or older. Most households are single-family dwellings or mobile homes with a median value of \$107,500. There is a high proportion of seasonal housing. Many

residents are members of veterans' clubs or fraternal orders. They own high-paying insurance policies and consult with financial advisors. Leisure activities include dining out, reading (especially boating magazines), watching TV, fishing, playing backgammon and bingo, working crossword puzzles, and gambling at casinos.

**Segment 50:  
Heartland  
Communities**

*Heartland Communities* neighborhoods are preferred by approximately six million people. These neighborhoods can be found primarily in small towns in the Midwest and South. More than 75 percent of the households are single-family dwellings with a median home value of \$74,400. Most homes are older, built before 1960. The median age is 41.3 years; nearly one-third of the householders are aged 65 years or older. The distinctly country lifestyle of these residents is reflected in their interest in hunting, fishing, woodworking, playing bingo, and listening to country music. In addition to working on home improvement projects, they are avid gardeners and read gardening magazines. They participate in civic activities and take an interest in local politics. Residents order items from catalogs, QVC, and Avon sales representatives.

**Segment 51:  
Metro City Edge**

*Metro City Edge* residents live in older, suburban neighborhoods of large, metropolitan cities, primarily in the Midwest and South. This market is home to married-couple, single-parent, and multigenerational families. The median age is 29.1 years, and the median household income is \$30,200. Nearly half of employed residents work in the service industry. Most households live in single-family dwellings; 14 percent live in buildings with two to four units, many of them duplexes. Homeownership is at 56 percent, and the median home value is \$74,100. Prudent shoppers, residents buy household and children's items at superstores and wholesalers. They enjoy watching TV (especially sitcoms and courtroom TV shows), going to the movies, visiting theme parks, roller skating, and playing basketball. They read music, gardening, and baby magazines and listen to urban and gospel radio.

**Segment 52:  
Inner City Tenants**

*Inner City Tenants* neighborhoods are a microcosm of urban diversity, located primarily in the South and West. This multicultural market is young, with a median age of 27.8 years. Households are a mix of singles and families. Most residents rent economical apartments in mid- or high-rise buildings. Recent household purchases by this market include video game systems, baby food, baby products, and furniture. Internet access at home is not typical; those who have no access at home surf the Internet at school or at the library. Playing games and visiting chat rooms are typical online activities. Residents frequently eat at fast-food restaurants. They enjoy going to the movies; attending football and basketball games; water skiing; and playing football, basketball, and soccer. Some enjoy the nightlife, visiting bars and nightclubs to go dancing.

**Segment 53:  
Home Town**

These low-density, settled neighborhoods, located chiefly in the Midwest and South, rarely change. *Home Town* residents stay close to their home base. Although they may move from one house to another, they rarely cross the county line. Household types are a mix of singles and families. The median age is 33.7 years. Single-family homes predominate in this market. Homeownership is at 61 percent, and the median home value is \$61,800. The manufacturing, retail trade, and service industries are the primary sources of employment. Residents enjoy fishing and playing baseball, bingo, backgammon, and video games. Favorite cable TV stations include CMT, Nickelodeon, Game Show Network, and TV Land. When shopping, Belk and Wal-Mart are favorite stops, but residents also purchase items from Avon sales representatives.

**Segment 54:  
Urban Rows**

With approximately 1.2 million people, *Urban Rows* is the smallest Community Tapestry segment. Row houses are characteristic of these neighborhoods found primarily in large, northeastern cities, with much smaller concentrations in the South. Two-thirds of the households are in Pennsylvania; one-fifth are in Maryland. Homeownership is 62 percent, and the median home value is \$81,300. Most housing was built before 1950. Households are a mix of family types. Nearly half of the households do not own a vehicle. The median age is 32.9 years. These residents rarely eat out. They prefer BJ's Wholesale Club for general shopping; preferred grocery stores are Acme, Pathmark, and Giant. Residents enjoy roller skating; playing baseball; attending basketball games; listening to urban, variety, and jazz radio programs; and watching sitcoms and sports on TV. Many households do not subscribe to cable TV.

**Segment 55:  
College Towns**

Education is the key focus for *College Towns* residents. College and graduate school enrollment is approximately 41 percent. The median age for this market is 24.5 years, with a high concentration of 18–24-year-olds. One out of eight residents lives in a dorm on campus. Students in off-campus housing rent low-income apartments. Approximately 31 percent of the households are typically town residents who live in owner-occupied, single-family dwellings. The median home value is \$132,900. Convenience is the primary consideration for food purchases; residents frequently eat out, order in, or eat easy-to-prepare food. Many own a laptop computer. In their leisure time, they jog, go horseback riding, practice yoga, play tennis, rent videos, play chess or pool, attend concerts, attend college football or basketball games, and go to bars. They listen to classical music and public radio programs.

**Segment 56:  
Rural Bypasses**

Open space, undeveloped land, and farmland are found in *Rural Bypasses* neighborhoods located almost entirely in the South. This market is home to families who live in small towns along country back roads. The median age is 37.1 years. Higher-than-average proportions of employed residents work in the agricultural, mining, manufacturing, and construction industries. Labor force participation is low, and unemployment is high. Although most households are single-family dwellings, 32 percent are mobile homes. Homeownership is at 78 percent, and the median home value is \$58,500. Residents save money by maintaining their homes, gardens, and vehicles themselves. They enjoy hunting, reading fishing and hunting magazines, and listening to gospel radio. They prefer to watch courtroom TV and talk shows as well as cartoons. Recent purchases include baby products, clothes, and toys.

**Segment 57:  
Simple Living**

*Simple Living* neighborhoods are found in urban outskirts or suburban areas throughout the United States. Half of the households are singles who live alone or share housing, and 32 percent consist of married-couple families. The median age is 40.1 years. Approximately one-third of householders are aged 65 years or older; 19 percent are aged 75 years or older. Housing is a mix of single-family dwellings and multiunit buildings of varying stories. Some seniors live in congregate housing (assisted living). Fifty-five percent of households are occupied by renters. Approximately 40 percent of households receive Social Security benefits. Younger residents enjoy going out dancing, whereas seniors prefer going to bingo night. To stay fit, residents play softball and volleyball. Many households do not own a computer, cell phone, or DVD player. Residents watch hours of TV per day, especially sitcoms and science fiction shows.



**Segment 58:  
NeWest Residents**

Most *NeWest Residents* members rent apartments in mid- or high-rise buildings in primarily major western and southern cities. California has the largest concentration of these households, followed by Texas. Families dominate this market. Children reside in 54 percent of the households, either in married-couple or single-parent families. Approximately half of the population is foreign-born. This young market has a median age of 25.3 years. Most of the employed residents work in service and skilled labor occupations. These residents lead a strongly family-oriented lifestyle. Budget constraints restrict their purchases to essentials such as baby food, equipment, and products as well as children's clothing. For fun, families go to the movies, visit theme parks, and play soccer. They like to watch sports on TV, especially wrestling and soccer, and listen to Hispanic radio.

**Segment 59:  
Southwestern  
Families**

These families are the bedrock of the Hispanic culture in the Southwest, more with children than without. Two-thirds of the households live in owner-occupied, single-family dwellings with a median home value of \$52,100. Most employed residents work in blue collar or service occupations. *Southwestern Families* is an ethnically diverse market, with a median age of 28.2 years and a median household income of \$26,600. Recent purchases include baby and children's products. Households generally own or lease a two-door sedan. The grocery store of choice is H.E. Butt. When eating fast food, Whataburger is a favorite stop. Residents enjoy fishing, water skiing, playing soccer, and going to the movies. They read gardening and parenthood magazines and listen to Hispanic and urban radio formats. Typical TV viewing includes comedies as well as wrestling and boxing.

**Segment 60:  
City Dimensions**

Diversity in household type and ethnicity characterize *City Dimensions* neighborhoods that are located in large, urban cities. Population density remains high, with approximately 2,900 people per square mile. This market is young, with a median age of 29.0 years. Nearly 63 percent of households rent; more than half are apartments in multiunit structures. Most of the real estate is older. Approximately 70 percent of the housing units were built before 1960, 42 percent of which were built before 1940. Many households lease their vehicles, preferring Mercury or Ford models. Residents shop at BJ's Wholesale Club, Kmart, Marshalls, and T.J. Maxx. They enjoy roller skating, playing soccer and chess, attending auto races and shows, going to the movies, and renting movies on DVD (especially classics, horror, and science fiction). Video game systems are also popular.

**Segment 61:  
High Rise Renters**

This segment has the highest percentage of renters among all the Community Tapestry segments; more than nine in ten households are renters in these densely populated neighborhoods. Approximately 41 percent rent in buildings with 50 or more units. *High Rise Renters* communities are located almost entirely in the Northeast; 86 percent of the households are in New York. Residents represent a diverse mix of cultures; many speak a language other than English. The median age is 29.6 years. Household types are mainly single parent and single person. Part-time work is just as common as full time. Residents do aerobics and play soccer. They enjoy dancing; attending basketball and football games; watching movies on VHS and DVD; and listening to all-news, urban, and Hispanic radio. They watch a variety of news programs and are avid viewers of daytime TV.

**Segment 62:  
Modest Income  
Homes**

*Modest Income Homes* neighborhoods are found primarily in the older suburbs of metropolitan areas. Single-family dwellings represent more than two-thirds of the housing; 15 percent are duplexes. The median home value is \$52,800. Household types are mainly single person and single parent. However, approximately 64 percent of households are family types. The median age is 35 years. Slightly more employed residents work part time than full time, mainly in service and blue collar occupations. At 20 percent, unemployment is high. These frugal residents shop at discount stores, do not pay for Internet access, and rarely eat out. They are content to wait for movies to be shown on TV instead of going to the theater. They watch daytime and primetime TV, especially courtroom TV shows and sitcoms, and listen to urban and gospel radio. A favorite cable channel is BET.

**Segment 63:  
Dorms to Diplomas**

*Dorms to Diplomas* is Community Tapestry's youngest market, with a median age of 21.8 years. College and graduate school enrollment is approximately 81 percent. Nearly three-fourths of employed residents work part time in low-paying service industry jobs. Approximately 43 percent of residents live in on-campus dormitories; the remainder rent apartments in off-campus, multiunit buildings. Ninety percent of households are renters. Computers are a necessity, and the Internet is easily accessible to research assignments, search for jobs, obtain the latest news, and keep in touch with family. For exercise, residents participate in a variety of sports. They enjoy going to college football and basketball games, rock concerts, movies, and bars as well as dancing, playing pool, and renting VHS and DVD movies. They listen to classic hits, public, and rock radio programs.

**Segment 64:  
City Commons**

*City Commons* neighborhoods are found in cities of large metropolitan areas, mainly in the South and Midwest. This younger market has a median age of 24.2 years. Single-parent families and singles dominate these households, and children abound. Approximately 77 percent of the households are renters; approximately 63 percent of the rentals are apartments in multiunit buildings, primarily with fewer than 20 units. More residents work part time instead of full time. This market has the highest unemployment rate among all the Community Tapestry segments. Baby and children's products are the major purchases. Residents enjoy playing basketball, softball, and backgammon. A yearly family outing to a theme park is common. They prefer to watch courtroom TV shows; listen to gospel, urban, and jazz programs on the radio; and read music, baby, parenthood, and fashion magazines.

**Segment 65:  
Social Security Set**

Four in ten residents in the *Social Security Set* segment are aged 65 years or older; the median age is 44.6 years. Most of these residents live alone. Located in large cities scattered across the United States, these communities are dispersed among business districts and around city parks. The service industry provides more than half of the jobs held by residents who work. Households subsist on very low, fixed incomes. Most residents rent apartments in low-rent, high-rise buildings. Many rely on public transportation, because more than half of these households do not own a vehicle. Limited resources somewhat restrict the purchases and activities of these residents, although many have invested their savings in stock. They enjoy going to movies and soccer games and reading science fiction. Many households subscribe to cable TV; residents particularly enjoy watching game shows, sports, and entertainment news shows.

***Unclassified***

Unclassified neighborhoods include unpopulated areas such as parks, golf courses, open spaces, or other types of undeveloped land. Institutional group quarters, such as prisons, juvenile detention homes, mental hospitals, or any area with insufficient data for classification, are also included in this category.

**For More  
Information about  
Community  
Tapestry**

For more information about Community Tapestry, call 1-800-447-9778 or visit [www.esri.com/tapestry](http://www.esri.com/tapestry).





For more than 35 years, ESRI has been helping people manage and analyze geographic information. ESRI offers a framework for implementing GIS technology in any organization with a seamless link from personal GIS on the desktop to enterprise-wide GIS client/server and data management systems. ESRI GIS solutions are flexible and can be customized to meet the needs of our users. ESRI is a full-service GIS company, ready to help you begin, grow, and build success with GIS.

## Corporate

ESRI  
380 New York Street  
Redlands, California  
92373-8100, USA  
Telephone: 909-793-2853  
Fax: 909-793-5953

For more information  
on ESRI, call

**1-800-447-9778**

(1-800-GIS-XPRT)

or contact an ESRI value-added  
reseller near you.

Send e-mail inquiries to

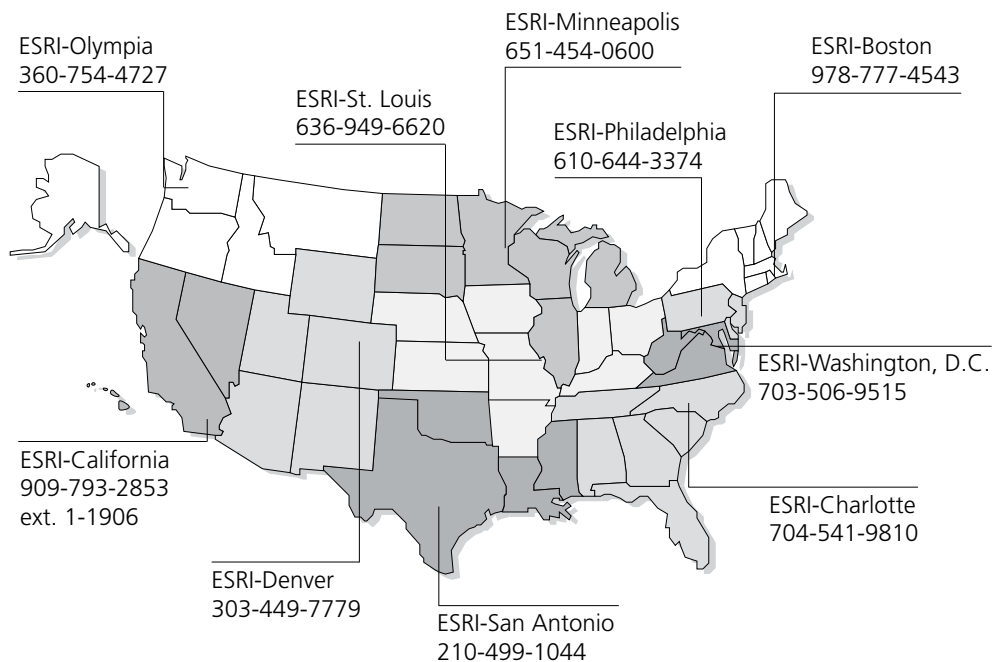
**info@esri.com**

Visit ESRI's Web page at

**www.esri.com**

Outside the United States,  
contact your local ESRI distributor.  
For the number of your distributor,  
call ESRI at 909-793-2853,  
ext. 1-1235,  
or visit our Web site at  
**www.esri.com/international**

## Regional Offices



## International Offices

Australia  
[www.esriaustralia.com.au](http://www.esriaustralia.com.au)

Finland  
[www.esri-finland.com](http://www.esri-finland.com)

Italy  
[www.esriitalia.it](http://www.esriitalia.it)

Romania  
[www.esriro.ro](http://www.esriro.ro)

Belgium/Luxembourg  
[www.esribelux.com](http://www.esribelux.com)

France  
[www.esrifrance.fr](http://www.esrifrance.fr)

Japan  
[www.esrij.com](http://www.esrij.com)

Singapore  
[www.esrisa.com](http://www.esrisa.com)

Bulgaria  
[www.esribulgaria.com](http://www.esribulgaria.com)

Germany/Switzerland  
[www.esri-germany.de](http://www.esri-germany.de)  
[www.esri-suisse.ch](http://www.esri-suisse.ch)

Korea  
[www.esrikr.co.kr](http://www.esrikr.co.kr)

Spain  
[www.esri-es.com](http://www.esri-es.com)

Canada  
[www.esricanada.com](http://www.esricanada.com)

Hungary  
[www.esrihu.hu](http://www.esrihu.hu)

Netherlands  
[www.esrinl.com](http://www.esrinl.com)

Sweden  
[www.esri-sweden.com](http://www.esri-sweden.com)

China (Beijing)  
[www.esrichina-bj.cn](http://www.esrichina-bj.cn)

India  
[www.esriindia.com](http://www.esriindia.com)

Poland  
[www.esripolska.com.pl](http://www.esripolska.com.pl)

Thailand  
[www.esri-th.com/indochina](http://www.esri-th.com/indochina)

China (Hong Kong)  
[www.esrichina-hk.com](http://www.esrichina-hk.com)

Indonesia/Malaysia  
62-21-527-1023  
603-7874-9930

Portugal  
[www.esri-portugal.pt](http://www.esri-portugal.pt)

United Kingdom  
[www.esriuk.com](http://www.esriuk.com)

Venezuela  
[www.esri-ven.com](http://www.esri-ven.com)



Place ESRI business partner or distributor address here.



No. GS-35F-5086H