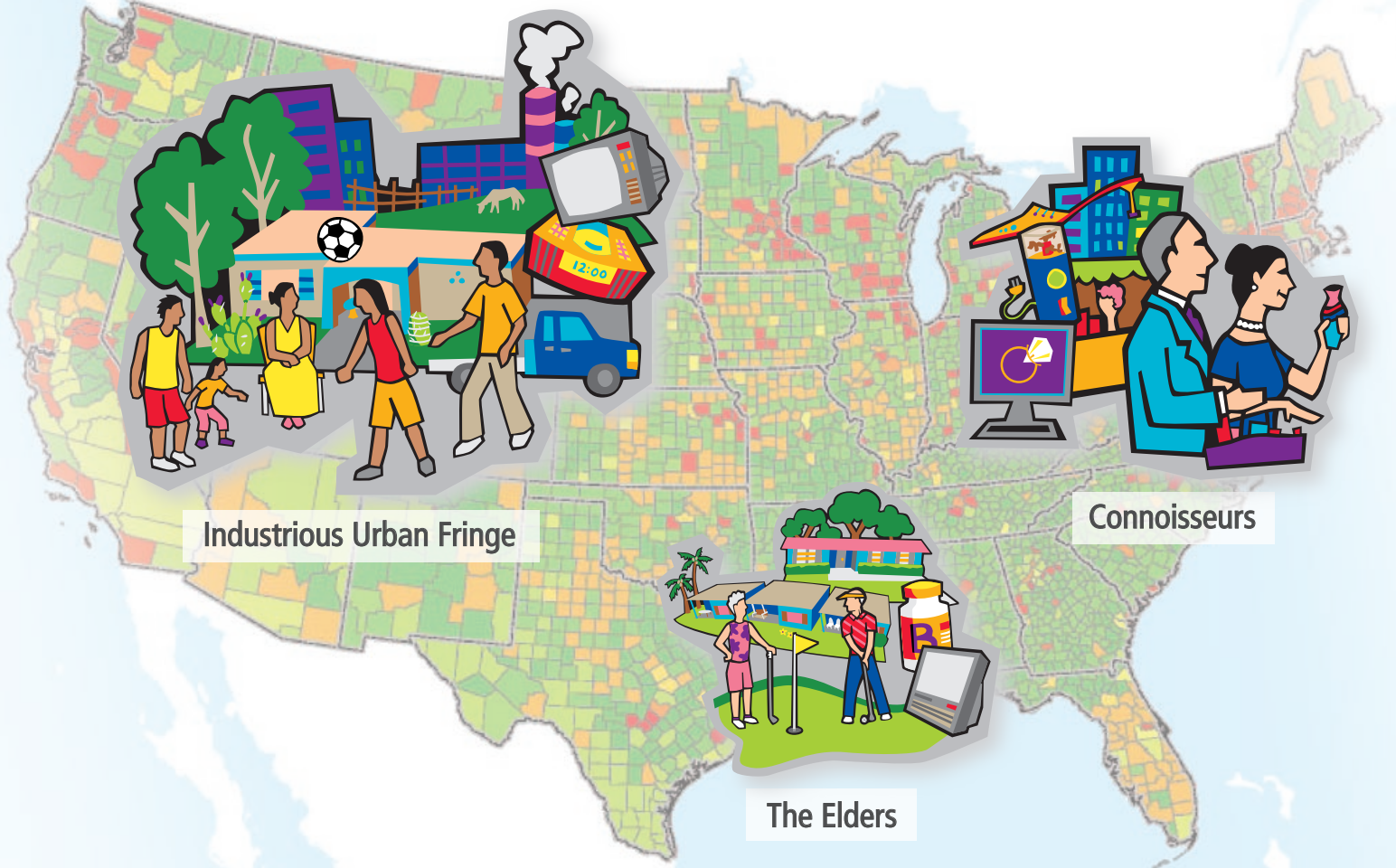




Business
Information
Solutions

Community™ Tapestry™

The Fabric of America's Neighborhoods



Industrious Urban Fringe

Connoisseurs

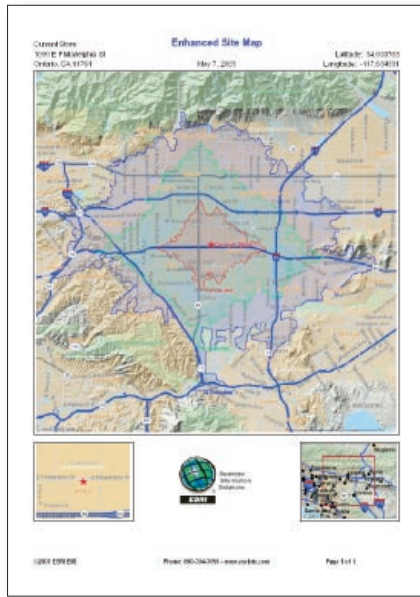
The Elders

The Community Tapestry segmentation system from ESRI Business Information Solutions (ESRI BIS™) provides an accurate, detailed description of America's neighborhoods. Using proven segmentation methodology introduced more than 30 years ago, Tapestry classifies U.S. neighborhoods based on their socioeconomic and demographic composition.

- 65 segments
- 12 LifeMode summary groups
- 11 Urbanization summary groups

Use Tapestry to

- Profile customers.**
- Reveal untapped markets.**
- Target direct mail.**
- Analyze sites.**
- Evaluate store performance.**
- And more.**

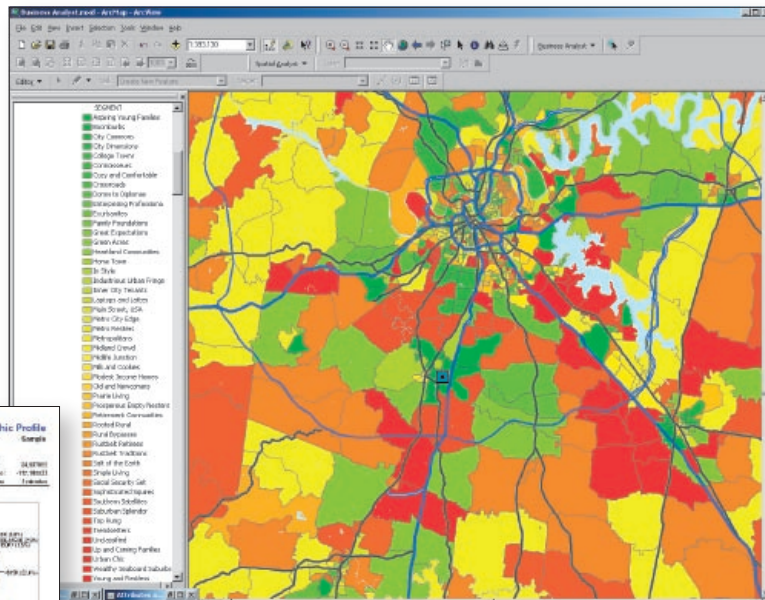


Map enhanced with landmarks, roads, and topography

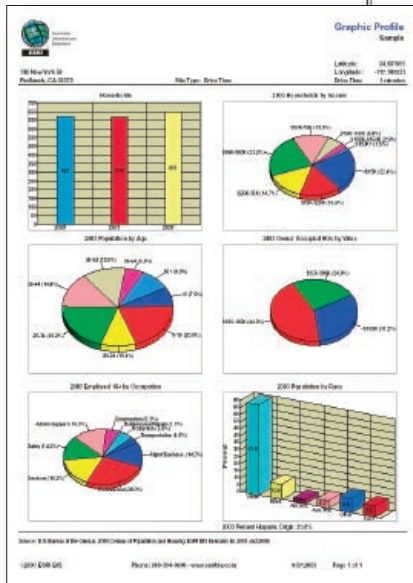
ESRI Business Information Solutions, a division of ESRI, provides customer and market intelligence solutions to help businesses, government, and nonprofit organizations with

- Customer profiling and segmentation analysis
- Site evaluation and selection
- Market evaluation and selection
- Custom target analysis
- Direct mail campaign implementation
- Media planning
- Merchandise mix analysis
- Target marketing
- Sales forecasting

By combining demographics, consumer spending pattern intelligence, and lifestyle segmentation with innovative technology, ESRI BIS empowers you to make better business decisions.



Map of metro area by Tapestry segments



Graphic illustration of demographic variables



For more information about ESRI BIS

- Call **1-800-292-2224**.
- Visit ESRI BIS on the Web at **www.esribis.com**.
- Send e-mail inquiries to **info@esribis.com**.