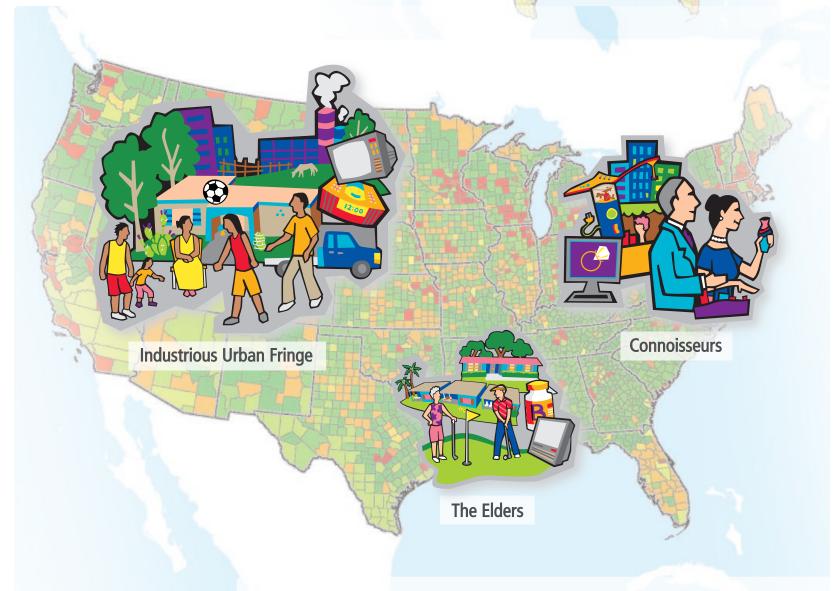


# **Community Tapestry**

The Fabric of America's Neighborhoods



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.

# Community **Tapestry**

The fabric of America's neighborhoods

## LifeMode Summary Groups

- L1 High Society: Affluent, well-educated, married-**L2 Upscale Avenues:** Prosperous, married-couple
- **L3 Metropolis:** City dwellers in older homes reflect the **L4 Solo Acts:** Urbane young singles on the move

**Urbanization Levels of the Urbanization Groups** 

U1: Principal Urban Centers I

U2: Principal Urban Centers II

U3: Metro Cities I

U4: Metro Cities II

U5: Urban Outskirts I

U6: Urban Outskirts II

U7: Suburban Periphery I

U8: Suburban Periphery I

U9: Small Towns

U10: Rural I

- L5 Senior Styles: Senior lifestyles by income, age, and L6 Scholars and Patriots: College, military
- L7 High Hopes: Young households striving for the L8 Global Roots: Ethnic and culturally diverse familie
- L9 Family Portrait: Youth, family life, and children
- L10 Traditional Living: Middle aged, middle income— L11 Factories and Farms: Hard-working families in

L12 American Quilt: Households in small towns and

small communities, settled near jobs

- U2 Principal Urban Centers II: Recently arrived homeowners in different housing
  - diverse population in gateway cities **U3 Metro Cities I:** Upscale city life with suburban **U4 Metro Cities II:** Densely populated transitio

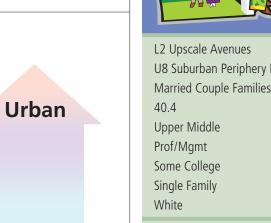
**U1 Principal Urban Centers I:** Affluent populations in

Urbanization Summary Groups

metros of 2.5 million+ people

- neighborhoods in larger cities U5 Urban Outskirts I: Close to city amenities with
- **U6 Urban Outskirts II:** Older homes, younger populations in suburban proximity to city life **U7 Suburban Periphery I:** Married couple families in lower density, suburban expansion **U8 Suburban Periphery II:** Older homes on the urban
- **U9 Small Towns:** Affordable, close-knit, settled eighborhoods away from urban areas **U10 Rural I:** Small towns and villages of married couple

U11 Rural II: Low-population density in rural farm areas, small settlements



Eat at Chi-Chi's Use coupons frequently Play golf on vacation Watch A&E, Home & Own new domestic vehicle

L8 Global Roots

Prof/Mgmt/SkilledSrvc

Multiunit Rental

restaurants

No HS Diploma; HS Grad

White; Asian; 2+; Hispanic

Eat at fast food/drive-in

Use federal savings bank

Listen to Hispanic/variet

Drink coffee often

Own/Lease Toyota

L8 Global Roots

Family Mix

30.3

Middle

U1 Principal Urban Centers I

## Married Couples w/Kids Middle Prof/Mgmt/Skilled Some College Single Family White

L1 High Society

Prof/Mgmt

Single Family

Bach/Grad Degree

U7 Suburban Periphery I

Married Couple Families

Make home improvements

Have home equity line of

Stay at Hilton hotels

Listen to all news radio

Rent car from Budget

Eat at fast food/drive-in restaurants Have mortgage insurance Buy family/children's videos Vehicle serviced at auto repair chain

# L1 High Society U3 Metro Cities I

Married Couple Families

Prof/Mgmt

Single Family

White

Bach/Grad Degree

Use Merrill Lynch

brokerage firm

Shop at Nordstrom

Rent car from Hertz

Listen to public, classical

Buy Starbucks coffee beans

L1 High Society U5 Urban Outskirts I

Married Couples w/Kids

Some College; Bach/Grad

33.6

High

Prof/Mgmt

Single Family

Eat at Fuddruckers

employer's company

Visit Disney World (FL)

Listen to sports radio

Rent U-Haul truck/trailer

Own common/pref stock

White

L1 High Society U3 Metro Cities I

Married Couple Families

Some College; Bach/Grad

Shop at Lord & Taylor

Own CD (6 months or less)

Use service for property/

garden maintenance

Listen to all news radio

Own/Lease Jeep

Upper Middle

Single Family

White

Prof/Mgmt

\_1 High Society

J7 Suburban Periphery I

Married Couple Families

Some College; Bach/Grad

Hold 2nd mortgage (equity

Upper Middle

Single Family

Shop at Wawa

Remodel home

Watch Golf Channel

Own/Lease van/minivan

White

Prof/Mgmt

L1 High Society

U7 Suburban Periphery I

Married Couple Families

Some College; Bach/Grad

Own shares in tax exempt

Participate in bird watching

Own new imported vehicle

Watch ski jumping on TV

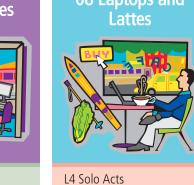
Upper Middle

Prof/Mgmt

Single Family

Order from QVC

White



**U1** Principal Urban Centers

Singles; Shared

Upper Middle

Bach/Grad Degree

Multiunit Rental

Rent foreign videos

Trade stocks/bonds/fund

Shop at Banana Republic

Watch Independent Film

Own/Lease Toyota

Prof/Mgmt



U3 Metro Cities I

Upper Middle

Bach/Grad Degree

Single Family; Multiunit

Order from amazon.com

Use stock rating service

Own Apple/Apple Mac

Own/Lease luxury car

\_12 American Quilt

Married Couple Families

U10 Rural I

Skilled/Prof/Mgmt

HS Grad; Some College

Single Family; Mobile Home

Middle

brand computer

Read newspapers

Prof/Mgmt

White

Mixed

41.1



L2 Upscale Avenues

Married Couple Families

Some College; Bach/Grad

Shop at BJ's Wholesale

Shop at Marshall's

Own/Lease Nissan

Listen to all talk radio

Own CD (6 months or less)

U3 Metro Cities I

Upper Middle

Single Family

White

Prof/Mgmt

38.7





L2 Upscale Avenues

U1 Principal Urban Centers

Married Couple Families

Some College; Bach/Grad

Single Family; Townhome

Asian; White; 2+; Pac Is

Have mortgage refinance

Visit Disneyland (CA)

consolidation loan

Watch *Style* on TV

Own/Lease Honda

28 Aspiring

Young Families

L7 High Hopes

U4 Metro Cities II

Family Mix

30.1

Middle

Shop at Macy's

Upper Middle

Prof/Mgmt/Srvc





\_9 Family Portrait

31.6

Upper Middle

Single Family

White

courses

repair chain

Prof/Mgmt

J7 Suburban Periphery I

Married Couples w/Kids

Some College; Bach Degree

Eat at Chili's Bar & Grill

Attend adult education

Have mortgage insurance

Listen to classic hits radio

Vehicle serviced at auto



U7 Suburban Periphery

Some College; Bach/Grad

Single Family; Townhome

Play golf 2–3 times

Track investments online

Make purchases online

Own/Lease Toyota

L5 Senior Styles

U4 Metro Cities II

Watch bicycle racing on T

Upper Middle

Prof/Mgmt

a month





U7 Suburban Periphery I

46.3

Upper Middle

Prof/Mgmt

Single Family

White

Married Couples w/No Kid

Some College; Bach/Grad

Work for a political party

Consult financial planner

Watch news channels like

Rural Resor

.12 American Quilt

Married Couples w/No Kids

U10 Rural I

Shop at Pier 1 Imports

Vehicle serviced at car

CNN, MSNBC



L5 Senior Styles

Upper Middle

White

Retired/Prof/Mgmt

U7 Suburban Periphery I

Some College; Bach/Grad

Single Family; Seasonal

Go boating and fishing

Use stock rating service

Order from L.L. Bean

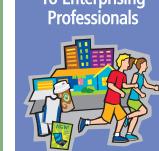
Own/Lease Mercury

Read boating magazine

32 Rustbelt

**Traditions** 

Married Couples w/No Kids



Upper Middle

Some College

Single Family

Prof/Mgmt/Skilled

L2 Upscale Avenues

L2 Upscale Avenues U3 Metro Cities I U10 Rural I Married Couple Families 39.3

Upper Middle Prof/Mgmt Some College; Bach/Grad Multiunit; Townhome White; Asian Practice yoga

White Do woodworking Trade stocks/bonds/funds Have home equity line of credit Own handheld PC/PDA Have digital cable Own/Lease Honda

Do mountain bicycling Watch Speed Channe Own motorcycle

34 Family

**Foundations** 

L10 Traditional Living

U4 Metro Cities II

Family Mix

37.6

Middle

# 18 Cozy and Comfortable

01 Top Rung

L1 High Society

U3 Metro Cities I

Prof/Mgmt

Bach/Grad Degree

Own stock worth

Vacation overseas

Own/Lease luxury car

\$75,000+

public radio

Participate in tennis, skiing

Listen to classical, all news,

Single Family

Married Couple Families



L9 Family Portrait U3 Metro Cities I

L3 Metropolis

Prof/Mgmt/Srvc

37.9

Middle

Multiunit

U1 Principal Urban Centers I

Some College; Bach/Grad

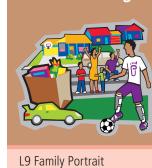
White; Asian; Hispanic

Gamble in Atlantic City

Use savings and loan

Shop at BJ's Wholesale

Watch AMC, cable movie



Skilled/Prof/Mgmt/Srvc

Family Mix

Single Family

White; Hispanic

Visit Disneyland (CA)

Have personal loan for educ

Play soccer/watch soccer

Listen to Hispanic radio

Own/Lease Mazda

Middle

3 Metropolis U3 Metro Cities I U1 Principal Urban Centers I Singles; Shared 36.9 Middle Prof/Mgmt No HS Diploma; HS; Some Coll Some College; Bach/Grad Single Family; Multiunit White

Play backgammon

Go rollerblading

Own/Lease Jeep

Practice snorkeling, yoga Have personal line of credit Use Fidelity brokerage firm Exercise at club 2+ times Listen to news/talk radio Watch Access Hollywood Own new imported vehicle

L4 Solo Acts

Singles; Shared

Middle

Prof/Mgmt

Multiunit Rental

White; Asian

U1 Principal Urban Centers I

Some College; Bach/Grad

# 24 Main Street, USA

L10 Traditional Living

U5 Urban Outskirts I

Prof/Mgmt/Skilled/Srvc

Single Family; Multiunit

Own savings certificates

Watch baseball on TV

Own/Lease Mazda

35.8

Middle

White

Rent videos

Fly kites

Some College



11 Factories and Farms U10 Rural I Married Couple Families Middle Skilled/Prof/Mgmt HS Grad; Some College Single Family

Own riding lawnmower,

Have personal loan (not t

Attend auto racing (not

Listen to country music

Own/Lease Oldsmobile

tractor, tiller

educ/vacation)

NASCAR) events

White Own pets Have personal line of credit Shop at Wal-Mart Read hunting/fishing magazines Own/Lease truck

72.8

White

Lower Middle

Some College

Mixed; Seasonal

L4 Solo Acts U1 Principal Urban Centers I Singles/Shared 33.8 Middle Prof/Mgmt Bach/Grad Degree Multiunit Rental

Own/Lease Mazda/Nissan

White

White Travel by plane frequently Have personal loan for Bank by phone Surf Internet/shop online Watch cable and syndicated Public, classical, alternative

Prof/Mgmt/Srvc Some College; Bach Degree Multiunit; Townhome Eat at family restaurants/ steak houses

Listen to pro basketball

Own/Lease Honda/Mazda

game on radio

Home remodeling Own shares in tax exempt Eat at family restaurants, steak houses Listen to/Watch ice hockey

Own/Lease Buick

\_5 Senior Styles

43.4

Middle

U8 Suburban Periphery II

MC w/No Kids; Singles

Prof/Mgmt/Skilled/Srvo

HS Grad; Some College

Single Family

46.2 50.3 Middle Middle Prof/Mgmt Prof/Mgmt/Skilled/Srvo Some College; Bach/Grad Some College Multiunit Single Family; MobHm; Seas White Member of civic club

Go birdwatching, fishing Own savings certificates Own shares in tax exempt Do indoor gardening/plant Grocery shop at Shop'N Watch horse racing, news Read boating magazines Own/Lease Mercury Own/Lease 4/all-whee drive vehicle

White Remodeling/Home improvement Use credit union Eat at fast food/family restaurants Watch *ESPNews* Own/Lease Pontiac

36.0

Middle

L10 Traditional Living L10 Traditional Living U5 Urban Outskirts I U8 Suburban Periphery II Middle Skilled/Prof/Mgmt/Srvc Prof/Mgmt/Srvc HS Grad; Some College Some College Single Family; Multiunit

> White Go power boating Own CD (6 months or less Eat at Ruby Tuesdays Watch TV comedies and game shows Own/Lease Buick

> > L5 Senior Styles

U9 Small Towns

Lower Middle

Skilled/Prof/Mgmt/Srvo

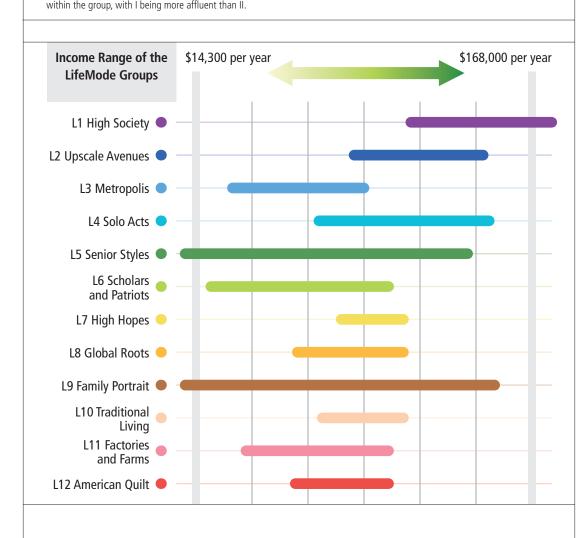
Own/Lease Buick

Mixed

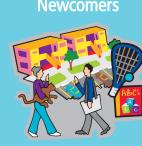
Prof/Mgmt/Srvc No HS Diploma; HS; Some Col Single Family Black Watch syndicated TV Use credit union Take vitamin/dietary supplements Listen to jazz radio

Own/Lease Pontiac

U11: Rural II The "I" or "II" after each Urbanization group name denotes the relative affluence



# 35 International



Middle

White

turniture

repair chain

L4 Solo Acts L11 Factories and Farms U4 Metro Cities II U11 Rural II Singles; Shared Married Couple Families 40.0 Middle Prof/Mgmt/Srvc Skilled/Farming Some College; Bach/Grad HS Grad; Some College Multiunit Rental Single Family White

Shop via mail/phone Purchase western boots Own shares in mutual fund Bank by mail Hunt with shotgun Purchase home office Listen to country music HH member does vehicle Listen to classic hits radio Vehicle serviced at auto

L8 Global Roots U5 Urban Outskirts I Family Mix 28.6 Middle Skilled/Services No HS Diploma; HS Grad Single Family

> White; Hispanic Attend movies once a week or more Have mortgage insurance Purchase classic videos Listen to Hispanic radio Own motorcycle

L4 Solo Acts

Singles; Shared

Multiunit Rental

Play backgammon

Own/Lease Mazda

Watch MTV2

Surf Internet/Shop online

Have personal education

28.6

Middle

White

Prof/Mgmt

L6 Scholars and Patriots U4 Metro Cities II U8 Suburban Periphery II Married Couples w/Kids Middle Armed Forces Some College; Bach/Grad Some College

Townhome: Multiunit Rental White; Black Play Frisbee/snorkel Trade stocks/bonds/funds Visit Universal Studios (FL) Watch *Angel*, Toon Disney

Belong to car dealer auto

Family Mix

White

6 months

Own pets

magazines

dept store

Shop at convenience stores

Read boating, motorcycle

Vehicle serviced by discount

58 NeWest

Residents

Own CD longer than

L12 American Quilt L11 Factories and Farms U9 Small Towns U11 Rural II Married Couple Families 36.8 Lower Middle Lower Middle Skilled/Services No HS Diploma; HS Grad No HS Diploma; HS Grad Mobile Home Single Family; Mobile Home

> Eat at family/fast food restaurants Have personal loan Shop at Wal-Mart Auto racing (NASCAR) of Own/Lease truck

# L5 Senior Styles

L8 Global Roots U8 Suburban Periphery II U1 Principal Urban Centers I MC w/No Kids; Singles Mixed 35.2 Lower Middle Retired/Prof/Mgmt/Srvc Prof/Mgmt/Srvc No HS Diploma; HS Grad Multiunit Rental White; Asian; 2+; Hispanic

Grocery shop at Pathmark Member of veterans club Own AT&T Universal card Own annuities Drink Maxwell House decaf Frequent laundries/ laundromats Watch Golf Channel, QVC Listen to all news, Hispanic Own/Lease Mercury/Buick Own/Lease Mercury

# L3 Metropolis

U2 Principal Urban Centers II Family Mix 32.0 Lower Middle Prof/Mgmt/Srvc No HS Diploma; HS Grad Multiunit Rental Black

Pathmark

Visit Six Flags

Watch syndicated TV

Own/Lease Nissan

3 Metropolis

Shop at Wal-Mart Grocery shop at Foodtown/ Own CD (more than Have personal education 6 months) Participate in archery, hunting, fishing HH has satellite dish HH member does vehicle maintenance

White

U11 Rural II

Lower Middle

Married Couple Families

Skilled/Prof/Mgmt/Srvc

No HS Diploma; HS Grad

Single Family; Mobile Home

# L8 Global Roots L12 American Quilt

U2 Principal Urban Centers II Family Mix Lower Middle Skilled/Services No HS Diploma Mixed White; Hispanic

Purchase children's products

Use federal savings bank

Play soccer and attend

Listen to Hispanic radio

Most recent vehicle 5+ yrs

City Commor

soccer games

Participate in roller blading skating Have personal loan for educ Rent videos Watch ESPN Classic Vehicle serviced by self

L7 High Hopes

Lower Middle

Mixed

32.8

White

U5 Urban Outskirts I

Prof/Mgmt/Skilled/Srvc

HS Grad; Some College

Single Family; Multiunit



L5 Senior Styles U9 Small Towns MC w/No Kids; Singles 51.5 Lower Middle Ret/Prof/Mgmt/Skilled/Srvc HS Grad; Some College Single Family; MobHm; Seas White

Channels

Own/Lease Oldsmobile

No HS Diploma; HS Grad Single Family White Member of veterans club Take vitamin/diet supplements Have personal loan Own savings certificate Watch Game Show Watch cable TV Network, TNN Watch Travel and Golf Read gardening magazine

L3 Metropolis U6 Urban Outskirts II Family Mix 28.8 Lower Middle Srvc/Skilled/Prof/Mgmt

> Single Family; Duplex Black; White; Amer Indiar Buy baby products Have personal education Eat at fast food/drive-in restaurants Watch BET Buy auto maint products

No HS Diploma; HS Grad

## Definitions in the segment descriptions:

- Affluence is high to low Household types: Family and non-family Family: MC—Married couples • Family: Married couples with children Family: Single parent
- Non-Family: Singles (also considered family mix) Non-Family: Shared (also considered family mix) Mixed Households: A combination of family and non-family households
- such as married couples, married couples with children, single parents, etc. Non-Family Mix: People who share a household but are not related

Family Mix: People who are related in the household

# • Call 1-800-292-2224. • Visit the Web site at www.esribis.com/tapestry.

For more information about Tapestry • Send an e-mail to info@esribis.com.

# and Nam

Rural

The icon background color illustrates the

Activity

Financial

Vehicle

**Urbanization Group** U4 Metro Cities II 27.8 Lower Middle Srvc/Prof/Mgmt/Skilled No HS Diploma; HS; Some Coll Multiunit Rental Race/Ethnicity

White; Black; Hispanic Buy baby products Have personal education Buy/Rent horror, comedy Watch syndicated and cable TV Belong to car dealer auto

# 52 Inner City **Tenants**

\_11 Factories and Farms U8 Suburban Periphery II Lower Middle Skilled/Services No HS Diploma; HS Grad Single Family

White Play baseball Have personal loan Go freshwater fishing Watch syndicated and cable TV Drive fewer than 5,000 miles per vr

L6 Scholars and Patriots \_3 Metropolis U2 Principal Urban Centers II U6 Urban Outskirts II Singles; Shared 24.5 Lower Middle

Students/Prof/Mgmt/Srvc Some College; Bach/Grad Multiunit Rental White Go water skiing/canoeing/ kayaking Have personal education Attend college sports

Watch MTV, Comedy

Own/Lease Honda

Central



L8 Global Roots Family Mix

Skilled/Services No HS Diploma Single Family



L8 Global Roots U4 Metro Cities II Mixed White; Amer Indian; Hispanic

Shop at convenience stores Have personal education Own a cat Watch daytime TV Own/Lease Ford

# L8 Global Roots

U2 Principal Urban Centers II Other Family HHs; Singles 29.5 Lower Middle Srvc/Not in Labor Force High-Rise Rental

Gamble in Atlantic City Use savings and loan Buy lottery ticket: Daily Own/Lease Nissan

61 High Rise

Renters

U6 Urban Outskirts II Other Family HHs; Singles 34.4 Lower Middle Srvc/Skilled/Not in Labor Forc Black

No HS Diploma; HS Grad Single Family; Duplex Eat at fast food/drive-in



63 Dorms to

Diplomas

L6 Scholars and Patriots L9 Family Portrait U4 Metro Cities II Singles; Shared Services No HS Diploma; HS Grad

> Multiunit Rental Black Buy baby/child products Have auto loan for new car Watch daytime and primetime TV Listen to urban radio

> > miles per yr



Unclassified neighborhoods L5 Senior Styles include unpopulated U2 Principal Urban Centers II areas such as parks, golf Retired/Prof/Mgmt/Srvc No HS Diploma; HS Grad

courses, open space, or other types of undeveloped land. Institutional group quarters, such as prisons, uvenile detention homes, mental hospitals, or any area with insufficient data for classification, also fall into this category.

LifeMode Group **Urbanization Group** (bottom color) (top color) U1 Principal Urban Centers I U2 Principal Urban Centers II

> U3 Metro Cities I L4 Solo Acts U4 Metro Cities II L5 Senior Styles

L6 Scholars and L7 High Hopes L8 Global Roots

L12 American

LifeMode **Summary Group** LifeMode Group

Segment

The text background

color illustrates the

**Summary Group** 

Urbanization

HH Type Median Age Employment Education Residential

Row House Black; White Grocery shop at Acme Use stock rating service Play bingo Watch courtroom TV shows Drive fewer than 5,000

miles per yr

Other Family HHs 32.9 Lower Middle Srvc/Prof/Mgmt No HS Diploma; HS Grad

events, go to bars

# \_11 Factories and Farms J11 Rural II Family Mix

Lower Middle Retired/Skilled/Srvc No HS Diploma; HS Grad Single Family; Mobile Home White; Black Rent videos Have personal loan Go hunting, freshwater

Watch Country Music TV

Own/Lease Chevrolet

(CMT)

No HS Diploma; HS Grad Multiunit; Single Family White Member of school/college Use federal savings bank Play golf 2–3 times a

cable TV

Lower Middle

Prof/Mgmt/Skilled/Srvc

Watch syndicated and

Own/Lease Nissan

# U2 Principal Urban Centers II Lower Middle Skilled/Services

No HS Diploma Multiunit Rental White; Hispanic Buy baby products Use stock rating service Gamble at casino Listen to Hispanic radio Own/Lease Nissan

## L9 Family Portrait U6 Urban Outskirts II Family Mix 28.2 Lower Middle

Own a bird Have personal education Visit Six Flags Listen to Hispanic radio Buy auto maintenance products

Lower Middle Skilled/Services No HS Diploma; HS Grad Multiunit Rental White; Black; Hispanic

60 City Dimensions

No HS Diploma; HS Grad Black; White; 2+; Hispanic

Watch Court TV, talk shows

restaurants Own auto rental credit card Buy items from Avon sales rep Watch daytime TV Own/Lease Mercury

Watch MTV

Students/Prof/Mgmt/Srvc Some College; Bach/Grad Multiunit Rental White; Asian Shop at Express, The Limited Have personal education

Attend rock music concerts Drive fewer than 5,000 Own/Lease subcompact car

U2 Principal Urban Centers II Single Parent Fams; Singles

> High-Rise Rental White; Black Member of veterans club Own shares in tax exempt Attend movies once a week or more Watch syndicated TV

Own/Lease Buick

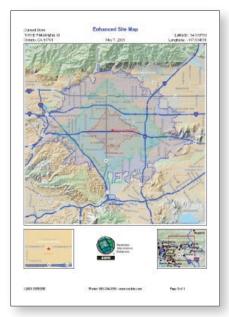
Portrait L10 Traditional L11 Factories and Farms

U11 Rural II

U5 Urban Outskirts I U6 Urban Outskirts II U7 Suburban Periphery I U8 Suburban Periphery II

U10 Rural I

U9 Small Towns

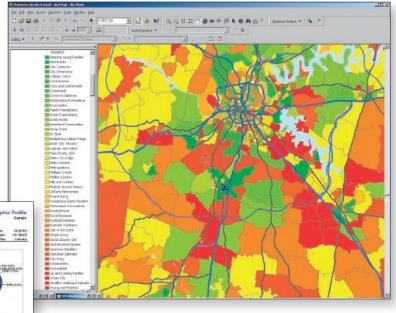


Map enchanced with landmarks, roads, and topography

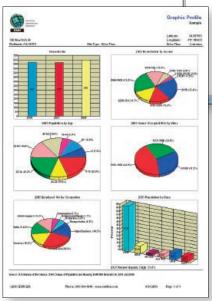
ESRI Business Information Solutions, a division of ESRI, provides customer and market intelligence solutions to help businesses, government, and nonprofit organizations with

- 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.

Copyright © 2004 ESRI Business Information Solutions. All rights reserved. ESRI BIS, Community, and Tapestry are trademarks, service marks, or registered marks of ESRI Business Information Solutions in the United States. The ESRI globe logo is a trademark, registered trademark, or service mark of ESRI in the United States, the Europea Community, or certain other jurisdictions and is used by ESRI BIS under license. Other companies and products mentioned herein are trademarks or registered trademarks of their respective trademark owners.