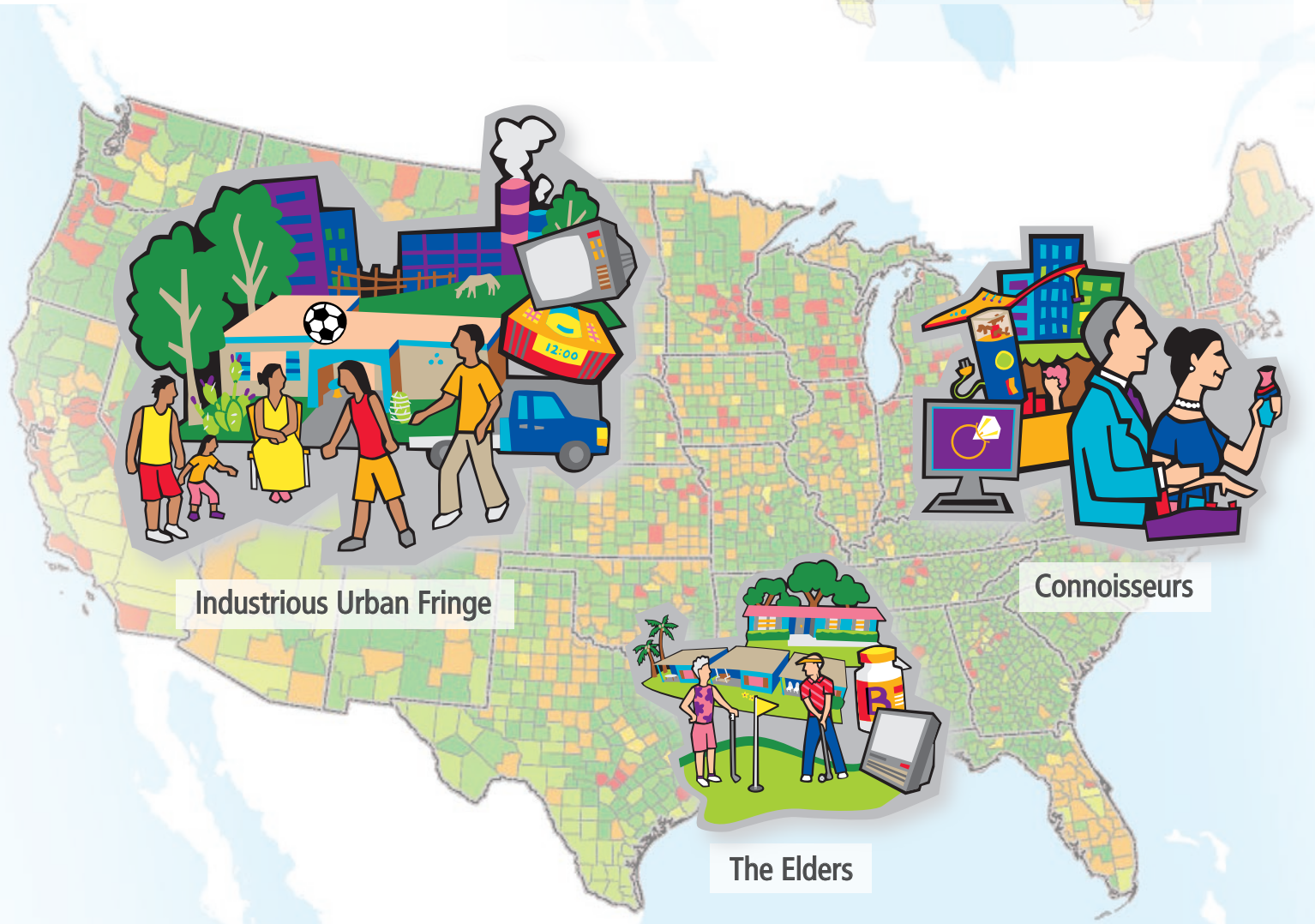




Community™ Tapestry™

The Fabric of America's Neighborhoods



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

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

Use Community Tapestry to

Profile customers.

Reveal untapped markets.

Target direct mail.

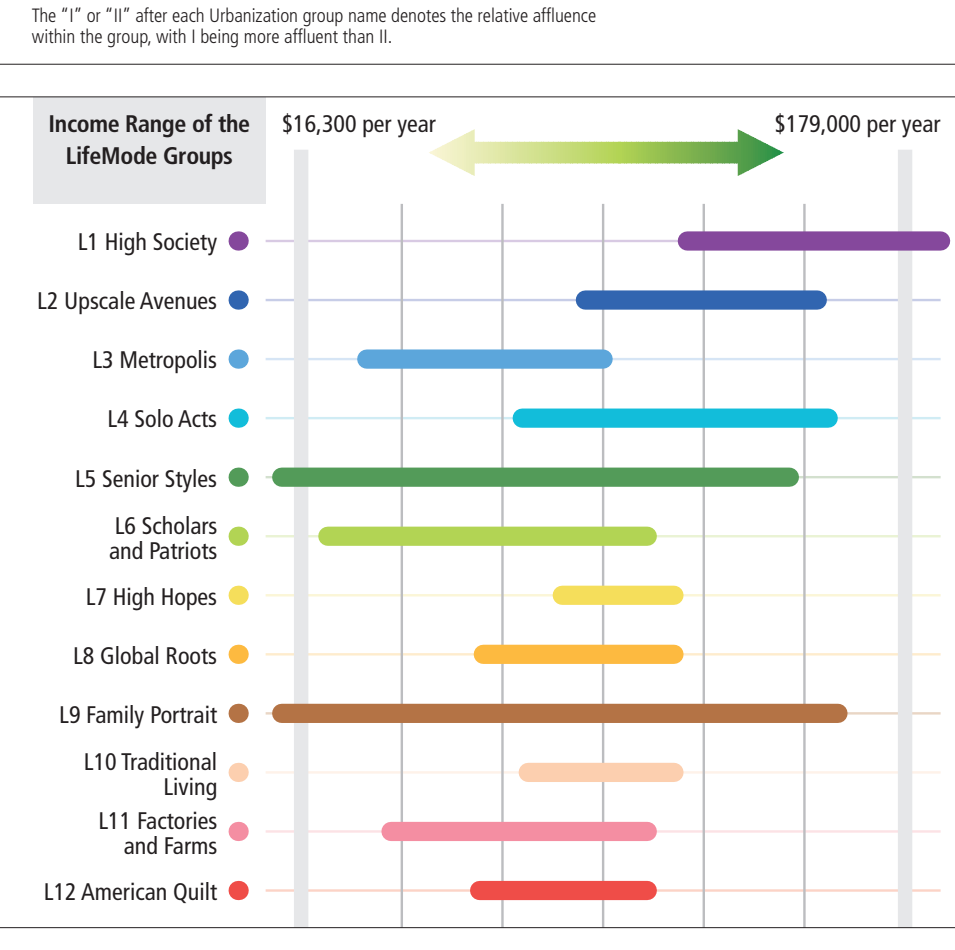
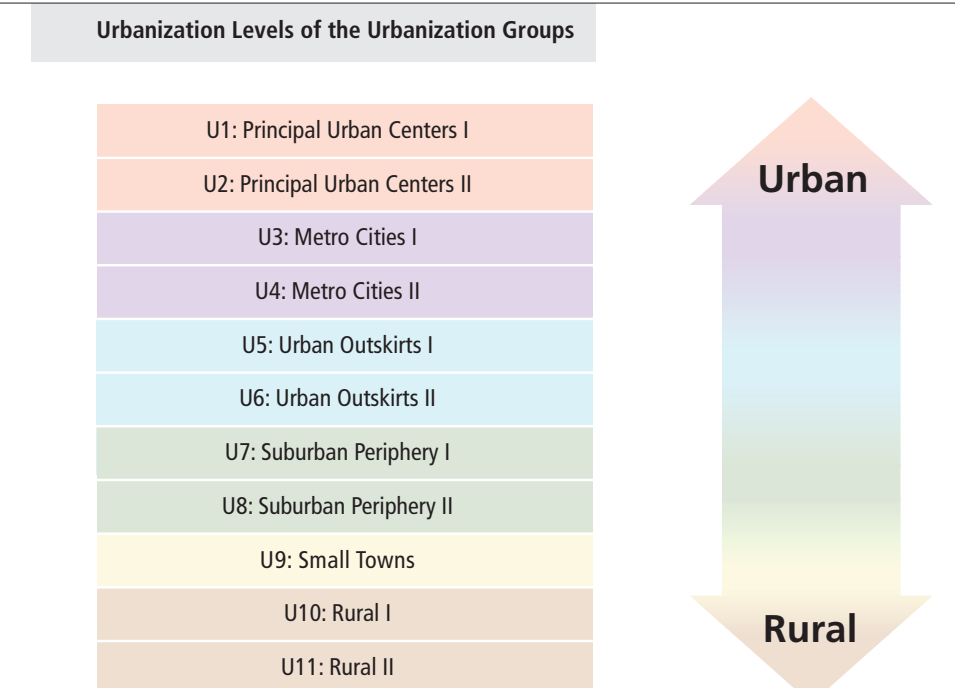
Analyze sites.

Evaluate store performance.

Community Tapestry™

The fabric of America's neighborhoods

LifeMode Summary Groups	Urbanization Summary Groups
L1 High Society: Affluent, well-educated, married-couple homeowners	U1 Principal Urban Centers I: Affluent populations in metros of 2.5 million+ people
L2 Upscale Avenues: Prosperous, married-couple homeowners in different housing	U2 Principal Urban Centers II: Recently arrived diverse population in gateway cities
L3 Metropolis: City dwellers in older homes reflecting the diversity of urban culture	U3 Metro Cities I: Upscale city life with suburban benefits
L4 Solo Acts: Urban young singles on the move	U4 Metro Cities II: Densely populated transition neighborhoods in larger cities
L5 Senior Styles: Senior lifestyles by income, age, and housing type	U5 Urban Outskirts I: Close to city amenities with suburban affordability
L6 Scholars and Patriots: College, military environments	U6 Urban Outskirts II: Older homes, younger populations in suburban proximity to city life
L7 High Hopes: Young households striving for the "American Dream"	U7 Suburban Periphery I: Married-couple families in lower density, suburban expansion
L8 Global Roots: Ethnic and culturally diverse families	U8 Suburban Periphery II: Older homes on the urban fringe of metro areas
L9 Family Portrait: Youth, family life, and children	U9 Small Towns: Affordable, close-knit, settled neighborhoods away from urban areas
L10 Traditional Living: Middle-aged, middle income—Middle America	U10 Rural I: Small towns and villages of married-couple families
L11 Factories and Farms: Hardworking families in small communities, settled near jobs	U11 Rural II: Low-population density in rural farm areas, small settlements
L12 American Quilt: Households in small towns and rural areas	



Definitions in the segment descriptions:	Segment Legend	Segment Number and Name
Affluence is high to low Household (HH) types: Family and nonfamily •Family: MC—Married couples •Family: Married couples with children •Family: Single parent •Nonfamily: Singles •Nonfamily: Shared	The icon background color illustrates the LifeMode Summary Group	Segment Illustration
Mixed Households: A combination of family and nonfamily households Family Mix: People who are related in the household such as married couples, married couples with children, single parents, etc.	The text background color illustrates the Urbanization Summary Group	LifeMode Group Urbanization Group HH Type Median Age Income Employment Education Residential Race/Ethnicity
For more information about Community Tapestry • Call 1-800-292-2324 • Visit the Web site at www.esri.com/tapestry • Send an e-mail to info@esri.com		Activity Financial Activity Media Vehicle

01 Top Rung L1 High Society U3 Metro Cities I Married-Couple Families 42.3 High Prof/Mgmt Bach/Grad Degree Single Family White Participate in public/civic activities Own stock worth \$75,000+ Vacation overseas Purchased new imported car	02 Suburban Splendor L1 High Society U7 Suburban Periphery I Married-Couple Families 40.5 High Prof/Mgmt Bach/Grad Degree Single Family White Gardening Have home equity line of credit Stay at Hilton hotels Listen to all-news radio Own/Lease minivan	03 Connoisseurs L1 High Society U3 Metro Cities I Married-Couple Families 45.4 High Prof/Mgmt Bach/Grad Degree Single Family White Do volunteer work Own stock worth \$75,000+ Shop at Nordstrom Listen to public, classical radio Own/Lease luxury car	04 Boomburbs L1 High Society U5 Urban Outskirts I Married-Couple w/Kids 33.8 High Prof/Mgmt Some College; Bach/Grad Single Family White Play golf Own common/pref stock in employer's co. Visit Disney World (FL) Read airline magazines Own/Lease full-size SUV	05 Wealthy Seaboard Suburbs L1 High Society U3 Metro Cities I Married-Couple Families 41.7 Upper Middle Prof/Mgmt Some College; Bach/Grad Single Family White Shop at Lord & Taylor Use Fidelity brokerage firm Use service for property/garden maintenance Landscaping Listen to soft, adult contemporary radio Spent \$30,000+ on last vehicle purchase	06 Sophisticated Squires L1 High Society U7 Suburban Periphery I Married-Couple Families 37.4 Upper Middle Prof/Mgmt Some College; Bach/Grad Single Family White Home improvement Have second mortgage (equity loan) Listen to public, classical radio Own/Lease 3+ cars	07 Exurbanites L1 High Society U7 Suburban Periphery I Married-Couple Families 43.6 Upper Middle Prof/Mgmt Some College; Bach/Grad Single Family White Enjoy photography Own shares in mutual fund (stock) Backpacking/Hiking Listen to public radio Own/Lease luxury car	08 Laptops and Lattes L4 Solo Acts U1 Principal Urban Centers I Singles; Shared 38.1 Upper Middle Prof/Mgmt Bach/Grad Degree Multiunit Rentals White Foreign travel Trade stocks/bonds/funds online Shop at Banana Republic Watch Independent Film Channel Leased last vehicle	09 Urban Chic L2 Upscale Avenues U3 Metro Cities I Mixed 41.4 Upper Middle Prof/Mgmt Bach/Grad Degree Single Family White Order from Amazon.com Own shares in mutual fund (bonds) Attend theater, dance performances Spent \$30,000+ on last vehicle purchase	10 Pleasant-Ville L2 Upscale Avenues U3 Metro Cities I Married-Couple Families 39.4 Upper Middle Prof/Mgmt Some College; Bach/Grad Single Family White Attend baseball games Own shares in mutual fund (bonds) Shop at Home Depot Listen to all-news, all-talk radio Bought a new vehicle	11 Pacific Heights L2 Upscale Avenues U1 Principal Urban Centers I Married-Couple Families 38.4 Upper Middle Prof/Mgmt/Svc Some College; Bach/Grad Single Family White Own large (42"+) screen TVs Use stock rating service Shop at Macy's Listen to all-news radio Own/Lease Honda	12 Up and Coming Families L9 Family Portrait U7 Suburban Periphery I Married-Couples w/Kids 31.9 Upper Middle Prof/Mgmt Some College; Bach Degree Single Family White Own 2+ dogs Have mortgage insurance Visit zoo Listen to soft, adult contemporary radio Own/Lease SUV	13 In Style L2 Upscale Avenues U7 Suburban Periphery I Mixed 39.3 Upper Middle Prof/Mgmt Some College; Bach/Grad Single Family White Vacation at beach Track investments online Make purchases online Listen to news/talk radio Own/Lease minivan	14 Prosperous Empty Nesters L5 Senior Styles U7 Suburban Periphery I Married-Couples w/No Kids 47.2 Upper Middle Prof/Mgmt Some College; Bach/Grad Single Family White Play golf Consult financial planner Furniture refinishing Read 2+ Sunday newspapers Own/Lease standard-size car	15 Silver and Gold L5 Senior Styles U7 Suburban Periphery I Married-Couples w/No Kids 58.5 Upper Middle Retired/Prof/Mgmt Some College; Bach/Grad Single Family/Seasonal White Go boating and fishing Own stock worth \$75,000+ Birdwatching Watch the Golf Channel Spent \$20K-\$30K on last vehicle	16 Enterprising Professionals L2 Upscale Avenues U3 Metro Cities I Mixed 32.4 Upper Middle Prof/Mgmt Some College; Bach/Grad Multiunits; Townhome White; Asian Practice yoga Trade stocks/bonds/funds online Shop online Read computer magazines Own/Lease Honda	17 Green Acres L2 Upscale Avenues U10 Rural I Married-Couple Families 39.9 Upper Middle Prof/Mgmt/Skilled Some College Single Family White DIY home improvement; woodworking Have home equity credit line Do mountain bicycling Watch alpine skiing/jumping Own/Lease truck
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18 Cozy and Comfortable L2 Upscale Avenues U8 Suburban Periphery II Married-Couple Families 41.0 Upper Middle Prof/Mgmt Some College Single Family White Dine out often at family restaurants Use financial planner Play softball Watch or listen to ice hockey games Own/Lease minivan	19 Milk and Cookies L9 Family Portrait U3 Metro Cities I Married-Couples w/Kids 33.5 Middle Prof/Mgmt/Skilled Some College Single Family White Frequent fast-food/drive-in restaurants Have mortgage insurance Buy children's toys/games Watch pay-per-view sports events Own/Lease truck	20 City Lights L3 Metropolis U1 Principal Urban Centers I Mixed 37.8 Middle Prof/Mgmt/Svc Some College; Bach/Grad Multiunit Rentals White; Asian; Hispanic Gamble in Atlantic City Use savings and loan Attend adult education classes Listen to all-news radio Own/Lease Nissan	21 Urban Villages L9 Family Portrait U1 Principal Urban Centers I Family Mix 41.0 Middle Skilled/Prof/Mgmt/Svc No HS Diploma; HS; Some Coll Single Family White; Hispanic; Asian Visit Disneyland (CA) Own American Express card Play soccer/watch soccer on TV Listen to Hispanic radio Own/Lease Toyota	22 Metropolitans L3 Metropolis U3 Metro Cities I Singles; Shared 37.8 Middle Prof/Mgmt Some College; Bach/Grad Single Family White Visit zoo; museum Have personal line of credit Go roller-blading Listen to classical, news/talk radio Own/Lease station wagon	23 Trendsetters L4 Solo Acts U1 Principal Urban Centers I Singles; Shared 30.7 Middle Prof/Mgmt Some College; Bach/Grad Multiunit Rentals White; Asian; Hispanic Practice snorkeling, yoga Use Fidelity brokerage firm Own latest electronics—MP3s, plasma TVs Watch <i>Access Hollywood</i> on TV Own/Lease Toyota	24 Main Street, USA L10 Traditional Living U5 Urban Outskirts I Mixed 33.5 Middle Prof/Mgmt/Skilled/Svc Some College Single Family; Multiunits White Rent videos Own insured money market account Go bowling Watch <i>7th Heaven</i> on TV Own/Lease compact car	25 Salt of the Earth L11 Factories and Farms U10 Rural I Married-Couple Families 37.1 Middle Skilled/Prof/Mgmt HS Grad; Some College Single Family White Gardening, outdoor projects Use savings bonds Own cats Watch CMT Own/Lease motorcycle	26 Midland Crowd L12 American Quilt U10 Rural I Married-Couple Families 40.4 Middle Prof/Mgmt HS Grad; Some College Single Family; Mobile Home White Own pets Have personal line of credit Hunting, woodworking Read hunting/fishing magazines Own/Lease full-size pickup	27 Metro Renters L4 Solo Acts U1 Principal Urban Centers I Singles; Shared 33.6 Middle Prof/Mgmt Bach/Grad Degree Multiunit Rentals White; Asian Travel by plane frequently Track investments online Surf Internet/Shop online Watch <i>Style and</i> fashion magazines Rent car from Avis	28 Aspiring Young Families L7 High Hopes U4 Metro Cities II Family Mix 33.6 Middle Prof/Mgmt/Svc Some College; Bach Degree Multiunits; Townhome White; Black Visit theme parks Bank online Attend pro ball games Watch <i>Style and</i> fashion magazines Own/Lease Dodge	29 Rustbelt Retirees L5 Senior Styles U8 Suburban Periphery II MC w/No Kids; Singles 43.8 Middle Prof/Mgmt/Skilled/Svc HS Grad; Some College Single Family White DIY home improvement Own shares in tax-exempt fund Belong to fraternal orders, unions, etc. Watch QVC Own/Lease Buick	30 Retirement Communities L5 Senior Styles U4 Metro Cities II Singles 43.8 Middle Prof/Mgmt Some College; Bach/Grad Multiunits White Travel Use Fidelity brokerage firm Do indoor gardening/plant care Watch <i>Inside Edition</i> Leased last vehicle	31 Rural Resort Dwellers L12 American Quilt U10 Rural I Married-Couples w/No Kids 46.0 Middle Prof/Mgmt/Skilled/Svc Some College Single Family; Mobile Home/Seasonal White Boating and fishing Own stock worth \$75,000+ Attend NASCAR races Watch rodeos, tractor pulls Own/Lease compact pickup	32 Rustbelt Traditions L10 Traditional Living U5 Urban Outskirts I Mixed 35.9 Middle Skilled/Prof/Mgmt/Svc HS Grad; Some College Single Family White Hunting and shooting Use credit union Belong to veterans' groups Watch <i>Style and</i> QVC Own/Lease Buick	33 Midlife Junction L10 Traditional Living U8 Suburban Periphery II Mixed 40.5 Middle Prof/Mgmt/Svc Some College Single Family; Multiunits White Fishing, softball Own CD (6 months or less) Buy children's toys/games Watch <i>Style and</i> QVC Own/Lease Buick	34 Family Foundations L10 Traditional Living U4 Metro Cities II Family Mix 38.1 Middle Prof/Mgmt/Svc No HS Diploma; HS; Some Coll Single Family Black Belongs to church, school boards, clubs Have mortgage insurance Play basketball Listen to gospel radio Own/Lease Oldsmobile
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35 International Marketplace L8 Global Roots U1 Principal Urban Centers I Family Mix 30.4 Middle Prof/Mgmt/Skilled/Svc No HS Diploma; HS Grad Multiunit Rentals White; Asian; 2+ Races; Hisp. Travel abroad to visit family Own CD longer than 6 months Go to the movies Listen to Hispanic/variety radio Own/Lease Toyota	36 Old and Newcomers L4 Solo Acts U4 Metro Cities II Singles; Shared 36.6 Middle Prof/Mgmt/Svc Some College; Bach/Grad Multiunit Rentals White Multimedia software and books Own shares in mutual fund (bonds) Bingo and roller-blading Own/Lease Oldsmobile	37 Prairie Living L11 Factories and Farms U11 Rural II Married-Couple Families 28.5 Lower Middle Skilled/Farming HS Grad; Some College Single Family White Member of civic club Own CD longer than 6 months Hunting; horseback riding Listen to country music Own/Lease 4-wheel drive vehicle	38 Industrious Urban Fringe L8 Global Roots U6 Urban Outskirts I Family Mix 28.5 Middle Skilled/Services No HS Diploma; HS Grad Single Family White; Hispanic Attend movies once a week or more Own Discover card Visit Universal Studios (FL) Watch <i>Smallville</i> , <i>CBS Evening News</i> Own/Lease SUV	39 Young and Restless L4 Solo Acts U4 Metro Cities II Singles; Shared 22.5 Middle Prof/Mgmt Some College; Bach/Grad Multiunit Rentals White; Black Surf Internet/Make purchases online Have personal education loan Own pets Go to the movies Watch Oxygen, BET Own/Lease Honda	40 Military Proximity L6 Scholars and Patriots U8 Suburban Periphery II Married-Couples w/Kids 22.5 Middle Armed Forces Some College Townhome; Multiunit Rentals White; Black Play basketball, bowl Trade stocks/bonds/funds online Visit Universal Studios (FL) Watch <i>Smallville</i> , <i>CBS Evening News</i> Own/Lease SUV	41 Crossroads L12 American Quilt U9 Small Towns Family Mix 21.9 Lower Middle Skilled/Services No HS Diploma; HS Grad Mobile Home White Children's apparel; video games Use stock rating service Own pets Watch NASCAR racing Own/Lease Chevrolet	42 Southern Satellites L11 Factories and Farms U11 Rural II Married-Couple Families 21.9 Lower Middle Skilled No HS Diploma; HS Grad Single Family; Mobile Home White Attend NASCAR races Use full-service bank Hunting, fishing Watch QVC Own/Lease truck	43 The Elders L5 Senior Styles U8 Suburban Periphery II MC w/No Kids; Singles 21.9 Lower Middle Retired/Prof/Mgmt/Svc Some College Mixed/Seasonal White Politically active Own annuities Reading, crossword puzzles Watch Golf Channel, QVC Own/Lease Mercury/Buick	44 Urban Melting Pot L8 Global Roots U1 Principal Urban Centers I Mixed 31.9 Lower Middle Prof/Mgmt/Svc No HS Diploma; HS Grad Multiunit Rentals White; Asian; 2+ Races; Hisp. Roller-blading, play soccer Own American Express card Go to the beach Listen to all-news radio Leased last vehicle	45 City Strivers L3 Metropolis U2 Principal Urban Centers II Family Mix 37.1 Lower Middle Retired/Prof/Mgmt/Svc No HS Diploma; HS Grad Multiunit Rentals Black Play tennis, basketball Have personal education loan Go dancing, attend dance performances Watch syndicated TV Leased last vehicle	46 Rooted Rural L12 American Quilt U11 Rural II Married-Couple Families 21.9 Lower Middle Skilled/Prof/Mgmt/Svc No HS Diploma; HS Grad Single Family; Mobile Home White Flower and vegetable gardening Own CD longer than 6 months Hunting, boating, and fishing Watch rodeos, tractor pulls Own/Lease Dodge	47 Las Casas L8 Global Roots U2 Principal Urban Centers II Family Mix 25.4 Lower Middle Skilled/Services No HS Diploma White; Hispanic Buy children's products Use federal savings bank Play soccer and attend soccer games Listen to Hispanic radio Purchased last vehicle with cash	48 Great Expectations L7 High Hopes U5 Urban Outskirts I Mixed 33.0 Lower Middle Prof/Mgmt/Skilled/Svc HS Grad; Some College Single Family; Multiunits White Roller-skating, softball Have personal education loan Listen to rock radio format Watch cable and syndicated TV Own/Lease Mercury	49 Senior Sun Seekers L5 Senior Styles U9 Small Towns MC w/No Kids; Singles 51.4 Lower Middle Retired/Prof/Mgmt/Skilled/Svc HS Grad; Some College Single Family; Mobile Home/Seasonal White Domestic travel, dining out Own annuities Play backgammon, cards Watch game shows Own/Lease Buick	50 Heartland Communities L5 Senior Styles U9 Small Towns Mixed 41.3 Lower Middle Skilled/Prof/Mgmt/Svc No HS Diploma; HS Grad Single Family White Member of veterans' club Own shares in tax exempt fund Play bingo Listen to NASCAR racing on radio Own/Lease Pontiac	51 Metro City Edge L3 Metropolis U6 Urban Outskirts II Family Mix 29.1 Lower Middle Svc/Retired/Prof/Mgmt No HS Diploma; HS Grad Single Family; Duplex Black; White; Amer. Indian Buy baby products; toys Have personal education loan Buy designer jeans, dress boots Watch BET Own/Lease Pontiac
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52 Inner City Tenants L8 Global Roots U4 Metro Cities II Mixed 27.8 Lower Middle Svc/Prof/Mgmt/Skilled No HS Diploma; HS; Some Coll Multiunit Rentals White; Black; Hispanic Play football, basketball Have personal education loan Go dancing Watch syndicated and cable TV Own/Lease Nissan	53 Home Town L11 Factories and Farms U8 Suburban Periphery II Mixed 33.7 Lower Middle Skilled/Services No HS Diploma; HS Grad Single Family White Play baseball, fish Own CD (6 months or less) Play video games Watch syndicated TV Own/Lease Oldsmobile	54 Urban Rows L3 Metropolis U2 Principal Urban Centers II Family Mix 32.9 Lower Middle Svc/Prof/Mgmt No HS Diploma; HS Grad Row House Black; White Play baseball Have second mortgage equity loan Purchase DVDs Watch syndicated TV Own/Lease Oldsmobile	55 College Towns L6 Scholars and Patriots U6 Urban Outskirts II Singles; Shared 24.5 Lower Middle Students/Prof/Mgmt/Svc Some College; Bach/Grad Multiunit Rentals White Participate in environmental group Use second mortgage equity loan Go hunting Read fishing/hunting magazines Own/Lease full-size pickup	56 Rural Bypasses L11 Factories and Farms U11 Rural II Family Mix 37.1 Lower Middle Svc/Retired/Skilled/Svc No HS Diploma; HS Grad Single Family; Mobile Home White; Black Own dogs Own CD (6 months or less) Go hunting Read fishing/hunting magazines Own/Lease full-size pickup	57 Simple Living L5 Senior Styles U6 Urban Outskirts II Singles 40.1 Lower Middle Prof/Mgmt/Skilled/Svc No HS Diploma; HS Grad Multiunits; Single Family White Own cats Have personal education loan Go dancing Watch syndicated TV Own/Lease Buick	58 NeWest Residents L8 Global Roots U2 Principal Urban Centers II Family Mix 28.2 Lower Middle Skilled/Services No HS Diploma Multiunit Rentals White; Hispanic Buy children's apparel Use stock rating service Play soccer Listen to Hispanic radio Own/Lease Nissan	59 Southwestern Families L9 Family Portrait U6 Urban Outskirts II Family Mix 28.2 Lower Middle Retired/Skilled/Svc No HS Diploma Single Family White; Amer. Indian; Hispanic Buy children's apparel, toys, and games Have new car loan Go fishing (salt water) Listen to Hispanic radio Own/Lease minivan	60 City Dimensions L8 Global Roots U4 Metro Cities II Mixed 29.0 Lower Middle Svc/Not in LABF No HS Diploma; HS Grad High-Rise Rentals Black; White; 2+ Races; Hisp. Buy video games, tapes Have personal education loan Go roller-skating; go to movies Watch BET, MTV2, Game Show Network Own/Lease Ford	61 High Rise Renters L8 Global Roots U2 Principal Urban Centers II Other Family HHs; Singles 29.6 Lower Middle Svc/Not in LABF No HS Diploma; HS Grad High-Rise Rentals Black; White; 2+ Races; Hisp. Gamble in Atlantic City Use savings and loan Attend ball games Watch daytime TV, sitcoms Own/Lease Nissan	62 Modest Income Homes L3 Metropolis U6 Urban Outskirts II Other Family HHs; Singles 35.0 Low Svc/Skilled/Not in LABF No HS Diploma; HS Grad Single Family; Duplex Black Eat at fast-food/drive-in restaurants Use savings and loan Own American Express card Listen to urban and gospel radio Watch cable and syndicated TV Own/Lease Nissan	63 Dorms to Diplomas L6 Scholars and Patriots U4 Metro Cities II Shared; Singles 21.8 Low Students/Prof/Mgmt/Svc Some College; Bach/Grad Multiunit Rentals White; Asian Participate in a variety of sports—swimming, jogging, tennis Have personal education loan Attend rock music concerts Watch VH1 Own/Lease convertible	64 City Commons L9 Family Portrait U2 Principal Urban Centers II Single-Parent Fams; Singles 35.0 Low Services No HS Diploma; HS Grad Multiunit Rentals Black Buy baby/children's products Bank online Own 3+ cell phones Listen to urban and gospel radio Own/Lease Mercury	65 Social Security Set L5 Senior Styles U2 Principal Urban Centers II Singles 44.6 Low Retired/Prof/Mgmt/Svc No HS Diploma; HS Grad High-Rise Rentals White; Black Member of church board, fraternal order, veterans club Own stock worth less than \$75,000 Attend movies once a week or more Watch game shows Own/Lease Buick	66 Unclassified Unclassified neighborhoods include unpopulated areas such as parks, golf courses, open space, 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 also fall into this category.
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Color Key

LifeMode Group (top color)	Urbanization Group (bottom color)
L1 High Society	U1 Principal Urban Centers I
L2 Upscale Avenues	U2 Principal Urban Centers II
L3 Metropolis	U3 Metro Cities I
L4 Solo Acts	U4 Metro Cities II
L5 Senior Styles	U5 Urban Outskirts I
L6 Scholars and Patriots	U6 Urban Outskirts II
L7 High Hopes	U7 Suburban Periphery I
L8 Global Roots	U8 Suburban Periphery II
L9 Family Portrait	U9 Small Towns
L10 Traditional Living	U10 Rural I
L11 Factories and Farms	U11 Rural II
L12 American Quilt	



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.

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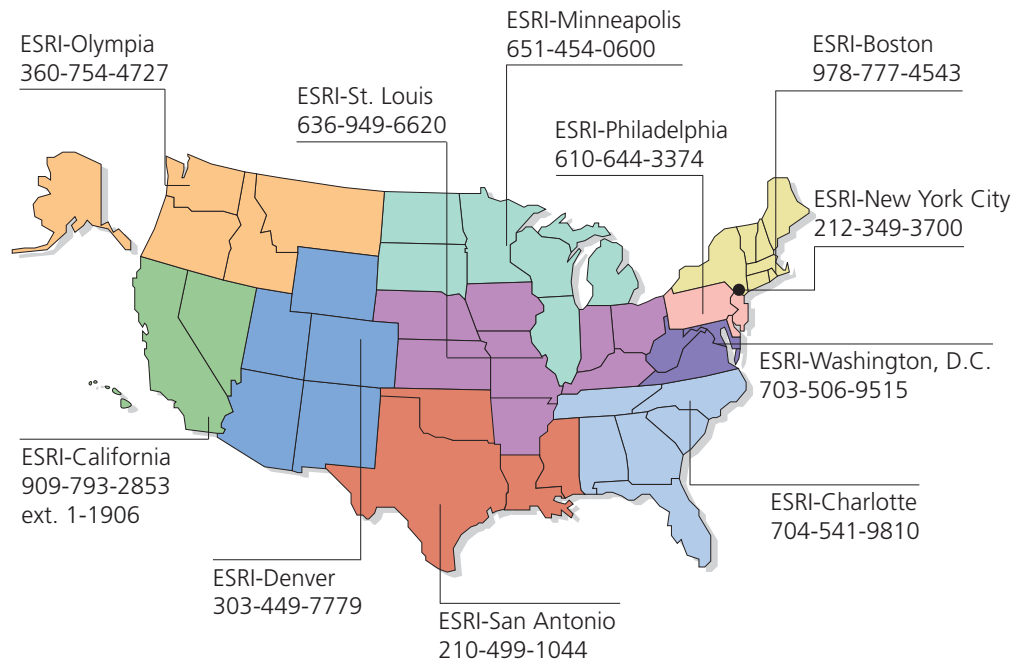
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