Esri’s Tapestry Market Segmentation is a geodemographic system that identifies 68 distinctive markets in the US based on socioeconomic and demographic characteristics to provide an accurate, comprehensive profile of US consumers.

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Esri inspires and enables people to positively impact their future through a deeper, geographic understanding of the changing world around them.

Esri, the global market leader in geographic information system (GIS) software, offers the most powerful mapping and spatial analytics technology available. Since 1969, Esri has helped customers unlock the full potential of data to improve operational and business results. Today, Esri software is deployed in more than 350,000 organizations including the world’s largest cities, most national governments, 75 percent of Fortune 500 companies, and more than 7,000 colleges and universities. Esri engineers the most advanced solutions for digital transformation, the Internet of Things (IoT), and location analytics to inform the most authoritative maps in the world. Visit us at esri.com.

WHAT IS TAPESTRY SEGMENTATION?
Tapestry Segmentation represents the fourth generation of market segmentation systems that began 35 years ago. The 68-segment Tapestry Segmentation system classifies US neighborhoods based on their socioeconomic and demographic compositions. The power of Tapestry Segmentation allows you to profile consumers in a number of ways including:

- Standard geographic areas including counties, census tracts, block groups, or ZIP codes
- User-defined areas such as rings or polygons based on distance, drive time, or users’ own territories (sales districts, planning areas)
- Customer addresses or site locations

The versatility of Tapestry Segmentation provides several methods of combining the 68 segments into summary groups for a broader view of US consumer markets:

- LifeMode: 14 summary groups based on lifestyle and lifestage
- Urbanization: 6 summary groups based on geographic and physical features

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Income Range of the LifeMode Summary Groups

- Affluent Estates
- Upscale Avenues
- Uptown Individuals
- Family Landscapes
- GenXurban
- Cozy Country Living
- Ethnic Enclaves
- Middle Ground
- Senior Styles
- Rustic Outposts
- Midtown Singles
- Hometown
- Next Wave
- Scholars and Patriots

The Fabric of America’s Neighborhoods

In a Tapestry, the fabric of neighborhoods is geographically mapped out in a grid of colors indicating the demography represented by each color. Each color represents a unique combination of characteristics that reflect the way residents live, work, and spend their leisure time. The colors range from yellow through blue-green to purple, indicating the diversity of the neighborhood in terms of income, employment, education, and age. The darker the color, the more diverse the neighborhood is likely to be. The lighter the color, the less diverse it is likely to be. The colors also range in darkness, which represents the level of variation within each neighborhood. The darker the color, the more variation there is likely to be, and the lighter the color, the less variation there is likely to be.

Use the map to explore the Tapestry Segmentation system and see how it can be used to identify target market opportunities and understand the unique characteristics of different neighborhoods across the United States.