



Fact Sheet

Community™ Tapestry™

Versatility in Grouping the Segments

ESRI Business Information Solutions' (ESRI BIS) Tapestry segmentation system provides a robust and powerful portrait of the U.S. consumer markets divided into 65 segments. To provide a broader view of these 65 segments, ESRI BIS combined them into 12 LifeMode groups, based on lifestyle and lifestage composition. For instance, Group L1, *High Society*, consists of the seven most affluent segments, whereas Group L5, *Senior Styles*, includes the nine segments with a high presence of seniors.

L1	High Society	L7	High Hopes
L2	Upscale Avenues	L8	Global Roots
L3	Metropolis	L9	Family Portrait
L4	Solo Acts	L10	Traditional Living
L5	Senior Styles	L11	Factories & Farms
L6	Scholars & Patriots	L12	American Quilt

Tapestry's 65 segments are also organized into 11 Urbanization groups to highlight another dimension of these markets. These 11 groups are based on geographic and physical features, such as population density, size of city, location in or out of a metropolitan area, and whether or not it is part of the economic and social center of a metropolitan area. For example, U1, *Principal Urban Centers I*, includes eight segments that are mainly in densely settled cities within a major metropolitan area. The "I" or "II" appearing after each group name designates the relative affluence within the group.

U1	Principal Urban Centers I	U7	Suburban Periphery I
U2	Principal Urban Centers II	U8	Suburban Periphery II
U3	Metro Cities I	U9	Small Towns
U4	Metro Cities II	U10	Rural I
U5	Urban Outskirts I	U11	Rural II
U6	Urban Outskirts II		

Segments will usually give users more differentiating power than groups. However, if the user wants to analyze a smaller number of markets, groups would be appropriate. Choosing between the two ways of grouping the segments depends on the application. For certain products or services, Urbanization groups may more effectively distinguish the consumption pattern than LifeMode groups, for example, going to the movies. But for certain lifestyle or lifestage-related behavior, such as domestic travel, grouping by LifeMode would be more effective.

Users can also define their own groups to capture the dynamics of Tapestry segmentation for specific applications. This can be accomplished, for example, by grouping the 65 segments based on their rank order on the consumption rate from customer profiles and consumer surveys.

See the attached tables for a list of the 65 Tapestry segments and how they are organized into LifeMode and Urbanization groups. Each segment is given a short descriptive name in addition to a numeric code, ranging from 01 through 65. For example, Segment 01 (*Top Rung*) falls into the LifeMode group of *High Society* and the Urbanization group of *Metro Cities I*.

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ESRI Business Information Solutions

We believe that certain fundamentals separate ESRI Business Information Solutions from other marketing information companies. For nearly 30 years, we have built our reputation by consistently providing top-quality products, services and solutions to our clients. We are meeting the challenges of a changing marketplace and technologies while providing the unparalleled quality service that our clients expect. We take pride in our total commitment to the accuracy of our data, our exceptional client service and delivering the best value in marketing applications. Our credo is simple: to be the leader in marketing information solutions.

Table 1. Community Tapestry Segment Code and Name

Segment	Name	Segment	Name
01	Top Rung	34	Family Foundations
02	Suburban Splendor	35	International Marketplace
03	Connoisseurs	36	Old and Newcomers
04	Boomburbs	37	Prairie Living
05	Wealthy Seaboard Suburbs	38	Industrious Urban Fringe
06	Sophisticated Squires	39	Young and Restless
07	Exurbanites	40	Military Proximity
08	Laptops and Lattes	41	Crossroads
09	Urban Chic	42	Southern Satellites
10	Pleasant-Ville	43	The Elders
11	Pacific Heights	44	Urban Melting Pot
12	Up and Coming Families	45	City Strivers
13	In Style	46	Rooted Rural
14	Prosperous Empty Nesters	47	Las Casas
15	Silver and Gold	48	Great Expectations
16	Enterprising Professionals	49	Senior Sun Seekers
17	Green Acres	50	Heartland Communities
18	Cozy and Comfortable	51	Metro City Edge
19	Milk and Cookies	52	Inner City Tenants
20	City Lights	53	Home Town
21	Urban Villages	54	Urban Rows
22	Metropolitans	55	College Towns
23	Trendsetters	56	Rural Bypasses
24	Main Street, USA	57	Simple Living
25	Salt of the Earth	58	NeWest Residents
26	Midland Crowd	59	Southwestern Families
27	Metro Renters	60	City Dimensions
28	Aspiring Young Families	61	High Rise Renters
29	Rustbelt Retirees	62	Modest Income Homes
30	Retirement Communities	63	Dorms to Diplomas
31	Rural Resort Dwellers	64	City Commons
32	Rustbelt Traditions	65	Social Security Set
33	Midlife Junction		

Table 2. LifeMode Groups by Segment Code

LifeMode Group and Description	Segments
L1 High Society	01, 02, 03, 04, 05, 06, 07
L2 Upscale Avenues	09, 10, 11, 13, 16, 17, 18
L3 Metropolis	20, 22, 45, 51, 54, 62
L4 Solo Acts	08, 23, 27, 36, 39
L5 Senior Styles	14, 15, 29, 30, 43, 49, 50, 57, 65
L6 Scholars & Patriots	40, 55, 63
L7 High Hopes	28, 48
L8 Global Roots	35, 38, 44, 47, 52, 58, 60, 61
L9 Family Portrait	12, 19, 21, 59, 64
L10 Traditional Living	24, 32, 33, 34
L11 Factories & Farms	25, 37, 42, 53, 56
L12 American Quilt	26, 31, 41, 46

Table 3. Urbanization Groups by Segment Code

Urbanization Group and Description	Segments
U1 Principal Urban Centers I	08, 11, 20, 21, 23, 27, 35, 44
U2 Principal Urban Centers II	45, 47, 54, 58, 61, 64, 65
U3 Metro Cities I	01, 03, 05, 09, 10, 16, 19, 22
U4 Metro Cities II	28, 30, 34, 36, 39, 52, 60, 63
U5 Urban Outskirts I	04, 24, 32, 38, 48
U6 Urban Outskirts II	51, 55, 57, 59, 62
U7 Suburban Periphery I	02, 06, 07, 12, 13, 14, 15
U8 Suburban Periphery II	18, 29, 33, 40, 43, 53
U9 Small Towns	41, 49, 50
U10 Rural I	17, 25, 26, 31
U11 Rural II	37, 42, 46, 56