What is Tapestry?

Built on the foundation of ACORN's proven methodology introduced more than 30 years ago, the 65-segment Tapestry segmentation system classifies U.S. neighborhoods based on their socioeconomic and demographic composition. The power of Tapestry segmentation allows you to profile consumers in a number of ways, including:

- Standard geographic areas including census tract, block group and ZIP Code
- User-defined areas such as rings and polygons, based on distance, drive time or user-specified
- Customer addresses or site locations

Tapestry's versatility provides several methods of dividing the 65 segments into summary groups for a broader view of U.S. neighborhoods:

- *LifeMode:* 12 summary groups based on lifestyle and lifestage
- *Urbanization:* 11 summary groups based on geographic and physical features along with income
- *Custom or industry-specific:* groups are optimized to provide a more focused application

How did we build Tapestry?

Tapestry segmentation combines the traditional statistical methodology of cluster analysis with our latest data mining techniques to provide a robust and compelling segmentation of U.S. neighborhoods into one of 65 segments. ESRI BIS incorporated and developed these data mining techniques to complement and strengthen the traditional methodology to work with large amount of geodemographic data. The data sources include Census 2000, ESRI BIS' proprietary 2003 demographic updates, Acxiom's InfoBase consumer database, Mediamark Research Inc.'s national consumer survey, and other sources to capture the subtlety and vibrancy of the U.S. marketplace.

Who should use it?

Tapestry segmentation combines accuracy, power and versatility to capture the increasingly diverse U.S. consumer marketplace. All companies and agencies must identify and differentiate consumers, supply them with the right products and services, and reach them with their preferred media.

These applications require a robust segmentation system that can accurately profile these diverse markets. Because of the versatility and predictive power of Tapestry, users can integrate their own internal data or national consumer surveys into Tapestry to identify their best market segments and reach them with the most effective channels.

See how Tapestry segmentation can reveal the diversity – and potential – in your markets!

For more information, call 800-292-2224/East or 800-394-3690/West
Visit our Web site at www.esribis.com

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.