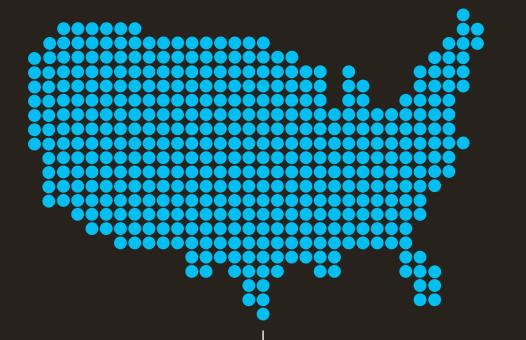


The Fabric of America's Neighborhoods



UNITED STATES OF AMERICA

Diversity Index: 62.1

Home Value: \$177,000





42.6

\$85k

Household Housing
Married Couples Single Family

41.8

Households: 870,000 Choose imported, late-model vehicles

■ Shop, bank online

Invest conservatively

Have bundled services

College Degree Asian/Pacific Islande

Own iPods, iPads, newer Mac

Invest conservatively

LifeMode 3: **UPTOWN INDIVIDUALS** 4,238,000 **3.6%** of US Households



College Degree White

Households: 2,058,000 Own minivan, SUV

URBANIZATION SUMMARY GROUPS

City life for starting families with single-family homes

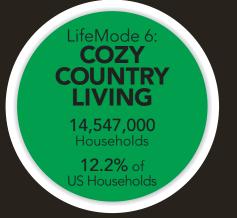
Affordable city life, including smaller metros, satellite cities

Married Couples

35.3

Households: 3,319,000

GENXURBAN 11.6% of



MIDDLE GROUND 13,008,000 **10.9%** of

Housing
Multi-Units;

Listen to classic rock,

alternative, hip-hop radi

38.8 Single Family

\$60k

SENIOR STYLES 6,854,000 **5.8%** of

61.8

College Degree

■ Read newspapers,

magazines, books

investments online

Buy clothing, exercise equipment

Watch cable TV;

■ Draw retirement income

Household Married Couples w/No Kids

\$61k

Household Married Couples S w/No Kids

Households: 874,000 aged 5+ years

Housing

S.E.; Hi-Rise, Mbl. Hm.;

Bank in person

Seas. 71.8 Shop by phone or in person

ifeMode 10 **RUSTIC OUTPOSTS** 10,024,000 Households **8.4%** of **US Households**

HS Diploma Only White

Go hunting, fishingShop at WalmartOwn a pet dog

■ Listen to country music;

■ Own, maintain truck

HS Diploma Only White

Shop with coupons:

■ Pay bills in person

■ Go hunting, fishing

HS Diploma Only White

■ Budget for US vacations

■ Do yard work; tend the garden

■ Watch TV frequently: CMT, HSN

Own domestic truck, ATV

HS Diploma Only

■ Visit chat rooms; play games online

frozen meals, fast food

■ Watch Animal Planet on satellite T\

■ Bought used vehicle last year

■ Go hunting, fishing

Svcs/Prof/Prod

HS Diploma Only

■ Go online infrequently

Go hunting, fishing

Subscribe to satellite TV

Prefer trucks to sedans

Depend on Social Security, SS

buy generic products

Listen to faith-based radio

10A Southern Satellites

hold Housing Single Family; Mobile Homes

10B Rooted Rural

Housing

44.1

Household Housing
Married Couples Single Fam; Mobile Hm

Eat at Dairy Queen, KFC,
Golden Corral, Applebee's

10C Diners & Miners

40.5

10D Down the Road

Married Couples

Households: 806,000

Single Family

Households: 1,354,000

Household Housing
Married Couples Single Family;

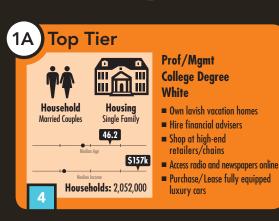
Households: 1,664,000

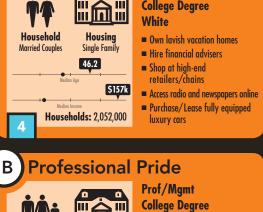
\$29k

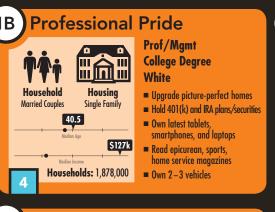
MIDTOWN **SINGLES** 7,341,000 **6.2%** of

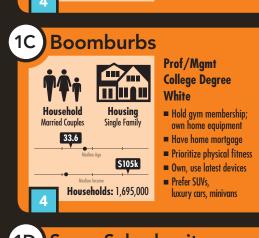
HOMETOWN 6.4% of

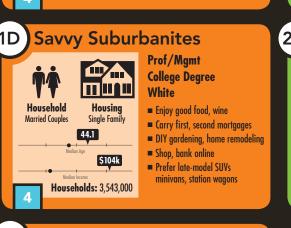
LifeMode 14: **SCHOLARS AND PATRIOTS NEXT WAVE** 1,872,000 Households Households **3.9%** of **1.6%** of US Households

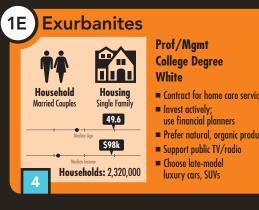










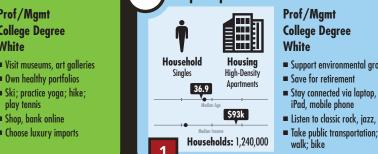




 Visit esri.com/tapestry • Send an e-mail to info@esri.com







Housing High-Density Apartments

Household

31.8

\$52k

Household

College Degree White

Prefer environmentally safe produced

■ Spend wages on rent

■ Practice yoga, Pilates; ski

Active on Facebook, Twitter,

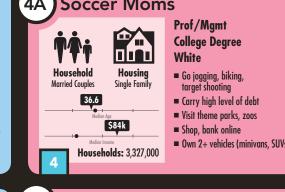
Take public transportation.

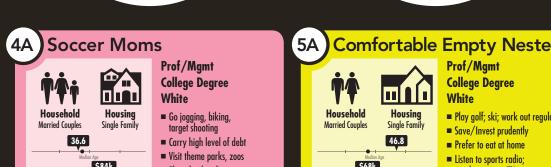
taxis; walk; bike

■ Travel frequently

Choose subcompacts,







■ Eat at Chili's, Chick-fil-A,

Invest conservatively

Shop warehouse/club,

■ Watch DIY Network

■ Buy children's toys, clothes

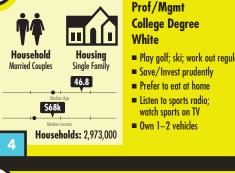
Go hunting, bowling,

target shooting

Own trucks, SUVs

Carry some debt; invest for futu

home improvement stores



Support arts, theater, concerts, museums

■ Hold retirement savings

Use coupons, mobile coupons

insurance policies

■ Take US vacations

Budget wisely

■ Play blackjack, poker online

Own domestic truck or SUV

Svcs/Prof/Admin

Buv American-made prod

Read newspapers; watch T

■ Hold home mortgage

Play games online

■ Own 2−3 vehicles

HS Diploma Only

White

Household

Married Couples

Household Housing
Married Couples Single Family

40.3

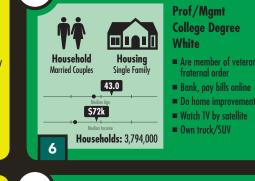
Households: 2,411,000

Household Housing
Married Couples Single Family

Households: 2,685,000

\$49k

5D Rustbelt Traditions



43.1

\$53k

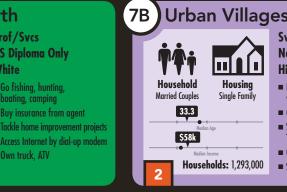
Household Housing Married Couples Single Family

46.3

43.4

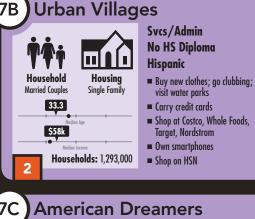
Households: 1,307,000





Household Married Couples

\$64k



HS Diploma Only White/Black

Spend money carefully; buy necessities

■ Pay bills, socialize online

Buy discount for children's products

■ Own no retirement savings

■ Listen to Hispanic radio

■ Own 1–2 vehicles; carpool

■ Read magazines

No HS Diploma

Shop discount, pharmacies

■ Carry credit card balance

Gamble at casinos:

buy lottery tickets

■ Own 1–2 vehicles

Listen to Hispanic radio

Household Married Couples Single Family

7D Barrios Urbanos

Household Housing
Married Couples Single Family

28.3

Households: 2,562,000 • Own late model compact car, SU

LifeMode 7:

ETHNIC

ENCLAVES

8,137,000

6.8% of

US Households

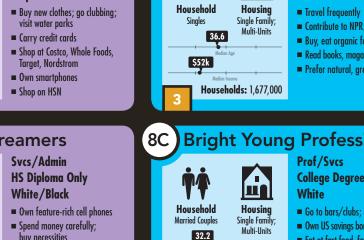
■ Visit theme parks, zoos

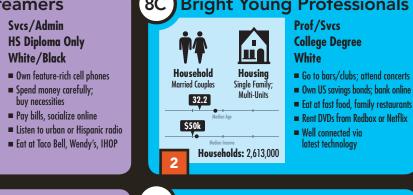
■ Contract for home and

landscaping services

■ Go online to shop, bank,

■ Hold student loans, mortgages



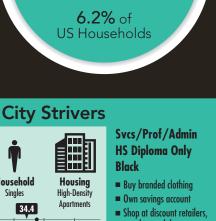












College Degree White/Black

Shop at discount groces
 Kmart, Walmart

Go to rock concerts.

nightclubs, zoos

■ Shop at Walareens

Own private health care policy

Buv babv/children's products

Take public transportation

Housing Multi-Unit Rentals; Single Family

Multi-Unit Rental

Households: 1,657,000

Housing

Single Family

Single Family

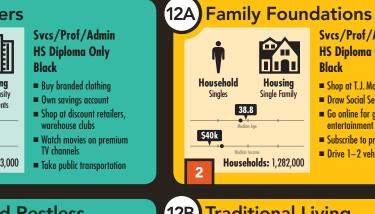
Household Singles 28.8

Household

Household

Single Parents Multi-Unit Rentals;

Households: 1,082,000





12C Small Town Simplicity

Housing Single Family

12D Modest Income Homes

Households: 2,305,000 Own, maintain domestic trucks, A

Households: 1,632,000 Take public transportation

40.0

Household

36.1

HS Diploma Only

■ Draw Social Security

■ Go online for games,

■ Subscribe to premium cable T

entertainment

■ Drive 1–2 vehicles

HS Diploma Only

■ Shop with coupons at

Read newspapers; watch TV

HS Diploma Only

Shop at low-cost retailers

■ Watch BET; listen to gospel,

warehouse clubs

Pay bills in person

■ Play basketball



Households: 917,000

13D Fresh Ambitions

Single Parents Multi-Unit Rentals;

Single Family

13E High Rise Renters

Household

28.0

Svcs/Constr
No HS Diploma
Hispanic

No HS Diplo

Housing

Own cell phones

Households: 775,000 take public transportation

Drink sports or energy drink

Buy baby/children's products

■ Like used, fun-to-drive vehicles

Pay with cash

No HS Diploma

■ Wire money back home

Subscribe to cable TV;

No HS Diploma

■ Care for elderly relatives

■ Shop at Target, Macy's, Marsh

■ Take public transportation

watch Spanish TV, BET

■ Buy baby/children's products

13A International Marketplace

Shop at warehouse clubs, specialty markets

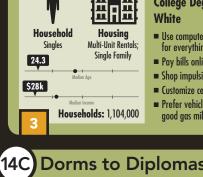
■ Do not save or invest

■ Visit theme parks; play socce

Listen to Spanish/Latin must on cell phone or radio

Household
Married Couples
High-Density Apts;
Single Family

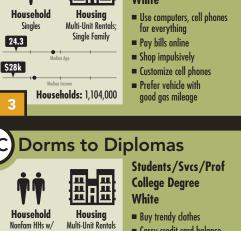
32.3

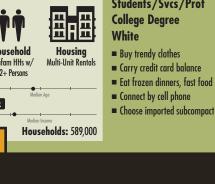


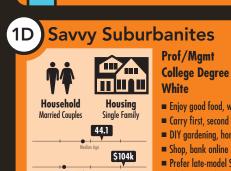
Housing Townhomes; Multi-Unit Rentals

Some College, No Degree

■ Watch ESPN, History Channel











- 1. Affluent Estates: Established wealth—educated, well-travelled married couples
- **2. Upscale Avenues:** Prosperous, married couples in higher density neighborhoods
- **3. Uptown Individuals:** Younger, urban singles on the move **4. Family Landscapes:** Successful younger families in newer housing
- **5. GenXurban:** Gen X in middle age; families with fewer kids Principal Urban Centers: and a mortgage Young, mobile, diverse in metros of 2.5 + million people **6. Cozy Country Living:** Empty nesters in bucolic settings
- 7. Ethnic Enclaves: Established diversity—young, Hispanic homeowners with families

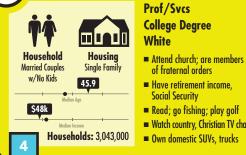
13. Next Wave: Urban denizens; young, diverse, hardworking families

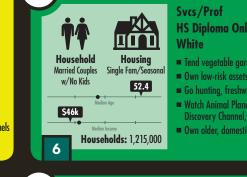
saving for retirement

- **8. Middle Ground:** Lifestyles of thirtysomethings **9. Senior Styles:** Senior lifestyles reveal the effects of
- **10. Rustic Outposts:** Country life with older families, older homes Affluence in the suburbs, married couple-families, longer commutes 11. Midtown Singles: Millennials on the move; single, diverse, and urban
- 12. Hometown: Growing up and staying close to home; Small town living, families with affordable homes single householders
- Country living with older families, low density, and low diversity **14. Scholars and Patriots:** College campuses and military neighborhoods

Metro Cities:

Midlife Constants Prof/Svcs

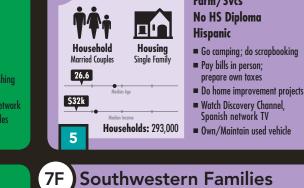




Household Housing
Married Couples Single Family

Households: 2,864,000



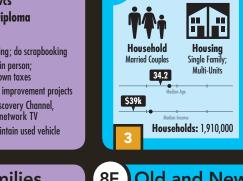


Household

33.8

Married Couples Single Family

Households: 1,000,000



Household

Household Singles

Households: 2,774,000

scrabble Road

Housing Single Family

Households: 1,489,000 ■ Own 1–2 vehicles



Watch movies at home

Play basketball, football, volley

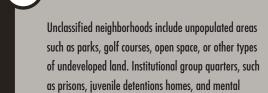
Invest in retirement savings.

■ Shop via sales rep, QVC, or H!

■ Listen to gospel, R&B, rap,

9F Social Security Set Multi-Unit Rentals ■ Pay bills in person ■ Play bingo ■ Subscribe to basic cable TV Take public transportation Households: 962.000



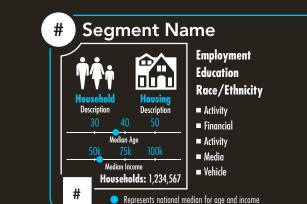


classification also fall into this category.

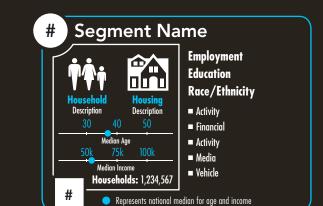
hospitals, or any area with insufficient data for

15 Unclassified





SEGMENT LEGEND



egment Number: Refers to the LifeMode Summary Group egment Name: Esri's unique name for the segment

Household: Represents the typical number of people and type of household (Family includes married couples and single parents; single householders and shared households are nonfamily.) Housing: Represents a typical dwelling for this segment

Median Age: Median age of the segment, compared to the US median Median Income: Median household income of the segment, compared to the US median income

Population: Total population of the segment The number in the lower left corner: Indicates the Urbanization Summary Group

DEFINITIONS IN THE SEGMENT DESCRIPTIONS

- Household (HH) types: Family and nonfamily Family: Married couples
- Family: Married couples with children Family: Single parent
- Nonfamily: Singles Nonfamily: Shared