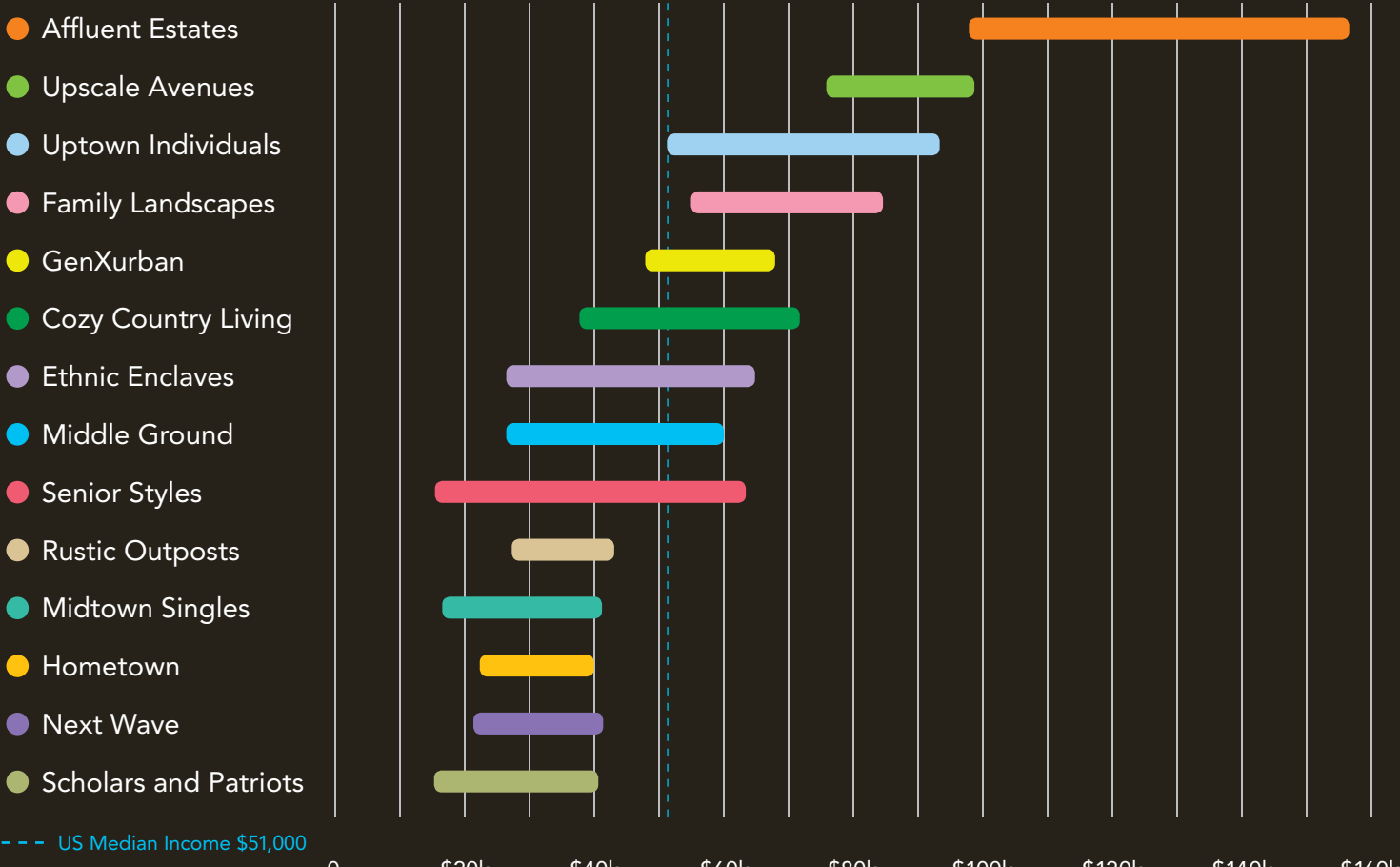


UNITED STATES OF AMERICA

Total Population: 314,468,000
Total Households: 118,979,000
Median Age: 37.6
Median Income: \$51,000
Median Net Worth: \$71,000

Diversity Index: 62.1
Home Ownership Rate: 64%
Average Household Size: 2.58
Home Value: \$177,000

INCOME RANGE OF THE LIFEMODE SUMMARY GROUPS



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

Governments, industry leaders, academics, and nongovernmental organizations trust us to connect them with the analytic knowledge they need to make the critical decisions that shape the planet. For more than 45 years, Esri has cultivated collaborative relationships with partners that share our commitment to solving earth's most pressing challenges with geographic expertise and rational resolve. Today, we believe that geography is at the heart of a more resilient and sustainable future. Creating responsible products and solutions drives our passion for improving quality of life everywhere.

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TAPESTRY SEGMENTATION

The Fabric of America's Neighborhoods

Esri's Tapestry Market Segmentati on 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.

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 life stage
 - Urbanization: 6 summary groups based on geographic and physical features

TAPESTRY[™]

SEGMENTATION

The Fabric of America's Neighborhoods

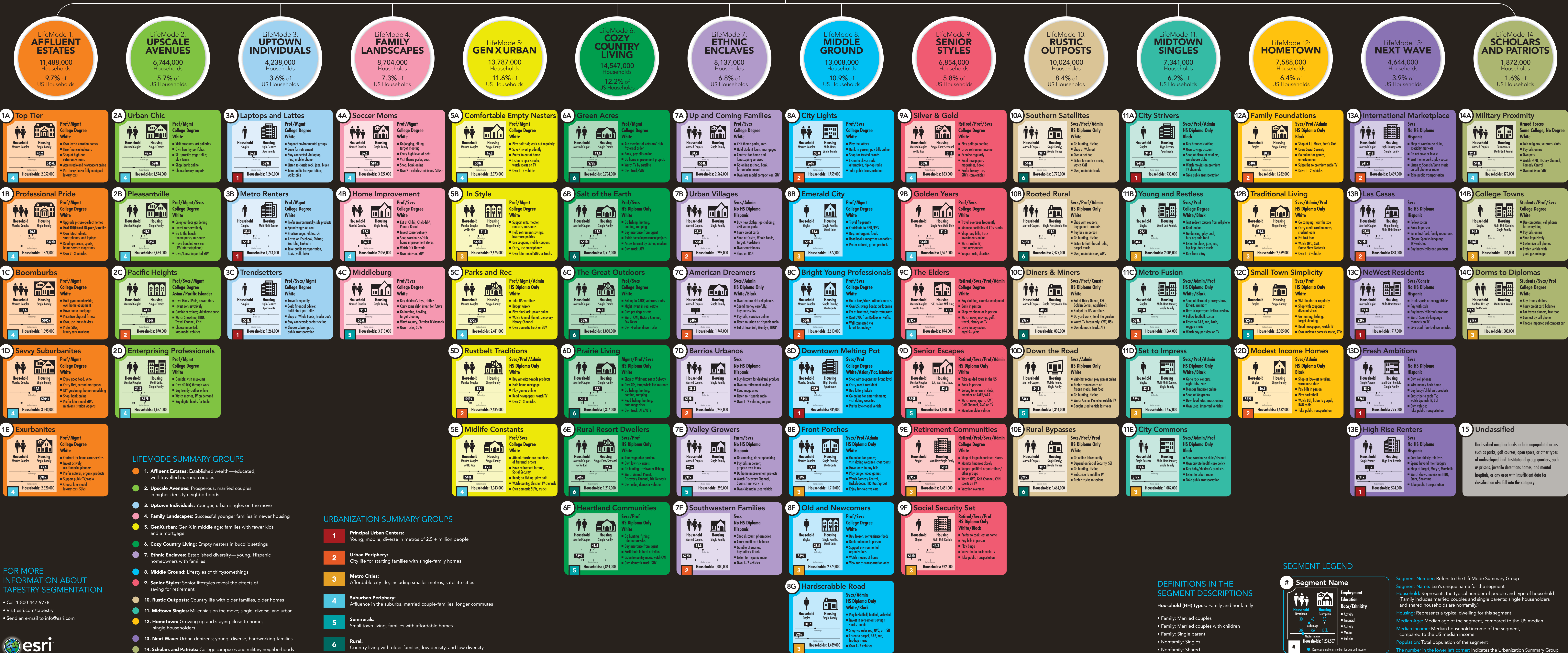


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FOR MORE INFORMATION ABOUT TAPESTRY SEGMENTATION

- Call 1-800-447-9778
- Visit esri.com/tapestry
- Send an e-mail to info@esri.com



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