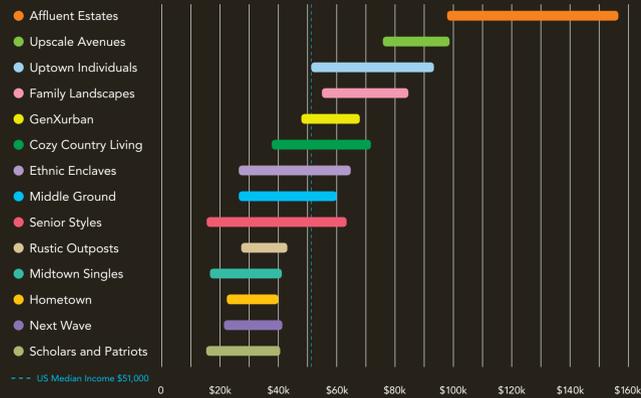


UNITED STATES OF AMERICA

Total Population: 314,468,000 **Diversity Index:** 62.1
Total Households: 118,979,000 **Home Ownership Rate:** 64%
Median Age: 37.6 **Average Household Size:** 2.58
Median Income: \$51,000 **Home Value:** \$177,000
Median Net Worth: \$71,000

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 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.

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

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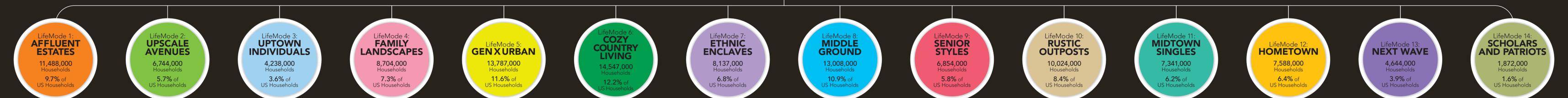


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LIFEMODE SUMMARY GROUPS

- Affluent Estates:** Established wealth—educated, well-travelled married couples
- Upscale Avenues:** Prosperous, married couples in higher density neighborhoods
- Uptown Individuals:** Younger, urban singles on the move
- Family Landscapes:** Successful younger families in newer housing
- GenXurban:** Gen X in middle age; families with fewer kids and a mortgage
- Cozy Country Living:** Empty nesters in bucolic settings
- Ethnic Enclaves:** Established diversity—young, Hispanic homeowners with families
- Middle Ground:** Lifestyles of thirtysomethings
- Senior Styles:** Senior lifestyles reveal the effects of saving for retirement
- Rustic Outposts:** Country life with older families, older homes
- Midtown Singles:** Millennials on the move; single, diverse, and urban
- Hometown:** Growing up and staying close to home; single householders
- Next Wave:** Urban denizens; young, diverse, hardworking families
- Scholars and Patriots:** College campuses and military neighborhoods

URBANIZATION SUMMARY GROUPS

- Principal Urban Centers:** Young, mobile, diverse in metros of 2.5+ million people
- Urban Periphery:** City life for starting families with single-family homes
- Metro Cities:** Affordable city life, including smaller metros, satellite cities
- Suburban Periphery:** Affluence in the suburbs, married couple-families, longer commutes
- Semirurals:** Small town living, families with affordable homes
- Rural:** Country living with older families, low density, and low diversity

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

SEGMENT LEGEND

Segment Name

Household Description: Single, Married, Divorced, Widowed, Other

Housing: Single-Family, Multi-Family, Mobile Home

Median Income: \$50K, \$75K, \$100K, \$125K, \$150K

Median Net Worth: \$25K, \$50K, \$75K, \$100K, \$125K, \$150K

Households: 1,234,567

Activity, Financial, Activity, Media, Vehicle

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