

# Explore Tapestry Segmentation Data by ZIP Codes

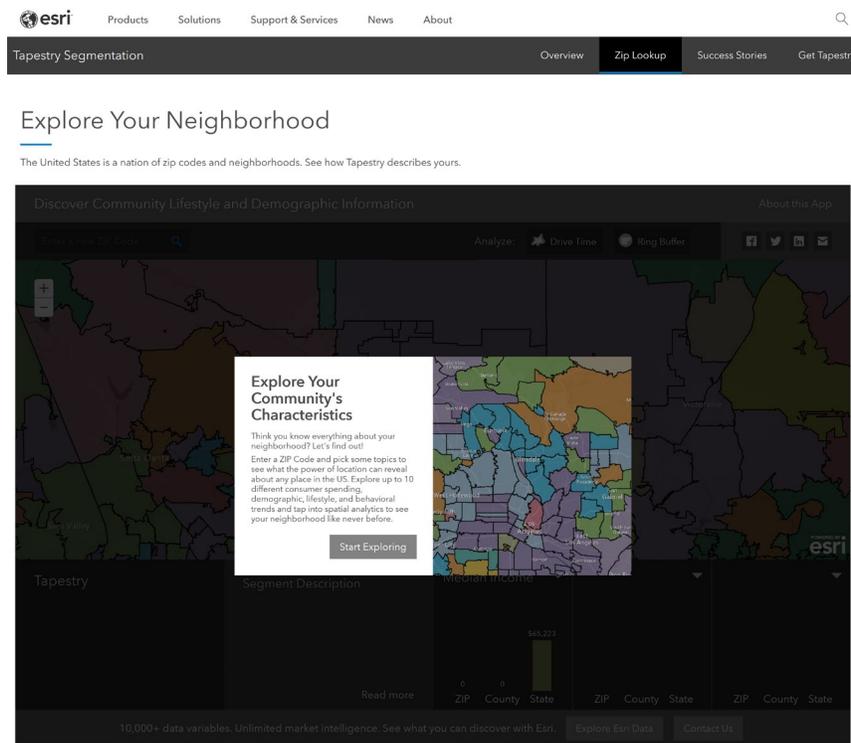
**Objective:** Esri's Tapestry Segmentation classifies American neighborhoods into categories based on demographics and socioeconomics. Using Tapestry, you'll assist a graduate in locating a neighborhood fitting her budget and lifestyle.

## Help a college graduate move to Austin

A recent college graduate from DeQueen, Arkansas has landed a job at a high-tech company in Austin, Texas. She knows little about the Austin area, but wants to be within walking or biking distance of work. She also wants to live among fellow graduates and avoid high rent so she can pay down her college loans. Since her employer is located in ZIP Code 78753, she'll start there to find nearby apartments.

1. Open the [Esri ZIP Lookup](#) tool.

Use this link: [qrcode.de/bbHyhq](https://qrcode.de/bbHyhq) or scan the qr code:

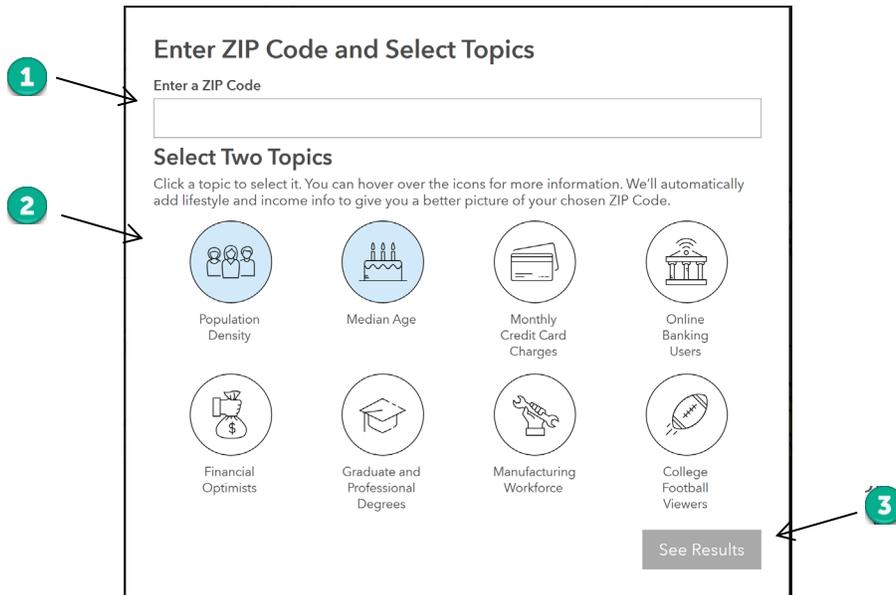


2. Click Start Exploring.

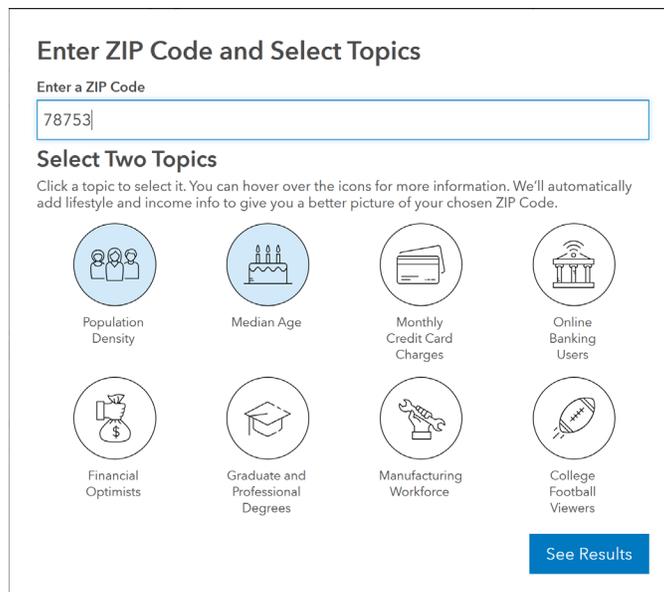
3. The **Enter Zip Code and Select Topics** dialog screen will appear.

There are three steps to using this free, online lookup:

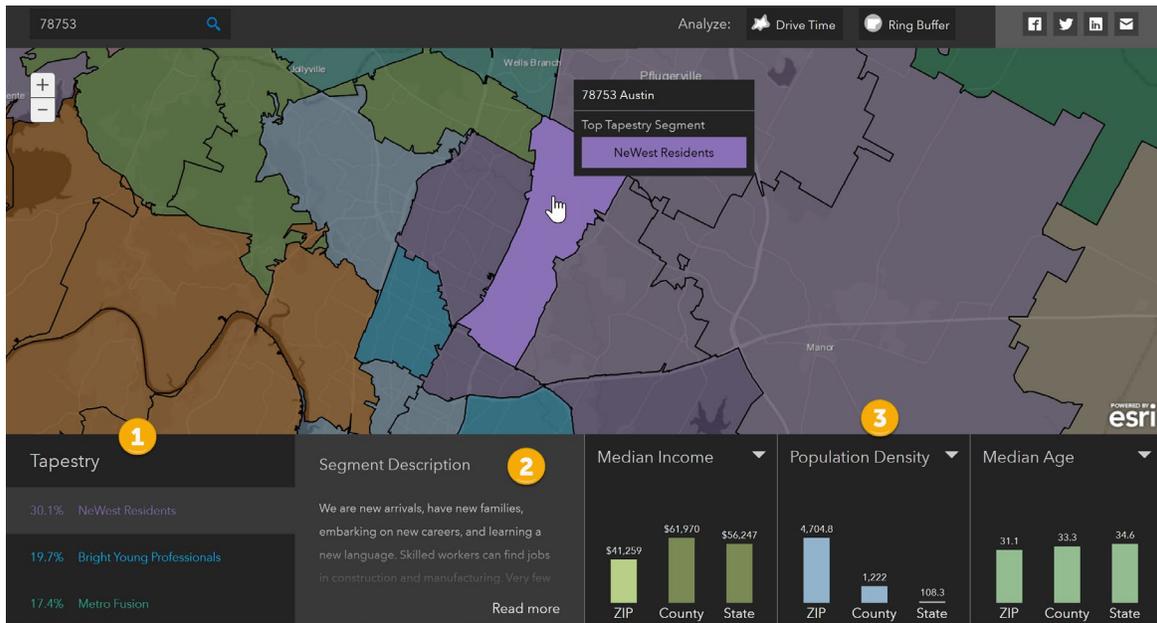
1. Enter a Zip Code;
2. Select two topics that are of interest;
3. Click the **See Results** button.



For this demonstration we will use the **ZIP Code 78753 (Austin, Texas)**. Select the buttons for **Population Density** and **Median Age** so that they circles are blue; and click the **See Results** button.

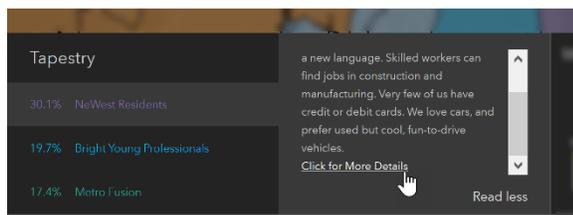


4. **Check out the results!** There’s a lot of great data on this screen. We’ve labeled some sections with yellow circles to describe further.

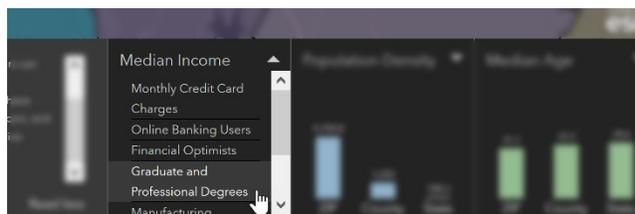


Yellow Circle #1 – Top 3 Tapestry Segments in the selected ZIP Code: The tool lists the top three Tapestry segments in each ZIP Code. The map is colored by the Top Tapestry Segment, so in our example the zipcode for Austin is purple just as the text for NuWest Residents. The colors also coordinate to a broader categorization of Tapestry Segmentation data called the LifeMode summary groups.

Yellow Circle #2 – For the Tapestry Segment selected in #1 a brief description is provided. When you click “Read more” additional text will appear in the box, scroll to the bottom of the box and click, “Click for more details” to open a multi-page description of that Tapestry Segment.



Yellow Circle #3 – For the selected ZIP Code the Median Income, Population Density, and Median Age are given with comparisons to County and State metrics. Note the drop-down menus that enable you to switch to other categories of comparison for each chart.



5. Returning to the problem statement, how do we use these data to help our student locate the remaining desired traits?

- A place in Austin
- Near other recent graduates
- Within walking or biking distance of work
- Reasonable rent

By exploring the Tapestry Segment details we can determine where our recent graduate might prefer to live. **Let's start by reviewing the 14 LifeMode groups** to see if there are any that are a good match. [qrco.de/bbI7HP](http://qrco.de/bbI7HP)

Which two do you think are the best matches?

LifeMode 3 Uptown Individuals

LifeMode 11 Midtown Singles

### LifeMode 3 Uptown Individuals

- Young, successful singles in the city
- Intelligent (best educated market), hard-working (highest rate of labor force participation) and averse to traditional commitments of marriage and home ownership
- Urban denizens, partial to city life, high-rise apartments and uptown neighborhoods
- Prefer credit cards over debit cards, while **paying down student loans**
- Green and generous to environmental, cultural and political organizations
- Internet dependent, from social connections to shopping for fashion, tracking investments, making travel arrangements, and watching television and movies
- Adventurous and open to new experiences and places

#### Segments in this LifeMode

|                                       |                                  |                                 |
|---------------------------------------|----------------------------------|---------------------------------|
| <a href="#">3A Laptops and Lattes</a> | <a href="#">3B Metro Renters</a> | <a href="#">3C Trendsetters</a> |
|---------------------------------------|----------------------------------|---------------------------------|

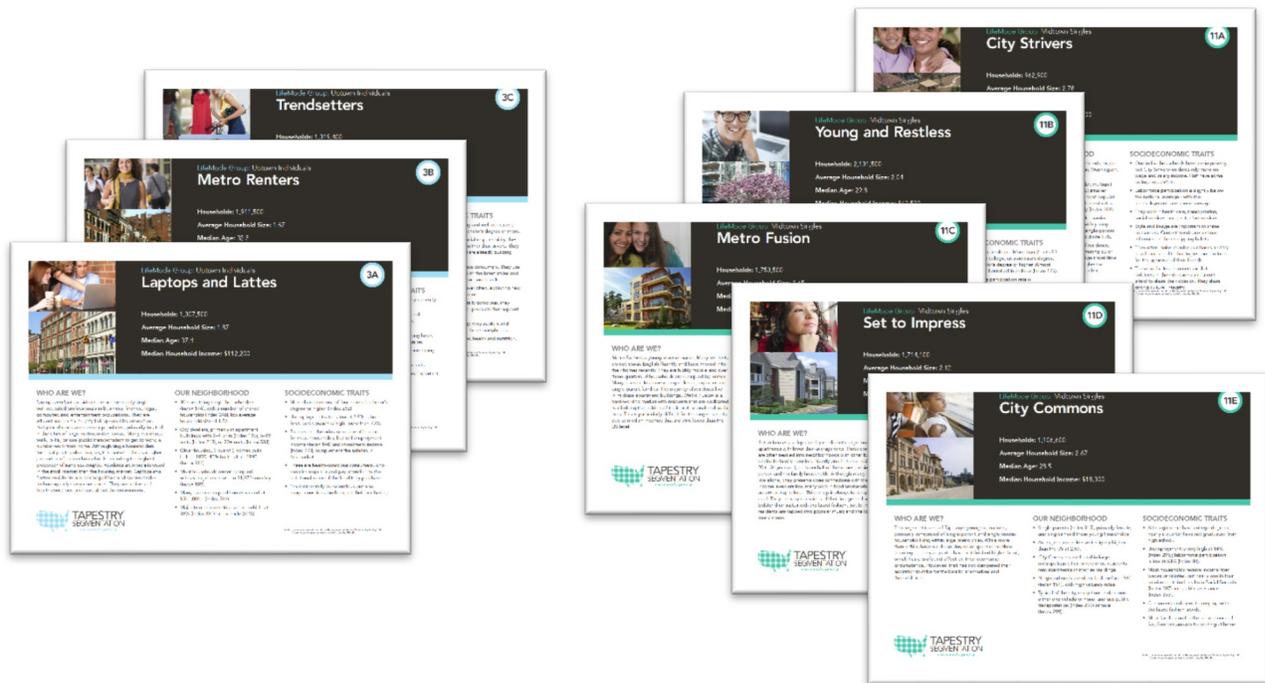
### LifeMode 11 Midtown Singles

- Millennials on the move—single, diverse, urban
- Millennials **seeking affordable rents in apartment buildings**
- Work in service and unskilled positions, usually close to home or public transportation
- Single parents depend on their paycheck to buy supplies for their very young children
- Midtown Singles embrace the Internet, for social networking and downloading content
- From music and movies to soaps and sports, radio and television fill their lives
- Brand savvy shoppers select budget friendly stores

#### Segments in this LifeMode

|                                    |                                        |                                  |
|------------------------------------|----------------------------------------|----------------------------------|
| <a href="#">11A City Strivers</a>  | <a href="#">11B Young and Restless</a> | <a href="#">11C Metro Fusion</a> |
| <a href="#">11D Set to Impress</a> |                                        | <a href="#">11E City Commons</a> |

6. Review each of the multi-page Tapestry Segments PDFs in the two LifeMode Groups. Identify which Tapestry Segment sounds like the best fit for our recent graduate by reviewing the details on each page.



7. Several of the Tapestry Segments PDFs tick one or two boxes of the desirable traits that our recent graduate has identified, but only one is identified on the map as a Top Tapestry Segment near the ZIP Code for Austin that was provided:



LifeMode Group: Uptown Individuals

## Metro Renters

Households: 1,911,500  
Average Household Size: 1.67  
Median Age: 32.5  
Median Household Income: \$67,000

**3B**

- A place in Austin
- Near other recent graduates
- Within walking or biking distance of work
- Reasonable rent

### WHO ARE WE?

Residents in this highly mobile and educated market live alone or with a roommate in older apartment buildings and condos located in the urban core of the city. This is one of the fastest growing segments; the popularity of urban life continues to increase for consumers in their late twenties and thirties. *Metro Renters* residents income is above the US average, but they spend a large portion of their wages on rent, clothes, and the latest technology. Computers and cell phones are an integral part of everyday life and are used interchangeably for news, entertainment, shopping, and social media. *Metro Renters* residents live close to their jobs and usually walk or take a taxi to get around the city.

### OUR NEIGHBORHOOD

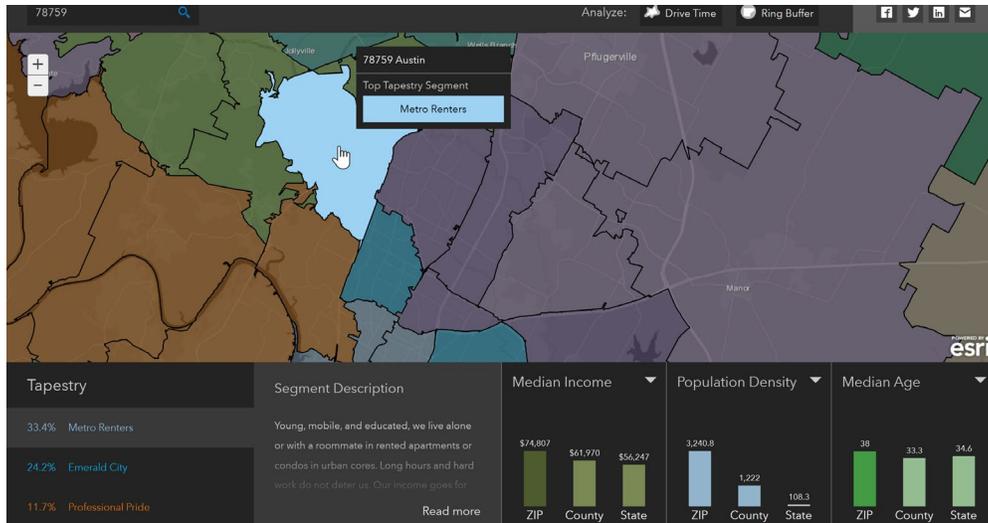
- Over half of all households are occupied by singles, resulting in the smallest average household size among the markets, 1.67.
- Neighborhoods feature 20+ unit apartment buildings, typically surrounded by offices and businesses.
- Renters occupy close to 80% of all households.
- Public transportation, taxis, walking, and biking are popular ways to navigate the city.

### SOCIOECONOMIC TRAITS

- Well-educated consumers, many currently enrolled in college.
- Very interested in the fine arts and strive to be sophisticated; value education and creativity.
- Willing to take risks and work long hours to get to the top of their profession.
- Become well informed before purchasing the newest technology.
- Prefer environmentally safe products.
- Socializing and social status very important.

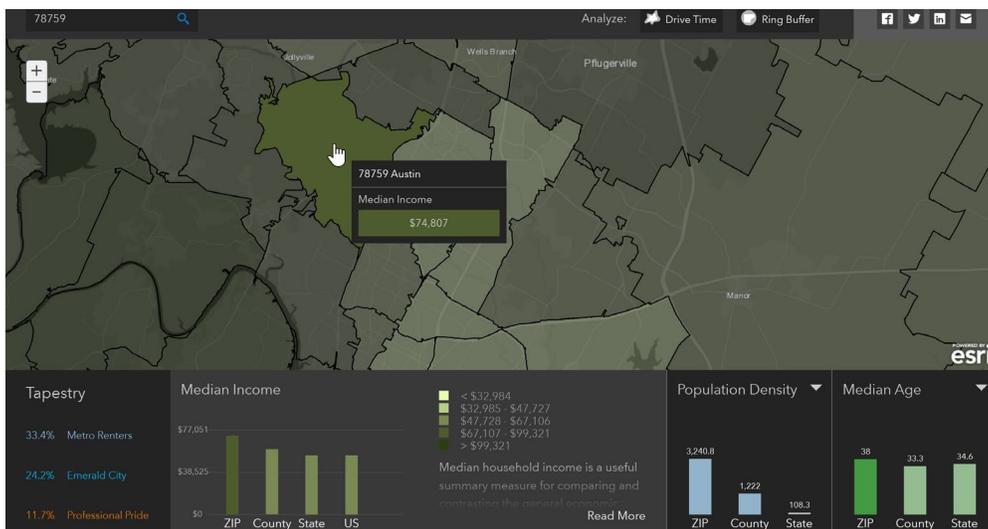
- Back on the ZIP Look Up Tool (the page with the map), use your cursor to hover over the other areas on the map and locate those areas where the Top Tapestry Segment is Metro Renters.

Click on the ZIP Code area 78759 Austin (see below). When you click on this area, notice that the charts will change to reflect the Median Income, Population Density, and Median Age for this area.



- Click on the Median Income chart.

The chart expands to show additional detail AND the colors on the map change to reflect the groupings for median income. This ZIP Code area has a higher Median Income than the surrounding county, state, or nation. Let's see if there is another ZIP Code area that is mostly Metro Renters, but has a lower median income.



10. Click the **Zoom-Out** button one time.

Near the label for *Austin* there are at least five additional ZIP Code areas where Metro Renters are the dominant tapestry segment.

Which Metro Renter ZIP Code area has the lowest Median Income? 78751



With more than 45% Metro Renters comprising the population of this ZIP Code, and a Median Income of \$39,882 this would be a good area for our recent graduate to consider searching for housing.

Tapestry Segment data also provides valuable information about the composition of residents in each ZIP Code, along with their product, service, and media preferences and favorite activities. Armed with this information, the graduate can make an informed decision about where she'd like to live.

Finally, the ZIP Lookup tool and Tapestry have been profiled in many local and national publications as well as several prominent websites. Among them were the following:

- The *Wall Street Journal* focused on how [ZIP Codes are good predictors of shopping habits.](#)
- *Time* magazine called Tapestry "[your postal code horoscope.](#)"
- TechTarget discussed how [Wendy's uses Tapestry to scout new restaurant locations.](#)