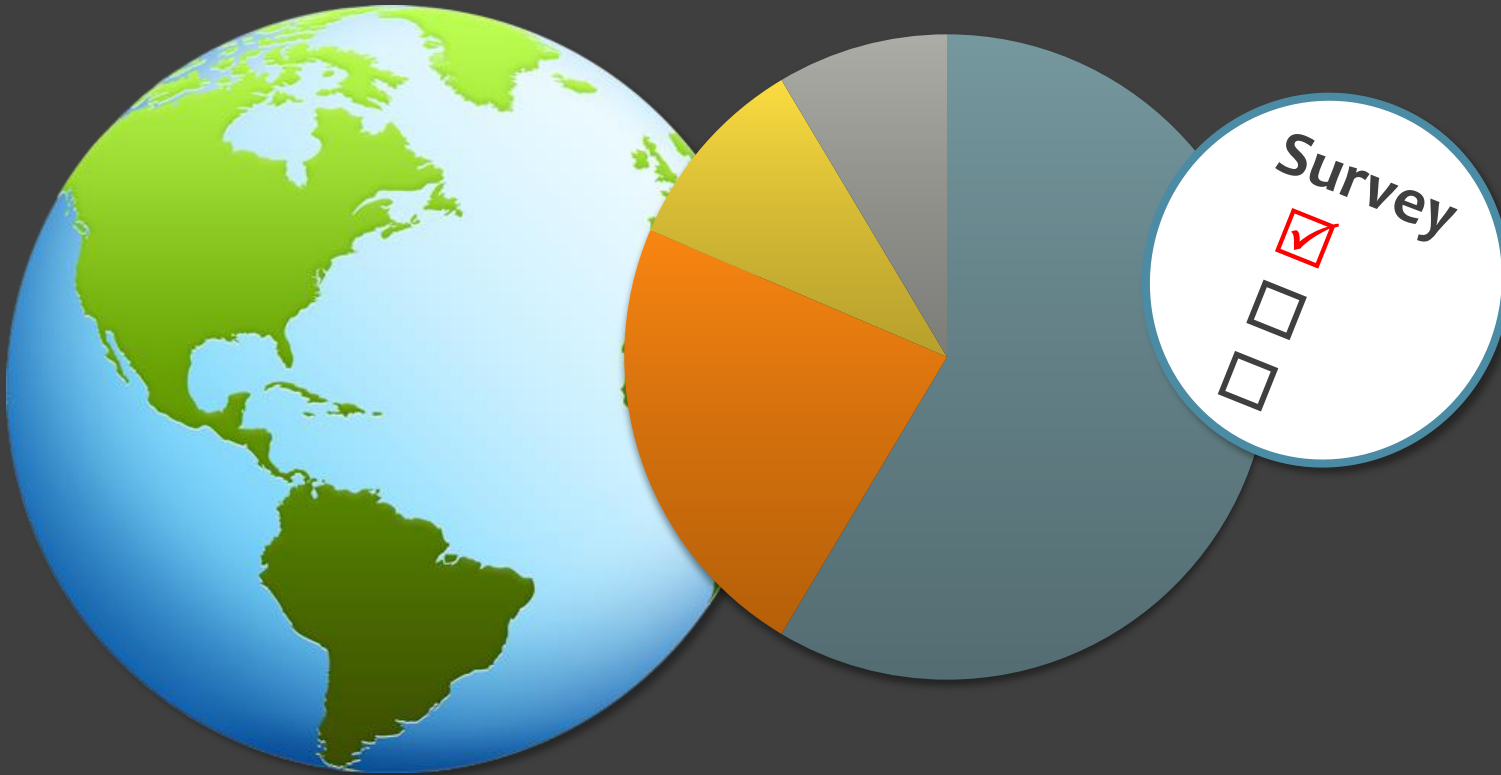


USING DATA FOR BUSINESS

*How Demographic and Psychographic Information Can
Help Your Business Grow*

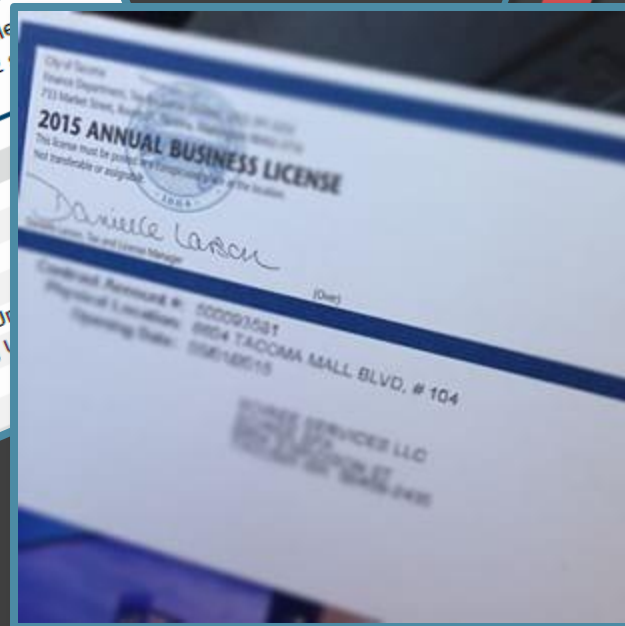
THREE TYPES OF DATA

1. *Generic, global, aggregated*
2. *Customized, specific*
3. *First hand, collected by you*



AGGREGATED

- US Census
- American Communities Survey
- Commute trip reduction programs
- Local licensing



CUSTOMIZED

- Map-based prepackaged reports
- Demographic reports include consumer information
- Psychographic reports take that information to another level of detail



LifeMode Group: Affluent Estates

Savvy Suburbanites

1D

Households: 3,543,000

Average Household Size: 2.83

Median Age: 44.1

Median Household Income: \$104,000

YOU ASK THE QUESTIONS

- *Survey targeted subjects to achieve measurable data*

Survey – Your customers are:

- 18 - 25
- 26 - 40
- 41 - 55

WHAT ARE PSYCHOGRAPHIC REPORTS?

WHO ARE WE?

Bright Young Professionals is a large market, primarily located in urban outskirts of large metropolitan areas. These communities are home to young, educated, working professionals. One out of three householders is under the age of 35. Slightly more renters than homeowners dominate this market, with more renters than homeowners live in single-family homes; over a third live in 5+ unit buildings. Labor force participation is high, generally white-collar work, with a mix of food service and part-time jobs (among the college students). Median household income, median home value, and average rent are close to the US values. Residents of this segment are physically active and up on the latest technology.



TAPESTRY
SEGMENTATION
esri.com/tapestry

- Loyalty programs
- Credit card data
- Independent survey results

- Socio-economic information
- Housing and neighborhood descriptions
- Buying preferences and behavior

WHO ARE WE?

Bright Young Professionals is a large market, primarily located in urban outskirts of large metropolitan areas. These communities are home to young, educated, working professionals. One out of three householders is under the age of 35. Slightly more diverse couples dominate this market, with more renters than homeowners. More than two-fifths of the households live in single-family homes; over a third live in 5+ unit buildings. Labor force participation is high, generally white-collar work, with a mix of food service and part-time jobs (among the college students). Median household income, median home value, and average rent are close to the US values. Residents of this segment are physically active and up on the latest technology.

OUR NEIGHBORHOOD

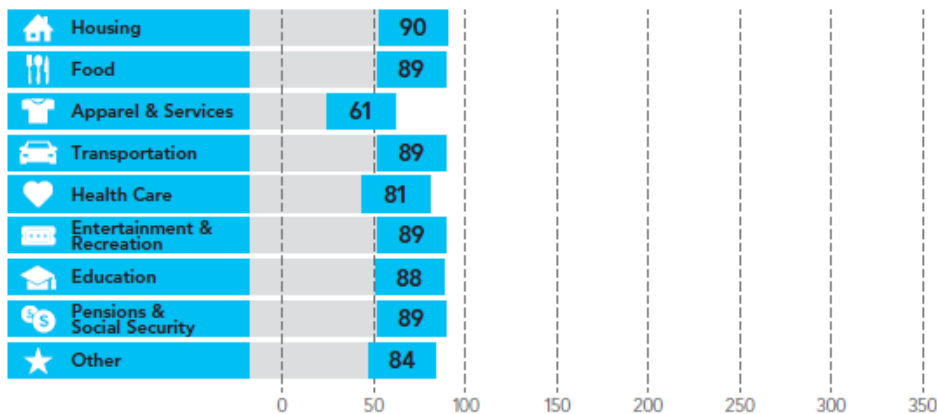
- Approximately 56% of the households rent; 44% own their homes.
- Household type is primarily couples, married (or unmarried), with above average concentrations of both single-parent (Index 125) and single-person (Index 115) households.
- Multiunit buildings or row housing make up 55% of the housing stock (row housing (Index 182), buildings with 5–19 units (Index 277)); 44% built 1980–99.
- Average rent is slightly higher than the US (Index 102).
- Lower vacancy rate is at 8.9%.

SOCIOECONOMIC TRAITS

- Education completed: 36% with some college or an associate's degree, 30% with a bachelor's degree or higher. Education in progress is 10% (Index 127).
- Unemployment rate is lower at 7.1%, and labor force participation rate of 73% is higher than the US rate.
- These consumers are up on the latest technology.
- They get most of their information from the Internet.
- Concern about the environment, impacts their purchasing decisions.

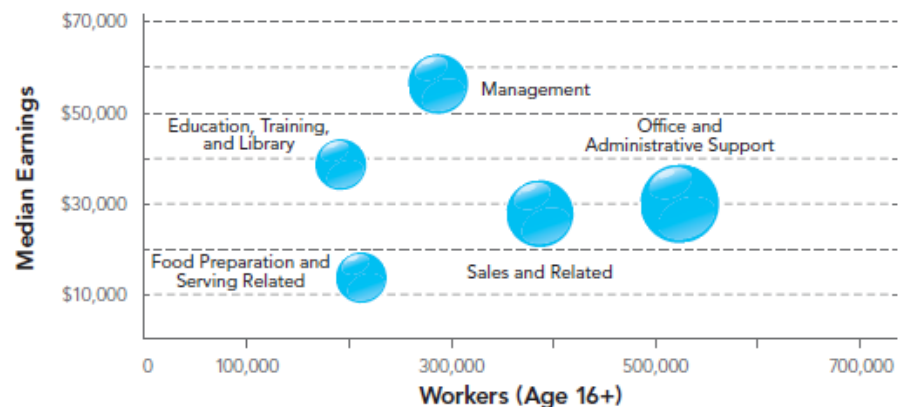
AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.



HOW TO USE PSYCHOGRAPHIC REPORTS

- *Find out where and who your customers are by knowing what they buy and how they live*



Tapestry Segmentation Area Profile

Polygon 2

Area: 0.71 square miles

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2015 Households	
		Percent	Cumulative Percent
1	Front Porches (8E)	27.3%	27.3%
2	Social Security Set (9F)	26.7%	54.0%
3	Set to Impress (11D)	19.6%	73.6%
4	City Commons (11E)	15.8%	89.4%
5	Hardscrabble Road (8G)	7.8%	97.2%
	Subtotal	97.2%	
6	Metro Renters (3B)	2.7%	99.9%
	Subtotal	2.7%	

MAILING LISTS

- *Consumers*
- *Business to business*
- *Filters*
- *Locators*
 - *Zips*
 - *Census blocks*
 - *City*
 - *County*

QUESTIONS?

My business cards are on the sign-in table!