



Community™ Tapestry™

The Fabric of America's Neighborhoods



Industrious Urban Fringe



Connoisseurs



The Elders

The Community™ Tapestry™ segmentation system from ESRI provides an accurate, detailed description of America's neighborhoods. Using proven segmentation methodology introduced more than 30 years ago, Community Tapestry classifies U.S. neighborhoods based on their socioeconomic and demographic composition.

- 65 segments
- 12 LifeMode summary groups
- 11 Urbanization summary groups

Use Community Tapestry to

Profile customers

Reveal untapped markets

Target direct mail

Analyze sites

Evaluate store performance

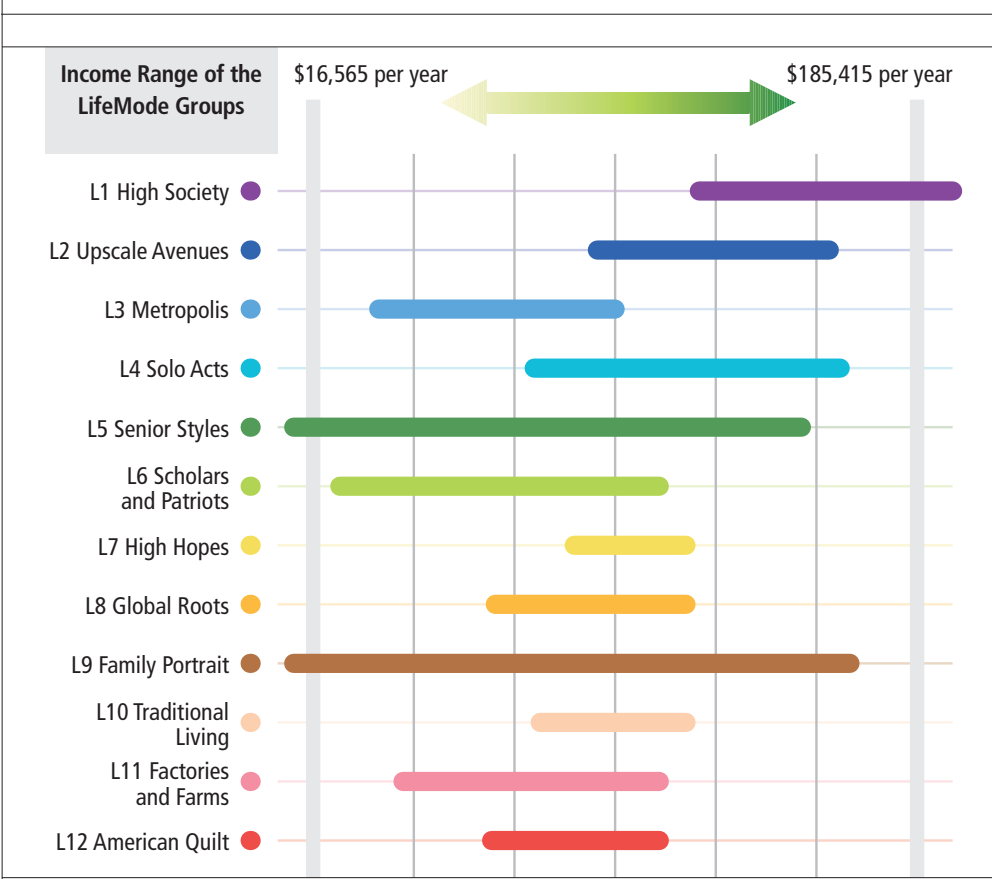
Community Tapestry™


The fabric of America's neighborhoods

| LifeMode Summary Groups | Urbanization Summary Groups |
|--|---|
| L1 High Society: Affluent, well-educated, married-couple homeowners | U1 Principal Urban Centers I: Affluent populations in metro of 2.5 million+ people |
| L2 Upscale Avenues: Prosperous, married-couple homeowners in different housing | U2 Principal Urban Centers II: Recently arrived diverse population in gateway cities |
| L3 Metropolis: City dwellers in older homes reflecting the diversity of urban culture | U3 Metro Cities I: Upscale city life with suburban benefits |
| L4 Solo Acts: Urban young singles on the move | U4 Metro Cities II: Densely populated transition neighborhoods in larger cities |
| L5 Senior Styles: Senior lifestyles by income, age, and housing type | U5 Urban Outskirts I: Close to city amenities with suburban affordability |
| L6 Scholars and Patriots: College, military environments | U6 Urban Outskirts II: Older homes, younger populations in suburban proximity to city life |
| L7 High Hopes: Young households striving for the "American Dream" | U7 Suburban Periphery I: Married-couple families in lower density, suburban expansion |
| L8 Global Roots: Ethnic and culturally diverse families | U8 Suburban Periphery II: Older homes on the urban fringe of metro areas |
| L9 Family Portrait: Youth, family life, and children | U9 Small Towns: Affordable, close-knit, settled neighborhoods away from urban areas |
| L10 Traditional Living: Middle-aged, middle income—Middle America | U10 Rural I: Small towns and villages of married-couple families |
| L11 Factories and Farms: Hardworking families in small communities, settled near jobs | U11 Rural II: Low-population density in rural farm areas, small settlements |
| L12 American Quilt: Households in small towns and rural areas | |

| Urbanization Levels of the Urbanization Groups | |
|--|-------|
| U1: Principal Urban Centers I | Urban |
| U2: Principal Urban Centers II | |
| U3: Metro Cities I | |
| U4: Metro Cities II | |
| U5: Urban Outskirts I | |
| U6: Urban Outskirts II | |
| U7: Suburban Periphery I | Rural |
| U8: Suburban Periphery II | |
| U9: Small Towns | |
| U10: Rural I | |
| U11: Rural II | |

The "I" or "II" after each Urbanization group name denotes the relative affluence within the group, with I being more affluent than II.



| Definitions in the segment descriptions: | Segment Legend | Segment Number and Name |
|---|--|---|
| Affluence is high to low Household (HH) types: Family and nonfamily <ul style="list-style-type: none">Family: MC—Married couplesFamily: Married couples with childrenFamily: Single parentNonfamily: SinglesNonfamily: Shared Mixed Households: A combination of family and nonfamily households. Family Mix: People who are related in the household such as married couples, married couples with children, and single parents. | The icon background color illustrates the LifeMode Summary Group . The text background color illustrates the Urbanization Summary Group . | <div>Segment Illustration</div> <div>LifeMode Group</div> <div>Urbanization Group</div> <div>HH Type</div> <div>Median Age</div> <div>Income</div> <div>Employment</div> <div>Education</div> <div>Residential</div> <div>Race/Ethnicity</div> <div>Activity</div> <div>Financial</div> <div>Activity</div> <div>Media</div> <div>Vehicle</div> |
|  | | |
| For more information about Community Tapestry <ul style="list-style-type: none">Call 1-800-292-2224.Visit the Web site at www.esri.com/tapestry.Send an e-mail to info@esri.com. Sources: ESRI • Medianmark Research Inc., Doublebase 2005 | | |

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|---|---|--|--|---|--|--|--|---|---|---|--|--|---|--|---|---|
| 01 Top Rung L1 High Society U3 Metro Cities I Married-Couple Families 41.9 High Prof/Mgmt Bach/Grad Degree Single Family White Participate in public/civic activities Own stock worth \$75,000+ Vacation overseas Listen to classical, all-news, public radio Purchased new imported car | 02 Suburban Splendor L1 High Society U7 Suburban Periphery I Married-Couple Families 41.2 High Prof/Mgmt Bach/Grad Degree Single Family White Gardening Have home equity line of credit Stay at Hilton hotels Listen to all-news radio Own/Lease minivan | 03 Connoisseurs L1 High Society U3 Metro Cities I Married-Couple Families 46.9 High Prof/Mgmt Bach/Grad Degree Single Family White Do volunteer work Own stock worth \$75,000+ Shop at Nordstrom Listen to public, classical radio Own/Lease luxury car | 04 Boomburbs L1 High Society U5 Urban Outskirts I Married-Couple w/Kids 33.8 High Prof/Mgmt Some College; Bach/Grad Single Family White Play golf Own common/pref. stock in employer's company Visit Disney World (FL) Read airline magazines Own/Lease full-size SUV | 05 Wealthy Seaboard Suburbs L1 High Society U7 Suburban Periphery I Married-Couple Families 38.3 Upper Middle Prof/Mgmt Some College; Bach/Grad Single Family White Shop at Macy's Use Fidelity brokerage firm Use service for property/garden maintenance Listen to all-news radio Vacation domestically and overseas | 06 Sophisticated Squires L1 High Society U7 Suburban Periphery I Married-Couple Families 38.3 Upper Middle Prof/Mgmt Some College; Bach/Grad Single Family White Home improvement Hold large life insurance policies Landscaping Listen to soft, adult contemporary radio Own 3+ vehicles | 07 Exurbanites L1 High Society U7 Suburban Periphery I Married-Couple Families 44.6 Upper Middle Prof/Mgmt Some College; Bach/Grad Single Family White Enjoy photography Consult financial planner Boating/Hiking Listen to public radio Own/Lease luxury car | 08 Laptops and Lattes L4 Solo Acts U1 Principal Urban Centers I Singles; Shared 38.4 Upper Middle Prof/Mgmt Bach/Grad Degree Multiunit Rentals White Own an iPod Trade stocks/bonds/funds online Shop at Banana Republic Watch Independent Film Channel Leased last vehicle | 09 Urban Chic L2 Upscale Avenues U3 Metro Cities I Mixed 41.6 Upper Middle Prof/Mgmt Bach/Grad Degree Single Family White Order from Amazon.com Own shares in mutual fund (bonds) Buy natural, organic foods Listen to all-news, all-talk radio Bought a new vehicle | 10 Pleasant-Ville L2 Upscale Avenues U3 Metro Cities I Married-Couple Families 39.7 Upper Middle Prof/Mgmt Some College; Bach/Grad Single Family White Attend baseball games Own shares in mutual fund (bonds) Shop at Costco Listen to all-news radio Own/Lease Honda | 11 Pacific Heights L2 Upscale Avenues U1 Principal Urban Centers I Married-Couple Families 38.9 Upper Middle Prof/Mgmt/Svc Some College; Bach/Grad Single Family; Townhome Asian; White; 2+ Races; Pac. Isl.; Hispanic Own Apple PC Use stock rating service Shop at Macy's Listen to all-news radio Own/Lease Honda | 12 Up and Coming Families L9 Family Portrait U7 Suburban Periphery I Married-Couples w/Kids 32.0 Upper Middle Prof/Mgmt Some College; Bach Degree Single Family White Eat at Chick-fil-A Have student loan Visit zoo Listen to soft, adult contemporary radio Own/Lease SUV | 13 In Style L2 Upscale Avenues U7 Suburban Periphery I Mixed 40.2 Upper Middle Prof/Mgmt Some College; Bach/Grad Single Family; Townhome White Vacation at beach Track investments online Make purchases online Listen to news/talk radio Own/Lease minivan | 14 Prosperous Empty Nesters L5 Senior Styles U7 Suburban Periphery I Married-Couples w/No Kids 48.5 Upper Middle Prof/Mgmt Some College; Bach/Grad Single Family White Play golf Consult financial planner Furniture refinishing Read 2+ daily newspapers Own/Lease luxury car | 15 Silver and Gold L5 Senior Styles U7 Suburban Periphery I Married-Couples w/No Kids 59.3 Upper Middle Retired/Prof/Mgmt Some College; Bach/Grad Single Family/Seasonal White Go boating and fishing Own stock worth \$75,000+ Join civic clubs Watch Golf Channel Spent \$20K-\$30K on last vehicle | 16 Enterprising Professionals L2 Upscale Avenues U3 Metro Cities I Mixed 32.4 Upper Middle Prof/Mgmt Some College; Bach/Grad Multiunits; Townhome White; Asian Practice yoga Trade stocks/bonds/funds online Shop online Read computer magazines Own/Lease Honda | 17 Green Acres L2 Upscale Avenues U10 Rural I Married-Couple Families 40.6 Upper Middle Prof/Mgmt/Skilled Some College Single Family White DIY home improvement; woodworking Have home equity credit line Do mountain bicycling Watch alpine skiing/jumping Own/Lease full-size pickup truck |
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| 18 Cozy and Comfortable L2 Upscale Avenues U8 Suburban Periphery II Married-Couple Families 41.9 Upper Middle Prof/Mgmt Some College Single Family White Dine out often at family restaurants Use financial planner Play softball Watch or listen to ice hockey games Own/Lease minivan | 19 Milk and Cookies L9 Family Portrait U3 Metro Cities I Married-Couples w/Kids 34.2 Middle Prof/Mgmt/Skilled Some College Single Family White Frequent fast-food/drive-in restaurants Contribute to 401(k) retirement plan Buy children's toys/games Watch pay-per-view sports events Own/Lease pickup truck | 20 City Lights L3 Metropolis U1 Principal Urban Centers I Mixed 34.2 Middle Prof/Mgmt/Svc Some College; Bach/Grad Multiunits White; Asian; Hispanic Gamble in Atlantic City Carry renter's insurance Attend adult education classes Listen to all-news radio Own/Lease Nissan | 21 Urban Villages L9 Family Portrait U1 Principal Urban Centers I Family Mix 30.4 Middle Skilled/Prof/Mgmt/Svc No HS Diploma; HS; Some Coll Single Family White; Hispanic; Asian Visit Disneyland (CA) Own American Express card Play soccer/watch soccer on TV Listen to Hispanic radio Own/Lease Toyota | 22 Metropolitans L3 Metropolis U3 Metro Cities I Singles; Shared 37.6 Middle Prof/Mgmt Some College; Bach/Grad Single Family; Multiunits White Visit zoo; museum Invest heavily in IRAs savings account Go roller-blading Listen to classical, news/talk radio Own/Lease station wagon | 23 Trendsetters L4 Solo Acts U1 Principal Urban Centers I Singles; Shared 35.3 Middle Prof/Mgmt Some College; Bach/Grad Single Family; Multiunits White; Asian; Hispanic Practice snorkeling, yoga Invest heavily in stocks Own latest electronics—MP3s, plasma TVs Watch Access Hollywood on TV Own/Lease Toyota | 24 Main Street, USA L10 Traditional Living U5 Urban Outskirts I Mixed 36.7 Middle Prof/Mgmt/Skilled/Svc Some College Single Family; Multiunits White Participate in local civic issues Own insured money market account Go bowling Watch Court TV on TV Own/Lease compact car | 25 Salt of the Earth L11 Factories and Farms U10 Rural I Married-Couple Families 41.3 Middle Skilled/Prof/Mgmt HS Grad; Some College Single Family White Gardening, outdoor projects Own savings bonds Own pet dogs or cats Watch CMT Own/Lease motorcycle | 26 Midland Crowd L12 American Quilt U10 Rural I Married-Couple Families 36.9 Middle Skilled/Prof/Mgmt HS Grad; Some College Single Family; Mobile Home White Own pets Have personal line of credit Hunting, woodworking Read hunting/fishing magazines Own/Lease full-size pickup | 27 Metro Renters L4 Solo Acts U1 Principal Urban Centers I Singles; Shared 35.3 Middle Prof/Mgmt Bach/Grad Degree Multiunit Rentals White; Asian Travel by plane frequently Have renter's insurance Surf Internet/Shop online Rent foreign/classic films on DVD Rent car from Avis | 28 Aspiring Young Families L7 High Hopes U4 Metro Cities II Family Mix 30.5 Middle Prof/Mgmt/Svc Some College; Bach Degree Multiunits; Townhome White; Black Visit theme parks Carry life insurance policies Attend pro football games Watch dramas/horror films on DVD Own/Lease Dodge | 29 Rustbelt Retirees L5 Senior Styles U8 Suburban Periphery II MC w/No Kids; Singles 44.6 Middle Prof/Mgmt/Skilled/Svc HS Grad; Some College Single Family White DIY home improvement Own shares in tax-exempt funds Belong to fraternal orders, unions, etc. Watch QVC Own/Lease Buick | 30 Retirement Communities L5 Senior Styles U4 Metro Cities II Singles 51.4 Middle Prof/Mgmt Some College; Bach/Grad Multiunits White Travel Own shares in tax-exempt funds Do indoor gardening/plant care Watch Inside Edition Own/Lease domestic vehicle | 31 Rural Resort Dwellers L12 American Quilt U10 Rural I Married-Couples w/No Kids 46.9 Middle Prof/Mgmt/Skilled/Svc Some College Single Family; Mobile Home/Seasonal White Boating and fishing Own stock worth \$75,000+ Attend NASCAR races Watch rodeos, tractor pulls Own/Lease compact pickup | 32 Rustbelt Traditions L10 Traditional Living U5 Urban Outskirts I Mixed 44.6 Middle Skilled/Prof/Mgmt/Svc HS Grad; Some College Single Family White Hunting and shooting Use credit union Belong to veterans' groups Watch cable TV Own/Lease Pontiac | 33 Midlife Junction L10 Traditional Living U8 Suburban Periphery II Mixed 41.1 Middle Prof/Mgmt/Svc Some College Single Family; Multiunits White Fishing, softball Own CD (6 months or less) Attend country music concerts Watch classic movies on DVD Own/Lease Buick | 34 Family Foundations L10 Traditional Living U4 Metro Cities II Family Mix 39.1 Middle Prof/Mgmt/Svc No HS Diploma; HS; Some Coll Single Family Black Belong to church, school boards; clubs Have mortgage insurance Play basketball Listen to gospel radio Own Oldsmobile |
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| 35 International Marketplace L8 Global Roots U4 Metro Cities I Family Mix 30.3 Middle Prof/Mgmt/Skilled/Svc No HS Diploma; HS Grad Multiunit Rentals White; Asian; 2+ Races; Hisp. Travel abroad to visit family Own CD longer than 6 months Go to the movies Listen to Hispanic/variety radio Own/Lease Toyota | 36 Old and Newcomers L4 Solo Acts U4 Metro Cities II Singles; Shared 37.0 Middle Prof/Mgmt/Svc Some College; Bach/Grad Multiunit Rentals White Multimedia software and books Own shares in mutual fund (bonds) Play golf and racquetball Listen to classic hits radio Own/Lease compact car | 37 Prairie Living L11 Factories and Farms U11 Rural II Married-Couple Families 41.2 Middle Skilled/Farming HS Grad; Some College Single Family White Shop at Wal-Mart Own CD longer than 6 months Hunting; horseback riding Listen to country music Own/Lease 4-wheel drive vehicle | 38 Industrious Urban Fringe L8 Global Roots U6 Urban Outskirts I Family Mix 37.0 Middle Skilled/Services No HS Diploma; HS Grad Single Family White; Hispanic Attend movies once a week or more Own Discover card Buy children's apparel, video games Listen to Hispanic radio Own/Lease Chevrolet | 39 Young and Restless L4 Solo Acts U4 Metro Cities II Singles; Shared 37.0 Middle Prof/Mgmt Some College; Bach/Grad Multiunit Rentals White; Black Surf Internet/Make purchases online Have personal education loan Go to the movies Watch Oxygen, BET Own/Lease Honda | 40 Military Proximity L6 Scholars and Patriots U8 Suburban Periphery II Married-Couples w/Kids 22.5 Middle Armed Forces Some College Townhome; Multiunit Rentals White; Black Play basketball, bowl Trade stocks/bonds/funds online Visit Universal Studios (FL) Watch CBS Evening News Own/Lease SUV | 41 Crossroads L12 American Quilt U9 Small Towns Family Mix 37.5 Lower Middle Skilled/Services No HS Diploma; HS Grad Mobile Home White Buy children's apparel, video games Use stock rating service Hunting, fishing Watch CMT Own/Lease truck | 42 Southern Satellites L11 Factories and Farms U11 Rural II Married-Couple Families 37.5 Lower Middle Skilled/Services No HS Diploma; HS Grad Single Family; Mobile Home White Attend NASCAR races Use full-service bank Hunting, fishing Watch CMT Own/Lease truck | 43 The Elders L5 Senior Styles U8 Suburban Periphery II MC w/No Kids; Singles 41.9 Lower Middle Retired/Prof/Mgmt/Svc Some College Mixed/Seasonal White Politically active Own annuities Reading, crossword puzzles Watch Golf Channel, QVC Own/Lease Mercury/Buick | 44 Urban Melting Pot L8 Global Roots U1 Principal Urban Centers I Mixed 32.0 Lower Middle Prof/Mgmt/Svc No HS Diploma; HS Grad Multiunit Rentals White; Asian; 2+ Races; Hisp. Roller-blade, play soccer Own American Express card Go to the beach Listen to all-news radio Leased last vehicle | 45 City Strivers L3 Metropolis U2 Principal Urban Centers II Family Mix 37.5 Lower Middle Prof/Mgmt/Svc No HS Diploma; HS Grad Multiunit Rentals Black Play tennis, basketball Have personal education loan Go dancing, attend dance performances Watch syndicated TV Leased last vehicle | 46 Rooted Rural L12 American Quilt U11 Rural II Married-Couple Families 41.9 Lower Middle Skilled/Prof/Mgmt/Svc No HS Diploma; HS Grad Single Family; Mobile Home White Flower and vegetable gardening Own CD longer than 6 months Hunting, boating, and fishing Watch rodeos, tractor pulls Own/Lease Dodge | 47 Las Casas L8 Global Roots U2 Principal Urban Centers II Family Mix 35.9 Lower Middle Skilled/Services No HS Diploma Mixed White; Hispanic Buy children's products Use federal savings bank Play soccer and attend soccer games Listen to Hispanic radio Purchased last vehicle with cash | 48 Great Expectations L7 High Hopes U5 Urban Outskirts I Mixed 33.2 Lower Middle Prof/Mgmt/Skilled/Svc HS Grad; Some College Single Family; Multiunits White Order from catalogs Have personal education loan Listen to rock radio format Watch cable and syndicated TV Own/Lease Mercury | 49 Senior Sun Seekers L5 Senior Styles U9 Small Towns MC w/No Kids; Singles 51.9 Lower Middle Retired/Prof/Mgmt/Skilled/Svc HS Grad; Some College Single Family; Mobile Home/Seasonal White Domestic travel, dining out Own annuities Play baggammon, cards Watch game shows Own/Lease Buick | 50 Heartland Communities L5 Senior Styles U9 Small Towns Mixed 41.7 Lower Middle Skilled/Prof/Mgmt/Svc No HS Diploma; HS Grad Single Family White Member of veterans' club Own shares in tax exempt fund Play bingo Listen to auto racing on radio Own/Lease Pontiac | 51 Metro City Edge L3 Metropolis U6 Urban Outskirts II Family Mix 29.5 Lower Middle Svc/Skilled/Prof/Mgmt No HS Diploma; HS Grad Single Family; Duplex Black; White; Amer. Indian Buy baby products; toys Have personal education loan Buy designer jeans, dress boots Watch BET Own/Lease Pontiac |
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| 52 Inner City Tenants L8 Global Roots U4 Metro Cities II Mixed 27.9 Lower Middle Svc/Prof/Mgmt/Skilled No HS Diploma; HS; Some Coll Multiunit Rentals White; Black; Hispanic Play football, basketball Have second mortgage equity loan Go dancing Watch syndicated and cable TV Own/Lease Nissan | 53 Home Town L11 Factories and Farms U8 Suburban Periphery II Mixed 33.9 Lower Middle Skilled/Services No HS Diploma; HS Grad Single Family White Play baseball, fish Own CD (6 months or less) Play video games Watch syndicated TV Own Oldsmobile | 54 Urban Rows L3 Metropolis U2 Principal Urban Centers II Family Mix 33.4 Lower Middle Svc/Prof/Mgmt No HS Diploma; HS Grad Row House Black; White Play baseball Have second mortgage equity loan Purchase DVDs Watch syndicated TV Use public transportation | 55 College Towns L6 Scholars and Patriots U6 Urban Outskirts I Singles; Shared 24.4 Lower Middle Students/Prof/Mgmt/Svc Some College; Bach/Grad Multiunit Rentals White Participate in environmental group Have personal education loan Attend college sports events, go to bars Watch MTV, Comedy Central Own/Lease compact car | 56 Rural Bypasses L11 Factories and Farms U11 Rural II Family Mix 37.8 Lower Middle Retired/Skilled/Svc No HS Diploma; HS Grad Single Family; Mobile Home White; Black Own dogs Own CD (6 months or less) Go hunting Read fishing/hunting magazines Own/Lease full-size pickup | 57 Simple Living L5 Senior Styles U6 Urban Outskirts II Singles 40.5 Lower Middle Prof/Mgmt/Skilled/Svc No HS Diploma; HS Grad Multiunits; Single Family White Own cats Have personal education loan Go dancing Watch syndicated TV Own/Lease Buick | 58 NeWest Residents L8 Global Roots U2 Principal Urban Centers II Family Mix 25.5 Lower Middle Skilled/Services No HS Diploma Multiunit Rentals White; Hispanic Buy children's apparel Use stock rating service Play soccer Listen to Hispanic radio Own/Lease Nissan | 59 Southwestern Families L9 Family Portrait U4 Metro Outskirts II Family Mix 28.6 Lower Middle Retired/Skilled/Services No HS Diploma Single Family White; Amer. Indian; Hispanic Buy children's apparel, toys, and games Have new car loan Go fishing (salt water) Listen to Hispanic radio Own/Lease minivan | 60 City Dimensions L8 Global Roots U4 Metro Cities II Mixed 29.2 Lower Middle Skilled/Services No HS Diploma; HS Grad High-Rise Rentals White; Black; Hispanic Buy video games, tapes Have personal education loan Go roller-skating; go to movies Watch BET, MTV2, Game Show Network Own/Lease Ford | 61 High Rise Renters L8 Global Roots U2 Principal Urban Centers II Other Family HHs; Singles 29.9 Lower Middle Svc/Not in Labor Force No HS Diploma; HS Grad High-Rise Rentals Black; White; 2+ Races; Hisp. Gamble in Atlantic City Use savings and loan Attend ball games Watch daytime TV, sitcoms Use public transportation | 62 Modest Income Homes L3 Metropolis U6 Urban Outskirts II Other Family HHs; Singles 35.8 Low Svc/Skilled/Not in LABF No HS Diploma; HS Grad Single Family; Duplex Black Eat at fast-food/drive-in restaurants Own American Express card Listen to urban and gospel radio Watch cable and syndicated TV Own/Lease domestic sedan | 63 Dorms to Diplomas L6 Scholars and Patriots U4 Metro Cities II Shared; Singles 21.8 Low Students/Prof/Mgmt/Svc Some College; Bach/Grad Multiunit Rentals White; Asian Participate in a variety of sports—swimming, jogging, tennis Have personal education loan Attend rock music concerts Watch VH1 Own/Lease convertible | 64 City Commons L9 Family Portrait U2 Principal Urban Centers II Single-Parent Fams; Singles 24.6 Low Services No HS Diploma; HS Grad Multiunit Rentals Black Buy baby/children's products Bank online Own 3+ cell phones Listen to urban and gospel radio Own/Lease Mercury | 65 Social Security Set L5 Senior Styles U2 Principal Urban Centers II Singles 45.6 Low Retired/Prof/Mgmt/Svc No HS Diploma; HS Grad High-Rise Rentals White; Black Member of church board, fraternal order, veterans' club Own stock worth less than \$75,000 Attend movies once a week or more Watch game shows Own/Lease Buick | 66 Unclassified Unclassified neighborhoods include unpopulated areas such as parks, golf courses, open space, or other types of undeveloped land. Institutional group quarters, such as prisons, juvenile detention homes, and mental hospitals, or any area with insufficient data for classification also fall into this category. |
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| Color Key | |
|-------------------------------|--------------------------------------|
| LifeMode Group (top color) | Urbanization Group (bottom color) |
| L1 High Society | U1 Principal Urban Centers I |
| L2 Upscale Avenues | U2 Principal Urban Centers II |
| L3 Metropolis | U3 Metro Cities I |
| L4 Solo Acts | U4 Metro Cities II |
| L5 Senior Styles | U5 Urban Outskirts I |
| L6 Scholars and Patriots | U6 Urban Outskirts II |
| L7 High Hopes | U7 Suburban Periphery I |
| L8 Global Roots | U8 Suburban Periphery II |
| L9 Family Portrait | U9 Small Towns |
| L10 Traditional Living | U10 Rural I |
| L11 Factories and Farms | U11 Rural II |
| L12 American Quilt | |



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For more than 35 years, ESRI has been helping people make better decisions through management and analysis of geographic information. A full-service GIS company, ESRI offers a framework for implementing GIS technology and business logic in any organization from personal GIS on the desktop to enterprise-wide GIS servers (including the Web) and mobile devices. ESRI GIS solutions are flexible and can be customized to meet the needs of our users.

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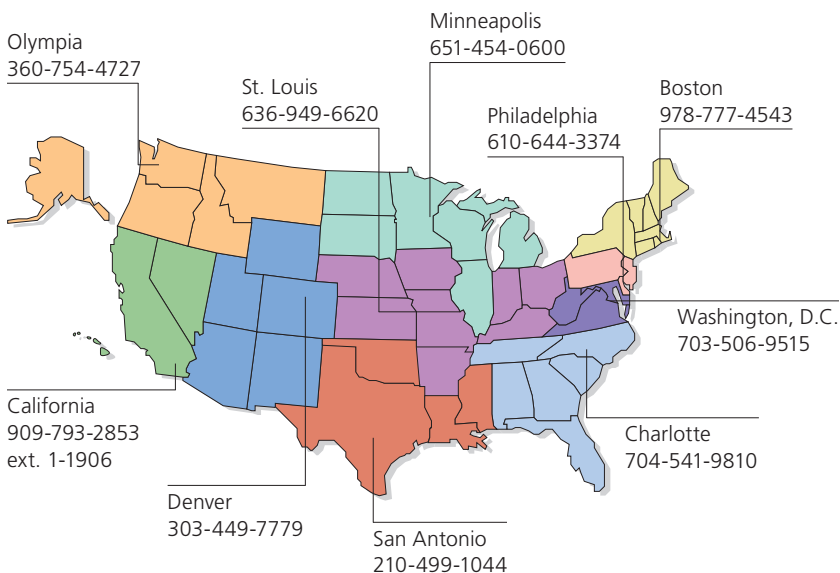
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