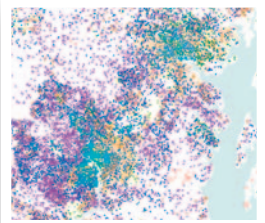


Tapestry™ Segmentation

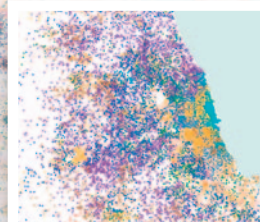
The Fabric of America's Neighborhoods



Seattle



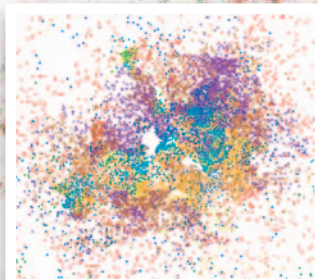
Los Angeles



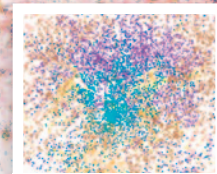
Chicago



New York City



Dallas



Atlanta



Miami

- High Society
- Upscale Avenues
- Metropolis
- Solo Acts
- Senior Styles
- Scholars and Patriots
- High Hopes
- Global Roots
- Family Portrait
- Traditional Living
- Factories and Farms
- American Quilt

Esri's Tapestry Segmentation divides U.S. residential areas into 65 distinctive segments based on socioeconomic and demographic characteristics to provide an accurate, detailed description of U.S. neighborhoods.



Tapestry Segmentation

The fabric of America's neighborhoods

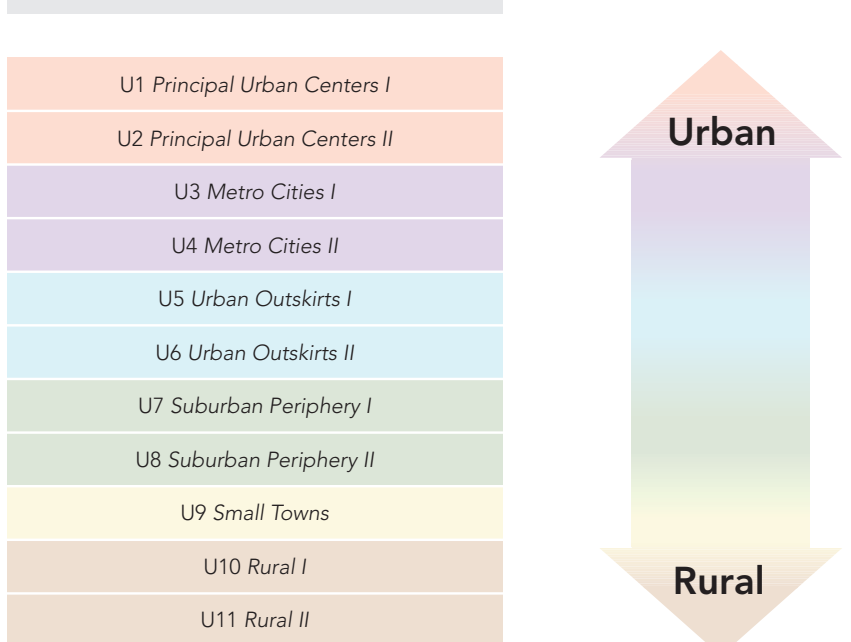
LifeMode Summary Groups

- L1 High Society:** Affluent, well-educated, married-couple homeowners
- L2 Upscale Avenues:** Prosperous, married-couple homeowners in different housing
- L3 Metropolis:** City dwellers in older homes reflecting the diversity of urban culture
- L4 Solo Acts:** Urban young singles on the move
- L5 Senior Styles:** Senior lifestyles by income, age, and housing type
- L6 Scholars and Patriots:** College, military environments
- L7 High Hopes:** Young households striving for the "American Dream"
- L8 Global Roots:** Ethnic and culturally diverse families
- L9 Family Portrait:** Youth, family life, and children
- L10 Traditional Living:** Middle-aged, middle income—Middle America
- L11 Factories and Farms:** Hardworking families in small communities, settled near jobs
- L12 American Quilt:** Households in Small Towns and rural areas

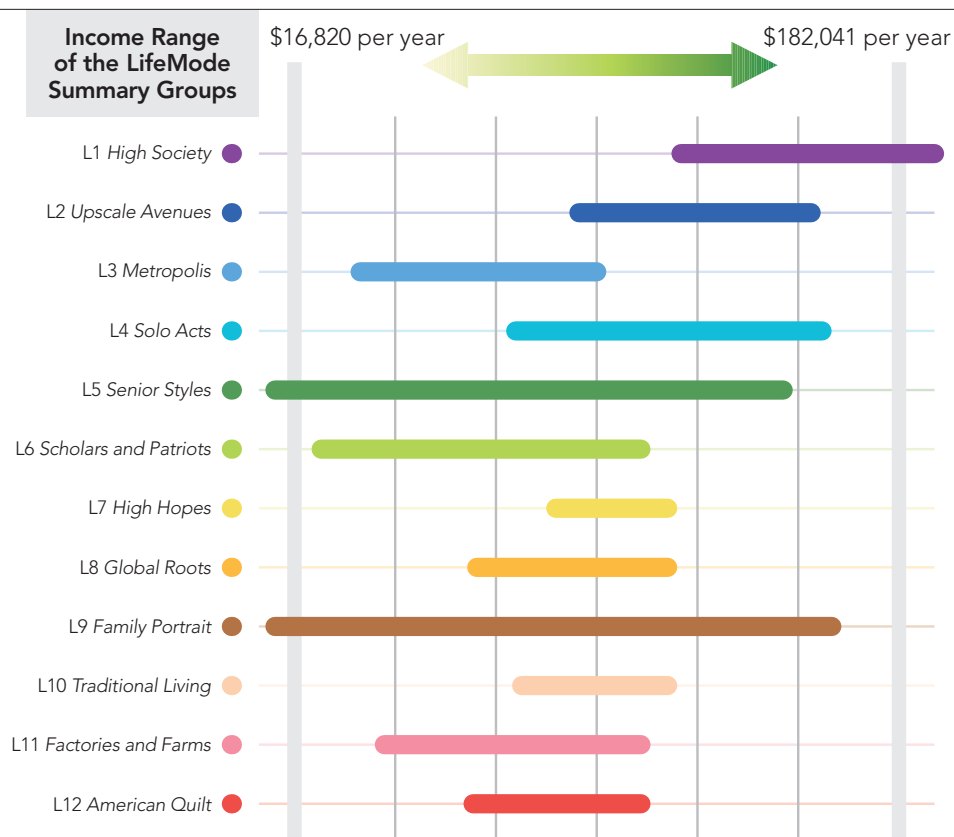
Urbanization Summary Groups

- U1 Principal Urban Centers I:** Affluent populations in metros of 2.5 million+ people
- U2 Principal Urban Centers II:** Diverse population in gateway cities
- U3 Metro Cities I:** Upscale city life with suburban benefits
- U4 Metro Cities II:** Densely populated transition neighborhoods in larger cities
- U5 Urban Outskirts I:** Close to city amenities with suburban affordability
- U6 Urban Outskirts II:** Older homes, younger populations in suburban proximity to city life
- U7 Suburban Periphery I:** Married-couple families in lower density, suburban expansion urban fringe of metro areas
- U8 Suburban Periphery II:** Older homes on the urban fringe of metro areas
- U9 Small Towns:** Affordable, close-knit, settled neighborhoods away from urban areas
- U10 Rural I:** Small Towns and villages of married-couple families
- U11 Rural II:** Low-population density in rural farm areas, small settlements

Levels of the Urbanization Groups



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



Definitions in the segment descriptions:

- Affluence is high to low**
- Household (HH) types: Family and nonfamily**
 - Family: MC—Married couples
 - Family: Married couples with children
 - Family: Single parent
 - Nonfamily: Singles
 - Nonfamily: 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



For more information about Tapestry Segmentation

- Call 1-800-447-9778.
- Visit the Web site at esri.com/tapestry.
- Send an e-mail to esri@esri.com.

Sources:
Esri • GfK MRI

Segment Legend

The icon background color illustrates the LifeMode Summary Group.

The text background color illustrates the Urbanization Summary Group.

Segment Number/Name	Segment Illustration
LifeMode Group	Urbanization Group
Household Type	Median Age
Income	Employment
Education	Residential
Race/Ethnicity	
Activity	Financial
Activity	Activity
Media	Vehicle
Vehicle	

01 Top Rung L1 High Society U3 Metro Cities I Married-Couple Families 44.2 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 radio Own/Lease luxury car	02 Suburban Splendor L1 High Society U7 Suburban Periphery I Married-Couple Families 41.6 High Prof/Mgmt Bach/Grad Degree Single Family White Gardening Hold large life insurance policies Stay at Hilton hotels Listen to all-news radio Read travel, sports magazines	03 Connoisseurs L1 High Society U3 Metro Cities I Married-Couple Families 47.0 High Prof/Mgmt Bach/Grad Degree Single Family White Do volunteer work Travel frequently by plane Own American Express card Listen to public, all-news, classical radio Have navigational system in vehicle	04 Boomburbs L1 High Society U5 Urban Outskirts I Married-Couples w/Kids 33.8 High Prof/Mgmt Some College, Bach/Grad Single Family White Shop online Bank online Visit Disney World (FL) Listen to sports on radio Own/Lease SUV	05 Wealthy Seaboard Suburbs L1 High Society U7 Suburban Periphery I Married-Couple Families 43.3 Upper Middle Prof/Mgmt Some College, Bach/Grad Single Family White Gamble in Atlantic City Own insured money market account (bank) Use service for property/garden maintenance Listen to classic hits radio Own 3+ vehicles	06 Sophisticated Squires L1 High Society U7 Suburban Periphery I Married-Couple Families 38.4 Upper Middle Prof/Mgmt Some College, Bach/Grad Single Family White Home improvement Hold large life insurance policies Landscaping Listen to classic hits radio Own 3+ vehicles	07 Exurbanites L1 High Society U7 Suburban Periphery I Married-Couple Families 45.5 Upper Middle Prof/Mgmt Some College, Bach/Grad Single Family White Enjoy photography Consult financial planner Play golf, bicycle, hike Read 2+ Sunday newspapers Rent car from Budget	08 Laptops and Lattes L4 Solo Acts U1 Principal Urban Centers I Singles, Shared 38.7 Upper Middle Prof/Mgmt Bach/Grad Degree Multitunit Rentals White Own Blackberry Bank online Shop at Banana Republic Listen to public radio Rent car from Budget	09 Urban Chic L2 Upscale Avenues U3 Metro Cities I Mixed 42.7 Upper Middle Prof/Mgmt Bach/Grad Degree Single Family; Multiunits White Order from Amazon.com Trade/track investments online Buy natural, organic foods Listen to classical music Spent \$30,000+ on last vehicle purchase	10 Pleasant-Ville L2 Upscale Avenues U3 Metro Cities I Married-Couple Families 40.4 Upper Middle Prof/Mgmt Some College, Bach/Grad Single Family White Eat at Friendly's Own American Express card Shop at BJ's Wholesale Club Watch comedies on TV Own/Lease imported vehicle	11 Pacific Heights L2 Upscale Avenues U1 Principal Urban Centers I Married-Couple Families 39.4 Upper Middle Prof/Mgmt/Svc Some College, Bach/Grad Single Family; Townhome Asian; White; 2+ Races; Pac. Isl.; Hispanic Own Apple PC Bank online Shop at Costco Read computer magazines Spent \$30,000+ on last vehicle purchase	12 Up and Coming Families L9 Family Portrait U7 Suburban Periphery I Married-Couples w/Kids 31.9 Upper Middle Prof/Mgmt Some College, Bach/Grad Single Family White Vacation at beach Trade/track investments online Own CD longer than 6 months Shop online Listen to sporting events on radio Own/Lease Honda	13 In Style L2 Upscale Avenues U7 Suburban Periphery I Mixed 40.0 Upper Middle Prof/Mgmt Some College, Bach/Grad Single Family; Townhome White Attend golf tournament Own CD longer than 6 months Refinish furniture Read newspapers Own/Lease Buick	14 Prosperous Empty Nesters L5 Senior Styles U7 Suburban Periphery I Married-Couples w/No Kids 60.1 48.9 Upper Middle Prof/Mgmt Some College, Bach/Grad Single Family White Go boating and fishing Own shares in mutual fund (bond) Attend classical music show/opera Watch golf Channel Own/Lease luxury car	15 Silver and Gold L5 Senior Styles U7 Suburban Periphery I Married-Couples w/No Kids 60.1 48.9 Upper Middle Prof/Mgmt Some College, Bach/Grad Single Family; Seasonal White; Asian Jog, bike, practice yoga Have personal education loan Go online frequently Read computer magazines Own/Lease Honda	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 Jog, bike, practice yoga Have personal education loan Go online frequently Read computer magazines Own/Lease Honda	17 Green Acres L2 Upscale Avenues U10 Rural I Married-Couple Families 41.0 Upper Middle Prof/Mgmt/Skilled Some College Single Family White Do gardening, woodworking Have home equity credit line Attend country music shows Watch auto racing on TV Drive 20,000+ miles annually
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18 Cozy and Comfortable L2 Upscale Avenues U8 Suburban Periphery II Married-Couple Families 42.3 Upper Middle Prof/Mgmt Some College Single Family White Dine out often at family restaurants Have personal line of credit Shop at Kohl's Listen to sporting events on radio Own/Lease minivan	19 Milk and Cookies L9 Family Portrait U3 Metro Cities I Married-Couples w/Kids 31.0 Middle Prof/Mgmt/Skilled Some College Single Family White Frequent fast-food/drive-in restaurants Have mortgage insurance Buy children's toys/games Watch ed. channels, Cartoon Network Own/Lease Nissan	20 City Lights L3 Metropolis U1 Principal Urban Centers I Mixed 38.6 Middle Prof/Mgmt/Svc Some College, Bach/Grad Multiunits White; Asian; Hispanic Gamble in Atlantic City Own American Express card Practice yoga Listen to all-news radio Own/Lease Nissan	21 Urban Villages L9 Family Portrait U1 Principal Urban Centers I Family Mix 31.0 Middle Prof/Mgmt/Svc No HS Diploma; HS, Some Coll Single Family White; Hispanic; Asian Visit Sea World Have mortgage insurance Play soccer/watch soccer on TV Listen to Hispanic radio Own/Lease Toyota	22 Metropolitans L3 Metropolis U3 Metro Cities I Singles; Shared 37.7 Middle Prof/Mgmt Some College, Bach/Grad Single Family; Multiunits White Visit museums Have personal education loan Participate in water sports Listen to public radio Own/Lease station wagon	23 Trendsetters L4 Solo Acts U1 Principal Urban Centers I Singles; Shared 35.5 Middle Prof/Mgmt Some College, Bach/Grad Multitunit Rentals White; Asian; Hispanic Practice yoga Have renter's insurance Own latest electronics Read epcurean, fashion magazines Own/Lease Toyota or Honda	24 Main Street, USA L10 Traditional Living U5 Urban Outskirts I Mixed 36.8 Middle Prof/Mgmt/Skilled/Svc Some College Single Family White Buy children's toys, games, clothes Consult financial planner Rent movies on DVD Watch court shows on TV Own/Lease sedan	25 Salt of the Earth L11 Factories and Farms U10 Rural I Married-Couple Families 37.7 Middle Prof/Mgmt HS Grad; Some College Single Family White Gardening, outdoor projects Own CD longer than 6 months Go hunting, fishing Read hunting/fishing magazines Watch CMT Own motorcycle	26 Midland Crowd L12 American Quilt U10 Rural I Married-Couple Families 37.7 Middle Prof/Mgmt HS Grad; Some College Single Family; Mobile Home White Own pets Have personal line of credit Go hunting, fishing Read hunting/fishing magazines Own/Lease truck	27 Metro Renters L4 Solo Acts U1 Principal Urban Centers I Singles; Shared 33.6 Middle Prof/Mgmt Bach/Grad Degree Multiunits Rentals White; Asian Travel by plane frequently Have renter's insurance Play tennis Listen to alternative radio Rent car from Hertz	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 Go to the movies frequently Use credit union Play frisbee Watch comedies on TV Own/Lease sedan	29 Rustbelt Retirees L5 Senior Styles U8 Suburban Periphery II MC w/No Kids; Singles 41.8 Middle Prof/Mgmt/Skilled/Svc HS Grad; Some College Single Family White Play bingo Own annuities Belong to fraternal orders, unions, etc. Watch news shows on TV Own/Pontiac	30 Retirement Communities L5 Senior Styles U4 Metro Cities II Singles 52.6 Middle Prof/Mgmt Some College, Bach/Grad Multiunits White Travel Use full-service brokerage firm Go to live theater Watch news and sports on TV Lease vehicle	31 Rural Resort Dwellers L12 American Quilt U10 Rural I Married-Couples w/No Kids 47.6 Middle Prof/Mgmt/Skilled/Svc Some College Single Family; Mobile Home/Seasonal White Do woodworking and furniture refinishing Have overdraft protection Do target shooting Watch rodeo/bull riding on TV Own an ATV/UTV	32 Rustbelt Traditions L10 Traditional Living U5 Urban Outskirts I Mixed 36.7 Middle Prof/Mgmt/Svc HS Grad; Some College Single Family White Buy children's and baby products Own U.S. savings bonds Attend tennis matches Do painting, drawing Watch cable TV Own/Lease domestic vehicle	33 Midlife Junction L10 Traditional Living U8 Suburban Periphery II Mixed 41.8 Middle Prof/Mgmt/Svc Some College Single Family; Multiunits White Go fishing Own U.S. savings bonds Attend tennis matches Read 2+ daily, Sunday newspapers Own/Lease domestic vehicle	34 Family Foundations L10 Traditional Living U4 Metro Cities II Family Mix 39.4 Middle Prof/Mgmt/Svc No HS Diploma; HS; Some College Single Family Black Belong to church board Have mortgage insurance Play basketball Rent car from Budget
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35 International Marketplace L8 Global Roots U4 Metro Cities I Family Mix 30.4 Middle Prof/Mgmt/Skilled/Svc No HS Diploma; HS Grad Multitunit Rentals White; Asian; 2+ Races; Hisp. Travel abroad to visit family Own Discover card Visit Six Flags Listen to Hispanic radio Own/Lease Toyota	36 Old and Newcomers L4 Solo Acts U4 Metro Cities II Singles; Shared 37.2 Middle Prof/Mgmt/Svc Some College, Bach/Grad Multitunit Rentals White Go dancing, attend concerts Have renter's insurance Play volleyball, word games Watch cable TV Own/Lease sedan	37 Prairie Living L11 Factories and Farms U9 Small Towns Married-Couple Families 29.0 Middle Skilled/Farming HS Grad; Some College Single Family White Own pets Own CD longer than 6 months Go hunting, birdwatching Listen to country music on radio Own/Lease 4-wheel drive vehicle	38 Industrious Urban Fringe L8 Global Roots U5 Urban Outskirts I Family Mix 29.0 Middle Prof/Mgmt/Services No HS Diploma; HS Grad Single Family White; Hispanic Order products from Avon Discover card Fly kites, play soccer Listen to sports on TV Own/Lease SUV	39 Young and Restless L4 Solo Acts U4 Metro Cities II Singles; Shared 28.6 Middle Prof/Mgmt Some College, Bach/Grad Multitunit Rentals White; Black Play tennis, lift weights Have renter's insurance Attend sporting events Watch sports on TV 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; Multitunit Rentals White; Black Trade basketball, go bowling Trade stocks/bonds/funds online Visit Disney World (FL) Watch news, science fiction shows on TV Own/Lease SUV	41 Crossroads L12 American Quilt U9 Small Towns Family Mix 28.6 Lower Middle Retired/Skilled/Services No HS Diploma; HS Grad Mobile Home White Watch movies on DVD Have renter's insurance Play volleyball, softball Read fishing, hunting magazines Own/Lease Ford	42 Southern Satellites L11 Factories and Farms U11 Rural II Married-Couple Families 38.5 Lower Middle Retired/Prof/Mgmt/Svc Some College Single Family; Mobile Home White Shop at Wal-Mart Use full-service bank Do gardening, go hunting Listen to country music Own/Lease truck	43 The Elders L5 Senior Styles U8 Suburban Periphery II MC w/No Kids; Singles 73.2 Lower Middle Retired/Prof/Mgmt/Svc Some College Single Family; Mobile Home White Attend horse races Use full-service bank Go fishing, play bingo, do crosswords Watch Golf Channel, HSN Belong to AAA auto club	44 Urban Melting Pot L8 Global Roots U1 Principal Urban Centers I Mixed 32.2 Lower Middle Prof/Mgmt/Svc No HS Diploma; HS Grad Multitunit Rentals White; Asian; 2+ Races; Hisp. Practice yoga, play tennis Have money market account Shop at BJ's Wholesale Club Listen to all-news radio Own/Lease imported vehicle	45 City Strivers L3 Metropolis U2 Principal Urban Centers II Family Mix 32.2 Lower Middle Prof/Mgmt/Svc No HS Diploma; HS Grad Multiunit Rentals Black Play basketball Bank at savings & loan Gamble in Atlantic City Watch BET Lease vehicle	46 Rooted Rural L12 American Quilt U11 Rural II Married-Couple Families 42.6 Lower Middle Skilled/Prof/Mgmt/Svc No HS Diploma; HS Grad Single Family; Mobile Home White Own dog(s) Use full-service bank Go hunting, fishing, horseback riding Watch rodeos, tractor pulls on TV Own an ATV/UTV	47 Las Casas L8 Global Roots U2 Principal Urban Centers II Family Mix 25.7 Lower Middle Prof/Mgmt/Skilled/Svc HS Grad; Some College Single Family; Multiunits White; Hispanic Buy children's products Bank at savings & loan Play soccer, baseball Listen to Hispanic radio Own/Lease Toyota	48 Great Expectations L7 High Hopes U5 Urban Outskirts I Mixed 33.3 Lower Middle Prof/Mgmt/Skilled/Svc HS Grad; Some College Single Family; Multiunits White Do painting, drawing Have 2nd mortgage (equity loan) Listen to classical music on radio Read baby magazines Own motorcycle	49 Senior Sun Seekers L5 Senior Styles U9 Small Towns MC w/No Kids; Singles 53.6 42.8 Lower Middle Retired/Prof/Mgmt/Skilled/Svc HS Grad; Some College Single Family; Mobile Home/Seasonal White Member fraternal order, veterans' club Own annuities Go fishing, read, play bingo on TV Own/Lease station wagon	50 Heartland Communities L5 Senior Styles U9 Small Towns Mixed 42.8 Lower Middle Skilled/Prof/Mgmt/Svc No HS Diploma; HS Grad Single Family White Work on lawn, garden, DIY projects Bank at savings & loan (equity loan) Own shares in mutual fund (bonds) Order products from Avon Watch cable TV Own/Lease domestic vehicle	51 Metro City Edge L3 Metropolis U6 Urban Outskirts II Family Mix 29.4 Lower Middle Svc/Skilled/Prof/Mgmt No HS Diploma; HS Grad Single Family; Duplex Black; White; Amer. Indian Buy baby products Bank at savings & loan Go to the movies frequently Watch courtroom shows on TV Own/Lease Buick
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52 Inner City Tenants L8 Global Roots U8 Suburban Periphery II Mixed 27.8 Lower Middle Svc/Prof/Mgmt/Skilled No HS Diploma; HS, Some College Multitunit Rentals White; Black; Hispanic Play football, basketball Have personal education loan Go dancing Read music, baby, fashion magazines Own/Lease Honda	53 Home Town L11 Factories and Farms U8 Suburban Periphery II Mixed 34.5 Lower Middle Skilled/Services No HS Diploma; HS Grad Row House Black; White Play football, go fishing Have personal education loan Attend country music performance Watch syndicated TV Own/Lease domestic vehicle	54 Urban Rows L3 Metropolis U2 Principal Urban Centers II Family Mix 33.6 Lower Middle Svc/Prof/Mgmt No HS Diploma; HS Grad Row House Black; White Shop at convenience store Have universal life insurance Gamble in Atlantic City Listen to jazz, urban radio Use public transportation	55 College Towns L6 Scholars and Patriots U5 Urban Outskirts I Singles; Shared 24.4 Lower Middle Students/Prof/Mgmt/Svc Some College, Bach/Grad Multitunit Rentals White Work for political party/candidate Bank online Attend college sports events, go to bars Listen to public, alternative radio Own/Lease Toyota	56 Rural Bypasses L11 Factories and Farms U11 Rural II Family Mix 38.3 Lower Middle Retired/Skilled/Svc No HS Diploma; HS Grad Single Family; Mobile Home White; Black Attend auto racing events (NASCAR) Own CD + 6 months Go hunting Read fishing/hunting magazines Own/Lease compact pickup	57 Simple Living L5 Senior Styles U6 Urban Outskirts II Singles 41.3 Lower Middle Prof/Mgmt/Skilled/Svc No HS Diploma; HS Grad Multiunits; Single Family White Go fishing, do furniture refinishing Own annuities Order from QVC Watch syndicated TV Own/Lease domestic vehicle	58 NeWest Residents L8 Global Roots U2 Principal Urban Centers II Family Mix 25.5 Lower Middle Skilled/Services No HS Diploma; HS Grad High-Rise Rentals White; Hispanic Buy children's products Have renter's insurance Play soccer Listen to Hispanic radio Own/Lease station wagon	59 Southwestern Families L9 Family Portrait U6 Urban Outskirts II Family Mix 28.8 Lower Middle Skilled/Services No HS Diploma Single Family White; Amer. Indian; Hispanic Buy children's products Have new car loan Order from BJ's Wholesale Club Attend ball games Listen to Hispanic radio Own/Lease Nissan	60 City Dimensions L8 Global Roots U4 Metro Cities II Mixed 29.2 Lower Middle Svc/Not in Labor Force No HS Diploma; HS Grad High-Rise Rentals White; Black; Hispanic Go to the movies frequently Have overdraft protection Go fishing, play baseball Watch syndicated TV Own/Lease domestic sedan	61 High Rise Renters L8 Global Roots U2 Principal Urban Centers II Other Family HHs; Singles 30.1 Lower Middle Svc/Not in Labor Force No HS Diploma; HS Grad High-Rise Rentals Black; White; 2+ Races; Hisp. Shop at BJ's Wholesale Club Have renter's insurance Attend ball games Listen to Hispanic, urban radio Use public transportation	62 Modest Income Homes L3 Metropolis U6 Urban Outskirts II Other Family HHs; Singles 24.6 Low Svc/Skilled/Not in LABF No HS Diploma; HS Grad Single Family; Duplex Black Eat at fast-food/drive-in restaurants Own annuities Go to sporting events; watch on TV Watch cable and syndicated TV Own/Lease Dodge	63 Dorms to Diplomas L6 Scholars and Patriots U4 Metro Cities II Shared; Singles 21.7 Low Students/Prof/Mgmt/Svc Some College, Bach/Grad Multitunit Rentals White; Asian Participate in a variety of sports Have personal education loan Own an iPod Watch VH1 and MTV Have auto insurance w/ State Farm Mutual	64 City Commons L9 Family Portrait U2 Principal Urban Centers II Single-Parent Fams; Singles 24.6 Low Services No HS Diploma; HS Grad Multitunit Rentals Black Buy baby/children's products Bank online Read a variety of magazines Listen to urban radio Rent car from Hertz	65 Social Security Set L5 Senior Styles U2 Principal Urban Centers II Singles 45.4 Low Retired/Prof/Mgmt/Svc No HS Diploma; HS Grad High-Rise Rentals White; Black Read books, paint, draw Consult financial planner Attend auto racing (NASCAR) events Read science/technology magazines Own/Lease domestic vehicle	66 Unclassified Unclassified neighborhoods include unpopulated areas such as parks, golf courses, open space, or other types of undeveloped land. Institutional group, or any area with insufficient data for classification also fall into this category.
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Color Key

- | LifeMode Summary Group (top color) | Urbanization Summary 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 | |



About Esri

Since 1969, Esri has been helping organizations map and model our world. Esri's GIS software tools and methodologies enable these organizations to effectively analyze and manage their geographic information and make better decisions. They are supported by our experienced and knowledgeable staff and extensive network of business partners and international distributors.

A full-service GIS company, Esri supports the implementation of GIS technology on desktops, servers, online services, and mobile devices. These GIS solutions are flexible, customizable, and easy to use.

Our Focus

Esri software is used by hundreds of thousands of organizations that apply GIS to solve problems and make our world a better place to live. We pay close attention to our users to ensure they have the best tools possible to accomplish their missions. A comprehensive suite of training options offered worldwide helps our users fully leverage their GIS applications.

Esri is a socially conscious business, actively supporting organizations involved in education, conservation, sustainable development, and humanitarian affairs.

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