

Consumer Market Segments – Clawson Primary Trade Area

Consumer lifestyle market segmentation systems enables marketers to identify the lifestyles dominant among the consumers in their trade areas. The ESRI Business Information Systems (ESRI BIS) Tapestry segmentation system combines the “who” of lifestyle demography with the “where” of local neighborhood geography...[and thus into] distinct behavioral market segments.”

The three most dominant market segments in the Primary Trade Area represent over 40 percent of the area’s household base. There also are 19 other far smaller market segments in the area, each of which account for less than 6 percent of the area’s household base.

Top Three Dominant Tapestry Market Segments

Clawson Downtown Development Authority Primary Trade Area

	2005 Households	% of Primary Trade Area	Index
Cozy and Comfortable	8,485	16.4%	580
Metropolitans	7,683	14.9%	1109
Rustbelt Traditions	4,664	9.0%	287
Total	20,832	40.3%	

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The Index is a comparison of the percent of households in the area, by Tapestry segment, to the percent of households in the United States, by segment. An index of 100 is the U.S. average.

Source: ESRI BIS

The following text, from *Community Tapestry, Fabric of American’s Neighborhoods*, ESRI BIS, 2004, provides the ESRI BIS description of the shopping and lifestyle preferences of the 3 dominant Tapestry market segment households living in the Primary Trade Area.

Segment Name: Cozy and Comfortable

Cozy and Comfortable residents prefer mutual funds and consult financial planners. They are likely to have a second mortgage, hold home equity credit lines and refinance their mortgages. Home improvements, including lawn care, are important to *Cozy and Comfortable* residents. They own leaf shredders, trimmers and buy grass seed. Contracting for concrete or masonry work and adding a deck, porch or patio are popular home improvement projects for *Cozy and Comfortable* residents. Leisure time includes golf.

Although they have home computers, owning the “latest and greatest” technology doesn’t rank particularly high with *Cozy and Comfortable* residents. Their computers are several years old and they’re not running the latest Windows operating system software. They use the Internet to obtain information about real estate, cars, or to play games. Television is more important than technology to *Cozy and Comfortable* residents; many households own four or more sets. They watch The Golf Channel and enjoy Home and Garden Television for information about home improvement projects. They enjoy attending hockey and pro football games as well as playing golf at home and on vacation.

Segment Name: Metropolitans

Owners of older homes have maintenance and remodeling costs, and *Metropolitans* are no different. Their list includes new gutters and downspouts, light fixtures, and, of course, new paint. They are more likely to contract home repair or remodeling than to do it personally. They have yards and gardens, but they are also more likely to contract lawn maintenance services.

Metropolitans pursue an active, urbane lifestyle. They travel frequently, on personal trips and for business, belonging to three or more frequent flyer programs. At home, they listen to classical, public, jazz, news/talk and sports radio, play backgammon, participate in yoga, rollerblading, hiking/backpacking and snorkeling, go to museums and zoos, attend rock concerts, rent foreign videos/DVDs, and read epicurean magazines. Health-conscious *Metropolitans* buy natural/organic foods.

Metropolitans participate in numerous civic activities, such as volunteering for environmental causes, addressing public meetings and working for a political party/candidate. They use the Internet daily and prefer owning and using a laptop computer. *Metropolitans* like to order books, airline tickets, and clothes online, and use a stock rating service.

Segment Name: Rustbelt Traditions

Residents of *Rustbelt Traditions* are aptly named. They are solid citizens who have lived, worked, spent and played in the same area for years. They do not follow fads; they stick with the products and services they know.

They prefer domestic car manufacturers to foreign ones. Some purchases reflect the attentive maintenance of their homes and yards; *Rustbelt Traditions* own work boots and gloves, lawnmowers and snow blowers. For specialized projects, *Rustbelt Traditions* will contract for roofing, flooring and carpet installations.

Financially conservative *Rustbelt Traditions* may have a personal loan that is not associated with a student or a vacation loan. They hold low-value variable life and homeowners' insurance policies. *Rustbelt Traditions* will see a doctor for diet control, buy lenses and sunglasses from optical discount stores, and have a stationary bike at home for exercise.

Their favorite leisure activities include bowling and fishing. They are devoted pet owners. Watching television is a common pastime for *Rustbelt Traditions*. They subscribe to cable and watch it regularly, but their favorite programs are sports, baseball, basketball, football, bowling and ice hockey. *Rustbelt Traditions* watch their pennies and look for bargains in the JC Penney catalog, and at Sam's Club warehouse store, Shop 'N Save, Aldi, Walgreen's and Lerner.