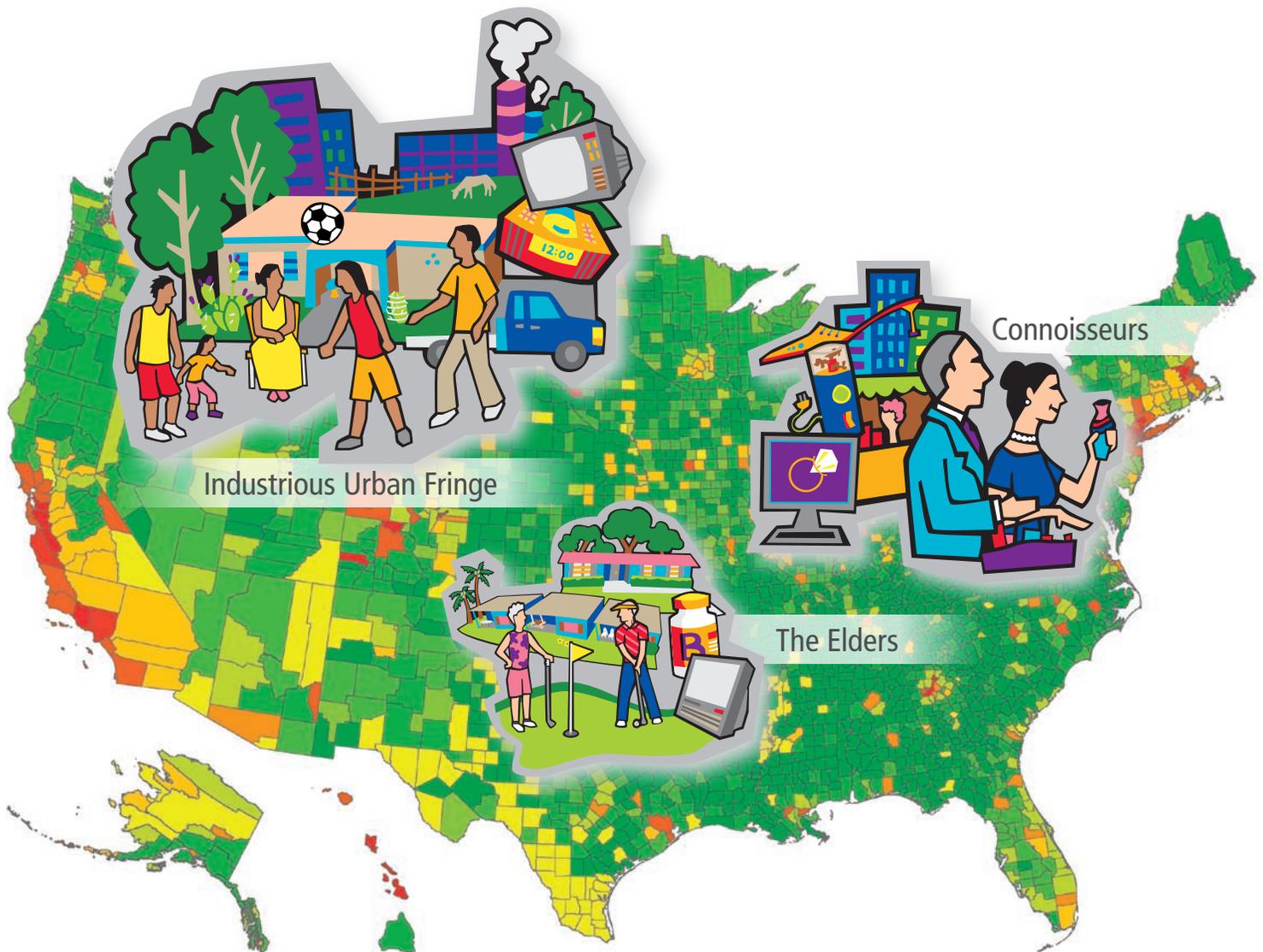


Tapestry™ Segmentation

The Fabric of America's Neighborhoods



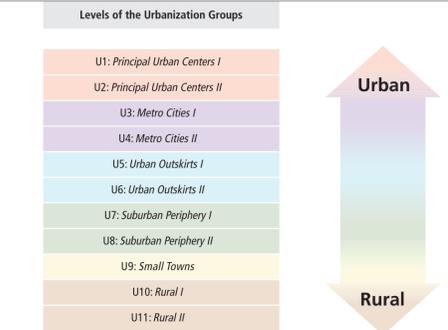
ESRI's Tapestry Segmentation divides U.S. residential areas into 65 distinctive segments based on socioeconomic and demographic characteristics to provide an accurate, detailed description of U.S. neighborhoods.



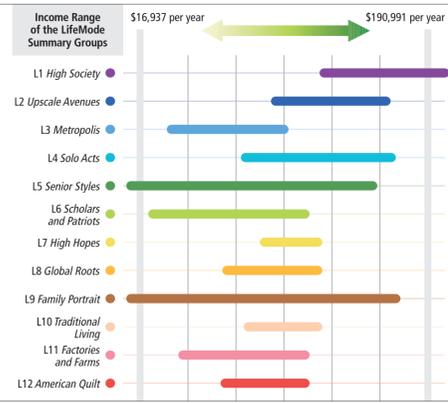
Tapestry Segmentation

The fabric of America's neighborhoods

LifeMode Summary Groups	Urbanization Summary Groups
L1 High Society: Affluent, well-educated, married-couple homeowners	U1 Principal Urban Centers I: Affluent populations in metros 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	



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

Segment Legend

The icon background color illustrates the LifeMode Summary Group.

The text background color illustrates the Urbanization Summary Group.

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

01 Top Rung L1 High Society U3 Metro Cities I Married-Couple Families 43.7 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 41.4 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 46.8 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-Couple w/Kids 33.8 High Prof/Mgmt Some College, Bach/Grad Single Family White Make purchases online Have 2nd mortgage (equity loan) Visit Disney World (FL) Listen to sports on radio Own/Lease SUV	05 Wealthy Seaboard Suburbs L1 High Society U3 Metro Cities I Married-Couple Families 42.9 Upper Middle Prof/Mgmt Some College, Bach/Grad Single Family White Gamble in Atlantic City Invest heavily in stocks Use service for property/garden maintenance Landscaping Listen to classic hits radio Own 3+ vehicles	06 Sophisticated Squires L1 High Society U7 Suburban Periphery I Married-Couple Families 38.2 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 45.1 Upper Middle Prof/Mgmt Some College, Bach/Grad Single Family White Enjoy photography Consult financial planner Play golf, bicycle, hike Read 2+ Sunday newspapers Own/Lease SUV	08 Laptops and Lattes L4 Solo Acts U1 Principal Urban Centers I Singles; Shared 38.6 Upper Middle Prof/Mgmt Bach/Grad Degree Multiunit Rentals White Own an iPod 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 42.4 Upper Middle Prof/Mgmt Bach/Grad Degree Multiunit Rentals White Order from Amazon.com Trade/travel investments online Buy natural, organic foods Listen to classical music on radio Spent \$30,000+ on last vehicle purchase	10 Pleasant-Ville L2 Upscale Avenues U3 Metro Cities I Married-Couple Families 40.1 Upper Middle Prof/Mgmt Some College, Bach/Grad Single Family White Eat at Friendly's Own American Express card Shop at B.J.'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 39.1 Upper Middle Prof/Mgmt/Svc Some College, Bach/Grad Single Family 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 Degree Single Family White Eat at Chick-fil-A Have new car loan Own a dog Watch cable TV Drive 20,000+ miles annually	13 In Style L2 Upscale Avenues U7 Suburban Periphery I Mixed 39.9 Upper Middle Prof/Mgmt Some College, Bach/Grad Single Family Townhome White Vacation at beach Trade/travel investments online Make purchases online Listen to sporting events on radio Own/Lease Honda	14 Prosperous Empty Nesters L5 Senior Styles U7 Suburban Periphery I Married-Couples w/No Kids 48.6 Upper Middle Prof/Mgmt Some College, Bach/Grad Single Family White Attend golf tournament Own CD longer than 6 months Refinish furniture Read newspapers Own/Lease Buick	15 Silver and Gold L5 Senior Styles U7 Suburban Periphery I Married-Couples w/No Kids 59.6 Upper Middle Retired/Prof/Mgmt Some College, Bach/Grad Single Family/Seasonal White Go boating and fishing Own shares in mutual fund (bonds) Attend classical music showloper Watch Golf Channel Own/Lease luxury car	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, hike, practice yoga Have personal education loan Use Internet frequently Read computer magazines Own/Lease Honda	17 Green Acres L2 Upscale Avenues U10 Rural I Married-Couple Families 40.7 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 42.0 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 33.7 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 38.4 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 37.8 Middle Prof/Mgmt/Svc No HS Diploma; HS, Some Coll Single Family White; Hispanic; Asian Visit Sea World Have renter's insurance Play soccer/watch soccer on TV Listen to Hispanic radio Own/Lease Toyota	22 Metropolitans L3 Metropolis U3 Metro Cities I Singles; Shared 30.8 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 36.7 Middle Prof/Mgmt Some College, Bach/Grad Multiunit Rentals White; Asian; Hispanic Practice yoga Have renter's insurance Own latest electronics—MP3 players, PDAs Read Epicurean, fashion magazines Own/Lease Toyota or Honda	24 Main Street, USA L10 Traditional Living U5 Urban Outskirts I Mixed 37.6 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 41.5 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 37.0 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 35.2 Middle Prof/Mgmt Bach/Grad Degree Multiunit 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 34.4 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 45.2 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/Lease Pontiac	30 Retirement Communities L5 Senior Styles U4 Metro Cities II Singles 52.5 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 47.2 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 42.2 Middle Prof/Mgmt/Svc HS Grad; Some College Single Family White Buy children's and baby products Create credit union Do painting, drawing Watch cable TV Own/Lease domestic vehicle	33 Midlife Junction L10 Traditional Living U8 Suburban Periphery II Mixed 41.5 Middle Prof/Mgmt/Svc Some College Single Family; Multiunits White Go fishing Own U.S. savings bonds Attend tennis matches Listen to jazz, urban radio Own/Lease domestic vehicle	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 board Have mortgage/insurance Play basketball Listen to jazz, urban radio Rent car from Budget
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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; Hsp. 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 37.1 Middle Prof/Mgmt/Svc Some College; Bach/Grad Multiunit 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 U11 Rural II Married-Couple Families 41.3 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 28.8 Middle Skilled/Services No HS Diploma; HS Grad Single Family White; Hispanic Order products from Avon Use credit union Fly kites, play soccer Listen to Hispanic radio 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 Multiunit 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; Multiunit Rentals White; Black Play 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 28.8 Lower Middle Skilled/Services No HS Diploma; HS Grad Mobile Home White Watch movies on DVD Bank in person Play volleyball, softball Read fishing, hunting magazines Own/Lease Ford	42 Southern Satellites L11 Factories and Farms U11 Rural II Married-Couple Families 22.5 Lower Middle Skilled/Services No HS Diploma; HS Grad 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 Mixed/Seasonal White Attend horse races Retired/Skilled/Services 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 36.6 Lower Middle Prof/Mgmt/Svc No HS Diploma; HS Grad Multiunit Rentals White; Asian; 2+ Races; Hsp. Practice yoga, play tennis Have renter's market account Shop at B.J.'s Wholesale Club Listen to all-news radio Own/Lease imported vehicle	45 City Strivers L3 Metropolis U2 Principal Urban Centers II Family Mix 32.1 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 32.4 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 25.6 Lower Middle Skilled/Services No HS Diploma Mixed 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 33.2 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 53.1 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 42.4 Lower Middle Skilled/Prof/Mgmt/Svc No HS Diploma; HS Grad Single Family White Work on lawn, garden, DIY projects 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 29.3 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 on TV Watch courtroom shows on TV Own/Lease Buick
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52 Inner City Tenants L8 Global Roots U11 Rural II Mixed 27.8 Lower Middle Svc/Prof/Mgmt/Skilled No HS Diploma; HS, Some Coll Multiunit 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 U2 Suburban Periphery II Mixed 34.3 Lower Middle Skilled/Services No HS Diploma; HS Grad Single Family 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 33.4 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 U6 Urban Outskirts II Singles; Shared 24.4 Lower Middle Students/Prof/Mgmt/Svc Some College; Bach/Grad Multiunit 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 38.0 Lower Middle Svc/Prof/Mgmt/Svc No HS Diploma; HS Grad Single Family; Mobile Home White; Black Attend auto racing events (NASCAR) Own CD 4+ months Go hunting Read fishing/hunting magazines Own/Lease compact pickup	57 Simple Living L5 Senior Styles U6 Urban Outskirts II Singles 41.0 Lower Middle Prof/Mgmt/Skilled/Svc No HS Diploma; HS Grad Multiunits; Single Family White Go fishing, do furniture refinishing Own annuities Own shares in mutual fund (bonds) 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 Multiunit 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 28.6 Lower Middle Retired/Skilled/Svc No HS Diploma Single Family White; Amer. Indian; Hispanic Buy children's products Buy car loan Play soccer, football, softball Listen to Hispanic radio Own/Lease Nissan	60 City Dimensions L8 Global Roots U4 Metro Cities II Mixed 29.1 Lower Middle Skilled/Services 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 30.0 Lower Middle Svc/Not in Labor Force No HS Diploma; HS Grad High-Rise Rentals Black; White; 2+ Races; Hsp. Shop at B.J.'s Wholesale Club Bank at savings & loan Listen to Hispanic, urban radio Use public transportation	62 Modest Income Homes L3 Metropolis U6 Urban Outskirts II Other Family HHs; Singles 35.7 Low Svc/Skilled/Not in LARF 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 Multiunit 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 35.7 Low Services No HS Diploma; HS Grad Multiunit 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 46.0 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 quarters, 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 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.

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