

Waukegan: Tapestry Segments 2017

Overview 4/17

About Tapestry

Tapestry is a market segmentation system developed by ESRI over thirty years ago that classifies U.S. neighborhoods into 67 segments. These 67 residential areas are based on demographic variables such as age, income, home value, occupation, household type, education, and other consumer behavior characteristics. The segmentation explains customer diversity, describes lifestyles and lifestages, and incorporates a wide range of data such as demographic, business, and market potential data.

These profiles are created by taking demographic data (age, household status, education level, etc.) and consumer purchasing behavior and overlaying that information into various neighborhoods or zip codes.

Virtually all business enterprises within the country use these types of profiles before they open new restaurants or shopping malls because the lifestyle groups so accurately describe “who lives in the area” and “how their patterns and preferences” relate to that business opportunity.

For parks and recreation, these lifestyle grouping can be used to much better create actual target market groups for their communities and they create programs and services that best meet the needs of those groups.

Current Changes

There are two sets of changes that apply to the 2017 overview of Waukegan on the basis of this ESRI data: ESRI has changed the makeup and nomenclature of the segments and of course, the people living in Waukegan have changed over the five years as well.

ESRI now features 16 LifeMode Groups rather than nine. The current Tapestry Segments identified for Waukegan were

- L2: Upscale Avenues – success due to hard work
- L7: High Hopes – those seeking the “American Dream”
- L8: Global Roots – varied groups of more recent immigrants
- L9: Family Portrait – predominantly young families with children

In the last ESRI data one LifeMode group, Global Roots, accounted for a significant proportion of the population. That is not the case in 2017.

In 2017, 58% of the ESRI segments consist of four LifeMode categories. It will be necessary to determine if the changes can be more related to greater diversity in life style makeup in Waukegan or alterations in the ESRI categories.

Waukegan's LifeMode Groups 2017

The four groups consist of the following:

LifeMode 4 Family Landscapes (7.7% of the Waukegan population)

- Successful young families in their first homes
- Non-diverse, prosperous married-couple families, residing in suburban or semirural areas with a low vacancy rate (second lowest)
- Homeowners (80%) with mortgages (second highest %), living in newer single-family homes, with median home value slightly higher than the U.S.
- Two workers in the family, contributing to the second highest labor force participation rate, as well as low unemployment
- Do-it-yourselfers, who work on home improvement projects, as well as their lawns and gardens
- Sports enthusiasts, typically owning newer sedans or SUVs, dogs, and savings accounts/plans, comfortable with the latest technology
- Eat out frequently at fast food or family restaurants to accommodate their busy lifestyle

Especially enjoy bowling, swimming, playing golf, playing video games, watching movies rented via Redbox, and taking trips to a zoo or theme park

LifeMode 7 Ethnic Enclaves (25.5% of the Waukegan population)

- Established diversity—young, Hispanic homeowners with families
- Multilingual and multigenerational households feature children that represent second-, third- or fourth-generation Hispanic families
- Neighborhoods feature single-family, owner-occupied homes built at city's edge, primarily built after 1980
- Hard-working and optimistic, most residents aged 25 years or older have a high school diploma or some college education
- Shopping and leisure also focus on their children—baby and children's products from shoes to toys and games and trips to theme parks, water parks or the zoo
- Residents favor Hispanic programs on radio or television; children enjoy playing video games on personal computers, handheld or console devices

Many households have dogs for domestic pets

LifeMode 11 Midtown Singles (12.9% of the Waukegan population)

- Millennials on the move—single, diverse, urban
- Millennials seeking affordable rents in apartment buildings
- Work in service and unskilled positions, usually close to home or public transportation
- Single parents depend on their paycheck to buy supplies for their very young children
- Midtown Singles embrace the Internet, for social networking and downloading content
- From music and movies to soaps and sports, radio and television fill their lives

Brand savvy shoppers select budget friendly stores

LifeMode 13 Next Wave (12.0% of the Waukegan population)

- Urban denizens, young, diverse, hard-working families
- Extremely diverse with a Hispanic majority, the highest among LifeMode groups
- A large share are foreign born and speak only their native language
- Young, or multigenerational, families with children are typical
- Most are renters in older multi-unit structures, built in the 1960s or earlier
- Hard-working with long commutes to jobs, often utilizing public transit to commute to work
- Spending reflects the youth of these consumers, focus on children (top market for children's apparel) and personal appearance
- Also a top market for movie goers (second only to college students) and fast food
- Partial to soccer and basketball

From LifeMode to Tapestry Segments

Within these four LifeMode groupings are five tapestry segments making up 58.1% of Waukegan's population as follows:

- American Dreamers – LifeMode 7C: 13.8%
- Metro Fusion – LifeMode 11C: 12.9%
- Las Casas – Life Mode 13B: 12.0%
- Barrios Urbanos – LifeMode 7D: 11.7%
- Soccer Moms – LifeMode 4A: 7.7%

The Other One-Third

One of the other significant factors that makes Waukegan such an interesting community and a challenge to serve is the fact that it is a very diverse community; diverse socially and ethnically, but also diverse compared to other communities where four Tapestry segments may makeup close to 80% or more of the population.

This other 30% of the population adds three additional LifeMode groupings to the mix as well as an additional five Tapestry segments. These additional household groups describe 87.4% of Waukegan's population.

Concise Conclusions

While a great deal of additional data from ESRI remains to be analyzed, the following overview of conclusions can be drawn.

- A sizeable proportion of residents are within LifeMode groups that reflect below the average income of Americans
- Income and ethnicity differences among residents remains a factor
- There is even greater diversity of lifestyles reflected in the population

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