

## Who are your target customers?

By using the Tapestry Profile from the previous section, we are able to identify your Target customers using a combination of two factors: Index and Percent of Customers. These two factors, in different combinations can define your Core and Development target groups.

### Core Segments

Segments with a high percentage of your customer base are indicators of your *Core Segments*. Core Segments are the segments that not only make up a large percentage of your customer base, but also have an above average index to be a customer. Customers in this segment make up a larger percentage of your customer base than the percentage that they make up of the market area. These segments represent loyalty and good opportunity. In Figure 1 below we have identified the Core Segments in your study area. These segments contain at least 15.00 percent of the customer base and also have an index greater than 110.

**Figure 1: Tapestry Profile -  
Core Customer Segments**

Tapestry Description	Customer Count	Customer Percent	Market Area Count	Market Area Percent	Index
8D: Downtown Melting Pot	5,963	24.75	789,907	0.66	3,756
2C: Pacific Heights	14,522	60.28	872,157	0.73	8,285

### Development Segments

Development segments are the segments that make up a significant percent of customers and of the market area but do not have an above average index. Development segments are important because they represent a significant portion of customers but also represent areas with households that have not yet been reached. They represent potential for loyal customers. These segments contain at least 15.00 percent of the customer base and also have an index less than 110.

**Figure 2: Tapestry Profile -  
Development Customer Segments**

Tapestry Description	Customer Count	Customer Percent	Market Area Count	Market Area Percent	Index
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