

# Tapestry™ Segmentation

Esri's **Tapestry™ Segmentation** system 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** can help you to identify your best markets, find the most profitable consumer types, tailor marketing messages to fit your audience, and define product and service preferences. Here's a brief description of a Tapestry segment.

## 02—Suburban Splendor



**Segment Code**—02

**Segment Name**—Suburban Splendor

**LifeMode Summary Group**—L1 High Society

**Urbanization Summary Group**—U7 Suburban Periphery I

### Demographic

*Suburban Splendor* residents are families who live in growing suburban neighborhoods. Married couple families with and without children comprise 8 in 10 of these households. Household growth in these suburbs is 0.66 percent annually. The median age is 44.0 years, and half of the population is aged 35–64 years. These low-diversity neighborhoods are predominantly white.

### Socioeconomic

These successful suburbanites are the epitome of upward mobility, just a couple of rungs below *Top Rung* in affluence. *Suburban Splendor* residents have a median household income of \$121,313. Labor force participation rates are high for both men and women; many households are two income. Most employed residents work in management, professional positions, and sales. Well educated, more than half the population aged 25 years and older hold a bachelor's or graduate degree.

### Residential

Sharing the lead with *Top Rung* for homeownership at 92 percent, *Suburban Splendor* neighborhoods are located in metropolitan areas throughout the U.S. Valued at \$394,774 their homes are large and luxurious. Eighty-five percent of the households own two or more vehicles.

### Preferences

A main focus is home improvement and remodeling projects done mostly by contractors, although residents will tackle interior painting jobs. Residents hire a lawn maintenance service to cut the grass but like to plant their own shrubs and trees; treat their lawn with fertilizer, weed control, or insecticide; and sow grass seed. They have all the latest electronic gadgets including digital camcorders, video game systems, projection screen TVs, and numerous cell phones. This is one of the top segments to own or lease a luxury car.

They devote free time to family; travel; and self-improvement pursuits such as physical fitness, reading, visiting museums, and attending the theater. They read the newspaper, books, and magazines (particularly epicurean, airline, travel, business, finance, and boating). They listen to classical music, all-news, all-talk, news/talk, and sports radio.

Active investors, residents go online to track and trade stocks, bonds, and funds. They hold home equity credit lines, consult with financial planners, use stock rating services, and own life insurance policies valued at approximately \$500,000. They order items by phone, shop online, and at upscale retailers, home improvement stores, and wholesalers.

For more information about Tapestry

call Esri at

**1-800-447-9778**

Send e-mail inquiries to

**info@esri.com**

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