

# 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.

## 03—Connoisseurs



**Segment Code**—03

**Segment Name**—Connoisseurs

**LifeMode Summary Group**—L1 High Society

**Urbanization Summary Group**—U3 Metro Cities I

### Demographic

Residents of *Connoisseurs* neighborhoods are somewhat older, with a median age of 48.2 years. Approximately 70 percent of the population is married. Although residents appear closer to retirement than child-rearing age, 30 percent of the households are married couples with children living at home. Ethnic diversity is negligible.

### Socioeconomic

*Connoisseurs* are second in affluence only to the *Top Rung* segment. This market is well educated; 63 percent of the population aged 25 years and older hold a bachelor's or graduate degree. Employed residents earn wages from high-paying management, professional, and sales jobs. Many are self employed; the rate is twice that of the national average. They have a median household income of \$122,306 and supplement their salaries with income from interest, dividends, and rental properties.

### Residential

*Connoisseurs* neighborhoods are usually slow-growing, established, affluent areas in densely populated city centers. With a median home value of \$566,490 most of their homes are single-family structures built before 1970; 87 percent own their homes. Commuting is a way of life; compared to the U.S. average, more *Connoisseurs* residents live in a different state from where they work.

### Preferences

*Connoisseurs* residents may be second to *Top Rung* in wealth, but they are tops for conspicuous consumption. Residents hire contractors for home improvement and remodeling projects, lawn care, landscaping services for property upkeep, and professional housecleaning services. This is one of the top markets to own or lease a luxury car or convertible equipped with a navigational system.

Exercise is a priority: they work out weekly at a club or other facility, ski, play golf and tennis, practice yoga, and jog. They travel abroad and in the United States, visit museums, and attend theater and dance performances. They go online to make travel plans, track and trade their investments, and shop. They order from high-end catalogs and shop in person at service-oriented department stores.

They read history books; mysteries; biographies; two or more daily newspapers; and epicurean, travel, finance, and business magazines. Residents listen to classical music as well as public, all-news, news/talk, and all-talk radio. They work for political candidates or parties, write or visit elected officials, and participate in local civic issues. *Connoisseurs* eat out several times a week, but, for fun, will cook at home occasionally.

For more information about Tapestry

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