

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.

01—Top Rung



Segment Code—01
Segment Name—Top Rung

LifeMode Summary Group—L1 High Society
Urbanization Summary Group—U3 Metro Cities I

Demographic

Residents of *Top Rung* neighborhoods are mature, married, highly educated, and wealthy. The median age is 44.2 years; one-third of the residents are in their peak earning years of 45–64. More than 77 percent of these households are composed of married couples; half of them have children. Except for the presence of children, this is a low-diversity, monochromatic market.

Socioeconomic

Top Rung, the wealthiest consumer market, represents less than 1 percent of all US households. The median household income of \$182,041 is more than three-and-one-half times that of the US median; the median net worth of \$1,120,886 is approximately ten times higher than the national level. Their wealth comes from investments; income from interest, dividends, and rental properties; and remuneration from positions in management, professions, and sales, particularly in the finance, education, legal, and health care industry sectors. The proportion of households receiving self-employment income is twice that of the national level. The population is highly educated: more than 70 percent of residents aged 25 years and older hold a bachelor's or graduate degree.

Residential

The enclaves of the wealthy are dotted throughout major US cities, with higher concentrations located on the east and west coasts. *Top Rung* residents own at least one single-family home with a median home value approaching \$864,923, the highest, by far, of all the Tapestry Segmentation markets. Travel is part of their lives including the highest rate of interstate commuting.

Preferences

Top Rung residents can afford to indulge any choice. Residents carry life insurance policies valued at more than \$500,000. Residents hire professional cleaning and lawn services to maintain their homes and property and contract for home improvement and remodeling projects. This is the top market for owning or leasing a luxury car. Residents favor new imported vehicles, especially convertibles. A vehicle navigation system is a key feature.

Top Rung residents are shoppers. They buy the “best of the best” at high-end department stores, in warehouse/ club stores, and from catalogs. They also shop online for books and concert and sports event tickets. They own three or more cell phones and generally have two phone lines in their homes.

Top Rung residents are avid readers of newspapers (usually two or more daily), magazines (especially airline, epicurean, business, finance, and fashion), and books (particularly history and biographies). They listen to classical music, jazz, all-news, public, sports, all-talk, and news/talk radio. They watch news shows on CNBC, CNN, and MSNBC and subscribe to HBO or Showtime.

Active in their communities, they join charitable organizations and environmental groups, work for political parties or candidates, write to elected officials, and contribute to PBS. They practice yoga, do aerobics, play golf and tennis, ski, ice skate, take vitamins, and buy low-fat food.

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