

# 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.

## 05—Wealthy Seaboard Suburbs



**Segment Code**—05

**Segment Name**—Wealthy Seaboard Suburbs

**LifeMode Summary Group**—L1 High Society

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

### Demographic

*Wealthy Seaboard Suburbs* are older, established, affluent neighborhoods characteristic of US coastal metropolitan areas. Two-thirds of the population aged 15+ years is married; more than half of the married couples have no children. The median age is 43.3 years. Ethnic diversity is low; most residents are white.

### Socioeconomic

*Wealthy Seaboard Suburbs* neighborhoods are affluent; the median household income is \$96,498. Income is derived from a variety of sources; approximately 60 percent of the households receive supplemental income from interest, dividends, and rental properties; 23 percent collect retirement income. More than half of those who work hold professional or management positions. The median net worth is \$401,516, more than four times that of the US median of \$93,084.

### Residential

*Wealthy Seaboard Suburbs* neighborhoods are located primarily along the California, New York, New Jersey, and New England coasts. Three-fourths of the housing units were built before 1970. Single-family structures comprise 89 percent of the households, with a median home value of \$415,546. The vacancy rate is 5 percent. Slow to change, *Wealthy Seaboard Suburbs* homeowners are the least likely to have moved in the last five years. This segment ranks in the top five for residents who commute out of state to work.

### Preferences

Not do-it-yourselfers, these residents hire lawn and maintenance services to care for their property and contractors to remodel their homes. The top market for remodeling expenditures, this segment spends more than \$5,000 a year on home improvements. A typical resident holds a home equity line of credit, holds life insurance policies worth \$500,000 or more, uses a brokerage firm, owns stocks, and donates to charities or nonprofits. They love to shop – online, by phone from high-end catalogs – and especially at Macy's, Nordstrom, and warehouse stores. They also shop online and by phone from high-end catalogs.

*Wealthy Seaboard Suburbs* residents take nice vacations, and go to Las Vegas and Atlantic City. They go saltwater fishing, skiing, and ice skating and attend the theater. They read two or more daily newspapers; biographies; and epicurean, travel, business, and finance magazines. They listen to classical music, jazz, all-news, and sports radio programs. Cable movie channels are favorites, but residents will watch one or two drama series shows each week. This is a top segment for watching home shopping channels.

For more information about Tapestry

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