



Tapestry Segment L1

Savvy Suburbanites

About Savvy Suburbanites

These neighborhoods tend to be concentrated in New England and the Mid-Atlantic. Some couples have children who have grown up and left the house, and around a quarter still have kids at home. Residents work in professional fields such as management and finance. The combined wages of both spouses position these families solidly in the middle to upper income tiers. Investments, retirement income, and valuable properties also contribute to the high net worth of households commonly found in these neighborhoods. Residents in this segment gravitate toward suburban communities, which include both newly developed and well-established areas, within major metropolitan areas. Nearly all homes are single-family and owner-occupied, with very few rental properties available, and most homes were built between 1970 and 2000.

[ArcGIS® Tapestry™](#) groups residential areas into segments based on shared demographic, socioeconomic, and lifestyle characteristics. **Savvy Suburbanites** is one of 60 Tapestry segments in the United States. This segment belongs to the **Premier Estates** [LifeMode](#) group and **Mature and Retired**



Lifestyle Patterns



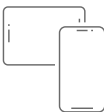
Shopping

Residents frequently use credit cards but seldom have outstanding monthly balances.



Spending

They tend to invest a significant amount of resources on home improvement and landscaping. Residents have a variety of investment and retirement accounts.



Media

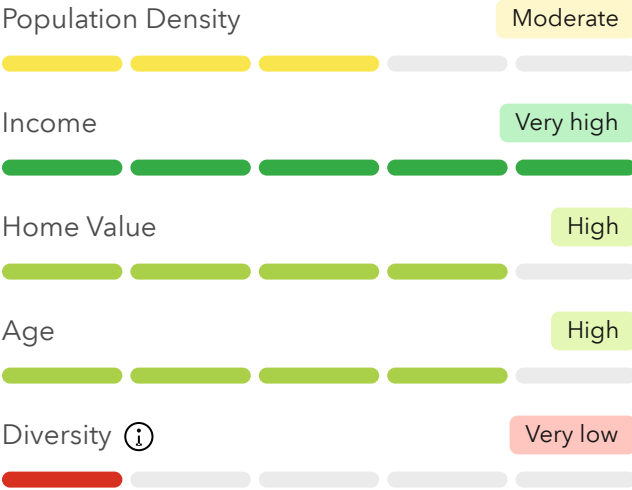
Households tend to have access to cell phones and the internet to stay connected.



Interests

Residents tend to engage with their communities through fundraising and local politics. Vacation destinations often include beaches and national parks.

Segment Characteristics



Housing Traits



[View segment documentation](#)



Savvy Suburbanites

Understand Savvy Suburbanites

Segment L1 - Savvy Suburbanites is in the Premier Estates [LifeMode group](#). This segment is characterized by affluent New England and Mid-Atlantic suburbanites in major metropolises.

Owners is the predominant occupancy tenure in the Savvy Suburbanites segment, and the most common housing unit type is **Single Family**. The homeownership rate in this segment is **90.9%** and there is a housing unit vacancy rate of **4.0%**. Across the entire segment, the median contract rent paid per month is **\$1,668**.

The majority of people in this segment live in areas with the [Urbanicity Type](#) of **Suburb**, with a population density of **359** people per square mile.

Prof, Mgmt is the dominant occupation type and the predominant education level for the segment is **College Degree**. Approximately **63.0%** of the people age 25 or older in the Savvy Suburbanites segment have earned a college degree.

The majority of people in this segment are in the **Gen Z, Millennials, Gen X, Baby Boomers** [generation](#) and are in the [Mid-High Income Tiers](#) with a median net worth of **\$915,346**.

About ArcGIS Tapestry

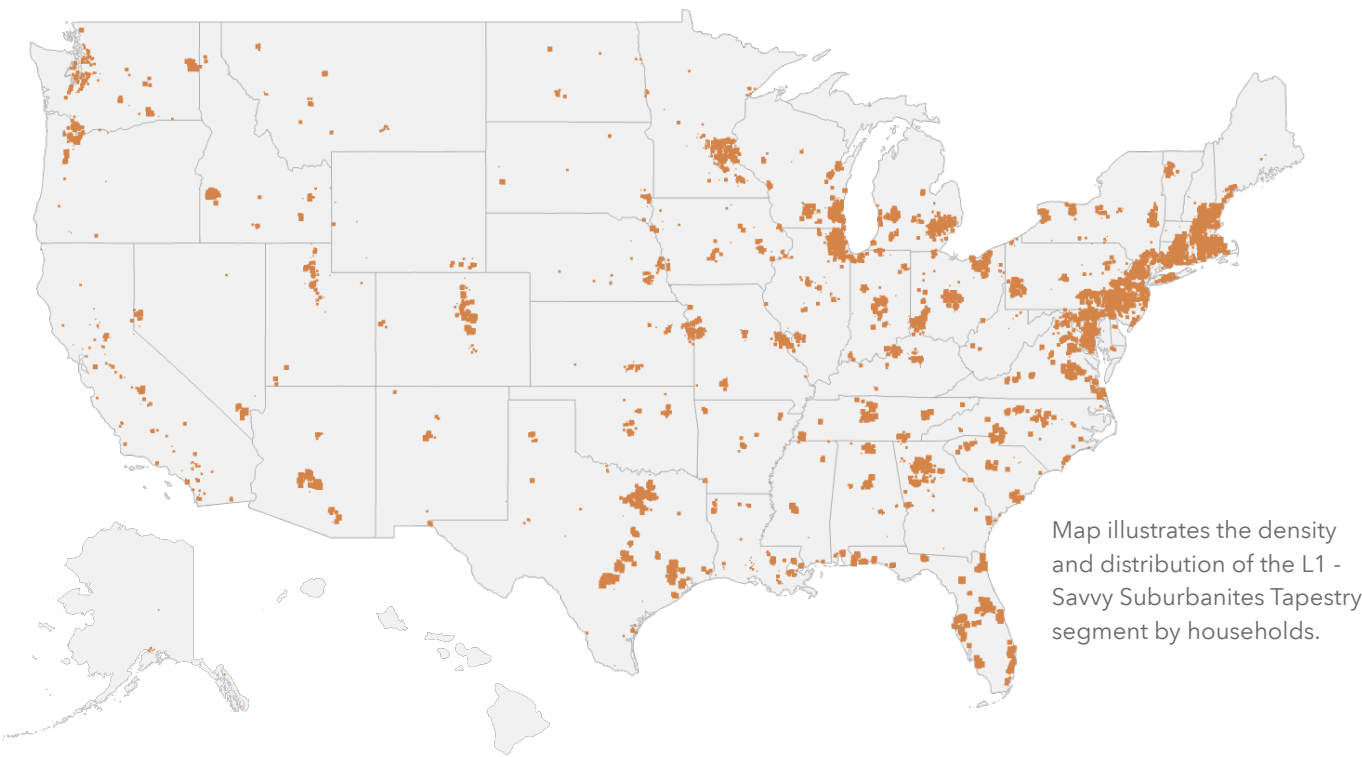
[ArcGIS Tapestry](#) is an advanced demographics dataset that contains detailed summaries of communities across the United States. The ArcGIS Tapestry dataset is developed by Esri and includes source material supplied by [Esri® Updated Demographics](#), the [U.S. Census Bureau](#), the U.S. Census Bureau's [American Community Survey \(ACS\)](#), and consumer surveys such as [MRI-Simmons](#).

The ArcGIS Tapestry dataset groups residential areas into segments based on shared demographic, socioeconomic, and lifestyle characteristics. Neighborhoods with the most similar characteristics are grouped together, and neighborhoods showing divergent characteristics are separated. For a broader view of consumer markets, segments are summarized into LifeMode groups. Segments within each [LifeMode group](#) share key demographic characteristics with an emphasis on age, income, household type, and population density.

ArcGIS Tapestry data can be used to understand a community's complexity. Each segment provides insight into patterns at the neighborhood and community levels and can be used to compare study areas. Typically, communities are composed of multiple segments and the diversity of an area's segments is relevant to understanding each community's unique socioeconomic and demographic dynamics.

L1 - Savvy Suburbanites is one of 60 Tapestry segments in the United States. Values on this report represent nationwide 2025 totals from Esri for this segment. © 2025 Esri.

Segment Density





Demographic Characteristics of Tapestry Segment L1

Savvy Suburbanites

Key Indicators



4.5%

United States households are in this Tapestry segment

There are **5,994,708** households in the **Savvy Suburbanites** segment within the United States.



2.72 ↑

Average household size

This segment is **0.22 persons higher** than the **United States** average household size of **2.50**.



\$139,696 ↑

Median household income

This segment is **71.1% higher** than the **United States** median income of **\$81,624**.



\$471,521 ↑

Median home value

This segment is **27.2% higher** than the **United States** median home value of **\$370,578**.



44.0 ↑

Median age

This segment is **4.4 years older** than the **United States** median age of **39.6**.

Demographics

Marital Status



Never Married	23.6%	34.2%
Married	65%	50.3%
Divorced	7%	10%
Widowed	4.4%	5.5%

■ Segment total ■ US total

Population by Generation



Greatest Generation	4.4%	4.3%
Baby Boomers	22.7%	19.4%
Generation X	21.6%	19.1%
Millennials	20.9%	24.2%
Generation Z	20.8%	23.0%
Generation Alpha	9.7%	10.0%

Population by Race

8.5% of population in this segment identify as [Hispanic](#).



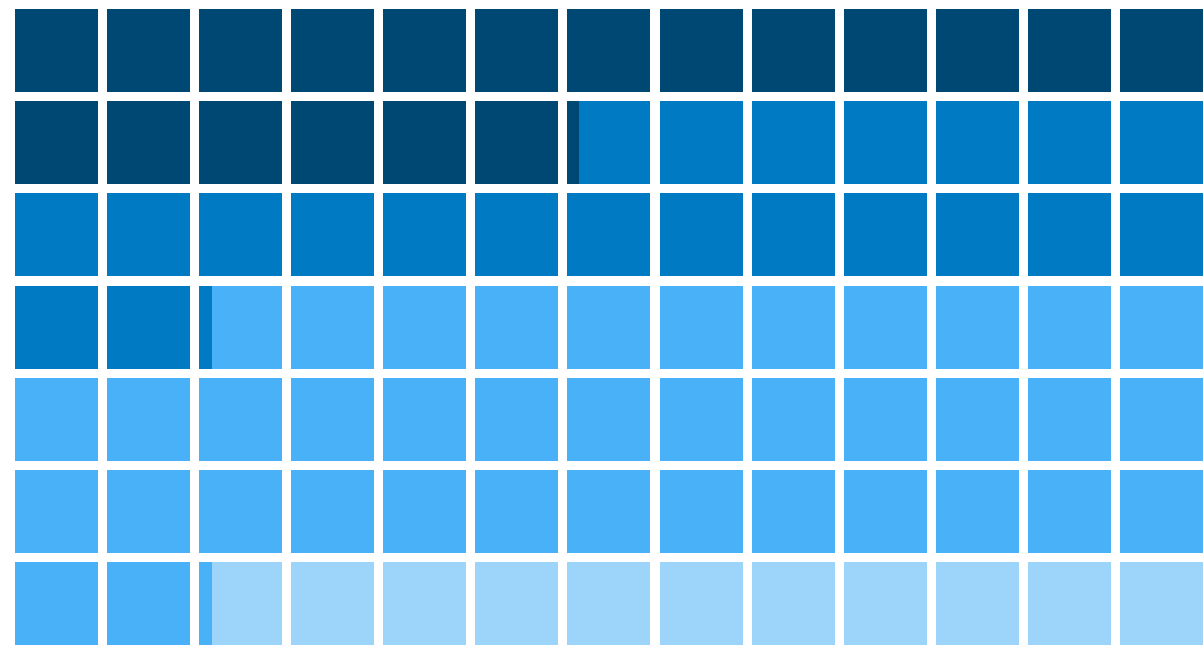
American Indian	0.4%	1.1%
Asian	5.0%	6.4%
Black	5.1%	12.5%
Pacific Islander	0.1%	0.2%
White	78.6%	60.0%
2+ Races	8.3%	10.8%
Other Race	2.6%	8.8%



Demographic Characteristics of Tapestry Segment L1

Savvy Suburbanites

School Enrollment



74.9% of population age 3+ in this Tapestry segment are not enrolled in school. Source: (ACS)

- College or Grad/Prof School

(5.3%)
- Enrolled in grade 9-12

(6.1%)
- Enrolled in grade 1-8

(10.8%)
- Nursery/Presch or Kindergarten

(3.0%)



Diversity Index

U.S. index is **72.7**

46.9

0

100



2.9% ↓

Unemployment Rate

1.4% lower than the **United States** rate of **4.3%**.



Educational Attainment

Population Age 25+	Savvy Suburbanites	United States	Difference
Less than 9th grade	1.2%	4.0%	-2.8%
High school with no diploma	2.0%	5.3%	-3.3%
High school diploma	16.5%	22.4%	-5.9%
GED or alternative credential	2.2%	4.1%	-1.9%
Some college with no degree	15.0%	17.2%	-2.2%
Associate's degree	9.7%	9.8%	-0.1%
Bachelor's degree	31.6%	22.7%	8.9%
Graduate or professional degree	21.7%	14.5%	7.2%

Household Income Tiers



Upper Income Tier

39.6%

Middle Income Tier

53.3%

Low Income Tier

7.1%

Occupation Type



White Collar

75.1%

Blue Collar

13.7%

Services Occupation

11.2%