

38 Industrious Urban Fringe



Segment Code..... 38
Segment Name..... *Industrious Urban Fringe*
LifeMode Group L8 *Global Roots*
Urbanization Group..... U5 *Urban Outskirts I*

Demographic

Family is central to *Industrious Urban Fringe* neighborhoods. Slightly more than half of these households have children. Married-couple families (54 percent of households) and single-parent families (17 percent) comprise most of these households. Multigenerational households are relatively common. The comparatively low median age of 28.5 years reflects the high proportion of children. Approximately 57 percent of these residents are Hispanic. More than one-fourth of the residents are foreign born, bringing rich, diverse cultures to these urban outskirt neighborhoods.

Socioeconomic

The median household income is \$42,901; the median net worth is \$54,484. The large average household size of 3.42 lowers the amount of discretionary income compared to segments with similar income. Settled on the fringe of metropolitan cities, these households take advantage of the proximity to metropolitan cities to pursue employment opportunities. These residents rely mainly on work in the manufacturing, construction, retail trade, and service industry sectors for their livelihood. Educational attainment levels are lower than U.S. levels, and the unemployment rate is higher.

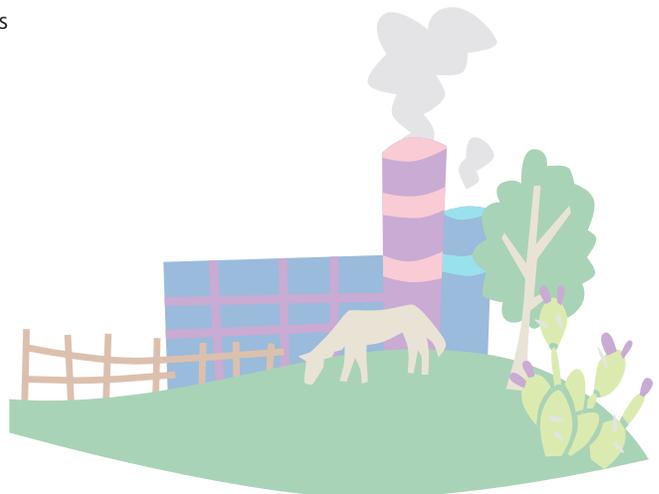
Residential

Approximately half of the *Industrious Urban Fringe* households are located in the West; 40 percent are in the South. States with the highest household concentrations are California, Texas, and Florida. Homeownership is at 67 percent, and the median home value is \$166,992. Single-family dwellings are the dominant household structure in these neighborhoods. Living farther out from urban centers allows many to find the space for an affordable home in which to raise their families.

Preferences

Industrious Urban Fringe households balance their budgets carefully. Mortgage payments take priority. They shop at Wal-Mart, Kmart, Target, and other major discount stores for baby and children's products. They dine out less often than average households. Many have no financial investments or retirement savings other than their homes and are less likely than average to carry health insurance.

Keeping in touch is important to these residents. They often have a second phone line at home and purchase various phone services. They enjoy watching movies, both at theaters and at home. It's quite common for them to make multiple visits to a movie theater in a month. Newspapers and magazines are not the best media to reach the *Industrious Urban Fringe* households. Television and radio are more effective. Residents watch television just as much as average U.S. householders but subscribe to cable less often. They listen to the radio frequently, tuning in to contemporary hit and Hispanic stations.



41 Crossroads

Segment Code..... 41
Segment Name..... *Crossroads*
LifeMode Group L12 *American Quilt*
Urbanization Group..... U9 *Small Towns*



Demographic

Crossroads neighborhoods are primarily home to married-couple families with and without children and single-parent families. These residents are young, with a median age of 32.0 years. Householders tend to be younger than the U.S. average; approximately half of them are younger than 45 years. The population in this segment is growing more than 1.6 percent annually, a faster rate than the U.S. population. Nineteen percent of residents are Hispanic. Although 73 percent of residents are white, other racial groups are represented in this market.

Socioeconomic

The median household income for this market is \$41,213, somewhat below the U.S. median; the median net worth is \$47,371, less than half the U.S. value. Educational attainment levels are lower than U.S. levels; only 36 percent of residents aged 25 years and older hold a bachelor's or graduate degree or have attended college. Most of the employed residents work in the manufacturing, construction, retail trade, and service industry sectors. Labor force participation is comparable to the U.S. level, but unemployment is slightly higher.

Residential

Crossroads communities are growing neighborhoods that are frequently found in small towns throughout the South, Midwest, and West. These small towns provide affordable housing for young families, providing them an opportunity to own their homes. Homeownership is 77 percent; the median home value is \$74,804, much lower than the U.S. median. More than half of *Crossroads* households are mobile homes; 36 percent are single-family dwellings. Most of the housing was built after 1969.

Preferences

Mindful of their expenses, *Crossroads* households budget for what they buy and choose selectively where to spend their money. They shop at discount department stores such as Wal-Mart and Kmart. Many shop for groceries at Wal-Mart Supercenters. Their priorities are their families and their cars. Children are the focus of their lives, and they buy children's products in addition to groceries. They prefer domestic cars or trucks, commonly buy used vehicles, and handle the maintenance themselves. Investing and saving for retirement are a low priority; many households do not own mutual funds, stocks, or retirement savings accounts. Home improvement projects also rank low.

Crossroads residents enjoy watching television, especially cartoon channels for the kids and fishing or NASCAR racing for the adults. Typically, they own a satellite dish or subscribe to cable. They also like to listen to the radio, preferring country and contemporary hit music to other formats. They read the newspaper less frequently than average U.S. households; however, they read magazines, especially automotive, boating, motorcycle, and fishing publications. They like to fish and go to the movies. Most households have pets such as cats and dogs. Birds are especially popular.

47 Las Casas

Segment Code..... 47
Segment Name..... *Las Casas*
LifeMode Group L8 *Global Roots*
Urbanization Group..... U2 *Principal Urban Centers II*



Demographic

Las Casas residents are the latest wave of western “pioneers.” Nearly half of them were born outside the United States. Eighty-four percent of these residents are Hispanic. Households are dominated by families, mainly married couples with children (42 percent) and single-parent families (21 percent). The median age of this market is 25.8 years. This is a young segment: nearly half of the residents are younger than 25 years; two out of three residents are younger than 35 years. Of all the Community Tapestry segments, *Las Casas* has the highest average household size (4.27).

Socioeconomic

The median household income of \$38,046 and the median net worth of \$37,971 are relatively low compared to the national medians. Most households derive their income from wages and salaries; some receive Supplemental Security Income or public assistance income. Employed residents work predominantly in the service and manufacturing industry sectors. Part-time employment is common in this segment. Unemployment is at 13 percent, almost twice that of the U.S. level. Educational attainment levels are much lower than national levels; only 5 percent of residents aged 25 years and older hold a bachelor’s or graduate degree and only 14 percent have attended college. Sixty-two percent have not finished high school.

Residential

Las Casas neighborhoods are located primarily in California. Fifty-nine percent of householders rent. The median value for owner-occupied homes is \$321,086. There is strong demand for housing in these neighborhoods; vacancy rates are lower than average. Housing is a mix of older apartment buildings, single-family dwellings, and townhomes. Most of the housing units were built before 1970.

Preferences

The large size of *Las Casas* households limits their discretionary income. The presence of children influences their spending habits. They live modest lifestyles. Many drive older vehicles. This is a strong market for purchases of baby and children’s products. They typically shop for groceries at Ralphs or Vons, and AM/PM is their convenience store of choice. Home improvement or remodeling is not a top priority.

Typically, households own one TV set and do not subscribe to cable. Residents watch sports on TV, particularly soccer and weight lifting. Hispanic radio is, by far, their favorite radio format; however, they also listen to variety and contemporary hit radio programs. They enjoy playing soccer and reading books, particularly adventure stories. Many treat their children to a family outing at a theme park, especially Disneyland. Mexico is a popular destination for trips.



58 NeWest Residents

Segment Code..... 58
Segment Name..... *NeWest Residents*
LifeMode Group L8 *Global Roots*
Urbanization Group U2 *Principal Urban Centers II*



Demographic

The *NeWest Residents* market possesses the third largest average family size (4.03) of all the Community Tapestry segments. Families dominate this market. Children are present in 54 percent of the households, either in married-couple families or single-parent families. Another 19 percent of the households are composed of married-couple families with no children living at home as well as other families. This segment is the fifth youngest of all the Community Tapestry segments, with a median age of 25.5 years. Dependent children are 36 percent of the population; 38 percent of householders are younger than 35 years of age. Approximately half of this young population is foreign born, more than half of whom have arrived in the United States in the last 10 years. Hispanic cultures are predominant in this family-oriented segment. More than three-fourths of the residents are Hispanic. Two-fifths of residents are white, approximately two-fifths are other races populations (second highest of all Community Tapestry segments), and 6 percent are multiracial populations (two times that of the national level). This market is one of the top five most diverse of all Community Tapestry markets.

Socioeconomic

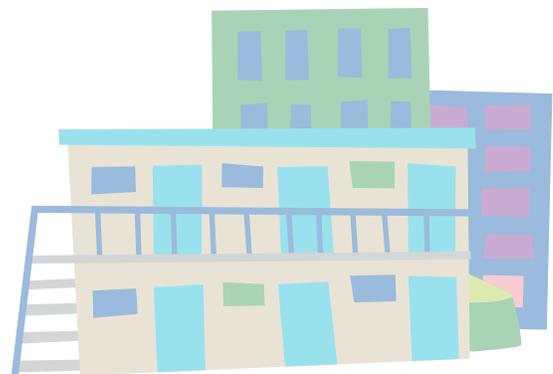
Most *NeWest Residents* are not only new to America but also beginning their careers and families. They arrived in the country with few funds but began saving their hard-earned dollars. The median net worth is about \$15,946. Language is a significant barrier for many; this market has the highest concentration of households who speak a language other than English. Approximately 59 percent of residents aged 25 years and older have not completed high school. Lack of education limits their employment options. Most residents who are employed work in service and skilled labor occupations. Higher-than-average proportions of employed residents work in the construction, manufacturing, accommodation/food services, administrative services, other services, and agricultural industry sectors. The 15 percent rate of unemployment is high. Some households receive Supplemental Security Income or public assistance. The median household income for this segment is \$27,180.

Residential

Most *NeWest Residents* rent apartments in mid- or high-rise buildings in major cities, chiefly in the West and South. California has the largest concentration of households, followed by Texas. The average gross rent is approximately \$556 per month. Most housing units in these neighborhoods were built before 1980. Homeownership is at 18 percent; the median home value is \$179,477.

Preferences

NeWest Residents families put their children first. They lead a strong, family-oriented lifestyle with an emphasis on buying groceries and baby and children's products. They usually buy only the essentials such as baby food, baby supplies, baby car seats, and children's clothing. They shop for groceries at Vons, Pathmark, and Ralphs but will stop at local convenience stores for milk, juice drinks, and nonprescription drugs. To save money, they prepare from-scratch meals at home, steering away from prepackaged meals. Residents prefer to use cash; credit card ownership and usage are low in this market. Because most of these householders rent, they do not participate in gardening or invest in big-ticket furniture items. They buy basic bedding and bath goods as well as cooking and serving items. They own one television set; few have Internet access, and cable TV is not considered a necessity. They like to watch soccer and professional wrestling on TV, in particular, and listen to Hispanic radio stations.



59 Southwestern Families



Segment Code..... 59
Segment Name..... *Southwestern Families*
LifeMode Group L9 *Family Portraits*
Urbanization Group..... U6 *Urban Outskirts II*

Demographic

A mix of various family types comprise 80 percent of the households in the *Southwestern Families* segment. These young families form the foundation of Hispanic life in the Southwest. Children are the center of these households that are composed mainly of married couples with children and single-parent families. The average family size is 3.97, the fourth largest among all the Community Tapestry segments. The rest of the households in these neighborhoods are married couples, with no children living at home, and other families. Grandparents are caregivers in some of these households. The median age of this young market is 28.6 years. Eighty-two percent of residents are Hispanic. Diversity is also evident in the 28 percent of residents who are foreign born, many of whom immigrated before 1990. Most (57 percent) of the residents are white, 29 percent are other races populations, and 5 percent are American Indian populations. At five times the U.S. level, the *Southwestern Families* segment has the highest percentage of American Indian populations of all Community Tapestry segments.

Socioeconomic

The median household income for this segment is \$27,327. They carefully budget their income month to month to pay for the upkeep of their homes and families. Approximately 10 percent of the households receive Supplemental Security Income; 10 percent receive public assistance. With little chance to save, their median net worth is \$22,981. Linguistic isolation remains prevalent among recent arrivals and the older generations. Educational attainment levels are low in this market; 57 percent of the residents aged 25 years and older have not graduated from high school. Most employed residents work in blue-collar and service jobs. Higher-than-average proportions of employed residents work in the construction, accommodation/food services, administrative and other services, agricultural, and mining industry sectors. The unemployment rate of 15 percent is high.

Residential

As the Community Tapestry name implies, *Southwestern Families* communities are located almost entirely in Southwestern states; 72 percent of the households are in Texas. Home-ownership is important to this settled, suburban market. Two-thirds of *Southwestern Families* householders own their homes; the median home value is \$61,124. This median is the second lowest median home value among all Community Tapestry segments. Residents live in small, modest homes, primarily single-family dwellings. Some live in mobile homes (11 percent of households) in rural, nonfarm areas.

Preferences

The *Southwestern Families* market ranks high for the purchase of baby and children's products. They buy disposable diapers and premoistened wipes but not prepared baby foods. They also buy baby equipment necessities such as car seats and cribs. Many residents invest in a camera, or even a camcorder, to capture family events. They use cost-effective film development at grocery and discount stores. Cell phones are important to this market, so long-distance telephone expenses are part of their budget.

They shop for clothing at discount stores and will also occasionally buy groceries there. Many use the pharmacies at these stores, but Walgreens, Rite-Aid, and CVS are still the popular options. Albertson's, H.E. Butt, Kroger, and Vons are their preferred grocery stores. More households purchase used cars; many save money by performing minor car maintenance such as changing motor oil. Most of the residents rely on car dealers and garages to service their vehicles.

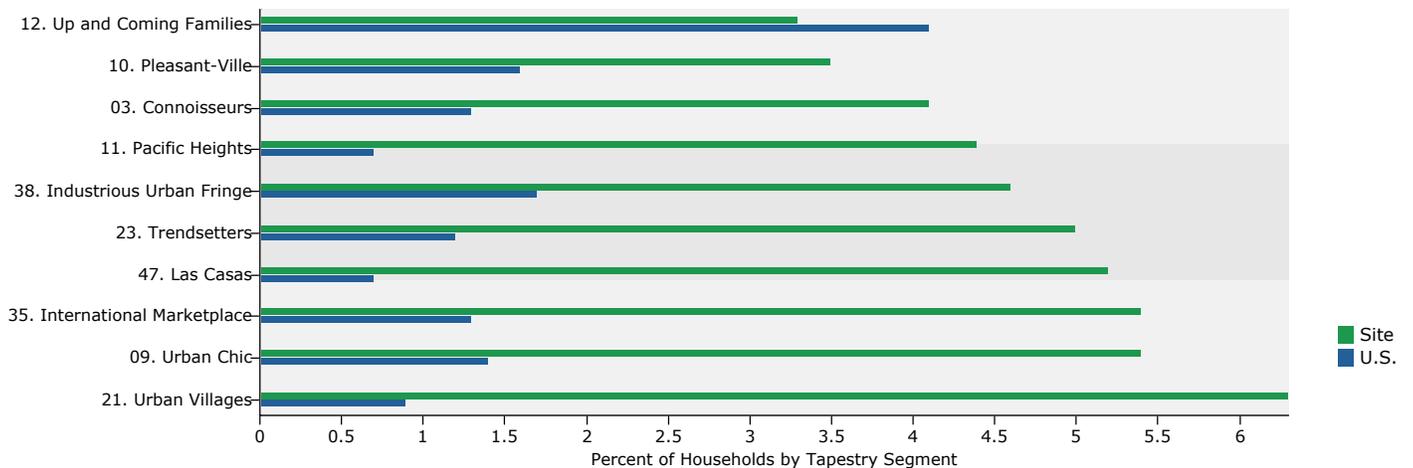
Although cable TV service is available in most neighborhoods, fewer than half subscribe. Many treat their older children to a video game system and frequently visit Blockbuster to rent comedy or action movies. *Southwestern Families* residents listen to Hispanic and urban radio formats. They also enjoy fishing, playing soccer, and going to the movies.

Tapestry Segmentation Area Profile

California
California (06)
Geography: State

| Rank | Tapestry Segment | Households | | U.S. Households | | Index |
|-----------------|--------------------------------|--------------|--------------------|-----------------|--------------------|------------|
| | | Percent | Cumulative Percent | Percent | Cumulative Percent | |
| 1 | 21. Urban Villages | 6.3% | 6.3% | 0.9% | 0.9% | 700 |
| 2 | 09. Urban Chic | 5.4% | 11.7% | 1.4% | 2.3% | 386 |
| 3 | 35. International Marketplace | 5.4% | 17.1% | 1.3% | 3.6% | 415 |
| 4 | 47. Las Casas | 5.2% | 22.3% | 0.7% | 4.3% | 743 |
| 5 | 23. Trendsetters | 5.0% | 27.3% | 1.2% | 5.5% | 417 |
| Subtotal | | 27.3% | | 5.5% | | |
| 6 | 38. Industrious Urban Fringe | 4.6% | 31.9% | 1.7% | 7.2% | 271 |
| 7 | 11. Pacific Heights | 4.4% | 36.3% | 0.7% | 7.9% | 629 |
| 8 | 03. Connoisseurs | 4.1% | 40.4% | 1.3% | 9.2% | 315 |
| 9 | 10. Pleasant-Ville | 3.5% | 43.9% | 1.6% | 10.8% | 219 |
| 10 | 12. Up and Coming Families | 3.3% | 47.2% | 4.1% | 14.9% | 80 |
| Subtotal | | 19.9% | | 9.4% | | |
| 11 | 58. NeWest Residents | 3.2% | 50.4% | 1.0% | 15.9% | 320 |
| 12 | 08. Laptops and Lattes | 2.9% | 53.3% | 1.0% | 16.9% | 290 |
| 13 | 05. Wealthy Seaboard Suburbs | 2.9% | 56.2% | 1.4% | 18.3% | 207 |
| 14 | 27. Metro Renters | 2.7% | 58.9% | 1.6% | 19.9% | 165 |
| 15 | 04. Boomburbs | 2.5% | 61.4% | 2.4% | 22.3% | 104 |
| Subtotal | | 14.2% | | 7.4% | | |
| 16 | 01. Top Rung | 2.3% | 63.7% | 0.9% | 23.2% | 256 |
| 17 | 24. Main Street, USA | 2.1% | 65.8% | 2.2% | 25.4% | 95 |
| 18 | 16. Enterprising Professionals | 2.0% | 67.8% | 1.9% | 27.3% | 105 |
| 19 | 20. City Lights | 2.0% | 69.8% | 1.1% | 28.4% | 182 |
| 20 | 06. Sophisticated Squires | 1.7% | 71.5% | 2.5% | 30.9% | 68 |
| Subtotal | | 10.1% | | 8.6% | | |
| Total | | 71.5% | | 30.9% | | 231 |

Top Ten Tapestry Segments Site vs. U.S.



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri