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.

41—Crossroads

Segment Code—41
Segment Name—Crossroads

LifeMode Summary Group—L12 American Quilt
Urbanization Summary Group—U9 Small Towns

Demographic

Crossroads neighborhoods are growing communities in small towns in the South, Midwest, and West. Married couples with and without children and single parents are the primary household types in these areas. Younger than the US average, they have a median age of 32.2 years; nearly half are younger than 45. This population is growing at 1.6 percent annually, faster than the growth of the US population. One in five is Hispanic, a higher proportion than the United States.

Socioeconomic

The median household income is $43,799; the median net worth is $50,016. Educational attainment is lower than the US average; 37 percent of residents aged 25 years or older have attended college, compared to 54 percent for the US Most employed residents work in the manufacturing, retail, construction, and service industries. Labor force participation is comparable to the US level; unemployment is slightly higher.

Residential

Affordable housing in these small-town communities provides opportunities for young families to own their homes. Home ownership is 73 percent; the median home value is $61,838, much lower than the US median. More than half of the housing is mobile homes; 36 percent are single-family dwellings. Most were 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 drive domestic cars and trucks 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.

They watch NASCAR racing and other sports on TV. 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 US households; however, they read magazines, especially automotive, boating, motorcycle, and fishing publications. They go fishing and watch movies on DVD.

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