



Tapestry Segmentation Area Profile

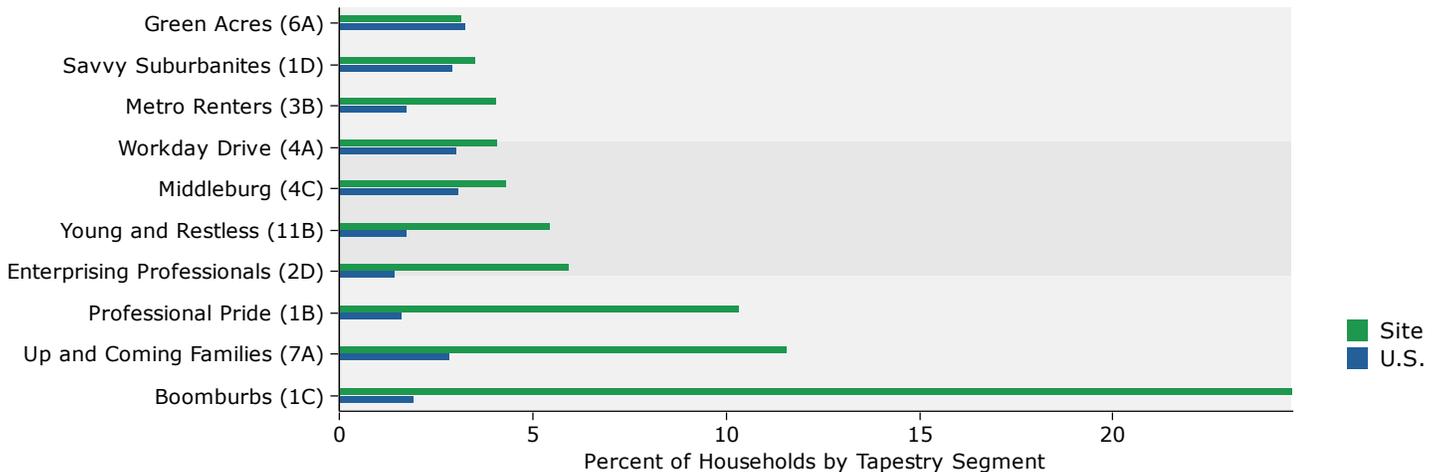
Collin County, TX
 Collin County, TX (48085)
 Geography: County

Prepared by Esri

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2023 Households		2023 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Boomburbs (1C)	24.7%	24.7%	1.9%	1.9%	1265
2	Up and Coming Families (7A)	11.6%	36.2%	2.8%	4.8%	406
3	Professional Pride (1B)	10.4%	46.6%	1.6%	6.4%	629
4	Enterprising Professionals (2D)	5.9%	52.6%	1.5%	7.9%	406
5	Young and Restless (11B)	5.5%	58.0%	1.8%	9.7%	309
Subtotal		58.1%		9.6%		
6	Middleburg (4C)	4.3%	62.4%	3.1%	12.8%	140
7	Workday Drive (4A)	4.1%	66.5%	3.1%	15.8%	134
8	Metro Renters (3B)	4.1%	70.6%	1.8%	17.6%	230
9	Savvy Suburbanites (1D)	3.6%	74.1%	3.0%	20.6%	120
10	Green Acres (6A)	3.2%	77.3%	3.3%	23.9%	98
Subtotal		19.3%		14.3%		
11	Bright Young Professionals (8C)	2.8%	80.1%	2.3%	26.2%	120
12	Home Improvement (4B)	2.8%	82.9%	1.7%	27.9%	164
13	Southern Satellites (10A)	1.8%	84.7%	3.1%	31.0%	58
14	Metro Fusion (11C)	1.8%	86.5%	1.4%	32.4%	124
15	Top Tier (1A)	1.6%	88.1%	1.6%	34.0%	98
Subtotal		10.8%		10.1%		
16	Urban Edge Families (7C)	1.4%	89.4%	1.5%	35.5%	92
17	Exurbanites (1E)	1.0%	90.5%	1.9%	37.5%	53
18	Urban Chic (2A)	0.9%	91.3%	1.3%	38.7%	70
19	In Style (5B)	0.9%	92.2%	2.2%	41.0%	39
20	NeWest Residents (13C)	0.8%	93.1%	0.8%	41.8%	104
Subtotal		5.0%		7.7%		
Total		93.1%		41.8%		223

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 Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

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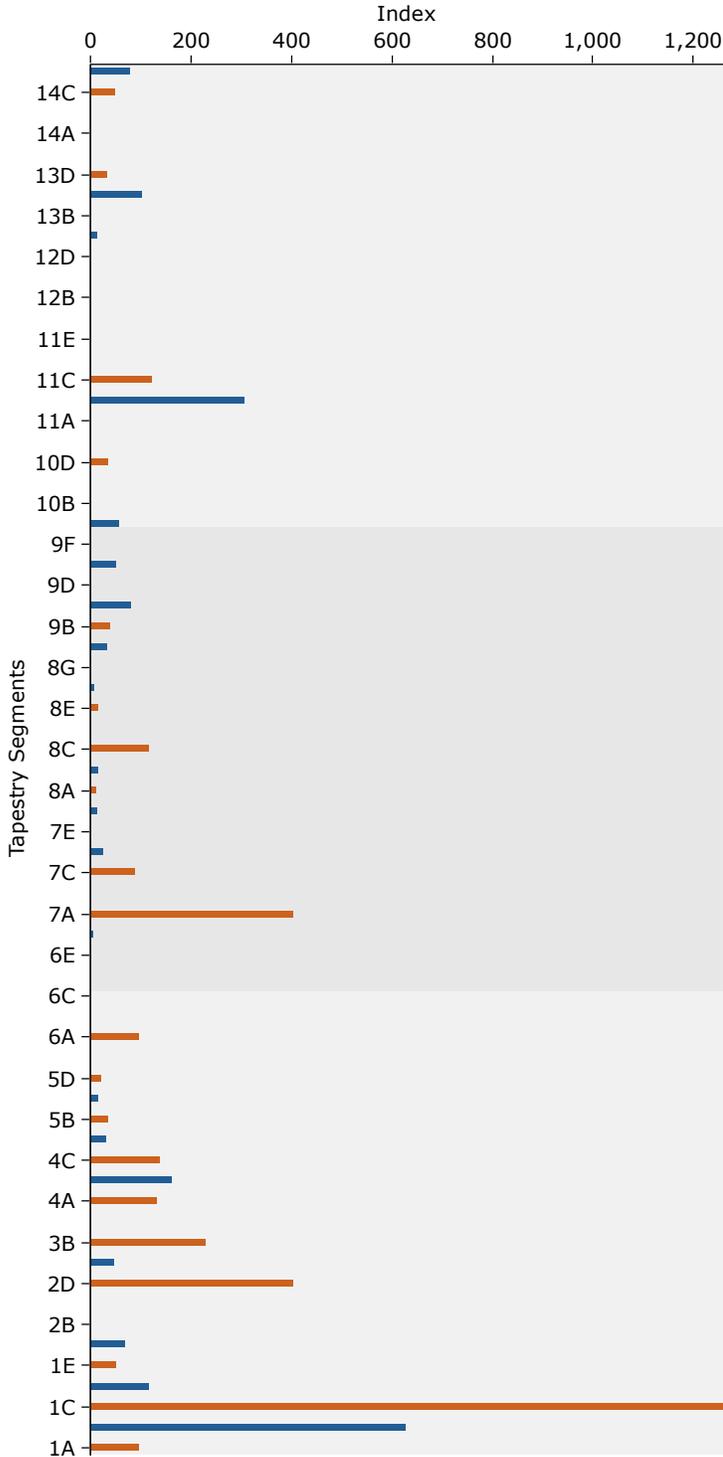


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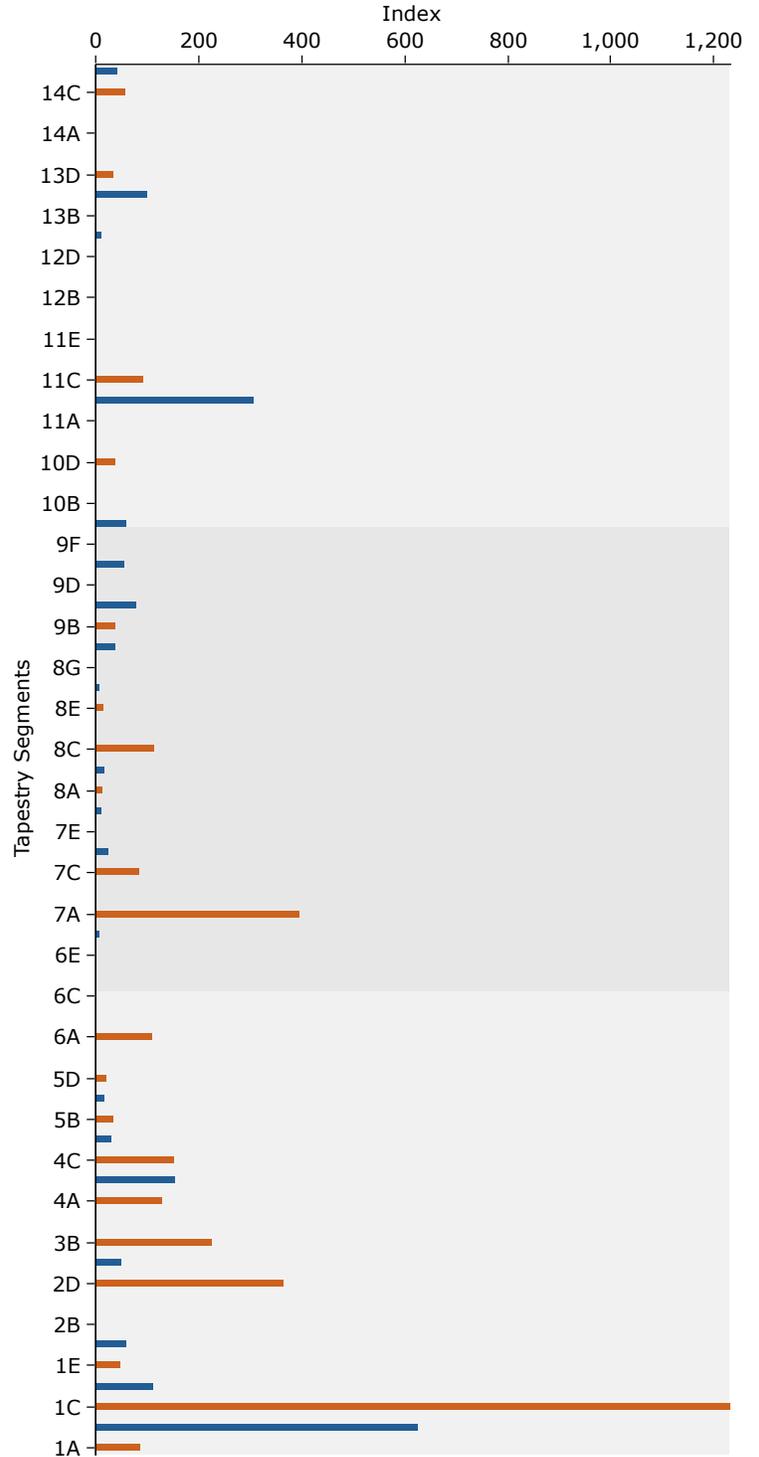
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2023 Tapestry Indexes by Households



2023 Tapestry Indexes by Total Population 18+



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Tapestry LifeMode Groups	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	423,258	100.0%		874,512	100.0%	
1. Affluent Estates	174,347	41.2%	408	377,063	43.1%	398
Top Tier (1A)	6,716	1.6%	98	13,527	1.5%	89
Professional Pride (1B)	43,866	10.4%	629	100,735	11.5%	629
Boomburbs (1C)	104,394	24.7%	1265	222,437	25.4%	1234
Savvy Suburbanites (1D)	15,064	3.6%	120	31,739	3.6%	113
Exurbanites (1E)	4,307	1.0%	53	8,625	1.0%	50
2. Upscale Avenues	28,926	6.8%	123	51,356	5.9%	100
Urban Chic (2A)	3,754	0.9%	70	6,651	0.8%	62
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	25,172	5.9%	406	44,705	5.1%	366
3. Uptown Individuals	19,537	4.6%	117	32,068	3.7%	112
Laptops and Lattes (3A)	2,237	0.5%	49	4,156	0.5%	52
Metro Renters (3B)	17,300	4.1%	230	27,912	3.2%	227
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	47,462	11.2%	143	104,048	11.9%	145
Workday Drive (4A)	17,456	4.1%	134	37,607	4.3%	131
Home Improvement (4B)	11,675	2.8%	164	24,561	2.8%	155
Middleburg (4C)	18,331	4.3%	140	41,880	4.8%	154
5. GenXurban	10,734	2.5%	23	21,009	2.4%	22
Comfortable Empty Nesters (5A)	3,474	0.8%	34	6,643	0.8%	31
In Style (5B)	3,726	0.9%	39	6,987	0.8%	38
Parks and Rec (5C)	1,576	0.4%	19	3,328	0.4%	20
Rustbelt Traditions (5D)	1,958	0.5%	22	4,051	0.5%	23
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
6. Cozy Country Living	14,267	3.4%	29	35,344	4.0%	35
Green Acres (6A)	13,526	3.2%	98	33,459	3.8%	112
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	741	0.2%	8	1,885	0.2%	10
7. Sprouting Explorers	56,641	13.4%	179	121,215	13.9%	164
Up and Coming Families (7A)	49,008	11.6%	406	104,433	11.9%	397
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	5,861	1.4%	92	12,973	1.5%	87
Forging Opportunity (7D)	1,280	0.3%	29	2,889	0.3%	28
Farm to Table (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	492	0.1%	15	920	0.1%	12

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 Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

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Tapestry LifeMode Groups	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	423,258	100.0%		874,512	100.0%	
8. Middle Ground	15,945	3.8%	35	29,081	3.3%	33
City Lights (8A)	795	0.2%	13	1,756	0.2%	14
Emerald City (8B)	1,140	0.3%	19	2,196	0.3%	20
Bright Young Professionals (8C)	11,765	2.8%	120	21,275	2.4%	116
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	1,208	0.3%	18	2,293	0.3%	17
Old and Newcomers (8F)	1,037	0.2%	11	1,561	0.2%	9
Hometown Heritage (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	8,793	2.1%	36	16,010	1.8%	35
Silver & Gold (9A)	1,199	0.3%	35	2,075	0.2%	32
Golden Years (9B)	2,262	0.5%	41	4,215	0.5%	40
The Elders (9C)	2,593	0.6%	84	4,422	0.5%	82
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	2,739	0.6%	54	5,298	0.6%	57
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
10. Rustic Outposts	9,488	2.2%	28	21,337	2.4%	31
Southern Satellites (10A)	7,688	1.8%	58	17,311	2.0%	63
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Economic BedRock (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	1,800	0.4%	37	4,026	0.5%	39
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	30,727	7.3%	116	49,234	5.6%	103
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	23,134	5.5%	309	38,582	4.4%	309
Metro Fusion (11C)	7,593	1.8%	124	10,652	1.2%	93
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
Small Town Sincerity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	5,327	1.3%	32	10,666	1.2%	29
Diverse Convergence (13A)	828	0.2%	16	1,475	0.2%	13
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	3,510	0.8%	104	7,029	0.8%	101
Fresh Ambitions (13D)	989	0.2%	36	2,162	0.2%	37
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	1,052	0.2%	16	5,161	0.6%	26
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	1,052	0.2%	51	5,161	0.6%	60
Unclassified (15)	12	0.0%	82	920	0.1%	44

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Total:	423,258	100.0%		874,512	100.0%	
1. Principal Urban Center	24,036	5.7%	78	41,259	4.7%	70
Laptops and Lattes (3A)	2,237	0.5%	49	4,156	0.5%	52
Metro Renters (3B)	17,300	4.1%	230	27,912	3.2%	227
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	3,510	0.8%	104	7,029	0.8%	101
Fresh Ambitions (13D)	989	0.2%	36	2,162	0.2%	37
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	30,572	7.2%	43	55,991	6.4%	37
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	1,958	0.5%	22	4,051	0.5%	23
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	5,861	1.4%	92	12,973	1.5%	87
Forging Opportunity (7D)	1,280	0.3%	29	2,889	0.3%	28
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Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
Diverse Convergence (13A)	828	0.2%	16	1,475	0.2%	13
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	34,036	8.0%	45	62,078	7.1%	42
In Style (5B)	3,726	0.9%	39	6,987	0.8%	38
Emerald City (8B)	1,140	0.3%	19	2,196	0.3%	20
Front Porches (8E)	1,208	0.3%	18	2,293	0.3%	17
Old and Newcomers (8F)	1,037	0.2%	11	1,561	0.2%	9
Hometown Heritage (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	2,739	0.6%	54	5,298	0.6%	57
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	23,134	5.5%	309	38,582	4.4%	309
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City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
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4. Suburban Periphery	292,516	69.1%	214	615,703	70.4%	210
Top Tier (1A)	6,716	1.6%	98	13,527	1.5%	89
Professional Pride (1B)	43,866	10.4%	629	100,735	11.5%	629
Boomburbs (1C)	104,394	24.7%	1,265	222,437	25.4%	1,234
Savvy Suburbanites (1D)	15,064	3.6%	120	31,739	3.6%	113
Exurbanites (1E)	4,307	1.0%	53	8,625	1.0%	50
Urban Chic (2A)	3,754	0.9%	70	6,651	0.8%	62
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	25,172	5.9%	406	44,705	5.1%	366
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Home Improvement (4B)	11,675	2.8%	164	24,561	2.8%	155
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The Elders (9C)	2,593	0.6%	84	4,422	0.5%	82
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	20,872	4.9%	53	47,791	5.5%	60
Middleburg (4C)	18,331	4.3%	140	41,880	4.8%	154
Heartland Communities (6F)	741	0.2%	8	1,885	0.2%	10
Farm to Table (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	1,800	0.4%	37	4,026	0.5%	39
Small Town Sincerity (12C)	0	0.0%	0	0	0.0%	0
6. Rural	21,214	5.0%	31	50,770	5.8%	35
Green Acres (6A)	13,526	3.2%	98	33,459	3.8%	112
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	7,688	1.8%	58	17,311	2.0%	63
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Economic BedRock (10C)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	12	0.0%	82	920	0.1%	44

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