



# Tapestry Segmentation Area Profile

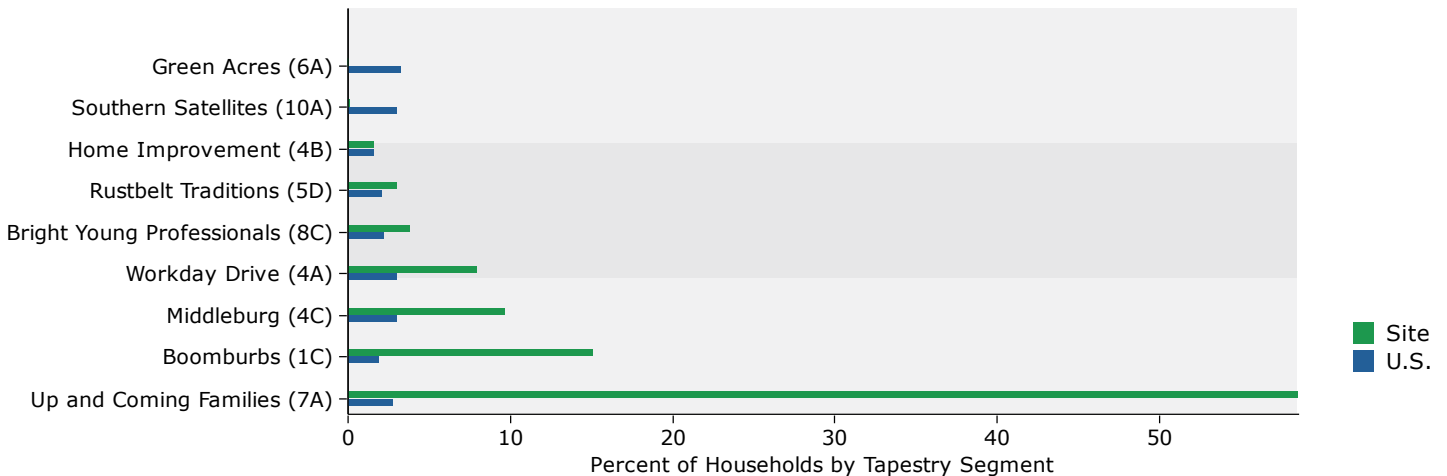
Wylie City, TX  
 Wylie City, TX (4880356)  
 Geography: Place

Prepared by Esri

## Top Twenty Tapestry Segments

Rank	Tapestry Segment	2023 Households		2023 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Up and Coming Families (7A)	58.6%	58.6%	2.8%	2.8%	2057
2	Boomburbs (1C)	15.1%	73.7%	1.9%	4.8%	775
3	Middleburg (4C)	9.7%	83.4%	3.1%	7.9%	313
4	Workday Drive (4A)	8.0%	91.4%	3.1%	11.0%	259
5	Bright Young Professionals (8C)	3.9%	95.2%	2.3%	13.3%	167
<b>Subtotal</b>		<b>95.3%</b>		<b>13.2%</b>		
6	Rustbelt Traditions (5D)	3.1%	98.3%	2.1%	15.4%	143
7	Home Improvement (4B)	1.6%	99.9%	1.7%	17.1%	96
8	Southern Satellites (10A)	0.1%	100.0%	3.1%	20.2%	3
9	Green Acres (6A)	0.0%	100.0%	3.3%	23.5%	0
<b>Subtotal</b>		<b>4.8%</b>		<b>10.2%</b>		
<b>Total</b>		<b>100.0%</b>		<b>23.5%</b>		<b>426</b>

## 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.

**Source:** Esri

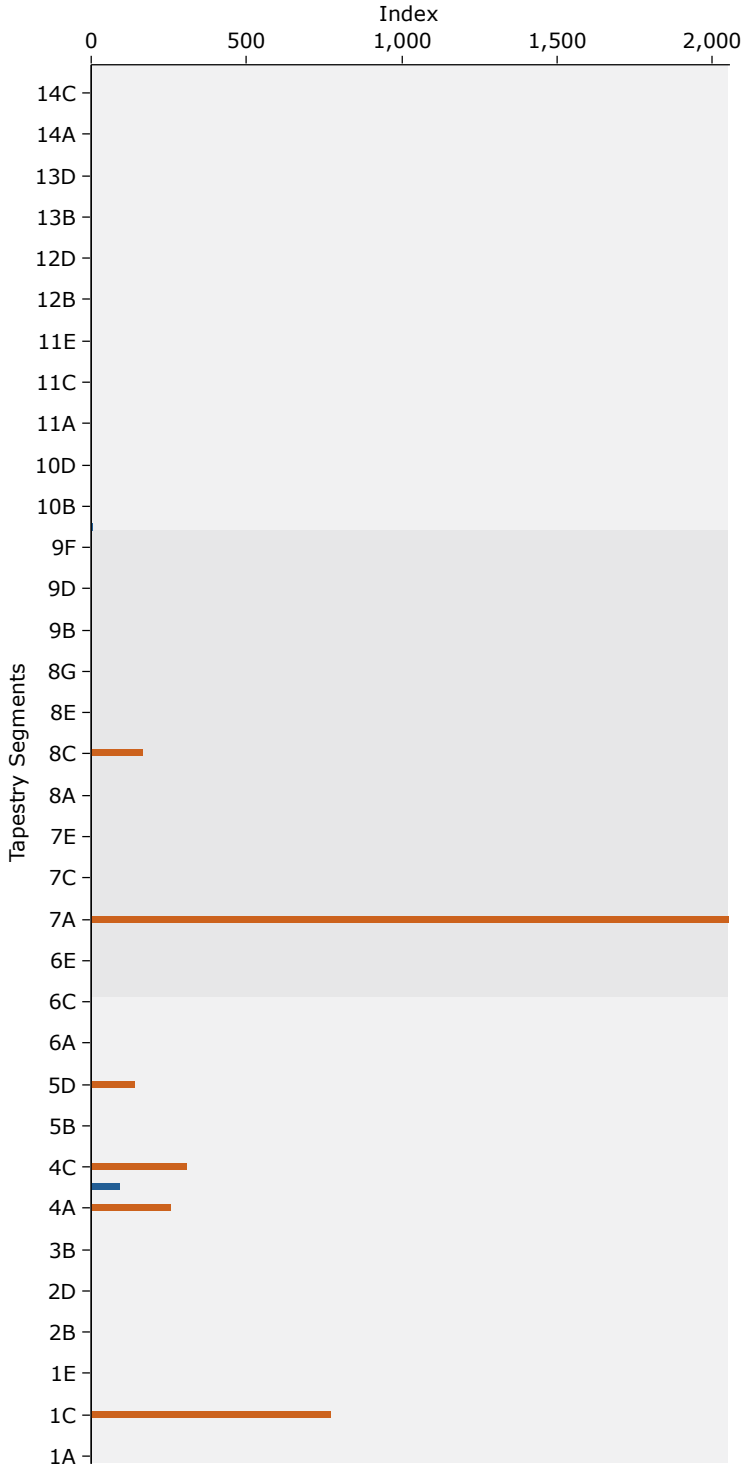


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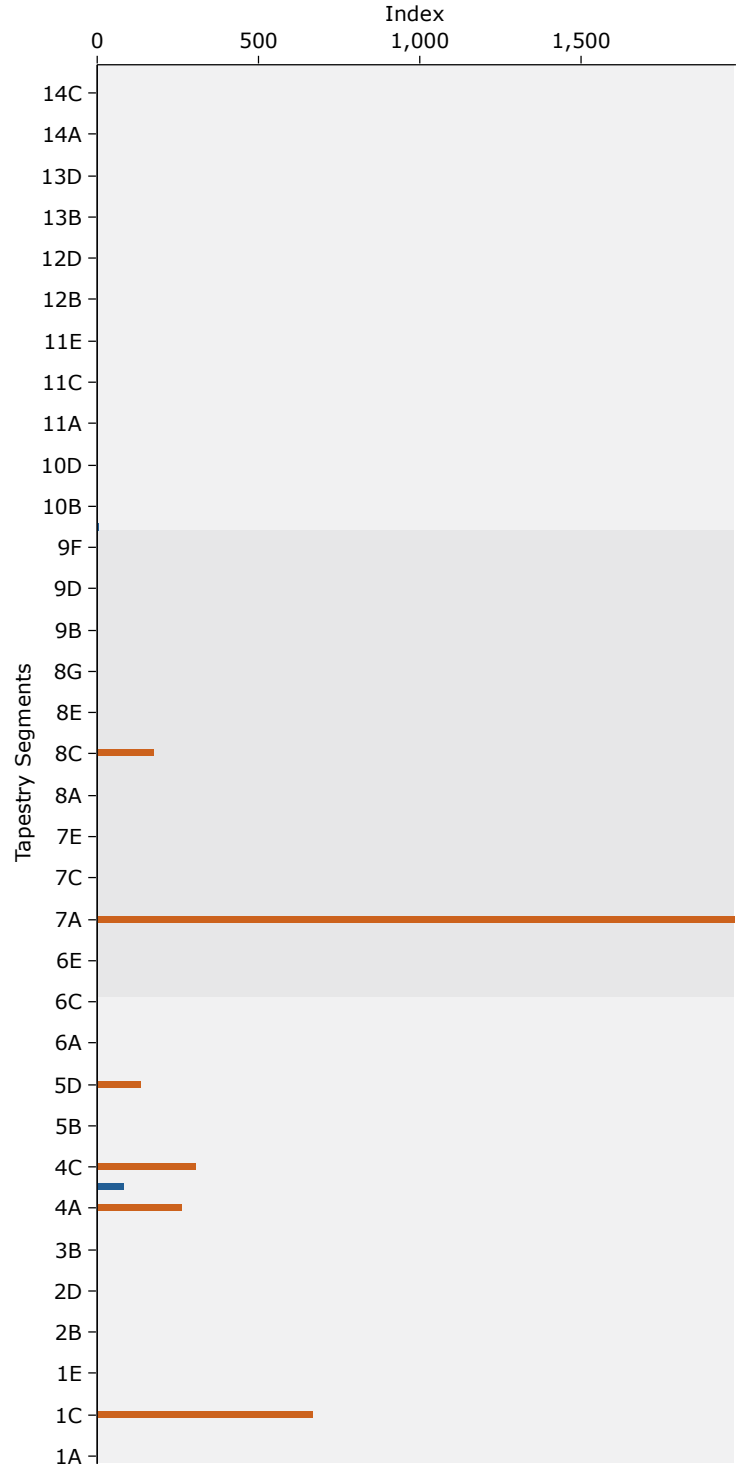
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### 2023 Tapestry Indexes by Households



### 2023 Tapestry Indexes by Total Population 18+



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# Tapestry Segmentation Area Profile

Wylie City, TX  
 Wylie City, TX (4880356)  
 Geography: Place

Prepared by Esri

Tapestry LifeMode Groups	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	19,416	100.0%		43,641	100.0%	
<b>1. Affluent Estates</b>	<b>2,936</b>	<b>15.1%</b>	<b>150</b>	<b>6,044</b>	<b>13.8%</b>	<b>128</b>
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	2,936	15.1%	775	6,044	13.8%	672
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
<b>2. Upscale Avenues</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
<b>3. Uptown Individuals</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
<b>4. Family Landscapes</b>	<b>3,743</b>	<b>19.3%</b>	<b>246</b>	<b>8,705</b>	<b>19.9%</b>	<b>243</b>
Workday Drive (4A)	1,549	8.0%	259	3,809	8.7%	266
Home Improvement (4B)	315	1.6%	96	693	1.6%	88
Middleburg (4C)	1,879	9.7%	313	4,203	9.6%	310
<b>5. GenXurban</b>	<b>593</b>	<b>3.1%</b>	<b>27</b>	<b>1,236</b>	<b>2.8%</b>	<b>26</b>
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
In Style (5B)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	593	3.1%	143	1,236	2.8%	140
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
<b>6. Cozy Country Living</b>	<b>2</b>	<b>0.0%</b>	<b>0</b>	<b>3</b>	<b>0.0%</b>	<b>0</b>
Green Acres (6A)	2	0.0%	0	3	0.0%	0
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)	0	0.0%	0	0	0.0%	0
<b>7. Sprouting Explorers</b>	<b>11,375</b>	<b>58.6%</b>	<b>784</b>	<b>25,998</b>	<b>59.6%</b>	<b>706</b>
Up and Coming Families (7A)	11,375	58.6%	2,057	25,998	59.6%	1,981
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	0	0.0%	0	0	0.0%	0
Forging Opportunity (7D)	0	0.0%	0	0	0.0%	0
Farm to Table (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

**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 Segmentation Area Profile

Wylie City, TX  
 Wylie City, TX (4880356)  
 Geography: Place

Prepared by Esri

Tapestry LifeMode Groups	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	19,416	100.0%		43,641	100.0%	
<b>8. Middle Ground</b>	<b>750</b>	<b>3.9%</b>	<b>36</b>	<b>1,628</b>	<b>3.7%</b>	<b>37</b>
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	750	3.9%	167	1,628	3.7%	178
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hometown Heritage (8G)	0	0.0%	0	0	0.0%	0
<b>9. Senior Styles</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
<b>10. Rustic Outposts</b>	<b>17</b>	<b>0.1%</b>	<b>1</b>	<b>27</b>	<b>0.1%</b>	<b>1</b>
Southern Satellites (10A)	17	0.1%	3	27	0.1%	2
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)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
<b>11. Midtown Singles</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
<b>12. Hometown</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>13. Next Wave</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
<b>14. Scholars and Patriots</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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Wylie City, TX  
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 Geography: Place

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Tapestry Urbanization Groups	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	19,416	100.0%		43,641	100.0%	
<b>1. Principal Urban Center</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
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)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
<b>2. Urban Periphery</b>	<b>1,343</b>	<b>6.9%</b>	<b>42</b>	<b>2,864</b>	<b>6.6%</b>	<b>38</b>
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	593	3.1%	143	1,236	2.8%	140
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	0	0.0%	0	0	0.0%	0
Forging Opportunity (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	750	3.9%	167	1,628	3.7%	178
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
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)	0	0.0%	0	0	0.0%	0
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
<b>3. Metro Cities</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
In Style (5B)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hometown Heritage (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

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<b>Total:</b>	19,416	100.0%		43,641	100.0%	
<b>4. Suburban Periphery</b>	<b>16,175</b>	<b>83.3%</b>	<b>258</b>	<b>36,544</b>	<b>83.7%</b>	<b>250</b>
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	2,936	15.1%	775	6,044	13.8%	672
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Workday Drive (4A)	1,549	8.0%	259	3,809	8.7%	266
Home Improvement (4B)	315	1.6%	96	693	1.6%	88
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	11,375	58.6%	2,057	25,998	59.6%	1,981
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
<b>5. Semirural</b>	<b>1,879</b>	<b>9.7%</b>	<b>103</b>	<b>4,203</b>	<b>9.6%</b>	<b>106</b>
Middleburg (4C)	1,879	9.7%	313	4,203	9.6%	310
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
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)	0	0.0%	0	0	0.0%	0
Small Town Sincerity (12C)	0	0.0%	0	0	0.0%	0
<b>6. Rural</b>	<b>19</b>	<b>0.1%</b>	<b>1</b>	<b>30</b>	<b>0.1%</b>	<b>0</b>
Green Acres (6A)	2	0.0%	0	3	0.0%	0
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)	17	0.1%	3	27	0.1%	2
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)	0	0.0%	0	0	0.0%	0

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