

# Tapestry Segmentation Profile

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



## Dominant Tapestry Segment



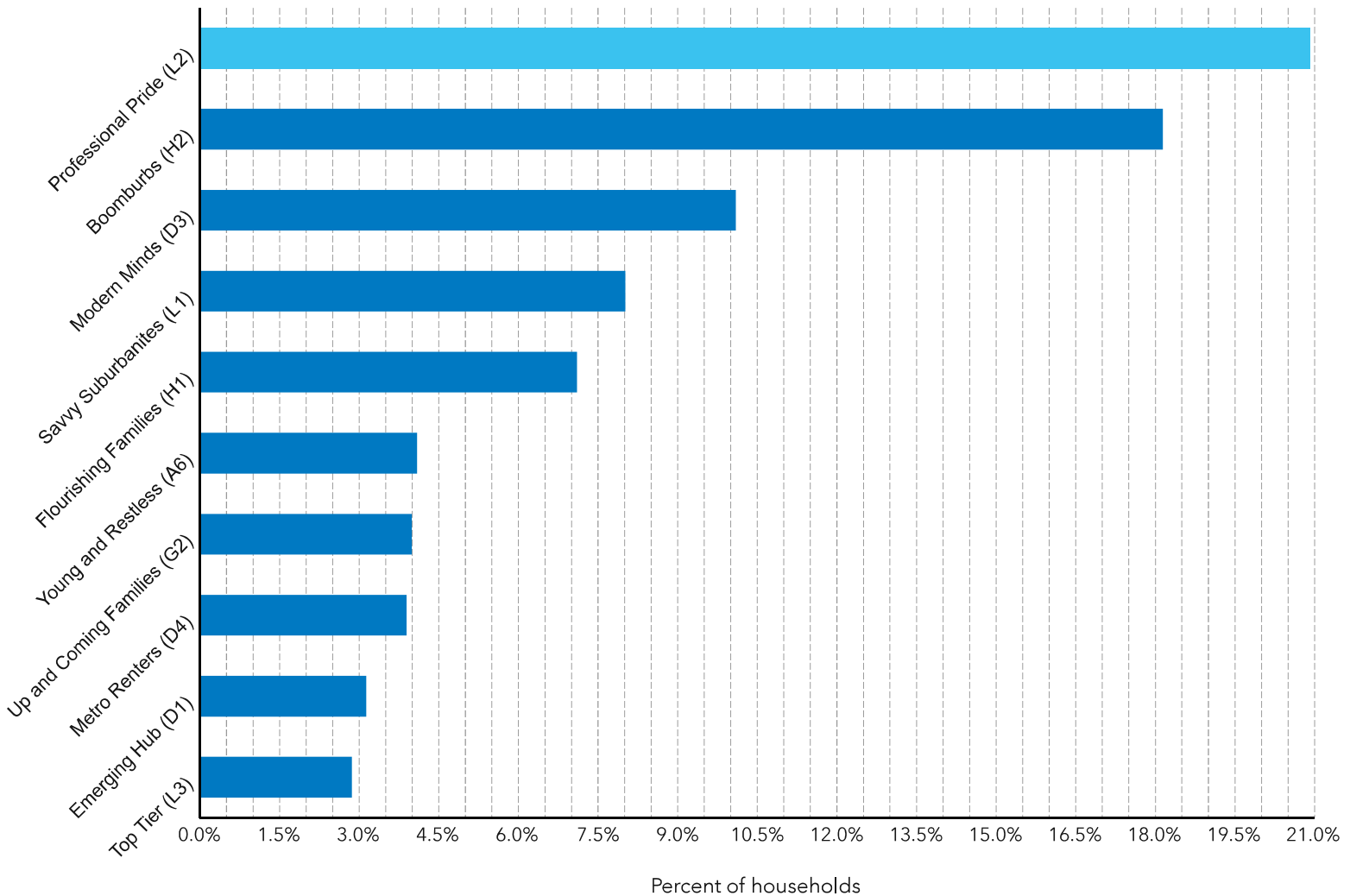
**Professional Pride:** *Premier Estates* LifeMode

This segment is characterized by married, high-income tech households in the South and West.

95,013 households are **Professional Pride**. 20.9% households are in this segment.

[Learn more about this segment](#)

## 2025 Tapestry Market Segmentation (Households)



Tapestry LifeMode Groups	2025 Households			2025 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	454,273	100.0%		953,322	100.0%	
<b>A. Urban Threads</b>	<b>23,854</b>	<b>5.3%</b>	<b>116</b>	<b>38,677</b>	<b>4.1%</b>	<b>100</b>
<a href="#">Independent Cityscapes (A1)</a>	0	0.0%	0	0	0.0%	0
<a href="#">City Commons (A2)</a>	0	0.0%	0	0	0.0%	0
<a href="#">Social Security Set (A3)</a>	2,119	0.5%	62	3,205	0.3%	54
<a href="#">Fresh Ambitions (A4)</a>	0	0.0%	0	0	0.0%	0
<a href="#">Welcome Waves (A5)</a>	3,169	0.7%	95	6,307	0.7%	87
<a href="#">Young and Restless (A6)</a>	18,566	4.1%	375	29,165	3.1%	348
<b>B. Books and Boots</b>	<b>1,427</b>	<b>0.3%</b>	<b>23</b>	<b>6,782</b>	<b>0.7%</b>	<b>34</b>
<a href="#">Dorms to Diplomas (B1)</a>	1,052	0.2%	45	6,038	0.6%	62
<a href="#">College Towns (B2)</a>	375	0.1%	11	744	0.1%	10
<a href="#">Military Proximity (B3)</a>	0	0.0%	0	0	0.0%	0
<b>C. Metro Vibes</b>	<b>10,389</b>	<b>2.3%</b>	<b>26</b>	<b>19,016</b>	<b>2.0%</b>	<b>25</b>
<a href="#">Single Thrifties (C1)</a>	0	0.0%	0	0	0.0%	0
<a href="#">Kids and Kin (C2)</a>	0	0.0%	0	0	0.0%	0
<a href="#">Metro Fusion (C3)</a>	2,130	0.5%	35	3,545	0.4%	33
<a href="#">Family Foundations (C4)</a>	0	0.0%	0	0	0.0%	0
<a href="#">Diverse Horizons (C5)</a>	3,997	0.9%	56	7,718	0.8%	51
<a href="#">Moderate Metros (C6)</a>	4,262	0.9%	41	7,753	0.8%	39
<b>D. Tech Trailblazers</b>	<b>80,992</b>	<b>17.8%</b>	<b>197</b>	<b>134,699</b>	<b>14.1%</b>	<b>185</b>
<a href="#">Emerging Hub (D1)</a>	14,210	3.1%	162	22,954	2.4%	154
<a href="#">Trendsetters (D2)</a>	1,550	0.3%	25	2,891	0.3%	25
<a href="#">Modern Minds (D3)</a>	45,819	10.1%	526	80,590	8.4%	481
<a href="#">Metro Renters (D4)</a>	17,650	3.9%	190	25,423	2.7%	171
<a href="#">Laptops and Lattes (D5)</a>	1,763	0.4%	22	2,841	0.3%	19

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<b>E. Community Connections</b>	<b>12,364</b>	<b>2.7%</b>	<b>37</b>	<b>28,145</b>	<b>3.0%</b>	<b>40</b>
<a href="#">Modest Income Homes (E1)</a>	0	0.0%	0	0	0.0%	0
<a href="#">Southwestern Families (E2)</a>	491	0.1%	14	1,008	0.1%	12
<a href="#">Hometown Charm (E3)</a>	0	0.0%	0	0	0.0%	0
<a href="#">Mobile Meadows (E4)</a>	2,942	0.7%	84	6,648	0.7%	86
<a href="#">Rural Versatility (E5)</a>	0	0.0%	0	0	0.0%	0
<a href="#">Family Bonds (E6)</a>	8,931	2.0%	132	20,489	2.1%	127
<b>F. Urban Harmony</b>	<b>812</b>	<b>0.2%</b>	<b>4</b>	<b>1,691</b>	<b>0.2%</b>	<b>3</b>
<a href="#">High Rise Renters (F1)</a>	0	0.0%	0	0	0.0%	0
<a href="#">Family Extensions (F2)</a>	0	0.0%	0	0	0.0%	0
<a href="#">Downtown Melting Pot (F3)</a>	0	0.0%	0	0	0.0%	0
<a href="#">City Strivers (F4)</a>	0	0.0%	0	0	0.0%	0
<a href="#">Uptown Lights (F5)</a>	812	0.2%	11	1,691	0.2%	10
<b>G. Family Fabric</b>	<b>19,617</b>	<b>4.3%</b>	<b>101</b>	<b>43,486</b>	<b>4.6%</b>	<b>88</b>
<a href="#">Shared Roots (G1)</a>	1,472	0.3%	35	3,282	0.3%	30
<a href="#">Up and Coming Families (G2)</a>	18,145	4.0%	206	40,204	4.2%	198
<a href="#">Generational Ties (G3)</a>	0	0.0%	0	0	0.0%	0
<b>H. Family Prosperity</b>	<b>123,394</b>	<b>27.2%</b>	<b>255</b>	<b>270,880</b>	<b>28.4%</b>	<b>247</b>
<a href="#">Flourishing Families (H1)</a>	32,247	7.1%	195	70,523	7.4%	192
<a href="#">Boomburbs (H2)</a>	82,417	18.1%	691	184,073	19.3%	668
<a href="#">Neighborhood Spirit (H3)</a>	550	0.1%	5	1,331	0.1%	5
<a href="#">Urban Chic (H4)</a>	8,180	1.8%	85	14,953	1.6%	77

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<b>I. Countryscapes</b>	<b>9,670</b>	<b>2.1%</b>	<b>16</b>	<b>20,895</b>	<b>2.2%</b>	<b>17</b>
<a href="#">Small Town Sincerity (I1)</a>	0	0.0%	0	0	0.0%	0
<a href="#">Scenic Byways (I2)</a>	0	0.0%	0	0	0.0%	0
<a href="#">Heartland Communities (I3)</a>	0	0.0%	0	0	0.0%	0
<a href="#">Rooted Rural (I4)</a>	0	0.0%	0	0	0.0%	0
<a href="#">Rural Resort Dwellers (I5)</a>	0	0.0%	0	0	0.0%	0
<a href="#">Southern Satellites (I6)</a>	9,670	2.1%	84	20,895	2.2%	86
<a href="#">Country Charm (I7)</a>	0	0.0%	0	0	0.0%	0
<b>J. Mature Reflections</b>	<b>5,756</b>	<b>1.3%</b>	<b>32</b>	<b>9,819</b>	<b>1.0%</b>	<b>29</b>
<a href="#">Senior Escapes (J1)</a>	0	0.0%	0	0	0.0%	0
<a href="#">The Elders (J2)</a>	2,460	0.5%	78	4,066	0.4%	75
<a href="#">Retirement Communities (J3)</a>	3,296	0.7%	43	5,753	0.6%	41
<a href="#">Silver and Gold (J4)</a>	0	0.0%	0	0	0.0%	0
<b>K. Suburban Shine</b>	<b>21,615</b>	<b>4.8%</b>	<b>22</b>	<b>42,692</b>	<b>4.5%</b>	<b>21</b>
<a href="#">Legacy Hills (K1)</a>	395	0.1%	5	912	0.1%	6
<a href="#">Middle Ground (K2)</a>	0	0.0%	0	0	0.0%	0
<a href="#">Loyal Locals (K3)</a>	0	0.0%	0	0	0.0%	0
<a href="#">Classic Comfort (K4)</a>	3,407	0.8%	25	7,103	0.8%	25
<a href="#">Dreambelt (K5)</a>	5,610	1.2%	42	11,501	1.2%	39
<a href="#">City Greens (K6)</a>	8,344	1.8%	72	15,098	1.6%	68
<a href="#">Room to Roam (K7)</a>	1,718	0.4%	10	3,709	0.4%	10
<a href="#">Burbs and Beyond (K8)</a>	2,141	0.5%	17	4,369	0.5%	16
<b>L. Premier Estates</b>	<b>144,368</b>	<b>31.8%</b>	<b>329</b>	<b>335,035</b>	<b>35.1%</b>	<b>333</b>
<a href="#">Savvy Suburbanites (L1)</a>	36,381	8.0%	177	77,647	8.1%	170
<a href="#">Professional Pride (L2)</a>	95,013	20.9%	1,003	228,796	24.0%	992
<a href="#">Top Tier (L3)</a>	12,974	2.9%	94	28,592	3.0%	90
Unclassified	15	0.0%	94	1,505	0.2%	80