

Tapestry Segmentation Profile

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



Dominant Tapestry Segment



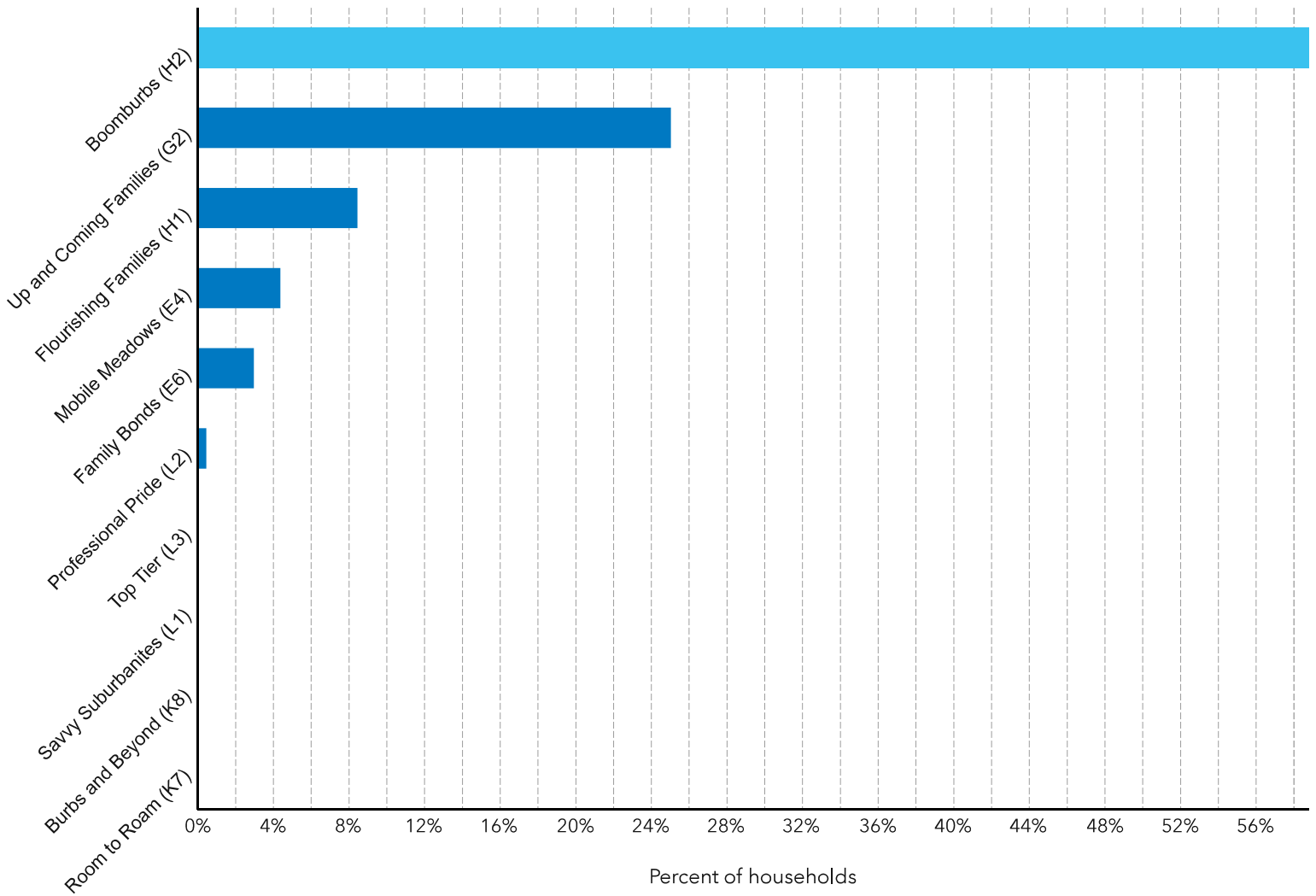
Boomburbs: *Family Prosperity* LifeMode

This segment is characterized by high-earning suburban families in the South and West.

11,797 households are **Boomburbs**. 58.8% 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: | 20,071 | 100.0% | | 45,448 | 100.0% | |
| A. Urban Threads | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Independent Cityscapes (A1) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| City Commons (A2) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Social Security Set (A3) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Fresh Ambitions (A4) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Welcome Waves (A5) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Young and Restless (A6) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| B. Books and Boots | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Dorms to Diplomas (B1) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| College Towns (B2) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Military Proximity (B3) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| C. Metro Vibes | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Single Thrifties (C1) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Kids and Kin (C2) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Metro Fusion (C3) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Family Foundations (C4) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Diverse Horizons (C5) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Moderate Metros (C6) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| D. Tech Trailblazers | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Emerging Hub (D1) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Trendsetters (D2) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Modern Minds (D3) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Metro Renters (D4) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Laptops and Lattes (D5) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |

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| Total: | 20,071 | 100.0% | | 45,448 | 100.0% | |
| E. Community Connections | 1,469 | 7.3% | 99 | 3,224 | 7.1% | 95 |
| Modest Income Homes (E1) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Southwestern Families (E2) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Hometown Charm (E3) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Mobile Meadows (E4) | 876 | 4.4% | 567 | 2,022 | 4.5% | 551 |
| Rural Versatility (E5) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Family Bonds (E6) | 593 | 3.0% | 198 | 1,202 | 2.6% | 157 |
| F. Urban Harmony | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| High Rise Renters (F1) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Family Extensions (F2) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Downtown Melting Pot (F3) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| City Strivers (F4) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Uptown Lights (F5) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| G. Family Fabric | 5,022 | 25.0% | 584 | 11,339 | 24.9% | 480 |
| Shared Roots (G1) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Up and Coming Families (G2) | 5,022 | 25.0% | 1,289 | 11,339 | 24.9% | 1,169 |
| Generational Ties (G3) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| H. Family Prosperity | 13,490 | 67.2% | 631 | 30,663 | 67.5% | 587 |
| Flourishing Families (H1) | 1,693 | 8.4% | 231 | 3,629 | 8.0% | 207 |
| Boomburbs (H2) | 11,797 | 58.8% | 2,239 | 27,034 | 59.5% | 2,059 |
| Neighborhood Spirit (H3) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Urban Chic (H4) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |

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| Total: | 20,071 | 100.0% | | 45,448 | 100.0% | |
| I. Countryscapes | 1 | 0.0% | 0 | 2 | 0.0% | 0 |
| Small Town Sincerity (I1) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Scenic Byways (I2) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Heartland Communities (I3) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rooted Rural (I4) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rural Resort Dwellers (I5) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Southern Satellites (I6) | 1 | 0.0% | 0 | 2 | 0.0% | 0 |
| Country Charm (I7) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| J. Mature Reflections | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Senior Escapes (J1) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| The Elders (J2) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Retirement Communities (J3) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Silver and Gold (J4) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| K. Suburban Shine | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Legacy Hills (K1) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Middle Ground (K2) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Loyal Locals (K3) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Classic Comfort (K4) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Dreambelt (K5) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| City Greens (K6) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Room to Roam (K7) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Burbs and Beyond (K8) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| L. Premier Estates | 89 | 0.4% | 5 | 220 | 0.5% | 5 |
| Savvy Suburbanites (L1) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Professional Pride (L2) | 89 | 0.4% | 21 | 220 | 0.5% | 20 |
| Top Tier (L3) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Unclassified | 0 | 0.0% | 0 | 0 | 0.0% | 0 |