



# Tapestry Segmentation Area Profile

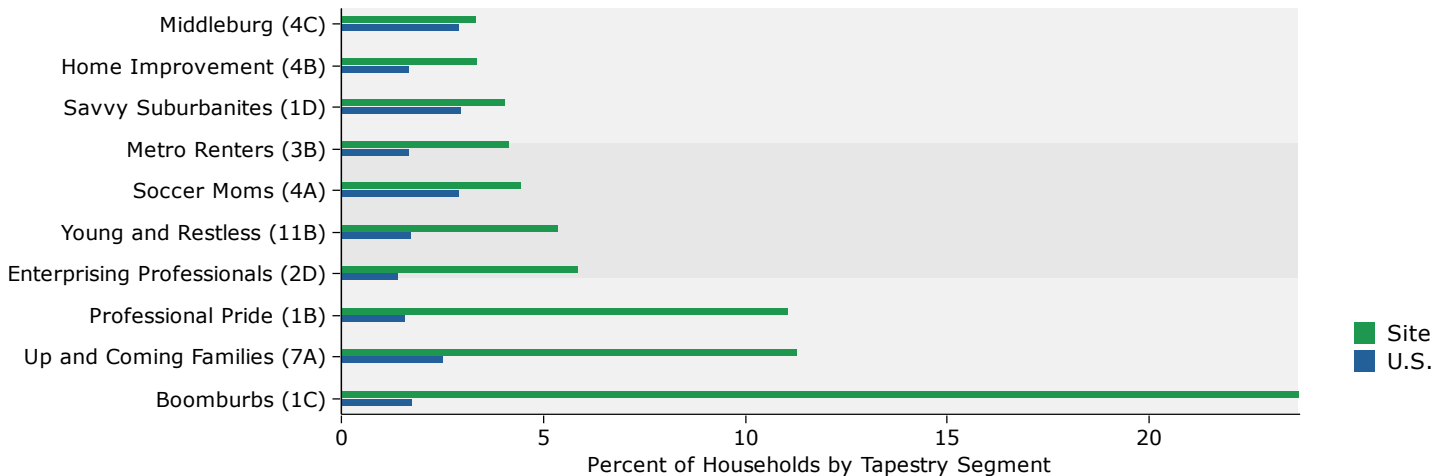
Collin County, TX  
 Collin County, TX (48085)  
 Geography: County

Prepared by Esri

## Top Twenty Tapestry Segments

Rank	Tapestry Segment	2020 Households		2020 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Boomburbs (1C)	23.7%	23.7%	1.8%	1.8%	1340
2	Up and Coming Families (7A)	11.3%	35.0%	2.5%	4.3%	444
3	Professional Pride (1B)	11.1%	46.1%	1.6%	5.9%	681
4	Enterprising Professionals (2D)	5.9%	52.0%	1.4%	7.3%	411
5	Young and Restless (11B)	5.4%	57.4%	1.7%	9.0%	309
<b>Subtotal</b>		<b>57.4%</b>		<b>9.0%</b>		
6	Soccer Moms (4A)	4.5%	61.9%	3.0%	12.0%	151
7	Metro Renters (3B)	4.2%	66.1%	1.7%	13.7%	246
8	Savvy Suburbanites (1D)	4.1%	70.1%	3.0%	16.7%	137
9	Home Improvement (4B)	3.4%	73.5%	1.7%	18.4%	199
10	Middleburg (4C)	3.4%	76.9%	2.9%	21.3%	114
<b>Subtotal</b>		<b>19.6%</b>		<b>12.3%</b>		
11	Bright Young Professionals (8C)	3.0%	79.8%	2.3%	23.6%	131
12	Green Acres (6A)	2.1%	82.0%	3.2%	26.8%	66
13	Top Tier (1A)	1.8%	83.8%	1.7%	28.5%	108
14	Metro Fusion (11C)	1.5%	85.3%	1.4%	29.9%	108
15	American Dreamers (7C)	1.5%	86.8%	1.5%	31.4%	102
<b>Subtotal</b>		<b>9.9%</b>		<b>10.1%</b>		
16	Southern Satellites (10A)	1.5%	88.3%	3.2%	34.6%	47
17	Exurbanites (1E)	1.2%	89.5%	1.9%	36.5%	61
18	NeWest Residents (13C)	1.1%	90.6%	0.8%	37.3%	146
19	Urban Chic (2A)	1.0%	91.6%	1.3%	38.6%	74
20	In Style (5B)	0.9%	92.5%	2.2%	40.8%	41
<b>Subtotal</b>		<b>5.7%</b>		<b>9.4%</b>		
<b>Total</b>		<b>92.5%</b>		<b>40.9%</b>		<b>226</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

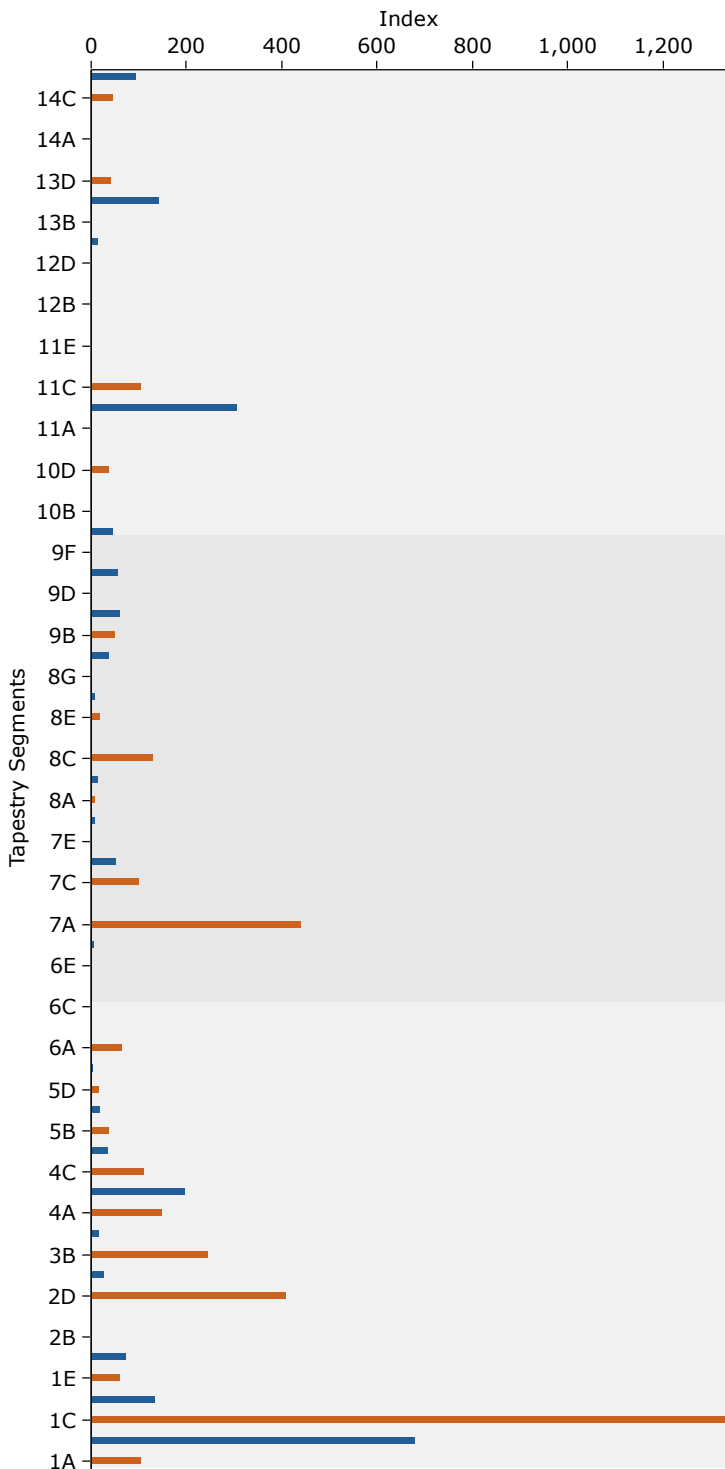


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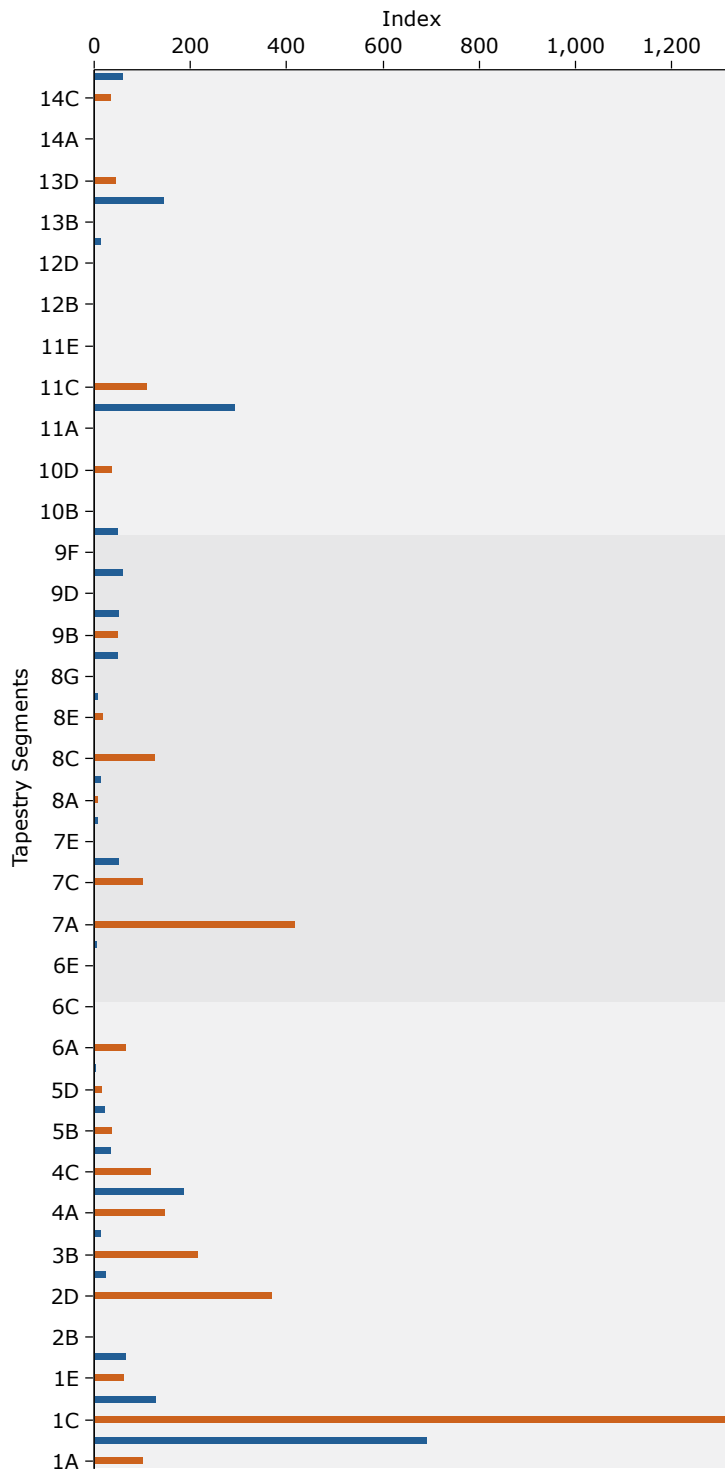
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### 2020 Tapestry Indexes by Households



### 2020 Tapestry Indexes by Total Population 18+



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Tapestry LifeMode Groups	2020 Households			2020 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	390,176	100.0%		804,705	100.0%	
<b>1. Affluent Estates</b>	<b>163,516</b>	<b>41.9%</b>	<b>420</b>	<b>362,184</b>	<b>45.0%</b>	<b>422</b>
Top Tier (1A)	7,052	1.8%	108	14,981	1.9%	105
Professional Pride (1B)	43,293	11.1%	681	102,362	12.7%	693
Boomburbs (1C)	92,603	23.7%	1340	201,205	25.0%	1327
Savvy Suburbanites (1D)	15,929	4.1%	137	33,836	4.2%	131
Exurbanites (1E)	4,639	1.2%	61	9,800	1.2%	63
<b>2. Upscale Avenues</b>	<b>26,748</b>	<b>6.9%</b>	<b>123</b>	<b>46,825</b>	<b>5.8%</b>	<b>100</b>
Urban Chic (2A)	3,780	1.0%	74	6,893	0.9%	70
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	22,968	5.9%	411	39,932	5.0%	372
<b>3. Uptown Individuals</b>	<b>18,398</b>	<b>4.7%</b>	<b>123</b>	<b>26,505</b>	<b>3.3%</b>	<b>105</b>
Laptops and Lattes (3A)	1,206	0.3%	29	1,920	0.2%	27
Metro Renters (3B)	16,371	4.2%	246	23,331	2.9%	219
Trendsetters (3C)	821	0.2%	20	1,254	0.2%	17
<b>4. Family Landscapes</b>	<b>43,735</b>	<b>11.2%</b>	<b>148</b>	<b>94,306</b>	<b>11.7%</b>	<b>148</b>
Soccer Moms (4A)	17,421	4.5%	151	38,007	4.7%	149
Home Improvement (4B)	13,183	3.4%	199	28,000	3.5%	189
Middleburg (4C)	13,131	3.4%	114	28,299	3.5%	120
<b>5. GenXurban</b>	<b>10,638</b>	<b>2.7%</b>	<b>24</b>	<b>21,370</b>	<b>2.7%</b>	<b>25</b>
Comfortable Empty Nesters (5A)	3,580	0.9%	37	7,408	0.9%	38
In Style (5B)	3,587	0.9%	41	6,751	0.8%	40
Parks and Rec (5C)	1,715	0.4%	22	3,614	0.4%	23
Rustbelt Traditions (5D)	1,514	0.4%	18	3,180	0.4%	19
Midlife Constants (5E)	242	0.1%	3	417	0.1%	2
<b>6. Cozy Country Living</b>	<b>9,090</b>	<b>2.3%</b>	<b>19</b>	<b>20,022</b>	<b>2.5%</b>	<b>21</b>
Green Acres (6A)	8,365	2.1%	66	18,459	2.3%	68
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)	725	0.2%	8	1,563	0.2%	9
<b>7. Ethnic Enclaves</b>	<b>52,484</b>	<b>13.5%</b>	<b>188</b>	<b>111,294</b>	<b>13.8%</b>	<b>166</b>
Up and Coming Families (7A)	44,084	11.3%	444	90,980	11.3%	419
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	5,875	1.5%	102	14,102	1.8%	104
Barrios Urbanos (7D)	2,192	0.6%	54	5,384	0.7%	53
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	333	0.1%	10	828	0.1%	11

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Tapestry LifeMode Groups	2020 Households			2020 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	390,176	100.0%		804,705	100.0%	
<b>8. Middle Ground</b>	<b>15,480</b>	<b>4.0%</b>	<b>37</b>	<b>27,620</b>	<b>3.4%</b>	<b>34</b>
City Lights (8A)	592	0.2%	11	1,166	0.1%	10
Emerald City (8B)	957	0.2%	17	1,616	0.2%	17
Bright Young Professionals (8C)	11,549	3.0%	131	20,711	2.6%	127
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	1,302	0.3%	21	2,492	0.3%	21
Old and Newcomers (8F)	1,080	0.3%	12	1,635	0.2%	10
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
<b>9. Senior Styles</b>	<b>8,474</b>	<b>2.2%</b>	<b>37</b>	<b>14,539</b>	<b>1.8%</b>	<b>36</b>
Silver & Gold (9A)	1,269	0.3%	41	2,306	0.3%	40
Golden Years (9B)	2,650	0.7%	51	4,736	0.6%	50
The Elders (9C)	1,844	0.5%	63	2,582	0.3%	54
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	2,711	0.7%	58	4,915	0.6%	61
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
<b>10. Rustic Outposts</b>	<b>7,566</b>	<b>1.9%</b>	<b>23</b>	<b>16,771</b>	<b>2.1%</b>	<b>25</b>
Southern Satellites (10A)	5,806	1.5%	47	12,939	1.6%	50
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	1,760	0.5%	39	3,832	0.5%	41
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
<b>11. Midtown Singles</b>	<b>26,897</b>	<b>6.9%</b>	<b>112</b>	<b>44,889</b>	<b>5.6%</b>	<b>103</b>
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	20,991	5.4%	309	33,182	4.1%	296
Metro Fusion (11C)	5,906	1.5%	108	11,707	1.5%	112
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 Simplicity (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>6,222</b>	<b>1.6%</b>	<b>42</b>	<b>14,448</b>	<b>1.8%</b>	<b>41</b>
International Marketplace (13A)	818	0.2%	17	1,814	0.2%	17
Las Casas (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	4,385	1.1%	146	10,084	1.3%	147
Fresh Ambitions (13D)	1,019	0.3%	42	2,550	0.3%	47
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
<b>14. Scholars and Patriots</b>	<b>923</b>	<b>0.2%</b>	<b>15</b>	<b>2,910</b>	<b>0.4%</b>	<b>16</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)	923	0.2%	47	2,910	0.4%	37
Unclassified (15)	5	0.0%	97	1,022	0.1%	61

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<b>Total:</b>	390,176	100.0%		804,705	100.0%	
<b>1. Principal Urban Center</b>	<b>23,802</b>	<b>6.1%</b>	<b>86</b>	<b>39,139</b>	<b>4.9%</b>	<b>73</b>
Laptops and Lattes (3A)	1,206	0.3%	29	1,920	0.2%	27
Metro Renters (3B)	16,371	4.2%	246	23,331	2.9%	219
Trendsetters (3C)	821	0.2%	20	1,254	0.2%	17
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)	4,385	1.1%	146	10,084	1.3%	147
Fresh Ambitions (13D)	1,019	0.3%	42	2,550	0.3%	47
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
<b>2. Urban Periphery</b>	<b>28,779</b>	<b>7.4%</b>	<b>45</b>	<b>58,892</b>	<b>7.3%</b>	<b>42</b>
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	1,514	0.4%	18	3,180	0.4%	19
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	5,875	1.5%	102	14,102	1.8%	104
Barrios Urbanos (7D)	2,192	0.6%	54	5,384	0.7%	53
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Metro Fusion (11C)	5,906	1.5%	108	11,707	1.5%	112
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	818	0.2%	17	1,814	0.2%	17
Las Casas (13B)	0	0.0%	0	0	0.0%	0
<b>3. Metro Cities</b>	<b>31,551</b>	<b>8.1%</b>	<b>45</b>	<b>53,501</b>	<b>6.6%</b>	<b>40</b>
In Style (5B)	3,587	0.9%	41	6,751	0.8%	40
Emerald City (8B)	957	0.2%	17	1,616	0.2%	17
Front Porches (8E)	1,302	0.3%	21	2,492	0.3%	21
Old and Newcomers (8F)	1,080	0.3%	12	1,635	0.2%	10
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	2,711	0.7%	58	4,915	0.6%	61
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	20,991	5.4%	309	33,182	4.1%	296
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)	923	0.2%	47	2,910	0.4%	37

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<b>4. Suburban Periphery</b>	<b>276,252</b>	<b>70.8%</b>	<b>222</b>	<b>587,059</b>	<b>73.0%</b>	<b>223</b>
Top Tier (1A)	7,052	1.8%	108	14,981	1.9%	105
Professional Pride (1B)	43,293	11.1%	681	102,362	12.7%	693
Boomburbs (1C)	92,603	23.7%	1,340	201,205	25.0%	1,327
Savvy Suburbanites (1D)	15,929	4.1%	137	33,836	4.2%	131
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Pleasantville (2B)	0	0.0%	0	0	0.0%	0
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Golden Years (9B)	2,650	0.7%	51	4,736	0.6%	50
The Elders (9C)	1,844	0.5%	63	2,582	0.3%	54
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
<b>5. Semirural</b>	<b>15,616</b>	<b>4.0%</b>	<b>43</b>	<b>33,694</b>	<b>4.2%</b>	<b>46</b>
Middleburg (4C)	13,131	3.4%	114	28,299	3.5%	120
Heartland Communities (6F)	725	0.2%	8	1,563	0.2%	9
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	1,760	0.5%	39	3,832	0.5%	41
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
<b>6. Rural</b>	<b>14,171</b>	<b>3.6%</b>	<b>22</b>	<b>31,398</b>	<b>3.9%</b>	<b>23</b>
Green Acres (6A)	8,365	2.1%	66	18,459	2.3%	68
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)	5,806	1.5%	47	12,939	1.6%	50
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	5	0.0%	97	1,022	0.1%	61

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