



Tapestry Segmentation Area Profile

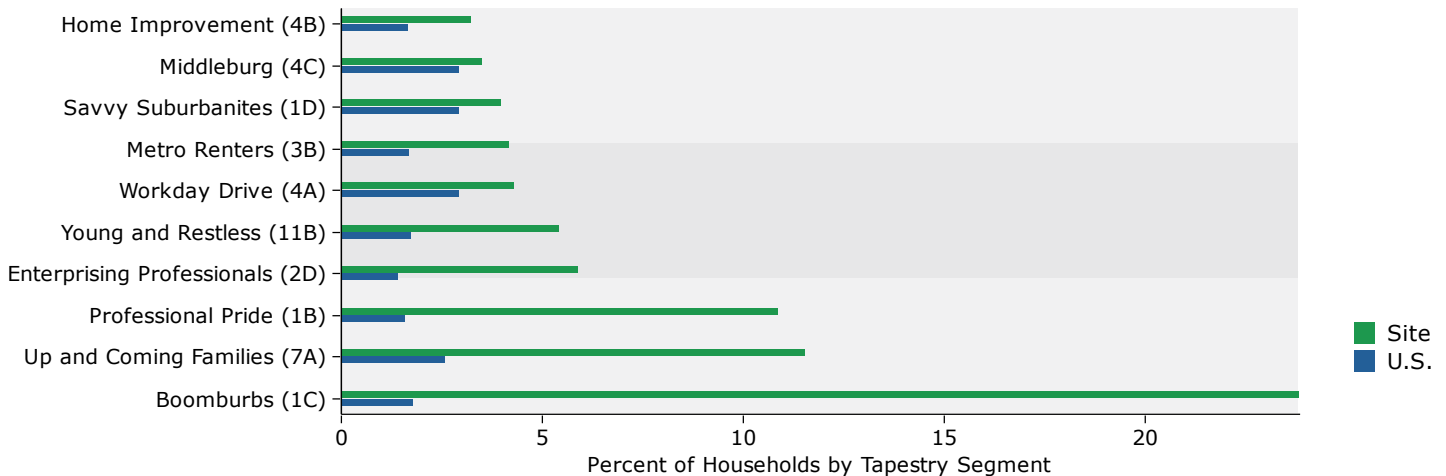
48085 (Collin County)
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 Geography: County

Prepared by Esri

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2021 Households		2021 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Boomburbs (1C)	23.8%	23.8%	1.8%	1.8%	1319
2	Up and Coming Families (7A)	11.6%	35.4%	2.6%	4.4%	443
3	Professional Pride (1B)	10.9%	46.3%	1.6%	6.0%	667
4	Enterprising Professionals (2D)	5.9%	52.2%	1.4%	7.5%	414
5	Young and Restless (11B)	5.5%	57.7%	1.8%	9.2%	311
Subtotal		57.7%		9.2%		
6	Workday Drive (4A)	4.3%	62.0%	3.0%	12.2%	146
7	Metro Renters (3B)	4.2%	66.2%	1.7%	13.9%	245
8	Savvy Suburbanites (1D)	4.0%	70.2%	3.0%	16.9%	136
9	Middleburg (4C)	3.5%	73.7%	3.0%	19.9%	119
10	Home Improvement (4B)	3.2%	77.0%	1.7%	21.6%	191
Subtotal		19.2%		12.4%		
11	Bright Young Professionals (8C)	2.9%	79.9%	2.3%	23.8%	127
12	Green Acres (6A)	2.3%	82.2%	3.3%	27.1%	72
13	Top Tier (1A)	1.7%	83.9%	1.7%	28.7%	105
14	Metro Fusion (11C)	1.5%	85.5%	1.4%	30.1%	109
15	Southern Satellites (10A)	1.5%	86.9%	3.2%	33.3%	46
Subtotal		9.9%		11.9%		
16	Urban Edge Families (7C)	1.4%	88.4%	1.5%	34.8%	98
17	Exurbanites (1E)	1.2%	89.5%	1.9%	36.7%	60
18	NeWest Residents (13C)	1.1%	90.6%	0.8%	37.5%	144
19	Urban Chic (2A)	0.9%	91.6%	1.3%	38.8%	71
20	In Style (5B)	0.9%	92.4%	2.2%	41.0%	40
Subtotal		5.5%		7.7%		
Total		92.4%		41.0%		225

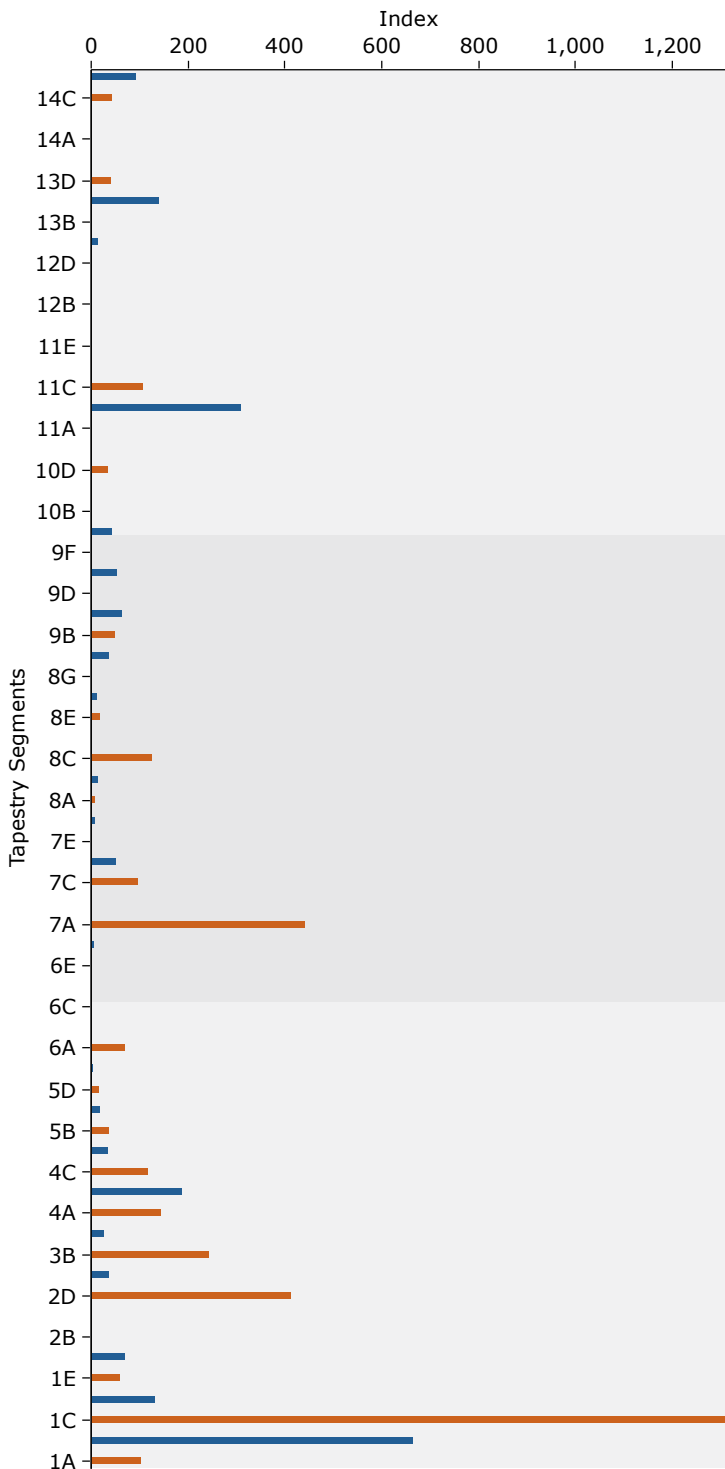
Top Ten Tapestry Segments Site vs. U.S.



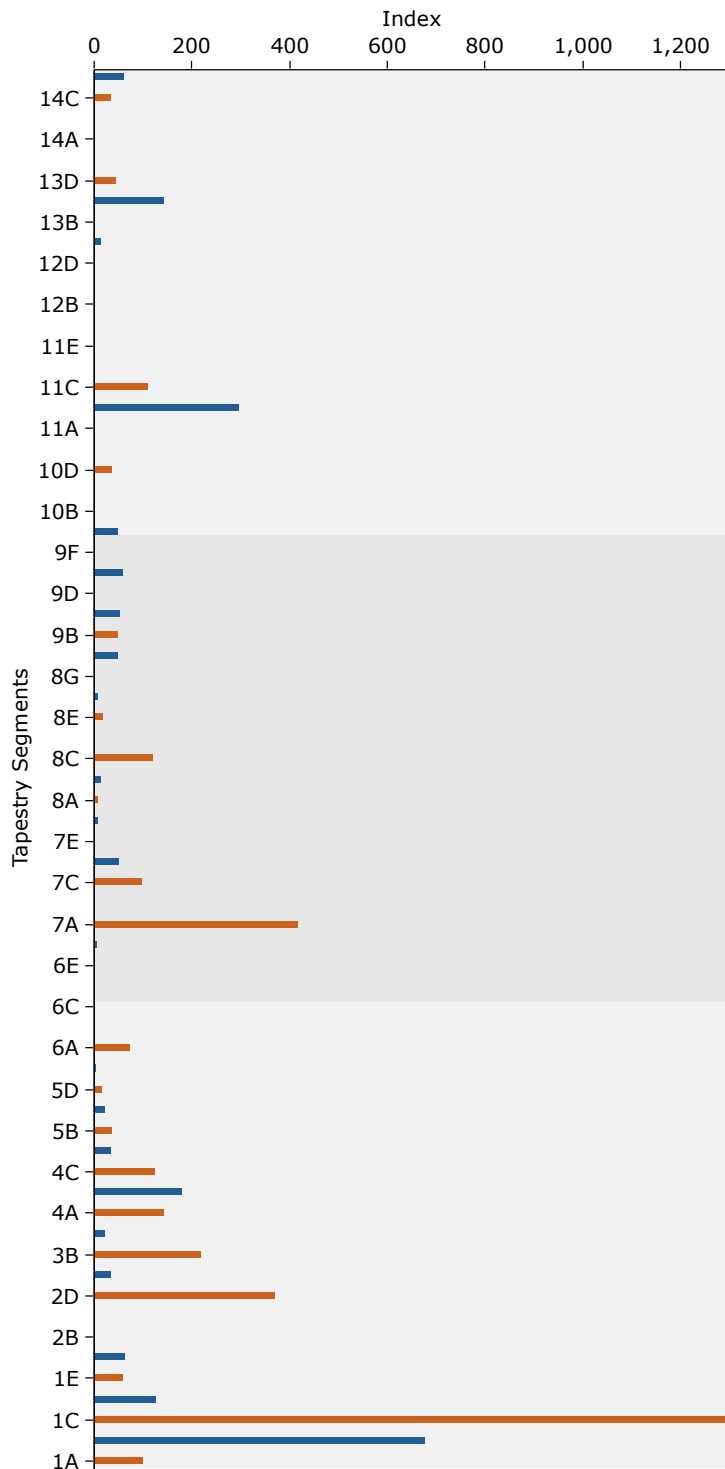
Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri

2021 Tapestry Indexes by Households



2021 Tapestry Indexes by Total Population 18+



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Tapestry LifeMode Groups	2021 Households			2021 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	399,654	100.0%		825,700	100.0%	
1. Affluent Estates	166,433	41.6%	416	369,412	44.7%	419
Top Tier (1A)	6,953	1.7%	105	14,700	1.8%	101
Professional Pride (1B)	43,489	10.9%	667	103,107	12.5%	679
Boomburbs (1C)	95,299	23.8%	1319	207,687	25.2%	1307
Savvy Suburbanites (1D)	16,091	4.0%	136	34,184	4.1%	129
Exurbanites (1E)	4,601	1.2%	60	9,734	1.2%	61
2. Upscale Avenues	27,345	6.8%	123	47,660	5.8%	100
Urban Chic (2A)	3,653	0.9%	71	6,664	0.8%	66
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	23,692	5.9%	414	40,996	5.0%	372
3. Uptown Individuals	19,727	4.9%	128	28,610	3.5%	110
Laptops and Lattes (3A)	1,666	0.4%	39	2,660	0.3%	37
Metro Renters (3B)	16,821	4.2%	245	24,057	2.9%	219
Trendsetters (3C)	1,240	0.3%	29	1,893	0.2%	24
4. Family Landscapes	44,280	11.1%	145	96,014	11.6%	146
Workday Drive (4A)	17,281	4.3%	146	37,894	4.6%	144
Home Improvement (4B)	12,916	3.2%	191	27,530	3.3%	182
Middleburg (4C)	14,083	3.5%	119	30,590	3.7%	125
5. GenXurban	10,506	2.6%	23	21,164	2.6%	24
Comfortable Empty Nesters (5A)	3,478	0.9%	36	7,215	0.9%	36
In Style (5B)	3,542	0.9%	40	6,679	0.8%	39
Parks and Rec (5C)	1,692	0.4%	22	3,576	0.4%	23
Rustbelt Traditions (5D)	1,552	0.4%	18	3,278	0.4%	19
Midlife Constants (5E)	242	0.1%	2	416	0.1%	2
6. Cozy Country Living	10,094	2.5%	21	22,442	2.7%	23
Green Acres (6A)	9,361	2.3%	72	20,859	2.5%	75
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)	733	0.2%	8	1,583	0.2%	9
7. Sprouting Explorers	54,506	13.6%	190	115,726	14.0%	167
Up and Coming Families (7A)	46,178	11.6%	443	95,508	11.6%	418
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	5,769	1.4%	98	13,894	1.7%	100
Forging Opportunity (7D)	2,233	0.6%	54	5,507	0.7%	53
Farm to Table (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	326	0.1%	10	817	0.1%	11

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Tapestry Segmentation Area Profile

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Tapestry LifeMode Groups	2021 Households			2021 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	399,654	100.0%		825,700	100.0%	
8. Middle Ground	15,425	3.9%	36	27,568	3.3%	33
City Lights (8A)	592	0.1%	10	1,169	0.1%	10
Emerald City (8B)	923	0.2%	16	1,566	0.2%	16
Bright Young Professionals (8C)	11,540	2.9%	127	20,713	2.5%	123
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	1,306	0.3%	21	2,503	0.3%	20
Old and Newcomers (8F)	1,064	0.3%	12	1,617	0.2%	10
Hometown Heritage (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	8,570	2.1%	37	14,703	1.8%	36
Silver & Gold (9A)	1,247	0.3%	39	2,266	0.3%	38
Golden Years (9B)	2,661	0.7%	50	4,762	0.6%	49
The Elders (9C)	1,970	0.5%	66	2,757	0.3%	56
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	2,692	0.7%	56	4,918	0.6%	59
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
10. Rustic Outposts	7,624	1.9%	23	16,948	2.1%	24
Southern Satellites (10A)	5,868	1.5%	46	13,103	1.6%	49
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)	1,756	0.4%	38	3,845	0.5%	40
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	27,923	7.0%	113	46,818	5.7%	104
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	21,785	5.5%	311	34,626	4.2%	299
Metro Fusion (11C)	6,138	1.5%	109	12,192	1.5%	113
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 Simplicity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	6,280	1.6%	42	14,645	1.8%	41
Diverse Convergence (13A)	807	0.2%	17	1,798	0.2%	16
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	4,413	1.1%	144	10,188	1.2%	145
Fresh Ambitions (13D)	1,060	0.3%	42	2,659	0.3%	48
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	936	0.2%	15	2,960	0.4%	16
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)	936	0.2%	46	2,960	0.4%	37
Unclassified (15)	5	0.0%	95	1,030	0.1%	62

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Total:	399,654	100.0%		825,700	100.0%	
1. Principal Urban Center	25,200	6.3%	89	41,457	5.0%	76
Laptops and Lattes (3A)	1,666	0.4%	39	2,660	0.3%	37
Metro Renters (3B)	16,821	4.2%	245	24,057	2.9%	219
Trendsetters (3C)	1,240	0.3%	29	1,893	0.2%	24
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)	4,413	1.1%	144	10,188	1.2%	145
Fresh Ambitions (13D)	1,060	0.3%	42	2,659	0.3%	48
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	28,957	7.2%	44	59,368	7.2%	41
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	1,552	0.4%	18	3,278	0.4%	19
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	5,769	1.4%	98	13,894	1.7%	100
Forging Opportunity (7D)	2,233	0.6%	54	5,507	0.7%	53
Southwestern Families (7F)	326	0.1%	10	817	0.1%	11
City Lights (8A)	592	0.1%	10	1,169	0.1%	10
Bright Young Professionals (8C)	11,540	2.9%	127	20,713	2.5%	123
Metro Fusion (11C)	6,138	1.5%	109	12,192	1.5%	113
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)	807	0.2%	17	1,798	0.2%	16
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	32,248	8.1%	45	54,869	6.6%	40
In Style (5B)	3,542	0.9%	40	6,679	0.8%	39
Emerald City (8B)	923	0.2%	16	1,566	0.2%	16
Front Porches (8E)	1,306	0.3%	21	2,503	0.3%	20
Old and Newcomers (8F)	1,064	0.3%	12	1,617	0.2%	10
Hometown Heritage (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	2,692	0.7%	56	4,918	0.6%	59
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	21,785	5.5%	311	34,626	4.2%	299
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
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4. Suburban Periphery	281,443	70.4%	220	598,996	72.5%	221
Top Tier (1A)	6,953	1.7%	105	14,700	1.8%	101
Professional Pride (1B)	43,489	10.9%	667	103,107	12.5%	679
Boomburbs (1C)	95,299	23.8%	1,319	207,687	25.2%	1,307
Savvy Suburbanites (1D)	16,091	4.0%	136	34,184	4.1%	129
Exurbanites (1E)	4,601	1.2%	60	9,734	1.2%	61
Urban Chic (2A)	3,653	0.9%	71	6,664	0.8%	66
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	23,692	5.9%	414	40,996	5.0%	372
Workday Drive (4A)	17,281	4.3%	146	37,894	4.6%	144
Home Improvement (4B)	12,916	3.2%	191	27,530	3.3%	182
Comfortable Empty Nesters (5A)	3,478	0.9%	36	7,215	0.9%	36
Parks and Rec (5C)	1,692	0.4%	22	3,576	0.4%	23
Midlife Constants (5E)	242	0.1%	2	416	0.1%	2
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Golden Years (9B)	2,661	0.7%	50	4,762	0.6%	49
The Elders (9C)	1,970	0.5%	66	2,757	0.3%	56
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	16,572	4.1%	44	36,018	4.4%	48
Middleburg (4C)	14,083	3.5%	119	30,590	3.7%	125
Heartland Communities (6F)	733	0.2%	8	1,583	0.2%	9
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)	1,756	0.4%	38	3,845	0.5%	40
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
6. Rural	15,229	3.8%	23	33,962	4.1%	24
Green Acres (6A)	9,361	2.3%	72	20,859	2.5%	75
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)	5,868	1.5%	46	13,103	1.6%	49
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)	5	0.0%	95	1,030	0.1%	62

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