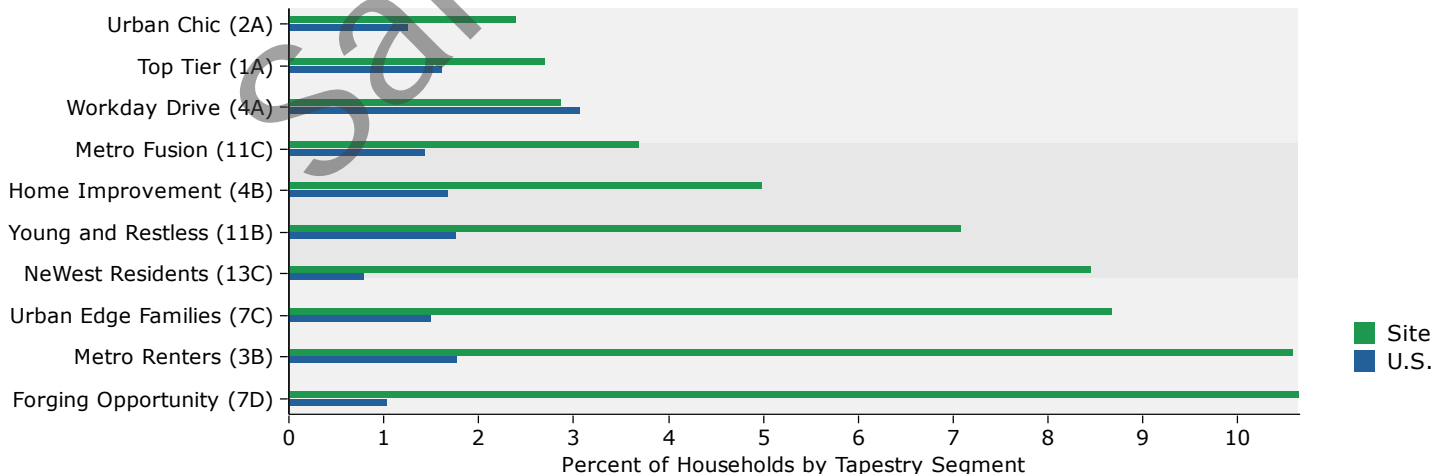


Top Twenty Tapestry Segments

Rank	Tapestry Segment	2023 Households		2023 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Forging Opportunity (7D)	10.7%	10.7%	1.0%	1.0%	1019
2	Metro Renters (3B)	10.6%	21.2%	1.8%	2.8%	595
3	Urban Edge Families (7C)	8.7%	29.9%	1.5%	4.3%	575
4	NeWest Residents (13C)	8.5%	38.4%	0.8%	5.1%	1,063
5	Young and Restless (11B)	7.1%	45.5%	1.8%	6.9%	401
	Subtotal	45.6%		6.9%		
6	Home Improvement (4B)	5.0%	50.5%	1.7%	8.6%	297
7	Metro Fusion (11C)	3.7%	54.2%	1.4%	10.0%	255
8	Workday Drive (4A)	2.9%	57.1%	3.1%	13.1%	93
9	Top Tier (1A)	2.7%	59.8%	1.6%	14.7%	168
10	Urban Chic (2A)	2.4%	62.2%	1.3%	16.0%	189
	Subtotal	16.7%		9.1%		
11	Up and Coming Families (7A)	2.2%	64.4%	2.8%	18.8%	77
12	Enterprising Professionals (2D)	2.2%	66.5%	1.5%	20.3%	148
13	Family Foundations (12A)	2.1%	68.6%	1.0%	21.3%	202
14	Modest Income Homes (12D)	2.0%	70.6%	1.2%	22.6%	166
15	Comfortable Empty Nesters (5A)	1.8%	72.5%	2.4%	25.0%	75
	Subtotal	10.3%		8.9%		
16	Emerald City (8B)	1.8%	74.3%	1.4%	26.4%	126
17	Savvy Suburbanites (1D)	1.8%	76.0%	3.0%	29.4%	59
18	City Commons (11E)	1.7%	77.8%	0.9%	30.2%	199
19	Southwestern Families (7F)	1.5%	79.3%	0.8%	31.0%	193
20	Professional Pride (1B)	1.5%	80.8%	1.6%	32.7%	92
	Subtotal	8.3%		7.7%		
	Total	80.8%		32.7%		247

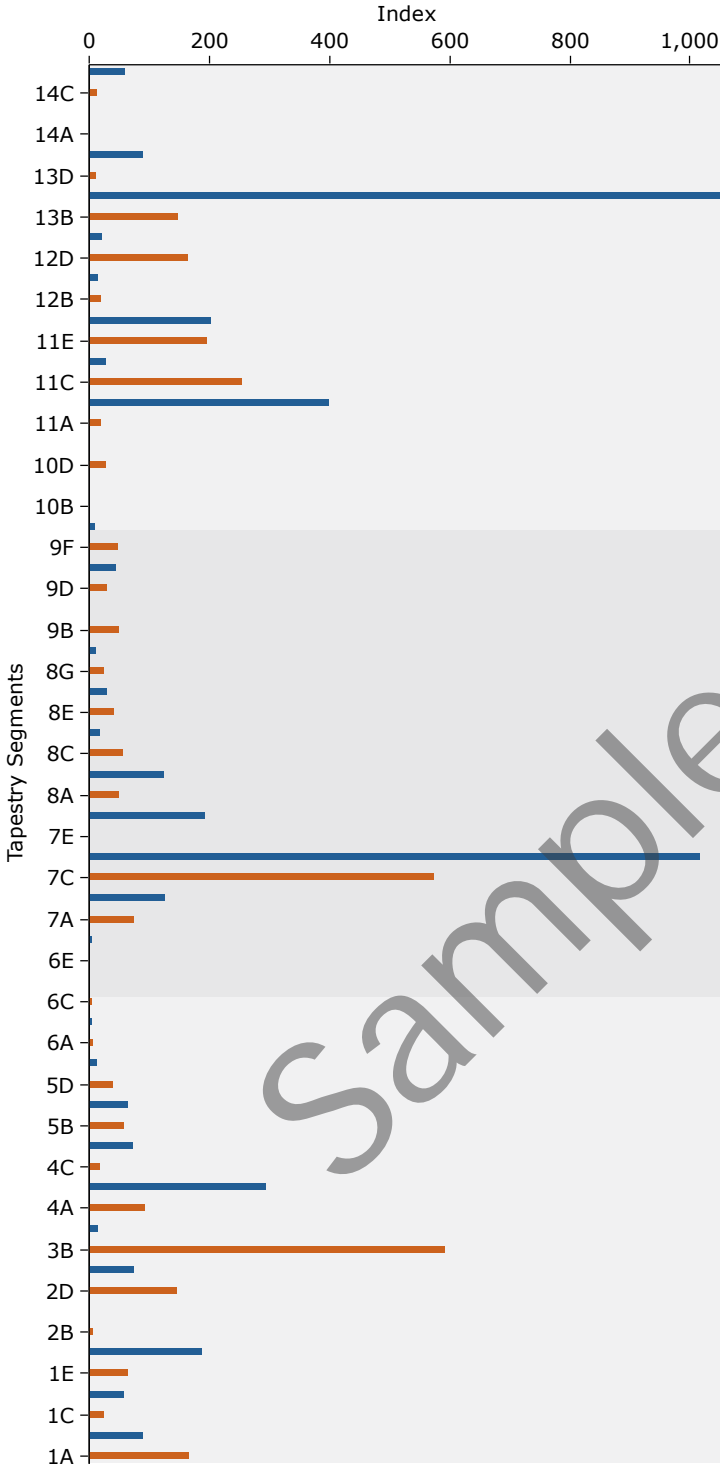
Top Ten Tapestry Segments Site vs. U.S.



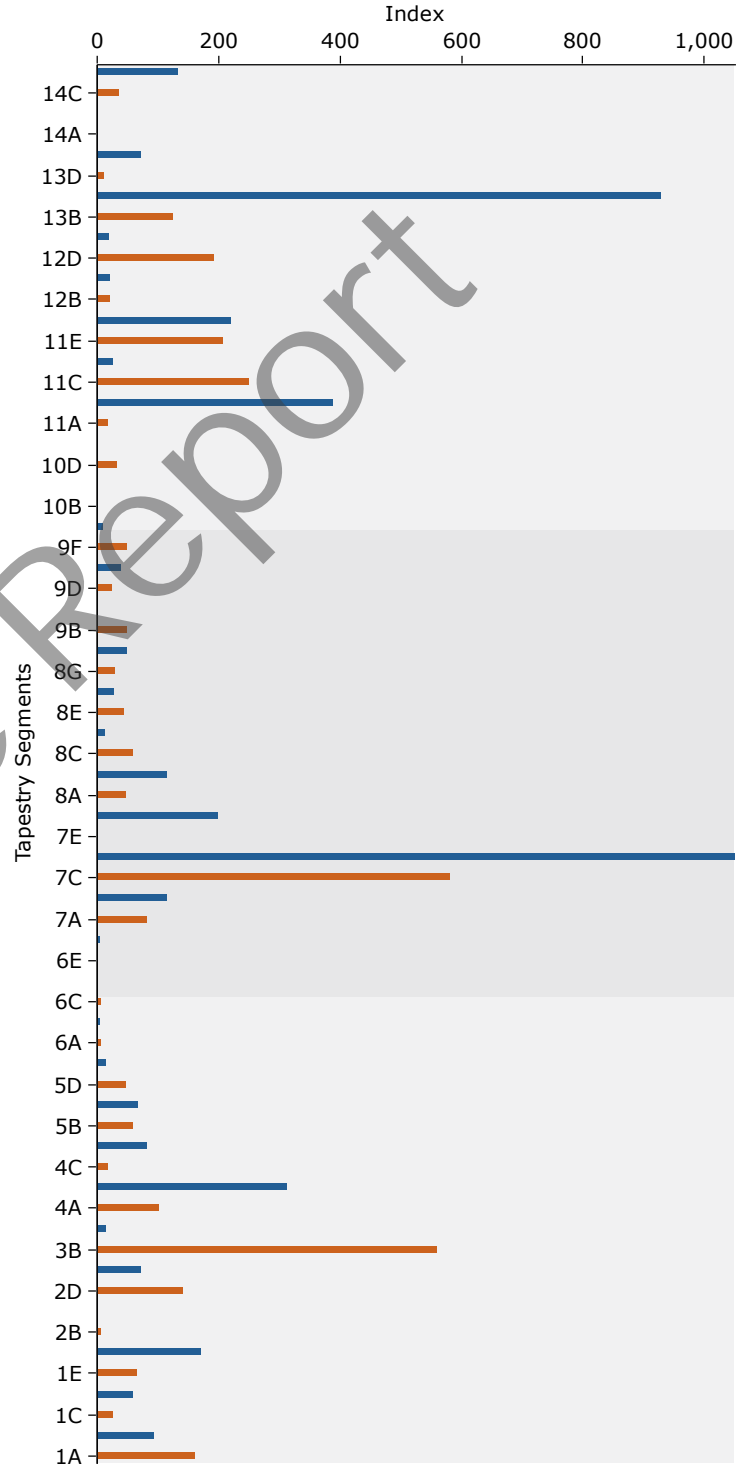
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Source: Esri

2023 Tapestry Indexes by Households



2023 Tapestry Indexes by Total Population 18+



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Source: Esri



Tapestry Segmentation Area Profile

Dallas County, TX
 Dallas County, TX (48113)
 Geography: County

Sample Report

Tapestry LifeMode Groups	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	984,301	100.0%		1,992,205	100.0%	
1. Affluent Estates	76,451	7.8%	77	167,557	8.4%	78
Top Tier (1A)	26,750	2.7%	168	56,849	2.9%	163
Professional Pride (1B)	14,961	1.5%	92	34,402	1.7%	94
Boomburbs (1C)	4,957	0.5%	26	10,990	0.6%	27
Savvy Suburbanites (1D)	17,292	1.8%	59	39,147	2.0%	61
Exurbanites (1E)	12,491	1.3%	66	26,169	1.3%	67
2. Upscale Avenues	46,751	4.7%	86	86,301	4.3%	74
Urban Chic (2A)	23,633	2.4%	189	42,587	2.1%	173
Pleasantville (2B)	1,806	0.2%	9	3,691	0.2%	8
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	21,312	2.2%	148	40,023	2.0%	144
3. Uptown Individuals	114,368	11.6%	295	173,341	8.7%	266
Laptops and Lattes (3A)	8,199	0.8%	77	13,226	0.7%	73
Metro Renters (3B)	104,246	10.6%	595	157,112	7.9%	561
Trendsetters (3C)	1,923	0.2%	18	3,003	0.2%	16
4. Family Landscapes	83,129	8.4%	108	193,590	9.7%	119
Workday Drive (4A)	28,289	2.9%	93	67,235	3.4%	103
Home Improvement (4B)	49,172	5.0%	297	113,816	5.7%	315
Middleburg (4C)	5,668	0.6%	19	12,539	0.6%	20
5. GenXurban	55,708	5.7%	51	120,734	6.1%	56
Comfortable Empty Nesters (5A)	17,878	1.8%	75	40,792	2.0%	84
In Style (5B)	13,174	1.3%	60	25,703	1.3%	61
Parks and Rec (5C)	12,705	1.3%	66	27,032	1.4%	70
Rustbelt Traditions (5D)	8,541	0.9%	41	19,559	1.0%	49
Midlife Constants (5E)	3,410	0.3%	14	7,648	0.4%	17
6. Cozy Country Living	6,671	0.7%	6	14,653	0.7%	6
Green Acres (6A)	2,678	0.3%	8	5,872	0.3%	9
Salt of the Earth (6B)	1,637	0.2%	6	4,127	0.2%	7
The Great Outdoors (6C)	1,110	0.1%	7	2,332	0.1%	8
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)	1,246	0.1%	6	2,322	0.1%	6
7. Sprouting Explorers	239,980	24.4%	326	562,803	28.3%	335
Up and Coming Families (7A)	21,512	2.2%	77	50,071	2.5%	84
Urban Villages (7B)	12,998	1.3%	127	32,112	1.6%	116
Urban Edge Families (7C)	85,500	8.7%	575	196,545	9.9%	581
Forging Opportunity (7D)	104,898	10.7%	1,019	249,565	12.5%	1,052
Farm to Table (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	15,072	1.5%	193	34,510	1.7%	200

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Source: Esri



Tapestry Segmentation Area Profile

Dallas County, TX
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Sample Report

Tapestry LifeMode Groups	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	984,301	100.0%		1,992,205	100.0%	
8. Middle Ground	56,089	5.7%	53	103,454	5.2%	51
City Lights (8A)	7,266	0.7%	51	14,340	0.7%	48
Emerald City (8B)	17,723	1.8%	126	28,621	1.4%	116
Bright Young Professionals (8C)	13,049	1.3%	57	25,532	1.3%	61
Downtown Melting Pot (8D)	1,189	0.1%	19	2,088	0.1%	15
Front Porches (8E)	6,737	0.7%	43	14,093	0.7%	47
Old and Newcomers (8F)	7,076	0.7%	31	11,827	0.6%	30
Hometown Heritage (8G)	3,049	0.3%	26	6,953	0.3%	32
9. Senior Styles	19,733	2.0%	35	33,900	1.7%	33
Silver & Gold (9A)	1,013	0.1%	13	1,522	0.1%	10
Golden Years (9B)	6,565	0.7%	51	12,281	0.6%	51
The Elders (9C)	0	0.0%	0	25	0.0%	0
Senior Escapes (9D)	2,756	0.3%	31	4,336	0.2%	26
Retirement Communities (9E)	5,467	0.6%	47	8,556	0.4%	41
Social Security Set (9F)	3,932	0.4%	48	7,180	0.4%	51
10. Rustic Outposts	6,527	0.7%	8	14,892	0.7%	9
Southern Satellites (10A)	3,066	0.3%	10	6,938	0.3%	11
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)	3,461	0.4%	30	7,954	0.4%	34
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	129,041	13.1%	210	216,624	10.9%	200
City Strivers (11A)	1,678	0.2%	22	3,094	0.2%	19
Young and Restless (11B)	69,882	7.1%	401	110,474	5.5%	389
Metro Fusion (11C)	36,422	3.7%	255	65,394	3.3%	250
Set to Impress (11D)	3,975	0.4%	29	6,476	0.3%	28
City Commons (11E)	17,084	1.7%	199	31,186	1.6%	209
12. Hometown	47,201	4.8%	81	105,072	5.3%	95
Family Foundations (12A)	20,496	2.1%	204	45,278	2.3%	221
Traditional Living (12B)	3,841	0.4%	21	8,373	0.4%	24
Small Town Sincerity (12C)	2,808	0.3%	16	7,606	0.4%	23
Modest Income Homes (12D)	20,056	2.0%	166	43,815	2.2%	193
13. Next Wave	101,949	10.4%	265	185,460	9.3%	222
Diverse Convergence (13A)	2,775	0.3%	23	5,488	0.3%	21
Family Extensions (13B)	10,739	1.1%	150	23,377	1.2%	127
NeWest Residents (13C)	83,203	8.5%	1,063	148,048	7.4%	930
Fresh Ambitions (13D)	778	0.1%	12	1,574	0.1%	12
High Rise Renters (13E)	4,454	0.5%	91	6,973	0.4%	73
14. Scholars and Patriots	682	0.1%	4	7,472	0.4%	17
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)	682	0.1%	14	7,472	0.4%	38
Unclassified (15)	21	0.0%	61	6,352	0.3%	134

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1. Principal Urban Center	205,670	20.9%	286	335,118	16.8%	250
Laptops and Lattes (3A)	8,199	0.8%	77	13,226	0.7%	73
Metro Renters (3B)	104,246	10.6%	595	157,112	7.9%	561
Trendsetters (3C)	1,923	0.2%	18	3,003	0.2%	16
Downtown Melting Pot (8D)	1,189	0.1%	19	2,088	0.1%	15
City Strivers (11A)	1,678	0.2%	22	3,094	0.2%	19
NeWest Residents (13C)	83,203	8.5%	1,063	148,048	7.4%	930
Fresh Ambitions (13D)	778	0.1%	12	1,574	0.1%	12
High Rise Renters (13E)	4,454	0.5%	91	6,973	0.4%	73
2. Urban Periphery	337,812	34.3%	206	755,515	37.9%	219
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	8,541	0.9%	41	19,559	1.0%	49
Urban Villages (7B)	12,998	1.3%	127	32,112	1.6%	116
Urban Edge Families (7C)	85,500	8.7%	575	196,545	9.9%	581
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Diverse Convergence (13A)	2,775	0.3%	23	5,488	0.3%	21
Family Extensions (13B)	10,739	1.1%	150	23,377	1.2%	127
3. Metro Cities	152,622	15.5%	86	266,914	13.4%	80
In Style (5B)	13,174	1.3%	60	25,703	1.3%	61
Emerald City (8B)	17,723	1.8%	126	28,621	1.4%	116
Front Porches (8E)	6,737	0.7%	43	14,093	0.7%	47
Old and Newcomers (8F)	7,076	0.7%	31	11,827	0.6%	30
Hometown Heritage (8G)	3,049	0.3%	26	6,953	0.3%	32
Retirement Communities (9E)	5,467	0.6%	47	8,556	0.4%	41
Social Security Set (9F)	3,932	0.4%	48	7,180	0.4%	51
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Traditional Living (12B)	3,841	0.4%	21	8,373	0.4%	24
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4. Suburban Periphery	263,746	26.8%	83	574,280	28.8%	86
Top Tier (1A)	26,750	2.7%	168	56,849	2.9%	163
Professional Pride (1B)	14,961	1.5%	92	34,402	1.7%	94
Boomburbs (1C)	4,957	0.5%	26	10,990	0.6%	27
Savvy Suburbanites (1D)	17,292	1.8%	59	39,147	2.0%	61
Exurbanites (1E)	12,491	1.3%	66	26,169	1.3%	67
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Pleasantville (2B)	1,806	0.2%	9	3,691	0.2%	8
Enterprising Professionals (2D)	21,312	2.2%	148	40,023	2.0%	144
Workday Drive (4A)	28,289	2.9%	93	67,235	3.4%	103
Home Improvement (4B)	49,172	5.0%	297	113,816	5.7%	315
Comfortable Empty Nesters (5A)	17,878	1.8%	75	40,792	2.0%	84
Parks and Rec (5C)	12,705	1.3%	66	27,032	1.4%	70
Midlife Constants (5E)	3,410	0.3%	14	7,648	0.4%	17
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Silver & Gold (9A)	1,013	0.1%	13	1,522	0.1%	10
Golden Years (9B)	6,565	0.7%	51	12,281	0.6%	51
The Elders (9C)	0	0.0%	0	25	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	15,939	1.6%	17	34,757	1.7%	19
Middleburg (4C)	5,668	0.6%	19	12,539	0.6%	20
Heartland Communities (6F)	1,246	0.1%	6	2,322	0.1%	6
Farm to Table (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	2,756	0.3%	31	4,336	0.2%	26
Down the Road (10D)	3,461	0.4%	30	7,954	0.4%	34
Small Town Sincerity (12C)	2,808	0.3%	16	7,606	0.4%	23
6. Rural	8,491	0.9%	5	19,269	1.0%	6
Green Acres (6A)	2,678	0.3%	8	5,872	0.3%	9
Salt of the Earth (6B)	1,637	0.2%	6	4,127	0.2%	7
The Great Outdoors (6C)	1,110	0.1%	7	2,332	0.1%	8
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)	3,066	0.3%	10	6,938	0.3%	11
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)	21	0.0%	61	6,352	0.3%	134

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