



# Tapestry Segmentation Area Profile

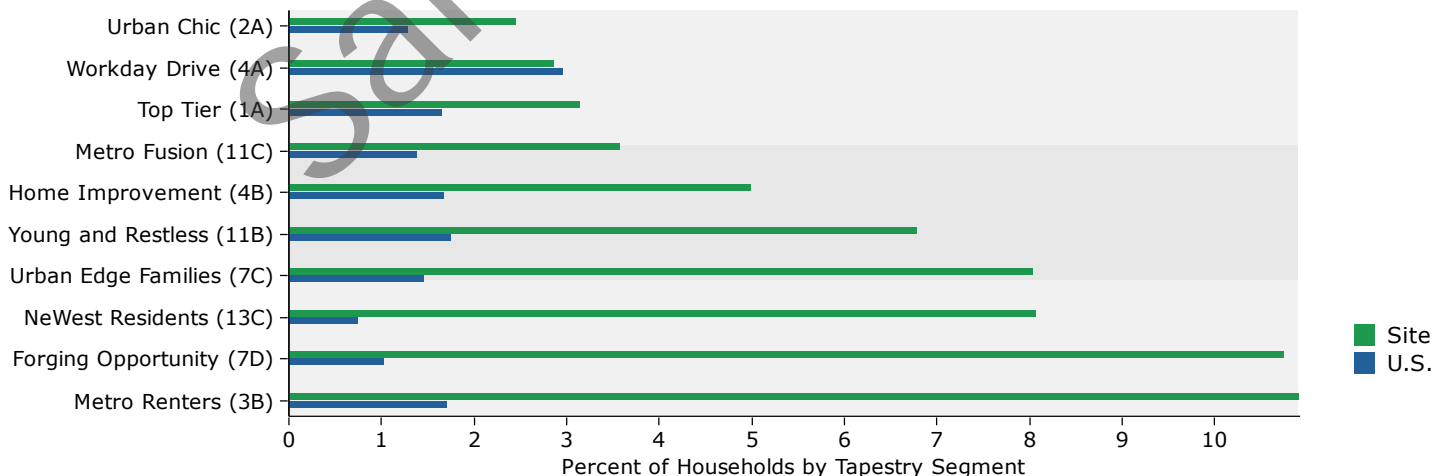
Dallas County Sample Location  
 Dallas County, TX (48113)  
 Geography: County

Sample Report

## Top Twenty Tapestry Segments

Rank	Tapestry Segment	2021 Households		2021 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Metro Renters (3B)	10.9%	10.9%	1.7%	1.7%	635
2	Forging Opportunity (7D)	10.8%	21.7%	1.0%	2.7%	1,040
3	NeWest Residents (13C)	8.1%	29.8%	0.8%	3.5%	1,055
4	Urban Edge Families (7C)	8.0%	37.8%	1.5%	5.0%	548
5	Young and Restless (11B)	6.8%	44.6%	1.8%	6.8%	387
<b>Subtotal</b>		<b>44.6%</b>		<b>6.8%</b>		
6	Home Improvement (4B)	5.0%	49.6%	1.7%	8.5%	295
7	Metro Fusion (11C)	3.6%	53.2%	1.4%	9.9%	255
8	Top Tier (1A)	3.2%	56.4%	1.7%	11.6%	189
9	Workday Drive (4A)	2.9%	59.3%	3.0%	14.6%	97
10	Urban Chic (2A)	2.5%	61.8%	1.3%	15.9%	190
<b>Subtotal</b>		<b>17.2%</b>		<b>9.1%</b>		
11	Up and Coming Families (7A)	2.2%	64.0%	2.6%	18.5%	84
12	Family Foundations (12A)	2.1%	66.1%	1.0%	19.5%	206
13	Modest Income Homes (12D)	2.1%	68.2%	1.3%	20.8%	163
14	Enterprising Professionals (2D)	1.9%	70.1%	1.4%	22.2%	135
15	Savvy Suburbanites (1D)	1.9%	72.0%	3.0%	25.2%	63
<b>Subtotal</b>		<b>10.2%</b>		<b>9.3%</b>		
16	Comfortable Empty Nesters (5A)	1.7%	73.7%	2.4%	27.6%	70
17	City Commons (11E)	1.7%	75.4%	0.9%	28.5%	193
18	Emerald City (8B)	1.6%	77.0%	1.4%	29.9%	116
19	Southwestern Families (7F)	1.6%	78.6%	0.8%	30.7%	196
20	In Style (5B)	1.6%	80.2%	2.2%	32.9%	70
<b>Subtotal</b>		<b>8.2%</b>		<b>7.7%</b>		
<b>Total</b>		<b>80.0%</b>		<b>32.8%</b>		<b>244</b>

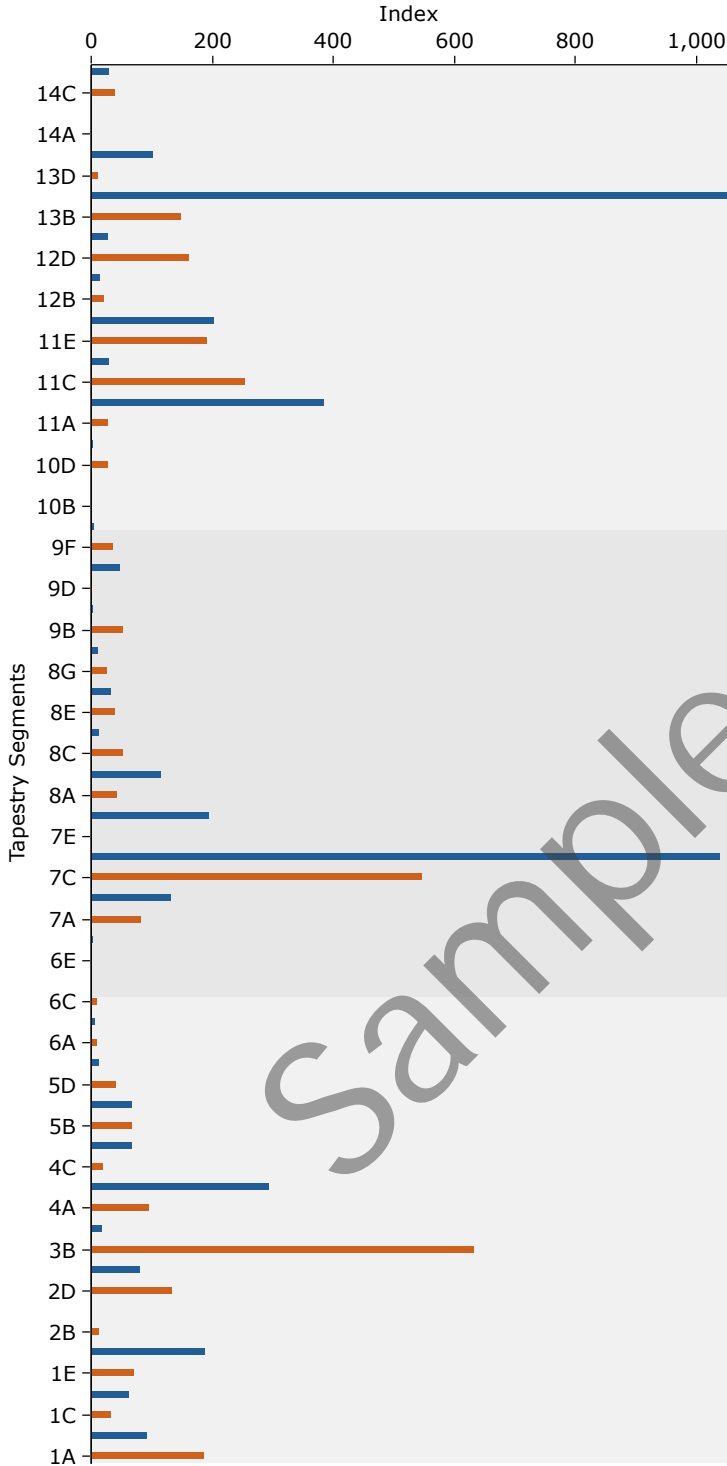
## Top Ten Tapestry Segments Site vs. U.S.



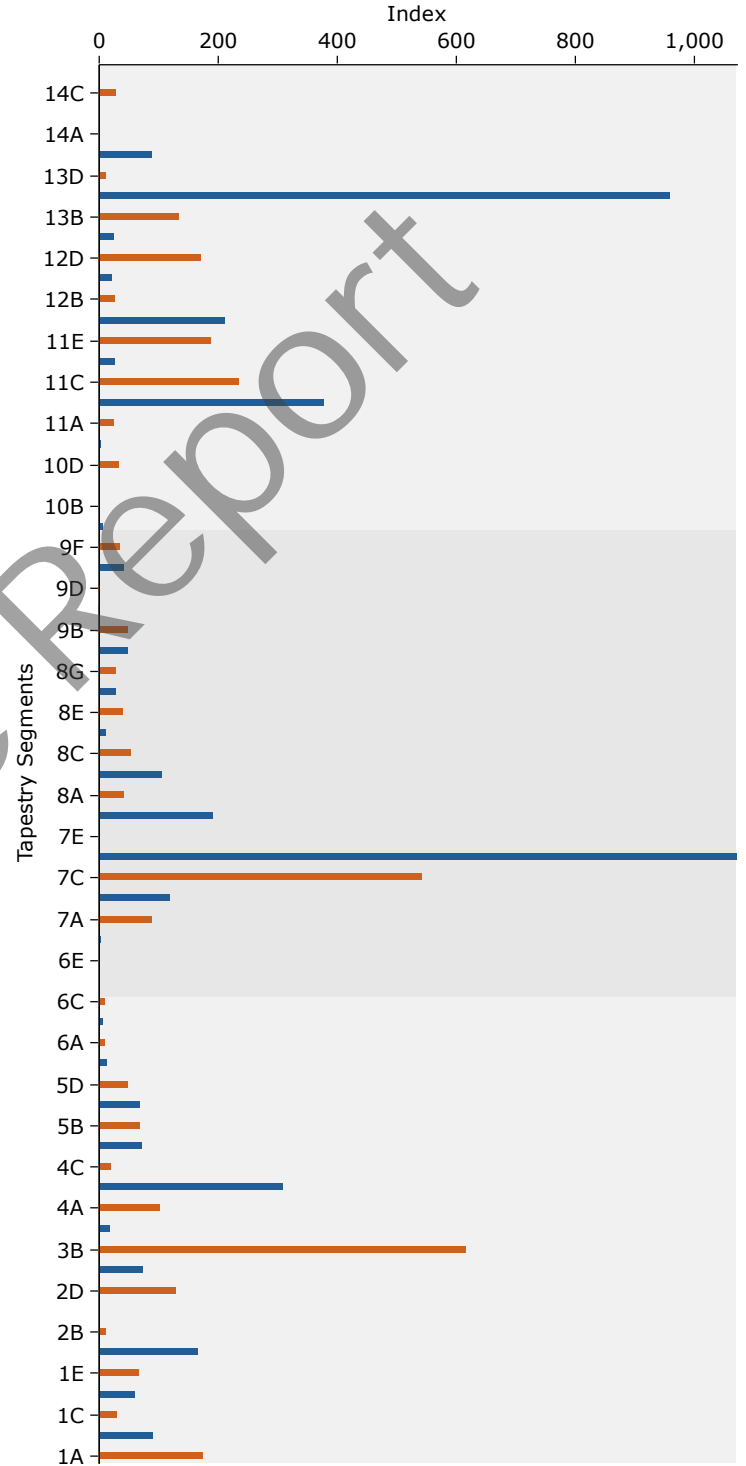
**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population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

**Source:** Esri

### 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
<b>Total:</b>	962,528	100.0%		2,008,199	100.0%	
<b>1. Affluent Estates</b>	<b>82,027</b>	<b>8.5%</b>	<b>85</b>	<b>176,045</b>	<b>8.8%</b>	<b>82</b>
Top Tier (1A)	30,328	3.2%	189	62,212	3.1%	176
Professional Pride (1B)	14,555	1.5%	93	34,437	1.7%	93
Boomburbs (1C)	5,755	0.6%	33	12,608	0.6%	33
Savvy Suburbanites (1D)	18,146	1.9%	63	40,501	2.0%	63
Exurbanites (1E)	13,243	1.4%	71	26,287	1.3%	68
<b>2. Upscale Avenues</b>	<b>45,342</b>	<b>4.7%</b>	<b>85</b>	<b>82,650</b>	<b>4.1%</b>	<b>71</b>
Urban Chic (2A)	23,730	2.5%	190	41,198	2.1%	168
Pleasantville (2B)	2,965	0.3%	14	6,114	0.3%	13
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	18,647	1.9%	135	35,338	1.8%	132
<b>3. Uptown Individuals</b>	<b>115,639</b>	<b>12.0%</b>	<b>312</b>	<b>182,332</b>	<b>9.1%</b>	<b>289</b>
Laptops and Lattes (3A)	8,525	0.9%	83	13,273	0.7%	76
Metro Renters (3B)	105,124	10.9%	635	165,467	8.2%	618
Trendsetters (3C)	1,990	0.2%	20	3,592	0.2%	19
<b>4. Family Landscapes</b>	<b>81,786</b>	<b>8.5%</b>	<b>111</b>	<b>193,105</b>	<b>9.6%</b>	<b>120</b>
Workday Drive (4A)	27,718	2.9%	97	66,735	3.3%	104
Home Improvement (4B)	48,123	5.0%	295	113,255	5.6%	309
Middleburg (4C)	5,945	0.6%	21	13,115	0.7%	22
<b>5. GenXurban</b>	<b>56,805</b>	<b>5.9%</b>	<b>52</b>	<b>120,259</b>	<b>6.0%</b>	<b>55</b>
Comfortable Empty Nesters (5A)	16,384	1.7%	70	35,532	1.8%	73
In Style (5B)	15,157	1.6%	70	30,249	1.5%	72
Parks and Rec (5C)	13,004	1.4%	69	27,095	1.3%	71
Rustbelt Traditions (5D)	8,765	0.9%	42	20,074	1.0%	49
Midlife Constants (5E)	3,495	0.4%	15	7,309	0.4%	16
<b>6. Cozy Country Living</b>	<b>7,793</b>	<b>0.8%</b>	<b>7</b>	<b>17,594</b>	<b>0.9%</b>	<b>7</b>
Green Acres (6A)	2,983	0.3%	10	6,609	0.3%	10
Salt of the Earth (6B)	2,352	0.2%	9	5,454	0.3%	9
The Great Outdoors (6C)	1,525	0.2%	10	3,447	0.2%	11
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)	933	0.1%	4	2,084	0.1%	5
<b>7. Sprouting Explorers</b>	<b>230,663</b>	<b>24.0%</b>	<b>333</b>	<b>574,328</b>	<b>28.6%</b>	<b>342</b>
Up and Coming Families (7A)	21,158	2.2%	84	50,554	2.5%	91
Urban Villages (7B)	13,189	1.4%	133	34,825	1.7%	121
Urban Edge Families (7C)	77,465	8.0%	548	183,358	9.1%	544
Forging Opportunity (7D)	103,596	10.8%	1,040	269,154	13.4%	1,073
Farm to Table (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	15,255	1.6%	196	36,437	1.8%	194

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<b>Total:</b>	962,528	100.0%		2,008,199	100.0%	
<b>8. Middle Ground</b>	<b>51,504</b>	<b>5.4%</b>	<b>50</b>	<b>93,801</b>	<b>4.7%</b>	<b>47</b>
City Lights (8A)	6,151	0.6%	45	12,061	0.6%	42
Emerald City (8B)	15,743	1.6%	116	25,962	1.3%	107
Bright Young Professionals (8C)	12,170	1.3%	56	22,614	1.1%	55
Downtown Melting Pot (8D)	842	0.1%	14	1,678	0.1%	12
Front Porches (8E)	6,032	0.6%	40	12,073	0.6%	40
Old and Newcomers (8F)	7,442	0.8%	34	12,352	0.6%	31
Hometown Heritage (8G)	3,124	0.3%	27	7,061	0.4%	31
<b>9. Senior Styles</b>	<b>16,552</b>	<b>1.7%</b>	<b>30</b>	<b>26,726</b>	<b>1.3%</b>	<b>27</b>
Silver & Gold (9A)	908	0.1%	12	1,419	0.1%	10
Golden Years (9B)	6,880	0.7%	54	11,458	0.6%	49
The Elders (9C)	124	0.0%	2	150	0.0%	1
Senior Escapes (9D)	123	0.0%	1	200	0.0%	1
Retirement Communities (9E)	5,500	0.6%	48	8,590	0.4%	43
Social Security Set (9F)	3,017	0.3%	39	4,909	0.2%	37
<b>10. Rustic Outposts</b>	<b>6,016</b>	<b>0.6%</b>	<b>8</b>	<b>14,245</b>	<b>0.7%</b>	<b>8</b>
Southern Satellites (10A)	2,244	0.2%	7	5,185	0.3%	8
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)	3,359	0.3%	30	8,141	0.4%	34
Rural Bypasses (10E)	413	0.0%	3	919	0.0%	3
<b>11. Midtown Singles</b>	<b>122,268</b>	<b>12.7%</b>	<b>206</b>	<b>209,181</b>	<b>10.4%</b>	<b>192</b>
City Strivers (11A)	2,146	0.2%	30	4,034	0.2%	26
Young and Restless (11B)	65,303	6.8%	387	106,644	5.3%	379
Metro Fusion (11C)	34,490	3.6%	255	61,853	3.1%	236
Set to Impress (11D)	4,189	0.4%	31	6,845	0.3%	29
City Commons (11E)	16,140	1.7%	193	29,805	1.5%	190
<b>12. Hometown</b>	<b>47,286</b>	<b>4.9%</b>	<b>82</b>	<b>103,804</b>	<b>5.2%</b>	<b>91</b>
Family Foundations (12A)	20,153	2.1%	206	44,612	2.2%	213
Traditional Living (12B)	4,356	0.5%	24	9,610	0.5%	27
Small Town Simplicity (12C)	2,841	0.3%	16	7,738	0.4%	23
Modest Income Homes (12D)	19,936	2.1%	163	41,844	2.1%	171
<b>13. Next Wave</b>	<b>96,877</b>	<b>10.1%</b>	<b>266</b>	<b>208,322</b>	<b>10.4%</b>	<b>239</b>
Diverse Convergence (13A)	3,317	0.3%	29	6,853	0.3%	25
Family Extensions (13B)	10,342	1.1%	151	26,723	1.3%	135
NeWest Residents (13C)	77,711	8.1%	1,055	164,244	8.2%	962
Fresh Ambitions (13D)	715	0.1%	12	1,693	0.1%	13
High Rise Renters (13E)	4,792	0.5%	103	8,809	0.4%	90
<b>14. Scholars and Patriots</b>	<b>1,966</b>	<b>0.2%</b>	<b>13</b>	<b>5,798</b>	<b>0.3%</b>	<b>13</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)	1,966	0.2%	40	5,798	0.3%	30
Unclassified (15)	4	0.0%	32	9	0.0%	0

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<b>Total:</b>	962,528	100.0%		2,008,199	100.0%	
<b>1. Principal Urban Center</b>	<b>201,845</b>	<b>21.0%</b>	<b>295</b>	<b>362,790</b>	<b>18.1%</b>	<b>272</b>
Laptops and Lattes (3A)	8,525	0.9%	83	13,273	0.7%	76
Metro Renters (3B)	105,124	10.9%	635	165,467	8.2%	618
Trendsetters (3C)	1,990	0.2%	20	3,592	0.2%	19
Downtown Melting Pot (8D)	842	0.1%	14	1,678	0.1%	12
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Fresh Ambitions (13D)	715	0.1%	12	1,693	0.1%	13
High Rise Renters (13E)	4,792	0.5%	103	8,809	0.4%	90
<b>2. Urban Periphery</b>	<b>324,829</b>	<b>33.7%</b>	<b>205</b>	<b>760,408</b>	<b>37.9%</b>	<b>216</b>
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	8,765	0.9%	42	20,074	1.0%	49
Urban Villages (7B)	13,189	1.4%	133	34,825	1.7%	121
Urban Edge Families (7C)	77,465	8.0%	548	183,358	9.1%	544
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Metro Fusion (11C)	34,490	3.6%	255	61,853	3.1%	236
Family Foundations (12A)	20,153	2.1%	206	44,612	2.2%	213
Modest Income Homes (12D)	19,936	2.1%	163	41,844	2.1%	171
Diverse Convergence (13A)	3,317	0.3%	29	6,853	0.3%	25
Family Extensions (13B)	10,342	1.1%	151	26,723	1.3%	135
<b>3. Metro Cities</b>	<b>147,969</b>	<b>15.4%</b>	<b>85</b>	<b>259,898</b>	<b>12.9%</b>	<b>77</b>
In Style (5B)	15,157	1.6%	70	30,249	1.5%	72
Emerald City (8B)	15,743	1.6%	116	25,962	1.3%	107
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Traditional Living (12B)	4,356	0.5%	24	9,610	0.5%	27
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	1,966	0.2%	40	5,798	0.3%	30

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<b>4. Suburban Periphery</b>	<b>265,163</b>	<b>27.5%</b>	<b>86</b>	<b>572,202</b>	<b>28.5%</b>	<b>87</b>
Top Tier (1A)	30,328	3.2%	189	62,212	3.1%	176
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The Elders (9C)	124	0.0%	2	150	0.0%	1
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
<b>5. Semirural</b>	<b>13,201</b>	<b>1.4%</b>	<b>15</b>	<b>31,278</b>	<b>1.6%</b>	<b>17</b>
Middleburg (4C)	5,945	0.6%	21	13,115	0.7%	22
Heartland Communities (6F)	933	0.1%	4	2,084	0.1%	5
Farm to Table (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	123	0.0%	1	200	0.0%	1
Down the Road (10D)	3,359	0.3%	30	8,141	0.4%	34
Small Town Simplicity (12C)	2,841	0.3%	16	7,738	0.4%	23
<b>6. Rural</b>	<b>9,517</b>	<b>1.0%</b>	<b>6</b>	<b>21,614</b>	<b>1.1%</b>	<b>6</b>
Green Acres (6A)	2,983	0.3%	10	6,609	0.3%	10
Salt of the Earth (6B)	2,352	0.2%	9	5,454	0.3%	9
The Great Outdoors (6C)	1,525	0.2%	10	3,447	0.2%	11
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)	2,244	0.2%	7	5,185	0.3%	8
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)	413	0.0%	3	919	0.0%	3
Unclassified (15)	4	0.0%	32	9	0.0%	0

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