



# Tapestry Segmentation Area Profile

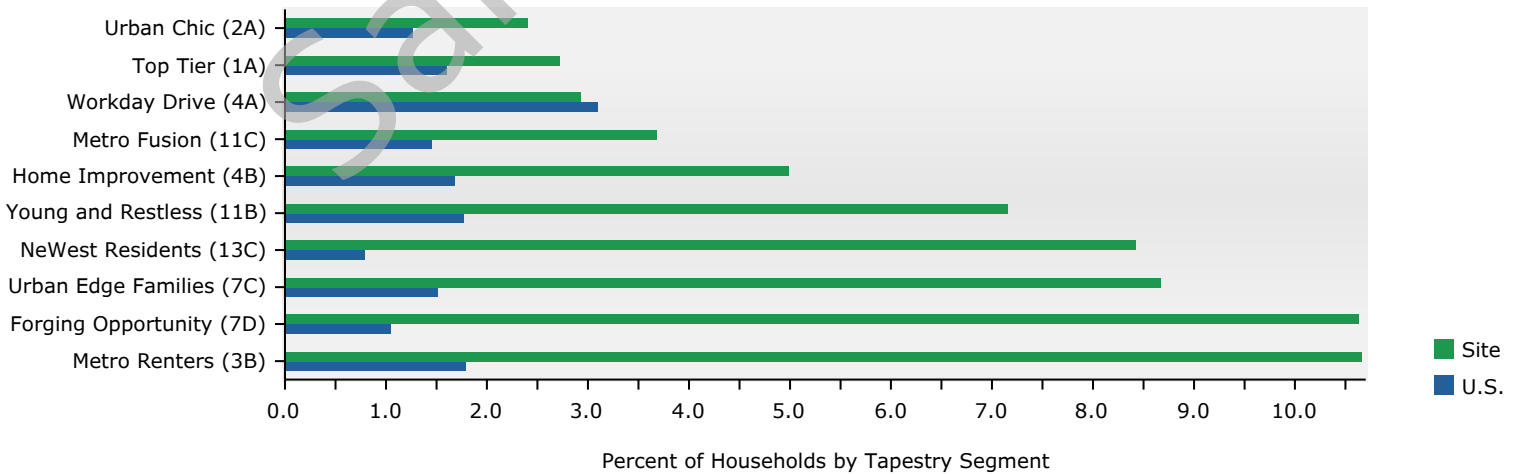
Dallas County, TX  
 Dallas County, TX (48113)  
 Geography: County

Sample Report

## Top Twenty Tapestry Segments

Rank	Tapestry Segment	2024 Households		2024 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Metro Renters (3B)	10.7%	10.7%	1.8%	1.8%	598
2	Forging Opportunity (7D)	10.6%	21.3%	1.0%	2.8%	1,016
3	Urban Edge Families (7C)	8.7%	30.0%	1.5%	4.3%	573
4	NeWest Residents (13C)	8.4%	38.4%	0.8%	5.1%	1,064
5	Young and Restless (11B)	7.2%	45.5%	1.8%	6.9%	404
<b>Subtotal</b>		<b>45.6%</b>		<b>6.9%</b>		
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%	254
8	Workday Drive (4A)	2.9%	57.1%	3.1%	13.1%	94
9	Top Tier (1A)	2.7%	59.8%	1.6%	14.7%	169
10	Urban Chic (2A)	2.4%	62.2%	1.3%	16.0%	190
<b>Subtotal</b>		<b>16.7%</b>		<b>9.1%</b>		
11	Up and Coming Families (7A)	2.2%	64.5%	2.9%	18.9%	77
12	Enterprising Professionals (2D)	2.1%	66.6%	1.5%	20.4%	147
13	Family Foundations (12A)	2.1%	68.7%	1.0%	21.4%	206
14	Modest Income Homes (12D)	2.0%	70.7%	1.2%	22.6%	166
15	Emerald City (8B)	1.8%	72.5%	1.4%	24.0%	127
<b>Subtotal</b>		<b>10.2%</b>		<b>8.0%</b>		
16	Comfortable Empty Nesters (5A)	1.8%	74.3%	2.4%	26.4%	75
17	Savvy Suburbanites (1D)	1.8%	76.1%	3.0%	29.4%	60
18	City Commons (11E)	1.7%	77.8%	0.9%	30.3%	199
19	Southwestern Families (7F)	1.5%	79.4%	0.8%	31.1%	195
20	Professional Pride (1B)	1.5%	80.9%	1.6%	32.7%	92
<b>Subtotal</b>		<b>8.3%</b>		<b>8.7%</b>		
<b>Total</b>		<b>80.9%</b>		<b>32.7%</b>		<b>247</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

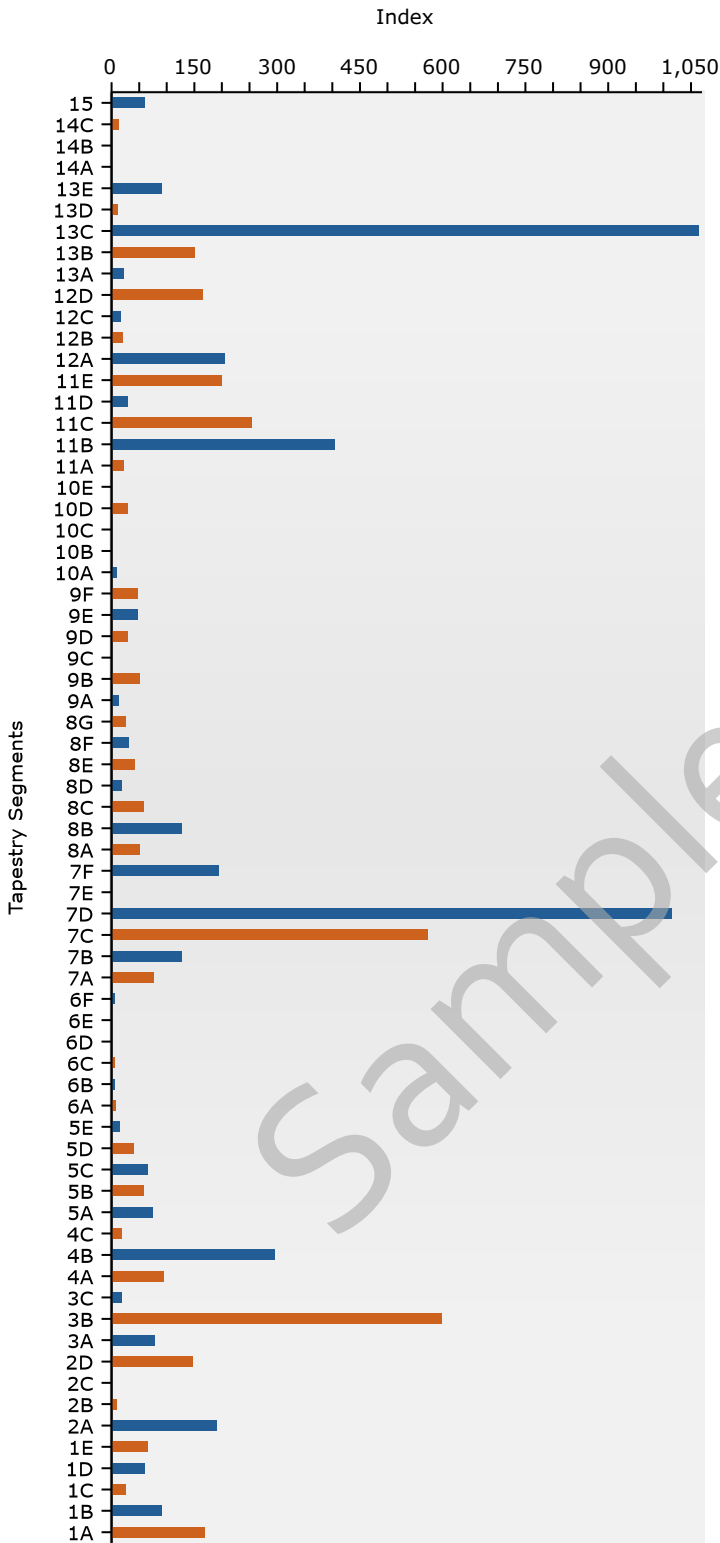


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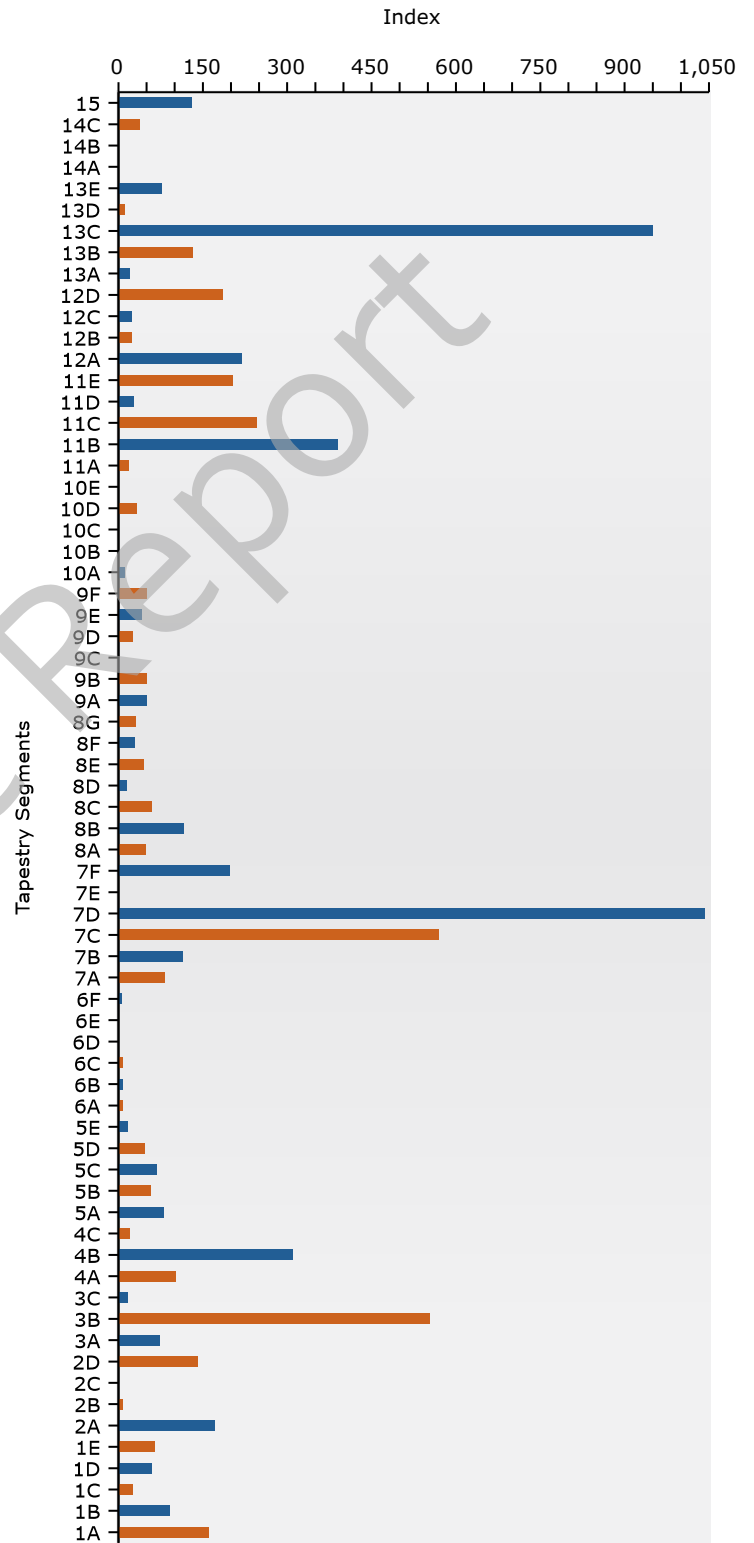
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### 2024 Tapestry Indexes by Households



### 2024 Tapestry Indexes by Total Population 18+



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Sample Report

Tapestry LifeMode Groups	2024 Households			2024 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	990,909	100.0%		2,045,340	100.0%	
<b>1. Affluent Estates</b>	<b>76,857</b>	<b>7.8%</b>	<b>77</b>	<b>167,639</b>	<b>8.2%</b>	<b>75</b>
Top Tier (1A)	26,883	2.7%	169	57,493	2.8%	161
Professional Pride (1B)	14,975	1.5%	92	34,465	1.7%	91
Boomburbs (1C)	4,994	0.5%	26	11,486	0.6%	26
Savvy Suburbanites (1D)	17,521	1.8%	60	38,782	1.9%	59
Exurbanites (1E)	12,484	1.3%	66	25,413	1.2%	64
<b>2. Upscale Avenues</b>	<b>46,873</b>	<b>4.7%</b>	<b>86</b>	<b>86,919</b>	<b>4.2%</b>	<b>73</b>
Urban Chic (2A)	23,772	2.4%	190	42,747	2.1%	171
Pleasantville (2B)	1,805	0.2%	9	3,777	0.2%	8
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	21,296	2.1%	147	40,395	2.0%	141
<b>3. Uptown Individuals</b>	<b>115,881</b>	<b>11.7%</b>	<b>299</b>	<b>175,259</b>	<b>8.6%</b>	<b>266</b>
Laptops and Lattes (3A)	8,353	0.8%	79	13,350	0.7%	74
Metro Renters (3B)	105,602	10.7%	598	158,595	7.8%	554
Trendsetters (3C)	1,926	0.2%	18	3,314	0.2%	17
<b>4. Family Landscapes</b>	<b>84,167</b>	<b>8.5%</b>	<b>107</b>	<b>195,571</b>	<b>9.6%</b>	<b>116</b>
Workday Drive (4A)	29,013	2.9%	94	69,206	3.4%	102
Home Improvement (4B)	49,402	5.0%	297	113,666	5.6%	310
Middleburg (4C)	5,752	0.6%	19	12,699	0.6%	20
<b>5. GenXurban</b>	<b>55,537</b>	<b>5.6%</b>	<b>50</b>	<b>118,066</b>	<b>5.8%</b>	<b>54</b>
Comfortable Empty Nesters (5A)	17,865	1.8%	75	39,690	1.9%	81
In Style (5B)	13,108	1.3%	59	24,676	1.2%	58
Parks and Rec (5C)	12,679	1.3%	66	26,847	1.3%	69
Rustbelt Traditions (5D)	8,389	0.8%	40	19,168	0.9%	47
Midlife Constants (5E)	3,496	0.4%	15	7,685	0.4%	16
<b>6. Cozy Country Living</b>	<b>6,658</b>	<b>0.7%</b>	<b>6</b>	<b>14,657</b>	<b>0.7%</b>	<b>6</b>
Green Acres (6A)	2,670	0.3%	8	5,794	0.3%	8
Salt of the Earth (6B)	1,636	0.2%	6	4,080	0.2%	7
The Great Outdoors (6C)	1,104	0.1%	7	2,339	0.1%	7
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)	1,248	0.1%	6	2,444	0.1%	6
<b>7. Sprouting Explorers</b>	<b>241,672</b>	<b>24.4%</b>	<b>324</b>	<b>587,865</b>	<b>28.7%</b>	<b>329</b>
Up and Coming Families (7A)	22,130	2.2%	77	52,822	2.6%	82
Urban Villages (7B)	13,026	1.3%	127	33,367	1.6%	115
Urban Edge Families (7C)	85,939	8.7%	573	200,718	9.8%	570
Forging Opportunity (7D)	105,339	10.6%	1,016	265,162	13.0%	1,043
Farm to Table (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	15,238	1.5%	195	35,796	1.8%	198

**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.

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Tapestry LifeMode Groups	2024 Households			2024 Adult Population		
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<b>Total:</b>	990,909	100.0%		2,045,340	100.0%	
<b>8. Middle Ground</b>	<b>56,309</b>	<b>5.7%</b>	<b>53</b>	<b>104,808</b>	<b>5.1%</b>	<b>51</b>
City Lights (8A)	7,219	0.7%	51	14,425	0.7%	48
Emerald City (8B)	17,886	1.8%	127	29,271	1.4%	116
Bright Young Professionals (8C)	13,233	1.3%	58	26,243	1.3%	60
Downtown Melting Pot (8D)	1,094	0.1%	18	2,086	0.1%	15
Front Porches (8E)	6,737	0.7%	43	13,989	0.7%	45
Old and Newcomers (8F)	7,115	0.7%	32	11,977	0.6%	29
Hometown Heritage (8G)	3,025	0.3%	26	6,817	0.3%	31
<b>9. Senior Styles</b>	<b>19,760</b>	<b>2.0%</b>	<b>34</b>	<b>34,083</b>	<b>1.7%</b>	<b>33</b>
Silver & Gold (9A)	1,012	0.1%	13	1,495	0.1%	10
Golden Years (9B)	6,577	0.7%	51	12,202	0.6%	50
The Elders (9C)	0	0.0%	0	24	0.0%	0
Senior Escapes (9D)	2,742	0.3%	30	4,490	0.2%	26
Retirement Communities (9E)	5,500	0.6%	47	8,725	0.4%	41
Social Security Set (9F)	3,929	0.4%	47	7,147	0.3%	50
<b>10. Rustic Outposts</b>	<b>6,532</b>	<b>0.7%</b>	<b>8</b>	<b>14,803</b>	<b>0.7%</b>	<b>9</b>
Southern Satellites (10A)	3,117	0.3%	10	6,944	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)	3,415	0.3%	29	7,859	0.4%	33
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
<b>11. Midtown Singles</b>	<b>130,174</b>	<b>13.1%</b>	<b>211</b>	<b>224,931</b>	<b>11.0%</b>	<b>198</b>
City Strivers (11A)	1,673	0.2%	22	3,136	0.2%	19
Young and Restless (11B)	70,940	7.2%	404	115,486	5.6%	390
Metro Fusion (11C)	36,407	3.7%	254	67,712	3.3%	246
Set to Impress (11D)	3,996	0.4%	29	6,723	0.3%	28
City Commons (11E)	17,158	1.7%	199	31,874	1.6%	204
<b>12. Hometown</b>	<b>47,544</b>	<b>4.8%</b>	<b>82</b>	<b>105,009</b>	<b>5.1%</b>	<b>94</b>
Family Foundations (12A)	20,713	2.1%	206	46,010	2.2%	220
Traditional Living (12B)	3,854	0.4%	21	8,233	0.4%	23
Small Town Sincerity (12C)	2,918	0.3%	17	7,734	0.4%	24
Modest Income Homes (12D)	20,059	2.0%	166	43,032	2.1%	186
<b>13. Next Wave</b>	<b>102,235</b>	<b>10.3%</b>	<b>266</b>	<b>201,903</b>	<b>9.9%</b>	<b>229</b>
Diverse Convergence (13A)	2,779	0.3%	23	5,926	0.3%	21
Family Extensions (13B)	10,764	1.1%	151	25,872	1.3%	132
NeWest Residents (13C)	83,493	8.4%	1,064	161,047	7.9%	950
Fresh Ambitions (13D)	776	0.1%	12	1,525	0.1%	11
High Rise Renters (13E)	4,423	0.4%	92	7,533	0.4%	77
<b>14. Scholars and Patriots</b>	<b>689</b>	<b>0.1%</b>	<b>4</b>	<b>7,679</b>	<b>0.4%</b>	<b>17</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)	689	0.1%	14	7,679	0.4%	39
Unclassified (15)	21	0.0%	61	6,148	0.3%	131

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<b>Total:</b>	990,909	100.0%		2,045,340	100.0%	
<b>1. Principal Urban Center</b>	<b>207,340</b>	<b>20.9%</b>	<b>289</b>	<b>350,586</b>	<b>17.1%</b>	<b>255</b>
Laptops and Lattes (3A)	8,353	0.8%	79	13,350	0.7%	74
Metro Renters (3B)	105,602	10.7%	598	158,595	7.8%	554
Trendsetters (3C)	1,926	0.2%	18	3,314	0.2%	17
Downtown Melting Pot (8D)	1,094	0.1%	18	2,086	0.1%	15
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High Rise Renters (13E)	4,423	0.4%	92	7,533	0.4%	77
<b>2. Urban Periphery</b>	<b>339,105</b>	<b>34.2%</b>	<b>207</b>	<b>783,431</b>	<b>38.3%</b>	<b>218</b>
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	8,389	0.8%	40	19,168	0.9%	47
Urban Villages (7B)	13,026	1.3%	127	33,367	1.6%	115
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Diverse Convergence (13A)	2,779	0.3%	23	5,926	0.3%	21
Family Extensions (13B)	10,764	1.1%	151	25,872	1.3%	132
<b>3. Metro Cities</b>	<b>153,937</b>	<b>15.5%</b>	<b>86</b>	<b>272,597</b>	<b>13.3%</b>	<b>80</b>
In Style (5B)	13,108	1.3%	59	24,676	1.2%	58
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Dorms to Diplomas (14C)	689	0.1%	14	7,679	0.4%	39

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<b>4. Suburban Periphery</b>	<b>265,904</b>	<b>26.8%</b>	<b>83</b>	<b>578,195</b>	<b>28.3%</b>	<b>84</b>
Top Tier (1A)	26,883	2.7%	169	57,493	2.8%	161
Professional Pride (1B)	14,975	1.5%	92	34,465	1.7%	91
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Golden Years (9B)	6,577	0.7%	51	12,202	0.6%	50
The Elders (9C)	0	0.0%	0	24	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
<b>5. Semirural</b>	<b>16,075</b>	<b>1.6%</b>	<b>17</b>	<b>35,226</b>	<b>1.7%</b>	<b>19</b>
Middleburg (4C)	5,752	0.6%	19	12,699	0.6%	20
Heartland Communities (6F)	1,248	0.1%	6	2,444	0.1%	6
Farm to Table (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	2,742	0.3%	30	4,490	0.2%	26
Down the Road (10D)	3,415	0.3%	29	7,859	0.4%	33
Small Town Sincerity (12C)	2,918	0.3%	17	7,734	0.4%	24
<b>6. Rural</b>	<b>8,527</b>	<b>0.9%</b>	<b>5</b>	<b>19,157</b>	<b>0.9%</b>	<b>6</b>
Green Acres (6A)	2,670	0.3%	8	5,794	0.3%	8
Salt of the Earth (6B)	1,636	0.2%	6	4,080	0.2%	7
The Great Outdoors (6C)	1,104	0.1%	7	2,339	0.1%	7
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)	3,117	0.3%	10	6,944	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	6,148	0.3%	131

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