



Tapestry Segmentation Area Profile

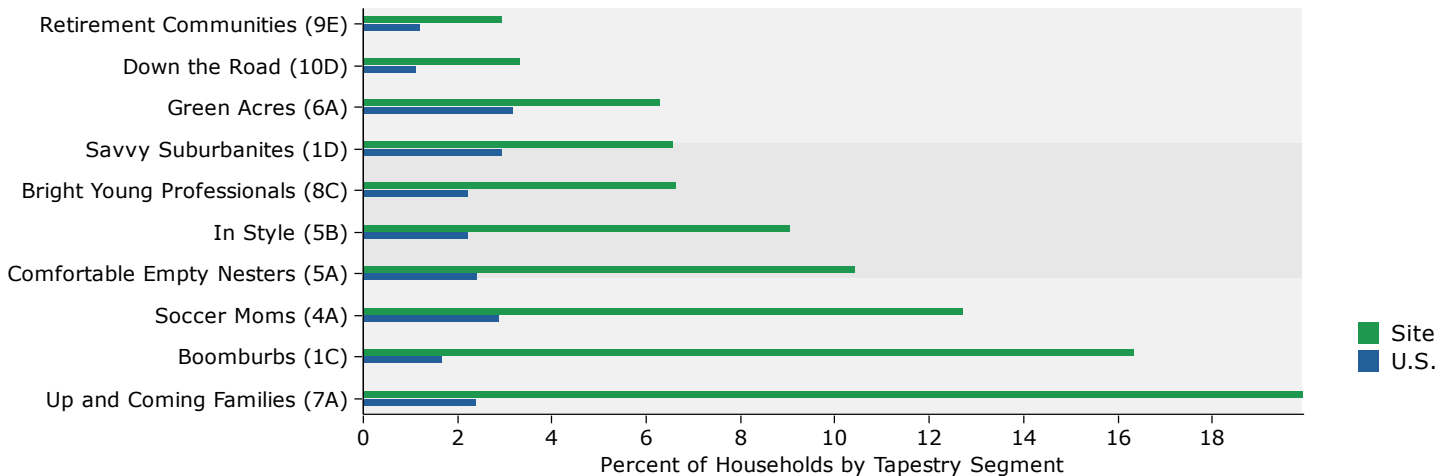
Rockwall City, TX
 Rockwall City, TX (4862828)
 Geography: Place

Prepared by Esri

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2018 Households		2018 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Up and Coming Families (7A)	19.9%	19.9%	2.4%	2.4%	821
2	Boomburbs (1C)	16.4%	36.3%	1.7%	4.1%	971
3	Soccer Moms (4A)	12.7%	49.0%	2.9%	7.0%	439
4	Comfortable Empty Nesters (5A)	10.5%	59.5%	2.5%	9.5%	427
5	In Style (5B)	9.1%	68.6%	2.2%	11.7%	403
	Subtotal	68.6%		11.7%		
6	Bright Young Professionals (8C)	6.7%	75.3%	2.2%	13.9%	296
7	Savvy Suburbanites (1D)	6.6%	81.9%	3.0%	16.9%	222
8	Green Acres (6A)	6.3%	88.2%	3.2%	20.1%	198
9	Down the Road (10D)	3.3%	91.5%	1.1%	21.2%	292
10	Retirement Communities (9E)	3.0%	94.5%	1.2%	22.4%	245
	Subtotal	25.9%		10.7%		
11	Professional Pride (1B)	2.4%	96.9%	1.6%	24.0%	150
12	Southwestern Families (7F)	2.2%	99.1%	0.8%	24.8%	265
13	Exurbanites (1E)	0.9%	100.0%	1.9%	26.7%	48
	Subtotal	5.5%		4.3%		
	Total	100.0%		26.9%		372

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

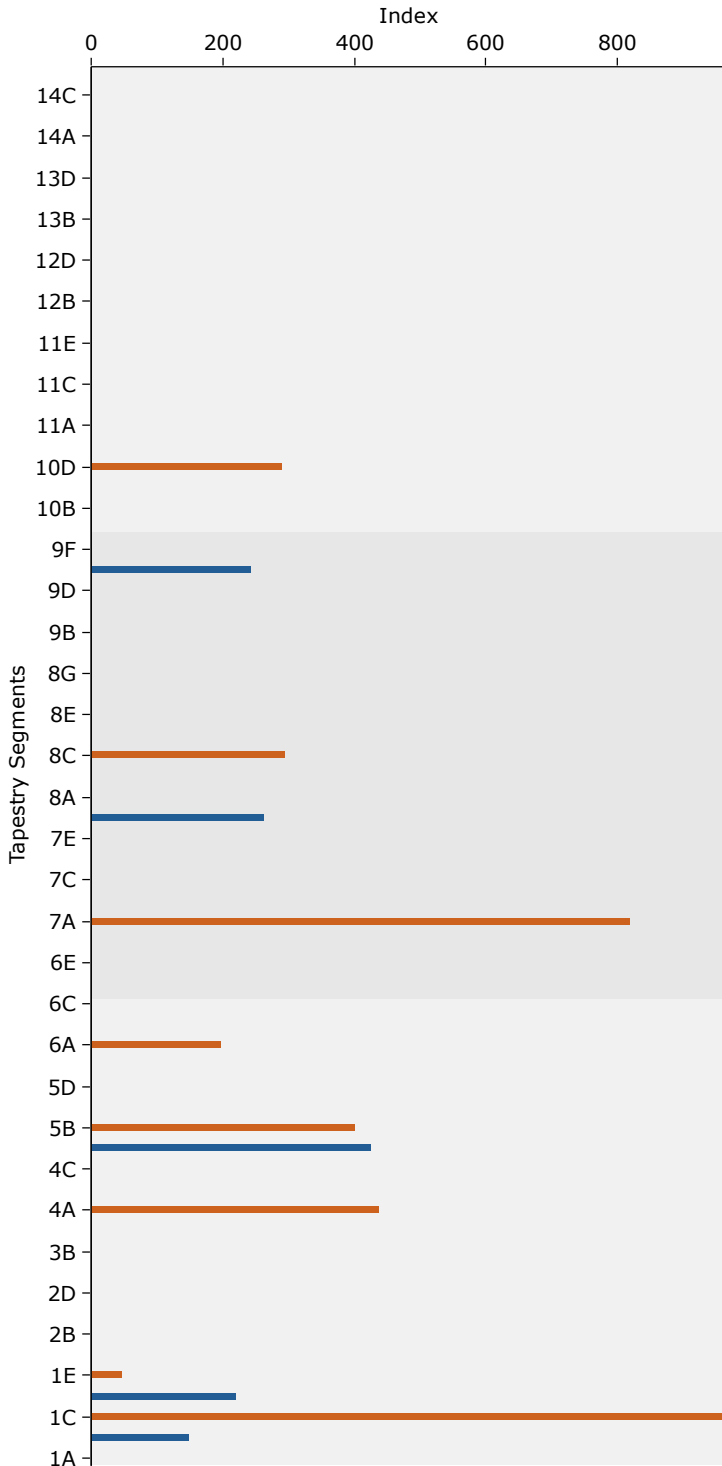


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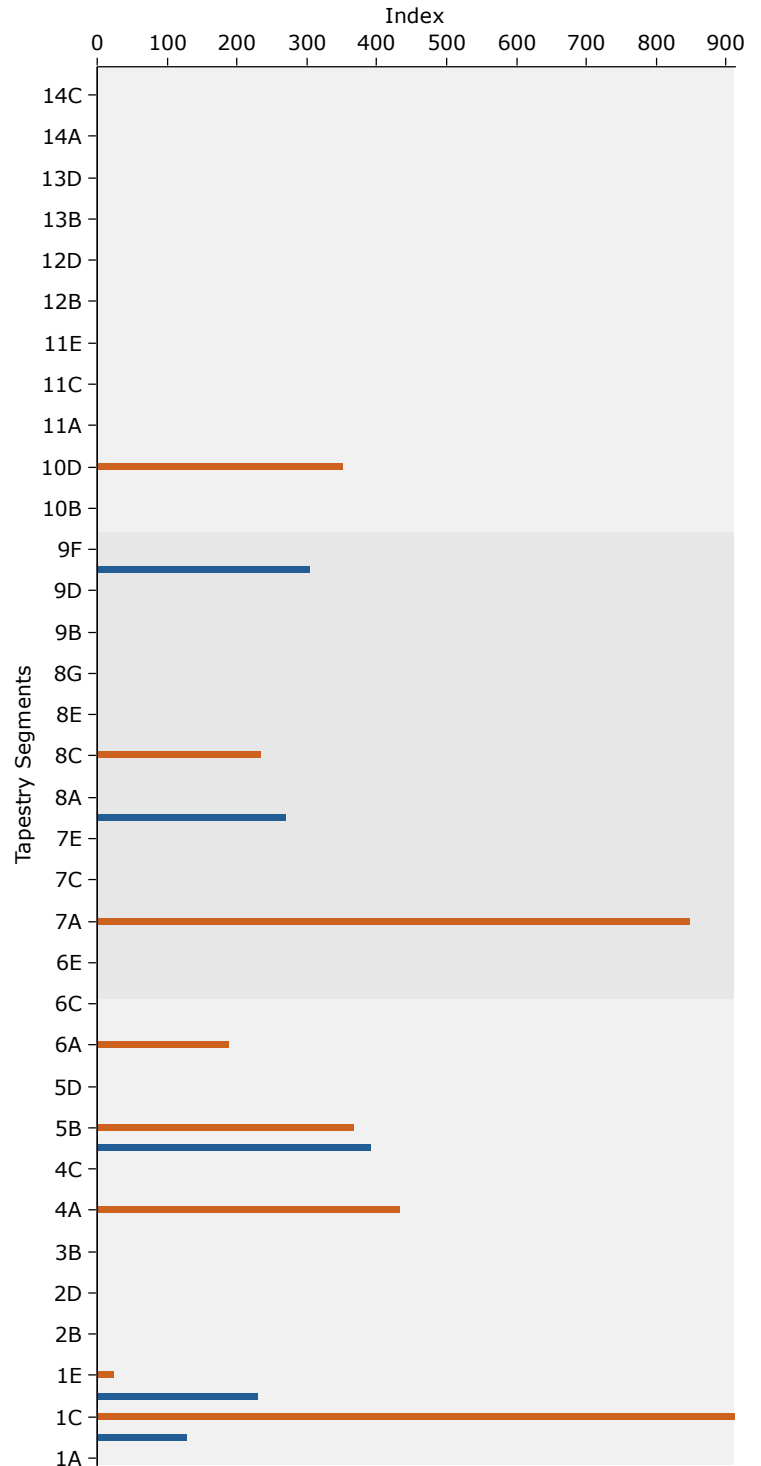
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2018 Tapestry Indexes by Households



2018 Tapestry Indexes by Total Population 18+



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Tapestry LifeMode Groups	2018 Households			2018 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	16,364	100.0%		34,984	100.0%	
1. Affluent Estates	4,308	26.3%	265	9,293	26.6%	252
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	397	2.4%	150	823	2.4%	130
Boomburbs (1C)	2,678	16.4%	971	5,722	16.4%	914
Savvy Suburbanites (1D)	1,080	6.6%	222	2,578	7.4%	230
Exurbanites (1E)	153	0.9%	48	170	0.5%	25
2. Upscale Avenues	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
3. Uptown Individuals	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	2,083	12.7%	170	4,696	13.4%	172
Soccer Moms (4A)	2,083	12.7%	439	4,696	13.4%	434
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	0	0.0%	0	0	0.0%	0
5. GenXurban	3,194	19.5%	172	6,079	17.4%	160
Comfortable Empty Nesters (5A)	1,711	10.5%	427	3,372	9.6%	393
In Style (5B)	1,483	9.1%	403	2,707	7.7%	369
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
6. Cozy Country Living	1,035	6.3%	53	2,214	6.3%	54
Green Acres (6A)	1,035	6.3%	198	2,214	6.3%	191
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)	0	0.0%	0	0	0.0%	0
7. Ethnic Enclaves	3,621	22.1%	313	8,512	24.3%	296
Up and Coming Families (7A)	3,264	19.9%	821	7,609	21.7%	849
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	357	2.2%	265	903	2.6%	272

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Tapestry LifeMode Groups	2018 Households			2018 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	16,364	100.0%		34,984	100.0%	
8. Middle Ground	1,089	6.7%	61	1,675	4.8%	47
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	1,089	6.7%	296	1,675	4.8%	237
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	486	3.0%	51	1,080	3.1%	62
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	486	3.0%	245	1,080	3.1%	305
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
10. Rustic Outposts	548	3.3%	41	1,435	4.1%	49
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
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)	548	3.3%	292	1,435	4.1%	354
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
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	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	0	0.0%	0	0	0.0%	0
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)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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Total:	16,364	100.0%		34,984	100.0%	
1. Principal Urban Center	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
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)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	1,446	8.8%	53	2,578	7.4%	41
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	357	2.2%	265	903	2.6%	272
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	1,089	6.7%	296	1,675	4.8%	237
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
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)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	1,969	12.0%	66	3,787	10.8%	64
In Style (5B)	1,483	9.1%	403	2,707	7.7%	369
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	486	3.0%	245	1,080	3.1%	305
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
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)	0	0.0%	0	0	0.0%	0

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Total:	16,364	100.0%		34,984	100.0%	
4. Suburban Periphery	11,366	69.5%	218	24,970	71.4%	219
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	397	2.4%	150	823	2.4%	130
Boomburbs (1C)	2,678	16.4%	971	5,722	16.4%	914
Savvy Suburbanites (1D)	1,080	6.6%	222	2,578	7.4%	230
Exurbanites (1E)	153	0.9%	48	170	0.5%	25
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Soccer Moms (4A)	2,083	12.7%	439	4,696	13.4%	434
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	1,711	10.5%	427	3,372	9.6%	393
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	3,264	19.9%	821	7,609	21.7%	849
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	548	3.3%	36	1,435	4.1%	46
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
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)	548	3.3%	292	1,435	4.1%	354
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
6. Rural	1,035	6.3%	38	2,214	6.3%	38
Green Acres (6A)	1,035	6.3%	198	2,214	6.3%	191
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)	0	0.0%	0	0	0.0%	0
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)	0	0.0%	0	0	0.0%	0

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