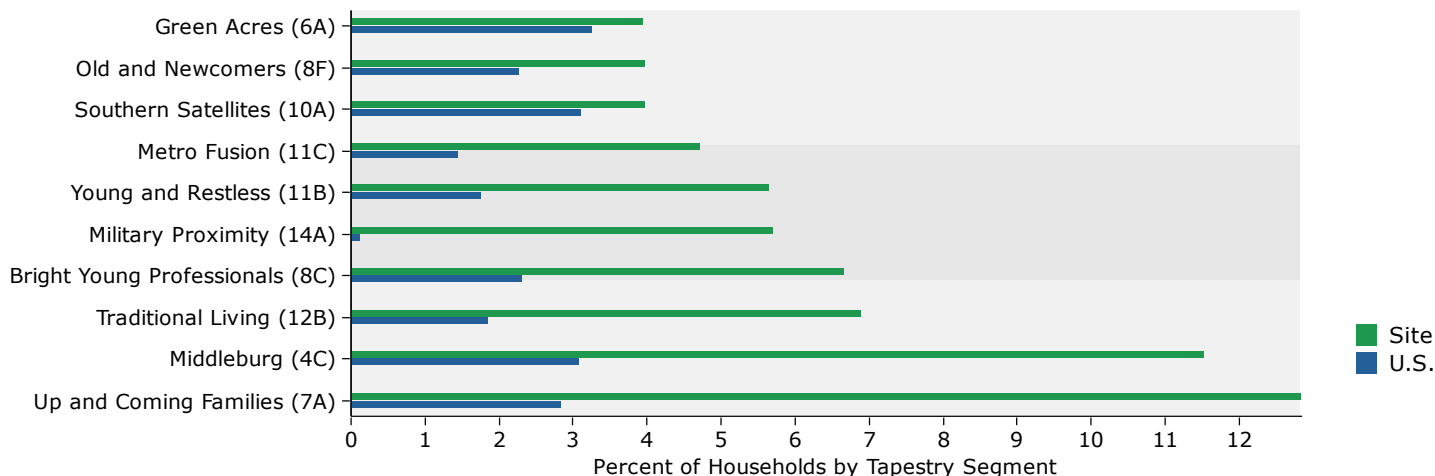


Top Twenty Tapestry Segments

Rank	Tapestry Segment	2023 Households		2023 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Up and Coming Families (7A)	12.9%	12.9%	2.8%	2.8%	451
2	Middleburg (4C)	11.5%	24.4%	3.1%	5.9%	373
3	Traditional Living (12B)	6.9%	31.3%	1.9%	7.8%	369
4	Bright Young Professionals (8C)	6.7%	38.0%	2.3%	10.1%	289
5	Military Proximity (14A)	5.7%	43.7%	0.1%	10.3%	3,912
Subtotal		43.7%		10.2%		
6	Young and Restless (11B)	5.6%	49.3%	1.8%	12.0%	319
7	Metro Fusion (11C)	4.7%	54.1%	1.4%	13.5%	327
8	Southern Satellites (10A)	4.0%	58.1%	3.1%	16.6%	128
9	Old and Newcomers (8F)	4.0%	62.0%	2.3%	18.9%	174
10	Green Acres (6A)	4.0%	66.0%	3.3%	22.2%	121
Subtotal		22.3%		11.9%		
11	Salt of the Earth (6B)	3.8%	69.8%	2.8%	24.9%	138
12	In Style (5B)	3.1%	73.0%	2.2%	27.2%	139
13	Comfortable Empty Nesters (5A)	2.9%	75.8%	2.4%	29.6%	119
14	Rustbelt Traditions (5D)	2.8%	78.6%	2.1%	31.7%	131
15	Set to Impress (11D)	2.7%	81.4%	1.4%	33.1%	198
Subtotal		15.3%		10.9%		
16	Small Town Sincerity (12C)	2.3%	83.7%	1.8%	34.9%	130
17	Midlife Constants (5E)	1.9%	85.5%	2.4%	37.3%	77
18	Heartland Communities (6F)	1.7%	87.2%	2.2%	39.5%	75
19	Hometown Heritage (8G)	1.6%	88.8%	1.2%	40.7%	133
20	Home Improvement (4B)	1.5%	90.3%	1.7%	42.4%	90
Subtotal		9.0%		9.3%		
Total		90.3%		42.4%		213

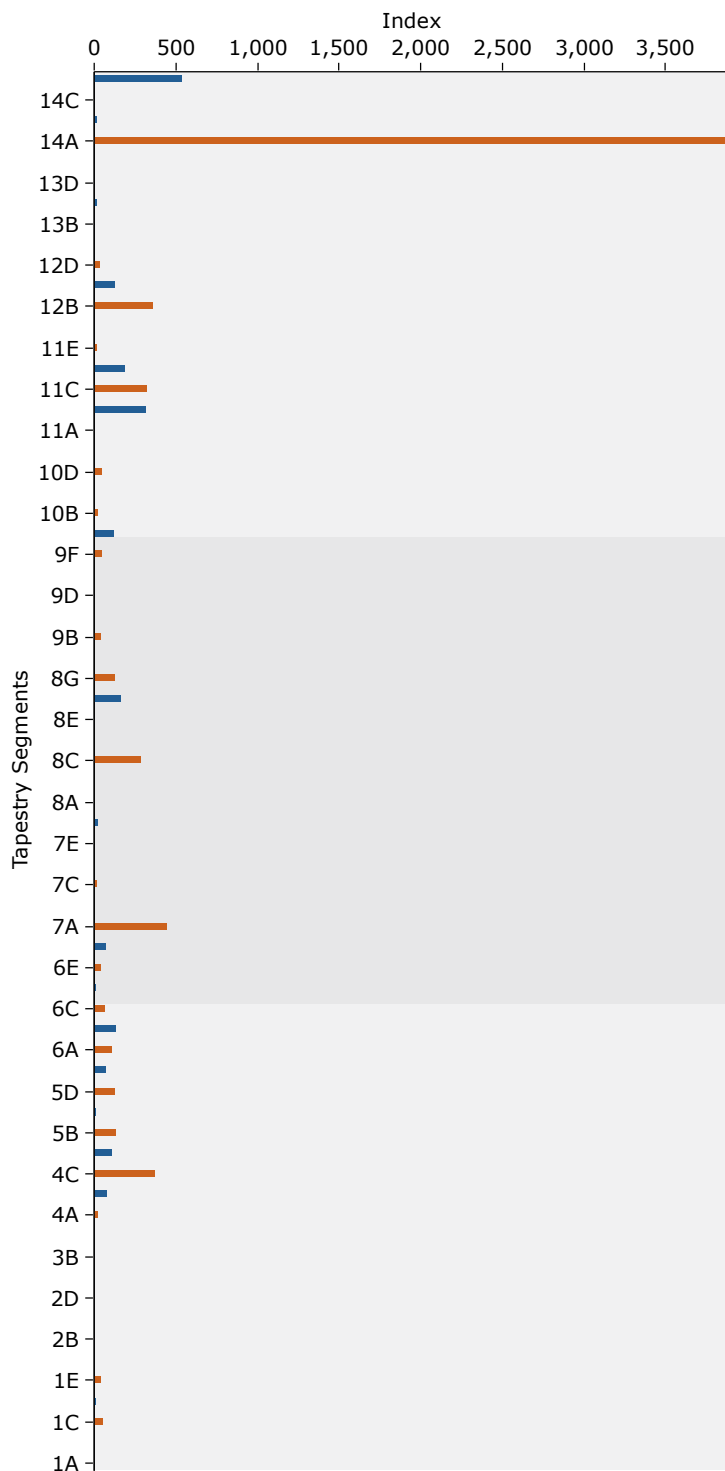
Top Ten Tapestry Segments Site vs. U.S.



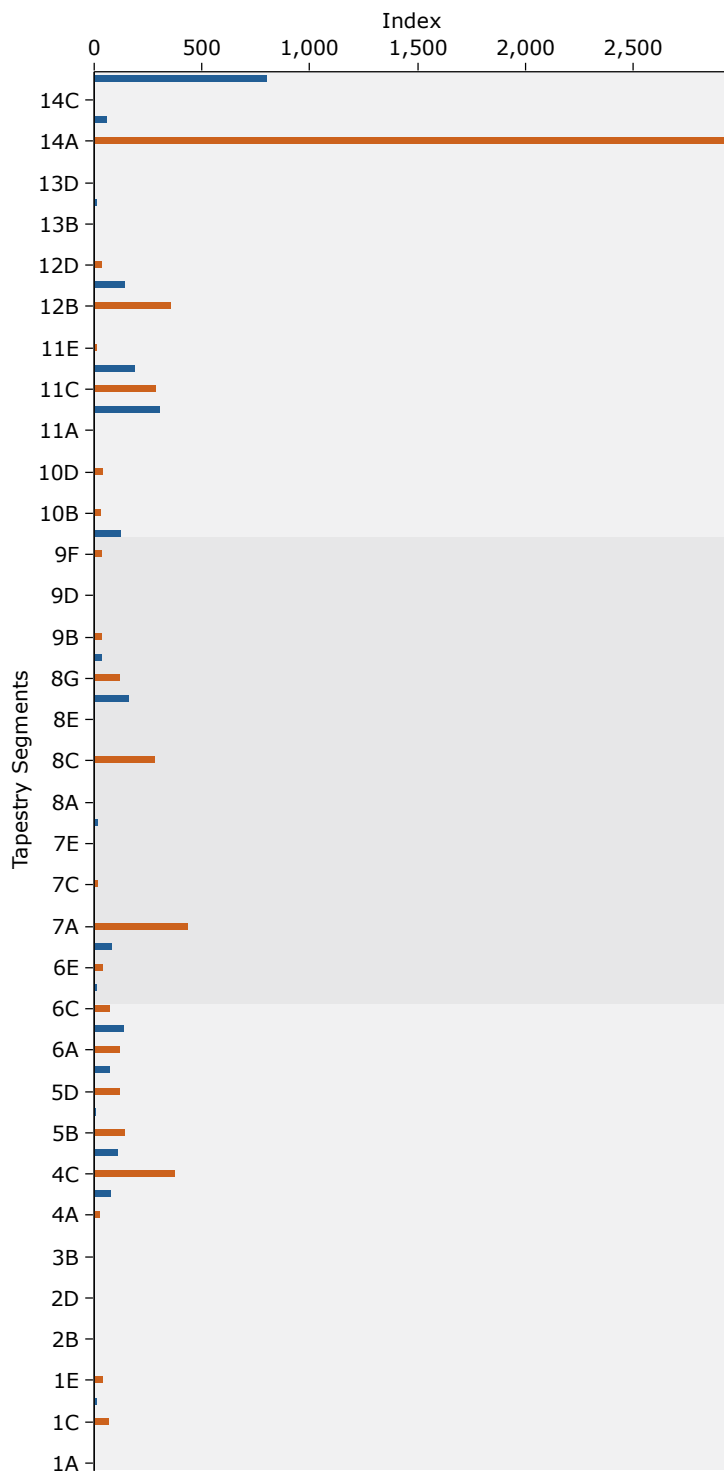
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Source: Esri

2023 Tapestry Indexes by Households



2023 Tapestry Indexes by Total Population 18+



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Source: Esri



Tapestry Segmentation Area Profile

Killeen-Temple, TX Metropolitan Statistical Area
Killeen-Temple, TX Metropolitan Statistical Area (28660)
Geography: CBSA

Prepared by Esri

Tapestry LifeMode Groups	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	180,110	100.0%		371,164	100.0%	
1. Affluent Estates	5,003	2.8%	27	11,240	3.0%	28
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	2,267	1.3%	65	5,370	1.4%	70
Savvy Suburbanites (1D)	1,022	0.6%	19	2,189	0.6%	18
Exurbanites (1E)	1,714	1.0%	50	3,681	1.0%	50
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	25,224	14.0%	178	53,033	14.3%	174
Workday Drive (4A)	1,719	1.0%	31	3,912	1.1%	32
Home Improvement (4B)	2,713	1.5%	90	5,451	1.5%	81
Middleburg (4C)	20,792	11.5%	373	43,670	11.8%	379
5. GenXurban	19,502	10.8%	97	38,619	10.4%	96
Comfortable Empty Nesters (5A)	5,181	2.9%	119	10,369	2.8%	114
In Style (5B)	5,611	3.1%	139	11,635	3.1%	148
Parks and Rec (5C)	297	0.2%	8	548	0.1%	8
Rustbelt Traditions (5D)	5,056	2.8%	131	9,497	2.6%	127
Midlife Constants (5E)	3,357	1.9%	77	6,570	1.8%	76
6. Cozy Country Living	20,252	11.2%	95	43,531	11.7%	101
Green Acres (6A)	7,148	4.0%	121	15,738	4.2%	125
Salt of the Earth (6B)	6,897	3.8%	138	14,528	3.9%	141
The Great Outdoors (6C)	2,052	1.1%	73	4,317	1.2%	76
Prairie Living (6D)	311	0.2%	18	620	0.2%	17
Rural Resort Dwellers (6E)	867	0.5%	48	1,669	0.4%	49
Heartland Communities (6F)	2,977	1.7%	75	6,659	1.8%	87
7. Sprouting Explorers	24,305	13.5%	181	50,992	13.7%	163
Up and Coming Families (7A)	23,145	12.9%	451	48,761	13.1%	437
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	740	0.4%	27	1,461	0.4%	23
Forging Opportunity (7D)	0	0.0%	0	0	0.0%	0
Farm to Table (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	420	0.2%	29	770	0.2%	24

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Source: Esri

May 10, 2024



Tapestry Segmentation Area Profile

Killeen-Temple, TX Metropolitan Statistical Area
Killeen-Temple, TX Metropolitan Statistical Area (28660)
Geography: CBSA

Prepared by Esri

Tapestry LifeMode Groups	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	180,110	100.0%		371,164	100.0%	
8. Middle Ground	22,003	12.2%	113	39,591	10.7%	105
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)	12,036	6.7%	289	22,177	6.0%	285
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)	7,167	4.0%	174	12,412	3.3%	167
Hometown Heritage (8G)	2,800	1.6%	133	5,002	1.3%	124
9. Senior Styles	1,895	1.1%	18	3,111	0.8%	16
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	1,076	0.6%	45	1,953	0.5%	43
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)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	819	0.5%	54	1,158	0.3%	44
10. Rustic Outposts	9,419	5.2%	66	19,990	5.4%	68
Southern Satellites (10A)	7,178	4.0%	128	15,553	4.2%	133
Rooted Rural (10B)	1,098	0.6%	33	2,258	0.6%	33
Economic BedRock (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	1,143	0.6%	55	2,179	0.6%	50
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	23,954	13.3%	213	39,554	10.7%	196
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	10,176	5.6%	319	16,370	4.4%	309
Metro Fusion (11C)	8,520	4.7%	327	14,228	3.8%	293
Set to Impress (11D)	4,925	2.7%	198	8,424	2.3%	195
City Commons (11E)	333	0.2%	21	532	0.1%	19
12. Hometown	17,507	9.7%	165	33,693	9.1%	164
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	12,441	6.9%	369	23,243	6.3%	362
Small Town Sincerity (12C)	4,166	2.3%	130	8,793	2.4%	146
Modest Income Homes (12D)	900	0.5%	41	1,657	0.4%	39
13. Next Wave	337	0.2%	5	558	0.2%	4
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	337	0.2%	24	558	0.2%	19
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	10,675	5.9%	377	30,115	8.1%	362
Military Proximity (14A)	10,281	5.7%	3,912	27,667	7.5%	2,962
College Towns (14B)	394	0.2%	23	2,448	0.7%	66
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	34	0.0%	544	7,137	1.9%	807

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Source: Esri

May 10, 2024



Tapestry Segmentation Area Profile

Killeen-Temple, TX Metropolitan Statistical Area
Killeen-Temple, TX Metropolitan Statistical Area (28660)
Geography: CBSA

Prepared by Esri

Tapestry Urbanization Groups	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	180,110	100.0%		371,164	100.0%	
1. Principal Urban Center	337	0.2%	3	558	0.2%	2
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)	337	0.2%	24	558	0.2%	19
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	27,672	15.4%	92	49,790	13.4%	77
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	5,056	2.8%	131	9,497	2.6%	127
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	740	0.4%	27	1,461	0.4%	23
Forging Opportunity (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	420	0.2%	29	770	0.2%	24
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	12,036	6.7%	289	22,177	6.0%	285
Metro Fusion (11C)	8,520	4.7%	327	14,228	3.8%	293
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	900	0.5%	41	1,657	0.4%	39
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	44,666	24.8%	137	81,224	21.9%	131
In Style (5B)	5,611	3.1%	139	11,635	3.1%	148
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)	7,167	4.0%	174	12,412	3.3%	167
Hometown Heritage (8G)	2,800	1.6%	133	5,002	1.3%	124
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	819	0.5%	54	1,158	0.3%	44
Young and Restless (11B)	10,176	5.6%	319	16,370	4.4%	309
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Killeen-Temple, TX Metropolitan Statistical Area
Killeen-Temple, TX Metropolitan Statistical Area (28660)
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	Number	Percent	Index	Number	Percent	Index
Total:	180,110	100.0%		371,164	100.0%	
4. Suburban Periphery	52,772	29.3%	91	116,471	31.4%	94
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	2,267	1.3%	65	5,370	1.4%	70
Savvy Suburbanites (1D)	1,022	0.6%	19	2,189	0.6%	18
Exurbanites (1E)	1,714	1.0%	50	3,681	1.0%	50
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
Workday Drive (4A)	1,719	1.0%	31	3,912	1.1%	32
Home Improvement (4B)	2,713	1.5%	90	5,451	1.5%	81
Comfortable Empty Nesters (5A)	5,181	2.9%	119	10,369	2.8%	114
Parks and Rec (5C)	297	0.2%	8	548	0.1%	8
Midlife Constants (5E)	3,357	1.9%	77	6,570	1.8%	76
Up and Coming Families (7A)	23,145	12.9%	451	48,761	13.1%	437
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	1,076	0.6%	45	1,953	0.5%	43
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	10,281	5.7%	3,912	27,667	7.5%	2,962
5. Semirural	29,078	16.1%	172	61,301	16.5%	181
Middleburg (4C)	20,792	11.5%	373	43,670	11.8%	379
Heartland Communities (6F)	2,977	1.7%	75	6,659	1.8%	87
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)	1,143	0.6%	55	2,179	0.6%	50
Small Town Sincerity (12C)	4,166	2.3%	130	8,793	2.4%	146
6. Rural	25,551	14.2%	87	54,683	14.7%	90
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The Great Outdoors (6C)	2,052	1.1%	73	4,317	1.2%	76
Prairie Living (6D)	311	0.2%	18	620	0.2%	17
Rural Resort Dwellers (6E)	867	0.5%	48	1,669	0.4%	49
Southern Satellites (10A)	7,178	4.0%	128	15,553	4.2%	133
Rooted Rural (10B)	1,098	0.6%	33	2,258	0.6%	33
Economic BedRock (10C)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	34	0.0%	544	7,137	1.9%	807

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