# Tapestry Segmentation Area Profile

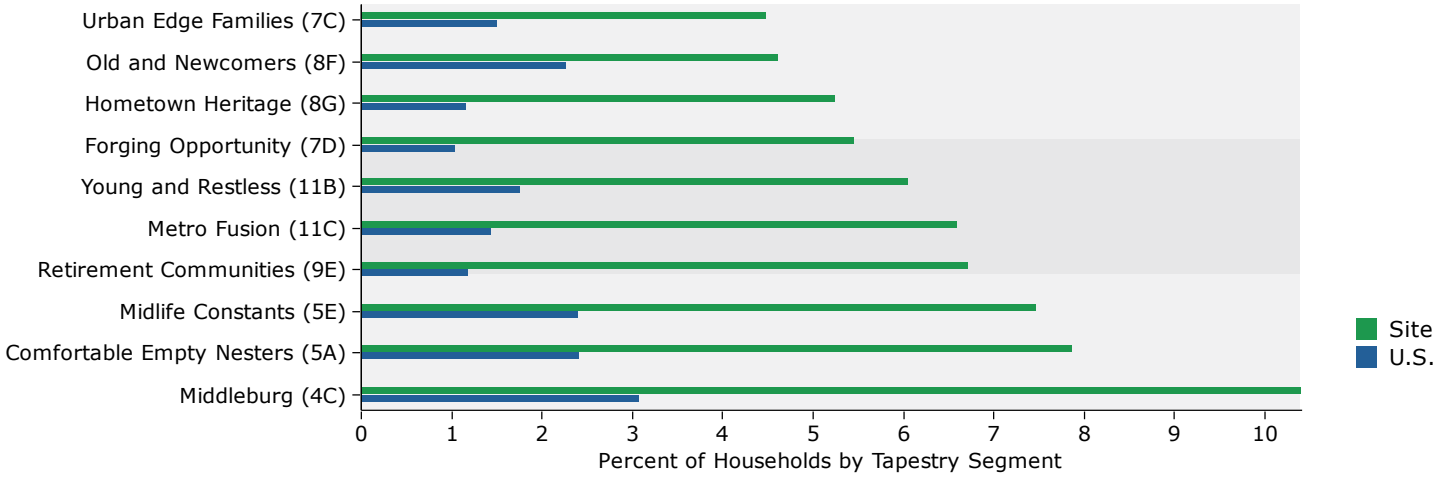
Longview City, TX
Longview City, TX (4843888)
Geography: Place

Prepared by Esri

**Top Twenty Tapestry Segments**

| | | 2023 Households | | 2023 U.S. Households | | |
|---|---|---|---|---|---|---|
| | | | Cumulative | | Cumulative | |
| Rank | Tapestry Segment | Percent | Percent | Percent | Percent | Index |
| 1 | Middleburg (4C) | 10.4% | 10.4% | 3.1% | 3.1% | 337 |
| 2 | Comfortable Empty Nesters (5A) | 7.9% | 18.3% | 2.4% | 5.5% | 326 |
| 3 | Midlife Constants (5E) | 7.5% | 25.8% | 2.4% | 7.9% | 310 |
| 4 | Retirement Communities (9E) | 6.7% | 32.5% | 1.2% | 9.1% | 567 |
| 5 | Metro Fusion (11C) | 6.6% | 39.1% | 1.4% | 10.6% | 456 |
| | **Subtotal** | **39.1%** | | **10.5%** | | |
| 6 | Young and Restless (11B) | 6.1% | 45.2% | 1.8% | 12.3% | 343 |
| 7 | Forging Opportunity (7D) | 5.5% | 50.6% | 1.0% | 13.4% | 523 |
| 8 | Hometown Heritage (8G) | 5.3% | 55.9% | 1.2% | 14.5% | 449 |
| 9 | Old and Newcomers (8F) | 4.6% | 60.5% | 2.3% | 16.8% | 202 |
| 10 | Urban Edge Families (7C) | 4.5% | 65.0% | 1.5% | 18.3% | 298 |
| | **Subtotal** | **26.0%** | | **7.8%** | | |
| 11 | Workday Drive (4A) | 4.4% | 69.4% | 3.1% | 21.4% | 144 |
| 12 | In Style (5B) | 4.2% | 73.7% | 2.2% | 23.6% | 189 |
| 13 | Down the Road (10D) | 3.2% | 76.8% | 1.2% | 24.8% | 275 |
| 14 | Exurbanites (1E) | 2.7% | 79.6% | 1.9% | 26.7% | 142 |
| 15 | Emerald City (8B) | 2.6% | 82.2% | 1.4% | 28.1% | 182 |
| | **Subtotal** | **17.1%** | | **9.8%** | | |
| 16 | Economic BedRock (10C) | 2.4% | 84.6% | 0.6% | 28.7% | 415 |
| 17 | Social Security Set (9F) | 2.4% | 86.9% | 0.8% | 29.6% | 281 |
| 18 | Heartland Communities (6F) | 2.1% | 89.0% | 2.2% | 31.8% | 96 |
| 19 | Savvy Suburbanites (1D) | 2.0% | 91.1% | 3.0% | 34.7% | 69 |
| 20 | Southwestern Families (7F) | 1.8% | 92.9% | 0.8% | 35.5% | 229 |
| | **Subtotal** | **10.7%** | | **7.4%** | | |
| | **Total** | **92.9%** | | **35.5%** | | **261** |

## 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.
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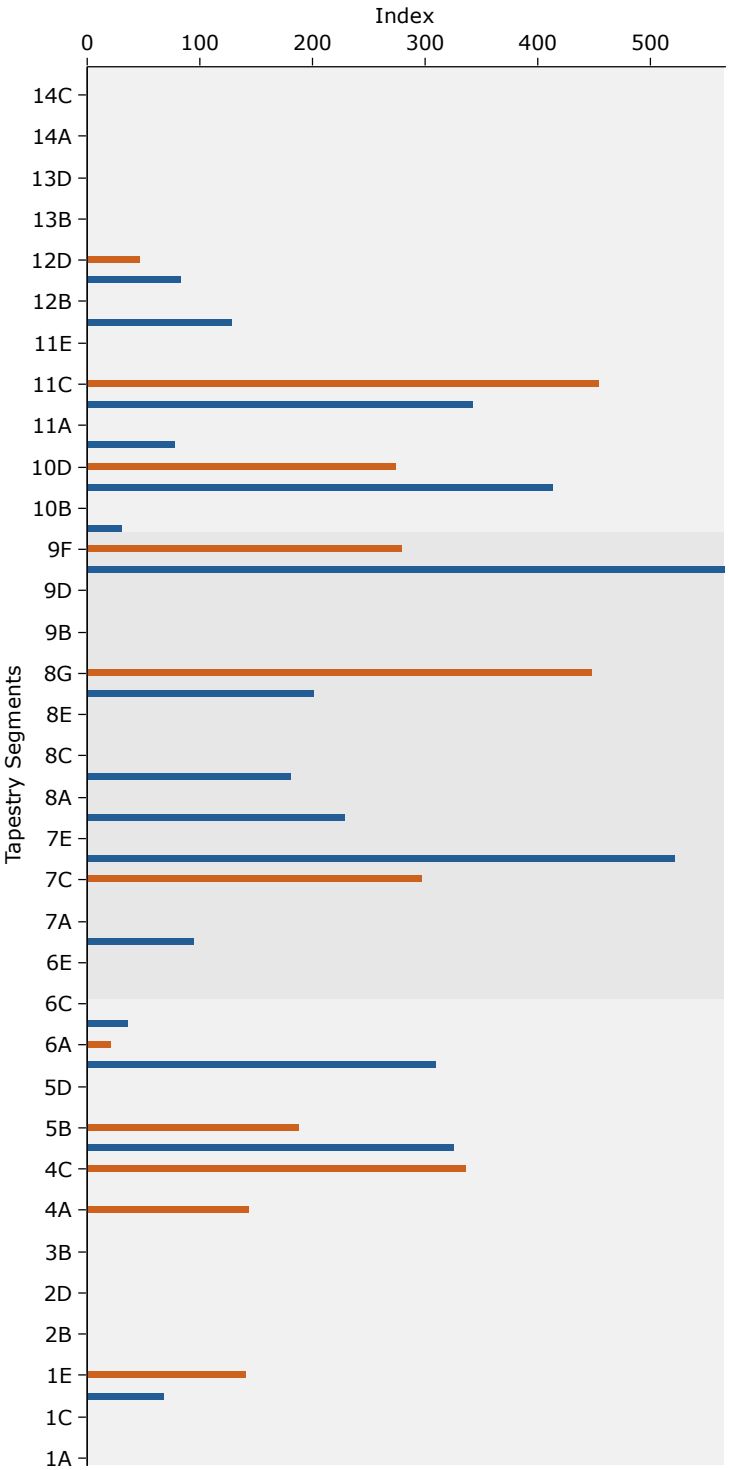
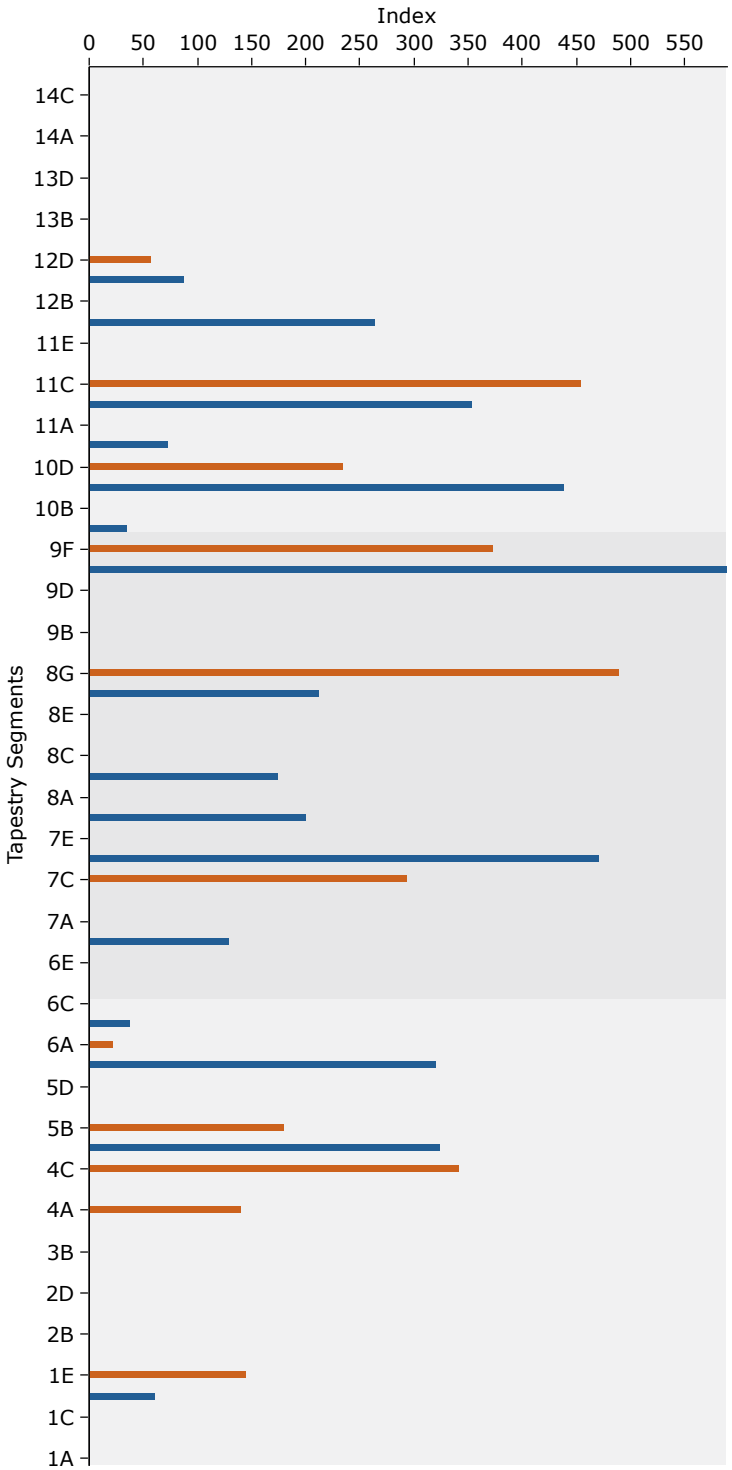
## 2023 Tapestry Indexes by Households




## 2023 Tapestry Indexes by Total Population 18+

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# Tapestry Segmentation Area Profile

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| Tapestry LifeMode Groups | 2023 Households | | | 2023 Adult Population | | |
|---|---|---|---|---|---|---|
| | Number | Percent | Index | Number | Percent | Index |
| **Total:** | 32,329 | 100.0% | | 63,251 | 100.0% | |
| **1. Affluent Estates** | **1,540** | **4.8%** | **47** | **3,085** | **4.9%** | **45** |
| Top Tier (1A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Professional Pride (1B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Boomburbs (1C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Savvy Suburbanites (1D) | 661 | 2.0% | 69 | 1,265 | 2.0% | 62 |
| Exurbanites (1E) | 879 | 2.7% | 142 | 1,820 | 2.9% | 146 |
| **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** | **4,801** | **14.9%** | **189** | **9,656** | **15.3%** | **186** |
| Workday Drive (4A) | 1,435 | 4.4% | 144 | 2,921 | 4.6% | 141 |
| Home Improvement (4B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Middleburg (4C) | 3,366 | 10.4% | 337 | 6,735 | 10.6% | 343 |
| **5. GenXurban** | **6,327** | **19.6%** | **175** | **12,171** | **19.2%** | **178** |
| Comfortable Empty Nesters (5A) | 2,545 | 7.9% | 326 | 5,016 | 7.9% | 325 |
| In Style (5B) | 1,365 | 4.2% | 189 | 2,411 | 3.8% | 181 |
| 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) | 2,417 | 7.5% | 310 | 4,744 | 7.5% | 322 |
| **6. Cozy Country Living** | **1,253** | **3.9%** | **33** | **2,884** | **4.6%** | **39** |
| Green Acres (6A) | 238 | 0.7% | 22 | 494 | 0.8% | 23 |
| Salt of the Earth (6B) | 337 | 1.0% | 37 | 695 | 1.1% | 39 |
| 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) | 678 | 2.1% | 96 | 1,695 | 2.7% | 130 |
| **7. Sprouting Explorers** | **3,810** | **11.8%** | **158** | **7,805** | **12.3%** | **146** |
| Up and Coming Families (7A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Urban Villages (7B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Urban Edge Families (7C) | 1,453 | 4.5% | 298 | 3,155 | 5.0% | 294 |
| Forging Opportunity (7D) | 1,769 | 5.5% | 523 | 3,552 | 5.6% | 472 |
| Farm to Table (7E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Southwestern Families (7F) | 588 | 1.8% | 229 | 1,098 | 1.7% | 201 |

**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 | 2023 Households | | | 2023 Adult Population | | |
|---|---|---|---|---|---|---|
| | Number | Percent | Index | Number | Percent | Index |
| **Total:** | 32,329 | 100.0% | | 63,251 | 100.0% | |
| **8. Middle Ground** | **4,031** | **12.5%** | **115** | **7,428** | **11.7%** | **116** |
| City Lights (8A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Emerald City (8B) | 840 | 2.6% | 182 | 1,368 | 2.2% | 175 |
| Bright Young Professionals (8C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 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) | 1,492 | 4.6% | 202 | 2,689 | 4.3% | 213 |
| Hometown Heritage (8G) | 1,699 | 5.3% | 449 | 3,371 | 5.3% | 491 |
| **9. Senior Styles** | **2,938** | **9.1%** | **157** | **5,597** | **8.8%** | **171** |
| 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) | 2,176 | 6.7% | 567 | 3,930 | 6.2% | 590 |
| Social Security Set (9F) | 762 | 2.4% | 281 | 1,667 | 2.6% | 374 |
| **10. Rustic Outposts** | **2,432** | **7.5%** | **95** | **4,590** | **7.3%** | **91** |
| Southern Satellites (10A) | 322 | 1.0% | 32 | 702 | 1.1% | 35 |
| Rooted Rural (10B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Economic BedRock (10C) | 777 | 2.4% | 415 | 1,587 | 2.5% | 440 |
| Down the Road (10D) | 1,028 | 3.2% | 275 | 1,735 | 2.7% | 235 |
| Rural Bypasses (10E) | 305 | 0.9% | 78 | 566 | 0.9% | 73 |
| **11. Midtown Singles** | **4,095** | **12.7%** | **202** | **6,976** | **11.0%** | **203** |
| City Strivers (11A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Young and Restless (11B) | 1,960 | 6.1% | 343 | 3,201 | 5.1% | 355 |
| Metro Fusion (11C) | 2,135 | 6.6% | 456 | 3,775 | 6.0% | 455 |
| 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** | **1,102** | **3.4%** | **58** | **3,059** | **4.8%** | **88** |
| Family Foundations (12A) | 427 | 1.3% | 129 | 1,727 | 2.7% | 265 |
| Traditional Living (12B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Small Town Sincerity (12C) | 483 | 1.5% | 84 | 912 | 1.4% | 89 |
| Modest Income Homes (12D) | 192 | 0.6% | 48 | 420 | 0.7% | 58 |
| **13. Next Wave** | **0** | **0.0%** | **0** | **0** | **0.0%** | **0** |
| 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) | 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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|---|---|---|---|---|---|---|
| | Number | Percent | Index | Number | Percent | Index |
| **Total:** | 32,329 | 100.0% | | 63,251 | 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** | **6,564** | **20.3%** | **122** | **13,727** | **21.7%** | **125** |
| 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 |
| Urban Edge Families (7C) | 1,453 | 4.5% | 298 | 3,155 | 5.0% | 294 |
| Forging Opportunity (7D) | 1,769 | 5.5% | 523 | 3,552 | 5.6% | 472 |
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| City Lights (8A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Bright Young Professionals (8C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Metro Fusion (11C) | 2,135 | 6.6% | 456 | 3,775 | 6.0% | 455 |
| Family Foundations (12A) | 427 | 1.3% | 129 | 1,727 | 2.7% | 265 |
| Modest Income Homes (12D) | 192 | 0.6% | 48 | 420 | 0.7% | 58 |
| 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** | **10,294** | **31.8%** | **177** | **18,637** | **29.5%** | **176** |
| In Style (5B) | 1,365 | 4.2% | 189 | 2,411 | 3.8% | 181 |
| Emerald City (8B) | 840 | 2.6% | 182 | 1,368 | 2.2% | 175 |
| Front Porches (8E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
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| 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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|---|---|---|---|---|---|---|
| | Number | Percent | Index | Number | Percent | Index |
| **Total:** | 32,329 | 100.0% | | 63,251 | 100.0% | |
| **4. Suburban Periphery** | **7,937** | **24.6%** | **76** | **15,766** | **24.9%** | **74** |
| Top Tier (1A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Professional Pride (1B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Boomburbs (1C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Savvy Suburbanites (1D) | 661 | 2.0% | 69 | 1,265 | 2.0% | 62 |
| Exurbanites (1E) | 879 | 2.7% | 142 | 1,820 | 2.9% | 146 |
| 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) | 1,435 | 4.4% | 144 | 2,921 | 4.6% | 141 |
| Home Improvement (4B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Comfortable Empty Nesters (5A) | 2,545 | 7.9% | 326 | 5,016 | 7.9% | 325 |
| Parks and Rec (5C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Midlife Constants (5E) | 2,417 | 7.5% | 310 | 4,744 | 7.5% | 322 |
| Up and Coming Families (7A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 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** | **5,555** | **17.2%** | **184** | **11,077** | **17.5%** | **192** |
| Middleburg (4C) | 3,366 | 10.4% | 337 | 6,735 | 10.6% | 343 |
| Heartland Communities (6F) | 678 | 2.1% | 96 | 1,695 | 2.7% | 130 |
| 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) | 1,028 | 3.2% | 275 | 1,735 | 2.7% | 235 |
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| | | | | | | |
| **6. Rural** | **1,979** | **6.1%** | **37** | **4,044** | **6.4%** | **39** |
| Green Acres (6A) | 238 | 0.7% | 22 | 494 | 0.8% | 23 |
| Salt of the Earth (6B) | 337 | 1.0% | 37 | 695 | 1.1% | 39 |
| 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) | 322 | 1.0% | 32 | 702 | 1.1% | 35 |
| Rooted Rural (10B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Economic BedRock (10C) | 777 | 2.4% | 415 | 1,587 | 2.5% | 440 |
| Rural Bypasses (10E) | 305 | 0.9% | 78 | 566 | 0.9% | 73 |
| | | | | | | |
| Unclassified (15) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |

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