Tapestry Segmentation Area Profile

Tyler City, TX
Tyler City, TX (4874144)
Geography: Place

Top Twenty Tapestry Segments

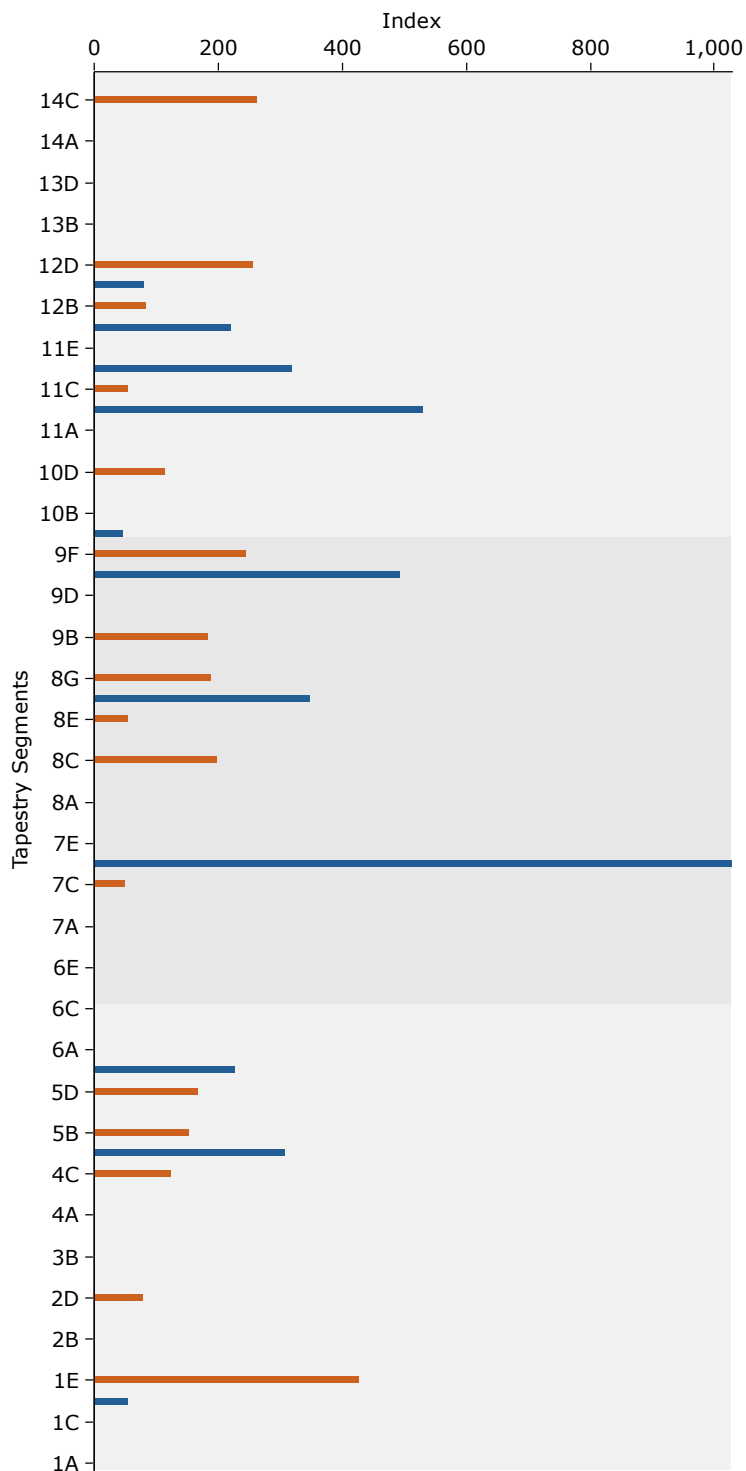| Rank	Tapestry Segment	2023 Households		2023 U.S. Households		
		Percent	Cumulative Percent	Percent	Cumulative Percent	Index
1	Forging Opportunity (7D)	10.8%	10.8%	1.0%	1.0%	1030
2	Young and Restless (11B)	9.4%	20.2%	1.8%	2.8%	532
3	Exurbanites (1E)	8.2%	28.4%	1.9%	4.7%	429
4	Old and Newcomers (8F)	8.0%	36.4%	2.3%	7.0%	349
5	Comfortable Empty Nesters (5A)	7.5%	43.9%	2.4%	9.4%	310
	Subtotal	**43.9%**		**9.4%**		
6	Retirement Communities (9E)	5.9%	49.8%	1.2%	10.6%	496
7	Midlife Constants (5E)	5.5%	55.3%	2.4%	13.0%	229
8	Bright Young Professionals (8C)	4.6%	59.9%	2.3%	15.3%	200
9	Set to Impress (11D)	4.4%	64.3%	1.4%	16.7%	319
10	Middleburg (4C)	3.9%	68.2%	3.1%	19.8%	126
	Subtotal	**24.3%**		**10.4%**		
11	Rustbelt Traditions (5D)	3.6%	71.8%	2.1%	22.0%	169
12	In Style (5B)	3.5%	75.3%	2.2%	24.2%	155
13	Modest Income Homes (12D)	3.2%	78.5%	1.2%	25.4%	258
14	Golden Years (9B)	2.4%	80.9%	1.3%	26.7%	186
15	Family Foundations (12A)	2.3%	83.2%	1.0%	27.8%	220
	Subtotal	**15.0%**		**7.8%**		
16	Hometown Heritage (8G)	2.2%	85.4%	1.2%	28.9%	190
17	Social Security Set (9F)	2.1%	87.5%	0.8%	29.8%	246
18	Savvy Suburbanites (1D)	1.7%	89.1%	3.0%	32.7%	56
19	Traditional Living (12B)	1.6%	90.7%	1.9%	34.6%	85
20	Southern Satellites (10A)	1.5%	92.2%	3.1%	37.7%	48
	Subtotal	**9.1%**		**10.0%**		
	Total	**92.2%**		**37.7%**		**244**

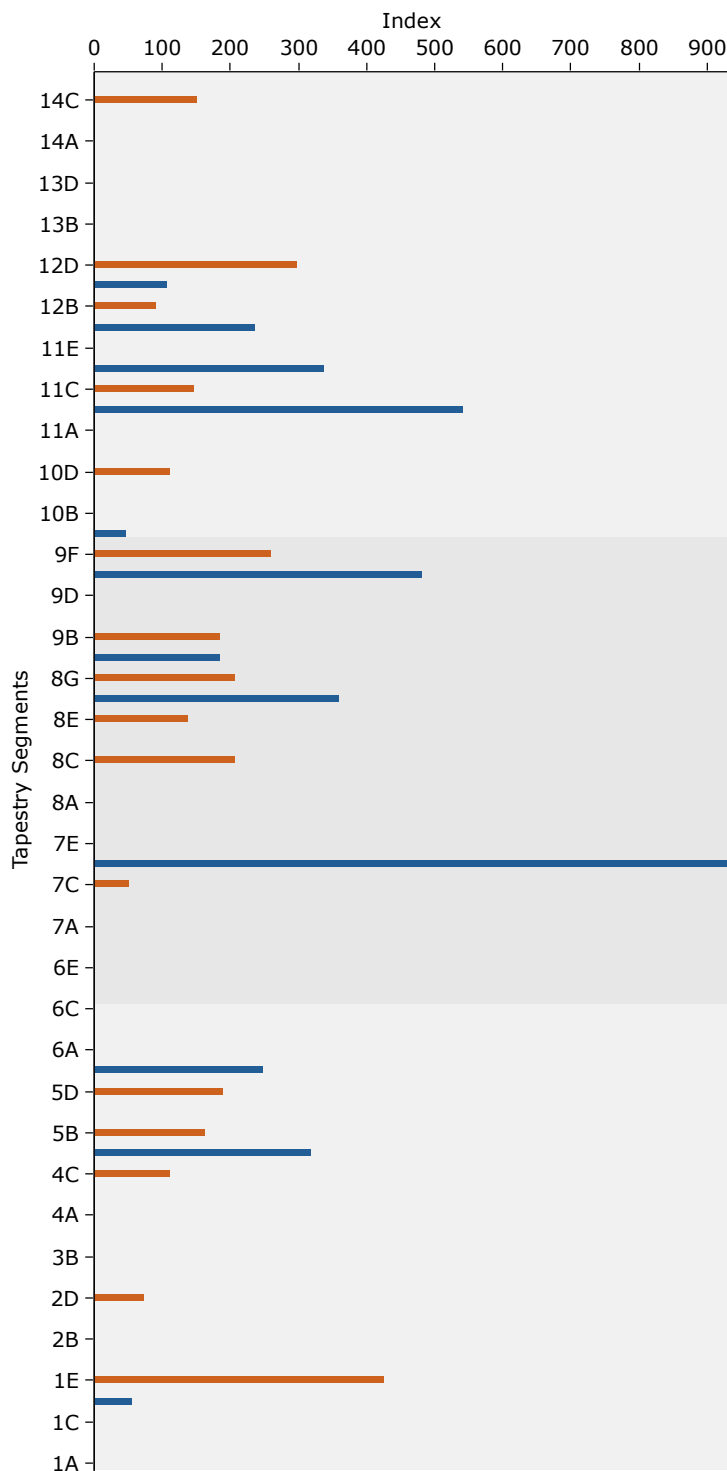## Top Ten Tapestry Segments Site vs. U.S.
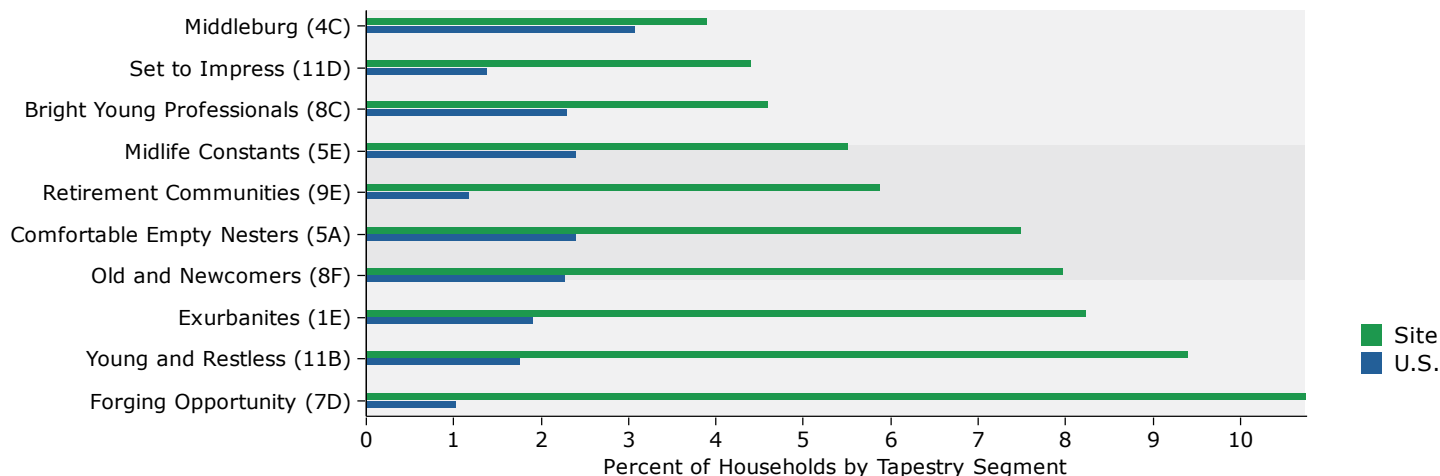
Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.
Source: Esri

May 16, 2024

2023 Tapestry Indexes by Households

2023 Tapestry Indexes by Total Population 18+

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Source: Esri

May 16, 2024

Tyler City, TX
Tyler City, TX (4874144)
Geography: Place

Prepared by Esri

Tapestry LifeMode Groups	2023 Households			2023 Adult Population		
	Number	**Percent**	**Index**	**Number**	**Percent**	**Index**
Total:	42,895	100.0%		83,651	100.0%	
1. Affluent Estates	**4,252**	**9.9%**	**98**	**8,522**	**10.2%**	**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)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	714	1.7%	56	1,512	1.8%	56
Exurbanites (1E)	3,538	8.2%	429	7,010	8.4%	426
2. Upscale Avenues	**500**	**1.2%**	**21**	**886**	**1.1%**	**18**
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)	500	1.2%	80	886	1.1%	76
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	**1,674**	**3.9%**	**50**	**2,909**	**3.5%**	**42**
Workday Drive (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	1,674	3.9%	126	2,909	3.5%	112
5. GenXurban	**8,619**	**20.1%**	**180**	**17,446**	**20.9%**	**193**
Comfortable Empty Nesters (5A)	3,214	7.5%	310	6,516	7.8%	319
In Style (5B)	1,488	3.5%	155	2,880	3.4%	163
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	1,550	3.6%	169	3,186	3.8%	189
Midlife Constants (5E)	2,367	5.5%	229	4,864	5.8%	250
6. Cozy Country Living	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Green Acres (6A)	0	0.0%	0	0	0.0%	0
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. Sprouting Explorers	**4,954**	**11.5%**	**155**	**10,084**	**12.1%**	**143**
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)	337	0.8%	52	740	0.9%	52
Forging Opportunity (7D)	4,617	10.8%	1,030	9,344	11.2%	938
Farm to Table (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

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Source: Esri

May 16, 2024

Tapestry LifeMode Groups	2023 Households			2023 Adult Population		
	Number	**Percent**	**Index**	**Number**	**Percent**	**Index**
Total:	42,895	100.0%		83,651	100.0%	
8. Middle Ground	**6,736**	**15.7%**	**145**	**13,359**	**16.0%**	**158**
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)	1,981	4.6%	200	3,649	4.4%	208
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	382	0.9%	56	1,767	2.1%	140
Old and Newcomers (8F)	3,421	8.0%	349	6,045	7.2%	361
Hometown Heritage (8G)	952	2.2%	190	1,898	2.3%	209
9. Senior Styles	**4,462**	**10.4%**	**180**	**7,702**	**9.2%**	**178**
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	1,050	2.4%	186	1,892	2.3%	186
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)	2,526	5.9%	496	4,270	5.1%	484
Social Security Set (9F)	886	2.1%	246	1,540	1.8%	261
10. Rustic Outposts	**1,216**	**2.8%**	**36**	**2,375**	**2.8%**	**36**
Southern Satellites (10A)	638	1.5%	48	1,268	1.5%	48
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)	578	1.3%	116	1,107	1.3%	113
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	**6,278**	**14.6%**	**234**	**11,399**	**13.6%**	**250**
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	4,039	9.4%	532	6,476	7.7%	543
Metro Fusion (11C)	347	0.8%	56	1,622	1.9%	148
Set to Impress (11D)	1,892	4.4%	319	3,301	3.9%	339
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	**3,650**	**8.5%**	**144**	**7,706**	**9.2%**	**167**
Family Foundations (12A)	972	2.3%	222	2,033	2.4%	236
Traditional Living (12B)	682	1.6%	85	1,345	1.6%	93
Small Town Sincerity (12C)	637	1.5%	83	1,480	1.8%	109
Modest Income Homes (12D)	1,359	3.2%	258	2,848	3.4%	299
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	**554**	**1.3%**	**82**	**1,263**	**1.5%**	**67**
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)	554	1.3%	265	1,263	1.5%	152
Unclassified (15)	0	0.0%	0	0	0.0%	0

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May 16, 2024

Tapestry Urbanization Groups	2023 Households			2023 Adult Population		
	Number	**Percent**	**Index**	**Number**	**Percent**	**Index**
Total:	42,895	100.0%		83,651	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	**11,163**	**26.0%**	**157**	**23,422**	**28.0%**	**161**
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	1,550	3.6%	169	3,186	3.8%	189
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	337	0.8%	52	740	0.9%	52
Forging Opportunity (7D)	4,617	10.8%	1,030	9,344	11.2%	938
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	1,981	4.6%	200	3,649	4.4%	208
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Family Foundations (12A)	972	2.3%	222	2,033	2.4%	236
Modest Income Homes (12D)	1,359	3.2%	258	2,848	3.4%	299
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	**16,822**	**39.2%**	**217**	**30,785**	**36.8%**	**220**
In Style (5B)	1,488	3.5%	155	2,880	3.4%	163
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	382	0.9%	56	1,767	2.1%	140
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Total:	42,895	100.0%		83,651	100.0%	
4. Suburban Periphery	**11,383**	**26.5%**	**82**	**22,680**	**27.1%**	**81**
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)	714	1.7%	56	1,512	1.8%	56
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Enterprising Professionals (2D)	500	1.2%	80	886	1.1%	76
Workday Drive (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
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Golden Years (9B)	1,050	2.4%	186	1,892	2.3%	186
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	**2,889**	**6.7%**	**72**	**5,496**	**6.6%**	**72**
Middleburg (4C)	1,674	3.9%	126	2,909	3.5%	112
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
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)	578	1.3%	116	1,107	1.3%	113
Small Town Sincerity (12C)	637	1.5%	83	1,480	1.8%	109
6. Rural	**638**	**1.5%**	**9**	**1,268**	**1.5%**	**9**
Green Acres (6A)	0	0.0%	0	0	0.0%	0
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)	638	1.5%	48	1,268	1.5%	48
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)	0	0.0%	0	0	0.0%	0

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