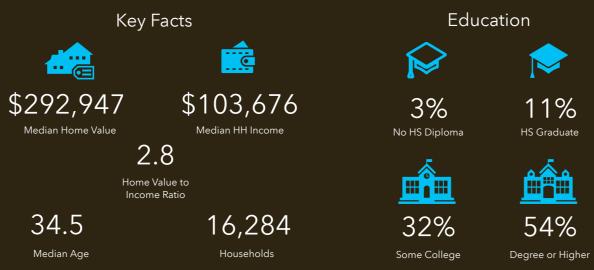
6100 Eldorado Pkwy, Mckinney, Texas, 75070 5 (5 minutes) 6100 Eldorado Pkwy, Mckinney, Texas, 75070 Drive time of 5 minutes

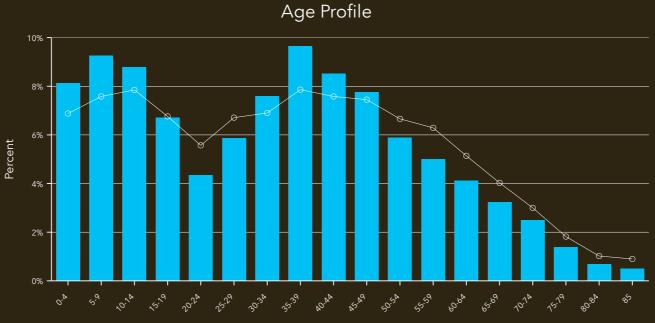


TAPESTRY SEGMENTATION

The Fabric of America's Neighborhood

Tapestry LifeMode	Households	HHs %	% US HHs	Index
Affluent Estates (L1)	7,945	48.79%	9.9%	492
Upscale Avenues (L2)	0	0.00%	5.7%	0
Uptown Individuals (L3)	0	0.00%	3.8%	0
Family Landscapes (L4)	2,385	14.65%	7.5%	196
GenXurban (L5)	0	0.00%	11.4%	0
Cozy Country Living (L6)	0	0.00%	12.0%	0
Ethnic Enclaves (L7)	5,953	36.56%	7.1%	516
Middle Ground (L8)	0	0.00%	10.9%	0
Senior Styles (L9)	0	0.00%	5.8%	0
Rustic Outposts (L10)	0	0.00%	8.2%	0
Midtown Singles (L11)	0	0.00%	6.2%	0
Hometown (L12)	0	0.00%	6.1%	0
Next Wave (L13)	0	0.00%	3.9%	0
Scholars and Patriots (L14)	0	0.00%	1.6%	0





Households By Income

The largest group: \$100,000 - \$149,999 (27.7%) The smallest group: \$15,000 - \$24,999 (3.5%)

Indicator	Value	Difference	
<\$15,000	4.3%	-0.6%	
\$15,000 - \$24,999	3.5%	-1.0%	
\$25,000 - \$34,999	4.5%	-1.0%	
\$35,000 - \$49,999	6.4%	-2.0%	
\$50,000 - \$74,999	14.9%	+0.5%	
\$75,000 - \$99,999	13.0%	-1.0%	
\$100,000 - \$149,999	27.7%	+6.0%	
\$150,000 - \$199,999	13.5%	+1.0%	
\$200,000+	12.2%	-2.0%	

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Tapestry Segments

Dots show comparison to Collin County

10	Boomburbs 7,083 households	43.5% of Households
7A	Up and Coming Families 5,953 households	36.6% of Households
4A	Soccer Moms 2,385 households	14.6% of Households

