


102 Retail Case Study Tapestry Report

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

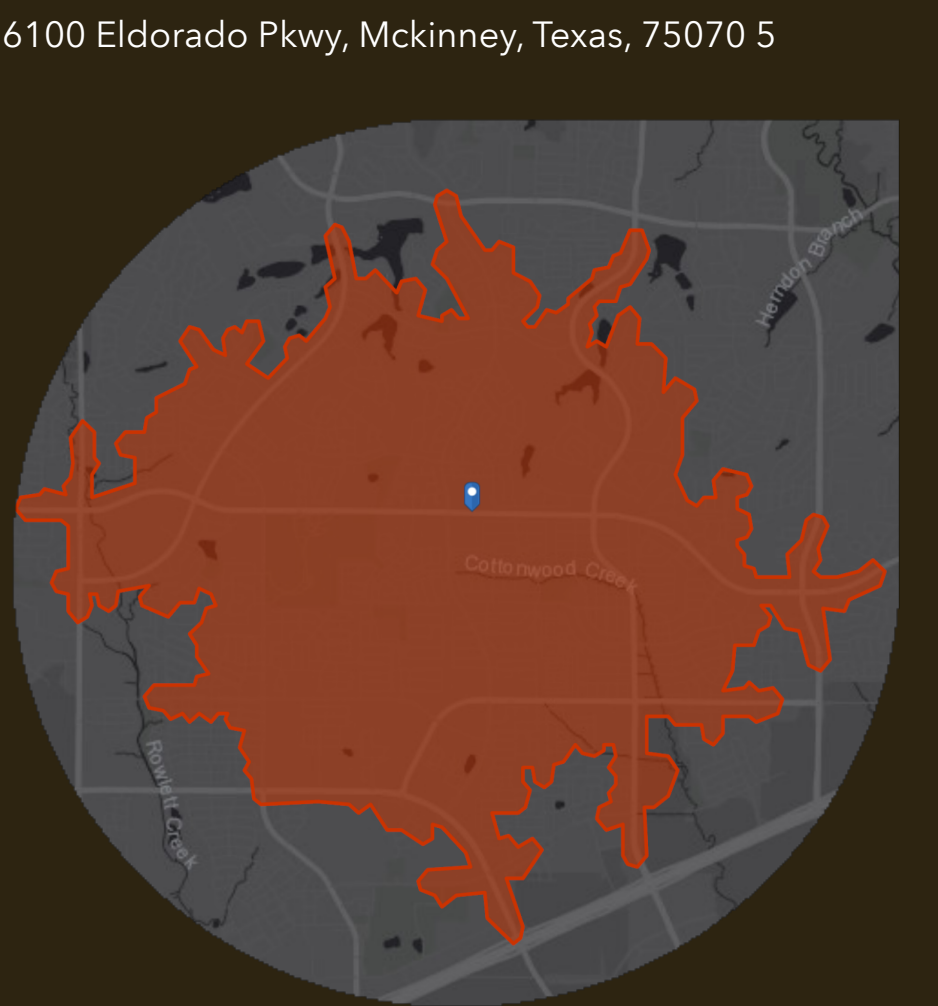
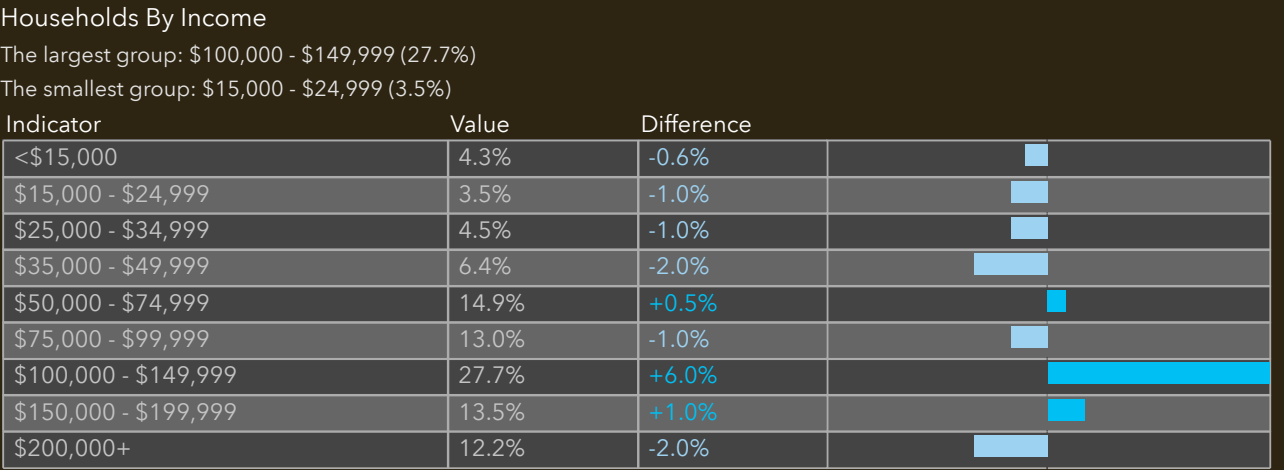
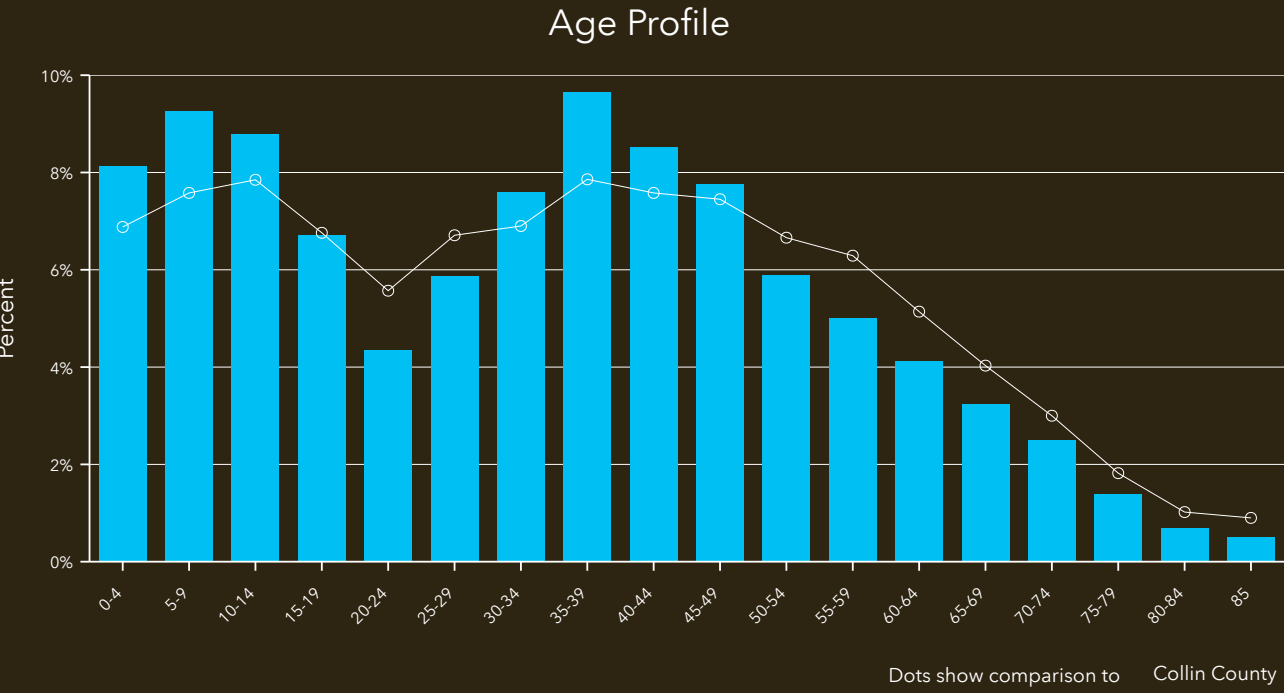
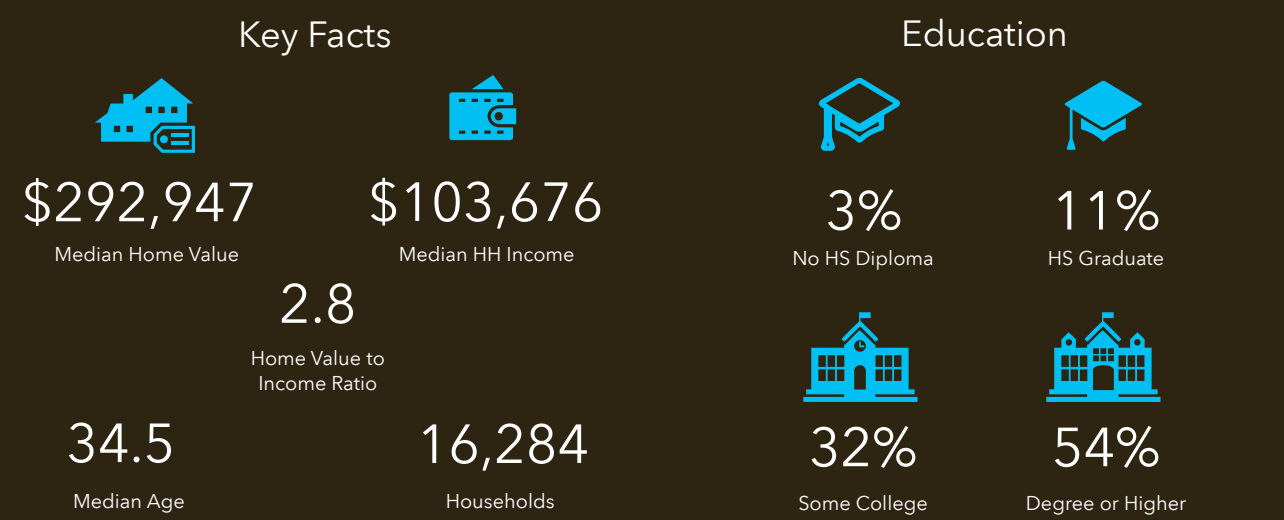
Prepared by Esri  
Latitude: 33.17416  
Longitude: -96.69595






# TAPESTRY SEGMENTATION

The Fabric of America's Neighborhoods

Tapestry LifeMode				
<a href="#">learn more...</a>	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



Tapestry Segments		
	<b>Boomburbs</b> 7,083 households	<b>43.5%</b> of Households
	<b>Up and Coming Families</b> 5,953 households	<b>36.6%</b> of Households
	<b>Soccer Moms</b> 2,385 households	<b>14.6%</b> of Households