

# Task 9-10\_102 Retail Case Study Tapestry Report

6100 Eldorado Pkwy, Mckinney, Texas, 75070 3 (5 minutes)


6100 Eldorado Pkwy, Mckinney, Texas, 75070

Drive time of 5 minutes

Prepared by Esri

Latitude: 33.17552


Longitude: -96.69563




# TAPESTRY SEGMENTATION

The Fabric of America's Neighborhoods

### Key Facts




**\$386,091**  
Median Home Value




**\$110,594**  
Median HH Income


**3.5**  
Home Value to Income Ratio




**1%**  
No HS Diploma



**9%**  
HS Graduate



**25%**  
Some College

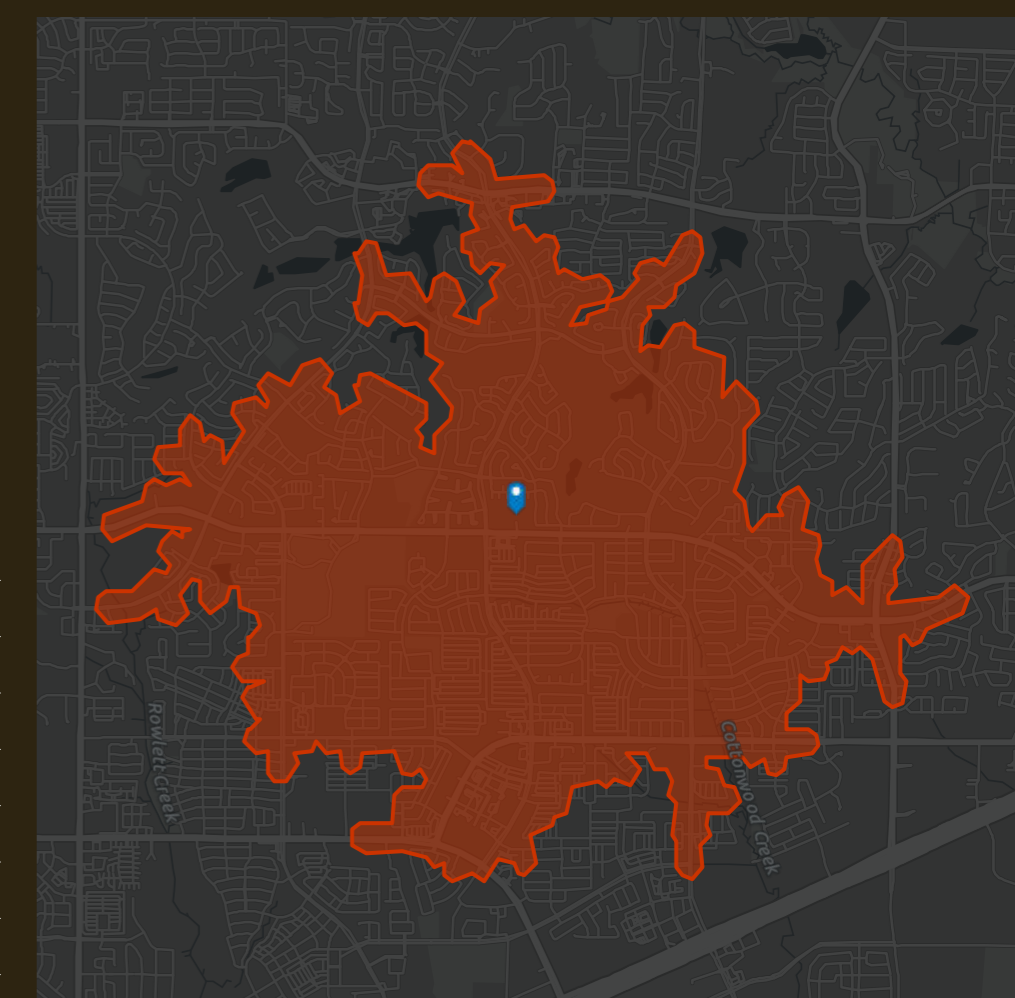


**64%**  
Degree or Higher

**35.1**  
Median Age

**13,586**  
Households

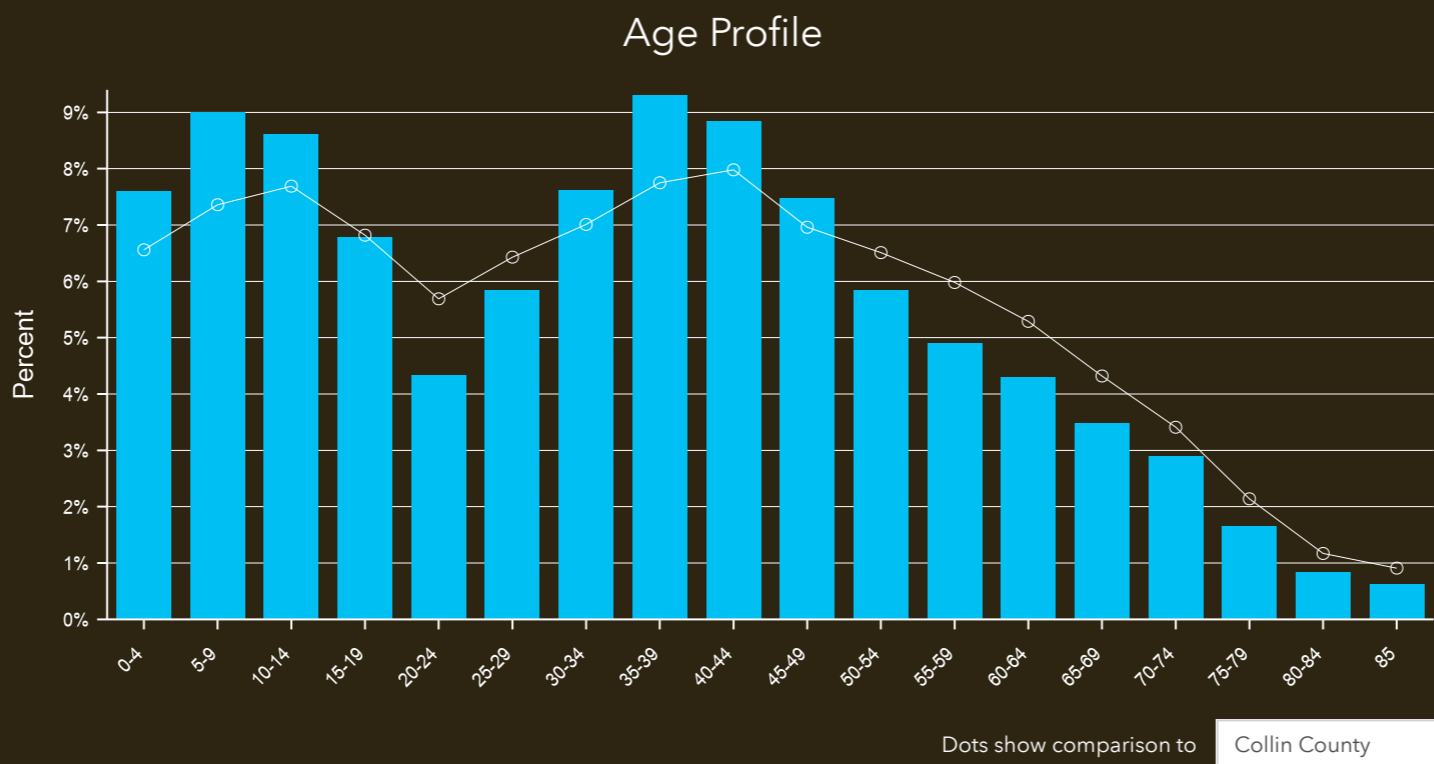
6100 Eldorado Pkwy, Mckinney, Texas, 75070 3  
Drive time of 5 minutes



### Tapestry LifeMode

[learn more...](#)

	Households	HHs %	% US HHs	Index
Affluent Estates (L1)	6,755	49.72%	10.00%	497
Upscale Avenues (L2)	0	0.00%	5.55%	0
Uptown Individuals (L3)	0	0.00%	3.58%	0
Family Landscapes (L4)	1,889	13.90%	7.63%	182
GenXurban (L5)	0	0.00%	11.26%	0
Cozy Country Living (L6)	0	0.00%	12.06%	0
Sprouting Explorers (L7)	4,942	36.38%	7.20%	505
Middle Ground (L8)	0	0.00%	10.79%	0
Senior Styles (L9)	0	0.00%	5.80%	0
Rustic Outposts (L10)	0	0.00%	8.30%	0
Midtown Singles (L11)	0	0.00%	6.16%	0
Hometown (L12)	0	0.00%	6.01%	0
Next Wave (L13)	0	0.00%	3.78%	0
Scholars and Patriots (L14)	0	0.00%	1.61%	0



### 2023 Households by income (Esri)

The largest group: \$100,000 - \$149,999 (21.1%)  
The smallest group: \$15,000 - \$24,999 (2.6%)

Indicator ▲	Value	Diff
<\$15,000	2.9%	-1.5%
\$15,000 - \$24,999	2.6%	-1.0%
\$25,000 - \$34,999	3.3%	-0.5%
\$35,000 - \$49,999	7.6%	-0.2%
\$50,000 - \$74,999	14.5%	-0.4%
\$75,000 - \$99,999	12.8%	+0.5%
\$100,000 - \$149,999	21.1%	+1.4%
\$150,000 - \$199,999	14.8%	+1.4%
\$200,000+	20.3%	+0.2%

Bars show deviation from **Collin County**

### Tapestry segments

- 1C Boomburbs** (5,901 households) **43.4%** of Households
- 7A Up and Coming Families** (4,942 households) **36.4%** of Households
- 4A Workday Drive** (1,889 households) **13.9%** of Households

Source: Esri. The vintage of the data is 2023.

© 2024 Esri

