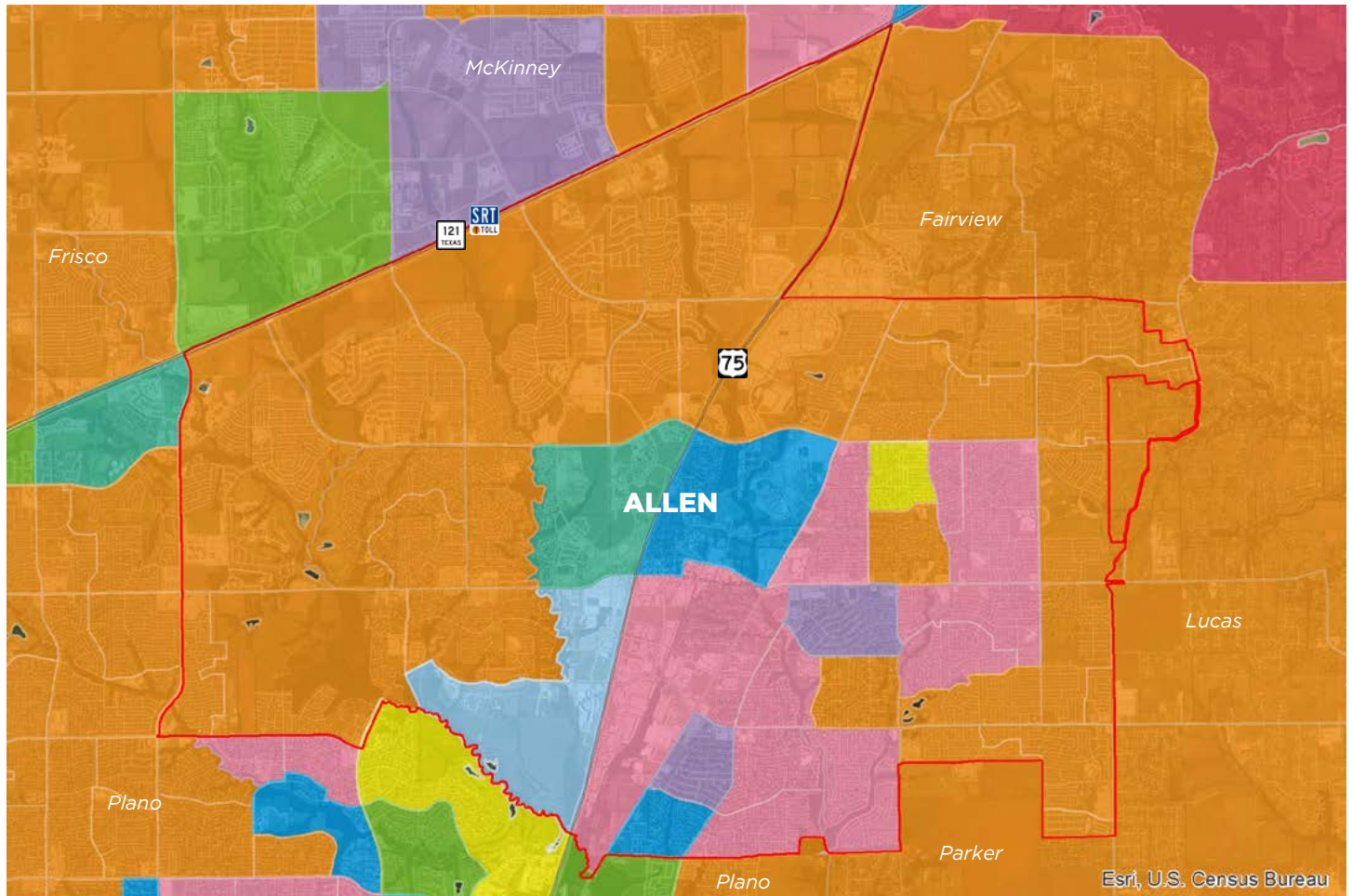


ALLEN, TEXAS | 2016 Tapestry Segmentation Map



KEY ● Affluent Estates ● Upscale Avenues ● Uptown Individuals ● Family Landscapes ● GenXurban
 ● Ethnic Enclaves ● Middle Ground ● Senior Styles ● Midtown Singles

What is Tapestry?

Tapestry Segmentation weaves socioeconomic and demographic data into lifestyle stories. Click on a group to open a profile and learn more about Allen's residents.

LifeMode Groups by Adult Population

LifeMode Group	Number	Percent	Index
Affluent Estates	40,774	60.9%	587
Family Landscapes	15,333	22.9%	298
Ethnic Enclaves	4,024	6.0%	74
Middle Ground	2,788	4.2%	41
Midtown Singles	2,240	3.3%	61
GenXurban	1,027	1.4%	13
Uptown Individuals	815	1.2%	40

Boomburbs

"Residents are well-educated professionals with a running start on prosperity."

Professional Pride

"Well-educated career professionals that have prospered through the Great Recession."

Young and Restless

"Gen Y comes of age: Well-educated young workers, some of whom are still completing their education"

American Dreamers

"Diversity is high; Hard work and sacrifice have improved their economic circumstance as they pursue a better life for themselves and their family."

Tapestry Segments by Households

Tapestry Segment	Number	Percent	Index
Boomburbs	13,940	44.3%	2,869
Soccer Moms	4,753	15.1%	530
Professional Pride	4,214	13.4%	835
American Dreamers	1,948	6.2%	420
Home Improvement	1,688	5.4%	313
Young and Restless	1,378	4.4%	256
Front Porches	803	2.6%	159
Bright Young Professionals	717	2.3%	102
Middleburg	557	1.8%	63
Laptops and Lattes	494	1.7%	159
Comfortable Empty Nesters	482	1.5%	62
Savvy Suburbanites	461	1.5%	49