



# Tapestry Segmentation Area Profile

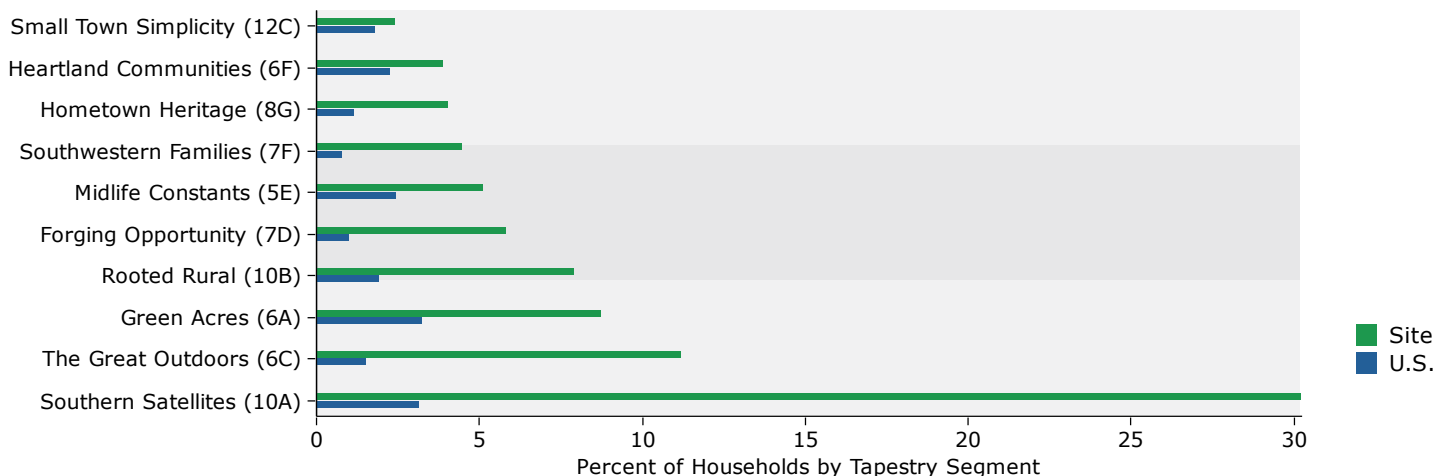
Seguin Retail Trade Area  
Area: 1,627.08 square miles

Prepared by Esri

## Top Twenty Tapestry Segments

Rank	Tapestry Segment	2021 Households		2021 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Southern Satellites (10A)	30.3%	30.3%	3.2%	3.2%	951
2	The Great Outdoors (6C)	11.3%	41.5%	1.6%	4.8%	712
3	Green Acres (6A)	8.7%	50.2%	3.3%	8.0%	268
4	Rooted Rural (10B)	7.9%	58.2%	2.0%	10.0%	402
5	Forging Opportunity (7D)	5.9%	64.1%	1.0%	11.0%	566
<b>Subtotal</b>		<b>64.1%</b>		<b>11.1%</b>		
6	Midlife Constants (5E)	5.2%	69.2%	2.5%	13.5%	210
7	Southwestern Families (7F)	4.5%	73.7%	0.8%	14.3%	557
8	Hometown Heritage (8G)	4.1%	77.8%	1.2%	15.5%	344
9	Heartland Communities (6F)	3.9%	81.7%	2.3%	17.8%	174
10	Small Town Simplicity (12C)	2.5%	84.2%	1.8%	19.6%	134
<b>Subtotal</b>		<b>20.2%</b>		<b>8.6%</b>		
11	Up and Coming Families (7A)	2.1%	86.3%	2.6%	22.2%	79
12	Comfortable Empty Nesters (5A)	1.9%	88.1%	2.4%	24.6%	76
13	Rustbelt Traditions (5D)	1.8%	90.0%	2.2%	26.8%	85
14	Parks and Rec (5C)	1.7%	91.6%	2.0%	28.8%	86
15	Middleburg (4C)	1.6%	93.3%	3.0%	31.7%	55
<b>Subtotal</b>		<b>9.1%</b>		<b>12.2%</b>		
16	Workday Drive (4A)	1.6%	94.9%	3.0%	34.7%	53
17	Economic BedRock (10C)	1.0%	95.9%	0.6%	35.4%	156
18	Professional Pride (1B)	0.8%	96.7%	1.6%	37.0%	52
19	Rural Bypasses (10E)	0.7%	97.4%	1.3%	38.3%	54
20	Traditional Living (12B)	0.7%	98.1%	1.9%	40.2%	35
<b>Subtotal</b>		<b>4.8%</b>		<b>8.4%</b>		
<b>Total</b>		<b>98.1%</b>		<b>40.2%</b>		<b>244</b>

## 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

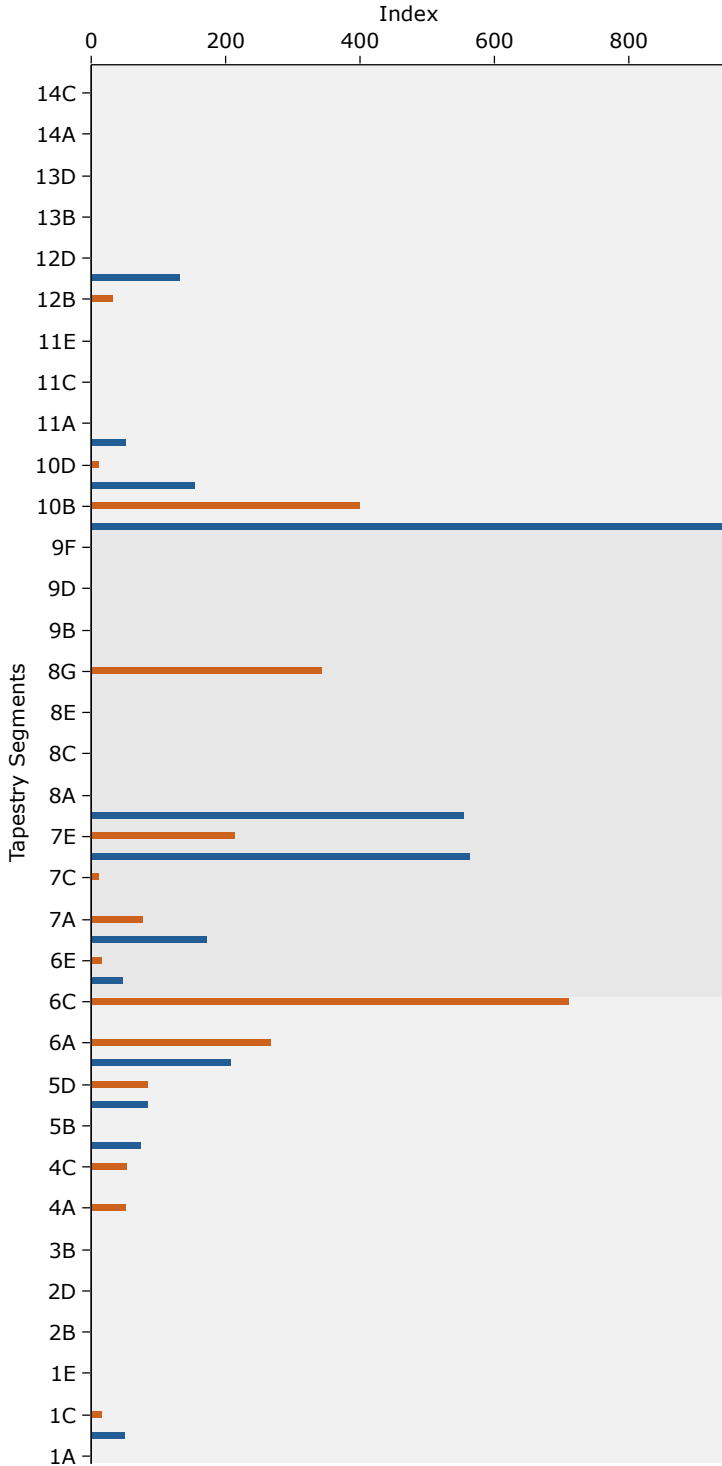


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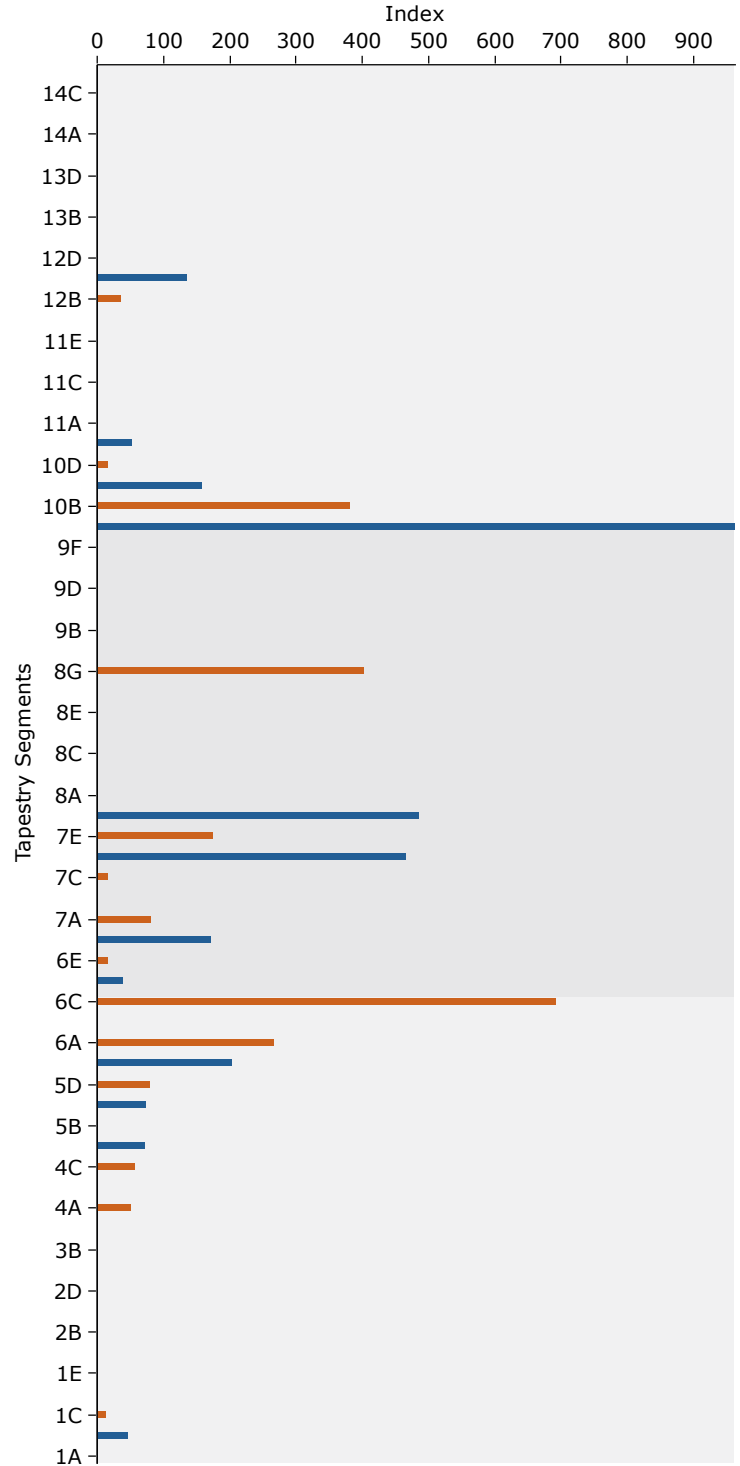
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### 2021 Tapestry Indexes by Households



### 2021 Tapestry Indexes by Total Population 18+



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Seguin Retail Trade Area  
Area: 1,627.08 square miles

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Tapestry LifeMode Groups	2021 Households			2021 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	41,962	100.0%		90,267	100.0%	
<b>1. Affluent Estates</b>	<b>485</b>	<b>1.2%</b>	<b>12</b>	<b>1,069</b>	<b>1.2%</b>	<b>11</b>
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	353	0.8%	52	795	0.9%	48
Boomburbs (1C)	132	0.3%	17	274	0.3%	16
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
<b>2. Upscale Avenues</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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)	0	0.0%	0	0	0.0%	0
<b>3. Uptown Individuals</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>4. Family Landscapes</b>	<b>1,348</b>	<b>3.2%</b>	<b>42</b>	<b>3,068</b>	<b>3.4%</b>	<b>43</b>
Workday Drive (4A)	657	1.6%	53	1,528	1.7%	53
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	691	1.6%	55	1,540	1.7%	57
<b>5. GenXurban</b>	<b>4,422</b>	<b>10.5%</b>	<b>94</b>	<b>8,713</b>	<b>9.7%</b>	<b>89</b>
Comfortable Empty Nesters (5A)	777	1.9%	76	1,639	1.8%	74
In Style (5B)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	707	1.7%	86	1,309	1.5%	76
Rustbelt Traditions (5D)	775	1.8%	85	1,486	1.6%	81
Midlife Constants (5E)	2,163	5.2%	210	4,279	4.7%	204
<b>6. Cozy Country Living</b>	<b>10,334</b>	<b>24.6%</b>	<b>204</b>	<b>21,707</b>	<b>24.0%</b>	<b>202</b>
Green Acres (6A)	3,669	8.7%	268	8,189	9.1%	268
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	4,721	11.3%	712	9,689	10.7%	694
Prairie Living (6D)	220	0.5%	49	367	0.4%	40
Rural Resort Dwellers (6E)	71	0.2%	17	153	0.2%	18
Heartland Communities (6F)	1,653	3.9%	174	3,309	3.7%	173
<b>7. Sprouting Explorers</b>	<b>5,523</b>	<b>13.2%</b>	<b>183</b>	<b>12,232</b>	<b>13.6%</b>	<b>162</b>
Up and Coming Families (7A)	869	2.1%	79	2,095	2.3%	84
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	88	0.2%	14	266	0.3%	18
Forging Opportunity (7D)	2,458	5.9%	566	5,281	5.9%	468
Farm to Table (7E)	219	0.5%	216	496	0.5%	175
Southwestern Families (7F)	1,889	4.5%	557	4,094	4.5%	486

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Tapestry LifeMode Groups	2021 Households			2021 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	41,962	100.0%		90,267	100.0%	
<b>8. Middle Ground</b>	<b>1,715</b>	<b>4.1%</b>	<b>38</b>	<b>4,161</b>	<b>4.6%</b>	<b>46</b>
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)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hometown Heritage (8G)	1,715	4.1%	344	4,161	4.6%	404
<b>9. Senior Styles</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
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)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
<b>10. Rustic Outposts</b>	<b>16,824</b>	<b>40.1%</b>	<b>483</b>	<b>36,679</b>	<b>40.6%</b>	<b>484</b>
Southern Satellites (10A)	12,696	30.3%	951	28,146	31.2%	964
Rooted Rural (10B)	3,336	8.0%	402	6,750	7.5%	382
Economic BedRock (10C)	425	1.0%	156	932	1.0%	160
Down the Road (10D)	68	0.2%	14	179	0.2%	17
Rural Bypasses (10E)	299	0.7%	54	672	0.7%	54
<b>11. Midtown Singles</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
<b>12. Hometown</b>	<b>1,311</b>	<b>3.1%</b>	<b>52</b>	<b>2,638</b>	<b>2.9%</b>	<b>51</b>
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	282	0.7%	35	581	0.6%	36
Small Town Simplicity (12C)	1,029	2.5%	134	2,057	2.3%	138
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
<b>13. Next Wave</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>14. Scholars and Patriots</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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Tapestry Urbanization Groups	2021 Households			2021 Adult Population		
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<b>Total:</b>	41,962	100.0%		90,267	100.0%	
<b>1. Principal Urban Center</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>2. Urban Periphery</b>	<b>5,210</b>	<b>12.4%</b>	<b>75</b>	<b>11,127</b>	<b>12.3%</b>	<b>70</b>
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	775	1.8%	85	1,486	1.6%	81
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	88	0.2%	14	266	0.3%	18
Forging Opportunity (7D)	2,458	5.9%	566	5,281	5.9%	468
Southwestern Families (7F)	1,889	4.5%	557	4,094	4.5%	486
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	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
<b>3. Metro Cities</b>	<b>1,997</b>	<b>4.8%</b>	<b>26</b>	<b>4,742</b>	<b>5.3%</b>	<b>31</b>
In Style (5B)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hometown Heritage (8G)	1,715	4.1%	344	4,161	4.6%	404
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	282	0.7%	35	581	0.6%	36
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

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<b>4. Suburban Periphery</b>	<b>5,658</b>	<b>13.5%</b>	<b>42</b>	<b>11,919</b>	<b>13.2%</b>	<b>40</b>
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	353	0.8%	52	795	0.9%	48
Boomburbs (1C)	132	0.3%	17	274	0.3%	16
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
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Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Workday Drive (4A)	657	1.6%	53	1,528	1.7%	53
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	777	1.9%	76	1,639	1.8%	74
Parks and Rec (5C)	707	1.7%	86	1,309	1.5%	76
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Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
<b>5. Semirural</b>	<b>3,660</b>	<b>8.7%</b>	<b>93</b>	<b>7,581</b>	<b>8.4%</b>	<b>92</b>
Middleburg (4C)	691	1.6%	55	1,540	1.7%	57
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Down the Road (10D)	68	0.2%	14	179	0.2%	17
Small Town Simplicity (12C)	1,029	2.5%	134	2,057	2.3%	138
<b>6. Rural</b>	<b>25,437</b>	<b>60.6%</b>	<b>358</b>	<b>54,898</b>	<b>60.8%</b>	<b>358</b>
Green Acres (6A)	3,669	8.7%	268	8,189	9.1%	268
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	4,721	11.3%	712	9,689	10.7%	694
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Rural Bypasses (10E)	299	0.7%	54	672	0.7%	54
Unclassified (15)	0	0.0%	0	0	0.0%	0

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