



Tapestry Segmentation Area Profile

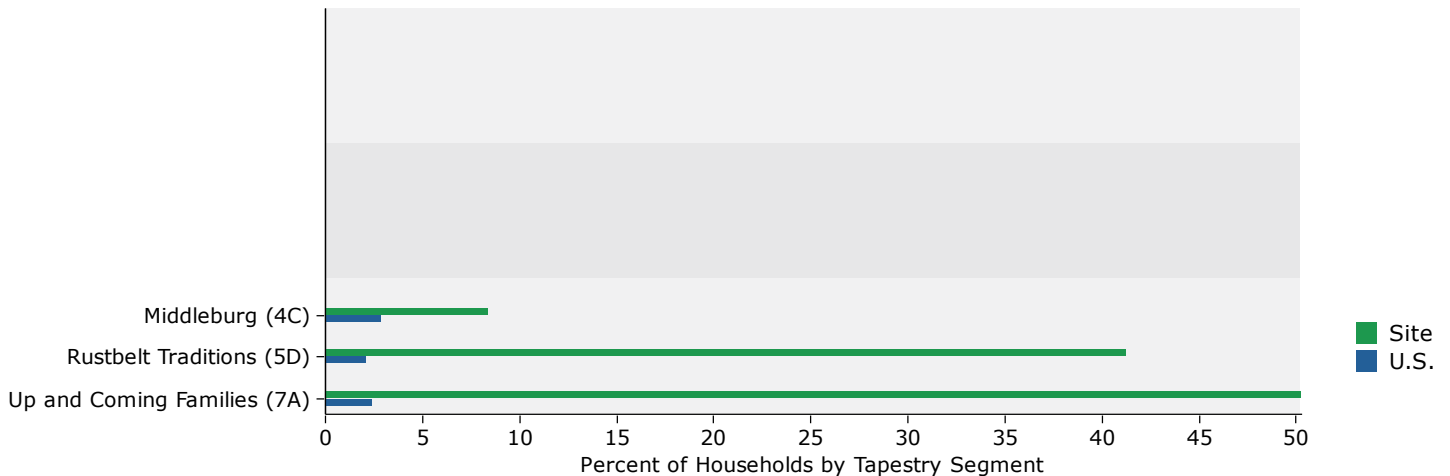
100-180 N Crowley Rd, Crowley, Texas, 76036
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 32.57840
 Longitude: -97.35323

Top Twenty Tapestry Segments

| Rank | Tapestry Segment | 2018 Households | | 2018 U.S. Households | | Index |
|-----------------|-----------------------------|-----------------|--------------------|----------------------|--------------------|-------------|
| | | Percent | Cumulative Percent | Percent | Cumulative Percent | |
| 1 | Up and Coming Families (7A) | 50.3% | 50.3% | 2.4% | 2.4% | 2072 |
| 2 | Rustbelt Traditions (5D) | 41.3% | 91.6% | 2.2% | 4.6% | 1,880 |
| 3 | Middleburg (4C) | 8.4% | 100.0% | 2.9% | 7.5% | 294 |
| Subtotal | | 100.0% | | 7.5% | | |
| Total | | 100.0% | | 7.5% | | 1334 |

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

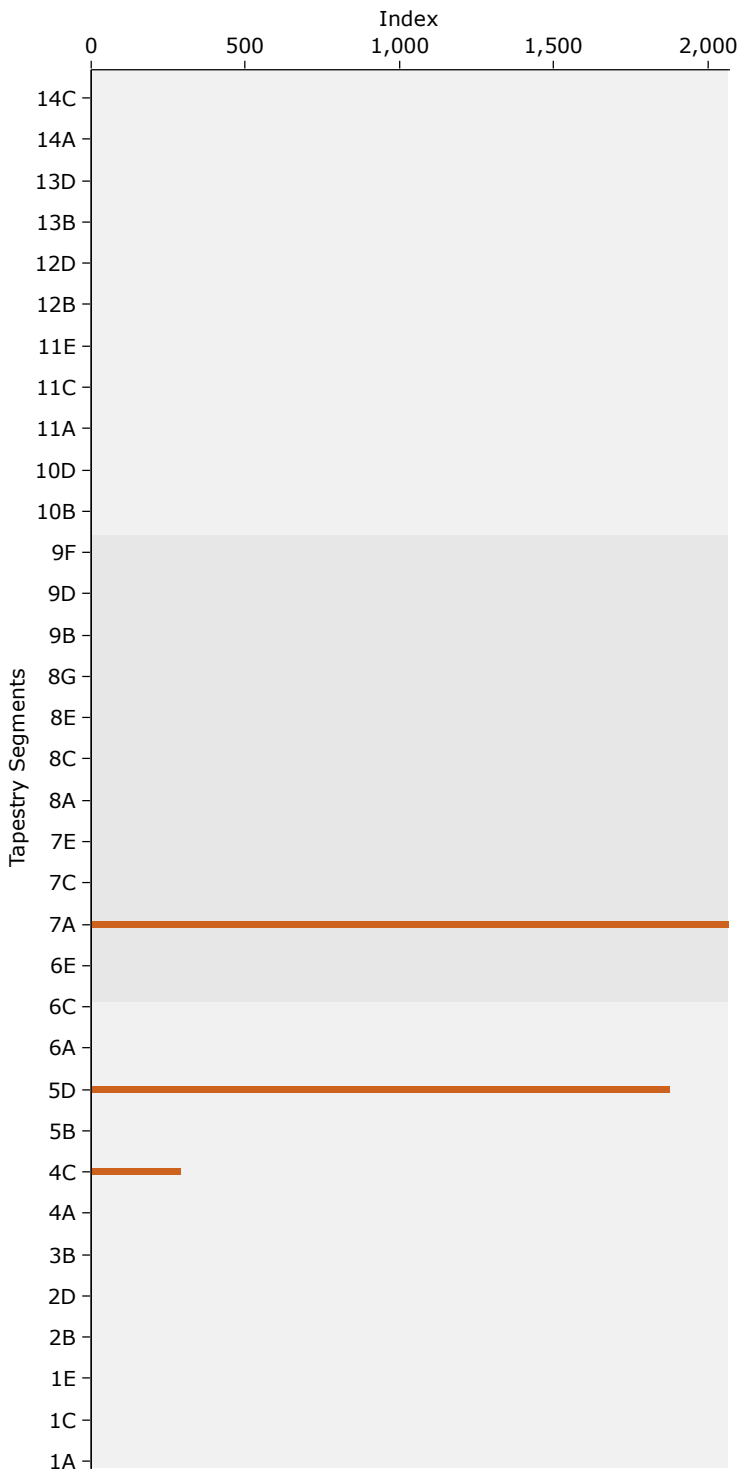


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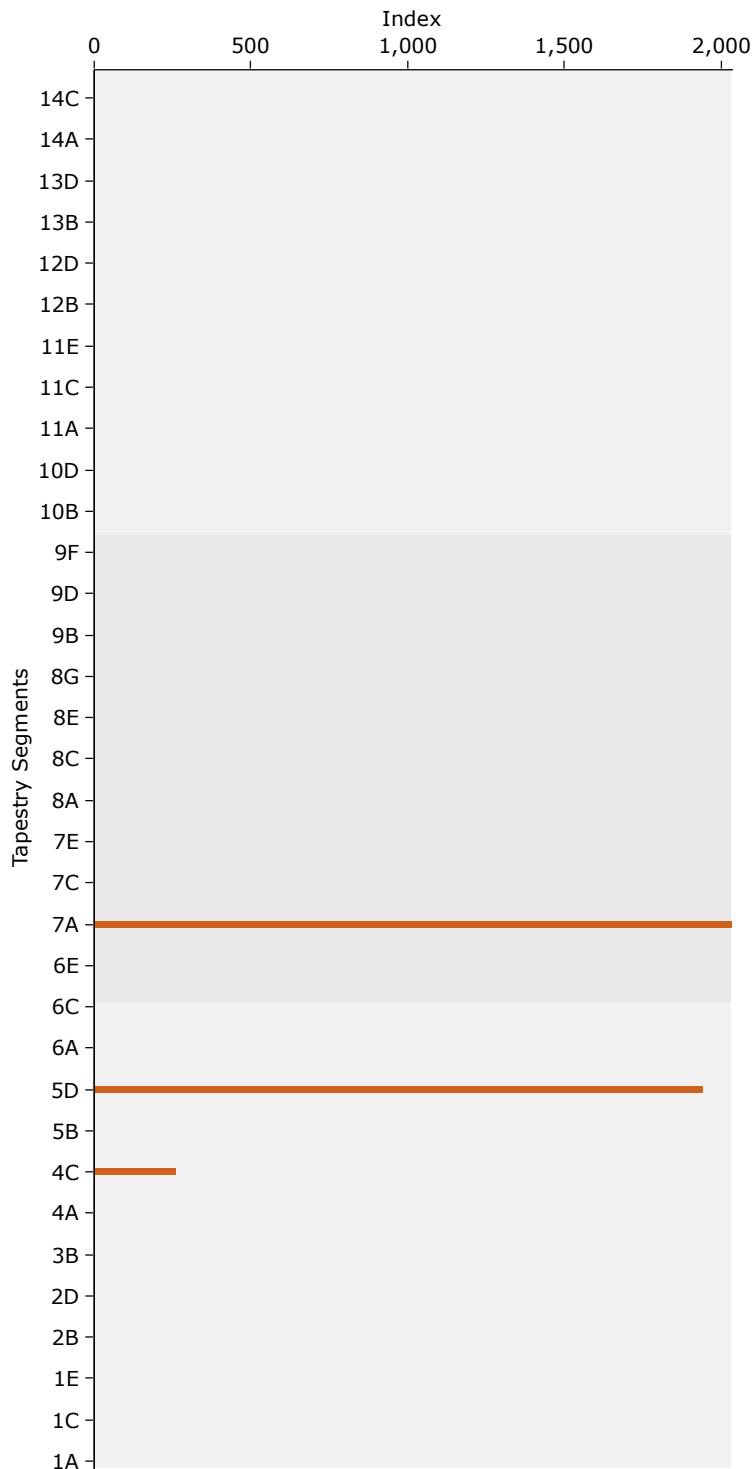
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2018 Tapestry Indexes by Households



2018 Tapestry Indexes by Total Population 18+



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Tapestry Segmentation Area Profile

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| Tapestry LifeMode Groups | 2018 Households | | | 2018 Adult Population | | |
|---------------------------------|-----------------|--------------|------------|-----------------------|--------------|------------|
| | Number | Percent | Index | Number | Percent | Index |
| Total: | 3,010 | 100.0% | | 6,282 | 100.0% | |
| 1. Affluent Estates | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Top Tier (1A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Professional Pride (1B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Boomburbs (1C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Savvy Suburbanites (1D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Exurbanites (1E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 2. Upscale Avenues | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 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 |
| 3. Uptown Individuals | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 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 |
| 4. Family Landscapes | 254 | 8.4% | 113 | 479 | 7.6% | 98 |
| Soccer Moms (4A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Home Improvement (4B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Middleburg (4C) | 254 | 8.4% | 294 | 479 | 7.6% | 266 |
| 5. GenXurban | 1,242 | 41.3% | 364 | 2,524 | 40.2% | 369 |
| Comfortable Empty Nesters (5A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| In Style (5B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Parks and Rec (5C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rustbelt Traditions (5D) | 1,242 | 41.3% | 1,880 | 2,524 | 40.2% | 1,945 |
| Midlife Constants (5E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 6. Cozy Country Living | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Green Acres (6A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Salt of the Earth (6B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| The Great Outdoors (6C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Prairie Living (6D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rural Resort Dwellers (6E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Heartland Communities (6F) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 7. Ethnic Enclaves | 1,514 | 50.3% | 711 | 3,279 | 52.2% | 636 |
| Up and Coming Families (7A) | 1,514 | 50.3% | 2,072 | 3,279 | 52.2% | 2,037 |
| Urban Villages (7B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| American Dreamers (7C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Barrios Urbanos (7D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Valley Growers (7E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Southwestern Families (7F) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |

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.

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| Tapestry LifeMode Groups | 2018 Households | | | 2018 Adult Population | | |
|----------------------------------|-----------------|-------------|----------|-----------------------|-------------|----------|
| | Number | Percent | Index | Number | Percent | Index |
| Total: | 3,010 | 100.0% | | 6,282 | 100.0% | |
| 8. Middle Ground | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 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 |
| Hardscrabble Road (8G) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 9. Senior Styles | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 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 |
| 10. Rustic Outposts | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Southern Satellites (10A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rooted Rural (10B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Diners & Miners (10C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Down the Road (10D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rural Bypasses (10E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 11. Midtown Singles | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 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 |
| 12. Hometown | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Family Foundations (12A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Traditional Living (12B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Small Town Simplicity (12C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Modest Income Homes (12D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 13. Next Wave | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| International Marketplace (13A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Las Casas (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 |
| 14. Scholars and Patriots | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 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 | 2018 Households | | | 2018 Adult Population | | |
|----------------------------------|-----------------|--------------|------------|-----------------------|--------------|------------|
| | Number | Percent | Index | Number | Percent | Index |
| Total: | 3,010 | 100.0% | | 6,282 | 100.0% | |
| 1. Principal Urban Center | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 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 |
| 2. Urban Periphery | 1,242 | 41.3% | 247 | 2,524 | 40.2% | 226 |
| Pacific Heights (2C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rustbelt Traditions (5D) | 1,242 | 41.3% | 1,880 | 2,524 | 40.2% | 1,945 |
| Urban Villages (7B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| American Dreamers (7C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Barrios Urbanos (7D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Southwestern Families (7F) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 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 |
| International Marketplace (13A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Las Casas (13B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 3. Metro Cities | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 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 |
| Hardscrabble Road (8G) | 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 |
| 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) | 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 |

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| Tapestry Urbanization Groups | 2018 Households | | | 2018 Adult Population | | |
|---------------------------------|-----------------|--------------|------------|-----------------------|--------------|------------|
| | Number | Percent | Index | Number | Percent | Index |
| Total: | 3,010 | 100.0% | | 6,282 | 100.0% | |
| 4. Suburban Periphery | 1,514 | 50.3% | 158 | 3,279 | 52.2% | 160 |
| Top Tier (1A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Professional Pride (1B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Boomburbs (1C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Savvy Suburbanites (1D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Exurbanites (1E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 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 |
| Soccer Moms (4A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Home Improvement (4B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Comfortable Empty Nesters (5A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Parks and Rec (5C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Midlife Constants (5E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Up and Coming Families (7A) | 1,514 | 50.3% | 2,072 | 3,279 | 52.2% | 2,037 |
| 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 |
| 5. Semirural | 254 | 8.4% | 91 | 479 | 7.6% | 85 |
| Middleburg (4C) | 254 | 8.4% | 294 | 479 | 7.6% | 266 |
| Heartland Communities (6F) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Valley Growers (7E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Senior Escapes (9D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Down the Road (10D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Small Town Simplicity (12C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 6. Rural | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Green Acres (6A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Salt of the Earth (6B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| The Great Outdoors (6C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Prairie Living (6D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rural Resort Dwellers (6E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Southern Satellites (10A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rooted Rural (10B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Diners & Miners (10C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rural Bypasses (10E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Unclassified (15) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |

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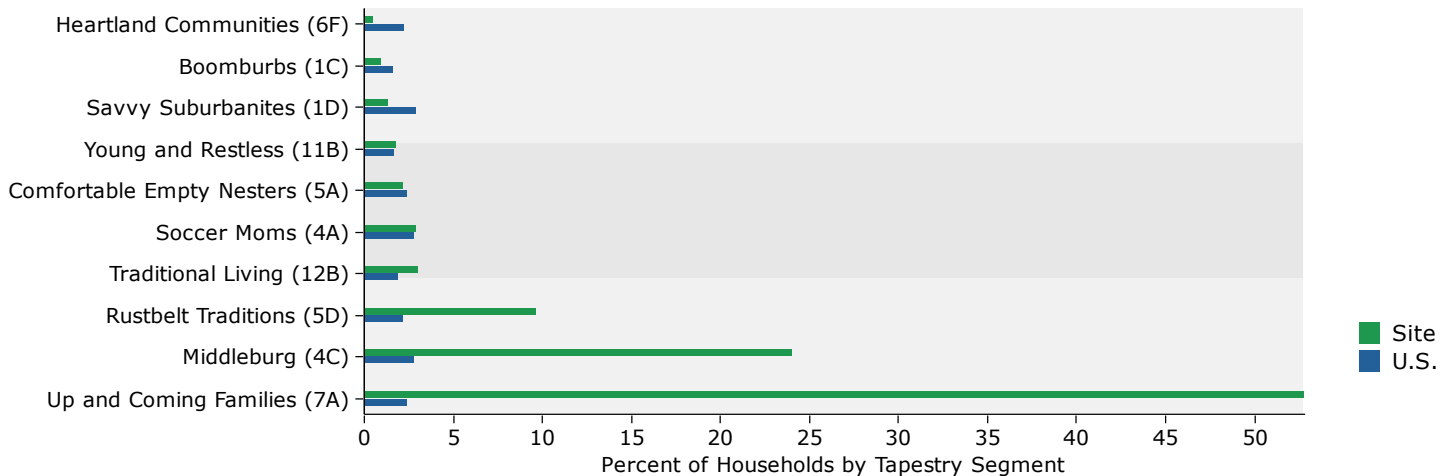
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Top Twenty Tapestry Segments

| Rank | Tapestry Segment | 2018 Households | | 2018 U.S. Households | | Index |
|-----------------|--------------------------------|-----------------|--------------------|----------------------|--------------------|------------|
| | | Percent | Cumulative Percent | Percent | Cumulative Percent | |
| 1 | Up and Coming Families (7A) | 52.8% | 52.8% | 2.4% | 2.4% | 2176 |
| 2 | Middleburg (4C) | 24.0% | 76.8% | 2.9% | 5.3% | 837 |
| 3 | Rustbelt Traditions (5D) | 9.7% | 86.5% | 2.2% | 7.5% | 441 |
| 4 | Traditional Living (12B) | 3.1% | 89.6% | 1.9% | 9.4% | 162 |
| 5 | Soccer Moms (4A) | 2.9% | 92.5% | 2.9% | 12.3% | 100 |
| Subtotal | | 92.5% | | 12.3% | | |
| 6 | Comfortable Empty Nesters (5A) | 2.3% | 94.8% | 2.5% | 14.8% | 92 |
| 7 | Young and Restless (11B) | 1.9% | 96.7% | 1.7% | 16.5% | 107 |
| 8 | Savvy Suburbanites (1D) | 1.4% | 98.1% | 3.0% | 19.5% | 46 |
| 9 | Boomburbs (1C) | 1.0% | 99.1% | 1.7% | 21.2% | 61 |
| 10 | Heartland Communities (6F) | 0.6% | 99.7% | 2.3% | 23.5% | 25 |
| Subtotal | | 7.2% | | 11.2% | | |
| 11 | American Dreamers (7C) | 0.4% | 100.1% | 1.5% | 25.0% | 24 |
| Subtotal | | 0.4% | | 1.5% | | |
| Total | | 100.0% | | 24.9% | | 401 |

Top Ten Tapestry Segments Site vs. U.S.



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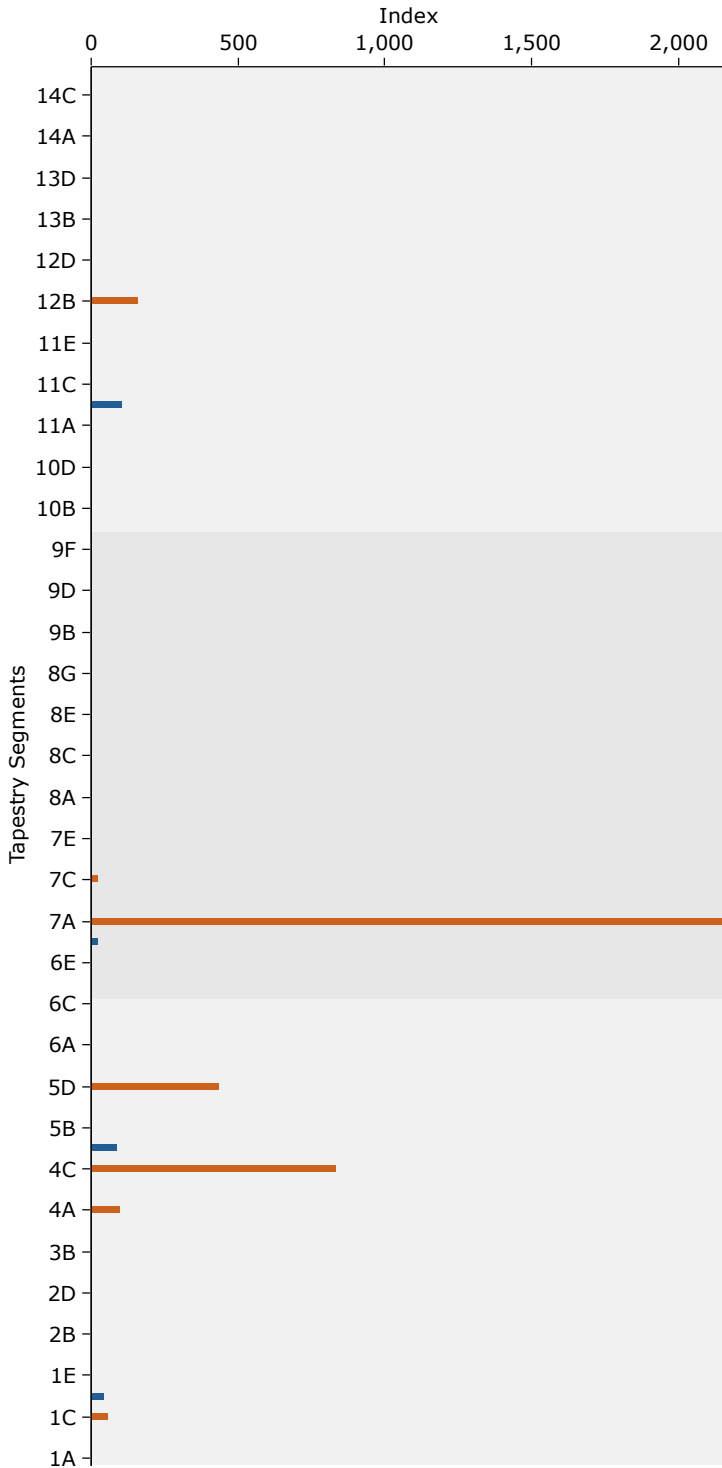


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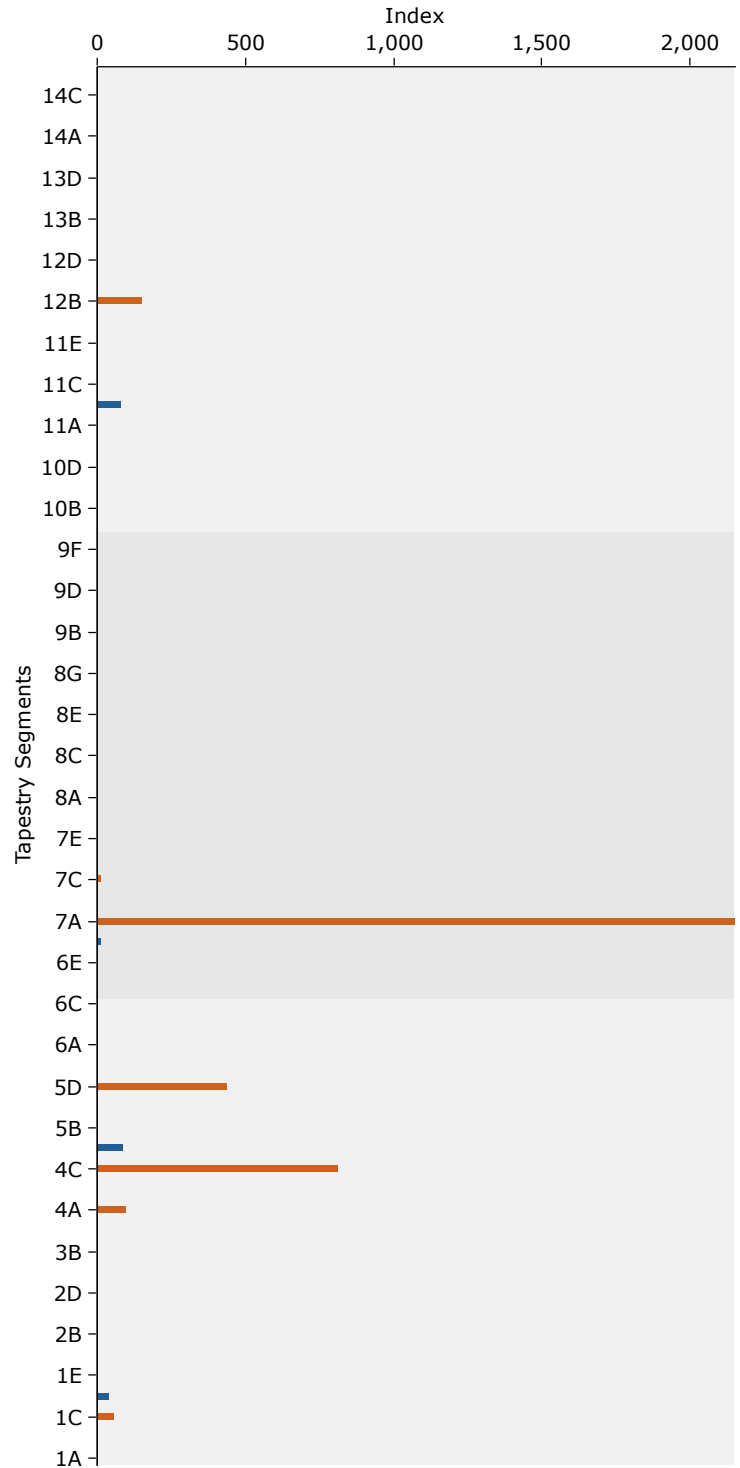
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2018 Tapestry Indexes by Households



2018 Tapestry Indexes by Total Population 18+



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| Tapestry LifeMode Groups | 2018 Households | | | 2018 Adult Population | | |
|---------------------------------|-----------------|--------------|------------|-----------------------|--------------|------------|
| | Number | Percent | Index | Number | Percent | Index |
| Total: | 21,069 | 100.0% | | 46,132 | 100.0% | |
| 1. Affluent Estates | 503 | 2.4% | 24 | 1,140 | 2.5% | 23 |
| Top Tier (1A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Professional Pride (1B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Boomburbs (1C) | 217 | 1.0% | 61 | 509 | 1.1% | 62 |
| Savvy Suburbanites (1D) | 286 | 1.4% | 46 | 631 | 1.4% | 43 |
| Exurbanites (1E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 2. Upscale Avenues | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 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 |
| 3. Uptown Individuals | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 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 |
| 4. Family Landscapes | 5,680 | 27.0% | 360 | 12,190 | 26.4% | 339 |
| Soccer Moms (4A) | 614 | 2.9% | 100 | 1,411 | 3.1% | 99 |
| Home Improvement (4B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Middleburg (4C) | 5,066 | 24.0% | 837 | 10,779 | 23.4% | 816 |
| 5. GenXurban | 2,513 | 11.9% | 105 | 5,192 | 11.3% | 103 |
| Comfortable Empty Nesters (5A) | 475 | 2.3% | 92 | 1,004 | 2.2% | 89 |
| In Style (5B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Parks and Rec (5C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rustbelt Traditions (5D) | 2,038 | 9.7% | 441 | 4,188 | 9.1% | 439 |
| Midlife Constants (5E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 6. Cozy Country Living | 119 | 0.6% | 5 | 192 | 0.4% | 4 |
| Green Acres (6A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Salt of the Earth (6B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| The Great Outdoors (6C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Prairie Living (6D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rural Resort Dwellers (6E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Heartland Communities (6F) | 119 | 0.6% | 25 | 192 | 0.4% | 19 |
| 7. Ethnic Enclaves | 11,206 | 53.2% | 752 | 25,601 | 55.5% | 676 |
| Up and Coming Families (7A) | 11,131 | 52.8% | 2,176 | 25,455 | 55.2% | 2,154 |
| Urban Villages (7B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| American Dreamers (7C) | 75 | 0.4% | 24 | 146 | 0.3% | 19 |
| Barrios Urbanos (7D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Valley Growers (7E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Southwestern Families (7F) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |

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



Tapestry Segmentation Area Profile

100-180 N Crowley Rd, Crowley, Texas, 76036
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 32.57840
 Longitude: -97.35323

| Tapestry LifeMode Groups | 2018 Households | | | 2018 Adult Population | | |
|----------------------------------|-----------------|-------------|-----------|-----------------------|-------------|-----------|
| | Number | Percent | Index | Number | Percent | Index |
| Total: | 21,069 | 100.0% | | 46,132 | 100.0% | |
| 8. Middle Ground | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 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 |
| Hardscrabble Road (8G) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 9. Senior Styles | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 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 |
| 10. Rustic Outposts | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Southern Satellites (10A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rooted Rural (10B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Diners & Miners (10C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Down the Road (10D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rural Bypasses (10E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 11. Midtown Singles | 391 | 1.9% | 30 | 538 | 1.2% | 21 |
| City Strivers (11A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Young and Restless (11B) | 391 | 1.9% | 107 | 538 | 1.2% | 84 |
| 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 |
| 12. Hometown | 657 | 3.1% | 51 | 1,279 | 2.8% | 48 |
| Family Foundations (12A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Traditional Living (12B) | 657 | 3.1% | 162 | 1,279 | 2.8% | 154 |
| Small Town Simplicity (12C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Modest Income Homes (12D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 13. Next Wave | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| International Marketplace (13A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Las Casas (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 |
| 14. Scholars and Patriots | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 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 |

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



Tapestry Segmentation Area Profile

100-180 N Crowley Rd, Crowley, Texas, 76036
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 32.57840
 Longitude: -97.35323

| Tapestry Urbanization Groups | 2018 Households | | | 2018 Adult Population | | |
|----------------------------------|-----------------|--------------|-----------|-----------------------|-------------|-----------|
| | Number | Percent | Index | Number | Percent | Index |
| Total: | 21,069 | 100.0% | | 46,132 | 100.0% | |
| 1. Principal Urban Center | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 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 |
| 2. Urban Periphery | 2,113 | 10.0% | 60 | 4,334 | 9.4% | 53 |
| Pacific Heights (2C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rustbelt Traditions (5D) | 2,038 | 9.7% | 441 | 4,188 | 9.1% | 439 |
| Urban Villages (7B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| American Dreamers (7C) | 75 | 0.4% | 24 | 146 | 0.3% | 19 |
| Barrios Urbanos (7D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Southwestern Families (7F) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 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 |
| International Marketplace (13A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Las Casas (13B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 3. Metro Cities | 1,048 | 5.0% | 27 | 1,817 | 3.9% | 23 |
| 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 |
| Hardscrabble Road (8G) | 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 |
| Young and Restless (11B) | 391 | 1.9% | 107 | 538 | 1.2% | 84 |
| 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) | 657 | 3.1% | 162 | 1,279 | 2.8% | 154 |
| College Towns (14B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Dorms to Diplomas (14C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |

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



Tapestry Segmentation Area Profile

100-180 N Crowley Rd, Crowley, Texas, 76036
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 32.57840
 Longitude: -97.35323

| Tapestry Urbanization Groups | 2018 Households | | | 2018 Adult Population | | |
|---------------------------------|-----------------|--------------|------------|-----------------------|--------------|------------|
| | Number | Percent | Index | Number | Percent | Index |
| Total: | 21,069 | 100.0% | | 46,132 | 100.0% | |
| 4. Suburban Periphery | 12,723 | 60.4% | 190 | 29,010 | 62.9% | 193 |
| Top Tier (1A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Professional Pride (1B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Boomburbs (1C) | 217 | 1.0% | 61 | 509 | 1.1% | 62 |
| Savvy Suburbanites (1D) | 286 | 1.4% | 46 | 631 | 1.4% | 43 |
| Exurbanites (1E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 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 |
| Soccer Moms (4A) | 614 | 2.9% | 100 | 1,411 | 3.1% | 99 |
| Home Improvement (4B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Comfortable Empty Nesters (5A) | 475 | 2.3% | 92 | 1,004 | 2.2% | 89 |
| Parks and Rec (5C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Midlife Constants (5E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Up and Coming Families (7A) | 11,131 | 52.8% | 2,176 | 25,455 | 55.2% | 2,154 |
| 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 |
| 5. Semirural | 5,185 | 24.6% | 264 | 10,971 | 23.8% | 264 |
| Middleburg (4C) | 5,066 | 24.0% | 837 | 10,779 | 23.4% | 816 |
| Heartland Communities (6F) | 119 | 0.6% | 25 | 192 | 0.4% | 19 |
| Valley Growers (7E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Senior Escapes (9D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Down the Road (10D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Small Town Simplicity (12C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 6. Rural | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Green Acres (6A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Salt of the Earth (6B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| The Great Outdoors (6C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Prairie Living (6D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rural Resort Dwellers (6E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Southern Satellites (10A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rooted Rural (10B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Diners & Miners (10C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rural Bypasses (10E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Unclassified (15) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |

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Source: Esri



Tapestry Segmentation Area Profile

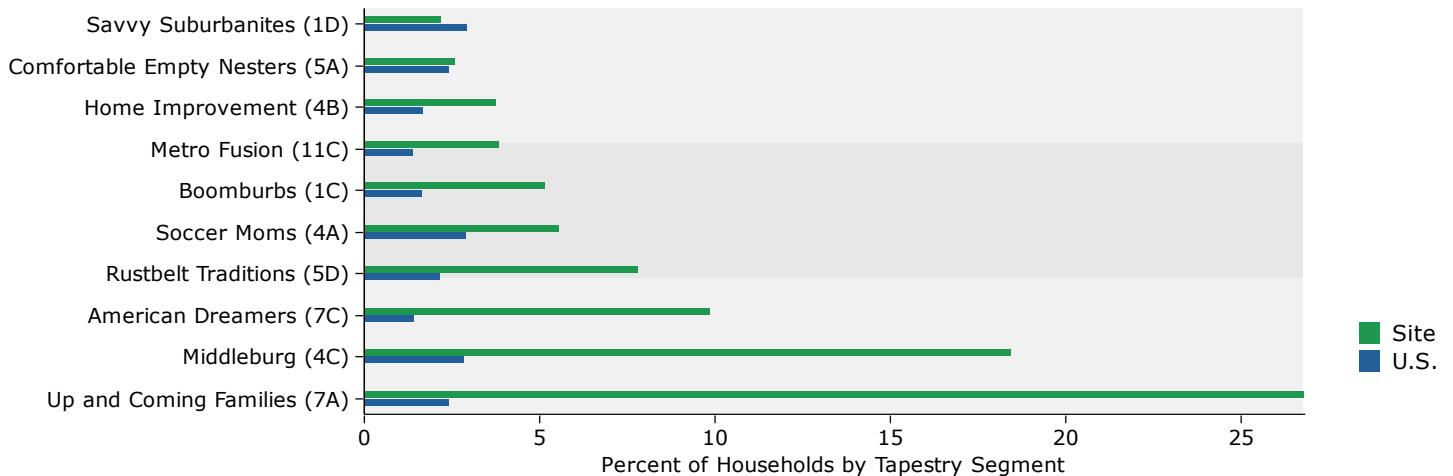
100-180 N Crowley Rd, Crowley, Texas, 76036
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 32.57840
 Longitude: -97.35323

Top Twenty Tapestry Segments

| Rank | Tapestry Segment | 2018 Households | | 2018 U.S. Households | | Index |
|-----------------|--------------------------------|-----------------|--------------------|----------------------|--------------------|------------|
| | | Percent | Cumulative Percent | Percent | Cumulative Percent | |
| 1 | Up and Coming Families (7A) | 26.8% | 26.8% | 2.4% | 2.4% | 1104 |
| 2 | Middleburg (4C) | 18.4% | 45.2% | 2.9% | 5.3% | 642 |
| 3 | American Dreamers (7C) | 9.9% | 55.1% | 1.5% | 6.8% | 671 |
| 4 | Rustbelt Traditions (5D) | 7.8% | 62.9% | 2.2% | 9.0% | 357 |
| 5 | Soccer Moms (4A) | 5.6% | 68.5% | 2.9% | 11.9% | 192 |
| Subtotal | | 68.5% | | 11.9% | | |
| 6 | Boomburbs (1C) | 5.2% | 73.7% | 1.7% | 13.6% | 307 |
| 7 | Metro Fusion (11C) | 3.9% | 77.6% | 1.4% | 15.0% | 275 |
| 8 | Home Improvement (4B) | 3.8% | 81.4% | 1.7% | 16.7% | 222 |
| 9 | Comfortable Empty Nesters (5A) | 2.6% | 84.0% | 2.5% | 19.2% | 107 |
| 10 | Savvy Suburbanites (1D) | 2.2% | 86.2% | 3.0% | 22.2% | 75 |
| Subtotal | | 17.7% | | 10.3% | | |
| 11 | Front Porches (8E) | 2.0% | 88.2% | 1.6% | 23.8% | 124 |
| 12 | Heartland Communities (6F) | 1.8% | 90.0% | 2.3% | 26.1% | 78 |
| 13 | Barrios Urbanos (7D) | 1.6% | 91.6% | 1.0% | 27.1% | 157 |
| 14 | Professional Pride (1B) | 1.6% | 93.2% | 1.6% | 28.7% | 100 |
| 15 | Traditional Living (12B) | 1.5% | 94.7% | 1.9% | 30.6% | 80 |
| Subtotal | | 8.5% | | 8.4% | | |
| 16 | Green Acres (6A) | 1.3% | 96.0% | 3.2% | 33.8% | 42 |
| 17 | Diners & Miners (10C) | 1.1% | 97.1% | 0.7% | 34.5% | 174 |
| 18 | Retirement Communities (9E) | 1.1% | 98.2% | 1.2% | 35.7% | 92 |
| 19 | Hardscrabble Road (8G) | 0.7% | 98.9% | 1.2% | 36.9% | 60 |
| 20 | Young and Restless (11B) | 0.7% | 99.6% | 1.7% | 38.6% | 41 |
| Subtotal | | 4.9% | | 8.0% | | |
| Total | | 99.9% | | 38.6% | | 259 |

Top Ten Tapestry Segments Site vs. U.S.



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Source: Esri

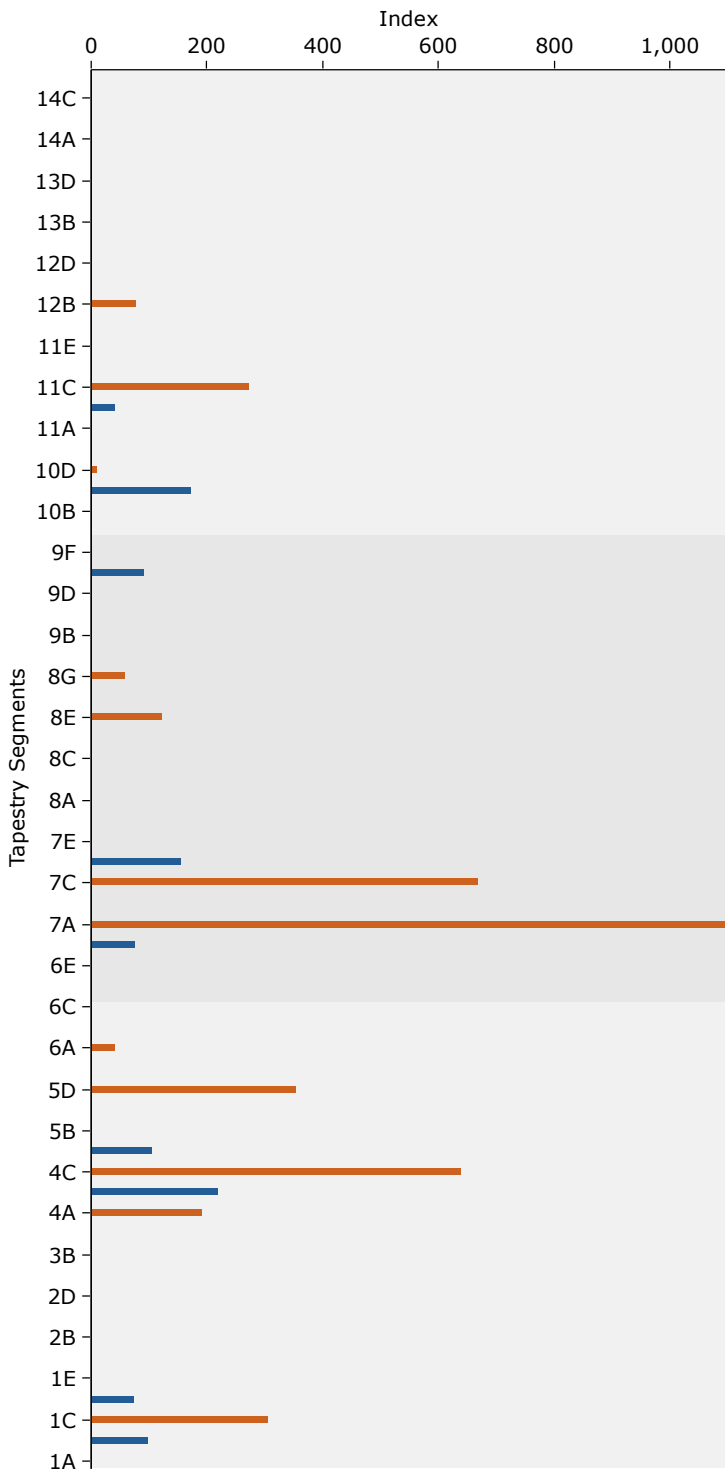


Tapestry Segmentation Area Profile

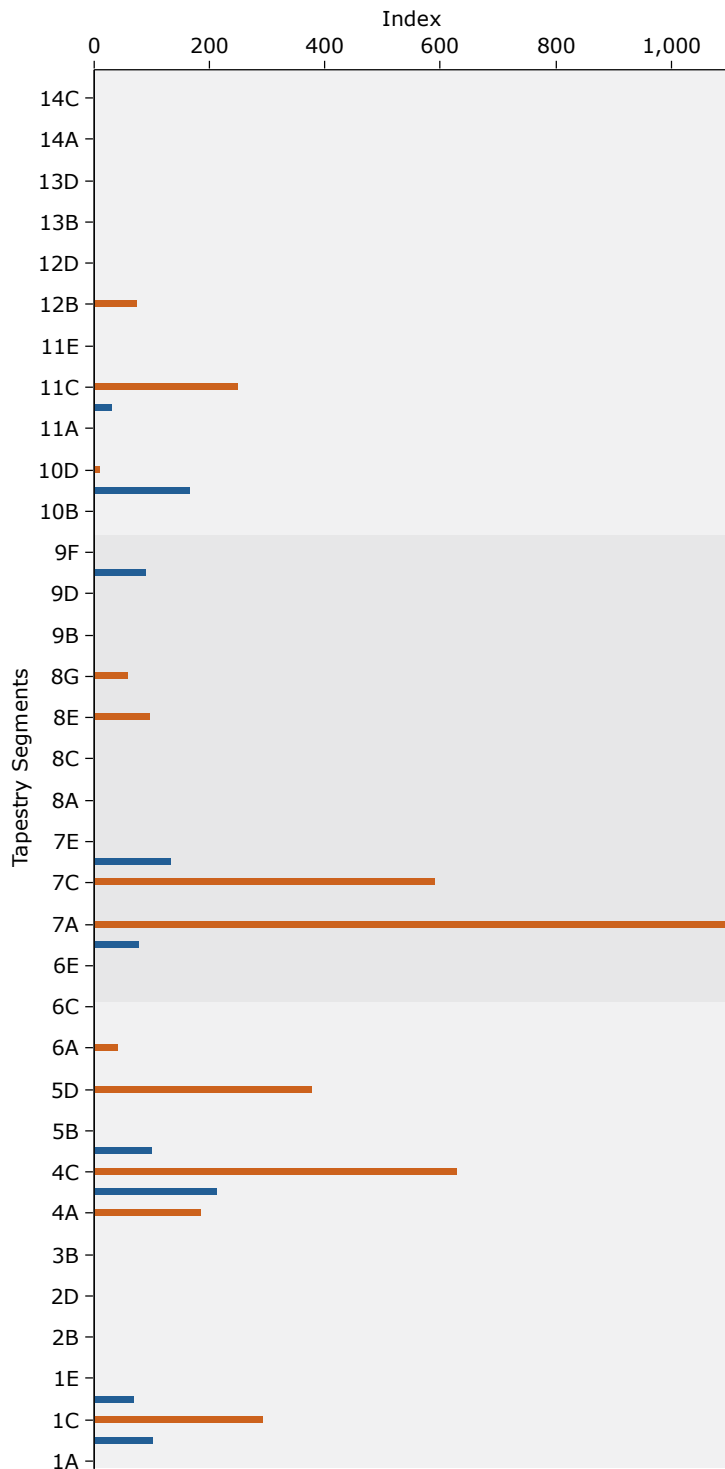
100-180 N Crowley Rd, Crowley, Texas, 76036
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 32.57840
 Longitude: -97.35323

2018 Tapestry Indexes by Households



2018 Tapestry Indexes by Total Population 18+



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



Tapestry Segmentation Area Profile

100-180 N Crowley Rd, Crowley, Texas, 76036
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 32.57840
 Longitude: -97.35323

| Tapestry LifeMode Groups | 2018 Households | | | 2018 Adult Population | | |
|---------------------------------|-----------------|--------------|------------|-----------------------|--------------|------------|
| | Number | Percent | Index | Number | Percent | Index |
| Total: | 54,649 | 100.0% | | 117,567 | 100.0% | |
| 1. Affluent Estates | 4,932 | 9.0% | 91 | 11,171 | 9.5% | 90 |
| Top Tier (1A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Professional Pride (1B) | 883 | 1.6% | 100 | 2,206 | 1.9% | 104 |
| Boomburbs (1C) | 2,826 | 5.2% | 307 | 6,229 | 5.3% | 296 |
| Savvy Suburbanites (1D) | 1,223 | 2.2% | 75 | 2,736 | 2.3% | 72 |
| Exurbanites (1E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 2. Upscale Avenues | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 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 |
| 3. Uptown Individuals | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 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 |
| 4. Family Landscapes | 15,205 | 27.8% | 372 | 32,623 | 27.7% | 356 |
| Soccer Moms (4A) | 3,047 | 5.6% | 192 | 6,771 | 5.8% | 186 |
| Home Improvement (4B) | 2,077 | 3.8% | 222 | 4,691 | 4.0% | 216 |
| Middleburg (4C) | 10,081 | 18.4% | 642 | 21,161 | 18.0% | 629 |
| 5. GenXurban | 5,722 | 10.5% | 92 | 12,131 | 10.3% | 95 |
| Comfortable Empty Nesters (5A) | 1,435 | 2.6% | 107 | 2,937 | 2.5% | 102 |
| In Style (5B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Parks and Rec (5C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rustbelt Traditions (5D) | 4,287 | 7.8% | 357 | 9,194 | 7.8% | 379 |
| Midlife Constants (5E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 6. Cozy Country Living | 1,710 | 3.1% | 26 | 3,599 | 3.1% | 26 |
| Green Acres (6A) | 727 | 1.3% | 42 | 1,616 | 1.4% | 42 |
| Salt of the Earth (6B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| The Great Outdoors (6C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Prairie Living (6D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rural Resort Dwellers (6E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Heartland Communities (6F) | 983 | 1.8% | 78 | 1,983 | 1.7% | 79 |
| 7. Ethnic Enclaves | 20,958 | 38.4% | 542 | 47,000 | 40.0% | 487 |
| Up and Coming Families (7A) | 14,654 | 26.8% | 1,104 | 33,352 | 28.4% | 1,107 |
| Urban Villages (7B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| American Dreamers (7C) | 5,413 | 9.9% | 671 | 11,653 | 9.9% | 593 |
| Barrios Urbanos (7D) | 891 | 1.6% | 157 | 1,995 | 1.7% | 136 |
| Valley Growers (7E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Southwestern Families (7F) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |

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| Tapestry LifeMode Groups | 2018 Households | | | 2018 Adult Population | | |
|----------------------------------|-----------------|-------------|-----------|-----------------------|-------------|-----------|
| | Number | Percent | Index | Number | Percent | Index |
| Total: | 54,649 | 100.0% | | 117,567 | 100.0% | |
| 8. Middle Ground | 1,469 | 2.7% | 25 | 2,554 | 2.2% | 21 |
| 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) | 1,070 | 2.0% | 124 | 1,736 | 1.5% | 97 |
| Old and Newcomers (8F) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Hardscrabble Road (8G) | 399 | 0.7% | 60 | 818 | 0.7% | 60 |
| 9. Senior Styles | 610 | 1.1% | 19 | 1,088 | 0.9% | 18 |
| 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) | 610 | 1.1% | 92 | 1,088 | 0.9% | 91 |
| Social Security Set (9F) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 10. Rustic Outposts | 688 | 1.3% | 15 | 1,428 | 1.2% | 15 |
| Southern Satellites (10A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rooted Rural (10B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Diners & Miners (10C) | 625 | 1.1% | 174 | 1,286 | 1.1% | 168 |
| Down the Road (10D) | 63 | 0.1% | 10 | 142 | 0.1% | 10 |
| Rural Bypasses (10E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 11. Midtown Singles | 2,511 | 4.6% | 74 | 4,375 | 3.7% | 68 |
| City Strivers (11A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Young and Restless (11B) | 391 | 0.7% | 41 | 538 | 0.5% | 33 |
| Metro Fusion (11C) | 2,120 | 3.9% | 275 | 3,837 | 3.3% | 250 |
| Set to Impress (11D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| City Commons (11E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 12. Hometown | 844 | 1.5% | 25 | 1,598 | 1.4% | 23 |
| Family Foundations (12A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Traditional Living (12B) | 844 | 1.5% | 80 | 1,598 | 1.4% | 76 |
| Small Town Simplicity (12C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Modest Income Homes (12D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 13. Next Wave | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| International Marketplace (13A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Las Casas (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 |
| 14. Scholars and Patriots | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 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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Source: Esri



Tapestry Segmentation Area Profile

100-180 N Crowley Rd, Crowley, Texas, 76036
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 32.57840
 Longitude: -97.35323

| Tapestry Urbanization Groups | 2018 Households | | | 2018 Adult Population | | |
|----------------------------------|-----------------|--------------|------------|-----------------------|--------------|------------|
| | Number | Percent | Index | Number | Percent | Index |
| Total: | 54,649 | 100.0% | | 117,567 | 100.0% | |
| 1. Principal Urban Center | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 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 |
| 2. Urban Periphery | 12,711 | 23.3% | 139 | 26,679 | 22.7% | 127 |
| Pacific Heights (2C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rustbelt Traditions (5D) | 4,287 | 7.8% | 357 | 9,194 | 7.8% | 379 |
| Urban Villages (7B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| American Dreamers (7C) | 5,413 | 9.9% | 671 | 11,653 | 9.9% | 593 |
| Barrios Urbanos (7D) | 891 | 1.6% | 157 | 1,995 | 1.7% | 136 |
| Southwestern Families (7F) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 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) | 2,120 | 3.9% | 275 | 3,837 | 3.3% | 250 |
| Family Foundations (12A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Modest Income Homes (12D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| International Marketplace (13A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Las Casas (13B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 3. Metro Cities | 3,314 | 6.1% | 33 | 5,778 | 4.9% | 29 |
| 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) | 1,070 | 2.0% | 124 | 1,736 | 1.5% | 97 |
| Old and Newcomers (8F) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Hardscrabble Road (8G) | 399 | 0.7% | 60 | 818 | 0.7% | 60 |
| Retirement Communities (9E) | 610 | 1.1% | 92 | 1,088 | 0.9% | 91 |
| Social Security Set (9F) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Young and Restless (11B) | 391 | 0.7% | 41 | 538 | 0.5% | 33 |
| 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) | 844 | 1.5% | 80 | 1,598 | 1.4% | 76 |
| 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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Source: Esri



Tapestry Segmentation Area Profile

100-180 N Crowley Rd, Crowley, Texas, 76036
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 32.57840
 Longitude: -97.35323

| Tapestry Urbanization Groups | 2018 Households | | | 2018 Adult Population | | |
|---------------------------------|-----------------|--------------|------------|-----------------------|--------------|------------|
| | Number | Percent | Index | Number | Percent | Index |
| Total: | 54,649 | 100.0% | | 117,567 | 100.0% | |
| 4. Suburban Periphery | 26,145 | 47.8% | 150 | 58,922 | 50.1% | 154 |
| Top Tier (1A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Professional Pride (1B) | 883 | 1.6% | 100 | 2,206 | 1.9% | 104 |
| Boomburbs (1C) | 2,826 | 5.2% | 307 | 6,229 | 5.3% | 296 |
| Savvy Suburbanites (1D) | 1,223 | 2.2% | 75 | 2,736 | 2.3% | 72 |
| Exurbanites (1E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 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 |
| Soccer Moms (4A) | 3,047 | 5.6% | 192 | 6,771 | 5.8% | 186 |
| Home Improvement (4B) | 2,077 | 3.8% | 222 | 4,691 | 4.0% | 216 |
| Comfortable Empty Nesters (5A) | 1,435 | 2.6% | 107 | 2,937 | 2.5% | 102 |
| Parks and Rec (5C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Midlife Constants (5E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Up and Coming Families (7A) | 14,654 | 26.8% | 1,104 | 33,352 | 28.4% | 1,107 |
| 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 |
| 5. Semirural | 11,127 | 20.4% | 218 | 23,286 | 19.8% | 220 |
| Middleburg (4C) | 10,081 | 18.4% | 642 | 21,161 | 18.0% | 629 |
| Heartland Communities (6F) | 983 | 1.8% | 78 | 1,983 | 1.7% | 79 |
| Valley Growers (7E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Senior Escapes (9D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Down the Road (10D) | 63 | 0.1% | 10 | 142 | 0.1% | 10 |
| Small Town Simplicity (12C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 6. Rural | 1,352 | 2.5% | 15 | 2,902 | 2.5% | 15 |
| Green Acres (6A) | 727 | 1.3% | 42 | 1,616 | 1.4% | 42 |
| Salt of the Earth (6B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| The Great Outdoors (6C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Prairie Living (6D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rural Resort Dwellers (6E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Southern Satellites (10A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rooted Rural (10B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Diners & Miners (10C) | 625 | 1.1% | 174 | 1,286 | 1.1% | 168 |
| Rural Bypasses (10E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Unclassified (15) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |

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