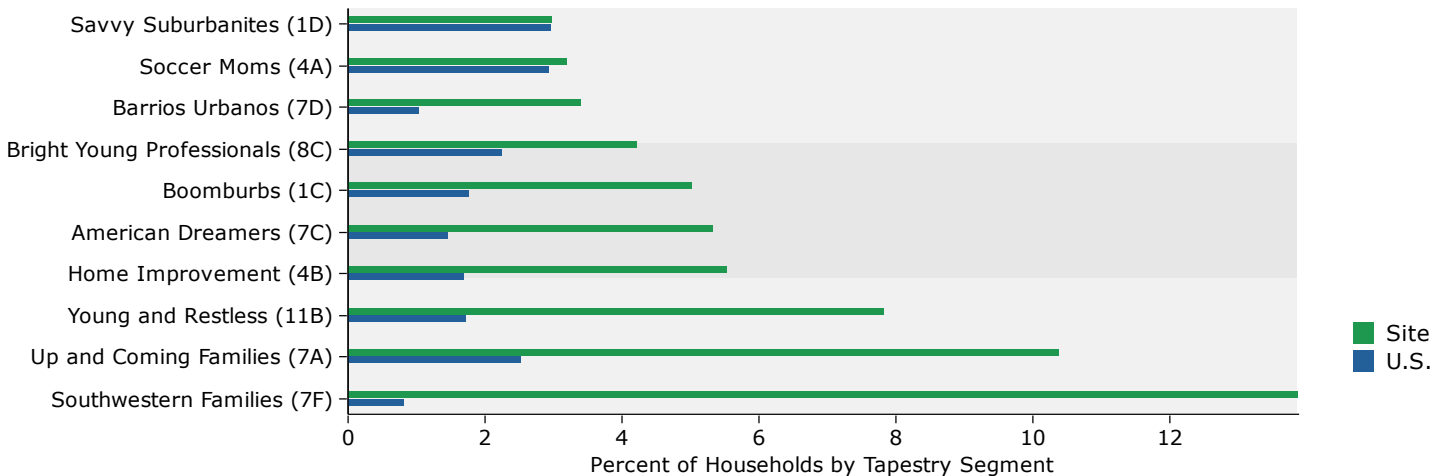


## Top Twenty Tapestry Segments

Rank	Tapestry Segment	2020 Households		2020 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Southwestern Families (7F)	13.9%	13.9%	0.8%	0.8%	1706
2	Up and Coming Families (7A)	10.4%	24.3%	2.5%	3.3%	408
3	Young and Restless (11B)	7.8%	32.1%	1.7%	5.0%	449
4	Home Improvement (4B)	5.5%	37.6%	1.7%	6.7%	326
5	American Dreamers (7C)	5.3%	43.0%	1.5%	8.2%	363
<b>Subtotal</b>		<b>42.9%</b>		<b>8.2%</b>		
6	Boomburbs (1C)	5.0%	48.0%	1.8%	10.0%	284
7	Bright Young Professionals (8C)	4.2%	52.2%	2.3%	12.3%	187
8	Barrios Urbanos (7D)	3.4%	55.7%	1.0%	13.3%	328
9	Soccer Moms (4A)	3.2%	58.9%	3.0%	16.3%	109
10	Savvy Suburbanites (1D)	3.0%	61.9%	3.0%	19.3%	101
<b>Subtotal</b>		<b>18.8%</b>		<b>11.1%</b>		
11	Exurbanites (1E)	2.6%	64.4%	1.9%	21.2%	133
12	Rustbelt Traditions (5D)	2.3%	66.7%	2.2%	23.4%	103
13	Old and Newcomers (8F)	2.1%	68.8%	2.3%	25.7%	93
14	Metro Fusion (11C)	2.1%	71.0%	1.4%	27.1%	153
15	Comfortable Empty Nesters (5A)	1.7%	72.7%	2.4%	29.5%	71
<b>Subtotal</b>		<b>10.8%</b>		<b>10.2%</b>		
16	Emerald City (8B)	1.7%	74.4%	1.4%	30.9%	116
17	Set to Impress (11D)	1.5%	75.9%	1.4%	32.3%	112
18	Down the Road (10D)	1.5%	77.5%	1.2%	33.5%	133
19	Midlife Constants (5E)	1.4%	78.8%	2.5%	36.0%	57
20	Southern Satellites (10A)	1.4%	80.2%	3.2%	39.2%	43
<b>Subtotal</b>		<b>7.5%</b>		<b>9.7%</b>		
<b>Total</b>		<b>80.2%</b>		<b>39.1%</b>		<b>205</b>

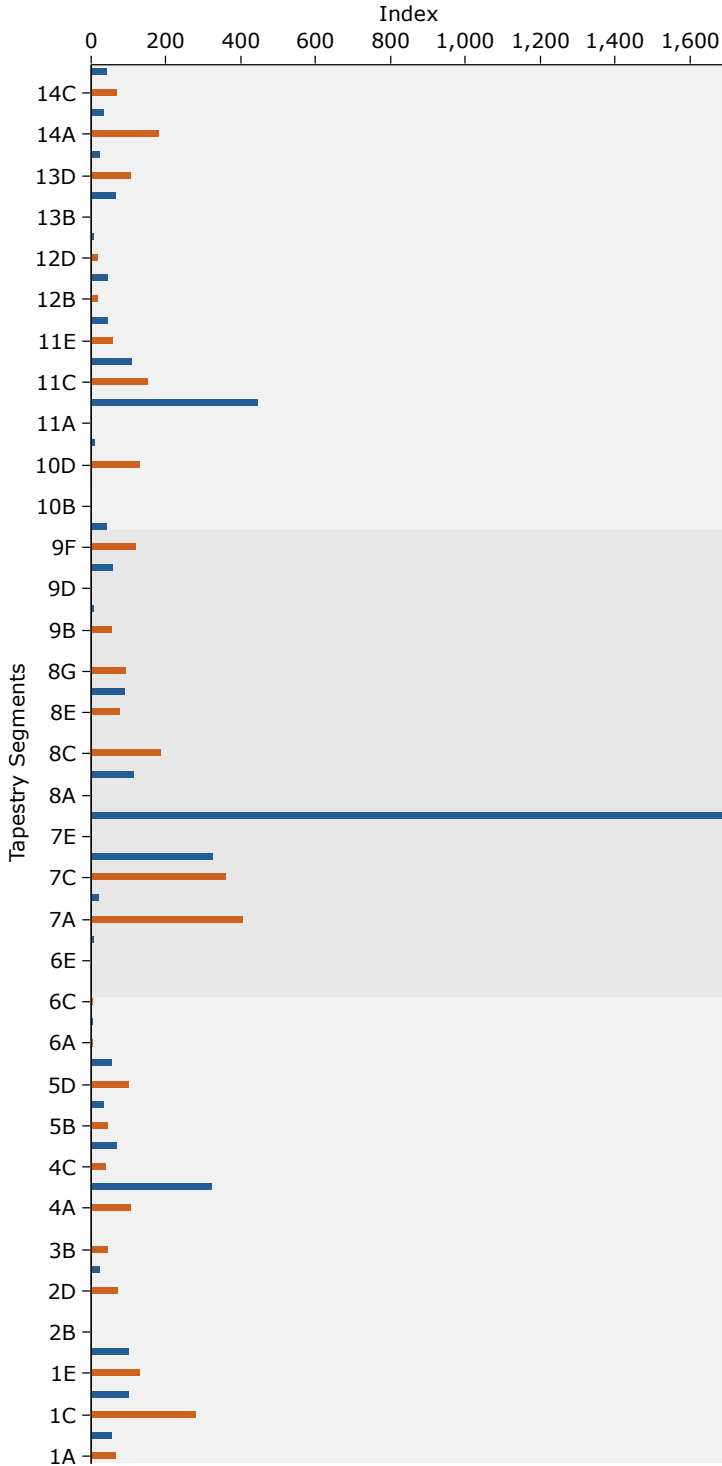
## Top Ten Tapestry Segments Site vs. U.S.



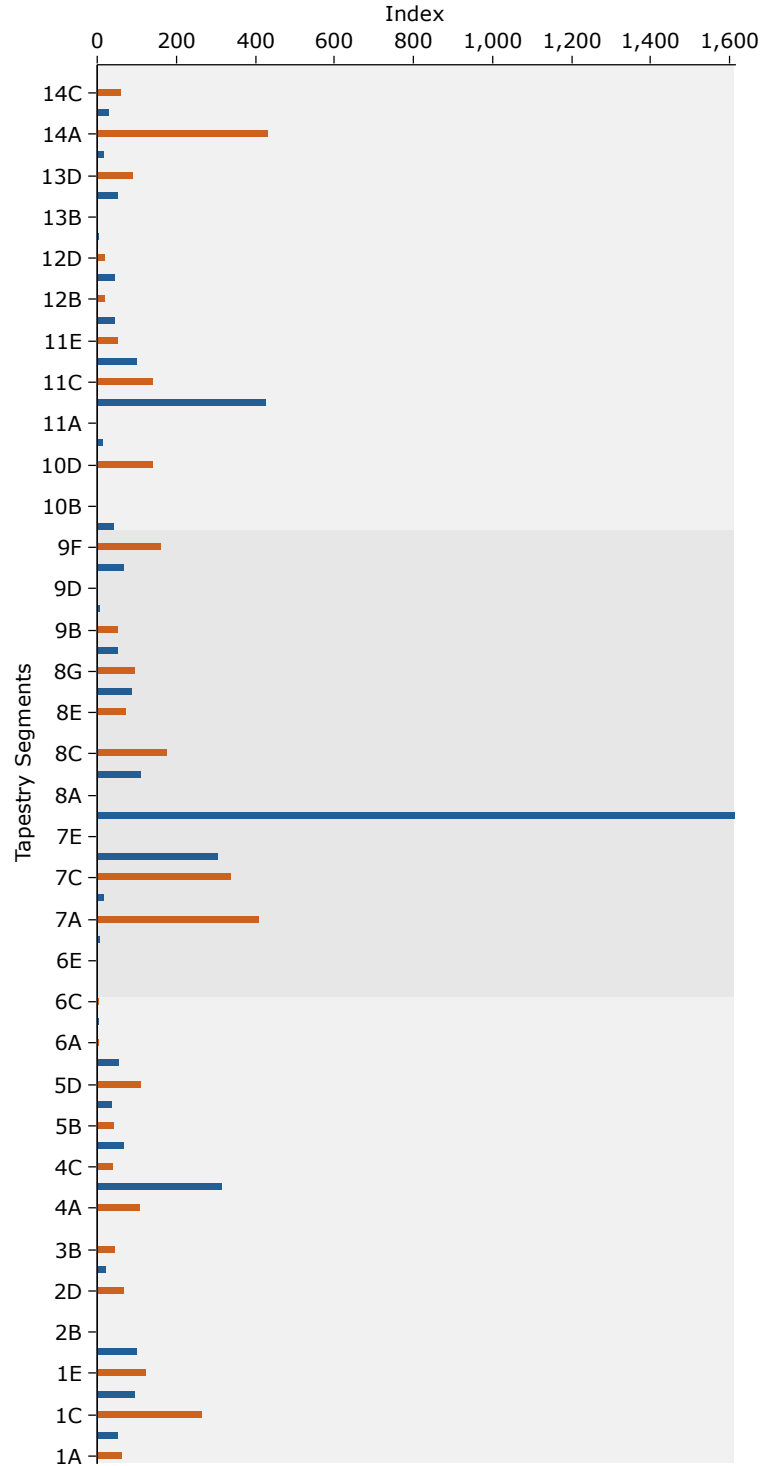
**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

**Source:** Esri

### 2020 Tapestry Indexes by Households



### 2020 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

Bexar County  
Area: 1,256.99 square miles

Prepared by Bexar County IT GIS Team

Tapestry LifeMode Groups	2020 Households			2020 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	711,859	100.0%		1,511,844	100.0%	
<b>1. Affluent Estates</b>	<b>90,270</b>	<b>12.7%</b>	<b>127</b>	<b>193,325</b>	<b>12.8%</b>	<b>120</b>
Top Tier (1A)	8,272	1.2%	69	17,314	1.1%	64
Professional Pride (1B)	6,608	0.9%	57	14,906	1.0%	54
Boomburbs (1C)	35,740	5.0%	284	76,298	5.0%	268
Savvy Suburbanites (1D)	21,342	3.0%	101	47,618	3.1%	98
Exurbanites (1E)	18,308	2.6%	133	37,189	2.5%	127
<b>2. Upscale Avenues</b>	<b>17,164</b>	<b>2.4%</b>	<b>43</b>	<b>33,526</b>	<b>2.2%</b>	<b>38</b>
Urban Chic (2A)	9,445	1.3%	102	19,093	1.3%	103
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	7,719	1.1%	76	14,433	1.0%	71
<b>3. Uptown Individuals</b>	<b>7,843</b>	<b>1.1%</b>	<b>29</b>	<b>12,796</b>	<b>0.8%</b>	<b>27</b>
Laptops and Lattes (3A)	1,964	0.3%	26	3,397	0.2%	25
Metro Renters (3B)	5,879	0.8%	48	9,399	0.6%	47
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
<b>4. Family Landscapes</b>	<b>71,019</b>	<b>10.0%</b>	<b>131</b>	<b>159,309</b>	<b>10.5%</b>	<b>133</b>
Soccer Moms (4A)	22,902	3.2%	109	52,062	3.4%	109
Home Improvement (4B)	39,506	5.5%	326	88,431	5.8%	318
Middleburg (4C)	8,611	1.2%	41	18,816	1.2%	42
<b>5. GenXurban</b>	<b>51,276</b>	<b>7.2%</b>	<b>64</b>	<b>107,283</b>	<b>7.1%</b>	<b>66</b>
Comfortable Empty Nesters (5A)	12,381	1.7%	71	26,108	1.7%	71
In Style (5B)	7,633	1.1%	48	14,303	0.9%	45
Parks and Rec (5C)	5,283	0.7%	38	11,030	0.7%	38
Rustbelt Traditions (5D)	16,050	2.3%	103	34,994	2.3%	113
Midlife Constants (5E)	9,929	1.4%	57	20,848	1.4%	59
<b>6. Cozy Country Living</b>	<b>4,471</b>	<b>0.6%</b>	<b>5</b>	<b>10,165</b>	<b>0.7%</b>	<b>6</b>
Green Acres (6A)	1,101	0.2%	5	2,493	0.2%	5
Salt of the Earth (6B)	1,207	0.2%	6	3,002	0.2%	7
The Great Outdoors (6C)	702	0.1%	6	1,551	0.1%	7
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)	1,461	0.2%	9	3,119	0.2%	10
<b>7. Ethnic Enclaves</b>	<b>236,853</b>	<b>33.3%</b>	<b>465</b>	<b>545,109</b>	<b>36.1%</b>	<b>433</b>
Up and Coming Families (7A)	73,984	10.4%	408	167,062	11.1%	410
Urban Villages (7B)	1,762	0.2%	24	4,410	0.3%	20
American Dreamers (7C)	38,030	5.3%	363	86,198	5.7%	339
Barrios Urbanos (7D)	24,276	3.4%	328	58,017	3.8%	307
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	98,801	13.9%	1,706	229,422	15.2%	1,616

**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

Bexar County  
Area: 1,256.99 square miles

Prepared by Bexar County IT GIS Team

Tapestry LifeMode Groups	2020 Households			2020 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	711,859	100.0%		1,511,844	100.0%	
<b>8. Middle Ground</b>	<b>74,336</b>	<b>10.4%</b>	<b>97</b>	<b>136,222</b>	<b>9.0%</b>	<b>90</b>
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	11,779	1.7%	116	20,791	1.4%	113
Bright Young Professionals (8C)	30,098	4.2%	187	54,627	3.6%	178
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	8,984	1.3%	80	17,080	1.1%	75
Old and Newcomers (8F)	15,274	2.1%	93	26,922	1.8%	90
Hardscrabble Road (8G)	8,201	1.2%	96	16,802	1.1%	97
<b>9. Senior Styles</b>	<b>18,523</b>	<b>2.6%</b>	<b>45</b>	<b>37,854</b>	<b>2.5%</b>	<b>50</b>
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	5,535	0.8%	58	9,694	0.6%	55
The Elders (9C)	478	0.1%	9	808	0.1%	9
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	5,445	0.8%	63	10,805	0.7%	71
Social Security Set (9F)	7,065	1.0%	123	16,547	1.1%	166
<b>10. Rustic Outposts</b>	<b>22,050</b>	<b>3.1%</b>	<b>37</b>	<b>50,881</b>	<b>3.4%</b>	<b>40</b>
Southern Satellites (10A)	9,672	1.4%	43	22,200	1.5%	46
Rooted Rural (10B)	2	0.0%	0	7	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	10,938	1.5%	133	25,378	1.7%	144
Rural Bypasses (10E)	1,438	0.2%	15	3,296	0.2%	16
<b>11. Midtown Singles</b>	<b>85,653</b>	<b>12.0%</b>	<b>196</b>	<b>143,792</b>	<b>9.5%</b>	<b>175</b>
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	55,719	7.8%	449	91,016	6.0%	432
Metro Fusion (11C)	15,236	2.1%	153	27,707	1.8%	141
Set to Impress (11D)	10,979	1.5%	112	18,698	1.2%	105
City Commons (11E)	3,719	0.5%	60	6,371	0.4%	54
<b>12. Hometown</b>	<b>14,593</b>	<b>2.0%</b>	<b>34</b>	<b>29,954</b>	<b>2.0%</b>	<b>35</b>
Family Foundations (12A)	3,579	0.5%	49	7,783	0.5%	49
Traditional Living (12B)	2,707	0.4%	20	6,022	0.4%	22
Small Town Simplicity (12C)	6,310	0.9%	48	11,996	0.8%	48
Modest Income Homes (12D)	1,997	0.3%	22	4,153	0.3%	22
<b>13. Next Wave</b>	<b>10,565</b>	<b>1.5%</b>	<b>39</b>	<b>19,937</b>	<b>1.3%</b>	<b>30</b>
International Marketplace (13A)	860	0.1%	10	1,651	0.1%	8
Las Casas (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	3,844	0.5%	70	7,271	0.5%	56
Fresh Ambitions (13D)	4,851	0.7%	108	9,559	0.6%	94
High Rise Renters (13E)	1,010	0.1%	29	1,456	0.1%	19
<b>14. Scholars and Patriots</b>	<b>7,239</b>	<b>1.0%</b>	<b>63</b>	<b>31,685</b>	<b>2.1%</b>	<b>92</b>
Military Proximity (14A)	1,940	0.3%	186	17,738	1.2%	433
College Towns (14B)	2,667	0.4%	39	4,761	0.3%	31
Dorms to Diplomas (14C)	2,632	0.4%	73	9,186	0.6%	62
Unclassified (15)	4	0.0%	43	6	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

Bexar County  
Area: 1,256.99 square miles

Prepared by Bexar County IT GIS Team

Tapestry Urbanization Groups	2020 Households			2020 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	711,859	100.0%		1,511,844	100.0%	
<b>1. Principal Urban Center</b>	<b>17,548</b>	<b>2.5%</b>	<b>35</b>	<b>31,082</b>	<b>2.1%</b>	<b>31</b>
Laptops and Lattes (3A)	1,964	0.3%	26	3,397	0.2%	25
Metro Renters (3B)	5,879	0.8%	48	9,399	0.6%	47
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)	3,844	0.5%	70	7,271	0.5%	56
Fresh Ambitions (13D)	4,851	0.7%	108	9,559	0.6%	94
High Rise Renters (13E)	1,010	0.1%	29	1,456	0.1%	19
<b>2. Urban Periphery</b>	<b>230,689</b>	<b>32.4%</b>	<b>196</b>	<b>508,962</b>	<b>33.7%</b>	<b>191</b>
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	16,050	2.3%	103	34,994	2.3%	113
Urban Villages (7B)	1,762	0.2%	24	4,410	0.3%	20
American Dreamers (7C)	38,030	5.3%	363	86,198	5.7%	339
Barrios Urbanos (7D)	24,276	3.4%	328	58,017	3.8%	307
Southwestern Families (7F)	98,801	13.9%	1,706	229,422	15.2%	1,616
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	30,098	4.2%	187	54,627	3.6%	178
Metro Fusion (11C)	15,236	2.1%	153	27,707	1.8%	141
Family Foundations (12A)	3,579	0.5%	49	7,783	0.5%	49
Modest Income Homes (12D)	1,997	0.3%	22	4,153	0.3%	22
International Marketplace (13A)	860	0.1%	10	1,651	0.1%	8
Las Casas (13B)	0	0.0%	0	0	0.0%	0
<b>3. Metro Cities</b>	<b>142,804</b>	<b>20.1%</b>	<b>111</b>	<b>259,304</b>	<b>17.2%</b>	<b>102</b>
In Style (5B)	7,633	1.1%	48	14,303	0.9%	45
Emerald City (8B)	11,779	1.7%	116	20,791	1.4%	113
Front Porches (8E)	8,984	1.3%	80	17,080	1.1%	75
Old and Newcomers (8F)	15,274	2.1%	93	26,922	1.8%	90
Hardscrabble Road (8G)	8,201	1.2%	96	16,802	1.1%	97
Retirement Communities (9E)	5,445	0.8%	63	10,805	0.7%	71
Social Security Set (9F)	7,065	1.0%	123	16,547	1.1%	166
Young and Restless (11B)	55,719	7.8%	449	91,016	6.0%	432
Set to Impress (11D)	10,979	1.5%	112	18,698	1.2%	105
City Commons (11E)	3,719	0.5%	60	6,371	0.4%	54
Traditional Living (12B)	2,707	0.4%	20	6,022	0.4%	22
College Towns (14B)	2,667	0.4%	39	4,761	0.3%	31
Dorms to Diplomas (14C)	2,632	0.4%	73	9,186	0.6%	62

**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

Bexar County  
Area: 1,256.99 square miles

Prepared by Bexar County IT GIS Team

Tapestry Urbanization Groups	2020 Households			2020 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	711,859	100.0%		1,511,844	100.0%	
<b>4. Suburban Periphery</b>	<b>279,372</b>	<b>39.2%</b>	<b>123</b>	<b>620,632</b>	<b>41.1%</b>	<b>125</b>
Top Tier (1A)	8,272	1.2%	69	17,314	1.1%	64
Professional Pride (1B)	6,608	0.9%	57	14,906	1.0%	54
Boomburbs (1C)	35,740	5.0%	284	76,298	5.0%	268
Savvy Suburbanites (1D)	21,342	3.0%	101	47,618	3.1%	98
Exurbanites (1E)	18,308	2.6%	133	37,189	2.5%	127
Urban Chic (2A)	9,445	1.3%	102	19,093	1.3%	103
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	7,719	1.1%	76	14,433	1.0%	71
Soccer Moms (4A)	22,902	3.2%	109	52,062	3.4%	109
Home Improvement (4B)	39,506	5.5%	326	88,431	5.8%	318
Comfortable Empty Nesters (5A)	12,381	1.7%	71	26,108	1.7%	71
Parks and Rec (5C)	5,283	0.7%	38	11,030	0.7%	38
Midlife Constants (5E)	9,929	1.4%	57	20,848	1.4%	59
Up and Coming Families (7A)	73,984	10.4%	408	167,062	11.1%	410
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	5,535	0.8%	58	9,694	0.6%	55
The Elders (9C)	478	0.1%	9	808	0.1%	9
Military Proximity (14A)	1,940	0.3%	186	17,738	1.2%	433
<b>5. Semirural</b>	<b>27,320</b>	<b>3.8%</b>	<b>41</b>	<b>59,309</b>	<b>3.9%</b>	<b>43</b>
Middleburg (4C)	8,611	1.2%	41	18,816	1.2%	42
Heartland Communities (6F)	1,461	0.2%	9	3,119	0.2%	10
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)	10,938	1.5%	133	25,378	1.7%	144
Small Town Simplicity (12C)	6,310	0.9%	48	11,996	0.8%	48
<b>6. Rural</b>	<b>14,122</b>	<b>2.0%</b>	<b>12</b>	<b>32,549</b>	<b>2.2%</b>	<b>13</b>
Green Acres (6A)	1,101	0.2%	5	2,493	0.2%	5
Salt of the Earth (6B)	1,207	0.2%	6	3,002	0.2%	7
The Great Outdoors (6C)	702	0.1%	6	1,551	0.1%	7
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)	9,672	1.4%	43	22,200	1.5%	46
Rooted Rural (10B)	2	0.0%	0	7	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	1,438	0.2%	15	3,296	0.2%	16
Unclassified (15)	4	0.0%	43	6	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