



Tapestry Segmentation Area Profile

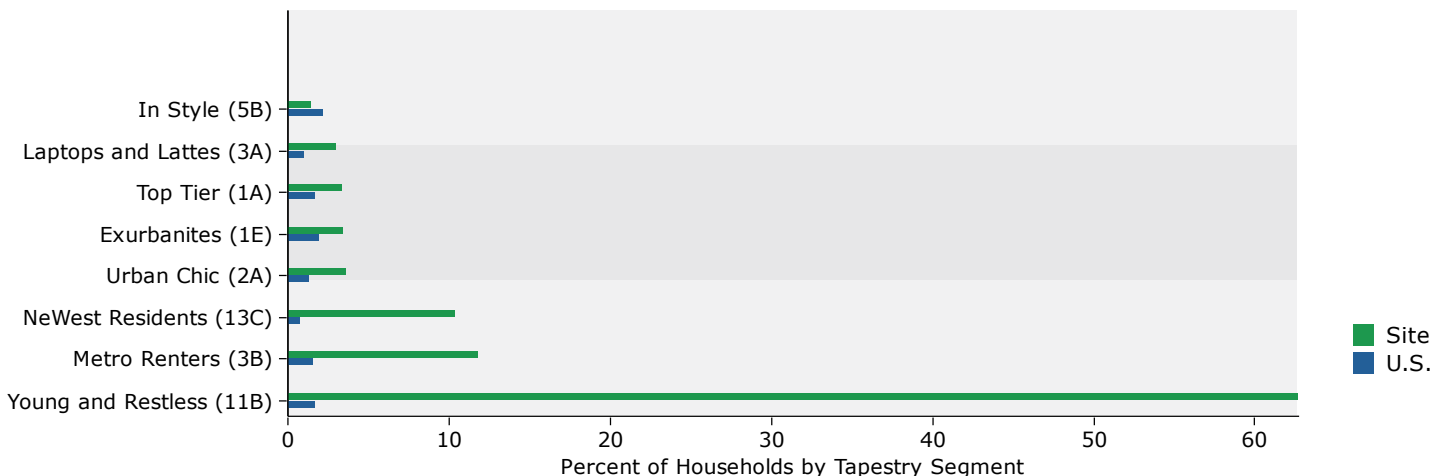
Westheimer Crossing
 7530 Westheimer Rd, Houston, Texas, 77063
 Ring Band: 0 - 1 mile radius

Prepared by Esri
 Latitude: 29.73761
 Longitude: -95.50242

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2017 Households		2017 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Young and Restless (11B)	62.7%	62.7%	1.7%	1.7%	3625
2	Metro Renters (3B)	11.8%	74.5%	1.6%	3.3%	760
3	NeWest Residents (13C)	10.4%	84.9%	0.8%	4.1%	1,317
4	Urban Chic (2A)	3.6%	88.5%	1.3%	5.4%	273
5	Exurbanites (1E)	3.5%	92.0%	1.9%	7.3%	181
Subtotal		92.0%		7.3%		
6	Top Tier (1A)	3.4%	95.4%	1.7%	9.0%	200
7	Laptops and Lattes (3A)	3.0%	98.4%	1.1%	10.1%	287
8	In Style (5B)	1.5%	99.9%	2.2%	12.3%	66
Subtotal		7.9%		5.0%		
Total		100.0%		12.4%		809

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

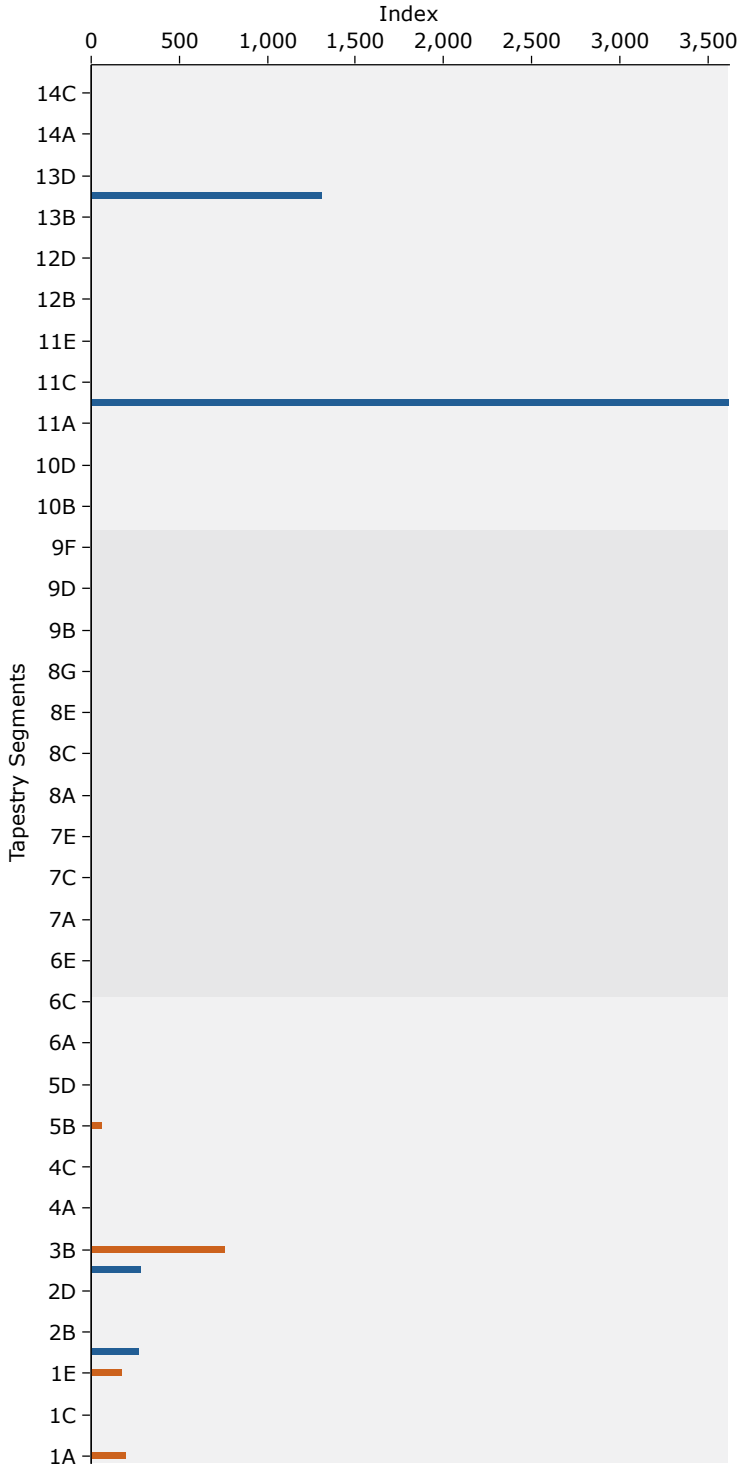


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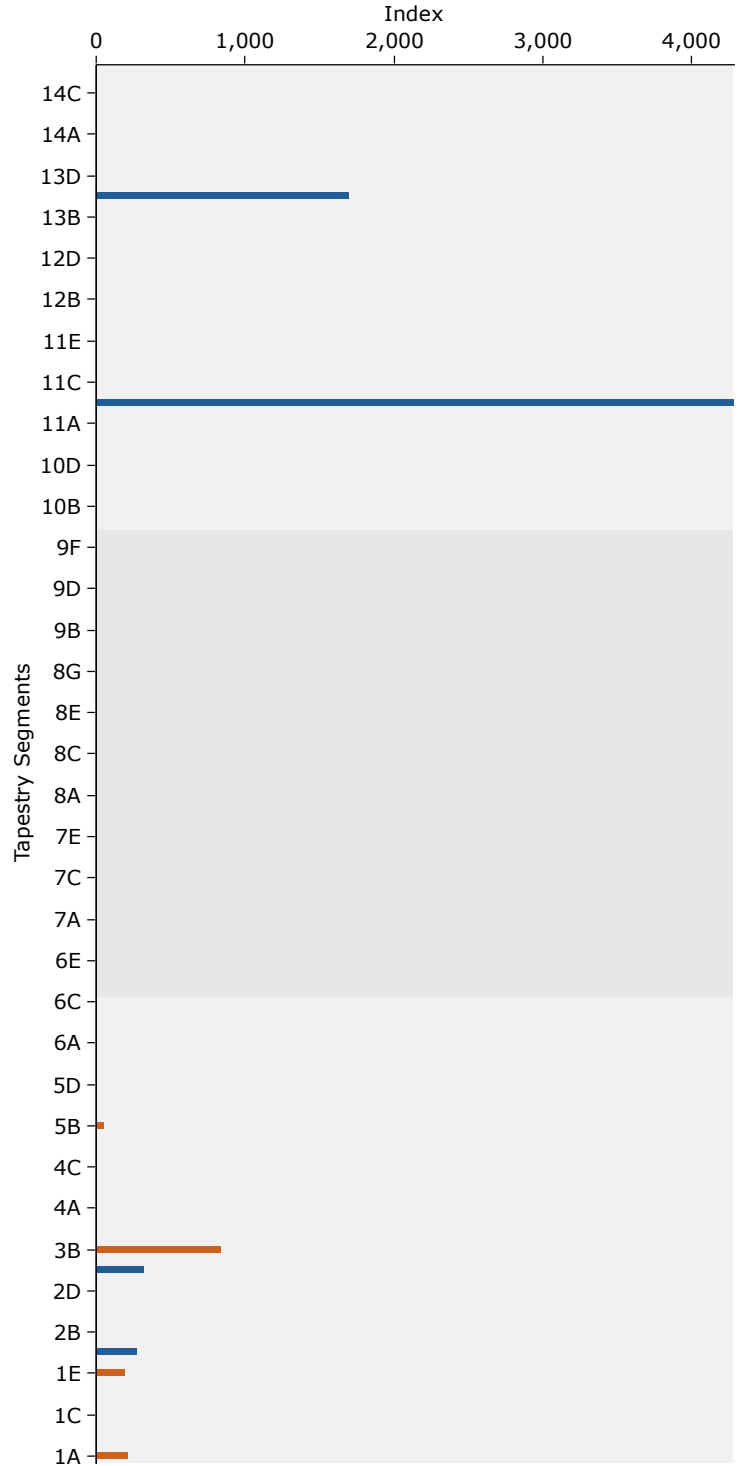
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2017 Tapestry Indexes by Households



2017 Tapestry Indexes by Total Population 18+



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Tapestry LifeMode Groups	2017 Households			2017 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	17,191	100.0%		29,954	100.0%	
1. Affluent Estates	1,194	6.9%	70	2,364	7.9%	75
Top Tier (1A)	589	3.4%	200	1,199	4.0%	221
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)	605	3.5%	181	1,165	3.9%	199
2. Upscale Avenues	622	3.6%	64	1,050	3.5%	59
Urban Chic (2A)	622	3.6%	273	1,050	3.5%	280
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	2,552	14.8%	403	3,917	13.1%	430
Laptops and Lattes (3A)	523	3.0%	287	847	2.8%	325
Metro Renters (3B)	2,029	11.8%	760	3,070	10.2%	845
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	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
Middleburg (4C)	0	0.0%	0	0	0.0%	0
5. GenXurban	253	1.5%	13	390	1.3%	12
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
In Style (5B)	253	1.5%	66	390	1.3%	62
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
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	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
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

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Tapestry LifeMode Groups	2017 Households			2017 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	17,191	100.0%		29,954	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	10,786	62.7%	1008	17,779	59.4%	1078
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	10,786	62.7%	3,625	17,779	59.4%	4,289
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	1,784	10.4%	265	4,454	14.9%	331
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)	1,784	10.4%	1,317	4,454	14.9%	1,704
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.

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Tapestry Urbanization Groups	2017 Households			2017 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	17,191	100.0%		29,954	100.0%	
1. Principal Urban Center	4,336	25.2%	357	8,371	27.9%	419
Laptops and Lattes (3A)	523	3.0%	287	847	2.8%	325
Metro Renters (3B)	2,029	11.8%	760	3,070	10.2%	845
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)	1,784	10.4%	1,317	4,454	14.9%	1,704
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	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
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	11,039	64.2%	352	18,169	60.7%	358
In Style (5B)	253	1.5%	66	390	1.3%	62
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)	10,786	62.7%	3,625	17,779	59.4%	4,289
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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	Number	Percent	Index	Number	Percent	Index
Total:	17,191	100.0%		29,954	100.0%	
4. Suburban Periphery	1,816	10.6%	33	3,414	11.4%	35
Top Tier (1A)	589	3.4%	200	1,199	4.0%	221
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)	605	3.5%	181	1,165	3.9%	199
Urban Chic (2A)	622	3.6%	273	1,050	3.5%	280
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)	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
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	0	0.0%	0	0	0.0%	0
Middleburg (4C)	0	0.0%	0	0	0.0%	0
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
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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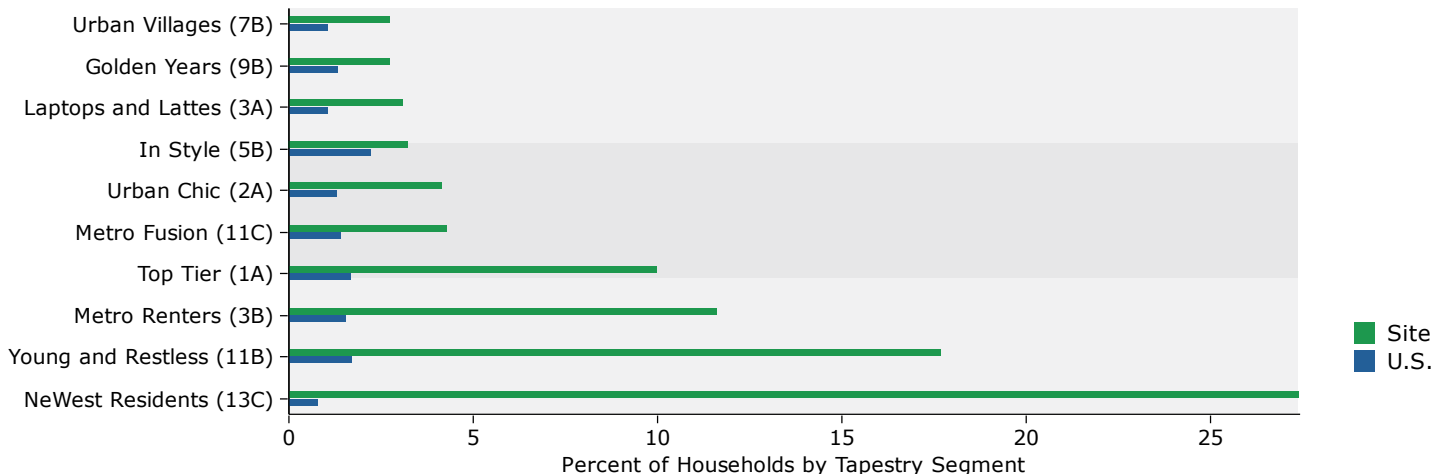
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		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	NeWest Residents (13C)	27.4%	27.4%	0.8%	0.8%	3480
2	Young and Restless (11B)	17.7%	45.1%	1.7%	2.5%	1,024
3	Metro Renters (3B)	11.6%	56.7%	1.6%	4.1%	750
4	Top Tier (1A)	10.0%	66.7%	1.7%	5.8%	582
5	Metro Fusion (11C)	4.3%	71.0%	1.4%	7.2%	303
Subtotal		71.0%		7.2%		
6	Urban Chic (2A)	4.2%	75.2%	1.3%	8.5%	315
7	In Style (5B)	3.3%	78.5%	2.2%	10.7%	146
8	Laptops and Lattes (3A)	3.1%	81.6%	1.1%	11.8%	295
9	Golden Years (9B)	2.8%	84.4%	1.3%	13.1%	207
10	Urban Villages (7B)	2.8%	87.2%	1.1%	14.2%	258
Subtotal		16.2%		7.0%		
11	Exurbanites (1E)	2.0%	89.2%	1.9%	16.1%	103
12	Old and Newcomers (8F)	1.6%	90.8%	2.3%	18.4%	70
13	Retirement Communities (9E)	1.5%	92.3%	1.2%	19.6%	119
14	International Marketplace (13A)	1.4%	93.7%	1.2%	20.8%	109
15	Emerald City (8B)	1.3%	95.0%	1.4%	22.2%	93
Subtotal		7.8%		8.0%		
16	Trendsetters (3C)	1.3%	96.3%	1.1%	23.3%	122
17	Enterprising Professionals (2D)	1.0%	97.3%	1.4%	24.7%	74
18	Barrios Urbanos (7D)	1.0%	98.3%	1.0%	25.7%	94
19	Parks and Rec (5C)	1.0%	99.3%	2.0%	27.7%	48
20	Silver & Gold (9A)	0.5%	99.8%	0.8%	28.5%	65
Subtotal		4.8%		6.3%		
Total		99.8%		28.7%		348

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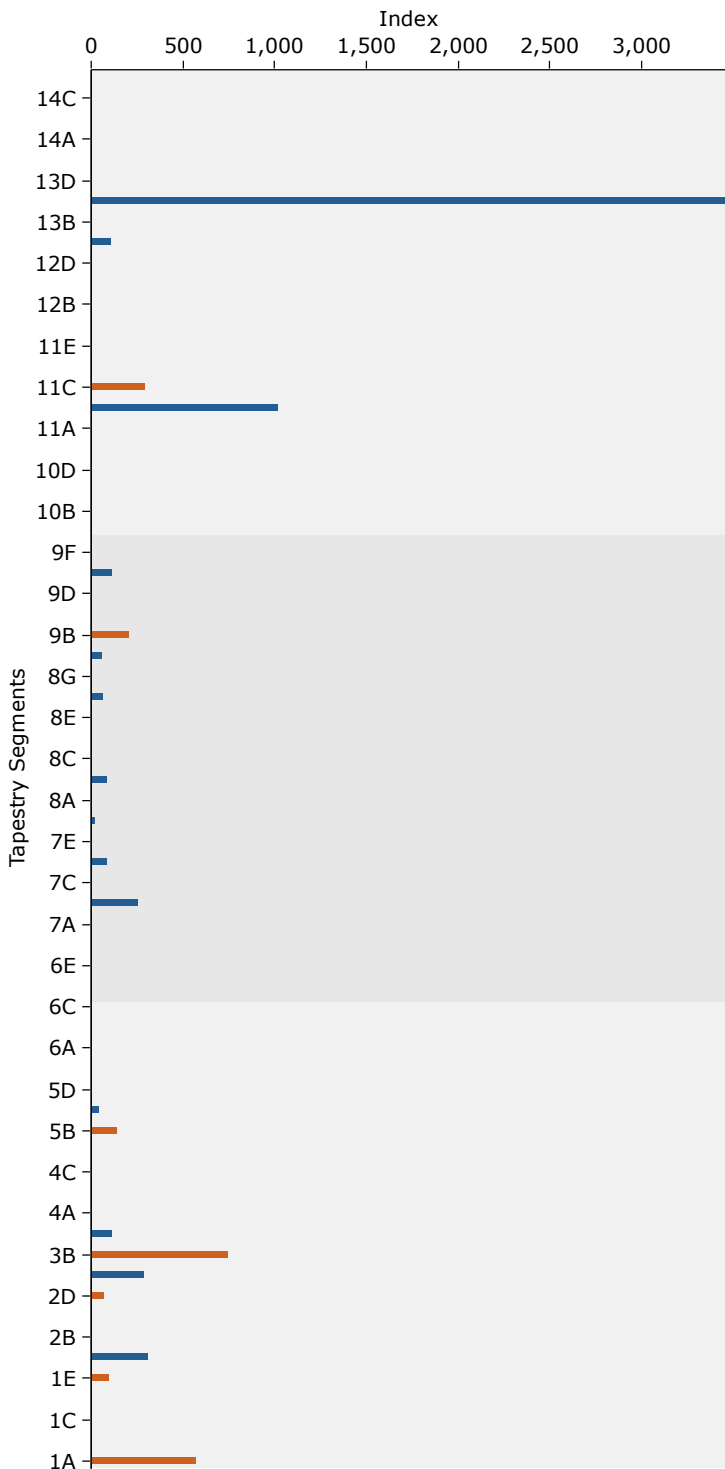


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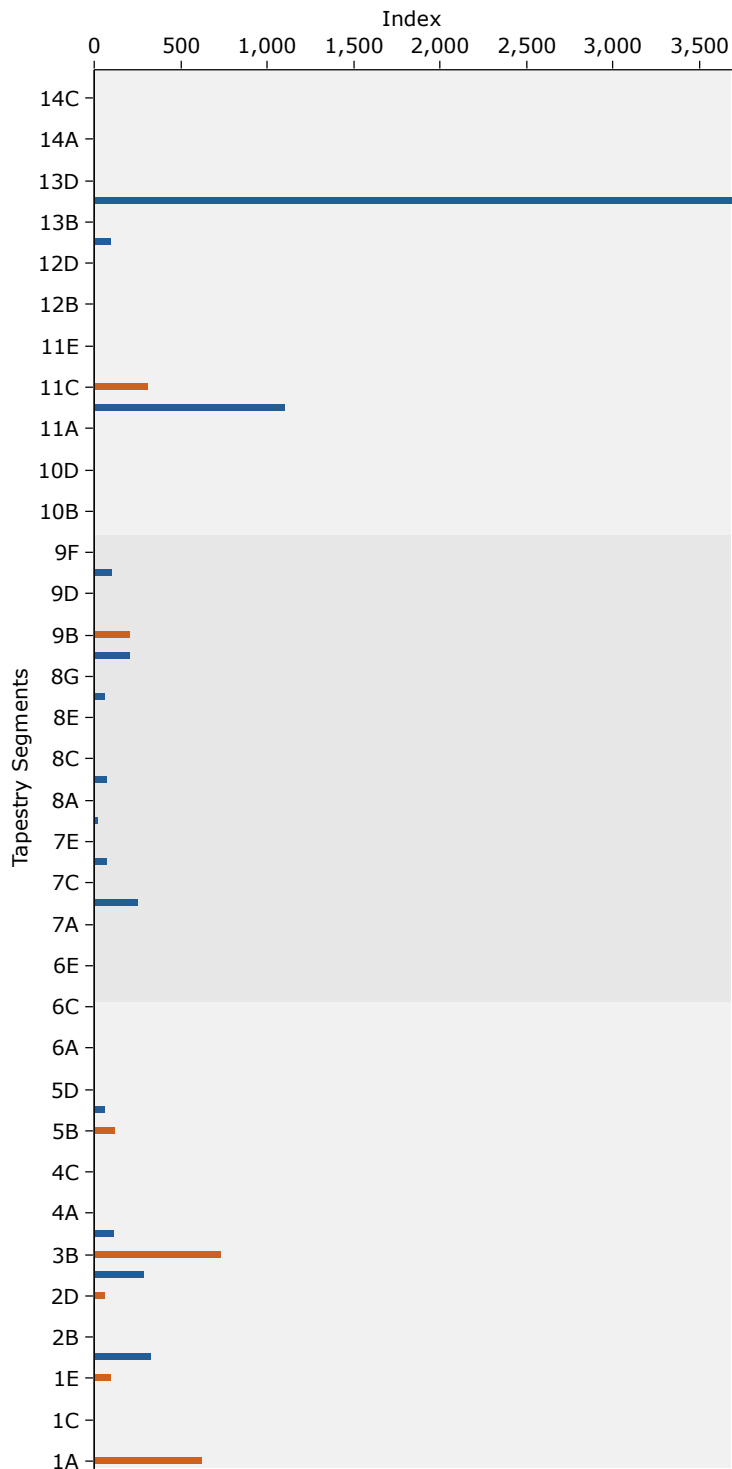
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	Number	Percent	Index	Number	Percent	Index
Total:	80,710	100.0%		147,171	100.0%	
1. Affluent Estates	9,686	12.0%	122	19,719	13.4%	128
Top Tier (1A)	8,061	10.0%	582	16,776	11.4%	629
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	1,625	2.0%	103	2,943	2.0%	102
2. Upscale Avenues	4,216	5.2%	92	7,383	5.0%	85
Urban Chic (2A)	3,372	4.2%	315	6,072	4.1%	330
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	844	1.0%	74	1,311	0.9%	68
3. Uptown Individuals	12,971	16.1%	436	18,744	12.7%	419
Laptops and Lattes (3A)	2,530	3.1%	295	3,814	2.6%	298
Metro Renters (3B)	9,389	11.6%	750	13,267	9.0%	743
Trendsetters (3C)	1,052	1.3%	122	1,663	1.1%	118
4. Family Landscapes	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
Middleburg (4C)	0	0.0%	0	0	0.0%	0
5. GenXurban	3,423	4.2%	37	5,736	3.9%	36
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
In Style (5B)	2,646	3.3%	146	3,888	2.6%	126
Parks and Rec (5C)	777	1.0%	48	1,848	1.3%	65
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
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	3,210	4.0%	57	7,592	5.2%	63
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	2,232	2.8%	258	5,641	3.8%	260
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	794	1.0%	94	1,557	1.1%	84
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	184	0.2%	27	394	0.3%	28

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

Westheimer Crossing
 7530 Westheimer Rd, Houston, Texas, 77063
 Ring Band: 1 - 3 mile radius

Prepared by Esri
 Latitude: 29.73761
 Longitude: -95.50242

Tapestry LifeMode Groups	2017 Households			2017 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	80,710	100.0%		147,171	100.0%	
8. Middle Ground	2,368	2.9%	27	3,538	2.4%	24
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	1,062	1.3%	93	1,475	1.0%	82
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)	1,306	1.6%	70	2,063	1.4%	70
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	3,819	4.7%	82	6,132	4.2%	83
Silver & Gold (9A)	401	0.5%	65	679	0.5%	67
Golden Years (9B)	2,246	2.8%	207	3,792	2.6%	216
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)	1,172	1.5%	119	1,661	1.1%	111
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	17,784	22.0%	354	28,770	19.5%	355
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	14,307	17.7%	1,024	22,609	15.4%	1,110
Metro Fusion (11C)	3,477	4.3%	303	6,161	4.2%	318
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	23,233	28.8%	734	49,557	33.7%	748
International Marketplace (13A)	1,091	1.4%	109	2,095	1.4%	102
Las Casas (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	22,142	27.4%	3,480	47,462	32.2%	3,695
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 Segmentation Area Profile

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Tapestry Urbanization Groups	2017 Households			2017 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	80,710	100.0%		147,171	100.0%	
1. Principal Urban Center	35,113	43.5%	616	66,206	45.0%	674
Laptops and Lattes (3A)	2,530	3.1%	295	3,814	2.6%	298
Metro Renters (3B)	9,389	11.6%	750	13,267	9.0%	743
Trendsetters (3C)	1,052	1.3%	122	1,663	1.1%	118
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)	22,142	27.4%	3,480	47,462	32.2%	3,695
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	7,778	9.6%	57	15,848	10.8%	60
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	2,232	2.8%	258	5,641	3.8%	260
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	794	1.0%	94	1,557	1.1%	84
Southwestern Families (7F)	184	0.2%	27	394	0.3%	28
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)	3,477	4.3%	303	6,161	4.2%	318
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)	1,091	1.4%	109	2,095	1.4%	102
Las Casas (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	20,493	25.4%	139	31,696	21.5%	127
In Style (5B)	2,646	3.3%	146	3,888	2.6%	126
Emerald City (8B)	1,062	1.3%	93	1,475	1.0%	82
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	1,306	1.6%	70	2,063	1.4%	70
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	1,172	1.5%	119	1,661	1.1%	111
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	14,307	17.7%	1,024	22,609	15.4%	1,110
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 Segmentation Area Profile

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 7530 Westheimer Rd, Houston, Texas, 77063
 Ring Band: 1 - 3 mile radius

Prepared by Esri
 Latitude: 29.73761
 Longitude: -95.50242

Tapestry Urbanization Groups	2017 Households			2017 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	80,710	100.0%		147,171	100.0%	
4. Suburban Periphery	17,326	21.5%	68	33,421	22.7%	70
Top Tier (1A)	8,061	10.0%	582	16,776	11.4%	629
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)	1,625	2.0%	103	2,943	2.0%	102
Urban Chic (2A)	3,372	4.2%	315	6,072	4.1%	330
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	844	1.0%	74	1,311	0.9%	68
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)	777	1.0%	48	1,848	1.3%	65
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	401	0.5%	65	679	0.5%	67
Golden Years (9B)	2,246	2.8%	207	3,792	2.6%	216
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	0	0.0%	0	0	0.0%	0
Middleburg (4C)	0	0.0%	0	0	0.0%	0
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
Rural Bypasses (10E)	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

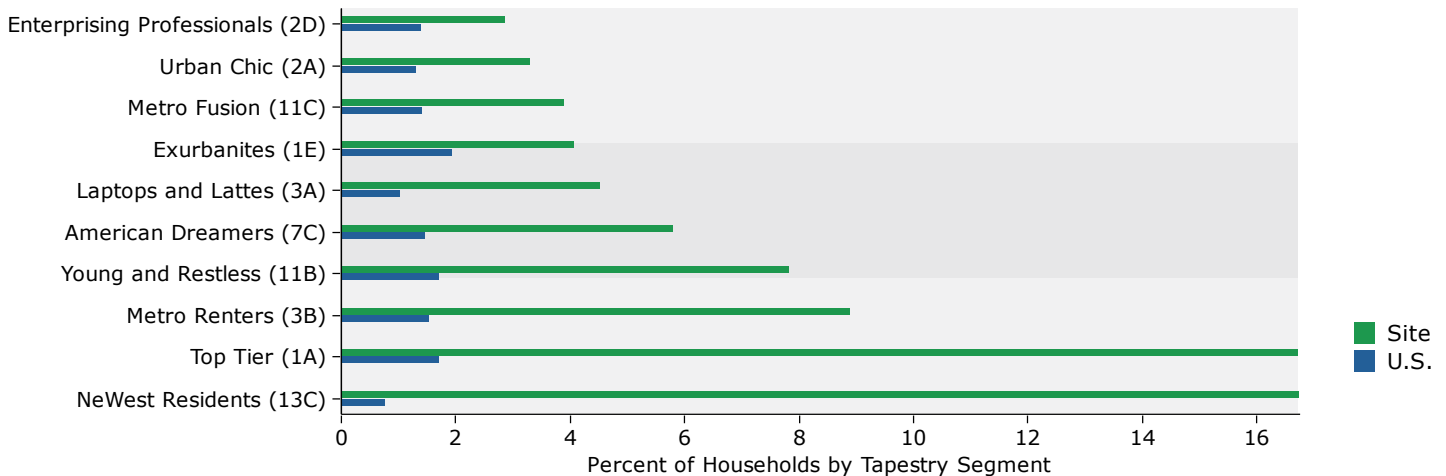
Westheimer Crossing
 7530 Westheimer Rd, Houston, Texas, 77063
 Ring Band: 3 - 5 mile radius

Prepared by Esri
 Latitude: 29.73761
 Longitude: -95.50242

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2017 Households		2017 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	NeWest Residents (13C)	16.8%	16.8%	0.8%	0.8%	2126
2	Top Tier (1A)	16.7%	33.5%	1.7%	2.5%	976
3	Metro Renters (3B)	8.9%	42.4%	1.6%	4.1%	574
4	Young and Restless (11B)	7.9%	50.3%	1.7%	5.8%	454
5	American Dreamers (7C)	5.8%	56.1%	1.5%	7.3%	392
Subtotal		56.1%		7.3%		
6	Laptops and Lattes (3A)	4.5%	60.6%	1.1%	8.4%	427
7	Exurbanites (1E)	4.1%	64.7%	1.9%	10.3%	210
8	Metro Fusion (11C)	3.9%	68.6%	1.4%	11.7%	275
9	Urban Chic (2A)	3.3%	71.9%	1.3%	13.0%	250
10	Enterprising Professionals (2D)	2.9%	74.8%	1.4%	14.4%	205
Subtotal		18.7%		7.1%		
11	International Marketplace (13A)	2.6%	77.4%	1.2%	15.6%	208
12	In Style (5B)	2.5%	79.9%	2.2%	17.8%	112
13	Golden Years (9B)	2.4%	82.3%	1.3%	19.1%	180
14	Retirement Communities (9E)	2.0%	84.3%	1.2%	20.3%	164
15	Front Porches (8E)	1.7%	86.0%	1.6%	21.9%	109
Subtotal		11.2%		7.5%		
16	Comfortable Empty Nesters (5A)	1.4%	87.4%	2.5%	24.4%	58
17	Southwestern Families (7F)	1.4%	88.8%	0.8%	25.2%	169
18	High Rise Renters (13E)	1.4%	90.2%	0.5%	25.7%	273
19	City Lights (8A)	1.4%	91.6%	1.5%	27.2%	93
20	Trendsetters (3C)	1.2%	92.8%	1.1%	28.3%	112
Subtotal		6.8%		6.4%		
Total		92.9%		28.4%		327

Top Ten Tapestry Segments Site vs. U.S.



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Source: Esri

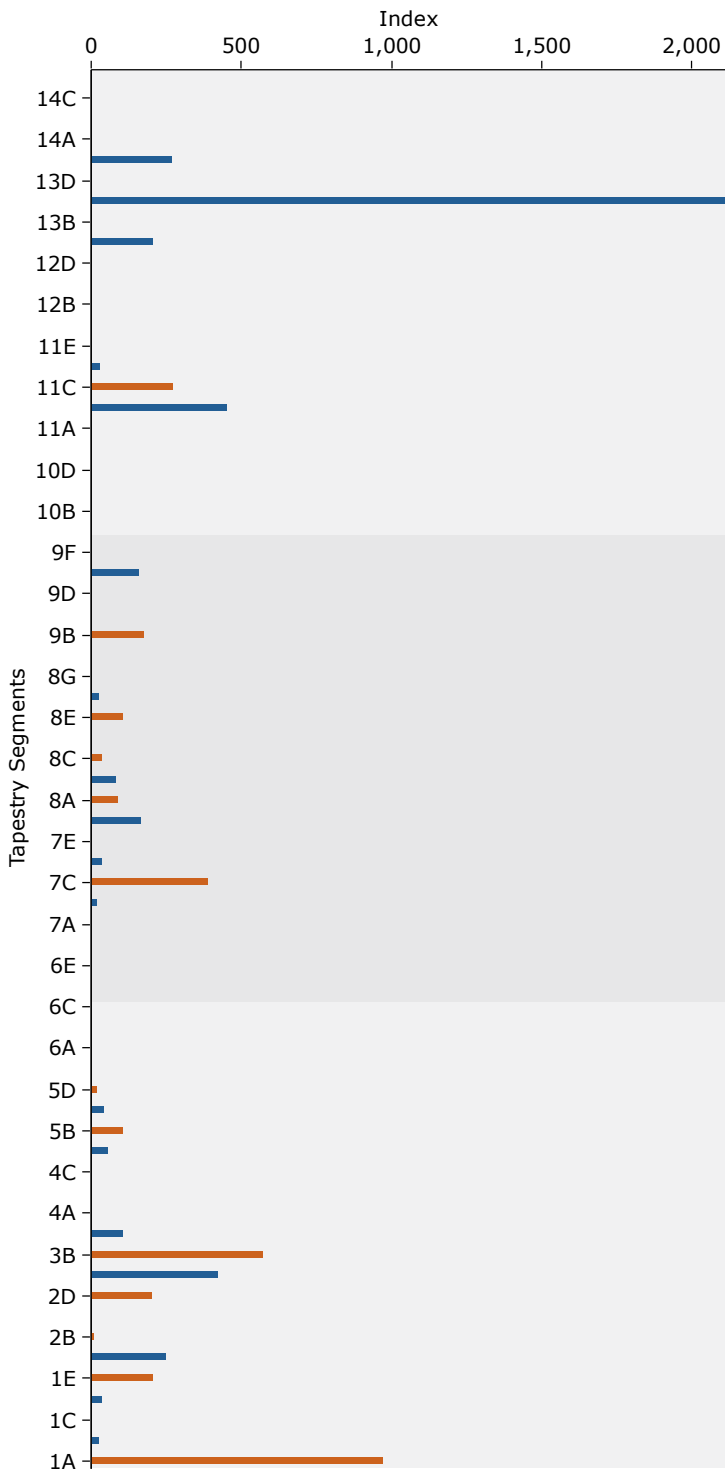


Tapestry Segmentation Area Profile

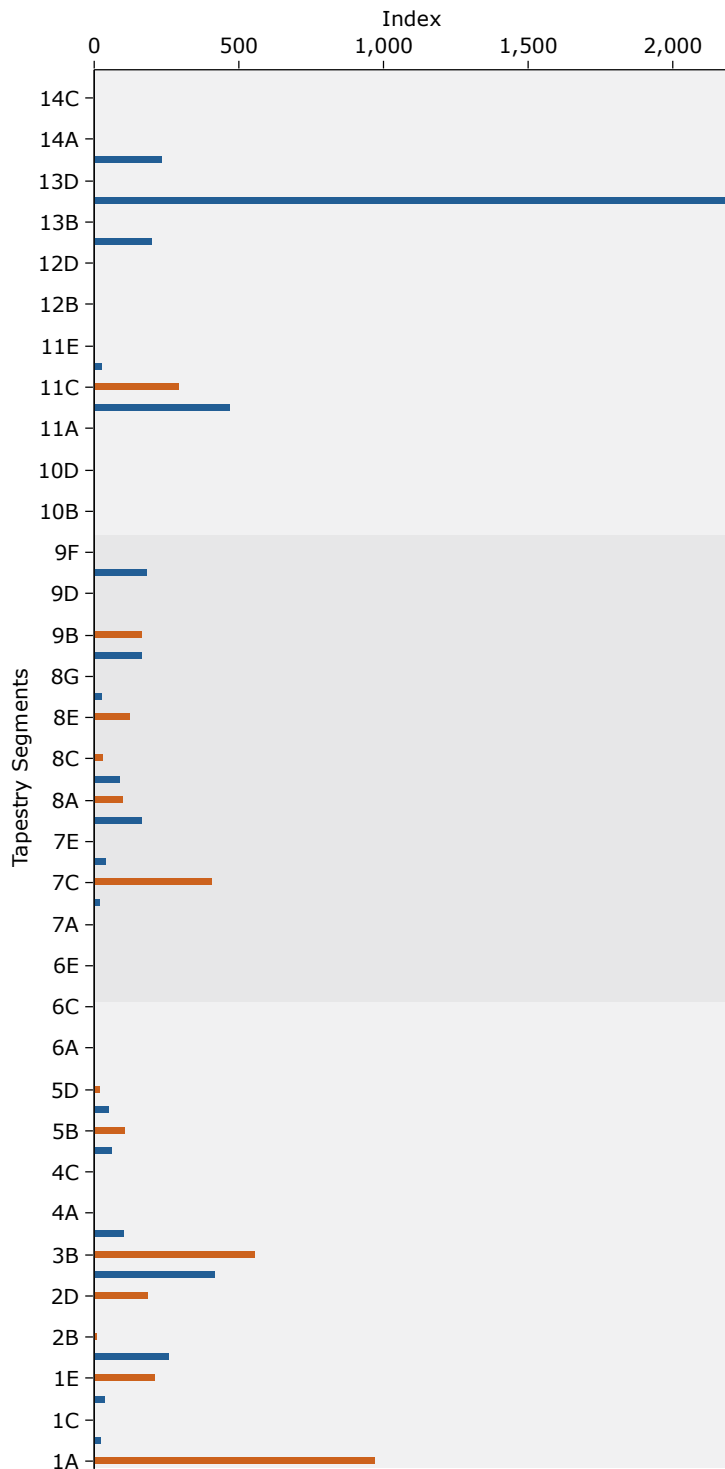
Westheimer Crossing
 7530 Westheimer Rd, Houston, Texas, 77063
 Ring Band: 3 - 5 mile radius

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 Latitude: 29.73761
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2017 Tapestry Indexes by Households



2017 Tapestry Indexes by Total Population 18+



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Tapestry Segmentation Area Profile

Westheimer Crossing
 7530 Westheimer Rd, Houston, Texas, 77063
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Tapestry LifeMode Groups	2017 Households			2017 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	120,707	100.0%		230,214	100.0%	
1. Affluent Estates	27,095	22.4%	227	54,128	23.5%	224
Top Tier (1A)	20,211	16.7%	976	40,619	17.6%	974
Professional Pride (1B)	539	0.4%	28	1,131	0.5%	27
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	1,411	1.2%	39	2,839	1.2%	38
Exurbanites (1E)	4,934	4.1%	210	9,539	4.1%	212
2. Upscale Avenues	7,863	6.5%	115	14,027	6.1%	103
Urban Chic (2A)	4,007	3.3%	250	7,504	3.3%	260
Pleasantville (2B)	373	0.3%	14	782	0.3%	14
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	3,483	2.9%	205	5,741	2.5%	190
3. Uptown Individuals	17,677	14.6%	397	26,287	11.4%	376
Laptops and Lattes (3A)	5,473	4.5%	427	8,446	3.7%	422
Metro Renters (3B)	10,762	8.9%	574	15,540	6.8%	557
Trendsetters (3C)	1,442	1.2%	112	2,301	1.0%	105
4. Family Landscapes	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
Middleburg (4C)	0	0.0%	0	0	0.0%	0
5. GenXurban	6,423	5.3%	47	12,739	5.5%	51
Comfortable Empty Nesters (5A)	1,709	1.4%	58	3,787	1.6%	67
In Style (5B)	3,043	2.5%	112	5,422	2.4%	112
Parks and Rec (5C)	1,114	0.9%	46	2,403	1.0%	54
Rustbelt Traditions (5D)	557	0.5%	21	1,127	0.5%	24
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	9,479	7.9%	112	21,431	9.3%	114
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	267	0.2%	21	663	0.3%	20
American Dreamers (7C)	7,013	5.8%	392	15,780	6.9%	410
Barrios Urbanos (7D)	509	0.4%	40	1,242	0.5%	43
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	1,690	1.4%	169	3,746	1.6%	170

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Tapestry LifeMode Groups	2017 Households			2017 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	120,707	100.0%		230,214	100.0%	
8. Middle Ground	7,026	5.8%	53	13,765	6.0%	59
City Lights (8A)	1,656	1.4%	93	3,470	1.5%	101
Emerald City (8B)	1,436	1.2%	84	2,606	1.1%	93
Bright Young Professionals (8C)	997	0.8%	37	1,731	0.8%	37
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	2,101	1.7%	109	4,567	2.0%	130
Old and Newcomers (8F)	836	0.7%	30	1,391	0.6%	30
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	5,350	4.4%	77	8,988	3.9%	78
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	2,930	2.4%	180	4,583	2.0%	167
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)	2,420	2.0%	164	4,405	1.9%	188
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	14,785	12.2%	197	25,051	10.9%	198
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	9,487	7.9%	454	15,143	6.6%	475
Metro Fusion (11C)	4,729	3.9%	275	9,047	3.9%	298
Set to Impress (11D)	569	0.5%	34	861	0.4%	31
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	25,009	20.7%	528	53,798	23.4%	519
International Marketplace (13A)	3,117	2.6%	208	6,543	2.8%	204
Las Casas (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	20,229	16.8%	2,126	44,414	19.3%	2,210
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	1,663	1.4%	273	2,841	1.2%	238
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

Westheimer Crossing
 7530 Westheimer Rd, Houston, Texas, 77063
 Ring Band: 3 - 5 mile radius

Prepared by Esri
 Latitude: 29.73761
 Longitude: -95.50242

Tapestry Urbanization Groups	2017 Households			2017 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	120,707	100.0%		230,214	100.0%	
1. Principal Urban Center	39,569	32.8%	464	73,542	31.9%	478
Laptops and Lattes (3A)	5,473	4.5%	427	8,446	3.7%	422
Metro Renters (3B)	10,762	8.9%	574	15,540	6.8%	557
Trendsetters (3C)	1,442	1.2%	112	2,301	1.0%	105
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)	20,229	16.8%	2,126	44,414	19.3%	2,210
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	1,663	1.4%	273	2,841	1.2%	238
2. Urban Periphery	20,535	17.0%	101	43,349	18.8%	105
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	557	0.5%	21	1,127	0.5%	24
Urban Villages (7B)	267	0.2%	21	663	0.3%	20
American Dreamers (7C)	7,013	5.8%	392	15,780	6.9%	410
Barrios Urbanos (7D)	509	0.4%	40	1,242	0.5%	43
Southwestern Families (7F)	1,690	1.4%	169	3,746	1.6%	170
City Lights (8A)	1,656	1.4%	93	3,470	1.5%	101
Bright Young Professionals (8C)	997	0.8%	37	1,731	0.8%	37
Metro Fusion (11C)	4,729	3.9%	275	9,047	3.9%	298
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)	3,117	2.6%	208	6,543	2.8%	204
Las Casas (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	19,892	16.5%	90	34,395	14.9%	88
In Style (5B)	3,043	2.5%	112	5,422	2.4%	112
Emerald City (8B)	1,436	1.2%	84	2,606	1.1%	93
Front Porches (8E)	2,101	1.7%	109	4,567	2.0%	130
Old and Newcomers (8F)	836	0.7%	30	1,391	0.6%	30
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	2,420	2.0%	164	4,405	1.9%	188
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	9,487	7.9%	454	15,143	6.6%	475
Set to Impress (11D)	569	0.5%	34	861	0.4%	31
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	2017 Households			2017 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	120,707	100.0%		230,214	100.0%	
4. Suburban Periphery	40,711	33.7%	106	78,928	34.3%	106
Top Tier (1A)	20,211	16.7%	976	40,619	17.6%	974
Professional Pride (1B)	539	0.4%	28	1,131	0.5%	27
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	1,411	1.2%	39	2,839	1.2%	38
Exurbanites (1E)	4,934	4.1%	210	9,539	4.1%	212
Urban Chic (2A)	4,007	3.3%	250	7,504	3.3%	260
Pleasantville (2B)	373	0.3%	14	782	0.3%	14
Enterprising Professionals (2D)	3,483	2.9%	205	5,741	2.5%	190
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)	1,709	1.4%	58	3,787	1.6%	67
Parks and Rec (5C)	1,114	0.9%	46	2,403	1.0%	54
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	2,930	2.4%	180	4,583	2.0%	167
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	0	0.0%	0	0	0.0%	0
Middleburg (4C)	0	0.0%	0	0	0.0%	0
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
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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