



# Tapestry Segmentation Area Profile

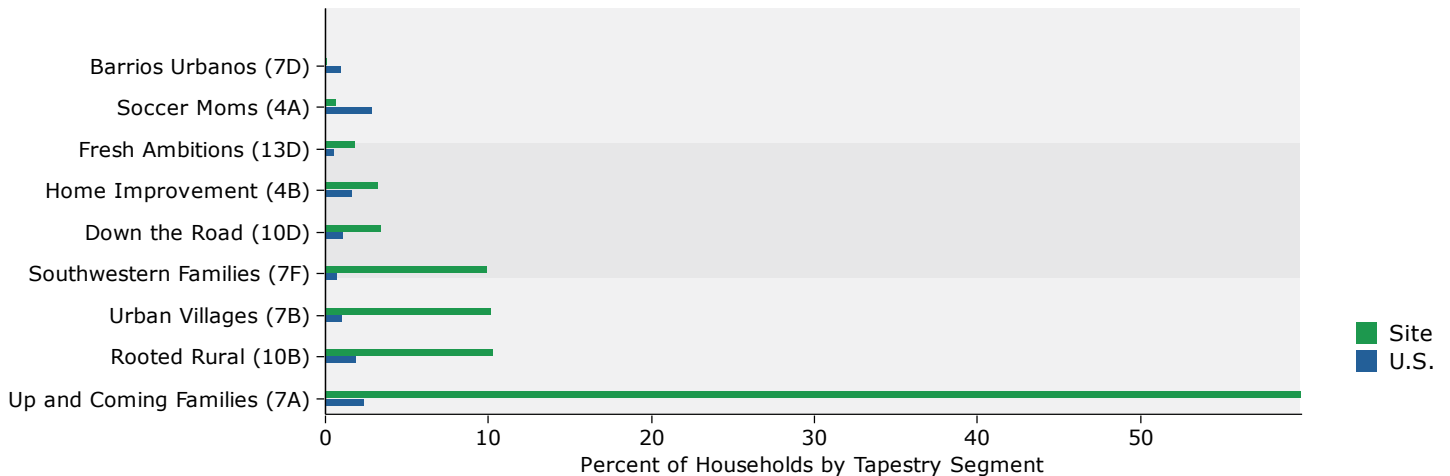
Shoppes at Rio Grande Valley  
 419 E Trenton Rd, Edinburg, Texas, 78539  
 Drive Time: 5 minute radius

Prepared by The Canvass Group  
 Latitude: 26.26144  
 Longitude: -98.16832

## 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)	59.9%	59.9%	2.4%	2.4%	2468
2	Rooted Rural (10B)	10.4%	70.3%	2.0%	4.4%	528
3	Urban Villages (7B)	10.2%	80.5%	1.1%	5.5%	958
4	Southwestern Families (7F)	10.0%	90.5%	0.8%	6.3%	1,210
5	Down the Road (10D)	3.5%	94.0%	1.1%	7.4%	302
<b>Subtotal</b>		<b>94.0%</b>		<b>7.4%</b>		
6	Home Improvement (4B)	3.3%	97.3%	1.7%	9.1%	195
7	Fresh Ambitions (13D)	1.9%	99.2%	0.6%	9.7%	295
8	Soccer Moms (4A)	0.7%	99.9%	2.9%	12.6%	24
9	Barrios Urbanos (7D)	0.2%	100.1%	1.0%	13.6%	15
<b>Subtotal</b>		<b>6.1%</b>		<b>6.2%</b>		
<b>Total</b>		<b>100.0%</b>		<b>13.7%</b>		<b>729</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

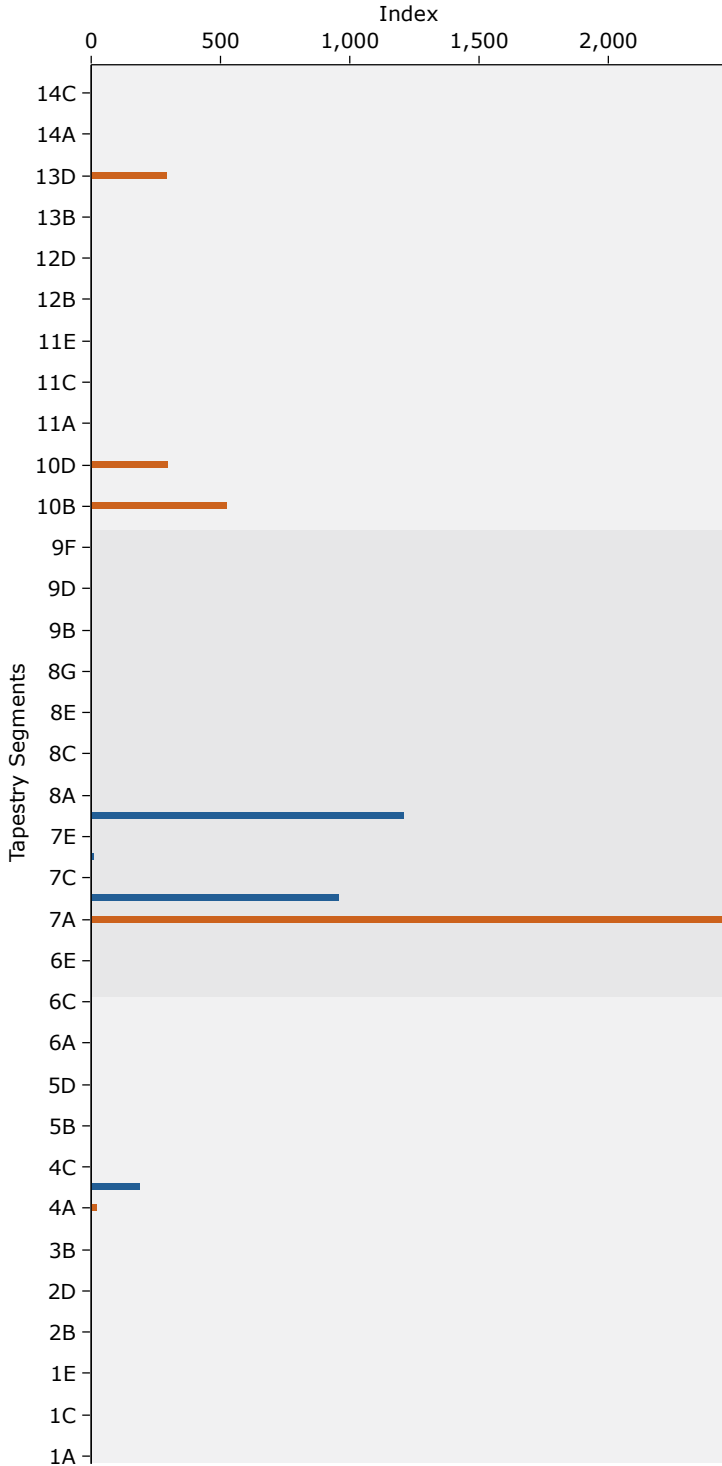


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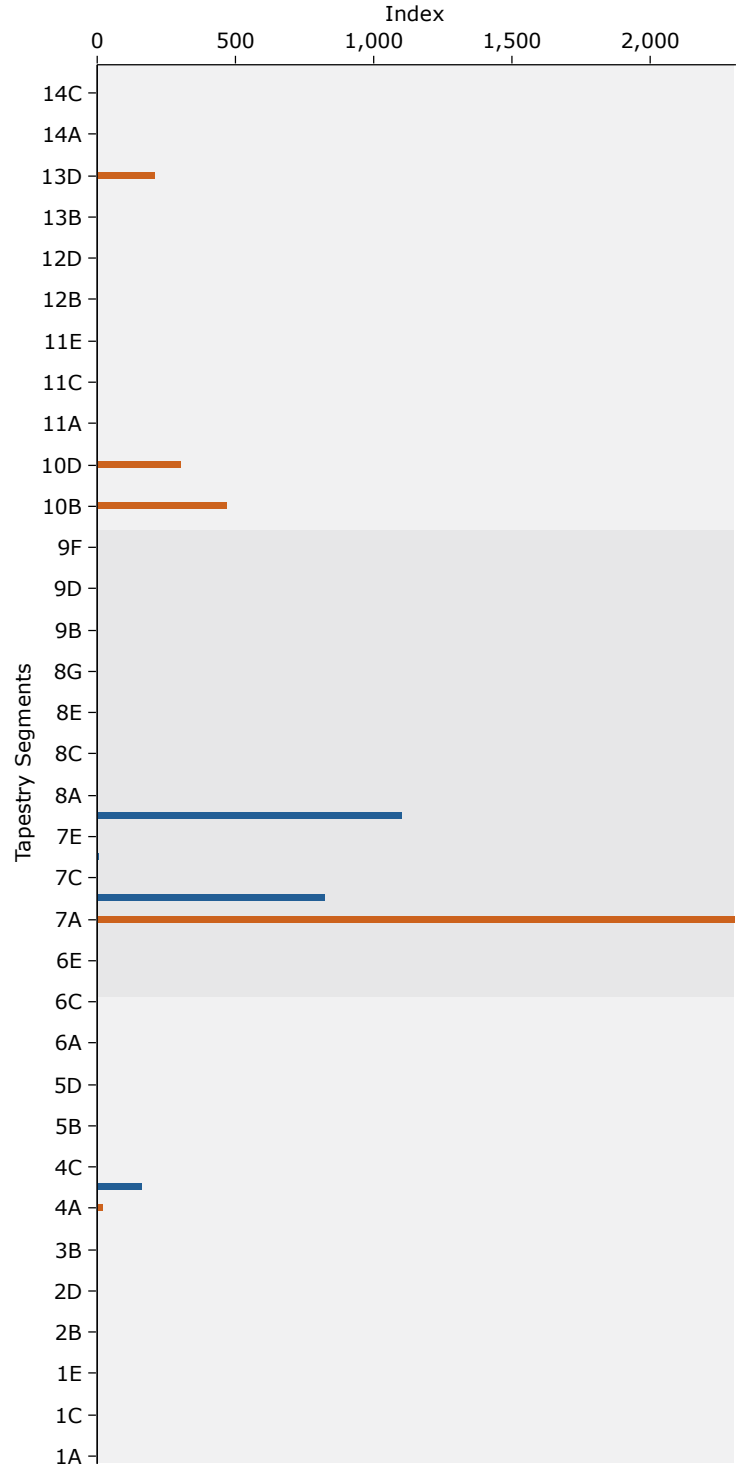
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### 2018 Tapestry Indexes by Households



### 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
<b>Total:</b>	5,697	100.0%		13,884	100.0%	
<b>1. Affluent Estates</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<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>230</b>	<b>4.0%</b>	<b>54</b>	<b>532</b>	<b>3.8%</b>	<b>49</b>
Soccer Moms (4A)	40	0.7%	24	109	0.8%	25
Home Improvement (4B)	190	3.3%	195	423	3.0%	165
Middleburg (4C)	0	0.0%	0	0	0.0%	0
<b>5. GenXurban</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
<b>6. Cozy Country Living</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>7. Ethnic Enclaves</b>	<b>4,571</b>	<b>80.2%</b>	<b>1,134</b>	<b>11,381</b>	<b>82.0%</b>	<b>998</b>
Up and Coming Families (7A)	3,414	59.9%	2,468	8,221	59.2%	2,311
Urban Villages (7B)	580	10.2%	958	1,679	12.1%	827
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	9	0.2%	15	18	0.1%	10
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	568	10.0%	1,210	1,463	10.5%	1,109

**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
<b>Total:</b>	5,697	100.0%		13,884	100.0%	
<b>8. Middle Ground</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</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
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
<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>789</b>	<b>13.8%</b>	<b>168</b>	<b>1,771</b>	<b>12.8%</b>	<b>153</b>
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	592	10.4%	528	1,280	9.2%	474
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	197	3.5%	302	491	3.5%	305
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
<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>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>13. Next Wave</b>	<b>107</b>	<b>1.9%</b>	<b>48</b>	<b>200</b>	<b>1.4%</b>	<b>32</b>
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)	107	1.9%	295	200	1.4%	211
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	2018 Households			2018 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	5,697	100.0%		13,884	100.0%	
<b>1. Principal Urban Center</b>	<b>107</b>	<b>1.9%</b>	<b>26</b>	<b>200</b>	<b>1.4%</b>	<b>21</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)	107	1.9%	295	200	1.4%	211
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
<b>2. Urban Periphery</b>	<b>1,157</b>	<b>20.3%</b>	<b>121</b>	<b>3,160</b>	<b>22.8%</b>	<b>128</b>
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)	580	10.2%	958	1,679	12.1%	827
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	9	0.2%	15	18	0.1%	10
Southwestern Families (7F)	568	10.0%	1,210	1,463	10.5%	1,109
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
<b>3. Metro Cities</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</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
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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<b>Total:</b>	5,697	100.0%		13,884	100.0%	
<b>4. Suburban Periphery</b>	<b>3,644</b>	<b>64.0%</b>	<b>201</b>	<b>8,753</b>	<b>63.0%</b>	<b>194</b>
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)	40	0.7%	24	109	0.8%	25
Home Improvement (4B)	190	3.3%	195	423	3.0%	165
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)	3,414	59.9%	2,468	8,221	59.2%	2,311
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>197</b>	<b>3.5%</b>	<b>37</b>	<b>491</b>	<b>3.5%</b>	<b>39</b>
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)	197	3.5%	302	491	3.5%	305
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
<b>6. Rural</b>	<b>592</b>	<b>10.4%</b>	<b>62</b>	<b>1,280</b>	<b>9.2%</b>	<b>55</b>
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)	592	10.4%	528	1,280	9.2%	474
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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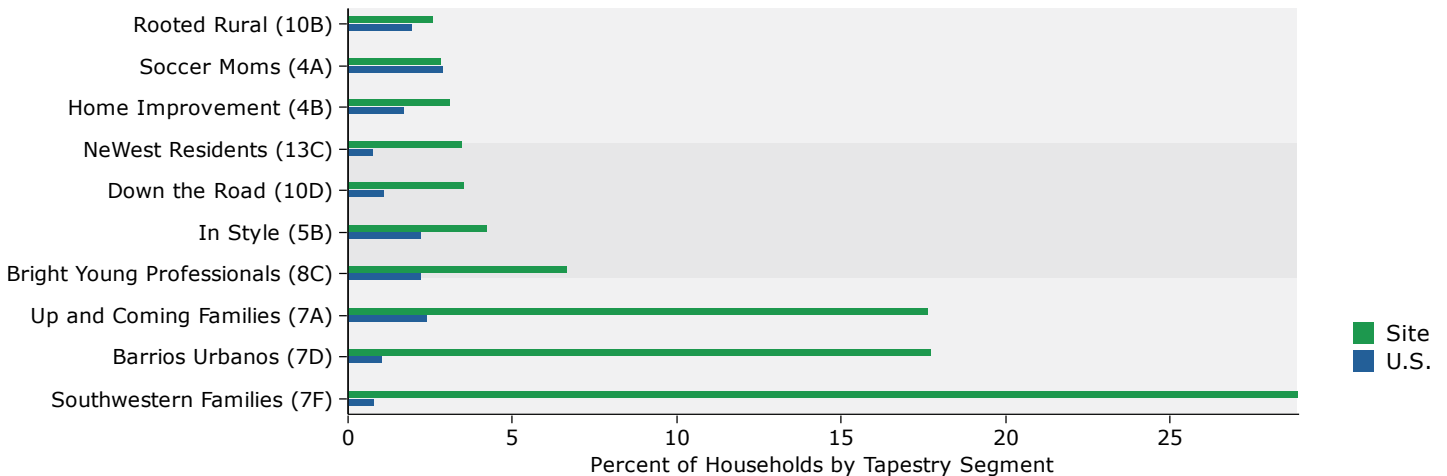
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## Top Twenty Tapestry Segments

Rank	Tapestry Segment	2018 Households		2018 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Southwestern Families (7F)	28.9%	28.9%	0.8%	0.8%	3509
2	Barrios Urbanos (7D)	17.7%	46.6%	1.0%	1.8%	1,704
3	Up and Coming Families (7A)	17.7%	64.3%	2.4%	4.2%	728
4	Bright Young Professionals (8C)	6.7%	71.0%	2.2%	6.4%	298
5	In Style (5B)	4.3%	75.3%	2.2%	8.6%	189
	<b>Subtotal</b>	<b>75.3%</b>		<b>8.6%</b>		
6	Down the Road (10D)	3.5%	78.8%	1.1%	9.7%	310
7	NeWest Residents (13C)	3.5%	82.3%	0.8%	10.5%	449
8	Home Improvement (4B)	3.1%	85.4%	1.7%	12.2%	181
9	Soccer Moms (4A)	2.8%	88.2%	2.9%	15.1%	98
10	Rooted Rural (10B)	2.6%	90.8%	2.0%	17.1%	132
	<b>Subtotal</b>	<b>15.5%</b>		<b>8.5%</b>		
11	Enterprising Professionals (2D)	2.4%	93.2%	1.4%	18.5%	168
12	Professional Pride (1B)	1.5%	94.7%	1.6%	20.1%	95
13	Urban Villages (7B)	1.4%	96.1%	1.1%	21.2%	129
14	Metro Fusion (11C)	0.9%	97.0%	1.4%	22.6%	66
15	Fresh Ambitions (13D)	0.8%	97.8%	0.6%	23.2%	123
	<b>Subtotal</b>	<b>7.0%</b>		<b>6.1%</b>		
16	Golden Years (9B)	0.7%	98.5%	1.3%	24.5%	51
17	College Towns (14B)	0.6%	99.1%	1.0%	25.5%	60
18	Pleasantville (2B)	0.3%	99.4%	2.2%	27.7%	13
19	Middleburg (4C)	0.3%	99.7%	2.9%	30.6%	9
20	Old and Newcomers (8F)	0.1%	99.8%	2.3%	32.9%	5
	<b>Subtotal</b>	<b>2.0%</b>		<b>9.7%</b>		
	<b>Total</b>	<b>99.8%</b>		<b>33.1%</b>		<b>301</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

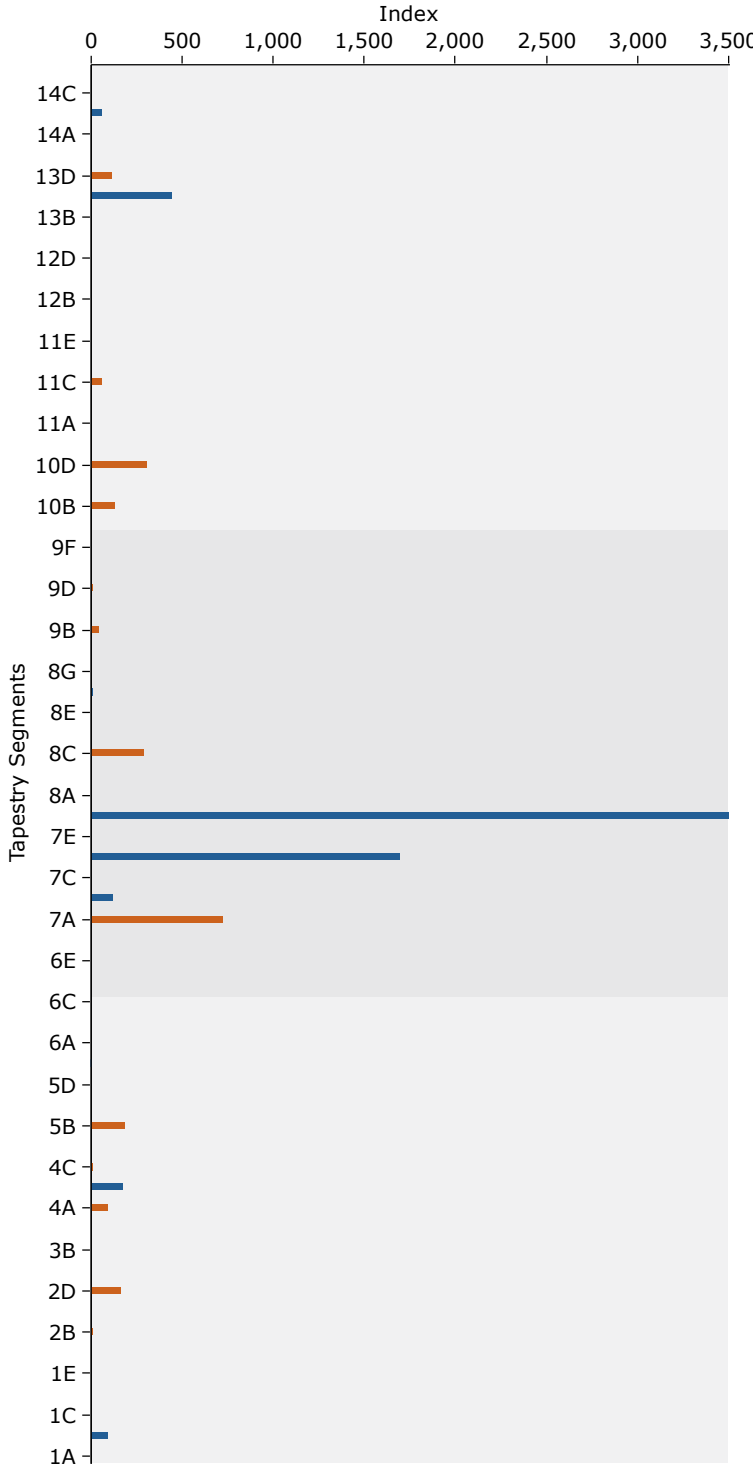


# Tapestry Segmentation Area Profile

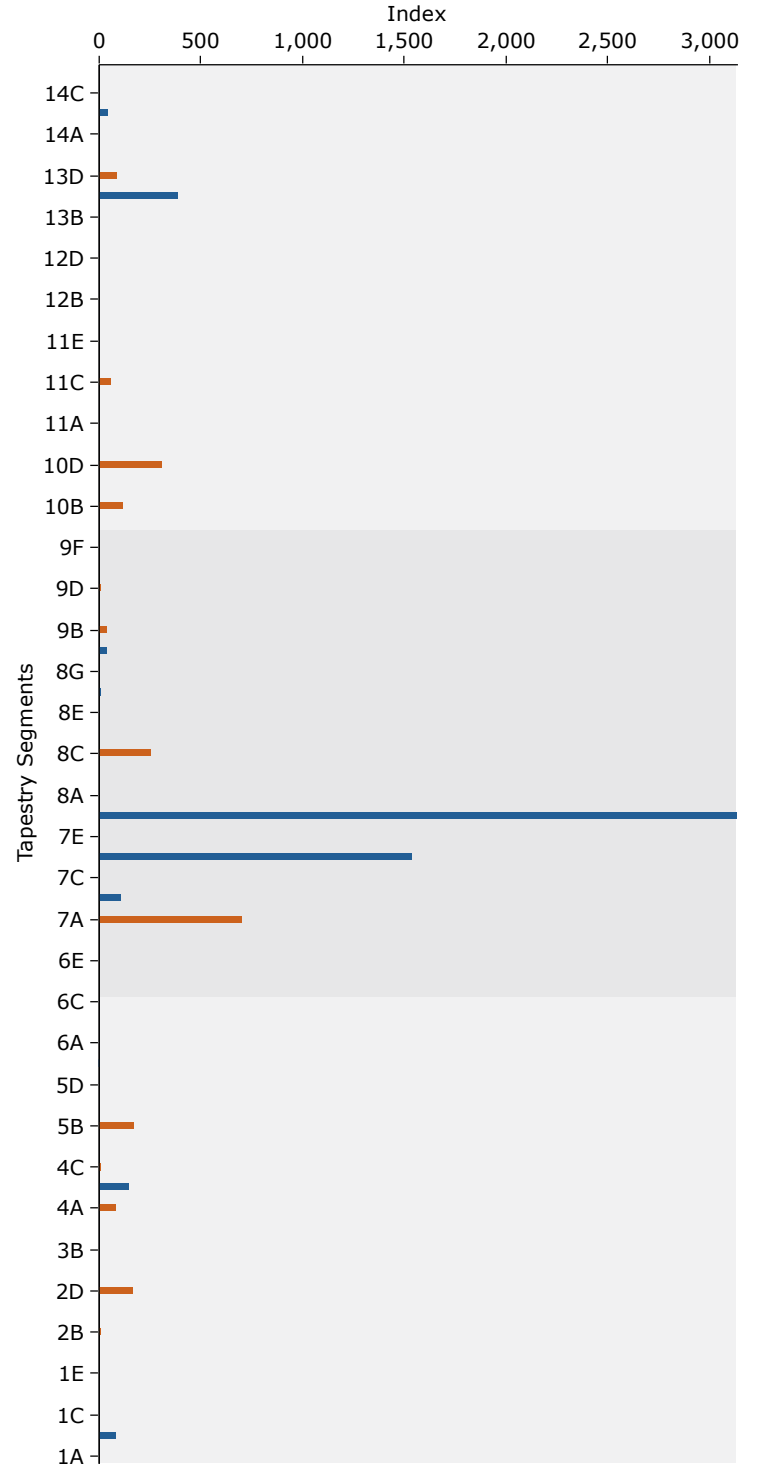
Shoppes at Rio Grande Valley  
419 E Trenton Rd, Edinburg, Texas, 78539  
Drive Time: 10 minute radius

Prepared by The Canvass Group  
Latitude: 26.26144  
Longitude: -98.16832

### 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

Shoppes at Rio Grande Valley  
419 E Trenton Rd, Edinburg, Texas, 78539  
Drive Time: 10 minute radius

Prepared by The Canvass Group  
Latitude: 26.26144  
Longitude: -98.16832

Tapestry LifeMode Groups	2018 Households			2018 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	42,328	100.0%		99,150	100.0%	
<b>1. Affluent Estates</b>	<b>653</b>	<b>1.5%</b>	<b>16</b>	<b>1,629</b>	<b>1.6%</b>	<b>16</b>
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	653	1.5%	95	1,629	1.6%	91
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
<b>2. Upscale Avenues</b>	<b>1,133</b>	<b>2.7%</b>	<b>47</b>	<b>2,520</b>	<b>2.5%</b>	<b>43</b>
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	119	0.3%	13	293	0.3%	12
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	1,014	2.4%	168	2,227	2.2%	169
<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>2,620</b>	<b>6.2%</b>	<b>83</b>	<b>5,802</b>	<b>5.9%</b>	<b>75</b>
Soccer Moms (4A)	1,199	2.8%	98	2,755	2.8%	90
Home Improvement (4B)	1,312	3.1%	181	2,818	2.8%	154
Middleburg (4C)	109	0.3%	9	229	0.2%	8
<b>5. GenXurban</b>	<b>1,838</b>	<b>4.3%</b>	<b>38</b>	<b>3,773</b>	<b>3.8%</b>	<b>35</b>
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
In Style (5B)	1,802	4.3%	189	3,692	3.7%	178
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)	36	0.1%	3	81	0.1%	3
<b>6. Cozy Country Living</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>7. Ethnic Enclaves</b>	<b>27,813</b>	<b>65.7%</b>	<b>929</b>	<b>68,304</b>	<b>68.9%</b>	<b>839</b>
Up and Coming Families (7A)	7,482	17.7%	728	17,962	18.1%	707
Urban Villages (7B)	580	1.4%	129	1,679	1.7%	116
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	7,509	17.7%	1,704	19,072	19.2%	1,540
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	12,242	28.9%	3,509	29,591	29.8%	3,140

**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

Shoppes at Rio Grande Valley  
419 E Trenton Rd, Edinburg, Texas, 78539  
Drive Time: 10 minute radius

Prepared by The Canvass Group  
Latitude: 26.26144  
Longitude: -98.16832

Tapestry LifeMode Groups	2018 Households			2018 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	42,328	100.0%		99,150	100.0%	
<b>8. Middle Ground</b>	<b>2,882</b>	<b>6.8%</b>	<b>63</b>	<b>5,294</b>	<b>5.3%</b>	<b>53</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)	2,836	6.7%	298	5,179	5.2%	258
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)	46	0.1%	5	115	0.1%	6
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
<b>9. Senior Styles</b>	<b>329</b>	<b>0.8%</b>	<b>13</b>	<b>619</b>	<b>0.6%</b>	<b>12</b>
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	287	0.7%	51	502	0.5%	43
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	42	0.1%	11	117	0.1%	14
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>2,604</b>	<b>6.2%</b>	<b>75</b>	<b>5,894</b>	<b>5.9%</b>	<b>71</b>
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	1,102	2.6%	132	2,300	2.3%	119
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	1,502	3.5%	310	3,594	3.6%	313
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
<b>11. Midtown Singles</b>	<b>396</b>	<b>0.9%</b>	<b>15</b>	<b>816</b>	<b>0.8%</b>	<b>15</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)	396	0.9%	66	816	0.8%	63
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>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>13. Next Wave</b>	<b>1,817</b>	<b>4.3%</b>	<b>111</b>	<b>4,007</b>	<b>4.0%</b>	<b>91</b>
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)	1,485	3.5%	449	3,348	3.4%	390
Fresh Ambitions (13D)	332	0.8%	123	659	0.7%	97
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
<b>14. Scholars and Patriots</b>	<b>243</b>	<b>0.6%</b>	<b>36</b>	<b>492</b>	<b>0.5%</b>	<b>22</b>
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	243	0.6%	60	492	0.5%	48
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

Shoppes at Rio Grande Valley  
 419 E Trenton Rd, Edinburg, Texas, 78539  
 Drive Time: 10 minute radius

Prepared by The Canvass Group  
 Latitude: 26.26144  
 Longitude: -98.16832

Tapestry Urbanization Groups	2018 Households			2018 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	42,328	100.0%		99,150	100.0%	
<b>1. Principal Urban Center</b>	<b>1,817</b>	<b>4.3%</b>	<b>60</b>	<b>4,007</b>	<b>4.0%</b>	<b>60</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)	1,485	3.5%	449	3,348	3.4%	390
Fresh Ambitions (13D)	332	0.8%	123	659	0.7%	97
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
<b>2. Urban Periphery</b>	<b>23,563</b>	<b>55.7%</b>	<b>333</b>	<b>56,337</b>	<b>56.8%</b>	<b>319</b>
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)	580	1.4%	129	1,679	1.7%	116
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	7,509	17.7%	1,704	19,072	19.2%	1,540
Southwestern Families (7F)	12,242	28.9%	3,509	29,591	29.8%	3,140
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	2,836	6.7%	298	5,179	5.2%	258
Metro Fusion (11C)	396	0.9%	66	816	0.8%	63
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
<b>3. Metro Cities</b>	<b>2,091</b>	<b>4.9%</b>	<b>27</b>	<b>4,299</b>	<b>4.3%</b>	<b>26</b>
In Style (5B)	1,802	4.3%	189	3,692	3.7%	178
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)	46	0.1%	5	115	0.1%	6
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)	243	0.6%	60	492	0.5%	48
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

Shoppes at Rio Grande Valley  
 419 E Trenton Rd, Edinburg, Texas, 78539  
 Drive Time: 10 minute radius

Prepared by The Canvass Group  
 Latitude: 26.26144  
 Longitude: -98.16832

Tapestry Urbanization Groups	2018 Households			2018 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	42,328	100.0%		99,150	100.0%	
<b>4. Suburban Periphery</b>	<b>12,102</b>	<b>28.6%</b>	<b>90</b>	<b>28,267</b>	<b>28.5%</b>	<b>88</b>
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	653	1.5%	95	1,629	1.6%	91
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)	119	0.3%	13	293	0.3%	12
Enterprising Professionals (2D)	1,014	2.4%	168	2,227	2.2%	169
Soccer Moms (4A)	1,199	2.8%	98	2,755	2.8%	90
Home Improvement (4B)	1,312	3.1%	181	2,818	2.8%	154
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)	36	0.1%	3	81	0.1%	3
Up and Coming Families (7A)	7,482	17.7%	728	17,962	18.1%	707
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	287	0.7%	51	502	0.5%	43
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>1,653</b>	<b>3.9%</b>	<b>42</b>	<b>3,940</b>	<b>4.0%</b>	<b>44</b>
Middleburg (4C)	109	0.3%	9	229	0.2%	8
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)	42	0.1%	11	117	0.1%	14
Down the Road (10D)	1,502	3.5%	310	3,594	3.6%	313
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
<b>6. Rural</b>	<b>1,102</b>	<b>2.6%</b>	<b>16</b>	<b>2,300</b>	<b>2.3%</b>	<b>14</b>
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)	1,102	2.6%	132	2,300	2.3%	119
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

**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

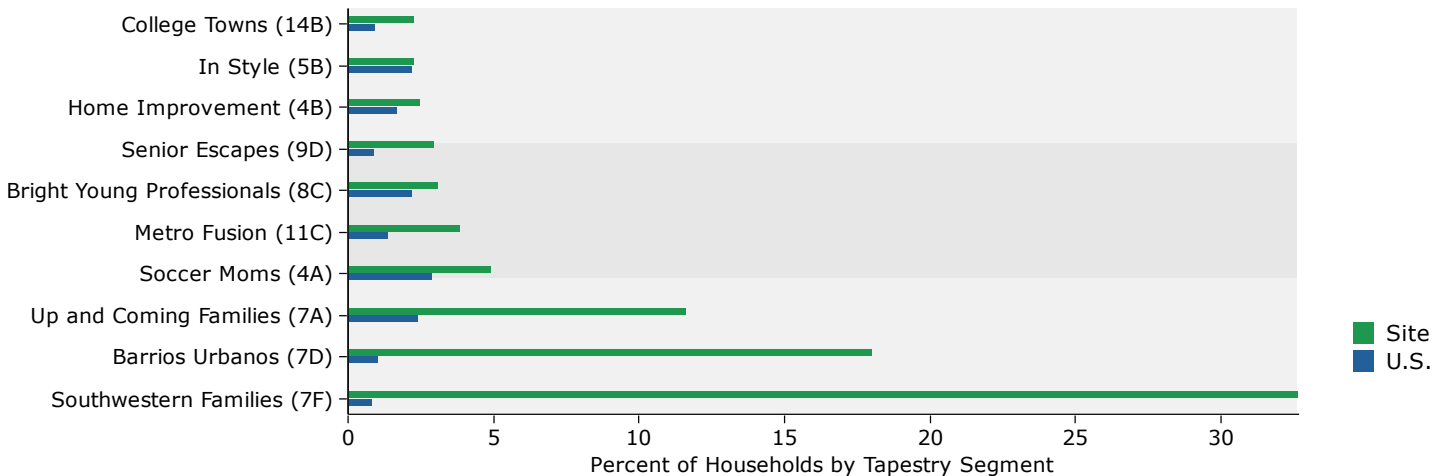
Shoppes at Rio Grande Valley  
 419 E Trenton Rd, Edinburg, Texas, 78539  
 Drive Time: 15 minute radius

Prepared by The Canvass Group  
 Latitude: 26.26144  
 Longitude: -98.16832

## Top Twenty Tapestry Segments

Rank	Tapestry Segment	2018 Households		2018 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Southwestern Families (7F)	32.7%	32.7%	0.8%	0.8%	3965
2	Barrios Urbanos (7D)	18.0%	50.7%	1.0%	1.8%	1,731
3	Up and Coming Families (7A)	11.7%	62.4%	2.4%	4.2%	480
4	Soccer Moms (4A)	4.9%	67.3%	2.9%	7.1%	170
5	Metro Fusion (11C)	3.9%	71.2%	1.4%	8.5%	273
<b>Subtotal</b>		<b>71.2%</b>		<b>8.5%</b>		
6	Bright Young Professionals (8C)	3.1%	74.3%	2.2%	10.7%	139
7	Senior Escapes (9D)	3.0%	77.3%	0.9%	11.6%	329
8	Home Improvement (4B)	2.5%	79.8%	1.7%	13.3%	146
9	In Style (5B)	2.3%	82.1%	2.2%	15.5%	102
10	College Towns (14B)	2.3%	84.4%	1.0%	16.5%	237
<b>Subtotal</b>		<b>13.2%</b>		<b>8.0%</b>		
11	NeWest Residents (13C)	1.5%	85.9%	0.8%	17.3%	196
12	American Dreamers (7C)	1.5%	87.4%	1.5%	18.8%	100
13	Down the Road (10D)	1.4%	88.8%	1.1%	19.9%	127
14	City Lights (8A)	1.3%	90.1%	1.5%	21.4%	92
15	Old and Newcomers (8F)	1.2%	91.3%	2.3%	23.7%	50
<b>Subtotal</b>		<b>6.9%</b>		<b>7.2%</b>		
16	Rooted Rural (10B)	1.1%	92.4%	2.0%	25.7%	58
17	Enterprising Professionals (2D)	0.9%	93.3%	1.4%	27.1%	65
18	The Elders (9C)	0.8%	94.1%	0.7%	27.8%	114
19	Southern Satellites (10A)	0.7%	94.8%	3.1%	30.9%	22
20	Las Casas (13B)	0.6%	95.4%	0.7%	31.6%	86
<b>Subtotal</b>		<b>4.1%</b>		<b>7.9%</b>		
<b>Total</b>		<b>95.5%</b>		<b>31.9%</b>		<b>300</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

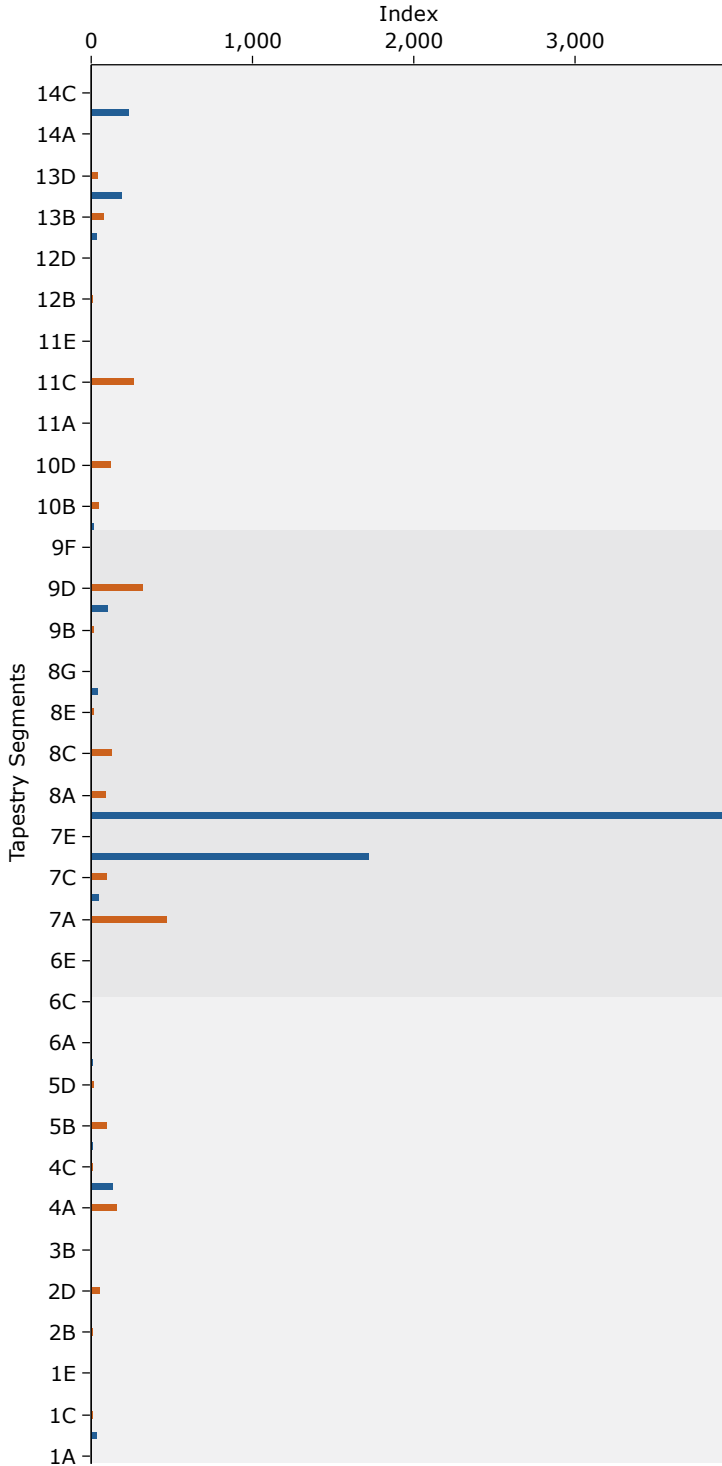


# Tapestry Segmentation Area Profile

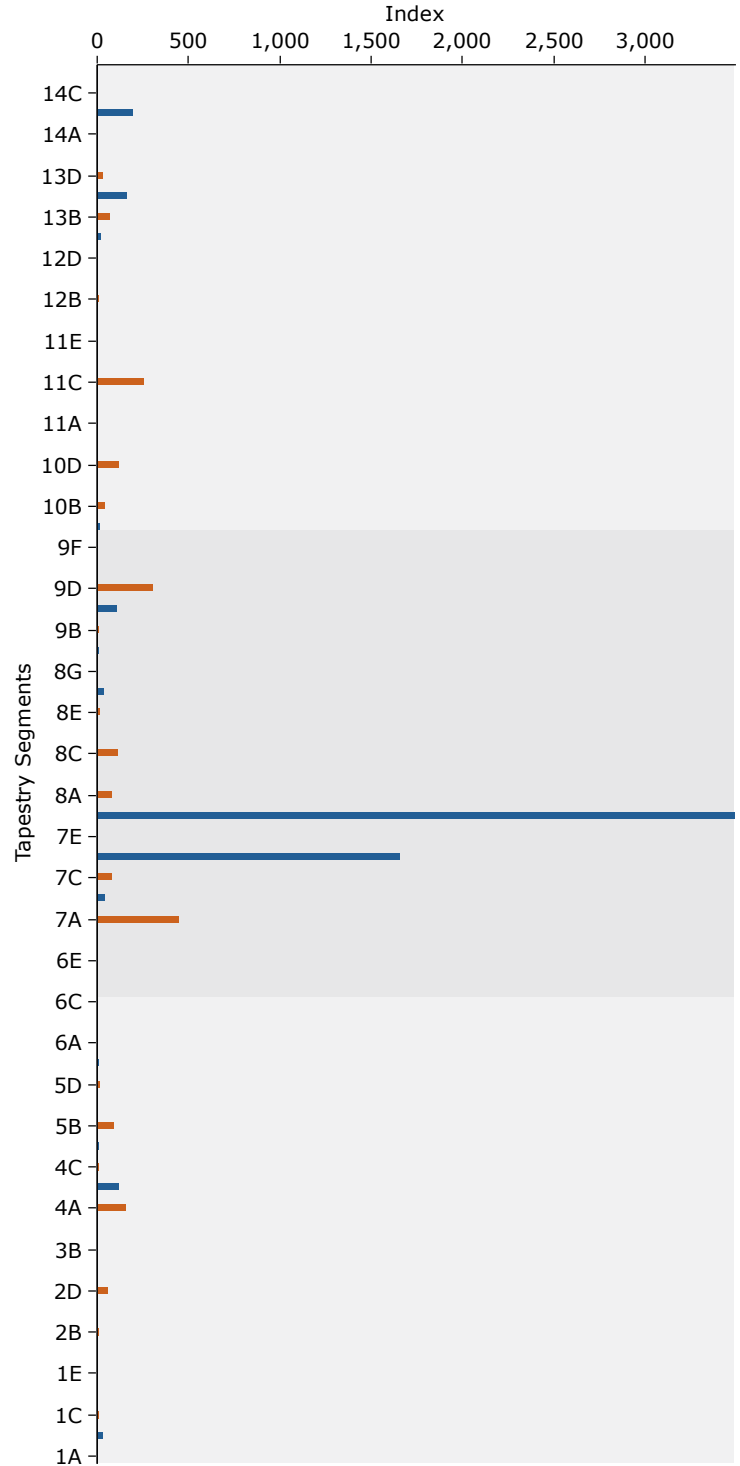
Shoppes at Rio Grande Valley  
 419 E Trenton Rd, Edinburg, Texas, 78539  
 Drive Time: 15 minute radius

Prepared by The Canvass Group  
 Latitude: 26.26144  
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### 2018 Tapestry Indexes by Households



### 2018 Tapestry Indexes by Total Population 18+



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**Source:** Esri



# Tapestry Segmentation Area Profile

Shoppes at Rio Grande Valley  
 419 E Trenton Rd, Edinburg, Texas, 78539  
 Drive Time: 15 minute radius

Prepared by The Canvass Group  
 Latitude: 26.26144  
 Longitude: -98.16832

Tapestry LifeMode Groups	2018 Households			2018 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	108,480	100.0%		258,756	100.0%	
<b>1. Affluent Estates</b>	<b>815</b>	<b>0.8%</b>	<b>8</b>	<b>2,039</b>	<b>0.8%</b>	<b>7</b>
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	653	0.6%	37	1,629	0.6%	35
Boomburbs (1C)	162	0.1%	9	410	0.2%	9
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>1,220</b>	<b>1.1%</b>	<b>20</b>	<b>2,718</b>	<b>1.1%</b>	<b>18</b>
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	206	0.2%	9	491	0.2%	8
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	1,014	0.9%	65	2,227	0.9%	65
<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>8,292</b>	<b>7.6%</b>	<b>102</b>	<b>19,398</b>	<b>7.5%</b>	<b>96</b>
Soccer Moms (4A)	5,348	4.9%	170	12,719	4.9%	159
Home Improvement (4B)	2,706	2.5%	146	6,135	2.4%	128
Middleburg (4C)	238	0.2%	8	544	0.2%	7
<b>5. GenXurban</b>	<b>3,692</b>	<b>3.4%</b>	<b>30</b>	<b>7,995</b>	<b>3.1%</b>	<b>28</b>
Comfortable Empty Nesters (5A)	300	0.3%	11	666	0.3%	10
In Style (5B)	2,498	2.3%	102	5,182	2.0%	95
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	533	0.5%	22	1,260	0.5%	24
Midlife Constants (5E)	361	0.3%	13	887	0.3%	15
<b>6. Cozy Country Living</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>7. Ethnic Enclaves</b>	<b>69,853</b>	<b>64.4%</b>	<b>910</b>	<b>175,347</b>	<b>67.8%</b>	<b>825</b>
Up and Coming Families (7A)	12,644	11.7%	480	30,209	11.7%	456
Urban Villages (7B)	608	0.6%	53	1,744	0.7%	46
American Dreamers (7C)	1,596	1.5%	100	3,731	1.4%	86
Barrios Urbanos (7D)	19,551	18.0%	1,731	53,675	20.7%	1,661
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	35,454	32.7%	3,965	85,988	33.2%	3,497

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Tapestry LifeMode Groups	2018 Households			2018 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	108,480	100.0%		258,756	100.0%	
<b>8. Middle Ground</b>	<b>6,515</b>	<b>6.0%</b>	<b>55</b>	<b>12,339</b>	<b>4.8%</b>	<b>47</b>
City Lights (8A)	1,450	1.3%	92	3,133	1.2%	82
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	3,384	3.1%	139	6,084	2.4%	116
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	428	0.4%	25	853	0.3%	22
Old and Newcomers (8F)	1,253	1.2%	50	2,269	0.9%	44
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
<b>9. Senior Styles</b>	<b>4,445</b>	<b>4.1%</b>	<b>71</b>	<b>8,972</b>	<b>3.5%</b>	<b>69</b>
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	287	0.3%	20	502	0.2%	16
The Elders (9C)	919	0.8%	114	1,733	0.7%	113
Senior Escapes (9D)	3,239	3.0%	329	6,737	2.6%	308
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>3,561</b>	<b>3.3%</b>	<b>40</b>	<b>7,894</b>	<b>3.1%</b>	<b>37</b>
Southern Satellites (10A)	753	0.7%	22	1,532	0.6%	19
Rooted Rural (10B)	1,236	1.1%	58	2,628	1.0%	52
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	1,572	1.4%	127	3,734	1.4%	125
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
<b>11. Midtown Singles</b>	<b>4,180</b>	<b>3.9%</b>	<b>62</b>	<b>8,822</b>	<b>3.4%</b>	<b>62</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)	4,180	3.9%	273	8,822	3.4%	261
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>239</b>	<b>0.2%</b>	<b>4</b>	<b>531</b>	<b>0.2%</b>	<b>4</b>
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	239	0.2%	11	531	0.2%	11
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
<b>13. Next Wave</b>	<b>3,210</b>	<b>3.0%</b>	<b>76</b>	<b>7,321</b>	<b>2.8%</b>	<b>64</b>
International Marketplace (13A)	531	0.5%	40	1,011	0.4%	28
Las Casas (13B)	685	0.6%	86	1,931	0.7%	74
NeWest Residents (13C)	1,662	1.5%	196	3,720	1.4%	166
Fresh Ambitions (13D)	332	0.3%	48	659	0.3%	37
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
<b>14. Scholars and Patriots</b>	<b>2,458</b>	<b>2.3%</b>	<b>140</b>	<b>5,380</b>	<b>2.1%</b>	<b>91</b>
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	2,458	2.3%	237	5,380	2.1%	201
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
<b>Total:</b>	108,480	100.0%		258,756	100.0%	
<b>1. Principal Urban Center</b>	<b>1,994</b>	<b>1.8%</b>	<b>26</b>	<b>4,379</b>	<b>1.7%</b>	<b>25</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)	1,662	1.5%	196	3,720	1.4%	166
Fresh Ambitions (13D)	332	0.3%	48	659	0.3%	37
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
<b>2. Urban Periphery</b>	<b>67,972</b>	<b>62.7%</b>	<b>374</b>	<b>167,379</b>	<b>64.7%</b>	<b>363</b>
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	533	0.5%	22	1,260	0.5%	24
Urban Villages (7B)	608	0.6%	53	1,744	0.7%	46
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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)	531	0.5%	40	1,011	0.4%	28
Las Casas (13B)	685	0.6%	86	1,931	0.7%	74
<b>3. Metro Cities</b>	<b>6,876</b>	<b>6.3%</b>	<b>35</b>	<b>14,215</b>	<b>5.5%</b>	<b>33</b>
In Style (5B)	2,498	2.3%	102	5,182	2.0%	95
Emerald City (8B)	0	0.0%	0	0	0.0%	0
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Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
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<b>Total:</b>	108,480	100.0%		258,756	100.0%	
<b>4. Suburban Periphery</b>	<b>24,600</b>	<b>22.7%</b>	<b>71</b>	<b>57,608</b>	<b>22.3%</b>	<b>68</b>
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	653	0.6%	37	1,629	0.6%	35
Boomburbs (1C)	162	0.1%	9	410	0.2%	9
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
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The Elders (9C)	919	0.8%	114	1,733	0.7%	113
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
<b>5. Semirural</b>	<b>5,049</b>	<b>4.7%</b>	<b>50</b>	<b>11,015</b>	<b>4.3%</b>	<b>47</b>
Middleburg (4C)	238	0.2%	8	544	0.2%	7
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Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
<b>6. Rural</b>	<b>1,989</b>	<b>1.8%</b>	<b>11</b>	<b>4,160</b>	<b>1.6%</b>	<b>10</b>
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
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Unclassified (15)	0	0.0%	0	0	0.0%	0

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