

Tapestry Segment L2

Professional Pride

About Professional Pride

While these neighborhoods can be found nationwide, they are most prevalent in the South and West. Over three-quarters of all residents are married, and many households have multiple children enrolled in K-12 schools. Over half of residents hold bachelor's or graduate degrees, and they tend to be employed in technology, engineering, and management roles. A significant portion of these individuals choose to work from home. Households tend to have dual incomes, and many individuals earn some of the highest salaries in the nation. Residents typically live in communities featuring newly constructed, owner-occupied single-family homes in the expanding outer suburbs and exurbs of major metropolitan areas. Many homeowners have a mortgage due to new construction costs.

[ArcGIS® Tapestry™](#) groups residential areas into segments based on shared demographic, socioeconomic, and lifestyle characteristics. **Professional Pride** is one of 60 Tapestry segments in the United States. This segment belongs to the **Premier Estates** [LifeMode](#) group and **Mature and Retired Living** [LifeStage](#) group.



Lifestyle Patterns



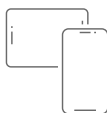
Shopping

Residents tend to shop at large retail establishments. They often buy organic foods and frequent fast-casual restaurants.



Spending

Home improvement and remodeling projects are common, and homeowners often seek professional assistance for lawn maintenance and landscaping.



Media

Their houses are equipped with modern technology such as smart home devices and appliances.



Interests

Residents tend to prioritize fitness and recreational activities, and they often support youth athletics and participate in sports.

Segment Characteristics

Population Density

High

Income

Very high

Home Value

Very high

Age

Moderate

Diversity ⓘ

Moderate

Housing Traits



Single Family
Unit type

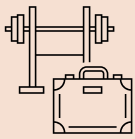


Married Couples
Housing type



Owners
Occupancy type

[View segment documentation](#) [↗](#)



Tapestry Segment L2

Professional Pride

Understand Professional Pride

Segment L2 - Professional Pride is in the Premier Estates [LifeMode group](#). This segment is characterized by married, high-income tech households in the South and West.

Owners is the predominant occupancy tenure in the Professional Pride segment, and the most common housing unit type is **Single Family**. The homeownership rate in this segment is **89.4%** and there is a housing unit vacancy rate of **3.2%**. Across the entire segment, the median contract rent paid per month is **\$2,314**.

The majority of people in this segment live in areas with the [Urbanicity Type](#) of **Suburb**, with a population density of **1,226** people per square mile.

Prof, Mgmt is the dominant occupation type and the predominant education level for the segment is **College Degree**. Approximately **74.4%** of the people age 25 or older in the Professional Pride segment have earned a college degree.

The majority of people in this segment are in the **Gen Z, Gen X** [generation](#) and are in the [High Income Tier](#) with a median net worth of **\$1,178,630**.

About ArcGIS Tapestry

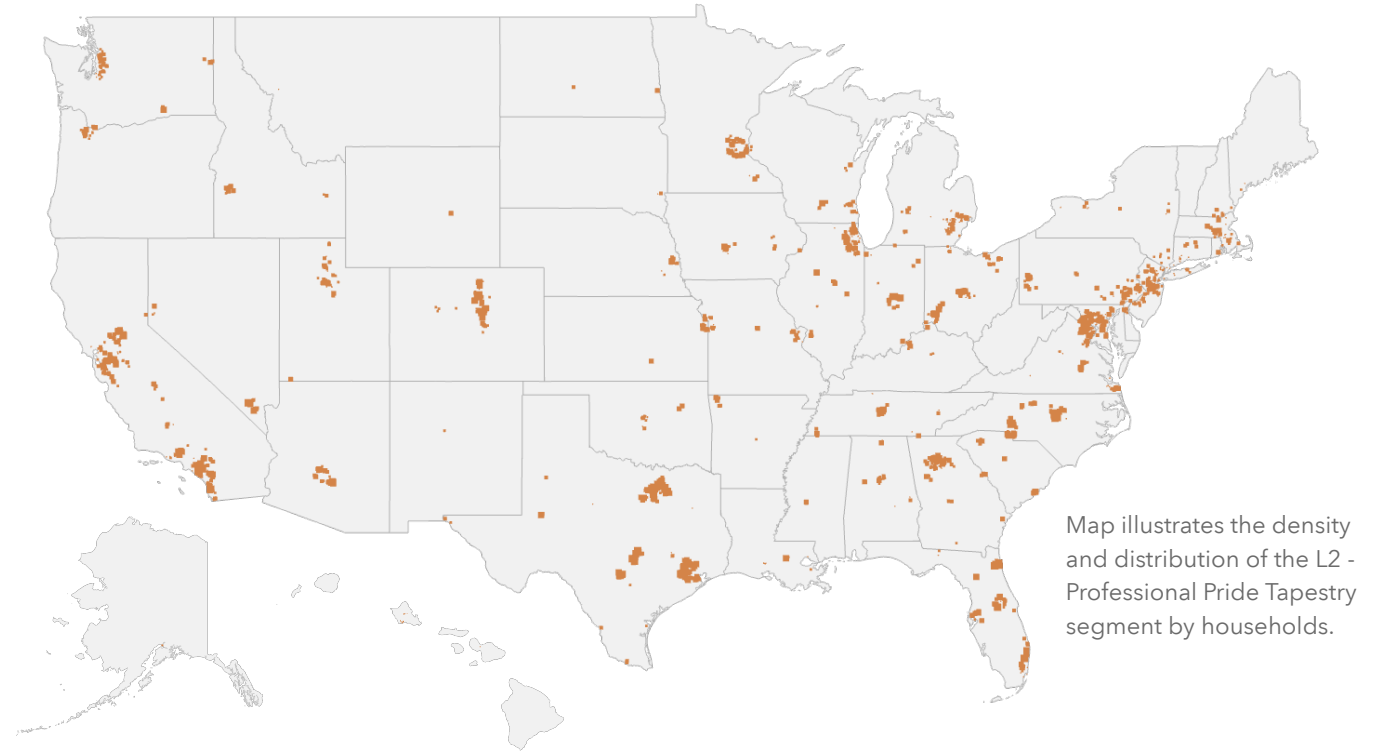
[ArcGIS Tapestry](#) is an advanced demographics dataset that contains detailed summaries of communities across the United States. The ArcGIS Tapestry dataset is developed by Esri and includes source material supplied by [Esri® Updated Demographics](#), the [U.S. Census Bureau](#), the U.S. Census Bureau's [American Community Survey \(ACS\)](#), and consumer surveys such as [MRI-Simmons](#).

The ArcGIS Tapestry dataset groups residential areas into segments based on shared demographic, socioeconomic, and lifestyle characteristics. Neighborhoods with the most similar characteristics are grouped together, and neighborhoods showing divergent characteristics are separated. For a broader view of consumer markets, segments are summarized into LifeMode groups. Segments within each [LifeMode group](#) share key demographic characteristics with an emphasis on age, income, household type, and population density.

ArcGIS Tapestry data can be used to understand a community's complexity. Each segment provides insight into patterns at the neighborhood and community levels and can be used to compare study areas. Typically, communities are composed of multiple segments and the diversity of an area's segments is relevant to understanding each community's unique socioeconomic and demographic dynamics.

L2 - Professional Pride is one of 60 Tapestry segments in the United States. Values on this report represent nationwide 2025 totals from Esri for this segment. © 2025 Esri.

Segment Density





Demographic Characteristics of Tapestry Segment L2

Professional Pride

Key Indicators



2.1%

United States households are in this Tapestry segment

There are **2,761,861** households in the **Professional Pride** segment within the United States.



3.20 ↑

Average household size

This segment is **0.70 persons higher** than the **United States** average household size of **2.50**.



\$187,750 ↑

Median household income

This segment is **130.0% higher** than the **United States** median income of **\$81,624**.



\$645,271 ↑

Median home value

This segment is **74.1% higher** than the **United States** median home value of **\$370,578**.



38.6 ↓

Median age

This segment is **1.0 years younger** than the **United States** median age of **39.6**.

Demographics

Marital Status



Never Married	24.4%	34.2%
Married	67.5%	50.3%
Divorced	5.3%	10%
Widowed	2.7%	5.5%

■ Segment total ■ US total

Population by Generation



Greatest Generation	2.1%	4.3%
Baby Boomers	14.1%	19.4%
Generation X	24.4%	19.1%
Millennials	21.8%	24.2%
Generation Z	26.4%	23.0%
Generation Alpha	11.3%	10.0%

Population by Race

11.3% of population in this segment identify as [Hispanic](#).



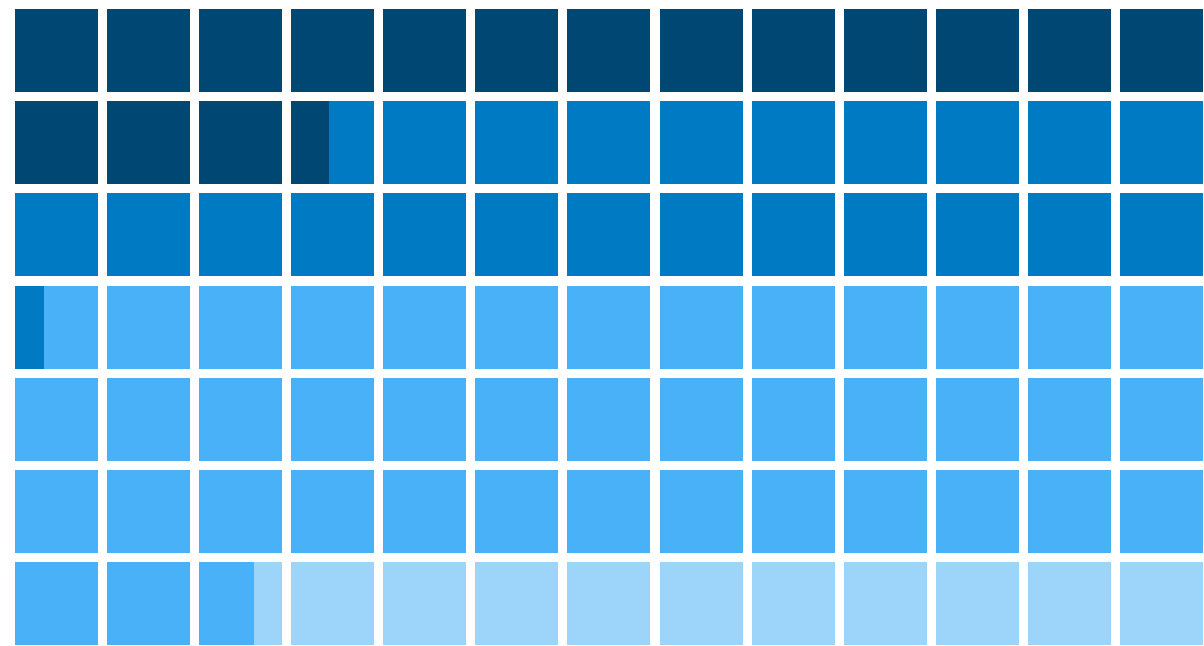
American Indian	0.4%	1.1%
Asian	20.4%	6.4%
Black	5.8%	12.5%
Pacific Islander	0.1%	0.2%
White	59.6%	60.0%
2+ Races	10.5%	10.8%
Other Race	3.2%	8.8%



Demographic Characteristics of Tapestry Segment L2

Professional Pride

School Enrollment



67.4% of population age 3+ in this Tapestry segment are not enrolled in school. Source: (ACS)

- College or Grad/Prof School (5.9%)
- Enrolled in grade 9-12 (8.2%)
- Enrolled in grade 1-8 (14.8%)
- Nursery/Presch or Kindergarten (3.7%)



Diversity Index



0 100

U.S. index is 72.7

67.1



2.9% ↓

Unemployment Rate

1.4% lower than the **United States** rate of **4.3%**.



Educational Attainment

Population Age 25+	Professional Pride	United States	Difference
Less than 9th grade	1.3%	4.0%	-2.7%
High school with no diploma	1.5%	5.3%	-3.8%
High school diploma	9.6%	22.4%	-12.8%
GED or alternative credential	1.3%	4.1%	-2.8%
Some college with no degree	11.9%	17.2%	-5.3%
Associate's degree	7.6%	9.8%	-2.2%
Bachelor's degree	37.9%	22.7%	15.2%
Graduate or professional degree	28.9%	14.5%	14.4%

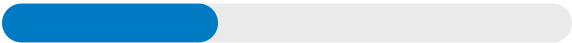
Household Income Tiers



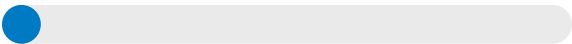
Upper Income Tier **57.3%**



Middle Income Tier **37.9%**



Low Income Tier **4.8%**



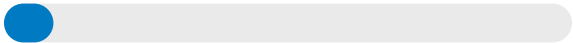
Occupation Type



White Collar **82.1%**



Blue Collar **8.7%**



Services Occupation **9.2%**

