



Lifestyle Report

Ranked by Households

Prepared By: Ben Wilson

5956 Sherry Lane, Dallas, Texas, 75225

Latitude: 32.862257

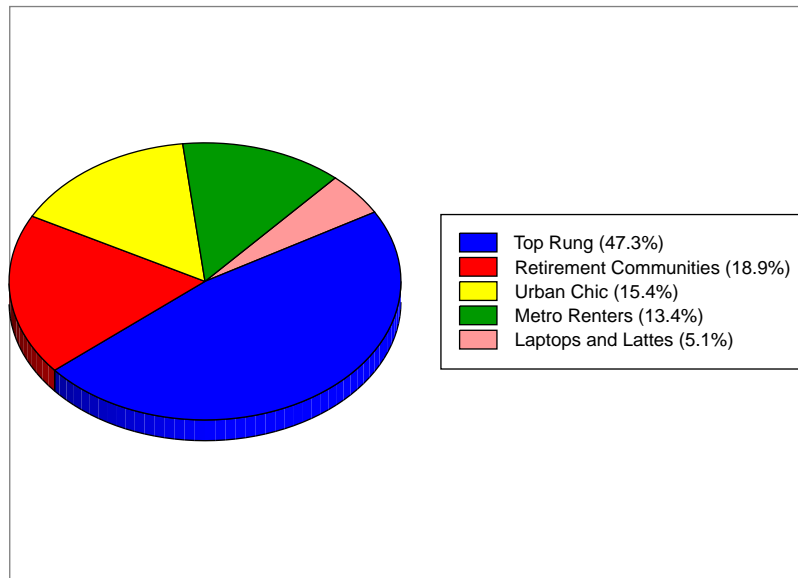
32.862257, -96.809906

Site Type: Ring

Longitude: -96.809906

Radius: 1 miles

Top Tapestry Segments



Percent of Households by Tapestry Segment

Top Tapestry Segments:

Top Rung

Top Rung is the wealthiest consumer market, representing less than one percent of all U.S. households. The median household income of \$185,415 is three and one-half times that of the national median, and the median net worth of \$614,206 is more than five times that of the national level. The median home value is approximately \$1,078,501. These educated residents are in their peak earning years, 45-64, in married-couple households, with or without children. The median age is 41.9 years. With the purchasing power to indulge any choice, Top Rung residents travel in style, both domestically and overseas. This is the top market for owning or leasing a luxury car; residents favor new imported vehicles, especially convertibles. A navigational system in the vehicle is a key amenity. Avid readers, these residents find time to read two or more daily newspapers and countless books.

Retirement Communities

Retirement Communities neighborhoods are found mostly in cities scattered across the United States. The majority of households are multiunit dwellings. Congregate housing, which commonly includes meals and other services in the rent, is a trait of this segment dominated by singles who live alone. This educated, older market has a median age of 51.4 years. One-third of residents are aged 65 years or older. Although the median household income is a modest \$48,045, the median net worth is \$170,490. Good health is a priority; residents visit their doctors regularly, diet and exercise, purchase low-sodium food, and take vitamins. They spend their leisure time working crossword puzzles, playing bingo, gardening indoors, canoeing, gambling, and taking adult education classes. They like to spend time with their grandchildren and spoil them with toys. Home remodeling projects are usually in the works.



Lifestyle Report

Ranked by Households

Prepared By: Ben Wilson

5956 Sherry Lane, Dallas, Texas, 75225

Latitude: 32.862257

32.862257, -96.809906

Site Type: Ring

Longitude: -96.809906

Radius: 1 miles

Source: ESRI

Urban Chic

Urban Chic residents are well-educated professionals living an urban, exclusive lifestyle. Most own expensive single-family homes with a median value of \$659,997. Married-couple families and singles comprise most of these households. The median age is 42 years. Urban Chic residents travel extensively, visit museums, attend dance performances, play golf, and go hiking. They use the Internet frequently to trade or track investments or to shop, buying concert and sports tickets, clothes, flowers, and books. They appreciate a good cup of coffee while reading a book or newspaper and prefer to listen to classical music, alltalk, or public radio programs. Civic minded, residents are likely to volunteer in their communities.

Metro Renters

Metro Renters residents are young (approximately 30 percent are in their 20s), well-educated singles beginning their professional careers in some of the largest U.S. cities such as New York City, Chicago, and Los Angeles. The median age is 33.8 years; the median household income is \$57,662. As the name Metro Renters implies, most residents are renting apartments in high-rise buildings, living alone or with a roommate. Their interests include traveling, reading two or more daily newspapers, listening to classical music and public radio programs, and surfing the Internet. For exercise, they work out regularly at clubs, play tennis and volleyball, practice yoga, ski, and jog. They enjoy dancing, attending rock concerts, going to museums or the movies, and throwing Frisbees. Painting and drawing are favorite hobbies. Politically, this market is liberal.

Laptops and Lattes

The most eligible and unencumbered market of Community Tapestry, Laptops and Lattes residents are affluent, single, and still renting. They are highly educated, professional, and partial to city life, preferring major metropolitan areas such as New York, Los Angeles, San Francisco, Boston, and Chicago. The median household income is \$100,428; the median age is 38.4 years. Technologically savvy, this is the top market for owning an iPod, as well as a laptop or notebook PC; they use the Internet daily, especially to shop. Their favorite department store, by far, is Banana Republic. Leisure activities include going to movies, rock concerts, shows, museums, and nightclubs. These residents exercise regularly and take vitamins. They enjoy yoga, jogging, skiing, reading, watching foreign films on DVD, dining out, and traveling abroad. They embrace liberal philosophies and work for environmental causes.



Lifestyle Report

Ranked by Households

Prepared By: Ben Wilson

5956 Sherry Lane, Dallas, Texas, 75225

Latitude: 32.862257

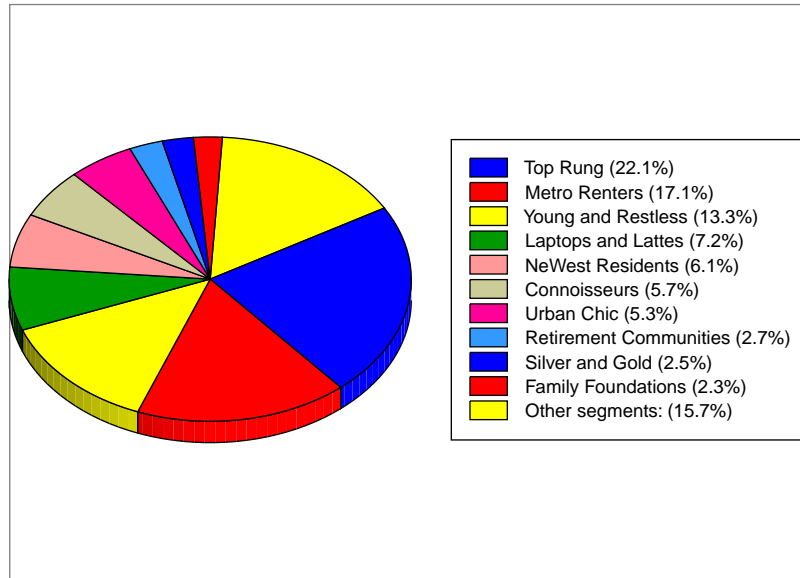
32.862257, -96.809906

Site Type: Ring

Longitude: -96.809906

Radius: 3 miles

Top Tapestry Segments



Percent of Households by Tapestry Segment

Top Tapestry Segments:

Top Rung

Top Rung is the wealthiest consumer market, representing less than one percent of all U.S. households. The median household income of \$185,415 is three and one-half times that of the national median, and the median net worth of \$614,206 is more than five times that of the national level. The median home value is approximately \$1,078,501. These educated residents are in their peak earning years, 45-64, in married-couple households, with or without children. The median age is 41.9 years. With the purchasing power to indulge any choice, Top Rung residents travel in style, both domestically and overseas. This is the top market for owning or leasing a luxury car; residents favor new imported vehicles, especially convertibles. A navigational system in the vehicle is a key amenity. Avid readers, these residents find time to read two or more daily newspapers and countless books.

Metro Renters

Metro Renters residents are young (approximately 30 percent are in their 20s), well-educated singles beginning their professional careers in some of the largest U.S. cities such as New York City, Chicago, and Los Angeles. The median age is 33.8 years; the median household income is \$57,662. As the name Metro Renters implies, most residents are renting apartments in high-rise buildings, living alone or with a roommate. Their interests include traveling, reading two or more daily newspapers, listening to classical music and public radio programs, and surfing the Internet. For exercise, they work out regularly at clubs, play tennis and volleyball, practice yoga, ski, and jog. They enjoy dancing, attending rock concerts, going to museums or the movies, and throwing Frisbees. Painting and drawing are favorite hobbies. Politically, this market is liberal.



Lifestyle Report

Ranked by Households

Prepared By: Ben Wilson

5956 Sherry Lane, Dallas, Texas, 75225

Latitude: 32.862257

Longitude: -96.809906

32.862257, -96.809906

Site Type: Ring

Radius: 3 miles

Source: ESRI

Young and Restless

Change is the constant in this diverse market. With a median age of 28.7 years, the population is young and on the go. About 85 percent of householders moved in the last five years. Young and Restless householders are primarily renters, living in apartments in multiunit buildings. Almost 60 percent are singleperson or shared households. This educated market has the highest labor force participation among all the Community Tapestry segments, at 76 percent, and the highest female labor force participation, at 73 percent. The median household income is \$45,236. Residents use the Internet daily to visit chat rooms, play games, obtain the latest news, and search for employment. They read computer and music magazines and listen to public radio. They watch movies in the theater and on DVD, attend rock concerts, play pool, go dancing, and exercise weekly at a gym.

Laptops and Lattes

The most eligible and unencumbered market of Community Tapestry, Laptops and Lattes residents are affluent, single, and still renting. They are highly educated, professional, and partial to city life, preferring major metropolitan areas such as New York, Los Angeles, San Francisco, Boston, and Chicago. The median household income is \$100,428; the median age is 38.4 years. Technologically savvy, this is the top market for owning an iPod, as well as a laptop or notebook PC; they use the Internet daily, especially to shop. Their favorite department store, by far, is Banana Republic. Leisure activities include going to movies, rock concerts, shows, museums, and nightclubs. These residents exercise regularly and take vitamins. They enjoy yoga, jogging, skiing, reading, watching foreign films on DVD, dining out, and traveling abroad. They embrace liberal philosophies and work for environmental causes.

NeWest Residents

Most NeWest Residents members rent apartments in mid- or high-rise buildings, primarily in major cities in the West and South. California has the largest concentration of these households, followed by Texas. Families dominate this market. Children reside in 54 percent of the households, either in married-couple or single-parent families. Approximately half of the population is foreign-born. This young market has a median age of 25.4 years. Most of the employed residents work in service and skilled labor occupations. These residents lead a strongly family-oriented lifestyle. Budget constraints restrict their purchases to essentials such as baby food, equipment, and products as well as children's clothing. For fun, families go to the movies, visit theme parks, and play soccer. They like to watch sports on TV, especially wrestling and soccer, and listen to Hispanic radio.

Connoisseurs

Second in wealth to Top Rung but first for conspicuous consumption, Connoisseurs residents are well educated and somewhat older, with a median age of 47.3 years. Although residents appear closer to retirement than child rearing age, many of these married couples have children who still live at home. Their neighborhoods tend to be older bastions of affluence where the median home value is \$706,720. Growth in these neighborhoods is slow. Residents spend money for nice homes, cars, clothes, and vacations. Exercise is a priority; they work out weekly at a club or other facility, ski, play golf, snorkel, play tennis, practice yoga, and jog. Active in the community, they work for political candidates or parties, write or visit elected officials, and participate in local civic issues.



Lifestyle Report

Ranked by Households

Prepared By: Ben Wilson

5956 Sherry Lane, Dallas, Texas, 75225

Latitude: 32.862257

Longitude: -96.809906

32.862257, -96.809906

Site Type: Ring

Radius: 3 miles

Source: ESRI

Urban Chic

Urban Chic residents are well-educated professionals living an urban, exclusive lifestyle. Most own expensive single-family homes with a median value of \$659,997. Married-couple families and singles comprise most of these households. The median age is 42 years. Urban Chic residents travel extensively, visit museums, attend dance performances, play golf, and go hiking. They use the Internet frequently to trade or track investments or to shop, buying concert and sports tickets, clothes, flowers, and books. They appreciate a good cup of coffee while reading a book or newspaper and prefer to listen to classical music, alltalk, or public radio programs. Civic minded, residents are likely to volunteer in their communities.

Retirement Communities

Retirement Communities neighborhoods are found mostly in cities scattered across the United States. The majority of households are multiunit dwellings. Congregate housing, which commonly includes meals and other services in the rent, is a trait of this segment dominated by singles who live alone. This educated, older market has a median age of 51.4 years. One-third of residents are aged 65 years or older. Although the median household income is a modest \$48,045, the median net worth is \$170,490. Good health is a priority; residents visit their doctors regularly, diet and exercise, purchase low-sodium food, and take vitamins. They spend their leisure time working crossword puzzles, playing bingo, gardening indoors, canoeing, gambling, and taking adult education classes. They like to spend time with their grandchildren and spoil them with toys. Home remodeling projects are usually in the works.

Silver and Gold

Silver and Gold residents are the second oldest of the Community Tapestry segments and the wealthiest seniors, with a median age of 59.7 years; most are retired from professional occupations. Their affluence has allowed them to move to sunnier climates. More than 60 percent of the households are in the South (mainly in Florida); 25 percent reside in the West, primarily in California and Arizona. Neighborhoods are exclusive, with a median home value of \$369,808 and a high proportion of seasonal housing. Residents enjoy traveling, woodworking, playing cards, bird-watching, target shooting, saltwater fishing, and power boating. Golf is more a way of life than a mere leisure pursuit; they play golf, attend tournaments, watch golf on TV, and listen to golf programs on the radio. They are avid readers but also find the time to watch their favorite TV shows and a multitude of news programs.

Family Foundations

Family is the cornerstone of life in Family Foundations communities. A family mix of married couples, single parents, grandparents, and young and adult children populate these small, urban neighborhoods located in large metropolitan areas, primarily in the South and Midwest. This market represents stability. Hardly any household growth has occurred since 2000; these neighborhoods experience little turnover. The median age is 39.0 years; the median household income is \$46,308. Most households are single-family structures built before 1970, occupied by owners. Many residents are members of church boards or religious clubs and participate in fund-raising. Basketball is a favorite sport; residents play it, attend professional games, watch games on TV and listen to games on the radio. They watch courtroom TV shows, sports, and news programs on TV and listen to gospel, urban, and jazz radio formats..

Source: ESRI



Lifestyle Report

Ranked by Households

Prepared By: Ben Wilson

5956 Sherry Lane, Dallas, Texas, 75225

Latitude: 32.862257

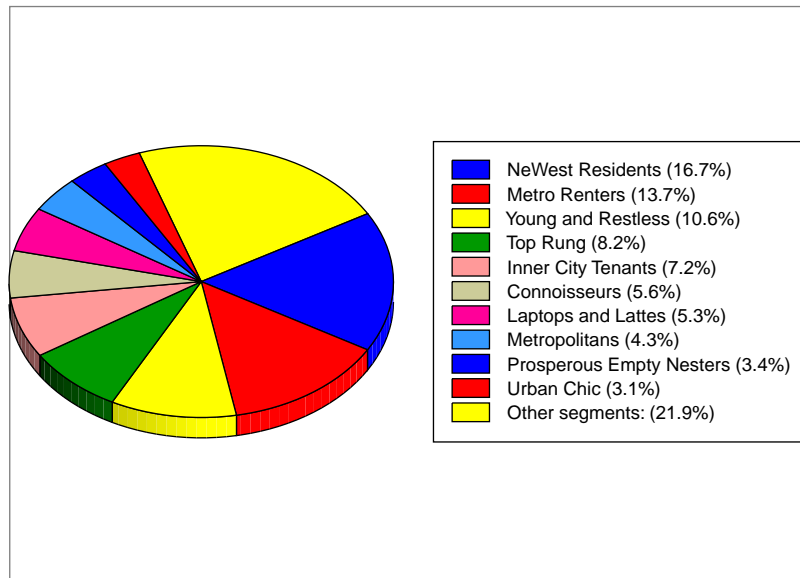
32.862257, -96.809906

Site Type: Ring

Longitude: -96.809906

Radius: 5 miles

Top Tapestry Segments



Percent of Households by Tapestry Segment

Top Tapestry Segments:

NeWest Residents

Most NeWest Residents members rent apartments in mid- or high-rise buildings, primarily in major cities in the West and South. California has the largest concentration of these households, followed by Texas. Families dominate this market. Children reside in 54 percent of the households, either in married-couple or single-parent families. Approximately half of the population is foreign-born. This young market has a median age of 25.4 years. Most of the employed residents work in service and skilled labor occupations. These residents lead a strongly family-oriented lifestyle. Budget constraints restrict their purchases to essentials such as baby food, equipment, and products as well as children's clothing. For fun, families go to the movies, visit theme parks, and play soccer. They like to watch sports on TV, especially wrestling and soccer, and listen to Hispanic radio.

Metro Renters

Metro Renters residents are young (approximately 30 percent are in their 20s), well-educated singles beginning their professional careers in some of the largest U.S. cities such as New York City, Chicago, and Los Angeles. The median age is 33.8 years; the median household income is \$57,662. As the name Metro Renters implies, most residents are renting apartments in high-rise buildings, living alone or with a roommate. Their interests include traveling, reading two or more daily newspapers, listening to classical music and public radio programs, and surfing the Internet. For exercise, they work out regularly at clubs, play tennis and volleyball, practice yoga, ski, and jog. They enjoy dancing, attending rock concerts, going to museums or the movies, and throwing Frisbees. Painting and drawing are favorite hobbies. Politically, this market is liberal.



Lifestyle Report

Ranked by Households

Prepared By: Ben Wilson

5956 Sherry Lane, Dallas, Texas, 75225

Latitude: 32.862257

32.862257, -96.809906

Site Type: Ring

Longitude: -96.809906

Radius: 5 miles

Source: ESRI

Young and Restless

Change is the constant in this diverse market. With a median age of 28.7 years, the population is young and on the go. About 85 percent of householders moved in the last five years. Young and Restless householders are primarily renters, living in apartments in multiunit buildings. Almost 60 percent are singleperson or shared households. This educated market has the highest labor force participation among all the Community Tapestry segments, at 76 percent, and the highest female labor force participation, at 73 percent. The median household income is \$45,236. Residents use the Internet daily to visit chat rooms, play games, obtain the latest news, and search for employment. They read computer and music magazines and listen to public radio. They watch movies in the theater and on DVD, attend rock concerts, play pool, go dancing, and exercise weekly at a gym.

Top Rung

Top Rung is the wealthiest consumer market, representing less than one percent of all U.S. households. The median household income of \$185,415 is three and one-half times that of the national median, and the median net worth of \$614,206 is more than five times that of the national level. The median home value is approximately \$1,078,501. These educated residents are in their peak earning years, 45-64, in married-couple households, with or without children. The median age is 41.9 years. With the purchasing power to indulge any choice, Top Rung residents travel in style, both domestically and overseas. This is the top market for owning or leasing a luxury car; residents favor new imported vehicles, especially convertibles. A navigational system in the vehicle is a key amenity. Avid readers, these residents find time to read two or more daily newspapers and countless books.

Inner City Tenants

Inner City Tenants neighborhoods are a microcosm of urban diversity, located primarily in the South and West. This multicultural market is young, with a median age of 27.9 years. Households are a mix of singles and families. Most residents rent economical apartments in mid- or high-rise buildings. Recent household purchases by this market include video game systems, baby food, baby products, and furniture. Internet access at home is not typical; those who have no access at home surf the Internet at school or at the library. Playing games and visiting chat rooms are typical online activities. Residents frequently eat at fast-food restaurants. They enjoy going to the movies; attending football and basketball games; water skiing; and playing football, basketball, and soccer. Some enjoy the nightlife, visiting bars and nightclubs to go dancing.

Connoisseurs

Second in wealth to Top Rung but first for conspicuous consumption, Connoisseurs residents are well educated and somewhat older, with a median age of 47.3 years. Although residents appear closer to retirement than child rearing age, many of these married couples have children who still live at home. Their neighborhoods tend to be older bastions of affluence where the median home value is \$706,720. Growth in these neighborhoods is slow. Residents spend money for nice homes, cars, clothes, and vacations. Exercise is a priority; they work out weekly at a club or other facility, ski, play golf, snorkel, play tennis, practice yoga, and jog. Active in the community, they work for political candidates or parties, write or visit elected officials, and participate in local civic issues.



Lifestyle Report

Ranked by Households

Prepared By: Ben Wilson

5956 Sherry Lane, Dallas, Texas, 75225

Latitude: 32.862257

32.862257, -96.809906

Site Type: Ring

Longitude: -96.809906

Radius: 5 miles

Source: ESRI

Laptops and Lattes

The most eligible and unencumbered market of Community Tapestry, Laptops and Lattes residents are affluent, single, and still renting. They are highly educated, professional, and partial to city life, preferring major metropolitan areas such as New York, Los Angeles, San Francisco, Boston, and Chicago. The median household income is \$100,428; the median age is 38.4 years. Technologically savvy, this is the top market for owning an iPod, as well as a laptop or notebook PC; they use the Internet daily, especially to shop. Their favorite department store, by far, is Banana Republic. Leisure activities include going to movies, rock concerts, shows, museums, and nightclubs. These residents exercise regularly and take vitamins. They enjoy yoga, jogging, reading, watching foreign films on DVD, dining out, and traveling abroad. They embrace liberal philosophies and work for environmental causes.

Metropolitans

Metropolitans residents favor city living in older neighborhoods. Approximately half of the households are composed of singles who live alone or with others. However, married-couple families comprise 40 percent of the households. The median age is 37.7 years. Over half of employed persons hold professional or management positions. These neighborhoods are an eclectic mix of single-family homes and multiunit structures, with a median home value of \$215,587. The median household income is \$62,812. Residents lead busy, active lifestyles. They travel frequently and participate in numerous civic activities. They enjoy going to museums and zoos and listening to classical music and jazz on the radio. Refinishing furniture and playing a musical instrument are favorite hobbies. Exercise includes yoga, using Rollerblades, and hiking/backpacking.

Prosperous Empty Nesters

Prosperous Empty Nesters neighborhoods are well established, located throughout the United States; approximately one-third are on the eastern seaboard. The median age is 48.7 years. More than half of the householders are aged 55 or older. Forty percent of household types are married couples with no children living at home. Educated and experienced, residents are enjoying the life stage transition from child rearing to retirement. The median household income is \$70,623. Residents place a high value on their physical and financial well-being and take an active interest in their homes and communities. They travel extensively, both at home and abroad. Leisure activities include refinishing furniture, playing golf, attending sports events, and reading mysteries. Civic participation includes joining civic clubs, engaging in fund-raising, and working as volunteers.

Urban Chic

Urban Chic residents are well-educated professionals living an urban, exclusive lifestyle. Most own expensive single-family homes with a median value of \$659,997. Married-couple families and singles comprise most of these households. The median age is 42 years. Urban Chic residents travel extensively, visit museums, attend dance performances, play golf, and go hiking. They use the Internet frequently to trade or track investments or to shop, buying concert and sports tickets, clothes, flowers, and books. They appreciate a good cup of coffee while reading a book or newspaper and prefer to listen to classical music, alltalk, or public radio programs. Civic minded, residents are likely to volunteer in their communities.

Source: ESRI