

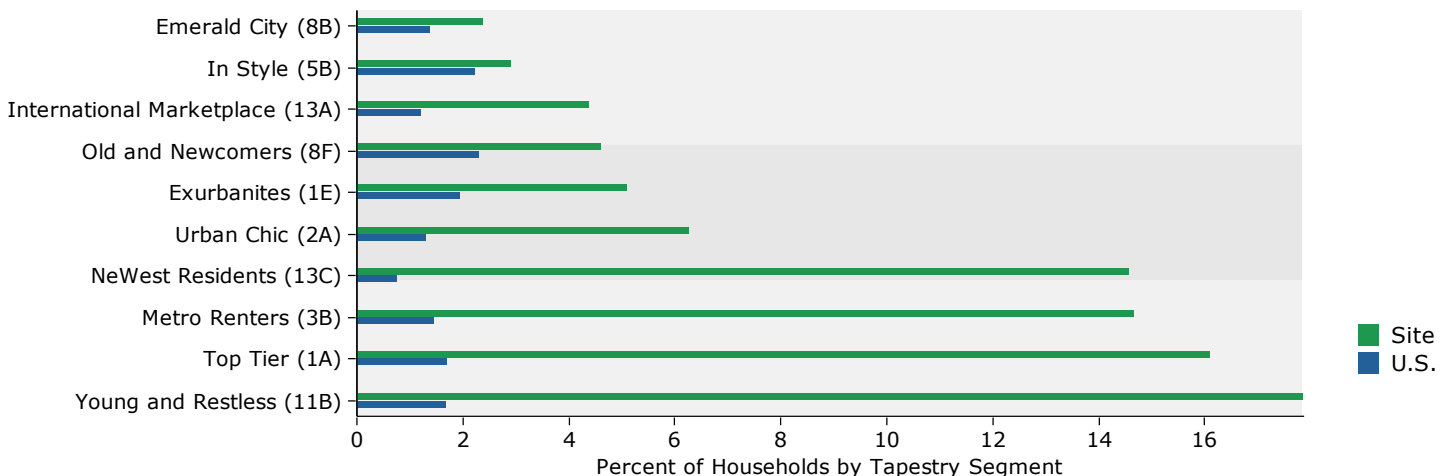
Site 1
12900 Preston Rd, Dallas, Texas, 75230
Ring: 3 mile radius

Latitude: 32.9242
Longitude: -96.80344

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2014 Households		2014 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Young and Restless (11B)	17.9%	17.9%	1.7%	1.7%	1058
2	Top Tier (1A)	16.1%	34.0%	1.7%	3.4%	934
3	Metro Renters (3B)	14.7%	48.7%	1.5%	4.9%	990
4	NeWest Residents (13C)	14.6%	63.3%	0.8%	5.7%	1,907
5	Urban Chic (2A)	6.3%	69.6%	1.3%	7.0%	475
Subtotal		69.6%		7.0%		
6	Exurbanites (1E)	5.1%	74.7%	2.0%	9.0%	262
7	Old and Newcomers (8F)	4.6%	79.3%	2.3%	11.3%	198
8	International Marketplace (13A)	4.4%	83.7%	1.2%	12.5%	358
9	In Style (5B)	2.9%	86.6%	2.3%	14.8%	130
10	Emerald City (8B)	2.4%	89.0%	1.4%	16.2%	170
Subtotal		19.4%		9.2%		
11	American Dreamers (7C)	1.6%	90.6%	1.5%	17.7%	112
12	Enterprising Professionals (2D)	1.4%	92.0%	1.4%	19.1%	99
13	Set to Impress (11D)	1.3%	93.3%	1.4%	20.5%	95
14	Retirement Communities (9E)	1.2%	94.5%	1.2%	21.7%	97
15	Golden Years (9B)	1.0%	95.5%	1.3%	23.0%	71
Subtotal		6.5%		6.8%		
16	Social Security Set (9F)	0.9%	96.4%	0.8%	23.8%	113
17	Family Foundations (12A)	0.7%	97.1%	1.1%	24.9%	68
18	Urban Villages (7B)	0.7%	97.8%	1.1%	26.0%	66
19	City Lights (8A)	0.7%	98.5%	1.5%	27.5%	48
20	Southwestern Families (7F)	0.6%	99.1%	0.8%	28.3%	72
Subtotal		3.6%		5.3%		
Total		99.1%		28.2%		351

Top Ten Tapestry Segments Site vs. U.S.



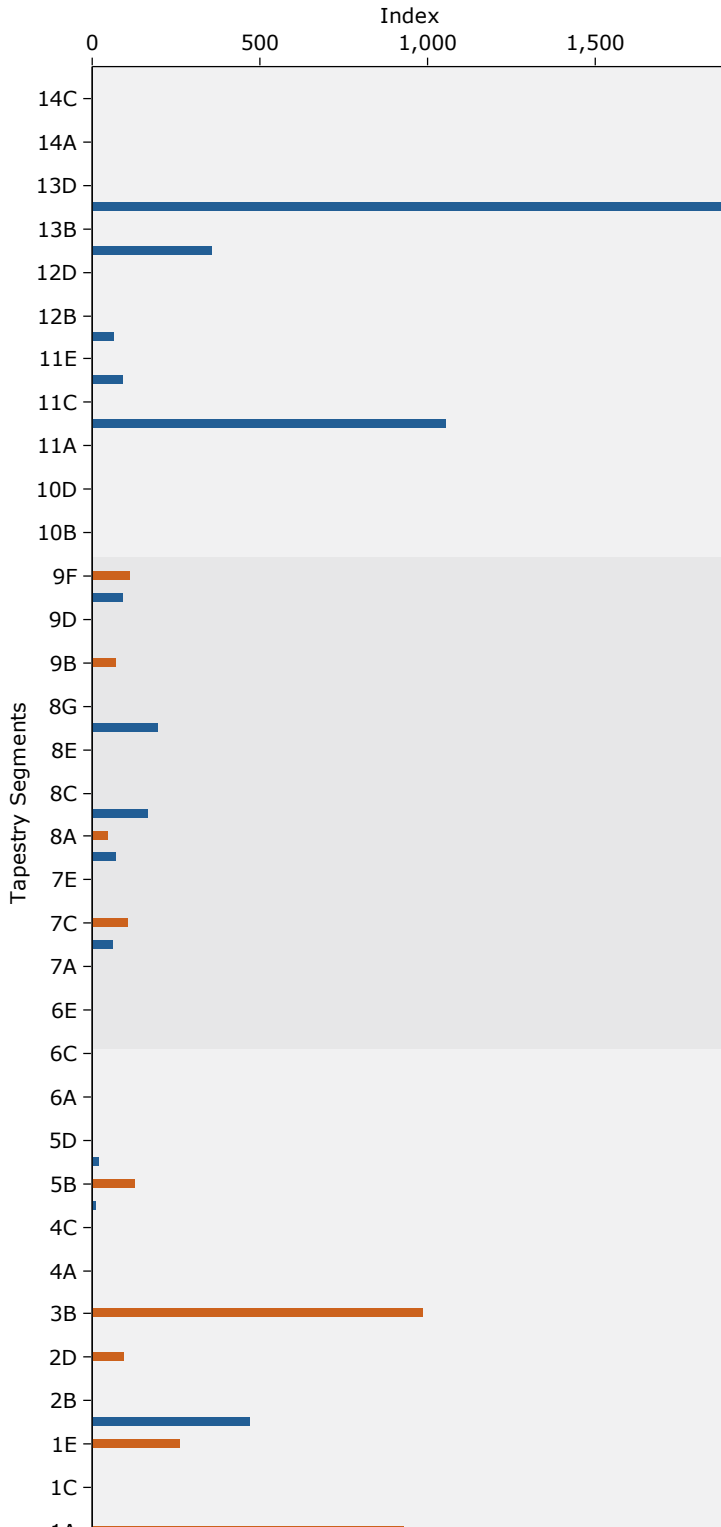
Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States,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

Source: Esri

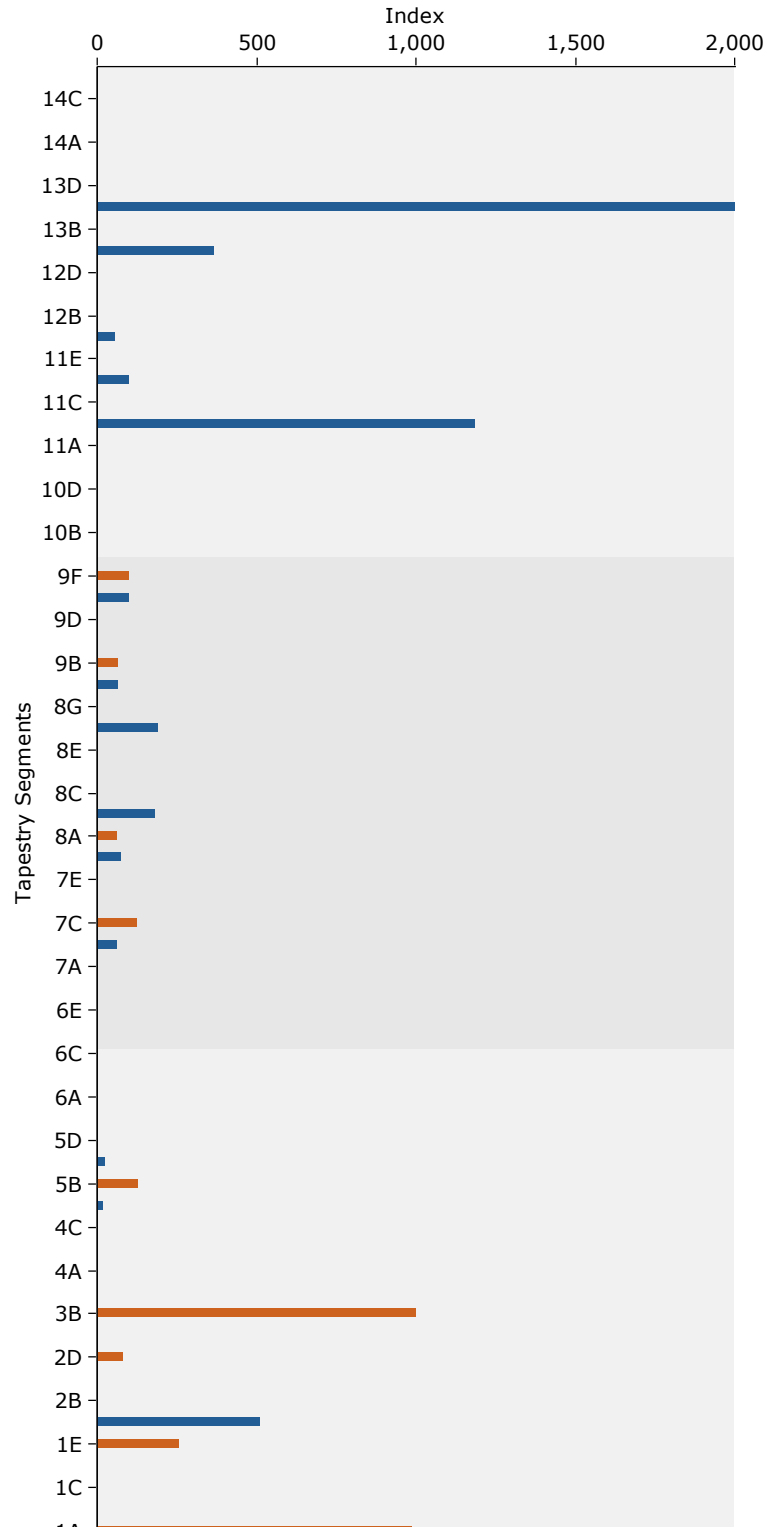
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2014 Tapestry Indexes by Households



2014 Tapestry Indexes by Population



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Site 1
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Tapestry LifeMode Groups	2014 Households			2014 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	55,489	100.0%		127,603	100.0%	
1. Affluent Estates	11,775	21.2%	219	29,815	23.4%	220
Top Tier (1A)	8,935	16.1%	934	23,615	18.5%	993
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)	2,840	5.1%	262	6,200	4.9%	261
2. Upscale Avenues	4,241	7.6%	135	9,387	7.4%	126
Urban Chic (2A)	3,484	6.3%	475	7,963	6.2%	514
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	757	1.4%	99	1,424	1.1%	86
3. Uptown Individuals	8,145	14.7%	408	12,686	9.9%	380
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	8,145	14.7%	990	12,686	9.9%	1,006
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	2,133	3.8%	33	4,746	3.7%	35
Comfortable Empty Nesters (5A)	235	0.4%	17	589	0.5%	19
In Style (5B)	1,628	2.9%	130	3,437	2.7%	133
Parks and Rec (5C)	270	0.5%	24	720	0.6%	29
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	1,638	3.0%	43	5,190	4.1%	46
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	394	0.7%	66	1,275	1.0%	64
American Dreamers (7C)	911	1.6%	112	2,893	2.3%	128
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)	333	0.6%	72	1,022	0.8%	78

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Tapestry LifeMode Groups	2014 Households			2014 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	55,489	100.0%		127,603	100.0%	
8. Middle Ground	4,278	7.7%	71	8,506	6.7%	66
City Lights (8A)	390	0.7%	48	1,179	0.9%	63
Emerald City (8B)	1,329	2.4%	170	2,605	2.0%	183
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)	2,559	4.6%	198	4,722	3.7%	193
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	1,686	3.0%	53	2,963	2.3%	53
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	529	1.0%	71	967	0.8%	70
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)	652	1.2%	97	1,208	0.9%	104
Social Security Set (9F)	505	0.9%	113	788	0.6%	103
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	10,651	19.2%	312	21,486	16.8%	286
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	9,919	17.9%	1,058	19,950	15.6%	1,190
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	732	1.3%	95	1,536	1.2%	104
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	403	0.7%	11	1,120	0.9%	17
Family Foundations (12A)	403	0.7%	68	1,120	0.9%	62
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	10,539	19.0%	489	31,704	24.8%	507
International Marketplace (13A)	2,445	4.4%	358	6,769	5.3%	369
Las Casas (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	8,094	14.6%	1,907	24,935	19.5%	2,004
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 Urbanization Groups	2014 Households			2014 Population		
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Total:	55,489	100.0%		127,603	100.0%	
1. Principal Urban Center	16,239	29.3%	421	37,621	29.5%	455
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	8,145	14.7%	990	12,686	9.9%	1,006
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)	8,094	14.6%	1,907	24,935	19.5%	2,004
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	4,876	8.8%	52	14,258	11.2%	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)	394	0.7%	66	1,275	1.0%	64
American Dreamers (7C)	911	1.6%	112	2,893	2.3%	128
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	333	0.6%	72	1,022	0.8%	78
City Lights (8A)	390	0.7%	48	1,179	0.9%	63
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)	403	0.7%	68	1,120	0.9%	62
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	2,445	4.4%	358	6,769	5.3%	369
Las Casas (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	17,324	31.2%	171	34,246	26.8%	172
In Style (5B)	1,628	2.9%	130	3,437	2.7%	133
Emerald City (8B)	1,329	2.4%	170	2,605	2.0%	183
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	2,559	4.6%	198	4,722	3.7%	193
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	652	1.2%	97	1,208	0.9%	104
Social Security Set (9F)	505	0.9%	113	788	0.6%	103
Young and Restless (11B)	9,919	17.9%	1,058	19,950	15.6%	1,190
Set to Impress (11D)	732	1.3%	95	1,536	1.2%	104
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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Total:	55,489	100.0%		127,603	100.0%	
4. Suburban Periphery	17,050	30.7%	98	41,478	32.5%	101
Top Tier (1A)	8,935	16.1%	934	23,615	18.5%	993
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)	2,840	5.1%	262	6,200	4.9%	261
Urban Chic (2A)	3,484	6.3%	475	7,963	6.2%	514
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Enterprising Professionals (2D)	757	1.4%	99	1,424	1.1%	86
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)	235	0.4%	17	589	0.5%	19
Parks and Rec (5C)	270	0.5%	24	720	0.6%	29
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)	529	1.0%	71	967	0.8%	70
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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