



# Lifestyle Report

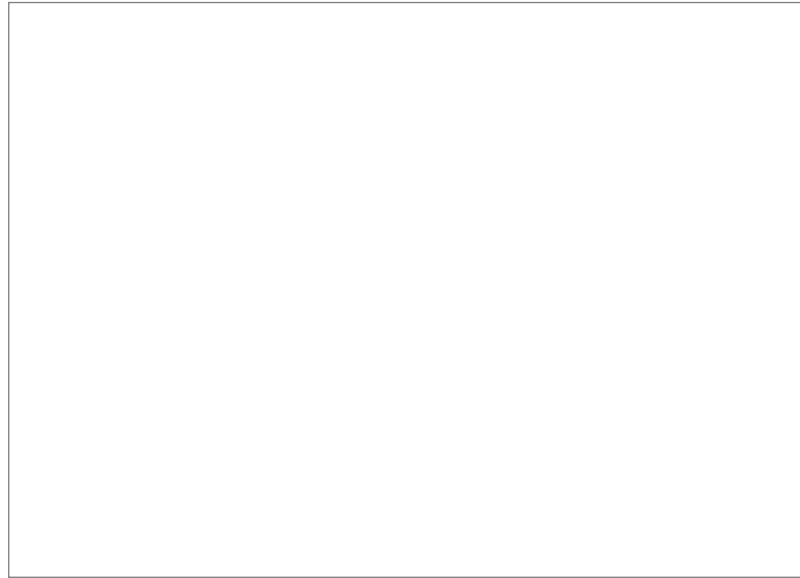
Ranked by Households

Prepared by George Alexander

TXDallas2ndAVE51015  
5311 2nd Ave, Dallas, TX, 75210  
Drive Time: 1 minute

Latitude: 32.757641  
Longitude: -96.740707

Top Tapestry Segments



Percent of Households by Tapestry Segment

## Top Tapestry Segments:

### Unclassified

Unclassified neighborhoods include unpopulated areas such as parks, golf courses, open spaces, or other types of undeveloped land. Institutional group quarters, such as prisons, juvenile detention homes, mental hospitals, or any area with insufficient data for classification, are also included in this category.



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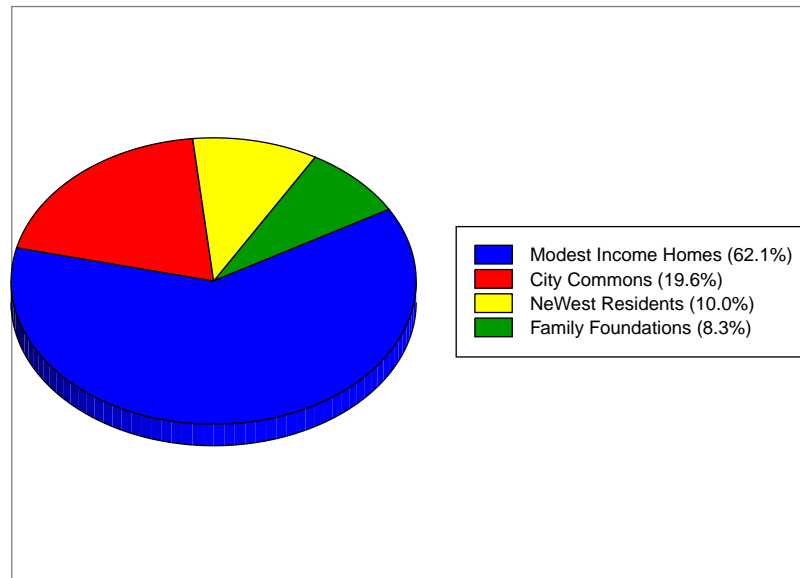
## Ranked by Households

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Top Tapestry Segments



Percent of Households by Tapestry Segment

### Top Tapestry Segments:

#### Modest Income Homes

Modest Income Homes neighborhoods are found primarily in the older suburbs of metropolitan areas. Single-family dwellings represent more than two-thirds of the housing; 15 percent are duplexes. The median home value is \$57,381. Household types are mainly single person and single parent. However, 64 percent of households are family types. The median age is 35.7 years. Slightly more employed residents work part time than full time, mainly in service and blue collar occupations. At 20 percent, unemployment is high. These frugal residents shop at discount stores, do not pay for Internet access, and rarely eat out. They are content to wait for movies to be shown on TV instead of going to the theater. They watch daytime and primetime TV, especially courtroom TV shows and sitcoms, and listen to urban and gospel radio. A favorite cable channel is BET.

#### City Commons

City Commons neighborhoods are found in cities of large metropolitan areas, mainly in the South and Midwest. This younger market has a median age of 24.6 years. Single-parent families and singles dominate these households, and children abound. Almost 80 percent of the households are renters; 63 percent of the rentals are apartments in multiunit buildings, primarily with fewer than 20 units. More residents work part time instead of full time. This market has the highest unemployment rate among all the Community Tapestry segments. Baby and children's products are the major purchases. Residents enjoy playing basketball, softball, and backgammon. A yearly family outing to a theme park is common. They prefer to watch courtroom TV shows; listen to gospel, urban, and jazz programs on the radio; and read music, baby, parenthood, and fashion magazines.



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**Source:** Esri

#### **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.

#### **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..



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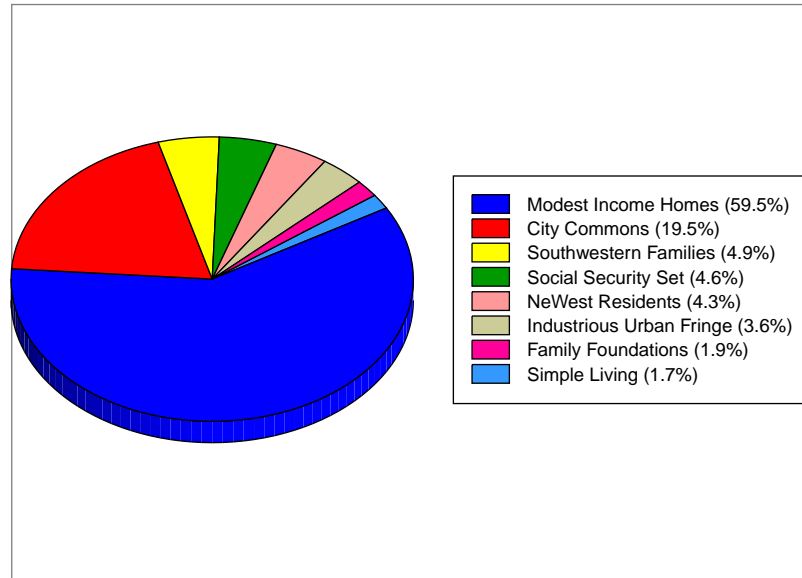
## Ranked by Households

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Top Tapestry Segments



Percent of Households by Tapestry Segment

### Top Tapestry Segments:

#### Modest Income Homes

Modest Income Homes neighborhoods are found primarily in the older suburbs of metropolitan areas. Single-family dwellings represent more than two-thirds of the housing; 15 percent are duplexes. The median home value is \$57,381. Household types are mainly single person and single parent. However, 64 percent of households are family types. The median age is 35.7 years. Slightly more employed residents work part time than full time, mainly in service and blue collar occupations. At 20 percent, unemployment is high. These frugal residents shop at discount stores, do not pay for Internet access, and rarely eat out. They are content to wait for movies to be shown on TV instead of going to the theater. They watch daytime and primetime TV, especially courtroom TV shows and sitcoms, and listen to urban and gospel radio. A favorite cable channel is BET.

#### City Commons

City Commons neighborhoods are found in cities of large metropolitan areas, mainly in the South and Midwest. This younger market has a median age of 24.6 years. Single-parent families and singles dominate these households, and children abound. Almost 80 percent of the households are renters; 63 percent of the rentals are apartments in multiunit buildings, primarily with fewer than 20 units. More residents work part time instead of full time. This market has the highest unemployment rate among all the Community Tapestry segments. Baby and children's products are the major purchases. Residents enjoy playing basketball, softball, and backgammon. A yearly family outing to a theme park is common. They prefer to watch courtroom TV shows; listen to gospel, urban, and jazz programs on the radio; and read music, baby, parenthood, and fashion magazines.



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**Source:** Esri

#### **Southwestern Families**

These families are the bedrock of the Hispanic culture in the Southwest, more with children than without. Two-thirds of the households live in owner-occupied, single-family dwellings with a median home value of \$60,100. Most employed residents work in blue collar or service occupations. Southwestern Families is an ethnically diverse market, with a median age of 28.6 years and a median household income of \$27,863. Recent purchases include baby and children's products. Households generally own or lease a two-door sedan. The grocery store of choice is H.E. Butt. When eating fast food, Whataburger is a favorite stop. Residents enjoy fishing, water skiing, playing soccer, and going to the movies. They read gardening and parenthood magazines and listen to Hispanic and urban radio formats. Typical TV viewing includes comedies as well as wrestling and boxing.

#### **Social Security Set**

Four in ten householders in the Social Security Set segment are aged 65 years or older; the median age is 45.8 years. Most of these residents live alone. Located in large cities scattered across the United States, these communities are dispersed among business districts and around city parks. The service industry provides more than half of the jobs held by residents who work. Households subsist on very low, fixed incomes. Most residents rent apartments in low-rent, high-rise buildings. Many rely on public transportation, because more than half of these households do not own a vehicle. Limited resources somewhat restrict the purchases and activities of these residents, although many have invested their savings in stock. They enjoy going to movies and soccer games and reading science fiction. Many households subscribe to cable TV; residents particularly enjoy watching game shows, sports, and entertainment news shows.

#### **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.

#### **Industrious Urban Fringe**

Industrious Urban Fringe neighborhoods are found on the fringe of metropolitan cities. Approximately half of these households are located in the West; 40 percent are in the South. Most employed residents work in the manufacturing, construction, retail trade, and service industries. Family is central, and children are present in more than half of the households. Many live in multigenerational households. The median age is 28.6 years; the median household income is \$43,007. Two-thirds of the households own their single-family dwellings, with a median value of \$146,678. Necessities for babies and children are among their primary purchases along with toys and video games. Big movie fans, residents visit the cinema several times a month and watch movies at home frequently. They prefer to watch syndicated TV and listen to Hispanic radio.



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#### **Simple Living**

Simple Living neighborhoods are found in urban outskirts or suburban areas throughout the United States. Half of the households are singles who live alone or share housing, and 32 percent consist of married-couple families. The median age is 40.7 years. Approximately one-third of householders are aged 65 years or older; 19 percent are aged 75 years or older. Housing is a mix of single-family dwellings and multiunit buildings of varying stories. Some seniors live in congregate housing (assisted living). Fifty-six percent of households are occupied by renters. Forty percent of households receive Social Security benefits. Younger residents enjoy going out dancing, whereas seniors prefer going to bingo night. To stay fit, residents play softball and volleyball. Many households do not own a computer, cell phone, or DVD player. Residents watch hours of TV a day, especially sitcoms and science fiction shows.