



Lifestyle Report

Ranked by Households

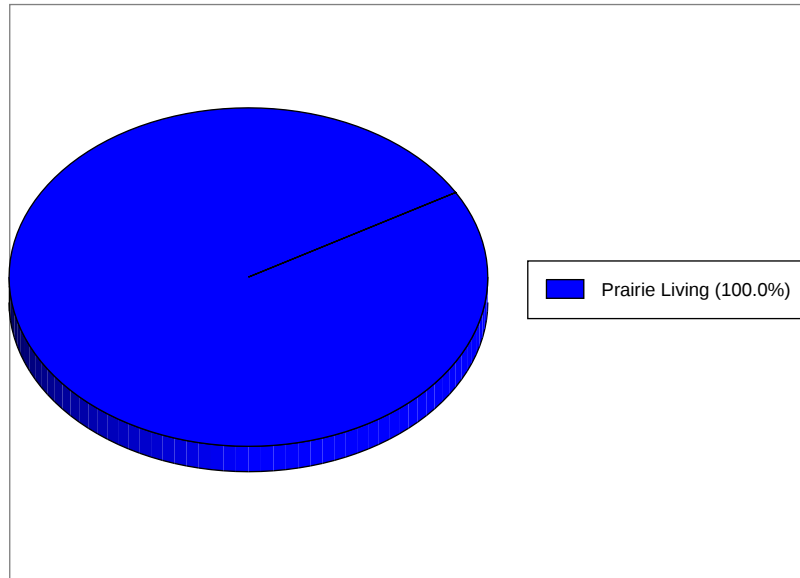
Coldwell Banker Commercial Southwest

Shelby Inn
5072 Voelkel Ln,
Fayetteville, TX, 78940

Site Type: Ring

Latitude: 30.020652
Longitude: -96.59766
Radius: 1 Miles

Top Tapestry Segments



Percent of Households by Tapestry Segment

Top Tapestry Segments:

Prairie Living

Agriculture plays an important part of the Prairie Living economy; small, family-owned farms dominate this stable market located mainly in the Midwest. Twothirds of the households are married-couple families; the median age is 41.3 years. Homeownership is at 80 percent; the median home value is \$106,220. Although single-family dwellings are characteristic of these communities, 11 percent of the households live in mobile homes. More than a third of the housing units were built before 1940. These residents are big country music fans and enjoy hunting, fishing, target shooting, and horseback riding. They work on their vegetable gardens, vehicles, and home projects. Many are members of church boards or civic clubs and get involved in civic issues. Because cable TV can be unavailable in these rural areas, many households have a satellite dish. Families with pet cats or dogs are common.



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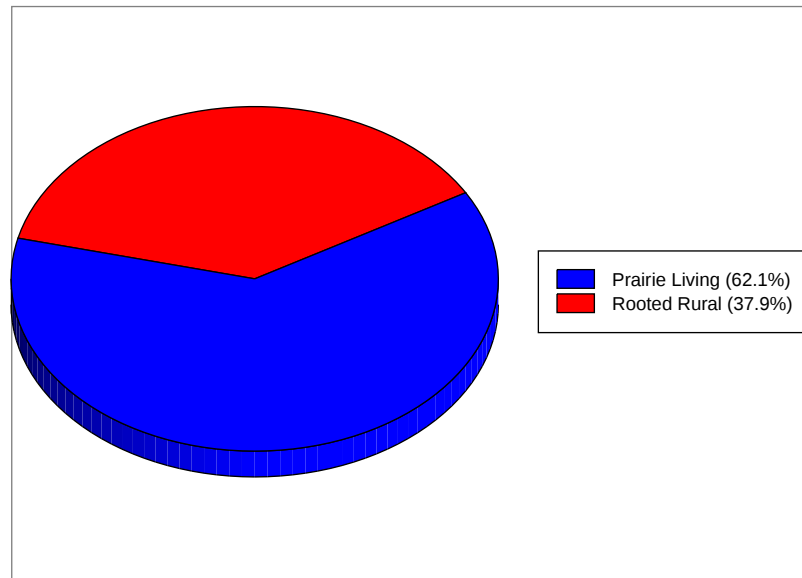
Coldwell Banker Commercial Southwest

Shelby Inn
5072 Voelkel Ln,
Fayetteville, TX, 78940

Site Type: Ring

Latitude: 30.020652
Longitude: -96.59766
Radius: 3 Miles

Top Tapestry Segments



Percent of Households by Tapestry Segment

Top Tapestry Segments:

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Rooted Rural

Rooted Rural neighborhoods are located in rural areas throughout the country; however, more than three-fifths of the households are located in the South. Households are dominated by married-couple families. One-third of the households receive Social Security benefits. The median age is 42.2 years. Housing is predominantly single-family dwellings, with a strong presence of mobile homes and some seasonal housing. The median home value is \$101,198. Stable and settled, residents tend to move infrequently. They are do-it-yourselfers, constantly working on their homes, gardens, and vehicles. Many families have pets. Residents enjoy hunting, fishing, target shooting, boating, attending country music concerts, and listening to country music on the radio. Many households have a satellite dish; favorite stations include Outdoor Life Network and CMT.



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Source: ESRI



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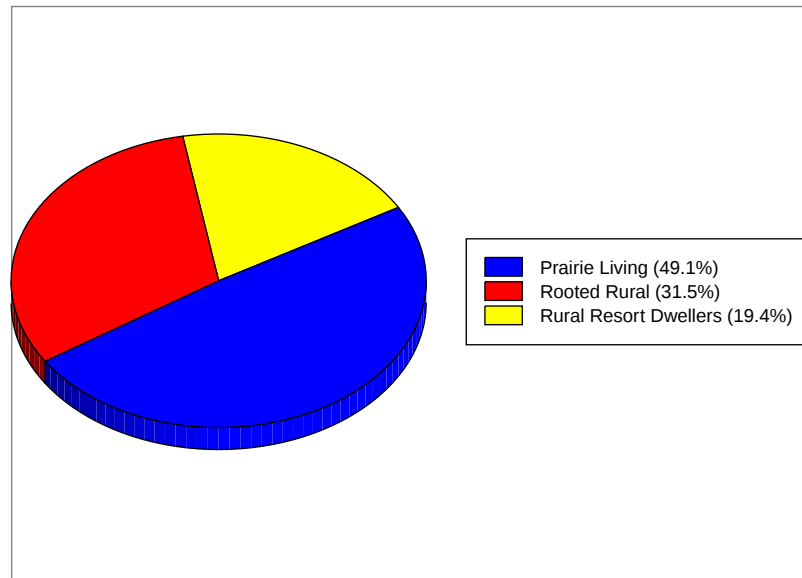
Coldwell Banker Commercial Southwest

Shelby Inn
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Fayetteville, TX, 78940

Site Type: Ring

Latitude: 30.020652
Longitude: -96.59766
Radius: 5 Miles

Top Tapestry Segments



Percent of Households by Tapestry Segment

Top Tapestry Segments:

Prairie Living

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Rural Resort Dwellers

Favoring milder climates and pastoral settings, Rural Resort Dwellers residents live in rural, nonfarm areas. These small, growing communities mainly consist of single-family and mobile homes, with a significant inventory of seasonal housing. This somewhat older market has a median age of 47.1 years. Most households consist of married couples with no children living at home or singles who live alone. A higher-than-average proportion of residents are self employed and work from home. The median household income is \$47,908. Modest living and simple consumer tastes describe this market. The rural setting calls for more riding lawn mowers and satellite dishes. Lawn maintenance and gardening is a priority, and households own a plethora of tools and equipment. Many households own or lease a truck. Residents enjoy boating, hunting, fishing, snorkeling, canoeing, and listening to country music.