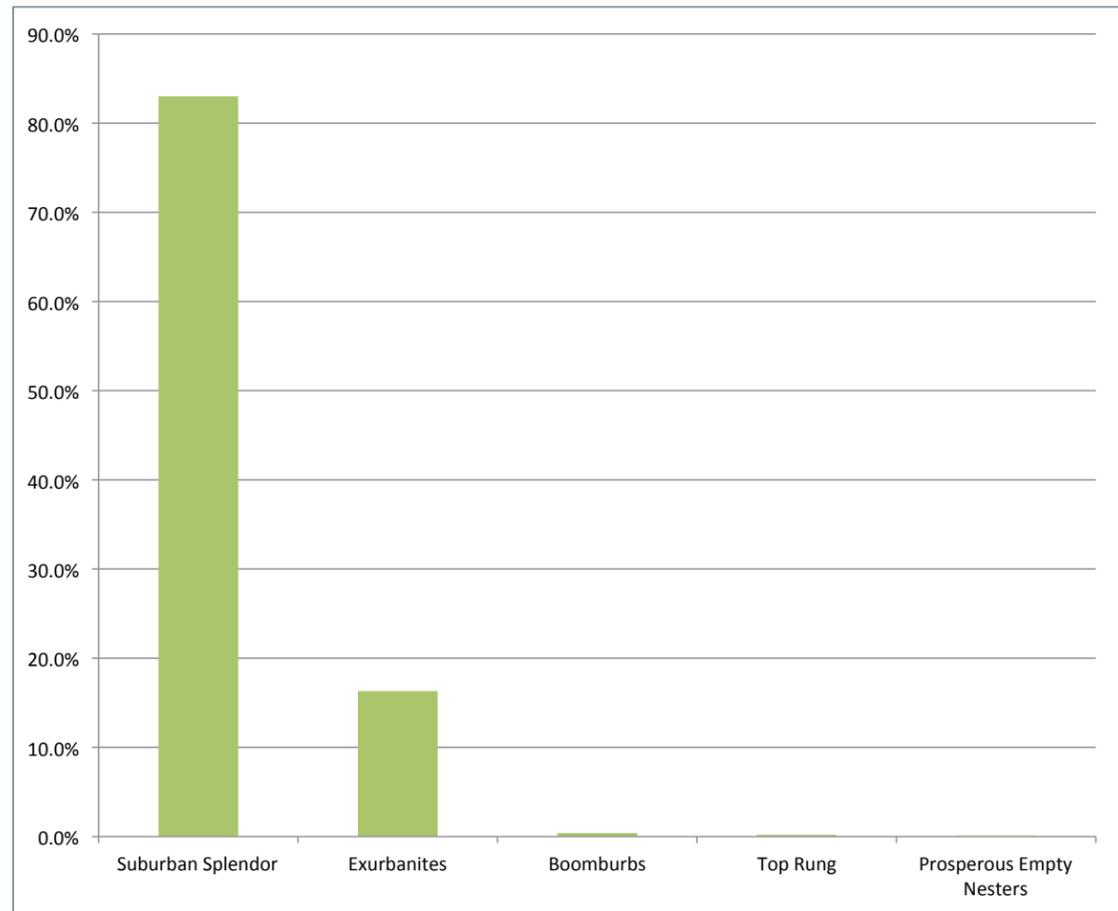
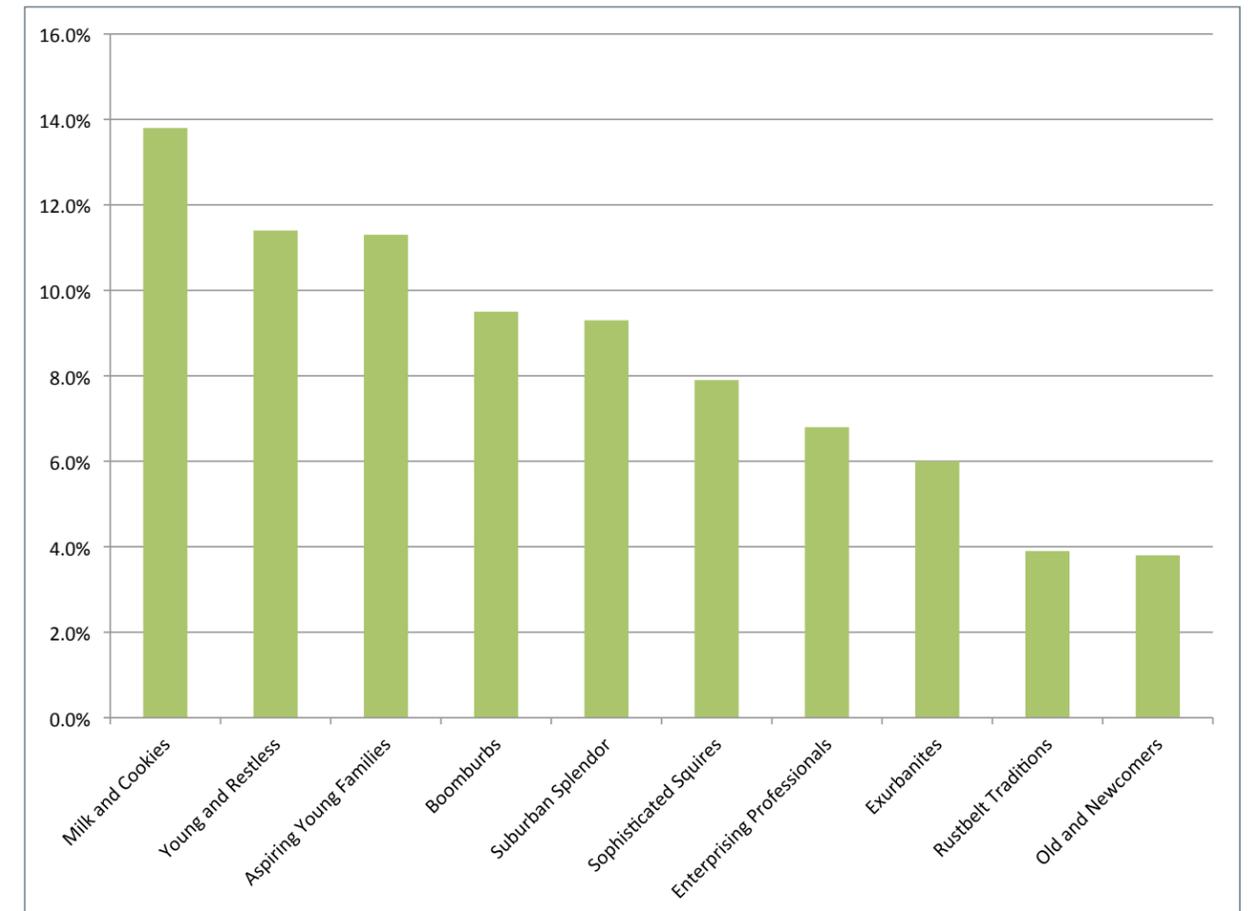


TOP TAPESTRY SEGMENTS (CITY OF COLLEYVILLE)			
RANK	TAPESTRY SEGMENT	% OF HOUSEHOLDS	CUMULATIVE %
1	Suburban Splendor	83.0%	83.0%
2	Exurbanites	16.3%	99.3%
3	Boomburbs	0.4%	99.7%
4	Top Rung	0.2%	99.9%
5	Prosperous Empty Nesters	0.1%	100.0%



TOP TAPESTRY SEGMENTS (PRIMARY TRADE AREA)			
RANK	TAPESTRY SEGMENT	% OF HOUSEHOLDS	CUMULATIVE %
1	Milk and Cookies	13.8%	13.8%
2	Young and Restless	11.4%	25.2%
3	Aspiring Young Families	11.3%	36.5%
4	Boomburbs	9.5%	46.0%
5	Suburban Splendor	9.3%	55.3%
6	Sophisticated Squires	7.9%	63.2%
7	Enterprising Professionals	6.8%	70.0%
8	Exurbanites	6.0%	76.0%
9	Rustbelt Traditions	3.9%	79.9%
10	Old and Newcomers	3.8%	83.7%



Dominant Tapestry Segments - City of Colleyville

1. Suburban Splendor

These successful suburbanites are the epitome of upward mobility, just a couple of rungs below the top, situated in growing neighborhoods of affluent homes with a median value of \$442,916. Most households are composed of two-income, married-couple families with or without children. The population is well educated and well employed, with a median age of 41.5 years. Home improvement and remodeling are a main focus of Suburban Splendor residents. Their homes feature the latest amenities and reflect the latest in home design. Residents travel extensively in the United States and overseas for business and pleasure. Leisure activities include physical fitness, reading, visiting museums, or attending the theater. This market is proactive in tracking investments, financial planning, and holding life insurance policies.

2. Exurbanites

Open areas with affluence define these neighborhoods. Empty nesters comprise 40 percent of these households; married couples with children occupy 32 percent. Over half of the householders are between the ages of 45 and 64 years. The median age is 44.8 years. Approximately half of those who work hold professional or managerial positions. The median home value is \$288,301; the median household income is \$88,531. Financial health is a priority for the Exurbanites market; they consult with financial planners and track their investments online. They own a diverse investment portfolio and hold long-term care and substantial life insurance policies. Residents work on their homes, lawns, and gardens. Leisure activities include boating, hiking, kayaking, playing Frisbee, photography, and bird-watching. Many are members of fraternal orders and participate in civic activities.

3. Boomburbs

The newest additions to the suburbs, Boomburbs communities are home to younger families who live a busy, upscale lifestyle. The median age is 33.7 years. This market has the highest population growth at 5.3 percent annually more than four and one-half times the national figure. The median home value is \$334,829, and most households have two earners and two vehicles. This is the top market for households to own projection TVs, MP3 players, scanners, and laser printers as well as owning or leasing full-sized SUVs. It is the second-ranked market for owning flat-screen or plasma TVs, video game systems, and digital camcorders as well as owning or leasing minivans. Family vacations are a top priority. Popular vacation destinations are Disney World and Universal Studios, Florida. For exercise, residents play tennis and golf, ski, and jog.

4. 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.

5. 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.

Dominant Tapestry Segments - Colleyville Primary Trade Area

1. Milk and Cookies

Milk and Cookies households are composed mainly of young, affluent married-couple families. Approximately half of the households include children. The median age for this market is 34 years. Residents prefer single-family homes in suburban areas, chiefly in the South, particularly in Texas. Smaller concentrations of households are located in the West and Midwest. The median home value is \$148,781. Families with two or more workers, more than one child, and two or more vehicles is the norm for this market. Residents are well insured for the future. The presence of children drives their large purchases of baby and children's products and timesavers such as fast food. For fun, residents play video games, chess, backgammon, basketball and football, or fly kites. Favorite cable channels include Toon Disney, The Discovery Health Channel, ESPNNews, and Lifetime Movie Network.

2. 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.

3. Aspiring Young Families

Aspiring Young Families neighborhoods are located in large, growing metropolitan areas in the South and West, with the highest concentrations in California, Florida, and Texas. Mainly

composed of young, married-couple families or single parents with children, the median age for this segment is 30.6 years. Nearly half of the households are owner-occupied, single-family dwellings or townhomes, and over half are occupied by renters, many living in newer, multiunit buildings. Residents spend much of their discretionary income on baby and children's products and toys as well as home furnishings. Recent electronic purchases include cameras and video game systems. Leisure activities include dining out, dancing, going to the movies, attending professional football games, fishing, weight lifting, and playing basketball. Typically, vacations would include visits to theme parks. Internet usage mainly involves chat room visits.

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6. Sophisticated Squires

Sophisticated Squires residents enjoy cultured country living in newer home developments with low density and a median home value of \$268,921. These urban escapees are primarily married-couple families, educated, and well employed. They prefer to commute to maintain their semi-rural lifestyle. The median age is 38.3 years. They do their own lawn and landscaping work as well as home improvement and remodeling projects such as installing carpet or hardwood floors and interior painting. They like to barbeque on their gas grills and make bread with their bread-making machines. This is the top market for owning three or more vehicles. Vehicles of choice are minivans and full-sized SUVs. Family activities include playing volleyball, bicycling, playing board games and cards, going to the zoo, and attending soccer and baseball games.

7. Enterprising Professionals

This fast-growing market is home to young, educated, working professionals, with a median age of 32.4 years. Single or married, they prefer newer neighborhoods with townhomes or

apartments. The median household income is \$71,018. This segment is ranked second of all the Community Tapestry markets for labor force participation, at 75 percent. Their lifestyle reflects their youth, mobility, and growing consumer clout. Residents rely on cell phones and PCs to stay in touch. They use the Internet to find their next job or home, track their investments, and shop. They own the latest electronic gadgets. Leisure activities include yoga, playing Frisbee and football, jogging, going to the movies, and attending horse races and basketball games. These residents also travel frequently, both domestically and overseas.

8. Exurbanites

Open areas with affluence define these neighborhoods. Empty nesters comprise 40 percent of these households; married couples with children occupy 32 percent. Over half of the householders are between the ages of 45 and 64 years. The median age is 44.8 years. Approximately half of those who work hold professional or managerial positions. The median home value is \$288,301; the median household income is \$88,531. Financial health is a priority for the Exurbanites market; they consult with financial planners and track their investments online. They own a diverse investment portfolio and hold long-term care and substantial life insurance policies. Residents work on their homes, lawns, and gardens. Leisure activities include boating, hiking, kayaking, playing Frisbee, photography, and bird-watching. Many are members of fraternal orders and participate in civic activities.

9. Rustbelt Traditions

Rustbelt Traditions neighborhoods are the backbone of older, industrial cities in states bordering the Great Lakes. Most employed residents work in the service, manufacturing, and retail trade industries. Most residents own and live in modest single-family homes that have a median value of \$102,391. Households are primarily a mix of married-couple families, single-parent families, and singles who live alone. The median age is 36.1 years; the median household income is \$51,436. Residents prefer to use a credit union and invest in certificates of deposit. They use coupons regularly, especially at Sam's Club, work on home remodeling or improvement projects, and buy domestic vehicles. Favorite leisure activities include hunting, bowling, fishing, and attending auto races, country music shows, and ice hockey games (in addition to listening to games on the radio).

10. Old and Newcomers

Old and Newcomers neighborhoods are in transition, populated by those who are starting their careers or retiring. The proportion of householders in their 20s or aged 75 years or older is higher than the national level. The median age is 37.1 years. Spread throughout metropolitan areas of the United States, these neighborhoods have more single-person and shared households than families. Many residents have moved in the last five years. Over sixty percent of households are occupied by renters; approximately half live in mid-rise or high-rise buildings. Residents have substantial life insurance policies and investments in certificates of deposit, bonds, and annuities. Leisure activities include roller skating, using Rollerblades, playing golf, gambling at casinos, playing bingo, and attending college ball games. They listen to classic hits on the radio. Many residents are members of fraternal orders or school boards.