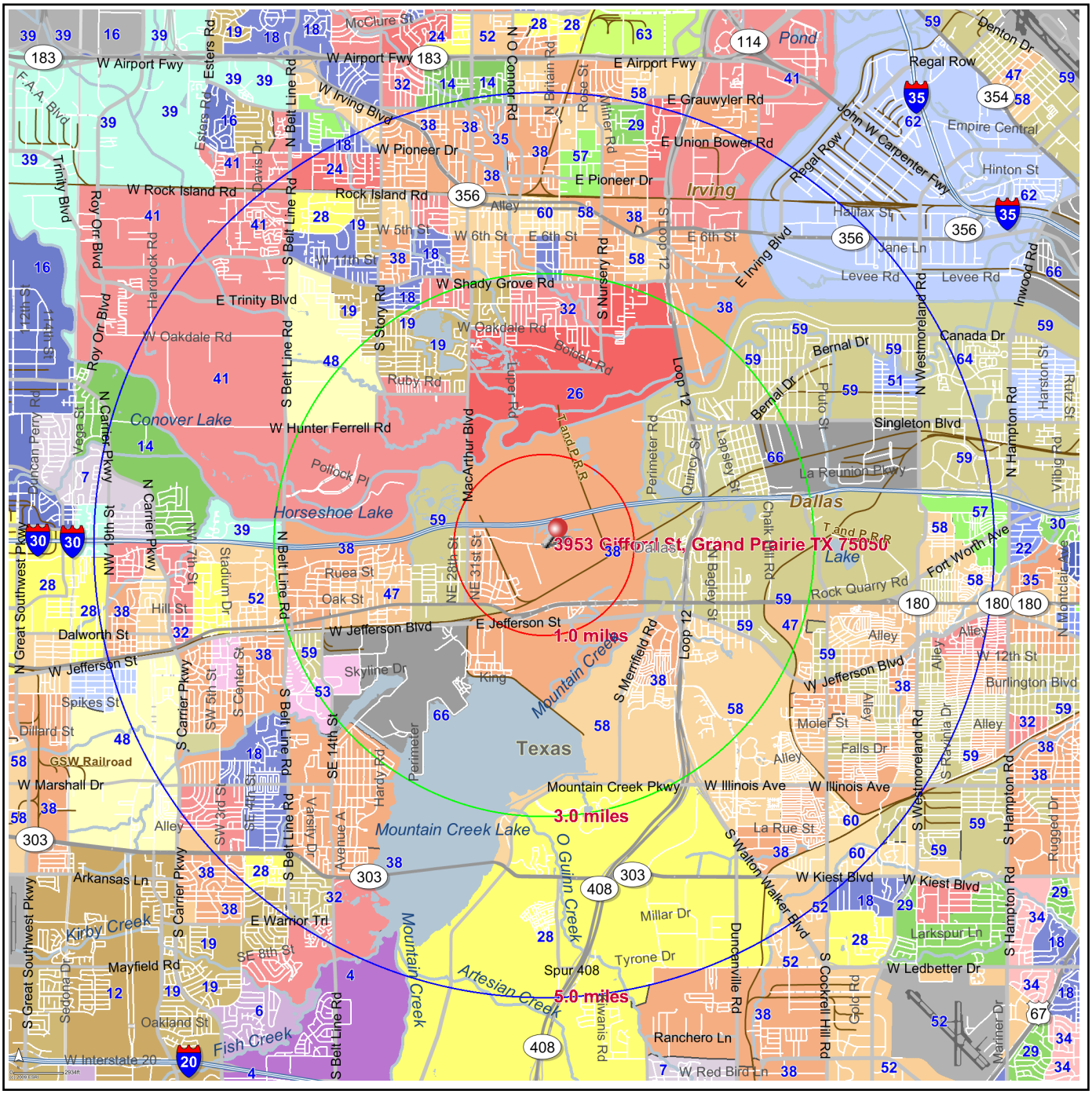
Dominant Tapestry Segmentation Map

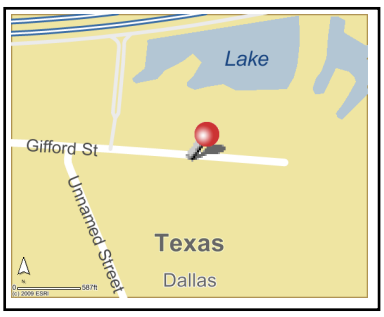
Prep'd by James T. Saint, CCIM - Halo Realty & Investments Corp

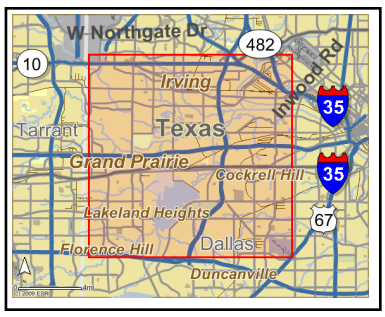
3953 Gifford St, Grand Prairie
TX 75050

Latitude 32.758881
Longitude -96.945337

August 3, 2009







HALO REALTY & INVESTMENTS

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Tapestry segment descriptions can be found at http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf

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Tapestry Segmentation Area Profile

Ranked by Households

Prep'd by James T. Saint, CCIM — Halo Realty & Investments Corp

3953 Gifford St, Grand Prairie TX 75050 — **Latitude: 32.758881**

Industrial Study 1-3-5 Mile Ring — **Longitude: -96.945337**

32.758881, -96.945337 — **Site Type: Ring** — **Radius: 1 miles**

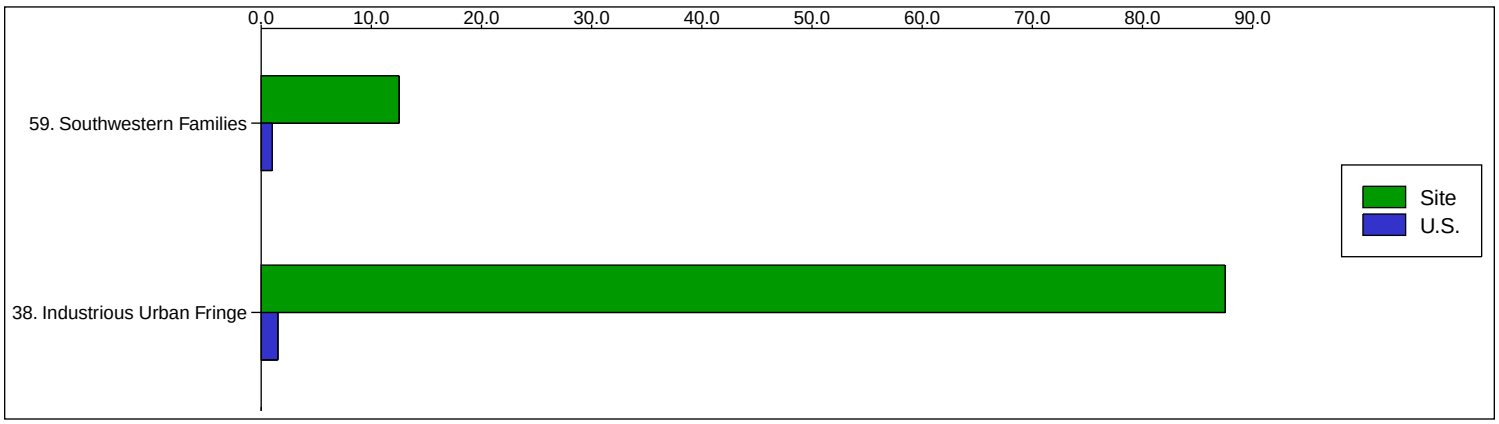
Top Twenty Tapestry Segments

Tapestry segment descriptions can be found at http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf

		Households		U.S. Households		
Rank	Tapestry Segment	Percent	Cumulative Percent	Percent	Cumulative Percent	Index
1	38. Industrious Urban Fringe	87.5%	87.5%	1.5%	1.5%	5720
2	59. Southwestern Families	12.5%	100.0%	1.0%	2.5%	1280
	Total	**100.0%**		**2.5%**		**3,991**

Top Ten Tapestry Segments

Site vs. U.S.



Percent of Households by Tapestry Segment

Source: ESRI

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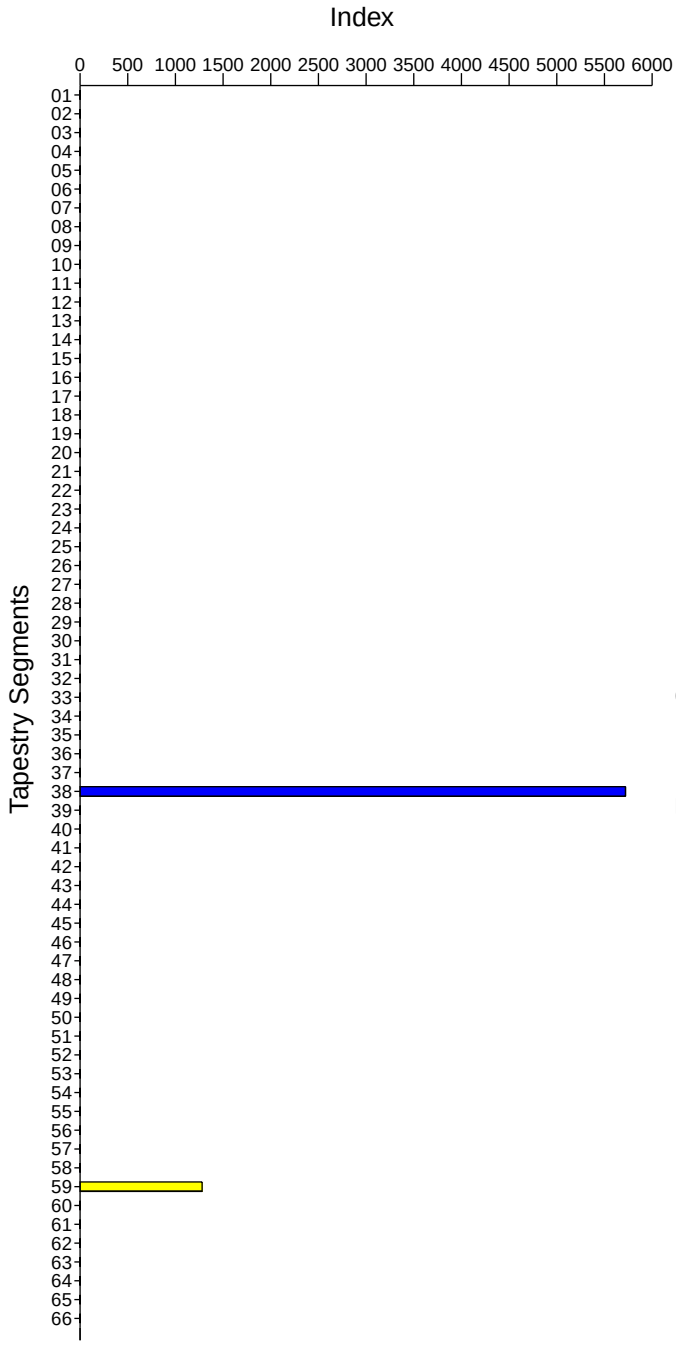
Industrial Study 1-3-5 Mile Ring
32.758881, -96.945337

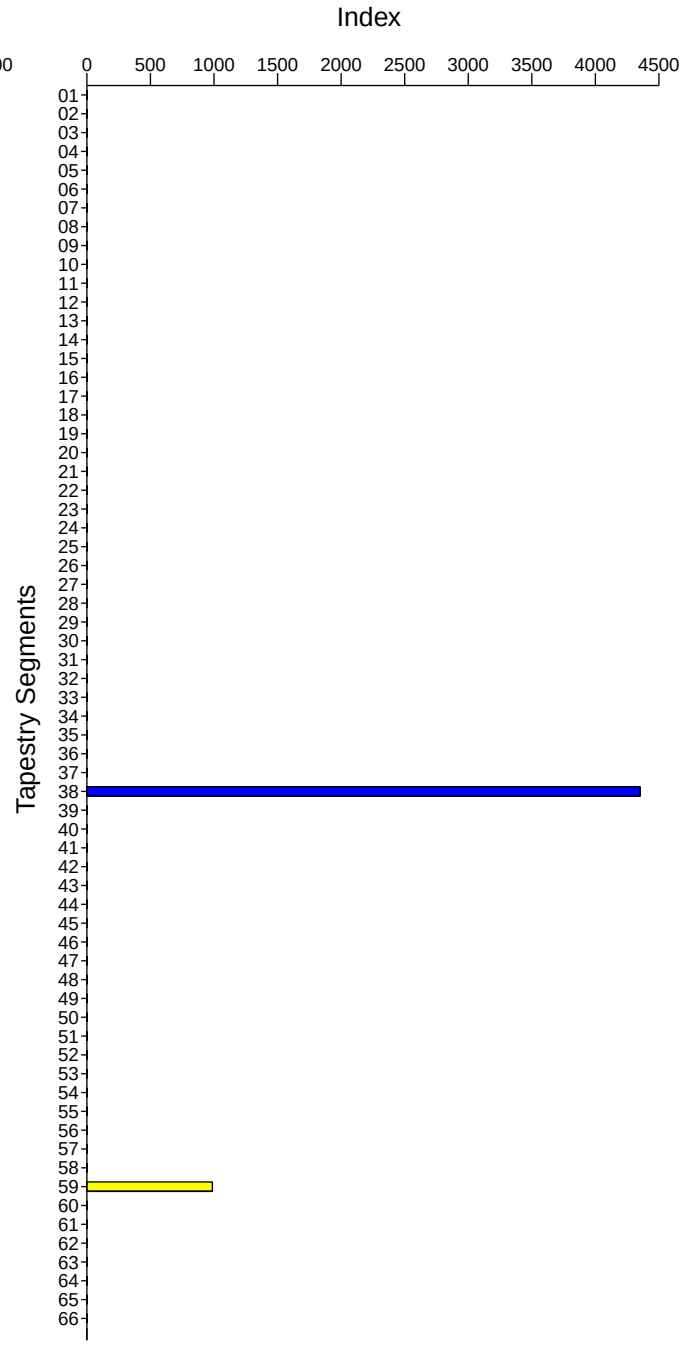
Site Type: Ring

Latitude: 32.758881
Longitude: -96.945337
Radius: 1 miles

Tapestry Indexes by Households



Tapestry Indexes by Population



Source: ESRI

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Industrial Study 1-3-5 Mile Ring — **Longitude:** -96.945337
32.758881, -96.945337 — **Site Type: Ring** — **Radius:** 1 miles

Tapestry LifeMode Groups	2009 Households			2009 Population		
	Number	Percent	Index	Number	Percent	Index
Total	753	100.0%		2,538	100.0%	
L1. High Society	0	0.0%	0	0	0.0%	0
01 Top Rung	0	0.0%	0	0	0.0%	0
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
04 Boomburbs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	0	0.0%	0	0	0.0%	0
L2. Upscale Avenues	0	0.0%	0	0	0.0%	0
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
13 In Style	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
17 Green Acres	0	0.0%	0	0	0.0%	0
18 Cozy and Comfortable	0	0.0%	0	0	0.0%	0
L3. Metropolis	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitans	0	0.0%	0	0	0.0%	0
45 City Strivers	0	0.0%	0	0	0.0%	0
51 Metro City Edge	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
L4. Solo Acts	0	0.0%	0	0	0.0%	0
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	0	0.0%	0	0	0.0%	0
39 Young and Restless	0	0.0%	0	0	0.0%	0
L5. Senior Styles	0	0.0%	0	0	0.0%	0
14 Prosperous Empty Nesters	0	0.0%	0	0	0.0%	0
15 Silver and Gold	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	0	0.0%	0	0	0.0%	0
30 Retirement Communities	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	0	0.0%	0	0	0.0%	0
57 Simple Living	0	0.0%	0	0	0.0%	0
65 Social Security Set	0	0.0%	0	0	0.0%	0
L6. Scholars & Patriots	0	0.0%	0	0	0.0%	0
40 Military Proximity	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0

Source: ESRI

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Industrial Study 1-3-5 Mile Ring — **Longitude: -96.945337**
32.758881, -96.945337 — **Site Type: Ring** — **Radius: 1 miles**

Tapestry LifeMode Groups	2009 Households			2009 Population		
	Number	Percent	Index	Number	Percent	Index
Total	753	100.0%		2,538	100.0%	
L7. High Hopes	0	0.0%	0	0	0.0%	0
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
48 Great Expectations	0	0.0%	0	0	0.0%	0
L8. Global Roots	659	87.5%	1069	2,209	87.0%	892
35 International Marketplace	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	659	87.5%	5720	2,209	87.0%	4351
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
L9. Family Portrait	94	12.5%	159	329	13.0%	141
12 Up and Coming Families	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
59 Southwestern Families	94	12.5%	1280	329	13.0%	987
64 City Commons	0	0.0%	0	0	0.0%	0
L10. Traditional Living	0	0.0%	0	0	0.0%	0
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
33 Midlife Junction	0	0.0%	0	0	0.0%	0
34 Family Foundations	0	0.0%	0	0	0.0%	0
L11. Factories & Farms	0	0.0%	0	0	0.0%	0
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	0	0.0%	0	0	0.0%	0
53 Home Town	0	0.0%	0	0	0.0%	0
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
L12. American Quilt	0	0.0%	0	0	0.0%	0
26 Midland Crowd	0	0.0%	0	0	0.0%	0
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
41 Crossroads	0	0.0%	0	0	0.0%	0
46 Rooted Rural	0	0.0%	0	0	0.0%	0
66 Unclassified	0	0.0%	0	0	0.0%	0

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 U.S. average. Tapestry segment descriptions can be found at http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf

Source: ESRI

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32.758881, -96.945337 | **Site Type: Ring** | **Radius:** 1 miles

Tapestry Urbanization Groups	2009 Households			2009 Population		
	Number	Percent	Index	Number	Percent	Index
Total	753	100.0%		2,538	100.0%	
U1. Principal Urban Centers I	0	0.0%	0	0	0.0%	0
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
U2. Principal Urban Centers II	0	0.0%	0	0	0.0%	0
45 City Strivers	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
65 Social Security Set	0	0.0%	0	0	0.0%	0
U3. Metro Cities I	0	0.0%	0	0	0.0%	0
01 Top Rung	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
22 Metropolitans	0	0.0%	0	0	0.0%	0
U4. Metro Cities II	0	0.0%	0	0	0.0%	0
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
30 Retirement Communities	0	0.0%	0	0	0.0%	0
34 Family Foundations	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	0	0.0%	0	0	0.0%	0
39 Young and Restless	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0
U5. Urban Outskirts I	659	87.5%	799	2,209	87.0%	765
04 Boomburbs	0	0.0%	0	0	0.0%	0
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	659	87.5%	5720	2,209	87.0%	4351
48 Great Expectations	0	0.0%	0	0	0.0%	0

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Tapestry Segmentation Area Profile

Urbanization Groups

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32.758881, -96.945337 | **Site Type: Ring** | **Radius:** 1 miles

Tapestry Urbanization Groups	2009 Households			2009 Population		
	Number	Percent	Index	Number	Percent	Index
Total	753	100.0%		2,538	100.0%	
U6. Urban Outskirts II	94	12.5%	243	329	13.0%	246
51 Metro City Edge	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
57 Simple Living	0	0.0%	0	0	0.0%	0
59 Southwestern Families	94	12.5%	1280	329	13.0%	987
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
U7. Suburban Periphery I	0	0.0%	0	0	0.0%	0
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	0	0.0%	0	0	0.0%	0
12 Up and Coming Families	0	0.0%	0	0	0.0%	0
13 In Style	0	0.0%	0	0	0.0%	0
14 Prosperous Empty Nesters	0	0.0%	0	0	0.0%	0
15 Silver and Gold	0	0.0%	0	0	0.0%	0
U8. Suburban Periphery II	0	0.0%	0	0	0.0%	0
18 Cozy and Comfortable	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	0	0.0%	0	0	0.0%	0
33 Midlife Junction	0	0.0%	0	0	0.0%	0
40 Military Proximity	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
53 Home Town	0	0.0%	0	0	0.0%	0
U9. Small Towns	0	0.0%	0	0	0.0%	0
41 Crossroads	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	0	0.0%	0	0	0.0%	0
U10. Rural I	0	0.0%	0	0	0.0%	0
17 Green Acres	0	0.0%	0	0	0.0%	0
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
26 Midland Crowd	0	0.0%	0	0	0.0%	0
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
U11. Rural II	0	0.0%	0	0	0.0%	0
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	0	0.0%	0	0	0.0%	0
46 Rooted Rural	0	0.0%	0	0	0.0%	0
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
66 Unclassified	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the settlement density 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 U.S. average.

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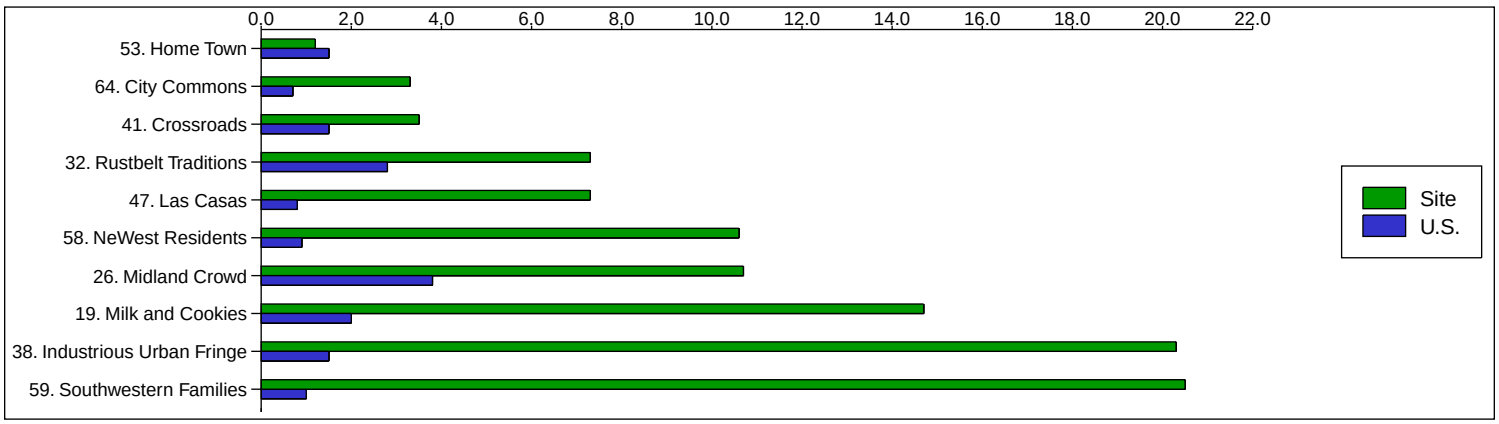
Top Twenty Tapestry Segments

Tapestry segment descriptions can be found at http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf

		Households		U.S. Households		
Rank	Tapestry Segment	Percent	Cumulative Percent	Percent	Cumulative Percent	Index
1	59. Southwestern Families	20.5%	20.5%	1.0%	1.0%	2107
2	38. Industrious Urban Fringe	20.3%	40.8%	1.5%	2.5%	1328
3	19. Milk and Cookies	14.7%	55.5%	2.0%	4.5%	751
4	26. Midland Crowd	10.7%	66.2%	3.8%	8.3%	284
5	58. NeWest Residents	10.6%	76.8%	0.9%	9.2%	1196
	Subtotal	**76.8%**		**9.2%**		
6	47. Las Casas	7.3%	84.1%	0.8%	10.0%	967
7	32. Rustbelt Traditions	7.3%	91.4%	2.8%	12.8%	258
8	41. Crossroads	3.5%	94.9%	1.5%	14.3%	232
9	64. City Commons	3.3%	98.2%	0.7%	15.0%	493
10	53. Home Town	1.2%	99.4%	1.5%	16.5%	82
	Subtotal	**22.6%**		**7.3%**		
11	18. Cozy and Comfortable	0.3%	99.7%	2.8%	19.3%	11
12	48. Great Expectations	0.1%	99.8%	1.7%	21.0%	7
13	52. Inner City Tenants	0.0%	99.8%	1.5%	22.5%	1
	Total	**99.8%**		**22.5%**		**445**

Top Ten Tapestry Segments

Site vs. U.S.



Percent of Households by Tapestry Segment

Source: ESRI

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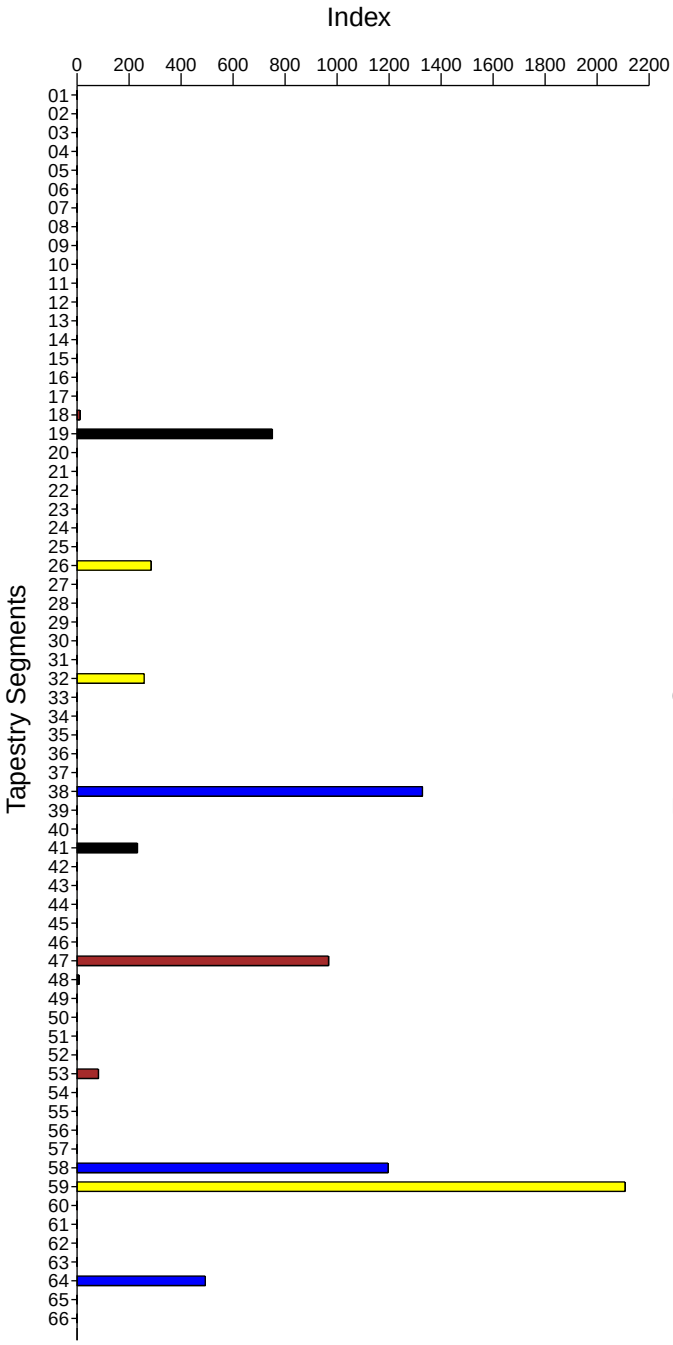
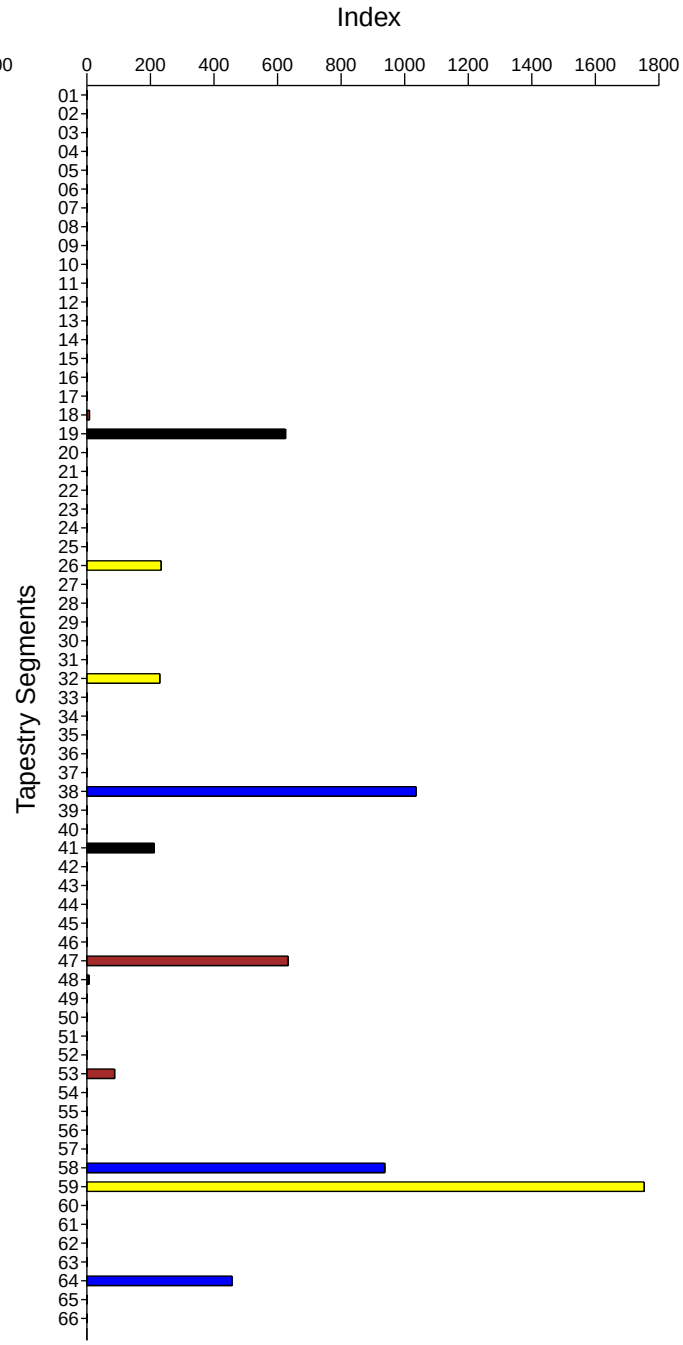
Radius: 3 miles

Tapestry Indexes by Households



Tapestry Indexes by Population



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Tapestry LifeMode Groups	2009 Households			2009 Population		
	Number	Percent	Index	Number	Percent	Index
Total	11,241	100.0%		39,599	100.0%	
L1. High Society	0	0.0%	0	0	0.0%	0
01 Top Rung	0	0.0%	0	0	0.0%	0
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
04 Boomburbs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	0	0.0%	0	0	0.0%	0
L2. Upscale Avenues	34	0.3%	2	91	0.2%	2
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
13 In Style	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
17 Green Acres	0	0.0%	0	0	0.0%	0
18 Cozy and Comfortable	34	0.3%	11	91	0.2%	8
L3. Metropolis	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitans	0	0.0%	0	0	0.0%	0
45 City Strivers	0	0.0%	0	0	0.0%	0
51 Metro City Edge	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
L4. Solo Acts	0	0.0%	0	0	0.0%	0
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	0	0.0%	0	0	0.0%	0
39 Young and Restless	0	0.0%	0	0	0.0%	0
L5. Senior Styles	0	0.0%	0	0	0.0%	0
14 Prosperous Empty Nesters	0	0.0%	0	0	0.0%	0
15 Silver and Gold	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	0	0.0%	0	0	0.0%	0
30 Retirement Communities	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	0	0.0%	0	0	0.0%	0
57 Simple Living	0	0.0%	0	0	0.0%	0
65 Social Security Set	0	0.0%	0	0	0.0%	0
L6. Scholars & Patriots	0	0.0%	0	0	0.0%	0
40 Military Proximity	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0

Source: ESRI

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931 Aspen Breeze Ave, Las Vegas NV 89123 email via: www.halorealty.com/contactus.htm

Tapestry Segmentation Area Profile

LifeMode Groups

Prep'd by James T. Saint, CCIM — Halo Realty & Investments Corp

3953 Gifford St, Grand Prairie TX 75050		**Latitude:**	**32.758881**
Industrial Study 1-3-5 Mile Ring		**Longitude:**	**-96.945337**
32.758881, -96.945337	**Site Type: Ring**	**Radius:**	**3 miles**

Tapestry LifeMode Groups	2009 Households			2009 Population		
	Number	Percent	Index	Number	Percent	Index
Total	11,241	100.0%		39,599	100.0%	
L7. High Hopes	14	0.1%	3	37	0.1%	2
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
48 Great Expectations	14	0.1%	7	37	0.1%	6
L8. Global Roots	4,304	38.3%	468	15,824	40.0%	410
35 International Marketplace	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	2,285	20.3%	1328	8,199	20.7%	1035
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
47 Las Casas	823	7.3%	967	3,111	7.9%	633
52 Inner City Tenants	1	0.0%	1	1	0.0%	0
58 NeWest Residents	1,195	10.6%	1196	4,513	11.4%	937
60 City Dimensions	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
L9. Family Portrait	4,339	38.6%	493	15,842	40.0%	435
12 Up and Coming Families	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	1,654	14.7%	751	5,400	13.6%	625
21 Urban Villages	0	0.0%	0	0	0.0%	0
59 Southwestern Families	2,310	20.5%	2107	9,121	23.0%	1753
64 City Commons	375	3.3%	493	1,321	3.3%	457
L10. Traditional Living	818	7.3%	83	2,426	6.1%	74
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	818	7.3%	258	2,426	6.1%	229
33 Midlife Junction	0	0.0%	0	0	0.0%	0
34 Family Foundations	0	0.0%	0	0	0.0%	0
L11. Factories & Farms	134	1.2%	13	480	1.2%	13
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	0	0.0%	0	0	0.0%	0
53 Home Town	134	1.2%	82	480	1.2%	87
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
L12. American Quilt	1,598	14.2%	152	4,899	12.4%	133
26 Midland Crowd	1,203	10.7%	284	3,563	9.0%	233
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
41 Crossroads	395	3.5%	232	1,336	3.4%	212
46 Rooted Rural	0	0.0%	0	0	0.0%	0
66 Unclassified	0	0.0%	0	0	0.0%	0

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 U.S. average. Tapestry segment descriptions can be found at http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf

Source: ESRI

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3953 Gifford St, Grand Prairie TX 75050 — **Latitude:** 32.758881
Industrial Study 1-3-5 Mile Ring — **Longitude:** -96.945337
32.758881, -96.945337 — **Site Type: Ring** — **Radius:** 3 miles

Tapestry Urbanization Groups	2009 Households			2009 Population		
	Number	Percent	Index	Number	Percent	Index
Total	11,241	100.0%		39,599	100.0%	
U1. Principal Urban Centers I	0	0.0%	0	0	0.0%	0
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
U2. Principal Urban Centers II	2,393	21.3%	451	8,945	22.6%	406
45 City Strivers	0	0.0%	0	0	0.0%	0
47 Las Casas	823	7.3%	967	3,111	7.9%	633
54 Urban Rows	0	0.0%	0	0	0.0%	0
58 NeWest Residents	1,195	10.6%	1196	4,513	11.4%	937
61 High Rise Renters	0	0.0%	0	0	0.0%	0
64 City Commons	375	3.3%	493	1,321	3.3%	457
65 Social Security Set	0	0.0%	0	0	0.0%	0
U3. Metro Cities I	1,654	14.7%	130	5,400	13.6%	120
01 Top Rung	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	1,654	14.7%	751	5,400	13.6%	625
22 Metropolitans	0	0.0%	0	0	0.0%	0
U4. Metro Cities II	1	0.0%	0	1	0.0%	0
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
30 Retirement Communities	0	0.0%	0	0	0.0%	0
34 Family Foundations	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	0	0.0%	0	0	0.0%	0
39 Young and Restless	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	1	0.0%	1	1	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0
U5. Urban Outskirts I	3,117	27.7%	253	10,662	26.9%	237
04 Boomburbs	0	0.0%	0	0	0.0%	0
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	818	7.3%	258	2,426	6.1%	229
38 Industrious Urban Fringe	2,285	20.3%	1328	8,199	20.7%	1035
48 Great Expectations	14	0.1%	7	37	0.1%	6

Source: ESRI

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Tapestry Segmentation Area Profile

Urbanization Groups

Prep'd by James T. Saint, CCIM — Halo Realty & Investments Corp

3953 Gifford St, Grand Prairie TX 75050		**Latitude:**	**32.758881**
Industrial Study 1-3-5 Mile Ring		**Longitude:**	**-96.945337**
32.758881, -96.945337	**Site Type: Ring**	**Radius:**	**3 miles**

Tapestry Urbanization Groups	**2009 Households**			**2009 Population**		
	Number	**Percent**	**Index**	**Number**	**Percent**	**Index**
Total	11,241	100.0%		39,599	100.0%	
U6. Urban Outskirts II	2,310	20.5%	401	9,121	23.0%	438
51 Metro City Edge	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
57 Simple Living	0	0.0%	0	0	0.0%	0
59 Southwestern Families	2,310	20.5%	2107	9,121	23.0%	1753
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
U7. Suburban Periphery I	0	0.0%	0	0	0.0%	0
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	0	0.0%	0	0	0.0%	0
12 Up and Coming Families	0	0.0%	0	0	0.0%	0
13 In Style	0	0.0%	0	0	0.0%	0
14 Prosperous Empty Nesters	0	0.0%	0	0	0.0%	0
15 Silver and Gold	0	0.0%	0	0	0.0%	0
U8. Suburban Periphery II	168	1.5%	15	571	1.4%	16
18 Cozy and Comfortable	34	0.3%	11	91	0.2%	8
29 Rustbelt Retirees	0	0.0%	0	0	0.0%	0
33 Midlife Junction	0	0.0%	0	0	0.0%	0
40 Military Proximity	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
53 Home Town	134	1.2%	82	480	1.2%	87
U9. Small Towns	395	3.5%	72	1,336	3.4%	75
41 Crossroads	395	3.5%	232	1,336	3.4%	212
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	0	0.0%	0	0	0.0%	0
U10. Rural I	1,203	10.7%	94	3,563	9.0%	79
17 Green Acres	0	0.0%	0	0	0.0%	0
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
26 Midland Crowd	1,203	10.7%	284	3,563	9.0%	233
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
U11. Rural II	0	0.0%	0	0	0.0%	0
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	0	0.0%	0	0	0.0%	0
46 Rooted Rural	0	0.0%	0	0	0.0%	0
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
66 Unclassified	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the settlement density 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 U.S. average.

Source: ESRI

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Tapestry Segmentation Area Profile

Ranked by Households

Prep'd by James T. Saint, CCIM — Halo Realty & Investments Corp

3953 Gifford St, Grand Prairie TX 75050 — **Latitude: 32.758881**
Industrial Study 1-3-5 Mile Ring — **Longitude: -96.945337**
32.758881, -96.945337 — **Site Type: Ring** — **Radius: 5 miles**

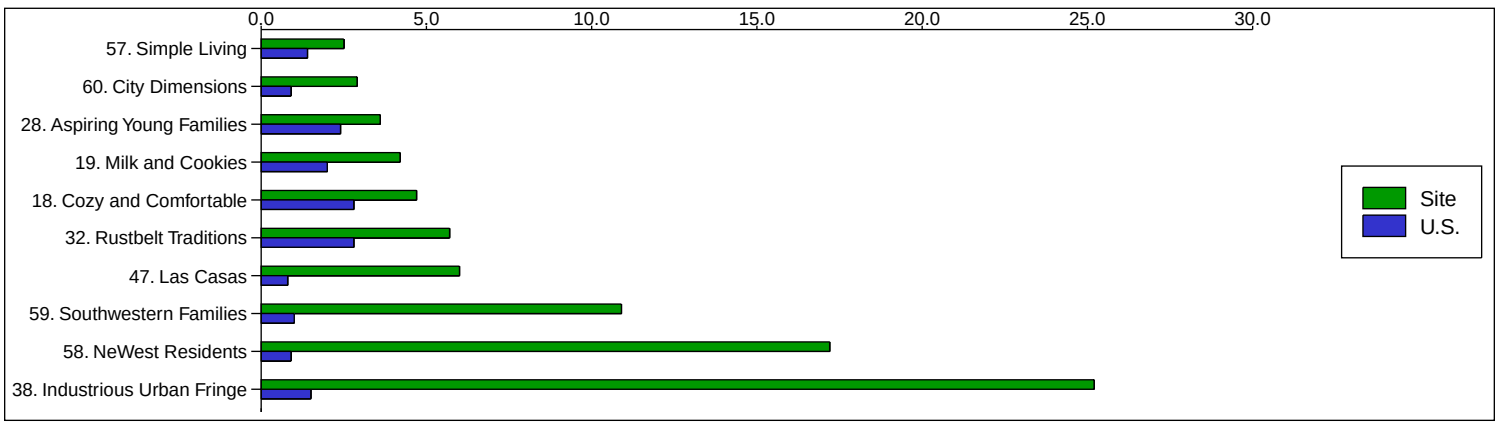
Top Twenty Tapestry Segments

Tapestry segment descriptions can be found at http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf

		Households		U.S. Households		
Rank	Tapestry Segment	Percent	Cumulative Percent	Percent	Cumulative Percent	Index
1	38. Industrious Urban Fringe	25.2%	25.2%	1.5%	1.5%	1648
2	58. NeWest Residents	17.2%	42.4%	0.9%	2.4%	1939
3	59. Southwestern Families	10.9%	53.3%	1.0%	3.4%	1119
4	47. Las Casas	6.0%	59.3%	0.8%	4.2%	792
5	32. Rustbelt Traditions	5.7%	65.0%	2.8%	7.0%	203
	Subtotal	**65.0%**		**7.0%**		
6	18. Cozy and Comfortable	4.7%	69.7%	2.8%	9.8%	166
7	19. Milk and Cookies	4.2%	73.9%	2.0%	11.8%	216
8	28. Aspiring Young Families	3.6%	77.5%	2.4%	14.2%	154
9	60. City Dimensions	2.9%	80.4%	0.9%	15.1%	340
10	57. Simple Living	2.5%	82.9%	1.4%	16.5%	180
	Subtotal	**17.9%**		**9.5%**		
11	41. Crossroads	2.4%	85.3%	1.5%	18.0%	158
12	64. City Commons	2.0%	87.3%	0.7%	18.7%	303
13	26. Midland Crowd	1.9%	89.2%	3.8%	22.5%	51
14	24. Main Street, USA	1.7%	90.9%	2.6%	25.1%	66
15	52. Inner City Tenants	1.2%	92.1%	1.5%	26.6%	82
	Subtotal	**9.2%**		**10.1%**		
16	48. Great Expectations	1.2%	93.3%	1.7%	28.3%	68
17	53. Home Town	1.2%	94.5%	1.5%	29.8%	80
18	35. International Marketplace	1.0%	95.5%	1.3%	31.1%	79
19	39. Young and Restless	1.0%	96.5%	1.4%	32.5%	69
20	21. Urban Villages	1.0%	97.5%	0.8%	33.3%	124
	Subtotal	**5.4%**		**6.7%**		
	Total	**97.5%**		**33.3%**		**294**

Top Ten Tapestry Segments

Site vs. U.S.



Percent of Households by Tapestry Segment

Source: ESRI

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Tapestry Segmentation Area Profile

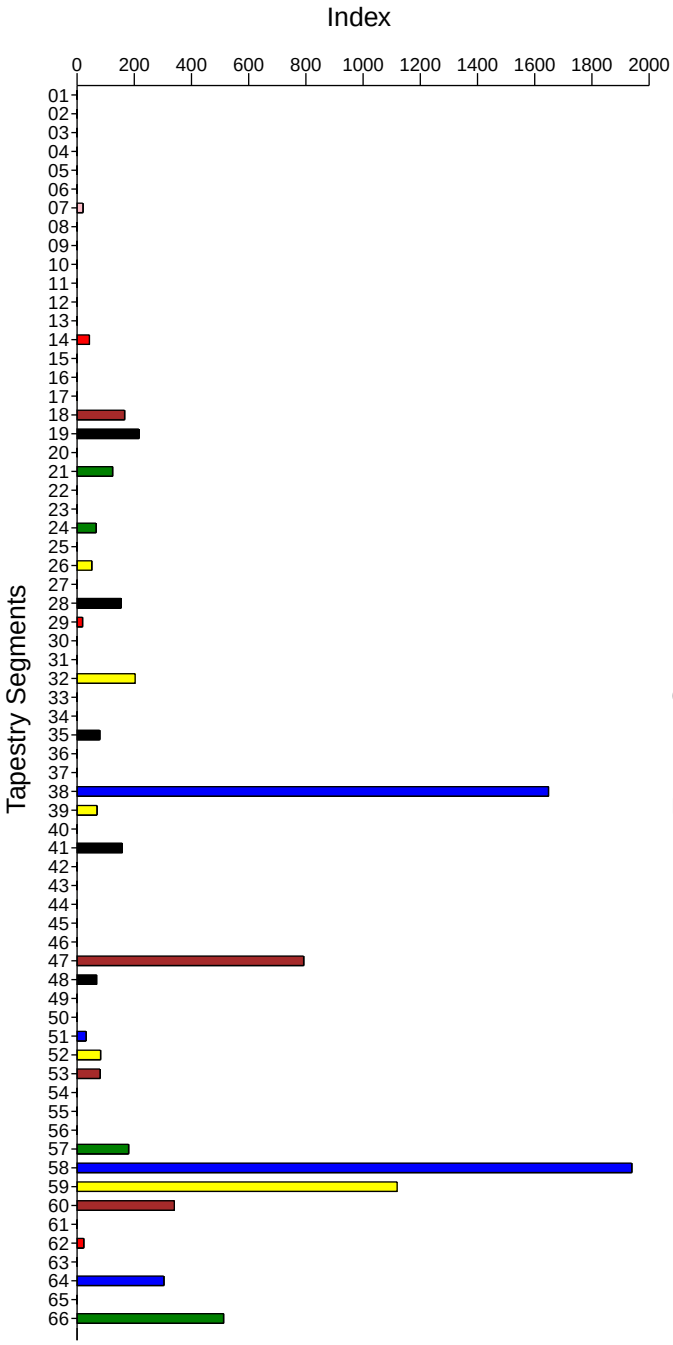
Prep'd by James T. Saint, CCIM — Halo Realty & Investments Corp

3953 Gifford St, Grand Prairie TX 75050
Industrial Study 1-3-5 Mile Ring
32.758881, -96.945337

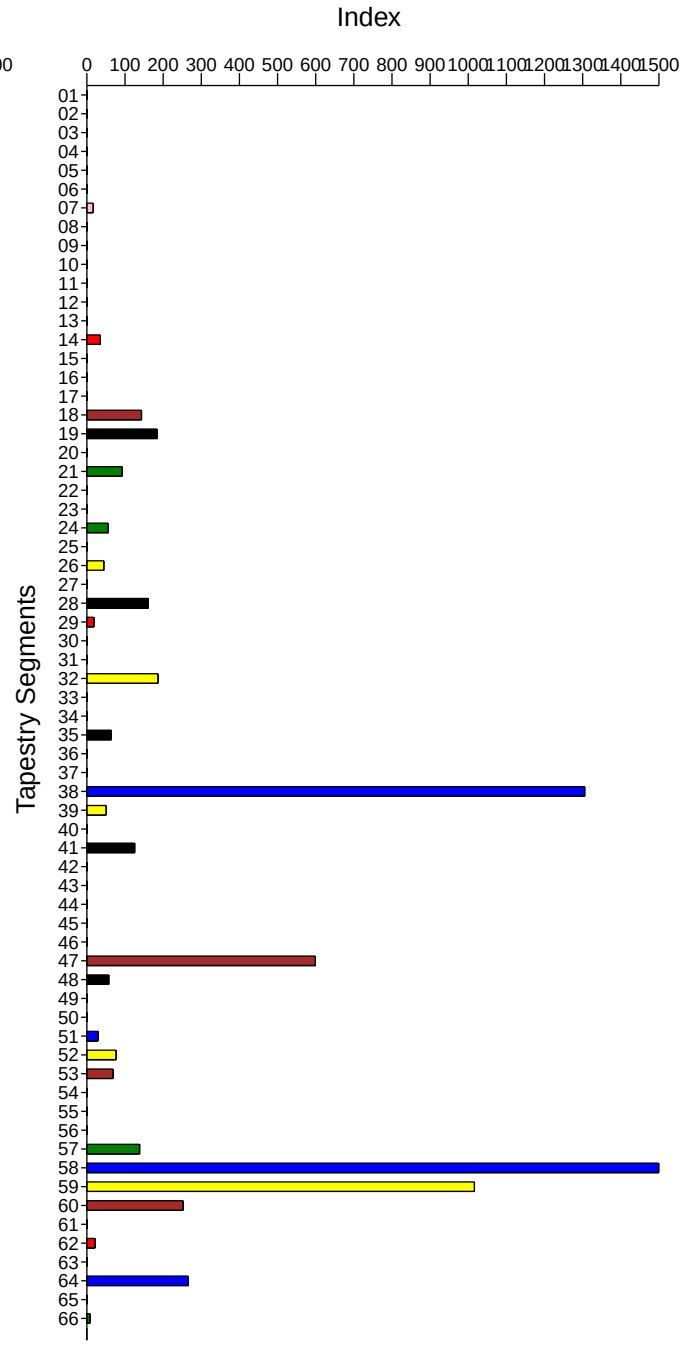
Site Type: Ring

Latitude: 32.758881
Longitude: -96.945337
Radius: 5 miles

Tapestry Indexes by Households



Tapestry Indexes by Population



Source: ESRI

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Tapestry Segmentation Area Profile

LifeMode Groups

Prep'd by James T. Saint, CCIM — Halo Realty & Investments Corp

3953 Gifford St, Grand Prairie TX 75050 | **Latitude:** 32.758881
Industrial Study 1-3-5 Mile Ring | **Longitude:** -96.945337
32.758881, -96.945337 | **Site Type: Ring** | **Radius:** 5 miles

Tapestry LifeMode Groups	2009 Households			2009 Population		
	Number	Percent	Index	Number	Percent	Index
Total	62,731	100.0%		211,047	100.0%	
L1. High Society	319	0.5%	4	858	0.4%	3
01 Top Rung	0	0.0%	0	0	0.0%	0
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
04 Boomburbs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	319	0.5%	20	858	0.4%	16
L2. Upscale Avenues	2,952	4.7%	34	8,472	4.0%	29
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
13 In Style	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
17 Green Acres	0	0.0%	0	0	0.0%	0
18 Cozy and Comfortable	2,952	4.7%	166	8,472	4.0%	143
L3. Metropolis	332	0.5%	10	1,088	0.5%	10
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitans	0	0.0%	0	0	0.0%	0
45 City Strivers	0	0.0%	0	0	0.0%	0
51 Metro City Edge	184	0.3%	31	632	0.3%	29
54 Urban Rows	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	148	0.2%	23	456	0.2%	21
L4. Solo Acts	616	1.0%	14	1,143	0.5%	11
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	0	0.0%	0	0	0.0%	0
39 Young and Restless	616	1.0%	69	1,143	0.5%	50
L5. Senior Styles	2,341	3.7%	30	5,339	2.5%	24
14 Prosperous Empty Nesters	495	0.8%	43	1,237	0.6%	35
15 Silver and Gold	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	250	0.4%	19	706	0.3%	18
30 Retirement Communities	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	0	0.0%	0	0	0.0%	0
57 Simple Living	1,596	2.5%	180	3,396	1.6%	138
65 Social Security Set	0	0.0%	0	0	0.0%	0
L6. Scholars & Patriots	0	0.0%	0	0	0.0%	0
40 Military Proximity	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0

Source: ESRI

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Tapestry Segmentation Area Profile

LifeMode Groups

Prep'd by James T. Saint, CCIM — Halo Realty & Investments Corp

3953 Gifford St, Grand Prairie TX 75050		**Latitude:**	**32.758881**
Industrial Study 1-3-5 Mile Ring		**Longitude:**	**-96.945337**
32.758881, -96.945337	**Site Type: Ring**	**Radius:**	**5 miles**

Tapestry LifeMode Groups	2009 Households			2009 Population		
	Number	Percent	Index	Number	Percent	Index
Total	62,731	100.0%		211,047	100.0%	
L7. High Hopes	3,025	4.8%	118	9,546	4.5%	118
28 Aspiring Young Families	2,279	3.6%	154	7,678	3.6%	161
48 Great Expectations	746	1.2%	68	1,868	0.9%	57
L8. Global Roots	33,650	53.6%	655	118,424	56.1%	575
35 International Marketplace	639	1.0%	79	2,078	1.0%	64
38 Industrious Urban Fringe	15,817	25.2%	1648	55,092	26.1%	1305
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
47 Las Casas	3,761	6.0%	792	15,704	7.4%	599
52 Inner City Tenants	777	1.2%	82	2,280	1.1%	76
58 NeWest Residents	10,811	17.2%	1939	38,465	18.2%	1499
60 City Dimensions	1,845	2.9%	340	4,805	2.3%	252
61 High Rise Renters	0	0.0%	0	0	0.0%	0
L9. Family Portrait	11,386	18.2%	232	42,937	20.3%	221
12 Up and Coming Families	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	2,653	4.2%	216	8,475	4.0%	184
21 Urban Villages	601	1.0%	124	2,207	1.0%	92
59 Southwestern Families	6,847	10.9%	1119	28,158	13.3%	1016
64 City Commons	1,285	2.0%	303	4,097	1.9%	266
L10. Traditional Living	4,663	7.4%	85	13,461	6.4%	77
24 Main Street, USA	1,065	1.7%	66	2,995	1.4%	56
32 Rustbelt Traditions	3,598	5.7%	203	10,466	5.0%	186
33 Midlife Junction	0	0.0%	0	0	0.0%	0
34 Family Foundations	0	0.0%	0	0	0.0%	0
L11. Factories & Farms	733	1.2%	12	1,989	0.9%	10
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	0	0.0%	0	0	0.0%	0
53 Home Town	733	1.2%	80	1,989	0.9%	68
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
L12. American Quilt	2,707	4.3%	46	7,764	3.7%	40
26 Midland Crowd	1,203	1.9%	51	3,563	1.7%	44
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
41 Crossroads	1,504	2.4%	158	4,201	2.0%	125
46 Rooted Rural	0	0.0%	0	0	0.0%	0
66 Unclassified	7	0.0%	512	26	0.0%	8

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 U.S. average. Tapestry segment descriptions can be found at http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf

Source: ESRI

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931 Aspen Breeze Ave, Las Vegas NV 89123 email via: www.halorealty.com/contactus.htm

3953 Gifford St, Grand Prairie TX 75050 | **Latitude:** 32.758881
Industrial Study 1-3-5 Mile Ring | **Longitude:** -96.945337
32.758881, -96.945337 | **Site Type: Ring** | **Radius:** 5 miles

Tapestry Urbanization Groups	2009 Households			2009 Population		
	Number	Percent	Index	Number	Percent	Index
Total	62,731	100.0%		211,047	100.0%	
U1. Principal Urban Centers I	1,240	2.0%	25	4,285	2.0%	27
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
21 Urban Villages	601	1.0%	124	2,207	1.0%	92
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
35 International Marketplace	639	1.0%	79	2,078	1.0%	64
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
U2. Principal Urban Centers II	15,857	25.3%	536	58,266	27.6%	496
45 City Strivers	0	0.0%	0	0	0.0%	0
47 Las Casas	3,761	6.0%	792	15,704	7.4%	599
54 Urban Rows	0	0.0%	0	0	0.0%	0
58 NeWest Residents	10,811	17.2%	1939	38,465	18.2%	1499
61 High Rise Renters	0	0.0%	0	0	0.0%	0
64 City Commons	1,285	2.0%	303	4,097	1.9%	266
65 Social Security Set	0	0.0%	0	0	0.0%	0
U3. Metro Cities I	2,653	4.2%	37	8,475	4.0%	35
01 Top Rung	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	2,653	4.2%	216	8,475	4.0%	184
22 Metropolitans	0	0.0%	0	0	0.0%	0
U4. Metro Cities II	5,517	8.8%	81	15,906	7.5%	76
28 Aspiring Young Families	2,279	3.6%	154	7,678	3.6%	161
30 Retirement Communities	0	0.0%	0	0	0.0%	0
34 Family Foundations	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	0	0.0%	0	0	0.0%	0
39 Young and Restless	616	1.0%	69	1,143	0.5%	50
52 Inner City Tenants	777	1.2%	82	2,280	1.1%	76
60 City Dimensions	1,845	2.9%	340	4,805	2.3%	252
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0
U5. Urban Outskirts I	21,226	33.8%	309	70,421	33.4%	293
04 Boomburbs	0	0.0%	0	0	0.0%	0
24 Main Street, USA	1,065	1.7%	66	2,995	1.4%	56
32 Rustbelt Traditions	3,598	5.7%	203	10,466	5.0%	186
38 Industrious Urban Fringe	15,817	25.2%	1648	55,092	26.1%	1305
48 Great Expectations	746	1.2%	68	1,868	0.9%	57

Source: ESRI

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Tapestry Segmentation Area Profile

Urbanization Groups

Prep'd by James T. Saint, CCIM — Halo Realty & Investments Corp

3953 Gifford St, Grand Prairie TX 75050		**Latitude:**	**32.758881**
Industrial Study 1-3-5 Mile Ring		**Longitude:**	**-96.945337**
32.758881, -96.945337	**Site Type: Ring**	**Radius:**	**5 miles**

Tapestry Urbanization Groups	**2009 Households**			**2009 Population**		
	Number	**Percent**	**Index**	**Number**	**Percent**	**Index**
Total	62,731	100.0%		211,047	100.0%	
U6. Urban Outskirts II	8,775	14.0%	273	32,642	15.5%	294
51 Metro City Edge	184	0.3%	31	632	0.3%	29
55 College Towns	0	0.0%	0	0	0.0%	0
57 Simple Living	1,596	2.5%	180	3,396	1.6%	138
59 Southwestern Families	6,847	10.9%	1119	28,158	13.3%	1016
62 Modest Income Homes	148	0.2%	23	456	0.2%	21
U7. Suburban Periphery I	814	1.3%	8	2,095	1.0%	6
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	319	0.5%	20	858	0.4%	16
12 Up and Coming Families	0	0.0%	0	0	0.0%	0
13 In Style	0	0.0%	0	0	0.0%	0
14 Prosperous Empty Nesters	495	0.8%	43	1,237	0.6%	35
15 Silver and Gold	0	0.0%	0	0	0.0%	0
U8. Suburban Periphery II	3,935	6.3%	65	11,167	5.3%	58
18 Cozy and Comfortable	2,952	4.7%	166	8,472	4.0%	143
29 Rustbelt Retirees	250	0.4%	19	706	0.3%	18
33 Midlife Junction	0	0.0%	0	0	0.0%	0
40 Military Proximity	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
53 Home Town	733	1.2%	80	1,989	0.9%	68
U9. Small Towns	1,504	2.4%	49	4,201	2.0%	44
41 Crossroads	1,504	2.4%	158	4,201	2.0%	125
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	0	0.0%	0	0	0.0%	0
U10. Rural I	1,203	1.9%	17	3,563	1.7%	15
17 Green Acres	0	0.0%	0	0	0.0%	0
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
26 Midland Crowd	1,203	1.9%	51	3,563	1.7%	44
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
U11. Rural II	0	0.0%	0	0	0.0%	0
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	0	0.0%	0	0	0.0%	0
46 Rooted Rural	0	0.0%	0	0	0.0%	0
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
66 Unclassified	7	0.0%	512	26	0.0%	8

Data Note: This report identifies neighborhood segments in the area, and describes the settlement density 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 U.S. average.

Source: ESRI

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Tapestry Segmentation

Tapestry Segmentation represents the fourth generation of market segmentation systems that began 30 years ago. The 65-segment Tapestry Segmentation system classifies U.S. neighborhoods based on their socioeconomic and demographic composition. Each segment is identified by its two-digit Segment Code. Match the two-digit segment labels on the map to the list below. A longer description of each segment is available at:

http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf

Segment 01: Top Rung
Segment 02: Suburban Splendor
Segment 03: Connoisseurs
Segment 04: Boomburbs
Segment 05: Wealthy Seaboard Suburbs
Segment 06: Sophisticated Squires
Segment 07: Exurbanites
Segment 08: Laptops and Lattes
Segment 09: Urban Chic
Segment 10: Pleasant-Ville
Segment 11: Pacific Heights
Segment 12: Up and Coming Families
Segment 13: In Style
Segment 14: Prosperous Empty Nesters
Segment 15: Silver and Gold
Segment 16: Enterprising Professionals
Segment 17: Green Acres
Segment 18: Cozy and Comfortable
Segment 19: Milk and Cookies
Segment 20: City Lights
Segment 21: Urban Villages
Segment 22: Metropolitans
Segment 23: Trendsetters
Segment 24: Main Street, USA
Segment 25: Salt of the Earth
Segment 26: Midland Crowd
Segment 27: Metro Renters
Segment 28: Aspiring Young Families
Segment 29: Rustbelt Retirees
Segment 30: Retirement Communities
Segment 31: Rural Resort Dwellers
Segment 32: Rustbelt Traditions
Segment 33: Midlife Junction
Segment 34: Family Foundations
Segment 35: International Marketplace
Segment 36: Old and Newcomers
Segment 37: Prairie Living
Segment 38: Industrious Urban Fringe
Segment 39: Young and Restless
Segment 40: Military Proximity
Segment 41: Crossroads
Segment 42: Southern Satellites
Segment 43: The Elders
Segment 44: Urban Melting Pot
Segment 45: City Strivers
Segment 46: Rooted Rural
Segment 47: Las Casas
Segment 48: Great Expectations
Segment 49: Senior Sun Seekers
Segment 50: Heartland Communities
Segment 51: Metro City Edge
Segment 52: Inner City Tenants
Segment 53: Home Town
Segment 54: Urban Rows
Segment 55: College Towns
Segment 56: Rural Bypasses
Segment 57: Simple Living
Segment 58: NeWest Residents
Segment 59: Southwestern Families
Segment 60: City Dimensions
Segment 61: High Rise Renters
Segment 62: Modest Income Homes
Segment 63: Dorms to Diplomas
Segment 64: City Commons
Segment 65: Social Security Set
Segment 66: Unclassified

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