

Criteria Used for Analysis

Median Household Income
\$178,777

Median Age
48.8

Total Population
26,006

1st Dominant Segment
Top Tier

Consumer Segmentation

Life Mode

What are the people like that live in this area?

Affluent Estates

Established wealth--educated, well-travelled married couples

Urbanization

Where do people like this usually live?

Suburban Periphery

The most populous and fastest-growing among Urbanization groups, Suburban Periphery includes one-third of the nation's population

Top Tapestry Segments

	Top Tier	Professional Pride	Savvy Suburbanites	Exurbanites
% of Households	4,190 (46.1%)	3,560 (39.2%)	1,201 (13.2%)	135 (1.5%)
% of Colleyville	4,214 (46.3%)	3,549 (39.0%)	1,200 (13.2%)	135 (1.5%)
Lifestyle Group	Affluent Estates	Affluent Estates	Affluent Estates	Affluent Estates
Urbanization Group	Suburban Periphery	Suburban Periphery	Suburban Periphery	Suburban Periphery
Residence Type	Single Family	Single Family	Single Family	Single Family
Household Type	Married Couples	Married Couples	Married Couples	Married Couples
Average Household Size	2.85	3.03	2.8	2.51
Median Age	48.2	40.9	45.8	52
Diversity Index	49.3	55.4	47.9	47.1
Median Household Income	\$200,000	\$162,400	\$128,200	\$120,800
Median Net Worth	\$1,552,600	\$958,800	\$699,800	\$748,400
Median Home Value	\$836,500	\$488,900	\$418,100	\$489,700
Homeownership	90.9 %	91.1 %	91.1 %	86.4 %
Employment	Professional or Mgmt/Bus/Financial	Professional or Mgmt/Bus/Financial	Professional or Mgmt/Bus/Financial	Professional or Mgmt/Bus/Financial
Education	Grad/Prof Degree	Bachelor's Degree	Bachelor's Degree	Bachelor's Degree
Preferred Activities	Shop at high-end retailers . Frequent vacations that spare no expense.	Own latest tablets, smartphones and laptops . Upgrade picture-perfect homes.	They like to cook and prefer natural or organic products. . Pursue a number of sports, from skiing to golf.	Gardening and home improvement are priorities . Active in their communities.
Financial	Hire financial advisers	Hold 401(k) and IRA plans/securities	Not afraid of debt	Rely on financial planners and extensive reading
Media	Consider the Internet, radio, and newspapers as key media sources	Avid readers; epicurean, sports, home service magazines	Well-connected and use technology to stay current	Well-connected and use the internet to stay current
Vehicle	Purchase or lease luxury cars, preferably imports.	Own 3 or more vehicles	Prefer late model, family-oriented vehicles:	Choose late-model luxury cars, SUVs