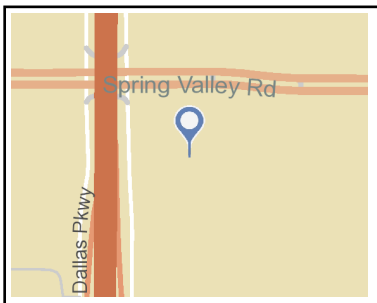
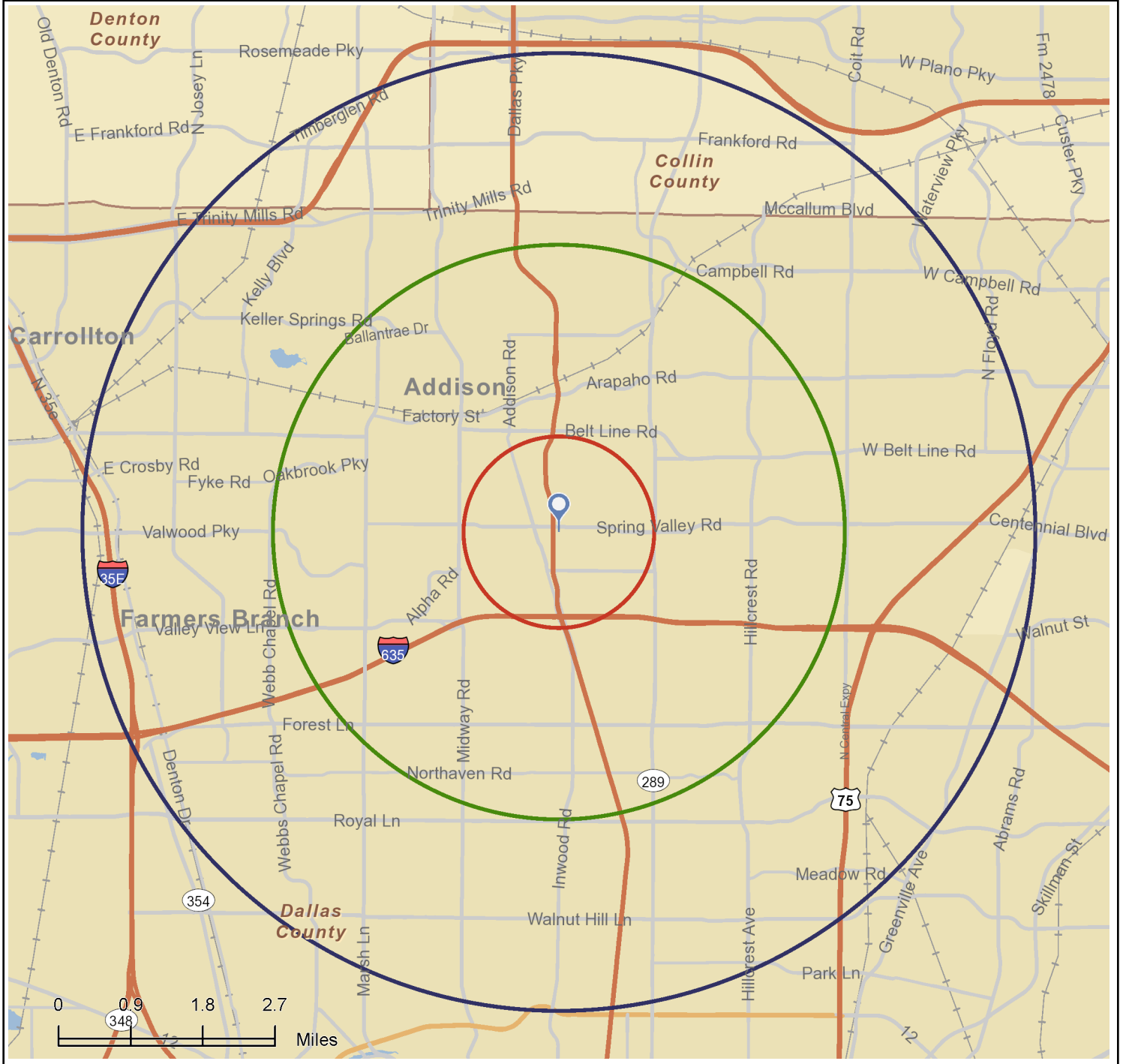





Galleria Plaza
14060 Dallas Pkwy, Dallas, TX 75240-4349
Ring: 1, 3, 5 Miles

Latitude: 32.93872
Longitude: -96.82095



Galleria Plaza
 14060 Dallas Pkwy, Dallas, TX 75240-4349
 Ring: 1, 3, 5 Miles

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	1 mile radius	3 miles radius	5 miles radius
 2000 Total Population	20,947	106,675	350,056
2000 Group Quarters	101	382	2,431
2010 Total Population	21,435	110,998	369,351
2015 Total Population	21,704	113,546	379,616
2010 - 2015 Annual Rate	0.25%	0.45%	0.55%
 2000 Households	11,226	50,652	151,943
2000 Average Household Size	1.86	2.1	2.29
2010 Households	11,216	52,087	157,939
2010 Average Household Size	1.9	2.12	2.32
2015 Households	11,281	53,037	162,045
2015 Average Household Size	1.91	2.13	2.33
2010 - 2015 Annual Rate	0.12%	0.36%	0.51%
2000 Families	3,947	26,252	83,940
2000 Average Family Size	2.86	2.84	3.04
2010 Families	3,788	26,266	83,534
2010 Average Family Size	3	2.92	3.17
2015 Families	3,726	26,352	83,960
2015 Average Family Size	3.05	2.96	3.21
2010 - 2015 Annual Rate	-0.33%	0.07%	0.1%
 2000 Housing Units	12,387	53,940	160,667
Owner Occupied Housing Units	8.3%	38.2%	42.2%
Renter Occupied Housing Units	82.5%	55.6%	52.3%
Vacant Housing Units	9.2%	6.2%	5.5%
2010 Housing Units	12,774	57,771	173,651
Owner Occupied Housing Units	8.3%	35.7%	38.4%
Renter Occupied Housing Units	79.5%	54.5%	52.6%
Vacant Housing Units	12.2%	9.8%	9.0%
2015 Housing Units	13,037	59,615	180,377
Owner Occupied Housing Units	8.1%	35.3%	37.7%
Renter Occupied Housing Units	78.4%	53.7%	52.1%
Vacant Housing Units	13.5%	11.0%	10.2%
Median Household Income			
2000	\$41,820	\$54,222	\$51,114
2010	\$49,358	\$65,012	\$64,135
2015	\$58,907	\$74,876	\$71,857
Median Home Value			
2000	\$81,655	\$196,019	\$154,374
2010	\$97,842	\$223,331	\$181,951
2015	\$112,265	\$251,203	\$205,570
Per Capita Income			
2000	\$27,936	\$40,787	\$34,294
2010	\$31,426	\$43,426	\$38,407
2015	\$35,015	\$48,686	\$42,984
Median Age			
2000	29.2	35.2	33.6
2010	29.5	37.3	35.5
2015	29.2	37.0	35.3


Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



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	1 mile radius	3 miles radius	5 miles radius
2000 Households by Income			
 Household Income Base	11,235	50,795	152,139
< \$15,000	9.6%	7.6%	8.8%
\$15,000 - \$24,999	11.5%	8.8%	10.0%
\$25,000 - \$34,999	18.8%	12.8%	13.0%
\$35,000 - \$49,999	21.3%	16.7%	17.1%
\$50,000 - \$74,999	21.6%	18.9%	19.2%
\$75,000 - \$99,999	8.4%	10.7%	10.8%
\$100,000 - \$149,999	6.1%	11.3%	10.4%
\$150,000 - \$199,999	1.3%	5.5%	4.4%
\$200,000+	1.5%	7.7%	6.3%
Average Household Income	\$51,760	\$85,362	\$78,404
2010 Households by Income			
Household Income Base	11,214	52,086	157,936
< \$15,000	7.5%	5.9%	6.4%
\$15,000 - \$24,999	8.1%	5.8%	6.2%
\$25,000 - \$34,999	12.0%	8.6%	8.6%
\$35,000 - \$49,999	23.3%	17.6%	17.3%
\$50,000 - \$74,999	25.6%	19.6%	20.0%
\$75,000 - \$99,999	12.8%	14.4%	14.6%
\$100,000 - \$149,999	7.7%	14.2%	14.5%
\$150,000 - \$199,999	1.4%	6.1%	5.4%
\$200,000+	1.5%	8.0%	7.1%
Average Household Income	\$60,308	\$92,555	\$89,312
2015 Households by Income			
Household Income Base	11,280	53,034	162,041
< \$15,000	6.0%	4.5%	4.9%
\$15,000 - \$24,999	6.8%	4.7%	5.1%
\$25,000 - \$34,999	8.8%	6.2%	6.5%
\$35,000 - \$49,999	16.6%	11.8%	11.9%
\$50,000 - \$74,999	31.0%	22.9%	24.0%
\$75,000 - \$99,999	16.2%	15.8%	14.8%
\$100,000 - \$149,999	10.6%	17.3%	17.3%
\$150,000 - \$199,999	2.3%	7.4%	7.2%
\$200,000+	1.7%	9.5%	8.4%
Average Household Income	\$67,641	\$104,257	\$100,133
2000 Owner Occupied HUs by Value			
Total	1,030	20,523	67,892
<\$50,000	7.1%	2.3%	2.7%
\$50,000 - 99,999	61.6%	13.3%	23.3%
\$100,000 - 149,999	4.8%	15.7%	22.2%
\$150,000 - 199,999	2.5%	20.1%	17.6%
\$200,000 - \$299,999	10.2%	26.0%	17.4%
\$300,000 - 499,999	6.9%	14.7%	10.5%
\$500,000 - 999,999	4.7%	6.5%	4.6%
\$1,000,000+	2.3%	1.3%	1.7%
Average Home Value	\$174,610	\$247,073	\$213,872
2000 Specified Renter Occupied HUs by Contract Rent			
Total	10,201	30,030	84,162
With Cash Rent	99.9%	99.2%	99.0%
No Cash Rent	0.1%	0.8%	1.0%
Median Rent	\$675	\$688	\$650
Average Rent	\$710	\$752	\$706


Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest, dividends, net rents, pensions, SSI and welfare payments, child support and alimony. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



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	1 mile radius	3 miles radius	5 miles radius
2000 Population by Age			
 Total	20,948	106,675	350,056
Age 0 - 4	6.6%	6.2%	6.9%
Age 5 - 9	4.4%	5.1%	6.1%
Age 10 - 14	2.6%	4.6%	5.5%
Age 15 - 19	3.7%	4.7%	5.5%
Age 20 - 24	13.6%	7.6%	8.1%
Age 25 - 34	37.6%	21.6%	20.5%
Age 35 - 44	15.6%	16.4%	16.5%
Age 45 - 54	8.2%	13.3%	12.7%
Age 55 - 64	4.4%	9.5%	8.0%
Age 65 - 74	1.7%	6.4%	5.5%
Age 75 - 84	1.1%	3.7%	3.5%
Age 85+	0.6%	1.0%	1.1%
Age 18+	84.8%	81.3%	78.3%
2010 Population by Age			
Total	21,436	111,001	369,351
Age 0 - 4	6.5%	5.9%	6.6%
Age 5 - 9	4.4%	5.3%	6.0%
Age 10 - 14	3.4%	5.2%	5.7%
Age 15 - 19	4.5%	4.9%	5.7%
Age 20 - 24	14.1%	7.9%	8.1%
Age 25 - 34	30.5%	17.5%	17.1%
Age 35 - 44	16.4%	14.4%	14.6%
Age 45 - 54	10.2%	14.5%	14.1%
Age 55 - 64	5.6%	11.3%	10.5%
Age 65 - 74	2.7%	7.1%	6.1%
Age 75 - 84	1.2%	4.4%	3.8%
Age 85+	0.7%	1.7%	1.7%
Age 18+	83.8%	80.9%	78.5%
2015 Population by Age			
Total	21,704	113,548	379,613
Age 0 - 4	6.8%	5.8%	6.5%
Age 5 - 9	4.4%	5.2%	5.9%
Age 10 - 14	3.0%	5.0%	5.6%
Age 15 - 19	3.8%	5.0%	5.5%
Age 20 - 24	15.0%	8.3%	8.2%
Age 25 - 34	32.1%	18.4%	18.0%
Age 35 - 44	13.2%	12.1%	12.8%
Age 45 - 54	10.5%	13.8%	13.5%
Age 55 - 64	5.8%	11.7%	11.1%
Age 65 - 74	3.2%	8.3%	7.4%
Age 75 - 84	1.5%	4.5%	3.8%
Age 85+	0.7%	1.9%	1.7%
Age 18+	84.2%	81.2%	78.8%
2000 Population by Sex			
Males	51.6%	49.7%	50.0%
Females	48.4%	50.3%	50.0%
2010 Population by Sex			
Males	51.8%	49.7%	50.0%
Females	48.2%	50.3%	50.0%
2015 Population by Sex			
Males	51.3%	49.7%	50.0%
Females	48.7%	50.3%	50.0%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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

	1 mile radius	3 miles radius	5 miles radius
2000 Population by Race/Ethnicity			
 Total	20,947	106,675	350,057
White Alone	66.3%	76.9%	74.4%
Black Alone	10.8%	7.2%	7.9%
American Indian Alone	0.4%	0.4%	0.4%
Asian or Pacific Islander Alone	6.9%	5.5%	5.9%
Some Other Race Alone	12.3%	7.4%	8.7%
Two or More Races	3.3%	2.6%	2.6%
Hispanic Origin	32.1%	18.5%	23.5%
Diversity Index	74.3	58.1	63.9
2010 Population by Race/Ethnicity			
Total	21,434	110,996	369,351
White Alone	58.1%	69.8%	66.9%
Black Alone	10.7%	7.5%	8.6%
American Indian Alone	0.5%	0.5%	0.6%
Asian or Pacific Islander Alone	7.5%	6.6%	7.7%
Some Other Race Alone	19.2%	12.0%	12.8%
Two or More Races	4.0%	3.6%	3.4%
Hispanic Origin	48.3%	29.6%	33.8%
Diversity Index	82.3	71.0	74.5
2015 Population by Race/Ethnicity			
Total	21,703	113,545	379,616
White Alone	55.2%	66.6%	64.4%
Black Alone	10.2%	7.4%	8.6%
American Indian Alone	0.5%	0.5%	0.6%
Asian or Pacific Islander Alone	7.5%	7.1%	8.2%
Some Other Race Alone	22.3%	14.4%	14.6%
Two or More Races	4.3%	4.0%	3.7%
Hispanic Origin	55.5%	35.5%	38.5%
Diversity Index	83.8	75.4	77.4
2000 Population 3+ by School Enrollment			
 Total	20,034	102,320	335,609
Enrolled in Nursery/Preschool	1.8%	1.9%	1.8%
Enrolled in Kindergarten	1.0%	1.1%	1.5%
Enrolled in Grade 1-8	5.6%	7.7%	9.7%
Enrolled in Grade 9-12	1.5%	3.8%	4.3%
Enrolled in College	6.7%	4.5%	4.7%
Enrolled in Grad/Prof School	2.3%	1.8%	1.8%
Not Enrolled in School	81.0%	79.2%	76.2%
2010 Population 25+ by Educational Attainment			
Total	14,396	78,662	250,952
Less than 9th Grade	7.6%	4.4%	7.7%
9th - 12th Grade, No Diploma	8.5%	4.8%	6.4%
High School Graduate	15.4%	15.1%	16.0%
Some College, No Degree	19.5%	20.5%	20.0%
Associate Degree	6.5%	5.6%	5.8%
Bachelor's Degree	30.0%	32.3%	29.0%
Graduate/Professional Degree	12.6%	17.3%	15.0%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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	1 mile radius	3 miles radius	5 miles radius
2010 Population 15+ by Marital Status			
 Total	18,378	92,862	301,741
Never Married	49.1%	33.8%	34.6%
Married	34.4%	47.9%	48.5%
Widowed	2.1%	4.5%	4.5%
Divorced	14.5%	13.8%	12.3%
2000 Population 16+ by Employment Status			
 Total	17,987	88,782	281,972
In Labor Force	80.2%	73.3%	72.6%
Civilian Employed	76.4%	70.8%	70.1%
Civilian Unemployed	3.7%	2.5%	2.4%
In Armed Forces	0.1%	0.0%	0.0%
Not in Labor Force	19.8%	26.7%	27.4%
2010 Civilian Population 16+ in Labor Force			
Civilian Employed	91.1%	92.6%	92.4%
Civilian Unemployed	8.9%	7.4%	7.6%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	92.6%	93.9%	93.7%
Civilian Unemployed	7.4%	6.1%	6.3%
2000 Females 16+ by Employment Status and Age of Children			
Total	8,717	45,178	141,998
Own Children < 6 Only	9.8%	7.8%	8.3%
Employed/in Armed Forces	5.4%	4.2%	4.7%
Unemployed	0.3%	0.2%	0.2%
Not in Labor Force	4.1%	3.4%	3.5%
Own Children < 6 and 6-17 Only	4.2%	4.2%	5.4%
Employed/in Armed Forces	1.9%	2.4%	2.9%
Unemployed	0.3%	0.1%	0.1%
Not in Labor Force	2.0%	1.8%	2.4%
Own Children 6-17 Only	5.3%	11.2%	13.4%
Employed/in Armed Forces	2.8%	7.4%	9.1%
Unemployed	0.4%	0.3%	0.3%
Not in Labor Force	2.1%	3.5%	3.9%
No Own Children < 18	80.7%	76.7%	72.9%
Employed/in Armed Forces	61.1%	49.0%	45.5%
Unemployed	2.0%	1.5%	1.5%
Not in Labor Force	17.6%	26.2%	25.9%
2010 Employed Population 16+ by Industry			
 Total	11,873	56,034	177,062
Agriculture/Mining	0.6%	0.8%	0.7%
Construction	4.8%	4.0%	5.4%
Manufacturing	5.0%	6.4%	7.5%
Wholesale Trade	2.8%	4.2%	4.0%
Retail Trade	13.5%	12.0%	12.0%
Transportation/Utilities	3.2%	3.6%	3.8%
Information	4.0%	4.1%	4.2%
Finance/Insurance/Real Estate	12.3%	13.0%	12.0%
Services	51.8%	50.1%	48.8%
Public Administration	1.9%	1.8%	1.6%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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2010 Employed Population 16+ by Occupation			
Total	11,875	56,034	177,062
White Collar	70.8%	77.7%	72.4%
Management/Business/Financial	21.6%	24.2%	21.2%
Professional	20.9%	24.4%	23.7%
Sales	14.6%	16.4%	14.6%
Administrative Support	13.6%	12.7%	13.0%
Services	19.7%	13.2%	14.5%
Blue Collar	9.6%	9.1%	13.1%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	2.7%	2.4%	3.9%
Installation/Maintenance/Repair	1.8%	1.5%	2.0%
Production	2.6%	2.7%	4.1%
Transportation/Material Moving	2.5%	2.5%	3.1%
2000 Workers 16+ by Means of Transportation to Work			
 Total	13,569	61,849	194,919
Drove Alone - Car, Truck, or Van	76.0%	79.7%	78.4%
Carpooled - Car, Truck, or Van	13.7%	10.7%	12.6%
Public Transportation	2.8%	1.9%	2.2%
Walked	3.8%	1.8%	1.8%
Other Means	1.2%	0.9%	0.9%
Worked at Home	2.6%	5.0%	4.1%
2000 Workers 16+ by Travel Time to Work			
Total	13,570	61,850	194,920
Did Not Work at Home	97.4%	95.0%	95.9%
Less than 5 minutes	2.2%	1.7%	1.5%
5 to 9 minutes	11.9%	9.5%	8.5%
10 to 19 minutes	29.6%	31.7%	32.1%
20 to 24 minutes	18.7%	18.2%	17.8%
25 to 34 minutes	21.9%	21.4%	22.3%
35 to 44 minutes	5.3%	5.0%	5.0%
45 to 59 minutes	4.8%	4.4%	5.3%
60 to 89 minutes	1.6%	1.6%	2.0%
90 or more minutes	1.5%	1.4%	1.3%
Worked at Home	2.6%	5.0%	4.1%
Average Travel Time to Work (in min)	22.2	22.5	23.1
2000 Households by Vehicles Available			
Total	11,232	50,555	152,063
None	6.4%	4.8%	5.2%
1	63.5%	47.0%	44.8%
2	27.6%	38.9%	39.1%
3	2.3%	7.3%	8.5%
4	0.2%	1.6%	1.8%
5+	0.1%	0.5%	0.7%
Average Number of Vehicles Available	1.3	1.6	1.6

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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	1 mile radius	3 miles radius	5 miles radius
2000 Households by Type			
 Total	11,227	50,653	151,943
Family Households	35.2%	51.8%	55.2%
Married-couple Family	24.0%	41.0%	43.0%
With Related Children	10.4%	16.0%	19.5%
Other Family (No Spouse)	11.2%	10.8%	12.3%
With Related Children	6.3%	6.3%	7.5%
Nonfamily Households	64.8%	48.2%	44.8%
Householder Living Alone	51.2%	39.1%	36.2%
Householder Not Living Alone	13.6%	9.0%	8.6%
Households with Related Children	16.7%	22.3%	27.0%
Households with Persons 65+	4.7%	16.5%	16.3%
2000 Households by Size			
Total	11,226	50,652	151,943
1 Person Household	51.2%	39.1%	36.2%
2 Person Household	29.6%	35.1%	32.8%
3 Person Household	9.2%	11.9%	12.8%
4 Person Household	5.4%	8.2%	10.0%
5 Person Household	2.4%	3.4%	4.6%
6 Person Household	1.2%	1.3%	1.9%
7+ Person Household	1.0%	0.9%	1.6%
2000 Households by Year Householder Moved In			
Total	11,230	50,555	152,065
Moved in 1999 to March 2000	52.0%	35.8%	33.4%
Moved in 1995 to 1998	37.6%	32.4%	32.8%
Moved in 1990 to 1994	7.1%	11.1%	12.3%
Moved in 1980 to 1989	3.3%	9.7%	9.6%
Moved in 1970 to 1979	0.0%	6.8%	6.5%
Moved in 1969 or Earlier	0.0%	4.2%	5.4%
Median Year Householder Moved In	1999	1997	1997
2000 Housing Units by Units in Structure			
 Total	12,361	53,906	160,862
1, Detached	2.6%	33.6%	41.1%
1, Attached	2.3%	5.5%	4.6%
2	1.5%	1.2%	1.1%
3 or 4	13.5%	9.6%	6.2%
5 to 9	20.2%	15.8%	11.7%
10 to 19	16.8%	9.9%	9.9%
20+	43.1%	24.4%	25.3%
Mobile Home	0.0%	0.1%	0.1%
Other	0.0%	0.0%	0.1%
2000 Housing Units by Year Structure Built			
Total	12,389	53,843	160,748
1999 to March 2000	3.7%	3.0%	2.7%
1995 to 1998	15.6%	9.6%	9.6%
1990 to 1994	11.2%	7.0%	7.8%
1980 to 1989	38.8%	26.8%	27.0%
1970 to 1979	24.1%	28.8%	22.8%
1969 or Earlier	6.6%	24.7%	30.1%
Median Year Structure Built	1985	1979	1979

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.

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	1 mile radius	3 miles radius	5 miles radius
Top 3 Tapestry Segments			
1.	Young and Restless	Young and Restless	Young and Restless
2.	Metro Renters	Metro Renters	Metro Renters
3.	Inner City Tenants	Connoisseurs	Enterprising Professio

 **2010 Consumer Spending** shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$18,237,150	\$122,416,771	\$356,549,707
Average Spent	\$1,625.99	\$2,350.24	\$2,257.52
Spending Potential Index	68	98	94
Computers & Accessories: Total \$	\$2,388,245	\$16,090,853	\$46,940,626
Average Spent	\$212.93	\$308.92	\$297.21
Spending Potential Index	97	140	135
Education: Total \$	\$12,469,420	\$88,564,257	\$258,579,575
Average Spent	\$1,111.75	\$1,700.31	\$1,637.21
Spending Potential Index	91	139	134
Entertainment/Recreation: Total \$	\$30,607,833	\$224,054,000	\$654,743,401
Average Spent	\$2,728.94	\$4,301.53	\$4,145.55
Spending Potential Index	85	133	129
Food at Home: Total \$	\$46,496,076	\$310,810,586	\$912,557,349
Average Spent	\$4,145.51	\$5,967.14	\$5,777.91
Spending Potential Index	93	133	129
Food Away from Home: Total \$	\$34,790,800	\$231,299,333	\$676,315,417
Average Spent	\$3,101.89	\$4,440.63	\$4,282.13
Spending Potential Index	96	138	133
Health Care: Total \$	\$30,576,969	\$232,748,015	\$688,385,741
Average Spent	\$2,726.19	\$4,468.45	\$4,358.55
Spending Potential Index	73	120	117
HH Furnishings & Equipment: Total \$	\$16,878,981	\$124,973,657	\$365,539,466
Average Spent	\$1,504.90	\$2,399.33	\$2,314.43
Spending Potential Index	73	117	112
Investments: Total \$	\$11,786,903	\$113,135,486	\$325,491,496
Average Spent	\$1,050.90	\$2,172.05	\$2,060.87
Spending Potential Index	60	125	118
Retail Goods: Total \$	\$229,605,186	\$1,623,199,266	\$4,762,645,184
Average Spent	\$20,471.22	\$31,163.23	\$30,154.97
Spending Potential Index	82	125	121
Shelter: Total \$	\$161,569,736	\$1,148,394,576	\$3,347,869,048
Average Spent	\$14,405.29	\$22,047.62	\$21,197.23
Spending Potential Index	91	140	134
TV/Video/Audio: Total \$	\$13,183,740	\$87,258,734	\$254,579,801
Average Spent	\$1,175.44	\$1,675.25	\$1,611.89
Spending Potential Index	95	135	130
Travel: Total \$	\$15,817,380	\$130,080,465	\$379,820,120
Average Spent	\$1,410.25	\$2,497.37	\$2,404.85
Spending Potential Index	74	132	127
Vehicle Maintenance & Repairs: Total \$	\$9,405,586	\$65,366,493	\$191,346,608
Average Spent	\$838.59	\$1,254.95	\$1,211.52
Spending Potential Index	89	133	129

Data Note: The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.



Demographic and Income Profile

Galleria Plaza
 14060 Dallas Pkwy, Dallas, TX 75240-4349
 Ring: 1 mile radius

Latitude: 32.93872
 Longitude: -96.82095

Summary	2000	2010	2015
Population	20,947	21,435	21,704
Households	11,226	11,216	11,281
Families	3,947	3,788	3,726
Average Household Size	1.86	1.90	1.91
Owner Occupied Housing Units	1,026	1,061	1,057
Renter Occupied Housing Units	10,200	10,155	10,224
Median Age	29.2	29.5	29.2

Trends: 2010 - 2015 Annual Rate	Area	State	National
Population	0.25%	1.65%	0.76%
Households	0.12%	1.63%	0.78%
Families	-0.33%	1.48%	0.64%
Owner HHs	-0.08%	1.72%	0.82%
Median Household Income	3.60%	2.54%	2.36%

Households by Income	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	1,075	9.6%	842	7.5%	673	6.0%
\$15,000 - \$24,999	1,292	11.5%	908	8.1%	769	6.8%
\$25,000 - \$34,999	2,110	18.8%	1,344	12.0%	990	8.8%
\$35,000 - \$49,999	2,390	21.3%	2,612	23.3%	1,870	16.6%
\$50,000 - \$74,999	2,430	21.6%	2,870	25.6%	3,493	31.0%
\$75,000 - \$99,999	945	8.4%	1,440	12.8%	1,832	16.2%
\$100,000 - \$149,999	687	6.1%	867	7.7%	1,201	10.6%
\$150,000 - \$199,999	142	1.3%	160	1.4%	258	2.3%
\$200,000+	164	1.5%	171	1.5%	194	1.7%

Median Household Income	\$41,820	\$49,358	\$58,907
Average Household Income	\$51,760	\$60,308	\$67,641
Per Capita Income	\$27,935	\$31,426	\$35,015

Population by Age	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	1,379	6.6%	1,396	6.5%	1,471	6.8%
5 - 9	915	4.4%	938	4.4%	951	4.4%
10 - 14	553	2.6%	723	3.4%	657	3.0%
15 - 19	785	3.7%	956	4.5%	830	3.8%
20 - 24	2,859	13.6%	3,026	14.1%	3,251	15.0%
25 - 34	7,870	37.6%	6,532	30.5%	6,973	32.1%
35 - 44	3,261	15.6%	3,519	16.4%	2,860	13.2%
45 - 54	1,715	8.2%	2,180	10.2%	2,277	10.5%
55 - 64	914	4.4%	1,194	5.6%	1,262	5.8%
65 - 74	349	1.7%	573	2.7%	703	3.2%
75 - 84	225	1.1%	254	1.2%	326	1.5%
85+	122	0.6%	145	0.7%	143	0.7%

Race and Ethnicity	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
White Alone	13,894	66.3%	12,451	58.1%	11,982	55.2%
Black Alone	2,252	10.8%	2,297	10.7%	2,212	10.2%
American Indian Alone	86	0.4%	100	0.5%	104	0.5%
Asian Alone	1,418	6.8%	1,558	7.3%	1,583	7.3%
Pacific Islander Alone	20	0.1%	47	0.2%	47	0.2%
Some Other Race Alone	2,584	12.3%	4,114	19.2%	4,834	22.3%
Two or More Races	693	3.3%	867	4.0%	941	4.3%
Hispanic Origin (Any Race)	6,728	32.1%	10,360	48.3%	12,053	55.5%

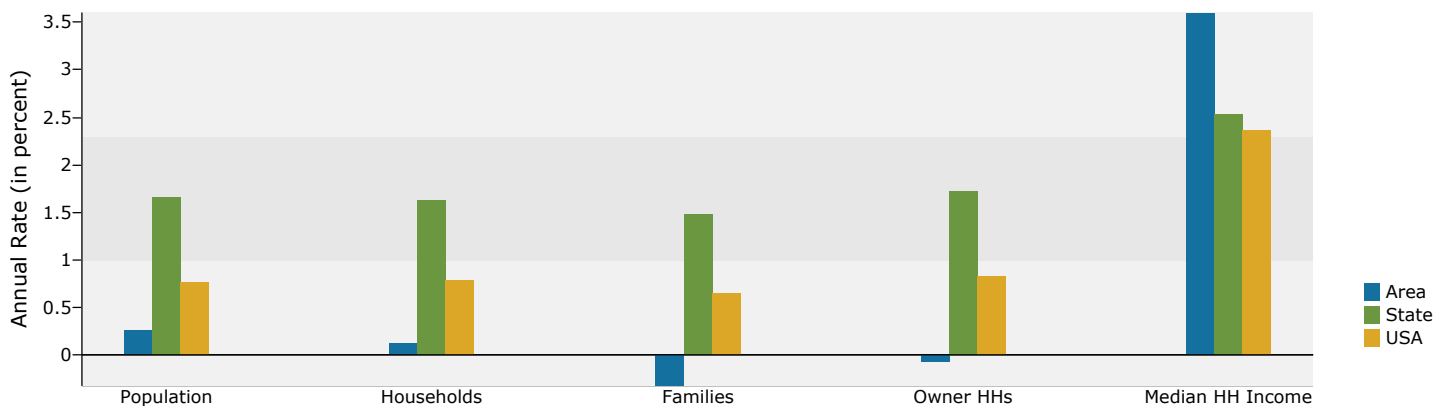
Data Note: Income is expressed in current dollars

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

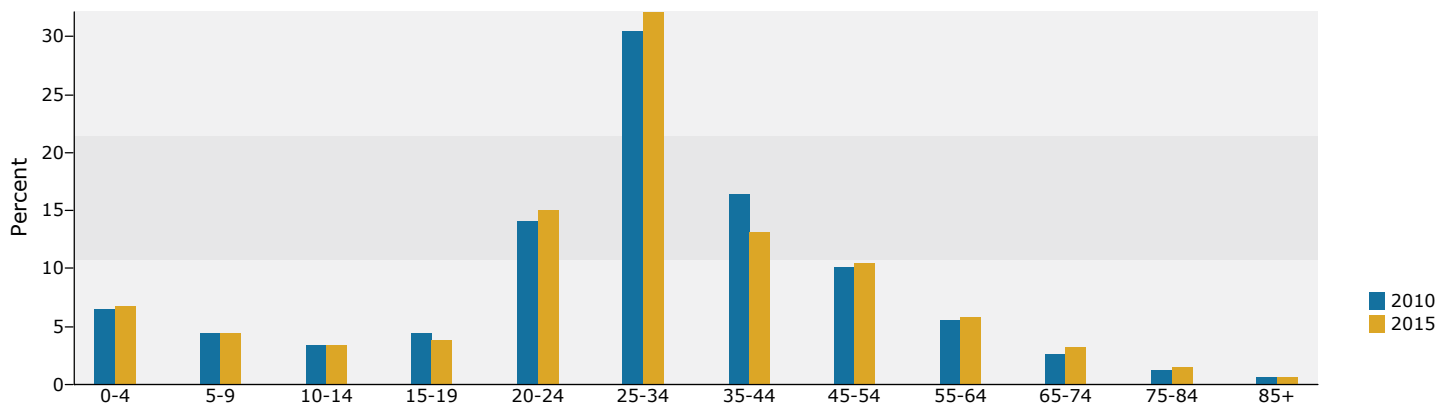
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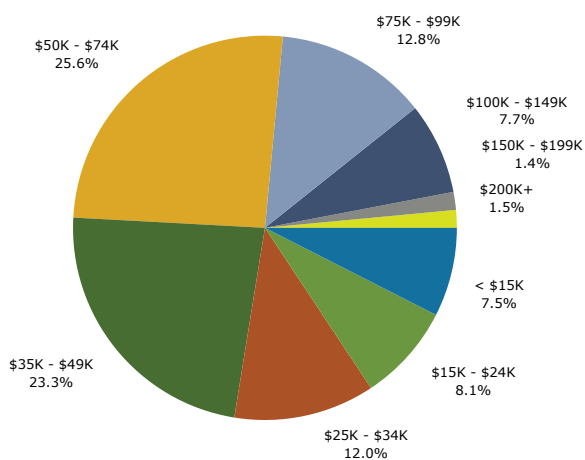
Trends 2010-2015



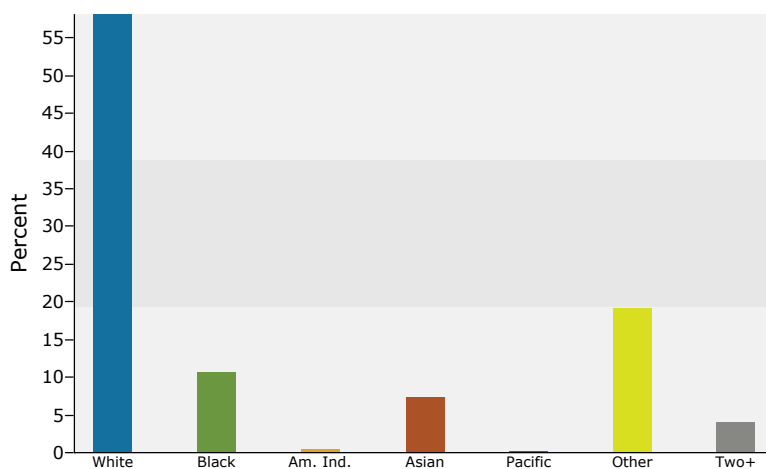
Population by Age



2010 Household Income



2010 Population by Race



2010 Percent Hispanic Origin: 48.3%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



Demographic and Income Profile

Galleria Plaza
 14060 Dallas Pkwy, Dallas, TX 75240-4349
 Ring: 3 miles radius

Latitude: 32.93872
 Longitude: -96.82095

Summary	2000	2010	2015
Population	106,675	110,998	113,546
Households	50,652	52,087	53,037
Families	26,252	26,266	26,352
Average Household Size	2.10	2.12	2.13
Owner Occupied Housing Units	20,642	20,621	21,051
Renter Occupied Housing Units	30,010	31,466	31,986
Median Age	35.2	37.3	37.0

Trends: 2010 - 2015 Annual Rate	Area	State	National
Population	0.46%	1.65%	0.76%
Households	0.36%	1.63%	0.78%
Families	0.07%	1.48%	0.64%
Owner HHs	0.41%	1.72%	0.82%
Median Household Income	2.87%	2.54%	2.36%

Households by Income	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	3,875	7.6%	3,071	5.9%	2,376	4.5%
\$15,000 - \$24,999	4,472	8.8%	3,029	5.8%	2,472	4.7%
\$25,000 - \$34,999	6,503	12.8%	4,459	8.6%	3,299	6.2%
\$35,000 - \$49,999	8,467	16.7%	9,164	17.6%	6,282	11.8%
\$50,000 - \$74,999	9,585	18.9%	10,183	19.6%	12,134	22.9%
\$75,000 - \$99,999	5,429	10.7%	7,477	14.4%	8,358	15.8%
\$100,000 - \$149,999	5,765	11.4%	7,391	14.2%	9,167	17.3%
\$150,000 - \$199,999	2,779	5.5%	3,165	6.1%	3,927	7.4%
\$200,000+	3,920	7.7%	4,147	8.0%	5,019	9.5%

Median Household Income	\$54,222	\$65,012	\$74,876
Average Household Income	\$85,362	\$92,555	\$104,257
Per Capita Income	\$40,787	\$43,426	\$48,686

Population by Age	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	6,599	6.2%	6,524	5.9%	6,547	5.8%
5 - 9	5,466	5.1%	5,853	5.3%	5,938	5.2%
10 - 14	4,893	4.6%	5,760	5.2%	5,651	5.0%
15 - 19	4,962	4.7%	5,421	4.9%	5,711	5.0%
20 - 24	8,097	7.6%	8,778	7.9%	9,416	8.3%
25 - 34	23,007	21.6%	19,400	17.5%	20,929	18.4%
35 - 44	17,519	16.4%	15,956	14.4%	13,792	12.1%
45 - 54	14,227	13.3%	16,064	14.5%	15,683	13.8%
55 - 64	10,107	9.5%	12,525	11.3%	13,244	11.7%
65 - 74	6,841	6.4%	7,911	7.1%	9,390	8.3%
75 - 84	3,896	3.7%	4,901	4.4%	5,139	4.5%
85+	1,061	1.0%	1,908	1.7%	2,108	1.9%

Race and Ethnicity	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
White Alone	82,049	76.9%	77,455	69.8%	75,600	66.6%
Black Alone	7,628	7.2%	8,347	7.5%	8,415	7.4%
American Indian Alone	400	0.4%	531	0.5%	593	0.5%
Asian Alone	5,814	5.5%	7,257	6.5%	7,931	7.0%
Pacific Islander Alone	54	0.1%	117	0.1%	131	0.1%
Some Other Race Alone	7,910	7.4%	13,308	12.0%	16,296	14.4%
Two or More Races	2,820	2.6%	3,981	3.6%	4,579	4.0%
Hispanic Origin (Any Race)	19,689	18.5%	32,871	29.6%	40,352	35.5%

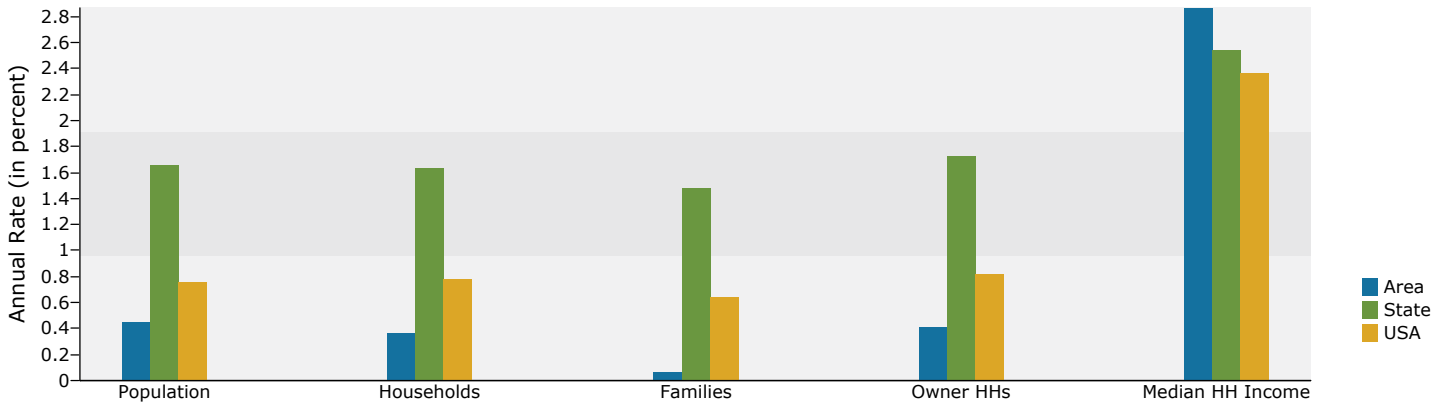
Data Note: Income is expressed in current dollars

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

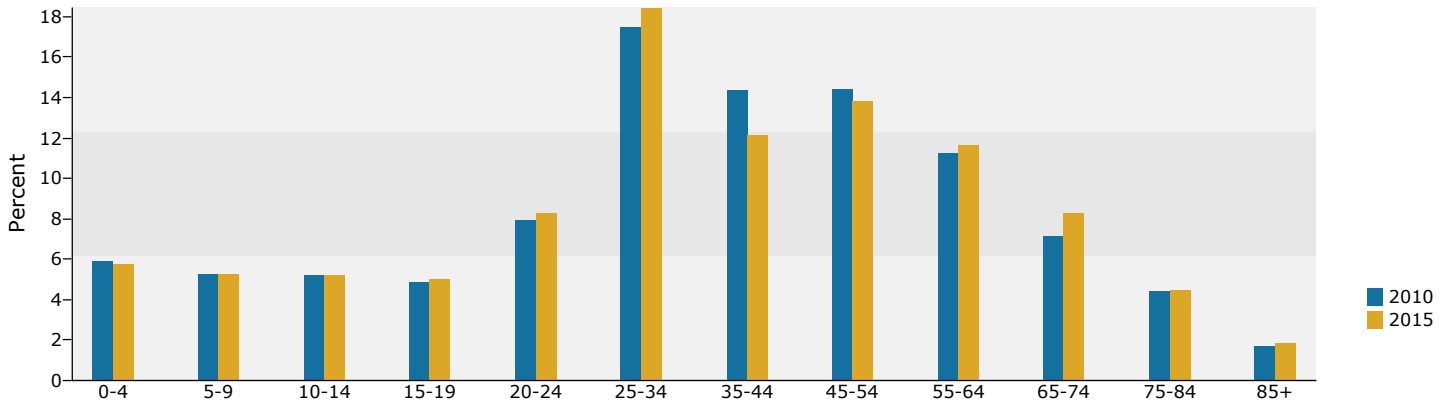
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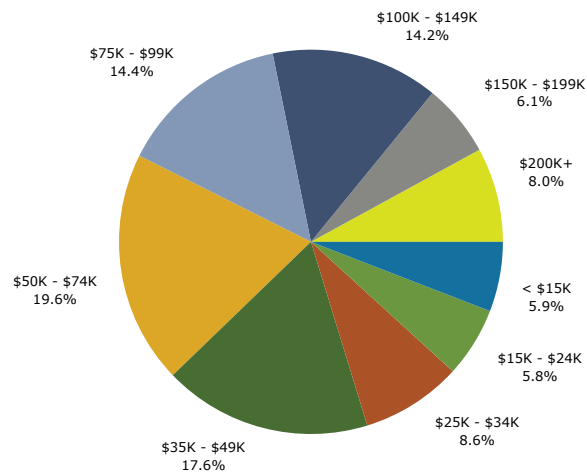
Trends 2010-2015



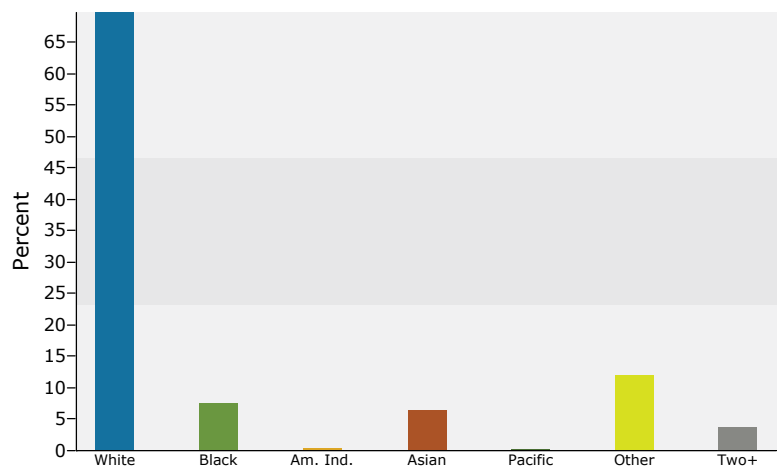
Population by Age



2010 Household Income



2010 Population by Race



2010 Percent Hispanic Origin: 29.6%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



Demographic and Income Profile

Galleria Plaza
 14060 Dallas Pkwy, Dallas, TX 75240-4349
 Ring: 5 miles radius

Latitude: 32.93872
 Longitude: -96.82095

Summary	2000	2010	2015
Population	350,056	369,351	379,616
Households	151,943	157,939	162,045
Families	83,940	83,534	83,960
Average Household Size	2.29	2.32	2.33
Owner Occupied Housing Units	67,904	66,683	67,985
Renter Occupied Housing Units	84,040	91,257	94,060
Median Age	33.6	35.5	35.3

Trends: 2010 - 2015 Annual Rate	Area	State	National
Population	0.55%	1.65%	0.76%
Households	0.52%	1.63%	0.78%
Families	0.10%	1.48%	0.64%
Owner HHs	0.39%	1.72%	0.82%
Median Household Income	2.30%	2.54%	2.36%

Households by Income	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	13,393	8.8%	10,049	6.4%	8,011	4.9%
\$15,000 - \$24,999	15,163	10.0%	9,789	6.2%	8,197	5.1%
\$25,000 - \$34,999	19,794	13.0%	13,569	8.6%	10,478	6.5%
\$35,000 - \$49,999	25,998	17.1%	27,274	17.3%	19,244	11.9%
\$50,000 - \$74,999	29,175	19.2%	31,545	20.0%	38,928	24.0%
\$75,000 - \$99,999	16,474	10.8%	23,080	14.6%	23,926	14.8%
\$100,000 - \$149,999	15,772	10.4%	22,878	14.5%	28,076	17.3%
\$150,000 - \$199,999	6,739	4.4%	8,491	5.4%	11,594	7.2%
\$200,000+	9,631	6.3%	11,261	7.1%	13,587	8.4%
Median Household Income	\$51,114		\$64,135		\$71,857	
Average Household Income	\$78,404		\$89,312		\$100,133	
Per Capita Income	\$34,294		\$38,407		\$42,984	

Population by Age	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	24,095	6.9%	24,405	6.6%	24,630	6.5%
5 - 9	21,314	6.1%	22,051	6.0%	22,496	5.9%
10 - 14	19,317	5.5%	21,152	5.7%	21,239	5.6%
15 - 19	19,235	5.5%	20,875	5.7%	20,955	5.5%
20 - 24	28,375	8.1%	29,916	8.1%	31,089	8.2%
25 - 34	71,901	20.5%	63,342	17.2%	68,141	18.0%
35 - 44	57,744	16.5%	53,840	14.6%	48,459	12.8%
45 - 54	44,489	12.7%	52,263	14.2%	51,295	13.5%
55 - 64	28,066	8.0%	38,608	10.5%	42,064	11.1%
65 - 74	19,310	5.5%	22,529	6.1%	28,059	7.4%
75 - 84	12,254	3.5%	14,079	3.8%	14,589	3.8%
85+	3,956	1.1%	6,291	1.7%	6,597	1.7%

Race and Ethnicity	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
White Alone	260,594	74.4%	247,275	66.9%	244,331	64.4%
Black Alone	27,705	7.9%	31,894	8.6%	32,575	8.6%
American Indian Alone	1,568	0.4%	2,033	0.6%	2,199	0.6%
Asian Alone	20,604	5.9%	27,964	7.6%	30,776	8.1%
Pacific Islander Alone	169	0.0%	321	0.1%	345	0.1%
Some Other Race Alone	30,382	8.7%	47,327	12.8%	55,324	14.6%
Two or More Races	9,035	2.6%	12,537	3.4%	14,066	3.7%
Hispanic Origin (Any Race)	82,371	23.5%	124,835	33.8%	145,982	38.5%

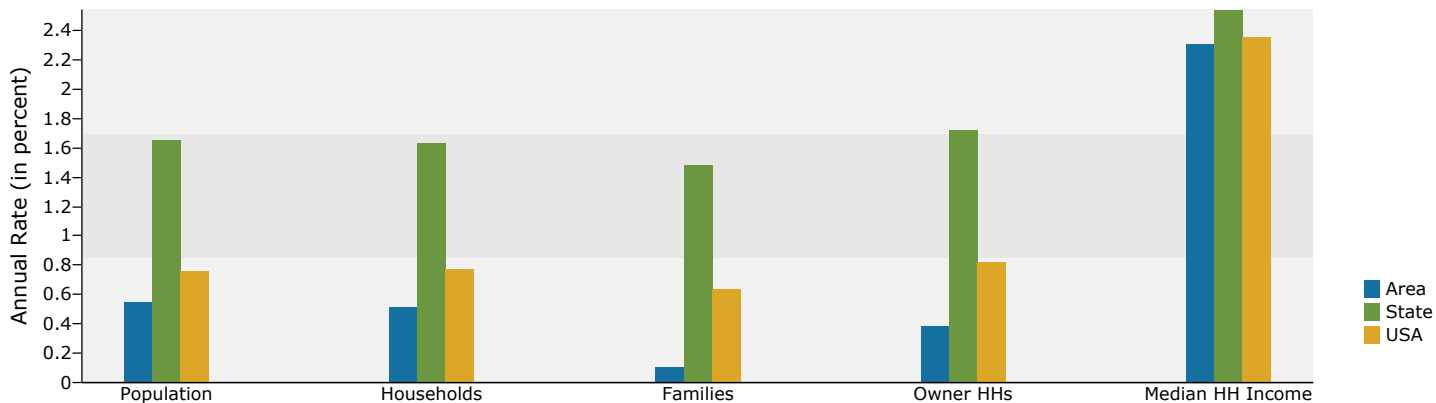
Data Note: Income is expressed in current dollars

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

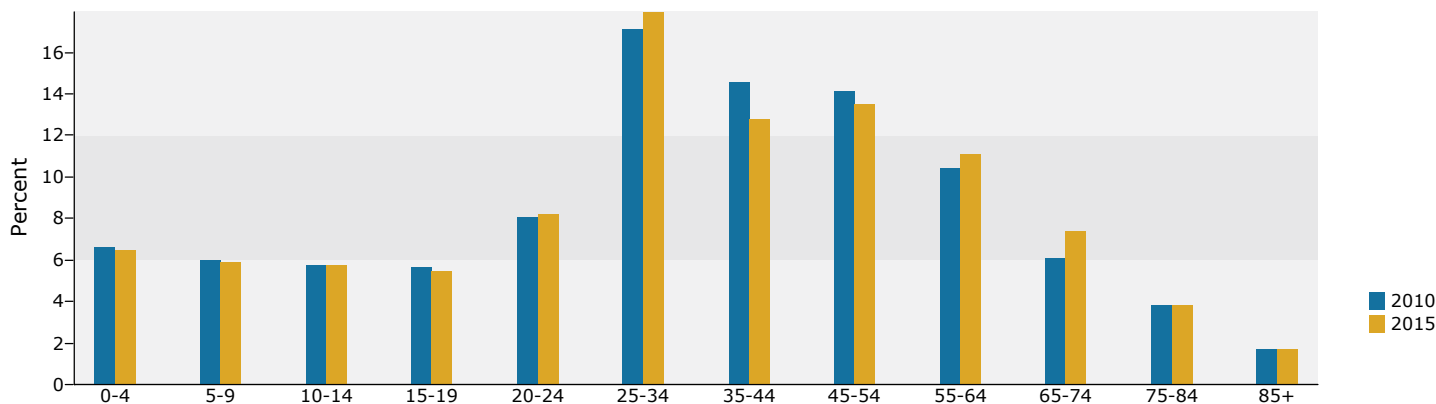
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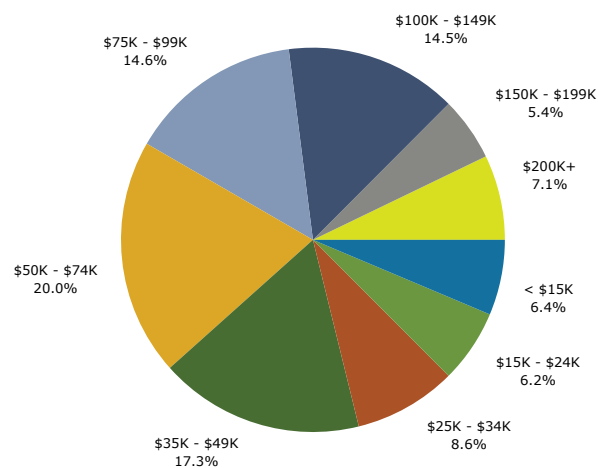
Trends 2010-2015



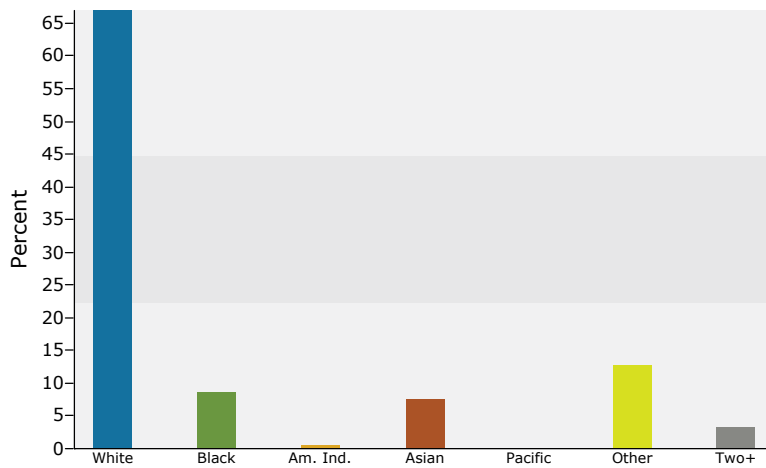
Population by Age



2010 Household Income



2010 Population by Race



2010 Percent Hispanic Origin: 33.8%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



Retail Goods and Services Expenditures

Galleria Plaza
14060 Dallas Pkwy, Dallas, TX 75240-4349
Ring: 1 mile radius

Latitude: 32.93872
Longitude: -96.82095

Top Tapestry Segments:		Demographic Summary		2010	2015
Young and Restless	76.2%	Population		21,435	21,704
Metro Renters	18.5%	Households		11,216	11,281
Inner City Tenants	5.2%	Families		3,788	3,726
In Style	0.1%	Median Age		29.5	29.2
Enterprising Professionals	0.0%	Median Household Income		\$49,358	\$58,907

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	68	\$1,625.99	\$18,237,150
Men's	64	\$293.20	\$3,288,502
Women's	57	\$472.38	\$5,298,225
Children's	76	\$302.83	\$3,396,519
Footwear	50	\$209.05	\$2,344,744
Watches & Jewelry	85	\$165.33	\$1,854,356
Apparel Products and Services ¹	196	\$183.20	\$2,054,803
Computer			
Computers and Hardware for Home Use	97	\$184.93	\$2,074,185
Software and Accessories for Home Use	98	\$28.00	\$314,060
Entertainment & Recreation	85	\$2,728.94	\$30,607,833
Fees and Admissions	77	\$476.04	\$5,339,255
Membership Fees for Clubs ²	71	\$116.95	\$1,311,763
Fees for Participant Sports, excl. Trips	75	\$79.97	\$896,997
Admission to Movie/Theatre/Opera/Ballet	94	\$143.28	\$1,607,034
Admission to Sporting Events, excl. Trips	77	\$46.06	\$516,556
Fees for Recreational Lessons	65	\$88.78	\$995,710
Dating Services	130	\$1.00	\$11,195
TV/Video/Audio	95	\$1,175.44	\$13,183,740
Community Antenna or Cable TV	91	\$659.30	\$7,394,741
Televisions	92	\$178.43	\$2,001,288
VCRs, Video Cameras, and DVD Players	108	\$22.07	\$247,526
Video Cassettes and DVDs	115	\$60.35	\$676,921
Video and Computer Game Hardware and Software	109	\$61.07	\$685,008
Satellite Dishes	89	\$1.12	\$12,602
Rental of Video Cassettes and DVDs	113	\$46.51	\$521,652
Streaming/Downloaded Video	86	\$1.20	\$13,478
Audio ³	94	\$138.73	\$1,556,046
Rental and Repair of TV/Radio/Audio	88	\$6.64	\$74,476
Pets	94	\$406.54	\$4,559,704
Toys and Games ⁴	95	\$138.52	\$1,553,590
Recreational Vehicles and Fees ⁵	54	\$174.50	\$1,957,167
Sports/Recreation/Exercise Equipment ⁶	65	\$118.48	\$1,328,879
Photo Equipment and Supplies ⁷	86	\$89.14	\$999,744
Reading ⁸	75	\$116.80	\$1,310,080
Catered Affairs ⁹	136	\$33.49	\$375,676
Food	94	\$7,247.40	\$81,286,876
Food at Home	93	\$4,145.51	\$46,496,076
Bakery and Cereal Products	89	\$532.25	\$5,969,758
Meat, Poultry, Fish, and Eggs	94	\$977.96	\$10,968,821
Dairy Products	90	\$448.60	\$5,031,476
Fruit and Vegetables	91	\$714.56	\$8,014,453
Snacks and Other Food at Home ¹⁰	94	\$1,472.14	\$16,511,568
Food Away from Home	96	\$3,101.89	\$34,790,800
Alcoholic Beverages	107	\$611.09	\$6,853,971
Nonalcoholic Beverages at Home	96	\$418.32	\$4,691,834



Retail Goods and Services Expenditures

Galleria Plaza
14060 Dallas Pkwy, Dallas, TX 75240-4349
Ring: 1 mile radius

Latitude: 32.93872
Longitude: -96.82095

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	60	\$1,050.90	\$11,786,903
Vehicle Loans	95	\$4,648.51	\$52,137,688
Health			
Nonprescription Drugs	82	\$84.17	\$944,101
Prescription Drugs	69	\$345.03	\$3,869,831
Eyeglasses and Contact Lenses	75	\$57.31	\$642,738
Home			
Mortgage Payment and Basics ¹¹	58	\$5,446.43	\$61,087,172
Maintenance and Remodeling Services	51	\$1,004.87	\$11,270,664
Maintenance and Remodeling Materials ¹²	52	\$192.71	\$2,161,434
Utilities, Fuel, and Public Services	87	\$3,954.03	\$44,348,397
Household Furnishings and Equipment			
Household Textiles ¹³	84	\$111.11	\$1,246,242
Furniture	87	\$519.79	\$5,830,000
Floor Coverings	62	\$46.50	\$521,575
Major Appliances ¹⁴	70	\$213.18	\$2,390,983
Housewares ¹⁵	84	\$72.67	\$815,041
Small Appliances	84	\$27.65	\$310,156
Luggage	79	\$7.28	\$81,629
Telephones and Accessories	76	\$32.27	\$361,983
Household Operations			
Child Care	104	\$479.36	\$5,376,511
Lawn and Garden ¹⁶	57	\$239.07	\$2,681,443
Moving/Storage/Freight Express	109	\$66.17	\$742,156
Housekeeping Supplies ¹⁷	87	\$606.68	\$6,804,478
Insurance			
Owners and Renters Insurance	58	\$269.84	\$3,026,579
Vehicle Insurance	91	\$1,055.55	\$11,839,034
Life/Other Insurance	61	\$254.61	\$2,855,653
Health Insurance	73	\$1,403.87	\$15,745,835
Personal Care Products ¹⁸	94	\$376.71	\$4,225,157
School Books and Supplies ¹⁹	118	\$126.33	\$1,416,893
Smoking Products	109	\$467.60	\$5,244,651
Transportation			
Vehicle Purchases (Net Outlay) ²⁰	92	\$4,053.96	\$45,469,212
Gasoline and Motor Oil	94	\$2,706.23	\$30,353,049
Vehicle Maintenance and Repairs	89	\$838.59	\$9,405,586
Travel			
Airline Fares	81	\$370.96	\$4,160,643
Lodging on Trips	67	\$294.00	\$3,297,537
Auto/Truck/Van Rental on Trips	81	\$30.05	\$337,073
Food and Drink on Trips	74	\$324.15	\$3,635,679

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Galleria Plaza
14060 Dallas Pkwy, Dallas, TX 75240-4349
Ring: 1 mile radius

Latitude: 32.93872
Longitude: -96.82095

-
- ¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- ²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- ³**Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- ⁴**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- ⁵**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- ⁶**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- ⁷**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- ⁸**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.
- ⁹**Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- ¹⁰**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- ¹¹**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- ¹²**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- ¹³**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- ¹⁴**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- ¹⁵**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- ¹⁶**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- ¹⁷**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- ¹⁸**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.
- ¹⁹**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
- ²⁰**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.



Retail Goods and Services Expenditures

Galleria Plaza
14060 Dallas Pkwy, Dallas, TX 75240-4349
Ring: 3 miles radius

Latitude: 32.93872
Longitude: -96.82095

Top Tapestry Segments:		Demographic Summary		2010	2015
Young and Restless	27.2%	Population		110,998	113,546
Metro Renters	14.8%	Households		52,087	53,037
Connoisseurs	10.9%	Families		26,266	26,352
In Style	10.5%	Median Age		37.3	37.0
Top Rung	4.8%	Median Household Income		\$65,012	\$74,876

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	98	\$2,350.24	\$122,416,771
Men's	93	\$424.98	\$22,136,119
Women's	86	\$711.23	\$37,045,647
Children's	103	\$412.00	\$21,459,791
Footwear	69	\$288.85	\$15,045,103
Watches & Jewelry	138	\$267.39	\$13,927,349
Apparel Products and Services ¹	263	\$245.80	\$12,802,760
Computer			
Computers and Hardware for Home Use	140	\$268.25	\$13,972,272
Software and Accessories for Home Use	143	\$40.67	\$2,118,581
Entertainment & Recreation	133	\$4,301.53	\$224,054,000
Fees and Admissions	135	\$834.97	\$43,491,108
Membership Fees for Clubs ²	134	\$218.86	\$11,399,766
Fees for Participant Sports, excl. Trips	132	\$140.65	\$7,325,860
Admission to Movie/Theatre/Opera/Ballet	143	\$217.01	\$11,303,273
Admission to Sporting Events, excl. Trips	132	\$78.67	\$4,097,561
Fees for Recreational Lessons	131	\$178.53	\$9,298,862
Dating Services	164	\$1.26	\$65,786
TV/Video/Audio	135	\$1,675.25	\$87,258,734
Community Antenna or Cable TV	131	\$945.85	\$49,266,542
Televisions	139	\$268.77	\$13,999,674
VCRs, Video Cameras, and DVD Players	147	\$29.84	\$1,554,367
Video Cassettes and DVDs	148	\$77.66	\$4,044,836
Video and Computer Game Hardware and Software	146	\$81.44	\$4,241,987
Satellite Dishes	134	\$1.69	\$87,846
Rental of Video Cassettes and DVDs	147	\$60.65	\$3,159,290
Streaming/Downloaded Video	139	\$1.94	\$101,248
Audio ³	134	\$197.02	\$10,262,283
Rental and Repair of TV/Radio/Audio	137	\$10.38	\$540,661
Pets	153	\$659.95	\$34,374,586
Toys and Games ⁴	135	\$196.45	\$10,232,356
Recreational Vehicles and Fees ⁵	114	\$369.61	\$19,251,674
Sports/Recreation/Exercise Equipment ⁶	104	\$187.87	\$9,785,819
Photo Equipment and Supplies ⁷	134	\$138.78	\$7,228,577
Reading ⁸	128	\$198.41	\$10,334,494
Catered Affairs ⁹	163	\$40.25	\$2,096,652
Food	135	\$10,407.78	\$542,109,919
Food at Home	133	\$5,967.14	\$310,810,586
Bakery and Cereal Products	131	\$780.75	\$40,666,767
Meat, Poultry, Fish, and Eggs	134	\$1,390.24	\$72,413,595
Dairy Products	131	\$652.37	\$33,980,187
Fruit and Vegetables	134	\$1,054.25	\$54,912,519
Snacks and Other Food at Home ¹⁰	134	\$2,089.53	\$108,837,521
Food Away from Home	138	\$4,440.63	\$231,299,333
Alcoholic Beverages	148	\$844.57	\$43,991,352
Nonalcoholic Beverages at Home	134	\$588.77	\$30,667,456



Retail Goods and Services Expenditures

Galleria Plaza
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Ring: 3 miles radius

Latitude: 32.93872
Longitude: -96.82095

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	125	\$2,172.05	\$113,135,486
Vehicle Loans	131	\$6,455.87	\$336,266,827
Health			
Nonprescription Drugs	123	\$126.95	\$6,612,204
Prescription Drugs	113	\$565.31	\$29,445,486
Eyeglasses and Contact Lenses	124	\$95.55	\$4,976,966
Home			
Mortgage Payment and Basics ¹¹	119	\$11,190.60	\$582,884,689
Maintenance and Remodeling Services	119	\$2,360.76	\$122,964,746
Maintenance and Remodeling Materials ¹²	109	\$407.02	\$21,200,327
Utilities, Fuel, and Public Services	128	\$5,818.70	\$303,078,865
Household Furnishings and Equipment			
Household Textiles ¹³	133	\$176.52	\$9,194,242
Furniture	137	\$820.49	\$42,737,063
Floor Coverings	123	\$92.42	\$4,814,070
Major Appliances ¹⁴	120	\$365.15	\$19,019,660
Housewares ¹⁵	124	\$106.40	\$5,542,074
Small Appliances	129	\$42.42	\$2,209,391
Luggage	133	\$12.35	\$643,332
Telephones and Accessories	100	\$42.45	\$2,211,106
Household Operations			
Child Care	145	\$671.33	\$34,967,624
Lawn and Garden ¹⁶	117	\$489.95	\$25,520,136
Moving/Storage/Freight Express	154	\$93.77	\$4,884,156
Housekeeping Supplies ¹⁷	129	\$904.90	\$47,133,576
Insurance			
Owners and Renters Insurance	112	\$517.78	\$26,969,765
Vehicle Insurance	133	\$1,547.40	\$80,599,667
Life/Other Insurance	116	\$483.48	\$25,182,780
Health Insurance	119	\$2,305.92	\$120,108,582
Personal Care Products ¹⁸	136	\$541.15	\$28,187,107
School Books and Supplies ¹⁹	149	\$158.89	\$8,276,021
Smoking Products	136	\$581.50	\$30,288,739
Transportation			
Vehicle Purchases (Net Outlay) ²⁰	133	\$5,853.36	\$304,884,026
Gasoline and Motor Oil	131	\$3,759.70	\$195,831,375
Vehicle Maintenance and Repairs	133	\$1,254.95	\$65,366,493
Travel			
Airline Fares	140	\$642.14	\$33,447,224
Lodging on Trips	128	\$558.99	\$29,116,122
Auto/Truck/Van Rental on Trips	142	\$52.25	\$2,721,806
Food and Drink on Trips	130	\$565.95	\$29,478,407

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Galleria Plaza
14060 Dallas Pkwy, Dallas, TX 75240-4349
Ring: 3 miles radius

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¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.

⁵**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁶**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁷**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁸**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

⁹**Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.

¹⁰**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

¹¹**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹²**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

¹³**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹⁴**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹⁵**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁶**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁷**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

¹⁸**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁹**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.

²⁰**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.



Retail Goods and Services Expenditures

Galleria Plaza
14060 Dallas Pkwy, Dallas, TX 75240-4349
Ring: 5 miles radius

Latitude: 32.93872
Longitude: -96.82095

Top Tapestry Segments:		Demographic Summary		2010	2015
Young and Restless	17.5%	Population		369,351	379,616
Metro Renters	11.5%	Households		157,939	162,045
Enterprising Professionals	10.8%	Families		83,534	83,960
Connoisseurs	7.3%	Median Age		35.5	35.3
In Style	5.8%	Median Household Income		\$64,135	\$71,857

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	94	\$2,257.52	\$356,549,707
Men's	89	\$407.55	\$64,368,350
Women's	82	\$683.53	\$107,955,427
Children's	100	\$399.22	\$63,051,755
Footwear	67	\$277.96	\$43,900,489
Watches & Jewelry	131	\$255.25	\$40,314,129
Apparel Products and Services ¹	250	\$234.01	\$36,959,555
Computer			
Computers and Hardware for Home Use	135	\$258.11	\$40,765,595
Software and Accessories for Home Use	137	\$39.10	\$6,175,031
Entertainment & Recreation	129	\$4,145.55	\$654,743,401
Fees and Admissions	130	\$804.51	\$127,063,805
Membership Fees for Clubs ²	128	\$210.04	\$33,174,175
Fees for Participant Sports, excl. Trips	127	\$135.92	\$21,467,186
Admission to Movie/Theatre/Opera/Ballet	137	\$208.17	\$32,878,787
Admission to Sporting Events, excl. Trips	128	\$76.19	\$12,032,789
Fees for Recreational Lessons	127	\$173.02	\$27,325,999
Dating Services	152	\$1.17	\$184,869
TV/Video/Audio	130	\$1,611.89	\$254,579,801
Community Antenna or Cable TV	126	\$911.91	\$144,025,506
Televisions	134	\$258.46	\$40,820,346
VCRs, Video Cameras, and DVD Players	140	\$28.56	\$4,510,786
Video Cassettes and DVDs	141	\$74.18	\$11,715,590
Video and Computer Game Hardware and Software	140	\$78.04	\$12,325,575
Satellite Dishes	129	\$1.63	\$257,697
Rental of Video Cassettes and DVDs	141	\$58.09	\$9,175,047
Streaming/Downloaded Video	133	\$1.86	\$293,363
Audio ³	129	\$189.18	\$29,879,069
Rental and Repair of TV/Radio/Audio	132	\$9.98	\$1,576,820
Pets	149	\$639.85	\$101,056,698
Toys and Games ⁴	130	\$189.33	\$29,902,711
Recreational Vehicles and Fees ⁵	110	\$355.65	\$56,171,658
Sports/Recreation/Exercise Equipment ⁶	100	\$181.12	\$28,606,461
Photo Equipment and Supplies ⁷	129	\$133.87	\$21,143,736
Reading ⁸	124	\$191.40	\$30,229,345
Catered Affairs ⁹	154	\$37.92	\$5,989,189
Food	131	\$10,060.04	\$1,588,872,766
Food at Home	129	\$5,777.91	\$912,557,349
Bakery and Cereal Products	127	\$756.23	\$119,438,502
Meat, Poultry, Fish, and Eggs	130	\$1,347.74	\$212,861,182
Dairy Products	127	\$632.39	\$99,878,446
Fruit and Vegetables	130	\$1,021.33	\$161,307,217
Snacks and Other Food at Home ¹⁰	130	\$2,020.22	\$319,072,003
Food Away from Home	133	\$4,282.13	\$676,315,417
Alcoholic Beverages	141	\$803.63	\$126,924,255
Nonalcoholic Beverages at Home	130	\$569.53	\$89,951,190



Retail Goods and Services Expenditures

Galleria Plaza
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Ring: 5 miles radius

Latitude: 32.93872
Longitude: -96.82095

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	118	\$2,060.87	\$325,491,496
Vehicle Loans	127	\$6,259.18	\$988,568,488
Health			
Nonprescription Drugs	120	\$123.56	\$19,514,981
Prescription Drugs	111	\$554.43	\$87,565,891
Eyeglasses and Contact Lenses	121	\$93.17	\$14,715,683
Home			
Mortgage Payment and Basics ¹¹	118	\$11,013.33	\$1,739,434,861
Maintenance and Remodeling Services	116	\$2,302.83	\$363,706,944
Maintenance and Remodeling Materials ¹²	108	\$401.80	\$63,459,270
Utilities, Fuel, and Public Services	125	\$5,644.13	\$891,428,753
Household Furnishings and Equipment			
Household Textiles ¹³	128	\$169.99	\$26,848,704
Furniture	131	\$788.01	\$124,458,176
Floor Coverings	120	\$89.64	\$14,158,292
Major Appliances ¹⁴	117	\$355.98	\$56,222,870
Housewares ¹⁵	119	\$102.43	\$16,177,598
Small Appliances	125	\$41.08	\$6,488,159
Luggage	129	\$11.93	\$1,884,573
Telephones and Accessories	95	\$40.62	\$6,415,513
Household Operations			
Child Care	140	\$646.16	\$102,053,899
Lawn and Garden ¹⁶	114	\$476.76	\$75,299,185
Moving/Storage/Freight Express	145	\$87.96	\$13,891,674
Housekeeping Supplies ¹⁷	125	\$879.76	\$138,947,715
Insurance			
Owners and Renters Insurance	111	\$512.46	\$80,937,976
Vehicle Insurance	128	\$1,495.42	\$236,184,647
Life/Other Insurance	113	\$473.64	\$74,806,473
Health Insurance	116	\$2,248.05	\$355,055,534
Personal Care Products ¹⁸	131	\$523.58	\$82,693,370
School Books and Supplies ¹⁹	143	\$152.57	\$24,097,221
Smoking Products	130	\$553.45	\$87,411,231
Transportation			
Vehicle Purchases (Net Outlay) ²⁰	129	\$5,662.69	\$894,360,310
Gasoline and Motor Oil	127	\$3,645.84	\$575,820,721
Vehicle Maintenance and Repairs	129	\$1,211.52	\$191,346,608
Travel			
Airline Fares	134	\$614.98	\$97,128,918
Lodging on Trips	124	\$539.08	\$85,141,907
Auto/Truck/Van Rental on Trips	135	\$49.89	\$7,879,167
Food and Drink on Trips	125	\$546.09	\$86,248,387

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Galleria Plaza
14060 Dallas Pkwy, Dallas, TX 75240-4349
Ring: 5 miles radius

Latitude: 32.93872
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¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.

⁵**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁶**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁷**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁸**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

⁹**Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.

¹⁰**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

¹¹**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹²**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

¹³**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹⁴**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹⁵**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁶**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁷**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

¹⁸**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁹**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.

²⁰**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.