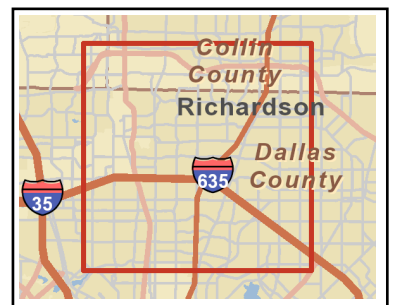
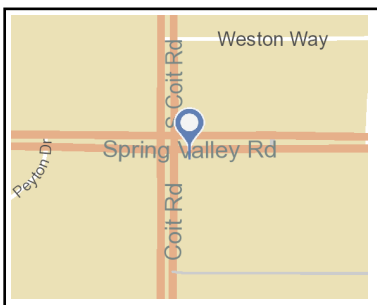
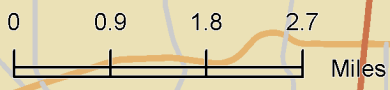
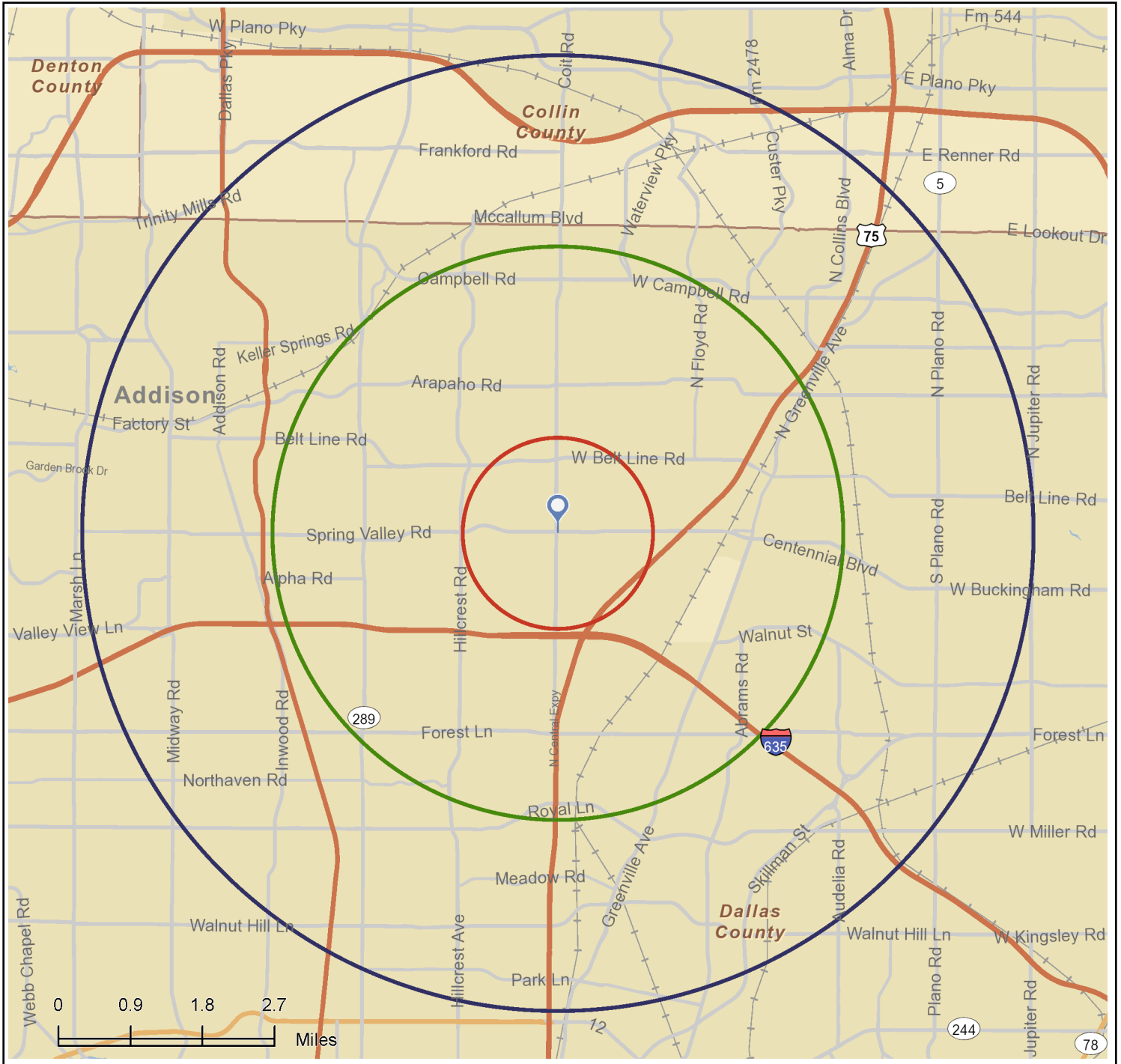





Northwood Hills Village  
 8010 Spring Valley Rd, Dallas, TX 75240-3844  
 Ring: 1, 3, 5 Miles

Latitude: 32.9397  
 Longitude: -96.76864



Northwood Hills Village  
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|  | 1 mile radius | 3 miles radius | 5 miles radius |
|--|---------------|----------------|----------------|
|  2000 Total Population       | 31,549        | 138,635        | 356,115        |
| 2000 Group Quarters  | 23            | 1,700          | 2,760          |
| 2010 Total Population  | 33,826        | 146,806        | 372,041        |
| 2015 Total Population  | 34,524        | 150,401        | 380,021        |
| 2010 - 2015 Annual Rate  | 0.41%         | 0.49%          | 0.43%          |
|  2000 Households             | 10,242        | 58,162         | 155,008        |
| 2000 Average Household Size  | 3.08          | 2.35           | 2.28           |
| 2010 Households  | 10,509        | 60,403         | 158,050        |
| 2010 Average Household Size  | 3.22          | 2.4            | 2.33           |
| 2015 Households  | 10,714        | 61,687         | 160,808        |
| 2015 Average Household Size  | 3.22          | 2.41           | 2.34           |
| 2010 - 2015 Annual Rate  | 0.39%         | 0.42%          | 0.35%          |
| 2000 Families  | 7,014         | 33,867         | 86,787         |
| 2000 Average Family Size   | 3.6           | 3.04           | 3.01           |
| 2010 Families  | 7,023         | 34,296         | 85,930         |
| 2010 Average Family Size   | 3.82          | 3.15           | 3.13           |
| 2015 Families  | 7,072         | 34,553         | 86,122         |
| 2015 Average Family Size   | 3.85          | 3.19           | 3.17           |
| 2010 - 2015 Annual Rate  | 0.14%         | 0.15%          | 0.04%          |
|  <b>2000 Housing Units</b> | 10,786        | 61,685         | 163,852        |
| Owner Occupied Housing Units   | 27.9%         | 40.6%          | 39.0%          |
| Renter Occupied Housing Units  | 67.0%         | 53.7%          | 55.5%          |
| Vacant Housing Units   | 5.0%          | 5.7%           | 5.4%           |
| <b>2010 Housing Units</b>  | 11,929        | 66,722         | 175,185        |
| Owner Occupied Housing Units   | 25.6%         | 37.9%          | 36.3%          |
| Renter Occupied Housing Units  | 62.5%         | 52.6%          | 54.0%          |
| Vacant Housing Units   | 11.9%         | 9.5%           | 9.8%           |
| <b>2015 Housing Units</b>  | 12,442        | 69,084         | 180,916        |
| Owner Occupied Housing Units   | 25.3%         | 37.5%          | 35.8%          |
| Renter Occupied Housing Units  | 60.9%         | 51.8%          | 53.0%          |
| Vacant Housing Units   | 13.9%         | 10.7%          | 11.1%          |
| <b>Median Household Income</b>   |               |                |                |
| 2000   | \$37,962      | \$48,394       | \$47,944       |
| 2010   | \$48,644      | \$61,161       | \$61,274       |
| 2015   | \$57,851      | \$69,070       | \$69,176       |
| <b>Median Home Value</b>   |               |                |                |
| 2000   | \$115,344     | \$145,949      | \$158,001      |
| 2010   | \$122,966     | \$168,664      | \$186,586      |
| 2015   | \$136,262     | \$190,350      | \$211,118      |
| <b>Per Capita Income</b>   |               |                |                |
| 2000   | \$17,810      | \$30,381       | \$32,448       |
| 2010   | \$20,062      | \$33,942       | \$36,257       |
| 2015   | \$22,202      | \$37,993       | \$40,586       |
| <b>Median Age</b>  |               |                |                |
| 2000   | 28.1          | 33.6           | 33.1           |
| 2010   | 29.2          | 35.7           | 34.8           |
| 2015   | 29.5          | 35.3           | 34.5           |


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 |
|--|---------------|----------------|----------------|
| <b>2000 Households by Income</b>   |               |                |                |
|  Household Income Base | 10,282        | 58,381         | 155,187        |
| < \$15,000   | 14.4%         | 9.9%           | 10.1%          |
| \$15,000 - \$24,999  | 15.6%         | 10.8%          | 11.4%          |
| \$25,000 - \$34,999  | 16.0%         | 13.8%          | 14.0%          |
| \$35,000 - \$49,999  | 18.5%         | 16.9%          | 16.4%          |
| \$50,000 - \$74,999  | 16.8%         | 19.0%          | 17.9%          |
| \$75,000 - \$99,999  | 7.4%          | 10.9%          | 10.5%          |
| \$100,000 - \$149,999  | 6.5%          | 9.7%           | 9.8%           |
| \$150,000 - \$199,999  | 2.3%          | 4.0%           | 4.2%           |
| \$200,000+   | 2.5%          | 4.9%           | 5.8%           |
| Average Household Income   | \$54,192      | \$71,660       | \$74,066       |
| <b>2010 Households by Income</b>   |               |                |                |
| Household Income Base  | 10,510        | 60,401         | 158,048        |
| < \$15,000   | 9.9%          | 7.1%           | 7.3%           |
| \$15,000 - \$24,999  | 11.0%         | 7.0%           | 6.8%           |
| \$25,000 - \$34,999  | 12.0%         | 9.5%           | 9.6%           |
| \$35,000 - \$49,999  | 18.9%         | 18.0%          | 18.1%          |
| \$50,000 - \$74,999  | 20.4%         | 19.9%          | 19.2%          |
| \$75,000 - \$99,999  | 13.0%         | 15.0%          | 13.9%          |
| \$100,000 - \$149,999  | 9.2%          | 12.9%          | 13.6%          |
| \$150,000 - \$199,999  | 2.8%          | 5.1%           | 5.0%           |
| \$200,000+   | 2.8%          | 5.4%           | 6.6%           |
| Average Household Income   | \$64,187      | \$82,201       | \$85,062       |
| <b>2015 Households by Income</b>   |               |                |                |
| Household Income Base  | 10,714        | 61,686         | 160,806        |
| < \$15,000   | 8.3%          | 5.6%           | 5.8%           |
| \$15,000 - \$24,999  | 9.6%          | 5.8%           | 5.6%           |
| \$25,000 - \$34,999  | 10.3%         | 7.3%           | 7.3%           |
| \$35,000 - \$49,999  | 14.1%         | 12.8%          | 12.8%          |
| \$50,000 - \$74,999  | 24.3%         | 23.2%          | 23.1%          |
| \$75,000 - \$99,999  | 14.8%         | 16.6%          | 14.8%          |
| \$100,000 - \$149,999  | 11.8%         | 16.0%          | 16.3%          |
| \$150,000 - \$199,999  | 3.5%          | 6.1%           | 6.6%           |
| \$200,000+   | 3.3%          | 6.5%           | 7.8%           |
| Average Household Income   | \$71,117      | \$92,305       | \$95,598       |
| <b>2000 Owner Occupied HUs by Value</b>  |               |                |                |
| Total  | 3,021         | 25,137         | 64,070         |
| <\$50,000  | 5.9%          | 4.4%           | 4.3%           |
| \$50,000 - 99,999  | 35.9%         | 24.8%          | 20.6%          |
| \$100,000 - 149,999  | 23.7%         | 22.7%          | 21.8%          |
| \$150,000 - 199,999  | 9.1%          | 18.3%          | 18.8%          |
| \$200,000 - \$299,999  | 13.3%         | 16.0%          | 17.9%          |
| \$300,000 - 499,999  | 10.7%         | 9.2%           | 10.8%          |
| \$500,000 - 999,999  | 1.4%          | 4.0%           | 4.6%           |
| \$1,000,000+   | 0.0%          | 0.6%           | 1.2%           |
| Average Home Value   | \$155,393     | \$190,175      | \$210,619      |
| <b>2000 Specified Renter Occupied HUs by Contract Rent</b>   |               |                |                |
| Total  | 7,206         | 33,073         | 91,045         |
| With Cash Rent   | 99.4%         | 99.1%          | 99.0%          |
| No Cash Rent   | 0.6%          | 0.9%           | 1.0%           |
| Median Rent  | \$583         | \$644          | \$618          |
| Average Rent   | \$591         | \$690          | \$676          |


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 |
|--|---------------|----------------|----------------|
| <b>2000 Population by Age</b>  |               |                |                |
|  Total | 31,549        | 138,636        | 356,115        |
| Age 0 - 4  | 9.7%          | 7.0%           | 7.1%           |
| Age 5 - 9  | 8.0%          | 6.1%           | 6.2%           |
| Age 10 - 14  | 7.0%          | 5.7%           | 5.6%           |
| Age 15 - 19  | 7.6%          | 5.8%           | 5.8%           |
| Age 20 - 24  | 10.7%         | 8.1%           | 8.5%           |
| Age 25 - 34  | 21.3%         | 19.9%          | 20.2%          |
| Age 35 - 44  | 14.7%         | 15.7%          | 16.2%          |
| Age 45 - 54  | 9.0%          | 12.3%          | 12.8%          |
| Age 55 - 64  | 5.2%          | 8.3%           | 8.2%           |
| Age 65 - 74  | 4.3%          | 6.0%           | 5.2%           |
| Age 75 - 84  | 2.2%          | 3.6%           | 3.1%           |
| Age 85+  | 0.5%          | 1.4%           | 1.1%           |
| Age 18+  | 71.2%         | 77.8%          | 77.7%          |
| <b>2010 Population by Age</b>  |               |                |                |
| Total  | 33,826        | 146,808        | 372,043        |
| Age 0 - 4  | 9.6%          | 6.8%           | 6.9%           |
| Age 5 - 9  | 8.0%          | 6.0%           | 6.1%           |
| Age 10 - 14  | 6.6%          | 5.7%           | 5.9%           |
| Age 15 - 19  | 6.9%          | 5.8%           | 5.8%           |
| Age 20 - 24  | 10.0%         | 8.3%           | 8.5%           |
| Age 25 - 34  | 19.0%         | 16.5%          | 17.1%          |
| Age 35 - 44  | 13.8%         | 13.9%          | 14.1%          |
| Age 45 - 54  | 10.8%         | 13.7%          | 13.9%          |
| Age 55 - 64  | 7.2%          | 10.5%          | 10.5%          |
| Age 65 - 74  | 4.3%          | 6.6%           | 6.1%           |
| Age 75 - 84  | 2.8%          | 4.3%           | 3.6%           |
| Age 85+  | 0.9%          | 2.0%           | 1.6%           |
| Age 18+  | 71.8%         | 78.3%          | 77.9%          |
| <b>2015 Population by Age</b>  |               |                |                |
| Total  | 34,524        | 150,400        | 380,023        |
| Age 0 - 4  | 9.6%          | 6.7%           | 6.7%           |
| Age 5 - 9  | 8.1%          | 6.0%           | 6.1%           |
| Age 10 - 14  | 6.6%          | 5.6%           | 5.7%           |
| Age 15 - 19  | 6.6%          | 5.6%           | 5.7%           |
| Age 20 - 24  | 9.6%          | 8.4%           | 8.6%           |
| Age 25 - 34  | 19.2%         | 17.4%          | 17.8%          |
| Age 35 - 44  | 12.7%         | 12.1%          | 12.4%          |
| Age 45 - 54  | 10.5%         | 13.0%          | 13.2%          |
| Age 55 - 64  | 7.9%          | 11.0%          | 10.9%          |
| Age 65 - 74  | 5.3%          | 7.8%           | 7.4%           |
| Age 75 - 84  | 2.8%          | 4.4%           | 3.7%           |
| Age 85+  | 1.0%          | 2.0%           | 1.6%           |
| Age 18+  | 71.9%         | 78.5%          | 78.2%          |
| <b>2000 Population by Sex</b>  |               |                |                |
| Males  | 53.5%         | 50.1%          | 50.0%          |
| Females  | 46.5%         | 49.9%          | 50.0%          |
| <b>2010 Population by Sex</b>  |               |                |                |
| Males  | 53.0%         | 50.0%          | 49.9%          |
| Females  | 47.0%         | 50.0%          | 50.1%          |
| <b>2015 Population by Sex</b>  |               |                |                |
| Males  | 52.7%         | 50.0%          | 49.9%          |
| Females  | 47.3%         | 50.0%          | 50.1%          |

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 |
|--|---------------|----------------|----------------|
| <b>2000 Population by Race/Ethnicity</b>   |               |                |                |
|  Total   | 31,549        | 138,636        | 356,115        |
| White Alone  | 64.6%         | 71.5%          | 68.2%          |
| Black Alone  | 10.6%         | 10.6%          | 13.5%          |
| American Indian Alone  | 0.5%          | 0.4%           | 0.4%           |
| Asian or Pacific Islander Alone  | 5.2%          | 6.6%           | 7.3%           |
| Some Other Race Alone  | 15.2%         | 8.1%           | 7.8%           |
| Two or More Races  | 3.9%          | 2.8%           | 2.9%           |
| Hispanic Origin  | 48.0%         | 22.4%          | 19.1%          |
| Diversity Index  | 78.4          | 65.7           | 66.3           |
| <b>2010 Population by Race/Ethnicity</b>   |               |                |                |
| Total  | 33,826        | 146,807        | 372,041        |
| White Alone  | 59.9%         | 65.3%          | 61.4%          |
| Black Alone  | 9.5%          | 10.5%          | 13.3%          |
| American Indian Alone  | 0.6%          | 0.6%           | 0.5%           |
| Asian or Pacific Islander Alone  | 5.3%          | 7.8%           | 9.1%           |
| Some Other Race Alone  | 20.3%         | 12.2%          | 11.9%          |
| Two or More Races  | 4.5%          | 3.6%           | 3.8%           |
| Hispanic Origin  | 61.7%         | 32.8%          | 28.9%          |
| Diversity Index  | 80.5          | 75.2           | 76.2           |
| <b>2015 Population by Race/Ethnicity</b>   |               |                |                |
| Total  | 34,523        | 150,401        | 380,021        |
| White Alone  | 58.5%         | 62.7%          | 59.0%          |
| Black Alone  | 8.7%          | 10.1%          | 12.8%          |
| American Indian Alone  | 0.6%          | 0.6%           | 0.5%           |
| Asian or Pacific Islander Alone  | 5.2%          | 8.4%           | 9.7%           |
| Some Other Race Alone  | 22.3%         | 14.2%          | 13.9%          |
| Two or More Races  | 4.7%          | 4.0%           | 4.1%           |
| Hispanic Origin  | 67.1%         | 37.9%          | 33.6%          |
| Diversity Index  | 80.3          | 78.3           | 79.3           |
| <b>2000 Population 3+ by School Enrollment</b>   |               |                |                |
|  Total | 29,736        | 132,554        | 340,684        |
| Enrolled in Nursery/Preschool  | 1.7%          | 1.9%           | 2.0%           |
| Enrolled in Kindergarten   | 1.9%          | 1.5%           | 1.4%           |
| Enrolled in Grade 1-8  | 12.5%         | 9.6%           | 9.7%           |
| Enrolled in Grade 9-12   | 5.8%          | 4.4%           | 4.6%           |
| Enrolled in College  | 3.7%          | 4.5%           | 5.1%           |
| Enrolled in Grad/Prof School   | 1.1%          | 1.8%           | 2.0%           |
| Not Enrolled in School   | 73.3%         | 76.3%          | 75.2%          |
| <b>2010 Population 25+ by Educational Attainment</b>                                     |               |                |                |
| Total  | 19,904        | 98,986         | 248,835        |
| Less than 9th Grade  | 22.3%         | 8.3%           | 6.4%           |
| 9th - 12th Grade, No Diploma   | 12.1%         | 7.1%           | 6.5%           |
| High School Graduate   | 18.2%         | 16.5%          | 16.2%          |
| Some College, No Degree  | 16.5%         | 19.3%          | 19.9%          |
| Associate Degree   | 5.1%          | 5.8%           | 6.3%           |
| Bachelor's Degree  | 16.7%         | 28.1%          | 29.1%          |
| Graduate/Professional Degree   | 9.1%          | 14.9%          | 15.7%          |

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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| <b>2010 Population 15+ by Marital Status</b>   |               |                |                |
|  Total   | 25,618        | 119,715        | 301,954        |
| Never Married  | 38.1%         | 32.9%          | 34.7%          |
| Married  | 48.9%         | 49.9%          | 48.6%          |
| Widowed  | 3.7%          | 5.1%           | 4.3%           |
| Divorced   | 9.3%          | 12.1%          | 12.4%          |
| <b>2000 Population 16+ by Employment Status</b>  |               |                |                |
|  Total   | 23,529        | 111,269        | 285,211        |
| In Labor Force   | 68.5%         | 70.0%          | 71.8%          |
| Civilian Employed  | 65.9%         | 67.3%          | 68.8%          |
| Civilian Unemployed  | 2.6%          | 2.6%           | 2.9%           |
| In Armed Forces  | 0.0%          | 0.0%           | 0.0%           |
| Not in Labor Force   | 31.5%         | 30.0%          | 28.2%          |
| <b>2010 Civilian Population 16+ in Labor Force</b>                                       |               |                |                |
| Civilian Employed  | 92.0%         | 92.1%          | 91.7%          |
| Civilian Unemployed  | 8.0%          | 7.9%           | 8.3%           |
| <b>2015 Civilian Population 16+ in Labor Force</b>                                       |               |                |                |
| Civilian Employed  | 93.5%         | 93.5%          | 93.1%          |
| Civilian Unemployed  | 6.5%          | 6.5%           | 6.9%           |
| <b>2000 Females 16+ by Employment Status and Age of Children</b>                         |               |                |                |
| Total  | 10,841        | 55,974         | 144,262        |
| Own Children < 6 Only  | 12.0%         | 8.5%           | 9.2%           |
| Employed/in Armed Forces   | 6.3%          | 4.7%           | 5.1%           |
| Unemployed   | 0.3%          | 0.1%           | 0.2%           |
| Not in Labor Force   | 5.4%          | 3.7%           | 3.8%           |
| Own Children < 6 and 6-17 Only   | 8.4%          | 5.5%           | 5.4%           |
| Employed/in Armed Forces   | 4.2%          | 2.9%           | 2.7%           |
| Unemployed   | 0.1%          | 0.1%           | 0.2%           |
| Not in Labor Force   | 4.1%          | 2.5%           | 2.5%           |
| Own Children 6-17 Only   | 16.2%         | 13.2%          | 14.0%          |
| Employed/in Armed Forces   | 10.7%         | 8.8%           | 9.6%           |
| Unemployed   | 0.4%          | 0.4%           | 0.4%           |
| Not in Labor Force   | 5.2%          | 4.0%           | 4.0%           |
| No Own Children < 18   | 63.4%         | 72.7%          | 71.4%          |
| Employed/in Armed Forces   | 35.5%         | 42.9%          | 43.7%          |
| Unemployed   | 1.1%          | 1.6%           | 1.8%           |
| Not in Labor Force   | 26.8%         | 28.2%          | 26.0%          |
| <b>2010 Employed Population 16+ by Industry</b>  |               |                |                |
|  Total | 14,448        | 68,536         | 175,235        |
| Agriculture/Mining   | 0.6%          | 0.9%           | 0.8%           |
| Construction   | 9.7%          | 5.5%           | 5.2%           |
| Manufacturing  | 6.8%          | 6.7%           | 7.2%           |
| Wholesale Trade  | 2.7%          | 3.5%           | 3.6%           |
| Retail Trade   | 12.6%         | 12.0%          | 11.8%          |
| Transportation/Utilities   | 3.0%          | 3.4%           | 3.4%           |
| Information  | 2.8%          | 3.8%           | 4.2%           |
| Finance/Insurance/Real Estate  | 7.8%          | 11.7%          | 12.1%          |
| Services   | 53.0%         | 51.1%          | 49.8%          |
| Public Administration  | 1.2%          | 1.5%           | 1.8%           |

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 |
|--|---------------|----------------|----------------|
| <b>2010 Employed Population 16+ by Occupation</b>                                      |               |                |                |
| Total  | 14,450        | 68,535         | 175,231        |
| White Collar   | 46.1%         | 70.3%          | 72.9%          |
| Management/Business/Financial  | 10.5%         | 19.8%          | 20.4%          |
| Professional   | 14.4%         | 24.1%          | 24.9%          |
| Sales  | 9.9%          | 13.6%          | 14.2%          |
| Administrative Support   | 11.3%         | 12.7%          | 13.5%          |
| Services   | 32.1%         | 17.2%          | 14.7%          |
| Blue Collar  | 21.8%         | 12.4%          | 12.4%          |
| Farming/Forestry/Fishing   | 0.2%          | 0.1%           | 0.0%           |
| Construction/Extraction  | 9.2%          | 4.1%           | 3.8%           |
| Installation/Maintenance/Repair  | 2.5%          | 2.0%           | 2.0%           |
| Production   | 5.6%          | 3.5%           | 3.7%           |
| Transportation/Material Moving   | 4.3%          | 2.8%           | 2.8%           |
| <br>   |               |                |                |
| <b>2000 Workers 16+ by Means of Transportation to Work</b>                             |               |                |                |
|  Total | 15,237        | 73,678         | 193,109        |
| Drove Alone - Car, Truck, or Van   | 60.1%         | 76.0%          | 77.9%          |
| Carpooled - Car, Truck, or Van   | 25.9%         | 13.7%          | 12.5%          |
| Public Transportation  | 6.2%          | 3.0%           | 3.1%           |
| Walked   | 3.6%          | 2.3%           | 1.7%           |
| Other Means  | 1.7%          | 1.1%           | 0.9%           |
| Worked at Home   | 2.5%          | 3.9%           | 3.9%           |
| <br>   |               |                |                |
| <b>2000 Workers 16+ by Travel Time to Work</b>   |               |                |                |
| Total  | 15,238        | 73,678         | 193,108        |
| Did Not Work at Home   | 97.5%         | 96.1%          | 96.1%          |
| Less than 5 minutes  | 1.2%          | 1.7%           | 1.5%           |
| 5 to 9 minutes   | 7.8%          | 9.0%           | 8.5%           |
| 10 to 19 minutes   | 32.0%         | 31.7%          | 31.7%          |
| 20 to 24 minutes   | 16.9%         | 17.2%          | 17.0%          |
| 25 to 34 minutes   | 25.6%         | 22.2%          | 22.5%          |
| 35 to 44 minutes   | 4.7%          | 5.4%           | 5.4%           |
| 45 to 59 minutes   | 4.7%          | 5.1%           | 5.6%           |
| 60 to 89 minutes   | 3.1%          | 2.3%           | 2.4%           |
| 90 or more minutes   | 1.5%          | 1.6%           | 1.6%           |
| Worked at Home   | 2.5%          | 3.9%           | 3.9%           |
| Average Travel Time to Work (in min)   | 23.6          | 23.3           | 23.7           |
| <br>   |               |                |                |
| <b>2000 Households by Vehicles Available</b>   |               |                |                |
| Total  | 10,226        | 58,214         | 155,144        |
| None   | 10.4%         | 6.1%           | 6.2%           |
| 1  | 43.3%         | 44.6%          | 46.0%          |
| 2  | 35.9%         | 38.7%          | 37.5%          |
| 3  | 7.5%          | 8.3%           | 8.2%           |
| 4  | 1.9%          | 1.7%           | 1.6%           |
| 5+   | 1.1%          | 0.7%           | 0.5%           |
| Average Number of Vehicles Available   | 1.5           | 1.6            | 1.5            |

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

Northwood Hills Village  
 8010 Spring Valley Rd, Dallas, TX 75240-3844  
 Ring: 1, 3, 5 Miles

Latitude: 32.9397  
 Longitude: -96.76864

|  | 1 mile radius | 3 miles radius | 5 miles radius |
|--|---------------|----------------|----------------|
| <b>2000 Households by Type</b>   |               |                |                |
|  Total   | 10,241        | 58,163         | 155,009        |
| Family Households  | 68.5%         | 58.2%          | 56.0%          |
| Married-couple Family  | 47.6%         | 44.5%          | 42.2%          |
| With Related Children  | 29.0%         | 20.1%          | 19.3%          |
| Other Family (No Spouse)   | 20.9%         | 13.7%          | 13.8%          |
| With Related Children  | 13.0%         | 8.3%           | 8.8%           |
| Nonfamily Households   | 31.5%         | 41.8%          | 44.0%          |
| Householder Living Alone   | 23.6%         | 33.6%          | 35.7%          |
| Householder Not Living Alone   | 7.9%          | 8.2%           | 8.3%           |
| Households with Related Children   | 42.0%         | 28.4%          | 28.1%          |
| Households with Persons 65+  | 15.9%         | 17.6%          | 14.8%          |
| <b>2000 Households by Size</b>   |               |                |                |
| Total  | 10,242        | 58,162         | 155,008        |
| 1 Person Household   | 23.6%         | 33.6%          | 35.7%          |
| 2 Person Household   | 25.9%         | 33.3%          | 32.5%          |
| 3 Person Household   | 16.0%         | 13.6%          | 13.6%          |
| 4 Person Household   | 14.3%         | 10.6%          | 10.5%          |
| 5 Person Household   | 9.2%          | 5.0%           | 4.6%           |
| 6 Person Household   | 4.8%          | 2.0%           | 1.7%           |
| 7+ Person Household  | 6.2%          | 1.9%           | 1.3%           |
| <b>2000 Households by Year Householder Moved In</b>                                      |               |                |                |
| Total  | 10,227        | 58,214         | 155,140        |
| Moved in 1999 to March 2000  | 35.9%         | 32.9%          | 34.4%          |
| Moved in 1995 to 1998  | 34.4%         | 31.2%          | 32.7%          |
| Moved in 1990 to 1994  | 12.1%         | 12.4%          | 12.2%          |
| Moved in 1980 to 1989  | 7.7%          | 10.0%          | 9.7%           |
| Moved in 1970 to 1979  | 5.7%          | 7.7%           | 6.9%           |
| Moved in 1969 or Earlier   | 4.2%          | 5.7%           | 4.1%           |
| Median Year Householder Moved In   | 1997          | 1997           | 1997           |
| <b>2000 Housing Units by Units in Structure</b>  |               |                |                |
|  Total | 10,781        | 61,742         | 163,995        |
| 1, Detached  | 26.9%         | 39.5%          | 37.1%          |
| 1, Attached  | 6.3%          | 4.7%           | 4.6%           |
| 2  | 2.4%          | 1.4%           | 1.1%           |
| 3 or 4   | 6.7%          | 6.9%           | 6.7%           |
| 5 to 9   | 10.6%         | 11.3%          | 12.3%          |
| 10 to 19   | 9.5%          | 10.0%          | 10.9%          |
| 20+  | 37.5%         | 26.1%          | 27.1%          |
| Mobile Home  | 0.1%          | 0.1%           | 0.1%           |
| Other  | 0.0%          | 0.0%           | 0.0%           |
| <b>2000 Housing Units by Year Structure Built</b>  |               |                |                |
| Total  | 10,787        | 61,734         | 163,973        |
| 1999 to March 2000   | 2.1%          | 3.0%           | 2.0%           |
| 1995 to 1998   | 4.5%          | 8.1%           | 7.6%           |
| 1990 to 1994   | 3.3%          | 4.4%           | 6.5%           |
| 1980 to 1989   | 20.5%         | 24.1%          | 27.0%          |
| 1970 to 1979   | 30.1%         | 28.9%          | 31.6%          |
| 1969 or Earlier  | 39.5%         | 31.5%          | 25.3%          |
| Median Year Structure Built  | 1973          | 1976           | 1978           |

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

Northwood Hills Village  
 8010 Spring Valley Rd, Dallas, TX 75240-3844  
 Ring: 1, 3, 5 Miles

Latitude: 32.9397  
 Longitude: -96.76864

|                                | 1 mile radius          | 3 miles radius     | 5 miles radius     |
|--------------------------------|------------------------|--------------------|--------------------|
| <b>Top 3 Tapestry Segments</b> |                        |                    |                    |
| 1.                             | Inner City Tenants     | Young and Restless | Young and Restless |
| 2.                             | NeWest Residents       | Inner City Tenants | Inner City Tenants |
| 3.                             | Aspiring Young Familie | In Style           | Metro Renters      |



**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 \$            | \$17,387,892  | \$125,373,464   | \$340,912,035   |
| Average Spent                           | \$1,654.57    | \$2,075.62      | \$2,156.99      |
| Spending Potential Index                | 69            | 87              | 90              |
| Computers & Accessories: Total \$       | \$2,314,340   | \$16,513,208    | \$44,999,956    |
| Average Spent                           | \$220.22      | \$273.38        | \$284.72        |
| Spending Potential Index                | 100           | 124             | 129             |
| Education: Total \$                     | \$12,007,263  | \$91,016,538    | \$247,852,064   |
| Average Spent                           | \$1,142.57    | \$1,506.82      | \$1,568.19      |
| Spending Potential Index                | 94            | 124             | 129             |
| Entertainment/Recreation: Total \$      | \$30,781,883  | \$230,295,760   | \$623,551,983   |
| Average Spent                           | \$2,929.10    | \$3,812.65      | \$3,945.28      |
| Spending Potential Index                | 91            | 118             | 122             |
| Food at Home: Total \$                  | \$45,859,575  | \$322,826,321   | \$871,980,479   |
| Average Spent                           | \$4,363.84    | \$5,344.54      | \$5,517.12      |
| Spending Potential Index                | 98            | 119             | 123             |
| Food Away from Home: Total \$           | \$33,228,594  | \$238,206,283   | \$646,974,360   |
| Average Spent                           | \$3,161.92    | \$3,943.62      | \$4,093.48      |
| Spending Potential Index                | 98            | 123             | 127             |
| Health Care: Total \$                   | \$32,264,447  | \$244,291,617   | \$651,681,655   |
| Average Spent                           | \$3,070.17    | \$4,044.36      | \$4,123.26      |
| Spending Potential Index                | 82            | 109             | 111             |
| HH Furnishings & Equipment: Total \$    | \$17,219,405  | \$128,416,779   | \$348,007,370   |
| Average Spent                           | \$1,638.54    | \$2,126.00      | \$2,201.88      |
| Spending Potential Index                | 80            | 103             | 107             |
| Investments: Total \$                   | \$13,725,052  | \$114,495,648   | \$305,942,260   |
| Average Spent                           | \$1,306.03    | \$1,895.53      | \$1,935.73      |
| Spending Potential Index                | 75            | 109             | 111             |
| Retail Goods: Total \$                  | \$229,658,968 | \$1,678,514,328 | \$4,545,766,467 |
| Average Spent                           | \$21,853.55   | \$27,788.59     | \$28,761.57     |
| Spending Potential Index                | 88            | 112             | 116             |
| Shelter: Total \$                       | \$161,661,720 | \$1,176,090,450 | \$3,186,998,012 |
| Average Spent                           | \$15,383.17   | \$19,470.73     | \$20,164.49     |
| Spending Potential Index                | 97            | 123             | 128             |
| TV/Video/Audio: Total \$                | \$12,365,164  | \$89,742,548    | \$243,692,702   |
| Average Spent                           | \$1,176.63    | \$1,485.73      | \$1,541.87      |
| Spending Potential Index                | 95            | 120             | 124             |
| Travel: Total \$                        | \$17,258,361  | \$133,364,313   | \$359,286,890   |
| Average Spent                           | \$1,642.25    | \$2,207.91      | \$2,273.25      |
| Spending Potential Index                | 87            | 117             | 120             |
| Vehicle Maintenance & Repairs: Total \$ | \$9,281,529   | \$67,519,478    | \$183,028,352   |
| Average Spent                           | \$883.20      | \$1,117.82      | \$1,158.04      |
| Spending Potential Index                | 94            | 119             | 123             |

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

Northwood Hills Village  
 8010 Spring Valley Rd, Dallas, TX 75240-3844  
 Ring: 1 mile radius

Latitude: 32.9397  
 Longitude: -96.76864

| Summary                       | 2000   | 2010   | 2015   |
|-------------------------------|--------|--------|--------|
| Population                    | 31,549 | 33,826 | 34,524 |
| Households                    | 10,242 | 10,509 | 10,714 |
| Families                      | 7,014  | 7,023  | 7,072  |
| Average Household Size        | 3.08   | 3.22   | 3.22   |
| Owner Occupied Housing Units  | 3,013  | 3,056  | 3,142  |
| Renter Occupied Housing Units | 7,229  | 7,453  | 7,571  |
| Median Age                    | 28.1   | 29.2   | 29.5   |

| Trends: 2010 - 2015 Annual Rate | Area  | State | National |
|---------------------------------|-------|-------|----------|
| Population                      | 0.41% | 1.65% | 0.76%    |
| Households                      | 0.39% | 1.63% | 0.78%    |
| Families                        | 0.14% | 1.48% | 0.64%    |
| Owner HHs                       | 0.56% | 1.72% | 0.82%    |
| Median Household Income         | 3.53% | 2.54% | 2.36%    |

| Households by Income  | 2000   |         | 2010   |         | 2015   |         |
|-----------------------|--------|---------|--------|---------|--------|---------|
|                       | Number | Percent | Number | Percent | Number | Percent |
| <\$15,000             | 1,485  | 14.4%   | 1,044  | 9.9%    | 887    | 8.3%    |
| \$15,000 - \$24,999   | 1,599  | 15.6%   | 1,155  | 11.0%   | 1,027  | 9.6%    |
| \$25,000 - \$34,999   | 1,643  | 16.0%   | 1,258  | 12.0%   | 1,104  | 10.3%   |
| \$35,000 - \$49,999   | 1,898  | 18.5%   | 1,982  | 18.9%   | 1,507  | 14.1%   |
| \$50,000 - \$74,999   | 1,731  | 16.8%   | 2,146  | 20.4%   | 2,607  | 24.3%   |
| \$75,000 - \$99,999   | 758    | 7.4%    | 1,364  | 13.0%   | 1,587  | 14.8%   |
| \$100,000 - \$149,999 | 671    | 6.5%    | 969    | 9.2%    | 1,265  | 11.8%   |
| \$150,000 - \$199,999 | 236    | 2.3%    | 297    | 2.8%    | 378    | 3.5%    |
| \$200,000+            | 261    | 2.5%    | 295    | 2.8%    | 352    | 3.3%    |

|                          |          |          |          |
|--------------------------|----------|----------|----------|
| Median Household Income  | \$37,962 | \$48,644 | \$57,851 |
| Average Household Income | \$54,192 | \$64,187 | \$71,117 |
| Per Capita Income        | \$17,809 | \$20,062 | \$22,202 |

| Population by Age | 2000   |         | 2010   |         | 2015   |         |
|-------------------|--------|---------|--------|---------|--------|---------|
|                   | Number | Percent | Number | Percent | Number | Percent |
| 0 - 4             | 3,058  | 9.7%    | 3,260  | 9.6%    | 3,308  | 9.6%    |
| 5 - 9             | 2,527  | 8.0%    | 2,711  | 8.0%    | 2,808  | 8.1%    |
| 10 - 14           | 2,196  | 7.0%    | 2,237  | 6.6%    | 2,291  | 6.6%    |
| 15 - 19           | 2,383  | 7.6%    | 2,348  | 6.9%    | 2,263  | 6.6%    |
| 20 - 24           | 3,383  | 10.7%   | 3,367  | 10.0%   | 3,305  | 9.6%    |
| 25 - 34           | 6,709  | 21.3%   | 6,436  | 19.0%   | 6,642  | 19.2%   |
| 35 - 44           | 4,642  | 14.7%   | 4,675  | 13.8%   | 4,390  | 12.7%   |
| 45 - 54           | 2,824  | 9.0%    | 3,652  | 10.8%   | 3,637  | 10.5%   |
| 55 - 64           | 1,642  | 5.2%    | 2,422  | 7.2%    | 2,739  | 7.9%    |
| 65 - 74           | 1,354  | 4.3%    | 1,463  | 4.3%    | 1,836  | 5.3%    |
| 75 - 84           | 679    | 2.2%    | 958    | 2.8%    | 969    | 2.8%    |
| 85+               | 152    | 0.5%    | 297    | 0.9%    | 337    | 1.0%    |

| Race and Ethnicity         | 2000   |         | 2010   |         | 2015   |         |
|----------------------------|--------|---------|--------|---------|--------|---------|
|                            | Number | Percent | Number | Percent | Number | Percent |
| White Alone                | 20,392 | 64.6%   | 20,254 | 59.9%   | 20,207 | 58.5%   |
| Black Alone                | 3,338  | 10.6%   | 3,220  | 9.5%    | 3,003  | 8.7%    |
| American Indian Alone      | 159    | 0.5%    | 201    | 0.6%    | 217    | 0.6%    |
| Asian Alone                | 1,615  | 5.1%    | 1,759  | 5.2%    | 1,775  | 5.1%    |
| Pacific Islander Alone     | 18     | 0.1%    | 24     | 0.1%    | 24     | 0.1%    |
| Some Other Race Alone      | 4,786  | 15.2%   | 6,853  | 20.3%   | 7,688  | 22.3%   |
| Two or More Races          | 1,241  | 3.9%    | 1,515  | 4.5%    | 1,609  | 4.7%    |
| Hispanic Origin (Any Race) | 15,143 | 48.0%   | 20,874 | 61.7%   | 23,162 | 67.1%   |

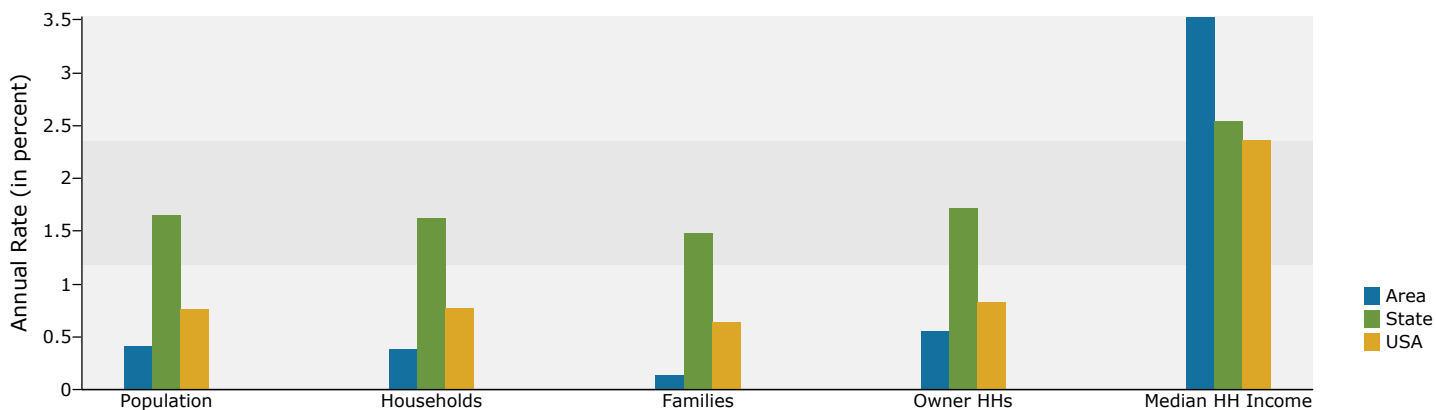
**Data Note:** Income is expressed in current dollars

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

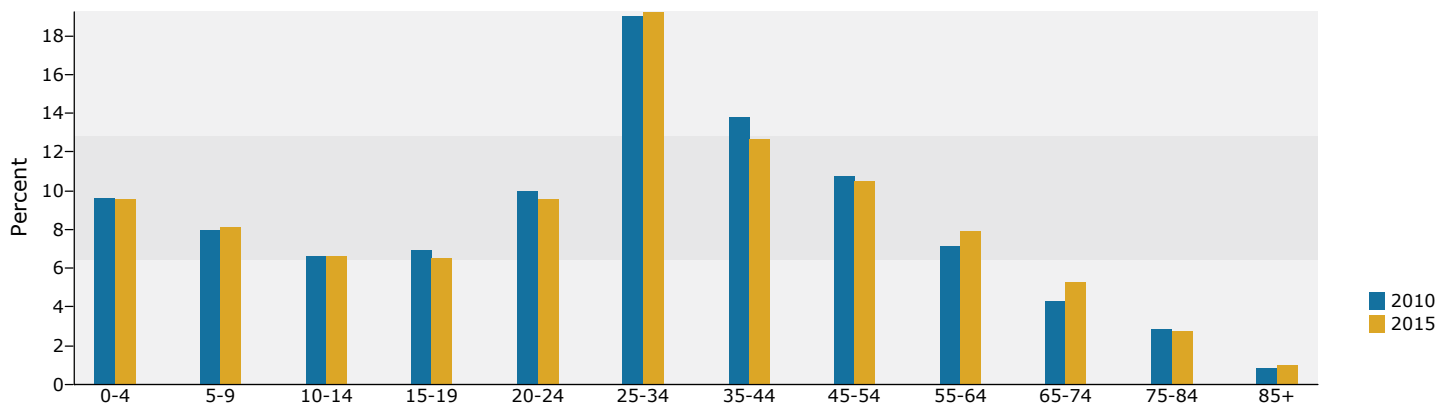
April 26, 2011

Made with Esri Business Analyst

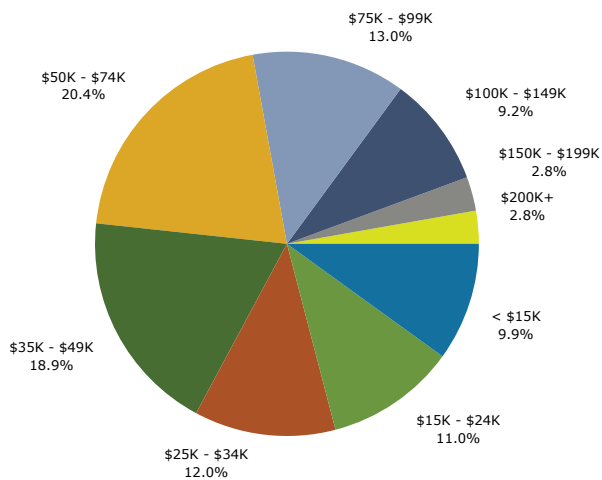
## Trends 2010-2015



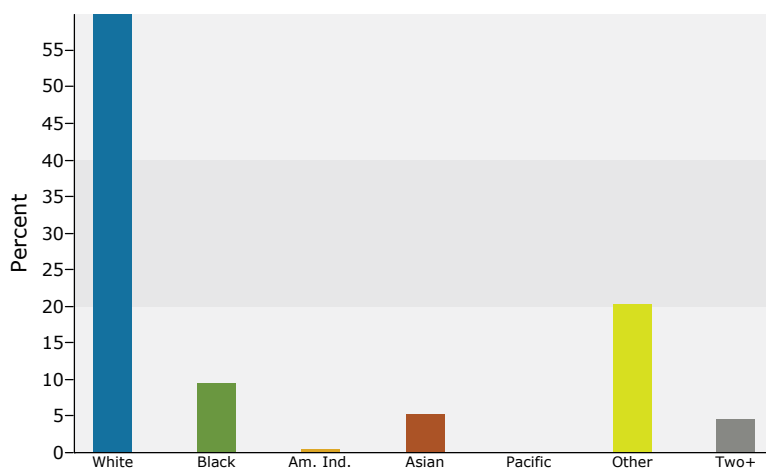
## Population by Age



## 2010 Household Income



## 2010 Population by Race



2010 Percent Hispanic Origin: 61.7%

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



# Demographic and Income Profile

Northwood Hills Village  
 8010 Spring Valley Rd, Dallas, TX 75240-3844  
 Ring: 3 miles radius

Latitude: 32.9397  
 Longitude: -96.76864

| Summary                       | 2000    | 2010    | 2015    |
|-------------------------------|---------|---------|---------|
| Population                    | 138,635 | 146,806 | 150,401 |
| Households                    | 58,162  | 60,403  | 61,687  |
| Families                      | 33,867  | 34,296  | 34,553  |
| Average Household Size        | 2.35    | 2.40    | 2.41    |
| Owner Occupied Housing Units  | 25,052  | 25,289  | 25,919  |
| Renter Occupied Housing Units | 33,109  | 35,115  | 35,768  |
| Median Age                    | 33.6    | 35.7    | 35.3    |

| Trends: 2010 - 2015 Annual Rate | Area  | State | National |
|---------------------------------|-------|-------|----------|
| Population                      | 0.49% | 1.65% | 0.76%    |
| Households                      | 0.42% | 1.63% | 0.78%    |
| Families                        | 0.15% | 1.48% | 0.64%    |
| Owner HHs                       | 0.49% | 1.72% | 0.82%    |
| Median Household Income         | 2.46% | 2.54% | 2.36%    |

| Households by Income  | 2000   |         | 2010   |         | 2015   |         |
|-----------------------|--------|---------|--------|---------|--------|---------|
|                       | Number | Percent | Number | Percent | Number | Percent |
| <\$15,000             | 5,793  | 9.9%    | 4,301  | 7.1%    | 3,463  | 5.6%    |
| \$15,000 - \$24,999   | 6,305  | 10.8%   | 4,222  | 7.0%    | 3,575  | 5.8%    |
| \$25,000 - \$34,999   | 8,041  | 13.8%   | 5,729  | 9.5%    | 4,492  | 7.3%    |
| \$35,000 - \$49,999   | 9,891  | 16.9%   | 10,887 | 18.0%   | 7,878  | 12.8%   |
| \$50,000 - \$74,999   | 11,107 | 19.0%   | 12,035 | 19.9%   | 14,335 | 23.2%   |
| \$75,000 - \$99,999   | 6,379  | 10.9%   | 9,086  | 15.0%   | 10,229 | 16.6%   |
| \$100,000 - \$149,999 | 5,638  | 9.7%    | 7,813  | 12.9%   | 9,890  | 16.0%   |
| \$150,000 - \$199,999 | 2,338  | 4.0%    | 3,071  | 5.1%    | 3,792  | 6.1%    |
| \$200,000+            | 2,889  | 4.9%    | 3,257  | 5.4%    | 4,032  | 6.5%    |

|                          |          |          |          |
|--------------------------|----------|----------|----------|
| Median Household Income  | \$48,394 | \$61,161 | \$69,070 |
| Average Household Income | \$71,660 | \$82,201 | \$92,305 |
| Per Capita Income        | \$30,381 | \$33,942 | \$37,993 |

| Population by Age | 2000   |         | 2010   |         | 2015   |         |
|-------------------|--------|---------|--------|---------|--------|---------|
|                   | Number | Percent | Number | Percent | Number | Percent |
| 0 - 4             | 9,699  | 7.0%    | 9,958  | 6.8%    | 10,091 | 6.7%    |
| 5 - 9             | 8,441  | 6.1%    | 8,804  | 6.0%    | 8,993  | 6.0%    |
| 10 - 14           | 7,891  | 5.7%    | 8,329  | 5.7%    | 8,378  | 5.6%    |
| 15 - 19           | 8,076  | 5.8%    | 8,479  | 5.8%    | 8,414  | 5.6%    |
| 20 - 24           | 11,291 | 8.1%    | 12,251 | 8.3%    | 12,671 | 8.4%    |
| 25 - 34           | 27,526 | 19.9%   | 24,214 | 16.5%   | 26,139 | 17.4%   |
| 35 - 44           | 21,791 | 15.7%   | 20,336 | 13.9%   | 18,138 | 12.1%   |
| 45 - 54           | 17,083 | 12.3%   | 20,099 | 13.7%   | 19,570 | 13.0%   |
| 55 - 64           | 11,539 | 8.3%    | 15,397 | 10.5%   | 16,612 | 11.0%   |
| 65 - 74           | 8,351  | 6.0%    | 9,704  | 6.6%    | 11,731 | 7.8%    |
| 75 - 84           | 5,037  | 3.6%    | 6,342  | 4.3%    | 6,594  | 4.4%    |
| 85+               | 1,911  | 1.4%    | 2,895  | 2.0%    | 3,068  | 2.0%    |

| Race and Ethnicity         | 2000   |         | 2010   |         | 2015   |         |
|----------------------------|--------|---------|--------|---------|--------|---------|
|                            | Number | Percent | Number | Percent | Number | Percent |
| White Alone                | 99,061 | 71.5%   | 95,836 | 65.3%   | 94,244 | 62.7%   |
| Black Alone                | 14,727 | 10.6%   | 15,372 | 10.5%   | 15,193 | 10.1%   |
| American Indian Alone      | 611    | 0.4%    | 822    | 0.6%    | 922    | 0.6%    |
| Asian Alone                | 9,027  | 6.5%    | 11,363 | 7.7%    | 12,431 | 8.3%    |
| Pacific Islander Alone     | 72     | 0.1%    | 147    | 0.1%    | 162    | 0.1%    |
| Some Other Race Alone      | 11,207 | 8.1%    | 17,917 | 12.2%   | 21,401 | 14.2%   |
| Two or More Races          | 3,931  | 2.8%    | 5,350  | 3.6%    | 6,048  | 4.0%    |
| Hispanic Origin (Any Race) | 30,997 | 22.4%   | 48,113 | 32.8%   | 57,068 | 37.9%   |

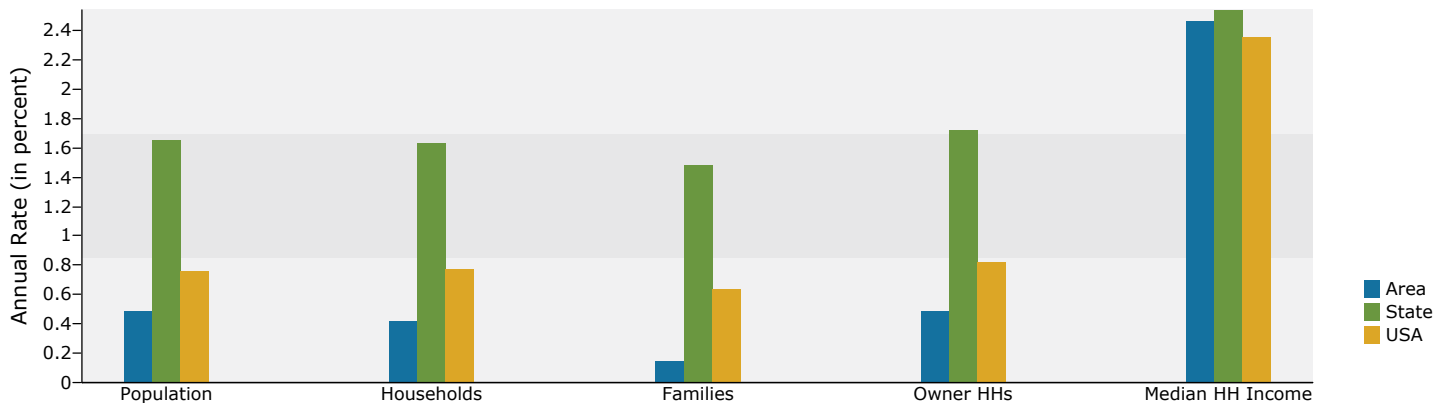
**Data Note:** Income is expressed in current dollars

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

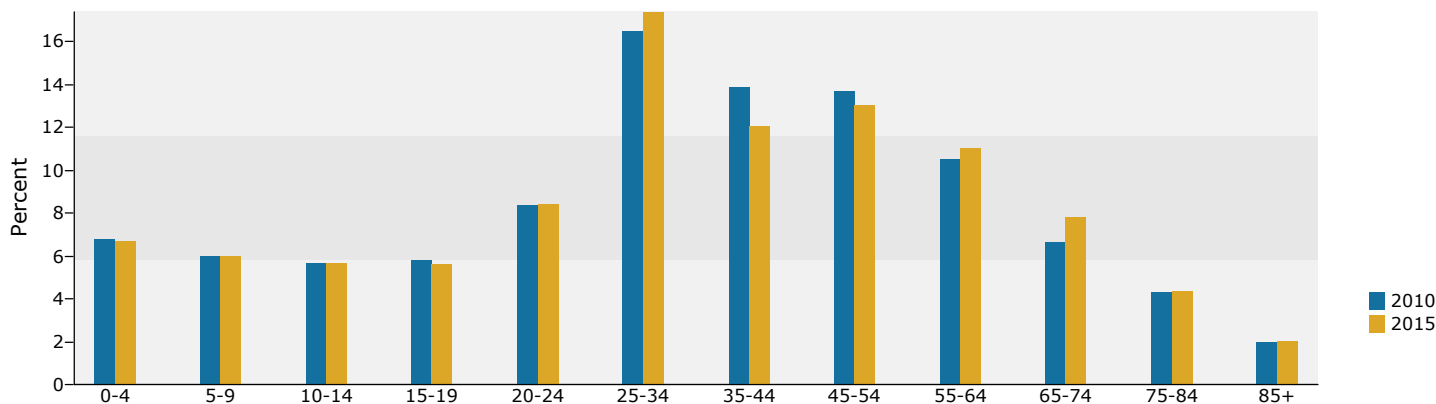
April 26, 2011

Made with Esri Business Analyst

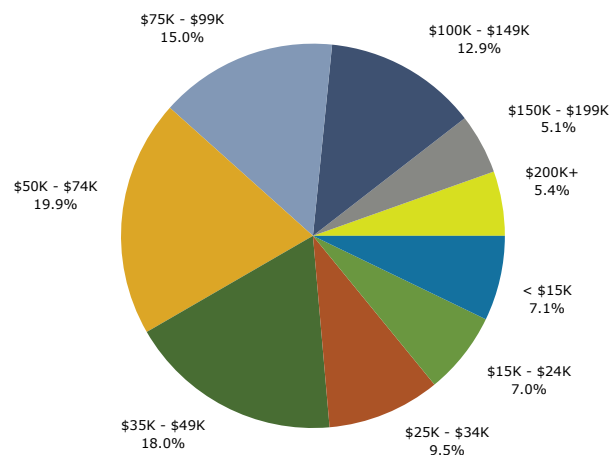
## Trends 2010-2015



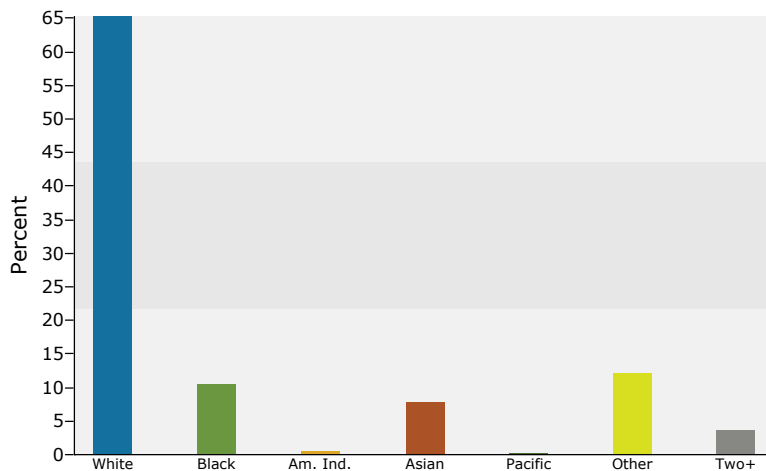
## Population by Age



## 2010 Household Income



## 2010 Population by Race



2010 Percent Hispanic Origin: 32.8%

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



# Demographic and Income Profile

Northwood Hills Village  
 8010 Spring Valley Rd, Dallas, TX 75240-3844  
 Ring: 5 miles radius

Latitude: 32.9397  
 Longitude: -96.76864

| Summary                       | 2000    | 2010    | 2015    |
|-------------------------------|---------|---------|---------|
| Population                    | 356,115 | 372,041 | 380,021 |
| Households                    | 155,008 | 158,050 | 160,808 |
| Families                      | 86,787  | 85,930  | 86,122  |
| Average Household Size        | 2.28    | 2.33    | 2.34    |
| Owner Occupied Housing Units  | 63,987  | 63,521  | 64,853  |
| Renter Occupied Housing Units | 91,021  | 94,529  | 95,955  |
| Median Age                    | 33.1    | 34.8    | 34.5    |

| Trends: 2010 - 2015 Annual Rate | Area  | State | National |
|---------------------------------|-------|-------|----------|
| Population                      | 0.43% | 1.65% | 0.76%    |
| Households                      | 0.35% | 1.63% | 0.78%    |
| Families                        | 0.05% | 1.48% | 0.64%    |
| Owner HHs                       | 0.42% | 1.72% | 0.82%    |
| Median Household Income         | 2.46% | 2.54% | 2.36%    |

| Households by Income  | 2000   |         | 2010   |         | 2015   |         |
|-----------------------|--------|---------|--------|---------|--------|---------|
|                       | Number | Percent | Number | Percent | Number | Percent |
| <\$15,000             | 15,597 | 10.1%   | 11,480 | 7.3%    | 9,286  | 5.8%    |
| \$15,000 - \$24,999   | 17,636 | 11.4%   | 10,711 | 6.8%    | 9,058  | 5.6%    |
| \$25,000 - \$34,999   | 21,652 | 14.0%   | 15,094 | 9.6%    | 11,709 | 7.3%    |
| \$35,000 - \$49,999   | 25,450 | 16.4%   | 28,666 | 18.1%   | 20,510 | 12.8%   |
| \$50,000 - \$74,999   | 27,804 | 17.9%   | 30,302 | 19.2%   | 37,121 | 23.1%   |
| \$75,000 - \$99,999   | 16,254 | 10.5%   | 21,907 | 13.9%   | 23,743 | 14.8%   |
| \$100,000 - \$149,999 | 15,274 | 9.8%    | 21,556 | 13.6%   | 26,275 | 16.3%   |
| \$150,000 - \$199,999 | 6,583  | 4.2%    | 7,939  | 5.0%    | 10,595 | 6.6%    |
| \$200,000+            | 8,937  | 5.8%    | 10,393 | 6.6%    | 12,509 | 7.8%    |

|                          |          |          |          |
|--------------------------|----------|----------|----------|
| Median Household Income  | \$47,944 | \$61,274 | \$69,176 |
| Average Household Income | \$74,066 | \$85,062 | \$95,598 |
| Per Capita Income        | \$32,448 | \$36,257 | \$40,586 |

| Population by Age | 2000   |         | 2010   |         | 2015   |         |
|-------------------|--------|---------|--------|---------|--------|---------|
|                   | Number | Percent | Number | Percent | Number | Percent |
| 0 - 4             | 25,426 | 7.1%    | 25,497 | 6.9%    | 25,641 | 6.7%    |
| 5 - 9             | 21,920 | 6.2%    | 22,798 | 6.1%    | 23,081 | 6.1%    |
| 10 - 14           | 20,059 | 5.6%    | 21,791 | 5.9%    | 21,795 | 5.7%    |
| 15 - 19           | 20,678 | 5.8%    | 21,609 | 5.8%    | 21,707 | 5.7%    |
| 20 - 24           | 30,295 | 8.5%    | 31,511 | 8.5%    | 32,776 | 8.6%    |
| 25 - 34           | 72,103 | 20.2%   | 63,651 | 17.1%   | 67,690 | 17.8%   |
| 35 - 44           | 57,762 | 16.2%   | 52,499 | 14.1%   | 47,270 | 12.4%   |
| 45 - 54           | 45,594 | 12.8%   | 51,812 | 13.9%   | 50,094 | 13.2%   |
| 55 - 64           | 29,044 | 8.2%    | 39,107 | 10.5%   | 41,529 | 10.9%   |
| 65 - 74           | 18,512 | 5.2%    | 22,724 | 6.1%    | 28,176 | 7.4%    |
| 75 - 84           | 10,900 | 3.1%    | 13,253 | 3.6%    | 14,119 | 3.7%    |
| 85+               | 3,821  | 1.1%    | 5,791  | 1.6%    | 6,145  | 1.6%    |

| Race and Ethnicity         | 2000    |         | 2010    |         | 2015    |         |
|----------------------------|---------|---------|---------|---------|---------|---------|
|                            | Number  | Percent | Number  | Percent | Number  | Percent |
| White Alone                | 242,835 | 68.2%   | 228,542 | 61.4%   | 224,046 | 59.0%   |
| Black Alone                | 47,914  | 13.5%   | 49,416  | 13.3%   | 48,463  | 12.8%   |
| American Indian Alone      | 1,428   | 0.4%    | 1,857   | 0.5%    | 2,031   | 0.5%    |
| Asian Alone                | 25,673  | 7.2%    | 33,451  | 9.0%    | 36,619  | 9.6%    |
| Pacific Islander Alone     | 198     | 0.1%    | 397     | 0.1%    | 429     | 0.1%    |
| Some Other Race Alone      | 27,737  | 7.8%    | 44,380  | 11.9%   | 52,753  | 13.9%   |
| Two or More Races          | 10,330  | 2.9%    | 13,998  | 3.8%    | 15,680  | 4.1%    |
| Hispanic Origin (Any Race) | 68,080  | 19.1%   | 107,336 | 28.9%   | 127,754 | 33.6%   |

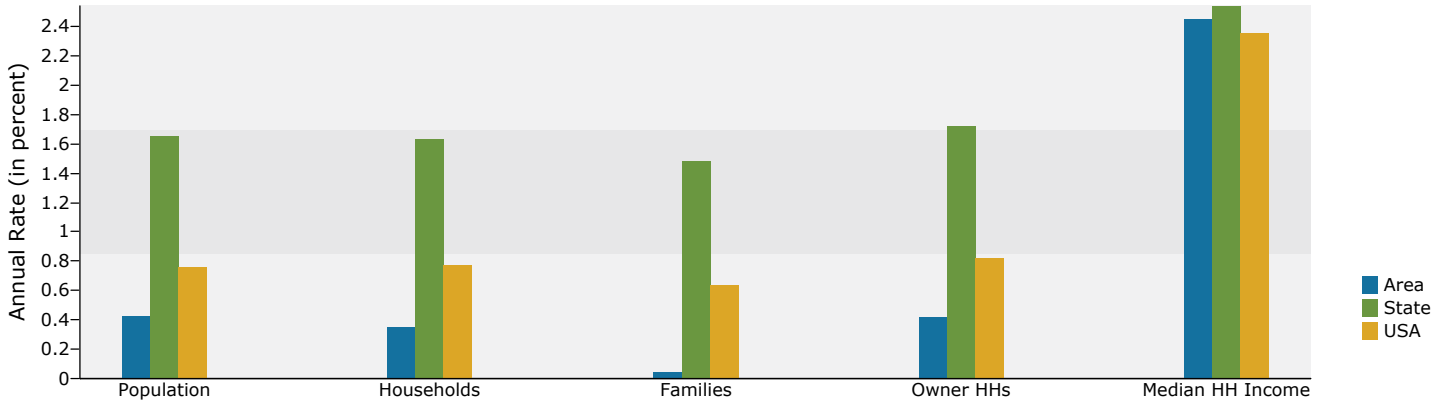
**Data Note:** Income is expressed in current dollars

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

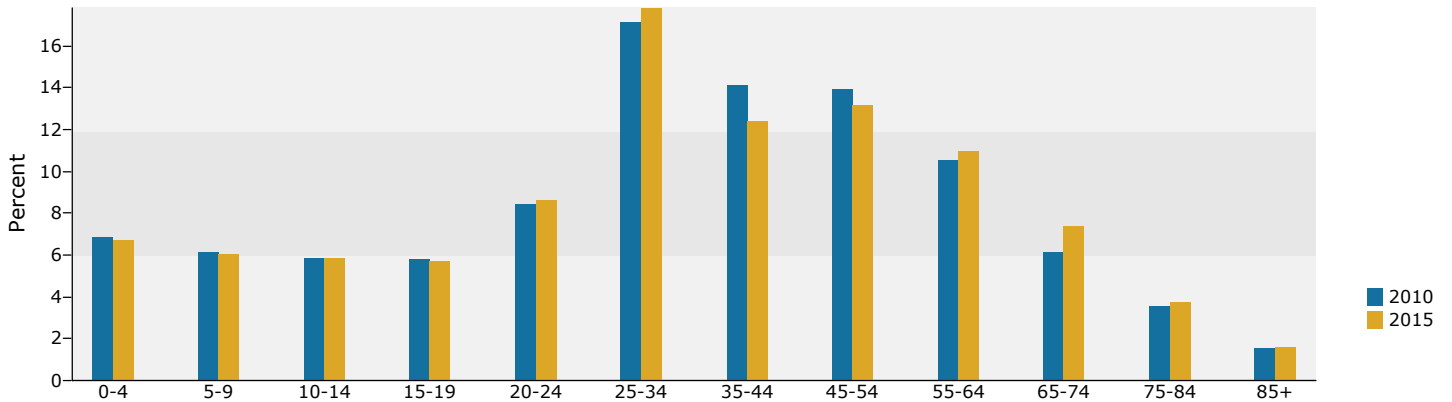
April 26, 2011

Made with Esri Business Analyst

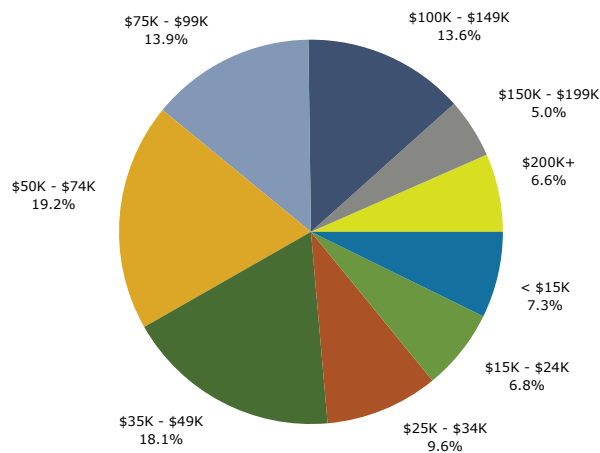
## Trends 2010-2015



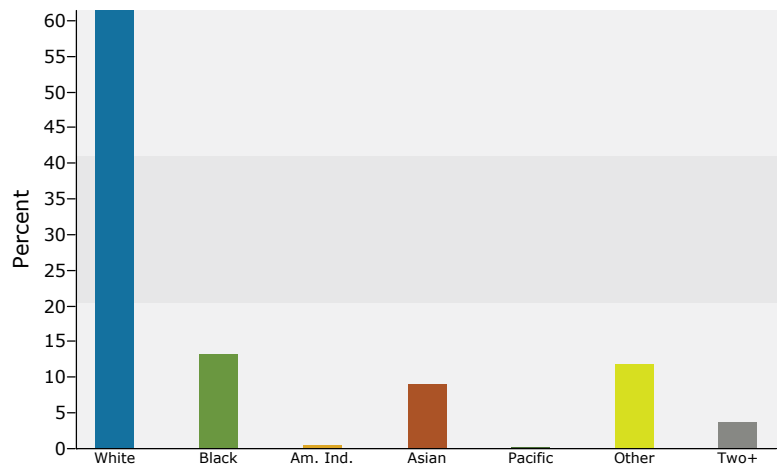
## Population by Age



## 2010 Household Income



## 2010 Population by Race



2010 Percent Hispanic Origin: 28.9%

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



# Retail Goods and Services Expenditures

**Northwood Hills Village**  
**8010 Spring Valley Rd, Dallas, TX 75240-3844**  
**Ring: 1 mile radius**

**Latitude: 32.9397**  
**Longitude: -96.76864**

| Top Tapestry Segments:  |       | Demographic Summary     |          |          |
|-------------------------|-------|-------------------------|----------|----------|
|                         |       |                         | 2010     | 2015     |
| Inner City Tenants      | 40.3% | Population              | 33,826   | 34,524   |
| NeWest Residents        | 17.7% | Households              | 10,509   | 10,714   |
| Aspiring Young Families | 10.6% | Families                | 7,023    | 7,072    |
| Rustbelt Traditions     | 6.8%  | Median Age              | 29.2     | 29.5     |
| Milk and Cookies        | 6.6%  | Median Household Income | \$48,644 | \$57,851 |

|   | Spending Potential Index | Average Amount Spent | Total        |
|---|--------------------------|----------------------|--------------|
| <b>Apparel and Services</b>                       | 69                       | \$1,654.57           | \$17,387,892 |
| Men's   | 65                       | \$296.32             | \$3,113,989  |
| Women's   | 59                       | \$489.28             | \$5,141,797  |
| Children's  | 76                       | \$306.03             | \$3,216,048  |
| Footwear  | 50                       | \$210.15             | \$2,208,469  |
| Watches & Jewelry                                 | 89                       | \$173.15             | \$1,819,595  |
| Apparel Products and Services <sup>1</sup>        | 192                      | \$179.65             | \$1,887,994  |
| <b>Computer</b>                                   |                          |                      |              |
| Computers and Hardware for Home Use               | 100                      | \$191.02             | \$2,007,460  |
| Software and Accessories for Home Use             | 102                      | \$29.20              | \$306,880    |
| <b>Entertainment &amp; Recreation</b>             | 91                       | \$2,929.10           | \$30,781,883 |
| <b>Fees and Admissions</b>                        | 89                       | \$548.64             | \$5,765,660  |
| Membership Fees for Clubs <sup>2</sup>            | 84                       | \$137.00             | \$1,439,748  |
| Fees for Participant Sports, excl. Trips          | 87                       | \$93.04              | \$977,757    |
| Admission to Movie/Theatre/Opera/Ballet           | 99                       | \$150.86             | \$1,585,385  |
| Admission to Sporting Events, excl. Trips         | 85                       | \$50.48              | \$530,460    |
| Fees for Recreational Lessons                     | 85                       | \$116.38             | \$1,223,084  |
| Dating Services                                   | 114                      | \$0.88               | \$9,226      |
| <b>TV/Video/Audio</b>                             | 95                       | \$1,176.63           | \$12,365,164 |
| Community Antenna or Cable TV                     | 92                       | \$662.58             | \$6,963,105  |
| Televisions                                       | 95                       | \$183.10             | \$1,924,148  |
| VCRs, Video Cameras, and DVD Players              | 107                      | \$21.68              | \$227,823    |
| Video Cassettes and DVDs                          | 108                      | \$56.68              | \$595,638    |
| Video and Computer Game Hardware and Software     | 102                      | \$57.03              | \$599,306    |
| Satellite Dishes                                  | 95                       | \$1.20               | \$12,623     |
| Rental of Video Cassettes and DVDs                | 108                      | \$44.56              | \$468,328    |
| Streaming/Downloaded Video                        | 91                       | \$1.27               | \$13,313     |
| Audio <sup>3</sup>                                | 96                       | \$141.00             | \$1,481,764  |
| Rental and Repair of TV/Radio/Audio               | 99                       | \$7.53               | \$79,118     |
| Pets  | 105                      | \$451.52             | \$4,745,016  |
| Toys and Games <sup>4</sup>                       | 95                       | \$137.84             | \$1,448,570  |
| Recreational Vehicles and Fees <sup>5</sup>       | 72                       | \$233.09             | \$2,449,538  |
| Sports/Recreation/Exercise Equipment <sup>6</sup> | 71                       | \$127.95             | \$1,344,645  |
| Photo Equipment and Supplies <sup>7</sup>         | 92                       | \$95.21              | \$1,000,561  |
| Reading <sup>8</sup>                              | 85                       | \$131.95             | \$1,386,660  |
| Catered Affairs <sup>9</sup>                      | 107                      | \$26.27              | \$276,066    |
| <b>Food</b>                                       | 98                       | \$7,525.76           | \$79,088,169 |
| <b>Food at Home</b>                               | 98                       | \$4,363.84           | \$45,859,575 |
| Bakery and Cereal Products                        | 94                       | \$562.63             | \$5,912,628  |
| Meat, Poultry, Fish, and Eggs                     | 99                       | \$1,029.51           | \$10,819,094 |
| Dairy Products                                    | 96                       | \$475.22             | \$4,994,113  |
| Fruit and Vegetables                              | 99                       | \$773.61             | \$8,129,851  |
| Snacks and Other Food at Home <sup>10</sup>       | 98                       | \$1,522.87           | \$16,003,891 |
| <b>Food Away from Home</b>                        | 98                       | \$3,161.92           | \$33,228,594 |
| Alcoholic Beverages                               | 101                      | \$577.43             | \$6,068,221  |
| Nonalcoholic Beverages at Home                    | 99                       | \$432.03             | \$4,540,216  |



# Retail Goods and Services Expenditures

Northwood Hills Village  
8010 Spring Valley Rd, Dallas, TX 75240-3844  
Ring: 1 mile radius

Latitude: 32.9397  
Longitude: -96.76864

|  | Spending Potential Index | Average Amount Spent | Total        |
|--|--------------------------|----------------------|--------------|
| <b>Financial</b>                                   |                          |                      |              |
| Investments  | 75                       | \$1,306.03           | \$13,725,052 |
| Vehicle Loans                                      | 95                       | \$4,648.54           | \$48,851,477 |
| <b>Health</b>                                      |                          |                      |              |
| Nonprescription Drugs                              | 88                       | \$90.93              | \$955,596    |
| Prescription Drugs                                 | 78                       | \$387.86             | \$4,076,047  |
| Eyeglasses and Contact Lenses                      | 86                       | \$65.76              | \$691,106    |
| <b>Home</b>  |                          |                      |              |
| Mortgage Payment and Basics <sup>11</sup>          | 78                       | \$7,291.97           | \$76,631,345 |
| Maintenance and Remodeling Services                | 73                       | \$1,440.86           | \$15,141,971 |
| Maintenance and Remodeling Materials <sup>12</sup> | 72                       | \$266.99             | \$2,805,763  |
| Utilities, Fuel, and Public Services               | 91                       | \$4,113.01           | \$43,223,584 |
| <b>Household Furnishings and Equipment</b>         |                          |                      |              |
| Household Textiles <sup>13</sup>                   | 91                       | \$121.05             | \$1,272,073  |
| Furniture  | 92                       | \$552.53             | \$5,806,527  |
| Floor Coverings                                    | 76                       | \$57.22              | \$601,346    |
| Major Appliances <sup>14</sup>                     | 82                       | \$248.03             | \$2,606,573  |
| Housewares <sup>15</sup>                           | 89                       | \$76.74              | \$806,490    |
| Small Appliances                                   | 91                       | \$29.73              | \$312,450    |
| Luggage  | 90                       | \$8.32               | \$87,445     |
| Telephones and Accessories                         | 72                       | \$30.75              | \$323,132    |
| <b>Household Operations</b>                        |                          |                      |              |
| Child Care   | 102                      | \$471.98             | \$4,960,079  |
| Lawn and Garden <sup>16</sup>                      | 74                       | \$309.72             | \$3,254,834  |
| Moving/Storage/Freight Express                     | 109                      | \$66.04              | \$694,002    |
| Housekeeping Supplies <sup>17</sup>                | 93                       | \$649.87             | \$6,829,469  |
| <b>Insurance</b>                                   |                          |                      |              |
| Owners and Renters Insurance                       | 74                       | \$340.62             | \$3,579,549  |
| Vehicle Insurance                                  | 94                       | \$1,094.34           | \$11,500,404 |
| Life/Other Insurance                               | 75                       | \$314.17             | \$3,301,584  |
| Health Insurance                                   | 81                       | \$1,566.99           | \$16,467,499 |
| Personal Care Products <sup>18</sup>               | 98                       | \$390.24             | \$4,101,016  |
| School Books and Supplies <sup>19</sup>            | 109                      | \$115.83             | \$1,217,302  |
| Smoking Products                                   | 98                       | \$416.87             | \$4,380,837  |
| <b>Transportation</b>                              |                          |                      |              |
| Vehicle Purchases (Net Outlay) <sup>20</sup>       | 95                       | \$4,167.66           | \$43,797,955 |
| Gasoline and Motor Oil                             | 95                       | \$2,732.26           | \$28,713,281 |
| Vehicle Maintenance and Repairs                    | 94                       | \$883.20             | \$9,281,529  |
| <b>Travel</b>                                      |                          |                      |              |
| Airline Fares                                      | 92                       | \$423.44             | \$4,449,888  |
| Lodging on Trips                                   | 82                       | \$356.54             | \$3,746,846  |
| Auto/Truck/Van Rental on Trips                     | 91                       | \$33.72              | \$354,380    |
| Food and Drink on Trips                            | 86                       | \$375.43             | \$3,945,370  |

**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.



**Northwood Hills Village**  
8010 Spring Valley Rd, Dallas, TX 75240-3844  
Ring: 1 mile radius

**Latitude: 32.9397**  
**Longitude: -96.76864**

<sup>1</sup>**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.

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

<sup>3</sup>**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.

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

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

<sup>6</sup>**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.

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

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

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

<sup>10</sup>**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.

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

<sup>12</sup>**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.

<sup>13</sup>**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.

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

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

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

<sup>17</sup>**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.

<sup>18</sup>**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.

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

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



# Retail Goods and Services Expenditures

**Northwood Hills Village**  
**8010 Spring Valley Rd, Dallas, TX 75240-3844**  
**Ring: 3 miles radius**

**Latitude: 32.9397**  
**Longitude: -96.76864**

| Top Tapestry Segments: |       | Demographic Summary     |  | 2010     | 2015     |
|------------------------|-------|-------------------------|--|----------|----------|
| Young and Restless     | 18.1% | Population              |  | 146,806  | 150,401  |
| Inner City Tenants     | 11.7% | Households              |  | 60,403   | 61,687   |
| In Style               | 8.7%  | Families                |  | 34,296   | 34,553   |
| Connoisseurs           | 7.6%  | Median Age              |  | 35.7     | 35.3     |
| Metro Renters          | 5.5%  | Median Household Income |  | \$61,161 | \$69,070 |

|   | Spending Potential Index | Average Amount Spent | Total         |
|---|--------------------------|----------------------|---------------|
| <b>Apparel and Services</b>                       | 87                       | \$2,075.62           | \$125,373,464 |
| Men's   | 82                       | \$374.79             | \$22,638,506  |
| Women's   | 76                       | \$629.38             | \$38,016,374  |
| Children's  | 92                       | \$367.06             | \$22,171,375  |
| Footwear  | 61                       | \$256.12             | \$15,470,571  |
| Watches & Jewelry                                 | 120                      | \$232.89             | \$14,067,039  |
| Apparel Products and Services <sup>1</sup>        | 230                      | \$215.38             | \$13,009,601  |
| <b>Computer</b>                                   |                          |                      |               |
| Computers and Hardware for Home Use               | 124                      | \$237.35             | \$14,336,439  |
| Software and Accessories for Home Use             | 127                      | \$36.04              | \$2,176,769   |
| <b>Entertainment &amp; Recreation</b>             | 118                      | \$3,812.65           | \$230,295,760 |
| <b>Fees and Admissions</b>                        | 119                      | \$737.64             | \$44,555,905  |
| Membership Fees for Clubs <sup>2</sup>            | 118                      | \$192.68             | \$11,638,234  |
| Fees for Participant Sports, excl. Trips          | 117                      | \$124.80             | \$7,538,223   |
| Admission to Movie/Theatre/Opera/Ballet           | 126                      | \$191.36             | \$11,558,942  |
| Admission to Sporting Events, excl. Trips         | 117                      | \$69.52              | \$4,199,066   |
| Fees for Recreational Lessons                     | 116                      | \$158.20             | \$9,556,024   |
| Dating Services                                   | 140                      | \$1.08               | \$65,416      |
| <b>TV/Video/Audio</b>                             | 120                      | \$1,485.73           | \$89,742,548  |
| Community Antenna or Cable TV                     | 117                      | \$842.96             | \$50,917,415  |
| Televisions                                       | 122                      | \$236.52             | \$14,286,598  |
| VCRs, Video Cameras, and DVD Players              | 129                      | \$26.30              | \$1,588,438   |
| Video Cassettes and DVDs                          | 130                      | \$68.35              | \$4,128,795   |
| Video and Computer Game Hardware and Software     | 128                      | \$71.66              | \$4,328,424   |
| Satellite Dishes                                  | 118                      | \$1.49               | \$89,993      |
| Rental of Video Cassettes and DVDs                | 130                      | \$53.51              | \$3,232,183   |
| Streaming/Downloaded Video                        | 121                      | \$1.70               | \$102,496     |
| Audio <sup>3</sup>                                | 118                      | \$174.03             | \$10,511,889  |
| Rental and Repair of TV/Radio/Audio               | 122                      | \$9.21               | \$556,318     |
| Pets  | 137                      | \$589.48             | \$35,606,151  |
| Toys and Games <sup>4</sup>                       | 120                      | \$173.93             | \$10,505,844  |
| Recreational Vehicles and Fees <sup>5</sup>       | 101                      | \$324.98             | \$19,629,563  |
| Sports/Recreation/Exercise Equipment <sup>6</sup> | 92                       | \$165.97             | \$10,025,382  |
| Photo Equipment and Supplies <sup>7</sup>         | 119                      | \$122.95             | \$7,426,503   |
| Reading <sup>8</sup>                              | 114                      | \$177.04             | \$10,693,824  |
| Catered Affairs <sup>9</sup>                      | 142                      | \$34.93              | \$2,110,040   |
| <b>Food</b>                                       | 121                      | \$9,288.16           | \$561,032,604 |
| <b>Food at Home</b>                               | 119                      | \$5,344.54           | \$322,826,321 |
| Bakery and Cereal Products                        | 117                      | \$699.53             | \$42,253,759  |
| Meat, Poultry, Fish, and Eggs                     | 120                      | \$1,247.50           | \$75,352,598  |
| Dairy Products                                    | 118                      | \$584.96             | \$35,333,635  |
| Fruit and Vegetables                              | 120                      | \$944.28             | \$57,037,246  |
| Snacks and Other Food at Home <sup>10</sup>       | 120                      | \$1,868.27           | \$112,849,082 |
| <b>Food Away from Home</b>                        | 123                      | \$3,943.62           | \$238,206,283 |
| Alcoholic Beverages                               | 130                      | \$739.51             | \$44,668,381  |
| Nonalcoholic Beverages at Home                    | 120                      | \$526.67             | \$31,812,719  |



# Retail Goods and Services Expenditures

Northwood Hills Village  
8010 Spring Valley Rd, Dallas, TX 75240-3844  
Ring: 3 miles radius

Latitude: 32.9397  
Longitude: -96.76864

|  | Spending Potential Index | Average Amount Spent | Total         |
|--|--------------------------|----------------------|---------------|
| <b>Financial</b>                                   |                          |                      |               |
| Investments  | 109                      | \$1,895.53           | \$114,495,648 |
| Vehicle Loans                                      | 117                      | \$5,749.89           | \$347,310,480 |
| <b>Health</b>                                      |                          |                      |               |
| Nonprescription Drugs                              | 111                      | \$114.33             | \$6,905,821   |
| Prescription Drugs                                 | 104                      | \$516.83             | \$31,218,212  |
| Eyeglasses and Contact Lenses                      | 112                      | \$86.35              | \$5,215,958   |
| <b>Home</b>  |                          |                      |               |
| Mortgage Payment and Basics <sup>11</sup>          | 107                      | \$10,055.47          | \$607,380,753 |
| Maintenance and Remodeling Services                | 106                      | \$2,108.49           | \$127,359,157 |
| Maintenance and Remodeling Materials <sup>12</sup> | 99                       | \$367.73             | \$22,212,271  |
| Utilities, Fuel, and Public Services               | 115                      | \$5,222.79           | \$315,472,230 |
| <b>Household Furnishings and Equipment</b>         |                          |                      |               |
| Household Textiles <sup>13</sup>                   | 118                      | \$156.44             | \$9,449,462   |
| Furniture  | 120                      | \$721.53             | \$43,582,320  |
| Floor Coverings                                    | 110                      | \$82.65              | \$4,992,537   |
| Major Appliances <sup>14</sup>                     | 108                      | \$327.77             | \$19,798,215  |
| Housewares <sup>15</sup>                           | 110                      | \$94.41              | \$5,702,466   |
| Small Appliances                                   | 116                      | \$37.99              | \$2,294,419   |
| Luggage  | 118                      | \$10.96              | \$661,728     |
| Telephones and Accessories                         | 88                       | \$37.34              | \$2,255,147   |
| <b>Household Operations</b>                        |                          |                      |               |
| Child Care   | 127                      | \$586.72             | \$35,439,880  |
| Lawn and Garden <sup>16</sup>                      | 105                      | \$438.62             | \$26,493,865  |
| Moving/Storage/Freight Express                     | 133                      | \$80.82              | \$4,881,471   |
| Housekeeping Supplies <sup>17</sup>                | 116                      | \$813.27             | \$49,123,736  |
| <b>Insurance</b>                                   |                          |                      |               |
| Owners and Renters Insurance                       | 102                      | \$472.06             | \$28,513,688  |
| Vehicle Insurance                                  | 119                      | \$1,380.85           | \$83,407,698  |
| Life/Other Insurance                               | 105                      | \$437.68             | \$26,437,132  |
| Health Insurance                                   | 108                      | \$2,086.67           | \$126,041,103 |
| Personal Care Products <sup>18</sup>               | 121                      | \$482.52             | \$29,145,861  |
| School Books and Supplies <sup>19</sup>            | 132                      | \$140.84             | \$8,507,146   |
| Smoking Products                                   | 120                      | \$514.48             | \$31,076,337  |
| <b>Transportation</b>                              |                          |                      |               |
| Vehicle Purchases (Net Outlay) <sup>20</sup>       | 119                      | \$5,205.61           | \$314,434,741 |
| Gasoline and Motor Oil                             | 117                      | \$3,368.61           | \$203,474,042 |
| Vehicle Maintenance and Repairs                    | 119                      | \$1,117.82           | \$67,519,478  |
| <b>Travel</b>                                      |                          |                      |               |
| Airline Fares                                      | 123                      | \$563.69             | \$34,048,422  |
| Lodging on Trips                                   | 113                      | \$494.75             | \$29,884,661  |
| Auto/Truck/Van Rental on Trips                     | 124                      | \$45.67              | \$2,758,366   |
| Food and Drink on Trips                            | 115                      | \$501.63             | \$30,299,724  |

**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.



**Northwood Hills Village**  
8010 Spring Valley Rd, Dallas, TX 75240-3844  
Ring: 3 miles radius

**Latitude: 32.9397**  
**Longitude: -96.76864**

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- <sup>1</sup>**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.
- <sup>2</sup>**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- <sup>3</sup>**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.
- <sup>4</sup>**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- <sup>5</sup>**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- <sup>6</sup>**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.
- <sup>7</sup>**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- <sup>8</sup>**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.
- <sup>9</sup>**Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- <sup>10</sup>**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.
- <sup>11</sup>**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- <sup>12</sup>**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.
- <sup>13</sup>**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.
- <sup>14</sup>**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- <sup>15</sup>**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- <sup>16</sup>**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- <sup>17</sup>**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.
- <sup>18</sup>**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.
- <sup>19</sup>**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
- <sup>20</sup>**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.



# Retail Goods and Services Expenditures

**Northwood Hills Village**  
**8010 Spring Valley Rd, Dallas, TX 75240-3844**  
**Ring: 5 miles radius**

**Latitude: 32.9397**  
**Longitude: -96.76864**

| Top Tapestry Segments: |       | Demographic Summary     |  | 2010     | 2015     |
|------------------------|-------|-------------------------|--|----------|----------|
| Young and Restless     | 22.9% | Population              |  | 372,041  | 380,021  |
| Inner City Tenants     | 8.5%  | Households              |  | 158,050  | 160,808  |
| Metro Renters          | 7.7%  | Families                |  | 85,930   | 86,122   |
| In Style               | 7.7%  | Median Age              |  | 34.8     | 34.5     |
| Connoisseurs           | 7.2%  | Median Household Income |  | \$61,274 | \$69,176 |

|   | Spending Potential Index | Average Amount Spent | Total           |
|---|--------------------------|----------------------|-----------------|
| <b>Apparel and Services</b>                       | 90                       | \$2,156.99           | \$340,912,035   |
| Men's   | 85                       | \$389.95             | \$61,630,934    |
| Women's   | 79                       | \$651.69             | \$102,999,238   |
| Children's  | 96                       | \$383.04             | \$60,539,879    |
| Footwear  | 64                       | \$266.77             | \$42,162,560    |
| Watches & Jewelry                                 | 124                      | \$241.64             | \$38,190,729    |
| Apparel Products and Services <sup>1</sup>        | 239                      | \$223.91             | \$35,388,697    |
| <b>Computer</b>                                   |                          |                      |                 |
| Computers and Hardware for Home Use               | 129                      | \$247.22             | \$39,073,847    |
| Software and Accessories for Home Use             | 132                      | \$37.50              | \$5,926,109     |
| <b>Entertainment &amp; Recreation</b>             | 122                      | \$3,945.28           | \$623,551,983   |
| <b>Fees and Admissions</b>                        | 123                      | \$760.64             | \$120,218,911   |
| Membership Fees for Clubs <sup>2</sup>            | 121                      | \$197.52             | \$31,218,273    |
| Fees for Participant Sports, excl. Trips          | 121                      | \$128.88             | \$20,370,187    |
| Admission to Movie/Theatre/Opera/Ballet           | 131                      | \$198.63             | \$31,394,140    |
| Admission to Sporting Events, excl. Trips         | 121                      | \$72.12              | \$11,399,249    |
| Fees for Recreational Lessons                     | 119                      | \$162.36             | \$25,660,523    |
| Dating Services                                   | 145                      | \$1.12               | \$176,539       |
| <b>TV/Video/Audio</b>                             | 124                      | \$1,541.87           | \$243,692,702   |
| Community Antenna or Cable TV                     | 121                      | \$870.40             | \$137,567,507   |
| Televisions                                       | 128                      | \$246.96             | \$39,032,161    |
| VCRs, Video Cameras, and DVD Players              | 135                      | \$27.49              | \$4,344,605     |
| Video Cassettes and DVDs                          | 136                      | \$71.75              | \$11,339,431    |
| Video and Computer Game Hardware and Software     | 135                      | \$75.07              | \$11,865,069    |
| Satellite Dishes                                  | 125                      | \$1.57               | \$247,681       |
| Rental of Video Cassettes and DVDs                | 136                      | \$56.16              | \$8,875,620     |
| Streaming/Downloaded Video                        | 124                      | \$1.74               | \$275,795       |
| Audio <sup>3</sup>                                | 123                      | \$181.24             | \$28,645,459    |
| Rental and Repair of TV/Radio/Audio               | 125                      | \$9.49               | \$1,499,374     |
| Pets  | 141                      | \$608.36             | \$96,151,267    |
| Toys and Games <sup>4</sup>                       | 124                      | \$180.95             | \$28,599,241    |
| Recreational Vehicles and Fees <sup>5</sup>       | 104                      | \$335.76             | \$53,066,120    |
| Sports/Recreation/Exercise Equipment <sup>6</sup> | 95                       | \$172.83             | \$27,315,109    |
| Photo Equipment and Supplies <sup>7</sup>         | 123                      | \$127.46             | \$20,144,521    |
| Reading <sup>8</sup>                              | 117                      | \$180.49             | \$28,525,741    |
| Catered Affairs <sup>9</sup>                      | 150                      | \$36.94              | \$5,838,373     |
| <b>Food</b>                                       | 125                      | \$9,610.60           | \$1,518,954,839 |
| <b>Food at Home</b>                               | 123                      | \$5,517.12           | \$871,980,479   |
| Bakery and Cereal Products                        | 121                      | \$720.55             | \$113,882,624   |
| Meat, Poultry, Fish, and Eggs                     | 124                      | \$1,287.94           | \$203,558,526   |
| Dairy Products                                    | 121                      | \$603.09             | \$95,318,215    |
| Fruit and Vegetables                              | 124                      | \$972.66             | \$153,728,939   |
| Snacks and Other Food at Home <sup>10</sup>       | 124                      | \$1,932.88           | \$305,492,176   |
| <b>Food Away from Home</b>                        | 127                      | \$4,093.48           | \$646,974,360   |
| Alcoholic Beverages                               | 135                      | \$769.89             | \$121,681,624   |
| Nonalcoholic Beverages at Home                    | 125                      | \$545.17             | \$86,163,811    |



# Retail Goods and Services Expenditures

**Northwood Hills Village**  
**8010 Spring Valley Rd, Dallas, TX 75240-3844**  
**Ring: 5 miles radius**

**Latitude: 32.9397**  
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|  | Spending<br>Potential<br>Index | Average<br>Amount<br>Spent | Total           |
|--|--------------------------------|----------------------------|-----------------|
| <b>Financial</b>                                   |                                |                            |                 |
| Investments  | 111                            | \$1,935.73                 | \$305,942,260   |
| Vehicle Loans                                      | 122                            | \$6,014.42                 | \$950,579,505   |
| <b>Health</b>                                      |                                |                            |                 |
| Nonprescription Drugs                              | 114                            | \$117.88                   | \$18,631,167    |
| Prescription Drugs                                 | 105                            | \$524.24                   | \$82,856,861    |
| Eyeglasses and Contact Lenses                      | 115                            | \$88.32                    | \$13,958,505    |
| <b>Home</b>  |                                |                            |                 |
| Mortgage Payment and Basics <sup>11</sup>          | 110                            | \$10,332.10                | \$1,632,988,461 |
| Maintenance and Remodeling Services                | 109                            | \$2,152.73                 | \$340,239,678   |
| Maintenance and Remodeling Materials <sup>12</sup> | 101                            | \$376.05                   | \$59,434,435    |
| Utilities, Fuel, and Public Services               | 119                            | \$5,384.80                 | \$851,067,656   |
| <b>Household Furnishings and Equipment</b>         |                                |                            |                 |
| Household Textiles <sup>13</sup>                   | 122                            | \$161.98                   | \$25,600,467    |
| Furniture  | 125                            | \$750.21                   | \$118,570,000   |
| Floor Coverings                                    | 111                            | \$83.63                    | \$13,217,367    |
| Major Appliances <sup>14</sup>                     | 111                            | \$337.27                   | \$53,306,051    |
| Housewares <sup>15</sup>                           | 114                            | \$97.98                    | \$15,485,915    |
| Small Appliances                                   | 119                            | \$39.03                    | \$6,169,158     |
| Luggage  | 122                            | \$11.31                    | \$1,787,172     |
| Telephones and Accessories                         | 92                             | \$39.28                    | \$6,208,341     |
| <b>Household Operations</b>                        |                                |                            |                 |
| Child Care   | 134                            | \$618.05                   | \$97,683,563    |
| Lawn and Garden <sup>16</sup>                      | 107                            | \$448.68                   | \$70,914,628    |
| Moving/Storage/Freight Express                     | 140                            | \$84.90                    | \$13,418,080    |
| Housekeeping Supplies <sup>17</sup>                | 120                            | \$839.30                   | \$132,651,664   |
| <b>Insurance</b>                                   |                                |                            |                 |
| Owners and Renters Insurance                       | 104                            | \$482.79                   | \$76,305,609    |
| Vehicle Insurance                                  | 123                            | \$1,429.14                 | \$225,876,201   |
| Life/Other Insurance                               | 107                            | \$445.81                   | \$70,460,012    |
| Health Insurance                                   | 110                            | \$2,124.06                 | \$335,707,509   |
| Personal Care Products <sup>18</sup>               | 126                            | \$501.67                   | \$79,288,552    |
| School Books and Supplies <sup>19</sup>            | 139                            | \$148.83                   | \$23,522,049    |
| Smoking Products                                   | 125                            | \$533.82                   | \$84,370,901    |
| <b>Transportation</b>                              |                                |                            |                 |
| Vehicle Purchases (Net Outlay) <sup>20</sup>       | 124                            | \$5,429.10                 | \$858,069,858   |
| Gasoline and Motor Oil                             | 122                            | \$3,502.60                 | \$553,585,201   |
| Vehicle Maintenance and Repairs                    | 123                            | \$1,158.04                 | \$183,028,352   |
| <b>Travel</b>                                      |                                |                            |                 |
| Airline Fares                                      | 127                            | \$582.37                   | \$92,043,422    |
| Lodging on Trips                                   | 116                            | \$507.56                   | \$80,220,359    |
| Auto/Truck/Van Rental on Trips                     | 128                            | \$47.36                    | \$7,485,180     |
| Food and Drink on Trips                            | 119                            | \$516.55                   | \$81,641,348    |

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- <sup>8</sup>**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.
- <sup>9</sup>**Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
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