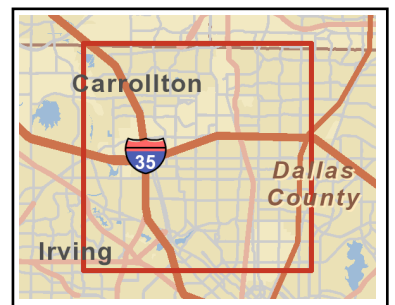
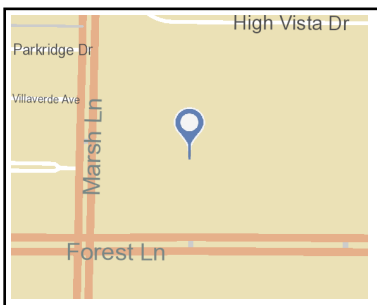
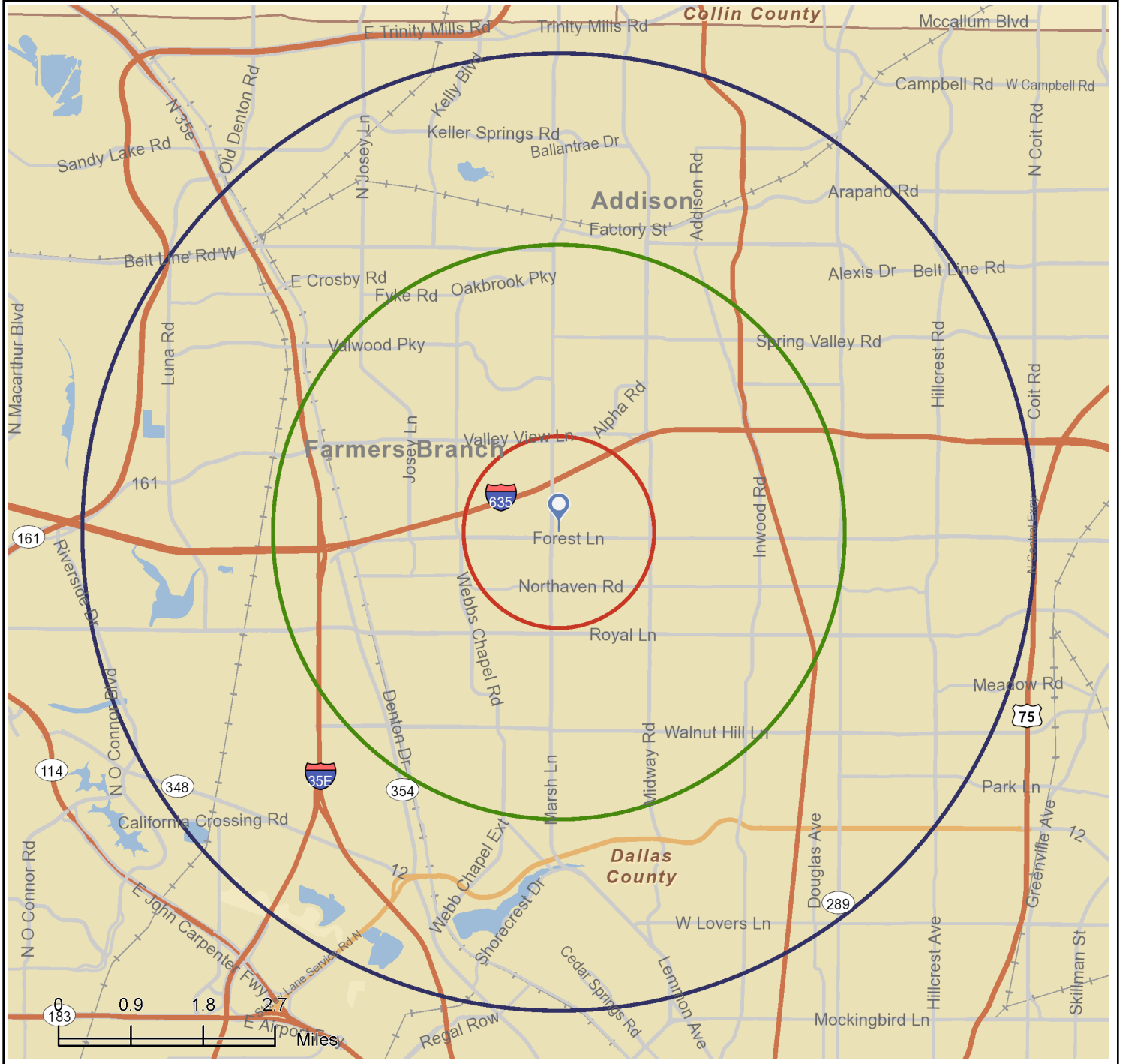





Park Forest Northeast
 11888 Marsh Ln, Dallas, TX 75234-8083
 Ring: 1, 3, 5 Miles

Latitude: 32.91045
Longitude: -96.85474



Park Forest Northeast
 11888 Marsh Ln, Dallas, TX 75234-8083
 Ring: 1, 3, 5 Miles

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	1 mile radius	3 miles radius	5 miles radius
 2000 Total Population	12,295	112,594	258,192
2000 Group Quarters	102	601	1,194
2010 Total Population	12,346	116,861	276,809
2015 Total Population	12,412	118,768	283,799
2010 - 2015 Annual Rate	0.11%	0.32%	0.5%
 2000 Households	5,095	41,603	103,736
2000 Average Household Size	2.39	2.69	2.48
2010 Households	5,058	41,866	108,372
2010 Average Household Size	2.42	2.78	2.54
2015 Households	5,061	42,295	110,722
2015 Average Household Size	2.43	2.79	2.55
2010 - 2015 Annual Rate	0.01%	0.2%	0.43%
2000 Families	3,380	27,481	61,412
2000 Average Family Size	2.93	3.28	3.19
2010 Families	3,294	27,101	62,289
2010 Average Family Size	3	3.43	3.34
2015 Families	3,261	27,049	62,740
2015 Average Family Size	3.03	3.48	3.38
2010 - 2015 Annual Rate	-0.2%	-0.04%	0.14%
 2000 Housing Units	5,286	43,444	109,659
Owner Occupied Housing Units	70.9%	55.3%	45.9%
Renter Occupied Housing Units	25.6%	40.4%	48.7%
Vacant Housing Units	3.5%	4.3%	5.4%
2010 Housing Units	5,434	45,865	119,582
Owner Occupied Housing Units	64.9%	50.3%	41.9%
Renter Occupied Housing Units	28.2%	41.0%	48.7%
Vacant Housing Units	6.9%	8.7%	9.4%
2015 Housing Units	5,509	47,044	123,881
Owner Occupied Housing Units	64.0%	49.3%	41.2%
Renter Occupied Housing Units	27.9%	40.6%	48.2%
Vacant Housing Units	8.1%	10.1%	10.6%
Median Household Income			
2000	\$61,383	\$51,183	\$50,140
2010	\$68,639	\$61,947	\$62,049
2015	\$76,708	\$69,805	\$70,354
Median Home Value			
2000	\$142,948	\$140,504	\$155,538
2010	\$170,494	\$160,843	\$176,328
2015	\$190,625	\$183,002	\$199,864
Per Capita Income			
2000	\$33,260	\$28,947	\$33,424
2010	\$35,799	\$30,559	\$34,881
2015	\$39,540	\$33,919	\$39,008
Median Age			
2000	42.8	33.7	33.0
2010	46.1	35.3	34.3
2015	47.0	35.0	34.2


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.



Park Forest Northeast
 11888 Marsh Ln, Dallas, TX 75234-8083
 Ring: 1, 3, 5 Miles

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	1 mile radius	3 miles radius	5 miles radius
2000 Households by Income			
 Household Income Base	5,069	41,613	104,143
< \$15,000	9.7%	9.5%	9.6%
\$15,000 - \$24,999	9.2%	11.1%	11.1%
\$25,000 - \$34,999	10.3%	12.2%	12.5%
\$35,000 - \$49,999	13.4%	16.1%	16.6%
\$50,000 - \$74,999	17.2%	18.1%	18.2%
\$75,000 - \$99,999	13.2%	10.6%	9.9%
\$100,000 - \$149,999	14.5%	11.4%	10.1%
\$150,000 - \$199,999	5.3%	4.6%	4.3%
\$200,000+	7.3%	6.4%	7.5%
Average Household Income	\$81,209	\$78,165	\$82,784
2010 Households by Income			
Household Income Base	5,059	41,864	108,370
< \$15,000	7.7%	7.0%	7.1%
\$15,000 - \$24,999	7.3%	7.2%	6.9%
\$25,000 - \$34,999	6.9%	9.4%	9.2%
\$35,000 - \$49,999	15.0%	17.1%	17.6%
\$50,000 - \$74,999	17.5%	19.5%	19.4%
\$75,000 - \$99,999	15.7%	13.8%	14.3%
\$100,000 - \$149,999	16.2%	14.3%	12.7%
\$150,000 - \$199,999	6.8%	5.1%	5.1%
\$200,000+	6.9%	6.6%	7.7%
Average Household Income	\$87,773	\$85,105	\$89,086
2015 Households by Income			
Household Income Base	5,063	42,294	110,721
< \$15,000	6.3%	5.5%	5.6%
\$15,000 - \$24,999	6.0%	6.0%	5.7%
\$25,000 - \$34,999	5.2%	7.1%	7.0%
\$35,000 - \$49,999	10.6%	12.2%	12.1%
\$50,000 - \$74,999	20.5%	23.1%	23.1%
\$75,000 - \$99,999	15.9%	14.8%	15.6%
\$100,000 - \$149,999	19.2%	17.1%	15.6%
\$150,000 - \$199,999	8.0%	6.3%	6.2%
\$200,000+	8.4%	7.8%	9.0%
Average Household Income	\$97,387	\$95,019	\$100,007
2000 Owner Occupied HUs by Value			
Total	3,675	23,972	50,229
<\$50,000	0.9%	2.8%	3.5%
\$50,000 - 99,999	20.4%	28.9%	26.3%
\$100,000 - 149,999	34.0%	22.6%	18.5%
\$150,000 - 199,999	24.3%	16.4%	13.9%
\$200,000 - \$299,999	17.1%	17.3%	16.5%
\$300,000 - 499,999	3.1%	7.8%	12.1%
\$500,000 - 999,999	0.2%	2.9%	6.6%
\$1,000,000+	0.0%	1.3%	2.6%
Average Home Value	\$157,359	\$190,355	\$235,982
2000 Specified Renter Occupied HUs by Contract Rent			
Total	1,342	17,538	53,420
With Cash Rent	97.8%	98.5%	98.7%
No Cash Rent	2.2%	1.5%	1.3%
Median Rent	\$642	\$620	\$633
Average Rent	\$745	\$688	\$697


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.



Park Forest Northeast
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 Ring: 1, 3, 5 Miles



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	1 mile radius	3 miles radius	5 miles radius
2000 Population by Age			
 Total	12,297	112,596	258,191
Age 0 - 4	6.0%	8.1%	7.9%
Age 5 - 9	5.8%	7.3%	6.8%
Age 10 - 14	6.2%	6.3%	5.7%
Age 15 - 19	5.3%	6.3%	5.8%
Age 20 - 24	3.7%	7.1%	7.9%
Age 25 - 34	10.8%	17.1%	19.7%
Age 35 - 44	15.8%	16.0%	16.1%
Age 45 - 54	14.2%	11.8%	11.9%
Age 55 - 64	10.7%	7.8%	7.7%
Age 65 - 74	11.1%	6.5%	5.5%
Age 75 - 84	8.2%	4.5%	3.9%
Age 85+	2.2%	1.2%	1.2%
Age 18+	78.5%	74.5%	76.3%
2010 Population by Age			
Total	12,347	116,863	276,811
Age 0 - 4	5.8%	8.0%	7.7%
Age 5 - 9	5.7%	7.5%	6.9%
Age 10 - 14	6.1%	6.9%	6.4%
Age 15 - 19	5.5%	6.6%	6.1%
Age 20 - 24	5.0%	6.7%	7.5%
Age 25 - 34	8.8%	14.0%	16.3%
Age 35 - 44	11.4%	13.9%	14.3%
Age 45 - 54	15.9%	14.0%	13.6%
Age 55 - 64	13.4%	10.0%	9.8%
Age 65 - 74	9.6%	6.1%	5.7%
Age 75 - 84	8.7%	4.4%	3.8%
Age 85+	4.1%	2.0%	1.8%
Age 18+	79.1%	73.7%	75.5%
2015 Population by Age			
Total	12,409	118,768	283,799
Age 0 - 4	5.5%	7.8%	7.5%
Age 5 - 9	5.8%	7.4%	6.8%
Age 10 - 14	6.0%	6.9%	6.3%
Age 15 - 19	5.8%	6.5%	6.2%
Age 20 - 24	4.7%	7.1%	8.0%
Age 25 - 34	10.3%	14.2%	16.4%
Age 35 - 44	9.3%	12.0%	12.5%
Age 45 - 54	14.5%	13.4%	13.2%
Age 55 - 64	14.9%	11.2%	10.6%
Age 65 - 74	11.2%	7.2%	6.9%
Age 75 - 84	7.8%	4.1%	3.7%
Age 85+	4.2%	2.0%	1.8%
Age 18+	79.2%	73.9%	75.8%
2000 Population by Sex			
Males	47.4%	50.8%	50.8%
Females	52.6%	49.2%	49.2%
2010 Population by Sex			
Males	47.2%	50.8%	51.0%
Females	52.8%	49.2%	49.0%
2015 Population by Sex			
Males	47.3%	50.8%	51.0%
Females	52.7%	49.2%	49.0%

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

Park Forest Northeast
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

	1 mile radius	3 miles radius	5 miles radius
2000 Population by Race/Ethnicity			
 Total	12,295	112,594	258,191
White Alone	81.0%	72.6%	73.1%
Black Alone	4.5%	5.4%	6.1%
American Indian Alone	0.4%	0.5%	0.5%
Asian or Pacific Islander Alone	3.7%	3.1%	3.9%
Some Other Race Alone	7.8%	15.9%	14.0%
Two or More Races	2.6%	2.6%	2.5%
Hispanic Origin	21.2%	39.9%	36.0%
Diversity Index	56.1	72.4	70.9
2010 Population by Race/Ethnicity			
Total	12,347	116,860	276,810
White Alone	73.9%	66.3%	67.2%
Black Alone	4.5%	4.8%	5.8%
American Indian Alone	0.6%	0.6%	0.5%
Asian or Pacific Islander Alone	4.2%	3.3%	4.6%
Some Other Race Alone	13.3%	21.7%	18.7%
Two or More Races	3.6%	3.3%	3.1%
Hispanic Origin	35.9%	53.2%	47.1%
Diversity Index	70.3	77.8	77.1
2015 Population by Race/Ethnicity			
Total	12,412	118,767	283,799
White Alone	70.9%	63.8%	64.8%
Black Alone	4.2%	4.5%	5.6%
American Indian Alone	0.6%	0.6%	0.6%
Asian or Pacific Islander Alone	4.2%	3.4%	4.9%
Some Other Race Alone	16.0%	24.1%	20.7%
Two or More Races	4.0%	3.6%	3.4%
Hispanic Origin	43.4%	58.9%	52.1%
Diversity Index	74.3	78.8	78.7
2000 Population 3+ by School Enrollment			
 Total	11,976	107,101	245,698
Enrolled in Nursery/Preschool	1.3%	1.7%	1.8%
Enrolled in Kindergarten	1.7%	1.8%	1.6%
Enrolled in Grade 1-8	10.1%	11.9%	10.5%
Enrolled in Grade 9-12	5.3%	4.7%	4.2%
Enrolled in College	3.0%	2.8%	3.3%
Enrolled in Grad/Prof School	0.9%	1.0%	1.3%
Not Enrolled in School	77.7%	76.2%	77.2%
2010 Population 25+ by Educational Attainment			
Total	8,877	75,229	180,973
Less than 9th Grade	7.5%	14.9%	13.9%
9th - 12th Grade, No Diploma	6.1%	10.1%	9.2%
High School Graduate	17.6%	19.2%	16.7%
Some College, No Degree	22.6%	17.7%	17.4%
Associate Degree	5.4%	4.5%	4.8%
Bachelor's Degree	25.4%	21.5%	24.6%
Graduate/Professional Degree	15.3%	12.1%	13.4%

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

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

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	1 mile radius	3 miles radius	5 miles radius
2010 Population 15+ by Marital Status			
 Total	10,180	90,754	218,795
Never Married	26.0%	31.4%	33.7%
Married	55.3%	52.4%	50.0%
Widowed	9.3%	5.6%	5.0%
Divorced	9.5%	10.5%	11.2%
2000 Population 16+ by Employment Status			
 Total	10,036	86,762	202,883
In Labor Force	61.3%	67.5%	69.9%
Civilian Employed	59.2%	64.8%	67.3%
Civilian Unemployed	2.1%	2.6%	2.6%
In Armed Forces	0.0%	0.0%	0.0%
Not in Labor Force	38.7%	32.5%	30.1%
2010 Civilian Population 16+ in Labor Force			
Civilian Employed	92.4%	92.0%	92.2%
Civilian Unemployed	7.6%	8.0%	7.8%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	93.8%	93.4%	93.6%
Civilian Unemployed	6.2%	6.6%	6.4%
2000 Females 16+ by Employment Status and Age of Children			
Total	5,283	43,075	100,357
Own Children < 6 Only	5.5%	8.4%	9.1%
Employed/in Armed Forces	2.9%	4.2%	4.6%
Unemployed	0.0%	0.3%	0.2%
Not in Labor Force	2.6%	4.0%	4.3%
Own Children < 6 and 6-17 Only	4.5%	7.6%	6.5%
Employed/in Armed Forces	2.5%	3.8%	3.1%
Unemployed	0.0%	0.2%	0.2%
Not in Labor Force	2.0%	3.6%	3.3%
Own Children 6-17 Only	14.5%	14.9%	13.5%
Employed/in Armed Forces	10.8%	10.6%	8.7%
Unemployed	0.3%	0.3%	0.4%
Not in Labor Force	3.3%	4.0%	4.3%
No Own Children < 18	75.5%	69.0%	70.9%
Employed/in Armed Forces	34.4%	36.8%	41.4%
Unemployed	1.2%	1.7%	1.7%
Not in Labor Force	39.9%	30.5%	27.8%
2010 Employed Population 16+ by Industry			
 Total	5,187	50,298	125,490
Agriculture/Mining	0.6%	0.6%	0.7%
Construction	6.2%	9.1%	9.0%
Manufacturing	8.4%	9.3%	8.1%
Wholesale Trade	4.7%	4.2%	3.9%
Retail Trade	10.7%	11.1%	11.0%
Transportation/Utilities	4.6%	4.2%	4.1%
Information	2.8%	2.8%	3.2%
Finance/Insurance/Real Estate	10.9%	9.8%	10.7%
Services	49.1%	47.2%	47.7%
Public Administration	2.1%	1.6%	1.5%

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

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 11888 Marsh Ln, Dallas, TX 75234-8083
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	1 mile radius	3 miles radius	5 miles radius
2010 Employed Population 16+ by Occupation			
Total	5,187	50,299	125,491
White Collar	75.5%	61.4%	64.2%
Management/Business/Financial	21.3%	17.8%	19.0%
Professional	25.6%	18.2%	20.1%
Sales	14.7%	13.5%	13.5%
Administrative Support	13.9%	11.9%	11.7%
Services	11.9%	16.3%	15.5%
Blue Collar	12.6%	22.3%	20.3%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	4.1%	7.9%	7.9%
Installation/Maintenance/Repair	2.1%	2.5%	2.2%
Production	3.6%	7.2%	5.7%
Transportation/Material Moving	2.8%	4.7%	4.4%
2000 Workers 16+ by Means of Transportation to Work			
 Total	5,855	55,203	134,166
Drove Alone - Car, Truck, or Van	78.7%	73.3%	73.5%
Carpooled - Car, Truck, or Van	9.5%	17.3%	16.7%
Public Transportation	1.3%	2.1%	2.3%
Walked	2.0%	2.2%	2.1%
Other Means	0.5%	0.8%	1.2%
Worked at Home	8.0%	4.3%	4.1%
2000 Workers 16+ by Travel Time to Work			
Total	5,855	55,202	134,166
Did Not Work at Home	92.0%	95.7%	95.9%
Less than 5 minutes	1.7%	1.4%	1.5%
5 to 9 minutes	9.3%	9.0%	8.7%
10 to 19 minutes	29.2%	32.6%	32.7%
20 to 24 minutes	22.0%	20.3%	18.7%
25 to 34 minutes	21.6%	22.6%	22.4%
35 to 44 minutes	3.0%	3.4%	4.3%
45 to 59 minutes	2.7%	3.4%	4.1%
60 to 89 minutes	1.2%	1.9%	2.0%
90 or more minutes	1.3%	1.2%	1.4%
Worked at Home	8.0%	4.3%	4.1%
Average Travel Time to Work (in min)	22.2	22.2	22.7
2000 Households by Vehicles Available			
Total	5,018	41,534	103,700
None	6.9%	6.0%	6.1%
1	32.0%	37.0%	43.5%
2	45.1%	42.3%	38.7%
3	10.4%	10.7%	8.8%
4	4.0%	2.8%	2.1%
5+	1.5%	1.3%	0.8%
Average Number of Vehicles Available	1.8	1.7	1.6

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

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	1 mile radius	3 miles radius	5 miles radius
2000 Households by Type			
 Total	5,094	41,602	103,736
Family Households	66.4%	66.1%	59.2%
Married-couple Family	54.4%	50.9%	45.5%
With Related Children	21.0%	25.0%	22.1%
Other Family (No Spouse)	12.0%	15.1%	13.7%
With Related Children	6.6%	9.0%	8.0%
Nonfamily Households	33.6%	33.9%	40.8%
Householder Living Alone	27.1%	26.6%	32.6%
Householder Not Living Alone	6.5%	7.3%	8.2%
Households with Related Children	27.6%	34.0%	30.1%
Households with Persons 65+	36.6%	23.1%	18.9%
2000 Households by Size			
Total	5,095	41,603	103,736
1 Person Household	27.1%	26.6%	32.6%
2 Person Household	39.0%	32.5%	31.7%
3 Person Household	13.7%	14.7%	13.3%
4 Person Household	11.4%	12.3%	11.1%
5 Person Household	5.4%	7.0%	6.0%
6 Person Household	2.0%	3.5%	2.8%
7+ Person Household	1.5%	3.4%	2.5%
2000 Households by Year Householder Moved In			
Total	5,018	41,534	103,700
Moved in 1999 to March 2000	17.8%	25.4%	30.9%
Moved in 1995 to 1998	27.3%	31.2%	32.5%
Moved in 1990 to 1994	10.6%	13.3%	12.8%
Moved in 1980 to 1989	13.6%	10.5%	9.9%
Moved in 1970 to 1979	14.4%	9.2%	6.9%
Moved in 1969 or Earlier	16.2%	10.3%	7.0%
Median Year Householder Moved In	1993	1996	1997
2000 Housing Units by Units in Structure			
 Total	5,194	43,360	109,607
1, Detached	74.0%	56.6%	44.1%
1, Attached	1.6%	5.8%	5.5%
2	0.6%	1.2%	1.4%
3 or 4	3.6%	5.6%	6.6%
5 to 9	2.0%	8.1%	10.0%
10 to 19	3.3%	4.6%	7.7%
20+	14.4%	17.7%	24.3%
Mobile Home	0.3%	0.3%	0.3%
Other	0.1%	0.1%	0.0%
2000 Housing Units by Year Structure Built			
Total	5,202	43,333	109,623
1999 to March 2000	1.7%	1.5%	2.5%
1995 to 1998	1.9%	5.0%	6.5%
1990 to 1994	0.2%	3.7%	5.1%
1980 to 1989	3.6%	11.2%	19.2%
1970 to 1979	16.2%	19.4%	23.4%
1969 or Earlier	76.5%	59.1%	43.3%
Median Year Structure Built	1966	1967	1973

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

Park Forest Northeast
 11888 Marsh Ln, Dallas, TX 75234-8083
 Ring: 1, 3, 5 Miles

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 Longitude: -96.85474

	1 mile radius	3 miles radius	5 miles radius
Top 3 Tapestry Segments			
1.	Prosperous Empty Nests	NeWest Residents	Young and Restless
2.	Connoisseurs	Connoisseurs	NeWest Residents
3.	Retirement Communities	Prosperous Empty Nests	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.

	1 mile radius	3 miles radius	5 miles radius
Apparel & Services: Total \$	\$10,596,633	\$88,236,095	\$243,473,064
Average Spent	\$2,095.02	\$2,107.58	\$2,246.64
Spending Potential Index	88	88	94
Computers & Accessories: Total \$	\$1,373,994	\$11,622,421	\$32,044,776
Average Spent	\$271.65	\$277.61	\$295.69
Spending Potential Index	123	126	134
Education: Total \$	\$8,112,634	\$63,639,027	\$172,822,062
Average Spent	\$1,603.92	\$1,520.06	\$1,594.71
Spending Potential Index	131	125	131
Entertainment/Recreation: Total \$	\$20,879,458	\$165,595,530	\$447,025,559
Average Spent	\$4,128.01	\$3,955.37	\$4,124.92
Spending Potential Index	128	123	128
Food at Home: Total \$	\$28,038,122	\$230,498,779	\$628,390,767
Average Spent	\$5,543.32	\$5,505.63	\$5,798.46
Spending Potential Index	124	123	130
Food Away from Home: Total \$	\$20,225,516	\$167,825,241	\$460,843,459
Average Spent	\$3,998.72	\$4,008.63	\$4,252.42
Spending Potential Index	124	125	132
Health Care: Total \$	\$24,726,721	\$180,190,324	\$471,414,410
Average Spent	\$4,888.64	\$4,303.98	\$4,349.97
Spending Potential Index	131	116	117
HH Furnishings & Equipment: Total \$	\$11,548,293	\$92,788,435	\$250,918,471
Average Spent	\$2,283.17	\$2,216.32	\$2,315.34
Spending Potential Index	111	108	112
Investments: Total \$	\$12,096,567	\$86,835,445	\$229,073,513
Average Spent	\$2,391.57	\$2,074.13	\$2,113.77
Spending Potential Index	138	119	122
Retail Goods: Total \$	\$149,886,444	\$1,206,232,573	\$3,261,515,425
Average Spent	\$29,633.54	\$28,811.75	\$30,095.55
Spending Potential Index	119	116	121
Shelter: Total \$	\$102,919,689	\$844,264,074	\$2,308,389,985
Average Spent	\$20,347.90	\$20,165.86	\$21,300.61
Spending Potential Index	129	128	135
TV/Video/Audio: Total \$	\$7,768,132	\$62,881,289	\$172,400,768
Average Spent	\$1,535.81	\$1,501.97	\$1,590.82
Spending Potential Index	124	121	128
Travel: Total \$	\$12,717,988	\$98,601,326	\$262,692,068
Average Spent	\$2,514.43	\$2,355.16	\$2,423.98
Spending Potential Index	133	124	128
Vehicle Maintenance & Repairs: Total \$	\$5,979,732	\$48,245,653	\$130,887,859
Average Spent	\$1,182.23	\$1,152.38	\$1,207.76
Spending Potential Index	125	122	128

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

Park Forest Northeast
 11888 Marsh Ln, Dallas, TX 75234-8083
 Ring: 1 mile radius

Latitude: 32.91045
 Longitude: -96.85474

Summary	2000	2010	2015
Population	12,295	12,346	12,412
Households	5,095	5,058	5,061
Families	3,380	3,294	3,261
Average Household Size	2.39	2.42	2.43
Owner Occupied Housing Units	3,744	3,525	3,524
Renter Occupied Housing Units	1,351	1,533	1,537
Median Age	42.8	46.1	47.0

Trends: 2010 - 2015 Annual Rate	Area	State	National
Population	0.11%	1.65%	0.76%
Households	0.01%	1.63%	0.78%
Families	-0.20%	1.48%	0.64%
Owner HHs	-0.01%	1.72%	0.82%
Median Household Income	2.25%	2.54%	2.36%

Households by Income	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	490	9.7%	390	7.7%	318	6.3%
\$15,000 - \$24,999	465	9.2%	367	7.3%	303	6.0%
\$25,000 - \$34,999	522	10.3%	347	6.9%	261	5.2%
\$35,000 - \$49,999	681	13.4%	761	15.0%	535	10.6%
\$50,000 - \$74,999	872	17.2%	886	17.5%	1,040	20.5%
\$75,000 - \$99,999	669	13.2%	792	15.7%	807	15.9%
\$100,000 - \$149,999	733	14.5%	822	16.2%	971	19.2%
\$150,000 - \$199,999	268	5.3%	343	6.8%	405	8.0%
\$200,000+	369	7.3%	351	6.9%	423	8.4%

Median Household Income	\$61,383	\$68,639	\$76,708
Average Household Income	\$81,209	\$87,773	\$97,387
Per Capita Income	\$33,261	\$35,799	\$39,540

Population by Age	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	736	6.0%	714	5.8%	677	5.5%
5 - 9	712	5.8%	706	5.7%	714	5.8%
10 - 14	758	6.2%	748	6.1%	749	6.0%
15 - 19	657	5.3%	678	5.5%	719	5.8%
20 - 24	452	3.7%	623	5.0%	581	4.7%
25 - 34	1,329	10.8%	1,085	8.8%	1,281	10.3%
35 - 44	1,947	15.8%	1,408	11.4%	1,155	9.3%
45 - 54	1,744	14.2%	1,962	15.9%	1,800	14.5%
55 - 64	1,318	10.7%	1,654	13.4%	1,854	14.9%
65 - 74	1,371	11.1%	1,189	9.6%	1,387	11.2%
75 - 84	1,005	8.2%	1,079	8.7%	966	7.8%
85+	268	2.2%	501	4.1%	526	4.2%

Race and Ethnicity	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
White Alone	9,958	81.0%	9,128	73.9%	8,795	70.9%
Black Alone	552	4.5%	550	4.5%	525	4.2%
American Indian Alone	52	0.4%	71	0.6%	78	0.6%
Asian Alone	446	3.6%	496	4.0%	508	4.1%
Pacific Islander Alone	9	0.1%	17	0.1%	18	0.1%
Some Other Race Alone	955	7.8%	1,640	13.3%	1,987	16.0%
Two or More Races	323	2.6%	445	3.6%	501	4.0%
Hispanic Origin (Any Race)	2,607	21.2%	4,427	35.9%	5,392	43.4%

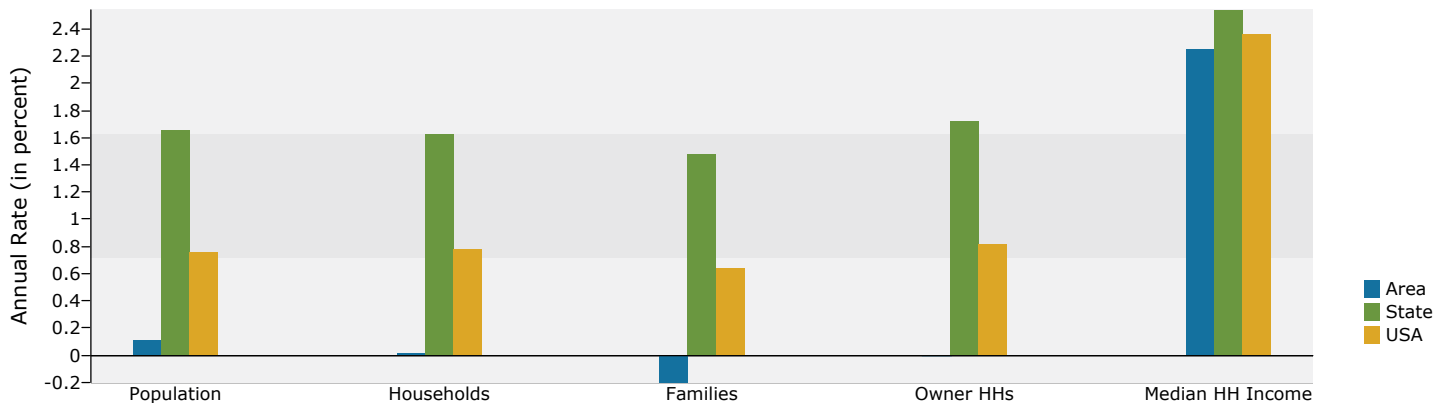
Data Note: Income is expressed in current dollars

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

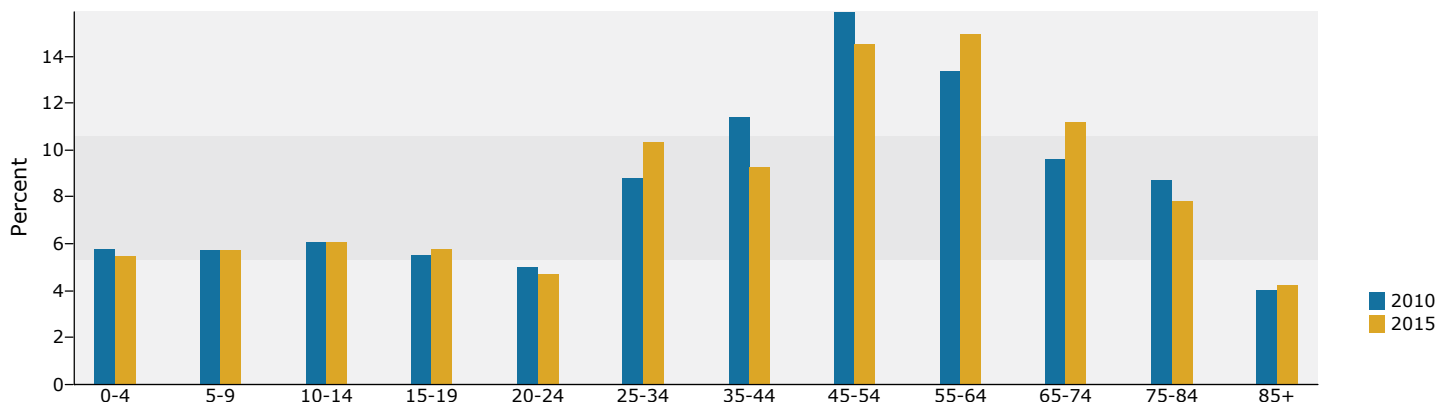
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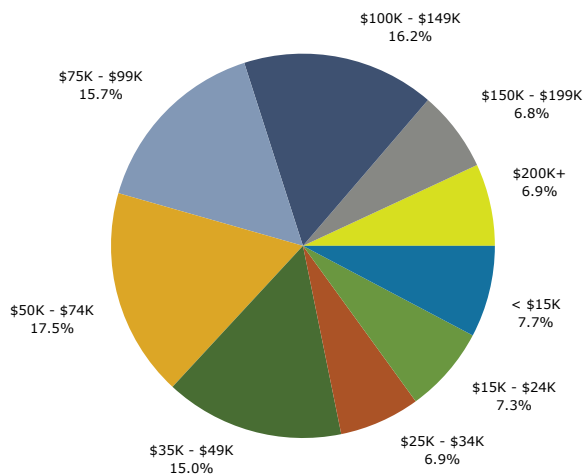
Trends 2010-2015



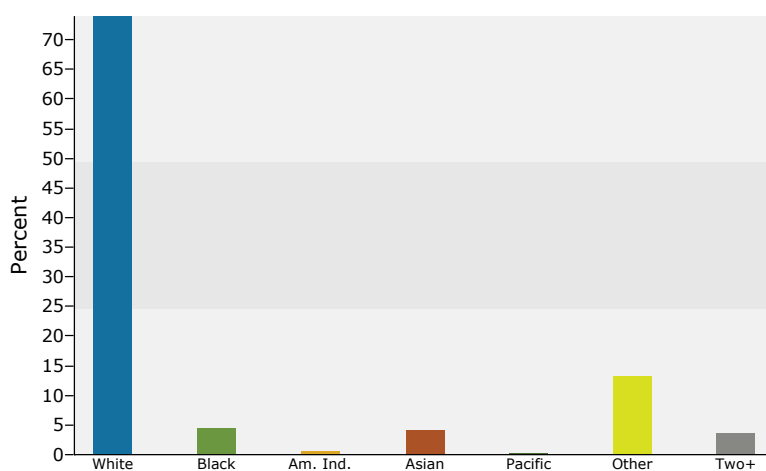
Population by Age



2010 Household Income



2010 Population by Race



2010 Percent Hispanic Origin: 35.9%

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



Demographic and Income Profile

Park Forest Northeast
 11888 Marsh Ln, Dallas, TX 75234-8083
 Ring: 3 miles radius

Latitude: 32.91045
 Longitude: -96.85474

Summary	2000	2010	2015
Population	112,594	116,861	118,768
Households	41,603	41,866	42,295
Families	27,481	27,101	27,049
Average Household Size	2.69	2.78	2.79
Owner Occupied Housing Units	24,043	23,056	23,201
Renter Occupied Housing Units	17,560	18,811	19,094
Median Age	33.7	35.3	35.0

Trends: 2010 - 2015 Annual Rate	Area	State	National
Population	0.32%	1.65%	0.76%
Households	0.20%	1.63%	0.78%
Families	-0.04%	1.48%	0.64%
Owner HHs	0.13%	1.72%	0.82%
Median Household Income	2.42%	2.54%	2.36%

Households by Income	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	3,957	9.5%	2,929	7.0%	2,332	5.5%
\$15,000 - \$24,999	4,621	11.1%	3,035	7.3%	2,517	6.0%
\$25,000 - \$34,999	5,067	12.2%	3,922	9.4%	3,024	7.2%
\$35,000 - \$49,999	6,681	16.1%	7,179	17.1%	5,175	12.2%
\$50,000 - \$74,999	7,546	18.1%	8,170	19.5%	9,776	23.1%
\$75,000 - \$99,999	4,413	10.6%	5,767	13.8%	6,258	14.8%
\$100,000 - \$149,999	4,746	11.4%	5,974	14.3%	7,243	17.1%
\$150,000 - \$199,999	1,914	4.6%	2,134	5.1%	2,677	6.3%
\$200,000+	2,668	6.4%	2,754	6.6%	3,292	7.8%

Median Household Income	\$51,183	\$61,947	\$69,805
Average Household Income	\$78,165	\$85,105	\$95,019
Per Capita Income	\$28,947	\$30,559	\$33,919

Population by Age	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	9,176	8.1%	9,314	8.0%	9,304	7.8%
5 - 9	8,185	7.3%	8,707	7.5%	8,778	7.4%
10 - 14	7,124	6.3%	8,085	6.9%	8,248	6.9%
15 - 19	7,115	6.3%	7,664	6.6%	7,725	6.5%
20 - 24	7,979	7.1%	7,863	6.7%	8,464	7.1%
25 - 34	19,271	17.1%	16,382	14.0%	16,879	14.2%
35 - 44	18,043	16.0%	16,209	13.9%	14,297	12.0%
45 - 54	13,240	11.8%	16,395	14.0%	15,922	13.4%
55 - 64	8,795	7.8%	11,646	10.0%	13,292	11.2%
65 - 74	7,290	6.5%	7,081	6.1%	8,547	7.2%
75 - 84	5,068	4.5%	5,197	4.4%	4,928	4.1%
85+	1,310	1.2%	2,320	2.0%	2,384	2.0%

Race and Ethnicity	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
White Alone	81,707	72.6%	77,476	66.3%	75,832	63.8%
Black Alone	6,059	5.4%	5,626	4.8%	5,292	4.5%
American Indian Alone	535	0.5%	643	0.6%	685	0.6%
Asian Alone	3,433	3.0%	3,815	3.3%	3,964	3.3%
Pacific Islander Alone	48	0.0%	93	0.1%	98	0.1%
Some Other Race Alone	17,894	15.9%	25,370	21.7%	28,653	24.1%
Two or More Races	2,918	2.6%	3,837	3.3%	4,243	3.6%
Hispanic Origin (Any Race)	44,936	39.9%	62,152	53.2%	70,001	58.9%

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

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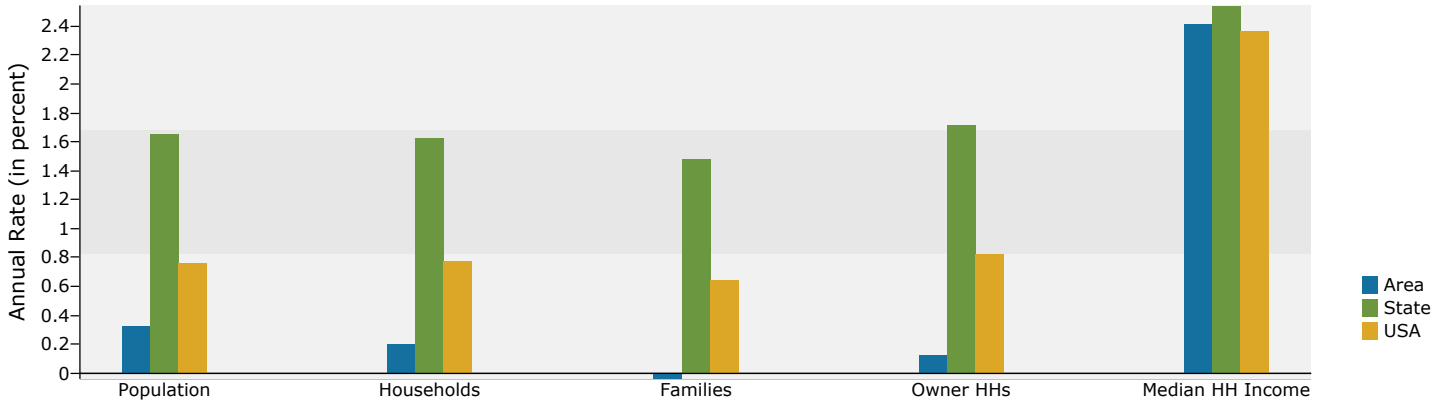


Demographic and Income Profile

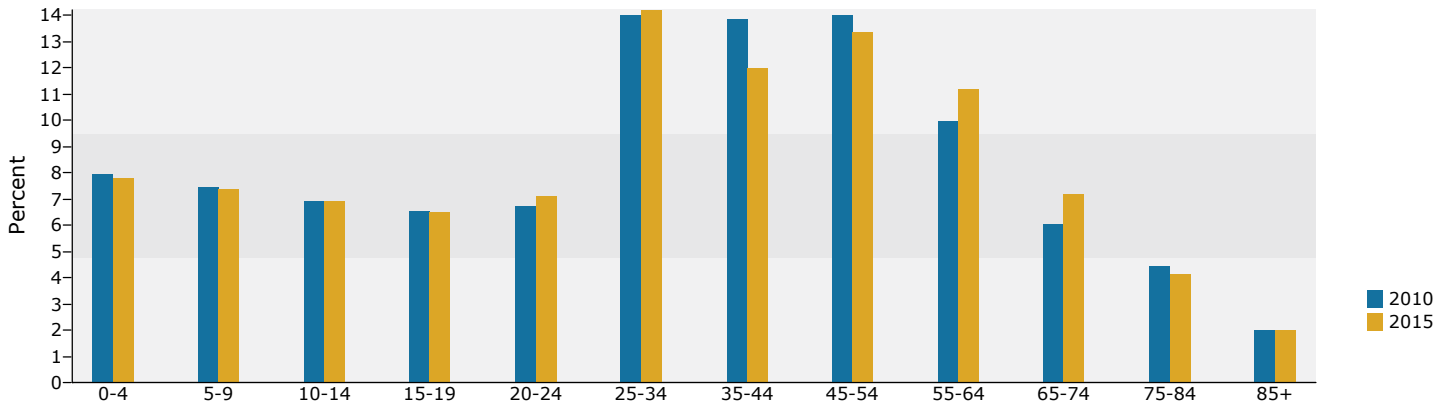
Park Forest Northeast
 11888 Marsh Ln, Dallas, TX 75234-8083
 Ring: 3 miles radius

Latitude: 32.91045
 Longitude: -96.85474

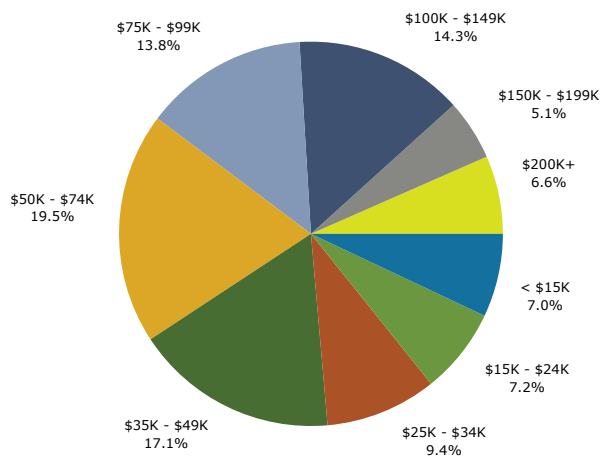
Trends 2010-2015



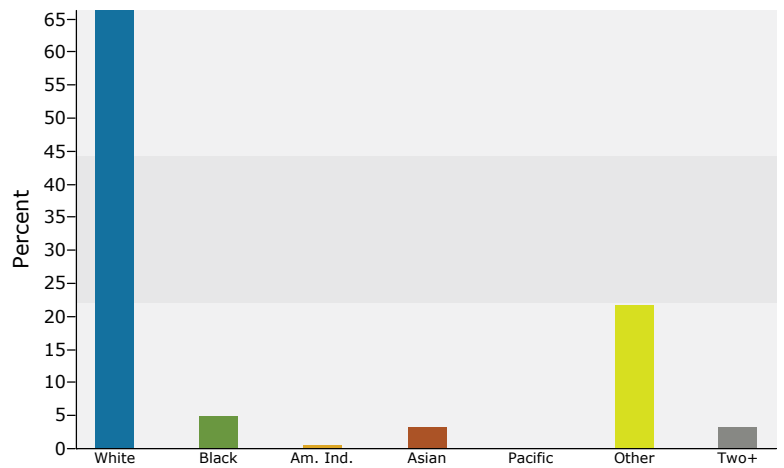
Population by Age



2010 Household Income



2010 Population by Race



2010 Percent Hispanic Origin: 53.2%

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

April 26, 2011

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Demographic and Income Profile

Park Forest Northeast
 11888 Marsh Ln, Dallas, TX 75234-8083
 Ring: 5 miles radius

Latitude: 32.91045
 Longitude: -96.85474

Summary	2000	2010	2015
Population	258,192	276,809	283,799
Households	103,736	108,372	110,722
Families	61,412	62,289	62,740
Average Household Size	2.48	2.54	2.55
Owner Occupied Housing Units	50,303	50,127	50,997
Renter Occupied Housing Units	53,433	58,245	59,725
Median Age	33.0	34.3	34.2

Trends: 2010 - 2015 Annual Rate	Area	State	National
Population	0.50%	1.65%	0.76%
Households	0.43%	1.63%	0.78%
Families	0.14%	1.48%	0.64%
Owner HHs	0.35%	1.72%	0.82%
Median Household Income	2.54%	2.54%	2.36%

Households by Income	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	10,037	9.6%	7,667	7.1%	6,214	5.6%
\$15,000 - \$24,999	11,538	11.1%	7,511	6.9%	6,318	5.7%
\$25,000 - \$34,999	13,017	12.5%	10,008	9.2%	7,748	7.0%
\$35,000 - \$49,999	17,333	16.6%	19,057	17.6%	13,392	12.1%
\$50,000 - \$74,999	18,992	18.2%	21,015	19.4%	25,615	23.1%
\$75,000 - \$99,999	10,322	9.9%	15,486	14.3%	17,252	15.6%
\$100,000 - \$149,999	10,551	10.1%	13,816	12.7%	17,259	15.6%
\$150,000 - \$199,999	4,499	4.3%	5,503	5.1%	6,919	6.2%
\$200,000+	7,854	7.5%	8,307	7.7%	10,004	9.0%

Median Household Income	\$50,140	\$62,049	\$70,354
Average Household Income	\$82,784	\$89,086	\$100,007
Per Capita Income	\$33,423	\$34,881	\$39,008

Population by Age	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	20,440	7.9%	21,211	7.7%	21,312	7.5%
5 - 9	17,430	6.8%	19,126	6.9%	19,386	6.8%
10 - 14	14,674	5.7%	17,678	6.4%	17,835	6.3%
15 - 19	14,997	5.8%	17,009	6.1%	17,494	6.2%
20 - 24	20,477	7.9%	20,814	7.5%	22,822	8.0%
25 - 34	50,864	19.7%	45,228	16.3%	46,517	16.4%
35 - 44	41,506	16.1%	39,657	14.3%	35,426	12.5%
45 - 54	30,697	11.9%	37,733	13.6%	37,506	13.2%
55 - 64	19,776	7.7%	27,065	9.8%	30,172	10.6%
65 - 74	14,307	5.5%	15,916	5.8%	19,698	6.9%
75 - 84	9,943	3.9%	10,443	3.8%	10,542	3.7%
85+	3,080	1.2%	4,932	1.8%	5,088	1.8%

Race and Ethnicity	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
White Alone	188,654	73.1%	185,971	67.2%	184,023	64.8%
Black Alone	15,761	6.1%	16,084	5.8%	15,759	5.6%
American Indian Alone	1,167	0.5%	1,486	0.5%	1,610	0.6%
Asian Alone	10,032	3.9%	12,581	4.5%	13,646	4.8%
Pacific Islander Alone	96	0.0%	196	0.1%	215	0.1%
Some Other Race Alone	36,101	14.0%	51,862	18.7%	58,884	20.7%
Two or More Races	6,380	2.5%	8,630	3.1%	9,662	3.4%
Hispanic Origin (Any Race)	92,854	36.0%	130,420	47.1%	147,765	52.1%

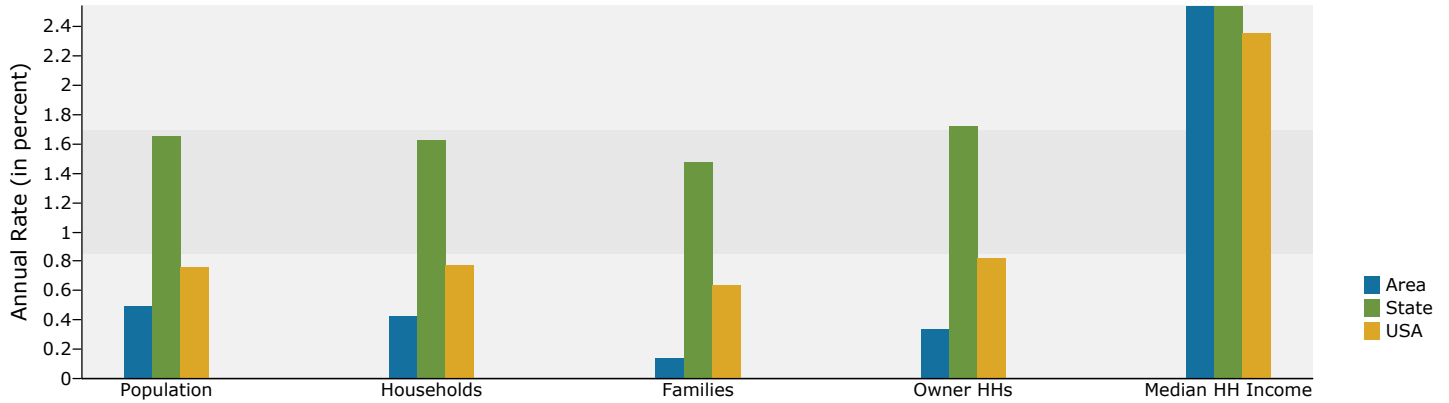
Data Note: Income is expressed in current dollars

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

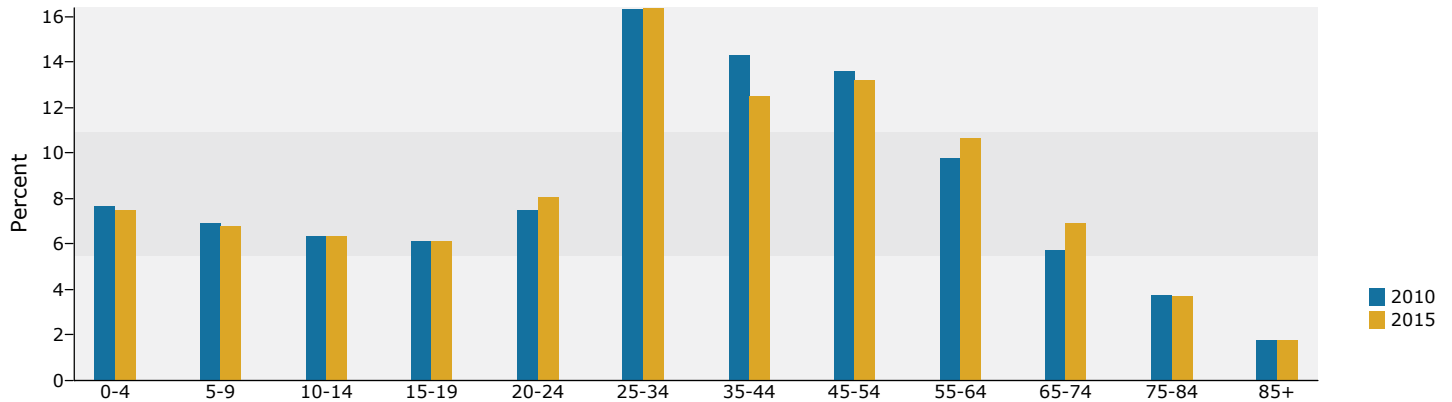
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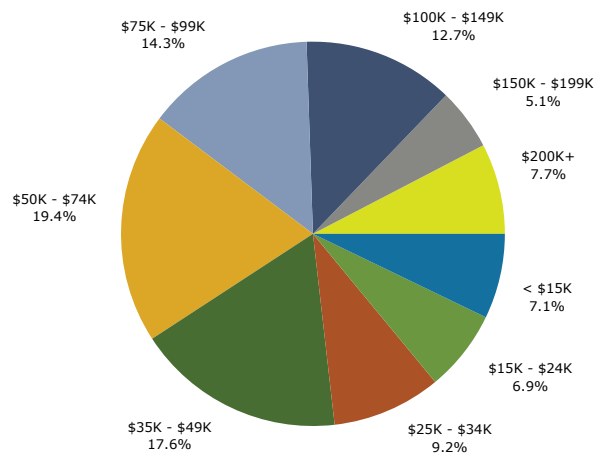
Trends 2010-2015



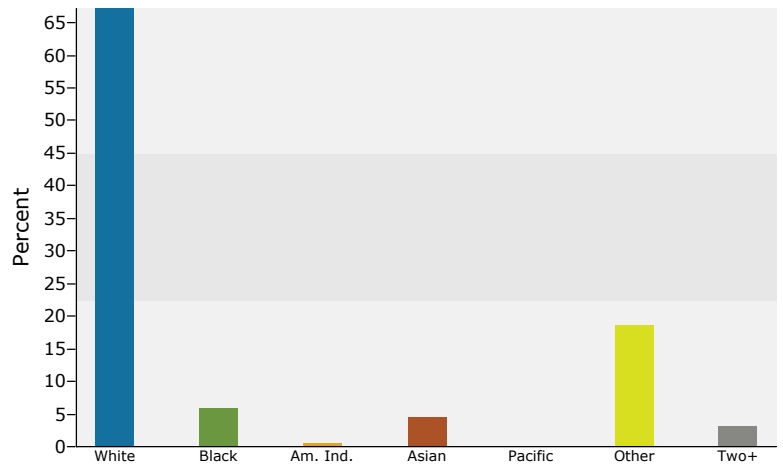
Population by Age



2010 Household Income



2010 Population by Race



2010 Percent Hispanic Origin: 47.1%

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



Retail Goods and Services Expenditures

Park Forest Northeast
 11888 Marsh Ln, Dallas, TX 75234-8083
 Ring: 1 mile radius

Latitude: 32.91045
Longitude: -96.85474

Top Tapestry Segments:		Demographic Summary		2010	2015
Prosperous Empty Nesters	29.3%	Population		12,346	12,412
Connoisseurs	20.9%	Households		5,058	5,061
Retirement Communities	8.9%	Families		3,294	3,261
Cozy and Comfortable	7.8%	Median Age		46.1	47.0
Great Expectations	7.7%	Median Household Income		\$68,639	\$76,708

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	88	\$2,095.02	\$10,596,633
Men's	83	\$379.32	\$1,918,609
Women's	80	\$665.44	\$3,365,789
Children's	86	\$346.00	\$1,750,056
Footwear	60	\$249.32	\$1,261,056
Watches & Jewelry	129	\$250.40	\$1,266,529
Apparel Products and Services ¹	219	\$204.55	\$1,034,596
Computer			
Computers and Hardware for Home Use	123	\$236.00	\$1,193,672
Software and Accessories for Home Use	125	\$35.65	\$180,322
Entertainment & Recreation	128	\$4,128.01	\$20,879,458
Fees and Admissions	134	\$831.58	\$4,206,145
Membership Fees for Clubs ²	141	\$231.04	\$1,168,608
Fees for Participant Sports, excl. Trips	134	\$143.02	\$723,373
Admission to Movie/Theatre/Opera/Ballet	130	\$196.53	\$994,042
Admission to Sporting Events, excl. Trips	131	\$78.04	\$394,743
Fees for Recreational Lessons	133	\$181.98	\$920,468
Dating Services	126	\$0.97	\$4,911
TV/Video/Audio	124	\$1,535.81	\$7,768,132
Community Antenna or Cable TV	126	\$907.33	\$4,589,282
Televisions	126	\$243.24	\$1,230,315
VCRs, Video Cameras, and DVD Players	121	\$24.63	\$124,602
Video Cassettes and DVDs	118	\$62.11	\$314,131
Video and Computer Game Hardware and Software	121	\$67.76	\$342,712
Satellite Dishes	113	\$1.43	\$7,220
Rental of Video Cassettes and DVDs	118	\$48.48	\$245,214
Streaming/Downloaded Video	134	\$1.87	\$9,481
Audio ³	115	\$169.34	\$856,512
Rental and Repair of TV/Radio/Audio	127	\$9.62	\$48,663
Pets	152	\$655.08	\$3,313,419
Toys and Games ⁴	120	\$174.30	\$881,588
Recreational Vehicles and Fees ⁵	120	\$386.40	\$1,954,417
Sports/Recreation/Exercise Equipment ⁶	96	\$173.37	\$876,923
Photo Equipment and Supplies ⁷	125	\$129.00	\$652,488
Reading ⁸	136	\$209.95	\$1,061,933
Catered Affairs ⁹	132	\$32.51	\$164,412
Food	124	\$9,542.04	\$48,263,637
Food at Home	124	\$5,543.32	\$28,038,122
Bakery and Cereal Products	125	\$743.95	\$3,762,880
Meat, Poultry, Fish, and Eggs	124	\$1,281.58	\$6,482,223
Dairy Products	123	\$613.69	\$3,104,034
Fruit and Vegetables	126	\$990.32	\$5,009,019
Snacks and Other Food at Home ¹⁰	123	\$1,913.79	\$9,679,966
Food Away from Home	124	\$3,998.72	\$20,225,516
Alcoholic Beverages	129	\$736.43	\$3,724,878
Nonalcoholic Beverages at Home	122	\$536.00	\$2,711,094



Retail Goods and Services Expenditures

Park Forest Northeast
 11888 Marsh Ln, Dallas, TX 75234-8083
 Ring: 1 mile radius

Latitude: 32.91045
 Longitude: -96.85474

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	138	\$2,391.57	\$12,096,567
Vehicle Loans	114	\$5,620.21	\$28,427,025
Health			
Nonprescription Drugs	123	\$126.45	\$639,584
Prescription Drugs	131	\$652.49	\$3,300,306
Eyeglasses and Contact Lenses	131	\$100.57	\$508,705
Home			
Mortgage Payment and Basics ¹¹	129	\$12,112.73	\$61,266,199
Maintenance and Remodeling Services	139	\$2,749.76	\$13,908,299
Maintenance and Remodeling Materials ¹²	122	\$452.54	\$2,288,936
Utilities, Fuel, and Public Services	126	\$5,695.38	\$28,807,244
Household Furnishings and Equipment			
Household Textiles ¹³	127	\$168.89	\$854,236
Furniture	126	\$758.58	\$3,836,888
Floor Coverings	141	\$106.10	\$536,644
Major Appliances ¹⁴	124	\$377.42	\$1,909,000
Housewares ¹⁵	110	\$95.10	\$481,036
Small Appliances	128	\$41.91	\$211,991
Luggage	129	\$11.98	\$60,578
Telephones and Accessories	80	\$34.23	\$173,120
Household Operations			
Child Care	115	\$531.29	\$2,687,259
Lawn and Garden ¹⁶	133	\$557.67	\$2,820,692
Moving/Storage/Freight Express	124	\$75.39	\$381,325
Housekeeping Supplies ¹⁷	124	\$872.89	\$4,415,087
Insurance			
Owners and Renters Insurance	129	\$596.36	\$3,016,406
Vehicle Insurance	125	\$1,457.29	\$7,370,998
Life/Other Insurance	132	\$551.71	\$2,790,538
Health Insurance	133	\$2,565.93	\$12,978,468
Personal Care Products ¹⁸	124	\$492.71	\$2,492,129
School Books and Supplies ¹⁹	121	\$128.92	\$652,075
Smoking Products	118	\$505.99	\$2,559,297
Transportation			
Vehicle Purchases (Net Outlay) ²⁰	119	\$5,237.28	\$26,490,140
Gasoline and Motor Oil	119	\$3,408.69	\$17,241,140
Vehicle Maintenance and Repairs	125	\$1,182.23	\$5,979,732
Travel			
Airline Fares	136	\$622.50	\$3,148,612
Lodging on Trips	135	\$587.90	\$2,973,598
Auto/Truck/Van Rental on Trips	136	\$50.34	\$254,603
Food and Drink on Trips	131	\$569.25	\$2,879,286

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.



Park Forest Northeast
11888 Marsh Ln, Dallas, TX 75234-8083
Ring: 1 mile radius

Latitude: 32.91045
Longitude: -96.85474

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



Retail Goods and Services Expenditures

Park Forest Northeast
 11888 Marsh Ln, Dallas, TX 75234-8083
 Ring: 3 miles radius

Latitude: 32.91045
 Longitude: -96.85474

Top Tapestry Segments:		Demographic Summary		2010	2015
NeWest Residents	14.5%	Population		116,861	118,768
Connoisseurs	11.1%	Households		41,866	42,295
Prosperous Empty Nesters	10.5%	Families		27,101	27,049
Cozy and Comfortable	8.8%	Median Age		35.3	35.0
Young and Restless	8.3%	Median Household Income		\$61,947	\$69,805

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	88	\$2,107.58	\$88,236,095
Men's	83	\$380.04	\$15,910,580
Women's	77	\$642.91	\$26,916,086
Children's	93	\$371.79	\$15,565,487
Footwear	62	\$258.59	\$10,825,994
Watches & Jewelry	123	\$239.34	\$10,020,088
Apparel Products and Services ¹	230	\$214.92	\$8,997,861
Computer			
Computers and Hardware for Home Use	126	\$240.89	\$10,085,109
Software and Accessories for Home Use	129	\$36.72	\$1,537,312
Entertainment & Recreation	123	\$3,955.37	\$165,595,530
Fees and Admissions	127	\$783.50	\$32,802,215
Membership Fees for Clubs ²	126	\$206.73	\$8,654,890
Fees for Participant Sports, excl. Trips	125	\$133.02	\$5,569,170
Admission to Movie/Theatre/Opera/Ballet	130	\$196.84	\$8,240,723
Admission to Sporting Events, excl. Trips	122	\$72.49	\$3,034,924
Fees for Recreational Lessons	127	\$173.42	\$7,260,569
Dating Services	130	\$1.00	\$41,939
TV/Video/Audio	121	\$1,501.97	\$62,881,289
Community Antenna or Cable TV	119	\$856.42	\$35,854,690
Televisions	125	\$241.67	\$10,117,939
VCRs, Video Cameras, and DVD Players	129	\$26.16	\$1,095,396
Video Cassettes and DVDs	126	\$66.48	\$2,783,352
Video and Computer Game Hardware and Software	125	\$69.98	\$2,929,915
Satellite Dishes	121	\$1.53	\$63,977
Rental of Video Cassettes and DVDs	127	\$52.50	\$2,198,130
Streaming/Downloaded Video	124	\$1.74	\$72,798
Audio ³	120	\$175.76	\$7,358,335
Rental and Repair of TV/Radio/Audio	128	\$9.72	\$406,758
Pets	143	\$616.96	\$25,829,814
Toys and Games ⁴	120	\$175.21	\$7,335,379
Recreational Vehicles and Fees ⁵	111	\$358.99	\$15,029,351
Sports/Recreation/Exercise Equipment ⁶	95	\$171.67	\$7,186,990
Photo Equipment and Supplies ⁷	123	\$127.04	\$5,318,790
Reading ⁸	121	\$187.31	\$7,841,765
Catered Affairs ⁹	133	\$32.72	\$1,369,935
Food	124	\$9,514.26	\$398,324,020
Food at Home	123	\$5,505.63	\$230,498,779
Bakery and Cereal Products	121	\$722.42	\$30,244,830
Meat, Poultry, Fish, and Eggs	124	\$1,286.06	\$53,842,246
Dairy Products	122	\$604.43	\$25,304,924
Fruit and Vegetables	126	\$985.06	\$41,240,454
Snacks and Other Food at Home ¹⁰	122	\$1,907.67	\$79,866,325
Food Away from Home	125	\$4,008.63	\$167,825,241
Alcoholic Beverages	128	\$729.49	\$30,540,628
Nonalcoholic Beverages at Home	123	\$537.72	\$22,512,182



Retail Goods and Services Expenditures

Park Forest Northeast
11888 Marsh Ln, Dallas, TX 75234-8083
Ring: 3 miles radius

Latitude: 32.91045
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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	119	\$2,074.13	\$86,835,445
Vehicle Loans	118	\$5,802.67	\$242,934,617
Health			
Nonprescription Drugs	115	\$119.04	\$4,983,841
Prescription Drugs	110	\$550.53	\$23,048,378
Eyeglasses and Contact Lenses	119	\$91.74	\$3,840,805
Home			
Mortgage Payment and Basics ¹¹	119	\$11,160.69	\$467,253,459
Maintenance and Remodeling Services	120	\$2,375.97	\$99,472,233
Maintenance and Remodeling Materials ¹²	111	\$413.16	\$17,297,250
Utilities, Fuel, and Public Services	119	\$5,384.65	\$225,433,724
Household Furnishings and Equipment			
Household Textiles ¹³	123	\$163.12	\$6,829,065
Furniture	124	\$746.16	\$31,238,866
Floor Coverings	120	\$89.89	\$3,763,382
Major Appliances ¹⁴	116	\$350.83	\$14,687,709
Housewares ¹⁵	113	\$97.37	\$4,076,574
Small Appliances	121	\$39.55	\$1,655,623
Luggage	125	\$11.53	\$482,834
Telephones and Accessories	86	\$36.73	\$1,537,711
Household Operations			
Child Care	127	\$585.76	\$24,523,425
Lawn and Garden ¹⁶	116	\$484.34	\$20,277,358
Moving/Storage/Freight Express	133	\$80.92	\$3,387,811
Housekeeping Supplies ¹⁷	120	\$844.45	\$35,353,713
Insurance			
Owners and Renters Insurance	112	\$516.54	\$21,625,485
Vehicle Insurance	122	\$1,418.57	\$59,389,736
Life/Other Insurance	114	\$476.38	\$19,943,991
Health Insurance	115	\$2,220.41	\$92,959,847
Personal Care Products ¹⁸	124	\$494.45	\$20,700,692
School Books and Supplies ¹⁹	125	\$133.48	\$5,588,316
Smoking Products	115	\$489.89	\$20,509,933
Transportation			
Vehicle Purchases (Net Outlay) ²⁰	121	\$5,318.64	\$222,670,145
Gasoline and Motor Oil	119	\$3,416.47	\$143,034,006
Vehicle Maintenance and Repairs	122	\$1,152.38	\$48,245,653
Travel			
Airline Fares	130	\$596.85	\$24,987,926
Lodging on Trips	122	\$533.97	\$22,354,991
Auto/Truck/Van Rental on Trips	130	\$48.06	\$2,012,250
Food and Drink on Trips	123	\$534.57	\$22,380,231

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.



Park Forest Northeast
11888 Marsh Ln, Dallas, TX 75234-8083
Ring: 3 miles radius

Latitude: 32.91045
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-
- ¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- ²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- ³**Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- ⁴**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- ⁵**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- ⁶**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- ⁷**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- ⁸**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.
- ⁹**Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- ¹⁰**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- ¹¹**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- ¹²**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- ¹³**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- ¹⁴**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- ¹⁵**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- ¹⁶**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- ¹⁷**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- ¹⁸**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.
- ¹⁹**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
- ²⁰**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.



Retail Goods and Services Expenditures

Park Forest Northeast
 11888 Marsh Ln, Dallas, TX 75234-8083
 Ring: 5 miles radius

Latitude: 32.91045
Longitude: -96.85474

Top Tapestry Segments:		Demographic Summary		2010	2015
Young and Restless	14.8%	Population		276,809	283,799
NeWest Residents	13.1%	Households		108,372	110,722
Metro Renters	9.7%	Families		62,289	62,740
Connoisseurs	7.9%	Median Age		34.3	34.2
Top Rung	7.0%	Median Household Income		\$62,049	\$70,354

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	94	\$2,246.64	\$243,473,064
Men's	88	\$404.82	\$43,871,377
Women's	82	\$677.87	\$73,461,759
Children's	99	\$397.65	\$43,094,138
Footwear	67	\$277.25	\$30,046,559
Watches & Jewelry	130	\$253.40	\$27,461,736
Apparel Products and Services ¹	252	\$235.65	\$25,537,496
Computer			
Computers and Hardware for Home Use	134	\$256.68	\$27,816,976
Software and Accessories for Home Use	137	\$39.01	\$4,227,800
Entertainment & Recreation	128	\$4,124.92	\$447,025,559
Fees and Admissions	130	\$806.93	\$87,448,231
Membership Fees for Clubs ²	129	\$210.74	\$22,837,845
Fees for Participant Sports, excl. Trips	128	\$136.24	\$14,764,319
Admission to Movie/Theatre/Opera/Ballet	137	\$208.28	\$22,571,627
Admission to Sporting Events, excl. Trips	125	\$74.50	\$8,073,993
Fees for Recreational Lessons	129	\$176.03	\$19,076,642
Dating Services	148	\$1.14	\$123,805
TV/Video/Audio	128	\$1,590.82	\$172,400,768
Community Antenna or Cable TV	125	\$899.66	\$97,498,112
Televisions	132	\$255.98	\$27,741,213
VCRs, Video Cameras, and DVD Players	139	\$28.32	\$3,068,918
Video Cassettes and DVDs	138	\$72.64	\$7,871,698
Video and Computer Game Hardware and Software	135	\$75.26	\$8,155,559
Satellite Dishes	129	\$1.63	\$176,512
Rental of Video Cassettes and DVDs	139	\$57.10	\$6,187,551
Streaming/Downloaded Video	131	\$1.84	\$199,156
Audio ³	128	\$188.16	\$20,391,217
Rental and Repair of TV/Radio/Audio	135	\$10.25	\$1,110,833
Pets	148	\$636.69	\$68,999,723
Toys and Games ⁴	128	\$185.86	\$20,141,676
Recreational Vehicles and Fees ⁵	113	\$365.45	\$39,604,384
Sports/Recreation/Exercise Equipment ⁶	99	\$179.86	\$19,491,857
Photo Equipment and Supplies ⁷	128	\$132.89	\$14,401,294
Reading ⁸	123	\$191.17	\$20,717,461
Catered Affairs ⁹	143	\$35.25	\$3,820,165
Food	131	\$10,050.88	\$1,089,234,227
Food at Home	130	\$5,798.46	\$628,390,767
Bakery and Cereal Products	127	\$756.36	\$81,967,950
Meat, Poultry, Fish, and Eggs	131	\$1,356.64	\$147,022,206
Dairy Products	128	\$634.34	\$68,745,108
Fruit and Vegetables	132	\$1,035.58	\$112,227,738
Snacks and Other Food at Home ¹⁰	129	\$2,015.54	\$218,427,765
Food Away from Home	132	\$4,252.42	\$460,843,459
Alcoholic Beverages	138	\$785.03	\$85,074,732
Nonalcoholic Beverages at Home	130	\$569.46	\$61,713,091



Retail Goods and Services Expenditures

Park Forest Northeast
11888 Marsh Ln, Dallas, TX 75234-8083
Ring: 5 miles radius

Latitude: 32.91045
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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	122	\$2,113.77	\$229,073,513
Vehicle Loans	125	\$6,164.87	\$668,099,004
Health			
Nonprescription Drugs	120	\$123.53	\$13,387,459
Prescription Drugs	110	\$549.63	\$59,564,290
Eyeglasses and Contact Lenses	121	\$92.98	\$10,076,121
Home			
Mortgage Payment and Basics ¹¹	119	\$11,126.22	\$1,205,770,927
Maintenance and Remodeling Services	118	\$2,341.63	\$253,766,909
Maintenance and Remodeling Materials ¹²	110	\$409.46	\$44,374,001
Utilities, Fuel, and Public Services	124	\$5,597.48	\$606,609,779
Household Furnishings and Equipment			
Household Textiles ¹³	128	\$170.29	\$18,455,128
Furniture	131	\$787.42	\$85,334,687
Floor Coverings	119	\$89.49	\$9,698,343
Major Appliances ¹⁴	118	\$357.34	\$38,725,830
Housewares ¹⁵	120	\$103.29	\$11,193,274
Small Appliances	125	\$41.05	\$4,448,519
Luggage	129	\$11.93	\$1,292,502
Telephones and Accessories	94	\$39.98	\$4,332,172
Household Operations			
Child Care	137	\$633.54	\$68,657,958
Lawn and Garden ¹⁶	115	\$481.68	\$52,200,320
Moving/Storage/Freight Express	147	\$89.15	\$9,661,890
Housekeeping Supplies ¹⁷	125	\$879.06	\$95,265,241
Insurance			
Owners and Renters Insurance	110	\$509.21	\$55,183,794
Vehicle Insurance	128	\$1,486.27	\$161,070,162
Life/Other Insurance	113	\$471.75	\$51,124,162
Health Insurance	116	\$2,236.16	\$242,337,086
Personal Care Products ¹⁸	131	\$522.40	\$56,613,989
School Books and Supplies ¹⁹	137	\$146.09	\$15,832,077
Smoking Products	124	\$531.80	\$57,632,396
Transportation			
Vehicle Purchases (Net Outlay) ²⁰	128	\$5,621.04	\$609,163,036
Gasoline and Motor Oil	126	\$3,605.23	\$390,705,608
Vehicle Maintenance and Repairs	128	\$1,207.76	\$130,887,859
Travel			
Airline Fares	135	\$621.57	\$67,361,108
Lodging on Trips	125	\$542.77	\$58,821,331
Auto/Truck/Van Rental on Trips	135	\$49.97	\$5,414,907
Food and Drink on Trips	126	\$549.87	\$59,590,398

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.



Park Forest Northeast
11888 Marsh Ln, Dallas, TX 75234-8083
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Latitude: 32.91045
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-
- ¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- ²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- ³**Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- ⁴**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- ⁵**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- ⁶**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- ⁷**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- ⁸**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.
- ⁹**Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- ¹⁰**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- ¹¹**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- ¹²**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- ¹³**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- ¹⁴**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- ¹⁵**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- ¹⁶**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- ¹⁷**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- ¹⁸**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.
- ¹⁹**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
- ²⁰**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.