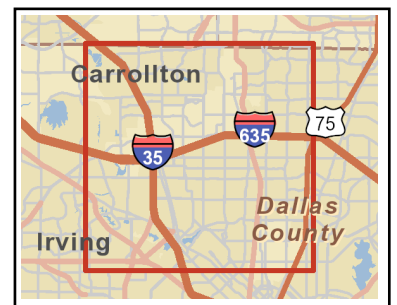
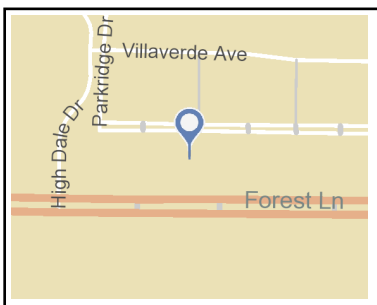
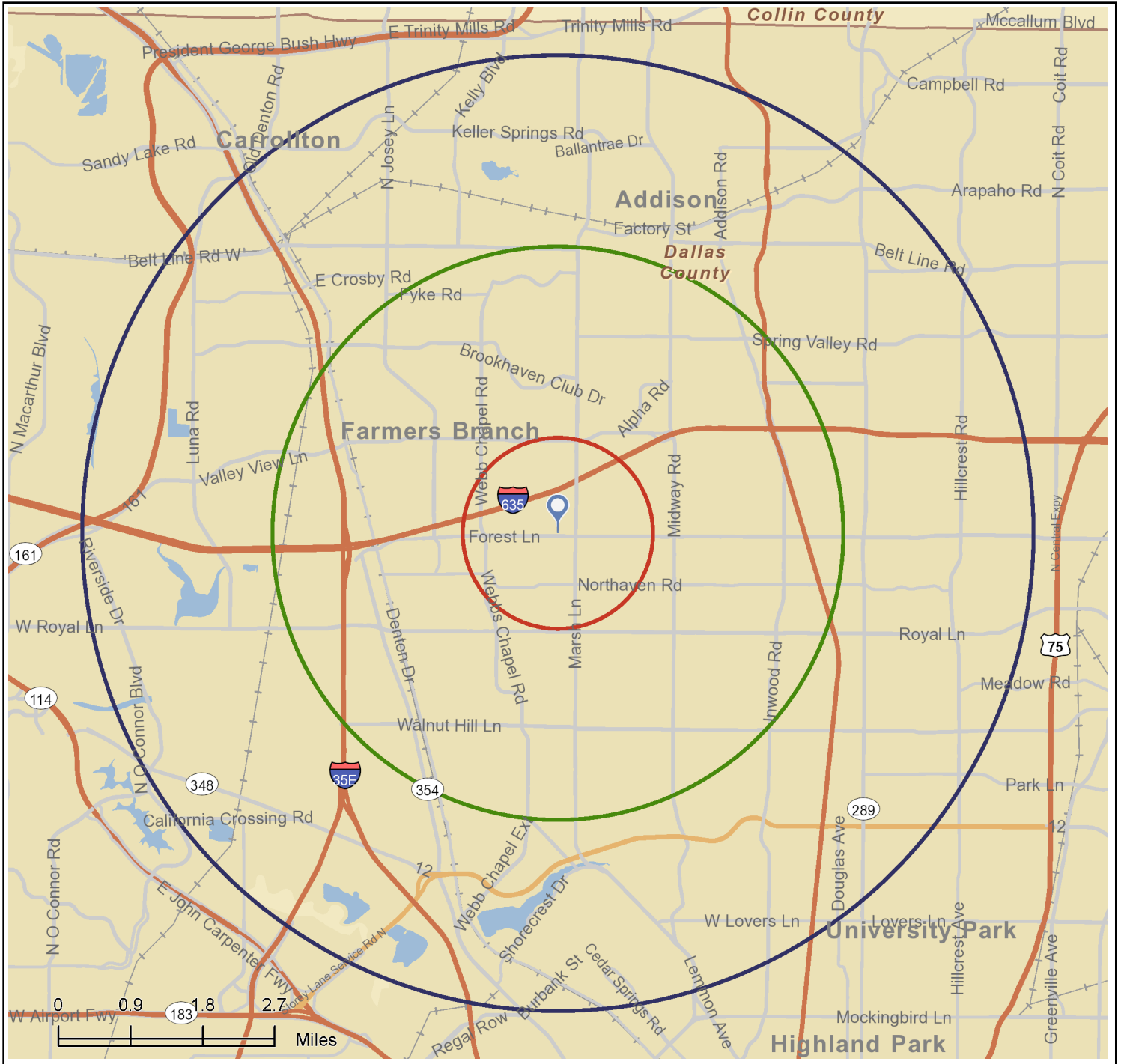





Park Forest Northwest
 3555 Forest Ln, Dallas, TX 75234-7919
 Ring: 1, 3, 5 Miles

Latitude: 32.91006
Longitude: -96.85931



Park Forest Northwest
 3555 Forest Ln, Dallas, TX 75234-7919
 Ring: 1, 3, 5 Miles

Latitude: 32.91006
 Longitude: -96.85931

	1 mile radius	3 miles radius	5 miles radius
 2000 Total Population	12,848	111,581	248,153
2000 Group Quarters	174	591	1,228
2010 Total Population	12,927	115,718	266,587
2015 Total Population	13,002	117,540	273,402
2010 - 2015 Annual Rate	0.12%	0.31%	0.51%
 2000 Households	5,361	40,285	98,067
2000 Average Household Size	2.36	2.76	2.52
2010 Households	5,324	40,438	102,672
2010 Average Household Size	2.39	2.85	2.58
2015 Households	5,328	40,817	104,942
2015 Average Household Size	2.4	2.86	2.59
2010 - 2015 Annual Rate	0.02%	0.19%	0.44%
2000 Families	3,355	26,984	59,095
2000 Average Family Size	2.98	3.33	3.21
2010 Families	3,258	26,575	60,007
2010 Average Family Size	3.06	3.49	3.37
2015 Families	3,221	26,515	60,460
2015 Average Family Size	3.09	3.53	3.4
2010 - 2015 Annual Rate	-0.23%	-0.05%	0.15%
 2000 Housing Units	5,586	41,961	103,451
Owner Occupied Housing Units	68.7%	56.0%	46.5%
Renter Occupied Housing Units	27.5%	39.8%	48.2%
Vacant Housing Units	3.9%	4.2%	5.3%
2010 Housing Units	5,745	44,208	112,940
Owner Occupied Housing Units	63.0%	51.0%	42.5%
Renter Occupied Housing Units	29.7%	40.5%	48.4%
Vacant Housing Units	7.3%	8.5%	9.1%
2015 Housing Units	5,827	45,311	116,989
Owner Occupied Housing Units	62.1%	50.0%	41.8%
Renter Occupied Housing Units	29.4%	40.1%	47.9%
Vacant Housing Units	8.6%	9.9%	10.3%
Median Household Income			
2000	\$55,082	\$50,741	\$50,305
2010	\$64,608	\$61,641	\$61,903
2015	\$71,948	\$69,139	\$70,089
Median Home Value			
2000	\$127,220	\$135,327	\$150,706
2010	\$149,033	\$154,305	\$171,065
2015	\$167,896	\$176,513	\$194,523
Per Capita Income			
2000	\$31,406	\$27,825	\$32,438
2010	\$33,592	\$29,553	\$33,951
2015	\$37,282	\$32,748	\$37,917
Median Age			
2000	42.2	33.4	32.7
2010	45.7	35.0	34.0
2015	46.6	34.8	33.9


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 Northwest
 3555 Forest Ln, Dallas, TX 75234-7919
 Ring: 1, 3, 5 Miles

Latitude: 32.91006
 Longitude: -96.85931

	1 mile radius	3 miles radius	5 miles radius
2000 Households by Income			
 Household Income Base	5,404	40,318	98,287
< \$15,000	11.8%	9.5%	9.5%
\$15,000 - \$24,999	9.9%	11.2%	11.0%
\$25,000 - \$34,999	10.2%	12.3%	12.4%
\$35,000 - \$49,999	14.6%	16.3%	16.8%
\$50,000 - \$74,999	17.7%	18.6%	18.4%
\$75,000 - \$99,999	13.0%	10.5%	10.0%
\$100,000 - \$149,999	13.1%	11.3%	10.2%
\$150,000 - \$199,999	4.2%	4.4%	4.3%
\$200,000+	5.6%	6.0%	7.3%
Average Household Income	\$74,578	\$76,228	\$81,791
2010 Households by Income			
Household Income Base	5,324	40,439	102,671
< \$15,000	9.3%	6.9%	7.1%
\$15,000 - \$24,999	7.5%	7.2%	7.0%
\$25,000 - \$34,999	7.0%	9.5%	9.2%
\$35,000 - \$49,999	15.6%	17.3%	17.7%
\$50,000 - \$74,999	18.7%	19.9%	19.4%
\$75,000 - \$99,999	16.0%	14.0%	14.4%
\$100,000 - \$149,999	14.7%	14.1%	12.8%
\$150,000 - \$199,999	5.6%	5.0%	5.0%
\$200,000+	5.5%	6.2%	7.4%
Average Household Income	\$81,456	\$83,567	\$88,074
2015 Households by Income			
Household Income Base	5,328	40,815	104,940
< \$15,000	7.5%	5.5%	5.6%
\$15,000 - \$24,999	6.2%	5.9%	5.7%
\$25,000 - \$34,999	5.3%	7.2%	7.0%
\$35,000 - \$49,999	11.0%	12.4%	12.2%
\$50,000 - \$74,999	22.3%	23.5%	23.2%
\$75,000 - \$99,999	16.3%	15.0%	15.7%
\$100,000 - \$149,999	17.8%	16.9%	15.7%
\$150,000 - \$199,999	6.8%	6.1%	6.2%
\$200,000+	6.8%	7.3%	8.7%
Average Household Income	\$90,850	\$93,164	\$98,724
2000 Owner Occupied HUs by Value			
Total	3,860	23,549	48,147
<\$50,000	1.4%	2.6%	3.5%
\$50,000 - 99,999	27.6%	30.9%	27.3%
\$100,000 - 149,999	39.3%	23.2%	19.0%
\$150,000 - 199,999	18.7%	16.1%	14.2%
\$200,000 - \$299,999	10.1%	16.5%	16.1%
\$300,000 - 499,999	2.6%	6.9%	11.4%
\$500,000 - 999,999	0.3%	2.6%	6.0%
\$1,000,000+	0.0%	1.2%	2.5%
Average Home Value	\$141,450	\$182,449	\$228,840
2000 Specified Renter Occupied HUs by Contract Rent			
Total	1,460	16,689	49,869
With Cash Rent	97.5%	98.6%	98.7%
No Cash Rent	2.5%	1.4%	1.3%
Median Rent	\$644	\$614	\$635
Average Rent	\$752	\$678	\$695


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 Northwest
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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	12,848	111,581	248,155
Age 0 - 4	6.1%	8.2%	8.1%
Age 5 - 9	5.7%	7.4%	6.9%
Age 10 - 14	5.8%	6.4%	5.7%
Age 15 - 19	5.3%	6.4%	5.9%
Age 20 - 24	3.9%	7.2%	8.0%
Age 25 - 34	11.5%	17.0%	19.8%
Age 35 - 44	16.2%	16.0%	16.1%
Age 45 - 54	14.0%	11.7%	11.8%
Age 55 - 64	10.1%	7.7%	7.5%
Age 65 - 74	10.6%	6.4%	5.4%
Age 75 - 84	8.2%	4.4%	3.7%
Age 85+	2.6%	1.1%	1.1%
Age 18+	79.0%	74.2%	75.9%
2010 Population by Age			
Total	12,930	115,716	266,586
Age 0 - 4	5.8%	8.0%	7.8%
Age 5 - 9	5.7%	7.5%	7.0%
Age 10 - 14	5.9%	7.0%	6.5%
Age 15 - 19	5.4%	6.6%	6.2%
Age 20 - 24	5.1%	6.7%	7.5%
Age 25 - 34	9.3%	14.1%	16.4%
Age 35 - 44	11.7%	13.9%	14.4%
Age 45 - 54	16.0%	14.0%	13.6%
Age 55 - 64	13.2%	9.9%	9.6%
Age 65 - 74	9.2%	6.0%	5.6%
Age 75 - 84	8.5%	4.4%	3.6%
Age 85+	4.3%	1.9%	1.7%
Age 18+	79.3%	73.5%	75.1%
2015 Population by Age			
Total	13,001	117,541	273,401
Age 0 - 4	5.4%	7.9%	7.6%
Age 5 - 9	5.7%	7.5%	7.0%
Age 10 - 14	5.9%	7.0%	6.4%
Age 15 - 19	5.7%	6.6%	6.2%
Age 20 - 24	4.9%	7.1%	8.1%
Age 25 - 34	10.7%	14.2%	16.4%
Age 35 - 44	9.7%	12.2%	12.5%
Age 45 - 54	14.4%	13.3%	13.2%
Age 55 - 64	14.8%	11.1%	10.5%
Age 65 - 74	11.0%	7.1%	6.8%
Age 75 - 84	7.6%	4.1%	3.6%
Age 85+	4.4%	2.0%	1.7%
Age 18+	79.5%	73.6%	75.4%
2000 Population by Sex			
Males	47.3%	50.8%	51.0%
Females	52.7%	49.2%	49.0%
2010 Population by Sex			
Males	47.2%	50.8%	51.1%
Females	52.8%	49.2%	48.9%
2015 Population by Sex			
Males	47.3%	50.8%	51.1%
Females	52.7%	49.2%	48.9%

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

Park Forest Northwest
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

	1 mile radius	3 miles radius	5 miles radius
2000 Population by Race/Ethnicity			
 Total	12,849	111,581	248,152
White Alone	79.7%	72.0%	72.5%
Black Alone	4.9%	5.3%	6.0%
American Indian Alone	0.5%	0.5%	0.5%
Asian or Pacific Islander Alone	4.2%	3.1%	4.0%
Some Other Race Alone	7.9%	16.5%	14.5%
Two or More Races	2.8%	2.6%	2.5%
Hispanic Origin	22.5%	41.1%	37.1%
Diversity Index	58.3	73.0	71.7
2010 Population by Race/Ethnicity			
Total	12,927	115,717	266,588
White Alone	72.4%	65.8%	66.6%
Black Alone	4.9%	4.6%	5.7%
American Indian Alone	0.6%	0.6%	0.5%
Asian or Pacific Islander Alone	4.7%	3.3%	4.7%
Some Other Race Alone	13.5%	22.4%	19.3%
Two or More Races	3.8%	3.3%	3.1%
Hispanic Origin	37.9%	54.6%	48.4%
Diversity Index	72.1	78.0	77.5
2015 Population by Race/Ethnicity			
Total	13,002	117,539	273,402
White Alone	69.2%	63.4%	64.3%
Black Alone	4.7%	4.2%	5.5%
American Indian Alone	0.7%	0.6%	0.6%
Asian or Pacific Islander Alone	4.9%	3.4%	4.9%
Some Other Race Alone	16.2%	24.8%	21.3%
Two or More Races	4.3%	3.6%	3.4%
Hispanic Origin	45.8%	60.4%	53.4%
Diversity Index	75.6	78.9	79.0
2000 Population 3+ by School Enrollment			
 Total	12,545	106,227	235,995
Enrolled in Nursery/Preschool	1.4%	1.6%	1.8%
Enrolled in Kindergarten	1.8%	1.9%	1.7%
Enrolled in Grade 1-8	9.3%	12.1%	10.7%
Enrolled in Grade 9-12	5.0%	4.8%	4.3%
Enrolled in College	3.3%	2.7%	3.2%
Enrolled in Grad/Prof School	0.9%	1.0%	1.2%
Not Enrolled in School	78.4%	75.9%	77.1%
2010 Population 25+ by Educational Attainment			
Total	9,323	74,161	173,182
Less than 9th Grade	8.0%	15.5%	14.5%
9th - 12th Grade, No Diploma	6.6%	10.5%	9.4%
High School Graduate	19.4%	19.6%	16.8%
Some College, No Degree	23.3%	17.8%	17.3%
Associate Degree	6.3%	4.5%	4.9%
Bachelor's Degree	23.6%	20.8%	24.1%
Graduate/Professional Degree	13.0%	11.4%	12.9%

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.

Park Forest Northwest
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	1 mile radius	3 miles radius	5 miles radius
2010 Population 15+ by Marital Status			
 Total	10,682	89,605	209,790
Never Married	26.4%	31.5%	33.6%
Married	52.6%	52.5%	50.4%
Widowed	10.3%	5.6%	5.0%
Divorced	10.7%	10.4%	11.0%
2000 Population 16+ by Employment Status			
 Total	10,618	85,706	194,225
In Labor Force	61.5%	67.5%	70.0%
Civilian Employed	59.4%	64.8%	67.3%
Civilian Unemployed	2.1%	2.6%	2.7%
In Armed Forces	0.0%	0.0%	0.0%
Not in Labor Force	38.5%	32.5%	30.0%
2010 Civilian Population 16+ in Labor Force			
Civilian Employed	92.5%	92.0%	92.1%
Civilian Unemployed	7.5%	8.0%	7.9%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	93.9%	93.4%	93.5%
Civilian Unemployed	6.1%	6.6%	6.5%
2000 Females 16+ by Employment Status and Age of Children			
Total	5,620	42,528	95,773
Own Children < 6 Only	5.4%	8.4%	9.4%
Employed/in Armed Forces	2.6%	4.2%	4.7%
Unemployed	0.0%	0.3%	0.2%
Not in Labor Force	2.8%	4.0%	4.4%
Own Children < 6 and 6-17 Only	5.0%	7.8%	6.7%
Employed/in Armed Forces	2.7%	3.9%	3.2%
Unemployed	0.0%	0.2%	0.2%
Not in Labor Force	2.2%	3.7%	3.4%
Own Children 6-17 Only	13.4%	15.3%	13.7%
Employed/in Armed Forces	10.2%	10.8%	9.0%
Unemployed	0.3%	0.3%	0.4%
Not in Labor Force	2.9%	4.2%	4.3%
No Own Children < 18	76.3%	68.5%	70.3%
Employed/in Armed Forces	35.3%	36.4%	41.1%
Unemployed	1.1%	1.7%	1.7%
Not in Labor Force	39.9%	30.4%	27.5%
2010 Employed Population 16+ by Industry			
 Total	5,455	49,640	120,386
Agriculture/Mining	0.5%	0.5%	0.7%
Construction	6.2%	9.3%	9.3%
Manufacturing	9.1%	9.6%	8.3%
Wholesale Trade	4.4%	4.2%	3.9%
Retail Trade	10.5%	11.1%	11.0%
Transportation/Utilities	5.3%	4.3%	4.2%
Information	3.1%	2.8%	3.1%
Finance/Insurance/Real Estate	10.9%	9.5%	10.4%
Services	48.1%	47.0%	47.5%
Public Administration	2.0%	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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 3555 Forest Ln, Dallas, TX 75234-7919
 Ring: 1, 3, 5 Miles



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	1 mile radius	3 miles radius	5 miles radius
2010 Employed Population 16+ by Occupation			
Total	5,453	49,640	120,389
White Collar	73.9%	60.3%	63.3%
Management/Business/Financial	20.2%	17.3%	18.6%
Professional	24.7%	17.8%	19.6%
Sales	13.4%	13.2%	13.3%
Administrative Support	15.6%	12.1%	11.7%
Services	12.6%	16.6%	15.7%
Blue Collar	13.5%	23.1%	21.0%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	4.4%	8.1%	8.1%
Installation/Maintenance/Repair	2.1%	2.6%	2.3%
Production	3.9%	7.4%	5.9%
Transportation/Material Moving	3.0%	4.8%	4.5%
2000 Workers 16+ by Means of Transportation to Work			
 Total	6,229	54,545	128,537
Drove Alone - Car, Truck, or Van	80.7%	73.0%	73.1%
Carpooled - Car, Truck, or Van	9.3%	17.8%	17.2%
Public Transportation	1.5%	2.1%	2.3%
Walked	1.9%	2.1%	2.1%
Other Means	0.5%	0.8%	1.2%
Worked at Home	6.1%	4.1%	4.1%
2000 Workers 16+ by Travel Time to Work			
Total	6,230	54,546	128,536
Did Not Work at Home	93.9%	95.9%	95.9%
Less than 5 minutes	1.7%	1.4%	1.5%
5 to 9 minutes	10.0%	9.1%	8.8%
10 to 19 minutes	29.2%	32.5%	32.5%
20 to 24 minutes	22.6%	20.1%	18.7%
25 to 34 minutes	21.9%	22.8%	22.6%
35 to 44 minutes	2.9%	3.4%	4.3%
45 to 59 minutes	2.7%	3.4%	4.2%
60 to 89 minutes	1.3%	1.9%	2.1%
90 or more minutes	1.5%	1.3%	1.4%
Worked at Home	6.1%	4.1%	4.1%
Average Travel Time to Work (in min)	22.3	22.2	22.7
2000 Households by Vehicles Available			
Total	5,318	40,266	98,062
None	7.5%	6.0%	6.1%
1	34.2%	36.4%	42.7%
2	43.1%	42.3%	39.2%
3	9.9%	11.1%	9.0%
4	3.7%	2.9%	2.1%
5+	1.6%	1.3%	0.9%
Average Number of Vehicles Available	1.7	1.7	1.6

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

Park Forest Northwest
 3555 Forest Ln, Dallas, TX 75234-7919
 Ring: 1, 3, 5 Miles

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	1 mile radius	3 miles radius	5 miles radius
2000 Households by Type			
 Total	5,360	40,285	98,067
Family Households	62.6%	67.0%	60.3%
Married-couple Family	50.6%	51.5%	46.2%
With Related Children	19.8%	25.6%	22.8%
Other Family (No Spouse)	12.0%	15.5%	14.0%
With Related Children	6.5%	9.3%	8.2%
Nonfamily Households	37.4%	33.0%	39.7%
Householder Living Alone	30.1%	25.8%	31.5%
Householder Not Living Alone	7.3%	7.2%	8.3%
Households with Related Children	26.3%	34.9%	31.0%
Households with Persons 65+	35.9%	23.2%	18.5%
2000 Households by Size			
Total	5,361	40,285	98,067
1 Person Household	30.1%	25.8%	31.5%
2 Person Household	37.3%	32.3%	31.7%
3 Person Household	13.1%	14.9%	13.6%
4 Person Household	10.7%	12.5%	11.4%
5 Person Household	5.1%	7.2%	6.2%
6 Person Household	2.1%	3.7%	3.0%
7+ Person Household	1.6%	3.6%	2.7%
2000 Households by Year Householder Moved In			
Total	5,318	40,266	98,062
Moved in 1999 to March 2000	18.4%	25.1%	30.6%
Moved in 1995 to 1998	28.6%	31.0%	32.6%
Moved in 1990 to 1994	10.7%	13.5%	12.9%
Moved in 1980 to 1989	13.4%	10.5%	10.0%
Moved in 1970 to 1979	13.7%	9.4%	6.8%
Moved in 1969 or Earlier	15.3%	10.5%	7.1%
Median Year Householder Moved In	1994	1996	1997
2000 Housing Units by Units in Structure			
 Total	5,528	41,973	103,514
1, Detached	69.2%	57.9%	45.2%
1, Attached	6.2%	5.8%	5.4%
2	0.8%	1.2%	1.4%
3 or 4	3.2%	5.4%	6.6%
5 to 9	1.9%	8.1%	10.1%
10 to 19	3.4%	4.3%	7.6%
20+	14.9%	16.8%	23.3%
Mobile Home	0.4%	0.3%	0.4%
Other	0.1%	0.1%	0.1%
2000 Housing Units by Year Structure Built			
Total	5,538	41,903	103,436
1999 to March 2000	1.7%	1.2%	2.2%
1995 to 1998	2.6%	4.2%	6.6%
1990 to 1994	0.4%	3.5%	5.3%
1980 to 1989	9.5%	11.2%	19.5%
1970 to 1979	13.5%	19.6%	22.6%
1969 or Earlier	72.4%	60.3%	43.7%
Median Year Structure Built	1966	1967	1973

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

Park Forest Northwest
 3555 Forest Ln, Dallas, TX 75234-7919
 Ring: 1, 3, 5 Miles

Latitude: 32.91006
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	1 mile radius	3 miles radius	5 miles radius
Top 3 Tapestry Segments			
1.	Prosperous Empty Nests	NeWest Residents	Young and Restless
2.	Connoisseurs	Prosperous Empty Nests	NeWest Residents
3.	Retirement Communities	Connoisseurs	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 \$	\$10,400,072	\$83,534,107	\$227,950,001
Average Spent	\$1,953.43	\$2,065.73	\$2,220.18
Spending Potential Index	82	86	93
Computers & Accessories: Total \$	\$1,345,315	\$11,001,249	\$30,006,854
Average Spent	\$252.69	\$272.05	\$292.26
Spending Potential Index	115	124	133
Education: Total \$	\$7,911,959	\$60,214,034	\$161,606,411
Average Spent	\$1,486.09	\$1,489.05	\$1,574.01
Spending Potential Index	122	122	129
Entertainment/Recreation: Total \$	\$20,303,079	\$157,001,977	\$418,503,694
Average Spent	\$3,813.50	\$3,882.54	\$4,076.12
Spending Potential Index	118	120	126
Food at Home: Total \$	\$27,691,415	\$218,763,000	\$589,296,685
Average Spent	\$5,201.24	\$5,409.84	\$5,739.60
Spending Potential Index	116	121	128
Food Away from Home: Total \$	\$19,938,797	\$159,079,648	\$431,855,723
Average Spent	\$3,745.08	\$3,933.91	\$4,206.17
Spending Potential Index	116	122	131
Health Care: Total \$	\$24,307,442	\$171,539,959	\$442,055,846
Average Spent	\$4,565.64	\$4,242.05	\$4,305.52
Spending Potential Index	123	114	116
HH Furnishings & Equipment: Total \$	\$11,195,928	\$87,989,785	\$234,921,569
Average Spent	\$2,102.92	\$2,175.92	\$2,288.08
Spending Potential Index	102	106	111
Investments: Total \$	\$11,353,578	\$81,988,177	\$213,193,989
Average Spent	\$2,132.53	\$2,027.50	\$2,076.46
Spending Potential Index	123	117	119
Retail Goods: Total \$	\$146,563,883	\$1,145,032,277	\$3,056,799,889
Average Spent	\$27,528.90	\$28,315.75	\$29,772.48
Spending Potential Index	111	114	120
Shelter: Total \$	\$100,294,510	\$799,671,369	\$2,160,872,189
Average Spent	\$18,838.19	\$19,775.25	\$21,046.36
Spending Potential Index	119	125	133
TV/Video/Audio: Total \$	\$7,667,790	\$59,605,271	\$161,484,655
Average Spent	\$1,440.23	\$1,473.99	\$1,572.82
Spending Potential Index	116	119	127
Travel: Total \$	\$12,202,172	\$93,421,746	\$245,666,945
Average Spent	\$2,291.92	\$2,310.25	\$2,392.74
Spending Potential Index	121	122	126
Vehicle Maintenance & Repairs: Total \$	\$5,857,090	\$45,768,442	\$122,636,644
Average Spent	\$1,100.13	\$1,131.82	\$1,194.45
Spending Potential Index	117	120	127

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 Northwest
 3555 Forest Ln, Dallas, TX 75234-7919
 Ring: 1 mile radius

Latitude: 32.91006
 Longitude: -96.85931

Summary	2000	2010	2015
Population	12,848	12,927	13,002
Households	5,361	5,324	5,328
Families	3,355	3,258	3,221
Average Household Size	2.36	2.39	2.40
Owner Occupied Housing Units	3,829	3,619	3,617
Renter Occupied Housing Units	1,532	1,705	1,711
Median Age	42.2	45.7	46.6

Trends: 2010 - 2015 Annual Rate	Area	State	National
Population	0.12%	1.65%	0.76%
Households	0.02%	1.63%	0.78%
Families	-0.23%	1.48%	0.64%
Owner HHs	-0.01%	1.72%	0.82%
Median Household Income	2.18%	2.54%	2.36%

Households by Income	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	638	11.8%	497	9.3%	398	7.5%
\$15,000 - \$24,999	535	9.9%	401	7.5%	332	6.2%
\$25,000 - \$34,999	550	10.2%	373	7.0%	280	5.3%
\$35,000 - \$49,999	787	14.6%	830	15.6%	588	11.0%
\$50,000 - \$74,999	955	17.7%	997	18.7%	1,190	22.3%
\$75,000 - \$99,999	703	13.0%	853	16.0%	870	16.3%
\$100,000 - \$149,999	708	13.1%	783	14.7%	949	17.8%
\$150,000 - \$199,999	225	4.2%	296	5.6%	361	6.8%
\$200,000+	303	5.6%	294	5.5%	360	6.8%

Median Household Income	\$55,082	\$64,608	\$71,948
Average Household Income	\$74,578	\$81,456	\$90,850
Per Capita Income	\$31,406	\$33,592	\$37,282

Population by Age	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	778	6.1%	748	5.8%	708	5.4%
5 - 9	737	5.7%	730	5.6%	736	5.7%
10 - 14	741	5.8%	768	5.9%	765	5.9%
15 - 19	678	5.3%	700	5.4%	743	5.7%
20 - 24	506	3.9%	659	5.1%	633	4.9%
25 - 34	1,479	11.5%	1,201	9.3%	1,386	10.7%
35 - 44	2,086	16.2%	1,512	11.7%	1,257	9.7%
45 - 54	1,794	14.0%	2,063	16.0%	1,869	14.4%
55 - 64	1,300	10.1%	1,704	13.2%	1,922	14.8%
65 - 74	1,358	10.6%	1,190	9.2%	1,426	11.0%
75 - 84	1,054	8.2%	1,099	8.5%	985	7.6%
85+	337	2.6%	555	4.3%	570	4.4%

Race and Ethnicity	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
White Alone	10,245	79.7%	9,353	72.4%	9,003	69.2%
Black Alone	632	4.9%	639	4.9%	614	4.7%
American Indian Alone	58	0.5%	78	0.6%	86	0.7%
Asian Alone	526	4.1%	596	4.6%	613	4.7%
Pacific Islander Alone	9	0.1%	17	0.1%	18	0.1%
Some Other Race Alone	1,017	7.9%	1,747	13.5%	2,112	16.2%
Two or More Races	362	2.8%	497	3.8%	556	4.3%
Hispanic Origin (Any Race)	2,886	22.5%	4,905	37.9%	5,958	45.8%

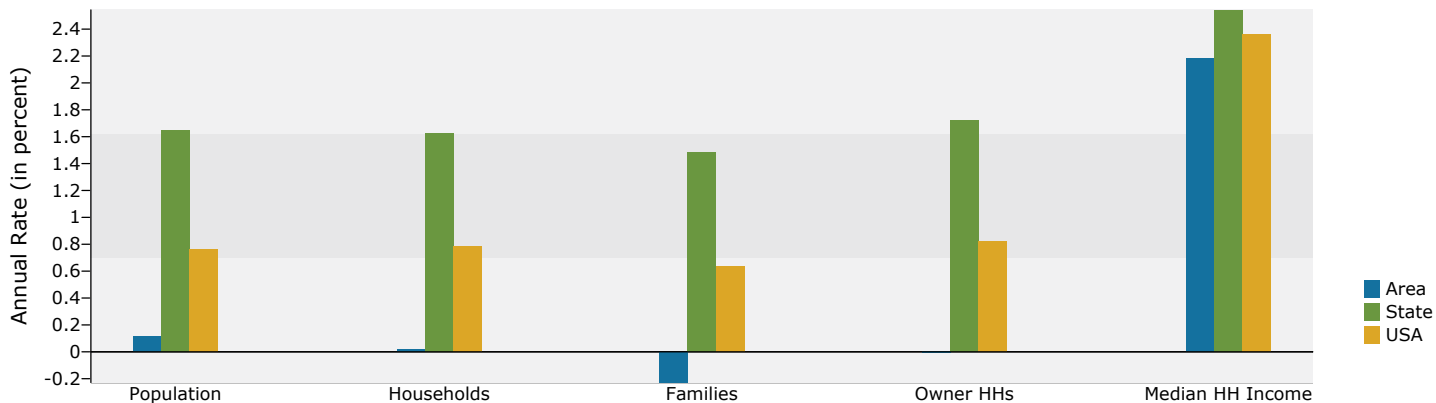
Data Note: Income is expressed in current dollars

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

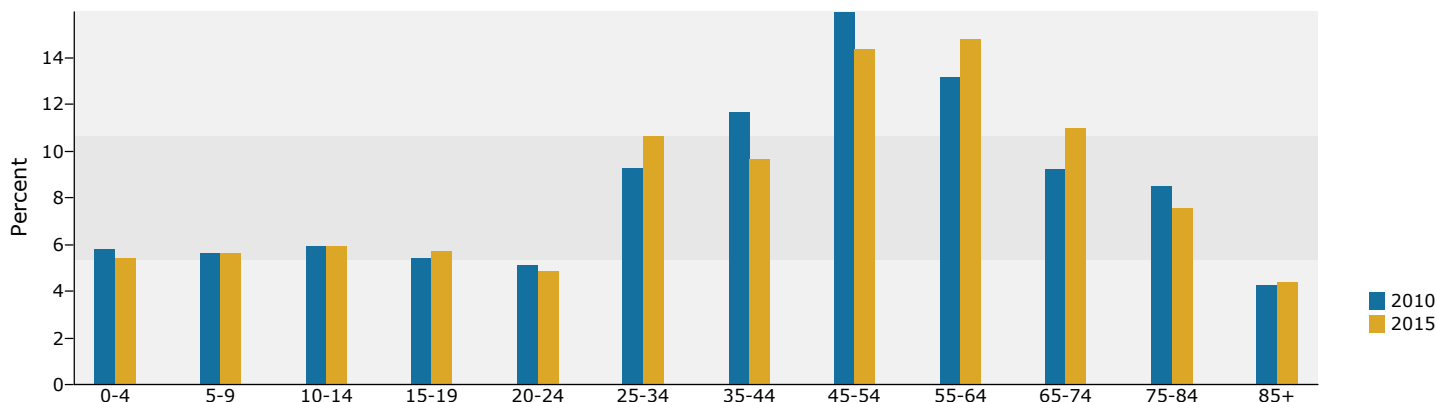
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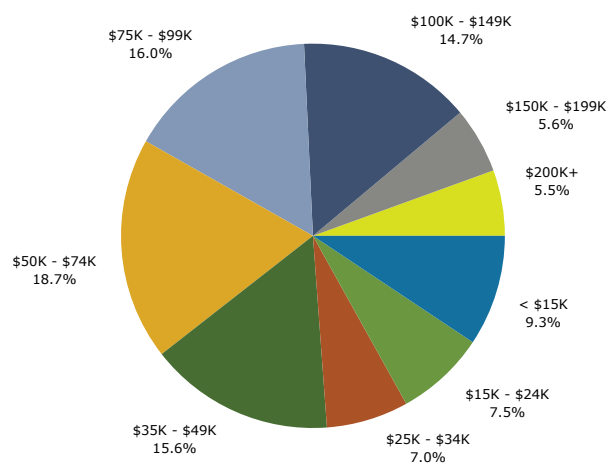
Trends 2010-2015



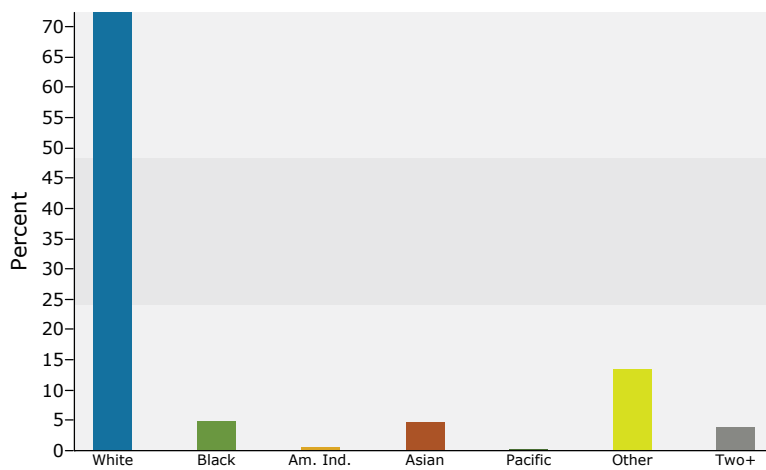
Population by Age



2010 Household Income



2010 Population by Race



2010 Percent Hispanic Origin: 37.9%

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 Northwest
 3555 Forest Ln, Dallas, TX 75234-7919
 Ring: 3 miles radius

Latitude: 32.91006
 Longitude: -96.85931

Summary	2000	2010	2015
Population	111,581	115,718	117,540
Households	40,285	40,438	40,817
Families	26,984	26,575	26,515
Average Household Size	2.76	2.85	2.86
Owner Occupied Housing Units	23,553	22,541	22,665
Renter Occupied Housing Units	16,732	17,897	18,152
Median Age	33.4	35.0	34.8

Trends: 2010 - 2015 Annual Rate	Area	State	National
Population	0.31%	1.65%	0.76%
Households	0.19%	1.63%	0.78%
Families	-0.05%	1.48%	0.64%
Owner HHs	0.11%	1.72%	0.82%
Median Household Income	2.32%	2.54%	2.36%

Households by Income	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	3,833	9.5%	2,802	6.9%	2,237	5.5%
\$15,000 - \$24,999	4,497	11.2%	2,915	7.2%	2,423	5.9%
\$25,000 - \$34,999	4,940	12.3%	3,826	9.5%	2,952	7.2%
\$35,000 - \$49,999	6,591	16.3%	7,014	17.3%	5,068	12.4%
\$50,000 - \$74,999	7,480	18.6%	8,030	19.9%	9,609	23.5%
\$75,000 - \$99,999	4,218	10.5%	5,655	14.0%	6,140	15.0%
\$100,000 - \$149,999	4,575	11.3%	5,700	14.1%	6,905	16.9%
\$150,000 - \$199,999	1,778	4.4%	2,002	5.0%	2,496	6.1%
\$200,000+	2,406	6.0%	2,495	6.2%	2,985	7.3%

Median Household Income	\$50,741	\$61,641	\$69,139
Average Household Income	\$76,228	\$83,567	\$93,164
Per Capita Income	\$27,825	\$29,553	\$32,748

Population by Age	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	9,147	8.2%	9,296	8.0%	9,288	7.9%
5 - 9	8,213	7.4%	8,732	7.5%	8,802	7.5%
10 - 14	7,189	6.4%	8,084	7.0%	8,283	7.0%
15 - 19	7,187	6.4%	7,683	6.6%	7,733	6.6%
20 - 24	7,983	7.2%	7,761	6.7%	8,335	7.1%
25 - 34	18,970	17.0%	16,316	14.1%	16,661	14.2%
35 - 44	17,887	16.0%	16,031	13.9%	14,336	12.2%
45 - 54	13,068	11.7%	16,154	14.0%	15,614	13.3%
55 - 64	8,634	7.7%	11,400	9.9%	13,013	11.1%
65 - 74	7,136	6.4%	6,931	6.0%	8,336	7.1%
75 - 84	4,909	4.4%	5,090	4.4%	4,833	4.1%
85+	1,258	1.1%	2,238	1.9%	2,307	2.0%

Race and Ethnicity	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
White Alone	80,385	72.0%	76,110	65.8%	74,475	63.4%
Black Alone	5,867	5.3%	5,337	4.6%	4,969	4.2%
American Indian Alone	547	0.5%	653	0.6%	693	0.6%
Asian Alone	3,435	3.1%	3,760	3.2%	3,878	3.3%
Pacific Islander Alone	48	0.0%	90	0.1%	94	0.1%
Some Other Race Alone	18,364	16.5%	25,932	22.4%	29,205	24.8%
Two or More Races	2,935	2.6%	3,835	3.3%	4,225	3.6%
Hispanic Origin (Any Race)	45,871	41.1%	63,167	54.6%	70,936	60.4%

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.

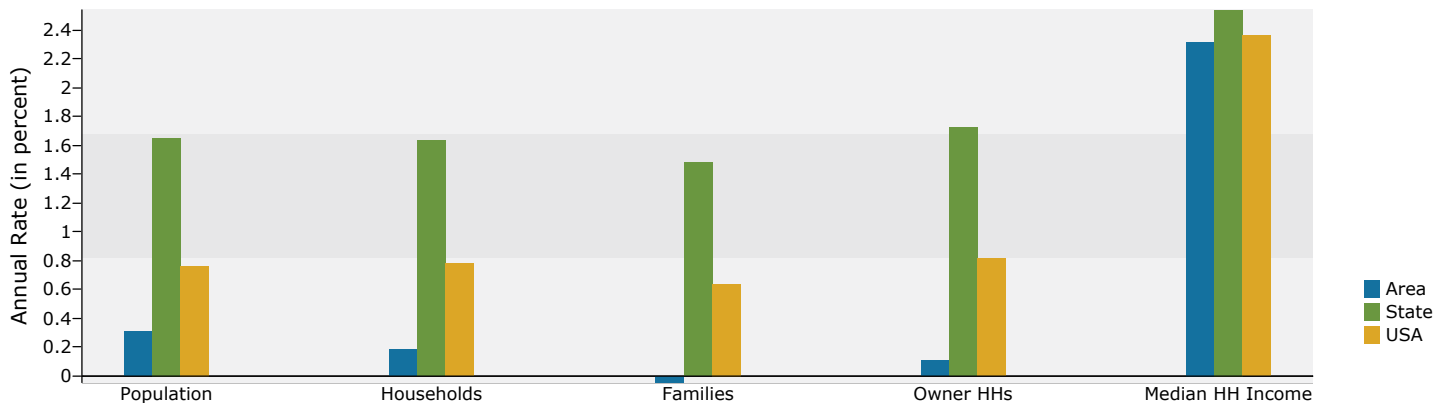
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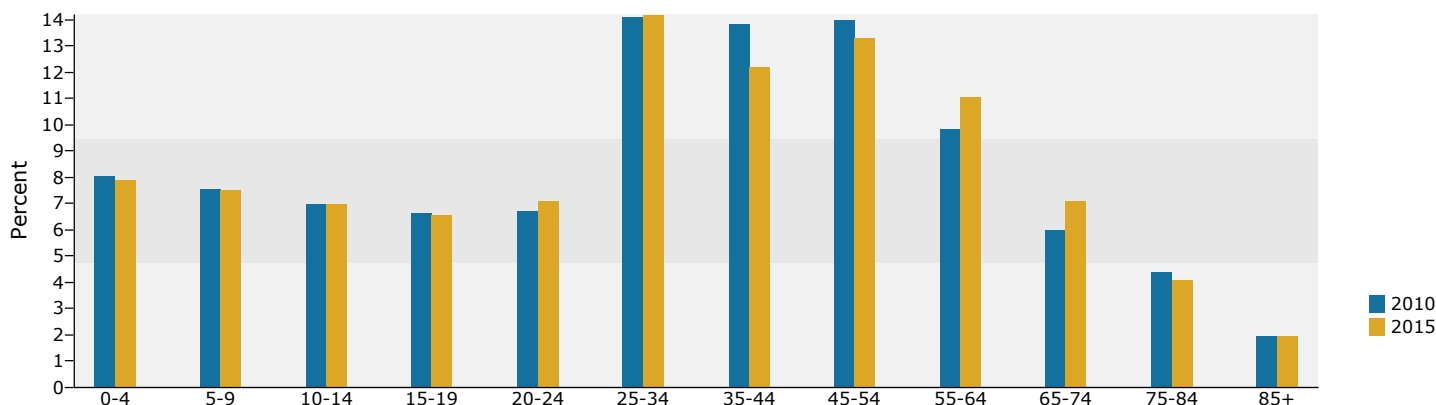
Park Forest Northwest
 3555 Forest Ln, Dallas, TX 75234-7919
 Ring: 3 miles radius

Latitude: 32.91006
 Longitude: -96.85931

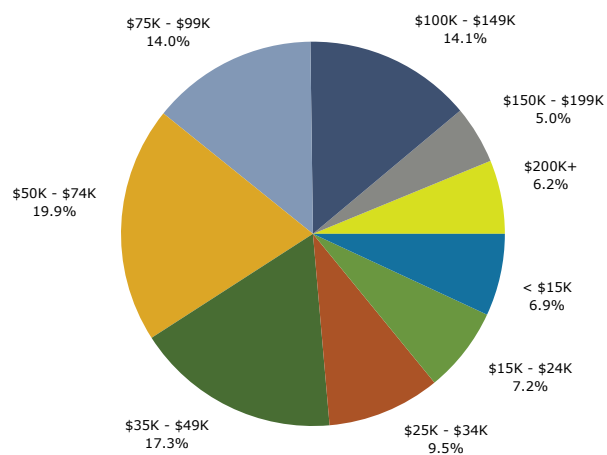
Trends 2010-2015



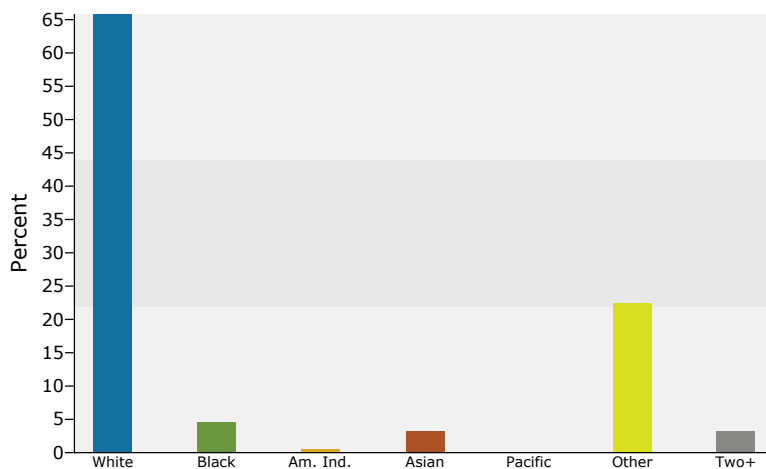
Population by Age



2010 Household Income



2010 Population by Race



2010 Percent Hispanic Origin: 54.6%

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 Northwest
 3555 Forest Ln, Dallas, TX 75234-7919
 Ring: 5 miles radius

Latitude: 32.91006
 Longitude: -96.85931

Summary	2000	2010	2015
Population	248,153	266,587	273,402
Households	98,067	102,672	104,942
Families	59,095	60,007	60,460
Average Household Size	2.52	2.58	2.59
Owner Occupied Housing Units	48,172	48,015	48,879
Renter Occupied Housing Units	49,896	54,657	56,062
Median Age	32.7	34.0	33.9

Trends: 2010 - 2015 Annual Rate	Area	State	National
Population	0.51%	1.65%	0.76%
Households	0.44%	1.63%	0.78%
Families	0.15%	1.48%	0.64%
Owner HHs	0.36%	1.72%	0.82%
Median Household Income	2.52%	2.54%	2.36%

Households by Income	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	9,321	9.5%	7,252	7.1%	5,892	5.6%
\$15,000 - \$24,999	10,812	11.0%	7,140	7.0%	6,022	5.7%
\$25,000 - \$34,999	12,177	12.4%	9,462	9.2%	7,345	7.0%
\$35,000 - \$49,999	16,530	16.8%	18,212	17.7%	12,839	12.2%
\$50,000 - \$74,999	18,122	18.4%	19,946	19.4%	24,338	23.2%
\$75,000 - \$99,999	9,863	10.0%	14,780	14.4%	16,440	15.7%
\$100,000 - \$149,999	10,058	10.2%	13,142	12.8%	16,445	15.7%
\$150,000 - \$199,999	4,200	4.3%	5,123	5.0%	6,463	6.2%
\$200,000+	7,204	7.3%	7,614	7.4%	9,156	8.7%

Median Household Income	\$50,305	\$61,903	\$70,089
Average Household Income	\$81,791	\$88,074	\$98,724
Per Capita Income	\$32,438	\$33,951	\$37,917

Population by Age	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	19,995	8.1%	20,796	7.8%	20,904	7.6%
5 - 9	17,038	6.9%	18,753	7.0%	19,013	7.0%
10 - 14	14,255	5.7%	17,248	6.5%	17,438	6.4%
15 - 19	14,579	5.9%	16,551	6.2%	17,031	6.2%
20 - 24	19,786	8.0%	20,058	7.5%	22,073	8.1%
25 - 34	49,125	19.8%	43,687	16.4%	44,837	16.4%
35 - 44	39,977	16.1%	38,374	14.4%	34,298	12.5%
45 - 54	29,237	11.8%	36,213	13.6%	36,039	13.2%
55 - 64	18,666	7.5%	25,647	9.6%	28,688	10.5%
65 - 74	13,404	5.4%	14,981	5.6%	18,547	6.8%
75 - 84	9,254	3.7%	9,704	3.6%	9,817	3.6%
85+	2,840	1.1%	4,575	1.7%	4,717	1.7%

Race and Ethnicity	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
White Alone	179,988	72.5%	177,549	66.6%	175,684	64.3%
Black Alone	14,985	6.0%	15,265	5.7%	14,933	5.5%
American Indian Alone	1,147	0.5%	1,456	0.5%	1,574	0.6%
Asian Alone	9,856	4.0%	12,303	4.6%	13,301	4.9%
Pacific Islander Alone	92	0.0%	189	0.1%	208	0.1%
Some Other Race Alone	35,860	14.5%	51,435	19.3%	58,330	21.3%
Two or More Races	6,224	2.5%	8,391	3.1%	9,372	3.4%
Hispanic Origin (Any Race)	92,178	37.1%	129,133	48.4%	146,034	53.4%

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.

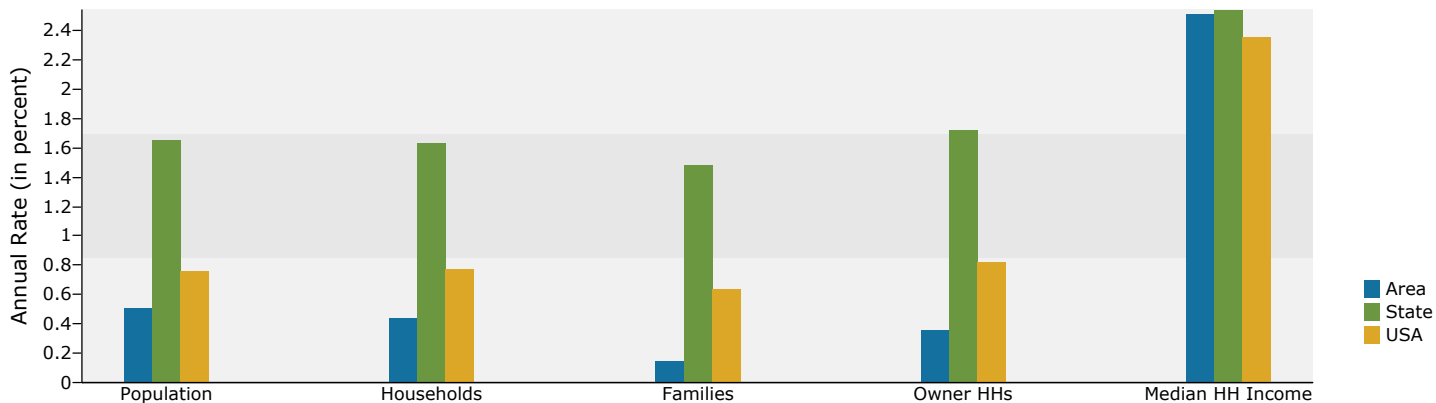
April 26, 2011

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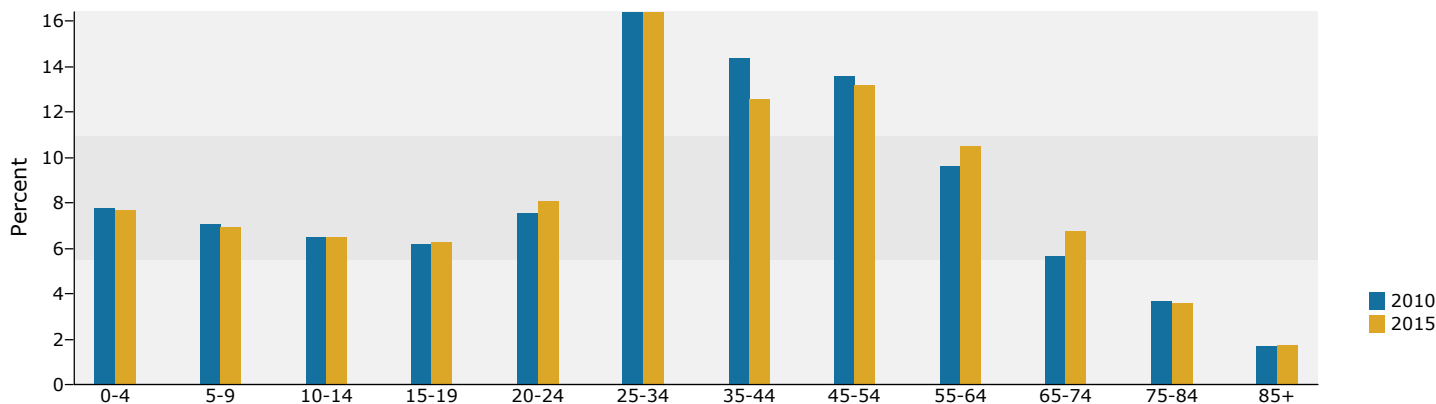
Park Forest Northwest
 3555 Forest Ln, Dallas, TX 75234-7919
 Ring: 5 miles radius

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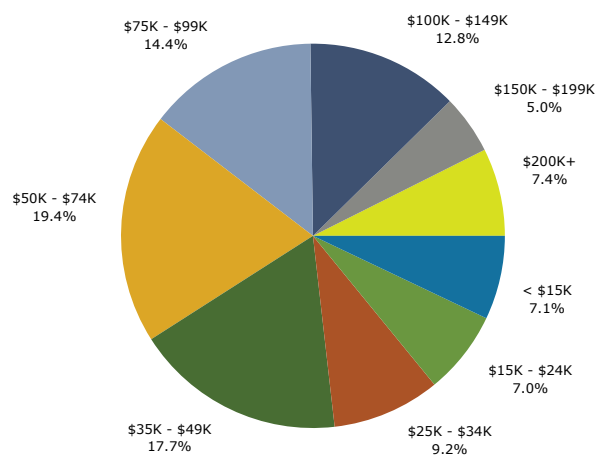
Trends 2010-2015



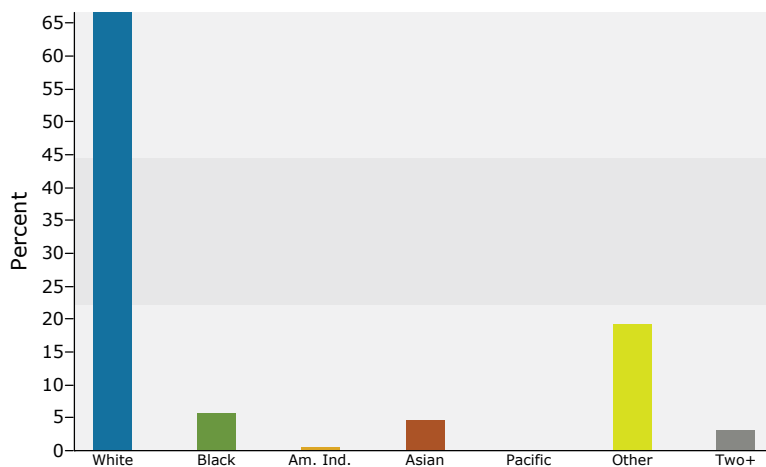
Population by Age



2010 Household Income



2010 Population by Race



2010 Percent Hispanic Origin: 48.4%

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 Northwest
3555 Forest Ln, Dallas, TX 75234-7919
Ring: 1 mile radius

Latitude: 32.91006
Longitude: -96.85931

Top Tapestry Segments:		Demographic Summary		2010	2015
Prosperous Empty Nesters	32.1%	Population		12,927	13,002
Connoisseurs	12.0%	Households		5,324	5,328
Retirement Communities	9.6%	Families		3,258	3,221
Old and Newcomers	8.0%	Median Age		45.7	46.6
Cozy and Comfortable	8.0%	Median Household Income		\$64,608	\$71,948

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	82	\$1,953.43	\$10,400,072
Men's	77	\$352.83	\$1,878,479
Women's	75	\$619.13	\$3,296,235
Children's	81	\$324.71	\$1,728,762
Footwear	56	\$233.65	\$1,243,964
Watches & Jewelry	119	\$230.30	\$1,226,092
Apparel Products and Services ¹	206	\$192.81	\$1,026,542
Computer			
Computers and Hardware for Home Use	115	\$219.57	\$1,168,982
Software and Accessories for Home Use	116	\$33.12	\$176,333
Entertainment & Recreation	118	\$3,813.50	\$20,303,079
Fees and Admissions	122	\$758.18	\$4,036,558
Membership Fees for Clubs ²	128	\$209.89	\$1,117,464
Fees for Participant Sports, excl. Trips	122	\$130.58	\$695,230
Admission to Movie/Theatre/Opera/Ballet	120	\$181.49	\$966,261
Admission to Sporting Events, excl. Trips	121	\$71.72	\$381,829
Fees for Recreational Lessons	120	\$163.56	\$870,814
Dating Services	121	\$0.93	\$4,960
TV/Video/Audio	116	\$1,440.23	\$7,667,790
Community Antenna or Cable TV	118	\$854.03	\$4,546,868
Televisions	116	\$225.06	\$1,198,204
VCRs, Video Cameras, and DVD Players	113	\$23.08	\$122,857
Video Cassettes and DVDs	112	\$58.73	\$312,685
Video and Computer Game Hardware and Software	115	\$63.94	\$340,392
Satellite Dishes	104	\$1.31	\$6,975
Rental of Video Cassettes and DVDs	111	\$45.60	\$242,794
Streaming/Downloaded Video	124	\$1.74	\$9,289
Audio ³	107	\$157.86	\$840,471
Rental and Repair of TV/Radio/Audio	117	\$8.88	\$47,257
Pets	141	\$605.96	\$3,226,156
Toys and Games ⁴	112	\$163.22	\$868,971
Recreational Vehicles and Fees ⁵	106	\$342.49	\$1,823,439
Sports/Recreation/Exercise Equipment ⁶	88	\$159.31	\$848,158
Photo Equipment and Supplies ⁷	115	\$119.08	\$633,982
Reading ⁸	125	\$194.31	\$1,034,532
Catered Affairs ⁹	125	\$30.71	\$163,490
Food	116	\$8,946.32	\$47,630,212
Food at Home	116	\$5,201.24	\$27,691,415
Bakery and Cereal Products	117	\$697.55	\$3,713,755
Meat, Poultry, Fish, and Eggs	116	\$1,204.49	\$6,412,694
Dairy Products	116	\$575.58	\$3,064,396
Fruit and Vegetables	118	\$926.18	\$4,931,002
Snacks and Other Food at Home ¹⁰	115	\$1,797.44	\$9,569,569
Food Away from Home	116	\$3,745.08	\$19,938,797
Alcoholic Beverages	121	\$691.15	\$3,679,673
Nonalcoholic Beverages at Home	115	\$504.03	\$2,683,470



Retail Goods and Services Expenditures

Park Forest Northwest
3555 Forest Ln, Dallas, TX 75234-7919
Ring: 1 mile radius

Latitude: 32.91006
Longitude: -96.85931

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	123	\$2,132.53	\$11,353,578
Vehicle Loans	107	\$5,271.72	\$28,066,635
Health			
Nonprescription Drugs	115	\$118.50	\$630,902
Prescription Drugs	123	\$613.96	\$3,268,726
Eyeglasses and Contact Lenses	121	\$93.24	\$496,424
Home			
Mortgage Payment and Basics ¹¹	117	\$10,977.12	\$58,442,172
Maintenance and Remodeling Services	124	\$2,468.06	\$13,139,971
Maintenance and Remodeling Materials ¹²	110	\$409.63	\$2,180,892
Utilities, Fuel, and Public Services	118	\$5,341.15	\$28,436,291
Household Furnishings and Equipment			
Household Textiles ¹³	117	\$155.50	\$827,876
Furniture	116	\$696.74	\$3,709,470
Floor Coverings	130	\$97.16	\$517,294
Major Appliances ¹⁴	114	\$347.23	\$1,848,671
Housewares ¹⁵	103	\$88.27	\$469,943
Small Appliances	119	\$39.10	\$208,181
Luggage	119	\$10.98	\$58,445
Telephones and Accessories	75	\$32.11	\$170,968
Household Operations			
Child Care	107	\$493.46	\$2,627,199
Lawn and Garden ¹⁶	121	\$505.09	\$2,689,083
Moving/Storage/Freight Express	113	\$68.84	\$366,526
Housekeeping Supplies ¹⁷	116	\$816.56	\$4,347,362
Insurance			
Owners and Renters Insurance	119	\$550.36	\$2,930,119
Vehicle Insurance	117	\$1,362.17	\$7,252,177
Life/Other Insurance	121	\$506.72	\$2,697,781
Health Insurance	124	\$2,399.27	\$12,773,713
Personal Care Products ¹⁸	116	\$460.96	\$2,454,169
School Books and Supplies ¹⁹	115	\$122.54	\$652,381
Smoking Products	114	\$486.61	\$2,590,730
Transportation			
Vehicle Purchases (Net Outlay) ²⁰	111	\$4,879.76	\$25,979,855
Gasoline and Motor Oil	112	\$3,206.80	\$17,073,029
Vehicle Maintenance and Repairs	117	\$1,100.13	\$5,857,090
Travel			
Airline Fares	123	\$566.13	\$3,014,064
Lodging on Trips	122	\$533.59	\$2,840,857
Auto/Truck/Van Rental on Trips	124	\$45.60	\$242,766
Food and Drink on Trips	119	\$519.99	\$2,768,445

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 Northwest
3555 Forest Ln, Dallas, TX 75234-7919
Ring: 1 mile radius

Latitude: 32.91006
Longitude: -96.85931

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 Northwest
3555 Forest Ln, Dallas, TX 75234-7919
Ring: 3 miles radius

Latitude: 32.91006
Longitude: -96.85931

Top Tapestry Segments:		Demographic Summary		2010	2015
NeWest Residents	15.1%	Population		115,718	117,540
Prosperous Empty Nesters	10.6%	Households		40,438	40,817
Connoisseurs	10.5%	Families		26,575	26,515
Cozy and Comfortable	9.1%	Median Age		35.0	34.8
Young and Restless	6.5%	Median Household Income		\$61,641	\$69,139

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	86	\$2,065.73	\$83,534,107
Men's	81	\$372.30	\$15,054,921
Women's	76	\$630.18	\$25,483,080
Children's	91	\$365.44	\$14,777,652
Footwear	61	\$253.59	\$10,254,799
Watches & Jewelry	121	\$234.23	\$9,471,847
Apparel Products and Services ¹	224	\$210.00	\$8,491,811
Computer			
Computers and Hardware for Home Use	123	\$236.10	\$9,547,545
Software and Accessories for Home Use	126	\$35.95	\$1,453,704
Entertainment & Recreation	120	\$3,882.54	\$157,001,977
Fees and Admissions	124	\$768.59	\$31,080,413
Membership Fees for Clubs ²	124	\$202.66	\$8,195,004
Fees for Participant Sports, excl. Trips	123	\$130.70	\$5,285,422
Admission to Movie/Theatre/Opera/Ballet	127	\$192.79	\$7,795,937
Admission to Sporting Events, excl. Trips	120	\$71.25	\$2,881,107
Fees for Recreational Lessons	125	\$170.23	\$6,883,789
Dating Services	126	\$0.97	\$39,154
TV/Video/Audio	119	\$1,473.99	\$59,605,271
Community Antenna or Cable TV	117	\$841.38	\$34,023,738
Televisions	123	\$237.19	\$9,591,410
VCRs, Video Cameras, and DVD Players	126	\$25.59	\$1,034,884
Video Cassettes and DVDs	124	\$65.01	\$2,628,982
Video and Computer Game Hardware and Software	123	\$68.56	\$2,772,561
Satellite Dishes	119	\$1.50	\$60,636
Rental of Video Cassettes and DVDs	125	\$51.39	\$2,078,211
Streaming/Downloaded Video	121	\$1.70	\$68,850
Audio ³	117	\$172.15	\$6,961,222
Rental and Repair of TV/Radio/Audio	126	\$9.52	\$384,777
Pets	141	\$606.79	\$24,537,297
Toys and Games ⁴	118	\$171.99	\$6,955,078
Recreational Vehicles and Fees ⁵	109	\$352.32	\$14,246,918
Sports/Recreation/Exercise Equipment ⁶	93	\$168.41	\$6,810,211
Photo Equipment and Supplies ⁷	120	\$124.64	\$5,040,237
Reading ⁸	119	\$183.83	\$7,433,698
Catered Affairs ⁹	130	\$31.97	\$1,292,852
Food	121	\$9,343.75	\$377,842,649
Food at Home	121	\$5,409.84	\$218,763,000
Bakery and Cereal Products	119	\$710.04	\$28,712,588
Meat, Poultry, Fish, and Eggs	122	\$1,264.11	\$51,117,911
Dairy Products	119	\$594.10	\$24,024,243
Fruit and Vegetables	123	\$967.91	\$39,140,155
Snacks and Other Food at Home ¹⁰	120	\$1,873.69	\$75,768,103
Food Away from Home	122	\$3,933.91	\$159,079,648
Alcoholic Beverages	125	\$712.90	\$28,828,413
Nonalcoholic Beverages at Home	121	\$528.29	\$21,362,790



Retail Goods and Services Expenditures

Park Forest Northwest
3555 Forest Ln, Dallas, TX 75234-7919
Ring: 3 miles radius

Latitude: 32.91006
Longitude: -96.85931

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	117	\$2,027.50	\$81,988,177
Vehicle Loans	116	\$5,707.71	\$230,808,213
Health			
Nonprescription Drugs	114	\$117.25	\$4,741,315
Prescription Drugs	109	\$543.69	\$21,985,814
Eyeglasses and Contact Lenses	118	\$90.37	\$3,654,183
Home			
Mortgage Payment and Basics ¹¹	118	\$11,025.16	\$445,835,531
Maintenance and Remodeling Services	118	\$2,342.03	\$94,706,835
Maintenance and Remodeling Materials ¹²	110	\$408.39	\$16,514,350
Utilities, Fuel, and Public Services	117	\$5,299.43	\$214,298,324
Household Furnishings and Equipment			
Household Textiles ¹³	120	\$160.09	\$6,473,664
Furniture	122	\$731.87	\$29,595,558
Floor Coverings	118	\$88.41	\$3,574,984
Major Appliances ¹⁴	114	\$345.68	\$13,978,564
Housewares ¹⁵	111	\$95.46	\$3,860,186
Small Appliances	119	\$38.86	\$1,571,565
Luggage	122	\$11.32	\$457,572
Telephones and Accessories	84	\$35.95	\$1,453,849
Household Operations			
Child Care	124	\$574.45	\$23,229,620
Lawn and Garden ¹⁶	114	\$477.20	\$19,296,823
Moving/Storage/Freight Express	130	\$78.69	\$3,181,986
Housekeeping Supplies ¹⁷	119	\$831.13	\$33,609,366
Insurance			
Owners and Renters Insurance	110	\$511.43	\$20,681,351
Vehicle Insurance	120	\$1,393.98	\$56,369,736
Life/Other Insurance	113	\$469.91	\$19,002,149
Health Insurance	113	\$2,188.65	\$88,504,712
Personal Care Products ¹⁸	122	\$485.97	\$19,651,854
School Books and Supplies ¹⁹	122	\$130.53	\$5,278,369
Smoking Products	112	\$479.34	\$19,383,571
Transportation			
Vehicle Purchases (Net Outlay) ²⁰	119	\$5,226.68	\$211,356,523
Gasoline and Motor Oil	117	\$3,360.57	\$135,894,601
Vehicle Maintenance and Repairs	120	\$1,131.82	\$45,768,442
Travel			
Airline Fares	127	\$584.38	\$23,631,155
Lodging on Trips	120	\$524.11	\$21,194,103
Auto/Truck/Van Rental on Trips	127	\$47.04	\$1,902,337
Food and Drink on Trips	121	\$524.67	\$21,216,541

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 Northwest
3555 Forest Ln, Dallas, TX 75234-7919
Ring: 3 miles radius

Latitude: 32.91006
Longitude: -96.85931

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 Northwest
3555 Forest Ln, Dallas, TX 75234-7919
Ring: 5 miles radius

Latitude: 32.91006
Longitude: -96.85931

Top Tapestry Segments:		Demographic Summary		2010	2015
Young and Restless	14.0%	Population		266,587	273,402
NeWest Residents	13.8%	Households		102,672	104,942
Metro Renters	9.8%	Families		60,007	60,460
Connoisseurs	7.3%	Median Age		34.0	33.9
Top Rung	6.8%	Median Household Income		\$61,903	\$70,089

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	93	\$2,220.18	\$227,950,001
Men's	87	\$399.88	\$41,056,619
Women's	81	\$669.53	\$68,741,880
Children's	98	\$394.08	\$40,460,530
Footwear	66	\$274.24	\$28,156,448
Watches & Jewelry	129	\$249.84	\$25,651,084
Apparel Products and Services ¹	248	\$232.62	\$23,883,441
Computer			
Computers and Hardware for Home Use	132	\$253.70	\$26,048,205
Software and Accessories for Home Use	135	\$38.56	\$3,958,649
Entertainment & Recreation	126	\$4,076.12	\$418,503,694
Fees and Admissions	129	\$796.60	\$81,788,978
Membership Fees for Clubs ²	127	\$207.70	\$21,324,801
Fees for Participant Sports, excl. Trips	126	\$134.57	\$13,817,083
Admission to Movie/Theatre/Opera/Ballet	136	\$205.68	\$21,117,653
Admission to Sporting Events, excl. Trips	124	\$73.64	\$7,560,618
Fees for Recreational Lessons	127	\$173.89	\$17,853,606
Dating Services	145	\$1.12	\$115,217
TV/Video/Audio	127	\$1,572.82	\$161,484,655
Community Antenna or Cable TV	123	\$889.73	\$91,349,909
Televisions	131	\$252.95	\$25,971,334
VCRs, Video Cameras, and DVD Players	137	\$27.98	\$2,873,132
Video Cassettes and DVDs	136	\$71.78	\$7,369,651
Video and Computer Game Hardware and Software	133	\$74.40	\$7,639,032
Satellite Dishes	128	\$1.61	\$165,588
Rental of Video Cassettes and DVDs	137	\$56.45	\$5,795,435
Streaming/Downloaded Video	129	\$1.81	\$186,076
Audio ³	127	\$185.97	\$19,094,292
Rental and Repair of TV/Radio/Audio	134	\$10.13	\$1,040,206
Pets	146	\$629.85	\$64,667,503
Toys and Games ⁴	126	\$183.87	\$18,878,742
Recreational Vehicles and Fees ⁵	112	\$360.33	\$36,995,600
Sports/Recreation/Exercise Equipment ⁶	98	\$177.77	\$18,251,696
Photo Equipment and Supplies ⁷	127	\$131.35	\$13,486,410
Reading ⁸	122	\$188.75	\$19,379,559
Catered Affairs ⁹	141	\$34.78	\$3,570,554
Food	129	\$9,945.77	\$1,021,152,407
Food at Home	128	\$5,739.60	\$589,296,685
Bakery and Cereal Products	125	\$748.57	\$76,857,306
Meat, Poultry, Fish, and Eggs	130	\$1,343.40	\$137,930,036
Dairy Products	126	\$627.97	\$64,474,605
Fruit and Vegetables	131	\$1,024.99	\$105,238,232
Snacks and Other Food at Home ¹⁰	128	\$1,994.67	\$204,796,505
Food Away from Home	131	\$4,206.17	\$431,855,723
Alcoholic Beverages	136	\$774.32	\$79,500,907
Nonalcoholic Beverages at Home	129	\$563.66	\$57,872,462



Retail Goods and Services Expenditures

Park Forest Northwest
3555 Forest Ln, Dallas, TX 75234-7919
Ring: 5 miles radius

Latitude: 32.91006
Longitude: -96.85931

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	119	\$2,076.46	\$213,193,989
Vehicle Loans	124	\$6,108.83	\$627,205,813
Health			
Nonprescription Drugs	119	\$122.34	\$12,561,371
Prescription Drugs	109	\$544.47	\$55,901,507
Eyeglasses and Contact Lenses	120	\$92.02	\$9,447,863
Home			
Mortgage Payment and Basics ¹¹	118	\$11,023.51	\$1,131,805,370
Maintenance and Remodeling Services	117	\$2,313.08	\$237,488,139
Maintenance and Remodeling Materials ¹²	109	\$405.86	\$41,670,822
Utilities, Fuel, and Public Services	122	\$5,541.15	\$568,921,327
Household Furnishings and Equipment			
Household Textiles ¹³	126	\$168.24	\$17,273,838
Furniture	129	\$777.52	\$79,829,684
Floor Coverings	118	\$88.34	\$9,070,076
Major Appliances ¹⁴	117	\$353.72	\$36,316,755
Housewares ¹⁵	119	\$102.12	\$10,484,786
Small Appliances	124	\$40.60	\$4,168,490
Luggage	127	\$11.78	\$1,209,976
Telephones and Accessories	93	\$39.51	\$4,056,673
Household Operations			
Child Care	136	\$626.94	\$64,369,089
Lawn and Garden ¹⁶	114	\$475.93	\$48,864,553
Moving/Storage/Freight Express	145	\$87.73	\$9,007,278
Housekeeping Supplies ¹⁷	124	\$870.59	\$89,385,288
Insurance			
Owners and Renters Insurance	109	\$505.08	\$51,857,969
Vehicle Insurance	126	\$1,470.52	\$150,981,078
Life/Other Insurance	112	\$466.89	\$47,936,871
Health Insurance	114	\$2,212.91	\$227,204,335
Personal Care Products ¹⁸	130	\$517.11	\$53,092,340
School Books and Supplies ¹⁹	135	\$144.28	\$14,813,758
Smoking Products	123	\$525.06	\$53,909,123
Transportation			
Vehicle Purchases (Net Outlay) ²⁰	127	\$5,564.18	\$571,285,754
Gasoline and Motor Oil	125	\$3,571.26	\$366,668,170
Vehicle Maintenance and Repairs	127	\$1,194.45	\$122,636,644
Travel			
Airline Fares	134	\$613.02	\$62,940,287
Lodging on Trips	123	\$535.63	\$54,994,587
Auto/Truck/Van Rental on Trips	133	\$49.25	\$5,056,814
Food and Drink on Trips	125	\$543.06	\$55,757,386

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 Northwest
3555 Forest Ln, Dallas, TX 75234-7919
Ring: 5 miles radius

Latitude: 32.91006
Longitude: -96.85931

-
- 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.