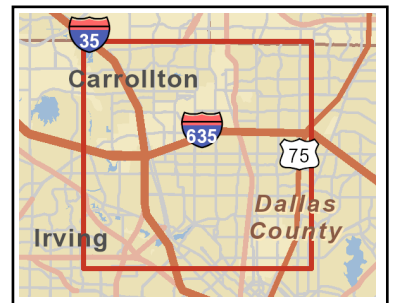
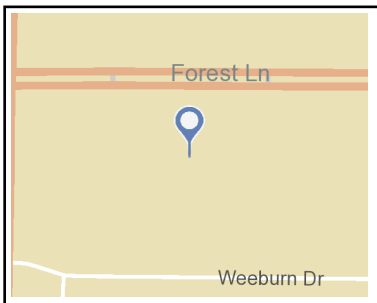
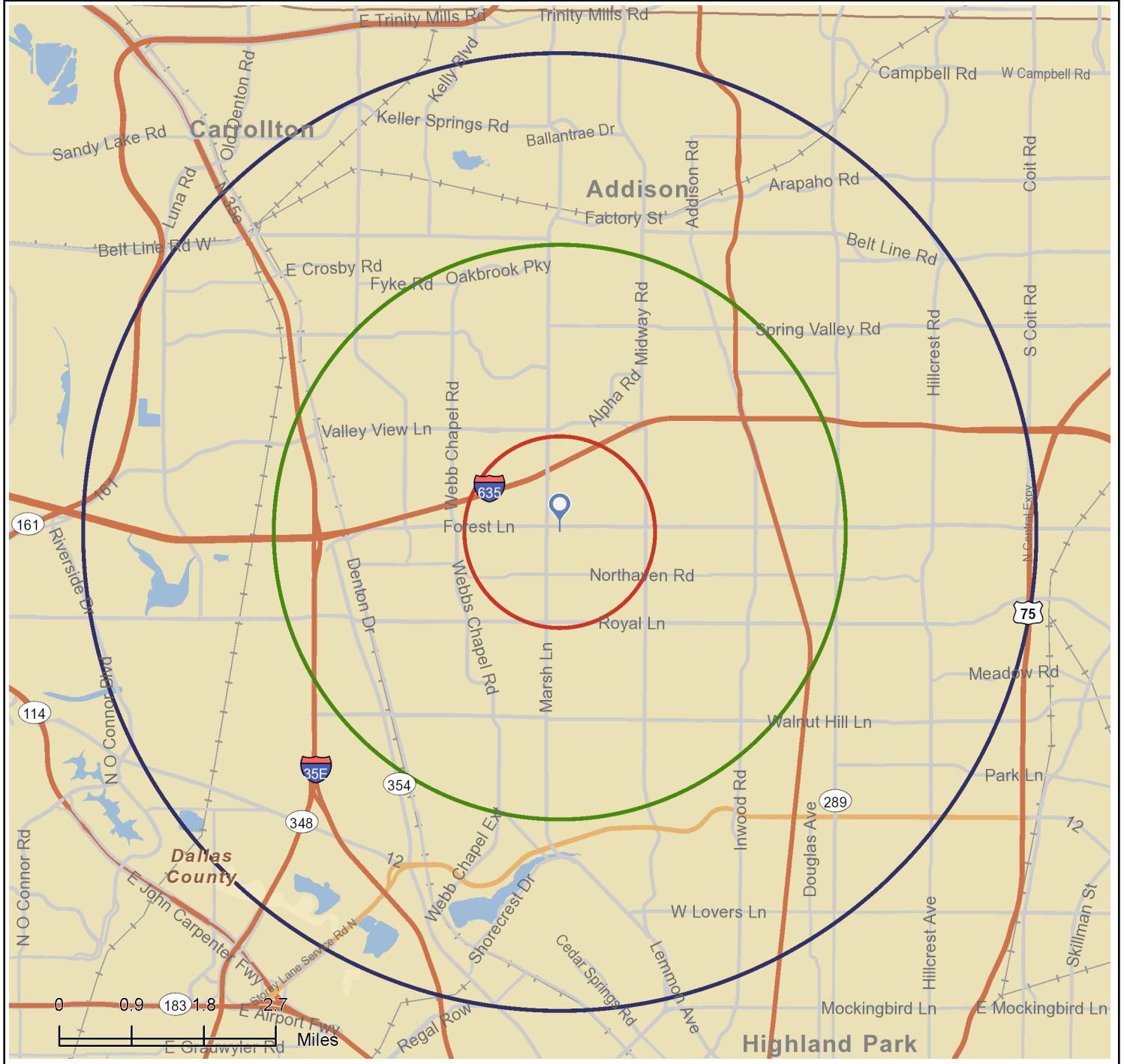





**Park Forest Southeast**  
 11722 Marsh Ln, Dallas, TX 75229-2600  
 Ring: 1, 3, 5 Miles

**Latitude: 32.90871**  
**Longitude: -96.85376**



**Park Forest Southeast**  
 11722 Marsh Ln, Dallas, TX 75229-2600  
 Ring: 1, 3, 5 Miles

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	1 mile radius	3 miles radius	5 miles radius
 2000 Total Population	12,195	110,839	261,954
2000 Group Quarters	100	609	1,182
2010 Total Population	12,254	115,023	280,598
2015 Total Population	12,324	116,857	287,605
2010 - 2015 Annual Rate	0.11%	0.32%	0.49%
 2000 Households	5,033	41,376	105,594
2000 Average Household Size	2.4	2.66	2.47
2010 Households	5,001	41,597	110,148
2010 Average Household Size	2.43	2.75	2.54
2015 Households	5,006	42,006	112,480
2015 Average Household Size	2.44	2.77	2.55
2010 - 2015 Annual Rate	0.02%	0.2%	0.42%
2000 Families	3,340	27,185	62,215
2000 Average Family Size	2.94	3.26	3.19
2010 Families	3,258	26,776	63,040
2010 Average Family Size	3.01	3.41	3.34
2015 Families	3,227	26,710	63,476
2015 Average Family Size	3.04	3.45	3.38
2010 - 2015 Annual Rate	-0.19%	-0.05%	0.14%
 <b>2000 Housing Units</b>	5,222	43,237	111,630
Owner Occupied Housing Units	71.6%	55.7%	45.6%
Renter Occupied Housing Units	24.9%	39.9%	49.0%
Vacant Housing Units	3.5%	4.4%	5.4%
<b>2010 Housing Units</b>	5,371	45,617	121,594
Owner Occupied Housing Units	65.5%	50.6%	41.7%
Renter Occupied Housing Units	27.6%	40.6%	48.9%
Vacant Housing Units	6.9%	8.8%	9.4%
<b>2015 Housing Units</b>	5,447	46,778	125,925
Owner Occupied Housing Units	64.6%	49.6%	40.9%
Renter Occupied Housing Units	27.3%	40.2%	48.4%
Vacant Housing Units	8.1%	10.2%	10.7%
<b>Median Household Income</b>			
2000	\$62,514	\$51,529	\$49,854
2010	\$69,960	\$62,108	\$61,730
2015	\$78,040	\$70,127	\$70,010
<b>Median Home Value</b>			
2000	\$146,107	\$142,700	\$156,775
2010	\$174,735	\$163,563	\$177,647
2015	\$194,531	\$185,773	\$201,483
<b>Per Capita Income</b>			
2000	\$33,950	\$29,757	\$33,685
2010	\$36,541	\$31,158	\$34,978
2015	\$40,305	\$34,588	\$39,123
<b>Median Age</b>			
2000	42.9	34.0	33.0
2010	46.3	35.6	34.4
2015	47.3	35.3	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 Southeast  
 11722 Marsh Ln, Dallas, TX 75229-2600  
 Ring: 1, 3, 5 Miles

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	1 mile radius	3 miles radius	5 miles radius
<b>2000 Households by Income</b>			
 Household Income Base	4,995	41,360	106,006
< \$15,000	9.6%	9.6%	9.8%
\$15,000 - \$24,999	9.0%	11.0%	11.2%
\$25,000 - \$34,999	9.9%	12.0%	12.5%
\$35,000 - \$49,999	13.3%	15.9%	16.6%
\$50,000 - \$74,999	16.8%	17.9%	18.1%
\$75,000 - \$99,999	13.2%	10.6%	9.8%
\$100,000 - \$149,999	15.1%	11.5%	10.0%
\$150,000 - \$199,999	5.5%	4.7%	4.3%
\$200,000+	7.5%	6.7%	7.7%
Average Household Income	\$82,580	\$79,745	\$83,193
<b>2010 Households by Income</b>			
Household Income Base	5,000	41,597	110,146
< \$15,000	7.6%	7.1%	7.2%
\$15,000 - \$24,999	7.1%	7.3%	7.1%
\$25,000 - \$34,999	6.5%	9.3%	9.3%
\$35,000 - \$49,999	14.9%	17.0%	17.5%
\$50,000 - \$74,999	17.2%	19.3%	19.3%
\$75,000 - \$99,999	15.4%	13.7%	14.2%
\$100,000 - \$149,999	16.8%	14.3%	12.6%
\$150,000 - \$199,999	7.2%	5.2%	5.0%
\$200,000+	7.2%	6.8%	7.8%
Average Household Income	\$89,450	\$86,016	\$89,118
<b>2015 Households by Income</b>			
Household Income Base	5,007	42,005	112,479
< \$15,000	6.2%	5.6%	5.8%
\$15,000 - \$24,999	5.9%	6.0%	5.8%
\$25,000 - \$34,999	4.9%	7.1%	7.1%
\$35,000 - \$49,999	10.5%	12.1%	12.1%
\$50,000 - \$74,999	20.0%	22.8%	23.0%
\$75,000 - \$99,999	15.7%	14.7%	15.5%
\$100,000 - \$149,999	19.8%	17.1%	15.4%
\$150,000 - \$199,999	8.4%	6.4%	6.2%
\$200,000+	8.7%	8.1%	9.2%
Average Household Income	\$99,111	\$96,052	\$100,081
<b>2000 Owner Occupied HUs by Value</b>			
Total	3,670	24,026	50,811
<\$50,000	0.9%	2.8%	3.6%
\$50,000 - 99,999	19.1%	28.1%	26.2%
\$100,000 - 149,999	32.7%	22.4%	18.2%
\$150,000 - 199,999	24.9%	16.4%	13.6%
\$200,000 - \$299,999	18.8%	17.4%	16.3%
\$300,000 - 499,999	3.3%	8.2%	12.3%
\$500,000 - 999,999	0.2%	3.2%	7.0%
\$1,000,000+	0.0%	1.6%	2.7%
Average Home Value	\$160,513	\$195,955	\$239,987
<b>2000 Specified Renter Occupied HUs by Contract Rent</b>			
Total	1,296	17,261	54,708
With Cash Rent	97.8%	98.5%	98.7%
No Cash Rent	2.2%	1.5%	1.3%
Median Rent	\$644	\$620	\$633
Average Rent	\$751	\$690	\$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 Southeast  
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 Ring: 1, 3, 5 Miles



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	1 mile radius	3 miles radius	5 miles radius
<b>2000 Population by Age</b>			
 Total	12,196	110,840	261,955
Age 0 - 4	5.9%	8.1%	7.9%
Age 5 - 9	5.8%	7.2%	6.8%
Age 10 - 14	6.2%	6.3%	5.7%
Age 15 - 19	5.3%	6.2%	5.8%
Age 20 - 24	3.5%	7.0%	7.9%
Age 25 - 34	10.6%	16.9%	19.7%
Age 35 - 44	16.0%	16.1%	16.1%
Age 45 - 54	14.3%	11.9%	11.9%
Age 55 - 64	10.7%	7.9%	7.7%
Age 65 - 74	11.1%	6.6%	5.6%
Age 75 - 84	8.3%	4.6%	3.9%
Age 85+	2.2%	1.2%	1.2%
Age 18+	78.5%	74.7%	76.3%
<b>2010 Population by Age</b>			
Total	12,254	115,024	280,596
Age 0 - 4	5.7%	7.9%	7.6%
Age 5 - 9	5.7%	7.4%	6.9%
Age 10 - 14	6.1%	6.9%	6.4%
Age 15 - 19	5.5%	6.5%	6.2%
Age 20 - 24	5.0%	6.7%	7.5%
Age 25 - 34	8.5%	13.8%	16.3%
Age 35 - 44	11.4%	13.8%	14.3%
Age 45 - 54	16.1%	14.1%	13.6%
Age 55 - 64	13.5%	10.1%	9.8%
Age 65 - 74	9.6%	6.2%	5.8%
Age 75 - 84	8.8%	4.5%	3.8%
Age 85+	4.1%	2.0%	1.8%
Age 18+	79.1%	73.9%	75.5%
<b>2015 Population by Age</b>			
Total	12,324	116,856	287,604
Age 0 - 4	5.4%	7.7%	7.5%
Age 5 - 9	5.7%	7.3%	6.8%
Age 10 - 14	6.0%	6.9%	6.3%
Age 15 - 19	5.8%	6.5%	6.2%
Age 20 - 24	4.6%	7.1%	8.0%
Age 25 - 34	10.2%	14.1%	16.4%
Age 35 - 44	9.1%	11.9%	12.5%
Age 45 - 54	14.8%	13.5%	13.2%
Age 55 - 64	15.1%	11.3%	10.7%
Age 65 - 74	11.2%	7.3%	7.0%
Age 75 - 84	7.8%	4.2%	3.7%
Age 85+	4.3%	2.1%	1.8%
Age 18+	79.3%	74.2%	75.8%
<b>2000 Population by Sex</b>			
Males	47.4%	50.7%	50.7%
Females	52.6%	49.3%	49.3%
<b>2010 Population by Sex</b>			
Males	47.2%	50.7%	50.9%
Females	52.8%	49.3%	49.1%
<b>2015 Population by Sex</b>			
Males	47.3%	50.7%	50.9%
Females	52.7%	49.3%	49.1%

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

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

	1 mile radius	3 miles radius	5 miles radius
<b>2000 Population by Race/Ethnicity</b>			
 Total	12,195	110,839	261,954
White Alone	81.6%	72.7%	73.0%
Black Alone	4.4%	5.5%	6.3%
American Indian Alone	0.4%	0.5%	0.5%
Asian or Pacific Islander Alone	3.6%	3.0%	3.9%
Some Other Race Alone	7.6%	15.7%	14.0%
Two or More Races	2.5%	2.6%	2.5%
Hispanic Origin	20.7%	39.0%	35.9%
Diversity Index	55.0	72.1	71.0
<b>2010 Population by Race/Ethnicity</b>			
Total	12,254	115,023	280,597
White Alone	74.8%	66.5%	67.1%
Black Alone	4.3%	4.9%	6.0%
American Indian Alone	0.6%	0.6%	0.5%
Asian or Pacific Islander Alone	4.0%	3.3%	4.5%
Some Other Race Alone	12.9%	21.5%	18.7%
Two or More Races	3.4%	3.3%	3.1%
Hispanic Origin	35.0%	52.3%	47.0%
Diversity Index	69.4	77.7	77.1
<b>2015 Population by Race/Ethnicity</b>			
Total	12,323	116,856	287,605
White Alone	71.8%	64.0%	64.8%
Black Alone	4.1%	4.5%	5.7%
American Indian Alone	0.6%	0.6%	0.6%
Asian or Pacific Islander Alone	4.1%	3.4%	4.8%
Some Other Race Alone	15.5%	23.9%	20.7%
Two or More Races	3.8%	3.6%	3.4%
Hispanic Origin	42.5%	58.1%	51.9%
Diversity Index	73.5	78.8	78.7
<b>2000 Population 3+ by School Enrollment</b>			
 Total	11,831	105,561	249,370
Enrolled in Nursery/Preschool	1.2%	1.7%	1.8%
Enrolled in Kindergarten	1.6%	1.8%	1.6%
Enrolled in Grade 1-8	10.3%	11.7%	10.5%
Enrolled in Grade 9-12	5.3%	4.7%	4.3%
Enrolled in College	3.0%	2.8%	3.4%
Enrolled in Grad/Prof School	1.0%	1.0%	1.3%
Not Enrolled in School	77.7%	76.3%	77.1%
<b>2010 Population 25+ by Educational Attainment</b>			
Total	8,824	74,273	183,515
Less than 9th Grade	7.3%	14.6%	13.9%
9th - 12th Grade, No Diploma	5.7%	10.0%	9.2%
High School Graduate	17.3%	18.8%	16.6%
Some College, No Degree	22.5%	17.8%	17.3%
Associate Degree	5.4%	4.6%	4.8%
Bachelor's Degree	26.1%	21.9%	24.8%
Graduate/Professional Degree	15.8%	12.4%	13.5%

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
<b>2010 Population 15+ by Marital Status</b>			
 Total	10,111	89,509	221,849
Never Married	25.8%	31.3%	33.8%
Married	55.5%	52.4%	49.9%
Widowed	9.2%	5.7%	5.1%
Divorced	9.5%	10.6%	11.3%
<b>2000 Population 16+ by Employment Status</b>			
 Total	9,924	85,731	205,919
In Labor Force	61.5%	67.3%	69.8%
Civilian Employed	59.5%	64.6%	67.1%
Civilian Unemployed	2.1%	2.7%	2.6%
In Armed Forces	0.0%	0.0%	0.0%
Not in Labor Force	38.5%	32.7%	30.2%
<b>2010 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	92.6%	91.9%	92.2%
Civilian Unemployed	7.4%	8.1%	7.8%
<b>2015 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	93.9%	93.4%	93.6%
Civilian Unemployed	6.1%	6.6%	6.4%
<b>2000 Females 16+ by Employment Status and Age of Children</b>			
Total	5,251	42,715	102,011
Own Children < 6 Only	5.6%	8.4%	9.1%
Employed/in Armed Forces	3.1%	4.2%	4.5%
Unemployed	0.0%	0.3%	0.2%
Not in Labor Force	2.5%	4.0%	4.3%
Own Children < 6 and 6-17 Only	4.3%	7.4%	6.5%
Employed/in Armed Forces	2.4%	3.7%	3.1%
Unemployed	0.0%	0.2%	0.2%
Not in Labor Force	1.8%	3.5%	3.3%
Own Children 6-17 Only	14.6%	14.8%	13.5%
Employed/in Armed Forces	10.9%	10.5%	8.7%
Unemployed	0.3%	0.3%	0.4%
Not in Labor Force	3.3%	4.1%	4.4%
No Own Children < 18	75.5%	69.3%	70.9%
Employed/in Armed Forces	34.4%	36.9%	41.3%
Unemployed	1.1%	1.7%	1.7%
Not in Labor Force	40.0%	30.7%	28.0%
<b>2010 Employed Population 16+ by Industry</b>			
 Total	5,185	49,471	126,965
Agriculture/Mining	0.6%	0.6%	0.7%
Construction	6.0%	9.1%	9.0%
Manufacturing	8.2%	9.2%	8.0%
Wholesale Trade	4.8%	4.1%	3.9%
Retail Trade	10.7%	10.9%	11.0%
Transportation/Utilities	4.7%	4.2%	4.1%
Information	2.7%	2.9%	3.2%
Finance/Insurance/Real Estate	11.1%	9.9%	10.8%
Services	49.1%	47.4%	47.8%
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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	1 mile radius	3 miles radius	5 miles radius
<b>2010 Employed Population 16+ by Occupation</b>			
Total	5,186	49,475	126,965
White Collar	76.1%	62.2%	64.3%
Management/Business/Financial	21.6%	18.2%	19.0%
Professional	25.8%	18.6%	20.1%
Sales	14.8%	13.6%	13.5%
Administrative Support	13.8%	11.8%	11.7%
Services	11.7%	16.1%	15.5%
Blue Collar	12.3%	21.7%	20.2%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	3.9%	7.8%	7.8%
Installation/Maintenance/Repair	2.0%	2.4%	2.2%
Production	3.5%	7.0%	5.7%
Transportation/Material Moving	2.8%	4.5%	4.4%
<b>2000 Workers 16+ by Means of Transportation to Work</b>			
 Total	5,820	54,358	135,928
Drove Alone - Car, Truck, or Van	79.0%	73.8%	73.6%
Carpooled - Car, Truck, or Van	9.0%	16.8%	16.6%
Public Transportation	1.4%	2.1%	2.4%
Walked	2.0%	2.2%	2.1%
Other Means	0.5%	0.8%	1.2%
Worked at Home	8.1%	4.4%	4.1%
<b>2000 Workers 16+ by Travel Time to Work</b>			
Total	5,821	54,357	135,928
Did Not Work at Home	91.9%	95.6%	95.9%
Less than 5 minutes	1.7%	1.4%	1.5%
5 to 9 minutes	9.0%	8.9%	8.8%
10 to 19 minutes	29.3%	32.5%	32.9%
20 to 24 minutes	22.2%	20.4%	18.7%
25 to 34 minutes	21.9%	22.5%	22.2%
35 to 44 minutes	2.8%	3.4%	4.3%
45 to 59 minutes	2.6%	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	8.1%	4.4%	4.1%
Average Travel Time to Work (in min)	22.1	22.2	22.6
<b>2000 Households by Vehicles Available</b>			
Total	4,965	41,310	105,571
None	6.9%	6.0%	6.2%
1	31.7%	37.1%	43.7%
2	45.4%	42.1%	38.4%
3	10.6%	10.7%	8.8%
4	3.9%	2.8%	2.1%
5+	1.5%	1.2%	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
<b>2000 Households by Type</b>			
 Total	5,034	41,376	105,595
Family Households	66.3%	65.7%	58.9%
Married-couple Family	54.6%	50.8%	45.2%
With Related Children	21.2%	24.6%	22.0%
Other Family (No Spouse)	11.7%	15.0%	13.7%
With Related Children	6.4%	8.9%	8.0%
Nonfamily Households	33.7%	34.3%	41.1%
Householder Living Alone	27.1%	27.0%	32.9%
Householder Not Living Alone	6.6%	7.3%	8.2%
Households with Related Children	27.6%	33.5%	30.0%
Households with Persons 65+	36.9%	23.4%	18.9%
<b>2000 Households by Size</b>			
Total	5,033	41,376	105,594
1 Person Household	27.1%	27.0%	32.9%
2 Person Household	39.1%	32.8%	31.6%
3 Person Household	13.7%	14.6%	13.2%
4 Person Household	11.4%	12.2%	11.0%
5 Person Household	5.3%	6.8%	6.0%
6 Person Household	1.9%	3.4%	2.8%
7+ Person Household	1.5%	3.2%	2.5%
<b>2000 Households by Year Householder Moved In</b>			
Total	4,968	41,310	105,571
Moved in 1999 to March 2000	17.4%	25.2%	31.1%
Moved in 1995 to 1998	27.1%	31.2%	32.5%
Moved in 1990 to 1994	10.9%	13.3%	12.7%
Moved in 1980 to 1989	13.8%	10.7%	9.8%
Moved in 1970 to 1979	14.2%	9.2%	6.9%
Moved in 1969 or Earlier	16.6%	10.4%	7.0%
Median Year Householder Moved In	1992	1996	1997
<b>2000 Housing Units by Units in Structure</b>			
 Total	5,142	43,155	111,599
1, Detached	74.7%	56.9%	43.8%
1, Attached	1.6%	6.0%	5.5%
2	0.6%	1.2%	1.5%
3 or 4	3.5%	5.6%	6.6%
5 to 9	1.9%	7.9%	10.0%
10 to 19	3.2%	4.5%	7.7%
20+	14.1%	17.6%	24.5%
Mobile Home	0.4%	0.2%	0.3%
Other	0.1%	0.0%	0.0%
<b>2000 Housing Units by Year Structure Built</b>			
Total	5,146	43,130	111,612
1999 to March 2000	1.7%	1.5%	2.5%
1995 to 1998	2.0%	5.0%	6.4%
1990 to 1994	0.1%	3.7%	5.0%
1980 to 1989	3.5%	11.2%	18.9%
1970 to 1979	15.6%	19.4%	23.4%
1969 or Earlier	77.1%	59.1%	43.8%
Median Year Structure Built	1965	1967	1973

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

Park Forest Southeast  
 11722 Marsh Ln, Dallas, TX 75229-2600  
 Ring: 1, 3, 5 Miles

Latitude: 32.90871  
 Longitude: -96.85376

	1 mile radius	3 miles radius	5 miles radius
<b>Top 3 Tapestry Segments</b>			
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.

Apparel & Services: Total \$	\$10,664,087	\$88,575,350	\$247,561,165
Average Spent	\$2,132.39	\$2,129.37	\$2,247.53
Spending Potential Index	89	89	94
Computers & Accessories: Total \$	\$1,384,277	\$11,658,552	\$32,574,407
Average Spent	\$276.80	\$280.27	\$295.73
Spending Potential Index	126	127	134
Education: Total \$	\$8,163,630	\$64,019,805	\$175,644,823
Average Spent	\$1,632.40	\$1,539.05	\$1,594.63
Spending Potential Index	134	126	131
Entertainment/Recreation: Total \$	\$21,054,104	\$166,367,633	\$454,469,486
Average Spent	\$4,209.98	\$3,999.51	\$4,125.99
Spending Potential Index	131	124	128
Food at Home: Total \$	\$28,190,340	\$231,227,928	\$639,050,966
Average Spent	\$5,636.94	\$5,558.76	\$5,801.75
Spending Potential Index	126	124	130
Food Away from Home: Total \$	\$20,338,328	\$168,394,768	\$468,516,130
Average Spent	\$4,066.85	\$4,048.24	\$4,253.51
Spending Potential Index	126	126	132
Health Care: Total \$	\$24,918,339	\$181,159,526	\$479,526,382
Average Spent	\$4,982.67	\$4,355.11	\$4,353.47
Spending Potential Index	134	117	117
HH Furnishings & Equipment: Total \$	\$11,651,652	\$93,202,672	\$255,107,454
Average Spent	\$2,329.86	\$2,240.61	\$2,316.04
Spending Potential Index	113	109	112
Investments: Total \$	\$12,318,732	\$87,716,962	\$233,246,461
Average Spent	\$2,463.25	\$2,108.73	\$2,117.57
Spending Potential Index	142	121	122
Retail Goods: Total \$	\$151,029,667	\$1,210,944,760	\$3,316,201,382
Average Spent	\$30,199.89	\$29,111.35	\$30,106.78
Spending Potential Index	121	117	121
Shelter: Total \$	\$103,710,306	\$847,681,857	\$2,347,338,908
Average Spent	\$20,737.91	\$20,378.44	\$21,310.77
Spending Potential Index	131	129	135
TV/Video/Audio: Total \$	\$7,813,356	\$63,110,157	\$175,294,542
Average Spent	\$1,562.36	\$1,517.18	\$1,591.45
Spending Potential Index	126	122	128
Travel: Total \$	\$12,856,234	\$99,198,650	\$267,097,113
Average Spent	\$2,570.73	\$2,384.75	\$2,424.89
Spending Potential Index	136	126	128
Vehicle Maintenance & Repairs: Total \$	\$6,026,980	\$48,432,703	\$133,100,294
Average Spent	\$1,205.15	\$1,164.33	\$1,208.38
Spending Potential Index	128	124	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 Southeast  
 11722 Marsh Ln, Dallas, TX 75229-2600  
 Ring: 1 mile radius

Latitude: 32.90871  
 Longitude: -96.85376

Summary	2000	2010	2015
Population	12,195	12,254	12,324
Households	5,033	5,001	5,006
Families	3,340	3,258	3,227
Average Household Size	2.40	2.43	2.44
Owner Occupied Housing Units	3,735	3,516	3,517
Renter Occupied Housing Units	1,298	1,485	1,489
Median Age	42.9	46.3	47.3

Trends: 2010 - 2015 Annual Rate	Area	State	National
Population	0.11%	1.65%	0.76%
Households	0.02%	1.63%	0.78%
Families	-0.19%	1.48%	0.64%
Owner HHs	0.01%	1.72%	0.82%
Median Household Income	2.21%	2.54%	2.36%

Households by Income	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	479	9.6%	382	7.6%	311	6.2%
\$15,000 - \$24,999	452	9.0%	357	7.1%	295	5.9%
\$25,000 - \$34,999	496	9.9%	326	6.5%	246	4.9%
\$35,000 - \$49,999	666	13.3%	744	14.9%	524	10.5%
\$50,000 - \$74,999	841	16.8%	859	17.2%	1,002	20.0%
\$75,000 - \$99,999	657	13.2%	770	15.4%	784	15.7%
\$100,000 - \$149,999	755	15.1%	841	16.8%	989	19.8%
\$150,000 - \$199,999	273	5.5%	359	7.2%	421	8.4%
\$200,000+	376	7.5%	362	7.2%	435	8.7%

Median Household Income	\$62,514	\$69,960	\$78,040
Average Household Income	\$82,580	\$89,450	\$99,111
Per Capita Income	\$33,951	\$36,541	\$40,305

Population by Age	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	725	5.9%	703	5.7%	664	5.4%
5 - 9	706	5.8%	698	5.7%	708	5.7%
10 - 14	757	6.2%	743	6.1%	745	6.0%
15 - 19	647	5.3%	672	5.5%	714	5.8%
20 - 24	428	3.5%	614	5.0%	569	4.6%
25 - 34	1,297	10.6%	1,042	8.5%	1,251	10.2%
35 - 44	1,949	16.0%	1,394	11.4%	1,124	9.1%
45 - 54	1,742	14.3%	1,976	16.1%	1,819	14.8%
55 - 64	1,302	10.7%	1,656	13.5%	1,858	15.1%
65 - 74	1,357	11.1%	1,177	9.6%	1,384	11.2%
75 - 84	1,017	8.3%	1,074	8.8%	959	7.8%
85+	270	2.2%	506	4.1%	529	4.3%

Race and Ethnicity	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
White Alone	9,950	81.6%	9,161	74.8%	8,843	71.8%
Black Alone	533	4.4%	532	4.3%	511	4.1%
American Indian Alone	52	0.4%	72	0.6%	80	0.6%
Asian Alone	426	3.5%	474	3.9%	486	3.9%
Pacific Islander Alone	9	0.1%	16	0.1%	17	0.1%
Some Other Race Alone	922	7.6%	1,581	12.9%	1,914	15.5%
Two or More Races	303	2.5%	418	3.4%	472	3.8%
Hispanic Origin (Any Race)	2,520	20.7%	4,290	35.0%	5,236	42.5%

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

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

April 26, 2011

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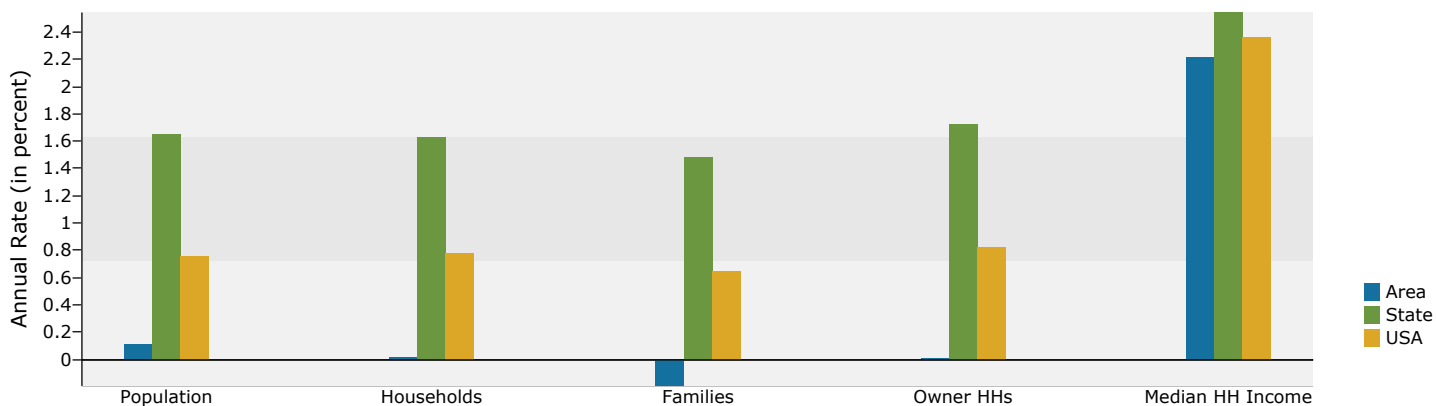


# Demographic and Income Profile

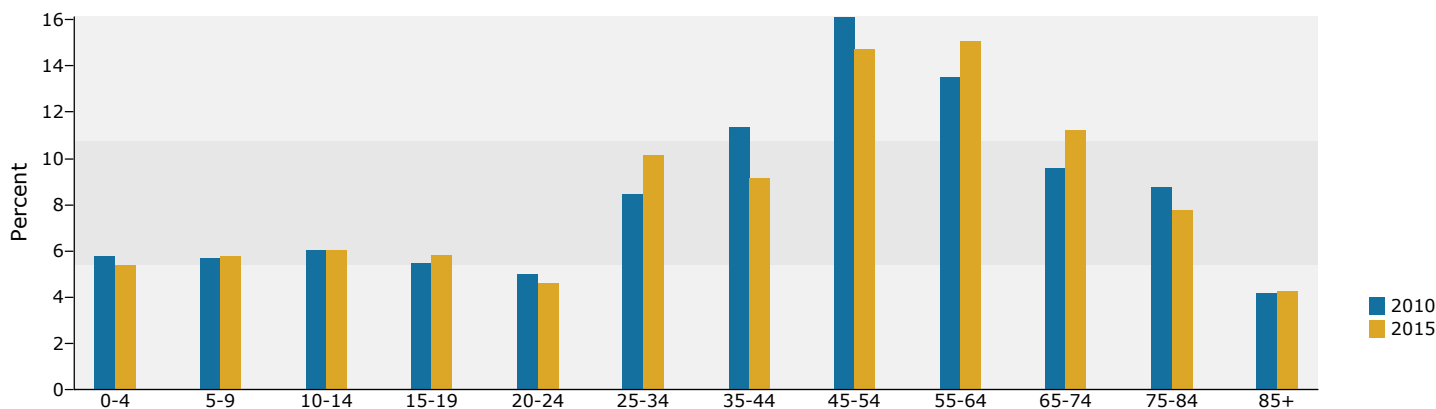
Park Forest Southeast  
 11722 Marsh Ln, Dallas, TX 75229-2600  
 Ring: 1 mile radius

Latitude: 32.90871  
 Longitude: -96.85376

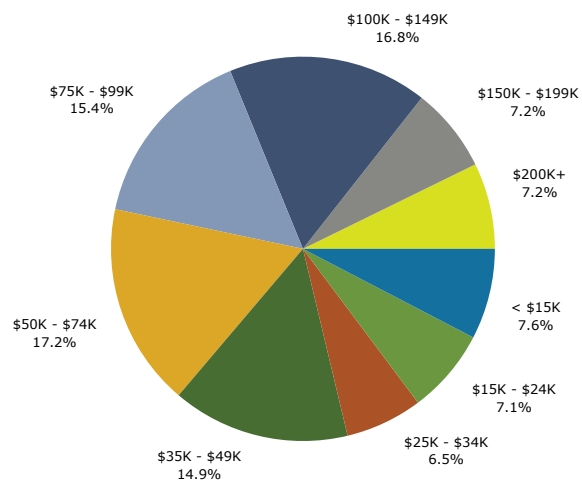
## Trends 2010-2015



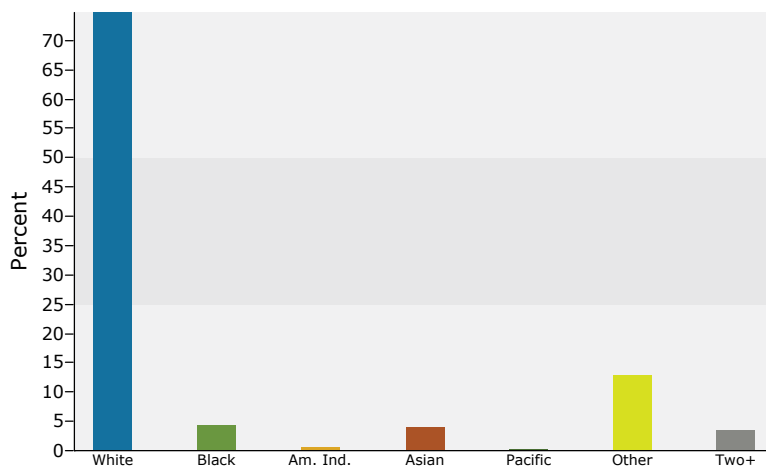
## Population by Age



## 2010 Household Income



## 2010 Population by Race



2010 Percent Hispanic Origin: 35.0%

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

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# Demographic and Income Profile

Park Forest Southeast  
 11722 Marsh Ln, Dallas, TX 75229-2600  
 Ring: 3 miles radius

Latitude: 32.90871  
 Longitude: -96.85376

Summary	2000	2010	2015
Population	110,839	115,023	116,857
Households	41,376	41,597	42,006
Families	27,185	26,776	26,710
Average Household Size	2.66	2.75	2.77
Owner Occupied Housing Units	24,109	23,082	23,215
Renter Occupied Housing Units	17,266	18,515	18,792
Median Age	34.0	35.6	35.3

Trends: 2010 - 2015 Annual Rate	Area	State	National
Population	0.32%	1.65%	0.76%
Households	0.20%	1.63%	0.78%
Families	-0.05%	1.48%	0.64%
Owner HHs	0.12%	1.72%	0.82%
Median Household Income	2.46%	2.54%	2.36%

Households by Income	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	3,984	9.6%	2,970	7.1%	2,369	5.6%
\$15,000 - \$24,999	4,561	11.0%	3,041	7.3%	2,523	6.0%
\$25,000 - \$34,999	4,962	12.0%	3,861	9.3%	2,977	7.1%
\$35,000 - \$49,999	6,568	15.9%	7,064	17.0%	5,095	12.1%
\$50,000 - \$74,999	7,416	17.9%	8,011	19.3%	9,570	22.8%
\$75,000 - \$99,999	4,392	10.6%	5,717	13.7%	6,195	14.7%
\$100,000 - \$149,999	4,762	11.5%	5,938	14.3%	7,191	17.1%
\$150,000 - \$199,999	1,938	4.7%	2,148	5.2%	2,695	6.4%
\$200,000+	2,777	6.7%	2,847	6.8%	3,390	8.1%

Median Household Income	\$51,529	\$62,108	\$70,127
Average Household Income	\$79,745	\$86,016	\$96,052
Per Capita Income	\$29,757	\$31,158	\$34,588

Population by Age	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	8,963	8.1%	9,073	7.9%	9,049	7.7%
5 - 9	7,990	7.2%	8,501	7.4%	8,559	7.3%
10 - 14	6,984	6.3%	7,940	6.9%	8,063	6.9%
15 - 19	6,913	6.2%	7,514	6.5%	7,586	6.5%
20 - 24	7,724	7.0%	7,723	6.7%	8,296	7.1%
25 - 34	18,758	16.9%	15,907	13.8%	16,513	14.1%
35 - 44	17,800	16.1%	15,846	13.8%	13,900	11.9%
45 - 54	13,166	11.9%	16,255	14.1%	15,739	13.5%
55 - 64	8,770	7.9%	11,605	10.1%	13,244	11.3%
65 - 74	7,297	6.6%	7,085	6.2%	8,548	7.3%
75 - 84	5,133	4.6%	5,220	4.5%	4,948	4.2%
85+	1,342	1.2%	2,355	2.0%	2,411	2.1%

Race and Ethnicity	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
White Alone	80,633	72.7%	76,468	66.5%	74,817	64.0%
Black Alone	6,043	5.5%	5,606	4.9%	5,271	4.5%
American Indian Alone	542	0.5%	652	0.6%	693	0.6%
Asian Alone	3,318	3.0%	3,710	3.2%	3,867	3.3%
Pacific Islander Alone	47	0.0%	92	0.1%	97	0.1%
Some Other Race Alone	17,414	15.7%	24,746	21.5%	27,959	23.9%
Two or More Races	2,842	2.6%	3,749	3.3%	4,152	3.6%
Hispanic Origin (Any Race)	43,217	39.0%	60,159	52.3%	67,886	58.1%

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

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

April 26, 2011

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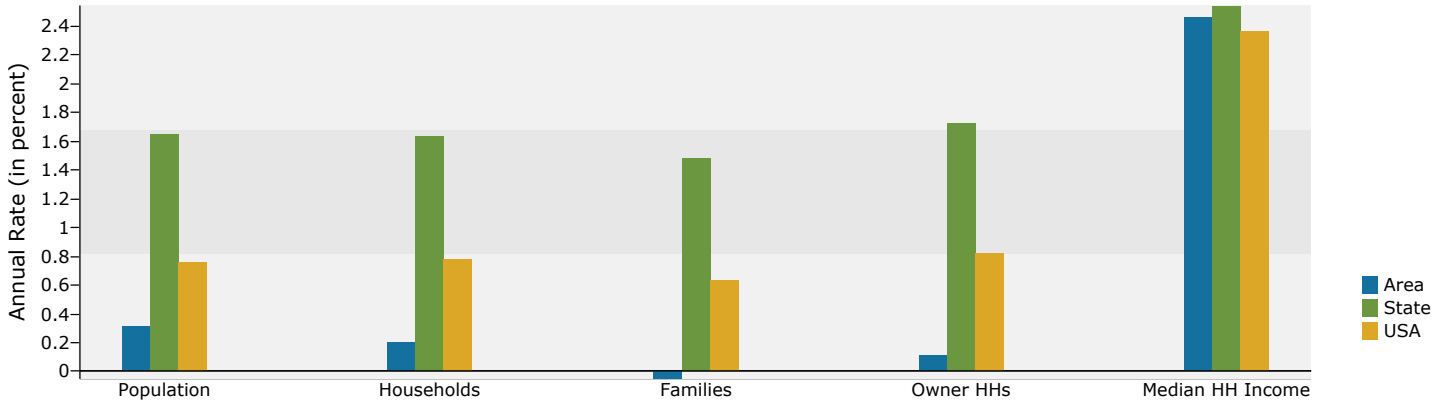


# Demographic and Income Profile

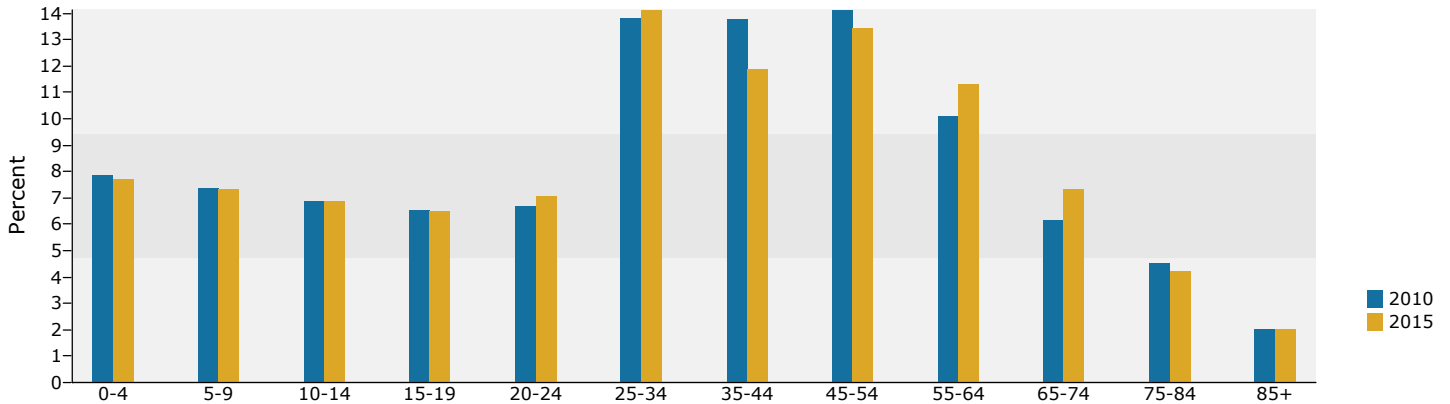
Park Forest Southeast  
 11722 Marsh Ln, Dallas, TX 75229-2600  
 Ring: 3 miles radius

Latitude: 32.90871  
 Longitude: -96.85376

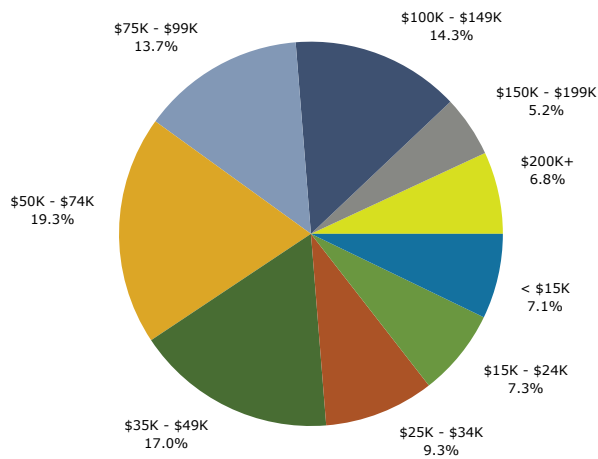
## Trends 2010-2015



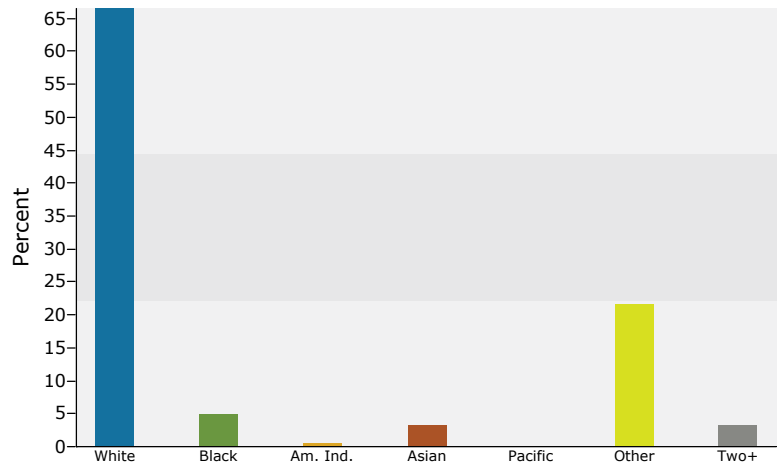
## Population by Age



## 2010 Household Income



## 2010 Population by Race



2010 Percent Hispanic Origin: 52.3%

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

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# Demographic and Income Profile

Park Forest Southeast  
 11722 Marsh Ln, Dallas, TX 75229-2600  
 Ring: 5 miles radius

Latitude: 32.90871  
 Longitude: -96.85376

Summary	2000	2010	2015
Population	261,954	280,598	287,605
Households	105,594	110,148	112,480
Families	62,215	63,040	63,476
Average Household Size	2.47	2.54	2.55
Owner Occupied Housing Units	50,895	50,692	51,554
Renter Occupied Housing Units	54,700	59,456	60,926
Median Age	33.0	34.4	34.2

Trends: 2010 - 2015 Annual Rate	Area	State	National
Population	0.50%	1.65%	0.76%
Households	0.42%	1.63%	0.78%
Families	0.14%	1.48%	0.64%
Owner HHs	0.34%	1.72%	0.82%
Median Household Income	2.55%	2.54%	2.36%

Households by Income	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	10,376	9.8%	7,977	7.2%	6,487	5.8%
\$15,000 - \$24,999	11,892	11.2%	7,787	7.1%	6,568	5.8%
\$25,000 - \$34,999	13,302	12.5%	10,257	9.3%	7,959	7.1%
\$35,000 - \$49,999	17,568	16.6%	19,322	17.5%	13,604	12.1%
\$50,000 - \$74,999	19,192	18.1%	21,247	19.3%	25,899	23.0%
\$75,000 - \$99,999	10,417	9.8%	15,595	14.2%	17,381	15.5%
\$100,000 - \$149,999	10,592	10.0%	13,862	12.6%	17,314	15.4%
\$150,000 - \$199,999	4,526	4.3%	5,524	5.0%	6,951	6.2%
\$200,000+	8,141	7.7%	8,575	7.8%	10,316	9.2%

Median Household Income	\$49,854	\$61,730	\$70,010
Average Household Income	\$83,193	\$89,118	\$100,081
Per Capita Income	\$33,685	\$34,978	\$39,123

Population by Age	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	20,679	7.9%	21,449	7.6%	21,553	7.5%
5 - 9	17,688	6.8%	19,366	6.9%	19,621	6.8%
10 - 14	14,906	5.7%	17,933	6.4%	18,067	6.3%
15 - 19	15,201	5.8%	17,292	6.2%	17,737	6.2%
20 - 24	20,738	7.9%	21,042	7.5%	23,091	8.0%
25 - 34	51,636	19.7%	45,745	16.3%	47,047	16.4%
35 - 44	42,048	16.1%	40,237	14.3%	35,873	12.5%
45 - 54	31,140	11.9%	38,265	13.6%	38,061	13.2%
55 - 64	20,061	7.7%	27,466	9.8%	30,632	10.7%
65 - 74	14,541	5.6%	16,159	5.8%	20,027	7.0%
75 - 84	10,140	3.9%	10,598	3.8%	10,703	3.7%
85+	3,176	1.2%	5,043	1.8%	5,192	1.8%

Race and Ethnicity	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
White Alone	191,106	73.0%	188,415	67.1%	186,481	64.8%
Black Alone	16,484	6.3%	16,734	6.0%	16,370	5.7%
American Indian Alone	1,180	0.5%	1,501	0.5%	1,627	0.6%
Asian Alone	10,002	3.8%	12,514	4.5%	13,569	4.7%
Pacific Islander Alone	96	0.0%	196	0.1%	216	0.1%
Some Other Race Alone	36,640	14.0%	52,538	18.7%	59,610	20.7%
Two or More Races	6,446	2.5%	8,699	3.1%	9,732	3.4%
Hispanic Origin (Any Race)	93,987	35.9%	131,772	47.0%	149,207	51.9%

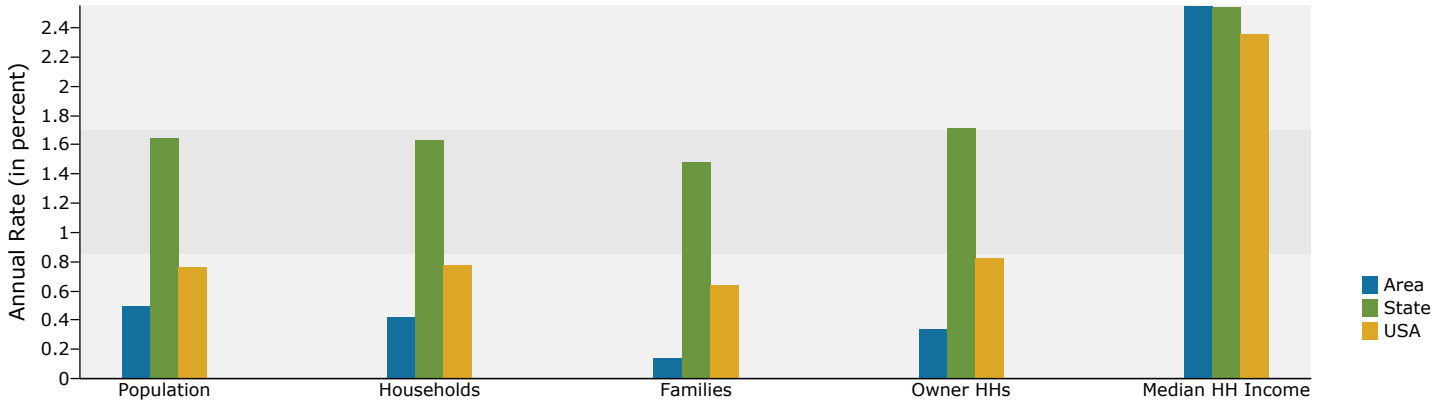
**Data Note:** Income is expressed in current dollars

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

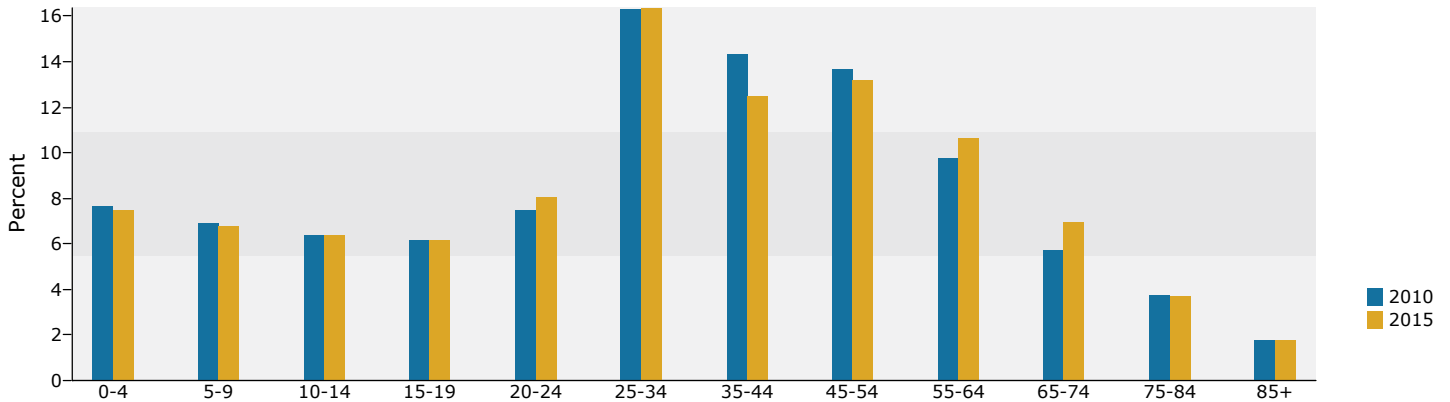
April 26, 2011

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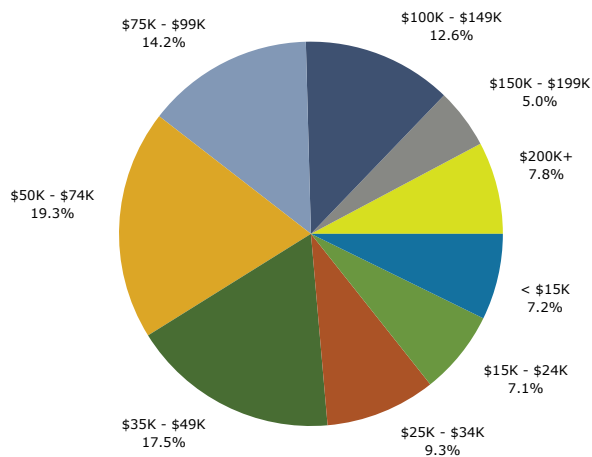
## Trends 2010-2015



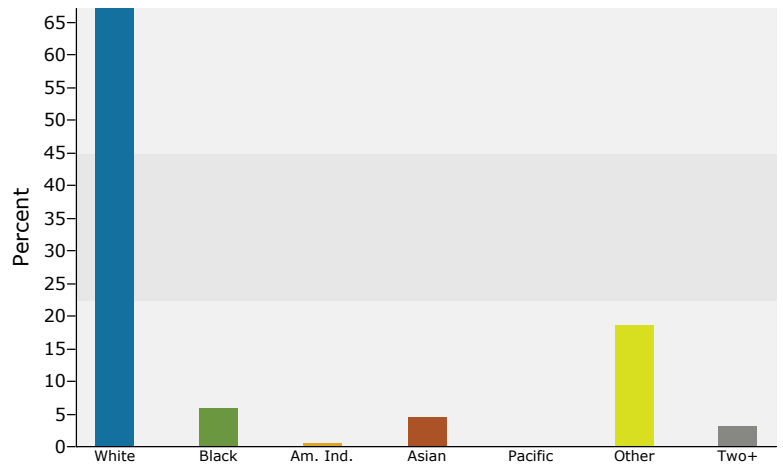
## Population by Age



## 2010 Household Income



## 2010 Population by Race



2010 Percent Hispanic Origin: 47.0%

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 Southeast**  
 11722 Marsh Ln, Dallas, TX 75229-2600  
 Ring: 1 mile radius

Latitude: 32.90871  
 Longitude: -96.85376

Top Tapestry Segments:		Demographic Summary		
			2010	2015
Prosperous Empty Nesters	30.2%	Population	12,254	12,324
Connoisseurs	23.5%	Households	5,001	5,006
Retirement Communities	9.0%	Families	3,258	3,227
Great Expectations	7.8%	Median Age	46.3	47.3
Social Security Set	7.5%	Median Household Income	\$69,960	\$78,040

	Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>	89	\$2,132.39	\$10,664,087
Men's	84	\$386.40	\$1,932,367
Women's	82	\$677.81	\$3,389,703
Children's	88	\$350.97	\$1,755,197
Footwear	61	\$253.62	\$1,268,372
Watches & Jewelry	132	\$255.50	\$1,277,742
Apparel Products and Services <sup>1</sup>	222	\$208.10	\$1,040,708
<b>Computer</b>			
Computers and Hardware for Home Use	126	\$240.44	\$1,202,423
Software and Accessories for Home Use	128	\$36.36	\$181,854
<b>Entertainment &amp; Recreation</b>	131	\$4,209.98	\$21,054,104
<b>Fees and Admissions</b>	137	\$849.13	\$4,246,493
Membership Fees for Clubs <sup>2</sup>	144	\$236.27	\$1,181,579
Fees for Participant Sports, excl. Trips	137	\$146.32	\$731,746
Admission to Movie/Theatre/Opera/Ballet	132	\$200.36	\$1,002,010
Admission to Sporting Events, excl. Trips	134	\$79.54	\$397,790
Fees for Recreational Lessons	136	\$185.66	\$928,473
Dating Services	127	\$0.98	\$4,895
<b>TV/Video/Audio</b>	126	\$1,562.36	\$7,813,356
Community Antenna or Cable TV	128	\$922.46	\$4,613,225
Televisions	128	\$248.23	\$1,241,401
VCRs, Video Cameras, and DVD Players	123	\$25.08	\$125,443
Video Cassettes and DVDs	120	\$63.12	\$315,658
Video and Computer Game Hardware and Software	123	\$68.64	\$343,274
Satellite Dishes	116	\$1.46	\$7,308
Rental of Video Cassettes and DVDs	120	\$49.28	\$246,474
Streaming/Downloaded Video	136	\$1.91	\$9,527
Audio <sup>3</sup>	117	\$172.34	\$861,890
Rental and Repair of TV/Radio/Audio	130	\$9.83	\$49,154
Pets	155	\$668.11	\$3,341,221
Toys and Games <sup>4</sup>	122	\$176.93	\$884,828
Recreational Vehicles and Fees <sup>5</sup>	123	\$398.14	\$1,991,107
Sports/Recreation/Exercise Equipment <sup>6</sup>	98	\$176.97	\$885,019
Photo Equipment and Supplies <sup>7</sup>	127	\$131.44	\$657,327
Reading <sup>8</sup>	138	\$213.97	\$1,070,060
Catered Affairs <sup>9</sup>	134	\$32.93	\$164,693
<b>Food</b>	126	\$9,703.79	\$48,528,668
<b>Food at Home</b>	126	\$5,636.94	\$28,190,340
Bakery and Cereal Products	127	\$756.27	\$3,782,105
Meat, Poultry, Fish, and Eggs	126	\$1,302.69	\$6,514,766
Dairy Products	125	\$623.95	\$3,120,367
Fruit and Vegetables	128	\$1,007.90	\$5,040,496
Snacks and Other Food at Home <sup>10</sup>	125	\$1,946.13	\$9,732,605
<b>Food Away from Home</b>	126	\$4,066.85	\$20,338,328
Alcoholic Beverages	131	\$748.63	\$3,743,909
Nonalcoholic Beverages at Home	124	\$545.00	\$2,725,567



# Retail Goods and Services Expenditures

**Park Forest Southeast**  
 11722 Marsh Ln, Dallas, TX 75229-2600  
 Ring: 1 mile radius

**Latitude: 32.90871**  
**Longitude: -96.85376**

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	142	\$2,463.25	\$12,318,732
Vehicle Loans	116	\$5,717.76	\$28,594,500
<b>Health</b>			
Nonprescription Drugs	125	\$129.04	\$645,345
Prescription Drugs	133	\$664.70	\$3,324,180
Eyeglasses and Contact Lenses	133	\$102.45	\$512,332
<b>Home</b>			
Mortgage Payment and Basics <sup>11</sup>	132	\$12,361.90	\$61,821,875
Maintenance and Remodeling Services	142	\$2,818.41	\$14,094,845
Maintenance and Remodeling Materials <sup>12</sup>	124	\$462.25	\$2,311,690
Utilities, Fuel, and Public Services	128	\$5,790.93	\$28,960,461
<b>Household Furnishings and Equipment</b>			
Household Textiles <sup>13</sup>	130	\$172.52	\$862,751
Furniture	129	\$774.66	\$3,874,053
Floor Coverings	144	\$108.05	\$540,377
Major Appliances <sup>14</sup>	127	\$385.16	\$1,926,184
Housewares <sup>15</sup>	113	\$97.01	\$485,135
Small Appliances	130	\$42.67	\$213,408
Luggage	132	\$12.23	\$61,146
Telephones and Accessories	82	\$34.87	\$174,364
<b>Household Operations</b>			
Child Care	117	\$539.32	\$2,697,140
Lawn and Garden <sup>16</sup>	137	\$571.74	\$2,859,288
Moving/Storage/Freight Express	128	\$77.61	\$388,103
Housekeeping Supplies <sup>17</sup>	127	\$888.60	\$4,443,888
<b>Insurance</b>			
Owners and Renters Insurance	131	\$608.57	\$3,043,462
Vehicle Insurance	127	\$1,483.10	\$7,416,971
Life/Other Insurance	135	\$562.84	\$2,814,747
Health Insurance	135	\$2,614.45	\$13,074,880
Personal Care Products <sup>18</sup>	126	\$501.91	\$2,510,064
School Books and Supplies <sup>19</sup>	123	\$130.93	\$654,800
Smoking Products	120	\$512.20	\$2,561,536
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) <sup>20</sup>	122	\$5,337.12	\$26,690,946
Gasoline and Motor Oil	121	\$3,466.17	\$17,334,333
Vehicle Maintenance and Repairs	128	\$1,205.15	\$6,026,980
<b>Travel</b>			
Airline Fares	139	\$637.00	\$3,185,626
Lodging on Trips	138	\$601.20	\$3,006,605
Auto/Truck/Van Rental on Trips	140	\$51.55	\$257,795
Food and Drink on Trips	134	\$581.71	\$2,909,131

**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 Southeast**  
11722 Marsh Ln, Dallas, TX 75229-2600  
Ring: 1 mile radius

**Latitude: 32.90871**  
**Longitude: -96.85376**

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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



# Retail Goods and Services Expenditures

**Park Forest Southeast**  
 11722 Marsh Ln, Dallas, TX 75229-2600  
 Ring: 3 miles radius

Latitude: 32.90871  
 Longitude: -96.85376

Top Tapestry Segments:		Demographic Summary		
			2010	2015
NeWest Residents	14.3%	Population	115,023	116,857
Connoisseurs	11.2%	Households	41,597	42,006
Prosperous Empty Nesters	11.0%	Families	26,776	26,710
Cozy and Comfortable	8.9%	Median Age	35.6	35.3
Young and Restless	8.3%	Median Household Income	\$62,108	\$70,127

	Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>	89	\$2,129.37	\$88,575,350
Men's	84	\$384.09	\$15,977,177
Women's	78	\$650.16	\$27,044,874
Children's	94	\$374.80	\$15,590,535
Footwear	63	\$260.97	\$10,855,775
Watches & Jewelry	125	\$242.30	\$10,078,972
Apparel Products and Services <sup>1</sup>	232	\$217.04	\$9,028,016
<b>Computer</b>			
Computers and Hardware for Home Use	127	\$243.19	\$10,116,104
Software and Accessories for Home Use	130	\$37.08	\$1,542,448
<b>Entertainment &amp; Recreation</b>	124	\$3,999.51	\$166,367,633
<b>Fees and Admissions</b>	128	\$793.36	\$33,001,532
Membership Fees for Clubs <sup>2</sup>	128	\$209.69	\$8,722,608
Fees for Participant Sports, excl. Trips	126	\$134.60	\$5,598,885
Admission to Movie/Theatre/Opera/Ballet	131	\$198.96	\$8,275,986
Admission to Sporting Events, excl. Trips	123	\$73.38	\$3,052,290
Fees for Recreational Lessons	129	\$175.72	\$7,309,588
Dating Services	131	\$1.01	\$42,175
<b>TV/Video/Audio</b>	122	\$1,517.18	\$63,110,157
Community Antenna or Cable TV	120	\$865.53	\$36,003,524
Televisions	126	\$244.12	\$10,154,591
VCRs, Video Cameras, and DVD Players	130	\$26.40	\$1,098,081
Video Cassettes and DVDs	127	\$67.05	\$2,788,871
Video and Computer Game Hardware and Software	127	\$70.63	\$2,937,816
Satellite Dishes	122	\$1.54	\$64,105
Rental of Video Cassettes and DVDs	128	\$52.92	\$2,201,518
Streaming/Downloaded Video	126	\$1.76	\$73,244
Audio <sup>3</sup>	121	\$177.42	\$7,380,153
Rental and Repair of TV/Radio/Audio	129	\$9.81	\$408,254
Pets	145	\$623.68	\$25,943,344
Toys and Games <sup>4</sup>	122	\$176.92	\$7,359,217
Recreational Vehicles and Fees <sup>5</sup>	113	\$363.64	\$15,126,284
Sports/Recreation/Exercise Equipment <sup>6</sup>	96	\$173.48	\$7,216,424
Photo Equipment and Supplies <sup>7</sup>	124	\$128.39	\$5,340,774
Reading <sup>8</sup>	123	\$189.76	\$7,893,450
Catered Affairs <sup>9</sup>	134	\$33.09	\$1,376,452
<b>Food</b>	125	\$9,607.01	\$399,622,695
<b>Food at Home</b>	124	\$5,558.76	\$231,227,928
Bakery and Cereal Products	122	\$729.75	\$30,355,388
Meat, Poultry, Fish, and Eggs	125	\$1,298.14	\$53,998,892
Dairy Products	123	\$610.34	\$25,388,512
Fruit and Vegetables	127	\$994.70	\$41,376,490
Snacks and Other Food at Home <sup>10</sup>	124	\$1,925.83	\$80,108,644
<b>Food Away from Home</b>	126	\$4,048.24	\$168,394,768
Alcoholic Beverages	129	\$737.54	\$30,679,572
Nonalcoholic Beverages at Home	124	\$542.73	\$22,576,018



# Retail Goods and Services Expenditures

Park Forest Southeast  
11722 Marsh Ln, Dallas, TX 75229-2600  
Ring: 3 miles radius

Latitude: 32.90871  
Longitude: -96.85376

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	121	\$2,108.73	\$87,716,962
Vehicle Loans	119	\$5,850.35	\$243,356,978
<b>Health</b>			
Nonprescription Drugs	117	\$120.23	\$5,001,252
Prescription Drugs	112	\$557.28	\$23,181,040
Eyeglasses and Contact Lenses	121	\$92.81	\$3,860,762
<b>Home</b>			
Mortgage Payment and Basics <sup>11</sup>	121	\$11,287.40	\$469,522,118
Maintenance and Remodeling Services	122	\$2,410.07	\$100,251,763
Maintenance and Remodeling Materials <sup>12</sup>	112	\$417.95	\$17,385,280
Utilities, Fuel, and Public Services	120	\$5,441.48	\$226,349,389
<b>Household Furnishings and Equipment</b>			
Household Textiles <sup>13</sup>	124	\$164.91	\$6,859,812
Furniture	126	\$754.36	\$31,379,314
Floor Coverings	122	\$91.27	\$3,796,384
Major Appliances <sup>14</sup>	117	\$354.74	\$14,755,987
Housewares <sup>15</sup>	114	\$98.33	\$4,090,298
Small Appliances	122	\$39.98	\$1,663,160
Luggage	126	\$11.67	\$485,260
Telephones and Accessories	87	\$37.03	\$1,540,399
<b>Household Operations</b>			
Child Care	128	\$590.45	\$24,561,090
Lawn and Garden <sup>16</sup>	117	\$490.94	\$20,421,520
Moving/Storage/Freight Express	135	\$81.75	\$3,400,682
Housekeeping Supplies <sup>17</sup>	122	\$852.85	\$35,476,042
<b>Insurance</b>			
Owners and Renters Insurance	113	\$522.63	\$21,739,799
Vehicle Insurance	123	\$1,433.06	\$59,611,087
Life/Other Insurance	116	\$482.81	\$20,083,400
Health Insurance	116	\$2,247.66	\$93,495,724
Personal Care Products <sup>18</sup>	125	\$499.01	\$20,757,167
School Books and Supplies <sup>19</sup>	126	\$134.70	\$5,603,092
Smoking Products	116	\$494.84	\$20,583,742
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) <sup>20</sup>	122	\$5,367.29	\$223,263,219
Gasoline and Motor Oil	120	\$3,447.38	\$143,400,508
Vehicle Maintenance and Repairs	124	\$1,164.33	\$48,432,703
<b>Travel</b>			
Airline Fares	132	\$604.27	\$25,135,927
Lodging on Trips	124	\$541.21	\$22,512,601
Auto/Truck/Van Rental on Trips	132	\$48.67	\$2,024,497
Food and Drink on Trips	124	\$541.15	\$22,510,347

**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 Southeast**  
11722 Marsh Ln, Dallas, TX 75229-2600  
Ring: 3 miles radius

**Latitude: 32.90871**  
**Longitude: -96.85376**

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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



# Retail Goods and Services Expenditures

**Park Forest Southeast**  
 11722 Marsh Ln, Dallas, TX 75229-2600  
 Ring: 5 miles radius

**Latitude: 32.90871**  
**Longitude: -96.85376**

Top Tapestry Segments:		Demographic Summary		2010	2015
Young and Restless	14.6%	Population		280,598	287,605
NeWest Residents	12.9%	Households		110,148	112,480
Metro Renters	9.8%	Families		63,040	63,476
Connoisseurs	7.8%	Median Age		34.4	34.2
Top Rung	7.2%	Median Household Income		\$61,730	\$70,010

	Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>	94	\$2,247.53	\$247,561,165
Men's	88	\$404.99	\$44,608,456
Women's	82	\$678.20	\$74,701,988
Children's	99	\$397.56	\$43,790,862
Footwear	67	\$277.39	\$30,554,024
Watches & Jewelry	131	\$253.49	\$27,921,828
Apparel Products and Services <sup>1</sup>	252	\$235.90	\$25,984,008
<b>Computer</b>			
Computers and Hardware for Home Use	134	\$256.71	\$28,276,436
Software and Accessories for Home Use	137	\$39.02	\$4,297,971
<b>Entertainment &amp; Recreation</b>	128	\$4,125.99	\$454,469,486
<b>Fees and Admissions</b>	130	\$807.01	\$88,890,875
Membership Fees for Clubs <sup>2</sup>	129	\$210.84	\$23,223,419
Fees for Participant Sports, excl. Trips	128	\$136.30	\$15,012,857
Admission to Movie/Theatre/Opera/Ballet	137	\$208.36	\$22,950,005
Admission to Sporting Events, excl. Trips	125	\$74.45	\$8,200,614
Fees for Recreational Lessons	129	\$175.93	\$19,378,006
Dating Services	148	\$1.14	\$125,974
<b>TV/Video/Audio</b>	128	\$1,591.45	\$175,294,542
Community Antenna or Cable TV	125	\$900.23	\$99,158,266
Televisions	132	\$256.04	\$28,202,125
VCRs, Video Cameras, and DVD Players	139	\$28.33	\$3,120,196
Video Cassettes and DVDs	138	\$72.65	\$8,002,725
Video and Computer Game Hardware and Software	135	\$75.20	\$8,282,759
Satellite Dishes	129	\$1.63	\$179,407
Rental of Video Cassettes and DVDs	139	\$57.10	\$6,288,921
Streaming/Downloaded Video	131	\$1.84	\$202,430
Audio <sup>3</sup>	128	\$188.18	\$20,727,570
Rental and Repair of TV/Radio/Audio	135	\$10.26	\$1,130,144
Pets	148	\$636.80	\$70,142,261
Toys and Games <sup>4</sup>	128	\$185.79	\$20,464,849
Recreational Vehicles and Fees <sup>5</sup>	113	\$365.78	\$40,289,470
Sports/Recreation/Exercise Equipment <sup>6</sup>	99	\$179.83	\$19,808,198
Photo Equipment and Supplies <sup>7</sup>	128	\$132.85	\$14,632,903
Reading <sup>8</sup>	123	\$191.26	\$21,067,104
Catered Affairs <sup>9</sup>	143	\$35.22	\$3,879,283
<b>Food</b>	131	\$10,055.26	\$1,107,567,096
<b>Food at Home</b>	130	\$5,801.75	\$639,050,966
Bakery and Cereal Products	127	\$756.71	\$83,349,659
Meat, Poultry, Fish, and Eggs	131	\$1,357.54	\$149,530,090
Dairy Products	128	\$634.65	\$69,905,321
Fruit and Vegetables	132	\$1,036.36	\$114,152,982
Snacks and Other Food at Home <sup>10</sup>	129	\$2,016.50	\$222,112,915
<b>Food Away from Home</b>	132	\$4,253.51	\$468,516,130
Alcoholic Beverages	138	\$785.25	\$86,493,168
Nonalcoholic Beverages at Home	130	\$569.77	\$62,759,211



# Retail Goods and Services Expenditures

**Park Forest Southeast**  
 11722 Marsh Ln, Dallas, TX 75229-2600  
 Ring: 5 miles radius

**Latitude: 32.90871**  
**Longitude: -96.85376**

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	122	\$2,117.57	\$233,246,461
Vehicle Loans	125	\$6,164.13	\$678,966,992
<b>Health</b>			
Nonprescription Drugs	120	\$123.66	\$13,621,434
Prescription Drugs	110	\$550.26	\$60,609,761
Eyeglasses and Contact Lenses	121	\$92.99	\$10,242,651
<b>Home</b>			
Mortgage Payment and Basics <sup>11</sup>	119	\$11,119.15	\$1,224,752,142
Maintenance and Remodeling Services	118	\$2,342.40	\$258,010,989
Maintenance and Remodeling Materials <sup>12</sup>	110	\$409.22	\$45,074,966
Utilities, Fuel, and Public Services	124	\$5,600.63	\$616,898,129
<b>Household Furnishings and Equipment</b>			
Household Textiles <sup>13</sup>	128	\$170.38	\$18,767,479
Furniture	131	\$787.75	\$86,768,600
Floor Coverings	119	\$89.51	\$9,859,218
Major Appliances <sup>14</sup>	118	\$357.41	\$39,367,918
Housewares <sup>15</sup>	120	\$103.34	\$11,383,065
Small Appliances	125	\$41.07	\$4,523,544
Luggage	129	\$11.92	\$1,313,450
Telephones and Accessories	94	\$39.99	\$4,404,668
<b>Household Operations</b>			
Child Care	137	\$632.93	\$69,716,522
Lawn and Garden <sup>16</sup>	115	\$481.99	\$53,090,572
Moving/Storage/Freight Express	147	\$89.33	\$9,839,919
Housekeeping Supplies <sup>17</sup>	125	\$879.46	\$96,870,917
<b>Insurance</b>			
Owners and Renters Insurance	110	\$509.21	\$56,088,937
Vehicle Insurance	128	\$1,486.91	\$163,780,079
Life/Other Insurance	113	\$471.75	\$51,962,572
Health Insurance	116	\$2,237.99	\$246,509,647
Personal Care Products <sup>18</sup>	131	\$522.70	\$57,574,182
School Books and Supplies <sup>19</sup>	137	\$146.12	\$16,095,137
Smoking Products	125	\$532.11	\$58,610,623
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) <sup>20</sup>	128	\$5,622.07	\$619,259,579
Gasoline and Motor Oil	126	\$3,606.16	\$397,211,727
Vehicle Maintenance and Repairs	128	\$1,208.38	\$133,100,294
<b>Travel</b>			
Airline Fares	136	\$621.92	\$68,503,291
Lodging on Trips	125	\$542.93	\$59,802,349
Auto/Truck/Van Rental on Trips	135	\$49.98	\$5,505,416
Food and Drink on Trips	126	\$550.04	\$60,585,437

**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 Southeast**  
11722 Marsh Ln, Dallas, TX 75229-2600  
Ring: 5 miles radius

**Latitude: 32.90871**  
**Longitude: -96.85376**

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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