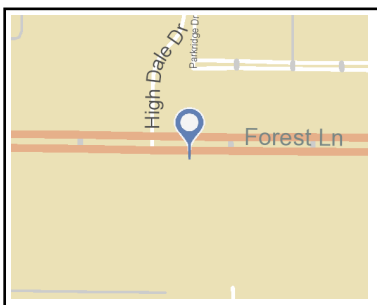
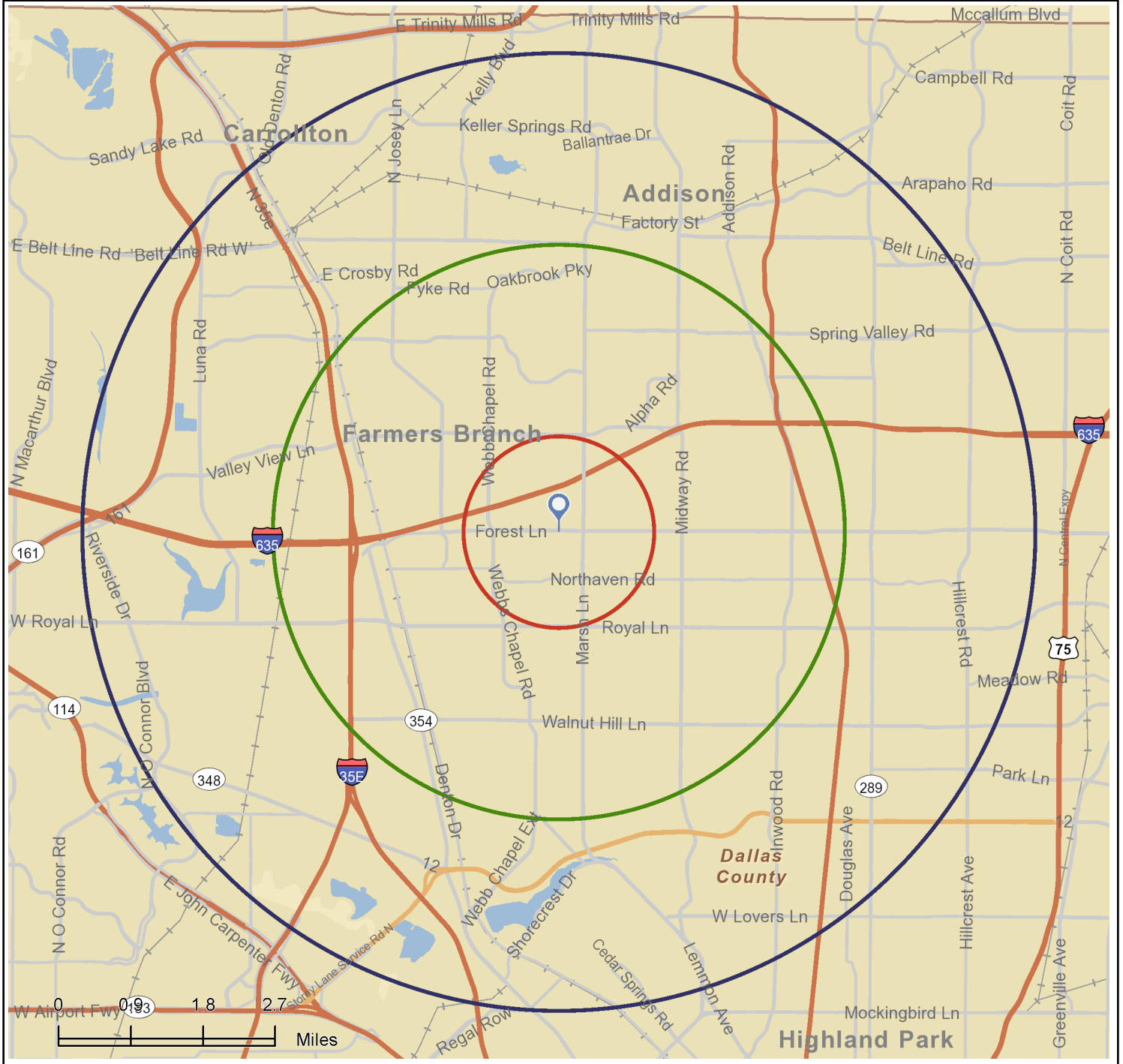





Park Forest Southwest
 3544 Forest Ln, Dallas, TX 75234-7932
 Ring: 1, 3, 5 Miles

Latitude: 32.9094
 Longitude: -96.86049



Park Forest Southwest
 3544 Forest Ln, Dallas, TX 75234-7932
 Ring: 1, 3, 5 Miles

Latitude: 32.9094
 Longitude: -96.86049

	1 mile radius	3 miles radius	5 miles radius
 2000 Total Population	12,848	108,908	245,040
2000 Group Quarters	180	597	1,210
2010 Total Population	12,959	112,649	263,134
2015 Total Population	13,040	114,282	269,753
2010 - 2015 Annual Rate	0.12%	0.29%	0.5%
 2000 Households	5,351	39,323	96,562
2000 Average Household Size	2.37	2.75	2.53
2010 Households	5,318	39,317	100,970
2010 Average Household Size	2.4	2.85	2.59
2015 Households	5,324	39,626	103,134
2015 Average Household Size	2.41	2.87	2.6
2010 - 2015 Annual Rate	0.02%	0.16%	0.43%
2000 Families	3,328	26,540	58,371
2000 Average Family Size	2.99	3.32	3.22
2010 Families	3,234	26,076	59,203
2010 Average Family Size	3.08	3.48	3.37
2015 Families	3,198	25,997	59,622
2015 Average Family Size	3.11	3.52	3.41
2010 - 2015 Annual Rate	-0.22%	-0.06%	0.14%
 2000 Housing Units	5,576	40,986	101,824
Owner Occupied Housing Units	68.6%	57.0%	46.7%
Renter Occupied Housing Units	27.4%	38.8%	48.1%
Vacant Housing Units	3.9%	4.1%	5.2%
2010 Housing Units	5,740	43,046	110,987
Owner Occupied Housing Units	63.0%	52.0%	42.6%
Renter Occupied Housing Units	29.6%	39.3%	48.3%
Vacant Housing Units	7.4%	8.7%	9.0%
2015 Housing Units	5,825	44,068	114,887
Owner Occupied Housing Units	62.1%	51.1%	41.9%
Renter Occupied Housing Units	29.3%	38.8%	47.8%
Vacant Housing Units	8.6%	10.1%	10.2%
Median Household Income			
2000	\$54,299	\$51,020	\$50,100
2010	\$64,145	\$61,846	\$61,664
2015	\$71,470	\$69,493	\$69,812
Median Home Value			
2000	\$124,738	\$134,533	\$149,956
2010	\$145,805	\$153,387	\$170,079
2015	\$163,532	\$175,616	\$193,560
Per Capita Income			
2000	\$31,162	\$27,772	\$32,262
2010	\$33,159	\$29,420	\$33,694
2015	\$36,836	\$32,607	\$37,617
Median Age			
2000	42.1	33.6	32.6
2010	45.6	35.2	34.0
2015	46.5	35.0	33.8


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 Southwest
 3544 Forest Ln, Dallas, TX 75234-7932
 Ring: 1, 3, 5 Miles

Latitude: 32.9094
 Longitude: -96.86049

	1 mile radius	3 miles radius	5 miles radius
2000 Households by Income			
 Household Income Base	5,419	39,394	96,791
< \$15,000	12.1%	9.5%	9.6%
\$15,000 - \$24,999	9.9%	11.2%	11.1%
\$25,000 - \$34,999	10.2%	12.1%	12.4%
\$35,000 - \$49,999	14.8%	16.3%	16.8%
\$50,000 - \$74,999	17.6%	18.7%	18.4%
\$75,000 - \$99,999	12.9%	10.5%	10.0%
\$100,000 - \$149,999	13.1%	11.4%	10.2%
\$150,000 - \$199,999	4.0%	4.4%	4.2%
\$200,000+	5.4%	6.0%	7.3%
Average Household Income	\$73,790	\$76,465	\$81,656
2010 Households by Income			
Household Income Base	5,319	39,317	100,966
< \$15,000	9.6%	7.0%	7.1%
\$15,000 - \$24,999	7.5%	7.2%	7.0%
\$25,000 - \$34,999	7.0%	9.4%	9.3%
\$35,000 - \$49,999	15.8%	17.2%	17.8%
\$50,000 - \$74,999	18.8%	19.8%	19.4%
\$75,000 - \$99,999	15.9%	14.0%	14.3%
\$100,000 - \$149,999	14.7%	14.2%	12.7%
\$150,000 - \$199,999	5.4%	5.0%	4.9%
\$200,000+	5.4%	6.2%	7.4%
Average Household Income	\$80,714	\$83,793	\$87,801
2015 Households by Income			
Household Income Base	5,323	39,625	103,131
< \$15,000	7.6%	5.5%	5.7%
\$15,000 - \$24,999	6.2%	5.9%	5.8%
\$25,000 - \$34,999	5.3%	7.2%	7.1%
\$35,000 - \$49,999	11.2%	12.0%	12.3%
\$50,000 - \$74,999	22.4%	23.7%	23.2%
\$75,000 - \$99,999	16.2%	15.1%	15.6%
\$100,000 - \$149,999	17.9%	17.1%	15.6%
\$150,000 - \$199,999	6.6%	6.1%	6.1%
\$200,000+	6.6%	7.3%	8.7%
Average Household Income	\$90,144	\$93,471	\$98,397
2000 Owner Occupied HUs by Value			
Total	3,870	23,404	47,534
<\$50,000	1.4%	2.6%	3.5%
\$50,000 - 99,999	29.0%	31.1%	27.5%
\$100,000 - 149,999	39.8%	23.4%	19.0%
\$150,000 - 199,999	17.8%	16.1%	14.1%
\$200,000 - \$299,999	9.2%	16.2%	16.0%
\$300,000 - 499,999	2.5%	6.8%	11.4%
\$500,000 - 999,999	0.3%	2.6%	6.0%
\$1,000,000+	0.0%	1.2%	2.6%
Average Home Value	\$139,114	\$181,705	\$228,861
2000 Specified Renter Occupied HUs by Contract Rent			
Total	1,448	15,889	48,989
With Cash Rent	97.5%	98.5%	98.7%
No Cash Rent	2.5%	1.5%	1.3%
Median Rent	\$644	\$613	\$632
Average Rent	\$757	\$677	\$692


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 Southwest
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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	108,906	245,037
Age 0 - 4	6.0%	8.2%	8.1%
Age 5 - 9	5.8%	7.4%	6.9%
Age 10 - 14	5.8%	6.5%	5.8%
Age 15 - 19	5.3%	6.5%	5.9%
Age 20 - 24	4.0%	7.1%	8.0%
Age 25 - 34	11.6%	16.6%	19.8%
Age 35 - 44	16.3%	16.0%	16.1%
Age 45 - 54	13.9%	11.8%	11.7%
Age 55 - 64	9.9%	7.8%	7.5%
Age 65 - 74	10.4%	6.5%	5.4%
Age 75 - 84	8.2%	4.5%	3.7%
Age 85+	2.7%	1.2%	1.1%
Age 18+	78.9%	74.0%	75.8%
2010 Population by Age			
Total	12,957	112,649	263,135
Age 0 - 4	5.8%	8.0%	7.8%
Age 5 - 9	5.6%	7.6%	7.1%
Age 10 - 14	5.9%	7.0%	6.5%
Age 15 - 19	5.5%	6.7%	6.2%
Age 20 - 24	5.1%	6.5%	7.5%
Age 25 - 34	9.3%	13.9%	16.3%
Age 35 - 44	11.7%	13.7%	14.4%
Age 45 - 54	16.0%	14.0%	13.6%
Age 55 - 64	13.1%	9.9%	9.6%
Age 65 - 74	9.1%	6.1%	5.6%
Age 75 - 84	8.4%	4.5%	3.6%
Age 85+	4.3%	2.0%	1.7%
Age 18+	79.3%	73.3%	75.0%
2015 Population by Age			
Total	13,044	114,281	269,751
Age 0 - 4	5.5%	7.9%	7.7%
Age 5 - 9	5.7%	7.5%	7.0%
Age 10 - 14	5.9%	7.1%	6.4%
Age 15 - 19	5.7%	6.6%	6.3%
Age 20 - 24	4.9%	6.9%	8.1%
Age 25 - 34	10.7%	13.9%	16.3%
Age 35 - 44	9.7%	12.2%	12.5%
Age 45 - 54	14.4%	13.3%	13.2%
Age 55 - 64	14.8%	11.2%	10.5%
Age 65 - 74	10.9%	7.2%	6.8%
Age 75 - 84	7.5%	4.2%	3.6%
Age 85+	4.4%	2.0%	1.7%
Age 18+	79.5%	73.5%	75.3%
2000 Population by Sex			
Males	47.3%	50.7%	51.0%
Females	52.7%	49.3%	49.0%
2010 Population by Sex			
Males	47.2%	50.7%	51.1%
Females	52.8%	49.3%	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 Southwest
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

	1 mile radius	3 miles radius	5 miles radius
2000 Population by Race/Ethnicity			
 Total	12,849	108,908	245,040
White Alone	79.4%	72.2%	72.4%
Black Alone	5.0%	5.2%	6.1%
American Indian Alone	0.5%	0.5%	0.5%
Asian or Pacific Islander Alone	4.2%	3.1%	4.0%
Some Other Race Alone	8.2%	16.3%	14.6%
Two or More Races	2.8%	2.6%	2.5%
Hispanic Origin	23.1%	41.1%	37.5%
Diversity Index	59.1	72.9	71.9
2010 Population by Race/Ethnicity			
Total	12,958	112,649	263,135
White Alone	72.0%	66.0%	66.4%
Black Alone	5.0%	4.6%	5.7%
American Indian Alone	0.6%	0.6%	0.5%
Asian or Pacific Islander Alone	4.7%	3.3%	4.6%
Some Other Race Alone	13.9%	22.2%	19.5%
Two or More Races	3.8%	3.3%	3.1%
Hispanic Origin	38.8%	54.4%	48.9%
Diversity Index	72.6	77.9	77.6
2015 Population by Race/Ethnicity			
Total	13,040	114,282	269,754
White Alone	68.8%	63.6%	64.1%
Black Alone	4.8%	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	16.6%	24.6%	21.5%
Two or More Races	4.2%	3.6%	3.4%
Hispanic Origin	46.6%	60.2%	53.8%
Diversity Index	76.0	78.8	79.1
2000 Population 3+ by School Enrollment			
 Total	12,545	103,795	233,005
Enrolled in Nursery/Preschool	1.3%	1.6%	1.8%
Enrolled in Kindergarten	1.8%	1.9%	1.7%
Enrolled in Grade 1-8	9.1%	12.2%	10.7%
Enrolled in Grade 9-12	5.0%	4.9%	4.3%
Enrolled in College	3.3%	2.7%	3.2%
Enrolled in Grad/Prof School	0.9%	0.9%	1.2%
Not Enrolled in School	78.6%	75.8%	77.0%
2010 Population 25+ by Educational Attainment			
Total	9,336	72,259	170,603
Less than 9th Grade	8.2%	15.5%	14.7%
9th - 12th Grade, No Diploma	6.6%	10.4%	9.5%
High School Graduate	19.7%	19.8%	16.8%
Some College, No Degree	23.4%	17.9%	17.3%
Associate Degree	6.5%	4.6%	4.9%
Bachelor's Degree	23.2%	20.5%	23.9%
Graduate/Professional Degree	12.5%	11.3%	12.8%

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 Southwest
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	1 mile radius	3 miles radius	5 miles radius
2010 Population 15+ by Marital Status			
 Total	10,708	87,122	206,798
Never Married	26.6%	31.2%	33.6%
Married	52.0%	52.7%	50.4%
Widowed	10.4%	5.8%	5.0%
Divorced	11.0%	10.3%	11.0%
2000 Population 16+ by Employment Status			
 Total	10,634	83,609	191,583
In Labor Force	61.6%	67.5%	69.9%
Civilian Employed	59.5%	64.8%	67.2%
Civilian Unemployed	2.1%	2.6%	2.7%
In Armed Forces	0.0%	0.0%	0.0%
Not in Labor Force	38.4%	32.5%	30.1%
2010 Civilian Population 16+ in Labor Force			
Civilian Employed	92.5%	92.1%	92.1%
Civilian Unemployed	7.5%	7.9%	7.9%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	93.9%	93.5%	93.5%
Civilian Unemployed	6.1%	6.5%	6.5%
2000 Females 16+ by Employment Status and Age of Children			
Total	5,634	41,537	94,429
Own Children < 6 Only	5.3%	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	2.7%	3.9%	4.5%
Own Children < 6 and 6-17 Only	5.0%	7.8%	6.8%
Employed/in Armed Forces	2.7%	3.9%	3.2%
Unemployed	0.0%	0.2%	0.2%
Not in Labor Force	2.3%	3.7%	3.4%
Own Children 6-17 Only	13.3%	15.4%	13.7%
Employed/in Armed Forces	10.1%	11.0%	9.0%
Unemployed	0.3%	0.3%	0.4%
Not in Labor Force	2.9%	4.2%	4.3%
No Own Children < 18	76.4%	68.4%	70.1%
Employed/in Armed Forces	35.4%	36.0%	40.9%
Unemployed	1.0%	1.8%	1.7%
Not in Labor Force	39.9%	30.7%	27.6%
2010 Employed Population 16+ by Industry			
 Total	5,478	48,253	118,439
Agriculture/Mining	0.5%	0.5%	0.7%
Construction	6.3%	9.4%	9.4%
Manufacturing	9.1%	9.8%	8.4%
Wholesale Trade	4.3%	4.2%	3.9%
Retail Trade	10.5%	11.1%	11.0%
Transportation/Utilities	5.4%	4.4%	4.2%
Information	3.1%	2.8%	3.1%
Finance/Insurance/Real Estate	10.8%	9.4%	10.3%
Services	47.9%	46.7%	47.4%
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.

Park Forest Southwest
 3544 Forest Ln, Dallas, TX 75234-7932
 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	5,474	48,253	118,437
White Collar	73.3%	60.2%	62.9%
Management/Business/Financial	20.0%	17.2%	18.5%
Professional	24.5%	17.8%	19.5%
Sales	13.1%	13.1%	13.2%
Administrative Support	15.7%	12.1%	11.7%
Services	12.9%	16.4%	15.9%
Blue Collar	13.8%	23.4%	21.2%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	4.5%	8.3%	8.2%
Installation/Maintenance/Repair	2.1%	2.7%	2.3%
Production	4.1%	7.5%	6.0%
Transportation/Material Moving	3.1%	4.9%	4.6%
2000 Workers 16+ by Means of Transportation to Work			
 Total	6,247	53,208	126,562
Drove Alone - Car, Truck, or Van	80.8%	73.1%	72.9%
Carpooled - Car, Truck, or Van	9.3%	17.9%	17.3%
Public Transportation	1.6%	2.1%	2.3%
Walked	1.9%	1.9%	2.1%
Other Means	0.5%	0.8%	1.2%
Worked at Home	5.9%	4.1%	4.0%
2000 Workers 16+ by Travel Time to Work			
Total	6,247	53,208	126,563
Did Not Work at Home	94.1%	95.9%	96.0%
Less than 5 minutes	1.6%	1.3%	1.5%
5 to 9 minutes	10.0%	9.1%	8.8%
10 to 19 minutes	29.4%	32.6%	32.5%
20 to 24 minutes	22.9%	20.1%	18.8%
25 to 34 minutes	22.0%	22.9%	22.6%
35 to 44 minutes	2.8%	3.3%	4.3%
45 to 59 minutes	2.7%	3.4%	4.1%
60 to 89 minutes	1.3%	1.9%	2.1%
90 or more minutes	1.5%	1.3%	1.4%
Worked at Home	5.9%	4.1%	4.0%
Average Travel Time to Work (in min)	22.3	22.3	22.8
2000 Households by Vehicles Available			
Total	5,320	39,320	96,566
None	7.5%	6.0%	6.1%
1	34.4%	35.9%	42.6%
2	42.8%	42.5%	39.2%
3	9.9%	11.3%	9.1%
4	3.7%	3.0%	2.1%
5+	1.7%	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 Southwest
 3544 Forest Ln, Dallas, TX 75234-7932
 Ring: 1, 3, 5 Miles

Latitude: 32.9094
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	1 mile radius	3 miles radius	5 miles radius
2000 Households by Type			
 Total	5,350	39,322	96,562
Family Households	62.2%	67.5%	60.4%
Married-couple Family	50.1%	51.9%	46.3%
With Related Children	19.9%	25.8%	22.9%
Other Family (No Spouse)	12.1%	15.6%	14.1%
With Related Children	6.6%	9.4%	8.3%
Nonfamily Households	37.8%	32.5%	39.6%
Householder Living Alone	30.4%	25.4%	31.3%
Householder Not Living Alone	7.4%	7.1%	8.2%
Households with Related Children	26.4%	35.2%	31.2%
Households with Persons 65+	35.8%	23.6%	18.6%
2000 Households by Size			
Total	5,351	39,323	96,562
1 Person Household	30.4%	25.4%	31.3%
2 Person Household	36.9%	32.3%	31.6%
3 Person Household	13.0%	15.0%	13.6%
4 Person Household	10.7%	12.6%	11.4%
5 Person Household	5.1%	7.3%	6.3%
6 Person Household	2.2%	3.7%	3.0%
7+ Person Household	1.7%	3.7%	2.7%
2000 Households by Year Householder Moved In			
Total	5,321	39,320	96,567
Moved in 1999 to March 2000	18.3%	24.8%	30.5%
Moved in 1995 to 1998	28.8%	30.8%	32.6%
Moved in 1990 to 1994	10.9%	13.5%	12.9%
Moved in 1980 to 1989	13.3%	10.7%	10.0%
Moved in 1970 to 1979	13.6%	9.6%	6.8%
Moved in 1969 or Earlier	15.2%	10.7%	7.2%
Median Year Householder Moved In	1994	1996	1997
2000 Housing Units by Units in Structure			
 Total	5,534	40,994	101,857
1, Detached	69.0%	58.9%	45.4%
1, Attached	6.6%	5.9%	5.4%
2	0.8%	1.2%	1.4%
3 or 4	3.1%	5.3%	6.6%
5 to 9	1.9%	8.2%	10.1%
10 to 19	3.4%	4.2%	7.6%
20+	14.8%	15.9%	23.2%
Mobile Home	0.4%	0.3%	0.4%
Other	0.1%	0.1%	0.1%
2000 Housing Units by Year Structure Built			
Total	5,540	40,955	101,812
1999 to March 2000	1.7%	1.0%	2.0%
1995 to 1998	2.6%	3.9%	6.5%
1990 to 1994	0.5%	3.3%	5.3%
1980 to 1989	10.1%	10.9%	19.4%
1970 to 1979	12.9%	19.4%	22.6%
1969 or Earlier	72.2%	61.5%	44.2%
Median Year Structure Built	1966	1967	1973


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



Park Forest Southwest
 3544 Forest Ln, Dallas, TX 75234-7932
 Ring: 1, 3, 5 Miles

Latitude: 32.9094
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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 \$	\$10,295,986	\$81,290,404	\$223,512,015
Average Spent	\$1,936.06	\$2,067.56	\$2,213.65
Spending Potential Index	81	86	92
Computers & Accessories: Total \$	\$1,331,314	\$10,704,647	\$29,420,705
Average Spent	\$250.34	\$272.27	\$291.38
Spending Potential Index	114	124	132
Education: Total \$	\$7,834,678	\$58,648,771	\$158,382,575
Average Spent	\$1,473.24	\$1,491.69	\$1,568.61
Spending Potential Index	121	122	129
Entertainment/Recreation: Total \$	\$20,086,796	\$153,138,957	\$410,168,271
Average Spent	\$3,777.13	\$3,894.98	\$4,062.28
Spending Potential Index	117	121	126
Food at Home: Total \$	\$27,430,097	\$213,015,855	\$578,215,650
Average Spent	\$5,157.97	\$5,417.91	\$5,726.61
Spending Potential Index	115	121	128
Food Away from Home: Total \$	\$19,752,299	\$154,816,523	\$423,561,891
Average Spent	\$3,714.23	\$3,937.65	\$4,194.93
Spending Potential Index	115	122	130
Health Care: Total \$	\$24,085,190	\$167,667,048	\$433,563,563
Average Spent	\$4,528.99	\$4,264.49	\$4,293.98
Spending Potential Index	122	114	115
HH Furnishings & Equipment: Total \$	\$11,072,733	\$85,850,129	\$230,217,129
Average Spent	\$2,082.12	\$2,183.54	\$2,280.05
Spending Potential Index	101	106	111
Investments: Total \$	\$11,185,832	\$80,375,765	\$208,548,388
Average Spent	\$2,103.39	\$2,044.30	\$2,065.45
Spending Potential Index	121	118	119
Retail Goods: Total \$	\$145,089,663	\$1,116,258,757	\$2,997,649,122
Average Spent	\$27,282.75	\$28,391.25	\$29,688.51
Spending Potential Index	110	114	119
Shelter: Total \$	\$99,191,220	\$779,453,764	\$2,118,036,797
Average Spent	\$18,651.98	\$19,824.85	\$20,976.89
Spending Potential Index	118	126	133
TV/Video/Audio: Total \$	\$7,596,690	\$57,993,449	\$158,378,935
Average Spent	\$1,428.49	\$1,475.02	\$1,568.57
Spending Potential Index	115	119	126
Travel: Total \$	\$12,055,109	\$91,358,682	\$240,589,320
Average Spent	\$2,266.85	\$2,323.64	\$2,382.78
Spending Potential Index	120	123	126
Vehicle Maintenance & Repairs: Total \$	\$5,798,592	\$44,593,331	\$120,276,337
Average Spent	\$1,090.37	\$1,134.20	\$1,191.21
Spending Potential Index	116	120	126

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 Southwest
 3544 Forest Ln, Dallas, TX 75234-7932
 Ring: 1 mile radius

Latitude: 32.9094
 Longitude: -96.86049

Summary	2000	2010	2015
Population	12,848	12,959	13,040
Households	5,351	5,318	5,324
Families	3,328	3,234	3,198
Average Household Size	2.37	2.40	2.41
Owner Occupied Housing Units	3,824	3,617	3,617
Renter Occupied Housing Units	1,527	1,701	1,708
Median Age	42.1	45.6	46.5

Trends: 2010 - 2015 Annual Rate	Area	State	National
Population	0.13%	1.65%	0.76%
Households	0.02%	1.63%	0.78%
Families	-0.22%	1.48%	0.64%
Owner HHs	0.00%	1.72%	0.82%
Median Household Income	2.19%	2.54%	2.36%

Households by Income	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	657	12.1%	511	9.6%	407	7.6%
\$15,000 - \$24,999	536	9.9%	398	7.5%	329	6.2%
\$25,000 - \$34,999	551	10.2%	372	7.0%	280	5.3%
\$35,000 - \$49,999	802	14.8%	840	15.8%	597	11.2%
\$50,000 - \$74,999	954	17.6%	998	18.8%	1,193	22.4%
\$75,000 - \$99,999	700	12.9%	846	15.9%	863	16.2%
\$100,000 - \$149,999	709	13.1%	781	14.7%	953	17.9%
\$150,000 - \$199,999	217	4.0%	287	5.4%	352	6.6%
\$200,000+	293	5.4%	286	5.4%	349	6.6%

Median Household Income	\$54,299	\$64,145	\$71,470
Average Household Income	\$73,790	\$80,714	\$90,144
Per Capita Income	\$31,162	\$33,159	\$36,836

Population by Age	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	776	6.0%	749	5.8%	711	5.5%
5 - 9	746	5.8%	731	5.6%	738	5.7%
10 - 14	747	5.8%	769	5.9%	767	5.9%
15 - 19	679	5.3%	709	5.5%	745	5.7%
20 - 24	509	4.0%	664	5.1%	640	4.9%
25 - 34	1,488	11.6%	1,211	9.3%	1,400	10.7%
35 - 44	2,100	16.3%	1,521	11.7%	1,269	9.7%
45 - 54	1,787	13.9%	2,076	16.0%	1,881	14.4%
55 - 64	1,278	9.9%	1,701	13.1%	1,925	14.8%
65 - 74	1,340	10.4%	1,177	9.1%	1,419	10.9%
75 - 84	1,052	8.2%	1,090	8.4%	976	7.5%
85+	346	2.7%	558	4.3%	572	4.4%

Race and Ethnicity	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
White Alone	10,202	79.4%	9,324	72.0%	8,978	68.9%
Black Alone	639	5.0%	646	5.0%	621	4.8%
American Indian Alone	60	0.5%	81	0.6%	89	0.7%
Asian Alone	528	4.1%	599	4.6%	616	4.7%
Pacific Islander Alone	9	0.1%	16	0.1%	17	0.1%
Some Other Race Alone	1,051	8.2%	1,797	13.9%	2,166	16.6%
Two or More Races	360	2.8%	495	3.8%	553	4.2%
Hispanic Origin (Any Race)	2,971	23.1%	5,022	38.8%	6,079	46.6%

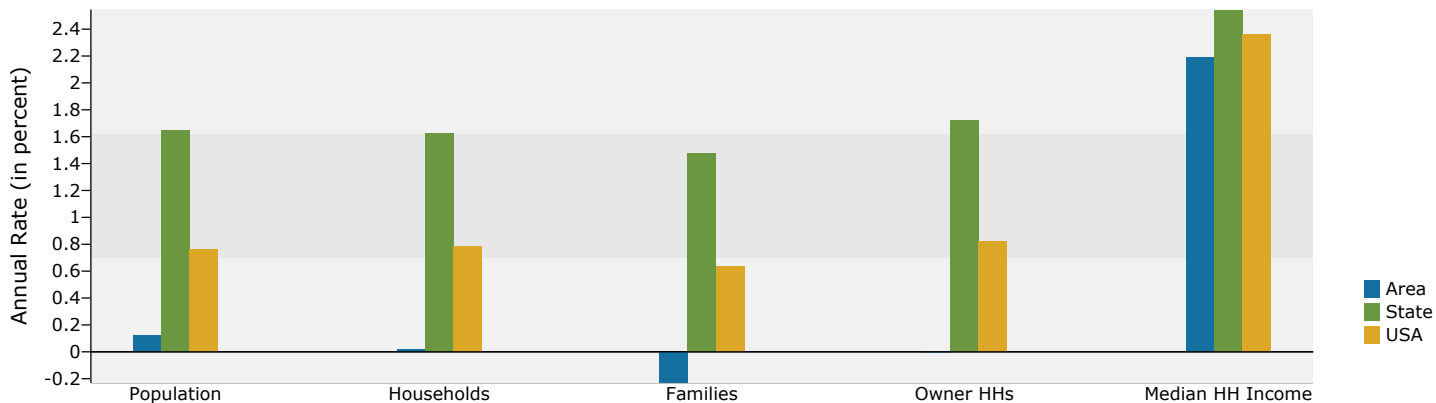
Data Note: Income is expressed in current dollars

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

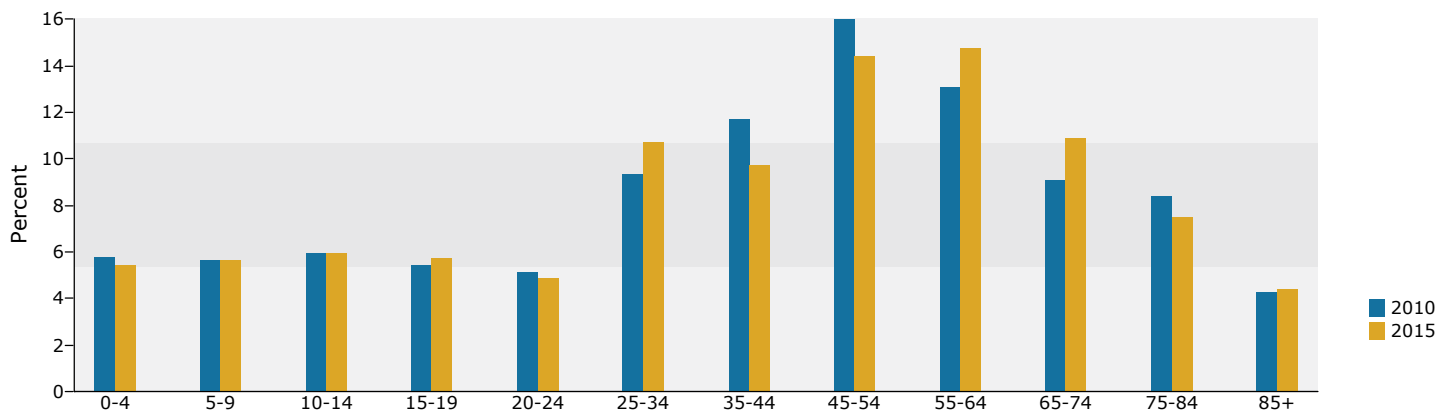
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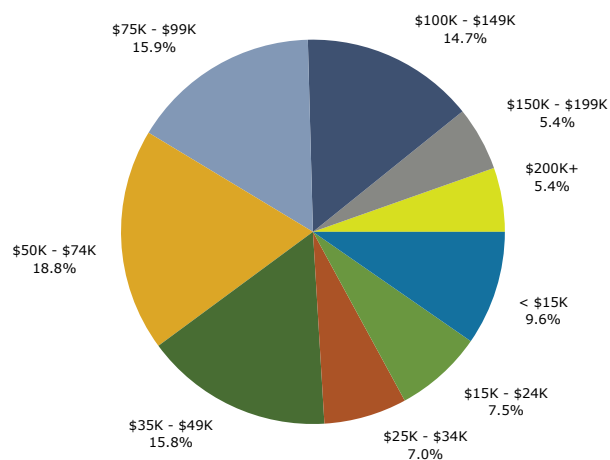
Trends 2010-2015



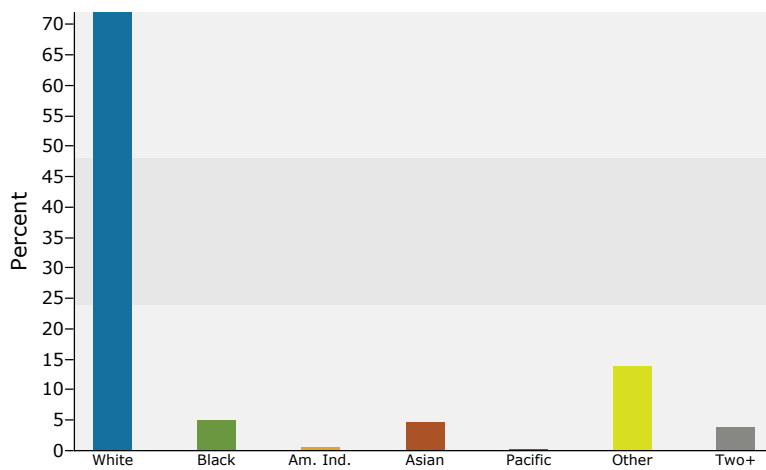
Population by Age



2010 Household Income



2010 Population by Race



2010 Percent Hispanic Origin: 38.8%

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 Southwest
 3544 Forest Ln, Dallas, TX 75234-7932
 Ring: 3 miles radius

Latitude: 32.9094
 Longitude: -96.86049

Summary	2000	2010	2015
Population	108,908	112,649	114,282
Households	39,323	39,317	39,626
Families	26,540	26,076	25,997
Average Household Size	2.75	2.85	2.87
Owner Occupied Housing Units	23,401	22,386	22,505
Renter Occupied Housing Units	15,921	16,931	17,120
Median Age	33.6	35.2	35.0

Trends: 2010 - 2015 Annual Rate	Area	State	National
Population	0.29%	1.65%	0.76%
Households	0.16%	1.63%	0.78%
Families	-0.06%	1.48%	0.64%
Owner HHs	0.11%	1.72%	0.82%
Median Household Income	2.36%	2.54%	2.36%

Households by Income	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	3,740	9.5%	2,741	7.0%	2,187	5.5%
\$15,000 - \$24,999	4,396	11.2%	2,823	7.2%	2,343	5.9%
\$25,000 - \$34,999	4,749	12.1%	3,708	9.4%	2,853	7.2%
\$35,000 - \$49,999	6,412	16.3%	6,751	17.2%	4,740	12.0%
\$50,000 - \$74,999	7,352	18.7%	7,786	19.8%	9,410	23.7%
\$75,000 - \$99,999	4,155	10.5%	5,524	14.1%	5,975	15.1%
\$100,000 - \$149,999	4,503	11.4%	5,591	14.2%	6,772	17.1%
\$150,000 - \$199,999	1,730	4.4%	1,957	5.0%	2,436	6.1%
\$200,000+	2,357	6.0%	2,436	6.2%	2,909	7.3%
Median Household Income	\$51,020		\$61,846		\$69,493	
Average Household Income	\$76,465		\$83,793		\$93,471	
Per Capita Income	\$27,772		\$29,420		\$32,607	

Population by Age	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	8,937	8.2%	9,056	8.0%	9,022	7.9%
5 - 9	8,058	7.4%	8,550	7.6%	8,603	7.5%
10 - 14	7,091	6.5%	7,922	7.0%	8,127	7.1%
15 - 19	7,055	6.5%	7,496	6.7%	7,558	6.6%
20 - 24	7,693	7.1%	7,364	6.5%	7,885	6.9%
25 - 34	18,062	16.6%	15,670	13.9%	15,877	13.9%
35 - 44	17,471	16.0%	15,479	13.7%	13,958	12.2%
45 - 54	12,812	11.8%	15,802	14.0%	15,174	13.3%
55 - 64	8,521	7.8%	11,187	9.9%	12,784	11.2%
65 - 74	7,079	6.5%	6,847	6.1%	8,210	7.2%
75 - 84	4,873	4.5%	5,052	4.5%	4,792	4.2%
85+	1,254	1.2%	2,223	2.0%	2,291	2.0%

Race and Ethnicity	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
White Alone	78,620	72.2%	74,364	66.0%	72,709	63.6%
Black Alone	5,701	5.2%	5,151	4.6%	4,787	4.2%
American Indian Alone	543	0.5%	647	0.6%	687	0.6%
Asian Alone	3,333	3.1%	3,652	3.2%	3,768	3.3%
Pacific Islander Alone	42	0.0%	77	0.1%	81	0.1%
Some Other Race Alone	17,799	16.3%	25,008	22.2%	28,118	24.6%
Two or More Races	2,870	2.6%	3,750	3.3%	4,132	3.6%
Hispanic Origin (Any Race)	44,730	41.1%	61,319	54.4%	68,764	60.2%

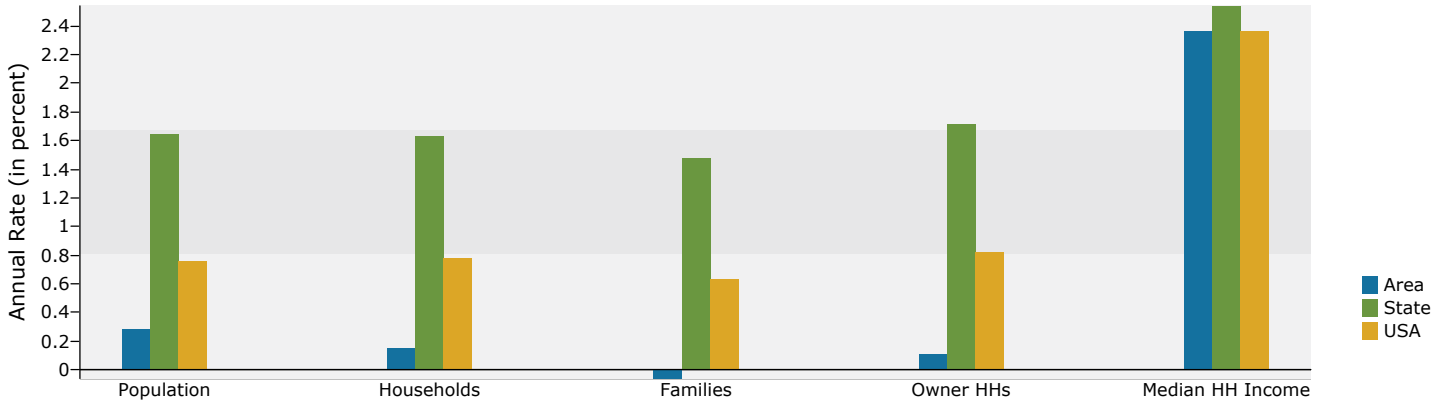
Data Note: Income is expressed in current dollars

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

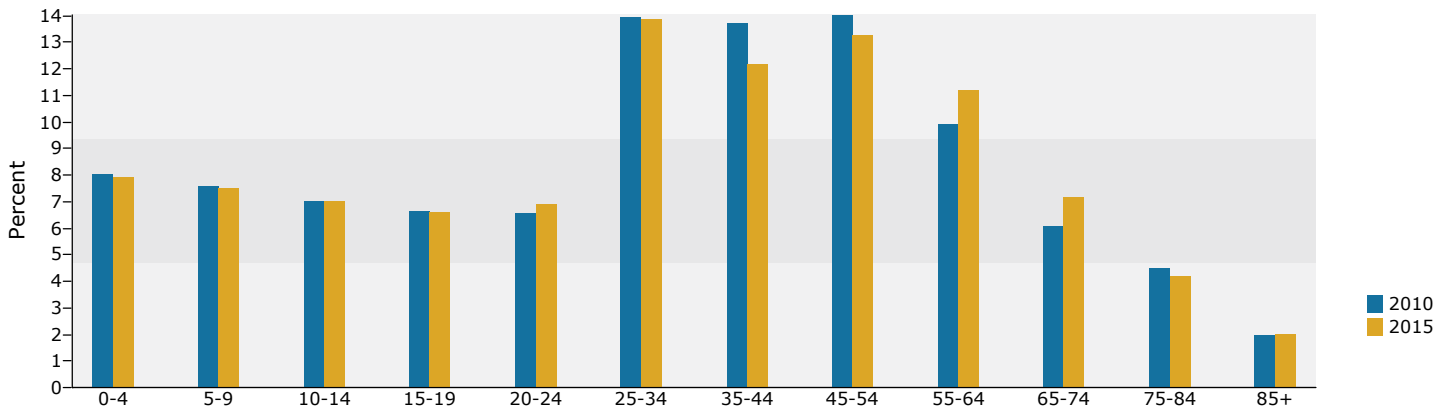
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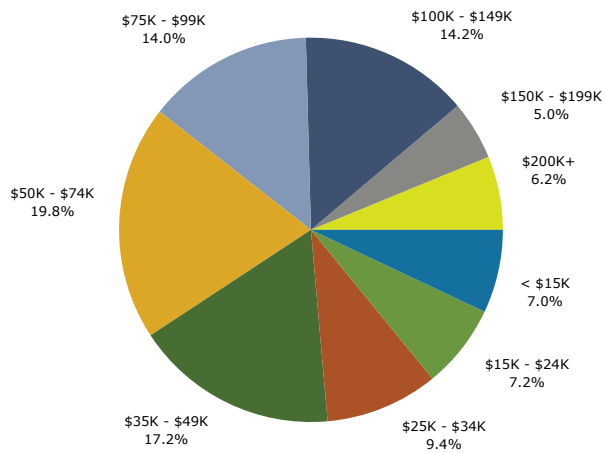
Trends 2010-2015



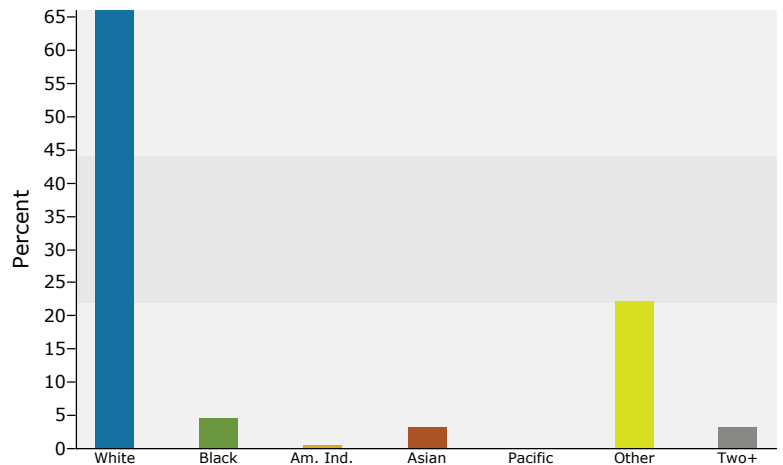
Population by Age



2010 Household Income



2010 Population by Race



2010 Percent Hispanic Origin: 54.4%

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 Southwest
 3544 Forest Ln, Dallas, TX 75234-7932
 Ring: 5 miles radius

Latitude: 32.9094
 Longitude: -96.86049

Summary	2000	2010	2015
Population	245,040	263,134	269,753
Households	96,562	100,970	103,134
Families	58,371	59,203	59,622
Average Household Size	2.53	2.59	2.60
Owner Occupied Housing Units	47,543	47,335	48,164
Renter Occupied Housing Units	49,019	53,635	54,970
Median Age	32.6	34.0	33.8

Trends: 2010 - 2015 Annual Rate	Area	State	National
Population	0.50%	1.65%	0.76%
Households	0.43%	1.63%	0.78%
Families	0.14%	1.48%	0.64%
Owner HHs	0.35%	1.72%	0.82%
Median Household Income	2.51%	2.54%	2.36%

Households by Income	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	9,247	9.6%	7,195	7.1%	5,852	5.7%
\$15,000 - \$24,999	10,728	11.1%	7,084	7.0%	5,980	5.8%
\$25,000 - \$34,999	12,034	12.4%	9,378	9.3%	7,285	7.1%
\$35,000 - \$49,999	16,289	16.8%	17,959	17.8%	12,673	12.3%
\$50,000 - \$74,999	17,780	18.4%	19,578	19.4%	23,905	23.2%
\$75,000 - \$99,999	9,646	10.0%	14,443	14.3%	16,080	15.6%
\$100,000 - \$149,999	9,867	10.2%	12,853	12.7%	16,080	15.6%
\$150,000 - \$199,999	4,104	4.2%	4,993	4.9%	6,294	6.1%
\$200,000+	7,096	7.3%	7,483	7.4%	8,982	8.7%

Median Household Income	\$50,100	\$61,664	\$69,812
Average Household Income	\$81,656	\$87,801	\$98,397
Per Capita Income	\$32,262	\$33,694	\$37,617

Population by Age	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	19,830	8.1%	20,629	7.8%	20,736	7.7%
5 - 9	16,907	6.9%	18,609	7.1%	18,864	7.0%
10 - 14	14,127	5.8%	17,097	6.5%	17,283	6.4%
15 - 19	14,466	5.9%	16,424	6.2%	16,881	6.3%
20 - 24	19,549	8.0%	19,771	7.5%	21,770	8.1%
25 - 34	48,426	19.8%	43,005	16.3%	44,090	16.3%
35 - 44	39,438	16.1%	37,904	14.4%	33,846	12.5%
45 - 54	28,771	11.7%	35,677	13.6%	35,515	13.2%
55 - 64	18,360	7.5%	25,191	9.6%	28,191	10.5%
65 - 74	13,213	5.4%	14,744	5.6%	18,245	6.8%
75 - 84	9,137	3.7%	9,558	3.6%	9,666	3.6%
85+	2,814	1.1%	4,526	1.7%	4,664	1.7%

Race and Ethnicity	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
White Alone	177,297	72.4%	174,829	66.4%	172,948	64.1%
Black Alone	14,877	6.1%	15,098	5.7%	14,741	5.5%
American Indian Alone	1,133	0.5%	1,435	0.5%	1,550	0.6%
Asian Alone	9,669	3.9%	12,034	4.6%	12,989	4.8%
Pacific Islander Alone	91	0.0%	186	0.1%	205	0.1%
Some Other Race Alone	35,816	14.6%	51,276	19.5%	58,090	21.5%
Two or More Races	6,157	2.5%	8,277	3.1%	9,231	3.4%
Hispanic Origin (Any Race)	92,006	37.5%	128,598	48.9%	145,244	53.8%

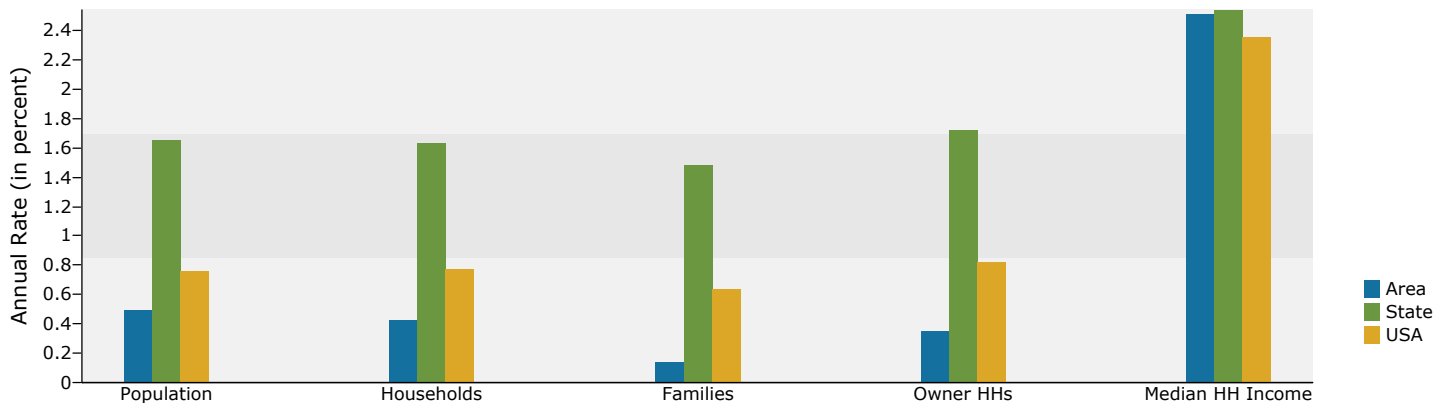
Data Note: Income is expressed in current dollars

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

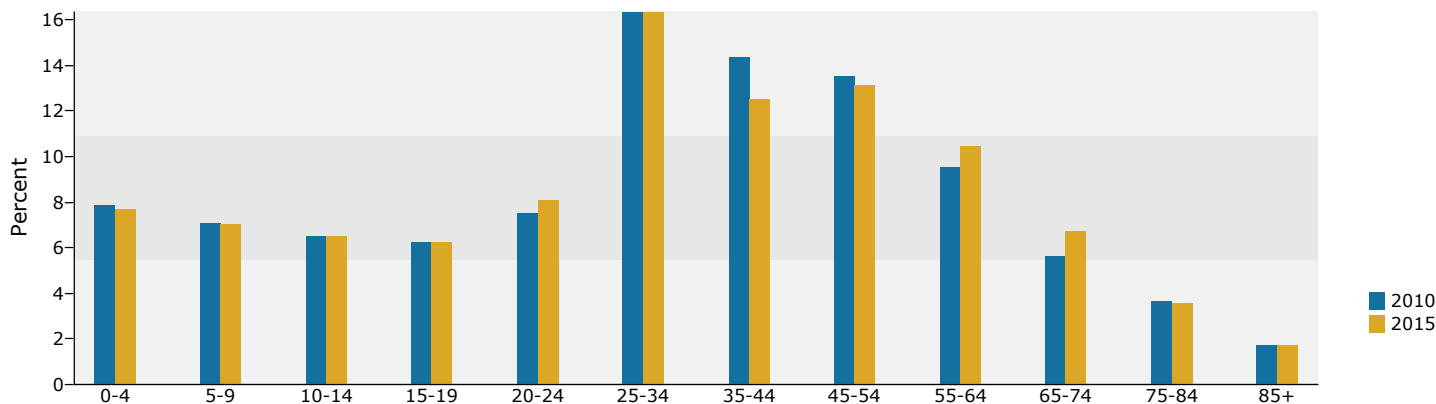
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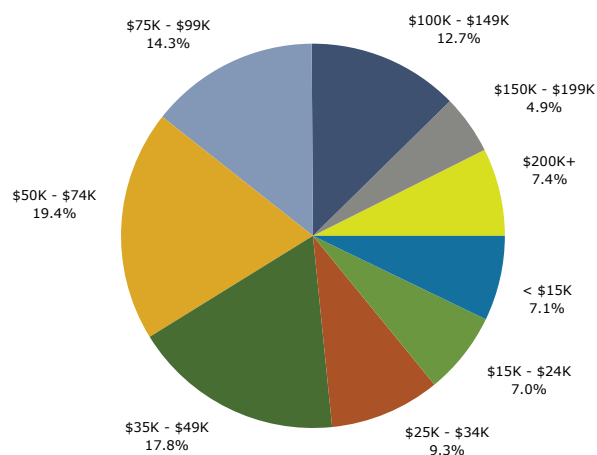
Trends 2010-2015



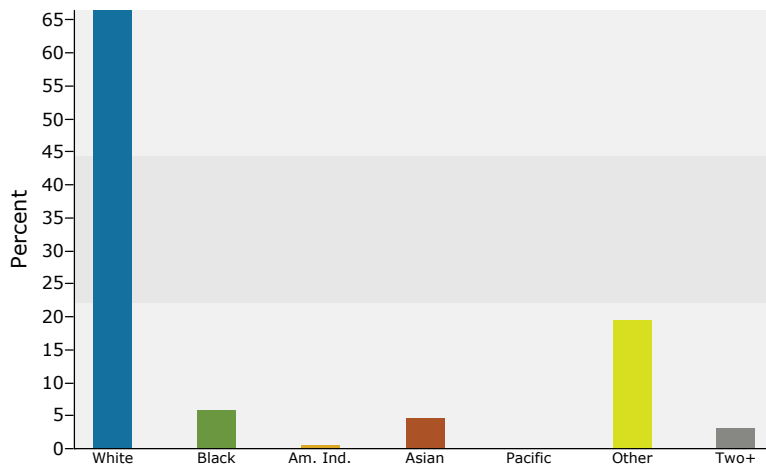
Population by Age



2010 Household Income



2010 Population by Race



2010 Percent Hispanic Origin: 48.9%

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



Retail Goods and Services Expenditures

Park Forest Southwest
3544 Forest Ln, Dallas, TX 75234-7932
Ring: 1 mile radius

Latitude: 32.9094
Longitude: -96.86049

Top Tapestry Segments:		Demographic Summary		2010	2015
Prosperous Empty Nesters	32.0%	Population		12,959	13,040
Connoisseurs	11.2%	Households		5,318	5,324
Retirement Communities	9.6%	Families		3,234	3,198
Cozy and Comfortable	9.3%	Median Age		45.6	46.5
Old and Newcomers	8.8%	Median Household Income		\$64,145	\$71,470

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	81	\$1,936.06	\$10,295,986
Men's	76	\$349.67	\$1,859,521
Women's	74	\$613.65	\$3,263,378
Children's	80	\$322.11	\$1,712,955
Footwear	56	\$231.66	\$1,231,990
Watches & Jewelry	117	\$227.89	\$1,211,905
Apparel Products and Services ¹	204	\$191.09	\$1,016,237
Computer			
Computers and Hardware for Home Use	114	\$217.53	\$1,156,803
Software and Accessories for Home Use	115	\$32.82	\$174,511
Entertainment & Recreation	117	\$3,777.13	\$20,086,796
Fees and Admissions	121	\$750.09	\$3,989,005
Membership Fees for Clubs ²	127	\$207.61	\$1,104,070
Fees for Participant Sports, excl. Trips	121	\$129.21	\$687,150
Admission to Movie/Theatre/Opera/Ballet	118	\$179.69	\$955,616
Admission to Sporting Events, excl. Trips	119	\$71.08	\$378,013
Fees for Recreational Lessons	118	\$161.57	\$859,244
Dating Services	119	\$0.92	\$4,912
TV/Video/Audio	115	\$1,428.49	\$7,596,690
Community Antenna or Cable TV	117	\$847.41	\$4,506,545
Televisions	115	\$222.97	\$1,185,744
VCRs, Video Cameras, and DVD Players	112	\$22.88	\$121,667
Video Cassettes and DVDs	111	\$58.27	\$309,904
Video and Computer Game Hardware and Software	114	\$63.49	\$337,614
Satellite Dishes	103	\$1.30	\$6,892
Rental of Video Cassettes and DVDs	110	\$45.23	\$240,520
Streaming/Downloaded Video	124	\$1.73	\$9,191
Audio ³	106	\$156.44	\$831,931
Rental and Repair of TV/Radio/Audio	116	\$8.78	\$46,684
Pets	140	\$600.30	\$3,192,406
Toys and Games ⁴	111	\$161.89	\$860,946
Recreational Vehicles and Fees ⁵	105	\$337.63	\$1,795,507
Sports/Recreation/Exercise Equipment ⁶	87	\$157.69	\$838,610
Photo Equipment and Supplies ⁷	114	\$117.96	\$627,321
Reading ⁸	124	\$192.49	\$1,023,684
Catered Affairs ⁹	124	\$30.58	\$162,624
Food	115	\$8,872.21	\$47,182,397
Food at Home	115	\$5,157.97	\$27,430,097
Bakery and Cereal Products	116	\$691.76	\$3,678,785
Meat, Poultry, Fish, and Eggs	115	\$1,194.68	\$6,353,299
Dairy Products	115	\$570.78	\$3,035,427
Fruit and Vegetables	117	\$917.96	\$4,881,694
Snacks and Other Food at Home ¹⁰	114	\$1,782.79	\$9,480,891
Food Away from Home	115	\$3,714.23	\$19,752,299
Alcoholic Beverages	120	\$685.58	\$3,645,892
Nonalcoholic Beverages at Home	114	\$499.97	\$2,658,851



Retail Goods and Services Expenditures

Park Forest Southwest
3544 Forest Ln, Dallas, TX 75234-7932
Ring: 1 mile radius

Latitude: 32.9094
Longitude: -96.86049

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	121	\$2,103.39	\$11,185,832
Vehicle Loans	106	\$5,231.62	\$27,821,751
Health			
Nonprescription Drugs	114	\$117.57	\$625,228
Prescription Drugs	122	\$609.76	\$3,242,689
Eyeglasses and Contact Lenses	120	\$92.46	\$491,698
Home			
Mortgage Payment and Basics ¹¹	116	\$10,858.53	\$57,745,670
Maintenance and Remodeling Services	123	\$2,438.82	\$12,969,636
Maintenance and Remodeling Materials ¹²	109	\$404.97	\$2,153,625
Utilities, Fuel, and Public Services	117	\$5,299.79	\$28,184,301
Household Furnishings and Equipment			
Household Textiles ¹³	116	\$153.94	\$818,677
Furniture	115	\$689.64	\$3,667,502
Floor Coverings	128	\$96.22	\$511,687
Major Appliances ¹⁴	113	\$343.85	\$1,828,610
Housewares ¹⁵	102	\$87.43	\$464,931
Small Appliances	118	\$38.77	\$206,178
Luggage	117	\$10.87	\$57,804
Telephones and Accessories	75	\$31.85	\$169,355
Household Operations			
Child Care	106	\$489.08	\$2,600,914
Lawn and Garden ¹⁶	119	\$499.56	\$2,656,652
Moving/Storage/Freight Express	112	\$67.97	\$361,451
Housekeeping Supplies ¹⁷	115	\$809.97	\$4,307,446
Insurance			
Owners and Renters Insurance	118	\$545.78	\$2,902,458
Vehicle Insurance	116	\$1,350.82	\$7,183,666
Life/Other Insurance	120	\$502.21	\$2,670,764
Health Insurance	123	\$2,380.30	\$12,658,442
Personal Care Products ¹⁸	115	\$457.13	\$2,431,016
School Books and Supplies ¹⁹	114	\$121.71	\$647,240
Smoking Products	113	\$483.69	\$2,572,268
Transportation			
Vehicle Purchases (Net Outlay) ²⁰	110	\$4,838.32	\$25,730,191
Gasoline and Motor Oil	111	\$3,183.05	\$16,927,440
Vehicle Maintenance and Repairs	116	\$1,090.37	\$5,798,592
Travel			
Airline Fares	122	\$559.63	\$2,976,108
Lodging on Trips	121	\$527.69	\$2,806,263
Auto/Truck/Van Rental on Trips	122	\$45.08	\$239,711
Food and Drink on Trips	118	\$514.46	\$2,735,898

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 Southwest
3544 Forest Ln, Dallas, TX 75234-7932
Ring: 1 mile radius

Latitude: 32.9094
Longitude: -96.86049

-
- 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 Southwest
3544 Forest Ln, Dallas, TX 75234-7932
Ring: 3 miles radius

Latitude: 32.9094
Longitude: -96.86049

Top Tapestry Segments:		Demographic Summary		2010	2015
NeWest Residents	15.6%	Population		112,649	114,282
Prosperous Empty Nesters	10.9%	Households		39,317	39,626
Connoisseurs	10.4%	Families		26,076	25,997
Cozy and Comfortable	9.4%	Median Age		35.2	35.0
Industrious Urban Fringe	6.7%	Median Household Income		\$61,846	\$69,493

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	86	\$2,067.56	\$81,290,404
Men's	81	\$372.61	\$14,650,014
Women's	76	\$631.42	\$24,825,602
Children's	91	\$365.29	\$14,362,098
Footwear	61	\$253.52	\$9,967,455
Watches & Jewelry	121	\$235.04	\$9,240,903
Apparel Products and Services ¹	224	\$209.69	\$8,244,331
Computer			
Computers and Hardware for Home Use	123	\$236.29	\$9,290,208
Software and Accessories for Home Use	126	\$35.98	\$1,414,439
Entertainment & Recreation	121	\$3,894.98	\$153,138,957
Fees and Admissions	125	\$772.78	\$30,383,532
Membership Fees for Clubs ²	125	\$204.05	\$8,022,498
Fees for Participant Sports, excl. Trips	123	\$131.43	\$5,167,450
Admission to Movie/Theatre/Opera/Ballet	127	\$193.16	\$7,594,424
Admission to Sporting Events, excl. Trips	120	\$71.60	\$2,814,954
Fees for Recreational Lessons	126	\$171.59	\$6,746,350
Dating Services	125	\$0.96	\$37,856
TV/Video/Audio	119	\$1,475.02	\$57,993,449
Community Antenna or Cable TV	117	\$842.44	\$33,122,410
Televisions	123	\$237.63	\$9,342,758
VCRs, Video Cameras, and DVD Players	126	\$25.55	\$1,004,625
Video Cassettes and DVDs	123	\$64.79	\$2,547,351
Video and Computer Game Hardware and Software	123	\$68.43	\$2,690,541
Satellite Dishes	119	\$1.50	\$59,030
Rental of Video Cassettes and DVDs	124	\$51.25	\$2,014,899
Streaming/Downloaded Video	122	\$1.71	\$67,208
Audio ³	117	\$172.18	\$6,769,430
Rental and Repair of TV/Radio/Audio	126	\$9.54	\$375,197
Pets	142	\$609.30	\$23,955,972
Toys and Games ⁴	118	\$172.09	\$6,765,952
Recreational Vehicles and Fees ⁵	110	\$355.26	\$13,967,750
Sports/Recreation/Exercise Equipment ⁶	93	\$168.91	\$6,640,957
Photo Equipment and Supplies ⁷	121	\$125.01	\$4,914,878
Reading ⁸	119	\$184.83	\$7,266,882
Catered Affairs ⁹	129	\$31.78	\$1,249,587
Food	122	\$9,355.56	\$367,832,377
Food at Home	121	\$5,417.91	\$213,015,855
Bakery and Cereal Products	119	\$711.52	\$27,974,714
Meat, Poultry, Fish, and Eggs	122	\$1,265.69	\$49,763,076
Dairy Products	120	\$595.22	\$23,402,438
Fruit and Vegetables	124	\$970.15	\$38,143,293
Snacks and Other Food at Home ¹⁰	120	\$1,875.33	\$73,732,335
Food Away from Home	122	\$3,937.65	\$154,816,523
Alcoholic Beverages	125	\$712.35	\$28,007,515
Nonalcoholic Beverages at Home	121	\$528.68	\$20,786,025



Retail Goods and Services Expenditures

Park Forest Southwest
 3544 Forest Ln, Dallas, TX 75234-7932
 Ring: 3 miles radius

Latitude: 32.9094
 Longitude: -96.86049

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	118	\$2,044.30	\$80,375,765
Vehicle Loans	116	\$5,708.30	\$224,433,412
Health			
Nonprescription Drugs	114	\$117.57	\$4,622,518
Prescription Drugs	110	\$546.75	\$21,496,622
Eyeglasses and Contact Lenses	118	\$90.85	\$3,571,841
Home			
Mortgage Payment and Basics ¹¹	119	\$11,127.76	\$437,510,182
Maintenance and Remodeling Services	119	\$2,367.56	\$93,085,489
Maintenance and Remodeling Materials ¹²	111	\$412.56	\$16,220,806
Utilities, Fuel, and Public Services	117	\$5,311.13	\$208,817,892
Household Furnishings and Equipment			
Household Textiles ¹³	121	\$160.61	\$6,314,886
Furniture	122	\$734.05	\$28,860,602
Floor Coverings	119	\$89.18	\$3,506,325
Major Appliances ¹⁴	115	\$347.67	\$13,669,261
Housewares ¹⁵	111	\$95.59	\$3,758,445
Small Appliances	119	\$38.99	\$1,533,042
Luggage	123	\$11.37	\$446,995
Telephones and Accessories	84	\$35.86	\$1,409,801
Household Operations			
Child Care	124	\$574.03	\$22,569,308
Lawn and Garden ¹⁶	115	\$481.41	\$18,927,648
Moving/Storage/Freight Express	129	\$78.54	\$3,087,825
Housekeeping Supplies ¹⁷	119	\$833.25	\$32,760,721
Insurance			
Owners and Renters Insurance	111	\$515.76	\$20,278,288
Vehicle Insurance	120	\$1,396.46	\$54,904,778
Life/Other Insurance	113	\$473.64	\$18,622,291
Health Insurance	114	\$2,200.60	\$86,520,826
Personal Care Products ¹⁸	122	\$486.51	\$19,128,149
School Books and Supplies ¹⁹	122	\$129.90	\$5,107,362
Smoking Products	112	\$477.33	\$18,767,095
Transportation			
Vehicle Purchases (Net Outlay) ²⁰	119	\$5,232.29	\$205,717,803
Gasoline and Motor Oil	117	\$3,361.73	\$132,173,093
Vehicle Maintenance and Repairs	120	\$1,134.20	\$44,593,331
Travel			
Airline Fares	128	\$587.29	\$23,090,417
Lodging on Trips	121	\$527.90	\$20,755,445
Auto/Truck/Van Rental on Trips	128	\$47.26	\$1,858,176
Food and Drink on Trips	121	\$527.62	\$20,744,505

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 Southwest
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Ring: 3 miles radius

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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



Retail Goods and Services Expenditures

Park Forest Southwest
3544 Forest Ln, Dallas, TX 75234-7932
Ring: 5 miles radius

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Top Tapestry Segments:		Demographic Summary		2010	2015
Young and Restless	14.2%	Population		263,134	269,753
NeWest Residents	14.0%	Households		100,970	103,134
Metro Renters	9.8%	Families		59,203	59,622
Connoisseurs	7.1%	Median Age		34.0	33.8
Top Rung	6.9%	Median Household Income		\$61,664	\$69,812

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	92	\$2,213.65	\$223,512,015
Men's	87	\$398.69	\$40,255,839
Women's	80	\$667.36	\$67,383,679
Children's	98	\$393.27	\$39,708,639
Footwear	66	\$273.60	\$27,625,412
Watches & Jewelry	128	\$248.73	\$25,114,311
Apparel Products and Services ¹	248	\$231.99	\$23,424,130
Computer			
Computers and Hardware for Home Use	132	\$252.93	\$25,538,759
Software and Accessories for Home Use	135	\$38.45	\$3,881,946
Entertainment & Recreation	126	\$4,062.28	\$410,168,271
Fees and Admissions	128	\$793.28	\$80,097,840
Membership Fees for Clubs ²	126	\$206.72	\$20,872,545
Fees for Participant Sports, excl. Trips	126	\$134.06	\$13,536,494
Admission to Movie/Theatre/Opera/Ballet	135	\$205.00	\$20,699,124
Admission to Sporting Events, excl. Trips	123	\$73.33	\$7,404,245
Fees for Recreational Lessons	127	\$173.05	\$17,472,602
Dating Services	145	\$1.12	\$112,830
TV/Video/Audio	126	\$1,568.57	\$158,378,935
Community Antenna or Cable TV	123	\$887.48	\$89,608,418
Televisions	130	\$252.11	\$25,455,278
VCRs, Video Cameras, and DVD Players	137	\$27.91	\$2,818,502
Video Cassettes and DVDs	136	\$71.62	\$7,231,257
Video and Computer Game Hardware and Software	133	\$74.20	\$7,492,298
Satellite Dishes	128	\$1.61	\$162,311
Rental of Video Cassettes and DVDs	137	\$56.32	\$5,686,504
Streaming/Downloaded Video	129	\$1.80	\$182,110
Audio ³	126	\$185.43	\$18,722,565
Rental and Repair of TV/Radio/Audio	133	\$10.10	\$1,019,691
Pets	146	\$627.74	\$63,382,806
Toys and Games ⁴	126	\$183.35	\$18,512,590
Recreational Vehicles and Fees ⁵	111	\$358.53	\$36,200,995
Sports/Recreation/Exercise Equipment ⁶	98	\$177.14	\$17,886,056
Photo Equipment and Supplies ⁷	126	\$130.90	\$13,216,850
Reading ⁸	121	\$188.04	\$18,986,412
Catered Affairs ⁹	141	\$34.72	\$3,505,788
Food	129	\$9,921.54	\$1,001,777,540
Food at Home	128	\$5,726.61	\$578,215,650
Bakery and Cereal Products	125	\$746.74	\$75,398,142
Meat, Poultry, Fish, and Eggs	129	\$1,340.68	\$135,368,288
Dairy Products	126	\$626.51	\$63,259,013
Fruit and Vegetables	130	\$1,022.58	\$103,250,269
Snacks and Other Food at Home ¹⁰	128	\$1,990.10	\$200,939,941
Food Away from Home	130	\$4,194.93	\$423,561,891
Alcoholic Beverages	135	\$771.89	\$77,937,501
Nonalcoholic Beverages at Home	128	\$562.45	\$56,790,762



Retail Goods and Services Expenditures

Park Forest Southwest
3544 Forest Ln, Dallas, TX 75234-7932
Ring: 5 miles radius

Latitude: 32.9094
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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	119	\$2,065.45	\$208,548,388
Vehicle Loans	124	\$6,095.13	\$615,425,754
Health			
Nonprescription Drugs	118	\$122.07	\$12,325,615
Prescription Drugs	109	\$543.25	\$54,852,337
Eyeglasses and Contact Lenses	119	\$91.75	\$9,263,588
Home			
Mortgage Payment and Basics ¹¹	117	\$10,976.79	\$1,108,326,409
Maintenance and Remodeling Services	116	\$2,301.63	\$232,395,693
Maintenance and Remodeling Materials ¹²	109	\$404.18	\$40,809,607
Utilities, Fuel, and Public Services	122	\$5,528.64	\$558,226,989
Household Furnishings and Equipment			
Household Textiles ¹³	126	\$167.68	\$16,931,108
Furniture	129	\$774.57	\$78,208,237
Floor Coverings	117	\$87.92	\$8,877,368
Major Appliances ¹⁴	116	\$352.54	\$35,595,800
Housewares ¹⁵	118	\$101.85	\$10,283,614
Small Appliances	124	\$40.49	\$4,087,904
Luggage	127	\$11.74	\$1,185,272
Telephones and Accessories	93	\$39.42	\$3,980,306
Household Operations			
Child Care	135	\$624.75	\$63,081,433
Lawn and Garden ¹⁶	113	\$473.95	\$47,854,842
Moving/Storage/Freight Express	144	\$87.44	\$8,828,571
Housekeeping Supplies ¹⁷	124	\$868.55	\$87,697,934
Insurance			
Owners and Renters Insurance	109	\$503.42	\$50,829,821
Vehicle Insurance	126	\$1,466.84	\$148,106,824
Life/Other Insurance	111	\$465.19	\$46,970,697
Health Insurance	114	\$2,206.90	\$222,830,829
Personal Care Products ¹⁸	129	\$515.94	\$52,094,114
School Books and Supplies ¹⁹	135	\$143.99	\$14,539,077
Smoking Products	123	\$524.02	\$52,910,617
Transportation			
Vehicle Purchases (Net Outlay) ²⁰	126	\$5,550.20	\$560,403,295
Gasoline and Motor Oil	124	\$3,564.43	\$359,900,166
Vehicle Maintenance and Repairs	126	\$1,191.21	\$120,276,337
Travel			
Airline Fares	133	\$610.39	\$61,631,415
Lodging on Trips	122	\$533.20	\$53,836,745
Auto/Truck/Van Rental on Trips	133	\$49.03	\$4,950,972
Food and Drink on Trips	124	\$540.91	\$54,615,500

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 Southwest
3544 Forest Ln, Dallas, TX 75234-7932
Ring: 5 miles radius

Latitude: 32.9094
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¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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