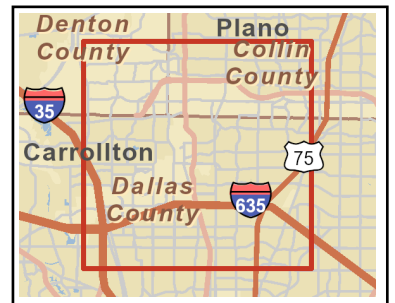
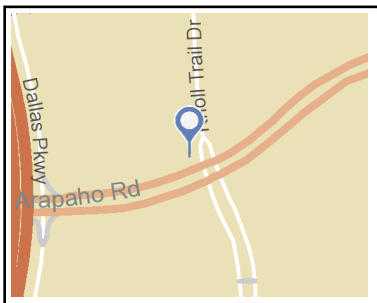
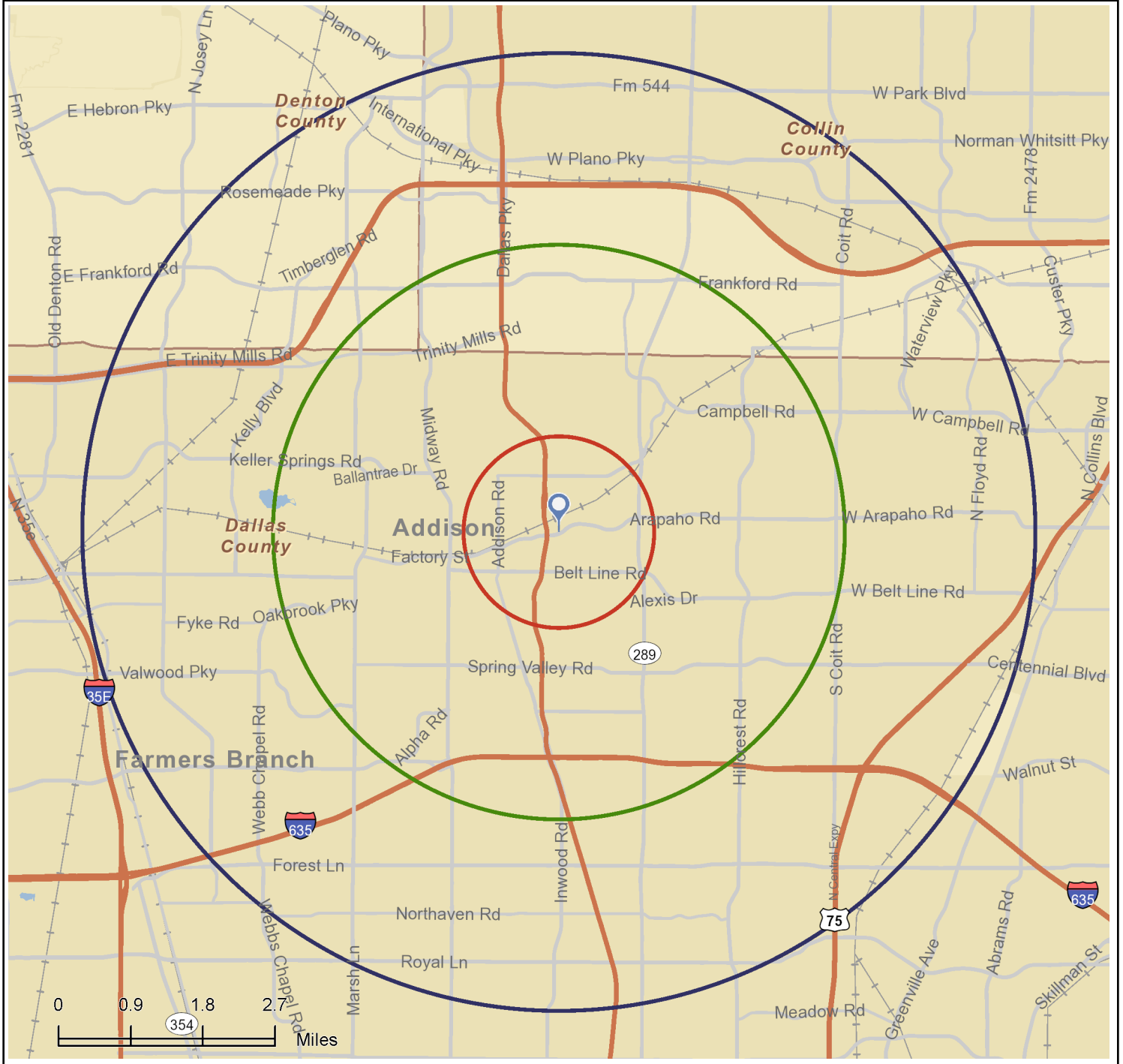





Prestonwood Village
5403 Arapaho Rd, Dallas, TX 75248-3481
Ring: 1, 3, 5 Miles

Latitude: 32.96005
Longitude: -96.81894



Prestonwood Village
5403 Arapaho Rd, Dallas, TX 75248-3481
Ring: 1, 3, 5 Miles

Latitude: 32.96005
Longitude: -96.81894

	1 mile radius	3 miles radius	5 miles radius
 2000 Total Population	12,230	119,025	334,526
2000 Group Quarters	52	306	1,496
2010 Total Population	13,403	127,544	358,153
2015 Total Population	13,839	132,339	370,904
2010 - 2015 Annual Rate	0.64%	0.74%	0.7%
 2000 Households	7,871	58,280	145,227
2000 Average Household Size	1.55	2.04	2.29
2010 Households	8,540	61,954	154,097
2010 Average Household Size	1.56	2.05	2.31
2015 Households	8,774	64,075	159,414
2015 Average Household Size	1.57	2.06	2.32
2010 - 2015 Annual Rate	0.54%	0.68%	0.68%
2000 Families	2,387	28,469	81,885
2000 Average Family Size	2.36	2.83	3.03
2010 Families	2,438	28,917	82,419
2010 Average Family Size	2.45	2.92	3.14
2015 Families	2,441	29,279	83,327
2015 Average Family Size	2.49	2.96	3.18
2010 - 2015 Annual Rate	0.02%	0.25%	0.22%
 2000 Housing Units	8,605	62,104	153,302
Owner Occupied Housing Units	15.6%	34.5%	43.4%
Renter Occupied Housing Units	75.8%	59.2%	51.3%
Vacant Housing Units	8.7%	6.3%	5.3%
2010 Housing Units	9,527	68,083	167,732
Owner Occupied Housing Units	14.7%	32.2%	39.1%
Renter Occupied Housing Units	74.9%	58.8%	52.8%
Vacant Housing Units	10.4%	9.0%	8.1%
2015 Housing Units	9,891	71,146	175,230
Owner Occupied Housing Units	14.3%	31.8%	38.3%
Renter Occupied Housing Units	74.4%	58.3%	52.7%
Vacant Housing Units	11.3%	9.9%	9.0%
Median Household Income			
2000	\$48,966	\$53,608	\$53,384
2010	\$60,329	\$65,462	\$66,893
2015	\$72,212	\$74,277	\$74,447
Median Home Value			
2000	\$167,619	\$182,507	\$151,365
2010	\$142,578	\$216,190	\$182,938
2015	\$197,794	\$243,406	\$207,538
Per Capita Income			
2000	\$47,806	\$40,880	\$34,318
2010	\$50,534	\$45,491	\$39,775
2015	\$56,950	\$51,007	\$44,372
Median Age			
2000	34.0	34.3	33.5
2010	36.6	36.7	35.2
2015	37.0	36.5	34.8


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.



Prestonwood Village
 5403 Arapaho Rd, Dallas, TX 75248-3481
 Ring: 1, 3, 5 Miles

Latitude: 32.96005
 Longitude: -96.81894

	1 mile radius	3 miles radius	5 miles radius
2000 Households by Income			
 Household Income Base	7,860	58,337	145,449
< \$15,000	8.7%	7.2%	7.7%
\$15,000 - \$24,999	7.8%	8.5%	9.3%
\$25,000 - \$34,999	13.8%	12.9%	12.4%
\$35,000 - \$49,999	20.9%	17.7%	17.3%
\$50,000 - \$74,999	19.4%	19.5%	19.9%
\$75,000 - \$99,999	10.9%	10.7%	11.5%
\$100,000 - \$149,999	9.2%	11.1%	11.1%
\$150,000 - \$199,999	4.0%	5.5%	4.8%
\$200,000+	5.3%	7.0%	6.1%
Average Household Income	\$75,556	\$82,471	\$78,774
2010 Households by Income			
Household Income Base	8,541	61,955	154,093
< \$15,000	6.5%	5.5%	5.6%
\$15,000 - \$24,999	4.9%	5.3%	5.6%
\$25,000 - \$34,999	8.1%	8.1%	7.7%
\$35,000 - \$49,999	23.4%	18.0%	16.8%
\$50,000 - \$74,999	17.6%	20.3%	20.3%
\$75,000 - \$99,999	18.3%	13.9%	15.0%
\$100,000 - \$149,999	12.3%	15.0%	15.9%
\$150,000 - \$199,999	3.9%	6.0%	5.8%
\$200,000+	4.9%	7.9%	7.4%
Average Household Income	\$80,597	\$93,102	\$92,402
2015 Households by Income			
Household Income Base	8,775	64,075	159,411
< \$15,000	4.9%	4.1%	4.3%
\$15,000 - \$24,999	3.9%	4.3%	4.6%
\$25,000 - \$34,999	5.9%	5.9%	5.7%
\$35,000 - \$49,999	15.3%	12.1%	11.4%
\$50,000 - \$74,999	21.8%	24.2%	24.4%
\$75,000 - \$99,999	20.5%	14.4%	14.3%
\$100,000 - \$149,999	16.3%	17.9%	18.8%
\$150,000 - \$199,999	5.5%	8.0%	7.9%
\$200,000+	5.8%	9.2%	8.6%
Average Household Income	\$91,353	\$104,693	\$103,169
2000 Owner Occupied HUs by Value			
Total	1,294	21,385	66,597
<\$50,000	8.0%	2.3%	2.1%
\$50,000 - 99,999	31.8%	11.8%	23.3%
\$100,000 - 149,999	4.5%	19.0%	24.1%
\$150,000 - 199,999	15.5%	24.5%	18.3%
\$200,000 - \$299,999	16.3%	23.9%	17.4%
\$300,000 - 499,999	11.7%	12.8%	9.8%
\$500,000 - 999,999	6.8%	4.7%	4.1%
\$1,000,000+	5.4%	1.1%	0.9%
Average Home Value	\$259,374	\$229,522	\$201,545
2000 Specified Renter Occupied HUs by Contract Rent			
Total	6,567	36,934	78,657
With Cash Rent	99.7%	99.2%	99.1%
No Cash Rent	0.3%	0.8%	0.9%
Median Rent	\$748	\$685	\$669
Average Rent	\$815	\$743	\$719


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.



Prestonwood Village
 5403 Arapaho Rd, Dallas, TX 75248-3481
 Ring: 1, 3, 5 Miles



Latitude: 32.96005
 Longitude: -96.81894

	1 mile radius	3 miles radius	5 miles radius
2000 Population by Age			
 Total	12,230	119,021	334,526
Age 0 - 4	3.5%	5.8%	6.8%
Age 5 - 9	2.2%	4.9%	6.2%
Age 10 - 14	1.4%	4.5%	5.7%
Age 15 - 19	2.1%	4.6%	5.6%
Age 20 - 24	10.8%	8.2%	8.0%
Age 25 - 34	32.9%	23.5%	20.6%
Age 35 - 44	16.8%	17.1%	17.0%
Age 45 - 54	12.6%	14.0%	13.1%
Age 55 - 64	8.9%	9.2%	8.0%
Age 65 - 74	5.3%	5.1%	5.1%
Age 75 - 84	2.9%	2.4%	2.9%
Age 85+	0.8%	0.7%	0.8%
Age 18+	92.0%	82.0%	77.9%
2010 Population by Age			
Total	13,402	127,546	358,154
Age 0 - 4	3.4%	5.5%	6.5%
Age 5 - 9	2.7%	4.9%	5.9%
Age 10 - 14	2.2%	4.8%	5.7%
Age 15 - 19	2.5%	4.6%	5.7%
Age 20 - 24	8.3%	8.2%	8.3%
Age 25 - 34	27.4%	19.2%	17.5%
Age 35 - 44	18.0%	15.7%	14.7%
Age 45 - 54	13.4%	14.7%	14.4%
Age 55 - 64	10.5%	11.2%	10.5%
Age 65 - 74	6.5%	6.6%	5.9%
Age 75 - 84	3.5%	3.4%	3.5%
Age 85+	1.4%	1.2%	1.4%
Age 18+	90.6%	82.2%	78.6%
2015 Population by Age			
Total	13,838	132,339	370,907
Age 0 - 4	3.4%	5.5%	6.4%
Age 5 - 9	2.6%	4.9%	5.9%
Age 10 - 14	2.3%	4.6%	5.6%
Age 15 - 19	2.6%	4.6%	5.5%
Age 20 - 24	10.2%	8.5%	8.4%
Age 25 - 34	25.6%	20.0%	18.5%
Age 35 - 44	15.9%	13.8%	13.0%
Age 45 - 54	13.5%	14.1%	13.5%
Age 55 - 64	10.4%	11.3%	11.0%
Age 65 - 74	7.8%	7.8%	7.2%
Age 75 - 84	4.0%	3.7%	3.6%
Age 85+	1.6%	1.3%	1.4%
Age 18+	90.6%	82.4%	79.0%
2000 Population by Sex			
Males	49.6%	49.8%	49.9%
Females	50.4%	50.2%	50.1%
2010 Population by Sex			
Males	50.3%	49.8%	49.9%
Females	49.7%	50.2%	50.1%
2015 Population by Sex			
Males	50.5%	49.8%	49.9%
Females	49.5%	50.2%	50.1%

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

Prestonwood Village
 5403 Arapaho Rd, Dallas, TX 75248-3481
 Ring: 1, 3, 5 Miles

Latitude: 32.96005
 Longitude: -96.81894




	1 mile radius	3 miles radius	5 miles radius
2000 Population by Race/Ethnicity			
 Total	12,229	119,027	334,526
White Alone	79.8%	76.8%	75.5%
Black Alone	7.1%	7.5%	6.9%
American Indian Alone	0.4%	0.4%	0.4%
Asian or Pacific Islander Alone	6.2%	6.6%	6.8%
Some Other Race Alone	4.0%	6.2%	7.8%
Two or More Races	2.5%	2.6%	2.6%
Hispanic Origin	10.3%	15.5%	20.7%
Diversity Index	47.4	55.8	61.1
2010 Population by Race/Ethnicity			
Total	13,403	127,544	358,154
White Alone	70.9%	68.3%	66.9%
Black Alone	8.6%	8.7%	8.3%
American Indian Alone	0.6%	0.5%	0.5%
Asian or Pacific Islander Alone	8.3%	8.8%	9.3%
Some Other Race Alone	8.0%	10.1%	11.5%
Two or More Races	3.7%	3.5%	3.4%
Hispanic Origin	20.5%	25.2%	30.1%
Diversity Index	65.2	70.0	73.2
2015 Population by Race/Ethnicity			
Total	13,840	132,338	370,906
White Alone	66.6%	65.1%	64.2%
Black Alone	9.0%	8.8%	8.5%
American Indian Alone	0.6%	0.6%	0.6%
Asian or Pacific Islander Alone	9.1%	9.6%	10.0%
Some Other Race Alone	10.4%	11.9%	13.0%
Two or More Races	4.2%	3.9%	3.7%
Hispanic Origin	26.8%	30.1%	34.2%
Diversity Index	72.0	74.5	76.4
2000 Population 3+ by School Enrollment			
 Total	11,844	114,392	320,950
Enrolled in Nursery/Preschool	1.0%	1.8%	1.9%
Enrolled in Kindergarten	0.5%	0.9%	1.4%
Enrolled in Grade 1-8	1.8%	7.7%	10.0%
Enrolled in Grade 9-12	0.9%	3.7%	4.5%
Enrolled in College	6.1%	5.0%	4.9%
Enrolled in Grad/Prof School	2.7%	2.1%	1.9%
Not Enrolled in School	87.1%	78.7%	75.6%
2010 Population 25+ by Educational Attainment			
Total	10,827	91,773	242,970
Less than 9th Grade	1.7%	3.2%	6.5%
9th - 12th Grade, No Diploma	3.3%	4.0%	5.7%
High School Graduate	12.7%	13.9%	15.6%
Some College, No Degree	23.3%	20.9%	20.7%
Associate Degree	6.9%	6.0%	6.1%
Bachelor's Degree	37.2%	34.6%	30.2%
Graduate/Professional Degree	14.8%	17.3%	15.2%

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.

Prestonwood Village
5403 Arapaho Rd, Dallas, TX 75248-3481
Ring: 1, 3, 5 Miles


Latitude: 32.96005
Longitude: -96.81894

	1 mile radius	3 miles radius	5 miles radius
2010 Population 15+ by Marital Status			
 Total	12,276	108,110	293,275
Never Married	43.3%	36.1%	34.3%
Married	32.3%	46.0%	49.3%
Widowed	4.0%	3.4%	4.0%
Divorced	20.4%	14.4%	12.4%
2000 Population 16+ by Employment Status			
 Total	11,262	99,640	268,567
In Labor Force	83.0%	77.0%	74.2%
Civilian Employed	80.7%	74.4%	71.7%
Civilian Unemployed	2.2%	2.6%	2.4%
In Armed Forces	0.0%	0.0%	0.0%
Not in Labor Force	17.0%	23.0%	25.8%
2010 Civilian Population 16+ in Labor Force			
Civilian Employed	93.4%	92.4%	92.2%
Civilian Unemployed	6.6%	7.6%	7.8%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	94.6%	93.8%	93.6%
Civilian Unemployed	5.4%	6.2%	6.4%
2000 Females 16+ by Employment Status and Age of Children			
Total	5,624	50,536	135,240
Own Children < 6 Only	6.4%	7.7%	8.5%
Employed/in Armed Forces	3.9%	4.4%	4.7%
Unemployed	0.0%	0.2%	0.2%
Not in Labor Force	2.5%	3.1%	3.6%
Own Children < 6 and 6-17 Only	0.6%	3.9%	5.4%
Employed/in Armed Forces	0.4%	2.1%	2.9%
Unemployed	0.0%	0.1%	0.1%
Not in Labor Force	0.2%	1.7%	2.3%
Own Children 6-17 Only	2.8%	11.4%	14.3%
Employed/in Armed Forces	2.0%	7.5%	9.9%
Unemployed	0.0%	0.3%	0.3%
Not in Labor Force	0.7%	3.6%	4.1%
No Own Children < 18	90.3%	77.0%	71.8%
Employed/in Armed Forces	67.8%	53.4%	46.2%
Unemployed	2.0%	1.6%	1.5%
Not in Labor Force	20.5%	22.0%	24.1%
2010 Employed Population 16+ by Industry			
 Total	8,502	67,300	173,529
Agriculture/Mining	0.8%	0.8%	0.7%
Construction	3.2%	3.7%	4.9%
Manufacturing	7.0%	6.8%	7.8%
Wholesale Trade	4.4%	4.2%	4.2%
Retail Trade	12.3%	12.8%	12.4%
Transportation/Utilities	3.5%	3.4%	3.7%
Information	5.4%	4.8%	4.3%
Finance/Insurance/Real Estate	14.6%	13.4%	12.1%
Services	46.7%	48.5%	48.1%
Public Administration	2.2%	1.7%	1.7%

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

Prestonwood Village
 5403 Arapaho Rd, Dallas, TX 75248-3481
 Ring: 1, 3, 5 Miles



Latitude: 32.96005
 Longitude: -96.81894

	1 mile radius	3 miles radius	5 miles radius
2010 Employed Population 16+ by Occupation			
Total	8,505	67,301	173,532
White Collar	81.0%	79.7%	74.2%
Management/Business/Financial	26.0%	25.0%	21.9%
Professional	25.3%	24.8%	24.2%
Sales	16.9%	17.0%	14.8%
Administrative Support	12.8%	12.8%	13.4%
Services	10.9%	12.0%	13.6%
Blue Collar	8.0%	8.3%	12.2%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	1.8%	2.1%	3.4%
Installation/Maintenance/Repair	1.8%	1.5%	2.0%
Production	2.3%	2.4%	3.9%
Transportation/Material Moving	2.2%	2.3%	2.9%
2000 Workers 16+ by Means of Transportation to Work			
 Total	8,987	73,073	189,804
Drove Alone - Car, Truck, or Van	82.6%	81.6%	79.5%
Carpooled - Car, Truck, or Van	9.9%	10.0%	12.0%
Public Transportation	1.1%	1.6%	1.8%
Walked	0.8%	1.6%	1.7%
Other Means	1.3%	0.8%	0.9%
Worked at Home	4.4%	4.4%	4.1%
2000 Workers 16+ by Travel Time to Work			
Total	8,987	73,073	189,803
Did Not Work at Home	95.6%	95.6%	95.9%
Less than 5 minutes	2.3%	1.7%	1.5%
5 to 9 minutes	8.9%	8.7%	8.1%
10 to 19 minutes	32.9%	31.3%	31.1%
20 to 24 minutes	18.1%	17.3%	17.2%
25 to 34 minutes	20.2%	22.3%	22.6%
35 to 44 minutes	5.6%	5.8%	5.9%
45 to 59 minutes	4.7%	5.5%	6.1%
60 to 89 minutes	1.5%	1.7%	2.1%
90 or more minutes	1.3%	1.3%	1.2%
Worked at Home	4.4%	4.4%	4.1%
Average Travel Time to Work (in min)	22.2	23.0	23.6
2000 Households by Vehicles Available			
Total	7,860	58,329	145,267
None	5.0%	4.5%	4.5%
1	62.4%	49.1%	43.5%
2	28.9%	37.4%	40.5%
3	2.7%	7.2%	9.0%
4	0.8%	1.4%	1.9%
5+	0.2%	0.3%	0.6%
Average Number of Vehicles Available	1.3	1.5	1.6

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

Prestonwood Village
 5403 Arapaho Rd, Dallas, TX 75248-3481
 Ring: 1, 3, 5 Miles

Latitude: 32.96005
 Longitude: -96.81894

	1 mile radius	3 miles radius	5 miles radius
2000 Households by Type			
 Total	7,871	58,280	145,228
Family Households	30.3%	48.8%	56.4%
Married-couple Family	22.9%	38.6%	44.4%
With Related Children	4.9%	15.4%	20.5%
Other Family (No Spouse)	7.5%	10.2%	12.0%
With Related Children	3.9%	6.0%	7.4%
Nonfamily Households	69.7%	51.2%	43.6%
Householder Living Alone	58.5%	41.8%	35.1%
Householder Not Living Alone	11.1%	9.4%	8.5%
Households with Related Children	8.7%	21.4%	27.9%
Households with Persons 65+	10.4%	12.1%	14.5%
2000 Households by Size			
Total	7,871	58,280	145,227
1 Person Household	58.5%	41.8%	35.1%
2 Person Household	31.8%	33.9%	33.0%
3 Person Household	6.3%	11.5%	13.3%
4 Person Household	2.4%	8.0%	10.5%
5 Person Household	0.7%	3.2%	4.7%
6 Person Household	0.3%	1.1%	1.8%
7+ Person Household	0.1%	0.6%	1.5%
2000 Households by Year Householder Moved In			
Total	7,861	58,327	145,267
Moved in 1999 to March 2000	46.9%	38.0%	33.7%
Moved in 1995 to 1998	34.7%	34.4%	32.9%
Moved in 1990 to 1994	9.6%	11.8%	12.8%
Moved in 1980 to 1989	5.3%	9.1%	10.1%
Moved in 1970 to 1979	3.5%	5.4%	6.1%
Moved in 1969 or Earlier	0.0%	1.4%	4.4%
Median Year Householder Moved In	1999	1998	1997
2000 Housing Units by Units in Structure			
 Total	8,612	62,260	153,336
1, Detached	5.6%	29.2%	42.9%
1, Attached	2.9%	5.9%	4.2%
2	1.2%	1.2%	0.9%
3 or 4	13.9%	9.4%	6.0%
5 to 9	25.1%	17.0%	12.3%
10 to 19	15.2%	11.5%	10.4%
20+	35.9%	25.7%	23.1%
Mobile Home	0.2%	0.1%	0.1%
Other	0.0%	0.0%	0.0%
2000 Housing Units by Year Structure Built			
Total	8,602	62,181	153,329
1999 to March 2000	4.9%	2.9%	3.0%
1995 to 1998	15.6%	12.0%	11.7%
1990 to 1994	10.3%	9.9%	9.4%
1980 to 1989	40.0%	34.3%	30.6%
1970 to 1979	25.1%	28.7%	21.5%
1969 or Earlier	4.1%	12.2%	23.8%
Median Year Structure Built	1985	1983	1982

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

Prestonwood Village
 5403 Arapaho Rd, Dallas, TX 75248-3481
 Ring: 1, 3, 5 Miles

Latitude: 32.96005
 Longitude: -96.81894

	1 mile radius	3 miles radius	5 miles radius
Top 3 Tapestry Segments			
1.	Metro Renters	Young and Restless	Young and Restless
2.	Young and Restless	Metro Renters	Enterprising Professio
3.	Old and Newcomers	Enterprising Professio	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 \$	\$18,256,733	\$147,383,751	\$359,795,119
Average Spent	\$2,137.79	\$2,378.92	\$2,334.86
Spending Potential Index	89	99	98
Computers & Accessories: Total \$	\$2,390,639	\$19,372,926	\$47,477,249
Average Spent	\$279.93	\$312.70	\$308.10
Spending Potential Index	127	142	140
Education: Total \$	\$12,736,489	\$106,218,380	\$262,594,603
Average Spent	\$1,491.39	\$1,714.47	\$1,704.09
Spending Potential Index	122	141	140
Entertainment/Recreation: Total \$	\$31,514,112	\$267,406,396	\$661,622,928
Average Spent	\$3,690.18	\$4,316.21	\$4,293.55
Spending Potential Index	114	134	133
Food at Home: Total \$	\$46,109,023	\$373,196,373	\$917,655,270
Average Spent	\$5,399.18	\$6,023.77	\$5,955.05
Spending Potential Index	121	135	133
Food Away from Home: Total \$	\$34,452,267	\$279,071,104	\$682,644,304
Average Spent	\$4,034.22	\$4,504.49	\$4,429.96
Spending Potential Index	125	140	138
Health Care: Total \$	\$31,936,623	\$275,224,462	\$691,107,801
Average Spent	\$3,739.65	\$4,442.40	\$4,484.89
Spending Potential Index	100	119	120
HH Furnishings & Equipment: Total \$	\$17,463,655	\$148,989,249	\$369,547,108
Average Spent	\$2,044.92	\$2,404.84	\$2,398.15
Spending Potential Index	99	117	116
Investments: Total \$	\$14,284,629	\$128,849,473	\$324,897,910
Average Spent	\$1,672.67	\$2,079.76	\$2,108.40
Spending Potential Index	96	120	121
Retail Goods: Total \$	\$230,464,693	\$1,942,299,301	\$4,806,599,276
Average Spent	\$26,986.50	\$31,350.67	\$31,192.04
Spending Potential Index	109	126	125
Shelter: Total \$	\$166,966,668	\$1,373,251,525	\$3,376,412,468
Average Spent	\$19,551.13	\$22,165.66	\$21,910.96
Spending Potential Index	124	140	139
TV/Video/Audio: Total \$	\$12,974,435	\$105,193,197	\$256,897,476
Average Spent	\$1,519.25	\$1,697.92	\$1,667.12
Spending Potential Index	122	137	134
Travel: Total \$	\$17,497,495	\$153,265,314	\$383,479,132
Average Spent	\$2,048.89	\$2,473.86	\$2,488.56
Spending Potential Index	108	131	131
Vehicle Maintenance & Repairs: Total \$	\$9,358,186	\$78,227,592	\$192,955,748
Average Spent	\$1,095.81	\$1,262.67	\$1,252.17
Spending Potential Index	116	134	133

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

Prestonwood Village
 5403 Arapaho Rd, Dallas, TX 75248-3481
 Ring: 1 mile radius

Latitude: 32.96005
 Longitude: -96.81894

Summary	2000	2010	2015
Population	12,230	13,403	13,839
Households	7,871	8,540	8,774
Families	2,387	2,438	2,441
Average Household Size	1.55	1.56	1.57
Owner Occupied Housing Units	1,342	1,402	1,419
Renter Occupied Housing Units	6,529	7,138	7,355
Median Age	34.0	36.6	37.0

Trends: 2010 - 2015 Annual Rate	Area	State	National
Population	0.64%	1.65%	0.76%
Households	0.54%	1.63%	0.78%
Families	0.03%	1.48%	0.64%
Owner HHs	0.24%	1.72%	0.82%
Median Household Income	3.66%	2.54%	2.36%

Households by Income	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	683	8.7%	556	6.5%	434	4.9%
\$15,000 - \$24,999	613	7.8%	420	4.9%	346	3.9%
\$25,000 - \$34,999	1,081	13.8%	690	8.1%	516	5.9%
\$35,000 - \$49,999	1,645	20.9%	1,999	23.4%	1,340	15.3%
\$50,000 - \$74,999	1,527	19.4%	1,507	17.6%	1,917	21.8%
\$75,000 - \$99,999	854	10.9%	1,564	18.3%	1,800	20.5%
\$100,000 - \$149,999	727	9.2%	1,048	12.3%	1,432	16.3%
\$150,000 - \$199,999	313	4.0%	337	3.9%	481	5.5%
\$200,000+	417	5.3%	420	4.9%	509	5.8%

Median Household Income	\$48,966	\$60,329	\$72,212
Average Household Income	\$75,556	\$80,597	\$91,353
Per Capita Income	\$47,807	\$50,534	\$56,950

Population by Age	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	432	3.5%	462	3.4%	476	3.4%
5 - 9	267	2.2%	365	2.7%	366	2.6%
10 - 14	169	1.4%	299	2.2%	315	2.3%
15 - 19	258	2.1%	332	2.5%	362	2.6%
20 - 24	1,317	10.8%	1,117	8.3%	1,418	10.2%
25 - 34	4,019	32.9%	3,678	27.4%	3,539	25.6%
35 - 44	2,059	16.8%	2,414	18.0%	2,194	15.9%
45 - 54	1,541	12.6%	1,796	13.4%	1,868	13.5%
55 - 64	1,083	8.9%	1,407	10.5%	1,442	10.4%
65 - 74	643	5.3%	870	6.5%	1,083	7.8%
75 - 84	349	2.9%	475	3.5%	554	4.0%
85+	94	0.8%	186	1.4%	221	1.6%

Race and Ethnicity	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
White Alone	9,758	79.8%	9,504	70.9%	9,224	66.6%
Black Alone	867	7.1%	1,154	8.6%	1,241	9.0%
American Indian Alone	51	0.4%	75	0.6%	85	0.6%
Asian Alone	748	6.1%	1,082	8.1%	1,232	8.9%
Pacific Islander Alone	9	0.1%	26	0.2%	32	0.2%
Some Other Race Alone	488	4.0%	1,072	8.0%	1,444	10.4%
Two or More Races	308	2.5%	490	3.7%	582	4.2%
Hispanic Origin (Any Race)	1,264	10.3%	2,752	20.5%	3,704	26.8%

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.

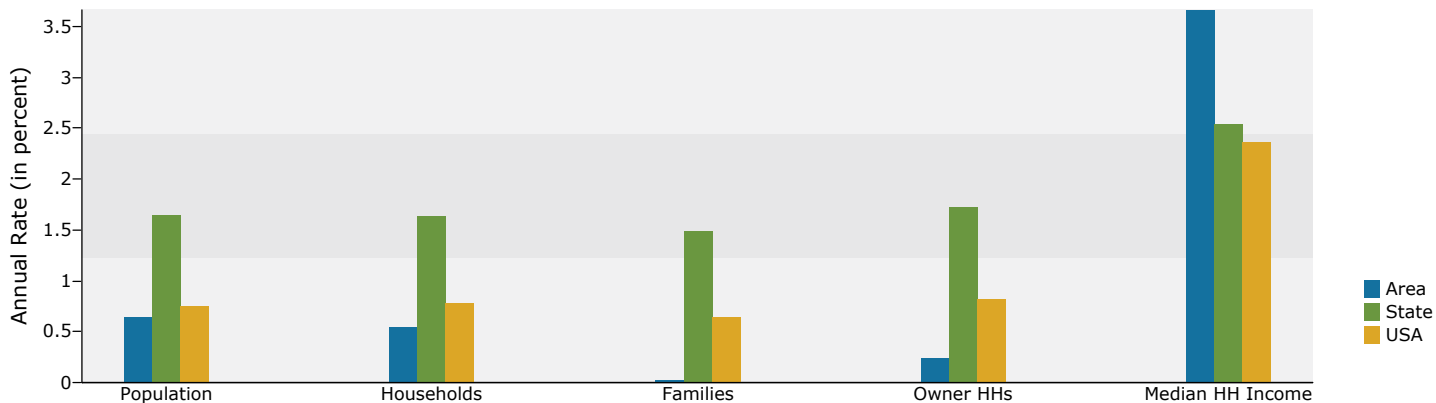
April 26, 2011

Made with Esri Business Analyst

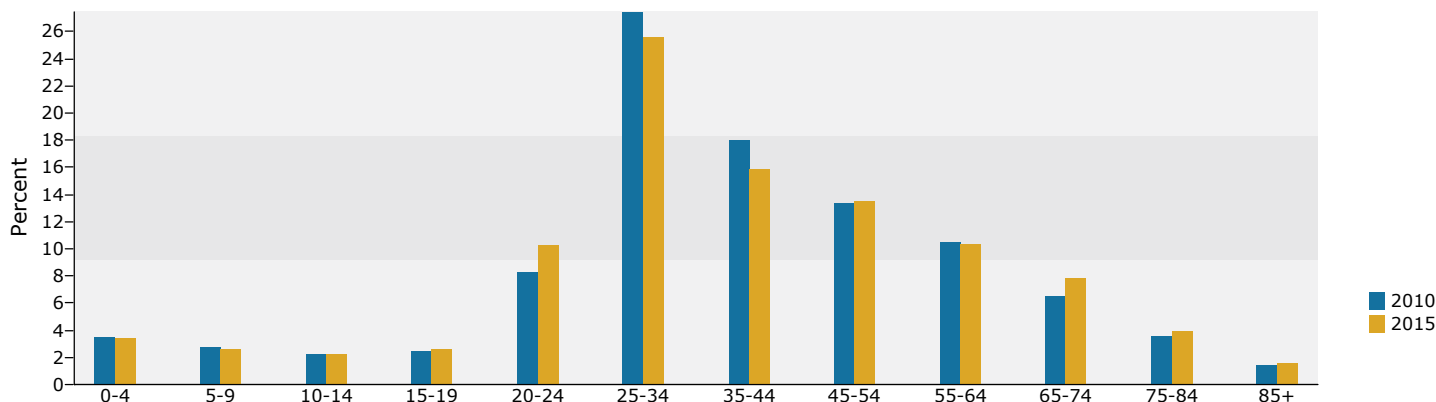
Prestonwood Village
 5403 Arapaho Rd, Dallas, TX 75248-3481
 Ring: 1 mile radius

Latitude: 32.96005
 Longitude: -96.81894

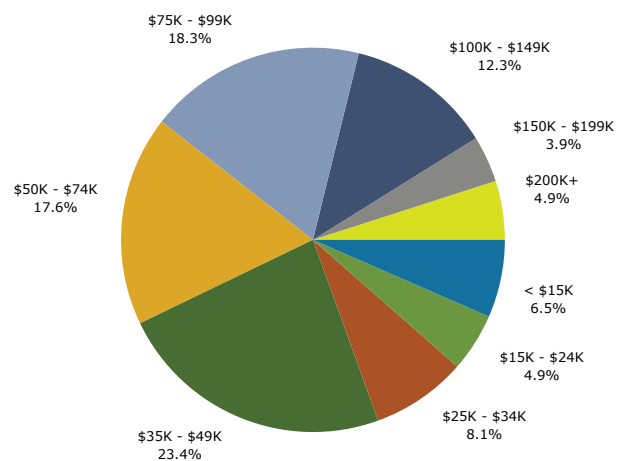
Trends 2010-2015



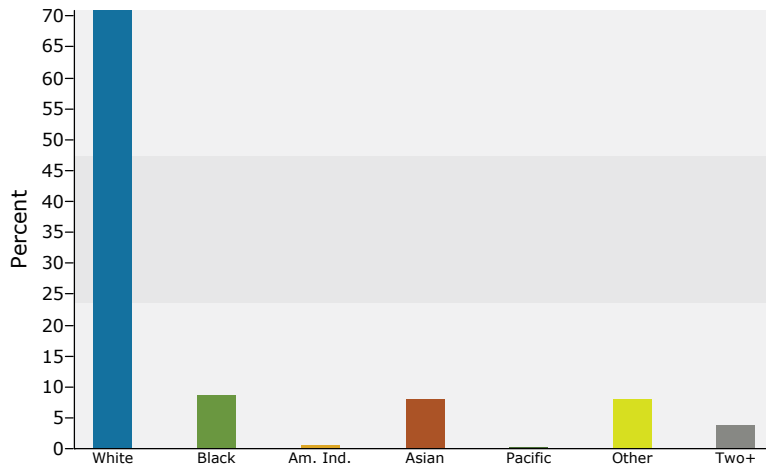
Population by Age



2010 Household Income



2010 Population by Race



2010 Percent Hispanic Origin: 20.5%

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



Demographic and Income Profile

Prestonwood Village
 5403 Arapaho Rd, Dallas, TX 75248-3481
 Ring: 3 miles radius

Latitude: 32.96005
 Longitude: -96.81894

Summary	2000	2010	2015
Population	119,025	127,544	132,339
Households	58,280	61,954	64,075
Families	28,469	28,917	29,279
Average Household Size	2.04	2.05	2.06
Owner Occupied Housing Units	21,440	21,926	22,622
Renter Occupied Housing Units	36,839	40,027	41,453
Median Age	34.3	36.7	36.5

Trends: 2010 - 2015 Annual Rate	Area	State	National
Population	0.74%	1.65%	0.76%
Households	0.68%	1.63%	0.78%
Families	0.25%	1.48%	0.64%
Owner HHs	0.63%	1.72%	0.82%
Median Household Income	2.56%	2.54%	2.36%

Households by Income	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	4,202	7.2%	3,394	5.5%	2,646	4.1%
\$15,000 - \$24,999	4,937	8.5%	3,308	5.3%	2,737	4.3%
\$25,000 - \$34,999	7,549	12.9%	5,020	8.1%	3,769	5.9%
\$35,000 - \$49,999	10,312	17.7%	11,158	18.0%	7,723	12.1%
\$50,000 - \$74,999	11,381	19.5%	12,564	20.3%	15,499	24.2%
\$75,000 - \$99,999	6,225	10.7%	8,602	13.9%	9,220	14.4%
\$100,000 - \$149,999	6,478	11.1%	9,322	15.0%	11,462	17.9%
\$150,000 - \$199,999	3,187	5.5%	3,692	6.0%	5,101	8.0%
\$200,000+	4,066	7.0%	4,895	7.9%	5,918	9.2%
Median Household Income	\$53,608		\$65,462		\$74,277	
Average Household Income	\$82,471		\$93,102		\$104,693	
Per Capita Income	\$40,880		\$45,491		\$51,007	

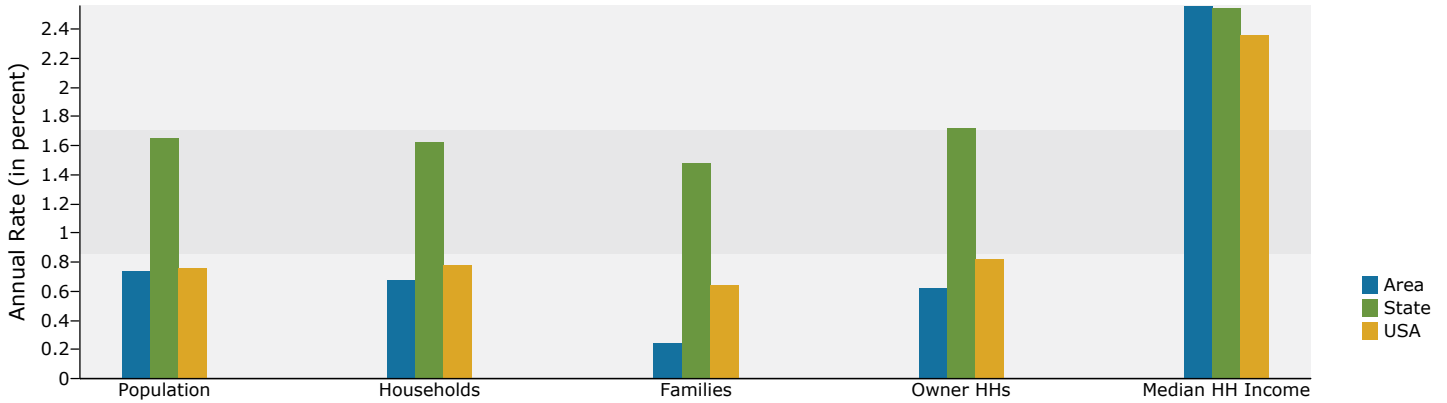
Population by Age	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	6,939	5.8%	7,064	5.5%	7,257	5.5%
5 - 9	5,841	4.9%	6,294	4.9%	6,477	4.9%
10 - 14	5,384	4.5%	6,076	4.8%	6,129	4.6%
15 - 19	5,466	4.6%	5,860	4.6%	6,069	4.6%
20 - 24	9,803	8.2%	10,478	8.2%	11,209	8.5%
25 - 34	27,915	23.5%	24,455	19.2%	26,440	20.0%
35 - 44	20,338	17.1%	20,005	15.7%	18,238	13.8%
45 - 54	16,684	14.0%	18,808	14.7%	18,638	14.1%
55 - 64	10,917	9.2%	14,292	11.2%	14,891	11.3%
65 - 74	6,058	5.1%	8,381	6.6%	10,296	7.8%
75 - 84	2,850	2.4%	4,338	3.4%	4,957	3.7%
85+	827	0.7%	1,495	1.2%	1,738	1.3%

Race and Ethnicity	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
White Alone	91,363	76.8%	87,142	68.3%	86,200	65.1%
Black Alone	8,889	7.5%	11,117	8.7%	11,700	8.8%
American Indian Alone	489	0.4%	662	0.5%	734	0.6%
Asian Alone	7,800	6.6%	11,120	8.7%	12,547	9.5%
Pacific Islander Alone	74	0.1%	154	0.1%	170	0.1%
Some Other Race Alone	7,356	6.2%	12,847	10.1%	15,791	11.9%
Two or More Races	3,056	2.6%	4,502	3.5%	5,196	3.9%
Hispanic Origin (Any Race)	18,495	15.5%	32,166	25.2%	39,855	30.1%

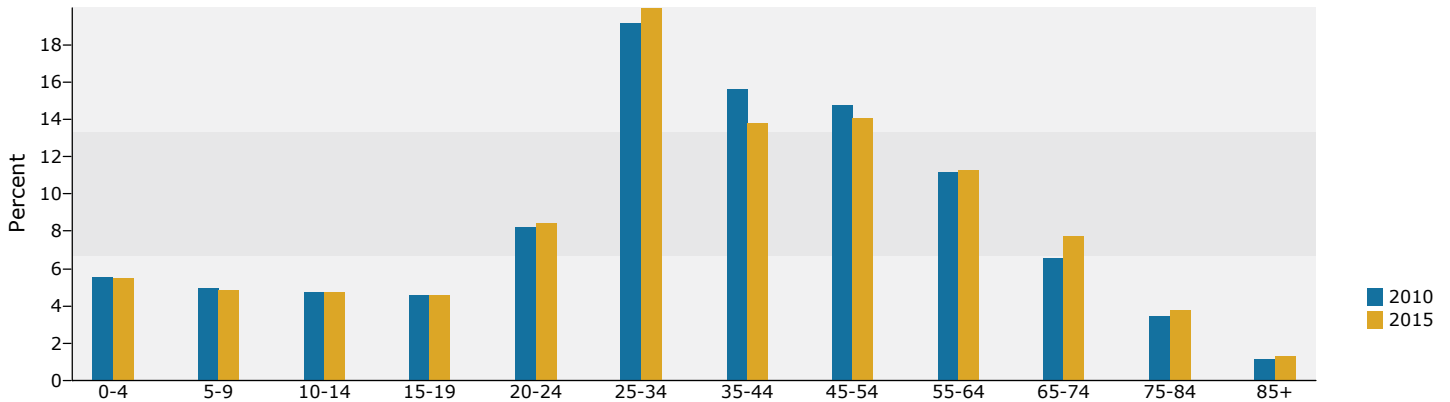
Data Note: Income is expressed in current dollars

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

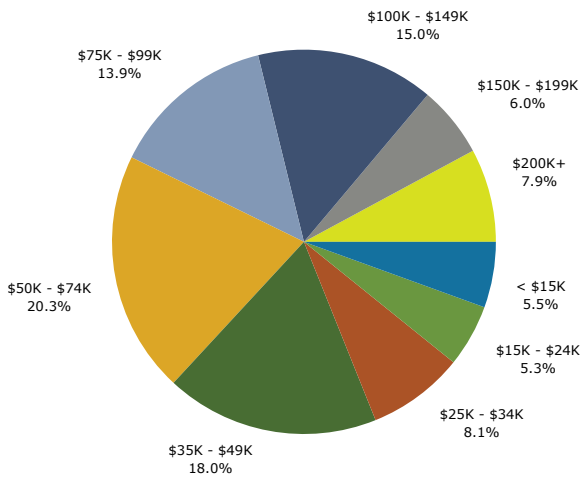
Trends 2010-2015



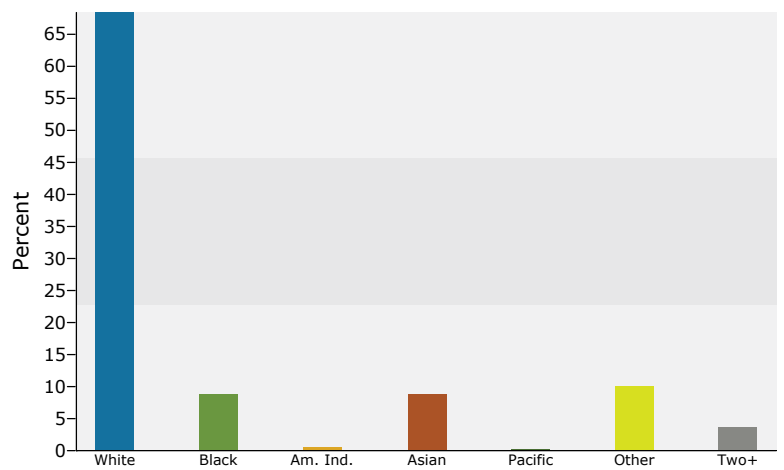
Population by Age



2010 Household Income



2010 Population by Race



2010 Percent Hispanic Origin: 25.2%

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



Demographic and Income Profile

Prestonwood Village
 5403 Arapaho Rd, Dallas, TX 75248-3481
 Ring: 5 miles radius

Latitude: 32.96005
 Longitude: -96.81894

Summary	2000	2010	2015
Population	334,526	358,153	370,904
Households	145,227	154,097	159,414
Families	81,885	82,419	83,327
Average Household Size	2.29	2.31	2.32
Owner Occupied Housing Units	66,538	65,523	67,099
Renter Occupied Housing Units	78,689	88,574	92,315
Median Age	33.5	35.2	34.8

Trends: 2010 - 2015 Annual Rate	Area	State	National
Population	0.70%	1.65%	0.76%
Households	0.68%	1.63%	0.78%
Families	0.22%	1.48%	0.64%
Owner HHs	0.48%	1.72%	0.82%
Median Household Income	2.16%	2.54%	2.36%

Households by Income	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	11,235	7.7%	8,558	5.6%	6,791	4.3%
\$15,000 - \$24,999	13,465	9.3%	8,701	5.6%	7,270	4.6%
\$25,000 - \$34,999	17,964	12.4%	11,865	7.7%	9,143	5.7%
\$35,000 - \$49,999	25,102	17.3%	25,877	16.8%	18,222	11.4%
\$50,000 - \$74,999	28,964	19.9%	31,258	20.3%	38,913	24.4%
\$75,000 - \$99,999	16,736	11.5%	23,064	15.0%	22,846	14.3%
\$100,000 - \$149,999	16,163	11.1%	24,475	15.9%	30,031	18.8%
\$150,000 - \$199,999	6,936	4.8%	8,969	5.8%	12,555	7.9%
\$200,000+	8,884	6.1%	11,326	7.4%	13,640	8.6%
Median Household Income	\$53,384		\$66,893		\$74,447	
Average Household Income	\$78,774		\$92,402		\$103,169	
Per Capita Income	\$34,318		\$39,775		\$44,372	

Population by Age	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	22,616	6.8%	23,221	6.5%	23,621	6.4%
5 - 9	20,778	6.2%	21,232	5.9%	21,798	5.9%
10 - 14	19,236	5.8%	20,426	5.7%	20,816	5.6%
15 - 19	18,854	5.6%	20,404	5.7%	20,401	5.5%
20 - 24	26,742	8.0%	29,900	8.3%	31,294	8.4%
25 - 34	68,838	20.6%	62,780	17.5%	68,435	18.5%
35 - 44	56,816	17.0%	52,540	14.7%	48,265	13.0%
45 - 54	43,981	13.1%	51,634	14.4%	50,216	13.5%
55 - 64	26,785	8.0%	37,618	10.5%	40,985	11.1%
65 - 74	17,217	5.1%	21,090	5.9%	26,554	7.2%
75 - 84	9,827	2.9%	12,404	3.5%	13,172	3.6%
85+	2,837	0.8%	4,905	1.4%	5,349	1.4%

Race and Ethnicity	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
White Alone	252,493	75.5%	239,558	66.9%	238,099	64.2%
Black Alone	23,235	6.9%	29,870	8.3%	31,523	8.5%
American Indian Alone	1,496	0.4%	1,964	0.5%	2,115	0.6%
Asian Alone	22,445	6.7%	32,849	9.2%	36,706	9.9%
Pacific Islander Alone	177	0.1%	323	0.1%	344	0.1%
Some Other Race Alone	26,061	7.8%	41,305	11.5%	48,322	13.0%
Two or More Races	8,619	2.6%	12,285	3.4%	13,797	3.7%
Hispanic Origin (Any Race)	69,293	20.7%	107,732	30.1%	126,851	34.2%

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.

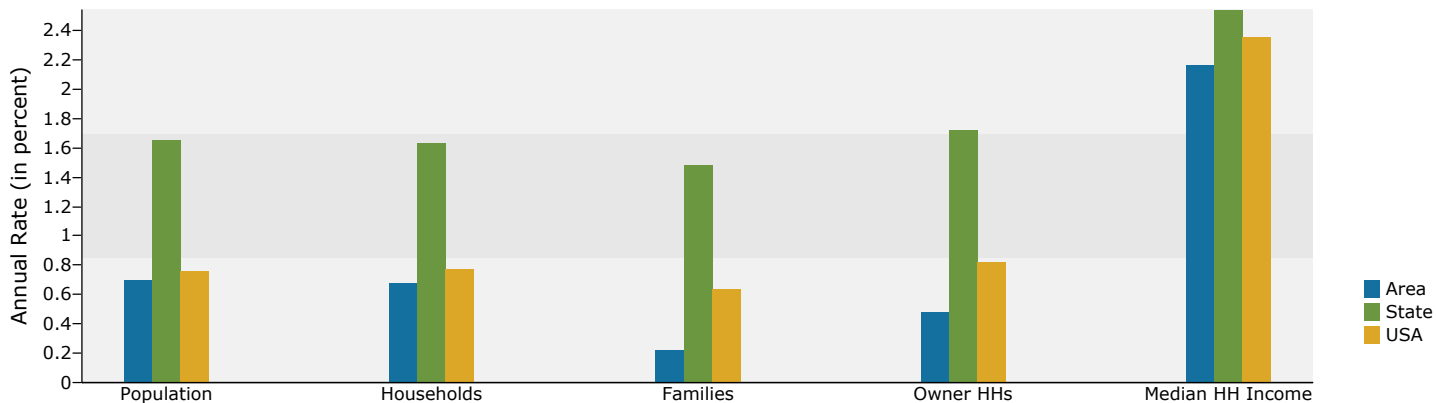
April 26, 2011

Made with Esri Business Analyst

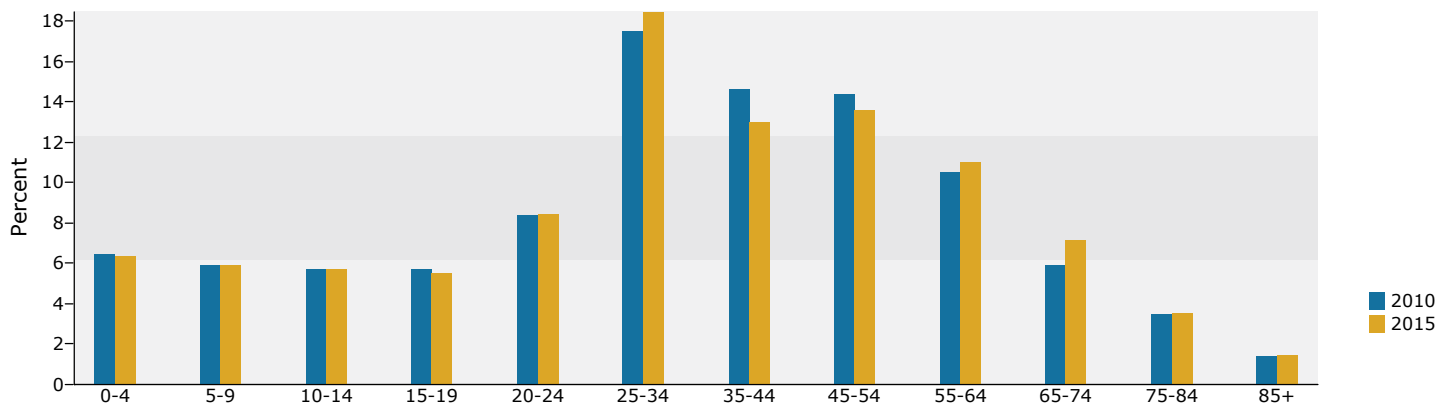
Prestonwood Village
 5403 Arapaho Rd, Dallas, TX 75248-3481
 Ring: 5 miles radius

Latitude: 32.96005
 Longitude: -96.81894

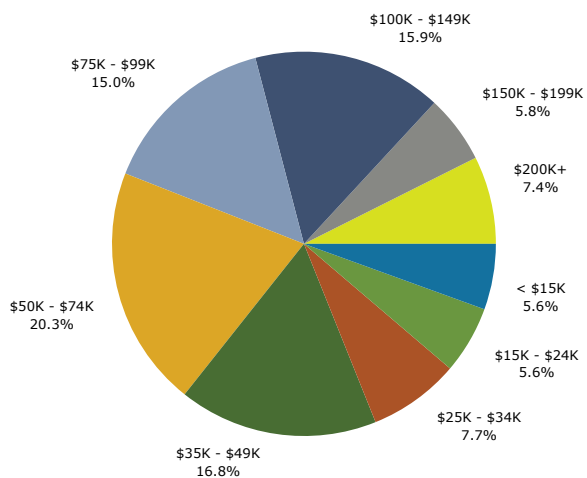
Trends 2010-2015



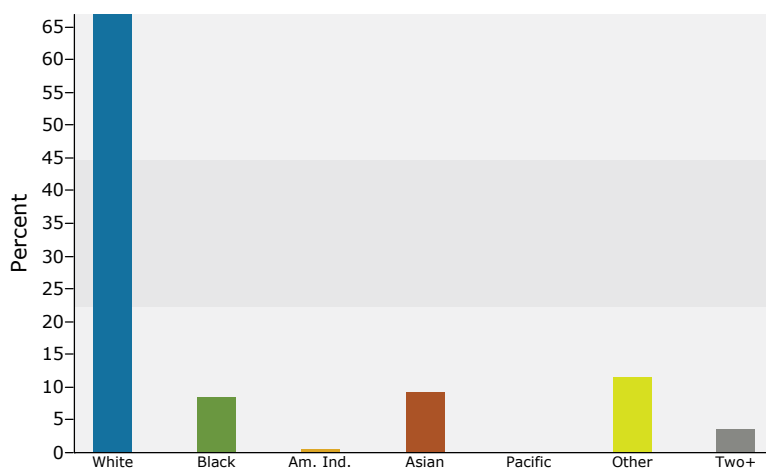
Population by Age



2010 Household Income



2010 Population by Race



2010 Percent Hispanic Origin: 30.1%

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



Retail Goods and Services Expenditures

Prestonwood Village
5403 Arapaho Rd, Dallas, TX 75248-3481
Ring: 1 mile radius

Latitude: 32.96005
Longitude: -96.81894

Top Tapestry Segments:		Demographic Summary		2010	2015
Metro Renters	62.1%	Population		13,403	13,839
Young and Restless	23.4%	Households		8,540	8,774
Old and Newcomers	8.0%	Families		2,438	2,441
Connoisseurs	5.1%	Median Age		36.6	37.0
In Style	1.3%	Median Household Income		\$60,329	\$72,212

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	89	\$2,137.79	\$18,256,733
Men's	83	\$383.35	\$3,273,780
Women's	77	\$636.25	\$5,433,563
Children's	93	\$373.91	\$3,193,150
Footwear	64	\$265.78	\$2,269,773
Watches & Jewelry	122	\$236.64	\$2,020,881
Apparel Products and Services ¹	258	\$241.87	\$2,065,585
Computer			
Computers and Hardware for Home Use	127	\$243.33	\$2,078,009
Software and Accessories for Home Use	129	\$36.61	\$312,630
Entertainment & Recreation	114	\$3,690.18	\$31,514,112
Fees and Admissions	110	\$682.86	\$5,831,624
Membership Fees for Clubs ²	107	\$175.90	\$1,502,196
Fees for Participant Sports, excl. Trips	106	\$113.08	\$965,736
Admission to Movie/Theatre/Opera/Ballet	127	\$192.34	\$1,642,622
Admission to Sporting Events, excl. Trips	108	\$64.51	\$550,906
Fees for Recreational Lessons	99	\$135.62	\$1,158,219
Dating Services	182	\$1.40	\$11,945
TV/Video/Audio	122	\$1,519.25	\$12,974,435
Community Antenna or Cable TV	119	\$855.96	\$7,309,899
Televisions	121	\$234.45	\$2,002,229
VCRs, Video Cameras, and DVD Players	138	\$28.04	\$239,488
Video Cassettes and DVDs	141	\$74.46	\$635,896
Video and Computer Game Hardware and Software	136	\$75.99	\$648,964
Satellite Dishes	112	\$1.41	\$12,017
Rental of Video Cassettes and DVDs	139	\$57.24	\$488,829
Streaming/Downloaded Video	129	\$1.81	\$15,471
Audio ³	123	\$180.70	\$1,543,161
Rental and Repair of TV/Radio/Audio	121	\$9.19	\$78,482
Pets	129	\$553.47	\$4,726,610
Toys and Games ⁴	122	\$177.56	\$1,516,355
Recreational Vehicles and Fees ⁵	84	\$271.23	\$2,316,319
Sports/Recreation/Exercise Equipment ⁶	88	\$159.23	\$1,359,844
Photo Equipment and Supplies ⁷	116	\$120.42	\$1,028,355
Reading ⁸	109	\$169.26	\$1,445,498
Catered Affairs ⁹	150	\$36.89	\$315,073
Food	123	\$9,433.41	\$80,561,289
Food at Home	121	\$5,399.18	\$46,109,023
Bakery and Cereal Products	118	\$701.07	\$5,987,163
Meat, Poultry, Fish, and Eggs	122	\$1,261.46	\$10,772,903
Dairy Products	118	\$588.12	\$5,022,522
Fruit and Vegetables	121	\$950.22	\$8,114,920
Snacks and Other Food at Home ¹⁰	122	\$1,898.30	\$16,211,515
Food Away from Home	125	\$4,034.22	\$34,452,267
Alcoholic Beverages	140	\$796.98	\$6,806,202
Nonalcoholic Beverages at Home	123	\$537.64	\$4,591,465



Retail Goods and Services Expenditures

Prestonwood Village
5403 Arapaho Rd, Dallas, TX 75248-3481
Ring: 1 mile radius

Latitude: 32.96005
Longitude: -96.81894

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	96	\$1,672.67	\$14,284,629
Vehicle Loans	117	\$5,742.87	\$49,044,143
Health			
Nonprescription Drugs	107	\$110.24	\$941,415
Prescription Drugs	94	\$469.48	\$4,009,369
Eyeglasses and Contact Lenses	103	\$78.89	\$673,731
Home			
Mortgage Payment and Basics ¹¹	87	\$8,186.82	\$69,915,431
Maintenance and Remodeling Services	83	\$1,640.82	\$14,012,619
Maintenance and Remodeling Materials ¹²	80	\$295.98	\$2,527,690
Utilities, Fuel, and Public Services	112	\$5,093.48	\$43,498,298
Household Furnishings and Equipment			
Household Textiles ¹³	113	\$150.53	\$1,285,531
Furniture	117	\$704.57	\$6,017,017
Floor Coverings	97	\$72.40	\$618,293
Major Appliances ¹⁴	97	\$293.48	\$2,506,301
Housewares ¹⁵	110	\$95.13	\$812,393
Small Appliances	114	\$37.45	\$319,861
Luggage	112	\$10.41	\$88,928
Telephones and Accessories	93	\$39.59	\$338,058
Household Operations			
Child Care	131	\$604.42	\$5,161,757
Lawn and Garden ¹⁶	86	\$360.00	\$3,074,372
Moving/Storage/Freight Express	142	\$86.23	\$736,427
Housekeeping Supplies ¹⁷	113	\$790.79	\$6,753,361
Insurance			
Owners and Renters Insurance	83	\$383.88	\$3,278,360
Vehicle Insurance	117	\$1,362.64	\$11,636,960
Life/Other Insurance	88	\$365.74	\$3,123,418
Health Insurance	100	\$1,928.50	\$16,469,400
Personal Care Products ¹⁸	121	\$480.79	\$4,105,935
School Books and Supplies ¹⁹	145	\$154.57	\$1,320,016
Smoking Products	135	\$578.54	\$4,940,696
Transportation			
Vehicle Purchases (Net Outlay) ²⁰	117	\$5,132.60	\$43,832,414
Gasoline and Motor Oil	117	\$3,355.87	\$28,659,095
Vehicle Maintenance and Repairs	116	\$1,095.81	\$9,358,186
Travel			
Airline Fares	117	\$537.08	\$4,586,655
Lodging on Trips	101	\$441.60	\$3,771,241
Auto/Truck/Van Rental on Trips	116	\$42.73	\$364,916
Food and Drink on Trips	107	\$465.00	\$3,971,110

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.



Prestonwood Village
5403 Arapaho Rd, Dallas, TX 75248-3481
Ring: 1 mile radius

Latitude: 32.96005
Longitude: -96.81894

-
- 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

Prestonwood Village
5403 Arapaho Rd, Dallas, TX 75248-3481
Ring: 3 miles radius

Latitude: 32.96005
Longitude: -96.81894

Top Tapestry Segments:		Demographic Summary		2010	2015
Young and Restless	26.6%	Population		127,544	132,339
Metro Renters	18.4%	Households		61,954	64,075
Enterprising Professionals	13.0%	Families		28,917	29,279
In Style	11.7%	Median Age		36.7	36.5
Connoisseurs	6.5%	Median Household Income		\$65,462	\$74,277

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	99	\$2,378.92	\$147,383,751
Men's	94	\$429.54	\$26,611,892
Women's	86	\$716.10	\$44,365,027
Children's	105	\$422.16	\$26,154,620
Footwear	70	\$293.36	\$18,174,553
Watches & Jewelry	138	\$268.24	\$16,618,346
Apparel Products and Services ¹	267	\$249.53	\$15,459,309
Computer			
Computers and Hardware for Home Use	142	\$271.61	\$16,827,217
Software and Accessories for Home Use	144	\$41.09	\$2,545,709
Entertainment & Recreation	134	\$4,316.21	\$267,406,396
Fees and Admissions	134	\$830.46	\$51,450,210
Membership Fees for Clubs ²	131	\$215.39	\$13,344,289
Fees for Participant Sports, excl. Trips	131	\$139.58	\$8,647,273
Admission to Movie/Theatre/Opera/Ballet	144	\$218.16	\$13,515,960
Admission to Sporting Events, excl. Trips	134	\$79.46	\$4,922,849
Fees for Recreational Lessons	129	\$176.58	\$10,940,053
Dating Services	168	\$1.29	\$79,786
TV/Video/Audio	137	\$1,697.92	\$105,193,197
Community Antenna or Cable TV	133	\$955.87	\$59,219,831
Televisions	141	\$271.97	\$16,849,461
VCRs, Video Cameras, and DVD Players	149	\$30.39	\$1,882,866
Video Cassettes and DVDs	151	\$79.59	\$4,930,811
Video and Computer Game Hardware and Software	151	\$83.98	\$5,202,803
Satellite Dishes	136	\$1.71	\$106,244
Rental of Video Cassettes and DVDs	151	\$62.13	\$3,849,110
Streaming/Downloaded Video	140	\$1.96	\$121,429
Audio ³	136	\$199.99	\$12,390,363
Rental and Repair of TV/Radio/Audio	136	\$10.33	\$640,279
Pets	154	\$661.37	\$40,974,654
Toys and Games ⁴	138	\$200.46	\$12,419,527
Recreational Vehicles and Fees ⁵	111	\$358.40	\$22,204,469
Sports/Recreation/Exercise Equipment ⁶	104	\$189.20	\$11,721,394
Photo Equipment and Supplies ⁷	135	\$139.94	\$8,670,111
Reading ⁸	127	\$196.68	\$12,185,071
Catered Affairs ⁹	170	\$41.77	\$2,587,767
Food	137	\$10,528.25	\$652,267,477
Food at Home	135	\$6,023.77	\$373,196,373
Bakery and Cereal Products	132	\$787.12	\$48,765,024
Meat, Poultry, Fish, and Eggs	135	\$1,404.53	\$87,016,219
Dairy Products	132	\$658.06	\$40,769,604
Fruit and Vegetables	135	\$1,059.57	\$65,644,648
Snacks and Other Food at Home ¹⁰	136	\$2,114.49	\$131,000,879
Food Away from Home	140	\$4,504.49	\$279,071,104
Alcoholic Beverages	150	\$858.06	\$53,160,547
Nonalcoholic Beverages at Home	136	\$596.16	\$36,934,525



Retail Goods and Services Expenditures

Prestonwood Village
5403 Arapaho Rd, Dallas, TX 75248-3481
Ring: 3 miles radius

Latitude: 32.96005
Longitude: -96.81894

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	120	\$2,079.76	\$128,849,473
Vehicle Loans	134	\$6,607.12	\$409,337,747
Health			
Nonprescription Drugs	124	\$127.58	\$7,904,158
Prescription Drugs	113	\$561.53	\$34,789,042
Eyeglasses and Contact Lenses	124	\$95.29	\$5,903,437
Home			
Mortgage Payment and Basics ¹¹	119	\$11,102.67	\$687,855,008
Maintenance and Remodeling Services	116	\$2,291.69	\$141,979,354
Maintenance and Remodeling Materials ¹²	108	\$400.84	\$24,833,804
Utilities, Fuel, and Public Services	129	\$5,865.48	\$363,389,668
Household Furnishings and Equipment			
Household Textiles ¹³	133	\$176.49	\$10,934,352
Furniture	137	\$823.67	\$51,029,795
Floor Coverings	121	\$90.76	\$5,622,897
Major Appliances ¹⁴	120	\$363.59	\$22,525,812
Housewares ¹⁵	124	\$107.07	\$6,633,344
Small Appliances	130	\$42.53	\$2,635,186
Luggage	134	\$12.38	\$766,684
Telephones and Accessories	102	\$43.43	\$2,690,889
Household Operations			
Child Care	150	\$694.21	\$43,008,958
Lawn and Garden ¹⁶	114	\$478.17	\$29,624,399
Moving/Storage/Freight Express	154	\$93.57	\$5,797,184
Housekeeping Supplies ¹⁷	130	\$912.37	\$56,525,073
Insurance			
Owners and Renters Insurance	111	\$514.61	\$31,882,192
Vehicle Insurance	134	\$1,561.14	\$96,718,728
Life/Other Insurance	115	\$477.89	\$29,606,911
Health Insurance	118	\$2,290.55	\$141,909,006
Personal Care Products ¹⁸	137	\$547.96	\$33,948,235
School Books and Supplies ¹⁹	153	\$163.20	\$10,110,965
Smoking Products	139	\$596.02	\$36,925,572
Transportation			
Vehicle Purchases (Net Outlay) ²⁰	135	\$5,939.77	\$367,992,581
Gasoline and Motor Oil	133	\$3,823.16	\$236,859,766
Vehicle Maintenance and Repairs	134	\$1,262.67	\$78,227,592
Travel			
Airline Fares	139	\$636.58	\$39,438,960
Lodging on Trips	126	\$551.01	\$34,137,201
Auto/Truck/Van Rental on Trips	141	\$51.92	\$3,216,496
Food and Drink on Trips	129	\$561.62	\$34,794,437

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.



Prestonwood Village
5403 Arapaho Rd, Dallas, TX 75248-3481
Ring: 3 miles radius

Latitude: 32.96005
Longitude: -96.81894

-
- 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

Prestonwood Village
5403 Arapaho Rd, Dallas, TX 75248-3481
Ring: 5 miles radius

Latitude: 32.96005
Longitude: -96.81894

Top Tapestry Segments:		Demographic Summary		
			2010	2015
Young and Restless	16.8%	Population	358,153	370,904
Enterprising Professionals	14.6%	Households	154,097	159,414
Metro Renters	11.6%	Families	82,419	83,327
Connoisseurs	6.4%	Median Age	35.2	34.8
In Style	5.9%	Median Household Income	\$66,893	\$74,447

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	98	\$2,334.86	\$359,795,119
Men's	92	\$421.58	\$64,963,830
Women's	85	\$706.91	\$108,933,308
Children's	103	\$413.96	\$63,790,455
Footwear	69	\$287.20	\$44,256,006
Watches & Jewelry	136	\$264.75	\$40,797,085
Apparel Products and Services ¹	257	\$240.46	\$37,054,434
Computer			
Computers and Hardware for Home Use	140	\$267.64	\$41,242,951
Software and Accessories for Home Use	142	\$40.46	\$6,234,298
Entertainment & Recreation	133	\$4,293.55	\$661,622,928
Fees and Admissions	135	\$834.22	\$128,550,158
Membership Fees for Clubs ²	132	\$217.09	\$33,452,828
Fees for Participant Sports, excl. Trips	132	\$140.89	\$21,711,223
Admission to Movie/Theatre/Opera/Ballet	142	\$215.33	\$33,181,523
Admission to Sporting Events, excl. Trips	134	\$79.63	\$12,270,874
Fees for Recreational Lessons	132	\$180.07	\$27,748,950
Dating Services	156	\$1.20	\$184,760
TV/Video/Audio	134	\$1,667.12	\$256,897,476
Community Antenna or Cable TV	130	\$940.83	\$144,979,792
Televisions	139	\$268.51	\$41,377,030
VCRs, Video Cameras, and DVD Players	145	\$29.55	\$4,552,944
Video Cassettes and DVDs	146	\$76.83	\$11,838,803
Video and Computer Game Hardware and Software	146	\$81.30	\$12,527,449
Satellite Dishes	135	\$1.70	\$262,368
Rental of Video Cassettes and DVDs	146	\$60.24	\$9,283,354
Streaming/Downloaded Video	138	\$1.93	\$296,652
Audio ³	133	\$195.97	\$30,197,990
Rental and Repair of TV/Radio/Audio	135	\$10.26	\$1,581,094
Pets	154	\$663.45	\$102,235,536
Toys and Games ⁴	135	\$196.57	\$30,290,868
Recreational Vehicles and Fees ⁵	114	\$368.19	\$56,736,539
Sports/Recreation/Exercise Equipment ⁶	104	\$188.41	\$29,034,176
Photo Equipment and Supplies ⁷	134	\$139.03	\$21,424,447
Reading ⁸	127	\$197.21	\$30,388,998
Catered Affairs ⁹	160	\$39.36	\$6,064,731
Food	135	\$10,385.01	\$1,600,299,575
Food at Home	133	\$5,955.05	\$917,655,270
Bakery and Cereal Products	131	\$779.76	\$120,158,810
Meat, Poultry, Fish, and Eggs	134	\$1,387.88	\$213,868,232
Dairy Products	131	\$651.90	\$100,456,600
Fruit and Vegetables	134	\$1,050.79	\$161,923,847
Snacks and Other Food at Home ¹⁰	134	\$2,084.71	\$321,247,779
Food Away from Home	138	\$4,429.96	\$682,644,304
Alcoholic Beverages	146	\$831.17	\$128,080,089
Nonalcoholic Beverages at Home	134	\$587.44	\$90,523,289



Retail Goods and Services Expenditures

Prestonwood Village
5403 Arapaho Rd, Dallas, TX 75248-3481
Ring: 5 miles radius

Latitude: 32.96005
Longitude: -96.81894

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	121	\$2,108.40	\$324,897,910
Vehicle Loans	132	\$6,506.70	\$1,002,663,697
Health			
Nonprescription Drugs	124	\$127.36	\$19,626,327
Prescription Drugs	114	\$569.39	\$87,741,486
Eyeglasses and Contact Lenses	125	\$96.29	\$14,837,733
Home			
Mortgage Payment and Basics ¹¹	123	\$11,503.94	\$1,772,722,917
Maintenance and Remodeling Services	121	\$2,390.63	\$368,389,544
Maintenance and Remodeling Materials ¹²	113	\$418.39	\$64,472,671
Utilities, Fuel, and Public Services	129	\$5,824.60	\$897,553,552
Household Furnishings and Equipment			
Household Textiles ¹³	132	\$175.83	\$27,094,184
Furniture	136	\$817.26	\$125,937,342
Floor Coverings	123	\$92.61	\$14,271,182
Major Appliances ¹⁴	122	\$368.96	\$56,855,386
Housewares ¹⁵	123	\$105.67	\$16,283,355
Small Appliances	129	\$42.37	\$6,528,590
Luggage	134	\$12.39	\$1,909,725
Telephones and Accessories	99	\$42.13	\$6,492,442
Household Operations			
Child Care	146	\$676.22	\$104,203,555
Lawn and Garden ¹⁶	118	\$493.19	\$75,999,680
Moving/Storage/Freight Express	149	\$90.30	\$13,915,691
Housekeeping Supplies ¹⁷	130	\$908.57	\$140,007,891
Insurance			
Owners and Renters Insurance	115	\$533.04	\$82,140,117
Vehicle Insurance	133	\$1,544.99	\$238,077,938
Life/Other Insurance	118	\$490.56	\$75,594,125
Health Insurance	120	\$2,311.99	\$356,270,546
Personal Care Products ¹⁸	136	\$541.45	\$83,435,080
School Books and Supplies ¹⁹	149	\$158.94	\$24,491,560
Smoking Products	133	\$570.03	\$87,840,014
Transportation			
Vehicle Purchases (Net Outlay) ²⁰	134	\$5,872.00	\$904,857,053
Gasoline and Motor Oil	132	\$3,772.83	\$581,381,904
Vehicle Maintenance and Repairs	133	\$1,252.17	\$192,955,748
Travel			
Airline Fares	139	\$636.09	\$98,019,603
Lodging on Trips	128	\$558.27	\$86,027,607
Auto/Truck/Van Rental on Trips	140	\$51.73	\$7,971,829
Food and Drink on Trips	130	\$565.20	\$87,095,165

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.



Prestonwood Village
5403 Arapaho Rd, Dallas, TX 75248-3481
Ring: 5 miles radius

Latitude: 32.96005
Longitude: -96.81894

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.