



Comprehensive Trend Report

Prepared by: STDBonline

5956 Sherry Lane, Dallas, Texas, 75225

Site Type: Ring

Latitude 32.861976
 Longitude -96.809829
 Ring: 1.0 mile

Demographic	2008	2013
Population:		
Population	11,889	11,985
Persons in Group	1	1
Households:		
Households	5,258	5,250
Family Households	2,891	2,847
Average Household Size	2.26	2.28
Population by Race and Ethnicity:		
Total	11,890	11,986
White	11,433	11,432
Black	74	80
American Indian/Alaska Native	21	25
Asian	184	223
Pacific Islander	0	0
Other Race	94	124
Two or More Races	84	102
Hispanic Population	491	655
Population by Sex:		
Male	5,500	5,569
Female	6,389	6,418
Income:		
Median Household Income	\$105,963	\$111,006
Average Household Income	\$180,322	\$200,934
Median Family Income	\$170,587	\$178,579
Average Family Income	\$235,399	\$250,582
Per Capita Income	\$80,120	\$88,432
Median Disposable Income	\$84,665	-
Average Disposable Income	\$134,501	-
Net Worth:		
Median Net Worth	590,847	-
Housing Units:		
Owner-Occupied	3,940	3,868
Renter-Occupied	1,318	1,382

Source: ESRI forecasts for 2008 and 2013.



Comprehensive Trend Report

Prepared by: STDBOnline

5956 Sherry Lane, Dallas, Texas, 75225

Site Type: Ring

Latitude 32.861976
 Longitude -96.809829
 Ring: 1.0 mile

Population by Age	2008		2013	
	Number	Percent	Number	Percent
Total	11,889	100.0%	11,987	100.0%
0 - 4	819	6.9%	824	6.9%
5 - 9	924	7.8%	862	7.2%
10 - 14	856	7.2%	855	7.1%
15 - 19	631	5.3%	667	5.6%
20 - 24	236	2.0%	261	2.2%
25 - 29	433	3.6%	449	3.7%
30 - 34	587	4.9%	555	4.6%
35 - 39	947	8.0%	678	5.7%
40 - 44	1,136	9.6%	1,061	8.9%
45 - 49	1,094	9.2%	1,182	9.9%
50 - 54	924	7.8%	1,015	8.5%
55 - 59	770	6.5%	856	7.1%
60 - 64	601	5.1%	672	5.6%
65 - 69	404	3.4%	460	3.8%
70 - 74	328	2.8%	349	2.9%
75 - 79	345	2.9%	340	2.8%
80 - 84	354	3.0%	334	2.8%
85+	500	4.2%	567	4.7%
Median Age	42.3	-	44.0	-

Population by Age - Males

Total	5,500	100.0%	5,569	100.0%
0 - 4	417	7.6%	420	7.5%
5 - 9	456	8.3%	426	7.6%
10 - 14	423	7.7%	426	7.6%
15 - 19	324	5.9%	339	6.1%
20 - 24	110	2.0%	117	2.1%
25 - 29	178	3.2%	191	3.4%
30 - 34	245	4.5%	238	4.3%
35 - 39	432	7.9%	311	5.6%
40 - 44	511	9.3%	471	8.5%
45 - 49	542	9.9%	578	10.4%
50 - 54	465	8.5%	504	9.1%
55 - 59	384	7.0%	439	7.9%
60 - 64	280	5.1%	309	5.5%
65 - 69	192	3.5%	223	4.0%
70 - 74	133	2.4%	150	2.7%
75 - 79	133	2.4%	126	2.3%
80 - 84	117	2.1%	120	2.2%
85+	158	2.9%	181	3.3%
Median Age	41.6	-	43.4	-

Source: ESRI forecasts for 2008 and 2013.



Comprehensive Trend Report

Prepared by: STDBonline

5956 Sherry Lane, Dallas, Texas, 75225

Site Type: Ring

Latitude 32.861976
 Longitude -96.809829
 Ring: 1.0 mile

Population by Age - Females	2008		2013	
	Number	Percent	Number	Percent
Total	6,389	100.0%	6,418	100.0%
0 - 4	402	6.3%	404	6.3%
5 - 9	468	7.3%	436	6.8%
10 - 14	433	6.8%	429	6.7%
15 - 19	307	4.8%	328	5.1%
20 - 24	126	2.0%	144	2.2%
25 - 29	255	4.0%	258	4.0%
30 - 34	342	5.4%	317	4.9%
35 - 39	515	8.1%	367	5.7%
40 - 44	625	9.8%	590	9.2%
45 - 49	552	8.6%	604	9.4%
50 - 54	459	7.2%	511	8.0%
55 - 59	386	6.0%	417	6.5%
60 - 64	321	5.0%	363	5.7%
65 - 69	212	3.3%	237	3.7%
70 - 74	195	3.1%	199	3.1%
75 - 79	212	3.3%	214	3.3%
80 - 84	237	3.7%	214	3.3%
85+	342	5.4%	386	6.0%
Median Age	42.8	-	44.5	-

Households by Household Income:

	2008	2013
	Number	Number
Total	5,256	5,250
< \$10,000	196	167
\$10,000 - \$14,999	80	83
\$15,000 - \$19,999	111	83
\$20,000 - \$24,999	159	109
\$25,000 - \$29,999	121	124
\$30,000 - \$34,999	136	95
\$35,000 - \$39,999	165	137
\$40,000 - \$44,999	110	126
\$45,000 - \$49,999	179	109
\$50,000 - \$59,999	337	350
\$60,000 - \$74,999	391	530
\$75,000 - \$99,999	562	480
\$100,000 - \$124,999	299	473
\$125,000 - \$149,999	301	184
\$150,000 - \$199,999	458	360
\$200,000 - \$249,999	491	383
\$250,000 - \$499,999	837	1,103
\$500,000+	323	354

Source: ESRI forecasts for 2008 and 2013.



5956 Sherry Lane, Dallas, Texas, 75225

Latitude 32.861976
 Longitude -96.809829
 Ring: 1.0 mile

Site Type: Ring

Families by Family Income:	2008		2013	
	Number	Percent	Number	Percent
Total	2,891	100.0%	2,847	100.0%
< \$10,000	58	2.0%	56	2.0%
\$10,000 - \$14,999	20	0.7%	23	0.8%
\$15,000 - \$19,999	11	0.4%	10	0.4%
\$20,000 - \$24,999	26	0.9%	14	0.5%
\$25,000 - \$29,999	29	1.0%	34	1.2%
\$30,000 - \$34,999	32	1.1%	37	1.3%
\$35,000 - \$39,999	41	1.4%	50	1.8%
\$40,000 - \$44,999	73	2.5%	79	2.8%
\$45,000 - \$49,999	61	2.1%	46	1.6%
\$50,000 - \$59,999	87	3.0%	84	3.0%
\$60,000 - \$74,999	127	4.4%	122	4.3%
\$75,000 - \$99,999	257	8.9%	262	9.2%
\$100,000 - \$124,999	253	8.8%	208	7.3%
\$125,000 - \$149,999	243	8.4%	187	6.6%
\$150,000 - \$199,999	271	9.4%	334	11.7%
\$200,000 - \$249,999	361	12.5%	266	9.3%
\$250,000 - \$499,999	667	23.1%	706	24.8%
\$500,000+	274	9.5%	329	11.6%

Households by Disposable Income:	Number	Percent
Total	5,258	100.0%
<\$15,000	324	6.2%
\$15,000 - \$24,999	306	5.8%
\$25,000 - \$34,999	351	6.7%
\$35,000 - \$49,999	593	11.3%
\$50,000 - \$74,999	854	16.2%
\$75,000 - \$99,999	454	8.6%
\$100,000 - \$149,999	670	12.7%
\$150,000 - \$199,999	681	13.0%
\$200,000+	1,025	19.5%

Households by Net Worth:	Number	Percent
Total	5,260	100.0%
<\$15,000	441	8.4%
\$15,000 - \$34,999	165	3.1%
\$35,000 - \$49,999	92	1.7%
\$50,000 - \$74,999	105	2.0%
\$75,000 - \$99,999	129	2.5%
\$100,000 - \$149,999	214	4.1%
\$150,000 - \$249,999	354	6.7%
\$250,000 - \$499,999	851	16.2%
\$500,000 - \$999,999	995	18.9%
\$1,000,000+	1,914	36.4%

Source: ESRI forecasts for 2008 and 2013.



5956 Sherry Lane, Dallas, Texas, 75225

Latitude 32.861976
Longitude -96.809829
Ring: 1.0 mile

Site Type: Ring

Consumer Spending (2008)	Total
Retail Summary:	
Retail Expenditures	\$333,328,885
Apparel:	
Apparel and Services	\$29,017,758
Men's Apparel	\$5,584,698
Women's Apparel	\$9,723,537
Children's Apparel	\$4,627,666
Infant Apparel (Under 2 Years)	\$1,238,857
Footwear	\$4,104,353
Watches & Jewelry	\$3,081,732
Other Apparel and Services	\$1,895,772
Education:	
Education	\$19,826,106
School Books & Supplies	\$2,470,511
Transportation (Local):	
Gasoline and Motor Oil	\$28,940,704
Vehicle Maintenance & Repairs	\$12,495,605
Vehicle Insurance	\$17,197,532
Entertainment/Recreation:	
Entertainment & Recreation	\$47,380,344
Fees and Admissions	\$8,917,161
Membership Fees for Social/Recreation/Civic Clubs	\$2,390,540
Fees for Participant Sports, excl. Trips	\$1,616,005
Admission to Movie/Theatre/Opera/Ballet	\$2,105,170
Admission to Sporting Events, excl. Trips	\$911,341
Fees for Recreational Lessons	\$1,886,792
TV/Video/Sound Equipment	\$18,032,394
Community Antenna or Cable Television	\$8,950,992
Televisions	\$4,015,780
VCRs, Video Cameras, and DVD Players	\$396,547
Video Cassettes and DVDs	\$789,636
Video Game Hardware and Software	\$436,552
Satellite Dishes	\$13,551
Rental of Video Cassettes and DVDs	\$599,632
Sound Equipment	\$2,747,042
Rental of TV/VCR/Radio/Sound Equipment	\$14,891
Repair of TV/Radio/Sound Equipment	\$55,609
Pets	\$5,685,621
Toys and Games	\$1,786,626
Recreational Vehicles and Fees	\$5,059,264
Sports/Recreation/Exercise Equipment	\$2,421,115
Photo Equipment and Supplies	\$1,612,916
Film Processing	\$372,479
Reading	\$3,865,247

Source: Consumer Spending data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008.



5956 Sherry Lane, Dallas, Texas, 75225

Latitude 32.861976
Longitude -96.809829
Ring: 1.0 mile

Site Type: Ring

Consumer Spending (2008)	Total
<u>Life Insurance/Pensions:</u>	
Life/Other Personal Insurance	\$7,023,420
<u>Health Care:</u>	
Health Care	\$49,082,694
Health Insurance	\$24,683,202
Nonprescription Drugs	\$1,302,838
Prescription Drugs	\$6,498,286
Eyeglasses and Contact Lenses	\$945,270
<u>Food Services:</u>	
Food at Home	\$59,711,165
Bakery and Cereal Products	\$8,223,649
Meat, Poultry, Fish, and Eggs	\$14,878,837
Dairy Products	\$6,834,258
Fruits and Vegetables	\$10,540,238
Snacks and Other Food at Home	\$19,234,183
Nonalcoholic Beverages at Home	\$5,230,368
Food Away from Home - Meals at Restaurants/Other	\$39,083,956
Alcoholic Beverages	\$7,941,761
<u>Housing:</u>	
Shelter	\$213,955,367
Mortgage Payment & Basics	\$125,114,832
Owned Dwellings	
Maintenance & Remodeling Services	\$31,536,893
Maintenance & Remodeling Materials	\$5,062,547
Paint/Wallpaper/Supplies	\$284,351
Rented Dwellings	
Maintenance & Remodeling Services	\$361,423
Maintenance & Remodeling Materials	\$123,120
Paint/Wallpaper/Supplies	\$16,353
Utilities/Fuel/Public Services	\$54,450,961
Telephone Services	\$18,084,837
Insurance - Owners & Renters	\$5,935,698
<u>Household Goods:</u>	
Household Textiles	\$1,850,048
Furniture	\$9,009,676
Floor Coverings	\$1,387,599
Major Appliances	\$3,863,421
Housewares	\$1,143,768
Small Appliances	\$454,231
Luggage	\$142,042
Telephones and Accessories	\$388,578
Housekeeping Supplies	\$9,265,659
Computer & Hardware for Home Use	\$2,797,917
Software & Accessories for Home Use	\$388,501

Source: Consumer Spending data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008.



Comprehensive Trend Report

Prepared by: STDBonline

5956 Sherry Lane, Dallas, Texas, 75225

Latitude 32.861976
Longitude -96.809829
Ring: 1.0 mile

Site Type: Ring

Consumer Spending (2008)	Total
<u>Personal Care:</u>	
Personal Care Products	\$5,350,783
Personal Care Services	\$4,847,872
<u>Financial:</u>	
Investments	\$17,116,034
Vehicle Loans	\$66,058,090
<u>Household Services:</u>	
Computer Information Services	\$2,766,450
Child Care	\$5,027,562
Lawn & Garden	\$5,534,971
Moving/Storage/Freight Express	\$710,464
Housekeeping Services	\$2,177,501
<u>Transportation (Local):</u>	
Vehicle Insurance	\$17,197,532
Vehicle Purchases (Net Outlay)	\$63,550,615
Gasoline	\$28,388,513
Motor Oil	\$131,476
Vehicle Maintenance and Repairs	\$12,495,605
<u>Travel:</u>	
Travel	\$26,562,239
Airline Fares	\$6,225,578
Lodging on Trips	\$6,039,846
Auto/Truck/Van Rental on Trips	\$584,640
Food and Drink on Trips	\$6,459,984
<u>Miscellaneous Expenses:</u>	
Smoking Products	\$4,831,069

Source: Consumer Spending data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008.



5956 Sherry Lane, Dallas, Texas, 75225

Latitude 32.861976
Longitude -96.809829
Ring: 1.0 mile

Site Type: Ring

Tapestry Segmentation System (2008):

	Total
L1. High Society	2,471
01 Top Rung	2,471
02 Suburban Splendor	0
03 Connoisseurs	0
04 Boomburbs	0
05 Wealthy Seaboard Suburbs	0
06 Sophisticated Squires	0
07 Exurbanites	0
L2. Upscale Avenues	786
09 Urban Chic	786
10 Pleasant-Ville	0
11 Pacific Heights	0
13 In Style	0
16 Enterprising Professionals	0
17 Green Acres	0
18 Cozy and Comfortable	0
L3. Metropolis	0
20 City Lights	0
22 Metropolitans	0
45 City Strivers	0
51 Metro City Edge	0
54 Urban Rows	0
62 Modest Income Homes	0
L4. Solo Acts	1,031
08 Laptops and Lattes	260
23 Trendsetters	0
27 Metro Renters	771
36 Old and Newcomers	0
39 Young and Restless	0
L5. Senior Styles	970
14 Prosperous Empty Nesters	0
15 Silver and Gold	0
29 Rustbelt Retirees	0
30 Retirement Communities	970
43 The Elders	0
49 Senior Sun Seekers	0
50 Heartland Communities	0
57 Simple Living	0
65 Social Security Set	0
L6. Scholars & Patriots	0
40 Military Proximity	0
55 College Towns	0
63 Dorms to Diplomas	0

Source: ESRI.



Comprehensive Trend Report

Prepared by: STDBonline

5956 Sherry Lane, Dallas, Texas, 75225

Latitude 32.861976
Longitude -96.809829
Ring: 1.0 mile

Site Type: Ring

Tapestry Segmentation System (2008):

	Total
L7. High Hopes	0
28 Aspiring Young Families	0
48 Great Expectations	0
L8. Global Roots	0
35 International Marketplace	0
38 Industrious Urban Fringe	0
44 Urban Melting Pot	0
47 Las Casas	0
52 Inner City Tenants	0
58 NeWest Residents	0
60 City Dimensions	0
61 High Rise Renters	0
L9. Family Portrait	0
12 Up and Coming Families	0
19 Milk and Cookies	0
21 Urban Villages	0
59 Southwestern Families	0
64 City Commons	0
L10. Traditional Living	0
24 Main Street, USA	0
32 Rustbelt Traditions	0
33 Midlife Junction	0
34 Family Foundations	0
L11. Factories & Farms	0
25 Salt of the Earth	0
37 Prairie Living	0
42 Southern Satellites	0
53 Home Town	0
56 Rural Bypasses	0
L12. American Quilt	0
26 Midland Crowd	0
31 Rural Resort Dwellers	0
41 Crossroads	0
46 Rooted Rural	0
66 Unclassified	0

Source: ESRI.



5956 Sherry Lane, Dallas, Texas, 75225

Latitude 32.861976
Longitude -96.809829
Ring: 1.0 mile

Site Type: Ring

2008 Population 25+ by Educational Attainment

Total	8,422
Less than 9th Grade	0.9%
9th - 12th Grade, No Diploma	1.7%
High School Graduate	7.2%
Some College, No Degree	11.0%
Associate Degree	2.6%
Bachelor's Degree	47.7%
Graduate/Professional Degree	28.9%

2000 Households by Type

Total	5,399
Family Households	55.8%
Married-couple Family	48.8%
With Related Children	23.9%
Other Family (No Spouse)	7.0%
With Related Children	4.0%
Nonfamily Households	44.2%
Householder Living Alone	39.7%
Householder Not Living Alone	4.5%
Households with Related Children	27.9%
Households with Persons 65+	26.0%

Source: ESRI forecasts for 2008 and 2013.



Comprehensive Trend Report

Prepared by: STDBonline

5956 Sherry Lane, Dallas, Texas, 75225

Site Type: Ring

Latitude 32.861976
Longitude -96.809829
Ring: 3.0 mile

Demographic	2008	2013
Population:		
Population	120,454	122,132
Persons in Group	3,761	3,761
Households:		
Households	51,926	52,232
Family Households	25,382	25,081
Average Household Size	2.25	2.27
Population by Race and Ethnicity:		
Total	120,454	122,134
White	95,804	95,015
Black	7,197	7,204
American Indian/Alaska Native	475	504
Asian	3,622	4,169
Pacific Islander	41	44
Other Race	11,009	12,611
Two or More Races	2,306	2,587
Hispanic Population	27,841	31,760
Population by Sex:		
Male	59,936	60,958
Female	60,521	61,172
Income:		
Median Household Income	\$74,990	\$82,585
Average Household Income	\$133,099	\$151,990
Median Family Income	\$108,354	\$114,469
Average Family Income	\$182,196	\$206,928
Per Capita Income	\$57,870	\$65,562
Median Disposable Income	\$59,668	-
Average Disposable Income	\$101,547	-
Net Worth:		
Median Net Worth	212,799	-
Housing Units:		
Owner-Occupied	27,427	26,971
Renter-Occupied	24,499	25,262

Source: ESRI forecasts for 2008 and 2013.



Comprehensive Trend Report

Prepared by: STDBOnline

5956 Sherry Lane, Dallas, Texas, 75225

Site Type: Ring

Latitude 32.861976
 Longitude -96.809829
 Ring: 3.0 mile

Population by Age	2008		2013	
	Number	Percent	Number	Percent
Total	120,457	100.0%	122,130	100.0%
0 - 4	7,328	6.1%	7,374	6.0%
5 - 9	7,424	6.2%	6,878	5.6%
10 - 14	7,667	6.4%	7,299	6.0%
15 - 19	8,183	6.8%	8,598	7.0%
20 - 24	9,520	7.9%	10,534	8.6%
25 - 29	10,575	8.8%	10,607	8.7%
30 - 34	8,461	7.0%	7,555	6.2%
35 - 39	8,701	7.2%	7,121	5.8%
40 - 44	9,058	7.5%	8,486	6.9%
45 - 49	9,056	7.5%	9,560	7.8%
50 - 54	7,953	6.6%	8,821	7.2%
55 - 59	6,938	5.8%	7,890	6.5%
60 - 64	5,130	4.3%	5,979	4.9%
65 - 69	3,473	2.9%	4,207	3.4%
70 - 74	2,746	2.3%	2,967	2.4%
75 - 79	2,690	2.2%	2,547	2.1%
80 - 84	2,472	2.1%	2,337	1.9%
85+	3,082	2.6%	3,370	2.8%
Median Age	35.6	-	36.6	-

Population by Age - Males				
	2008	Percent	2013	Percent
Total	59,936	100.0%	60,958	100.0%
0 - 4	3,711	6.2%	3,732	6.1%
5 - 9	3,746	6.3%	3,482	5.7%
10 - 14	3,847	6.4%	3,686	6.0%
15 - 19	4,023	6.7%	4,252	7.0%
20 - 24	4,791	8.0%	5,278	8.7%
25 - 29	5,812	9.7%	5,822	9.6%
30 - 34	4,624	7.7%	4,155	6.8%
35 - 39	4,532	7.6%	3,790	6.2%
40 - 44	4,619	7.7%	4,250	7.0%
45 - 49	4,611	7.7%	4,858	8.0%
50 - 54	4,018	6.7%	4,498	7.4%
55 - 59	3,388	5.7%	3,950	6.5%
60 - 64	2,504	4.2%	2,940	4.8%
65 - 69	1,602	2.7%	1,957	3.2%
70 - 74	1,176	2.0%	1,319	2.2%
75 - 79	1,078	1.8%	1,043	1.7%
80 - 84	894	1.5%	880	1.4%
85+	960	1.6%	1,066	1.7%
Median Age	34.4	-	35.1	-

Source: ESRI forecasts for 2008 and 2013.



Comprehensive Trend Report

Prepared by: STDBonline

5956 Sherry Lane, Dallas, Texas, 75225

Site Type: Ring

Latitude 32.861976
 Longitude -96.809829
 Ring: 3.0 mile

Population by Age - Females	2008		2013	
	Number	Percent	Number	Percent
Total	60,521	100.0%	61,172	100.0%
0 - 4	3,617	6.0%	3,642	6.0%
5 - 9	3,678	6.1%	3,396	5.6%
10 - 14	3,820	6.3%	3,613	5.9%
15 - 19	4,160	6.9%	4,346	7.1%
20 - 24	4,729	7.8%	5,256	8.6%
25 - 29	4,763	7.9%	4,785	7.8%
30 - 34	3,837	6.3%	3,400	5.6%
35 - 39	4,169	6.9%	3,331	5.4%
40 - 44	4,439	7.3%	4,236	6.9%
45 - 49	4,445	7.3%	4,702	7.7%
50 - 54	3,935	6.5%	4,323	7.1%
55 - 59	3,550	5.9%	3,940	6.4%
60 - 64	2,626	4.3%	3,039	5.0%
65 - 69	1,871	3.1%	2,250	3.7%
70 - 74	1,570	2.6%	1,648	2.7%
75 - 79	1,612	2.7%	1,504	2.5%
80 - 84	1,578	2.6%	1,457	2.4%
85+	2,122	3.5%	2,304	3.8%
Median Age	37.0	-	38.2	-

Households by Household Income:

Total	51,926	100.0%	52,232	100.0%
< \$10,000	2,720	5.2%	2,251	4.3%
\$10,000 - \$14,999	1,105	2.1%	1,088	2.1%
\$15,000 - \$19,999	1,397	2.7%	1,087	2.1%
\$20,000 - \$24,999	1,796	3.5%	1,264	2.4%
\$25,000 - \$29,999	1,676	3.2%	1,526	2.9%
\$30,000 - \$34,999	1,776	3.4%	1,243	2.4%
\$35,000 - \$39,999	2,235	4.3%	1,652	3.2%
\$40,000 - \$44,999	1,631	3.1%	1,780	3.4%
\$45,000 - \$49,999	2,183	4.2%	1,541	3.0%
\$50,000 - \$59,999	4,090	7.9%	3,780	7.2%
\$60,000 - \$74,999	5,357	10.3%	6,499	12.4%
\$75,000 - \$99,999	7,041	13.6%	6,597	12.6%
\$100,000 - \$124,999	3,148	6.1%	5,461	10.5%
\$125,000 - \$149,999	2,881	5.5%	2,122	4.1%
\$150,000 - \$199,999	3,033	5.8%	3,023	5.8%
\$200,000 - \$249,999	2,982	5.7%	2,492	4.8%
\$250,000 - \$499,999	4,958	9.5%	6,542	12.5%
\$500,000+	1,917	3.7%	2,284	4.4%

Source: ESRI forecasts for 2008 and 2013.



5956 Sherry Lane, Dallas, Texas, 75225

Latitude 32.861976
 Longitude -96.809829
 Ring: 3.0 mile

Site Type: Ring

Families by Family Income:	2008		2013	
	Number	Percent	Number	Percent
Total	25,381	100.0%	25,081	100.0%
< \$10,000	754	3.0%	610	2.4%
\$10,000 - \$14,999	380	1.5%	346	1.4%
\$15,000 - \$19,999	397	1.6%	320	1.3%
\$20,000 - \$24,999	649	2.6%	374	1.5%
\$25,000 - \$29,999	662	2.6%	573	2.3%
\$30,000 - \$34,999	780	3.1%	563	2.2%
\$35,000 - \$39,999	694	2.7%	758	3.0%
\$40,000 - \$44,999	763	3.0%	874	3.5%
\$45,000 - \$49,999	591	2.3%	648	2.6%
\$50,000 - \$59,999	1,352	5.3%	1,127	4.5%
\$60,000 - \$74,999	2,208	8.7%	1,826	7.3%
\$75,000 - \$99,999	2,704	10.7%	3,414	13.6%
\$100,000 - \$124,999	2,000	7.9%	1,780	7.1%
\$125,000 - \$149,999	1,959	7.7%	1,814	7.2%
\$150,000 - \$199,999	1,799	7.1%	2,228	8.9%
\$200,000 - \$249,999	1,943	7.7%	1,635	6.5%
\$250,000 - \$499,999	4,060	16.0%	4,054	16.2%
\$500,000+	1,686	6.6%	2,137	8.5%

Households by Disposable Income:	Number	Percent
Total	51,926	100.0%
<\$15,000	4,351	8.4%
\$15,000 - \$24,999	3,744	7.2%
\$25,000 - \$34,999	4,794	9.2%
\$35,000 - \$49,999	7,796	15.0%
\$50,000 - \$74,999	10,806	20.8%
\$75,000 - \$99,999	4,834	9.3%
\$100,000 - \$149,999	5,356	10.3%
\$150,000 - \$199,999	4,071	7.8%
\$200,000+	6,174	11.9%

Households by Net Worth:	Number	Percent
Total	51,926	100.0%
<\$15,000	11,040	21.3%
\$15,000 - \$34,999	4,237	8.2%
\$35,000 - \$49,999	2,233	4.3%
\$50,000 - \$74,999	2,243	4.3%
\$75,000 - \$99,999	1,725	3.3%
\$100,000 - \$149,999	2,353	4.5%
\$150,000 - \$249,999	3,059	5.9%
\$250,000 - \$499,999	5,680	10.9%
\$500,000 - \$999,999	7,046	13.6%
\$1,000,000+	12,310	23.7%

Source: ESRI forecasts for 2008 and 2013.



5956 Sherry Lane, Dallas, Texas, 75225

Latitude 32.861976
Longitude -96.809829
Ring: 3.0 mile

Site Type: Ring

Consumer Spending (2008)	Total
Retail Summary:	
Retail Expenditures	\$2,448,560,733
Apparel:	
Apparel and Services	\$220,543,776
Men's Apparel	\$41,803,253
Women's Apparel	\$72,701,380
Children's Apparel	\$36,772,722
Infant Apparel (Under 2 Years)	\$10,566,050
Footwear	\$32,597,575
Watches & Jewelry	\$22,062,666
Other Apparel and Services	\$14,606,180
Education:	
Education	\$142,050,527
School Books & Supplies	\$20,316,003
Transportation (Local):	
Gasoline and Motor Oil	\$226,854,061
Vehicle Maintenance & Repairs	\$93,273,534
Vehicle Insurance	\$129,710,596
Entertainment/Recreation:	
Entertainment & Recreation	\$341,700,345
Fees and Admissions	\$60,860,642
Membership Fees for Social/Recreation/Civic Clubs	\$16,092,968
Fees for Participant Sports, excl. Trips	\$10,847,607
Admission to Movie/Theatre/Opera/Ballet	\$15,509,230
Admission to Sporting Events, excl. Trips	\$6,212,431
Fees for Recreational Lessons	\$12,139,630
TV/Video/Sound Equipment	\$136,323,724
Community Antenna or Cable Television	\$67,280,551
Televisions	\$29,609,201
VCRs, Video Cameras, and DVD Players	\$3,024,631
Video Cassettes and DVDs	\$6,435,239
Video Game Hardware and Software	\$3,440,126
Satellite Dishes	\$95,813
Rental of Video Cassettes and DVDs	\$5,004,779
Sound Equipment	\$20,768,454
Rental of TV/VCR/Radio/Sound Equipment	\$149,028
Repair of TV/Radio/Sound Equipment	\$427,132
Pets	\$40,541,959
Toys and Games	\$13,972,671
Recreational Vehicles and Fees	\$33,692,541
Sports/Recreation/Exercise Equipment	\$18,106,487
Photo Equipment and Supplies	\$11,710,252
Film Processing	\$2,730,838
Reading	\$26,492,069

Source: Consumer Spending data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008.



5956 Sherry Lane, Dallas, Texas, 75225

Latitude 32.861976
Longitude -96.809829
Ring: 3.0 mile

Site Type: Ring

Consumer Spending (2008)	Total
<u>Life Insurance/Pensions:</u>	
Life/Other Personal Insurance	\$47,138,609
<u>Health Care:</u>	
Health Care	\$346,324,376
Health Insurance	\$172,582,290
Nonprescription Drugs	\$9,888,725
Prescription Drugs	\$45,681,890
Eyeglasses and Contact Lenses	\$6,644,824
<u>Food Services:</u>	
Food at Home	\$453,427,550
Bakery and Cereal Products	\$61,981,909
Meat, Poultry, Fish, and Eggs	\$113,635,564
Dairy Products	\$51,488,714
Fruits and Vegetables	\$79,033,038
Snacks and Other Food at Home	\$147,288,325
Nonalcoholic Beverages at Home	\$40,664,578
Food Away from Home - Meals at Restaurants/Other	\$298,442,119
Alcoholic Beverages	\$60,577,749
<u>Housing:</u>	
Shelter	\$1,553,506,120
Mortgage Payment & Basics	\$810,658,531
Owned Dwellings	
Maintenance & Remodeling Services	\$192,771,447
Maintenance & Remodeling Materials	\$33,135,632
Paint/Wallpaper/Supplies	\$1,878,957
Rented Dwellings	
Maintenance & Remodeling Services	\$2,933,093
Maintenance & Remodeling Materials	\$1,184,332
Paint/Wallpaper/Supplies	\$165,240
Utilities/Fuel/Public Services	\$408,047,757
Telephone Services	\$142,248,617
Insurance - Owners & Renters	\$39,764,453
<u>Household Goods:</u>	
Household Textiles	\$13,320,956
Furniture	\$65,149,046
Floor Coverings	\$8,949,117
Major Appliances	\$26,712,788
Housewares	\$8,387,973
Small Appliances	\$3,283,551
Luggage	\$1,016,829
Telephones and Accessories	\$3,068,338
Housekeeping Supplies	\$68,602,585
Computer & Hardware for Home Use	\$21,206,425
Software & Accessories for Home Use	\$2,902,073

Source: Consumer Spending data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008.



Comprehensive Trend Report

Prepared by: STDBonline

5956 Sherry Lane, Dallas, Texas, 75225

Latitude 32.861976
Longitude -96.809829
Ring: 3.0 mile

Site Type: Ring

Consumer Spending (2008)	Total
<u>Personal Care:</u>	
Personal Care Products	\$41,146,311
Personal Care Services	\$33,687,465
<u>Financial:</u>	
Investments	\$103,333,943
Vehicle Loans	\$524,765,317
<u>Household Services:</u>	
Computer Information Services	\$20,637,337
Child Care	\$39,987,688
Lawn & Garden	\$36,075,977
Moving/Storage/Freight Express	\$5,572,864
Housekeeping Services	\$13,478,453
<u>Transportation (Local):</u>	
Vehicle Insurance	\$129,710,596
Vehicle Purchases (Net Outlay)	\$480,023,553
Gasoline	\$222,697,786
Motor Oil	\$1,111,819
Vehicle Maintenance and Repairs	\$93,273,534
<u>Travel:</u>	
Travel	\$180,799,513
Airline Fares	\$42,516,126
Lodging on Trips	\$39,856,345
Auto/Truck/Van Rental on Trips	\$3,965,818
Food and Drink on Trips	\$44,430,901
<u>Miscellaneous Expenses:</u>	
Smoking Products	\$40,460,016

Source: Consumer Spending data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008.



5956 Sherry Lane, Dallas, Texas, 75225

Latitude 32.861976
Longitude -96.809829
Ring: 3.0 mile

Site Type: Ring

Tapestry Segmentation System (2008):

	Total
L1. High Society	15,326
01 Top Rung	11,705
02 Suburban Splendor	359
03 Connoisseurs	3,042
04 Boomburbs	188
05 Wealthy Seaboard Suburbs	32
06 Sophisticated Squires	0
07 Exurbanites	0
L2. Upscale Avenues	3,839
09 Urban Chic	2,847
10 Pleasant-Ville	0
11 Pacific Heights	0
13 In Style	0
16 Enterprising Professionals	442
17 Green Acres	0
18 Cozy and Comfortable	550
L3. Metropolis	596
20 City Lights	0
22 Metropolitans	596
45 City Strivers	0
51 Metro City Edge	0
54 Urban Rows	0
62 Modest Income Homes	0
L4. Solo Acts	19,880
08 Laptops and Lattes	3,842
23 Trendsetters	423
27 Metro Renters	9,305
36 Old and Newcomers	825
39 Young and Restless	5,485
L5. Senior Styles	3,761
14 Prosperous Empty Nesters	1,022
15 Silver and Gold	1,316
29 Rustbelt Retirees	0
30 Retirement Communities	1,423
43 The Elders	0
49 Senior Sun Seekers	0
50 Heartland Communities	0
57 Simple Living	0
65 Social Security Set	0
L6. Scholars & Patriots	1,639
40 Military Proximity	0
55 College Towns	956
63 Dorms to Diplomas	683

Source: ESRI.



5956 Sherry Lane, Dallas, Texas, 75225

Latitude 32.861976

Longitude -96.809829

Ring: 3.0 mile

Site Type: Ring

Tapestry Segmentation System (2008):

	Total
L7. High Hopes	0
28 Aspiring Young Families	0
48 Great Expectations	0
L8. Global Roots	4,567
35 International Marketplace	0
38 Industrious Urban Fringe	1,098
44 Urban Melting Pot	0
47 Las Casas	7
52 Inner City Tenants	177
58 NeWest Residents	3,285
60 City Dimensions	0
61 High Rise Renters	0
L9. Family Portrait	684
12 Up and Coming Families	0
19 Milk and Cookies	0
21 Urban Villages	0
59 Southwestern Families	684
64 City Commons	0
L10. Traditional Living	1,635
24 Main Street, USA	0
32 Rustbelt Traditions	408
33 Midlife Junction	0
34 Family Foundations	1,227
L11. Factories & Farms	0
25 Salt of the Earth	0
37 Prairie Living	0
42 Southern Satellites	0
53 Home Town	0
56 Rural Bypasses	0
L12. American Quilt	0
26 Midland Crowd	0
31 Rural Resort Dwellers	0
41 Crossroads	0
46 Rooted Rural	0
66 Unclassified	0

Source: ESRI.



5956 Sherry Lane, Dallas, Texas, 75225

Latitude 32.861976
Longitude -96.809829
Ring: 3.0 mile

Site Type: Ring

2008 Population 25+ by Educational Attainment

Total	80,333
Less than 9th Grade	6.6%
9th - 12th Grade, No Diploma	5.6%
High School Graduate	10.2%
Some College, No Degree	15.2%
Associate Degree	3.6%
Bachelor's Degree	35.4%
Graduate/Professional Degree	23.5%

2000 Households by Type

Total	52,705
Family Households	50.0%
Married-couple Family	40.3%
With Related Children	19.2%
Other Family (No Spouse)	9.6%
With Related Children	5.4%
Nonfamily Households	50.0%
Householder Living Alone	40.4%
Householder Not Living Alone	9.7%
Households with Related Children	24.7%
Households with Persons 65+	19.8%

Source: ESRI forecasts for 2008 and 2013.



Comprehensive Trend Report

Prepared by: STDBonline

5956 Sherry Lane, Dallas, Texas, 75225

Site Type: Ring

Latitude 32.861976
Longitude -96.809829
Ring: 5.0 mile

Demographic	2008	2013
Population:		
Population	395,834	406,155
Persons in Group	8,408	8,408
Households:		
Households	159,983	163,376
Family Households	79,996	79,766
Average Household Size	2.42	2.43
Population by Race and Ethnicity:		
Total	395,834	406,155
White	263,762	264,316
Black	35,196	34,175
American Indian/Alaska Native	1,950	2,022
Asian	11,682	12,990
Pacific Islander	198	210
Other Race	71,651	80,056
Two or More Races	11,395	12,386
Hispanic Population	162,548	180,516
Population by Sex:		
Male	205,731	211,030
Female	190,103	195,124
Income:		
Median Household Income	\$60,261	\$67,821
Average Household Income	\$100,501	\$116,392
Median Family Income	\$68,935	\$78,761
Average Family Income	\$122,451	\$142,869
Per Capita Income	\$41,030	\$47,281
Median Disposable Income	\$50,058	-
Average Disposable Income	\$78,880	-
Net Worth:		
Median Net Worth	74,661	-
Housing Units:		
Owner-Occupied	68,232	67,710
Renter-Occupied	91,752	95,666

Source: ESRI forecasts for 2008 and 2013.



Comprehensive Trend Report

Prepared by: STDBonline

5956 Sherry Lane, Dallas, Texas, 75225

Site Type: Ring

Latitude 32.861976
 Longitude -96.809829
 Ring: 5.0 mile

Population by Age	2008		2013	
	Number	Percent	Number	Percent
Total	395,834	100.0%	406,154	100.0%
0 - 4	29,268	7.4%	30,204	7.4%
5 - 9	25,733	6.5%	24,861	6.1%
10 - 14	24,315	6.1%	22,998	5.7%
15 - 19	25,320	6.4%	26,437	6.5%
20 - 24	33,202	8.4%	38,791	9.6%
25 - 29	39,590	10.0%	40,622	10.0%
30 - 34	33,574	8.5%	29,687	7.3%
35 - 39	31,430	7.9%	26,663	6.6%
40 - 44	28,976	7.3%	28,224	6.9%
45 - 49	27,248	6.9%	28,942	7.1%
50 - 54	23,211	5.9%	26,169	6.4%
55 - 59	19,738	5.0%	22,757	5.6%
60 - 64	14,146	3.6%	16,847	4.1%
65 - 69	9,810	2.5%	11,923	2.9%
70 - 74	7,721	2.0%	8,321	2.0%
75 - 79	7,473	1.9%	7,091	1.7%
80 - 84	6,837	1.7%	6,528	1.6%
85+	8,242	2.1%	9,089	2.2%
Median Age	33.1	-	33.2	-

Population by Age - Males				
Total	2008 Number	2008 Percent	2013 Number	2013 Percent
Total	205,731	100.0%	211,030	100.0%
0 - 4	14,951	7.3%	15,434	7.3%
5 - 9	13,079	6.4%	12,711	6.0%
10 - 14	12,399	6.0%	11,767	5.6%
15 - 19	13,161	6.4%	13,740	6.5%
20 - 24	17,762	8.6%	20,279	9.6%
25 - 29	22,383	10.9%	22,663	10.7%
30 - 34	19,102	9.3%	17,097	8.1%
35 - 39	17,568	8.5%	15,035	7.1%
40 - 44	15,944	7.7%	15,341	7.3%
45 - 49	14,573	7.1%	15,546	7.4%
50 - 54	12,057	5.9%	13,807	6.5%
55 - 59	9,915	4.8%	11,681	5.5%
60 - 64	6,922	3.4%	8,428	4.0%
65 - 69	4,527	2.2%	5,545	2.6%
70 - 74	3,370	1.6%	3,699	1.8%
75 - 79	3,025	1.5%	2,996	1.4%
80 - 84	2,492	1.2%	2,454	1.2%
85+	2,501	1.2%	2,807	1.3%
Median Age	32.4	-	32.6	-

Source: ESRI forecasts for 2008 and 2013.



Comprehensive Trend Report

Prepared by: STDBonline

5956 Sherry Lane, Dallas, Texas, 75225

Site Type: Ring

Latitude 32.861976
 Longitude -96.809829
 Ring: 5.0 mile

Population by Age - Females	2008		2013	
	Number	Percent	Number	Percent
Total	190,103	100.0%	195,124	100.0%
0 - 4	14,317	7.5%	14,770	7.6%
5 - 9	12,654	6.7%	12,150	6.2%
10 - 14	11,916	6.3%	11,231	5.8%
15 - 19	12,159	6.4%	12,697	6.5%
20 - 24	15,440	8.1%	18,512	9.5%
25 - 29	17,207	9.1%	17,959	9.2%
30 - 34	14,472	7.6%	12,590	6.5%
35 - 39	13,862	7.3%	11,628	6.0%
40 - 44	13,032	6.9%	12,883	6.6%
45 - 49	12,675	6.7%	13,396	6.9%
50 - 54	11,154	5.9%	12,362	6.3%
55 - 59	9,823	5.2%	11,076	5.7%
60 - 64	7,224	3.8%	8,419	4.3%
65 - 69	5,283	2.8%	6,378	3.3%
70 - 74	4,351	2.3%	4,622	2.4%
75 - 79	4,448	2.3%	4,095	2.1%
80 - 84	4,345	2.3%	4,074	2.1%
85+	5,741	3.0%	6,282	3.2%
Median Age	33.9	-	34.1	-

Households by Household Income:

Total	159,982	100.0%	163,375	100.0%
< \$10,000	9,882	6.2%	8,274	5.1%
\$10,000 - \$14,999	4,253	2.7%	4,096	2.5%
\$15,000 - \$19,999	5,795	3.6%	4,477	2.7%
\$20,000 - \$24,999	7,660	4.8%	5,430	3.3%
\$25,000 - \$29,999	7,658	4.8%	6,612	4.0%
\$30,000 - \$34,999	7,935	5.0%	5,697	3.5%
\$35,000 - \$39,999	9,007	5.6%	7,411	4.5%
\$40,000 - \$44,999	6,634	4.1%	7,511	4.6%
\$45,000 - \$49,999	8,064	5.0%	6,163	3.8%
\$50,000 - \$59,999	12,748	8.0%	14,291	8.7%
\$60,000 - \$74,999	16,381	10.2%	20,245	12.4%
\$75,000 - \$99,999	20,776	13.0%	19,780	12.1%
\$100,000 - \$124,999	8,985	5.6%	16,138	9.9%
\$125,000 - \$149,999	8,468	5.3%	6,346	3.9%
\$150,000 - \$199,999	8,120	5.1%	8,831	5.4%
\$200,000 - \$249,999	5,373	3.4%	6,043	3.7%
\$250,000 - \$499,999	8,867	5.5%	11,422	7.0%
\$500,000+	3,376	2.1%	4,608	2.8%

Source: ESRI forecasts for 2008 and 2013.



5956 Sherry Lane, Dallas, Texas, 75225

Latitude 32.861976
 Longitude -96.809829
 Ring: 5.0 mile

Site Type: Ring

Families by Family Income:	2008		2013	
	Number	Percent	Number	Percent
Total	79,997	100.0%	79,764	100.0%
< \$10,000	4,054	5.1%	3,204	4.0%
\$10,000 - \$14,999	1,931	2.4%	1,751	2.2%
\$15,000 - \$19,999	2,342	2.9%	1,774	2.2%
\$20,000 - \$24,999	3,890	4.9%	2,229	2.8%
\$25,000 - \$29,999	3,314	4.1%	3,083	3.9%
\$30,000 - \$34,999	4,044	5.1%	2,717	3.4%
\$35,000 - \$39,999	3,473	4.3%	3,772	4.7%
\$40,000 - \$44,999	3,688	4.6%	4,174	5.2%
\$45,000 - \$49,999	2,741	3.4%	3,061	3.8%
\$50,000 - \$59,999	5,843	7.3%	5,260	6.6%
\$60,000 - \$74,999	7,278	9.1%	6,749	8.5%
\$75,000 - \$99,999	8,409	10.5%	10,972	13.8%
\$100,000 - \$124,999	5,809	7.3%	5,446	6.8%
\$125,000 - \$149,999	5,335	6.7%	5,408	6.8%
\$150,000 - \$199,999	4,731	5.9%	5,907	7.4%
\$200,000 - \$249,999	3,793	4.7%	3,702	4.6%
\$250,000 - \$499,999	6,779	8.5%	7,058	8.8%
\$500,000+	2,543	3.2%	3,497	4.4%

Households by Disposable Income:	Number	Percent
Total	159,983	100.0%
<\$15,000	16,255	10.2%
\$15,000 - \$24,999	16,139	10.1%
\$25,000 - \$34,999	20,329	12.7%
\$35,000 - \$49,999	27,150	17.0%
\$50,000 - \$74,999	32,464	20.3%
\$75,000 - \$99,999	14,082	8.8%
\$100,000 - \$149,999	14,844	9.3%
\$150,000 - \$199,999	7,688	4.8%
\$200,000+	11,032	6.9%

Households by Net Worth:	Number	Percent
Total	159,983	100.0%
<\$15,000	48,717	30.5%
\$15,000 - \$34,999	15,979	10.0%
\$35,000 - \$49,999	7,846	4.9%
\$50,000 - \$74,999	7,530	4.7%
\$75,000 - \$99,999	5,561	3.5%
\$100,000 - \$149,999	7,275	4.5%
\$150,000 - \$249,999	9,648	6.0%
\$250,000 - \$499,999	16,306	10.2%
\$500,000 - \$999,999	16,861	10.5%
\$1,000,000+	24,260	15.2%

Source: ESRI forecasts for 2008 and 2013.



5956 Sherry Lane, Dallas, Texas, 75225

Latitude 32.861976
Longitude -96.809829
Ring: 5.0 mile

Site Type: Ring

Consumer Spending (2008)	Total
Retail Summary:	
Retail Expenditures	\$5,723,413,330
Apparel:	
Apparel and Services	\$523,989,196
Men's Apparel	\$98,531,842
Women's Apparel	\$170,044,545
Children's Apparel	\$90,638,137
Infant Apparel (Under 2 Years)	\$26,853,088
Footwear	\$79,637,035
Watches & Jewelry	\$49,876,202
Other Apparel and Services	\$35,261,435
Education:	
Education	\$315,876,296
School Books & Supplies	\$48,480,966
Transportation (Local):	
Gasoline and Motor Oil	\$547,377,549
Vehicle Maintenance & Repairs	\$220,576,289
Vehicle Insurance	\$307,779,436
Entertainment/Recreation:	
Entertainment & Recreation	\$784,472,923
Fees and Admissions	\$135,386,451
Membership Fees for Social/Recreation/Civic Clubs	\$35,074,834
Fees for Participant Sports, excl. Trips	\$24,047,087
Admission to Movie/Theatre/Opera/Ballet	\$36,193,658
Admission to Sporting Events, excl. Trips	\$13,649,123
Fees for Recreational Lessons	\$26,276,147
TV/Video/Sound Equipment	\$321,745,065
Community Antenna or Cable Television	\$158,851,036
Televisions	\$68,565,917
VCRs, Video Cameras, and DVD Players	\$7,240,755
Video Cassettes and DVDs	\$15,686,749
Video Game Hardware and Software	\$8,279,345
Satellite Dishes	\$220,081
Rental of Video Cassettes and DVDs	\$12,360,888
Sound Equipment	\$48,925,702
Rental of TV/VCR/Radio/Sound Equipment	\$386,877
Repair of TV/Radio/Sound Equipment	\$1,022,031
Pets	\$92,562,510
Toys and Games	\$33,500,087
Recreational Vehicles and Fees	\$71,963,381
Sports/Recreation/Exercise Equipment	\$42,405,624
Photo Equipment and Supplies	\$27,044,749
Film Processing	\$6,335,121
Reading	\$59,865,056

Source: Consumer Spending data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008.



5956 Sherry Lane, Dallas, Texas, 75225

Latitude 32.861976
Longitude -96.809829
Ring: 5.0 mile

Site Type: Ring

Consumer Spending (2008)	Total
<u>Life Insurance/Pensions:</u>	
Life/Other Personal Insurance	\$103,433,031
<u>Health Care:</u>	
Health Care	\$797,820,338
Health Insurance	\$395,934,525
Nonprescription Drugs	\$23,642,872
Prescription Drugs	\$105,178,755
Eyeglasses and Contact Lenses	\$15,177,756
<u>Food Services:</u>	
Food at Home	\$1,092,033,268
Bakery and Cereal Products	\$148,643,864
Meat, Poultry, Fish, and Eggs	\$275,134,956
Dairy Products	\$123,628,856
Fruits and Vegetables	\$190,247,808
Snacks and Other Food at Home	\$354,377,784
Nonalcoholic Beverages at Home	\$98,798,613
Food Away from Home - Meals at Restaurants/Other	\$708,709,803
Alcoholic Beverages	\$142,260,586
<u>Housing:</u>	
Shelter	\$3,636,857,328
Mortgage Payment & Basics	\$1,757,305,329
Owned Dwellings	
Maintenance & Remodeling Services	\$402,255,518
Maintenance & Remodeling Materials	\$71,970,045
Paint/Wallpaper/Supplies	\$4,126,643
Rented Dwellings	
Maintenance & Remodeling Services	\$7,523,374
Maintenance & Remodeling Materials	\$3,180,930
Paint/Wallpaper/Supplies	\$435,697
Utilities/Fuel/Public Services	\$964,529,909
Telephone Services	\$344,639,861
Insurance - Owners & Renters	\$87,462,443
<u>Household Goods:</u>	
Household Textiles	\$30,661,680
Furniture	\$149,981,760
Floor Coverings	\$19,155,239
Major Appliances	\$60,484,456
Housewares	\$19,539,501
Small Appliances	\$7,626,248
Luggage	\$2,319,086
Telephones and Accessories	\$7,227,422
Housekeeping Supplies	\$161,958,720
Computer & Hardware for Home Use	\$49,659,101
Software & Accessories for Home Use	\$6,824,228

Source: Consumer Spending data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008.



Comprehensive Trend Report

Prepared by: STDBonline

5956 Sherry Lane, Dallas, Texas, 75225

Latitude 32.861976
Longitude -96.809829
Ring: 5.0 mile

Site Type: Ring

Consumer Spending (2008)	Total
Personal Care:	
Personal Care Products	\$98,935,704
Personal Care Services	\$76,141,792
Financial:	
Investments	\$209,199,162
Vehicle Loans	\$1,263,704,645
Household Services:	
Computer Information Services	\$48,313,222
Child Care	\$96,350,368
Lawn & Garden	\$78,133,008
Moving/Storage/Freight Express	\$13,625,770
Housekeeping Services	\$28,231,082
Transportation (Local):	
Vehicle Insurance	\$307,779,436
Vehicle Purchases (Net Outlay)	\$1,134,268,181
Gasoline	\$537,606,318
Motor Oil	\$2,790,254
Vehicle Maintenance and Repairs	\$220,576,289
Travel:	
Travel	\$403,502,471
Airline Fares	\$95,429,406
Lodging on Trips	\$87,271,493
Auto/Truck/Van Rental on Trips	\$8,846,169
Food and Drink on Trips	\$99,614,571
Miscellaneous Expenses:	
Smoking Products	\$99,620,227

Source: Consumer Spending data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008.



5956 Sherry Lane, Dallas, Texas, 75225

Latitude 32.861976
Longitude -96.809829
Ring: 5.0 mile

Site Type: Ring

Tapestry Segmentation System (2008):

	Total
L1. High Society	26,122
01 Top Rung	13,205
02 Suburban Splendor	2,081
03 Connoisseurs	8,860
04 Boomburbs	287
05 Wealthy Seaboard Suburbs	582
06 Sophisticated Squires	0
07 Exurbanites	1,107
L2. Upscale Avenues	10,271
09 Urban Chic	5,019
10 Pleasant-Ville	0
11 Pacific Heights	0
13 In Style	1,863
16 Enterprising Professionals	743
17 Green Acres	0
18 Cozy and Comfortable	2,646
L3. Metropolis	7,346
20 City Lights	0
22 Metropolitans	6,933
45 City Strivers	0
51 Metro City Edge	0
54 Urban Rows	0
62 Modest Income Homes	413
L4. Solo Acts	53,824
08 Laptops and Lattes	8,307
23 Trendsetters	3,213
27 Metro Renters	22,040
36 Old and Newcomers	3,281
39 Young and Restless	16,983
L5. Senior Styles	11,535
14 Prosperous Empty Nesters	5,374
15 Silver and Gold	1,559
29 Rustbelt Retirees	224
30 Retirement Communities	4,007
43 The Elders	0
49 Senior Sun Seekers	0
50 Heartland Communities	0
57 Simple Living	0
65 Social Security Set	371
L6. Scholars & Patriots	1,639
40 Military Proximity	0
55 College Towns	956
63 Dorms to Diplomas	683

Source: ESRI.



5956 Sherry Lane, Dallas, Texas, 75225

Latitude 32.861976
Longitude -96.809829
Ring: 5.0 mile

Site Type: Ring

<u>Tapestry Segmentation System (2008):</u>	Total
L7. High Hopes	1,859
28 Aspiring Young Families	1,198
48 Great Expectations	661
L8. Global Roots	41,010
35 International Marketplace	484
38 Industrious Urban Fringe	1,922
44 Urban Melting Pot	0
47 Las Casas	278
52 Inner City Tenants	11,500
58 NeWest Residents	26,826
60 City Dimensions	0
61 High Rise Renters	0
L9. Family Portrait	2,912
12 Up and Coming Families	0
19 Milk and Cookies	398
21 Urban Villages	0
59 Southwestern Families	2,184
64 City Commons	330
L10. Traditional Living	3,355
24 Main Street, USA	502
32 Rustbelt Traditions	1,199
33 Midlife Junction	0
34 Family Foundations	1,654
L11. Factories & Farms	0
25 Salt of the Earth	0
37 Prairie Living	0
42 Southern Satellites	0
53 Home Town	0
56 Rural Bypasses	0
L12. American Quilt	106
26 Midland Crowd	0
31 Rural Resort Dwellers	0
41 Crossroads	106
46 Rooted Rural	0
66 Unclassified	6

Source: ESRI.



5956 Sherry Lane, Dallas, Texas, 75225

Site Type: Ring

Latitude 32.861976
Longitude -96.809829
Ring: 5.0 mile

2008 Population 25+ by Educational Attainment

Total	257,994
Less than 9th Grade	14.5%
9th - 12th Grade, No Diploma	9.7%
High School Graduate	13.9%
Some College, No Degree	15.3%
Associate Degree	4.0%
Bachelor's Degree	26.2%
Graduate/Professional Degree	16.3%

2000 Households by Type

Total	157,118
Family Households	51.7%
Married-couple Family	38.1%
With Related Children	19.2%
Other Family (No Spouse)	13.6%
With Related Children	8.2%
Nonfamily Households	48.3%
Householder Living Alone	38.0%
Householder Not Living Alone	10.3%
Households with Related Children	27.4%
Households with Persons 65+	16.9%

Source: ESRI forecasts for 2008 and 2013.