



# 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
<b>Population:</b>		
Population	11,889	11,985
Persons in Group	1	1
<b>Households:</b>		
Households	5,258	5,250
Family Households	2,891	2,847
Average Household Size	2.26	2.28
<b>Population by Race and Ethnicity:</b>		
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
<b>Population by Sex:</b>		
Male	5,500	5,569
Female	6,389	6,418
<b>Income:</b>		
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	-
<b>Net Worth:</b>		
Median Net Worth	590,847	-
<b>Housing Units:</b>		
Owner-Occupied	3,940	3,868
Renter-Occupied	1,318	1,382

Source: ESRI forecasts for 2008 and 2013.



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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	Number	Percent	Number	Percent
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.



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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.



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<b>Families by Family Income:</b>	<b>2008</b>		<b>2013</b>	
	<b>Number</b>	<b>Percent</b>	<b>Number</b>	<b>Percent</b>
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%

<b>Households by Disposable Income:</b>	<b>Number</b>	<b>Percent</b>
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%

<b>Households by Net Worth:</b>	<b>Number</b>	<b>Percent</b>
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.



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Consumer Spending (2008)	Total
<b>Retail Summary:</b>	
Retail Expenditures	\$333,328,885
<b>Apparel:</b>	
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
<b>Education:</b>	
Education	\$19,826,106
School Books & Supplies	\$2,470,511
<b>Transportation (Local):</b>	
Gasoline and Motor Oil	\$28,940,704
Vehicle Maintenance & Repairs	\$12,495,605
Vehicle Insurance	\$17,197,532
<b>Entertainment/Recreation:</b>	
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.



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Consumer Spending (2008)	Total
<b><u>Life Insurance/Pensions:</u></b>	
Life/Other Personal Insurance	\$7,023,420
<b><u>Health Care:</u></b>	
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
<b><u>Food Services:</u></b>	
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
<b><u>Housing:</u></b>	
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
<b><u>Household Goods:</u></b>	
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

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Consumer Spending (2008)	Total
<b><u>Personal Care:</u></b>	
Personal Care Products	\$5,350,783
Personal Care Services	\$4,847,872
<b><u>Financial:</u></b>	
Investments	\$17,116,034
Vehicle Loans	\$66,058,090
<b><u>Household Services:</u></b>	
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
<b><u>Transportation (Local):</u></b>	
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
<b><u>Travel:</u></b>	
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
<b><u>Miscellaneous Expenses:</u></b>	
Smoking Products	\$4,831,069

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**Tapestry Segmentation System (2008):**

	Total
<b>L1. High Society</b>	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
<b>L2. Upscale Avenues</b>	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
<b>L3. Metropolis</b>	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
<b>L4. Solo Acts</b>	1,031
08 Laptops and Lattes	260
23 Trendsetters	0
27 Metro Renters	771
36 Old and Newcomers	0
39 Young and Restless	0
<b>L5. Senior Styles</b>	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
<b>L6. Scholars &amp; Patriots</b>	0
40 Military Proximity	0
55 College Towns	0
63 Dorms to Diplomas	0

Source: ESRI.



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## Tapestry Segmentation System (2008):

### Total

<b>L7. High Hopes</b>	0
28 Aspiring Young Families	0
48 Great Expectations	0
<b>L8. Global Roots</b>	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
<b>L9. Family Portrait</b>	0
12 Up and Coming Families	0
19 Milk and Cookies	0
21 Urban Villages	0
59 Southwestern Families	0
64 City Commons	0
<b>L10. Traditional Living</b>	0
24 Main Street, USA	0
32 Rustbelt Traditions	0
33 Midlife Junction	0
34 Family Foundations	0
<b>L11. Factories &amp; Farms</b>	0
25 Salt of the Earth	0
37 Prairie Living	0
42 Southern Satellites	0
53 Home Town	0
56 Rural Bypasses	0
<b>L12. American Quilt</b>	0
26 Midland Crowd	0
31 Rural Resort Dwellers	0
41 Crossroads	0
46 Rooted Rural	0
66 Unclassified	0

Source: ESRI.



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## 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%

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Demographic	2008	2013
<b>Population:</b>		
Population	120,454	122,132
Persons in Group	3,761	3,761
<b>Households:</b>		
Households	51,926	52,232
Family Households	25,382	25,081
Average Household Size	2.25	2.27
<b>Population by Race and Ethnicity:</b>		
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
<b>Population by Sex:</b>		
Male	59,936	60,958
Female	60,521	61,172
<b>Income:</b>		
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	-
<b>Net Worth:</b>		
Median Net Worth	212,799	-
<b>Housing Units:</b>		
Owner-Occupied	27,427	26,971
Renter-Occupied	24,499	25,262

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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	-

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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:

	2008	2013
	Number	Number
Total	51,926	52,232
< \$10,000	2,720	2,251
\$10,000 - \$14,999	1,105	1,088
\$15,000 - \$19,999	1,397	1,087
\$20,000 - \$24,999	1,796	1,264
\$25,000 - \$29,999	1,676	1,526
\$30,000 - \$34,999	1,776	1,243
\$35,000 - \$39,999	2,235	1,652
\$40,000 - \$44,999	1,631	1,780
\$45,000 - \$49,999	2,183	1,541
\$50,000 - \$59,999	4,090	3,780
\$60,000 - \$74,999	5,357	6,499
\$75,000 - \$99,999	7,041	6,597
\$100,000 - \$124,999	3,148	5,461
\$125,000 - \$149,999	2,881	2,122
\$150,000 - \$199,999	3,033	3,023
\$200,000 - \$249,999	2,982	2,492
\$250,000 - \$499,999	4,958	6,542
\$500,000+	1,917	2,284

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

<b>Families by Family Income:</b>	<b>2008</b>		<b>2013</b>	
	<b>Number</b>	<b>Percent</b>	<b>Number</b>	<b>Percent</b>
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%

<b>Households by Disposable Income:</b>	<b>Number</b>	<b>Percent</b>
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%

<b>Households by Net Worth:</b>	<b>Number</b>	<b>Percent</b>
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
<b>Retail Summary:</b>	
Retail Expenditures	\$2,448,560,733
<b>Apparel:</b>	
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
<b>Education:</b>	
Education	\$142,050,527
School Books & Supplies	\$20,316,003
<b>Transportation (Local):</b>	
Gasoline and Motor Oil	\$226,854,061
Vehicle Maintenance & Repairs	\$93,273,534
Vehicle Insurance	\$129,710,596
<b>Entertainment/Recreation:</b>	
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
<b><u>Life Insurance/Pensions:</u></b>	
Life/Other Personal Insurance	\$47,138,609
<b><u>Health Care:</u></b>	
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
<b><u>Food Services:</u></b>	
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
<b><u>Housing:</u></b>	
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
<b><u>Household Goods:</u></b>	
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

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Consumer Spending (2008)	Total
<b><u>Personal Care:</u></b>	
Personal Care Products	\$41,146,311
Personal Care Services	\$33,687,465
<b><u>Financial:</u></b>	
Investments	\$103,333,943
Vehicle Loans	\$524,765,317
<b><u>Household Services:</u></b>	
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
<b><u>Transportation (Local):</u></b>	
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
<b><u>Travel:</u></b>	
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
<b><u>Miscellaneous Expenses:</u></b>	
Smoking Products	\$40,460,016

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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**

<b>L1. High Society</b>	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
<b>L2. Upscale Avenues</b>	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
<b>L3. Metropolis</b>	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
<b>L4. Solo Acts</b>	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
<b>L5. Senior Styles</b>	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
<b>L6. Scholars &amp; Patriots</b>	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
<b>L7. High Hopes</b>	0
28 Aspiring Young Families	0
48 Great Expectations	0
<b>L8. Global Roots</b>	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
<b>L9. Family Portrait</b>	684
12 Up and Coming Families	0
19 Milk and Cookies	0
21 Urban Villages	0
59 Southwestern Families	684
64 City Commons	0
<b>L10. Traditional Living</b>	1,635
24 Main Street, USA	0
32 Rustbelt Traditions	408
33 Midlife Junction	0
34 Family Foundations	1,227
<b>L11. Factories &amp; Farms</b>	0
25 Salt of the Earth	0
37 Prairie Living	0
42 Southern Satellites	0
53 Home Town	0
56 Rural Bypasses	0
<b>L12. American Quilt</b>	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
<b>Population:</b>		
Population	395,834	406,155
Persons in Group	8,408	8,408
<b>Households:</b>		
Households	159,983	163,376
Family Households	79,996	79,766
Average Household Size	2.42	2.43
<b>Population by Race and Ethnicity:</b>		
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
<b>Population by Sex:</b>		
Male	205,731	211,030
Female	190,103	195,124
<b>Income:</b>		
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	-
<b>Net Worth:</b>		
Median Net Worth	74,661	-
<b>Housing Units:</b>		
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				
	2008		2013	
	Number	Percent	Number	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

<b>Families by Family Income:</b>	<b>2008</b>		<b>2013</b>	
	<b>Number</b>	<b>Percent</b>	<b>Number</b>	<b>Percent</b>
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%

<b>Households by Disposable Income:</b>	<b>Number</b>	<b>Percent</b>
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%

<b>Households by Net Worth:</b>	<b>Number</b>	<b>Percent</b>
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
<b>Retail Summary:</b>	
Retail Expenditures	\$5,723,413,330
<b>Apparel:</b>	
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
<b>Education:</b>	
Education	\$315,876,296
School Books & Supplies	\$48,480,966
<b>Transportation (Local):</b>	
Gasoline and Motor Oil	\$547,377,549
Vehicle Maintenance & Repairs	\$220,576,289
Vehicle Insurance	\$307,779,436
<b>Entertainment/Recreation:</b>	
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.



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Site Type: Ring

Consumer Spending (2008)	Total
<b><u>Life Insurance/Pensions:</u></b>	
Life/Other Personal Insurance	\$103,433,031
<b><u>Health Care:</u></b>	
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
<b><u>Food Services:</u></b>	
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
<b><u>Housing:</u></b>	
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
<b><u>Household Goods:</u></b>	
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  
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Ring: 5.0 mile

Site Type: Ring

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Consumer Spending (2008)	Total
<b><u>Personal Care:</u></b>	
Personal Care Products	\$98,935,704
Personal Care Services	\$76,141,792
<b><u>Financial:</u></b>	
Investments	\$209,199,162
Vehicle Loans	\$1,263,704,645
<b><u>Household Services:</u></b>	
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
<b><u>Transportation (Local):</u></b>	
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
<b><u>Travel:</u></b>	
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
<b><u>Miscellaneous Expenses:</u></b>	
Smoking Products	\$99,620,227

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



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Site Type: Ring

**Tapestry Segmentation System (2008):**

	Total
<b>L1. High Society</b>	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
<b>L2. Upscale Avenues</b>	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
<b>L3. Metropolis</b>	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
<b>L4. Solo Acts</b>	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
<b>L5. Senior Styles</b>	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
<b>L6. Scholars &amp; Patriots</b>	1,639
40 Military Proximity	0
55 College Towns	956
63 Dorms to Diplomas	683

Source: ESRI.



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Site Type: Ring

<u>Tapestry Segmentation System (2008):</u>	Total
<b>L7. High Hopes</b>	1,859
28 Aspiring Young Families	1,198
48 Great Expectations	661
<b>L8. Global Roots</b>	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
<b>L9. Family Portrait</b>	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
<b>L10. Traditional Living</b>	3,355
24 Main Street, USA	502
32 Rustbelt Traditions	1,199
33 Midlife Junction	0
34 Family Foundations	1,654
<b>L11. Factories &amp; Farms</b>	0
25 Salt of the Earth	0
37 Prairie Living	0
42 Southern Satellites	0
53 Home Town	0
56 Rural Bypasses	0
<b>L12. American Quilt</b>	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

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## 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.