



Executive Summary

Prepared by: STDBOnline

5956 Sherry Lane, Dallas, Texas, 75225 32.861976, -96.809829 32.861976, -96.809829 32.861976, -96.809829
 Site Type: Ring Radius: 1 Miles Radius: 3 Miles Radius: 5 Miles

2009 Population

Total Population	11,860	120,380	396,198
Male Population	46.7%	50.0%	52.1%
Female Population	53.3%	50.0%	47.9%
Median Age	42.6	35.6	32.9

2009 Income

Median HH Income	\$95,806	\$71,428	\$59,589
Per Capita Income	\$70,119	\$51,548	\$37,389
Average HH Income	\$157,564	\$118,388	\$91,539

2009 Households

Total Households	5,249	51,920	160,106
Average Household Size	2.26	2.25	2.42

2009 Housing

Owner Occupied Housing Units	63.3%	44.0%	35.2%
Renter Occupied Housing Units	26.9%	45.0%	52.9%
Vacant Housing Units	9.9%	11.0%	11.9%

Population

1990 Population	11,687	106,510	312,320
2000 Population	11,856	118,316	376,014
2009 Population	11,860	120,380	396,198
2014 Population	11,951	121,590	403,984
1990-2000 Annual Rate	0.14%	1.06%	1.87%
2000-2009 Annual Rate	0%	0.19%	0.57%
2009-2014 Annual Rate	0.15%	0.2%	0.39%

In the identified market area, the current year population is 396,198. In 2000, the Census count in the market area was 376,014. The rate of change since 2000 was 0.57 percent annually. The five-year projection for the population in the market area is 403,984, representing a change of 0.39 percent annually from 2009 to 2014. Currently, the population is 52.1 percent male and 47.9 percent female.

Households

1990 Households	5,692	50,689	142,716
2000 Households	5,399	52,736	157,202
2009 Households	5,249	51,920	160,106
2014 Households	5,252	52,041	162,623
1990-2000 Annual Rate	-0.53%	0.4%	0.97%
2000-2009 Annual Rate	-0.3%	-0.17%	0.2%
2009-2014 Annual Rate	0.01%	0.05%	0.31%

The household count in this market area has changed from 157,202 in 2000 to 160,106 in the current year, a change of 0.2 percent annually. The five-year projection of households is 162,623, a change of 0.31 percent annually from the current year total. Average household size is currently 2.42, compared to 2.35 in the year 2000. The number of families in the current year is 79,568 in the market area.

Housing

Currently, 35.2 percent of the 181,669 housing units in the market area are owner occupied; 52.9 percent, renter occupied; and 11.9 percent are vacant. In 2000, there were 168,634 housing units— 38.3 percent owner occupied, 54.9 percent renter occupied and 6.8 percent vacant. The rate of change in housing units since 2000 is 0.81 percent. Median home value in the market area is \$213,568, compared to a median home value of \$162,279 for the U.S. In five years, median home value is projected to change by 1.44 percent annually to \$229,350. From 2000 to the current year, median home value changed by 1.21 percent annually.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014. ESRI converted 1990 Census data into 2000 geography.



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Median Household Income

1990 Median HH Income	\$53,927	\$38,723	\$31,450
2000 Median HH Income	\$84,878	\$56,995	\$44,365
2009 Median HH Income	\$95,806	\$71,428	\$59,589
2014 Median HH Income	\$95,633	\$73,096	\$62,337
1990-2000 Annual Rate	4.64%	3.94%	3.5%
2000-2009 Annual Rate	1.32%	2.47%	3.24%
2009-2014 Annual Rate	-0.04%	0.46%	0.91%

Per Capita Income

1990 Per Capita Income	\$46,470	\$34,984	\$25,134
2000 Per Capita Income	\$79,795	\$51,914	\$34,231
2009 Per Capita Income	\$70,119	\$51,548	\$37,389
2014 Per Capita Income	\$75,066	\$54,412	\$39,255
1990-2000 Annual Rate	5.56%	4.03%	3.14%
2000-2009 Annual Rate	-1.39%	-0.08%	0.96%
2009-2014 Annual Rate	1.37%	1.09%	0.98%

Average Household Income

1990 Average Household Income	\$94,060	\$72,916	\$54,393
2000 Average Household Income	\$174,160	\$116,457	\$81,107
2009 Average HH Income	\$157,564	\$118,388	\$91,539
2014 Average HH Income	\$169,939	\$125,852	\$96,435
1990-2000 Annual Rate	6.35%	4.79%	4.08%
2000-2009 Annual Rate	-1.08%	0.18%	1.32%
2009-2014 Annual Rate	1.52%	1.23%	1.05%

Households by Income

Current median household income is \$59,589 in the market area, compared to \$54,719 for all U.S. households. Median household income is projected to be \$62,337 in five years. In 2000, median household income was \$44,365, compared to \$31,450 in 1990.

Current average household income is \$91,539 in this market area, compared to \$71,437 for all U.S. households. Average household income is projected to be \$96,435 in five years. In 2000, average household income was \$81,107, compared to \$54,393 in 1990.

Current per capita income is \$37,389 in the market area, compared to the U.S. per capita income of \$27,277. The per capita income is projected to be \$39,255 in five years. In 2000, the per capita income was \$34,231, compared to \$25,134 in 1990.

Population by Employment

Total Businesses	1,980	9,872	35,471
Total Employees	13,260	89,579	376,879

Currently, 90.6 percent of the civilian labor force in the identified market area is employed and 9.4 percent are unemployed. In comparison, 89.4 percent of the U.S. civilian labor force is employed, and 10.6 percent are unemployed. In five years the rate of employment in the market area will be 93.5 percent of the civilian labor force, and unemployment will be 6.5 percent. The percentage of the U.S. civilian labor force that will be employed in five years is 92.9 percent, and 7.1 percent will be unemployed. In 2000, 67.2 percent of the population aged 16 years or older in the market area participated in the labor force, and 0.0 percent were in the Armed Forces.

In the current year, the occupational distribution of the employed population is:

- 65.3 percent in white collar jobs (compared to 61.5 percent of U.S. employment)
- 15.7 percent in service jobs (compared to 17.1 percent of U.S. employment)
- 19.0 percent in blue collar jobs (compared to 21.4 percent of U.S. employment)

In 2000, 71.3 percent of the market area population drove alone to work, and 3.9 percent worked at home. The average travel time to work in 2000 was 23.2 minutes in the market area, compared to the U.S. average of 25.5 minutes.

Population by Education

In 2009, the educational attainment of the population aged 25 years or older in the market area was distributed as follows:

- 24.7 percent had not earned a high school diploma (16.2 percent in the U.S.)
- 14.2 percent were high school graduates only (29.8 percent in the U.S.)
- 4.0 percent had completed an Associate degree (7.2 percent in the U.S.)
- 26.1 percent had a Bachelor's degree (17.0 percent in the U.S.)
- 15.8 percent had earned a Master's/Professional/Doctorate Degree (9.8 percent in the U.S.)