






5956 Sherry Lane, Dallas, Texas, 75225

Latitude: 32.862257      32.862257, -96.809906      32.862257, -96.809906      32.862257, -96.809906  
 Longitude: -96.809906      Radius: 1 Miles      Radius: 3 Miles      Radius: 5 Miles

	2000 Total Population	11,601	120,906	375,660
	2000 Group Quarters	1	3,212	7,171
	2009 Total Population	11,611	122,674	395,810
	2014 Total Population	11,697	123,783	403,572
	2009 - 2014 Annual Rate	0.15%	0.18%	0.39%
	2000 Households	5,263	54,371	157,005
	2000 Average Household Size	2.2	2.16	2.35
	2009 Households	5,121	53,325	159,887
	2009 Average Household Size	2.27	2.23	2.43
	2014 Households	5,121	53,376	162,391
	2014 Average Household Size	2.28	2.25	2.44
	2009 - 2014 Annual Rate	0%	0.02%	0.31%
	2000 Families	2,952	26,806	81,248
	2000 Average Family Size	3.05	3.06	3.21
	2009 Families	2,817	25,603	79,505
	2009 Average Family Size	3.17	3.2	3.38
	2014 Families	2,772	25,165	78,865
	2014 Average Family Size	3.21	3.24	3.42
	2009 - 2014 Annual Rate	-0.32%	-0.34%	-0.16%
	<b>2000 Housing Units</b>	5,559	57,817	168,418
	Owner Occupied Housing Units	69.2%	46.9%	38.3%
	Renter Occupied Housing Units	25.3%	47.1%	54.9%
	Vacant Housing Units	5.5%	6.0%	6.8%
	<b>2009 Housing Units</b>	5,679	60,074	181,420
	Owner Occupied Housing Units	63.7%	42.9%	35.2%
	Renter Occupied Housing Units	26.4%	45.8%	52.9%
	Vacant Housing Units	9.8%	11.2%	11.9%
	<b>2014 Housing Units</b>	5,687	60,412	184,032
	Owner Occupied Housing Units	64.8%	43.9%	36.3%
	Renter Occupied Housing Units	25.3%	44.5%	51.9%
	Vacant Housing Units	10.0%	11.6%	11.8%
	<b>Median Household Income</b>			
	2000	\$85,796	\$55,340	\$44,370
	2009	\$96,638	\$70,124	\$59,599
	2014	\$96,522	\$71,929	\$62,342
	<b>Median Home Value</b>			
	2000	\$384,678	\$310,419	\$191,138
	2009	\$453,571	\$355,789	\$213,625
	2014	\$496,045	\$386,479	\$229,439
	<b>Per Capita Income</b>			
	2000	\$79,797	\$51,391	\$34,232
	2009	\$70,140	\$51,130	\$37,387
	2014	\$75,064	\$53,983	\$39,253
	<b>Median Age</b>			
	2000	40.0	34.4	31.9
	2009	42.7	35.6	32.9
	2014	45.0	35.9	32.9

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 2009 and 2014.



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**2000 Households by Income**

Household Income Base	5,181	54,226	156,865
< \$15,000	7.5%	10.8%	13.0%
\$15,000 - \$24,999	7.0%	9.5%	13.1%
\$25,000 - \$34,999	6.9%	10.7%	13.4%
\$35,000 - \$49,999	10.4%	14.8%	15.6%
\$50,000 - \$74,999	13.6%	16.2%	15.6%
\$75,000 - \$99,999	9.2%	9.4%	8.8%
\$100,000 - \$149,999	12.5%	9.2%	8.7%
\$150,000 - \$199,999	6.1%	4.9%	3.8%
\$200,000+	26.7%	14.4%	8.0%
Average Household Income	\$174,412	\$113,807	\$81,134

**2009 Households by Income**

Household Income Base	5,122	53,323	159,887
< \$15,000	5.8%	7.8%	9.1%
\$15,000 - \$24,999	5.3%	6.5%	8.3%
\$25,000 - \$34,999	5.5%	7.6%	10.5%
\$35,000 - \$49,999	9.0%	11.9%	14.7%
\$50,000 - \$74,999	15.3%	19.5%	19.2%
\$75,000 - \$99,999	10.2%	12.9%	12.4%
\$100,000 - \$149,999	11.6%	11.5%	11.1%
\$150,000 - \$199,999	9.1%	6.3%	5.5%
\$200,000+	28.1%	16.0%	9.3%
Average Household Income	\$157,958	\$116,529	\$91,567

**2014 Households by Income**

Household Income Base	5,122	53,374	162,391
< \$15,000	5.1%	7.0%	8.2%
\$15,000 - \$24,999	5.1%	6.3%	8.2%
\$25,000 - \$34,999	4.9%	6.8%	9.5%
\$35,000 - \$49,999	8.1%	10.8%	13.4%
\$50,000 - \$74,999	16.8%	21.4%	21.3%
\$75,000 - \$99,999	11.3%	14.5%	14.1%
\$100,000 - \$149,999	10.4%	10.4%	10.2%
\$150,000 - \$199,999	9.3%	6.4%	5.6%
\$200,000+	29.0%	16.5%	9.6%
Average Household Income	\$170,319	\$123,954	\$96,468

**2000 Owner Occupied HUs by Value**

Total	3,813	27,046	64,353
<\$50,000	1.6%	3.7%	5.7%
\$50,000 - 99,999	3.5%	14.3%	17.9%
\$100,000 - 149,999	8.4%	8.4%	14.8%
\$150,000 - 199,999	8.2%	7.2%	14.0%
\$200,000 - \$299,999	16.6%	14.9%	17.3%
\$300,000 - 499,999	23.3%	21.6%	15.3%
\$500,000 - 999,999	27.9%	21.6%	11.0%
\$1,000,000+	10.5%	8.4%	4.0%
Average Home Value	\$493,022	\$417,510	\$289,639

**2000 Specified Renter Occupied HUs by Contract Rent**

Total	1,450	27,318	92,415
With Cash Rent	96.5%	98.1%	98.6%
No Cash Rent	3.5%	1.9%	1.4%
Median Rent	\$852	\$660	\$582
Average Rent	\$970	\$759	\$665


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 2009 and 2014.



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<b>2000 Population by Age</b>				
	Total	11,603	120,907	375,661
	0 - 4	7.1%	6.4%	7.7%
	5 - 9	7.7%	6.0%	6.4%
	10 - 14	6.9%	5.5%	5.3%
	15 - 19	4.9%	6.0%	6.0%
	20 - 24	1.7%	8.2%	9.2%
	25 - 34	12.8%	18.8%	21.5%
	35 - 44	18.4%	16.1%	15.9%
	45 - 54	15.4%	12.8%	11.3%
	55 - 64	9.4%	7.7%	6.5%
	65 - 74	6.4%	5.5%	4.7%
	75 - 84	6.4%	4.8%	3.8%
	85+	2.9%	2.0%	1.6%
	18+	74.8%	79.0%	77.4%

<b>2009 Population by Age</b>				
	Total	11,609	122,676	395,811
	0 - 4	6.4%	6.0%	7.4%
	5 - 9	7.7%	6.0%	6.6%
	10 - 14	8.6%	6.3%	6.0%
	15 - 19	6.3%	7.0%	6.3%
	20 - 24	2.7%	8.3%	8.6%
	25 - 34	6.9%	15.6%	18.5%
	35 - 44	15.8%	13.9%	14.7%
	45 - 54	17.7%	14.4%	13.0%
	55 - 64	12.2%	10.4%	8.8%
	65 - 74	6.7%	5.5%	4.6%
	75 - 84	5.4%	4.1%	3.4%
	85+	3.8%	2.5%	2.0%
	18+	73.1%	78.2%	76.5%

<b>2014 Population by Age</b>				
	Total	11,696	123,782	403,574
	0 - 4	5.9%	5.7%	7.3%
	5 - 9	7.3%	5.8%	6.5%
	10 - 14	7.9%	6.0%	5.9%
	15 - 19	6.7%	7.0%	6.2%
	20 - 24	3.2%	8.8%	9.1%
	25 - 34	7.9%	15.8%	18.4%
	35 - 44	11.0%	11.6%	12.9%
	45 - 54	18.3%	14.2%	12.8%
	55 - 64	13.9%	11.6%	9.8%
	65 - 74	8.6%	7.1%	5.8%
	75 - 84	5.3%	4.0%	3.3%
	85+	3.8%	2.5%	2.0%
	18+	74.4%	79.1%	77.0%

<b>2000 Population by Sex</b>				
	Males	46.0%	49.5%	52.1%
	Females	54.0%	50.5%	47.9%

<b>2009 Population by Sex</b>				
	Males	46.6%	49.9%	52.1%
	Females	53.4%	50.1%	47.9%

<b>2014 Population by Sex</b>				
	Males	47.0%	50.0%	52.1%
	Females	53.0%	50.0%	47.9%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.



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**2000 Population by Race/Ethnicity**

Total	11,601	120,905	375,660
White Alone	97.2%	82.0%	69.3%
Black Alone	0.5%	6.1%	9.6%
American Indian Alone	0.1%	0.4%	0.5%
Asian or Pacific Islander Alone	1.1%	2.5%	2.6%
Some Other Race Alone	0.5%	7.4%	15.4%
Two or More Races	0.5%	1.7%	2.6%
Hispanic Origin	2.5%	19.0%	35.3%
Diversity Index	10.1	53.2	73.4

**2009 Population by Race/Ethnicity**

Total	11,612	122,675	395,809
White Alone	96.0%	78.7%	66.2%
Black Alone	0.6%	6.1%	8.9%
American Indian Alone	0.2%	0.4%	0.5%
Asian or Pacific Islander Alone	1.6%	3.2%	3.0%
Some Other Race Alone	0.8%	9.6%	18.4%
Two or More Races	0.7%	2.0%	2.9%
Hispanic Origin	4.3%	23.9%	41.8%
Diversity Index	15.4	60.3	77.0

**2014 Population by Race/Ethnicity**

Total	11,697	123,784	403,572
White Alone	95.2%	77.0%	64.6%
Black Alone	0.7%	6.0%	8.4%
American Indian Alone	0.2%	0.4%	0.5%
Asian or Pacific Islander Alone	1.9%	3.6%	3.3%
Some Other Race Alone	1.1%	10.8%	20.0%
Two or More Races	0.9%	2.2%	3.1%
Hispanic Origin	5.8%	26.9%	45.1%
Diversity Index	19.2	63.7	78.5



**2000 Population 3+ by School Enrollment**

Total	10,982	116,180	357,695
Enrolled in Nursery/Preschool	3.4%	2.4%	1.8%
Enrolled in Kindergarten	1.5%	1.4%	1.5%
Enrolled in Grade 1-8	13.0%	9.9%	9.9%
Enrolled in Grade 9-12	4.9%	4.1%	4.2%
Enrolled in College	2.3%	6.7%	4.5%
Enrolled in Grad/Prof School	1.9%	2.7%	1.9%
Not Enrolled in School	73.0%	72.7%	76.0%

**2009 Population 25+ by Educational Attainment**

Total	7,938	81,526	257,447
Less than 9th Grade	1.0%	6.6%	14.8%
9th - 12th Grade, No Diploma	1.8%	5.8%	9.9%
High School Graduate	7.5%	10.8%	14.2%
Some College, No Degree	11.2%	15.4%	15.2%
Associate Degree	2.7%	3.6%	4.0%
Bachelor's Degree	47.7%	35.1%	26.0%
Graduate/Professional Degree	28.2%	22.7%	15.8%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.



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**2009 Population 15+ by Marital Status**

Total	8,981	100,205	316,431
Never Married	21.8%	38.1%	39.2%
Married	59.5%	45.9%	45.8%
Widowed	8.4%	6.0%	5.0%
Divorced	10.2%	10.0%	10.0%



**2000 Population 16+ by Employment Status**

Total	8,785	97,717	298,801
In Labor Force	62.2%	65.7%	67.2%
Civilian Employed	61.3%	63.5%	63.9%
Civilian Unemployed	0.9%	2.2%	3.2%
In Armed Forces	0.0%	0.0%	0.0%
Not in Labor Force	37.8%	34.3%	32.8%

**2009 Civilian Population 16+ in Labor Force**

Civilian Employed	94.6%	92.2%	90.6%
Civilian Unemployed	5.4%	7.8%	9.4%

**2014 Civilian Population 16+ in Labor Force**

Civilian Employed	96.3%	94.6%	93.5%
Civilian Unemployed	3.7%	5.4%	6.5%

**2000 Females 16+ by Employment Status and Age of Children**

Total	4,818	49,714	143,085
Own Children < 6 Only	9.1%	7.9%	9.4%
Employed/in Armed Forces	2.7%	3.6%	4.3%
Unemployed	0.0%	0.1%	0.3%
Not in Labor Force	6.4%	4.2%	4.8%
Own Children < 6 and 6-17 Only	5.0%	5.0%	6.1%
Employed/in Armed Forces	1.4%	2.0%	2.4%
Unemployed	0.0%	0.0%	0.2%
Not in Labor Force	3.7%	3.0%	3.4%
Own Children 6-17 Only	17.0%	13.1%	12.5%
Employed/in Armed Forces	7.8%	7.0%	7.2%
Unemployed	0.3%	0.2%	0.5%
Not in Labor Force	9.0%	5.8%	4.8%
No Own Children < 18	68.8%	74.0%	72.0%
Employed/in Armed Forces	35.5%	40.5%	39.8%
Unemployed	0.5%	1.7%	2.1%
Not in Labor Force	32.9%	31.9%	30.0%

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**2009 Employed Population 16+ by Industry**

Total	4,718	55,992	179,013
Agriculture/Mining	1.6%	1.3%	0.8%
Construction	5.0%	5.2%	9.9%
Manufacturing	3.1%	4.5%	5.9%
Wholesale Trade	3.7%	3.2%	3.2%
Retail Trade	8.3%	8.8%	9.8%
Transportation/Utilities	3.4%	3.7%	3.7%
Information	3.5%	3.8%	3.3%
Finance/Insurance/Real Estate	22.1%	15.3%	11.5%
Services	48.1%	52.9%	50.4%
Public Administration	1.1%	1.3%	1.4%

**2009 Employed Population 16+ by Occupation**

Total	4,720	55,993	179,013
White Collar	89.9%	79.6%	65.3%
Management/Business/Financial	33.5%	24.7%	19.1%
Professional	31.1%	30.3%	23.1%
Sales	18.1%	15.1%	12.9%
Administrative Support	7.2%	9.5%	10.2%
Services	5.3%	10.8%	15.7%
Blue Collar	4.8%	9.5%	19.0%
Farming/Forestry/Fishing	0.1%	0.1%	0.1%
Construction/Extraction	2.0%	3.8%	8.9%
Installation/Maintenance/Repair	0.7%	1.1%	1.8%
Production	0.6%	2.2%	4.4%
Transportation/Material Moving	1.3%	2.4%	3.8%



**2000 Workers 16+ by Means of Transportation to Work**

Total	5,322	61,099	187,776
Drove Alone - Car, Truck, or Van	85.2%	79.8%	71.3%
Carpooled - Car, Truck, or Van	3.4%	8.2%	15.7%
Public Transportation	1.1%	3.4%	5.1%
Walked	1.2%	2.5%	2.7%
Other Means	1.2%	0.8%	1.3%
Worked at Home	7.9%	5.3%	3.9%

**2000 Workers 16+ by Travel Time to Work**

Total	5,321	61,099	187,776
Did Not Work at Home	92.1%	94.7%	96.1%
Less than 5 minutes	1.4%	1.8%	1.7%
5 to 9 minutes	10.7%	9.5%	8.8%
10 to 19 minutes	41.2%	37.4%	33.4%
20 to 24 minutes	18.2%	18.4%	17.8%
25 to 34 minutes	13.3%	18.3%	21.5%
35 to 44 minutes	2.7%	3.3%	4.4%
45 to 59 minutes	1.8%	2.9%	4.2%
60 to 89 minutes	1.3%	1.7%	2.6%
90 or more minutes	1.5%	1.4%	1.7%
Worked at Home	7.9%	5.3%	3.9%
Average Travel Time to Work (in min)	19.8	21.1	23.2

**2000 Households by Vehicles Available**

Total	5,261	54,382	156,844
None	5.9%	5.9%	9.4%
1	39.5%	45.8%	47.5%
2	41.8%	37.0%	33.9%
3	9.4%	8.8%	7.1%
4	2.7%	1.6%	1.5%
5+	0.7%	0.9%	0.7%
Average Number of Vehicles Available	1.7	1.6	1.5

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.



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Radius: 5 Miles



**2000 Households by Type**

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total	5,265	54,371	157,005
Family Households	56.1%	49.3%	51.7%
Married-couple Family	49.0%	39.7%	38.2%
With Related Children	24.0%	18.9%	19.2%
Other Family (No Spouse)	7.0%	9.6%	13.6%
With Related Children	4.0%	5.4%	8.2%
Nonfamily Households	43.9%	50.7%	48.3%
Householder Living Alone	39.4%	41.1%	38.0%
Householder Not Living Alone	4.5%	9.6%	10.3%
Households with Related Children	28.1%	24.3%	27.4%
Households with Persons 65+	26.4%	20.0%	16.9%

**2000 Households by Size**

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total	5,263	54,371	157,005
1 Person Household	39.4%	41.1%	38.0%
2 Person Household	30.9%	31.2%	29.5%
3 Person Household	10.5%	10.9%	12.2%
4 Person Household	11.3%	9.5%	10.1%
5 Person Household	5.9%	4.6%	5.5%
6 Person Household	1.6%	1.6%	2.4%
7+ Person Household	0.4%	1.1%	2.2%

**2000 Households by Year Householder Moved In**

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total	5,262	54,384	156,844
Moved in 1999 to March 2000	22.8%	29.9%	33.8%
Moved in 1995 to 1998	32.3%	32.9%	33.1%
Moved in 1990 to 1994	15.6%	12.9%	12.0%
Moved in 1980 to 1989	13.1%	10.0%	8.9%
Moved in 1970 to 1979	7.0%	6.5%	5.8%
Moved in 1969 or Earlier	9.3%	7.8%	6.3%
Median Year Householder Moved In	1996	1997	1997



**2000 Housing Units by Units in Structure**

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total	5,593	57,876	168,302
1, Detached	60.3%	44.4%	36.9%
1, Attached	2.5%	4.9%	5.1%
2	3.1%	3.6%	3.3%
3 or 4	4.6%	6.3%	5.2%
5 to 9	4.0%	8.4%	8.1%
10 to 19	5.3%	9.3%	9.9%
20+	19.9%	22.9%	31.3%
Mobile Home	0.2%	0.2%	0.2%
Other	0.0%	0.0%	0.0%

**2000 Housing Units by Year Structure Built**

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total	5,580	57,855	168,247
1999 to March 2000	2.3%	1.8%	2.6%
1995 to 1998	3.0%	3.9%	4.6%
1990 to 1994	1.9%	3.2%	3.3%
1980 to 1989	8.4%	14.3%	15.1%
1970 to 1979	7.1%	19.0%	22.4%
1969 or Earlier	77.2%	57.8%	52.0%
Median Year Structure Built	1953	1965	1969

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



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**Top 3 Tapestry Segments**

1.	Top Rung	Top Rung	NeWest Residents
2.	Retirement Communities	Metro Renters	Metro Renters
3.	Urban Chic	Young and Restless	Young and Restless

 **2009 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 \$	\$20,299,727	\$161,802,641	\$386,315,412
Average Spent	\$3,964.02	\$3,034.27	\$2,416.18
Spending Potential Index	158	121	96
Computers & Accessories: Total \$	\$2,596,596	\$20,844,788	\$49,456,769
Average Spent	\$507.05	\$390.90	\$309.32
Spending Potential Index	222	171	136
Education: Total \$	\$16,084,417	\$120,115,083	\$271,123,384
Average Spent	\$3,140.87	\$2,252.51	\$1,695.72
Spending Potential Index	250	179	135
Entertainment/Recreation: Total \$	\$37,405,624	\$282,155,396	\$655,038,781
Average Spent	\$7,304.36	\$5,291.24	\$4,096.89
Spending Potential Index	225	163	126
Food at Home: Total \$	\$48,864,649	\$393,415,404	\$959,659,225
Average Spent	\$9,542.01	\$7,377.69	\$6,002.11
Spending Potential Index	209	162	132
Food Away from Home: Total \$	\$36,617,675	\$296,136,127	\$711,775,807
Average Spent	\$7,150.49	\$5,553.42	\$4,451.74
Spending Potential Index	215	167	134
Health Care: Total \$	\$40,594,679	\$299,549,604	\$700,473,455
Average Spent	\$7,927.10	\$5,617.43	\$4,381.05
Spending Potential Index	210	149	116
HH Furnishings & Equipment: Total \$	\$22,633,586	\$171,158,924	\$398,379,172
Average Spent	\$4,419.76	\$3,209.73	\$2,491.63
Spending Potential Index	203	148	115
Investments: Total \$	\$20,404,790	\$128,306,000	\$267,890,178
Average Spent	\$3,984.53	\$2,406.11	\$1,675.50
Spending Potential Index	277	167	116
Retail Goods: Total \$	\$274,292,656	\$2,125,169,070	\$5,025,220,574
Average Spent	\$53,562.32	\$39,853.15	\$31,429.83
Spending Potential Index	208	155	122
Shelter: Total \$	\$190,210,135	\$1,453,580,689	\$3,443,118,318
Average Spent	\$37,143.16	\$27,258.90	\$21,534.70
Spending Potential Index	238	174	138
TV/Video/Sound Equipment: Total \$	\$13,186,966	\$106,322,647	\$254,324,867
Average Spent	\$2,575.08	\$1,993.86	\$1,590.65
Spending Potential Index	212	164	131
Travel: Total \$	\$23,146,506	\$165,098,212	\$376,135,752
Average Spent	\$4,519.92	\$3,096.08	\$2,352.51
Spending Potential Index	245	168	127
Vehicle Maintenance & Repairs: Total \$	\$10,369,508	\$81,387,838	\$194,229,479
Average Spent	\$2,024.90	\$1,526.26	\$1,214.79
Spending Potential Index	216	163	130

**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.