

Site 1
12900 Preston Rd, Dallas, Texas, 75230
Ring: 3 mile radius

Latitude: 32.9242
Longitude: -96.80344

3 mile

Population Summary

2000 Total Population	122,560
2010 Total Population	122,838
2014 Total Population	127,603
2014 Group Quarters	618
2019 Total Population	136,047
2014-2019 Annual Rate	1.29%

Household Summary

2000 Households	54,187
2000 Average Household Size	2.25
2010 Households	53,761
2010 Average Household Size	2.27
2014 Households	55,487
2014 Average Household Size	2.29
2019 Households	59,105
2019 Average Household Size	2.29
2014-2019 Annual Rate	1.27%
2010 Families	29,075
2010 Average Family Size	3.08
2014 Families	29,883
2014 Average Family Size	3.10
2019 Families	31,697
2019 Average Family Size	3.10
2014-2019 Annual Rate	1.19%

Housing Unit Summary

2000 Housing Units	58,024
Owner Occupied Housing Units	37.5%
Renter Occupied Housing Units	55.9%
Vacant Housing Units	6.6%
2010 Housing Units	60,270
Owner Occupied Housing Units	36.0%
Renter Occupied Housing Units	53.2%
Vacant Housing Units	10.8%
2014 Housing Units	62,057
Owner Occupied Housing Units	35.0%
Renter Occupied Housing Units	54.5%
Vacant Housing Units	10.6%
2019 Housing Units	65,284
Owner Occupied Housing Units	35.1%
Renter Occupied Housing Units	55.5%
Vacant Housing Units	9.5%

Median Household Income

2014	\$54,539
2019	\$67,923

Median Home Value

2014	\$434,986
2019	\$533,204

Per Capita Income

2014	\$40,256
2019	\$48,144

Median Age

2010	34.5
2014	35.0
2019	35.4

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 the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

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2014 Households by Income

Household Income Base	55,487
<\$15,000	10.6%
\$15,000 - \$24,999	11.6%
\$25,000 - \$34,999	11.3%
\$35,000 - \$49,999	12.7%
\$50,000 - \$74,999	15.3%
\$75,000 - \$99,999	8.8%
\$100,000 - \$149,999	11.4%
\$150,000 - \$199,999	6.1%
\$200,000+	12.1%
Average Household Income	\$92,662

2019 Households by Income

Household Income Base	59,105
<\$15,000	9.7%
\$15,000 - \$24,999	8.3%
\$25,000 - \$34,999	9.0%
\$35,000 - \$49,999	12.0%
\$50,000 - \$74,999	14.1%
\$75,000 - \$99,999	11.0%
\$100,000 - \$149,999	13.4%
\$150,000 - \$199,999	7.6%
\$200,000+	14.8%
Average Household Income	\$110,899

2014 Owner Occupied Housing Units by Value

Total	21,660
<\$50,000	0.9%
\$50,000 - \$99,999	6.2%
\$100,000 - \$149,999	7.7%
\$150,000 - \$199,999	6.5%
\$200,000 - \$249,999	6.1%
\$250,000 - \$299,999	6.6%
\$300,000 - \$399,999	12.0%
\$400,000 - \$499,999	11.5%
\$500,000 - \$749,999	20.4%
\$750,000 - \$999,999	8.0%
\$1,000,000 +	14.1%
Average Home Value	\$525,120

2019 Owner Occupied Housing Units by Value

Total	22,863
<\$50,000	0.4%
\$50,000 - \$99,999	3.1%
\$100,000 - \$149,999	3.2%
\$150,000 - \$199,999	5.4%
\$200,000 - \$249,999	6.1%
\$250,000 - \$299,999	7.2%
\$300,000 - \$399,999	11.6%
\$400,000 - \$499,999	10.6%
\$500,000 - \$749,999	18.0%
\$750,000 - \$999,999	16.7%
\$1,000,000 +	17.8%
Average Home Value	\$617,740

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.

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2010 Population by Age		
Total		122,838
0 - 4		7.6%
5 - 9		6.5%
10 - 14		5.7%
15 - 24		12.3%
25 - 34		18.8%
35 - 44		14.1%
45 - 54		12.8%
55 - 64		10.1%
65 - 74		5.9%
75 - 84		4.2%
85 +		2.1%
18 +		76.9%
2014 Population by Age		
Total		127,602
0 - 4		7.1%
5 - 9		6.8%
10 - 14		6.1%
15 - 24		12.5%
25 - 34		17.6%
35 - 44		14.0%
45 - 54		12.2%
55 - 64		10.7%
65 - 74		6.9%
75 - 84		4.0%
85 +		2.2%
18 +		76.7%
2019 Population by Age		
Total		136,045
0 - 4		7.0%
5 - 9		6.6%
10 - 14		6.4%
15 - 24		12.5%
25 - 34		17.0%
35 - 44		13.7%
45 - 54		11.6%
55 - 64		11.1%
65 - 74		7.8%
75 - 84		4.2%
85 +		2.2%
18 +		76.6%
2010 Population by Sex		
Males		60,882
Females		61,956
2014 Population by Sex		
Males		63,501
Females		64,102
2019 Population by Sex		
Males		68,009
Females		68,038

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

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2010 Population by Race/Ethnicity		
Total		122,837
White Alone		65.2%
Black Alone		12.4%
American Indian Alone		0.8%
Asian Alone		4.3%
Pacific Islander Alone		0.0%
Some Other Race Alone		14.5%
Two or More Races		2.8%
Hispanic Origin		32.6%
Diversity Index		75.2
2014 Population by Race/Ethnicity		
Total		127,603
White Alone		63.7%
Black Alone		12.4%
American Indian Alone		0.8%
Asian Alone		4.8%
Pacific Islander Alone		0.1%
Some Other Race Alone		15.3%
Two or More Races		3.0%
Hispanic Origin		34.5%
Diversity Index		76.8
2019 Population by Race/Ethnicity		
Total		136,048
White Alone		61.9%
Black Alone		12.4%
American Indian Alone		0.8%
Asian Alone		5.5%
Pacific Islander Alone		0.1%
Some Other Race Alone		16.0%
Two or More Races		3.3%
Hispanic Origin		36.9%
Diversity Index		78.5
2010 Population by Relationship and Household Type		
Total		122,838
In Households		99.5%
In Family Households		75.0%
Householder		23.6%
Spouse		17.0%
Child		26.9%
Other relative		5.3%
Nonrelative		2.1%
In Nonfamily Households		24.5%
In Group Quarters		0.5%
Institutionalized Population		0.4%
Noninstitutionalized Population		0.1%

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. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

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2014 Population 25+ by Educational Attainment		
Total		86,252
Less than 9th Grade		9.1%
9th - 12th Grade, No Diploma		6.6%
High School Graduate		14.0%
GED/Alternative Credential		1.3%
Some College, No Degree		17.8%
Associate Degree		4.6%
Bachelor's Degree		29.4%
Graduate/Professional Degree		17.2%
2014 Population 15+ by Marital Status		
Total		102,150
Never Married		34.9%
Married		48.0%
Widowed		5.1%
Divorced		12.0%
2014 Civilian Population 16+ in Labor Force		
Civilian Employed		94.3%
Civilian Unemployed		5.7%
2014 Employed Population 16+ by Industry		
Total		67,935
Agriculture/Mining		0.7%
Construction		7.6%
Manufacturing		6.2%
Wholesale Trade		2.2%
Retail Trade		9.0%
Transportation/Utilities		3.2%
Information		2.0%
Finance/Insurance/Real Estate		12.4%
Services		55.6%
Public Administration		1.2%
2014 Employed Population 16+ by Occupation		
Total		67,935
White Collar		64.9%
Management/Business/Financial		19.6%
Professional		21.7%
Sales		12.6%
Administrative Support		11.0%
Services		19.6%
Blue Collar		15.5%
Farming/Forestry/Fishing		0.1%
Construction/Extraction		6.2%
Installation/Maintenance/Repair		1.9%
Production		3.0%
Transportation/Material Moving		4.3%

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2010 Households by Type		
Total		53,761
Households with 1 Person		37.5%
Households with 2+ People		62.5%
Family Households		54.1%
Husband-wife Families		38.9%
With Related Children		18.2%
Other Family (No Spouse Present)		15.2%
Other Family with Male Householder		4.8%
With Related Children		2.3%
Other Family with Female Householder		10.4%
With Related Children		7.0%
Nonfamily Households		8.5%
All Households with Children		27.7%
Multigenerational Households		2.4%
Unmarried Partner Households		6.3%
Male-female		5.3%
Same-sex		1.1%
2010 Households by Size		
Total		53,762
1 Person Household		37.5%
2 Person Household		30.9%
3 Person Household		12.9%
4 Person Household		10.1%
5 Person Household		5.2%
6 Person Household		1.9%
7 + Person Household		1.5%
2010 Households by Tenure and Mortgage Status		
Total		53,761
Owner Occupied		40.3%
Owned with a Mortgage/Loan		26.5%
Owned Free and Clear		13.8%
Renter Occupied		59.7%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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Top 3 Tapestry Segments

1. Young and Restless (11B)
2. Top Tier (1A)
3. Metro Renters (3B)

2014 Consumer Spending

Apparel & Services: Total \$	\$114,280,612
Average Spent	\$2,059.59
Spending Potential Index	91
Computers & Accessories: Total \$	\$19,290,822
Average Spent	\$347.66
Spending Potential Index	137
Education: Total \$	\$117,252,809
Average Spent	\$2,113.16
Spending Potential Index	142
Entertainment/Recreation: Total \$	\$227,052,603
Average Spent	\$4,092.00
Spending Potential Index	127
Food at Home: Total \$	\$367,340,718
Average Spent	\$6,620.30
Spending Potential Index	130
Food Away from Home: Total \$	\$238,491,036
Average Spent	\$4,298.14
Spending Potential Index	134
Health Care: Total \$	\$295,180,544
Average Spent	\$5,319.81
Spending Potential Index	115
HH Furnishings & Equipment: Total \$	\$113,796,757
Average Spent	\$2,050.87
Spending Potential Index	114
Investments: Total \$	\$193,996,992
Average Spent	\$3,496.26
Spending Potential Index	130
Retail Goods: Total \$	\$1,652,016,332
Average Spent	\$29,773.03
Spending Potential Index	120
Shelter: Total \$	\$1,219,358,202
Average Spent	\$21,975.57
Spending Potential Index	137
TV/Video/Audio: Total \$	\$90,214,868
Average Spent	\$1,625.87
Spending Potential Index	128
Travel: Total \$	\$134,031,275
Average Spent	\$2,415.54
Spending Potential Index	127
Vehicle Maintenance & Repairs: Total \$	\$77,068,927
Average Spent	\$1,388.95
Spending Potential Index	128

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. 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 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

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