

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

Latitude: 32.9242
Longitude: -96.80344

Top Tapestry Segments	Percent	Demographic Summary	2014	2019
Young and Restless (11B)	17.9%	Population	127,603	136,047
Top Tier (1A)	16.1%	Households	55,487	59,105
Metro Renters (3B)	14.7%	Families	29,883	31,697
NeWest Residents (13C)	14.6%	Median Age	35.0	35.4
Urban Chic (2A)	6.3%	Median Household Income	\$54,539	\$67,923
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		91	\$2,059.59	\$114,280,612
Men's		88	\$373.67	\$20,733,968
Women's		77	\$603.37	\$33,479,153
Children's		98	\$356.83	\$19,799,168
Footwear		66	\$296.04	\$16,426,343
Watches & Jewelry		136	\$191.91	\$10,648,316
Apparel Products and Services (1)		250	\$237.78	\$13,193,662
Computer				
Computers and Hardware for Home Use		136	\$287.55	\$15,955,434
Portable Memory		138	\$7.23	\$401,200
Computer Software		148	\$29.28	\$1,624,667
Computer Accessories		127	\$23.60	\$1,309,521
Entertainment & Recreation		127	\$4,092.00	\$227,052,603
Fees and Admissions		131	\$827.42	\$45,910,932
Membership Fees for Clubs (2)		131	\$219.49	\$12,178,813
Fees for Participant Sports, excl. Trips		128	\$150.82	\$8,368,547
Admission to Movie/Theatre/Opera/Ballet		139	\$223.23	\$12,386,162
Admission to Sporting Events, excl. Trips		123	\$79.51	\$4,411,853
Fees for Recreational Lessons		128	\$153.38	\$8,510,548
Dating Services		171	\$0.99	\$55,010
TV/Video/Audio		128	\$1,625.87	\$90,214,868
Cable and Satellite Television Services		124	\$1,084.55	\$60,178,157
Televisions		133	\$192.44	\$10,678,160
Satellite Dishes		131	\$2.00	\$111,210
VCRs, Video Cameras, and DVD Players		136	\$14.50	\$804,388
Miscellaneous Video Equipment		141	\$14.74	\$817,607
Video Cassettes and DVDs		137	\$42.87	\$2,378,666
Video Game Hardware/Accessories		142	\$32.03	\$1,777,010
Video Game Software		140	\$37.62	\$2,087,376
Streaming/Downloaded Video		149	\$8.38	\$464,797
Rental of Video Cassettes and DVDs		141	\$32.29	\$1,791,688
Installation of Televisions		124	\$1.35	\$75,090
Audio (3)		130	\$156.58	\$8,688,064
Rental and Repair of TV/Radio/Sound Equipment		125	\$6.54	\$362,655
Pets		132	\$734.17	\$40,737,158
Toys and Games (4)		130	\$155.11	\$8,606,794
Recreational Vehicles and Fees (5)		104	\$220.42	\$12,230,335
Sports/Recreation/Exercise Equipment (6)		113	\$208.12	\$11,547,697
Photo Equipment and Supplies (7)		136	\$107.62	\$5,971,702
Reading (8)		122	\$181.59	\$10,075,655
Catered Affairs (9)		136	\$31.67	\$1,757,462
Food		132	\$10,918.44	\$605,831,754
Food at Home		130	\$6,620.30	\$367,340,718
Bakery and Cereal Products		129	\$913.53	\$50,688,772
Meats, Poultry, Fish, and Eggs		131	\$1,464.96	\$81,286,470
Dairy Products		128	\$704.73	\$39,103,118
Fruits and Vegetables		132	\$1,268.34	\$70,376,265
Snacks and Other Food at Home (10)		130	\$2,268.75	\$125,886,093
Food Away from Home		134	\$4,298.14	\$238,491,036
Alcoholic Beverages		141	\$761.44	\$42,249,749
Nonalcoholic Beverages at Home		130	\$634.20	\$35,189,921

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2014 and 2019; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Goods and Services Expenditures

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	130	\$3,496.26	\$193,996,992
Vehicle Loans	127	\$5,245.82	\$291,074,816
Health			
Nonprescription Drugs	119	\$150.40	\$8,345,302
Prescription Drugs	110	\$531.04	\$29,465,882
Eyeglasses and Contact Lenses	118	\$103.18	\$5,725,385
Home			
Mortgage Payment and Basics (11)	111	\$10,099.00	\$560,363,073
Maintenance and Remodeling Services	107	\$1,757.40	\$97,512,654
Maintenance and Remodeling Materials (12)	96	\$281.36	\$15,611,829
Utilities, Fuel, and Public Services	123	\$6,080.18	\$337,370,751
Household Furnishings and Equipment			
Household Textiles (13)	130	\$124.70	\$6,919,178
Furniture	131	\$660.48	\$36,648,178
Rugs	117	\$28.02	\$1,554,692
Major Appliances (14)	116	\$305.04	\$16,925,784
Housewares (15)	108	\$75.93	\$4,213,178
Small Appliances	128	\$56.92	\$3,158,144
Luggage	135	\$12.06	\$669,153
Telephones and Accessories	150	\$73.49	\$4,077,671
Household Operations			
Child Care	139	\$607.93	\$33,732,013
Lawn and Garden (16)	109	\$459.53	\$25,497,767
Moving/Storage/Freight Express	157	\$113.38	\$6,290,952
Housekeeping Supplies (17)	126	\$888.21	\$49,284,247
Insurance			
Owners and Renters Insurance	104	\$509.60	\$28,276,343
Vehicle Insurance	128	\$1,513.45	\$83,976,777
Life/Other Insurance	110	\$495.29	\$27,482,421
Health Insurance	115	\$2,954.01	\$163,909,097
Personal Care Products (18)	134	\$609.24	\$33,804,878
School Books and Supplies (19)	140	\$245.22	\$13,606,636
Smoking Products	127	\$574.16	\$31,858,359
Transportation			
Vehicle Purchases (Net Outlay) (20)	123	\$4,863.23	\$269,845,809
Gasoline and Motor Oil	125	\$4,286.13	\$237,824,744
Vehicle Maintenance and Repairs	128	\$1,388.95	\$77,068,927
Travel			
Airline Fares	136	\$635.11	\$35,240,166
Lodging on Trips	122	\$538.34	\$29,870,941
Auto/Truck/Van Rental on Trips	136	\$44.66	\$2,477,997
Food and Drink on Trips	126	\$570.39	\$31,649,474

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October 06, 2014

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- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers..
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for College, Elementary school, High school, Vocational/Technical School, Preschool/Other Schools, and Other School Supplies.
- (20) Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

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