



Market Profile

2201 W Northwest Hwy, Dallas, Texas, 75220
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 32.86435
Longitude: -96.89911

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	622	70,217	206,358
2010 Total Population	808	64,861	212,752
2018 Total Population	830	75,099	244,746
2018 Group Quarters	0	475	1,345
2023 Total Population	845	80,645	263,087
2018-2023 Annual Rate	0.36%	1.44%	1.46%
2018 Total Daytime Population	18,338	155,692	427,664
Workers	17,964	121,090	310,470
Residents	374	34,602	117,194
Household Summary			
2000 Households	286	21,542	73,089
2000 Average Household Size	2.17	3.23	2.79
2010 Households	402	21,926	77,756
2010 Average Household Size	2.01	2.94	2.72
2018 Households	406	26,501	90,041
2018 Average Household Size	2.04	2.82	2.70
2023 Households	411	28,804	97,021
2023 Average Household Size	2.06	2.78	2.70
2018-2023 Annual Rate	0.25%	1.68%	1.50%
2010 Families	213	14,100	49,707
2010 Average Family Size	2.77	3.62	3.40
2018 Families	246	16,210	56,823
2018 Average Family Size	2.71	3.60	3.42
2023 Families	256	17,339	61,017
2023 Average Family Size	2.70	3.60	3.43
2018-2023 Annual Rate	0.80%	1.36%	1.43%
Housing Unit Summary			
2000 Housing Units	347	22,742	76,750
Owner Occupied Housing Units	14.1%	32.8%	45.4%
Renter Occupied Housing Units	68.6%	61.9%	49.9%
Vacant Housing Units	17.3%	5.3%	4.8%
2010 Housing Units	477	25,125	86,057
Owner Occupied Housing Units	5.0%	29.5%	41.1%
Renter Occupied Housing Units	79.2%	57.8%	49.3%
Vacant Housing Units	15.7%	12.7%	9.6%
2018 Housing Units	484	30,468	99,546
Owner Occupied Housing Units	3.9%	23.8%	36.5%
Renter Occupied Housing Units	80.0%	63.2%	53.9%
Vacant Housing Units	16.1%	13.0%	9.5%
2023 Housing Units	492	32,838	106,644
Owner Occupied Housing Units	4.3%	23.6%	36.8%
Renter Occupied Housing Units	79.3%	64.1%	54.2%
Vacant Housing Units	16.5%	12.3%	9.0%
Median Household Income			
2018	\$45,381	\$50,196	\$57,624
2023	\$51,080	\$55,668	\$64,481
Median Home Value			
2018	\$75,000	\$190,871	\$230,953
2023	\$66,667	\$213,068	\$268,442
Per Capita Income			
2018	\$24,364	\$27,714	\$34,414
2023	\$28,773	\$32,132	\$38,501
Median Age			
2010	29.2	29.2	32.0
2018	31.2	30.4	33.2
2023	31.5	31.0	33.5

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2018 Households by Income			
Household Income Base	406	26,501	90,037
<\$15,000	6.2%	9.4%	8.6%
\$15,000 - \$24,999	8.4%	13.3%	10.6%
\$25,000 - \$34,999	18.5%	12.2%	10.4%
\$35,000 - \$49,999	22.2%	14.8%	13.0%
\$50,000 - \$74,999	23.6%	20.0%	18.9%
\$75,000 - \$99,999	10.3%	8.8%	10.2%
\$100,000 - \$149,999	2.7%	9.8%	12.9%
\$150,000 - \$199,999	6.4%	4.4%	5.6%
\$200,000+	1.7%	7.1%	9.9%
Average Household Income	\$60,134	\$78,442	\$93,272
2023 Households by Income			
Household Income Base	411	28,804	97,017
<\$15,000	4.4%	7.3%	6.9%
\$15,000 - \$24,999	6.6%	11.1%	8.8%
\$25,000 - \$34,999	15.8%	11.0%	9.2%
\$35,000 - \$49,999	21.7%	14.2%	12.3%
\$50,000 - \$74,999	24.3%	20.7%	19.2%
\$75,000 - \$99,999	10.9%	10.1%	11.4%
\$100,000 - \$149,999	3.9%	12.3%	15.3%
\$150,000 - \$199,999	10.2%	4.9%	6.1%
\$200,000+	2.4%	8.4%	11.0%
Average Household Income	\$71,419	\$89,925	\$104,165
2018 Owner Occupied Housing Units by Value			
Total	19	7,230	36,316
<\$50,000	52.6%	2.9%	2.1%
\$50,000 - \$99,999	5.3%	12.8%	10.5%
\$100,000 - \$149,999	5.3%	20.1%	17.3%
\$150,000 - \$199,999	5.3%	17.4%	14.3%
\$200,000 - \$249,999	5.3%	13.9%	9.5%
\$250,000 - \$299,999	5.3%	7.4%	6.9%
\$300,000 - \$399,999	5.3%	9.6%	11.8%
\$400,000 - \$499,999	5.3%	10.3%	9.8%
\$500,000 - \$749,999	0.0%	4.2%	7.9%
\$750,000 - \$999,999	21.1%	1.0%	3.4%
\$1,000,000 - \$1,499,999	0.0%	0.5%	3.1%
\$1,500,000 - \$1,999,999	0.0%	0.0%	1.1%
\$2,000,000 +	0.0%	0.1%	2.4%
Average Home Value	\$258,333	\$239,749	\$372,118
2023 Owner Occupied Housing Units by Value			
Total	21	7,713	39,222
<\$50,000	47.6%	2.4%	1.5%
\$50,000 - \$99,999	14.3%	10.4%	7.8%
\$100,000 - \$149,999	4.8%	17.0%	14.4%
\$150,000 - \$199,999	4.8%	16.4%	13.6%
\$200,000 - \$249,999	4.8%	14.6%	10.1%
\$250,000 - \$299,999	0.0%	7.9%	7.4%
\$300,000 - \$399,999	4.8%	11.3%	13.0%
\$400,000 - \$499,999	4.8%	13.1%	11.8%
\$500,000 - \$749,999	0.0%	4.7%	8.7%
\$750,000 - \$999,999	19.0%	1.3%	4.5%
\$1,000,000 - \$1,499,999	0.0%	0.8%	3.7%
\$1,500,000 - \$1,999,999	0.0%	0.0%	1.2%
\$2,000,000 +	0.0%	0.1%	2.5%
Average Home Value	\$240,909	\$265,082	\$406,208

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	809	64,860	212,752
0 - 4	9.6%	9.7%	8.6%
5 - 9	6.4%	8.3%	7.4%
10 - 14	4.9%	6.9%	6.5%
15 - 24	17.7%	16.1%	14.1%
25 - 34	24.2%	20.6%	18.8%
35 - 44	13.8%	14.9%	14.8%
45 - 54	10.6%	11.1%	12.5%
55 - 64	7.3%	6.7%	8.4%
65 - 74	2.2%	3.2%	4.6%
75 - 84	2.3%	1.9%	3.0%
85 +	0.5%	0.7%	1.2%
18 +	75.3%	71.2%	73.4%
2018 Population by Age			
Total	828	75,100	244,747
0 - 4	8.5%	8.6%	7.6%
5 - 9	8.2%	7.7%	7.2%
10 - 14	6.9%	6.7%	6.6%
15 - 24	13.6%	15.3%	13.6%
25 - 34	21.3%	21.1%	18.2%
35 - 44	17.1%	14.8%	14.6%
45 - 54	10.5%	10.5%	11.7%
55 - 64	7.9%	7.9%	9.8%
65 - 74	4.1%	4.5%	6.2%
75 - 84	1.2%	2.0%	3.1%
85 +	0.7%	0.8%	1.4%
18 +	73.1%	73.3%	74.9%
2023 Population by Age			
Total	847	80,644	263,088
0 - 4	8.7%	8.6%	7.6%
5 - 9	8.0%	7.4%	6.9%
10 - 14	7.2%	6.4%	6.4%
15 - 24	14.6%	15.0%	13.5%
25 - 34	17.8%	20.9%	18.4%
35 - 44	18.1%	15.4%	14.7%
45 - 54	11.1%	10.3%	11.2%
55 - 64	7.4%	7.8%	9.5%
65 - 74	4.8%	5.1%	7.0%
75 - 84	1.5%	2.3%	3.5%
85 +	0.6%	0.8%	1.4%
18 +	71.9%	74.1%	75.6%
2010 Population by Sex			
Males	443	34,824	108,998
Females	365	30,037	103,754
2018 Population by Sex			
Males	449	40,127	125,417
Females	380	34,972	119,329
2023 Population by Sex			
Males	452	42,984	134,814
Females	393	37,660	128,273

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	808	64,861	212,752
White Alone	48.4%	57.6%	60.9%
Black Alone	11.8%	5.0%	7.3%
American Indian Alone	0.9%	0.8%	0.8%
Asian Alone	11.3%	3.2%	7.4%
Pacific Islander Alone	0.1%	0.0%	0.1%
Some Other Race Alone	23.8%	30.2%	20.5%
Two or More Races	3.8%	3.1%	3.1%
Hispanic Origin	58.8%	71.5%	51.8%
Diversity Index	86.6	80.1	80.9
2018 Population by Race/Ethnicity			
Total	830	75,097	244,746
White Alone	45.2%	54.6%	57.1%
Black Alone	11.9%	6.0%	7.9%
American Indian Alone	0.7%	0.7%	0.7%
Asian Alone	13.0%	6.0%	10.0%
Pacific Islander Alone	0.1%	0.0%	0.1%
Some Other Race Alone	24.9%	29.3%	20.8%
Two or More Races	4.1%	3.3%	3.4%
Hispanic Origin	61.2%	68.8%	52.6%
Diversity Index	87.6	82.6	82.9
2023 Population by Race/Ethnicity			
Total	847	80,643	263,088
White Alone	43.7%	53.0%	54.9%
Black Alone	11.8%	6.4%	8.1%
American Indian Alone	0.7%	0.7%	0.7%
Asian Alone	14.0%	7.4%	11.5%
Pacific Islander Alone	0.1%	0.0%	0.1%
Some Other Race Alone	25.5%	29.0%	21.1%
Two or More Races	4.1%	3.4%	3.6%
Hispanic Origin	63.0%	68.9%	53.9%
Diversity Index	88.0	83.4	83.8
2010 Population by Relationship and Household Type			
Total	808	64,861	212,752
In Households	100.0%	99.3%	99.4%
In Family Households	75.9%	82.5%	82.2%
Householder	21.8%	21.7%	23.3%
Spouse	11.8%	14.4%	16.5%
Child	28.8%	33.7%	32.4%
Other relative	10.5%	8.9%	7.1%
Nonrelative	2.7%	3.8%	2.9%
In Nonfamily Households	24.1%	16.9%	17.2%
In Group Quarters	0.0%	0.7%	0.6%
Institutionalized Population	0.0%	0.0%	0.2%
Noninstitutionalized Population	0.0%	0.7%	0.4%

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2018 Population 25+ by Educational Attainment			
Total	521	46,313	159,010
Less than 9th Grade	14.2%	24.4%	14.6%
9th - 12th Grade, No Diploma	7.9%	13.3%	9.9%
High School Graduate	25.9%	15.9%	17.0%
GED/Alternative Credential	8.8%	2.6%	2.3%
Some College, No Degree	14.4%	13.0%	14.7%
Associate Degree	0.8%	3.7%	4.6%
Bachelor's Degree	20.9%	16.7%	22.3%
Graduate/Professional Degree	7.1%	10.5%	14.7%
2018 Population 15+ by Marital Status			
Total	634	57,824	192,375
Never Married	49.2%	38.9%	35.3%
Married	43.4%	49.9%	51.0%
Widowed	0.8%	3.1%	4.0%
Divorced	6.6%	8.0%	9.7%
2018 Civilian Population 16+ in Labor Force			
Civilian Employed	96.9%	95.7%	95.6%
Civilian Unemployed (Unemployment Rate)	3.3%	4.3%	4.4%
2018 Employed Population 16+ by Industry			
Total	467	41,357	129,989
Agriculture/Mining	0.9%	0.6%	0.6%
Construction	33.2%	17.5%	12.3%
Manufacturing	7.3%	8.3%	7.8%
Wholesale Trade	2.8%	2.9%	3.1%
Retail Trade	3.9%	9.0%	9.3%
Transportation/Utilities	1.7%	4.4%	5.7%
Information	3.6%	2.0%	1.9%
Finance/Insurance/Real Estate	5.1%	7.6%	9.0%
Services	38.8%	46.4%	48.9%
Public Administration	2.6%	1.3%	1.5%
2018 Employed Population 16+ by Occupation			
Total	465	41,357	129,990
White Collar	34.7%	44.9%	55.2%
Management/Business/Financial	9.9%	12.9%	15.4%
Professional	9.2%	12.8%	18.7%
Sales	5.6%	9.4%	9.9%
Administrative Support	10.1%	9.9%	11.2%
Services	24.4%	24.0%	19.5%
Blue Collar	40.5%	31.1%	25.3%
Farming/Forestry/Fishing	0.0%	0.2%	0.2%
Construction/Extraction	25.9%	13.8%	9.1%
Installation/Maintenance/Repair	2.4%	3.0%	3.1%
Production	8.1%	7.6%	6.4%
Transportation/Material Moving	4.1%	6.5%	6.5%
2010 Population By Urban/ Rural Status			
Total Population	808	64,861	212,752
Population Inside Urbanized Area	100.0%	100.0%	100.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

December 13, 2018



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2010 Households by Type			
Total	403	21,925	77,756
Households with 1 Person	38.0%	26.1%	27.9%
Households with 2+ People	62.0%	73.9%	72.1%
Family Households	52.9%	64.3%	63.9%
Husband-wife Families	28.5%	42.6%	45.3%
With Related Children	15.1%	26.1%	24.5%
Other Family (No Spouse Present)	24.1%	21.7%	18.7%
Other Family with Male Householder	10.2%	8.8%	6.3%
With Related Children	4.5%	4.6%	3.4%
Other Family with Female Householder	14.1%	12.9%	12.3%
With Related Children	10.7%	9.4%	8.3%
Nonfamily Households	9.2%	9.6%	8.1%
All Households with Children	30.6%	40.7%	36.6%
Multigenerational Households	3.5%	5.8%	5.2%
Unmarried Partner Households	9.2%	8.5%	6.9%
Male-female	8.2%	7.1%	5.5%
Same-sex	1.0%	1.3%	1.4%
2010 Households by Size			
Total	403	21,926	77,757
1 Person Household	38.0%	26.1%	27.9%
2 Person Household	25.1%	24.8%	28.4%
3 Person Household	12.7%	15.8%	15.5%
4 Person Household	12.2%	14.0%	13.1%
5 Person Household	7.2%	9.6%	8.0%
6 Person Household	3.0%	5.1%	3.8%
7 + Person Household	2.0%	4.6%	3.3%
2010 Households by Tenure and Mortgage Status			
Total	402	21,926	77,756
Owner Occupied	6.0%	33.8%	45.5%
Owned with a Mortgage/Loan	2.5%	23.4%	31.0%
Owned Free and Clear	3.7%	10.4%	14.5%
Renter Occupied	94.0%	66.2%	54.5%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	477	25,125	86,057
Housing Units Inside Urbanized Area	100.0%	100.0%	100.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.0%

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.	NeWest Residents (13C)	NeWest Residents (13C)	NeWest Residents (13C)
2.	Top Tier (1A)	Metro Renters (3B)	Metro Renters (3B)
3.	Professional Pride (1B)	Urban Villages (7B)	Barrios Urbanos (7D)
2018 Consumer Spending			
Apparel & Services: Total \$	\$735,777	\$59,137,456	\$230,397,543
Average Spent	\$1,812.26	\$2,231.52	\$2,558.81
Spending Potential Index	83	103	118
Education: Total \$	\$432,086	\$37,285,086	\$149,990,420
Average Spent	\$1,064.25	\$1,406.93	\$1,665.80
Spending Potential Index	74	97	115
Entertainment/Recreation: Total \$	\$912,269	\$77,914,226	\$315,960,531
Average Spent	\$2,246.97	\$2,940.05	\$3,509.07
Spending Potential Index	70	91	109
Food at Home: Total \$	\$1,700,903	\$133,318,517	\$517,898,764
Average Spent	\$4,189.42	\$5,030.70	\$5,751.81
Spending Potential Index	83	100	115
Food Away from Home: Total \$	\$1,171,403	\$94,916,845	\$370,291,101
Average Spent	\$2,885.23	\$3,581.63	\$4,112.47
Spending Potential Index	82	102	117
Health Care: Total \$	\$1,461,007	\$127,542,436	\$530,107,773
Average Spent	\$3,598.54	\$4,812.74	\$5,887.40
Spending Potential Index	63	84	103
HH Furnishings & Equipment: Total \$	\$614,706	\$52,164,160	\$209,679,040
Average Spent	\$1,514.05	\$1,968.38	\$2,328.71
Spending Potential Index	72	94	111
Personal Care Products & Services: Total \$	\$255,643	\$21,242,438	\$84,594,664
Average Spent	\$629.66	\$801.57	\$939.51
Spending Potential Index	76	97	114
Shelter: Total \$	\$5,580,107	\$452,976,532	\$1,777,026,621
Average Spent	\$13,744.11	\$17,092.81	\$19,735.75
Spending Potential Index	82	102	118
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$616,244	\$55,719,678	\$235,017,481
Average Spent	\$1,517.84	\$2,102.55	\$2,610.12
Spending Potential Index	61	85	105
Travel: Total \$	\$564,949	\$51,174,572	\$212,286,790
Average Spent	\$1,391.50	\$1,931.04	\$2,357.67
Spending Potential Index	65	90	109
Vehicle Maintenance & Repairs: Total \$	\$332,842	\$27,231,999	\$108,033,916
Average Spent	\$819.81	\$1,027.58	\$1,199.83
Spending Potential Index	76	96	112

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 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.