



Business Summary

14555 Dallas Pkwy, Dallas, Texas, 75254
Drive Time: 10 minute radii

Prepared by Esri
Latitude: 32.94340
Longitude: -96.82426

Data for all businesses in area		10 minutes			
Total Businesses:		18,561			
Total Employees:		212,109			
Total Residential Population:		197,095			
Employee/Residential Population Ratio (per 100 Residents)		108			
by SIC Codes		Businesses		Employees	
		Number	Percent	Number	Percent
Agriculture & Mining		270	1.5%	2,801	1.3%
Construction		709	3.8%	7,232	3.4%
Manufacturing		432	2.3%	13,381	6.3%
Transportation		360	1.9%	4,368	2.1%
Communication		167	0.9%	3,120	1.5%
Utility		27	0.1%	768	0.4%
Wholesale Trade		490	2.6%	7,162	3.4%
Retail Trade Summary		2,725	14.7%	43,577	20.5%
Home Improvement		104	0.6%	1,906	0.9%
General Merchandise Stores		108	0.6%	3,154	1.5%
Food Stores		222	1.2%	2,971	1.4%
Auto Dealers, Gas Stations, Auto Aftermarket		226	1.2%	2,679	1.3%
Apparel & Accessory Stores		219	1.2%	2,076	1.0%
Furniture & Home Furnishings		235	1.3%	3,522	1.7%
Eating & Drinking Places		926	5.0%	15,246	7.2%
Miscellaneous Retail		685	3.7%	12,022	5.7%
Finance, Insurance, Real Estate Summary		3,107	16.7%	34,664	16.3%
Banks, Savings & Lending Institutions		429	2.3%	5,164	2.4%
Securities Brokers		633	3.4%	6,549	3.1%
Insurance Carriers & Agents		569	3.1%	8,502	4.0%
Real Estate, Holding, Other Investment Offices		1,477	8.0%	14,450	6.8%
Services Summary		7,453	40.2%	91,079	42.9%
Hotels & Lodging		104	0.6%	3,756	1.8%
Automotive Services		222	1.2%	2,691	1.3%
Motion Pictures & Amusements		344	1.9%	3,890	1.8%
Health Services		1,160	6.2%	15,261	7.2%
Legal Services		760	4.1%	5,598	2.6%
Education Institutions & Libraries		215	1.2%	6,536	3.1%
Other Services		4,648	25.0%	53,347	25.2%
Government		96	0.5%	2,247	1.1%
Unclassified Establishments		2,724	14.7%	1,709	0.8%
Totals		18,561	100.0%	212,109	100.0%

Source: Copyright 2022 Data Axle, Inc. All rights reserved. Esri Total Residential Population forecasts for 2022.

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by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	42	0.2%	166	0.1%
Mining	107	0.6%	1,095	0.5%
Utilities	12	0.1%	392	0.2%
Construction	804	4.3%	8,783	4.1%
Manufacturing	445	2.4%	13,775	6.5%
Wholesale Trade	479	2.6%	7,092	3.3%
Retail Trade	1,715	9.2%	27,205	12.8%
Motor Vehicle & Parts Dealers	190	1.0%	2,437	1.1%
Furniture & Home Furnishings Stores	119	0.6%	1,639	0.8%
Electronics & Appliance Stores	109	0.6%	1,191	0.6%
Bldg Material & Garden Equipment & Supplies Dealers	105	0.6%	1,919	0.9%
Food & Beverage Stores	149	0.8%	2,583	1.2%
Health & Personal Care Stores	171	0.9%	5,628	2.7%
Gasoline Stations	37	0.2%	242	0.1%
Clothing & Clothing Accessories Stores	324	1.7%	2,637	1.2%
Sport Goods, Hobby, Book, & Music Stores	83	0.4%	919	0.4%
General Merchandise Stores	108	0.6%	3,154	1.5%
Miscellaneous Store Retailers	252	1.4%	2,458	1.2%
Nonstore Retailers	69	0.4%	2,397	1.1%
Transportation & Warehousing	258	1.4%	3,366	1.6%
Information	525	2.8%	8,652	4.1%
Finance & Insurance	1,682	9.1%	20,710	9.8%
Central Bank/Credit Intermediation & Related Activities	428	2.3%	5,169	2.4%
Securities, Commodity Contracts & Other Financial	676	3.6%	6,897	3.3%
Insurance Carriers & Related Activities; Funds, Trusts &	579	3.1%	8,644	4.1%
Real Estate, Rental & Leasing	1,325	7.1%	12,874	6.1%
Professional, Scientific & Tech Services	3,020	16.3%	32,365	15.3%
Legal Services	830	4.5%	6,690	3.2%
Management of Companies & Enterprises	137	0.7%	801	0.4%
Administrative & Support & Waste Management & Remediation	800	4.3%	9,839	4.6%
Educational Services	273	1.5%	6,900	3.3%
Health Care & Social Assistance	1,375	7.4%	17,619	8.3%
Arts, Entertainment & Recreation	283	1.5%	3,625	1.7%
Accommodation & Food Services	1,061	5.7%	19,155	9.0%
Accommodation	104	0.6%	3,756	1.8%
Food Services & Drinking Places	957	5.2%	15,399	7.3%
Other Services (except Public Administration)	1,403	7.6%	13,774	6.5%
Automotive Repair & Maintenance	171	0.9%	1,809	0.9%
Public Administration	95	0.5%	2,239	1.1%
Unclassified Establishments	2,718	14.6%	1,681	0.8%
Total	18,561	100.0%	212,109	100.0%

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Civilian Labor Force Profile

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2022 Labor Force						
Age Group	Population	Employed	Unemployed	Unemployment Rate	Labor Force Participation Rate	Employment-Population Ratio
16+	162,342	123,558	3,756	3.0%	78.4%	76
16-24	21,624	16,049	586	3.5%	76.9%	74
25-54	87,629	77,689	2,300	2.9%	91.3%	89
55-64	22,821	18,085	436	2.4%	81.2%	79
65+	30,267	11,735	435	3.6%	40.2%	39
Economic Dependency Ratio						
Total						59.4
Child (<16)						28.1
Working-Age (16-64)						16.3
Senior (65+)						15.0
Industry	Employed		Percent		US Percent	Location Quotient
Total	123,558		100.0%		100.0%	-
Agriculture/Forestry/Fishing	182		0.1%		1.2%	0.08
Mining/Quarrying/Oil & Gas	595		0.5%		0.4%	1.25
Construction	7,440		6.0%		7.1%	0.85
Manufacturing	6,924		5.6%		9.6%	0.58
Wholesale Trade	3,744		3.0%		2.5%	1.20
Retail Trade	13,699		11.1%		10.8%	1.03
Transportation/Warehousing	4,962		4.0%		5.5%	0.73
Utilities	573		0.5%		0.8%	0.62
Information	3,232		2.6%		1.9%	1.37
Finance/Insurance	11,891		9.6%		4.8%	2.00
Real Estate/Rental/Leasing	4,471		3.6%		2.0%	1.80
Professional/Scientific/Tech	17,019		13.8%		8.0%	1.73
Management of Companies	216		0.2%		0.1%	2.00
Admin/Support/Waste Management	5,897		4.8%		3.8%	1.26
Educational Services	7,639		6.2%		9.0%	0.69
Health Care/Social Assistance	13,894		11.2%		14.5%	0.77
Arts/Entertainment/Recreation	2,011		1.6%		1.8%	0.89
Accommodation/Food Services	10,773		8.7%		6.5%	1.34
Other Services (Excluding Public)	6,143		5.0%		4.7%	1.06
Public Administration	2,251		1.8%		4.9%	0.37

Data Note: Location Quotients compare the industry/occupation share of a local area's employment relative to that same share nationally. A value lower/greater than 1 indicates that the local area is less/more specialized in that industry or occupation category than the US as a whole.

Explore the Esri Labor Force Learn Lesson for more information on how to use and interpret the estimates in this report.

Source: Esri forecasts for 2022 and 2027.

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Civilian Labor Force Profile

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Occupation	Employed	Percent	US Percent	Location Quotient
Total	123,558	100.0%	100.0%	-
White Collar	90,201	73.0%	61.8%	1.18
Management	17,955	14.5%	11.5%	1.26
Business/Financial	15,722	12.7%	6.0%	2.12
Computer/Mathematical	7,739	6.3%	3.7%	1.70
Architecture/Engineering	1,904	1.5%	1.9%	0.79
Life/Physical/Social Sciences	1,209	1.0%	1.0%	1.00
Community/Social Service	1,421	1.2%	1.9%	0.63
Legal	2,689	2.2%	1.1%	2.00
Education/Training/Library	5,871	4.8%	5.9%	0.81
Arts/Design/Entertainment	3,062	2.5%	2.0%	1.25
Healthcare Practitioner	6,954	5.6%	6.5%	0.86
Sales and Sales Related	13,789	11.2%	9.2%	1.22
Office/Administrative Support	11,886	9.6%	11.1%	0.86
Blue Collar	16,046	13.0%	22.3%	0.58
Farming/Fishing/Forestry	119	0.1%	0.6%	0.17
Construction/Extraction	5,118	4.1%	5.2%	0.79
Installation/Maintenance/Repair	1,917	1.6%	3.0%	0.53
Production	2,900	2.3%	5.4%	0.43
Transportation/Material Moving	5,992	4.8%	8.1%	0.59
Services	17,315	14.0%	15.9%	0.88
Healthcare Support	2,773	2.2%	3.4%	0.65
Protective Service	1,199	1.0%	2.0%	0.50
Food Preparation/Serving	7,217	5.8%	5.0%	1.16
Building Maintenance	4,059	3.3%	3.6%	0.92
Personal Care/Service	2,067	1.7%	1.9%	0.89

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Population Summary	
2010 Total Population	174,622
2020 Total Population	191,368
2020 Group Quarters	474
2022 Total Population	197,095
2022 Group Quarters	474
2027 Total Population	201,722
2022-2027 Annual Rate	0.47%
2022 Total Daytime Population	323,641
Workers	248,338
Residents	75,303
Household Summary	
2010 Households	81,160
2010 Average Household Size	2.15
2020 Total Households	89,595
2020 Average Household Size	2.13
2022 Households	92,424
2022 Average Household Size	2.13
2027 Households	94,782
2027 Average Household Size	2.12
2022-2027 Annual Rate	0.51%
2010 Families	41,595
2010 Average Family Size	2.96
2022 Families	44,697
2022 Average Family Size	3.04
2027 Families	45,863
2027 Average Family Size	3.02
2022-2027 Annual Rate	0.52%
Housing Unit Summary	
2000 Housing Units	84,123
Owner Occupied Housing Units	39.0%
Renter Occupied Housing Units	54.7%
Vacant Housing Units	6.3%
2010 Housing Units	89,686
Owner Occupied Housing Units	37.3%
Renter Occupied Housing Units	53.2%
Vacant Housing Units	9.5%
2020 Housing Units	97,652
Vacant Housing Units	8.3%
2022 Housing Units	100,587
Owner Occupied Housing Units	33.5%
Renter Occupied Housing Units	58.4%
Vacant Housing Units	8.1%
2027 Housing Units	104,044
Owner Occupied Housing Units	33.3%
Renter Occupied Housing Units	57.8%
Vacant Housing Units	8.9%
Median Household Income	
2022	\$77,657
2027	\$87,332
Median Home Value	
2022	\$421,784
2027	\$454,768
Per Capita Income	
2022	\$60,790
2027	\$67,864
Median Age	
2010	35.2
2022	37.2
2027	37.6

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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2022 Households by Income

Household Income Base	92,424
<\$15,000	4.6%
\$15,000 - \$24,999	4.8%
\$25,000 - \$34,999	6.1%
\$35,000 - \$49,999	13.6%
\$50,000 - \$74,999	19.3%
\$75,000 - \$99,999	12.5%
\$100,000 - \$149,999	16.3%
\$150,000 - \$199,999	7.0%
\$200,000+	15.9%
Average Household Income	\$129,612

2027 Households by Income

Household Income Base	94,782
<\$15,000	3.2%
\$15,000 - \$24,999	3.4%
\$25,000 - \$34,999	5.0%
\$35,000 - \$49,999	11.6%
\$50,000 - \$74,999	19.3%
\$75,000 - \$99,999	13.3%
\$100,000 - \$149,999	18.1%
\$150,000 - \$199,999	8.8%
\$200,000+	17.2%
Average Household Income	\$144,496

2022 Owner Occupied Housing Units by Value

Total	33,662
<\$50,000	0.5%
\$50,000 - \$99,999	1.6%
\$100,000 - \$149,999	2.0%
\$150,000 - \$199,999	4.2%
\$200,000 - \$249,999	6.3%
\$250,000 - \$299,999	8.7%
\$300,000 - \$399,999	22.9%
\$400,000 - \$499,999	17.5%
\$500,000 - \$749,999	22.5%
\$750,000 - \$999,999	6.6%
\$1,000,000 - \$1,499,999	3.9%
\$1,500,000 - \$1,999,999	1.5%
\$2,000,000 +	1.8%
Average Home Value	\$522,249

2027 Owner Occupied Housing Units by Value

Total	34,574
<\$50,000	0.0%
\$50,000 - \$99,999	0.1%
\$100,000 - \$149,999	0.5%
\$150,000 - \$199,999	1.5%
\$200,000 - \$249,999	3.8%
\$250,000 - \$299,999	7.3%
\$300,000 - \$399,999	25.3%
\$400,000 - \$499,999	21.3%
\$500,000 - \$749,999	23.8%
\$750,000 - \$999,999	8.9%
\$1,000,000 - \$1,499,999	4.7%
\$1,500,000 - \$1,999,999	1.6%
\$2,000,000 +	1.4%
Average Home Value	\$560,778

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	174,624
0 - 4	6.7%
5 - 9	5.7%
10 - 14	5.2%
15 - 24	12.1%
25 - 34	19.9%
35 - 44	14.0%
45 - 54	13.8%
55 - 64	10.9%
65 - 74	6.3%
75 - 84	3.8%
85 +	1.5%
18 +	79.3%

2022 Population by Age

Total	197,094
0 - 4	5.6%
5 - 9	5.5%
10 - 14	5.5%
15 - 24	12.0%
25 - 34	17.8%
35 - 44	14.8%
45 - 54	11.8%
55 - 64	11.6%
65 - 74	8.9%
75 - 84	4.7%
85 +	1.8%
18 +	80.3%

2027 Population by Age

Total	201,720
0 - 4	5.7%
5 - 9	5.3%
10 - 14	5.2%
15 - 24	12.7%
25 - 34	17.2%
35 - 44	14.4%
45 - 54	12.1%
55 - 64	10.7%
65 - 74	9.3%
75 - 84	5.4%
85 +	1.9%
18 +	80.8%

2010 Population by Sex

Males	85,513
Females	89,110

2022 Population by Sex

Males	97,375
Females	99,720

2027 Population by Sex

Males	99,462
Females	102,260

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2010 Population by Race/Ethnicity

Total	174,621
White Alone	68.8%
Black Alone	11.5%
American Indian Alone	0.6%
Asian Alone	5.4%
Pacific Islander Alone	0.0%
Some Other Race Alone	11.0%
Two or More Races	2.7%
Hispanic Origin	27.3%
Diversity Index	69.8

2020 Population by Race/Ethnicity

Total	191,368
White Alone	51.7%
Black Alone	15.0%
American Indian Alone	0.7%
Asian Alone	6.3%
Pacific Islander Alone	0.1%
Some Other Race Alone	12.1%
Two or More Races	14.1%
Hispanic Origin	27.9%
Diversity Index	80.4

2022 Population by Race/Ethnicity

Total	197,094
White Alone	50.6%
Black Alone	15.0%
American Indian Alone	0.8%
Asian Alone	6.4%
Pacific Islander Alone	0.1%
Some Other Race Alone	12.3%
Two or More Races	14.8%
Hispanic Origin	28.6%
Diversity Index	81.0

2027 Population by Race/Ethnicity

Total	201,722
White Alone	47.6%
Black Alone	15.2%
American Indian Alone	0.8%
Asian Alone	6.8%
Pacific Islander Alone	0.1%
Some Other Race Alone	13.0%
Two or More Races	16.6%
Hispanic Origin	30.0%
Diversity Index	82.7

2010 Population by Relationship and Household Type

Total	174,623
In Households	99.7%
In Family Households	72.4%
Householder	23.8%
Spouse	17.4%
Child	24.8%
Other relative	4.5%
Nonrelative	1.9%
In Nonfamily Households	27.3%
In Group Quarters	0.3%
Institutionalized Population	0.3%
Noninstitutionalized Population	0.0%

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.

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2022 Population 25+ by Educational Attainment

Total	140,718
Less than 9th Grade	3.8%
9th - 12th Grade, No Diploma	3.5%
High School Graduate	11.9%
GED/Alternative Credential	1.5%
Some College, No Degree	16.2%
Associate Degree	5.9%
Bachelor's Degree	36.5%
Graduate/Professional Degree	20.7%

2022 Population 15+ by Marital Status

Total	164,317
Never Married	37.6%
Married	47.7%
Widowed	3.4%
Divorced	11.3%

2022 Civilian Population 16+ in Labor Force

Civilian Population 16+	127,314
Population 16+ Employed	97.0%
Population 16+ Unemployment rate	3.0%
Population 16-24 Employed	13.0%
Population 16-24 Unemployment rate	3.5%
Population 25-54 Employed	62.9%
Population 25-54 Unemployment rate	2.9%
Population 55-64 Employed	14.6%
Population 55-64 Unemployment rate	2.4%
Population 65+ Employed	9.5%
Population 65+ Unemployment rate	3.6%

2022 Employed Population 16+ by Industry

Total	123,558
Agriculture/Mining	0.6%
Construction	6.0%
Manufacturing	5.6%
Wholesale Trade	3.0%
Retail Trade	11.1%
Transportation/Utilities	4.5%
Information	2.6%
Finance/Insurance/Real Estate	13.2%
Services	51.5%
Public Administration	1.8%

2022 Employed Population 16+ by Occupation

Total	123,562
White Collar	73.0%
Management/Business/Financial	27.3%
Professional	25.0%
Sales	11.2%
Administrative Support	9.6%
Services	14.0%
Blue Collar	13.0%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	4.1%
Installation/Maintenance/Repair	1.6%
Production	2.3%
Transportation/Material Moving	4.8%

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2010 Households by Type

Total	81,167
Households with 1 Person	40.2%
Households with 2+ People	59.8%
Family Households	51.2%
Husband-wife Families	37.5%
With Related Children	16.0%
Other Family (No Spouse Present)	13.8%
Other Family with Male Householder	4.1%
With Related Children	2.1%
Other Family with Female Householder	9.7%
With Related Children	6.4%
Nonfamily Households	8.6%

All Households with Children	24.8%
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Multigenerational Households	2.1%
Unmarried Partner Households	6.4%
Male-female	5.4%
Same-sex	1.0%

2010 Households by Size

Total	81,161
1 Person Household	40.2%
2 Person Household	32.0%
3 Person Household	12.3%
4 Person Household	9.0%
5 Person Household	4.1%
6 Person Household	1.4%
7 + Person Household	1.1%

2010 Households by Tenure and Mortgage Status

Total	81,159
Owner Occupied	41.3%
Owned with a Mortgage/Loan	28.4%
Owned Free and Clear	12.8%
Renter Occupied	58.7%

2022 Affordability, Mortgage and Wealth

Housing Affordability Index	79
Percent of Income for Mortgage	28.6%
Wealth Index	125

2010 Housing Units By Urban/ Rural Status

Total Housing Units	89,686
Housing Units Inside Urbanized Area	100.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	0.0%

2010 Population By Urban/ Rural Status

Total Population	174,622
Population Inside Urbanized Area	100.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	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.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

November 14, 2022



Market Profile

14555 Dallas Pkwy, Dallas, Texas, 75254
Drive Time: 10 minute radii

Prepared by Esri
Latitude: 32.94340
Longitude: -96.82426

10 minutes

Top 3 Tapestry Segments

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

2022 Consumer Spending

Apparel & Services: Total \$	\$288,728,181
Average Spent	\$3,123.95
Spending Potential Index	130
Education: Total \$	\$242,096,271
Average Spent	\$2,619.41
Spending Potential Index	134
Entertainment/Recreation: Total \$	\$404,139,266
Average Spent	\$4,372.67
Spending Potential Index	119
Food at Home: Total \$	\$712,745,821
Average Spent	\$7,711.70
Spending Potential Index	125
Food Away from Home: Total \$	\$518,373,183
Average Spent	\$5,608.64
Spending Potential Index	130
Health Care: Total \$	\$746,059,978
Average Spent	\$8,072.15
Spending Potential Index	114
HH Furnishings & Equipment: Total \$	\$286,761,890
Average Spent	\$3,102.68
Spending Potential Index	121
Personal Care Products & Services: Total \$	\$118,300,165
Average Spent	\$1,279.97
Spending Potential Index	126
Shelter: Total \$	\$2,733,920,503
Average Spent	\$29,580.20
Spending Potential Index	129
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$286,089,840
Average Spent	\$3,095.41
Spending Potential Index	114
Travel: Total \$	\$319,010,231
Average Spent	\$3,451.60
Spending Potential Index	120
Vehicle Maintenance & Repairs: Total \$	\$142,289,785
Average Spent	\$1,539.53
Spending Potential Index	122

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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

November 14, 2022



Tapestry Segmentation Area Profile

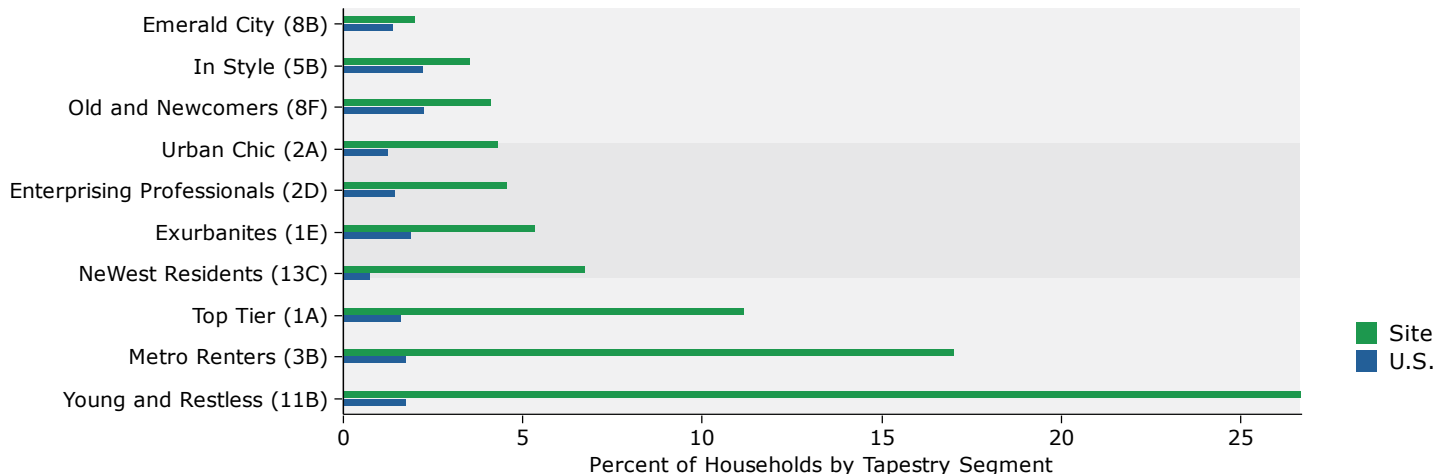
14555 Dallas Pkwy, Dallas, Texas, 75254
Drive Time: 10 minute radius

Prepared by Esri
Latitude: 32.94340
Longitude: -96.82426

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2022 Households		2022 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Young and Restless (11B)	26.7%	26.7%	1.8%	1.8%	1506
2	Metro Renters (3B)	17.0%	43.7%	1.8%	3.5%	965
3	Top Tier (1A)	11.2%	55.0%	1.6%	5.2%	689
4	NeWest Residents (13C)	6.8%	61.7%	0.8%	6.0%	847
5	Exurbanites (1E)	5.4%	67.1%	1.9%	7.9%	280
Subtotal		67.1%		7.9%		
6	Enterprising Professionals (2D)	4.6%	71.7%	1.5%	9.4%	314
7	Urban Chic (2A)	4.4%	76.1%	1.3%	10.6%	340
8	Old and Newcomers (8F)	4.1%	80.2%	2.3%	12.9%	181
9	In Style (5B)	3.6%	83.8%	2.2%	15.2%	159
10	Emerald City (8B)	2.0%	85.8%	1.4%	16.6%	142
Subtotal		18.7%		8.7%		
11	Urban Villages (7B)	1.7%	87.5%	1.0%	17.6%	160
12	Comfortable Empty Nesters (5A)	1.5%	89.0%	2.4%	20.1%	63
13	Bright Young Professionals (8C)	1.5%	90.5%	2.3%	22.4%	66
14	Golden Years (9B)	1.3%	91.9%	1.3%	23.7%	101
15	Laptops and Lattes (3A)	1.1%	93.0%	1.1%	24.8%	102
Subtotal		7.1%		8.1%		
16	Diverse Convergence (13A)	1.1%	94.1%	1.2%	26.0%	88
17	Retirement Communities (9E)	1.1%	95.1%	1.2%	27.2%	89
18	Set to Impress (11D)	0.9%	96.0%	1.4%	28.6%	64
19	Parks and Rec (5C)	0.9%	96.9%	2.0%	30.6%	45
20	Southwestern Families (7F)	0.9%	97.8%	0.8%	31.3%	111
Subtotal		4.9%		6.6%		
Total		97.8%		31.3%		312

Top Ten Tapestry Segments Site vs. U.S.



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri

November 14, 2022

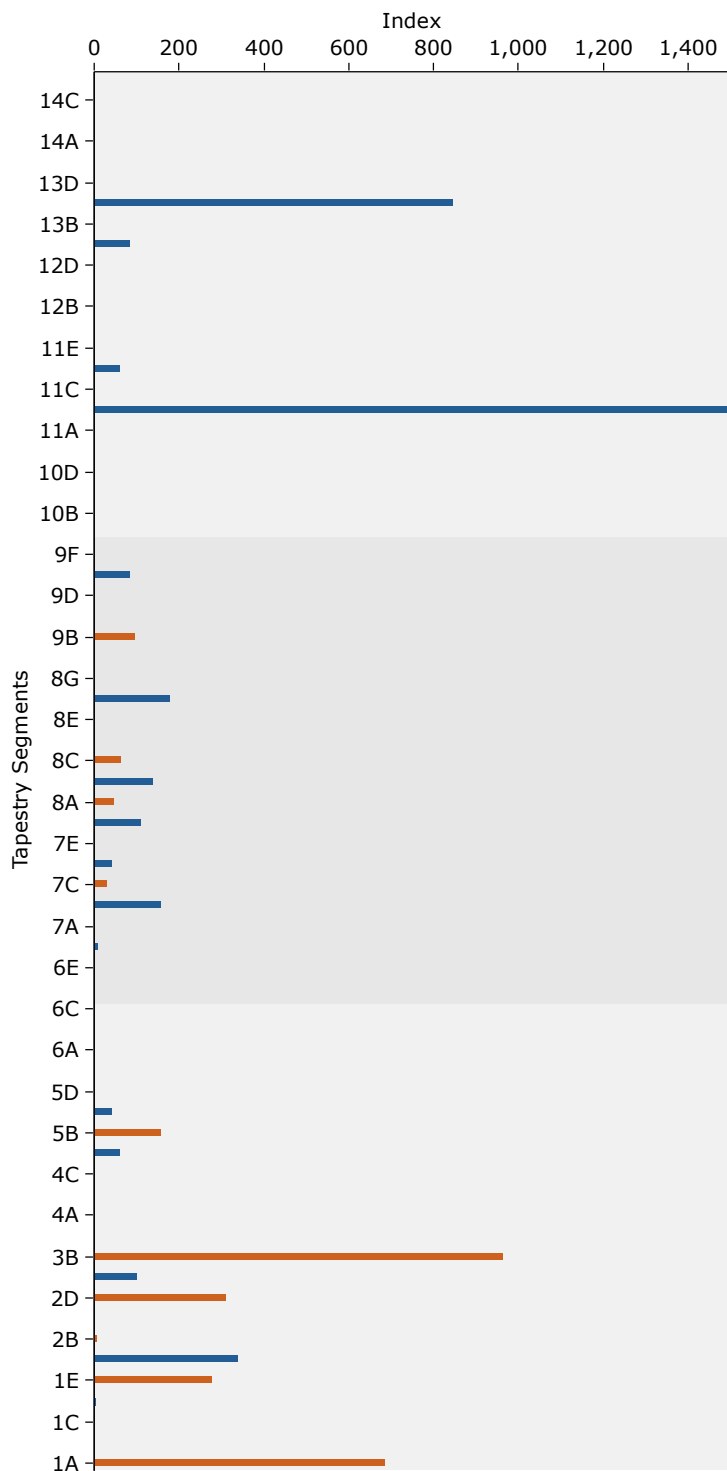


Tapestry Segmentation Area Profile

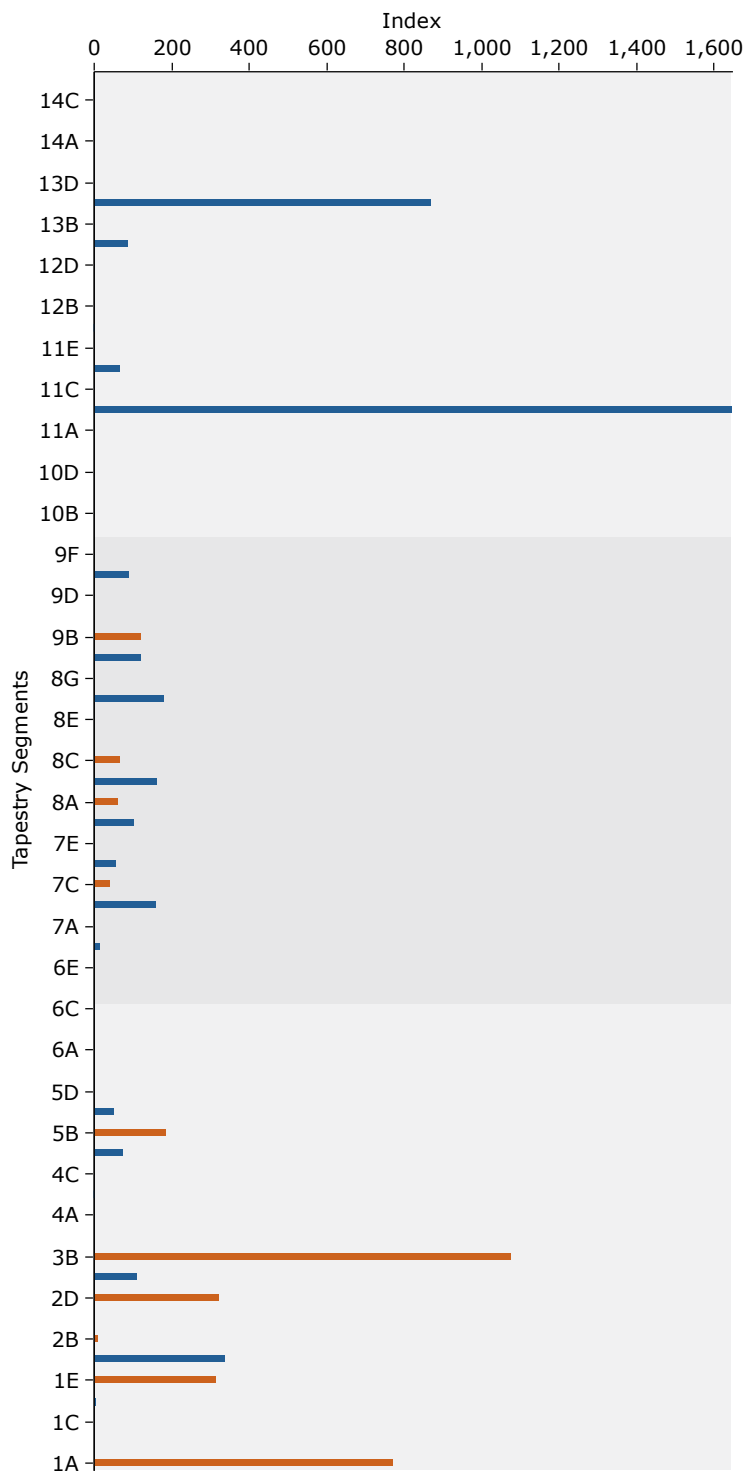
14555 Dallas Pkwy, Dallas, Texas, 75254
Drive Time: 10 minute radius

Prepared by Esri
Latitude: 32.94340
Longitude: -96.82426

2022 Tapestry Indexes by Households



2022 Tapestry Indexes by Total Population 18+



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

14555 Dallas Pkwy, Dallas, Texas, 75254
Drive Time: 10 minute radius

Prepared by Esri
Latitude: 32.94340
Longitude: -96.82426

Tapestry LifeMode Groups	2022 Households			2022 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	92,423	100.0%		158,323	100.0%	
1. Affluent Estates	15,399	16.7%	170	31,540	19.9%	184
Top Tier (1A)	10,365	11.2%	689	21,532	13.6%	773
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	57	0.1%	2	140	0.1%	3
Exurbanites (1E)	4,977	5.4%	280	9,868	6.2%	316
2. Upscale Avenues	8,485	9.2%	165	14,312	9.0%	153
Urban Chic (2A)	4,028	4.4%	340	6,711	4.2%	341
Pleasantville (2B)	205	0.2%	10	440	0.3%	12
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	4,252	4.6%	314	7,161	4.5%	325
3. Uptown Individuals	16,761	18.1%	462	25,429	16.1%	492
Laptops and Lattes (3A)	1,019	1.1%	102	1,607	1.0%	111
Metro Renters (3B)	15,742	17.0%	965	23,822	15.0%	1,078
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	2	0.0%	0	19	0.0%	0
Workday Drive (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	2	0.0%	0	19	0.0%	1
Middleburg (4C)	0	0.0%	0	0	0.0%	0
5. GenXurban	5,522	6.0%	53	10,898	6.9%	63
Comfortable Empty Nesters (5A)	1,416	1.5%	63	2,991	1.9%	77
In Style (5B)	3,287	3.6%	159	6,293	4.0%	188
Parks and Rec (5C)	819	0.9%	45	1,614	1.0%	53
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
6. Cozy Country Living	262	0.3%	2	547	0.3%	3
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	262	0.3%	13	547	0.3%	17
7. Sprouting Explorers	3,241	3.5%	23	7,258	4.6%	55
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	1,540	1.7%	160	3,564	2.3%	161
Urban Edge Families (7C)	451	0.5%	32	1,118	0.7%	42
Forging Opportunity (7D)	434	0.5%	45	1,126	0.7%	60
Farm to Table (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	816	0.9%	111	1,450	0.9%	105

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri

November 14, 2022



Tapestry Segmentation Area Profile

14555 Dallas Pkwy, Dallas, Texas, 75254
Drive Time: 10 minute radius

Prepared by Esri
Latitude: 32.94340
Longitude: -96.82426

Tapestry LifeMode Groups	2022 Households			2022 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	92,423	100.0%		158,323	100.0%	
8. Middle Ground	7,754	8.4%	77	12,786	8.1%	79
City Lights (8A)	641	0.7%	48	1,509	1.0%	64
Emerald City (8B)	1,876	2.0%	142	3,210	2.0%	164
Bright Young Professionals (8C)	1,408	1.5%	66	2,309	1.5%	70
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	3,829	4.1%	181	5,758	3.6%	182
Hometown Heritage (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	2,208	2.4%	41	3,933	2.5%	48
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	1,230	1.3%	101	2,368	1.5%	123
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	978	1.1%	89	1,565	1.0%	94
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
10. Rustic Outposts	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Economic BedRock (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	25,510	27.6%	439	38,585	24.4%	445
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	24,689	26.7%	1,506	37,324	23.6%	1,649
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	821	0.9%	64	1,261	0.8%	68
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	1	0.0%	0	13	0.0%	0
Family Foundations (12A)	1	0.0%	0	13	0.0%	1
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
Small Town Sincerity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	7,278	7.9%	200	13,003	8.2%	194
Diverse Convergence (13A)	1,010	1.1%	88	1,887	1.2%	89
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	6,268	6.8%	847	11,116	7.0%	871
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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Source: Esri

November 14, 2022



Tapestry Segmentation Area Profile

14555 Dallas Pkwy, Dallas, Texas, 75254
Drive Time: 10 minute radius

Prepared by Esri
Latitude: 32.94340
Longitude: -96.82426

Tapestry Urbanization Groups	2022 Households			2022 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	92,423	100.0%		158,323	100.0%	
1. Principal Urban Center	23,029	24.9%	341	36,545	23.1%	341
Laptops and Lattes (3A)	1,019	1.1%	102	1,607	1.0%	111
Metro Renters (3B)	15,742	17.0%	965	23,822	15.0%	1,078
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	6,268	6.8%	847	11,116	7.0%	871
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	6,301	6.8%	28	12,976	8.2%	47
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	1,540	1.7%	160	3,564	2.3%	161
Urban Edge Families (7C)	451	0.5%	32	1,118	0.7%	42
Forging Opportunity (7D)	434	0.5%	45	1,126	0.7%	60
Southwestern Families (7F)	816	0.9%	111	1,450	0.9%	105
City Lights (8A)	641	0.7%	48	1,509	1.0%	64
Bright Young Professionals (8C)	1,408	1.5%	66	2,309	1.5%	70
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	1	0.0%	0	13	0.0%	1
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
Diverse Convergence (13A)	1,010	1.1%	88	1,887	1.2%	89
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	35,480	38.4%	212	55,411	35.0%	208
In Style (5B)	3,287	3.6%	159	6,293	4.0%	188
Emerald City (8B)	1,876	2.0%	142	3,210	2.0%	164
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	3,829	4.1%	181	5,758	3.6%	182
Hometown Heritage (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	978	1.1%	89	1,565	1.0%	94
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	24,689	26.7%	1,506	37,324	23.6%	1,649
Set to Impress (11D)	821	0.9%	64	1,261	0.8%	68
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri

November 14, 2022



Tapestry Segmentation Area Profile

14555 Dallas Pkwy, Dallas, Texas, 75254
Drive Time: 10 minute radius

Prepared by Esri
Latitude: 32.94340
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Tapestry Urbanization Groups	2022 Households			2022 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	92,423	100.0%		158,323	100.0%	
4. Suburban Periphery	27,351	29.6%	92	52,844	33.4%	100
Top Tier (1A)	10,365	11.2%	689	21,532	13.6%	773
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	57	0.1%	2	140	0.1%	3
Exurbanites (1E)	4,977	5.4%	280	9,868	6.2%	316
Urban Chic (2A)	4,028	4.4%	340	6,711	4.2%	341
Pleasantville (2B)	205	0.2%	10	440	0.3%	12
Enterprising Professionals (2D)	4,252	4.6%	314	7,161	4.5%	325
Workday Drive (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	2	0.0%	0	19	0.0%	1
Comfortable Empty Nesters (5A)	1,416	1.5%	63	2,991	1.9%	77
Parks and Rec (5C)	819	0.9%	45	1,614	1.0%	53
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	1,230	1.3%	101	2,368	1.5%	123
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	262	0.3%	3	547	0.3%	4
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	262	0.3%	13	547	0.3%	17
Farm to Table (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Small Town Sincerity (12C)	0	0.0%	0	0	0.0%	0
6. Rural	0	0.0%	0	0	0.0%	0
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Economic BedRock (10C)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri

November 14, 2022