



Date: 02/11/11
Current Geography Selection: (1 Selected) 10 mile radius: 13331 PRESTON RD, DALLAS, TX 75240
Your title for this geography: Valley View Center
Current Index Base: Entire US

Lat: 32.931110 **Long:** -96.803774
City: Dallas **Pop:** 1,266,631
County: Dallas County **Pop:** 2,447,682
Zip: 75240 **Pop:** 26,984

Complete Demographic Comparison Report

10 Miles: Dallas County Texas Entire US

Q3 2010 Demographics

	10 Miles:	Dallas County	Texas	Entire US
Total Population	1,295,312	2,466,671	25,208,319	308,718,914
Total Households	533,861	900,008	8,882,162	115,323,539
Female Population	640,893	1,234,418	12,666,246	156,712,984
% Female	49.5%	50.0%	50.3%	50.8%
Male Population	654,419	1,232,253	12,542,073	152,005,930
% Male	50.5%	50.0%	49.8%	49.2%
Population Density (per Sq. Mi.)	4,123.11	2,715.31	95.23	85.85

Number of Employees (Full Time)	1,079,217	1,377,668	9,592,888	120,891,555
Number of Establishments	49,921	63,246	572,024	8,281,260

Age

Age 0 - 4	8.2%	8.1%	7.6%	6.4%
Age 5 - 13	14.3%	14.2%	13.5%	11.8%
Age 14 - 17	4.9%	5.6%	5.7%	5.3%
Age 18 - 21	4.8%	5.7%	6.3%	6.2%
Age 22 - 24	3.1%	3.9%	4.4%	4.2%
Age 25 - 34	11.6%	12.9%	13.1%	12.4%
Age 35 - 44	16.9%	15.3%	13.3%	13.0%
Age 45 - 54	15.1%	14.3%	14.2%	14.7%
Age 55 - 64	11.1%	10.3%	10.9%	12.0%
Age 65 - 74	6.0%	5.7%	6.3%	7.5%
Age 75 - 84	2.9%	3.0%	3.6%	4.6%
Age 85 +	1.0%	1.0%	1.1%	1.7%
Median Age	37	35	35	38

Race and Ethnicity (Includes Hispanics)

White	78.0%	70.9%	81.9%	79.2%
Black	11.0%	22.1%	12.2%	13.3%
Asian or Pacific Islander	8.7%	4.6%	3.6%	4.6%
Other	2.4%	2.4%	2.3%	3.0%

Ethnicity

Hispanic	34.5%	39.4%	37.1%	16.1%
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Non-Hispanic	65.5%	60.6%	62.9%	83.9%
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Household Income

Income \$ 0 - \$9,999	4.0%	5.9%	6.8%	6.6%
Income \$ 10,000 - \$14,999	3.2%	4.5%	4.8%	4.7%
Income \$ 15,000 - \$24,999	6.9%	9.0%	9.9%	9.7%
Income \$ 25,000 - \$34,999	8.8%	10.7%	10.5%	10.2%
Income \$ 35,000 - \$49,999	14.6%	16.3%	15.1%	14.7%
Income \$ 50,000 - \$74,999	19.2%	20.5%	19.7%	19.9%
Income \$ 75,000 - \$99,999	13.3%	12.7%	12.9%	13.3%
Income \$100,000 - \$124,999	9.1%	7.6%	7.7%	8.0%
Income \$125,000 - \$174,999	9.8%	6.6%	7.1%	7.2%
Income \$175,000 +	11.1%	6.2%	5.4%	5.7%

Average Household Income	\$94,711	\$74,471	\$70,956	\$72,656
Median Household Income	\$65,692	\$53,671	\$53,064	\$54,475
Per Capita Income	\$39,035	\$27,172	\$25,001	\$27,141

Educational Attainment

Total Population Age 25+	838,210	1,541,482	15,743,968	203,575,166
Grade Less than 9	9.1%	12.2%	11.1%	7.5%
Grade 9 - 11, no diploma	8.1%	13.3%	12.5%	11.9%
High School Graduate	14.8%	21.9%	24.5%	28.4%
College Degree	47.2%	31.2%	29.3%	30.9%
Some College, No Degree	20.8%	21.4%	22.6%	21.3%
Advanced Degrees	14.1%	8.6%	7.8%	8.8%

Educational Enrollment of Total Population

Not Enrolled	75.6%	73.2%	71.3%	72.7%
Nursery school/Preschool	2.0%	1.9%	1.9%	1.8%
Kindergarten/Elementary school	11.8%	14.3%	14.9%	13.5%
High School	4.6%	5.6%	6.2%	5.8%
College/Graduate/Professional school	6.1%	5.0%	5.7%	6.1%

Housing Units by Tenure

Total Housing Units	564,323	949,139	9,692,469	125,619,260
% Owner Occupied	46.6%	50.6%	59.0%	61.2%
% Renter Occupied	48.0%	44.3%	32.7%	30.6%
% Vacant	5.4%	5.2%	8.4%	8.2%

Average Home Values (Puerto Rico not included in earlier quarters)

Avg Home Value 08Q3	\$248,834	\$180,975	\$157,629	\$272,839
Avg Home Value 08Q4	\$248,291	\$180,656	\$158,299	\$261,965
Avg Home Value 09Q1	\$249,813	\$181,620	\$158,639	\$258,130
Avg Home Value 09Q2	\$252,800	\$183,816	\$159,841	\$257,344

Avg Home Value 09Q3	\$250,184	\$181,763	\$158,594	\$248,814
Avg Home Value 09Q4	\$247,066	\$179,477	\$157,520	\$242,547
Avg Home Value 10Q1	\$246,673	\$179,000	\$156,907	\$240,647
Avg Home Value 10Q2	\$246,594	\$178,738	\$156,815	\$240,632
Avg Home Value 10Q3	\$245,361	\$177,666	\$155,827	\$235,868

Seasonal Population (Puerto Rico not included in earlier quarters)

Seasonal Est 08Q3	3,581	5,626	305,220	6,120,656
Seasonal Est 08Q4	2,668	4,077	244,081	4,457,135
Seasonal Est 09Q1	60	24	118,580	1,793,022
Seasonal Est 09Q2	1,458	2,096	235,293	3,333,577
Seasonal Est 09Q3	3,371	5,353	305,494	6,024,605
Seasonal Est 09Q4	2,825	4,286	260,331	4,382,895
Seasonal Est 10Q1	13	7	103,904	2,209,304
Seasonal Est 10Q2	2,289	3,722	234,216	3,426,335
Seasonal Est 10Q3	3,387	5,365	311,867	5,914,833

Transient Population (Puerto Rico not included in earlier quarters)

Transient Est 08Q3	36,546	50,923	294,872	4,474,459
Transient Est 08Q4	36,984	50,839	270,699	3,886,854
Transient Est 09Q1	39,588	55,098	339,947	4,136,758
Transient Est 09Q2	38,269	54,013	317,855	5,179,299
Transient Est 09Q3	36,855	51,353	296,326	4,486,089
Transient Est 09Q4	35,572	48,866	264,545	3,801,782
Transient Est 10Q1	36,828	50,616	278,237	3,631,526
Transient Est 10Q2	36,828	50,616	278,237	3,631,526
Transient Est 10Q3	37,687	53,205	309,168	5,402,609

2015 Demographics

Total Population	1,425,437	2,761,100	28,251,800	325,381,019
Total Households	590,565	1,009,885	9,927,173	121,224,369
Female Population	706,270	1,382,432	14,199,044	164,971,686
% Female	49.5%	50.1%	50.3%	50.7%
Male Population	719,167	1,378,668	14,052,756	160,409,333
% Male	50.5%	49.9%	49.7%	49.3%

2020 Demographics Forecast

Total Population	1,614,513	3,107,812	31,826,295	343,551,778
Total Households	670,965	1,138,949	11,170,271	127,809,612
Female Population	801,716	1,557,109	16,008,043	174,153,566
% Female	49.7%	50.1%	50.3%	50.7%
Male Population	812,797	1,550,703	15,818,252	169,398,212
% Male	50.3%	49.9%	49.7%	49.3%

2000 Census Demographics

Total Population	1,187,747	2,218,899	20,851,820	281,421,906
Total Households	486,068	808,268	7,397,294	105,539,122
Female Population	586,954	1,112,001	10,516,391	143,505,720
% Female	49.4%	50.1%	50.4%	51.0%
Male Population	600,793	1,106,898	10,335,429	137,916,186
% Male	50.6%	49.9%	49.6%	49.0%

Age				
Age 0 - 4	7.4%	8.1%	7.7%	6.8%
Age 5 - 13	10.7%	12.5%	12.7%	11.8%
Age 14 - 17	5.9%	7.1%	7.7%	7.1%
Age 18 - 21	5.1%	5.8%	6.1%	5.7%
Age 22 - 24	5.2%	4.8%	4.4%	4.0%
Age 25 - 34	20.2%	17.9%	15.0%	14.1%
Age 35 - 44	17.7%	16.9%	16.3%	16.3%
Age 45 - 54	12.8%	11.9%	12.5%	13.4%
Age 55 - 64	7.1%	6.9%	7.6%	8.6%
Age 65 - 74	4.3%	4.4%	5.5%	6.6%
Age 75 +	3.7%	3.6%	4.4%	5.9%
Median Age	33	31	33	35

Housing Units Trend				
Total Housing Units	514,141	854,119	8,157,575	115,904,641
Owner Occupied Housing Units	44.5%	49.7%	57.8%	60.2%
Renter Occupied Housing Units	50.0%	44.8%	32.8%	30.8%
Vacant Housing Units	5.5%	5.4%	9.4%	9.0%

Race and Ethnicity				
White	70.4%	58.4%	71.0%	75.1%
Black	9.1%	20.2%	11.4%	12.2%
Asian or Pacific Islander	6.6%	3.9%	2.7%	3.6%
Other	13.9%	17.5%	14.9%	9.1%

Ethnicity				
Hispanic	24.6%	29.9%	32.0%	12.5%
Non-Hispanic	75.4%	70.1%	68.0%	87.5%

Household Income				
Income \$ 0 - \$19,999	14.4%	18.9%	23.6%	22.1%
Income \$ 20,000 - \$29,999	11.9%	13.6%	13.8%	13.0%
Income \$ 30,000 - \$39,999	12.4%	13.2%	12.7%	12.3%

Income \$ 40,000 - \$49,999	10.4%	10.9%	10.5%	10.6%
Income \$ 50,000 - \$74,999	18.9%	19.5%	18.4%	19.5%
Income \$ 75,000 - \$99,999	11.1%	10.2%	9.5%	10.2%
Income \$100,000 - \$124,999	7.1%	5.3%	4.9%	5.2%
Income \$125,000 - \$149,999	3.8%	2.6%	2.3%	2.5%
Income \$150,000 - \$199,999	4.2%	2.6%	2.1%	2.2%
Income \$200,000 or More	5.7%	3.2%	2.2%	2.4%
Average Household Income	\$76,025	\$61,320	\$54,412	\$56,644
Median Household Income	\$50,919	\$43,736	\$39,934	\$42,318
Per Capita Income	\$34,528	\$22,603	\$19,617	\$21,531

Educational Attainment

Total Population Age 25+	780,822	1,365,848	12,790,893	182,211,639
Grade K - 9	8.8%	11.9%	11.5%	7.6%
Grade 9 - 11, No diploma	8.1%	13.1%	12.9%	12.1%
High School Graduate	15.1%	21.7%	24.8%	28.6%
College Degree	47.1%	32.0%	28.5%	30.7%
Some College, No Degree	21.0%	21.3%	22.4%	21.0%
Advanced Degrees	14.1%	9.0%	7.6%	8.9%

Vehicles Available

0 Vehicles Available	6.3%	8.1%	7.4%	10.3%
1 Vehicle Available	42.8%	40.2%	35.9%	34.2%
2 Vehicles Available	39.3%	38.1%	40.9%	38.3%
3+ Vehicles Available	11.6%	13.5%	15.7%	17.1%

*** The current geography selection may have crossed one or more related geography boundaries. In this case, we have chosen to incorporate the geography related to your selection with the largest area.**

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