



# Market Profile

Park Forest Northwest Shopping Center  
 3555 Forest Ln, Dallas, Texas, 75234  
 Ring bands: 0-1, 1-3, 3-5 mile radii

Prepared by Esri  
 Latitude: 32.91008  
 Longitude: -96.86027

	0 - 1 mile	1 - 3 mile	3 - 5 mile
<b>Population Summary</b>			
2010 Total Population	13,295	91,436	142,753
2020 Total Population	13,969	93,238	159,942
2020 Group Quarters	152	210	804
2023 Total Population	13,745	95,608	166,101
2023 Group Quarters	152	210	801
2028 Total Population	13,716	96,483	169,420
2023-2028 Annual Rate	-0.04%	0.18%	0.40%
2023 Total Daytime Population	15,133	157,328	304,975
Workers	9,114	115,408	235,844
Residents	6,019	41,920	69,131
<b>Household Summary</b>			
2010 Households	5,191	32,505	61,574
2010 Average Household Size	2.56	2.81	2.31
2020 Total Households	5,138	34,840	71,645
2020 Average Household Size	2.69	2.67	2.22
2023 Households	5,052	36,583	74,967
2023 Average Household Size	2.69	2.61	2.20
2028 Households	5,047	37,361	77,057
2028 Average Household Size	2.69	2.58	2.19
2023-2028 Annual Rate	-0.02%	0.42%	0.55%
2010 Families	3,279	21,627	33,730
2010 Average Family Size	3.25	3.45	3.10
2023 Families	3,174	23,081	39,083
2023 Average Family Size	3.47	3.33	3.04
2028 Families	3,211	23,606	40,288
2028 Average Family Size	3.44	3.28	3.00
2023-2028 Annual Rate	0.23%	0.45%	0.61%
<b>Housing Unit Summary</b>			
2000 Housing Units	5,563	35,719	62,063
Owner Occupied Housing Units	68.5%	54.4%	40.4%
Renter Occupied Housing Units	27.4%	41.6%	53.5%
Vacant Housing Units	4.1%	4.0%	6.1%
2010 Housing Units	5,538	35,297	68,662
Owner Occupied Housing Units	66.6%	53.1%	37.7%
Renter Occupied Housing Units	27.1%	39.0%	52.0%
Vacant Housing Units	6.3%	7.9%	10.3%
2020 Housing Units	5,395	38,122	79,073
Owner Occupied Housing Units	67.7%	48.8%	33.8%
Renter Occupied Housing Units	27.6%	42.6%	56.8%
Vacant Housing Units	4.6%	8.9%	9.2%
2023 Housing Units	5,327	40,607	82,837
Owner Occupied Housing Units	65.5%	45.8%	32.8%
Renter Occupied Housing Units	29.4%	44.3%	57.7%
Vacant Housing Units	5.2%	9.9%	9.5%
2028 Housing Units	5,415	41,573	85,092
Owner Occupied Housing Units	63.8%	45.1%	32.5%
Renter Occupied Housing Units	29.4%	44.7%	58.0%
Vacant Housing Units	6.8%	10.1%	9.4%

**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:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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<b>2023 Households by Income</b>			
Household Income Base	5,052	36,583	74,961
<\$15,000	3.8%	5.6%	5.8%
\$15,000 - \$24,999	4.1%	5.5%	6.0%
\$25,000 - \$34,999	6.6%	6.9%	6.4%
\$35,000 - \$49,999	10.2%	11.2%	11.5%
\$50,000 - \$74,999	16.1%	17.2%	19.9%
\$75,000 - \$99,999	11.7%	11.3%	12.9%
\$100,000 - \$149,999	21.4%	17.3%	15.0%
\$150,000 - \$199,999	10.9%	8.9%	6.8%
\$200,000+	15.2%	16.0%	15.7%
Average Household Income	\$130,528	\$133,737	\$129,041
<b>2028 Households by Income</b>			
Household Income Base	5,047	37,361	77,051
<\$15,000	3.4%	4.9%	5.0%
\$15,000 - \$24,999	3.2%	4.4%	4.7%
\$25,000 - \$34,999	5.6%	5.8%	5.4%
\$35,000 - \$49,999	8.9%	9.9%	10.2%
\$50,000 - \$74,999	14.8%	16.2%	19.2%
\$75,000 - \$99,999	11.1%	11.5%	13.4%
\$100,000 - \$149,999	22.9%	18.8%	16.5%
\$150,000 - \$199,999	13.3%	10.9%	8.5%
\$200,000+	16.8%	17.6%	17.1%
Average Household Income	\$145,247	\$148,736	\$143,131
<b>2023 Owner Occupied Housing Units by Value</b>			
Total	3,488	18,570	27,116
<\$50,000	0.2%	0.7%	0.9%
\$50,000 - \$99,999	0.1%	0.7%	1.0%
\$100,000 - \$149,999	1.5%	1.8%	3.3%
\$150,000 - \$199,999	4.6%	6.0%	5.7%
\$200,000 - \$249,999	13.3%	10.1%	8.2%
\$250,000 - \$299,999	14.2%	12.5%	9.1%
\$300,000 - \$399,999	29.0%	20.9%	16.6%
\$400,000 - \$499,999	17.3%	14.5%	10.9%
\$500,000 - \$749,999	14.9%	19.8%	16.2%
\$750,000 - \$999,999	2.8%	6.0%	8.4%
\$1,000,000 - \$1,499,999	0.6%	3.5%	8.4%
\$1,500,000 - \$1,999,999	1.0%	1.5%	4.1%
\$2,000,000 +	0.5%	1.9%	7.1%
Average Home Value	\$412,185	\$499,370	\$678,587
<b>2028 Owner Occupied Housing Units by Value</b>			
Total	3,455	18,746	27,662
<\$50,000	0.0%	0.2%	0.3%
\$50,000 - \$99,999	0.0%	0.3%	0.4%
\$100,000 - \$149,999	0.2%	0.3%	1.0%
\$150,000 - \$199,999	1.3%	1.9%	3.3%
\$200,000 - \$249,999	6.9%	6.7%	6.4%
\$250,000 - \$299,999	10.7%	11.3%	8.3%
\$300,000 - \$399,999	33.7%	22.8%	18.6%
\$400,000 - \$499,999	23.5%	18.8%	14.2%
\$500,000 - \$749,999	19.1%	24.5%	18.6%
\$750,000 - \$999,999	2.7%	6.4%	8.7%
\$1,000,000 - \$1,499,999	0.5%	3.9%	10.5%
\$1,500,000 - \$1,999,999	0.9%	1.4%	4.0%
\$2,000,000 +	0.3%	1.4%	5.7%
Average Home Value	\$443,804	\$528,402	\$696,180

**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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<b>Median Household Income</b>			
2023	\$93,474	\$81,563	\$75,546
2028	\$104,241	\$92,847	\$83,526
<b>Median Home Value</b>			
2023	\$355,435	\$386,799	\$447,727
2028	\$391,166	\$434,301	\$482,499
<b>Per Capita Income</b>			
2023	\$48,050	\$51,507	\$58,181
2028	\$53,512	\$57,968	\$64,997
<b>Median Age</b>			
2010	40.1	33.9	33.9
2020	39.6	36.1	35.8
2023	42.2	35.6	36.7
2028	43.5	36.2	37.4
<b>2020 Population by Age</b>			
Total	13,969	93,238	159,942
0 - 4	6.4%	6.1%	5.8%
5 - 9	5.6%	6.2%	5.5%
10 - 14	6.1%	6.7%	5.5%
15 - 24	11.8%	13.5%	12.2%
25 - 34	13.7%	15.9%	19.8%
35 - 44	13.9%	13.9%	14.4%
45 - 54	12.6%	12.9%	12.0%
55 - 64	13.2%	11.9%	11.5%
65 - 74	9.0%	7.4%	7.8%
75 - 84	5.0%	3.8%	4.0%
85 +	2.7%	1.5%	1.6%
18 +	78.0%	76.8%	79.9%
<b>2023 Population by Age</b>			
Total	13,745	95,607	166,101
0 - 4	5.7%	6.8%	6.1%
5 - 9	6.2%	6.9%	6.2%
10 - 14	7.0%	6.8%	6.0%
15 - 24	10.8%	12.8%	11.9%
25 - 34	10.6%	15.8%	17.0%
35 - 44	13.9%	13.8%	15.3%
45 - 54	12.4%	11.4%	11.5%
55 - 64	12.3%	11.0%	11.0%
65 - 74	10.3%	8.3%	8.8%
75 - 84	7.0%	4.5%	4.5%
85 +	3.8%	1.8%	1.7%
18 +	77.4%	75.8%	78.5%
<b>2028 Population by Age</b>			
Total	13,717	96,484	169,417
0 - 4	5.6%	6.9%	6.2%
5 - 9	6.0%	6.5%	5.9%
10 - 14	6.7%	6.5%	5.7%
15 - 24	11.0%	12.7%	12.5%
25 - 34	9.9%	15.8%	16.0%
35 - 44	13.0%	13.5%	15.0%
45 - 54	13.4%	11.6%	12.0%
55 - 64	11.4%	10.2%	10.2%
65 - 74	10.9%	8.9%	9.1%
75 - 84	7.9%	5.3%	5.4%
85 +	4.2%	2.1%	2.0%
18 +	77.8%	76.6%	79.1%
<b>2020 Population by Sex</b>			

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Males	6,988	46,978	79,920
Females	6,981	46,260	80,022
<b>2023 Population by Sex</b>			
Males	6,795	48,681	83,692
Females	6,950	46,927	82,409
<b>2028 Population by Sex</b>			
Males	6,766	48,951	84,898
Females	6,950	47,532	84,522
<b>2010 Population by Race/Ethnicity</b>			
Total	13,295	91,436	142,754
White Alone	73.3%	70.5%	65.8%
Black Alone	5.2%	4.7%	9.3%
American Indian Alone	0.7%	0.8%	0.6%
Asian Alone	3.9%	2.8%	5.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	15.0%	18.3%	15.9%
Two or More Races	1.9%	2.9%	2.6%
Hispanic Origin	39.8%	51.3%	38.0%
Diversity Index	70.6	73.2	75.1
<b>2020 Population by Race/Ethnicity</b>			
Total	13,969	93,238	159,942
White Alone	53.5%	47.8%	46.6%
Black Alone	5.0%	5.3%	11.5%
American Indian Alone	1.3%	1.3%	0.9%
Asian Alone	4.1%	4.0%	9.5%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	17.3%	20.1%	15.3%
Two or More Races	18.7%	21.3%	16.1%
Hispanic Origin	42.5%	49.4%	35.3%
Diversity Index	81.8	84.0	84.3
<b>2023 Population by Race/Ethnicity</b>			
Total	13,744	95,609	166,102
White Alone	51.2%	46.3%	44.7%
Black Alone	5.4%	6.2%	12.3%
American Indian Alone	1.3%	1.3%	0.9%
Asian Alone	4.4%	4.6%	10.5%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	18.2%	20.2%	15.3%
Two or More Races	19.4%	21.4%	16.2%
Hispanic Origin	44.3%	49.2%	35.2%
Diversity Index	82.9	84.6	85.0
<b>2028 Population by Race/Ethnicity</b>			
Total	13,717	96,483	169,419
White Alone	47.6%	43.7%	41.8%
Black Alone	5.8%	6.8%	13.0%
American Indian Alone	1.5%	1.4%	1.0%
Asian Alone	5.1%	5.5%	12.2%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	19.5%	20.8%	15.5%
Two or More Races	20.3%	21.8%	16.5%
Hispanic Origin	46.5%	49.8%	35.3%
Diversity Index	84.3	85.5	86.0

**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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<b>2020 Population by Relationship and Household Type</b>			
Total	13,969	93,238	159,942
In Households	98.9%	99.8%	99.5%
Householder	36.7%	37.8%	44.5%
Opposite-Sex Spouse	18.1%	17.2%	16.6%
Same-Sex Spouse	0.7%	0.4%	0.3%
Opposite-Sex Unmarried Partner	1.6%	2.2%	2.7%
Same-Sex Unmarried Partner	0.4%	0.3%	0.3%
Biological Child	28.0%	28.4%	23.8%
Adopted Child	0.6%	0.4%	0.4%
Stepchild	0.9%	0.9%	0.8%
Grandchild	2.3%	2.5%	1.4%
Brother or Sister	1.9%	1.9%	1.6%
Parent	1.5%	1.5%	1.4%
Parent-in-law	0.4%	0.3%	0.2%
Son-in-law or Daughter-in-law	0.6%	0.6%	0.3%
Other Relatives	1.9%	1.9%	1.5%
Foster Child	0.0%	0.1%	0.0%
Other Nonrelatives	3.3%	3.5%	3.7%
In Group Quarters	1.1%	0.2%	0.5%
Institutionalized	0.5%	0.1%	0.4%
Noninstitutionalized	0.6%	0.1%	0.1%
<b>2023 Population 25+ by Educational Attainment</b>			
Total	9,675	63,778	115,973
Less than 9th Grade	7.5%	11.0%	6.8%
9th - 12th Grade, No Diploma	5.9%	6.7%	4.6%
High School Graduate	13.7%	15.6%	13.4%
GED/Alternative Credential	3.8%	1.9%	1.7%
Some College, No Degree	16.8%	12.8%	13.0%
Associate Degree	5.6%	4.9%	5.3%
Bachelor's Degree	28.9%	28.7%	34.1%
Graduate/Professional Degree	17.8%	18.4%	21.1%
<b>2023 Population 15+ by Marital Status</b>			
Total	11,155	76,034	135,772
Never Married	30.0%	34.8%	36.3%
Married	57.1%	51.9%	50.1%
Widowed	4.3%	4.2%	4.0%
Divorced	8.7%	9.1%	9.6%
<b>2023 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	8,079	56,319	101,639
Population 16+ Employed	97.3%	97.2%	97.0%
Population 16+ Unemployment rate	2.7%	2.8%	3.0%
Population 16-24 Employed	10.9%	12.5%	12.4%
Population 16-24 Unemployment rate	4.6%	6.6%	5.0%
Population 25-54 Employed	58.0%	62.6%	64.0%
Population 25-54 Unemployment rate	2.3%	2.0%	2.6%
Population 55-64 Employed	17.2%	15.4%	13.9%
Population 55-64 Unemployment rate	2.3%	3.6%	3.3%
Population 65+ Employed	13.9%	9.5%	9.7%
Population 65+ Unemployment rate	3.0%	1.6%	2.0%

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<b>2023 Employed Population 16+ by Industry</b>			
Total	7,863	54,747	98,616
Agriculture/Mining	0.7%	0.4%	0.5%
Construction	6.3%	11.6%	7.7%
Manufacturing	6.2%	8.2%	7.4%
Wholesale Trade	2.0%	2.4%	2.5%
Retail Trade	10.5%	9.1%	8.4%
Transportation/Utilities	4.0%	6.1%	5.9%
Information	2.6%	1.9%	2.5%
Finance/Insurance/Real Estate	9.4%	10.5%	11.7%
Services	57.0%	47.8%	51.6%
Public Administration	1.3%	2.1%	1.8%
<b>2023 Employed Population 16+ by Occupation</b>			
Total	7,861	54,748	98,616
White Collar	63.7%	62.4%	68.6%
Management/Business/Financial	23.9%	22.9%	23.8%
Professional	21.5%	21.1%	25.0%
Sales	10.7%	8.9%	9.5%
Administrative Support	7.6%	9.5%	10.3%
Services	18.4%	15.3%	13.7%
Blue Collar	17.8%	22.3%	17.7%
Farming/Forestry/Fishing	0.1%	0.2%	0.0%
Construction/Extraction	4.6%	8.8%	6.3%
Installation/Maintenance/Repair	3.1%	2.0%	1.7%
Production	2.6%	4.3%	3.4%
Transportation/Material Moving	7.4%	7.0%	6.3%
<b>2020 Households by Type</b>			
Total	5,138	34,840	71,645
Married Couple Households	50.9%	46.7%	38.1%
With Own Children <18	22.3%	19.9%	14.7%
Without Own Children <18	28.6%	26.8%	23.3%
Cohabiting Couple Households	5.6%	6.6%	6.9%
With Own Children <18	1.4%	2.1%	1.7%
Without Own Children <18	4.3%	4.5%	5.2%
Male Householder, No Spouse/Partner	17.8%	20.5%	25.0%
Living Alone	11.2%	13.1%	17.8%
65 Years and over	4.2%	2.7%	2.7%
With Own Children <18	1.4%	1.7%	1.7%
Without Own Children <18, With Relatives	3.4%	3.4%	2.8%
No Relatives Present	1.8%	2.3%	2.7%
Female Householder, No Spouse/Partner	25.6%	26.1%	30.0%
Living Alone	14.0%	14.5%	19.2%
65 Years and over	8.5%	5.8%	5.9%
With Own Children <18	3.9%	4.9%	4.6%
Without Own Children <18, With Relatives	6.7%	5.6%	4.8%
No Relatives Present	1.1%	1.1%	1.5%
<b>2020 Households by Size</b>			
Total	5,138	34,840	71,645
1 Person Household	25.2%	27.6%	37.0%
2 Person Household	30.3%	30.2%	31.8%
3 Person Household	16.9%	14.9%	12.9%
4 Person Household	14.4%	13.8%	10.3%
5 Person Household	7.5%	7.6%	4.9%
6 Person Household	3.6%	3.5%	1.9%
7 + Person Household	2.1%	2.4%	1.3%

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<b>2020 Households by Tenure and Mortgage Status</b>			
Total	5,138	34,840	71,645
Owner Occupied	71.1%	53.4%	37.3%
Owned with a Mortgage/Loan	49.0%	34.7%	23.7%
Owned Free and Clear	22.0%	18.8%	13.6%
Renter Occupied	28.9%	46.6%	62.7%
<b>2023 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	97	80	65
Percent of Income for Mortgage	22.9%	28.5%	35.6%
Wealth Index	147	133	122
<b>2020 Housing Units By Urban/ Rural Status</b>			
Total	5,395	38,122	79,073
Urban Housing Units	100.0%	100.0%	100.0%
Rural Housing Units	0.0%	0.0%	0.0%
<b>2020 Population By Urban/ Rural Status</b>			
Total	13,969	93,238	159,942
Urban Population	100.0%	100.0%	100.0%
Rural Population	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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<b>Top 3 Tapestry Segments</b>			
1.	Comfortable Empty Nesters	NeWest Residents (13C)	Young and Restless (11B)
2.	Parks and Rec (5C)	Metro Renters (3B)	Metro Renters (3B)
3.	Southwestern Families (7F)	Top Tier (1A)	NeWest Residents (13C)
<b>2023 Consumer Spending</b>			
Apparel & Services: Total \$	\$13,377,552	\$103,865,567	\$210,662,170
Average Spent	\$2,647.97	\$2,839.18	\$2,810.07
Spending Potential Index	120	129	128
Education: Total \$	\$11,362,577	\$86,241,073	\$168,286,737
Average Spent	\$2,249.12	\$2,357.41	\$2,244.81
Spending Potential Index	125	131	125
Entertainment/Recreation: Total \$	\$22,855,103	\$167,299,300	\$329,987,592
Average Spent	\$4,523.97	\$4,573.14	\$4,401.77
Spending Potential Index	120	121	116
Food at Home: Total \$	\$41,159,266	\$312,770,239	\$627,272,570
Average Spent	\$8,147.12	\$8,549.61	\$8,367.32
Spending Potential Index	120	126	123
Food Away from Home: Total \$	\$22,882,946	\$176,267,055	\$359,254,165
Average Spent	\$4,529.48	\$4,818.28	\$4,792.16
Spending Potential Index	122	129	129
Health Care: Total \$	\$45,648,935	\$311,138,253	\$619,118,963
Average Spent	\$9,035.81	\$8,505.00	\$8,258.55
Spending Potential Index	123	116	112
HH Furnishings & Equipment: Total \$	\$18,035,552	\$133,813,111	\$267,163,113
Average Spent	\$3,569.98	\$3,657.79	\$3,563.74
Spending Potential Index	121	124	121
Personal Care Products & Services: Total \$	\$5,917,686	\$44,649,865	\$90,220,593
Average Spent	\$1,171.36	\$1,220.51	\$1,203.47
Spending Potential Index	122	128	126
Shelter: Total \$	\$152,277,530	\$1,176,968,372	\$2,335,952,354
Average Spent	\$30,142.03	\$32,172.55	\$31,159.74
Spending Potential Index	122	130	126
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$19,791,596	\$132,041,489	\$260,490,615
Average Spent	\$3,917.58	\$3,609.37	\$3,474.74
Spending Potential Index	125	115	111
Travel: Total \$	\$13,756,573	\$102,493,813	\$200,873,158
Average Spent	\$2,723.00	\$2,801.68	\$2,679.49
Spending Potential Index	121	125	119
Vehicle Maintenance & Repairs: Total \$	\$7,969,467	\$59,041,839	\$120,288,028
Average Spent	\$1,577.49	\$1,613.91	\$1,604.55
Spending Potential Index	120	123	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 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

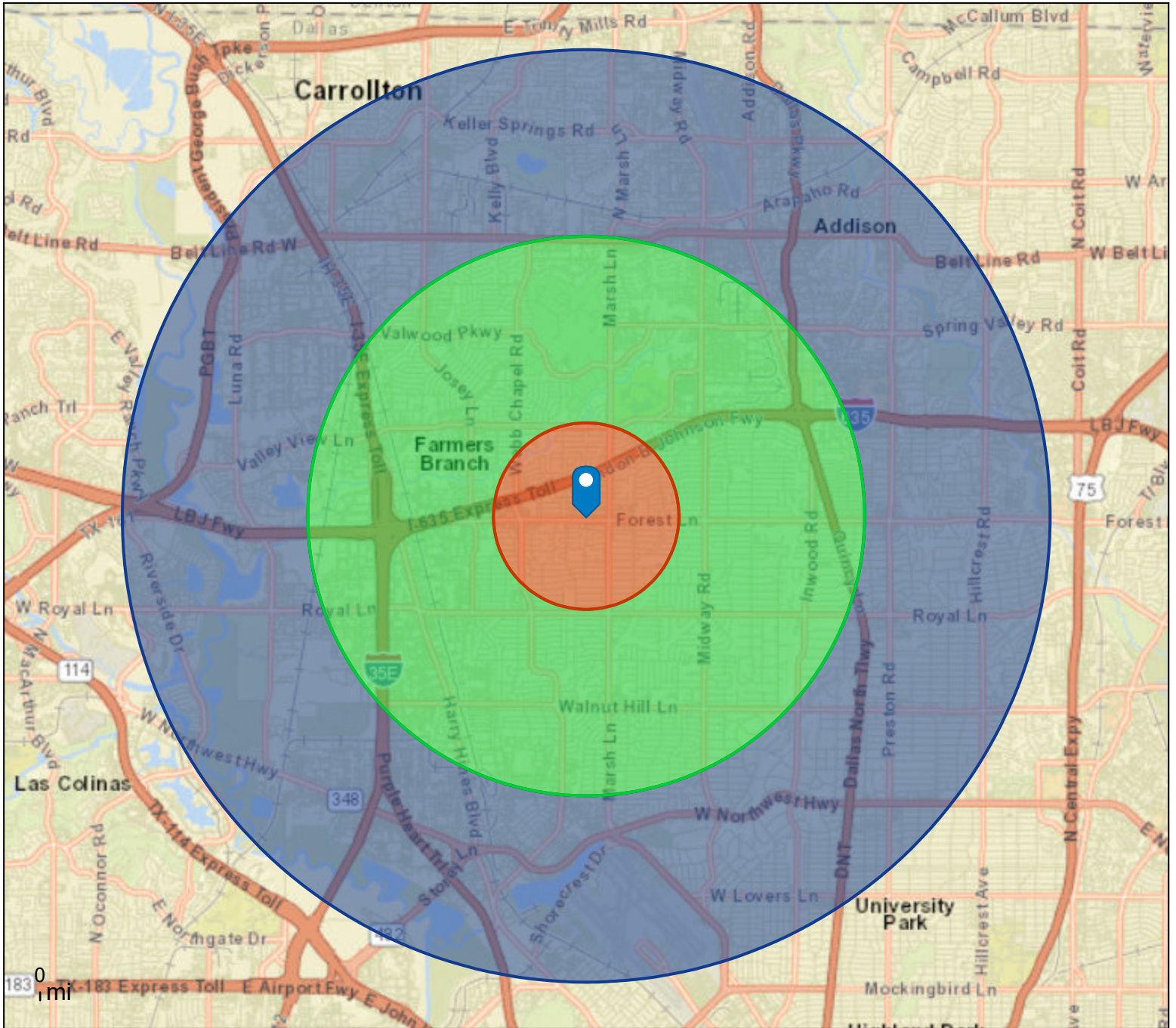
**Source:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

March 25, 2024



Park Forest Northwest Shopping Center  
3555 Forest Ln, Dallas, Texas, 75234  
Ring bands: 0-1, 1-3, 3-5 mile radii

Prepared by Esri  
Latitude: 32.91008  
Longitude: -96.86027



**This site is located in:**

**City:** Dallas  
**County:** Dallas County  
**State:** Texas  
**ZIP Code:** 75234  
**Census Tract:** 48113009605  
**Census Block Group:** 481130096052  
**CBSA:** Dallas-Fort Worth-Arlington, TX Metropolitan Statistical Area