



Market Profile

Park Forest Southeast Shopping Center
 11722 Marsh Ln, Dallas, Texas, 75229
 Ring bands: 0-1, 1-3, 3-5 mile radii

Prepared by Esri
 Latitude: 32.90863
 Longitude: -96.85383

	0 - 1 mile	1 - 3 mile	3 - 5 mile
Population Summary			
2010 Total Population	12,851	92,699	157,200
2020 Total Population	13,074	95,200	172,322
2020 Group Quarters	134	229	833
2023 Total Population	12,929	97,897	177,943
2023 Group Quarters	134	229	832
2028 Total Population	12,960	99,416	180,740
2023-2028 Annual Rate	0.05%	0.31%	0.31%
2023 Total Daytime Population	9,759	166,121	331,223
Workers	4,019	123,602	256,175
Residents	5,740	42,519	75,048
Household Summary			
2010 Households	4,979	34,338	67,602
2010 Average Household Size	2.58	2.69	2.31
2020 Total Households	4,756	36,979	77,690
2020 Average Household Size	2.72	2.57	2.21
2023 Households	4,681	38,849	80,954
2023 Average Household Size	2.73	2.51	2.19
2028 Households	4,697	39,953	82,886
2028 Average Household Size	2.73	2.48	2.17
2023-2028 Annual Rate	0.07%	0.56%	0.47%
2010 Families	3,317	22,013	36,661
2010 Average Family Size	3.17	3.37	3.14
2023 Families	3,105	23,634	41,886
2023 Average Family Size	3.41	3.27	3.04
2028 Families	3,144	24,315	43,034
2028 Average Family Size	3.38	3.23	3.00
2023-2028 Annual Rate	0.25%	0.57%	0.54%
Housing Unit Summary			
2000 Housing Units	5,319	37,602	69,809
Owner Occupied Housing Units	69.7%	53.3%	39.3%
Renter Occupied Housing Units	26.1%	42.5%	54.3%
Vacant Housing Units	4.2%	4.2%	6.4%
2010 Housing Units	5,293	37,519	75,612
Owner Occupied Housing Units	67.2%	51.6%	37.4%
Renter Occupied Housing Units	26.9%	39.9%	52.0%
Vacant Housing Units	5.9%	8.5%	10.6%
2020 Housing Units	5,000	40,492	85,983
Owner Occupied Housing Units	70.5%	47.4%	33.2%
Renter Occupied Housing Units	24.7%	44.0%	57.1%
Vacant Housing Units	4.7%	9.0%	9.3%
2023 Housing Units	4,942	43,120	89,666
Owner Occupied Housing Units	68.5%	44.7%	32.3%
Renter Occupied Housing Units	26.2%	45.4%	58.0%
Vacant Housing Units	5.3%	9.9%	9.7%
2028 Housing Units	5,041	44,335	91,893
Owner Occupied Housing Units	66.3%	44.1%	32.1%
Renter Occupied Housing Units	26.8%	46.1%	58.1%
Vacant Housing Units	6.8%	9.9%	9.8%

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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2023 Households by Income			
Household Income Base	4,681	38,849	80,948
<\$15,000	3.5%	5.7%	5.9%
\$15,000 - \$24,999	3.5%	5.4%	6.5%
\$25,000 - \$34,999	6.4%	6.8%	6.7%
\$35,000 - \$49,999	8.6%	11.1%	12.1%
\$50,000 - \$74,999	14.0%	17.4%	19.3%
\$75,000 - \$99,999	10.7%	11.5%	12.5%
\$100,000 - \$149,999	19.7%	17.3%	15.0%
\$150,000 - \$199,999	13.0%	8.4%	6.3%
\$200,000+	20.6%	16.3%	15.7%
Average Household Income	\$152,886	\$134,572	\$128,009
2028 Households by Income			
Household Income Base	4,697	39,953	82,880
<\$15,000	3.2%	5.0%	5.2%
\$15,000 - \$24,999	2.7%	4.3%	5.0%
\$25,000 - \$34,999	5.5%	5.7%	5.7%
\$35,000 - \$49,999	7.5%	9.9%	10.7%
\$50,000 - \$74,999	12.7%	16.4%	18.8%
\$75,000 - \$99,999	10.1%	11.8%	13.1%
\$100,000 - \$149,999	20.7%	18.8%	16.5%
\$150,000 - \$199,999	15.5%	10.3%	7.9%
\$200,000+	22.2%	17.8%	17.1%
Average Household Income	\$168,074	\$149,234	\$142,089
2023 Owner Occupied Housing Units by Value			
Total	3,384	19,265	28,962
<\$50,000	0.1%	0.7%	0.9%
\$50,000 - \$99,999	0.0%	0.9%	1.0%
\$100,000 - \$149,999	0.7%	1.6%	3.4%
\$150,000 - \$199,999	2.6%	5.2%	6.7%
\$200,000 - \$249,999	7.4%	9.7%	8.0%
\$250,000 - \$299,999	11.4%	12.1%	9.0%
\$300,000 - \$399,999	25.7%	21.3%	14.7%
\$400,000 - \$499,999	22.7%	13.5%	9.8%
\$500,000 - \$749,999	21.9%	20.1%	16.5%
\$750,000 - \$999,999	4.3%	6.4%	8.7%
\$1,000,000 - \$1,499,999	1.2%	4.0%	8.9%
\$1,500,000 - \$1,999,999	1.4%	1.8%	4.9%
\$2,000,000 +	0.7%	2.8%	7.6%
Average Home Value	\$474,195	\$526,591	\$702,151
2028 Owner Occupied Housing Units by Value			
Total	3,344	19,514	29,477
<\$50,000	0.0%	0.3%	0.2%
\$50,000 - \$99,999	0.0%	0.5%	0.3%
\$100,000 - \$149,999	0.1%	0.3%	1.1%
\$150,000 - \$199,999	0.7%	1.6%	4.0%
\$200,000 - \$249,999	3.6%	5.9%	6.4%
\$250,000 - \$299,999	8.2%	10.2%	8.6%
\$300,000 - \$399,999	27.8%	23.5%	16.7%
\$400,000 - \$499,999	27.3%	18.0%	12.8%
\$500,000 - \$749,999	25.6%	24.8%	19.0%
\$750,000 - \$999,999	4.1%	6.8%	9.1%
\$1,000,000 - \$1,499,999	1.0%	4.6%	10.9%
\$1,500,000 - \$1,999,999	1.2%	1.6%	4.8%
\$2,000,000 +	0.3%	2.1%	6.1%
Average Home Value	\$488,596	\$554,655	\$718,497

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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Median Household Income			
2023	\$105,731	\$81,382	\$74,144
2028	\$115,314	\$92,105	\$82,254
Median Home Value			
2023	\$409,387	\$392,909	\$465,194
2028	\$434,885	\$443,466	\$499,378
Per Capita Income			
2023	\$55,241	\$53,440	\$58,207
2028	\$60,802	\$60,020	\$65,110
Median Age			
2010	40.3	34.2	34.1
2020	40.3	36.4	35.9
2023	42.6	36.1	36.9
2028	43.7	36.7	37.6
2020 Population by Age			
Total	13,074	95,200	172,322
0 - 4	6.6%	6.0%	5.7%
5 - 9	6.1%	6.0%	5.4%
10 - 14	6.2%	6.6%	5.5%
15 - 24	11.4%	13.2%	12.5%
25 - 34	12.4%	16.2%	19.5%
35 - 44	13.8%	13.9%	14.0%
45 - 54	13.0%	12.9%	12.0%
55 - 64	12.6%	12.2%	11.4%
65 - 74	9.4%	7.6%	7.9%
75 - 84	5.5%	3.8%	4.2%
85 +	3.0%	1.6%	1.8%
18 +	77.1%	77.4%	80.0%
2023 Population by Age			
Total	12,929	97,898	177,942
0 - 4	5.7%	6.6%	6.2%
5 - 9	6.5%	6.7%	6.2%
10 - 14	7.3%	6.6%	6.1%
15 - 24	10.7%	12.4%	12.2%
25 - 34	9.9%	16.0%	16.5%
35 - 44	13.2%	14.1%	15.0%
45 - 54	12.2%	11.4%	11.5%
55 - 64	12.3%	11.2%	11.1%
65 - 74	10.8%	8.5%	8.9%
75 - 84	7.3%	4.6%	4.6%
85 +	4.0%	1.9%	1.9%
18 +	76.6%	76.4%	78.3%
2028 Population by Age			
Total	12,958	99,415	180,740
0 - 4	5.7%	6.7%	6.2%
5 - 9	6.2%	6.4%	5.9%
10 - 14	7.0%	6.3%	5.7%
15 - 24	11.1%	12.4%	12.6%
25 - 34	9.2%	15.8%	15.7%
35 - 44	12.5%	13.8%	14.7%
45 - 54	13.2%	11.8%	12.0%
55 - 64	11.3%	10.3%	10.3%
65 - 74	11.3%	9.0%	9.2%
75 - 84	8.1%	5.4%	5.6%
85 +	4.4%	2.1%	2.2%
18 +	77.0%	77.1%	79.0%
2020 Population by Sex			

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Males	6,503	47,956	85,483
Females	6,571	47,244	86,839
2023 Population by Sex			
Males	6,377	49,831	89,284
Females	6,552	48,066	88,659
2028 Population by Sex			
Males	6,375	50,440	90,195
Females	6,585	48,975	90,545
2010 Population by Race/Ethnicity			
Total	12,850	92,698	157,200
White Alone	75.2%	70.5%	66.9%
Black Alone	5.0%	4.9%	9.4%
American Indian Alone	0.7%	0.7%	0.6%
Asian Alone	3.2%	3.1%	5.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	14.1%	17.8%	15.4%
Two or More Races	1.8%	2.9%	2.6%
Hispanic Origin	36.1%	48.7%	37.9%
Diversity Index	68.3	73.3	74.4
2020 Population by Race/Ethnicity			
Total	13,074	95,200	172,322
White Alone	58.7%	48.6%	48.8%
Black Alone	4.4%	6.0%	11.6%
American Indian Alone	1.1%	1.3%	0.9%
Asian Alone	3.7%	4.4%	7.5%
Pacific Islander Alone	0.1%	0.0%	0.1%
Some Other Race Alone	14.4%	19.1%	15.3%
Two or More Races	17.7%	20.7%	15.9%
Hispanic Origin	36.9%	46.9%	35.3%
Diversity Index	78.6	83.9	83.4
2023 Population by Race/Ethnicity			
Total	12,929	97,897	177,943
White Alone	56.4%	47.0%	46.9%
Black Alone	4.7%	6.9%	12.3%
American Indian Alone	1.1%	1.3%	0.9%
Asian Alone	4.0%	4.9%	8.4%
Pacific Islander Alone	0.1%	0.0%	0.1%
Some Other Race Alone	15.2%	19.1%	15.3%
Two or More Races	18.5%	20.8%	16.1%
Hispanic Origin	38.5%	46.7%	35.3%
Diversity Index	80.0	84.6	84.2
2028 Population by Race/Ethnicity			
Total	12,959	99,415	180,739
White Alone	52.8%	44.2%	44.0%
Black Alone	5.2%	7.7%	13.1%
American Indian Alone	1.2%	1.4%	0.9%
Asian Alone	4.8%	5.9%	9.9%
Pacific Islander Alone	0.1%	0.0%	0.1%
Some Other Race Alone	16.3%	19.7%	15.6%
Two or More Races	19.6%	21.2%	16.5%
Hispanic Origin	40.6%	47.3%	35.5%
Diversity Index	82.0	85.6	85.3

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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2020 Population by Relationship and Household Type			
Total	13,074	95,200	172,322
In Households	99.0%	99.8%	99.5%
Householder	36.3%	39.0%	44.9%
Opposite-Sex Spouse	19.6%	17.2%	16.3%
Same-Sex Spouse	0.7%	0.5%	0.3%
Opposite-Sex Unmarried Partner	1.5%	2.2%	2.7%
Same-Sex Unmarried Partner	0.4%	0.3%	0.3%
Biological Child	28.8%	27.6%	23.9%
Adopted Child	0.6%	0.4%	0.4%
Stepchild	0.8%	0.8%	0.7%
Grandchild	2.0%	2.3%	1.5%
Brother or Sister	1.6%	1.8%	1.6%
Parent	1.2%	1.4%	1.4%
Parent-in-law	0.4%	0.3%	0.2%
Son-in-law or Daughter-in-law	0.4%	0.6%	0.3%
Other Relatives	1.7%	1.8%	1.4%
Foster Child	0.0%	0.1%	0.0%
Other Nonrelatives	3.0%	3.5%	3.7%
In Group Quarters	1.0%	0.2%	0.5%
Institutionalized	0.5%	0.1%	0.4%
Noninstitutionalized	0.5%	0.2%	0.1%
2023 Population 25+ by Educational Attainment			
Total	9,025	66,173	123,562
Less than 9th Grade	6.5%	10.0%	6.9%
9th - 12th Grade, No Diploma	3.9%	6.8%	4.3%
High School Graduate	12.0%	14.4%	13.4%
GED/Alternative Credential	2.8%	1.9%	1.7%
Some College, No Degree	15.8%	12.7%	13.3%
Associate Degree	5.0%	5.2%	5.1%
Bachelor's Degree	32.3%	29.6%	34.4%
Graduate/Professional Degree	21.7%	19.5%	20.9%
2023 Population 15+ by Marital Status			
Total	10,411	78,318	145,203
Never Married	26.5%	35.4%	36.6%
Married	62.0%	50.9%	49.6%
Widowed	4.3%	4.3%	4.0%
Divorced	7.2%	9.3%	9.8%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	7,495	58,115	107,731
Population 16+ Employed	97.6%	97.1%	97.2%
Population 16+ Unemployment rate	2.4%	2.9%	2.8%
Population 16-24 Employed	11.0%	12.0%	12.7%
Population 16-24 Unemployment rate	5.0%	6.6%	4.7%
Population 25-54 Employed	56.6%	63.0%	63.3%
Population 25-54 Unemployment rate	2.0%	2.1%	2.4%
Population 55-64 Employed	18.1%	15.3%	14.1%
Population 55-64 Unemployment rate	2.3%	3.6%	3.4%
Population 65+ Employed	14.3%	9.7%	9.9%
Population 65+ Unemployment rate	2.4%	1.9%	2.2%

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2023 Employed Population 16+ by Industry			
Total	7,312	56,428	104,701
Agriculture/Mining	0.7%	0.4%	0.5%
Construction	6.1%	10.9%	7.7%
Manufacturing	6.5%	7.8%	7.7%
Wholesale Trade	2.0%	2.2%	2.5%
Retail Trade	9.5%	8.8%	9.1%
Transportation/Utilities	3.0%	6.2%	5.4%
Information	2.5%	2.1%	2.3%
Finance/Insurance/Real Estate	10.5%	11.0%	11.6%
Services	57.7%	48.5%	51.5%
Public Administration	1.4%	2.0%	1.7%
2023 Employed Population 16+ by Occupation			
Total	7,313	56,427	104,701
White Collar	67.6%	63.6%	68.9%
Management/Business/Financial	26.6%	23.7%	23.9%
Professional	23.7%	21.7%	25.1%
Sales	10.5%	8.9%	9.6%
Administrative Support	6.9%	9.4%	10.3%
Services	16.8%	15.2%	13.6%
Blue Collar	15.6%	21.1%	17.5%
Farming/Forestry/Fishing	0.1%	0.2%	0.0%
Construction/Extraction	3.8%	8.3%	6.2%
Installation/Maintenance/Repair	2.7%	2.0%	1.6%
Production	2.3%	3.9%	3.5%
Transportation/Material Moving	6.6%	6.8%	6.2%
2020 Households by Type			
Total	4,756	36,979	77,690
Married Couple Households	55.8%	45.3%	36.9%
With Own Children <18	24.8%	19.0%	14.3%
Without Own Children <18	31.0%	26.3%	22.6%
Cohabiting Couple Households	5.5%	6.6%	6.7%
With Own Children <18	1.3%	2.0%	1.7%
Without Own Children <18	4.2%	4.6%	5.1%
Male Householder, No Spouse/Partner	14.8%	21.5%	25.1%
Living Alone	9.2%	14.2%	18.0%
65 Years and over	4.0%	2.8%	2.9%
With Own Children <18	1.3%	1.6%	1.7%
Without Own Children <18, With Relatives	2.7%	3.3%	2.8%
No Relatives Present	1.6%	2.4%	2.6%
Female Householder, No Spouse/Partner	23.9%	26.6%	31.3%
Living Alone	12.8%	15.3%	20.4%
65 Years and over	8.3%	5.9%	6.7%
With Own Children <18	3.8%	4.6%	4.6%
Without Own Children <18, With Relatives	6.3%	5.5%	4.7%
No Relatives Present	1.0%	1.2%	1.5%
2020 Households by Size			
Total	4,756	36,979	77,690
1 Person Household	22.0%	29.5%	38.4%
2 Person Household	32.6%	30.4%	31.1%
3 Person Household	17.3%	14.5%	12.4%
4 Person Household	15.4%	13.2%	10.1%
5 Person Household	7.4%	7.1%	4.9%
6 Person Household	3.4%	3.3%	1.9%
7 + Person Household	2.0%	2.1%	1.3%

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2020 Households by Tenure and Mortgage Status			
Total	4,756	36,979	77,690
Owner Occupied	74.1%	51.9%	36.8%
Owned with a Mortgage/Loan	50.3%	33.5%	23.2%
Owned Free and Clear	23.8%	18.3%	13.6%
Renter Occupied	25.9%	48.1%	63.2%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	95	79	61
Percent of Income for Mortgage	23.3%	29.0%	37.7%
Wealth Index	185	135	121
2020 Housing Units By Urban/ Rural Status			
Total	5,000	40,492	85,983
Urban Housing Units	100.0%	100.0%	100.0%
Rural Housing Units	0.0%	0.0%	0.0%
2020 Population By Urban/ Rural Status			
Total	13,074	95,200	172,322
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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Top 3 Tapestry Segments			
1.	Exurbanites (1E)	NeWest Residents (13C)	Young and Restless (11B)
2.	Southwestern Families (7F)	Metro Renters (3B)	NeWest Residents (13C)
3.	In Style (5B)	Top Tier (1A)	Metro Renters (3B)
2023 Consumer Spending			
Apparel & Services: Total \$	\$14,455,882	\$111,250,557	\$225,304,444
Average Spent	\$3,088.20	\$2,863.67	\$2,783.12
Spending Potential Index	140	130	127
Education: Total \$	\$12,397,043	\$92,958,731	\$180,259,152
Average Spent	\$2,648.37	\$2,392.82	\$2,226.69
Spending Potential Index	148	133	124
Entertainment/Recreation: Total \$	\$24,676,711	\$178,698,377	\$353,596,021
Average Spent	\$5,271.68	\$4,599.82	\$4,367.86
Spending Potential Index	139	122	115
Food at Home: Total \$	\$44,348,122	\$334,185,303	\$671,929,585
Average Spent	\$9,474.07	\$8,602.16	\$8,300.14
Spending Potential Index	139	126	122
Food Away from Home: Total \$	\$24,802,874	\$188,556,215	\$384,112,040
Average Spent	\$5,298.63	\$4,853.57	\$4,744.82
Spending Potential Index	142	130	127
Health Care: Total \$	\$48,901,777	\$333,034,821	\$663,222,155
Average Spent	\$10,446.87	\$8,572.55	\$8,192.58
Spending Potential Index	142	116	111
HH Furnishings & Equipment: Total \$	\$19,526,823	\$143,099,376	\$286,110,766
Average Spent	\$4,171.51	\$3,683.48	\$3,534.24
Spending Potential Index	141	125	120
Personal Care Products & Services: Total \$	\$6,405,222	\$47,747,595	\$96,603,403
Average Spent	\$1,368.34	\$1,229.06	\$1,193.31
Spending Potential Index	143	129	125
Shelter: Total \$	\$165,534,957	\$1,254,876,494	\$2,503,594,036
Average Spent	\$35,363.16	\$32,301.38	\$30,926.13
Spending Potential Index	143	130	125
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$21,495,541	\$141,453,994	\$279,409,806
Average Spent	\$4,592.08	\$3,641.12	\$3,451.46
Spending Potential Index	147	116	110
Travel: Total \$	\$15,014,221	\$109,315,428	\$215,288,443
Average Spent	\$3,207.48	\$2,813.85	\$2,659.39
Spending Potential Index	143	125	118
Vehicle Maintenance & Repairs: Total \$	\$8,572,692	\$63,062,049	\$128,764,512
Average Spent	\$1,831.38	\$1,623.26	\$1,590.59
Spending Potential Index	140	124	121

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.

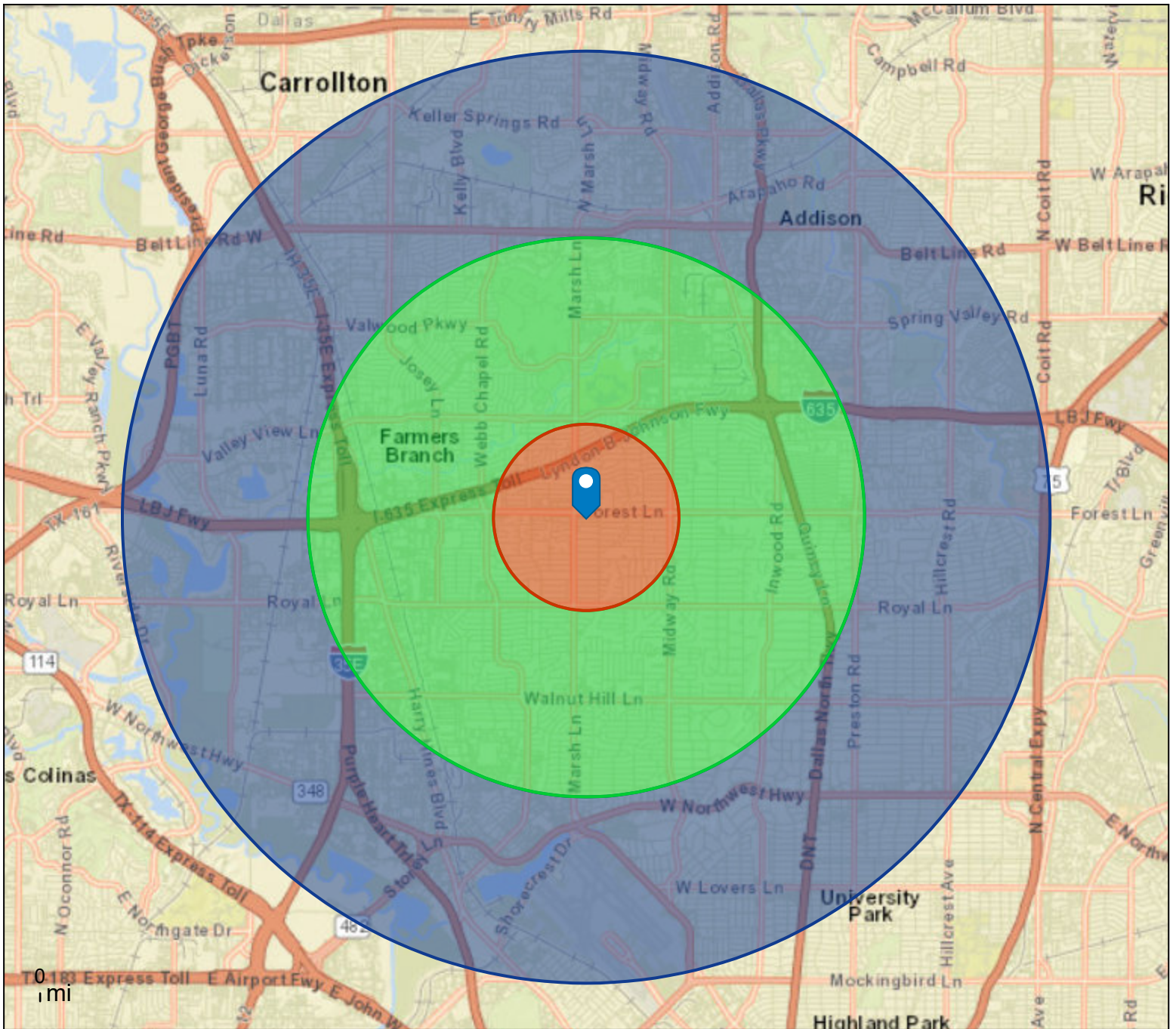
Source: Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

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 Southeast Shopping Center
11722 Marsh Ln, Dallas, Texas, 75229
Ring bands: 0-1, 1-3, 3-5 mile radii

Prepared by Esri
Latitude: 32.90863
Longitude: -96.85383



This site is located in:

City: Dallas
County: Dallas County
State: Texas
ZIP Code: 75229
Census Tract: 48113009609
Census Block Group: 481130096092
CBSA: Dallas-Fort Worth-Arlington, TX Metropolitan Statistical Area