

Memorandum

Date: March 31, 2009
To: Andrea Moeder, HOK
From: Economics Research Associates (ERA)
Subject: Dallas Asian and Pacific Islander (API) Demographic Research

Per your request, ERA has compiled research related to the demographics of the Asian and Pacific Islander (API) population in the Dallas region. In addition to summarizing the basic data that we previously provided you with, we have also included new information on trends between 1990 and 2008 and additional maps indicating future DART stations.

Existing Population and Demographic Factors

Below we have summarized key findings related to the current size and demographics of the Dallas API population.

Population Trends: Size, Growth, Composition & Geographic Distribution

- **Size of API community** -The size of the API population was over 32,000 in Dallas and nearly 290,000 in the MSA in 2007. Approximately 10 percent of the total API population in the Dallas MSA is within Dallas city limits (see *Table 1*).
- **Percentage of overall population**- The API population comprised 2.6 percent of the city of Dallas population and 4.8 percent of the Dallas MSA in 200 (see *Table 1*).
- **Ethnic composition** - The largest ethnic groups in both Dallas and the broader MSA are Asian Indian (24 and 30 percent), Vietnamese (23 and 24 percent), Chinese (19 and 15 percent), and Korean (9 and 8 percent). The remaining 34 percent in Dallas and 31 percent in the MSA include Filipino, Thai, Laotian, Cambodian, Japanese, and Other Asian ethnic groups (see *Table 2*).
- **Geographic distribution** - The API population is fairly dispersed throughout the MSA. Overall, there are 10 zip codes in the MSA in which the API population is more than 10 percent of the population. The four zip codes with greater than 20 percent API population density are as follows: Richardson (75082), Plano (75024 and 75025) and Irving (75063). The cities of Dallas, Carrollton, Arlington, and Garland also had more than one zip code with more than 10 percent API population density (see *Table 3*).

Demographics: Age, Gender & Education

- **Age** - The Dallas API population has a significantly lower percentage of people under 18 years of age compared to the overall Dallas population. The percentage under 18 years of age in the API population is also slightly lower in the MSA. This indicates a lower percentage of API families in Dallas compared to the general population. There is a corresponding increased percentage of people between 25 to 44 years of age (particularly in the 25 to 34 range) in both Dallas and the MSA, which indicates a substantial young professional demographic (see *Table 4*).
- **School enrollment** - In Dallas, the Asian population comprises about 2 percent of the total enrollment, while in the MSA, the Asian population is 5 percent of total enrollment. These statistics combined with the age related data indicate that there are fewer API families with children than the general population, and API families have a tendency to live in the suburbs at greater rates than the general population (see *Table 5*).
- **Gender** - In Dallas and the MSA, a slightly higher percentage of the population is female than male, although the population is roughly split evenly between female and male. The breakdown by gender is fairly proportional to that of the general Dallas and MSA population (see *Table 6*).
- **Education** - Education levels are significantly higher for the API population in both regions, with the percentage of individuals receiving a Bachelor or Graduate degree more than double that of the entire population. Sixty percent of the API population in Dallas and 55 percent in the MSA have a Bachelor or Graduate degree, compared to 27 and 30 percent for the population as a whole (see *Table 7*).
- **Foreign born population** – The majority of the Dallas API population is foreign born, with 77 percent in Dallas and 70 percent in the MSA born outside the United States. Approximately 80 percent of the U.S. born Dallas API population and close to 70 percent of the U.S. born API population in the MSA were born in Texas (see *Table 8*).
- **Household Size** – The average household size for the API population is 2.47 and smaller than the overall population. In the MSA, however the average household size for the API population is 3.14 and higher than the general population average household size of 2.84 persons.

Income and Occupation

- **Household Income** - Income levels in the Asian population are higher than the population as a whole in both markets, with fewer households in low income categories than the total population and more households in high income categories as compared to the total population. The median household income for the API community in Dallas is \$51,000, compared to

approximately \$41,000 for the general population. In the MSA, the API average income level is \$65,000 compared to \$55,000 for the population at large (see *Table 10*).

- **Per capita income** for the API population is also higher than the average for the entire population at \$35,000 compared to \$26,000. However, for the MSA, the per capita income is almost the same, at \$27,300 for the APIs and \$27,600 overall. This is likely due to higher household sizes in the API population outside of Dallas (see *Table 11*).
- **Occupation** - The greatest percentage of Asians in both Dallas and the MSA work in the Management/professional sector (52 and 51 percent respectively) in the computer/mathematical, business/management, architecture/engineering, or healthcare fields (see *Table 12*). This is significantly higher than the overall population, of which 30 percent in Dallas and 35 percent in the MSA work in this sector.

Historic Trends in Population and Demographic Characteristics

ERA also reviewed historic trends for a number of the population and demographic factors discussed above, including population growth, density, geographic distribution, income trends, and percent born outside the United States.

Historic Population Growth

From 1990 to 2008 the API population in Dallas grew at an average annual rate of 2.3 percent, from 22,000 to 32,000. In contrast the API population in the MSA has doubled in size, growing at an average rate of 6.6 percent during the same time period, from 98,000 in 1990 to 290,000 in 2007 (see *Table 13*). Over the same years, growth in the total population has been much slower at 1.2 percent in Dallas and 2.7 percent in the MSA.

Density

The density of the API population in Dallas has remained relatively stable from 1990 to 2007 at 2.2 to 2.6 percent. Density of the API in the MSA has nearly doubled over this time from 2.5 percent to nearly 5 percent (see *Table 13*).

Geographic Distribution

As shown in *Maps 6 and 7* the API population in 1990 was centralized in the cities with the highest API densities today - Grand Prairie, Carrollton, Plano, and Richardson. However, over the past two decades, the API population has expanded beyond these communities to outlying areas to the west and north of Dallas.

Income Trends

Income levels for APIs in Dallas and in the MSA have increased substantially from 1990 to 2007, outpacing the income growth of the general population overall. API Households with income over \$100,000 increased from 14 to 26 percent in Dallas and from 19 to 28 percent in the MSA, compared to a modest increase from 12 to 17 percent in Dallas and a strong gain from 16 to 34 percent in the MSA for the general population. API households with income under \$25,000 declined from 27 to 20 percent in Dallas and from 21 to 18 percent in the MSA. The median household income for the API population in Dallas increased from \$43,926 to \$51,000 and in the MSA increased from \$53,744 to \$64,659. (see *Table 14*).

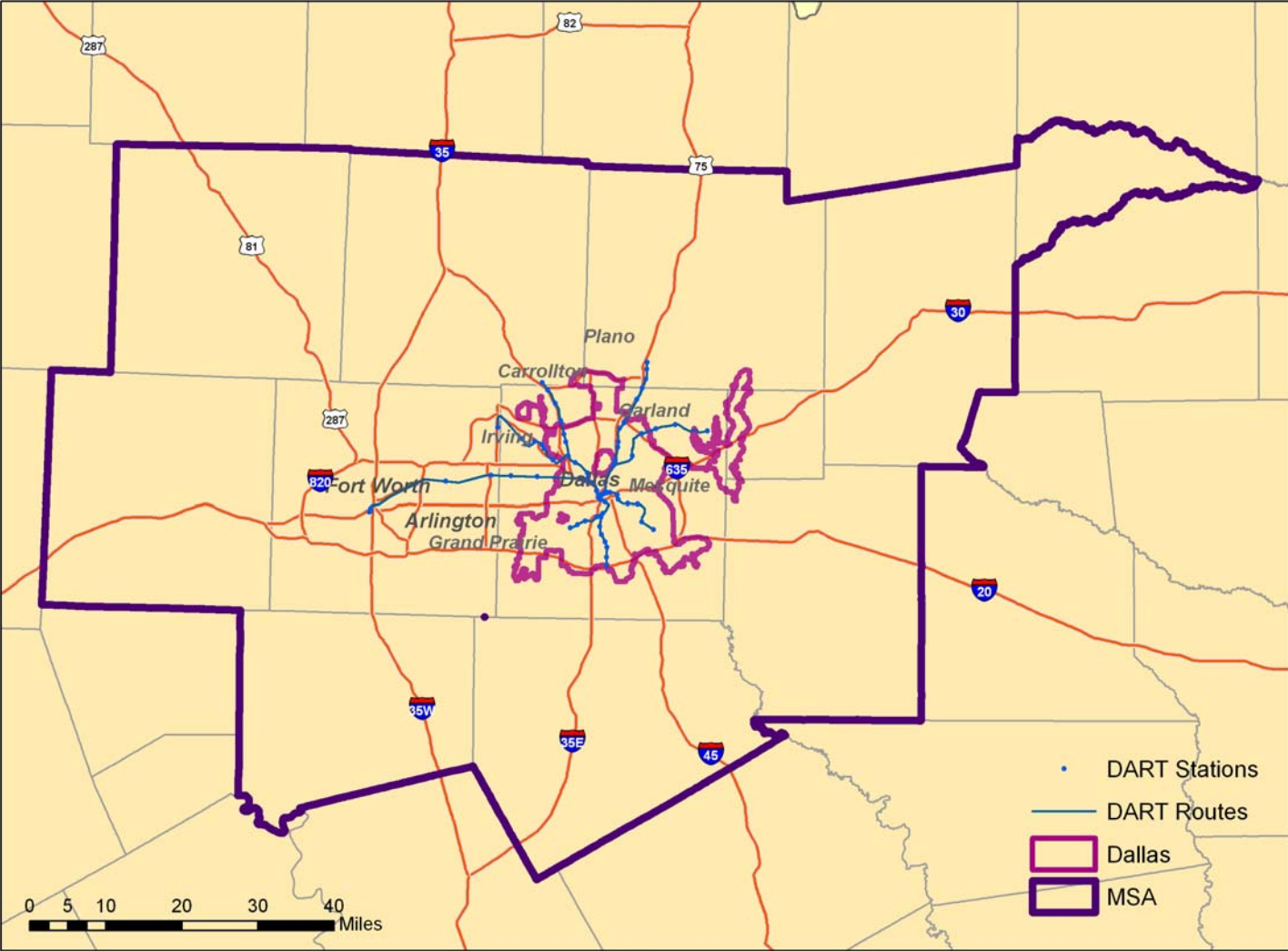
Foreign Born

Between 1990 and 2007, there was slight decrease in the number of foreign born API individuals in both Dallas and the MSA, combined with modest increases in the number of persons born in Texas (see *Table 15*).

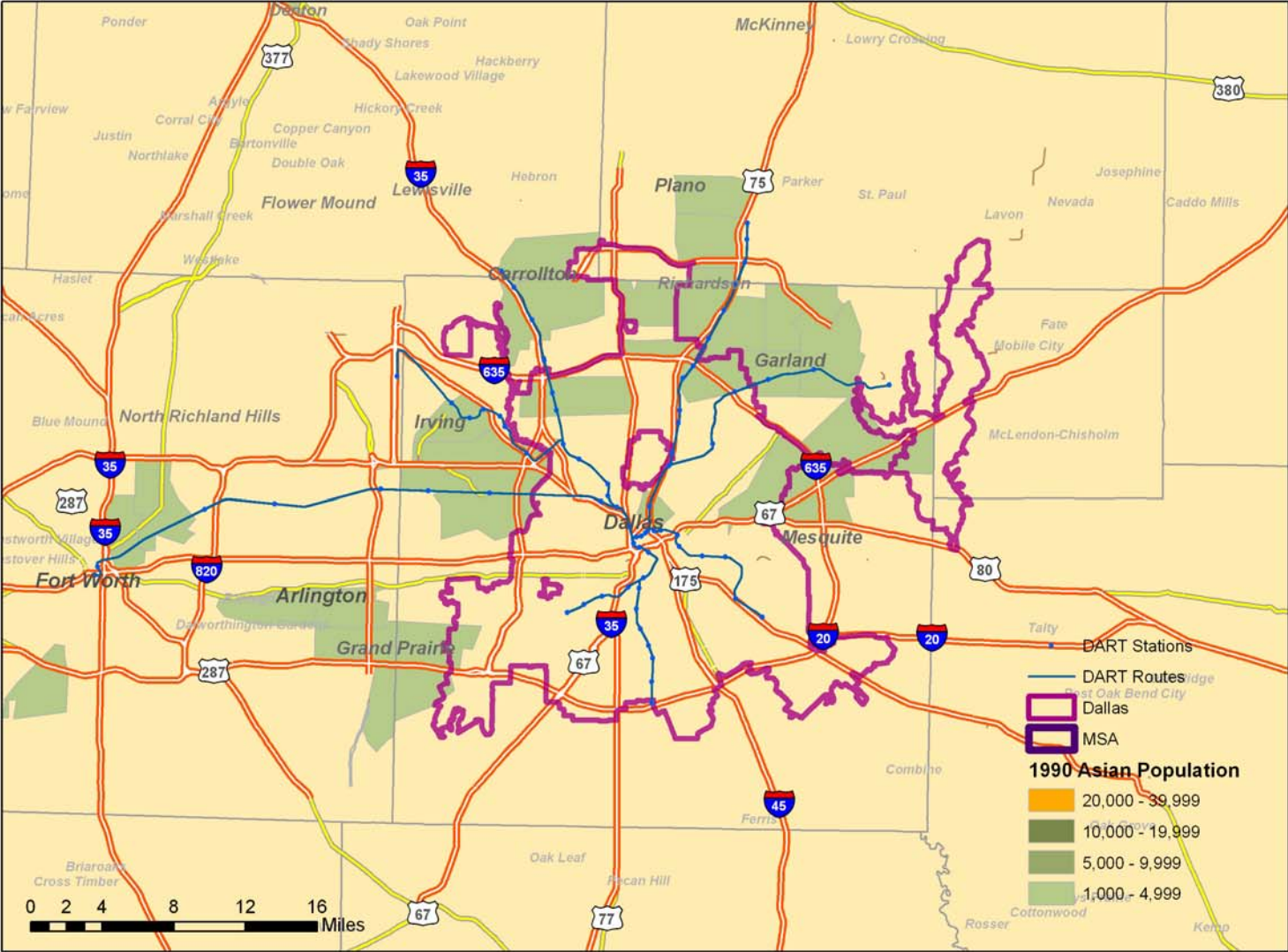
DART Map Updates

Finally, ERA has updated the Dallas MSA and city of Dallas maps to include the DART train system. The region's API population is served by this public transit system, especially high density communities in Plano and Garland near the end of the Red and Blue Rail Lines. The future extension of the system to the DFW Airport and north will also serve higher density API communities living in Irving and Carrollton.

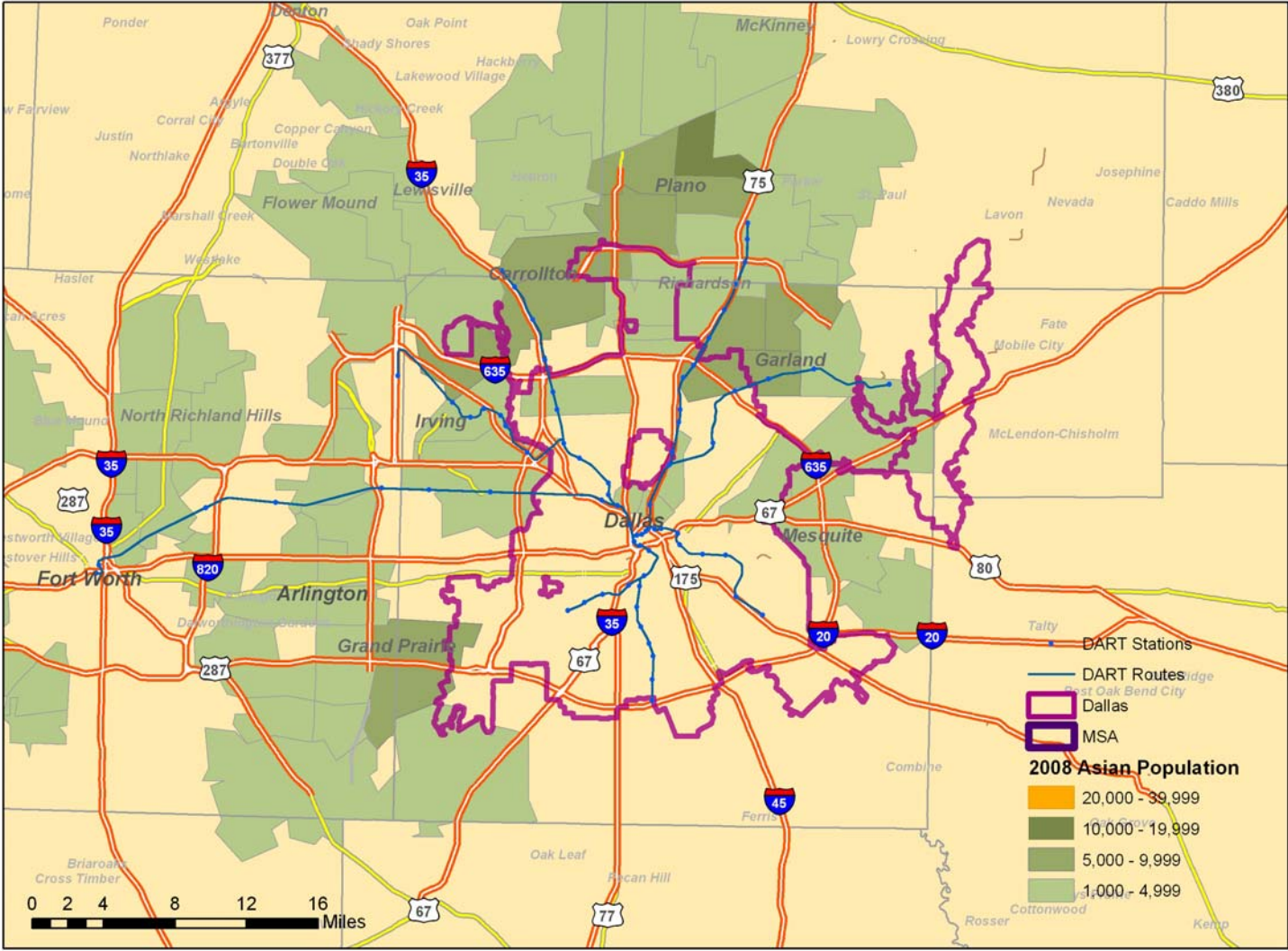
Map 1: Dallas-Fort Worth MSA and City of Dallas Boundaries



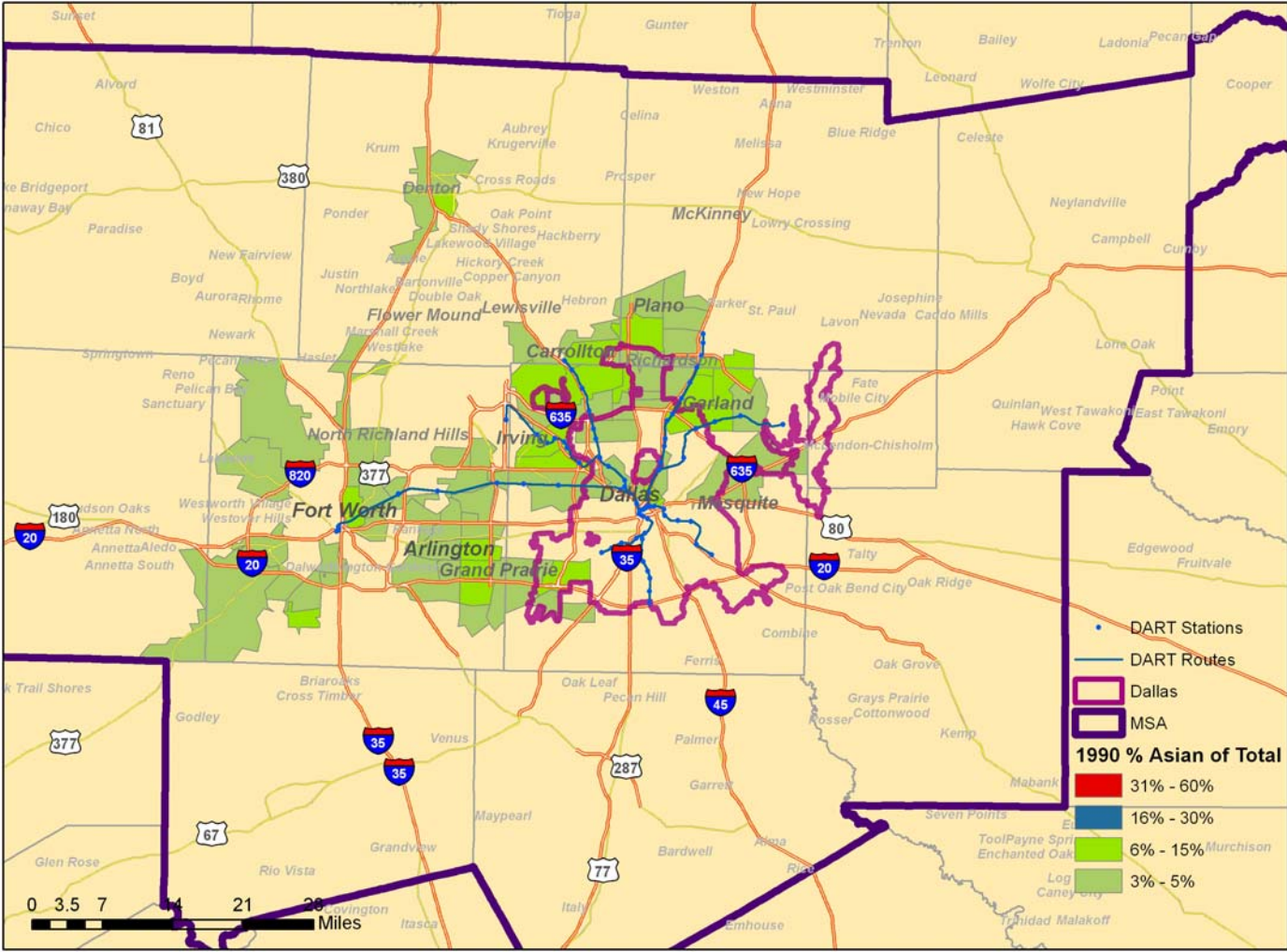
Map 4: Asian Population by Zip Code for City of Dallas, 1990



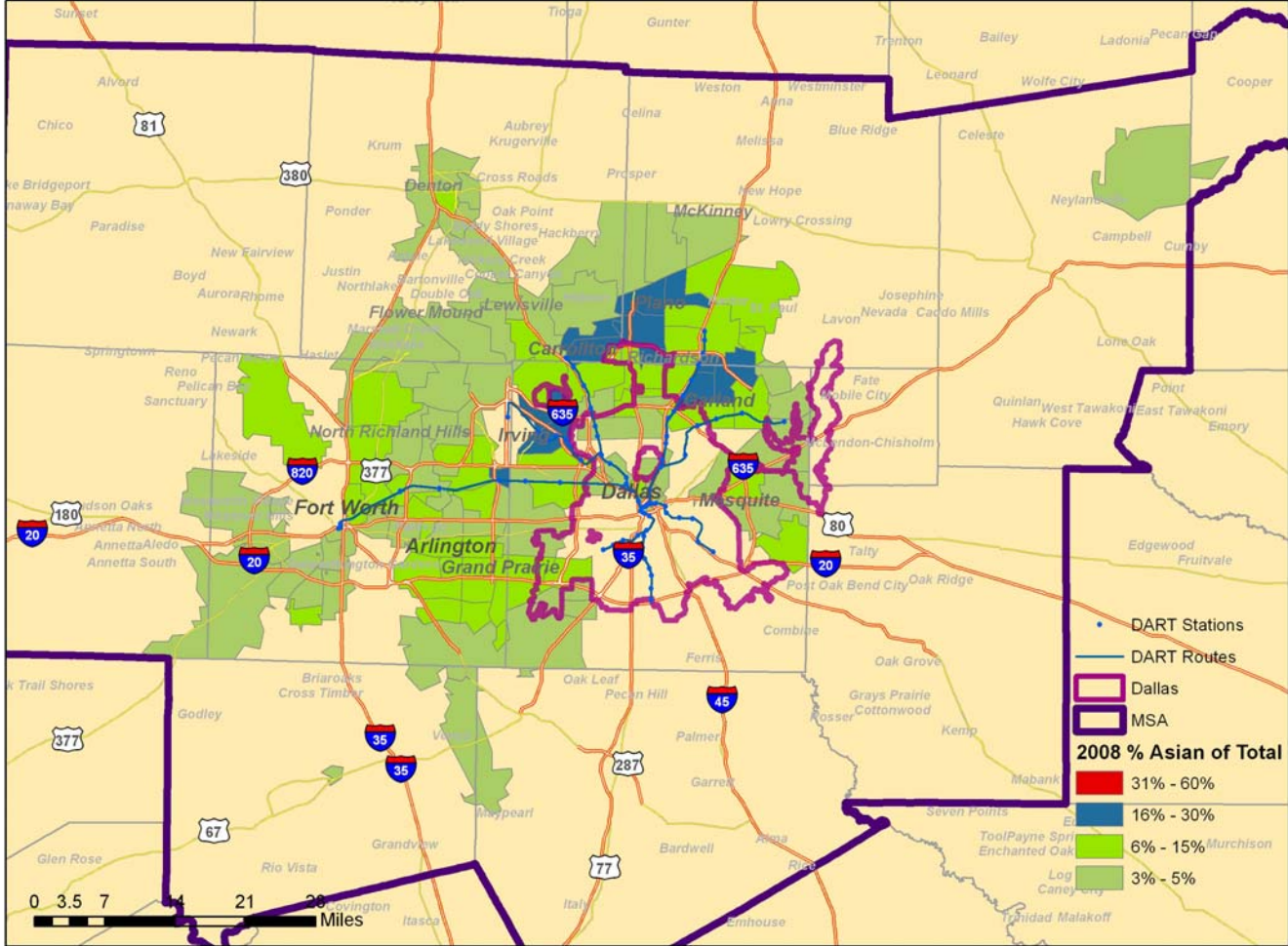
Map 5: Asian Population by Zip Code for City of Dallas, 2008



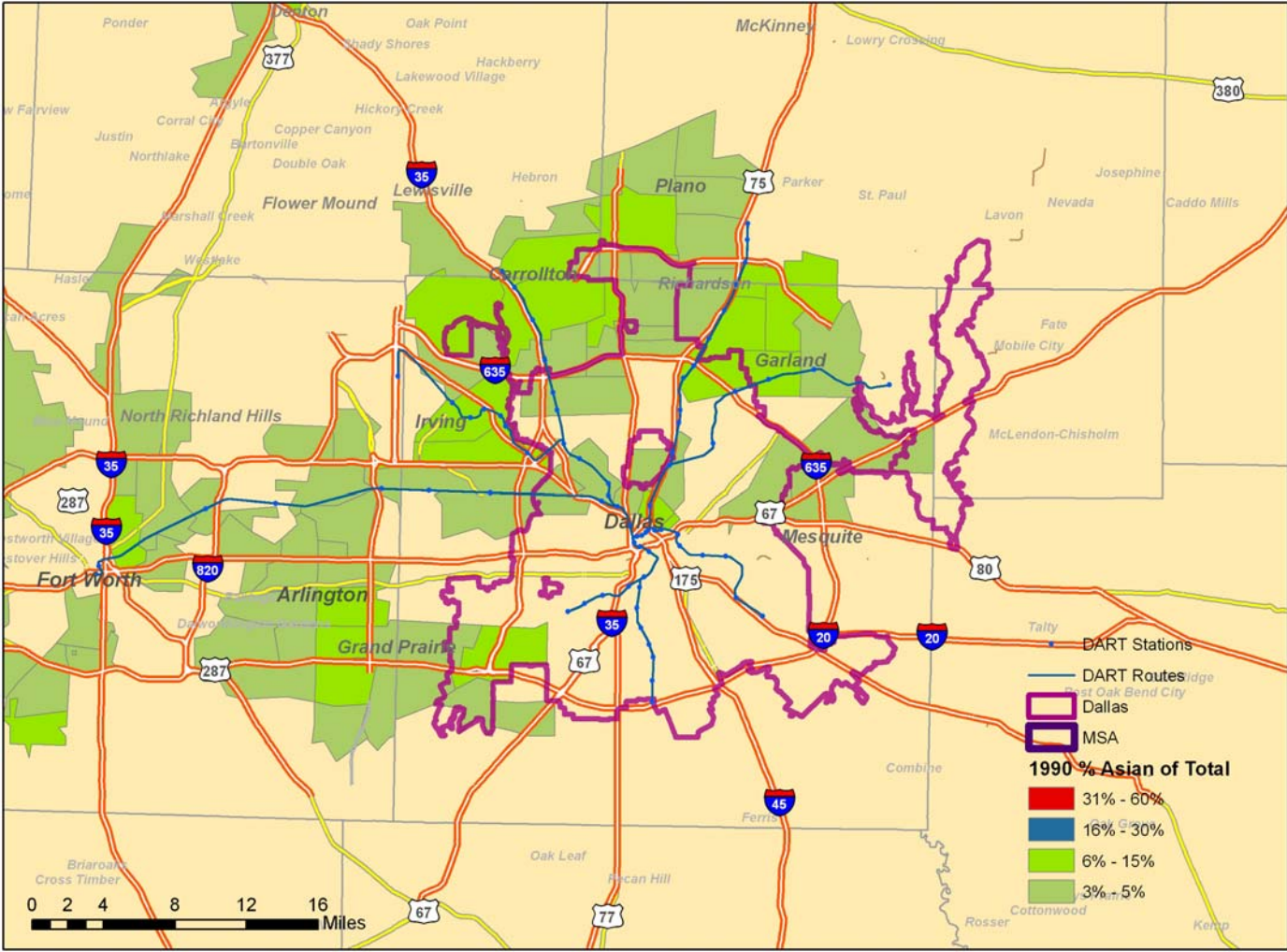
Map 6: Asian Population Density (Percentage) by Zip Code for MSA, 1990



Map 7: Asian Population Density (Percentage) by Zip Code for MSA, 2008



Map 8: Asian Population Density (Percentage) by Zip Code for City of Dallas, 1990



Map 9: Asian Population Density (Percentage) by Zip Code for City of Dallas, 2008

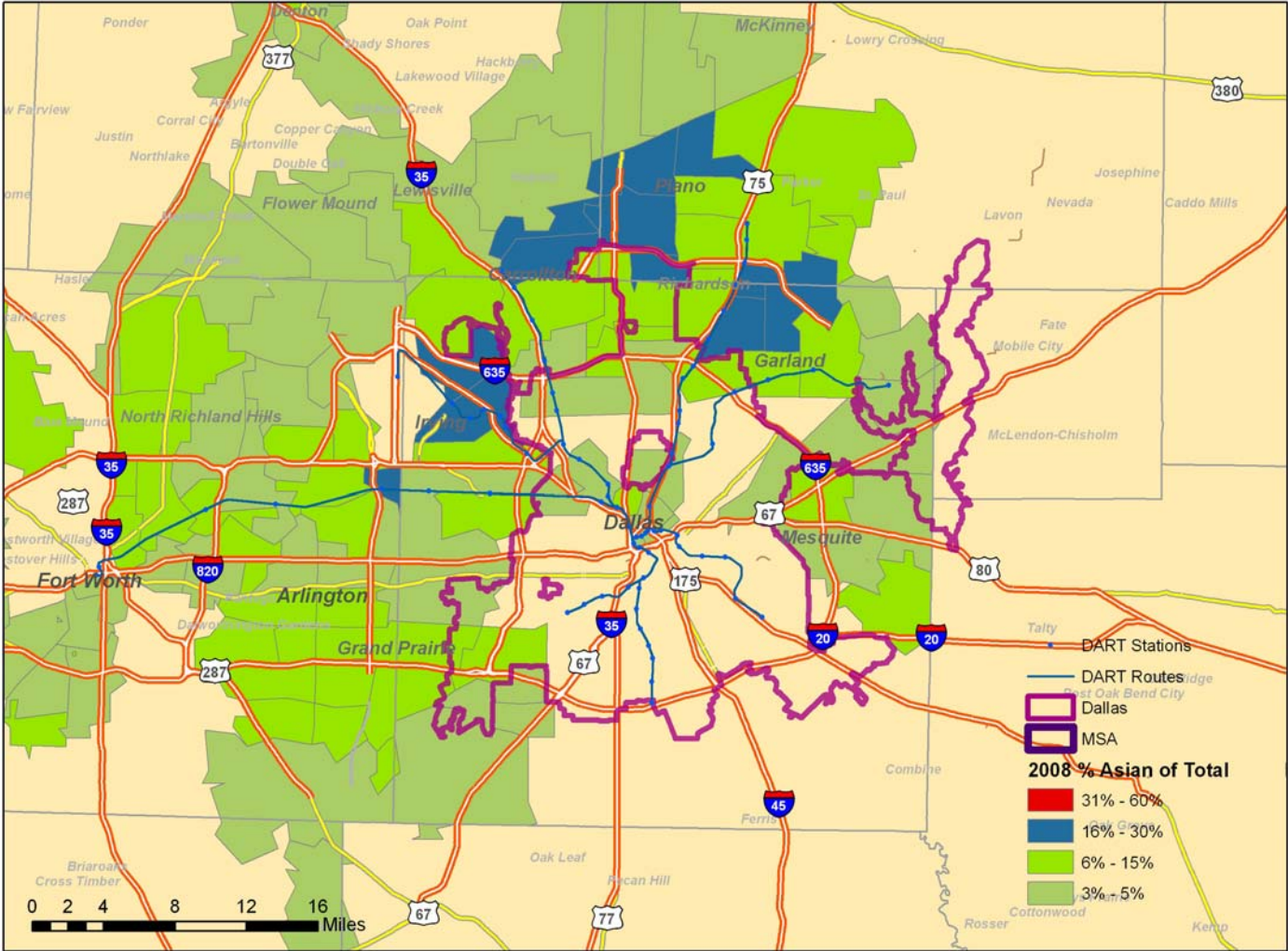
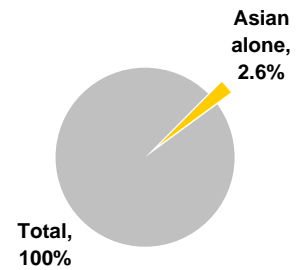


Table 1: 2007 Total Population by Race

	Dallas		MSA	
	Number	%	Number	%
White alone	699,800	56.4%	4,265,800	71.3%
Black or African American alone	287,700	23.2%	864,200	14.5%
Some other race alone	199,400	16.1%	577,400	9.7%
Asian alone	32,300	2.6%	289,900	4.8%
Two or more races	14,100	1.1%	112,500	1.9%
American Indian and Alaska Native alone	6,100	0.5%	29,800	0.5%
Native Hawaiian and Other Pacific Islander alone	700	0.1%	5,000	0.1%
Total	1,240,044	100%	5,979,200	100%

Source: U.S. Census Bureau, 2007 American Community Survey

Proportion of Dallas Population that is Asian



Porportion of MSA Asian Population in Dallas



Proportion of MSA Population that is Asian

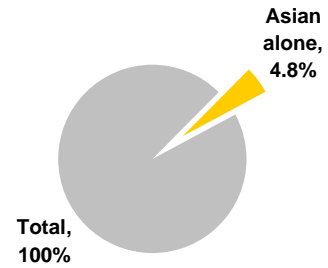


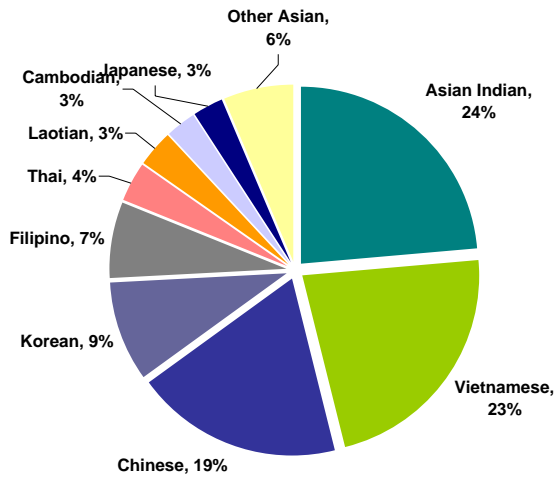
Table 2: 2007 API Population by Ethnic Group

	Dallas ¹	MSA
Asian Indian	6,958	86,427
Vietnamese	6,689	68,144
Chinese	5,620	43,452
Korean	2,712	24,178
Filipino	2,019	19,119
Thai	1,101	4,833
Laotian	942	5,125
Cambodian	846	4,833
Japanese	798	6,296
Other Asian	713	7,440
Other Asian, not specified	509	2,868
Pakistani	443	10,900
Bangladeshi	132	1,997
Sri Lankan	59	819
Indonesian	56	1,047
Malaysian	10	1,521
Hmong	0	852
Total	29,607	289,851

Source: U.S. Census Bureau, 2007 American Community Survey

1: Dallas reflects 3-year survey data, 2007 N/A

Dallas: Asian Population Breakout



MSA: Asian Population Breakout

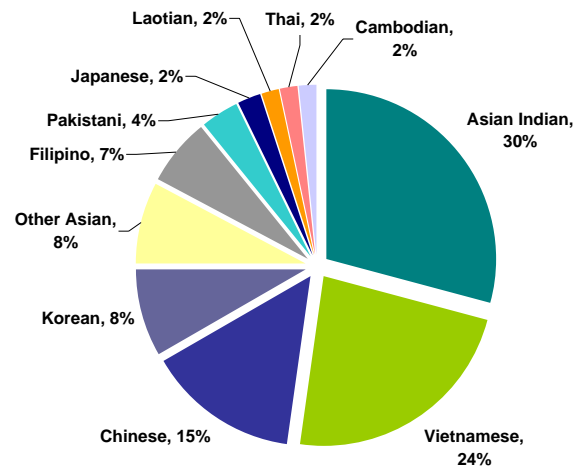


Table 3: 2008 MSA API Population Density ($\geq 10\%$) by Zip Code

Zip	City	Total Population	Asian Population	% Asian
75082	Richardson	20,400	4,900	24%
75024	Plano	31,100	7,100	23%
75063	Irving	30,400	6,500	21%
75025	Plano	55,900	11,600	21%
75252	Dallas	24,100	4,600	19%
75081	Richardson	34,600	6,100	18%
76155	Fort Worth	2,600	500	19%
75039	Irving	6,700	1,100	16%
75038	Irving	27,600	4,600	17%
75044	Garland	40,600	6,500	16%
75010	Carrollton	20,200	3,200	16%
75093	Plano	54,200	8,600	16%
75007	Carrollton	57,400	9,100	16%
75042	Garland	38,900	5,700	15%
76014	Arlington	33,500	4,400	13%
75094	Plano	15,200	1,900	13%
75075	Plano	38,200	4,700	12%
75019	Coppell	39,600	4,700	12%
75023	Plano	49,200	5,800	12%
75243	Dallas	60,100	6,900	11%
76018	Arlington	27,600	3,200	12%
75006	Carrollton	49,000	5,100	10%
75287	Dallas	50,100	5,000	10%
76039	Euless	32,900	3,300	10%

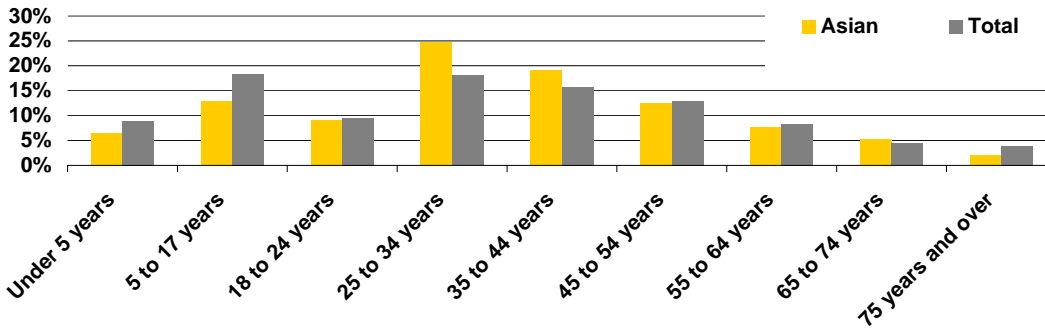
Source: ESRI, ERA

Table 4: 2007 Population by Age

	Dallas		MSA	
	Asian Population	Total Population	Asian Population	Total Population
Under 5 years	7%	9%	9%	8%
5 to 17 years	13%	18%	18%	20%
18 to 24 years	9%	10%	8%	9%
25 to 34 years	25%	18%	20%	16%
35 to 44 years	19%	16%	20%	16%
45 to 54 years	13%	13%	13%	14%
55 to 64 years	8%	8%	8%	9%
65 to 74 years	5%	4%	4%	5%
75 years and over	2%	4%	2%	4%
Median Age	34.3	31.9	33.5	33.3

Source: U.S. Census Bureau, 2007 American Community Survey

Dallas



MSA

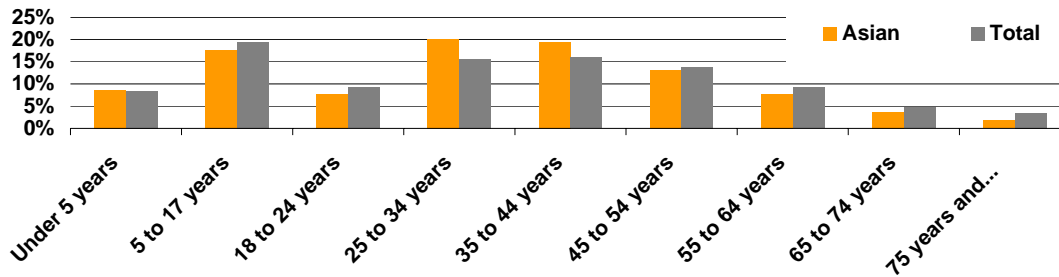


Table 5: 2007 Enrollment for API Population

	Dallas	MSA
Enrolled in nursery school, kindergarten	791	11,196
Enrolled in grade 1 to grade 8	2,324	32,002
Enrolled in grade 9 to grade 12	667	13,948
Enrolled in college or graduate school	3,417	30,014
Total Enrolled in School	7,199	87,160

Source: U.S. Census Bureau, 2007 American Community Survey

	Dallas	MSA
Asian Population Enrollment	7,199	87,160
Total Population Enrollment	305,344	1,664,852
% Asian	2%	5%

Table 6: 2007 API Population by Gender and Age

	Male	Female
Dallas		
Under 18 years	51.7%	48.3%
18 to 34 years	53.9%	46.1%
35 to 64 years	48.8%	51.2%
65 years and over	44.4%	55.6%
Total	49.7%	50.3%
MSA		
Under 18 years	51.4%	48.6%
18 to 34 years	49.8%	50.2%
35 to 64 years	49.6%	50.4%
65 years and over	44.6%	55.4%
Total	48.9%	51.2%

Source: U.S. Census Bureau, 2007 American Community Survey

Asian Gender by Market Area

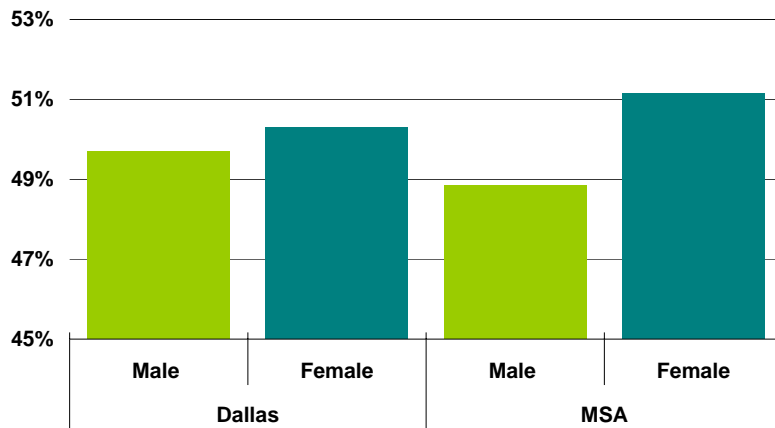


Table 7: 2007 Population (+25 years) by Educational Attainment

	Dallas		MSA	
	Asian Population	Total Population	Asian Population	Total Population
Less than 9th grade	4%	15%	5%	9%
9th to 12th grade, no diploma	7%	15%	6%	10%
High school graduate (includes equivalency)	20%	22%	17%	24%
Some college, no degree	5%	16%	11%	21%
Associate's degree	4%	5%	6%	6%
Bachelor's degree	30%	18%	31%	21%
Graduate degree	30%	9%	24%	9%

Source: U.S. Census Bureau, 2007 American Community Survey

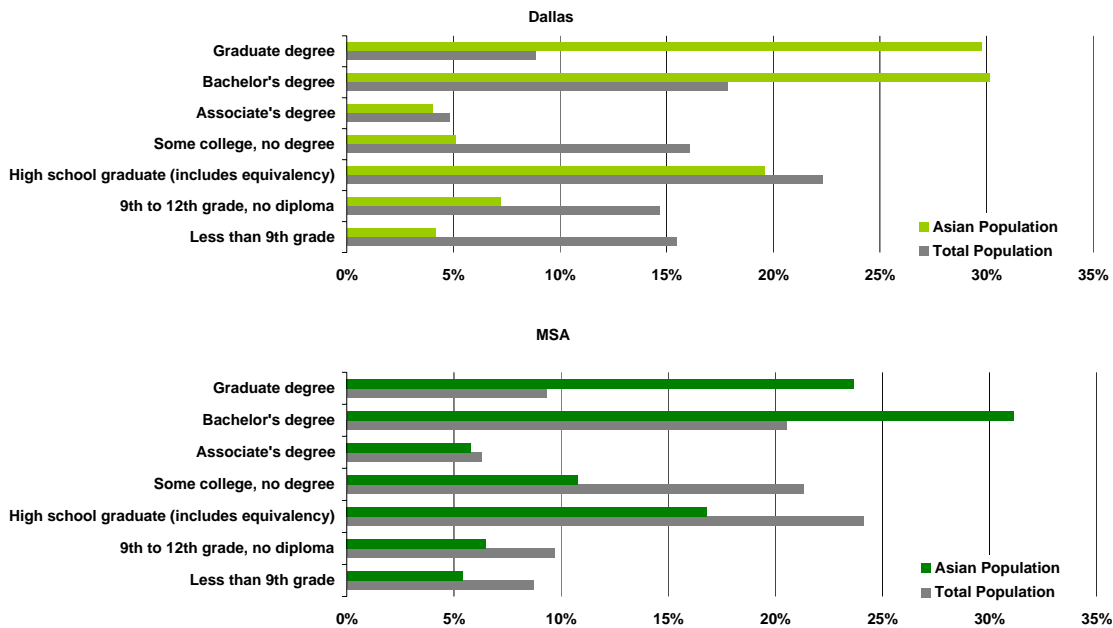


Table 8: 2007 API Population by Origin of Birth

	Dallas	MSA
Born in Texas	18.0%	20.5%
Born in other states in the United States	4.4%	8.1%
Native; born outside the United States	0.3%	1.7%
Foreign born	77.2%	69.7%
Total	32,300	289,900

Source: U.S. Census Bureau, 2007 American Community Survey

Table 11: Average Household Size, 2007

	2007
Dallas	
Total population	2.65
Asian population	2.47
MSA	
Total population	2.84
Asian population	3.14

Source: U.S. Census Bureau

Table 10: 2007 Population by Household Income Distribution

	Dallas		MSA	
	Asian Population	Total Population	Asian Population	Total Population
Less than \$10,000	10%	9%	6%	6%
\$10,000 to \$14,999	4%	6%	2%	4%
\$15,000 to \$24,999	6%	14%	10%	10%
\$25,000 to \$34,999	11%	13%	8%	11%
\$35,000 to \$49,999	18%	16%	12%	15%
\$50,000 to \$74,999	13%	16%	20%	19%
\$75,000 to \$99,999	12%	9%	15%	13%
\$100,000 to \$149,999	18%	8%	16%	13%
\$150,000 to \$199,999	2%	3%	6%	5%
\$200,000 or more	6%	5%	6%	5%
Median	\$51,000	\$40,986	\$65,000	\$54,730

Source: U.S. Census Bureau, 2007 American Community Survey

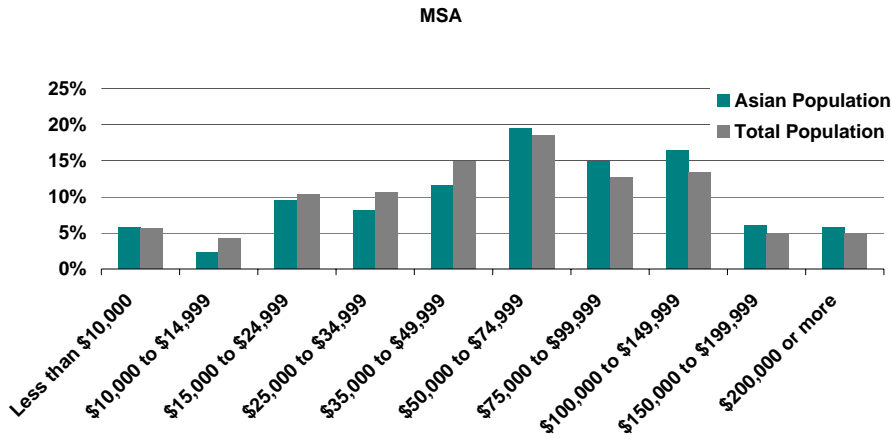
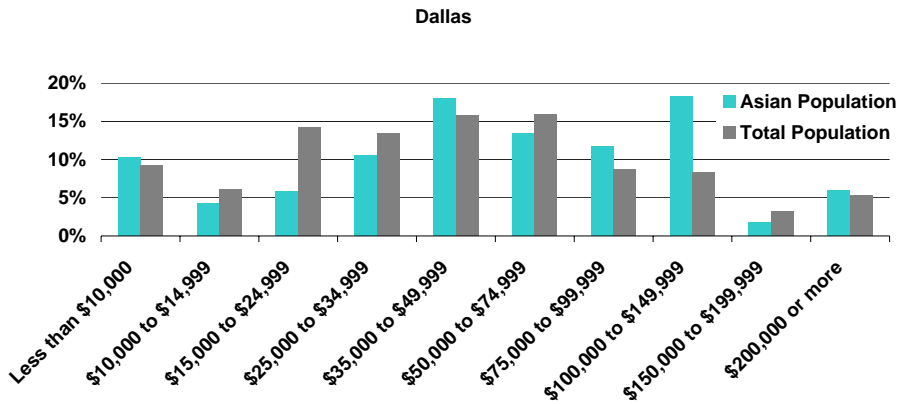


Table 11: Per Capita Income, 2007

	2007
Dallas	
Total population	\$26,298
Asian population	\$34,613
MSA	
Total population	\$27,627
Asian population	\$27,311

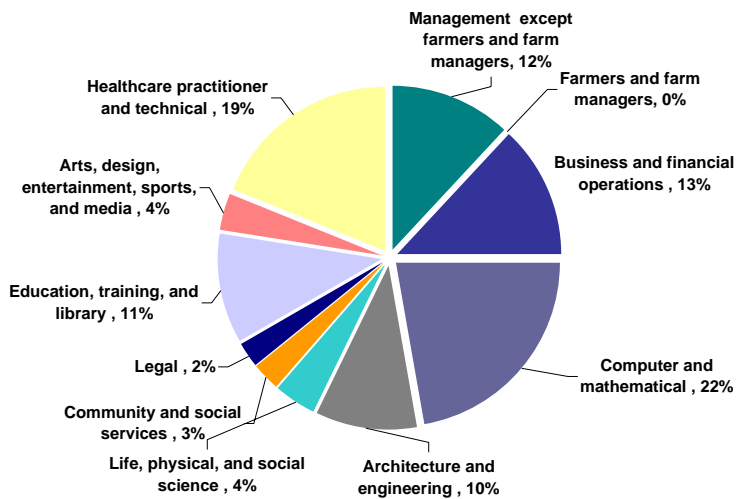
Source: U.S. Census Bureau

Table 12: 2007 Population by Occupation

	Dallas		MSA	
	Asian Population	Total Population	Asian Population	Total Population
Management, professional, and related occupations	51.4%	30.0%	50.7%	35.2%
Service occupations	18.4%	18.2%	12.4%	14.6%
Sales and office occupations	15.6%	23.5%	22.3%	26.8%
Farming, fishing, and forestry occupations	0.2%	0.1%	0.0%	0.1%
Construction, extraction, maintenance, and repair occupations	2.4%	14.4%	2.9%	11.0%
Production, transportation, and material moving occupations	12.0%	13.7%	11.6%	12.3%

Source: U.S. Census Bureau, 2007 American Community Survey

Dallas: API Population in Management, Professional, and Related Occupations by Category



MSA: API Population in Management, Professional, and Related Occupations by Category

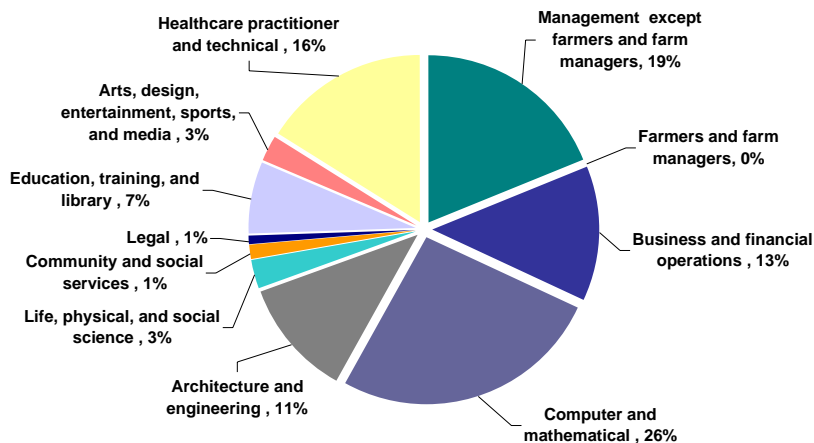


Table 13: API Population Growth, 1990-2007

	1990	2000	2007	CAGR
Dallas				
Total population	1,006,877	1,188,580	1,240,044	1.2%
Asian population	21,952	32,118	32,263	2.3%
% Asian population	2.2%	2.7%	2.6%	
MSA				
Total population	3,885,415	5,221,801	6,144,489	2.7%
Asian population	97,578	195,480	289,851	6.6%
% Asian population	2.5%	3.7%	4.7%	

Source: U.S. Census Bureau

Table 14: Household Income Distribution, 1999-2007

	API Population			Total Population		
	1999	2007	% Change	1999	2007	% Change
Dallas						
Less than \$10,000	11%	10%	-0.3%	11%	9%	-1.3%
\$10,000 to \$14,999	4%	4%	-0.2%	6%	6%	0.1%
\$15,000 to \$24,999	12%	6%	-6.5%	15%	14%	-0.4%
\$25,000 to \$34,999	11%	11%	-0.5%	15%	13%	-1.6%
\$35,000 to \$49,999	17%	18%	0.5%	17%	16%	-1.3%
\$50,000 to \$74,999	21%	13%	-7.3%	16%	16%	-0.5%
\$75,000 to \$99,999	11%	12%	0.9%	8%	9%	0.7%
\$100,000 to \$149,999	8%	18%	9.9%	7%	8%	1.7%
\$150,000 to \$199,999	2%	2%	-0.6%	2%	3%	0.8%
\$200,000 or more	2%	6%	3.9%	4%	5%	1.8%
Median	\$43,926	\$51,000	14%	\$37,628	\$40,986	8%
MSA						
Less than \$10,000	8%	6%	-2.4%	7%	8%	1.1%
\$10,000 to \$14,999	4%	2%	-1.7%	5%	6%	1.5%
\$15,000 to \$24,999	9%	10%	0.5%	11%	15%	4.2%
\$25,000 to \$34,999	10%	8%	-1.5%	13%	16%	3.0%
\$35,000 to \$49,999	15%	12%	-3.3%	17%	22%	5.4%
\$50,000 to \$74,999	23%	20%	-3.2%	20%	27%	6.9%
\$75,000 to \$99,999	13%	15%	1.9%	12%	19%	7.1%
\$100,000 to \$149,999	12%	16%	4.2%	10%	20%	10.1%
\$150,000 to \$199,999	4%	6%	2.3%	3%	7%	4.1%
\$200,000 or more	3%	6%	3.2%	3%	7%	4.1%
Median	\$53,744	\$64,659	17%	\$47,418	\$54,730	13%

Source: U.S. Census Bureau

Table 15: API Population by Origin of Birth, 2000-2007

	2000	2007	% Change
Dallas			
Born in Texas	14.9%	18.0%	3.1%
Born in other states in the United States	5.9%	4.4%	-1.4%
Native; born outside the United States	0.8%	0.3%	-0.4%
Foreign born	78.5%	77.2%	-1.2%
MSA			
Born in Texas	17.9%	20.5%	2.7%
Born in other states in the United States	6.6%	8.1%	1.5%
Native; born outside the United States	0.8%	1.7%	0.9%
Foreign born	74.7%	69.7%	-5.0%