

# DEMOGRAPHIC TRENDS AND MARKET ANALYSIS

As the economy tightens, market pressures intensify the need for innovative methods of capturing population fluctuations in your markets. When it comes to finding the next property or attracting tenants to your mall, population surges are always a welcome focus for analyses. However, population decline, out migration and eminent domain are events that play out in the microcosm of every urban landscape. These trends offer equally telling and valuable insights that are often invisible to traditional methods of census-based demographic data estimation and projection.

To provide real estate professionals and commercial real estate developers with the most up-to-date, reliable demographic data estimations and projections, Pitney Bowes MapInfo has introduced GroundView™, the next generation of demographics, infused with household-derived MicroBuild® data from The Gadberry Group. The new MicroBuild-powered demographics provide recency and depth of household demographics in a census standardized format for all available census geographies, including the block level. Frequently updated and accurate demographic data is paramount in today's economic climate when defining trends and offering a granular historical perspective. More information on GroundView is available at [www.mapinfo.com/GroundView](http://www.mapinfo.com/GroundView).

## ARLINGTON, TEXAS

Arlington ranks as the third-largest city in North Texas, with more than 350,000 residents. The city is located less than 17 miles from downtown Dallas and only 10 miles from downtown Fort Worth, offering the best of both worlds to employers drawing from both metropolises. Known as the entertainment capital of Texas, Arlington is home to the Six Flags® Over Texas amusement park and Hurricane Harbor Water Park, and has housed the Texas Rangers professional baseball team for the last 11 seasons.

In November 2004, honoring the title of entertainment capital of the Lone Star State, more than 62,000 residents voted in favor of authorizing the City of Arlington to provide the planning, acquisition, construction and financing for the Dallas Cowboys sports complex development project.

The net result of this decision was an eminent domain ruling, which favored the dismantling of residential properties (shown in figure 1) for the construction of the stadium. Despite years of legal proceedings, by the end of 2006, the residential properties in this block group were leveled and construction on the stadium began (shown in figure 2).

In figure 3, you see the substantial drop in households that was captured in 2008. In 2007, our demographic data was derived from traditional estimations from the 2000 census data. Those traditional methods project demographic growth or decline from the overall growth patterns in the community. It is the shift in the GroundView demographic data production methodology to incorporate current and accurate household-level intelligence (MicroBuild® data) that elucidated this population trend.

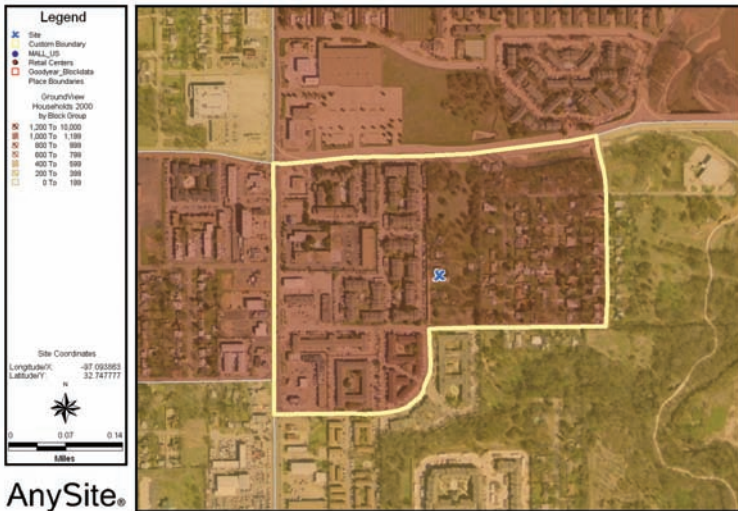


Figure 1

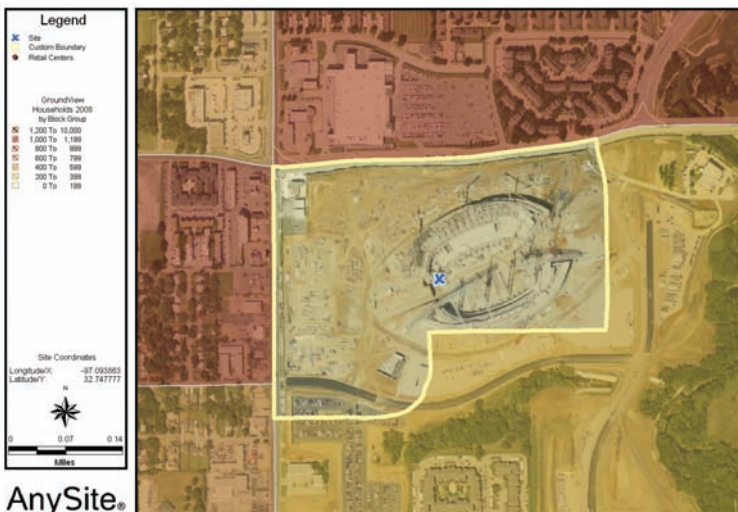


Figure 2

Aerial imagery courtesy of DigitalGlobe®

Figure 3

