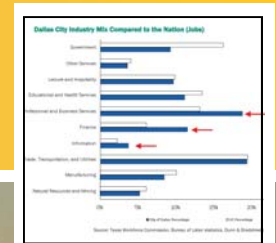


Economic Development Profile

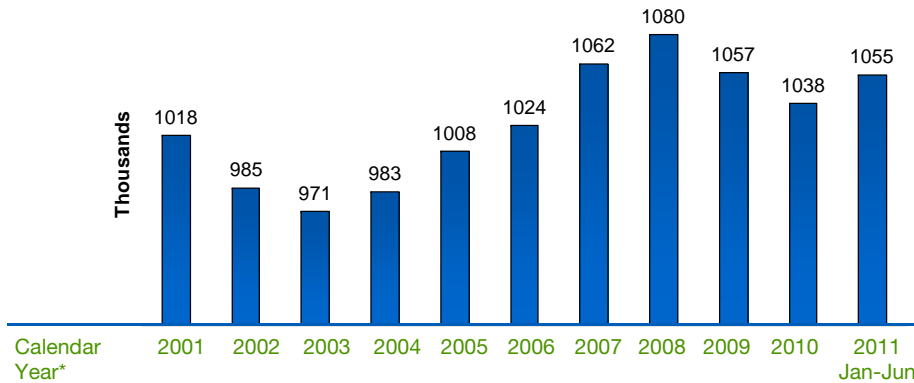
January 2012

ECONOMIC TRENDS & STATISTICS

DALLAS ECONOMIC DEVELOPMENT

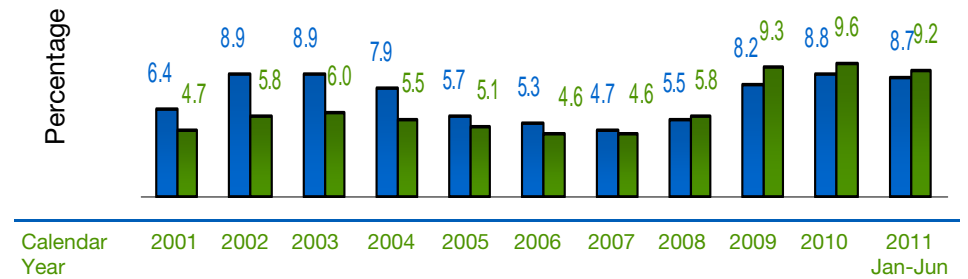


Payroll Employment (By Place of Work)



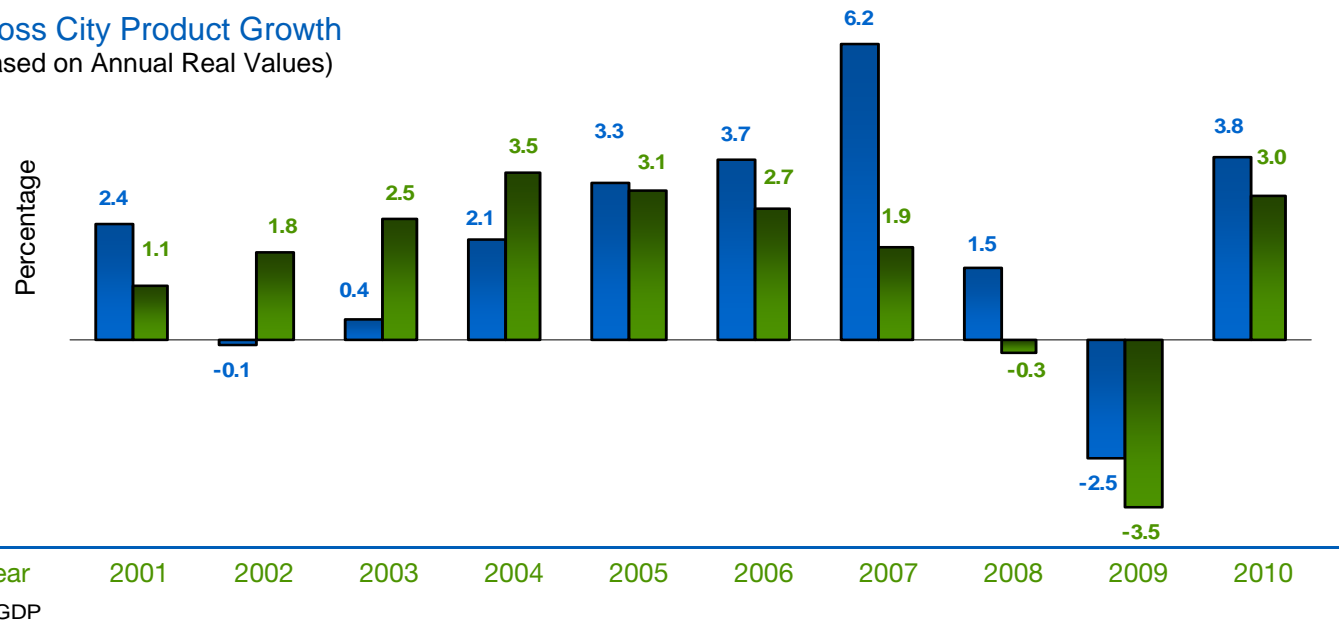
Source: City of Dallas, Office of Economic Development
 * Data may differ from other official City of Dallas documents due to coverage period (Calendar verses Fiscal Year)

Dallas Unemployment



Source: U.S. Bureau of Labor Statistics (BLS)

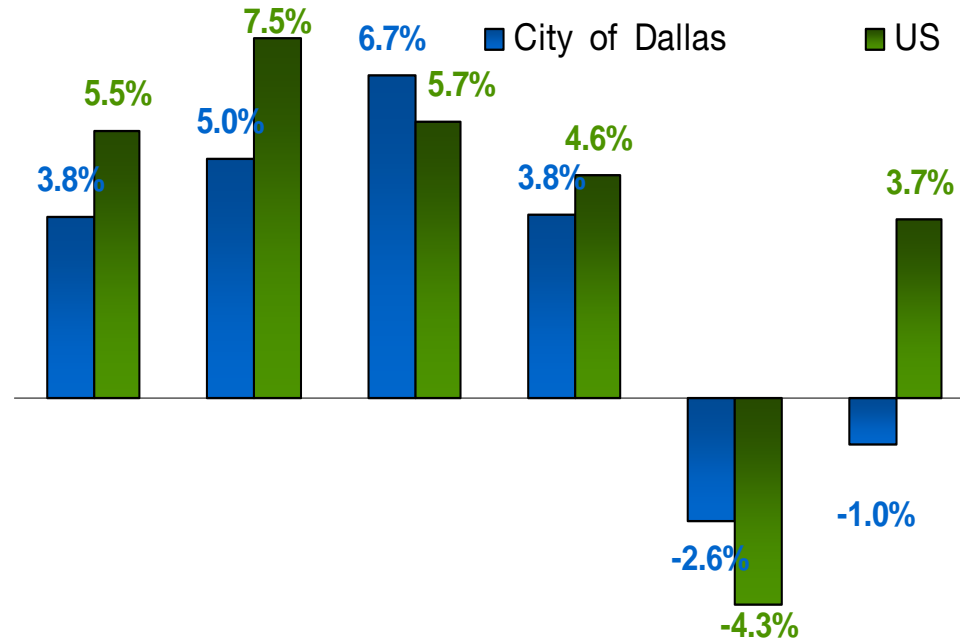
Gross City Product Growth (Based on Annual Real Values)



Sources: Bureau of Economic Analysis (BEA), U.S. Department of Commerce; City of Dallas, Office of Economic Development

U.S. and City of Dallas Annual Personal Income Percentage Growth

City of Dallas personal income is the sum of all earnings by Dallas residents at the end of the year. The City of Dallas total personal income estimate is \$49.9 billion. This is a decline of \$0.4 billion or 1 percent. Total personal income for the U.S. grew 3.7 percent to \$12,374 Billion.

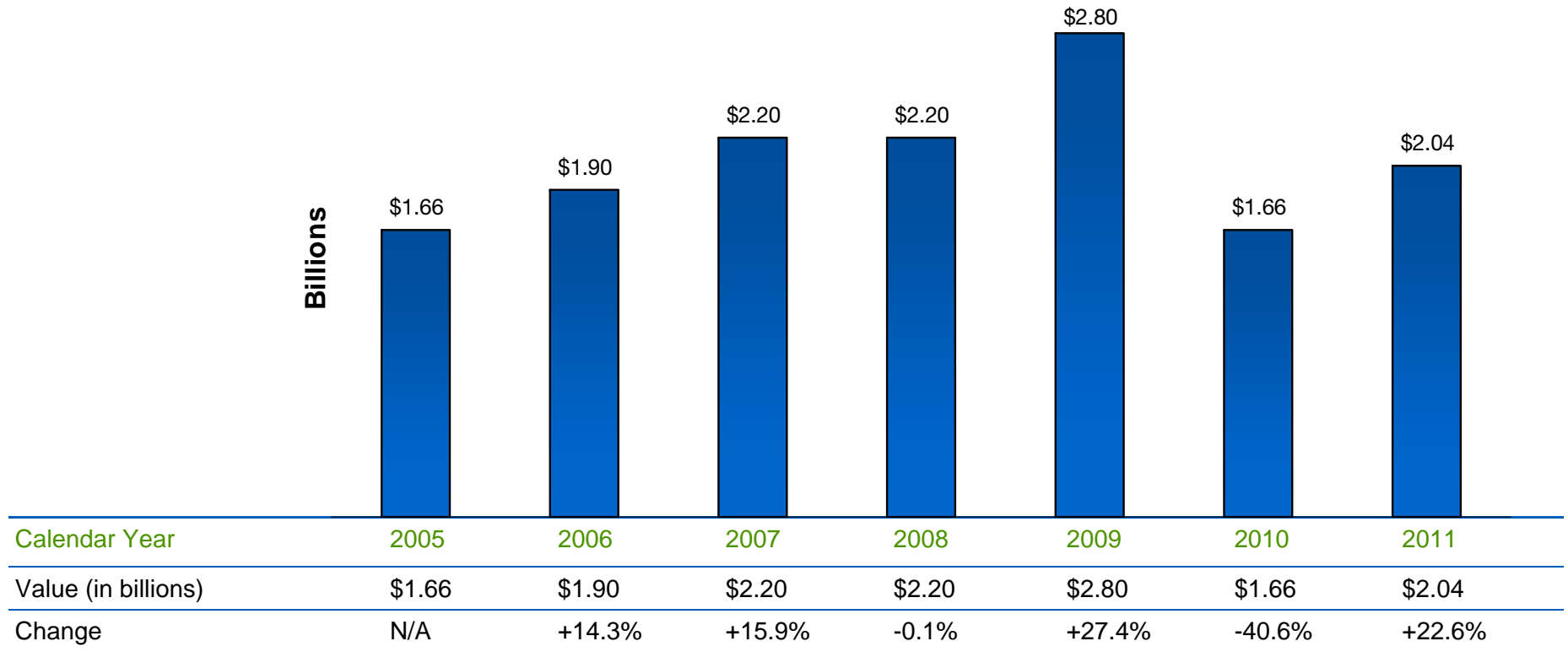


U.S. and City of Dallas Annual

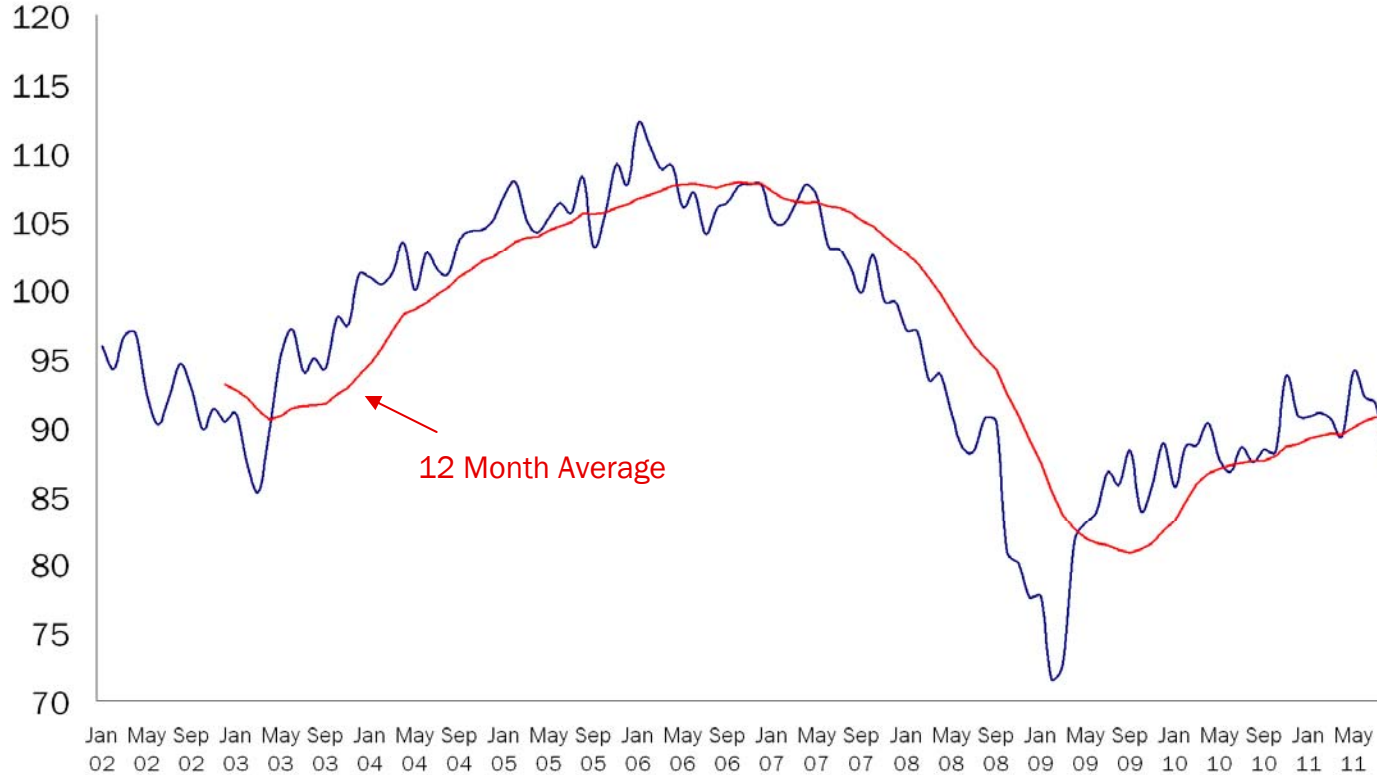
Year	2005	2006	2007	2008	2009	2010
COD Per Capita Personal Income	\$36,933	\$38,737	\$41,293	\$43,212	\$42,148	\$41,477
Percent Change	3.8%	4.9%	6.6%	4.3%	-2.5%	-1.6%
U.S. Per Capita Personal Income	\$31,317	\$33,156	\$34,512	\$36,166	\$35,088	\$36,051
Percent Change	3.4%	5.9%	4.1%	4.8%	-3.0%	2.7%

Source: City of Dallas, Office of Economic Development

The 2010 per capita income estimate for the city is \$41,477. Initial estimates reflect that residents experienced a \$671, or 1.6 percent, decrease in per capita personal income from 2009 to 2010. While the national per capita income grew 2.7 percent, the national average value still falls short of the city's by \$5,412 per person.



Source: City of Dallas, Department of Development Services.



The leading index is a projection of the City’s economic performance three to six months in advance. When the index consistently grows above its 12-month average (the red line graph), the City’s economy will more likely continue to grow.

The index’s annual average reflected an economic downturn starting June 2007. The index declined for 22 months, then turned upward beginning March 2009. The upward trend continued through May 2010 and has since moved in an irregular pattern. As of August 2011, the index is providing mixed signals. In the three month period of May—July 2011, the index was above its 12-month average trend line. August 2011 witnessed a dip below the average trend line with the index declining by 4.5 percent. A quarterly snapshot shows the second quarter average rose 1.2 percent from the first quarter. Given the mixed signals between the monthly and quarterly data, the economic outlook for the City’s economy is for slowed growth.

Index elements consist of Single Family Building Permits, Monthly Regular Initial Claims for unemployment insurance, the West South Central Consumer Expectations Index of the Conference Board, and the City of Dallas calculated Stock Index.