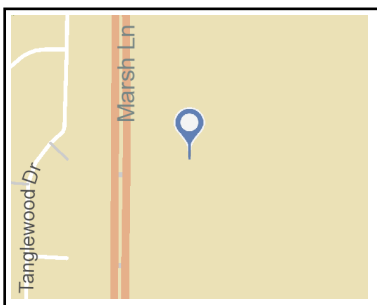
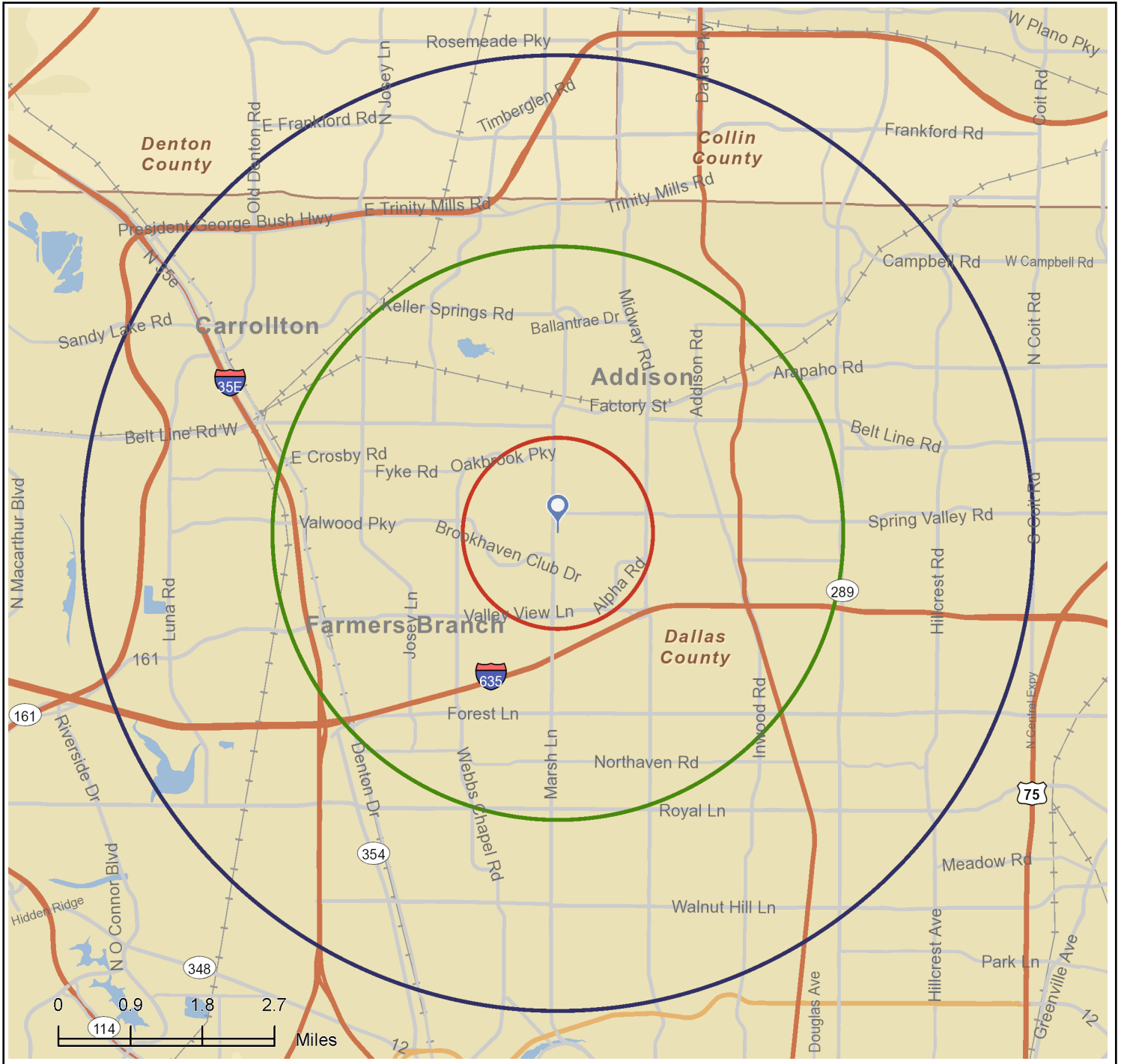





Brookhaven Village
 14110 Marsh Ln, Addison, TX 75001-3860
 Ring: 1, 3, 5 Miles

Latitude: 32.93694
 Longitude: -96.85494



Brookhaven Village
 14110 Marsh Ln, Addison, TX 75001-3860
 Ring: 1, 3, 5 Miles

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	1 mile radius	3 miles radius	5 miles radius
 2000 Total Population	14,499	122,345	292,875
2000 Group Quarters	9	693	1,163
2010 Total Population	14,078	128,092	312,714
2015 Total Population	14,177	130,859	322,575
2010 - 2015 Annual Rate	0.14%	0.43%	0.62%
 2000 Households	6,958	51,136	121,850
2000 Average Household Size	2.08	2.38	2.39
2010 Households	6,682	52,307	127,717
2010 Average Household Size	2.11	2.43	2.44
2015 Households	6,697	53,145	131,360
2015 Average Household Size	2.12	2.45	2.45
2010 - 2015 Annual Rate	0.04%	0.32%	0.56%
2000 Families	3,605	28,822	71,007
2000 Average Family Size	2.81	3.15	3.12
2010 Families	3,368	28,747	71,394
2010 Average Family Size	2.89	3.28	3.25
2015 Families	3,318	28,804	71,988
2015 Average Family Size	2.93	3.32	3.3
2010 - 2015 Annual Rate	-0.3%	0.04%	0.17%
 2000 Housing Units	7,414	54,078	128,480
Owner Occupied Housing Units	33.9%	40.6%	44.5%
Renter Occupied Housing Units	59.9%	53.9%	50.3%
Vacant Housing Units	6.2%	5.5%	5.3%
2010 Housing Units	7,707	57,533	139,655
Owner Occupied Housing Units	31.5%	37.9%	40.2%
Renter Occupied Housing Units	55.2%	53.1%	51.3%
Vacant Housing Units	13.3%	9.1%	8.5%
2015 Housing Units	7,896	59,251	145,269
Owner Occupied Housing Units	30.9%	37.3%	39.4%
Renter Occupied Housing Units	53.9%	52.4%	51.1%
Vacant Housing Units	15.2%	10.3%	9.6%
Median Household Income			
2000	\$51,627	\$49,059	\$52,297
2010	\$60,364	\$60,739	\$65,247
2015	\$69,877	\$67,887	\$73,058
Median Home Value			
2000	\$171,354	\$124,090	\$145,496
2010	\$198,381	\$140,109	\$172,531
2015	\$219,450	\$158,444	\$195,911
Per Capita Income			
2000	\$36,500	\$28,255	\$33,173
2010	\$38,795	\$31,674	\$36,700
2015	\$43,639	\$35,125	\$40,849
Median Age			
2000	33.7	32.7	33.1
2010	36.3	34.2	34.7
2015	36.0	33.8	34.5


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 total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



Brookhaven Village
 14110 Marsh Ln, Addison, TX 75001-3860
 Ring: 1, 3, 5 Miles

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	1 mile radius	3 miles radius	5 miles radius
2000 Households by Income			
 Household Income Base	6,890	51,333	122,130
< \$15,000	7.8%	8.7%	8.0%
\$15,000 - \$24,999	11.2%	10.5%	9.7%
\$25,000 - \$34,999	12.2%	13.4%	12.5%
\$35,000 - \$49,999	16.8%	18.2%	17.4%
\$50,000 - \$74,999	18.8%	20.8%	20.0%
\$75,000 - \$99,999	10.9%	10.5%	10.9%
\$100,000 - \$149,999	11.2%	9.8%	10.9%
\$150,000 - \$199,999	5.9%	3.9%	4.4%
\$200,000+	5.1%	4.1%	6.2%
Average Household Income	\$75,434	\$67,188	\$79,225
2010 Households by Income			
Household Income Base	6,682	52,305	127,714
< \$15,000	6.5%	6.5%	5.8%
\$15,000 - \$24,999	7.3%	6.8%	5.8%
\$25,000 - \$34,999	9.4%	9.0%	8.2%
\$35,000 - \$49,999	17.3%	18.8%	17.1%
\$50,000 - \$74,999	20.3%	21.9%	20.5%
\$75,000 - \$99,999	13.1%	15.3%	15.1%
\$100,000 - \$149,999	15.1%	13.1%	15.1%
\$150,000 - \$199,999	5.8%	4.2%	5.4%
\$200,000+	5.0%	4.5%	6.9%
Average Household Income	\$81,862	\$77,491	\$89,601
2015 Households by Income			
Household Income Base	6,695	53,142	131,357
< \$15,000	4.9%	5.1%	4.5%
\$15,000 - \$24,999	5.9%	5.6%	4.7%
\$25,000 - \$34,999	6.9%	6.7%	6.1%
\$35,000 - \$49,999	11.5%	12.9%	11.7%
\$50,000 - \$74,999	24.4%	26.1%	24.4%
\$75,000 - \$99,999	14.1%	16.8%	15.0%
\$100,000 - \$149,999	18.6%	16.2%	18.6%
\$150,000 - \$199,999	7.4%	5.4%	6.9%
\$200,000+	6.2%	5.3%	8.1%
Average Household Income	\$92,527	\$86,401	\$100,023
2000 Owner Occupied HUs by Value			
Total	2,471	22,042	57,068
<\$50,000	0.7%	2.5%	2.4%
\$50,000 - 99,999	16.1%	35.2%	26.0%
\$100,000 - 149,999	22.4%	24.7%	23.7%
\$150,000 - 199,999	24.7%	15.6%	16.7%
\$200,000 - \$299,999	28.0%	15.4%	15.8%
\$300,000 - 499,999	7.5%	5.5%	9.3%
\$500,000 - 999,999	0.6%	0.9%	4.5%
\$1,000,000+	0.0%	0.4%	1.6%
Average Home Value	\$185,023	\$155,848	\$206,375
2000 Specified Renter Occupied HUs by Contract Rent			
Total	4,453	29,080	64,684
With Cash Rent	99.9%	99.1%	98.9%
No Cash Rent	0.1%	0.9%	1.1%
Median Rent	\$643	\$660	\$660
Average Rent	\$721	\$717	\$711


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. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



Brookhaven Village
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 Ring: 1, 3, 5 Miles



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	1 mile radius	3 miles radius	5 miles radius
2000 Population by Age			
 Total	14,501	122,344	292,876
Age 0 - 4	6.8%	7.4%	7.3%
Age 5 - 9	5.4%	6.4%	6.6%
Age 10 - 14	4.3%	5.6%	5.9%
Age 15 - 19	4.8%	5.7%	5.8%
Age 20 - 24	8.3%	8.2%	7.9%
Age 25 - 34	23.2%	21.4%	20.3%
Age 35 - 44	17.3%	16.4%	16.8%
Age 45 - 54	12.8%	11.6%	12.8%
Age 55 - 64	8.7%	7.7%	7.9%
Age 65 - 74	5.3%	5.5%	5.0%
Age 75 - 84	2.7%	3.3%	3.1%
Age 85+	0.4%	1.0%	0.8%
Age 18+	81.0%	77.4%	76.8%
2010 Population by Age			
Total	14,080	128,092	312,712
Age 0 - 4	6.5%	7.2%	7.0%
Age 5 - 9	5.4%	6.4%	6.5%
Age 10 - 14	5.1%	5.9%	6.1%
Age 15 - 19	5.1%	5.8%	5.9%
Age 20 - 24	8.5%	8.2%	7.7%
Age 25 - 34	17.4%	17.8%	17.2%
Age 35 - 44	15.8%	14.5%	14.8%
Age 45 - 54	14.5%	13.5%	14.2%
Age 55 - 64	10.4%	9.6%	10.2%
Age 65 - 74	6.6%	5.9%	5.7%
Age 75 - 84	3.6%	3.8%	3.3%
Age 85+	1.1%	1.6%	1.4%
Age 18+	80.3%	77.2%	77.0%
2015 Population by Age			
Total	14,178	130,857	322,576
Age 0 - 4	6.3%	7.1%	6.9%
Age 5 - 9	5.4%	6.4%	6.4%
Age 10 - 14	4.8%	5.8%	6.0%
Age 15 - 19	5.0%	5.7%	5.7%
Age 20 - 24	8.9%	8.5%	8.0%
Age 25 - 34	18.4%	18.3%	17.6%
Age 35 - 44	13.2%	12.6%	13.2%
Age 45 - 54	13.9%	12.8%	13.4%
Age 55 - 64	11.1%	10.4%	10.8%
Age 65 - 74	7.7%	6.9%	6.9%
Age 75 - 84	4.1%	3.8%	3.4%
Age 85+	1.2%	1.6%	1.4%
Age 18+	80.8%	77.4%	77.3%
2000 Population by Sex			
Males	50.9%	50.3%	50.2%
Females	49.1%	49.7%	49.8%
2010 Population by Sex			
Males	50.4%	50.3%	50.3%
Females	49.6%	49.7%	49.7%
2015 Population by Sex			
Males	50.4%	50.2%	50.3%
Females	49.6%	49.8%	49.7%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

Brookhaven Village
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

	1 mile radius	3 miles radius	5 miles radius
2000 Population by Race/Ethnicity			
 Total	14,500	122,345	292,876
White Alone	69.6%	72.3%	73.8%
Black Alone	7.9%	6.3%	6.4%
American Indian Alone	0.4%	0.5%	0.5%
Asian or Pacific Islander Alone	7.7%	5.6%	5.8%
Some Other Race Alone	11.2%	12.4%	10.9%
Two or More Races	3.3%	2.9%	2.6%
Hispanic Origin	25.0%	33.1%	27.8%
Diversity Index	69.0	70.5	67.0
2010 Population by Race/Ethnicity			
Total	14,077	128,092	312,714
White Alone	62.2%	65.0%	66.0%
Black Alone	7.3%	6.4%	7.4%
American Indian Alone	0.5%	0.5%	0.6%
Asian or Pacific Islander Alone	8.4%	6.1%	7.4%
Some Other Race Alone	17.3%	18.3%	15.2%
Two or More Races	4.3%	3.7%	3.4%
Hispanic Origin	38.5%	46.8%	38.4%
Diversity Index	79.0	78.4	76.5
2015 Population by Race/Ethnicity			
Total	14,177	130,859	322,575
White Alone	58.9%	62.1%	63.4%
Black Alone	6.8%	6.1%	7.5%
American Indian Alone	0.5%	0.6%	0.6%
Asian or Pacific Islander Alone	8.5%	6.3%	7.9%
Some Other Race Alone	20.5%	20.9%	16.9%
Two or More Races	4.8%	4.0%	3.7%
Hispanic Origin	45.4%	53.1%	42.9%
Diversity Index	81.9	80.3	78.9
2000 Population 3+ by School Enrollment			
 Total	13,623	116,967	279,920
Enrolled in Nursery/Preschool	1.3%	1.6%	1.8%
Enrolled in Kindergarten	1.0%	1.5%	1.5%
Enrolled in Grade 1-8	7.8%	10.1%	10.4%
Enrolled in Grade 9-12	4.7%	4.4%	4.5%
Enrolled in College	3.8%	4.1%	4.1%
Enrolled in Grad/Prof School	2.0%	1.3%	1.4%
Not Enrolled in School	79.3%	77.1%	76.2%
2010 Population 25+ by Educational Attainment			
Total	9,784	85,208	208,882
Less than 9th Grade	5.3%	11.2%	9.2%
9th - 12th Grade, No Diploma	5.6%	8.6%	7.3%
High School Graduate	20.2%	19.0%	16.9%
Some College, No Degree	21.0%	20.1%	20.2%
Associate Degree	4.9%	5.9%	5.7%
Bachelor's Degree	29.0%	24.0%	27.2%
Graduate/Professional Degree	14.0%	11.4%	13.4%

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.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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	1 mile radius	3 miles radius	5 miles radius
2010 Population 15+ by Marital Status			
 Total	11,693	103,185	251,365
Never Married	33.7%	34.6%	34.2%
Married	47.6%	48.3%	49.6%
Widowed	3.3%	4.7%	4.1%
Divorced	15.4%	12.4%	12.1%
2000 Population 16+ by Employment Status			
 Total	11,852	97,417	232,047
In Labor Force	75.3%	72.6%	73.4%
Civilian Employed	71.8%	70.0%	70.8%
Civilian Unemployed	3.4%	2.6%	2.5%
In Armed Forces	0.1%	0.0%	0.0%
Not in Labor Force	24.7%	27.4%	26.6%
2010 Civilian Population 16+ in Labor Force			
Civilian Employed	91.2%	92.3%	92.3%
Civilian Unemployed	8.8%	7.7%	7.7%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	92.8%	93.7%	93.6%
Civilian Unemployed	7.2%	6.3%	6.4%
2000 Females 16+ by Employment Status and Age of Children			
Total	5,873	48,628	116,394
Own Children < 6 Only	8.7%	8.5%	8.5%
Employed/in Armed Forces	4.5%	4.6%	4.7%
Unemployed	0.5%	0.2%	0.2%
Not in Labor Force	3.6%	3.8%	3.6%
Own Children < 6 and 6-17 Only	4.3%	6.4%	6.1%
Employed/in Armed Forces	2.6%	3.4%	3.3%
Unemployed	0.1%	0.1%	0.1%
Not in Labor Force	1.6%	2.9%	2.7%
Own Children 6-17 Only	11.1%	13.1%	14.4%
Employed/in Armed Forces	8.2%	9.3%	10.0%
Unemployed	0.5%	0.4%	0.3%
Not in Labor Force	2.4%	3.4%	4.0%
No Own Children < 18	75.9%	72.0%	71.0%
Employed/in Armed Forces	50.5%	44.9%	44.7%
Unemployed	1.8%	1.5%	1.6%
Not in Labor Force	23.6%	25.6%	24.7%
2010 Employed Population 16+ by Industry			
 Total	7,141	61,325	148,645
Agriculture/Mining	0.7%	0.5%	0.7%
Construction	3.7%	6.3%	6.5%
Manufacturing	7.6%	8.9%	8.3%
Wholesale Trade	4.9%	4.2%	4.3%
Retail Trade	11.4%	12.1%	12.2%
Transportation/Utilities	4.4%	4.5%	4.1%
Information	4.2%	3.6%	3.8%
Finance/Insurance/Real Estate	11.8%	10.3%	11.4%
Services	50.1%	47.8%	47.2%
Public Administration	1.3%	1.9%	1.6%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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	1 mile radius	3 miles radius	5 miles radius
2010 Employed Population 16+ by Occupation			
Total	7,141	61,323	148,646
White Collar	72.1%	66.1%	70.5%
Management/Business/Financial	24.1%	19.1%	20.6%
Professional	20.2%	19.5%	21.9%
Sales	16.9%	14.0%	14.6%
Administrative Support	10.8%	13.6%	13.5%
Services	15.8%	16.4%	13.7%
Blue Collar	12.1%	17.5%	15.7%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	2.3%	4.9%	4.9%
Installation/Maintenance/Repair	1.3%	2.3%	2.3%
Production	4.6%	6.2%	5.1%
Transportation/Material Moving	3.8%	3.9%	3.4%
2000 Workers 16+ by Means of Transportation to Work			
 Total	8,281	67,117	161,839
Drove Alone - Car, Truck, or Van	79.4%	76.0%	78.1%
Carpooled - Car, Truck, or Van	13.2%	15.0%	13.4%
Public Transportation	2.2%	2.1%	1.7%
Walked	1.3%	2.4%	1.8%
Other Means	0.6%	1.0%	1.0%
Worked at Home	3.3%	3.5%	4.0%
2000 Workers 16+ by Travel Time to Work			
Total	8,281	67,118	161,838
Did Not Work at Home	96.7%	96.5%	96.0%
Less than 5 minutes	1.8%	1.7%	1.4%
5 to 9 minutes	10.0%	10.0%	8.2%
10 to 19 minutes	34.4%	32.3%	30.9%
20 to 24 minutes	15.5%	18.4%	18.0%
25 to 34 minutes	24.6%	22.5%	23.3%
35 to 44 minutes	3.8%	4.4%	5.5%
45 to 59 minutes	4.2%	4.3%	5.5%
60 to 89 minutes	1.4%	1.6%	2.1%
90 or more minutes	1.1%	1.3%	1.2%
Worked at Home	3.3%	3.5%	4.0%
Average Travel Time to Work (in min)	22.1	22.3	23.4
2000 Households by Vehicles Available			
Total	6,924	51,127	121,786
None	5.6%	5.5%	4.6%
1	47.7%	45.2%	42.9%
2	38.7%	38.4%	40.3%
3	6.6%	8.1%	9.2%
4	0.8%	1.9%	2.2%
5+	0.7%	0.7%	0.8%
Average Number of Vehicles Available	1.5	1.6	1.6

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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	1 mile radius	3 miles radius	5 miles radius
2000 Households by Type			
 Total	6,958	51,135	121,850
Family Households	51.8%	56.4%	58.3%
Married-couple Family	39.4%	43.0%	45.3%
With Related Children	15.6%	20.3%	21.6%
Other Family (No Spouse)	12.4%	13.4%	12.9%
With Related Children	7.6%	8.0%	8.0%
Nonfamily Households	48.2%	43.6%	41.7%
Householder Living Alone	39.4%	34.8%	33.4%
Householder Not Living Alone	8.8%	8.8%	8.4%
Households with Related Children	23.3%	28.3%	29.6%
Households with Persons 65+	13.0%	16.8%	15.3%
2000 Households by Size			
Total	6,958	51,136	121,850
1 Person Household	39.4%	34.8%	33.4%
2 Person Household	34.3%	32.0%	32.6%
3 Person Household	12.9%	13.1%	13.6%
4 Person Household	8.1%	10.1%	10.8%
5 Person Household	3.3%	5.3%	5.3%
6 Person Household	1.2%	2.6%	2.3%
7+ Person Household	0.8%	2.3%	2.0%
2000 Households by Year Householder Moved In			
Total	6,923	51,126	121,785
Moved in 1999 to March 2000	40.3%	33.5%	33.0%
Moved in 1995 to 1998	33.3%	33.7%	32.5%
Moved in 1990 to 1994	11.9%	11.7%	12.8%
Moved in 1980 to 1989	7.9%	9.1%	10.1%
Moved in 1970 to 1979	4.1%	6.2%	6.7%
Moved in 1969 or Earlier	2.6%	5.8%	4.9%
Median Year Householder Moved In	1998	1997	1997
2000 Housing Units by Units in Structure			
 Total	7,386	54,089	128,529
1, Detached	31.2%	38.1%	43.8%
1, Attached	6.2%	6.0%	4.8%
2	0.6%	1.2%	1.0%
3 or 4	8.7%	8.4%	6.5%
5 to 9	22.4%	12.8%	12.7%
10 to 19	10.6%	9.2%	9.4%
20+	20.3%	24.2%	21.3%
Mobile Home	0.1%	0.1%	0.3%
Other	0.0%	0.0%	0.1%
2000 Housing Units by Year Structure Built			
Total	7,384	54,063	128,403
1999 to March 2000	3.4%	2.5%	2.8%
1995 to 1998	14.6%	8.8%	9.1%
1990 to 1994	11.0%	6.5%	7.6%
1980 to 1989	20.9%	23.1%	28.0%
1970 to 1979	27.1%	24.1%	22.9%
1969 or Earlier	23.1%	35.0%	29.5%
Median Year Structure Built	1980	1976	1979

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.

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 Ring: 1, 3, 5 Miles

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	1 mile radius	3 miles radius	5 miles radius
Top 3 Tapestry Segments			
1.	Young and Restless	Young and Restless	Young and Restless
2.	Enterprising Professio	Metro Renters	Enterprising Professio
3.	Prosperous Empty Neste	In Style	Metro Renters

 **2010 Consumer Spending** shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$13,839,445	\$102,745,733	\$288,846,304
Average Spent	\$2,071.15	\$1,964.28	\$2,261.61
Spending Potential Index	87	82	94
Computers & Accessories: Total \$	\$1,824,331	\$13,560,926	\$38,065,398
Average Spent	\$273.02	\$259.26	\$298.04
Spending Potential Index	124	118	135
Education: Total \$	\$9,920,347	\$72,954,676	\$207,155,420
Average Spent	\$1,484.64	\$1,394.74	\$1,621.99
Spending Potential Index	122	114	133
Entertainment/Recreation: Total \$	\$25,385,892	\$187,216,576	\$530,836,391
Average Spent	\$3,799.15	\$3,579.19	\$4,156.35
Spending Potential Index	118	111	129
Food at Home: Total \$	\$35,288,797	\$266,321,560	\$740,867,977
Average Spent	\$5,281.17	\$5,091.51	\$5,800.86
Spending Potential Index	118	114	130
Food Away from Home: Total \$	\$26,416,955	\$196,042,762	\$548,384,251
Average Spent	\$3,953.45	\$3,747.93	\$4,293.75
Spending Potential Index	123	116	133
Health Care: Total \$	\$26,468,263	\$199,028,821	\$555,753,053
Average Spent	\$3,961.13	\$3,805.01	\$4,351.44
Spending Potential Index	106	102	117
HH Furnishings & Equipment: Total \$	\$14,129,515	\$104,347,462	\$296,896,994
Average Spent	\$2,114.56	\$1,994.90	\$2,324.65
Spending Potential Index	103	97	113
Investments: Total \$	\$11,709,867	\$89,057,029	\$261,929,900
Average Spent	\$1,752.45	\$1,702.58	\$2,050.86
Spending Potential Index	101	98	118
Retail Goods: Total \$	\$185,335,519	\$1,373,671,338	\$3,866,810,965
Average Spent	\$27,736.53	\$26,261.71	\$30,276.40
Spending Potential Index	112	106	122
Shelter: Total \$	\$128,541,335	\$961,145,310	\$2,720,109,435
Average Spent	\$19,236.96	\$18,375.08	\$21,297.94
Spending Potential Index	122	116	135
TV/Video/Audio: Total \$	\$9,997,800	\$73,854,490	\$205,924,040
Average Spent	\$1,496.23	\$1,411.94	\$1,612.35
Spending Potential Index	120	114	130
Travel: Total \$	\$14,378,260	\$106,873,040	\$308,245,133
Average Spent	\$2,151.79	\$2,043.19	\$2,413.50
Spending Potential Index	114	108	127
Vehicle Maintenance & Repairs: Total \$	\$7,452,491	\$55,288,658	\$155,230,986
Average Spent	\$1,115.31	\$1,057.00	\$1,215.43
Spending Potential Index	118	112	129

Data Note: 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 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.



Demographic and Income Profile

Brookhaven Village
 14110 Marsh Ln, Addison, TX 75001-3860
 Ring: 1 mile radius

Latitude: 32.93694
 Longitude: -96.85494

Summary	2000	2010	2015
Population	14,499	14,078	14,177
Households	6,958	6,682	6,697
Families	3,605	3,368	3,318
Average Household Size	2.08	2.11	2.12
Owner Occupied Housing Units	2,516	2,428	2,441
Renter Occupied Housing Units	4,442	4,254	4,255
Median Age	33.7	36.3	36.0

Trends: 2010 - 2015 Annual Rate	Area	State	National
Population	0.14%	1.65%	0.76%
Households	0.05%	1.63%	0.78%
Families	-0.30%	1.48%	0.64%
Owner HHs	0.11%	1.72%	0.82%
Median Household Income	2.97%	2.54%	2.36%

Households by Income	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	539	7.8%	434	6.5%	328	4.9%
\$15,000 - \$24,999	775	11.2%	489	7.3%	398	5.9%
\$25,000 - \$34,999	838	12.2%	631	9.4%	463	6.9%
\$35,000 - \$49,999	1,160	16.8%	1,157	17.3%	773	11.5%
\$50,000 - \$74,999	1,296	18.8%	1,359	20.3%	1,632	24.4%
\$75,000 - \$99,999	748	10.9%	878	13.1%	947	14.1%
\$100,000 - \$149,999	775	11.2%	1,009	15.1%	1,242	18.6%
\$150,000 - \$199,999	405	5.9%	388	5.8%	498	7.4%
\$200,000+	354	5.1%	337	5.0%	414	6.2%

Median Household Income	\$51,627	\$60,364	\$69,877
Average Household Income	\$75,434	\$81,862	\$92,527
Per Capita Income	\$36,499	\$38,795	\$43,639

Population by Age	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	989	6.8%	911	6.5%	900	6.3%
5 - 9	778	5.4%	762	5.4%	759	5.4%
10 - 14	623	4.3%	712	5.1%	684	4.8%
15 - 19	699	4.8%	717	5.1%	705	5.0%
20 - 24	1,200	8.3%	1,191	8.5%	1,255	8.9%
25 - 34	3,362	23.2%	2,449	17.4%	2,613	18.4%
35 - 44	2,510	17.3%	2,229	15.8%	1,869	13.2%
45 - 54	1,859	12.8%	2,048	14.5%	1,976	13.9%
55 - 64	1,265	8.7%	1,468	10.4%	1,568	11.1%
65 - 74	765	5.3%	933	6.6%	1,093	7.7%
75 - 84	392	2.7%	507	3.6%	583	4.1%
85+	59	0.4%	152	1.1%	173	1.2%

Race and Ethnicity	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
White Alone	10,090	69.6%	8,758	62.2%	8,347	58.9%
Black Alone	1,145	7.9%	1,028	7.3%	966	6.8%
American Indian Alone	57	0.4%	66	0.5%	73	0.5%
Asian Alone	1,103	7.6%	1,158	8.2%	1,182	8.3%
Pacific Islander Alone	13	0.1%	21	0.1%	22	0.2%
Some Other Race Alone	1,618	11.2%	2,440	17.3%	2,911	20.5%
Two or More Races	474	3.3%	606	4.3%	676	4.8%
Hispanic Origin (Any Race)	3,626	25.0%	5,424	38.5%	6,442	45.4%

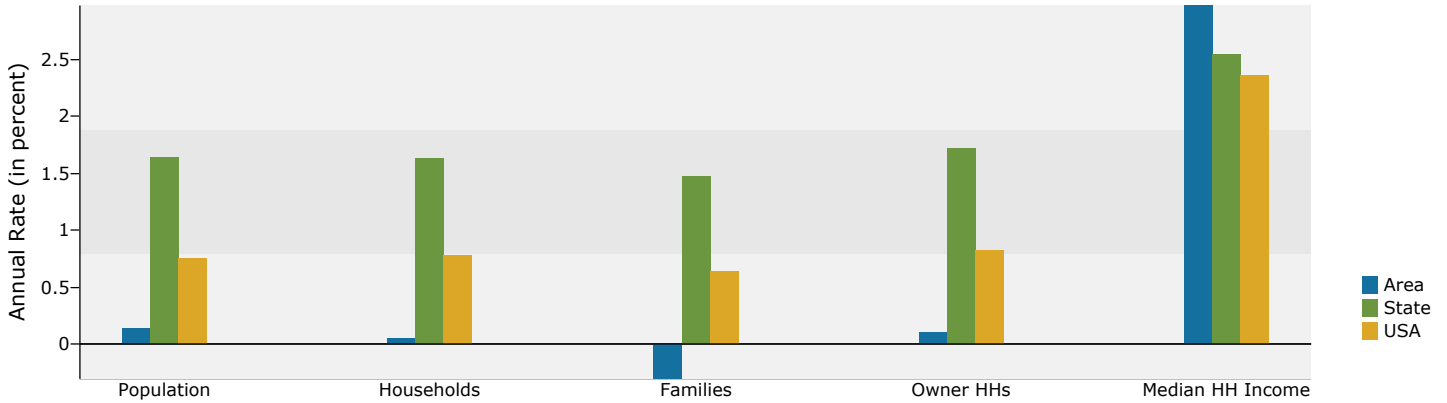
Data Note: Income is expressed in current dollars

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

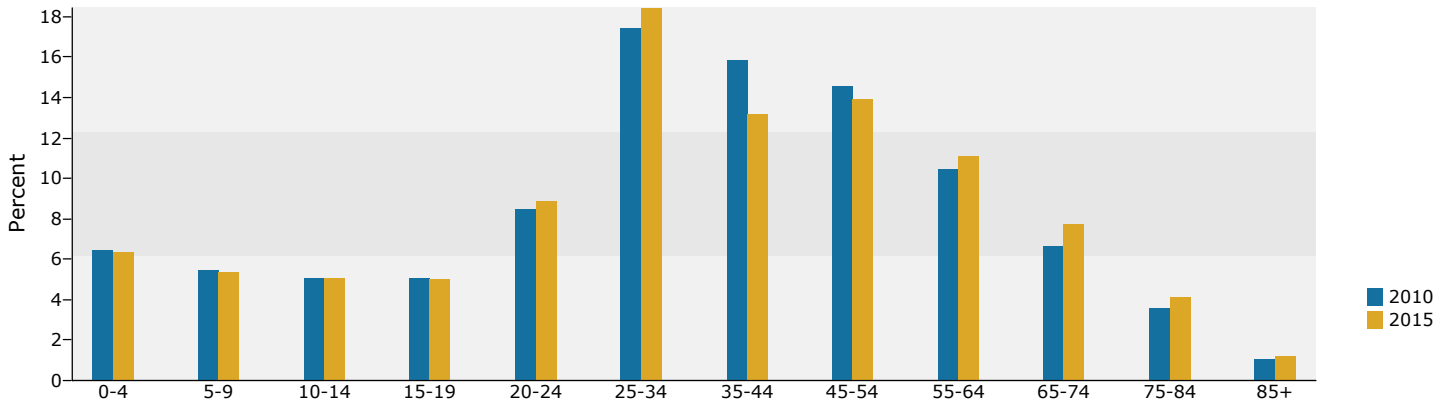
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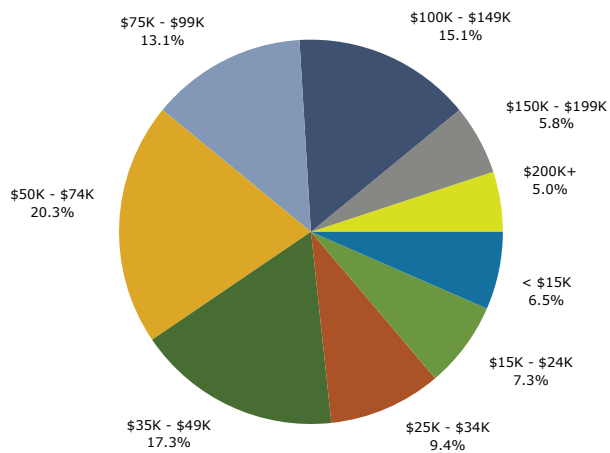
Trends 2010-2015



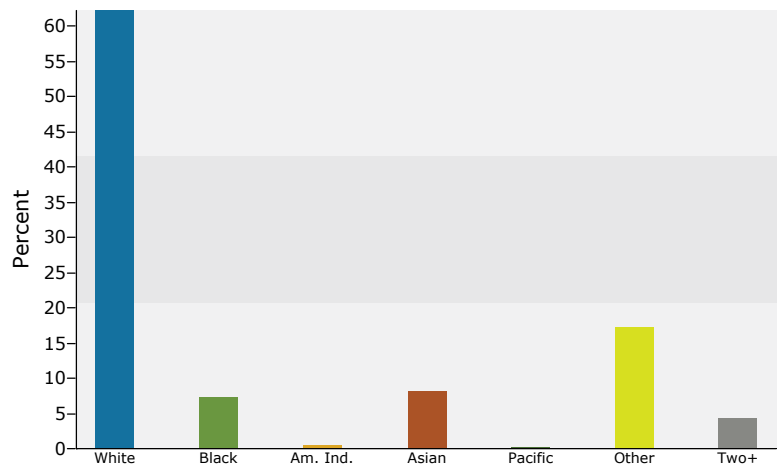
Population by Age



2010 Household Income



2010 Population by Race



2010 Percent Hispanic Origin: 38.5%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



Demographic and Income Profile

Brookhaven Village
 14110 Marsh Ln, Addison, TX 75001-3860
 Ring: 3 miles radius

Latitude: 32.93694
 Longitude: -96.85494

Summary	2000	2010	2015
Population	122,345	128,092	130,859
Households	51,136	52,307	53,145
Families	28,822	28,747	28,804
Average Household Size	2.38	2.43	2.45
Owner Occupied Housing Units	21,985	21,781	22,089
Renter Occupied Housing Units	29,150	30,527	31,056
Median Age	32.7	34.2	33.8

Trends: 2010 - 2015 Annual Rate	Area	State	National
Population	0.43%	1.65%	0.76%
Households	0.32%	1.63%	0.78%
Families	0.04%	1.48%	0.64%
Owner HHs	0.28%	1.72%	0.82%
Median Household Income	2.25%	2.54%	2.36%

Households by Income	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	4,463	8.7%	3,399	6.5%	2,689	5.1%
\$15,000 - \$24,999	5,404	10.5%	3,571	6.8%	2,983	5.6%
\$25,000 - \$34,999	6,898	13.4%	4,709	9.0%	3,545	6.7%
\$35,000 - \$49,999	9,362	18.2%	9,826	18.8%	6,841	12.9%
\$50,000 - \$74,999	10,671	20.8%	11,476	21.9%	13,871	26.1%
\$75,000 - \$99,999	5,407	10.5%	7,981	15.3%	8,935	16.8%
\$100,000 - \$149,999	5,055	9.8%	6,828	13.1%	8,610	16.2%
\$150,000 - \$199,999	1,990	3.9%	2,187	4.2%	2,856	5.4%
\$200,000+	2,083	4.1%	2,328	4.5%	2,812	5.3%

Median Household Income	\$49,059	\$60,739	\$67,887
Average Household Income	\$67,188	\$77,491	\$86,401
Per Capita Income	\$28,255	\$31,674	\$35,125

Population by Age	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	9,005	7.4%	9,236	7.2%	9,351	7.1%
5 - 9	7,787	6.4%	8,175	6.4%	8,328	6.4%
10 - 14	6,840	5.6%	7,497	5.9%	7,652	5.8%
15 - 19	6,916	5.7%	7,480	5.8%	7,439	5.7%
20 - 24	9,983	8.2%	10,495	8.2%	11,124	8.5%
25 - 34	26,208	21.4%	22,741	17.8%	24,001	18.3%
35 - 44	20,019	16.4%	18,551	14.5%	16,545	12.6%
45 - 54	14,239	11.6%	17,314	13.5%	16,781	12.8%
55 - 64	9,398	7.7%	12,259	9.6%	13,594	10.4%
65 - 74	6,711	5.5%	7,528	5.9%	8,988	6.9%
75 - 84	4,036	3.3%	4,830	3.8%	4,944	3.8%
85+	1,202	1.0%	1,987	1.6%	2,111	1.6%

Race and Ethnicity	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
White Alone	88,437	72.3%	83,262	65.0%	81,250	62.1%
Black Alone	7,756	6.3%	8,139	6.4%	8,031	6.1%
American Indian Alone	568	0.5%	699	0.5%	750	0.6%
Asian Alone	6,774	5.5%	7,693	6.0%	8,031	6.1%
Pacific Islander Alone	68	0.1%	137	0.1%	149	0.1%
Some Other Race Alone	15,198	12.4%	23,410	18.3%	27,355	20.9%
Two or More Races	3,544	2.9%	4,752	3.7%	5,293	4.0%
Hispanic Origin (Any Race)	40,464	33.1%	59,969	46.8%	69,440	53.1%

Data Note: Income is expressed in current dollars

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

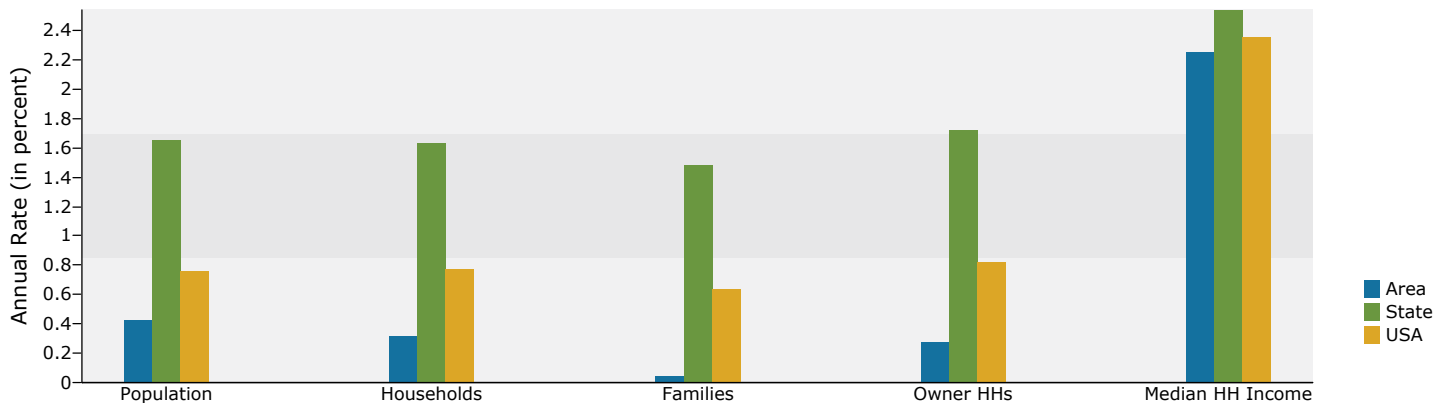
April 26, 2011

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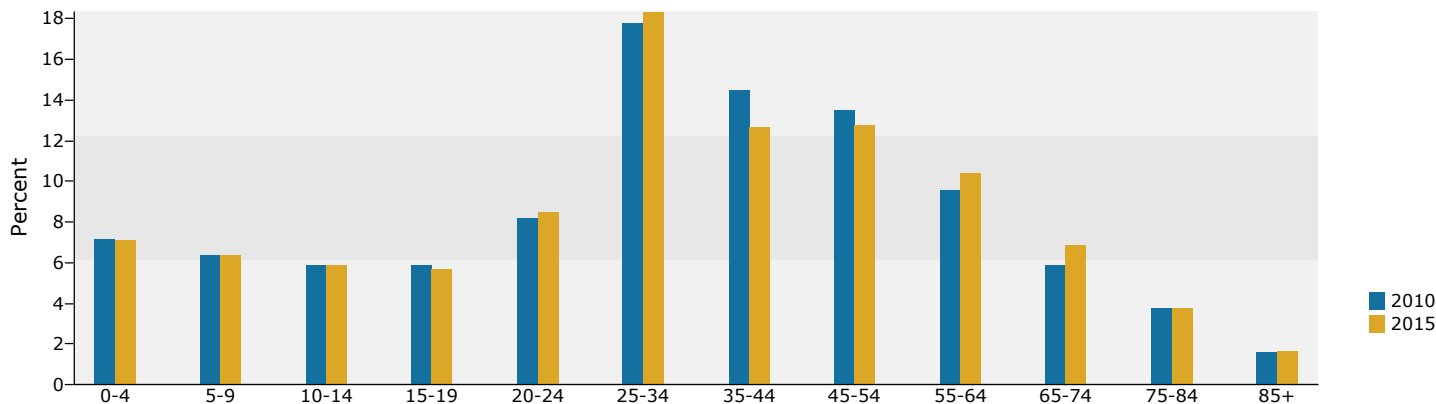
Brookhaven Village
 14110 Marsh Ln, Addison, TX 75001-3860
 Ring: 3 miles radius

Latitude: 32.93694
 Longitude: -96.85494

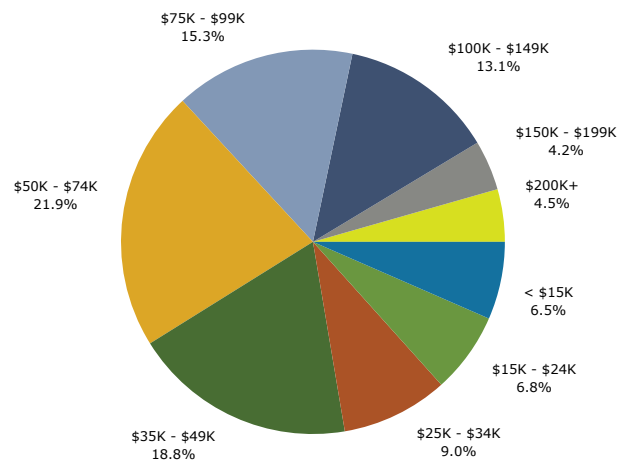
Trends 2010-2015



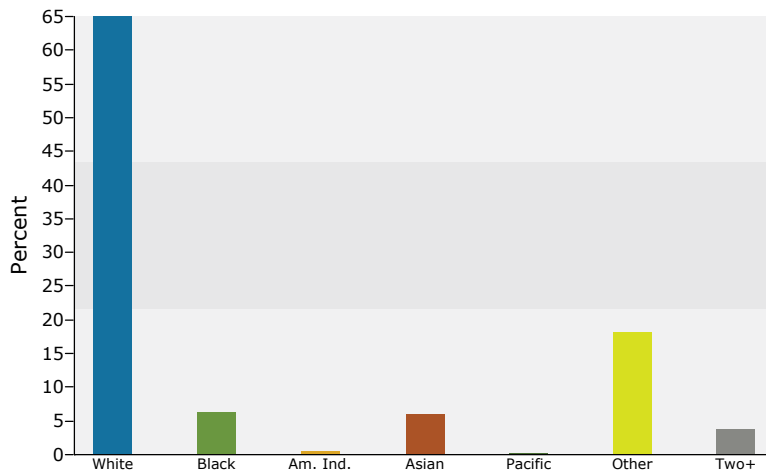
Population by Age



2010 Household Income



2010 Population by Race



2010 Percent Hispanic Origin: 46.8%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



Demographic and Income Profile

Brookhaven Village
 14110 Marsh Ln, Addison, TX 75001-3860
 Ring: 5 miles radius

Latitude: 32.93694
 Longitude: -96.85494

Summary	2000	2010	2015
Population	292,875	312,714	322,575
Households	121,850	127,717	131,360
Families	71,007	71,394	71,988
Average Household Size	2.39	2.44	2.45
Owner Occupied Housing Units	57,222	56,133	57,173
Renter Occupied Housing Units	64,628	71,584	74,187
Median Age	33.1	34.7	34.5

Trends: 2010 - 2015 Annual Rate	Area	State	National
Population	0.62%	1.65%	0.76%
Households	0.56%	1.63%	0.78%
Families	0.17%	1.48%	0.64%
Owner HHs	0.37%	1.72%	0.82%
Median Household Income	2.29%	2.54%	2.36%

Households by Income	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	9,801	8.0%	7,430	5.8%	5,903	4.5%
\$15,000 - \$24,999	11,820	9.7%	7,471	5.9%	6,222	4.7%
\$25,000 - \$34,999	15,256	12.5%	10,485	8.2%	8,022	6.1%
\$35,000 - \$49,999	21,271	17.4%	21,842	17.1%	15,305	11.7%
\$50,000 - \$74,999	24,375	20.0%	26,144	20.5%	32,094	24.4%
\$75,000 - \$99,999	13,342	10.9%	19,327	15.1%	19,747	15.0%
\$100,000 - \$149,999	13,262	10.9%	19,306	15.1%	24,380	18.6%
\$150,000 - \$199,999	5,430	4.4%	6,907	5.4%	9,080	6.9%
\$200,000+	7,573	6.2%	8,802	6.9%	10,604	8.1%
Median Household Income	\$52,297		\$65,247		\$73,058	
Average Household Income	\$79,225		\$89,601		\$100,023	
Per Capita Income	\$33,173		\$36,700		\$40,849	

Population by Age	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	21,309	7.3%	22,026	7.0%	22,362	6.9%
5 - 9	19,203	6.6%	20,276	6.5%	20,712	6.4%
10 - 14	17,233	5.9%	19,046	6.1%	19,469	6.0%
15 - 19	16,848	5.8%	18,374	5.9%	18,525	5.7%
20 - 24	23,026	7.9%	24,109	7.7%	25,914	8.0%
25 - 34	59,383	20.3%	53,842	17.2%	56,933	17.6%
35 - 44	49,154	16.8%	46,201	14.8%	42,696	13.2%
45 - 54	37,385	12.8%	44,455	14.2%	43,385	13.5%
55 - 64	23,132	7.9%	31,878	10.2%	34,877	10.8%
65 - 74	14,787	5.0%	17,854	5.7%	22,256	6.9%
75 - 84	8,966	3.1%	10,395	3.3%	10,915	3.4%
85+	2,448	0.8%	4,256	1.4%	4,532	1.4%

Race and Ethnicity	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
White Alone	216,085	73.8%	206,283	66.0%	204,409	63.4%
Black Alone	18,861	6.4%	23,123	7.4%	24,180	7.5%
American Indian Alone	1,444	0.5%	1,843	0.6%	1,971	0.6%
Asian Alone	16,889	5.8%	22,961	7.3%	25,278	7.8%
Pacific Islander Alone	137	0.0%	253	0.1%	270	0.1%
Some Other Race Alone	31,871	10.9%	47,630	15.2%	54,570	16.9%
Two or More Races	7,589	2.6%	10,621	3.4%	11,897	3.7%
Hispanic Origin (Any Race)	81,363	27.8%	120,021	38.4%	138,421	42.9%

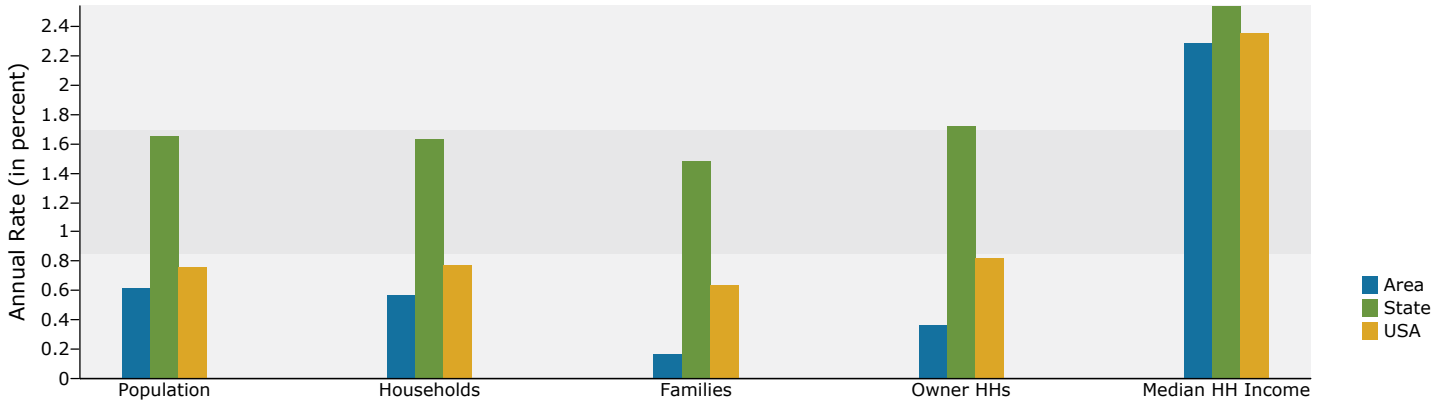
Data Note: Income is expressed in current dollars

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

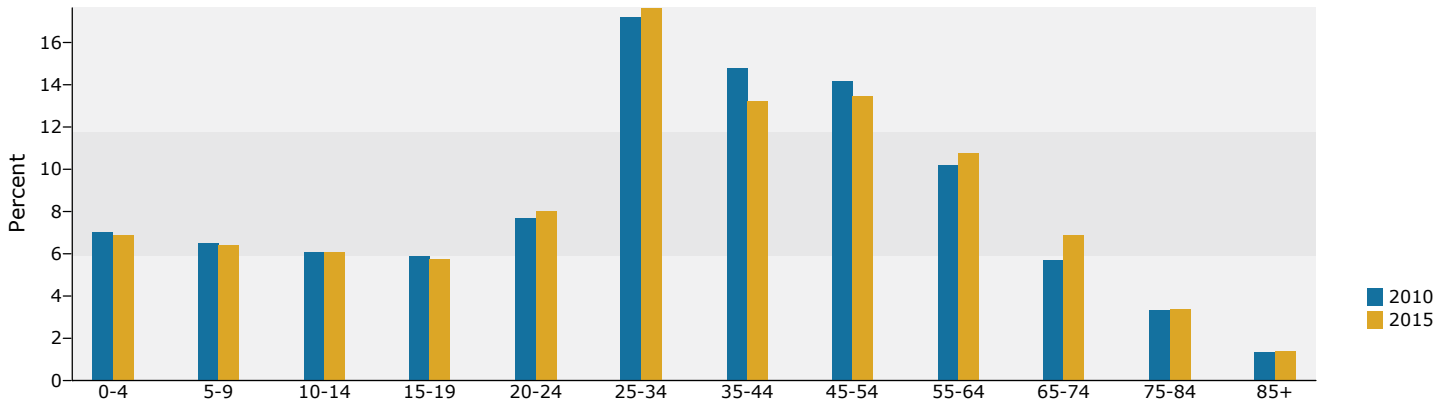
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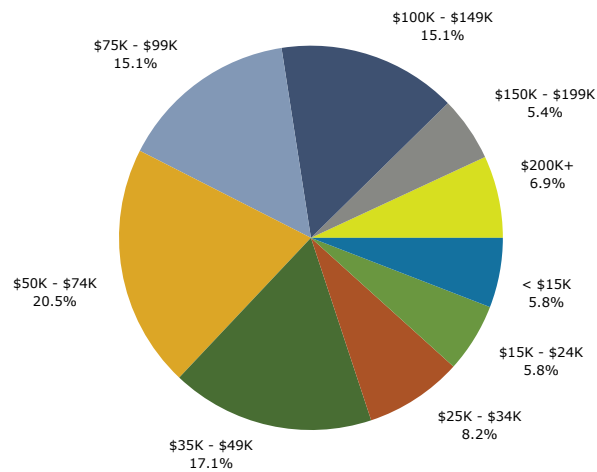
Trends 2010-2015



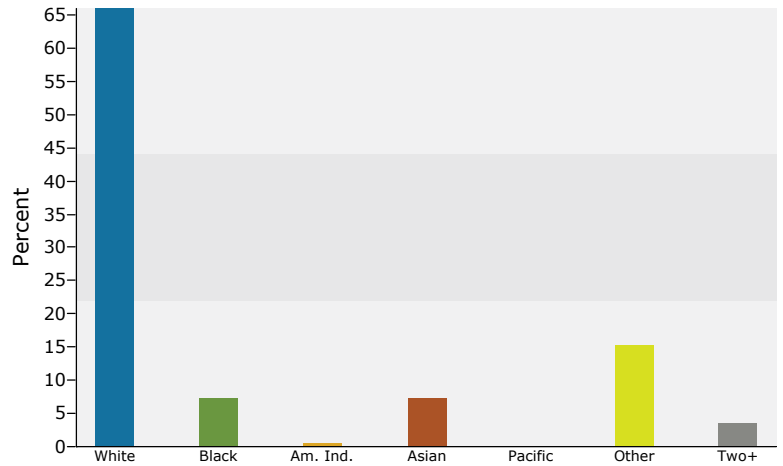
Population by Age



2010 Household Income



2010 Population by Race



2010 Percent Hispanic Origin: 38.4%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



Retail Goods and Services Expenditures

Brookhaven Village
 14110 Marsh Ln, Addison, TX 75001-3860
 Ring: 1 mile radius

Latitude: 32.93694
Longitude: -96.85494

Top Tapestry Segments:		Demographic Summary		2010	2015
Young and Restless	33.2%	Population		14,078	14,177
Enterprising Professionals	32.1%	Households		6,682	6,697
Prosperous Empty Nesters	13.4%	Families		3,368	3,318
Boomburbs	6.0%	Median Age		36.3	36.0
Connoisseurs	5.9%	Median Household Income		\$60,364	\$69,877

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	87	\$2,071.15	\$13,839,445
Men's	82	\$374.26	\$2,500,816
Women's	75	\$622.51	\$4,159,612
Children's	94	\$376.00	\$2,512,465
Footwear	62	\$256.97	\$1,717,050
Watches & Jewelry	119	\$230.36	\$1,539,237
Apparel Products and Services ¹	225	\$211.05	\$1,410,265
Computer			
Computers and Hardware for Home Use	124	\$237.12	\$1,584,410
Software and Accessories for Home Use	126	\$35.91	\$239,921
Entertainment & Recreation	118	\$3,799.15	\$25,385,892
Fees and Admissions	117	\$724.28	\$4,839,664
Membership Fees for Clubs ²	114	\$186.48	\$1,246,029
Fees for Participant Sports, excl. Trips	116	\$123.54	\$825,463
Admission to Movie/Theatre/Opera/Ballet	125	\$189.34	\$1,265,145
Admission to Sporting Events, excl. Trips	119	\$70.81	\$473,163
Fees for Recreational Lessons	112	\$153.11	\$1,023,088
Dating Services	131	\$1.01	\$6,776
TV/Video/Audio	120	\$1,496.23	\$9,997,800
Community Antenna or Cable TV	117	\$843.01	\$5,633,025
Televisions	125	\$241.09	\$1,610,949
VCRs, Video Cameras, and DVD Players	130	\$26.50	\$177,067
Video Cassettes and DVDs	133	\$69.75	\$466,066
Video and Computer Game Hardware and Software	134	\$74.53	\$498,024
Satellite Dishes	124	\$1.56	\$10,402
Rental of Video Cassettes and DVDs	133	\$54.72	\$365,613
Streaming/Downloaded Video	119	\$1.66	\$11,112
Audio ³	119	\$174.53	\$1,166,181
Rental and Repair of TV/Radio/Audio	117	\$8.88	\$59,359
Pets	137	\$587.75	\$3,927,339
Toys and Games ⁴	122	\$177.76	\$1,187,786
Recreational Vehicles and Fees ⁵	97	\$314.24	\$2,099,726
Sports/Recreation/Exercise Equipment ⁶	92	\$167.11	\$1,116,651
Photo Equipment and Supplies ⁷	119	\$123.11	\$822,625
Reading ⁸	110	\$170.43	\$1,138,825
Catered Affairs ⁹	155	\$38.23	\$255,479
Food	120	\$9,234.62	\$61,705,752
Food at Home	118	\$5,281.17	\$35,288,797
Bakery and Cereal Products	116	\$690.45	\$4,613,574
Meat, Poultry, Fish, and Eggs	119	\$1,232.30	\$8,234,199
Dairy Products	116	\$577.14	\$3,856,433
Fruit and Vegetables	118	\$922.63	\$6,165,036
Snacks and Other Food at Home ¹⁰	119	\$1,858.66	\$12,419,554
Food Away from Home	123	\$3,953.45	\$26,416,955
Alcoholic Beverages	130	\$741.77	\$4,956,482
Nonalcoholic Beverages at Home	120	\$523.35	\$3,497,007



Retail Goods and Services Expenditures

Brookhaven Village
14110 Marsh Ln, Addison, TX 75001-3860
Ring: 1 mile radius

Latitude: 32.93694
Longitude: -96.85494

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	101	\$1,752.45	\$11,709,867
Vehicle Loans	121	\$5,968.01	\$39,878,224
Health			
Nonprescription Drugs	111	\$113.99	\$761,662
Prescription Drugs	102	\$506.25	\$3,382,791
Eyeglasses and Contact Lenses	110	\$84.57	\$565,082
Home			
Mortgage Payment and Basics ¹¹	107	\$10,015.43	\$66,923,123
Maintenance and Remodeling Services	103	\$2,033.10	\$13,585,206
Maintenance and Remodeling Materials ¹²	97	\$360.74	\$2,410,489
Utilities, Fuel, and Public Services	115	\$5,216.97	\$34,859,820
Household Furnishings and Equipment			
Household Textiles ¹³	117	\$155.01	\$1,035,756
Furniture	120	\$721.72	\$4,822,546
Floor Coverings	105	\$79.09	\$528,490
Major Appliances ¹⁴	107	\$325.62	\$2,175,796
Housewares ¹⁵	109	\$93.45	\$624,441
Small Appliances	114	\$37.26	\$248,951
Luggage	117	\$10.81	\$72,249
Telephones and Accessories	90	\$38.42	\$256,737
Household Operations			
Child Care	135	\$622.48	\$4,159,405
Lawn and Garden ¹⁶	102	\$426.82	\$2,852,023
Moving/Storage/Freight Express	131	\$79.74	\$532,816
Housekeeping Supplies ¹⁷	116	\$810.54	\$5,416,010
Insurance			
Owners and Renters Insurance	102	\$473.88	\$3,166,436
Vehicle Insurance	119	\$1,382.66	\$9,238,966
Life/Other Insurance	103	\$429.49	\$2,869,828
Health Insurance	106	\$2,045.26	\$13,666,455
Personal Care Products ¹⁸	122	\$486.49	\$3,250,740
School Books and Supplies ¹⁹	133	\$141.92	\$948,338
Smoking Products	121	\$518.49	\$3,464,565
Transportation			
Vehicle Purchases (Net Outlay) ²⁰	121	\$5,316.69	\$35,526,109
Gasoline and Motor Oil	119	\$3,423.05	\$22,872,844
Vehicle Maintenance and Repairs	118	\$1,115.31	\$7,452,491
Travel			
Airline Fares	120	\$548.61	\$3,665,783
Lodging on Trips	110	\$480.13	\$3,208,205
Auto/Truck/Van Rental on Trips	122	\$45.21	\$302,087
Food and Drink on Trips	113	\$490.45	\$3,277,212

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Brookhaven Village
14110 Marsh Ln, Addison, TX 75001-3860
Ring: 1 mile radius

Latitude: 32.93694
Longitude: -96.85494

¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.

⁵**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁶**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁷**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁸**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

⁹**Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.

¹⁰**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

¹¹**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹²**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

¹³**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹⁴**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹⁵**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁶**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁷**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

¹⁸**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁹**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.

²⁰**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.



Retail Goods and Services Expenditures

Brookhaven Village
 14110 Marsh Ln, Addison, TX 75001-3860
 Ring: 3 miles radius

Latitude: 32.93694
 Longitude: -96.85494

Top Tapestry Segments:		Demographic Summary		
			2010	2015
Young and Restless	24.6%	Population	128,092	130,859
Metro Renters	10.7%	Households	52,307	53,145
In Style	8.9%	Families	28,747	28,804
NeWest Residents	6.7%	Median Age	34.2	33.8
Prosperous Empty Nesters	6.0%	Median Household Income	\$60,739	\$67,887

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	82	\$1,964.28	\$102,745,733
Men's	77	\$353.78	\$18,504,988
Women's	71	\$591.20	\$30,924,132
Children's	88	\$352.78	\$18,453,044
Footwear	59	\$244.34	\$12,780,654
Watches & Jewelry	112	\$216.82	\$11,341,213
Apparel Products and Services ¹	219	\$205.36	\$10,741,701
Computer			
Computers and Hardware for Home Use	118	\$225.14	\$11,776,273
Software and Accessories for Home Use	120	\$34.12	\$1,784,653
Entertainment & Recreation	111	\$3,579.19	\$187,216,576
Fees and Admissions	110	\$681.98	\$35,672,363
Membership Fees for Clubs ²	108	\$176.22	\$9,217,290
Fees for Participant Sports, excl. Trips	109	\$116.05	\$6,070,388
Admission to Movie/Theatre/Opera/Ballet	119	\$180.00	\$9,415,450
Admission to Sporting Events, excl. Trips	108	\$64.52	\$3,374,909
Fees for Recreational Lessons	106	\$144.17	\$7,541,001
Dating Services	132	\$1.02	\$53,325
TV/Video/Audio	114	\$1,411.94	\$73,854,490
Community Antenna or Cable TV	111	\$800.54	\$41,874,057
Televisions	116	\$223.64	\$11,698,094
VCRs, Video Cameras, and DVD Players	123	\$25.13	\$1,314,431
Video Cassettes and DVDs	125	\$65.58	\$3,430,312
Video and Computer Game Hardware and Software	123	\$68.55	\$3,585,462
Satellite Dishes	113	\$1.42	\$74,082
Rental of Video Cassettes and DVDs	125	\$51.43	\$2,690,089
Streaming/Downloaded Video	113	\$1.58	\$82,731
Audio ³	113	\$165.38	\$8,650,660
Rental and Repair of TV/Radio/Audio	115	\$8.69	\$454,573
Pets	129	\$553.53	\$28,953,569
Toys and Games ⁴	114	\$165.61	\$8,662,308
Recreational Vehicles and Fees ⁵	92	\$296.50	\$15,509,012
Sports/Recreation/Exercise Equipment ⁶	86	\$155.84	\$8,151,611
Photo Equipment and Supplies ⁷	112	\$115.78	\$6,056,282
Reading ⁸	106	\$164.51	\$8,605,150
Catered Affairs ⁹	136	\$33.49	\$1,751,793
Food	115	\$8,839.43	\$462,364,322
Food at Home	114	\$5,091.51	\$266,321,560
Bakery and Cereal Products	111	\$664.64	\$34,765,498
Meat, Poultry, Fish, and Eggs	115	\$1,190.58	\$62,275,721
Dairy Products	112	\$557.01	\$29,135,519
Fruit and Vegetables	114	\$898.51	\$46,998,491
Snacks and Other Food at Home ¹⁰	114	\$1,780.76	\$93,146,332
Food Away from Home	116	\$3,747.93	\$196,042,762
Alcoholic Beverages	123	\$699.77	\$36,602,883
Nonalcoholic Beverages at Home	115	\$502.79	\$26,299,289



Retail Goods and Services Expenditures

Brookhaven Village
14110 Marsh Ln, Addison, TX 75001-3860
Ring: 3 miles radius

Latitude: 32.93694
Longitude: -96.85494

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	98	\$1,702.58	\$89,057,029
Vehicle Loans	112	\$5,521.53	\$288,814,706
Health			
Nonprescription Drugs	105	\$108.62	\$5,681,791
Prescription Drugs	98	\$486.25	\$25,434,293
Eyeglasses and Contact Lenses	105	\$80.78	\$4,225,498
Home			
Mortgage Payment and Basics ¹¹	100	\$9,333.48	\$488,206,356
Maintenance and Remodeling Services	96	\$1,907.87	\$99,794,919
Maintenance and Remodeling Materials ¹²	92	\$341.87	\$17,882,372
Utilities, Fuel, and Public Services	109	\$4,952.13	\$259,030,998
Household Furnishings and Equipment			
Household Textiles ¹³	110	\$146.81	\$7,679,345
Furniture	113	\$676.36	\$35,378,274
Floor Coverings	100	\$75.20	\$3,933,471
Major Appliances ¹⁴	101	\$307.17	\$16,067,211
Housewares ¹⁵	104	\$89.55	\$4,684,304
Small Appliances	109	\$35.87	\$1,876,233
Luggage	110	\$10.19	\$533,212
Telephones and Accessories	84	\$35.84	\$1,874,474
Household Operations			
Child Care	122	\$561.90	\$29,391,261
Lawn and Garden ¹⁶	96	\$401.58	\$21,005,348
Moving/Storage/Freight Express	125	\$76.10	\$3,980,734
Housekeeping Supplies ¹⁷	110	\$772.32	\$40,397,677
Insurance			
Owners and Renters Insurance	95	\$439.47	\$22,987,409
Vehicle Insurance	112	\$1,309.92	\$68,517,980
Life/Other Insurance	97	\$403.05	\$21,082,100
Health Insurance	102	\$1,962.39	\$102,646,991
Personal Care Products ¹⁸	115	\$460.35	\$24,079,460
School Books and Supplies ¹⁹	125	\$133.76	\$6,996,353
Smoking Products	115	\$492.94	\$25,784,274
Transportation			
Vehicle Purchases (Net Outlay) ²⁰	113	\$4,962.41	\$259,568,726
Gasoline and Motor Oil	112	\$3,221.62	\$168,513,094
Vehicle Maintenance and Repairs	112	\$1,057.00	\$55,288,658
Travel			
Airline Fares	114	\$521.73	\$27,289,925
Lodging on Trips	104	\$453.66	\$23,729,419
Auto/Truck/Van Rental on Trips	114	\$42.16	\$2,205,311
Food and Drink on Trips	107	\$465.42	\$24,344,773

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Brookhaven Village
14110 Marsh Ln, Addison, TX 75001-3860
Ring: 3 miles radius

Latitude: 32.93694
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¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.

⁵**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁶**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁷**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁸**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

⁹**Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.

¹⁰**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

¹¹**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹²**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

¹³**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹⁴**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹⁵**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁶**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁷**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

¹⁸**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁹**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.

²⁰**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.



Retail Goods and Services Expenditures

Brookhaven Village
14110 Marsh Ln, Addison, TX 75001-3860
Ring: 5 miles radius

Latitude: 32.93694
Longitude: -96.85494

Top Tapestry Segments:		Demographic Summary		2010	2015
Young and Restless	19.2%	Population		312,714	322,575
Enterprising Professionals	10.9%	Households		127,717	131,360
Metro Renters	9.8%	Families		71,394	71,988
Connoisseurs	7.1%	Median Age		34.7	34.5
NeWest Residents	7.1%	Median Household Income		\$65,247	\$73,058

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	94	\$2,261.61	\$288,846,304
Men's	89	\$407.92	\$52,097,681
Women's	82	\$682.37	\$87,150,220
Children's	101	\$403.43	\$51,525,287
Footwear	67	\$279.03	\$35,637,140
Watches & Jewelry	131	\$254.81	\$32,543,749
Apparel Products and Services ¹	250	\$234.05	\$29,892,229
Computer			
Computers and Hardware for Home Use	135	\$258.81	\$33,055,056
Software and Accessories for Home Use	138	\$39.23	\$5,010,342
Entertainment & Recreation	129	\$4,156.35	\$530,836,391
Fees and Admissions	130	\$807.49	\$103,130,632
Membership Fees for Clubs ²	128	\$209.71	\$26,784,079
Fees for Participant Sports, excl. Trips	128	\$136.49	\$17,431,897
Admission to Movie/Theatre/Opera/Ballet	138	\$208.76	\$26,662,641
Admission to Sporting Events, excl. Trips	128	\$76.32	\$9,747,050
Fees for Recreational Lessons	128	\$175.06	\$22,358,321
Dating Services	149	\$1.15	\$146,644
TV/Video/Audio	130	\$1,612.35	\$205,924,040
Community Antenna or Cable TV	126	\$910.16	\$116,243,185
Televisions	134	\$259.64	\$33,160,445
VCRs, Video Cameras, and DVD Players	141	\$28.62	\$3,655,009
Video Cassettes and DVDs	141	\$74.14	\$9,468,775
Video and Computer Game Hardware and Software	140	\$78.07	\$9,970,971
Satellite Dishes	132	\$1.66	\$211,566
Rental of Video Cassettes and DVDs	141	\$58.26	\$7,440,263
Streaming/Downloaded Video	132	\$1.85	\$236,445
Audio ³	129	\$189.89	\$24,251,592
Rental and Repair of TV/Radio/Audio	133	\$10.07	\$1,285,788
Pets	149	\$642.57	\$82,066,924
Toys and Games ⁴	131	\$189.98	\$24,264,131
Recreational Vehicles and Fees ⁵	111	\$359.12	\$45,866,053
Sports/Recreation/Exercise Equipment ⁶	100	\$182.05	\$23,251,359
Photo Equipment and Supplies ⁷	130	\$134.41	\$17,166,490
Reading ⁸	123	\$190.66	\$24,350,851
Catered Affairs ⁹	153	\$37.71	\$4,815,912
Food	131	\$10,094.60	\$1,289,252,228
Food at Home	130	\$5,800.86	\$740,867,977
Bakery and Cereal Products	127	\$758.19	\$96,833,385
Meat, Poultry, Fish, and Eggs	131	\$1,354.63	\$173,009,629
Dairy Products	128	\$634.71	\$81,062,758
Fruit and Vegetables	131	\$1,027.04	\$131,170,293
Snacks and Other Food at Home ¹⁰	130	\$2,026.29	\$258,791,912
Food Away from Home	133	\$4,293.75	\$548,384,251
Alcoholic Beverages	140	\$798.92	\$102,035,216
Nonalcoholic Beverages at Home	131	\$571.60	\$73,003,104



Retail Goods and Services Expenditures

Brookhaven Village
14110 Marsh Ln, Addison, TX 75001-3860
Ring: 5 miles radius

Latitude: 32.93694
Longitude: -96.85494

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	118	\$2,050.86	\$261,929,900
Vehicle Loans	128	\$6,309.34	\$805,810,587
Health			
Nonprescription Drugs	120	\$123.87	\$15,820,929
Prescription Drugs	111	\$551.22	\$70,399,839
Eyeglasses and Contact Lenses	121	\$93.36	\$11,923,954
Home			
Mortgage Payment and Basics ¹¹	119	\$11,179.24	\$1,427,779,228
Maintenance and Remodeling Services	117	\$2,318.98	\$296,173,583
Maintenance and Remodeling Materials ¹²	110	\$408.01	\$52,109,307
Utilities, Fuel, and Public Services	125	\$5,649.91	\$721,589,411
Household Furnishings and Equipment			
Household Textiles ¹³	128	\$170.61	\$21,789,731
Furniture	132	\$791.49	\$101,086,397
Floor Coverings	119	\$89.28	\$11,402,584
Major Appliances ¹⁴	118	\$358.38	\$45,770,624
Housewares ¹⁵	120	\$103.03	\$13,158,384
Small Appliances	125	\$41.08	\$5,246,672
Luggage	129	\$11.98	\$1,530,451
Telephones and Accessories	96	\$40.73	\$5,201,912
Household Operations			
Child Care	141	\$653.79	\$83,500,039
Lawn and Garden ¹⁶	114	\$478.53	\$61,116,640
Moving/Storage/Freight Express	145	\$88.16	\$11,258,975
Housekeeping Supplies ¹⁷	126	\$883.64	\$112,856,201
Insurance			
Owners and Renters Insurance	111	\$515.64	\$65,855,458
Vehicle Insurance	129	\$1,499.78	\$191,547,517
Life/Other Insurance	114	\$474.47	\$60,597,553
Health Insurance	116	\$2,240.33	\$286,128,449
Personal Care Products ¹⁸	132	\$526.40	\$67,229,608
School Books and Supplies ¹⁹	141	\$150.31	\$19,197,588
Smoking Products	128	\$547.03	\$69,865,261
Transportation			
Vehicle Purchases (Net Outlay) ²⁰	130	\$5,700.18	\$728,010,137
Gasoline and Motor Oil	128	\$3,660.95	\$467,565,639
Vehicle Maintenance and Repairs	129	\$1,215.43	\$155,230,986
Travel			
Airline Fares	135	\$617.32	\$78,842,322
Lodging on Trips	124	\$540.66	\$69,051,645
Auto/Truck/Van Rental on Trips	136	\$50.10	\$6,399,168
Food and Drink on Trips	126	\$548.27	\$70,023,805

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Brookhaven Village
14110 Marsh Ln, Addison, TX 75001-3860
Ring: 5 miles radius

Latitude: 32.93694
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-
- ¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- ²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- ³**Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- ⁴**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- ⁵**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- ⁶**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- ⁷**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- ⁸**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.
- ⁹**Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- ¹⁰**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- ¹¹**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- ¹²**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- ¹³**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- ¹⁴**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- ¹⁵**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- ¹⁶**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- ¹⁷**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- ¹⁸**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.
- ¹⁹**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
- ²⁰**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.