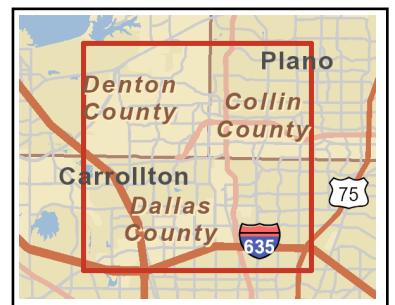
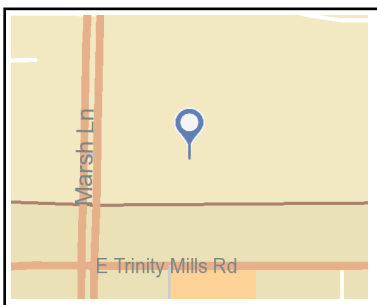
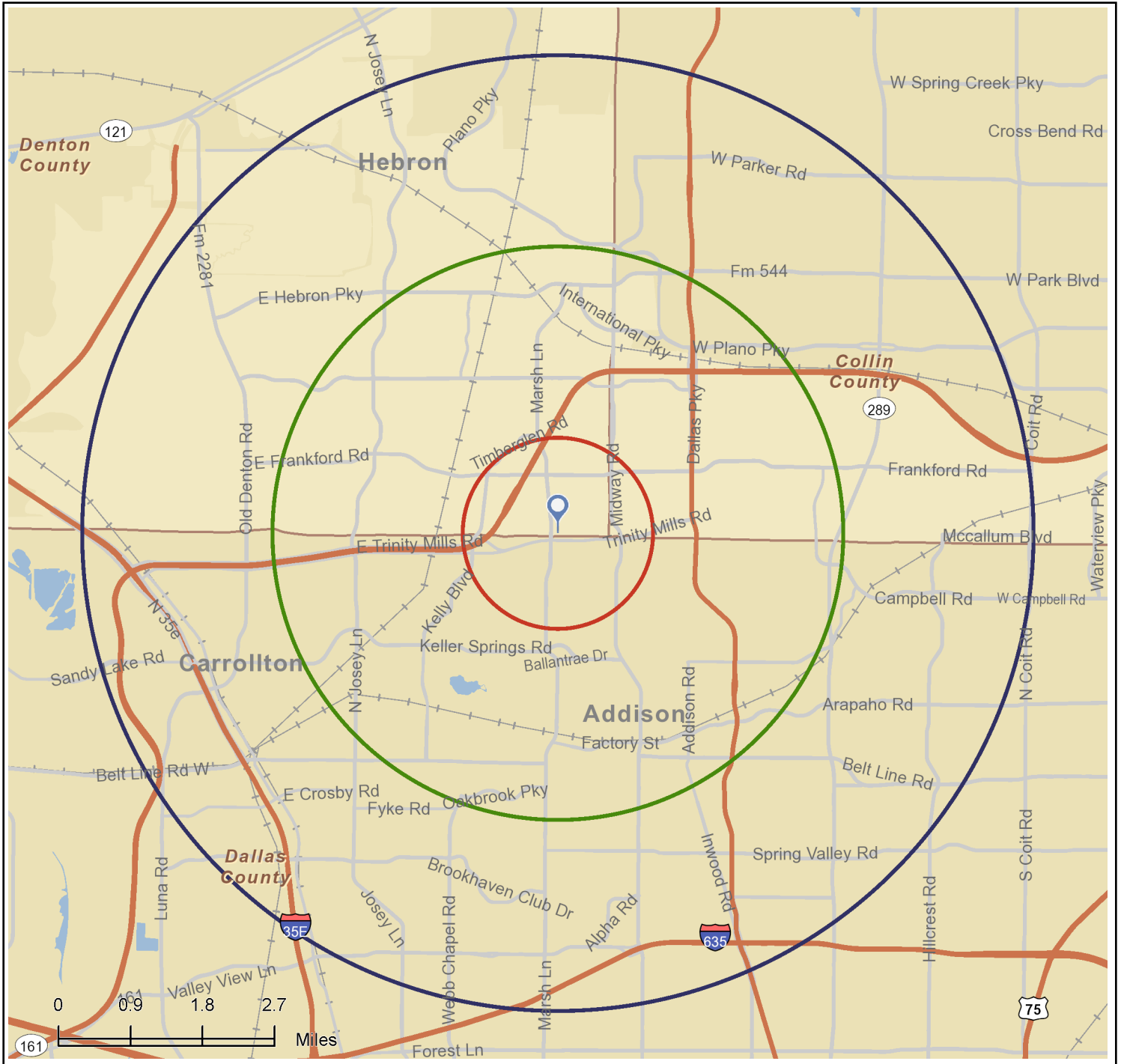





**Bent Tree Hills**  
3315 Trinity Mills Rd, Dallas, TX 75287-6201  
Ring: 1, 3, 5 Miles

Latitude: 32.98814  
Longitude: -96.85352



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	1 mile radius	3 miles radius	5 miles radius
 2000 Total Population	15,172	124,536	303,118
2000 Group Quarters	3	28	917
2010 Total Population	18,622	137,061	348,543
2015 Total Population	20,426	144,449	371,393
2010 - 2015 Annual Rate	1.87%	1.06%	1.28%
 2000 Households	7,837	57,488	131,730
2000 Average Household Size	1.94	2.17	2.29
2010 Households	9,587	62,639	148,585
2010 Average Household Size	1.94	2.19	2.34
2015 Households	10,530	65,776	157,399
2015 Average Household Size	1.94	2.2	2.35
2010 - 2015 Annual Rate	1.89%	0.98%	1.16%
2000 Families	3,383	30,099	75,169
2000 Average Family Size	2.84	2.97	3.04
2010 Families	3,620	30,397	81,567
2010 Average Family Size	3.01	3.12	3.17
2015 Families	3,771	31,012	85,011
2015 Average Family Size	3.07	3.17	3.22
2010 - 2015 Annual Rate	0.82%	0.4%	0.83%
 <b>2000 Housing Units</b>	8,437	60,785	139,275
Owner Occupied Housing Units	28.2%	39.0%	43.8%
Renter Occupied Housing Units	64.9%	55.6%	50.8%
Vacant Housing Units	6.8%	5.4%	5.4%
<b>2010 Housing Units</b>	10,596	67,565	161,263
Owner Occupied Housing Units	21.9%	34.4%	40.2%
Renter Occupied Housing Units	68.5%	58.3%	52.0%
Vacant Housing Units	9.5%	7.3%	7.9%
<b>2015 Housing Units</b>	11,713	71,367	172,243
Owner Occupied Housing Units	20.6%	33.6%	39.7%
Renter Occupied Housing Units	69.3%	58.6%	51.7%
Vacant Housing Units	10.1%	7.8%	8.6%
<b>Median Household Income</b>			
2000	\$46,853	\$55,400	\$57,044
2010	\$62,553	\$71,820	\$74,217
2015	\$69,875	\$78,597	\$83,276
<b>Median Home Value</b>			
2000	\$133,090	\$133,611	\$149,082
2010	\$170,359	\$171,178	\$195,138
2015	\$195,948	\$196,136	\$226,131
<b>Per Capita Income</b>			
2000	\$32,923	\$35,202	\$35,558
2010	\$42,136	\$42,825	\$43,891
2015	\$48,027	\$47,305	\$48,838
<b>Median Age</b>			
2000	30.9	32.4	33.0
2010	32.4	34.4	35.0
2015	32.4	34.2	34.6

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.



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	1 mile radius	3 miles radius	5 miles radius
<b>2000 Households by Income</b>			
Household Income Base	7,891	57,520	131,743
< \$15,000	7.5%	6.1%	6.4%
\$15,000 - \$24,999	9.5%	7.6%	7.9%
\$25,000 - \$34,999	16.1%	11.9%	11.7%
\$35,000 - \$49,999	21.1%	18.5%	17.1%
\$50,000 - \$74,999	19.0%	22.4%	20.9%
\$75,000 - \$99,999	11.9%	12.7%	12.1%
\$100,000 - \$149,999	9.5%	11.7%	12.4%
\$150,000 - \$199,999	2.6%	4.4%	5.3%
\$200,000+	3.0%	4.6%	6.2%
Average Household Income	\$62,794	\$75,462	\$81,639
<b>2010 Households by Income</b>			
Household Income Base	9,586	62,638	148,580
< \$15,000	5.3%	4.3%	4.5%
\$15,000 - \$24,999	5.6%	4.2%	4.3%
\$25,000 - \$34,999	8.3%	6.1%	6.6%
\$35,000 - \$49,999	18.2%	16.0%	15.3%
\$50,000 - \$74,999	21.6%	21.7%	19.7%
\$75,000 - \$99,999	14.9%	16.4%	14.8%
\$100,000 - \$149,999	17.0%	19.1%	18.4%
\$150,000 - \$199,999	5.1%	6.0%	7.2%
\$200,000+	4.1%	6.3%	9.1%
Average Household Income	\$81,540	\$93,179	\$103,011
<b>2015 Households by Income</b>			
Household Income Base	10,530	65,776	157,395
< \$15,000	3.9%	3.2%	3.3%
\$15,000 - \$24,999	4.4%	3.4%	3.4%
\$25,000 - \$34,999	6.1%	4.4%	4.8%
\$35,000 - \$49,999	12.1%	10.5%	10.1%
\$50,000 - \$74,999	26.9%	26.0%	23.5%
\$75,000 - \$99,999	11.8%	13.6%	12.7%
\$100,000 - \$149,999	22.3%	23.3%	22.0%
\$150,000 - \$199,999	7.4%	8.3%	9.7%
\$200,000+	5.2%	7.3%	10.6%
Average Household Income	\$92,799	\$103,292	\$115,317
<b>2000 Owner Occupied HUs by Value</b>			
Total	2,372	23,529	60,980
<\$50,000	0.3%	0.9%	2.0%
\$50,000 - 99,999	19.4%	23.4%	19.8%
\$100,000 - 149,999	41.1%	36.8%	28.8%
\$150,000 - 199,999	20.7%	16.8%	19.6%
\$200,000 - \$299,999	15.4%	11.8%	15.8%
\$300,000 - 499,999	3.2%	6.9%	9.4%
\$500,000 - 999,999	0.0%	2.6%	3.9%
\$1,000,000+	0.0%	0.8%	0.7%
Average Home Value	\$152,116	\$176,897	\$197,521
<b>2000 Specified Renter Occupied HUs by Contract Rent</b>			
Total	5,496	33,817	70,814
With Cash Rent	98.5%	99.3%	99.2%
No Cash Rent	1.5%	0.7%	0.8%
Median Rent	\$653	\$698	\$683
Average Rent	\$680	\$740	\$730

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.

Bent Tree Hills  
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 Ring: 1, 3, 5 Miles



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	1 mile radius	3 miles radius	5 miles radius
<b>2000 Population by Age</b>			
 Total	15,173	124,534	303,118
Age 0 - 4	6.9%	6.5%	6.9%
Age 5 - 9	5.1%	6.2%	6.6%
Age 10 - 14	4.6%	5.7%	6.1%
Age 15 - 19	4.3%	5.1%	5.5%
Age 20 - 24	10.6%	8.3%	7.5%
Age 25 - 34	28.5%	23.7%	21.4%
Age 35 - 44	19.5%	18.8%	18.6%
Age 45 - 54	12.0%	14.0%	13.9%
Age 55 - 64	5.4%	7.1%	7.5%
Age 65 - 74	2.0%	3.0%	3.7%
Age 75 - 84	0.9%	1.3%	1.8%
Age 85+	0.2%	0.2%	0.5%
Age 18+	81.1%	78.5%	76.9%
<b>2010 Population by Age</b>			
Total	18,622	137,062	348,544
Age 0 - 4	6.3%	6.2%	6.7%
Age 5 - 9	4.9%	5.7%	6.3%
Age 10 - 14	4.4%	5.4%	6.1%
Age 15 - 19	4.0%	5.3%	5.8%
Age 20 - 24	10.4%	8.4%	7.6%
Age 25 - 34	25.9%	20.1%	17.5%
Age 35 - 44	17.2%	16.7%	16.2%
Age 45 - 54	13.5%	15.1%	15.5%
Age 55 - 64	8.4%	10.1%	10.3%
Age 65 - 74	3.4%	4.7%	4.9%
Age 75 - 84	1.2%	1.8%	2.3%
Age 85+	0.4%	0.5%	0.8%
Age 18+	82.4%	79.6%	77.4%
<b>2015 Population by Age</b>			
Total	20,427	144,447	371,392
Age 0 - 4	6.1%	6.1%	6.7%
Age 5 - 9	4.8%	5.6%	6.3%
Age 10 - 14	4.2%	5.4%	6.1%
Age 15 - 19	3.9%	5.0%	5.6%
Age 20 - 24	9.7%	8.6%	7.6%
Age 25 - 34	27.3%	20.7%	18.4%
Age 35 - 44	15.9%	15.2%	14.5%
Age 45 - 54	12.6%	14.1%	14.5%
Age 55 - 64	9.1%	10.4%	10.8%
Age 65 - 74	4.6%	6.0%	6.2%
Age 75 - 84	1.5%	2.2%	2.5%
Age 85+	0.5%	0.6%	0.8%
Age 18+	83.0%	79.9%	77.6%
<b>2000 Population by Sex</b>			
Males	49.3%	49.3%	49.8%
Females	50.7%	50.7%	50.2%
<b>2010 Population by Sex</b>			
Males	49.8%	49.5%	49.8%
Females	50.2%	50.5%	50.2%
<b>2015 Population by Sex</b>			
Males	49.8%	49.6%	49.8%
Females	50.2%	50.4%	50.2%

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
<b>2000 Population by Race/Ethnicity</b>			
 Total	15,172	124,535	303,118
White Alone	70.6%	75.8%	75.5%
Black Alone	11.6%	7.8%	6.5%
American Indian Alone	0.5%	0.5%	0.4%
Asian or Pacific Islander Alone	9.2%	8.3%	8.4%
Some Other Race Alone	5.6%	5.1%	6.6%
Two or More Races	2.5%	2.4%	2.5%
Hispanic Origin	13.1%	13.4%	17.2%
Diversity Index	59.8	54.8	58.4
<b>2010 Population by Race/Ethnicity</b>			
Total	18,621	137,060	348,543
White Alone	58.2%	65.0%	65.8%
Black Alone	16.4%	11.1%	8.7%
American Indian Alone	0.6%	0.6%	0.5%
Asian or Pacific Islander Alone	13.5%	12.1%	12.1%
Some Other Race Alone	8.0%	7.8%	9.5%
Two or More Races	3.3%	3.4%	3.4%
Hispanic Origin	19.3%	20.7%	24.3%
Diversity Index	73.5	69.8	71.2
<b>2015 Population by Race/Ethnicity</b>			
Total	20,425	144,451	371,393
White Alone	55.7%	62.4%	63.4%
Black Alone	17.4%	11.8%	9.1%
American Indian Alone	0.5%	0.6%	0.5%
Asian or Pacific Islander Alone	14.5%	13.0%	13.1%
Some Other Race Alone	8.3%	8.6%	10.4%
Two or More Races	3.5%	3.6%	3.6%
Hispanic Origin	21.3%	23.5%	27.1%
Diversity Index	76.0	73.1	74.2
<b>2000 Population 3+ by School Enrollment</b>			
 Total	14,591	119,353	290,334
Enrolled in Nursery/Preschool	1.6%	1.9%	2.1%
Enrolled in Kindergarten	1.4%	1.3%	1.3%
Enrolled in Grade 1-8	8.6%	9.7%	10.7%
Enrolled in Grade 9-12	3.1%	4.2%	4.6%
Enrolled in College	6.8%	5.6%	4.7%
Enrolled in Grad/Prof School	2.4%	1.8%	1.8%
Not Enrolled in School	76.1%	75.4%	74.8%
<b>2010 Population 25+ by Educational Attainment</b>			
Total	13,053	94,481	235,143
Less than 9th Grade	1.4%	2.9%	4.4%
9th - 12th Grade, No Diploma	2.6%	3.8%	4.7%
High School Graduate	14.0%	15.2%	14.9%
Some College, No Degree	24.1%	24.4%	21.5%
Associate Degree	8.1%	7.2%	6.6%
Bachelor's Degree	36.2%	33.2%	32.8%
Graduate/Professional Degree	13.6%	13.3%	15.1%

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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<b>2010 Population 15+ by Marital Status</b>			
 Total	15,722	113,288	281,726
Never Married	44.9%	37.4%	33.4%
Married	38.7%	46.3%	51.2%
Widowed	1.7%	2.2%	3.0%
Divorced	14.7%	14.1%	12.4%
<b>2000 Population 16+ by Employment Status</b>			
 Total	12,527	100,425	240,214
In Labor Force	84.7%	81.6%	77.6%
Civilian Employed	81.6%	79.1%	75.2%
Civilian Unemployed	3.1%	2.4%	2.4%
In Armed Forces	0.0%	0.1%	0.0%
Not in Labor Force	15.3%	18.4%	22.4%
<b>2010 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	92.1%	92.3%	92.4%
Civilian Unemployed	7.9%	7.7%	7.6%
<b>2015 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	93.5%	93.6%	93.8%
Civilian Unemployed	6.5%	6.4%	6.2%
<b>2000 Females 16+ by Employment Status and Age of Children</b>			
Total	6,370	51,239	121,245
Own Children < 6 Only	9.0%	9.0%	9.0%
Employed/in Armed Forces	5.7%	5.4%	5.3%
Unemployed	0.3%	0.2%	0.2%
Not in Labor Force	3.1%	3.4%	3.6%
Own Children < 6 and 6-17 Only	3.5%	4.8%	5.7%
Employed/in Armed Forces	1.6%	2.9%	3.1%
Unemployed	0.4%	0.1%	0.1%
Not in Labor Force	1.4%	1.8%	2.4%
Own Children 6-17 Only	14.3%	15.1%	16.3%
Employed/in Armed Forces	11.1%	11.3%	11.4%
Unemployed	0.2%	0.4%	0.3%
Not in Labor Force	2.9%	3.5%	4.5%
No Own Children < 18	73.2%	71.0%	69.0%
Employed/in Armed Forces	57.5%	53.5%	47.8%
Unemployed	2.6%	1.5%	1.5%
Not in Labor Force	13.1%	16.1%	19.7%
<b>2010 Employed Population 16+ by Industry</b>			
 Total	10,296	71,286	171,641
Agriculture/Mining	0.3%	0.6%	0.8%
Construction	3.4%	4.2%	4.5%
Manufacturing	8.2%	8.3%	8.2%
Wholesale Trade	3.4%	4.8%	4.5%
Retail Trade	14.5%	13.1%	13.0%
Transportation/Utilities	3.4%	4.0%	4.1%
Information	6.1%	5.0%	4.7%
Finance/Insurance/Real Estate	13.6%	12.5%	12.2%
Services	44.9%	45.5%	46.2%
Public Administration	2.1%	1.9%	1.9%

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

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<b>2010 Employed Population 16+ by Occupation</b>			
Total	10,298	71,287	171,640
White Collar	80.9%	79.2%	77.3%
Management/Business/Financial	22.9%	23.3%	23.8%
Professional	26.0%	24.7%	24.3%
Sales	16.6%	15.8%	15.5%
Administrative Support	15.4%	15.4%	13.8%
Services	10.9%	10.2%	11.5%
Blue Collar	8.2%	10.7%	11.3%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	1.7%	2.2%	2.7%
Installation/Maintenance/Repair	2.2%	2.2%	2.0%
Production	2.8%	3.8%	3.8%
Transportation/Material Moving	1.6%	2.4%	2.7%
<b>2000 Workers 16+ by Means of Transportation to Work</b>			
 Total	10,124	78,304	178,035
Drove Alone - Car, Truck, or Van	84.7%	84.3%	81.9%
Carpooled - Car, Truck, or Van	9.0%	9.2%	10.6%
Public Transportation	1.4%	1.2%	1.4%
Walked	1.2%	1.0%	1.3%
Other Means	0.8%	0.7%	0.8%
Worked at Home	2.8%	3.7%	4.0%
<b>2000 Workers 16+ by Travel Time to Work</b>			
Total	10,123	78,303	178,035
Did Not Work at Home	97.2%	96.3%	96.0%
Less than 5 minutes	1.1%	1.5%	1.4%
5 to 9 minutes	5.9%	6.2%	7.3%
10 to 19 minutes	28.7%	27.7%	28.5%
20 to 24 minutes	17.1%	16.2%	16.6%
25 to 34 minutes	25.9%	25.0%	23.9%
35 to 44 minutes	7.0%	7.9%	7.0%
45 to 59 minutes	8.1%	8.5%	7.7%
60 to 89 minutes	2.3%	2.3%	2.4%
90 or more minutes	1.1%	1.2%	1.2%
Worked at Home	2.8%	3.7%	4.0%
Average Travel Time to Work (in min)	24.8	25.5	24.7
<b>2000 Households by Vehicles Available</b>			
Total	7,868	57,351	131,806
None	4.2%	2.8%	3.4%
1	54.3%	46.2%	42.9%
2	35.1%	40.4%	41.8%
3	5.7%	8.4%	9.5%
4	0.5%	1.7%	2.0%
5+	0.0%	0.5%	0.5%
Average Number of Vehicles Available	1.4	1.6	1.7

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

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<b>2000 Households by Type</b>			
 Total	7,839	57,486	131,729
Family Households	43.2%	52.4%	57.1%
Married-couple Family	32.0%	41.0%	45.8%
With Related Children	14.9%	19.5%	22.7%
Other Family (No Spouse)	11.2%	11.4%	11.3%
With Related Children	7.5%	7.6%	7.3%
Nonfamily Households	56.8%	47.6%	42.9%
Householder Living Alone	46.7%	38.5%	34.8%
Householder Not Living Alone	10.1%	9.2%	8.1%
Households with Related Children	22.4%	27.1%	30.0%
Households with Persons 65+	4.8%	7.5%	10.0%
<b>2000 Households by Size</b>			
Total	7,837	57,488	131,730
1 Person Household	46.7%	38.5%	34.8%
2 Person Household	30.5%	32.4%	32.2%
3 Person Household	11.3%	13.2%	13.9%
4 Person Household	7.4%	10.0%	11.6%
5 Person Household	2.9%	4.0%	4.8%
6 Person Household	0.8%	1.2%	1.6%
7+ Person Household	0.4%	0.7%	1.1%
<b>2000 Households by Year Householder Moved In</b>			
Total	7,867	57,349	131,807
Moved in 1999 to March 2000	44.7%	38.9%	35.7%
Moved in 1995 to 1998	38.7%	34.2%	35.0%
Moved in 1990 to 1994	11.2%	13.3%	13.7%
Moved in 1980 to 1989	5.0%	10.0%	9.6%
Moved in 1970 to 1979	0.3%	3.3%	4.4%
Moved in 1969 or Earlier	0.0%	0.3%	1.6%
Median Year Householder Moved In	1998	1998	1997
<b>2000 Housing Units by Units in Structure</b>			
 Total	8,445	60,620	139,361
1, Detached	27.4%	37.9%	43.6%
1, Attached	4.2%	4.4%	3.2%
2	0.4%	0.5%	0.7%
3 or 4	5.8%	6.0%	6.1%
5 to 9	18.2%	15.1%	13.7%
10 to 19	13.6%	13.0%	11.0%
20+	30.3%	23.1%	21.1%
Mobile Home	0.1%	0.1%	0.4%
Other	0.0%	0.0%	0.2%
<b>2000 Housing Units by Year Structure Built</b>			
Total	8,468	60,632	139,380
1999 to March 2000	6.4%	3.8%	3.5%
1995 to 1998	19.5%	16.3%	15.6%
1990 to 1994	11.7%	13.2%	13.2%
1980 to 1989	54.5%	44.7%	37.1%
1970 to 1979	6.6%	18.4%	19.7%
1969 or Earlier	1.2%	3.5%	10.9%
Median Year Structure Built	1988	1986	1985

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

Bent Tree Hills  
 3315 Trinity Mills Rd, Dallas, TX 75287-6201  
 Ring: 1, 3, 5 Miles

Latitude: 32.98814  
 Longitude: -96.85352

	1 mile radius	3 miles radius	5 miles radius
<b>Top 3 Tapestry Segments</b>			
1.	Enterprising Professio	Enterprising Professio	Young and Restless
2.	Metro Renters	Young and Restless	Enterprising Professio
3.	Young and Restless	Metro Renters	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 \$	\$20,330,508	\$148,704,182	\$385,445,352
Average Spent	\$2,120.63	\$2,373.99	\$2,594.11
Spending Potential Index	89	99	108
Computers & Accessories: Total \$	\$2,683,706	\$19,637,010	\$50,988,712
Average Spent	\$279.93	\$313.49	\$343.16
Spending Potential Index	127	142	156
Education: Total \$	\$14,231,380	\$106,854,231	\$280,076,412
Average Spent	\$1,484.45	\$1,705.87	\$1,884.96
Spending Potential Index	122	140	155
Entertainment/Recreation: Total \$	\$36,023,801	\$270,676,276	\$713,126,564
Average Spent	\$3,757.57	\$4,321.21	\$4,799.45
Spending Potential Index	117	134	149
Food at Home: Total \$	\$51,254,446	\$375,975,812	\$974,829,821
Average Spent	\$5,346.24	\$6,002.26	\$6,560.76
Spending Potential Index	119	134	147
Food Away from Home: Total \$	\$38,658,627	\$282,687,666	\$731,614,154
Average Spent	\$4,032.40	\$4,512.97	\$4,923.88
Spending Potential Index	125	140	153
Health Care: Total \$	\$36,186,966	\$275,318,815	\$730,621,174
Average Spent	\$3,774.59	\$4,395.33	\$4,917.19
Spending Potential Index	101	118	132
HH Furnishings & Equipment: Total \$	\$20,037,127	\$151,096,664	\$399,051,586
Average Spent	\$2,090.03	\$2,412.18	\$2,685.68
Spending Potential Index	102	117	130
Investments: Total \$	\$15,525,602	\$123,596,712	\$336,992,436
Average Spent	\$1,619.44	\$1,973.16	\$2,268.01
Spending Potential Index	93	113	130
Retail Goods: Total \$	\$263,132,557	\$1,968,345,216	\$5,163,392,960
Average Spent	\$27,446.81	\$31,423.64	\$34,750.43
Spending Potential Index	110	126	140
Shelter: Total \$	\$187,011,359	\$1,385,835,918	\$3,622,633,695
Average Spent	\$19,506.77	\$22,124.17	\$24,380.88
Spending Potential Index	124	140	154
TV/Video/Audio: Total \$	\$14,542,502	\$106,292,487	\$275,121,087
Average Spent	\$1,516.90	\$1,696.91	\$1,851.61
Spending Potential Index	122	137	149
Travel: Total \$	\$20,015,729	\$154,083,900	\$412,044,509
Average Spent	\$2,087.80	\$2,459.87	\$2,773.12
Spending Potential Index	110	130	146
Vehicle Maintenance & Repairs: Total \$	\$10,603,627	\$79,028,946	\$206,407,524
Average Spent	\$1,106.04	\$1,261.66	\$1,389.15
Spending Potential Index	117	134	147

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

Bent Tree Hills  
 3315 Trinity Mills Rd, Dallas, TX 75287-6201  
 Ring: 1 mile radius

Latitude: 32.98814  
 Longitude: -96.85352

Summary	2000	2010	2015
Population	15,172	18,622	20,426
Households	7,837	9,587	10,530
Families	3,383	3,620	3,771
Average Household Size	1.94	1.94	1.94
Owner Occupied Housing Units	2,374	2,325	2,410
Renter Occupied Housing Units	5,463	7,262	8,120
Median Age	30.9	32.4	32.4

Trends: 2010 - 2015 Annual Rate	Area	State	National
Population	1.87%	1.65%	0.76%
Households	1.89%	1.63%	0.78%
Families	0.82%	1.48%	0.64%
Owner HHs	0.72%	1.72%	0.82%
Median Household Income	2.24%	2.54%	2.36%

Households by Income	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	591	7.5%	510	5.3%	408	3.9%
\$15,000 - \$24,999	753	9.5%	534	5.6%	459	4.4%
\$25,000 - \$34,999	1,269	16.1%	796	8.3%	647	6.1%
\$35,000 - \$49,999	1,662	21.1%	1,744	18.2%	1,275	12.1%
\$50,000 - \$74,999	1,497	19.0%	2,070	21.6%	2,836	26.9%
\$75,000 - \$99,999	936	11.9%	1,424	14.9%	1,239	11.8%
\$100,000 - \$149,999	746	9.5%	1,626	17.0%	2,345	22.3%
\$150,000 - \$199,999	204	2.6%	489	5.1%	778	7.4%
\$200,000+	233	3.0%	393	4.1%	543	5.2%

Median Household Income	\$46,853	\$62,553	\$69,875
Average Household Income	\$62,794	\$81,540	\$92,799
Per Capita Income	\$32,922	\$42,136	\$48,027

Population by Age	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	1,046	6.9%	1,169	6.3%	1,237	6.1%
5 - 9	777	5.1%	917	4.9%	974	4.8%
10 - 14	692	4.6%	814	4.4%	848	4.2%
15 - 19	660	4.4%	739	4.0%	791	3.9%
20 - 24	1,605	10.6%	1,930	10.4%	1,983	9.7%
25 - 34	4,326	28.5%	4,827	25.9%	5,580	27.3%
35 - 44	2,953	19.5%	3,211	17.2%	3,242	15.9%
45 - 54	1,819	12.0%	2,515	13.5%	2,574	12.6%
55 - 64	819	5.4%	1,564	8.4%	1,858	9.1%
65 - 74	306	2.0%	624	3.4%	934	4.6%
75 - 84	143	0.9%	230	1.2%	306	1.5%
85+	26	0.2%	83	0.4%	100	0.5%

Race and Ethnicity	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
White Alone	10,712	70.6%	10,842	58.2%	11,384	55.7%
Black Alone	1,759	11.6%	3,063	16.4%	3,550	17.4%
American Indian Alone	73	0.5%	103	0.6%	108	0.5%
Asian Alone	1,383	9.1%	2,490	13.4%	2,946	14.4%
Pacific Islander Alone	9	0.1%	19	0.1%	20	0.1%
Some Other Race Alone	854	5.6%	1,483	8.0%	1,703	8.3%
Two or More Races	382	2.5%	621	3.3%	714	3.5%
Hispanic Origin (Any Race)	1,984	13.1%	3,586	19.3%	4,356	21.3%

**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.

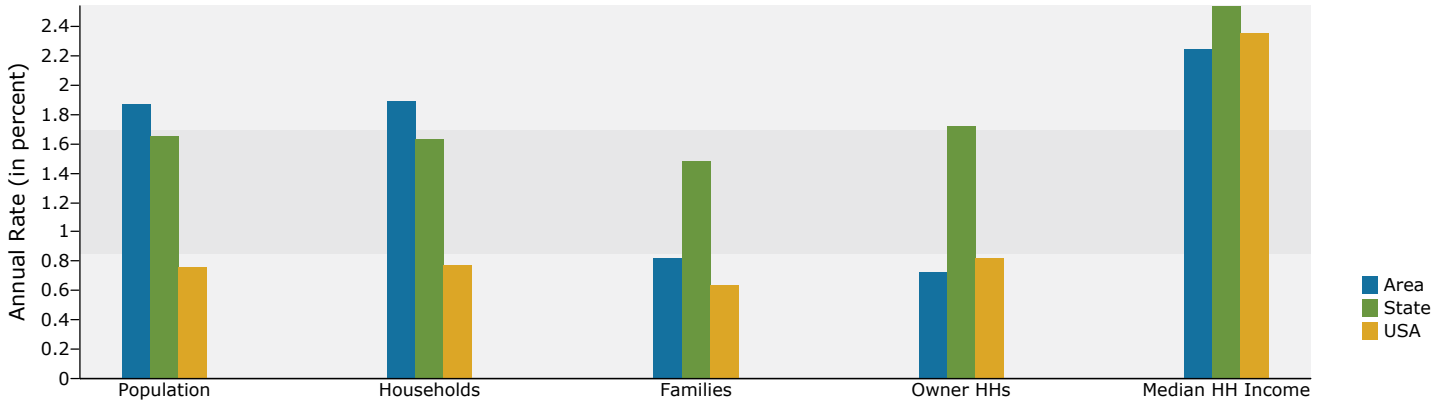
April 26, 2011

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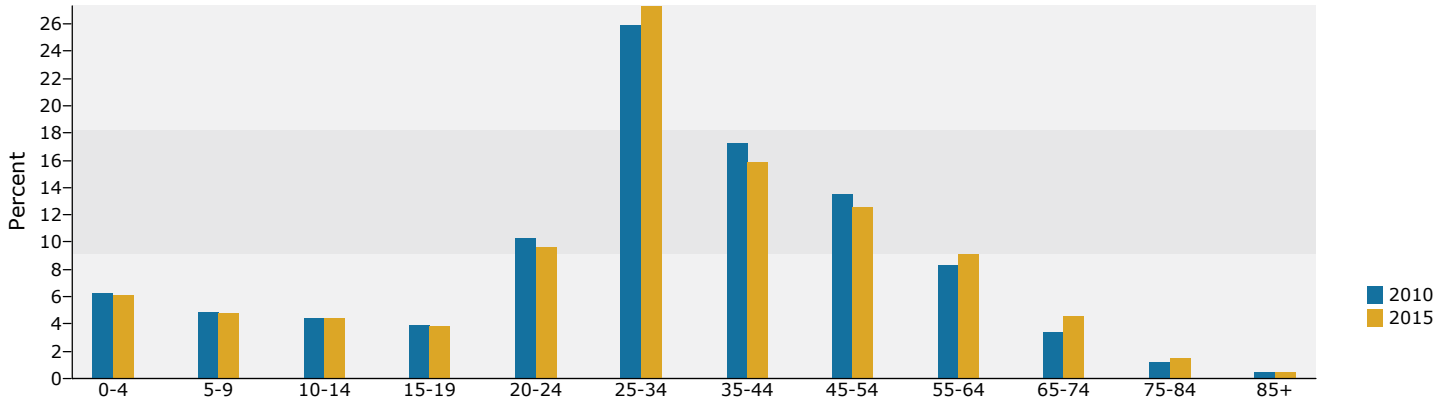
Bent Tree Hills  
 3315 Trinity Mills Rd, Dallas, TX 75287-6201  
 Ring: 1 mile radius

Latitude: 32.98814  
 Longitude: -96.85352

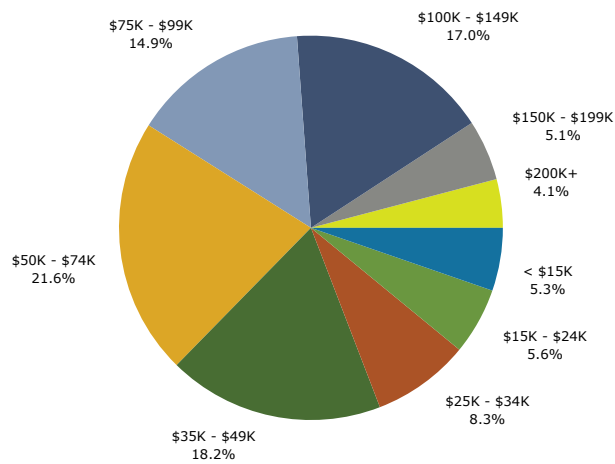
## Trends 2010-2015



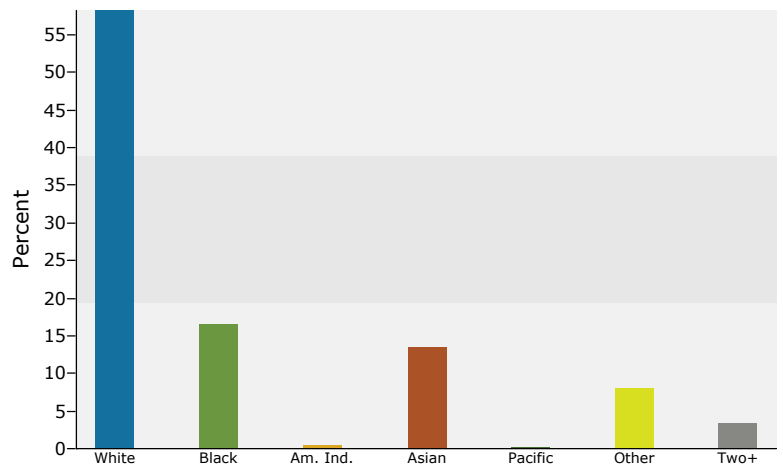
## Population by Age



## 2010 Household Income



## 2010 Population by Race



2010 Percent Hispanic Origin: 19.3%

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



# Demographic and Income Profile

Bent Tree Hills  
 3315 Trinity Mills Rd, Dallas, TX 75287-6201  
 Ring: 3 miles radius

Latitude: 32.98814  
 Longitude: -96.85352

Summary	2000	2010	2015
Population	124,536	137,061	144,449
Households	57,488	62,639	65,776
Families	30,099	30,397	31,012
Average Household Size	2.17	2.19	2.20
Owner Occupied Housing Units	23,696	23,247	23,972
Renter Occupied Housing Units	33,792	39,392	41,804
Median Age	32.4	34.4	34.2

Trends: 2010 - 2015 Annual Rate	Area	State	National
Population	1.06%	1.65%	0.76%
Households	0.98%	1.63%	0.78%
Families	0.40%	1.48%	0.64%
Owner HHs	0.62%	1.72%	0.82%
Median Household Income	1.82%	2.54%	2.36%

Households by Income	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	3,524	6.1%	2,686	4.3%	2,095	3.2%
\$15,000 - \$24,999	4,364	7.6%	2,655	4.2%	2,211	3.4%
\$25,000 - \$34,999	6,863	11.9%	3,807	6.1%	2,909	4.4%
\$35,000 - \$49,999	10,632	18.5%	9,993	16.0%	6,913	10.5%
\$50,000 - \$74,999	12,862	22.4%	13,571	21.7%	17,110	26.0%
\$75,000 - \$99,999	7,320	12.7%	10,274	16.4%	8,967	13.6%
\$100,000 - \$149,999	6,756	11.7%	11,967	19.1%	15,347	23.3%
\$150,000 - \$199,999	2,526	4.4%	3,731	6.0%	5,438	8.3%
\$200,000+	2,673	4.6%	3,954	6.3%	4,786	7.3%

Median Household Income	\$55,400	\$71,820	\$78,597
Average Household Income	\$75,462	\$93,179	\$103,292
Per Capita Income	\$35,202	\$42,825	\$47,305

Population by Age	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	8,131	6.5%	8,535	6.2%	8,869	6.1%
5 - 9	7,737	6.2%	7,838	5.7%	8,141	5.6%
10 - 14	7,046	5.7%	7,400	5.4%	7,780	5.4%
15 - 19	6,372	5.1%	7,330	5.3%	7,262	5.0%
20 - 24	10,367	8.3%	11,477	8.4%	12,404	8.6%
25 - 34	29,546	23.7%	27,486	20.1%	29,901	20.7%
35 - 44	23,364	18.8%	22,899	16.7%	22,000	15.2%
45 - 54	17,398	14.0%	20,630	15.1%	20,384	14.1%
55 - 64	8,899	7.1%	13,872	10.1%	14,999	10.4%
65 - 74	3,798	3.1%	6,392	4.7%	8,713	6.0%
75 - 84	1,608	1.3%	2,507	1.8%	3,147	2.2%
85+	268	0.2%	696	0.5%	848	0.6%

Race and Ethnicity	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
White Alone	94,432	75.8%	89,056	65.0%	90,146	62.4%
Black Alone	9,700	7.8%	15,252	11.1%	17,047	11.8%
American Indian Alone	658	0.5%	871	0.6%	913	0.6%
Asian Alone	10,290	8.3%	16,396	12.0%	18,601	12.9%
Pacific Islander Alone	89	0.1%	139	0.1%	148	0.1%
Some Other Race Alone	6,316	5.1%	10,703	7.8%	12,397	8.6%
Two or More Races	3,050	2.4%	4,643	3.4%	5,199	3.6%
Hispanic Origin (Any Race)	16,638	13.4%	28,303	20.7%	33,979	23.5%

**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.

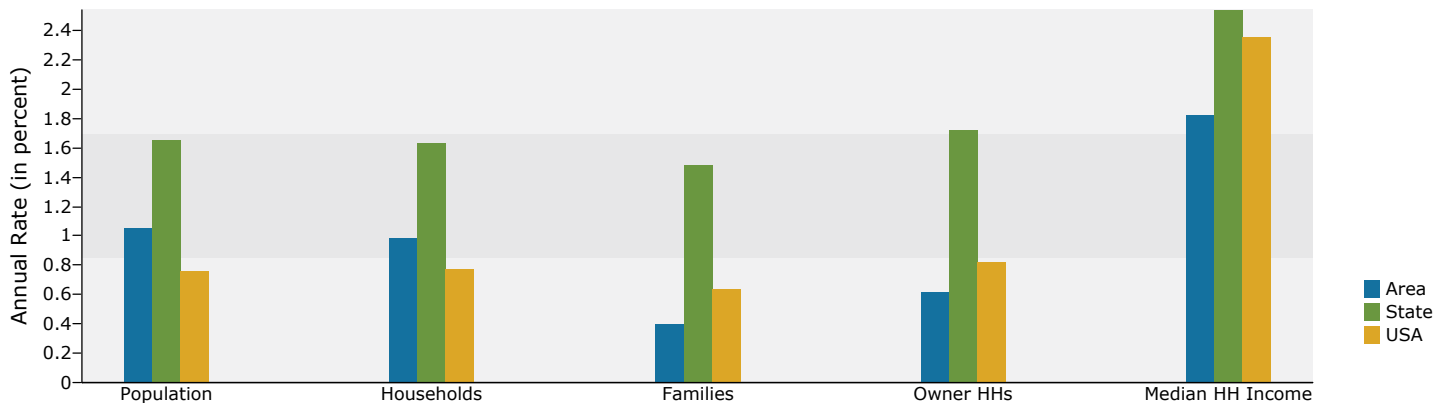
April 26, 2011

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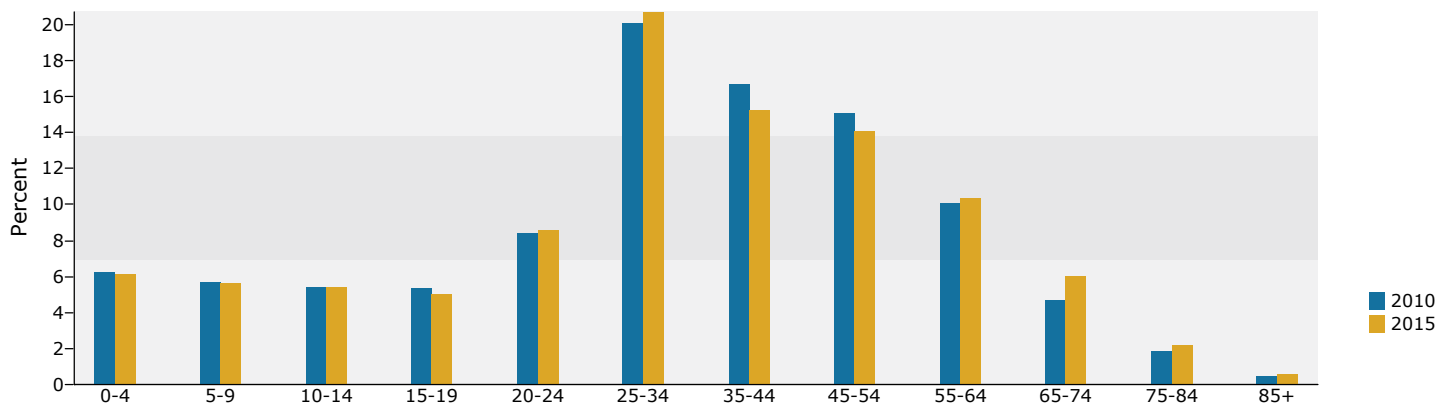
Bent Tree Hills  
 3315 Trinity Mills Rd, Dallas, TX 75287-6201  
 Ring: 3 miles radius

Latitude: 32.98814  
 Longitude: -96.85352

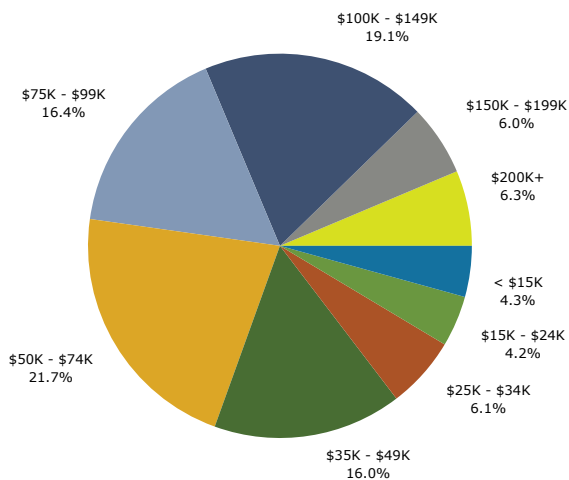
## Trends 2010-2015



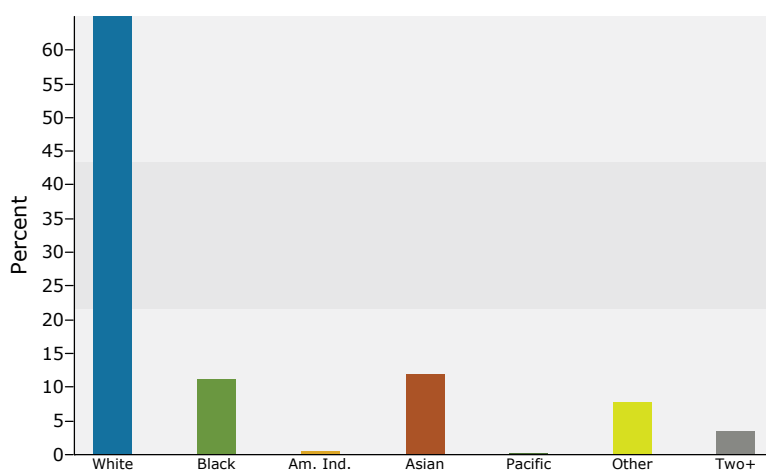
## Population by Age



## 2010 Household Income



## 2010 Population by Race



2010 Percent Hispanic Origin: 20.7%

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



# Demographic and Income Profile

Bent Tree Hills  
 3315 Trinity Mills Rd, Dallas, TX 75287-6201  
 Ring: 5 miles radius

Latitude: 32.98814  
 Longitude: -96.85352

Summary	2000	2010	2015
Population	303,118	348,543	371,393
Households	131,730	148,585	157,399
Families	75,169	81,567	85,011
Average Household Size	2.29	2.34	2.35
Owner Occupied Housing Units	60,972	64,771	68,300
Renter Occupied Housing Units	70,758	83,814	89,099
Median Age	33.0	35.0	34.6

Trends: 2010 - 2015 Annual Rate	Area	State	National
Population	1.28%	1.65%	0.76%
Households	1.16%	1.63%	0.78%
Families	0.83%	1.48%	0.64%
Owner HHs	1.07%	1.72%	0.82%
Median Household Income	2.33%	2.54%	2.36%

Households by Income	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	8,403	6.4%	6,630	4.5%	5,204	3.3%
\$15,000 - \$24,999	10,402	7.9%	6,455	4.3%	5,360	3.4%
\$25,000 - \$34,999	15,419	11.7%	9,876	6.6%	7,479	4.8%
\$35,000 - \$49,999	22,481	17.1%	22,746	15.3%	15,844	10.1%
\$50,000 - \$74,999	27,575	20.9%	29,327	19.7%	36,910	23.5%
\$75,000 - \$99,999	15,951	12.1%	22,017	14.8%	20,022	12.7%
\$100,000 - \$149,999	16,378	12.4%	27,304	18.4%	34,587	22.0%
\$150,000 - \$199,999	6,991	5.3%	10,672	7.2%	15,326	9.7%
\$200,000+	8,143	6.2%	13,553	9.1%	16,663	10.6%

Median Household Income	\$57,044	\$74,217	\$83,276
Average Household Income	\$81,639	\$103,011	\$115,317
Per Capita Income	\$35,558	\$43,891	\$48,838

Population by Age	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	20,924	6.9%	23,497	6.7%	24,817	6.7%
5 - 9	20,087	6.6%	22,040	6.3%	23,460	6.3%
10 - 14	18,521	6.1%	21,278	6.1%	22,645	6.1%
15 - 19	16,802	5.5%	20,219	5.8%	20,646	5.6%
20 - 24	22,699	7.5%	26,366	7.6%	28,275	7.6%
25 - 34	64,845	21.4%	61,131	17.5%	68,376	18.4%
35 - 44	56,322	18.6%	56,390	16.2%	53,687	14.5%
45 - 54	42,049	13.9%	53,935	15.5%	53,924	14.5%
55 - 64	22,705	7.5%	35,780	10.3%	40,005	10.8%
65 - 74	11,265	3.7%	17,177	4.9%	22,995	6.2%
75 - 84	5,450	1.8%	8,022	2.3%	9,444	2.5%
85+	1,450	0.5%	2,709	0.8%	3,118	0.8%

Race and Ethnicity	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
White Alone	228,910	75.5%	229,343	65.8%	235,312	63.4%
Black Alone	19,591	6.5%	30,221	8.7%	33,671	9.1%
American Indian Alone	1,340	0.4%	1,793	0.5%	1,896	0.5%
Asian Alone	25,261	8.3%	41,971	12.0%	48,338	13.0%
Pacific Islander Alone	184	0.1%	330	0.1%	350	0.1%
Some Other Race Alone	20,151	6.6%	33,168	9.5%	38,604	10.4%
Two or More Races	7,681	2.5%	11,717	3.4%	13,222	3.6%
Hispanic Origin (Any Race)	52,003	17.2%	84,769	24.3%	100,564	27.1%

**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.

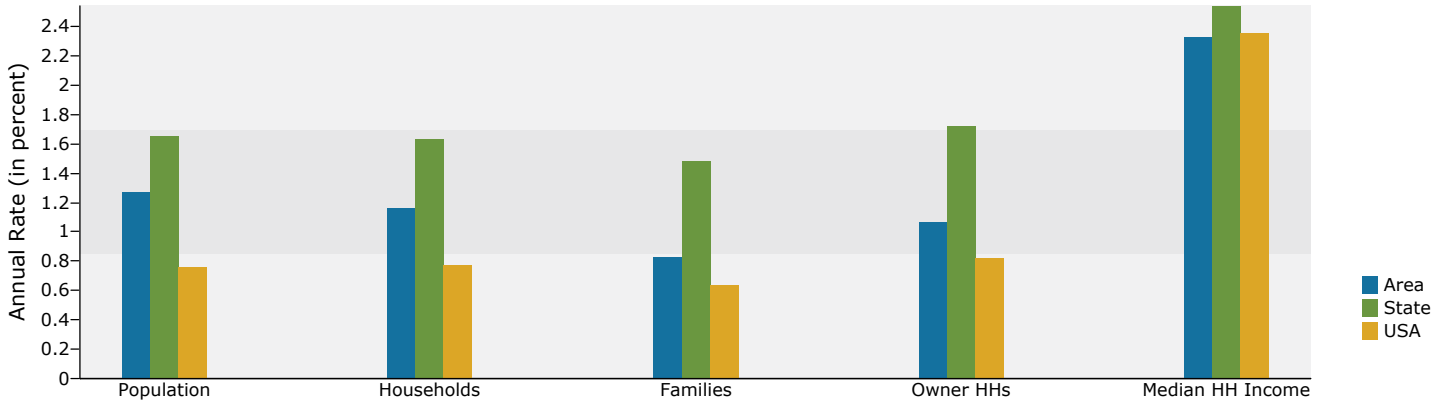
April 26, 2011

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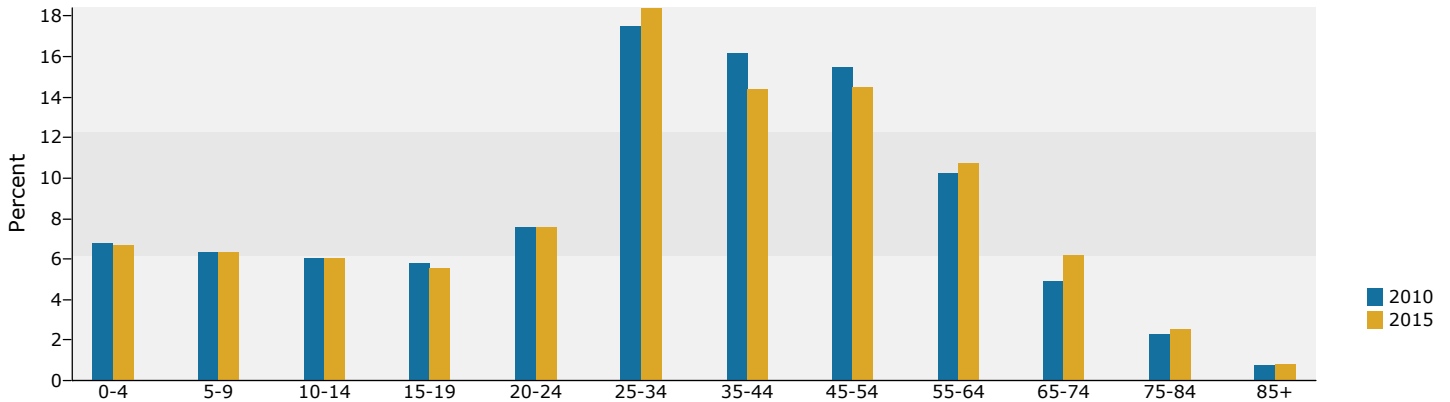
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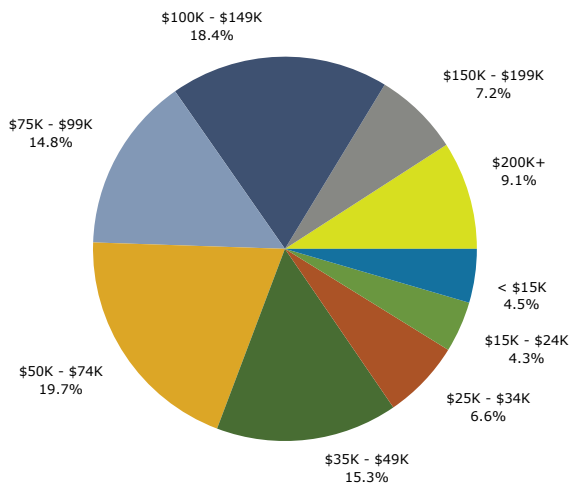
## Trends 2010-2015



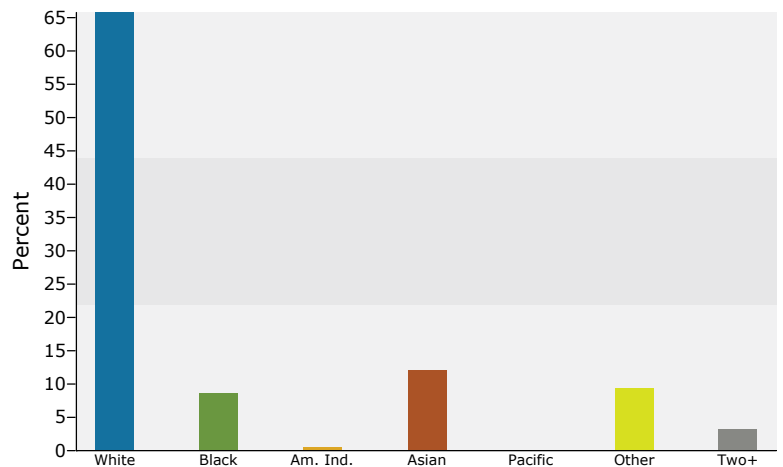
## Population by Age



## 2010 Household Income



## 2010 Population by Race



2010 Percent Hispanic Origin: 24.3%

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



# Retail Goods and Services Expenditures

**Bent Tree Hills**  
**3315 Trinity Mills Rd, Dallas, TX 75287-6201**  
**Ring: 1 mile radius**

**Latitude: 32.98814**  
**Longitude: -96.85352**

<b>Top Tapestry Segments:</b>		<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Enterprising Professionals	44.9%	Population		18,622	20,426
Metro Renters	32.4%	Households		9,587	10,530
Young and Restless	16.6%	Families		3,620	3,771
Up and Coming Families	5.0%	Median Age		32.4	32.4
Sophisticated Squires	1.1%	Median Household Income		\$62,553	\$69,875

	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Apparel and Services</b>	89	\$2,120.63	\$20,330,508
Men's	83	\$380.52	\$3,648,058
Women's	76	\$629.50	\$6,035,006
Children's	96	\$384.66	\$3,687,707
Footwear	63	\$263.67	\$2,527,791
Watches & Jewelry	121	\$235.02	\$2,253,134
Apparel Products and Services <sup>1</sup>	243	\$227.27	\$2,178,813
<b>Computer</b>			
Computers and Hardware for Home Use	127	\$243.35	\$2,333,033
Software and Accessories for Home Use	128	\$36.58	\$350,673
<b>Entertainment &amp; Recreation</b>	117	\$3,757.57	\$36,023,801
<b>Fees and Admissions</b>	114	\$703.26	\$6,742,183
Membership Fees for Clubs <sup>2</sup>	109	\$178.03	\$1,706,731
Fees for Participant Sports, excl. Trips	111	\$117.93	\$1,130,631
Admission to Movie/Theatre/Opera/Ballet	126	\$191.49	\$1,835,833
Admission to Sporting Events, excl. Trips	116	\$69.03	\$661,764
Fees for Recreational Lessons	107	\$145.59	\$1,395,726
Dating Services	156	\$1.20	\$11,498
<b>TV/Video/Audio</b>	122	\$1,516.90	\$14,542,502
Community Antenna or Cable TV	118	\$847.58	\$8,125,773
Televisions	125	\$241.53	\$2,315,503
VCRs, Video Cameras, and DVD Players	136	\$27.63	\$264,931
Video Cassettes and DVDs	139	\$73.25	\$702,230
Video and Computer Game Hardware and Software	139	\$77.29	\$741,007
Satellite Dishes	123	\$1.55	\$14,815
Rental of Video Cassettes and DVDs	139	\$57.11	\$547,521
Streaming/Downloaded Video	126	\$1.76	\$16,878
Audio <sup>3</sup>	123	\$180.18	\$1,727,370
Rental and Repair of TV/Radio/Audio	119	\$9.02	\$86,474
Pets	133	\$573.52	\$5,498,355
Toys and Games <sup>4</sup>	125	\$181.33	\$1,738,445
Recreational Vehicles and Fees <sup>5</sup>	89	\$288.98	\$2,770,457
Sports/Recreation/Exercise Equipment <sup>6</sup>	91	\$165.60	\$1,587,623
Photo Equipment and Supplies <sup>7</sup>	119	\$123.36	\$1,182,693
Reading <sup>8</sup>	108	\$166.81	\$1,599,185
Catered Affairs <sup>9</sup>	153	\$37.80	\$362,358
<b>Food</b>	122	\$9,378.65	\$89,913,073
<b>Food at Home</b>	119	\$5,346.24	\$51,254,446
Bakery and Cereal Products	117	\$695.63	\$6,668,972
Meat, Poultry, Fish, and Eggs	120	\$1,247.62	\$11,960,955
Dairy Products	117	\$583.09	\$5,590,038
Fruit and Vegetables	119	\$934.15	\$8,955,735
Snacks and Other Food at Home <sup>10</sup>	121	\$1,885.76	\$18,078,745
<b>Food Away from Home</b>	125	\$4,032.40	\$38,658,627
Alcoholic Beverages	135	\$772.52	\$7,406,137
Nonalcoholic Beverages at Home	122	\$532.39	\$5,104,061



# Retail Goods and Services Expenditures

**Bent Tree Hills**  
**3315 Trinity Mills Rd, Dallas, TX 75287-6201**  
**Ring: 1 mile radius**

**Latitude: 32.98814**  
**Longitude: -96.85352**

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	93	\$1,619.44	\$15,525,602
Vehicle Loans	122	\$6,008.98	\$57,608,053
<b>Health</b>			
Nonprescription Drugs	108	\$111.77	\$1,071,540
Prescription Drugs	95	\$473.43	\$4,538,804
Eyeglasses and Contact Lenses	105	\$80.87	\$775,341
<b>Home</b>			
Mortgage Payment and Basics <sup>11</sup>	99	\$9,259.25	\$88,768,399
Maintenance and Remodeling Services	91	\$1,799.08	\$17,247,780
Maintenance and Remodeling Materials <sup>12</sup>	89	\$331.38	\$3,176,902
Utilities, Fuel, and Public Services	113	\$5,132.91	\$49,209,194
<b>Household Furnishings and Equipment</b>			
Household Textiles <sup>13</sup>	115	\$152.60	\$1,462,954
Furniture	120	\$719.03	\$6,893,345
Floor Coverings	99	\$73.93	\$708,737
Major Appliances <sup>14</sup>	102	\$309.27	\$2,964,996
Housewares <sup>15</sup>	110	\$94.56	\$906,500
Small Appliances	113	\$37.12	\$355,867
Luggage	116	\$10.70	\$102,626
Telephones and Accessories	93	\$39.73	\$380,892
<b>Household Operations</b>			
Child Care	140	\$647.01	\$6,202,838
Lawn and Garden <sup>16</sup>	92	\$383.90	\$3,680,490
Moving/Storage/Freight Express	136	\$82.47	\$790,670
Housekeeping Supplies <sup>17</sup>	114	\$802.15	\$7,690,193
<b>Insurance</b>			
Owners and Renters Insurance	93	\$428.77	\$4,110,585
Vehicle Insurance	118	\$1,373.77	\$13,170,299
Life/Other Insurance	94	\$391.75	\$3,755,692
Health Insurance	100	\$1,941.85	\$18,616,496
Personal Care Products <sup>18</sup>	122	\$487.41	\$4,672,816
School Books and Supplies <sup>19</sup>	140	\$149.46	\$1,432,867
Smoking Products	128	\$547.87	\$5,252,388
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) <sup>20</sup>	121	\$5,305.64	\$50,865,178
Gasoline and Motor Oil	119	\$3,417.85	\$32,766,951
Vehicle Maintenance and Repairs	117	\$1,106.04	\$10,603,627
<b>Travel</b>			
Airline Fares	118	\$540.28	\$5,179,669
Lodging on Trips	105	\$456.27	\$4,374,295
Auto/Truck/Van Rental on Trips	119	\$43.94	\$421,281
Food and Drink on Trips	109	\$475.66	\$4,560,162

**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.



**Bent Tree Hills**  
3315 Trinity Mills Rd, Dallas, TX 75287-6201  
Ring: 1 mile radius

**Latitude: 32.98814**  
**Longitude: -96.85352**

- 
- <sup>1</sup>**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.
- <sup>2</sup>**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- <sup>3</sup>**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.
- <sup>4</sup>**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- <sup>5</sup>**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- <sup>6</sup>**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.
- <sup>7</sup>**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- <sup>8</sup>**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.
- <sup>9</sup>**Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- <sup>10</sup>**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.
- <sup>11</sup>**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- <sup>12</sup>**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.
- <sup>13</sup>**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.
- <sup>14</sup>**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- <sup>15</sup>**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- <sup>16</sup>**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- <sup>17</sup>**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.
- <sup>18</sup>**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.
- <sup>19</sup>**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
- <sup>20</sup>**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.



# Retail Goods and Services Expenditures

**Bent Tree Hills**  
**3315 Trinity Mills Rd, Dallas, TX 75287-6201**  
**Ring: 3 miles radius**

**Latitude: 32.98814**  
**Longitude: -96.85352**

Top Tapestry Segments:		Demographic Summary		2010	2015
Enterprising Professionals	23.9%	Population		137,061	144,449
Young and Restless	21.5%	Households		62,639	65,776
Metro Renters	17.6%	Families		30,397	31,012
Sophisticated Squires	7.0%	Median Age		34.4	34.2
Milk and Cookies	6.8%	Median Household Income		\$71,820	\$78,597

	Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>	99	\$2,373.99	\$148,704,182
Men's	93	\$427.74	\$26,793,176
Women's	86	\$711.33	\$44,557,310
Children's	107	\$430.03	\$26,936,792
Footwear	70	\$293.27	\$18,370,224
Watches & Jewelry	137	\$266.79	\$16,711,462
Apparel Products and Services <sup>1</sup>	262	\$244.82	\$15,335,218
<b>Computer</b>			
Computers and Hardware for Home Use	142	\$272.45	\$17,066,115
Software and Accessories for Home Use	144	\$41.04	\$2,570,895
<b>Entertainment &amp; Recreation</b>	134	\$4,321.21	\$270,676,276
<b>Fees and Admissions</b>	134	\$830.89	\$52,046,426
Membership Fees for Clubs <sup>2</sup>	130	\$212.20	\$13,292,231
Fees for Participant Sports, excl. Trips	131	\$139.93	\$8,764,764
Admission to Movie/Theatre/Opera/Ballet	143	\$217.24	\$13,607,813
Admission to Sporting Events, excl. Trips	136	\$81.17	\$5,084,437
Fees for Recreational Lessons	131	\$179.13	\$11,220,242
Dating Services	160	\$1.23	\$76,939
<b>TV/Video/Audio</b>	137	\$1,696.91	\$106,292,487
Community Antenna or Cable TV	132	\$949.80	\$59,494,459
Televisions	142	\$274.79	\$17,212,823
VCRs, Video Cameras, and DVD Players	149	\$30.35	\$1,901,117
Video Cassettes and DVDs	151	\$79.60	\$4,986,265
Video and Computer Game Hardware and Software	153	\$85.30	\$5,342,886
Satellite Dishes	140	\$1.77	\$111,105
Rental of Video Cassettes and DVDs	152	\$62.53	\$3,916,989
Streaming/Downloaded Video	139	\$1.95	\$122,409
Audio <sup>3</sup>	137	\$200.60	\$12,565,389
Rental and Repair of TV/Radio/Audio	135	\$10.20	\$639,045
Pets	155	\$666.42	\$41,743,695
Toys and Games <sup>4</sup>	139	\$202.91	\$12,709,973
Recreational Vehicles and Fees <sup>5</sup>	110	\$356.74	\$22,345,933
Sports/Recreation/Exercise Equipment <sup>6</sup>	106	\$191.27	\$11,981,159
Photo Equipment and Supplies <sup>7</sup>	136	\$141.05	\$8,835,367
Reading <sup>8</sup>	125	\$193.13	\$12,097,467
Catered Affairs <sup>9</sup>	170	\$41.89	\$2,623,772
<b>Food</b>	137	\$10,515.23	\$658,663,479
<b>Food at Home</b>	134	\$6,002.26	\$375,975,812
Bakery and Cereal Products	131	\$784.00	\$49,108,982
Meat, Poultry, Fish, and Eggs	135	\$1,399.58	\$87,668,345
Dairy Products	132	\$655.86	\$41,082,210
Fruit and Vegetables	134	\$1,051.80	\$65,883,653
Snacks and Other Food at Home <sup>10</sup>	135	\$2,111.03	\$132,232,623
<b>Food Away from Home</b>	140	\$4,512.97	\$282,687,666
Alcoholic Beverages	149	\$848.05	\$53,121,067
Nonalcoholic Beverages at Home	136	\$594.95	\$37,267,306



# Retail Goods and Services Expenditures

**Bent Tree Hills**  
 3315 Trinity Mills Rd, Dallas, TX 75287-6201  
 Ring: 3 miles radius

Latitude: 32.98814  
 Longitude: -96.85352

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	113	\$1,973.16	\$123,596,712
Vehicle Loans	137	\$6,754.86	\$423,117,530
<b>Health</b>			
Nonprescription Drugs	124	\$127.56	\$7,990,143
Prescription Drugs	111	\$553.52	\$34,672,215
Eyeglasses and Contact Lenses	124	\$95.22	\$5,964,439
<b>Home</b>			
Mortgage Payment and Basics <sup>11</sup>	123	\$11,479.32	\$719,053,360
Maintenance and Remodeling Services	116	\$2,301.38	\$144,155,961
Maintenance and Remodeling Materials <sup>12</sup>	111	\$411.28	\$25,762,445
Utilities, Fuel, and Public Services	129	\$5,854.68	\$366,731,597
<b>Household Furnishings and Equipment</b>			
Household Textiles <sup>13</sup>	132	\$176.08	\$11,029,600
Furniture	138	\$826.84	\$51,792,326
Floor Coverings	119	\$89.59	\$5,612,111
Major Appliances <sup>14</sup>	121	\$366.87	\$22,980,383
Housewares <sup>15</sup>	124	\$106.59	\$6,676,854
Small Appliances	129	\$42.18	\$2,642,324
Luggage	134	\$12.45	\$780,052
Telephones and Accessories	103	\$43.71	\$2,737,722
<b>Household Operations</b>			
Child Care	156	\$721.74	\$45,209,251
Lawn and Garden <sup>16</sup>	114	\$476.25	\$29,832,040
Moving/Storage/Freight Express	150	\$91.04	\$5,702,847
Housekeeping Supplies <sup>17</sup>	130	\$915.03	\$57,316,369
<b>Insurance</b>			
Owners and Renters Insurance	114	\$527.26	\$33,026,890
Vehicle Insurance	134	\$1,561.00	\$97,779,323
Life/Other Insurance	115	\$479.85	\$30,057,317
Health Insurance	117	\$2,260.29	\$141,582,440
Personal Care Products <sup>18</sup>	138	\$550.78	\$34,500,619
School Books and Supplies <sup>19</sup>	152	\$162.34	\$10,168,511
Smoking Products	137	\$585.25	\$36,659,326
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) <sup>20</sup>	137	\$6,014.27	\$376,727,782
Gasoline and Motor Oil	134	\$3,852.67	\$241,327,557
Vehicle Maintenance and Repairs	134	\$1,261.66	\$79,028,946
<b>Travel</b>			
Airline Fares	138	\$630.98	\$39,524,216
Lodging on Trips	126	\$548.16	\$34,335,999
Auto/Truck/Van Rental on Trips	140	\$51.78	\$3,243,502
Food and Drink on Trips	129	\$559.67	\$35,056,888

**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.



**Bent Tree Hills**  
3315 Trinity Mills Rd, Dallas, TX 75287-6201  
Ring: 3 miles radius

**Latitude: 32.98814**  
**Longitude: -96.85352**

<sup>1</sup>**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.

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

<sup>3</sup>**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.

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

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

<sup>6</sup>**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.

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

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

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

<sup>10</sup>**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.

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

<sup>12</sup>**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.

<sup>13</sup>**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.

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

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

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

<sup>17</sup>**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.

<sup>18</sup>**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.

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

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



# Retail Goods and Services Expenditures

**Bent Tree Hills**  
**3315 Trinity Mills Rd, Dallas, TX 75287-6201**  
**Ring: 5 miles radius**

**Latitude: 32.98814**  
**Longitude: -96.85352**

Top Tapestry Segments:		Demographic Summary		2010	2015
Young and Restless	18.9%	Population		348,543	371,393
Enterprising Professionals	17.8%	Households		148,585	157,399
Metro Renters	11.9%	Families		81,567	85,011
Boomburbs	8.9%	Median Age		35.0	34.6
In Style	6.2%	Median Household Income		\$74,217	\$83,276

	Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>	108	\$2,594.11	\$385,445,352
Men's	102	\$467.87	\$69,517,798
Women's	94	\$781.35	\$116,097,162
Children's	117	\$468.56	\$69,621,691
Footwear	76	\$318.65	\$47,346,359
Watches & Jewelry	152	\$295.89	\$43,964,119
Apparel Products and Services <sup>1</sup>	280	\$261.79	\$38,898,224
<b>Computer</b>			
Computers and Hardware for Home Use	156	\$298.23	\$44,312,789
Software and Accessories for Home Use	158	\$44.93	\$6,675,923
<b>Entertainment &amp; Recreation</b>	149	\$4,799.45	\$713,126,564
<b>Fees and Admissions</b>	152	\$937.73	\$139,332,298
Membership Fees for Clubs <sup>2</sup>	147	\$241.23	\$35,842,961
Fees for Participant Sports, excl. Trips	148	\$158.27	\$23,516,528
Admission to Movie/Theatre/Opera/Ballet	158	\$239.24	\$35,546,949
Admission to Sporting Events, excl. Trips	154	\$91.57	\$13,605,777
Fees for Recreational Lessons	151	\$206.16	\$30,631,688
Dating Services	165	\$1.27	\$188,395
<b>TV/Video/Audio</b>	149	\$1,851.61	\$275,121,087
Community Antenna or Cable TV	144	\$1,036.13	\$153,953,123
Televisions	157	\$303.48	\$45,092,417
VCRs, Video Cameras, and DVD Players	161	\$32.86	\$4,881,996
Video Cassettes and DVDs	162	\$85.28	\$12,670,940
Video and Computer Game Hardware and Software	166	\$92.38	\$13,726,558
Satellite Dishes	156	\$1.96	\$291,579
Rental of Video Cassettes and DVDs	164	\$67.38	\$10,011,258
Streaming/Downloaded Video	153	\$2.14	\$318,248
Audio <sup>3</sup>	149	\$218.75	\$32,503,707
Rental and Repair of TV/Radio/Audio	148	\$11.25	\$1,671,261
Pets	173	\$743.58	\$110,484,772
Toys and Games <sup>4</sup>	152	\$221.68	\$32,938,581
Recreational Vehicles and Fees <sup>5</sup>	128	\$414.13	\$61,534,098
Sports/Recreation/Exercise Equipment <sup>6</sup>	118	\$213.46	\$31,717,149
Photo Equipment and Supplies <sup>7</sup>	151	\$156.58	\$23,264,759
Reading <sup>8</sup>	139	\$215.99	\$32,093,161
Catered Affairs <sup>9</sup>	181	\$44.69	\$6,640,661
<b>Food</b>	149	\$11,484.63	\$1,706,443,976
<b>Food at Home</b>	147	\$6,560.76	\$974,829,821
Bakery and Cereal Products	144	\$859.28	\$127,676,853
Meat, Poultry, Fish, and Eggs	147	\$1,526.93	\$226,879,172
Dairy Products	144	\$718.25	\$106,721,642
Fruit and Vegetables	147	\$1,152.85	\$171,296,959
Snacks and Other Food at Home <sup>10</sup>	148	\$2,303.43	\$342,255,196
<b>Food Away from Home</b>	153	\$4,923.88	\$731,614,154
Alcoholic Beverages	160	\$915.64	\$136,049,745
Nonalcoholic Beverages at Home	148	\$647.96	\$96,277,131



# Retail Goods and Services Expenditures

**Bent Tree Hills**  
**3315 Trinity Mills Rd, Dallas, TX 75287-6201**  
**Ring: 5 miles radius**

**Latitude: 32.98814**  
**Longitude: -96.85352**

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	130	\$2,268.01	\$336,992,436
Vehicle Loans	150	\$7,383.96	\$1,097,145,086
<b>Health</b>			
Nonprescription Drugs	137	\$140.86	\$20,930,356
Prescription Drugs	124	\$620.08	\$92,134,695
Eyeglasses and Contact Lenses	139	\$106.84	\$15,875,433
<b>Home</b>			
Mortgage Payment and Basics <sup>11</sup>	142	\$13,279.06	\$1,973,069,740
Maintenance and Remodeling Services	136	\$2,699.88	\$401,161,276
Maintenance and Remodeling Materials <sup>12</sup>	128	\$476.80	\$70,845,287
Utilities, Fuel, and Public Services	142	\$6,439.10	\$956,753,004
<b>Household Furnishings and Equipment</b>			
Household Textiles <sup>13</sup>	147	\$195.95	\$29,115,938
Furniture	153	\$918.94	\$136,539,967
Floor Coverings	137	\$102.60	\$15,244,373
Major Appliances <sup>14</sup>	137	\$414.37	\$61,568,883
Housewares <sup>15</sup>	136	\$116.88	\$17,367,228
Small Appliances	142	\$46.59	\$6,922,660
Luggage	151	\$13.98	\$2,077,914
Telephones and Accessories	111	\$47.26	\$7,021,533
<b>Household Operations</b>			
Child Care	171	\$791.91	\$117,666,176
Lawn and Garden <sup>16</sup>	132	\$550.58	\$81,808,134
Moving/Storage/Freight Express	163	\$98.65	\$14,658,384
Housekeeping Supplies <sup>17</sup>	144	\$1,008.32	\$149,821,084
<b>Insurance</b>			
Owners and Renters Insurance	131	\$605.26	\$89,932,160
Vehicle Insurance	147	\$1,713.40	\$254,585,874
Life/Other Insurance	132	\$549.83	\$81,695,909
Health Insurance	131	\$2,528.57	\$375,707,197
Personal Care Products <sup>18</sup>	151	\$603.66	\$89,694,250
School Books and Supplies <sup>19</sup>	162	\$173.33	\$25,754,953
Smoking Products	145	\$619.19	\$92,002,073
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) <sup>20</sup>	151	\$6,613.29	\$982,636,008
Gasoline and Motor Oil	147	\$4,206.78	\$625,064,541
Vehicle Maintenance and Repairs	147	\$1,389.15	\$206,407,524
<b>Travel</b>			
Airline Fares	154	\$707.75	\$105,161,756
Lodging on Trips	143	\$624.21	\$92,747,539
Auto/Truck/Van Rental on Trips	158	\$58.28	\$8,659,310
Food and Drink on Trips	145	\$630.19	\$93,637,325

**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.



**Bent Tree Hills**  
3315 Trinity Mills Rd, Dallas, TX 75287-6201  
Ring: 5 miles radius

**Latitude: 32.98814**  
**Longitude: -96.85352**

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- <sup>1</sup>**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.
- <sup>2</sup>**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- <sup>3</sup>**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.
- <sup>4</sup>**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- <sup>5</sup>**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- <sup>6</sup>**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.
- <sup>7</sup>**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- <sup>8</sup>**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.
- <sup>9</sup>**Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- <sup>10</sup>**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.
- <sup>11</sup>**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- <sup>12</sup>**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.
- <sup>13</sup>**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.
- <sup>14</sup>**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- <sup>15</sup>**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- <sup>16</sup>**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- <sup>17</sup>**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.
- <sup>18</sup>**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.
- <sup>19</sup>**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
- <sup>20</sup>**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.