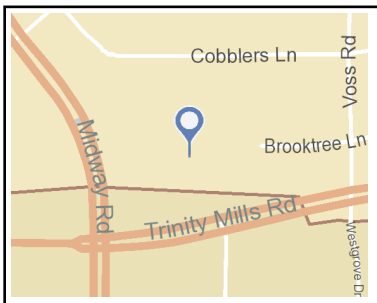
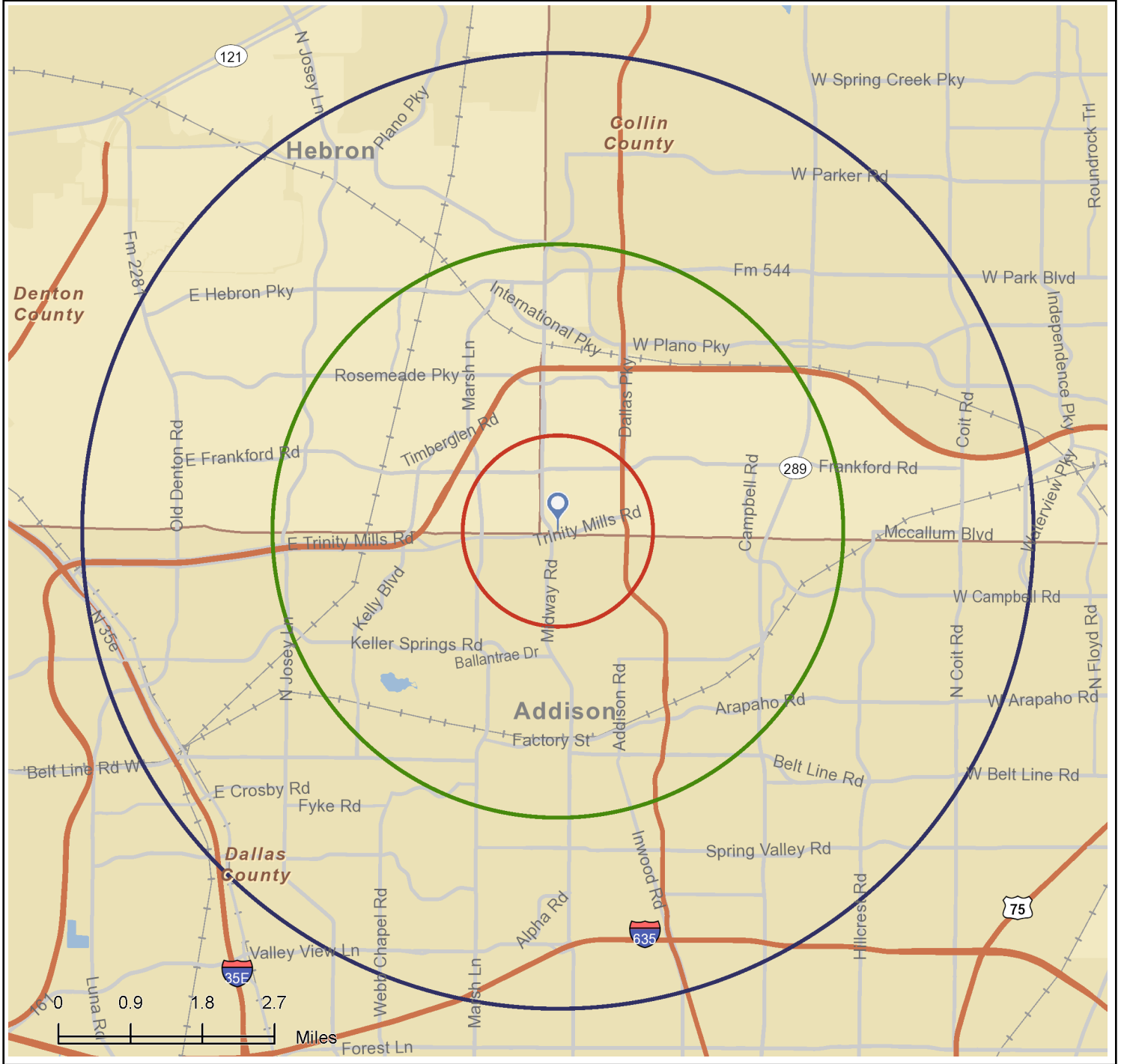





Bent Tree Midway
 17610 Midway Rd, Dallas, TX 75287-6777
 Ring: 1, 3, 5 Miles

Latitude: 32.98805
 Longitude: -96.84099



Bent Tree Midway
 17610 Midway Rd, Dallas, TX 75287-6777
 Ring: 1, 3, 5 Miles

Latitude: 32.98805
 Longitude: -96.84099

	1 mile radius	3 miles radius	5 miles radius
 2000 Total Population	12,292	120,908	319,350
2000 Group Quarters	0	39	1,292
2010 Total Population	15,455	132,499	364,010
2015 Total Population	17,162	139,433	387,121
2010 - 2015 Annual Rate	2.12%	1.03%	1.24%
 2000 Households	6,689	59,376	137,897
2000 Average Household Size	1.84	2.04	2.31
2010 Households	8,493	64,792	154,614
2010 Average Household Size	1.82	2.04	2.35
2015 Households	9,442	68,017	163,569
2015 Average Household Size	1.82	2.05	2.36
2010 - 2015 Annual Rate	2.14%	0.98%	1.13%
2000 Families	2,586	28,967	79,665
2000 Average Family Size	2.77	2.86	3.04
2010 Families	2,845	29,102	85,802
2010 Average Family Size	2.89	2.99	3.17
2015 Families	3,002	29,608	89,295
2015 Average Family Size	2.94	3.04	3.21
2010 - 2015 Annual Rate	1.08%	0.35%	0.8%
 2000 Housing Units	7,224	62,957	145,531
Owner Occupied Housing Units	23.3%	37.0%	44.5%
Renter Occupied Housing Units	69.2%	57.3%	50.3%
Vacant Housing Units	7.5%	5.7%	5.2%
2010 Housing Units	9,401	69,947	167,286
Owner Occupied Housing Units	18.2%	32.6%	40.8%
Renter Occupied Housing Units	72.1%	60.0%	51.6%
Vacant Housing Units	9.7%	7.4%	7.6%
2015 Housing Units	10,529	73,825	178,428
Owner Occupied Housing Units	17.0%	31.9%	40.3%
Renter Occupied Housing Units	72.7%	60.3%	51.3%
Vacant Housing Units	10.3%	7.9%	8.3%
Median Household Income			
2000	\$50,876	\$54,661	\$57,686
2010	\$64,437	\$70,394	\$74,838
2015	\$70,536	\$77,444	\$84,211
Median Home Value			
2000	\$186,503	\$150,924	\$153,759
2010	\$260,041	\$191,970	\$199,242
2015	\$300,141	\$219,982	\$230,840
Per Capita Income			
2000	\$41,337	\$38,855	\$35,819
2010	\$51,284	\$46,831	\$44,405
2015	\$57,868	\$51,977	\$49,475
Median Age			
2000	31.6	32.9	33.3
2010	32.9	35.0	35.3
2015	32.9	34.7	35.0


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.



Bent Tree Midway
 17610 Midway Rd, Dallas, TX 75287-6777
 Ring: 1, 3, 5 Miles

Latitude: 32.98805
 Longitude: -96.84099

	1 mile radius	3 miles radius	5 miles radius
2000 Households by Income			
 Household Income Base	6,684	59,501	137,787
< \$15,000	5.9%	6.3%	6.5%
\$15,000 - \$24,999	8.6%	7.7%	7.8%
\$25,000 - \$34,999	14.2%	12.4%	11.5%
\$35,000 - \$49,999	20.2%	18.7%	16.8%
\$50,000 - \$74,999	20.7%	21.1%	20.6%
\$75,000 - \$99,999	10.3%	12.1%	12.1%
\$100,000 - \$149,999	10.2%	11.3%	12.7%
\$150,000 - \$199,999	4.7%	4.8%	5.5%
\$200,000+	5.3%	5.7%	6.5%
Average Household Income	\$73,909	\$78,905	\$82,855
2010 Households by Income			
Household Income Base	8,494	64,792	154,611
< \$15,000	4.4%	4.5%	4.6%
\$15,000 - \$24,999	5.0%	4.2%	4.4%
\$25,000 - \$34,999	8.0%	6.6%	6.6%
\$35,000 - \$49,999	17.8%	16.7%	15.1%
\$50,000 - \$74,999	23.0%	21.1%	19.4%
\$75,000 - \$99,999	12.0%	15.0%	14.6%
\$100,000 - \$149,999	16.1%	18.2%	18.5%
\$150,000 - \$199,999	6.5%	6.2%	7.3%
\$200,000+	7.2%	7.5%	9.6%
Average Household Income	\$92,184	\$95,777	\$104,655
2015 Households by Income			
Household Income Base	9,440	68,018	163,565
< \$15,000	3.2%	3.4%	3.4%
\$15,000 - \$24,999	3.9%	3.4%	3.5%
\$25,000 - \$34,999	5.9%	4.8%	4.7%
\$35,000 - \$49,999	11.7%	11.1%	9.9%
\$50,000 - \$74,999	28.7%	25.8%	23.1%
\$75,000 - \$99,999	9.1%	12.6%	12.5%
\$100,000 - \$149,999	19.4%	21.6%	21.8%
\$150,000 - \$199,999	10.0%	8.8%	9.9%
\$200,000+	8.2%	8.5%	11.1%
Average Household Income	\$104,013	\$106,572	\$117,253
2000 Owner Occupied HUs by Value			
Total	1,669	23,326	64,812
<\$50,000	0.7%	1.3%	1.5%
\$50,000 - 99,999	8.6%	19.6%	18.5%
\$100,000 - 149,999	22.6%	28.6%	28.2%
\$150,000 - 199,999	24.1%	19.1%	20.4%
\$200,000 - \$299,999	30.3%	16.2%	16.6%
\$300,000 - 499,999	13.1%	10.1%	9.9%
\$500,000 - 999,999	0.6%	4.1%	4.1%
\$1,000,000+	0.0%	0.9%	0.8%
Average Home Value	\$203,627	\$203,968	\$203,149
2000 Specified Renter Occupied HUs by Contract Rent			
Total	5,102	36,100	73,142
With Cash Rent	98.7%	99.2%	99.2%
No Cash Rent	1.3%	0.8%	0.8%
Median Rent	\$691	\$692	\$682
Average Rent	\$722	\$737	\$732


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 Midway
 17610 Midway Rd, Dallas, TX 75287-6777
 Ring: 1, 3, 5 Miles



Latitude: 32.98805
 Longitude: -96.84099

	1 mile radius	3 miles radius	5 miles radius
2000 Population by Age			
 Total	12,294	120,909	319,350
Age 0 - 4	5.4%	6.1%	6.9%
Age 5 - 9	4.6%	5.6%	6.6%
Age 10 - 14	4.0%	5.1%	6.2%
Age 15 - 19	3.6%	4.7%	5.6%
Age 20 - 24	10.7%	8.5%	7.3%
Age 25 - 34	30.4%	24.5%	20.8%
Age 35 - 44	19.5%	18.5%	18.6%
Age 45 - 54	13.4%	14.5%	14.0%
Age 55 - 64	5.6%	7.5%	7.6%
Age 65 - 74	1.8%	3.2%	3.9%
Age 75 - 84	0.9%	1.4%	1.9%
Age 85+	0.2%	0.2%	0.6%
Age 18+	84.1%	80.3%	76.8%
2010 Population by Age			
Total	15,455	132,500	364,013
Age 0 - 4	5.0%	5.8%	6.7%
Age 5 - 9	3.8%	5.2%	6.3%
Age 10 - 14	3.3%	4.9%	6.1%
Age 15 - 19	3.4%	4.9%	5.8%
Age 20 - 24	10.8%	8.6%	7.4%
Age 25 - 34	28.8%	20.6%	17.1%
Age 35 - 44	17.2%	16.7%	16.0%
Age 45 - 54	14.6%	15.1%	15.6%
Age 55 - 64	8.6%	10.7%	10.4%
Age 65 - 74	3.0%	5.0%	5.1%
Age 75 - 84	1.2%	2.0%	2.5%
Age 85+	0.5%	0.6%	0.9%
Age 18+	86.2%	81.3%	77.4%
2015 Population by Age			
Total	17,158	139,435	387,122
Age 0 - 4	4.9%	5.7%	6.6%
Age 5 - 9	3.7%	5.1%	6.3%
Age 10 - 14	3.2%	4.9%	6.1%
Age 15 - 19	2.9%	4.6%	5.6%
Age 20 - 24	10.4%	8.8%	7.4%
Age 25 - 34	30.0%	21.4%	18.0%
Age 35 - 44	16.3%	15.2%	14.3%
Age 45 - 54	13.2%	14.1%	14.6%
Age 55 - 64	9.4%	10.7%	11.0%
Age 65 - 74	4.1%	6.5%	6.4%
Age 75 - 84	1.4%	2.4%	2.7%
Age 85+	0.5%	0.7%	1.0%
Age 18+	86.6%	81.7%	77.6%
2000 Population by Sex			
Males	50.2%	49.2%	49.6%
Females	49.8%	50.8%	50.4%
2010 Population by Sex			
Males	50.6%	49.4%	49.7%
Females	49.4%	50.6%	50.3%
2015 Population by Sex			
Males	50.5%	49.5%	49.7%
Females	49.5%	50.5%	50.3%

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

Bent Tree Midway
 17610 Midway Rd, Dallas, TX 75287-6777
 Ring: 1, 3, 5 Miles

Latitude: 32.98805
 Longitude: -96.84099




	1 mile radius	3 miles radius	5 miles radius
2000 Population by Race/Ethnicity			
 Total	12,292	120,909	319,350
White Alone	77.7%	77.9%	75.7%
Black Alone	8.5%	7.7%	6.5%
American Indian Alone	0.5%	0.5%	0.4%
Asian or Pacific Islander Alone	7.5%	7.6%	8.4%
Some Other Race Alone	3.5%	4.0%	6.4%
Two or More Races	2.4%	2.3%	2.5%
Hispanic Origin	10.1%	10.8%	16.6%
Diversity Index	49.5	50.0	57.7
2010 Population by Race/Ethnicity			
Total	15,454	132,500	364,009
White Alone	64.8%	66.8%	66.1%
Black Alone	13.6%	11.2%	8.7%
American Indian Alone	0.6%	0.6%	0.5%
Asian or Pacific Islander Alone	12.2%	11.6%	12.2%
Some Other Race Alone	5.6%	6.5%	9.2%
Two or More Races	3.3%	3.3%	3.3%
Hispanic Origin	16.1%	17.6%	23.6%
Diversity Index	67.0	66.5	70.7
2015 Population by Race/Ethnicity			
Total	17,162	139,432	387,121
White Alone	62.0%	64.1%	63.6%
Black Alone	14.6%	11.9%	9.0%
American Indian Alone	0.6%	0.6%	0.5%
Asian or Pacific Islander Alone	13.3%	12.7%	13.2%
Some Other Race Alone	6.1%	7.2%	10.1%
Two or More Races	3.4%	3.5%	3.5%
Hispanic Origin	18.1%	20.4%	26.4%
Diversity Index	70.2	70.3	73.7
2000 Population 3+ by School Enrollment			
 Total	11,876	116,582	305,968
Enrolled in Nursery/Preschool	2.0%	1.9%	2.2%
Enrolled in Kindergarten	0.9%	1.2%	1.3%
Enrolled in Grade 1-8	7.1%	8.8%	10.8%
Enrolled in Grade 9-12	2.4%	4.0%	4.7%
Enrolled in College	7.0%	5.6%	4.7%
Enrolled in Grad/Prof School	3.1%	2.0%	1.8%
Not Enrolled in School	77.6%	76.5%	74.5%
2010 Population 25+ by Educational Attainment			
Total	11,405	93,523	246,367
Less than 9th Grade	0.9%	1.7%	4.3%
9th - 12th Grade, No Diploma	1.9%	3.1%	4.5%
High School Graduate	11.7%	13.6%	14.6%
Some College, No Degree	22.1%	24.0%	21.2%
Associate Degree	6.5%	7.0%	6.6%
Bachelor's Degree	40.1%	35.5%	33.2%
Graduate/Professional Degree	16.9%	15.1%	15.6%

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.

Bent Tree Midway
 17610 Midway Rd, Dallas, TX 75287-6777
 Ring: 1, 3, 5 Miles


Latitude: 32.98805
 Longitude: -96.84099

	1 mile radius	3 miles radius	5 miles radius
2010 Population 15+ by Marital Status			
 Total	13,586	111,443	294,512
Never Married	46.4%	38.2%	33.0%
Married	37.3%	44.7%	51.7%
Widowed	1.5%	2.3%	3.1%
Divorced	14.9%	14.8%	12.2%
2000 Population 16+ by Employment Status			
 Total	10,498	99,611	252,604
In Labor Force	85.6%	81.5%	77.1%
Civilian Employed	82.5%	79.1%	74.6%
Civilian Unemployed	3.1%	2.3%	2.5%
In Armed Forces	0.0%	0.1%	0.0%
Not in Labor Force	14.4%	18.5%	22.9%
2010 Civilian Population 16+ in Labor Force			
Civilian Employed	92.0%	92.4%	92.3%
Civilian Unemployed	8.0%	7.6%	7.7%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	93.4%	93.7%	93.6%
Civilian Unemployed	6.6%	6.3%	6.4%
2000 Females 16+ by Employment Status and Age of Children			
Total	5,199	50,882	128,018
Own Children < 6 Only	8.2%	8.6%	8.9%
Employed/in Armed Forces	5.3%	5.1%	5.2%
Unemployed	0.4%	0.2%	0.2%
Not in Labor Force	2.6%	3.3%	3.5%
Own Children < 6 and 6-17 Only	2.7%	4.1%	5.7%
Employed/in Armed Forces	1.3%	2.3%	3.1%
Unemployed	0.1%	0.1%	0.1%
Not in Labor Force	1.3%	1.7%	2.4%
Own Children 6-17 Only	10.4%	13.6%	16.5%
Employed/in Armed Forces	7.3%	9.8%	11.5%
Unemployed	0.2%	0.3%	0.4%
Not in Labor Force	2.9%	3.5%	4.7%
No Own Children < 18	78.7%	73.7%	68.9%
Employed/in Armed Forces	63.5%	55.5%	47.1%
Unemployed	2.7%	1.5%	1.6%
Not in Labor Force	12.5%	16.7%	20.3%
2010 Employed Population 16+ by Industry			
 Total	9,103	70,204	178,159
Agriculture/Mining	1.0%	0.7%	0.8%
Construction	2.6%	3.6%	4.4%
Manufacturing	8.1%	7.9%	8.1%
Wholesale Trade	3.1%	4.8%	4.5%
Retail Trade	14.4%	13.2%	13.0%
Transportation/Utilities	2.6%	3.8%	3.9%
Information	6.5%	5.2%	4.7%
Finance/Insurance/Real Estate	13.5%	13.7%	12.2%
Services	46.7%	45.4%	46.4%
Public Administration	1.6%	1.8%	1.8%

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

Bent Tree Midway
 17610 Midway Rd, Dallas, TX 75287-6777
 Ring: 1, 3, 5 Miles



Latitude: 32.98805
 Longitude: -96.84099

	1 mile radius	3 miles radius	5 miles radius
2010 Employed Population 16+ by Occupation			
Total	9,103	70,203	178,158
White Collar	85.0%	81.3%	77.7%
Management/Business/Financial	26.3%	24.6%	24.0%
Professional	26.7%	25.4%	24.6%
Sales	17.9%	16.5%	15.6%
Administrative Support	14.0%	14.8%	13.6%
Services	9.4%	9.6%	11.3%
Blue Collar	5.7%	9.1%	10.9%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	1.2%	1.8%	2.6%
Installation/Maintenance/Repair	1.8%	2.0%	2.0%
Production	1.5%	3.0%	3.6%
Transportation/Material Moving	1.2%	2.2%	2.7%
2000 Workers 16+ by Means of Transportation to Work			
 Total	8,572	77,701	185,731
Drove Alone - Car, Truck, or Van	86.4%	84.8%	81.8%
Carpooled - Car, Truck, or Van	7.5%	8.8%	10.5%
Public Transportation	0.9%	0.9%	1.5%
Walked	1.0%	0.8%	1.3%
Other Means	0.8%	0.7%	0.8%
Worked at Home	3.4%	3.9%	4.2%
2000 Workers 16+ by Travel Time to Work			
Total	8,573	77,704	185,731
Did Not Work at Home	96.6%	96.1%	95.8%
Less than 5 minutes	1.7%	1.4%	1.4%
5 to 9 minutes	6.3%	6.2%	7.3%
10 to 19 minutes	29.1%	28.4%	28.7%
20 to 24 minutes	15.6%	16.7%	16.6%
25 to 34 minutes	25.8%	24.4%	23.7%
35 to 44 minutes	7.4%	7.6%	7.0%
45 to 59 minutes	7.7%	8.1%	7.6%
60 to 89 minutes	1.9%	2.1%	2.4%
90 or more minutes	1.1%	1.2%	1.2%
Worked at Home	3.4%	3.9%	4.2%
Average Travel Time to Work (in min)	24.6	25.1	24.8
2000 Households by Vehicles Available			
Total	6,768	59,436	137,968
None	2.8%	2.9%	3.6%
1	56.9%	48.6%	42.1%
2	34.0%	39.0%	42.0%
3	5.5%	7.7%	9.7%
4	0.7%	1.4%	2.0%
5+	0.0%	0.4%	0.6%
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.

Bent Tree Midway
 17610 Midway Rd, Dallas, TX 75287-6777
 Ring: 1, 3, 5 Miles

Latitude: 32.98805
 Longitude: -96.84099


	1 mile radius	3 miles radius	5 miles radius
2000 Households by Type			
 Total	6,689	59,376	137,896
Family Households	38.7%	48.8%	57.8%
Married-couple Family	30.1%	38.4%	46.5%
With Related Children	12.7%	17.1%	23.0%
Other Family (No Spouse)	8.6%	10.4%	11.3%
With Related Children	5.4%	6.9%	7.3%
Nonfamily Households	61.3%	51.2%	42.2%
Householder Living Alone	50.6%	41.8%	34.3%
Householder Not Living Alone	10.7%	9.4%	8.0%
Households with Related Children	18.1%	24.0%	30.3%
Households with Persons 65+	4.2%	7.5%	10.6%
2000 Households by Size			
Total	6,689	59,376	137,897
1 Person Household	50.6%	41.8%	34.3%
2 Person Household	30.5%	32.7%	32.3%
3 Person Household	9.4%	12.2%	14.1%
4 Person Household	6.7%	8.8%	11.9%
5 Person Household	2.1%	3.3%	4.9%
6 Person Household	0.5%	0.9%	1.6%
7+ Person Household	0.1%	0.4%	1.0%
2000 Households by Year Householder Moved In			
Total	6,767	59,434	137,970
Moved in 1999 to March 2000	47.7%	39.9%	35.0%
Moved in 1995 to 1998	37.0%	34.3%	35.0%
Moved in 1990 to 1994	10.0%	13.3%	13.8%
Moved in 1980 to 1989	4.5%	9.3%	9.9%
Moved in 1970 to 1979	0.8%	3.1%	4.5%
Moved in 1969 or Earlier	0.0%	0.1%	1.8%
Median Year Householder Moved In	1999	1998	1997
2000 Housing Units by Units in Structure			
 Total	7,323	63,012	145,625
1, Detached	20.8%	35.0%	44.4%
1, Attached	4.6%	4.5%	3.5%
2	0.4%	0.6%	0.8%
3 or 4	6.3%	6.4%	6.0%
5 to 9	15.8%	16.1%	13.6%
10 to 19	14.6%	13.2%	10.8%
20+	37.5%	24.2%	20.7%
Mobile Home	0.1%	0.1%	0.2%
Other	0.0%	0.0%	0.0%
2000 Housing Units by Year Structure Built			
Total	7,311	63,010	145,630
1999 to March 2000	7.4%	3.7%	3.3%
1995 to 1998	28.5%	16.2%	15.4%
1990 to 1994	10.4%	14.5%	12.8%
1980 to 1989	42.9%	45.0%	36.4%
1970 to 1979	8.6%	18.3%	20.1%
1969 or Earlier	2.0%	2.3%	12.1%
Median Year Structure Built	1989	1987	1985

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

Bent Tree Midway
 17610 Midway Rd, Dallas, TX 75287-6777
 Ring: 1, 3, 5 Miles

Latitude: 32.98805
 Longitude: -96.84099

	1 mile radius	3 miles radius	5 miles radius
Top 3 Tapestry Segments			
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 \$	\$20,448,977	\$158,752,966	\$406,754,226
Average Spent	\$2,407.74	\$2,450.19	\$2,630.77
Spending Potential Index	101	102	110
Computers & Accessories: Total \$	\$2,685,630	\$20,919,525	\$53,780,387
Average Spent	\$316.22	\$322.87	\$347.84
Spending Potential Index	144	147	158
Education: Total \$	\$14,379,685	\$114,091,106	\$296,117,151
Average Spent	\$1,693.12	\$1,760.88	\$1,915.20
Spending Potential Index	139	144	157
Entertainment/Recreation: Total \$	\$36,048,975	\$287,552,539	\$754,253,485
Average Spent	\$4,244.55	\$4,438.09	\$4,878.30
Spending Potential Index	132	138	151
Food at Home: Total \$	\$51,373,504	\$400,430,786	\$1,028,974,798
Average Spent	\$6,048.92	\$6,180.25	\$6,655.12
Spending Potential Index	135	138	149
Food Away from Home: Total \$	\$38,736,570	\$301,428,349	\$771,663,278
Average Spent	\$4,561.00	\$4,652.25	\$4,990.90
Spending Potential Index	142	145	155
Health Care: Total \$	\$36,159,468	\$291,949,041	\$775,025,362
Average Spent	\$4,257.56	\$4,505.94	\$5,012.65
Spending Potential Index	114	121	135
HH Furnishings & Equipment: Total \$	\$20,050,876	\$160,336,293	\$422,150,789
Average Spent	\$2,360.87	\$2,474.63	\$2,730.35
Spending Potential Index	115	120	133
Investments: Total \$	\$15,984,566	\$131,534,530	\$360,477,158
Average Spent	\$1,882.09	\$2,030.10	\$2,331.47
Spending Potential Index	108	117	134
Retail Goods: Total \$	\$263,010,669	\$2,091,715,852	\$5,455,749,672
Average Spent	\$30,967.93	\$32,283.55	\$35,286.26
Spending Potential Index	125	130	142
Shelter: Total \$	\$187,795,373	\$1,473,933,778	\$3,831,030,138
Average Spent	\$22,111.78	\$22,748.70	\$24,778.03
Spending Potential Index	140	144	157
TV/Video/Audio: Total \$	\$14,563,099	\$113,492,627	\$290,181,557
Average Spent	\$1,714.72	\$1,751.65	\$1,876.81
Spending Potential Index	138	141	151
Travel: Total \$	\$20,108,847	\$163,035,775	\$437,537,163
Average Spent	\$2,367.70	\$2,516.29	\$2,829.87
Spending Potential Index	125	133	149
Vehicle Maintenance & Repairs: Total \$	\$10,606,215	\$84,089,357	\$218,083,618
Average Spent	\$1,248.82	\$1,297.84	\$1,410.50
Spending Potential Index	132	138	150

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 Midway
 17610 Midway Rd, Dallas, TX 75287-6777
 Ring: 1 mile radius

Latitude: 32.98805
 Longitude: -96.84099

Summary	2000	2010	2015
Population	12,292	15,455	17,162
Households	6,689	8,493	9,442
Families	2,586	2,845	3,002
Average Household Size	1.84	1.82	1.82
Owner Occupied Housing Units	1,685	1,711	1,792
Renter Occupied Housing Units	5,003	6,782	7,650
Median Age	31.6	32.9	32.9

Trends: 2010 - 2015 Annual Rate	Area	State	National
Population	2.12%	1.65%	0.76%
Households	2.14%	1.63%	0.78%
Families	1.08%	1.48%	0.64%
Owner HHs	0.93%	1.72%	0.82%
Median Household Income	1.83%	2.54%	2.36%

Households by Income	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	396	5.9%	370	4.4%	300	3.2%
\$15,000 - \$24,999	577	8.6%	427	5.0%	371	3.9%
\$25,000 - \$34,999	947	14.2%	681	8.0%	553	5.9%
\$35,000 - \$49,999	1,349	20.2%	1,516	17.8%	1,109	11.7%
\$50,000 - \$74,999	1,385	20.7%	1,956	23.0%	2,705	28.7%
\$75,000 - \$99,999	686	10.3%	1,017	12.0%	856	9.1%
\$100,000 - \$149,999	680	10.2%	1,368	16.1%	1,829	19.4%
\$150,000 - \$199,999	313	4.7%	550	6.5%	944	10.0%
\$200,000+	351	5.3%	609	7.2%	773	8.2%

Median Household Income	\$50,876	\$64,437	\$70,536
Average Household Income	\$73,909	\$92,184	\$104,013
Per Capita Income	\$41,338	\$51,284	\$57,868

Population by Age	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	664	5.4%	773	5.0%	843	4.9%
5 - 9	564	4.6%	592	3.8%	641	3.7%
10 - 14	486	4.0%	504	3.3%	548	3.2%
15 - 19	442	3.6%	518	3.4%	491	2.9%
20 - 24	1,311	10.7%	1,662	10.8%	1,788	10.4%
25 - 34	3,733	30.4%	4,449	28.8%	5,153	30.0%
35 - 44	2,396	19.5%	2,655	17.2%	2,793	16.3%
45 - 54	1,645	13.4%	2,256	14.6%	2,265	13.2%
55 - 64	687	5.6%	1,330	8.6%	1,617	9.4%
65 - 74	227	1.8%	464	3.0%	698	4.1%
75 - 84	115	0.9%	181	1.2%	239	1.4%
85+	23	0.2%	71	0.5%	83	0.5%

Race and Ethnicity	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
White Alone	9,553	77.7%	10,013	64.8%	10,648	62.0%
Black Alone	1,050	8.5%	2,096	13.6%	2,501	14.6%
American Indian Alone	58	0.5%	90	0.6%	97	0.6%
Asian Alone	910	7.4%	1,871	12.1%	2,273	13.2%
Pacific Islander Alone	7	0.1%	14	0.1%	15	0.1%
Some Other Race Alone	425	3.5%	867	5.6%	1,040	6.1%
Two or More Races	289	2.4%	503	3.3%	588	3.4%
Hispanic Origin (Any Race)	1,245	10.1%	2,490	16.1%	3,112	18.1%

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.

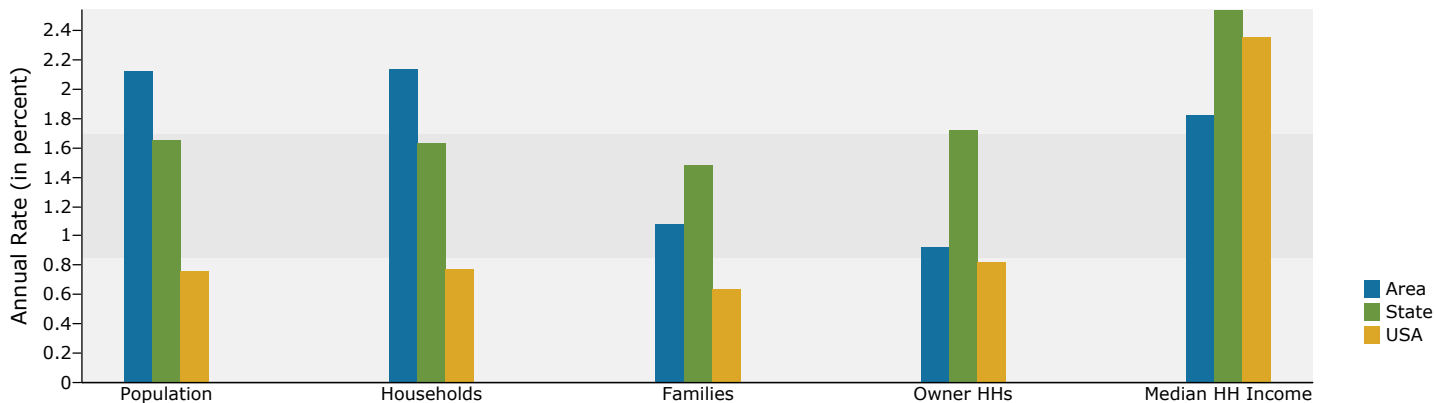
April 26, 2011

Made with Esri Business Analyst

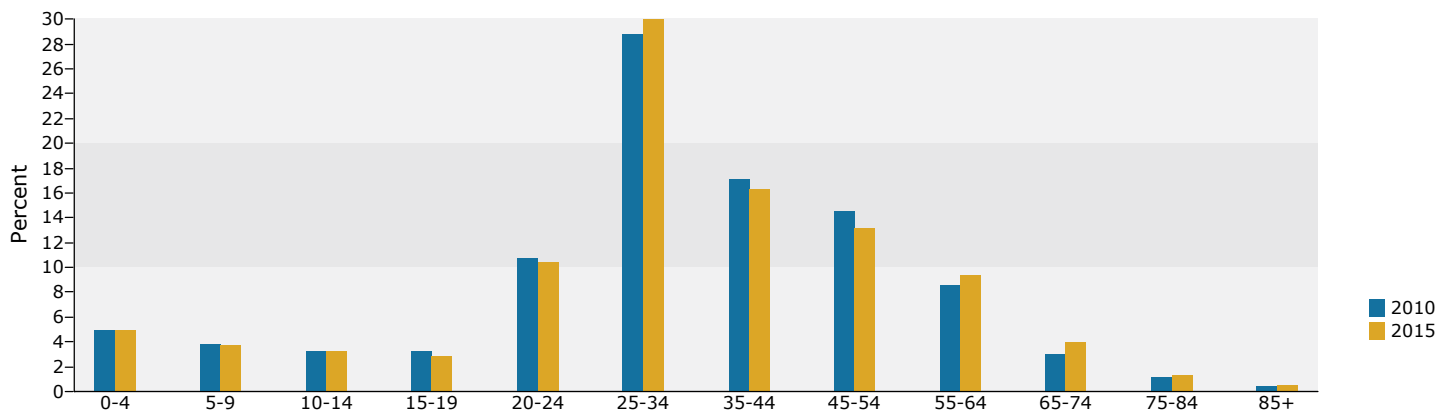
Bent Tree Midway
 17610 Midway Rd, Dallas, TX 75287-6777
 Ring: 1 mile radius

Latitude: 32.98805
 Longitude: -96.84099

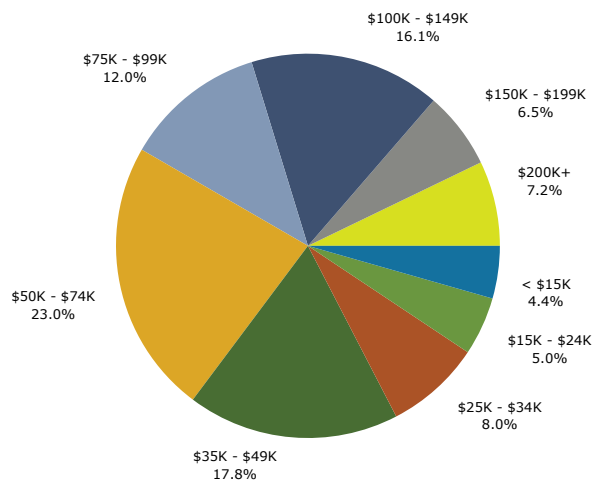
Trends 2010-2015



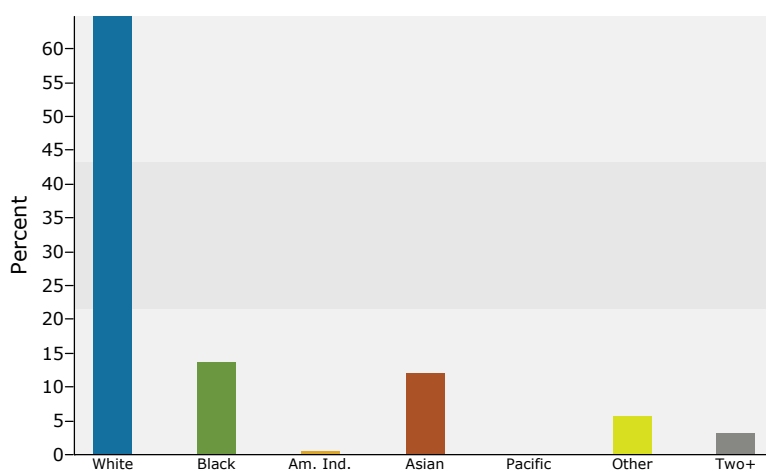
Population by Age



2010 Household Income



2010 Population by Race



2010 Percent Hispanic Origin: 16.1%

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 Midway
 17610 Midway Rd, Dallas, TX 75287-6777
 Ring: 3 miles radius

Latitude: 32.98805
 Longitude: -96.84099

Summary	2000	2010	2015
Population	120,908	132,499	139,433
Households	59,376	64,792	68,017
Families	28,967	29,102	29,608
Average Household Size	2.04	2.04	2.05
Owner Occupied Housing Units	23,313	22,806	23,535
Renter Occupied Housing Units	36,062	41,985	44,482
Median Age	32.9	35.0	34.7

Trends: 2010 - 2015 Annual Rate	Area	State	National
Population	1.03%	1.65%	0.76%
Households	0.98%	1.63%	0.78%
Families	0.35%	1.48%	0.64%
Owner HHs	0.63%	1.72%	0.82%
Median Household Income	1.93%	2.54%	2.36%

Households by Income	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	3,729	6.3%	2,927	4.5%	2,287	3.4%
\$15,000 - \$24,999	4,581	7.7%	2,752	4.2%	2,286	3.4%
\$25,000 - \$34,999	7,362	12.4%	4,251	6.6%	3,251	4.8%
\$35,000 - \$49,999	11,120	18.7%	10,838	16.7%	7,535	11.1%
\$50,000 - \$74,999	12,532	21.1%	13,692	21.1%	17,569	25.8%
\$75,000 - \$99,999	7,196	12.1%	9,747	15.0%	8,589	12.6%
\$100,000 - \$149,999	6,715	11.3%	11,761	18.2%	14,699	21.6%
\$150,000 - \$199,999	2,878	4.8%	3,989	6.2%	5,989	8.8%
\$200,000+	3,388	5.7%	4,835	7.5%	5,813	8.5%

Median Household Income	\$54,661	\$70,394	\$77,444
Average Household Income	\$78,905	\$95,777	\$106,572
Per Capita Income	\$38,855	\$46,831	\$51,977

Population by Age	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	7,333	6.1%	7,634	5.8%	7,932	5.7%
5 - 9	6,802	5.6%	6,880	5.2%	7,134	5.1%
10 - 14	6,221	5.1%	6,543	4.9%	6,768	4.9%
15 - 19	5,685	4.7%	6,517	4.9%	6,458	4.6%
20 - 24	10,329	8.5%	11,404	8.6%	12,270	8.8%
25 - 34	29,678	24.5%	27,260	20.6%	29,867	21.4%
35 - 44	22,388	18.5%	22,172	16.7%	21,129	15.2%
45 - 54	17,518	14.5%	19,971	15.1%	19,699	14.1%
55 - 64	9,111	7.5%	14,134	10.7%	14,865	10.7%
65 - 74	3,859	3.2%	6,610	5.0%	9,072	6.5%
75 - 84	1,702	1.4%	2,620	2.0%	3,322	2.4%
85+	283	0.2%	755	0.6%	919	0.7%

Race and Ethnicity	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
White Alone	94,241	77.9%	88,521	66.8%	89,334	64.1%
Black Alone	9,267	7.7%	14,877	11.2%	16,658	11.9%
American Indian Alone	591	0.5%	796	0.6%	833	0.6%
Asian Alone	9,108	7.5%	15,271	11.5%	17,525	12.6%
Pacific Islander Alone	77	0.1%	128	0.1%	138	0.1%
Some Other Race Alone	4,836	4.0%	8,576	6.5%	10,066	7.2%
Two or More Races	2,789	2.3%	4,331	3.3%	4,878	3.5%
Hispanic Origin (Any Race)	13,058	10.8%	23,281	17.6%	28,462	20.4%

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.

April 26, 2011

Made with Esri Business Analyst

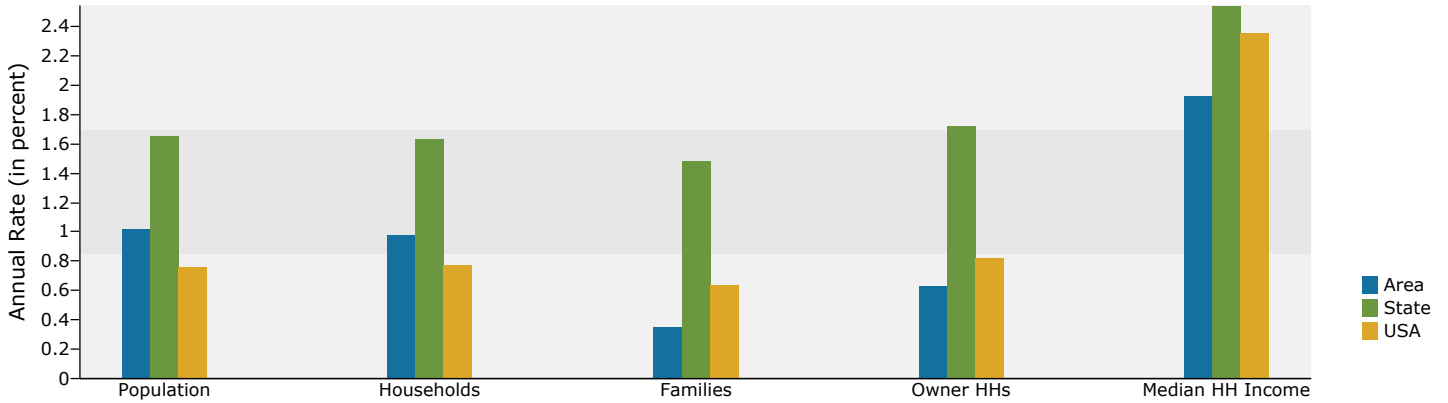


Demographic and Income Profile

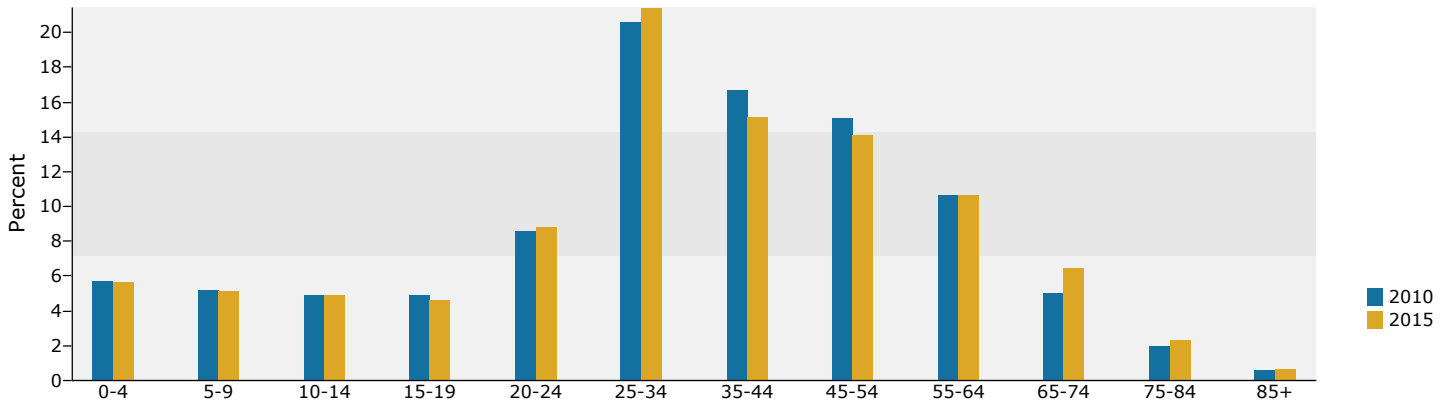
Bent Tree Midway
 17610 Midway Rd, Dallas, TX 75287-6777
 Ring: 3 miles radius

Latitude: 32.98805
 Longitude: -96.84099

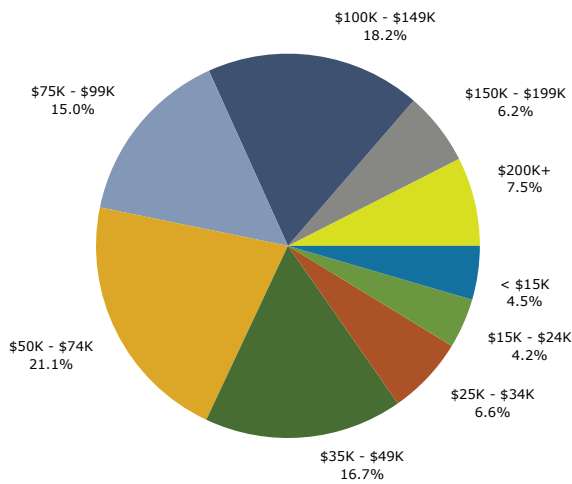
Trends 2010-2015



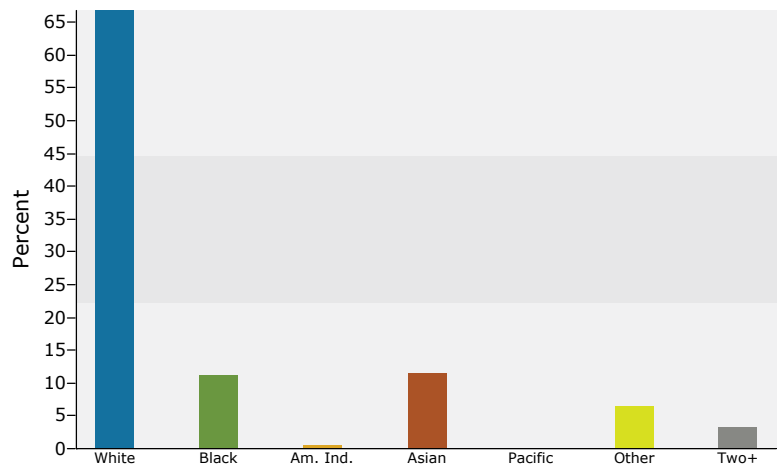
Population by Age



2010 Household Income



2010 Population by Race



2010 Percent Hispanic Origin: 17.6%

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

April 26, 2011

Made with Esri Business Analyst



Demographic and Income Profile

Bent Tree Midway
 17610 Midway Rd, Dallas, TX 75287-6777
 Ring: 5 miles radius

Latitude: 32.98805
 Longitude: -96.84099

Summary	2000	2010	2015
Population	319,350	364,010	387,121
Households	137,897	154,614	163,569
Families	79,665	85,802	89,295
Average Household Size	2.31	2.35	2.36
Owner Occupied Housing Units	64,759	68,282	71,949
Renter Occupied Housing Units	73,138	86,332	91,620
Median Age	33.3	35.3	35.0

Trends: 2010 - 2015 Annual Rate	Area	State	National
Population	1.24%	1.65%	0.76%
Households	1.13%	1.63%	0.78%
Families	0.80%	1.48%	0.64%
Owner HHs	1.05%	1.72%	0.82%
Median Household Income	2.39%	2.54%	2.36%

Households by Income	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	8,950	6.5%	7,066	4.6%	5,541	3.4%
\$15,000 - \$24,999	10,795	7.8%	6,806	4.4%	5,644	3.5%
\$25,000 - \$34,999	15,862	11.5%	10,230	6.6%	7,748	4.7%
\$35,000 - \$49,999	23,178	16.8%	23,311	15.1%	16,250	9.9%
\$50,000 - \$74,999	28,327	20.6%	30,049	19.4%	37,716	23.1%
\$75,000 - \$99,999	16,638	12.1%	22,527	14.6%	20,485	12.5%
\$100,000 - \$149,999	17,507	12.7%	28,536	18.5%	35,727	21.8%
\$150,000 - \$199,999	7,571	5.5%	11,228	7.3%	16,242	9.9%
\$200,000+	8,959	6.5%	14,858	9.6%	18,212	11.1%
Median Household Income	\$57,686		\$74,838		\$84,211	
Average Household Income	\$82,855		\$104,655		\$117,253	
Per Capita Income	\$35,819		\$44,405		\$49,475	

Population by Age	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	21,963	6.9%	24,280	6.7%	25,554	6.6%
5 - 9	21,222	6.6%	22,983	6.3%	24,384	6.3%
10 - 14	19,705	6.2%	22,235	6.1%	23,639	6.1%
15 - 19	17,884	5.6%	21,176	5.8%	21,600	5.6%
20 - 24	23,329	7.3%	26,969	7.4%	28,820	7.4%
25 - 34	66,471	20.8%	62,427	17.2%	69,673	18.0%
35 - 44	59,261	18.6%	58,198	16.0%	55,472	14.3%
45 - 54	44,611	14.0%	56,787	15.6%	56,389	14.6%
55 - 64	24,276	7.6%	37,912	10.4%	42,477	11.0%
65 - 74	12,581	3.9%	18,629	5.1%	24,752	6.4%
75 - 84	6,185	1.9%	9,144	2.5%	10,611	2.7%
85+	1,862	0.6%	3,272	0.9%	3,752	1.0%

Race and Ethnicity	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
White Alone	241,853	75.7%	240,433	66.1%	246,176	63.6%
Black Alone	20,800	6.5%	31,517	8.7%	34,926	9.0%
American Indian Alone	1,371	0.4%	1,842	0.5%	1,956	0.5%
Asian Alone	26,635	8.3%	44,183	12.1%	50,883	13.1%
Pacific Islander Alone	192	0.1%	347	0.1%	369	0.1%
Some Other Race Alone	20,546	6.4%	33,620	9.2%	39,186	10.1%
Two or More Races	7,953	2.5%	12,067	3.3%	13,625	3.5%
Hispanic Origin (Any Race)	52,913	16.6%	86,007	23.6%	102,141	26.4%

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.

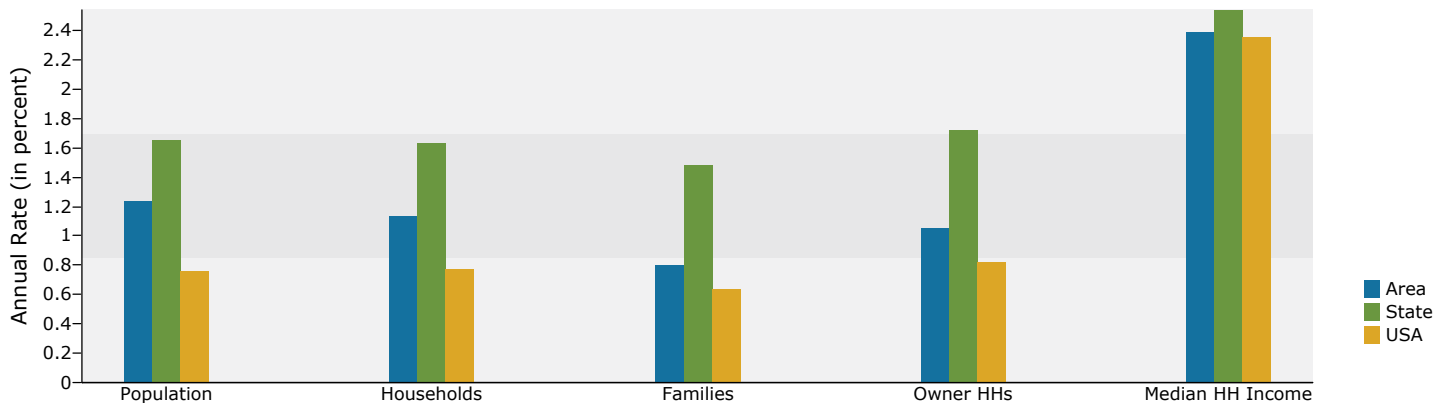
April 26, 2011

Made with Esri Business Analyst

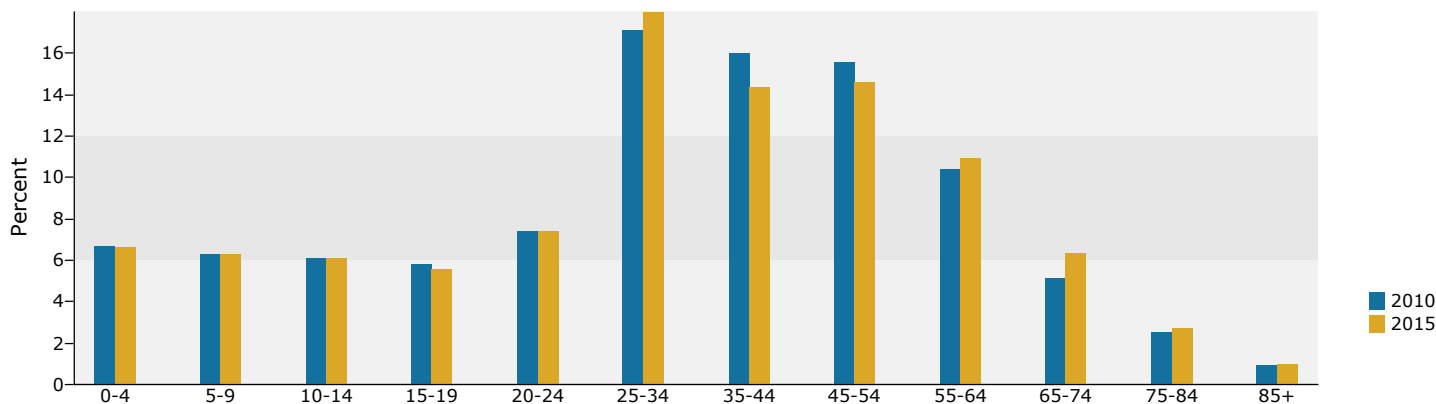
Bent Tree Midway
 17610 Midway Rd, Dallas, TX 75287-6777
 Ring: 5 miles radius

Latitude: 32.98805
 Longitude: -96.84099

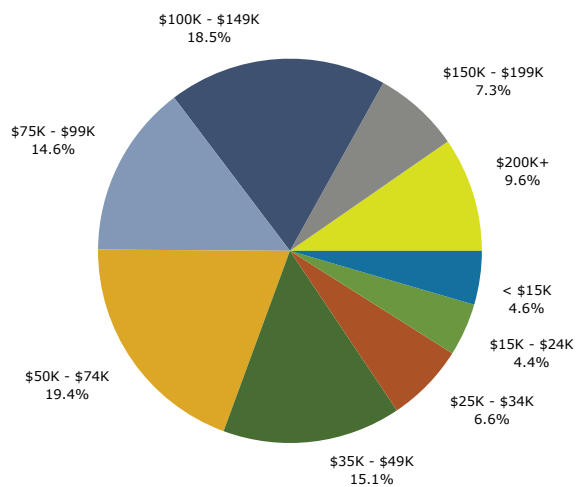
Trends 2010-2015



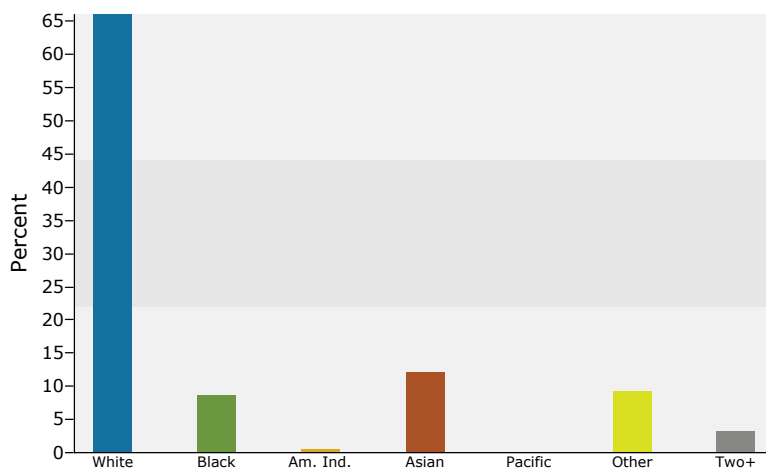
Population by Age



2010 Household Income



2010 Population by Race



2010 Percent Hispanic Origin: 23.6%

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 Midway
17610 Midway Rd, Dallas, TX 75287-6777
Ring: 1 mile radius

Latitude: 32.98805
Longitude: -96.84099

Top Tapestry Segments:		Demographic Summary		2010	2015
Enterprising Professionals	42.6%	Population		15,455	17,162
Metro Renters	36.6%	Households		8,493	9,442
Young and Restless	17.0%	Families		2,845	3,002
Top Rung	3.8%	Median Age		32.9	32.9
		Median Household Income		\$64,437	\$70,536

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	101	\$2,407.74	\$20,448,977
Men's	94	\$432.38	\$3,672,226
Women's	86	\$715.27	\$6,074,775
Children's	108	\$432.53	\$3,673,472
Footwear	72	\$298.65	\$2,536,395
Watches & Jewelry	138	\$268.22	\$2,278,026
Apparel Products and Services ¹	278	\$260.69	\$2,214,082
Computer			
Computers and Hardware for Home Use	143	\$274.88	\$2,334,583
Software and Accessories for Home Use	145	\$41.33	\$351,047
Entertainment & Recreation	132	\$4,244.55	\$36,048,975
Fees and Admissions	129	\$797.01	\$6,769,002
Membership Fees for Clubs ²	124	\$203.18	\$1,725,627
Fees for Participant Sports, excl. Trips	124	\$132.70	\$1,127,033
Admission to Movie/Theatre/Opera/Ballet	143	\$217.26	\$1,845,214
Admission to Sporting Events, excl. Trips	130	\$77.62	\$659,237
Fees for Recreational Lessons	121	\$164.84	\$1,400,019
Dating Services	182	\$1.40	\$11,872
TV/Video/Audio	138	\$1,714.72	\$14,563,099
Community Antenna or Cable TV	133	\$959.69	\$8,150,617
Televisions	141	\$272.03	\$2,310,360
VCRs, Video Cameras, and DVD Players	154	\$31.27	\$265,562
Video Cassettes and DVDs	157	\$82.81	\$703,342
Video and Computer Game Hardware and Software	156	\$86.96	\$738,565
Satellite Dishes	137	\$1.72	\$14,606
Rental of Video Cassettes and DVDs	156	\$64.35	\$546,489
Streaming/Downloaded Video	144	\$2.01	\$17,064
Audio ³	139	\$203.65	\$1,729,618
Rental and Repair of TV/Radio/Audio	135	\$10.23	\$86,876
Pets	150	\$644.41	\$5,472,991
Toys and Games ⁴	140	\$204.28	\$1,734,946
Recreational Vehicles and Fees ⁵	101	\$326.30	\$2,771,262
Sports/Recreation/Exercise Equipment ⁶	103	\$186.42	\$1,583,306
Photo Equipment and Supplies ⁷	134	\$139.01	\$1,180,586
Reading ⁸	123	\$189.72	\$1,611,296
Catered Affairs ⁹	173	\$42.68	\$362,487
Food	138	\$10,609.92	\$90,110,074
Food at Home	135	\$6,048.92	\$51,373,504
Bakery and Cereal Products	132	\$787.03	\$6,684,246
Meat, Poultry, Fish, and Eggs	136	\$1,412.18	\$11,993,650
Dairy Products	133	\$659.53	\$5,601,402
Fruit and Vegetables	135	\$1,059.07	\$8,994,715
Snacks and Other Food at Home ¹⁰	137	\$2,131.11	\$18,099,488
Food Away from Home	142	\$4,561.00	\$38,736,570
Alcoholic Beverages	154	\$880.02	\$7,473,995
Nonalcoholic Beverages at Home	138	\$602.13	\$5,113,872



Retail Goods and Services Expenditures

Bent Tree Midway
17610 Midway Rd, Dallas, TX 75287-6777
Ring: 1 mile radius

Latitude: 32.98805
Longitude: -96.84099

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	108	\$1,882.09	\$15,984,566
Vehicle Loans	137	\$6,720.87	\$57,080,364
Health			
Nonprescription Drugs	122	\$125.79	\$1,068,343
Prescription Drugs	107	\$533.44	\$4,530,467
Eyeglasses and Contact Lenses	118	\$91.11	\$773,792
Home			
Mortgage Payment and Basics ¹¹	110	\$10,281.35	\$87,319,544
Maintenance and Remodeling Services	102	\$2,028.79	\$17,230,480
Maintenance and Remodeling Materials ¹²	99	\$368.61	\$3,130,604
Utilities, Fuel, and Public Services	128	\$5,798.03	\$49,242,631
Household Furnishings and Equipment			
Household Textiles ¹³	130	\$172.45	\$1,464,632
Furniture	135	\$813.89	\$6,912,357
Floor Coverings	113	\$84.39	\$716,730
Major Appliances ¹⁴	114	\$347.05	\$2,947,494
Housewares ¹⁵	124	\$107.11	\$909,720
Small Appliances	128	\$42.05	\$357,122
Luggage	131	\$12.09	\$102,645
Telephones and Accessories	105	\$44.79	\$380,402
Household Operations			
Child Care	156	\$723.39	\$6,143,788
Lawn and Garden ¹⁶	103	\$432.85	\$3,676,227
Moving/Storage/Freight Express	155	\$94.34	\$801,244
Housekeeping Supplies ¹⁷	129	\$903.75	\$7,675,546
Insurance			
Owners and Renters Insurance	103	\$475.78	\$4,040,778
Vehicle Insurance	133	\$1,550.78	\$13,170,741
Life/Other Insurance	106	\$441.08	\$3,746,099
Health Insurance	113	\$2,191.66	\$18,613,765
Personal Care Products ¹⁸	138	\$548.90	\$4,661,788
School Books and Supplies ¹⁹	159	\$169.79	\$1,442,047
Smoking Products	146	\$624.19	\$5,301,283
Transportation			
Vehicle Purchases (Net Outlay) ²⁰	136	\$5,958.13	\$50,602,438
Gasoline and Motor Oil	134	\$3,844.37	\$32,650,251
Vehicle Maintenance and Repairs	132	\$1,248.82	\$10,606,215
Travel			
Airline Fares	134	\$614.44	\$5,218,413
Lodging on Trips	119	\$517.72	\$4,397,029
Auto/Truck/Van Rental on Trips	135	\$49.79	\$422,829
Food and Drink on Trips	124	\$538.76	\$4,575,698

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 Midway
17610 Midway Rd, Dallas, TX 75287-6777
Ring: 1 mile radius

Latitude: 32.98805
Longitude: -96.84099

-
- 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

Bent Tree Midway
17610 Midway Rd, Dallas, TX 75287-6777
Ring: 3 miles radius

Latitude: 32.98805
Longitude: -96.84099

Top Tapestry Segments:		Demographic Summary		2010	2015
Enterprising Professionals	26.7%	Population		132,499	139,433
Young and Restless	24.1%	Households		64,792	68,017
Metro Renters	17.6%	Families		29,102	29,608
Milk and Cookies	6.0%	Median Age		35.0	34.7
Suburban Splendor	5.4%	Median Household Income		\$70,394	\$77,444

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	102	\$2,450.19	\$158,752,966
Men's	96	\$441.76	\$28,622,711
Women's	88	\$733.41	\$47,518,812
Children's	111	\$442.67	\$28,681,299
Footwear	73	\$302.87	\$19,623,323
Watches & Jewelry	142	\$275.00	\$17,817,759
Apparel Products and Services ¹	272	\$254.49	\$16,489,057
Computer			
Computers and Hardware for Home Use	146	\$280.60	\$18,180,456
Software and Accessories for Home Use	148	\$42.27	\$2,739,069
Entertainment & Recreation	138	\$4,438.09	\$287,552,539
Fees and Admissions	137	\$849.90	\$55,066,882
Membership Fees for Clubs ²	133	\$217.36	\$14,083,187
Fees for Participant Sports, excl. Trips	134	\$142.91	\$9,259,689
Admission to Movie/Theatre/Opera/Ballet	147	\$223.59	\$14,487,142
Admission to Sporting Events, excl. Trips	140	\$83.05	\$5,380,711
Fees for Recreational Lessons	133	\$181.70	\$11,772,770
Dating Services	168	\$1.29	\$83,383
TV/Video/Audio	141	\$1,751.65	\$113,492,627
Community Antenna or Cable TV	136	\$980.98	\$63,559,840
Televisions	146	\$282.71	\$18,317,351
VCRs, Video Cameras, and DVD Players	154	\$31.40	\$2,034,365
Video Cassettes and DVDs	157	\$82.59	\$5,351,187
Video and Computer Game Hardware and Software	158	\$88.18	\$5,713,304
Satellite Dishes	144	\$1.82	\$117,731
Rental of Video Cassettes and DVDs	157	\$64.71	\$4,192,680
Streaming/Downloaded Video	144	\$2.01	\$130,324
Audio ³	141	\$206.78	\$13,397,607
Rental and Repair of TV/Radio/Audio	138	\$10.47	\$678,237
Pets	159	\$682.17	\$44,199,399
Toys and Games ⁴	144	\$209.08	\$13,546,620
Recreational Vehicles and Fees ⁵	112	\$362.48	\$23,485,538
Sports/Recreation/Exercise Equipment ⁶	108	\$196.19	\$12,711,238
Photo Equipment and Supplies ⁷	140	\$144.70	\$9,375,305
Reading ⁸	128	\$198.17	\$12,839,943
Catered Affairs ⁹	178	\$43.76	\$2,834,987
Food	141	\$10,832.50	\$701,859,135
Food at Home	138	\$6,180.25	\$400,430,786
Bakery and Cereal Products	135	\$806.84	\$52,276,993
Meat, Poultry, Fish, and Eggs	139	\$1,441.26	\$93,382,232
Dairy Products	136	\$674.89	\$43,727,728
Fruit and Vegetables	138	\$1,081.67	\$70,083,755
Snacks and Other Food at Home ¹⁰	140	\$2,175.58	\$140,960,078
Food Away from Home	145	\$4,652.25	\$301,428,349
Alcoholic Beverages	154	\$880.17	\$57,028,003
Nonalcoholic Beverages at Home	140	\$613.41	\$39,744,144



Retail Goods and Services Expenditures

Bent Tree Midway
17610 Midway Rd, Dallas, TX 75287-6777
Ring: 3 miles radius

Latitude: 32.98805
Longitude: -96.84099

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	117	\$2,030.10	\$131,534,530
Vehicle Loans	141	\$6,949.02	\$450,240,701
Health			
Nonprescription Drugs	127	\$131.12	\$8,495,699
Prescription Drugs	114	\$567.82	\$36,790,365
Eyeglasses and Contact Lenses	127	\$97.32	\$6,305,623
Home			
Mortgage Payment and Basics ¹¹	124	\$11,571.58	\$749,746,114
Maintenance and Remodeling Services	117	\$2,326.34	\$150,728,025
Maintenance and Remodeling Materials ¹²	111	\$414.20	\$26,836,748
Utilities, Fuel, and Public Services	133	\$6,027.71	\$390,547,409
Household Furnishings and Equipment			
Household Textiles ¹³	136	\$180.77	\$11,712,172
Furniture	141	\$849.66	\$55,050,916
Floor Coverings	122	\$91.42	\$5,923,252
Major Appliances ¹⁴	123	\$374.24	\$24,248,079
Housewares ¹⁵	127	\$109.76	\$7,111,282
Small Appliances	132	\$43.38	\$2,810,384
Luggage	138	\$12.74	\$825,297
Telephones and Accessories	106	\$45.26	\$2,932,500
Household Operations			
Child Care	160	\$741.83	\$48,064,930
Lawn and Garden ¹⁶	116	\$484.43	\$31,387,327
Moving/Storage/Freight Express	156	\$94.66	\$6,132,948
Housekeeping Supplies ¹⁷	134	\$939.82	\$60,892,517
Insurance			
Owners and Renters Insurance	115	\$534.09	\$34,604,821
Vehicle Insurance	138	\$1,606.74	\$104,103,633
Life/Other Insurance	117	\$488.54	\$31,653,617
Health Insurance	120	\$2,318.92	\$150,247,733
Personal Care Products ¹⁸	142	\$566.85	\$36,727,659
School Books and Supplies ¹⁹	158	\$169.11	\$10,956,719
Smoking Products	143	\$611.67	\$39,631,055
Transportation			
Vehicle Purchases (Net Outlay) ²⁰	141	\$6,184.41	\$400,700,277
Gasoline and Motor Oil	138	\$3,970.12	\$257,231,862
Vehicle Maintenance and Repairs	138	\$1,297.84	\$84,089,357
Travel			
Airline Fares	141	\$646.72	\$41,902,389
Lodging on Trips	128	\$559.46	\$36,248,496
Auto/Truck/Van Rental on Trips	144	\$53.07	\$3,438,455
Food and Drink on Trips	132	\$572.49	\$37,092,579

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 Midway
17610 Midway Rd, Dallas, TX 75287-6777
Ring: 3 miles radius

Latitude: 32.98805
Longitude: -96.84099

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

Bent Tree Midway
17610 Midway Rd, Dallas, TX 75287-6777
Ring: 5 miles radius

Latitude: 32.98805
Longitude: -96.84099

Top Tapestry Segments:		Demographic Summary		2010	2015
Young and Restless	18.2%	Population		364,010	387,121
Enterprising Professionals	16.5%	Households		154,614	163,569
Metro Renters	11.6%	Families		85,802	89,295
Boomburbs	8.9%	Median Age		35.3	35.0
In Style	6.8%	Median Household Income		\$74,838	\$84,211

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	110	\$2,630.77	\$406,754,226
Men's	103	\$474.61	\$73,381,652
Women's	96	\$793.82	\$122,735,171
Children's	118	\$473.41	\$73,195,637
Footwear	77	\$322.62	\$49,882,074
Watches & Jewelry	155	\$301.01	\$46,540,951
Apparel Products and Services ¹	283	\$265.30	\$41,018,744
Computer			
Computers and Hardware for Home Use	158	\$302.27	\$46,735,634
Software and Accessories for Home Use	160	\$45.56	\$7,044,753
Entertainment & Recreation	151	\$4,878.30	\$754,253,485
Fees and Admissions	155	\$956.35	\$147,865,024
Membership Fees for Clubs ²	151	\$246.76	\$38,152,126
Fees for Participant Sports, excl. Trips	151	\$161.40	\$24,955,219
Admission to Movie/Theatre/Opera/Ballet	160	\$243.07	\$37,581,271
Admission to Sporting Events, excl. Trips	156	\$93.13	\$14,399,337
Fees for Recreational Lessons	154	\$210.71	\$32,578,400
Dating Services	166	\$1.28	\$198,671
TV/Video/Audio	151	\$1,876.81	\$290,181,557
Community Antenna or Cable TV	146	\$1,051.18	\$162,527,427
Televisions	159	\$307.83	\$47,594,868
VCRs, Video Cameras, and DVD Players	163	\$33.23	\$5,137,958
Video Cassettes and DVDs	164	\$86.09	\$13,310,076
Video and Computer Game Hardware and Software	167	\$93.27	\$14,420,425
Satellite Dishes	158	\$1.99	\$307,204
Rental of Video Cassettes and DVDs	165	\$68.01	\$10,515,289
Streaming/Downloaded Video	156	\$2.18	\$337,103
Audio ³	151	\$221.59	\$34,261,029
Rental and Repair of TV/Radio/Audio	151	\$11.45	\$1,770,178
Pets	176	\$755.98	\$116,885,698
Toys and Games ⁴	154	\$224.35	\$34,687,420
Recreational Vehicles and Fees ⁵	131	\$423.67	\$65,505,662
Sports/Recreation/Exercise Equipment ⁶	120	\$216.69	\$33,503,759
Photo Equipment and Supplies ⁷	154	\$158.95	\$24,575,154
Reading ⁸	142	\$220.46	\$34,086,904
Catered Affairs ⁹	183	\$45.03	\$6,962,310
Food	151	\$11,646.02	\$1,800,638,075
Food at Home	149	\$6,655.12	\$1,028,974,798
Bakery and Cereal Products	146	\$872.18	\$134,851,084
Meat, Poultry, Fish, and Eggs	149	\$1,548.42	\$239,408,127
Dairy Products	147	\$728.75	\$112,675,497
Fruit and Vegetables	149	\$1,170.99	\$181,051,540
Snacks and Other Food at Home ¹⁰	150	\$2,334.77	\$360,988,548
Food Away from Home	155	\$4,990.90	\$771,663,278
Alcoholic Beverages	163	\$927.67	\$143,430,585
Nonalcoholic Beverages at Home	150	\$656.62	\$101,522,627



Retail Goods and Services Expenditures

Bent Tree Midway
17610 Midway Rd, Dallas, TX 75287-6777
Ring: 5 miles radius

Latitude: 32.98805
Longitude: -96.84099

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	134	\$2,331.47	\$360,477,158
Vehicle Loans	152	\$7,461.79	\$1,153,696,573
Health			
Nonprescription Drugs	139	\$143.09	\$22,124,334
Prescription Drugs	127	\$632.41	\$97,779,394
Eyeglasses and Contact Lenses	142	\$108.83	\$16,826,526
Home			
Mortgage Payment and Basics ¹¹	145	\$13,553.50	\$2,095,560,096
Maintenance and Remodeling Services	140	\$2,770.72	\$428,392,707
Maintenance and Remodeling Materials ¹²	131	\$486.90	\$75,281,580
Utilities, Fuel, and Public Services	144	\$6,536.01	\$1,010,558,619
Household Furnishings and Equipment			
Household Textiles ¹³	150	\$199.29	\$30,812,618
Furniture	155	\$933.84	\$144,385,269
Floor Coverings	140	\$105.09	\$16,248,453
Major Appliances ¹⁴	139	\$421.91	\$65,233,950
Housewares ¹⁵	138	\$118.62	\$18,340,581
Small Appliances	145	\$47.36	\$7,323,056
Luggage	154	\$14.23	\$2,200,889
Telephones and Accessories	112	\$47.73	\$7,379,159
Household Operations			
Child Care	173	\$799.57	\$123,624,817
Lawn and Garden ¹⁶	135	\$563.77	\$87,166,168
Moving/Storage/Freight Express	165	\$100.17	\$15,488,299
Housekeeping Supplies ¹⁷	146	\$1,023.50	\$158,247,741
Insurance			
Owners and Renters Insurance	133	\$617.55	\$95,481,653
Vehicle Insurance	149	\$1,738.68	\$268,824,737
Life/Other Insurance	135	\$561.75	\$86,854,077
Health Insurance	133	\$2,578.76	\$398,712,077
Personal Care Products ¹⁸	153	\$611.93	\$94,612,378
School Books and Supplies ¹⁹	164	\$174.87	\$27,037,862
Smoking Products	146	\$624.87	\$96,613,723
Transportation			
Vehicle Purchases (Net Outlay) ²⁰	153	\$6,697.32	\$1,035,498,908
Gasoline and Motor Oil	148	\$4,257.12	\$658,210,332
Vehicle Maintenance and Repairs	150	\$1,410.50	\$218,083,618
Travel			
Airline Fares	157	\$722.16	\$111,655,644
Lodging on Trips	146	\$638.09	\$98,658,109
Auto/Truck/Van Rental on Trips	161	\$59.43	\$9,189,306
Food and Drink on Trips	148	\$642.71	\$99,371,634

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 Midway
17610 Midway Rd, Dallas, TX 75287-6777
Ring: 5 miles radius

Latitude: 32.98805
Longitude: -96.84099

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.