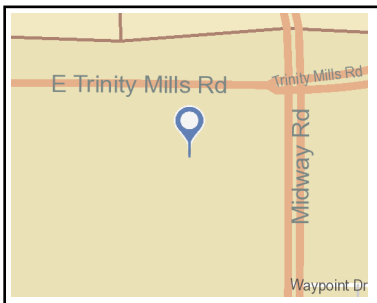
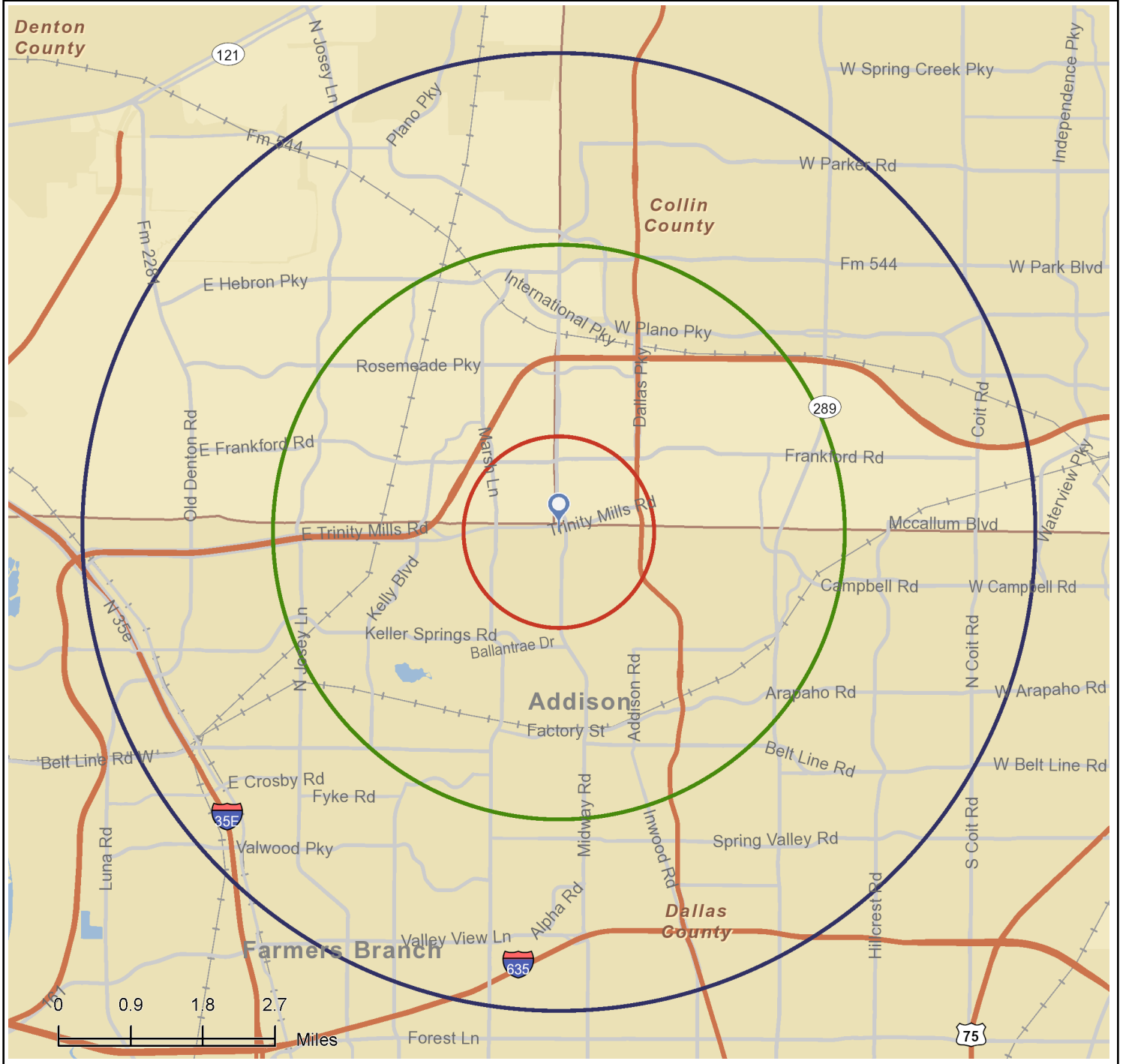





**Bent Tree Plaza**  
2661 Midway Rd, Carrollton, TX 75006-2359  
Ring: 1, 3, 5 Miles

Latitude: 32.98637  
Longitude: -96.84345



Bent Tree Plaza  
 2661 Midway Rd, Carrollton, TX 75006-2359  
 Ring: 1, 3, 5 Miles

Latitude: 32.98637  
 Longitude: -96.84345

	1 mile radius	3 miles radius	5 miles radius
 2000 Total Population	13,209	121,763	317,848
2000 Group Quarters	0	25	1,215
2010 Total Population	16,330	133,175	361,805
2015 Total Population	18,041	139,972	384,486
2010 - 2015 Annual Rate	2.01%	1%	1.22%
 2000 Households	7,187	59,705	137,339
2000 Average Household Size	1.84	2.04	2.31
2010 Households	8,948	64,934	153,812
2010 Average Household Size	1.82	2.05	2.34
2015 Households	9,897	68,057	162,608
2015 Average Household Size	1.82	2.06	2.36
2010 - 2015 Annual Rate	2.04%	0.94%	1.12%
2000 Families	2,862	29,189	79,280
2000 Average Family Size	2.74	2.85	3.04
2010 Families	3,107	29,312	85,266
2010 Average Family Size	2.87	2.98	3.16
2015 Families	3,264	29,789	88,652
2015 Average Family Size	2.92	3.04	3.21
2010 - 2015 Annual Rate	0.99%	0.32%	0.78%
 <b>2000 Housing Units</b>	7,746	63,311	144,950
Owner Occupied Housing Units	23.8%	37.1%	44.5%
Renter Occupied Housing Units	69.0%	57.2%	50.2%
Vacant Housing Units	7.2%	5.7%	5.2%
<b>2010 Housing Units</b>	9,899	70,184	166,441
Owner Occupied Housing Units	18.9%	32.8%	40.8%
Renter Occupied Housing Units	71.5%	59.7%	51.6%
Vacant Housing Units	9.6%	7.5%	7.6%
<b>2015 Housing Units</b>	11,032	73,990	177,403
Owner Occupied Housing Units	17.7%	32.1%	40.3%
Renter Occupied Housing Units	72.0%	59.9%	51.4%
Vacant Housing Units	10.3%	8.0%	8.3%
<b>Median Household Income</b>			
2000	\$50,189	\$54,657	\$57,619
2010	\$64,427	\$70,298	\$74,674
2015	\$70,543	\$77,407	\$83,917
<b>Median Home Value</b>			
2000	\$173,998	\$146,866	\$153,029
2010	\$235,227	\$185,955	\$198,290
2015	\$272,222	\$212,500	\$229,606
<b>Per Capita Income</b>			
2000	\$39,476	\$38,284	\$35,739
2010	\$49,360	\$46,008	\$44,240
2015	\$55,745	\$51,108	\$49,270
<b>Median Age</b>			
2000	31.5	32.9	33.2
2010	32.8	35.0	35.3
2015	32.9	34.8	34.9


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 Plaza  
 2661 Midway Rd, Carrollton, TX 75006-2359  
 Ring: 1, 3, 5 Miles

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	1 mile radius	3 miles radius	5 miles radius
<b>2000 Households by Income</b>			
 Household Income Base	7,197	59,763	137,286
< \$15,000	6.2%	6.3%	6.4%
\$15,000 - \$24,999	8.6%	7.8%	7.9%
\$25,000 - \$34,999	14.3%	12.3%	11.5%
\$35,000 - \$49,999	20.7%	18.6%	16.9%
\$50,000 - \$74,999	21.0%	21.4%	20.6%
\$75,000 - \$99,999	10.4%	12.2%	12.1%
\$100,000 - \$149,999	9.8%	11.3%	12.7%
\$150,000 - \$199,999	4.3%	4.8%	5.4%
\$200,000+	4.8%	5.4%	6.4%
Average Household Income	\$71,679	\$77,821	\$82,612
<b>2010 Households by Income</b>			
Household Income Base	8,950	64,934	153,807
< \$15,000	4.5%	4.6%	4.5%
\$15,000 - \$24,999	4.9%	4.3%	4.4%
\$25,000 - \$34,999	7.9%	6.5%	6.6%
\$35,000 - \$49,999	17.9%	16.7%	15.1%
\$50,000 - \$74,999	23.4%	21.2%	19.5%
\$75,000 - \$99,999	13.0%	15.5%	14.6%
\$100,000 - \$149,999	15.7%	18.2%	18.4%
\$150,000 - \$199,999	6.2%	6.0%	7.2%
\$200,000+	6.6%	7.0%	9.5%
Average Household Income	\$90,241	\$94,318	\$104,173
<b>2015 Households by Income</b>			
Household Income Base	9,896	68,057	162,602
< \$15,000	3.2%	3.4%	3.3%
\$15,000 - \$24,999	3.9%	3.4%	3.5%
\$25,000 - \$34,999	5.8%	4.7%	4.8%
\$35,000 - \$49,999	11.8%	11.1%	10.0%
\$50,000 - \$74,999	28.8%	25.8%	23.2%
\$75,000 - \$99,999	10.3%	13.1%	12.6%
\$100,000 - \$149,999	19.2%	21.8%	21.9%
\$150,000 - \$199,999	9.4%	8.6%	9.9%
\$200,000+	7.6%	8.1%	11.0%
Average Household Income	\$101,806	\$105,075	\$116,657
<b>2000 Owner Occupied HUs by Value</b>			
Total	1,811	23,449	64,624
<\$50,000	0.6%	1.3%	1.5%
\$50,000 - 99,999	12.8%	20.6%	18.8%
\$100,000 - 149,999	25.4%	29.8%	28.3%
\$150,000 - 199,999	22.2%	18.6%	20.4%
\$200,000 - \$299,999	27.4%	16.1%	16.5%
\$300,000 - 499,999	11.3%	9.2%	9.8%
\$500,000 - 999,999	0.3%	3.4%	4.0%
\$1,000,000+	0.0%	0.9%	0.7%
Average Home Value	\$191,445	\$196,331	\$201,503
<b>2000 Specified Renter Occupied HUs by Contract Rent</b>			
Total	5,448	36,216	72,776
With Cash Rent	98.6%	99.2%	99.2%
No Cash Rent	1.4%	0.8%	0.8%
Median Rent	\$689	\$694	\$683
Average Rent	\$718	\$739	\$733


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 Plaza  
 2661 Midway Rd, Carrollton, TX 75006-2359  
 Ring: 1, 3, 5 Miles



Latitude: 32.98637  
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	1 mile radius	3 miles radius	5 miles radius
<b>2000 Population by Age</b>			
 Total	13,208	121,765	317,847
Age 0 - 4	5.7%	6.1%	6.9%
Age 5 - 9	4.7%	5.6%	6.6%
Age 10 - 14	4.1%	5.1%	6.2%
Age 15 - 19	3.7%	4.7%	5.6%
Age 20 - 24	10.6%	8.5%	7.3%
Age 25 - 34	29.8%	24.6%	20.9%
Age 35 - 44	19.4%	18.5%	18.5%
Age 45 - 54	13.3%	14.4%	14.0%
Age 55 - 64	5.7%	7.6%	7.6%
Age 65 - 74	1.9%	3.3%	4.0%
Age 75 - 84	0.9%	1.4%	1.9%
Age 85+	0.2%	0.2%	0.6%
Age 18+	83.5%	80.4%	76.8%
<b>2010 Population by Age</b>			
Total	16,333	133,175	361,805
Age 0 - 4	5.3%	5.8%	6.7%
Age 5 - 9	4.1%	5.2%	6.3%
Age 10 - 14	3.5%	4.9%	6.1%
Age 15 - 19	3.4%	4.9%	5.8%
Age 20 - 24	10.7%	8.5%	7.4%
Age 25 - 34	28.1%	20.6%	17.2%
Age 35 - 44	17.1%	16.8%	16.0%
Age 45 - 54	14.5%	15.0%	15.6%
Age 55 - 64	8.7%	10.6%	10.4%
Age 65 - 74	3.1%	5.0%	5.1%
Age 75 - 84	1.2%	2.0%	2.5%
Age 85+	0.5%	0.6%	0.9%
Age 18+	85.4%	81.3%	77.4%
<b>2015 Population by Age</b>			
Total	18,039	139,968	384,484
Age 0 - 4	5.2%	5.7%	6.6%
Age 5 - 9	4.0%	5.1%	6.3%
Age 10 - 14	3.4%	4.9%	6.1%
Age 15 - 19	3.1%	4.6%	5.6%
Age 20 - 24	10.2%	8.7%	7.5%
Age 25 - 34	29.4%	21.3%	18.1%
Age 35 - 44	16.2%	15.3%	14.3%
Age 45 - 54	13.2%	14.1%	14.5%
Age 55 - 64	9.4%	10.6%	11.0%
Age 65 - 74	4.2%	6.5%	6.4%
Age 75 - 84	1.4%	2.4%	2.7%
Age 85+	0.5%	0.7%	1.0%
Age 18+	85.8%	81.7%	77.7%
<b>2000 Population by Sex</b>			
Males	49.9%	49.2%	49.7%
Females	50.1%	50.8%	50.3%
<b>2010 Population by Sex</b>			
Males	50.3%	49.4%	49.7%
Females	49.7%	50.6%	50.3%
<b>2015 Population by Sex</b>			
Males	50.2%	49.5%	49.7%
Females	49.8%	50.5%	50.3%

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	13,209	121,764	317,847
White Alone	76.1%	77.6%	75.8%
Black Alone	9.3%	7.7%	6.5%
American Indian Alone	0.5%	0.5%	0.4%
Asian or Pacific Islander Alone	7.8%	7.6%	8.3%
Some Other Race Alone	3.9%	4.2%	6.5%
Two or More Races	2.4%	2.4%	2.5%
Hispanic Origin	10.8%	11.2%	16.7%
Diversity Index	52.0	50.8	57.8
<b>2010 Population by Race/Ethnicity</b>			
Total	16,331	133,175	361,806
White Alone	63.6%	66.6%	66.1%
Black Alone	14.0%	11.2%	8.6%
American Indian Alone	0.6%	0.6%	0.5%
Asian or Pacific Islander Alone	12.3%	11.5%	12.1%
Some Other Race Alone	6.2%	6.8%	9.3%
Two or More Races	3.3%	3.3%	3.3%
Hispanic Origin	17.2%	18.3%	23.8%
Diversity Index	68.6	67.2	70.8
<b>2015 Population by Race/Ethnicity</b>			
Total	18,042	139,973	384,486
White Alone	60.8%	63.8%	63.6%
Black Alone	15.0%	11.9%	9.0%
American Indian Alone	0.6%	0.6%	0.5%
Asian or Pacific Islander Alone	13.4%	12.5%	13.1%
Some Other Race Alone	6.8%	7.7%	10.2%
Two or More Races	3.5%	3.6%	3.5%
Hispanic Origin	19.5%	21.3%	26.6%
Diversity Index	71.9	71.0	73.8
<b>2000 Population 3+ by School Enrollment</b>			
 Total	12,765	117,158	304,654
Enrolled in Nursery/Preschool	1.9%	1.9%	2.2%
Enrolled in Kindergarten	0.9%	1.2%	1.3%
Enrolled in Grade 1-8	7.3%	8.7%	10.8%
Enrolled in Grade 9-12	2.5%	4.0%	4.7%
Enrolled in College	6.9%	5.6%	4.7%
Enrolled in Grad/Prof School	3.0%	2.0%	1.8%
Not Enrolled in School	77.4%	76.7%	74.6%
<b>2010 Population 25+ by Educational Attainment</b>			
Total	11,927	94,178	244,853
Less than 9th Grade	0.9%	1.9%	4.3%
9th - 12th Grade, No Diploma	2.0%	3.2%	4.5%
High School Graduate	12.3%	14.0%	14.7%
Some College, No Degree	22.4%	24.1%	21.3%
Associate Degree	6.8%	7.1%	6.6%
Bachelor's Degree	39.3%	35.1%	33.0%
Graduate/Professional Degree	16.2%	14.7%	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.

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	1 mile radius	3 miles radius	5 miles radius
<b>2010 Population 15+ by Marital Status</b>			
 Total	14,234	111,953	292,761
Never Married	45.9%	38.1%	33.1%
Married	37.8%	44.6%	51.6%
Widowed	1.5%	2.3%	3.1%
Divorced	14.8%	14.9%	12.3%
<b>2000 Population 16+ by Employment Status</b>			
 Total	11,230	100,272	251,629
In Labor Force	85.5%	81.5%	77.1%
Civilian Employed	82.4%	79.1%	74.6%
Civilian Unemployed	3.2%	2.3%	2.5%
In Armed Forces	0.0%	0.1%	0.0%
Not in Labor Force	14.5%	18.5%	22.9%
<b>2010 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	91.9%	92.4%	92.3%
Civilian Unemployed	8.1%	7.6%	7.7%
<b>2015 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	93.3%	93.7%	93.6%
Civilian Unemployed	6.7%	6.3%	6.4%
<b>2000 Females 16+ by Employment Status and Age of Children</b>			
Total	5,587	51,195	127,447
Own Children < 6 Only	8.6%	8.7%	8.9%
Employed/in Armed Forces	5.5%	5.2%	5.2%
Unemployed	0.3%	0.2%	0.2%
Not in Labor Force	2.7%	3.3%	3.5%
Own Children < 6 and 6-17 Only	2.7%	4.1%	5.7%
Employed/in Armed Forces	1.2%	2.4%	3.2%
Unemployed	0.2%	0.1%	0.1%
Not in Labor Force	1.3%	1.7%	2.4%
Own Children 6-17 Only	11.0%	13.4%	16.5%
Employed/in Armed Forces	8.0%	9.6%	11.5%
Unemployed	0.2%	0.3%	0.4%
Not in Labor Force	2.8%	3.4%	4.6%
No Own Children < 18	77.6%	73.8%	69.0%
Employed/in Armed Forces	62.6%	55.5%	47.2%
Unemployed	2.5%	1.5%	1.6%
Not in Labor Force	12.5%	16.8%	20.2%
<b>2010 Employed Population 16+ by Industry</b>			
 Total	9,538	70,682	177,284
Agriculture/Mining	0.9%	0.7%	0.8%
Construction	2.7%	3.6%	4.4%
Manufacturing	8.2%	8.0%	8.1%
Wholesale Trade	3.2%	4.8%	4.5%
Retail Trade	14.4%	13.1%	13.0%
Transportation/Utilities	2.8%	3.8%	4.0%
Information	6.5%	5.2%	4.7%
Finance/Insurance/Real Estate	13.6%	13.4%	12.2%
Services	46.0%	45.5%	46.4%
Public Administration	1.8%	1.8%	1.8%

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>2010 Employed Population 16+ by Occupation</b>			
Total	9,537	70,682	177,282
White Collar	83.9%	81.1%	77.7%
Management/Business/Financial	25.5%	24.5%	23.9%
Professional	26.2%	25.3%	24.5%
Sales	17.8%	16.4%	15.6%
Administrative Support	14.3%	14.9%	13.6%
Services	9.9%	9.7%	11.4%
Blue Collar	6.2%	9.2%	11.0%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	1.3%	1.8%	2.6%
Installation/Maintenance/Repair	1.9%	2.0%	2.0%
Production	1.8%	3.1%	3.6%
Transportation/Material Moving	1.2%	2.3%	2.7%
<b>2000 Workers 16+ by Means of Transportation to Work</b>			
 Total	9,145	78,183	185,151
Drove Alone - Car, Truck, or Van	85.7%	84.7%	81.8%
Carpooled - Car, Truck, or Van	8.1%	8.9%	10.5%
Public Transportation	0.9%	1.0%	1.5%
Walked	1.1%	0.8%	1.3%
Other Means	0.8%	0.7%	0.8%
Worked at Home	3.3%	3.8%	4.2%
<b>2000 Workers 16+ by Travel Time to Work</b>			
Total	9,146	78,181	185,151
Did Not Work at Home	96.7%	96.2%	95.8%
Less than 5 minutes	1.7%	1.4%	1.4%
5 to 9 minutes	6.5%	6.3%	7.3%
10 to 19 minutes	28.8%	28.5%	28.7%
20 to 24 minutes	15.9%	16.6%	16.6%
25 to 34 minutes	26.1%	24.5%	23.7%
35 to 44 minutes	7.2%	7.6%	6.9%
45 to 59 minutes	7.4%	8.0%	7.6%
60 to 89 minutes	2.1%	2.1%	2.3%
90 or more minutes	1.0%	1.1%	1.2%
Worked at Home	3.3%	3.8%	4.2%
Average Travel Time to Work (in min)	24.4	25.0	24.7
<b>2000 Households by Vehicles Available</b>			
Total	7,259	59,674	137,414
None	3.2%	2.9%	3.5%
1	56.2%	48.6%	42.2%
2	34.0%	39.0%	42.1%
3	5.9%	7.6%	9.6%
4	0.7%	1.4%	2.0%
5+	0.0%	0.4%	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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	1 mile radius	3 miles radius	5 miles radius
<b>2000 Households by Type</b>			
 Total	7,187	59,703	137,340
Family Households	39.8%	48.9%	57.7%
Married-couple Family	30.6%	38.4%	46.4%
With Related Children	13.0%	17.0%	22.9%
Other Family (No Spouse)	9.2%	10.5%	11.3%
With Related Children	5.8%	6.9%	7.3%
Nonfamily Households	60.2%	51.1%	42.3%
Householder Living Alone	49.5%	41.6%	34.3%
Householder Not Living Alone	10.7%	9.5%	8.0%
Households with Related Children	18.8%	24.0%	30.2%
Households with Persons 65+	4.5%	7.6%	10.6%
<b>2000 Households by Size</b>			
Total	7,187	59,705	137,339
1 Person Household	49.5%	41.6%	34.3%
2 Person Household	30.9%	32.8%	32.3%
3 Person Household	9.9%	12.2%	14.1%
4 Person Household	6.9%	8.7%	11.8%
5 Person Household	2.3%	3.3%	4.9%
6 Person Household	0.5%	0.9%	1.6%
7+ Person Household	0.2%	0.4%	1.0%
<b>2000 Households by Year Householder Moved In</b>			
Total	7,260	59,674	137,415
Moved in 1999 to March 2000	46.7%	39.9%	35.0%
Moved in 1995 to 1998	38.0%	34.2%	34.8%
Moved in 1990 to 1994	10.1%	13.3%	13.8%
Moved in 1980 to 1989	4.5%	9.3%	9.9%
Moved in 1970 to 1979	0.7%	3.2%	4.6%
Moved in 1969 or Earlier	0.0%	0.1%	1.9%
Median Year Householder Moved In	1999	1998	1997
<b>2000 Housing Units by Units in Structure</b>			
 Total	7,820	63,278	145,042
1, Detached	21.1%	34.8%	44.5%
1, Attached	4.8%	4.7%	3.5%
2	0.4%	0.6%	0.8%
3 or 4	7.1%	6.5%	6.0%
5 to 9	16.4%	16.0%	13.6%
10 to 19	14.2%	13.2%	10.8%
20+	35.9%	24.0%	20.7%
Mobile Home	0.1%	0.1%	0.2%
Other	0.0%	0.0%	0.0%
<b>2000 Housing Units by Year Structure Built</b>			
Total	7,824	63,273	145,047
1999 to March 2000	6.8%	3.7%	3.3%
1995 to 1998	26.0%	16.2%	15.2%
1990 to 1994	10.4%	14.0%	12.7%
1980 to 1989	45.8%	44.5%	36.4%
1970 to 1979	9.2%	18.9%	20.2%
1969 or Earlier	1.9%	2.7%	12.3%
Median Year Structure Built	1988	1986	1985

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

Bent Tree Plaza  
 2661 Midway Rd, Carrollton, TX 75006-2359  
 Ring: 1, 3, 5 Miles

Latitude: 32.98637  
 Longitude: -96.84345

	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 \$	\$21,062,224	\$156,479,813	\$402,856,742
Average Spent	\$2,353.85	\$2,409.83	\$2,619.15
Spending Potential Index	98	101	109
Computers & Accessories: Total \$	\$2,768,758	\$20,628,294	\$53,272,426
Average Spent	\$309.43	\$317.68	\$346.35
Spending Potential Index	141	144	157
Education: Total \$	\$14,804,770	\$112,488,404	\$293,174,272
Average Spent	\$1,654.53	\$1,732.35	\$1,906.06
Spending Potential Index	136	142	156
Entertainment/Recreation: Total \$	\$37,193,029	\$283,884,375	\$746,843,919
Average Spent	\$4,156.57	\$4,371.89	\$4,855.56
Spending Potential Index	129	136	151
Food at Home: Total \$	\$52,942,157	\$394,979,035	\$1,019,288,308
Average Spent	\$5,916.65	\$6,082.78	\$6,626.85
Spending Potential Index	132	136	148
Food Away from Home: Total \$	\$39,927,471	\$297,269,646	\$764,372,846
Average Spent	\$4,462.17	\$4,578.03	\$4,969.53
Spending Potential Index	139	142	154
Health Care: Total \$	\$37,316,201	\$288,702,495	\$767,309,615
Average Spent	\$4,170.34	\$4,446.09	\$4,988.62
Spending Potential Index	112	119	134
HH Furnishings & Equipment: Total \$	\$20,689,399	\$158,282,554	\$417,983,132
Average Spent	\$2,312.18	\$2,437.59	\$2,717.49
Spending Potential Index	112	118	132
Investments: Total \$	\$16,421,573	\$129,777,304	\$356,569,565
Average Spent	\$1,835.22	\$1,998.60	\$2,318.22
Spending Potential Index	106	115	133
Retail Goods: Total \$	\$271,396,214	\$2,064,572,604	\$5,403,068,156
Average Spent	\$30,330.38	\$31,794.94	\$35,127.74
Spending Potential Index	122	128	141
Shelter: Total \$	\$193,518,070	\$1,453,927,622	\$3,793,370,804
Average Spent	\$21,626.96	\$22,390.85	\$24,662.39
Spending Potential Index	137	142	156
TV/Video/Audio: Total \$	\$15,013,057	\$111,927,594	\$287,429,086
Average Spent	\$1,677.81	\$1,723.71	\$1,868.70
Spending Potential Index	135	139	150
Travel: Total \$	\$20,738,436	\$161,091,709	\$433,071,345
Average Spent	\$2,317.66	\$2,480.85	\$2,815.59
Spending Potential Index	122	131	149
Vehicle Maintenance & Repairs: Total \$	\$10,941,329	\$82,975,913	\$215,990,014
Average Spent	\$1,222.77	\$1,277.85	\$1,404.25
Spending Potential Index	130	136	149

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 Plaza  
 2661 Midway Rd, Carrollton, TX 75006-2359  
 Ring: 1 mile radius

Latitude: 32.98637  
 Longitude: -96.84345

Summary	2000	2010	2015
Population	13,209	16,330	18,041
Households	7,187	8,948	9,897
Families	2,862	3,107	3,264
Average Household Size	1.84	1.82	1.82
Owner Occupied Housing Units	1,844	1,870	1,952
Renter Occupied Housing Units	5,343	7,078	7,946
Median Age	31.5	32.8	32.9

Trends: 2010 - 2015 Annual Rate	Area	State	National
Population	2.01%	1.65%	0.76%
Households	2.04%	1.63%	0.78%
Families	0.99%	1.48%	0.64%
Owner HHs	0.86%	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	445	6.2%	401	4.5%	321	3.2%
\$15,000 - \$24,999	616	8.6%	442	4.9%	382	3.9%
\$25,000 - \$34,999	1,032	14.3%	703	7.9%	570	5.8%
\$35,000 - \$49,999	1,488	20.7%	1,603	17.9%	1,166	11.8%
\$50,000 - \$74,999	1,514	21.0%	2,093	23.4%	2,851	28.8%
\$75,000 - \$99,999	747	10.4%	1,160	13.0%	1,021	10.3%
\$100,000 - \$149,999	703	9.8%	1,403	15.7%	1,898	19.2%
\$150,000 - \$199,999	308	4.3%	554	6.2%	933	9.4%
\$200,000+	344	4.8%	591	6.6%	754	7.6%

Median Household Income	\$50,189	\$64,427	\$70,543
Average Household Income	\$71,679	\$90,241	\$101,806
Per Capita Income	\$39,477	\$49,360	\$55,745

Population by Age	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	755	5.7%	864	5.3%	931	5.2%
5 - 9	616	4.7%	661	4.1%	713	4.0%
10 - 14	541	4.1%	571	3.5%	614	3.4%
15 - 19	495	3.7%	563	3.4%	553	3.1%
20 - 24	1,399	10.6%	1,744	10.7%	1,844	10.2%
25 - 34	3,933	29.8%	4,588	28.1%	5,305	29.4%
35 - 44	2,565	19.4%	2,792	17.1%	2,914	16.2%
45 - 54	1,752	13.3%	2,363	14.5%	2,374	13.2%
55 - 64	750	5.7%	1,415	8.7%	1,696	9.4%
65 - 74	255	1.9%	505	3.1%	753	4.2%
75 - 84	124	0.9%	192	1.2%	255	1.4%
85+	24	0.2%	74	0.5%	87	0.5%

Race and Ethnicity	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
White Alone	10,058	76.1%	10,383	63.6%	10,967	60.8%
Black Alone	1,230	9.3%	2,287	14.0%	2,698	15.0%
American Indian Alone	62	0.5%	93	0.6%	100	0.6%
Asian Alone	1,017	7.7%	1,989	12.2%	2,398	13.3%
Pacific Islander Alone	8	0.1%	17	0.1%	19	0.1%
Some Other Race Alone	516	3.9%	1,018	6.2%	1,224	6.8%
Two or More Races	318	2.4%	544	3.3%	636	3.5%
Hispanic Origin (Any Race)	1,427	10.8%	2,805	17.2%	3,509	19.5%

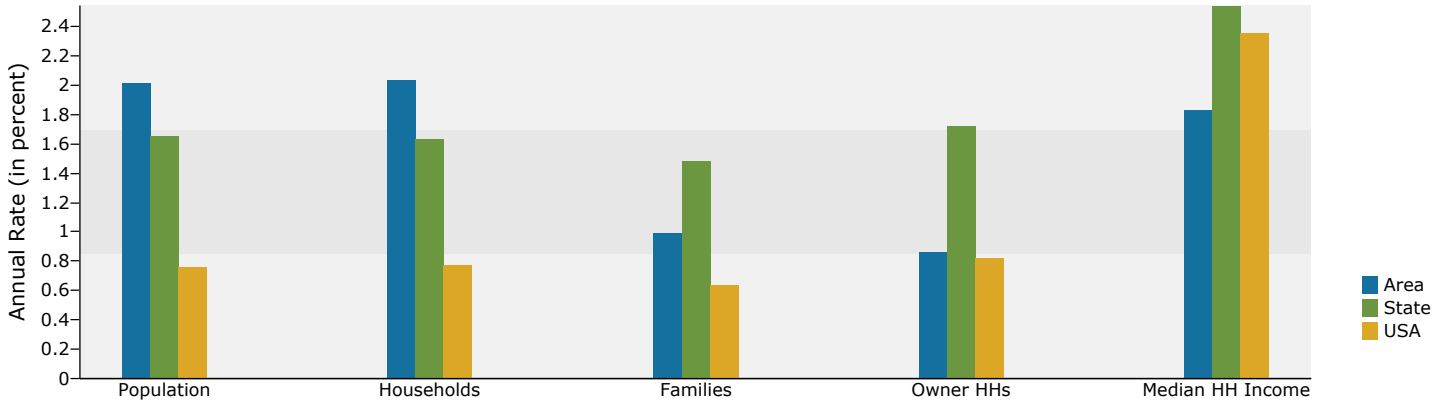
**Data Note:** Income is expressed in current dollars

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

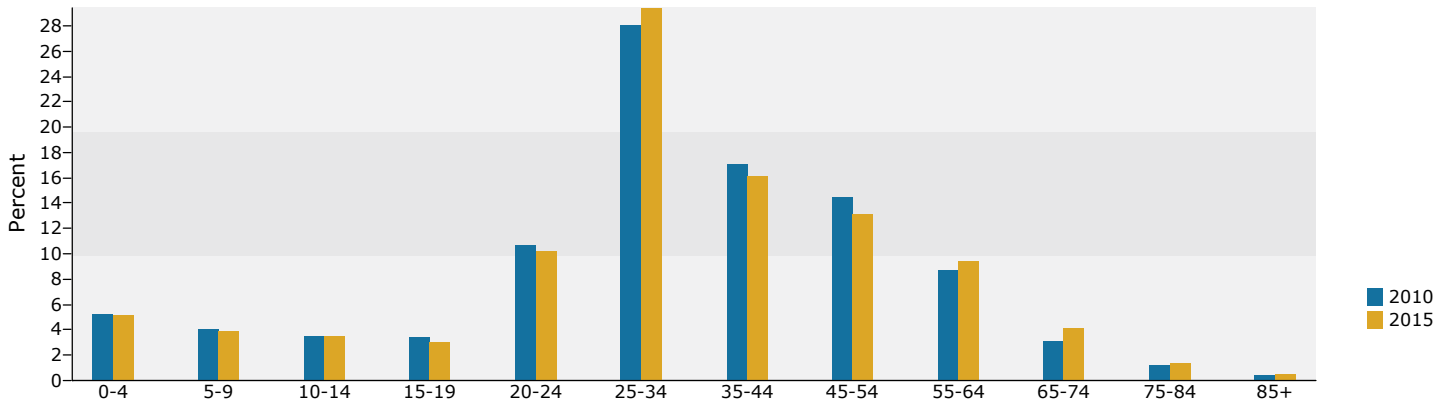
Bent Tree Plaza  
 2661 Midway Rd, Carrollton, TX 75006-2359  
 Ring: 1 mile radius

Latitude: 32.98637  
 Longitude: -96.84345

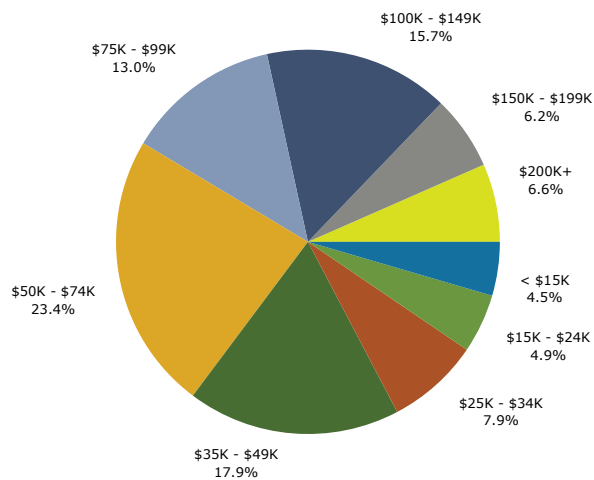
## Trends 2010-2015



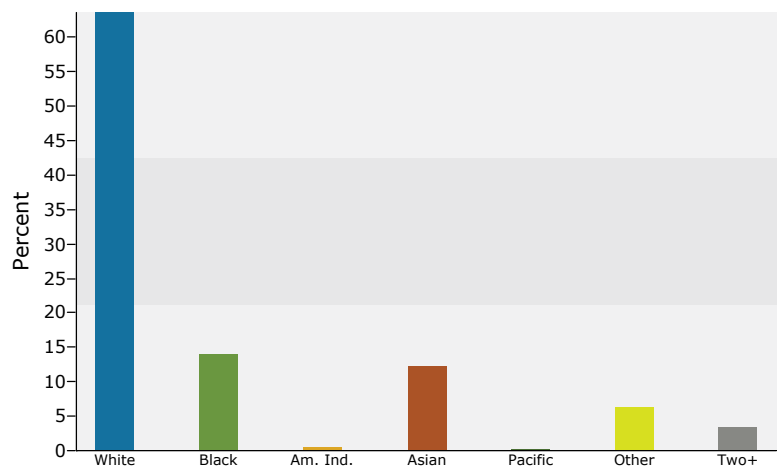
## Population by Age



## 2010 Household Income



## 2010 Population by Race



2010 Percent Hispanic Origin: 17.2%

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 Plaza  
 2661 Midway Rd, Carrollton, TX 75006-2359  
 Ring: 3 miles radius

Latitude: 32.98637  
 Longitude: -96.84345

Summary	2000	2010	2015
Population	121,763	133,175	139,972
Households	59,705	64,934	68,057
Families	29,189	29,312	29,789
Average Household Size	2.04	2.05	2.06
Owner Occupied Housing Units	23,513	23,021	23,719
Renter Occupied Housing Units	36,191	41,913	44,339
Median Age	32.9	35.0	34.8

Trends: 2010 - 2015 Annual Rate	Area	State	National
Population	1.00%	1.65%	0.76%
Households	0.94%	1.63%	0.78%
Families	0.32%	1.48%	0.64%
Owner HHs	0.60%	1.72%	0.82%
Median Household Income	1.95%	2.54%	2.36%

Households by Income	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	3,776	6.3%	2,965	4.6%	2,312	3.4%
\$15,000 - \$24,999	4,642	7.8%	2,803	4.3%	2,320	3.4%
\$25,000 - \$34,999	7,322	12.3%	4,203	6.5%	3,203	4.7%
\$35,000 - \$49,999	11,125	18.6%	10,855	16.7%	7,522	11.1%
\$50,000 - \$74,999	12,781	21.4%	13,783	21.2%	17,559	25.8%
\$75,000 - \$99,999	7,293	12.2%	10,042	15.5%	8,924	13.1%
\$100,000 - \$149,999	6,738	11.3%	11,799	18.2%	14,839	21.8%
\$150,000 - \$199,999	2,848	4.8%	3,922	6.0%	5,864	8.6%
\$200,000+	3,238	5.4%	4,562	7.0%	5,514	8.1%

Median Household Income	\$54,657	\$70,298	\$77,407
Average Household Income	\$77,821	\$94,318	\$105,075
Per Capita Income	\$38,284	\$46,008	\$51,108

Population by Age	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	7,404	6.1%	7,699	5.8%	7,984	5.7%
5 - 9	6,840	5.6%	6,946	5.2%	7,190	5.1%
10 - 14	6,189	5.1%	6,576	4.9%	6,820	4.9%
15 - 19	5,695	4.7%	6,516	4.9%	6,491	4.6%
20 - 24	10,371	8.5%	11,260	8.5%	12,221	8.7%
25 - 34	29,977	24.6%	27,471	20.6%	29,789	21.3%
35 - 44	22,550	18.5%	22,381	16.8%	21,351	15.3%
45 - 54	17,543	14.4%	20,017	15.0%	19,788	14.1%
55 - 64	9,225	7.6%	14,170	10.6%	14,888	10.6%
65 - 74	3,965	3.3%	6,708	5.0%	9,151	6.5%
75 - 84	1,729	1.4%	2,675	2.0%	3,375	2.4%
85+	277	0.2%	755	0.6%	921	0.7%

Race and Ethnicity	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
White Alone	94,496	77.6%	88,630	66.6%	89,249	63.8%
Black Alone	9,368	7.7%	14,867	11.2%	16,614	11.9%
American Indian Alone	608	0.5%	820	0.6%	862	0.6%
Asian Alone	9,211	7.6%	15,169	11.4%	17,351	12.4%
Pacific Islander Alone	79	0.1%	131	0.1%	141	0.1%
Some Other Race Alone	5,123	4.2%	9,106	6.8%	10,737	7.7%
Two or More Races	2,879	2.4%	4,452	3.3%	5,019	3.6%
Hispanic Origin (Any Race)	13,653	11.2%	24,364	18.3%	29,820	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.

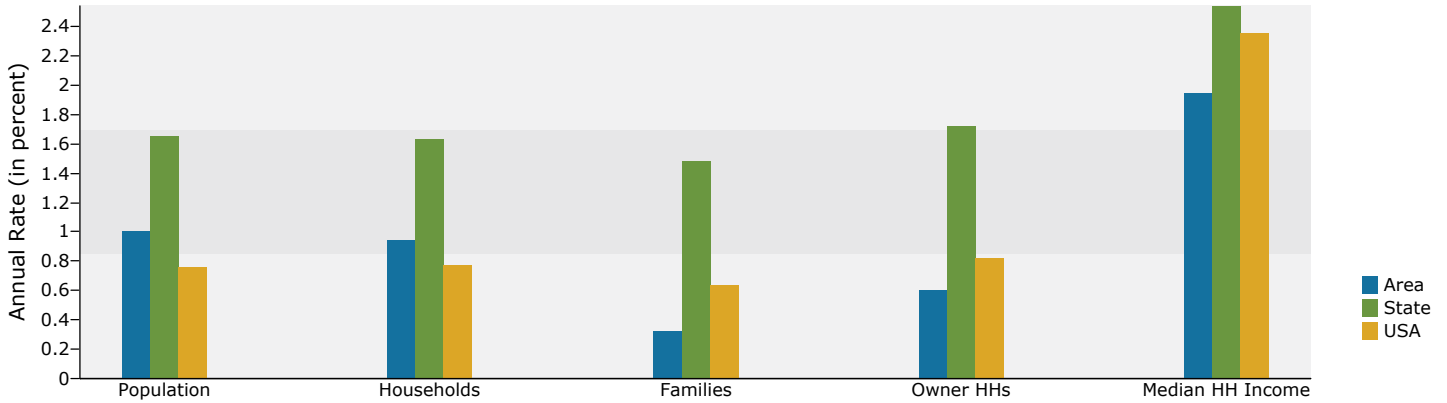
April 26, 2011

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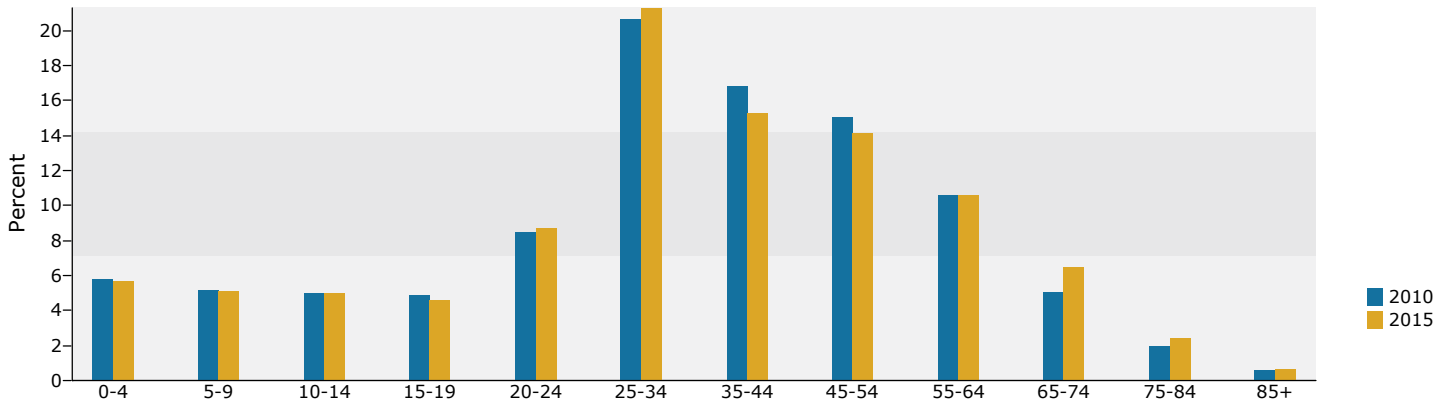
Bent Tree Plaza  
 2661 Midway Rd, Carrollton, TX 75006-2359  
 Ring: 3 miles radius

Latitude: 32.98637  
 Longitude: -96.84345

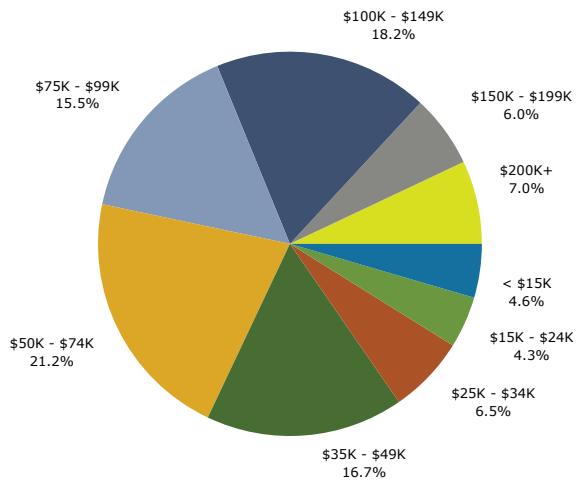
## Trends 2010-2015



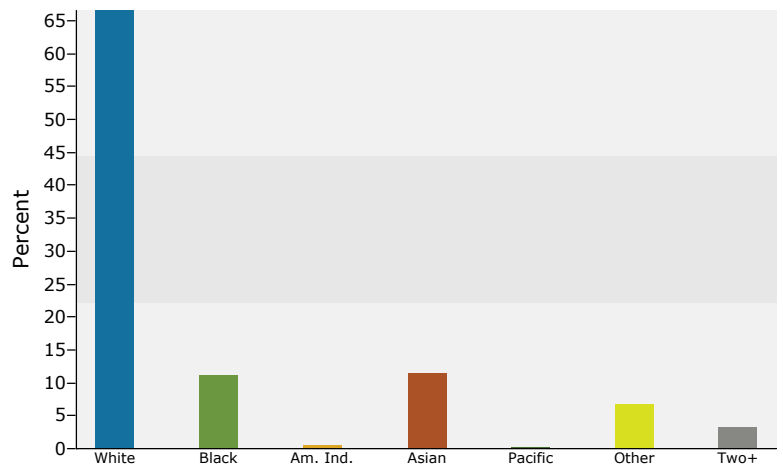
## Population by Age



## 2010 Household Income



## 2010 Population by Race



2010 Percent Hispanic Origin: 18.3%

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 Plaza  
 2661 Midway Rd, Carrollton, TX 75006-2359  
 Ring: 5 miles radius

Latitude: 32.98637  
 Longitude: -96.84345

Summary	2000	2010	2015
Population	317,848	361,805	384,486
Households	137,339	153,812	162,608
Families	79,280	85,266	88,652
Average Household Size	2.31	2.34	2.36
Owner Occupied Housing Units	64,573	67,943	71,494
Renter Occupied Housing Units	72,766	85,868	91,114
Median Age	33.2	35.3	34.9
Trends: 2010 - 2015 Annual Rate	Area	State	National
Population	1.22%	1.65%	0.76%
Households	1.12%	1.63%	0.78%
Families	0.78%	1.48%	0.64%
Owner HHs	1.02%	1.72%	0.82%
Median Household Income	2.36%	2.54%	2.36%

Households by Income	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	8,807	6.4%	6,918	4.5%	5,419	3.3%
\$15,000 - \$24,999	10,796	7.9%	6,771	4.4%	5,615	3.5%
\$25,000 - \$34,999	15,829	11.5%	10,205	6.6%	7,727	4.8%
\$35,000 - \$49,999	23,189	16.9%	23,290	15.1%	16,199	10.0%
\$50,000 - \$74,999	28,325	20.6%	30,036	19.5%	37,702	23.2%
\$75,000 - \$99,999	16,625	12.1%	22,514	14.6%	20,494	12.6%
\$100,000 - \$149,999	17,410	12.7%	28,374	18.4%	35,569	21.9%
\$150,000 - \$199,999	7,476	5.4%	11,139	7.2%	16,038	9.9%
\$200,000+	8,829	6.4%	14,560	9.5%	17,839	11.0%
Median Household Income	\$57,619		\$74,674		\$83,917	
Average Household Income	\$82,612		\$104,173		\$116,657	
Per Capita Income	\$35,739		\$44,240		\$49,270	

Population by Age	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	21,845	6.9%	24,123	6.7%	25,372	6.6%
5 - 9	21,099	6.6%	22,829	6.3%	24,197	6.3%
10 - 14	19,564	6.2%	22,093	6.1%	23,453	6.1%
15 - 19	17,775	5.6%	21,032	5.8%	21,448	5.6%
20 - 24	23,280	7.3%	26,876	7.4%	28,729	7.5%
25 - 34	66,282	20.9%	62,220	17.2%	69,427	18.1%
35 - 44	58,927	18.5%	57,831	16.0%	55,062	14.3%
45 - 54	44,375	14.0%	56,356	15.6%	55,931	14.5%
55 - 64	24,212	7.6%	37,669	10.4%	42,138	11.0%
65 - 74	12,558	4.0%	18,536	5.1%	24,577	6.4%
75 - 84	6,120	1.9%	9,051	2.5%	10,496	2.7%
85+	1,810	0.6%	3,190	0.9%	3,654	1.0%

Race and Ethnicity	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
White Alone	240,794	75.8%	239,136	66.1%	244,642	63.6%
Black Alone	20,652	6.5%	31,286	8.6%	34,669	9.0%
American Indian Alone	1,370	0.4%	1,841	0.5%	1,955	0.5%
Asian Alone	26,307	8.3%	43,487	12.0%	50,014	13.0%
Pacific Islander Alone	189	0.1%	345	0.1%	367	0.1%
Some Other Race Alone	20,609	6.5%	33,715	9.3%	39,302	10.2%
Two or More Races	7,926	2.5%	11,996	3.3%	13,537	3.5%
Hispanic Origin (Any Race)	53,033	16.7%	86,174	23.8%	102,343	26.6%

**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

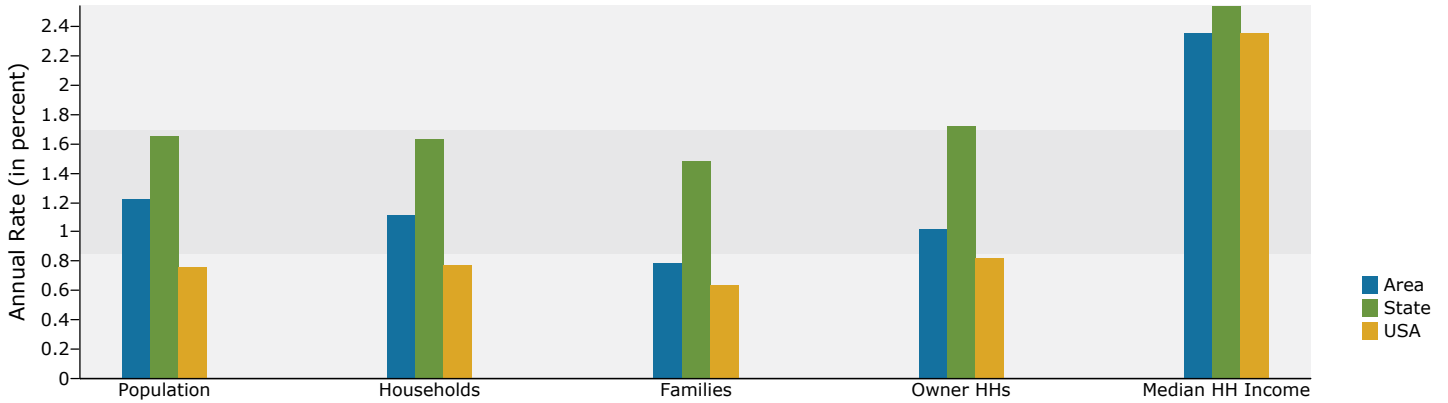


# Demographic and Income Profile

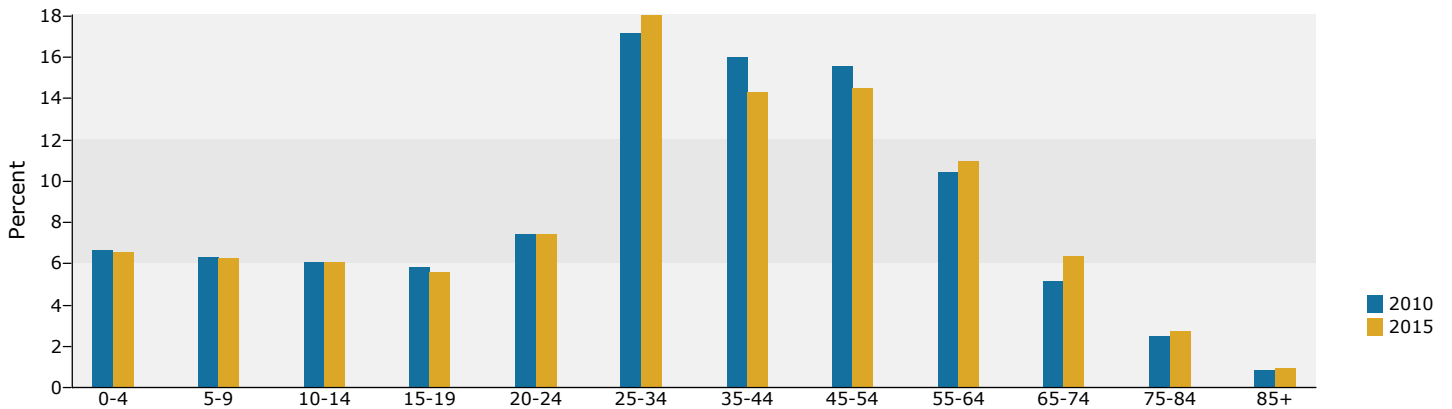
Bent Tree Plaza  
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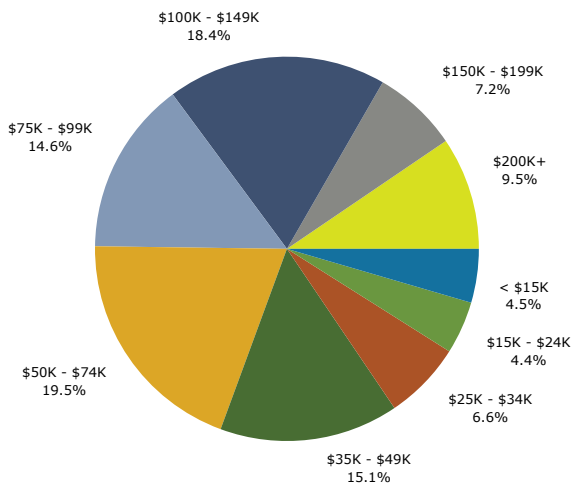
## Trends 2010-2015



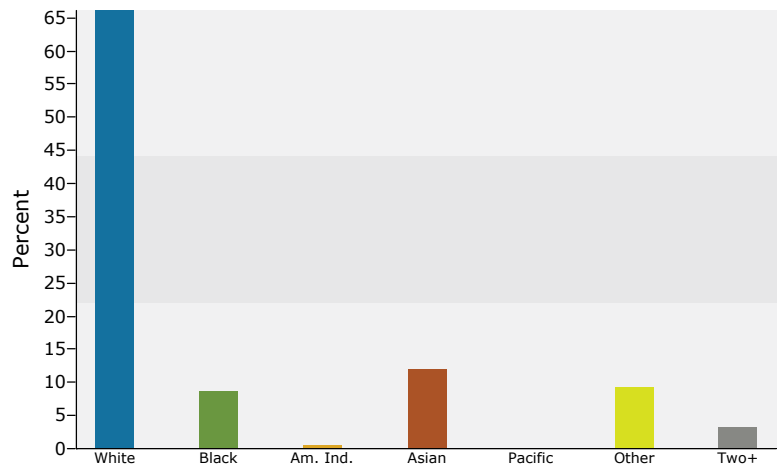
## Population by Age



## 2010 Household Income



## 2010 Population by Race



2010 Percent Hispanic Origin: 23.8%

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



# Retail Goods and Services Expenditures

**Bent Tree Plaza**  
**2661 Midway Rd, Carrollton, TX 75006-2359**  
**Ring: 1 mile radius**

**Latitude: 32.98637**  
**Longitude: -96.84345**

Top Tapestry Segments:		Demographic Summary		2010	2015
Enterprising Professionals	43.9%	Population		16,330	18,041
Metro Renters	34.7%	Households		8,948	9,897
Young and Restless	17.0%	Families		3,107	3,264
Top Rung	3.4%	Median Age		32.8	32.9
Up and Coming Families	0.9%	Median Household Income		\$64,427	\$70,543

	Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>	98	\$2,353.85	\$21,062,224
Men's	92	\$422.71	\$3,782,366
Women's	84	\$699.18	\$6,256,258
Children's	106	\$423.83	\$3,792,437
Footwear	70	\$292.07	\$2,613,450
Watches & Jewelry	135	\$262.03	\$2,344,611
Apparel Products and Services <sup>1</sup>	271	\$254.03	\$2,273,099
<b>Computer</b>			
Computers and Hardware for Home Use	140	\$268.98	\$2,406,839
Software and Accessories for Home Use	142	\$40.45	\$361,919
<b>Entertainment &amp; Recreation</b>	129	\$4,156.57	\$37,193,029
<b>Fees and Admissions</b>	126	\$780.45	\$6,983,455
Membership Fees for Clubs <sup>2</sup>	121	\$198.71	\$1,778,035
Fees for Participant Sports, excl. Trips	122	\$130.15	\$1,164,587
Admission to Movie/Theatre/Opera/Ballet	140	\$212.47	\$1,901,179
Admission to Sporting Events, excl. Trips	128	\$76.15	\$681,402
Fees for Recreational Lessons	118	\$161.62	\$1,446,134
Dating Services	175	\$1.35	\$12,118
<b>TV/Video/Audio</b>	135	\$1,677.81	\$15,013,057
Community Antenna or Cable TV	130	\$938.65	\$8,399,055
Televisions	138	\$266.57	\$2,385,247
VCRs, Video Cameras, and DVD Players	150	\$30.58	\$273,596
Video Cassettes and DVDs	154	\$80.98	\$724,644
Video and Computer Game Hardware and Software	153	\$85.17	\$762,060
Satellite Dishes	134	\$1.69	\$15,131
Rental of Video Cassettes and DVDs	153	\$62.98	\$563,563
Streaming/Downloaded Video	140	\$1.96	\$17,543
Audio <sup>3</sup>	136	\$199.23	\$1,782,734
Rental and Repair of TV/Radio/Audio	132	\$10.00	\$89,485
Pets	147	\$631.86	\$5,653,842
Toys and Games <sup>4</sup>	138	\$200.07	\$1,790,232
Recreational Vehicles and Fees <sup>5</sup>	99	\$320.22	\$2,865,373
Sports/Recreation/Exercise Equipment <sup>6</sup>	101	\$182.75	\$1,635,229
Photo Equipment and Supplies <sup>7</sup>	132	\$136.17	\$1,218,436
Reading <sup>8</sup>	120	\$185.44	\$1,659,309
Catered Affairs <sup>9</sup>	170	\$41.81	\$374,098
<b>Food</b>	135	\$10,378.81	\$92,869,627
<b>Food at Home</b>	132	\$5,916.65	\$52,942,157
Bakery and Cereal Products	129	\$769.87	\$6,888,767
Meat, Poultry, Fish, and Eggs	133	\$1,381.19	\$12,358,849
Dairy Products	130	\$645.15	\$5,772,814
Fruit and Vegetables	132	\$1,035.41	\$9,264,893
Snacks and Other Food at Home <sup>10</sup>	134	\$2,085.03	\$18,656,834
<b>Food Away from Home</b>	139	\$4,462.17	\$39,927,471
Alcoholic Beverages	151	\$859.27	\$7,688,775
Nonalcoholic Beverages at Home	135	\$588.99	\$5,270,290



# Retail Goods and Services Expenditures

Bent Tree Plaza  
2661 Midway Rd, Carrollton, TX 75006-2359  
Ring: 1 mile radius

Latitude: 32.98637  
Longitude: -96.84345

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	106	\$1,835.22	\$16,421,573
Vehicle Loans	134	\$6,594.51	\$59,007,662
<b>Health</b>			
Nonprescription Drugs	120	\$123.25	\$1,102,833
Prescription Drugs	105	\$522.64	\$4,676,590
Eyeglasses and Contact Lenses	116	\$89.28	\$798,912
<b>Home</b>			
Mortgage Payment and Basics <sup>11</sup>	108	\$10,123.03	\$90,580,892
Maintenance and Remodeling Services	100	\$1,992.73	\$17,830,972
Maintenance and Remodeling Materials <sup>12</sup>	98	\$362.76	\$3,246,006
Utilities, Fuel, and Public Services	125	\$5,676.56	\$50,793,853
<b>Household Furnishings and Equipment</b>			
Household Textiles <sup>13</sup>	127	\$168.87	\$1,511,009
Furniture	133	\$796.82	\$7,129,903
Floor Coverings	110	\$82.54	\$738,551
Major Appliances <sup>14</sup>	112	\$340.58	\$3,047,468
Housewares <sup>15</sup>	122	\$104.78	\$937,532
Small Appliances	126	\$41.13	\$367,992
Luggage	128	\$11.84	\$105,915
Telephones and Accessories	103	\$43.85	\$392,355
<b>Household Operations</b>			
Child Care	154	\$709.98	\$6,352,928
Lawn and Garden <sup>16</sup>	101	\$424.87	\$3,801,747
Moving/Storage/Freight Express	152	\$92.09	\$823,988
Housekeeping Supplies <sup>17</sup>	126	\$885.22	\$7,920,982
<b>Insurance</b>			
Owners and Renters Insurance	101	\$468.46	\$4,191,789
Vehicle Insurance	130	\$1,518.35	\$13,586,214
Life/Other Insurance	104	\$432.93	\$3,873,838
Health Insurance	111	\$2,146.50	\$19,206,885
Personal Care Products <sup>18</sup>	135	\$537.67	\$4,811,065
School Books and Supplies <sup>19</sup>	155	\$165.85	\$1,484,035
Smoking Products	143	\$609.05	\$5,449,792
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) <sup>20</sup>	133	\$5,841.62	\$52,270,858
Gasoline and Motor Oil	131	\$3,766.87	\$33,705,913
Vehicle Maintenance and Repairs	130	\$1,222.77	\$10,941,329
<b>Travel</b>			
Airline Fares	131	\$600.97	\$5,377,513
Lodging on Trips	116	\$506.99	\$4,536,573
Auto/Truck/Van Rental on Trips	132	\$48.76	\$436,281
Food and Drink on Trips	121	\$527.52	\$4,720,249

**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 Plaza**  
**2661 Midway Rd, Carrollton, TX 75006-2359**  
**Ring: 1 mile radius**

**Latitude: 32.98637**  
**Longitude: -96.84345**

- 
- <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 Plaza**  
**2661 Midway Rd, Carrollton, TX 75006-2359**  
**Ring: 3 miles radius**

**Latitude: 32.98637**  
**Longitude: -96.84345**

Top Tapestry Segments:		Demographic Summary		2010	2015
Enterprising Professionals	27.3%	Population		133,175	139,972
Young and Restless	23.0%	Households		64,934	68,057
Metro Renters	17.5%	Families		29,312	29,789
Milk and Cookies	6.1%	Median Age		35.0	34.8
In Style	5.3%	Median Household Income		\$70,298	\$77,407

	Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>	101	\$2,409.83	\$156,479,813
Men's	95	\$434.41	\$28,207,876
Women's	87	\$721.85	\$46,872,367
Children's	109	\$435.36	\$28,269,978
Footwear	71	\$297.75	\$19,333,959
Watches & Jewelry	139	\$270.67	\$17,575,735
Apparel Products and Services <sup>1</sup>	267	\$249.79	\$16,219,900
<b>Computer</b>			
Computers and Hardware for Home Use	144	\$276.09	\$17,927,464
Software and Accessories for Home Use	146	\$41.59	\$2,700,830
<b>Entertainment &amp; Recreation</b>	136	\$4,371.89	\$283,884,375
<b>Fees and Admissions</b>	135	\$837.75	\$54,398,327
Membership Fees for Clubs <sup>2</sup>	131	\$214.32	\$13,916,504
Fees for Participant Sports, excl. Trips	132	\$140.97	\$9,153,557
Admission to Movie/Theatre/Opera/Ballet	145	\$220.01	\$14,286,281
Admission to Sporting Events, excl. Trips	138	\$81.91	\$5,318,643
Fees for Recreational Lessons	131	\$179.28	\$11,641,402
Dating Services	164	\$1.26	\$81,940
<b>TV/Video/Audio</b>	139	\$1,723.71	\$111,927,594
Community Antenna or Cable TV	134	\$965.65	\$62,703,428
Televisions	144	\$278.30	\$18,070,891
VCRs, Video Cameras, and DVD Players	152	\$30.86	\$2,003,578
Video Cassettes and DVDs	154	\$81.13	\$5,267,850
Video and Computer Game Hardware and Software	155	\$86.73	\$5,631,619
Satellite Dishes	142	\$1.79	\$116,162
Rental of Video Cassettes and DVDs	154	\$63.58	\$4,128,751
Streaming/Downloaded Video	141	\$1.98	\$128,733
Audio <sup>3</sup>	138	\$203.40	\$13,207,447
Rental and Repair of TV/Radio/Audio	136	\$10.30	\$669,134
Pets	156	\$672.74	\$43,684,003
Toys and Games <sup>4</sup>	141	\$205.80	\$13,363,127
Recreational Vehicles and Fees <sup>5</sup>	111	\$357.71	\$23,227,594
Sports/Recreation/Exercise Equipment <sup>6</sup>	107	\$193.23	\$12,547,023
Photo Equipment and Supplies <sup>7</sup>	138	\$142.55	\$9,256,558
Reading <sup>8</sup>	126	\$195.44	\$12,690,800
Catered Affairs <sup>9</sup>	174	\$42.96	\$2,789,351
<b>Food</b>	139	\$10,660.80	\$692,248,681
<b>Food at Home</b>	136	\$6,082.78	\$394,979,035
Bakery and Cereal Products	133	\$794.45	\$51,586,753
Meat, Poultry, Fish, and Eggs	137	\$1,418.26	\$92,093,193
Dairy Products	134	\$664.41	\$43,143,121
Fruit and Vegetables	136	\$1,064.69	\$69,134,651
Snacks and Other Food at Home <sup>10</sup>	137	\$2,140.96	\$139,021,319
<b>Food Away from Home</b>	142	\$4,578.03	\$297,269,646
Alcoholic Beverages	152	\$865.19	\$56,180,378
Nonalcoholic Beverages at Home	138	\$603.53	\$39,189,938



# Retail Goods and Services Expenditures

**Bent Tree Plaza**  
**2661 Midway Rd, Carrollton, TX 75006-2359**  
**Ring: 3 miles radius**

**Latitude: 32.98637**  
**Longitude: -96.84345**

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	115	\$1,998.60	\$129,777,304
Vehicle Loans	139	\$6,840.70	\$444,194,050
<b>Health</b>			
Nonprescription Drugs	125	\$129.20	\$8,389,196
Prescription Drugs	112	\$560.68	\$36,407,212
Eyeglasses and Contact Lenses	125	\$96.04	\$6,236,257
<b>Home</b>			
Mortgage Payment and Basics <sup>11</sup>	122	\$11,446.80	\$743,286,213
Maintenance and Remodeling Services	116	\$2,300.53	\$149,382,544
Maintenance and Remodeling Materials <sup>12</sup>	110	\$409.90	\$26,616,347
Utilities, Fuel, and Public Services	131	\$5,936.35	\$385,470,817
<b>Household Furnishings and Equipment</b>			
Household Textiles <sup>13</sup>	134	\$178.04	\$11,560,813
Furniture	139	\$836.40	\$54,310,998
Floor Coverings	120	\$90.30	\$5,863,736
Major Appliances <sup>14</sup>	122	\$369.28	\$23,979,094
Housewares <sup>15</sup>	125	\$107.97	\$7,010,630
Small Appliances	130	\$42.73	\$2,774,745
Luggage	136	\$12.56	\$815,547
Telephones and Accessories	104	\$44.46	\$2,887,089
<b>Household Operations</b>			
Child Care	158	\$729.86	\$47,392,487
Lawn and Garden <sup>16</sup>	114	\$478.57	\$31,075,669
Moving/Storage/Freight Express	153	\$92.84	\$6,028,782
Housekeeping Supplies <sup>17</sup>	132	\$925.83	\$60,118,034
<b>Insurance</b>			
Owners and Renters Insurance	114	\$528.53	\$34,319,330
Vehicle Insurance	136	\$1,581.95	\$102,722,484
Life/Other Insurance	116	\$482.70	\$31,343,709
Health Insurance	118	\$2,288.36	\$148,592,350
Personal Care Products <sup>18</sup>	140	\$557.90	\$36,226,730
School Books and Supplies <sup>19</sup>	156	\$165.97	\$10,777,395
Smoking Products	141	\$600.76	\$39,009,869
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) <sup>20</sup>	139	\$6,087.78	\$395,303,781
Gasoline and Motor Oil	136	\$3,907.14	\$253,705,923
Vehicle Maintenance and Repairs	136	\$1,277.85	\$82,975,913
<b>Travel</b>			
Airline Fares	139	\$637.07	\$41,367,526
Lodging on Trips	127	\$552.01	\$35,844,503
Auto/Truck/Van Rental on Trips	142	\$52.28	\$3,394,914
Food and Drink on Trips	130	\$564.43	\$36,650,826

**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 Plaza**  
**2661 Midway Rd, Carrollton, TX 75006-2359**  
**Ring: 3 miles radius**

**Latitude: 32.98637**  
**Longitude: -96.84345**

<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 Plaza**  
**2661 Midway Rd, Carrollton, TX 75006-2359**  
**Ring: 5 miles radius**

**Latitude: 32.98637**  
**Longitude: -96.84345**

Top Tapestry Segments:		Demographic Summary		
			2010	2015
Young and Restless	18.3%	Population	361,805	384,486
Enterprising Professionals	16.6%	Households	153,812	162,608
Metro Renters	11.6%	Families	85,266	88,652
Boomburbs	8.7%	Median Age	35.3	34.9
In Style	6.8%	Median Household Income	\$74,674	\$83,917

	Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>	109	\$2,619.15	\$402,856,742
Men's	103	\$472.50	\$72,676,764
Women's	95	\$790.21	\$121,543,047
Children's	118	\$471.46	\$72,516,878
Footwear	77	\$321.28	\$49,416,485
Watches & Jewelry	154	\$299.53	\$46,071,606
Apparel Products and Services <sup>1</sup>	282	\$264.17	\$40,631,961
<b>Computer</b>			
Computers and Hardware for Home Use	157	\$300.98	\$46,293,728
Software and Accessories for Home Use	159	\$45.37	\$6,978,698
<b>Entertainment &amp; Recreation</b>	151	\$4,855.56	\$746,843,919
<b>Fees and Admissions</b>	154	\$951.41	\$146,337,665
Membership Fees for Clubs <sup>2</sup>	150	\$245.41	\$37,747,349
Fees for Participant Sports, excl. Trips	151	\$160.58	\$24,699,533
Admission to Movie/Theatre/Opera/Ballet	160	\$241.96	\$37,215,893
Admission to Sporting Events, excl. Trips	156	\$92.65	\$14,250,575
Fees for Recreational Lessons	154	\$209.52	\$32,227,410
Dating Services	166	\$1.28	\$196,905
<b>TV/Video/Audio</b>	150	\$1,868.70	\$287,429,086
Community Antenna or Cable TV	145	\$1,046.59	\$160,978,325
Televisions	158	\$306.41	\$47,129,502
VCRs, Video Cameras, and DVD Players	163	\$33.10	\$5,090,975
Video Cassettes and DVDs	163	\$85.76	\$13,190,793
Video and Computer Game Hardware and Software	166	\$92.89	\$14,287,484
Satellite Dishes	157	\$1.98	\$304,257
Rental of Video Cassettes and DVDs	164	\$67.75	\$10,420,870
Streaming/Downloaded Video	155	\$2.17	\$333,722
Audio <sup>3</sup>	150	\$220.66	\$33,940,120
Rental and Repair of TV/Radio/Audio	150	\$11.40	\$1,753,037
Pets	175	\$752.49	\$115,741,261
Toys and Games <sup>4</sup>	154	\$223.40	\$34,361,236
Recreational Vehicles and Fees <sup>5</sup>	130	\$421.41	\$64,817,603
Sports/Recreation/Exercise Equipment <sup>6</sup>	119	\$215.69	\$33,175,276
Photo Equipment and Supplies <sup>7</sup>	153	\$158.23	\$24,337,554
Reading <sup>8</sup>	142	\$219.39	\$33,744,129
Catered Affairs <sup>9</sup>	182	\$44.86	\$6,900,109
<b>Food</b>	151	\$11,596.37	\$1,783,661,154
<b>Food at Home</b>	148	\$6,626.85	\$1,019,288,308
Bakery and Cereal Products	146	\$868.40	\$133,570,920
Meat, Poultry, Fish, and Eggs	149	\$1,541.92	\$237,166,087
Dairy Products	146	\$725.65	\$111,613,292
Fruit and Vegetables	149	\$1,165.89	\$179,327,136
Snacks and Other Food at Home <sup>10</sup>	149	\$2,324.99	\$357,610,873
<b>Food Away from Home</b>	154	\$4,969.53	\$764,372,846
Alcoholic Beverages	162	\$923.80	\$142,091,577
Nonalcoholic Beverages at Home	149	\$653.89	\$100,575,481



# Retail Goods and Services Expenditures

**Bent Tree Plaza**  
**2661 Midway Rd, Carrollton, TX 75006-2359**  
**Ring: 5 miles radius**

**Latitude: 32.98637**  
**Longitude: -96.84345**

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	133	\$2,318.22	\$356,569,565
Vehicle Loans	151	\$7,431.39	\$1,143,036,942
<b>Health</b>			
Nonprescription Drugs	138	\$142.45	\$21,910,336
Prescription Drugs	126	\$629.38	\$96,805,467
Eyeglasses and Contact Lenses	141	\$108.32	\$16,660,709
<b>Home</b>			
Mortgage Payment and Basics <sup>11</sup>	144	\$13,480.84	\$2,073,515,140
Maintenance and Remodeling Services	139	\$2,754.35	\$423,652,324
Maintenance and Remodeling Materials <sup>12</sup>	130	\$484.39	\$74,505,390
Utilities, Fuel, and Public Services	144	\$6,507.14	\$1,000,876,213
<b>Household Furnishings and Equipment</b>			
Household Textiles <sup>13</sup>	149	\$198.35	\$30,509,185
Furniture	155	\$929.36	\$142,947,361
Floor Coverings	139	\$104.51	\$16,075,387
Major Appliances <sup>14</sup>	138	\$419.87	\$64,581,375
Housewares <sup>15</sup>	137	\$118.11	\$18,166,609
Small Appliances	144	\$47.15	\$7,252,674
Luggage	153	\$14.17	\$2,178,935
Telephones and Accessories	112	\$47.53	\$7,311,412
<b>Household Operations</b>			
Child Care	172	\$795.98	\$122,431,508
Lawn and Garden <sup>16</sup>	134	\$560.66	\$86,236,887
Moving/Storage/Freight Express	164	\$99.73	\$15,340,177
Housekeeping Supplies <sup>17</sup>	145	\$1,019.00	\$156,734,807
<b>Insurance</b>			
Owners and Renters Insurance	133	\$614.35	\$94,494,097
Vehicle Insurance	149	\$1,731.09	\$266,262,735
Life/Other Insurance	134	\$558.77	\$85,946,290
Health Insurance	133	\$2,566.25	\$394,720,800
Personal Care Products <sup>18</sup>	153	\$609.28	\$93,713,932
School Books and Supplies <sup>19</sup>	163	\$174.20	\$26,793,934
Smoking Products	146	\$622.62	\$95,765,737
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) <sup>20</sup>	152	\$6,668.80	\$1,025,741,549
Gasoline and Motor Oil	148	\$4,239.70	\$652,116,793
Vehicle Maintenance and Repairs	149	\$1,404.25	\$215,990,014
<b>Travel</b>			
Airline Fares	157	\$718.50	\$110,514,396
Lodging on Trips	146	\$634.71	\$97,625,558
Auto/Truck/Van Rental on Trips	160	\$59.13	\$9,094,540
Food and Drink on Trips	147	\$639.51	\$98,364,054

**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 Plaza**  
**2661 Midway Rd, Carrollton, TX 75006-2359**  
**Ring: 5 miles radius**

**Latitude: 32.98637**  
**Longitude: -96.84345**

<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.