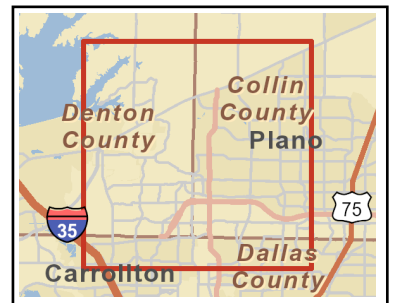
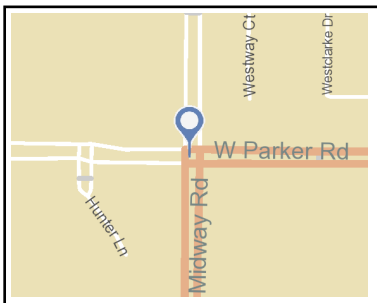
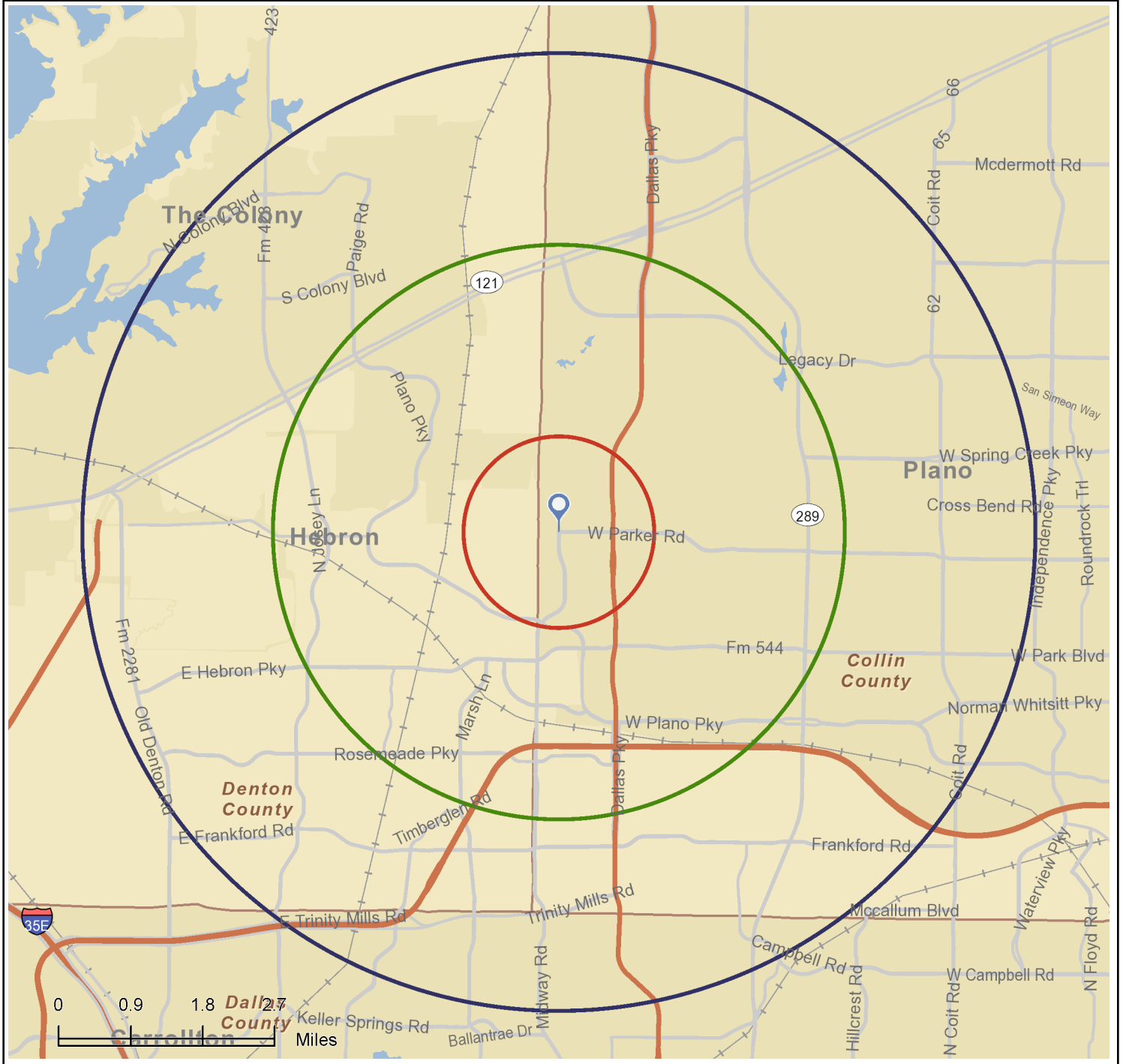





Midway Hills Village
Midway Rd & W Parker Rd, Plano, TX 75093
Ring: 1, 3, 5 Miles

Latitude: 33.04519
Longitude: -96.83947



Midway Hills Village
 Midway Rd & W Parker Rd, Plano, TX 75093
 Ring: 1, 3, 5 Miles

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	1 mile radius	3 miles radius	5 miles radius
 2000 Total Population	9,936	62,000	227,893
2000 Group Quarters	12	198	781
2010 Total Population	19,142	90,124	298,190
2015 Total Population	23,241	102,837	334,632
2010 - 2015 Annual Rate	3.96%	2.67%	2.33%
 2000 Households	3,847	27,346	94,291
2000 Average Household Size	2.58	2.26	2.41
2010 Households	7,407	39,328	122,040
2010 Average Household Size	2.58	2.29	2.44
2015 Households	8,974	44,680	136,304
2015 Average Household Size	2.59	2.3	2.45
2010 - 2015 Annual Rate	3.91%	2.58%	2.24%
2000 Families	2,975	15,805	58,823
2000 Average Family Size	2.97	3	3.09
2010 Families	5,556	22,177	72,501
2010 Average Family Size	3.03	3.08	3.21
2015 Families	6,637	24,849	79,650
2015 Average Family Size	3.06	3.12	3.26
2010 - 2015 Annual Rate	3.62%	2.3%	1.9%
 2000 Housing Units	4,184	29,644	100,446
Owner Occupied Housing Units	62.9%	43.3%	50.8%
Renter Occupied Housing Units	29.6%	48.9%	43.1%
Vacant Housing Units	7.5%	7.7%	6.2%
2010 Housing Units	8,270	43,231	131,921
Owner Occupied Housing Units	48.4%	39.6%	46.3%
Renter Occupied Housing Units	41.1%	51.4%	46.2%
Vacant Housing Units	10.4%	9.0%	7.5%
2015 Housing Units	10,080	49,909	149,136
Owner Occupied Housing Units	46.8%	38.4%	45.4%
Renter Occupied Housing Units	42.3%	51.1%	46.0%
Vacant Housing Units	11.0%	10.5%	8.6%
Median Household Income			
2000	\$123,593	\$67,488	\$66,940
2010	\$159,431	\$100,096	\$92,405
2015	\$168,385	\$119,119	\$109,436
Median Home Value			
2000	\$326,076	\$238,792	\$161,024
2010	\$400,451	\$313,338	\$225,608
2015	\$450,866	\$369,632	\$262,547
Per Capita Income			
2000	\$57,936	\$46,807	\$38,776
2010	\$77,716	\$61,567	\$51,203
2015	\$83,457	\$67,578	\$56,435
Median Age			
2000	34.5	32.4	33.0
2010	35.9	34.7	35.2
2015	34.7	34.3	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.



Midway Hills Village
 Midway Rd & W Parker Rd, Plano, TX 75093
 Ring: 1, 3, 5 Miles

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	1 mile radius	3 miles radius	5 miles radius
2000 Households by Income			
 Household Income Base	3,740	27,356	94,198
< \$15,000	1.7%	4.8%	5.1%
\$15,000 - \$24,999	2.9%	6.3%	5.8%
\$25,000 - \$34,999	3.2%	9.3%	9.5%
\$35,000 - \$49,999	7.9%	15.0%	14.9%
\$50,000 - \$74,999	12.5%	19.4%	20.4%
\$75,000 - \$99,999	10.0%	11.9%	13.7%
\$100,000 - \$149,999	21.9%	14.0%	16.2%
\$150,000 - \$199,999	13.7%	7.1%	6.4%
\$200,000+	26.1%	12.2%	8.1%
Average Household Income	\$159,968	\$106,787	\$93,133
2010 Households by Income			
Household Income Base	7,411	39,328	122,039
< \$15,000	0.8%	3.1%	3.4%
\$15,000 - \$24,999	1.4%	3.0%	3.0%
\$25,000 - \$34,999	1.8%	4.3%	4.5%
\$35,000 - \$49,999	4.6%	10.9%	11.1%
\$50,000 - \$74,999	7.0%	16.7%	17.7%
\$75,000 - \$99,999	6.9%	11.9%	13.6%
\$100,000 - \$149,999	22.5%	21.2%	24.1%
\$150,000 - \$199,999	19.6%	10.5%	9.2%
\$200,000+	35.3%	18.4%	13.3%
Average Household Income	\$209,479	\$142,775	\$124,522
2015 Households by Income			
Household Income Base	8,973	44,679	136,301
< \$15,000	0.5%	2.2%	2.4%
\$15,000 - \$24,999	0.9%	2.2%	2.3%
\$25,000 - \$34,999	1.1%	2.9%	3.1%
\$35,000 - \$49,999	2.5%	6.9%	7.1%
\$50,000 - \$74,999	7.2%	20.1%	21.0%
\$75,000 - \$99,999	3.6%	7.4%	8.8%
\$100,000 - \$149,999	23.4%	23.9%	27.3%
\$150,000 - \$199,999	23.4%	14.2%	13.2%
\$200,000+	37.4%	20.3%	14.7%
Average Household Income	\$225,393	\$157,554	\$137,898
2000 Owner Occupied HUs by Value			
Total	2,744	12,997	51,201
<\$50,000	0.2%	0.5%	0.9%
\$50,000 - 99,999	1.2%	4.6%	14.4%
\$100,000 - 149,999	0.7%	23.6%	29.5%
\$150,000 - 199,999	3.9%	14.6%	19.8%
\$200,000 - \$299,999	36.2%	18.8%	17.6%
\$300,000 - 499,999	43.4%	23.7%	12.1%
\$500,000 - 999,999	12.9%	12.3%	4.8%
\$1,000,000+	1.4%	1.9%	0.9%
Average Home Value	\$375,485	\$307,149	\$217,526
2000 Specified Renter Occupied HUs by Contract Rent			
Total	1,087	14,398	43,172
With Cash Rent	99.6%	99.7%	99.0%
No Cash Rent	0.4%	0.3%	1.0%
Median Rent	\$842	\$736	\$720
Average Rent	\$880	\$786	\$772


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.



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 Ring: 1, 3, 5 Miles



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	1 mile radius	3 miles radius	5 miles radius
2000 Population by Age			
 Total	9,937	62,002	227,891
Age 0 - 4	9.7%	7.6%	7.4%
Age 5 - 9	9.8%	7.6%	7.5%
Age 10 - 14	7.7%	6.7%	7.0%
Age 15 - 19	5.1%	5.1%	5.8%
Age 20 - 24	3.3%	6.6%	6.2%
Age 25 - 34	15.4%	21.9%	20.0%
Age 35 - 44	23.7%	21.4%	20.5%
Age 45 - 54	16.2%	14.2%	14.9%
Age 55 - 64	6.8%	5.6%	6.4%
Age 65 - 74	1.8%	2.0%	2.5%
Age 75 - 84	0.5%	1.0%	1.3%
Age 85+	0.1%	0.3%	0.4%
Age 18+	69.1%	74.7%	74.1%
2010 Population by Age			
Total	19,143	90,123	298,190
Age 0 - 4	9.2%	7.4%	7.2%
Age 5 - 9	9.4%	7.3%	7.0%
Age 10 - 14	8.7%	7.0%	6.9%
Age 15 - 19	6.5%	6.1%	6.2%
Age 20 - 24	4.0%	6.5%	6.5%
Age 25 - 34	10.8%	16.1%	15.9%
Age 35 - 44	19.1%	17.9%	17.2%
Age 45 - 54	18.2%	17.3%	16.9%
Age 55 - 64	9.5%	9.4%	10.3%
Age 65 - 74	3.5%	3.3%	3.9%
Age 75 - 84	0.9%	1.2%	1.5%
Age 85+	0.2%	0.4%	0.6%
Age 18+	68.4%	74.5%	75.1%
2015 Population by Age			
Total	23,242	102,836	334,629
Age 0 - 4	8.9%	7.3%	7.1%
Age 5 - 9	9.3%	7.2%	7.0%
Age 10 - 14	8.6%	7.0%	6.9%
Age 15 - 19	6.8%	5.9%	5.9%
Age 20 - 24	4.3%	6.7%	6.5%
Age 25 - 34	12.6%	17.1%	16.9%
Age 35 - 44	15.5%	15.4%	15.2%
Age 45 - 54	17.6%	16.2%	15.7%
Age 55 - 64	10.1%	10.5%	11.0%
Age 65 - 74	4.8%	4.8%	5.5%
Age 75 - 84	1.2%	1.4%	1.8%
Age 85+	0.3%	0.5%	0.6%
Age 18+	68.7%	74.8%	75.4%
2000 Population by Sex			
Males	50.1%	49.3%	49.3%
Females	49.9%	50.7%	50.7%
2010 Population by Sex			
Males	50.3%	49.5%	49.3%
Females	49.7%	50.5%	50.7%
2015 Population by Sex			
Males	50.4%	49.6%	49.3%
Females	49.6%	50.4%	50.7%

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
2000 Population by Race/Ethnicity			
 Total	9,936	61,999	227,893
White Alone	85.2%	82.0%	78.8%
Black Alone	4.0%	5.8%	6.2%
American Indian Alone	0.3%	0.4%	0.4%
Asian or Pacific Islander Alone	7.5%	7.5%	9.4%
Some Other Race Alone	1.4%	2.2%	3.1%
Two or More Races	1.7%	2.0%	2.2%
Hispanic Origin	4.5%	6.5%	8.6%
Diversity Index	33.0	40.1	46.6
2010 Population by Race/Ethnicity			
Total	19,142	90,124	298,189
White Alone	78.1%	71.7%	67.6%
Black Alone	6.3%	9.3%	9.6%
American Indian Alone	0.3%	0.4%	0.5%
Asian or Pacific Islander Alone	11.1%	12.2%	14.8%
Some Other Race Alone	2.2%	3.6%	4.6%
Two or More Races	2.1%	2.8%	3.0%
Hispanic Origin	7.6%	10.4%	12.9%
Diversity Index	46.2	56.2	62.2
2015 Population by Race/Ethnicity			
Total	23,241	102,839	334,633
White Alone	76.9%	70.0%	65.7%
Black Alone	6.6%	9.9%	10.1%
American Indian Alone	0.2%	0.4%	0.5%
Asian or Pacific Islander Alone	11.8%	13.2%	15.9%
Some Other Race Alone	2.3%	3.7%	4.7%
Two or More Races	2.1%	2.9%	3.1%
Hispanic Origin	8.6%	11.4%	14.2%
Diversity Index	48.7	58.7	64.7
2000 Population 3+ by School Enrollment			
 Total	9,236	59,360	217,884
Enrolled in Nursery/Preschool	4.0%	3.2%	2.7%
Enrolled in Kindergarten	1.7%	1.4%	1.6%
Enrolled in Grade 1-8	15.3%	11.8%	12.2%
Enrolled in Grade 9-12	5.2%	4.5%	5.0%
Enrolled in College	2.8%	4.5%	4.7%
Enrolled in Grad/Prof School	1.1%	2.0%	1.8%
Not Enrolled in School	69.9%	72.6%	72.1%
2010 Population 25+ by Educational Attainment			
Total	11,926	59,156	197,535
Less than 9th Grade	0.4%	1.2%	1.6%
9th - 12th Grade, No Diploma	1.3%	1.9%	2.7%
High School Graduate	6.2%	10.0%	13.1%
Some College, No Degree	18.5%	20.6%	22.5%
Associate Degree	6.7%	7.1%	7.3%
Bachelor's Degree	43.5%	40.1%	36.0%
Graduate/Professional Degree	23.4%	19.2%	16.9%

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.

Midway Hills Village
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 Ring: 1, 3, 5 Miles


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	1 mile radius	3 miles radius	5 miles radius
2010 Population 15+ by Marital Status			
 Total	13,936	70,531	235,350
Never Married	21.2%	30.7%	30.4%
Married	69.5%	55.5%	55.8%
Widowed	1.3%	1.9%	2.4%
Divorced	8.0%	11.9%	11.5%
2000 Population 16+ by Employment Status			
 Total	7,015	47,984	175,104
In Labor Force	74.9%	79.0%	79.0%
Civilian Employed	73.3%	76.9%	76.7%
Civilian Unemployed	1.6%	2.1%	2.3%
In Armed Forces	0.0%	0.0%	0.0%
Not in Labor Force	25.1%	21.0%	21.0%
2010 Civilian Population 16+ in Labor Force			
Civilian Employed	94.0%	92.7%	92.5%
Civilian Unemployed	6.0%	7.3%	7.5%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	95.1%	94.0%	93.9%
Civilian Unemployed	4.9%	6.0%	6.1%
2000 Females 16+ by Employment Status and Age of Children			
Total	3,491	24,519	89,698
Own Children < 6 Only	14.2%	10.9%	10.2%
Employed/in Armed Forces	8.5%	6.3%	5.9%
Unemployed	0.2%	0.2%	0.2%
Not in Labor Force	5.4%	4.4%	4.2%
Own Children < 6 and 6-17 Only	7.2%	5.7%	6.5%
Employed/in Armed Forces	2.9%	2.9%	3.7%
Unemployed	0.1%	0.1%	0.1%
Not in Labor Force	4.2%	2.7%	2.7%
Own Children 6-17 Only	24.3%	18.7%	19.6%
Employed/in Armed Forces	11.7%	11.2%	13.5%
Unemployed	0.8%	0.4%	0.4%
Not in Labor Force	11.8%	7.1%	5.7%
No Own Children < 18	54.3%	64.8%	63.7%
Employed/in Armed Forces	34.7%	47.1%	45.1%
Unemployed	0.5%	1.3%	1.7%
Not in Labor Force	19.0%	16.3%	16.9%
2010 Employed Population 16+ by Industry			
 Total	8,357	42,763	143,134
Agriculture/Mining	1.4%	1.1%	0.8%
Construction	4.2%	4.0%	4.0%
Manufacturing	8.2%	7.9%	8.3%
Wholesale Trade	4.1%	4.4%	4.6%
Retail Trade	11.6%	12.9%	13.5%
Transportation/Utilities	4.0%	3.5%	3.6%
Information	5.3%	5.5%	5.4%
Finance/Insurance/Real Estate	14.0%	12.8%	12.5%
Services	44.9%	45.8%	45.3%
Public Administration	2.3%	2.0%	1.9%

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

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 Ring: 1, 3, 5 Miles



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	1 mile radius	3 miles radius	5 miles radius
2010 Employed Population 16+ by Occupation			
Total	8,356	42,763	143,133
White Collar	82.7%	83.6%	81.9%
Management/Business/Financial	31.5%	30.0%	26.3%
Professional	24.6%	26.4%	26.5%
Sales	16.1%	14.6%	15.8%
Administrative Support	10.5%	12.6%	13.3%
Services	9.6%	8.7%	9.2%
Blue Collar	7.6%	7.7%	8.9%
Farming/Forestry/Fishing	0.1%	0.1%	0.0%
Construction/Extraction	2.0%	1.6%	2.0%
Installation/Maintenance/Repair	1.6%	1.8%	2.0%
Production	2.2%	2.3%	2.8%
Transportation/Material Moving	1.8%	1.9%	2.1%
2000 Workers 16+ by Means of Transportation to Work			
 Total	5,091	36,445	132,531
Drove Alone - Car, Truck, or Van	85.7%	86.2%	85.1%
Carpooled - Car, Truck, or Van	5.3%	6.8%	8.1%
Public Transportation	0.8%	0.9%	1.0%
Walked	0.7%	0.7%	0.7%
Other Means	0.6%	0.8%	0.7%
Worked at Home	6.8%	4.6%	4.4%
2000 Workers 16+ by Travel Time to Work			
Total	5,090	36,444	132,533
Did Not Work at Home	93.2%	95.4%	95.6%
Less than 5 minutes	1.7%	1.3%	1.3%
5 to 9 minutes	5.0%	5.2%	5.9%
10 to 19 minutes	22.9%	24.9%	24.4%
20 to 24 minutes	16.5%	15.4%	14.8%
25 to 34 minutes	26.0%	24.8%	24.7%
35 to 44 minutes	8.6%	8.8%	8.9%
45 to 59 minutes	9.1%	10.5%	10.4%
60 to 89 minutes	2.7%	3.0%	3.7%
90 or more minutes	0.6%	1.3%	1.4%
Worked at Home	6.8%	4.6%	4.4%
Average Travel Time to Work (in min)	25.8	27.2	27.4
2000 Households by Vehicles Available			
Total	3,829	27,391	94,378
None	0.4%	2.2%	2.6%
1	22.4%	40.3%	37.0%
2	57.9%	44.2%	46.2%
3	15.4%	11.0%	11.3%
4	3.4%	1.9%	2.3%
5+	0.5%	0.4%	0.5%
Average Number of Vehicles Available	2.0	1.7	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
2000 Households by Type			
 Total	3,846	27,346	94,291
Family Households	77.4%	57.8%	62.4%
Married-couple Family	70.2%	48.7%	52.1%
With Related Children	40.9%	26.6%	28.4%
Other Family (No Spouse)	7.2%	9.1%	10.3%
With Related Children	5.4%	6.6%	7.1%
Nonfamily Households	22.6%	42.2%	37.6%
Householder Living Alone	17.9%	34.1%	30.6%
Householder Not Living Alone	4.7%	8.1%	7.1%
Households with Related Children	46.3%	33.2%	35.5%
Households with Persons 65+	4.6%	5.3%	7.1%
2000 Households by Size			
Total	3,847	27,346	94,291
1 Person Household	17.9%	34.1%	30.6%
2 Person Household	34.2%	32.1%	31.5%
3 Person Household	17.7%	14.3%	15.9%
4 Person Household	21.2%	13.6%	14.6%
5 Person Household	7.4%	4.7%	5.5%
6 Person Household	1.3%	1.0%	1.4%
7+ Person Household	0.2%	0.3%	0.6%
2000 Households by Year Householder Moved In			
Total	3,830	27,390	94,377
Moved in 1999 to March 2000	31.1%	42.3%	35.0%
Moved in 1995 to 1998	54.6%	38.4%	37.1%
Moved in 1990 to 1994	13.1%	12.7%	15.6%
Moved in 1980 to 1989	0.9%	6.4%	10.0%
Moved in 1970 to 1979	0.2%	0.2%	2.2%
Moved in 1969 or Earlier	0.1%	0.0%	0.1%
Median Year Householder Moved In	1998	1998	1997
2000 Housing Units by Units in Structure			
 Total	4,139	29,695	100,652
1, Detached	68.6%	46.2%	54.0%
1, Attached	0.1%	0.7%	1.9%
2	0.1%	0.3%	0.4%
3 or 4	2.3%	3.6%	3.7%
5 to 9	9.6%	13.6%	11.5%
10 to 19	10.4%	14.1%	11.0%
20+	8.3%	21.4%	17.2%
Mobile Home	0.5%	0.2%	0.2%
Other	0.0%	0.1%	0.0%
2000 Housing Units by Year Structure Built			
Total	4,163	29,699	100,603
1999 to March 2000	10.9%	8.1%	6.9%
1995 to 1998	60.2%	34.8%	23.1%
1990 to 1994	25.2%	20.5%	17.0%
1980 to 1989	2.3%	33.2%	38.9%
1970 to 1979	0.7%	2.7%	12.8%
1969 or Earlier	0.6%	0.7%	1.3%
Median Year Structure Built	1996	1993	1989

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

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 Midway Rd & W Parker Rd, Plano, TX 75093
 Ring: 1, 3, 5 Miles

Latitude: 33.04519
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	1 mile radius	3 miles radius	5 miles radius
Top 3 Tapestry Segments			
1.	Boomburbs	Enterprising Professio	Enterprising Professio
2.	Enterprising Professio	Boomburbs	Boomburbs
3.	Laptops and Lattes	Young and Restless	Young and Restless

 **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 \$	\$37,761,531	\$140,146,764	\$377,371,756
Average Spent	\$5,098.09	\$3,563.54	\$3,092.20
Spending Potential Index	213	149	129
Computers & Accessories: Total \$	\$5,086,541	\$18,617,445	\$50,108,495
Average Spent	\$686.72	\$473.39	\$410.59
Spending Potential Index	312	215	187
Education: Total \$	\$28,627,386	\$102,931,727	\$278,728,905
Average Spent	\$3,864.91	\$2,617.26	\$2,283.91
Spending Potential Index	317	215	187
Entertainment/Recreation: Total \$	\$73,965,852	\$263,529,649	\$713,126,646
Average Spent	\$9,985.94	\$6,700.81	\$5,843.38
Spending Potential Index	310	208	181
Food at Home: Total \$	\$91,151,600	\$347,678,116	\$942,859,741
Average Spent	\$12,306.14	\$8,840.47	\$7,725.83
Spending Potential Index	275	198	173
Food Away from Home: Total \$	\$70,328,152	\$264,551,676	\$714,885,749
Average Spent	\$9,494.82	\$6,726.80	\$5,857.80
Spending Potential Index	295	209	182
Health Care: Total \$	\$71,311,455	\$262,660,493	\$720,091,227
Average Spent	\$9,627.58	\$6,678.71	\$5,900.45
Spending Potential Index	258	179	158
HH Furnishings & Equipment: Total \$	\$42,177,310	\$148,344,516	\$400,794,298
Average Spent	\$5,694.25	\$3,771.98	\$3,284.12
Spending Potential Index	277	183	159
Investments: Total \$	\$35,683,274	\$124,347,714	\$339,529,725
Average Spent	\$4,817.51	\$3,161.81	\$2,782.12
Spending Potential Index	277	182	160
Retail Goods: Total \$	\$518,131,567	\$1,888,508,890	\$5,116,224,900
Average Spent	\$69,951.61	\$48,019.45	\$41,922.52
Spending Potential Index	281	193	169
Shelter: Total \$	\$366,711,062	\$1,327,532,580	\$3,585,137,007
Average Spent	\$49,508.72	\$33,755.41	\$29,376.74
Spending Potential Index	314	214	186
TV/Video/Audio: Total \$	\$26,246,222	\$99,288,885	\$268,305,310
Average Spent	\$3,543.43	\$2,524.64	\$2,198.50
Spending Potential Index	285	203	177
Travel: Total \$	\$44,966,140	\$154,064,692	\$418,573,190
Average Spent	\$6,070.76	\$3,917.43	\$3,429.80
Spending Potential Index	321	207	181
Vehicle Maintenance & Repairs: Total \$	\$20,123,140	\$74,825,481	\$203,108,762
Average Spent	\$2,716.77	\$1,902.60	\$1,664.28
Spending Potential Index	288	202	177

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

Midway Hills Village
 Midway Rd & W Parker Rd, Plano, TX 75093
 Ring: 1 mile radius

Latitude: 33.04519
 Longitude: -96.83947

Summary	2000	2010	2015
Population	9,936	19,142	23,241
Households	3,847	7,407	8,974
Families	2,975	5,556	6,637
Average Household Size	2.58	2.58	2.59
Owner Occupied Housing Units	2,617	4,005	4,714
Renter Occupied Housing Units	1,230	3,402	4,260
Median Age	34.5	35.9	34.7

Trends: 2010 - 2015 Annual Rate	Area	State	National
Population	3.96%	1.65%	0.76%
Households	3.91%	1.63%	0.78%
Families	3.62%	1.48%	0.64%
Owner HHs	3.31%	1.72%	0.82%
Median Household Income	1.10%	2.54%	2.36%

Households by Income	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	65	1.7%	60	0.8%	44	0.5%
\$15,000 - \$24,999	109	2.9%	107	1.4%	84	0.9%
\$25,000 - \$34,999	120	3.2%	135	1.8%	95	1.1%
\$35,000 - \$49,999	296	7.9%	344	4.6%	225	2.5%
\$50,000 - \$74,999	466	12.5%	519	7.0%	648	7.2%
\$75,000 - \$99,999	374	10.0%	508	6.9%	324	3.6%
\$100,000 - \$149,999	819	21.9%	1,670	22.5%	2,099	23.4%
\$150,000 - \$199,999	514	13.7%	1,449	19.6%	2,099	23.4%
\$200,000+	977	26.1%	2,619	35.3%	3,355	37.4%

Median Household Income	\$123,593	\$159,431	\$168,385
Average Household Income	\$159,968	\$209,479	\$225,393
Per Capita Income	\$57,934	\$77,716	\$83,457

Population by Age	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	963	9.7%	1,753	9.2%	2,074	8.9%
5 - 9	971	9.8%	1,793	9.4%	2,160	9.3%
10 - 14	765	7.7%	1,658	8.7%	1,989	8.6%
15 - 19	503	5.1%	1,243	6.5%	1,590	6.8%
20 - 24	332	3.3%	768	4.0%	994	4.3%
25 - 34	1,531	15.4%	2,069	10.8%	2,922	12.6%
35 - 44	2,358	23.7%	3,661	19.1%	3,611	15.5%
45 - 54	1,610	16.2%	3,487	18.2%	4,091	17.6%
55 - 64	672	6.8%	1,822	9.5%	2,348	10.1%
65 - 74	176	1.8%	670	3.5%	1,123	4.8%
75 - 84	46	0.5%	177	0.9%	275	1.2%
85+	10	0.1%	42	0.2%	66	0.3%

Race and Ethnicity	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
White Alone	8,462	85.2%	14,949	78.1%	17,867	76.9%
Black Alone	399	4.0%	1,197	6.3%	1,541	6.6%
American Indian Alone	26	0.3%	51	0.3%	57	0.2%
Asian Alone	743	7.5%	2,117	11.1%	2,749	11.8%
Pacific Islander Alone	2	0.0%	3	0.0%	3	0.0%
Some Other Race Alone	138	1.4%	422	2.2%	525	2.3%
Two or More Races	166	1.7%	403	2.1%	499	2.1%
Hispanic Origin (Any Race)	443	4.5%	1,458	7.6%	2,006	8.6%

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.

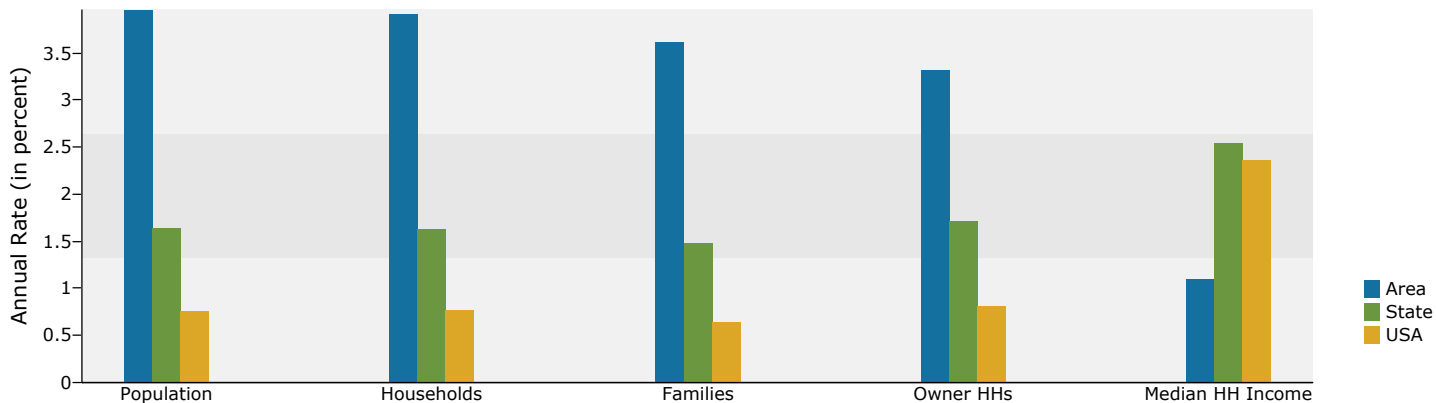
April 26, 2011

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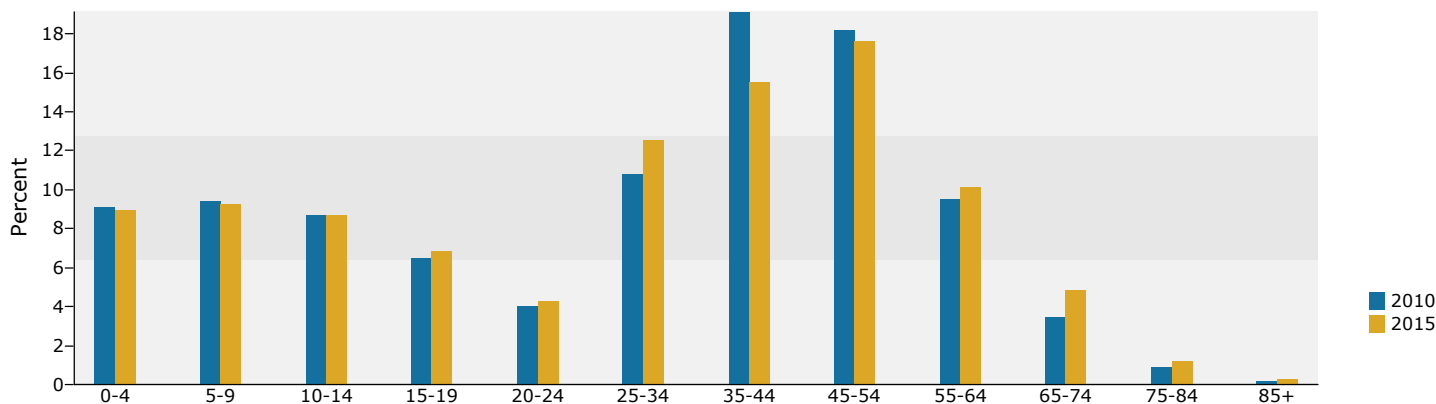
Midway Hills Village
 Midway Rd & W Parker Rd, Plano, TX 75093
 Ring: 1 mile radius

Latitude: 33.04519
 Longitude: -96.83947

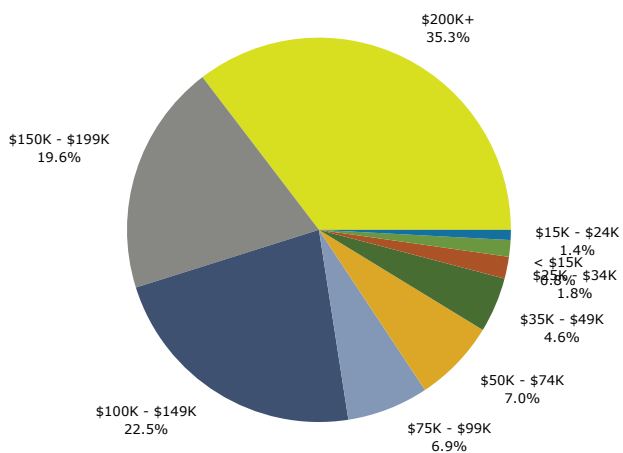
Trends 2010-2015



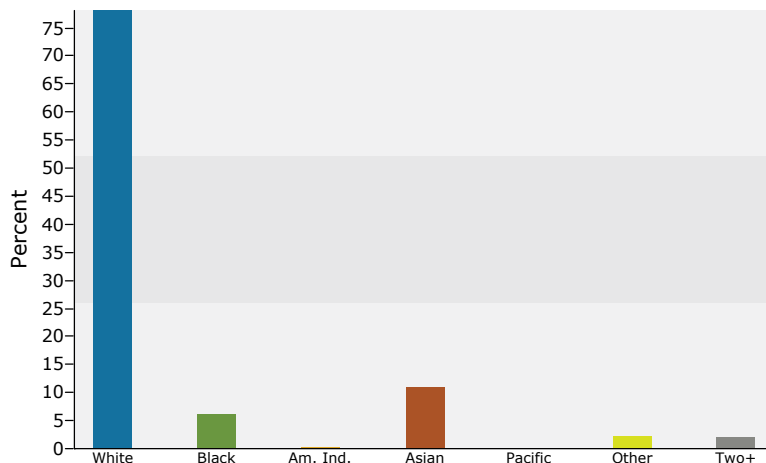
Population by Age



2010 Household Income



2010 Population by Race



2010 Percent Hispanic Origin: 7.6%

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



Demographic and Income Profile

Midway Hills Village
 Midway Rd & W Parker Rd, Plano, TX 75093
 Ring: 3 miles radius

Latitude: 33.04519
 Longitude: -96.83947

Summary	2000	2010	2015
Population	62,000	90,124	102,837
Households	27,346	39,328	44,680
Families	15,805	22,177	24,849
Average Household Size	2.26	2.29	2.30
Owner Occupied Housing Units	12,845	17,104	19,153
Renter Occupied Housing Units	14,501	22,224	25,526
Median Age	32.4	34.7	34.3

Trends: 2010 - 2015 Annual Rate	Area	State	National
Population	2.67%	1.65%	0.76%
Households	2.59%	1.63%	0.78%
Families	2.30%	1.48%	0.64%
Owner HHs	2.29%	1.72%	0.82%
Median Household Income	3.54%	2.54%	2.36%

Households by Income	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	1,314	4.8%	1,226	3.1%	990	2.2%
\$15,000 - \$24,999	1,710	6.3%	1,172	3.0%	983	2.2%
\$25,000 - \$34,999	2,541	9.3%	1,694	4.3%	1,306	2.9%
\$35,000 - \$49,999	4,103	15.0%	4,291	10.9%	3,062	6.9%
\$50,000 - \$74,999	5,307	19.4%	6,569	16.7%	8,959	20.1%
\$75,000 - \$99,999	3,255	11.9%	4,690	11.9%	3,313	7.4%
\$100,000 - \$149,999	3,842	14.0%	8,318	21.2%	10,661	23.9%
\$150,000 - \$199,999	1,948	7.1%	4,114	10.5%	6,326	14.2%
\$200,000+	3,336	12.2%	7,254	18.4%	9,079	20.3%

Median Household Income	\$67,488	\$100,096	\$119,119
Average Household Income	\$106,787	\$142,775	\$157,554
Per Capita Income	\$46,807	\$61,567	\$67,578

Population by Age	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	4,711	7.6%	6,703	7.4%	7,506	7.3%
5 - 9	4,730	7.6%	6,559	7.3%	7,455	7.2%
10 - 14	4,131	6.7%	6,332	7.0%	7,161	7.0%
15 - 19	3,156	5.1%	5,472	6.1%	6,108	5.9%
20 - 24	4,075	6.6%	5,903	6.6%	6,848	6.7%
25 - 34	13,601	21.9%	14,481	16.1%	17,580	17.1%
35 - 44	13,252	21.4%	16,125	17.9%	15,846	15.4%
45 - 54	8,808	14.2%	15,566	17.3%	16,659	16.2%
55 - 64	3,451	5.6%	8,474	9.4%	10,758	10.5%
65 - 74	1,240	2.0%	3,008	3.3%	4,958	4.8%
75 - 84	646	1.0%	1,113	1.2%	1,486	1.4%
85+	201	0.3%	388	0.4%	471	0.5%

Race and Ethnicity	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
White Alone	50,840	82.0%	64,651	71.7%	72,027	70.0%
Black Alone	3,616	5.8%	8,357	9.3%	10,146	9.9%
American Indian Alone	232	0.4%	388	0.4%	413	0.4%
Asian Alone	4,635	7.5%	10,876	12.1%	13,431	13.1%
Pacific Islander Alone	45	0.1%	95	0.1%	102	0.1%
Some Other Race Alone	1,380	2.2%	3,228	3.6%	3,757	3.7%
Two or More Races	1,251	2.0%	2,529	2.8%	2,963	2.9%
Hispanic Origin (Any Race)	4,029	6.5%	9,369	10.4%	11,750	11.4%

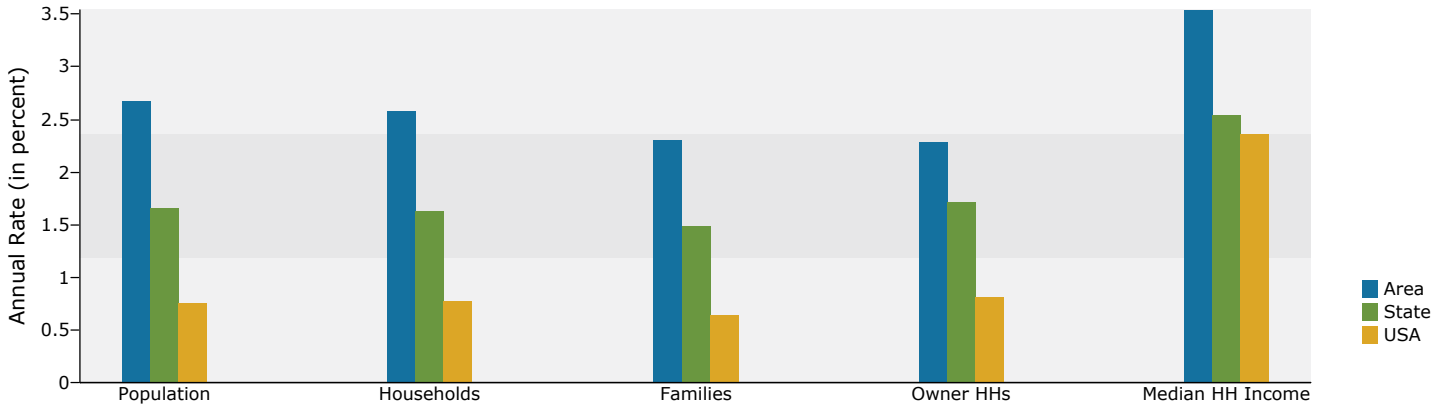
Data Note: Income is expressed in current dollars

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

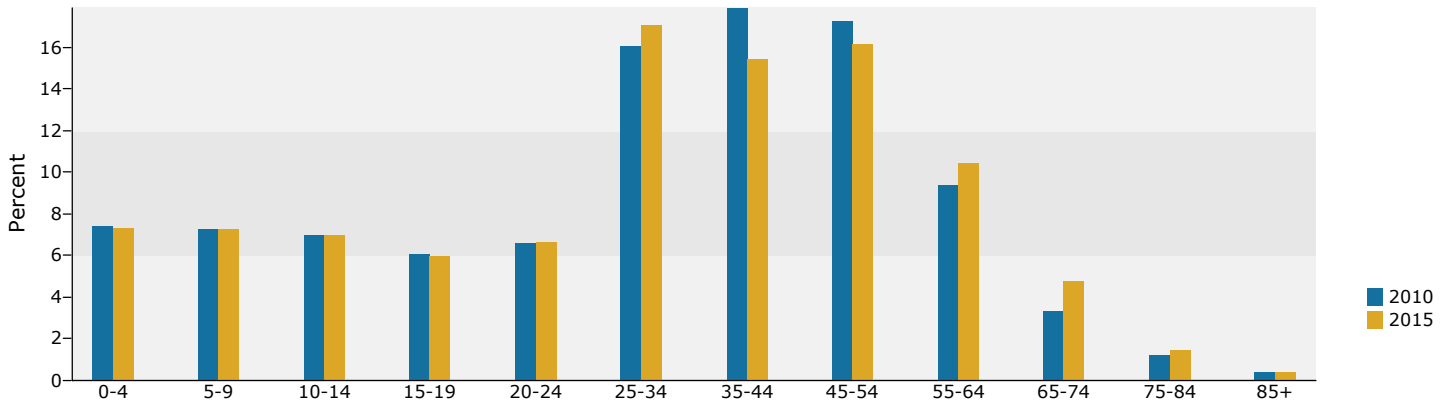
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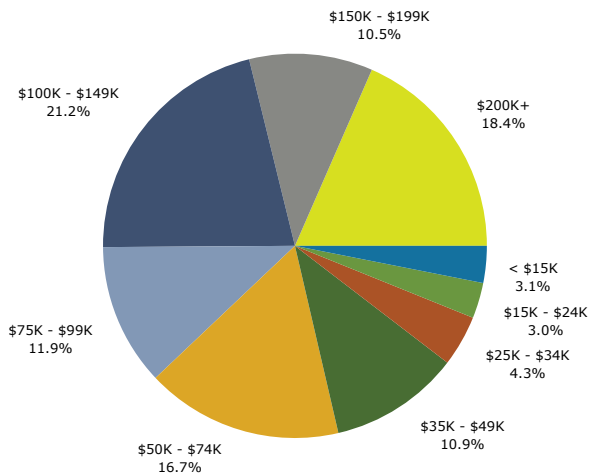
Trends 2010-2015



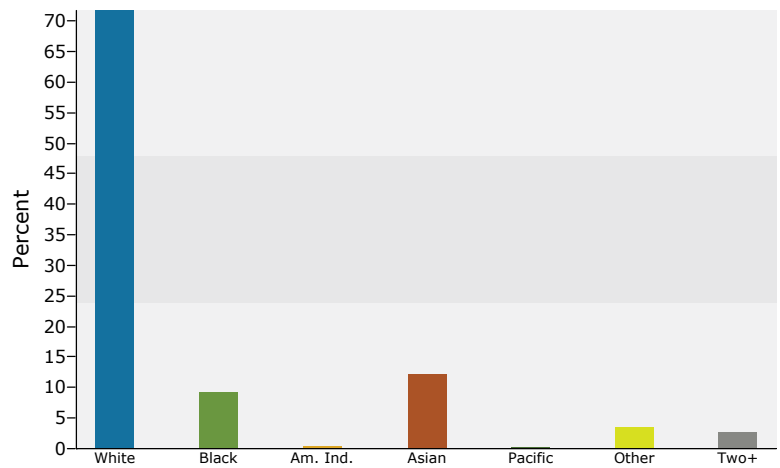
Population by Age



2010 Household Income



2010 Population by Race



2010 Percent Hispanic Origin: 10.4%

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



Demographic and Income Profile

Midway Hills Village
 Midway Rd & W Parker Rd, Plano, TX 75093
 Ring: 5 miles radius

Latitude: 33.04519
 Longitude: -96.83947

Summary	2000	2010	2015
Population	227,893	298,190	334,632
Households	94,291	122,040	136,304
Families	58,823	72,501	79,650
Average Household Size	2.41	2.44	2.45
Owner Occupied Housing Units	51,004	61,144	67,746
Renter Occupied Housing Units	43,287	60,896	68,558
Median Age	33.0	35.2	34.9

Trends: 2010 - 2015 Annual Rate	Area	State	National
Population	2.33%	1.65%	0.76%
Households	2.24%	1.63%	0.78%
Families	1.90%	1.48%	0.64%
Owner HHs	2.07%	1.72%	0.82%
Median Household Income	3.44%	2.54%	2.36%

Households by Income	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	4,768	5.1%	4,163	3.4%	3,306	2.4%
\$15,000 - \$24,999	5,499	5.8%	3,710	3.0%	3,076	2.3%
\$25,000 - \$34,999	8,911	9.5%	5,547	4.5%	4,293	3.2%
\$35,000 - \$49,999	13,989	14.9%	13,572	11.1%	9,648	7.1%
\$50,000 - \$74,999	19,191	20.4%	21,575	17.7%	28,563	21.0%
\$75,000 - \$99,999	12,918	13.7%	16,594	13.6%	12,033	8.8%
\$100,000 - \$149,999	15,251	16.2%	29,393	24.1%	37,230	27.3%
\$150,000 - \$199,999	6,005	6.4%	11,250	9.2%	18,050	13.2%
\$200,000+	7,666	8.1%	16,235	13.3%	20,102	14.7%

Median Household Income	\$66,940	\$92,405	\$109,436
Average Household Income	\$93,133	\$124,522	\$137,898
Per Capita Income	\$38,776	\$51,203	\$56,435

Population by Age	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	16,963	7.4%	21,455	7.2%	23,601	7.1%
5 - 9	17,136	7.5%	20,907	7.0%	23,377	7.0%
10 - 14	16,036	7.0%	20,479	6.9%	22,963	6.9%
15 - 19	13,182	5.8%	18,391	6.2%	19,900	5.9%
20 - 24	14,164	6.2%	19,424	6.5%	21,668	6.5%
25 - 34	45,539	20.0%	47,369	15.9%	56,517	16.9%
35 - 44	46,803	20.5%	51,144	17.2%	50,991	15.2%
45 - 54	33,954	14.9%	50,355	16.9%	52,482	15.7%
55 - 64	14,697	6.4%	30,578	10.3%	36,723	11.0%
65 - 74	5,664	2.5%	11,753	3.9%	18,401	5.5%
75 - 84	2,871	1.3%	4,611	1.5%	6,004	1.8%
85+	882	0.4%	1,725	0.6%	2,002	0.6%

Race and Ethnicity	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
White Alone	179,481	78.8%	201,444	67.6%	219,885	65.7%
Black Alone	14,066	6.2%	28,495	9.6%	33,916	10.1%
American Indian Alone	959	0.4%	1,465	0.5%	1,558	0.5%
Asian Alone	21,267	9.3%	43,813	14.7%	52,828	15.8%
Pacific Islander Alone	136	0.1%	229	0.1%	243	0.1%
Some Other Race Alone	7,043	3.1%	13,808	4.6%	15,861	4.7%
Two or More Races	4,941	2.2%	8,935	3.0%	10,342	3.1%
Hispanic Origin (Any Race)	19,499	8.6%	38,514	12.9%	47,410	14.2%

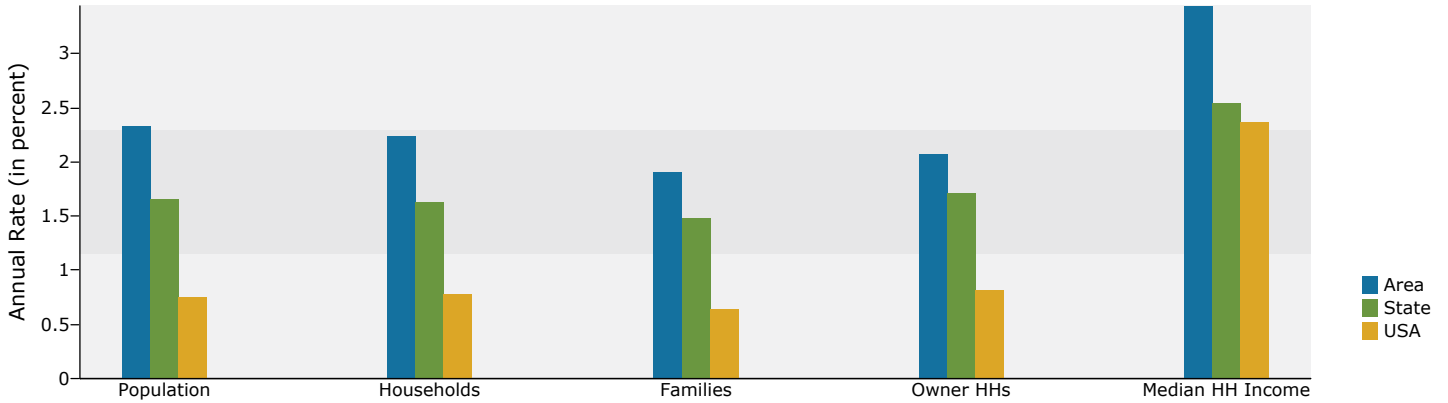
Data Note: Income is expressed in current dollars

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

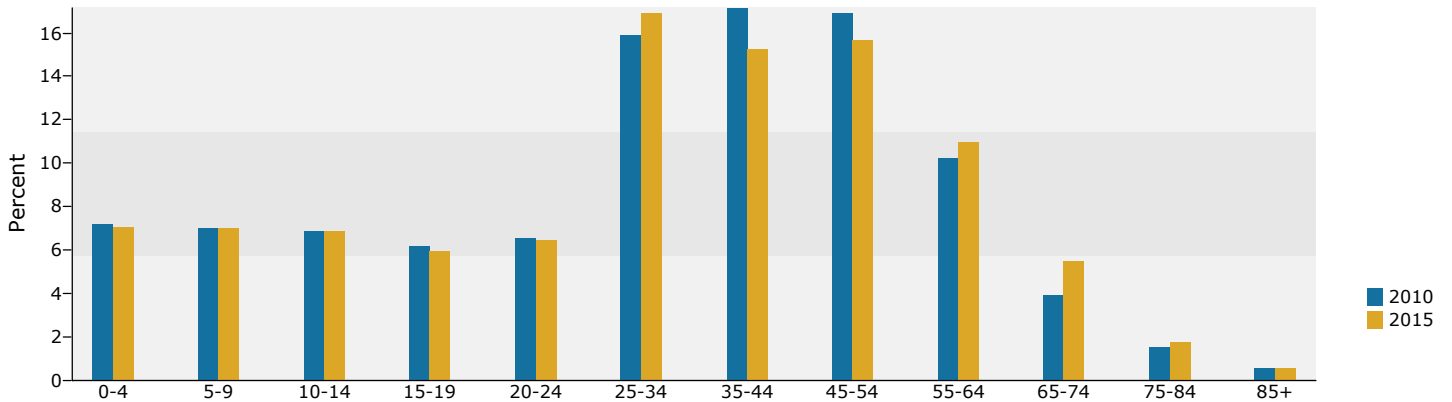
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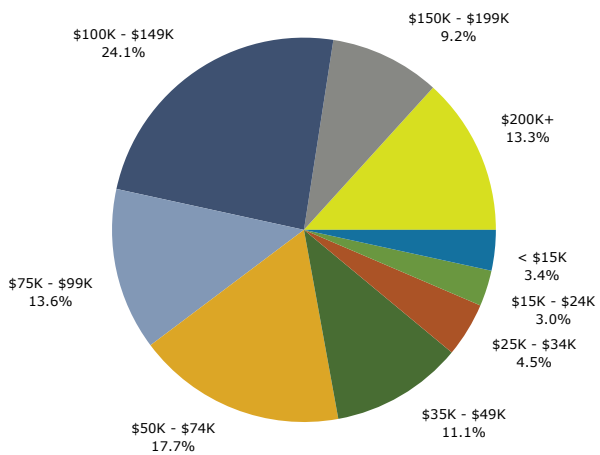
Trends 2010-2015



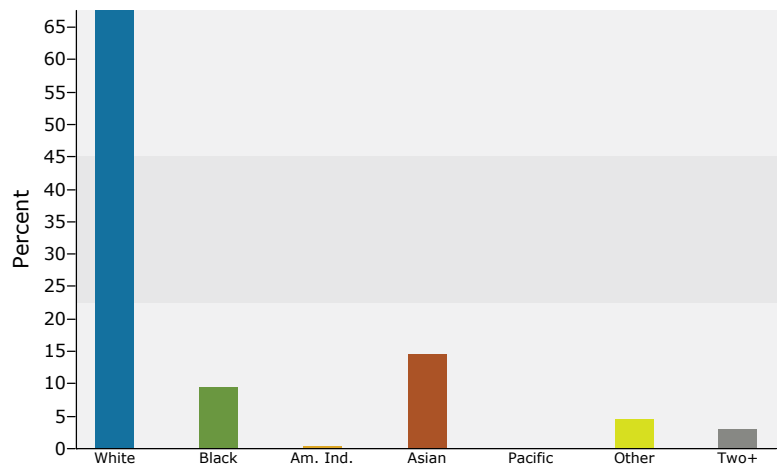
Population by Age



2010 Household Income



2010 Population by Race



2010 Percent Hispanic Origin: 12.9%

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



Retail Goods and Services Expenditures

Midway Hills Village
 Midway Rd & W Parker Rd, Plano, TX 75093
 Ring: 1 mile radius

Latitude: 33.04519
 Longitude: -96.83947

Top Tapestry Segments:	Demographic Summary	2010	2015
Boomburbs	Population	19,142	23,241
Enterprising Professionals	Households	7,407	8,974
Laptops and Lattes	Families	5,556	6,637
Top Rung	Median Age	35.9	34.7
	Median Household Income	\$159,431	\$168,385

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	213	\$5,098.09	\$37,761,531
Men's	200	\$918.11	\$6,800,418
Women's	185	\$1,539.10	\$11,400,090
Children's	234	\$936.47	\$6,936,402
Footwear	145	\$604.79	\$4,479,690
Watches & Jewelry	327	\$636.10	\$4,711,566
Apparel Products and Services ¹	495	\$463.53	\$3,433,363
Computer			
Computers and Hardware for Home Use	312	\$597.79	\$4,427,805
Software and Accessories for Home Use	312	\$88.93	\$658,736
Entertainment & Recreation	310	\$9,985.94	\$73,965,852
Fees and Admissions	342	\$2,116.56	\$15,677,352
Membership Fees for Clubs ²	332	\$543.95	\$4,029,038
Fees for Participant Sports, excl. Trips	332	\$353.72	\$2,620,041
Admission to Movie/Theatre/Opera/Ballet	320	\$484.89	\$3,591,607
Admission to Sporting Events, excl. Trips	365	\$217.42	\$1,610,415
Fees for Recreational Lessons	377	\$514.82	\$3,813,282
Dating Services	227	\$1.75	\$12,969
TV/Video/Audio	285	\$3,543.43	\$26,246,222
Community Antenna or Cable TV	265	\$1,907.75	\$14,130,730
Televisions	332	\$642.45	\$4,758,652
VCRs, Video Cameras, and DVD Players	309	\$62.92	\$466,061
Video Cassettes and DVDs	293	\$154.38	\$1,143,528
Video and Computer Game Hardware and Software	330	\$184.17	\$1,364,139
Satellite Dishes	343	\$4.32	\$32,031
Rental of Video Cassettes and DVDs	308	\$127.05	\$941,035
Streaming/Downloaded Video	319	\$4.46	\$33,012
Audio ³	295	\$433.92	\$3,214,035
Rental and Repair of TV/Radio/Audio	290	\$22.01	\$162,999
Pets	362	\$1,557.06	\$11,533,129
Toys and Games ⁴	305	\$444.13	\$3,289,675
Recreational Vehicles and Fees ⁵	312	\$1,007.15	\$7,459,982
Sports/Recreation/Exercise Equipment ⁶	259	\$469.33	\$3,476,337
Photo Equipment and Supplies ⁷	323	\$334.11	\$2,474,724
Reading ⁸	282	\$436.19	\$3,230,827
Catered Affairs ⁹	317	\$77.98	\$577,605
Food	283	\$21,800.97	\$161,479,751
Food at Home	275	\$12,306.14	\$91,151,600
Bakery and Cereal Products	272	\$1,623.67	\$12,026,494
Meat, Poultry, Fish, and Eggs	272	\$2,824.20	\$20,918,847
Dairy Products	272	\$1,354.92	\$10,035,899
Fruit and Vegetables	277	\$2,176.26	\$16,119,537
Snacks and Other Food at Home ¹⁰	278	\$4,327.10	\$32,050,822
Food Away from Home	295	\$9,494.82	\$70,328,152
Alcoholic Beverages	294	\$1,679.02	\$12,436,501
Nonalcoholic Beverages at Home	274	\$1,201.32	\$8,898,169



Retail Goods and Services Expenditures

Midway Hills Village
Midway Rd & W Parker Rd, Plano, TX 75093
Ring: 1 mile radius

Latitude: 33.04519
Longitude: -96.83947

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	277	\$4,817.51	\$35,683,274
Vehicle Loans	301	\$14,824.20	\$109,802,847
Health			
Nonprescription Drugs	265	\$273.42	\$2,025,236
Prescription Drugs	235	\$1,172.81	\$8,686,980
Eyeglasses and Contact Lenses	285	\$219.41	\$1,625,206
Home			
Mortgage Payment and Basics ¹¹	352	\$32,935.77	\$243,955,218
Maintenance and Remodeling Services	338	\$6,702.92	\$49,648,547
Maintenance and Remodeling Materials ¹²	307	\$1,141.96	\$8,458,500
Utilities, Fuel, and Public Services	269	\$12,183.42	\$90,242,561
Household Furnishings and Equipment			
Household Textiles ¹³	307	\$408.17	\$3,023,313
Furniture	329	\$1,975.38	\$14,631,674
Floor Coverings	306	\$229.36	\$1,698,842
Major Appliances ¹⁴	298	\$904.08	\$6,696,522
Housewares ¹⁵	265	\$228.32	\$1,691,187
Small Appliances	276	\$90.42	\$669,763
Luggage	340	\$31.49	\$233,281
Telephones and Accessories	215	\$91.69	\$679,148
Household Operations			
Child Care	396	\$1,828.73	\$13,545,379
Lawn and Garden ¹⁶	303	\$1,270.45	\$9,410,226
Moving/Storage/Freight Express	305	\$185.13	\$1,371,252
Housekeeping Supplies ¹⁷	280	\$1,962.54	\$14,536,552
Insurance			
Owners and Renters Insurance	299	\$1,384.24	\$10,253,038
Vehicle Insurance	282	\$3,281.81	\$24,308,370
Life/Other Insurance	295	\$1,229.74	\$9,108,715
Health Insurance	253	\$4,898.68	\$36,284,537
Personal Care Products ¹⁸	296	\$1,178.45	\$8,728,791
School Books and Supplies ¹⁹	285	\$304.66	\$2,256,622
Smoking Products	224	\$956.36	\$7,083,773
Transportation			
Vehicle Purchases (Net Outlay) ²⁰	305	\$13,407.51	\$99,309,398
Gasoline and Motor Oil	278	\$7,967.59	\$59,015,960
Vehicle Maintenance and Repairs	288	\$2,716.77	\$20,123,140
Travel			
Airline Fares	336	\$1,539.25	\$11,401,230
Lodging on Trips	325	\$1,414.56	\$10,477,657
Auto/Truck/Van Rental on Trips	355	\$131.11	\$971,134
Food and Drink on Trips	315	\$1,370.73	\$10,153,014

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.



Midway Hills Village
Midway Rd & W Parker Rd, Plano, TX 75093
Ring: 1 mile radius

Latitude: 33.04519
Longitude: -96.83947

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

Midway Hills Village
Midway Rd & W Parker Rd, Plano, TX 75093
Ring: 3 miles radius

Latitude: 33.04519
Longitude: -96.83947

Top Tapestry Segments:		Demographic Summary		2010	2015
Enterprising Professionals	28.5%	Population		90,124	102,837
Boomburbs	25.7%	Households		39,328	44,680
Young and Restless	14.5%	Families		22,177	24,849
Up and Coming Families	10.9%	Median Age		34.7	34.3
Top Rung	6.5%	Median Household Income		\$100,096	\$119,119

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	149	\$3,563.54	\$140,146,764
Men's	140	\$642.79	\$25,279,635
Women's	129	\$1,070.95	\$42,118,158
Children's	163	\$651.22	\$25,611,228
Footwear	104	\$433.43	\$17,045,887
Watches & Jewelry	215	\$417.71	\$16,427,517
Apparel Products and Services ¹	371	\$347.45	\$13,664,339
Computer			
Computers and Hardware for Home Use	215	\$411.65	\$16,189,264
Software and Accessories for Home Use	217	\$61.74	\$2,428,181
Entertainment & Recreation	208	\$6,700.81	\$263,529,649
Fees and Admissions	217	\$1,342.01	\$52,778,694
Membership Fees for Clubs ²	210	\$343.90	\$13,524,933
Fees for Participant Sports, excl. Trips	212	\$225.74	\$8,877,930
Admission to Movie/Theatre/Opera/Ballet	218	\$331.05	\$13,019,669
Admission to Sporting Events, excl. Trips	226	\$134.34	\$5,283,490
Fees for Recreational Lessons	224	\$305.42	\$12,011,446
Dating Services	203	\$1.56	\$61,226
TV/Video/Audio	203	\$2,524.64	\$99,288,885
Community Antenna or Cable TV	193	\$1,393.17	\$54,790,776
Televisions	222	\$428.92	\$16,868,735
VCRs, Video Cameras, and DVD Players	220	\$44.84	\$1,763,387
Video Cassettes and DVDs	218	\$114.95	\$4,520,663
Video and Computer Game Hardware and Software	230	\$128.44	\$5,051,313
Satellite Dishes	225	\$2.84	\$111,838
Rental of Video Cassettes and DVDs	223	\$91.89	\$3,613,905
Streaming/Downloaded Video	213	\$2.98	\$117,093
Audio ³	205	\$301.28	\$11,848,826
Rental and Repair of TV/Radio/Audio	202	\$15.32	\$602,350
Pets	242	\$1,039.33	\$40,874,942
Toys and Games ⁴	212	\$307.94	\$12,110,785
Recreational Vehicles and Fees ⁵	188	\$606.57	\$23,855,251
Sports/Recreation/Exercise Equipment ⁶	168	\$304.24	\$11,964,986
Photo Equipment and Supplies ⁷	213	\$220.32	\$8,664,701
Reading ⁸	191	\$295.29	\$11,613,183
Catered Affairs ⁹	246	\$60.47	\$2,378,223
Food	202	\$15,567.27	\$612,229,790
Food at Home	198	\$8,840.47	\$347,678,116
Bakery and Cereal Products	194	\$1,159.82	\$45,613,328
Meat, Poultry, Fish, and Eggs	198	\$2,049.01	\$80,583,314
Dairy Products	195	\$968.72	\$38,097,878
Fruit and Vegetables	198	\$1,551.89	\$61,032,601
Snacks and Other Food at Home ¹⁰	200	\$3,111.04	\$122,350,994
Food Away from Home	209	\$6,726.80	\$264,551,676
Alcoholic Beverages	216	\$1,232.48	\$48,470,873
Nonalcoholic Beverages at Home	199	\$871.70	\$34,282,154



Retail Goods and Services Expenditures

Midway Hills Village
 Midway Rd & W Parker Rd, Plano, TX 75093
 Ring: 3 miles radius

Latitude: 33.04519
 Longitude: -96.83947

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	182	\$3,161.81	\$124,347,714
Vehicle Loans	209	\$10,299.65	\$405,064,755
Health			
Nonprescription Drugs	186	\$192.09	\$7,554,338
Prescription Drugs	167	\$831.12	\$32,686,474
Eyeglasses and Contact Lenses	191	\$147.23	\$5,790,218
Home			
Mortgage Payment and Basics ¹¹	210	\$19,671.96	\$773,658,703
Maintenance and Remodeling Services	201	\$3,977.43	\$156,424,243
Maintenance and Remodeling Materials ¹²	187	\$695.00	\$27,333,075
Utilities, Fuel, and Public Services	193	\$8,724.97	\$343,135,674
Household Furnishings and Equipment			
Household Textiles ¹³	205	\$273.14	\$10,742,184
Furniture	216	\$1,299.99	\$51,125,836
Floor Coverings	194	\$145.17	\$5,709,127
Major Appliances ¹⁴	193	\$585.98	\$23,045,473
Housewares ¹⁵	186	\$159.87	\$6,287,375
Small Appliances	193	\$63.22	\$2,486,260
Luggage	215	\$19.92	\$783,528
Telephones and Accessories	153	\$65.08	\$2,559,628
Household Operations			
Child Care	252	\$1,164.16	\$45,784,092
Lawn and Garden ¹⁶	189	\$790.41	\$31,085,172
Moving/Storage/Freight Express	220	\$133.83	\$5,263,255
Housekeeping Supplies ¹⁷	196	\$1,376.41	\$54,131,492
Insurance			
Owners and Renters Insurance	188	\$871.27	\$34,265,465
Vehicle Insurance	200	\$2,333.20	\$91,759,916
Life/Other Insurance	187	\$782.42	\$30,770,925
Health Insurance	177	\$3,424.56	\$134,681,152
Personal Care Products ¹⁸	208	\$828.39	\$32,578,733
School Books and Supplies ¹⁹	217	\$231.20	\$9,092,514
Smoking Products	186	\$794.07	\$31,229,145
Transportation			
Vehicle Purchases (Net Outlay) ²⁰	210	\$9,216.05	\$362,448,801
Gasoline and Motor Oil	200	\$5,728.69	\$225,297,997
Vehicle Maintenance and Repairs	202	\$1,902.60	\$74,825,481
Travel			
Airline Fares	218	\$998.75	\$39,278,690
Lodging on Trips	205	\$891.52	\$35,061,860
Auto/Truck/Van Rental on Trips	226	\$83.47	\$3,282,827
Food and Drink on Trips	204	\$889.06	\$34,964,825

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.



Midway Hills Village
Midway Rd & W Parker Rd, Plano, TX 75093
Ring: 3 miles radius

Latitude: 33.04519
Longitude: -96.83947

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

Midway Hills Village
Midway Rd & W Parker Rd, Plano, TX 75093
Ring: 5 miles radius

Latitude: 33.04519
Longitude: -96.83947

Top Tapestry Segments:		Demographic Summary		2010	2015
Enterprising Professionals	27.4%	Population		298,190	334,632
Boomburbs	14.6%	Households		122,040	136,304
Young and Restless	11.4%	Families		72,501	79,650
Up and Coming Families	9.9%	Median Age		35.2	34.9
Suburban Splendor	8.8%	Median Household Income		\$92,405	\$109,436

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	129	\$3,092.20	\$377,371,756
Men's	122	\$558.10	\$68,110,019
Women's	113	\$934.28	\$114,020,009
Children's	140	\$562.15	\$68,604,525
Footwear	90	\$375.80	\$45,862,492
Watches & Jewelry	186	\$361.80	\$44,153,986
Apparel Products and Services ¹	321	\$300.07	\$36,620,726
Computer			
Computers and Hardware for Home Use	186	\$356.99	\$43,566,628
Software and Accessories for Home Use	188	\$53.60	\$6,541,867
Entertainment & Recreation	181	\$5,843.38	\$713,126,646
Fees and Admissions	189	\$1,169.64	\$142,742,277
Membership Fees for Clubs ²	183	\$300.41	\$36,662,380
Fees for Participant Sports, excl. Trips	185	\$197.26	\$24,073,175
Admission to Movie/Theatre/Opera/Ballet	190	\$287.74	\$35,115,194
Admission to Sporting Events, excl. Trips	196	\$116.44	\$14,210,649
Fees for Recreational Lessons	195	\$266.42	\$32,514,481
Dating Services	177	\$1.36	\$166,398
TV/Video/Audio	177	\$2,198.50	\$268,305,310
Community Antenna or Cable TV	169	\$1,220.10	\$148,900,642
Televisions	192	\$371.34	\$45,318,903
VCRs, Video Cameras, and DVD Players	190	\$38.64	\$4,716,118
Video Cassettes and DVDs	189	\$99.22	\$12,108,199
Video and Computer Game Hardware and Software	199	\$110.75	\$13,515,478
Satellite Dishes	195	\$2.46	\$300,024
Rental of Video Cassettes and DVDs	192	\$79.18	\$9,662,991
Streaming/Downloaded Video	186	\$2.60	\$316,732
Audio ³	178	\$260.85	\$31,834,253
Rental and Repair of TV/Radio/Audio	176	\$13.37	\$1,631,969
Pets	212	\$911.58	\$111,249,761
Toys and Games ⁴	184	\$266.94	\$32,576,943
Recreational Vehicles and Fees ⁵	164	\$529.11	\$64,571,986
Sports/Recreation/Exercise Equipment ⁶	146	\$263.77	\$32,190,412
Photo Equipment and Supplies ⁷	185	\$191.37	\$23,355,018
Reading ⁸	168	\$260.12	\$31,745,283
Catered Affairs ⁹	213	\$52.36	\$6,389,651
Food	177	\$13,583.62	\$1,657,745,491
Food at Home	173	\$7,725.83	\$942,859,741
Bakery and Cereal Products	170	\$1,015.52	\$123,933,525
Meat, Poultry, Fish, and Eggs	173	\$1,791.25	\$218,604,114
Dairy Products	170	\$847.16	\$103,387,808
Fruit and Vegetables	173	\$1,357.24	\$165,637,676
Snacks and Other Food at Home ¹⁰	174	\$2,714.66	\$331,296,619
Food Away from Home	182	\$5,857.80	\$714,885,749
Alcoholic Beverages	188	\$1,070.70	\$130,667,645
Nonalcoholic Beverages at Home	174	\$761.03	\$92,875,864



Retail Goods and Services Expenditures

Midway Hills Village
Midway Rd & W Parker Rd, Plano, TX 75093
Ring: 5 miles radius

Latitude: 33.04519
Longitude: -96.83947

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	160	\$2,782.12	\$339,529,725
Vehicle Loans	182	\$8,928.19	\$1,089,596,586
Health			
Nonprescription Drugs	163	\$168.38	\$20,548,879
Prescription Drugs	148	\$738.85	\$90,168,786
Eyeglasses and Contact Lenses	169	\$130.03	\$15,869,153
Home			
Mortgage Payment and Basics ¹¹	184	\$17,278.06	\$2,108,613,965
Maintenance and Remodeling Services	177	\$3,512.79	\$428,701,265
Maintenance and Remodeling Materials ¹²	165	\$613.92	\$74,922,872
Utilities, Fuel, and Public Services	169	\$7,655.96	\$934,333,138
Household Furnishings and Equipment			
Household Textiles ¹³	179	\$238.12	\$29,060,391
Furniture	188	\$1,127.15	\$137,557,340
Floor Coverings	171	\$128.16	\$15,640,314
Major Appliances ¹⁴	169	\$513.68	\$62,689,342
Housewares ¹⁵	161	\$138.93	\$16,955,156
Small Appliances	169	\$55.40	\$6,761,331
Luggage	187	\$17.36	\$2,118,242
Telephones and Accessories	131	\$55.92	\$6,824,234
Household Operations			
Child Care	214	\$989.56	\$120,765,464
Lawn and Garden ¹⁶	167	\$697.63	\$85,138,943
Moving/Storage/Freight Express	190	\$115.14	\$14,051,192
Housekeeping Supplies ¹⁷	172	\$1,206.03	\$147,184,050
Insurance			
Owners and Renters Insurance	167	\$771.59	\$94,165,313
Vehicle Insurance	175	\$2,042.49	\$249,265,088
Life/Other Insurance	166	\$691.73	\$84,418,456
Health Insurance	157	\$3,028.66	\$369,617,921
Personal Care Products ¹⁸	181	\$721.39	\$88,037,918
School Books and Supplies ¹⁹	187	\$199.88	\$24,393,907
Smoking Products	162	\$693.18	\$84,595,277
Transportation			
Vehicle Purchases (Net Outlay) ²⁰	182	\$7,994.69	\$975,672,193
Gasoline and Motor Oil	174	\$4,995.91	\$609,701,242
Vehicle Maintenance and Repairs	177	\$1,664.28	\$203,108,762
Travel			
Airline Fares	190	\$871.85	\$106,400,055
Lodging on Trips	180	\$782.71	\$95,521,465
Auto/Truck/Van Rental on Trips	197	\$72.70	\$8,872,372
Food and Drink on Trips	179	\$778.36	\$94,991,070

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.



Midway Hills Village
Midway Rd & W Parker Rd, Plano, TX 75093
Ring: 5 miles radius

Latitude: 33.04519
Longitude: -96.83947

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.