

Site 1
12900 Preston Rd, Dallas, Texas, 75230
Ring: 3 mile radius

Latitude: 32.9242
Longitude: -96.80344

Demographic Summary		2014	2019
Population		127,603	136,047
Population 18+		97,933	104,210
Households		55,487	59,105
Median Household Income		\$54,539	\$67,923
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	23,990	43.2%	81
HH owns any bird	1,180	2.1%	75
HH owns any cat	9,838	17.7%	78
HH owns any dog	16,169	29.1%	73
HH owns 1 cat	5,308	9.6%	77
HH owns 2+ cats	4,715	8.5%	81
HH owns 1 dog	10,675	19.2%	80
HH owns 2+ dogs	5,514	9.9%	62
HH used canned/wet cat food in last 6 months	5,848	10.5%	89
HH used <4 containers of cat food in last 7 days	2,214	4.0%	85
HH used 8+ containers of cat food in last 7 days	1,718	3.1%	96
HH used packaged dry cat food in last 6 months	9,403	16.9%	77
HH used <4 pounds pkgd dry cat food last 30 days	3,163	5.7%	84
HH used 9+ pounds pkgd dry cat food last 30 days	3,849	6.9%	69
HH used cat treats in last 6 months	5,060	9.1%	80
HH used 3+ packages of cat treats in last 30 days	1,521	2.7%	76
HH used cat litter in last 6 months	8,851	16.0%	81
HH used 21+ pounds of cat litter in last 30 days	2,300	4.1%	73
HH used canned/wet dog food in last 6 months	5,849	10.5%	74
HH used <3 containers of dog food in last 7 days	3,028	5.5%	83
HH used 7+ containers of dog food in last 7 days	2,175	3.9%	83
HH used packaged dry dog food in last 6 months	15,271	27.5%	73
HH used <10 pounds pkgd dry dog food last 30 days	7,543	13.6%	77
HH used 25+ pounds pkgd dry dog food last 30 days	4,181	7.5%	65
HH used dog biscuits/treats in last 6 months	12,522	22.6%	72
HH used 3+ pkgs dog biscuits/treats last 30 days	3,246	5.9%	69
HH used flea/tick/parasite product for cat/dog	15,223	27.4%	77
HH Bought pet food from any pet specialty store/12 mo	11,190	20.2%	98
HH Bought pet food in last 12 mo: from discount store	3,295	5.9%	60
HH Bought pet food in last 12 mo: from grocery store	11,157	20.1%	74
HH Bought pet food in last 12 mo: from PETCO	4,849	8.7%	102
HH Bought pet food in last 12 mo: from PetSmart	6,346	11.4%	99
HH Bought pet food in last 12 mo: from wholesale club	2,156	3.9%	87
HH Bought pet food in last 12 mo: from vet	2,243	4.0%	88
HH Bought flea control product from vet in last 12 mo	4,865	8.8%	72
HH member took pet to vet in last 12 mo: 1 time	5,699	10.3%	80
HH member took pet to vet in last 12 mo: 2 times	5,678	10.2%	88
HH member took pet to vet in last 12 mo: 3 times	2,410	4.3%	77
HH member took pet to vet in last 12 mo: 4 times	1,420	2.6%	72
HH member took pet to vet in last 12 mo: 5+ times	2,283	4.1%	82

Data Note: An MPI (Market Potential Index) measures the relative likelihood of households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2014 and 2019.