

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 Adults	Percent	MPI
Did banking in person in last 12 months	51,695	52.8%	96
Bank/financial institution used: Bank of America	17,235	17.6%	119
Bank/financial institution used: Capital One	4,791	4.9%	123
Bank/financial institution used: Chase	13,315	13.6%	114
Bank/financial institution used: Citibank	4,219	4.3%	131
Bank/financial institution used: PNC	2,533	2.6%	80
Bank/financial institution used: U.S. Bank	2,867	2.9%	99
Bank/financial institution used: Wells Fargo	12,329	12.6%	109
Bank/financial institution used: credit union	15,290	15.6%	91
Did banking by mail in last 12 months	3,723	3.8%	111
Did banking by phone in last 12 months	8,289	8.5%	96
Did banking online in last 12 months	39,037	39.9%	114
Did banking on mobile device in last 12 months	12,169	12.4%	120
Used ATM/cash machine in last 12 months	50,858	51.9%	107
Used direct deposit of paycheck in last 12 months	37,093	37.9%	97
Did banking w/paperless statements in last 12 mo	19,583	20.0%	115
Have interest checking account	29,130	29.7%	103
Have non-interest checking account	25,471	26.0%	92
Have savings account	51,529	52.6%	98
Have overdraft protection	26,052	26.6%	101
Have auto loan	13,998	14.3%	84
Have personal loan for education (student loan)	6,640	6.8%	98
Have personal loan - not for education	1,560	1.6%	64
Have home mortgage (1st)	28,054	28.6%	90
Have 2nd mortgage (home equity loan)	6,284	6.4%	96
Have home equity line of credit	4,383	4.5%	110
Have personal line of credit	2,669	2.7%	83
Have 401(k) retirement savings plan	14,621	14.9%	101
Have 403(b) retirement savings plan	2,464	2.5%	92
Have IRA retirement savings plan	14,132	14.4%	113
Own any securities investment	29,804	30.4%	100
Own any annuity	2,843	2.9%	102
Own certificate of deposit (more than 6 months)	3,659	3.7%	100
Own shares in money market fund	6,139	6.3%	125
Own shares in mutual fund (bonds)	6,028	6.2%	125
Own shares in mutual fund (stock)	8,964	9.2%	122
Own any stock	8,926	9.1%	117
Own common/preferred stock in company you work for	2,201	2.2%	99
Own common stock in company you don't work for	6,499	6.6%	121
Own U.S. savings bond	5,704	5.8%	101
Own investment real estate	3,622	3.7%	102
Own vacation/weekend home	3,588	3.7%	104
Used a real estate agent in last 12 months	5,173	5.3%	97
Used financial planner in last 12 months	6,688	6.8%	112
Own 1 credit card	15,462	15.8%	104
Own 2 credit cards	13,424	13.7%	105
Own 3 credit cards	8,906	9.1%	101
Own 4 credit cards	6,065	6.2%	104
Own 5 credit cards	3,368	3.4%	99
Own 6+ credit cards	5,938	6.1%	108

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults 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.

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Avg monthly credit card expenditures: <\$111	10,625	10.8%	92
Avg monthly credit card expenditures: \$111-\$225	5,912	6.0%	93
Avg monthly credit card expenditures: \$226-\$450	5,879	6.0%	95
Avg monthly credit card expenditures: \$451-\$700	5,136	5.2%	96
Avg monthly credit card expenditures: \$701-\$1000	5,170	5.3%	122
Avg monthly credit card expenditures: \$1001+	12,470	12.7%	139
Own 1 debit card	43,065	44.0%	102
Own 2 debit cards	9,045	9.2%	96
Own 3+ debit cards	2,059	2.1%	97
Avg monthly debit card expenditures: <\$91	4,443	4.5%	109
Avg monthly debit card expenditures: \$91-\$180	4,349	4.4%	99
Avg monthly debit card expenditures: \$181-\$225	4,419	4.5%	96
Avg monthly debit card expenditures: \$226-\$450	8,046	8.2%	100
Avg monthly debit card expenditures: \$451-\$700	9,001	9.2%	107
Avg monthly debit card expenditures: \$701-\$1000	6,730	6.9%	106
Avg monthly debit card expenditures: \$1001+	6,753	6.9%	100
Own/used last 12 mo: any credit/debit card	71,635	73.1%	99
Own/used last 12 mo: any major credit/debit card	63,650	65.0%	99
Own/used last 12 mo: any store credit card	25,587	26.1%	98
Credit/debit card rewards: airline miles	12,227	12.5%	147
Credit/debit card rewards: cash back	20,008	20.4%	103
Credit/debit card rewards: gasoline discounts	2,925	3.0%	95
Credit/debit card rewards: gifts	4,711	4.8%	99
Credit/debit card rewards: hotel/car rental awards	3,641	3.7%	134
Own/used card last 12 mo: American Express Green	4,708	4.8%	158
Own/used card last 12 mo: American Express Gold	3,965	4.0%	139
Own/used card last 12 mo: American Express Platinum	3,121	3.2%	132
Own/used card last 12 mo: American Express Blue	3,440	3.5%	109
Own/used card last 12 mo: Discover	9,371	9.6%	92
Own/used card last 12 mo: MasterCard Standard	13,626	13.9%	106
Own/used card last 12 mo: MasterCard Gold	3,870	4.0%	97
Own/used card last 12 mo: MasterCard Platinum	7,141	7.3%	109
Own/used card last 12 mo: MasterCard debit card	5,705	5.8%	89
Own/used card last 12 mo: Visa Regular/Classic	20,570	21.0%	104
Own/used card last 12 mo: Visa Gold	3,531	3.6%	99
Own/used card last 12 mo: Visa Platinum	9,398	9.6%	97
Own/used card last 12 mo: Visa Signature	4,586	4.7%	116
Own/used card last 12 mo: Visa debit card	21,219	21.7%	98
Paid bills last 12 mo: by mail	42,187	43.1%	92
Paid bills last 12 mo: online	45,640	46.6%	112
Paid bills last 12 mo: in person	23,580	24.1%	79
Paid bills last 12 mo: by phone using credit card	17,231	17.6%	99
Paid bills last 12 mo: by mobile phone	9,270	9.5%	107
Paid bills last 12 mo: charged to credit card	12,728	13.0%	116
Paid bills last 12 mo: deducted from bank account	22,093	22.6%	97
Wired/sent money in last 6 months	22,572	23.0%	112
Wired/sent money in last 6 mo: using MoneyGram	2,864	2.9%	111
Wired/sent money in last 6 mo: using PayPal	12,139	12.4%	117
Wired/sent money in last 6 mo: using Western Union	4,900	5.0%	112

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Finances Market Potential

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Product/Consumer Behavior	Expected Number of		Percent	MPI
	Adults			
Wired/sent money in last 6 mo: bank wire transfer	3,448		3.5%	140
Tax preparation: did manually	11,292		11.5%	99
Tax preparation: used software (TurboTax)	10,172		10.4%	108
Tax preparation: used online tax srv (TurboTax)	4,840		4.9%	99
Tax preparation: used H&R Block on-site	5,051		5.2%	98
Tax preparation: used CPA/other tax professional	19,558		20.0%	101

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October 06, 2014