

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	MPI
		Adults	Percent
Typically spend 6+ hours exercising per week		24,522	25.0%
Typically spend 3-5 hours exercising per week		23,371	23.9%
Typically spend 1-2 hours exercising per week		20,813	21.3%
Exercise at home 2+ times per week		27,586	28.2%
Exercise at club 2+ times per week		16,642	17.0%
Exercise at other facility (not club) 2+ times/wk		8,657	8.8%
Own elliptical		3,379	3.5%
Own stationary bicycle		5,307	5.4%
Own treadmill		7,821	8.0%
Own weight lifting equipment		11,301	11.5%
Presently controlling diet		35,146	35.9%
Diet control for blood sugar level		6,219	6.4%
Diet control for cholesterol level		7,122	7.3%
Diet control to maintain weight		11,519	11.8%
Diet control for physical fitness		11,415	11.7%
Diet control for salt restriction		2,768	2.8%
Diet control for weight loss		12,994	13.3%
Used doctor's care/diet for diet method		2,702	2.8%
Used exercise program for diet method		7,993	8.2%
Used Weight Watchers as diet method		2,389	2.4%
Buy foods specifically labeled as fat-free		11,621	11.9%
Buy foods specifically labeled as gluten-free		3,913	4.0%
Buy foods specifically labeled as high fiber		9,263	9.5%
Buy foods specifically labeled as high protein		6,942	7.1%
Buy foods specifically labeled as lactose-free		2,576	2.6%
Buy foods specifically labeled as low-calorie		9,936	10.1%
Buy foods specifically labeled as low-carb		5,895	6.0%
Buy foods specifically labeled as low-cholesterol		6,156	6.3%
Buy foods specifically labeled as low-fat		10,776	11.0%
Buy foods specifically labeled as low-sodium		8,684	8.9%
Buy foods specifically labeled as natural/organic		11,539	11.8%
Buy foods specifically labeled as sugar-free		8,916	9.1%
Used meal/dietary/weight loss supplement last 6 mo		7,433	7.6%
Used vitamins/dietary supplements in last 6 months		53,116	54.2%
Vitamin/dietary suppl used/6 mo: antioxidant		2,814	2.9%
Vitamin/dietary suppl used/6 mo: B complex		6,468	6.6%
Vitamin/dietary suppl used/6 mo: B complex+C		2,167	2.2%
Vitamin/dietary suppl used/6 mo: B-6		2,210	2.3%
Vitamin/dietary suppl used/6 mo: B-12		7,837	8.0%
Vitamin/dietary suppl used/6 mo: C		8,005	8.2%
Vitamin/dietary suppl used/6 mo: calcium		10,777	11.0%
Vitamin/dietary suppl used/6 mo: D		11,858	12.1%
Vitamin/dietary suppl used/6 mo: E		3,809	3.9%
Vitamin/dietary suppl used/6 mo: glucosamine		3,746	3.8%
Vitamin/dietary suppl used/6 mo: iron		3,981	4.1%
Vitamin/dietary suppl used/6 mo: multiple formula		13,116	13.4%
Vitamin/dietary suppl used/6 mo: multiple w/iron		3,815	3.9%
Vitamin/dietary suppl used/6 mo: mult w/minerals		5,346	5.5%
Vitamin/dietary suppl used/6 mo: zinc		2,557	2.6%
Vitamin/dietary suppl used/6 mo: Caltrate 600		2,368	2.4%
Vitamin/dietary suppl used/6 mo: Centrum		4,501	4.6%
Vitamin/dietary suppl used/6 mo: Nature Made		8,764	8.9%
Primary caregiver/caretaker		6,121	6.3%

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		MPI
	Adults	Percent	
Visited doctor in last 12 months	71,193	72.7%	96
Visited doctor in last 12 months: 1-2 times	22,222	22.7%	95
Visited doctor in last 12 months: 3-5 times	20,627	21.1%	94
Visited doctor in last 12 months: 6+ times	28,353	29.0%	98
Visited doctor in last 12 mo: cardiologist	5,713	5.8%	90
Visited doctor in last 12 mo: chiropractor	7,007	7.2%	104
Visited doctor in last 12 mo: dentist	35,966	36.7%	104
Visited doctor in last 12 mo: dermatologist	8,885	9.1%	115
Visited doctor in last 12 mo: ear/nose/throat	4,438	4.5%	106
Visited doctor in last 12 mo: eye	18,948	19.3%	95
Visited doctor in last 12 mo: gastroenterologist	4,405	4.5%	114
Visited doctor in last 12 mo: general/family	34,920	35.7%	87
Visited doctor in last 12 mo: internist	7,574	7.7%	131
Visited doctor in last 12 mo: physical therapist	4,748	4.8%	105
Visited doctor in last 12 mo: podiatrist	3,100	3.2%	117
Visited doctor in last 12 mo: urologist	3,417	3.5%	92
Visited nurse practitioner in last 12 months	3,959	4.0%	87
Wear regular/sun/tinted prescription eyeglasses	31,480	32.1%	93
Wear bi-focals	12,164	12.4%	78
Wear disposable contact lenses	7,188	7.3%	110
Wear soft contact lenses	12,461	12.7%	128
Wear transition lenses	5,164	5.3%	96
Spent on eyeglasses in last 12 mo: <\$100	2,186	2.2%	81
Spent on eyeglasses in last 12 mo: \$100-\$199	3,762	3.8%	95
Spent on eyeglasses in last 12 mo: \$200-\$249	2,634	2.7%	88
Spent on eyeglasses in last 12 mo: \$250+	8,777	9.0%	97
Spent on contact lenses in last 12 mo: <\$100	2,827	2.9%	105
Spent on contact lenses in last 12 mo: \$100-\$199	4,021	4.1%	111
Spent on contact lenses in last 12 mo: \$200+	3,557	3.6%	110
Bought prescription eyewear: discount optical ctr	7,582	7.7%	90
Bought prescription eyewear: private eye doctor	21,693	22.2%	91
Bought prescription eyewear: retail optical chain	11,910	12.2%	104
Used prescription drug for allergy/hay fever	5,476	5.6%	102
Used prescription drug for anxiety/panic	3,972	4.1%	90
Used prescr drug for arthritis/osteoarthritis	2,776	2.8%	91
Used prescr drug for rheumatoid arthritis	1,952	2.0%	81
Used prescription drug for asthma	4,088	4.2%	105
Used prescription drug for backache/back pain	7,064	7.2%	95
Used prescription drug for depression	5,624	5.7%	92
Used prescr drug for diabetes (insulin dependent)	1,855	1.9%	94
Used prescr drug for diabetes (non-insulin depend)	2,874	2.9%	78
Used prescription drug for heartburn/acid reflux	4,836	4.9%	81
Used prescription drug for high blood pressure	11,606	11.9%	88
Used prescription drug for high cholesterol	7,002	7.1%	79
Used prescription drug for migraine headache	2,824	2.9%	90
Used prescr drug for sinus congestion/headache	3,394	3.5%	92
Used prescription drug for urinary tract infection	2,372	2.4%	85
Filled prescription last 12 mo: discnt/dept store	3,095	3.2%	71
Filled prescription last 12 mo: drug str/pharmacy	32,947	33.6%	93
Filled prescription last 12 mo: supermarket	6,664	6.8%	89
Filled prescription last 12 mo: mail order	8,095	8.3%	102
Used last 6 mo: adhesive bandages	50,787	51.9%	93

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used last 6 mo: athlete`s foot/medicated foot prod	10,670	10.9%	104
Used last 6 mo: children`s cold tablets/liquids	12,042	12.3%	89
Used last 6 mo: cold/sinus/allergy med (nonprescr)	45,155	46.1%	95
Used last 6 mo: contact lens cleaning solution	15,322	15.6%	124
Used last 6 mo: cotton swabs	44,277	45.2%	92
Used last 6 mo: children`s cough syrup	13,074	13.3%	96
Used last 6 mo: cough syrup/suppressant(nonprescr)	33,387	34.1%	99
Used last 6 mo: eye wash/drops	29,345	30.0%	103
Used last 6 mo: headache/pain reliever (nonprescr)	77,254	78.9%	97
Used last 6 mo: heartburn/indigest/diarrhea remedy	40,156	41.0%	93
Used last 6 mo: hemorrhoid remedy	7,073	7.2%	91
Used last 6 mo: lactose intolerance product	4,730	4.8%	123
Used last 6 mo: laxative/fiber supplement	13,239	13.5%	86
Used last 6 mo: medicated skin cream/lotion/spray	27,143	27.7%	96
Used last 6 mo: nasal spray	14,896	15.2%	94
Used last 6 mo: pain reliever/fever reducer (kids)	19,723	20.1%	95
Used last 6 mo: pain relieving rub/liquid/patch	19,513	19.9%	89
Used last 6 mo: sleeping aid/snore relief	7,865	8.0%	96
Used last 6 mo: sore throat remedy/cough drops	46,138	47.1%	97
Used last 12 mo: sunburn remedy	12,622	12.9%	92
Used last 12 mo: suntan/sunscreen product	41,044	41.9%	109
Used last 12 mo: SPF 15 suntan/sunscreen product	9,944	10.2%	109
Used last 12 mo: SPF 30-49 suntan/sunscreen prod	18,034	18.4%	114
Used last 12 mo: SPF 50+ suntan/sunscreen product	12,181	12.4%	110
Used last 6 mo: toothache/gum/canker sore remedy	7,558	7.7%	75
Used last 6 mo: vitamins/nutritional suppl (kids)	13,239	13.5%	94
Used body powder in last 6 months	19,283	19.7%	83
Used body wash/shower gel in last 6 months	56,739	57.9%	99
Used breath freshener in last 6 months	42,179	43.1%	102
Used breath freshener in last 6 mo: gum	26,363	26.9%	100
Used breath freshener in last 6 mo: mints	16,843	17.2%	96
Used breath freshener in last 6 mo: spray/drops	2,110	2.2%	122
Used breath freshener in last 6 mo: thin film	2,651	2.7%	122
Used breath freshener 8+ times in last 7 days	9,186	9.4%	87
Used complexion care product in last 6 months	50,536	51.6%	110
Used complexion care prod in last 6 mo: astringent	5,864	6.0%	104
Used complexion care prod in last 6 mo: cleanser	27,666	28.2%	113
Used complexion care prod in last 6 mo: toner	7,631	7.8%	122
Used dental floss in last 6 months	66,152	67.5%	106
Used dental rinse in last 6 months	21,747	22.2%	98
Used denture adhesive/fixative in last 6 months	4,427	4.5%	74
Used denture cleaner in last 6 months	7,226	7.4%	71
Used deodorant/antiperspirant in last 6 months	88,676	90.5%	98
Used disposable razor in last 6 months	54,061	55.2%	99
Used electric shaver in last 6 months	16,907	17.3%	95

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Health and Beauty Market Potential

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used facial moisturizer in last 6 months	44,021	45.0%	106
Used personal foot care product in last 6 months	21,222	21.7%	105
Used hair coloring product (at home) last 6 months	19,181	19.6%	98
Used hair conditioner (at home) in last 6 months	60,889	62.2%	103
Used hair conditioning treatment (at home)/6 mo	22,261	22.7%	97
Used hair growth product in last 6 months	2,777	2.8%	108
Used hair spray (at home) in last 6 months	31,037	31.7%	95
Used hair styling gel/lotion/mousse in last 6 mo	35,330	36.1%	104
Used hand & body cream/lotion/oil in last 6 months	70,241	71.7%	100
Used lip care product in last 6 months	59,857	61.1%	98
Used liquid soap/hand sanitizer in last 6 months	74,568	76.1%	98
Used mouthwash in last 6 months	62,112	63.4%	96
Used mouthwash 8+ times in last 7 days	15,304	15.6%	96
Used shampoo (at home) in last 6 months	89,243	91.1%	100
Used shaving cream/gel in last 6 months	48,082	49.1%	97
Bought toothbrush in last 6 months	82,103	83.8%	99
Bought electric toothbrush in last 6 months	9,427	9.6%	130
Used toothpaste in last 6 months	93,467	95.4%	100
Used toothpaste (gel) in last 6 months	22,835	23.3%	92
Used toothpaste (paste) in last 6 months	53,160	54.3%	105
Used whitening toothpaste in last 6 months	32,814	33.5%	102
Used toothpaste with baking soda in last 6 months	19,772	20.2%	94
Used toothpaste for sensitive teeth in last 6 mo	10,958	11.2%	95
Used tooth whitener (not toothpaste) in last 6 mo	9,991	10.2%	106
Used tooth whitener (gel) in last 6 mos	2,458	2.5%	132
Used tooth whitener (strips) in last 6 months	5,767	5.9%	112
Visited a day spa in last 6 months	7,630	7.8%	140
Purchased product at salon/day spa in last 6 mo	7,110	7.3%	110
Professional srv last 6 mo: haircut	62,339	63.7%	101
Professional srv last 6 mo: hair color/highlights	17,562	17.9%	108
Professional srv last 6 mo: facial	4,183	4.3%	135
Professional srv last 6 mo: massage	10,873	11.1%	134
Professional srv last 6 mo: manicure	13,995	14.3%	108
Professional srv last 6 mo: pedicure	17,893	18.3%	116
Spent \$150+ at barber shops in last 6 months	3,155	3.2%	142
Spent \$150+ at beauty salons in last 6 months	13,309	13.6%	124

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October 06, 2014