Sports and Leisure Market Potential

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/HHs	Percent	MPI
Participated in aerobics in last 12 months	9,603	9.8%	110
Participated in archery in last 12 months	1,473	1.5%	55
Participated in auto racing in last 12 months	1,241	1.3%	63
Participated in backpacking in last 12 months	3,160	3.2%	110
Participated in baseball in last 12 months	4,008	4.1%	91
Participated in basketball in last 12 months	8,045	8.2%	99
Participated in bicycling (mountain) in last 12 months	4,145	4.2%	105
Participated in bicycling (road) in last 12 months	10,488	10.7%	109
Participated in boating (power) in last 12 months	3,672	3.7%	71
Participated in bowling in last 12 months	9,390	9.6%	98
Participated in canoeing/kayaking in last 12 months	5,093	5.2%	97
Participated in fishing (fresh water) in last 12 months	7,448	7.6%	61
Participated in fishing (salt water) in last 12 months	3,171	3.2%	80
Participated in football in last 12 months	4,470	4.6%	91
Participated in Frisbee in last 12 months	5,502	5.6%	122
Participated in golf in last 12 months	8,653	8.8%	94
Participated in hiking in last 12 months	11,640	11.9%	119
Participated in horseback riding in last 12 months	1,940	2.0%	81
Participated in hunting with rifle in last 12 months	1,835	1.9%	41
Participated in hunting with shotgun in last 12 months	2,177	2.2%	55
Participated in ice skating in last 12 months	2,810	2.9%	112
Participated in jogging/running in last 12 months	15,034	15.4%	121
Participated in motorcycling in last 12 months	1,692	1.7%	56
Participated in Pilates in last 12 months	3,253	3.3%	119
Participated in skiing (downhill) in last 12 months	3,787	3.9%	135
Participated in soccer in last 12 months	4,700	4.8%	128
Participated in softball in last 12 months	3,248	3.3%	97
Participated in swimming in last 12 months	15,676	16.0%	101
Participated in target shooting in last 12 months	4,104	4.2%	93
Participated in tennis in last 12 months	5,390	5.5%	129
Participated in volleyball in last 12 months	3,540	3.6%	102
Participated in walking for exercise in last 12 months	27,083	27.7%	99
Participated in weight lifting in last 12 months	12,082	12.3%	116
Participated in yoga in last 12 months	9,786	10.0%	140
Spent on sports/rec equip in last 12 months: $1-99	5,456	5.6%	93
Spent on sports/rec equip in last 12 months: $100-$249	5,854	6.0%	92
Spent on sports/rec equip in last 12 months: $250+	6,250	6.4%	91
Attend sports events	23,054	23.5%	100
Attend sports events: auto racing (NASCAR)	950	1.0%	48
Attend sports events: baseball game - MLB reg seas	11,695	11.9%	124
Attend sports events: basketball game (college)	3,033	3.1%	105
Attend sports events: basketball game-NBA reg seas	3,882	4.0%	126
Attend sports events: football game (college)	5,577	5.7%	101
Attend sports events: football game-NFL Mon/Thurs	2,685	2.7%	106
Attend sports events: football game - NFL weekend	4,669	4.8%	103
Attend sports events: high school sports	3,497	3.6%	77
Attend sports events: ice hockey game-NHL reg seas	2,748	2.8%	100

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

October 06, 2014

Sports and Leisure Market Potential

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

Latitude: 32.9242
Longitude: -96.80344

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Listen to sports on radio	13,529	13.8%	89
Listen to baseball (MLB reg season) on radio often	2,437	2.5%	105
Listen to football (NFL Mon/Thurs) on radio often	1,802	1.8%	96
Listen to football (NFL wknd games) on radio often	1,958	2.0%	90
Listen to football (college) on radio often	1,734	1.8%	82
Watch sports on TV	57,342	58.6%	93
Watch on TV: alpine skiing/ski jumping	5,744	5.9%	105
Watch on TV: auto racing (NASCAR)	9,378	9.6%	66
Watch on TV: auto racing (not NASCAR)	4,570	4.7%	78
Watch on TV: baseball (MLB regular season)	23,328	23.8%	101
Watch on TV: baseball (MLB playoffs/World Series)	22,788	23.3%	100
Watch on TV: basketball (college)	14,544	14.9%	96
Watch on TV: basketball (NCAA tournament)	15,030	15.3%	97
Watch on TV: basketball (NBA regular season)	18,557	18.9%	103
Watch on TV: basketball (NBA playoffs/finals)	19,701	20.1%	101
Watch on TV: basketball (WNBA)	4,354	4.4%	98
Watch on TV: bicycle racing	3,080	3.1%	107
Watch on TV: bowling	3,020	3.1%	90
Watch on TV: boxing	8,493	8.7%	101
Watch on TV: bull riding (pro)	3,345	3.4%	62
Watch on TV: Equestrian events	2,563	2.6%	79
Watch on TV: extreme sports (summer)	5,419	5.5%	90
Watch on TV: extreme sports (winter)	5,774	5.9%	87
Watch on TV: figure skating	9,779	10.0%	95
Watch on TV: fishing	4,764	4.9%	71
Watch on TV: football (college)	22,247	22.7%	86
Watch on TV: football (NFL Mon/Thurs night games)	31,088	31.7%	93
Watch on TV: football (NFL weekend games)	33,173	33.9%	93
Watch on TV: football (NFL playoffs/Super Bowl)	34,027	34.7%	93
Watch on TV: golf (PGA)	15,026	15.3%	105
Watch on TV: golf (LPGA)	4,768	4.9%	98
Watch on TV: gymnastics	7,526	7.7%	94
Watch on TV: horse racing	2,888	2.9%	79
Watch on TV: ice hockey (NHL regular season)	9,372	9.6%	105
Watch on TV: ice hockey (NHL playoffs/Stanley Cup)	9,933	10.1%	107
Watch on TV: marathon/road running/triathlon	2,350	2.4%	107
Watch on TV: mixed martial arts (MMA)	4,772	4.9%	97
Watch on TV: motorcycle racing	3,585	3.7%	80
Watch on TV: Olympics (summer)	25,464	26.0%	98
Watch on TV: Olympics (winter)	24,126	24.6%	97
Watch on TV: poker	5,193	5.3%	81
Watch on TV: rodeo	3,151	3.2%	65
Watch on TV: soccer (MLS)	6,951	7.1%	129
Watch on TV: soccer (World Cup)	11,952	12.2%	128
Watch on TV: tennis (men`s)	11,522	11.8%	129
Watch on TV: tennis (women`s)	10,600	10.8%	123
Watch on TV: track & field	5,383	5.5%	98
Watch on TV: truck and tractor pull/mud racing	1,557	1.6%	54
Watch on TV: volleyball (pro beach)	4,677	4.8%	108
Watch on TV: weightlifting	1,797	1.8%	104
Watch on TV: wrestling (WWE)	2,509	2.6%	78

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

October 06, 2014

Sports and Leisure Market Potential

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

Latitude: 32.9242
Longitude: -96.80344

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Member of AARP	10,661	10.9%	92
Member of charitable organization	5,447	5.6%	123
Member of church board	2,379	2.4%	78
Member of fraternal order	2,293	2.3%	88
Member of religious club	3,406	3.5%	95
Member of union	3,399	3.5%	85
Member of veterans club	1,665	1.7%	72
Attended adult education course in last 12 months	7,480	7.6%	117
Went to art gallery in last 12 months	10,763	11.0%	150
Attended auto show in last 12 months	7,088	7.2%	88
Did baking in last 12 months	22,416	22.9%	99
Went to bar/night club in last 12 months	19,540	20.0%	117
Went to beach in last 12 months	26,980	27.5%	116
Played billiards/pool in last 12 months	9,503	9.7%	126
Played bingo in last 12 months	3,303	3.4%	81
Did birdwatching in last 12 months	4,026	4.1%	86
Played board game in last 12 months	13,582	13.9%	104
Read book in last 12 months	35,482	36.2%	105
Participated in book club in last 12 months	3,016	3.1%	113
Went on overnight camping trip in last 12 months	10,819	11.0%	87
Played cards in last 12 months	14,099	14.4%	87
Played chess in last 12 months	3,860	3.9%	122
Played computer game (offline w/software)/12 months	6,587	6.7%	93
Played computer game (online w/software)/12 months	7,145	7.3%	105
Played computer game (online w/o software)/12 months	8,448	8.6%	93
Cooked for fun in last 12 months	23,560	24.1%	110
Did crossword puzzle in last 12 months	11,198	11.4%	101
Danced/went dancing in last 12 months	10,758	11.0%	127
Attended dance performance in last 12 months	4,491	4.6%	112
Dined out in last 12 months	43,901	44.8%	100
Participated in fantasy sports league last 12 months	4,419	4.5%	111
Did furniture refinishing in last 12 months	3,057	3.1%	112
Gambled at casino in last 12 months	13,224	13.5%	92
Gambled in Atlantic City in last 12 months	2,798	2.9%	119
Gambled in Las Vegas in last 12 months	5,002	5.1%	124
Participate in indoor gardening/plant care	9,336	9.5%	99
Attended horse races in last 12 months	3,274	3.3%	121
Participated in karaoke in last 12 months	4,638	4.7%	130
Bought lottery ticket in last 12 months	30,934	31.6%	87
Played lottery 6+ times in last 30 days	8,771	9.0%	77
Bought lottery ticket in last 12 months: Daily Drawing	3,267	3.3%	80
Bought lottery ticket in last 12 months: Instant Game	12,583	12.8%	76
Bought lottery ticket in last 12 months: Mega Millions	16,953	17.3%	97
Bought lottery ticket in last 12 months: Powerball	14,026	14.3%	76
Attended a movie in last 6 months	62,254	63.6%	105
Attended movie in last 90 days: once/week or more	2,398	2.4%	106
Attended movie in last 90 days: 2-3 times a month	7,226	7.4%	120
Attended movie in last 90 days: once a month	12,493	12.8%	122
Attended movie in last 90 days: < once a month	35,395	36.1%	100
Movie genre seen at theater/6 months: action	28,122	28.7%	108

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

October 06, 2014

Sports and Leisure Market Potential

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

Latitude: 32.9242
Longitude: -96.80344

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Movie genre seen at theater/6 months: adventure	30,519	31.2%	110
Movie genre seen at theater/6 months: comedy	30,398	31.0%	110
Movie genre seen at theater/6 months: crime	15,909	16.2%	109
Movie genre seen at theater/6 months: drama	32,588	33.3%	111
Movie genre seen at theater/6 months: family	14,373	14.7%	107
Movie genre seen at theater/6 months: fantasy	19,601	20.0%	108
Movie genre seen at theater/6 months: horror	7,513	7.7%	108
Movie genre seen at theater/6 months: romance	16,773	17.1%	111
Movie genre seen at theater/6 months: science fiction	17,336	17.7%	113
Movie genre seen at theater/6 months: thriller	18,279	18.7%	112
Went to museum in last 12 months	17,556	17.9%	139
Attended classical music/opera performance/12 months	5,473	5.6%	146
Attended country music performance in last 12 months	4,501	4.6%	84
Attended rock music performance in last 12 months	12,754	13.0%	134
Played musical instrument in last 12 months	7,920	8.1%	116
Did painting/drawing in last 12 months	6,634	6.8%	115
Did photo album/scrapbooking in last 12 months	5,754	5.9%	104
Did photography in last 12 months	10,486	10.7%	109
Did Sudoku puzzle in last 12 months	10,962	11.2%	105
Went to live theater in last 12 months	16,920	17.3%	138
Visited a theme park in last 12 months	17,244	17.6%	98
Visited a theme park 5+ times in last 12 months	3,527	3.6%	96
Participated in trivia games in last 12 months	5,505	5.6%	108
Played video/electronic game (console) last 12 months	11,327	11.6%	101
Played video/electronic game (portable) last 12 months	4,608	4.7%	105
Visited an indoor water park in last 12 months	2,876	2.9%	94
Did woodworking in last 12 months	3,458	3.5%	82
Participated in word games in last 12 months	11,422	11.7%	109
Went to zoo in last 12 months	11,929	12.2%	104
Purchased DVDs in last 30 days: 1	3,002	3.1%	81
Purchased DVDs in last 30 days: 2	2,243	2.3%	73
Purchased DVDs in last 30 days: 3+	4,512	4.6%	82
Purchased DVD/Blu-ray disc online in last 12 months	7,251	7.4%	114
Rented DVDs in last 30 days: 1	3,605	3.7%	96
Rented DVDs in last 30 days: 2	4,664	4.8%	99
Rented DVDs in last 30 days: 3+	16,620	17.0%	100
Rented movie/oth video/30 days: action/adventure	25,794	26.3%	102
Rented movie/oth video/30 days: classics	8,845	9.0%	119
Rented movie/oth video/30 days: comedy	26,843	27.4%	107
Rented movie/oth video/30 days: drama	19,798	20.2%	116
Rented movie/oth video/30 days: family/children	9,907	10.1%	91
Rented movie/oth video/30 days: foreign	4,948	5.1%	156
Rented movie/oth video/30 days: horror	9,159	9.4%	100
Rented movie/oth video/30 days: musical	3,458	3.5%	118
Rented movie/oth video/30 days: news/documentary	4,759	4.9%	117
Rented movie/oth video/30 days: romance	10,347	10.6%	100
Rented movie/oth video/30 days: science fiction	8,496	8.7%	106
Rented movie/oth video/30 days: TV show	9,423	9.6%	117
Rented movie/oth video/30 days: western	2,905	3.0%	90

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

October 06, 2014

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

Latitude: 32.9242
Longitude: -96.80344

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Rented/purch DVD/Blu-ray/30 days: from amazon.com	3,342	3.4%	104
Rented DVD/Blu-ray/30 days: from netflix.com	14,184	14.5%	114
Rented/purch DVD/Blu-ray/30 days: from Redbox	17,922	18.3%	103
HH owns ATV/UTV	1,224	2.2%	40
Bought any children`s toy/game in last 12 months	31,446	32.1%	97
Spent on toys/games for child last 12 months: <$50	6,400	6.5%	106
Spent on toys/games for child last 12 months: $50-99	2,231	2.3%	85
Spent on toys/games for child last 12 months: $100-199	5,151	5.3%	85
Spent on toys/games for child last 12 months: $200-499	9,267	9.5%	98
Spent on toys/games for child last 12 months: $500+	4,528	4.6%	93
Bought any toys/games online in last 12 months	7,104	7.3%	109
Bought infant toy in last 12 months	6,637	6.8%	104
Bought pre-school toy in last 12 months	6,467	6.6%	94
Bought for child last 12 months: boy action figure	6,378	6.5%	91
Bought for child last 12 months: girl action figure	2,627	2.7%	92
Bought for child last 12 months: action game	2,463	2.5%	96
Bought for child last 12 months: bicycle	6,355	6.5%	99
Bought for child last 12 months: board game	10,088	10.3%	102
Bought for child last 12 months: builder set	3,400	3.5%	88
Bought for child last 12 months: car	7,954	8.1%	86
Bought for child last 12 months: construction toy	4,339	4.4%	89
Bought for child last 12 months: fashion doll	4,612	4.7%	100
Bought for child last 12 months: large/baby doll	6,861	7.0%	105
Bought for child last 12 months: doll accessories	3,455	3.5%	99
Bought for child last 12 months: doll clothing	3,854	3.9%	104
Bought for child last 12 months: educational toy	11,239	11.5%	96
Bought for child last 12 months: electronic doll/animal	2,055	2.1%	87
Bought for child last 12 months: electronic game	6,735	6.9%	85
Bought for child last 12 months: mechanical toy	3,338	3.4%	95
Bought for child last 12 months: model kit/set	2,011	2.1%	84
Bought for child last 12 months: plush doll/animal	7,304	7.5%	101
Bought for child last 12 months: sound game	2,266	2.3%	108
Bought for child last 12 months: water toy	8,821	9.0%	97
Bought for child last 12 months: word game	3,617	3.7%	118

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

October 06, 2014

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

Latitude: 32.9242
Longitude: -96.80344

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought digital book in last 12 months	13,495	13.8%	124
Bought hardcover book in last 12 months	24,595	25.1%	112
Bought paperback book in last 12 months	35,207	36.0%	106
Bought 1-3 books in last 12 months	19,885	20.3%	102
Bought 4-6 books in last 12 months	11,525	11.8%	110
Bought 7+ books in last 12 months	19,053	19.5%	108
Bought book (fiction) in last 12 months	28,987	29.6%	106
Bought book (non-fiction) in last 12 months	26,600	27.2%	115
Bought biography in last 12 months	9,741	9.9%	136
Bought children`s book in last 12 months	9,176	9.4%	97
Bought cookbook in last 12 months	9,234	9.4%	104
Bought history book in last 12 months	10,343	10.6%	133
Bought mystery book in last 12 months	11,378	11.6%	100
Bought novel in last 12 months	19,882	20.3%	125
Bought religious book (not bible) in last 12 mo	5,858	6.0%	91
Bought romance book in last 12 months	6,160	6.3%	88
Bought science fiction book in last 12 months	5,946	6.1%	108
Bought personal/business self-help book last 12 months	7,361	7.5%	125
Bought travel book in last 12 months	3,183	3.3%	136
Bought book online in last 12 months	21,703	22.2%	116
Bought book last 12 months: amazon.com	20,186	20.6%	127
Bought book last 12 months: barnes&noble.com	3,344	3.4%	104
Bought book last 12 months: Barnes & Noble book store	18,229	18.6%	117
Bought book last 12 months: other book store (not B&N)	12,587	12.9%	108
Bought book last 12 months: through book club	1,493	1.5%	83
Bought book last 12 months: mail order	1,800	1.8%	83
Listened to/purchased audiobook in last 6 months	5,506	5.6%	122

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

October 06, 2014