

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	MPI
Own any e-reader/tablet (such as Kindle or iPad)		24,993	120
Own e-reader/tablet: iPad		14,196	140
Own e-reader/tablet: Barnes&Noble Nook		2,442	99
Own e-reader/tablet: Amazon Kindle		8,772	113
Own any portable MP3 player		34,955	106
Own Apple iPod classic		12,601	129
Own Apple iPod nano		10,811	115
Own Apple iPod shuffle		5,507	124
Own Apple iPod touch		9,330	94
Purchased portable MP3 player in last 12 months		5,125	101
Spent \$200+ on MP3 player in last 12 months		1,908	94
Own digital point & shoot camera		31,841	101
Own digital single-lens reflex (SLR) camera		9,519	113
Own Canon camera		17,953	107
Own Fujifilm camera		2,051	77
Own Kodak camera		6,084	70
Own Nikon camera		9,402	104
Own Olympus camera		3,929	115
Own Panasonic camera		2,593	120
Own Sony camera		6,216	97
Bought any camera in last 12 months		7,099	100
Spent on cameras in last 12 months: \$1-99		7,600	81
Spent on cameras in last 12 months: \$100-\$199		5,698	103
Spent on cameras in last 12 months: \$200+		6,326	107
Own telephoto/zoom lens		6,328	102
Own wideangle lens		3,741	108
Own memory card for camera		25,788	92
Bought memory card for camera in last 12 months		4,942	88
Own photo paper		13,914	94
Own photo printer		11,644	90
Printed digital photos in last 12 months		2,356	71
Bought film in last 12 months		6,213	84
Use a computer at work		43,094	109
Use desktop computer at work		24,181	100
Use laptop/notebook at work		15,456	118
HH owns a computer		42,477	100
Purchased home computer in last 12 months		8,168	101
HH owns desktop computer		24,638	91
HH owns laptop/notebook		29,912	105
HH owns netbook		2,324	113
Child (under 18 yrs) uses home computer		7,931	83
HH owns any Apple/Mac brand computer		10,544	132
HH owns any PC/non-Apple brand computer		36,416	95
Brand of computer HH owns: Acer		3,684	88
Brand of computer HH owns: Compaq		2,443	91
Brand of computer HH owns: Dell		13,527	85
Brand of computer HH owns: Gateway		2,158	88
Brand of computer HH owns: HP		11,530	105

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.

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Brand of computer HH owns: Sony	1,695	3.1%	101
Brand of computer HH owns: Toshiba	4,918	8.9%	111
Purchased most recent home computer 1-2 years ago	9,946	17.9%	95
Purchased most recent home computer 3-4 years ago	8,730	15.7%	104
Purchased most recent home computer 5+ years ago	4,057	7.3%	92
Spent on most recent home computer: <\$500	6,726	12.1%	86
Spent on most recent home computer: \$500-\$999	10,792	19.4%	96
Spent on most recent home computer: \$1000-\$1499	6,655	12.0%	120
Spent on most recent home computer: \$1500-\$1999	2,681	4.8%	105
Spent on most recent home computer: \$2000+	2,494	4.5%	117
Purch most recent hm computer at computer superstr	8,365	15.1%	114
Purch most recent hm computer at dept/discount str	3,256	5.9%	73
Purch most recent hm computer direct from manufact	6,556	11.8%	113
Purch most recent hm computer at electronics store	6,844	12.3%	100
Purch most recent hm computer from online-only co.	2,206	4.0%	108
HH owns Blu-ray drive	3,012	5.4%	111
HH owns CD drive	19,409	35.0%	96
HH owns DVD drive	13,256	23.9%	105
HH owns external hard drive	9,860	17.8%	107
HH owns flash drive	14,339	25.8%	102
HH owns LAN/network interface card	4,493	8.1%	105
HH owns inkjet printer	19,266	34.7%	92
HH owns laser printer	8,811	15.9%	112
HH owns document scanner	9,982	18.0%	99
HH owns computer speakers	18,613	33.5%	100
HH owns webcam	11,498	20.7%	107
HH owns wireless router	18,219	32.8%	102
HH owns software: accounting	3,565	6.4%	97
HH owns software: communications/fax	3,353	6.0%	103
HH owns software: database/filing	3,840	6.9%	111
HH owns software: desktop publishing	5,153	9.3%	100
HH owns software: education/training	4,986	9.0%	104
HH owns software: entertainment/games	12,355	22.3%	98
HH owns software: personal finance/tax prep	7,472	13.5%	113
HH owns software: presentation graphics	4,336	7.8%	117
HH owns software: multimedia	8,034	14.5%	108
HH owns software: networking	8,075	14.6%	104
HH owns software: online meeting/conference	1,932	3.5%	119
HH owns software: security/anti-virus	14,890	26.8%	103
HH owns software: spreadsheet	12,282	22.1%	111
HH owns software: utility	3,467	6.2%	113
HH owns software: web authoring	1,329	2.4%	103
HH owns software: word processing	17,982	32.4%	107
HH owns camcorder	8,270	14.9%	96
HH owns CD player	9,903	17.8%	93
HH owns DVD/Blu-ray player	33,187	59.8%	97
HH purchased DVD/Blu-ray player in last 12 months	3,578	6.4%	75

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns portable GPS navigation device	13,981	25.2%	91
HH purchased portable GPS navigation device/12 mo	2,239	4.0%	95
HH owns headphones (ear buds)	19,948	36.0%	105
HH owns noise reduction headphones	4,861	8.8%	117
HH owns home theater/entertainment system	5,803	10.5%	94
HH owns MP3 docking station	5,383	9.7%	100
HH owns 1 TV	14,074	25.4%	126
HH owns 2 TVs	14,686	26.5%	100
HH owns 3 TVs	10,573	19.1%	89
HH owns 4+ TVs	7,982	14.4%	73
HH owns DLP TV	803	1.4%	79
HH owns LCD TV	20,043	36.1%	96
HH owns plasma TV	9,208	16.6%	108
HH owns projection TV	1,347	2.4%	76
HH has HDTV	24,850	44.8%	97
HH has Internet connectable TV	9,688	17.5%	100
HH owns miniature screen TV (<13 in)	2,613	4.7%	88
HH owns regular screen TV (13-26 in)	16,229	29.2%	90
HH owns large screen TV (27-35 in)	19,715	35.5%	91
HH owns big screen TV (36-42 in)	16,668	30.0%	93
HH owns giant screen TV (over 42 in)	12,459	22.5%	95
Most recent HH TV purchase: miniature screen (<13 in)	934	1.7%	102
Most recent HH TV purchase: regular screen (13-26 in)	8,855	16.0%	107
Most recent HH TV purchase: large screen (27-35 in)	12,265	22.1%	94
Most recent HH TV purchase: big screen (36-42 in)	12,015	21.7%	96
Most recent HH TV purchase: giant screen (over 42 in)	9,574	17.3%	96
HH owns Internet video device for TV	2,828	5.1%	117
HH purchased video game system in last 12 months	5,209	9.4%	102
HH owns video game system: handheld	7,537	13.6%	84
HH owns video game system: attached to TV/computer	22,440	40.4%	90
HH owns video game system: Nintendo DS/DS Lite	3,023	5.4%	81
HH owns video game system: Nintendo DSi/DSi XL	2,268	4.1%	77
HH owns video game system: Nintendo Wii	11,132	20.1%	82
HH owns video game system: PlayStation 2 (PS2)	4,905	8.8%	77
HH owns video game system: PlayStation 3 (PS3)	6,671	12.0%	89
HH owns video game system: Sony PSP/PSPgo	1,759	3.2%	97
HH owns video game system: Xbox 360	8,502	15.3%	84
HH purchased 5+ video games in last 12 months	3,542	6.4%	91
HH spent \$101+ on video games in last 12 months	4,805	8.7%	89
Have access to Internet at home using a computer	76,356	78.0%	99
Connection to Internet at home: dial-up modem	1,391	1.4%	67
Connection to Internet at home: cable modem	31,211	31.9%	101
Connection to Internet at home: DSL	12,949	13.2%	79
Connection to Internet at home: fiber optic	11,957	12.2%	137
Connection to Internet at home: wireless	29,228	29.8%	105
Connection to Internet at home: any high speed	72,351	73.9%	101
Time online in a typical day: 10+ hours	3,626	3.7%	126
Time online in a typical day: 5-9.9 hours	10,031	10.2%	110
Time online in a typical day: 2-4.9 hours	19,789	20.2%	109
Time online in a typical day: 1-1.9 hours	17,584	18.0%	106
Time online in a typical day: 0.5-0.9 hours	12,899	13.2%	104
Time online in a typical day: <0.5 hours	9,416	9.6%	90
Any Internet usage in last 30 days	79,234	80.9%	102
Used Internet/30 days: at home	73,752	75.3%	103
Used Internet/30 days: at work	39,808	40.6%	110
Used Internet/30 days: at school/library	12,807	13.1%	116

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Used Internet/30 days: not hm/work/school/library	27,586	28.2%	117
Device used to access Internet/30 days: computer	74,434	76.0%	101
Device used to access Internet/30 days: cell phone	52,733	53.8%	115
Used Wi-Fi/wireless connection outside hm/30 days	32,907	33.6%	126
Internet last 30 days: visited chat room	5,802	5.9%	111
Internet last 30 days: used email	72,725	74.3%	107
Internet last 30 days: used IM	46,700	47.7%	106
Internet last 30 days: made personal purchase	44,325	45.3%	116
Internet last 30 days: made business purchase	12,505	12.8%	119
Internet last 30 days: paid bills online	47,278	48.3%	113
Internet last 30 days: looked for employment	16,205	16.5%	105
Internet last 30 days: traded/tracked investments	14,089	14.4%	130
Internet last 30 days: made travel plans	25,611	26.2%	147
Internet last 30 days: obtained new/used car info	10,998	11.2%	104
Internet last 30 days: obtained financial info	34,434	35.2%	121
Internet last 30 days: obtained medical info	24,185	24.7%	115
Internet last 30 days: checked movie listing/times	25,818	26.4%	123
Internet last 30 days: obtained latest news	50,307	51.4%	118
Internet last 30 days: obtained parenting info	5,348	5.5%	109
Internet last 30 days: obtained real estate info	14,813	15.1%	130
Internet last 30 days: obtained sports news/info	31,402	32.1%	112
Internet last 30 days: visited online blog	16,953	17.3%	142
Internet last 30 days: wrote online blog	3,904	4.0%	130
Internet last 30 days: used online dating website	2,081	2.1%	126
Internet last 30 days: played games online	23,773	24.3%	92
Internet last 30 days: sent greeting card	6,000	6.1%	122
Internet last 30 days: made phone call	18,128	18.5%	131
Internet last 30 days: shared photos via website	29,593	30.2%	113
Internet last 30 days: looked for recipes	31,242	31.9%	103
Internet last 30 days: added video to website	6,574	6.7%	116
Internet last 30 days: downloaded a movie	8,368	8.5%	129
Internet last 30 days: downloaded music	26,154	26.7%	121
Internet last 30 days: downloaded podcast	5,087	5.2%	139
Internet last 30 days: downloaded TV program	6,929	7.1%	163
Internet last 30 days: downloaded a video game	8,311	8.5%	102
Internet last 30 days: watched movie online	17,294	17.7%	130
Internet last 30 days: watched TV program online	17,508	17.9%	133
Purch/rntd video download/strm/30 days: amazon.com	2,950	3.0%	110
Purch/rntd video download/strm/30 days: itunes.com	3,669	3.7%	119
Purch/rntd video download/strm/30 days: netflix.com	13,199	13.5%	119
Visited any Spanish language website last 30 days	4,281	4.4%	171
Visited website in last 30 days: facebook.com	52,515	53.6%	104
Visited website in last 30 days: LinkedIn.com	12,759	13.0%	158
Visited website in last 30 days: MySpace.com	2,246	2.3%	109
Visited website in last 30 days: photobucket.com	2,698	2.8%	111
Visited website in last 30 days: picasa.com	3,958	4.0%	140
Visited website in last 30 days: shutterfly.com	3,758	3.8%	125
Visited website in last 30 days: tumblr.com	3,971	4.1%	166
Visited website in last 30 days: twitter.com	12,340	12.6%	137
Visited website in last 30 days: yelp.com	5,453	5.6%	178
Visited website in last 30 days: YouTube.com	43,957	44.9%	110
Used website/search engine/30 days: ask.com	6,481	6.6%	93
Used website/search engine/30 days: bing.com	16,575	16.9%	102
Used website/search engine/30 days: google.com	73,517	75.1%	106
Used website/search engine/30 days: yahoo.com	33,458	34.2%	95

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Electronics and Internet Market Potential

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Visited news website in last 30 days: ABCnews.com	4,971	5.1%	121
Visited news website in last 30 days: CBSnews.com	3,254	3.3%	124
Visited news website in last 30 days: cnn.com	14,995	15.3%	144
Visited news website in last 30 days: foxnews.com	8,445	8.6%	104
Visited news website in last 30 days: msnbc.com	7,228	7.4%	117
Visited news website in last 30 days: Yahoo! News	13,761	14.1%	103

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