

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 of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	46,357	47.3%	98
Bought any women's clothing in last 12 months	42,788	43.7%	97
Bought clothing for child <13 years in last 6 months	26,854	27.4%	98
Bought any shoes in last 12 months	55,213	56.4%	103
Bought costume jewelry in last 12 months	18,575	19.0%	95
Bought any fine jewelry in last 12 months	17,568	17.9%	92
Bought a watch in last 12 months	11,449	11.7%	102
Automobiles (Households)			
HH owns/leases any vehicle	45,579	82.1%	97
HH bought/leased new vehicle last 12 mo	5,438	9.8%	113
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	79,626	81.3%	96
Bought/changed motor oil in last 12 months	41,954	42.8%	86
Had tune-up in last 12 months	30,671	31.3%	103
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	64,579	65.9%	101
Drank regular cola in last 6 months	42,018	42.9%	94
Drank beer/ale in last 6 months	45,449	46.4%	110
Cameras (Adults)			
Own digital point & shoot camera	31,841	32.5%	101
Own digital single-lens reflex (SLR) camera	9,519	9.7%	113
Bought any camera in last 12 months	7,099	7.2%	100
Bought memory card for camera in last 12 months	4,942	5.0%	88
Printed digital photos in last 12 months	2,356	2.4%	71
Cell Phones (Adults/Housholds)			
Bought cell phone in last 12 months	35,789	36.5%	100
Have a smartphone	53,738	54.9%	113
Have an iPhone	22,629	23.1%	124
Number of cell phones in household: 1	21,092	38.0%	118
Number of cell phones in household: 2	19,961	36.0%	97
Number of cell phones in household: 3+	11,563	20.8%	83
HH has cell phone only (no landline telephone)	24,809	44.7%	118
Computers (Households)			
HH owns a computer	42,477	76.6%	100
HH owns desktop computer	24,638	44.4%	91
HH owns laptop/notebook	29,912	53.9%	105
Spent <\$500 on most recent home computer	6,726	12.1%	86
Spent \$500-\$999 on most recent home computer	10,792	19.4%	96
Spent \$1,000-\$1,499 on most recent home computer	6,655	12.0%	120
Spent \$1,500-\$1,999 on most recent home computer	2,681	4.8%	105
Spent \$2,000+ on most recent home computer	2,494	4.5%	117

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 of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	54,900	56.1%	93
Bought brewed coffee at convenience store in last 30 days	13,221	13.5%	88
Bought cigarettes at convenience store in last 30 days	10,060	10.3%	78
Bought gas at convenience store in last 30 days	26,408	27.0%	81
Spent at convenience store in last 30 days: <\$20	9,113	9.3%	113
Spent at convenience store in last 30 days: \$20-\$39	8,974	9.2%	101
Spent at convenience store in last 30 days: \$40-\$50	6,711	6.9%	89
Spent at convenience store in last 30 days: \$51-\$99	3,800	3.9%	85
Spent at convenience store in last 30 days: \$100+	17,619	18.0%	78
Entertainment (Adults)			
Attended a movie in last 6 months	62,254	63.6%	105
Went to live theater in last 12 months	16,920	17.3%	138
Went to a bar/night club in last 12 months	19,540	20.0%	117
Dined out in last 12 months	43,901	44.8%	100
Gambled at a casino in last 12 months	13,224	13.5%	92
Visited a theme park in last 12 months	17,244	17.6%	98
Viewed movie (video-on-demand) in last 30 days	19,382	19.8%	127
Viewed TV show (video-on-demand) in last 30 days	15,886	16.2%	133
Watched any pay-per-view TV in last 12 months	13,063	13.3%	102
Downloaded a movie over the Internet in last 30 days	8,368	8.5%	129
Downloaded any individual song in last 6 months	20,988	21.4%	104
Watched a movie online in the last 30 days	17,294	17.7%	130
Watched a TV program online in last 30 days	17,508	17.9%	133
Played a video/electronic game (console) in last 12 months	11,327	11.6%	101
Played a video/electronic game (portable) in last 12 months	4,608	4.7%	105
Financial (Adults)			
Have home mortgage (1st)	28,054	28.6%	90
Used ATM/cash machine in last 12 months	50,858	51.9%	107
Own any stock	8,926	9.1%	117
Own U.S. savings bond	5,704	5.8%	101
Own shares in mutual fund (stock)	8,964	9.2%	122
Own shares in mutual fund (bonds)	6,028	6.2%	125
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 401K retirement savings plan	14,621	14.9%	101
Own/used any credit/debit card in last 12 months	71,635	73.1%	99
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-\$1,000	5,170	5.3%	122
Avg monthly credit card expenditures: \$1,001+	12,470	12.7%	139
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
Paid bills online in last 12 months	45,640	46.6%	112

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Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	66,616	68.0%	95
Used bread in last 6 months	91,858	93.8%	99
Used chicken (fresh or frozen) in last 6 mos	69,753	71.2%	100
Used turkey (fresh or frozen) in last 6 mos	15,496	15.8%	86
Used fish/seafood (fresh or frozen) in last 6 months	53,627	54.8%	98
Used fresh fruit/vegetables in last 6 months	84,851	86.6%	100
Used fresh milk in last 6 months	87,966	89.8%	100
Used organic food in last 6 months	24,241	24.8%	126
Health (Adults)			
Exercise at home 2+ times per week	27,586	28.2%	99
Exercise at club 2+ times per week	16,642	17.0%	131
Visited a doctor in last 12 months	71,193	72.7%	96
Used vitamin/dietary supplement in last 6 months	53,116	54.2%	101
Home (Households)			
Any home improvement in last 12 months	12,277	22.1%	80
Used housekeeper/maid/professional HH cleaning service in last 12	8,881	16.0%	122
Purchased low ticket HH furnishings in last 12 months	8,912	16.1%	103
Purchased big ticket HH furnishings in last 12 months	12,756	23.0%	109
Purchased bedding/bath goods in last 12 months	29,235	52.7%	99
Purchased cooking/serving product in last 12 months	13,775	24.8%	102
Bought any small kitchen appliance in last 12 months	12,322	22.2%	100
Bought any large kitchen appliance in last 12 months	5,992	10.8%	84
Insurance (Adults/Households)			
Currently carry life insurance	36,698	37.5%	86
Carry medical/hospital/accident insurance	60,017	61.3%	95
Carry homeowner insurance	38,588	39.4%	83
Carry renter's insurance	10,358	10.6%	143
Have auto insurance: 1 vehicle in household covered	19,032	34.3%	109
Have auto insurance: 2 vehicles in household covered	14,735	26.6%	95
Have auto insurance: 3+ vehicles in household covered	8,715	15.7%	72
Pets (Households)			
Household owns any pet	23,990	43.2%	81
Household owns any cat	9,838	17.7%	78
Household owns any dog	16,169	29.1%	73
Psychographics (Adults)			
Buying American is important to me	36,963	37.7%	88
Usually buy items on credit rather than wait	11,517	11.8%	103
Usually buy based on quality - not price	18,447	18.8%	105
Price is usually more important than brand name	25,605	26.1%	95
Usually use coupons for brands I buy often	17,172	17.5%	93
Am interested in how to help the environment	18,964	19.4%	116
Usually pay more for environ safe product	14,979	15.3%	121
Usually value green products over convenience	10,542	10.8%	106
Likely to buy a brand that supports a charity	33,542	34.2%	100
Reading (Adults)			
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 month	35,207	36.0%	106
Read any daily newspaper (paper version)	27,553	28.1%	100
Read any digital newspaper in last 30 days	36,896	37.7%	121
Read any magazine (paper/electronic version) in last 6 months	90,360	92.3%	102

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	70,689	72.2%	95
Went to family restaurant/steak house: 4+ times a month	27,149	27.7%	96
Went to fast food/drive-in restaurant in last 6 months	85,631	87.4%	97
Went to fast food/drive-in restaurant 9+ times/mo	36,030	36.8%	91
Fast food/drive-in last 6 months: eat in	34,157	34.9%	96
Fast food/drive-in last 6 months: home delivery	8,217	8.4%	107
Fast food/drive-in last 6 months: take-out/drive-thru	40,622	41.5%	88
Fast food/drive-in last 6 months: take-out/walk-in	18,184	18.6%	95
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	24,993	25.5%	120
Own any portable MP3 player	34,955	35.7%	106
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 subscribes to cable TV	29,406	53.0%	104
HH subscribes to fiber optic	5,007	9.0%	136
HH has satellite dish	7,364	13.3%	52
HH owns DVD/Blu-ray player	33,187	59.8%	97
HH owns camcorder	8,270	14.9%	96
HH owns portable GPS navigation device	13,981	25.2%	91
HH purchased video game system in last 12 mos	5,209	9.4%	102
HH owns Internet video device for TV	2,828	5.1%	117
Travel (Adults)			
Domestic travel in last 12 months	50,267	51.3%	102
Took 3+ domestic non-business trips in last 12 months	13,137	13.4%	108
Spent on domestic vacations in last 12 months: <\$1,000	10,265	10.5%	93
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	6,253	6.4%	106
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	3,448	3.5%	100
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	4,033	4.1%	108
Spent on domestic vacations in last 12 months: \$3,000+	6,595	6.7%	124
Domestic travel in the 12 months: used general travel website	8,008	8.2%	116
Foreign travel in last 3 years	28,850	29.5%	124
Took 3+ foreign trips by plane in last 3 years	6,552	6.7%	153
Spent on foreign vacations in last 12 months: <\$1,000	5,000	5.1%	121
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	3,864	3.9%	130
Spent on foreign vacations in last 12 months: \$3,000+	6,452	6.6%	134
Foreign travel in last 3 years: used general travel website	6,724	6.9%	126
Nights spent in hotel/motel in last 12 mo: any	41,044	41.9%	102
Took cruise of more than one day in last 3 years	9,478	9.7%	111
Member of any frequent flyer program	23,519	24.0%	144
Member of any hotel rewards program	16,302	16.6%	118

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