



Retail Market Potential

I-35E & FM 664/Ovilla Road
FM-664, Red Oak, Texas, 75154
Drive Time: 5 minute radius

Prepared by Esri
Latitude: 32.53179
Longitude: -96.82211

Demographic Summary	2018	2023
Population	10,142	11,124
Population 18+	7,333	8,050
Households	3,407	3,725
Median Household Income	\$65,753	\$75,081

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	3,783	51.6%	109
Bought any women's clothing in last 12 months	3,231	44.1%	102
Bought clothing for child <13 years in last 6 months	2,549	34.8%	129
Bought any shoes in last 12 months	4,002	54.6%	102
Bought costume jewelry in last 12 months	1,259	17.2%	94
Bought any fine jewelry in last 12 months	1,372	18.7%	105
Bought a watch in last 12 months	1,087	14.8%	94
Automobiles (Households)			
HH owns/leases any vehicle	3,123	91.7%	107
HH bought/leased new vehicle last 12 mo	415	12.2%	126
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	6,692	91.3%	107
Bought/changed motor oil in last 12 months	3,865	52.7%	111
Had tune-up in last 12 months	1,917	26.1%	102
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	5,297	72.2%	104
Drank regular cola in last 6 months	3,250	44.3%	100
Drank beer/ale in last 6 months	3,049	41.6%	98
Cameras (Adults)			
Own digital point & shoot camera/camcorder	868	11.8%	101
Own digital SLR camera/camcorder	671	9.2%	117
Printed digital photos in last 12 months	1,989	27.1%	117
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	2,666	36.4%	101
Have a smartphone	6,295	85.8%	108
Have a smartphone: Android phone (any brand)	3,270	44.6%	115
Have a smartphone: Apple iPhone	2,902	39.6%	103
Number of cell phones in household: 1	691	20.3%	66
Number of cell phones in household: 2	1,393	40.9%	106
Number of cell phones in household: 3+	1,258	36.9%	134
HH has cell phone only (no landline telephone)	1,991	58.4%	111
Computers (Households)			
HH owns a computer	2,750	80.7%	108
HH owns desktop computer	1,475	43.3%	113
HH owns laptop/notebook	2,124	62.3%	110
HH owns any Apple/Mac brand computer	605	17.8%	100
HH owns any PC/non-Apple brand computer	2,363	69.4%	110
HH purchased most recent computer in a store	1,404	41.2%	111
HH purchased most recent computer online	468	13.7%	102
Spent <\$500 on most recent home computer	543	15.9%	105
Spent \$500-\$999 on most recent home computer	694	20.4%	116
Spent \$1,000-\$1,499 on most recent home computer	339	10.0%	105
Spent \$1,500-\$1,999 on most recent home computer	137	4.0%	87
Spent \$2,000+ on most recent home computer	155	4.5%	112

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 2018 and 2023.



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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	4,694	64.0%	102
Bought brewed coffee at convenience store in last 30 days	981	13.4%	99
Bought cigarettes at convenience store in last 30 days	807	11.0%	101
Bought gas at convenience store in last 30 days	3,015	41.1%	112
Spent at convenience store in last 30 days: <\$20	443	6.0%	84
Spent at convenience store in last 30 days: \$20-\$39	702	9.6%	100
Spent at convenience store in last 30 days: \$40-\$50	566	7.7%	93
Spent at convenience store in last 30 days: \$51-\$99	406	5.5%	99
Spent at convenience store in last 30 days: \$100+	1,882	25.7%	116
Entertainment (Adults)			
Attended a movie in last 6 months	4,738	64.6%	109
Went to live theater in last 12 months	731	10.0%	86
Went to a bar/night club in last 12 months	1,246	17.0%	97
Dined out in last 12 months	4,013	54.7%	107
Gambled at a casino in last 12 months	965	13.2%	102
Visited a theme park in last 12 months	1,575	21.5%	113
Viewed movie (video-on-demand) in last 30 days	1,362	18.6%	102
Viewed TV show (video-on-demand) in last 30 days	982	13.4%	96
Watched any pay-per-view TV in last 12 months	855	11.7%	106
Downloaded a movie over the Internet in last 30 days	745	10.2%	112
Downloaded any individual song in last 6 months	1,677	22.9%	113
Watched a movie online in the last 30 days	1,820	24.8%	104
Watched a TV program online in last 30 days	1,399	19.1%	106
Played a video/electronic game (console) in last 12 months	687	9.4%	103
Played a video/electronic game (portable) in last 12 months	373	5.1%	98
Financial (Adults)			
Have home mortgage (1st)	2,957	40.3%	127
Used ATM/cash machine in last 12 months	4,198	57.2%	107
Own any stock	441	6.0%	83
Own U.S. savings bond	279	3.8%	79
Own shares in mutual fund (stock)	395	5.4%	78
Own shares in mutual fund (bonds)	329	4.5%	94
Have interest checking account	2,242	30.6%	104
Have non-interest checking account	2,177	29.7%	101
Have savings account	4,558	62.2%	107
Have 401K retirement savings plan	1,383	18.9%	122
Own/used any credit/debit card in last 12 months	5,992	81.7%	103
Avg monthly credit card expenditures: <\$111	984	13.4%	112
Avg monthly credit card expenditures: \$111-\$225	591	8.1%	112
Avg monthly credit card expenditures: \$226-\$450	480	6.5%	97
Avg monthly credit card expenditures: \$451-\$700	430	5.9%	94
Avg monthly credit card expenditures: \$701-\$1,000	408	5.6%	96
Avg monthly credit card expenditures: \$1,001+	733	10.0%	91
Did banking online in last 12 months	3,300	45.0%	114
Did banking on mobile device in last 12 months	2,114	28.8%	122
Paid bills online in last 12 months	4,095	55.8%	113

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	2,505	73.5%	107
Used bread in last 6 months	3,224	94.6%	101
Used chicken (fresh or frozen) in last 6 months	2,483	72.9%	106
Used turkey (fresh or frozen) in last 6 months	511	15.0%	98
Used fish/seafood (fresh or frozen) in last 6 months	1,866	54.8%	100
Used fresh fruit/vegetables in last 6 months	3,010	88.3%	101
Used fresh milk in last 6 months	3,023	88.7%	103
Used organic food in last 6 months	774	22.7%	96
Health (Adults)			
Exercise at home 2+ times per week	2,217	30.2%	108
Exercise at club 2+ times per week	1,092	14.9%	103
Visited a doctor in last 12 months	5,558	75.8%	99
Used vitamin/dietary supplement in last 6 months	3,840	52.4%	97
Home (Households)			
Any home improvement in last 12 months	1,145	33.6%	121
Used housekeeper/maid/professional HH cleaning service in last 12	476	14.0%	100
Purchased low ticket HH furnishings in last 12 months	636	18.7%	111
Purchased big ticket HH furnishings in last 12 months	833	24.4%	111
Bought any small kitchen appliance in last 12 months	804	23.6%	105
Bought any large kitchen appliance in last 12 months	575	16.9%	120
Insurance (Adults/Households)			
Currently carry life insurance	3,661	49.9%	112
Carry medical/hospital/accident insurance	5,548	75.7%	101
Carry homeowner insurance	3,912	53.3%	113
Carry renter's insurance	609	8.3%	96
Have auto insurance: 1 vehicle in household covered	834	24.5%	80
Have auto insurance: 2 vehicles in household covered	1,281	37.6%	130
Have auto insurance: 3+ vehicles in household covered	914	26.8%	118
Pets (Households)			
Household owns any pet	2,093	61.4%	113
Household owns any cat	796	23.4%	102
Household owns any dog	1,714	50.3%	121
Psychographics (Adults)			
Buying American is important to me	3,056	41.7%	103
Usually buy items on credit rather than wait	909	12.4%	95
Usually buy based on quality - not price	1,335	18.2%	94
Price is usually more important than brand name	2,144	29.2%	105
Usually use coupons for brands I buy often	1,250	17.0%	95
Am interested in how to help the environment	1,225	16.7%	92
Usually pay more for environ safe product	1,012	13.8%	97
Usually value green products over convenience	853	11.6%	103
Likely to buy a brand that supports a charity	2,519	34.4%	99
Reading (Adults)			
Bought digital book in last 12 months	990	13.5%	101
Bought hardcover book in last 12 months	1,428	19.5%	98
Bought paperback book in last 12 month	2,183	29.8%	103
Read any daily newspaper (paper version)	1,055	14.4%	70
Read any digital newspaper in last 30 days	2,834	38.6%	103
Read any magazine (paper/electronic version) in last 6 months	6,752	92.1%	102

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	5,862	79.9%	106
Went to family restaurant/steak house: 4+ times a month	2,236	30.5%	113
Went to fast food/drive-in restaurant in last 6 months	6,805	92.8%	103
Went to fast food/drive-in restaurant 9+ times/mo	3,389	46.2%	117
Fast food/drive-in last 6 months: eat in	2,805	38.3%	104
Fast food/drive-in last 6 months: home delivery	703	9.6%	114
Fast food/drive-in last 6 months: take-out/drive-thru	4,121	56.2%	119
Fast food/drive-in last 6 months: take-out/walk-in	1,640	22.4%	106
Television & Electronics (Adults/Households)			
Own any tablet	3,788	51.7%	113
Own any e-reader	584	8.0%	107
Own e-reader/tablet: iPad	2,126	29.0%	109
HH has Internet connectable TV	1,104	32.4%	125
Own any portable MP3 player	1,730	23.6%	110
HH owns 1 TV	490	14.4%	69
HH owns 2 TVs	904	26.5%	98
HH owns 3 TVs	794	23.3%	111
HH owns 4+ TVs	830	24.4%	137
HH subscribes to cable TV	1,383	40.6%	91
HH subscribes to fiber optic	223	6.5%	82
HH owns portable GPS navigation device	915	26.9%	108
HH purchased video game system in last 12 mos	339	10.0%	117
HH owns any Internet video device for TV	909	26.7%	131
Travel (Adults)			
Domestic travel in last 12 months	4,001	54.6%	105
Took 3+ domestic non-business trips in last 12 months	887	12.1%	102
Spent on domestic vacations in last 12 months: <\$1,000	799	10.9%	101
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	487	6.6%	111
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	373	5.1%	129
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	273	3.7%	98
Spent on domestic vacations in last 12 months: \$3,000+	493	6.7%	107
Domestic travel in the 12 months: used general travel website	485	6.6%	96
Foreign travel in last 3 years	1,866	25.4%	96
Took 3+ foreign trips by plane in last 3 years	244	3.3%	69
Spent on foreign vacations in last 12 months: <\$1,000	392	5.3%	114
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	246	3.4%	89
Spent on foreign vacations in last 12 months: \$3,000+	327	4.5%	75
Foreign travel in last 3 years: used general travel website	410	5.6%	93
Nights spent in hotel/motel in last 12 months: any	3,479	47.4%	109
Took cruise of more than one day in last 3 years	619	8.4%	99
Member of any frequent flyer program	1,260	17.2%	99
Member of any hotel rewards program	1,221	16.7%	99

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Demographic Summary	2018	2023
Population	77,046	84,123
Population 18+	57,034	62,682
Households	26,107	28,244
Median Household Income	\$62,707	\$69,647

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	27,503	48.2%	102
Bought any women's clothing in last 12 months	24,796	43.5%	101
Bought clothing for child <13 years in last 6 months	17,961	31.5%	117
Bought any shoes in last 12 months	30,040	52.7%	99
Bought costume jewelry in last 12 months	10,272	18.0%	99
Bought any fine jewelry in last 12 months	10,248	18.0%	100
Bought a watch in last 12 months	9,044	15.9%	100
Automobiles (Households)			
HH owns/leases any vehicle	23,152	88.7%	104
HH bought/leased new vehicle last 12 mo	2,694	10.3%	107
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	50,386	88.3%	103
Bought/changed motor oil in last 12 months	28,656	50.2%	105
Had tune-up in last 12 months	15,178	26.6%	103
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	41,161	72.2%	104
Drank regular cola in last 6 months	25,896	45.4%	103
Drank beer/ale in last 6 months	23,570	41.3%	98
Cameras (Adults)			
Own digital point & shoot camera/camcorder	6,447	11.3%	97
Own digital SLR camera/camcorder	4,675	8.2%	105
Printed digital photos in last 12 months	13,748	24.1%	104
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	21,083	37.0%	102
Have a smartphone	48,441	84.9%	106
Have a smartphone: Android phone (any brand)	25,979	45.6%	117
Have a smartphone: Apple iPhone	20,993	36.8%	96
Number of cell phones in household: 1	6,126	23.5%	76
Number of cell phones in household: 2	10,151	38.9%	101
Number of cell phones in household: 3+	9,378	35.9%	130
HH has cell phone only (no landline telephone)	15,067	57.7%	110
Computers (Households)			
HH owns a computer	20,426	78.2%	105
HH owns desktop computer	10,830	41.5%	108
HH owns laptop/notebook	15,737	60.3%	107
HH owns any Apple/Mac brand computer	4,398	16.8%	95
HH owns any PC/non-Apple brand computer	17,640	67.6%	108
HH purchased most recent computer in a store	10,178	39.0%	105
HH purchased most recent computer online	3,511	13.4%	100
Spent <\$500 on most recent home computer	4,083	15.6%	103
Spent \$500-\$999 on most recent home computer	4,987	19.1%	109
Spent \$1,000-\$1,499 on most recent home computer	2,485	9.5%	100
Spent \$1,500-\$1,999 on most recent home computer	1,085	4.2%	90
Spent \$2,000+ on most recent home computer	1,032	4.0%	97

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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	36,249	63.6%	102
Bought brewed coffee at convenience store in last 30 days	7,561	13.3%	98
Bought cigarettes at convenience store in last 30 days	6,468	11.3%	104
Bought gas at convenience store in last 30 days	22,881	40.1%	109
Spent at convenience store in last 30 days: <\$20	3,788	6.6%	92
Spent at convenience store in last 30 days: \$20-\$39	5,285	9.3%	97
Spent at convenience store in last 30 days: \$40-\$50	4,564	8.0%	97
Spent at convenience store in last 30 days: \$51-\$99	3,320	5.8%	104
Spent at convenience store in last 30 days: \$100+	13,836	24.3%	109
Entertainment (Adults)			
Attended a movie in last 6 months	36,125	63.3%	106
Went to live theater in last 12 months	5,821	10.2%	88
Went to a bar/night club in last 12 months	9,502	16.7%	95
Dined out in last 12 months	29,569	51.8%	102
Gambled at a casino in last 12 months	7,523	13.2%	102
Visited a theme park in last 12 months	11,932	20.9%	111
Viewed movie (video-on-demand) in last 30 days	11,170	19.6%	108
Viewed TV show (video-on-demand) in last 30 days	8,519	14.9%	107
Watched any pay-per-view TV in last 12 months	7,021	12.3%	112
Downloaded a movie over the Internet in last 30 days	5,526	9.7%	107
Downloaded any individual song in last 6 months	12,637	22.2%	110
Watched a movie online in the last 30 days	14,535	25.5%	106
Watched a TV program online in last 30 days	10,719	18.8%	105
Played a video/electronic game (console) in last 12 months	5,144	9.0%	99
Played a video/electronic game (portable) in last 12 months	2,891	5.1%	98
Financial (Adults)			
Have home mortgage (1st)	21,570	37.8%	120
Used ATM/cash machine in last 12 months	31,953	56.0%	105
Own any stock	3,598	6.3%	87
Own U.S. savings bond	2,337	4.1%	85
Own shares in mutual fund (stock)	3,327	5.8%	85
Own shares in mutual fund (bonds)	2,533	4.4%	93
Have interest checking account	16,091	28.2%	96
Have non-interest checking account	17,082	30.0%	102
Have savings account	34,481	60.5%	104
Have 401K retirement savings plan	10,437	18.3%	118
Own/used any credit/debit card in last 12 months	45,920	80.5%	101
Avg monthly credit card expenditures: <\$111	7,315	12.8%	107
Avg monthly credit card expenditures: \$111-\$225	4,302	7.5%	105
Avg monthly credit card expenditures: \$226-\$450	3,929	6.9%	102
Avg monthly credit card expenditures: \$451-\$700	3,325	5.8%	94
Avg monthly credit card expenditures: \$701-\$1,000	3,173	5.6%	96
Avg monthly credit card expenditures: \$1,001+	5,137	9.0%	82
Did banking online in last 12 months	24,192	42.4%	108
Did banking on mobile device in last 12 months	15,337	26.9%	114
Paid bills online in last 12 months	30,362	53.2%	108

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	18,764	71.9%	105
Used bread in last 6 months	24,620	94.3%	101
Used chicken (fresh or frozen) in last 6 months	18,629	71.4%	104
Used turkey (fresh or frozen) in last 6 months	3,990	15.3%	100
Used fish/seafood (fresh or frozen) in last 6 months	14,453	55.4%	101
Used fresh fruit/vegetables in last 6 months	22,878	87.6%	101
Used fresh milk in last 6 months	22,928	87.8%	102
Used organic food in last 6 months	6,034	23.1%	98
Health (Adults)			
Exercise at home 2+ times per week	16,421	28.8%	103
Exercise at club 2+ times per week	8,521	14.9%	104
Visited a doctor in last 12 months	42,752	75.0%	97
Used vitamin/dietary supplement in last 6 months	30,298	53.1%	98
Home (Households)			
Any home improvement in last 12 months	7,938	30.4%	109
Used housekeeper/maid/professional HH cleaning service in last 12	3,386	13.0%	93
Purchased low ticket HH furnishings in last 12 months	4,465	17.1%	102
Purchased big ticket HH furnishings in last 12 months	5,920	22.7%	103
Bought any small kitchen appliance in last 12 months	5,807	22.2%	99
Bought any large kitchen appliance in last 12 months	4,140	15.9%	112
Insurance (Adults/Households)			
Currently carry life insurance	27,535	48.3%	109
Carry medical/hospital/accident insurance	42,479	74.5%	100
Carry homeowner insurance	28,652	50.2%	106
Carry renter's insurance	4,848	8.5%	99
Have auto insurance: 1 vehicle in household covered	7,064	27.1%	88
Have auto insurance: 2 vehicles in household covered	8,421	32.3%	112
Have auto insurance: 3+ vehicles in household covered	6,749	25.9%	113
Pets (Households)			
Household owns any pet	15,278	58.5%	107
Household owns any cat	5,835	22.4%	97
Household owns any dog	12,223	46.8%	112
Psychographics (Adults)			
Buying American is important to me	23,077	40.5%	100
Usually buy items on credit rather than wait	7,543	13.2%	101
Usually buy based on quality - not price	10,148	17.8%	92
Price is usually more important than brand name	16,796	29.4%	106
Usually use coupons for brands I buy often	9,619	16.9%	94
Am interested in how to help the environment	10,294	18.0%	99
Usually pay more for environ safe product	7,707	13.5%	95
Usually value green products over convenience	6,106	10.7%	94
Likely to buy a brand that supports a charity	20,062	35.2%	101
Reading (Adults)			
Bought digital book in last 12 months	7,755	13.6%	102
Bought hardcover book in last 12 months	11,209	19.7%	99
Bought paperback book in last 12 month	16,649	29.2%	101
Read any daily newspaper (paper version)	8,934	15.7%	76
Read any digital newspaper in last 30 days	21,742	38.1%	101
Read any magazine (paper/electronic version) in last 6 months	52,101	91.4%	101

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Retail Market Potential

I-35E & FM 664/Ovilla Road
FM-664, Red Oak, Texas, 75154
Drive Time: 10 minute radius

Prepared by Esri
Latitude: 32.53179
Longitude: -96.82211

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	44,970	78.8%	104
Went to family restaurant/steak house: 4+ times a month	17,085	30.0%	111
Went to fast food/drive-in restaurant in last 6 months	52,551	92.1%	102
Went to fast food/drive-in restaurant 9+ times/mo	25,300	44.4%	112
Fast food/drive-in last 6 months: eat in	21,482	37.7%	103
Fast food/drive-in last 6 months: home delivery	4,964	8.7%	104
Fast food/drive-in last 6 months: take-out/drive-thru	29,906	52.4%	111
Fast food/drive-in last 6 months: take-out/walk-in	12,486	21.9%	104
Television & Electronics (Adults/Households)			
Own any tablet	28,377	49.8%	109
Own any e-reader	4,303	7.5%	102
Own e-reader/tablet: iPad	15,207	26.7%	100
HH has Internet connectable TV	7,729	29.6%	115
Own any portable MP3 player	12,268	21.5%	100
HH owns 1 TV	4,255	16.3%	78
HH owns 2 TVs	6,922	26.5%	98
HH owns 3 TVs	5,707	21.9%	104
HH owns 4+ TVs	5,969	22.9%	129
HH subscribes to cable TV	11,394	43.6%	98
HH subscribes to fiber optic	1,846	7.1%	89
HH owns portable GPS navigation device	6,420	24.6%	99
HH purchased video game system in last 12 mos	2,461	9.4%	111
HH owns any Internet video device for TV	6,127	23.5%	115
Travel (Adults)			
Domestic travel in last 12 months	30,531	53.5%	103
Took 3+ domestic non-business trips in last 12 months	6,253	11.0%	92
Spent on domestic vacations in last 12 months: <\$1,000	6,113	10.7%	99
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	3,568	6.3%	104
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	2,409	4.2%	107
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	2,042	3.6%	94
Spent on domestic vacations in last 12 months: \$3,000+	3,644	6.4%	102
Domestic travel in the 12 months: used general travel website	3,968	7.0%	100
Foreign travel in last 3 years	14,449	25.3%	96
Took 3+ foreign trips by plane in last 3 years	2,134	3.7%	78
Spent on foreign vacations in last 12 months: <\$1,000	2,412	4.2%	90
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	1,946	3.4%	91
Spent on foreign vacations in last 12 months: \$3,000+	2,966	5.2%	88
Foreign travel in last 3 years: used general travel website	3,123	5.5%	91
Nights spent in hotel/motel in last 12 months: any	26,417	46.3%	106
Took cruise of more than one day in last 3 years	5,298	9.3%	108
Member of any frequent flyer program	9,875	17.3%	99
Member of any hotel rewards program	9,473	16.6%	99

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 FM-664, Red Oak, Texas, 75154
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Demographic Summary	2018	2023
Population	262,230	283,164
Population 18+	193,370	209,741
Households	89,916	96,266
Median Household Income	\$54,581	\$59,541

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	88,877	46.0%	97
Bought any women's clothing in last 12 months	82,744	42.8%	99
Bought clothing for child <13 years in last 6 months	58,861	30.4%	113
Bought any shoes in last 12 months	97,983	50.7%	95
Bought costume jewelry in last 12 months	35,667	18.4%	101
Bought any fine jewelry in last 12 months	35,718	18.5%	103
Bought a watch in last 12 months	31,433	16.3%	103
Automobiles (Households)			
HH owns/leases any vehicle	75,417	83.9%	98
HH bought/leased new vehicle last 12 mo	7,949	8.8%	91
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	164,744	85.2%	100
Bought/changed motor oil in last 12 months	95,065	49.2%	103
Had tune-up in last 12 months	49,401	25.5%	99
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	140,347	72.6%	104
Drank regular cola in last 6 months	92,744	48.0%	108
Drank beer/ale in last 6 months	77,838	40.3%	95
Cameras (Adults)			
Own digital point & shoot camera/camcorder	18,047	9.3%	80
Own digital SLR camera/camcorder	13,600	7.0%	90
Printed digital photos in last 12 months	39,776	20.6%	89
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	70,888	36.7%	102
Have a smartphone	160,785	83.1%	104
Have a smartphone: Android phone (any brand)	90,552	46.8%	121
Have a smartphone: Apple iPhone	64,735	33.5%	87
Number of cell phones in household: 1	24,661	27.4%	89
Number of cell phones in household: 2	33,388	37.1%	97
Number of cell phones in household: 3+	29,883	33.2%	121
HH has cell phone only (no landline telephone)	52,223	58.1%	110
Computers (Households)			
HH owns a computer	64,266	71.5%	96
HH owns desktop computer	33,843	37.6%	98
HH owns laptop/notebook	49,206	54.7%	97
HH owns any Apple/Mac brand computer	13,655	15.2%	86
HH owns any PC/non-Apple brand computer	55,760	62.0%	99
HH purchased most recent computer in a store	31,698	35.3%	95
HH purchased most recent computer online	10,663	11.9%	88
Spent <\$500 on most recent home computer	13,022	14.5%	95
Spent \$500-\$999 on most recent home computer	14,904	16.6%	94
Spent \$1,000-\$1,499 on most recent home computer	7,328	8.1%	86
Spent \$1,500-\$1,999 on most recent home computer	3,498	3.9%	84
Spent \$2,000+ on most recent home computer	3,142	3.5%	86

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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	121,325	62.7%	100
Bought brewed coffee at convenience store in last 30 days	25,331	13.1%	97
Bought cigarettes at convenience store in last 30 days	22,453	11.6%	106
Bought gas at convenience store in last 30 days	74,776	38.7%	105
Spent at convenience store in last 30 days: <\$20	13,058	6.8%	94
Spent at convenience store in last 30 days: \$20-\$39	18,096	9.4%	98
Spent at convenience store in last 30 days: \$40-\$50	14,678	7.6%	92
Spent at convenience store in last 30 days: \$51-\$99	10,194	5.3%	94
Spent at convenience store in last 30 days: \$100+	45,521	23.5%	106
Entertainment (Adults)			
Attended a movie in last 6 months	118,216	61.1%	103
Went to live theater in last 12 months	18,631	9.6%	83
Went to a bar/night club in last 12 months	30,140	15.6%	89
Dined out in last 12 months	91,875	47.5%	93
Gambled at a casino in last 12 months	25,240	13.1%	101
Visited a theme park in last 12 months	39,257	20.3%	107
Viewed movie (video-on-demand) in last 30 days	35,355	18.3%	101
Viewed TV show (video-on-demand) in last 30 days	28,297	14.6%	105
Watched any pay-per-view TV in last 12 months	22,019	11.4%	104
Downloaded a movie over the Internet in last 30 days	17,436	9.0%	99
Downloaded any individual song in last 6 months	40,264	20.8%	103
Watched a movie online in the last 30 days	47,870	24.8%	103
Watched a TV program online in last 30 days	34,479	17.8%	99
Played a video/electronic game (console) in last 12 months	17,330	9.0%	98
Played a video/electronic game (portable) in last 12 months	9,676	5.0%	96
Financial (Adults)			
Have home mortgage (1st)	61,730	31.9%	101
Used ATM/cash machine in last 12 months	102,316	52.9%	99
Own any stock	10,423	5.4%	75
Own U.S. savings bond	7,296	3.8%	78
Own shares in mutual fund (stock)	9,779	5.1%	73
Own shares in mutual fund (bonds)	7,459	3.9%	81
Have interest checking account	48,191	24.9%	85
Have non-interest checking account	52,970	27.4%	93
Have savings account	108,544	56.1%	96
Have 401K retirement savings plan	29,869	15.4%	100
Own/used any credit/debit card in last 12 months	149,623	77.4%	97
Avg monthly credit card expenditures: <\$111	24,676	12.8%	106
Avg monthly credit card expenditures: \$111-\$225	13,801	7.1%	99
Avg monthly credit card expenditures: \$226-\$450	12,041	6.2%	92
Avg monthly credit card expenditures: \$451-\$700	9,804	5.1%	82
Avg monthly credit card expenditures: \$701-\$1,000	9,392	4.9%	83
Avg monthly credit card expenditures: \$1,001+	15,179	7.8%	72
Did banking online in last 12 months	71,421	36.9%	94
Did banking on mobile device in last 12 months	46,502	24.0%	102
Paid bills online in last 12 months	92,819	48.0%	97

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	62,398	69.4%	101
Used bread in last 6 months	84,598	94.1%	101
Used chicken (fresh or frozen) in last 6 months	62,542	69.6%	101
Used turkey (fresh or frozen) in last 6 months	13,811	15.4%	100
Used fish/seafood (fresh or frozen) in last 6 months	49,873	55.5%	101
Used fresh fruit/vegetables in last 6 months	78,051	86.8%	100
Used fresh milk in last 6 months	77,637	86.3%	100
Used organic food in last 6 months	20,133	22.4%	95
Health (Adults)			
Exercise at home 2+ times per week	53,234	27.5%	99
Exercise at club 2+ times per week	25,511	13.2%	91
Visited a doctor in last 12 months	143,120	74.0%	96
Used vitamin/dietary supplement in last 6 months	100,132	51.8%	96
Home (Households)			
Any home improvement in last 12 months	23,846	26.5%	95
Used housekeeper/maid/professional HH cleaning service in last 12	10,850	12.1%	86
Purchased low ticket HH furnishings in last 12 months	14,236	15.8%	94
Purchased big ticket HH furnishings in last 12 months	19,019	21.2%	96
Bought any small kitchen appliance in last 12 months	18,796	20.9%	93
Bought any large kitchen appliance in last 12 months	13,087	14.6%	103
Insurance (Adults/Households)			
Currently carry life insurance	88,402	45.7%	103
Carry medical/hospital/accident insurance	138,630	71.7%	96
Carry homeowner insurance	86,140	44.5%	94
Carry renter's insurance	17,012	8.8%	102
Have auto insurance: 1 vehicle in household covered	26,695	29.7%	97
Have auto insurance: 2 vehicles in household covered	25,123	27.9%	97
Have auto insurance: 3+ vehicles in household covered	20,155	22.4%	98
Pets (Households)			
Household owns any pet	46,052	51.2%	94
Household owns any cat	17,217	19.1%	83
Household owns any dog	36,329	40.4%	97
Psychographics (Adults)			
Buying American is important to me	76,413	39.5%	97
Usually buy items on credit rather than wait	24,657	12.8%	97
Usually buy based on quality - not price	35,819	18.5%	96
Price is usually more important than brand name	55,295	28.6%	102
Usually use coupons for brands I buy often	32,301	16.7%	93
Am interested in how to help the environment	35,116	18.2%	100
Usually pay more for environ safe product	28,038	14.5%	102
Usually value green products over convenience	24,053	12.4%	110
Likely to buy a brand that supports a charity	68,199	35.3%	102
Reading (Adults)			
Bought digital book in last 12 months	23,929	12.4%	93
Bought hardcover book in last 12 months	34,646	17.9%	90
Bought paperback book in last 12 month	51,793	26.8%	92
Read any daily newspaper (paper version)	32,796	17.0%	82
Read any digital newspaper in last 30 days	68,284	35.3%	94
Read any magazine (paper/electronic version) in last 6 months	174,701	90.3%	100

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	149,383	77.3%	102
Went to family restaurant/steak house: 4+ times a month	55,421	28.7%	107
Went to fast food/drive-in restaurant in last 6 months	176,843	91.5%	101
Went to fast food/drive-in restaurant 9+ times/mo	84,257	43.6%	110
Fast food/drive-in last 6 months: eat in	68,083	35.2%	96
Fast food/drive-in last 6 months: home delivery	16,479	8.5%	102
Fast food/drive-in last 6 months: take-out/drive-thru	98,194	50.8%	108
Fast food/drive-in last 6 months: take-out/walk-in	40,542	21.0%	100
Television & Electronics (Adults/Households)			
Own any tablet	88,046	45.5%	100
Own any e-reader	12,986	6.7%	91
Own e-reader/tablet: iPad	45,519	23.5%	88
HH has Internet connectable TV	23,291	25.9%	100
Own any portable MP3 player	38,251	19.8%	92
HH owns 1 TV	16,322	18.2%	87
HH owns 2 TVs	23,968	26.7%	99
HH owns 3 TVs	19,315	21.5%	102
HH owns 4+ TVs	18,395	20.5%	115
HH subscribes to cable TV	40,766	45.3%	102
HH subscribes to fiber optic	6,346	7.1%	89
HH owns portable GPS navigation device	20,238	22.5%	91
HH purchased video game system in last 12 mos	8,398	9.3%	110
HH owns any Internet video device for TV	18,696	20.8%	102
Travel (Adults)			
Domestic travel in last 12 months	94,316	48.8%	94
Took 3+ domestic non-business trips in last 12 months	18,746	9.7%	82
Spent on domestic vacations in last 12 months: <\$1,000	19,381	10.0%	93
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	10,538	5.4%	91
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	6,855	3.5%	90
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	6,098	3.2%	83
Spent on domestic vacations in last 12 months: \$3,000+	10,365	5.4%	85
Domestic travel in the 12 months: used general travel website	11,949	6.2%	89
Foreign travel in last 3 years	45,200	23.4%	88
Took 3+ foreign trips by plane in last 3 years	6,265	3.2%	67
Spent on foreign vacations in last 12 months: <\$1,000	7,565	3.9%	84
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	5,745	3.0%	79
Spent on foreign vacations in last 12 months: \$3,000+	8,847	4.6%	77
Foreign travel in last 3 years: used general travel website	9,048	4.7%	78
Nights spent in hotel/motel in last 12 months: any	80,818	41.8%	96
Took cruise of more than one day in last 3 years	17,536	9.1%	106
Member of any frequent flyer program	28,249	14.6%	84
Member of any hotel rewards program	28,820	14.9%	89

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