



Restaurant Market Potential

Joy James Elementary School
Ring: 1 mile radius

Prepared by Esri
Latitude: 32.80346
Longitude: -97.39946

Demographic Summary		2023	2028	
Population		12,000	13,231	
Population 18+		8,289	9,154	
Households		3,932	4,393	
Median Household Income		\$55,234	\$61,722	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to Family Restaurant/Steak House/6 Mo		5,539	66.8%	101
Went to Family Restaurant/Steak House 4+ Times/30 Days		1,646	19.9%	97
Spent \$1-30 at Family Restaurant/Steak House/30 Days		592	7.1%	107
Spent \$31-50 at Family Restaurant/Steak House/30 Days		739	8.9%	104
Spent \$51-100 at Family Restaurant/Steak House/30 Days		1,180	14.2%	96
Spent \$101-200 at Family Restaurant/Steak House/30 Days		820	9.9%	101
Spent \$201+ at Family Restaurant/Steak House/30 Days		316	3.8%	77
Spent \$1-100 at Fine Dining Restaurants/30 Days		201	2.4%	81
Spent \$101-200 at Fine Dining Restaurants/30 Days		67	0.8%	35
Spent \$201+ at Fine Dining Restaurants/30 Days		65	0.8%	39
Went for Breakfast at Family Restaurant/Steak House/6 Mo		792	9.6%	94
Went for Lunch at Family Restaurant/Steak House/6 Mo		1,333	16.1%	99
Went for Dinner at Family Restaurant/Steak House/6 Mo		3,560	42.9%	98
Went for Snacks at Family Restaurant/Steak House/6 Mo		149	1.8%	128
Went on Workday to Family Restaurant/Steak House/6 Mo		2,190	26.4%	89
Went on Weekend to Family Restaurant/Steak House/6 Mo		3,159	38.1%	104
Went to Applebee's/6 Mo		1,216	14.7%	110
Went to Bob Evans/6 Mo		226	2.7%	121
Went to Buffalo Wild Wings/6 Mo		778	9.4%	116
Went to California Pizza Kitchen/6 Mo		99	1.2%	85
Went to Carrabba's/6 Mo		95	1.1%	59
Went to The Cheesecake Factory/6 Mo		403	4.9%	79
Went to Chili's Grill & Bar/6 Mo		806	9.7%	108
Went to Cracker Barrel/6 Mo		897	10.8%	110
Went to Denny's/6 Mo		631	7.6%	134
Went to Golden Corral/6 Mo		416	5.0%	171
Went to IHOP/6 Mo		632	7.6%	107
Went to Logan's Roadhouse/6 Mo		146	1.8%	102
Went to Longhorn Steakhouse/6 Mo		452	5.5%	99
Went to Olive Garden/6 Mo		1,103	13.3%	98
Went to Outback Steakhouse/6 Mo		517	6.2%	89
Went to Red Lobster/6 Mo		573	6.9%	112
Went to Red Robin/6 Mo		393	4.7%	94
Went to Ruby Tuesday/6 Mo		128	1.5%	93
Went to Texas Roadhouse/6 Mo		1,052	12.7%	119
Went to T.G.I. Friday's/6 Mo		131	1.6%	72
Went to Waffle House/6 Mo		354	4.3%	97
Went to Fast Food/Drive-In Restaurant/6 Mo		7,608	91.8%	101
Went to Fast Food/Drive-In Rest 9+ Times/30 Days		3,743	45.2%	116
Spent \$1-10 at Fast Food Restaurant/30 Days		270	3.3%	79
Spent \$11-20 at Fast Food Restaurant/30 Days		623	7.5%	89
Spent \$21-40 at Fast Food Restaurant/30 Days		1,393	16.8%	101
Spent \$41-50 at Fast Food Restaurant/30 Days		730	8.8%	95
Spent \$51-100 at Fast Food Restaurant/30 Days		1,686	20.3%	99
Spent \$101-200 at Fast Food Restaurant/30 Days		1,143	13.8%	112
Spent \$201+ at Fast Food Restaurant/30 Days		573	6.9%	133
Ordered Eat-In Fast Food/6 Mo		1,882	22.7%	111

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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.



Restaurant Market Potential

Joy James Elementary School
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 32.80346
 Longitude: -97.39946

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Ordered Home Delivery Fast Food/6 Mo	1,412	17.0%	127
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	4,906	59.2%	101
Ordered Take-Out/Walk-In Fast Food/6 Mo	1,405	17.0%	76
Bought Breakfast at Fast Food Restaurant/6 Mo	2,897	34.9%	100
Bought Lunch at Fast Food Restaurant/6 Mo	4,389	52.9%	99
Bought Dinner at Fast Food Restaurant/6 Mo	4,315	52.1%	96
Bought Snack at Fast Food Restaurant/6 Mo	950	11.5%	86
Bought from Fast Food Restaurant on Weekday/6 Mo	4,955	59.8%	91
Bought from Fast Food Restaurant on Weekend/6 Mo	4,982	60.1%	114
Bought A&W/6 Mo	128	1.5%	75
Bought Arby`s/6 Mo	1,498	18.1%	101
Bought Baskin-Robbins/6 Mo	266	3.2%	103
Bought Boston Market/6 Mo	62	0.7%	39
Bought Burger King/6 Mo	2,777	33.5%	120
Bought Captain D`s/6 Mo	211	2.5%	91
Bought Carl`s Jr./6 Mo	382	4.6%	98
Bought Checkers/6 Mo	170	2.1%	83
Bought Chick-Fil-A/6 Mo	2,607	31.5%	96
Bought Chipotle Mexican Grill/6 Mo	1,182	14.3%	89
Bought Chuck E. Cheese`s/6 Mo	147	1.8%	170
Bought Church`s Fried Chicken/6 Mo	552	6.7%	206
Bought Cold Stone Creamery/6 Mo	195	2.4%	84
Bought Dairy Queen/6 Mo	1,501	18.1%	119
Bought Del Taco/6 Mo	220	2.7%	81
Bought Domino`s Pizza/6 Mo	1,593	19.2%	119
Bought Dunkin` Donuts/6 Mo	756	9.1%	61
Bought Five Guys/6 Mo	601	7.3%	74
Bought Hardee`s/6 Mo	462	5.6%	109
Bought Jack in the Box/6 Mo	909	11.0%	163
Bought Jersey Mike`s/6 Mo	287	3.5%	48
Bought Jimmy John`s/6 Mo	327	3.9%	67
Bought KFC/6 Mo	1,704	20.6%	119
Bought Krispy Kreme Doughnuts/6 Mo	526	6.3%	92
Bought Little Caesars/6 Mo	1,587	19.1%	163
Bought Long John Silver`s/6 Mo	297	3.6%	152
Bought McDonald`s/6 Mo	4,526	54.6%	108
Bought Panda Express/6 Mo	1,295	15.6%	129
Bought Panera Bread/6 Mo	788	9.5%	74
Bought Papa John`s/6 Mo	622	7.5%	92
Bought Papa Murphy`s/6 Mo	223	2.7%	75
Bought Pizza Hut/6 Mo	1,524	18.4%	149
Bought Popeyes Chicken/6 Mo	1,020	12.3%	88
Bought Sonic Drive-In/6 Mo	1,284	15.5%	131
Bought Starbucks/6 Mo	1,718	20.7%	101
Bought Steak `N Shake/6 Mo	252	3.0%	104
Bought Subway/6 Mo	2,062	24.9%	115
Bought Taco Bell/6 Mo	2,443	29.5%	108
Bought Wendy`s/6 Mo	1,977	23.9%	91
Bought Whataburger/6 Mo	979	11.8%	199
Bought White Castle/6 Mo	120	1.4%	58
Bought Wing-Stop/6 Mo	429	5.2%	153

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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.



Restaurant Market Potential

Joy James Elementary School
Ring: 1 mile radius

Prepared by Esri
Latitude: 32.80346
Longitude: -97.39946

Went to Fine Dining Restaurant/6 Mo	583	7.0%	58
Went to Fine Dining Restaurant/30 Days	436	5.3%	58
Went to Fine Dining Restaurant 2+ Times/30 Days	186	2.2%	54
Used DoorDash Site/App for Take-Out/Del/30 Days	883	10.7%	92
Used Grubhub Site/App for Take-Out/Del/30 Days	333	4.0%	74
Used Postmates Site/App for Take-Out/Del/30 Days	162	2.0%	115
Used Restrnt Site/App for Take-Out/Del/30 Days	1,599	19.3%	87
Used Uber Eats Site/App for Take-Out/Del/30 Days	515	6.2%	96
Used Yelp Site/App for Take-Out/Del/30 Days	113	1.4%	82

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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.



Restaurant Market Potential

Joy James Elementary School
Ring: 3 mile radius

Prepared by Esri
Latitude: 32.80346
Longitude: -97.39946

Demographic Summary		2023	2028	
Population		81,560	85,231	
Population 18+		57,442	59,818	
Households		26,234	27,639	
Median Household Income		\$56,966	\$62,725	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to Family Restaurant/Steak House/6 Mo		39,164	68.2%	103
Went to Family Restaurant/Steak House 4+ Times/30 Days		11,720	20.4%	99
Spent \$1-30 at Family Restaurant/Steak House/30 Days		3,823	6.7%	100
Spent \$31-50 at Family Restaurant/Steak House/30 Days		5,143	9.0%	104
Spent \$51-100 at Family Restaurant/Steak House/30 Days		8,606	15.0%	101
Spent \$101-200 at Family Restaurant/Steak House/30 Days		5,974	10.4%	106
Spent \$201+ at Family Restaurant/Steak House/30 Days		2,802	4.9%	99
Spent \$1-100 at Fine Dining Restaurants/30 Days		1,462	2.5%	85
Spent \$101-200 at Fine Dining Restaurants/30 Days		681	1.2%	51
Spent \$201+ at Fine Dining Restaurants/30 Days		603	1.0%	52
Went for Breakfast at Family Restaurant/Steak House/6 Mo		5,909	10.3%	101
Went for Lunch at Family Restaurant/Steak House/6 Mo		9,760	17.0%	104
Went for Dinner at Family Restaurant/Steak House/6 Mo		25,189	43.9%	101
Went for Snacks at Family Restaurant/Steak House/6 Mo		1,121	2.0%	139
Went on Workday to Family Restaurant/Steak House/6 Mo		15,619	27.2%	91
Went on Weekend to Family Restaurant/Steak House/6 Mo		22,923	39.9%	109
Went to Applebee's/6 Mo		7,750	13.5%	101
Went to Bob Evans/6 Mo		1,101	1.9%	85
Went to Buffalo Wild Wings/6 Mo		5,734	10.0%	123
Went to California Pizza Kitchen/6 Mo		792	1.4%	99
Went to Carrabba's/6 Mo		885	1.5%	79
Went to The Cheesecake Factory/6 Mo		3,435	6.0%	97
Went to Chili's Grill & Bar/6 Mo		6,562	11.4%	126
Went to Cracker Barrel/6 Mo		5,713	9.9%	101
Went to Denny's/6 Mo		4,659	8.1%	143
Went to Golden Corral/6 Mo		2,595	4.5%	154
Went to IHOP/6 Mo		4,673	8.1%	114
Went to Logan's Roadhouse/6 Mo		943	1.6%	95
Went to Longhorn Steakhouse/6 Mo		3,229	5.6%	102
Went to Olive Garden/6 Mo		8,415	14.6%	108
Went to Outback Steakhouse/6 Mo		3,960	6.9%	98
Went to Red Lobster/6 Mo		4,018	7.0%	113
Went to Red Robin/6 Mo		3,047	5.3%	105
Went to Ruby Tuesday/6 Mo		785	1.4%	82
Went to Texas Roadhouse/6 Mo		7,289	12.7%	119
Went to T.G.I. Friday's/6 Mo		934	1.6%	74
Went to Waffle House/6 Mo		2,729	4.8%	108
Went to Fast Food/Drive-In Restaurant/6 Mo		53,080	92.4%	102
Went to Fast Food/Drive-In Rest 9+ Times/30 Days		25,903	45.1%	116
Spent \$1-10 at Fast Food Restaurant/30 Days		1,743	3.0%	74
Spent \$11-20 at Fast Food Restaurant/30 Days		4,183	7.3%	86
Spent \$21-40 at Fast Food Restaurant/30 Days		9,223	16.1%	97
Spent \$41-50 at Fast Food Restaurant/30 Days		5,033	8.8%	95
Spent \$51-100 at Fast Food Restaurant/30 Days		12,486	21.7%	106
Spent \$101-200 at Fast Food Restaurant/30 Days		8,342	14.5%	118
Spent \$201+ at Fast Food Restaurant/30 Days		4,081	7.1%	136
Ordered Eat-In Fast Food/6 Mo		13,542	23.6%	115

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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.



Restaurant Market Potential

Joy James Elementary School
Ring: 3 mile radius

Prepared by Esri
Latitude: 32.80346
Longitude: -97.39946

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Ordered Home Delivery Fast Food/6 Mo	9,821	17.1%	128
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	34,235	59.6%	102
Ordered Take-Out/Walk-In Fast Food/6 Mo	10,876	18.9%	85
Bought Breakfast at Fast Food Restaurant/6 Mo	20,294	35.3%	101
Bought Lunch at Fast Food Restaurant/6 Mo	31,433	54.7%	102
Bought Dinner at Fast Food Restaurant/6 Mo	31,032	54.0%	100
Bought Snack at Fast Food Restaurant/6 Mo	7,233	12.6%	94
Bought from Fast Food Restaurant on Weekday/6 Mo	35,259	61.4%	94
Bought from Fast Food Restaurant on Weekend/6 Mo	34,764	60.5%	115
Bought A&W/6 Mo	921	1.6%	78
Bought Arby`s/6 Mo	9,540	16.6%	93
Bought Baskin-Robbins/6 Mo	2,148	3.7%	120
Bought Boston Market/6 Mo	618	1.1%	55
Bought Burger King/6 Mo	18,209	31.7%	114
Bought Captain D`s/6 Mo	1,495	2.6%	93
Bought Carl`s Jr./6 Mo	3,393	5.9%	126
Bought Checkers/6 Mo	1,242	2.2%	87
Bought Chick-Fil-A/6 Mo	20,597	35.9%	109
Bought Chipotle Mexican Grill/6 Mo	9,653	16.8%	105
Bought Chuck E. Cheese`s/6 Mo	1,023	1.8%	171
Bought Church`s Fried Chicken/6 Mo	3,735	6.5%	201
Bought Cold Stone Creamery/6 Mo	1,536	2.7%	95
Bought Dairy Queen/6 Mo	9,444	16.4%	108
Bought Del Taco/6 Mo	2,240	3.9%	119
Bought Domino`s Pizza/6 Mo	11,393	19.8%	123
Bought Dunkin` Donuts/6 Mo	5,763	10.0%	68
Bought Five Guys/6 Mo	4,765	8.3%	85
Bought Hardee`s/6 Mo	2,534	4.4%	86
Bought Jack in the Box/6 Mo	6,968	12.1%	180
Bought Jersey Mike`s/6 Mo	2,997	5.2%	72
Bought Jimmy John`s/6 Mo	2,821	4.9%	84
Bought KFC/6 Mo	10,934	19.0%	110
Bought Krispy Kreme Doughnuts/6 Mo	4,308	7.5%	109
Bought Little Caesars/6 Mo	10,638	18.5%	158
Bought Long John Silver`s/6 Mo	1,670	2.9%	123
Bought McDonald`s/6 Mo	30,837	53.7%	106
Bought Panda Express/6 Mo	10,139	17.7%	145
Bought Panera Bread/6 Mo	6,096	10.6%	83
Bought Papa John`s/6 Mo	4,773	8.3%	102
Bought Papa Murphy`s/6 Mo	1,907	3.3%	93
Bought Pizza Hut/6 Mo	10,139	17.7%	143
Bought Popeyes Chicken/6 Mo	8,094	14.1%	101
Bought Sonic Drive-In/6 Mo	8,760	15.3%	129
Bought Starbucks/6 Mo	13,256	23.1%	113
Bought Steak `N Shake/6 Mo	1,621	2.8%	96
Bought Subway/6 Mo	13,493	23.5%	109
Bought Taco Bell/6 Mo	16,680	29.0%	107
Bought Wendy`s/6 Mo	13,792	24.0%	92
Bought Whataburger/6 Mo	6,982	12.2%	205
Bought White Castle/6 Mo	878	1.5%	62
Bought Wing-Stop/6 Mo	3,389	5.9%	175

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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.



Restaurant Market Potential

Joy James Elementary School
Ring: 3 mile radius

Prepared by Esri
Latitude: 32.80346
Longitude: -97.39946

Went to Fine Dining Restaurant/6 Mo	4,824	8.4%	69
Went to Fine Dining Restaurant/30 Days	3,602	6.3%	69
Went to Fine Dining Restaurant 2+ Times/30 Days	1,535	2.7%	65
Used DoorDash Site/App for Take-Out/Del/30 Days	6,920	12.0%	104
Used Grubhub Site/App for Take-Out/Del/30 Days	2,743	4.8%	87
Used Postmates Site/App for Take-Out/Del/30 Days	1,207	2.1%	123
Used Restrnt Site/App for Take-Out/Del/30 Days	12,092	21.1%	95
Used Uber Eats Site/App for Take-Out/Del/30 Days	4,156	7.2%	112
Used Yelp Site/App for Take-Out/Del/30 Days	959	1.7%	101

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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.



Restaurant Market Potential

Joy James Elementary School
Ring: 5 mile radius

Prepared by Esri
Latitude: 32.80346
Longitude: -97.39946

Demographic Summary	2023	2028
Population	196,445	206,583
Population 18+	144,016	150,765
Households	69,797	74,000
Median Household Income	\$65,405	\$73,835

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to Family Restaurant/Steak House/6 Mo	97,113	67.4%	102
Went to Family Restaurant/Steak House 4+ Times/30 Days	29,253	20.3%	99
Spent \$1-30 at Family Restaurant/Steak House/30 Days	9,832	6.8%	102
Spent \$31-50 at Family Restaurant/Steak House/30 Days	12,839	8.9%	104
Spent \$51-100 at Family Restaurant/Steak House/30 Days	21,100	14.7%	99
Spent \$101-200 at Family Restaurant/Steak House/30 Days	14,691	10.2%	104
Spent \$201+ at Family Restaurant/Steak House/30 Days	7,318	5.1%	103
Spent \$1-100 at Fine Dining Restaurants/30 Days	4,044	2.8%	93
Spent \$101-200 at Fine Dining Restaurants/30 Days	2,501	1.7%	75
Spent \$201+ at Fine Dining Restaurants/30 Days	2,127	1.5%	74
Went for Breakfast at Family Restaurant/Steak House/6 Mo	15,058	10.5%	102
Went for Lunch at Family Restaurant/Steak House/6 Mo	24,247	16.8%	103
Went for Dinner at Family Restaurant/Steak House/6 Mo	63,414	44.0%	101
Went for Snacks at Family Restaurant/Steak House/6 Mo	2,554	1.8%	126
Went on Workday to Family Restaurant/Steak House/6 Mo	40,560	28.2%	95
Went on Weekend to Family Restaurant/Steak House/6 Mo	56,401	39.2%	107
Went to Applebee's/6 Mo	18,651	13.0%	97
Went to Bob Evans/6 Mo	2,823	2.0%	87
Went to Buffalo Wild Wings/6 Mo	13,660	9.5%	117
Went to California Pizza Kitchen/6 Mo	1,998	1.4%	99
Went to Carrabba's/6 Mo	2,427	1.7%	86
Went to The Cheesecake Factory/6 Mo	9,191	6.4%	103
Went to Chili's Grill & Bar/6 Mo	15,683	10.9%	121
Went to Cracker Barrel/6 Mo	13,690	9.5%	97
Went to Denny's/6 Mo	10,456	7.3%	128
Went to Golden Corral/6 Mo	5,590	3.9%	132
Went to IHOP/6 Mo	11,128	7.7%	108
Went to Logan's Roadhouse/6 Mo	2,335	1.6%	94
Went to Longhorn Steakhouse/6 Mo	7,943	5.5%	100
Went to Olive Garden/6 Mo	20,650	14.3%	105
Went to Outback Steakhouse/6 Mo	9,904	6.9%	98
Went to Red Lobster/6 Mo	9,547	6.6%	107
Went to Red Robin/6 Mo	7,493	5.2%	103
Went to Ruby Tuesday/6 Mo	1,905	1.3%	80
Went to Texas Roadhouse/6 Mo	17,600	12.2%	114
Went to T.G.I. Friday's/6 Mo	2,368	1.6%	75
Went to Waffle House/6 Mo	6,471	4.5%	102
Went to Fast Food/Drive-In Restaurant/6 Mo	132,606	92.1%	101
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	61,778	42.9%	110
Spent \$1-10 at Fast Food Restaurant/30 Days	4,936	3.4%	83
Spent \$11-20 at Fast Food Restaurant/30 Days	11,067	7.7%	91
Spent \$21-40 at Fast Food Restaurant/30 Days	23,275	16.2%	97
Spent \$41-50 at Fast Food Restaurant/30 Days	12,917	9.0%	97
Spent \$51-100 at Fast Food Restaurant/30 Days	31,299	21.7%	106
Spent \$101-200 at Fast Food Restaurant/30 Days	19,750	13.7%	111
Spent \$201+ at Fast Food Restaurant/30 Days	9,425	6.5%	126
Ordered Eat-In Fast Food/6 Mo	33,431	23.2%	113

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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.



Restaurant Market Potential

Joy James Elementary School
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 32.80346
 Longitude: -97.39946

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Ordered Home Delivery Fast Food/6 Mo	23,640	16.4%	122
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	85,838	59.6%	102
Ordered Take-Out/Walk-In Fast Food/6 Mo	29,313	20.4%	91
Bought Breakfast at Fast Food Restaurant/6 Mo	50,879	35.3%	101
Bought Lunch at Fast Food Restaurant/6 Mo	79,016	54.9%	102
Bought Dinner at Fast Food Restaurant/6 Mo	78,848	54.7%	101
Bought Snack at Fast Food Restaurant/6 Mo	18,989	13.2%	99
Bought from Fast Food Restaurant on Weekday/6 Mo	91,143	63.3%	96
Bought from Fast Food Restaurant on Weekend/6 Mo	83,983	58.3%	111
Bought A&W/6 Mo	2,624	1.8%	88
Bought Arby`s/6 Mo	24,298	16.9%	94
Bought Baskin-Robbins/6 Mo	5,011	3.5%	112
Bought Boston Market/6 Mo	1,942	1.3%	70
Bought Burger King/6 Mo	42,682	29.6%	106
Bought Captain D`s/6 Mo	3,459	2.4%	86
Bought Carl`s Jr./6 Mo	8,444	5.9%	125
Bought Checkers/6 Mo	3,075	2.1%	86
Bought Chick-Fil-A/6 Mo	51,624	35.8%	109
Bought Chipotle Mexican Grill/6 Mo	25,179	17.5%	109
Bought Chuck E. Cheese`s/6 Mo	2,293	1.6%	153
Bought Church`s Fried Chicken/6 Mo	7,881	5.5%	169
Bought Cold Stone Creamery/6 Mo	4,015	2.8%	99
Bought Dairy Queen/6 Mo	23,284	16.2%	107
Bought Del Taco/6 Mo	5,669	3.9%	120
Bought Domino`s Pizza/6 Mo	27,213	18.9%	117
Bought Dunkin` Donuts/6 Mo	16,403	11.4%	77
Bought Five Guys/6 Mo	13,048	9.1%	93
Bought Hardee`s/6 Mo	5,985	4.2%	81
Bought Jack in the Box/6 Mo	15,138	10.5%	156
Bought Jersey Mike`s/6 Mo	8,821	6.1%	85
Bought Jimmy John`s/6 Mo	7,958	5.5%	94
Bought KFC/6 Mo	25,654	17.8%	103
Bought Krispy Kreme Doughnuts/6 Mo	10,625	7.4%	107
Bought Little Caesars/6 Mo	23,221	16.1%	138
Bought Long John Silver`s/6 Mo	3,681	2.6%	108
Bought McDonald`s/6 Mo	75,456	52.4%	104
Bought Panda Express/6 Mo	23,718	16.5%	136
Bought Panera Bread/6 Mo	16,938	11.8%	92
Bought Papa John`s/6 Mo	12,009	8.3%	103
Bought Papa Murphy`s/6 Mo	5,163	3.6%	100
Bought Pizza Hut/6 Mo	23,013	16.0%	130
Bought Popeyes Chicken/6 Mo	20,244	14.1%	101
Bought Sonic Drive-In/6 Mo	20,548	14.3%	121
Bought Starbucks/6 Mo	33,783	23.5%	114
Bought Steak `N Shake/6 Mo	4,078	2.8%	96
Bought Subway/6 Mo	32,440	22.5%	104
Bought Taco Bell/6 Mo	41,430	28.8%	106
Bought Wendy`s/6 Mo	35,427	24.6%	94
Bought Whataburger/6 Mo	15,264	10.6%	179
Bought White Castle/6 Mo	2,468	1.7%	69
Bought Wing-Stop/6 Mo	7,560	5.2%	156

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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.



Restaurant Market Potential

Joy James Elementary School
Ring: 5 mile radius

Prepared by Esri
Latitude: 32.80346
Longitude: -97.39946

Went to Fine Dining Restaurant/6 Mo	14,721	10.2%	84
Went to Fine Dining Restaurant/30 Days	11,093	7.7%	85
Went to Fine Dining Restaurant 2+ Times/30 Days	4,987	3.5%	84
Used DoorDash Site/App for Take-Out/Del/30 Days	18,357	12.7%	110
Used Grubhub Site/App for Take-Out/Del/30 Days	7,734	5.4%	98
Used Postmates Site/App for Take-Out/Del/30 Days	2,974	2.1%	121
Used Restrnt Site/App for Take-Out/Del/30 Days	31,838	22.1%	100
Used Uber Eats Site/App for Take-Out/Del/30 Days	10,572	7.3%	114
Used Yelp Site/App for Take-Out/Del/30 Days	2,481	1.7%	104

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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.



Retail Market Potential

Joy James Elementary School
Ring: 1 mile radius

Prepared by Esri
Latitude: 32.80346
Longitude: -97.39946

Demographic Summary	2023	2028
Population	12,000	13,231
Population 18+	8,289	9,154
Households	3,932	4,393
Median Household Income	\$55,234	\$61,722

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought Men`s Clothing/12 Mo	5,259	63.4%	103
Bought Women`s Clothing/12 Mo	4,482	54.1%	104
Bought Shoes/12 Mo	6,333	76.4%	103
Bought Fine Jewelry/12 Mo	1,705	20.6%	100
Bought Watch/12 Mo	1,125	13.6%	98
Automobiles (Households)			
HH Owns or Leases Any Vehicle	3,596	91.5%	100
HH Bought or Leased New Vehicle/12 Mo	330	8.4%	83
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	7,543	91.0%	101
Bought or Changed Motor Oil/12 Mo	4,975	60.0%	117
Had Vehicle Tune-Up/12 Mo	2,142	25.8%	104
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	4,050	48.9%	132
Drank Beer or Ale/6 Mo	2,947	35.6%	90
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	663	8.0%	73
Own Digital SLR Camera or Camcorder	602	7.3%	67
Printed Digital Photos/12 Mo	1,881	22.7%	84
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	3,286	39.6%	113
Have a Smartphone	7,711	93.0%	99
Have Android Phone (Any Brand) Smartphone	3,915	47.2%	122
Have Apple iPhone Smartphone	3,945	47.6%	84
HH Owns 1 Cell Phone	1,199	30.5%	100
HH Owns 2 Cell Phones	1,244	31.6%	81
HH Owns 3+ Cell Phones	1,396	35.5%	123
HH Has Cell Phone Only (No Landline Telephone)	2,709	68.9%	101
Computers (Households)			
HH Owns Computer	2,873	73.1%	85
HH Owns Desktop Computer	1,288	32.8%	82
HH Owns Laptop or Notebook	2,328	59.2%	84
HH Owns Apple/Mac Brand Computer	689	17.5%	72
HH Owns PC/Non-Apple Brand Computer	2,475	62.9%	89
HH Purchased Most Recent Home Computer at Store	1,335	34.0%	87
HH Purchased Most Recent Home Computer Online	843	21.4%	78
HH Spent \$1-499 on Most Recent Home Computer	713	18.1%	115
HH Spent \$500-999 on Most Recent Home Computer	595	15.1%	74
HH Spent \$1K-1499 on Most Recent Home Computer	332	8.4%	70
HH Spent \$1500-1999 on Most Recent Home Computer	89	2.3%	49
HH Spent \$2K+ on Most Recent Home Computer	135	3.4%	64

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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.



Retail Market Potential

Joy James Elementary School
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 32.80346
 Longitude: -97.39946

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at C-Store/6 Mo	5,681	68.5%	107
Bought Brewed Coffee at C-Store/30 Days	1,207	14.6%	121
Bought Cigarettes at C-Store/30 Days	771	9.3%	152
Bought Gas at C-Store/30 Days	3,985	48.1%	122
Spent \$1-19 at C-Store/30 Days	520	6.3%	85
Spent \$20-39 at C-Store/30 Days	836	10.1%	102
Spent \$40-50 at C-Store/30 Days	583	7.0%	91
Spent \$51-99 at C-Store/30 Days	544	6.6%	107
Spent \$100+ at C-Store/30 Days	2,364	28.5%	137
Entertainment (Adults)			
Attended Movie/6 Mo	2,993	36.1%	98
Went to Live Theater/12 Mo	342	4.1%	60
Went to Bar or Night Club/12 Mo	1,132	13.7%	84
Dined Out/12 Mo	3,639	43.9%	84
Gambled at Casino/12 Mo	796	9.6%	90
Visited Theme Park/12 Mo	916	11.1%	95
Viewed Movie (Video-on-Demand)/30 Days	533	6.4%	58
Viewed TV Show (Video-on-Demand)/30 Days	427	5.2%	68
Used Internet to Download Movie/30 Days	408	4.9%	82
Downloaded Individual Song/6 Mo	1,550	18.7%	93
Used Internet to Watch Movie/30 Days	2,656	32.0%	94
Used Internet to Watch TV Program/30 Days	1,523	18.4%	83
Played (Console) Video or Electronic Game/12 Mo	1,156	13.9%	109
Played (Portable) Video or Electronic Game/12 Mo	587	7.1%	107
Financial (Adults)			
Have 1st Home Mortgage	2,457	29.6%	78
Used ATM or Cash Machine/12 Mo	5,000	60.3%	96
Own Any Stock	651	7.9%	52
Own U.S. Savings Bonds	354	4.3%	60
Own Shares in Mutual Fund (Stocks)	506	6.1%	45
Own Shares in Mutual Fund (Bonds)	333	4.0%	47
Have Interest Checking Account	2,047	24.7%	63
Have Non-Interest Checking Account	3,114	37.6%	99
Have Savings Account	5,340	64.4%	87
Have 401(k) Retirement Savings Plan	1,472	17.8%	73
Own or Used Any Credit/Debit Card/12 Mo	7,349	88.7%	96
Avg \$1-110 Monthly Credit Card Expenditures	1,074	13.0%	113
Avg \$111-225 Monthly Credit Card Expenditures	593	7.2%	93
Avg \$226-450 Monthly Credit Card Expenditures	956	11.5%	125
Avg \$451-700 Monthly Credit Card Expenditures	492	5.9%	65
Avg \$701-1000 Monthly Credit Card Expenditures	467	5.6%	69
Avg \$1001-2000 Monthly Credit Card Expenditures	586	7.1%	60
Avg \$2001+ Monthly Credit Card Expenditures	338	4.1%	37
Did Banking Online/12 Mo	4,006	48.3%	82
Did Banking by Mobile Device/12 Mo	3,348	40.4%	84

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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.



Retail Market Potential

Joy James Elementary School
Ring: 1 mile radius

Prepared by Esri
Latitude: 32.80346
Longitude: -97.39946

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH Used Bread/6 Mo	3,761	95.7%	101
HH Used Chicken (Fresh or Frozen)/6 Mo	2,768	70.4%	101
HH Used Turkey (Fresh or Frozen)/6 Mo	490	12.5%	84
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	2,360	60.0%	100
HH Used Fresh Fruit or Vegetables/6 Mo	3,361	85.5%	97
HH Used Fresh Milk/6 Mo	3,407	86.6%	105
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	2,360	60.0%	81
Health (Adults)			
Exercise at Home 2+ Times/Wk	3,373	40.7%	83
Exercise at Club 2+ Times/Wk	648	7.8%	67
Visited Doctor/12 Mo	6,254	75.4%	94
Used Vitamins or Dietary Supplements/6 Mo	5,082	61.3%	93
Home (Households)			
HH Did Home Improvement/12 Mo	1,417	36.0%	92
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	922	23.4%	77
HH Purchased Low Ticket HH Furnishing/12 Mo	854	21.7%	88
HH Purchased Big Ticket HH Furnishing/12 Mo	1,012	25.7%	90
HH Bought Small Kitchen Appliance/12 Mo	1,071	27.2%	104
HH Bought Large Kitchen Appliance/12 Mo	699	17.8%	109
Insurance (Adults/Households)			
Currently Carry Life Insurance	3,453	41.7%	81
Personally Carry Any Med/Hosp/Accident Insur	6,202	74.8%	88
Homeowner Carries Home/Personal Property Insurance	4,285	51.7%	84
Renter Carries Home/Pers Property Insurance	1,042	12.6%	105
HH Has 1 Vehicle Covered w/Auto Insurance	1,258	32.0%	104
HH Has 2 Vehicles Covered w/Auto Insurance	1,285	32.7%	100
HH Has 3+ Vehicles Covered w/Auto Insurance	961	24.4%	92
Pets (Households)			
HH Owns Cat	908	23.1%	100
HH Owns Dog	1,721	43.8%	111
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	1,504	18.1%	98
Buying American Is Important: 4-Agr Cmpl	2,592	31.3%	97
Buy Based on Quality Not Price: 4-Agr Cmpl	1,252	15.1%	100
Buy on Credit Rather Than Wait: 4-Agr Cmpl	1,001	12.1%	95
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	799	9.6%	87
Will Pay More for Env Safe Prods: 4-Agr Cmpl	1,039	12.5%	103
Buy Based on Price Not Brands: 4-Agr Cmpl	2,687	32.4%	119
Am Interested in How to Help Env: 4-Agr Cmpl	1,504	18.1%	98
Reading (Adults)			
Bought Digital Book/12 Mo	1,230	14.8%	79
Bought Hardcover Book/12 Mo	1,698	20.5%	76
Bought Paperback Book/12 Mo	2,241	27.0%	79
Read Daily Newspaper (Paper Version)	1,282	15.5%	101
Read Digital Newspaper/30 Days	3,516	42.4%	84
Read Magazine (Paper/Electronic Vers)/6 Mo	6,971	84.1%	97

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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.



Retail Market Potential

Joy James Elementary School
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 32.80346
 Longitude: -97.39946

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to Family Restrn/SteakHse/6 Mo	5,539	66.8%	101
Went to Family Restrn/SteakHse 4+ Times/30 Days	1,646	19.9%	97
Spent \$101-200 at Family Restrn/SteakHse/30 Days	820	91.8%	101
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	3,743	45.2%	116
Ordered Eat-In Fast Food/6 Mo	1,882	22.7%	111
Ordered Home Delivery Fast Food/6 Mo	1,412	17.0%	127
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	4,906	59.2%	101
Ordered Take-Out/Walk-In Fast Food/6 Mo	1,405	17.0%	76
Television & Electronics (Adults/Households)			
Own Tablet	4,299	51.9%	88
Own E-Reader	765	9.2%	64
Own E-Reader/Tablet: Apple iPad	2,121	25.6%	69
HH Owns Internet Connectable TV	1,581	40.2%	93
Own Portable MP3 Player	831	10.0%	90
HH Owns 1 TV	687	17.5%	96
HH Owns 2 TVs	1,107	28.2%	99
HH Owns 3 TVs	942	24.0%	105
HH Owns 4+ TVs	786	20.0%	89
HH Subscribes to Cable TV	1,101	28.0%	83
HH Subscribes to Fiber Optic TV	130	3.3%	63
HH Owns Portable GPS Device	636	16.2%	78
HH Purchased Video Game System/12 Mo	349	8.9%	111
HH Owns Internet Video Device for TV	1,820	46.3%	88
Travel (Adults)			
Took Domestic Trip in Continental U.S./12 Mo	3,542	42.7%	79
Took 3+ Domestic Non-Business Trips/12 Mo	901	10.9%	78
Spent \$1-999 on Domestic Vacations/12 Mo	980	11.8%	86
Spent \$1K-1499 on Domestic Vacations/12 Mo	314	3.8%	59
Spent \$1500-1999 on Domestic Vacations/12 Mo	222	2.7%	70
Spent \$2K-2999 on Domestic Vacations/12 Mo	230	2.8%	70
Spent \$3K+ on Domestic Vacations/12 Mo	348	4.2%	63
Used Intrnt Travel Site for Domestic Trip/12 Mo	358	4.3%	78
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	2,005	24.2%	73
Took 3+ Foreign Trips by Plane/3 Yrs	325	3.9%	54
Spent \$1-999 on Foreign Vacations/12 Mo	369	4.5%	57
Index: Spent \$1K-2999 on Foreign Vacations/12 Mo	194	2.3%	76
Spent \$3K+ on Foreign Vacations/12 Mo	311	3.8%	88
Used General Travel Site: Foreign Trip/3 Yrs	299	3.6%	57
Spent Night at Hotel or Motel/12 Mo	3,096	37.4%	82
Took Cruise of More Than One Day/3 Yrs	458	5.5%	55
Member of Frequent Flyer Program	1,352	16.3%	59
Member of Hotel Rewards Program	1,506	18.2%	63

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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.



Retail Market Potential

Joy James Elementary School
Ring: 3 mile radius

Prepared by Esri
Latitude: 32.80346
Longitude: -97.39946

Demographic Summary	2023	2028
Population	81,560	85,231
Population 18+	57,442	59,818
Households	26,234	27,639
Median Household Income	\$56,966	\$62,725

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought Men`s Clothing/12 Mo	37,011	64.4%	105
Bought Women`s Clothing/12 Mo	30,752	53.5%	103
Bought Shoes/12 Mo	44,207	77.0%	103
Bought Fine Jewelry/12 Mo	12,328	21.5%	105
Bought Watch/12 Mo	8,214	14.3%	103
Automobiles (Households)			
HH Owns or Leases Any Vehicle	24,308	92.7%	101
HH Bought or Leased New Vehicle/12 Mo	2,473	9.4%	93
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	52,656	91.7%	101
Bought or Changed Motor Oil/12 Mo	33,573	58.4%	114
Had Vehicle Tune-Up/12 Mo	14,679	25.6%	103
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	26,633	46.4%	125
Drank Beer or Ale/6 Mo	21,163	36.8%	93
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	4,778	8.3%	76
Own Digital SLR Camera or Camcorder	4,806	8.4%	77
Printed Digital Photos/12 Mo	13,822	24.1%	89
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	22,097	38.5%	110
Have a Smartphone	53,750	93.6%	100
Have Android Phone (Any Brand) Smartphone	25,201	43.9%	114
Have Apple iPhone Smartphone	29,760	51.8%	92
HH Owns 1 Cell Phone	7,446	28.4%	93
HH Owns 2 Cell Phones	8,644	32.9%	84
HH Owns 3+ Cell Phones	9,574	36.5%	127
HH Has Cell Phone Only (No Landline Telephone)	18,394	70.1%	102
Computers (Households)			
HH Owns Computer	20,407	77.8%	91
HH Owns Desktop Computer	9,167	34.9%	87
HH Owns Laptop or Notebook	16,832	64.2%	91
HH Owns Apple/Mac Brand Computer	5,404	20.6%	85
HH Owns PC/Non-Apple Brand Computer	17,194	65.5%	92
HH Purchased Most Recent Home Computer at Store	9,357	35.7%	91
HH Purchased Most Recent Home Computer Online	6,143	23.4%	85
HH Spent \$1-499 on Most Recent Home Computer	4,477	17.1%	108
HH Spent \$500-999 on Most Recent Home Computer	4,375	16.7%	82
HH Spent \$1K-1499 on Most Recent Home Computer	2,609	9.9%	82
HH Spent \$1500-1999 on Most Recent Home Computer	776	3.0%	64
HH Spent \$2K+ on Most Recent Home Computer	1,110	4.2%	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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.



Retail Market Potential

Joy James Elementary School
Ring: 3 mile radius

Prepared by Esri
Latitude: 32.80346
Longitude: -97.39946

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at C-Store/6 Mo	39,023	67.9%	106
Bought Brewed Coffee at C-Store/30 Days	7,783	13.5%	112
Bought Cigarettes at C-Store/30 Days	4,246	7.4%	121
Bought Gas at C-Store/30 Days	26,010	45.3%	115
Spent \$1-19 at C-Store/30 Days	3,737	6.5%	88
Spent \$20-39 at C-Store/30 Days	5,964	10.4%	105
Spent \$40-50 at C-Store/30 Days	4,262	7.4%	96
Spent \$51-99 at C-Store/30 Days	3,749	6.5%	107
Spent \$100+ at C-Store/30 Days	14,956	26.0%	125
Entertainment (Adults)			
Attended Movie/6 Mo	21,601	37.6%	102
Went to Live Theater/12 Mo	2,812	4.9%	72
Went to Bar or Night Club/12 Mo	8,403	14.6%	90
Dined Out/12 Mo	26,769	46.6%	89
Gambled at Casino/12 Mo	5,826	10.1%	95
Visited Theme Park/12 Mo	7,168	12.5%	107
Viewed Movie (Video-on-Demand)/30 Days	4,401	7.7%	69
Viewed TV Show (Video-on-Demand)/30 Days	3,486	6.1%	80
Used Internet to Download Movie/30 Days	3,182	5.5%	92
Downloaded Individual Song/6 Mo	11,672	20.3%	101
Used Internet to Watch Movie/30 Days	19,622	34.2%	100
Used Internet to Watch TV Program/30 Days	11,455	19.9%	90
Played (Console) Video or Electronic Game/12 Mo	8,015	14.0%	109
Played (Portable) Video or Electronic Game/12 Mo	4,037	7.0%	106
Financial (Adults)			
Have 1st Home Mortgage	19,804	34.5%	91
Used ATM or Cash Machine/12 Mo	35,792	62.3%	99
Own Any Stock	5,515	9.6%	64
Own U.S. Savings Bonds	2,759	4.8%	68
Own Shares in Mutual Fund (Stocks)	4,448	7.7%	56
Own Shares in Mutual Fund (Bonds)	2,736	4.8%	56
Have Interest Checking Account	16,261	28.3%	72
Have Non-Interest Checking Account	21,333	37.1%	98
Have Savings Account	38,931	67.8%	92
Have 401(k) Retirement Savings Plan	11,780	20.5%	84
Own or Used Any Credit/Debit Card/12 Mo	51,746	90.1%	97
Avg \$1-110 Monthly Credit Card Expenditures	6,893	12.0%	105
Avg \$111-225 Monthly Credit Card Expenditures	4,455	7.8%	101
Avg \$226-450 Monthly Credit Card Expenditures	6,339	11.0%	119
Avg \$451-700 Monthly Credit Card Expenditures	4,024	7.0%	76
Avg \$701-1000 Monthly Credit Card Expenditures	3,875	6.7%	82
Avg \$1001-2000 Monthly Credit Card Expenditures	4,916	8.6%	73
Avg \$2001+ Monthly Credit Card Expenditures	3,424	6.0%	54
Did Banking Online/12 Mo	30,045	52.3%	89
Did Banking by Mobile Device/12 Mo	25,418	44.2%	92

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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.



Retail Market Potential

Joy James Elementary School
Ring: 3 mile radius

Prepared by Esri
Latitude: 32.80346
Longitude: -97.39946

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH Used Bread/6 Mo	25,029	95.4%	101
HH Used Chicken (Fresh or Frozen)/6 Mo	18,708	71.3%	102
HH Used Turkey (Fresh or Frozen)/6 Mo	3,227	12.3%	83
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	16,074	61.3%	102
HH Used Fresh Fruit or Vegetables/6 Mo	22,756	86.7%	98
HH Used Fresh Milk/6 Mo	22,195	84.6%	103
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	16,074	61.3%	88
Health (Adults)			
Exercise at Home 2+ Times/Wk	25,499	44.4%	90
Exercise at Club 2+ Times/Wk	5,399	9.4%	80
Visited Doctor/12 Mo	43,653	76.0%	95
Used Vitamins or Dietary Supplements/6 Mo	36,416	63.4%	96
Home (Households)			
HH Did Home Improvement/12 Mo	9,789	37.3%	95
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	6,727	25.6%	84
HH Purchased Low Ticket HH Furnishing/12 Mo	5,995	22.9%	93
HH Purchased Big Ticket HH Furnishing/12 Mo	7,080	27.0%	95
HH Bought Small Kitchen Appliance/12 Mo	7,191	27.4%	105
HH Bought Large Kitchen Appliance/12 Mo	4,691	17.9%	110
Insurance (Adults/Households)			
Currently Carry Life Insurance	25,593	44.6%	87
Personally Carry Any Med/Hosp/Accident Insur	44,204	77.0%	90
Homeowner Carries Home/Personal Property Insurance	31,327	54.5%	88
Renter Carries Home/Pers Property Insurance	7,365	12.8%	107
HH Has 1 Vehicle Covered w/Auto Insurance	8,033	30.6%	100
HH Has 2 Vehicles Covered w/Auto Insurance	8,998	34.3%	105
HH Has 3+ Vehicles Covered w/Auto Insurance	6,650	25.3%	96
Pets (Households)			
HH Owns Cat	5,397	20.6%	89
HH Owns Dog	11,232	42.8%	108
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	10,758	18.7%	101
Buying American Is Important: 4-Agr Cmpl	16,685	29.0%	90
Buy Based on Quality Not Price: 4-Agr Cmpl	8,929	15.5%	103
Buy on Credit Rather Than Wait: 4-Agr Cmpl	7,354	12.8%	100
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	5,855	10.2%	92
Will Pay More for Env Safe Prods: 4-Agr Cmpl	7,139	12.4%	102
Buy Based on Price Not Brands: 4-Agr Cmpl	17,784	31.0%	114
Am Interested in How to Help Env: 4-Agr Cmpl	10,758	18.7%	101
Reading (Adults)			
Bought Digital Book/12 Mo	9,095	15.8%	84
Bought Hardcover Book/12 Mo	12,597	21.9%	81
Bought Paperback Book/12 Mo	16,773	29.2%	86
Read Daily Newspaper (Paper Version)	7,896	13.7%	90
Read Digital Newspaper/30 Days	26,039	45.3%	89
Read Magazine (Paper/Electronic Vers)/6 Mo	49,178	85.6%	98

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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.



Retail Market Potential

Joy James Elementary School
Ring: 3 mile radius

Prepared by Esri
Latitude: 32.80346
Longitude: -97.39946

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to Family Restrn/SteakHse/6 Mo	39,164	68.2%	103
Went to Family Restrn/SteakHse 4+ Times/30 Days	11,720	20.4%	99
Spent \$101-200 at Family Restrn/SteakHse/30 Days	5,974	92.4%	102
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	25,903	45.1%	116
Ordered Eat-In Fast Food/6 Mo	13,542	23.6%	115
Ordered Home Delivery Fast Food/6 Mo	9,821	17.1%	128
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	34,235	59.6%	102
Ordered Take-Out/Walk-In Fast Food/6 Mo	10,876	18.9%	85
Television & Electronics (Adults/Households)			
Own Tablet	31,365	54.6%	93
Own E-Reader	5,913	10.3%	72
Own E-Reader/Tablet: Apple iPad	17,366	30.2%	81
HH Owns Internet Connectable TV	10,868	41.4%	96
Own Portable MP3 Player	5,735	10.0%	89
HH Owns 1 TV	4,480	17.1%	94
HH Owns 2 TVs	7,254	27.7%	98
HH Owns 3 TVs	6,408	24.4%	107
HH Owns 4+ TVs	5,582	21.3%	94
HH Subscribes to Cable TV	7,356	28.0%	83
HH Subscribes to Fiber Optic TV	1,042	4.0%	76
HH Owns Portable GPS Device	4,292	16.4%	79
HH Purchased Video Game System/12 Mo	2,417	9.2%	115
HH Owns Internet Video Device for TV	12,929	49.3%	94
Travel (Adults)			
Took Domestic Trip in Continental U.S./12 Mo	27,044	47.1%	88
Took 3+ Domestic Non-Business Trips/12 Mo	6,748	11.7%	84
Spent \$1-999 on Domestic Vacations/12 Mo	7,244	12.6%	92
Spent \$1K-1499 on Domestic Vacations/12 Mo	2,804	4.9%	77
Spent \$1500-1999 on Domestic Vacations/12 Mo	1,740	3.0%	79
Spent \$2K-2999 on Domestic Vacations/12 Mo	1,894	3.3%	83
Spent \$3K+ on Domestic Vacations/12 Mo	2,868	5.0%	75
Used Intrnt Travel Site for Domestic Trip/12 Mo	2,870	5.0%	90
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	16,588	28.9%	87
Took 3+ Foreign Trips by Plane/3 Yrs	3,145	5.5%	75
Spent \$1-999 on Foreign Vacations/12 Mo	3,209	5.6%	72
Index: Spent \$1K-2999 on Foreign Vacations/12 Mo	1,693	2.9%	96
Spent \$3K+ on Foreign Vacations/12 Mo	2,388	4.2%	98
Used General Travel Site: Foreign Trip/3 Yrs	2,745	4.8%	75
Spent Night at Hotel or Motel/12 Mo	23,372	40.7%	90
Took Cruise of More Than One Day/3 Yrs	4,297	7.5%	74
Member of Frequent Flyer Program	11,908	20.7%	75
Member of Hotel Rewards Program	12,642	22.0%	76

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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.



Retail Market Potential

Joy James Elementary School
Ring: 5 mile radius

Prepared by Esri
Latitude: 32.80346
Longitude: -97.39946

Demographic Summary	2023	2028
Population	196,445	206,583
Population 18+	144,016	150,765
Households	69,797	74,000
Median Household Income	\$65,405	\$73,835

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought Men`s Clothing/12 Mo	91,652	63.6%	104
Bought Women`s Clothing/12 Mo	75,613	52.5%	101
Bought Shoes/12 Mo	110,384	76.6%	103
Bought Fine Jewelry/12 Mo	30,477	21.2%	103
Bought Watch/12 Mo	20,561	14.3%	103
Automobiles (Households)			
HH Owns or Leases Any Vehicle	64,465	92.4%	101
HH Bought or Leased New Vehicle/12 Mo	6,718	9.6%	95
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	131,597	91.4%	101
Bought or Changed Motor Oil/12 Mo	80,118	55.6%	108
Had Vehicle Tune-Up/12 Mo	36,484	25.3%	102
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	61,889	43.0%	116
Drank Beer or Ale/6 Mo	55,928	38.8%	98
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	13,161	9.1%	83
Own Digital SLR Camera or Camcorder	13,556	9.4%	87
Printed Digital Photos/12 Mo	36,901	25.6%	95
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	53,938	37.5%	107
Have a Smartphone	135,317	94.0%	100
Have Android Phone (Any Brand) Smartphone	58,693	40.8%	105
Have Apple iPhone Smartphone	79,426	55.2%	98
HH Owns 1 Cell Phone	21,260	30.5%	100
HH Owns 2 Cell Phones	24,184	34.6%	89
HH Owns 3+ Cell Phones	22,977	32.9%	114
HH Has Cell Phone Only (No Landline Telephone)	49,747	71.3%	104
Computers (Households)			
HH Owns Computer	56,894	81.5%	95
HH Owns Desktop Computer	26,007	37.3%	93
HH Owns Laptop or Notebook	46,765	67.0%	95
HH Owns Apple/Mac Brand Computer	16,076	23.0%	95
HH Owns PC/Non-Apple Brand Computer	47,121	67.5%	95
HH Purchased Most Recent Home Computer at Store	26,065	37.3%	96
HH Purchased Most Recent Home Computer Online	17,756	25.4%	93
HH Spent \$1-499 on Most Recent Home Computer	11,584	16.6%	105
HH Spent \$500-999 on Most Recent Home Computer	12,723	18.2%	90
HH Spent \$1K-1499 on Most Recent Home Computer	7,936	11.4%	94
HH Spent \$1500-1999 on Most Recent Home Computer	2,645	3.8%	82
HH Spent \$2K+ on Most Recent Home Computer	3,477	5.0%	92

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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.



Retail Market Potential

Joy James Elementary School
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 32.80346
 Longitude: -97.39946

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at C-Store/6 Mo	96,109	66.7%	104
Bought Brewed Coffee at C-Store/30 Days	18,275	12.7%	105
Bought Cigarettes at C-Store/30 Days	9,632	6.7%	110
Bought Gas at C-Store/30 Days	61,935	43.0%	109
Spent \$1-19 at C-Store/30 Days	9,885	6.9%	93
Spent \$20-39 at C-Store/30 Days	15,013	10.4%	106
Spent \$40-50 at C-Store/30 Days	10,944	7.6%	98
Spent \$51-99 at C-Store/30 Days	9,132	6.3%	104
Spent \$100+ at C-Store/30 Days	34,307	23.8%	114
Entertainment (Adults)			
Attended Movie/6 Mo	55,122	38.3%	104
Went to Live Theater/12 Mo	8,307	5.8%	85
Went to Bar or Night Club/12 Mo	23,163	16.1%	99
Dined Out/12 Mo	71,141	49.4%	95
Gambled at Casino/12 Mo	15,069	10.5%	98
Visited Theme Park/12 Mo	17,821	12.4%	106
Viewed Movie (Video-on-Demand)/30 Days	12,346	8.6%	77
Viewed TV Show (Video-on-Demand)/30 Days	9,370	6.5%	86
Used Internet to Download Movie/30 Days	8,369	5.8%	96
Downloaded Individual Song/6 Mo	29,849	20.7%	103
Used Internet to Watch Movie/30 Days	51,694	35.9%	105
Used Internet to Watch TV Program/30 Days	31,985	22.2%	100
Played (Console) Video or Electronic Game/12 Mo	20,290	14.1%	110
Played (Portable) Video or Electronic Game/12 Mo	10,318	7.2%	108
Financial (Adults)			
Have 1st Home Mortgage	52,534	36.5%	96
Used ATM or Cash Machine/12 Mo	90,999	63.2%	100
Own Any Stock	17,220	12.0%	80
Own U.S. Savings Bonds	8,157	5.7%	80
Own Shares in Mutual Fund (Stocks)	14,553	10.1%	74
Own Shares in Mutual Fund (Bonds)	8,938	6.2%	72
Have Interest Checking Account	46,319	32.2%	82
Have Non-Interest Checking Account	54,208	37.6%	99
Have Savings Account	101,711	70.6%	95
Have 401(k) Retirement Savings Plan	33,148	23.0%	94
Own or Used Any Credit/Debit Card/12 Mo	131,809	91.5%	99
Avg \$1-110 Monthly Credit Card Expenditures	16,849	11.7%	102
Avg \$111-225 Monthly Credit Card Expenditures	11,228	7.8%	102
Avg \$226-450 Monthly Credit Card Expenditures	14,912	10.4%	112
Avg \$451-700 Monthly Credit Card Expenditures	11,403	7.9%	86
Avg \$701-1000 Monthly Credit Card Expenditures	10,743	7.5%	91
Avg \$1001-2000 Monthly Credit Card Expenditures	14,335	10.0%	85
Avg \$2001+ Monthly Credit Card Expenditures	11,355	7.9%	71
Did Banking Online/12 Mo	80,450	55.9%	95
Did Banking by Mobile Device/12 Mo	68,103	47.3%	98

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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.



Retail Market Potential

Joy James Elementary School
Ring: 5 mile radius

Prepared by Esri
Latitude: 32.80346
Longitude: -97.39946

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH Used Bread/6 Mo	66,183	94.8%	100
HH Used Chicken (Fresh or Frozen)/6 Mo	49,201	70.5%	101
HH Used Turkey (Fresh or Frozen)/6 Mo	8,925	12.8%	86
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	42,245	60.5%	101
HH Used Fresh Fruit or Vegetables/6 Mo	60,905	87.3%	99
HH Used Fresh Milk/6 Mo	57,848	82.9%	100
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	42,245	60.5%	95
Health (Adults)			
Exercise at Home 2+ Times/Wk	67,543	46.9%	95
Exercise at Club 2+ Times/Wk	15,899	11.0%	94
Visited Doctor/12 Mo	111,818	77.6%	97
Used Vitamins or Dietary Supplements/6 Mo	92,994	64.6%	98
Home (Households)			
HH Did Home Improvement/12 Mo	26,131	37.4%	95
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	19,403	27.8%	91
HH Purchased Low Ticket HH Furnishing/12 Mo	16,541	23.7%	97
HH Purchased Big Ticket HH Furnishing/12 Mo	19,650	28.2%	99
HH Bought Small Kitchen Appliance/12 Mo	18,896	27.1%	104
HH Bought Large Kitchen Appliance/12 Mo	11,954	17.1%	105
Insurance (Adults/Households)			
Currently Carry Life Insurance	68,147	47.3%	93
Personally Carry Any Med/Hosp/Accident Insur	115,545	80.2%	94
Homeowner Carries Home/Personal Property Insurance	81,235	56.4%	91
Renter Carries Home/Pers Property Insurance	19,584	13.6%	114
HH Has 1 Vehicle Covered w/Auto Insurance	21,696	31.1%	101
HH Has 2 Vehicles Covered w/Auto Insurance	23,902	34.2%	104
HH Has 3+ Vehicles Covered w/Auto Insurance	17,479	25.0%	95
Pets (Households)			
HH Owns Cat	14,628	21.0%	91
HH Owns Dog	28,537	40.9%	103
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	27,577	19.1%	103
Buying American Is Important: 4-Agr Cmpl	42,137	29.3%	91
Buy Based on Quality Not Price: 4-Agr Cmpl	22,076	15.3%	102
Buy on Credit Rather Than Wait: 4-Agr Cmpl	18,431	12.8%	100
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	14,913	10.4%	94
Will Pay More for Env Safe Prods: 4-Agr Cmpl	18,072	12.5%	103
Buy Based on Price Not Brands: 4-Agr Cmpl	42,202	29.3%	108
Am Interested in How to Help Env: 4-Agr Cmpl	27,577	19.1%	103
Reading (Adults)			
Bought Digital Book/12 Mo	25,060	17.4%	92
Bought Hardcover Book/12 Mo	35,293	24.5%	90
Bought Paperback Book/12 Mo	45,666	31.7%	93
Read Daily Newspaper (Paper Version)	19,743	13.7%	89
Read Digital Newspaper/30 Days	71,067	49.3%	97
Read Magazine (Paper/Electronic Vers)/6 Mo	124,753	86.6%	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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.



Retail Market Potential

Joy James Elementary School
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 32.80346
 Longitude: -97.39946

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to Family Restrn/SteakHse/6 Mo	97,113	67.4%	102
Went to Family Restrn/SteakHse 4+ Times/30 Days	29,253	20.3%	99
Spent \$101-200 at Family Restrn/SteakHse/30 Days	14,691	92.1%	101
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	61,778	42.9%	110
Ordered Eat-In Fast Food/6 Mo	33,431	23.2%	113
Ordered Home Delivery Fast Food/6 Mo	23,640	16.4%	122
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	85,838	59.6%	102
Ordered Take-Out/Walk-In Fast Food/6 Mo	29,313	20.4%	91
Television & Electronics (Adults/Households)			
Own Tablet	81,027	56.3%	95
Own E-Reader	17,561	12.2%	85
Own E-Reader/Tablet: Apple iPad	48,385	33.6%	90
HH Owns Internet Connectable TV	29,461	42.2%	98
Own Portable MP3 Player	14,627	10.2%	91
HH Owns 1 TV	12,933	18.5%	102
HH Owns 2 TVs	19,460	27.9%	99
HH Owns 3 TVs	16,480	23.6%	103
HH Owns 4+ TVs	14,549	20.8%	92
HH Subscribes to Cable TV	20,773	29.8%	88
HH Subscribes to Fiber Optic TV	3,083	4.4%	84
HH Owns Portable GPS Device	12,141	17.4%	84
HH Purchased Video Game System/12 Mo	5,996	8.6%	107
HH Owns Internet Video Device for TV	35,669	51.1%	97
Travel (Adults)			
Took Domestic Trip in Continental U.S./12 Mo	73,185	50.8%	95
Took 3+ Domestic Non-Business Trips/12 Mo	18,572	12.9%	93
Spent \$1-999 on Domestic Vacations/12 Mo	19,627	13.6%	100
Spent \$1K-1499 on Domestic Vacations/12 Mo	8,030	5.6%	88
Spent \$1500-1999 on Domestic Vacations/12 Mo	4,846	3.4%	88
Spent \$2K-2999 on Domestic Vacations/12 Mo	5,181	3.6%	91
Spent \$3K+ on Domestic Vacations/12 Mo	8,166	5.7%	86
Used Intrnt Travel Site for Domestic Trip/12 Mo	7,953	5.5%	99
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	45,594	31.7%	96
Took 3+ Foreign Trips by Plane/3 Yrs	9,708	6.7%	92
Spent \$1-999 on Foreign Vacations/12 Mo	9,798	6.8%	88
Index: Spent \$1K-2999 on Foreign Vacations/12 Mo	4,566	3.2%	104
Spent \$3K+ on Foreign Vacations/12 Mo	6,178	4.3%	101
Used General Travel Site: Foreign Trip/3 Yrs	8,265	5.7%	90
Spent Night at Hotel or Motel/12 Mo	62,435	43.4%	96
Took Cruise of More Than One Day/3 Yrs	12,258	8.5%	84
Member of Frequent Flyer Program	35,968	25.0%	91
Member of Hotel Rewards Program	36,125	25.1%	87

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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.