



# Electronics & Internet Market Potential

Prepared by: STDBonline

5956 Sherry Lane, Dallas, Texas, 75225

Latitude 32.861976  
Longitude -96.809829  
Ring: 1.0 mile

Site Type: Ring

Demographic Summary	2008	2013
Population	11,889	11,985
Population 18+	8,835	8,978
Households	5,258	5,250
Median Household Income	\$105,963	\$111,006

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Use a personal computer at work	3,972	45.0%	139
HH owns a personal computer	4,455	84.7%	121
Purchased home PC in last 12 months	1,133	21.5%	138
Purchased home PC 1-2 years ago	1,557	29.6%	140
Purchased home PC 3-4 years ago	1,154	21.9%	129
Purchased home PC 5+ years ago	423	8.0%	86
Spent <\$500 on home PC	406	7.7%	84
Spent \$500-999 on home PC	883	16.8%	99
Spent \$1000-1499 on home PC	990	18.8%	129
Spent \$1500-1999 on home PC	760	14.5%	169
Spent \$2000-2999 on home PC	780	14.8%	185
Purchased home PC at computer superstore	970	18.4%	152
Purchased home PC at department store	139	2.6%	69
Purchased home PC direct from manufacturer	1,158	22.0%	146
Purchased home PC at electronics store	476	9.1%	106
Purchased home PC on Internet	693	13.2%	169
HH owns desktop PC	3,508	66.7%	114
HH owns laptop/notebook/tablet PC	1,739	33.1%	170
HH owns any Apple/Apple Mac clone brand PC	537	10.2%	246
HH owns any IBM/IBM compatible brand PC	3,855	73.3%	115
Brand of PC that HH owns: Compaq	508	9.7%	102
Brand of PC that HH owns: Dell	1,911	36.3%	140
Brand of PC that HH owns: Gateway	371	7.1%	91
Brand of PC that HH owns: Hewlett Packard	602	11.4%	89
Brand of PC that HH owns: IBM	201	3.8%	141
Child (under 18) uses home PC	1,237	23.5%	113
HH owns CD burner	2,305	43.8%	124
HH owns CD ROM drive	2,561	48.7%	120
HH owns DVD drive	1,705	32.4%	134
HH owns LAN/network interface card	919	17.5%	141
HH owns inkjet printer	2,766	52.6%	121
HH owns laser printer	956	18.2%	142
HH owns removable cartridge storage device	511	9.7%	127
HH owns scanner	1,614	30.7%	114
HH owns PC speakers	2,511	47.8%	117
HH owns tape backup	181	3.4%	106
HH owns modem/fax modem	1,609	30.6%	124
HH owns software: accounting	650	12.4%	124
HH owns software: communications/fax	712	13.5%	148
HH owns software: database/filing	681	13.0%	139
HH owns software: desktop publishing	861	16.4%	122
HH owns software: education/training	595	11.3%	109

**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. average. A 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 Mediamark Research Inc. in a nationally representative survey of U.S. households. ESRI forecasts for 2008 and 2013.



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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns software: entertainment/games	1,767	33.6%	111
HH owns software: personal finance/tax prep	1,059	20.1%	137
HH owns software: presentation graphics	672	12.8%	151
HH owns software: multimedia	970	18.4%	131
HH owns software: networking	767	14.6%	147
HH owns software: spreadsheet	1,800	34.2%	146
HH owns software: utility	541	10.3%	127
HH owns software: web authoring	296	5.6%	154
HH owns software: word processing	2,349	44.7%	133
Purchased computer book in last 12 months	471	9.0%	168
HH owns fax machine	791	15.0%	166
Purchased audio equipment in last 12 months	418	7.9%	100
Purchased headphones in last 12 months	155	2.9%	102
HH owns camcorder	1,105	21.0%	108
HH owns digital camcorder	483	9.2%	128
HH owns CD player	2,827	53.8%	112
Purchased CD player in last 12 months	214	4.1%	64
HH owns DVD player	3,318	63.1%	107
Purchased DVD player in last 12 months	612	11.6%	97
HH owns 1 TV	1,092	20.8%	102
HH owns 2 TVs	1,433	27.3%	104
HH owns 3 TVs	1,168	22.2%	103
HH owns 4+ TVs	1,065	20.3%	97
HH owns color floor TV	2,351	44.7%	122
HH owns color portable TV	2,817	53.6%	93
HH owns miniature screen TV (under 13")	552	10.5%	110
HH owns regular screen TV (13"-26")	2,709	51.5%	109
Most recent TV purchase: regular screen (13"-26")	1,534	29.2%	104
HH owns large screen TV (27"-35")	2,642	50.2%	103
Most recent TV purchase: large screen (27"-35")	1,851	35.2%	100
HH owns big screen TV (36"-42")	719	13.7%	115
Most recent TV purchase: big screen (36"-42")	488	9.3%	109
HH owns giant screen TV (over 42")	559	10.6%	111
Most recent TV purchase: giant screen (over 42")	463	8.8%	120
HH owns plasma TV	224	4.3%	124
HH owns projection TV	308	5.9%	110
HH owns VCR	2,952	56.1%	108
HH owns combination TV/VCR	897	17.1%	111
HH owns video game system	1,471	28.0%	93
Purchased video game system in last 12 months	312	5.9%	91
HH owns video game system: Game Boy	417	7.9%	100
HH owns video game system: Sony PlayStation	330	6.3%	103
HH owns video game system: Game Boy Advance	388	7.4%	91
HH owns video game system: Nintendo GameCube	267	5.1%	94
HH owns video game system: PlayStation 2	735	14.0%	83
HH owns video game system: Xbox	404	7.7%	97
Purchased 6+ video games in last 12 months	252	4.8%	98
HH owns MP3 player	1,259	23.9%	171
Purchased MP3 player in last 12 months	701	13.3%	177

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. average. An MPI of 100 represents the U.S. average.

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns Apple iPod	522	9.9%	189
Own Personal Digital Assistant (PDA)	1,020	11.5%	163
HH purchased Apple iPod in last 12 months	273	5.2%	195
Own Personal Digital Assistant (PDA): Palm	514	5.8%	178
Have any access to the Internet	8,314	94.1%	116
Have access to Internet: at home	7,656	86.7%	134
Have access to Internet: at work	4,573	51.8%	141
Have access to Internet: at school/library	2,101	23.8%	100
Have access to Internet: not hm/work/school/library	1,895	21.4%	123
Use Internet less than once a week	262	3.0%	65
Use Internet 1-2 times per week	468	5.3%	88
Use Internet 3-6 times per week	636	7.2%	91
Use Internet once a day	1,115	12.6%	113
Use Internet 2-4 times per day	1,943	22.0%	132
Use Internet 5 or more times per day	3,096	35.0%	179
Any Internet or online usage in last 30 days	7,436	84.2%	129
Used Internet in last 30 days: at home	6,956	78.7%	141
Used Internet in last 30 days: at work	4,282	48.5%	155
Used Internet in last 30 days: at school/library	614	6.9%	97
Used Internet/30 days: not home/work/school/library	1,087	12.3%	161
Internet last 30 days: used email	6,828	77.3%	137
Internet last 30 days: looked for employment	752	8.5%	83
Internet last 30 days: played games online	1,348	15.3%	85
Internet last 30 days: obtained new/used car info	929	10.5%	123
Internet last 30 days: made personal purchase	4,188	47.4%	176
Internet last 30 days: made business purchase	1,495	16.9%	190
Internet last 30 days: obtained real estate info	1,580	17.9%	171
Internet last 30 days: made travel plans	3,198	36.2%	219
Internet last 30 days: visited chat room	444	5.0%	103
Internet last 30 days: obtained medical info	1,930	21.8%	156
Internet last 30 days: obtained latest news	4,592	52.0%	159
Internet last 30 days: obtained sports news/info	2,511	28.4%	145
Internet last 30 days: obtained financial info	2,990	33.8%	166
Internet last 30 days: traded/tracked investments	2,147	24.3%	212
Internet last 30 days: downloaded music	1,495	16.9%	136
Internet last 30 days: watched online video	1,186	13.4%	146
Ordered anything on Internet in last 12 months	4,236	47.9%	155
Ordered on Internet/12 mo: airline ticket	2,829	32.0%	209
Ordered on Internet/12 mo: CD/tape	759	8.6%	168
Ordered on Internet/12 mo: clothing	1,717	19.4%	164
Ordered on Internet/12 mo: computer	460	5.2%	143
Ordered on Internet/12 mo: computer peripheral	506	5.7%	143
Ordered on Internet/12 mo: DVD	844	9.6%	154
Ordered on Internet/12 mo: flowers	760	8.6%	221
Ordered on Internet/12 mo: software	650	7.4%	136
Ordered on Internet/12 mo: ticket (concert/sports)	1,091	12.3%	161
Ordered on Internet/12 mo: toy	486	5.5%	133

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Purchased item from amazon.com in last 12 months	1,966	22.3%	198
Purchased item from barnes&noble.com in last 12 mo	621	7.0%	236
Purchased item from ebay.com in last 12 months	995	11.3%	130
Spent on Internet orders last 12 months: <\$100	440	5.0%	94
Spent on Internet orders last 12 months: \$100-199	427	4.8%	100
Spent on Internet orders last 12 months: \$200-499	932	10.5%	139
Spent on Internet orders last 12 months: \$500+	2,195	24.8%	198
Connection to Internet from home: dial-up modem	1,284	14.5%	72
Connection to Internet from home: cable modem	3,085	34.9%	164
Connection to Internet from home: DSL	2,567	29.1%	153
Connection to Internet from home: wireless	855	9.7%	192
Connection to Internet from home: any broadband	6,018	68.1%	162
DVDs rented in last 30 days: 1	397	4.5%	143
DVDs rented in last 30 days: 2	562	6.4%	121
DVDs rented in last 30 days: 3	260	2.9%	83
DVDs rented in last 30 days: 4	273	3.1%	73
DVDs rented in last 30 days: 5+	1,320	14.9%	110
Rented video tape/DVD last month: action/adventure	1,726	19.5%	96
Rented video tape/DVD last month: classic	496	5.6%	144
Rented video tape/DVD last month: comedy	2,149	24.3%	115
Rented video tape/DVD last month: drama	1,700	19.2%	135
Rented video tape/DVD last month: family/children	753	8.5%	100
Rented video tape/DVD last month: foreign	321	3.6%	174
Rented video tape/DVD last month: horror	625	7.1%	88
Rented video tape/DVD last month: romance	727	8.2%	108
Rented video tape/DVD last month: science fiction	430	4.9%	80
Bought video tape/DVD last month: action/adventure	555	6.3%	74
Bought video tape/DVD last month: comedy	752	8.5%	99
Bought video tape/DVD last month: drama	476	5.4%	102
Bought video tape/DVD last month: family/children	466	5.3%	85
Bought video tape/DVD last month: horror	219	2.5%	78
Bought video tape/DVD last month: romance	222	2.5%	97
Bought video tape/DVD last month: science fiction	239	2.7%	98
Bought blank video tape in last 6 months	1,338	15.1%	109
Bought 7+ blank video tapes in last 6 months	343	3.9%	110
DVDs purchased in last 30 days: 1	536	6.1%	114
DVDs purchased in last 30 days: 2	484	5.5%	102
DVDs purchased in last 30 days: 3-4	264	3.0%	55
DVDs purchased in last 30 days: 5+	435	4.9%	85

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought any camera in last 12 months	1,546	17.5%	98
Spent on cameras in last 12 months: \$200+	766	8.7%	150
Own APS (point & shoot or SLR) camera	473	5.4%	152
Own digital camera	3,499	39.6%	142
Bought digital camera in last 12 months	991	11.2%	145
Own instant developing camera	215	2.4%	80
Own 35mm auto focus point & shoot camera	643	7.3%	108
Own 35mm auto focus single lens reflex camera	369	4.2%	137
Own 35mm auto focus zoom camera	704	8.0%	97
Own 35mm single lens reflex camera	517	5.9%	139
Own Canon camera	1,651	18.7%	145
Own Fuji camera	306	3.5%	58
Own Kodak camera	880	10.0%	76
Bought Kodak camera in last 12 months	363	4.1%	88
Own Konica Minolta/Minolta camera	387	4.4%	115
Own Nikon camera	877	9.9%	200
Own Olympus camera	731	8.3%	144
Own Polaroid camera	142	1.6%	60
Bought any camera accessory in last 12 months	1,816	20.6%	107
Bought film in last 12 months	2,547	28.8%	106
Bought film in last 12 months: <3 rolls	787	8.9%	89
Bought film in last 12 months: 3-6 rolls	915	10.4%	104
Bought film in last 12 months: 7+ rolls	845	9.6%	128
Bought film in last 12 mo: APS (color prints)	296	3.4%	118
Bought film in last 12 mo: instant developing	155	1.8%	73
Bought film in last 12 mo: 35mm (color prints)	1,875	21.2%	110
Bought Fuji film in last 12 months	747	8.5%	99
Bought Kodak film in last 12 months	1,917	21.7%	120
Purchased film in last 12 mo: department store	327	3.7%	72
Purchased film in last 12 mo: discount store	677	7.7%	87
Purchased film in last 12 mo: drug store	835	9.5%	139
Purchased film in last 12 mo: grocery store	467	5.3%	121
Had film processed at department store	207	2.3%	75
Had film processed at discount store	406	4.6%	82
Had film processed at drug store	740	8.4%	138
Had film processed at grocery store	375	4.2%	149
Had film processed at 1 hour service store	237	2.7%	101
Bought memory card for camera in last 12 months	767	8.7%	126
Own memory card for camera	2,058	23.3%	124

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Demographic Summary	2008	2013
Population	120,454	122,132
Population 18+	93,949	96,281
Households	51,926	52,232
Median Household Income	\$74,990	\$82,585

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Use a personal computer at work	37,399	39.8%	123
HH owns a personal computer	40,526	78.0%	112
Purchased home PC in last 12 months	10,274	19.8%	127
Purchased home PC 1-2 years ago	13,387	25.8%	121
Purchased home PC 3-4 years ago	9,960	19.2%	113
Purchased home PC 5+ years ago	4,209	8.1%	87
Spent <\$500 on home PC	4,285	8.3%	90
Spent \$500-999 on home PC	8,467	16.3%	96
Spent \$1000-1499 on home PC	8,783	16.9%	116
Spent \$1500-1999 on home PC	6,193	11.9%	140
Spent \$2000-2999 on home PC	6,658	12.8%	160
Purchased home PC at computer superstore	8,236	15.9%	131
Purchased home PC at department store	1,526	2.9%	77
Purchased home PC direct from manufacturer	9,780	18.8%	125
Purchased home PC at electronics store	4,648	9.0%	105
Purchased home PC on Internet	5,943	11.4%	147
HH owns desktop PC	31,130	60.0%	103
HH owns laptop/notebook/tablet PC	15,419	29.7%	153
HH owns any Apple/Apple Mac clone brand PC	4,664	9.0%	216
HH owns any IBM/IBM compatible brand PC	35,240	67.9%	106
Brand of PC that HH owns: Compaq	5,003	9.6%	102
Brand of PC that HH owns: Dell	16,295	31.4%	121
Brand of PC that HH owns: Gateway	3,607	6.9%	89
Brand of PC that HH owns: Hewlett Packard	5,964	11.5%	89
Brand of PC that HH owns: IBM	1,762	3.4%	125
Child (under 18) uses home PC	9,505	18.3%	88
HH owns CD burner	21,044	40.5%	114
HH owns CD ROM drive	23,082	44.5%	110
HH owns DVD drive	15,252	29.4%	121
HH owns LAN/network interface card	8,567	16.5%	133
HH owns inkjet printer	24,238	46.7%	108
HH owns laser printer	8,276	15.9%	125
HH owns removable cartridge storage device	4,623	8.9%	116
HH owns scanner	14,287	27.5%	103
HH owns PC speakers	22,509	43.3%	106
HH owns tape backup	1,517	2.9%	90
HH owns modem/fax modem	14,018	27.0%	110
HH owns software: accounting	5,648	10.9%	109
HH owns software: communications/fax	5,816	11.2%	123
HH owns software: database/filing	5,958	11.5%	123
HH owns software: desktop publishing	7,909	15.2%	113
HH owns software: education/training	5,769	11.1%	107

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HH owns software: entertainment/games	16,534	31.8%	105
HH owns software: personal finance/tax prep	8,897	17.1%	117
HH owns software: presentation graphics	6,159	11.9%	140
HH owns software: multimedia	9,276	17.9%	126
HH owns software: networking	6,885	13.3%	134
HH owns software: spreadsheet	15,317	29.5%	126
HH owns software: utility	4,862	9.4%	115
HH owns software: web authoring	2,802	5.4%	148
HH owns software: word processing	20,988	40.4%	120
Purchased computer book in last 12 months	4,076	7.8%	147
HH owns fax machine	6,048	11.6%	128
Purchased audio equipment in last 12 months	4,453	8.6%	108
Purchased headphones in last 12 months	2,055	4.0%	138
HH owns camcorder	9,517	18.3%	94
HH owns digital camcorder	4,023	7.7%	108
HH owns CD player	26,004	50.1%	104
Purchased CD player in last 12 months	2,632	5.1%	79
HH owns DVD player	31,135	60.0%	102
Purchased DVD player in last 12 months	6,075	11.7%	97
HH owns 1 TV	13,084	25.2%	124
HH owns 2 TVs	13,914	26.8%	102
HH owns 3 TVs	10,435	20.1%	93
HH owns 4+ TVs	8,890	17.1%	82
HH owns color floor TV	21,417	41.2%	113
HH owns color portable TV	26,926	51.9%	90
HH owns miniature screen TV (under 13")	4,937	9.5%	100
HH owns regular screen TV (13"-26")	25,458	49.0%	104
Most recent TV purchase: regular screen (13"-26")	15,553	30.0%	107
HH owns large screen TV (27"-35")	23,832	45.9%	94
Most recent TV purchase: large screen (27"-35")	17,533	33.8%	96
HH owns big screen TV (36"-42")	6,353	12.2%	103
Most recent TV purchase: big screen (36"-42")	4,417	8.5%	100
HH owns giant screen TV (over 42")	4,896	9.4%	99
Most recent TV purchase: giant screen (over 42")	4,085	7.9%	107
HH owns plasma TV	1,980	3.8%	111
HH owns projection TV	2,679	5.2%	97
HH owns VCR	26,425	50.9%	98
HH owns combination TV/VCR	7,760	14.9%	97
HH owns video game system	13,965	26.9%	89
Purchased video game system in last 12 months	2,700	5.2%	80
HH owns video game system: Game Boy	3,642	7.0%	89
HH owns video game system: Sony PlayStation	2,781	5.4%	88
HH owns video game system: Game Boy Advance	3,365	6.5%	79
HH owns video game system: Nintendo GameCube	2,748	5.3%	97
HH owns video game system: PlayStation 2	7,081	13.6%	81
HH owns video game system: Xbox	3,828	7.4%	93
Purchased 6+ video games in last 12 months	2,345	4.5%	93
HH owns MP3 player	11,268	21.7%	155
Purchased MP3 player in last 12 months	5,876	11.3%	150

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HH owns Apple iPod	4,817	9.3%	177
Own Personal Digital Assistant (PDA)	9,715	10.3%	146
HH purchased Apple iPod in last 12 months	2,349	4.5%	170
Own Personal Digital Assistant (PDA): Palm	4,548	4.8%	148
Have any access to the Internet	80,087	85.2%	105
Have access to Internet: at home	69,584	74.0%	115
Have access to Internet: at work	43,039	45.8%	125
Have access to Internet: at school/library	26,067	27.7%	117
Have access to Internet: not hm/work/school/library	19,763	21.0%	121
Use Internet less than once a week	2,936	3.1%	68
Use Internet 1-2 times per week	4,482	4.8%	80
Use Internet 3-6 times per week	6,169	6.6%	83
Use Internet once a day	10,634	11.3%	102
Use Internet 2-4 times per day	17,968	19.1%	114
Use Internet 5 or more times per day	29,422	31.3%	159
Any Internet or online usage in last 30 days	70,569	75.1%	115
Used Internet in last 30 days: at home	63,111	67.2%	121
Used Internet in last 30 days: at work	39,107	41.6%	133
Used Internet in last 30 days: at school/library	9,935	10.6%	148
Used Internet/30 days: not home/work/school/library	10,952	11.7%	152
Internet last 30 days: used email	64,664	68.8%	122
Internet last 30 days: looked for employment	10,731	11.4%	111
Internet last 30 days: played games online	15,541	16.5%	92
Internet last 30 days: obtained new/used car info	8,963	9.5%	112
Internet last 30 days: made personal purchase	37,871	40.3%	150
Internet last 30 days: made business purchase	12,887	13.7%	154
Internet last 30 days: obtained real estate info	14,488	15.4%	148
Internet last 30 days: made travel plans	27,349	29.1%	176
Internet last 30 days: visited chat room	5,384	5.7%	118
Internet last 30 days: obtained medical info	17,130	18.2%	130
Internet last 30 days: obtained latest news	43,240	46.0%	141
Internet last 30 days: obtained sports news/info	24,685	26.3%	134
Internet last 30 days: obtained financial info	28,278	30.1%	148
Internet last 30 days: traded/tracked investments	17,550	18.7%	163
Internet last 30 days: downloaded music	17,527	18.6%	150
Internet last 30 days: watched online video	13,009	13.8%	151
Ordered anything on Internet in last 12 months	38,312	40.8%	132
Ordered on Internet/12 mo: airline ticket	23,833	25.4%	166
Ordered on Internet/12 mo: CD/tape	7,019	7.5%	146
Ordered on Internet/12 mo: clothing	15,647	16.6%	141
Ordered on Internet/12 mo: computer	4,818	5.1%	141
Ordered on Internet/12 mo: computer peripheral	5,350	5.7%	142
Ordered on Internet/12 mo: DVD	8,049	8.6%	138
Ordered on Internet/12 mo: flowers	6,390	6.8%	175
Ordered on Internet/12 mo: software	6,542	7.0%	129
Ordered on Internet/12 mo: ticket (concert/sports)	10,417	11.1%	145
Ordered on Internet/12 mo: toy	4,634	4.9%	119

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. average. 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 Mediamark Research Inc. in a nationally representative survey of U.S. households.



# Electronics & Internet Market Potential

Prepared by: STDBonline

5956 Sherry Lane, Dallas, Texas, 75225

Site Type: Ring

Latitude 32.861976  
Longitude -96.809829  
Ring: 3.0 mile

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Purchased item from amazon.com in last 12 months	17,110	18.2%	162
Purchased item from barnes&noble.com in last 12 mo	4,999	5.3%	178
Purchased item from ebay.com in last 12 months	9,818	10.4%	120
Spent on Internet orders last 12 months: <\$100	4,720	5.0%	95
Spent on Internet orders last 12 months: \$100-199	4,418	4.7%	98
Spent on Internet orders last 12 months: \$200-499	8,647	9.2%	121
Spent on Internet orders last 12 months: \$500+	18,829	20.0%	160
Connection to Internet from home: dial-up modem	12,619	13.4%	67
Connection to Internet from home: cable modem	27,990	29.8%	140
Connection to Internet from home: DSL	22,422	23.9%	125
Connection to Internet from home: wireless	9,344	9.9%	197
Connection to Internet from home: any broadband	54,221	57.7%	137
DVDs rented in last 30 days: 1	3,661	3.9%	124
DVDs rented in last 30 days: 2	5,207	5.5%	106
DVDs rented in last 30 days: 3	3,528	3.8%	106
DVDs rented in last 30 days: 4	4,084	4.3%	103
DVDs rented in last 30 days: 5+	13,283	14.1%	104
Rented video tape/DVD last month: action/adventure	18,295	19.5%	96
Rented video tape/DVD last month: classic	4,706	5.0%	128
Rented video tape/DVD last month: comedy	21,132	22.5%	106
Rented video tape/DVD last month: drama	16,307	17.4%	122
Rented video tape/DVD last month: family/children	6,605	7.0%	82
Rented video tape/DVD last month: foreign	3,742	4.0%	191
Rented video tape/DVD last month: horror	6,608	7.0%	88
Rented video tape/DVD last month: romance	7,633	8.1%	107
Rented video tape/DVD last month: science fiction	4,821	5.1%	85
Bought video tape/DVD last month: action/adventure	6,479	6.9%	81
Bought video tape/DVD last month: comedy	7,895	8.4%	98
Bought video tape/DVD last month: drama	5,023	5.3%	101
Bought video tape/DVD last month: family/children	4,620	4.9%	79
Bought video tape/DVD last month: horror	2,434	2.6%	82
Bought video tape/DVD last month: romance	2,459	2.6%	101
Bought video tape/DVD last month: science fiction	2,463	2.6%	95
Bought blank video tape in last 6 months	12,176	13.0%	93
Bought 7+ blank video tapes in last 6 months	3,117	3.3%	94
DVDs purchased in last 30 days: 1	5,214	5.5%	104
DVDs purchased in last 30 days: 2	4,753	5.1%	94
DVDs purchased in last 30 days: 3-4	4,122	4.4%	80
DVDs purchased in last 30 days: 5+	4,707	5.0%	86

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. average. An MPI of 100 represents the U.S. average.

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# Electronics & Internet Market Potential

Prepared by: STDBonline

5956 Sherry Lane, Dallas, Texas, 75225

Site Type: Ring

Latitude 32.861976  
Longitude -96.809829  
Ring: 3.0 mile

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought any camera in last 12 months	16,581	17.6%	99
Spent on cameras in last 12 months: \$200+	7,548	8.0%	139
Own APS (point & shoot or SLR) camera	4,252	4.5%	128
Own digital camera	32,090	34.1%	122
Bought digital camera in last 12 months	9,632	10.2%	132
Own instant developing camera	2,806	3.0%	99
Own 35mm auto focus point & shoot camera	5,927	6.3%	94
Own 35mm auto focus single lens reflex camera	3,190	3.4%	112
Own 35mm auto focus zoom camera	6,824	7.3%	88
Own 35mm single lens reflex camera	4,887	5.2%	123
Own Canon camera	15,017	16.0%	124
Own Fuji camera	4,033	4.3%	71
Own Kodak camera	10,246	10.9%	83
Bought Kodak camera in last 12 months	4,152	4.4%	95
Own Konica Minolta/Minolta camera	4,169	4.4%	117
Own Nikon camera	7,065	7.5%	152
Own Olympus camera	6,390	6.8%	118
Own Polaroid camera	2,096	2.2%	84
Bought any camera accessory in last 12 months	19,416	20.7%	107
Bought film in last 12 months	24,722	26.3%	97
Bought film in last 12 months: <3 rolls	8,368	8.9%	89
Bought film in last 12 months: 3-6 rolls	9,189	9.8%	99
Bought film in last 12 months: 7+ rolls	7,312	7.8%	104
Bought film in last 12 mo: APS (color prints)	2,809	3.0%	105
Bought film in last 12 mo: instant developing	1,926	2.0%	85
Bought film in last 12 mo: 35mm (color prints)	17,730	18.9%	98
Bought Fuji film in last 12 months	6,912	7.4%	86
Bought Kodak film in last 12 months	17,552	18.7%	103
Purchased film in last 12 mo: department store	3,465	3.7%	71
Purchased film in last 12 mo: discount store	6,599	7.0%	80
Purchased film in last 12 mo: drug store	7,550	8.0%	118
Purchased film in last 12 mo: grocery store	4,037	4.3%	98
Had film processed at department store	2,332	2.5%	80
Had film processed at discount store	4,105	4.4%	78
Had film processed at drug store	6,409	6.8%	113
Had film processed at grocery store	3,104	3.3%	116
Had film processed at 1 hour service store	2,322	2.5%	93
Bought memory card for camera in last 12 months	7,424	7.9%	115
Own memory card for camera	19,832	21.1%	112

**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. average. A 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 Mediamark Research Inc. in a nationally representative survey of U.S. households.



# Electronics & Internet Market Potential

Prepared by: STDBonline

5956 Sherry Lane, Dallas, Texas, 75225

Latitude 32.861976  
Longitude -96.809829  
Ring: 5.0 mile

Site Type: Ring

Demographic Summary	2008	2013
Population	395,834	406,155
Population 18+	302,674	313,756
Households	159,983	163,376
Median Household Income	\$60,261	\$67,821

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Use a personal computer at work	99,706	32.9%	102
HH owns a personal computer	111,351	69.6%	100
Purchased home PC in last 12 months	28,800	18.0%	116
Purchased home PC 1-2 years ago	34,001	21.3%	100
Purchased home PC 3-4 years ago	26,533	16.6%	98
Purchased home PC 5+ years ago	12,539	7.8%	84
Spent <\$500 on home PC	13,376	8.4%	91
Spent \$500-999 on home PC	24,542	15.3%	90
Spent \$1000-1499 on home PC	23,064	14.4%	99
Spent \$1500-1999 on home PC	15,448	9.7%	113
Spent \$2000-2999 on home PC	16,522	10.3%	129
Purchased home PC at computer superstore	20,664	12.9%	107
Purchased home PC at department store	5,087	3.2%	83
Purchased home PC direct from manufacturer	25,486	15.9%	105
Purchased home PC at electronics store	13,069	8.2%	96
Purchased home PC on Internet	15,018	9.4%	120
HH owns desktop PC	85,430	53.4%	91
HH owns laptop/notebook/tablet PC	38,607	24.1%	124
HH owns any Apple/Apple Mac clone brand PC	11,272	7.0%	170
HH owns any IBM/IBM compatible brand PC	97,656	61.0%	96
Brand of PC that HH owns: Compaq	14,171	8.9%	94
Brand of PC that HH owns: Dell	43,103	26.9%	104
Brand of PC that HH owns: Gateway	10,111	6.3%	81
Brand of PC that HH owns: Hewlett Packard	16,505	10.3%	80
Brand of PC that HH owns: IBM	4,631	2.9%	107
Child (under 18) uses home PC	25,458	15.9%	77
HH owns CD burner	56,605	35.4%	100
HH owns CD ROM drive	63,079	39.4%	97
HH owns DVD drive	41,275	25.8%	107
HH owns LAN/network interface card	22,974	14.4%	116
HH owns inkjet printer	64,793	40.5%	93
HH owns laser printer	21,821	13.6%	107
HH owns removable cartridge storage device	13,089	8.2%	107
HH owns scanner	38,707	24.2%	90
HH owns PC speakers	61,644	38.5%	94
HH owns tape backup	4,002	2.5%	77
HH owns modem/fax modem	37,541	23.5%	95
HH owns software: accounting	15,217	9.5%	96
HH owns software: communications/fax	14,645	9.2%	100
HH owns software: database/filing	15,349	9.6%	103
HH owns software: desktop publishing	21,449	13.4%	100
HH owns software: education/training	16,854	10.5%	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. average. A 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 Mediamark Research Inc. in a nationally representative survey of U.S. households. ESRI forecasts for 2008 and 2013.



# Electronics & Internet Market Potential

Prepared by: STDBonline

5956 Sherry Lane, Dallas, Texas, 75225

Site Type: Ring

Latitude 32.861976  
Longitude -96.809829  
Ring: 5.0 mile

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns software: entertainment/games	45,576	28.5%	94
HH owns software: personal finance/tax prep	23,028	14.4%	98
HH owns software: presentation graphics	16,179	10.1%	119
HH owns software: multimedia	24,579	15.4%	109
HH owns software: networking	17,951	11.2%	113
HH owns software: spreadsheet	38,647	24.2%	103
HH owns software: utility	13,158	8.2%	101
HH owns software: web authoring	7,661	4.8%	131
HH owns software: word processing	54,965	34.4%	102
Purchased computer book in last 12 months	10,674	6.7%	125
HH owns fax machine	14,803	9.3%	102
Purchased audio equipment in last 12 months	13,344	8.3%	105
Purchased headphones in last 12 months	5,949	3.7%	129
HH owns camcorder	26,533	16.6%	85
HH owns digital camcorder	10,888	6.8%	95
HH owns CD player	74,947	46.8%	97
Purchased CD player in last 12 months	9,186	5.7%	90
HH owns DVD player	92,649	57.9%	98
Purchased DVD player in last 12 months	18,995	11.9%	99
HH owns 1 TV	43,646	27.3%	134
HH owns 2 TVs	42,958	26.9%	103
HH owns 3 TVs	30,410	19.0%	88
HH owns 4+ TVs	23,792	14.9%	71
HH owns color floor TV	59,862	37.4%	102
HH owns color portable TV	82,338	51.5%	90
HH owns miniature screen TV (under 13")	14,392	9.0%	95
HH owns regular screen TV (13"-26")	74,320	46.5%	99
Most recent TV purchase: regular screen (13"-26")	47,680	29.8%	106
HH owns large screen TV (27"-35")	70,096	43.8%	90
Most recent TV purchase: large screen (27"-35")	52,754	33.0%	93
HH owns big screen TV (36"-42")	18,063	11.3%	95
Most recent TV purchase: big screen (36"-42")	12,905	8.1%	95
HH owns giant screen TV (over 42")	13,198	8.2%	86
Most recent TV purchase: giant screen (over 42")	11,413	7.1%	97
HH owns plasma TV	5,591	3.5%	102
HH owns projection TV	7,397	4.6%	87
HH owns VCR	76,028	47.5%	91
HH owns combination TV/VCR	22,762	14.2%	92
HH owns video game system	43,220	27.0%	90
Purchased video game system in last 12 months	8,709	5.4%	84
HH owns video game system: Game Boy	10,775	6.7%	85
HH owns video game system: Sony PlayStation	7,925	5.0%	82
HH owns video game system: Game Boy Advance	10,233	6.4%	78
HH owns video game system: Nintendo GameCube	8,409	5.3%	97
HH owns video game system: PlayStation 2	22,075	13.8%	82
HH owns video game system: Xbox	11,851	7.4%	94
Purchased 6+ video games in last 12 months	7,063	4.4%	91
HH owns MP3 player	28,615	17.9%	128
Purchased MP3 player in last 12 months	14,381	9.0%	119

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. average. An MPI of 100 represents the U.S. average.

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# Electronics & Internet Market Potential

Prepared by: STDBonline

5956 Sherry Lane, Dallas, Texas, 75225

Site Type: Ring

Latitude 32.861976  
Longitude -96.809829  
Ring: 5.0 mile

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns Apple iPod	12,155	7.6%	145
Own Personal Digital Assistant (PDA)	26,874	8.9%	125
HH purchased Apple iPod in last 12 months	5,788	3.6%	136
Own Personal Digital Assistant (PDA): Palm	11,382	3.8%	115
Have any access to the Internet	229,267	75.7%	94
Have access to Internet: at home	186,135	61.5%	95
Have access to Internet: at work	117,167	38.7%	105
Have access to Internet: at school/library	78,173	25.8%	109
Have access to Internet: not hm/work/school/library	56,430	18.6%	107
Use Internet less than once a week	11,064	3.7%	80
Use Internet 1-2 times per week	13,865	4.6%	76
Use Internet 3-6 times per week	19,990	6.6%	84
Use Internet once a day	31,576	10.4%	94
Use Internet 2-4 times per day	49,002	16.2%	97
Use Internet 5 or more times per day	73,779	24.4%	124
Any Internet or online usage in last 30 days	196,287	64.8%	100
Used Internet in last 30 days: at home	168,186	55.6%	100
Used Internet in last 30 days: at work	103,800	34.3%	110
Used Internet in last 30 days: at school/library	29,849	9.9%	138
Used Internet/30 days: not home/work/school/library	29,449	9.7%	127
Internet last 30 days: used email	174,884	57.8%	102
Internet last 30 days: looked for employment	34,604	11.4%	111
Internet last 30 days: played games online	51,665	17.1%	95
Internet last 30 days: obtained new/used car info	27,190	9.0%	105
Internet last 30 days: made personal purchase	94,218	31.1%	116
Internet last 30 days: made business purchase	32,369	10.7%	120
Internet last 30 days: obtained real estate info	38,645	12.8%	122
Internet last 30 days: made travel plans	67,924	22.4%	136
Internet last 30 days: visited chat room	19,130	6.3%	130
Internet last 30 days: obtained medical info	44,383	14.7%	105
Internet last 30 days: obtained latest news	112,501	37.2%	114
Internet last 30 days: obtained sports news/info	69,192	22.9%	117
Internet last 30 days: obtained financial info	73,032	24.1%	118
Internet last 30 days: traded/tracked investments	42,516	14.0%	123
Internet last 30 days: downloaded music	49,286	16.3%	131
Internet last 30 days: watched online video	37,782	12.5%	136
Ordered anything on Internet in last 12 months	100,751	33.3%	107
Ordered on Internet/12 mo: airline ticket	57,773	19.1%	125
Ordered on Internet/12 mo: CD/tape	18,514	6.1%	120
Ordered on Internet/12 mo: clothing	40,672	13.4%	114
Ordered on Internet/12 mo: computer	13,129	4.3%	119
Ordered on Internet/12 mo: computer peripheral	14,560	4.8%	120
Ordered on Internet/12 mo: DVD	22,005	7.3%	117
Ordered on Internet/12 mo: flowers	15,171	5.0%	129
Ordered on Internet/12 mo: software	17,615	5.8%	108
Ordered on Internet/12 mo: ticket (concert/sports)	27,675	9.1%	119
Ordered on Internet/12 mo: toy	12,476	4.1%	100

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. average. An MPI of 100 represents the U.S. average.

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5956 Sherry Lane, Dallas, Texas, 75225

Site Type: Ring

Latitude 32.861976  
Longitude -96.809829  
Ring: 5.0 mile

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Purchased item from amazon.com in last 12 months	43,342	14.3%	128
Purchased item from barnes&noble.com in last 12 mo	12,612	4.2%	140
Purchased item from ebay.com in last 12 months	27,472	9.1%	105
Spent on Internet orders last 12 months: <\$100	14,580	4.8%	91
Spent on Internet orders last 12 months: \$100-199	14,014	4.6%	96
Spent on Internet orders last 12 months: \$200-499	23,649	7.8%	103
Spent on Internet orders last 12 months: \$500+	46,885	15.5%	123
Connection to Internet from home: dial-up modem	38,716	12.8%	64
Connection to Internet from home: cable modem	74,658	24.7%	116
Connection to Internet from home: DSL	60,324	19.9%	105
Connection to Internet from home: wireless	21,943	7.2%	144
Connection to Internet from home: any broadband	139,903	46.2%	110
DVDs rented in last 30 days: 1	11,176	3.7%	117
DVDs rented in last 30 days: 2	15,088	5.0%	95
DVDs rented in last 30 days: 3	10,188	3.4%	95
DVDs rented in last 30 days: 4	12,737	4.2%	99
DVDs rented in last 30 days: 5+	41,113	13.6%	100
Rented video tape/DVD last month: action/adventure	58,521	19.3%	95
Rented video tape/DVD last month: classic	13,564	4.5%	115
Rented video tape/DVD last month: comedy	61,580	20.3%	96
Rented video tape/DVD last month: drama	45,706	15.1%	106
Rented video tape/DVD last month: family/children	20,190	6.7%	78
Rented video tape/DVD last month: foreign	10,741	3.5%	170
Rented video tape/DVD last month: horror	21,194	7.0%	87
Rented video tape/DVD last month: romance	22,250	7.4%	97
Rented video tape/DVD last month: science fiction	16,622	5.5%	91
Bought video tape/DVD last month: action/adventure	23,135	7.6%	90
Bought video tape/DVD last month: comedy	24,777	8.2%	96
Bought video tape/DVD last month: drama	14,718	4.9%	92
Bought video tape/DVD last month: family/children	14,960	4.9%	80
Bought video tape/DVD last month: horror	8,784	2.9%	92
Bought video tape/DVD last month: romance	6,939	2.3%	88
Bought video tape/DVD last month: science fiction	8,005	2.6%	96
Bought blank video tape in last 6 months	35,822	11.8%	85
Bought 7+ blank video tapes in last 6 months	9,610	3.2%	90
DVDs purchased in last 30 days: 1	14,196	4.7%	88
DVDs purchased in last 30 days: 2	16,069	5.3%	98
DVDs purchased in last 30 days: 3-4	14,572	4.8%	88
DVDs purchased in last 30 days: 5+	14,904	4.9%	85

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. average. An MPI of 100 represents the U.S. average.

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# Electronics & Internet Market Potential

Prepared by: STDBonline

5956 Sherry Lane, Dallas, Texas, 75225

Site Type: Ring

Latitude 32.861976  
Longitude -96.809829  
Ring: 5.0 mile

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought any camera in last 12 months	51,000	16.8%	95
Spent on cameras in last 12 months: \$200+	19,347	6.4%	110
Own APS (point & shoot or SLR) camera	11,191	3.7%	105
Own digital camera	86,406	28.5%	102
Bought digital camera in last 12 months	26,089	8.6%	111
Own instant developing camera	9,132	3.0%	100
Own 35mm auto focus point & shoot camera	17,036	5.6%	84
Own 35mm auto focus single lens reflex camera	8,935	3.0%	97
Own 35mm auto focus zoom camera	20,982	6.9%	84
Own 35mm single lens reflex camera	13,393	4.4%	105
Own Canon camera	40,432	13.4%	104
Own Fuji camera	14,211	4.7%	78
Own Kodak camera	32,695	10.8%	83
Bought Kodak camera in last 12 months	13,991	4.6%	99
Own Konica Minolta/Minolta camera	11,881	3.9%	103
Own Nikon camera	17,399	5.7%	116
Own Olympus camera	17,478	5.8%	100
Own Polaroid camera	6,753	2.2%	84
Bought any camera accessory in last 12 months	59,034	19.5%	101
Bought film in last 12 months	76,391	25.2%	93
Bought film in last 12 months: <3 rolls	27,532	9.1%	91
Bought film in last 12 months: 3-6 rolls	27,925	9.2%	93
Bought film in last 12 months: 7+ rolls	21,391	7.1%	94
Bought film in last 12 mo: APS (color prints)	9,342	3.1%	108
Bought film in last 12 mo: instant developing	6,393	2.1%	88
Bought film in last 12 mo: 35mm (color prints)	53,313	17.6%	91
Bought Fuji film in last 12 months	21,013	6.9%	82
Bought Kodak film in last 12 months	52,184	17.2%	95
Purchased film in last 12 mo: department store	11,642	3.8%	75
Purchased film in last 12 mo: discount store	19,336	6.4%	72
Purchased film in last 12 mo: drug store	22,467	7.4%	109
Purchased film in last 12 mo: grocery store	11,544	3.8%	87
Had film processed at department store	7,281	2.4%	77
Had film processed at discount store	12,091	4.0%	71
Had film processed at drug store	18,500	6.1%	101
Had film processed at grocery store	8,911	2.9%	104
Had film processed at 1 hour service store	7,109	2.3%	88
Bought memory card for camera in last 12 months	20,333	6.7%	98
Own memory card for camera	55,703	18.4%	98

**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. average. A 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 Mediamark Research Inc. in a nationally representative survey of U.S. households.