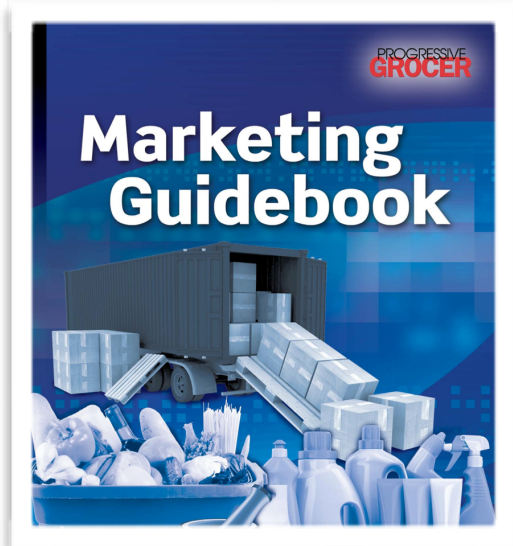


Marketing Guidebook

Market Facts & Demographics



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Market facts: Dallas

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	<i>% of U.S.</i>	<i>% Region</i>
Population	3.0	26.4
Households	2.9	26.5
Food Store Sales	3.0	27.2
Food Stores	3.2	25.4
Supermarkets	2.6	28.1
Convenience Stores	3.5	25.1
Wholesale Clubs	2.8	29.3

	<i>Chain</i>	<i>Independ.</i>
Supermarkets	855	117

Consumer Demographics

<i>Population by Age</i>	<i>(%)</i>	<i>Heads of Household by Age</i>	<i>(%)</i>
Less than 6 years	9.0	Less than 25 years	4.8
6-11 years	8.8	25-34 years	16.7
12-17 years	8.7	35-44 years	19.7
18-24 years	9.5	45-54 years	21.0
25-34 years	13.5	55-64 years	17.7
35-44 years	13.8	65 + years	20.1
45-54 years	13.8		
55-64 years	11.2	<i>Average Persons Per Household:</i>	2.73
65-74 years	6.9		
75 + years	4.7	<i>Household Income:</i>	<i>(%)</i>
		Under \$15,000	12.7
<i>Population by Race</i>	<i>(%)</i>	\$15,000- \$24,999	11.7
White	66.6	\$25,000- \$49,999	25.7
Black	15.8	\$50,000- \$74,999	18.3
Asian / Pacific Islander	4.4	\$75,000- \$99,999	11.7
Hispanic	24.5	\$100,000- \$149,999	11.8
		\$150,000 +	8.1

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