



Retail Market Potential for 5 Mile Ring Buffer

Demographic Summary		2016	2021
Population		171,168	179,574
Population 18+		140,934	148,014
Households		71,953	75,377
Median Household Income		\$37,567	\$39,639

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	63,617	45.1%	96
Bought any women's clothing in last 12 months	61,940	43.9%	100
Bought clothing for child <13 years in last 6 months	34,989	24.8%	90
Bought any shoes in last 12 months	75,604	53.6%	100
Bought costume jewelry in last 12 months	28,785	20.4%	105
Bought any fine jewelry in last 12 months	26,881	19.1%	104
Bought a watch in last 12 months	15,584	11.1%	100
Automobiles (Households)			
HH owns/leases any vehicle	58,623	81.5%	95
HH bought/leased new vehicle last 12 mo	5,501	7.6%	81
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	113,880	80.8%	95
Bought/changed motor oil in last 12 months	63,503	45.1%	92
Had tune-up in last 12 months	40,882	29.0%	96
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	91,819	65.2%	100
Drank regular cola in last 6 months	66,122	46.9%	105
Drank beer/ale in last 6 months	60,911	43.2%	101
Cameras (Adults)			
Own digital point & shoot camera	36,624	26.0%	89
Own digital single-lens reflex (SLR) camera	11,957	8.5%	98
Bought any camera in last 12 months	7,512	5.3%	94
Printed digital photos in last 12 months	3,747	2.7%	91
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	52,586	37.3%	103
Have a smartphone	89,234	63.3%	108
Have a smartphone: Android phone (any brand)	41,357	29.3%	109
Have a smartphone: Apple iPhone	39,872	28.3%	109
Number of cell phones in household: 1	28,090	39.0%	121
Number of cell phones in household: 2	26,526	36.9%	99
Number of cell phones in household: 3+	14,881	20.7%	81
HH has cell phone only (no landline telephone)	38,555	53.6%	128
Computers (Households)			
HH owns a computer	53,990	75.0%	98
HH owns desktop computer	28,568	39.7%	88
HH owns laptop/notebook	39,416	54.8%	101
HH owns any Apple/Mac brand computer	11,040	15.3%	102
HH owns any PC/non-Apple brand computer	46,491	64.6%	95
HH purchased most recent computer in a store	26,039	36.2%	96
HH purchased most recent computer online	9,413	13.1%	100
Spent <\$500 on most recent home computer	10,722	14.9%	103
Spent \$500-\$999 on most recent home computer	13,172	18.3%	96
Spent \$1,000-\$1,499 on most recent home computer	6,898	9.6%	101
Spent \$1,500-\$1,999 on most recent home computer	3,108	4.3%	95
Spent \$2,000+ on most recent home computer	2,579	3.6%	91

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

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2016 and 2021.



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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	75,153	53.3%	105
Bought brewed coffee at convenience store in last 30 days	20,133	14.3%	91
Bought cigarettes at convenience store in last 30 days	19,100	13.6%	108
Bought gas at convenience store in last 30 days	48,647	34.5%	104
Spent at convenience store in last 30 days: <\$20	11,417	8.1%	100
Spent at convenience store in last 30 days: \$20-\$39	13,727	9.7%	108
Spent at convenience store in last 30 days: \$40-\$50	10,658	7.6%	99
Spent at convenience store in last 30 days: \$51-\$99	6,622	4.7%	106
Spent at convenience store in last 30 days: \$100+	30,654	21.8%	95
Entertainment (Adults)			
Attended a movie in last 6 months	87,358	62.0%	104
Went to live theater in last 12 months	19,611	13.9%	107
Went to a bar/night club in last 12 months	27,330	19.4%	116
Dined out in last 12 months	59,039	41.9%	93
Gambled at a casino in last 12 months	15,969	11.3%	83
Visited a theme park in last 12 months	23,208	16.5%	93
Viewed movie (video-on-demand) in last 30 days	22,209	15.8%	93
Viewed TV show (video-on-demand) in last 30 days	19,163	13.6%	105
Watched any pay-per-view TV in last 12 months	14,166	10.1%	76
Downloaded a movie over the Internet in last 30 days	12,510	8.9%	124
Downloaded any individual song in last 6 months	32,136	22.8%	112
Watched a movie online in the last 30 days	29,879	21.2%	133
Watched a TV program online in last 30 days	28,538	20.2%	135
Played a video/electronic game (console) in last 12 months	16,983	12.1%	115
Played a video/electronic game (portable) in last 12 months	6,822	4.8%	106
Financial (Adults)			
Have home mortgage (1st)	33,223	23.6%	76
Used ATM/cash machine in last 12 months	66,034	46.9%	95
Own any stock	9,248	6.6%	86
Own U.S. savings bond	7,345	5.2%	98
Own shares in mutual fund (stock)	8,467	6.0%	83
Own shares in mutual fund (bonds)	5,468	3.9%	80
Have interest checking account	34,567	24.5%	87
Have non-interest checking account	39,038	27.7%	98
Have savings account	74,090	52.6%	97
Have 401K retirement savings plan	18,095	12.8%	88
Own/used any credit/debit card in last 12 months	102,005	72.4%	97
Avg monthly credit card expenditures: <\$111	17,553	12.5%	107
Avg monthly credit card expenditures: \$111-\$225	9,698	6.9%	100
Avg monthly credit card expenditures: \$226-\$450	7,785	5.5%	87
Avg monthly credit card expenditures: \$451-\$700	6,698	4.8%	89
Avg monthly credit card expenditures: \$701-\$1,000	5,409	3.8%	89
Avg monthly credit card expenditures: \$1,001+	10,781	7.6%	84
Did banking online in last 12 months	48,064	34.1%	96
Did banking on mobile device in last 12 months	21,832	15.5%	111
Paid bills online in last 12 months	57,616	40.9%	95

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Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	47,285	65.7%	95
Used bread in last 6 months	66,898	93.0%	99
Used chicken (fresh or frozen) in last 6 months	46,510	64.6%	94
Used turkey (fresh or frozen) in last 6 months	11,010	15.3%	97
Used fish/seafood (fresh or frozen) in last 6 months	38,616	53.7%	98
Used fresh fruit/vegetables in last 6 months	59,543	82.8%	96
Used fresh milk in last 6 months	62,185	86.4%	98
Used organic food in last 6 months	14,667	20.4%	104
Health (Adults)			
Exercise at home 2+ times per week	41,594	29.5%	104
Exercise at club 2+ times per week	18,605	13.2%	101
Visited a doctor in last 12 months	101,846	72.3%	95
Used vitamin/dietary supplement in last 6 months	68,559	48.6%	92
Home (Households)			
Any home improvement in last 12 months	15,706	21.8%	81
Used housekeeper/maid/professional HH cleaning service in last 12	8,382	11.6%	88
Purchased low ticket HH furnishings in last 12 months	11,447	15.9%	99
Purchased big ticket HH furnishings in last 12 months	15,394	21.4%	102
Bought any small kitchen appliance in last 12 months	16,391	22.8%	103
Bought any large kitchen appliance in last 12 months	7,943	11.0%	87
Insurance (Adults/Households)			
Currently carry life insurance	53,397	37.9%	89
Carry medical/hospital/accident insurance	83,519	59.3%	90
Carry homeowner insurance	50,612	35.9%	76
Carry renter's insurance	15,366	10.9%	134
Have auto insurance: 1 vehicle in household covered	26,710	37.1%	120
Have auto insurance: 2 vehicles in household covered	18,384	25.6%	90
Have auto insurance: 3+ vehicles in household covered	10,740	14.9%	68
Pets (Households)			
Household owns any pet	32,948	45.8%	85
Household owns any cat	13,672	19.0%	85
Household owns any dog	23,684	32.9%	81
Psychographics (Adults)			
Buying American is important to me	55,580	39.4%	93
Usually buy items on credit rather than wait	16,036	11.4%	97
Usually buy based on quality - not price	23,692	16.8%	94
Price is usually more important than brand name	36,379	25.8%	98
Usually use coupons for brands I buy often	25,092	17.8%	94
Am interested in how to help the environment	24,642	17.5%	107
Usually pay more for environ safe product	18,122	12.9%	101
Usually value green products over convenience	15,802	11.2%	107
Likely to buy a brand that supports a charity	50,872	36.1%	103
Reading (Adults)			
Bought digital book in last 12 months	18,678	13.3%	100
Bought hardcover book in last 12 months	30,546	21.7%	103
Bought paperback book in last 12 month	45,985	32.6%	104
Read any daily newspaper (paper version)	35,531	25.2%	96
Read any digital newspaper in last 30 days	49,598	35.2%	106
Read any magazine (paper/electronic version) in last 6 months	129,590	92.0%	101

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	103,399	73.4%	98
Went to family restaurant/steak house: 4+ times a month	38,995	27.7%	101
Went to fast food/drive-in restaurant in last 6 months	126,290	89.6%	100
Went to fast food/drive-in restaurant 9+ times/mo	56,847	40.3%	102
Fast food/drive-in last 6 months: eat in	50,394	35.8%	98
Fast food/drive-in last 6 months: home delivery	11,983	8.5%	111
Fast food/drive-in last 6 months: take-out/drive-thru	65,967	46.8%	101
Fast food/drive-in last 6 months: take-out/walk-in	29,863	21.2%	109
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	43,747	31.0%	98
Own e-reader/tablet: iPad	19,492	13.8%	90
Own any portable MP3 player	41,524	29.5%	96
HH owns 1 TV	16,980	23.6%	115
HH owns 2 TVs	19,697	27.4%	106
HH owns 3 TVs	14,135	19.6%	92
HH owns 4+ TVs	10,900	15.1%	80
HH subscribes to cable TV	40,360	56.1%	113
HH subscribes to fiber optic	4,461	6.2%	82
HH has satellite dish	11,883	16.5%	65
HH owns DVD/Blu-ray player	41,745	58.0%	96
HH owns camcorder	8,187	11.4%	81
HH owns portable GPS navigation device	16,785	23.3%	85
HH purchased video game system in last 12 mos	4,772	6.6%	84
HH owns Internet video device for TV	4,773	6.6%	94
Travel (Adults)			
Domestic travel in last 12 months	65,521	46.5%	93
Took 3+ domestic non-business trips in last 12 months	15,400	10.9%	98
Spent on domestic vacations in last 12 months: <\$1,000	16,337	11.6%	108
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	7,774	5.5%	95
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	4,774	3.4%	95
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	4,695	3.3%	85
Spent on domestic vacations in last 12 months: \$3,000+	5,946	4.2%	77
Domestic travel in the 12 months: used general travel website	8,159	5.8%	86
Foreign travel in last 3 years	32,780	23.3%	96
Took 3+ foreign trips by plane in last 3 years	5,550	3.9%	88
Spent on foreign vacations in last 12 months: <\$1,000	4,963	3.5%	85
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	4,693	3.3%	102
Spent on foreign vacations in last 12 months: \$3,000+	5,882	4.2%	84
Foreign travel in last 3 years: used general travel website	8,157	5.8%	104
Nights spent in hotel/motel in last 12 months: any	54,989	39.0%	96
Took cruise of more than one day in last 3 years	10,333	7.3%	87
Member of any frequent flyer program	19,729	14.0%	86
Member of any hotel rewards program	17,574	12.5%	88

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