



Retail Market Potential

Jurisdiction
Area: 30.53 square miles

Prepared by Esri

Demographic Summary			
	2017	2022	
Population	14,460	18,660	
Population 18+	9,797	12,614	
Households	4,419	5,688	
Median Household Income	\$57,631	\$63,319	

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	4,892	49.9%	105
Bought any women's clothing in last 12 months	4,602	47.0%	108
Bought clothing for child <13 years in last 6 months	3,777	38.6%	140
Bought any shoes in last 12 months	5,946	60.7%	113
Bought costume jewelry in last 12 months	1,959	20.0%	105
Bought any fine jewelry in last 12 months	1,856	18.9%	105
Bought a watch in last 12 months	1,547	15.8%	104
Automobiles (Households)			
HH owns/leases any vehicle	4,014	90.8%	106
HH bought/leased new vehicle last 12 mo	551	12.5%	126
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	8,668	88.5%	104
Bought/changed motor oil in last 12 months	4,931	50.3%	104
Had tune-up in last 12 months	3,136	32.0%	112
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	7,031	71.8%	108
Drank regular cola in last 6 months	4,684	47.8%	108
Drank beer/ale in last 6 months	4,228	43.2%	102
Cameras (Adults)			
Own digital point & shoot camera/camcorder	1,983	20.2%	95
Own digital SLR camera/camcorder	896	9.1%	110
Printed digital photos in last 12 months	1,597	16.3%	117
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	3,826	39.1%	108
Have a smartphone	7,851	80.1%	120
Have a smartphone: Android phone (any brand)	3,816	39.0%	122
Have a smartphone: Apple iPhone	3,475	35.5%	116
Number of cell phones in household: 1	837	18.9%	59
Number of cell phones in household: 2	1,744	39.5%	105
Number of cell phones in household: 3+	1,784	40.4%	155
HH has cell phone only (no landline telephone)	2,359	53.4%	118
Computers (Households)			
HH owns a computer	3,838	86.9%	114
HH owns desktop computer	2,189	49.5%	116
HH owns laptop/notebook	2,945	66.6%	120
HH owns any Apple/Mac brand computer	722	16.3%	106
HH owns any PC/non-Apple brand computer	3,445	78.0%	118
HH purchased most recent computer in a store	1,896	42.9%	115
HH purchased most recent computer online	603	13.6%	105
Spent <\$500 on most recent home computer	703	15.9%	104
Spent \$500-\$999 on most recent home computer	930	21.0%	115
Spent \$1,000-\$1,499 on most recent home computer	414	9.4%	103
Spent \$1,500-\$1,999 on most recent home computer	215	4.9%	114
Spent \$2,000+ on most recent home computer	124	2.8%	79

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 2017 and 2022.



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Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	5,393	55.0%	110
Bought brewed coffee at convenience store in last 30 days	1,341	13.7%	88
Bought cigarettes at convenience store in last 30 days	970	9.9%	82
Bought gas at convenience store in last 30 days	3,529	36.0%	106
Spent at convenience store in last 30 days: <\$20	791	8.1%	103
Spent at convenience store in last 30 days: \$20-\$39	968	9.9%	108
Spent at convenience store in last 30 days: \$40-\$50	779	8.0%	105
Spent at convenience store in last 30 days: \$51-\$99	395	4.0%	87
Spent at convenience store in last 30 days: \$100+	2,254	23.0%	98
Entertainment (Adults)			
Attended a movie in last 6 months	6,599	67.4%	114
Went to live theater in last 12 months	1,114	11.4%	87
Went to a bar/night club in last 12 months	1,794	18.3%	109
Dined out in last 12 months	4,791	48.9%	108
Gambled at a casino in last 12 months	1,499	15.3%	110
Visited a theme park in last 12 months	2,330	23.8%	133
Viewed movie (video-on-demand) in last 30 days	1,844	18.8%	103
Viewed TV show (video-on-demand) in last 30 days	1,293	13.2%	100
Watched any pay-per-view TV in last 12 months	1,714	17.5%	141
Downloaded a movie over the Internet in last 30 days	1,170	11.9%	144
Downloaded any individual song in last 6 months	2,583	26.4%	125
Watched a movie online in the last 30 days	2,144	21.9%	116
Watched a TV program online in last 30 days	1,799	18.4%	108
Played a video/electronic game (console) in last 12 months	1,297	13.2%	134
Played a video/electronic game (portable) in last 12 months	593	6.1%	135
Financial (Adults)			
Have home mortgage (1st)	3,633	37.1%	121
Used ATM/cash machine in last 12 months	5,399	55.1%	111
Own any stock	523	5.3%	74
Own U.S. savings bond	364	3.7%	72
Own shares in mutual fund (stock)	452	4.6%	63
Own shares in mutual fund (bonds)	290	3.0%	59
Have interest checking account	2,453	25.0%	92
Have non-interest checking account	2,810	28.7%	97
Have savings account	5,656	57.7%	106
Have 401K retirement savings plan	1,568	16.0%	109
Own/used any credit/debit card in last 12 months	7,538	76.9%	102
Avg monthly credit card expenditures: <\$111	1,351	13.8%	115
Avg monthly credit card expenditures: \$111-\$225	779	8.0%	112
Avg monthly credit card expenditures: \$226-\$450	591	6.0%	92
Avg monthly credit card expenditures: \$451-\$700	387	4.0%	74
Avg monthly credit card expenditures: \$701-\$1,000	424	4.3%	94
Avg monthly credit card expenditures: \$1,001+	710	7.2%	78
Did banking online in last 12 months	4,376	44.7%	122
Did banking on mobile device in last 12 months	2,522	25.7%	149
Paid bills online in last 12 months	5,389	55.0%	123

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Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	3,247	73.5%	106
Used bread in last 6 months	4,192	94.9%	101
Used chicken (fresh or frozen) in last 6 months	3,244	73.4%	106
Used turkey (fresh or frozen) in last 6 months	643	14.6%	92
Used fish/seafood (fresh or frozen) in last 6 months	2,329	52.7%	97
Used fresh fruit/vegetables in last 6 months	3,911	88.5%	102
Used fresh milk in last 6 months	3,963	89.7%	103
Used organic food in last 6 months	869	19.7%	96
Health (Adults)			
Exercise at home 2+ times per week	2,922	29.8%	103
Exercise at club 2+ times per week	1,406	14.4%	107
Visited a doctor in last 12 months	7,003	71.5%	94
Used vitamin/dietary supplement in last 6 months	4,961	50.6%	96
Home (Households)			
Any home improvement in last 12 months	1,329	30.1%	111
Used housekeeper/maid/professional HH cleaning service in last 12	549	12.4%	93
Purchased low ticket HH furnishings in last 12 months	774	17.5%	108
Purchased big ticket HH furnishings in last 12 months	1,057	23.9%	112
Bought any small kitchen appliance in last 12 months	1,022	23.1%	104
Bought any large kitchen appliance in last 12 months	511	11.6%	91
Insurance (Adults/Households)			
Currently carry life insurance	4,009	40.9%	95
Carry medical/hospital/accident insurance	6,750	68.9%	100
Carry homeowner insurance	4,638	47.3%	101
Carry renter's insurance	956	9.8%	111
Have auto insurance: 1 vehicle in household covered	1,091	24.7%	79
Have auto insurance: 2 vehicles in household covered	1,597	36.1%	127
Have auto insurance: 3+ vehicles in household covered	1,164	26.3%	122
Pets (Households)			
Household owns any pet	2,750	62.2%	115
Household owns any cat	826	18.7%	83
Household owns any dog	2,357	53.3%	129
Psychographics (Adults)			
Buying American is important to me	3,415	34.9%	84
Usually buy items on credit rather than wait	1,149	11.7%	96
Usually buy based on quality - not price	1,794	18.3%	100
Price is usually more important than brand name	2,916	29.8%	112
Usually use coupons for brands I buy often	1,777	18.1%	100
Am interested in how to help the environment	1,663	17.0%	103
Usually pay more for environ safe product	1,407	14.4%	107
Usually value green products over convenience	931	9.5%	88
Likely to buy a brand that supports a charity	3,651	37.3%	106
Reading (Adults)			
Bought digital book in last 12 months	1,623	16.6%	117
Bought hardcover book in last 12 months	1,904	19.4%	95
Bought paperback book in last 12 month	2,683	27.4%	92
Read any daily newspaper (paper version)	1,392	14.2%	59
Read any digital newspaper in last 30 days	3,287	33.6%	98
Read any magazine (paper/electronic version) in last 6 months	9,003	91.9%	102

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	7,782	79.4%	106
Went to family restaurant/steak house: 4+ times a month	2,990	30.5%	111
Went to fast food/drive-in restaurant in last 6 months	9,107	93.0%	103
Went to fast food/drive-in restaurant 9+ times/mo	4,289	43.8%	111
Fast food/drive-in last 6 months: eat in	3,775	38.5%	105
Fast food/drive-in last 6 months: home delivery	863	8.8%	114
Fast food/drive-in last 6 months: take-out/drive-thru	5,037	51.4%	112
Fast food/drive-in last 6 months: take-out/walk-in	1,906	19.5%	97
Television & Electronics (Adults/Households)			
Own any tablet	3,977	40.6%	120
Own any e-reader	836	8.5%	98
Own e-reader/tablet: iPad	2,457	25.1%	122
HH has Internet connectable TV	1,207	27.3%	136
Own any portable MP3 player	3,141	32.1%	115
HH owns 1 TV	700	15.8%	76
HH owns 2 TVs	1,031	23.3%	90
HH owns 3 TVs	1,072	24.3%	113
HH owns 4+ TVs	1,051	23.8%	130
HH subscribes to cable TV	1,866	42.2%	88
HH subscribes to fiber optic	489	11.1%	139
HH owns portable GPS navigation device	1,288	29.1%	107
HH purchased video game system in last 12 mos	420	9.5%	123
HH owns Internet video device for TV	563	12.7%	115
Travel (Adults)			
Domestic travel in last 12 months	5,214	53.2%	105
Took 3+ domestic non-business trips in last 12 months	1,225	12.5%	112
Spent on domestic vacations in last 12 months: <\$1,000	1,135	11.6%	112
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	571	5.8%	102
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	355	3.6%	99
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	373	3.8%	100
Spent on domestic vacations in last 12 months: \$3,000+	510	5.2%	91
Domestic travel in the 12 months: used general travel website	870	8.9%	127
Foreign travel in last 3 years	2,514	25.7%	106
Took 3+ foreign trips by plane in last 3 years	354	3.6%	82
Spent on foreign vacations in last 12 months: <\$1,000	469	4.8%	112
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	300	3.1%	88
Spent on foreign vacations in last 12 months: \$3,000+	450	4.6%	91
Foreign travel in last 3 years: used general travel website	583	6.0%	104
Nights spent in hotel/motel in last 12 months: any	4,571	46.7%	112
Took cruise of more than one day in last 3 years	904	9.2%	115
Member of any frequent flyer program	1,662	17.0%	104
Member of any hotel rewards program	1,624	16.6%	112

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