



Retail Market Potential

2016COBBoundary
Area: 19.62 square miles

Prepared by Esri

Demographic Summary		2016	2021
Population		96,751	102,830
Population 18+		75,555	81,149
Households		39,831	42,209
Median Household Income		\$59,035	\$66,949

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	36,143	47.8%	101
Bought any women's clothing in last 12 months	33,346	44.1%	100
Bought clothing for child <13 years in last 6 months	19,747	26.1%	95
Bought any shoes in last 12 months	42,085	55.7%	103
Bought costume jewelry in last 12 months	15,169	20.1%	103
Bought any fine jewelry in last 12 months	14,396	19.1%	104
Bought a watch in last 12 months	9,091	12.0%	109
Automobiles (Households)			
HH owns/leases any vehicle	34,602	86.9%	101
HH bought/leased new vehicle last 12 mo	4,093	10.3%	109
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	65,551	86.8%	102
Bought/changed motor oil in last 12 months	35,432	46.9%	95
Had tune-up in last 12 months	23,415	31.0%	103
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	49,687	65.8%	100
Drank regular cola in last 6 months	32,523	43.0%	96
Drank beer/ale in last 6 months	35,898	47.5%	112
Cameras (Adults)			
Own digital point & shoot camera	23,772	31.5%	108
Own digital single-lens reflex (SLR) camera	7,902	10.5%	121
Bought any camera in last 12 months	4,525	6.0%	105
Printed digital photos in last 12 months	2,106	2.8%	95
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	28,807	38.1%	105
Have a smartphone	50,266	66.5%	113
Have a smartphone: Android phone (any brand)	22,538	29.8%	111
Have a smartphone: Apple iPhone	23,115	30.6%	118
Number of cell phones in household: 1	13,003	32.6%	102
Number of cell phones in household: 2	15,711	39.4%	105
Number of cell phones in household: 3+	9,541	24.0%	94
HH has cell phone only (no landline telephone)	18,443	46.3%	110
Computers (Households)			
HH owns a computer	32,614	81.9%	107
HH owns desktop computer	18,144	45.6%	101
HH owns laptop/notebook	23,835	59.8%	110
HH owns any Apple/Mac brand computer	7,535	18.9%	126
HH owns any PC/non-Apple brand computer	27,927	70.1%	103
HH purchased most recent computer in a store	15,819	39.7%	106
HH purchased most recent computer online	6,186	15.5%	119
Spent <\$500 on most recent home computer	5,653	14.2%	98
Spent \$500-\$999 on most recent home computer	8,014	20.1%	105
Spent \$1,000-\$1,499 on most recent home computer	4,715	11.8%	125
Spent \$1,500-\$1,999 on most recent home computer	2,225	5.6%	123
Spent \$2,000+ on most recent home computer	1,765	4.4%	113

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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Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	41,374	54.8%	108
Bought brewed coffee at convenience store in last 30 days	12,068	16.0%	102
Bought cigarettes at convenience store in last 30 days	8,564	11.3%	91
Bought gas at convenience store in last 30 days	24,384	32.3%	98
Spent at convenience store in last 30 days: <\$20	6,947	9.2%	114
Spent at convenience store in last 30 days: \$20-\$39	7,410	9.8%	108
Spent at convenience store in last 30 days: \$40-\$50	6,037	8.0%	105
Spent at convenience store in last 30 days: \$51-\$99	3,162	4.2%	95
Spent at convenience store in last 30 days: \$100+	16,282	21.5%	94
Entertainment (Adults)			
Attended a movie in last 6 months	48,710	64.5%	108
Went to live theater in last 12 months	11,604	15.4%	118
Went to a bar/night club in last 12 months	15,875	21.0%	126
Dined out in last 12 months	37,566	49.7%	111
Gambled at a casino in last 12 months	10,945	14.5%	106
Visited a theme park in last 12 months	13,921	18.4%	105
Viewed movie (video-on-demand) in last 30 days	15,926	21.1%	124
Viewed TV show (video-on-demand) in last 30 days	12,214	16.2%	125
Watched any pay-per-view TV in last 12 months	9,890	13.1%	100
Downloaded a movie over the Internet in last 30 days	7,209	9.5%	133
Downloaded any individual song in last 6 months	17,779	23.5%	115
Watched a movie online in the last 30 days	15,343	20.3%	127
Watched a TV program online in last 30 days	14,540	19.2%	129
Played a video/electronic game (console) in last 12 months	8,677	11.5%	110
Played a video/electronic game (portable) in last 12 months	3,700	4.9%	108
Financial (Adults)			
Have home mortgage (1st)	25,257	33.4%	108
Used ATM/cash machine in last 12 months	41,911	55.5%	113
Own any stock	6,570	8.7%	114
Own U.S. savings bond	4,156	5.5%	104
Own shares in mutual fund (stock)	6,385	8.5%	116
Own shares in mutual fund (bonds)	4,320	5.7%	118
Have interest checking account	23,019	30.5%	108
Have non-interest checking account	22,436	29.7%	105
Have savings account	44,920	59.5%	110
Have 401K retirement savings plan	13,411	17.7%	122
Own/used any credit/debit card in last 12 months	60,021	79.4%	107
Avg monthly credit card expenditures: <\$111	8,883	11.8%	101
Avg monthly credit card expenditures: \$111-\$225	5,272	7.0%	101
Avg monthly credit card expenditures: \$226-\$450	5,146	6.8%	108
Avg monthly credit card expenditures: \$451-\$700	4,406	5.8%	109
Avg monthly credit card expenditures: \$701-\$1,000	3,857	5.1%	118
Avg monthly credit card expenditures: \$1,001+	8,191	10.8%	120
Did banking online in last 12 months	32,527	43.1%	121
Did banking on mobile device in last 12 months	13,336	17.7%	126
Paid bills online in last 12 months	37,964	50.2%	117

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Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	26,601	66.8%	96
Used bread in last 6 months	37,319	93.7%	100
Used chicken (fresh or frozen) in last 6 months	27,156	68.2%	99
Used turkey (fresh or frozen) in last 6 months	6,087	15.3%	96
Used fish/seafood (fresh or frozen) in last 6 months	21,665	54.4%	100
Used fresh fruit/vegetables in last 6 months	34,321	86.2%	100
Used fresh milk in last 6 months	34,373	86.3%	98
Used organic food in last 6 months	8,940	22.4%	114
Health (Adults)			
Exercise at home 2+ times per week	23,210	30.7%	108
Exercise at club 2+ times per week	12,735	16.9%	130
Visited a doctor in last 12 months	58,085	76.9%	101
Used vitamin/dietary supplement in last 6 months	40,570	53.7%	102
Home (Households)			
Any home improvement in last 12 months	10,138	25.5%	95
Used housekeeper/maid/professional HH cleaning service in last 12	5,643	14.2%	108
Purchased low ticket HH furnishings in last 12 months	7,123	17.9%	111
Purchased big ticket HH furnishings in last 12 months	9,241	23.2%	111
Bought any small kitchen appliance in last 12 months	9,258	23.2%	105
Bought any large kitchen appliance in last 12 months	4,887	12.3%	96
Insurance (Adults/Households)			
Currently carry life insurance	32,340	42.8%	100
Carry medical/hospital/accident insurance	51,519	68.2%	104
Carry homeowner insurance	34,323	45.4%	97
Carry renter's insurance	9,126	12.1%	148
Have auto insurance: 1 vehicle in household covered	13,409	33.7%	109
Have auto insurance: 2 vehicles in household covered	11,696	29.4%	103
Have auto insurance: 3+ vehicles in household covered	7,747	19.4%	89
Pets (Households)			
Household owns any pet	19,870	49.9%	93
Household owns any cat	8,507	21.4%	95
Household owns any dog	13,916	34.9%	86
Psychographics (Adults)			
Buying American is important to me	29,530	39.1%	92
Usually buy items on credit rather than wait	9,448	12.5%	107
Usually buy based on quality - not price	13,550	17.9%	100
Price is usually more important than brand name	19,050	25.2%	96
Usually use coupons for brands I buy often	13,933	18.4%	97
Am interested in how to help the environment	13,044	17.3%	106
Usually pay more for environ safe product	10,011	13.2%	104
Usually value green products over convenience	7,770	10.3%	98
Likely to buy a brand that supports a charity	25,562	33.8%	97
Reading (Adults)			
Bought digital book in last 12 months	11,975	15.8%	120
Bought hardcover book in last 12 months	17,885	23.7%	113
Bought paperback book in last 12 month	26,067	34.5%	110
Read any daily newspaper (paper version)	19,214	25.4%	97
Read any digital newspaper in last 30 days	29,964	39.7%	119
Read any magazine (paper/electronic version) in last 6 months	70,375	93.1%	103

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	58,490	77.4%	104
Went to family restaurant/steak house: 4+ times a month	21,775	28.8%	105
Went to fast food/drive-in restaurant in last 6 months	68,452	90.6%	101
Went to fast food/drive-in restaurant 9+ times/mo	30,000	39.7%	101
Fast food/drive-in last 6 months: eat in	27,316	36.2%	99
Fast food/drive-in last 6 months: home delivery	6,488	8.6%	112
Fast food/drive-in last 6 months: take-out/drive-thru	36,149	47.8%	103
Fast food/drive-in last 6 months: take-out/walk-in	15,527	20.6%	106
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	28,713	38.0%	120
Own e-reader/tablet: iPad	14,515	19.2%	125
Own any portable MP3 player	26,434	35.0%	114
HH owns 1 TV	9,251	23.2%	114
HH owns 2 TVs	10,386	26.1%	101
HH owns 3 TVs	8,210	20.6%	96
HH owns 4+ TVs	6,515	16.4%	87
HH subscribes to cable TV	22,092	55.5%	112
HH subscribes to fiber optic	3,931	9.9%	130
HH has satellite dish	6,494	16.3%	64
HH owns DVD/Blu-ray player	24,519	61.6%	102
HH owns camcorder	5,417	13.6%	97
HH owns portable GPS navigation device	11,467	28.8%	105
HH purchased video game system in last 12 mos	3,055	7.7%	97
HH owns Internet video device for TV	3,310	8.3%	118
Travel (Adults)			
Domestic travel in last 12 months	42,097	55.7%	111
Took 3+ domestic non-business trips in last 12 months	9,318	12.3%	111
Spent on domestic vacations in last 12 months: <\$1,000	8,939	11.8%	110
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	5,071	6.7%	115
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	2,925	3.9%	108
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	2,962	3.9%	100
Spent on domestic vacations in last 12 months: \$3,000+	4,545	6.0%	109
Domestic travel in the 12 months: used general travel website	5,841	7.7%	114
Foreign travel in last 3 years	21,593	28.6%	118
Took 3+ foreign trips by plane in last 3 years	4,484	5.9%	132
Spent on foreign vacations in last 12 months: <\$1,000	3,681	4.9%	117
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	3,065	4.1%	124
Spent on foreign vacations in last 12 months: \$3,000+	4,488	5.9%	120
Foreign travel in last 3 years: used general travel website	4,975	6.6%	118
Nights spent in hotel/motel in last 12 months: any	34,262	45.3%	112
Took cruise of more than one day in last 3 years	6,958	9.2%	110
Member of any frequent flyer program	16,048	21.2%	130
Member of any hotel rewards program	12,708	16.8%	119

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