



Retail Market Potential

Park East Corridor

Demographic Summary		2013	2018
Population		38,696	39,794
Population 18+		35,245	36,307
Households		19,124	19,778
Median Household Income		\$31,330	\$39,131

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	15,239	43.2%	87
Bought any women's apparel in last 12 months	14,093	40.0%	88
Bought apparel for child <13 in last 6 months	5,353	15.2%	54
Bought any shoes in last 12 months	18,192	51.6%	99
Bought costume jewelry in last 12 months	7,065	20.0%	96
Bought any fine jewelry in last 12 months	7,019	19.9%	91
Bought a watch in last 12 months	6,376	18.1%	94
Automobiles (Households)			
HH owns/leases any vehicle	13,366	69.9%	81
HH bought/leased new vehicle last 12 mo	1,380	7.2%	75
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	25,479	72.3%	83
Bought/changed motor oil in last 12 months	13,270	37.7%	73
Had tune-up in last 12 months	10,311	29.3%	94
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	20,531	58.3%	94
Drank regular cola in last 6 months	16,173	45.9%	90
Drank beer/ale in last 6 months	16,092	45.7%	107
Cameras & Film (Adults)			
Bought any camera in last 12 months	4,221	12.0%	94
Bought film in last 12 months	5,111	14.5%	76
Bought digital camera in last 12 months	2,703	7.7%	112
Bought memory card for camera in last 12 months	2,038	5.8%	76
Cell Phones/PDAs & Service (Adults)			
Bought cell/mobile phone/PDA in last 12 months	11,587	32.9%	93
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	6,967	19.8%	93
Avg monthly cell/mobile phone/PDA bill: \$50-99	10,877	30.9%	95
Avg monthly cell/mobile phone/PDA bill: \$100+	6,478	18.4%	87
Computers (Households)			
HH owns a personal computer	14,334	75.0%	101
Spent <\$500 on most recent home PC purchase	1,902	9.9%	115
Spent \$500-\$999 on most recent home PC purchase	3,118	16.3%	91
Spent \$1000-\$1499 on most recent home PC purchase	2,806	14.7%	112
Spent \$1500-\$1999 on most recent home PC purchase	1,797	9.4%	131
Spent \$2000+ on most recent home PC purchase	1,499	7.8%	125

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. An MPI of 100 represents the U.S. average.

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Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	21,002	59.6%	99
Bought cigarettes at convenience store in last 30 days	5,065	14.4%	93
Bought gas at convenience store in last 30 days	10,016	28.4%	85
Spent at convenience store in last 30 days: <\$20	4,144	11.8%	122
Spent at convenience store in last 30 days: \$20-39	3,135	8.9%	88
Spent at convenience store in last 30 days: \$40+	10,881	30.9%	86
Entertainment (Adults)			
Attended movies in last 6 months	21,925	62.2%	106
Went to live theater in last 12 months	5,639	16.0%	121
Went to a bar/night club in last 12 months	11,021	31.3%	164
Dined out in last 12 months	17,757	50.4%	102
Gambled at a casino in last 12 months	5,457	15.5%	96
Visited a theme park in last 12 months	7,663	21.7%	101
DVDs rented in last 30 days: 1	1,344	3.8%	144
DVDs rented in last 30 days: 2	1,968	5.6%	121
DVDs rented in last 30 days: 3	1,659	4.7%	147
DVDs rented in last 30 days: 4	1,360	3.9%	101
DVDs rented in last 30 days: 5+	4,248	12.1%	91
DVDs purchased in last 30 days: 1	1,660	4.7%	95
DVDs purchased in last 30 days: 2	1,637	4.6%	98
DVDs purchased in last 30 days: 3-4	1,651	4.7%	102
DVDs purchased in last 30 days: 5+	1,573	4.5%	86
Spent on toys/games in last 12 months: <\$50	1,498	4.3%	70
Spent on toys/games in last 12 months: \$50-\$99	569	1.6%	59
Spent on toys/games in last 12 months: \$100-\$199	1,852	5.3%	73
Spent on toys/games in last 12 months: \$200-\$499	2,814	8.0%	74
Spent on toys/games in last 12 months: \$500+	1,603	4.5%	79
Financial (Adults)			
Have home mortgage (1st)	5,939	16.9%	88
Used ATM/cash machine in last 12 months	19,643	55.7%	110
Own any stock	3,322	9.4%	103
Own U.S. savings bond	2,187	6.2%	91
Own shares in mutual fund (stock)	3,372	9.6%	102
Own shares in mutual fund (bonds)	1,894	5.4%	91
Used full service brokerage firm in last 12 months	1,795	5.1%	82
Have savings account	11,829	33.6%	93
Have 401K retirement savings	6,000	17.0%	96
Did banking over the Internet in last 12 months	12,660	35.9%	131
Own any credit/debit card (in own name)	25,056	71.1%	96
Avg monthly credit card expenditures: <\$111	3,898	11.1%	80
Avg monthly credit card expenditures: \$111-225	2,472	7.0%	91
Avg monthly credit card expenditures: \$226-450	2,079	5.9%	79
Avg monthly credit card expenditures: \$451-700	2,286	6.5%	102
Avg monthly credit card expenditures: \$701+	5,666	16.1%	120

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Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	18,259	51.8%	73
Used bread in last 6 months	31,249	88.7%	92
Used chicken/turkey (fresh or frozen) in last 6 months	22,878	64.9%	84
Used fish/seafood (fresh or frozen) in last 6 months	14,086	40.0%	76
Used fresh fruit/vegetables in last 6 months	27,631	78.4%	90
Used fresh milk in last 6 months	27,630	78.4%	87
Health (Adults)			
Exercise at home 2+ times per week	10,353	29.4%	98
Exercise at club 2+ times per week	6,995	19.8%	160
Visited a doctor in last 12 months	24,476	69.4%	90
Used vitamin/dietary supplement in last 6 months	16,093	45.7%	94
Home (Households)			
Any home improvement in last 12 months	3,782	19.8%	63
Used housekeeper/maid/prof HH cleaning service in the last 12 months	2,652	13.9%	88
Purchased any HH furnishing in last 12 months	6,065	31.7%	105
Purchased bedding/bath goods in last 12 months	11,042	57.7%	106
Purchased cooking/serving product in last 12 months	5,298	27.7%	101
Bought any kitchen appliance in last 12 months	2,986	15.6%	90
Insurance (Adults)			
Currently carry any life insurance	11,882	33.7%	71
Have medical/hospital/accident insurance	23,032	65.3%	91
Carry homeowner insurance	9,081	25.8%	49
Carry renter insurance	3,568	10.1%	164
Have auto/other vehicle insurance	22,463	63.7%	77
Pets (Households)			
HH owns any pet	5,868	30.7%	60
HH owns any cat	3,950	20.7%	86
HH owns any dog	3,558	18.6%	49
Reading Materials (Adults)			
Bought book in last 12 months	18,909	53.6%	107
Read any daily newspaper	13,018	36.9%	90
Heavy magazine reader	7,483	21.2%	107
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	22,762	64.6%	90
Went to family restaurant/steak house last mo: <2 times	9,277	26.3%	103
Went to family restaurant/steak house last mo: 2-4 times	8,614	24.4%	91
Went to family restaurant/steak house last mo: 5+ times	4,863	13.8%	71
Went to fast food/drive-in restaurant in last 6 mo	28,948	82.1%	93
Went to fast food/drive-in restaurant <6 times/mo	12,722	36.1%	103
Went to fast food/drive-in restaurant 6-13 times/mo	8,693	24.7%	86
Went to fast food/drive-in restaurant 14+ times/mo	7,542	21.4%	86
Fast food/drive-in last 6 mo: eat in	12,051	34.2%	91
Fast food/drive-in last 6 mo: home delivery	4,138	11.7%	113
Fast food/drive-in last 6 mo: take-out/drive-thru	15,637	44.4%	85
Fast food/drive-in last 6 mo: take-out/walk-in	9,976	28.3%	115

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Telephones & Service (Households)			
HH owns in-home cordless telephone	8,407	44.0%	68
HH average monthly long distance phone bill: <\$16	4,803	25.1%	91
HH average monthly long distance phone bill: \$16-25	1,817	9.5%	83
HH average monthly long distance phone bill: \$26-59	1,276	6.7%	73
HH average monthly long distance phone bill: \$60+	641	3.4%	75
Television & Sound Equipment (Adults/Households)			
HH owns 1 TV	7,496	39.2%	198
HH owns 2 TVs	5,507	28.8%	110
HH owns 3 TVs	2,609	13.6%	61
HH owns 4+ TVs	1,709	8.9%	43
HH subscribes to cable TV	12,526	65.5%	113
HH Purchased audio equipment in last 12 months	2,584	13.5%	139
HH Purchased CD player in last 12 months	806	4.2%	109
HH Purchased DVD player in last 12 months	1,661	8.7%	89
HH Purchased MP3 player in last 12 months	3,928	11.1%	109
HH Purchased video game system in last 12 months	1,723	9.0%	84
Travel (Adults)			
Domestic travel in last 12 months	18,626	52.8%	101
Took 3+ domestic trips in last 12 months	5,965	16.9%	114
Spent on domestic vacations last 12 mo: <\$1000	6,605	18.7%	149
Spent on domestic vacations last 12 mo: \$1000-\$1499	2,496	7.1%	105
Spent on domestic vacations last 12 mo: \$1500-\$1999	1,070	3.0%	74
Spent on domestic vacations last 12 mo: \$2000-\$2999	1,233	3.5%	84
Spent on domestic vacations last 12 mo: \$3000+	1,472	4.2%	83
Foreign travel in last 3 years	11,392	32.3%	124
Took 3+ foreign trips by plane in last 3 years	2,754	7.8%	162
Spent on foreign vacations last 12 mo: <\$1000	3,260	9.2%	154
Spent on foreign vacations last 12 mo: \$1000-\$2999	2,069	5.9%	143
Spent on foreign vacations last 12 mo: \$3000+	1,770	5.0%	101
Stayed 1+ nights at hotel/motel in last 12 months	14,007	39.7%	98

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