

APS57510

Latitude: 37.09598

Longitude: -93.512408

Ring: 5 miles radius

Demographic Summary	2010	2015
Population	19,928	22,724
Total Number of Adults	14,849	16,989
Households	7,724	8,882
Median Household Income	\$47,781	\$53,531

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	7,679	51.7%	103
Bought any women's apparel in last 12 months	6,888	46.4%	102
Bought apparel for child <13 in last 6 months	4,095	27.6%	98
Bought any shoes in last 12 months	7,758	52.2%	100
Bought costume jewelry in last 12 months	2,752	18.5%	89
Bought any fine jewelry in last 12 months	2,965	20.0%	87
Bought a watch in last 12 months	3,254	21.9%	106
Automobiles (Households)			
HH owns/leases any vehicle	7,061	91.4%	105
HH bought new vehicle in last 12 months	655	8.5%	103
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	13,656	91.9%	106
Bought/changed motor oil in last 12 months	9,045	60.9%	118
Had tune-up in last 12 months	4,386	29.5%	94
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	8,393	56.5%	90
Drank regular cola in last 6 months	7,947	53.5%	102
Drank beer/ale in last 6 months	5,586	37.6%	89
Cameras & Film (Adults)			
Bought any camera in last 12 months	2,487	16.7%	113
Bought film in last 12 months	3,880	26.1%	111
Bought digital camera in last 12 months	1,035	7.0%	99
Bought memory card for camera in last 12 months	1,071	7.2%	95
Cell Phones/PDAs & Service			
Bought cell/mobile phone/PDA in last 12 months	4,371	29.4%	100
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	4,011	27.0%	105
Avg monthly cell/mobile phone/PDA bill: \$50-99	4,434	29.9%	94
Avg monthly cell/mobile phone/PDA bill: \$100+	2,086	14.0%	92
Computers (Households)			
HH owns a personal computer	5,206	67.4%	94
HH spent <\$500 on home PC	678	8.8%	97
HH spent \$500-\$999 on home PC	1,509	19.5%	107
HH spent \$1000-\$1499 on home PC	1,029	13.3%	90
HH spent \$1500-\$1999 on home PC	496	6.4%	77
Spent \$2000+ on home PC	463	6.0%	77

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.

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 2010 and 2015.



Retail Market Potential

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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 months	9,551	64.3%	108
Bought cigarettes at convenience store in last 30 days	2,741	18.5%	125
Bought gas at convenience store in last 30 days	6,151	41.4%	125
Spent at convenience store in last 30 days: <\$20	1,435	9.7%	100
Spent at convenience store in last 30 days: \$20-39	1,470	9.9%	99
Spent at convenience store in last 30 days: \$40+	5,957	40.1%	114
Entertainment (Adults)			
Attended movies in last 6 months	7,860	52.9%	90
Went to live theater in last 6 months	1,449	9.8%	78
Went to a bar/night club in last 12 months	2,335	15.7%	86
Dined out in last 12 months	7,134	48.0%	98
Gambled at a casino in last 12 months	2,052	13.8%	86
Visited a theme park in last 12 months	2,624	17.7%	80
DVDs rented in last 30 days: 1	395	2.7%	100
DVDs rented in last 30 days: 2	622	4.2%	89
DVDs rented in last 30 days: 3	422	2.8%	91
DVDs rented in last 30 days: 4	583	3.9%	98
DVDs rented in last 30 days: 5+	1,818	12.2%	93
DVDs purchased in last 30 days: 1	727	4.9%	91
DVDs purchased in last 30 days: 2	711	4.8%	91
DVDs purchased in last 30 days: 3-4	709	4.8%	97
DVDs purchased in last 30 days: 5+	849	5.7%	106
Spent on toys/games in last 12 months: <\$50	949	6.4%	102
Spent on toys/games in last 12 months: \$50-\$99	444	3.0%	109
Spent on toys/games in last 12 months: \$100-\$199	1,101	7.4%	104
Spent on toys/games in last 12 months: \$200-\$499	1,530	10.3%	99
Spent on toys/games in last 12 months: \$500+	709	4.8%	87
Financial (Adults)			
Have home mortgage (1st)	2,876	19.4%	107
Used ATM/cash machine in last 12 months	6,835	46.0%	91
Own any stock	1,093	7.4%	82
Own U.S. savings bond	1,167	7.9%	111
Own shares in mutual fund (stock)	1,213	8.2%	87
Own shares in mutual fund (bonds)	767	5.2%	89
Used full service brokerage firm in last 12 months	752	5.1%	83
Used discount brokerage firm in last 12 months	233	1.6%	80
Have 401K retirement savings	2,411	16.2%	98
Own any credit/debit card (in own name)	10,720	72.2%	99
Avg monthly credit card expenditures: <\$111	2,540	17.1%	117
Avg monthly credit card expenditures: \$111-225	1,413	9.5%	105
Avg monthly credit card expenditures: \$226-450	1,140	7.7%	89
Avg monthly credit card expenditures: \$451-700	978	6.6%	92
Avg monthly credit card expenditures: \$701+	1,498	10.1%	74

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	11,030	74.3%	107
Used bread in last 6 months	14,483	97.5%	101
Used chicken/turkey (fresh or frozen) in last 6 months	11,174	75.2%	101
Used fish/seafood (fresh or frozen) in last 6 months	7,451	50.2%	98
Used fresh fruit/vegetables in last 6 months	12,897	86.8%	101
Used fresh milk in last 6 months	13,854	93.3%	103
Health (Adults)			
Exercise at home 2+ times per week	4,233	28.5%	97
Exercise at club 2+ times per week	1,058	7.1%	62
Visited a doctor in last 12 months	11,594	78.1%	100
Used vitamin/dietary supplement in last 6 months	6,785	45.7%	96
Home (Households)			
Any home improvement in last 12 months	2,601	33.7%	108
Used housekeeper/maid/professional cleaning service in last 12 months	909	11.8%	75
Purchased any HH furnishing in last 12 months	708	9.2%	87
Purchased bedding/bath goods in last 12 months	4,093	53.0%	97
Purchased cooking/serving product in last 12 months	2,055	26.6%	98
Bought any kitchen appliance in last 12 months	1,377	17.8%	101
Insurance (Adults)			
Currently carry any life insurance	8,205	55.2%	114
Have medical/hospital/accident insurance	11,249	75.7%	104
Carry homeowner insurance	9,225	62.1%	117
Carry renter insurance	696	4.7%	78
Have auto/other vehicle insurance	13,209	88.9%	106
Pets (Households)			
HH owns any pet	4,386	56.8%	119
HH owns any cat	2,163	28.0%	120
HH owns any dog	3,468	44.9%	130
Reading Materials (Adults)			
Bought book in last 12 months	6,740	45.4%	92
Read any daily newspaper	6,669	44.9%	105
Heavy magazine reader	2,615	17.6%	88
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	10,769	72.5%	99
Went to family restaurant/steak house last mo: <2 times	3,854	25.9%	100
Went to family restaurant/steak house last mo: 2-4 times	4,182	28.2%	103
Went to family restaurant/steak house last mo: 5+ times	2,735	18.4%	94
Went to fast food/drive-in restaurant in last 6 mo	13,609	91.6%	102
Went to fast food/drive-in restaurant <5 times/mo	4,196	28.3%	92
Went to fast food/drive-in 5-12 times/mo	5,243	35.3%	112
Went to fast food/drive-in restaurant 13+ times/mo	4,170	28.1%	101
Fast food/drive-in last 6 mo: eat in	6,397	43.1%	112
Fast food/drive-in last 6 mo: home delivery	1,681	11.3%	102
Fast food/drive-in last 6 mo: take-out/drive-thru	8,389	56.5%	108
Fast food/drive-in last 6 mo: take-out/walk-in	3,160	21.3%	87

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Product/Consumer Behavior	Expected Number of Adults/HHS	Percent of Adults/HHS	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	5,237	67.8%	105
HH average monthly long distance phone bill: <\$16	2,310	29.9%	107
HH average monthly long distance phone bill: \$16-25	1,009	13.1%	111
HH average monthly long distance phone bill: \$26-59	635	8.2%	85
HH average monthly long distance phone bill: \$60+	314	4.1%	93
Television & Sound Equipment (Households)			
HH owns 1 TV	1,484	19.2%	97
HH owns 2 TVs	2,051	26.6%	100
HH owns 3 TVs	1,780	23.0%	103
HH owns 4+ TVs	1,667	21.6%	103
HH subscribes to cable TV	3,568	46.2%	80
HH watched 15+ hours of cable TV last week	4,835	62.6%	104
Purchased audio equipment in last 12 months	585	7.6%	91
Purchased CD player in last 12 months	369	4.8%	91
Purchased DVD player in last 12 months	754	9.8%	92
Purchased MP3 player in last 12 months	529	6.8%	78
Purchased video game system in last 12 months	668	8.6%	99
Travel (Adults)			
Domestic travel in last 12 months	7,509	50.6%	96
Took 3+ domestic trips in last 12 months	2,799	18.8%	91
Spent on domestic vacations last 12 mo: <\$1000	1,830	12.3%	97
Spent on domestic vacations last 12 mo: \$1000-\$1499	942	6.3%	92
Spent on domestic vacations last 12 mo: \$1500-\$1999	427	2.9%	72
Spent on domestic vacations last 12 mo: \$2000-\$2999	548	3.7%	90
Spent on domestic vacations last 12 mo: \$3000+	512	3.4%	71
Foreign travel in last 3 years	2,371	16.0%	64
Took 3+ foreign trips by plane in last 3 years	311	2.1%	46
Spent on foreign vacations last 12 mo: <\$1000	506	3.4%	62
Spent on foreign vacations last 12 mo: \$1000-\$2999	268	1.8%	45
Spent on foreign vacations: \$3000+	348	2.3%	50
Stayed 1+ nights at hotel/motel in last 12 months	5,980	40.3%	97

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Ring: 7.5 miles radius

Demographic Summary	2010	2015
Population	26,466	30,321
Total Number of Adults	19,712	22,626
Households	10,241	11,820
Median Household Income	\$48,094	\$53,775

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	10,302	52.3%	104
Bought any women's apparel in last 12 months	9,124	46.3%	102
Bought apparel for child <13 in last 6 months	5,492	27.9%	99
Bought any shoes in last 12 months	10,336	52.4%	100
Bought costume jewelry in last 12 months	3,695	18.7%	90
Bought any fine jewelry in last 12 months	3,958	20.1%	88
Bought a watch in last 12 months	4,307	21.8%	106
Automobiles (Households)			
HH owns/leases any vehicle	9,418	92.0%	106
HH bought new vehicle in last 12 months	890	8.7%	105
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	18,182	92.2%	106
Bought/changed motor oil in last 12 months	12,042	61.1%	118
Had tune-up in last 12 months	5,911	30.0%	95
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	11,202	56.8%	90
Drank regular cola in last 6 months	10,529	53.4%	102
Drank beer/ale in last 6 months	7,520	38.1%	90
Cameras & Film (Adults)			
Bought any camera in last 12 months	3,297	16.7%	113
Bought film in last 12 months	5,168	26.2%	111
Bought digital camera in last 12 months	1,392	7.1%	100
Bought memory card for camera in last 12 months	1,456	7.4%	97
Cell Phones/PDAs & Service			
Bought cell/mobile phone/PDA in last 12 months	5,827	29.6%	100
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	5,375	27.3%	106
Avg monthly cell/mobile phone/PDA bill: \$50-99	5,936	30.1%	95
Avg monthly cell/mobile phone/PDA bill: \$100+	2,810	14.3%	93
Computers (Households)			
HH owns a personal computer	7,020	68.5%	95
HH spent <\$500 on home PC	898	8.8%	97
HH spent \$500-\$999 on home PC	2,022	19.7%	108
HH spent \$1000-\$1499 on home PC	1,390	13.6%	92
HH spent \$1500-\$1999 on home PC	703	6.9%	83
Spent \$2000+ on home PC	641	6.3%	81

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Ring: 7.5 miles radius

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	12,648	64.2%	107
Bought cigarettes at convenience store in last 30 days	3,536	17.9%	122
Bought gas at convenience store in last 30 days	8,184	41.5%	125
Spent at convenience store in last 30 days: <\$20	1,890	9.6%	99
Spent at convenience store in last 30 days: \$20-39	1,954	9.9%	99
Spent at convenience store in last 30 days: \$40+	7,924	40.2%	114
Entertainment (Adults)			
Attended movies in last 6 months	10,475	53.1%	91
Went to live theater in last 6 months	1,929	9.8%	78
Went to a bar/night club in last 12 months	3,103	15.7%	86
Dined out in last 12 months	9,563	48.5%	99
Gambled at a casino in last 12 months	2,766	14.0%	87
Visited a theme park in last 12 months	3,515	17.8%	80
DVDs rented in last 30 days: 1	522	2.6%	100
DVDs rented in last 30 days: 2	822	4.2%	89
DVDs rented in last 30 days: 3	575	2.9%	94
DVDs rented in last 30 days: 4	766	3.9%	97
DVDs rented in last 30 days: 5+	2,451	12.4%	95
DVDs purchased in last 30 days: 1	1,005	5.1%	95
DVDs purchased in last 30 days: 2	984	5.0%	95
DVDs purchased in last 30 days: 3-4	956	4.8%	99
DVDs purchased in last 30 days: 5+	1,109	5.6%	104
Spent on toys/games in last 12 months: <\$50	1,284	6.5%	104
Spent on toys/games in last 12 months: \$50-\$99	597	3.0%	111
Spent on toys/games in last 12 months: \$100-\$199	1,478	7.5%	105
Spent on toys/games in last 12 months: \$200-\$499	2,015	10.2%	98
Spent on toys/games in last 12 months: \$500+	962	4.9%	89
Financial (Adults)			
Have home mortgage (1st)	3,890	19.7%	109
Used ATM/cash machine in last 12 months	9,121	46.3%	91
Own any stock	1,503	7.6%	85
Own U.S. savings bond	1,558	7.9%	112
Own shares in mutual fund (stock)	1,639	8.3%	88
Own shares in mutual fund (bonds)	1,042	5.3%	92
Used full service brokerage firm in last 12 months	1,030	5.2%	86
Used discount brokerage firm in last 12 months	311	1.6%	80
Have 401K retirement savings	3,289	16.7%	101
Own any credit/debit card (in own name)	14,323	72.7%	99
Avg monthly credit card expenditures: <\$111	3,332	16.9%	115
Avg monthly credit card expenditures: \$111-225	1,907	9.7%	107
Avg monthly credit card expenditures: \$226-450	1,546	7.8%	91
Avg monthly credit card expenditures: \$451-700	1,313	6.7%	93
Avg monthly credit card expenditures: \$701+	2,049	10.4%	76

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	14,636	74.2%	107
Used bread in last 6 months	19,241	97.6%	101
Used chicken/turkey (fresh or frozen) in last 6 months	14,865	75.4%	101
Used fish/seafood (fresh or frozen) in last 6 months	9,984	50.6%	99
Used fresh fruit/vegetables in last 6 months	17,160	87.0%	101
Used fresh milk in last 6 months	18,415	93.4%	103
Health (Adults)			
Exercise at home 2+ times per week	5,673	28.8%	98
Exercise at club 2+ times per week	1,442	7.3%	63
Visited a doctor in last 12 months	15,430	78.3%	100
Used vitamin/dietary supplement in last 6 months	9,104	46.2%	97
Home (Households)			
Any home improvement in last 12 months	3,524	34.4%	110
Used housekeeper/maid/professional cleaning service in last 12 months	1,226	12.0%	76
Purchased any HH furnishing in last 12 months	944	9.2%	87
Purchased bedding/bath goods in last 12 months	5,448	53.2%	97
Purchased cooking/serving product in last 12 months	2,728	26.6%	98
Bought any kitchen appliance in last 12 months	1,850	18.1%	102
Insurance (Adults)			
Currently carry any life insurance	10,953	55.6%	115
Have medical/hospital/accident insurance	14,973	76.0%	105
Carry homeowner insurance	12,385	62.8%	118
Carry renter insurance	915	4.6%	77
Have auto/other vehicle insurance	17,588	89.2%	106
Pets (Households)			
HH owns any pet	5,952	58.1%	122
HH owns any cat	2,985	29.1%	125
HH owns any dog	4,703	45.9%	132
Reading Materials (Adults)			
Bought book in last 12 months	9,035	45.8%	93
Read any daily newspaper	8,846	44.9%	105
Heavy magazine reader	3,374	17.1%	86
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	14,318	72.6%	100
Went to family restaurant/steak house last mo: <2 times	5,092	25.8%	99
Went to family restaurant/steak house last mo: 2-4 times	5,573	28.3%	103
Went to family restaurant/steak house last mo: 5+ times	3,654	18.5%	95
Went to fast food/drive-in restaurant in last 6 mo	18,069	91.7%	102
Went to fast food/drive-in restaurant <5 times/mo	5,645	28.6%	94
Went to fast food/drive-in 5-12 times/mo	6,913	35.1%	111
Went to fast food/drive-in restaurant 13+ times/mo	5,512	28.0%	101
Fast food/drive-in last 6 mo: eat in	8,574	43.5%	113
Fast food/drive-in last 6 mo: home delivery	2,188	11.1%	100
Fast food/drive-in last 6 mo: take-out/drive-thru	11,120	56.4%	108
Fast food/drive-in last 6 mo: take-out/walk-in	4,233	21.5%	87

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Product/Consumer Behavior	Expected Number of Adults/HHS	Percent of Adults/HHS	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	6,997	68.3%	106
HH average monthly long distance phone bill: <\$16	3,073	30.0%	108
HH average monthly long distance phone bill: \$16-25	1,358	13.3%	113
HH average monthly long distance phone bill: \$26-59	862	8.4%	87
HH average monthly long distance phone bill: \$60+	410	4.0%	91
Television & Sound Equipment (Households)			
HH owns 1 TV	1,931	18.9%	95
HH owns 2 TVs	2,710	26.5%	100
HH owns 3 TVs	2,359	23.0%	103
HH owns 4+ TVs	2,255	22.0%	105
HH subscribes to cable TV	4,549	44.4%	77
HH watched 15+ hours of cable TV last week	6,334	61.8%	103
Purchased audio equipment in last 12 months	777	7.6%	91
Purchased CD player in last 12 months	499	4.9%	93
Purchased DVD player in last 12 months	1,004	9.8%	93
Purchased MP3 player in last 12 months	711	6.9%	80
Purchased video game system in last 12 months	897	8.8%	101
Travel (Adults)			
Domestic travel in last 12 months	10,109	51.3%	97
Took 3+ domestic trips in last 12 months	3,833	19.4%	94
Spent on domestic vacations last 12 mo: <\$1000	2,436	12.4%	98
Spent on domestic vacations last 12 mo: \$1000-\$1499	1,305	6.6%	96
Spent on domestic vacations last 12 mo: \$1500-\$1999	575	2.9%	73
Spent on domestic vacations last 12 mo: \$2000-\$2999	742	3.8%	91
Spent on domestic vacations last 12 mo: \$3000+	704	3.6%	74
Foreign travel in last 3 years	3,243	16.5%	66
Took 3+ foreign trips by plane in last 3 years	423	2.1%	47
Spent on foreign vacations last 12 mo: <\$1000	713	3.6%	66
Spent on foreign vacations last 12 mo: \$1000-\$2999	376	1.9%	48
Spent on foreign vacations: \$3000+	494	2.5%	54
Stayed 1+ nights at hotel/motel in last 12 months	8,040	40.8%	99

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Ring: 10 miles radius

Demographic Summary	2010	2015
Population	54,751	62,212
Total Number of Adults	40,717	46,296
Households	21,131	24,189
Median Household Income	\$52,041	\$56,049

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	21,751	53.4%	106
Bought any women's apparel in last 12 months	18,825	46.2%	101
Bought apparel for child <13 in last 6 months	11,926	29.3%	104
Bought any shoes in last 12 months	21,690	53.3%	102
Bought costume jewelry in last 12 months	8,037	19.7%	95
Bought any fine jewelry in last 12 months	8,547	21.0%	92
Bought a watch in last 12 months	8,870	21.8%	105
Automobiles (Households)			
HH owns/leases any vehicle	19,620	92.9%	107
HH bought new vehicle in last 12 months	1,896	9.0%	109
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	37,763	92.7%	107
Bought/changed motor oil in last 12 months	24,654	60.5%	117
Had tune-up in last 12 months	12,732	31.3%	99
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	23,884	58.7%	93
Drank regular cola in last 6 months	21,604	53.1%	102
Drank beer/ale in last 6 months	16,227	39.9%	94
Cameras & Film (Adults)			
Bought any camera in last 12 months	6,577	16.2%	109
Bought film in last 12 months	10,528	25.9%	109
Bought digital camera in last 12 months	2,942	7.2%	102
Bought memory card for camera in last 12 months	3,030	7.4%	98
Cell Phones/PDAs & Service			
Bought cell/mobile phone/PDA in last 12 months	12,251	30.1%	102
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	11,169	27.4%	106
Avg monthly cell/mobile phone/PDA bill: \$50-99	12,743	31.3%	98
Avg monthly cell/mobile phone/PDA bill: \$100+	6,101	15.0%	98
Computers (Households)			
HH owns a personal computer	15,327	72.5%	101
HH spent <\$500 on home PC	1,925	9.1%	101
HH spent \$500-\$999 on home PC	4,282	20.3%	111
HH spent \$1000-\$1499 on home PC	3,099	14.7%	100
HH spent \$1500-\$1999 on home PC	1,684	8.0%	96
Spent \$2000+ on home PC	1,485	7.0%	91

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.

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 2010 and 2015.

APS57510

Latitude: 37.09598

Longitude: -93.512408

Ring: 10 miles radius

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	25,847	63.5%	106
Bought cigarettes at convenience store in last 30 days	6,845	16.8%	114
Bought gas at convenience store in last 30 days	16,652	40.9%	123
Spent at convenience store in last 30 days: <\$20	3,841	9.4%	97
Spent at convenience store in last 30 days: \$20-39	4,145	10.2%	102
Spent at convenience store in last 30 days: \$40+	16,181	39.7%	113
Entertainment (Adults)			
Attended movies in last 6 months	22,449	55.1%	94
Went to live theater in last 6 months	4,196	10.3%	82
Went to a bar/night club in last 12 months	6,787	16.7%	91
Dined out in last 12 months	20,498	50.3%	103
Gambled at a casino in last 12 months	5,996	14.7%	92
Visited a theme park in last 12 months	7,932	19.5%	88
DVDs rented in last 30 days: 1	1,088	2.7%	101
DVDs rented in last 30 days: 2	1,866	4.6%	98
DVDs rented in last 30 days: 3	1,260	3.1%	100
DVDs rented in last 30 days: 4	1,612	4.0%	99
DVDs rented in last 30 days: 5+	5,445	13.4%	102
DVDs purchased in last 30 days: 1	2,283	5.6%	105
DVDs purchased in last 30 days: 2	2,184	5.4%	102
DVDs purchased in last 30 days: 3-4	1,988	4.9%	100
DVDs purchased in last 30 days: 5+	2,221	5.5%	101
Spent on toys/games in last 12 months: <\$50	2,682	6.6%	105
Spent on toys/games in last 12 months: \$50-\$99	1,251	3.1%	112
Spent on toys/games in last 12 months: \$100-\$199	3,004	7.4%	103
Spent on toys/games in last 12 months: \$200-\$499	4,406	10.8%	104
Spent on toys/games in last 12 months: \$500+	2,197	5.4%	98
Financial (Adults)			
Have home mortgage (1st)	8,429	20.7%	114
Used ATM/cash machine in last 12 months	19,915	48.9%	96
Own any stock	3,431	8.4%	94
Own U.S. savings bond	3,264	8.0%	113
Own shares in mutual fund (stock)	3,653	9.0%	95
Own shares in mutual fund (bonds)	2,298	5.6%	98
Used full service brokerage firm in last 12 months	2,354	5.8%	95
Used discount brokerage firm in last 12 months	697	1.7%	87
Have 401K retirement savings	7,369	18.1%	110
Own any credit/debit card (in own name)	30,236	74.3%	101
Avg monthly credit card expenditures: <\$111	6,742	16.6%	113
Avg monthly credit card expenditures: \$111-225	3,984	9.8%	108
Avg monthly credit card expenditures: \$226-450	3,469	8.5%	99
Avg monthly credit card expenditures: \$451-700	2,832	7.0%	97
Avg monthly credit card expenditures: \$701+	4,634	11.4%	83

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	30,117	74.0%	107
Used bread in last 6 months	39,803	97.8%	101
Used chicken/turkey (fresh or frozen) in last 6 months	30,971	76.1%	102
Used fish/seafood (fresh or frozen) in last 6 months	21,072	51.8%	101
Used fresh fruit/vegetables in last 6 months	35,608	87.5%	101
Used fresh milk in last 6 months	38,000	93.3%	103
Health (Adults)			
Exercise at home 2+ times per week	12,055	29.6%	101
Exercise at club 2+ times per week	3,570	8.8%	76
Visited a doctor in last 12 months	32,131	78.9%	101
Used vitamin/dietary supplement in last 6 months	19,291	47.4%	99
Home (Households)			
Any home improvement in last 12 months	7,511	35.5%	114
Used housekeeper/maid/professional cleaning service in last 12 months	2,684	12.7%	81
Purchased any HH furnishing in last 12 months	2,087	9.9%	93
Purchased bedding/bath goods in last 12 months	11,478	54.3%	100
Purchased cooking/serving product in last 12 months	5,741	27.2%	100
Bought any kitchen appliance in last 12 months	3,978	18.8%	106
Insurance (Adults)			
Currently carry any life insurance	22,742	55.9%	115
Have medical/hospital/accident insurance	31,086	76.3%	105
Carry homeowner insurance	25,917	63.7%	120
Carry renter insurance	1,900	4.7%	77
Have auto/other vehicle insurance	36,572	89.8%	107
Pets (Households)			
HH owns any pet	12,488	59.1%	124
HH owns any cat	6,272	29.7%	127
HH owns any dog	9,815	46.5%	134
Reading Materials (Adults)			
Bought book in last 12 months	19,413	47.7%	96
Read any daily newspaper	17,985	44.2%	103
Heavy magazine reader	7,001	17.2%	86
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	29,998	73.7%	101
Went to family restaurant/steak house last mo: <2 times	10,580	26.0%	100
Went to family restaurant/steak house last mo: 2-4 times	11,472	28.2%	103
Went to family restaurant/steak house last mo: 5+ times	7,948	19.5%	100
Went to fast food/drive-in restaurant in last 6 mo	37,433	91.9%	102
Went to fast food/drive-in restaurant <5 times/mo	11,970	29.4%	96
Went to fast food/drive-in 5-12 times/mo	13,966	34.3%	109
Went to fast food/drive-in restaurant 13+ times/mo	11,498	28.2%	102
Fast food/drive-in last 6 mo: eat in	17,633	43.3%	113
Fast food/drive-in last 6 mo: home delivery	4,475	11.0%	99
Fast food/drive-in last 6 mo: take-out/drive-thru	23,300	57.2%	109
Fast food/drive-in last 6 mo: take-out/walk-in	9,110	22.4%	91

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Retail Market Potential

Prepared by George Alexander

APS57510

Latitude: 37.09598

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Ring: 10 miles radius

Product/Consumer Behavior	Expected Number of Adults/HHS	Percent of Adults/HHS	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	14,648	69.3%	108
HH average monthly long distance phone bill: <\$16	6,293	29.8%	107
HH average monthly long distance phone bill: \$16-25	2,811	13.3%	113
HH average monthly long distance phone bill: \$26-59	1,886	8.9%	92
HH average monthly long distance phone bill: \$60+	835	4.0%	90
Television & Sound Equipment (Households)			
HH owns 1 TV	3,773	17.9%	90
HH owns 2 TVs	5,459	25.8%	97
HH owns 3 TVs	4,960	23.5%	105
HH owns 4+ TVs	4,943	23.4%	112
HH subscribes to cable TV	9,790	46.3%	80
HH watched 15+ hours of cable TV last week	13,015	61.6%	103
Purchased audio equipment in last 12 months	1,653	7.8%	94
Purchased CD player in last 12 months	1,105	5.2%	99
Purchased DVD player in last 12 months	2,196	10.4%	98
Purchased MP3 player in last 12 months	1,688	8.0%	92
Purchased video game system in last 12 months	1,929	9.1%	105
Travel (Adults)			
Domestic travel in last 12 months	21,760	53.4%	101
Took 3+ domestic trips in last 12 months	8,548	21.0%	101
Spent on domestic vacations last 12 mo: <\$1000	5,251	12.9%	102
Spent on domestic vacations last 12 mo: \$1000-\$1499	2,969	7.3%	105
Spent on domestic vacations last 12 mo: \$1500-\$1999	1,401	3.4%	86
Spent on domestic vacations last 12 mo: \$2000-\$2999	1,616	4.0%	96
Spent on domestic vacations last 12 mo: \$3000+	1,556	3.8%	79
Foreign travel in last 3 years	7,654	18.8%	75
Took 3+ foreign trips by plane in last 3 years	1,125	2.8%	61
Spent on foreign vacations last 12 mo: <\$1000	1,740	4.3%	78
Spent on foreign vacations last 12 mo: \$1000-\$2999	986	2.4%	61
Spent on foreign vacations: \$3000+	1,250	3.1%	66
Stayed 1+ nights at hotel/motel in last 12 months	17,407	42.8%	103

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