



# Retail Market Potential

7 N 9th St Columbia MO 65201  
 7 N 9th St Columbia MO 65201  
 Ring: 1 mile radius

Latitude: 38.9519  
 Longitude: -92.3276

Demographic Summary	2016	2021
Population	20,037	21,121
Population 18+	18,544	19,524
Households	6,119	6,585
Median Household Income	\$18,835	\$18,760

  

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	8,105	43.7%	92
Bought any women's clothing in last 12 months	8,392	45.3%	103
Bought clothing for child <13 years in last 6 months	4,187	22.6%	82
Bought any shoes in last 12 months	10,464	56.4%	105
Bought costume jewelry in last 12 months	3,640	19.6%	100
Bought any fine jewelry in last 12 months	3,137	16.9%	92
Bought a watch in last 12 months	1,689	9.1%	83
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	4,794	78.3%	92
HH bought/leased new vehicle last 12 mo	399	6.5%	69
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	14,612	78.8%	93
Bought/changed motor oil in last 12 months	7,252	39.1%	80
Had tune-up in last 12 months	5,592	30.2%	100
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	11,516	62.1%	95
Drank regular cola in last 6 months	9,187	49.5%	110
Drank beer/ale in last 6 months	7,464	40.3%	95
<b>Cameras (Adults)</b>			
Own digital point & shoot camera	5,262	28.4%	97
Own digital single-lens reflex (SLR) camera	1,865	10.1%	117
Bought any camera in last 12 months	1,012	5.5%	96
Printed digital photos in last 12 months	538	2.9%	99
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	6,806	36.7%	102
Have a smartphone	14,636	78.9%	134
Have a smartphone: Android phone (any brand)	5,008	27.0%	100
Have a smartphone: Apple iPhone	8,776	47.3%	183
Number of cell phones in household: 1	2,762	45.1%	140
Number of cell phones in household: 2	2,347	38.4%	103
Number of cell phones in household: 3+	1,187	19.4%	76
HH has cell phone only (no landline telephone)	4,323	70.6%	169
<b>Computers (Households)</b>			
HH owns a computer	5,004	81.8%	106
HH owns desktop computer	2,141	35.0%	77
HH owns laptop/notebook	3,807	62.2%	115
HH owns any Apple/Mac brand computer	1,151	18.8%	125
HH owns any PC/non-Apple brand computer	4,018	65.7%	97
HH purchased most recent computer in a store	2,469	40.3%	107
HH purchased most recent computer online	943	15.4%	118
Spent <\$500 on most recent home computer	1,113	18.2%	125
Spent \$500-\$999 on most recent home computer	1,335	21.8%	114
Spent \$1,000-\$1,499 on most recent home computer	623	10.2%	108
Spent \$1,500-\$1,999 on most recent home computer	273	4.5%	98
Spent \$2,000+ on most recent home computer	209	3.4%	87

**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
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 mos	11,586	62.5%	123
Bought brewed coffee at convenience store in last 30 days	2,415	13.0%	83
Bought cigarettes at convenience store in last 30 days	2,128	11.5%	92
Bought gas at convenience store in last 30 days	7,990	43.1%	130
Spent at convenience store in last 30 days: <\$20	1,661	9.0%	111
Spent at convenience store in last 30 days: \$20-\$39	2,030	10.9%	121
Spent at convenience store in last 30 days: \$40-\$50	1,336	7.2%	94
Spent at convenience store in last 30 days: \$51-\$99	1,113	6.0%	136
Spent at convenience store in last 30 days: \$100+	3,865	20.8%	91
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	13,975	75.4%	127
Went to live theater in last 12 months	2,969	16.0%	123
Went to a bar/night club in last 12 months	4,633	25.0%	150
Dined out in last 12 months	7,304	39.4%	88
Gambled at a casino in last 12 months	1,014	5.5%	40
Visited a theme park in last 12 months	3,741	20.2%	115
Viewed movie (video-on-demand) in last 30 days	1,926	10.4%	61
Viewed TV show (video-on-demand) in last 30 days	2,942	15.9%	123
Watched any pay-per-view TV in last 12 months	1,116	6.0%	46
Downloaded a movie over the Internet in last 30 days	2,371	12.8%	178
Downloaded any individual song in last 6 months	6,284	33.9%	166
Watched a movie online in the last 30 days	6,391	34.5%	216
Watched a TV program online in last 30 days	6,040	32.6%	218
Played a video/electronic game (console) in last 12 months	3,272	17.6%	169
Played a video/electronic game (portable) in last 12 months	1,177	6.3%	139
<b>Financial (Adults)</b>			
Have home mortgage (1st)	3,477	18.8%	60
Used ATM/cash machine in last 12 months	8,389	45.2%	92
Own any stock	1,127	6.1%	79
Own U.S. savings bond	1,163	6.3%	118
Own shares in mutual fund (stock)	979	5.3%	73
Own shares in mutual fund (bonds)	696	3.8%	77
Have interest checking account	4,128	22.3%	79
Have non-interest checking account	6,004	32.4%	115
Have savings account	10,310	55.6%	103
Have 401K retirement savings plan	2,229	12.0%	83
Own/used any credit/debit card in last 12 months	14,305	77.1%	104
Avg monthly credit card expenditures: <\$111	3,205	17.3%	149
Avg monthly credit card expenditures: \$111-\$225	1,618	8.7%	127
Avg monthly credit card expenditures: \$226-\$450	836	4.5%	71
Avg monthly credit card expenditures: \$451-\$700	903	4.9%	91
Avg monthly credit card expenditures: \$701-\$1,000	656	3.5%	82
Avg monthly credit card expenditures: \$1,001+	1,209	6.5%	72
Did banking online in last 12 months	6,526	35.2%	99
Did banking on mobile device in last 12 months	4,222	22.8%	163
Paid bills online in last 12 months	7,315	39.4%	92

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	3,933	64.3%	92
Used bread in last 6 months	5,628	92.0%	98
Used chicken (fresh or frozen) in last 6 months	3,651	59.7%	86
Used turkey (fresh or frozen) in last 6 months	912	14.9%	94
Used fish/seafood (fresh or frozen) in last 6 months	3,205	52.4%	96
Used fresh fruit/vegetables in last 6 months	4,666	76.3%	89
Used fresh milk in last 6 months	5,234	85.5%	97
Used organic food in last 6 months	1,452	23.7%	121
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	6,946	37.5%	132
Exercise at club 2+ times per week	2,687	14.5%	111
Visited a doctor in last 12 months	12,692	68.4%	90
Used vitamin/dietary supplement in last 6 months	7,811	42.1%	80
<b>Home (Households)</b>			
Any home improvement in last 12 months	1,304	21.3%	79
Used housekeeper/maid/professional HH cleaning service in last 12	666	10.9%	83
Purchased low ticket HH furnishings in last 12 months	817	13.4%	83
Purchased big ticket HH furnishings in last 12 months	1,536	25.1%	120
Bought any small kitchen appliance in last 12 months	1,592	26.0%	117
Bought any large kitchen appliance in last 12 months	562	9.2%	72
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	5,438	29.3%	69
Carry medical/hospital/accident insurance	8,592	46.3%	71
Carry homeowner insurance	4,794	25.9%	55
Carry renter's insurance	1,847	10.0%	122
Have auto insurance: 1 vehicle in household covered	2,497	40.8%	132
Have auto insurance: 2 vehicles in household covered	1,823	29.8%	105
Have auto insurance: 3+ vehicles in household covered	848	13.9%	63
<b>Pets (Households)</b>			
Household owns any pet	2,873	47.0%	87
Household owns any cat	1,124	18.4%	82
Household owns any dog	2,091	34.2%	84
<b>Psychographics (Adults)</b>			
Buying American is important to me	5,737	30.9%	73
Usually buy items on credit rather than wait	1,683	9.1%	77
Usually buy based on quality - not price	2,401	12.9%	72
Price is usually more important than brand name	4,413	23.8%	91
Usually use coupons for brands I buy often	2,613	14.1%	74
Am interested in how to help the environment	3,053	16.5%	101
Usually pay more for environ safe product	2,106	11.4%	89
Usually value green products over convenience	2,311	12.5%	119
Likely to buy a brand that supports a charity	7,523	40.6%	116
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	2,903	15.7%	118
Bought hardcover book in last 12 months	4,645	25.0%	120
Bought paperback book in last 12 month	7,315	39.4%	126
Read any daily newspaper (paper version)	3,474	18.7%	72
Read any digital newspaper in last 30 days	7,377	39.8%	119
Read any magazine (paper/electronic version) in last 6 months	17,678	95.3%	105

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<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	13,278	71.6%	96
Went to family restaurant/steak house: 4+ times a month	4,584	24.7%	90
Went to fast food/drive-in restaurant in last 6 months	16,906	91.2%	101
Went to fast food/drive-in restaurant 9+ times/mo	7,192	38.8%	98
Fast food/drive-in last 6 months: eat in	8,105	43.7%	120
Fast food/drive-in last 6 months: home delivery	1,771	9.6%	125
Fast food/drive-in last 6 months: take-out/drive-thru	8,772	47.3%	102
Fast food/drive-in last 6 months: take-out/walk-in	4,637	25.0%	129
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any e-reader/tablet	5,968	32.2%	101
Own e-reader/tablet: iPad	2,563	13.8%	90
Own any portable MP3 player	5,640	30.4%	99
HH owns 1 TV	1,607	26.3%	128
HH owns 2 TVs	2,108	34.5%	133
HH owns 3 TVs	1,025	16.8%	78
HH owns 4+ TVs	820	13.4%	71
HH subscribes to cable TV	3,679	60.1%	121
HH subscribes to fiber optic	216	3.5%	46
HH has satellite dish	838	13.7%	54
HH owns DVD/Blu-ray player	3,776	61.7%	102
HH owns camcorder	664	10.9%	78
HH owns portable GPS navigation device	1,335	21.8%	79
HH purchased video game system in last 12 mos	412	6.7%	85
HH owns Internet video device for TV	475	7.8%	110
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	8,615	46.5%	93
Took 3+ domestic non-business trips in last 12 months	2,675	14.4%	130
Spent on domestic vacations in last 12 months: <\$1,000	3,876	20.9%	195
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	817	4.4%	76
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	624	3.4%	94
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	678	3.7%	94
Spent on domestic vacations in last 12 months: \$3,000+	805	4.3%	79
Domestic travel in the 12 months: used general travel website	855	4.6%	68
Foreign travel in last 3 years	5,113	27.6%	114
Took 3+ foreign trips by plane in last 3 years	634	3.4%	76
Spent on foreign vacations in last 12 months: <\$1,000	607	3.3%	79
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	737	4.0%	122
Spent on foreign vacations in last 12 months: \$3,000+	702	3.8%	76
Foreign travel in last 3 years: used general travel website	1,568	8.5%	151
Nights spent in hotel/motel in last 12 months: any	7,371	39.7%	98
Took cruise of more than one day in last 3 years	1,617	8.7%	104
Member of any frequent flyer program	1,936	10.4%	64
Member of any hotel rewards program	1,756	9.5%	67

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# Retail Market Potential

7 N 9th St Columbia MO 65201  
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Demographic Summary		2016	2021
Population		129,990	139,686
Population 18+		105,296	113,284
Households		51,463	55,257
Median Household Income		\$43,326	\$49,189

  

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	50,023	47.5%	101
Bought any women's clothing in last 12 months	46,896	44.5%	101
Bought clothing for child <13 years in last 6 months	26,422	25.1%	91
Bought any shoes in last 12 months	58,613	55.7%	103
Bought costume jewelry in last 12 months	20,853	19.8%	101
Bought any fine jewelry in last 12 months	19,137	18.2%	99
Bought a watch in last 12 months	11,749	11.2%	101
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	44,193	85.9%	100
HH bought/leased new vehicle last 12 mo	4,332	8.4%	90
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	89,115	84.6%	99
Bought/changed motor oil in last 12 months	47,680	45.3%	92
Had tune-up in last 12 months	33,659	32.0%	106
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	66,886	63.5%	97
Drank regular cola in last 6 months	48,861	46.4%	103
Drank beer/ale in last 6 months	46,533	44.2%	104
<b>Cameras (Adults)</b>			
Own digital point & shoot camera	31,548	30.0%	103
Own digital single-lens reflex (SLR) camera	10,949	10.4%	121
Bought any camera in last 12 months	6,102	5.8%	102
Printed digital photos in last 12 months	2,948	2.8%	96
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	40,417	38.4%	106
Have a smartphone	72,874	69.2%	118
Have a smartphone: Android phone (any brand)	31,354	29.8%	111
Have a smartphone: Apple iPhone	35,961	34.2%	132
Number of cell phones in household: 1	19,374	37.6%	117
Number of cell phones in household: 2	20,145	39.1%	105
Number of cell phones in household: 3+	11,325	22.0%	86
HH has cell phone only (no landline telephone)	29,407	57.1%	136
<b>Computers (Households)</b>			
HH owns a computer	42,776	83.1%	108
HH owns desktop computer	21,989	42.7%	94
HH owns laptop/notebook	31,841	61.9%	114
HH owns any Apple/Mac brand computer	9,272	18.0%	120
HH owns any PC/non-Apple brand computer	36,262	70.5%	104
HH purchased most recent computer in a store	20,977	40.8%	108
HH purchased most recent computer online	7,943	15.4%	118
Spent <\$500 on most recent home computer	8,446	16.4%	113
Spent \$500-\$999 on most recent home computer	10,839	21.1%	110
Spent \$1,000-\$1,499 on most recent home computer	5,590	10.9%	115
Spent \$1,500-\$1,999 on most recent home computer	2,560	5.0%	109
Spent \$2,000+ on most recent home computer	2,090	4.1%	104

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 mos	59,734	56.7%	112
Bought brewed coffee at convenience store in last 30 days	15,517	14.7%	94
Bought cigarettes at convenience store in last 30 days	12,453	11.8%	95
Bought gas at convenience store in last 30 days	39,875	37.9%	115
Spent at convenience store in last 30 days: <\$20	9,718	9.2%	114
Spent at convenience store in last 30 days: \$20-\$39	10,357	9.8%	109
Spent at convenience store in last 30 days: \$40-\$50	7,926	7.5%	99
Spent at convenience store in last 30 days: \$51-\$99	5,386	5.1%	116
Spent at convenience store in last 30 days: \$100+	23,647	22.5%	98
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	71,247	67.7%	114
Went to live theater in last 12 months	16,297	15.5%	119
Went to a bar/night club in last 12 months	22,930	21.8%	130
Dined out in last 12 months	49,242	46.8%	104
Gambled at a casino in last 12 months	10,891	10.3%	75
Visited a theme park in last 12 months	20,081	19.1%	108
Viewed movie (video-on-demand) in last 30 days	15,908	15.1%	89
Viewed TV show (video-on-demand) in last 30 days	15,515	14.7%	114
Watched any pay-per-view TV in last 12 months	10,462	9.9%	76
Downloaded a movie over the Internet in last 30 days	11,121	10.6%	147
Downloaded any individual song in last 6 months	28,564	27.1%	133
Watched a movie online in the last 30 days	27,044	25.7%	161
Watched a TV program online in last 30 days	25,461	24.2%	162
Played a video/electronic game (console) in last 12 months	14,566	13.8%	132
Played a video/electronic game (portable) in last 12 months	6,002	5.7%	125
<b>Financial (Adults)</b>			
Have home mortgage (1st)	28,828	27.4%	88
Used ATM/cash machine in last 12 months	54,472	51.7%	105
Own any stock	7,572	7.2%	94
Own U.S. savings bond	6,056	5.8%	109
Own shares in mutual fund (stock)	7,433	7.1%	97
Own shares in mutual fund (bonds)	4,635	4.4%	91
Have interest checking account	28,641	27.2%	97
Have non-interest checking account	32,729	31.1%	110
Have savings account	61,244	58.2%	108
Have 401K retirement savings plan	15,731	14.9%	103
Own/used any credit/debit card in last 12 months	83,081	78.9%	106
Avg monthly credit card expenditures: <\$111	14,754	14.0%	121
Avg monthly credit card expenditures: \$111-\$225	8,112	7.7%	112
Avg monthly credit card expenditures: \$226-\$450	6,121	5.8%	92
Avg monthly credit card expenditures: \$451-\$700	5,330	5.1%	95
Avg monthly credit card expenditures: \$701-\$1,000	4,427	4.2%	98
Avg monthly credit card expenditures: \$1,001+	8,743	8.3%	92
Did banking online in last 12 months	42,870	40.7%	114
Did banking on mobile device in last 12 months	21,026	20.0%	143
Paid bills online in last 12 months	49,832	47.3%	110

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	33,886	65.8%	95
Used bread in last 6 months	47,981	93.2%	99
Used chicken (fresh or frozen) in last 6 months	33,346	64.8%	94
Used turkey (fresh or frozen) in last 6 months	7,539	14.6%	92
Used fish/seafood (fresh or frozen) in last 6 months	26,939	52.3%	96
Used fresh fruit/vegetables in last 6 months	42,562	82.7%	96
Used fresh milk in last 6 months	44,474	86.4%	98
Used organic food in last 6 months	11,429	22.2%	113
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	34,348	32.6%	115
Exercise at club 2+ times per week	15,610	14.8%	114
Visited a doctor in last 12 months	76,879	73.0%	96
Used vitamin/dietary supplement in last 6 months	52,660	50.0%	95
<b>Home (Households)</b>			
Any home improvement in last 12 months	12,433	24.2%	90
Used housekeeper/maid/professional HH cleaning service in last 12	6,250	12.1%	92
Purchased low ticket HH furnishings in last 12 months	8,459	16.4%	102
Purchased big ticket HH furnishings in last 12 months	12,270	23.8%	114
Bought any small kitchen appliance in last 12 months	12,367	24.0%	108
Bought any large kitchen appliance in last 12 months	5,730	11.1%	87
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	39,543	37.6%	88
Carry medical/hospital/accident insurance	64,002	60.8%	93
Carry homeowner insurance	40,774	38.7%	82
Carry renter's insurance	11,757	11.2%	137
Have auto insurance: 1 vehicle in household covered	19,265	37.4%	121
Have auto insurance: 2 vehicles in household covered	15,020	29.2%	102
Have auto insurance: 3+ vehicles in household covered	8,787	17.1%	78
<b>Pets (Households)</b>			
Household owns any pet	25,574	49.7%	92
Household owns any cat	10,687	20.8%	93
Household owns any dog	18,403	35.8%	88
<b>Psychographics (Adults)</b>			
Buying American is important to me	38,535	36.6%	86
Usually buy items on credit rather than wait	11,049	10.5%	89
Usually buy based on quality - not price	16,056	15.2%	85
Price is usually more important than brand name	27,300	25.9%	99
Usually use coupons for brands I buy often	18,138	17.2%	91
Am interested in how to help the environment	17,479	16.6%	102
Usually pay more for environ safe product	12,512	11.9%	93
Usually value green products over convenience	11,201	10.6%	101
Likely to buy a brand that supports a charity	38,092	36.2%	104
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	15,768	15.0%	113
Bought hardcover book in last 12 months	26,261	24.9%	119
Bought paperback book in last 12 month	38,884	36.9%	118
Read any daily newspaper (paper version)	23,930	22.7%	87
Read any digital newspaper in last 30 days	41,044	39.0%	117
Read any magazine (paper/electronic version) in last 6 months	98,572	93.6%	103

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# Retail Market Potential

7 N 9th St Columbia MO 65201  
 7 N 9th St Columbia MO 65201  
 Ring: 5 mile radius

Latitude: 38.9519  
 Longitude: -92.3276

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	80,389	76.3%	102
Went to family restaurant/steak house: 4+ times a month	29,640	28.1%	102
Went to fast food/drive-in restaurant in last 6 months	96,732	91.9%	102
Went to fast food/drive-in restaurant 9+ times/mo	43,524	41.3%	105
Fast food/drive-in last 6 months: eat in	41,944	39.8%	110
Fast food/drive-in last 6 months: home delivery	9,959	9.5%	123
Fast food/drive-in last 6 months: take-out/drive-thru	52,274	49.6%	107
Fast food/drive-in last 6 months: take-out/walk-in	24,430	23.2%	119
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any e-reader/tablet	36,226	34.4%	108
Own e-reader/tablet: iPad	16,640	15.8%	103
Own any portable MP3 player	35,475	33.7%	109
HH owns 1 TV	12,407	24.1%	118
HH owns 2 TVs	14,941	29.0%	112
HH owns 3 TVs	10,524	20.4%	96
HH owns 4+ TVs	7,669	14.9%	79
HH subscribes to cable TV	29,034	56.4%	114
HH subscribes to fiber optic	3,263	6.3%	83
HH has satellite dish	8,252	16.0%	63
HH owns DVD/Blu-ray player	32,342	62.8%	104
HH owns camcorder	6,048	11.8%	84
HH owns portable GPS navigation device	13,604	26.4%	96
HH purchased video game system in last 12 mos	3,588	7.0%	88
HH owns Internet video device for TV	4,038	7.8%	111
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	55,669	52.9%	106
Took 3+ domestic non-business trips in last 12 months	13,470	12.8%	115
Spent on domestic vacations in last 12 months: <\$1,000	16,147	15.3%	143
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	5,412	5.1%	88
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	3,791	3.6%	101
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	3,641	3.5%	89
Spent on domestic vacations in last 12 months: \$3,000+	5,336	5.1%	92
Domestic travel in the 12 months: used general travel website	6,244	5.9%	88
Foreign travel in last 3 years	28,677	27.2%	113
Took 3+ foreign trips by plane in last 3 years	4,635	4.4%	98
Spent on foreign vacations in last 12 months: <\$1,000	4,317	4.1%	98
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	4,075	3.9%	119
Spent on foreign vacations in last 12 months: \$3,000+	4,709	4.5%	90
Foreign travel in last 3 years: used general travel website	6,951	6.6%	118
Nights spent in hotel/motel in last 12 months: any	45,781	43.5%	107
Took cruise of more than one day in last 3 years	9,441	9.0%	107
Member of any frequent flyer program	17,073	16.2%	99
Member of any hotel rewards program	14,034	13.3%	94

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# Retail Market Potential

7 N 9th St Columbia MO 65201  
 7 N 9th St Columbia MO 65201  
 Ring: 10 mile radius

Latitude: 38.9519  
 Longitude: -92.3276

Demographic Summary		2016	2021
Population		153,145	164,965
Population 18+		122,989	132,760
Households		60,116	64,637
Median Household Income		\$46,390	\$52,503

  

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	59,067	48.0%	102
Bought any women's clothing in last 12 months	54,854	44.6%	102
Bought clothing for child <13 years in last 6 months	31,663	25.7%	93
Bought any shoes in last 12 months	68,477	55.7%	103
Bought costume jewelry in last 12 months	24,334	19.8%	101
Bought any fine jewelry in last 12 months	22,225	18.1%	99
Bought a watch in last 12 months	13,900	11.3%	103
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	52,160	86.8%	101
HH bought/leased new vehicle last 12 mo	5,335	8.9%	94
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	105,434	85.7%	101
Bought/changed motor oil in last 12 months	57,013	46.4%	94
Had tune-up in last 12 months	39,413	32.0%	106
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	78,207	63.6%	97
Drank regular cola in last 6 months	56,482	45.9%	102
Drank beer/ale in last 6 months	54,488	44.3%	104
<b>Cameras (Adults)</b>			
Own digital point & shoot camera	37,671	30.6%	105
Own digital single-lens reflex (SLR) camera	12,924	10.5%	122
Bought any camera in last 12 months	7,195	5.9%	103
Printed digital photos in last 12 months	3,467	2.8%	96
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	46,871	38.1%	105
Have a smartphone	84,051	68.3%	116
Have a smartphone: Android phone (any brand)	36,349	29.6%	110
Have a smartphone: Apple iPhone	41,223	33.5%	130
Number of cell phones in household: 1	21,699	36.1%	112
Number of cell phones in household: 2	23,672	39.4%	105
Number of cell phones in household: 3+	13,785	22.9%	90
HH has cell phone only (no landline telephone)	32,869	54.7%	130
<b>Computers (Households)</b>			
HH owns a computer	50,059	83.3%	108
HH owns desktop computer	26,519	44.1%	97
HH owns laptop/notebook	37,070	61.7%	114
HH owns any Apple/Mac brand computer	10,682	17.8%	118
HH owns any PC/non-Apple brand computer	42,784	71.2%	105
HH purchased most recent computer in a store	24,613	40.9%	109
HH purchased most recent computer online	9,298	15.5%	118
Spent <\$500 on most recent home computer	9,761	16.2%	112
Spent \$500-\$999 on most recent home computer	12,813	21.3%	112
Spent \$1,000-\$1,499 on most recent home computer	6,533	10.9%	115
Spent \$1,500-\$1,999 on most recent home computer	3,017	5.0%	110
Spent \$2,000+ on most recent home computer	2,498	4.2%	106

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# Retail Market Potential

7 N 9th St Columbia MO 65201  
 7 N 9th St Columbia MO 65201  
 Ring: 10 mile radius

Latitude: 38.9519  
 Longitude: -92.3276

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 mos	69,230	56.3%	111
Bought brewed coffee at convenience store in last 30 days	18,303	14.9%	95
Bought cigarettes at convenience store in last 30 days	14,640	11.9%	95
Bought gas at convenience store in last 30 days	46,509	37.8%	114
Spent at convenience store in last 30 days: <\$20	11,269	9.2%	113
Spent at convenience store in last 30 days: \$20-\$39	11,822	9.6%	106
Spent at convenience store in last 30 days: \$40-\$50	9,300	7.6%	99
Spent at convenience store in last 30 days: \$51-\$99	6,275	5.1%	115
Spent at convenience store in last 30 days: \$100+	28,211	22.9%	100
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	82,382	67.0%	113
Went to live theater in last 12 months	18,873	15.3%	118
Went to a bar/night club in last 12 months	26,066	21.2%	127
Dined out in last 12 months	58,358	47.4%	106
Gambled at a casino in last 12 months	13,407	10.9%	80
Visited a theme park in last 12 months	23,424	19.0%	108
Viewed movie (video-on-demand) in last 30 days	19,183	15.6%	92
Viewed TV show (video-on-demand) in last 30 days	18,006	14.6%	113
Watched any pay-per-view TV in last 12 months	12,913	10.5%	80
Downloaded a movie over the Internet in last 30 days	12,366	10.1%	140
Downloaded any individual song in last 6 months	32,813	26.7%	131
Watched a movie online in the last 30 days	29,870	24.3%	152
Watched a TV program online in last 30 days	28,244	23.0%	154
Played a video/electronic game (console) in last 12 months	16,552	13.5%	129
Played a video/electronic game (portable) in last 12 months	6,809	5.5%	122
<b>Financial (Adults)</b>			
Have home mortgage (1st)	35,800	29.1%	94
Used ATM/cash machine in last 12 months	64,187	52.2%	106
Own any stock	9,278	7.5%	99
Own U.S. savings bond	7,151	5.8%	110
Own shares in mutual fund (stock)	9,123	7.4%	102
Own shares in mutual fund (bonds)	5,688	4.6%	95
Have interest checking account	34,777	28.3%	100
Have non-interest checking account	38,519	31.3%	111
Have savings account	72,330	58.8%	109
Have 401K retirement savings plan	19,060	15.5%	107
Own/used any credit/debit card in last 12 months	97,582	79.3%	106
Avg monthly credit card expenditures: <\$111	17,106	13.9%	120
Avg monthly credit card expenditures: \$111-\$225	9,427	7.7%	111
Avg monthly credit card expenditures: \$226-\$450	7,402	6.0%	95
Avg monthly credit card expenditures: \$451-\$700	6,437	5.2%	98
Avg monthly credit card expenditures: \$701-\$1,000	5,390	4.4%	102
Avg monthly credit card expenditures: \$1,001+	10,703	8.7%	96
Did banking online in last 12 months	50,829	41.3%	116
Did banking on mobile device in last 12 months	24,067	19.6%	140
Paid bills online in last 12 months	58,894	47.9%	111

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# Retail Market Potential

7 N 9th St Columbia MO 65201  
 7 N 9th St Columbia MO 65201  
 Ring: 10 mile radius

Latitude: 38.9519  
 Longitude: -92.3276

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	40,067	66.6%	96
Used bread in last 6 months	56,200	93.5%	100
Used chicken (fresh or frozen) in last 6 months	39,495	65.7%	95
Used turkey (fresh or frozen) in last 6 months	8,961	14.9%	94
Used fish/seafood (fresh or frozen) in last 6 months	31,789	52.9%	97
Used fresh fruit/vegetables in last 6 months	50,196	83.5%	97
Used fresh milk in last 6 months	52,225	86.9%	99
Used organic food in last 6 months	13,126	21.8%	111
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	39,910	32.5%	114
Exercise at club 2+ times per week	18,281	14.9%	114
Visited a doctor in last 12 months	90,813	73.8%	97
Used vitamin/dietary supplement in last 6 months	62,271	50.6%	96
<b>Home (Households)</b>			
Any home improvement in last 12 months	15,176	25.2%	94
Used housekeeper/maid/professional HH cleaning service in last 12	7,454	12.4%	94
Purchased low ticket HH furnishings in last 12 months	9,939	16.5%	103
Purchased big ticket HH furnishings in last 12 months	14,260	23.7%	113
Bought any small kitchen appliance in last 12 months	14,385	23.9%	108
Bought any large kitchen appliance in last 12 months	6,944	11.6%	91
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	48,431	39.4%	92
Carry medical/hospital/accident insurance	76,505	62.2%	95
Carry homeowner insurance	50,745	41.3%	88
Carry renter's insurance	13,407	10.9%	134
Have auto insurance: 1 vehicle in household covered	21,630	36.0%	117
Have auto insurance: 2 vehicles in household covered	17,901	29.8%	105
Have auto insurance: 3+ vehicles in household covered	11,163	18.6%	85
<b>Pets (Households)</b>			
Household owns any pet	30,754	51.2%	95
Household owns any cat	12,912	21.5%	96
Household owns any dog	22,436	37.3%	92
<b>Psychographics (Adults)</b>			
Buying American is important to me	46,487	37.8%	89
Usually buy items on credit rather than wait	13,012	10.6%	90
Usually buy based on quality - not price	19,106	15.5%	87
Price is usually more important than brand name	31,960	26.0%	99
Usually use coupons for brands I buy often	21,613	17.6%	93
Am interested in how to help the environment	20,233	16.5%	101
Usually pay more for environ safe product	14,573	11.8%	93
Usually value green products over convenience	12,760	10.4%	99
Likely to buy a brand that supports a charity	44,248	36.0%	103
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	18,518	15.1%	114
Bought hardcover book in last 12 months	30,509	24.8%	118
Bought paperback book in last 12 month	45,195	36.7%	117
Read any daily newspaper (paper version)	28,684	23.3%	89
Read any digital newspaper in last 30 days	47,607	38.7%	116
Read any magazine (paper/electronic version) in last 6 months	114,906	93.4%	103

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# Retail Market Potential

7 N 9th St Columbia MO 65201  
 7 N 9th St Columbia MO 65201  
 Ring: 10 mile radius

Latitude: 38.9519  
 Longitude: -92.3276

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	94,592	76.9%	103
Went to family restaurant/steak house: 4+ times a month	35,052	28.5%	104
Went to fast food/drive-in restaurant in last 6 months	113,032	91.9%	102
Went to fast food/drive-in restaurant 9+ times/mo	51,016	41.5%	105
Fast food/drive-in last 6 months: eat in	48,896	39.8%	109
Fast food/drive-in last 6 months: home delivery	11,467	9.3%	122
Fast food/drive-in last 6 months: take-out/drive-thru	61,526	50.0%	108
Fast food/drive-in last 6 months: take-out/walk-in	28,050	22.8%	117
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any e-reader/tablet	42,829	34.8%	110
Own e-reader/tablet: iPad	19,994	16.3%	106
Own any portable MP3 player	41,845	34.0%	110
HH owns 1 TV	13,829	23.0%	112
HH owns 2 TVs	17,168	28.6%	110
HH owns 3 TVs	12,639	21.0%	98
HH owns 4+ TVs	9,545	15.9%	84
HH subscribes to cable TV	33,293	55.4%	112
HH subscribes to fiber optic	3,898	6.5%	85
HH has satellite dish	10,712	17.8%	70
HH owns DVD/Blu-ray player	38,054	63.3%	105
HH owns camcorder	7,443	12.4%	89
HH owns portable GPS navigation device	16,494	27.4%	100
HH purchased video game system in last 12 mos	4,197	7.0%	88
HH owns Internet video device for TV	4,780	8.0%	113
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	66,141	53.8%	107
Took 3+ domestic non-business trips in last 12 months	15,827	12.9%	116
Spent on domestic vacations in last 12 months: <\$1,000	18,455	15.0%	140
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	6,574	5.3%	92
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	4,631	3.8%	105
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	4,455	3.6%	93
Spent on domestic vacations in last 12 months: \$3,000+	6,464	5.3%	95
Domestic travel in the 12 months: used general travel website	7,579	6.2%	91
Foreign travel in last 3 years	33,366	27.1%	112
Took 3+ foreign trips by plane in last 3 years	5,510	4.5%	100
Spent on foreign vacations in last 12 months: <\$1,000	5,119	4.2%	100
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	4,733	3.8%	118
Spent on foreign vacations in last 12 months: \$3,000+	5,713	4.6%	94
Foreign travel in last 3 years: used general travel website	8,034	6.5%	117
Nights spent in hotel/motel in last 12 months: any	54,213	44.1%	109
Took cruise of more than one day in last 3 years	11,147	9.1%	108
Member of any frequent flyer program	20,722	16.8%	103
Member of any hotel rewards program	17,382	14.1%	100

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