

MOBroadbent51015

Latitude: 37.213688

Longitude: -93.359565

Drive Time: 15 minutes

Demographic Summary	2010	2015
Population	171,156	180,108
Total Number of Adults	136,015	143,115
Households	73,787	78,402
Median Household Income	\$39,677	\$45,685

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	66,357	48.8%	97
Bought any women's apparel in last 12 months	60,606	44.6%	98
Bought apparel for child <13 in last 6 months	35,950	26.4%	94
Bought any shoes in last 12 months	69,465	51.1%	98
Bought costume jewelry in last 12 months	26,357	19.4%	93
Bought any fine jewelry in last 12 months	30,817	22.7%	99
Bought a watch in last 12 months	27,140	20.0%	96
Automobiles (Households)			
HH owns/leases any vehicle	63,900	86.6%	99
HH bought new vehicle in last 12 months	4,713	6.4%	77
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	118,378	87.0%	100
Bought/changed motor oil in last 12 months	75,027	55.2%	107
Had tune-up in last 12 months	41,604	30.6%	97
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	80,817	59.4%	94
Drank regular cola in last 6 months	73,872	54.3%	104
Drank beer/ale in last 6 months	56,197	41.3%	97
Cameras & Film (Adults)			
Bought any camera in last 12 months	19,694	14.5%	97
Bought film in last 12 months	31,966	23.5%	99
Bought digital camera in last 12 months	8,745	6.4%	91
Bought memory card for camera in last 12 months	9,105	6.7%	88
Cell Phones/PDAs & Service			
Bought cell/mobile phone/PDA in last 12 months	40,397	29.7%	101
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	35,640	26.2%	101
Avg monthly cell/mobile phone/PDA bill: \$50-99	40,474	29.8%	94
Avg monthly cell/mobile phone/PDA bill: \$100+	19,136	14.1%	92
Computers (Households)			
HH owns a personal computer	49,482	67.1%	93
HH spent <\$500 on home PC	7,500	10.2%	112
HH spent \$500-\$999 on home PC	12,977	17.6%	96
HH spent \$1000-\$1499 on home PC	9,860	13.4%	91
HH spent \$1500-\$1999 on home PC	5,397	7.3%	88
Spent \$2000+ on home PC	4,529	6.1%	79

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.



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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	83,599	61.5%	103
Bought cigarettes at convenience store in last 30 days	24,800	18.2%	124
Bought gas at convenience store in last 30 days	52,026	38.3%	115
Spent at convenience store in last 30 days: <\$20	11,266	8.3%	85
Spent at convenience store in last 30 days: \$20-39	12,892	9.5%	95
Spent at convenience store in last 30 days: \$40+	53,689	39.5%	112
Entertainment (Adults)			
Attended movies in last 6 months	77,441	56.9%	97
Went to live theater in last 6 months	14,356	10.6%	84
Went to a bar/night club in last 12 months	26,524	19.5%	106
Dined out in last 12 months	63,489	46.7%	95
Gambled at a casino in last 12 months	19,694	14.5%	90
Visited a theme park in last 12 months	26,812	19.7%	89
DVDs rented in last 30 days: 1	3,460	2.5%	96
DVDs rented in last 30 days: 2	6,873	5.1%	108
DVDs rented in last 30 days: 3	4,145	3.0%	98
DVDs rented in last 30 days: 4	5,781	4.3%	106
DVDs rented in last 30 days: 5+	17,926	13.2%	100
DVDs purchased in last 30 days: 1	7,446	5.5%	102
DVDs purchased in last 30 days: 2	7,599	5.6%	106
DVDs purchased in last 30 days: 3-4	6,776	5.0%	102
DVDs purchased in last 30 days: 5+	7,060	5.2%	96
Spent on toys/games in last 12 months: <\$50	9,165	6.7%	108
Spent on toys/games in last 12 months: \$50-\$99	3,614	2.7%	97
Spent on toys/games in last 12 months: \$100-\$199	8,751	6.4%	90
Spent on toys/games in last 12 months: \$200-\$499	14,128	10.4%	100
Spent on toys/games in last 12 months: \$500+	6,366	4.7%	85
Financial (Adults)			
Have home mortgage (1st)	20,721	15.2%	84
Used ATM/cash machine in last 12 months	67,839	49.9%	98
Own any stock	9,667	7.1%	79
Own U.S. savings bond	9,103	6.7%	95
Own shares in mutual fund (stock)	9,528	7.0%	74
Own shares in mutual fund (bonds)	6,323	4.6%	81
Used full service brokerage firm in last 12 months	6,731	4.9%	81
Used discount brokerage firm in last 12 months	2,373	1.7%	89
Have 401K retirement savings	18,387	13.5%	82
Own any credit/debit card (in own name)	96,455	70.9%	97
Avg monthly credit card expenditures: <\$111	21,730	16.0%	109
Avg monthly credit card expenditures: \$111-225	13,043	9.6%	106
Avg monthly credit card expenditures: \$226-450	11,423	8.4%	98
Avg monthly credit card expenditures: \$451-700	8,329	6.1%	85
Avg monthly credit card expenditures: \$701+	13,750	10.1%	74

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Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	94,463	69.5%	100
Used bread in last 6 months	130,340	95.8%	99
Used chicken/turkey (fresh or frozen) in last 6 months	100,103	73.6%	99
Used fish/seafood (fresh or frozen) in last 6 months	66,540	48.9%	96
Used fresh fruit/vegetables in last 6 months	114,420	84.1%	97
Used fresh milk in last 6 months	123,051	90.5%	100
Health (Adults)			
Exercise at home 2+ times per week	38,410	28.2%	96
Exercise at club 2+ times per week	13,897	10.2%	88
Visited a doctor in last 12 months	103,193	75.9%	97
Used vitamin/dietary supplement in last 6 months	61,847	45.5%	95
Home (Households)			
Any home improvement in last 12 months	20,650	28.0%	90
Used housekeeper/maid/professional cleaning service in last 12 months	9,045	12.3%	78
Purchased any HH furnishing in last 12 months	8,261	11.2%	106
Purchased bedding/bath goods in last 12 months	40,098	54.3%	100
Purchased cooking/serving product in last 12 months	20,573	27.9%	103
Bought any kitchen appliance in last 12 months	13,077	17.7%	100
Insurance (Adults)			
Currently carry any life insurance	61,860	45.5%	94
Have medical/hospital/accident insurance	92,366	67.9%	93
Carry homeowner insurance	62,204	45.7%	86
Carry renter insurance	8,916	6.6%	109
Have auto/other vehicle insurance	113,184	83.2%	99
Pets (Households)			
HH owns any pet	34,281	46.5%	98
HH owns any cat	17,741	24.0%	103
HH owns any dog	24,203	32.8%	95
Reading Materials (Adults)			
Bought book in last 12 months	63,743	46.9%	95
Read any daily newspaper	57,603	42.4%	99
Heavy magazine reader	27,559	20.3%	102
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	96,053	70.6%	97
Went to family restaurant/steak house last mo: <2 times	34,758	25.6%	98
Went to family restaurant/steak house last mo: 2-4 times	36,019	26.5%	96
Went to family restaurant/steak house last mo: 5+ times	25,256	18.6%	95
Went to fast food/drive-in restaurant in last 6 mo	122,085	89.8%	100
Went to fast food/drive-in restaurant <5 times/mo	39,631	29.1%	95
Went to fast food/drive-in 5-12 times/mo	41,976	30.9%	98
Went to fast food/drive-in restaurant 13+ times/mo	40,491	29.8%	107
Fast food/drive-in last 6 mo: eat in	52,139	38.3%	100
Fast food/drive-in last 6 mo: home delivery	16,080	11.8%	106
Fast food/drive-in last 6 mo: take-out/drive-thru	76,034	55.9%	107
Fast food/drive-in last 6 mo: take-out/walk-in	32,000	23.5%	96

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Telephones & Service (Households)			
HH owns in-home cordless telephone	43,972	59.6%	93
HH average monthly long distance phone bill: <\$16	20,132	27.3%	98
HH average monthly long distance phone bill: \$16-25	7,757	10.5%	90
HH average monthly long distance phone bill: \$26-59	5,950	8.1%	83
HH average monthly long distance phone bill: \$60+	2,718	3.7%	84
Television & Sound Equipment (Households)			
HH owns 1 TV	16,905	22.9%	115
HH owns 2 TVs	19,946	27.0%	102
HH owns 3 TVs	15,756	21.4%	95
HH owns 4+ TVs	13,419	18.2%	87
HH subscribes to cable TV	42,987	58.3%	101
HH watched 15+ hours of cable TV last week	44,765	60.7%	101
Purchased audio equipment in last 12 months	6,690	9.1%	109
Purchased CD player in last 12 months	4,155	5.6%	107
Purchased DVD player in last 12 months	8,184	11.1%	105
Purchased MP3 player in last 12 months	5,792	7.8%	90
Purchased video game system in last 12 months	6,137	8.3%	96
Travel (Adults)			
Domestic travel in last 12 months	65,409	48.1%	91
Took 3+ domestic trips in last 12 months	24,780	18.2%	88
Spent on domestic vacations last 12 mo: <\$1000	17,244	12.7%	100
Spent on domestic vacations last 12 mo: \$1000-\$1499	8,529	6.3%	91
Spent on domestic vacations last 12 mo: \$1500-\$1999	4,451	3.3%	81
Spent on domestic vacations last 12 mo: \$2000-\$2999	4,130	3.0%	74
Spent on domestic vacations last 12 mo: \$3000+	4,592	3.4%	70
Foreign travel in last 3 years	27,846	20.5%	82
Took 3+ foreign trips by plane in last 3 years	4,193	3.1%	68
Spent on foreign vacations last 12 mo: <\$1000	6,376	4.7%	85
Spent on foreign vacations last 12 mo: \$1000-\$2999	4,017	3.0%	74
Spent on foreign vacations: \$3000+	4,199	3.1%	66
Stayed 1+ nights at hotel/motel in last 12 months	51,704	38.0%	92

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