



Retail Marketplace Potential

Hwy 50/47, Union, MO 63084

Ring: 1 mile radius

Latitude: 38.4429
Longitude: -90.9901

Demographic Summary		2016	2021
Population		1,958	2,001
Population 18+		1,474	1,511
Households		697	715
Median Household Income		\$44,877	\$48,940

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	709	48.1%	102
Bought any women's clothing in last 12 months	681	46.2%	105
Bought clothing for child <13 years in last 6 months	411	27.9%	101
Bought any shoes in last 12 months	780	52.9%	98
Bought costume jewelry in last 12 months	309	21.0%	107
Bought any fine jewelry in last 12 months	275	18.7%	102
Bought a watch in last 12 months	154	10.4%	95
Automobiles (Households)			
HH owns/leases any vehicle	627	90.0%	105
HH bought/leased new vehicle last 12 mo	68	9.8%	104
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	1,339	90.8%	107
Bought/changed motor oil in last 12 months	855	58.0%	118
Had tune-up in last 12 months	447	30.3%	101
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	957	64.9%	99
Drank regular cola in last 6 months	699	47.4%	106
Drank beer/ale in last 6 months	600	40.7%	96
Cameras (Adults)			
Own digital point & shoot camera	439	29.8%	102
Own digital single-lens reflex (SLR) camera	100	6.8%	79
Bought any camera in last 12 months	74	5.0%	88
Printed digital photos in last 12 months	49	3.3%	114
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	561	38.1%	105
Have a smartphone	792	53.7%	91
Have a smartphone: Android phone (any brand)	392	26.6%	99
Have a smartphone: Apple iPhone	307	20.8%	81
Number of cell phones in household: 1	213	30.6%	95
Number of cell phones in household: 2	268	38.5%	103
Number of cell phones in household: 3+	176	25.3%	99
HH has cell phone only (no landline telephone)	289	41.5%	99
Computers (Households)			
HH owns a computer	524	75.2%	98
HH owns desktop computer	317	45.5%	100
HH owns laptop/notebook	360	51.6%	95
HH owns any Apple/Mac brand computer	74	10.6%	71
HH owns any PC/non-Apple brand computer	482	69.2%	102
HH purchased most recent computer in a store	266	38.2%	101
HH purchased most recent computer online	84	12.1%	92
Spent <\$500 on most recent home computer	110	15.8%	109
Spent \$500-\$999 on most recent home computer	135	19.4%	101
Spent \$1,000-\$1,499 on most recent home computer	59	8.5%	89
Spent \$1,500-\$1,999 on most recent home computer	28	4.0%	88
Spent \$2,000+ on most recent home computer	21	3.0%	77

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
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	788	53.5%	105
Bought brewed coffee at convenience store in last 30 days	242	16.4%	104
Bought cigarettes at convenience store in last 30 days	252	17.1%	137
Bought gas at convenience store in last 30 days	588	39.9%	121
Spent at convenience store in last 30 days: <\$20	91	6.2%	76
Spent at convenience store in last 30 days: \$20-\$39	130	8.8%	97
Spent at convenience store in last 30 days: \$40-\$50	131	8.9%	117
Spent at convenience store in last 30 days: \$51-\$99	80	5.4%	123
Spent at convenience store in last 30 days: \$100+	410	27.8%	121
Entertainment (Adults)			
Attended a movie in last 6 months	805	54.6%	92
Went to live theater in last 12 months	157	10.7%	82
Went to a bar/night club in last 12 months	217	14.7%	88
Dined out in last 12 months	659	44.7%	100
Gambled at a casino in last 12 months	192	13.0%	95
Visited a theme park in last 12 months	237	16.1%	91
Viewed movie (video-on-demand) in last 30 days	221	15.0%	88
Viewed TV show (video-on-demand) in last 30 days	162	11.0%	85
Watched any pay-per-view TV in last 12 months	184	12.5%	95
Downloaded a movie over the Internet in last 30 days	74	5.0%	70
Downloaded any individual song in last 6 months	277	18.8%	92
Watched a movie online in the last 30 days	172	11.7%	73
Watched a TV program online in last 30 days	161	10.9%	73
Played a video/electronic game (console) in last 12 months	151	10.2%	98
Played a video/electronic game (portable) in last 12 months	70	4.7%	104
Financial (Adults)			
Have home mortgage (1st)	518	35.1%	113
Used ATM/cash machine in last 12 months	732	49.7%	101
Own any stock	93	6.3%	82
Own U.S. savings bond	60	4.1%	77
Own shares in mutual fund (stock)	82	5.6%	77
Own shares in mutual fund (bonds)	50	3.4%	70
Have interest checking account	428	29.0%	103
Have non-interest checking account	460	31.2%	110
Have savings account	790	53.6%	99
Have 401K retirement savings plan	213	14.5%	99
Own/used any credit/debit card in last 12 months	1,131	76.7%	103
Avg monthly credit card expenditures: <\$111	202	13.7%	118
Avg monthly credit card expenditures: \$111-\$225	106	7.2%	104
Avg monthly credit card expenditures: \$226-\$450	91	6.2%	98
Avg monthly credit card expenditures: \$451-\$700	72	4.9%	92
Avg monthly credit card expenditures: \$701-\$1,000	43	2.9%	68
Avg monthly credit card expenditures: \$1,001+	91	6.2%	68
Did banking online in last 12 months	540	36.6%	103
Did banking on mobile device in last 12 months	208	14.1%	101
Paid bills online in last 12 months	645	43.8%	102

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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	511	73.3%	105
Used bread in last 6 months	669	96.0%	102
Used chicken (fresh or frozen) in last 6 months	494	70.9%	103
Used turkey (fresh or frozen) in last 6 months	116	16.6%	105
Used fish/seafood (fresh or frozen) in last 6 months	387	55.5%	102
Used fresh fruit/vegetables in last 6 months	610	87.5%	102
Used fresh milk in last 6 months	627	90.0%	102
Used organic food in last 6 months	108	15.5%	79
Health (Adults)			
Exercise at home 2+ times per week	416	28.2%	99
Exercise at club 2+ times per week	128	8.7%	67
Visited a doctor in last 12 months	1,159	78.6%	104
Used vitamin/dietary supplement in last 6 months	770	52.2%	99
Home (Households)			
Any home improvement in last 12 months	205	29.4%	110
Used housekeeper/maid/professional HH cleaning service in last 12	65	9.3%	71
Purchased low ticket HH furnishings in last 12 months	117	16.8%	104
Purchased big ticket HH furnishings in last 12 months	150	21.5%	103
Bought any small kitchen appliance in last 12 months	154	22.1%	100
Bought any large kitchen appliance in last 12 months	101	14.5%	114
Insurance (Adults/Households)			
Currently carry life insurance	698	47.4%	111
Carry medical/hospital/accident insurance	989	67.1%	102
Carry homeowner insurance	803	54.5%	116
Carry renter's insurance	86	5.8%	72
Have auto insurance: 1 vehicle in household covered	210	30.1%	98
Have auto insurance: 2 vehicles in household covered	213	30.6%	107
Have auto insurance: 3+ vehicles in household covered	171	24.5%	112
Pets (Households)			
Household owns any pet	438	62.8%	117
Household owns any cat	199	28.6%	127
Household owns any dog	346	49.6%	122
Psychographics (Adults)			
Buying American is important to me	733	49.7%	117
Usually buy items on credit rather than wait	173	11.7%	100
Usually buy based on quality - not price	282	19.1%	107
Price is usually more important than brand name	417	28.3%	108
Usually use coupons for brands I buy often	307	20.8%	110
Am interested in how to help the environment	201	13.6%	84
Usually pay more for environ safe product	187	12.7%	99
Usually value green products over convenience	149	10.1%	96
Likely to buy a brand that supports a charity	510	34.6%	99
Reading (Adults)			
Bought digital book in last 12 months	170	11.5%	87
Bought hardcover book in last 12 months	283	19.2%	92
Bought paperback book in last 12 month	467	31.7%	101
Read any daily newspaper (paper version)	373	25.3%	97
Read any digital newspaper in last 30 days	445	30.2%	91
Read any magazine (paper/electronic version) in last 6 months	1,328	90.1%	99

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	1,140	77.3%	104
Went to family restaurant/steak house: 4+ times a month	416	28.2%	103
Went to fast food/drive-in restaurant in last 6 months	1,357	92.1%	102
Went to fast food/drive-in restaurant 9+ times/mo	617	41.9%	106
Fast food/drive-in last 6 months: eat in	564	38.3%	105
Fast food/drive-in last 6 months: home delivery	106	7.2%	94
Fast food/drive-in last 6 months: take-out/drive-thru	772	52.4%	113
Fast food/drive-in last 6 months: take-out/walk-in	272	18.5%	95
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	403	27.3%	86
Own e-reader/tablet: iPad	154	10.4%	68
Own any portable MP3 player	417	28.3%	92
HH owns 1 TV	124	17.8%	87
HH owns 2 TVs	181	26.0%	100
HH owns 3 TVs	163	23.4%	109
HH owns 4+ TVs	145	20.8%	110
HH subscribes to cable TV	306	43.9%	88
HH subscribes to fiber optic	33	4.7%	62
HH has satellite dish	239	34.3%	135
HH owns DVD/Blu-ray player	429	61.5%	102
HH owns camcorder	100	14.3%	103
HH owns portable GPS navigation device	198	28.4%	103
HH purchased video game system in last 12 mos	46	6.6%	83
HH owns Internet video device for TV	37	5.3%	75
Travel (Adults)			
Domestic travel in last 12 months	728	49.4%	99
Took 3+ domestic non-business trips in last 12 months	147	10.0%	90
Spent on domestic vacations in last 12 months: <\$1,000	160	10.9%	101
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	78	5.3%	91
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	48	3.3%	91
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	55	3.7%	96
Spent on domestic vacations in last 12 months: \$3,000+	61	4.1%	75
Domestic travel in the 12 months: used general travel website	88	6.0%	88
Foreign travel in last 3 years	247	16.8%	69
Took 3+ foreign trips by plane in last 3 years	32	2.2%	48
Spent on foreign vacations in last 12 months: <\$1,000	43	2.9%	70
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	35	2.4%	73
Spent on foreign vacations in last 12 months: \$3,000+	38	2.6%	52
Foreign travel in last 3 years: used general travel website	53	3.6%	64
Nights spent in hotel/motel in last 12 months: any	567	38.5%	95
Took cruise of more than one day in last 3 years	87	5.9%	70
Member of any frequent flyer program	143	9.7%	59
Member of any hotel rewards program	177	12.0%	85

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Retail Marketplace Potential

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Ring: 3 mile radius

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Demographic Summary		2016	2021
Population		14,226	14,673
Population 18+		10,457	10,746
Households		5,375	5,567
Median Household Income		\$48,501	\$53,533

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	4,974	47.6%	101
Bought any women's clothing in last 12 months	4,822	46.1%	105
Bought clothing for child <13 years in last 6 months	3,130	29.9%	109
Bought any shoes in last 12 months	5,678	54.3%	101
Bought costume jewelry in last 12 months	2,139	20.5%	105
Bought any fine jewelry in last 12 months	1,851	17.7%	97
Bought a watch in last 12 months	1,103	10.5%	96
Automobiles (Households)			
HH owns/leases any vehicle	4,840	90.0%	105
HH bought/leased new vehicle last 12 mo	570	10.6%	113
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	9,411	90.0%	106
Bought/changed motor oil in last 12 months	5,892	56.3%	115
Had tune-up in last 12 months	3,059	29.3%	97
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	6,726	64.3%	98
Drank regular cola in last 6 months	4,787	45.8%	102
Drank beer/ale in last 6 months	4,312	41.2%	97
Cameras (Adults)			
Own digital point & shoot camera	3,200	30.6%	105
Own digital single-lens reflex (SLR) camera	855	8.2%	95
Bought any camera in last 12 months	568	5.4%	95
Printed digital photos in last 12 months	295	2.8%	96
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	3,864	37.0%	102
Have a smartphone	5,953	56.9%	97
Have a smartphone: Android phone (any brand)	3,136	30.0%	111
Have a smartphone: Apple iPhone	2,210	21.1%	82
Number of cell phones in household: 1	1,592	29.6%	92
Number of cell phones in household: 2	2,130	39.6%	106
Number of cell phones in household: 3+	1,349	25.1%	99
HH has cell phone only (no landline telephone)	2,374	44.2%	105
Computers (Households)			
HH owns a computer	4,140	77.0%	100
HH owns desktop computer	2,534	47.1%	104
HH owns laptop/notebook	2,839	52.8%	97
HH owns any Apple/Mac brand computer	581	10.8%	72
HH owns any PC/non-Apple brand computer	3,786	70.4%	104
HH purchased most recent computer in a store	2,033	37.8%	101
HH purchased most recent computer online	713	13.3%	101
Spent <\$500 on most recent home computer	837	15.6%	107
Spent \$500-\$999 on most recent home computer	1,039	19.3%	101
Spent \$1,000-\$1,499 on most recent home computer	479	8.9%	94
Spent \$1,500-\$1,999 on most recent home computer	218	4.1%	89
Spent \$2,000+ on most recent home computer	208	3.9%	99

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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 mos	5,468	52.3%	103
Bought brewed coffee at convenience store in last 30 days	1,567	15.0%	95
Bought cigarettes at convenience store in last 30 days	1,657	15.8%	127
Bought gas at convenience store in last 30 days	4,073	38.9%	118
Spent at convenience store in last 30 days: <\$20	728	7.0%	86
Spent at convenience store in last 30 days: \$20-\$39	900	8.6%	95
Spent at convenience store in last 30 days: \$40-\$50	870	8.3%	109
Spent at convenience store in last 30 days: \$51-\$99	567	5.4%	122
Spent at convenience store in last 30 days: \$100+	2,836	27.1%	118
Entertainment (Adults)			
Attended a movie in last 6 months	5,954	56.9%	96
Went to live theater in last 12 months	1,231	11.8%	91
Went to a bar/night club in last 12 months	1,669	16.0%	96
Dined out in last 12 months	4,850	46.4%	103
Gambled at a casino in last 12 months	1,392	13.3%	97
Visited a theme park in last 12 months	1,725	16.5%	94
Viewed movie (video-on-demand) in last 30 days	1,544	14.8%	87
Viewed TV show (video-on-demand) in last 30 days	1,195	11.4%	89
Watched any pay-per-view TV in last 12 months	1,318	12.6%	96
Downloaded a movie over the Internet in last 30 days	666	6.4%	89
Downloaded any individual song in last 6 months	2,062	19.7%	97
Watched a movie online in the last 30 days	1,475	14.1%	88
Watched a TV program online in last 30 days	1,327	12.7%	85
Played a video/electronic game (console) in last 12 months	1,214	11.6%	111
Played a video/electronic game (portable) in last 12 months	445	4.3%	93
Financial (Adults)			
Have home mortgage (1st)	3,569	34.1%	110
Used ATM/cash machine in last 12 months	5,304	50.7%	103
Own any stock	642	6.1%	80
Own U.S. savings bond	431	4.1%	78
Own shares in mutual fund (stock)	647	6.2%	85
Own shares in mutual fund (bonds)	399	3.8%	78
Have interest checking account	2,947	28.2%	100
Have non-interest checking account	3,432	32.8%	116
Have savings account	5,902	56.4%	104
Have 401K retirement savings plan	1,623	15.5%	107
Own/used any credit/debit card in last 12 months	8,111	77.6%	104
Avg monthly credit card expenditures: <\$111	1,580	15.1%	130
Avg monthly credit card expenditures: \$111-\$225	714	6.8%	99
Avg monthly credit card expenditures: \$226-\$450	625	6.0%	94
Avg monthly credit card expenditures: \$451-\$700	518	5.0%	93
Avg monthly credit card expenditures: \$701-\$1,000	323	3.1%	72
Avg monthly credit card expenditures: \$1,001+	706	6.8%	74
Did banking online in last 12 months	4,072	38.9%	109
Did banking on mobile device in last 12 months	1,619	15.5%	111
Paid bills online in last 12 months	4,832	46.2%	107

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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	3,891	72.4%	104
Used bread in last 6 months	5,120	95.3%	101
Used chicken (fresh or frozen) in last 6 months	3,783	70.4%	102
Used turkey (fresh or frozen) in last 6 months	876	16.3%	103
Used fish/seafood (fresh or frozen) in last 6 months	2,926	54.4%	100
Used fresh fruit/vegetables in last 6 months	4,642	86.4%	101
Used fresh milk in last 6 months	4,835	90.0%	102
Used organic food in last 6 months	797	14.8%	75
Health (Adults)			
Exercise at home 2+ times per week	2,855	27.3%	96
Exercise at club 2+ times per week	1,128	10.8%	83
Visited a doctor in last 12 months	7,990	76.4%	101
Used vitamin/dietary supplement in last 6 months	5,291	50.6%	96
Home (Households)			
Any home improvement in last 12 months	1,557	29.0%	108
Used housekeeper/maid/professional HH cleaning service in last 12	491	9.1%	69
Purchased low ticket HH furnishings in last 12 months	846	15.7%	98
Purchased big ticket HH furnishings in last 12 months	1,153	21.5%	103
Bought any small kitchen appliance in last 12 months	1,196	22.3%	100
Bought any large kitchen appliance in last 12 months	704	13.1%	103
Insurance (Adults/Households)			
Currently carry life insurance	4,917	47.0%	110
Carry medical/hospital/accident insurance	6,897	66.0%	101
Carry homeowner insurance	5,512	52.7%	112
Carry renter's insurance	763	7.3%	90
Have auto insurance: 1 vehicle in household covered	1,585	29.5%	96
Have auto insurance: 2 vehicles in household covered	1,577	29.3%	103
Have auto insurance: 3+ vehicles in household covered	1,391	25.9%	119
Pets (Households)			
Household owns any pet	3,282	61.1%	114
Household owns any cat	1,467	27.3%	122
Household owns any dog	2,563	47.7%	117
Psychographics (Adults)			
Buying American is important to me	4,942	47.3%	112
Usually buy items on credit rather than wait	1,159	11.1%	94
Usually buy based on quality - not price	1,921	18.4%	102
Price is usually more important than brand name	2,954	28.2%	108
Usually use coupons for brands I buy often	2,080	19.9%	105
Am interested in how to help the environment	1,515	14.5%	89
Usually pay more for environ safe product	1,240	11.9%	93
Usually value green products over convenience	993	9.5%	90
Likely to buy a brand that supports a charity	3,625	34.7%	99
Reading (Adults)			
Bought digital book in last 12 months	1,303	12.5%	94
Bought hardcover book in last 12 months	2,173	20.8%	99
Bought paperback book in last 12 month	3,431	32.8%	105
Read any daily newspaper (paper version)	2,692	25.7%	98
Read any digital newspaper in last 30 days	3,297	31.5%	95
Read any magazine (paper/electronic version) in last 6 months	9,505	90.9%	100

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	8,118	77.6%	104
Went to family restaurant/steak house: 4+ times a month	2,909	27.8%	101
Went to fast food/drive-in restaurant in last 6 months	9,598	91.8%	102
Went to fast food/drive-in restaurant 9+ times/mo	4,267	40.8%	103
Fast food/drive-in last 6 months: eat in	3,991	38.2%	105
Fast food/drive-in last 6 months: home delivery	847	8.1%	106
Fast food/drive-in last 6 months: take-out/drive-thru	5,466	52.3%	113
Fast food/drive-in last 6 months: take-out/walk-in	1,958	18.7%	96
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	3,079	29.4%	93
Own e-reader/tablet: iPad	1,239	11.8%	77
Own any portable MP3 player	3,222	30.8%	100
HH owns 1 TV	996	18.5%	91
HH owns 2 TVs	1,396	26.0%	100
HH owns 3 TVs	1,235	23.0%	107
HH owns 4+ TVs	1,056	19.6%	104
HH subscribes to cable TV	2,424	45.1%	91
HH subscribes to fiber optic	220	4.1%	54
HH has satellite dish	1,745	32.5%	128
HH owns DVD/Blu-ray player	3,350	62.3%	103
HH owns camcorder	726	13.5%	97
HH owns portable GPS navigation device	1,540	28.7%	104
HH purchased video game system in last 12 mos	374	7.0%	88
HH owns Internet video device for TV	318	5.9%	84
Travel (Adults)			
Domestic travel in last 12 months	5,151	49.3%	98
Took 3+ domestic non-business trips in last 12 months	1,005	9.6%	87
Spent on domestic vacations in last 12 months: <\$1,000	1,098	10.5%	98
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	537	5.1%	88
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	390	3.7%	104
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	393	3.8%	96
Spent on domestic vacations in last 12 months: \$3,000+	421	4.0%	73
Domestic travel in the 12 months: used general travel website	578	5.5%	82
Foreign travel in last 3 years	1,865	17.8%	74
Took 3+ foreign trips by plane in last 3 years	266	2.5%	57
Spent on foreign vacations in last 12 months: <\$1,000	302	2.9%	69
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	277	2.6%	81
Spent on foreign vacations in last 12 months: \$3,000+	303	2.9%	58
Foreign travel in last 3 years: used general travel website	337	3.2%	58
Nights spent in hotel/motel in last 12 months: any	4,085	39.1%	96
Took cruise of more than one day in last 3 years	642	6.1%	73
Member of any frequent flyer program	1,148	11.0%	67
Member of any hotel rewards program	1,272	12.2%	86

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Retail Marketplace Potential

Hwy 50/47, Union, MO 63084

Ring: 5 mile radius

Latitude: 38.4429

Longitude: -90.9901

Demographic Summary		2016	2021
Population		19,886	20,495
Population 18+		14,765	15,199
Households		7,500	7,767
Median Household Income		\$51,327	\$56,519

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	7,211	48.8%	103
Bought any women's clothing in last 12 months	6,812	46.1%	105
Bought clothing for child <13 years in last 6 months	4,392	29.7%	108
Bought any shoes in last 12 months	8,102	54.9%	102
Bought costume jewelry in last 12 months	2,999	20.3%	104
Bought any fine jewelry in last 12 months	2,592	17.6%	96
Bought a watch in last 12 months	1,574	10.7%	97
Automobiles (Households)			
HH owns/leases any vehicle	6,826	91.0%	106
HH bought/leased new vehicle last 12 mo	789	10.5%	112
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	13,431	91.0%	107
Bought/changed motor oil in last 12 months	8,420	57.0%	116
Had tune-up in last 12 months	4,347	29.4%	98
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	9,410	63.7%	97
Drank regular cola in last 6 months	6,726	45.6%	101
Drank beer/ale in last 6 months	6,115	41.4%	97
Cameras (Adults)			
Own digital point & shoot camera	4,695	31.8%	109
Own digital single-lens reflex (SLR) camera	1,250	8.5%	98
Bought any camera in last 12 months	830	5.6%	99
Printed digital photos in last 12 months	431	2.9%	100
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	5,370	36.4%	101
Have a smartphone	8,262	56.0%	95
Have a smartphone: Android phone (any brand)	4,283	29.0%	108
Have a smartphone: Apple iPhone	3,152	21.3%	83
Number of cell phones in household: 1	2,193	29.2%	91
Number of cell phones in household: 2	2,990	39.9%	107
Number of cell phones in household: 3+	1,909	25.5%	100
HH has cell phone only (no landline telephone)	3,195	42.6%	102
Computers (Households)			
HH owns a computer	5,806	77.4%	101
HH owns desktop computer	3,596	47.9%	106
HH owns laptop/notebook	3,979	53.1%	98
HH owns any Apple/Mac brand computer	805	10.7%	71
HH owns any PC/non-Apple brand computer	5,328	71.0%	104
HH purchased most recent computer in a store	2,880	38.4%	102
HH purchased most recent computer online	990	13.2%	101
Spent <\$500 on most recent home computer	1,185	15.8%	109
Spent \$500-\$999 on most recent home computer	1,489	19.9%	104
Spent \$1,000-\$1,499 on most recent home computer	668	8.9%	94
Spent \$1,500-\$1,999 on most recent home computer	306	4.1%	90
Spent \$2,000+ on most recent home computer	280	3.7%	95

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Retail Marketplace 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 mos	7,774	52.7%	104
Bought brewed coffee at convenience store in last 30 days	2,260	15.3%	97
Bought cigarettes at convenience store in last 30 days	2,296	15.6%	124
Bought gas at convenience store in last 30 days	5,890	39.9%	121
Spent at convenience store in last 30 days: <\$20	1,093	7.4%	91
Spent at convenience store in last 30 days: \$20-\$39	1,238	8.4%	93
Spent at convenience store in last 30 days: \$40-\$50	1,237	8.4%	110
Spent at convenience store in last 30 days: \$51-\$99	806	5.5%	123
Spent at convenience store in last 30 days: \$100+	4,089	27.7%	121
Entertainment (Adults)			
Attended a movie in last 6 months	8,373	56.7%	95
Went to live theater in last 12 months	1,763	11.9%	92
Went to a bar/night club in last 12 months	2,338	15.8%	95
Dined out in last 12 months	6,962	47.2%	105
Gambled at a casino in last 12 months	1,992	13.5%	98
Visited a theme park in last 12 months	2,416	16.4%	93
Viewed movie (video-on-demand) in last 30 days	2,098	14.2%	84
Viewed TV show (video-on-demand) in last 30 days	1,600	10.8%	84
Watched any pay-per-view TV in last 12 months	1,832	12.4%	94
Downloaded a movie over the Internet in last 30 days	857	5.8%	81
Downloaded any individual song in last 6 months	2,934	19.9%	97
Watched a movie online in the last 30 days	1,941	13.1%	82
Watched a TV program online in last 30 days	1,786	12.1%	81
Played a video/electronic game (console) in last 12 months	1,693	11.5%	110
Played a video/electronic game (portable) in last 12 months	634	4.3%	94
Financial (Adults)			
Have home mortgage (1st)	5,132	34.8%	112
Used ATM/cash machine in last 12 months	7,484	50.7%	103
Own any stock	990	6.7%	88
Own U.S. savings bond	687	4.7%	88
Own shares in mutual fund (stock)	1,011	6.8%	94
Own shares in mutual fund (bonds)	627	4.2%	87
Have interest checking account	4,381	29.7%	105
Have non-interest checking account	4,912	33.3%	118
Have savings account	8,505	57.6%	107
Have 401K retirement savings plan	2,363	16.0%	110
Own/used any credit/debit card in last 12 months	11,540	78.2%	105
Avg monthly credit card expenditures: <\$111	2,206	14.9%	129
Avg monthly credit card expenditures: \$111-\$225	1,034	7.0%	102
Avg monthly credit card expenditures: \$226-\$450	909	6.2%	97
Avg monthly credit card expenditures: \$451-\$700	782	5.3%	99
Avg monthly credit card expenditures: \$701-\$1,000	502	3.4%	79
Avg monthly credit card expenditures: \$1,001+	1,046	7.1%	78
Did banking online in last 12 months	5,706	38.6%	108
Did banking on mobile device in last 12 months	2,221	15.0%	107
Paid bills online in last 12 months	6,713	45.5%	106

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Retail Marketplace Potential

Hwy 50/47, Union, MO 63084

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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	5,485	73.1%	105
Used bread in last 6 months	7,158	95.4%	102
Used chicken (fresh or frozen) in last 6 months	5,293	70.6%	102
Used turkey (fresh or frozen) in last 6 months	1,261	16.8%	106
Used fish/seafood (fresh or frozen) in last 6 months	4,114	54.9%	100
Used fresh fruit/vegetables in last 6 months	6,520	86.9%	101
Used fresh milk in last 6 months	6,786	90.5%	103
Used organic food in last 6 months	1,108	14.8%	75
Health (Adults)			
Exercise at home 2+ times per week	4,105	27.8%	98
Exercise at club 2+ times per week	1,596	10.8%	83
Visited a doctor in last 12 months	11,373	77.0%	102
Used vitamin/dietary supplement in last 6 months	7,563	51.2%	97
Home (Households)			
Any home improvement in last 12 months	2,259	30.1%	112
Used housekeeper/maid/professional HH cleaning service in last 12	716	9.5%	73
Purchased low ticket HH furnishings in last 12 months	1,175	15.7%	98
Purchased big ticket HH furnishings in last 12 months	1,588	21.2%	101
Bought any small kitchen appliance in last 12 months	1,676	22.3%	101
Bought any large kitchen appliance in last 12 months	987	13.2%	103
Insurance (Adults/Households)			
Currently carry life insurance	7,147	48.4%	113
Carry medical/hospital/accident insurance	9,876	66.9%	102
Carry homeowner insurance	8,074	54.7%	116
Carry renter's insurance	1,058	7.2%	88
Have auto insurance: 1 vehicle in household covered	2,109	28.1%	91
Have auto insurance: 2 vehicles in household covered	2,246	29.9%	105
Have auto insurance: 3+ vehicles in household covered	2,089	27.9%	128
Pets (Households)			
Household owns any pet	4,689	62.5%	116
Household owns any cat	2,122	28.3%	126
Household owns any dog	3,693	49.2%	121
Psychographics (Adults)			
Buying American is important to me	7,132	48.3%	114
Usually buy items on credit rather than wait	1,591	10.8%	92
Usually buy based on quality - not price	2,647	17.9%	100
Price is usually more important than brand name	4,142	28.1%	107
Usually use coupons for brands I buy often	2,947	20.0%	105
Am interested in how to help the environment	2,055	13.9%	85
Usually pay more for environ safe product	1,671	11.3%	89
Usually value green products over convenience	1,336	9.0%	86
Likely to buy a brand that supports a charity	5,183	35.1%	101
Reading (Adults)			
Bought digital book in last 12 months	1,838	12.4%	94
Bought hardcover book in last 12 months	3,091	20.9%	100
Bought paperback book in last 12 month	4,779	32.4%	103
Read any daily newspaper (paper version)	3,899	26.4%	101
Read any digital newspaper in last 30 days	4,565	30.9%	93
Read any magazine (paper/electronic version) in last 6 months	13,362	90.5%	100

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Retail Marketplace Potential

Hwy 50/47, Union, MO 63084

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	11,486	77.8%	104
Went to family restaurant/steak house: 4+ times a month	4,152	28.1%	102
Went to fast food/drive-in restaurant in last 6 months	13,559	91.8%	102
Went to fast food/drive-in restaurant 9+ times/mo	6,061	41.0%	104
Fast food/drive-in last 6 months: eat in	5,721	38.7%	107
Fast food/drive-in last 6 months: home delivery	1,143	7.7%	101
Fast food/drive-in last 6 months: take-out/drive-thru	7,671	52.0%	112
Fast food/drive-in last 6 months: take-out/walk-in	2,765	18.7%	96
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	4,318	29.2%	92
Own e-reader/tablet: iPad	1,747	11.8%	77
Own any portable MP3 player	4,554	30.8%	100
HH owns 1 TV	1,333	17.8%	87
HH owns 2 TVs	1,942	25.9%	100
HH owns 3 TVs	1,756	23.4%	109
HH owns 4+ TVs	1,535	20.5%	108
HH subscribes to cable TV	3,258	43.4%	87
HH subscribes to fiber optic	284	3.8%	50
HH has satellite dish	2,583	34.4%	136
HH owns DVD/Blu-ray player	4,741	63.2%	104
HH owns camcorder	1,065	14.2%	102
HH owns portable GPS navigation device	2,255	30.1%	109
HH purchased video game system in last 12 mos	507	6.8%	85
HH owns Internet video device for TV	443	5.9%	84
Travel (Adults)			
Domestic travel in last 12 months	7,390	50.1%	100
Took 3+ domestic non-business trips in last 12 months	1,505	10.2%	92
Spent on domestic vacations in last 12 months: <\$1,000	1,602	10.8%	101
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	774	5.2%	90
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	565	3.8%	107
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	596	4.0%	103
Spent on domestic vacations in last 12 months: \$3,000+	642	4.3%	79
Domestic travel in the 12 months: used general travel website	818	5.5%	82
Foreign travel in last 3 years	2,684	18.2%	75
Took 3+ foreign trips by plane in last 3 years	389	2.6%	59
Spent on foreign vacations in last 12 months: <\$1,000	444	3.0%	72
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	385	2.6%	80
Spent on foreign vacations in last 12 months: \$3,000+	473	3.2%	65
Foreign travel in last 3 years: used general travel website	505	3.4%	61
Nights spent in hotel/motel in last 12 months: any	5,885	39.9%	98
Took cruise of more than one day in last 3 years	965	6.5%	78
Member of any frequent flyer program	1,680	11.4%	70
Member of any hotel rewards program	1,904	12.9%	91

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