



Retail Marketplace Potential

Hwy 50/47, Union, MO 63084
 Drive Time Band: 0 - 5 minute radius

Latitude: 38.4429
 Longitude: -90.9901

Demographic Summary	2016	2021
Population	6,757	6,938
Population 18+	4,989	5,108
Households	2,696	2,782
Median Household Income	\$46,941	\$52,098

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	2,373	47.6%	101
Bought any women's clothing in last 12 months	2,298	46.1%	105
Bought clothing for child <13 years in last 6 months	1,474	29.5%	107
Bought any shoes in last 12 months	2,698	54.1%	100
Bought costume jewelry in last 12 months	1,020	20.4%	105
Bought any fine jewelry in last 12 months	887	17.8%	97
Bought a watch in last 12 months	520	10.4%	95
Automobiles (Households)			
HH owns/leases any vehicle	2,427	90.0%	105
HH bought/leased new vehicle last 12 mo	280	10.4%	111
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	4,485	89.9%	106
Bought/changed motor oil in last 12 months	2,814	56.4%	115
Had tune-up in last 12 months	1,458	29.2%	97
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	3,209	64.3%	98
Drank regular cola in last 6 months	2,293	46.0%	102
Drank beer/ale in last 6 months	2,066	41.4%	97
Cameras (Adults)			
Own digital point & shoot camera	1,517	30.4%	104
Own digital single-lens reflex (SLR) camera	399	8.0%	93
Bought any camera in last 12 months	267	5.4%	94
Printed digital photos in last 12 months	143	2.9%	98
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	1,846	37.0%	102
Have a smartphone	2,795	56.0%	95
Have a smartphone: Android phone (any brand)	1,472	29.5%	110
Have a smartphone: Apple iPhone	1,026	20.6%	80
Number of cell phones in household: 1	817	30.3%	94
Number of cell phones in household: 2	1,062	39.4%	105
Number of cell phones in household: 3+	664	24.6%	97
HH has cell phone only (no landline telephone)	1,180	43.8%	104
Computers (Households)			
HH owns a computer	2,061	76.4%	99
HH owns desktop computer	1,257	46.6%	103
HH owns laptop/notebook	1,409	52.3%	96
HH owns any Apple/Mac brand computer	285	10.6%	70
HH owns any PC/non-Apple brand computer	1,888	70.0%	103
HH purchased most recent computer in a store	1,015	37.6%	100
HH purchased most recent computer online	351	13.0%	100
Spent <\$500 on most recent home computer	424	15.7%	108
Spent \$500-\$999 on most recent home computer	514	19.1%	100
Spent \$1,000-\$1,499 on most recent home computer	236	8.8%	92
Spent \$1,500-\$1,999 on most recent home computer	107	4.0%	87
Spent \$2,000+ on most recent home computer	101	3.7%	96

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	2,614	52.4%	103
Bought brewed coffee at convenience store in last 30 days	761	15.3%	97
Bought cigarettes at convenience store in last 30 days	796	16.0%	128
Bought gas at convenience store in last 30 days	1,939	38.9%	118
Spent at convenience store in last 30 days: <\$20	349	7.0%	86
Spent at convenience store in last 30 days: \$20-\$39	435	8.7%	96
Spent at convenience store in last 30 days: \$40-\$50	421	8.4%	111
Spent at convenience store in last 30 days: \$51-\$99	268	5.4%	121
Spent at convenience store in last 30 days: \$100+	1,347	27.0%	118
Entertainment (Adults)			
Attended a movie in last 6 months	2,816	56.4%	95
Went to live theater in last 12 months	580	11.6%	89
Went to a bar/night club in last 12 months	797	16.0%	96
Dined out in last 12 months	2,300	46.1%	103
Gambled at a casino in last 12 months	668	13.4%	98
Visited a theme park in last 12 months	821	16.5%	93
Viewed movie (video-on-demand) in last 30 days	734	14.7%	87
Viewed TV show (video-on-demand) in last 30 days	565	11.3%	88
Watched any pay-per-view TV in last 12 months	620	12.4%	95
Downloaded a movie over the Internet in last 30 days	311	6.2%	87
Downloaded any individual song in last 6 months	955	19.1%	94
Watched a movie online in the last 30 days	688	13.8%	86
Watched a TV program online in last 30 days	617	12.4%	83
Played a video/electronic game (console) in last 12 months	571	11.4%	110
Played a video/electronic game (portable) in last 12 months	215	4.3%	95
Financial (Adults)			
Have home mortgage (1st)	1,699	34.1%	110
Used ATM/cash machine in last 12 months	2,513	50.4%	103
Own any stock	302	6.1%	79
Own U.S. savings bond	206	4.1%	78
Own shares in mutual fund (stock)	302	6.1%	83
Own shares in mutual fund (bonds)	185	3.7%	76
Have interest checking account	1,402	28.1%	100
Have non-interest checking account	1,626	32.6%	115
Have savings account	2,797	56.1%	104
Have 401K retirement savings plan	764	15.3%	105
Own/used any credit/debit card in last 12 months	3,855	77.3%	104
Avg monthly credit card expenditures: <\$111	742	14.9%	128
Avg monthly credit card expenditures: \$111-\$225	346	6.9%	101
Avg monthly credit card expenditures: \$226-\$450	296	5.9%	94
Avg monthly credit card expenditures: \$451-\$700	246	4.9%	93
Avg monthly credit card expenditures: \$701-\$1,000	151	3.0%	70
Avg monthly credit card expenditures: \$1,001+	330	6.6%	73
Did banking online in last 12 months	1,908	38.2%	107
Did banking on mobile device in last 12 months	756	15.2%	108
Paid bills online in last 12 months	2,271	45.5%	106

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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	1,950	72.3%	104
Used bread in last 6 months	2,571	95.4%	102
Used chicken (fresh or frozen) in last 6 months	1,894	70.3%	102
Used turkey (fresh or frozen) in last 6 months	441	16.4%	103
Used fish/seafood (fresh or frozen) in last 6 months	1,460	54.2%	99
Used fresh fruit/vegetables in last 6 months	2,329	86.4%	101
Used fresh milk in last 6 months	2,426	90.0%	102
Used organic food in last 6 months	404	15.0%	76
Health (Adults)			
Exercise at home 2+ times per week	1,359	27.2%	96
Exercise at club 2+ times per week	521	10.4%	80
Visited a doctor in last 12 months	3,815	76.5%	101
Used vitamin/dietary supplement in last 6 months	2,530	50.7%	96
Home (Households)			
Any home improvement in last 12 months	782	29.0%	108
Used housekeeper/maid/professional HH cleaning service in last 12	245	9.1%	69
Purchased low ticket HH furnishings in last 12 months	424	15.7%	98
Purchased big ticket HH furnishings in last 12 months	574	21.3%	102
Bought any small kitchen appliance in last 12 months	596	22.1%	100
Bought any large kitchen appliance in last 12 months	354	13.1%	103
Insurance (Adults/Households)			
Currently carry life insurance	2,344	47.0%	110
Carry medical/hospital/accident insurance	3,292	66.0%	101
Carry homeowner insurance	2,635	52.8%	112
Carry renter's insurance	355	7.1%	87
Have auto insurance: 1 vehicle in household covered	801	29.7%	96
Have auto insurance: 2 vehicles in household covered	789	29.3%	103
Have auto insurance: 3+ vehicles in household covered	692	25.7%	118
Pets (Households)			
Household owns any pet	1,647	61.1%	114
Household owns any cat	743	27.6%	123
Household owns any dog	1,284	47.6%	117
Psychographics (Adults)			
Buying American is important to me	2,365	47.4%	112
Usually buy items on credit rather than wait	559	11.2%	95
Usually buy based on quality - not price	920	18.4%	103
Price is usually more important than brand name	1,410	28.3%	108
Usually use coupons for brands I buy often	1,000	20.0%	106
Am interested in how to help the environment	716	14.4%	88
Usually pay more for environ safe product	600	12.0%	94
Usually value green products over convenience	480	9.6%	92
Likely to buy a brand that supports a charity	1,738	34.8%	100
Reading (Adults)			
Bought digital book in last 12 months	608	12.2%	92
Bought hardcover book in last 12 months	1,026	20.6%	98
Bought paperback book in last 12 month	1,624	32.6%	104
Read any daily newspaper (paper version)	1,295	26.0%	99
Read any digital newspaper in last 30 days	1,552	31.1%	93
Read any magazine (paper/electronic version) in last 6 months	4,526	90.7%	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	3,859	77.4%	104
Went to family restaurant/steak house: 4+ times a month	1,375	27.6%	100
Went to fast food/drive-in restaurant in last 6 months	4,576	91.7%	102
Went to fast food/drive-in restaurant 9+ times/mo	2,026	40.6%	103
Fast food/drive-in last 6 months: eat in	1,896	38.0%	105
Fast food/drive-in last 6 months: home delivery	399	8.0%	104
Fast food/drive-in last 6 months: take-out/drive-thru	2,594	52.0%	112
Fast food/drive-in last 6 months: take-out/walk-in	926	18.6%	95
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	1,441	28.9%	91
Own e-reader/tablet: iPad	566	11.3%	74
Own any portable MP3 player	1,509	30.2%	98
HH owns 1 TV	506	18.8%	92
HH owns 2 TVs	704	26.1%	101
HH owns 3 TVs	618	22.9%	107
HH owns 4+ TVs	526	19.5%	103
HH subscribes to cable TV	1,204	44.7%	90
HH subscribes to fiber optic	110	4.1%	54
HH has satellite dish	886	32.9%	129
HH owns DVD/Blu-ray player	1,674	62.1%	103
HH owns camcorder	364	13.5%	97
HH owns portable GPS navigation device	770	28.6%	104
HH purchased video game system in last 12 mos	185	6.9%	86
HH owns Internet video device for TV	155	5.7%	82
Travel (Adults)			
Domestic travel in last 12 months	2,432	48.7%	97
Took 3+ domestic non-business trips in last 12 months	473	9.5%	85
Spent on domestic vacations in last 12 months: <\$1,000	521	10.4%	97
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	256	5.1%	88
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	180	3.6%	101
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	183	3.7%	94
Spent on domestic vacations in last 12 months: \$3,000+	197	3.9%	72
Domestic travel in the 12 months: used general travel website	275	5.5%	81
Foreign travel in last 3 years	874	17.5%	73
Took 3+ foreign trips by plane in last 3 years	125	2.5%	56
Spent on foreign vacations in last 12 months: <\$1,000	144	2.9%	69
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	128	2.6%	79
Spent on foreign vacations in last 12 months: \$3,000+	139	2.8%	56
Foreign travel in last 3 years: used general travel website	159	3.2%	57
Nights spent in hotel/motel in last 12 months: any	1,927	38.6%	95
Took cruise of more than one day in last 3 years	298	6.0%	71
Member of any frequent flyer program	527	10.6%	65
Member of any hotel rewards program	591	11.8%	84

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Demographic Summary		2016	2021
Population		13,442	13,855
Population 18+		10,028	10,323
Households		4,963	5,140
Median Household Income		\$51,364	\$56,257

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	4,894	48.8%	103
Bought any women's clothing in last 12 months	4,608	46.0%	105
Bought clothing for child <13 years in last 6 months	3,013	30.0%	109
Bought any shoes in last 12 months	5,488	54.7%	102
Bought costume jewelry in last 12 months	1,977	19.7%	101
Bought any fine jewelry in last 12 months	1,758	17.5%	96
Bought a watch in last 12 months	1,084	10.8%	98
Automobiles (Households)			
HH owns/leases any vehicle	4,491	90.5%	106
HH bought/leased new vehicle last 12 mo	504	10.2%	108
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	9,078	90.5%	106
Bought/changed motor oil in last 12 months	5,697	56.8%	116
Had tune-up in last 12 months	2,937	29.3%	97
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	6,346	63.3%	97
Drank regular cola in last 6 months	4,636	46.2%	103
Drank beer/ale in last 6 months	4,066	40.5%	95
Cameras (Adults)			
Own digital point & shoot camera	3,094	30.9%	106
Own digital single-lens reflex (SLR) camera	828	8.3%	96
Bought any camera in last 12 months	568	5.7%	99
Printed digital photos in last 12 months	295	2.9%	101
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	3,619	36.1%	100
Have a smartphone	5,534	55.2%	94
Have a smartphone: Android phone (any brand)	2,896	28.9%	107
Have a smartphone: Apple iPhone	2,071	20.7%	80
Number of cell phones in household: 1	1,478	29.8%	93
Number of cell phones in household: 2	1,960	39.5%	106
Number of cell phones in household: 3+	1,262	25.4%	100
HH has cell phone only (no landline telephone)	2,165	43.6%	104
Computers (Households)			
HH owns a computer	3,788	76.3%	99
HH owns desktop computer	2,345	47.2%	104
HH owns laptop/notebook	2,599	52.4%	97
HH owns any Apple/Mac brand computer	527	10.6%	71
HH owns any PC/non-Apple brand computer	3,471	69.9%	103
HH purchased most recent computer in a store	1,887	38.0%	101
HH purchased most recent computer online	636	12.8%	98
Spent <\$500 on most recent home computer	807	16.3%	112
Spent \$500-\$999 on most recent home computer	967	19.5%	102
Spent \$1,000-\$1,499 on most recent home computer	430	8.7%	92
Spent \$1,500-\$1,999 on most recent home computer	193	3.9%	85
Spent \$2,000+ on most recent home computer	179	3.6%	92

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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	5,251	52.4%	103
Bought brewed coffee at convenience store in last 30 days	1,497	14.9%	95
Bought cigarettes at convenience store in last 30 days	1,646	16.4%	131
Bought gas at convenience store in last 30 days	4,049	40.4%	122
Spent at convenience store in last 30 days: <\$20	749	7.5%	92
Spent at convenience store in last 30 days: \$20-\$39	851	8.5%	94
Spent at convenience store in last 30 days: \$40-\$50	824	8.2%	108
Spent at convenience store in last 30 days: \$51-\$99	533	5.3%	120
Spent at convenience store in last 30 days: \$100+	2,828	28.2%	123
Entertainment (Adults)			
Attended a movie in last 6 months	5,594	55.8%	94
Went to live theater in last 12 months	1,126	11.2%	86
Went to a bar/night club in last 12 months	1,515	15.1%	90
Dined out in last 12 months	4,616	46.0%	103
Gambled at a casino in last 12 months	1,335	13.3%	97
Visited a theme park in last 12 months	1,576	15.7%	89
Viewed movie (video-on-demand) in last 30 days	1,352	13.5%	79
Viewed TV show (video-on-demand) in last 30 days	999	10.0%	77
Watched any pay-per-view TV in last 12 months	1,199	12.0%	91
Downloaded a movie over the Internet in last 30 days	563	5.6%	78
Downloaded any individual song in last 6 months	1,973	19.7%	96
Watched a movie online in the last 30 days	1,280	12.8%	80
Watched a TV program online in last 30 days	1,165	11.6%	78
Played a video/electronic game (console) in last 12 months	1,147	11.4%	110
Played a video/electronic game (portable) in last 12 months	432	4.3%	95
Financial (Adults)			
Have home mortgage (1st)	3,347	33.4%	107
Used ATM/cash machine in last 12 months	4,938	49.2%	100
Own any stock	642	6.4%	84
Own U.S. savings bond	457	4.6%	86
Own shares in mutual fund (stock)	664	6.6%	91
Own shares in mutual fund (bonds)	411	4.1%	84
Have interest checking account	2,882	28.7%	102
Have non-interest checking account	3,307	33.0%	117
Have savings account	5,623	56.1%	104
Have 401K retirement savings plan	1,554	15.5%	107
Own/used any credit/debit card in last 12 months	7,715	76.9%	103
Avg monthly credit card expenditures: <\$111	1,474	14.7%	127
Avg monthly credit card expenditures: \$111-\$225	674	6.7%	98
Avg monthly credit card expenditures: \$226-\$450	604	6.0%	95
Avg monthly credit card expenditures: \$451-\$700	518	5.2%	97
Avg monthly credit card expenditures: \$701-\$1,000	335	3.3%	77
Avg monthly credit card expenditures: \$1,001+	693	6.9%	76
Did banking online in last 12 months	3,710	37.0%	104
Did banking on mobile device in last 12 months	1,441	14.4%	103
Paid bills online in last 12 months	4,401	43.9%	102

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Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	3,663	73.8%	106
Used bread in last 6 months	4,728	95.3%	101
Used chicken (fresh or frozen) in last 6 months	3,468	69.9%	101
Used turkey (fresh or frozen) in last 6 months	825	16.6%	105
Used fish/seafood (fresh or frozen) in last 6 months	2,715	54.7%	100
Used fresh fruit/vegetables in last 6 months	4,298	86.6%	101
Used fresh milk in last 6 months	4,493	90.5%	103
Used organic food in last 6 months	724	14.6%	74
Health (Adults)			
Exercise at home 2+ times per week	2,723	27.2%	96
Exercise at club 2+ times per week	1,011	10.1%	77
Visited a doctor in last 12 months	7,671	76.5%	101
Used vitamin/dietary supplement in last 6 months	5,077	50.6%	96
Home (Households)			
Any home improvement in last 12 months	1,463	29.5%	110
Used housekeeper/maid/professional HH cleaning service in last 12	469	9.4%	72
Purchased low ticket HH furnishings in last 12 months	778	15.7%	98
Purchased big ticket HH furnishings in last 12 months	1,038	20.9%	100
Bought any small kitchen appliance in last 12 months	1,108	22.3%	101
Bought any large kitchen appliance in last 12 months	650	13.1%	103
Insurance (Adults/Households)			
Currently carry life insurance	4,771	47.6%	111
Carry medical/hospital/accident insurance	6,643	66.2%	101
Carry homeowner insurance	5,374	53.6%	114
Carry renter's insurance	712	7.1%	87
Have auto insurance: 1 vehicle in household covered	1,416	28.5%	93
Have auto insurance: 2 vehicles in household covered	1,475	29.7%	104
Have auto insurance: 3+ vehicles in household covered	1,338	27.0%	123
Pets (Households)			
Household owns any pet	3,112	62.7%	117
Household owns any cat	1,407	28.3%	126
Household owns any dog	2,455	49.5%	121
Psychographics (Adults)			
Buying American is important to me	4,877	48.6%	115
Usually buy items on credit rather than wait	1,044	10.4%	89
Usually buy based on quality - not price	1,754	17.5%	97
Price is usually more important than brand name	2,856	28.5%	109
Usually use coupons for brands I buy often	1,960	19.5%	103
Am interested in how to help the environment	1,363	13.6%	83
Usually pay more for environ safe product	1,097	10.9%	86
Usually value green products over convenience	896	8.9%	85
Likely to buy a brand that supports a charity	3,584	35.7%	102
Reading (Adults)			
Bought digital book in last 12 months	1,183	11.8%	89
Bought hardcover book in last 12 months	2,031	20.3%	97
Bought paperback book in last 12 month	3,121	31.1%	99
Read any daily newspaper (paper version)	2,604	26.0%	99
Read any digital newspaper in last 30 days	2,997	29.9%	90
Read any magazine (paper/electronic version) in last 6 months	8,997	89.7%	99

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 Drive Time Band: 5 - 10 minute radius

Latitude: 38.4429
 Longitude: -90.9901

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	7,724	77.0%	103
Went to family restaurant/steak house: 4+ times a month	2,746	27.4%	100
Went to fast food/drive-in restaurant in last 6 months	9,210	91.8%	102
Went to fast food/drive-in restaurant 9+ times/mo	4,107	41.0%	104
Fast food/drive-in last 6 months: eat in	3,796	37.9%	104
Fast food/drive-in last 6 months: home delivery	762	7.6%	99
Fast food/drive-in last 6 months: take-out/drive-thru	5,202	51.9%	112
Fast food/drive-in last 6 months: take-out/walk-in	1,875	18.7%	96
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	2,860	28.5%	90
Own e-reader/tablet: iPad	1,139	11.4%	74
Own any portable MP3 player	3,001	29.9%	97
HH owns 1 TV	884	17.8%	87
HH owns 2 TVs	1,275	25.7%	99
HH owns 3 TVs	1,159	23.4%	109
HH owns 4+ TVs	1,009	20.3%	108
HH subscribes to cable TV	2,088	42.1%	85
HH subscribes to fiber optic	186	3.7%	49
HH has satellite dish	1,724	34.7%	137
HH owns DVD/Blu-ray player	3,126	63.0%	104
HH owns camcorder	697	14.0%	101
HH owns portable GPS navigation device	1,454	29.3%	107
HH purchased video game system in last 12 mos	340	6.9%	86
HH owns Internet video device for TV	282	5.7%	81
Travel (Adults)			
Domestic travel in last 12 months	4,866	48.5%	97
Took 3+ domestic non-business trips in last 12 months	997	9.9%	90
Spent on domestic vacations in last 12 months: <\$1,000	1,069	10.7%	99
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	512	5.1%	88
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	363	3.6%	101
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	390	3.9%	100
Spent on domestic vacations in last 12 months: \$3,000+	421	4.2%	76
Domestic travel in the 12 months: used general travel website	517	5.2%	76
Foreign travel in last 3 years	1,731	17.3%	72
Took 3+ foreign trips by plane in last 3 years	255	2.5%	57
Spent on foreign vacations in last 12 months: <\$1,000	288	2.9%	69
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	248	2.5%	76
Spent on foreign vacations in last 12 months: \$3,000+	312	3.1%	63
Foreign travel in last 3 years: used general travel website	330	3.3%	59
Nights spent in hotel/motel in last 12 months: any	3,856	38.5%	95
Took cruise of more than one day in last 3 years	650	6.5%	77
Member of any frequent flyer program	1,074	10.7%	66
Member of any hotel rewards program	1,215	12.1%	86

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.



Retail Marketplace Potential

Hwy 50/47, Union, MO 63084
 Drive Time Band: 10 - 15 minute radius

Latitude: 38.4429
 Longitude: -90.9901

Demographic Summary		2016	2021
Population		30,685	31,156
Population 18+		23,745	24,267
Households		12,285	12,547
Median Household Income		\$51,578	\$56,464

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	11,737	49.4%	105
Bought any women's clothing in last 12 months	10,667	44.9%	102
Bought clothing for child <13 years in last 6 months	6,524	27.5%	100
Bought any shoes in last 12 months	12,791	53.9%	100
Bought costume jewelry in last 12 months	4,690	19.8%	101
Bought any fine jewelry in last 12 months	4,151	17.5%	95
Bought a watch in last 12 months	2,456	10.3%	94
Automobiles (Households)			
HH owns/leases any vehicle	11,091	90.3%	105
HH bought/leased new vehicle last 12 mo	1,122	9.1%	97
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	21,411	90.2%	106
Bought/changed motor oil in last 12 months	13,359	56.3%	115
Had tune-up in last 12 months	6,971	29.4%	97
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	14,702	61.9%	95
Drank regular cola in last 6 months	10,773	45.4%	101
Drank beer/ale in last 6 months	9,910	41.7%	98
Cameras (Adults)			
Own digital point & shoot camera	7,651	32.2%	111
Own digital single-lens reflex (SLR) camera	1,892	8.0%	92
Bought any camera in last 12 months	1,379	5.8%	102
Printed digital photos in last 12 months	777	3.3%	112
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	8,379	35.3%	98
Have a smartphone	12,308	51.8%	88
Have a smartphone: Android phone (any brand)	6,209	26.1%	97
Have a smartphone: Apple iPhone	4,729	19.9%	77
Number of cell phones in household: 1	4,020	32.7%	102
Number of cell phones in household: 2	4,690	38.2%	102
Number of cell phones in household: 3+	2,851	23.2%	91
HH has cell phone only (no landline telephone)	4,886	39.8%	95
Computers (Households)			
HH owns a computer	9,264	75.4%	98
HH owns desktop computer	5,733	46.7%	103
HH owns laptop/notebook	6,344	51.6%	95
HH owns any Apple/Mac brand computer	1,255	10.2%	68
HH owns any PC/non-Apple brand computer	8,570	69.8%	103
HH purchased most recent computer in a store	4,712	38.4%	102
HH purchased most recent computer online	1,504	12.2%	94
Spent <\$500 on most recent home computer	2,043	16.6%	115
Spent \$500-\$999 on most recent home computer	2,437	19.8%	104
Spent \$1,000-\$1,499 on most recent home computer	1,040	8.5%	89
Spent \$1,500-\$1,999 on most recent home computer	461	3.8%	82
Spent \$2,000+ on most recent home computer	379	3.1%	79

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Retail Marketplace Potential

Hwy 50/47, Union, MO 63084
 Drive Time Band: 10 - 15 minute radius

Latitude: 38.4429
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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	12,441	52.4%	103
Bought brewed coffee at convenience store in last 30 days	3,939	16.6%	106
Bought cigarettes at convenience store in last 30 days	3,690	15.5%	124
Bought gas at convenience store in last 30 days	9,537	40.2%	122
Spent at convenience store in last 30 days: <\$20	1,922	8.1%	100
Spent at convenience store in last 30 days: \$20-\$39	2,094	8.8%	97
Spent at convenience store in last 30 days: \$40-\$50	1,964	8.3%	108
Spent at convenience store in last 30 days: \$51-\$99	1,191	5.0%	113
Spent at convenience store in last 30 days: \$100+	6,604	27.8%	121
Entertainment (Adults)			
Attended a movie in last 6 months	13,220	55.7%	94
Went to live theater in last 12 months	2,805	11.8%	91
Went to a bar/night club in last 12 months	3,876	16.3%	98
Dined out in last 12 months	10,950	46.1%	103
Gambled at a casino in last 12 months	3,220	13.6%	99
Visited a theme park in last 12 months	3,678	15.5%	88
Viewed movie (video-on-demand) in last 30 days	3,284	13.8%	81
Viewed TV show (video-on-demand) in last 30 days	2,353	9.9%	77
Watched any pay-per-view TV in last 12 months	2,879	12.1%	92
Downloaded a movie over the Internet in last 30 days	1,132	4.8%	66
Downloaded any individual song in last 6 months	4,388	18.5%	91
Watched a movie online in the last 30 days	2,719	11.5%	72
Watched a TV program online in last 30 days	2,668	11.2%	75
Played a video/electronic game (console) in last 12 months	2,599	10.9%	105
Played a video/electronic game (portable) in last 12 months	1,101	4.6%	102
Financial (Adults)			
Have home mortgage (1st)	7,818	32.9%	106
Used ATM/cash machine in last 12 months	11,475	48.3%	98
Own any stock	1,839	7.7%	101
Own U.S. savings bond	1,351	5.7%	107
Own shares in mutual fund (stock)	1,834	7.7%	106
Own shares in mutual fund (bonds)	1,144	4.8%	99
Have interest checking account	7,395	31.1%	111
Have non-interest checking account	7,548	31.8%	112
Have savings account	13,456	56.7%	105
Have 401K retirement savings plan	3,627	15.3%	105
Own/used any credit/debit card in last 12 months	18,141	76.4%	103
Avg monthly credit card expenditures: <\$111	3,178	13.4%	115
Avg monthly credit card expenditures: \$111-\$225	1,733	7.3%	106
Avg monthly credit card expenditures: \$226-\$450	1,496	6.3%	100
Avg monthly credit card expenditures: \$451-\$700	1,328	5.6%	105
Avg monthly credit card expenditures: \$701-\$1,000	933	3.9%	91
Avg monthly credit card expenditures: \$1,001+	1,711	7.2%	79
Did banking online in last 12 months	8,121	34.2%	96
Did banking on mobile device in last 12 months	2,937	12.4%	88
Paid bills online in last 12 months	9,710	40.9%	95

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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	9,027	73.5%	106
Used bread in last 6 months	11,753	95.7%	102
Used chicken (fresh or frozen) in last 6 months	8,545	69.6%	101
Used turkey (fresh or frozen) in last 6 months	2,070	16.8%	106
Used fish/seafood (fresh or frozen) in last 6 months	6,645	54.1%	99
Used fresh fruit/vegetables in last 6 months	10,658	86.8%	101
Used fresh milk in last 6 months	11,130	90.6%	103
Used organic food in last 6 months	1,857	15.1%	77
Health (Adults)			
Exercise at home 2+ times per week	6,706	28.2%	100
Exercise at club 2+ times per week	2,512	10.6%	81
Visited a doctor in last 12 months	18,401	77.5%	102
Used vitamin/dietary supplement in last 6 months	12,411	52.3%	99
Home (Households)			
Any home improvement in last 12 months	3,685	30.0%	112
Used housekeeper/maid/professional HH cleaning service in last 12	1,308	10.6%	81
Purchased low ticket HH furnishings in last 12 months	1,917	15.6%	97
Purchased big ticket HH furnishings in last 12 months	2,519	20.5%	98
Bought any small kitchen appliance in last 12 months	2,754	22.4%	101
Bought any large kitchen appliance in last 12 months	1,560	12.7%	100
Insurance (Adults/Households)			
Currently carry life insurance	11,482	48.4%	113
Carry medical/hospital/accident insurance	16,075	67.7%	103
Carry homeowner insurance	12,955	54.6%	116
Carry renter's insurance	1,769	7.4%	91
Have auto insurance: 1 vehicle in household covered	3,572	29.1%	94
Have auto insurance: 2 vehicles in household covered	3,601	29.3%	103
Have auto insurance: 3+ vehicles in household covered	3,313	27.0%	124
Pets (Households)			
Household owns any pet	7,461	60.7%	113
Household owns any cat	3,509	28.6%	127
Household owns any dog	5,783	47.1%	116
Psychographics (Adults)			
Buying American is important to me	11,610	48.9%	115
Usually buy items on credit rather than wait	2,442	10.3%	88
Usually buy based on quality - not price	4,006	16.9%	94
Price is usually more important than brand name	6,492	27.3%	104
Usually use coupons for brands I buy often	4,745	20.0%	106
Am interested in how to help the environment	3,155	13.3%	82
Usually pay more for environ safe product	2,522	10.6%	83
Usually value green products over convenience	2,104	8.9%	84
Likely to buy a brand that supports a charity	8,464	35.6%	102
Reading (Adults)			
Bought digital book in last 12 months	2,794	11.8%	89
Bought hardcover book in last 12 months	5,001	21.1%	101
Bought paperback book in last 12 month	7,179	30.2%	96
Read any daily newspaper (paper version)	6,964	29.3%	112
Read any digital newspaper in last 30 days	7,043	29.7%	89
Read any magazine (paper/electronic version) in last 6 months	21,333	89.8%	99

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Retail Marketplace Potential

Hwy 50/47, Union, MO 63084
 Drive Time Band: 10 - 15 minute radius

Latitude: 38.4429
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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	18,260	76.9%	103
Went to family restaurant/steak house: 4+ times a month	6,797	28.6%	104
Went to fast food/drive-in restaurant in last 6 months	21,709	91.4%	102
Went to fast food/drive-in restaurant 9+ times/mo	9,522	40.1%	102
Fast food/drive-in last 6 months: eat in	9,108	38.4%	105
Fast food/drive-in last 6 months: home delivery	1,684	7.1%	92
Fast food/drive-in last 6 months: take-out/drive-thru	11,846	49.9%	108
Fast food/drive-in last 6 months: take-out/walk-in	4,296	18.1%	93
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	6,433	27.1%	85
Own e-reader/tablet: iPad	2,586	10.9%	71
Own any portable MP3 player	6,961	29.3%	95
HH owns 1 TV	2,267	18.5%	90
HH owns 2 TVs	3,251	26.5%	102
HH owns 3 TVs	2,873	23.4%	109
HH owns 4+ TVs	2,465	20.1%	106
HH subscribes to cable TV	5,514	44.9%	90
HH subscribes to fiber optic	431	3.5%	46
HH has satellite dish	4,122	33.6%	132
HH owns DVD/Blu-ray player	7,739	63.0%	104
HH owns camcorder	1,786	14.5%	104
HH owns portable GPS navigation device	3,720	30.3%	110
HH purchased video game system in last 12 mos	738	6.0%	76
HH owns Internet video device for TV	668	5.4%	77
Travel (Adults)			
Domestic travel in last 12 months	11,564	48.7%	97
Took 3+ domestic non-business trips in last 12 months	2,507	10.6%	95
Spent on domestic vacations in last 12 months: <\$1,000	2,588	10.9%	102
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	1,253	5.3%	90
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	835	3.5%	98
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	940	4.0%	101
Spent on domestic vacations in last 12 months: \$3,000+	1,110	4.7%	85
Domestic travel in the 12 months: used general travel website	1,306	5.5%	81
Foreign travel in last 3 years	4,279	18.0%	75
Took 3+ foreign trips by plane in last 3 years	725	3.1%	68
Spent on foreign vacations in last 12 months: <\$1,000	738	3.1%	75
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	589	2.5%	76
Spent on foreign vacations in last 12 months: \$3,000+	844	3.6%	72
Foreign travel in last 3 years: used general travel website	909	3.8%	69
Nights spent in hotel/motel in last 12 months: any	9,389	39.5%	97
Took cruise of more than one day in last 3 years	1,610	6.8%	81
Member of any frequent flyer program	2,602	11.0%	67
Member of any hotel rewards program	2,992	12.6%	89

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