



Retail Marketplace Potential

, Union, MO 63084
Ring: 1 mile radius

Latitude: 38.44884110
Longitude: -91.0091685

Demographic Summary	2013	2018
Population	5,431	5,439
Population 18+	3,970	3,946
Households	2,160	2,170
Median Household Income	\$37,584	\$43,811

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	2,026	51.0%	103
Bought any women's clothing in last 12 months	1,782	44.9%	99
Bought clothing for child <13 years in last 6 months	1,110	28.0%	94
Bought any shoes in last 12 months	2,142	54.0%	98
Bought costume jewelry in last 12 months	737	18.6%	93
Bought any fine jewelry in last 12 months	747	18.8%	95
Bought a watch in last 12 months	387	9.7%	86
Automobiles (Households)			
HH owns/leases any vehicle	1,840	85.2%	100
HH bought/leased new vehicle last 12 mo	142	6.6%	83
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	3,444	86.8%	102
Bought/changed motor oil in last 12 months	2,230	56.2%	111
Had tune-up in last 12 months	1,206	30.4%	96
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	2,368	59.6%	94
Drank regular cola in last 6 months	1,954	49.2%	106
Drank beer/ale in last 6 months	1,675	42.2%	99
Cameras (Adults)			
Own digital point & shoot camera	1,380	34.8%	100
Own digital single-lens reflex (SLR) camera	308	7.8%	93
Bought any camera in last 12 months	293	7.4%	85
Bought memory card for camera in last 12 months	258	6.5%	99
Printed digital photos in last 12 months	171	4.3%	98
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	1,610	40.6%	108
Have a smartphone	1,330	33.5%	92
Have an iPhone	332	8.4%	72
Number of cell phones in household: 1	749	34.7%	109
Number of cell phones in household: 2	770	35.6%	99
Number of cell phones in household: 3+	439	20.3%	82
HH has cell phone only (no landline telephone)	883	40.9%	122
Computers (Households)			
HH owns a computer	1,568	72.6%	96
HH owns desktop computer	1,102	51.0%	98
HH owns laptop/notebook/tablet	924	42.8%	90
Spent <\$500 on most recent home computer	350	16.2%	123
Spent \$500-\$999 on most recent home computer	448	20.7%	100
Spent \$1,000-\$1,499 on most recent home computer	207	9.6%	89
Spent \$1,500-\$1,999 on most recent home computer	63	2.9%	59
Spent \$2,000+ on most recent home computer	73	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 2013 and 2018.



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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Bought brewed coffee at convenience store in last 30 days	650	16.4%	104
Bought cigarettes at convenience store in last 30 days	741	18.7%	140
Bought gas at convenience store in last 30 days	1,636	41.2%	124
Spent at convenience store in last 30 days: <\$11	254	6.4%	91
Spent at convenience store in last 30 days: \$11-\$19	59	1.5%	77
Spent at convenience store in last 30 days: \$20-\$39	356	9.0%	96
Spent at convenience store in last 30 days: \$40-\$50	341	8.6%	113
Spent at convenience store in last 30 days: \$51-\$99	271	6.8%	138
Spent at convenience store in last 30 days: \$100+	1,152	29.0%	126
Entertainment (Adults)			
Attended a movie in last 6 months	2,332	58.7%	97
Went to live theater in last 12 months	385	9.7%	80
Went to a bar/night club in last 12 months	850	21.4%	119
Dined out in last 12 months	1,848	46.5%	101
Gambled at a casino in last 12 months	649	16.3%	105
Visited a theme park in last 12 months	657	16.5%	91
Viewed movie (video-on-demand) in last 30 days	516	13.0%	84
Viewed TV show (video-on-demand) in last 30 days	353	8.9%	85
Watched any pay-per-view TV in last 12 months	470	11.8%	84
Downloaded a movie over the Internet in last 30 days	228	5.7%	97
Downloaded any individual song in last 6 months	813	20.5%	100
Watched a movie online in the last 30 days	398	10.0%	89
Watched a TV program online in last 30 days	379	9.5%	77
Played a video/electronic game (console) in last 12 months	638	16.1%	136
Played a video/electronic game (portable) in last 12 months	181	4.6%	99
Financial (Adults)			
Have home mortgage (1st)	1,277	32.2%	100
Used ATM/cash machine in last 12 months	1,859	46.8%	98
Own any stock	275	6.9%	84
Own U.S. savings bond	240	6.0%	96
Own shares in mutual fund (stock)	282	7.1%	88
Own shares in mutual fund (bonds)	162	4.1%	78
Have interest checking account	1,142	28.8%	99
Have non-interest checking account	1,199	30.2%	105
Have savings account	2,125	53.5%	101
Have 401K retirement savings plan	602	15.2%	103
Own/used any credit/debit card in last 12 months	2,860	72.0%	99
Avg monthly credit card expenditures: <\$111	558	14.1%	113
Avg monthly credit card expenditures: \$111-\$225	248	6.2%	96
Avg monthly credit card expenditures: \$226-\$450	176	4.4%	72
Avg monthly credit card expenditures: \$451-\$700	166	4.2%	79
Avg monthly credit card expenditures: \$701-\$1,000	127	3.2%	71
Avg monthly credit card expenditures: \$1,001+	222	5.6%	62
Did banking online in last 12 months	1,341	33.8%	98
Did banking on mobile device in last 12 months	262	6.6%	91
Paid bills online in last 12 months	1,552	39.1%	98

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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	3,028	76.3%	106
Used bread in last 6 months	3,824	96.3%	101
Used chicken/turkey (fresh or frozen) in last 6 months	3,220	81.1%	101
Used fish/seafood (fresh or frozen) in last 6 months	2,093	52.7%	95
Used fresh fruit/vegetables in last 6 months	3,474	87.5%	100
Used fresh milk in last 6 months	3,620	91.2%	101
Used organic food in last 6 months	650	16.4%	86
Health (Adults)			
Exercise at home 2+ times per week	1,052	26.5%	97
Exercise at club 2+ times per week	410	10.3%	78
Visited a doctor in last 12 months	3,017	76.0%	101
Used vitamin/dietary supplement in last 6 months	2,036	51.3%	96
Home (Households)			
Any home improvement in last 12 months	622	28.8%	102
Used housekeeper/maid/professional HH cleaning service in last 12	191	8.8%	66
Purchased low ticket HH furnishings in last 12 months	350	16.2%	103
Purchased big ticket HH furnishings in last 12 months	463	21.4%	101
Purchased bedding/bath goods in last 12 months	1,129	52.3%	97
Purchased cooking/serving product in last 12 months	487	22.5%	92
Bought any small kitchen appliance in last 12 months	463	21.4%	98
Bought any large kitchen appliance in last 12 months	270	12.5%	98
Insurance (Adults/Households)			
Currently carry life insurance	1,797	45.3%	103
Carry medical/hospital/accident insurance	2,485	62.6%	98
Carry homeowner insurance	2,028	51.1%	105
Have auto insurance: 1 vehicle in household covered	709	32.8%	106
Have auto insurance: 2 vehicles in household covered	554	25.6%	92
Have auto insurance: 3+ vehicles in household covered	482	22.3%	101
Pets (Households)			
Household owns any pet	1,268	58.7%	111
Household owns any cat	624	28.9%	126
Household owns any dog	929	43.0%	110
Psychographics (Adults)			
Buying American is important to me	1,838	46.3%	112
Usually buy items on credit rather than wait	369	9.3%	80
Usually buy based on quality - not price	695	17.5%	96
Price is usually more important than brand name	1,131	28.5%	105
Usually use coupons for brands I buy often	757	19.1%	102
Am interested in how to help the environment	624	15.7%	90
Usually pay more for environ safe product	401	10.1%	80
Usually value green products over convenience	313	7.9%	80
Likely to buy a brand that supports a charity	1,414	35.6%	106
Reading (Adults)			
Bought digital book in last 12 months	191	4.8%	69
Bought hardcover book in last 12 months	893	22.5%	89
Bought paperback book in last 12 month	1,350	34.0%	94
Read newspaper using e-reader/tablet in last 6 months	59	1.5%	59
Read book using e-reader/tablet in last 6 months	167	4.2%	59
Read any daily newspaper (paper version)	1,345	33.9%	106
Read any magazine (paper/electronic version) in last 6 months	3,594	90.5%	100

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	3,100	78.1%	103
Went to family restaurant/steak house: 4+ times a month	1,193	30.1%	101
Went to fast food/drive-in restaurant in last 6 months	3,687	92.9%	103
Went to fast food/drive-in restaurant 9+ times/mo	1,691	42.6%	105
Fast food/drive-in last 6 months: eat in	1,520	38.3%	106
Fast food/drive-in last 6 months: home delivery	367	9.2%	119
Fast food/drive-in last 6 months: take-out/drive-thru	2,084	52.5%	111
Fast food/drive-in last 6 months: take-out/walk-in	814	20.5%	105
Television & Electronics (Adults/Households)			
Own any e-reader/tablet (such as Kindle or iPad)	225	5.7%	58
Own any portable MP3 player	1,279	32.2%	96
HH owns 1 TV	406	18.8%	95
HH owns 2 TVs	593	27.5%	105
HH owns 3 TVs	477	22.1%	102
HH owns 4+ TVs	431	20.0%	99
HH subscribes to cable TV	1,152	53.3%	96
HH subscribes to fiber optic	64	3.0%	48
HH has satellite dish	566	26.2%	103
HH owns DVD/Blu-ray player	1,371	63.5%	102
HH owns camcorder	325	15.0%	87
HH owns portable GPS navigation device	491	22.7%	87
HH owns video game system	950	44.0%	101
Travel (Adults)			
Domestic travel in last 12 months	1,894	47.7%	94
Took 3+ domestic non-business trips in last 12 months	406	10.2%	82
Spent on domestic vacations in last 12 months: <\$1,000	485	12.2%	106
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	234	5.9%	99
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	114	2.9%	76
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	120	3.0%	76
Spent on domestic vacations in last 12 months: \$3,000+	167	4.2%	75
Domestic travel in the 12 months: used general travel website	270	6.8%	88
Foreign travel in last 3 years	609	15.3%	62
Took 3+ foreign trips by plane in last 3 years	89	2.2%	51
Spent on foreign vacations in last 12 months: <\$1,000	136	3.4%	70
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	76	1.9%	56
Spent on foreign vacations in last 12 months: \$3,000+	106	2.7%	56
Foreign travel in last 3 years: used general travel website	146	3.7%	60
Stayed 1+ nights at hotel/motel in last 12 months	1,583	39.9%	95
Took cruise of more than one day in last 3 years	230	5.8%	67
Member of any frequent flyer program	390	9.8%	59
Member of any hotel rewards program	360	9.1%	67

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Retail Marketplace Potential

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Demographic Summary	2013	2018
Population	12,811	12,841
Population 18+	9,376	9,369
Households	4,804	4,839
Median Household Income	\$39,898	\$47,222

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	4,818	51.4%	104
Bought any women's clothing in last 12 months	4,200	44.8%	99
Bought clothing for child <13 years in last 6 months	2,777	29.6%	100
Bought any shoes in last 12 months	5,109	54.5%	99
Bought costume jewelry in last 12 months	1,754	18.7%	93
Bought any fine jewelry in last 12 months	1,750	18.7%	94
Bought a watch in last 12 months	943	10.1%	88
Automobiles (Households)			
HH owns/leases any vehicle	4,206	87.6%	103
HH bought/leased new vehicle last 12 mo	359	7.5%	95
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	8,355	89.1%	104
Bought/changed motor oil in last 12 months	5,415	57.8%	114
Had tune-up in last 12 months	2,936	31.3%	99
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	5,609	59.8%	94
Drank regular cola in last 6 months	4,673	49.8%	107
Drank beer/ale in last 6 months	3,946	42.1%	99
Cameras (Adults)			
Own digital point & shoot camera	3,352	35.8%	103
Own digital single-lens reflex (SLR) camera	745	7.9%	95
Bought any camera in last 12 months	726	7.7%	89
Bought memory card for camera in last 12 months	612	6.5%	100
Printed digital photos in last 12 months	449	4.8%	109
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	3,719	39.7%	106
Have a smartphone	3,182	33.9%	93
Have an iPhone	841	9.0%	77
Number of cell phones in household: 1	1,563	32.5%	102
Number of cell phones in household: 2	1,762	36.7%	102
Number of cell phones in household: 3+	1,077	22.4%	91
HH has cell phone only (no landline telephone)	1,871	38.9%	116
Computers (Households)			
HH owns a computer	3,540	73.7%	97
HH owns desktop computer	2,512	52.3%	100
HH owns laptop/notebook/tablet	2,120	44.1%	93
Spent <\$500 on most recent home computer	736	15.3%	117
Spent \$500-\$999 on most recent home computer	1,028	21.4%	104
Spent \$1,000-\$1,499 on most recent home computer	481	10.0%	93
Spent \$1,500-\$1,999 on most recent home computer	163	3.4%	68
Spent \$2,000+ on most recent home computer	151	3.1%	81

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Bought brewed coffee at convenience store in last 30 days	1,576	16.8%	107
Bought cigarettes at convenience store in last 30 days	1,749	18.7%	139
Bought gas at convenience store in last 30 days	4,012	42.8%	129
Spent at convenience store in last 30 days: <\$11	566	6.0%	86
Spent at convenience store in last 30 days: \$11-\$19	149	1.6%	82
Spent at convenience store in last 30 days: \$20-\$39	856	9.1%	98
Spent at convenience store in last 30 days: \$40-\$50	797	8.5%	112
Spent at convenience store in last 30 days: \$51-\$99	567	6.0%	122
Spent at convenience store in last 30 days: \$100+	2,815	30.0%	131
Entertainment (Adults)			
Attended a movie in last 6 months	5,416	57.8%	95
Went to live theater in last 12 months	935	10.0%	82
Went to a bar/night club in last 12 months	1,909	20.4%	114
Dined out in last 12 months	4,478	47.8%	104
Gambled at a casino in last 12 months	1,449	15.5%	99
Visited a theme park in last 12 months	1,525	16.3%	89
Viewed movie (video-on-demand) in last 30 days	1,155	12.3%	79
Viewed TV show (video-on-demand) in last 30 days	758	8.1%	78
Watched any pay-per-view TV in last 12 months	1,235	13.2%	94
Downloaded a movie over the Internet in last 30 days	511	5.5%	92
Downloaded any individual song in last 6 months	1,857	19.8%	96
Watched a movie online in the last 30 days	866	9.2%	82
Watched a TV program online in last 30 days	877	9.4%	75
Played a video/electronic game (console) in last 12 months	1,369	14.6%	124
Played a video/electronic game (portable) in last 12 months	435	4.6%	100
Financial (Adults)			
Have home mortgage (1st)	3,279	35.0%	109
Used ATM/cash machine in last 12 months	4,450	47.5%	99
Own any stock	658	7.0%	85
Own U.S. savings bond	538	5.7%	91
Own shares in mutual fund (stock)	684	7.3%	90
Own shares in mutual fund (bonds)	394	4.2%	80
Have interest checking account	2,763	29.5%	102
Have non-interest checking account	2,868	30.6%	106
Have savings account	5,059	54.0%	102
Have 401K retirement savings plan	1,473	15.7%	107
Own/used any credit/debit card in last 12 months	6,841	73.0%	100
Avg monthly credit card expenditures: <\$111	1,270	13.5%	109
Avg monthly credit card expenditures: \$111-\$225	585	6.2%	96
Avg monthly credit card expenditures: \$226-\$450	463	4.9%	81
Avg monthly credit card expenditures: \$451-\$700	429	4.6%	86
Avg monthly credit card expenditures: \$701-\$1,000	309	3.3%	74
Avg monthly credit card expenditures: \$1,001+	585	6.2%	69
Did banking online in last 12 months	3,236	34.5%	101
Did banking on mobile device in last 12 months	651	6.9%	96
Paid bills online in last 12 months	3,700	39.5%	99

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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	7,203	76.8%	107
Used bread in last 6 months	9,071	96.7%	101
Used chicken/turkey (fresh or frozen) in last 6 months	7,650	81.6%	101
Used fish/seafood (fresh or frozen) in last 6 months	4,995	53.3%	96
Used fresh fruit/vegetables in last 6 months	8,275	88.3%	101
Used fresh milk in last 6 months	8,591	91.6%	102
Used organic food in last 6 months	1,511	16.1%	85
Health (Adults)			
Exercise at home 2+ times per week	2,445	26.1%	96
Exercise at club 2+ times per week	956	10.2%	77
Visited a doctor in last 12 months	7,173	76.5%	101
Used vitamin/dietary supplement in last 6 months	4,846	51.7%	97
Home (Households)			
Any home improvement in last 12 months	1,458	30.3%	107
Used housekeeper/maid/professional HH cleaning service in last 12	463	9.6%	72
Purchased low ticket HH furnishings in last 12 months	789	16.4%	105
Purchased big ticket HH furnishings in last 12 months	989	20.6%	97
Purchased bedding/bath goods in last 12 months	2,583	53.8%	100
Purchased cooking/serving product in last 12 months	1,112	23.1%	95
Bought any small kitchen appliance in last 12 months	1,041	21.7%	99
Bought any large kitchen appliance in last 12 months	621	12.9%	101
Insurance (Adults/Households)			
Currently carry life insurance	4,348	46.4%	106
Carry medical/hospital/accident insurance	5,976	63.7%	99
Carry homeowner insurance	5,060	54.0%	111
Have auto insurance: 1 vehicle in household covered	1,493	31.1%	100
Have auto insurance: 2 vehicles in household covered	1,314	27.4%	98
Have auto insurance: 3+ vehicles in household covered	1,189	24.8%	112
Pets (Households)			
Household owns any pet	2,946	61.3%	116
Household owns any cat	1,425	29.7%	129
Household owns any dog	2,247	46.8%	119
Psychographics (Adults)			
Buying American is important to me	4,438	47.3%	114
Usually buy items on credit rather than wait	867	9.2%	80
Usually buy based on quality - not price	1,591	17.0%	93
Price is usually more important than brand name	2,677	28.6%	105
Usually use coupons for brands I buy often	1,798	19.2%	102
Am interested in how to help the environment	1,404	15.0%	86
Usually pay more for environ safe product	893	9.5%	76
Usually value green products over convenience	725	7.7%	78
Likely to buy a brand that supports a charity	3,321	35.4%	106
Reading (Adults)			
Bought digital book in last 12 months	514	5.5%	79
Bought hardcover book in last 12 months	2,144	22.9%	90
Bought paperback book in last 12 month	3,226	34.4%	95
Read newspaper using e-reader/tablet in last 6 months	137	1.5%	58
Read book using e-reader/tablet in last 6 months	444	4.7%	67
Read any daily newspaper (paper version)	3,128	33.4%	104
Read any magazine (paper/electronic version) in last 6 months	8,488	90.5%	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	7,366	78.6%	104
Went to family restaurant/steak house: 4+ times a month	2,866	30.6%	103
Went to fast food/drive-in restaurant in last 6 months	8,683	92.6%	103
Went to fast food/drive-in restaurant 9+ times/mo	4,024	42.9%	106
Fast food/drive-in last 6 months: eat in	3,657	39.0%	108
Fast food/drive-in last 6 months: home delivery	823	8.8%	113
Fast food/drive-in last 6 months: take-out/drive-thru	4,971	53.0%	112
Fast food/drive-in last 6 months: take-out/walk-in	1,813	19.3%	99
Television & Electronics (Adults/Households)			
Own any e-reader/tablet (such as Kindle or iPad)	603	6.4%	66
Own any portable MP3 player	2,943	31.4%	93
HH owns 1 TV	852	17.7%	89
HH owns 2 TVs	1,310	27.3%	104
HH owns 3 TVs	1,082	22.5%	104
HH owns 4+ TVs	1,022	21.3%	105
HH subscribes to cable TV	2,429	50.6%	91
HH subscribes to fiber optic	137	2.9%	46
HH has satellite dish	1,452	30.2%	119
HH owns DVD/Blu-ray player	3,090	64.3%	103
HH owns camcorder	771	16.0%	93
HH owns portable GPS navigation device	1,218	25.4%	97
HH owns video game system	2,167	45.1%	104
Travel (Adults)			
Domestic travel in last 12 months	4,667	49.8%	98
Took 3+ domestic non-business trips in last 12 months	1,089	11.6%	93
Spent on domestic vacations in last 12 months: <\$1,000	1,167	12.4%	108
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	566	6.0%	102
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	308	3.3%	86
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	296	3.2%	79
Spent on domestic vacations in last 12 months: \$3,000+	413	4.4%	78
Domestic travel in the 12 months: used general travel website	629	6.7%	87
Foreign travel in last 3 years	1,584	16.9%	69
Took 3+ foreign trips by plane in last 3 years	218	2.3%	52
Spent on foreign vacations in last 12 months: <\$1,000	316	3.4%	69
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	213	2.3%	66
Spent on foreign vacations in last 12 months: \$3,000+	256	2.7%	57
Foreign travel in last 3 years: used general travel website	366	3.9%	64
Stayed 1+ nights at hotel/motel in last 12 months	3,905	41.6%	99
Took cruise of more than one day in last 3 years	633	6.8%	78
Member of any frequent flyer program	1,038	11.1%	66
Member of any hotel rewards program	974	10.4%	77

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Retail Marketplace Potential

, Union, MO 63084
Ring: 5 miles radius

Latitude: 38.44884110
Longitude: -91.0091685

Demographic Summary	2013	2018
Population	20,148	20,428
Population 18+	14,912	15,094
Households	7,525	7,671
Median Household Income	\$45,227	\$54,021

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	7,917	53.1%	107
Bought any women's clothing in last 12 months	6,706	45.0%	99
Bought clothing for child <13 years in last 6 months	4,397	29.5%	100
Bought any shoes in last 12 months	8,312	55.7%	102
Bought costume jewelry in last 12 months	2,876	19.3%	96
Bought any fine jewelry in last 12 months	2,787	18.7%	94
Bought a watch in last 12 months	1,548	10.4%	91
Automobiles (Households)			
HH owns/leases any vehicle	6,773	90.0%	106
HH bought/leased new vehicle last 12 mo	621	8.3%	105
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	13,574	91.0%	107
Bought/changed motor oil in last 12 months	8,696	58.3%	116
Had tune-up in last 12 months	4,828	32.4%	102
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	8,982	60.2%	94
Drank regular cola in last 6 months	7,218	48.4%	104
Drank beer/ale in last 6 months	6,361	42.7%	100
Cameras (Adults)			
Own digital point & shoot camera	5,735	38.5%	111
Own digital single-lens reflex (SLR) camera	1,273	8.5%	102
Bought any camera in last 12 months	1,271	8.5%	98
Bought memory card for camera in last 12 months	1,025	6.9%	105
Printed digital photos in last 12 months	805	5.4%	123
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	5,803	38.9%	104
Have a smartphone	5,008	33.6%	92
Have an iPhone	1,429	9.6%	82
Number of cell phones in household: 1	2,261	30.0%	94
Number of cell phones in household: 2	2,842	37.8%	105
Number of cell phones in household: 3+	1,878	25.0%	101
HH has cell phone only (no landline telephone)	2,663	35.4%	105
Computers (Households)			
HH owns a computer	5,746	76.4%	101
HH owns desktop computer	4,135	55.0%	106
HH owns laptop/notebook/tablet	3,474	46.2%	97
Spent <\$500 on most recent home computer	1,099	14.6%	111
Spent \$500-\$999 on most recent home computer	1,696	22.5%	109
Spent \$1,000-\$1,499 on most recent home computer	810	10.8%	100
Spent \$1,500-\$1,999 on most recent home computer	316	4.2%	84
Spent \$2,000+ on most recent home computer	233	3.1%	80

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Bought brewed coffee at convenience store in last 30 days	2,580	17.3%	110
Bought cigarettes at convenience store in last 30 days	2,567	17.2%	129
Bought gas at convenience store in last 30 days	6,378	42.8%	129
Spent at convenience store in last 30 days: <\$11	923	6.2%	88
Spent at convenience store in last 30 days: \$11-\$19	243	1.6%	84
Spent at convenience store in last 30 days: \$20-\$39	1,386	9.3%	100
Spent at convenience store in last 30 days: \$40-\$50	1,329	8.9%	117
Spent at convenience store in last 30 days: \$51-\$99	839	5.6%	113
Spent at convenience store in last 30 days: \$100+	4,348	29.2%	127
Entertainment (Adults)			
Attended a movie in last 6 months	8,712	58.4%	96
Went to live theater in last 12 months	1,592	10.7%	88
Went to a bar/night club in last 12 months	2,963	19.9%	111
Dined out in last 12 months	7,450	50.0%	108
Gambled at a casino in last 12 months	2,429	16.3%	104
Visited a theme park in last 12 months	2,436	16.3%	90
Viewed movie (video-on-demand) in last 30 days	1,764	11.8%	76
Viewed TV show (video-on-demand) in last 30 days	1,129	7.6%	73
Watched any pay-per-view TV in last 12 months	2,144	14.4%	102
Downloaded a movie over the Internet in last 30 days	773	5.2%	88
Downloaded any individual song in last 6 months	2,943	19.7%	96
Watched a movie online in the last 30 days	1,287	8.6%	77
Watched a TV program online in last 30 days	1,350	9.1%	73
Played a video/electronic game (console) in last 12 months	2,104	14.1%	120
Played a video/electronic game (portable) in last 12 months	687	4.6%	100
Financial (Adults)			
Have home mortgage (1st)	5,629	37.7%	117
Used ATM/cash machine in last 12 months	7,312	49.0%	102
Own any stock	1,189	8.0%	97
Own U.S. savings bond	949	6.4%	101
Own shares in mutual fund (stock)	1,279	8.6%	106
Own shares in mutual fund (bonds)	748	5.0%	96
Have interest checking account	4,752	31.9%	110
Have non-interest checking account	4,714	31.6%	110
Have savings account	8,513	57.1%	107
Have 401K retirement savings plan	2,580	17.3%	118
Own/used any credit/debit card in last 12 months	11,257	75.5%	104
Avg monthly credit card expenditures: <\$111	2,078	13.9%	112
Avg monthly credit card expenditures: \$111-\$225	959	6.4%	99
Avg monthly credit card expenditures: \$226-\$450	848	5.7%	93
Avg monthly credit card expenditures: \$451-\$700	759	5.1%	96
Avg monthly credit card expenditures: \$701-\$1,000	563	3.8%	84
Avg monthly credit card expenditures: \$1,001+	1,121	7.5%	83
Did banking online in last 12 months	5,504	36.9%	108
Did banking on mobile device in last 12 months	1,060	7.1%	98
Paid bills online in last 12 months	6,108	41.0%	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	11,572	77.6%	108
Used bread in last 6 months	14,483	97.1%	102
Used chicken/turkey (fresh or frozen) in last 6 months	12,323	82.6%	103
Used fish/seafood (fresh or frozen) in last 6 months	8,071	54.1%	98
Used fresh fruit/vegetables in last 6 months	13,325	89.4%	102
Used fresh milk in last 6 months	13,726	92.0%	102
Used organic food in last 6 months	2,447	16.4%	86
Health (Adults)			
Exercise at home 2+ times per week	4,048	27.1%	100
Exercise at club 2+ times per week	1,614	10.8%	82
Visited a doctor in last 12 months	11,581	77.7%	103
Used vitamin/dietary supplement in last 6 months	7,970	53.4%	100
Home (Households)			
Any home improvement in last 12 months	2,445	32.5%	115
Used housekeeper/maid/professional HH cleaning service in last 12	786	10.4%	78
Purchased low ticket HH furnishings in last 12 months	1,254	16.7%	106
Purchased big ticket HH furnishings in last 12 months	1,550	20.6%	97
Purchased bedding/bath goods in last 12 months	4,127	54.8%	102
Purchased cooking/serving product in last 12 months	1,831	24.3%	100
Bought any small kitchen appliance in last 12 months	1,688	22.4%	102
Bought any large kitchen appliance in last 12 months	1,009	13.4%	105
Insurance (Adults/Households)			
Currently carry life insurance	7,175	48.1%	109
Carry medical/hospital/accident insurance	9,952	66.7%	104
Carry homeowner insurance	8,627	57.9%	119
Have auto insurance: 1 vehicle in household covered	2,084	27.7%	89
Have auto insurance: 2 vehicles in household covered	2,196	29.2%	104
Have auto insurance: 3+ vehicles in household covered	2,179	29.0%	131
Pets (Households)			
Household owns any pet	4,828	64.2%	122
Household owns any cat	2,369	31.5%	137
Household owns any dog	3,719	49.4%	126
Psychographics (Adults)			
Buying American is important to me	7,150	47.9%	115
Usually buy items on credit rather than wait	1,420	9.5%	82
Usually buy based on quality - not price	2,537	17.0%	94
Price is usually more important than brand name	4,165	27.9%	103
Usually use coupons for brands I buy often	2,933	19.7%	105
Am interested in how to help the environment	2,154	14.4%	83
Usually pay more for environ safe product	1,382	9.3%	74
Usually value green products over convenience	1,125	7.5%	76
Likely to buy a brand that supports a charity	5,250	35.2%	105
Reading (Adults)			
Bought digital book in last 12 months	880	5.9%	85
Bought hardcover book in last 12 months	3,622	24.3%	96
Bought paperback book in last 12 month	5,402	36.2%	100
Read newspaper using e-reader/tablet in last 6 months	237	1.6%	63
Read book using e-reader/tablet in last 6 months	723	4.8%	68
Read any daily newspaper (paper version)	5,035	33.8%	105
Read any magazine (paper/electronic version) in last 6 months	13,570	91.0%	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	11,942	80.1%	106
Went to family restaurant/steak house: 4+ times a month	4,588	30.8%	104
Went to fast food/drive-in restaurant in last 6 months	13,858	92.9%	103
Went to fast food/drive-in restaurant 9+ times/mo	6,256	42.0%	104
Fast food/drive-in last 6 months: eat in	5,989	40.2%	111
Fast food/drive-in last 6 months: home delivery	1,212	8.1%	105
Fast food/drive-in last 6 months: take-out/drive-thru	7,935	53.2%	113
Fast food/drive-in last 6 months: take-out/walk-in	2,917	19.6%	100
Television & Electronics (Adults/Households)			
Own any e-reader/tablet (such as Kindle or iPad)	1,014	6.8%	70
Own any portable MP3 player	4,904	32.9%	98
HH owns 1 TV	1,256	16.7%	84
HH owns 2 TVs	2,006	26.7%	102
HH owns 3 TVs	1,719	22.8%	106
HH owns 4+ TVs	1,758	23.4%	116
HH subscribes to cable TV	3,548	47.1%	85
HH subscribes to fiber optic	201	2.7%	43
HH has satellite dish	2,594	34.5%	135
HH owns DVD/Blu-ray player	4,986	66.3%	106
HH owns camcorder	1,381	18.4%	106
HH owns portable GPS navigation device	2,115	28.1%	108
HH owns video game system	3,453	45.9%	106
Travel (Adults)			
Domestic travel in last 12 months	7,975	53.5%	105
Took 3+ domestic non-business trips in last 12 months	1,869	12.5%	100
Spent on domestic vacations in last 12 months: <\$1,000	1,973	13.2%	114
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	1,013	6.8%	114
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	561	3.8%	99
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	562	3.8%	94
Spent on domestic vacations in last 12 months: \$3,000+	772	5.2%	92
Domestic travel in the 12 months: used general travel website	1,052	7.1%	91
Foreign travel in last 3 years	2,957	19.8%	81
Took 3+ foreign trips by plane in last 3 years	384	2.6%	58
Spent on foreign vacations in last 12 months: <\$1,000	565	3.8%	77
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	376	2.5%	74
Spent on foreign vacations in last 12 months: \$3,000+	494	3.3%	69
Foreign travel in last 3 years: used general travel website	678	4.5%	75
Stayed 1+ nights at hotel/motel in last 12 months	6,718	45.1%	107
Took cruise of more than one day in last 3 years	1,195	8.0%	92
Member of any frequent flyer program	1,968	13.2%	79
Member of any hotel rewards program	1,865	12.5%	93

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