

Retail Market Potential

Independence City, MO
 Independence City, MO (2935000)
 Geography: Place

Data provided by ESRI

Demographic Summary	2017	2022
Population	120,865	124,191
Population 18+	95,025	97,568
Households	50,166	51,400
Median Household Income	\$48,224	\$53,516

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	44,635	47.0%	99
Bought any women's clothing in last 12 months	41,466	43.6%	101
Bought clothing for child <13 years in last 6 months	26,680	28.1%	102
Bought any shoes in last 12 months	49,917	52.5%	98
Bought costume jewelry in last 12 months	17,454	18.4%	96
Bought any fine jewelry in last 12 months	17,063	18.0%	99
Bought a watch in last 12 months	13,876	14.6%	96
Automobiles (Households)			
HH owns/leases any vehicle	43,130	86.0%	101
HH bought/leased new vehicle last 12 mo	4,148	8.3%	84
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	82,853	87.2%	103
Bought/changed motor oil in last 12 months	49,815	52.4%	109
Had tune-up in last 12 months	26,595	28.0%	98
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	60,922	64.1%	96
Drank regular cola in last 6 months	43,362	45.6%	103
Drank beer/ale in last 6 months	37,947	39.9%	95
Cameras (Adults)			
Own digital point & shoot camera/camcorder	20,000	21.0%	99
Own digital SLR camera/camcorder	7,491	7.9%	95
Printed digital photos in last 12 months	12,455	13.1%	94
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	34,438	36.2%	100
Have a smartphone	59,205	62.3%	93
Have a smartphone: Android phone (any brand)	31,240	32.9%	103
Have a smartphone: Apple iPhone	23,731	25.0%	82
Number of cell phones in household: 1	17,544	35.0%	109
Number of cell phones in household: 2	18,744	37.4%	99
Number of cell phones in household: 3+	11,156	22.2%	85
HH has cell phone only (no landline telephone)	24,125	48.1%	106
Computers (Households)			
HH owns a computer	36,754	73.3%	96
HH owns desktop computer	20,888	41.6%	98
HH owns laptop/notebook	26,201	52.2%	94
HH owns any Apple/Mac brand computer	5,235	10.4%	68
HH owns any PC/non-Apple brand computer	33,427	66.6%	101
HH purchased most recent computer in a store	18,528	36.9%	99
HH purchased most recent computer online	6,117	12.2%	93
Spent <\$500 on most recent home computer	8,728	17.4%	114
Spent \$500-\$999 on most recent home computer	9,023	18.0%	98
Spent \$1,000-\$1,499 on most recent home computer	4,189	8.4%	92
Spent \$1,500-\$1,999 on most recent home computer	1,507	3.0%	70
Spent \$2,000+ on most recent home computer	1,376	2.7%	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 2017 and 2022.

Retail Market Potential

Independence City, MO
 Independence City, MO (2935000)
 Geography: Place

Data provided by ESRI

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	48,135	50.7%	102
Bought brewed coffee at convenience store in last 30 days	15,950	16.8%	108
Bought cigarettes at convenience store in last 30 days	14,792	15.6%	128
Bought gas at convenience store in last 30 days	36,817	38.7%	114
Spent at convenience store in last 30 days: <\$20	6,686	7.0%	89
Spent at convenience store in last 30 days: \$20-\$39	9,223	9.7%	106
Spent at convenience store in last 30 days: \$40-\$50	7,735	8.1%	108
Spent at convenience store in last 30 days: \$51-\$99	4,248	4.5%	96
Spent at convenience store in last 30 days: \$100+	25,742	27.1%	115
Entertainment (Adults)			
Attended a movie in last 6 months	53,057	55.8%	94
Went to live theater in last 12 months	10,596	11.2%	86
Went to a bar/night club in last 12 months	16,797	17.7%	105
Dined out in last 12 months	41,094	43.2%	96
Gambled at a casino in last 12 months	12,485	13.1%	95
Visited a theme park in last 12 months	15,726	16.5%	93
Viewed movie (video-on-demand) in last 30 days	15,856	16.7%	91
Viewed TV show (video-on-demand) in last 30 days	10,679	11.2%	85
Watched any pay-per-view TV in last 12 months	10,369	10.9%	88
Downloaded a movie over the Internet in last 30 days	6,183	6.5%	79
Downloaded any individual song in last 6 months	19,635	20.7%	98
Watched a movie online in the last 30 days	15,261	16.1%	85
Watched a TV program online in last 30 days	13,497	14.2%	84
Played a video/electronic game (console) in last 12 months	10,075	10.6%	107
Played a video/electronic game (portable) in last 12 months	4,276	4.5%	100
Financial (Adults)			
Have home mortgage (1st)	27,500	28.9%	95
Used ATM/cash machine in last 12 months	45,629	48.0%	97
Own any stock	5,773	6.1%	84
Own U.S. savings bond	4,976	5.2%	102
Own shares in mutual fund (stock)	5,592	5.9%	80
Own shares in mutual fund (bonds)	3,874	4.1%	81
Have interest checking account	25,107	26.4%	97
Have non-interest checking account	29,163	30.7%	104
Have savings account	50,067	52.7%	97
Have 401K retirement savings plan	13,012	13.7%	93
Own/used any credit/debit card in last 12 months	70,533	74.2%	98
Avg monthly credit card expenditures: <\$111	12,237	12.9%	107
Avg monthly credit card expenditures: \$111-\$225	7,187	7.6%	107
Avg monthly credit card expenditures: \$226-\$450	6,155	6.5%	98
Avg monthly credit card expenditures: \$451-\$700	4,511	4.7%	90
Avg monthly credit card expenditures: \$701-\$1,000	3,677	3.9%	84
Avg monthly credit card expenditures: \$1,001+	6,041	6.4%	69
Did banking online in last 12 months	32,520	34.2%	94
Did banking on mobile device in last 12 months	14,916	15.7%	91
Paid bills online in last 12 months	39,634	41.7%	93

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 2017 and 2022.

Retail Market Potential

Independence City, MO
 Independence City, MO (2935000)
 Geography: Place

Data provided by ESRI

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	35,866	71.5%	103
Used bread in last 6 months	47,376	94.4%	101
Used chicken (fresh or frozen) in last 6 months	34,090	68.0%	98
Used turkey (fresh or frozen) in last 6 months	8,196	16.3%	103
Used fish/seafood (fresh or frozen) in last 6 months	26,754	53.3%	98
Used fresh fruit/vegetables in last 6 months	43,080	85.9%	99
Used fresh milk in last 6 months	44,016	87.7%	100
Used organic food in last 6 months	8,554	17.1%	83
Health (Adults)			
Exercise at home 2+ times per week	26,504	27.9%	96
Exercise at club 2+ times per week	10,872	11.4%	86
Visited a doctor in last 12 months	71,847	75.6%	100
Used vitamin/dietary supplement in last 6 months	48,917	51.5%	98
Home (Households)			
Any home improvement in last 12 months	13,999	27.9%	103
Used housekeeper/maid/professional HH cleaning service in last 12	5,356	10.7%	80
Purchased low ticket HH furnishings in last 12 months	8,294	16.5%	102
Purchased big ticket HH furnishings in last 12 months	10,730	21.4%	100
Bought any small kitchen appliance in last 12 months	11,256	22.4%	101
Bought any large kitchen appliance in last 12 months	6,575	13.1%	103
Insurance (Adults/Households)			
Currently carry life insurance	41,684	43.9%	101
Carry medical/hospital/accident insurance	66,225	69.7%	101
Carry homeowner insurance	45,770	48.2%	103
Carry renter's insurance	7,972	8.4%	96
Have auto insurance: 1 vehicle in household covered	17,435	34.8%	112
Have auto insurance: 2 vehicles in household covered	13,842	27.6%	97
Have auto insurance: 3+ vehicles in household covered	9,913	19.8%	91
Pets (Households)			
Household owns any pet	28,137	56.1%	103
Household owns any cat	12,594	25.1%	111
Household owns any dog	20,928	41.7%	101
Psychographics (Adults)			
Buying American is important to me	43,255	45.5%	110
Usually buy items on credit rather than wait	11,403	12.0%	98
Usually buy based on quality - not price	17,229	18.1%	99
Price is usually more important than brand name	25,978	27.3%	103
Usually use coupons for brands I buy often	18,254	19.2%	106
Am interested in how to help the environment	13,756	14.5%	88
Usually pay more for environ safe product	11,647	12.3%	91
Usually value green products over convenience	9,894	10.4%	96
Likely to buy a brand that supports a charity	34,621	36.4%	104
Reading (Adults)			
Bought digital book in last 12 months	12,253	12.9%	91
Bought hardcover book in last 12 months	18,383	19.3%	94
Bought paperback book in last 12 month	27,285	28.7%	96
Read any daily newspaper (paper version)	26,520	27.9%	115
Read any digital newspaper in last 30 days	30,978	32.6%	96
Read any magazine (paper/electronic version) in last 6 months	85,685	90.2%	100

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 2017 and 2022.

Retail Market Potential

Independence City, MO
 Independence City, MO (2935000)
 Geography: Place

Data provided by ESRI

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	71,154	74.9%	100
Went to family restaurant/steak house: 4+ times a month	26,366	27.7%	101
Went to fast food/drive-in restaurant in last 6 months	86,465	91.0%	101
Went to fast food/drive-in restaurant 9+ times/mo	39,377	41.4%	106
Fast food/drive-in last 6 months: eat in	34,439	36.2%	99
Fast food/drive-in last 6 months: home delivery	7,935	8.4%	108
Fast food/drive-in last 6 months: take-out/drive-thru	47,779	50.3%	109
Fast food/drive-in last 6 months: take-out/walk-in	19,132	20.1%	100
Television & Electronics (Adults/Households)			
Own any tablet	29,015	30.5%	91
Own any e-reader	7,568	8.0%	92
Own e-reader/tablet: iPad	15,058	15.8%	77
HH has Internet connectable TV	9,293	18.5%	92
Own any portable MP3 player	25,113	26.4%	95
HH owns 1 TV	9,992	19.9%	96
HH owns 2 TVs	13,692	27.3%	105
HH owns 3 TVs	10,794	21.5%	100
HH owns 4+ TVs	9,424	18.8%	103
HH subscribes to cable TV	26,365	52.6%	110
HH subscribes to fiber optic	2,647	5.3%	66
HH owns portable GPS navigation device	13,171	26.3%	97
HH purchased video game system in last 12 mos	3,522	7.0%	91
HH owns Internet video device for TV	4,501	9.0%	81
Travel (Adults)			
Domestic travel in last 12 months	43,520	45.8%	90
Took 3+ domestic non-business trips in last 12 months	8,637	9.1%	82
Spent on domestic vacations in last 12 months: <\$1,000	9,373	9.9%	95
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	4,789	5.0%	88
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	3,071	3.2%	88
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	3,439	3.6%	95
Spent on domestic vacations in last 12 months: \$3,000+	3,989	4.2%	73
Domestic travel in the 12 months: used general travel website	5,208	5.5%	78
Foreign travel in last 3 years	15,976	16.8%	69
Took 3+ foreign trips by plane in last 3 years	2,382	2.5%	57
Spent on foreign vacations in last 12 months: <\$1,000	2,670	2.8%	66
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	2,529	2.7%	76
Spent on foreign vacations in last 12 months: \$3,000+	2,983	3.1%	62
Foreign travel in last 3 years: used general travel website	3,706	3.9%	68
Nights spent in hotel/motel in last 12 months: any	36,435	38.3%	92
Took cruise of more than one day in last 3 years	5,864	6.2%	77
Member of any frequent flyer program	10,106	10.6%	65
Member of any hotel rewards program	11,630	12.2%	82

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 2017 and 2022.