



Retail Market Potential

Miami County, KS (20121)

Geography: County

Demographic Summary		2015	2020
Population		33,278	33,845
Population 18+		24,842	25,505
Households		12,380	12,606
Median Household Income		\$60,301	\$74,397

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	12,793	51.5%	107
Bought any women's clothing in last 12 months	11,395	45.9%	102
Bought clothing for child <13 years in last 6 months	7,414	29.8%	106
Bought any shoes in last 12 months	13,905	56.0%	102
Bought costume jewelry in last 12 months	5,024	20.2%	101
Bought any fine jewelry in last 12 months	4,542	18.3%	94
Bought a watch in last 12 months	2,861	11.5%	100
Automobiles (Households)			
HH owns/leases any vehicle	11,339	91.6%	108
HH bought/leased new vehicle last 12 mo	1,217	9.8%	114
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	22,820	91.9%	108
Bought/changed motor oil in last 12 months	14,098	56.8%	114
Had tune-up in last 12 months	7,725	31.1%	103
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	15,744	63.4%	97
Drank regular cola in last 6 months	11,359	45.7%	100
Drank beer/ale in last 6 months	10,706	43.1%	102
Cameras (Adults)			
Own digital point & shoot camera	9,323	37.5%	116
Own digital single-lens reflex (SLR) camera	2,296	9.2%	107
Bought any camera in last 12 months	1,887	7.6%	105
Bought memory card for camera in last 12 months	1,557	6.3%	109
Printed digital photos in last 12 months	910	3.7%	109
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	9,232	37.2%	102
Have a smartphone	11,916	48.0%	98
Have an iPhone	4,473	18.0%	96
Number of cell phones in household: 1	3,463	28.0%	87
Number of cell phones in household: 2	4,907	39.6%	107
Number of cell phones in household: 3+	3,396	27.4%	109
HH has cell phone only (no landline telephone)	4,632	37.4%	99
Computers (Households)			
HH owns a computer	9,948	80.4%	105
HH owns desktop computer	6,793	54.9%	113
HH owns laptop/notebook	6,622	53.5%	105
Spent <\$500 on most recent home computer	1,891	15.3%	108
Spent \$500-\$999 on most recent home computer	2,957	23.9%	118
Spent \$1,000-\$1,499 on most recent home computer	1,284	10.4%	104
Spent \$1,500-\$1,999 on most recent home computer	555	4.5%	97
Spent \$2,000+ on most recent home computer	449	3.6%	94

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 2015 and 2020.



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Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	16,168	65.1%	107
Bought brewed coffee at convenience store in last 30 days	4,183	16.8%	110
Bought cigarettes at convenience store in last 30 days	3,446	13.9%	106
Bought gas at convenience store in last 30 days	9,917	39.9%	120
Spent at convenience store in last 30 days: <\$20	2,054	8.3%	101
Spent at convenience store in last 30 days: \$20-\$39	2,199	8.9%	97
Spent at convenience store in last 30 days: \$40-\$50	2,028	8.2%	107
Spent at convenience store in last 30 days: \$51-\$99	1,321	5.3%	117
Spent at convenience store in last 30 days: \$100+	6,835	27.5%	119
Entertainment (Adults)			
Attended a movie in last 6 months	15,264	61.4%	102
Went to live theater in last 12 months	3,031	12.2%	97
Went to a bar/night club in last 12 months	4,452	17.9%	105
Dined out in last 12 months	12,259	49.3%	110
Gambled at a casino in last 12 months	3,881	15.6%	106
Visited a theme park in last 12 months	4,488	18.1%	100
Viewed movie (video-on-demand) in last 30 days	3,536	14.2%	91
Viewed TV show (video-on-demand) in last 30 days	2,437	9.8%	80
Watched any pay-per-view TV in last 12 months	3,342	13.5%	103
Downloaded a movie over the Internet in last 30 days	1,209	4.9%	74
Downloaded any individual song in last 6 months	5,294	21.3%	104
Watched a movie online in the last 30 days	2,668	10.7%	79
Watched a TV program online in last 30 days	2,761	11.1%	83
Played a video/electronic game (console) in last 12 months	3,177	12.8%	112
Played a video/electronic game (portable) in last 12 months	1,127	4.5%	101
Financial (Adults)			
Have home mortgage (1st)	9,674	38.9%	123
Used ATM/cash machine in last 12 months	12,941	52.1%	107
Own any stock	2,032	8.2%	105
Own U.S. savings bond	1,503	6.1%	105
Own shares in mutual fund (stock)	2,157	8.7%	116
Own shares in mutual fund (bonds)	1,346	5.4%	110
Have interest checking account	8,359	33.6%	117
Have non-interest checking account	7,875	31.7%	112
Have savings account	14,977	60.3%	113
Have 401K retirement savings plan	4,402	17.7%	120
Own/used any credit/debit card in last 12 months	19,464	78.4%	106
Avg monthly credit card expenditures: <\$111	3,331	13.4%	113
Avg monthly credit card expenditures: \$111-\$225	1,749	7.0%	109
Avg monthly credit card expenditures: \$226-\$450	1,682	6.8%	107
Avg monthly credit card expenditures: \$451-\$700	1,390	5.6%	103
Avg monthly credit card expenditures: \$701-\$1,000	1,052	4.2%	98
Avg monthly credit card expenditures: \$1,001+	2,136	8.6%	94
Did banking online in last 12 months	9,853	39.7%	113
Did banking on mobile device in last 12 months	2,824	11.4%	109
Paid bills online in last 12 months	11,140	44.8%	107

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Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	18,865	75.9%	106
Used bread in last 6 months	23,935	96.3%	101
Used chicken (fresh or frozen) in last 6 mos	18,255	73.5%	103
Used turkey (fresh or frozen) in last 6 mos	4,967	20.0%	109
Used fish/seafood (fresh or frozen) in last 6 months	14,201	57.2%	102
Used fresh fruit/vegetables in last 6 months	22,259	89.6%	103
Used fresh milk in last 6 months	22,958	92.4%	103
Used organic food in last 6 months	4,174	16.8%	85
Health (Adults)			
Exercise at home 2+ times per week	7,600	30.6%	107
Exercise at club 2+ times per week	3,046	12.3%	95
Visited a doctor in last 12 months	19,628	79.0%	104
Used vitamin/dietary supplement in last 6 months	13,353	53.8%	100
Home (Households)			
Any home improvement in last 12 months	4,006	32.4%	117
Used housekeeper/maid/professional HH cleaning service in last 12	1,422	11.5%	88
Purchased low ticket HH furnishings in last 12 months	2,032	16.4%	105
Purchased big ticket HH furnishings in last 12 months	2,628	21.2%	101
Purchased bedding/bath goods in last 12 months	6,847	55.3%	104
Purchased cooking/serving product in last 12 months	3,129	25.3%	104
Bought any small kitchen appliance in last 12 months	2,842	23.0%	103
Bought any large kitchen appliance in last 12 months	1,734	14.0%	109
Insurance (Adults/Households)			
Currently carry life insurance	12,630	50.8%	117
Carry medical/hospital/accident insurance	17,258	69.5%	108
Carry homeowner insurance	14,473	58.3%	122
Carry renter's insurance	1,726	6.9%	94
Have auto insurance: 1 vehicle in household covered	3,363	27.2%	87
Have auto insurance: 2 vehicles in household covered	3,925	31.7%	113
Have auto insurance: 3+ vehicles in household covered	3,594	29.0%	132
Pets (Households)			
Household owns any pet	7,680	62.0%	117
Household owns any cat	3,441	27.8%	122
Household owns any dog	6,035	48.7%	123
Psychographics (Adults)			
Buying American is important to me	11,934	48.0%	112
Usually buy items on credit rather than wait	2,578	10.4%	91
Usually buy based on quality - not price	4,257	17.1%	96
Price is usually more important than brand name	6,808	27.4%	100
Usually use coupons for brands I buy often	4,878	19.6%	104
Am interested in how to help the environment	3,534	14.2%	85
Usually pay more for environ safe product	2,651	10.7%	85
Usually value green products over convenience	2,056	8.3%	81
Likely to buy a brand that supports a charity	8,683	35.0%	102
Reading (Adults)			
Bought digital book in last 12 months	2,743	11.0%	99
Bought hardcover book in last 12 months	5,629	22.7%	101
Bought paperback book in last 12 month	8,505	34.2%	101
Read any daily newspaper (paper version)	7,220	29.1%	103
Read any digital newspaper in last 30 days	7,462	30.0%	96
Read any magazine (paper/electronic version) in last 6 months	22,687	91.3%	101

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	19,886	80.0%	106
Went to family restaurant/steak house: 4+ times a month	7,586	30.5%	106
Went to fast food/drive-in restaurant in last 6 months	22,905	92.2%	102
Went to fast food/drive-in restaurant 9+ times/mo	10,655	42.9%	106
Fast food/drive-in last 6 months: eat in	9,896	39.8%	109
Fast food/drive-in last 6 months: home delivery	1,959	7.9%	100
Fast food/drive-in last 6 months: take-out/drive-thru	12,924	52.0%	111
Fast food/drive-in last 6 months: take-out/walk-in	5,046	20.3%	104
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	5,244	21.1%	100
Own any portable MP3 player	8,848	35.6%	106
HH owns 1 TV	1,956	15.8%	78
HH owns 2 TVs	3,244	26.2%	99
HH owns 3 TVs	2,871	23.2%	108
HH owns 4+ TVs	2,985	24.1%	122
HH subscribes to cable TV	5,827	47.1%	93
HH subscribes to fiber optic	575	4.6%	70
HH has satellite dish	3,972	32.1%	126
HH owns DVD/Blu-ray player	8,263	66.7%	108
HH owns camcorder	2,281	18.4%	118
HH owns portable GPS navigation device	4,021	32.5%	118
HH purchased video game system in last 12 mos	954	7.7%	84
HH owns Internet video device for TV	478	3.9%	88
Travel (Adults)			
Domestic travel in last 12 months	13,651	55.0%	109
Took 3+ domestic non-business trips in last 12 months	3,649	14.7%	118
Spent on domestic vacations in last 12 months: <\$1,000	3,090	12.4%	111
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	1,623	6.5%	109
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	1,073	4.3%	123
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	1,026	4.1%	108
Spent on domestic vacations in last 12 months: \$3,000+	1,606	6.5%	119
Domestic travel in the 12 months: used general travel website	1,801	7.2%	103
Foreign travel in last 3 years	5,263	21.2%	89
Took 3+ foreign trips by plane in last 3 years	854	3.4%	79
Spent on foreign vacations in last 12 months: <\$1,000	1,018	4.1%	97
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	622	2.5%	82
Spent on foreign vacations in last 12 months: \$3,000+	1,026	4.1%	84
Foreign travel in last 3 years: used general travel website	1,204	4.8%	89
Nights spent in hotel/motel in last 12 months: any	11,333	45.6%	110
Took cruise of more than one day in last 3 years	2,069	8.3%	95
Member of any frequent flyer program	3,857	15.5%	93
Member of any hotel rewards program	3,802	15.3%	108

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