



Retail Market Potential

Business Loop
 303 Business Loop 70 E, Columbia, Missouri, 65201
 Ring: 1 mile radius

Latitude: 38.96494
 Longitude: -92.33324

Demographic Summary	2014	2019
Population	8,294	8,924
Population 18+	6,796	7,327
Households	3,800	4,101
Median Household Income	\$24,470	\$28,502

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	3,243	47.7%	99
Bought any women's clothing in last 12 months	2,906	42.8%	95
Bought clothing for child <13 years in last 6 months	1,429	21.0%	75
Bought any shoes in last 12 months	3,530	51.9%	95
Bought costume jewelry in last 12 months	1,302	19.2%	96
Bought any fine jewelry in last 12 months	1,283	18.9%	97
Bought a watch in last 12 months	750	11.0%	96
Automobiles (Households)			
HH owns/leases any vehicle	2,975	78.3%	92
HH bought/leased new vehicle last 12 mo	278	7.3%	85
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	5,334	78.5%	92
Bought/changed motor oil in last 12 months	3,137	46.2%	93
Had tune-up in last 12 months	1,982	29.2%	96
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	4,023	59.2%	90
Drank regular cola in last 6 months	3,152	46.4%	101
Drank beer/ale in last 6 months	2,940	43.3%	102
Cameras (Adults)			
Own digital point & shoot camera	1,792	26.4%	82
Own digital single-lens reflex (SLR) camera	633	9.3%	108
Bought any camera in last 12 months	420	6.2%	86
Bought memory card for camera in last 12 months	356	5.2%	91
Printed digital photos in last 12 months	176	2.6%	77
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	2,530	37.2%	102
Have a smartphone	3,158	46.5%	95
Have an iPhone	1,106	16.3%	87
Number of cell phones in household: 1	1,538	40.5%	126
Number of cell phones in household: 2	1,313	34.6%	94
Number of cell phones in household: 3+	681	17.9%	71
HH has cell phone only (no landline telephone)	1,959	51.6%	136
Computers (Households)			
HH owns a computer	2,676	70.4%	92
HH owns desktop computer	1,467	38.6%	79
HH owns laptop/notebook	1,862	49.0%	96
Spent <\$500 on most recent home computer	574	15.1%	107
Spent \$500-\$999 on most recent home computer	687	18.1%	89
Spent \$1,000-\$1,499 on most recent home computer	354	9.3%	93
Spent \$1,500-\$1,999 on most recent home computer	186	4.9%	106
Spent \$2,000+ on most recent home computer	178	4.7%	121

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 2014 and 2019.



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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	4,264	62.7%	104
Bought brewed coffee at convenience store in last 30 days	981	14.4%	94
Bought cigarettes at convenience store in last 30 days	1,060	15.6%	119
Bought gas at convenience store in last 30 days	2,178	32.0%	96
Spent at convenience store in last 30 days: <\$20	688	10.1%	123
Spent at convenience store in last 30 days: \$20-\$39	647	9.5%	105
Spent at convenience store in last 30 days: \$40-\$50	478	7.0%	92
Spent at convenience store in last 30 days: \$51-\$99	302	4.4%	98
Spent at convenience store in last 30 days: \$100+	1,611	23.7%	103
Entertainment (Adults)			
Attended a movie in last 6 months	4,019	59.1%	98
Went to live theater in last 12 months	906	13.3%	106
Went to a bar/night club in last 12 months	1,338	19.7%	115
Dined out in last 12 months	2,702	39.8%	88
Gambled at a casino in last 12 months	791	11.6%	79
Visited a theme park in last 12 months	991	14.6%	81
Viewed movie (video-on-demand) in last 30 days	999	14.7%	94
Viewed TV show (video-on-demand) in last 30 days	811	11.9%	97
Watched any pay-per-view TV in last 12 months	671	9.9%	75
Downloaded a movie over the Internet in last 30 days	571	8.4%	127
Downloaded any individual song in last 6 months	1,404	20.7%	101
Watched a movie online in the last 30 days	1,263	18.6%	137
Watched a TV program online in last 30 days	1,205	17.7%	132
Played a video/electronic game (console) in last 12 months	995	14.6%	128
Played a video/electronic game (portable) in last 12 months	315	4.6%	104
Financial (Adults)			
Have home mortgage (1st)	1,807	26.6%	84
Used ATM/cash machine in last 12 months	3,134	46.1%	95
Own any stock	505	7.4%	95
Own U.S. savings bond	392	5.8%	100
Own shares in mutual fund (stock)	502	7.4%	98
Own shares in mutual fund (bonds)	313	4.6%	94
Have interest checking account	1,622	23.9%	83
Have non-interest checking account	1,839	27.1%	96
Have savings account	3,366	49.5%	93
Have 401K retirement savings plan	727	10.7%	73
Own/used any credit/debit card in last 12 months	4,902	72.1%	98
Avg monthly credit card expenditures: <\$111	920	13.5%	114
Avg monthly credit card expenditures: \$111-\$225	449	6.6%	102
Avg monthly credit card expenditures: \$226-\$450	414	6.1%	96
Avg monthly credit card expenditures: \$451-\$700	348	5.1%	94
Avg monthly credit card expenditures: \$701-\$1,000	308	4.5%	105
Avg monthly credit card expenditures: \$1,001+	539	7.9%	86
Did banking online in last 12 months	2,171	31.9%	91
Did banking on mobile device in last 12 months	729	10.7%	103
Paid bills online in last 12 months	2,632	38.7%	93

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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	4,508	66.3%	93
Used bread in last 6 months	6,386	94.0%	99
Used chicken (fresh or frozen) in last 6 mos	4,546	66.9%	94
Used turkey (fresh or frozen) in last 6 mos	1,151	16.9%	92
Used fish/seafood (fresh or frozen) in last 6 months	3,426	50.4%	90
Used fresh fruit/vegetables in last 6 months	5,696	83.8%	97
Used fresh milk in last 6 months	6,002	88.3%	98
Used organic food in last 6 months	1,242	18.3%	93
Health (Adults)			
Exercise at home 2+ times per week	1,880	27.7%	97
Exercise at club 2+ times per week	902	13.3%	103
Visited a doctor in last 12 months	4,965	73.1%	97
Used vitamin/dietary supplement in last 6 months	3,577	52.6%	98
Home (Households)			
Any home improvement in last 12 months	736	19.4%	70
Used housekeeper/maid/professional HH cleaning service in last 12	414	10.9%	83
Purchased low ticket HH furnishings in last 12 months	529	13.9%	89
Purchased big ticket HH furnishings in last 12 months	763	20.1%	95
Purchased bedding/bath goods in last 12 months	1,899	50.0%	94
Purchased cooking/serving product in last 12 months	846	22.3%	91
Bought any small kitchen appliance in last 12 months	800	21.1%	95
Bought any large kitchen appliance in last 12 months	429	11.3%	88
Insurance (Adults/Households)			
Currently carry life insurance	2,604	38.3%	88
Carry medical/hospital/accident insurance	4,235	62.3%	97
Carry homeowner insurance	2,314	34.0%	71
Carry renter's insurance	655	9.6%	130
Have auto insurance: 1 vehicle in household covered	1,490	39.2%	125
Have auto insurance: 2 vehicles in household covered	864	22.7%	81
Have auto insurance: 3+ vehicles in household covered	523	13.8%	63
Pets (Households)			
Household owns any pet	1,738	45.7%	86
Household owns any cat	875	23.0%	101
Household owns any dog	1,107	29.1%	73
Psychographics (Adults)			
Buying American is important to me	2,968	43.7%	102
Usually buy items on credit rather than wait	742	10.9%	96
Usually buy based on quality - not price	1,268	18.7%	104
Price is usually more important than brand name	1,857	27.3%	100
Usually use coupons for brands I buy often	1,365	20.1%	106
Am interested in how to help the environment	1,328	19.5%	117
Usually pay more for environ safe product	1,047	15.4%	122
Usually value green products over convenience	960	14.1%	139
Likely to buy a brand that supports a charity	2,270	33.4%	98
Reading (Adults)			
Bought digital book in last 12 months	785	11.6%	104
Bought hardcover book in last 12 months	1,561	23.0%	102
Bought paperback book in last 12 month	2,402	35.3%	104
Read any daily newspaper (paper version)	1,911	28.1%	100
Read any digital newspaper in last 30 days	2,463	36.2%	116
Read any magazine (paper/electronic version) in last 6 months	6,201	91.2%	101

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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	4,714	69.4%	92
Went to family restaurant/steak house: 4+ times a month	1,642	24.2%	84
Went to fast food/drive-in restaurant in last 6 months	5,930	87.3%	97
Went to fast food/drive-in restaurant 9+ times/mo	2,722	40.1%	99
Fast food/drive-in last 6 months: eat in	2,119	31.2%	86
Fast food/drive-in last 6 months: home delivery	575	8.5%	108
Fast food/drive-in last 6 months: take-out/drive-thru	3,018	44.4%	95
Fast food/drive-in last 6 months: take-out/walk-in	1,309	19.3%	98
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	1,325	19.5%	92
Own any portable MP3 player	2,395	35.2%	105
HH owns 1 TV	985	25.9%	129
HH owns 2 TVs	1,124	29.6%	112
HH owns 3 TVs	627	16.5%	77
HH owns 4+ TVs	509	13.4%	68
HH subscribes to cable TV	2,215	58.3%	115
HH subscribes to fiber optic	174	4.6%	69
HH has satellite dish	547	14.4%	56
HH owns DVD/Blu-ray player	2,193	57.7%	93
HH owns camcorder	379	10.0%	64
HH owns portable GPS navigation device	737	19.4%	70
HH purchased video game system in last 12 mos	273	7.2%	78
HH owns Internet video device for TV	155	4.1%	94
Travel (Adults)			
Domestic travel in last 12 months	2,927	43.1%	86
Took 3+ domestic non-business trips in last 12 months	880	12.9%	104
Spent on domestic vacations in last 12 months: <\$1,000	749	11.0%	98
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	394	5.8%	96
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	216	3.2%	90
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	232	3.4%	89
Spent on domestic vacations in last 12 months: \$3,000+	290	4.3%	78
Domestic travel in the 12 months: used general travel website	438	6.4%	92
Foreign travel in last 3 years	1,384	20.4%	86
Took 3+ foreign trips by plane in last 3 years	257	3.8%	87
Spent on foreign vacations in last 12 months: <\$1,000	232	3.4%	81
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	186	2.7%	90
Spent on foreign vacations in last 12 months: \$3,000+	302	4.4%	90
Foreign travel in last 3 years: used general travel website	319	4.7%	86
Nights spent in hotel/motel in last 12 months: any	2,299	33.8%	82
Took cruise of more than one day in last 3 years	614	9.0%	103
Member of any frequent flyer program	1,069	15.7%	95
Member of any hotel rewards program	821	12.1%	86

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Retail Market Potential

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Demographic Summary	2014	2019
Population	64,555	68,677
Population 18+	53,689	57,121
Households	26,047	27,944
Median Household Income	\$33,910	\$39,329

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	25,873	48.2%	100
Bought any women's clothing in last 12 months	24,632	45.9%	102
Bought clothing for child <13 years in last 6 months	11,875	22.1%	79
Bought any shoes in last 12 months	30,093	56.1%	103
Bought costume jewelry in last 12 months	11,029	20.5%	103
Bought any fine jewelry in last 12 months	10,658	19.9%	102
Bought a watch in last 12 months	6,268	11.7%	102
Automobiles (Households)			
HH owns/leases any vehicle	21,439	82.3%	97
HH bought/leased new vehicle last 12 mo	2,022	7.8%	90
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	43,630	81.3%	96
Bought/changed motor oil in last 12 months	25,333	47.2%	95
Had tune-up in last 12 months	16,265	30.3%	100
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	35,747	66.6%	102
Drank regular cola in last 6 months	26,555	49.5%	108
Drank beer/ale in last 6 months	22,602	42.1%	99
Cameras (Adults)			
Own digital point & shoot camera	14,933	27.8%	86
Own digital single-lens reflex (SLR) camera	5,455	10.2%	118
Bought any camera in last 12 months	3,558	6.6%	92
Bought memory card for camera in last 12 months	3,175	5.9%	103
Printed digital photos in last 12 months	1,832	3.4%	101
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	18,378	34.2%	94
Have a smartphone	31,137	58.0%	119
Have an iPhone	14,485	27.0%	145
Number of cell phones in household: 1	10,618	40.8%	127
Number of cell phones in household: 2	9,866	37.9%	103
Number of cell phones in household: 3+	5,324	20.4%	81
HH has cell phone only (no landline telephone)	14,424	55.4%	146
Computers (Households)			
HH owns a computer	20,618	79.2%	104
HH owns desktop computer	11,418	43.8%	90
HH owns laptop/notebook	14,736	56.6%	111
Spent <\$500 on most recent home computer	4,024	15.4%	110
Spent \$500-\$999 on most recent home computer	6,123	23.5%	116
Spent \$1,000-\$1,499 on most recent home computer	2,916	11.2%	112
Spent \$1,500-\$1,999 on most recent home computer	1,297	5.0%	108
Spent \$2,000+ on most recent home computer	1,110	4.3%	111

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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	35,757	66.6%	110
Bought brewed coffee at convenience store in last 30 days	7,693	14.3%	93
Bought cigarettes at convenience store in last 30 days	7,689	14.3%	109
Bought gas at convenience store in last 30 days	18,812	35.0%	106
Spent at convenience store in last 30 days: <\$20	5,265	9.8%	120
Spent at convenience store in last 30 days: \$20-\$39	5,715	10.6%	117
Spent at convenience store in last 30 days: \$40-\$50	3,870	7.2%	94
Spent at convenience store in last 30 days: \$51-\$99	2,540	4.7%	104
Spent at convenience store in last 30 days: \$100+	12,712	23.7%	103
Entertainment (Adults)			
Attended a movie in last 6 months	35,812	66.7%	111
Went to live theater in last 12 months	7,223	13.5%	107
Went to a bar/night club in last 12 months	11,159	20.8%	122
Dined out in last 12 months	24,903	46.4%	103
Gambled at a casino in last 12 months	6,305	11.7%	80
Visited a theme park in last 12 months	9,153	17.0%	95
Viewed movie (video-on-demand) in last 30 days	8,285	15.4%	99
Viewed TV show (video-on-demand) in last 30 days	8,560	15.9%	130
Watched any pay-per-view TV in last 12 months	5,362	10.0%	76
Downloaded a movie over the Internet in last 30 days	5,857	10.9%	165
Downloaded any individual song in last 6 months	15,619	29.1%	142
Watched a movie online in the last 30 days	14,558	27.1%	200
Watched a TV program online in last 30 days	13,531	25.2%	188
Played a video/electronic game (console) in last 12 months	8,777	16.3%	143
Played a video/electronic game (portable) in last 12 months	2,622	4.9%	109
Financial (Adults)			
Have home mortgage (1st)	14,038	26.1%	83
Used ATM/cash machine in last 12 months	27,765	51.7%	106
Own any stock	3,579	6.7%	85
Own U.S. savings bond	3,042	5.7%	99
Own shares in mutual fund (stock)	2,862	5.3%	71
Own shares in mutual fund (bonds)	2,071	3.9%	78
Have interest checking account	14,867	27.7%	96
Have non-interest checking account	16,232	30.2%	107
Have savings account	31,188	58.1%	109
Have 401K retirement savings plan	6,981	13.0%	88
Own/used any credit/debit card in last 12 months	40,675	75.8%	103
Avg monthly credit card expenditures: <\$111	7,616	14.2%	120
Avg monthly credit card expenditures: \$111-\$225	3,750	7.0%	108
Avg monthly credit card expenditures: \$226-\$450	3,238	6.0%	95
Avg monthly credit card expenditures: \$451-\$700	2,495	4.6%	85
Avg monthly credit card expenditures: \$701-\$1,000	2,336	4.4%	100
Avg monthly credit card expenditures: \$1,001+	4,040	7.5%	82
Did banking online in last 12 months	20,245	37.7%	107
Did banking on mobile device in last 12 months	6,980	13.0%	125
Paid bills online in last 12 months	25,017	46.6%	112

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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	36,276	67.6%	95
Used bread in last 6 months	50,562	94.2%	99
Used chicken (fresh or frozen) in last 6 mos	32,062	59.7%	84
Used turkey (fresh or frozen) in last 6 mos	8,056	15.0%	82
Used fish/seafood (fresh or frozen) in last 6 months	27,986	52.1%	93
Used fresh fruit/vegetables in last 6 months	43,263	80.6%	93
Used fresh milk in last 6 months	47,873	89.2%	99
Used organic food in last 6 months	11,101	20.7%	105
Health (Adults)			
Exercise at home 2+ times per week	15,684	29.2%	102
Exercise at club 2+ times per week	9,934	18.5%	143
Visited a doctor in last 12 months	39,317	73.2%	97
Used vitamin/dietary supplement in last 6 months	28,953	53.9%	101
Home (Households)			
Any home improvement in last 12 months	5,961	22.9%	83
Used housekeeper/maid/professional HH cleaning service in last 12	2,986	11.5%	88
Purchased low ticket HH furnishings in last 12 months	4,113	15.8%	101
Purchased big ticket HH furnishings in last 12 months	6,296	24.2%	115
Purchased bedding/bath goods in last 12 months	14,117	54.2%	102
Purchased cooking/serving product in last 12 months	6,504	25.0%	103
Bought any small kitchen appliance in last 12 months	6,356	24.4%	110
Bought any large kitchen appliance in last 12 months	3,163	12.1%	94
Insurance (Adults/Households)			
Currently carry life insurance	19,827	36.9%	85
Carry medical/hospital/accident insurance	33,519	62.4%	97
Carry homeowner insurance	18,955	35.3%	74
Carry renter's insurance	5,297	9.9%	133
Have auto insurance: 1 vehicle in household covered	10,611	40.7%	130
Have auto insurance: 2 vehicles in household covered	6,801	26.1%	93
Have auto insurance: 3+ vehicles in household covered	3,944	15.1%	69
Pets (Households)			
Household owns any pet	12,569	48.3%	91
Household owns any cat	5,860	22.5%	99
Household owns any dog	8,445	32.4%	81
Psychographics (Adults)			
Buying American is important to me	21,301	39.7%	92
Usually buy items on credit rather than wait	4,739	8.8%	77
Usually buy based on quality - not price	9,207	17.1%	96
Price is usually more important than brand name	13,923	25.9%	94
Usually use coupons for brands I buy often	9,435	17.6%	93
Am interested in how to help the environment	9,320	17.4%	104
Usually pay more for environ safe product	7,059	13.1%	104
Usually value green products over convenience	6,204	11.6%	113
Likely to buy a brand that supports a charity	18,752	34.9%	102
Reading (Adults)			
Bought digital book in last 12 months	6,559	12.2%	110
Bought hardcover book in last 12 months	12,858	23.9%	107
Bought paperback book in last 12 month	20,634	38.4%	114
Read any daily newspaper (paper version)	13,236	24.7%	87
Read any digital newspaper in last 30 days	19,224	35.8%	115
Read any magazine (paper/electronic version) in last 6 months	49,343	91.9%	101

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 303 Business Loop 70 E, Columbia, Missouri, 65201
 Ring: 3 mile radius

Latitude: 38.96494
 Longitude: -92.33324

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	41,620	77.5%	103
Went to family restaurant/steak house: 4+ times a month	15,714	29.3%	102
Went to fast food/drive-in restaurant in last 6 months	48,844	91.0%	101
Went to fast food/drive-in restaurant 9+ times/mo	22,687	42.3%	104
Fast food/drive-in last 6 months: eat in	20,480	38.1%	105
Fast food/drive-in last 6 months: home delivery	4,362	8.1%	104
Fast food/drive-in last 6 months: take-out/drive-thru	26,783	49.9%	106
Fast food/drive-in last 6 months: take-out/walk-in	12,559	23.4%	120
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	12,992	24.2%	114
Own any portable MP3 player	20,165	37.6%	112
HH owns 1 TV	6,349	24.4%	121
HH owns 2 TVs	7,624	29.3%	111
HH owns 3 TVs	4,976	19.1%	89
HH owns 4+ TVs	3,930	15.1%	77
HH subscribes to cable TV	14,720	56.5%	111
HH subscribes to fiber optic	1,444	5.5%	83
HH has satellite dish	4,078	15.7%	61
HH owns DVD/Blu-ray player	16,209	62.2%	101
HH owns camcorder	3,227	12.4%	79
HH owns portable GPS navigation device	6,234	23.9%	87
HH purchased video game system in last 12 mos	2,041	7.8%	85
HH owns Internet video device for TV	1,139	4.4%	100
Travel (Adults)			
Domestic travel in last 12 months	28,978	54.0%	108
Took 3+ domestic non-business trips in last 12 months	7,048	13.1%	105
Spent on domestic vacations in last 12 months: <\$1,000	9,319	17.4%	155
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	2,767	5.2%	86
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	1,709	3.2%	90
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	1,720	3.2%	84
Spent on domestic vacations in last 12 months: \$3,000+	2,481	4.6%	85
Domestic travel in the 12 months: used general travel website	3,651	6.8%	97
Foreign travel in last 3 years	13,349	24.9%	105
Took 3+ foreign trips by plane in last 3 years	1,855	3.5%	79
Spent on foreign vacations in last 12 months: <\$1,000	2,036	3.8%	90
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	1,303	2.4%	80
Spent on foreign vacations in last 12 months: \$3,000+	2,455	4.6%	93
Foreign travel in last 3 years: used general travel website	2,227	4.1%	76
Nights spent in hotel/motel in last 12 months: any	22,959	42.8%	104
Took cruise of more than one day in last 3 years	4,642	8.6%	99
Member of any frequent flyer program	8,817	16.4%	99
Member of any hotel rewards program	6,414	11.9%	85

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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 2014 and 2019.



Retail Market Potential

Business Loop
 303 Business Loop 70 E, Columbia, Missouri, 65201
 Ring: 7 mile radius

Latitude: 38.96494
 Longitude: -92.33324

Demographic Summary	2014	2019
Population	139,818	150,656
Population 18+	112,325	121,078
Households	55,468	59,973
Median Household Income	\$40,095	\$47,554

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	55,158	49.1%	102
Bought any women's clothing in last 12 months	51,418	45.8%	102
Bought clothing for child <13 years in last 6 months	27,034	24.1%	86
Bought any shoes in last 12 months	63,327	56.4%	103
Bought costume jewelry in last 12 months	23,378	20.8%	104
Bought any fine jewelry in last 12 months	22,529	20.1%	103
Bought a watch in last 12 months	13,526	12.0%	105
Automobiles (Households)			
HH owns/leases any vehicle	46,870	84.5%	99
HH bought/leased new vehicle last 12 mo	4,650	8.4%	97
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	94,484	84.1%	99
Bought/changed motor oil in last 12 months	53,631	47.7%	96
Had tune-up in last 12 months	34,772	31.0%	102
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	74,059	65.9%	101
Drank regular cola in last 6 months	53,525	47.7%	104
Drank beer/ale in last 6 months	48,731	43.4%	103
Cameras (Adults)			
Own digital point & shoot camera	34,297	30.5%	94
Own digital single-lens reflex (SLR) camera	11,723	10.4%	121
Bought any camera in last 12 months	7,891	7.0%	97
Bought memory card for camera in last 12 months	6,968	6.2%	108
Printed digital photos in last 12 months	3,869	3.4%	102
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	40,301	35.9%	98
Have a smartphone	64,876	57.8%	119
Have an iPhone	28,841	25.7%	138
Number of cell phones in household: 1	20,560	37.1%	115
Number of cell phones in household: 2	21,475	38.7%	105
Number of cell phones in household: 3+	12,848	23.2%	92
HH has cell phone only (no landline telephone)	28,633	51.6%	136
Computers (Households)			
HH owns a computer	45,157	81.4%	107
HH owns desktop computer	25,993	46.9%	96
HH owns laptop/notebook	32,353	58.3%	114
Spent <\$500 on most recent home computer	8,328	15.0%	107
Spent \$500-\$999 on most recent home computer	13,209	23.8%	118
Spent \$1,000-\$1,499 on most recent home computer	6,477	11.7%	117
Spent \$1,500-\$1,999 on most recent home computer	2,899	5.2%	114
Spent \$2,000+ on most recent home computer	2,409	4.3%	113

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Retail Market Potential

Business Loop
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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	73,579	65.5%	108
Bought brewed coffee at convenience store in last 30 days	16,402	14.6%	95
Bought cigarettes at convenience store in last 30 days	15,035	13.4%	102
Bought gas at convenience store in last 30 days	39,803	35.4%	107
Spent at convenience store in last 30 days: <\$20	10,593	9.4%	115
Spent at convenience store in last 30 days: \$20-\$39	11,572	10.3%	113
Spent at convenience store in last 30 days: \$40-\$50	8,314	7.4%	97
Spent at convenience store in last 30 days: \$51-\$99	5,189	4.6%	101
Spent at convenience store in last 30 days: \$100+	26,675	23.7%	103
Entertainment (Adults)			
Attended a movie in last 6 months	75,437	67.2%	111
Went to live theater in last 12 months	15,538	13.8%	110
Went to a bar/night club in last 12 months	23,119	20.6%	120
Dined out in last 12 months	54,008	48.1%	107
Gambled at a casino in last 12 months	14,126	12.6%	85
Visited a theme park in last 12 months	20,736	18.5%	103
Viewed movie (video-on-demand) in last 30 days	18,767	16.7%	107
Viewed TV show (video-on-demand) in last 30 days	17,618	15.7%	128
Watched any pay-per-view TV in last 12 months	12,954	11.5%	88
Downloaded a movie over the Internet in last 30 days	11,599	10.3%	156
Downloaded any individual song in last 6 months	31,655	28.2%	137
Watched a movie online in the last 30 days	26,987	24.0%	177
Watched a TV program online in last 30 days	25,177	22.4%	167
Played a video/electronic game (console) in last 12 months	17,203	15.3%	134
Played a video/electronic game (portable) in last 12 months	5,454	4.9%	109
Financial (Adults)			
Have home mortgage (1st)	33,555	29.9%	94
Used ATM/cash machine in last 12 months	59,953	53.4%	110
Own any stock	8,399	7.5%	96
Own U.S. savings bond	6,601	5.9%	102
Own shares in mutual fund (stock)	7,141	6.4%	85
Own shares in mutual fund (bonds)	4,961	4.4%	90
Have interest checking account	33,520	29.8%	103
Have non-interest checking account	34,172	30.4%	108
Have savings account	66,682	59.4%	111
Have 401K retirement savings plan	16,456	14.7%	99
Own/used any credit/debit card in last 12 months	87,133	77.6%	105
Avg monthly credit card expenditures: <\$111	15,656	13.9%	118
Avg monthly credit card expenditures: \$111-\$225	8,128	7.2%	112
Avg monthly credit card expenditures: \$226-\$450	6,949	6.2%	98
Avg monthly credit card expenditures: \$451-\$700	5,698	5.1%	93
Avg monthly credit card expenditures: \$701-\$1,000	5,258	4.7%	108
Avg monthly credit card expenditures: \$1,001+	9,669	8.6%	94
Did banking online in last 12 months	45,557	40.6%	116
Did banking on mobile device in last 12 months	15,090	13.4%	130
Paid bills online in last 12 months	53,832	47.9%	115

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Retail Market Potential

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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	77,020	68.6%	96
Used bread in last 6 months	106,319	94.7%	100
Used chicken (fresh or frozen) in last 6 mos	71,226	63.4%	89
Used turkey (fresh or frozen) in last 6 mos	17,496	15.6%	85
Used fish/seafood (fresh or frozen) in last 6 months	59,518	53.0%	95
Used fresh fruit/vegetables in last 6 months	92,654	82.5%	95
Used fresh milk in last 6 months	100,512	89.5%	99
Used organic food in last 6 months	23,114	20.6%	105
Health (Adults)			
Exercise at home 2+ times per week	34,095	30.4%	106
Exercise at club 2+ times per week	20,034	17.8%	138
Visited a doctor in last 12 months	83,122	74.0%	98
Used vitamin/dietary supplement in last 6 months	60,965	54.3%	101
Home (Households)			
Any home improvement in last 12 months	13,829	24.9%	90
Used housekeeper/maid/professional HH cleaning service in last 12	6,959	12.5%	96
Purchased low ticket HH furnishings in last 12 months	9,184	16.6%	106
Purchased big ticket HH furnishings in last 12 months	13,667	24.6%	117
Purchased bedding/bath goods in last 12 months	30,512	55.0%	103
Purchased cooking/serving product in last 12 months	14,305	25.8%	106
Bought any small kitchen appliance in last 12 months	13,775	24.8%	112
Bought any large kitchen appliance in last 12 months	7,078	12.8%	99
Insurance (Adults/Households)			
Currently carry life insurance	44,773	39.9%	92
Carry medical/hospital/accident insurance	71,915	64.0%	99
Carry homeowner insurance	44,888	40.0%	84
Carry renter's insurance	11,024	9.8%	133
Have auto insurance: 1 vehicle in household covered	20,936	37.7%	120
Have auto insurance: 2 vehicles in household covered	15,724	28.3%	101
Have auto insurance: 3+ vehicles in household covered	9,857	17.8%	81
Pets (Households)			
Household owns any pet	27,646	49.8%	94
Household owns any cat	12,262	22.1%	97
Household owns any dog	19,374	34.9%	88
Psychographics (Adults)			
Buying American is important to me	44,930	40.0%	93
Usually buy items on credit rather than wait	10,399	9.3%	81
Usually buy based on quality - not price	19,183	17.1%	95
Price is usually more important than brand name	29,348	26.1%	95
Usually use coupons for brands I buy often	19,661	17.5%	93
Am interested in how to help the environment	18,973	16.9%	101
Usually pay more for environ safe product	14,296	12.7%	101
Usually value green products over convenience	11,924	10.6%	104
Likely to buy a brand that supports a charity	38,632	34.4%	100
Reading (Adults)			
Bought digital book in last 12 months	14,275	12.7%	114
Bought hardcover book in last 12 months	27,465	24.5%	109
Bought paperback book in last 12 month	43,201	38.5%	114
Read any daily newspaper (paper version)	28,774	25.6%	91
Read any digital newspaper in last 30 days	41,085	36.6%	117
Read any magazine (paper/electronic version) in last 6 months	103,641	92.3%	102

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Retail Market Potential

Business Loop
 303 Business Loop 70 E, Columbia, Missouri, 65201
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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	88,724	79.0%	104
Went to family restaurant/steak house: 4+ times a month	34,413	30.6%	107
Went to fast food/drive-in restaurant in last 6 months	102,533	91.3%	101
Went to fast food/drive-in restaurant 9+ times/mo	48,367	43.1%	106
Fast food/drive-in last 6 months: eat in	43,075	38.3%	105
Fast food/drive-in last 6 months: home delivery	9,462	8.4%	107
Fast food/drive-in last 6 months: take-out/drive-thru	57,113	50.8%	108
Fast food/drive-in last 6 months: take-out/walk-in	25,275	22.5%	115
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	28,264	25.2%	119
Own any portable MP3 player	43,333	38.6%	115
HH owns 1 TV	12,481	22.5%	112
HH owns 2 TVs	15,883	28.6%	109
HH owns 3 TVs	11,171	20.1%	94
HH owns 4+ TVs	9,424	17.0%	86
HH subscribes to cable TV	31,178	56.2%	111
HH subscribes to fiber optic	3,525	6.4%	96
HH has satellite dish	9,609	17.3%	68
HH owns DVD/Blu-ray player	35,301	63.6%	103
HH owns camcorder	7,944	14.3%	92
HH owns portable GPS navigation device	14,847	26.8%	97
HH purchased video game system in last 12 mos	4,569	8.2%	89
HH owns Internet video device for TV	2,584	4.7%	107
Travel (Adults)			
Domestic travel in last 12 months	62,480	55.6%	111
Took 3+ domestic non-business trips in last 12 months	15,263	13.6%	109
Spent on domestic vacations in last 12 months: <\$1,000	17,971	16.0%	142
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	6,189	5.5%	92
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	4,045	3.6%	102
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	3,895	3.5%	91
Spent on domestic vacations in last 12 months: \$3,000+	5,990	5.3%	98
Domestic travel in the 12 months: used general travel website	8,071	7.2%	102
Foreign travel in last 3 years	29,142	25.9%	109
Took 3+ foreign trips by plane in last 3 years	4,468	4.0%	91
Spent on foreign vacations in last 12 months: <\$1,000	4,630	4.1%	98
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	3,164	2.8%	93
Spent on foreign vacations in last 12 months: \$3,000+	5,537	4.9%	100
Foreign travel in last 3 years: used general travel website	5,302	4.7%	86
Nights spent in hotel/motel in last 12 months: any	50,018	44.5%	108
Took cruise of more than one day in last 3 years	10,332	9.2%	105
Member of any frequent flyer program	20,218	18.0%	108
Member of any hotel rewards program	15,528	13.8%	98

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