



Retail Market Potential

Prepared by Kevin McGrawCollege Station East Retail Pad

College Station
East Retail Pad
Ring: 1 mile radius

Latitude: 30.588254
Longitude: -96.321237

Demographic Summary	2010	2015
Population	11,594	12,606
Total Number of Adults	9,947	10,852
Households	4,928	5,365
Median Household Income	\$23,889	\$28,753

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	4,775	48.0%	95
Bought any women's apparel in last 12 months	4,189	42.1%	92
Bought apparel for child <13 in last 6 months	1,947	19.6%	69
Bought any shoes in last 12 months	5,139	51.7%	99
Bought any costume jewelry in last 12 months	1,636	16.4%	79
Bought any fine jewelry in last 12 months	2,104	21.1%	92
Bought a watch in last 12 months	1,713	17.2%	83
Automobiles (Households)			
HH owns/leases any vehicle	4,110	83.4%	96
HH bought new vehicle in last 12 months	268	5.4%	66
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	8,403	84.5%	97
Bought/changed motor oil in last 12 months	4,701	47.3%	91
Had tune-up in last 12 months	2,991	30.1%	96
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	6,226	62.6%	99
Drank regular cola in last 6 months	5,058	50.8%	97
Drank beer/ale in last 6 months	4,611	46.4%	109
Cameras & Film (Adults)			
Bought any camera in last 12 months	1,568	15.8%	106
Bought film in last 12 months	2,208	22.2%	94
Bought digital camera in last 12 months	678	6.8%	97
Bought memory card for camera in last 12 months	867	8.7%	115
Cell Phones/PDAs & Service (Adults)			
Bought cell/mobile phone/PDA in last 12 months	3,723	37.4%	127
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	3,011	30.3%	117
Avg monthly cell/mobile phone/PDA bill: \$50-99	3,230	32.5%	102
Avg monthly cell/mobile phone/PDA bill: \$100+	1,438	14.5%	94
Computers (Households)			
HH owns a personal computer	3,734	75.8%	105
HH spent <\$500 on home PC	639	13.0%	143
HH spent \$500-\$999 on home PC	923	18.7%	102
HH spent \$1000-\$1499 on home PC	847	17.2%	117
HH spent \$1500-\$1999 on home PC	541	11.0%	132
Spent \$2000+ on home PC	355	7.2%	93

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults/HHs 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 2010 and 2015.



Retail Market Potential

Prepared by Kevin McGrawCollege Station East Retail Pad

College Station
East Retail Pad
Ring: 1 mile radius

Latitude: 30.588254
Longitude: -96.321237

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	6,344	63.8%	107
Bought cigarettes at convenience store in last 30 days	1,649	16.6%	112
Bought gas at convenience store in last 30 days	3,630	36.5%	110
Spent at convenience store in last 30 days: <\$20	984	9.9%	102
Spent at convenience store in last 30 days: \$20-39	964	9.7%	97
Spent at convenience store in last 30 days: \$40+	3,975	40.0%	114
Entertainment (Adults)			
Attended movies in last 6 months	6,579	66.1%	113
Went to live theater in last 12 months	1,226	12.3%	98
Went to a bar/night club in last 12 months	2,721	27.4%	149
Dined out in last 12 months	4,646	46.7%	96
Gambled at a casino in last 12 months	1,727	17.4%	108
Visited a theme park in last 12 months	2,319	23.3%	105
DVDs rented in last 30 days: 1	296	3.0%	112
DVDs rented in last 30 days: 2	603	6.1%	129
DVDs rented in last 30 days: 3	327	3.3%	106
DVDs rented in last 30 days: 4	538	5.4%	135
DVDs rented in last 30 days: 5+	1,036	10.4%	79
DVDs purchased in last 30 days: 1	711	7.1%	133
DVDs purchased in last 30 days: 2	555	5.6%	106
DVDs purchased in last 30 days: 3-4	365	3.7%	75
DVDs purchased in last 30 days: 5+	555	5.6%	103
Spent on toys/games in last 12 months: <\$50	603	6.1%	97
Spent on toys/games in last 12 months: \$50-\$99	271	2.7%	99
Spent on toys/games in last 12 months: \$100-\$199	629	6.3%	89
Spent on toys/games in last 12 months: \$200-\$499	790	7.9%	76
Spent on toys/games in last 12 months: \$500+	409	4.1%	75
Financial (Adults)			
Have home mortgage (1st)	1,249	12.6%	69
Used ATM/cash machine in last 12 months	5,728	57.6%	113
Own any stock	830	8.3%	93
Own U.S. savings bond	920	9.2%	131
Own shares in mutual fund (stock)	777	7.8%	83
Own shares in mutual fund (bonds)	463	4.7%	81
Used full service brokerage firm in last 12 months	445	4.5%	74
Used discount brokerage firm in last 12 months	248	2.5%	126
Have 401K retirement savings	1,203	12.1%	73
Own any credit/debit card (in own name)	7,603	76.4%	104
Avg monthly credit card expenditures: <\$111	1,695	17.0%	116
Avg monthly credit card expenditures: \$111-225	1,295	13.0%	144
Avg monthly credit card expenditures: \$226-450	857	8.6%	100
Avg monthly credit card expenditures: \$451-700	786	7.9%	110
Avg monthly credit card expenditures: \$701+	1,003	10.1%	73
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	5,742	57.7%	83
Used bread in last 6 months	9,445	94.9%	98
Used chicken/turkey (fresh or frozen) in last 6 months	6,982	70.2%	94
Used fish/seafood (fresh or frozen) in last 6 months	4,330	43.5%	85
Used fresh fruit/vegetables in last 6 months	7,904	79.5%	92
Used fresh milk in last 6 months	8,796	88.4%	97

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults/HHs 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 Mediamark Research & Intelligence LLC. in a nationally representative survey of U.S. households.



Retail Market Potential

Prepared by Kevin McGrawCollege Station East Retail Pad

College Station
East Retail Pad
Ring: 1 mile radius

Latitude: 30.588254
Longitude: -96.321237

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Health (Adults)			
Exercise at home 2+ times per week	3,327	33.4%	114
Exercise at club 2+ times per week	1,534	15.4%	133
Visited a doctor in last 12 months	7,248	72.9%	93
Used vitamin/dietary supplement in last 6 months	4,429	44.5%	93
Home (Households)			
Any home improvement in last 12 months	1,053	21.4%	68
Used housekeeper/maid/professional cleaning service in last 12 r	554	11.2%	72
Purchased any HH furnishing in last 12 months	748	15.2%	144
Purchased bedding/bath goods in last 12 months	2,764	56.1%	103
Purchased cooking/serving product in last 12 months	1,571	31.9%	118
Bought any kitchen appliance in last 12 months	909	18.4%	104
Insurance (Adults)			
Currently carry any life insurance	3,568	35.9%	74
Have medical/hospital/accident insurance	5,756	57.9%	80
Carry homeowner insurance	2,862	28.8%	54
Carry renter insurance	766	7.7%	128
Have auto/other vehicle insurance	7,775	78.2%	93
Pets (Households)			
HH owns any pet	1,962	39.8%	84
HH owns any cat	1,115	22.6%	97
HH owns any dog	1,060	21.5%	62
Reading Materials (Adults)			
Bought book in last 12 months	5,224	52.5%	106
Read any daily newspaper	4,183	42.0%	98
Heavy magazine reader	2,251	22.6%	114
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	6,815	68.5%	94
Went to family restaurant/steak house last mo: <2 times	2,524	25.4%	97
Went to family restaurant/steak house last mo: 2-4 times	2,645	26.6%	97
Went to family restaurant/steak house last mo: 5+ times	1,640	16.5%	84
Went to fast food/drive-in restaurant in last 6 mo	9,010	90.6%	101
Went to fast food/drive-in restaurant <5 times/mo	3,036	30.5%	100
Went to fast food/drive-in 5-12 times/mo	2,655	26.7%	85
Went to fast food/drive-in restaurant 13+ times/mo	3,326	33.4%	121
Fast food/drive-in last 6 mo: eat in	3,945	39.7%	103
Fast food/drive-in last 6 mo: home delivery	1,226	12.3%	111
Fast food/drive-in last 6 mo: take-out/drive-thru	5,450	54.8%	105
Fast food/drive-in last 6 mo: take-out/walk-in	2,696	27.1%	110
Telephones & Service (Households)			
HH owns in-home cordless telephone	2,312	46.9%	73
HH average monthly long distance phone bill: <\$16	1,328	26.9%	97
HH average monthly long distance phone bill: \$16-25	448	9.1%	77
HH average monthly long distance phone bill: \$26-59	344	7.0%	72
HH average monthly long distance phone bill: \$60+	169	3.4%	78

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults/HHs 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 2010 and 2015.



Retail Market Potential

College Station
 East Retail Pad
 Ring: 1 mile radius

Prepared by Kevin McGrawCollege Station East Retail Pad
 Latitude: 30.588254
 Longitude: -96.321237

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Television & Sound Equipment (Households)			
HH owns 1 TV	1,652	33.5%	169
HH owns 2 TVs	1,332	27.0%	102
HH owns 3 TVs	878	17.8%	79
HH owns 4+ TVs	633	12.8%	61
HH subscribes to cable TV	2,916	59.2%	102
HH watched 15+ hours of cable TV last week	2,552	51.8%	86
Purchased audio equipment in last 12 months	738	15.0%	180
Purchased CD player in last 12 months	328	6.7%	126
Purchased DVD player in last 12 months	681	13.8%	131
Purchased MP3 player in last 12 months	535	10.9%	124
Purchased video game system in last 12 months	417	8.5%	97
Travel (Adults)			
Domestic travel in last 12 months	5,090	51.2%	97
Took 3+ domestic trips in last 12 months	1,988	20.0%	96
Spent on domestic vacations last 12 mo: <\$1000	1,664	16.7%	132
Spent on domestic vacations last 12 mo: \$1000-1499	744	7.5%	108
Spent on domestic vacations last 12 mo: \$1500-1999	277	2.8%	69
Spent on domestic vacations last 12 mo: \$2000-2999	218	2.2%	53
Spent on domestic vacations: \$3000+	399	4.0%	83
Foreign travel in last 3 years	3,004	30.2%	120
Took 3+ foreign trips by plane in last 3 years	417	4.2%	93
Spent on foreign vacations last 12 mo: <\$1000	619	6.2%	113
Spent on foreign vacations last 12 mo: \$1000-2999	435	4.4%	110
Spent on foreign vacations: \$3000+	426	4.3%	92
Stayed 1+ nights at hotel/motel in last 12 months	4,146	41.7%	101

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults/HHs 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 2010 and 2015.