



Retail Market Potential

Smithville city, MO (2968420)
Place

Demographic Summary	2015	2020
Population	8,870	9,439
Population 18+	6,580	7,161
Households	3,281	3,492
Median Household Income	\$70,788	\$80,482

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	3,426	52.1%	108
Bought any women's clothing in last 12 months	3,033	46.1%	103
Bought clothing for child <13 years in last 6 months	2,102	31.9%	114
Bought any shoes in last 12 months	3,776	57.4%	105
Bought costume jewelry in last 12 months	1,460	22.2%	111
Bought any fine jewelry in last 12 months	1,286	19.5%	101
Bought a watch in last 12 months	783	11.9%	104
Automobiles (Households)			
HH owns/leases any vehicle	3,033	92.4%	109
HH bought/leased new vehicle last 12 mo	354	10.8%	125
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	6,089	92.5%	109
Bought/changed motor oil in last 12 months	3,662	55.7%	112
Had tune-up in last 12 months	2,137	32.5%	107
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	4,303	65.4%	100
Drank regular cola in last 6 months	2,956	44.9%	98
Drank beer/ale in last 6 months	2,850	43.3%	102
Cameras (Adults)			
Own digital point & shoot camera	2,493	37.9%	117
Own digital single-lens reflex (SLR) camera	620	9.4%	109
Bought any camera in last 12 months	517	7.9%	109
Bought memory card for camera in last 12 months	438	6.7%	116
Printed digital photos in last 12 months	249	3.8%	112
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	2,581	39.2%	107
Have a smartphone	3,489	53.0%	109
Have an iPhone	1,331	20.2%	108
Number of cell phones in household: 1	836	25.5%	79
Number of cell phones in household: 2	1,293	39.4%	107
Number of cell phones in household: 3+	992	30.2%	120
HH has cell phone only (no landline telephone)	1,138	34.7%	92
Computers (Households)			
HH owns a computer	2,710	82.6%	108
HH owns desktop computer	1,851	56.4%	116
HH owns laptop/notebook	1,782	54.3%	106
Spent <\$500 on most recent home computer	525	16.0%	114
Spent \$500-\$999 on most recent home computer	752	22.9%	113
Spent \$1,000-\$1,499 on most recent home computer	381	11.6%	116
Spent \$1,500-\$1,999 on most recent home computer	142	4.3%	94
Spent \$2,000+ on most recent home computer	134	4.1%	106

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	4,311	65.5%	108
Bought brewed coffee at convenience store in last 30 days	1,053	16.0%	104
Bought cigarettes at convenience store in last 30 days	917	13.9%	106
Bought gas at convenience store in last 30 days	2,696	41.0%	123
Spent at convenience store in last 30 days: <\$20	554	8.4%	103
Spent at convenience store in last 30 days: \$20-\$39	575	8.7%	96
Spent at convenience store in last 30 days: \$40-\$50	526	8.0%	104
Spent at convenience store in last 30 days: \$51-\$99	333	5.1%	111
Spent at convenience store in last 30 days: \$100+	1,834	27.9%	121
Entertainment (Adults)			
Attended a movie in last 6 months	4,154	63.1%	105
Went to live theater in last 12 months	820	12.5%	99
Went to a bar/night club in last 12 months	1,132	17.2%	101
Dined out in last 12 months	3,416	51.9%	115
Gambled at a casino in last 12 months	978	14.9%	101
Visited a theme park in last 12 months	1,284	19.5%	108
Viewed movie (video-on-demand) in last 30 days	1,103	16.8%	107
Viewed TV show (video-on-demand) in last 30 days	817	12.4%	101
Watched any pay-per-view TV in last 12 months	996	15.1%	115
Downloaded a movie over the Internet in last 30 days	359	5.5%	82
Downloaded any individual song in last 6 months	1,513	23.0%	112
Watched a movie online in the last 30 days	789	12.0%	88
Watched a TV program online in last 30 days	835	12.7%	94
Played a video/electronic game (console) in last 12 months	768	11.7%	102
Played a video/electronic game (portable) in last 12 months	296	4.5%	101
Financial (Adults)			
Have home mortgage (1st)	2,894	44.0%	139
Used ATM/cash machine in last 12 months	3,553	54.0%	111
Own any stock	577	8.8%	112
Own U.S. savings bond	380	5.8%	100
Own shares in mutual fund (stock)	570	8.7%	115
Own shares in mutual fund (bonds)	368	5.6%	114
Have interest checking account	2,231	33.9%	117
Have non-interest checking account	2,070	31.5%	111
Have savings account	3,973	60.4%	113
Have 401K retirement savings plan	1,282	19.5%	132
Own/used any credit/debit card in last 12 months	5,275	80.2%	109
Avg monthly credit card expenditures: <\$111	865	13.1%	111
Avg monthly credit card expenditures: \$111-\$225	493	7.5%	116
Avg monthly credit card expenditures: \$226-\$450	425	6.5%	102
Avg monthly credit card expenditures: \$451-\$700	410	6.2%	114
Avg monthly credit card expenditures: \$701-\$1,000	309	4.7%	108
Avg monthly credit card expenditures: \$1,001+	616	9.4%	102
Did banking online in last 12 months	2,821	42.9%	122
Did banking on mobile device in last 12 months	847	12.9%	124
Paid bills online in last 12 months	3,149	47.9%	115

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Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	4,932	75.0%	105
Used bread in last 6 months	6,371	96.8%	102
Used chicken (fresh or frozen) in last 6 mos	4,893	74.4%	104
Used turkey (fresh or frozen) in last 6 mos	1,314	20.0%	109
Used fish/seafood (fresh or frozen) in last 6 months	3,767	57.2%	102
Used fresh fruit/vegetables in last 6 months	5,876	89.3%	103
Used fresh milk in last 6 months	6,050	91.9%	102
Used organic food in last 6 months	1,058	16.1%	82
Health (Adults)			
Exercise at home 2+ times per week	2,096	31.9%	111
Exercise at club 2+ times per week	937	14.2%	110
Visited a doctor in last 12 months	5,159	78.4%	104
Used vitamin/dietary supplement in last 6 months	3,555	54.0%	101
Home (Households)			
Any home improvement in last 12 months	1,112	33.9%	123
Used housekeeper/maid/professional HH cleaning service in last 12	402	12.3%	94
Purchased low ticket HH furnishings in last 12 months	569	17.3%	111
Purchased big ticket HH furnishings in last 12 months	728	22.2%	105
Purchased bedding/bath goods in last 12 months	1,811	55.2%	104
Purchased cooking/serving product in last 12 months	811	24.7%	102
Bought any small kitchen appliance in last 12 months	762	23.2%	104
Bought any large kitchen appliance in last 12 months	472	14.4%	112
Insurance (Adults/Households)			
Currently carry life insurance	3,471	52.8%	121
Carry medical/hospital/accident insurance	4,520	68.7%	107
Carry homeowner insurance	4,016	61.0%	128
Carry renter's insurance	426	6.5%	88
Have auto insurance: 1 vehicle in household covered	834	25.4%	81
Have auto insurance: 2 vehicles in household covered	1,086	33.1%	118
Have auto insurance: 3+ vehicles in household covered	984	30.0%	137
Pets (Households)			
Household owns any pet	2,030	61.9%	116
Household owns any cat	837	25.5%	112
Household owns any dog	1,611	49.1%	123
Psychographics (Adults)			
Buying American is important to me	3,033	46.1%	107
Usually buy items on credit rather than wait	699	10.6%	93
Usually buy based on quality - not price	1,127	17.1%	96
Price is usually more important than brand name	1,794	27.3%	99
Usually use coupons for brands I buy often	1,221	18.6%	98
Am interested in how to help the environment	997	15.2%	91
Usually pay more for environ safe product	636	9.7%	77
Usually value green products over convenience	474	7.2%	71
Likely to buy a brand that supports a charity	2,279	34.6%	101
Reading (Adults)			
Bought digital book in last 12 months	807	12.3%	110
Bought hardcover book in last 12 months	1,602	24.3%	108
Bought paperback book in last 12 month	2,347	35.7%	105
Read any daily newspaper (paper version)	1,781	27.1%	96
Read any digital newspaper in last 30 days	2,252	34.2%	109
Read any magazine (paper/electronic version) in last 6 months	6,033	91.7%	101

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	5,428	82.5%	109
Went to family restaurant/steak house: 4+ times a month	2,274	34.6%	120
Went to fast food/drive-in restaurant in last 6 months	6,112	92.9%	103
Went to fast food/drive-in restaurant 9+ times/mo	2,988	45.4%	112
Fast food/drive-in last 6 months: eat in	2,699	41.0%	113
Fast food/drive-in last 6 months: home delivery	578	8.8%	112
Fast food/drive-in last 6 months: take-out/drive-thru	3,717	56.5%	120
Fast food/drive-in last 6 months: take-out/walk-in	1,396	21.2%	108
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	1,533	23.3%	110
Own any portable MP3 player	2,502	38.0%	113
HH owns 1 TV	465	14.2%	70
HH owns 2 TVs	861	26.2%	100
HH owns 3 TVs	770	23.5%	109
HH owns 4+ TVs	834	25.4%	129
HH subscribes to cable TV	1,678	51.1%	101
HH subscribes to fiber optic	189	5.8%	86
HH has satellite dish	1,001	30.5%	120
HH owns DVD/Blu-ray player	2,222	67.7%	110
HH owns camcorder	660	20.1%	129
HH owns portable GPS navigation device	1,145	34.9%	127
HH purchased video game system in last 12 mos	266	8.1%	88
HH owns Internet video device for TV	151	4.6%	105
Travel (Adults)			
Domestic travel in last 12 months	3,785	57.5%	115
Took 3+ domestic non-business trips in last 12 months	978	14.9%	119
Spent on domestic vacations in last 12 months: <\$1,000	777	11.8%	105
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	437	6.6%	110
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	322	4.9%	139
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	314	4.8%	125
Spent on domestic vacations in last 12 months: \$3,000+	422	6.4%	118
Domestic travel in the 12 months: used general travel website	490	7.4%	106
Foreign travel in last 3 years	1,565	23.8%	100
Took 3+ foreign trips by plane in last 3 years	241	3.7%	84
Spent on foreign vacations in last 12 months: <\$1,000	284	4.3%	103
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	224	3.4%	112
Spent on foreign vacations in last 12 months: \$3,000+	301	4.6%	93
Foreign travel in last 3 years: used general travel website	388	5.9%	108
Nights spent in hotel/motel in last 12 months: any	3,189	48.5%	117
Took cruise of more than one day in last 3 years	681	10.3%	118
Member of any frequent flyer program	1,216	18.5%	111
Member of any hotel rewards program	1,115	16.9%	120

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