



Retail Market Potential

130 E Morgan St, Raleigh, North Carolina, 27601
Ring: 1 mile radius

Prepared by Esri
Latitude: 35.77929
Longitude: -78.63703

Demographic Summary		2020	2025
Population		19,969	23,091
Population 18+		17,078	19,851
Households		9,591	11,487
Median Household Income		\$44,549	\$51,868

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	7,767	45.5%	94
Bought any women's clothing in last 12 months	7,121	41.7%	95
Bought clothing for child <13 years in last 6 months	3,405	19.9%	76
Bought any shoes in last 12 months	8,900	52.1%	99
Bought costume jewelry in last 12 months	3,071	18.0%	106
Bought any fine jewelry in last 12 months	3,678	21.5%	119
Bought a watch in last 12 months	2,958	17.3%	113
Automobiles (Households)			
HH owns/leases any vehicle	6,328	66.0%	77
HH bought/leased new vehicle last 12 months	675	7.0%	74
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	11,629	68.1%	80
Bought/changed motor oil in last 12 months	6,363	37.3%	80
Had tune-up in last 12 months	3,524	20.6%	85
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	11,844	69.4%	96
Drank regular cola in last 6 months	7,354	43.1%	99
Drank beer/ale in last 6 months	7,195	42.1%	102
Cameras (Adults)			
Own digital point & shoot camera/camcorder	902	5.3%	62
Own digital SLR camera/camcorder	1,428	8.4%	110
Printed digital photos in last 12 months	2,755	16.1%	73
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	5,723	33.5%	100
Have a smartphone	14,992	87.8%	101
Have a smartphone: Android phone (any brand)	7,366	43.1%	105
Have a smartphone: Apple iPhone	7,472	43.8%	97
Number of cell phones in household: 1	4,410	46.0%	152
Number of cell phones in household: 2	3,180	33.2%	86
Number of cell phones in household: 3+	1,682	17.5%	61
HH has cell phone only (no landline telephone)	7,324	76.4%	126
Computers (Households)			
HH owns a computer	6,201	64.7%	88
HH owns desktop computer	2,448	25.5%	73
HH owns laptop/notebook	4,971	51.8%	90
HH owns any Apple/Mac brand computer	1,807	18.8%	99
HH owns any PC/non-Apple brand computer	4,864	50.7%	84
HH purchased most recent computer in a store	2,640	27.5%	78
HH purchased most recent computer online	1,342	14.0%	99
HH spent \$1-\$499 on most recent home computer	1,275	13.3%	91
HH spent \$500-\$999 on most recent home computer	1,088	11.3%	71
HH spent \$1,000-\$1,499 on most recent home computer	1,106	11.5%	119
HH spent \$1,500-\$1,999 on most recent home computer	444	4.6%	104
HH spent \$2,000+ on most recent home computer	427	4.5%	110

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 2020 and 2025.

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	10,607	62.1%	100
Bought brewed coffee at convenience store in last 30 days	1,944	11.4%	86
Bought cigarettes at convenience store in last 30 days	2,292	13.4%	128
Bought gas at convenience store in last 30 days	4,776	28.0%	75
Spent at convenience store in last 30 days: \$1-19	1,358	8.0%	118
Spent at convenience store in last 30 days: \$20-\$39	1,609	9.4%	102
Spent at convenience store in last 30 days: \$40-\$50	1,452	8.5%	107
Spent at convenience store in last 30 days: \$51-\$99	823	4.8%	89
Spent at convenience store in last 30 days: \$100+	3,133	18.3%	81
Entertainment (Adults)			
Attended a movie in last 6 months	10,013	58.6%	100
Went to live theater in last 12 months	2,099	12.3%	108
Went to a bar/night club in last 12 months	3,475	20.3%	120
Dined out in last 12 months	7,060	41.3%	81
Gambled at a casino in last 12 months	2,186	12.8%	94
Visited a theme park in last 12 months	2,646	15.5%	83
Viewed movie (video-on-demand) in last 30 days	2,433	14.2%	86
Viewed TV show (video-on-demand) in last 30 days	1,655	9.7%	83
Watched any pay-per-view TV in last 12 months	1,488	8.7%	99
Downloaded a movie over the Internet in last 30 days	2,037	11.9%	119
Downloaded any individual song in last 6 months	3,037	17.8%	95
Watched a movie online in the last 30 days	6,426	37.6%	125
Watched a TV program online in last 30 days	4,243	24.8%	123
Played a video/electronic game (console) in last 12 months	1,693	9.9%	110
Played a video/electronic game (portable) in last 12 months	754	4.4%	103
Financial (Adults)			
Have home mortgage (1st)	3,665	21.5%	70
Used ATM/cash machine in last 12 months	8,314	48.7%	93
Own any stock	1,108	6.5%	92
Own U.S. savings bond	805	4.7%	112
Own shares in mutual fund (stock)	1,377	8.1%	113
Own shares in mutual fund (bonds)	816	4.8%	101
Have interest checking account	3,493	20.5%	72
Have non-interest checking account	4,499	26.3%	91
Have savings account	8,346	48.9%	86
Have 401K retirement savings plan	2,614	15.3%	95
Own/used any credit/debit card in last 12 months	12,438	72.8%	91
Avg monthly credit card expenditures: \$1-110	1,305	7.6%	67
Avg monthly credit card expenditures: \$111-\$225	1,013	5.9%	82
Avg monthly credit card expenditures: \$226-\$450	1,131	6.6%	96
Avg monthly credit card expenditures: \$451-\$700	913	5.3%	86
Avg monthly credit card expenditures: \$701-\$1,000	1,246	7.3%	124
Avg monthly credit card expenditures: \$1,001+	2,247	13.2%	108
Did banking online in last 12 months	5,838	34.2%	87
Did banking on mobile device in last 12 months	4,704	27.5%	97
Paid bills online in last 12 months	7,731	45.3%	89

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH used beef (fresh/frozen) in last 6 months	5,720	59.6%	87
HH used bread in last 6 months	8,797	91.7%	98
HH used chicken (fresh or frozen) in last 6 months	6,018	62.7%	92
HH used turkey (fresh or frozen) in last 6 months	1,354	14.1%	94
HH used fish/seafood (fresh or frozen) in last 6 months	5,200	54.2%	99
HH used fresh fruit/vegetables in last 6 months	7,484	78.0%	93
HH used fresh milk in last 6 months	7,402	77.2%	91
HH used organic food in last 6 months	2,580	26.9%	111
Health (Adults)			
Exercise at home 2+ times per week	4,226	24.7%	90
Exercise at club 2+ times per week	2,575	15.1%	107
Visited a doctor in last 12 months	12,683	74.3%	98
Used vitamin/dietary supplement in last 6 months	7,957	46.6%	87
Home (Households)			
HH did any home improvement in last 12 months	1,428	14.9%	55
HH used any maid/professional cleaning service in last 12 months	1,249	13.0%	87
HH purchased low ticket HH furnishings in last 12 months	1,785	18.6%	107
HH purchased big ticket HH furnishings in last 12 months	2,240	23.4%	103
HH bought any small kitchen appliance in last 12 months	2,402	25.0%	111
HH bought any large kitchen appliance in last 12 months	1,015	10.6%	80
Insurance (Adults/Households)			
Currently carry life insurance	6,241	36.5%	84
Carry medical/hospital/accident insurance	11,656	68.3%	92
Carry homeowner insurance	4,745	27.8%	60
Carry renter's insurance	2,301	13.5%	155
HH has auto insurance: 1 vehicle in household covered	3,273	34.1%	112
HH has auto insurance: 2 vehicles in household covered	1,729	18.0%	65
HH has auto insurance: 3+ vehicles in household covered	918	9.6%	43
Pets (Households)			
Household owns any pet	3,303	34.4%	64
Household owns any cat	1,416	14.8%	65
Household owns any dog	2,161	22.5%	55
Psychographics (Adults)			
Buying American is important to me	4,790	28.0%	76
Usually buy items on credit rather than wait	2,243	13.1%	97
Usually buy based on quality - not price	3,496	20.5%	112
Price is usually more important than brand name	4,718	27.6%	99
Usually use coupons for brands I buy often	2,185	12.8%	80
Am interested in how to help the environment	3,924	23.0%	116
Usually pay more for environ safe product	2,947	17.3%	117
Usually value green products over convenience	2,165	12.7%	111
Likely to buy a brand that supports a charity	5,662	33.2%	93
Reading (Adults)			
Bought digital book in last 12 months	1,885	11.0%	84
Bought hardcover book in last 12 months	3,321	19.4%	97
Bought paperback book in last 12 month	4,336	25.4%	90
Read any daily newspaper (paper version)	2,455	14.4%	90
Read any digital newspaper in last 30 days	8,063	47.2%	115
Read any magazine (paper/electronic version) in last 6 months	15,815	92.6%	102

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	11,285	66.1%	90
Went to family restaurant/steak house: 4+ times a month	4,045	23.7%	90
Went to fast food/drive-in restaurant in last 6 months	15,038	88.1%	97
Went to fast food/drive-in restaurant 9+ times/month	6,037	35.3%	91
Fast food restaurant last 6 months: eat in	5,119	30.0%	84
Fast food restaurant last 6 months: home delivery	2,023	11.8%	140
Fast food restaurant last 6 months: take-out/drive-thru	6,784	39.7%	87
Fast food restaurant last 6 months: take-out/walk-in	3,798	22.2%	107
Television & Electronics (Adults/Households)			
Own any tablet	7,582	44.4%	89
Own any e-reader	1,403	8.2%	85
Own e-reader/tablet: iPad	4,363	25.5%	87
HH has Internet connectable TV	2,544	26.5%	84
Own any portable MP3 player	2,160	12.6%	79
HH owns 1 TV	2,974	31.0%	145
HH owns 2 TVs	2,643	27.6%	105
HH owns 3 TVs	1,492	15.6%	74
HH owns 4+ TVs	701	7.3%	43
HH subscribes to cable TV	3,741	39.0%	94
HH subscribes to fiber optic	391	4.1%	64
HH owns portable GPS navigation device	1,125	11.7%	58
HH purchased video game system in last 12 months	843	8.8%	103
HH owns any Internet video device for TV	2,437	25.4%	92
Travel (Adults)			
Took domestic trip in continental US last 12 months	7,595	44.5%	85
Took 3+ domestic non-business trips in last 12 months	2,034	11.9%	100
Spent on domestic vacations in last 12 months: \$1-999	1,825	10.7%	99
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	929	5.4%	87
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	651	3.8%	99
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	767	4.5%	102
Spent on domestic vacations in last 12 months: \$3,000+	832	4.9%	76
Domestic travel in last 12 months: used general travel website	1,376	8.1%	122
Took foreign trip (including Alaska and Hawaii) in last 3 years	5,009	29.3%	102
Took 3+ foreign trips by plane in last 3 years	1,584	9.3%	159
Spent on foreign vacations in last 12 months: \$1-999	932	5.5%	110
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	1,073	6.3%	145
Spent on foreign vacations in last 12 months: \$3,000+	1,478	8.7%	130
Foreign travel in last 3 years: used general travel website	1,329	7.8%	133
Nights spent in hotel/motel in last 12 months: any	6,430	37.7%	84
Took cruise of more than one day in last 3 years	1,135	6.6%	72
Member of any frequent flyer program	3,144	18.4%	100
Member of any hotel rewards program	2,717	15.9%	84

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Demographic Summary		2020	2025
Population		106,736	116,548
Population 18+		88,148	96,669
Households		40,919	45,698
Median Household Income		\$53,747	\$57,416

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	41,651	47.3%	98
Bought any women's clothing in last 12 months	37,525	42.6%	97
Bought clothing for child <13 years in last 6 months	18,783	21.3%	81
Bought any shoes in last 12 months	45,716	51.9%	99
Bought costume jewelry in last 12 months	15,314	17.4%	102
Bought any fine jewelry in last 12 months	16,731	19.0%	105
Bought a watch in last 12 months	14,807	16.8%	109
Automobiles (Households)			
HH owns/leases any vehicle	31,578	77.2%	90
HH bought/leased new vehicle last 12 months	3,351	8.2%	86
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	68,325	77.5%	91
Bought/changed motor oil in last 12 months	35,918	40.7%	87
Had tune-up in last 12 months	20,538	23.3%	96
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	62,025	70.4%	98
Drank regular cola in last 6 months	40,288	45.7%	105
Drank beer/ale in last 6 months	38,575	43.8%	106
Cameras (Adults)			
Own digital point & shoot camera/camcorder	6,416	7.3%	86
Own digital SLR camera/camcorder	6,035	6.8%	90
Printed digital photos in last 12 months	16,743	19.0%	86
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	29,374	33.3%	99
Have a smartphone	79,735	90.5%	104
Have a smartphone: Android phone (any brand)	33,841	38.4%	93
Have a smartphone: Apple iPhone	45,124	51.2%	114
Number of cell phones in household: 1	15,454	37.8%	125
Number of cell phones in household: 2	14,951	36.5%	95
Number of cell phones in household: 3+	9,532	23.3%	80
HH has cell phone only (no landline telephone)	29,275	71.5%	118
Computers (Households)			
HH owns a computer	29,457	72.0%	98
HH owns desktop computer	12,313	30.1%	86
HH owns laptop/notebook	23,677	57.9%	101
HH owns any Apple/Mac brand computer	8,919	21.8%	114
HH owns any PC/non-Apple brand computer	22,937	56.1%	93
HH purchased most recent computer in a store	12,973	31.7%	90
HH purchased most recent computer online	6,474	15.8%	112
HH spent \$1-\$499 on most recent home computer	5,715	14.0%	95
HH spent \$500-\$999 on most recent home computer	5,499	13.4%	84
HH spent \$1,000-\$1,499 on most recent home computer	4,938	12.1%	124
HH spent \$1,500-\$1,999 on most recent home computer	1,879	4.6%	103
HH spent \$2,000+ on most recent home computer	1,740	4.3%	105

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	54,996	62.4%	100
Bought brewed coffee at convenience store in last 30 days	10,378	11.8%	89
Bought cigarettes at convenience store in last 30 days	10,886	12.3%	118
Bought gas at convenience store in last 30 days	28,365	32.2%	86
Spent at convenience store in last 30 days: \$1-19	6,513	7.4%	109
Spent at convenience store in last 30 days: \$20-\$39	8,726	9.9%	107
Spent at convenience store in last 30 days: \$40-\$50	6,240	7.1%	89
Spent at convenience store in last 30 days: \$51-\$99	4,790	5.4%	100
Spent at convenience store in last 30 days: \$100+	16,905	19.2%	84
Entertainment (Adults)			
Attended a movie in last 6 months	53,170	60.3%	103
Went to live theater in last 12 months	11,160	12.7%	111
Went to a bar/night club in last 12 months	17,497	19.8%	117
Dined out in last 12 months	42,264	47.9%	94
Gambled at a casino in last 12 months	12,011	13.6%	100
Visited a theme park in last 12 months	17,390	19.7%	105
Viewed movie (video-on-demand) in last 30 days	12,573	14.3%	86
Viewed TV show (video-on-demand) in last 30 days	8,166	9.3%	80
Watched any pay-per-view TV in last 12 months	7,574	8.6%	97
Downloaded a movie over the Internet in last 30 days	12,169	13.8%	137
Downloaded any individual song in last 6 months	16,748	19.0%	101
Watched a movie online in the last 30 days	37,269	42.3%	141
Watched a TV program online in last 30 days	24,625	27.9%	138
Played a video/electronic game (console) in last 12 months	10,435	11.8%	131
Played a video/electronic game (portable) in last 12 months	4,542	5.2%	120
Financial (Adults)			
Have home mortgage (1st)	20,988	23.8%	78
Used ATM/cash machine in last 12 months	47,147	53.5%	102
Own any stock	5,771	6.5%	93
Own U.S. savings bond	3,581	4.1%	97
Own shares in mutual fund (stock)	5,661	6.4%	90
Own shares in mutual fund (bonds)	3,656	4.1%	87
Have interest checking account	20,065	22.8%	80
Have non-interest checking account	24,138	27.4%	95
Have savings account	48,076	54.5%	96
Have 401K retirement savings plan	13,218	15.0%	93
Own/used any credit/debit card in last 12 months	67,479	76.6%	95
Avg monthly credit card expenditures: \$1-110	8,588	9.7%	86
Avg monthly credit card expenditures: \$111-\$225	5,692	6.5%	89
Avg monthly credit card expenditures: \$226-\$450	6,600	7.5%	109
Avg monthly credit card expenditures: \$451-\$700	5,027	5.7%	92
Avg monthly credit card expenditures: \$701-\$1,000	5,582	6.3%	108
Avg monthly credit card expenditures: \$1,001+	9,784	11.1%	91
Did banking online in last 12 months	33,424	37.9%	97
Did banking on mobile device in last 12 months	26,483	30.0%	106
Paid bills online in last 12 months	44,323	50.3%	98

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH used beef (fresh/frozen) in last 6 months	25,798	63.0%	92
HH used bread in last 6 months	37,543	91.7%	98
HH used chicken (fresh or frozen) in last 6 months	26,823	65.6%	96
HH used turkey (fresh or frozen) in last 6 months	6,278	15.3%	103
HH used fish/seafood (fresh or frozen) in last 6 months	21,709	53.1%	97
HH used fresh fruit/vegetables in last 6 months	33,185	81.1%	96
HH used fresh milk in last 6 months	32,699	79.9%	94
HH used organic food in last 6 months	10,911	26.7%	110
Health (Adults)			
Exercise at home 2+ times per week	23,949	27.2%	99
Exercise at club 2+ times per week	14,099	16.0%	113
Visited a doctor in last 12 months	63,776	72.4%	95
Used vitamin/dietary supplement in last 6 months	43,056	48.8%	91
Home (Households)			
HH did any home improvement in last 12 months	8,795	21.5%	79
HH used any maid/professional cleaning service in last 12 months	6,048	14.8%	99
HH purchased low ticket HH furnishings in last 12 months	7,771	19.0%	109
HH purchased big ticket HH furnishings in last 12 months	9,803	24.0%	106
HH bought any small kitchen appliance in last 12 months	10,166	24.8%	110
HH bought any large kitchen appliance in last 12 months	4,835	11.8%	89
Insurance (Adults/Households)			
Currently carry life insurance	32,229	36.6%	84
Carry medical/hospital/accident insurance	62,189	70.6%	95
Carry homeowner insurance	29,181	33.1%	71
Carry renter's insurance	10,187	11.6%	133
HH has auto insurance: 1 vehicle in household covered	13,788	33.7%	111
HH has auto insurance: 2 vehicles in household covered	9,900	24.2%	87
HH has auto insurance: 3+ vehicles in household covered	5,517	13.5%	60
Pets (Households)			
Household owns any pet	17,454	42.7%	79
Household owns any cat	7,630	18.6%	82
Household owns any dog	12,120	29.6%	72
Psychographics (Adults)			
Buying American is important to me	26,528	30.1%	82
Usually buy items on credit rather than wait	11,862	13.5%	100
Usually buy based on quality - not price	17,267	19.6%	107
Price is usually more important than brand name	25,769	29.2%	104
Usually use coupons for brands I buy often	11,975	13.6%	85
Am interested in how to help the environment	20,167	22.9%	116
Usually pay more for environ safe product	13,796	15.7%	106
Usually value green products over convenience	11,241	12.8%	112
Likely to buy a brand that supports a charity	31,843	36.1%	101
Reading (Adults)			
Bought digital book in last 12 months	12,158	13.8%	105
Bought hardcover book in last 12 months	18,169	20.6%	103
Bought paperback book in last 12 month	25,994	29.5%	105
Read any daily newspaper (paper version)	12,930	14.7%	92
Read any digital newspaper in last 30 days	46,637	52.9%	128
Read any magazine (paper/electronic version) in last 6 months	82,161	93.2%	103

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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 2020 and 2025.

November 03, 2020



Retail Market Potential

130 E Morgan St, Raleigh, North Carolina, 27601
Ring: 3 mile radius

Prepared by Esri
Latitude: 35.77929
Longitude: -78.63703

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	61,020	69.2%	94
Went to family restaurant/steak house: 4+ times a month	20,525	23.3%	89
Went to fast food/drive-in restaurant in last 6 months	77,960	88.4%	98
Went to fast food/drive-in restaurant 9+ times/month	32,669	37.1%	95
Fast food restaurant last 6 months: eat in	29,991	34.0%	95
Fast food restaurant last 6 months: home delivery	9,769	11.1%	131
Fast food restaurant last 6 months: take-out/drive-thru	38,194	43.3%	94
Fast food restaurant last 6 months: take-out/walk-in	20,393	23.1%	111
Television & Electronics (Adults/Households)			
Own any tablet	40,688	46.2%	92
Own any e-reader	7,794	8.8%	92
Own e-reader/tablet: iPad	24,910	28.3%	96
HH has Internet connectable TV	11,828	28.9%	91
Own any portable MP3 player	13,686	15.5%	97
HH owns 1 TV	11,164	27.3%	128
HH owns 2 TVs	11,096	27.1%	103
HH owns 3 TVs	7,276	17.8%	84
HH owns 4+ TVs	4,373	10.7%	64
HH subscribes to cable TV	16,646	40.7%	98
HH subscribes to fiber optic	2,277	5.6%	87
HH owns portable GPS navigation device	5,994	14.6%	72
HH purchased video game system in last 12 months	3,313	8.1%	95
HH owns any Internet video device for TV	11,644	28.5%	103
Travel (Adults)			
Took domestic trip in continental US last 12 months	45,320	51.4%	98
Took 3+ domestic non-business trips in last 12 months	10,546	12.0%	100
Spent on domestic vacations in last 12 months: \$1-999	12,292	13.9%	129
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	5,320	6.0%	97
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	3,167	3.6%	93
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	3,635	4.1%	94
Spent on domestic vacations in last 12 months: \$3,000+	4,492	5.1%	80
Domestic travel in last 12 months: used general travel website	6,481	7.4%	111
Took foreign trip (including Alaska and Hawaii) in last 3 years	26,481	30.0%	104
Took 3+ foreign trips by plane in last 3 years	5,961	6.8%	116
Spent on foreign vacations in last 12 months: \$1-999	5,674	6.4%	130
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	4,136	4.7%	109
Spent on foreign vacations in last 12 months: \$3,000+	6,197	7.0%	105
Foreign travel in last 3 years: used general travel website	5,500	6.2%	106
Nights spent in hotel/motel in last 12 months: any	38,705	43.9%	98
Took cruise of more than one day in last 3 years	6,206	7.0%	76
Member of any frequent flyer program	16,390	18.6%	101
Member of any hotel rewards program	14,795	16.8%	88

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Retail Market Potential

130 E Morgan St, Raleigh, North Carolina, 27601
Ring: 5 mile radius

Prepared by Esri
Latitude: 35.77929
Longitude: -78.63703

Demographic Summary		2020	2025
Population		225,124	247,270
Population 18+		181,659	200,338
Households		86,982	96,373
Median Household Income		\$57,000	\$60,528

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	87,270	48.0%	100
Bought any women's clothing in last 12 months	79,886	44.0%	100
Bought clothing for child <13 years in last 6 months	41,509	22.8%	87
Bought any shoes in last 12 months	95,773	52.7%	100
Bought costume jewelry in last 12 months	31,461	17.3%	102
Bought any fine jewelry in last 12 months	33,356	18.4%	102
Bought a watch in last 12 months	29,799	16.4%	107
Automobiles (Households)			
HH owns/leases any vehicle	71,026	81.7%	96
HH bought/leased new vehicle last 12 months	7,645	8.8%	93
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	148,081	81.5%	96
Bought/changed motor oil in last 12 months	77,068	42.4%	91
Had tune-up in last 12 months	43,881	24.2%	99
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	129,135	71.1%	99
Drank regular cola in last 6 months	81,774	45.0%	103
Drank beer/ale in last 6 months	79,202	43.6%	106
Cameras (Adults)			
Own digital point & shoot camera/camcorder	14,359	7.9%	94
Own digital SLR camera/camcorder	13,297	7.3%	96
Printed digital photos in last 12 months	37,809	20.8%	95
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	61,041	33.6%	100
Have a smartphone	165,340	91.0%	104
Have a smartphone: Android phone (any brand)	70,514	38.8%	94
Have a smartphone: Apple iPhone	93,445	51.4%	115
Number of cell phones in household: 1	29,696	34.1%	113
Number of cell phones in household: 2	32,791	37.7%	98
Number of cell phones in household: 3+	22,599	26.0%	90
HH has cell phone only (no landline telephone)	59,852	68.8%	114
Computers (Households)			
HH owns a computer	65,352	75.1%	102
HH owns desktop computer	28,296	32.5%	92
HH owns laptop/notebook	52,661	60.5%	105
HH owns any Apple/Mac brand computer	19,411	22.3%	117
HH owns any PC/non-Apple brand computer	51,418	59.1%	98
HH purchased most recent computer in a store	29,340	33.7%	95
HH purchased most recent computer online	13,952	16.0%	114
HH spent \$1-\$499 on most recent home computer	12,214	14.0%	96
HH spent \$500-\$999 on most recent home computer	12,738	14.6%	91
HH spent \$1,000-\$1,499 on most recent home computer	10,463	12.0%	124
HH spent \$1,500-\$1,999 on most recent home computer	4,010	4.6%	104
HH spent \$2,000+ on most recent home computer	3,783	4.3%	107

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November 03, 2020



Retail Market Potential

130 E Morgan St, Raleigh, North Carolina, 27601
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Latitude: 35.77929
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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	113,512	62.5%	100
Bought brewed coffee at convenience store in last 30 days	22,364	12.3%	93
Bought cigarettes at convenience store in last 30 days	20,641	11.4%	108
Bought gas at convenience store in last 30 days	61,738	34.0%	91
Spent at convenience store in last 30 days: \$1-19	13,117	7.2%	107
Spent at convenience store in last 30 days: \$20-\$39	17,740	9.8%	105
Spent at convenience store in last 30 days: \$40-\$50	13,067	7.2%	90
Spent at convenience store in last 30 days: \$51-\$99	9,925	5.5%	101
Spent at convenience store in last 30 days: \$100+	36,980	20.4%	90
Entertainment (Adults)			
Attended a movie in last 6 months	112,127	61.7%	105
Went to live theater in last 12 months	23,542	13.0%	114
Went to a bar/night club in last 12 months	35,548	19.6%	115
Dined out in last 12 months	92,090	50.7%	100
Gambled at a casino in last 12 months	25,174	13.9%	101
Visited a theme park in last 12 months	36,850	20.3%	108
Viewed movie (video-on-demand) in last 30 days	27,727	15.3%	92
Viewed TV show (video-on-demand) in last 30 days	18,396	10.1%	87
Watched any pay-per-view TV in last 12 months	15,853	8.7%	99
Downloaded a movie over the Internet in last 30 days	23,832	13.1%	131
Downloaded any individual song in last 6 months	36,140	19.9%	106
Watched a movie online in the last 30 days	73,730	40.6%	135
Watched a TV program online in last 30 days	48,641	26.8%	132
Played a video/electronic game (console) in last 12 months	20,310	11.2%	124
Played a video/electronic game (portable) in last 12 months	8,848	4.9%	114
Financial (Adults)			
Have home mortgage (1st)	49,242	27.1%	88
Used ATM/cash machine in last 12 months	99,387	54.7%	104
Own any stock	12,346	6.8%	97
Own U.S. savings bond	7,389	4.1%	97
Own shares in mutual fund (stock)	11,970	6.6%	92
Own shares in mutual fund (bonds)	8,005	4.4%	93
Have interest checking account	46,101	25.4%	89
Have non-interest checking account	51,974	28.6%	99
Have savings account	103,759	57.1%	100
Have 401K retirement savings plan	28,499	15.7%	98
Own/used any credit/debit card in last 12 months	144,766	79.7%	99
Avg monthly credit card expenditures: \$1-110	18,893	10.4%	92
Avg monthly credit card expenditures: \$111-\$225	12,167	6.7%	93
Avg monthly credit card expenditures: \$226-\$450	13,384	7.4%	107
Avg monthly credit card expenditures: \$451-\$700	10,750	5.9%	95
Avg monthly credit card expenditures: \$701-\$1,000	11,454	6.3%	107
Avg monthly credit card expenditures: \$1,001+	21,614	11.9%	97
Did banking online in last 12 months	73,639	40.5%	103
Did banking on mobile device in last 12 months	56,542	31.1%	110
Paid bills online in last 12 months	97,236	53.5%	105

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November 03, 2020



Retail Market Potential

130 E Morgan St, Raleigh, North Carolina, 27601
Ring: 5 mile radius

Prepared by Esri
Latitude: 35.77929
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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH used beef (fresh/frozen) in last 6 months	56,886	65.4%	96
HH used bread in last 6 months	79,842	91.8%	98
HH used chicken (fresh or frozen) in last 6 months	58,520	67.3%	99
HH used turkey (fresh or frozen) in last 6 months	13,220	15.2%	102
HH used fish/seafood (fresh or frozen) in last 6 months	46,544	53.5%	97
HH used fresh fruit/vegetables in last 6 months	72,203	83.0%	99
HH used fresh milk in last 6 months	70,683	81.3%	96
HH used organic food in last 6 months	23,455	27.0%	111
Health (Adults)			
Exercise at home 2+ times per week	51,836	28.5%	104
Exercise at club 2+ times per week	29,735	16.4%	116
Visited a doctor in last 12 months	133,615	73.6%	97
Used vitamin/dietary supplement in last 6 months	93,685	51.6%	96
Home (Households)			
HH did any home improvement in last 12 months	20,565	23.6%	87
HH used any maid/professional cleaning service in last 12 months	13,462	15.5%	104
HH purchased low ticket HH furnishings in last 12 months	16,615	19.1%	110
HH purchased big ticket HH furnishings in last 12 months	21,082	24.2%	107
HH bought any small kitchen appliance in last 12 months	21,469	24.7%	109
HH bought any large kitchen appliance in last 12 months	10,798	12.4%	94
Insurance (Adults/Households)			
Currently carry life insurance	70,633	38.9%	90
Carry medical/hospital/accident insurance	132,042	72.7%	98
Carry homeowner insurance	68,362	37.6%	81
Carry renter's insurance	20,536	11.3%	130
HH has auto insurance: 1 vehicle in household covered	29,210	33.6%	111
HH has auto insurance: 2 vehicles in household covered	22,957	26.4%	95
HH has auto insurance: 3+ vehicles in household covered	13,990	16.1%	72
Pets (Households)			
Household owns any pet	40,490	46.5%	87
Household owns any cat	17,360	20.0%	88
Household owns any dog	28,751	33.1%	80
Psychographics (Adults)			
Buying American is important to me	56,749	31.2%	85
Usually buy items on credit rather than wait	24,866	13.7%	101
Usually buy based on quality - not price	34,206	18.8%	103
Price is usually more important than brand name	52,670	29.0%	103
Usually use coupons for brands I buy often	25,808	14.2%	89
Am interested in how to help the environment	40,153	22.1%	112
Usually pay more for environ safe product	29,017	16.0%	108
Usually value green products over convenience	22,659	12.5%	109
Likely to buy a brand that supports a charity	65,865	36.3%	101
Reading (Adults)			
Bought digital book in last 12 months	25,703	14.1%	108
Bought hardcover book in last 12 months	38,091	21.0%	105
Bought paperback book in last 12 month	54,334	29.9%	106
Read any daily newspaper (paper version)	26,214	14.4%	91
Read any digital newspaper in last 30 days	92,379	50.9%	123
Read any magazine (paper/electronic version) in last 6 months	168,725	92.9%	102

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November 03, 2020



Retail Market Potential

130 E Morgan St, Raleigh, North Carolina, 27601
Ring: 5 mile radius

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Latitude: 35.77929
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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	130,009	71.6%	97
Went to family restaurant/steak house: 4+ times a month	43,711	24.1%	92
Went to fast food/drive-in restaurant in last 6 months	162,550	89.5%	99
Went to fast food/drive-in restaurant 9+ times/month	68,741	37.8%	97
Fast food restaurant last 6 months: eat in	64,257	35.4%	99
Fast food restaurant last 6 months: home delivery	19,256	10.6%	125
Fast food restaurant last 6 months: take-out/drive-thru	81,831	45.0%	98
Fast food restaurant last 6 months: take-out/walk-in	43,233	23.8%	115
Television & Electronics (Adults/Households)			
Own any tablet	89,584	49.3%	98
Own any e-reader	17,576	9.7%	100
Own e-reader/tablet: iPad	55,427	30.5%	104
HH has Internet connectable TV	26,724	30.7%	97
Own any portable MP3 player	29,775	16.4%	103
HH owns 1 TV	22,355	25.7%	120
HH owns 2 TVs	23,496	27.0%	103
HH owns 3 TVs	16,407	18.9%	90
HH owns 4+ TVs	11,026	12.7%	75
HH subscribes to cable TV	36,829	42.3%	102
HH subscribes to fiber optic	5,162	5.9%	92
HH owns portable GPS navigation device	14,512	16.7%	82
HH purchased video game system in last 12 months	7,262	8.3%	98
HH owns any Internet video device for TV	25,641	29.5%	107
Travel (Adults)			
Took domestic trip in continental US last 12 months	98,043	54.0%	103
Took 3+ domestic non-business trips in last 12 months	22,865	12.6%	105
Spent on domestic vacations in last 12 months: \$1-999	24,605	13.5%	125
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	11,440	6.3%	101
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	6,647	3.7%	95
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	7,549	4.2%	94
Spent on domestic vacations in last 12 months: \$3,000+	9,936	5.5%	85
Domestic travel in last 12 months: used general travel website	13,297	7.3%	111
Took foreign trip (including Alaska and Hawaii) in last 3 years	56,517	31.1%	108
Took 3+ foreign trips by plane in last 3 years	11,836	6.5%	112
Spent on foreign vacations in last 12 months: \$1-999	11,226	6.2%	124
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	8,269	4.6%	105
Spent on foreign vacations in last 12 months: \$3,000+	12,464	6.9%	103
Foreign travel in last 3 years: used general travel website	11,034	6.1%	104
Nights spent in hotel/motel in last 12 months: any	83,141	45.8%	102
Took cruise of more than one day in last 3 years	14,621	8.0%	87
Member of any frequent flyer program	35,487	19.5%	106
Member of any hotel rewards program	32,850	18.1%	95

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