Retail Market Potential

Manila Trade Area
Area: 83.39 square miles

Prepared by Esri

Demographic Summary	2022	2027
Population	4,639	4,395
Population 18+	3,548	3,346
Households	1,811	1,738
Median Household Income	$48,518	$55,502

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	1,980	55.8%	102
Bought any women's clothing in last 12 months	1,760	49.6%	102
Bought any shoes in last 12 months	2,485	70.0%	97
Bought any fine jewelry in last 12 months	635	17.9%	93
Bought a watch in last 12 months	463	13.0%	91
Automobiles (Households)			
HH owns/leases any vehicle	1,689	93.3%	104
HH bought/leased new vehicle last 12 months	166	9.2%	95
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	3,277	92.4%	104
Bought/changed motor oil in last 12 months	2,007	56.6%	118
Had tune-up in last 12 months	869	24.5%	100
Beverages (Adults)			
Drank non-diet (regular)in last 6 months	1,543	43.5%	111
Drank beer/ale in last 6 months	1,250	35.2%	87
Cameras (Adults)			
Own digital point & shoot camera/camcorder	322	9.1%	93
Own digital SLR camera/camcorder	285	8.0%	82
Printed digital photos in last 12 months	845	23.8%	94
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	1,191	33.6%	103
Have a smartphone	3,201	90.2%	98
Have a smartphone: Android phone (any brand)	1,694	47.7%	120
Have a smartphone: Apple iPhone	1,531	43.2%	82
Number of cell phones in household: 1	557	30.8%	100
Number of cell phones in household: 2	709	39.1%	102
Number of cell phones in household: 3+	502	27.7%	95
HH has cell phone only (no landline telephone)	1,207	66.6%	100
Computers (Households)			
HH owns a computer	1,300	71.8%	88
HH owns desktop computer	583	32.2%	85
HH owns laptop/notebook	1,054	58.2%	89
HH owns any Apple/Mac brand computer	250	13.8%	62
HH owns any PC/non-Apple brand computer	1,141	63.0%	95
HH purchased most recent computer in a store	626	34.6%	93
HH purchased most recent computer online	334	18.4%	82
HH spent $1-$499 on most recent home computer	309	17.1%	110
HH spent $500-$999 on most recent home computer	310	17.1%	90
HH spent $1,000-$1,499 on most recent home computer	160	8.8%	74
HH spent $1,500-$1,999 on most recent home computer	56	3.1%	59
HH spent $2,000+ on most recent home computer	50	2.8%	58

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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.

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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	2,370	66.8%	107
Bought brewed coffee at convenience store in last 30 days	441	12.4%	100
Bought cigarettes at convenience store in last 30 days	419	11.8%	165
Bought gas at convenience store in last 30 days	1,681	47.4%	126
Spent at convenience store in last 30 days: $1-19	263	7.4%	98
Spent at convenience store in last 30 days: $20-$39	347	9.8%	95
Spent at convenience store in last 30 days: $40-$50	301	8.5%	99
Spent at convenience store in last 30 days: $51-$99	256	7.2%	119
Spent at convenience store in last 30 days: $100+	933	26.3%	129
Entertainment (Adults)			
Attended a movie in last 6 months	1,543	43.5%	91
Went to live theater in last 12 months	217	6.1%	61
Went to a bar/night club in last 12 months	419	11.8%	70
Dined out in last 12 months	1,672	47.1%	93
Gambled at a casino in last 12 months	324	9.1%	80
Visited a theme park in last 12 months	452	12.7%	89
Viewed movie (video-on-demand) in last 30 days	303	8.5%	66
Viewed TV show (video-on-demand) in last 30 days	176	5.0%	59
Watched any pay-per-view TV in last 12 months	196	5.5%	86
Downloaded a movie over the Internet in last 30 days	198	5.6%	73
Downloaded any individual song in last 6 months	640	18.0%	92
Used internet to watch a movie online in the last 30 days	934	26.3%	77
Used internet to watch a TV program online in last 30 days	612	17.2%	79
Played a video/electronic game (console) in last 12 months	354	10.0%	85
Played a video/electronic game (portable) in last 12 months	132	3.7%	62
Financial (Adults)			
Have home mortgage (1st)	1,201	33.9%	94
Used ATM/cash machine in last 12 months	2,035	57.4%	95
Own any stock	347	9.8%	81
Own U.S. savings bond	177	5.0%	81
Own shares in mutual fund (stock)	282	7.9%	71
Own shares in mutual fund (bonds)	189	5.3%	76
Have interest checking account	1,134	32.0%	90
Have non-interest checking account	1,362	38.4%	108
Have savings account	2,289	64.5%	94
Have 401K retirement savings plan	667	18.8%	86
Own/used any credit/debit card in last 12 months	3,113	87.7%	99
Avg monthly credit card expenditures: $1-110	406	11.4%	96
Avg monthly credit card expenditures: $111-$225	252	7.1%	90
Avg monthly credit card expenditures: $226-$450	223	6.3%	71
Avg monthly credit card expenditures: $451-$700	285	8.0%	100
Avg monthly credit card expenditures: $701-$1,000	235	6.6%	88
Avg monthly credit card expenditures: $1001-2000	266	7.5%	75
Avg monthly credit card expenditures: $2001+	227	6.4%	72
Did banking online in last 12 months	1,682	47.4%	89
Did banking on mobile device in last 12 months	1,280	36.1%	86

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Grocery (Adults)			
HH used bread in last 6 months	1,739	96.0%	102
HH used chicken (fresh or frozen) in last 6 months	1,239	68.4%	100
HH used turkey (fresh or frozen) in last 6 months	287	15.8%	109
HH used fish/seafood (fresh or frozen) in last 6 months	964	53.2%	91
HH used fresh fruit/vegetables in last 6 months	1,531	84.5%	97
HH used fresh milk in last 6 months	1,546	85.4%	103
HH used organic food in last 6 months	296	16.3%	65
Health (Adults)			
Exercise at home 2+ times per week	1,116	31.5%	78
Exercise at club 2+ times per week	309	8.7%	64
Visited a doctor in last 12 months	2,757	77.7%	98
Used vitamin/dietary supplement in last 6 months	2,051	57.8%	95
Home (Households)			
HH did any home improvement in last 12 months	640	35.3%	103
HH used any maid/professional cleaning service in last 12 months	281	15.5%	76
HH purchased low ticket HH furnishings in last 12 months	391	21.6%	100
HH purchased big ticket HH furnishings in last 12 months	438	24.2%	93
HH bought any small kitchen appliance in last 12 months	452	25.0%	98
HH bought any large kitchen appliance in last 12 months	298	16.5%	106
Insurance (Adults/Households)			
Currently carry life insurance	1,837	51.8%	107
Carry medical/hospital/accident insurance	2,840	80.0%	99
Carry homeowner/personal property insurance	2,196	61.9%	109
Carry renter's insurance	257	7.2%	68
HH has auto insurance: 1 vehicle in household covered	489	27.0%	92
HH has auto insurance: 2 vehicles in household covered	562	31.0%	100
HH has auto insurance: 3+ vehicles in household covered	551	30.4%	122
Pets (Households)			
Household owns any pet	1,193	65.9%	126
Household owns any cat	611	33.7%	147
Household owns any dog	974	53.8%	136
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Buying American is important	1,599	45.1%	127
Buy based on quality not price	589	16.6%	97
Buy on credit rather than wait	397	11.2%	85
Only use coupons brands: usually buy	497	14.0%	103
Will pay more for environmentally safe products	358	10.1%	74
Buy based on price not brands	1,125	31.7%	110
Am interested in how to help the environment	564	15.9%	78
Reading (Adults)			
Bought digital book in last 12 months	572	16.1%	93
Bought hardcover book in last 12 months	823	23.2%	95
Bought paperback book in last 12 month	1,001	28.2%	90
Read any daily newspaper (paper version)	406	11.4%	74
Read any digital newspaper in last 30 days	1,260	35.5%	72
Read any magazine (paper/electronic version) in last 6 months	3,019	85.1%	96

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	2,373	66.9%	100
Went to family restaurant/steak house: 4+ times a month	779	22.0%	106
Went to fast food/drive-in restaurant in last 6 months	3,276	92.3%	102
Went to fast food/drive-in restaurant 9+ times/month	1,432	40.4%	107
Fast food restaurant last 6 months: eat in	893	25.2%	111
Fast food restaurant last 6 months: home delivery	247	7.0%	60
Fast food restaurant last 6 months: take-out/drive-thru	2,207	62.2%	111
Fast food restaurant last 6 months: take-out/walk-in	524	14.8%	69
Television & Electronics (Adults/Households)			
Own any tablet	1,865	52.6%	93
Own any e-reader	309	8.7%	71
Own e-reader/tablet: iPad	929	26.2%	75
HH has Internet connectable TV	758	41.9%	98
Own any portable MP3 player	413	11.6%	85
HH owns 1 TV	320	17.7%	90
HH owns 2 TVs	504	27.8%	101
HH owns 3 TVs	415	22.9%	104
HH owns 4+ TVs	388	21.4%	103
HH subscribes to cable TV	407	22.5%	60
HH subscribes to fiber optic	36	2.0%	37
HH owns portable GPS navigation device	396	21.9%	106
HH purchased video game system in last 12 months	99	5.5%	71
HH owns any Internet video device for TV	705	38.9%	86
Travel (Adults)			
Took domestic trip in continental US last 12 months	1,777	50.1%	94
Took 3+ domestic non-business trips in last 12 months	423	11.9%	95
Spent on domestic vacations in last 12 months: $1-999	467	13.2%	105
Spent on domestic vacations in last 12 months: $1,000-$1,499	155	4.4%	70
Spent on domestic vacations in last 12 months: $1,500-$1,999	119	3.4%	89
Spent on domestic vacations in last 12 months: $2,000-$2,999	110	3.1%	82
Spent on domestic vacations in last 12 months: $3,000+	176	5.0%	78
Domestic travel in last 12 months: used general travel website	144	4.1%	68
Took foreign trip (including Alaska and Hawaii) in last 3 years	757	21.3%	64
Took 3+ foreign trips by plane in last 3 years	111	3.1%	39
Spent on foreign vacations in last 12 months: $1-999	141	4.0%	55
Spent on foreign vacations in last 12 months: $1,000-$2,999	95	2.7%	69
Spent on foreign vacations in last 12 months: $3,000+	113	3.2%	53
Foreign travel in last 3 years: used general travel website	120	3.4%	52
Nights spent in hotel/motel in last 12 months: any	1,504	42.4%	94
Took cruise of more than one day in last 3 years	323	9.1%	84
Member of any frequent flyer program	505	14.2%	58
Member of any hotel rewards program	789	22.2%	86

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