



Retail Market Potential

Rector Trade Area
Area: 97.17 square miles

Prepared by Esri

Demographic Summary		2022	2027
Population		2,850	2,737
Population 18+		2,241	2,149
Households		1,201	1,156
Median Household Income		\$38,926	\$47,329

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	1,202	53.6%	98
Bought any women's clothing in last 12 months	1,044	46.6%	96
Bought any shoes in last 12 months	1,578	70.4%	98
Bought any fine jewelry in last 12 months	373	16.6%	87
Bought a watch in last 12 months	271	12.1%	85
Automobiles (Households)			
HH owns/leases any vehicle	1,118	93.1%	104
HH bought/leased new vehicle last 12 months	104	8.7%	90
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	2,054	91.7%	103
Bought/changed motor oil in last 12 months	1,238	55.2%	116
Had tune-up in last 12 months	522	23.3%	95
Beverages (Adults)			
Drank non-diet (regular) in last 6 months	979	43.7%	111
Drank beer/ale in last 6 months	769	34.3%	84
Cameras (Adults)			
Own digital point & shoot camera/camcorder	224	10.0%	102
Own digital SLR camera/camcorder	183	8.2%	83
Printed digital photos in last 12 months	511	22.8%	90
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	811	36.2%	111
Have a smartphone	1,983	88.5%	96
Have a smartphone: Android phone (any brand)	1,013	45.2%	113
Have a smartphone: Apple iPhone	940	41.9%	80
Number of cell phones in household: 1	370	30.8%	100
Number of cell phones in household: 2	485	40.4%	105
Number of cell phones in household: 3+	320	26.6%	92
HH has cell phone only (no landline telephone)	786	65.4%	98
Computers (Households)			
HH owns a computer	870	72.4%	89
HH owns desktop computer	381	31.7%	84
HH owns laptop/notebook	662	55.1%	84
HH owns any Apple/Mac brand computer	135	11.2%	50
HH owns any PC/non-Apple brand computer	787	65.5%	98
HH purchased most recent computer in a store	428	35.6%	96
HH purchased most recent computer online	209	17.4%	77
HH spent \$1-\$499 on most recent home computer	225	18.7%	121
HH spent \$500-\$999 on most recent home computer	206	17.2%	90
HH spent \$1,000-\$1,499 on most recent home computer	124	10.3%	86
HH spent \$1,500-\$1,999 on most recent home computer	35	2.9%	56
HH spent \$2,000+ on most recent home computer	26	2.2%	46

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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Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	1,497	66.8%	107
Bought brewed coffee at convenience store in last 30 days	286	12.8%	103
Bought cigarettes at convenience store in last 30 days	276	12.3%	172
Bought gas at convenience store in last 30 days	1,105	49.3%	131
Spent at convenience store in last 30 days: \$1-19	127	5.7%	75
Spent at convenience store in last 30 days: \$20-\$39	221	9.9%	96
Spent at convenience store in last 30 days: \$40-\$50	224	10.0%	117
Spent at convenience store in last 30 days: \$51-\$99	157	7.0%	116
Spent at convenience store in last 30 days: \$100+	614	27.4%	134
Entertainment (Adults)			
Attended a movie in last 6 months	895	39.9%	83
Went to live theater in last 12 months	130	5.8%	58
Went to a bar/night club in last 12 months	234	10.4%	62
Dined out in last 12 months	1,031	46.0%	91
Gambled at a casino in last 12 months	212	9.5%	83
Visited a theme park in last 12 months	261	11.6%	81
Viewed movie (video-on-demand) in last 30 days	200	8.9%	69
Viewed TV show (video-on-demand) in last 30 days	121	5.4%	64
Watched any pay-per-view TV in last 12 months	117	5.2%	81
Downloaded a movie over the Internet in last 30 days	111	5.0%	65
Downloaded any individual song in last 6 months	400	17.8%	91
Used internet to watch a movie online in the last 30 days	514	22.9%	67
Used internet to watch a TV program online in last 30 days	344	15.4%	70
Played a video/electronic game (console) in last 12 months	235	10.5%	89
Played a video/electronic game (portable) in last 12 months	119	5.3%	89
Financial (Adults)			
Have home mortgage (1st)	676	30.2%	84
Used ATM/cash machine in last 12 months	1,268	56.6%	94
Own any stock	194	8.7%	72
Own U.S. savings bond	110	4.9%	80
Own shares in mutual fund (stock)	127	5.7%	51
Own shares in mutual fund (bonds)	87	3.9%	55
Have interest checking account	740	33.0%	93
Have non-interest checking account	827	36.9%	104
Have savings account	1,346	60.1%	88
Have 401K retirement savings plan	406	18.1%	83
Own/used any credit/debit card in last 12 months	1,930	86.1%	97
Avg monthly credit card expenditures: \$1-110	297	13.3%	111
Avg monthly credit card expenditures: \$111-\$225	186	8.3%	105
Avg monthly credit card expenditures: \$226-\$450	162	7.2%	82
Avg monthly credit card expenditures: \$451-\$700	150	6.7%	83
Avg monthly credit card expenditures: \$701-\$1,000	125	5.6%	74
Avg monthly credit card expenditures: \$1001-2000	166	7.4%	74
Avg monthly credit card expenditures: \$2001+	117	5.2%	59
Did banking online in last 12 months	1,009	45.0%	85
Did banking on mobile device in last 12 months	743	33.2%	79

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Grocery (Adults)			
HH used bread in last 6 months	1,146	95.4%	101
HH used chicken (fresh or frozen) in last 6 months	808	67.3%	98
HH used turkey (fresh or frozen) in last 6 months	193	16.1%	111
HH used fish/seafood (fresh or frozen) in last 6 months	642	53.5%	92
HH used fresh fruit/vegetables in last 6 months	1,006	83.8%	96
HH used fresh milk in last 6 months	1,028	85.6%	103
HH used organic food in last 6 months	193	16.1%	64
Health (Adults)			
Exercise at home 2+ times per week	683	30.5%	75
Exercise at club 2+ times per week	135	6.0%	44
Visited a doctor in last 12 months	1,752	78.2%	99
Used vitamin/dietary supplement in last 6 months	1,279	57.1%	94
Home (Households)			
HH did any home improvement in last 12 months	400	33.3%	97
HH used any maid/professional cleaning service in last 12 months	174	14.5%	71
HH purchased low ticket HH furnishings in last 12 months	264	22.0%	102
HH purchased big ticket HH furnishings in last 12 months	273	22.7%	87
HH bought any small kitchen appliance in last 12 months	295	24.6%	97
HH bought any large kitchen appliance in last 12 months	196	16.3%	105
Insurance (Adults/Households)			
Currently carry life insurance	1,179	52.6%	109
Carry medical/hospital/accident insurance	1,823	81.3%	100
Carry homeowner/personal property insurance	1,348	60.2%	106
Carry renter's insurance	186	8.3%	78
HH has auto insurance: 1 vehicle in household covered	303	25.2%	86
HH has auto insurance: 2 vehicles in household covered	361	30.1%	97
HH has auto insurance: 3+ vehicles in household covered	387	32.2%	130
Pets (Households)			
Household owns any pet	754	62.8%	120
Household owns any cat	388	32.3%	141
Household owns any dog	622	51.8%	131
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Buying American is important	1,036	46.2%	131
Buy based on quality not price	349	15.6%	91
Buy on credit rather than wait	287	12.8%	97
Only use coupons brands: usually buy	369	16.5%	121
Will pay more for environmentally safe products	230	10.3%	75
Buy based on price not brands	711	31.7%	110
Am interested in how to help the environment	347	15.5%	76
Reading (Adults)			
Bought digital book in last 12 months	327	14.6%	84
Bought hardcover book in last 12 months	430	19.2%	79
Bought paperback book in last 12 month	597	26.6%	85
Read any daily newspaper (paper version)	339	15.1%	98
Read any digital newspaper in last 30 days	845	37.7%	76
Read any magazine (paper/electronic version) in last 6 months	1,925	85.9%	97

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	1,498	66.8%	100
Went to family restaurant/steak house: 4+ times a month	472	21.1%	102
Went to fast food/drive-in restaurant in last 6 months	2,036	90.9%	100
Went to fast food/drive-in restaurant 9+ times/month	933	41.6%	110
Fast food restaurant last 6 months: eat in	562	25.1%	110
Fast food restaurant last 6 months: home delivery	118	5.3%	45
Fast food restaurant last 6 months: take-out/drive-thru	1,374	61.3%	109
Fast food restaurant last 6 months: take-out/walk-in	366	16.3%	77
Television & Electronics (Adults/Households)			
Own any tablet	1,100	49.1%	87
Own any e-reader	195	8.7%	71
Own e-reader/tablet: iPad	541	24.1%	69
HH has Internet connectable TV	495	41.2%	97
Own any portable MP3 player	247	11.0%	81
HH owns 1 TV	200	16.7%	85
HH owns 2 TVs	325	27.1%	99
HH owns 3 TVs	288	24.0%	108
HH owns 4+ TVs	254	21.1%	102
HH subscribes to cable TV	287	23.9%	64
HH subscribes to fiber optic	24	2.0%	37
HH owns portable GPS navigation device	279	23.2%	113
HH purchased video game system in last 12 months	52	4.3%	56
HH owns any Internet video device for TV	479	39.9%	88
Travel (Adults)			
Took domestic trip in continental US last 12 months	1,059	47.3%	89
Took 3+ domestic non-business trips in last 12 months	217	9.7%	77
Spent on domestic vacations in last 12 months: \$1-999	239	10.7%	85
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	111	5.0%	80
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	76	3.4%	90
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	84	3.7%	100
Spent on domestic vacations in last 12 months: \$3,000+	91	4.1%	64
Domestic travel in last 12 months: used general travel website	71	3.2%	53
Took foreign trip (including Alaska and Hawaii) in last 3 years	395	17.6%	53
Took 3+ foreign trips by plane in last 3 years	51	2.3%	29
Spent on foreign vacations in last 12 months: \$1-999	79	3.5%	49
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	60	2.7%	69
Spent on foreign vacations in last 12 months: \$3,000+	60	2.7%	44
Foreign travel in last 3 years: used general travel website	71	3.2%	49
Nights spent in hotel/motel in last 12 months: any	959	42.8%	94
Took cruise of more than one day in last 3 years	178	7.9%	74
Member of any frequent flyer program	260	11.6%	47
Member of any hotel rewards program	462	20.6%	80

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