



Retail Market Potential

Harrisburg Trade Area
Area: 118.33 square miles

Prepared by Esri

Demographic Summary		2022	2027
Population		4,663	4,551
Population 18+		3,733	3,652
Households		1,882	1,846
Median Household Income		\$42,825	\$50,035

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	1,975	52.9%	96
Bought any women's clothing in last 12 months	1,746	46.8%	96
Bought any shoes in last 12 months	2,604	69.8%	97
Bought any fine jewelry in last 12 months	617	16.5%	86
Bought a watch in last 12 months	511	13.7%	96
Automobiles (Households)			
HH owns/leases any vehicle	1,703	90.5%	101
HH bought/leased new vehicle last 12 months	142	7.5%	78
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	3,396	91.0%	103
Bought/changed motor oil in last 12 months	2,076	55.6%	116
Had tune-up in last 12 months	921	24.7%	101
Beverages (Adults)			
Drank non-diet (regular) in last 6 months	1,761	47.2%	120
Drank beer/ale in last 6 months	1,281	34.3%	84
Cameras (Adults)			
Own digital point & shoot camera/camcorder	322	8.6%	88
Own digital SLR camera/camcorder	264	7.1%	72
Printed digital photos in last 12 months	780	20.9%	82
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	1,369	36.7%	112
Have a smartphone	3,318	88.9%	97
Have a smartphone: Android phone (any brand)	1,759	47.1%	118
Have a smartphone: Apple iPhone	1,532	41.0%	78
Number of cell phones in household: 1	622	33.0%	108
Number of cell phones in household: 2	726	38.6%	100
Number of cell phones in household: 3+	483	25.7%	88
HH has cell phone only (no landline telephone)	1,237	65.7%	98
Computers (Households)			
HH owns a computer	1,313	69.8%	86
HH owns desktop computer	575	30.6%	81
HH owns laptop/notebook	1,035	55.0%	84
HH owns any Apple/Mac brand computer	203	10.8%	48
HH owns any PC/non-Apple brand computer	1,195	63.5%	95
HH purchased most recent computer in a store	640	34.0%	92
HH purchased most recent computer online	334	17.7%	79
HH spent \$1-\$499 on most recent home computer	322	17.1%	110
HH spent \$500-\$999 on most recent home computer	321	17.1%	90
HH spent \$1,000-\$1,499 on most recent home computer	170	9.0%	75
HH spent \$1,500-\$1,999 on most recent home computer	47	2.5%	48
HH spent \$2,000+ on most recent home computer	39	2.1%	44

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	2,482	66.5%	106
Bought brewed coffee at convenience store in last 30 days	425	11.4%	92
Bought cigarettes at convenience store in last 30 days	507	13.6%	190
Bought gas at convenience store in last 30 days	1,771	47.4%	126
Spent at convenience store in last 30 days: \$1-19	226	6.1%	80
Spent at convenience store in last 30 days: \$20-\$39	372	10.0%	97
Spent at convenience store in last 30 days: \$40-\$50	330	8.8%	103
Spent at convenience store in last 30 days: \$51-\$99	280	7.5%	124
Spent at convenience store in last 30 days: \$100+	1,023	27.4%	134
Entertainment (Adults)			
Attended a movie in last 6 months	1,580	42.3%	88
Went to live theater in last 12 months	235	6.3%	63
Went to a bar/night club in last 12 months	439	11.8%	69
Dined out in last 12 months	1,714	45.9%	91
Gambled at a casino in last 12 months	345	9.2%	81
Visited a theme park in last 12 months	456	12.2%	85
Viewed movie (video-on-demand) in last 30 days	314	8.4%	65
Viewed TV show (video-on-demand) in last 30 days	214	5.7%	68
Watched any pay-per-view TV in last 12 months	167	4.5%	70
Downloaded a movie over the Internet in last 30 days	223	6.0%	78
Downloaded any individual song in last 6 months	724	19.4%	99
Used internet to watch a movie online in the last 30 days	943	25.3%	74
Used internet to watch a TV program online in last 30 days	611	16.4%	75
Played a video/electronic game (console) in last 12 months	430	11.5%	98
Played a video/electronic game (portable) in last 12 months	209	5.6%	94
Financial (Adults)			
Have home mortgage (1st)	1,085	29.1%	81
Used ATM/cash machine in last 12 months	2,111	56.5%	94
Own any stock	294	7.9%	66
Own U.S. savings bond	158	4.2%	69
Own shares in mutual fund (stock)	238	6.4%	57
Own shares in mutual fund (bonds)	157	4.2%	60
Have interest checking account	1,122	30.1%	85
Have non-interest checking account	1,386	37.1%	105
Have savings account	2,174	58.2%	85
Have 401K retirement savings plan	619	16.6%	76
Own/used any credit/debit card in last 12 months	3,135	84.0%	95
Avg monthly credit card expenditures: \$1-110	470	12.6%	105
Avg monthly credit card expenditures: \$111-\$225	297	8.0%	101
Avg monthly credit card expenditures: \$226-\$450	232	6.2%	71
Avg monthly credit card expenditures: \$451-\$700	226	6.1%	75
Avg monthly credit card expenditures: \$701-\$1,000	194	5.2%	69
Avg monthly credit card expenditures: \$1001-2000	240	6.4%	65
Avg monthly credit card expenditures: \$2001+	189	5.1%	57
Did banking online in last 12 months	1,655	44.3%	84
Did banking on mobile device in last 12 months	1,286	34.4%	82

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Grocery (Adults)			
HH used bread in last 6 months	1,790	95.1%	101
HH used chicken (fresh or frozen) in last 6 months	1,232	65.5%	95
HH used turkey (fresh or frozen) in last 6 months	298	15.8%	109
HH used fish/seafood (fresh or frozen) in last 6 months	962	51.1%	88
HH used fresh fruit/vegetables in last 6 months	1,561	82.9%	95
HH used fresh milk in last 6 months	1,589	84.4%	102
HH used organic food in last 6 months	297	15.8%	63
Health (Adults)			
Exercise at home 2+ times per week	1,046	28.0%	69
Exercise at club 2+ times per week	262	7.0%	51
Visited a doctor in last 12 months	2,855	76.5%	96
Used vitamin/dietary supplement in last 6 months	2,076	55.6%	92
Home (Households)			
HH did any home improvement in last 12 months	596	31.7%	92
HH used any maid/professional cleaning service in last 12 months	245	13.0%	64
HH purchased low ticket HH furnishings in last 12 months	417	22.2%	102
HH purchased big ticket HH furnishings in last 12 months	444	23.6%	90
HH bought any small kitchen appliance in last 12 months	468	24.9%	98
HH bought any large kitchen appliance in last 12 months	303	16.1%	104
Insurance (Adults/Households)			
Currently carry life insurance	1,842	49.3%	102
Carry medical/hospital/accident insurance	2,955	79.2%	98
Carry homeowner/personal property insurance	2,039	54.6%	97
Carry renter's insurance	322	8.6%	81
HH has auto insurance: 1 vehicle in household covered	537	28.5%	97
HH has auto insurance: 2 vehicles in household covered	563	29.9%	97
HH has auto insurance: 3+ vehicles in household covered	529	28.1%	113
Pets (Households)			
Household owns any pet	1,171	62.2%	119
Household owns any cat	597	31.7%	138
Household owns any dog	925	49.1%	124
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Buying American is important	1,683	45.1%	127
Buy based on quality not price	604	16.2%	94
Buy on credit rather than wait	444	11.9%	90
Only use coupons brands: usually buy	591	15.8%	116
Will pay more for environmentally safe products	413	11.1%	81
Buy based on price not brands	1,195	32.0%	111
Am interested in how to help the environment	596	16.0%	78
Reading (Adults)			
Bought digital book in last 12 months	545	14.6%	84
Bought hardcover book in last 12 months	777	20.8%	85
Bought paperback book in last 12 month	983	26.3%	84
Read any daily newspaper (paper version)	534	14.3%	93
Read any digital newspaper in last 30 days	1,418	38.0%	77
Read any magazine (paper/electronic version) in last 6 months	3,188	85.4%	97

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	2,463	66.0%	99
Went to family restaurant/steak house: 4+ times a month	785	21.0%	101
Went to fast food/drive-in restaurant in last 6 months	3,427	91.8%	102
Went to fast food/drive-in restaurant 9+ times/month	1,575	42.2%	111
Fast food restaurant last 6 months: eat in	892	23.9%	105
Fast food restaurant last 6 months: home delivery	274	7.3%	63
Fast food restaurant last 6 months: take-out/drive-thru	2,290	61.3%	109
Fast food restaurant last 6 months: take-out/walk-in	651	17.4%	82
Television & Electronics (Adults/Households)			
Own any tablet	1,857	49.7%	88
Own any e-reader	298	8.0%	65
Own e-reader/tablet: iPad	911	24.4%	70
HH has Internet connectable TV	778	41.3%	97
Own any portable MP3 player	409	11.0%	80
HH owns 1 TV	346	18.4%	94
HH owns 2 TVs	497	26.4%	96
HH owns 3 TVs	418	22.2%	100
HH owns 4+ TVs	403	21.4%	103
HH subscribes to cable TV	460	24.4%	66
HH subscribes to fiber optic	32	1.7%	31
HH owns portable GPS navigation device	396	21.0%	102
HH purchased video game system in last 12 months	101	5.4%	69
HH owns any Internet video device for TV	724	38.5%	85
Travel (Adults)			
Took domestic trip in continental US last 12 months	1,698	45.5%	85
Took 3+ domestic non-business trips in last 12 months	366	9.8%	78
Spent on domestic vacations in last 12 months: \$1-999	424	11.4%	91
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	177	4.7%	76
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	115	3.1%	82
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	100	2.7%	71
Spent on domestic vacations in last 12 months: \$3,000+	120	3.2%	50
Domestic travel in last 12 months: used general travel website	107	2.9%	48
Took foreign trip (including Alaska and Hawaii) in last 3 years	660	17.7%	53
Took 3+ foreign trips by plane in last 3 years	84	2.3%	28
Spent on foreign vacations in last 12 months: \$1-999	138	3.7%	51
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	96	2.6%	67
Spent on foreign vacations in last 12 months: \$3,000+	107	2.9%	48
Foreign travel in last 3 years: used general travel website	117	3.1%	48
Nights spent in hotel/motel in last 12 months: any	1,533	41.1%	91
Took cruise of more than one day in last 3 years	297	8.0%	74
Member of any frequent flyer program	402	10.8%	44
Member of any hotel rewards program	718	19.2%	74

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