



# Retail Market Potential

Troy city, MO (2973942)  
Place

Demographic Summary	2015	2020
Population	10,919	11,333
Population 18+	7,895	8,188
Households	3,995	4,154
Median Household Income	\$52,939	\$58,908

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	3,939	49.9%	103
Bought any women's clothing in last 12 months	3,625	45.9%	102
Bought clothing for child <13 years in last 6 months	2,364	29.9%	107
Bought any shoes in last 12 months	4,353	55.1%	101
Bought costume jewelry in last 12 months	1,536	19.5%	97
Bought any fine jewelry in last 12 months	1,504	19.1%	98
Bought a watch in last 12 months	803	10.2%	89
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	3,633	90.9%	107
HH bought/leased new vehicle last 12 mo	351	8.8%	102
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	7,199	91.2%	107
Bought/changed motor oil in last 12 months	4,511	57.1%	115
Had tune-up in last 12 months	2,501	31.7%	104
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	5,016	63.5%	97
Drank regular cola in last 6 months	3,697	46.8%	102
Drank beer/ale in last 6 months	3,184	40.3%	95
<b>Cameras (Adults)</b>			
Own digital point & shoot camera	2,680	33.9%	105
Own digital single-lens reflex (SLR) camera	565	7.2%	83
Bought any camera in last 12 months	566	7.2%	99
Bought memory card for camera in last 12 months	503	6.4%	111
Printed digital photos in last 12 months	271	3.4%	102
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	2,874	36.4%	100
Have a smartphone	3,554	45.0%	92
Have an iPhone	1,239	15.7%	84
Number of cell phones in household: 1	1,249	31.3%	97
Number of cell phones in household: 2	1,489	37.3%	101
Number of cell phones in household: 3+	954	23.9%	95
HH has cell phone only (no landline telephone)	1,571	39.3%	104
<b>Computers (Households)</b>			
HH owns a computer	3,019	75.6%	99
HH owns desktop computer	2,040	51.1%	105
HH owns laptop/notebook	1,902	47.6%	93
Spent <\$500 on most recent home computer	610	15.3%	108
Spent \$500-\$999 on most recent home computer	821	20.6%	102
Spent \$1,000-\$1,499 on most recent home computer	399	10.0%	100
Spent \$1,500-\$1,999 on most recent home computer	139	3.5%	76
Spent \$2,000+ on most recent home computer	122	3.1%	79

**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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<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 mos	5,147	65.2%	108
Bought brewed coffee at convenience store in last 30 days	1,196	15.1%	99
Bought cigarettes at convenience store in last 30 days	1,306	16.5%	126
Bought gas at convenience store in last 30 days	3,486	44.2%	133
Spent at convenience store in last 30 days: <\$20	573	7.3%	88
Spent at convenience store in last 30 days: \$20-\$39	690	8.7%	96
Spent at convenience store in last 30 days: \$40-\$50	584	7.4%	97
Spent at convenience store in last 30 days: \$51-\$99	415	5.3%	115
Spent at convenience store in last 30 days: \$100+	2,383	30.2%	131
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	4,547	57.6%	96
Went to live theater in last 12 months	780	9.9%	79
Went to a bar/night club in last 12 months	1,258	15.9%	93
Dined out in last 12 months	3,786	48.0%	107
Gambled at a casino in last 12 months	1,038	13.1%	89
Visited a theme park in last 12 months	1,267	16.0%	89
Viewed movie (video-on-demand) in last 30 days	1,123	14.2%	91
Viewed TV show (video-on-demand) in last 30 days	735	9.3%	76
Watched any pay-per-view TV in last 12 months	949	12.0%	92
Downloaded a movie over the Internet in last 30 days	365	4.6%	70
Downloaded any individual song in last 6 months	1,582	20.0%	98
Watched a movie online in the last 30 days	825	10.4%	77
Watched a TV program online in last 30 days	808	10.2%	76
Played a video/electronic game (console) in last 12 months	978	12.4%	109
Played a video/electronic game (portable) in last 12 months	381	4.8%	108
<b>Financial (Adults)</b>			
Have home mortgage (1st)	2,959	37.5%	118
Used ATM/cash machine in last 12 months	3,901	49.4%	101
Own any stock	529	6.7%	86
Own U.S. savings bond	359	4.5%	79
Own shares in mutual fund (stock)	481	6.1%	81
Own shares in mutual fund (bonds)	290	3.7%	75
Have interest checking account	2,435	30.8%	107
Have non-interest checking account	2,499	31.7%	112
Have savings account	4,464	56.5%	106
Have 401K retirement savings plan	1,240	15.7%	106
Own/used any credit/debit card in last 12 months	6,053	76.7%	104
Avg monthly credit card expenditures: <\$111	1,105	14.0%	118
Avg monthly credit card expenditures: \$111-\$225	561	7.1%	110
Avg monthly credit card expenditures: \$226-\$450	488	6.2%	98
Avg monthly credit card expenditures: \$451-\$700	388	4.9%	90
Avg monthly credit card expenditures: \$701-\$1,000	253	3.2%	74
Avg monthly credit card expenditures: \$1,001+	492	6.2%	68
Did banking online in last 12 months	2,888	36.6%	104
Did banking on mobile device in last 12 months	835	10.6%	102
Paid bills online in last 12 months	3,343	42.3%	101

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<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	5,958	75.5%	106
Used bread in last 6 months	7,619	96.5%	102
Used chicken (fresh or frozen) in last 6 mos	5,821	73.7%	103
Used turkey (fresh or frozen) in last 6 mos	1,546	19.6%	107
Used fish/seafood (fresh or frozen) in last 6 months	4,408	55.8%	100
Used fresh fruit/vegetables in last 6 months	6,951	88.0%	101
Used fresh milk in last 6 months	7,310	92.6%	103
Used organic food in last 6 months	1,091	13.8%	70
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	2,238	28.3%	99
Exercise at club 2+ times per week	808	10.2%	79
Visited a doctor in last 12 months	6,154	77.9%	103
Used vitamin/dietary supplement in last 6 months	4,055	51.4%	96
<b>Home (Households)</b>			
Any home improvement in last 12 months	1,166	29.2%	106
Used housekeeper/maid/professional HH cleaning service in last 12	389	9.7%	74
Purchased low ticket HH furnishings in last 12 months	634	15.9%	102
Purchased big ticket HH furnishings in last 12 months	862	21.6%	102
Purchased bedding/bath goods in last 12 months	2,171	54.3%	102
Purchased cooking/serving product in last 12 months	945	23.7%	97
Bought any small kitchen appliance in last 12 months	894	22.4%	100
Bought any large kitchen appliance in last 12 months	529	13.2%	103
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	3,970	50.3%	116
Carry medical/hospital/accident insurance	5,251	66.5%	103
Carry homeowner insurance	4,578	58.0%	121
Carry renter's insurance	539	6.8%	92
Have auto insurance: 1 vehicle in household covered	1,236	30.9%	99
Have auto insurance: 2 vehicles in household covered	1,196	29.9%	107
Have auto insurance: 3+ vehicles in household covered	1,045	26.2%	119
<b>Pets (Households)</b>			
Household owns any pet	2,359	59.0%	111
Household owns any cat	1,026	25.7%	113
Household owns any dog	1,867	46.7%	117
<b>Psychographics (Adults)</b>			
Buying American is important to me	3,897	49.4%	115
Usually buy items on credit rather than wait	771	9.8%	86
Usually buy based on quality - not price	1,273	16.1%	90
Price is usually more important than brand name	2,270	28.8%	105
Usually use coupons for brands I buy often	1,629	20.6%	109
Am interested in how to help the environment	1,267	16.0%	96
Usually pay more for environ safe product	805	10.2%	81
Usually value green products over convenience	689	8.7%	86
Likely to buy a brand that supports a charity	2,812	35.6%	104
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	808	10.2%	92
Bought hardcover book in last 12 months	1,755	22.2%	99
Bought paperback book in last 12 month	2,565	32.5%	96
Read any daily newspaper (paper version)	2,209	28.0%	99
Read any digital newspaper in last 30 days	2,218	28.1%	90
Read any magazine (paper/electronic version) in last 6 months	7,118	90.2%	99

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<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	6,192	78.4%	104
Went to family restaurant/steak house: 4+ times a month	2,486	31.5%	110
Went to fast food/drive-in restaurant in last 6 months	7,271	92.1%	102
Went to fast food/drive-in restaurant 9+ times/mo	3,470	44.0%	109
Fast food/drive-in last 6 months: eat in	3,236	41.0%	113
Fast food/drive-in last 6 months: home delivery	668	8.5%	108
Fast food/drive-in last 6 months: take-out/drive-thru	4,304	54.5%	116
Fast food/drive-in last 6 months: take-out/walk-in	1,535	19.4%	99
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any e-reader/tablet	1,371	17.4%	82
Own any portable MP3 player	2,668	33.8%	101
HH owns 1 TV	686	17.2%	85
HH owns 2 TVs	1,136	28.4%	108
HH owns 3 TVs	888	22.2%	104
HH owns 4+ TVs	832	20.8%	106
HH subscribes to cable TV	1,995	49.9%	98
HH subscribes to fiber optic	121	3.0%	45
HH has satellite dish	1,220	30.5%	120
HH owns DVD/Blu-ray player	2,533	63.4%	103
HH owns camcorder	627	15.7%	101
HH owns portable GPS navigation device	1,138	28.5%	103
HH purchased video game system in last 12 mos	295	7.4%	80
HH owns Internet video device for TV	107	2.7%	61
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	3,972	50.3%	100
Took 3+ domestic non-business trips in last 12 months	1,008	12.8%	103
Spent on domestic vacations in last 12 months: <\$1,000	847	10.7%	95
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	378	4.8%	80
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	324	4.1%	117
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	287	3.6%	95
Spent on domestic vacations in last 12 months: \$3,000+	462	5.9%	107
Domestic travel in the 12 months: used general travel website	459	5.8%	83
Foreign travel in last 3 years	1,329	16.8%	71
Took 3+ foreign trips by plane in last 3 years	173	2.2%	50
Spent on foreign vacations in last 12 months: <\$1,000	237	3.0%	71
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	208	2.6%	87
Spent on foreign vacations in last 12 months: \$3,000+	232	2.9%	60
Foreign travel in last 3 years: used general travel website	260	3.3%	60
Nights spent in hotel/motel in last 12 months: any	3,361	42.6%	103
Took cruise of more than one day in last 3 years	595	7.5%	86
Member of any frequent flyer program	896	11.3%	68
Member of any hotel rewards program	935	11.8%	84

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