

# Retail Market Potential

Independence, Missouri  
 Independence City, MO (2935000)  
 Geography: Place

Data provided by ESRI

<b>Demographic Summary</b>	<b>2018</b>	<b>2023</b>
Population	121,018	123,994
Population 18+	95,221	97,459
Households	50,204	51,237
Median Household Income	\$50,122	\$56,259

  

<b>Product/Consumer Behavior</b>	<b>Expected Number of Adults/HHs</b>	<b>Percent of Adults/HHs</b>	<b>MPI</b>
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	43,666	45.9%	97
Bought any women's clothing in last 12 months	40,355	42.4%	98
Bought clothing for child <13 years in last 6 months	25,592	26.9%	100
Bought any shoes in last 12 months	48,004	50.4%	94
Bought costume jewelry in last 12 months	16,188	17.0%	94
Bought any fine jewelry in last 12 months	16,044	16.8%	94
Bought a watch in last 12 months	14,457	15.2%	96
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	42,638	84.9%	99
HH bought/leased new vehicle last 12 mo	4,140	8.2%	85
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	81,541	85.6%	100
Bought/changed motor oil in last 12 months	47,013	49.4%	104
Had tune-up in last 12 months	22,925	24.1%	94
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	63,104	66.3%	95
Drank regular cola in last 6 months	44,637	46.9%	106
Drank beer/ale in last 6 months	37,666	39.6%	94
<b>Cameras (Adults)</b>			
Own digital point & shoot camera/camcorder	10,276	10.8%	93
Own digital SLR camera/camcorder	6,159	6.5%	83
Printed digital photos in last 12 months	20,330	21.4%	92
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	34,145	35.9%	99
Have a smartphone	72,147	75.8%	95
Have a smartphone: Android phone (any brand)	39,591	41.6%	107
Have a smartphone: Apple iPhone	29,390	30.9%	80
Number of cell phones in household: 1	17,673	35.2%	114
Number of cell phones in household: 2	19,435	38.7%	101
Number of cell phones in household: 3+	11,175	22.3%	81
HH has cell phone only (no landline telephone)	28,830	57.4%	109
<b>Computers (Households)</b>			
HH owns a computer	34,752	69.2%	93
HH owns desktop computer	17,930	35.7%	93
HH owns laptop/notebook	25,959	51.7%	91
HH owns any Apple/Mac brand computer	6,425	12.8%	72
HH owns any PC/non-Apple brand computer	30,473	60.7%	97
HH purchased most recent computer in a store	17,915	35.7%	96
HH purchased most recent computer online	5,398	10.8%	80
Spent <\$500 on most recent home computer	8,093	16.1%	106
Spent \$500-\$999 on most recent home computer	8,560	17.1%	97
Spent \$1,000-\$1,499 on most recent home computer	3,844	7.7%	81
Spent \$1,500-\$1,999 on most recent home computer	1,861	3.7%	80
Spent \$2,000+ on most recent home computer	1,564	3.1%	77

**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 2018 and 2023.

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<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 mos	61,663	64.8%	103
Bought brewed coffee at convenience store in last 30 days	13,087	13.7%	102
Bought cigarettes at convenience store in last 30 days	14,495	15.2%	139
Bought gas at convenience store in last 30 days	38,780	40.7%	111
Spent at convenience store in last 30 days: <\$20	6,471	6.8%	94
Spent at convenience store in last 30 days: \$20-\$39	9,468	9.9%	104
Spent at convenience store in last 30 days: \$40-\$50	8,279	8.7%	105
Spent at convenience store in last 30 days: \$51-\$99	5,799	6.1%	109
Spent at convenience store in last 30 days: \$100+	23,116	24.3%	109
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	53,693	56.4%	95
Went to live theater in last 12 months	9,460	9.9%	86
Went to a bar/night club in last 12 months	15,689	16.5%	94
Dined out in last 12 months	45,917	48.2%	95
Gambled at a casino in last 12 months	11,666	12.3%	95
Visited a theme park in last 12 months	14,609	15.3%	81
Viewed movie (video-on-demand) in last 30 days	15,724	16.5%	91
Viewed TV show (video-on-demand) in last 30 days	12,294	12.9%	92
Watched any pay-per-view TV in last 12 months	8,468	8.9%	81
Downloaded a movie over the Internet in last 30 days	7,832	8.2%	91
Downloaded any individual song in last 6 months	17,033	17.9%	89
Watched a movie online in the last 30 days	20,644	21.7%	91
Watched a TV program online in last 30 days	14,514	15.2%	85
Played a video/electronic game (console) in last 12 months	10,302	10.8%	118
Played a video/electronic game (portable) in last 12 months	5,465	5.7%	111
<b>Financial (Adults)</b>			
Have home mortgage (1st)	26,812	28.2%	89
Used ATM/cash machine in last 12 months	48,029	50.4%	95
Own any stock	5,216	5.5%	76
Own U.S. savings bond	4,472	4.7%	97
Own shares in mutual fund (stock)	5,531	5.8%	84
Own shares in mutual fund (bonds)	3,713	3.9%	82
Have interest checking account	26,403	27.7%	94
Have non-interest checking account	28,644	30.1%	102
Have savings account	52,666	55.3%	95
Have 401K retirement savings plan	13,318	14.0%	90
Own/used any credit/debit card in last 12 months	72,764	76.4%	96
Avg monthly credit card expenditures: <\$111	12,709	13.3%	111
Avg monthly credit card expenditures: \$111-\$225	7,347	7.7%	107
Avg monthly credit card expenditures: \$226-\$450	6,516	6.8%	101
Avg monthly credit card expenditures: \$451-\$700	4,724	5.0%	80
Avg monthly credit card expenditures: \$701-\$1,000	4,005	4.2%	72
Avg monthly credit card expenditures: \$1,001+	6,871	7.2%	66
Did banking online in last 12 months	33,191	34.9%	89
Did banking on mobile device in last 12 months	19,478	20.5%	87
Paid bills online in last 12 months	42,600	44.7%	91

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<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	34,533	68.8%	100
Used bread in last 6 months	47,106	93.8%	100
Used chicken (fresh or frozen) in last 6 months	33,601	66.9%	97
Used turkey (fresh or frozen) in last 6 months	7,665	15.3%	100
Used fish/seafood (fresh or frozen) in last 6 months	25,753	51.3%	94
Used fresh fruit/vegetables in last 6 months	42,848	85.3%	98
Used fresh milk in last 6 months	43,212	86.1%	100
Used organic food in last 6 months	9,372	18.7%	79
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	24,325	25.5%	91
Exercise at club 2+ times per week	11,501	12.1%	84
Visited a doctor in last 12 months	71,561	75.2%	98
Used vitamin/dietary supplement in last 6 months	48,889	51.3%	95
<b>Home (Households)</b>			
Any home improvement in last 12 months	13,497	26.9%	96
Used housekeeper/maid/professional HH cleaning service in last 12	5,350	10.7%	76
Purchased low ticket HH furnishings in last 12 months	8,303	16.5%	99
Purchased big ticket HH furnishings in last 12 months	10,704	21.3%	97
Bought any small kitchen appliance in last 12 months	10,604	21.1%	94
Bought any large kitchen appliance in last 12 months	6,985	13.9%	99
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	42,232	44.4%	100
Carry medical/hospital/accident insurance	70,473	74.0%	99
Carry homeowner insurance	44,019	46.2%	98
Carry renter's insurance	8,433	8.9%	103
Have auto insurance: 1 vehicle in household covered	17,600	35.1%	115
Have auto insurance: 2 vehicles in household covered	13,502	26.9%	93
Have auto insurance: 3+ vehicles in household covered	9,748	19.4%	85
<b>Pets (Households)</b>			
Household owns any pet	28,828	57.4%	105
Household owns any cat	12,756	25.4%	111
Household owns any dog	21,523	42.9%	103
<b>Psychographics (Adults)</b>			
Buying American is important to me	42,117	44.2%	109
Usually buy items on credit rather than wait	11,987	12.6%	96
Usually buy based on quality - not price	18,373	19.3%	100
Price is usually more important than brand name	28,744	30.2%	108
Usually use coupons for brands I buy often	17,949	18.8%	105
Am interested in how to help the environment	16,210	17.0%	93
Usually pay more for environ safe product	12,412	13.0%	92
Usually value green products over convenience	9,915	10.4%	92
Likely to buy a brand that supports a charity	32,477	34.1%	98
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	9,594	10.1%	76
Bought hardcover book in last 12 months	17,107	18.0%	90
Bought paperback book in last 12 month	25,954	27.3%	94
Read any daily newspaper (paper version)	22,103	23.2%	113
Read any digital newspaper in last 30 days	33,217	34.9%	93
Read any magazine (paper/electronic version) in last 6 months	86,217	90.5%	100

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<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	71,304	74.9%	99
Went to family restaurant/steak house: 4+ times a month	25,709	27.0%	100
Went to fast food/drive-in restaurant in last 6 months	86,761	91.1%	101
Went to fast food/drive-in restaurant 9+ times/mo	39,002	41.0%	103
Fast food/drive-in last 6 months: eat in	35,298	37.1%	101
Fast food/drive-in last 6 months: home delivery	8,083	8.5%	101
Fast food/drive-in last 6 months: take-out/drive-thru	48,116	50.5%	107
Fast food/drive-in last 6 months: take-out/walk-in	19,937	20.9%	99
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	39,327	41.3%	90
Own any e-reader	5,810	6.1%	82
Own e-reader/tablet: iPad	20,014	21.0%	79
HH has Internet connectable TV	12,237	24.4%	94
Own any portable MP3 player	18,655	19.6%	91
HH owns 1 TV	10,459	20.8%	99
HH owns 2 TVs	14,439	28.8%	107
HH owns 3 TVs	10,450	20.8%	99
HH owns 4+ TVs	8,248	16.4%	92
HH subscribes to cable TV	23,445	46.7%	105
HH subscribes to fiber optic	3,178	6.3%	80
HH owns portable GPS navigation device	11,764	23.4%	94
HH purchased video game system in last 12 mos	3,620	7.2%	85
HH owns any Internet video device for TV	8,932	17.8%	87
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	43,226	45.4%	87
Took 3+ domestic non-business trips in last 12 months	9,143	9.6%	81
Spent on domestic vacations in last 12 months: <\$1,000	9,682	10.2%	94
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	4,558	4.8%	80
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	3,228	3.4%	86
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	2,727	2.9%	75
Spent on domestic vacations in last 12 months: \$3,000+	4,513	4.7%	75
Domestic travel in the 12 months: used general travel website	4,960	5.2%	75
Foreign travel in last 3 years	17,888	18.8%	71
Took 3+ foreign trips by plane in last 3 years	2,857	3.0%	62
Spent on foreign vacations in last 12 months: <\$1,000	3,130	3.3%	70
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	2,412	2.5%	67
Spent on foreign vacations in last 12 months: \$3,000+	3,681	3.9%	65
Foreign travel in last 3 years: used general travel website	3,999	4.2%	70
Nights spent in hotel/motel in last 12 months: any	36,337	38.2%	87
Took cruise of more than one day in last 3 years	6,105	6.4%	75
Member of any frequent flyer program	10,655	11.2%	64
Member of any hotel rewards program	11,985	12.6%	75

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