Retail Market Potential

Chandler Texas
Chandler, Texas, United States
Drive Time: 5 minute radius

Prepared by Esri
Latitude: 32.30793
Longitude: -95.47996

Demographic Summary	2016	2021
Population	2,476	2,694
Population 18+	1,911	2,082
Households	972	1,055
Median Household Income	$61,875	$73,552

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	1,017	53.2%	113
Bought any women's clothing in last 12 months	836	43.7%	100
Bought clothing for child <13 years in last 6 months	515	26.9%	98
Bought any shoes in last 12 months	1,052	55.0%	102
Bought costume jewelry in last 12 months	384	20.1%	103
Bought any fine jewelry in last 12 months	322	16.8%	92
Bought a watch in last 12 months	215	11.3%	102
Automobiles (Households)			
HH owns/leases any vehicle	908	93.4%	109
HH bought/leased new vehicle last 12 mo	104	10.7%	114
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	1,784	93.4%	110
Bought/changed motor oil in last 12 months	1,094	57.2%	117
Had tune-up in last 12 months	596	31.2%	103
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	1,175	61.5%	94
Drank regular cola in last 6 months	825	43.2%	96
Drank beer/ale in last 6 months	816	42.7%	100
Cameras (Adults)			
Own digital point & shoot camera	724	37.9%	130
Own digital single-lens reflex (SLR) camera	192	10.0%	116
Bought any camera in last 12 months	126	6.6%	116
Printed digital photos in last 12 months	62	3.2%	111
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	651	34.1%	94
Have a smartphone	1,072	56.1%	95
Have a smartphone: Android phone (any brand)	499	26.1%	97
Have a smartphone: Apple iPhone	491	25.7%	99
Number of cell phones in household: 1	262	27.0%	84
Number of cell phones in household: 2	392	40.3%	108
Number of cell phones in household: 3+	273	28.1%	110
HH has cell phone only (no landline telephone)	328	33.7%	81
Computers (Households)			
HH owns a computer	788	81.1%	105
HH owns desktop computer	512	52.7%	116
HH owns laptop/notebook	550	56.6%	104
HH owns any Apple/Mac brand computer	117	12.0%	80
HH owns any PC/non-Apple brand computer	735	75.6%	111
HH purchased most recent computer in a store	420	43.2%	115
HH purchased most recent computer online	136	14.0%	107
Spent <$500 on most recent home computer	154	15.8%	109
Spent $500-$999 on most recent home computer	242	24.9%	130
Spent $1,000-$1,499 on most recent home computer	98	10.1%	107
Spent $1,500-$1,999 on most recent home computer	43	4.4%	97
Spent $2,000+ on most recent home computer	34	3.5%	89

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 2016 and 2021.

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	1,029	53.8%	106
Bought brewed coffee at convenience store in last 30 days	316	16.5%	105
Bought cigarettes at convenience store in last 30 days	229	12.0%	96
Bought gas at convenience store in last 30 days	773	40.5%	122
Spent at convenience store in last 30 days: <$20	167	8.7%	108
Spent at convenience store in last 30 days: $20-$39	145	7.6%	84
Spent at convenience store in last 30 days: $40-$50	153	8.0%	105
Spent at convenience store in last 30 days: $51-$99	110	5.8%	130
Spent at convenience store in last 30 days: $100+	540	28.3%	123
Entertainment (Adults)			
Attended a movie in last 6 months	1,171	61.3%	103
Went to live theater in last 12 months	272	14.2%	110
Went to a bar/night club in last 12 months	309	16.2%	97
Dined out in last 12 months	965	50.5%	113
Gambled at a casino in last 12 months	280	14.7%	107
Visited a theme park in last 12 months	326	17.1%	97
Viewed movie (video-on-demand) in last 30 days	275	14.4%	85
Viewed TV show (video-on-demand) in last 30 days	209	10.9%	85
Watched any pay-per-view TV in last 12 months	269	14.1%	107
Downloaded a movie over the Internet in last 30 days	80	4.2%	58
Downloaded any individual song in last 6 months	445	23.3%	114
Watched a movie online in the last 30 days	212	11.1%	69
Watched a TV program online in last 30 days	236	12.3%	83
Played a video/electronic game (console) in last 12 months	214	11.2%	107
Played a video/electronic game (portable) in last 12 months	86	4.5%	99
Financial (Adults)			
Have home mortgage (1st)	707	37.0%	119
Used ATM/cash machine in last 12 months	1,019	53.3%	109
Own any stock	198	10.4%	135
Own U.S. savings bond	144	7.5%	142
Own shares in mutual fund (stock)	198	10.4%	143
Own shares in mutual fund (bonds)	125	6.5%	135
Have interest checking account	715	37.4%	133
Have non-interest checking account	627	32.8%	116
Have savings account	1,214	63.5%	118
Have 401K retirement savings plan	354	18.5%	127
Own/used any credit/debit card in last 12 months	1,542	80.7%	108
Avg monthly credit card expenditures: <$111	261	13.7%	118
Avg monthly credit card expenditures: $111-$225	149	7.8%	113
Avg monthly credit card expenditures: $226-$450	140	7.3%	116
Avg monthly credit card expenditures: $451-$700	121	6.3%	119
Avg monthly credit card expenditures: $701-$1,000	113	5.9%	137
Avg monthly credit card expenditures: $1,001+	177	9.3%	102
Did banking online in last 12 months	761	39.8%	112
Did banking on mobile device in last 12 months	260	13.6%	97
Paid bills online in last 12 months	867	45.4%	105

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	717	73.8%	106
Used bread in last 6 months	937	96.4%	103
Used chicken (fresh or frozen) in last 6 months	692	71.2%	103
Used turkey (fresh or frozen) in last 6 months	179	18.4%	116
Used fish/seafood (fresh or frozen) in last 6 months	561	57.7%	106
Used fresh fruit/vegetables in last 6 months	866	89.1%	104
Used fresh milk in last 6 months	886	91.2%	104
Used organic food in last 6 months	151	15.5%	79
Health (Adults)			
Exercise at home 2+ times per week	589	30.8%	109
Exercise at club 2+ times per week	248	13.0%	100
Visited a doctor in last 12 months	1,540	80.6%	106
Used vitamin/dietary supplement in last 6 months	1,028	53.8%	102
Home (Households)			
Any home improvement in last 12 months	342	35.2%	131
Used housekeeper/maid/professional HH cleaning service in last 12	116	11.9%	91
Purchased low ticket HH furnishings in last 12 months	154	15.8%	99
Purchased big ticket HH furnishings in last 12 months	215	22.1%	106
Bought any small kitchen appliance in last 12 months	234	24.1%	108
Bought any large kitchen appliance in last 12 months	142	14.6%	115
Insurance (Adults/Households)			
Currently carry life insurance	1,023	53.5%	125
Carry medical/hospital/accident insurance	1,385	72.5%	111
Carry homeowner insurance	1,165	61.0%	130
Carry renter's insurance	147	7.7%	94
Have auto insurance: 1 vehicle in household covered	217	22.3%	72
Have auto insurance: 2 vehicles in household covered	323	33.2%	117
Have auto insurance: 3+ vehicles in household covered	340	35.0%	160
Pets (Households)			
Household owns any pet	654	67.3%	125
Household owns any cat	301	31.0%	138
Household owns any dog	525	54.0%	133
Psychographics (Adults)			
Buying American is important to me	960	50.2%	119
Usually buy items on credit rather than wait	178	9.3%	79
Usually buy based on quality - not price	319	16.7%	93
Price is usually more important than brand name	476	24.9%	95
Usually use coupons for brands I buy often	391	20.5%	108
Am interested in how to help the environment	253	13.2%	81
Usually pay more for environ safe product	185	9.7%	76
Usually value green products over convenience	153	8.0%	76
Likely to buy a brand that supports a charity	666	34.9%	100
Reading (Adults)			
Bought digital book in last 12 months	250	13.1%	99
Bought hardcover book in last 12 months	429	22.4%	107
Bought paperback book in last 12 month	608	31.8%	101
Read any daily newspaper (paper version)	589	30.8%	118
Read any digital newspaper in last 30 days	614	32.1%	96
Read any magazine (paper/electronic version) in last 6 months	1,744	91.3%	101

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	1,512	79.1%	106
Went to family restaurant/steak house: 4+ times a month	601	31.4%	114
Went to fast food/drive-in restaurant in last 6 months	1,747	91.4%	102
Went to fast food/drive-in restaurant 9+ times/mo	791	41.4%	105
Fast food/drive-in last 6 months: eat in	775	40.6%	112
Fast food/drive-in last 6 months: home delivery	115	6.0%	78
Fast food/drive-in last 6 months: take-out/drive-thru	944	49.4%	107
Fast food/drive-in last 6 months: take-out/walk-in	363	19.0%	98
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	598	31.3%	99
Own e-reader/tablet: iPad	292	15.3%	100
Own any portable MP3 player	649	34.0%	110
HH owns 1 TV	131	13.5%	66
HH owns 2 TVs	249	25.6%	99
HH owns 3 TVs	248	25.5%	119
HH owns 4+ TVs	242	24.9%	132
HH subscribes to cable TV	410	42.2%	85
HH subscribes to fiber optic	40	4.1%	54
HH has satellite dish	375	38.6%	152
HH owns DVD/Blu-ray player	661	68.0%	112
HH owns camcorder	169	17.4%	125
HH owns portable GPS navigation device	351	36.1%	131
HH purchased video game system in last 12 mos	51	5.2%	66
HH owns Internet video device for TV	63	6.5%	92
Travel (Adults)			
Domestic travel in last 12 months	1,113	58.2%	116
Took 3+ domestic non-business trips in last 12 months	279	14.6%	131
Spent on domestic vacations in last 12 months: <$1,000	272	14.2%	133
Spent on domestic vacations in last 12 months: $1,000-$1,499	118	6.2%	106
Spent on domestic vacations in last 12 months: $1,500-$1,999	91	4.8%	133
Spent on domestic vacations in last 12 months: $2,000-$2,999	103	5.4%	138
Spent on domestic vacations in last 12 months: $3,000+	123	6.4%	117
Domestic travel in the 12 months: used general travel website	121	6.3%	94
Foreign travel in last 3 years	427	22.3%	93
Took 3+ foreign trips by plane in last 3 years	71	3.7%	83
Spent on foreign vacations in last 12 months: <$1,000	67	3.5%	84
Spent on foreign vacations in last 12 months: $1,000-$2,999	53	2.8%	85
Spent on foreign vacations in last 12 months: $3,000+	101	5.3%	106
Foreign travel in last 3 years: used general travel website	105	5.5%	98
Nights spent in hotel/motel in last 12 months: any	907	47.5%	117
Took cruise of more than one day in last 3 years	170	8.9%	106
Member of any frequent flyer program	312	16.3%	100
Member of any hotel rewards program	348	18.2%	129

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Drive Time: 10 minute radius

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Latitude: 32.30793
Longitude: -95.47996

Demographic Summary	2016	2021
Population	13,200	14,077
Population 18+	10,324	11,027
Households	5,130	5,446
Median Household Income	$53,222	$58,899

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	5,183	50.2%	106
Bought any women's clothing in last 12 months	4,563	44.2%	101
Bought clothing for child <13 years in last 6 months	2,759	26.7%	97
Bought any shoes in last 12 months	5,520	53.5%	99
Bought costume jewelry in last 12 months	2,040	19.8%	101
Bought any fine jewelry in last 12 months	1,762	17.1%	93
Bought a watch in last 12 months	1,161	11.2%	102
Automobiles (Households)			
HH owns/leases any vehicle	4,702	91.7%	107
HH bought/leased new vehicle last 12 mo	500	9.7%	104
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	9,421	91.3%	107
Bought/changed motor oil in last 12 months	5,932	57.5%	117
Had tune-up in last 12 months	3,138	30.4%	101
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	6,302	61.0%	93
Drank regular cola in last 6 months	4,643	45.0%	100
Drank beer/ale in last 6 months	4,096	39.7%	93
Cameras (Adults)			
Own digital point & shoot camera	3,365	32.6%	112
Own digital single-lens reflex (SLR) camera	835	8.1%	94
Bought any camera in last 12 months	659	6.4%	112
Printed digital photos in last 12 months	328	3.2%	109
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	3,752	36.3%	101
Have a smartphone	5,406	52.4%	89
Have a smartphone: Android phone (any brand)	2,628	25.5%	95
Have a smartphone: Apple iPhone	2,183	21.1%	82
Number of cell phones in household: 1	1,606	31.3%	97
Number of cell phones in household: 2	1,987	38.7%	104
Number of cell phones in household: 3+	1,215	23.7%	93
HH has cell phone only (no landline telephone)	1,949	38.0%	91
Computers (Households)			
HH owns a computer	3,874	75.5%	98
HH owns desktop computer	2,446	47.7%	105
HH owns laptop/notebook	2,658	51.8%	96
HH owns any Apple/Mac brand computer	534	10.4%	69
HH owns any PC/non-Apple brand computer	3,588	69.9%	103
HH purchased most recent computer in a store	2,024	39.5%	105
HH purchased most recent computer online	644	12.6%	96
Spent <$500 on most recent home computer	840	16.4%	113
Spent $500-$999 on most recent home computer	1,080	21.1%	110
Spent $1,000-$1,499 on most recent home computer	454	8.8%	93
Spent $1,500-$1,999 on most recent home computer	186	3.6%	80
Spent $2,000+ on most recent home computer	157	3.1%	78

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	5,195	50.3%	99
Bought brewed coffee at convenience store in last 30 days	1,687	16.3%	104
Bought cigarettes at convenience store in last 30 days	1,522	14.7%	118
Bought gas at convenience store in last 30 days	4,280	41.5%	125
Spent at convenience store in last 30 days: <$20	761	7.4%	91
Spent at convenience store in last 30 days: $20-$39	789	7.6%	84
Spent at convenience store in last 30 days: $40-$50	859	8.3%	109
Spent at convenience store in last 30 days: $51-$99	562	5.4%	123
Spent at convenience store in last 30 days: $100+	2,942	28.5%	124
Entertainment (Adults)			
Attended a movie in last 6 months	5,686	55.1%	93
Went to live theater in last 12 months	1,238	12.0%	92
Went to a bar/night club in last 12 months	1,505	14.6%	87
Dined out in last 12 months	4,760	46.1%	103
Gambled at a casino in last 12 months	1,304	12.6%	92
Visited a theme park in last 12 months	1,555	15.1%	86
Viewed movie (video-on-demand) in last 30 days	1,390	13.5%	79
Viewed TV show (video-on-demand) in last 30 days	973	9.4%	73
Watched any pay-per-view TV in last 12 months	1,362	13.2%	100
Downloaded a movie over the Internet in last 30 days	477	4.6%	64
Downloaded any individual song in last 6 months	2,021	19.6%	96
Watched a movie online in the last 30 days	1,117	10.8%	68
Watched a TV program online in last 30 days	1,146	11.1%	74
Played a video/electronic game (console) in last 12 months	1,052	10.2%	98
Played a video/electronic game (portable) in last 12 months	439	4.3%	93
Financial (Adults)			
Have home mortgage (1st)	3,446	33.4%	107
Used ATM/cash machine in last 12 months	5,057	49.0%	100
Own any stock	803	7.8%	102
Own U.S. savings bond	521	5.0%	95
Own shares in mutual fund (stock)	759	7.4%	101
Own shares in mutual fund (bonds)	493	4.8%	98
Have interest checking account	3,261	31.6%	112
Have non-interest checking account	3,269	31.7%	112
Have savings account	5,802	56.2%	104
Have 401K retirement savings plan	1,575	15.3%	105
Own/used any credit/debit card in last 12 months	7,827	75.8%	102
Avg monthly credit card expenditures: <$111	1,337	13.0%	112
Avg monthly credit card expenditures: $111-$225	716	6.9%	101
Avg monthly credit card expenditures: $226-$450	669	6.5%	102
Avg monthly credit card expenditures: $451-$700	549	5.3%	100
Avg monthly credit card expenditures: $701-$1,000	417	4.0%	94
Avg monthly credit card expenditures: $1,001+	738	7.1%	79
Did banking online in last 12 months	3,642	35.3%	99
Did banking on mobile device in last 12 months	1,300	12.6%	90
Paid bills online in last 12 months	4,343	42.1%	98

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	3,772	73.5%	106
Used bread in last 6 months	4,924	96.0%	102
Used chicken (fresh or frozen) in last 6 months	3,584	69.9%	101
Used turkey (fresh or frozen) in last 6 months	871	17.0%	107
Used fish/seafood (fresh or frozen) in last 6 months	2,837	55.3%	101
Used fresh fruit/vegetables in last 6 months	4,480	87.3%	102
Used fresh milk in last 6 months	4,610	89.9%	102
Used organic food in last 6 months	734	14.3%	73
Health (Adults)			
Exercise at home 2+ times per week	2,855	27.7%	97
Exercise at club 2+ times per week	1,062	10.3%	79
Visited a doctor in last 12 months	8,106	78.5%	104
Used vitamin/dietary supplement in last 6 months	5,492	53.2%	101
Home (Households)			
Any home improvement in last 12 months	1,630	31.8%	118
Used housekeeper/maid/professional HH cleaning service in last 12	567	11.1%	84
Purchased low ticket HH furnishings in last 12 months	852	16.6%	103
Purchased big ticket HH furnishings in last 12 months	1,088	21.2%	101
Bought any small kitchen appliance in last 12 months	1,210	23.6%	106
Bought any large kitchen appliance in last 12 months	717	14.0%	110
Insurance (Adults/Households)			
Currently carry life insurance	5,152	49.9%	117
Carry medical/hospital/accident insurance	7,125	69.0%	105
Carry homeowner insurance	5,899	57.1%	121
Carry renter's insurance	703	6.8%	84
Have auto insurance: 1 vehicle in household covered	1,424	27.8%	90
Have auto insurance: 2 vehicles in household covered	1,572	30.6%	108
Have auto insurance: 3+ vehicles in household covered	1,487	29.0%	133
Pets (Households)			
Household owns any pet	3,277	63.9%	119
Household owns any cat	1,485	28.9%	129
Household owns any dog	2,610	50.9%	125
Psychographics (Adults)			
Buying American is important to me	5,211	50.5%	119
Usually buy items on credit rather than wait	1,039	10.1%	86
Usually buy based on quality - not price	1,802	17.5%	97
Price is usually more important than brand name	2,844	27.5%	105
Usually use coupons for brands I buy often	2,144	20.8%	110
Am interested in how to help the environment	1,390	13.5%	83
Usually pay more for environ safe product	1,086	10.5%	82
Usually value green products over convenience	892	8.6%	82
Likely to buy a brand that supports a charity	3,597	34.8%	100
Reading (Adults)			
Bought digital book in last 12 months	1,252	12.1%	92
Bought hardcover book in last 12 months	2,126	20.6%	98
Bought paperback book in last 12 month	3,233	31.3%	100
Read any daily newspaper (paper version)	2,910	28.2%	108
Read any digital newspaper in last 30 days	3,047	29.5%	89
Read any magazine (paper/electronic version) in last 6 months	9,253	89.6%	99

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	7,918	76.7%	103
Went to family restaurant/steak house: 4+ times a month	3,013	29.2%	106
Went to fast food/drive-in restaurant in last 6 months	9,472	91.7%	102
Went to fast food/drive-in restaurant 9+ times/mo	4,233	41.0%	104
Fast food/drive-in last 6 months: eat in	4,147	40.2%	110
Fast food/drive-in last 6 months: home delivery	722	7.0%	91
Fast food/drive-in last 6 months: take-out/drive-thru	5,192	50.3%	109
Fast food/drive-in last 6 months: take-out/walk-in	1,893	18.3%	94
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	2,924	28.3%	89
Own e-reader/tablet: iPad	1,220	11.8%	77
Own any portable MP3 player	2,990	29.0%	94
HH owns 1 TV	837	16.3%	80
HH owns 2 TVs	1,383	27.0%	104
HH owns 3 TVs	1,168	22.8%	106
HH owns 4+ TVs	1,118	21.8%	115
HH subscribes to cable TV	2,214	43.2%	87
HH subscribes to fiber optic	185	3.6%	47
HH has satellite dish	1,950	38.0%	150
HH owns DVD/Blu-ray player	3,250	63.4%	105
HH owns camcorder	768	15.0%	107
HH owns portable GPS navigation device	1,567	30.5%	111
HH purchased video game system in last 12 mos	279	5.4%	69
HH owns Internet video device for TV	303	5.9%	84
Travel (Adults)			
Domestic travel in last 12 months	5,274	51.1%	102
Took 3+ domestic non-business trips in last 12 months	1,202	11.6%	105
Spent on domestic vacations in last 12 months: <$1,000	1,253	12.1%	113
Spent on domestic vacations in last 12 months: $1,000-$1,499	597	5.8%	99
Spent on domestic vacations in last 12 months: $1,500-$1,999	401	3.9%	109
Spent on domestic vacations in last 12 months: $2,000-$2,999	429	4.2%	106
Spent on domestic vacations in last 12 months: $3,000+	494	4.8%	87
Domestic travel in the 12 months: used general travel website	597	5.8%	85
Foreign travel in last 3 years	1,825	17.7%	73
Took 3+ foreign trips by plane in last 3 years	254	2.5%	55
Spent on foreign vacations in last 12 months: <$1,000	291	2.8%	68
Spent on foreign vacations in last 12 months: $1,000-$2,999	273	2.6%	81
Spent on foreign vacations in last 12 months: $3,000+	363	3.5%	71
Foreign travel in last 3 years: used general travel website	408	4.0%	71
Nights spent in hotel/motel in last 12 months: any	4,316	41.8%	103
Took cruise of more than one day in last 3 years	775	7.5%	90
Member of any frequent flyer program	1,196	11.6%	71
Member of any hotel rewards program	1,422	13.8%	98

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September 20, 2016

Chandler Texas
Chandler, Texas, United States
Drive Time: 15 minute radius

Prepared by Esri
Latitude: 32.30793
Longitude: -95.47996

Demographic Summary	2016	2021
Population	53,010	55,408
Population 18+	39,896	41,848
Households	20,071	20,920
Median Household Income	$45,472	$49,791

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	19,193	48.1%	102
Bought any women's clothing in last 12 months	17,263	43.3%	99
Bought clothing for child <13 years in last 6 months	11,012	27.6%	100
Bought any shoes in last 12 months	21,101	52.9%	98
Bought costume jewelry in last 12 months	7,588	19.0%	97
Bought any fine jewelry in last 12 months	6,968	17.5%	95
Bought a watch in last 12 months	4,371	11.0%	99
Automobiles (Households)			
HH owns/leases any vehicle	17,321	86.3%	101
HH bought/leased new vehicle last 12 mo	1,680	8.4%	89
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	34,639	86.8%	102
Bought/changed motor oil in last 12 months	21,468	53.8%	110
Had tune-up in last 12 months	12,070	30.3%	100
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	25,101	62.9%	96
Drank regular cola in last 6 months	19,009	47.6%	106
Drank beer/ale in last 6 months	16,081	40.3%	95
Cameras (Adults)			
Own digital point & shoot camera	11,214	28.1%	96
Own digital single-lens reflex (SLR) camera	2,867	7.2%	83
Bought any camera in last 12 months	2,335	5.9%	103
Printed digital photos in last 12 months	1,168	2.9%	100
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	14,443	36.2%	100
Have a smartphone	21,047	52.8%	90
Have a smartphone: Android phone (any brand)	10,838	27.2%	101
Have a smartphone: Apple iPhone	7,797	19.5%	76
Number of cell phones in household: 1	6,847	34.1%	106
Number of cell phones in household: 2	7,315	36.4%	97
Number of cell phones in household: 3+	4,731	23.6%	93
HH has cell phone only (no landline telephone)	8,920	44.4%	106
Computers (Households)			
HH owns a computer	14,360	71.5%	93
HH owns desktop computer	8,737	43.5%	96
HH owns laptop/notebook	9,860	49.1%	91
HH owns any Apple/Mac brand computer	2,106	10.5%	70
HH owns any PC/non-Apple brand computer	13,167	65.6%	96
HH purchased most recent computer in a store	7,198	35.9%	95
HH purchased most recent computer online	2,197	10.9%	84
Spent <$500 on most recent home computer	3,129	15.6%	107
Spent $500-$999 on most recent home computer	3,613	18.0%	94
Spent $1,000-$1,499 on most recent home computer	1,577	7.9%	83
Spent $1,500-$1,999 on most recent home computer	800	4.0%	87
Spent $2,000+ on most recent home computer	656	3.3%	83

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September 20, 2016

Retail Market Potential

Chandler Texas
Chandler, Texas, United States
Drive Time: 15 minute radius

Prepared by Esri
Latitude: 32.30793
Longitude: -95.47996

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	19,890	49.9%	98
Bought brewed coffee at convenience store in last 30 days	6,499	16.3%	104
Bought cigarettes at convenience store in last 30 days	6,038	15.1%	121
Bought gas at convenience store in last 30 days	15,130	37.9%	115
Spent at convenience store in last 30 days: <$20	2,882	7.2%	89
Spent at convenience store in last 30 days: $20-$39	3,293	8.3%	91
Spent at convenience store in last 30 days: $40-$50	3,123	7.8%	103
Spent at convenience store in last 30 days: $51-$99	2,009	5.0%	114
Spent at convenience store in last 30 days: $100+	10,561	26.5%	116
Entertainment (Adults)			
Attended a movie in last 6 months	21,982	55.1%	93
Went to live theater in last 12 months	4,246	10.6%	82
Went to a bar/night club in last 12 months	5,701	14.3%	86
Dined out in last 12 months	16,549	41.5%	92
Gambled at a casino in last 12 months	4,922	12.3%	90
Visited a theme park in last 12 months	5,862	14.7%	83
Viewed movie (video-on-demand) in last 30 days	5,395	13.5%	80
Viewed TV show (video-on-demand) in last 30 days	3,744	9.4%	73
Watched any pay-per-view TV in last 12 months	5,044	12.6%	96
Downloaded a movie over the Internet in last 30 days	2,163	5.4%	75
Downloaded any individual song in last 6 months	7,196	18.0%	88
Watched a movie online in the last 30 days	4,899	12.3%	77
Watched a TV program online in last 30 days	4,475	11.2%	75
Played a video/electronic game (console) in last 12 months	4,075	10.2%	98
Played a video/electronic game (portable) in last 12 months	1,840	4.6%	101
Financial (Adults)			
Have home mortgage (1st)	11,655	29.2%	94
Used ATM/cash machine in last 12 months	18,022	45.2%	92
Own any stock	2,748	6.9%	90
Own U.S. savings bond	1,907	4.8%	90
Own shares in mutual fund (stock)	2,640	6.6%	91
Own shares in mutual fund (bonds)	1,689	4.2%	87
Have interest checking account	10,652	26.7%	95
Have non-interest checking account	11,736	29.4%	104
Have savings account	20,162	50.5%	94
Have 401K retirement savings plan	5,217	13.1%	90
Own/used any credit/debit card in last 12 months	28,733	72.0%	97
Avg monthly credit card expenditures: <$111	4,744	11.9%	103
Avg monthly credit card expenditures: $111-$225	2,587	6.5%	94
Avg monthly credit card expenditures: $226-$450	2,417	6.1%	96
Avg monthly credit card expenditures: $451-$700	1,947	4.9%	92
Avg monthly credit card expenditures: $701-$1,000	1,496	3.7%	87
Avg monthly credit card expenditures: $1,001+	2,689	6.7%	74
Did banking online in last 12 months	12,481	31.3%	88
Did banking on mobile device in last 12 months	4,783	12.0%	86
Paid bills online in last 12 months	15,472	38.8%	90

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Retail Market Potential

Chandler Texas
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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	14,469	72.1%	104
Used bread in last 6 months	19,079	95.1%	101
Used chicken (fresh or frozen) in last 6 months	13,757	68.5%	99
Used turkey (fresh or frozen) in last 6 months	3,257	16.2%	102
Used fish/seafood (fresh or frozen) in last 6 months	11,064	55.1%	101
Used fresh fruit/vegetables in last 6 months	17,113	85.3%	99
Used fresh milk in last 6 months	17,687	88.1%	100
Used organic food in last 6 months	3,251	16.2%	82
Health (Adults)			
Exercise at home 2+ times per week	10,566	26.5%	93
Exercise at club 2+ times per week	3,955	9.9%	76
Visited a doctor in last 12 months	30,013	75.2%	99
Used vitamin/dietary supplement in last 6 months	20,825	52.2%	99
Home (Households)			
Any home improvement in last 12 months	5,541	27.6%	103
Used housekeeper/maid/professional HH cleaning service in last 12	2,213	11.0%	84
Purchased low ticket HH furnishings in last 12 months	3,039	15.1%	94
Purchased big ticket HH furnishings in last 12 months	3,985	19.9%	95
Bought any small kitchen appliance in last 12 months	4,463	22.2%	100
Bought any large kitchen appliance in last 12 months	2,624	13.1%	103
Insurance (Adults/Households)			
Currently carry life insurance	17,346	43.5%	102
Carry medical/hospital/accident insurance	25,931	65.0%	99
Carry homeowner insurance	19,077	47.8%	102
Carry renter's insurance	2,742	6.9%	84
Have auto insurance: 1 vehicle in household covered	6,100	30.4%	99
Have auto insurance: 2 vehicles in household covered	5,805	28.9%	102
Have auto insurance: 3+ vehicles in household covered	4,690	23.4%	107
Pets (Households)			
Household owns any pet	11,706	58.3%	109
Household owns any cat	5,033	25.1%	112
Household owns any dog	9,212	45.9%	113
Psychographics (Adults)			
Buying American is important to me	18,720	46.9%	111
Usually buy items on credit rather than wait	4,216	10.6%	90
Usually buy based on quality - not price	6,964	17.5%	97
Price is usually more important than brand name	11,047	27.7%	106
Usually use coupons for brands I buy often	7,957	19.9%	105
Am interested in how to help the environment	6,266	15.7%	96
Usually pay more for environ safe product	4,888	12.3%	96
Usually value green products over convenience	4,266	10.7%	102
Likely to buy a brand that supports a charity	13,771	34.5%	99
Reading (Adults)			
Bought digital book in last 12 months	4,450	11.2%	84
Bought hardcover book in last 12 months	7,486	18.8%	90
Bought paperback book in last 12 month	11,783	29.5%	94
Read any daily newspaper (paper version)	10,257	25.7%	98
Read any digital newspaper in last 30 days	11,587	29.0%	87
Read any magazine (paper/electronic version) in last 6 months	35,361	88.6%	98

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	29,576	74.1%	99
Went to family restaurant/steak house: 4+ times a month	10,764	27.0%	98
Went to fast food/drive-in restaurant in last 6 months	36,029	90.3%	100
Went to fast food/drive-in restaurant 9+ times/mo	16,291	40.8%	103
Fast food/drive-in last 6 months: eat in	14,910	37.4%	103
Fast food/drive-in last 6 months: home delivery	2,891	7.2%	95
Fast food/drive-in last 6 months: take-out/drive-thru	18,977	47.6%	103
Fast food/drive-in last 6 months: take-out/walk-in	7,361	18.5%	95
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	10,582	26.5%	84
Own e-reader/tablet: iPad	4,608	11.6%	75
Own any portable MP3 player	10,873	27.3%	88
HH owns 1 TV	3,896	19.4%	95
HH owns 2 TVs	5,325	26.5%	102
HH owns 3 TVs	4,282	21.3%	100
HH owns 4+ TVs	4,049	20.2%	107
HH subscribes to cable TV	9,024	45.0%	91
HH subscribes to fiber optic	950	4.7%	62
HH has satellite dish	6,407	31.9%	126
HH owns DVD/Blu-ray player	12,073	60.2%	99
HH owns camcorder	2,602	13.0%	93
HH owns portable GPS navigation device	5,196	25.9%	94
HH purchased video game system in last 12 mos	1,207	6.0%	76
HH owns Internet video device for TV	1,195	6.0%	84
Travel (Adults)			
Domestic travel in last 12 months	18,144	45.5%	91
Took 3+ domestic non-business trips in last 12 months	3,997	10.0%	90
Spent on domestic vacations in last 12 months: <$1,000	4,083	10.2%	95
Spent on domestic vacations in last 12 months: $1,000-$1,499	2,152	5.4%	93
Spent on domestic vacations in last 12 months: $1,500-$1,999	1,350	3.4%	95
Spent on domestic vacations in last 12 months: $2,000-$2,999	1,478	3.7%	95
Spent on domestic vacations in last 12 months: $3,000+	1,871	4.7%	85
Domestic travel in the 12 months: used general travel website	2,083	5.2%	77
Foreign travel in last 3 years	6,958	17.4%	72
Took 3+ foreign trips by plane in last 3 years	1,172	2.9%	65
Spent on foreign vacations in last 12 months: <$1,000	1,281	3.2%	77
Spent on foreign vacations in last 12 months: $1,000-$2,999	1,033	2.6%	79
Spent on foreign vacations in last 12 months: $3,000+	1,487	3.7%	75
Foreign travel in last 3 years: used general travel website	1,589	4.0%	71
Nights spent in hotel/motel in last 12 months: any	14,462	36.2%	89
Took cruise of more than one day in last 3 years	2,840	7.1%	85
Member of any frequent flyer program	4,372	11.0%	67
Member of any hotel rewards program	4,573	11.5%	81

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