Retail Market Potential

60140 (Hampshire)
60140 (Hampshire)
Geography: ZIP Code

Prepared by Esri

Demographic Summary	2019	2024
Population	21,060	23,320
Population 18+	15,294	16,819
Households	7,179	7,931
Median Household Income	$94,417	$104,087

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	7,672	50.2%	106
Bought any women's clothing in last 12 months	7,149	46.7%	109
Bought clothing for child <13 years in last 6 months	4,604	30.1%	113
Bought any shoes in last 12 months	8,560	56.0%	107
Bought costume jewelry in last 12 months	3,015	19.7%	113
Bought any fine jewelry in last 12 months	2,775	18.1%	101
Bought a watch in last 12 months	2,281	14.9%	96
Automobiles (Households)			
HH owns/leases any vehicle	6,697	93.3%	109
HH bought/leased new vehicle last 12 months	936	13.0%	133
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	14,048	91.9%	107
Bought/changed motor oil in last 12 months	7,474	48.9%	103
Had tune-up in last 12 months	3,810	24.9%	100
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	11,147	72.9%	102
Drank regular cola in last 6 months	6,139	40.1%	90
Drank beer/ale in last 6 months	6,926	45.3%	107
Cameras (Adults)			
Own digital point & shoot camera/camcorder	2,074	13.6%	135
Own digital SLR camera/camcorder	1,725	11.3%	143
Printed digital photos in last 12 months	4,500	29.4%	129
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	5,104	33.4%	97
Have a smartphone	13,594	88.9%	106
Have a smartphone: Android phone (any brand)	5,744	37.6%	93
Have a smartphone: Apple iPhone	7,672	50.2%	120
Number of cell phones in household: 1	1,446	20.1%	66
Number of cell phones in household: 2	2,857	39.8%	103
Number of cell phones in household: 3+	2,846	39.6%	141
HH has cell phone only (no landline telephone)	3,883	54.1%	97
Computers (Households)			
HH owns a computer	6,121	85.3%	116
HH owns desktop computer	3,151	43.9%	119
HH owns laptop/notebook	4,919	68.5%	121
HH owns any Apple/Mac brand computer	1,578	22.0%	122
HH owns any PC/non-Apple brand computer	5,148	71.7%	117
HH purchased most recent computer in a store	3,094	43.1%	119
HH purchased most recent computer online	1,259	17.5%	129
Spent <$1-499 on most recent home computer	1,090	15.2%	103
Spent $500-$999 on most recent home computer	1,435	20.0%	119
Spent $1,000-$1,499 on most recent home computer	845	11.8%	123
Spent $1,500-$1,999 on most recent home computer	447	6.2%	140
Spent $2,000+ on most recent home computer	434	6.0%	153

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 2019 and 2024.

September 23, 2019

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	9,990	65.3%	103
Bought brewed coffee at convenience store in last 30 days	2,170	14.2%	102
Bought cigarettes at convenience store in last 30 days	1,365	8.9%	83
Bought gas at convenience store in last 30 days	6,499	42.5%	114
Spent at convenience store in last 30 days: <$1-19	1,137	7.4%	108
Spent at convenience store in last 30 days: $20-$39	1,226	8.0%	85
Spent at convenience store in last 30 days: $40-$50	1,310	8.6%	104
Spent at convenience store in last 30 days: $51-$99	847	5.5%	100
Spent at convenience store in last 30 days: $100+	3,870	25.3%	113
Entertainment (Adults)			
Attended a movie in last 6 months	10,101	66.0%	113
Went to live theater in last 12 months	2,031	13.3%	121
Went to a bar/night club in last 12 months	2,859	18.7%	108
Dined out in last 12 months	9,262	60.6%	116
Gambled at a casino in last 12 months	2,220	14.5%	110
Visited a theme park in last 12 months	3,343	21.9%	116
Viewed movie (video-on-demand) in last 30 days	3,725	24.4%	139
Viewed TV show (video-on-demand) in last 30 days	2,590	16.9%	134
Watched any pay-per-view TV in last 12 months	1,994	13.0%	133
Downloaded a movie over the Internet in last 30 days	1,577	10.3%	108
Downloaded any individual song in last 6 months	3,435	22.5%	118
Watched a movie online in the last 30 days	3,934	25.7%	95
Watched a TV program online in last 30 days	3,157	20.6%	108
Played a video/electronic game (console) in last 12 months	1,349	8.8%	100
Played a video/electronic game (portable) in last 12 months	745	4.9%	104
Financial (Adults)			
Have home mortgage (1st)	7,146	46.7%	150
Used ATM/cash machine in last 12 months	9,206	60.2%	114
Own any stock	1,446	9.5%	132
Own U.S. savings bond	860	5.6%	129
Own shares in mutual fund (stock)	1,521	9.9%	139
Own shares in mutual fund (bonds)	1,059	6.9%	145
Have interest checking account	5,464	35.7%	124
Have non-interest checking account	4,768	31.2%	106
Have savings account	10,231	66.9%	117
Have 401K retirement savings plan	3,514	23.0%	143
Own/used any credit/debit card in last 12 months	13,100	85.7%	108
Avg monthly credit card expenditures: <$1-110	1,867	12.2%	106
Avg monthly credit card expenditures: $111-$225	1,071	7.0%	95
Avg monthly credit card expenditures: $226-$450	1,144	7.5%	110
Avg monthly credit card expenditures: $451-$700	1,234	8.1%	131
Avg monthly credit card expenditures: $701-$1,000	1,033	6.8%	121
Avg monthly credit card expenditures: $1,001+	2,414	15.8%	136
Did banking online in last 12 months	7,771	50.8%	130
Did banking on mobile device in last 12 months	5,072	33.2%	128
Paid bills online in last 12 months	9,123	59.7%	119

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 2019 and 2024.

September 23, 2019

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	5,282	73.6%	107
Used bread in last 6 months	6,783	94.5%	101
Used chicken (fresh or frozen) in last 6 months	5,292	73.7%	106
Used turkey (fresh or frozen) in last 6 months	1,114	15.5%	104
Used fish/seafood (fresh or frozen) in last 6 months	4,075	56.8%	103
Used fresh fruit/vegetables in last 6 months	6,399	89.1%	104
Used fresh milk in last 6 months	6,352	88.5%	103
Used organic food in last 6 months	1,878	26.2%	110
Health (Adults)			
Exercise at home 2+ times per week	4,899	32.0%	117
Exercise at club 2+ times per week	2,603	17.0%	119
Visited a doctor in last 12 months	12,482	81.6%	106
Used vitamin/dietary supplement in last 6 months	9,089	59.4%	110
Home (Households)			
Did any home improvement in last 12 months	2,473	34.4%	125
Used any housekeeper/professional cleaning service in last 12 months	1,450	20.2%	139
Purchased low ticket HH furnishings in last 12 months	1,436	20.0%	117
Purchased big ticket HH furnishings in last 12 months	1,838	25.6%	115
Bought any small kitchen appliance in last 12 months	1,780	24.8%	111
Bought any large kitchen appliance in last 12 months	1,205	16.8%	121
Insurance (Adults/Households)			
Currently carry life insurance	8,398	54.9%	124
Carry medical/hospital/accident insurance	12,497	81.7%	109
Carry homeowner insurance	9,406	61.5%	130
Carry renter's insurance	1,168	7.6%	90
Have auto insurance: 1 vehicle in household covered	1,709	23.8%	77
Have auto insurance: 2 vehicles in household covered	2,565	35.7%	125
Have auto insurance: 3+ vehicles in household covered	2,243	31.2%	136
Pets (Households)			
Household owns any pet	4,500	62.7%	115
Household owns any cat	1,639	22.8%	100
Household owns any dog	3,648	50.8%	122
Psychographics (Adults)			
Buying American is important to me	6,212	40.6%	103
Usually buy items on credit rather than wait	2,015	13.2%	100
Usually buy based on quality - not price	2,857	18.7%	98
Price is usually more important than brand name	4,407	28.8%	105
Usually use coupons for brands I buy often	2,548	16.7%	97
Am interested in how to help the environment	2,516	16.5%	85
Usually pay more for environ safe product	1,836	12.0%	85
Usually value green products over convenience	1,332	8.7%	77
Likely to buy a brand that supports a charity	5,264	34.4%	98
Reading (Adults)			
Bought digital book in last 12 months	2,525	16.5%	128
Bought hardcover book in last 12 months	3,562	23.3%	116
Bought paperback book in last 12 month	5,213	34.1%	120
Read any daily newspaper (paper version)	2,600	17.0%	92
Read any digital newspaper in last 30 days	6,665	43.6%	109
Read any magazine (paper/electronic version) in last 6 months	14,465	94.6%	104

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 2019 and 2024.

September 23, 2019

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	12,555	82.1%	109
Went to family restaurant/steak house: 4+ times a month	4,806	31.4%	118
Went to fast food/drive-in restaurant in last 6 months	14,254	93.2%	103
Went to fast food/drive-in restaurant 9+ times/month	6,377	41.7%	106
Fast food restaurant last 6 months: eat in	6,355	41.6%	112
Fast food restaurant last 6 months: home delivery	1,383	9.0%	105
Fast food restaurant last 6 months: take-out/drive-thru	8,051	52.6%	112
Fast food restaurant last 6 months: take-out/walk-in	3,370	22.0%	106
Television & Electronics (Adults/Households)			
Own any tablet	9,111	59.6%	124
Own any e-reader	1,625	10.6%	128
Own e-reader/tablet: iPad	6,131	40.1%	142
HH has Internet connectable TV	2,579	35.9%	125
Own any portable MP3 player	3,532	23.1%	124
HH owns 1 TV	1,018	14.2%	68
HH owns 2 TVs	1,887	26.3%	98
HH owns 3 TVs	1,728	24.1%	115
HH owns 4+ TVs	1,783	24.8%	143
HH subscribes to cable TV	3,125	43.5%	100
HH subscribes to fiber optic	611	8.5%	121
HH owns portable GPS navigation device	1,983	27.6%	121
HH purchased video game system in last 12 months	598	8.3%	101
HH owns any Internet video device for TV	2,304	32.1%	134
Travel (Adults)			
Took domestic trip in continental US last 12 months	9,888	64.7%	123
Took 3+ domestic non-business trips in last 12 months	2,190	14.3%	121
Spent on domestic vacations in last 12 months: <$1-999	1,719	11.2%	104
Spent on domestic vacations in last 12 months: $1,000-$1,499	1,045	6.8%	109
Spent on domestic vacations in last 12 months: $1,500-$1,999	830	5.4%	135
Spent on domestic vacations in last 12 months: $2,000-$2,999	907	5.9%	142
Spent on domestic vacations in last 12 months: $3,000+	1,432	9.4%	145
Domestic travel in last 12 months: used general travel website	1,419	9.3%	136
Took foreign trip (including Alaska and Hawaii) in last 3 years	5,428	35.5%	129
Took 3+ foreign trips by plane in last 3 years	1,131	7.4%	135
Spent on foreign vacations in last 12 months: <$1-999	979	6.4%	138
Spent on foreign vacations in last 12 months: $1,000-$2,999	698	4.6%	114
Spent on foreign vacations in last 12 months: $3,000+	1,302	8.5%	135
Foreign travel in last 3 years: used general travel website	1,213	7.9%	138
Nights spent in hotel/motel in last 12 months: any	8,511	55.6%	125
Took cruise of more than one day in last 3 years	1,867	12.2%	137
Member of any frequent flyer program	4,170	27.3%	151
Member of any hotel rewards program	3,874	25.3%	141

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 2019 and 2024.

September 23, 2019