



Retail Market Potential

963 Robert St S, West St Paul, Minnesota, 55118
Ring: 1 mile radius

Prepared by Esri
Latitude: 44.91713
Longitude: -93.08070

Demographic Summary		2016	2021
Population		19,019	19,508
Population 18+		14,018	14,450
Households		7,256	7,457
Median Household Income		\$51,923	\$53,267

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	6,159	43.9%	93
Bought any women's clothing in last 12 months	5,781	41.2%	94
Bought clothing for child <13 years in last 6 months	3,756	26.8%	97
Bought any shoes in last 12 months	6,913	49.3%	92
Bought costume jewelry in last 12 months	2,666	19.0%	97
Bought any fine jewelry in last 12 months	2,512	17.9%	98
Bought a watch in last 12 months	1,386	9.9%	90
Automobiles (Households)			
HH owns/leases any vehicle	5,874	81.0%	95
HH bought/leased new vehicle last 12 mo	653	9.0%	96
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	11,390	81.3%	96
Bought/changed motor oil in last 12 months	6,770	48.3%	98
Had tune-up in last 12 months	3,860	27.5%	91
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	9,114	65.0%	99
Drank regular cola in last 6 months	6,396	45.6%	102
Drank beer/ale in last 6 months	6,125	43.7%	103
Cameras (Adults)			
Own digital point & shoot camera	3,699	26.4%	91
Own digital single-lens reflex (SLR) camera	1,077	7.7%	89
Bought any camera in last 12 months	664	4.7%	83
Printed digital photos in last 12 months	412	2.9%	100
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	5,148	36.7%	102
Have a smartphone	8,036	57.3%	97
Have a smartphone: Android phone (any brand)	4,396	31.4%	116
Have a smartphone: Apple iPhone	2,725	19.4%	75
Number of cell phones in household: 1	2,595	35.8%	111
Number of cell phones in household: 2	2,573	35.5%	95
Number of cell phones in household: 3+	1,584	21.8%	86
HH has cell phone only (no landline telephone)	3,320	45.8%	109
Computers (Households)			
HH owns a computer	5,264	72.5%	94
HH owns desktop computer	3,045	42.0%	93
HH owns laptop/notebook	3,663	50.5%	93
HH owns any Apple/Mac brand computer	865	11.9%	79
HH owns any PC/non-Apple brand computer	4,769	65.7%	97
HH purchased most recent computer in a store	2,504	34.5%	92
HH purchased most recent computer online	875	12.1%	92
Spent <\$500 on most recent home computer	1,054	14.5%	100
Spent \$500-\$999 on most recent home computer	1,265	17.4%	91
Spent \$1,000-\$1,499 on most recent home computer	621	8.6%	90
Spent \$1,500-\$1,999 on most recent home computer	272	3.7%	82
Spent \$2,000+ on most recent home computer	268	3.7%	94

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	7,260	51.8%	102
Bought brewed coffee at convenience store in last 30 days	2,198	15.7%	100
Bought cigarettes at convenience store in last 30 days	2,070	14.8%	118
Bought gas at convenience store in last 30 days	4,289	30.6%	93
Spent at convenience store in last 30 days: <\$20	1,078	7.7%	95
Spent at convenience store in last 30 days: \$20-\$39	1,463	10.4%	115
Spent at convenience store in last 30 days: \$40-\$50	1,039	7.4%	97
Spent at convenience store in last 30 days: \$51-\$99	601	4.3%	97
Spent at convenience store in last 30 days: \$100+	3,120	22.3%	97
Entertainment (Adults)			
Attended a movie in last 6 months	8,232	58.7%	99
Went to live theater in last 12 months	1,663	11.9%	91
Went to a bar/night club in last 12 months	2,555	18.2%	109
Dined out in last 12 months	5,755	41.1%	92
Gambled at a casino in last 12 months	2,001	14.3%	104
Visited a theme park in last 12 months	2,422	17.3%	98
Viewed movie (video-on-demand) in last 30 days	2,447	17.5%	103
Viewed TV show (video-on-demand) in last 30 days	1,909	13.6%	105
Watched any pay-per-view TV in last 12 months	1,856	13.2%	101
Downloaded a movie over the Internet in last 30 days	1,136	8.1%	113
Downloaded any individual song in last 6 months	2,443	17.4%	85
Watched a movie online in the last 30 days	2,532	18.1%	113
Watched a TV program online in last 30 days	2,222	15.9%	106
Played a video/electronic game (console) in last 12 months	1,713	12.2%	117
Played a video/electronic game (portable) in last 12 months	644	4.6%	101
Financial (Adults)			
Have home mortgage (1st)	3,930	28.0%	90
Used ATM/cash machine in last 12 months	6,752	48.2%	98
Own any stock	784	5.6%	73
Own U.S. savings bond	620	4.4%	84
Own shares in mutual fund (stock)	779	5.6%	77
Own shares in mutual fund (bonds)	475	3.4%	70
Have interest checking account	3,373	24.1%	85
Have non-interest checking account	3,886	27.7%	98
Have savings account	7,317	52.2%	97
Have 401K retirement savings plan	1,810	12.9%	89
Own/used any credit/debit card in last 12 months	10,240	73.0%	98
Avg monthly credit card expenditures: <\$111	1,869	13.3%	115
Avg monthly credit card expenditures: \$111-\$225	966	6.9%	100
Avg monthly credit card expenditures: \$226-\$450	782	5.6%	88
Avg monthly credit card expenditures: \$451-\$700	577	4.1%	77
Avg monthly credit card expenditures: \$701-\$1,000	447	3.2%	74
Avg monthly credit card expenditures: \$1,001+	893	6.4%	70
Did banking online in last 12 months	4,708	33.6%	94
Did banking on mobile device in last 12 months	1,866	13.3%	95
Paid bills online in last 12 months	5,985	42.7%	99

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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	4,856	66.9%	96
Used bread in last 6 months	6,828	94.1%	100
Used chicken (fresh or frozen) in last 6 months	4,945	68.2%	99
Used turkey (fresh or frozen) in last 6 months	1,091	15.0%	95
Used fish/seafood (fresh or frozen) in last 6 months	3,774	52.0%	95
Used fresh fruit/vegetables in last 6 months	6,025	83.0%	97
Used fresh milk in last 6 months	6,351	87.5%	99
Used organic food in last 6 months	1,233	17.0%	86
Health (Adults)			
Exercise at home 2+ times per week	3,570	25.5%	90
Exercise at club 2+ times per week	1,645	11.7%	90
Visited a doctor in last 12 months	10,373	74.0%	98
Used vitamin/dietary supplement in last 6 months	6,882	49.1%	93
Home (Households)			
Any home improvement in last 12 months	1,743	24.0%	90
Used housekeeper/maid/professional HH cleaning service in last 12	700	9.6%	73
Purchased low ticket HH furnishings in last 12 months	1,049	14.5%	90
Purchased big ticket HH furnishings in last 12 months	1,548	21.3%	102
Bought any small kitchen appliance in last 12 months	1,556	21.4%	97
Bought any large kitchen appliance in last 12 months	857	11.8%	93
Insurance (Adults/Households)			
Currently carry life insurance	5,395	38.5%	90
Carry medical/hospital/accident insurance	8,934	63.7%	97
Carry homeowner insurance	5,580	39.8%	85
Carry renter's insurance	1,368	9.8%	120
Have auto insurance: 1 vehicle in household covered	2,473	34.1%	111
Have auto insurance: 2 vehicles in household covered	1,838	25.3%	89
Have auto insurance: 3+ vehicles in household covered	1,266	17.4%	80
Pets (Households)			
Household owns any pet	3,576	49.3%	92
Household owns any cat	1,652	22.8%	102
Household owns any dog	2,494	34.4%	84
Psychographics (Adults)			
Buying American is important to me	5,561	39.7%	94
Usually buy items on credit rather than wait	1,547	11.0%	94
Usually buy based on quality - not price	2,490	17.8%	99
Price is usually more important than brand name	3,602	25.7%	98
Usually use coupons for brands I buy often	2,629	18.8%	99
Am interested in how to help the environment	2,369	16.9%	104
Usually pay more for environ safe product	1,957	14.0%	109
Usually value green products over convenience	1,703	12.1%	116
Likely to buy a brand that supports a charity	4,740	33.8%	97
Reading (Adults)			
Bought digital book in last 12 months	1,530	10.9%	83
Bought hardcover book in last 12 months	2,941	21.0%	100
Bought paperback book in last 12 month	4,326	30.9%	98
Read any daily newspaper (paper version)	3,848	27.5%	105
Read any digital newspaper in last 30 days	4,595	32.8%	98
Read any magazine (paper/electronic version) in last 6 months	12,887	91.9%	101

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	10,412	74.3%	100
Went to family restaurant/steak house: 4+ times a month	3,706	26.4%	96
Went to fast food/drive-in restaurant in last 6 months	12,493	89.1%	99
Went to fast food/drive-in restaurant 9+ times/mo	5,071	36.2%	92
Fast food/drive-in last 6 months: eat in	4,728	33.7%	93
Fast food/drive-in last 6 months: home delivery	1,176	8.4%	109
Fast food/drive-in last 6 months: take-out/drive-thru	6,432	45.9%	99
Fast food/drive-in last 6 months: take-out/walk-in	2,580	18.4%	95
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	3,789	27.0%	85
Own e-reader/tablet: iPad	1,609	11.5%	75
Own any portable MP3 player	4,221	30.1%	98
HH owns 1 TV	1,715	23.6%	116
HH owns 2 TVs	1,956	27.0%	104
HH owns 3 TVs	1,504	20.7%	97
HH owns 4+ TVs	1,111	15.3%	81
HH subscribes to cable TV	3,979	54.8%	110
HH subscribes to fiber optic	441	6.1%	80
HH has satellite dish	1,465	20.2%	79
HH owns DVD/Blu-ray player	4,180	57.6%	95
HH owns camcorder	835	11.5%	82
HH owns portable GPS navigation device	1,717	23.7%	86
HH purchased video game system in last 12 mos	556	7.7%	97
HH owns Internet video device for TV	407	5.6%	80
Travel (Adults)			
Domestic travel in last 12 months	6,260	44.7%	89
Took 3+ domestic non-business trips in last 12 months	1,257	9.0%	81
Spent on domestic vacations in last 12 months: <\$1,000	1,376	9.8%	92
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	728	5.2%	89
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	383	2.7%	76
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	362	2.6%	66
Spent on domestic vacations in last 12 months: \$3,000+	505	3.6%	65
Domestic travel in the 12 months: used general travel website	745	5.3%	79
Foreign travel in last 3 years	2,665	19.0%	79
Took 3+ foreign trips by plane in last 3 years	528	3.8%	84
Spent on foreign vacations in last 12 months: <\$1,000	433	3.1%	74
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	392	2.8%	86
Spent on foreign vacations in last 12 months: \$3,000+	403	2.9%	58
Foreign travel in last 3 years: used general travel website	543	3.9%	69
Nights spent in hotel/motel in last 12 months: any	4,839	34.5%	85
Took cruise of more than one day in last 3 years	738	5.3%	63
Member of any frequent flyer program	1,590	11.3%	70
Member of any hotel rewards program	1,318	9.4%	67

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Demographic Summary		2016	2021
Population		93,600	97,248
Population 18+		73,395	76,664
Households		40,779	42,488
Median Household Income		\$50,945	\$51,406

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	33,384	45.5%	96
Bought any women's clothing in last 12 months	31,584	43.0%	98
Bought clothing for child <13 years in last 6 months	16,939	23.1%	84
Bought any shoes in last 12 months	37,816	51.5%	96
Bought costume jewelry in last 12 months	13,837	18.9%	97
Bought any fine jewelry in last 12 months	13,622	18.6%	101
Bought a watch in last 12 months	8,005	10.9%	99
Automobiles (Households)			
HH owns/leases any vehicle	32,734	80.3%	94
HH bought/leased new vehicle last 12 mo	3,676	9.0%	96
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	59,473	81.0%	95
Bought/changed motor oil in last 12 months	32,816	44.7%	91
Had tune-up in last 12 months	21,321	29.0%	96
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	47,132	64.2%	98
Drank regular cola in last 6 months	32,010	43.6%	97
Drank beer/ale in last 6 months	34,151	46.5%	109
Cameras (Adults)			
Own digital point & shoot camera	20,759	28.3%	97
Own digital single-lens reflex (SLR) camera	6,645	9.1%	105
Bought any camera in last 12 months	3,743	5.1%	90
Printed digital photos in last 12 months	1,850	2.5%	86
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	27,724	37.8%	105
Have a smartphone	44,558	60.7%	103
Have a smartphone: Android phone (any brand)	20,924	28.5%	106
Have a smartphone: Apple iPhone	19,207	26.2%	101
Number of cell phones in household: 1	15,934	39.1%	122
Number of cell phones in household: 2	14,264	35.0%	93
Number of cell phones in household: 3+	8,236	20.2%	79
HH has cell phone only (no landline telephone)	20,425	50.1%	120
Computers (Households)			
HH owns a computer	31,141	76.4%	99
HH owns desktop computer	16,744	41.1%	91
HH owns laptop/notebook	22,394	54.9%	101
HH owns any Apple/Mac brand computer	7,043	17.3%	115
HH owns any PC/non-Apple brand computer	26,425	64.8%	95
HH purchased most recent computer in a store	15,111	37.1%	98
HH purchased most recent computer online	5,625	13.8%	105
Spent <\$500 on most recent home computer	5,877	14.4%	99
Spent \$500-\$999 on most recent home computer	7,534	18.5%	97
Spent \$1,000-\$1,499 on most recent home computer	4,184	10.3%	108
Spent \$1,500-\$1,999 on most recent home computer	2,123	5.2%	114
Spent \$2,000+ on most recent home computer	1,742	4.3%	109

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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	38,445	52.4%	103
Bought brewed coffee at convenience store in last 30 days	11,363	15.5%	99
Bought cigarettes at convenience store in last 30 days	10,057	13.7%	110
Bought gas at convenience store in last 30 days	22,557	30.7%	93
Spent at convenience store in last 30 days: <\$20	6,633	9.0%	112
Spent at convenience store in last 30 days: \$20-\$39	7,460	10.2%	112
Spent at convenience store in last 30 days: \$40-\$50	5,397	7.4%	96
Spent at convenience store in last 30 days: \$51-\$99	3,110	4.2%	96
Spent at convenience store in last 30 days: \$100+	15,944	21.7%	95
Entertainment (Adults)			
Attended a movie in last 6 months	44,877	61.1%	103
Went to live theater in last 12 months	10,245	14.0%	107
Went to a bar/night club in last 12 months	15,188	20.7%	124
Dined out in last 12 months	33,202	45.2%	101
Gambled at a casino in last 12 months	9,678	13.2%	96
Visited a theme park in last 12 months	11,867	16.2%	92
Viewed movie (video-on-demand) in last 30 days	13,840	18.9%	111
Viewed TV show (video-on-demand) in last 30 days	11,141	15.2%	118
Watched any pay-per-view TV in last 12 months	9,170	12.5%	95
Downloaded a movie over the Internet in last 30 days	6,068	8.3%	115
Downloaded any individual song in last 6 months	14,501	19.8%	97
Watched a movie online in the last 30 days	14,666	20.0%	125
Watched a TV program online in last 30 days	14,325	19.5%	131
Played a video/electronic game (console) in last 12 months	8,512	11.6%	111
Played a video/electronic game (portable) in last 12 months	3,607	4.9%	108
Financial (Adults)			
Have home mortgage (1st)	21,648	29.5%	95
Used ATM/cash machine in last 12 months	37,877	51.6%	105
Own any stock	5,381	7.3%	96
Own U.S. savings bond	3,791	5.2%	98
Own shares in mutual fund (stock)	5,208	7.1%	98
Own shares in mutual fund (bonds)	3,109	4.2%	87
Have interest checking account	19,863	27.1%	96
Have non-interest checking account	20,415	27.8%	98
Have savings account	40,489	55.2%	102
Have 401K retirement savings plan	10,565	14.4%	99
Own/used any credit/debit card in last 12 months	54,720	74.6%	100
Avg monthly credit card expenditures: <\$111	8,442	11.5%	99
Avg monthly credit card expenditures: \$111-\$225	5,197	7.1%	103
Avg monthly credit card expenditures: \$226-\$450	4,515	6.2%	97
Avg monthly credit card expenditures: \$451-\$700	3,829	5.2%	98
Avg monthly credit card expenditures: \$701-\$1,000	3,395	4.6%	107
Avg monthly credit card expenditures: \$1,001+	6,839	9.3%	103
Did banking online in last 12 months	27,960	38.1%	107
Did banking on mobile device in last 12 months	11,383	15.5%	111
Paid bills online in last 12 months	34,009	46.3%	108

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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	26,292	64.5%	93
Used bread in last 6 months	37,677	92.4%	98
Used chicken (fresh or frozen) in last 6 months	27,751	68.1%	99
Used turkey (fresh or frozen) in last 6 months	5,940	14.6%	92
Used fish/seafood (fresh or frozen) in last 6 months	21,660	53.1%	97
Used fresh fruit/vegetables in last 6 months	34,317	84.2%	98
Used fresh milk in last 6 months	34,848	85.5%	97
Used organic food in last 6 months	8,882	21.8%	111
Health (Adults)			
Exercise at home 2+ times per week	20,732	28.2%	100
Exercise at club 2+ times per week	11,068	15.1%	116
Visited a doctor in last 12 months	55,408	75.5%	100
Used vitamin/dietary supplement in last 6 months	38,271	52.1%	99
Home (Households)			
Any home improvement in last 12 months	9,565	23.5%	87
Used housekeeper/maid/professional HH cleaning service in last 12	4,631	11.4%	86
Purchased low ticket HH furnishings in last 12 months	6,780	16.6%	103
Purchased big ticket HH furnishings in last 12 months	8,660	21.2%	102
Bought any small kitchen appliance in last 12 months	8,805	21.6%	97
Bought any large kitchen appliance in last 12 months	4,763	11.7%	92
Insurance (Adults/Households)			
Currently carry life insurance	28,592	39.0%	91
Carry medical/hospital/accident insurance	48,716	66.4%	101
Carry homeowner insurance	29,814	40.6%	86
Carry renter's insurance	8,070	11.0%	135
Have auto insurance: 1 vehicle in household covered	14,409	35.3%	115
Have auto insurance: 2 vehicles in household covered	10,451	25.6%	90
Have auto insurance: 3+ vehicles in household covered	6,501	15.9%	73
Pets (Households)			
Household owns any pet	19,605	48.1%	89
Household owns any cat	8,799	21.6%	96
Household owns any dog	13,378	32.8%	80
Psychographics (Adults)			
Buying American is important to me	28,844	39.3%	93
Usually buy items on credit rather than wait	8,496	11.6%	99
Usually buy based on quality - not price	13,296	18.1%	101
Price is usually more important than brand name	18,393	25.1%	96
Usually use coupons for brands I buy often	13,421	18.3%	97
Am interested in how to help the environment	12,993	17.7%	109
Usually pay more for environ safe product	10,750	14.6%	115
Usually value green products over convenience	8,787	12.0%	114
Likely to buy a brand that supports a charity	25,373	34.6%	99
Reading (Adults)			
Bought digital book in last 12 months	10,372	14.1%	107
Bought hardcover book in last 12 months	16,820	22.9%	109
Bought paperback book in last 12 month	24,452	33.3%	106
Read any daily newspaper (paper version)	20,087	27.4%	105
Read any digital newspaper in last 30 days	27,359	37.3%	112
Read any magazine (paper/electronic version) in last 6 months	67,939	92.6%	102

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February 27, 2017



Retail Market Potential

963 Robert St S, West St Paul, Minnesota, 55118
Ring: 3 mile radius

Prepared by Esri
Latitude: 44.91713
Longitude: -93.08070

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	54,283	74.0%	99
Went to family restaurant/steak house: 4+ times a month	19,153	26.1%	95
Went to fast food/drive-in restaurant in last 6 months	65,357	89.0%	99
Went to fast food/drive-in restaurant 9+ times/mo	27,611	37.6%	95
Fast food/drive-in last 6 months: eat in	24,859	33.9%	93
Fast food/drive-in last 6 months: home delivery	6,311	8.6%	112
Fast food/drive-in last 6 months: take-out/drive-thru	33,285	45.4%	98
Fast food/drive-in last 6 months: take-out/walk-in	15,059	20.5%	105
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	23,789	32.4%	102
Own e-reader/tablet: iPad	11,448	15.6%	102
Own any portable MP3 player	23,922	32.6%	106
HH owns 1 TV	10,927	26.8%	131
HH owns 2 TVs	10,526	25.8%	100
HH owns 3 TVs	7,689	18.9%	88
HH owns 4+ TVs	5,901	14.5%	77
HH subscribes to cable TV	22,539	55.3%	111
HH subscribes to fiber optic	2,858	7.0%	92
HH has satellite dish	6,787	16.6%	66
HH owns DVD/Blu-ray player	23,480	57.6%	95
HH owns camcorder	4,469	11.0%	78
HH owns portable GPS navigation device	9,520	23.3%	85
HH purchased video game system in last 12 mos	2,948	7.2%	91
HH owns Internet video device for TV	2,936	7.2%	102
Travel (Adults)			
Domestic travel in last 12 months	37,663	51.3%	102
Took 3+ domestic non-business trips in last 12 months	8,829	12.0%	108
Spent on domestic vacations in last 12 months: <\$1,000	8,182	11.1%	104
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	4,487	6.1%	105
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	2,722	3.7%	104
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	2,546	3.5%	89
Spent on domestic vacations in last 12 months: \$3,000+	3,579	4.9%	89
Domestic travel in the 12 months: used general travel website	5,765	7.9%	116
Foreign travel in last 3 years	18,434	25.1%	104
Took 3+ foreign trips by plane in last 3 years	4,128	5.6%	125
Spent on foreign vacations in last 12 months: <\$1,000	2,988	4.1%	98
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	2,479	3.4%	104
Spent on foreign vacations in last 12 months: \$3,000+	3,820	5.2%	105
Foreign travel in last 3 years: used general travel website	4,165	5.7%	102
Nights spent in hotel/motel in last 12 months: any	29,426	40.1%	99
Took cruise of more than one day in last 3 years	5,503	7.5%	89
Member of any frequent flyer program	13,571	18.5%	113
Member of any hotel rewards program	10,033	13.7%	97

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Retail Market Potential

963 Robert St S, West St Paul, Minnesota, 55118
Ring: 5 mile radius

Prepared by Esri
Latitude: 44.91713
Longitude: -93.08070

Demographic Summary		2016	2021
Population		302,432	315,207
Population 18+		227,078	237,979
Households		118,433	123,355
Median Household Income		\$50,880	\$50,421

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	103,591	45.6%	97
Bought any women's clothing in last 12 months	97,036	42.7%	97
Bought clothing for child <13 years in last 6 months	58,593	25.8%	94
Bought any shoes in last 12 months	117,834	51.9%	96
Bought costume jewelry in last 12 months	43,391	19.1%	98
Bought any fine jewelry in last 12 months	42,966	18.9%	103
Bought a watch in last 12 months	24,123	10.6%	96
Automobiles (Households)			
HH owns/leases any vehicle	95,207	80.4%	94
HH bought/leased new vehicle last 12 mo	10,126	8.5%	91
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	183,070	80.6%	95
Bought/changed motor oil in last 12 months	101,950	44.9%	91
Had tune-up in last 12 months	65,425	28.8%	96
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	146,513	64.5%	99
Drank regular cola in last 6 months	102,624	45.2%	101
Drank beer/ale in last 6 months	102,460	45.1%	106
Cameras (Adults)			
Own digital point & shoot camera	61,405	27.0%	93
Own digital single-lens reflex (SLR) camera	20,196	8.9%	103
Bought any camera in last 12 months	12,051	5.3%	93
Printed digital photos in last 12 months	5,819	2.6%	88
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	84,893	37.4%	103
Have a smartphone	137,417	60.5%	103
Have a smartphone: Android phone (any brand)	68,381	30.1%	112
Have a smartphone: Apple iPhone	55,059	24.2%	94
Number of cell phones in household: 1	43,482	36.7%	114
Number of cell phones in household: 2	42,584	36.0%	96
Number of cell phones in household: 3+	25,974	21.9%	86
HH has cell phone only (no landline telephone)	58,803	49.7%	118
Computers (Households)			
HH owns a computer	88,836	75.0%	98
HH owns desktop computer	48,923	41.3%	91
HH owns laptop/notebook	63,567	53.7%	99
HH owns any Apple/Mac brand computer	18,099	15.3%	102
HH owns any PC/non-Apple brand computer	77,407	65.4%	96
HH purchased most recent computer in a store	42,814	36.2%	96
HH purchased most recent computer online	15,612	13.2%	101
Spent <\$500 on most recent home computer	16,826	14.2%	98
Spent \$500-\$999 on most recent home computer	21,413	18.1%	95
Spent \$1,000-\$1,499 on most recent home computer	11,084	9.4%	99
Spent \$1,500-\$1,999 on most recent home computer	5,515	4.7%	102
Spent \$2,000+ on most recent home computer	4,963	4.2%	107

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Retail Market Potential

963 Robert St S, West St Paul, Minnesota, 55118
Ring: 5 mile radius

Prepared by Esri
Latitude: 44.91713
Longitude: -93.08070

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	118,722	52.3%	103
Bought brewed coffee at convenience store in last 30 days	34,902	15.4%	98
Bought cigarettes at convenience store in last 30 days	30,779	13.6%	108
Bought gas at convenience store in last 30 days	69,641	30.7%	93
Spent at convenience store in last 30 days: <\$20	20,096	8.8%	109
Spent at convenience store in last 30 days: \$20-\$39	21,567	9.5%	105
Spent at convenience store in last 30 days: \$40-\$50	16,433	7.2%	95
Spent at convenience store in last 30 days: \$51-\$99	9,487	4.2%	94
Spent at convenience store in last 30 days: \$100+	49,641	21.9%	95
Entertainment (Adults)			
Attended a movie in last 6 months	137,811	60.7%	102
Went to live theater in last 12 months	29,887	13.2%	101
Went to a bar/night club in last 12 months	42,561	18.7%	112
Dined out in last 12 months	97,958	43.1%	96
Gambled at a casino in last 12 months	29,432	13.0%	95
Visited a theme park in last 12 months	37,779	16.6%	94
Viewed movie (video-on-demand) in last 30 days	40,453	17.8%	105
Viewed TV show (video-on-demand) in last 30 days	31,834	14.0%	109
Watched any pay-per-view TV in last 12 months	28,821	12.7%	97
Downloaded a movie over the Internet in last 30 days	19,494	8.6%	120
Downloaded any individual song in last 6 months	45,714	20.1%	99
Watched a movie online in the last 30 days	42,666	18.8%	118
Watched a TV program online in last 30 days	40,449	17.8%	119
Played a video/electronic game (console) in last 12 months	25,614	11.3%	108
Played a video/electronic game (portable) in last 12 months	11,374	5.0%	110
Financial (Adults)			
Have home mortgage (1st)	63,954	28.2%	91
Used ATM/cash machine in last 12 months	112,305	49.5%	101
Own any stock	15,658	6.9%	90
Own U.S. savings bond	11,258	5.0%	94
Own shares in mutual fund (stock)	15,275	6.7%	93
Own shares in mutual fund (bonds)	9,374	4.1%	85
Have interest checking account	58,215	25.6%	91
Have non-interest checking account	62,028	27.3%	97
Have savings account	119,329	52.5%	97
Have 401K retirement savings plan	30,692	13.5%	93
Own/used any credit/debit card in last 12 months	165,097	72.7%	98
Avg monthly credit card expenditures: <\$111	25,027	11.0%	95
Avg monthly credit card expenditures: \$111-\$225	14,969	6.6%	96
Avg monthly credit card expenditures: \$226-\$450	14,045	6.2%	98
Avg monthly credit card expenditures: \$451-\$700	11,106	4.9%	92
Avg monthly credit card expenditures: \$701-\$1,000	9,742	4.3%	100
Avg monthly credit card expenditures: \$1,001+	19,843	8.7%	96
Did banking online in last 12 months	81,227	35.8%	100
Did banking on mobile device in last 12 months	32,678	14.4%	103
Paid bills online in last 12 months	100,044	44.1%	102

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February 27, 2017



Retail Market Potential

963 Robert St S, West St Paul, Minnesota, 55118
Ring: 5 mile radius

Prepared by Esri
Latitude: 44.91713
Longitude: -93.08070

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	78,218	66.0%	95
Used bread in last 6 months	110,574	93.4%	99
Used chicken (fresh or frozen) in last 6 months	80,534	68.0%	99
Used turkey (fresh or frozen) in last 6 months	17,545	14.8%	93
Used fish/seafood (fresh or frozen) in last 6 months	63,678	53.8%	98
Used fresh fruit/vegetables in last 6 months	99,405	83.9%	98
Used fresh milk in last 6 months	102,424	86.5%	98
Used organic food in last 6 months	25,071	21.2%	108
Health (Adults)			
Exercise at home 2+ times per week	62,842	27.7%	98
Exercise at club 2+ times per week	30,657	13.5%	104
Visited a doctor in last 12 months	168,463	74.2%	98
Used vitamin/dietary supplement in last 6 months	115,702	51.0%	96
Home (Households)			
Any home improvement in last 12 months	27,672	23.4%	87
Used housekeeper/maid/professional HH cleaning service in last 12	13,735	11.6%	88
Purchased low ticket HH furnishings in last 12 months	19,467	16.4%	102
Purchased big ticket HH furnishings in last 12 months	24,937	21.1%	101
Bought any small kitchen appliance in last 12 months	25,765	21.8%	98
Bought any large kitchen appliance in last 12 months	14,109	11.9%	94
Insurance (Adults/Households)			
Currently carry life insurance	87,351	38.5%	90
Carry medical/hospital/accident insurance	144,705	63.7%	97
Carry homeowner insurance	89,791	39.5%	84
Carry renter's insurance	22,822	10.1%	123
Have auto insurance: 1 vehicle in household covered	40,649	34.3%	111
Have auto insurance: 2 vehicles in household covered	30,343	25.6%	90
Have auto insurance: 3+ vehicles in household covered	19,373	16.4%	75
Pets (Households)			
Household owns any pet	57,061	48.2%	90
Household owns any cat	24,477	20.7%	92
Household owns any dog	40,262	34.0%	83
Psychographics (Adults)			
Buying American is important to me	88,419	38.9%	92
Usually buy items on credit rather than wait	26,187	11.5%	98
Usually buy based on quality - not price	40,585	17.9%	100
Price is usually more important than brand name	57,875	25.5%	97
Usually use coupons for brands I buy often	41,598	18.3%	97
Am interested in how to help the environment	39,872	17.6%	108
Usually pay more for environ safe product	32,549	14.3%	112
Usually value green products over convenience	25,675	11.3%	108
Likely to buy a brand that supports a charity	79,380	35.0%	100
Reading (Adults)			
Bought digital book in last 12 months	29,571	13.0%	98
Bought hardcover book in last 12 months	49,559	21.8%	104
Bought paperback book in last 12 month	73,608	32.4%	103
Read any daily newspaper (paper version)	60,161	26.5%	101
Read any digital newspaper in last 30 days	80,118	35.3%	106
Read any magazine (paper/electronic version) in last 6 months	208,532	91.8%	101

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Retail Market Potential

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Ring: 5 mile radius

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Latitude: 44.91713
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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	167,572	73.8%	99
Went to family restaurant/steak house: 4+ times a month	59,289	26.1%	95
Went to fast food/drive-in restaurant in last 6 months	202,757	89.3%	99
Went to fast food/drive-in restaurant 9+ times/mo	87,358	38.5%	97
Fast food/drive-in last 6 months: eat in	77,912	34.3%	94
Fast food/drive-in last 6 months: home delivery	19,956	8.8%	115
Fast food/drive-in last 6 months: take-out/drive-thru	102,191	45.0%	97
Fast food/drive-in last 6 months: take-out/walk-in	46,015	20.3%	104
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	69,584	30.6%	97
Own e-reader/tablet: iPad	32,908	14.5%	94
Own any portable MP3 player	71,335	31.4%	102
HH owns 1 TV	29,147	24.6%	120
HH owns 2 TVs	30,766	26.0%	100
HH owns 3 TVs	23,554	19.9%	93
HH owns 4+ TVs	17,959	15.2%	80
HH subscribes to cable TV	64,304	54.3%	109
HH subscribes to fiber optic	8,290	7.0%	92
HH has satellite dish	20,598	17.4%	68
HH owns DVD/Blu-ray player	68,933	58.2%	96
HH owns camcorder	13,236	11.2%	80
HH owns portable GPS navigation device	27,857	23.5%	86
HH purchased video game system in last 12 mos	9,180	7.8%	98
HH owns Internet video device for TV	8,272	7.0%	99
Travel (Adults)			
Domestic travel in last 12 months	111,541	49.1%	98
Took 3+ domestic non-business trips in last 12 months	24,313	10.7%	96
Spent on domestic vacations in last 12 months: <\$1,000	24,635	10.8%	101
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	13,085	5.8%	99
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	8,043	3.5%	99
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	7,481	3.3%	84
Spent on domestic vacations in last 12 months: \$3,000+	10,742	4.7%	86
Domestic travel in the 12 months: used general travel website	15,537	6.8%	101
Foreign travel in last 3 years	54,553	24.0%	100
Took 3+ foreign trips by plane in last 3 years	11,317	5.0%	111
Spent on foreign vacations in last 12 months: <\$1,000	8,952	3.9%	95
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	7,374	3.2%	100
Spent on foreign vacations in last 12 months: \$3,000+	11,098	4.9%	98
Foreign travel in last 3 years: used general travel website	12,801	5.6%	101
Nights spent in hotel/motel in last 12 months: any	88,224	38.9%	96
Took cruise of more than one day in last 3 years	16,592	7.3%	87
Member of any frequent flyer program	37,771	16.6%	102
Member of any hotel rewards program	29,095	12.8%	91

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