



Retail Market Potential

12700 Nicollet Ave, Burnsville, Minnesota, 55337
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 44.77282
 Longitude: -93.27785

Demographic Summary		2016	2021
Population		9,769	9,981
Population 18+		7,815	7,906
Households		4,513	4,637
Median Household Income		\$54,724	\$58,302

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	3,870	49.5%	105
Bought any women's clothing in last 12 months	3,439	44.0%	100
Bought clothing for child <13 years in last 6 months	2,158	27.6%	100
Bought any shoes in last 12 months	4,161	53.2%	99
Bought costume jewelry in last 12 months	1,649	21.1%	108
Bought any fine jewelry in last 12 months	1,522	19.5%	106
Bought a watch in last 12 months	938	12.0%	109
Automobiles (Households)			
HH owns/leases any vehicle	4,057	89.9%	105
HH bought/leased new vehicle last 12 mo	439	9.7%	104
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	6,978	89.3%	105
Bought/changed motor oil in last 12 months	3,974	50.9%	104
Had tune-up in last 12 months	2,491	31.9%	106
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	5,007	64.1%	98
Drank regular cola in last 6 months	3,505	44.8%	100
Drank beer/ale in last 6 months	3,550	45.4%	107
Cameras (Adults)			
Own digital point & shoot camera	2,468	31.6%	108
Own digital single-lens reflex (SLR) camera	748	9.6%	111
Bought any camera in last 12 months	476	6.1%	107
Printed digital photos in last 12 months	264	3.4%	115
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	2,934	37.5%	104
Have a smartphone	4,758	60.9%	103
Have a smartphone: Android phone (any brand)	2,231	28.5%	106
Have a smartphone: Apple iPhone	2,022	25.9%	100
Number of cell phones in household: 1	1,627	36.1%	112
Number of cell phones in household: 2	1,700	37.7%	101
Number of cell phones in household: 3+	950	21.1%	83
HH has cell phone only (no landline telephone)	2,080	46.1%	110
Computers (Households)			
HH owns a computer	3,594	79.6%	104
HH owns desktop computer	2,074	46.0%	101
HH owns laptop/notebook	2,583	57.2%	106
HH owns any Apple/Mac brand computer	652	14.4%	96
HH owns any PC/non-Apple brand computer	3,194	70.8%	104
HH purchased most recent computer in a store	1,780	39.4%	105
HH purchased most recent computer online	599	13.3%	102
Spent <\$500 on most recent home computer	680	15.1%	104
Spent \$500-\$999 on most recent home computer	930	20.6%	108
Spent \$1,000-\$1,499 on most recent home computer	440	9.7%	103
Spent \$1,500-\$1,999 on most recent home computer	198	4.4%	96
Spent \$2,000+ on most recent home computer	160	3.5%	90

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	4,158	53.2%	105
Bought brewed coffee at convenience store in last 30 days	1,412	18.1%	115
Bought cigarettes at convenience store in last 30 days	1,068	13.7%	109
Bought gas at convenience store in last 30 days	3,019	38.6%	117
Spent at convenience store in last 30 days: <\$20	706	9.0%	112
Spent at convenience store in last 30 days: \$20-\$39	695	8.9%	98
Spent at convenience store in last 30 days: \$40-\$50	636	8.1%	107
Spent at convenience store in last 30 days: \$51-\$99	319	4.1%	92
Spent at convenience store in last 30 days: \$100+	2,028	26.0%	113
Entertainment (Adults)			
Attended a movie in last 6 months	4,672	59.8%	101
Went to live theater in last 12 months	1,022	13.1%	101
Went to a bar/night club in last 12 months	1,555	19.9%	119
Dined out in last 12 months	3,870	49.5%	110
Gambled at a casino in last 12 months	1,007	12.9%	94
Visited a theme park in last 12 months	1,379	17.6%	100
Viewed movie (video-on-demand) in last 30 days	1,401	17.9%	105
Viewed TV show (video-on-demand) in last 30 days	992	12.7%	98
Watched any pay-per-view TV in last 12 months	1,035	13.2%	101
Downloaded a movie over the Internet in last 30 days	543	6.9%	97
Downloaded any individual song in last 6 months	1,819	23.3%	114
Watched a movie online in the last 30 days	1,239	15.9%	99
Watched a TV program online in last 30 days	1,288	16.5%	110
Played a video/electronic game (console) in last 12 months	849	10.9%	104
Played a video/electronic game (portable) in last 12 months	440	5.6%	124
Financial (Adults)			
Have home mortgage (1st)	2,528	32.3%	104
Used ATM/cash machine in last 12 months	4,008	51.3%	104
Own any stock	615	7.9%	103
Own U.S. savings bond	363	4.6%	88
Own shares in mutual fund (stock)	601	7.7%	106
Own shares in mutual fund (bonds)	372	4.8%	98
Have interest checking account	2,410	30.8%	109
Have non-interest checking account	2,431	31.1%	110
Have savings account	4,439	56.8%	105
Have 401K retirement savings plan	1,232	15.8%	108
Own/used any credit/debit card in last 12 months	6,105	78.1%	105
Avg monthly credit card expenditures: <\$111	931	11.9%	103
Avg monthly credit card expenditures: \$111-\$225	470	6.0%	87
Avg monthly credit card expenditures: \$226-\$450	534	6.8%	108
Avg monthly credit card expenditures: \$451-\$700	423	5.4%	102
Avg monthly credit card expenditures: \$701-\$1,000	266	3.4%	79
Avg monthly credit card expenditures: \$1,001+	656	8.4%	93
Did banking online in last 12 months	3,022	38.7%	108
Did banking on mobile device in last 12 months	1,246	15.9%	114
Paid bills online in last 12 months	3,739	47.8%	111

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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	3,117	69.1%	99
Used bread in last 6 months	4,252	94.2%	100
Used chicken (fresh or frozen) in last 6 months	3,104	68.8%	100
Used turkey (fresh or frozen) in last 6 months	711	15.8%	99
Used fish/seafood (fresh or frozen) in last 6 months	2,385	52.8%	97
Used fresh fruit/vegetables in last 6 months	3,860	85.5%	100
Used fresh milk in last 6 months	3,930	87.1%	99
Used organic food in last 6 months	864	19.1%	97
Health (Adults)			
Exercise at home 2+ times per week	2,326	29.8%	105
Exercise at club 2+ times per week	1,076	13.8%	106
Visited a doctor in last 12 months	6,054	77.5%	102
Used vitamin/dietary supplement in last 6 months	4,390	56.2%	106
Home (Households)			
Any home improvement in last 12 months	1,262	28.0%	104
Used housekeeper/maid/professional HH cleaning service in last 12	587	13.0%	99
Purchased low ticket HH furnishings in last 12 months	795	17.6%	110
Purchased big ticket HH furnishings in last 12 months	1,005	22.3%	107
Bought any small kitchen appliance in last 12 months	1,082	24.0%	108
Bought any large kitchen appliance in last 12 months	573	12.7%	100
Insurance (Adults/Households)			
Currently carry life insurance	3,399	43.5%	102
Carry medical/hospital/accident insurance	5,408	69.2%	106
Carry homeowner insurance	3,863	49.4%	105
Carry renter's insurance	865	11.1%	136
Have auto insurance: 1 vehicle in household covered	1,599	35.4%	115
Have auto insurance: 2 vehicles in household covered	1,249	27.7%	97
Have auto insurance: 3+ vehicles in household covered	922	20.4%	94
Pets (Households)			
Household owns any pet	2,307	51.1%	95
Household owns any cat	1,064	23.6%	105
Household owns any dog	1,616	35.8%	88
Psychographics (Adults)			
Buying American is important to me	3,309	42.3%	100
Usually buy items on credit rather than wait	831	10.6%	91
Usually buy based on quality - not price	1,229	15.7%	88
Price is usually more important than brand name	2,113	27.0%	103
Usually use coupons for brands I buy often	1,533	19.6%	104
Am interested in how to help the environment	1,145	14.7%	90
Usually pay more for environ safe product	911	11.7%	91
Usually value green products over convenience	658	8.4%	80
Likely to buy a brand that supports a charity	2,643	33.8%	97
Reading (Adults)			
Bought digital book in last 12 months	1,162	14.9%	112
Bought hardcover book in last 12 months	1,848	23.6%	113
Bought paperback book in last 12 month	2,640	33.8%	108
Read any daily newspaper (paper version)	2,055	26.3%	101
Read any digital newspaper in last 30 days	2,658	34.0%	102
Read any magazine (paper/electronic version) in last 6 months	7,175	91.8%	101

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	6,201	79.3%	106
Went to family restaurant/steak house: 4+ times a month	2,498	32.0%	116
Went to fast food/drive-in restaurant in last 6 months	7,296	93.4%	104
Went to fast food/drive-in restaurant 9+ times/mo	3,287	42.1%	107
Fast food/drive-in last 6 months: eat in	3,082	39.4%	108
Fast food/drive-in last 6 months: home delivery	717	9.2%	120
Fast food/drive-in last 6 months: take-out/drive-thru	4,076	52.2%	113
Fast food/drive-in last 6 months: take-out/walk-in	1,635	20.9%	108
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	2,495	31.9%	101
Own e-reader/tablet: iPad	1,138	14.6%	95
Own any portable MP3 player	2,543	32.5%	106
HH owns 1 TV	1,011	22.4%	110
HH owns 2 TVs	1,173	26.0%	100
HH owns 3 TVs	1,028	22.8%	106
HH owns 4+ TVs	772	17.1%	91
HH subscribes to cable TV	2,569	56.9%	115
HH subscribes to fiber optic	257	5.7%	75
HH has satellite dish	856	19.0%	75
HH owns DVD/Blu-ray player	2,853	63.2%	104
HH owns camcorder	558	12.4%	89
HH owns portable GPS navigation device	1,280	28.4%	103
HH purchased video game system in last 12 mos	302	6.7%	84
HH owns Internet video device for TV	305	6.8%	96
Travel (Adults)			
Domestic travel in last 12 months	4,037	51.7%	103
Took 3+ domestic non-business trips in last 12 months	799	10.2%	92
Spent on domestic vacations in last 12 months: <\$1,000	877	11.2%	105
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	360	4.6%	79
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	234	3.0%	84
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	253	3.2%	83
Spent on domestic vacations in last 12 months: \$3,000+	428	5.5%	99
Domestic travel in the 12 months: used general travel website	452	5.8%	85
Foreign travel in last 3 years	1,790	22.9%	95
Took 3+ foreign trips by plane in last 3 years	314	4.0%	89
Spent on foreign vacations in last 12 months: <\$1,000	301	3.9%	92
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	240	3.1%	94
Spent on foreign vacations in last 12 months: \$3,000+	331	4.2%	85
Foreign travel in last 3 years: used general travel website	349	4.5%	80
Nights spent in hotel/motel in last 12 months: any	3,356	42.9%	106
Took cruise of more than one day in last 3 years	626	8.0%	96
Member of any frequent flyer program	1,266	16.2%	99
Member of any hotel rewards program	1,156	14.8%	105

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Demographic Summary		2016	2021
Population		66,044	66,993
Population 18+		50,659	51,492
Households		26,579	27,070
Median Household Income		\$69,955	\$79,651

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	25,304	49.9%	106
Bought any women's clothing in last 12 months	22,691	44.8%	102
Bought clothing for child <13 years in last 6 months	14,418	28.5%	103
Bought any shoes in last 12 months	27,882	55.0%	102
Bought costume jewelry in last 12 months	10,336	20.4%	104
Bought any fine jewelry in last 12 months	9,621	19.0%	104
Bought a watch in last 12 months	6,020	11.9%	108
Automobiles (Households)			
HH owns/leases any vehicle	23,981	90.2%	105
HH bought/leased new vehicle last 12 mo	2,817	10.6%	113
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	45,612	90.0%	106
Bought/changed motor oil in last 12 months	25,387	50.1%	102
Had tune-up in last 12 months	16,242	32.1%	106
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	33,228	65.6%	100
Drank regular cola in last 6 months	22,358	44.1%	98
Drank beer/ale in last 6 months	23,143	45.7%	107
Cameras (Adults)			
Own digital point & shoot camera	16,384	32.3%	111
Own digital single-lens reflex (SLR) camera	5,338	10.5%	122
Bought any camera in last 12 months	3,127	6.2%	108
Printed digital photos in last 12 months	1,524	3.0%	103
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	18,959	37.4%	104
Have a smartphone	32,135	63.4%	108
Have a smartphone: Android phone (any brand)	14,662	28.9%	108
Have a smartphone: Apple iPhone	14,413	28.5%	110
Number of cell phones in household: 1	8,249	31.0%	97
Number of cell phones in household: 2	10,348	38.9%	104
Number of cell phones in household: 3+	6,972	26.2%	103
HH has cell phone only (no landline telephone)	11,520	43.3%	103
Computers (Households)			
HH owns a computer	22,001	82.8%	108
HH owns desktop computer	13,000	48.9%	108
HH owns laptop/notebook	15,762	59.3%	109
HH owns any Apple/Mac brand computer	4,324	16.3%	108
HH owns any PC/non-Apple brand computer	19,463	73.2%	108
HH purchased most recent computer in a store	10,922	41.1%	109
HH purchased most recent computer online	3,732	14.0%	107
Spent <\$500 on most recent home computer	3,875	14.6%	100
Spent \$500-\$999 on most recent home computer	5,721	21.5%	113
Spent \$1,000-\$1,499 on most recent home computer	2,807	10.6%	112
Spent \$1,500-\$1,999 on most recent home computer	1,334	5.0%	110
Spent \$2,000+ on most recent home computer	1,164	4.4%	112

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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	27,636	54.6%	108
Bought brewed coffee at convenience store in last 30 days	8,745	17.3%	110
Bought cigarettes at convenience store in last 30 days	6,026	11.9%	95
Bought gas at convenience store in last 30 days	18,205	35.9%	109
Spent at convenience store in last 30 days: <\$20	4,791	9.5%	117
Spent at convenience store in last 30 days: \$20-\$39	4,533	8.9%	99
Spent at convenience store in last 30 days: \$40-\$50	4,002	7.9%	104
Spent at convenience store in last 30 days: \$51-\$99	2,098	4.1%	94
Spent at convenience store in last 30 days: \$100+	12,372	24.4%	107
Entertainment (Adults)			
Attended a movie in last 6 months	31,735	62.6%	105
Went to live theater in last 12 months	7,241	14.3%	110
Went to a bar/night club in last 12 months	9,726	19.2%	115
Dined out in last 12 months	25,701	50.7%	113
Gambled at a casino in last 12 months	7,220	14.3%	104
Visited a theme park in last 12 months	9,664	19.1%	108
Viewed movie (video-on-demand) in last 30 days	10,083	19.9%	117
Viewed TV show (video-on-demand) in last 30 days	7,520	14.8%	115
Watched any pay-per-view TV in last 12 months	7,160	14.1%	108
Downloaded a movie over the Internet in last 30 days	3,784	7.5%	104
Downloaded any individual song in last 6 months	11,806	23.3%	114
Watched a movie online in the last 30 days	8,539	16.9%	105
Watched a TV program online in last 30 days	8,218	16.2%	109
Played a video/electronic game (console) in last 12 months	5,483	10.8%	104
Played a video/electronic game (portable) in last 12 months	2,751	5.4%	119
Financial (Adults)			
Have home mortgage (1st)	18,403	36.3%	117
Used ATM/cash machine in last 12 months	27,243	53.8%	110
Own any stock	4,326	8.5%	112
Own U.S. savings bond	2,624	5.2%	98
Own shares in mutual fund (stock)	4,318	8.5%	117
Own shares in mutual fund (bonds)	2,745	5.4%	111
Have interest checking account	16,192	32.0%	113
Have non-interest checking account	15,400	30.4%	108
Have savings account	30,011	59.2%	110
Have 401K retirement savings plan	8,795	17.4%	119
Own/used any credit/debit card in last 12 months	40,277	79.5%	107
Avg monthly credit card expenditures: <\$111	6,054	12.0%	103
Avg monthly credit card expenditures: \$111-\$225	3,379	6.7%	97
Avg monthly credit card expenditures: \$226-\$450	3,698	7.3%	115
Avg monthly credit card expenditures: \$451-\$700	2,929	5.8%	108
Avg monthly credit card expenditures: \$701-\$1,000	2,213	4.4%	101
Avg monthly credit card expenditures: \$1,001+	4,944	9.8%	108
Did banking online in last 12 months	21,333	42.1%	118
Did banking on mobile device in last 12 months	8,647	17.1%	122
Paid bills online in last 12 months	25,471	50.3%	117

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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	18,441	69.4%	100
Used bread in last 6 months	25,125	94.5%	101
Used chicken (fresh or frozen) in last 6 months	18,580	69.9%	101
Used turkey (fresh or frozen) in last 6 months	4,299	16.2%	102
Used fish/seafood (fresh or frozen) in last 6 months	14,387	54.1%	99
Used fresh fruit/vegetables in last 6 months	22,962	86.4%	101
Used fresh milk in last 6 months	23,238	87.4%	99
Used organic food in last 6 months	5,510	20.7%	105
Health (Adults)			
Exercise at home 2+ times per week	15,227	30.1%	106
Exercise at club 2+ times per week	7,747	15.3%	118
Visited a doctor in last 12 months	39,629	78.2%	103
Used vitamin/dietary supplement in last 6 months	28,306	55.9%	106
Home (Households)			
Any home improvement in last 12 months	7,948	29.9%	111
Used housekeeper/maid/professional HH cleaning service in last 12	3,552	13.4%	102
Purchased low ticket HH furnishings in last 12 months	4,596	17.3%	108
Purchased big ticket HH furnishings in last 12 months	5,883	22.1%	106
Bought any small kitchen appliance in last 12 months	6,194	23.3%	105
Bought any large kitchen appliance in last 12 months	3,607	13.6%	107
Insurance (Adults/Households)			
Currently carry life insurance	23,076	45.6%	107
Carry medical/hospital/accident insurance	35,380	69.8%	107
Carry homeowner insurance	26,823	52.9%	113
Carry renter's insurance	4,922	9.7%	119
Have auto insurance: 1 vehicle in household covered	8,262	31.1%	101
Have auto insurance: 2 vehicles in household covered	7,981	30.0%	105
Have auto insurance: 3+ vehicles in household covered	6,275	23.6%	108
Pets (Households)			
Household owns any pet	14,776	55.6%	103
Household owns any cat	6,390	24.0%	107
Household owns any dog	10,807	40.7%	100
Psychographics (Adults)			
Buying American is important to me	21,376	42.2%	100
Usually buy items on credit rather than wait	5,769	11.4%	97
Usually buy based on quality - not price	8,487	16.8%	93
Price is usually more important than brand name	13,549	26.7%	102
Usually use coupons for brands I buy often	9,788	19.3%	102
Am interested in how to help the environment	7,612	15.0%	92
Usually pay more for environ safe product	6,064	12.0%	94
Usually value green products over convenience	4,528	8.9%	85
Likely to buy a brand that supports a charity	17,122	33.8%	97
Reading (Adults)			
Bought digital book in last 12 months	7,693	15.2%	115
Bought hardcover book in last 12 months	11,919	23.5%	112
Bought paperback book in last 12 month	17,720	35.0%	111
Read any daily newspaper (paper version)	13,077	25.8%	99
Read any digital newspaper in last 30 days	18,276	36.1%	108
Read any magazine (paper/electronic version) in last 6 months	47,020	92.8%	102

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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.



Retail Market Potential

12700 Nicollet Ave, Burnsville, Minnesota, 55337
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 44.77282
 Longitude: -93.27785

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	40,301	79.6%	107
Went to family restaurant/steak house: 4+ times a month	15,851	31.3%	114
Went to fast food/drive-in restaurant in last 6 months	46,968	92.7%	103
Went to fast food/drive-in restaurant 9+ times/mo	21,420	42.3%	107
Fast food/drive-in last 6 months: eat in	19,490	38.5%	106
Fast food/drive-in last 6 months: home delivery	4,249	8.4%	109
Fast food/drive-in last 6 months: take-out/drive-thru	26,057	51.4%	111
Fast food/drive-in last 6 months: take-out/walk-in	10,922	21.6%	111
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	17,572	34.7%	109
Own e-reader/tablet: iPad	8,453	16.7%	109
Own any portable MP3 player	17,607	34.8%	113
HH owns 1 TV	5,255	19.8%	97
HH owns 2 TVs	6,655	25.0%	97
HH owns 3 TVs	6,242	23.5%	110
HH owns 4+ TVs	5,245	19.7%	104
HH subscribes to cable TV	14,420	54.3%	109
HH subscribes to fiber optic	2,333	8.8%	115
HH has satellite dish	5,429	20.4%	80
HH owns DVD/Blu-ray player	17,151	64.5%	107
HH owns camcorder	3,730	14.0%	100
HH owns portable GPS navigation device	8,193	30.8%	112
HH purchased video game system in last 12 mos	2,028	7.6%	96
HH owns Internet video device for TV	2,087	7.9%	111
Travel (Adults)			
Domestic travel in last 12 months	28,295	55.9%	112
Took 3+ domestic non-business trips in last 12 months	6,133	12.1%	109
Spent on domestic vacations in last 12 months: <\$1,000	6,093	12.0%	112
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	2,854	5.6%	97
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	1,761	3.5%	97
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	1,969	3.9%	100
Spent on domestic vacations in last 12 months: \$3,000+	3,335	6.6%	119
Domestic travel in the 12 months: used general travel website	3,344	6.6%	98
Foreign travel in last 3 years	13,303	26.3%	109
Took 3+ foreign trips by plane in last 3 years	2,385	4.7%	105
Spent on foreign vacations in last 12 months: <\$1,000	2,424	4.8%	115
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	1,678	3.3%	102
Spent on foreign vacations in last 12 months: \$3,000+	2,567	5.1%	102
Foreign travel in last 3 years: used general travel website	2,822	5.6%	100
Nights spent in hotel/motel in last 12 months: any	23,066	45.5%	112
Took cruise of more than one day in last 3 years	4,747	9.4%	112
Member of any frequent flyer program	9,731	19.2%	118
Member of any hotel rewards program	8,407	16.6%	118

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Retail Market Potential

12700 Nicollet Ave, Burnsville, Minnesota, 55337
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 44.77282
 Longitude: -93.27785

Demographic Summary		2016	2021
Population		189,577	194,130
Population 18+		145,996	150,872
Households		75,191	77,197
Median Household Income		\$73,263	\$81,896

Product/Consumer Behavior	Expected Number of Adults/HHS	Percent of Adults/HHS	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	72,706	49.8%	105
Bought any women's clothing in last 12 months	65,611	44.9%	102
Bought clothing for child <13 years in last 6 months	40,629	27.8%	101
Bought any shoes in last 12 months	80,777	55.3%	103
Bought costume jewelry in last 12 months	30,168	20.7%	106
Bought any fine jewelry in last 12 months	27,537	18.9%	103
Bought a watch in last 12 months	17,479	12.0%	109
Automobiles (Households)			
HH owns/leases any vehicle	67,885	90.3%	105
HH bought/leased new vehicle last 12 mo	8,522	11.3%	121
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	131,656	90.2%	106
Bought/changed motor oil in last 12 months	72,633	49.7%	101
Had tune-up in last 12 months	46,360	31.8%	105
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	96,474	66.1%	101
Drank regular cola in last 6 months	62,355	42.7%	95
Drank beer/ale in last 6 months	67,208	46.0%	108
Cameras (Adults)			
Own digital point & shoot camera	48,415	33.2%	114
Own digital single-lens reflex (SLR) camera	15,548	10.6%	123
Bought any camera in last 12 months	8,837	6.1%	106
Printed digital photos in last 12 months	4,420	3.0%	103
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	54,839	37.6%	104
Have a smartphone	93,067	63.7%	108
Have a smartphone: Android phone (any brand)	40,650	27.8%	103
Have a smartphone: Apple iPhone	43,453	29.8%	115
Number of cell phones in household: 1	21,924	29.2%	91
Number of cell phones in household: 2	29,339	39.0%	104
Number of cell phones in household: 3+	20,999	27.9%	110
HH has cell phone only (no landline telephone)	29,807	39.6%	95
Computers (Households)			
HH owns a computer	62,765	83.5%	109
HH owns desktop computer	37,845	50.3%	111
HH owns laptop/notebook	44,898	59.7%	110
HH owns any Apple/Mac brand computer	13,056	17.4%	115
HH owns any PC/non-Apple brand computer	55,356	73.6%	108
HH purchased most recent computer in a store	31,322	41.7%	111
HH purchased most recent computer online	11,065	14.7%	113
Spent <\$500 on most recent home computer	10,953	14.6%	100
Spent \$500-\$999 on most recent home computer	16,310	21.7%	114
Spent \$1,000-\$1,499 on most recent home computer	8,455	11.2%	119
Spent \$1,500-\$1,999 on most recent home computer	4,024	5.4%	117
Spent \$2,000+ on most recent home computer	3,379	4.5%	115

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Retail Market Potential

12700 Nicollet Ave, Burnsville, Minnesota, 55337
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 44.77282
 Longitude: -93.27785

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	79,800	54.7%	108
Bought brewed coffee at convenience store in last 30 days	24,729	16.9%	108
Bought cigarettes at convenience store in last 30 days	16,402	11.2%	90
Bought gas at convenience store in last 30 days	50,680	34.7%	105
Spent at convenience store in last 30 days: <\$20	13,511	9.3%	114
Spent at convenience store in last 30 days: \$20-\$39	13,914	9.5%	105
Spent at convenience store in last 30 days: \$40-\$50	11,615	8.0%	104
Spent at convenience store in last 30 days: \$51-\$99	6,102	4.2%	94
Spent at convenience store in last 30 days: \$100+	33,913	23.2%	101
Entertainment (Adults)			
Attended a movie in last 6 months	92,458	63.3%	106
Went to live theater in last 12 months	21,883	15.0%	115
Went to a bar/night club in last 12 months	28,013	19.2%	115
Dined out in last 12 months	75,225	51.5%	115
Gambled at a casino in last 12 months	22,087	15.1%	110
Visited a theme park in last 12 months	28,794	19.7%	112
Viewed movie (video-on-demand) in last 30 days	30,788	21.1%	124
Viewed TV show (video-on-demand) in last 30 days	23,306	16.0%	124
Watched any pay-per-view TV in last 12 months	20,832	14.3%	109
Downloaded a movie over the Internet in last 30 days	11,131	7.6%	106
Downloaded any individual song in last 6 months	33,474	22.9%	112
Watched a movie online in the last 30 days	24,644	16.9%	106
Watched a TV program online in last 30 days	23,895	16.4%	109
Played a video/electronic game (console) in last 12 months	15,486	10.6%	102
Played a video/electronic game (portable) in last 12 months	7,357	5.0%	111
Financial (Adults)			
Have home mortgage (1st)	56,332	38.6%	124
Used ATM/cash machine in last 12 months	80,132	54.9%	112
Own any stock	13,700	9.4%	123
Own U.S. savings bond	8,551	5.9%	111
Own shares in mutual fund (stock)	13,261	9.1%	125
Own shares in mutual fund (bonds)	8,746	6.0%	123
Have interest checking account	48,453	33.2%	118
Have non-interest checking account	44,379	30.4%	108
Have savings account	88,689	60.7%	112
Have 401K retirement savings plan	26,625	18.2%	125
Own/used any credit/debit card in last 12 months	117,681	80.6%	108
Avg monthly credit card expenditures: <\$111	17,680	12.1%	104
Avg monthly credit card expenditures: \$111-\$225	10,352	7.1%	103
Avg monthly credit card expenditures: \$226-\$450	10,831	7.4%	117
Avg monthly credit card expenditures: \$451-\$700	8,874	6.1%	114
Avg monthly credit card expenditures: \$701-\$1,000	7,114	4.9%	113
Avg monthly credit card expenditures: \$1,001+	16,182	11.1%	122
Did banking online in last 12 months	63,019	43.2%	121
Did banking on mobile device in last 12 months	24,828	17.0%	121
Paid bills online in last 12 months	73,999	50.7%	118

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Retail Market Potential

12700 Nicollet Ave, Burnsville, Minnesota, 55337
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 44.77282
 Longitude: -93.27785

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	52,746	70.1%	101
Used bread in last 6 months	71,168	94.6%	101
Used chicken (fresh or frozen) in last 6 months	53,034	70.5%	102
Used turkey (fresh or frozen) in last 6 months	12,617	16.8%	106
Used fish/seafood (fresh or frozen) in last 6 months	41,273	54.9%	101
Used fresh fruit/vegetables in last 6 months	65,474	87.1%	102
Used fresh milk in last 6 months	66,202	88.0%	100
Used organic food in last 6 months	15,610	20.8%	105
Health (Adults)			
Exercise at home 2+ times per week	45,379	31.1%	110
Exercise at club 2+ times per week	23,160	15.9%	122
Visited a doctor in last 12 months	116,015	79.5%	105
Used vitamin/dietary supplement in last 6 months	82,182	56.3%	107
Home (Households)			
Any home improvement in last 12 months	23,269	30.9%	115
Used housekeeper/maid/professional HH cleaning service in last 12	10,756	14.3%	109
Purchased low ticket HH furnishings in last 12 months	13,404	17.8%	111
Purchased big ticket HH furnishings in last 12 months	17,079	22.7%	109
Bought any small kitchen appliance in last 12 months	17,563	23.4%	105
Bought any large kitchen appliance in last 12 months	10,526	14.0%	110
Insurance (Adults/Households)			
Currently carry life insurance	69,005	47.3%	111
Carry medical/hospital/accident insurance	103,428	70.8%	108
Carry homeowner insurance	80,046	54.8%	117
Carry renter's insurance	13,422	9.2%	113
Have auto insurance: 1 vehicle in household covered	22,137	29.4%	95
Have auto insurance: 2 vehicles in household covered	23,548	31.3%	110
Have auto insurance: 3+ vehicles in household covered	18,768	25.0%	114
Pets (Households)			
Household owns any pet	42,360	56.3%	105
Household owns any cat	18,087	24.1%	107
Household owns any dog	31,154	41.4%	102
Psychographics (Adults)			
Buying American is important to me	61,627	42.2%	100
Usually buy items on credit rather than wait	16,971	11.6%	99
Usually buy based on quality - not price	25,352	17.4%	97
Price is usually more important than brand name	37,512	25.7%	98
Usually use coupons for brands I buy often	28,137	19.3%	102
Am interested in how to help the environment	22,225	15.2%	93
Usually pay more for environ safe product	17,926	12.3%	96
Usually value green products over convenience	13,570	9.3%	88
Likely to buy a brand that supports a charity	49,262	33.7%	97
Reading (Adults)			
Bought digital book in last 12 months	22,876	15.7%	118
Bought hardcover book in last 12 months	34,557	23.7%	113
Bought paperback book in last 12 month	51,377	35.2%	112
Read any daily newspaper (paper version)	39,436	27.0%	103
Read any digital newspaper in last 30 days	54,469	37.3%	112
Read any magazine (paper/electronic version) in last 6 months	136,124	93.2%	103

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Retail Market Potential

12700 Nicollet Ave, Burnsville, Minnesota, 55337
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 44.77282
 Longitude: -93.27785

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	116,038	79.5%	107
Went to family restaurant/steak house: 4+ times a month	44,791	30.7%	112
Went to fast food/drive-in restaurant in last 6 months	134,110	91.9%	102
Went to fast food/drive-in restaurant 9+ times/mo	59,890	41.0%	104
Fast food/drive-in last 6 months: eat in	55,509	38.0%	105
Fast food/drive-in last 6 months: home delivery	11,892	8.1%	106
Fast food/drive-in last 6 months: take-out/drive-thru	73,976	50.7%	109
Fast food/drive-in last 6 months: take-out/walk-in	30,927	21.2%	109
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	53,201	36.4%	115
Own e-reader/tablet: iPad	26,307	18.0%	117
Own any portable MP3 player	51,731	35.4%	115
HH owns 1 TV	14,198	18.9%	92
HH owns 2 TVs	19,007	25.3%	97
HH owns 3 TVs	17,535	23.3%	109
HH owns 4+ TVs	15,686	20.9%	110
HH subscribes to cable TV	41,004	54.5%	110
HH subscribes to fiber optic	7,340	9.8%	128
HH has satellite dish	15,783	21.0%	83
HH owns DVD/Blu-ray player	48,444	64.4%	106
HH owns camcorder	11,742	15.6%	112
HH owns portable GPS navigation device	24,087	32.0%	117
HH purchased video game system in last 12 mos	5,671	7.5%	95
HH owns Internet video device for TV	6,133	8.2%	116
Travel (Adults)			
Domestic travel in last 12 months	84,204	57.7%	115
Took 3+ domestic non-business trips in last 12 months	19,266	13.2%	119
Spent on domestic vacations in last 12 months: <\$1,000	17,536	12.0%	112
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	9,393	6.4%	110
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	5,635	3.9%	108
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	6,514	4.5%	114
Spent on domestic vacations in last 12 months: \$3,000+	10,454	7.2%	130
Domestic travel in the 12 months: used general travel website	10,822	7.4%	110
Foreign travel in last 3 years	40,477	27.7%	115
Took 3+ foreign trips by plane in last 3 years	7,603	5.2%	116
Spent on foreign vacations in last 12 months: <\$1,000	7,317	5.0%	120
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	5,235	3.6%	110
Spent on foreign vacations in last 12 months: \$3,000+	8,162	5.6%	113
Foreign travel in last 3 years: used general travel website	8,895	6.1%	109
Nights spent in hotel/motel in last 12 months: any	68,392	46.8%	115
Took cruise of more than one day in last 3 years	14,425	9.9%	118
Member of any frequent flyer program	30,459	20.9%	128
Member of any hotel rewards program	26,247	18.0%	127

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