



Retail Market Potential

8649 Penrose Ln, Lenexa, Kansas, 66219
 Drive Time: 5 minute radius

Prepared by Esri
 Latitude: 38.97320
 Longitude: -94.78167

Demographic Summary		2016	2021
Population		16,279	17,365
Population 18+		12,568	13,547
Households		6,704	7,160
Median Household Income		\$81,323	\$91,233

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	6,259	49.8%	105
Bought any women's clothing in last 12 months	5,815	46.3%	105
Bought clothing for child <13 years in last 6 months	3,362	26.8%	97
Bought any shoes in last 12 months	7,305	58.1%	108
Bought costume jewelry in last 12 months	2,633	21.0%	107
Bought any fine jewelry in last 12 months	2,386	19.0%	104
Bought a watch in last 12 months	1,743	13.9%	126
Automobiles (Households)			
HH owns/leases any vehicle	6,060	90.4%	106
HH bought/leased new vehicle last 12 mo	772	11.5%	123
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	11,238	89.4%	105
Bought/changed motor oil in last 12 months	5,980	47.6%	97
Had tune-up in last 12 months	4,115	32.7%	109
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	8,386	66.7%	102
Drank regular cola in last 6 months	5,420	43.1%	96
Drank beer/ale in last 6 months	5,972	47.5%	112
Cameras (Adults)			
Own digital point & shoot camera	4,183	33.3%	114
Own digital single-lens reflex (SLR) camera	1,420	11.3%	131
Bought any camera in last 12 months	817	6.5%	114
Printed digital photos in last 12 months	408	3.2%	111
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	4,800	38.2%	106
Have a smartphone	8,622	68.6%	117
Have a smartphone: Android phone (any brand)	3,750	29.8%	111
Have a smartphone: Apple iPhone	4,070	32.4%	125
Number of cell phones in household: 1	1,991	29.7%	92
Number of cell phones in household: 2	2,727	40.7%	109
Number of cell phones in household: 3+	1,774	26.5%	104
HH has cell phone only (no landline telephone)	3,017	45.0%	107
Computers (Households)			
HH owns a computer	5,689	84.9%	110
HH owns desktop computer	3,327	49.6%	110
HH owns laptop/notebook	4,189	62.5%	115
HH owns any Apple/Mac brand computer	1,319	19.7%	131
HH owns any PC/non-Apple brand computer	4,918	73.4%	108
HH purchased most recent computer in a store	2,820	42.1%	112
HH purchased most recent computer online	1,099	16.4%	125
Spent <\$500 on most recent home computer	963	14.4%	99
Spent \$500-\$999 on most recent home computer	1,419	21.2%	111
Spent \$1,000-\$1,499 on most recent home computer	874	13.0%	138
Spent \$1,500-\$1,999 on most recent home computer	384	5.7%	126
Spent \$2,000+ on most recent home computer	309	4.6%	118

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	6,856	54.6%	108
Bought brewed coffee at convenience store in last 30 days	1,921	15.3%	97
Bought cigarettes at convenience store in last 30 days	1,218	9.7%	77
Bought gas at convenience store in last 30 days	4,299	34.2%	104
Spent at convenience store in last 30 days: <\$20	1,183	9.4%	116
Spent at convenience store in last 30 days: \$20-\$39	1,233	9.8%	108
Spent at convenience store in last 30 days: \$40-\$50	1,047	8.3%	109
Spent at convenience store in last 30 days: \$51-\$99	555	4.4%	100
Spent at convenience store in last 30 days: \$100+	2,693	21.4%	94
Entertainment (Adults)			
Attended a movie in last 6 months	8,232	65.5%	110
Went to live theater in last 12 months	2,087	16.6%	128
Went to a bar/night club in last 12 months	2,653	21.1%	126
Dined out in last 12 months	6,796	54.1%	121
Gambled at a casino in last 12 months	1,918	15.3%	111
Visited a theme park in last 12 months	2,417	19.2%	109
Viewed movie (video-on-demand) in last 30 days	2,780	22.1%	130
Viewed TV show (video-on-demand) in last 30 days	2,139	17.0%	132
Watched any pay-per-view TV in last 12 months	1,794	14.3%	109
Downloaded a movie over the Internet in last 30 days	1,202	9.6%	133
Downloaded any individual song in last 6 months	3,147	25.0%	123
Watched a movie online in the last 30 days	2,503	19.9%	125
Watched a TV program online in last 30 days	2,388	19.0%	127
Played a video/electronic game (console) in last 12 months	1,264	10.1%	96
Played a video/electronic game (portable) in last 12 months	555	4.4%	97
Financial (Adults)			
Have home mortgage (1st)	4,723	37.6%	121
Used ATM/cash machine in last 12 months	7,279	57.9%	118
Own any stock	1,258	10.0%	131
Own U.S. savings bond	716	5.7%	108
Own shares in mutual fund (stock)	1,206	9.6%	132
Own shares in mutual fund (bonds)	798	6.3%	131
Have interest checking account	4,182	33.3%	118
Have non-interest checking account	3,879	30.9%	109
Have savings account	7,963	63.4%	117
Have 401K retirement savings plan	2,441	19.4%	134
Own/used any credit/debit card in last 12 months	10,325	82.2%	110
Avg monthly credit card expenditures: <\$111	1,541	12.3%	106
Avg monthly credit card expenditures: \$111-\$225	986	7.8%	114
Avg monthly credit card expenditures: \$226-\$450	862	6.9%	108
Avg monthly credit card expenditures: \$451-\$700	744	5.9%	111
Avg monthly credit card expenditures: \$701-\$1,000	677	5.4%	125
Avg monthly credit card expenditures: \$1,001+	1,567	12.5%	137
Did banking online in last 12 months	5,920	47.1%	132
Did banking on mobile device in last 12 months	2,460	19.6%	140
Paid bills online in last 12 months	6,766	53.8%	125

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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	4,564	68.1%	98
Used bread in last 6 months	6,356	94.8%	101
Used chicken (fresh or frozen) in last 6 months	4,615	68.8%	100
Used turkey (fresh or frozen) in last 6 months	1,082	16.1%	102
Used fish/seafood (fresh or frozen) in last 6 months	3,643	54.3%	99
Used fresh fruit/vegetables in last 6 months	5,855	87.3%	102
Used fresh milk in last 6 months	5,860	87.4%	99
Used organic food in last 6 months	1,431	21.3%	108
Health (Adults)			
Exercise at home 2+ times per week	3,989	31.7%	112
Exercise at club 2+ times per week	2,184	17.4%	134
Visited a doctor in last 12 months	9,926	79.0%	104
Used vitamin/dietary supplement in last 6 months	7,002	55.7%	105
Home (Households)			
Any home improvement in last 12 months	1,819	27.1%	101
Used housekeeper/maid/professional HH cleaning service in last 12	948	14.1%	107
Purchased low ticket HH furnishings in last 12 months	1,264	18.9%	117
Purchased big ticket HH furnishings in last 12 months	1,604	23.9%	114
Bought any small kitchen appliance in last 12 months	1,586	23.7%	107
Bought any large kitchen appliance in last 12 months	857	12.8%	100
Insurance (Adults/Households)			
Currently carry life insurance	5,927	47.2%	110
Carry medical/hospital/accident insurance	8,997	71.6%	109
Carry homeowner insurance	6,531	52.0%	110
Carry renter's insurance	1,541	12.3%	151
Have auto insurance: 1 vehicle in household covered	2,079	31.0%	101
Have auto insurance: 2 vehicles in household covered	2,138	31.9%	112
Have auto insurance: 3+ vehicles in household covered	1,546	23.1%	106
Pets (Households)			
Household owns any pet	3,533	52.7%	98
Household owns any cat	1,486	22.2%	99
Household owns any dog	2,558	38.2%	94
Psychographics (Adults)			
Buying American is important to me	5,104	40.6%	96
Usually buy items on credit rather than wait	1,522	12.1%	103
Usually buy based on quality - not price	2,186	17.4%	97
Price is usually more important than brand name	3,281	26.1%	99
Usually use coupons for brands I buy often	2,395	19.1%	101
Am interested in how to help the environment	2,092	16.6%	102
Usually pay more for environ safe product	1,534	12.2%	96
Usually value green products over convenience	1,217	9.7%	92
Likely to buy a brand that supports a charity	4,160	33.1%	95
Reading (Adults)			
Bought digital book in last 12 months	2,122	16.9%	128
Bought hardcover book in last 12 months	3,140	25.0%	119
Bought paperback book in last 12 month	4,515	35.9%	114
Read any daily newspaper (paper version)	3,230	25.7%	98
Read any digital newspaper in last 30 days	5,128	40.8%	122
Read any magazine (paper/electronic version) in last 6 months	11,693	93.0%	103

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	10,111	80.5%	108
Went to family restaurant/steak house: 4+ times a month	3,982	31.7%	115
Went to fast food/drive-in restaurant in last 6 months	11,538	91.8%	102
Went to fast food/drive-in restaurant 9+ times/mo	5,329	42.4%	107
Fast food/drive-in last 6 months: eat in	4,898	39.0%	107
Fast food/drive-in last 6 months: home delivery	1,116	8.9%	116
Fast food/drive-in last 6 months: take-out/drive-thru	6,459	51.4%	111
Fast food/drive-in last 6 months: take-out/walk-in	2,857	22.7%	117
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	5,243	41.7%	132
Own e-reader/tablet: iPad	2,673	21.3%	139
Own any portable MP3 player	4,585	36.5%	118
HH owns 1 TV	1,434	21.4%	105
HH owns 2 TVs	1,722	25.7%	99
HH owns 3 TVs	1,465	21.9%	102
HH owns 4+ TVs	1,299	19.4%	103
HH subscribes to cable TV	3,601	53.7%	108
HH subscribes to fiber optic	793	11.8%	155
HH has satellite dish	1,235	18.4%	73
HH owns DVD/Blu-ray player	4,323	64.5%	107
HH owns camcorder	1,018	15.2%	109
HH owns portable GPS navigation device	2,183	32.6%	119
HH purchased video game system in last 12 mos	519	7.7%	98
HH owns Internet video device for TV	596	8.9%	126
Travel (Adults)			
Domestic travel in last 12 months	7,635	60.7%	121
Took 3+ domestic non-business trips in last 12 months	1,665	13.2%	119
Spent on domestic vacations in last 12 months: <\$1,000	1,550	12.3%	115
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	899	7.2%	123
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	559	4.4%	124
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	537	4.3%	109
Spent on domestic vacations in last 12 months: \$3,000+	912	7.3%	132
Domestic travel in the 12 months: used general travel website	968	7.7%	114
Foreign travel in last 3 years	3,948	31.4%	130
Took 3+ foreign trips by plane in last 3 years	743	5.9%	131
Spent on foreign vacations in last 12 months: <\$1,000	709	5.6%	135
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	555	4.4%	135
Spent on foreign vacations in last 12 months: \$3,000+	807	6.4%	129
Foreign travel in last 3 years: used general travel website	848	6.7%	121
Nights spent in hotel/motel in last 12 months: any	6,247	49.7%	122
Took cruise of more than one day in last 3 years	1,389	11.1%	132
Member of any frequent flyer program	3,095	24.6%	151
Member of any hotel rewards program	2,515	20.0%	142

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Demographic Summary		2016	2021
Population		106,782	113,367
Population 18+		82,165	87,802
Households		43,740	46,313
Median Household Income		\$75,857	\$84,458

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	40,952	49.8%	105
Bought any women's clothing in last 12 months	37,914	46.1%	105
Bought clothing for child <13 years in last 6 months	22,362	27.2%	99
Bought any shoes in last 12 months	47,166	57.4%	107
Bought costume jewelry in last 12 months	17,176	20.9%	107
Bought any fine jewelry in last 12 months	15,499	18.9%	103
Bought a watch in last 12 months	10,716	13.0%	118
Automobiles (Households)			
HH owns/leases any vehicle	39,702	90.8%	106
HH bought/leased new vehicle last 12 mo	5,163	11.8%	126
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	74,068	90.1%	106
Bought/changed motor oil in last 12 months	39,513	48.1%	98
Had tune-up in last 12 months	26,531	32.3%	107
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	54,525	66.4%	101
Drank regular cola in last 6 months	34,500	42.0%	94
Drank beer/ale in last 6 months	39,138	47.6%	112
Cameras (Adults)			
Own digital point & shoot camera	27,805	33.8%	116
Own digital single-lens reflex (SLR) camera	9,319	11.3%	131
Bought any camera in last 12 months	5,286	6.4%	113
Printed digital photos in last 12 months	2,506	3.0%	104
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	30,933	37.6%	104
Have a smartphone	54,800	66.7%	113
Have a smartphone: Android phone (any brand)	23,279	28.3%	105
Have a smartphone: Apple iPhone	26,480	32.2%	125
Number of cell phones in household: 1	12,872	29.4%	92
Number of cell phones in household: 2	17,441	39.9%	107
Number of cell phones in household: 3+	11,907	27.2%	107
HH has cell phone only (no landline telephone)	18,295	41.8%	100
Computers (Households)			
HH owns a computer	37,156	84.9%	111
HH owns desktop computer	22,062	50.4%	111
HH owns laptop/notebook	27,118	62.0%	114
HH owns any Apple/Mac brand computer	8,488	19.4%	129
HH owns any PC/non-Apple brand computer	32,310	73.9%	109
HH purchased most recent computer in a store	18,570	42.5%	113
HH purchased most recent computer online	7,050	16.1%	123
Spent <\$500 on most recent home computer	6,339	14.5%	100
Spent \$500-\$999 on most recent home computer	9,497	21.7%	114
Spent \$1,000-\$1,499 on most recent home computer	5,475	12.5%	132
Spent \$1,500-\$1,999 on most recent home computer	2,539	5.8%	127
Spent \$2,000+ on most recent home computer	2,124	4.9%	124

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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	44,765	54.5%	107
Bought brewed coffee at convenience store in last 30 days	13,079	15.9%	101
Bought cigarettes at convenience store in last 30 days	8,478	10.3%	82
Bought gas at convenience store in last 30 days	27,973	34.0%	103
Spent at convenience store in last 30 days: <\$20	7,621	9.3%	115
Spent at convenience store in last 30 days: \$20-\$39	7,964	9.7%	107
Spent at convenience store in last 30 days: \$40-\$50	6,657	8.1%	106
Spent at convenience store in last 30 days: \$51-\$99	3,434	4.2%	94
Spent at convenience store in last 30 days: \$100+	18,187	22.1%	97
Entertainment (Adults)			
Attended a movie in last 6 months	53,716	65.4%	110
Went to live theater in last 12 months	13,517	16.5%	127
Went to a bar/night club in last 12 months	16,906	20.6%	123
Dined out in last 12 months	43,888	53.4%	119
Gambled at a casino in last 12 months	12,534	15.3%	111
Visited a theme park in last 12 months	15,958	19.4%	110
Viewed movie (video-on-demand) in last 30 days	18,031	21.9%	129
Viewed TV show (video-on-demand) in last 30 days	13,658	16.6%	129
Watched any pay-per-view TV in last 12 months	11,811	14.4%	109
Downloaded a movie over the Internet in last 30 days	7,275	8.9%	123
Downloaded any individual song in last 6 months	19,959	24.3%	119
Watched a movie online in the last 30 days	15,296	18.6%	116
Watched a TV program online in last 30 days	14,981	18.2%	122
Played a video/electronic game (console) in last 12 months	8,419	10.2%	98
Played a video/electronic game (portable) in last 12 months	3,701	4.5%	99
Financial (Adults)			
Have home mortgage (1st)	31,768	38.7%	124
Used ATM/cash machine in last 12 months	46,688	56.8%	116
Own any stock	8,395	10.2%	134
Own U.S. savings bond	5,130	6.2%	118
Own shares in mutual fund (stock)	8,031	9.8%	135
Own shares in mutual fund (bonds)	5,236	6.4%	131
Have interest checking account	27,977	34.0%	121
Have non-interest checking account	25,386	30.9%	109
Have savings account	51,769	63.0%	117
Have 401K retirement savings plan	15,687	19.1%	131
Own/used any credit/debit card in last 12 months	67,517	82.2%	110
Avg monthly credit card expenditures: <\$111	9,993	12.2%	105
Avg monthly credit card expenditures: \$111-\$225	6,324	7.7%	112
Avg monthly credit card expenditures: \$226-\$450	5,924	7.2%	114
Avg monthly credit card expenditures: \$451-\$700	5,075	6.2%	116
Avg monthly credit card expenditures: \$701-\$1,000	4,626	5.6%	131
Avg monthly credit card expenditures: \$1,001+	10,384	12.6%	139
Did banking online in last 12 months	37,704	45.9%	129
Did banking on mobile device in last 12 months	14,912	18.1%	130
Paid bills online in last 12 months	43,184	52.6%	122

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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	30,375	69.4%	100
Used bread in last 6 months	41,372	94.6%	101
Used chicken (fresh or frozen) in last 6 months	30,460	69.6%	101
Used turkey (fresh or frozen) in last 6 months	7,181	16.4%	104
Used fish/seafood (fresh or frozen) in last 6 months	23,909	54.7%	100
Used fresh fruit/vegetables in last 6 months	38,331	87.6%	102
Used fresh milk in last 6 months	38,518	88.1%	100
Used organic food in last 6 months	9,510	21.7%	110
Health (Adults)			
Exercise at home 2+ times per week	26,427	32.2%	113
Exercise at club 2+ times per week	14,250	17.3%	133
Visited a doctor in last 12 months	65,296	79.5%	105
Used vitamin/dietary supplement in last 6 months	46,134	56.1%	106
Home (Households)			
Any home improvement in last 12 months	12,859	29.4%	110
Used housekeeper/maid/professional HH cleaning service in last 12	6,762	15.5%	117
Purchased low ticket HH furnishings in last 12 months	8,168	18.7%	116
Purchased big ticket HH furnishings in last 12 months	10,286	23.5%	113
Bought any small kitchen appliance in last 12 months	10,426	23.8%	107
Bought any large kitchen appliance in last 12 months	5,907	13.5%	106
Insurance (Adults/Households)			
Currently carry life insurance	39,607	48.2%	113
Carry medical/hospital/accident insurance	58,768	71.5%	109
Carry homeowner insurance	44,160	53.7%	114
Carry renter's insurance	9,042	11.0%	135
Have auto insurance: 1 vehicle in household covered	13,371	30.6%	99
Have auto insurance: 2 vehicles in household covered	14,001	32.0%	112
Have auto insurance: 3+ vehicles in household covered	10,429	23.8%	109
Pets (Households)			
Household owns any pet	23,713	54.2%	101
Household owns any cat	9,884	22.6%	101
Household owns any dog	17,375	39.7%	97
Psychographics (Adults)			
Buying American is important to me	33,978	41.4%	98
Usually buy items on credit rather than wait	9,766	11.9%	101
Usually buy based on quality - not price	14,431	17.6%	98
Price is usually more important than brand name	20,918	25.5%	97
Usually use coupons for brands I buy often	15,748	19.2%	101
Am interested in how to help the environment	13,342	16.2%	100
Usually pay more for environ safe product	10,168	12.4%	97
Usually value green products over convenience	7,850	9.6%	91
Likely to buy a brand that supports a charity	27,741	33.8%	97
Reading (Adults)			
Bought digital book in last 12 months	13,883	16.9%	128
Bought hardcover book in last 12 months	20,237	24.6%	118
Bought paperback book in last 12 month	29,622	36.1%	115
Read any daily newspaper (paper version)	22,503	27.4%	105
Read any digital newspaper in last 30 days	33,440	40.7%	122
Read any magazine (paper/electronic version) in last 6 months	76,716	93.4%	103

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.



Retail Market Potential

8649 Penrose Ln, Lenexa, Kansas, 66219
 Drive Time: 10 minute radius

Prepared by Esri
 Latitude: 38.97320
 Longitude: -94.78167

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	66,082	80.4%	108
Went to family restaurant/steak house: 4+ times a month	25,610	31.2%	113
Went to fast food/drive-in restaurant in last 6 months	75,443	91.8%	102
Went to fast food/drive-in restaurant 9+ times/mo	34,402	41.9%	106
Fast food/drive-in last 6 months: eat in	31,653	38.5%	106
Fast food/drive-in last 6 months: home delivery	7,011	8.5%	111
Fast food/drive-in last 6 months: take-out/drive-thru	41,959	51.1%	110
Fast food/drive-in last 6 months: take-out/walk-in	17,901	21.8%	112
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	33,404	40.7%	128
Own e-reader/tablet: iPad	17,214	21.0%	137
Own any portable MP3 player	30,073	36.6%	119
HH owns 1 TV	8,779	20.1%	98
HH owns 2 TVs	11,297	25.8%	100
HH owns 3 TVs	9,750	22.3%	104
HH owns 4+ TVs	8,894	20.3%	108
HH subscribes to cable TV	23,928	54.7%	110
HH subscribes to fiber optic	4,860	11.1%	146
HH has satellite dish	8,506	19.4%	77
HH owns DVD/Blu-ray player	28,220	64.5%	107
HH owns camcorder	6,930	15.8%	113
HH owns portable GPS navigation device	14,303	32.7%	119
HH purchased video game system in last 12 mos	3,244	7.4%	93
HH owns Internet video device for TV	3,830	8.8%	124
Travel (Adults)			
Domestic travel in last 12 months	49,903	60.7%	121
Took 3+ domestic non-business trips in last 12 months	11,171	13.6%	122
Spent on domestic vacations in last 12 months: <\$1,000	10,134	12.3%	115
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	5,967	7.3%	125
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	3,707	4.5%	126
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	3,743	4.6%	117
Spent on domestic vacations in last 12 months: \$3,000+	6,112	7.4%	135
Domestic travel in the 12 months: used general travel website	6,619	8.1%	119
Foreign travel in last 3 years	25,204	30.7%	127
Took 3+ foreign trips by plane in last 3 years	4,930	6.0%	133
Spent on foreign vacations in last 12 months: <\$1,000	4,414	5.4%	129
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	3,418	4.2%	128
Spent on foreign vacations in last 12 months: \$3,000+	5,321	6.5%	130
Foreign travel in last 3 years: used general travel website	5,652	6.9%	123
Nights spent in hotel/motel in last 12 months: any	40,963	49.9%	123
Took cruise of more than one day in last 3 years	8,934	10.9%	130
Member of any frequent flyer program	20,086	24.4%	150
Member of any hotel rewards program	16,480	20.1%	142

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