



# Retail Market Potential

13905 N May Ave, Oklahoma City, Oklahoma, 73134  
 Ring: 1 mile radius

Prepared by Esri  
 Latitude: 35.61185  
 Longitude: -97.56730

<b>Demographic Summary</b>		<b>2016</b>	<b>2021</b>
Population		5,638	6,210
Population 18+		4,708	5,184
Households		3,182	3,505
Median Household Income		\$45,282	\$48,889

  

<b>Product/Consumer Behavior</b>	<b>Expected Number of Adults/HHs</b>	<b>Percent of Adults/HHs</b>	<b>MPI</b>
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	2,115	44.9%	95
Bought any women's clothing in last 12 months	2,173	46.2%	105
Bought clothing for child <13 years in last 6 months	1,030	21.9%	79
Bought any shoes in last 12 months	2,741	58.2%	108
Bought costume jewelry in last 12 months	944	20.1%	103
Bought any fine jewelry in last 12 months	872	18.5%	101
Bought a watch in last 12 months	690	14.7%	133
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	2,780	87.4%	102
HH bought/leased new vehicle last 12 mo	271	8.5%	91
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	4,032	85.6%	101
Bought/changed motor oil in last 12 months	2,233	47.4%	97
Had tune-up in last 12 months	1,511	32.1%	106
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	3,077	65.4%	100
Drank regular cola in last 6 months	2,272	48.3%	108
Drank beer/ale in last 6 months	2,206	46.9%	110
<b>Cameras (Adults)</b>			
Own digital point & shoot camera	1,340	28.5%	98
Own digital single-lens reflex (SLR) camera	435	9.2%	107
Bought any camera in last 12 months	271	5.8%	101
Printed digital photos in last 12 months	135	2.9%	98
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	1,958	41.6%	115
Have a smartphone	3,320	70.5%	120
Have a smartphone: Android phone (any brand)	1,674	35.6%	132
Have a smartphone: Apple iPhone	1,359	28.9%	112
Number of cell phones in household: 1	1,183	37.2%	116
Number of cell phones in household: 2	1,290	40.5%	108
Number of cell phones in household: 3+	579	18.2%	71
HH has cell phone only (no landline telephone)	1,856	58.3%	139
<b>Computers (Households)</b>			
HH owns a computer	2,567	80.7%	105
HH owns desktop computer	1,320	41.5%	92
HH owns laptop/notebook	1,943	61.1%	113
HH owns any Apple/Mac brand computer	569	17.9%	119
HH owns any PC/non-Apple brand computer	2,180	68.5%	101
HH purchased most recent computer in a store	1,236	38.8%	103
HH purchased most recent computer online	517	16.2%	124
Spent <\$500 on most recent home computer	509	16.0%	110
Spent \$500-\$999 on most recent home computer	558	17.5%	92
Spent \$1,000-\$1,499 on most recent home computer	438	13.8%	145
Spent \$1,500-\$1,999 on most recent home computer	152	4.8%	105
Spent \$2,000+ on most recent home computer	107	3.4%	86

**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
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 mos	2,606	55.4%	109
Bought brewed coffee at convenience store in last 30 days	556	11.8%	75
Bought cigarettes at convenience store in last 30 days	563	12.0%	96
Bought gas at convenience store in last 30 days	1,666	35.4%	107
Spent at convenience store in last 30 days: <\$20	381	8.1%	100
Spent at convenience store in last 30 days: \$20-\$39	501	10.6%	118
Spent at convenience store in last 30 days: \$40-\$50	446	9.5%	124
Spent at convenience store in last 30 days: \$51-\$99	274	5.8%	131
Spent at convenience store in last 30 days: \$100+	1,000	21.2%	93
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	3,034	64.4%	108
Went to live theater in last 12 months	814	17.3%	133
Went to a bar/night club in last 12 months	1,172	24.9%	149
Dined out in last 12 months	2,370	50.3%	112
Gambled at a casino in last 12 months	695	14.8%	108
Visited a theme park in last 12 months	669	14.2%	81
Viewed movie (video-on-demand) in last 30 days	879	18.7%	110
Viewed TV show (video-on-demand) in last 30 days	739	15.7%	122
Watched any pay-per-view TV in last 12 months	513	10.9%	83
Downloaded a movie over the Internet in last 30 days	540	11.5%	160
Downloaded any individual song in last 6 months	1,214	25.8%	126
Watched a movie online in the last 30 days	1,174	24.9%	156
Watched a TV program online in last 30 days	1,041	22.1%	148
Played a video/electronic game (console) in last 12 months	559	11.9%	114
Played a video/electronic game (portable) in last 12 months	179	3.8%	83
<b>Financial (Adults)</b>			
Have home mortgage (1st)	1,205	25.6%	82
Used ATM/cash machine in last 12 months	2,782	59.1%	120
Own any stock	366	7.8%	102
Own U.S. savings bond	236	5.0%	95
Own shares in mutual fund (stock)	312	6.6%	91
Own shares in mutual fund (bonds)	229	4.9%	100
Have interest checking account	1,289	27.4%	97
Have non-interest checking account	1,464	31.1%	110
Have savings account	2,924	62.1%	115
Have 401K retirement savings plan	811	17.2%	119
Own/used any credit/debit card in last 12 months	3,728	79.2%	106
Avg monthly credit card expenditures: <\$111	669	14.2%	123
Avg monthly credit card expenditures: \$111-\$225	397	8.4%	122
Avg monthly credit card expenditures: \$226-\$450	270	5.7%	91
Avg monthly credit card expenditures: \$451-\$700	237	5.0%	94
Avg monthly credit card expenditures: \$701-\$1,000	211	4.5%	104
Avg monthly credit card expenditures: \$1,001+	402	8.5%	94
Did banking online in last 12 months	2,137	45.4%	127
Did banking on mobile device in last 12 months	1,021	21.7%	155
Paid bills online in last 12 months	2,491	52.9%	123

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	2,046	64.3%	92
Used bread in last 6 months	3,006	94.5%	101
Used chicken (fresh or frozen) in last 6 months	2,052	64.5%	93
Used turkey (fresh or frozen) in last 6 months	451	14.2%	89
Used fish/seafood (fresh or frozen) in last 6 months	1,665	52.3%	96
Used fresh fruit/vegetables in last 6 months	2,748	86.4%	101
Used fresh milk in last 6 months	2,734	85.9%	98
Used organic food in last 6 months	587	18.4%	94
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	1,359	28.9%	102
Exercise at club 2+ times per week	802	17.0%	131
Visited a doctor in last 12 months	3,543	75.3%	99
Used vitamin/dietary supplement in last 6 months	2,397	50.9%	96
<b>Home (Households)</b>			
Any home improvement in last 12 months	562	17.7%	66
Used housekeeper/maid/professional HH cleaning service in last 12	348	10.9%	83
Purchased low ticket HH furnishings in last 12 months	606	19.0%	119
Purchased big ticket HH furnishings in last 12 months	748	23.5%	112
Bought any small kitchen appliance in last 12 months	756	23.8%	107
Bought any large kitchen appliance in last 12 months	288	9.1%	71
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	1,898	40.3%	94
Carry medical/hospital/accident insurance	3,176	67.5%	103
Carry homeowner insurance	1,671	35.5%	75
Carry renter's insurance	912	19.4%	238
Have auto insurance: 1 vehicle in household covered	1,242	39.0%	127
Have auto insurance: 2 vehicles in household covered	939	29.5%	104
Have auto insurance: 3+ vehicles in household covered	449	14.1%	65
<b>Pets (Households)</b>			
Household owns any pet	1,398	43.9%	82
Household owns any cat	624	19.6%	87
Household owns any dog	927	29.1%	71
<b>Psychographics (Adults)</b>			
Buying American is important to me	1,852	39.3%	93
Usually buy items on credit rather than wait	583	12.4%	105
Usually buy based on quality - not price	838	17.8%	99
Price is usually more important than brand name	1,240	26.3%	100
Usually use coupons for brands I buy often	938	19.9%	105
Am interested in how to help the environment	889	18.9%	116
Usually pay more for environ safe product	613	13.0%	102
Usually value green products over convenience	548	11.6%	111
Likely to buy a brand that supports a charity	1,436	30.5%	87
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	673	14.3%	108
Bought hardcover book in last 12 months	1,168	24.8%	118
Bought paperback book in last 12 month	1,524	32.4%	103
Read any daily newspaper (paper version)	1,089	23.1%	88
Read any digital newspaper in last 30 days	1,980	42.1%	126
Read any magazine (paper/electronic version) in last 6 months	4,303	91.4%	101

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<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	3,690	78.4%	105
Went to family restaurant/steak house: 4+ times a month	1,499	31.8%	116
Went to fast food/drive-in restaurant in last 6 months	4,221	89.7%	100
Went to fast food/drive-in restaurant 9+ times/mo	2,063	43.8%	111
Fast food/drive-in last 6 months: eat in	1,775	37.7%	104
Fast food/drive-in last 6 months: home delivery	473	10.0%	131
Fast food/drive-in last 6 months: take-out/drive-thru	2,385	50.7%	109
Fast food/drive-in last 6 months: take-out/walk-in	1,013	21.5%	111
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any e-reader/tablet	1,900	40.4%	127
Own e-reader/tablet: iPad	855	18.2%	118
Own any portable MP3 player	1,522	32.3%	105
HH owns 1 TV	908	28.5%	140
HH owns 2 TVs	902	28.3%	109
HH owns 3 TVs	538	16.9%	79
HH owns 4+ TVs	397	12.5%	66
HH subscribes to cable TV	1,821	57.2%	115
HH subscribes to fiber optic	338	10.6%	140
HH has satellite dish	358	11.3%	44
HH owns DVD/Blu-ray player	1,879	59.1%	98
HH owns camcorder	358	11.3%	81
HH owns portable GPS navigation device	843	26.5%	96
HH purchased video game system in last 12 mos	218	6.9%	86
HH owns Internet video device for TV	227	7.1%	101
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	2,521	53.5%	107
Took 3+ domestic non-business trips in last 12 months	519	11.0%	99
Spent on domestic vacations in last 12 months: <\$1,000	544	11.6%	108
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	349	7.4%	127
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	185	3.9%	110
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	144	3.1%	78
Spent on domestic vacations in last 12 months: \$3,000+	205	4.4%	79
Domestic travel in the 12 months: used general travel website	291	6.2%	91
Foreign travel in last 3 years	1,262	26.8%	111
Took 3+ foreign trips by plane in last 3 years	199	4.2%	94
Spent on foreign vacations in last 12 months: <\$1,000	198	4.2%	101
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	237	5.0%	154
Spent on foreign vacations in last 12 months: \$3,000+	193	4.1%	83
Foreign travel in last 3 years: used general travel website	246	5.2%	94
Nights spent in hotel/motel in last 12 months: any	2,065	43.9%	108
Took cruise of more than one day in last 3 years	399	8.5%	101
Member of any frequent flyer program	911	19.4%	119
Member of any hotel rewards program	711	15.1%	107

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# Retail Market Potential

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Demographic Summary		2016	2021
Population		69,493	77,642
Population 18+		53,433	59,506
Households		31,235	34,624
Median Household Income		\$59,774	\$65,712

  

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	25,369	47.5%	100
Bought any women's clothing in last 12 months	24,689	46.2%	105
Bought clothing for child <13 years in last 6 months	14,545	27.2%	99
Bought any shoes in last 12 months	30,621	57.3%	106
Bought costume jewelry in last 12 months	11,193	20.9%	107
Bought any fine jewelry in last 12 months	10,176	19.0%	104
Bought a watch in last 12 months	6,899	12.9%	117
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	27,854	89.2%	104
HH bought/leased new vehicle last 12 mo	3,297	10.6%	112
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	47,395	88.7%	104
Bought/changed motor oil in last 12 months	25,823	48.3%	98
Had tune-up in last 12 months	17,028	31.9%	106
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	35,435	66.3%	101
Drank regular cola in last 6 months	23,342	43.7%	97
Drank beer/ale in last 6 months	25,032	46.8%	110
<b>Cameras (Adults)</b>			
Own digital point & shoot camera	16,930	31.7%	109
Own digital single-lens reflex (SLR) camera	5,505	10.3%	119
Bought any camera in last 12 months	3,229	6.0%	106
Printed digital photos in last 12 months	1,581	3.0%	101
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	20,802	38.9%	108
Have a smartphone	36,336	68.0%	116
Have a smartphone: Android phone (any brand)	16,311	30.5%	113
Have a smartphone: Apple iPhone	16,754	31.4%	121
Number of cell phones in household: 1	9,825	31.5%	98
Number of cell phones in household: 2	12,582	40.3%	108
Number of cell phones in household: 3+	7,630	24.4%	96
HH has cell phone only (no landline telephone)	15,011	48.1%	115
<b>Computers (Households)</b>			
HH owns a computer	25,678	82.2%	107
HH owns desktop computer	14,491	46.4%	102
HH owns laptop/notebook	18,940	60.6%	112
HH owns any Apple/Mac brand computer	5,599	17.9%	119
HH owns any PC/non-Apple brand computer	22,259	71.3%	105
HH purchased most recent computer in a store	12,571	40.2%	107
HH purchased most recent computer online	4,939	15.8%	121
Spent <\$500 on most recent home computer	4,578	14.7%	101
Spent \$500-\$999 on most recent home computer	6,361	20.4%	107
Spent \$1,000-\$1,499 on most recent home computer	3,722	11.9%	126
Spent \$1,500-\$1,999 on most recent home computer	1,603	5.1%	113
Spent \$2,000+ on most recent home computer	1,284	4.1%	105

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 mos	28,976	54.2%	107
Bought brewed coffee at convenience store in last 30 days	7,766	14.5%	93
Bought cigarettes at convenience store in last 30 days	6,051	11.3%	91
Bought gas at convenience store in last 30 days	18,432	34.5%	104
Spent at convenience store in last 30 days: <\$20	4,770	8.9%	110
Spent at convenience store in last 30 days: \$20-\$39	5,113	9.6%	106
Spent at convenience store in last 30 days: \$40-\$50	4,459	8.3%	109
Spent at convenience store in last 30 days: \$51-\$99	2,490	4.7%	105
Spent at convenience store in last 30 days: \$100+	11,767	22.0%	96
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	34,614	64.8%	109
Went to live theater in last 12 months	8,282	15.5%	119
Went to a bar/night club in last 12 months	11,105	20.8%	124
Dined out in last 12 months	27,152	50.8%	113
Gambled at a casino in last 12 months	7,814	14.6%	107
Visited a theme park in last 12 months	9,731	18.2%	103
Viewed movie (video-on-demand) in last 30 days	10,912	20.4%	120
Viewed TV show (video-on-demand) in last 30 days	8,029	15.0%	116
Watched any pay-per-view TV in last 12 months	7,240	13.5%	103
Downloaded a movie over the Internet in last 30 days	4,934	9.2%	129
Downloaded any individual song in last 6 months	13,056	24.4%	120
Watched a movie online in the last 30 days	10,426	19.5%	122
Watched a TV program online in last 30 days	10,066	18.8%	126
Played a video/electronic game (console) in last 12 months	5,824	10.9%	104
Played a video/electronic game (portable) in last 12 months	2,457	4.6%	101
<b>Financial (Adults)</b>			
Have home mortgage (1st)	18,125	33.9%	109
Used ATM/cash machine in last 12 months	30,004	56.2%	114
Own any stock	4,853	9.1%	119
Own U.S. savings bond	2,942	5.5%	104
Own shares in mutual fund (stock)	4,368	8.2%	113
Own shares in mutual fund (bonds)	2,962	5.5%	114
Have interest checking account	16,629	31.1%	110
Have non-interest checking account	16,311	30.5%	108
Have savings account	32,447	60.7%	112
Have 401K retirement savings plan	9,347	17.5%	120
Own/used any credit/debit card in last 12 months	42,567	79.7%	107
Avg monthly credit card expenditures: <\$111	6,641	12.4%	107
Avg monthly credit card expenditures: \$111-\$225	4,033	7.5%	110
Avg monthly credit card expenditures: \$226-\$450	3,406	6.4%	101
Avg monthly credit card expenditures: \$451-\$700	3,143	5.9%	110
Avg monthly credit card expenditures: \$701-\$1,000	2,657	5.0%	115
Avg monthly credit card expenditures: \$1,001+	5,961	11.2%	123
Did banking online in last 12 months	23,659	44.3%	124
Did banking on mobile device in last 12 months	10,148	19.0%	136
Paid bills online in last 12 months	27,622	51.7%	120

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	21,380	68.4%	98
Used bread in last 6 months	29,555	94.6%	101
Used chicken (fresh or frozen) in last 6 months	21,339	68.3%	99
Used turkey (fresh or frozen) in last 6 months	4,817	15.4%	97
Used fish/seafood (fresh or frozen) in last 6 months	17,023	54.5%	100
Used fresh fruit/vegetables in last 6 months	27,083	86.7%	101
Used fresh milk in last 6 months	27,409	87.8%	100
Used organic food in last 6 months	6,500	20.8%	106
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	16,837	31.5%	111
Exercise at club 2+ times per week	8,941	16.7%	129
Visited a doctor in last 12 months	41,366	77.4%	102
Used vitamin/dietary supplement in last 6 months	29,107	54.5%	103
<b>Home (Households)</b>			
Any home improvement in last 12 months	7,840	25.1%	94
Used housekeeper/maid/professional HH cleaning service in last 12	4,430	14.2%	108
Purchased low ticket HH furnishings in last 12 months	5,790	18.5%	115
Purchased big ticket HH furnishings in last 12 months	7,316	23.4%	112
Bought any small kitchen appliance in last 12 months	7,623	24.4%	110
Bought any large kitchen appliance in last 12 months	3,880	12.4%	98
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	23,969	44.9%	105
Carry medical/hospital/accident insurance	36,875	69.0%	105
Carry homeowner insurance	25,205	47.2%	100
Carry renter's insurance	6,857	12.8%	158
Have auto insurance: 1 vehicle in household covered	10,372	33.2%	108
Have auto insurance: 2 vehicles in household covered	9,850	31.5%	111
Have auto insurance: 3+ vehicles in household covered	6,219	19.9%	91
<b>Pets (Households)</b>			
Household owns any pet	15,818	50.6%	94
Household owns any cat	6,457	20.7%	92
Household owns any dog	11,498	36.8%	90
<b>Psychographics (Adults)</b>			
Buying American is important to me	21,713	40.6%	96
Usually buy items on credit rather than wait	6,393	12.0%	102
Usually buy based on quality - not price	9,608	18.0%	100
Price is usually more important than brand name	13,810	25.8%	98
Usually use coupons for brands I buy often	10,205	19.1%	101
Am interested in how to help the environment	8,868	16.6%	102
Usually pay more for environ safe product	6,886	12.9%	101
Usually value green products over convenience	5,359	10.0%	95
Likely to buy a brand that supports a charity	17,777	33.3%	95
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	8,817	16.5%	125
Bought hardcover book in last 12 months	12,747	23.9%	114
Bought paperback book in last 12 month	18,134	33.9%	108
Read any daily newspaper (paper version)	13,334	25.0%	95
Read any digital newspaper in last 30 days	21,448	40.1%	121
Read any magazine (paper/electronic version) in last 6 months	49,519	92.7%	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

13905 N May Ave, Oklahoma City, Oklahoma, 73134  
 Ring: 3 mile radius

Prepared by Esri  
 Latitude: 35.61185  
 Longitude: -97.56730

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	42,393	79.3%	106
Went to family restaurant/steak house: 4+ times a month	16,345	30.6%	111
Went to fast food/drive-in restaurant in last 6 months	48,704	91.1%	101
Went to fast food/drive-in restaurant 9+ times/mo	22,660	42.4%	107
Fast food/drive-in last 6 months: eat in	20,313	38.0%	105
Fast food/drive-in last 6 months: home delivery	4,887	9.1%	119
Fast food/drive-in last 6 months: take-out/drive-thru	27,235	51.0%	110
Fast food/drive-in last 6 months: take-out/walk-in	11,238	21.0%	108
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any e-reader/tablet	21,487	40.2%	127
Own e-reader/tablet: iPad	10,753	20.1%	131
Own any portable MP3 player	18,531	34.7%	113
HH owns 1 TV	7,041	22.5%	110
HH owns 2 TVs	8,331	26.7%	103
HH owns 3 TVs	6,338	20.3%	95
HH owns 4+ TVs	5,609	18.0%	95
HH subscribes to cable TV	16,871	54.0%	109
HH subscribes to fiber optic	3,137	10.0%	132
HH has satellite dish	5,765	18.5%	73
HH owns DVD/Blu-ray player	19,411	62.1%	103
HH owns camcorder	4,462	14.3%	102
HH owns portable GPS navigation device	9,074	29.1%	106
HH purchased video game system in last 12 mos	2,368	7.6%	96
HH owns Internet video device for TV	2,592	8.3%	118
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	30,343	56.8%	113
Took 3+ domestic non-business trips in last 12 months	6,468	12.1%	109
Spent on domestic vacations in last 12 months: <\$1,000	6,075	11.4%	106
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	3,821	7.2%	123
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	2,268	4.2%	119
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	2,182	4.1%	105
Spent on domestic vacations in last 12 months: \$3,000+	3,393	6.4%	115
Domestic travel in the 12 months: used general travel website	4,097	7.7%	113
Foreign travel in last 3 years	15,270	28.6%	118
Took 3+ foreign trips by plane in last 3 years	2,986	5.6%	124
Spent on foreign vacations in last 12 months: <\$1,000	2,556	4.8%	115
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	2,140	4.0%	123
Spent on foreign vacations in last 12 months: \$3,000+	3,152	5.9%	119
Foreign travel in last 3 years: used general travel website	3,487	6.5%	117
Nights spent in hotel/motel in last 12 months: any	25,235	47.2%	116
Took cruise of more than one day in last 3 years	5,159	9.7%	115
Member of any frequent flyer program	11,808	22.1%	135
Member of any hotel rewards program	9,673	18.1%	128

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# Retail Market Potential

13905 N May Ave, Oklahoma City, Oklahoma, 73134  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 35.61185  
 Longitude: -97.56730

Demographic Summary		2016	2021
Population		166,652	185,249
Population 18+		127,019	141,420
Households		70,580	77,908
Median Household Income		\$61,849	\$68,929

  

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	61,153	48.1%	102
Bought any women's clothing in last 12 months	58,134	45.8%	104
Bought clothing for child <13 years in last 6 months	35,149	27.7%	100
Bought any shoes in last 12 months	71,684	56.4%	105
Bought costume jewelry in last 12 months	26,289	20.7%	106
Bought any fine jewelry in last 12 months	24,101	19.0%	103
Bought a watch in last 12 months	15,620	12.3%	112
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	62,823	89.0%	104
HH bought/leased new vehicle last 12 mo	7,541	10.7%	114
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	112,665	88.7%	104
Bought/changed motor oil in last 12 months	61,435	48.4%	98
Had tune-up in last 12 months	40,496	31.9%	106
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	83,857	66.0%	101
Drank regular cola in last 6 months	55,287	43.5%	97
Drank beer/ale in last 6 months	58,743	46.2%	109
<b>Cameras (Adults)</b>			
Own digital point & shoot camera	40,439	31.8%	109
Own digital single-lens reflex (SLR) camera	13,422	10.6%	122
Bought any camera in last 12 months	7,717	6.1%	107
Printed digital photos in last 12 months	3,646	2.9%	98
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	48,573	38.2%	106
Have a smartphone	83,901	66.1%	112
Have a smartphone: Android phone (any brand)	37,443	29.5%	109
Have a smartphone: Apple iPhone	38,713	30.5%	118
Number of cell phones in household: 1	21,557	30.5%	95
Number of cell phones in household: 2	27,949	39.6%	106
Number of cell phones in household: 3+	18,419	26.1%	102
HH has cell phone only (no landline telephone)	31,929	45.2%	108
<b>Computers (Households)</b>			
HH owns a computer	58,135	82.4%	107
HH owns desktop computer	33,828	47.9%	106
HH owns laptop/notebook	42,353	60.0%	111
HH owns any Apple/Mac brand computer	12,538	17.8%	118
HH owns any PC/non-Apple brand computer	50,675	71.8%	106
HH purchased most recent computer in a store	28,741	40.7%	108
HH purchased most recent computer online	10,858	15.4%	118
Spent <\$500 on most recent home computer	10,404	14.7%	102
Spent \$500-\$999 on most recent home computer	14,524	20.6%	108
Spent \$1,000-\$1,499 on most recent home computer	8,145	11.5%	122
Spent \$1,500-\$1,999 on most recent home computer	3,726	5.3%	116
Spent \$2,000+ on most recent home computer	3,181	4.5%	115

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# Retail Market Potential

13905 N May Ave, Oklahoma City, Oklahoma, 73134  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 35.61185  
 Longitude: -97.56730

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 mos	68,596	54.0%	106
Bought brewed coffee at convenience store in last 30 days	19,311	15.2%	97
Bought cigarettes at convenience store in last 30 days	14,550	11.5%	92
Bought gas at convenience store in last 30 days	43,607	34.3%	104
Spent at convenience store in last 30 days: <\$20	11,580	9.1%	113
Spent at convenience store in last 30 days: \$20-\$39	11,974	9.4%	104
Spent at convenience store in last 30 days: \$40-\$50	10,142	8.0%	105
Spent at convenience store in last 30 days: \$51-\$99	5,653	4.5%	101
Spent at convenience store in last 30 days: \$100+	28,376	22.3%	97
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	81,711	64.3%	108
Went to live theater in last 12 months	19,444	15.3%	118
Went to a bar/night club in last 12 months	25,225	19.9%	119
Dined out in last 12 months	64,273	50.6%	113
Gambled at a casino in last 12 months	18,212	14.3%	105
Visited a theme park in last 12 months	23,682	18.6%	106
Viewed movie (video-on-demand) in last 30 days	25,814	20.3%	120
Viewed TV show (video-on-demand) in last 30 days	19,457	15.3%	119
Watched any pay-per-view TV in last 12 months	17,463	13.7%	105
Downloaded a movie over the Internet in last 30 days	11,060	8.7%	121
Downloaded any individual song in last 6 months	30,344	23.9%	117
Watched a movie online in the last 30 days	23,416	18.4%	115
Watched a TV program online in last 30 days	22,677	17.9%	119
Played a video/electronic game (console) in last 12 months	13,659	10.8%	103
Played a video/electronic game (portable) in last 12 months	6,014	4.7%	104
<b>Financial (Adults)</b>			
Have home mortgage (1st)	44,751	35.2%	113
Used ATM/cash machine in last 12 months	69,712	54.9%	112
Own any stock	11,751	9.3%	121
Own U.S. savings bond	7,397	5.8%	110
Own shares in mutual fund (stock)	11,020	8.7%	120
Own shares in mutual fund (bonds)	7,290	5.7%	118
Have interest checking account	39,877	31.4%	111
Have non-interest checking account	38,596	30.4%	107
Have savings account	75,886	59.7%	111
Have 401K retirement savings plan	22,112	17.4%	120
Own/used any credit/debit card in last 12 months	100,760	79.3%	106
Avg monthly credit card expenditures: <\$111	15,209	12.0%	103
Avg monthly credit card expenditures: \$111-\$225	9,173	7.2%	105
Avg monthly credit card expenditures: \$226-\$450	8,629	6.8%	107
Avg monthly credit card expenditures: \$451-\$700	7,495	5.9%	111
Avg monthly credit card expenditures: \$701-\$1,000	6,334	5.0%	116
Avg monthly credit card expenditures: \$1,001+	14,548	11.5%	126
Did banking online in last 12 months	54,660	43.0%	121
Did banking on mobile device in last 12 months	22,481	17.7%	126
Paid bills online in last 12 months	64,130	50.5%	117

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# Retail Market Potential

13905 N May Ave, Oklahoma City, Oklahoma, 73134  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 35.61185  
 Longitude: -97.56730

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	48,866	69.2%	100
Used bread in last 6 months	66,688	94.5%	101
Used chicken (fresh or frozen) in last 6 months	48,847	69.2%	100
Used turkey (fresh or frozen) in last 6 months	11,157	15.8%	100
Used fish/seafood (fresh or frozen) in last 6 months	38,711	54.8%	100
Used fresh fruit/vegetables in last 6 months	61,248	86.8%	101
Used fresh milk in last 6 months	62,114	88.0%	100
Used organic food in last 6 months	14,864	21.1%	107
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	39,794	31.3%	110
Exercise at club 2+ times per week	20,739	16.3%	125
Visited a doctor in last 12 months	98,928	77.9%	103
Used vitamin/dietary supplement in last 6 months	69,385	54.6%	103
<b>Home (Households)</b>			
Any home improvement in last 12 months	19,190	27.2%	101
Used housekeeper/maid/professional HH cleaning service in last 12	10,241	14.5%	110
Purchased low ticket HH furnishings in last 12 months	12,900	18.3%	114
Purchased big ticket HH furnishings in last 12 months	16,232	23.0%	110
Bought any small kitchen appliance in last 12 months	16,814	23.8%	107
Bought any large kitchen appliance in last 12 months	9,155	13.0%	102
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	57,865	45.6%	107
Carry medical/hospital/accident insurance	87,442	68.8%	105
Carry homeowner insurance	63,091	49.7%	106
Carry renter's insurance	13,862	10.9%	134
Have auto insurance: 1 vehicle in household covered	22,221	31.5%	102
Have auto insurance: 2 vehicles in household covered	22,053	31.2%	110
Have auto insurance: 3+ vehicles in household covered	15,217	21.6%	99
<b>Pets (Households)</b>			
Household owns any pet	37,274	52.8%	98
Household owns any cat	15,269	21.6%	96
Household owns any dog	27,476	38.9%	96
<b>Psychographics (Adults)</b>			
Buying American is important to me	51,850	40.8%	96
Usually buy items on credit rather than wait	14,736	11.6%	99
Usually buy based on quality - not price	22,345	17.6%	98
Price is usually more important than brand name	32,736	25.8%	98
Usually use coupons for brands I buy often	24,416	19.2%	102
Am interested in how to help the environment	20,508	16.1%	99
Usually pay more for environ safe product	15,979	12.6%	99
Usually value green products over convenience	12,203	9.6%	91
Likely to buy a brand that supports a charity	42,944	33.8%	97
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	20,232	15.9%	120
Bought hardcover book in last 12 months	30,333	23.9%	114
Bought paperback book in last 12 month	44,121	34.7%	111
Read any daily newspaper (paper version)	33,276	26.2%	100
Read any digital newspaper in last 30 days	49,467	38.9%	117
Read any magazine (paper/electronic version) in last 6 months	117,898	92.8%	102

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# Retail Market Potential

13905 N May Ave, Oklahoma City, Oklahoma, 73134  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 35.61185  
 Longitude: -97.56730

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	100,369	79.0%	106
Went to family restaurant/steak house: 4+ times a month	38,305	30.2%	110
Went to fast food/drive-in restaurant in last 6 months	115,871	91.2%	101
Went to fast food/drive-in restaurant 9+ times/mo	53,398	42.0%	107
Fast food/drive-in last 6 months: eat in	47,766	37.6%	103
Fast food/drive-in last 6 months: home delivery	11,158	8.8%	115
Fast food/drive-in last 6 months: take-out/drive-thru	64,123	50.5%	109
Fast food/drive-in last 6 months: take-out/walk-in	26,916	21.2%	109
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any e-reader/tablet	48,661	38.3%	121
Own e-reader/tablet: iPad	24,350	19.2%	125
Own any portable MP3 player	44,127	34.7%	113
HH owns 1 TV	14,793	21.0%	102
HH owns 2 TVs	18,244	25.8%	100
HH owns 3 TVs	15,304	21.7%	101
HH owns 4+ TVs	13,537	19.2%	102
HH subscribes to cable TV	38,131	54.0%	109
HH subscribes to fiber optic	6,919	9.8%	129
HH has satellite dish	13,602	19.3%	76
HH owns DVD/Blu-ray player	44,510	63.1%	104
HH owns camcorder	10,370	14.7%	105
HH owns portable GPS navigation device	20,979	29.7%	108
HH purchased video game system in last 12 mos	5,302	7.5%	95
HH owns Internet video device for TV	5,856	8.3%	118
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	72,437	57.0%	114
Took 3+ domestic non-business trips in last 12 months	15,902	12.5%	113
Spent on domestic vacations in last 12 months: <\$1,000	14,848	11.7%	109
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	8,730	6.9%	118
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	5,336	4.2%	118
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	5,400	4.3%	109
Spent on domestic vacations in last 12 months: \$3,000+	8,615	6.8%	123
Domestic travel in the 12 months: used general travel website	9,600	7.6%	112
Foreign travel in last 3 years	35,931	28.3%	117
Took 3+ foreign trips by plane in last 3 years	7,042	5.5%	123
Spent on foreign vacations in last 12 months: <\$1,000	6,107	4.8%	115
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	4,926	3.9%	119
Spent on foreign vacations in last 12 months: \$3,000+	7,544	5.9%	120
Foreign travel in last 3 years: used general travel website	8,164	6.4%	115
Nights spent in hotel/motel in last 12 months: any	59,557	46.9%	115
Took cruise of more than one day in last 3 years	12,580	9.9%	118
Member of any frequent flyer program	27,576	21.7%	133
Member of any hotel rewards program	22,884	18.0%	128

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