



Retail Market Potential

1141 E 2nd St, Edmond, Oklahoma, 73034
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 35.65278
 Longitude: -97.46471

Demographic Summary		2016	2021
Population		13,442	14,417
Population 18+		11,324	12,192
Households		5,657	6,085
Median Household Income		\$38,594	\$39,226

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	5,508	48.6%	103
Bought any women's clothing in last 12 months	5,012	44.3%	101
Bought clothing for child <13 years in last 6 months	2,403	21.2%	77
Bought any shoes in last 12 months	6,791	60.0%	111
Bought costume jewelry in last 12 months	2,363	20.9%	107
Bought any fine jewelry in last 12 months	2,049	18.1%	99
Bought a watch in last 12 months	1,215	10.7%	97
Automobiles (Households)			
HH owns/leases any vehicle	4,874	86.2%	101
HH bought/leased new vehicle last 12 mo	403	7.1%	76
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	9,580	84.6%	99
Bought/changed motor oil in last 12 months	5,083	44.9%	91
Had tune-up in last 12 months	3,709	32.8%	109
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	7,149	63.1%	96
Drank regular cola in last 6 months	4,987	44.0%	98
Drank beer/ale in last 6 months	5,149	45.5%	107
Cameras (Adults)			
Own digital point & shoot camera	3,455	30.5%	105
Own digital single-lens reflex (SLR) camera	1,252	11.1%	128
Bought any camera in last 12 months	661	5.8%	102
Printed digital photos in last 12 months	316	2.8%	95
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	4,897	43.2%	120
Have a smartphone	7,963	70.3%	120
Have a smartphone: Android phone (any brand)	3,790	33.5%	124
Have a smartphone: Apple iPhone	3,740	33.0%	128
Number of cell phones in household: 1	2,051	36.3%	113
Number of cell phones in household: 2	2,378	42.0%	112
Number of cell phones in household: 3+	1,074	19.0%	75
HH has cell phone only (no landline telephone)	3,872	68.4%	163
Computers (Households)			
HH owns a computer	4,841	85.6%	111
HH owns desktop computer	2,302	40.7%	90
HH owns laptop/notebook	3,733	66.0%	122
HH owns any Apple/Mac brand computer	1,152	20.4%	135
HH owns any PC/non-Apple brand computer	4,082	72.2%	106
HH purchased most recent computer in a store	2,312	40.9%	109
HH purchased most recent computer online	1,030	18.2%	139
Spent <\$500 on most recent home computer	1,074	19.0%	131
Spent \$500-\$999 on most recent home computer	1,121	19.8%	104
Spent \$1,000-\$1,499 on most recent home computer	716	12.7%	134
Spent \$1,500-\$1,999 on most recent home computer	283	5.0%	110
Spent \$2,000+ on most recent home computer	169	3.0%	76

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

1141 E 2nd St, Edmond, Oklahoma, 73034
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 35.65278
 Longitude: -97.46471

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	6,135	54.2%	107
Bought brewed coffee at convenience store in last 30 days	1,418	12.5%	80
Bought cigarettes at convenience store in last 30 days	1,239	10.9%	87
Bought gas at convenience store in last 30 days	4,309	38.1%	115
Spent at convenience store in last 30 days: <\$20	902	8.0%	98
Spent at convenience store in last 30 days: \$20-\$39	1,243	11.0%	121
Spent at convenience store in last 30 days: \$40-\$50	843	7.4%	98
Spent at convenience store in last 30 days: \$51-\$99	711	6.3%	142
Spent at convenience store in last 30 days: \$100+	2,452	21.7%	94
Entertainment (Adults)			
Attended a movie in last 6 months	8,014	70.8%	119
Went to live theater in last 12 months	2,069	18.3%	141
Went to a bar/night club in last 12 months	2,447	21.6%	129
Dined out in last 12 months	5,516	48.7%	109
Gambled at a casino in last 12 months	944	8.3%	61
Visited a theme park in last 12 months	2,054	18.1%	103
Viewed movie (video-on-demand) in last 30 days	1,460	12.9%	76
Viewed TV show (video-on-demand) in last 30 days	1,430	12.6%	98
Watched any pay-per-view TV in last 12 months	777	6.9%	52
Downloaded a movie over the Internet in last 30 days	1,471	13.0%	181
Downloaded any individual song in last 6 months	3,240	28.6%	140
Watched a movie online in the last 30 days	3,715	32.8%	205
Watched a TV program online in last 30 days	3,583	31.6%	212
Played a video/electronic game (console) in last 12 months	1,905	16.8%	161
Played a video/electronic game (portable) in last 12 months	716	6.3%	139
Financial (Adults)			
Have home mortgage (1st)	2,452	21.7%	70
Used ATM/cash machine in last 12 months	6,759	59.7%	122
Own any stock	742	6.6%	86
Own U.S. savings bond	728	6.4%	121
Own shares in mutual fund (stock)	659	5.8%	80
Own shares in mutual fund (bonds)	429	3.8%	78
Have interest checking account	2,988	26.4%	94
Have non-interest checking account	3,599	31.8%	112
Have savings account	7,300	64.5%	119
Have 401K retirement savings plan	1,659	14.7%	101
Own/used any credit/debit card in last 12 months	9,276	81.9%	110
Avg monthly credit card expenditures: <\$111	1,931	17.1%	147
Avg monthly credit card expenditures: \$111-\$225	973	8.6%	125
Avg monthly credit card expenditures: \$226-\$450	563	5.0%	79
Avg monthly credit card expenditures: \$451-\$700	626	5.5%	104
Avg monthly credit card expenditures: \$701-\$1,000	479	4.2%	98
Avg monthly credit card expenditures: \$1,001+	815	7.2%	79
Did banking online in last 12 months	5,429	47.9%	134
Did banking on mobile device in last 12 months	2,798	24.7%	176
Paid bills online in last 12 months	5,964	52.7%	122

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

1141 E 2nd St, Edmond, Oklahoma, 73034
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 35.65278
 Longitude: -97.46471

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	3,353	59.3%	85
Used bread in last 6 months	5,218	92.2%	98
Used chicken (fresh or frozen) in last 6 months	3,691	65.2%	95
Used turkey (fresh or frozen) in last 6 months	812	14.4%	91
Used fish/seafood (fresh or frozen) in last 6 months	2,849	50.4%	92
Used fresh fruit/vegetables in last 6 months	4,752	84.0%	98
Used fresh milk in last 6 months	4,836	85.5%	97
Used organic food in last 6 months	1,232	21.8%	111
Health (Adults)			
Exercise at home 2+ times per week	4,205	37.1%	131
Exercise at club 2+ times per week	1,789	15.8%	121
Visited a doctor in last 12 months	7,874	69.5%	92
Used vitamin/dietary supplement in last 6 months	5,745	50.7%	96
Home (Households)			
Any home improvement in last 12 months	1,193	21.1%	79
Used housekeeper/maid/professional HH cleaning service in last 12	625	11.0%	84
Purchased low ticket HH furnishings in last 12 months	884	15.6%	97
Purchased big ticket HH furnishings in last 12 months	1,195	21.1%	101
Bought any small kitchen appliance in last 12 months	1,239	21.9%	99
Bought any large kitchen appliance in last 12 months	552	9.8%	77
Insurance (Adults/Households)			
Currently carry life insurance	3,798	33.5%	79
Carry medical/hospital/accident insurance	6,883	60.8%	93
Carry homeowner insurance	3,423	30.2%	64
Carry renter's insurance	1,538	13.6%	167
Have auto insurance: 1 vehicle in household covered	2,018	35.7%	116
Have auto insurance: 2 vehicles in household covered	1,818	32.1%	113
Have auto insurance: 3+ vehicles in household covered	757	13.4%	61
Pets (Households)			
Household owns any pet	2,449	43.3%	81
Household owns any cat	1,117	19.7%	88
Household owns any dog	1,617	28.6%	70
Psychographics (Adults)			
Buying American is important to me	3,985	35.2%	83
Usually buy items on credit rather than wait	1,016	9.0%	76
Usually buy based on quality - not price	1,564	13.8%	77
Price is usually more important than brand name	3,108	27.4%	105
Usually use coupons for brands I buy often	1,660	14.7%	77
Am interested in how to help the environment	1,919	16.9%	104
Usually pay more for environ safe product	1,223	10.8%	85
Usually value green products over convenience	1,218	10.8%	102
Likely to buy a brand that supports a charity	3,958	35.0%	100
Reading (Adults)			
Bought digital book in last 12 months	1,978	17.5%	132
Bought hardcover book in last 12 months	3,128	27.6%	132
Bought paperback book in last 12 month	4,146	36.6%	117
Read any daily newspaper (paper version)	2,248	19.9%	76
Read any digital newspaper in last 30 days	5,293	46.7%	140
Read any magazine (paper/electronic version) in last 6 months	10,684	94.3%	104

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2016 and 2021.



Retail Market Potential

1141 E 2nd St, Edmond, Oklahoma, 73034
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 35.65278
 Longitude: -97.46471

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	8,848	78.1%	105
Went to family restaurant/steak house: 4+ times a month	2,980	26.3%	96
Went to fast food/drive-in restaurant in last 6 months	10,439	92.2%	102
Went to fast food/drive-in restaurant 9+ times/mo	4,756	42.0%	106
Fast food/drive-in last 6 months: eat in	4,640	41.0%	113
Fast food/drive-in last 6 months: home delivery	1,175	10.4%	135
Fast food/drive-in last 6 months: take-out/drive-thru	5,797	51.2%	110
Fast food/drive-in last 6 months: take-out/walk-in	3,063	27.0%	139
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	4,126	36.4%	115
Own e-reader/tablet: iPad	1,789	15.8%	103
Own any portable MP3 player	4,370	38.6%	125
HH owns 1 TV	1,583	28.0%	137
HH owns 2 TVs	1,491	26.4%	102
HH owns 3 TVs	1,039	18.4%	86
HH owns 4+ TVs	690	12.2%	65
HH subscribes to cable TV	2,962	52.4%	105
HH subscribes to fiber optic	260	4.6%	60
HH has satellite dish	645	11.4%	45
HH owns DVD/Blu-ray player	3,565	63.0%	104
HH owns camcorder	616	10.9%	78
HH owns portable GPS navigation device	1,346	23.8%	87
HH purchased video game system in last 12 mos	375	6.6%	84
HH owns Internet video device for TV	434	7.7%	109
Travel (Adults)			
Domestic travel in last 12 months	6,347	56.0%	112
Took 3+ domestic non-business trips in last 12 months	1,697	15.0%	135
Spent on domestic vacations in last 12 months: <\$1,000	1,647	14.5%	136
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	654	5.8%	99
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	441	3.9%	109
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	389	3.4%	88
Spent on domestic vacations in last 12 months: \$3,000+	496	4.4%	79
Domestic travel in the 12 months: used general travel website	638	5.6%	83
Foreign travel in last 3 years	3,368	29.7%	123
Took 3+ foreign trips by plane in last 3 years	462	4.1%	91
Spent on foreign vacations in last 12 months: <\$1,000	386	3.4%	82
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	499	4.4%	135
Spent on foreign vacations in last 12 months: \$3,000+	508	4.5%	90
Foreign travel in last 3 years: used general travel website	829	7.3%	131
Nights spent in hotel/motel in last 12 months: any	5,358	47.3%	117
Took cruise of more than one day in last 3 years	987	8.7%	104
Member of any frequent flyer program	1,592	14.1%	86
Member of any hotel rewards program	1,385	12.2%	87

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

1141 E 2nd St, Edmond, Oklahoma, 73034
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 35.65278
 Longitude: -97.46471

Demographic Summary		2016	2021
Population		75,547	82,517
Population 18+		59,057	65,145
Households		29,807	32,493
Median Household Income		\$63,850	\$71,085

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	29,307	49.6%	105
Bought any women's clothing in last 12 months	27,029	45.8%	104
Bought clothing for child <13 years in last 6 months	15,404	26.1%	95
Bought any shoes in last 12 months	34,219	57.9%	108
Bought costume jewelry in last 12 months	12,641	21.4%	110
Bought any fine jewelry in last 12 months	11,210	19.0%	104
Bought a watch in last 12 months	6,889	11.7%	106
Automobiles (Households)			
HH owns/leases any vehicle	26,600	89.2%	104
HH bought/leased new vehicle last 12 mo	3,191	10.7%	114
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	52,242	88.5%	104
Bought/changed motor oil in last 12 months	28,195	47.7%	97
Had tune-up in last 12 months	18,823	31.9%	106
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	38,828	65.7%	100
Drank regular cola in last 6 months	24,769	41.9%	93
Drank beer/ale in last 6 months	27,264	46.2%	108
Cameras (Adults)			
Own digital point & shoot camera	19,555	33.1%	114
Own digital single-lens reflex (SLR) camera	6,503	11.0%	128
Bought any camera in last 12 months	3,627	6.1%	108
Printed digital photos in last 12 months	1,733	2.9%	100
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	23,124	39.2%	108
Have a smartphone	39,325	66.6%	113
Have a smartphone: Android phone (any brand)	17,222	29.2%	108
Have a smartphone: Apple iPhone	18,919	32.0%	124
Number of cell phones in household: 1	8,858	29.7%	92
Number of cell phones in household: 2	12,085	40.5%	108
Number of cell phones in household: 3+	7,941	26.6%	105
HH has cell phone only (no landline telephone)	14,002	47.0%	112
Computers (Households)			
HH owns a computer	25,239	84.7%	110
HH owns desktop computer	14,423	48.4%	107
HH owns laptop/notebook	18,418	61.8%	114
HH owns any Apple/Mac brand computer	5,715	19.2%	128
HH owns any PC/non-Apple brand computer	21,777	73.1%	107
HH purchased most recent computer in a store	12,420	41.7%	111
HH purchased most recent computer online	4,797	16.1%	123
Spent <\$500 on most recent home computer	4,553	15.3%	105
Spent \$500-\$999 on most recent home computer	6,290	21.1%	111
Spent \$1,000-\$1,499 on most recent home computer	3,533	11.9%	125
Spent \$1,500-\$1,999 on most recent home computer	1,623	5.4%	119
Spent \$2,000+ on most recent home computer	1,326	4.4%	113

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

1141 E 2nd St, Edmond, Oklahoma, 73034
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 35.65278
 Longitude: -97.46471

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	31,982	54.2%	107
Bought brewed coffee at convenience store in last 30 days	9,029	15.3%	97
Bought cigarettes at convenience store in last 30 days	6,143	10.4%	83
Bought gas at convenience store in last 30 days	20,456	34.6%	105
Spent at convenience store in last 30 days: <\$20	5,418	9.2%	113
Spent at convenience store in last 30 days: \$20-\$39	5,826	9.9%	109
Spent at convenience store in last 30 days: \$40-\$50	4,474	7.6%	99
Spent at convenience store in last 30 days: \$51-\$99	2,856	4.8%	109
Spent at convenience store in last 30 days: \$100+	12,929	21.9%	96
Entertainment (Adults)			
Attended a movie in last 6 months	39,177	66.3%	112
Went to live theater in last 12 months	9,842	16.7%	128
Went to a bar/night club in last 12 months	11,498	19.5%	117
Dined out in last 12 months	30,544	51.7%	115
Gambled at a casino in last 12 months	7,642	12.9%	94
Visited a theme park in last 12 months	11,581	19.6%	111
Viewed movie (video-on-demand) in last 30 days	11,074	18.8%	110
Viewed TV show (video-on-demand) in last 30 days	8,898	15.1%	117
Watched any pay-per-view TV in last 12 months	7,233	12.2%	93
Downloaded a movie over the Internet in last 30 days	5,729	9.7%	135
Downloaded any individual song in last 6 months	14,765	25.0%	123
Watched a movie online in the last 30 days	12,787	21.7%	135
Watched a TV program online in last 30 days	12,434	21.1%	141
Played a video/electronic game (console) in last 12 months	7,180	12.2%	116
Played a video/electronic game (portable) in last 12 months	3,053	5.2%	114
Financial (Adults)			
Have home mortgage (1st)	19,905	33.7%	108
Used ATM/cash machine in last 12 months	33,595	56.9%	116
Own any stock	5,326	9.0%	118
Own U.S. savings bond	3,665	6.2%	117
Own shares in mutual fund (stock)	5,286	9.0%	123
Own shares in mutual fund (bonds)	3,500	5.9%	122
Have interest checking account	18,466	31.3%	111
Have non-interest checking account	18,248	30.9%	109
Have savings account	36,555	61.9%	115
Have 401K retirement savings plan	10,287	17.4%	120
Own/used any credit/debit card in last 12 months	48,083	81.4%	109
Avg monthly credit card expenditures: <\$111	7,866	13.3%	115
Avg monthly credit card expenditures: \$111-\$225	4,271	7.2%	105
Avg monthly credit card expenditures: \$226-\$450	3,833	6.5%	103
Avg monthly credit card expenditures: \$451-\$700	3,481	5.9%	111
Avg monthly credit card expenditures: \$701-\$1,000	2,878	4.9%	113
Avg monthly credit card expenditures: \$1,001+	6,703	11.4%	125
Did banking online in last 12 months	26,608	45.1%	126
Did banking on mobile device in last 12 months	11,316	19.2%	137
Paid bills online in last 12 months	30,242	51.2%	119

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2016 and 2021.



Retail Market Potential

1141 E 2nd St, Edmond, Oklahoma, 73034
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 35.65278
 Longitude: -97.46471

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	20,136	67.6%	97
Used bread in last 6 months	28,032	94.0%	100
Used chicken (fresh or frozen) in last 6 months	20,663	69.3%	100
Used turkey (fresh or frozen) in last 6 months	4,848	16.3%	103
Used fish/seafood (fresh or frozen) in last 6 months	16,226	54.4%	100
Used fresh fruit/vegetables in last 6 months	25,775	86.5%	101
Used fresh milk in last 6 months	26,162	87.8%	100
Used organic food in last 6 months	6,404	21.5%	109
Health (Adults)			
Exercise at home 2+ times per week	19,790	33.5%	118
Exercise at club 2+ times per week	9,590	16.2%	125
Visited a doctor in last 12 months	45,214	76.6%	101
Used vitamin/dietary supplement in last 6 months	32,526	55.1%	104
Home (Households)			
Any home improvement in last 12 months	8,490	28.5%	106
Used housekeeper/maid/professional HH cleaning service in last 12	4,316	14.5%	110
Purchased low ticket HH furnishings in last 12 months	5,160	17.3%	108
Purchased big ticket HH furnishings in last 12 months	6,701	22.5%	108
Bought any small kitchen appliance in last 12 months	6,900	23.1%	104
Bought any large kitchen appliance in last 12 months	3,806	12.8%	100
Insurance (Adults/Households)			
Currently carry life insurance	25,772	43.6%	102
Carry medical/hospital/accident insurance	40,099	67.9%	104
Carry homeowner insurance	28,555	48.4%	103
Carry renter's insurance	5,740	9.7%	119
Have auto insurance: 1 vehicle in household covered	8,843	29.7%	96
Have auto insurance: 2 vehicles in household covered	9,460	31.7%	111
Have auto insurance: 3+ vehicles in household covered	6,860	23.0%	105
Pets (Households)			
Household owns any pet	15,859	53.2%	99
Household owns any cat	6,644	22.3%	99
Household owns any dog	11,563	38.8%	95
Psychographics (Adults)			
Buying American is important to me	23,498	39.8%	94
Usually buy items on credit rather than wait	6,432	10.9%	93
Usually buy based on quality - not price	9,770	16.5%	92
Price is usually more important than brand name	15,391	26.1%	99
Usually use coupons for brands I buy often	10,554	17.9%	94
Am interested in how to help the environment	9,175	15.5%	95
Usually pay more for environ safe product	6,922	11.7%	92
Usually value green products over convenience	5,617	9.5%	90
Likely to buy a brand that supports a charity	20,163	34.1%	98
Reading (Adults)			
Bought digital book in last 12 months	9,967	16.9%	128
Bought hardcover book in last 12 months	14,790	25.0%	120
Bought paperback book in last 12 month	21,287	36.0%	115
Read any daily newspaper (paper version)	15,202	25.7%	98
Read any digital newspaper in last 30 days	24,154	40.9%	123
Read any magazine (paper/electronic version) in last 6 months	55,485	94.0%	104

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2016 and 2021.



Retail Market Potential

1141 E 2nd St, Edmond, Oklahoma, 73034
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 35.65278
 Longitude: -97.46471

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	46,740	79.1%	106
Went to family restaurant/steak house: 4+ times a month	17,221	29.2%	106
Went to fast food/drive-in restaurant in last 6 months	54,166	91.7%	102
Went to fast food/drive-in restaurant 9+ times/mo	24,276	41.1%	104
Fast food/drive-in last 6 months: eat in	22,945	38.9%	107
Fast food/drive-in last 6 months: home delivery	5,040	8.5%	111
Fast food/drive-in last 6 months: take-out/drive-thru	29,580	50.1%	108
Fast food/drive-in last 6 months: take-out/walk-in	13,487	22.8%	117
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	22,274	37.7%	119
Own e-reader/tablet: iPad	11,059	18.7%	122
Own any portable MP3 player	21,690	36.7%	119
HH owns 1 TV	6,145	20.6%	101
HH owns 2 TVs	7,529	25.3%	97
HH owns 3 TVs	6,528	21.9%	102
HH owns 4+ TVs	5,788	19.4%	103
HH subscribes to cable TV	15,732	52.8%	106
HH subscribes to fiber optic	2,614	8.8%	115
HH has satellite dish	5,578	18.7%	74
HH owns DVD/Blu-ray player	19,265	64.6%	107
HH owns camcorder	4,389	14.7%	105
HH owns portable GPS navigation device	9,082	30.5%	111
HH purchased video game system in last 12 mos	2,267	7.6%	96
HH owns Internet video device for TV	2,459	8.2%	117
Travel (Adults)			
Domestic travel in last 12 months	34,664	58.7%	117
Took 3+ domestic non-business trips in last 12 months	8,458	14.3%	129
Spent on domestic vacations in last 12 months: <\$1,000	7,347	12.4%	116
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	3,745	6.3%	109
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	2,480	4.2%	118
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	2,741	4.6%	119
Spent on domestic vacations in last 12 months: \$3,000+	4,077	6.9%	125
Domestic travel in the 12 months: used general travel website	4,336	7.3%	108
Foreign travel in last 3 years	17,780	30.1%	125
Took 3+ foreign trips by plane in last 3 years	3,166	5.4%	119
Spent on foreign vacations in last 12 months: <\$1,000	2,889	4.9%	117
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	2,308	3.9%	120
Spent on foreign vacations in last 12 months: \$3,000+	3,557	6.0%	121
Foreign travel in last 3 years: used general travel website	4,047	6.9%	123
Nights spent in hotel/motel in last 12 months: any	28,781	48.7%	120
Took cruise of more than one day in last 3 years	6,156	10.4%	124
Member of any frequent flyer program	12,079	20.5%	125
Member of any hotel rewards program	10,311	17.5%	124

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

1141 E 2nd St, Edmond, Oklahoma, 73034
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 35.65278
 Longitude: -97.46471

Demographic Summary		2016	2021
Population		123,189	136,944
Population 18+		94,009	105,500
Households		46,672	51,641
Median Household Income		\$76,734	\$83,318

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	47,026	50.0%	106
Bought any women's clothing in last 12 months	43,654	46.4%	106
Bought clothing for child <13 years in last 6 months	25,865	27.5%	100
Bought any shoes in last 12 months	54,910	58.4%	108
Bought costume jewelry in last 12 months	20,510	21.8%	112
Bought any fine jewelry in last 12 months	18,081	19.2%	105
Bought a watch in last 12 months	11,370	12.1%	110
Automobiles (Households)			
HH owns/leases any vehicle	42,339	90.7%	106
HH bought/leased new vehicle last 12 mo	5,687	12.2%	130
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	84,730	90.1%	106
Bought/changed motor oil in last 12 months	45,182	48.1%	98
Had tune-up in last 12 months	30,336	32.3%	107
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	62,757	66.8%	102
Drank regular cola in last 6 months	38,453	40.9%	91
Drank beer/ale in last 6 months	43,918	46.7%	110
Cameras (Adults)			
Own digital point & shoot camera	32,631	34.7%	119
Own digital single-lens reflex (SLR) camera	10,983	11.7%	135
Bought any camera in last 12 months	5,904	6.3%	110
Printed digital photos in last 12 months	2,780	3.0%	101
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	36,429	38.8%	107
Have a smartphone	63,967	68.0%	116
Have a smartphone: Android phone (any brand)	26,245	27.9%	104
Have a smartphone: Apple iPhone	32,351	34.4%	133
Number of cell phones in household: 1	12,267	26.3%	82
Number of cell phones in household: 2	19,074	40.9%	109
Number of cell phones in household: 3+	14,062	30.1%	118
HH has cell phone only (no landline telephone)	19,365	41.5%	99
Computers (Households)			
HH owns a computer	40,300	86.3%	112
HH owns desktop computer	24,025	51.5%	114
HH owns laptop/notebook	29,271	62.7%	116
HH owns any Apple/Mac brand computer	9,514	20.4%	136
HH owns any PC/non-Apple brand computer	34,777	74.5%	110
HH purchased most recent computer in a store	20,092	43.0%	114
HH purchased most recent computer online	7,741	16.6%	127
Spent <\$500 on most recent home computer	6,907	14.8%	102
Spent \$500-\$999 on most recent home computer	10,185	21.8%	114
Spent \$1,000-\$1,499 on most recent home computer	5,813	12.5%	132
Spent \$1,500-\$1,999 on most recent home computer	2,714	5.8%	128
Spent \$2,000+ on most recent home computer	2,321	5.0%	127

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

1141 E 2nd St, Edmond, Oklahoma, 73034
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 35.65278
 Longitude: -97.46471

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	51,290	54.6%	108
Bought brewed coffee at convenience store in last 30 days	14,573	15.5%	99
Bought cigarettes at convenience store in last 30 days	9,111	9.7%	77
Bought gas at convenience store in last 30 days	32,034	34.1%	103
Spent at convenience store in last 30 days: <\$20	8,963	9.5%	118
Spent at convenience store in last 30 days: \$20-\$39	9,256	9.8%	109
Spent at convenience store in last 30 days: \$40-\$50	7,147	7.6%	100
Spent at convenience store in last 30 days: \$51-\$99	4,300	4.6%	103
Spent at convenience store in last 30 days: \$100+	20,271	21.6%	94
Entertainment (Adults)			
Attended a movie in last 6 months	62,845	66.8%	112
Went to live theater in last 12 months	15,951	17.0%	131
Went to a bar/night club in last 12 months	18,241	19.4%	116
Dined out in last 12 months	50,268	53.5%	119
Gambled at a casino in last 12 months	13,203	14.0%	102
Visited a theme park in last 12 months	19,465	20.7%	118
Viewed movie (video-on-demand) in last 30 days	19,587	20.8%	123
Viewed TV show (video-on-demand) in last 30 days	15,248	16.2%	126
Watched any pay-per-view TV in last 12 months	12,787	13.6%	103
Downloaded a movie over the Internet in last 30 days	8,668	9.2%	128
Downloaded any individual song in last 6 months	23,677	25.2%	123
Watched a movie online in the last 30 days	18,712	19.9%	125
Watched a TV program online in last 30 days	18,612	19.8%	132
Played a video/electronic game (console) in last 12 months	10,649	11.3%	108
Played a video/electronic game (portable) in last 12 months	4,564	4.9%	107
Financial (Adults)			
Have home mortgage (1st)	35,683	38.0%	122
Used ATM/cash machine in last 12 months	54,285	57.7%	118
Own any stock	9,621	10.2%	134
Own U.S. savings bond	6,226	6.6%	125
Own shares in mutual fund (stock)	9,515	10.1%	139
Own shares in mutual fund (bonds)	6,423	6.8%	141
Have interest checking account	31,570	33.6%	119
Have non-interest checking account	29,171	31.0%	110
Have savings account	59,269	63.0%	117
Have 401K retirement savings plan	17,907	19.0%	131
Own/used any credit/debit card in last 12 months	77,632	82.6%	111
Avg monthly credit card expenditures: <\$111	11,928	12.7%	109
Avg monthly credit card expenditures: \$111-\$225	6,773	7.2%	105
Avg monthly credit card expenditures: \$226-\$450	6,473	6.9%	109
Avg monthly credit card expenditures: \$451-\$700	5,977	6.4%	119
Avg monthly credit card expenditures: \$701-\$1,000	5,026	5.3%	124
Avg monthly credit card expenditures: \$1,001+	12,418	13.2%	146
Did banking online in last 12 months	43,488	46.3%	130
Did banking on mobile device in last 12 months	17,859	19.0%	136
Paid bills online in last 12 months	49,216	52.4%	122

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

1141 E 2nd St, Edmond, Oklahoma, 73034
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 35.65278
 Longitude: -97.46471

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	32,424	69.5%	100
Used bread in last 6 months	44,059	94.4%	100
Used chicken (fresh or frozen) in last 6 months	33,095	70.9%	103
Used turkey (fresh or frozen) in last 6 months	7,846	16.8%	106
Used fish/seafood (fresh or frozen) in last 6 months	25,973	55.7%	102
Used fresh fruit/vegetables in last 6 months	40,871	87.6%	102
Used fresh milk in last 6 months	41,420	88.7%	101
Used organic food in last 6 months	10,308	22.1%	112
Health (Adults)			
Exercise at home 2+ times per week	32,183	34.2%	121
Exercise at club 2+ times per week	16,381	17.4%	134
Visited a doctor in last 12 months	73,950	78.7%	104
Used vitamin/dietary supplement in last 6 months	53,096	56.5%	107
Home (Households)			
Any home improvement in last 12 months	14,510	31.1%	116
Used housekeeper/maid/professional HH cleaning service in last 12	7,606	16.3%	124
Purchased low ticket HH furnishings in last 12 months	8,483	18.2%	113
Purchased big ticket HH furnishings in last 12 months	10,846	23.2%	111
Bought any small kitchen appliance in last 12 months	11,106	23.8%	107
Bought any large kitchen appliance in last 12 months	6,452	13.8%	109
Insurance (Adults/Households)			
Currently carry life insurance	43,992	46.8%	110
Carry medical/hospital/accident insurance	65,673	69.9%	107
Carry homeowner insurance	49,951	53.1%	113
Carry renter's insurance	8,609	9.2%	112
Have auto insurance: 1 vehicle in household covered	12,454	26.7%	87
Have auto insurance: 2 vehicles in household covered	15,640	33.5%	118
Have auto insurance: 3+ vehicles in household covered	12,184	26.1%	120
Pets (Households)			
Household owns any pet	26,094	55.9%	104
Household owns any cat	10,477	22.4%	100
Household owns any dog	19,537	41.9%	103
Psychographics (Adults)			
Buying American is important to me	37,801	40.2%	95
Usually buy items on credit rather than wait	10,420	11.1%	94
Usually buy based on quality - not price	16,026	17.0%	95
Price is usually more important than brand name	23,893	25.4%	97
Usually use coupons for brands I buy often	17,148	18.2%	96
Am interested in how to help the environment	14,293	15.2%	93
Usually pay more for environ safe product	10,964	11.7%	91
Usually value green products over convenience	8,568	9.1%	87
Likely to buy a brand that supports a charity	32,012	34.1%	98
Reading (Adults)			
Bought digital book in last 12 months	16,711	17.8%	134
Bought hardcover book in last 12 months	23,788	25.3%	121
Bought paperback book in last 12 month	34,402	36.6%	117
Read any daily newspaper (paper version)	24,926	26.5%	101
Read any digital newspaper in last 30 days	39,002	41.5%	125
Read any magazine (paper/electronic version) in last 6 months	88,632	94.3%	104

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2016 and 2021.



Retail Market Potential

1141 E 2nd St, Edmond, Oklahoma, 73034
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 35.65278
 Longitude: -97.46471

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	75,483	80.3%	108
Went to family restaurant/steak house: 4+ times a month	28,409	30.2%	110
Went to fast food/drive-in restaurant in last 6 months	86,217	91.7%	102
Went to fast food/drive-in restaurant 9+ times/mo	38,890	41.4%	105
Fast food/drive-in last 6 months: eat in	36,831	39.2%	108
Fast food/drive-in last 6 months: home delivery	7,689	8.2%	107
Fast food/drive-in last 6 months: take-out/drive-thru	47,685	50.7%	109
Fast food/drive-in last 6 months: take-out/walk-in	21,041	22.4%	115
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	37,784	40.2%	127
Own e-reader/tablet: iPad	19,706	21.0%	137
Own any portable MP3 player	35,580	37.8%	123
HH owns 1 TV	8,475	18.2%	89
HH owns 2 TVs	11,620	24.9%	96
HH owns 3 TVs	10,649	22.8%	107
HH owns 4+ TVs	10,307	22.1%	117
HH subscribes to cable TV	24,404	52.3%	105
HH subscribes to fiber optic	4,846	10.4%	136
HH has satellite dish	9,815	21.0%	83
HH owns DVD/Blu-ray player	30,853	66.1%	109
HH owns camcorder	7,881	16.9%	121
HH owns portable GPS navigation device	15,365	32.9%	120
HH purchased video game system in last 12 mos	3,689	7.9%	100
HH owns Internet video device for TV	4,220	9.0%	128
Travel (Adults)			
Domestic travel in last 12 months	57,799	61.5%	123
Took 3+ domestic non-business trips in last 12 months	14,139	15.0%	135
Spent on domestic vacations in last 12 months: <\$1,000	11,654	12.4%	116
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	6,544	7.0%	119
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	4,262	4.5%	127
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	4,900	5.2%	134
Spent on domestic vacations in last 12 months: \$3,000+	7,583	8.1%	146
Domestic travel in the 12 months: used general travel website	7,771	8.3%	122
Foreign travel in last 3 years	29,983	31.9%	132
Took 3+ foreign trips by plane in last 3 years	5,722	6.1%	135
Spent on foreign vacations in last 12 months: <\$1,000	5,001	5.3%	128
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	3,825	4.1%	125
Spent on foreign vacations in last 12 months: \$3,000+	6,501	6.9%	139
Foreign travel in last 3 years: used general travel website	6,968	7.4%	133
Nights spent in hotel/motel in last 12 months: any	48,013	51.1%	126
Took cruise of more than one day in last 3 years	10,866	11.6%	138
Member of any frequent flyer program	22,302	23.7%	145
Member of any hotel rewards program	18,898	20.1%	142

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.