



# Retail Market Potential

Mount Rainier city, MD (2454275)  
Place

Demographic Summary	2015	2020
Population	8,115	8,260
Population 18+	6,208	6,340
Households	3,326	3,361
Median Household Income	\$45,347	\$51,256

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	2,926	47.1%	98
Bought any women's clothing in last 12 months	2,541	40.9%	91
Bought clothing for child <13 years in last 6 months	1,801	29.0%	103
Bought any shoes in last 12 months	3,247	52.3%	96
Bought costume jewelry in last 12 months	1,106	17.8%	89
Bought any fine jewelry in last 12 months	1,170	18.8%	97
Bought a watch in last 12 months	651	10.5%	91
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	2,653	79.8%	94
HH bought/leased new vehicle last 12 mo	231	6.9%	80
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	4,876	78.5%	92
Bought/changed motor oil in last 12 months	2,801	45.1%	91
Had tune-up in last 12 months	1,940	31.3%	103
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	4,131	66.5%	102
Drank regular cola in last 6 months	3,054	49.2%	107
Drank beer/ale in last 6 months	2,696	43.4%	103
<b>Cameras (Adults)</b>			
Own digital point & shoot camera	1,717	27.7%	86
Own digital single-lens reflex (SLR) camera	471	7.6%	88
Bought any camera in last 12 months	419	6.7%	93
Bought memory card for camera in last 12 months	268	4.3%	75
Printed digital photos in last 12 months	137	2.2%	65
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	2,218	35.7%	98
Have a smartphone	3,276	52.8%	108
Have an iPhone	1,056	17.0%	91
Number of cell phones in household: 1	1,243	37.4%	116
Number of cell phones in household: 2	1,237	37.2%	101
Number of cell phones in household: 3+	664	20.0%	79
HH has cell phone only (no landline telephone)	1,749	52.6%	139
<b>Computers (Households)</b>			
HH owns a computer	2,389	71.8%	94
HH owns desktop computer	1,308	39.3%	81
HH owns laptop/notebook	1,659	49.9%	98
Spent <\$500 on most recent home computer	476	14.3%	102
Spent \$500-\$999 on most recent home computer	518	15.6%	77
Spent \$1,000-\$1,499 on most recent home computer	306	9.2%	92
Spent \$1,500-\$1,999 on most recent home computer	122	3.7%	80
Spent \$2,000+ on most recent home computer	111	3.3%	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 2015 and 2020.



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<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 mos	3,633	58.5%	97
Bought brewed coffee at convenience store in last 30 days	894	14.4%	94
Bought cigarettes at convenience store in last 30 days	812	13.1%	100
Bought gas at convenience store in last 30 days	1,636	26.4%	79
Spent at convenience store in last 30 days: <\$20	547	8.8%	107
Spent at convenience store in last 30 days: \$20-\$39	534	8.6%	94
Spent at convenience store in last 30 days: \$40-\$50	512	8.2%	108
Spent at convenience store in last 30 days: \$51-\$99	223	3.6%	79
Spent at convenience store in last 30 days: \$100+	1,258	20.3%	88
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	3,705	59.7%	99
Went to live theater in last 12 months	756	12.2%	97
Went to a bar/night club in last 12 months	1,150	18.5%	108
Dined out in last 12 months	2,317	37.3%	83
Gambled at a casino in last 12 months	832	13.4%	91
Visited a theme park in last 12 months	1,148	18.5%	103
Viewed movie (video-on-demand) in last 30 days	1,128	18.2%	116
Viewed TV show (video-on-demand) in last 30 days	954	15.4%	125
Watched any pay-per-view TV in last 12 months	825	13.3%	101
Downloaded a movie over the Internet in last 30 days	497	8.0%	121
Downloaded any individual song in last 6 months	1,233	19.9%	97
Watched a movie online in the last 30 days	947	15.3%	112
Watched a TV program online in last 30 days	900	14.5%	108
Played a video/electronic game (console) in last 12 months	760	12.2%	107
Played a video/electronic game (portable) in last 12 months	290	4.7%	104
<b>Financial (Adults)</b>			
Have home mortgage (1st)	1,325	21.3%	67
Used ATM/cash machine in last 12 months	2,950	47.5%	98
Own any stock	321	5.2%	66
Own U.S. savings bond	288	4.6%	81
Own shares in mutual fund (stock)	332	5.3%	71
Own shares in mutual fund (bonds)	177	2.9%	58
Have interest checking account	1,392	22.4%	78
Have non-interest checking account	1,514	24.4%	86
Have savings account	2,864	46.1%	86
Have 401K retirement savings plan	723	11.6%	79
Own/used any credit/debit card in last 12 months	4,188	67.5%	91
Avg monthly credit card expenditures: <\$111	720	11.6%	98
Avg monthly credit card expenditures: \$111-\$225	380	6.1%	94
Avg monthly credit card expenditures: \$226-\$450	335	5.4%	85
Avg monthly credit card expenditures: \$451-\$700	330	5.3%	98
Avg monthly credit card expenditures: \$701-\$1,000	201	3.2%	75
Avg monthly credit card expenditures: \$1,001+	404	6.5%	71
Did banking online in last 12 months	1,974	31.8%	91
Did banking on mobile device in last 12 months	713	11.5%	111
Paid bills online in last 12 months	2,561	41.3%	99

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<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	4,142	66.7%	93
Used bread in last 6 months	5,788	93.2%	98
Used chicken (fresh or frozen) in last 6 mos	4,160	67.0%	94
Used turkey (fresh or frozen) in last 6 mos	919	14.8%	81
Used fish/seafood (fresh or frozen) in last 6 months	3,228	52.0%	93
Used fresh fruit/vegetables in last 6 months	5,205	83.8%	97
Used fresh milk in last 6 months	5,490	88.4%	98
Used organic food in last 6 months	1,266	20.4%	104
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	1,546	24.9%	87
Exercise at club 2+ times per week	841	13.5%	105
Visited a doctor in last 12 months	4,133	66.6%	88
Used vitamin/dietary supplement in last 6 months	3,072	49.5%	92
<b>Home (Households)</b>			
Any home improvement in last 12 months	584	17.6%	64
Used housekeeper/maid/professional HH cleaning service in last 12	293	8.8%	67
Purchased low ticket HH furnishings in last 12 months	492	14.8%	95
Purchased big ticket HH furnishings in last 12 months	742	22.3%	106
Purchased bedding/bath goods in last 12 months	1,699	51.1%	96
Purchased cooking/serving product in last 12 months	798	24.0%	99
Bought any small kitchen appliance in last 12 months	757	22.8%	102
Bought any large kitchen appliance in last 12 months	357	10.7%	83
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	1,972	31.8%	73
Carry medical/hospital/accident insurance	3,334	53.7%	83
Carry homeowner insurance	1,688	27.2%	57
Carry renter's insurance	618	10.0%	135
Have auto insurance: 1 vehicle in household covered	1,267	38.1%	121
Have auto insurance: 2 vehicles in household covered	818	24.6%	88
Have auto insurance: 3+ vehicles in household covered	345	10.4%	47
<b>Pets (Households)</b>			
Household owns any pet	1,384	41.6%	78
Household owns any cat	578	17.4%	76
Household owns any dog	885	26.6%	67
<b>Psychographics (Adults)</b>			
Buying American is important to me	2,416	38.9%	91
Usually buy items on credit rather than wait	785	12.6%	111
Usually buy based on quality - not price	1,222	19.7%	110
Price is usually more important than brand name	1,640	26.4%	96
Usually use coupons for brands I buy often	1,091	17.6%	93
Am interested in how to help the environment	1,166	18.8%	112
Usually pay more for environ safe product	888	14.3%	113
Usually value green products over convenience	680	11.0%	108
Likely to buy a brand that supports a charity	2,029	32.7%	95
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	656	10.6%	95
Bought hardcover book in last 12 months	1,314	21.2%	94
Bought paperback book in last 12 month	1,922	31.0%	91
Read any daily newspaper (paper version)	1,405	22.6%	80
Read any digital newspaper in last 30 days	1,994	32.1%	103
Read any magazine (paper/electronic version) in last 6 months	5,617	90.5%	100

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<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	4,399	70.9%	94
Went to family restaurant/steak house: 4+ times a month	1,653	26.6%	93
Went to fast food/drive-in restaurant in last 6 months	5,475	88.2%	98
Went to fast food/drive-in restaurant 9+ times/mo	2,477	39.9%	99
Fast food/drive-in last 6 months: eat in	1,996	32.2%	88
Fast food/drive-in last 6 months: home delivery	593	9.6%	122
Fast food/drive-in last 6 months: take-out/drive-thru	2,607	42.0%	90
Fast food/drive-in last 6 months: take-out/walk-in	1,197	19.3%	99
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any e-reader/tablet	1,277	20.6%	97
Own any portable MP3 player	1,950	31.4%	94
HH owns 1 TV	866	26.0%	129
HH owns 2 TVs	923	27.8%	105
HH owns 3 TVs	616	18.5%	86
HH owns 4+ TVs	410	12.3%	63
HH subscribes to cable TV	1,774	53.3%	105
HH subscribes to fiber optic	222	6.7%	100
HH has satellite dish	478	14.4%	56
HH owns DVD/Blu-ray player	1,889	56.8%	92
HH owns camcorder	396	11.9%	76
HH owns portable GPS navigation device	685	20.6%	75
HH purchased video game system in last 12 mos	360	10.8%	117
HH owns Internet video device for TV	127	3.8%	87
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	2,636	42.5%	85
Took 3+ domestic non-business trips in last 12 months	541	8.7%	70
Spent on domestic vacations in last 12 months: <\$1,000	626	10.1%	90
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	342	5.5%	92
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	122	2.0%	56
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	179	2.9%	75
Spent on domestic vacations in last 12 months: \$3,000+	249	4.0%	74
Domestic travel in the 12 months: used general travel website	362	5.8%	83
Foreign travel in last 3 years	1,302	21.0%	88
Took 3+ foreign trips by plane in last 3 years	220	3.5%	81
Spent on foreign vacations in last 12 months: <\$1,000	229	3.7%	88
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	196	3.2%	104
Spent on foreign vacations in last 12 months: \$3,000+	220	3.5%	72
Foreign travel in last 3 years: used general travel website	326	5.3%	96
Nights spent in hotel/motel in last 12 months: any	2,119	34.1%	83
Took cruise of more than one day in last 3 years	435	7.0%	80
Member of any frequent flyer program	875	14.1%	85
Member of any hotel rewards program	645	10.4%	74

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