



Retail Market Potential

Fredericksburg Region
 Caroline County, VA (51033) et al.
 Geography: County

Prepared by Esri

Demographic Summary		2015	2020
Population		350,873	382,292
Population 18+		263,553	290,362
Households		119,988	131,201
Median Household Income		\$84,791	\$91,978

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	136,155	51.7%	107
Bought any women's clothing in last 12 months	123,924	47.0%	105
Bought clothing for child <13 years in last 6 months	80,700	30.6%	109
Bought any shoes in last 12 months	153,016	58.1%	106
Bought costume jewelry in last 12 months	57,243	21.7%	109
Bought any fine jewelry in last 12 months	51,944	19.7%	102
Bought a watch in last 12 months	32,180	12.2%	106
Automobiles (Households)			
HH owns/leases any vehicle	110,335	92.0%	108
HH bought/leased new vehicle last 12 mo	13,095	10.9%	126
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	241,178	91.5%	108
Bought/changed motor oil in last 12 months	138,212	52.4%	106
Had tune-up in last 12 months	84,924	32.2%	106
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	175,476	66.6%	102
Drank regular cola in last 6 months	114,137	43.3%	95
Drank beer/ale in last 6 months	118,644	45.0%	106
Cameras (Adults)			
Own digital point & shoot camera	101,689	38.6%	119
Own digital single-lens reflex (SLR) camera	27,901	10.6%	123
Bought any camera in last 12 months	21,007	8.0%	110
Bought memory card for camera in last 12 months	17,722	6.7%	117
Printed digital photos in last 12 months	9,765	3.7%	110
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	101,645	38.6%	106
Have a smartphone	145,571	55.2%	113
Have an iPhone	60,592	23.0%	123
Number of cell phones in household: 1	29,733	24.8%	77
Number of cell phones in household: 2	48,589	40.5%	110
Number of cell phones in household: 3+	37,448	31.2%	124
HH has cell phone only (no landline telephone)	40,625	33.9%	89
Computers (Households)			
HH owns a computer	102,286	85.2%	111
HH owns desktop computer	67,867	56.6%	116
HH owns laptop/notebook	69,826	58.2%	114
Spent <\$500 on most recent home computer	17,724	14.8%	105
Spent \$500-\$999 on most recent home computer	28,617	23.8%	118
Spent \$1,000-\$1,499 on most recent home computer	14,053	11.7%	117
Spent \$1,500-\$1,999 on most recent home computer	6,673	5.6%	121
Spent \$2,000+ on most recent home computer	5,663	4.7%	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 2015 and 2020.



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Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	169,138	64.2%	106
Bought brewed coffee at convenience store in last 30 days	42,621	16.2%	105
Bought cigarettes at convenience store in last 30 days	30,656	11.6%	89
Bought gas at convenience store in last 30 days	95,828	36.4%	109
Spent at convenience store in last 30 days: <\$20	23,561	8.9%	109
Spent at convenience store in last 30 days: \$20-\$39	24,504	9.3%	102
Spent at convenience store in last 30 days: \$40-\$50	20,496	7.8%	102
Spent at convenience store in last 30 days: \$51-\$99	12,074	4.6%	101
Spent at convenience store in last 30 days: \$100+	64,453	24.5%	106
Entertainment (Adults)			
Attended a movie in last 6 months	172,753	65.5%	109
Went to live theater in last 12 months	37,684	14.3%	114
Went to a bar/night club in last 12 months	49,106	18.6%	109
Dined out in last 12 months	137,862	52.3%	116
Gambled at a casino in last 12 months	42,921	16.3%	111
Visited a theme park in last 12 months	54,910	20.8%	116
Viewed movie (video-on-demand) in last 30 days	49,585	18.8%	121
Viewed TV show (video-on-demand) in last 30 days	37,710	14.3%	117
Watched any pay-per-view TV in last 12 months	40,156	15.2%	116
Downloaded a movie over the Internet in last 30 days	17,545	6.7%	101
Downloaded any individual song in last 6 months	63,176	24.0%	117
Watched a movie online in the last 30 days	37,615	14.3%	105
Watched a TV program online in last 30 days	37,996	14.4%	107
Played a video/electronic game (console) in last 12 months	31,613	12.0%	105
Played a video/electronic game (portable) in last 12 months	12,038	4.6%	102
Financial (Adults)			
Have home mortgage (1st)	111,715	42.4%	134
Used ATM/cash machine in last 12 months	145,526	55.2%	113
Own any stock	25,718	9.8%	125
Own U.S. savings bond	17,986	6.8%	119
Own shares in mutual fund (stock)	25,376	9.6%	128
Own shares in mutual fund (bonds)	16,981	6.4%	131
Have interest checking account	89,603	34.0%	118
Have non-interest checking account	81,804	31.0%	110
Have savings account	161,639	61.3%	115
Have 401K retirement savings plan	51,151	19.4%	132
Own/used any credit/debit card in last 12 months	213,681	81.1%	110
Avg monthly credit card expenditures: <\$111	32,729	12.4%	105
Avg monthly credit card expenditures: \$111-\$225	19,738	7.5%	116
Avg monthly credit card expenditures: \$226-\$450	18,808	7.1%	113
Avg monthly credit card expenditures: \$451-\$700	17,105	6.5%	119
Avg monthly credit card expenditures: \$701-\$1,000	13,519	5.1%	118
Avg monthly credit card expenditures: \$1,001+	30,990	11.8%	128
Did banking online in last 12 months	115,619	43.9%	125
Did banking on mobile device in last 12 months	34,949	13.3%	128
Paid bills online in last 12 months	132,134	50.1%	120

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Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	196,228	74.5%	104
Used bread in last 6 months	253,634	96.2%	101
Used chicken (fresh or frozen) in last 6 mos	194,320	73.7%	103
Used turkey (fresh or frozen) in last 6 mos	50,861	19.3%	105
Used fish/seafood (fresh or frozen) in last 6 months	151,883	57.6%	103
Used fresh fruit/vegetables in last 6 months	234,784	89.1%	103
Used fresh milk in last 6 months	240,894	91.4%	102
Used organic food in last 6 months	51,804	19.7%	100
Health (Adults)			
Exercise at home 2+ times per week	85,994	32.6%	114
Exercise at club 2+ times per week	41,730	15.8%	122
Visited a doctor in last 12 months	208,359	79.1%	105
Used vitamin/dietary supplement in last 6 months	149,631	56.8%	106
Home (Households)			
Any home improvement in last 12 months	40,482	33.7%	122
Used housekeeper/maid/professional HH cleaning service in last 12	17,866	14.9%	114
Purchased low ticket HH furnishings in last 12 months	21,273	17.7%	114
Purchased big ticket HH furnishings in last 12 months	27,692	23.1%	110
Purchased bedding/bath goods in last 12 months	67,190	56.0%	105
Purchased cooking/serving product in last 12 months	31,457	26.2%	108
Bought any small kitchen appliance in last 12 months	28,596	23.8%	107
Bought any large kitchen appliance in last 12 months	17,598	14.7%	114
Insurance (Adults/Households)			
Currently carry life insurance	131,596	49.9%	115
Carry medical/hospital/accident insurance	184,134	69.9%	108
Carry homeowner insurance	153,247	58.1%	122
Carry renter's insurance	18,408	7.0%	94
Have auto insurance: 1 vehicle in household covered	30,945	25.8%	82
Have auto insurance: 2 vehicles in household covered	40,700	33.9%	121
Have auto insurance: 3+ vehicles in household covered	34,321	28.6%	130
Pets (Households)			
Household owns any pet	72,223	60.2%	113
Household owns any cat	29,866	24.9%	109
Household owns any dog	55,742	46.5%	117
Psychographics (Adults)			
Buying American is important to me	114,217	43.3%	101
Usually buy items on credit rather than wait	29,180	11.1%	97
Usually buy based on quality - not price	46,687	17.7%	99
Price is usually more important than brand name	70,266	26.7%	97
Usually use coupons for brands I buy often	48,064	18.2%	97
Am interested in how to help the environment	38,572	14.6%	88
Usually pay more for environ safe product	28,741	10.9%	86
Usually value green products over convenience	22,350	8.5%	83
Likely to buy a brand that supports a charity	89,026	33.8%	99
Reading (Adults)			
Bought digital book in last 12 months	36,167	13.7%	123
Bought hardcover book in last 12 months	65,500	24.9%	111
Bought paperback book in last 12 month	99,234	37.7%	111
Read any daily newspaper (paper version)	71,772	27.2%	97
Read any digital newspaper in last 30 days	93,420	35.4%	113
Read any magazine (paper/electronic version) in last 6 months	244,907	92.9%	102

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	215,418	81.7%	108
Went to family restaurant/steak house: 4+ times a month	86,480	32.8%	114
Went to fast food/drive-in restaurant in last 6 months	243,165	92.3%	102
Went to fast food/drive-in restaurant 9+ times/mo	114,081	43.3%	107
Fast food/drive-in last 6 months: eat in	105,177	39.9%	110
Fast food/drive-in last 6 months: home delivery	21,378	8.1%	103
Fast food/drive-in last 6 months: take-out/drive-thru	138,168	52.4%	112
Fast food/drive-in last 6 months: take-out/walk-in	56,406	21.4%	109
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	70,573	26.8%	126
Own any portable MP3 player	105,370	40.0%	119
HH owns 1 TV	18,530	15.4%	77
HH owns 2 TVs	29,693	24.7%	94
HH owns 3 TVs	28,452	23.7%	111
HH owns 4+ TVs	30,803	25.7%	130
HH subscribes to cable TV	61,271	51.1%	100
HH subscribes to fiber optic	10,262	8.6%	128
HH has satellite dish	33,194	27.7%	108
HH owns DVD/Blu-ray player	82,309	68.6%	111
HH owns camcorder	24,919	20.8%	133
HH owns portable GPS navigation device	42,162	35.1%	127
HH purchased video game system in last 12 mos	11,149	9.3%	101
HH owns Internet video device for TV	6,536	5.4%	125
Travel (Adults)			
Domestic travel in last 12 months	157,363	59.7%	119
Took 3+ domestic non-business trips in last 12 months	40,681	15.4%	124
Spent on domestic vacations in last 12 months: <\$1,000	33,731	12.8%	114
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	18,974	7.2%	120
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	11,703	4.4%	126
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	13,210	5.0%	131
Spent on domestic vacations in last 12 months: \$3,000+	19,644	7.5%	137
Domestic travel in the 12 months: used general travel website	22,160	8.4%	120
Foreign travel in last 3 years	74,303	28.2%	119
Took 3+ foreign trips by plane in last 3 years	12,850	4.9%	111
Spent on foreign vacations in last 12 months: <\$1,000	13,859	5.3%	125
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	8,579	3.3%	107
Spent on foreign vacations in last 12 months: \$3,000+	15,739	6.0%	121
Foreign travel in last 3 years: used general travel website	17,439	6.6%	121
Nights spent in hotel/motel in last 12 months: any	130,818	49.6%	120
Took cruise of more than one day in last 3 years	28,639	10.9%	124
Member of any frequent flyer program	57,777	21.9%	132
Member of any hotel rewards program	49,361	18.7%	133

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