



Retail Market Potential

2418 Main St, Rocky Hill, Town of, Connecticut, 06067
 Drive Time: 5 minute radius

Prepared by Esri
 Latitude: 41.66297
 Longitude: -72.63912

Demographic Summary		2016	2021
Population		13,552	13,832
Population 18+		11,293	11,626
Households		5,881	6,004
Median Household Income		\$61,061	\$64,965

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	5,480	48.5%	103
Bought any women's clothing in last 12 months	5,022	44.5%	101
Bought clothing for child <13 years in last 6 months	2,840	25.1%	91
Bought any shoes in last 12 months	5,981	53.0%	98
Bought costume jewelry in last 12 months	2,277	20.2%	103
Bought any fine jewelry in last 12 months	2,070	18.3%	100
Bought a watch in last 12 months	1,283	11.4%	103
Automobiles (Households)			
HH owns/leases any vehicle	5,223	88.8%	104
HH bought/leased new vehicle last 12 mo	591	10.0%	107
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	10,055	89.0%	105
Bought/changed motor oil in last 12 months	5,581	49.4%	101
Had tune-up in last 12 months	3,373	29.9%	99
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	7,302	64.7%	99
Drank regular cola in last 6 months	4,661	41.3%	92
Drank beer/ale in last 6 months	5,248	46.5%	109
Cameras (Adults)			
Own digital point & shoot camera	3,611	32.0%	110
Own digital single-lens reflex (SLR) camera	1,059	9.4%	109
Bought any camera in last 12 months	624	5.5%	97
Printed digital photos in last 12 months	318	2.8%	96
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	4,124	36.5%	101
Have a smartphone	6,533	57.8%	98
Have a smartphone: Android phone (any brand)	2,879	25.5%	95
Have a smartphone: Apple iPhone	3,008	26.6%	103
Number of cell phones in household: 1	1,953	33.2%	103
Number of cell phones in household: 2	2,178	37.0%	99
Number of cell phones in household: 3+	1,415	24.1%	94
HH has cell phone only (no landline telephone)	2,159	36.7%	88
Computers (Households)			
HH owns a computer	4,701	79.9%	104
HH owns desktop computer	2,784	47.3%	105
HH owns laptop/notebook	3,329	56.6%	104
HH owns any Apple/Mac brand computer	947	16.1%	107
HH owns any PC/non-Apple brand computer	4,157	70.7%	104
HH purchased most recent computer in a store	2,292	39.0%	104
HH purchased most recent computer online	793	13.5%	103
Spent <\$500 on most recent home computer	856	14.6%	100
Spent \$500-\$999 on most recent home computer	1,207	20.5%	108
Spent \$1,000-\$1,499 on most recent home computer	586	10.0%	105
Spent \$1,500-\$1,999 on most recent home computer	312	5.3%	116
Spent \$2,000+ on most recent home computer	233	4.0%	101

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

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



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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	6,116	54.2%	107
Bought brewed coffee at convenience store in last 30 days	1,951	17.3%	110
Bought cigarettes at convenience store in last 30 days	1,408	12.5%	100
Bought gas at convenience store in last 30 days	3,621	32.1%	97
Spent at convenience store in last 30 days: <\$20	965	8.5%	105
Spent at convenience store in last 30 days: \$20-\$39	1,142	10.1%	112
Spent at convenience store in last 30 days: \$40-\$50	932	8.3%	108
Spent at convenience store in last 30 days: \$51-\$99	478	4.2%	96
Spent at convenience store in last 30 days: \$100+	2,558	22.7%	99
Entertainment (Adults)			
Attended a movie in last 6 months	6,874	60.9%	102
Went to live theater in last 12 months	1,725	15.3%	118
Went to a bar/night club in last 12 months	2,150	19.0%	114
Dined out in last 12 months	5,608	49.7%	111
Gambled at a casino in last 12 months	1,732	15.3%	112
Visited a theme park in last 12 months	2,027	17.9%	102
Viewed movie (video-on-demand) in last 30 days	2,264	20.0%	118
Viewed TV show (video-on-demand) in last 30 days	1,741	15.4%	119
Watched any pay-per-view TV in last 12 months	1,451	12.8%	98
Downloaded a movie over the Internet in last 30 days	798	7.1%	98
Downloaded any individual song in last 6 months	2,328	20.6%	101
Watched a movie online in the last 30 days	1,797	15.9%	100
Watched a TV program online in last 30 days	1,761	15.6%	104
Played a video/electronic game (console) in last 12 months	1,160	10.3%	98
Played a video/electronic game (portable) in last 12 months	539	4.8%	105
Financial (Adults)			
Have home mortgage (1st)	4,066	36.0%	116
Used ATM/cash machine in last 12 months	5,934	52.5%	107
Own any stock	1,068	9.5%	124
Own U.S. savings bond	799	7.1%	134
Own shares in mutual fund (stock)	935	8.3%	114
Own shares in mutual fund (bonds)	603	5.3%	110
Have interest checking account	3,688	32.7%	116
Have non-interest checking account	3,399	30.1%	106
Have savings account	6,759	59.9%	111
Have 401K retirement savings plan	1,830	16.2%	112
Own/used any credit/debit card in last 12 months	9,065	80.3%	108
Avg monthly credit card expenditures: <\$111	1,437	12.7%	110
Avg monthly credit card expenditures: \$111-\$225	854	7.6%	110
Avg monthly credit card expenditures: \$226-\$450	835	7.4%	117
Avg monthly credit card expenditures: \$451-\$700	667	5.9%	111
Avg monthly credit card expenditures: \$701-\$1,000	599	5.3%	123
Avg monthly credit card expenditures: \$1,001+	1,231	10.9%	120
Did banking online in last 12 months	4,409	39.0%	109
Did banking on mobile device in last 12 months	1,537	13.6%	97
Paid bills online in last 12 months	5,306	47.0%	109

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	4,168	70.9%	102
Used bread in last 6 months	5,547	94.3%	100
Used chicken (fresh or frozen) in last 6 months	4,084	69.4%	101
Used turkey (fresh or frozen) in last 6 months	1,008	17.1%	108
Used fish/seafood (fresh or frozen) in last 6 months	3,247	55.2%	101
Used fresh fruit/vegetables in last 6 months	5,127	87.2%	102
Used fresh milk in last 6 months	5,213	88.6%	101
Used organic food in last 6 months	1,132	19.2%	98
Health (Adults)			
Exercise at home 2+ times per week	3,443	30.5%	107
Exercise at club 2+ times per week	1,688	14.9%	115
Visited a doctor in last 12 months	9,069	80.3%	106
Used vitamin/dietary supplement in last 6 months	6,350	56.2%	106
Home (Households)			
Any home improvement in last 12 months	1,667	28.3%	106
Used housekeeper/maid/professional HH cleaning service in last 12	903	15.4%	117
Purchased low ticket HH furnishings in last 12 months	1,004	17.1%	106
Purchased big ticket HH furnishings in last 12 months	1,308	22.2%	106
Bought any small kitchen appliance in last 12 months	1,368	23.3%	105
Bought any large kitchen appliance in last 12 months	776	13.2%	104
Insurance (Adults/Households)			
Currently carry life insurance	5,326	47.2%	110
Carry medical/hospital/accident insurance	8,075	71.5%	109
Carry homeowner insurance	6,079	53.8%	114
Carry renter's insurance	979	8.7%	106
Have auto insurance: 1 vehicle in household covered	2,002	34.0%	110
Have auto insurance: 2 vehicles in household covered	1,721	29.3%	103
Have auto insurance: 3+ vehicles in household covered	1,233	21.0%	96
Pets (Households)			
Household owns any pet	3,049	51.8%	96
Household owns any cat	1,361	23.1%	103
Household owns any dog	2,163	36.8%	90
Psychographics (Adults)			
Buying American is important to me	5,013	44.4%	105
Usually buy items on credit rather than wait	1,421	12.6%	107
Usually buy based on quality - not price	2,028	18.0%	100
Price is usually more important than brand name	2,693	23.8%	91
Usually use coupons for brands I buy often	2,276	20.2%	107
Am interested in how to help the environment	1,804	16.0%	98
Usually pay more for environ safe product	1,516	13.4%	105
Usually value green products over convenience	1,147	10.2%	97
Likely to buy a brand that supports a charity	3,849	34.1%	98
Reading (Adults)			
Bought digital book in last 12 months	1,569	13.9%	105
Bought hardcover book in last 12 months	2,523	22.3%	107
Bought paperback book in last 12 month	3,914	34.7%	110
Read any daily newspaper (paper version)	3,650	32.3%	124
Read any digital newspaper in last 30 days	4,131	36.6%	110
Read any magazine (paper/electronic version) in last 6 months	10,470	92.7%	102

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	8,801	77.9%	105
Went to family restaurant/steak house: 4+ times a month	3,299	29.2%	106
Went to fast food/drive-in restaurant in last 6 months	10,220	90.5%	101
Went to fast food/drive-in restaurant 9+ times/mo	4,339	38.4%	97
Fast food/drive-in last 6 months: eat in	3,982	35.3%	97
Fast food/drive-in last 6 months: home delivery	895	7.9%	103
Fast food/drive-in last 6 months: take-out/drive-thru	5,373	47.6%	103
Fast food/drive-in last 6 months: take-out/walk-in	2,159	19.1%	98
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	3,858	34.2%	108
Own e-reader/tablet: iPad	1,882	16.7%	109
Own any portable MP3 player	3,619	32.0%	104
HH owns 1 TV	1,224	20.8%	102
HH owns 2 TVs	1,620	27.5%	106
HH owns 3 TVs	1,254	21.3%	100
HH owns 4+ TVs	1,098	18.7%	99
HH subscribes to cable TV	3,503	59.6%	120
HH subscribes to fiber optic	520	8.8%	116
HH has satellite dish	1,015	17.3%	68
HH owns DVD/Blu-ray player	3,505	59.6%	99
HH owns camcorder	854	14.5%	104
HH owns portable GPS navigation device	1,749	29.7%	108
HH purchased video game system in last 12 mos	384	6.5%	82
HH owns Internet video device for TV	400	6.8%	96
Travel (Adults)			
Domestic travel in last 12 months	6,247	55.3%	110
Took 3+ domestic non-business trips in last 12 months	1,418	12.6%	113
Spent on domestic vacations in last 12 months: <\$1,000	1,262	11.2%	104
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	776	6.9%	118
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	431	3.8%	107
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	522	4.6%	118
Spent on domestic vacations in last 12 months: \$3,000+	689	6.1%	111
Domestic travel in the 12 months: used general travel website	782	6.9%	102
Foreign travel in last 3 years	2,928	25.9%	107
Took 3+ foreign trips by plane in last 3 years	594	5.3%	117
Spent on foreign vacations in last 12 months: <\$1,000	506	4.5%	108
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	415	3.7%	113
Spent on foreign vacations in last 12 months: \$3,000+	573	5.1%	102
Foreign travel in last 3 years: used general travel website	647	5.7%	103
Nights spent in hotel/motel in last 12 months: any	5,003	44.3%	109
Took cruise of more than one day in last 3 years	982	8.7%	104
Member of any frequent flyer program	2,170	19.2%	118
Member of any hotel rewards program	1,856	16.4%	116

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Demographic Summary		2016	2021
Population		61,663	62,605
Population 18+		49,478	50,907
Households		25,324	25,656
Median Household Income		\$79,263	\$86,761

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	24,489	49.5%	105
Bought any women's clothing in last 12 months	22,502	45.5%	104
Bought clothing for child <13 years in last 6 months	12,742	25.8%	93
Bought any shoes in last 12 months	27,396	55.4%	103
Bought costume jewelry in last 12 months	10,197	20.6%	106
Bought any fine jewelry in last 12 months	9,271	18.7%	102
Bought a watch in last 12 months	5,941	12.0%	109
Automobiles (Households)			
HH owns/leases any vehicle	22,846	90.2%	105
HH bought/leased new vehicle last 12 mo	2,996	11.8%	126
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	44,501	89.9%	106
Bought/changed motor oil in last 12 months	23,666	47.8%	97
Had tune-up in last 12 months	15,294	30.9%	103
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	32,694	66.1%	101
Drank regular cola in last 6 months	19,529	39.5%	88
Drank beer/ale in last 6 months	23,124	46.7%	110
Cameras (Adults)			
Own digital point & shoot camera	16,918	34.2%	117
Own digital single-lens reflex (SLR) camera	5,249	10.6%	123
Bought any camera in last 12 months	3,053	6.2%	108
Printed digital photos in last 12 months	1,462	3.0%	101
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	17,810	36.0%	100
Have a smartphone	30,348	61.3%	104
Have a smartphone: Android phone (any brand)	12,222	24.7%	92
Have a smartphone: Apple iPhone	15,134	30.6%	118
Number of cell phones in household: 1	7,199	28.4%	88
Number of cell phones in household: 2	9,785	38.6%	103
Number of cell phones in household: 3+	7,247	28.6%	112
HH has cell phone only (no landline telephone)	8,191	32.3%	77
Computers (Households)			
HH owns a computer	21,334	84.2%	110
HH owns desktop computer	13,167	52.0%	115
HH owns laptop/notebook	15,055	59.4%	110
HH owns any Apple/Mac brand computer	4,838	19.1%	127
HH owns any PC/non-Apple brand computer	18,592	73.4%	108
HH purchased most recent computer in a store	10,536	41.6%	111
HH purchased most recent computer online	3,793	15.0%	115
Spent <\$500 on most recent home computer	3,542	14.0%	96
Spent \$500-\$999 on most recent home computer	5,448	21.5%	113
Spent \$1,000-\$1,499 on most recent home computer	2,975	11.7%	124
Spent \$1,500-\$1,999 on most recent home computer	1,533	6.1%	133
Spent \$2,000+ on most recent home computer	1,211	4.8%	122

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	26,615	53.8%	106
Bought brewed coffee at convenience store in last 30 days	8,559	17.3%	110
Bought cigarettes at convenience store in last 30 days	5,045	10.2%	82
Bought gas at convenience store in last 30 days	15,057	30.4%	92
Spent at convenience store in last 30 days: <\$20	4,522	9.1%	113
Spent at convenience store in last 30 days: \$20-\$39	5,000	10.1%	112
Spent at convenience store in last 30 days: \$40-\$50	3,901	7.9%	103
Spent at convenience store in last 30 days: \$51-\$99	1,947	3.9%	89
Spent at convenience store in last 30 days: \$100+	10,375	21.0%	92
Entertainment (Adults)			
Attended a movie in last 6 months	31,591	63.8%	107
Went to live theater in last 12 months	8,295	16.8%	129
Went to a bar/night club in last 12 months	9,425	19.0%	114
Dined out in last 12 months	26,042	52.6%	117
Gambled at a casino in last 12 months	7,899	16.0%	116
Visited a theme park in last 12 months	9,725	19.7%	112
Viewed movie (video-on-demand) in last 30 days	11,084	22.4%	132
Viewed TV show (video-on-demand) in last 30 days	8,522	17.2%	133
Watched any pay-per-view TV in last 12 months	7,219	14.6%	111
Downloaded a movie over the Internet in last 30 days	3,799	7.7%	107
Downloaded any individual song in last 6 months	10,736	21.7%	106
Watched a movie online in the last 30 days	8,110	16.4%	103
Watched a TV program online in last 30 days	7,962	16.1%	108
Played a video/electronic game (console) in last 12 months	4,708	9.5%	91
Played a video/electronic game (portable) in last 12 months	2,171	4.4%	96
Financial (Adults)			
Have home mortgage (1st)	19,561	39.5%	127
Used ATM/cash machine in last 12 months	27,350	55.3%	113
Own any stock	5,331	10.8%	141
Own U.S. savings bond	3,440	7.0%	131
Own shares in mutual fund (stock)	4,993	10.1%	139
Own shares in mutual fund (bonds)	3,368	6.8%	140
Have interest checking account	17,064	34.5%	122
Have non-interest checking account	14,950	30.2%	107
Have savings account	30,698	62.0%	115
Have 401K retirement savings plan	9,140	18.5%	127
Own/used any credit/debit card in last 12 months	40,643	82.1%	110
Avg monthly credit card expenditures: <\$111	5,921	12.0%	103
Avg monthly credit card expenditures: \$111-\$225	3,712	7.5%	109
Avg monthly credit card expenditures: \$226-\$450	3,770	7.6%	120
Avg monthly credit card expenditures: \$451-\$700	3,213	6.5%	122
Avg monthly credit card expenditures: \$701-\$1,000	2,943	5.9%	138
Avg monthly credit card expenditures: \$1,001+	6,506	13.1%	145
Did banking online in last 12 months	21,106	42.7%	120
Did banking on mobile device in last 12 months	7,369	14.9%	106
Paid bills online in last 12 months	24,486	49.5%	115

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	17,931	70.8%	102
Used bread in last 6 months	23,932	94.5%	101
Used chicken (fresh or frozen) in last 6 months	17,830	70.4%	102
Used turkey (fresh or frozen) in last 6 months	4,386	17.3%	109
Used fish/seafood (fresh or frozen) in last 6 months	14,217	56.1%	103
Used fresh fruit/vegetables in last 6 months	22,253	87.9%	102
Used fresh milk in last 6 months	22,434	88.6%	101
Used organic food in last 6 months	5,443	21.5%	109
Health (Adults)			
Exercise at home 2+ times per week	15,650	31.6%	111
Exercise at club 2+ times per week	8,276	16.7%	129
Visited a doctor in last 12 months	40,057	81.0%	107
Used vitamin/dietary supplement in last 6 months	28,502	57.6%	109
Home (Households)			
Any home improvement in last 12 months	7,972	31.5%	117
Used housekeeper/maid/professional HH cleaning service in last 12	4,353	17.2%	131
Purchased low ticket HH furnishings in last 12 months	4,497	17.8%	111
Purchased big ticket HH furnishings in last 12 months	5,744	22.7%	109
Bought any small kitchen appliance in last 12 months	5,827	23.0%	104
Bought any large kitchen appliance in last 12 months	3,510	13.9%	109
Insurance (Adults/Households)			
Currently carry life insurance	24,337	49.2%	115
Carry medical/hospital/accident insurance	35,883	72.5%	111
Carry homeowner insurance	28,441	57.5%	122
Carry renter's insurance	3,894	7.9%	97
Have auto insurance: 1 vehicle in household covered	7,427	29.3%	95
Have auto insurance: 2 vehicles in household covered	7,969	31.5%	110
Have auto insurance: 3+ vehicles in household covered	6,406	25.3%	116
Pets (Households)			
Household owns any pet	14,034	55.4%	103
Household owns any cat	5,920	23.4%	104
Household owns any dog	10,267	40.5%	99
Psychographics (Adults)			
Buying American is important to me	21,299	43.0%	102
Usually buy items on credit rather than wait	6,374	12.9%	110
Usually buy based on quality - not price	9,062	18.3%	102
Price is usually more important than brand name	12,036	24.3%	93
Usually use coupons for brands I buy often	9,694	19.6%	104
Am interested in how to help the environment	7,788	15.7%	97
Usually pay more for environ safe product	6,372	12.9%	101
Usually value green products over convenience	4,753	9.6%	91
Likely to buy a brand that supports a charity	17,015	34.4%	99
Reading (Adults)			
Bought digital book in last 12 months	7,877	15.9%	120
Bought hardcover book in last 12 months	11,695	23.6%	113
Bought paperback book in last 12 month	17,772	35.9%	114
Read any daily newspaper (paper version)	15,893	32.1%	123
Read any digital newspaper in last 30 days	19,286	39.0%	117
Read any magazine (paper/electronic version) in last 6 months	46,258	93.5%	103

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Retail Market Potential

2418 Main St, Rocky Hill, Town of, Connecticut, 06067
 Drive Time: 10 minute radius

Prepared by Esri
 Latitude: 41.66297
 Longitude: -72.63912

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	38,918	78.7%	105
Went to family restaurant/steak house: 4+ times a month	14,641	29.6%	108
Went to fast food/drive-in restaurant in last 6 months	44,884	90.7%	101
Went to fast food/drive-in restaurant 9+ times/mo	19,056	38.5%	98
Fast food/drive-in last 6 months: eat in	17,728	35.8%	99
Fast food/drive-in last 6 months: home delivery	3,735	7.5%	98
Fast food/drive-in last 6 months: take-out/drive-thru	23,417	47.3%	102
Fast food/drive-in last 6 months: take-out/walk-in	10,036	20.3%	104
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	18,866	38.1%	120
Own e-reader/tablet: iPad	9,794	19.8%	129
Own any portable MP3 player	17,093	34.5%	112
HH owns 1 TV	4,605	18.2%	89
HH owns 2 TVs	6,576	26.0%	100
HH owns 3 TVs	5,689	22.5%	105
HH owns 4+ TVs	5,506	21.7%	115
HH subscribes to cable TV	14,625	57.8%	116
HH subscribes to fiber optic	2,990	11.8%	155
HH has satellite dish	4,751	18.8%	74
HH owns DVD/Blu-ray player	15,903	62.8%	104
HH owns camcorder	4,152	16.4%	117
HH owns portable GPS navigation device	8,411	33.2%	121
HH purchased video game system in last 12 mos	1,943	7.7%	97
HH owns Internet video device for TV	2,124	8.4%	119
Travel (Adults)			
Domestic travel in last 12 months	29,653	59.9%	120
Took 3+ domestic non-business trips in last 12 months	7,030	14.2%	128
Spent on domestic vacations in last 12 months: <\$1,000	5,816	11.8%	110
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	3,533	7.1%	122
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	2,201	4.4%	124
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	2,568	5.2%	133
Spent on domestic vacations in last 12 months: \$3,000+	3,762	7.6%	138
Domestic travel in the 12 months: used general travel website	4,089	8.3%	122
Foreign travel in last 3 years	15,104	30.5%	127
Took 3+ foreign trips by plane in last 3 years	3,103	6.3%	139
Spent on foreign vacations in last 12 months: <\$1,000	2,741	5.5%	133
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	2,028	4.1%	126
Spent on foreign vacations in last 12 months: \$3,000+	3,259	6.6%	133
Foreign travel in last 3 years: used general travel website	3,426	6.9%	124
Nights spent in hotel/motel in last 12 months: any	24,050	48.6%	120
Took cruise of more than one day in last 3 years	5,378	10.9%	130
Member of any frequent flyer program	11,618	23.5%	144
Member of any hotel rewards program	9,557	19.3%	137

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Retail Market Potential

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Demographic Summary		2016	2021
Population		531,449	536,800
Population 18+		416,503	425,041
Households		209,643	211,250
Median Household Income		\$51,977	\$51,153

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	189,950	45.6%	97
Bought any women's clothing in last 12 months	175,090	42.0%	96
Bought clothing for child <13 years in last 6 months	110,257	26.5%	96
Bought any shoes in last 12 months	211,648	50.8%	94
Bought costume jewelry in last 12 months	80,281	19.3%	99
Bought any fine jewelry in last 12 months	77,210	18.5%	101
Bought a watch in last 12 months	44,359	10.7%	97
Automobiles (Households)			
HH owns/leases any vehicle	163,569	78.0%	91
HH bought/leased new vehicle last 12 mo	19,099	9.1%	97
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	326,865	78.5%	92
Bought/changed motor oil in last 12 months	181,484	43.6%	89
Had tune-up in last 12 months	115,128	27.6%	92
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	271,193	65.1%	99
Drank regular cola in last 6 months	185,933	44.6%	99
Drank beer/ale in last 6 months	181,737	43.6%	102
Cameras (Adults)			
Own digital point & shoot camera	113,273	27.2%	93
Own digital single-lens reflex (SLR) camera	36,041	8.7%	100
Bought any camera in last 12 months	22,126	5.3%	93
Printed digital photos in last 12 months	11,495	2.8%	94
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	150,730	36.2%	100
Have a smartphone	247,101	59.3%	101
Have a smartphone: Android phone (any brand)	118,386	28.4%	106
Have a smartphone: Apple iPhone	101,703	24.4%	94
Number of cell phones in household: 1	70,760	33.8%	105
Number of cell phones in household: 2	73,265	34.9%	93
Number of cell phones in household: 3+	53,119	25.3%	100
HH has cell phone only (no landline telephone)	90,410	43.1%	103
Computers (Households)			
HH owns a computer	154,961	73.9%	96
HH owns desktop computer	90,879	43.3%	96
HH owns laptop/notebook	108,409	51.7%	95
HH owns any Apple/Mac brand computer	31,685	15.1%	101
HH owns any PC/non-Apple brand computer	136,470	65.1%	96
HH purchased most recent computer in a store	73,867	35.2%	94
HH purchased most recent computer online	26,036	12.4%	95
Spent <\$500 on most recent home computer	28,685	13.7%	94
Spent \$500-\$999 on most recent home computer	36,370	17.3%	91
Spent \$1,000-\$1,499 on most recent home computer	19,698	9.4%	99
Spent \$1,500-\$1,999 on most recent home computer	9,609	4.6%	101
Spent \$2,000+ on most recent home computer	8,627	4.1%	105

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	214,063	51.4%	101
Bought brewed coffee at convenience store in last 30 days	65,012	15.6%	99
Bought cigarettes at convenience store in last 30 days	52,040	12.5%	100
Bought gas at convenience store in last 30 days	114,407	27.5%	83
Spent at convenience store in last 30 days: <\$20	36,374	8.7%	108
Spent at convenience store in last 30 days: \$20-\$39	42,038	10.1%	112
Spent at convenience store in last 30 days: \$40-\$50	30,068	7.2%	95
Spent at convenience store in last 30 days: \$51-\$99	17,768	4.3%	96
Spent at convenience store in last 30 days: \$100+	84,229	20.2%	88
Entertainment (Adults)			
Attended a movie in last 6 months	246,115	59.1%	99
Went to live theater in last 12 months	55,691	13.4%	103
Went to a bar/night club in last 12 months	72,916	17.5%	105
Dined out in last 12 months	176,215	42.3%	94
Gambled at a casino in last 12 months	57,657	13.8%	101
Visited a theme park in last 12 months	74,837	18.0%	102
Viewed movie (video-on-demand) in last 30 days	77,818	18.7%	110
Viewed TV show (video-on-demand) in last 30 days	62,178	14.9%	116
Watched any pay-per-view TV in last 12 months	55,376	13.3%	101
Downloaded a movie over the Internet in last 30 days	34,842	8.4%	116
Downloaded any individual song in last 6 months	80,899	19.4%	95
Watched a movie online in the last 30 days	76,158	18.3%	114
Watched a TV program online in last 30 days	68,911	16.5%	111
Played a video/electronic game (console) in last 12 months	44,545	10.7%	102
Played a video/electronic game (portable) in last 12 months	19,288	4.6%	102
Financial (Adults)			
Have home mortgage (1st)	123,019	29.5%	95
Used ATM/cash machine in last 12 months	203,419	48.8%	99
Own any stock	30,249	7.3%	95
Own U.S. savings bond	22,232	5.3%	101
Own shares in mutual fund (stock)	28,827	6.9%	95
Own shares in mutual fund (bonds)	19,416	4.7%	96
Have interest checking account	107,555	25.8%	92
Have non-interest checking account	110,642	26.6%	94
Have savings account	218,795	52.5%	97
Have 401K retirement savings plan	57,986	13.9%	96
Own/used any credit/debit card in last 12 months	302,893	72.7%	98
Avg monthly credit card expenditures: <\$111	47,362	11.4%	98
Avg monthly credit card expenditures: \$111-\$225	27,571	6.6%	96
Avg monthly credit card expenditures: \$226-\$450	26,025	6.2%	99
Avg monthly credit card expenditures: \$451-\$700	20,750	5.0%	93
Avg monthly credit card expenditures: \$701-\$1,000	18,289	4.4%	102
Avg monthly credit card expenditures: \$1,001+	36,892	8.9%	98
Did banking online in last 12 months	142,681	34.3%	96
Did banking on mobile device in last 12 months	55,450	13.3%	95
Paid bills online in last 12 months	176,923	42.5%	99

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Retail Market Potential

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	139,514	66.5%	96
Used bread in last 6 months	196,912	93.9%	100
Used chicken (fresh or frozen) in last 6 months	145,293	69.3%	100
Used turkey (fresh or frozen) in last 6 months	33,734	16.1%	102
Used fish/seafood (fresh or frozen) in last 6 months	115,430	55.1%	101
Used fresh fruit/vegetables in last 6 months	175,994	83.9%	98
Used fresh milk in last 6 months	183,673	87.6%	100
Used organic food in last 6 months	43,218	20.6%	105
Health (Adults)			
Exercise at home 2+ times per week	114,437	27.5%	97
Exercise at club 2+ times per week	53,818	12.9%	99
Visited a doctor in last 12 months	312,067	74.9%	99
Used vitamin/dietary supplement in last 6 months	213,225	51.2%	97
Home (Households)			
Any home improvement in last 12 months	51,058	24.4%	91
Used housekeeper/maid/professional HH cleaning service in last 12	25,385	12.1%	92
Purchased low ticket HH furnishings in last 12 months	33,036	15.8%	98
Purchased big ticket HH furnishings in last 12 months	43,438	20.7%	99
Bought any small kitchen appliance in last 12 months	43,789	20.9%	94
Bought any large kitchen appliance in last 12 months	25,773	12.3%	97
Insurance (Adults/Households)			
Currently carry life insurance	164,408	39.5%	92
Carry medical/hospital/accident insurance	268,220	64.4%	98
Carry homeowner insurance	171,786	41.2%	88
Carry renter's insurance	36,300	8.7%	107
Have auto insurance: 1 vehicle in household covered	63,812	30.4%	99
Have auto insurance: 2 vehicles in household covered	53,453	25.5%	90
Have auto insurance: 3+ vehicles in household covered	39,048	18.6%	85
Pets (Households)			
Household owns any pet	100,752	48.1%	89
Household owns any cat	42,963	20.5%	91
Household owns any dog	71,937	34.3%	84
Psychographics (Adults)			
Buying American is important to me	160,409	38.5%	91
Usually buy items on credit rather than wait	47,687	11.4%	98
Usually buy based on quality - not price	73,689	17.7%	99
Price is usually more important than brand name	103,202	24.8%	94
Usually use coupons for brands I buy often	75,447	18.1%	96
Am interested in how to help the environment	71,047	17.1%	105
Usually pay more for environ safe product	58,959	14.2%	111
Usually value green products over convenience	47,144	11.3%	108
Likely to buy a brand that supports a charity	143,425	34.4%	99
Reading (Adults)			
Bought digital book in last 12 months	50,604	12.1%	92
Bought hardcover book in last 12 months	89,336	21.4%	102
Bought paperback book in last 12 month	132,628	31.8%	101
Read any daily newspaper (paper version)	116,512	28.0%	107
Read any digital newspaper in last 30 days	143,613	34.5%	104
Read any magazine (paper/electronic version) in last 6 months	379,685	91.2%	100

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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	305,741	73.4%	98
Went to family restaurant/steak house: 4+ times a month	109,427	26.3%	96
Went to fast food/drive-in restaurant in last 6 months	368,114	88.4%	98
Went to fast food/drive-in restaurant 9+ times/mo	153,692	36.9%	93
Fast food/drive-in last 6 months: eat in	142,525	34.2%	94
Fast food/drive-in last 6 months: home delivery	35,324	8.5%	111
Fast food/drive-in last 6 months: take-out/drive-thru	180,148	43.3%	93
Fast food/drive-in last 6 months: take-out/walk-in	83,866	20.1%	104
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	124,391	29.9%	94
Own e-reader/tablet: iPad	59,443	14.3%	93
Own any portable MP3 player	128,969	31.0%	101
HH owns 1 TV	47,130	22.5%	110
HH owns 2 TVs	55,106	26.3%	101
HH owns 3 TVs	42,603	20.3%	95
HH owns 4+ TVs	35,872	17.1%	91
HH subscribes to cable TV	115,283	55.0%	111
HH subscribes to fiber optic	17,879	8.5%	112
HH has satellite dish	38,763	18.5%	73
HH owns DVD/Blu-ray player	120,403	57.4%	95
HH owns camcorder	26,202	12.5%	90
HH owns portable GPS navigation device	52,364	25.0%	91
HH purchased video game system in last 12 mos	19,421	9.3%	117
HH owns Internet video device for TV	14,575	7.0%	99
Travel (Adults)			
Domestic travel in last 12 months	203,980	49.0%	98
Took 3+ domestic non-business trips in last 12 months	45,901	11.0%	99
Spent on domestic vacations in last 12 months: <\$1,000	44,891	10.8%	101
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	23,313	5.6%	96
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	14,262	3.4%	96
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	15,092	3.6%	93
Spent on domestic vacations in last 12 months: \$3,000+	20,172	4.8%	88
Domestic travel in the 12 months: used general travel website	27,264	6.5%	97
Foreign travel in last 3 years	101,237	24.3%	101
Took 3+ foreign trips by plane in last 3 years	19,095	4.6%	102
Spent on foreign vacations in last 12 months: <\$1,000	17,398	4.2%	100
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	14,653	3.5%	108
Spent on foreign vacations in last 12 months: \$3,000+	19,261	4.6%	93
Foreign travel in last 3 years: used general travel website	22,306	5.4%	96
Nights spent in hotel/motel in last 12 months: any	156,851	37.7%	93
Took cruise of more than one day in last 3 years	32,160	7.7%	92
Member of any frequent flyer program	66,889	16.1%	98
Member of any hotel rewards program	53,322	12.8%	91

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