



Retail Marketplace Potential

Downtown Springfield MO Springfield, MO
Drive Time: 5 minute radius

Latitude: 37.2071
Longitude: -93.2924

Demographic Summary		2023	2028
Population		24,193	24,732
Population 18+		21,160	21,660
Households		10,693	11,058
Median Household Income		\$29,138	\$31,752

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought Men`s Clothing/12 Mo	13,058	61.7%	101
Bought Women`s Clothing/12 Mo	10,018	47.3%	91
Bought Shoes/12 Mo	15,647	73.9%	99
Bought Fine Jewelry/12 Mo	3,998	18.9%	92
Bought Watch/12 Mo	2,630	12.4%	90
Automobiles (Households)			
HH Owns or Leases Any Vehicle	9,234	86.4%	94
HH Bought or Leased New Vehicle/12 Mo	700	6.5%	65
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	18,519	87.5%	97
Bought or Changed Motor Oil/12 Mo	10,217	48.3%	94
Had Vehicle Tune-Up/12 Mo	4,651	22.0%	89
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	7,995	37.8%	102
Drank Beer or Ale/6 Mo	7,832	37.0%	93
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	1,979	9.4%	85
Own Digital SLR Camera or Camcorder	1,893	8.9%	83
Printed Digital Photos/12 Mo	4,960	23.4%	87
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	7,516	35.5%	102
Have a Smartphone	19,969	94.4%	101
Have Android Phone (Any Brand) Smartphone	8,399	39.7%	103
Have Apple iPhone Smartphone	11,975	56.6%	100
HH Owns 1 Cell Phone	4,532	42.4%	139
HH Owns 2 Cell Phones	3,793	35.5%	91
HH Owns 3+ Cell Phones	2,090	19.5%	68
HH Has Cell Phone Only (No Landline Telephone)	8,029	75.1%	110
Computers (Households)			
HH Owns Computer	8,787	82.2%	96
HH Owns Desktop Computer	3,763	35.2%	88
HH Owns Laptop or Notebook	7,352	68.8%	98
HH Owns Apple/Mac Brand Computer	2,248	21.0%	87
HH Owns PC/Non-Apple Brand Computer	7,416	69.4%	98
HH Purchased Most Recent Home Computer at Store	3,580	33.5%	86
HH Purchased Most Recent Home Computer Online	3,290	30.8%	112
HH Spent \$1-499 on Most Recent Home Computer	1,683	15.7%	99
HH Spent \$500-999 on Most Recent Home Computer	2,062	19.3%	95
HH Spent \$1K-1499 on Most Recent Home Computer	1,225	11.5%	95
HH Spent \$1500-1999 on Most Recent Home Computer	574	5.4%	117
HH Spent \$2K+ on Most Recent Home Computer	587	5.5%	102

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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at C-Store/6 Mo	13,715	64.8%	101
Bought Brewed Coffee at C-Store/30 Days	2,220	10.5%	87
Bought Cigarettes at C-Store/30 Days	1,693	8.0%	131
Bought Gas at C-Store/30 Days	8,618	40.7%	103
Spent \$1-19 at C-Store/30 Days	1,878	8.9%	120
Spent \$20-39 at C-Store/30 Days	1,950	9.2%	94
Spent \$40-50 at C-Store/30 Days	1,685	8.0%	103
Spent \$51-99 at C-Store/30 Days	1,748	8.3%	135
Spent \$100+ at C-Store/30 Days	4,029	19.0%	91
Entertainment (Adults)			
Attended Movie/6 Mo	8,081	38.2%	103
Went to Live Theater/12 Mo	1,571	7.4%	109
Went to Bar or Night Club/12 Mo	4,016	19.0%	117
Dined Out/12 Mo	10,393	49.1%	94
Gambled at Casino/12 Mo	1,905	9.0%	84
Visited Theme Park/12 Mo	2,128	10.1%	86
Viewed Movie (Video-on-Demand)/30 Days	1,661	7.8%	71
Viewed TV Show (Video-on-Demand)/30 Days	1,071	5.1%	67
Used Internet to Download Movie/30 Days	1,605	7.6%	126
Downloaded Individual Song/6 Mo	3,758	17.8%	88
Used Internet to Watch Movie/30 Days	9,512	45.0%	132
Used Internet to Watch TV Program/30 Days	5,630	26.6%	120
Played (Console) Video or Electronic Game/12 Mo	4,294	20.3%	158
Played (Portable) Video or Electronic Game/12 Mo	1,957	9.2%	139
Financial (Adults)			
Have 1st Home Mortgage	6,288	29.7%	78
Used ATM or Cash Machine/12 Mo	12,846	60.7%	96
Own Any Stock	2,821	13.3%	89
Own U.S. Savings Bonds	1,452	6.9%	96
Own Shares in Mutual Fund (Stocks)	2,081	9.8%	72
Own Shares in Mutual Fund (Bonds)	1,172	5.5%	65
Have Interest Checking Account	7,400	35.0%	89
Have Non-Interest Checking Account	7,729	36.5%	96
Have Savings Account	14,876	70.3%	95
Have 401(k) Retirement Savings Plan	4,448	21.0%	86
Own or Used Any Credit/Debit Card/12 Mo	19,075	90.1%	97
Avg \$1-110 Monthly Credit Card Expenditures	2,569	12.1%	106
Avg \$111-225 Monthly Credit Card Expenditures	1,664	7.9%	103
Avg \$226-450 Monthly Credit Card Expenditures	2,055	9.7%	105
Avg \$451-700 Monthly Credit Card Expenditures	1,867	8.8%	96
Avg \$701-1000 Monthly Credit Card Expenditures	1,318	6.2%	76
Avg \$1001-2000 Monthly Credit Card Expenditures	1,888	8.9%	76
Avg \$2001+ Monthly Credit Card Expenditures	1,312	6.2%	56
Did Banking Online/12 Mo	12,089	57.1%	97
Did Banking by Mobile Device/12 Mo	10,110	47.8%	99

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH Used Bread/6 Mo	9,932	92.9%	98
HH Used Chicken (Fresh or Frozen)/6 Mo	6,913	64.6%	93
HH Used Turkey (Fresh or Frozen)/6 Mo	1,438	13.4%	91
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	6,010	56.2%	93
HH Used Fresh Fruit or Vegetables/6 Mo	9,080	84.9%	96
HH Used Fresh Milk/6 Mo	8,301	77.6%	94
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	6,010	56.2%	99
Health (Adults)			
Exercise at Home 2+ Times/Wk	9,812	46.4%	94
Exercise at Club 2+ Times/Wk	2,838	13.4%	114
Visited Doctor/12 Mo	16,264	76.9%	96
Used Vitamins or Dietary Supplements/6 Mo	12,231	57.8%	87
Home (Households)			
HH Did Home Improvement/12 Mo	3,050	28.5%	72
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	2,269	21.2%	70
HH Purchased Low Ticket HH Furnishing/12 Mo	2,535	23.7%	97
HH Purchased Big Ticket HH Furnishing/12 Mo	2,971	27.8%	97
HH Bought Small Kitchen Appliance/12 Mo	3,005	28.1%	108
HH Bought Large Kitchen Appliance/12 Mo	1,414	13.2%	81
Insurance (Adults/Households)			
Currently Carry Life Insurance	9,167	43.3%	85
Personally Carry Any Med/Hosp/Accident Insur	17,496	82.7%	97
Homeowner Carries Home/Personal Property Insurance	9,833	46.5%	75
Renter Carries Home/Pers Property Insurance	3,883	18.4%	154
HH Has 1 Vehicle Covered w/Auto Insurance	3,905	36.5%	119
HH Has 2 Vehicles Covered w/Auto Insurance	2,897	27.1%	83
HH Has 3+ Vehicles Covered w/Auto Insurance	2,269	21.2%	80
Pets (Households)			
HH Owns Cat	2,340	21.9%	95
HH Owns Dog	2,956	27.6%	70
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	4,596	21.7%	117
Buying American Is Important: 4-Agr Cmpl	6,245	29.5%	92
Buy Based on Quality Not Price: 4-Agr Cmpl	3,023	14.3%	95
Buy on Credit Rather Than Wait: 4-Agr Cmpl	2,584	12.2%	96
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	2,571	12.2%	110
Will Pay More for Env Safe Prods: 4-Agr Cmpl	3,524	16.7%	137
Buy Based on Price Not Brands: 4-Agr Cmpl	6,285	29.7%	109
Am Interested in How to Help Env: 4-Agr Cmpl	4,596	21.7%	117
Reading (Adults)			
Bought Digital Book/12 Mo	3,542	16.7%	89
Bought Hardcover Book/12 Mo	5,312	25.1%	93
Bought Paperback Book/12 Mo	7,363	34.8%	102
Read Daily Newspaper (Paper Version)	2,669	12.6%	82
Read Digital Newspaper/30 Days	12,307	58.2%	115
Read Magazine (Paper/Electronic Vers)/6 Mo	18,403	87.0%	100

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Restaurants (Adults)			
Went to Family Restrnt/SteakHse/6 Mo	13,622	64.4%	97
Went to Family Restrnt/SteakHse 4+ Times/30 Days	4,209	19.9%	97
Went to Fast Food/Drive-In Restaurant/6 Mo	19,337	91.4%	101
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	8,367	39.5%	102
Ordered Eat-In Fast Food/6 Mo	4,471	21.1%	103
Ordered Home Delivery Fast Food/6 Mo	3,283	15.5%	116
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	12,488	59.0%	101
Ordered Take-Out/Walk-In Fast Food/6 Mo	4,758	22.5%	101
Television & Electronics (Adults/Households)			
Own Tablet	10,643	50.3%	85
Own E-Reader	2,410	11.4%	79
Own E-Reader/Tablet: Apple iPad	6,626	31.3%	84
HH Owns Internet Connectable TV	4,150	38.8%	90
Own Portable MP3 Player	1,994	9.4%	84
HH Owns 1 TV	2,660	24.9%	137
HH Owns 2 TVs	3,201	29.9%	106
HH Owns 3 TVs	2,191	20.5%	89
HH Owns 4+ TVs	1,559	14.6%	65
HH Subscribes to Cable TV	3,007	28.1%	83
HH Subscribes to Fiber Optic TV	302	2.8%	54
HH Owns Portable GPS Device	1,686	15.8%	76
HH Purchased Video Game System/12 Mo	709	6.6%	83
HH Owns Internet Video Device for TV	5,023	47.0%	89
Travel (Adults)			
Took Domestic Trip in Continental U.S./12 Mo	10,716	50.6%	94
Took 3+ Domestic Non-Business Trips/12 Mo	2,789	13.2%	95
Spent \$1-999 on Domestic Vacations/12 Mo	3,243	15.3%	112
Spent \$1K-1499 on Domestic Vacations/12 Mo	1,530	7.2%	113
Spent \$1500-1999 on Domestic Vacations/12 Mo	571	2.7%	71
Spent \$2K-2999 on Domestic Vacations/12 Mo	641	3.0%	76
Spent \$3K+ on Domestic Vacations/12 Mo	866	4.1%	62
Used Intrnt Travel Site for Domestic Trip/12 Mo	950	4.5%	81
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	6,087	28.8%	87
Took 3+ Foreign Trips by Plane/3 Yrs	1,239	5.9%	80
Spent \$1-999 on Foreign Vacations/12 Mo	1,324	6.3%	81
Index: Spent \$1K-2999 on Foreign Vacations/12 Mo	651	3.1%	100
Spent \$3K+ on Foreign Vacations/12 Mo	686	3.2%	76
Used General Travel Site: Foreign Trip/3 Yrs	1,065	5.0%	79
Spent Night at Hotel or Motel/12 Mo	9,077	42.9%	95
Took Cruise of More Than One Day/3 Yrs	1,282	6.1%	60
Member of Frequent Flyer Program	4,299	20.3%	74
Member of Hotel Rewards Program	4,396	20.8%	72

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Demographic Summary		2023	2028
Population		100,934	102,173
Population 18+		83,104	84,093
Households		44,927	45,883
Median Household Income		\$37,962	\$41,485

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought Men`s Clothing/12 Mo	50,618	60.9%	99
Bought Women`s Clothing/12 Mo	42,105	50.7%	98
Bought Shoes/12 Mo	61,597	74.1%	100
Bought Fine Jewelry/12 Mo	16,605	20.0%	98
Bought Watch/12 Mo	10,456	12.6%	91
Automobiles (Households)			
HH Owns or Leases Any Vehicle	39,860	88.7%	97
HH Bought or Leased New Vehicle/12 Mo	3,325	7.4%	73
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	74,038	89.1%	98
Bought or Changed Motor Oil/12 Mo	43,068	51.8%	101
Had Vehicle Tune-Up/12 Mo	19,328	23.3%	94
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	32,562	39.2%	106
Drank Beer or Ale/6 Mo	31,690	38.1%	96
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	8,276	10.0%	91
Own Digital SLR Camera or Camcorder	7,066	8.5%	79
Printed Digital Photos/12 Mo	20,743	25.0%	92
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	30,779	37.0%	106
Have a Smartphone	77,906	93.7%	100
Have Android Phone (Any Brand) Smartphone	35,279	42.5%	110
Have Apple iPhone Smartphone	43,711	52.6%	93
HH Owns 1 Cell Phone	18,584	41.4%	136
HH Owns 2 Cell Phones	16,093	35.8%	92
HH Owns 3+ Cell Phones	9,267	20.6%	72
HH Has Cell Phone Only (No Landline Telephone)	33,359	74.3%	108
Computers (Households)			
HH Owns Computer	36,336	80.9%	94
HH Owns Desktop Computer	16,542	36.8%	92
HH Owns Laptop or Notebook	29,821	66.4%	94
HH Owns Apple/Mac Brand Computer	8,873	19.7%	82
HH Owns PC/Non-Apple Brand Computer	30,980	69.0%	97
HH Purchased Most Recent Home Computer at Store	15,865	35.3%	91
HH Purchased Most Recent Home Computer Online	12,390	27.6%	100
HH Spent \$1-499 on Most Recent Home Computer	7,613	16.9%	107
HH Spent \$500-999 on Most Recent Home Computer	8,690	19.3%	95
HH Spent \$1K-1499 on Most Recent Home Computer	4,998	11.1%	92
HH Spent \$1500-1999 on Most Recent Home Computer	2,026	4.5%	98
HH Spent \$2K+ on Most Recent Home Computer	1,974	4.4%	81

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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at C-Store/6 Mo	55,733	67.1%	105
Bought Brewed Coffee at C-Store/30 Days	9,560	11.5%	95
Bought Cigarettes at C-Store/30 Days	6,998	8.4%	138
Bought Gas at C-Store/30 Days	36,232	43.6%	111
Spent \$1-19 at C-Store/30 Days	6,520	7.8%	106
Spent \$20-39 at C-Store/30 Days	8,034	9.7%	98
Spent \$40-50 at C-Store/30 Days	7,165	8.6%	111
Spent \$51-99 at C-Store/30 Days	6,299	7.6%	124
Spent \$100+ at C-Store/30 Days	18,085	21.8%	104
Entertainment (Adults)			
Attended Movie/6 Mo	30,962	37.3%	101
Went to Live Theater/12 Mo	5,431	6.5%	96
Went to Bar or Night Club/12 Mo	14,776	17.8%	110
Dined Out/12 Mo	42,070	50.6%	97
Gambled at Casino/12 Mo	8,145	9.8%	91
Visited Theme Park/12 Mo	8,336	10.0%	86
Viewed Movie (Video-on-Demand)/30 Days	6,232	7.5%	68
Viewed TV Show (Video-on-Demand)/30 Days	4,558	5.5%	72
Used Internet to Download Movie/30 Days	4,919	5.9%	98
Downloaded Individual Song/6 Mo	15,221	18.3%	91
Used Internet to Watch Movie/30 Days	32,406	39.0%	114
Used Internet to Watch TV Program/30 Days	20,272	24.4%	110
Played (Console) Video or Electronic Game/12 Mo	14,308	17.2%	134
Played (Portable) Video or Electronic Game/12 Mo	6,723	8.1%	122
Financial (Adults)			
Have 1st Home Mortgage	25,706	30.9%	81
Used ATM or Cash Machine/12 Mo	50,892	61.2%	97
Own Any Stock	10,800	13.0%	87
Own U.S. Savings Bonds	5,296	6.4%	90
Own Shares in Mutual Fund (Stocks)	8,947	10.8%	79
Own Shares in Mutual Fund (Bonds)	5,481	6.6%	77
Have Interest Checking Account	28,806	34.7%	88
Have Non-Interest Checking Account	32,019	38.5%	101
Have Savings Account	58,209	70.0%	95
Have 401(k) Retirement Savings Plan	17,864	21.5%	88
Own or Used Any Credit/Debit Card/12 Mo	75,479	90.8%	98
Avg \$1-110 Monthly Credit Card Expenditures	9,777	11.8%	103
Avg \$111-225 Monthly Credit Card Expenditures	6,465	7.8%	102
Avg \$226-450 Monthly Credit Card Expenditures	8,022	9.7%	104
Avg \$451-700 Monthly Credit Card Expenditures	7,179	8.6%	94
Avg \$701-1000 Monthly Credit Card Expenditures	5,899	7.1%	87
Avg \$1001-2000 Monthly Credit Card Expenditures	7,192	8.7%	74
Avg \$2001+ Monthly Credit Card Expenditures	5,496	6.6%	60
Did Banking Online/12 Mo	46,252	55.7%	95
Did Banking by Mobile Device/12 Mo	39,008	46.9%	98

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH Used Bread/6 Mo	41,935	93.3%	99
HH Used Chicken (Fresh or Frozen)/6 Mo	30,018	66.8%	96
HH Used Turkey (Fresh or Frozen)/6 Mo	6,264	13.9%	94
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	25,494	56.7%	94
HH Used Fresh Fruit or Vegetables/6 Mo	38,738	86.2%	98
HH Used Fresh Milk/6 Mo	36,019	80.2%	97
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	25,494	56.7%	93
Health (Adults)			
Exercise at Home 2+ Times/Wk	38,739	46.6%	95
Exercise at Club 2+ Times/Wk	10,111	12.2%	104
Visited Doctor/12 Mo	65,343	78.6%	98
Used Vitamins or Dietary Supplements/6 Mo	50,195	60.4%	91
Home (Households)			
HH Did Home Improvement/12 Mo	15,073	33.5%	85
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	10,982	24.4%	80
HH Purchased Low Ticket HH Furnishing/12 Mo	10,681	23.8%	97
HH Purchased Big Ticket HH Furnishing/12 Mo	12,572	28.0%	98
HH Bought Small Kitchen Appliance/12 Mo	11,769	26.2%	100
HH Bought Large Kitchen Appliance/12 Mo	6,446	14.3%	88
Insurance (Adults/Households)			
Currently Carry Life Insurance	38,035	45.8%	90
Personally Carry Any Med/Hosp/Accident Insur	68,916	82.9%	97
Homeowner Carries Home/Personal Property Insurance	43,427	52.3%	85
Renter Carries Home/Pers Property Insurance	13,817	16.6%	139
HH Has 1 Vehicle Covered w/Auto Insurance	16,549	36.8%	120
HH Has 2 Vehicles Covered w/Auto Insurance	13,038	29.0%	88
HH Has 3+ Vehicles Covered w/Auto Insurance	9,865	22.0%	83
Pets (Households)			
HH Owns Cat	10,698	23.8%	103
HH Owns Dog	15,326	34.1%	86
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	16,901	20.3%	109
Buying American Is Important: 4-Agr Cmpl	26,329	31.7%	99
Buy Based on Quality Not Price: 4-Agr Cmpl	11,624	14.0%	93
Buy on Credit Rather Than Wait: 4-Agr Cmpl	9,718	11.7%	92
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	9,162	11.0%	100
Will Pay More for Env Safe Prods: 4-Agr Cmpl	11,743	14.1%	116
Buy Based on Price Not Brands: 4-Agr Cmpl	24,297	29.2%	108
Am Interested in How to Help Env: 4-Agr Cmpl	16,901	20.3%	109
Reading (Adults)			
Bought Digital Book/12 Mo	14,343	17.3%	91
Bought Hardcover Book/12 Mo	21,663	26.1%	96
Bought Paperback Book/12 Mo	28,421	34.2%	101
Read Daily Newspaper (Paper Version)	11,622	14.0%	91
Read Digital Newspaper/30 Days	43,687	52.6%	104
Read Magazine (Paper/Electronic Vers)/6 Mo	71,360	85.9%	99

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to Family Restrnt/SteakHse/6 Mo	54,406	65.5%	99
Went to Family Restrnt/SteakHse 4+ Times/30 Days	16,952	20.4%	99
Went to Fast Food/Drive-In Restaurant/6 Mo	76,117	91.6%	101
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	33,218	40.0%	103
Ordered Eat-In Fast Food/6 Mo	17,064	20.5%	100
Ordered Home Delivery Fast Food/6 Mo	12,565	15.1%	113
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	50,109	60.3%	103
Ordered Take-Out/Walk-In Fast Food/6 Mo	17,102	20.6%	92
Television & Electronics (Adults/Households)			
Own Tablet	43,543	52.4%	89
Own E-Reader	9,893	11.9%	83
Own E-Reader/Tablet: Apple iPad	25,058	30.2%	81
HH Owns Internet Connectable TV	18,097	40.3%	93
Own Portable MP3 Player	8,169	9.8%	88
HH Owns 1 TV	10,114	22.5%	124
HH Owns 2 TVs	13,460	30.0%	106
HH Owns 3 TVs	9,667	21.5%	94
HH Owns 4+ TVs	7,380	16.4%	73
HH Subscribes to Cable TV	13,512	30.1%	89
HH Subscribes to Fiber Optic TV	1,373	3.1%	58
HH Owns Portable GPS Device	7,681	17.1%	82
HH Purchased Video Game System/12 Mo	2,813	6.3%	78
HH Owns Internet Video Device for TV	22,157	49.3%	94
Travel (Adults)			
Took Domestic Trip in Continental U.S./12 Mo	42,108	50.7%	94
Took 3+ Domestic Non-Business Trips/12 Mo	10,260	12.3%	89
Spent \$1-999 on Domestic Vacations/12 Mo	12,066	14.5%	106
Spent \$1K-1499 on Domestic Vacations/12 Mo	5,279	6.4%	100
Spent \$1500-1999 on Domestic Vacations/12 Mo	2,528	3.0%	80
Spent \$2K-2999 on Domestic Vacations/12 Mo	2,613	3.1%	79
Spent \$3K+ on Domestic Vacations/12 Mo	3,578	4.3%	65
Used Intrnt Travel Site for Domestic Trip/12 Mo	3,763	4.5%	81
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	22,093	26.6%	80
Took 3+ Foreign Trips by Plane/3 Yrs	4,210	5.1%	69
Spent \$1-999 on Foreign Vacations/12 Mo	5,162	6.2%	80
Index: Spent \$1K-2999 on Foreign Vacations/12 Mo	2,141	2.6%	84
Spent \$3K+ on Foreign Vacations/12 Mo	2,377	2.9%	67
Used General Travel Site: Foreign Trip/3 Yrs	3,614	4.3%	69
Spent Night at Hotel or Motel/12 Mo	35,658	42.9%	95
Took Cruise of More Than One Day/3 Yrs	5,772	6.9%	69
Member of Frequent Flyer Program	17,390	20.9%	76
Member of Hotel Rewards Program	18,589	22.4%	78

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Retail Marketplace Potential

Downtown Springfield MO Springfield, MO
Drive Time: 15 minute radius

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Demographic Summary		2023	2028
Population		194,376	197,371
Population 18+		158,003	160,301
Households		86,566	88,712
Median Household Income		\$47,229	\$52,351

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought Men`s Clothing/12 Mo	96,244	60.9%	99
Bought Women`s Clothing/12 Mo	81,010	51.3%	99
Bought Shoes/12 Mo	116,844	74.0%	99
Bought Fine Jewelry/12 Mo	31,131	19.7%	96
Bought Watch/12 Mo	20,306	12.9%	93
Automobiles (Households)			
HH Owns or Leases Any Vehicle	78,705	90.9%	99
HH Bought or Leased New Vehicle/12 Mo	7,483	8.6%	86
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	143,239	90.7%	100
Bought or Changed Motor Oil/12 Mo	83,614	52.9%	103
Had Vehicle Tune-Up/12 Mo	37,300	23.6%	95
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	59,888	37.9%	102
Drank Beer or Ale/6 Mo	61,426	38.9%	98
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	17,071	10.8%	98
Own Digital SLR Camera or Camcorder	14,738	9.3%	86
Printed Digital Photos/12 Mo	41,426	26.2%	97
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	56,831	36.0%	103
Have a Smartphone	148,076	93.7%	100
Have Android Phone (Any Brand) Smartphone	65,968	41.8%	108
Have Apple iPhone Smartphone	83,912	53.1%	94
HH Owns 1 Cell Phone	33,362	38.5%	126
HH Owns 2 Cell Phones	32,445	37.5%	96
HH Owns 3+ Cell Phones	19,053	22.0%	76
HH Has Cell Phone Only (No Landline Telephone)	62,998	72.8%	106
Computers (Households)			
HH Owns Computer	72,009	83.2%	97
HH Owns Desktop Computer	33,280	38.4%	96
HH Owns Laptop or Notebook	59,037	68.2%	97
HH Owns Apple/Mac Brand Computer	17,908	20.7%	85
HH Owns PC/Non-Apple Brand Computer	61,273	70.8%	100
HH Purchased Most Recent Home Computer at Store	32,576	37.6%	97
HH Purchased Most Recent Home Computer Online	23,758	27.4%	100
HH Spent \$1-499 on Most Recent Home Computer	14,908	17.2%	109
HH Spent \$500-999 on Most Recent Home Computer	17,845	20.6%	101
HH Spent \$1K-1499 on Most Recent Home Computer	9,845	11.4%	94
HH Spent \$1500-1999 on Most Recent Home Computer	3,699	4.3%	93
HH Spent \$2K+ on Most Recent Home Computer	3,985	4.6%	85

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January 09, 2024



Retail Marketplace Potential

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at C-Store/6 Mo	104,984	66.4%	104
Bought Brewed Coffee at C-Store/30 Days	18,282	11.6%	96
Bought Cigarettes at C-Store/30 Days	11,971	7.6%	124
Bought Gas at C-Store/30 Days	67,986	43.0%	109
Spent \$1-19 at C-Store/30 Days	12,088	7.7%	104
Spent \$20-39 at C-Store/30 Days	15,263	9.7%	98
Spent \$40-50 at C-Store/30 Days	13,269	8.4%	108
Spent \$51-99 at C-Store/30 Days	11,773	7.5%	122
Spent \$100+ at C-Store/30 Days	34,375	21.8%	104
Entertainment (Adults)			
Attended Movie/6 Mo	57,807	36.6%	99
Went to Live Theater/12 Mo	10,617	6.7%	98
Went to Bar or Night Club/12 Mo	27,520	17.4%	107
Dined Out/12 Mo	82,517	52.2%	100
Gambled at Casino/12 Mo	16,147	10.2%	95
Visited Theme Park/12 Mo	16,217	10.3%	88
Viewed Movie (Video-on-Demand)/30 Days	13,847	8.8%	79
Viewed TV Show (Video-on-Demand)/30 Days	9,863	6.2%	82
Used Internet to Download Movie/30 Days	8,924	5.6%	94
Downloaded Individual Song/6 Mo	29,776	18.8%	94
Used Internet to Watch Movie/30 Days	56,885	36.0%	105
Used Internet to Watch TV Program/30 Days	36,945	23.4%	106
Played (Console) Video or Electronic Game/12 Mo	23,903	15.1%	118
Played (Portable) Video or Electronic Game/12 Mo	11,625	7.4%	111
Financial (Adults)			
Have 1st Home Mortgage	54,709	34.6%	91
Used ATM or Cash Machine/12 Mo	97,349	61.6%	98
Own Any Stock	21,787	13.8%	92
Own U.S. Savings Bonds	10,672	6.8%	95
Own Shares in Mutual Fund (Stocks)	19,468	12.3%	90
Own Shares in Mutual Fund (Bonds)	12,164	7.7%	90
Have Interest Checking Account	58,911	37.3%	95
Have Non-Interest Checking Account	61,822	39.1%	103
Have Savings Account	114,166	72.3%	98
Have 401(k) Retirement Savings Plan	35,919	22.7%	93
Own or Used Any Credit/Debit Card/12 Mo	145,250	91.9%	99
Avg \$1-110 Monthly Credit Card Expenditures	18,805	11.9%	104
Avg \$111-225 Monthly Credit Card Expenditures	12,301	7.8%	102
Avg \$226-450 Monthly Credit Card Expenditures	15,002	9.5%	103
Avg \$451-700 Monthly Credit Card Expenditures	14,391	9.1%	99
Avg \$701-1000 Monthly Credit Card Expenditures	12,113	7.7%	94
Avg \$1001-2000 Monthly Credit Card Expenditures	15,604	9.9%	84
Avg \$2001+ Monthly Credit Card Expenditures	12,829	8.1%	74
Did Banking Online/12 Mo	90,796	57.5%	98
Did Banking by Mobile Device/12 Mo	74,344	47.1%	98

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH Used Bread/6 Mo	81,335	94.0%	99
HH Used Chicken (Fresh or Frozen)/6 Mo	58,722	67.8%	97
HH Used Turkey (Fresh or Frozen)/6 Mo	12,418	14.3%	97
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	50,073	57.8%	96
HH Used Fresh Fruit or Vegetables/6 Mo	75,493	87.2%	99
HH Used Fresh Milk/6 Mo	70,494	81.4%	99
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	50,073	57.8%	92
Health (Adults)			
Exercise at Home 2+ Times/Wk	75,515	47.8%	97
Exercise at Club 2+ Times/Wk	18,815	11.9%	101
Visited Doctor/12 Mo	126,408	80.0%	100
Used Vitamins or Dietary Supplements/6 Mo	99,931	63.2%	96
Home (Households)			
HH Did Home Improvement/12 Mo	32,177	37.2%	94
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	23,779	27.5%	90
HH Purchased Low Ticket HH Furnishing/12 Mo	21,058	24.3%	99
HH Purchased Big Ticket HH Furnishing/12 Mo	24,734	28.6%	100
HH Bought Small Kitchen Appliance/12 Mo	22,494	26.0%	100
HH Bought Large Kitchen Appliance/12 Mo	13,255	15.3%	94
Insurance (Adults/Households)			
Currently Carry Life Insurance	77,276	48.9%	96
Personally Carry Any Med/Hosp/Accident Insur	133,458	84.5%	99
Homeowner Carries Home/Personal Property Insurance	91,455	57.9%	94
Renter Carries Home/Pers Property Insurance	23,207	14.7%	123
HH Has 1 Vehicle Covered w/Auto Insurance	30,309	35.0%	114
HH Has 2 Vehicles Covered w/Auto Insurance	26,858	31.0%	95
HH Has 3+ Vehicles Covered w/Auto Insurance	20,389	23.6%	89
Pets (Households)			
HH Owns Cat	20,869	24.1%	104
HH Owns Dog	31,682	36.6%	93
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	30,511	19.3%	104
Buying American Is Important: 4-Agr Cmpl	51,852	32.8%	102
Buy Based on Quality Not Price: 4-Agr Cmpl	22,315	14.1%	94
Buy on Credit Rather Than Wait: 4-Agr Cmpl	18,573	11.8%	92
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	17,662	11.2%	101
Will Pay More for Env Safe Prods: 4-Agr Cmpl	20,425	12.9%	106
Buy Based on Price Not Brands: 4-Agr Cmpl	44,750	28.3%	104
Am Interested in How to Help Env: 4-Agr Cmpl	30,511	19.3%	104
Reading (Adults)			
Bought Digital Book/12 Mo	28,053	17.8%	94
Bought Hardcover Book/12 Mo	42,759	27.1%	100
Bought Paperback Book/12 Mo	54,392	34.4%	101
Read Daily Newspaper (Paper Version)	23,193	14.7%	96
Read Digital Newspaper/30 Days	80,211	50.8%	100
Read Magazine (Paper/Electronic Vers)/6 Mo	136,182	86.2%	99

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to Family Restrnt/SteakHse/6 Mo	105,695	66.9%	101
Went to Family Restrnt/SteakHse 4+ Times/30 Days	32,930	20.8%	101
Went to Fast Food/Drive-In Restaurant/6 Mo	144,721	91.6%	101
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	62,706	39.7%	102
Ordered Eat-In Fast Food/6 Mo	32,698	20.7%	101
Ordered Home Delivery Fast Food/6 Mo	21,859	13.8%	103
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	96,688	61.2%	105
Ordered Take-Out/Walk-In Fast Food/6 Mo	32,314	20.5%	92
Television & Electronics (Adults/Households)			
Own Tablet	87,792	55.6%	94
Own E-Reader	20,787	13.2%	92
Own E-Reader/Tablet: Apple iPad	51,462	32.6%	87
HH Owns Internet Connectable TV	36,381	42.0%	98
Own Portable MP3 Player	16,723	10.6%	95
HH Owns 1 TV	18,041	20.8%	115
HH Owns 2 TVs	25,718	29.7%	105
HH Owns 3 TVs	19,247	22.2%	97
HH Owns 4+ TVs	16,206	18.7%	83
HH Subscribes to Cable TV	28,453	32.9%	97
HH Subscribes to Fiber Optic TV	3,158	3.6%	69
HH Owns Portable GPS Device	16,820	19.4%	93
HH Purchased Video Game System/12 Mo	5,224	6.0%	75
HH Owns Internet Video Device for TV	43,952	50.8%	97
Travel (Adults)			
Took Domestic Trip in Continental U.S./12 Mo	82,645	52.3%	97
Took 3+ Domestic Non-Business Trips/12 Mo	20,580	13.0%	94
Spent \$1-999 on Domestic Vacations/12 Mo	22,618	14.3%	105
Spent \$1K-1499 on Domestic Vacations/12 Mo	10,005	6.3%	99
Spent \$1500-1999 on Domestic Vacations/12 Mo	5,445	3.4%	90
Spent \$2K-2999 on Domestic Vacations/12 Mo	5,743	3.6%	91
Spent \$3K+ on Domestic Vacations/12 Mo	8,424	5.3%	80
Used Intrnt Travel Site for Domestic Trip/12 Mo	7,858	5.0%	89
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	43,682	27.6%	84
Took 3+ Foreign Trips by Plane/3 Yrs	8,290	5.2%	72
Spent \$1-999 on Foreign Vacations/12 Mo	10,272	6.5%	84
Index: Spent \$1K-2999 on Foreign Vacations/12 Mo	3,841	2.4%	79
Spent \$3K+ on Foreign Vacations/12 Mo	4,631	2.9%	69
Used General Travel Site: Foreign Trip/3 Yrs	7,316	4.6%	73
Spent Night at Hotel or Motel/12 Mo	69,769	44.2%	97
Took Cruise of More Than One Day/3 Yrs	12,965	8.2%	81
Member of Frequent Flyer Program	37,144	23.5%	85
Member of Hotel Rewards Program	40,359	25.5%	89

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