



Retail Market Potential

822 7th St E, Saint Paul, MN, 55106 (E 7th St & Arcade)
Ring: 1 mile radius

Latitude: 44.96209
Longitude: -93.0659

Demographic Summary	2010	2015
Population	27,097	26,702
Total Number of Adults	18,010	17,759
Households	7,926	7,763
Median Household Income	\$46,497	\$52,976

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	7,835	43.5%	86
Bought any women's apparel in last 12 months	7,834	43.5%	95
Bought apparel for child <13 in last 6 months	5,224	29.0%	103
Bought any shoes in last 12 months	8,711	48.4%	93
Bought costume jewelry in last 12 months	3,872	21.5%	103
Bought any fine jewelry in last 12 months	4,340	24.1%	105
Bought a watch in last 12 months	4,263	23.7%	114
Automobiles (Households)			
HH owns/leases any vehicle	6,177	77.9%	89
HH bought new vehicle in last 12 months	436	5.5%	67
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	14,449	80.2%	92
Bought/changed motor oil in last 12 months	8,950	49.7%	96
Had tune-up in last 12 months	5,285	29.3%	93
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	10,611	58.9%	94
Drank regular cola in last 6 months	10,889	60.5%	116
Drank beer/ale in last 6 months	7,359	40.9%	96
Cameras & Film (Adults)			
Bought any camera in last 12 months	2,643	14.7%	99
Bought film in last 12 months	4,157	23.1%	98
Bought digital camera in last 12 months	1,024	5.7%	81
Bought memory card for camera in last 12 months	1,021	5.7%	75
Cell Phones/PDAs & Service			
Bought cell/mobile phone/PDA in last 12 months	4,427	24.6%	83
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	3,887	21.6%	84
Avg monthly cell/mobile phone/PDA bill: \$50-99	5,153	28.6%	90
Avg monthly cell/mobile phone/PDA bill: \$100+	2,577	14.3%	93
Computers (Households)			
HH owns a personal computer	4,529	57.1%	79
HH spent <\$500 on home PC	720	9.1%	100
HH spent \$500-\$999 on home PC	1,253	15.8%	86
HH spent \$1000-\$1499 on home PC	876	11.1%	75
HH spent \$1500-\$1999 on home PC	519	6.5%	79
Spent \$2000+ on home PC	421	5.3%	69

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults 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 2010 and 2015.



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Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	10,412	57.8%	97
Bought cigarettes at convenience store in last 30 days	4,044	22.5%	152
Bought gas at convenience store in last 30 days	5,805	32.2%	97
Spent at convenience store in last 30 days: <\$20	1,413	7.8%	81
Spent at convenience store in last 30 days: \$20-39	1,702	9.5%	95
Spent at convenience store in last 30 days: \$40+	6,312	35.0%	100
Entertainment (Adults)			
Attended movies in last 6 months	9,779	54.3%	93
Went to live theater in last 6 months	1,673	9.3%	74
Went to a bar/night club in last 12 months	3,143	17.5%	95
Dined out in last 12 months	7,218	40.1%	82
Gambled at a casino in last 12 months	2,355	13.1%	81
Visited a theme park in last 12 months	3,517	19.5%	88
DVDs rented in last 30 days: 1	394	2.2%	82
DVDs rented in last 30 days: 2	682	3.8%	81
DVDs rented in last 30 days: 3	492	2.7%	88
DVDs rented in last 30 days: 4	635	3.5%	88
DVDs rented in last 30 days: 5+	2,821	15.7%	119
DVDs purchased in last 30 days: 1	749	4.2%	78
DVDs purchased in last 30 days: 2	1,179	6.5%	125
DVDs purchased in last 30 days: 3-4	882	4.9%	100
DVDs purchased in last 30 days: 5+	1,240	6.9%	128
Spent on toys/games in last 12 months: <\$50	1,291	7.2%	115
Spent on toys/games in last 12 months: \$50-\$99	548	3.0%	111
Spent on toys/games in last 12 months: \$100-\$199	952	5.3%	74
Spent on toys/games in last 12 months: \$200-\$499	1,720	9.6%	92
Spent on toys/games in last 12 months: \$500+	739	4.1%	74
Financial (Adults)			
Have home mortgage (1st)	1,863	10.3%	57
Used ATM/cash machine in last 12 months	8,072	44.8%	88
Own any stock	861	4.8%	53
Own U.S. savings bond	759	4.2%	60
Own shares in mutual fund (stock)	970	5.4%	57
Own shares in mutual fund (bonds)	612	3.4%	59
Used full service brokerage firm in last 12 months	768	4.3%	70
Used discount brokerage firm in last 12 months	228	1.3%	64
Have 401K retirement savings	1,947	10.8%	65
Own any credit/debit card (in own name)	10,483	58.2%	79
Avg monthly credit card expenditures: <\$111	2,184	12.1%	83
Avg monthly credit card expenditures: \$111-225	1,780	9.9%	110
Avg monthly credit card expenditures: \$226-450	1,117	6.2%	72
Avg monthly credit card expenditures: \$451-700	887	4.9%	69
Avg monthly credit card expenditures: \$701+	1,340	7.4%	54

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Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	12,363	68.6%	99
Used bread in last 6 months	17,393	96.6%	100
Used chicken/turkey (fresh or frozen) in last 6 months	12,779	71.0%	95
Used fish/seafood (fresh or frozen) in last 6 months	8,540	47.4%	93
Used fresh fruit/vegetables in last 6 months	15,061	83.6%	97
Used fresh milk in last 6 months	16,384	91.0%	100
Health (Adults)			
Exercise at home 2+ times per week	4,162	23.1%	79
Exercise at club 2+ times per week	1,268	7.0%	61
Visited a doctor in last 12 months	13,294	73.8%	94
Used vitamin/dietary supplement in last 6 months	7,324	40.7%	85
Home (Households)			
Any home improvement in last 12 months	1,726	21.8%	70
Used housekeeper/maid/professional cleaning service in last 12 months	789	10.0%	63
Purchased any HH furnishing in last 12 months	767	9.7%	91
Purchased bedding/bath goods in last 12 months	4,307	54.3%	100
Purchased cooking/serving product in last 12 months	2,207	27.8%	103
Bought any kitchen appliance in last 12 months	1,168	14.7%	83
Insurance (Adults)			
Currently carry any life insurance	7,059	39.2%	81
Have medical/hospital/accident insurance	11,344	63.0%	87
Carry homeowner insurance	6,281	34.9%	66
Carry renter insurance	1,014	5.6%	93
Have auto/other vehicle insurance	13,625	75.7%	90
Pets (Households)			
HH owns any pet	3,023	38.1%	80
HH owns any cat	1,660	20.9%	90
HH owns any dog	2,099	26.5%	76
Reading Materials (Adults)			
Bought book in last 12 months	7,346	40.8%	82
Read any daily newspaper	6,892	38.3%	89
Heavy magazine reader	3,708	20.6%	103
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	11,797	65.5%	90
Went to family restaurant/steak house last mo: <2 times	4,094	22.7%	87
Went to family restaurant/steak house last mo: 2-4 times	4,485	24.9%	91
Went to family restaurant/steak house last mo: 5+ times	3,213	17.8%	91
Went to fast food/drive-in restaurant in last 6 mo	15,426	85.7%	95
Went to fast food/drive-in restaurant <5 times/mo	5,178	28.8%	94
Went to fast food/drive-in 5-12 times/mo	5,163	28.7%	91
Went to fast food/drive-in restaurant 13+ times/mo	5,085	28.2%	102
Fast food/drive-in last 6 mo: eat in	6,572	36.5%	95
Fast food/drive-in last 6 mo: home delivery	2,721	15.1%	136
Fast food/drive-in last 6 mo: take-out/drive-thru	9,517	52.8%	101
Fast food/drive-in last 6 mo: take-out/walk-in	4,198	23.3%	95

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Telephones & Service (Households)			
HH owns in-home cordless telephone	4,395	55.4%	86
HH average monthly long distance phone bill: <\$16	1,991	25.1%	90
HH average monthly long distance phone bill: \$16-25	562	7.1%	60
HH average monthly long distance phone bill: \$26-59	535	6.7%	69
HH average monthly long distance phone bill: \$60+	293	3.7%	84
Television & Sound Equipment (Households)			
HH owns 1 TV	1,853	23.4%	118
HH owns 2 TVs	2,040	25.7%	97
HH owns 3 TVs	1,714	21.6%	96
HH owns 4+ TVs	1,301	16.4%	78
HH subscribes to cable TV	4,476	56.5%	98
HH watched 15+ hours of cable TV last week	4,542	57.3%	95
Purchased audio equipment in last 12 months	679	8.6%	103
Purchased CD player in last 12 months	453	5.7%	109
Purchased DVD player in last 12 months	895	11.3%	107
Purchased MP3 player in last 12 months	503	6.3%	73
Purchased video game system in last 12 months	587	7.4%	85
Travel (Adults)			
Domestic travel in last 12 months	7,883	43.8%	83
Took 3+ domestic trips in last 12 months	2,516	14.0%	67
Spent on domestic vacations last 12 mo: <\$1000	2,266	12.6%	99
Spent on domestic vacations last 12 mo: \$1000-\$1499	843	4.7%	68
Spent on domestic vacations last 12 mo: \$1500-\$1999	504	2.8%	70
Spent on domestic vacations last 12 mo: \$2000-\$2999	359	2.0%	48
Spent on domestic vacations last 12 mo: \$3000+	425	2.4%	49
Foreign travel in last 3 years	3,422	19.0%	76
Took 3+ foreign trips by plane in last 3 years	448	2.5%	55
Spent on foreign vacations last 12 mo: <\$1000	746	4.1%	75
Spent on foreign vacations last 12 mo: \$1000-\$2999	604	3.4%	84
Spent on foreign vacations: \$3000+	346	1.9%	41
Stayed 1+ nights at hotel/motel in last 12 months	5,376	29.9%	72

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