



Retail Market Potential

Avalon Borough, PA
 Avalon Borough, PA (4203608)
 Geography: Place

Prepared by Esri

Demographic Summary		2016	2021
Population		4,551	4,477
Population 18+		3,879	3,819
Households		2,348	2,319
Median Household Income		\$37,221	\$35,192

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	1,845	47.6%	101
Bought any women's clothing in last 12 months	1,654	42.6%	97
Bought clothing for child <13 years in last 6 months	840	21.7%	79
Bought any shoes in last 12 months	1,915	49.4%	92
Bought costume jewelry in last 12 months	732	18.9%	97
Bought any fine jewelry in last 12 months	674	17.4%	95
Bought a watch in last 12 months	404	10.4%	95
Automobiles (Households)			
HH owns/leases any vehicle	1,980	84.3%	99
HH bought/leased new vehicle last 12 mo	176	7.5%	80
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	3,189	82.2%	97
Bought/changed motor oil in last 12 months	1,835	47.3%	96
Had tune-up in last 12 months	1,053	27.1%	90
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	2,508	64.7%	99
Drank regular cola in last 6 months	1,796	46.3%	103
Drank beer/ale in last 6 months	1,754	45.2%	106
Cameras (Adults)			
Own digital point & shoot camera	950	24.5%	84
Own digital single-lens reflex (SLR) camera	280	7.2%	84
Bought any camera in last 12 months	175	4.5%	79
Printed digital photos in last 12 months	78	2.0%	69
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	1,579	40.7%	113
Have a smartphone	2,066	53.3%	91
Have a smartphone: Android phone (any brand)	1,160	29.9%	111
Have a smartphone: Apple iPhone	771	19.9%	77
Number of cell phones in household: 1	969	41.3%	128
Number of cell phones in household: 2	847	36.1%	96
Number of cell phones in household: 3+	415	17.7%	69
HH has cell phone only (no landline telephone)	1,223	52.1%	124
Computers (Households)			
HH owns a computer	1,680	71.6%	93
HH owns desktop computer	818	34.8%	77
HH owns laptop/notebook	1,198	51.0%	94
HH owns any Apple/Mac brand computer	268	11.4%	76
HH owns any PC/non-Apple brand computer	1,512	64.4%	95
HH purchased most recent computer in a store	755	32.2%	85
HH purchased most recent computer online	244	10.4%	79
Spent <\$500 on most recent home computer	337	14.4%	99
Spent \$500-\$999 on most recent home computer	389	16.6%	87
Spent \$1,000-\$1,499 on most recent home computer	164	7.0%	74
Spent \$1,500-\$1,999 on most recent home computer	91	3.9%	85
Spent \$2,000+ on most recent home computer	95	4.0%	103

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	2,032	52.4%	103
Bought brewed coffee at convenience store in last 30 days	557	14.4%	91
Bought cigarettes at convenience store in last 30 days	646	16.7%	133
Bought gas at convenience store in last 30 days	1,324	34.1%	103
Spent at convenience store in last 30 days: <\$20	323	8.3%	103
Spent at convenience store in last 30 days: \$20-\$39	322	8.3%	92
Spent at convenience store in last 30 days: \$40-\$50	327	8.4%	111
Spent at convenience store in last 30 days: \$51-\$99	139	3.6%	81
Spent at convenience store in last 30 days: \$100+	991	25.5%	111
Entertainment (Adults)			
Attended a movie in last 6 months	2,142	55.2%	93
Went to live theater in last 12 months	435	11.2%	86
Went to a bar/night club in last 12 months	593	15.3%	92
Dined out in last 12 months	1,509	38.9%	87
Gambled at a casino in last 12 months	442	11.4%	83
Visited a theme park in last 12 months	484	12.5%	71
Viewed movie (video-on-demand) in last 30 days	515	13.3%	78
Viewed TV show (video-on-demand) in last 30 days	357	9.2%	71
Watched any pay-per-view TV in last 12 months	308	7.9%	60
Downloaded a movie over the Internet in last 30 days	292	7.5%	105
Downloaded any individual song in last 6 months	530	13.7%	67
Watched a movie online in the last 30 days	667	17.2%	108
Watched a TV program online in last 30 days	525	13.5%	91
Played a video/electronic game (console) in last 12 months	416	10.7%	103
Played a video/electronic game (portable) in last 12 months	190	4.9%	108
Financial (Adults)			
Have home mortgage (1st)	924	23.8%	77
Used ATM/cash machine in last 12 months	1,667	43.0%	88
Own any stock	239	6.2%	81
Own U.S. savings bond	150	3.9%	73
Own shares in mutual fund (stock)	220	5.7%	78
Own shares in mutual fund (bonds)	92	2.4%	49
Have interest checking account	1,045	26.9%	96
Have non-interest checking account	884	22.8%	81
Have savings account	1,906	49.1%	91
Have 401K retirement savings plan	452	11.7%	80
Own/used any credit/debit card in last 12 months	2,743	70.7%	95
Avg monthly credit card expenditures: <\$111	524	13.5%	116
Avg monthly credit card expenditures: \$111-\$225	284	7.3%	106
Avg monthly credit card expenditures: \$226-\$450	196	5.1%	80
Avg monthly credit card expenditures: \$451-\$700	194	5.0%	94
Avg monthly credit card expenditures: \$701-\$1,000	114	2.9%	68
Avg monthly credit card expenditures: \$1,001+	218	5.6%	62
Did banking online in last 12 months	1,060	27.3%	77
Did banking on mobile device in last 12 months	385	9.9%	71
Paid bills online in last 12 months	1,347	34.7%	81

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Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	1,609	68.5%	99
Used bread in last 6 months	2,189	93.2%	99
Used chicken (fresh or frozen) in last 6 months	1,580	67.3%	98
Used turkey (fresh or frozen) in last 6 months	339	14.4%	91
Used fish/seafood (fresh or frozen) in last 6 months	1,236	52.6%	96
Used fresh fruit/vegetables in last 6 months	1,975	84.1%	98
Used fresh milk in last 6 months	2,023	86.2%	98
Used organic food in last 6 months	422	18.0%	91
Health (Adults)			
Exercise at home 2+ times per week	939	24.2%	85
Exercise at club 2+ times per week	441	11.4%	87
Visited a doctor in last 12 months	2,856	73.6%	97
Used vitamin/dietary supplement in last 6 months	2,014	51.9%	98
Home (Households)			
Any home improvement in last 12 months	506	21.6%	80
Used housekeeper/maid/professional HH cleaning service in last 12	277	11.8%	90
Purchased low ticket HH furnishings in last 12 months	311	13.2%	82
Purchased big ticket HH furnishings in last 12 months	441	18.8%	90
Bought any small kitchen appliance in last 12 months	511	21.8%	98
Bought any large kitchen appliance in last 12 months	236	10.1%	79
Insurance (Adults/Households)			
Currently carry life insurance	1,438	37.1%	87
Carry medical/hospital/accident insurance	2,505	64.6%	99
Carry homeowner insurance	1,544	39.8%	85
Carry renter's insurance	366	9.4%	116
Have auto insurance: 1 vehicle in household covered	1,016	43.3%	140
Have auto insurance: 2 vehicles in household covered	501	21.3%	75
Have auto insurance: 3+ vehicles in household covered	329	14.0%	64
Pets (Households)			
Household owns any pet	1,060	45.1%	84
Household owns any cat	477	20.3%	91
Household owns any dog	735	31.3%	77
Psychographics (Adults)			
Buying American is important to me	1,818	46.9%	111
Usually buy items on credit rather than wait	529	13.6%	116
Usually buy based on quality - not price	809	20.9%	116
Price is usually more important than brand name	941	24.3%	92
Usually use coupons for brands I buy often	759	19.6%	103
Am interested in how to help the environment	770	19.9%	122
Usually pay more for environ safe product	497	12.8%	100
Usually value green products over convenience	541	13.9%	133
Likely to buy a brand that supports a charity	1,318	34.0%	97
Reading (Adults)			
Bought digital book in last 12 months	371	9.6%	72
Bought hardcover book in last 12 months	623	16.1%	77
Bought paperback book in last 12 month	1,164	30.0%	96
Read any daily newspaper (paper version)	1,076	27.7%	106
Read any digital newspaper in last 30 days	1,095	28.2%	85
Read any magazine (paper/electronic version) in last 6 months	3,527	90.9%	100

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	2,797	72.1%	97
Went to family restaurant/steak house: 4+ times a month	1,079	27.8%	101
Went to fast food/drive-in restaurant in last 6 months	3,389	87.4%	97
Went to fast food/drive-in restaurant 9+ times/mo	1,443	37.2%	94
Fast food/drive-in last 6 months: eat in	1,221	31.5%	87
Fast food/drive-in last 6 months: home delivery	243	6.3%	82
Fast food/drive-in last 6 months: take-out/drive-thru	1,632	42.1%	91
Fast food/drive-in last 6 months: take-out/walk-in	757	19.5%	100
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	1,095	28.2%	89
Own e-reader/tablet: iPad	464	12.0%	78
Own any portable MP3 player	1,068	27.5%	89
HH owns 1 TV	494	21.0%	103
HH owns 2 TVs	752	32.0%	124
HH owns 3 TVs	354	15.1%	70
HH owns 4+ TVs	346	14.7%	78
HH subscribes to cable TV	1,393	59.3%	119
HH subscribes to fiber optic	119	5.1%	67
HH has satellite dish	390	16.6%	65
HH owns DVD/Blu-ray player	1,267	54.0%	89
HH owns camcorder	202	8.6%	62
HH owns portable GPS navigation device	534	22.7%	83
HH purchased video game system in last 12 mos	153	6.5%	82
HH owns Internet video device for TV	123	5.2%	74
Travel (Adults)			
Domestic travel in last 12 months	1,525	39.3%	78
Took 3+ domestic non-business trips in last 12 months	360	9.3%	84
Spent on domestic vacations in last 12 months: <\$1,000	305	7.9%	73
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	182	4.7%	80
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	117	3.0%	84
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	133	3.4%	88
Spent on domestic vacations in last 12 months: \$3,000+	125	3.2%	58
Domestic travel in the 12 months: used general travel website	151	3.9%	58
Foreign travel in last 3 years	595	15.3%	64
Took 3+ foreign trips by plane in last 3 years	120	3.1%	69
Spent on foreign vacations in last 12 months: <\$1,000	144	3.7%	89
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	100	2.6%	79
Spent on foreign vacations in last 12 months: \$3,000+	105	2.7%	55
Foreign travel in last 3 years: used general travel website	173	4.5%	80
Nights spent in hotel/motel in last 12 months: any	1,218	31.4%	77
Took cruise of more than one day in last 3 years	209	5.4%	64
Member of any frequent flyer program	438	11.3%	69
Member of any hotel rewards program	390	10.1%	71

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