



Retail Market Potential

Monessen City, PA
Geography: Place

Prepared by Esri

Demographic Summary		2016	2021
Population		7,364	7,197
Population 18+		6,032	5,896
Households		3,384	3,323
Median Household Income		\$34,362	\$32,301

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	2,682	44.5%	94
Bought any women's clothing in last 12 months	2,647	43.9%	100
Bought clothing for child <13 years in last 6 months	1,671	27.7%	101
Bought any shoes in last 12 months	3,061	50.7%	94
Bought costume jewelry in last 12 months	1,201	19.9%	102
Bought any fine jewelry in last 12 months	1,066	17.7%	96
Bought a watch in last 12 months	600	9.9%	90
Automobiles (Households)			
HH owns/leases any vehicle	2,852	84.3%	98
HH bought/leased new vehicle last 12 mo	221	6.5%	70
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	5,113	84.8%	100
Bought/changed motor oil in last 12 months	3,229	53.5%	109
Had tune-up in last 12 months	1,736	28.8%	95
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	3,630	60.2%	92
Drank regular cola in last 6 months	2,951	48.9%	109
Drank beer/ale in last 6 months	2,228	36.9%	87
Cameras (Adults)			
Own digital point & shoot camera	1,555	25.8%	88
Own digital single-lens reflex (SLR) camera	313	5.2%	60
Bought any camera in last 12 months	339	5.6%	99
Printed digital photos in last 12 months	167	2.8%	95
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	2,029	33.6%	93
Have a smartphone	2,874	47.6%	81
Have a smartphone: Android phone (any brand)	1,445	24.0%	89
Have a smartphone: Apple iPhone	998	16.5%	64
Number of cell phones in household: 1	1,309	38.7%	120
Number of cell phones in household: 2	1,175	34.7%	93
Number of cell phones in household: 3+	640	18.9%	74
HH has cell phone only (no landline telephone)	1,456	43.0%	103
Computers (Households)			
HH owns a computer	2,275	67.2%	87
HH owns desktop computer	1,407	41.6%	92
HH owns laptop/notebook	1,518	44.9%	83
HH owns any Apple/Mac brand computer	239	7.1%	47
HH owns any PC/non-Apple brand computer	2,143	63.3%	93
HH purchased most recent computer in a store	1,162	34.3%	91
HH purchased most recent computer online	343	10.1%	78
Spent <\$500 on most recent home computer	583	17.2%	119
Spent \$500-\$999 on most recent home computer	576	17.0%	89
Spent \$1,000-\$1,499 on most recent home computer	219	6.5%	68
Spent \$1,500-\$1,999 on most recent home computer	100	3.0%	65
Spent \$2,000+ on most recent home computer	75	2.2%	56

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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Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	2,863	47.5%	94
Bought brewed coffee at convenience store in last 30 days	956	15.8%	101
Bought cigarettes at convenience store in last 30 days	1,103	18.3%	146
Bought gas at convenience store in last 30 days	2,471	41.0%	124
Spent at convenience store in last 30 days: <\$20	366	6.1%	75
Spent at convenience store in last 30 days: \$20-\$39	623	10.3%	114
Spent at convenience store in last 30 days: \$40-\$50	422	7.0%	92
Spent at convenience store in last 30 days: \$51-\$99	291	4.8%	109
Spent at convenience store in last 30 days: \$100+	1,724	28.6%	125
Entertainment (Adults)			
Attended a movie in last 6 months	2,963	49.1%	83
Went to live theater in last 12 months	574	9.5%	73
Went to a bar/night club in last 12 months	863	14.3%	86
Dined out in last 12 months	2,391	39.6%	88
Gambled at a casino in last 12 months	670	11.1%	81
Visited a theme park in last 12 months	812	13.5%	76
Viewed movie (video-on-demand) in last 30 days	892	14.8%	87
Viewed TV show (video-on-demand) in last 30 days	583	9.7%	75
Watched any pay-per-view TV in last 12 months	678	11.2%	85
Downloaded a movie over the Internet in last 30 days	257	4.3%	59
Downloaded any individual song in last 6 months	955	15.8%	78
Watched a movie online in the last 30 days	694	11.5%	72
Watched a TV program online in last 30 days	638	10.6%	71
Played a video/electronic game (console) in last 12 months	655	10.9%	104
Played a video/electronic game (portable) in last 12 months	287	4.8%	104
Financial (Adults)			
Have home mortgage (1st)	1,560	25.9%	83
Used ATM/cash machine in last 12 months	2,414	40.0%	82
Own any stock	379	6.3%	82
Own U.S. savings bond	277	4.6%	87
Own shares in mutual fund (stock)	304	5.0%	69
Own shares in mutual fund (bonds)	202	3.3%	69
Have interest checking account	1,564	25.9%	92
Have non-interest checking account	1,634	27.1%	96
Have savings account	2,839	47.1%	87
Have 401K retirement savings plan	744	12.3%	85
Own/used any credit/debit card in last 12 months	4,054	67.2%	90
Avg monthly credit card expenditures: <\$111	711	11.8%	102
Avg monthly credit card expenditures: \$111-\$225	338	5.6%	81
Avg monthly credit card expenditures: \$226-\$450	358	5.9%	94
Avg monthly credit card expenditures: \$451-\$700	230	3.8%	72
Avg monthly credit card expenditures: \$701-\$1,000	185	3.1%	71
Avg monthly credit card expenditures: \$1,001+	297	4.9%	54
Did banking online in last 12 months	1,566	26.0%	73
Did banking on mobile device in last 12 months	532	8.8%	63
Paid bills online in last 12 months	2,024	33.6%	78

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Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	2,482	73.3%	105
Used bread in last 6 months	3,226	95.3%	101
Used chicken (fresh or frozen) in last 6 months	2,277	67.3%	98
Used turkey (fresh or frozen) in last 6 months	519	15.3%	97
Used fish/seafood (fresh or frozen) in last 6 months	1,763	52.1%	95
Used fresh fruit/vegetables in last 6 months	2,881	85.1%	99
Used fresh milk in last 6 months	3,033	89.6%	102
Used organic food in last 6 months	460	13.6%	69
Health (Adults)			
Exercise at home 2+ times per week	1,451	24.1%	85
Exercise at club 2+ times per week	486	8.1%	62
Visited a doctor in last 12 months	4,537	75.2%	99
Used vitamin/dietary supplement in last 6 months	2,992	49.6%	94
Home (Households)			
Any home improvement in last 12 months	832	24.6%	92
Used housekeeper/maid/professional HH cleaning service in last 12	334	9.9%	75
Purchased low ticket HH furnishings in last 12 months	539	15.9%	99
Purchased big ticket HH furnishings in last 12 months	651	19.2%	92
Bought any small kitchen appliance in last 12 months	739	21.8%	98
Bought any large kitchen appliance in last 12 months	422	12.5%	98
Insurance (Adults/Households)			
Currently carry life insurance	2,695	44.7%	105
Carry medical/hospital/accident insurance	3,824	63.4%	97
Carry homeowner insurance	2,847	47.2%	100
Carry renter's insurance	437	7.2%	89
Have auto insurance: 1 vehicle in household covered	1,199	35.4%	115
Have auto insurance: 2 vehicles in household covered	870	25.7%	90
Have auto insurance: 3+ vehicles in household covered	598	17.7%	81
Pets (Households)			
Household owns any pet	1,752	51.8%	96
Household owns any cat	757	22.4%	100
Household owns any dog	1,351	39.9%	98
Psychographics (Adults)			
Buying American is important to me	2,957	49.0%	116
Usually buy items on credit rather than wait	628	10.4%	89
Usually buy based on quality - not price	1,005	16.7%	93
Price is usually more important than brand name	1,778	29.5%	112
Usually use coupons for brands I buy often	1,239	20.5%	109
Am interested in how to help the environment	903	15.0%	92
Usually pay more for environ safe product	608	10.1%	79
Usually value green products over convenience	562	9.3%	89
Likely to buy a brand that supports a charity	2,172	36.0%	103
Reading (Adults)			
Bought digital book in last 12 months	659	10.9%	83
Bought hardcover book in last 12 months	1,068	17.7%	85
Bought paperback book in last 12 month	1,573	26.1%	83
Read any daily newspaper (paper version)	1,905	31.6%	121
Read any digital newspaper in last 30 days	1,647	27.3%	82
Read any magazine (paper/electronic version) in last 6 months	5,395	89.4%	99

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	4,411	73.1%	98
Went to family restaurant/steak house: 4+ times a month	1,759	29.2%	106
Went to fast food/drive-in restaurant in last 6 months	5,496	91.1%	101
Went to fast food/drive-in restaurant 9+ times/mo	2,419	40.1%	102
Fast food/drive-in last 6 months: eat in	2,261	37.5%	103
Fast food/drive-in last 6 months: home delivery	490	8.1%	106
Fast food/drive-in last 6 months: take-out/drive-thru	2,969	49.2%	106
Fast food/drive-in last 6 months: take-out/walk-in	1,073	17.8%	91
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	1,456	24.1%	76
Own e-reader/tablet: iPad	539	8.9%	58
Own any portable MP3 player	1,486	24.6%	80
HH owns 1 TV	673	19.9%	97
HH owns 2 TVs	928	27.4%	106
HH owns 3 TVs	760	22.5%	105
HH owns 4+ TVs	572	16.9%	89
HH subscribes to cable TV	1,785	52.7%	106
HH subscribes to fiber optic	91	2.7%	35
HH has satellite dish	953	28.2%	111
HH owns DVD/Blu-ray player	1,981	58.5%	97
HH owns camcorder	400	11.8%	85
HH owns portable GPS navigation device	826	24.4%	89
HH purchased video game system in last 12 mos	180	5.3%	67
HH owns Internet video device for TV	167	4.9%	70
Travel (Adults)			
Domestic travel in last 12 months	2,463	40.8%	82
Took 3+ domestic non-business trips in last 12 months	468	7.8%	70
Spent on domestic vacations in last 12 months: <\$1,000	497	8.2%	77
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	261	4.3%	74
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	172	2.9%	80
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	169	2.8%	72
Spent on domestic vacations in last 12 months: \$3,000+	191	3.2%	57
Domestic travel in the 12 months: used general travel website	257	4.3%	63
Foreign travel in last 3 years	854	14.2%	59
Took 3+ foreign trips by plane in last 3 years	101	1.7%	37
Spent on foreign vacations in last 12 months: <\$1,000	136	2.3%	54
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	137	2.3%	70
Spent on foreign vacations in last 12 months: \$3,000+	143	2.4%	48
Foreign travel in last 3 years: used general travel website	159	2.6%	47
Nights spent in hotel/motel in last 12 months: any	2,096	34.7%	86
Took cruise of more than one day in last 3 years	384	6.4%	76
Member of any frequent flyer program	410	6.8%	42
Member of any hotel rewards program	560	9.3%	66

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