



Retail Market Potential

Rochester township 7
 Rochester township, PA (4200765400)
 County Subdivision

Prepared by Esri

Demographic Summary	2015	2020
Population	2,692	2,625
Population 18+	2,231	2,163
Households	1,139	1,119
Median Household Income	\$50,449	\$56,212

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	1,196	53.6%	111
Bought any women's clothing in last 12 months	981	44.0%	98
Bought clothing for child <13 years in last 6 months	614	27.5%	98
Bought any shoes in last 12 months	1,247	55.9%	102
Bought costume jewelry in last 12 months	443	19.9%	99
Bought any fine jewelry in last 12 months	441	19.8%	102
Bought a watch in last 12 months	237	10.6%	92
Automobiles (Households)			
HH owns/leases any vehicle	1,048	92.0%	108
HH bought/leased new vehicle last 12 mo	105	9.2%	107
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	2,045	91.7%	108
Bought/changed motor oil in last 12 months	1,295	58.0%	117
Had tune-up in last 12 months	680	30.5%	101
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	1,332	59.7%	91
Drank regular cola in last 6 months	1,074	48.1%	105
Drank beer/ale in last 6 months	945	42.4%	100
Cameras (Adults)			
Own digital point & shoot camera	847	38.0%	117
Own digital single-lens reflex (SLR) camera	189	8.5%	98
Bought any camera in last 12 months	163	7.3%	101
Bought memory card for camera in last 12 months	124	5.6%	97
Printed digital photos in last 12 months	96	4.3%	127
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	802	35.9%	98
Have a smartphone	844	37.8%	78
Have an iPhone	238	10.7%	57
Number of cell phones in household: 1	374	32.8%	102
Number of cell phones in household: 2	431	37.8%	102
Number of cell phones in household: 3+	253	22.2%	88
HH has cell phone only (no landline telephone)	416	36.5%	97
Computers (Households)			
HH owns a computer	863	75.8%	99
HH owns desktop computer	574	50.4%	104
HH owns laptop/notebook	560	49.2%	96
Spent <\$500 on most recent home computer	198	17.4%	123
Spent \$500-\$999 on most recent home computer	232	20.4%	101
Spent \$1,000-\$1,499 on most recent home computer	111	9.7%	98
Spent \$1,500-\$1,999 on most recent home computer	34	3.0%	65
Spent \$2,000+ on most recent home computer	32	2.8%	73

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 2015 and 2020.



Retail Market Potential

Rochester township 7
 Rochester township, PA (4200765400)
 County Subdivision

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	1,466	65.7%	108
Bought brewed coffee at convenience store in last 30 days	391	17.5%	114
Bought cigarettes at convenience store in last 30 days	361	16.2%	123
Bought gas at convenience store in last 30 days	951	42.6%	128
Spent at convenience store in last 30 days: <\$20	185	8.3%	101
Spent at convenience store in last 30 days: \$20-\$39	174	7.8%	86
Spent at convenience store in last 30 days: \$40-\$50	194	8.7%	114
Spent at convenience store in last 30 days: \$51-\$99	119	5.3%	117
Spent at convenience store in last 30 days: \$100+	653	29.3%	127
Entertainment (Adults)			
Attended a movie in last 6 months	1,238	55.5%	92
Went to live theater in last 12 months	266	11.9%	95
Went to a bar/night club in last 12 months	373	16.7%	98
Dined out in last 12 months	1,050	47.1%	105
Gambled at a casino in last 12 months	301	13.5%	92
Visited a theme park in last 12 months	323	14.5%	80
Viewed movie (video-on-demand) in last 30 days	237	10.6%	68
Viewed TV show (video-on-demand) in last 30 days	144	6.5%	53
Watched any pay-per-view TV in last 12 months	266	11.9%	91
Downloaded a movie over the Internet in last 30 days	77	3.5%	52
Downloaded any individual song in last 6 months	376	16.9%	82
Watched a movie online in the last 30 days	185	8.3%	61
Watched a TV program online in last 30 days	187	8.4%	62
Played a video/electronic game (console) in last 12 months	249	11.2%	98
Played a video/electronic game (portable) in last 12 months	81	3.6%	81
Financial (Adults)			
Have home mortgage (1st)	773	34.6%	109
Used ATM/cash machine in last 12 months	1,060	47.5%	98
Own any stock	169	7.6%	97
Own U.S. savings bond	109	4.9%	85
Own shares in mutual fund (stock)	189	8.5%	113
Own shares in mutual fund (bonds)	126	5.6%	115
Have interest checking account	789	35.4%	122
Have non-interest checking account	703	31.5%	112
Have savings account	1,317	59.0%	110
Have 401K retirement savings plan	376	16.9%	114
Own/used any credit/debit card in last 12 months	1,702	76.3%	103
Avg monthly credit card expenditures: <\$111	319	14.3%	121
Avg monthly credit card expenditures: \$111-\$225	145	6.5%	100
Avg monthly credit card expenditures: \$226-\$450	122	5.5%	86
Avg monthly credit card expenditures: \$451-\$700	130	5.8%	107
Avg monthly credit card expenditures: \$701-\$1,000	91	4.1%	94
Avg monthly credit card expenditures: \$1,001+	168	7.5%	82
Did banking online in last 12 months	745	33.4%	95
Did banking on mobile device in last 12 months	182	8.2%	79
Paid bills online in last 12 months	812	36.4%	87

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 2015 and 2020.



Retail Market Potential

Rochester township 7
 Rochester township, PA (4200765400)
 County Subdivision

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	1,699	76.2%	107
Used bread in last 6 months	2,163	97.0%	102
Used chicken (fresh or frozen) in last 6 mos	1,637	73.4%	103
Used turkey (fresh or frozen) in last 6 mos	448	20.1%	110
Used fish/seafood (fresh or frozen) in last 6 months	1,238	55.5%	99
Used fresh fruit/vegetables in last 6 months	2,002	89.7%	103
Used fresh milk in last 6 months	2,070	92.8%	103
Used organic food in last 6 months	318	14.3%	72
Health (Adults)			
Exercise at home 2+ times per week	602	27.0%	94
Exercise at club 2+ times per week	204	9.1%	71
Visited a doctor in last 12 months	1,711	76.7%	101
Used vitamin/dietary supplement in last 6 months	1,196	53.6%	100
Home (Households)			
Any home improvement in last 12 months	394	34.6%	125
Used housekeeper/maid/professional HH cleaning service in last 12	131	11.5%	88
Purchased low ticket HH furnishings in last 12 months	179	15.7%	101
Purchased big ticket HH furnishings in last 12 months	223	19.6%	93
Purchased bedding/bath goods in last 12 months	630	55.3%	104
Purchased cooking/serving product in last 12 months	278	24.4%	100
Bought any small kitchen appliance in last 12 months	246	21.6%	97
Bought any large kitchen appliance in last 12 months	138	12.1%	94
Insurance (Adults/Households)			
Currently carry life insurance	1,158	51.9%	119
Carry medical/hospital/accident insurance	1,534	68.8%	107
Carry homeowner insurance	1,362	61.0%	128
Carry renter's insurance	108	4.8%	65
Have auto insurance: 1 vehicle in household covered	315	27.7%	88
Have auto insurance: 2 vehicles in household covered	323	28.4%	101
Have auto insurance: 3+ vehicles in household covered	368	32.3%	147
Pets (Households)			
Household owns any pet	738	64.8%	122
Household owns any cat	367	32.2%	142
Household owns any dog	575	50.5%	127
Psychographics (Adults)			
Buying American is important to me	1,151	51.6%	120
Usually buy items on credit rather than wait	219	9.8%	86
Usually buy based on quality - not price	360	16.1%	90
Price is usually more important than brand name	627	28.1%	102
Usually use coupons for brands I buy often	440	19.7%	105
Am interested in how to help the environment	322	14.4%	86
Usually pay more for environ safe product	211	9.5%	75
Usually value green products over convenience	172	7.7%	76
Likely to buy a brand that supports a charity	794	35.6%	104
Reading (Adults)			
Bought digital book in last 12 months	221	9.9%	89
Bought hardcover book in last 12 months	505	22.6%	101
Bought paperback book in last 12 month	688	30.8%	91
Read any daily newspaper (paper version)	701	31.4%	112
Read any digital newspaper in last 30 days	591	26.5%	85
Read any magazine (paper/electronic version) in last 6 months	2,005	89.9%	99

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 2015 and 2020.



Retail Market Potential

Rochester township 7
 Rochester township, PA (4200765400)
 County Subdivision

Prepared by Esri

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	1,728	77.5%	102
Went to family restaurant/steak house: 4+ times a month	679	30.4%	106
Went to fast food/drive-in restaurant in last 6 months	2,064	92.5%	103
Went to fast food/drive-in restaurant 9+ times/mo	895	40.1%	99
Fast food/drive-in last 6 months: eat in	867	38.9%	107
Fast food/drive-in last 6 months: home delivery	144	6.5%	82
Fast food/drive-in last 6 months: take-out/drive-thru	1,201	53.8%	115
Fast food/drive-in last 6 months: take-out/walk-in	407	18.2%	93
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	380	17.0%	80
Own any portable MP3 player	664	29.8%	89
HH owns 1 TV	200	17.6%	87
HH owns 2 TVs	318	27.9%	106
HH owns 3 TVs	257	22.6%	105
HH owns 4+ TVs	246	21.6%	110
HH subscribes to cable TV	482	42.3%	83
HH subscribes to fiber optic	20	1.8%	26
HH has satellite dish	444	39.0%	153
HH owns DVD/Blu-ray player	729	64.0%	104
HH owns camcorder	196	17.2%	110
HH owns portable GPS navigation device	385	33.8%	123
HH purchased video game system in last 12 mos	70	6.1%	67
HH owns Internet video device for TV	37	3.2%	74
Travel (Adults)			
Domestic travel in last 12 months	1,103	49.4%	98
Took 3+ domestic non-business trips in last 12 months	250	11.2%	90
Spent on domestic vacations in last 12 months: <\$1,000	253	11.3%	101
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	110	4.9%	82
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	83	3.7%	106
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	88	3.9%	103
Spent on domestic vacations in last 12 months: \$3,000+	108	4.8%	89
Domestic travel in the 12 months: used general travel website	132	5.9%	84
Foreign travel in last 3 years	408	18.3%	77
Took 3+ foreign trips by plane in last 3 years	67	3.0%	69
Spent on foreign vacations in last 12 months: <\$1,000	74	3.3%	79
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	58	2.6%	85
Spent on foreign vacations in last 12 months: \$3,000+	77	3.5%	70
Foreign travel in last 3 years: used general travel website	86	3.9%	70
Nights spent in hotel/motel in last 12 months: any	927	41.6%	101
Took cruise of more than one day in last 3 years	180	8.1%	92
Member of any frequent flyer program	235	10.5%	63
Member of any hotel rewards program	284	12.7%	90

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 2015 and 2020.