



Retail Market Potential

Coats (1-3-5 Radius)
 Coats, North Carolina, United States
 Ring: 1 mile radius

Latitude: 35.40794
 Longitude: -78.67196

Demographic Summary	2014	2019
Population	2,333	2,801
Population 18+	1,749	2,095
Households	945	1,134
Median Household Income	\$39,923	\$45,539

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	806	46.1%	96
Bought any women's clothing in last 12 months	780	44.6%	99
Bought clothing for child <13 years in last 6 months	546	31.2%	111
Bought any shoes in last 12 months	961	54.9%	100
Bought costume jewelry in last 12 months	346	19.8%	99
Bought any fine jewelry in last 12 months	348	19.9%	103
Bought a watch in last 12 months	158	9.0%	79
Automobiles (Households)			
HH owns/leases any vehicle	847	89.6%	105
HH bought/leased new vehicle last 12 mo	67	7.1%	82
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	1,585	90.6%	107
Bought/changed motor oil in last 12 months	1,080	61.7%	124
Had tune-up in last 12 months	482	27.6%	91
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	1,129	64.6%	98
Drank regular cola in last 6 months	900	51.5%	112
Drank beer/ale in last 6 months	658	37.6%	89
Cameras (Adults)			
Own digital point & shoot camera	523	29.9%	92
Own digital single-lens reflex (SLR) camera	83	4.7%	55
Bought any camera in last 12 months	105	6.0%	83
Bought memory card for camera in last 12 months	82	4.7%	82
Printed digital photos in last 12 months	84	4.8%	142
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	675	38.6%	106
Have a smartphone	720	41.2%	85
Have an iPhone	212	12.1%	65
Number of cell phones in household: 1	302	32.0%	99
Number of cell phones in household: 2	342	36.2%	98
Number of cell phones in household: 3+	235	24.9%	99
HH has cell phone only (no landline telephone)	381	40.3%	107
Computers (Households)			
HH owns a computer	657	69.5%	91
HH owns desktop computer	420	44.4%	91
HH owns laptop/notebook	409	43.3%	85
Spent <\$500 on most recent home computer	153	16.2%	115
Spent \$500-\$999 on most recent home computer	158	16.7%	83
Spent \$1,000-\$1,499 on most recent home computer	70	7.4%	74
Spent \$1,500-\$1,999 on most recent home computer	25	2.6%	57
Spent \$2,000+ on most recent home computer	24	2.5%	66

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 2014 and 2019.



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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	1,098	62.8%	104
Bought brewed coffee at convenience store in last 30 days	258	14.8%	96
Bought cigarettes at convenience store in last 30 days	369	21.1%	161
Bought gas at convenience store in last 30 days	734	42.0%	126
Spent at convenience store in last 30 days: <\$20	95	5.4%	66
Spent at convenience store in last 30 days: \$20-\$39	126	7.2%	79
Spent at convenience store in last 30 days: \$40-\$50	136	7.8%	102
Spent at convenience store in last 30 days: \$51-\$99	91	5.2%	114
Spent at convenience store in last 30 days: \$100+	527	30.1%	131
Entertainment (Adults)			
Attended a movie in last 6 months	883	50.5%	84
Went to live theater in last 12 months	148	8.5%	67
Went to a bar/night club in last 12 months	219	12.5%	73
Dined out in last 12 months	673	38.5%	86
Gambled at a casino in last 12 months	194	11.1%	75
Visited a theme park in last 12 months	235	13.4%	75
Viewed movie (video-on-demand) in last 30 days	135	7.7%	49
Viewed TV show (video-on-demand) in last 30 days	71	4.1%	33
Watched any pay-per-view TV in last 12 months	213	12.2%	93
Downloaded a movie over the Internet in last 30 days	54	3.1%	47
Downloaded any individual song in last 6 months	271	15.5%	76
Watched a movie online in the last 30 days	118	6.7%	50
Watched a TV program online in last 30 days	108	6.2%	46
Played a video/electronic game (console) in last 12 months	149	8.5%	75
Played a video/electronic game (portable) in last 12 months	68	3.9%	87
Financial (Adults)			
Have home mortgage (1st)	509	29.1%	92
Used ATM/cash machine in last 12 months	691	39.5%	81
Own any stock	73	4.2%	53
Own U.S. savings bond	55	3.1%	55
Own shares in mutual fund (stock)	65	3.7%	49
Own shares in mutual fund (bonds)	23	1.3%	27
Have interest checking account	468	26.8%	93
Have non-interest checking account	505	28.9%	102
Have savings account	783	44.8%	84
Have 401K retirement savings plan	205	11.7%	80
Own/used any credit/debit card in last 12 months	1,239	70.8%	96
Avg monthly credit card expenditures: <\$111	227	13.0%	109
Avg monthly credit card expenditures: \$111-\$225	113	6.5%	100
Avg monthly credit card expenditures: \$226-\$450	104	5.9%	94
Avg monthly credit card expenditures: \$451-\$700	79	4.5%	83
Avg monthly credit card expenditures: \$701-\$1,000	27	1.5%	36
Avg monthly credit card expenditures: \$1,001+	68	3.9%	42
Did banking online in last 12 months	504	28.8%	82
Did banking on mobile device in last 12 months	149	8.5%	82
Paid bills online in last 12 months	605	34.6%	83

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	1,365	78.0%	109
Used bread in last 6 months	1,711	97.8%	103
Used chicken (fresh or frozen) in last 6 mos	1,270	72.6%	102
Used turkey (fresh or frozen) in last 6 mos	306	17.5%	96
Used fish/seafood (fresh or frozen) in last 6 months	967	55.3%	99
Used fresh fruit/vegetables in last 6 months	1,523	87.1%	100
Used fresh milk in last 6 months	1,591	91.0%	101
Used organic food in last 6 months	247	14.1%	72
Health (Adults)			
Exercise at home 2+ times per week	414	23.7%	83
Exercise at club 2+ times per week	88	5.0%	39
Visited a doctor in last 12 months	1,298	74.2%	98
Used vitamin/dietary supplement in last 6 months	852	48.7%	91
Home (Households)			
Any home improvement in last 12 months	288	30.5%	110
Used housekeeper/maid/professional HH cleaning service in last 12	67	7.1%	54
Purchased low ticket HH furnishings in last 12 months	135	14.3%	92
Purchased big ticket HH furnishings in last 12 months	176	18.6%	89
Purchased bedding/bath goods in last 12 months	495	52.4%	98
Purchased cooking/serving product in last 12 months	227	24.0%	99
Bought any small kitchen appliance in last 12 months	217	23.0%	103
Bought any large kitchen appliance in last 12 months	114	12.1%	94
Insurance (Adults/Households)			
Currently carry life insurance	773	44.2%	102
Carry medical/hospital/accident insurance	1,050	60.0%	93
Carry homeowner insurance	894	51.1%	107
Carry renter's insurance	78	4.5%	60
Have auto insurance: 1 vehicle in household covered	280	29.6%	94
Have auto insurance: 2 vehicles in household covered	266	28.1%	100
Have auto insurance: 3+ vehicles in household covered	244	25.8%	118
Pets (Households)			
Household owns any pet	651	68.9%	130
Household owns any cat	327	34.6%	152
Household owns any dog	539	57.0%	143
Psychographics (Adults)			
Buying American is important to me	906	51.8%	121
Usually buy items on credit rather than wait	183	10.5%	92
Usually buy based on quality - not price	291	16.6%	93
Price is usually more important than brand name	573	32.8%	119
Usually use coupons for brands I buy often	327	18.7%	99
Am interested in how to help the environment	220	12.6%	75
Usually pay more for environ safe product	183	10.5%	83
Usually value green products over convenience	163	9.3%	92
Likely to buy a brand that supports a charity	615	35.2%	103
Reading (Adults)			
Bought digital book in last 12 months	142	8.1%	73
Bought hardcover book in last 12 months	368	21.0%	94
Bought paperback book in last 12 month	539	30.8%	91
Read any daily newspaper (paper version)	445	25.4%	90
Read any digital newspaper in last 30 days	418	23.9%	76
Read any magazine (paper/electronic version) in last 6 months	1,524	87.1%	96

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	1,325	75.8%	100
Went to family restaurant/steak house: 4+ times a month	527	30.1%	105
Went to fast food/drive-in restaurant in last 6 months	1,598	91.4%	101
Went to fast food/drive-in restaurant 9+ times/mo	747	42.7%	106
Fast food/drive-in last 6 months: eat in	691	39.5%	109
Fast food/drive-in last 6 months: home delivery	92	5.3%	67
Fast food/drive-in last 6 months: take-out/drive-thru	899	51.4%	110
Fast food/drive-in last 6 months: take-out/walk-in	299	17.1%	87
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	249	14.2%	67
Own any portable MP3 player	392	22.4%	67
HH owns 1 TV	176	18.6%	92
HH owns 2 TVs	243	25.7%	98
HH owns 3 TVs	223	23.6%	110
HH owns 4+ TVs	181	19.2%	97
HH subscribes to cable TV	266	28.1%	55
HH subscribes to fiber optic	11	1.2%	17
HH has satellite dish	477	50.5%	198
HH owns DVD/Blu-ray player	590	62.4%	101
HH owns camcorder	110	11.6%	75
HH owns portable GPS navigation device	214	22.6%	82
HH purchased video game system in last 12 mos	67	7.1%	77
HH owns Internet video device for TV	19	2.0%	46
Travel (Adults)			
Domestic travel in last 12 months	784	44.8%	89
Took 3+ domestic non-business trips in last 12 months	172	9.8%	79
Spent on domestic vacations in last 12 months: <\$1,000	187	10.7%	95
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	73	4.2%	69
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	33	1.9%	54
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	47	2.7%	70
Spent on domestic vacations in last 12 months: \$3,000+	40	2.3%	42
Domestic travel in the 12 months: used general travel website	67	3.8%	55
Foreign travel in last 3 years	199	11.4%	48
Took 3+ foreign trips by plane in last 3 years	38	2.2%	50
Spent on foreign vacations in last 12 months: <\$1,000	46	2.6%	63
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	26	1.5%	49
Spent on foreign vacations in last 12 months: \$3,000+	24	1.4%	28
Foreign travel in last 3 years: used general travel website	41	2.3%	43
Nights spent in hotel/motel in last 12 mo: any	618	35.3%	86
Took cruise of more than one day in last 3 years	89	5.1%	58
Member of any frequent flyer program	104	5.9%	36
Member of any hotel rewards program	149	8.5%	60

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Coats (1-3-5 Radius)
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 Ring: 3 mile radius

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Demographic Summary	2014	2019
Population	7,195	8,354
Population 18+	5,533	6,438
Households	2,759	3,236
Median Household Income	\$38,196	\$43,672

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	2,584	46.7%	97
Bought any women's clothing in last 12 months	2,446	44.2%	99
Bought clothing for child <13 years in last 6 months	1,660	30.0%	107
Bought any shoes in last 12 months	3,055	55.2%	101
Bought costume jewelry in last 12 months	1,133	20.5%	102
Bought any fine jewelry in last 12 months	1,132	20.5%	105
Bought a watch in last 12 months	564	10.2%	89
Automobiles (Households)			
HH owns/leases any vehicle	2,444	88.6%	104
HH bought/leased new vehicle last 12 mo	191	6.9%	80
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	4,949	89.4%	105
Bought/changed motor oil in last 12 months	3,191	57.7%	116
Had tune-up in last 12 months	1,559	28.2%	93
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	3,443	62.2%	95
Drank regular cola in last 6 months	2,819	50.9%	111
Drank beer/ale in last 6 months	2,150	38.9%	92
Cameras (Adults)			
Own digital point & shoot camera	1,601	28.9%	90
Own digital single-lens reflex (SLR) camera	331	6.0%	70
Bought any camera in last 12 months	333	6.0%	83
Bought memory card for camera in last 12 months	271	4.9%	85
Printed digital photos in last 12 months	250	4.5%	134
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	2,241	40.5%	111
Have a smartphone	2,456	44.4%	91
Have an iPhone	772	14.0%	75
Number of cell phones in household: 1	869	31.5%	98
Number of cell phones in household: 2	1,014	36.8%	100
Number of cell phones in household: 3+	703	25.5%	101
HH has cell phone only (no landline telephone)	1,246	45.2%	119
Computers (Households)			
HH owns a computer	1,981	71.8%	94
HH owns desktop computer	1,213	44.0%	90
HH owns laptop/notebook	1,285	46.6%	91
Spent <\$500 on most recent home computer	453	16.4%	117
Spent \$500-\$999 on most recent home computer	480	17.4%	86
Spent \$1,000-\$1,499 on most recent home computer	240	8.7%	87
Spent \$1,500-\$1,999 on most recent home computer	87	3.2%	68
Spent \$2,000+ on most recent home computer	74	2.7%	70

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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	3,471	62.7%	104
Bought brewed coffee at convenience store in last 30 days	768	13.9%	90
Bought cigarettes at convenience store in last 30 days	1,079	19.5%	148
Bought gas at convenience store in last 30 days	2,261	40.9%	123
Spent at convenience store in last 30 days: <\$20	334	6.0%	74
Spent at convenience store in last 30 days: \$20-\$39	457	8.3%	91
Spent at convenience store in last 30 days: \$40-\$50	415	7.5%	98
Spent at convenience store in last 30 days: \$51-\$99	279	5.0%	111
Spent at convenience store in last 30 days: \$100+	1,589	28.7%	125
Entertainment (Adults)			
Attended a movie in last 6 months	3,019	54.6%	91
Went to live theater in last 12 months	481	8.7%	69
Went to a bar/night club in last 12 months	792	14.3%	84
Dined out in last 12 months	2,156	39.0%	87
Gambled at a casino in last 12 months	599	10.8%	74
Visited a theme park in last 12 months	790	14.3%	79
Viewed movie (video-on-demand) in last 30 days	472	8.5%	55
Viewed TV show (video-on-demand) in last 30 days	302	5.5%	45
Watched any pay-per-view TV in last 12 months	612	11.1%	84
Downloaded a movie over the Internet in last 30 days	305	5.5%	83
Downloaded any individual song in last 6 months	1,009	18.2%	89
Watched a movie online in the last 30 days	611	11.0%	81
Watched a TV program online in last 30 days	562	10.2%	76
Played a video/electronic game (console) in last 12 months	579	10.5%	92
Played a video/electronic game (portable) in last 12 months	222	4.0%	90
Financial (Adults)			
Have home mortgage (1st)	1,476	26.7%	84
Used ATM/cash machine in last 12 months	2,394	43.3%	89
Own any stock	237	4.3%	55
Own U.S. savings bond	192	3.5%	60
Own shares in mutual fund (stock)	175	3.2%	42
Own shares in mutual fund (bonds)	89	1.6%	33
Have interest checking account	1,494	27.0%	94
Have non-interest checking account	1,557	28.1%	100
Have savings account	2,627	47.5%	89
Have 401K retirement savings plan	642	11.6%	79
Own/used any credit/debit card in last 12 months	3,948	71.4%	97
Avg monthly credit card expenditures: <\$111	755	13.6%	115
Avg monthly credit card expenditures: \$111-\$225	375	6.8%	105
Avg monthly credit card expenditures: \$226-\$450	315	5.7%	90
Avg monthly credit card expenditures: \$451-\$700	227	4.1%	75
Avg monthly credit card expenditures: \$701-\$1,000	115	2.1%	48
Avg monthly credit card expenditures: \$1,001+	241	4.4%	47
Did banking online in last 12 months	1,725	31.2%	89
Did banking on mobile device in last 12 months	544	9.8%	95
Paid bills online in last 12 months	2,008	36.3%	87

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	4,111	74.3%	104
Used bread in last 6 months	5,373	97.1%	102
Used chicken (fresh or frozen) in last 6 mos	3,940	71.2%	100
Used turkey (fresh or frozen) in last 6 mos	900	16.3%	89
Used fish/seafood (fresh or frozen) in last 6 months	2,956	53.4%	95
Used fresh fruit/vegetables in last 6 months	4,720	85.3%	98
Used fresh milk in last 6 months	5,013	90.6%	101
Used organic food in last 6 months	809	14.6%	74
Health (Adults)			
Exercise at home 2+ times per week	1,411	25.5%	89
Exercise at club 2+ times per week	415	7.5%	58
Visited a doctor in last 12 months	4,032	72.9%	96
Used vitamin/dietary supplement in last 6 months	2,658	48.0%	90
Home (Households)			
Any home improvement in last 12 months	785	28.5%	103
Used housekeeper/maid/professional HH cleaning service in last 12	226	8.2%	63
Purchased low ticket HH furnishings in last 12 months	401	14.5%	93
Purchased big ticket HH furnishings in last 12 months	535	19.4%	92
Purchased bedding/bath goods in last 12 months	1,435	52.0%	98
Purchased cooking/serving product in last 12 months	672	24.4%	100
Bought any small kitchen appliance in last 12 months	650	23.6%	106
Bought any large kitchen appliance in last 12 months	343	12.4%	97
Insurance (Adults/Households)			
Currently carry life insurance	2,274	41.1%	95
Carry medical/hospital/accident insurance	3,263	59.0%	92
Carry homeowner insurance	2,537	45.9%	96
Carry renter's insurance	293	5.3%	72
Have auto insurance: 1 vehicle in household covered	865	31.4%	100
Have auto insurance: 2 vehicles in household covered	770	27.9%	100
Have auto insurance: 3+ vehicles in household covered	664	24.1%	110
Pets (Households)			
Household owns any pet	1,754	63.6%	120
Household owns any cat	864	31.3%	138
Household owns any dog	1,421	51.5%	129
Psychographics (Adults)			
Buying American is important to me	2,648	47.9%	111
Usually buy items on credit rather than wait	523	9.5%	83
Usually buy based on quality - not price	946	17.1%	95
Price is usually more important than brand name	1,712	30.9%	113
Usually use coupons for brands I buy often	1,015	18.3%	97
Am interested in how to help the environment	753	13.6%	81
Usually pay more for environ safe product	594	10.7%	85
Usually value green products over convenience	535	9.7%	95
Likely to buy a brand that supports a charity	1,949	35.2%	103
Reading (Adults)			
Bought digital book in last 12 months	496	9.0%	81
Bought hardcover book in last 12 months	1,213	21.9%	98
Bought paperback book in last 12 month	1,795	32.4%	96
Read any daily newspaper (paper version)	1,365	24.7%	88
Read any digital newspaper in last 30 days	1,537	27.8%	89
Read any magazine (paper/electronic version) in last 6 months	4,874	88.1%	97

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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	4,188	75.7%	100
Went to family restaurant/steak house: 4+ times a month	1,674	30.3%	105
Went to fast food/drive-in restaurant in last 6 months	5,048	91.2%	101
Went to fast food/drive-in restaurant 9+ times/mo	2,391	43.2%	107
Fast food/drive-in last 6 months: eat in	2,081	37.6%	103
Fast food/drive-in last 6 months: home delivery	320	5.8%	74
Fast food/drive-in last 6 months: take-out/drive-thru	2,923	52.8%	113
Fast food/drive-in last 6 months: take-out/walk-in	955	17.3%	88
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	881	15.9%	75
Own any portable MP3 player	1,528	27.6%	82
HH owns 1 TV	552	20.0%	99
HH owns 2 TVs	716	26.0%	99
HH owns 3 TVs	616	22.3%	104
HH owns 4+ TVs	505	18.3%	93
HH subscribes to cable TV	928	33.6%	66
HH subscribes to fiber optic	37	1.3%	20
HH has satellite dish	1,195	43.3%	170
HH owns DVD/Blu-ray player	1,726	62.6%	101
HH owns camcorder	322	11.7%	75
HH owns portable GPS navigation device	622	22.5%	82
HH purchased video game system in last 12 mos	211	7.6%	83
HH owns Internet video device for TV	63	2.3%	52
Travel (Adults)			
Domestic travel in last 12 months	2,504	45.3%	90
Took 3+ domestic non-business trips in last 12 months	590	10.7%	86
Spent on domestic vacations in last 12 months: <\$1,000	597	10.8%	96
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	239	4.3%	72
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	119	2.2%	61
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	147	2.7%	70
Spent on domestic vacations in last 12 months: \$3,000+	148	2.7%	49
Domestic travel in the 12 months: used general travel website	231	4.2%	59
Foreign travel in last 3 years	705	12.7%	54
Took 3+ foreign trips by plane in last 3 years	114	2.1%	47
Spent on foreign vacations in last 12 months: <\$1,000	158	2.9%	68
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	85	1.5%	51
Spent on foreign vacations in last 12 months: \$3,000+	98	1.8%	36
Foreign travel in last 3 years: used general travel website	130	2.3%	43
Nights spent in hotel/motel in last 12 mo: any	1,953	35.3%	86
Took cruise of more than one day in last 3 years	322	5.8%	67
Member of any frequent flyer program	418	7.6%	45
Member of any hotel rewards program	480	8.7%	61

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Retail Market Potential

Coats (1-3-5 Radius)
 Coats, North Carolina, United States
 Ring: 5 mile radius

Latitude: 35.40794
 Longitude: -78.67196

Demographic Summary		2014	2019
Population		19,692	22,306
Population 18+		15,387	17,478
Households		6,823	7,832
Median Household Income		\$38,454	\$44,205

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	7,308	47.5%	98
Bought any women's clothing in last 12 months	6,824	44.3%	99
Bought clothing for child <13 years in last 6 months	4,494	29.2%	104
Bought any shoes in last 12 months	8,535	55.5%	101
Bought costume jewelry in last 12 months	3,242	21.1%	105
Bought any fine jewelry in last 12 months	3,164	20.6%	106
Bought a watch in last 12 months	1,701	11.1%	96
Automobiles (Households)			
HH owns/leases any vehicle	6,047	88.6%	104
HH bought/leased new vehicle last 12 mo	499	7.3%	85
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	13,691	89.0%	105
Bought/changed motor oil in last 12 months	8,386	54.5%	110
Had tune-up in last 12 months	4,530	29.4%	97
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	9,429	61.3%	94
Drank regular cola in last 6 months	7,640	49.7%	108
Drank beer/ale in last 6 months	6,164	40.1%	95
Cameras (Adults)			
Own digital point & shoot camera	4,488	29.2%	90
Own digital single-lens reflex (SLR) camera	1,108	7.2%	84
Bought any camera in last 12 months	962	6.3%	87
Bought memory card for camera in last 12 months	820	5.3%	93
Printed digital photos in last 12 months	644	4.2%	124
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	6,347	41.2%	113
Have a smartphone	7,341	47.7%	98
Have an iPhone	2,454	15.9%	86
Number of cell phones in household: 1	2,102	30.8%	96
Number of cell phones in household: 2	2,543	37.3%	101
Number of cell phones in household: 3+	1,763	25.8%	103
HH has cell phone only (no landline telephone)	3,129	45.9%	121
Computers (Households)			
HH owns a computer	5,057	74.1%	97
HH owns desktop computer	3,114	45.6%	94
HH owns laptop/notebook	3,317	48.6%	95
Spent <\$500 on most recent home computer	1,108	16.2%	115
Spent \$500-\$999 on most recent home computer	1,261	18.5%	91
Spent \$1,000-\$1,499 on most recent home computer	659	9.7%	97
Spent \$1,500-\$1,999 on most recent home computer	241	3.5%	77
Spent \$2,000+ on most recent home computer	203	3.0%	77

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Retail Market Potential

Coats (1-3-5 Radius)
 Coats, North Carolina, United States
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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	9,704	63.1%	104
Bought brewed coffee at convenience store in last 30 days	2,076	13.5%	88
Bought cigarettes at convenience store in last 30 days	2,737	17.8%	135
Bought gas at convenience store in last 30 days	6,203	40.3%	121
Spent at convenience store in last 30 days: <\$20	1,040	6.8%	82
Spent at convenience store in last 30 days: \$20-\$39	1,381	9.0%	99
Spent at convenience store in last 30 days: \$40-\$50	1,125	7.3%	95
Spent at convenience store in last 30 days: \$51-\$99	778	5.1%	111
Spent at convenience store in last 30 days: \$100+	4,282	27.8%	121
Entertainment (Adults)			
Attended a movie in last 6 months	9,000	58.5%	97
Went to live theater in last 12 months	1,432	9.3%	74
Went to a bar/night club in last 12 months	2,439	15.9%	93
Dined out in last 12 months	6,362	41.3%	92
Gambled at a casino in last 12 months	1,681	10.9%	74
Visited a theme park in last 12 months	2,368	15.4%	86
Viewed movie (video-on-demand) in last 30 days	1,585	10.3%	66
Viewed TV show (video-on-demand) in last 30 days	1,144	7.4%	61
Watched any pay-per-view TV in last 12 months	1,668	10.8%	83
Downloaded a movie over the Internet in last 30 days	1,118	7.3%	110
Downloaded any individual song in last 6 months	3,190	20.7%	101
Watched a movie online in the last 30 days	2,184	14.2%	105
Watched a TV program online in last 30 days	2,039	13.3%	99
Played a video/electronic game (console) in last 12 months	1,835	11.9%	105
Played a video/electronic game (portable) in last 12 months	645	4.2%	94
Financial (Adults)			
Have home mortgage (1st)	4,212	27.4%	86
Used ATM/cash machine in last 12 months	7,313	47.5%	98
Own any stock	754	4.9%	63
Own U.S. savings bond	589	3.8%	67
Own shares in mutual fund (stock)	526	3.4%	46
Own shares in mutual fund (bonds)	339	2.2%	45
Have interest checking account	4,299	27.9%	97
Have non-interest checking account	4,320	28.1%	99
Have savings account	7,851	51.0%	95
Have 401K retirement savings plan	1,895	12.3%	84
Own/used any credit/debit card in last 12 months	11,220	72.9%	99
Avg monthly credit card expenditures: <\$111	2,188	14.2%	120
Avg monthly credit card expenditures: \$111-\$225	1,092	7.1%	110
Avg monthly credit card expenditures: \$226-\$450	854	5.6%	88
Avg monthly credit card expenditures: \$451-\$700	630	4.1%	75
Avg monthly credit card expenditures: \$701-\$1,000	421	2.7%	63
Avg monthly credit card expenditures: \$1,001+	793	5.2%	56
Did banking online in last 12 months	5,351	34.8%	99
Did banking on mobile device in last 12 months	1,723	11.2%	108
Paid bills online in last 12 months	6,034	39.2%	94

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Retail Market Potential

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	10,990	71.4%	100
Used bread in last 6 months	14,835	96.4%	101
Used chicken (fresh or frozen) in last 6 mos	10,847	70.5%	99
Used turkey (fresh or frozen) in last 6 mos	2,473	16.1%	88
Used fish/seafood (fresh or frozen) in last 6 months	8,076	52.5%	94
Used fresh fruit/vegetables in last 6 months	12,986	84.4%	97
Used fresh milk in last 6 months	13,924	90.5%	101
Used organic food in last 6 months	2,301	15.0%	76
Health (Adults)			
Exercise at home 2+ times per week	4,215	27.4%	96
Exercise at club 2+ times per week	1,559	10.1%	78
Visited a doctor in last 12 months	11,144	72.4%	96
Used vitamin/dietary supplement in last 6 months	7,449	48.4%	90
Home (Households)			
Any home improvement in last 12 months	1,884	27.6%	100
Used housekeeper/maid/professional HH cleaning service in last 12	633	9.3%	71
Purchased low ticket HH furnishings in last 12 months	1,025	15.0%	96
Purchased big ticket HH furnishings in last 12 months	1,389	20.4%	97
Purchased bedding/bath goods in last 12 months	3,560	52.2%	98
Purchased cooking/serving product in last 12 months	1,660	24.3%	100
Bought any small kitchen appliance in last 12 months	1,592	23.3%	105
Bought any large kitchen appliance in last 12 months	873	12.8%	99
Insurance (Adults/Households)			
Currently carry life insurance	6,252	40.6%	94
Carry medical/hospital/accident insurance	9,126	59.3%	92
Carry homeowner insurance	6,812	44.3%	93
Carry renter's insurance	949	6.2%	83
Have auto insurance: 1 vehicle in household covered	2,165	31.7%	101
Have auto insurance: 2 vehicles in household covered	1,941	28.4%	102
Have auto insurance: 3+ vehicles in household covered	1,623	23.8%	108
Pets (Households)			
Household owns any pet	4,113	60.3%	113
Household owns any cat	1,935	28.4%	125
Household owns any dog	3,289	48.2%	121
Psychographics (Adults)			
Buying American is important to me	6,967	45.3%	105
Usually buy items on credit rather than wait	1,374	8.9%	78
Usually buy based on quality - not price	2,688	17.5%	97
Price is usually more important than brand name	4,521	29.4%	107
Usually use coupons for brands I buy often	2,801	18.2%	97
Am interested in how to help the environment	2,290	14.9%	89
Usually pay more for environ safe product	1,680	10.9%	86
Usually value green products over convenience	1,496	9.7%	95
Likely to buy a brand that supports a charity	5,393	35.0%	102
Reading (Adults)			
Bought digital book in last 12 months	1,548	10.1%	90
Bought hardcover book in last 12 months	3,541	23.0%	102
Bought paperback book in last 12 month	5,228	34.0%	100
Read any daily newspaper (paper version)	3,751	24.4%	86
Read any digital newspaper in last 30 days	4,802	31.2%	100
Read any magazine (paper/electronic version) in last 6 months	13,705	89.1%	98

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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	11,767	76.5%	101
Went to family restaurant/steak house: 4+ times a month	4,747	30.9%	107
Went to fast food/drive-in restaurant in last 6 months	14,049	91.3%	101
Went to fast food/drive-in restaurant 9+ times/mo	6,785	44.1%	109
Fast food/drive-in last 6 months: eat in	5,668	36.8%	101
Fast food/drive-in last 6 months: home delivery	1,039	6.8%	86
Fast food/drive-in last 6 months: take-out/drive-thru	8,349	54.3%	116
Fast food/drive-in last 6 months: take-out/walk-in	2,760	17.9%	92
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	2,743	17.8%	84
Own any portable MP3 player	5,016	32.6%	97
HH owns 1 TV	1,356	19.9%	99
HH owns 2 TVs	1,806	26.5%	100
HH owns 3 TVs	1,488	21.8%	102
HH owns 4+ TVs	1,266	18.6%	94
HH subscribes to cable TV	2,702	39.6%	78
HH subscribes to fiber optic	138	2.0%	30
HH has satellite dish	2,546	37.3%	146
HH owns DVD/Blu-ray player	4,296	63.0%	102
HH owns camcorder	862	12.6%	81
HH owns portable GPS navigation device	1,640	24.0%	87
HH purchased video game system in last 12 mos	545	8.0%	87
HH owns Internet video device for TV	180	2.6%	61
Travel (Adults)			
Domestic travel in last 12 months	7,232	47.0%	94
Took 3+ domestic non-business trips in last 12 months	1,810	11.8%	94
Spent on domestic vacations in last 12 months: <\$1,000	1,650	10.7%	95
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	697	4.5%	75
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	426	2.8%	79
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	451	2.9%	77
Spent on domestic vacations in last 12 months: \$3,000+	534	3.5%	64
Domestic travel in the 12 months: used general travel website	739	4.8%	68
Foreign travel in last 3 years	2,324	15.1%	64
Took 3+ foreign trips by plane in last 3 years	330	2.1%	49
Spent on foreign vacations in last 12 months: <\$1,000	490	3.2%	76
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	292	1.9%	62
Spent on foreign vacations in last 12 months: \$3,000+	365	2.4%	48
Foreign travel in last 3 years: used general travel website	420	2.7%	50
Nights spent in hotel/motel in last 12 mo: any	5,714	37.1%	90
Took cruise of more than one day in last 3 years	1,085	7.1%	81
Member of any frequent flyer program	1,532	10.0%	60
Member of any hotel rewards program	1,504	9.8%	69

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