

MARKET POTENTIAL - SHOPPING

2011 Estimates

Calculated using Proportional Block Groups



Lat/Lon: 33.3053/-111.9115

MRI_SHOP

Your Site	1 mi radius		3 mi radius		5 mi radius		10 min drivetime	
Anytown, USA								
Estimated Population	12,557		79,488		236,765		261,226	
Adult Population 18 Years or Over	9,182	73.1%	58,254	73.3%	173,611	73.3%	191,923	73.5%
Shopped Prior 3 Months								
American Eagle Outfitters	528	5.7%	3,370	5.8%	10,465	6.0%	11,513	6.0%
Banana Republic	316	3.4%	2,052	3.5%	6,306	3.6%	7,029	3.7%
Bath & Body Works	1,364	14.9%	8,100	13.9%	25,704	14.8%	28,434	14.8%
The Disney Store	365	4.0%	2,278	3.9%	6,805	3.9%	7,550	3.9%
Eddie Bauer	239	2.6%	1,354	2.3%	4,032	2.3%	4,450	2.3%
Express	217	2.4%	1,499	2.6%	4,760	2.7%	5,266	2.7%
The Gap	638	7.0%	3,888	6.7%	11,934	6.9%	13,279	6.9%
Lane Bryant	211	2.3%	1,355	2.3%	4,491	2.6%	5,020	2.6%
Old Navy	1,360	14.8%	8,456	14.5%	25,993	15.0%	28,646	14.9%
Burlington Coat Factory	487	5.3%	3,136	5.4%	10,099	5.8%	11,351	5.9%
Crate & Barrel	277	3.0%	1,550	2.7%	4,519	2.6%	4,938	2.6%
Linens 'n Things	565	6.2%	3,376	5.8%	10,571	6.1%	11,696	6.1%
Marshalls	735	8.0%	4,466	7.7%	13,987	8.1%	15,470	8.1%
Pier 1 Imports	429	4.7%	2,347	4.0%	7,421	4.3%	8,163	4.3%
TJ Maxx	941	10.2%	5,504	9.4%	17,176	9.9%	18,997	9.9%
Toys R Us	899	9.8%	5,414	9.3%	16,584	9.6%	18,352	9.6%
Dillard's	602	6.6%	3,890	6.7%	12,086	7.0%	13,298	6.9%
JCPenney	2,173	23.7%	14,080	24.2%	42,889	24.7%	47,340	24.7%
Macy's	1,802	19.6%	11,094	19.0%	33,565	19.3%	36,844	19.2%
Nordstrom	516	5.6%	2,996	5.1%	8,777	5.1%	9,588	5.0%
Sears	1,535	16.7%	10,306	17.7%	30,500	17.6%	33,558	17.5%
K-Mart	2,081	22.7%	12,866	22.1%	38,823	22.4%	42,906	22.4%
Kohl's	2,008	21.9%	12,286	21.1%	37,197	21.4%	40,806	21.3%
Target	3,596	39.2%	21,936	37.7%	66,951	38.6%	73,922	38.5%
WalMart	5,907	64.3%	37,406	64.2%	113,155	65.2%	125,105	65.2%
Shopped Prior 6 Months								
CVS Pharmacy	3,439	37.5%	21,650	37.2%	65,404	37.7%	72,306	37.7%
Rite-Aid/Eckerds Drug	1,465	16.0%	10,072	17.3%	30,251	17.4%	33,475	17.4%
WalMart Pharmacy	1,570	17.1%	9,256	15.9%	28,459	16.4%	31,476	16.4%
Walgreens	3,178	34.6%	20,602	35.4%	62,522	36.0%	68,768	35.8%
BJ's Wholesale Club	510	5.6%	3,128	5.4%	9,527	5.5%	10,578	5.5%
Costco Wholesale Club	1,704	18.6%	10,559	18.1%	31,054	17.9%	34,364	17.9%
Sam's Club	1,667	18.2%	11,232	19.3%	33,820	19.5%	37,292	19.4%
A & P	214	2.3%	1,584	2.7%	4,449	2.6%	5,006	2.6%
Acme	92	1.0%	835	1.4%	2,413	1.4%	2,761	1.4%
Albertsons	2,371	25.8%	13,159	22.6%	37,487	21.6%	40,617	21.2%
Aldi	341	3.7%	2,322	4.0%	7,296	4.2%	8,465	4.4%
Cub Foods	176	1.9%	1,381	2.4%	4,007	2.3%	4,457	2.3%
Giant	351	3.8%	2,722	4.7%	7,323	4.2%	8,236	4.3%
Giant Eagle	124	1.3%	979	1.7%	2,950	1.7%	3,449	1.8%
Food Lion	548	6.0%	3,282	5.6%	9,495	5.5%	10,492	5.5%
Foodtown	135	1.5%	901	1.5%	2,645	1.5%	2,826	1.5%

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

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Anytown, USA								
Shopped Prior 6 Months (continued)								
Fred Meyer	390	4.2%	2,205	3.8%	6,939	4.0%	7,939	4.1%
GNC	285	3.1%	1,791	3.1%	5,107	2.9%	5,736	3.0%
Giant	351	3.8%	2,722	4.7%	7,323	4.2%	8,236	4.3%
Giant Eagle	124	1.3%	979	1.7%	2,950	1.7%	3,449	1.8%
Harris Teeter	288	3.1%	1,831	3.1%	4,859	2.8%	5,217	2.7%
H-E-B	355	3.9%	2,196	3.8%	6,934	4.0%	7,224	3.8%
IGA	136	1.5%	937	1.6%	3,446	2.0%	4,163	2.2%
King Soopers	440	4.8%	2,097	3.6%	5,575	3.2%	5,935	3.1%
Kroger	1,368	14.9%	8,786	15.1%	25,262	14.6%	27,654	14.4%
Pathmark	79	0.9%	1,253	2.2%	3,668	2.1%	4,177	2.2%
Piggly Wiggly	155	1.7%	872	1.5%	2,839	1.6%	3,188	1.7%
Price Chopper	69	0.7%	580	1.0%	2,169	1.2%	2,717	1.4%
Ralphs	706	7.7%	3,979	6.8%	11,178	6.4%	12,008	6.3%
Military Commissary	241	2.6%	1,329	2.3%	3,782	2.2%	4,167	2.2%
Shopped Prior 12 Months								
Ace Hardware	1,628	17.7%	10,803	18.5%	30,978	17.8%	34,236	17.8%
Home Depot	4,101	44.7%	26,512	45.5%	77,705	44.8%	85,724	44.7%
Lowe's	3,108	33.9%	20,434	35.1%	60,876	35.1%	67,392	35.1%
Sears (specifically for hardware)	805	8.8%	5,350	9.2%	15,457	8.9%	16,986	8.9%
True Value	531	5.8%	3,677	6.3%	10,859	6.3%	12,055	6.3%
Best Buy	2,743	29.9%	17,654	30.3%	51,962	29.9%	57,256	29.8%
Circuit City	1,111	12.1%	7,407	12.7%	21,668	12.5%	23,957	12.5%
Radio Shack	1,203	13.1%	8,145	14.0%	24,084	13.9%	26,846	14.0%
Fedex Kinko's	598	6.5%	3,915	6.7%	11,835	6.8%	13,109	6.8%
Office Depot	1,442	15.7%	9,460	16.2%	28,371	16.3%	31,382	16.4%
Office Max	1,259	13.7%	7,492	12.9%	22,438	12.9%	24,743	12.9%
Staples	1,867	20.3%	11,977	20.6%	35,375	20.4%	39,033	20.3%
Coupons								
Used 0 to 3 Times Prior 3 Months	2,196	23.9%	13,744	23.6%	41,426	23.9%	45,492	23.7%
Used 4 to 11 Times Prior 3 Months	1,168	12.7%	7,741	13.3%	23,705	13.7%	26,451	13.8%
Used 12 or More Times Prior 3 Months	1,084	11.8%	6,481	11.1%	19,258	11.1%	21,289	11.1%
Use of Coupons								
Discount Store Prior 3 Months	775	8.4%	4,789	8.2%	14,424	8.3%	15,934	8.3%
Drug Store Prior 3 Months	764	8.3%	4,641	8.0%	14,166	8.2%	15,691	8.2%
Grocery Prior 3 Months	2,927	31.9%	18,116	31.1%	54,561	31.4%	60,429	31.5%
Discount Store Prior Year	1,166	12.7%	7,162	12.3%	21,722	12.5%	23,978	12.5%
Drug Store Prior Year	1,071	11.7%	6,719	11.5%	20,407	11.8%	22,519	11.7%
Grocery Prior Year	4,080	44.4%	25,516	43.8%	76,928	44.3%	84,983	44.3%
Distribution of Coupons Used								
In-Store Representative	908	9.9%	5,465	9.4%	16,325	9.4%	17,991	9.4%
A Magazine	1,196	13.0%	7,376	12.7%	22,390	12.9%	24,702	12.9%
Newspaper Insert	3,440	37.5%	21,285	36.5%	63,812	36.8%	70,410	36.7%
In or on Packages	1,562	17.0%	10,063	17.3%	30,290	17.4%	33,327	17.4%
Mail Delivery	1,625	17.7%	10,302	17.7%	31,273	18.0%	34,658	18.1%
Instant Coupon Machine or Register	1,631	17.8%	10,267	17.6%	30,809	17.7%	33,921	17.7%

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