Retail Market Potential

Rockwall City, TX 2
Rockwall City, TX (4862828)
Geography: Place

Prepared by Esri

Demographic Summary	2018	2023
Population	46,933	52,672
Population 18+	34,984	39,610
Households	16,364	18,370
Median Household Income	$88,583	$96,806

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	17,698	50.6%	107
Bought any women's clothing in last 12 months	16,139	46.1%	107
Bought clothing for child <13 years in last 6 months	11,170	31.9%	119
Bought any shoes in last 12 months	20,228	57.8%	108
Bought costume jewelry in last 12 months	6,755	19.3%	106
Bought any fine jewelry in last 12 months	6,687	19.1%	107
Bought a watch in last 12 months	5,750	16.4%	104
Automobiles (Households)			
HH owns/leases any vehicle	15,109	92.3%	108
HH bought/leased new vehicle last 12 mo	2,112	12.9%	133
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	32,109	91.8%	108
Bought/changed motor oil in last 12 months	17,266	49.4%	103
Had tune-up in last 12 months	9,444	27.0%	105
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	25,049	71.6%	103
Drank regular cola in last 6 months	14,357	41.0%	93
Drank beer/ale in last 6 months	15,767	45.1%	107
Cameras (Adults)			
Own digital point & shoot camera/camcorder	5,067	14.5%	124
Own digital SLR camera/camcorder	3,663	10.5%	134
Printed digital photos in last 12 months	10,183	29.1%	125
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	12,670	36.2%	100
Have a smartphone	30,194	86.3%	108
Have a smartphone: Android phone (any brand)	13,424	38.4%	99
Have a smartphone: Apple iPhone	16,162	46.2%	120
Number of cell phones in household: 1	3,509	21.4%	70
Number of cell phones in household: 2	6,662	40.7%	106
Number of cell phones in household: 3+	5,893	36.0%	131
HH has cell phone only (no landline telephone)	8,340	51.0%	97
Computers (Households)			
HH owns a computer	13,717	83.8%	113
HH owns desktop computer	7,389	45.2%	118
HH owns laptop/notebook	10,682	65.3%	115
HH owns any Apple/Mac brand computer	3,528	21.6%	122
HH owns any PC/non-Apple brand computer	11,505	70.3%	112
HH purchased most recent computer in a store	7,015	42.9%	116
HH purchased most recent computer online	2,653	16.2%	121
Spent <$500 on most recent home computer	2,492	15.2%	100
Spent $500-$999 on most recent home computer	3,442	21.0%	119
Spent $1,000-$1,499 on most recent home computer	1,918	11.7%	123
Spent $1,500-$1,999 on most recent home computer	936	5.7%	124
Spent $2,000+ on most recent home computer	877	5.4%	132

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 2018 and 2023.

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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	22,233	63.6%	102
Bought brewed coffee at convenience store in last 30 days	4,682	13.4%	99
Bought cigarettes at convenience store in last 30 days	3,074	8.8%	80
Bought gas at convenience store in last 30 days	13,714	39.2%	106
Spent at convenience store in last 30 days: <$20	2,723	7.8%	108
Spent at convenience store in last 30 days: $20-$39	3,370	9.6%	101
Spent at convenience store in last 30 days: $40-$50	2,840	8.1%	98
Spent at convenience store in last 30 days: $51-$99	1,851	5.3%	95
Spent at convenience store in last 30 days: $100+	8,197	23.4%	105
Entertainment (Adults)			
Attended a movie in last 6 months	23,369	66.8%	112
Went to live theater in last 12 months	4,567	13.1%	113
Went to a bar/night club in last 12 months	6,699	19.1%	110
Dined out in last 12 months	20,290	58.0%	114
Gambled at a casino in last 12 months	4,804	13.7%	106
Visited a theme park in last 12 months	7,836	22.4%	118
Viewed movie (video-on-demand) in last 30 days	7,937	22.7%	125
Viewed TV show (video-on-demand) in last 30 days	6,042	17.3%	124
Watched any pay-per-view TV in last 12 months	4,716	13.5%	123
Downloaded a movie over the Internet in last 30 days	3,609	10.3%	114
Downloaded any individual song in last 6 months	8,450	24.2%	120
Watched a movie online in the last 30 days	8,952	25.6%	107
Watched a TV program online in last 30 days	7,147	20.4%	114
Played a video/electronic game (console) in last 12 months	3,230	9.2%	101
Played a video/electronic game (portable) in last 12 months	1,847	5.3%	102
Financial (Adults)			
Have home mortgage (1st)	15,197	43.4%	137
Used ATM/cash machine in last 12 months	20,700	59.2%	111
Own any stock	3,115	8.9%	123
Own U.S. savings bond	2,006	5.7%	119
Own shares in mutual fund (stock)	2,961	8.5%	123
Own shares in mutual fund (bonds)	2,264	6.5%	136
Have interest checking account	12,014	34.3%	116
Have non-interest checking account	10,888	31.1%	106
Have savings account	23,220	66.4%	114
Have 401K retirement savings plan	7,011	20.0%	129
Own/used any credit/debit card in last 12 months	29,916	85.5%	107
Avg monthly credit card expenditures: <$111	4,546	13.0%	108
Avg monthly credit card expenditures: $111-$225	2,747	7.9%	109
Avg monthly credit card expenditures: $226-$450	2,411	6.9%	102
Avg monthly credit card expenditures: $451-$700	2,524	7.2%	116
Avg monthly credit card expenditures: $701-$1,000	2,403	6.9%	118
Avg monthly credit card expenditures: $1,001+	4,990	14.3%	130
Did banking online in last 12 months	17,027	48.7%	124
Did banking on mobile device in last 12 months	10,364	29.6%	126
Paid bills online in last 12 months	20,281	58.0%	118

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Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	11,849	72.4%	106
Used bread in last 6 months	15,457	94.5%	101
Used chicken (fresh or frozen) in last 6 months	11,993	73.3%	106
Used turkey (fresh or frozen) in last 6 months	2,580	15.8%	103
Used fish/seafood (fresh or frozen) in last 6 months	9,223	56.4%	103
Used fresh fruit/vegetables in last 6 months	14,608	89.3%	102
Used fresh milk in last 6 months	14,439	88.2%	103
Used organic food in last 6 months	4,256	26.0%	110
Health (Adults)			
Exercise at home 2+ times per week	11,465	32.8%	117
Exercise at club 2+ times per week	6,250	17.9%	124
Visited a doctor in last 12 months	27,824	79.5%	103
Used vitamin/dietary supplement in last 6 months	19,377	55.4%	102
Home (Households)			
Any home improvement in last 12 months	5,607	34.3%	123
Used housekeeper/maid/professional HH cleaning service in last 12	2,844	17.4%	124
Purchased low ticket HH furnishings in last 12 months	3,137	19.2%	114
Purchased big ticket HH furnishings in last 12 months	4,146	25.3%	116
Bought any small kitchen appliance in last 12 months	3,861	23.6%	105
Bought any large kitchen appliance in last 12 months	2,743	16.8%	119
Insurance (Adults/Households)			
Currently carry life insurance	18,248	52.2%	117
Carry medical/hospital/accident insurance	27,623	79.0%	106
Carry homeowner insurance	19,973	57.1%	121
Carry renter's insurance	2,986	8.5%	99
Have auto insurance: 1 vehicle in household covered	3,969	24.3%	79
Have auto insurance: 2 vehicles in household covered	6,015	36.8%	128
Have auto insurance: 3+ vehicles in household covered	4,727	28.9%	127
Pets (Households)			
Household owns any pet	9,707	59.3%	109
Household owns any cat	3,677	22.5%	98
Household owns any dog	7,776	47.5%	114
Psychographics (Adults)			
Buying American is important to me	13,770	39.4%	97
Usually buy items on credit rather than wait	4,571	13.1%	100
Usually buy based on quality - not price	6,456	18.5%	95
Price is usually more important than brand name	9,646	27.6%	99
Usually use coupons for brands I buy often	6,007	17.2%	96
Am interested in how to help the environment	5,937	17.0%	93
Usually pay more for environ safe product	4,790	13.7%	96
Usually value green products over convenience	3,786	10.8%	96
Likely to buy a brand that supports a charity	12,138	34.7%	100
Reading (Adults)			
Bought digital book in last 12 months	5,651	16.2%	121
Bought hardcover book in last 12 months	7,814	22.3%	112
Bought paperback book in last 12 month	11,268	32.2%	111
Read any daily newspaper (paper version)	6,315	18.1%	88
Read any digital newspaper in last 30 days	14,946	42.7%	114
Read any magazine (paper/electronic version) in last 6 months	32,566	93.1%	103

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	28,404	81.2%	108
Went to family restaurant/steak house: 4+ times a month	10,868	31.1%	116
Went to fast food/drive-in restaurant in last 6 months	32,378	92.6%	103
Went to fast food/drive-in restaurant 9+ times/mo	15,240	43.6%	110
Fast food/drive-in last 6 months: eat in	13,864	39.6%	108
Fast food/drive-in last 6 months: home delivery	3,221	9.2%	110
Fast food/drive-in last 6 months: take-out/drive-thru	18,509	52.9%	112
Fast food/drive-in last 6 months: take-out/walk-in	7,902	22.6%	107
Television & Electronics (Adults/Households)			
Own any tablet	19,114	54.6%	119
Own any e-reader	3,253	9.3%	125
Own e-reader/tablet: iPad	12,386	35.4%	133
HH has Internet connectable TV	5,371	32.8%	127
Own any portable MP3 player	9,183	26.2%	122
HH owns 1 TV	2,571	15.7%	75
HH owns 2 TVs	4,259	26.0%	96
HH owns 3 TVs	3,909	23.9%	114
HH owns 4+ TVs	3,907	23.9%	134
HH subscribes to cable TV	7,683	47.0%	105
HH subscribes to fiber optic	1,613	9.9%	124
HH owns portable GPS navigation device	4,908	30.0%	121
HH purchased video game system in last 12 mos	1,463	8.9%	105
HH owns any Internet video device for TV	4,495	27.5%	135
Travel (Adults)			
Domestic travel in last 12 months	21,386	61.1%	117
Took 3+ domestic non-business trips in last 12 months	5,039	14.4%	121
Spent on domestic vacations in last 12 months: <$1,000	3,980	11.4%	105
Spent on domestic vacations in last 12 months: $1,000-$1,499	2,561	7.3%	122
Spent on domestic vacations in last 12 months: $1,500-$1,999	1,945	5.6%	141
Spent on domestic vacations in last 12 months: $2,000-$2,999	1,713	4.9%	128
Spent on domestic vacations in last 12 months: $3,000+	2,929	8.4%	133
Domestic travel in the 12 months: used general travel website	2,989	8.5%	123
Foreign travel in last 3 years	11,091	31.7%	120
Took 3+ foreign trips by plane in last 3 years	1,787	5.1%	106
Spent on foreign vacations in last 12 months: <$1,000	2,111	6.0%	129
Spent on foreign vacations in last 12 months: $1,000-$2,999	1,433	4.1%	109
Spent on foreign vacations in last 12 months: $3,000+	2,398	6.9%	116
Foreign travel in last 3 years: used general travel website	2,634	7.5%	125
Nights spent in hotel/motel in last 12 months: any	18,427	52.7%	121
Took cruise of more than one day in last 3 years	3,689	10.5%	123
Member of any frequent flyer program	8,129	23.2%	133
Member of any hotel rewards program	7,576	21.7%	129

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