



# Retail Marketplace Potential

123 W. 9th St. Coffeyville, KS  
 Drive Time: 5 minute radius

Latitude: 37.0349  
 Longitude: -95.6160

Demographic Summary		2018	2023
Population		5,077	4,808
Population 18+		3,980	3,739
Households		1,952	1,829
Median Household Income		\$29,669	\$29,476

  

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	1,772	44.5%	94
Bought any women's clothing in last 12 months	1,606	40.4%	93
Bought clothing for child <13 years in last 6 months	1,067	26.8%	100
Bought any shoes in last 12 months	1,879	47.2%	88
Bought costume jewelry in last 12 months	570	14.3%	79
Bought any fine jewelry in last 12 months	648	16.3%	91
Bought a watch in last 12 months	613	15.4%	97
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	1,539	78.8%	92
HH bought/leased new vehicle last 12 mo	118	6.0%	63
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	3,224	81.0%	95
Bought/changed motor oil in last 12 months	1,811	45.5%	95
Had tune-up in last 12 months	893	22.4%	87
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	2,470	62.1%	89
Drank regular cola in last 6 months	2,005	50.4%	114
Drank beer/ale in last 6 months	1,474	37.0%	88
<b>Cameras (Adults)</b>			
Own digital point & shoot camera/camcorder	354	8.9%	76
Own digital SLR camera/camcorder	198	5.0%	64
Printed digital photos in last 12 months	736	18.5%	80
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	1,471	37.0%	102
Have a smartphone	3,029	76.1%	95
Have a smartphone: Android phone (any brand)	1,920	48.2%	124
Have a smartphone: Apple iPhone	953	23.9%	62
Number of cell phones in household: 1	808	41.4%	134
Number of cell phones in household: 2	711	36.4%	95
Number of cell phones in household: 3+	341	17.5%	63
HH has cell phone only (no landline telephone)	1,241	63.6%	121
<b>Computers (Households)</b>			
HH owns a computer	1,202	61.6%	83
HH owns desktop computer	554	28.4%	74
HH owns laptop/notebook	894	45.8%	81
HH owns any Apple/Mac brand computer	174	8.9%	50
HH owns any PC/non-Apple brand computer	1,070	54.8%	87
HH purchased most recent computer in a store	574	29.4%	80
HH purchased most recent computer online	170	8.7%	65
Spent <\$500 on most recent home computer	300	15.4%	101
Spent \$500-\$999 on most recent home computer	273	14.0%	79
Spent \$1,000-\$1,499 on most recent home computer	110	5.6%	59
Spent \$1,500-\$1,999 on most recent home computer	66	3.4%	73
Spent \$2,000+ on most recent home computer	49	2.5%	62

**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
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 mos	2,537	63.7%	102
Bought brewed coffee at convenience store in last 30 days	560	14.1%	104
Bought cigarettes at convenience store in last 30 days	735	18.5%	169
Bought gas at convenience store in last 30 days	1,585	39.8%	108
Spent at convenience store in last 30 days: <\$20	259	6.5%	90
Spent at convenience store in last 30 days: \$20-\$39	379	9.5%	100
Spent at convenience store in last 30 days: \$40-\$50	347	8.7%	105
Spent at convenience store in last 30 days: \$51-\$99	248	6.2%	112
Spent at convenience store in last 30 days: \$100+	970	24.4%	110
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	2,080	52.3%	88
Went to live theater in last 12 months	364	9.1%	79
Went to a bar/night club in last 12 months	626	15.7%	90
Dined out in last 12 months	1,676	42.1%	83
Gambled at a casino in last 12 months	433	10.9%	84
Visited a theme park in last 12 months	520	13.1%	69
Viewed movie (video-on-demand) in last 30 days	484	12.2%	67
Viewed TV show (video-on-demand) in last 30 days	448	11.3%	81
Watched any pay-per-view TV in last 12 months	285	7.2%	65
Downloaded a movie over the Internet in last 30 days	369	9.3%	102
Downloaded any individual song in last 6 months	707	17.8%	88
Watched a movie online in the last 30 days	975	24.5%	102
Watched a TV program online in last 30 days	585	14.7%	82
Played a video/electronic game (console) in last 12 months	462	11.6%	127
Played a video/electronic game (portable) in last 12 months	269	6.8%	130
<b>Financial (Adults)</b>			
Have home mortgage (1st)	828	20.8%	66
Used ATM/cash machine in last 12 months	1,804	45.3%	85
Own any stock	157	3.9%	55
Own U.S. savings bond	206	5.2%	107
Own shares in mutual fund (stock)	170	4.3%	62
Own shares in mutual fund (bonds)	107	2.7%	56
Have interest checking account	901	22.6%	77
Have non-interest checking account	1,131	28.4%	96
Have savings account	2,037	51.2%	88
Have 401K retirement savings plan	473	11.9%	77
Own/used any credit/debit card in last 12 months	2,853	71.7%	90
Avg monthly credit card expenditures: <\$111	525	13.2%	110
Avg monthly credit card expenditures: \$111-\$225	313	7.9%	110
Avg monthly credit card expenditures: \$226-\$450	240	6.0%	89
Avg monthly credit card expenditures: \$451-\$700	176	4.4%	71
Avg monthly credit card expenditures: \$701-\$1,000	140	3.5%	60
Avg monthly credit card expenditures: \$1,001+	209	5.3%	48
Did banking online in last 12 months	1,112	27.9%	71
Did banking on mobile device in last 12 months	667	16.8%	71
Paid bills online in last 12 months	1,579	39.7%	80

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	1,311	67.2%	98
Used bread in last 6 months	1,840	94.3%	101
Used chicken (fresh or frozen) in last 6 months	1,291	66.1%	96
Used turkey (fresh or frozen) in last 6 months	288	14.8%	96
Used fish/seafood (fresh or frozen) in last 6 months	968	49.6%	91
Used fresh fruit/vegetables in last 6 months	1,622	83.1%	95
Used fresh milk in last 6 months	1,642	84.1%	98
Used organic food in last 6 months	355	18.2%	77
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	797	20.0%	72
Exercise at club 2+ times per week	384	9.6%	67
Visited a doctor in last 12 months	2,850	71.6%	93
Used vitamin/dietary supplement in last 6 months	1,835	46.1%	85
<b>Home (Households)</b>			
Any home improvement in last 12 months	392	20.1%	72
Used housekeeper/maid/professional HH cleaning service in last 12	169	8.7%	62
Purchased low ticket HH furnishings in last 12 months	305	15.6%	93
Purchased big ticket HH furnishings in last 12 months	391	20.0%	91
Bought any small kitchen appliance in last 12 months	400	20.5%	91
Bought any large kitchen appliance in last 12 months	237	12.1%	86
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	1,524	38.3%	86
Carry medical/hospital/accident insurance	2,675	67.2%	90
Carry homeowner insurance	1,407	35.4%	75
Carry renter's insurance	425	10.7%	124
Have auto insurance: 1 vehicle in household covered	756	38.7%	127
Have auto insurance: 2 vehicles in household covered	407	20.9%	72
Have auto insurance: 3+ vehicles in household covered	314	16.1%	70
<b>Pets (Households)</b>			
Household owns any pet	1,127	57.7%	106
Household owns any cat	522	26.7%	116
Household owns any dog	818	41.9%	101
<b>Psychographics (Adults)</b>			
Buying American is important to me	1,693	42.5%	105
Usually buy items on credit rather than wait	497	12.5%	95
Usually buy based on quality - not price	805	20.2%	105
Price is usually more important than brand name	1,199	30.1%	108
Usually use coupons for brands I buy often	840	21.1%	118
Am interested in how to help the environment	680	17.1%	94
Usually pay more for environ safe product	567	14.2%	100
Usually value green products over convenience	463	11.6%	103
Likely to buy a brand that supports a charity	1,246	31.3%	90
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	295	7.4%	56
Bought hardcover book in last 12 months	641	16.1%	81
Bought paperback book in last 12 month	977	24.5%	85
Read any daily newspaper (paper version)	970	24.4%	118
Read any digital newspaper in last 30 days	1,343	33.7%	90
Read any magazine (paper/electronic version) in last 6 months	3,525	88.6%	98

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	2,841	71.4%	95
Went to family restaurant/steak house: 4+ times a month	937	23.5%	88
Went to fast food/drive-in restaurant in last 6 months	3,521	88.5%	98
Went to fast food/drive-in restaurant 9+ times/mo	1,518	38.1%	96
Fast food/drive-in last 6 months: eat in	1,389	34.9%	95
Fast food/drive-in last 6 months: home delivery	357	9.0%	107
Fast food/drive-in last 6 months: take-out/drive-thru	1,921	48.3%	102
Fast food/drive-in last 6 months: take-out/walk-in	797	20.0%	95
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	1,449	36.4%	80
Own any e-reader	195	4.9%	66
Own e-reader/tablet: iPad	648	16.3%	61
HH has Internet connectable TV	377	19.3%	75
Own any portable MP3 player	621	15.6%	73
HH owns 1 TV	423	21.7%	103
HH owns 2 TVs	560	28.7%	106
HH owns 3 TVs	362	18.5%	88
HH owns 4+ TVs	291	14.9%	84
HH subscribes to cable TV	808	41.4%	93
HH subscribes to fiber optic	101	5.2%	65
HH owns portable GPS navigation device	389	19.9%	80
HH purchased video game system in last 12 mos	138	7.1%	83
HH owns any Internet video device for TV	286	14.7%	72
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	1,465	36.8%	71
Took 3+ domestic non-business trips in last 12 months	329	8.3%	70
Spent on domestic vacations in last 12 months: <\$1,000	388	9.7%	90
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	164	4.1%	69
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	99	2.5%	63
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	79	2.0%	52
Spent on domestic vacations in last 12 months: \$3,000+	129	3.2%	52
Domestic travel in the 12 months: used general travel website	180	4.5%	65
Foreign travel in last 3 years	510	12.8%	48
Took 3+ foreign trips by plane in last 3 years	77	1.9%	40
Spent on foreign vacations in last 12 months: <\$1,000	115	2.9%	62
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	80	2.0%	53
Spent on foreign vacations in last 12 months: \$3,000+	112	2.8%	48
Foreign travel in last 3 years: used general travel website	116	2.9%	48
Nights spent in hotel/motel in last 12 months: any	1,217	30.6%	70
Took cruise of more than one day in last 3 years	188	4.7%	55
Member of any frequent flyer program	233	5.9%	34
Member of any hotel rewards program	373	9.4%	56

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# Retail Marketplace Potential

123 W. 9th St. Coffeyville, KS  
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Demographic Summary		2018	2023
Population		14,154	13,461
Population 18+		11,223	10,608
Households		5,750	5,431
Median Household Income		\$39,817	\$40,872

  

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	5,187	46.2%	98
Bought any women's clothing in last 12 months	4,702	41.9%	97
Bought clothing for child <13 years in last 6 months	2,921	26.0%	97
Bought any shoes in last 12 months	5,647	50.3%	94
Bought costume jewelry in last 12 months	1,726	15.4%	85
Bought any fine jewelry in last 12 months	1,838	16.4%	92
Bought a watch in last 12 months	1,754	15.6%	99
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	4,932	85.8%	100
HH bought/leased new vehicle last 12 mo	443	7.7%	80
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	9,679	86.2%	101
Bought/changed motor oil in last 12 months	5,773	51.4%	108
Had tune-up in last 12 months	2,654	23.6%	92
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	7,203	64.2%	92
Drank regular cola in last 6 months	5,517	49.2%	111
Drank beer/ale in last 6 months	4,300	38.3%	91
<b>Cameras (Adults)</b>			
Own digital point & shoot camera/camcorder	1,244	11.1%	95
Own digital SLR camera/camcorder	658	5.9%	75
Printed digital photos in last 12 months	2,430	21.7%	93
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	4,010	35.7%	99
Have a smartphone	8,251	73.5%	92
Have a smartphone: Android phone (any brand)	4,723	42.1%	108
Have a smartphone: Apple iPhone	3,061	27.3%	71
Number of cell phones in household: 1	2,061	35.8%	116
Number of cell phones in household: 2	2,249	39.1%	102
Number of cell phones in household: 3+	1,155	20.1%	73
HH has cell phone only (no landline telephone)	3,110	54.1%	103
<b>Computers (Households)</b>			
HH owns a computer	3,808	66.2%	89
HH owns desktop computer	1,967	34.2%	89
HH owns laptop/notebook	2,812	48.9%	86
HH owns any Apple/Mac brand computer	592	10.3%	58
HH owns any PC/non-Apple brand computer	3,425	59.6%	95
HH purchased most recent computer in a store	1,944	33.8%	91
HH purchased most recent computer online	573	10.0%	74
Spent <\$500 on most recent home computer	985	17.1%	113
Spent \$500-\$999 on most recent home computer	931	16.2%	92
Spent \$1,000-\$1,499 on most recent home computer	397	6.9%	73
Spent \$1,500-\$1,999 on most recent home computer	186	3.2%	70
Spent \$2,000+ on most recent home computer	139	2.4%	60

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 mos	7,364	65.6%	105
Bought brewed coffee at convenience store in last 30 days	1,609	14.3%	106
Bought cigarettes at convenience store in last 30 days	1,735	15.5%	142
Bought gas at convenience store in last 30 days	4,860	43.3%	118
Spent at convenience store in last 30 days: <\$20	768	6.8%	95
Spent at convenience store in last 30 days: \$20-\$39	1,079	9.6%	101
Spent at convenience store in last 30 days: \$40-\$50	1,004	8.9%	108
Spent at convenience store in last 30 days: \$51-\$99	666	5.9%	106
Spent at convenience store in last 30 days: \$100+	2,921	26.0%	117
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	5,902	52.6%	88
Went to live theater in last 12 months	1,027	9.2%	79
Went to a bar/night club in last 12 months	1,806	16.1%	92
Dined out in last 12 months	5,289	47.1%	92
Gambled at a casino in last 12 months	1,287	11.5%	89
Visited a theme park in last 12 months	1,429	12.7%	67
Viewed movie (video-on-demand) in last 30 days	1,545	13.8%	76
Viewed TV show (video-on-demand) in last 30 days	1,290	11.5%	82
Watched any pay-per-view TV in last 12 months	875	7.8%	71
Downloaded a movie over the Internet in last 30 days	836	7.4%	82
Downloaded any individual song in last 6 months	1,850	16.5%	82
Watched a movie online in the last 30 days	2,241	20.0%	83
Watched a TV program online in last 30 days	1,522	13.6%	76
Played a video/electronic game (console) in last 12 months	1,125	10.0%	110
Played a video/electronic game (portable) in last 12 months	588	5.2%	101
<b>Financial (Adults)</b>			
Have home mortgage (1st)	3,062	27.3%	86
Used ATM/cash machine in last 12 months	5,317	47.4%	89
Own any stock	555	4.9%	68
Own U.S. savings bond	577	5.1%	107
Own shares in mutual fund (stock)	604	5.4%	78
Own shares in mutual fund (bonds)	385	3.4%	72
Have interest checking account	3,073	27.4%	93
Have non-interest checking account	3,499	31.2%	106
Have savings account	6,194	55.2%	95
Have 401K retirement savings plan	1,502	13.4%	86
Own/used any credit/debit card in last 12 months	8,429	75.1%	94
Avg monthly credit card expenditures: <\$111	1,527	13.6%	113
Avg monthly credit card expenditures: \$111-\$225	900	8.0%	112
Avg monthly credit card expenditures: \$226-\$450	737	6.6%	97
Avg monthly credit card expenditures: \$451-\$700	528	4.7%	76
Avg monthly credit card expenditures: \$701-\$1,000	464	4.1%	71
Avg monthly credit card expenditures: \$1,001+	754	6.7%	61
Did banking online in last 12 months	3,521	31.4%	80
Did banking on mobile device in last 12 months	2,040	18.2%	77
Paid bills online in last 12 months	4,701	41.9%	85

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	4,063	70.7%	103
Used bread in last 6 months	5,429	94.4%	101
Used chicken (fresh or frozen) in last 6 months	3,879	67.5%	98
Used turkey (fresh or frozen) in last 6 months	899	15.6%	102
Used fish/seafood (fresh or frozen) in last 6 months	2,869	49.9%	91
Used fresh fruit/vegetables in last 6 months	4,906	85.3%	98
Used fresh milk in last 6 months	4,987	86.7%	101
Used organic food in last 6 months	951	16.5%	70
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	2,605	23.2%	83
Exercise at club 2+ times per week	1,140	10.2%	70
Visited a doctor in last 12 months	8,561	76.3%	99
Used vitamin/dietary supplement in last 6 months	5,626	50.1%	93
<b>Home (Households)</b>			
Any home improvement in last 12 months	1,556	27.1%	97
Used housekeeper/maid/professional HH cleaning service in last 12	552	9.6%	69
Purchased low ticket HH furnishings in last 12 months	883	15.4%	92
Purchased big ticket HH furnishings in last 12 months	1,136	19.8%	90
Bought any small kitchen appliance in last 12 months	1,242	21.6%	96
Bought any large kitchen appliance in last 12 months	791	13.8%	98
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	5,121	45.6%	103
Carry medical/hospital/accident insurance	8,213	73.2%	98
Carry homeowner insurance	5,420	48.3%	102
Carry renter's insurance	936	8.3%	97
Have auto insurance: 1 vehicle in household covered	1,956	34.0%	111
Have auto insurance: 2 vehicles in household covered	1,522	26.5%	92
Have auto insurance: 3+ vehicles in household covered	1,256	21.8%	96
<b>Pets (Households)</b>			
Household owns any pet	3,495	60.8%	112
Household owns any cat	1,689	29.4%	128
Household owns any dog	2,652	46.1%	111
<b>Psychographics (Adults)</b>			
Buying American is important to me	5,257	46.8%	115
Usually buy items on credit rather than wait	1,312	11.7%	89
Usually buy based on quality - not price	2,210	19.7%	102
Price is usually more important than brand name	3,457	30.8%	110
Usually use coupons for brands I buy often	2,310	20.6%	115
Am interested in how to help the environment	1,749	15.6%	85
Usually pay more for environ safe product	1,446	12.9%	90
Usually value green products over convenience	1,200	10.7%	94
Likely to buy a brand that supports a charity	3,784	33.7%	97
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	959	8.5%	64
Bought hardcover book in last 12 months	1,947	17.3%	87
Bought paperback book in last 12 month	2,938	26.2%	90
Read any daily newspaper (paper version)	2,785	24.8%	120
Read any digital newspaper in last 30 days	3,546	31.6%	84
Read any magazine (paper/electronic version) in last 6 months	10,006	89.2%	98

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**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.



# Retail Marketplace Potential

123 W. 9th St. Coffeyville, KS  
 Drive Time: 15 minute radius

Latitude: 37.0349  
 Longitude: -95.6160

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	8,371	74.6%	99
Went to family restaurant/steak house: 4+ times a month	2,764	24.6%	92
Went to fast food/drive-in restaurant in last 6 months	10,174	90.7%	100
Went to fast food/drive-in restaurant 9+ times/mo	4,238	37.8%	95
Fast food/drive-in last 6 months: eat in	4,274	38.1%	104
Fast food/drive-in last 6 months: home delivery	896	8.0%	95
Fast food/drive-in last 6 months: take-out/drive-thru	5,610	50.0%	106
Fast food/drive-in last 6 months: take-out/walk-in	2,156	19.2%	91
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	4,353	38.8%	85
Own any e-reader	685	6.1%	82
Own e-reader/tablet: iPad	2,137	19.0%	71
HH has Internet connectable TV	1,293	22.5%	87
Own any portable MP3 player	1,974	17.6%	82
HH owns 1 TV	1,130	19.7%	94
HH owns 2 TVs	1,588	27.6%	102
HH owns 3 TVs	1,228	21.4%	102
HH owns 4+ TVs	1,009	17.5%	99
HH subscribes to cable TV	2,270	39.5%	89
HH subscribes to fiber optic	265	4.6%	58
HH owns portable GPS navigation device	1,412	24.6%	99
HH purchased video game system in last 12 mos	367	6.4%	75
HH owns any Internet video device for TV	879	15.3%	75
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	4,813	42.9%	82
Took 3+ domestic non-business trips in last 12 months	1,043	9.3%	78
Spent on domestic vacations in last 12 months: <\$1,000	1,172	10.4%	97
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	547	4.9%	81
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	311	2.8%	70
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	308	2.7%	72
Spent on domestic vacations in last 12 months: \$3,000+	439	3.9%	62
Domestic travel in the 12 months: used general travel website	529	4.7%	68
Foreign travel in last 3 years	1,700	15.1%	57
Took 3+ foreign trips by plane in last 3 years	242	2.2%	45
Spent on foreign vacations in last 12 months: <\$1,000	343	3.1%	65
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	237	2.1%	56
Spent on foreign vacations in last 12 months: \$3,000+	324	2.9%	49
Foreign travel in last 3 years: used general travel website	354	3.2%	52
Nights spent in hotel/motel in last 12 months: any	4,020	35.8%	82
Took cruise of more than one day in last 3 years	602	5.4%	63
Member of any frequent flyer program	905	8.1%	46
Member of any hotel rewards program	1,386	12.3%	74

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# Retail Marketplace Potential

123 W. 9th St. Coffeyville, KS  
 Drive Time: 30 minute radius

Latitude: 37.0349  
 Longitude: -95.6160

Demographic Summary		2018	2023
Population		41,112	39,574
Population 18+		32,114	30,852
Households		16,425	15,723
Median Household Income		\$42,269	\$43,950

  

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	15,027	46.8%	99
Bought any women's clothing in last 12 months	13,700	42.7%	99
Bought clothing for child <13 years in last 6 months	8,355	26.0%	97
Bought any shoes in last 12 months	16,375	51.0%	95
Bought costume jewelry in last 12 months	5,117	15.9%	88
Bought any fine jewelry in last 12 months	5,275	16.4%	92
Bought a watch in last 12 months	4,975	15.5%	98
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	14,323	87.2%	102
HH bought/leased new vehicle last 12 mo	1,377	8.4%	87
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	28,048	87.3%	102
Bought/changed motor oil in last 12 months	17,158	53.4%	112
Had tune-up in last 12 months	7,552	23.5%	91
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	20,943	65.2%	94
Drank regular cola in last 6 months	16,008	49.8%	113
Drank beer/ale in last 6 months	12,515	39.0%	92
<b>Cameras (Adults)</b>			
Own digital point & shoot camera/camcorder	3,620	11.3%	97
Own digital SLR camera/camcorder	1,986	6.2%	79
Printed digital photos in last 12 months	7,131	22.2%	96
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	11,548	36.0%	100
Have a smartphone	23,090	71.9%	90
Have a smartphone: Android phone (any brand)	12,924	40.2%	104
Have a smartphone: Apple iPhone	8,884	27.7%	72
Number of cell phones in household: 1	5,599	34.1%	111
Number of cell phones in household: 2	6,556	39.9%	104
Number of cell phones in household: 3+	3,476	21.2%	77
HH has cell phone only (no landline telephone)	8,545	52.0%	99
<b>Computers (Households)</b>			
HH owns a computer	11,003	67.0%	90
HH owns desktop computer	5,885	35.8%	93
HH owns laptop/notebook	8,112	49.4%	87
HH owns any Apple/Mac brand computer	1,680	10.2%	58
HH owns any PC/non-Apple brand computer	9,972	60.7%	97
HH purchased most recent computer in a store	5,767	35.1%	95
HH purchased most recent computer online	1,684	10.3%	76
Spent <\$500 on most recent home computer	2,942	17.9%	118
Spent \$500-\$999 on most recent home computer	2,691	16.4%	93
Spent \$1,000-\$1,499 on most recent home computer	1,201	7.3%	77
Spent \$1,500-\$1,999 on most recent home computer	516	3.1%	68
Spent \$2,000+ on most recent home computer	374	2.3%	56

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# Retail Marketplace Potential

123 W. 9th St. Coffeyville, KS  
 Drive Time: 30 minute radius

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 mos	21,101	65.7%	105
Bought brewed coffee at convenience store in last 30 days	4,607	14.3%	106
Bought cigarettes at convenience store in last 30 days	4,584	14.3%	131
Bought gas at convenience store in last 30 days	14,148	44.1%	120
Spent at convenience store in last 30 days: <\$20	2,024	6.3%	87
Spent at convenience store in last 30 days: \$20-\$39	3,132	9.8%	102
Spent at convenience store in last 30 days: \$40-\$50	2,882	9.0%	108
Spent at convenience store in last 30 days: \$51-\$99	1,948	6.1%	109
Spent at convenience store in last 30 days: \$100+	8,471	26.4%	119
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	16,498	51.4%	86
Went to live theater in last 12 months	2,741	8.5%	74
Went to a bar/night club in last 12 months	5,110	15.9%	91
Dined out in last 12 months	15,247	47.5%	93
Gambled at a casino in last 12 months	3,782	11.8%	91
Visited a theme park in last 12 months	4,171	13.0%	69
Viewed movie (video-on-demand) in last 30 days	4,404	13.7%	75
Viewed TV show (video-on-demand) in last 30 days	3,399	10.6%	76
Watched any pay-per-view TV in last 12 months	2,619	8.2%	74
Downloaded a movie over the Internet in last 30 days	2,155	6.7%	74
Downloaded any individual song in last 6 months	5,172	16.1%	80
Watched a movie online in the last 30 days	5,770	18.0%	75
Watched a TV program online in last 30 days	4,130	12.9%	72
Played a video/electronic game (console) in last 12 months	3,061	9.5%	104
Played a video/electronic game (portable) in last 12 months	1,547	4.8%	93
<b>Financial (Adults)</b>			
Have home mortgage (1st)	9,140	28.5%	90
Used ATM/cash machine in last 12 months	15,178	47.3%	89
Own any stock	1,636	5.1%	70
Own U.S. savings bond	1,485	4.6%	96
Own shares in mutual fund (stock)	1,726	5.4%	78
Own shares in mutual fund (bonds)	1,107	3.4%	72
Have interest checking account	9,098	28.3%	96
Have non-interest checking account	10,196	31.7%	108
Have savings account	17,812	55.5%	95
Have 401K retirement savings plan	4,389	13.7%	88
Own/used any credit/debit card in last 12 months	24,193	75.3%	95
Avg monthly credit card expenditures: <\$111	4,399	13.7%	114
Avg monthly credit card expenditures: \$111-\$225	2,515	7.8%	109
Avg monthly credit card expenditures: \$226-\$450	2,163	6.7%	100
Avg monthly credit card expenditures: \$451-\$700	1,499	4.7%	75
Avg monthly credit card expenditures: \$701-\$1,000	1,367	4.3%	73
Avg monthly credit card expenditures: \$1,001+	2,202	6.9%	63
Did banking online in last 12 months	10,338	32.2%	82
Did banking on mobile device in last 12 months	6,040	18.8%	80
Paid bills online in last 12 months	13,504	42.1%	85

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# Retail Marketplace Potential

123 W. 9th St. Coffeyville, KS  
 Drive Time: 30 minute radius

Latitude: 37.0349  
 Longitude: -95.6160

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	11,818	72.0%	105
Used bread in last 6 months	15,510	94.4%	101
Used chicken (fresh or frozen) in last 6 months	11,138	67.8%	99
Used turkey (fresh or frozen) in last 6 months	2,639	16.1%	105
Used fish/seafood (fresh or frozen) in last 6 months	8,290	50.5%	92
Used fresh fruit/vegetables in last 6 months	14,128	86.0%	99
Used fresh milk in last 6 months	14,361	87.4%	102
Used organic food in last 6 months	2,522	15.4%	65
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	7,691	23.9%	86
Exercise at club 2+ times per week	3,124	9.7%	67
Visited a doctor in last 12 months	24,887	77.5%	101
Used vitamin/dietary supplement in last 6 months	16,509	51.4%	95
<b>Home (Households)</b>			
Any home improvement in last 12 months	4,722	28.7%	103
Used housekeeper/maid/professional HH cleaning service in last 12	1,555	9.5%	68
Purchased low ticket HH furnishings in last 12 months	2,469	15.0%	90
Purchased big ticket HH furnishings in last 12 months	3,186	19.4%	88
Bought any small kitchen appliance in last 12 months	3,615	22.0%	98
Bought any large kitchen appliance in last 12 months	2,354	14.3%	102
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	15,039	46.8%	105
Carry medical/hospital/accident insurance	24,029	74.8%	100
Carry homeowner insurance	16,487	51.3%	108
Carry renter's insurance	2,399	7.5%	87
Have auto insurance: 1 vehicle in household covered	5,221	31.8%	104
Have auto insurance: 2 vehicles in household covered	4,598	28.0%	97
Have auto insurance: 3+ vehicles in household covered	3,902	23.8%	104
<b>Pets (Households)</b>			
Household owns any pet	10,106	61.5%	113
Household owns any cat	4,864	29.6%	129
Household owns any dog	7,830	47.7%	114
<b>Psychographics (Adults)</b>			
Buying American is important to me	15,599	48.6%	120
Usually buy items on credit rather than wait	3,705	11.5%	88
Usually buy based on quality - not price	6,181	19.2%	100
Price is usually more important than brand name	9,938	30.9%	111
Usually use coupons for brands I buy often	6,586	20.5%	114
Am interested in how to help the environment	4,823	15.0%	82
Usually pay more for environ safe product	4,001	12.5%	87
Usually value green products over convenience	3,337	10.4%	92
Likely to buy a brand that supports a charity	10,983	34.2%	99
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	3,029	9.4%	71
Bought hardcover book in last 12 months	5,559	17.3%	87
Bought paperback book in last 12 month	8,483	26.4%	91
Read any daily newspaper (paper version)	7,891	24.6%	119
Read any digital newspaper in last 30 days	9,704	30.2%	80
Read any magazine (paper/electronic version) in last 6 months	28,704	89.4%	99

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# Retail Marketplace Potential

123 W. 9th St. Coffeyville, KS  
 Drive Time: 30 minute radius

Latitude: 37.0349  
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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	23,981	74.7%	99
Went to family restaurant/steak house: 4+ times a month	7,999	24.9%	93
Went to fast food/drive-in restaurant in last 6 months	29,313	91.3%	101
Went to fast food/drive-in restaurant 9+ times/mo	12,352	38.5%	97
Fast food/drive-in last 6 months: eat in	12,391	38.6%	105
Fast food/drive-in last 6 months: home delivery	2,442	7.6%	91
Fast food/drive-in last 6 months: take-out/drive-thru	16,180	50.4%	107
Fast food/drive-in last 6 months: take-out/walk-in	6,069	18.9%	90
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	12,626	39.3%	86
Own any e-reader	1,924	6.0%	81
Own e-reader/tablet: iPad	6,225	19.4%	73
HH has Internet connectable TV	3,741	22.8%	88
Own any portable MP3 player	5,874	18.3%	85
HH owns 1 TV	3,195	19.5%	93
HH owns 2 TVs	4,548	27.7%	103
HH owns 3 TVs	3,609	22.0%	105
HH owns 4+ TVs	2,922	17.8%	100
HH subscribes to cable TV	6,190	37.7%	85
HH subscribes to fiber optic	660	4.0%	50
HH owns portable GPS navigation device	4,205	25.6%	103
HH purchased video game system in last 12 mos	1,028	6.3%	74
HH owns any Internet video device for TV	2,476	15.1%	74
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	14,298	44.5%	86
Took 3+ domestic non-business trips in last 12 months	2,964	9.2%	78
Spent on domestic vacations in last 12 months: <\$1,000	3,437	10.7%	99
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	1,604	5.0%	83
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	898	2.8%	71
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	893	2.8%	73
Spent on domestic vacations in last 12 months: \$3,000+	1,299	4.0%	64
Domestic travel in the 12 months: used general travel website	1,474	4.6%	66
Foreign travel in last 3 years	4,945	15.4%	58
Took 3+ foreign trips by plane in last 3 years	635	2.0%	41
Spent on foreign vacations in last 12 months: <\$1,000	978	3.0%	65
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	648	2.0%	54
Spent on foreign vacations in last 12 months: \$3,000+	882	2.7%	46
Foreign travel in last 3 years: used general travel website	1,011	3.1%	52
Nights spent in hotel/motel in last 12 months: any	11,972	37.3%	85
Took cruise of more than one day in last 3 years	1,768	5.5%	64
Member of any frequent flyer program	2,661	8.3%	48
Member of any hotel rewards program	4,019	12.5%	75

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