



# Retail Marketplace Potential

Black Saddle Saloon Caney, KS  
 Drive Time: 5 minute radius

Latitude: 37.0194  
 Longitude: -95.9304

Demographic Summary		2018	2023
Population		2,250	2,089
Population 18+		1,735	1,597
Households		863	797
Median Household Income		\$39,807	\$41,244

  

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	827	47.7%	101
Bought any women's clothing in last 12 months	705	40.6%	94
Bought clothing for child <13 years in last 6 months	456	26.3%	98
Bought any shoes in last 12 months	872	50.3%	94
Bought costume jewelry in last 12 months	255	14.7%	81
Bought any fine jewelry in last 12 months	300	17.3%	97
Bought a watch in last 12 months	272	15.7%	99
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	765	88.6%	103
HH bought/leased new vehicle last 12 mo	66	7.6%	79
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	1,510	87.0%	102
Bought/changed motor oil in last 12 months	940	54.2%	114
Had tune-up in last 12 months	420	24.2%	94
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	1,133	65.3%	94
Drank regular cola in last 6 months	944	54.4%	123
Drank beer/ale in last 6 months	716	41.3%	98
<b>Cameras (Adults)</b>			
Own digital point & shoot camera/camcorder	216	12.4%	107
Own digital SLR camera/camcorder	116	6.7%	86
Printed digital photos in last 12 months	405	23.3%	100
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	631	36.4%	101
Have a smartphone	1,209	69.7%	87
Have a smartphone: Android phone (any brand)	633	36.5%	94
Have a smartphone: Apple iPhone	478	27.6%	72
Number of cell phones in household: 1	282	32.7%	106
Number of cell phones in household: 2	340	39.4%	102
Number of cell phones in household: 3+	178	20.6%	75
HH has cell phone only (no landline telephone)	384	44.5%	85
<b>Computers (Households)</b>			
HH owns a computer	565	65.5%	88
HH owns desktop computer	334	38.7%	101
HH owns laptop/notebook	405	46.9%	83
HH owns any Apple/Mac brand computer	69	8.0%	45
HH owns any PC/non-Apple brand computer	535	62.0%	99
HH purchased most recent computer in a store	313	36.3%	98
HH purchased most recent computer online	93	10.8%	80
Spent <\$500 on most recent home computer	174	20.2%	133
Spent \$500-\$999 on most recent home computer	151	17.5%	99
Spent \$1,000-\$1,499 on most recent home computer	59	6.8%	72
Spent \$1,500-\$1,999 on most recent home computer	22	2.5%	55
Spent \$2,000+ on most recent home computer	17	2.0%	49

**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	1,163	67.0%	107
Bought brewed coffee at convenience store in last 30 days	237	13.7%	101
Bought cigarettes at convenience store in last 30 days	244	14.1%	129
Bought gas at convenience store in last 30 days	799	46.1%	125
Spent at convenience store in last 30 days: <\$20	118	6.8%	94
Spent at convenience store in last 30 days: \$20-\$39	158	9.1%	95
Spent at convenience store in last 30 days: \$40-\$50	174	10.0%	121
Spent at convenience store in last 30 days: \$51-\$99	90	5.2%	93
Spent at convenience store in last 30 days: \$100+	476	27.4%	124
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	873	50.3%	85
Went to live theater in last 12 months	122	7.0%	61
Went to a bar/night club in last 12 months	287	16.5%	95
Dined out in last 12 months	786	45.3%	89
Gambled at a casino in last 12 months	211	12.2%	94
Visited a theme park in last 12 months	190	11.0%	58
Viewed movie (video-on-demand) in last 30 days	235	13.5%	75
Viewed TV show (video-on-demand) in last 30 days	170	9.8%	70
Watched any pay-per-view TV in last 12 months	108	6.2%	57
Downloaded a movie over the Internet in last 30 days	103	5.9%	65
Downloaded any individual song in last 6 months	274	15.8%	78
Watched a movie online in the last 30 days	301	17.3%	72
Watched a TV program online in last 30 days	237	13.7%	76
Played a video/electronic game (console) in last 12 months	145	8.4%	91
Played a video/electronic game (portable) in last 12 months	55	3.2%	61
<b>Financial (Adults)</b>			
Have home mortgage (1st)	522	30.1%	95
Used ATM/cash machine in last 12 months	806	46.5%	87
Own any stock	81	4.7%	65
Own U.S. savings bond	63	3.6%	75
Own shares in mutual fund (stock)	100	5.8%	84
Own shares in mutual fund (bonds)	58	3.3%	70
Have interest checking account	527	30.4%	103
Have non-interest checking account	520	30.0%	102
Have savings account	1,001	57.7%	99
Have 401K retirement savings plan	221	12.7%	82
Own/used any credit/debit card in last 12 months	1,283	73.9%	93
Avg monthly credit card expenditures: <\$111	261	15.0%	125
Avg monthly credit card expenditures: \$111-\$225	151	8.7%	121
Avg monthly credit card expenditures: \$226-\$450	138	8.0%	118
Avg monthly credit card expenditures: \$451-\$700	70	4.0%	65
Avg monthly credit card expenditures: \$701-\$1,000	86	5.0%	85
Avg monthly credit card expenditures: \$1,001+	119	6.9%	63
Did banking online in last 12 months	592	34.1%	87
Did banking on mobile device in last 12 months	361	20.8%	88
Paid bills online in last 12 months	763	44.0%	89

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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	635	73.6%	107
Used bread in last 6 months	817	94.7%	101
Used chicken (fresh or frozen) in last 6 months	591	68.5%	99
Used turkey (fresh or frozen) in last 6 months	145	16.8%	110
Used fish/seafood (fresh or frozen) in last 6 months	424	49.1%	90
Used fresh fruit/vegetables in last 6 months	745	86.3%	99
Used fresh milk in last 6 months	769	89.1%	104
Used organic food in last 6 months	110	12.7%	54
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	412	23.7%	85
Exercise at club 2+ times per week	154	8.9%	62
Visited a doctor in last 12 months	1,431	82.5%	107
Used vitamin/dietary supplement in last 6 months	908	52.3%	97
<b>Home (Households)</b>			
Any home improvement in last 12 months	270	31.3%	112
Used housekeeper/maid/professional HH cleaning service in last 12	74	8.6%	61
Purchased low ticket HH furnishings in last 12 months	115	13.3%	79
Purchased big ticket HH furnishings in last 12 months	158	18.3%	83
Bought any small kitchen appliance in last 12 months	189	21.9%	98
Bought any large kitchen appliance in last 12 months	111	12.9%	91
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	862	49.7%	112
Carry medical/hospital/accident insurance	1,312	75.6%	101
Carry homeowner insurance	974	56.1%	119
Carry renter's insurance	138	8.0%	92
Have auto insurance: 1 vehicle in household covered	291	33.7%	110
Have auto insurance: 2 vehicles in household covered	249	28.9%	100
Have auto insurance: 3+ vehicles in household covered	193	22.4%	98
<b>Pets (Households)</b>			
Household owns any pet	501	58.1%	107
Household owns any cat	242	28.0%	122
Household owns any dog	384	44.5%	107
<b>Psychographics (Adults)</b>			
Buying American is important to me	873	50.3%	124
Usually buy items on credit rather than wait	209	12.0%	92
Usually buy based on quality - not price	322	18.6%	96
Price is usually more important than brand name	606	34.9%	125
Usually use coupons for brands I buy often	357	20.6%	115
Am interested in how to help the environment	251	14.5%	79
Usually pay more for environ safe product	194	11.2%	78
Usually value green products over convenience	194	11.2%	99
Likely to buy a brand that supports a charity	651	37.5%	108
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	165	9.5%	71
Bought hardcover book in last 12 months	292	16.8%	85
Bought paperback book in last 12 month	482	27.8%	96
Read any daily newspaper (paper version)	477	27.5%	133
Read any digital newspaper in last 30 days	432	24.9%	66
Read any magazine (paper/electronic version) in last 6 months	1,536	88.5%	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	1,304	75.2%	100
Went to family restaurant/steak house: 4+ times a month	395	22.8%	85
Went to fast food/drive-in restaurant in last 6 months	1,608	92.7%	103
Went to fast food/drive-in restaurant 9+ times/mo	593	34.2%	86
Fast food/drive-in last 6 months: eat in	673	38.8%	106
Fast food/drive-in last 6 months: home delivery	138	8.0%	95
Fast food/drive-in last 6 months: take-out/drive-thru	830	47.8%	101
Fast food/drive-in last 6 months: take-out/walk-in	302	17.4%	83
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	689	39.7%	87
Own any e-reader	118	6.8%	92
Own e-reader/tablet: iPad	344	19.8%	74
HH has Internet connectable TV	193	22.4%	87
Own any portable MP3 player	326	18.8%	87
HH owns 1 TV	165	19.1%	91
HH owns 2 TVs	226	26.2%	97
HH owns 3 TVs	198	22.9%	109
HH owns 4+ TVs	170	19.7%	111
HH subscribes to cable TV	369	42.8%	96
HH subscribes to fiber optic	18	2.1%	26
HH owns portable GPS navigation device	223	25.8%	104
HH purchased video game system in last 12 mos	46	5.3%	63
HH owns any Internet video device for TV	126	14.6%	72
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	787	45.4%	87
Took 3+ domestic non-business trips in last 12 months	144	8.3%	70
Spent on domestic vacations in last 12 months: <\$1,000	188	10.8%	100
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	86	5.0%	83
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	22	1.3%	32
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	57	3.3%	86
Spent on domestic vacations in last 12 months: \$3,000+	70	4.0%	64
Domestic travel in the 12 months: used general travel website	80	4.6%	67
Foreign travel in last 3 years	238	13.7%	52
Took 3+ foreign trips by plane in last 3 years	41	2.4%	49
Spent on foreign vacations in last 12 months: <\$1,000	43	2.5%	53
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	36	2.1%	55
Spent on foreign vacations in last 12 months: \$3,000+	38	2.2%	37
Foreign travel in last 3 years: used general travel website	47	2.7%	45
Nights spent in hotel/motel in last 12 months: any	639	36.8%	84
Took cruise of more than one day in last 3 years	64	3.7%	43
Member of any frequent flyer program	108	6.2%	36
Member of any hotel rewards program	217	12.5%	75

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# Retail Marketplace Potential

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Demographic Summary		2018	2023
Population		6,257	6,058
Population 18+		5,013	4,856
Households		2,506	2,418
Median Household Income		\$47,791	\$51,990

  

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	2,416	48.2%	102
Bought any women's clothing in last 12 months	2,144	42.8%	99
Bought clothing for child <13 years in last 6 months	1,245	24.8%	92
Bought any shoes in last 12 months	2,618	52.2%	98
Bought costume jewelry in last 12 months	767	15.3%	84
Bought any fine jewelry in last 12 months	771	15.4%	86
Bought a watch in last 12 months	792	15.8%	100
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	2,296	91.6%	107
HH bought/leased new vehicle last 12 mo	202	8.1%	83
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	4,500	89.8%	105
Bought/changed motor oil in last 12 months	2,894	57.7%	121
Had tune-up in last 12 months	1,197	23.9%	93
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	3,237	64.6%	93
Drank regular cola in last 6 months	2,595	51.8%	117
Drank beer/ale in last 6 months	2,045	40.8%	97
<b>Cameras (Adults)</b>			
Own digital point & shoot camera/camcorder	647	12.9%	111
Own digital SLR camera/camcorder	327	6.5%	84
Printed digital photos in last 12 months	1,191	23.8%	102
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	1,778	35.5%	98
Have a smartphone	3,411	68.0%	85
Have a smartphone: Android phone (any brand)	1,852	36.9%	95
Have a smartphone: Apple iPhone	1,323	26.4%	69
Number of cell phones in household: 1	785	31.3%	102
Number of cell phones in household: 2	1,052	42.0%	109
Number of cell phones in household: 3+	523	20.9%	76
HH has cell phone only (no landline telephone)	1,097	43.8%	83
<b>Computers (Households)</b>			
HH owns a computer	1,709	68.2%	92
HH owns desktop computer	967	38.6%	101
HH owns laptop/notebook	1,234	49.2%	87
HH owns any Apple/Mac brand computer	222	8.9%	50
HH owns any PC/non-Apple brand computer	1,595	63.6%	101
HH purchased most recent computer in a store	922	36.8%	99
HH purchased most recent computer online	263	10.5%	78
Spent <\$500 on most recent home computer	508	20.3%	133
Spent \$500-\$999 on most recent home computer	434	17.3%	98
Spent \$1,000-\$1,499 on most recent home computer	189	7.5%	79
Spent \$1,500-\$1,999 on most recent home computer	72	2.9%	62
Spent \$2,000+ on most recent home computer	52	2.1%	51

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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	3,398	67.8%	108
Bought brewed coffee at convenience store in last 30 days	777	15.5%	115
Bought cigarettes at convenience store in last 30 days	601	12.0%	110
Bought gas at convenience store in last 30 days	2,361	47.1%	128
Spent at convenience store in last 30 days: <\$20	303	6.0%	84
Spent at convenience store in last 30 days: \$20-\$39	488	9.7%	102
Spent at convenience store in last 30 days: \$40-\$50	473	9.4%	114
Spent at convenience store in last 30 days: \$51-\$99	298	5.9%	106
Spent at convenience store in last 30 days: \$100+	1,441	28.7%	129
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	2,444	48.8%	82
Went to live theater in last 12 months	360	7.2%	62
Went to a bar/night club in last 12 months	802	16.0%	92
Dined out in last 12 months	2,443	48.7%	96
Gambled at a casino in last 12 months	600	12.0%	92
Visited a theme park in last 12 months	587	11.7%	62
Viewed movie (video-on-demand) in last 30 days	623	12.4%	68
Viewed TV show (video-on-demand) in last 30 days	423	8.4%	60
Watched any pay-per-view TV in last 12 months	422	8.4%	77
Downloaded a movie over the Internet in last 30 days	273	5.4%	60
Downloaded any individual song in last 6 months	726	14.5%	72
Watched a movie online in the last 30 days	778	15.5%	65
Watched a TV program online in last 30 days	560	11.2%	62
Played a video/electronic game (console) in last 12 months	381	7.6%	83
Played a video/electronic game (portable) in last 12 months	169	3.4%	65
<b>Financial (Adults)</b>			
Have home mortgage (1st)	1,555	31.0%	98
Used ATM/cash machine in last 12 months	2,310	46.1%	86
Own any stock	270	5.4%	74
Own U.S. savings bond	219	4.4%	91
Own shares in mutual fund (stock)	300	6.0%	87
Own shares in mutual fund (bonds)	178	3.6%	74
Have interest checking account	1,514	30.2%	102
Have non-interest checking account	1,689	33.7%	114
Have savings account	2,950	58.8%	101
Have 401K retirement savings plan	698	13.9%	90
Own/used any credit/debit card in last 12 months	3,847	76.7%	96
Avg monthly credit card expenditures: <\$111	704	14.0%	117
Avg monthly credit card expenditures: \$111-\$225	417	8.3%	116
Avg monthly credit card expenditures: \$226-\$450	369	7.4%	109
Avg monthly credit card expenditures: \$451-\$700	261	5.2%	84
Avg monthly credit card expenditures: \$701-\$1,000	235	4.7%	81
Avg monthly credit card expenditures: \$1,001+	414	8.3%	76
Did banking online in last 12 months	1,657	33.1%	84
Did banking on mobile device in last 12 months	931	18.6%	79
Paid bills online in last 12 months	2,175	43.4%	88

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<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	1,884	75.2%	110
Used bread in last 6 months	2,374	94.7%	101
Used chicken (fresh or frozen) in last 6 months	1,737	69.3%	101
Used turkey (fresh or frozen) in last 6 months	446	17.8%	116
Used fish/seafood (fresh or frozen) in last 6 months	1,256	50.1%	92
Used fresh fruit/vegetables in last 6 months	2,198	87.7%	101
Used fresh milk in last 6 months	2,253	89.9%	104
Used organic food in last 6 months	328	13.1%	55
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	1,242	24.8%	89
Exercise at club 2+ times per week	427	8.5%	59
Visited a doctor in last 12 months	4,076	81.3%	106
Used vitamin/dietary supplement in last 6 months	2,665	53.2%	98
<b>Home (Households)</b>			
Any home improvement in last 12 months	818	32.6%	117
Used housekeeper/maid/professional HH cleaning service in last 12	217	8.7%	62
Purchased low ticket HH furnishings in last 12 months	358	14.3%	85
Purchased big ticket HH furnishings in last 12 months	456	18.2%	83
Bought any small kitchen appliance in last 12 months	584	23.3%	104
Bought any large kitchen appliance in last 12 months	378	15.1%	107
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	2,581	51.5%	116
Carry medical/hospital/accident insurance	3,897	77.7%	104
Carry homeowner insurance	2,973	59.3%	125
Carry renter's insurance	315	6.3%	73
Have auto insurance: 1 vehicle in household covered	725	28.9%	95
Have auto insurance: 2 vehicles in household covered	733	29.2%	101
Have auto insurance: 3+ vehicles in household covered	727	29.0%	127
<b>Pets (Households)</b>			
Household owns any pet	1,608	64.2%	118
Household owns any cat	833	33.2%	145
Household owns any dog	1,271	50.7%	122
<b>Psychographics (Adults)</b>			
Buying American is important to me	2,709	54.0%	133
Usually buy items on credit rather than wait	576	11.5%	88
Usually buy based on quality - not price	959	19.1%	99
Price is usually more important than brand name	1,644	32.8%	118
Usually use coupons for brands I buy often	1,055	21.0%	117
Am interested in how to help the environment	665	13.3%	73
Usually pay more for environ safe product	587	11.7%	82
Usually value green products over convenience	546	10.9%	96
Likely to buy a brand that supports a charity	1,730	34.5%	100
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	478	9.5%	72
Bought hardcover book in last 12 months	874	17.4%	88
Bought paperback book in last 12 month	1,398	27.9%	96
Read any daily newspaper (paper version)	1,302	26.0%	126
Read any digital newspaper in last 30 days	1,318	26.3%	70
Read any magazine (paper/electronic version) in last 6 months	4,478	89.3%	99

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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	3,785	75.5%	100
Went to family restaurant/steak house: 4+ times a month	1,164	23.2%	86
Went to fast food/drive-in restaurant in last 6 months	4,639	92.5%	103
Went to fast food/drive-in restaurant 9+ times/mo	1,733	34.6%	87
Fast food/drive-in last 6 months: eat in	2,026	40.4%	110
Fast food/drive-in last 6 months: home delivery	310	6.2%	74
Fast food/drive-in last 6 months: take-out/drive-thru	2,504	50.0%	106
Fast food/drive-in last 6 months: take-out/walk-in	876	17.5%	83
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	1,992	39.7%	87
Own any e-reader	335	6.7%	90
Own e-reader/tablet: iPad	953	19.0%	71
HH has Internet connectable TV	560	22.3%	86
Own any portable MP3 player	905	18.1%	84
HH owns 1 TV	483	19.3%	92
HH owns 2 TVs	669	26.7%	99
HH owns 3 TVs	556	22.2%	106
HH owns 4+ TVs	490	19.6%	110
HH subscribes to cable TV	791	31.6%	71
HH subscribes to fiber optic	56	2.2%	28
HH owns portable GPS navigation device	711	28.4%	114
HH purchased video game system in last 12 mos	118	4.7%	55
HH owns any Internet video device for TV	326	13.0%	64
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	2,322	46.3%	89
Took 3+ domestic non-business trips in last 12 months	464	9.3%	78
Spent on domestic vacations in last 12 months: <\$1,000	555	11.1%	103
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	291	5.8%	97
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	115	2.3%	58
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	156	3.1%	82
Spent on domestic vacations in last 12 months: \$3,000+	196	3.9%	62
Domestic travel in the 12 months: used general travel website	226	4.5%	65
Foreign travel in last 3 years	745	14.9%	56
Took 3+ foreign trips by plane in last 3 years	100	2.0%	41
Spent on foreign vacations in last 12 months: <\$1,000	178	3.6%	76
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	93	1.9%	49
Spent on foreign vacations in last 12 months: \$3,000+	132	2.6%	44
Foreign travel in last 3 years: used general travel website	167	3.3%	55
Nights spent in hotel/motel in last 12 months: any	1,955	39.0%	89
Took cruise of more than one day in last 3 years	232	4.6%	54
Member of any frequent flyer program	375	7.5%	43
Member of any hotel rewards program	679	13.5%	81

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# Retail Marketplace Potential

Black Saddle Saloon Caney, KS  
 Drive Time: 30 minute radius

Latitude: 37.0194  
 Longitude: -95.9304

Demographic Summary	2018	2023
Population	76,723	75,811
Population 18+	59,968	59,153
Households	31,433	30,938
Median Household Income	\$46,965	\$50,717

  

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	28,026	46.7%	99
Bought any women's clothing in last 12 months	25,386	42.3%	98
Bought clothing for child <13 years in last 6 months	15,474	25.8%	96
Bought any shoes in last 12 months	30,792	51.3%	96
Bought costume jewelry in last 12 months	9,887	16.5%	91
Bought any fine jewelry in last 12 months	10,037	16.7%	94
Bought a watch in last 12 months	9,299	15.5%	98
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	27,266	86.7%	101
HH bought/leased new vehicle last 12 mo	2,635	8.4%	87
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	52,222	87.1%	102
Bought/changed motor oil in last 12 months	30,728	51.2%	107
Had tune-up in last 12 months	14,572	24.3%	94
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	39,280	65.5%	94
Drank regular cola in last 6 months	28,452	47.4%	107
Drank beer/ale in last 6 months	23,858	39.8%	94
<b>Cameras (Adults)</b>			
Own digital point & shoot camera/camcorder	6,810	11.4%	97
Own digital SLR camera/camcorder	3,842	6.4%	82
Printed digital photos in last 12 months	13,495	22.5%	97
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	21,285	35.5%	98
Have a smartphone	44,570	74.3%	93
Have a smartphone: Android phone (any brand)	23,923	39.9%	103
Have a smartphone: Apple iPhone	18,475	30.8%	80
Number of cell phones in household: 1	10,919	34.7%	113
Number of cell phones in household: 2	12,292	39.1%	102
Number of cell phones in household: 3+	6,836	21.7%	79
HH has cell phone only (no landline telephone)	16,749	53.3%	101
<b>Computers (Households)</b>			
HH owns a computer	21,674	69.0%	93
HH owns desktop computer	11,459	36.5%	95
HH owns laptop/notebook	16,045	51.0%	90
HH owns any Apple/Mac brand computer	3,764	12.0%	68
HH owns any PC/non-Apple brand computer	19,249	61.2%	98
HH purchased most recent computer in a store	11,240	35.8%	97
HH purchased most recent computer online	3,412	10.9%	81
Spent <\$500 on most recent home computer	5,318	16.9%	111
Spent \$500-\$999 on most recent home computer	5,435	17.3%	98
Spent \$1,000-\$1,499 on most recent home computer	2,448	7.8%	82
Spent \$1,500-\$1,999 on most recent home computer	1,082	3.4%	75
Spent \$2,000+ on most recent home computer	840	2.7%	66

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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	39,041	65.1%	104
Bought brewed coffee at convenience store in last 30 days	8,374	14.0%	103
Bought cigarettes at convenience store in last 30 days	8,488	14.2%	130
Bought gas at convenience store in last 30 days	25,342	42.3%	115
Spent at convenience store in last 30 days: <\$20	4,153	6.9%	96
Spent at convenience store in last 30 days: \$20-\$39	5,801	9.7%	101
Spent at convenience store in last 30 days: \$40-\$50	5,286	8.8%	106
Spent at convenience store in last 30 days: \$51-\$99	3,504	5.8%	105
Spent at convenience store in last 30 days: \$100+	14,973	25.0%	112
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	32,925	54.9%	92
Went to live theater in last 12 months	5,923	9.9%	85
Went to a bar/night club in last 12 months	9,943	16.6%	95
Dined out in last 12 months	29,490	49.2%	96
Gambled at a casino in last 12 months	7,193	12.0%	93
Visited a theme park in last 12 months	8,318	13.9%	73
Viewed movie (video-on-demand) in last 30 days	9,450	15.8%	87
Viewed TV show (video-on-demand) in last 30 days	7,411	12.4%	88
Watched any pay-per-view TV in last 12 months	5,102	8.5%	77
Downloaded a movie over the Internet in last 30 days	4,497	7.5%	83
Downloaded any individual song in last 6 months	10,105	16.9%	83
Watched a movie online in the last 30 days	12,202	20.3%	85
Watched a TV program online in last 30 days	8,685	14.5%	81
Played a video/electronic game (console) in last 12 months	5,977	10.0%	109
Played a video/electronic game (portable) in last 12 months	3,132	5.2%	101
<b>Financial (Adults)</b>			
Have home mortgage (1st)	17,682	29.5%	93
Used ATM/cash machine in last 12 months	29,530	49.2%	92
Own any stock	3,430	5.7%	79
Own U.S. savings bond	2,973	5.0%	103
Own shares in mutual fund (stock)	3,554	5.9%	86
Own shares in mutual fund (bonds)	2,391	4.0%	83
Have interest checking account	17,541	29.3%	99
Have non-interest checking account	18,643	31.1%	105
Have savings account	33,957	56.6%	97
Have 401K retirement savings plan	8,561	14.3%	92
Own/used any credit/debit card in last 12 months	46,024	76.7%	96
Avg monthly credit card expenditures: <\$111	8,186	13.7%	113
Avg monthly credit card expenditures: \$111-\$225	4,718	7.9%	110
Avg monthly credit card expenditures: \$226-\$450	4,078	6.8%	101
Avg monthly credit card expenditures: \$451-\$700	3,014	5.0%	81
Avg monthly credit card expenditures: \$701-\$1,000	2,746	4.6%	79
Avg monthly credit card expenditures: \$1,001+	4,572	7.6%	70
Did banking online in last 12 months	20,530	34.2%	87
Did banking on mobile device in last 12 months	11,955	19.9%	85
Paid bills online in last 12 months	26,347	43.9%	89

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# Retail Marketplace Potential

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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	22,177	70.6%	103
Used bread in last 6 months	29,601	94.2%	101
Used chicken (fresh or frozen) in last 6 months	21,173	67.4%	98
Used turkey (fresh or frozen) in last 6 months	4,890	15.6%	102
Used fish/seafood (fresh or frozen) in last 6 months	16,000	50.9%	93
Used fresh fruit/vegetables in last 6 months	26,964	85.8%	98
Used fresh milk in last 6 months	27,315	86.9%	101
Used organic food in last 6 months	5,518	17.6%	74
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	15,106	25.2%	90
Exercise at club 2+ times per week	6,773	11.3%	78
Visited a doctor in last 12 months	46,227	77.1%	100
Used vitamin/dietary supplement in last 6 months	31,363	52.3%	97
<b>Home (Households)</b>			
Any home improvement in last 12 months	9,004	28.6%	103
Used housekeeper/maid/professional HH cleaning service in last 12	3,428	10.9%	78
Purchased low ticket HH furnishings in last 12 months	4,993	15.9%	95
Purchased big ticket HH furnishings in last 12 months	6,614	21.0%	96
Bought any small kitchen appliance in last 12 months	6,851	21.8%	97
Bought any large kitchen appliance in last 12 months	4,483	14.3%	101
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	28,084	46.8%	105
Carry medical/hospital/accident insurance	45,078	75.2%	101
Carry homeowner insurance	30,311	50.5%	107
Carry renter's insurance	4,957	8.3%	96
Have auto insurance: 1 vehicle in household covered	10,455	33.3%	109
Have auto insurance: 2 vehicles in household covered	8,761	27.9%	97
Have auto insurance: 3+ vehicles in household covered	6,961	22.1%	97
<b>Pets (Households)</b>			
Household owns any pet	18,561	59.0%	108
Household owns any cat	8,676	27.6%	120
Household owns any dog	14,068	44.8%	107
<b>Psychographics (Adults)</b>			
Buying American is important to me	27,718	46.2%	114
Usually buy items on credit rather than wait	7,286	12.1%	93
Usually buy based on quality - not price	11,780	19.6%	102
Price is usually more important than brand name	18,307	30.5%	109
Usually use coupons for brands I buy often	12,089	20.2%	112
Am interested in how to help the environment	9,553	15.9%	87
Usually pay more for environ safe product	7,595	12.7%	89
Usually value green products over convenience	6,169	10.3%	91
Likely to buy a brand that supports a charity	20,515	34.2%	99
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	5,886	9.8%	74
Bought hardcover book in last 12 months	10,951	18.3%	92
Bought paperback book in last 12 month	16,418	27.4%	94
Read any daily newspaper (paper version)	15,025	25.1%	121
Read any digital newspaper in last 30 days	20,001	33.4%	89
Read any magazine (paper/electronic version) in last 6 months	54,061	90.1%	99

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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	45,085	75.2%	100
Went to family restaurant/steak house: 4+ times a month	15,377	25.6%	95
Went to fast food/drive-in restaurant in last 6 months	54,748	91.3%	101
Went to fast food/drive-in restaurant 9+ times/mo	23,104	38.5%	97
Fast food/drive-in last 6 months: eat in	22,813	38.0%	104
Fast food/drive-in last 6 months: home delivery	4,702	7.8%	93
Fast food/drive-in last 6 months: take-out/drive-thru	29,919	49.9%	106
Fast food/drive-in last 6 months: take-out/walk-in	11,694	19.5%	93
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	24,581	41.0%	90
Own any e-reader	3,854	6.4%	87
Own e-reader/tablet: iPad	12,848	21.4%	80
HH has Internet connectable TV	7,477	23.8%	92
Own any portable MP3 player	11,239	18.7%	87
HH owns 1 TV	6,120	19.5%	93
HH owns 2 TVs	8,785	27.9%	104
HH owns 3 TVs	6,835	21.7%	104
HH owns 4+ TVs	5,624	17.9%	101
HH subscribes to cable TV	13,602	43.3%	97
HH subscribes to fiber optic	1,604	5.1%	64
HH owns portable GPS navigation device	7,863	25.0%	101
HH purchased video game system in last 12 mos	2,057	6.5%	77
HH owns any Internet video device for TV	5,248	16.7%	82
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	27,797	46.4%	89
Took 3+ domestic non-business trips in last 12 months	5,874	9.8%	82
Spent on domestic vacations in last 12 months: <\$1,000	6,261	10.4%	97
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	3,144	5.2%	87
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	1,830	3.1%	77
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	1,857	3.1%	81
Spent on domestic vacations in last 12 months: \$3,000+	2,713	4.5%	72
Domestic travel in the 12 months: used general travel website	3,010	5.0%	72
Foreign travel in last 3 years	10,795	18.0%	68
Took 3+ foreign trips by plane in last 3 years	1,662	2.8%	58
Spent on foreign vacations in last 12 months: <\$1,000	1,967	3.3%	70
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	1,472	2.5%	65
Spent on foreign vacations in last 12 months: \$3,000+	2,089	3.5%	59
Foreign travel in last 3 years: used general travel website	2,208	3.7%	61
Nights spent in hotel/motel in last 12 months: any	23,219	38.7%	89
Took cruise of more than one day in last 3 years	3,834	6.4%	75
Member of any frequent flyer program	6,388	10.7%	61
Member of any hotel rewards program	8,075	13.5%	80

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