

Commerce Towne Place, Commer...

Latitude: 42.556558
Longitude: -83.448609

Ring: 5 miles radius

Demographic Summary	2010	2015
Population	146,458	148,521
Total Number of Adults	109,716	111,689
Households	57,359	58,392
Median Household Income	\$87,094	\$101,061

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	59,626	54.3%	108
Bought any women's apparel in last 12 months	52,498	47.8%	105
Bought apparel for child <13 in last 6 months	32,099	29.3%	104
Bought any shoes in last 12 months	61,842	56.4%	108
Bought costume jewelry in last 12 months	25,488	23.2%	111
Bought any fine jewelry in last 12 months	27,060	24.7%	108
Bought a watch in last 12 months	21,448	19.5%	95
Automobiles (Households)			
HH owns/leases any vehicle	53,658	93.5%	107
HH bought new vehicle in last 12 months	6,501	11.3%	137
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	102,026	93.0%	107
Bought/changed motor oil in last 12 months	53,870	49.1%	95
Had tune-up in last 12 months	38,736	35.3%	112
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	75,873	69.2%	110
Drank regular cola in last 6 months	50,259	45.8%	88
Drank beer/ale in last 6 months	51,618	47.0%	111
Cameras & Film (Adults)			
Bought any camera in last 12 months	17,102	15.6%	105
Bought film in last 12 months	26,824	24.4%	103
Bought digital camera in last 12 months	9,723	8.9%	126
Bought memory card for camera in last 12 months	10,626	9.7%	127
Cell Phones/PDAs & Service			
Bought cell/mobile phone/PDA in last 12 months	35,136	32.0%	109
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	30,485	27.8%	108
Avg monthly cell/mobile phone/PDA bill: \$50-99	38,086	34.7%	109
Avg monthly cell/mobile phone/PDA bill: \$100+	21,007	19.1%	125
Computers (Households)			
HH owns a personal computer	48,604	84.7%	118
HH spent <\$500 on home PC	5,296	9.2%	102
HH spent \$500-\$999 on home PC	11,552	20.1%	110
HH spent \$1000-\$1499 on home PC	11,059	19.3%	131
HH spent \$1500-\$1999 on home PC	6,768	11.8%	142
Spent \$2000+ on home PC	6,137	10.7%	138

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults 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 2010 and 2015.

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Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	66,736	60.8%	102
Bought cigarettes at convenience store in last 30 days	12,481	11.4%	77
Bought gas at convenience store in last 30 days	33,373	30.4%	92
Spent at convenience store in last 30 days: <\$20	13,022	11.9%	122
Spent at convenience store in last 30 days: \$20-39	12,509	11.4%	114
Spent at convenience store in last 30 days: \$40+	34,489	31.4%	90
Entertainment (Adults)			
Attended movies in last 6 months	72,331	65.9%	113
Went to live theater in last 6 months	20,064	18.3%	145
Went to a bar/night club in last 12 months	23,661	21.6%	118
Dined out in last 12 months	65,448	59.7%	122
Gambled at a casino in last 12 months	20,080	18.3%	114
Visited a theme park in last 12 months	29,728	27.1%	122
DVDs rented in last 30 days: 1	3,394	3.1%	117
DVDs rented in last 30 days: 2	6,351	5.8%	124
DVDs rented in last 30 days: 3	4,207	3.8%	123
DVDs rented in last 30 days: 4	5,250	4.8%	120
DVDs rented in last 30 days: 5+	17,312	15.8%	120
DVDs purchased in last 30 days: 1	6,443	5.9%	110
DVDs purchased in last 30 days: 2	6,400	5.8%	111
DVDs purchased in last 30 days: 3-4	5,973	5.4%	111
DVDs purchased in last 30 days: 5+	4,959	4.5%	84
Spent on toys/games in last 12 months: <\$50	6,384	5.8%	93
Spent on toys/games in last 12 months: \$50-\$99	2,443	2.2%	81
Spent on toys/games in last 12 months: \$100-\$199	7,980	7.3%	102
Spent on toys/games in last 12 months: \$200-\$499	13,245	12.1%	116
Spent on toys/games in last 12 months: \$500+	8,220	7.5%	136
Financial (Adults)			
Have home mortgage (1st)	28,102	25.6%	141
Used ATM/cash machine in last 12 months	66,786	60.9%	120
Own any stock	15,237	13.9%	154
Own U.S. savings bond	10,858	9.9%	140
Own shares in mutual fund (stock)	16,215	14.8%	157
Own shares in mutual fund (bonds)	9,898	9.0%	156
Used full service brokerage firm in last 12 months	9,508	8.7%	143
Used discount brokerage firm in last 12 months	2,988	2.7%	138
Have 401K retirement savings	26,270	23.9%	145
Own any credit/debit card (in own name)	91,909	83.8%	114
Avg monthly credit card expenditures: <\$111	15,341	14.0%	95
Avg monthly credit card expenditures: \$111-225	9,893	9.0%	100
Avg monthly credit card expenditures: \$226-450	10,439	9.5%	111
Avg monthly credit card expenditures: \$451-700	9,915	9.0%	126
Avg monthly credit card expenditures: \$701+	25,096	22.9%	167

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Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	77,190	70.4%	101
Used bread in last 6 months	106,364	96.9%	101
Used chicken/turkey (fresh or frozen) in last 6 months	84,026	76.6%	103
Used fish/seafood (fresh or frozen) in last 6 months	58,887	53.7%	105
Used fresh fruit/vegetables in last 6 months	97,370	88.7%	103
Used fresh milk in last 6 months	101,038	92.1%	101
Health (Adults)			
Exercise at home 2+ times per week	38,380	35.0%	119
Exercise at club 2+ times per week	19,807	18.1%	156
Visited a doctor in last 12 months	90,961	82.9%	106
Used vitamin/dietary supplement in last 6 months	58,956	53.7%	113
Home (Households)			
Any home improvement in last 12 months	21,195	37.0%	118
Used housekeeper/maid/professional cleaning service in last 12 months	12,523	21.8%	139
Purchased any HH furnishing in last 12 months	7,067	12.3%	117
Purchased bedding/bath goods in last 12 months	32,884	57.3%	105
Purchased cooking/serving product in last 12 months	16,886	29.4%	109
Bought any kitchen appliance in last 12 months	11,308	19.7%	111
Insurance (Adults)			
Currently carry any life insurance	61,081	55.7%	115
Have medical/hospital/accident insurance	88,007	80.2%	110
Carry homeowner insurance	70,345	64.1%	121
Carry renter insurance	6,681	6.1%	101
Have auto/other vehicle insurance	99,454	90.6%	108
Pets (Households)			
HH owns any pet	29,438	51.3%	108
HH owns any cat	13,586	23.7%	102
HH owns any dog	21,035	36.7%	106
Reading Materials (Adults)			
Bought book in last 12 months	64,983	59.2%	120
Read any daily newspaper	52,240	47.6%	111
Heavy magazine reader	24,187	22.0%	111
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	87,959	80.2%	110
Went to family restaurant/steak house last mo: <2 times	30,481	27.8%	107
Went to family restaurant/steak house last mo: 2-4 times	32,964	30.0%	109
Went to family restaurant/steak house last mo: 5+ times	24,513	22.3%	114
Went to fast food/drive-in restaurant in last 6 mo	100,267	91.4%	102
Went to fast food/drive-in restaurant <5 times/mo	33,503	30.5%	100
Went to fast food/drive-in 5-12 times/mo	36,819	33.6%	107
Went to fast food/drive-in restaurant 13+ times/mo	29,947	27.3%	98
Fast food/drive-in last 6 mo: eat in	43,387	39.5%	103
Fast food/drive-in last 6 mo: home delivery	12,266	11.2%	100
Fast food/drive-in last 6 mo: take-out/drive-thru	60,367	55.0%	105
Fast food/drive-in last 6 mo: take-out/walk-in	31,305	28.5%	116

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Telephones & Service (Households)			
HH owns in-home cordless telephone	40,807	71.1%	111
HH average monthly long distance phone bill: <\$16	16,843	29.4%	105
HH average monthly long distance phone bill: \$16-25	7,584	13.2%	113
HH average monthly long distance phone bill: \$26-59	6,835	11.9%	123
HH average monthly long distance phone bill: \$60+	2,792	4.9%	111
Television & Sound Equipment (Households)			
HH owns 1 TV	8,861	15.4%	78
HH owns 2 TVs	15,028	26.2%	99
HH owns 3 TVs	13,628	23.8%	106
HH owns 4+ TVs	14,790	25.8%	123
HH subscribes to cable TV	39,304	68.5%	118
HH watched 15+ hours of cable TV last week	35,469	61.8%	103
Purchased audio equipment in last 12 months	5,132	8.9%	108
Purchased CD player in last 12 months	2,964	5.2%	98
Purchased DVD player in last 12 months	6,385	11.1%	105
Purchased MP3 player in last 12 months	7,054	12.3%	141
Purchased video game system in last 12 months	5,715	10.0%	114
Travel (Adults)			
Domestic travel in last 12 months	72,905	66.4%	126
Took 3+ domestic trips in last 12 months	31,692	28.9%	139
Spent on domestic vacations last 12 mo: <\$1000	15,433	14.1%	111
Spent on domestic vacations last 12 mo: \$1000-\$1499	9,712	8.9%	128
Spent on domestic vacations last 12 mo: \$1500-\$1999	6,449	5.9%	146
Spent on domestic vacations last 12 mo: \$2000-\$2999	7,041	6.4%	156
Spent on domestic vacations last 12 mo: \$3000+	9,014	8.2%	170
Foreign travel in last 3 years	39,924	36.4%	145
Took 3+ foreign trips by plane in last 3 years	8,443	7.7%	170
Spent on foreign vacations last 12 mo: <\$1000	8,127	7.4%	135
Spent on foreign vacations last 12 mo: \$1000-\$2999	6,106	5.6%	140
Spent on foreign vacations: \$3000+	9,198	8.4%	180
Stayed 1+ nights at hotel/motel in last 12 months	58,025	52.9%	128

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