Retail Market Potential

Brunswick, Maryland
Drive Time: 5 minute radius

Demographic Summary	2018	2023
Population	5,477	5,758
Population 18+	4,240	4,474
Households	2,070	2,164
Median Household Income	$63,012	$77,078

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	2,020	47.6%	101
Bought any women's clothing in last 12 months	1,840	43.4%	100
Bought clothing for child <13 years in last 6 months	1,249	29.5%	110
Bought any shoes in last 12 months	2,272	53.6%	100
Bought costume jewelry in last 12 months	726	17.1%	94
Bought any fine jewelry in last 12 months	708	16.7%	93
Bought a watch in last 12 months	681	16.1%	102
Automobiles (Households)			
HH owns/leases any vehicle	1,843	89.0%	104
HH bought/leased new vehicle last 12 mo	198	9.6%	99
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	3,729	87.9%	103
Bought/changed motor oil in last 12 months	2,148	50.7%	106
Had tune-up in last 12 months	1,170	27.6%	107
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	2,930	69.1%	99
Drank regular cola in last 6 months	1,804	42.5%	96
Drank beer/ale in last 6 months	1,774	41.8%	99
Cameras (Adults)			
Own digital point & shoot camera/camcorder	563	13.3%	114
Own digital SLR camera/camcorder	360	8.5%	109
Printed digital photos in last 12 months	1,009	23.8%	102
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	1,563	36.9%	102
Have a smartphone	3,464	81.7%	102
Have a smartphone: Android phone (any brand)	1,718	40.5%	104
Have a smartphone: Apple iPhone	1,623	38.3%	100
Number of cell phones in household: 1	610	29.5%	96
Number of cell phones in household: 2	776	37.5%	98
Number of cell phones in household: 3+	609	29.4%	107
HH has cell phone only (no landline telephone)	1,057	51.1%	97
Computers (Households)			
HH owns a computer	1,634	78.9%	106
HH owns desktop computer	875	42.3%	110
HH owns laptop/notebook	1,248	60.3%	107
HH owns any Apple/Mac brand computer	354	17.1%	96
HH owns any PC/non-Apple brand computer	1,403	67.8%	108
HH purchased most recent computer in a store	825	39.9%	108
HH purchased most recent computer online	289	14.0%	104
Spent <$500 on most recent home computer	345	16.7%	110
Spent $500-$999 on most recent home computer	387	18.7%	106
Spent $1,000-$1,499 on most recent home computer	215	10.4%	109
Spent $1,500-$1,999 on most recent home computer	104	5.0%	109
Spent $2,000+ on most recent home computer	70	3.4%	83

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.

September 21, 2018

Retail Market Potential

Brunswick, Maryland
Drive Time: 5 minute radius

Prepared by Esri
Latitude: 39.31306
Longitude: -77.62755

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	2,698	63.6%	102
Bought brewed coffee at convenience store in last 30 days	589	13.9%	103
Bought cigarettes at convenience store in last 30 days	527	12.4%	114
Bought gas at convenience store in last 30 days	1,692	39.9%	108
Spent at convenience store in last 30 days: <$20	272	6.4%	89
Spent at convenience store in last 30 days: $20-$39	406	9.6%	100
Spent at convenience store in last 30 days: $40-$50	369	8.7%	105
Spent at convenience store in last 30 days: $51-$99	254	6.0%	107
Spent at convenience store in last 30 days: $100+	1,029	24.3%	109
Entertainment (Adults)			
Attended a movie in last 6 months	2,625	61.9%	104
Went to live theater in last 12 months	465	11.0%	95
Went to a bar/night club in last 12 months	807	19.0%	109
Dined out in last 12 months	2,309	54.5%	107
Gambled at a casino in last 12 months	601	14.2%	109
Visited a theme park in last 12 months	858	20.2%	107
Viewed movie (video-on-demand) in last 30 days	1,024	24.2%	133
Viewed TV show (video-on-demand) in last 30 days	763	18.0%	129
Watched any pay-per-view TV in last 12 months	540	12.7%	116
Downloaded a movie over the Internet in last 30 days	349	8.2%	91
Downloaded any individual song in last 6 months	893	21.1%	104
Watched a movie online in the last 30 days	1,013	23.9%	100
Watched a TV program online in last 30 days	763	18.0%	100
Played a video/electronic game (console) in last 12 months	406	9.6%	105
Played a video/electronic game (portable) in last 12 months	246	5.8%	112
Financial (Adults)			
Have home mortgage (1st)	1,610	38.0%	120
Used ATM/cash machine in last 12 months	2,399	56.6%	106
Own any stock	301	7.1%	98
Own U.S. savings bond	223	5.3%	109
Own shares in mutual fund (stock)	326	7.7%	112
Own shares in mutual fund (bonds)	194	4.6%	96
Have interest checking account	1,323	31.2%	106
Have non-interest checking account	1,368	32.3%	109
Have savings account	2,605	61.4%	105
Have 401K retirement savings plan	780	18.4%	119
Own/used any credit/debit card in last 12 months	3,448	81.3%	102
Avg monthly credit card expenditures: <$111	512	12.1%	100
Avg monthly credit card expenditures: $111-$225	339	8.0%	111
Avg monthly credit card expenditures: $226-$450	351	8.3%	123
Avg monthly credit card expenditures: $451-$700	277	6.5%	105
Avg monthly credit card expenditures: $701-$1,000	250	5.9%	101
Avg monthly credit card expenditures: $1,001+	381	9.0%	82
Did banking online in last 12 months	1,811	42.7%	109
Did banking on mobile device in last 12 months	1,096	25.8%	110
Paid bills online in last 12 months	2,239	52.8%	107

September 21, 2018

Retail Market Potential

Brunswick, Maryland
Drive Time: 5 minute radius

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	1,454	70.2%	102
Used bread in last 6 months	1,952	94.3%	101
Used chicken (fresh or frozen) in last 6 months	1,437	69.4%	101
Used turkey (fresh or frozen) in last 6 months	324	15.7%	102
Used fish/seafood (fresh or frozen) in last 6 months	1,103	53.3%	97
Used fresh fruit/vegetables in last 6 months	1,811	87.5%	100
Used fresh milk in last 6 months	1,804	87.1%	101
Used organic food in last 6 months	463	22.4%	95
Health (Adults)			
Exercise at home 2+ times per week	1,197	28.2%	101
Exercise at club 2+ times per week	673	15.9%	110
Visited a doctor in last 12 months	3,247	76.6%	100
Used vitamin/dietary supplement in last 6 months	2,309	54.5%	101
Home (Households)			
Any home improvement in last 12 months	596	28.8%	103
Used housekeeper/maid/professional HH cleaning service in last 12	265	12.8%	92
Purchased low ticket HH furnishings in last 12 months	349	16.9%	101
Purchased big ticket HH furnishings in last 12 months	446	21.5%	98
Bought any small kitchen appliance in last 12 months	437	21.1%	94
Bought any large kitchen appliance in last 12 months	316	15.3%	108
Insurance (Adults/Households)			
Currently carry life insurance	1,970	46.5%	104
Carry medical/hospital/accident insurance	3,286	77.5%	104
Carry homeowner insurance	2,237	52.8%	111
Carry renter's insurance	368	8.7%	101
Have auto insurance: 1 vehicle in household covered	632	30.5%	100
Have auto insurance: 2 vehicles in household covered	670	32.4%	112
Have auto insurance: 3+ vehicles in household covered	474	22.9%	100
Pets (Households)			
Household owns any pet	1,232	59.5%	109
Household owns any cat	532	25.7%	112
Household owns any dog	909	43.9%	105
Psychographics (Adults)			
Buying American is important to me	1,844	43.5%	107
Usually buy items on credit rather than wait	635	15.0%	114
Usually buy based on quality - not price	757	17.9%	92
Price is usually more important than brand name	1,270	30.0%	107
Usually use coupons for brands I buy often	749	17.7%	99
Am interested in how to help the environment	701	16.5%	91
Usually pay more for environ safe product	597	14.1%	99
Usually value green products over convenience	378	8.9%	79
Likely to buy a brand that supports a charity	1,526	36.0%	104
Reading (Adults)			
Bought digital book in last 12 months	600	14.2%	106
Bought hardcover book in last 12 months	889	21.0%	106
Bought paperback book in last 12 month	1,262	29.8%	103
Read any daily newspaper (paper version)	860	20.3%	98
Read any digital newspaper in last 30 days	1,658	39.1%	104
Read any magazine (paper/electronic version) in last 6 months	3,922	92.5%	102

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.

September 21, 2018

Brunswick, Maryland
Drive Time: 5 minute radius

Prepared by Esri
Latitude: 39.31306
Longitude: -77.62755

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	3,293	77.7%	103
Went to family restaurant/steak house: 4+ times a month	1,181	27.9%	104
Went to fast food/drive-in restaurant in last 6 months	3,853	90.9%	101
Went to fast food/drive-in restaurant 9+ times/mo	1,770	41.7%	105
Fast food/drive-in last 6 months: eat in	1,532	36.1%	98
Fast food/drive-in last 6 months: home delivery	351	8.3%	99
Fast food/drive-in last 6 months: take-out/drive-thru	2,124	50.1%	106
Fast food/drive-in last 6 months: take-out/walk-in	903	21.3%	101
Television & Electronics (Adults/Households)			
Own any tablet	2,081	49.1%	107
Own any e-reader	311	7.3%	99
Own e-reader/tablet: iPad	1,171	27.6%	104
HH has Internet connectable TV	576	27.8%	108
Own any portable MP3 player	969	22.9%	106
HH owns 1 TV	409	19.8%	94
HH owns 2 TVs	563	27.2%	101
HH owns 3 TVs	445	21.5%	102
HH owns 4+ TVs	397	19.2%	108
HH subscribes to cable TV	1,068	51.6%	116
HH subscribes to fiber optic	189	9.1%	115
HH owns portable GPS navigation device	547	26.4%	106
HH purchased video game system in last 12 mos	176	8.5%	100
HH owns any Internet video device for TV	421	20.3%	100
Travel (Adults)			
Domestic travel in last 12 months	2,328	54.9%	105
Took 3+ domestic non-business trips in last 12 months	491	11.6%	97
Spent on domestic vacations in last 12 months: <$1,000	500	11.8%	109
Spent on domestic vacations in last 12 months: $1,000-$1,499	252	5.9%	99
Spent on domestic vacations in last 12 months: $1,500-$1,999	143	3.4%	86
Spent on domestic vacations in last 12 months: $2,000-$2,999	154	3.6%	95
Spent on domestic vacations in last 12 months: $3,000+	328	7.7%	123
Domestic travel in the 12 months: used general travel website	323	7.6%	110
Foreign travel in last 3 years	1,105	26.1%	98
Took 3+ foreign trips by plane in last 3 years	172	4.1%	84
Spent on foreign vacations in last 12 months: <$1,000	166	3.9%	84
Spent on foreign vacations in last 12 months: $1,000-$2,999	147	3.5%	92
Spent on foreign vacations in last 12 months: $3,000+	238	5.6%	95
Foreign travel in last 3 years: used general travel website	236	5.6%	92
Nights spent in hotel/motel in last 12 months: any	1,987	46.9%	107
Took cruise of more than one day in last 3 years	391	9.2%	108
Member of any frequent flyer program	756	17.8%	102
Member of any hotel rewards program	698	16.5%	98

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September 21, 2018

Retail Market Potential

Brunswick, Maryland
Drive Time: 10 minute radius

Demographic Summary	2018	2023
Population	11,458	12,526
Population 18+	8,691	9,581
Households	4,110	4,479
Median Household Income	$84,760	$101,768

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	4,265	49.1%	104
Bought any women's clothing in last 12 months	3,901	44.9%	104
Bought clothing for child <13 years in last 6 months	2,543	29.3%	109
Bought any shoes in last 12 months	4,854	55.9%	105
Bought costume jewelry in last 12 months	1,630	18.8%	103
Bought any fine jewelry in last 12 months	1,572	18.1%	101
Bought a watch in last 12 months	1,447	16.6%	105
Automobiles (Households)			
HH owns/leases any vehicle	3,755	91.4%	107
HH bought/leased new vehicle last 12 mo	478	11.6%	120
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	7,851	90.3%	106
Bought/changed motor oil in last 12 months	4,286	49.3%	103
Had tune-up in last 12 months	2,408	27.7%	108
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	6,176	71.1%	102
Drank regular cola in last 6 months	3,515	40.4%	91
Drank beer/ale in last 6 months	3,857	44.4%	105
Cameras (Adults)			
Own digital point & shoot camera/camcorder	1,294	14.9%	128
Own digital SLR camera/camcorder	861	9.9%	127
Printed digital photos in last 12 months	2,345	27.0%	116
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	3,174	36.5%	101
Have a smartphone	7,338	84.4%	106
Have a smartphone: Android phone (any brand)	3,285	37.8%	97
Have a smartphone: Apple iPhone	3,843	44.2%	115
Number of cell phones in household: 1	1,001	24.4%	79
Number of cell phones in household: 2	1,604	39.0%	102
Number of cell phones in household: 3+	1,402	34.1%	124
HH has cell phone only (no landline telephone)	1,917	46.6%	89
Computers (Households)			
HH owns a computer	3,427	83.4%	112
HH owns desktop computer	1,883	45.8%	119
HH owns laptop/notebook	2,647	64.4%	114
HH owns any Apple/Mac brand computer	848	20.6%	116
HH owns any PC/non-Apple brand computer	2,888	70.3%	112
HH purchased most recent computer in a store	1,758	42.8%	116
HH purchased most recent computer online	656	16.0%	119
Spent <$500 on most recent home computer	657	16.0%	105
Spent $500-$999 on most recent home computer	830	20.2%	115
Spent $1,000-$1,499 on most recent home computer	488	11.9%	125
Spent $1,500-$1,999 on most recent home computer	234	5.7%	123
Spent $2,000+ on most recent home computer	188	4.6%	113

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September 21, 2018

Retail Market Potential

Brunswick, Maryland
Drive Time: 10 minute radius

Prepared by Esri
Latitude: 39.31306
Longitude: -77.62755

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	5,517	63.5%	101
Bought brewed coffee at convenience store in last 30 days	1,220	14.0%	104
Bought cigarettes at convenience store in last 30 days	892	10.3%	94
Bought gas at convenience store in last 30 days	3,336	38.4%	104
Spent at convenience store in last 30 days: <$20	676	7.8%	108
Spent at convenience store in last 30 days: $20-$39	844	9.7%	102
Spent at convenience store in last 30 days: $40-$50	747	8.6%	104
Spent at convenience store in last 30 days: $51-$99	493	5.7%	102
Spent at convenience store in last 30 days: $100+	1,999	23.0%	104
Entertainment (Adults)			
Attended a movie in last 6 months	5,673	65.3%	110
Went to live theater in last 12 months	1,140	13.1%	113
Went to a bar/night club in last 12 months	1,716	19.7%	113
Dined out in last 12 months	5,038	58.0%	114
Gambled at a casino in last 12 months	1,270	14.6%	113
Visited a theme park in last 12 months	1,910	22.0%	116
Viewed movie (video-on-demand) in last 30 days	2,241	25.8%	142
Viewed TV show (video-on-demand) in last 30 days	1,702	19.6%	140
Watched any pay-per-view TV in last 12 months	1,206	13.9%	126
Downloaded a movie over the Internet in last 30 days	779	9.0%	99
Downloaded any individual song in last 6 months	2,014	23.2%	115
Watched a movie online in the last 30 days	2,135	24.6%	103
Watched a TV program online in last 30 days	1,659	19.1%	106
Played a video/electronic game (console) in last 12 months	781	9.0%	98
Played a video/electronic game (portable) in last 12 months	471	5.4%	104
Financial (Adults)			
Have home mortgage (1st)	3,677	42.3%	134
Used ATM/cash machine in last 12 months	5,141	59.2%	111
Own any stock	789	9.1%	125
Own U.S. savings bond	531	6.1%	127
Own shares in mutual fund (stock)	792	9.1%	132
Own shares in mutual fund (bonds)	534	6.1%	129
Have interest checking account	2,982	34.3%	116
Have non-interest checking account	2,801	32.2%	109
Have savings account	5,702	65.6%	113
Have 401K retirement savings plan	1,765	20.3%	131
Own/used any credit/debit card in last 12 months	7,370	84.8%	106
Avg monthly credit card expenditures: <$111	1,055	12.1%	101
Avg monthly credit card expenditures: $111-$225	698	8.0%	112
Avg monthly credit card expenditures: $226-$450	689	7.9%	117
Avg monthly credit card expenditures: $451-$700	629	7.2%	117
Avg monthly credit card expenditures: $701-$1,000	602	6.9%	119
Avg monthly credit card expenditures: $1,001+	1,122	12.9%	118
Did banking online in last 12 months	4,092	47.1%	120
Did banking on mobile device in last 12 months	2,415	27.8%	118
Paid bills online in last 12 months	4,911	56.5%	115

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.

September 21, 2018

Retail Market Potential

Brunswick, Maryland
Drive Time: 10 minute radius

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	2,919	71.0%	104
Used bread in last 6 months	3,877	94.3%	101
Used chicken (fresh or frozen) in last 6 months	2,960	72.0%	105
Used turkey (fresh or frozen) in last 6 months	663	16.1%	105
Used fish/seafood (fresh or frozen) in last 6 months	2,278	55.4%	101
Used fresh fruit/vegetables in last 6 months	3,658	89.0%	102
Used fresh milk in last 6 months	3,612	87.9%	102
Used organic food in last 6 months	1,032	25.1%	106
Health (Adults)			
Exercise at home 2+ times per week	2,680	30.8%	110
Exercise at club 2+ times per week	1,569	18.1%	125
Visited a doctor in last 12 months	6,901	79.4%	103
Used vitamin/dietary supplement in last 6 months	4,908	56.5%	104
Home (Households)			
Any home improvement in last 12 months	1,346	32.7%	118
Used housekeeper/maid/professional HH cleaning service in last 12	655	15.9%	114
Purchased low ticket HH furnishings in last 12 months	742	18.1%	108
Purchased big ticket HH furnishings in last 12 months	948	23.1%	105
Bought any small kitchen appliance in last 12 months	920	22.4%	100
Bought any large kitchen appliance in last 12 months	668	16.3%	115
Insurance (Adults/Households)			
Currently carry life insurance	4,406	50.7%	114
Carry medical/hospital/accident insurance	6,947	79.9%	107
Carry homeowner insurance	4,997	57.5%	121
Carry renter's insurance	703	8.1%	94
Have auto insurance: 1 vehicle in household covered	1,086	26.4%	86
Have auto insurance: 2 vehicles in household covered	1,420	34.5%	120
Have auto insurance: 3+ vehicles in household covered	1,138	27.7%	121
Pets (Households)			
Household owns any pet	2,493	60.7%	111
Household owns any cat	1,021	24.8%	108
Household owns any dog	1,900	46.2%	111
Psychographics (Adults)			
Buying American is important to me	3,582	41.2%	102
Usually buy items on credit rather than wait	1,259	14.5%	111
Usually buy based on quality - not price	1,584	18.2%	94
Price is usually more important than brand name	2,472	28.4%	102
Usually use coupons for brands I buy often	1,536	17.7%	99
Am interested in how to help the environment	1,461	16.8%	92
Usually pay more for environ safe product	1,196	13.8%	97
Usually value green products over convenience	793	9.1%	81
Likely to buy a brand that supports a charity	3,086	35.5%	102
Reading (Adults)			
Bought digital book in last 12 months	1,384	15.9%	120
Bought hardcover book in last 12 months	1,940	22.3%	112
Bought paperback book in last 12 month	2,793	32.1%	111
Read any daily newspaper (paper version)	1,751	20.1%	98
Read any digital newspaper in last 30 days	3,671	42.2%	112
Read any magazine (paper/electronic version) in last 6 months	8,118	93.4%	103

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.

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September 21, 2018

Datastory consulting

Brunswick, Maryland

Drive Time: 10 minute radius

Prepared by Esri

Latitude: 39.31306

Longitude: -77.62755

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	6,952	80.0%	106
Went to family restaurant/steak house: 4+ times a month	2,585	29.7%	111
Went to fast food/drive-in restaurant in last 6 months	7,947	91.4%	101
Went to fast food/drive-in restaurant 9+ times/mo	3,640	41.9%	106
Fast food/drive-in last 6 months: eat in	3,283	37.8%	103
Fast food/drive-in last 6 months: home delivery	711	8.2%	97
Fast food/drive-in last 6 months: take-out/drive-thru	4,377	50.4%	107
Fast food/drive-in last 6 months: take-out/walk-in	1,959	22.5%	107
Television & Electronics (Adults/Households)			
Own any tablet	4,624	53.2%	116
Own any e-reader	773	8.9%	120
Own e-reader/tablet: iPad	2,875	33.1%	124
HH has Internet connectable TV	1,277	31.1%	120
Own any portable MP3 player	2,210	25.4%	118
HH owns 1 TV	714	17.4%	83
HH owns 2 TVs	1,072	26.1%	97
HH owns 3 TVs	946	23.0%	110
HH owns 4+ TVs	922	22.4%	126
HH subscribes to cable TV	2,071	50.4%	113
HH subscribes to fiber optic	479	11.7%	146
HH owns portable GPS navigation device	1,215	29.6%	119
HH purchased video game system in last 12 mos	389	9.5%	111
HH owns any Internet video device for TV	990	24.1%	118
Travel (Adults)			
Domestic travel in last 12 months	5,283	60.8%	117
Took 3+ domestic non-business trips in last 12 months	1,184	13.6%	115
Spent on domestic vacations in last 12 months: <$1,000	1,026	11.8%	109
Spent on domestic vacations in last 12 months: $1,000-$1,499	600	6.9%	115
Spent on domestic vacations in last 12 months: $1,500-$1,999	395	4.5%	115
Spent on domestic vacations in last 12 months: $2,000-$2,999	396	4.6%	119
Spent on domestic vacations in last 12 months: $3,000+	773	8.9%	142
Domestic travel in the 12 months: used general travel website	767	8.8%	127
Foreign travel in last 3 years	2,713	31.2%	118
Took 3+ foreign trips by plane in last 3 years	463	5.3%	111
Spent on foreign vacations in last 12 months: <$1,000	434	5.0%	107
Spent on foreign vacations in last 12 months: $1,000-$2,999	366	4.2%	112
Spent on foreign vacations in last 12 months: $3,000+	631	7.3%	123
Foreign travel in last 3 years: used general travel website	631	7.3%	120
Nights spent in hotel/motel in last 12 months: any	4,530	52.1%	119
Took cruise of more than one day in last 3 years	940	10.8%	126
Member of any frequent flyer program	1,992	22.9%	132
Member of any hotel rewards program	1,794	20.6%	123

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September 21, 2018

Retail Market Potential

Brunswick, Maryland
Drive Time: 15 minute radius

Demographic Summary	2018	2023
Population	22,808	24,834
Population 18+	17,578	19,412
Households	8,290	9,019
Median Household Income	$96,671	$107,660

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	8,827	50.2%	106
Bought any women's clothing in last 12 months	7,970	45.3%	105
Bought clothing for child <13 years in last 6 months	4,945	28.1%	105
Bought any shoes in last 12 months	10,078	57.3%	107
Bought costume jewelry in last 12 months	3,482	19.8%	109
Bought any fine jewelry in last 12 months	3,289	18.7%	105
Bought a watch in last 12 months	2,957	16.8%	106
Automobiles (Households)			
HH owns/leases any vehicle	7,655	92.3%	108
HH bought/leased new vehicle last 12 mo	1,083	13.1%	135
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	16,070	91.4%	107
Bought/changed motor oil in last 12 months	8,570	48.8%	102
Had tune-up in last 12 months	4,867	27.7%	108
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	12,677	72.1%	104
Drank regular cola in last 6 months	6,869	39.1%	88
Drank beer/ale in last 6 months	8,070	45.9%	109
Cameras (Adults)			
Own digital point & shoot camera/camcorder	2,769	15.8%	135
Own digital SLR camera/camcorder	1,801	10.2%	131
Printed digital photos in last 12 months	5,085	28.9%	124
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	6,321	36.0%	100
Have a smartphone	14,866	84.6%	106
Have a smartphone: Android phone (any brand)	6,232	35.5%	91
Have a smartphone: Apple iPhone	8,265	47.0%	123
Number of cell phones in household: 1	1,860	22.4%	73
Number of cell phones in household: 2	3,318	40.0%	104
Number of cell phones in household: 3+	2,940	35.5%	129
HH has cell phone only (no landline telephone)	3,535	42.6%	81
Computers (Households)			
HH owns a computer	7,032	84.8%	114
HH owns desktop computer	3,915	47.2%	123
HH owns laptop/notebook	5,428	65.5%	116
HH owns any Apple/Mac brand computer	1,828	22.1%	124
HH owns any PC/non-Apple brand computer	5,881	70.9%	113
HH purchased most recent computer in a store	3,645	44.0%	119
HH purchased most recent computer online	1,403	16.9%	126
Spent <$500 on most recent home computer	1,274	15.4%	101
Spent $500-$999 on most recent home computer	1,736	20.9%	119
Spent $1,000-$1,499 on most recent home computer	1,048	12.6%	133
Spent $1,500-$1,999 on most recent home computer	481	5.8%	126
Spent $2,000+ on most recent home computer	417	5.0%	124

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Retail Market Potential

Brunswick, Maryland
Drive Time: 15 minute radius

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	11,280	64.2%	103
Bought brewed coffee at convenience store in last 30 days	2,554	14.5%	107
Bought cigarettes at convenience store in last 30 days	1,667	9.5%	87
Bought gas at convenience store in last 30 days	6,635	37.7%	102
Spent at convenience store in last 30 days: <$20	1,498	8.5%	118
Spent at convenience store in last 30 days: $20-$39	1,760	10.0%	105
Spent at convenience store in last 30 days: $40-$50	1,487	8.5%	102
Spent at convenience store in last 30 days: $51-$99	1,001	5.7%	102
Spent at convenience store in last 30 days: $100+	3,925	22.3%	101
Entertainment (Adults)			
Attended a movie in last 6 months	11,587	65.9%	111
Went to live theater in last 12 months	2,541	14.5%	125
Went to a bar/night club in last 12 months	3,506	19.9%	114
Dined out in last 12 months	10,603	60.3%	118
Gambled at a casino in last 12 months	2,604	14.8%	114
Visited a theme park in last 12 months	3,869	22.0%	116
Viewed movie (video-on-demand) in last 30 days	4,599	26.2%	144
Viewed TV show (video-on-demand) in last 30 days	3,557	20.2%	145
Watched any pay-per-view TV in last 12 months	2,410	13.7%	125
Downloaded a movie over the Internet in last 30 days	1,533	8.7%	96
Downloaded any individual song in last 6 months	4,149	23.6%	117
Watched a movie online in the last 30 days	4,142	23.6%	98
Watched a TV program online in last 30 days	3,298	18.8%	104
Played a video/electronic game (console) in last 12 months	1,517	8.6%	94
Played a video/electronic game (portable) in last 12 months	901	5.1%	99
Financial (Adults)			
Have home mortgage (1st)	7,652	43.5%	138
Used ATM/cash machine in last 12 months	10,561	60.1%	113
Own any stock	1,834	10.4%	144
Own U.S. savings bond	1,206	6.9%	142
Own shares in mutual fund (stock)	1,777	10.1%	147
Own shares in mutual fund (bonds)	1,255	7.1%	150
Have interest checking account	6,508	37.0%	126
Have non-interest checking account	5,611	31.9%	108
Have savings account	11,782	67.0%	115
Have 401K retirement savings plan	3,704	21.1%	136
Own/used any credit/debit card in last 12 months	15,192	86.4%	108
Avg monthly credit card expenditures: <$111	2,149	12.2%	102
Avg monthly credit card expenditures: $111-$225	1,404	8.0%	111
Avg monthly credit card expenditures: $226-$450	1,369	7.8%	115
Avg monthly credit card expenditures: $451-$700	1,317	7.5%	121
Avg monthly credit card expenditures: $701-$1,000	1,317	7.5%	129
Avg monthly credit card expenditures: $1,001+	2,672	15.2%	139
Did banking online in last 12 months	8,543	48.6%	124
Did banking on mobile device in last 12 months	4,906	27.9%	119
Paid bills online in last 12 months	10,088	57.4%	116

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September 21, 2018

Retail Market Potential

Brunswick, Maryland
Drive Time: 15 minute radius

Prepared by Esri
Latitude: 39.31306
Longitude: -77.62755

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	5,895	71.1%	104
Used bread in last 6 months	7,814	94.3%	101
Used chicken (fresh or frozen) in last 6 months	6,043	72.9%	106
Used turkey (fresh or frozen) in last 6 months	1,381	16.7%	109
Used fish/seafood (fresh or frozen) in last 6 months	4,695	56.6%	103
Used fresh fruit/vegetables in last 6 months	7,447	89.8%	103
Used fresh milk in last 6 months	7,300	88.1%	102
Used organic food in last 6 months	2,173	26.2%	111
Health (Adults)			
Exercise at home 2+ times per week	5,648	32.1%	115
Exercise at club 2+ times per week	3,278	18.6%	129
Visited a doctor in last 12 months	14,262	81.1%	106
Used vitamin/dietary supplement in last 6 months	10,216	58.1%	107
Home (Households)			
Any home improvement in last 12 months	2,924	35.3%	127
Used housekeeper/maid/professional HH cleaning service in last 12	1,453	17.5%	125
Purchased low ticket HH furnishings in last 12 months	1,558	18.8%	112
Purchased big ticket HH furnishings in last 12 months	1,971	23.8%	108
Bought any small kitchen appliance in last 12 months	1,923	23.2%	103
Bought any large kitchen appliance in last 12 months	1,390	16.8%	119
Insurance (Adults/Households)			
Currently carry life insurance	9,291	52.9%	119
Carry medical/hospital/accident insurance	14,333	81.5%	109
Carry homeowner insurance	10,627	60.5%	128
Carry renter's insurance	1,333	7.6%	88
Have auto insurance: 1 vehicle in household covered	1,971	23.8%	78
Have auto insurance: 2 vehicles in household covered	2,913	35.1%	122
Have auto insurance: 3+ vehicles in household covered	2,572	31.0%	136
Pets (Households)			
Household owns any pet	5,093	61.4%	113
Household owns any cat	2,103	25.4%	110
Household owns any dog	3,904	47.1%	113
Psychographics (Adults)			
Buying American is important to me	7,274	41.4%	102
Usually buy items on credit rather than wait	2,505	14.3%	109
Usually buy based on quality - not price	3,296	18.8%	97
Price is usually more important than brand name	4,853	27.6%	99
Usually use coupons for brands I buy often	3,202	18.2%	102
Am interested in how to help the environment	2,897	16.5%	90
Usually pay more for environ safe product	2,403	13.7%	96
Usually value green products over convenience	1,636	9.3%	82
Likely to buy a brand that supports a charity	6,215	35.4%	102
Reading (Adults)			
Bought digital book in last 12 months	2,917	16.6%	125
Bought hardcover book in last 12 months	4,028	22.9%	115
Bought paperback book in last 12 month	5,795	33.0%	114
Read any daily newspaper (paper version)	3,818	21.7%	105
Read any digital newspaper in last 30 days	7,544	42.9%	114
Read any magazine (paper/electronic version) in last 6 months	16,473	93.7%	103

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Brunswick, Maryland
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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	14,211	80.8%	107
Went to family restaurant/steak house: 4+ times a month	5,226	29.7%	111
Went to fast food/drive-in restaurant in last 6 months	16,104	91.6%	102
Went to fast food/drive-in restaurant 9+ times/mo	7,183	40.9%	103
Fast food/drive-in last 6 months: eat in	6,736	38.3%	104
Fast food/drive-in last 6 months: home delivery	1,335	7.6%	91
Fast food/drive-in last 6 months: take-out/drive-thru	8,810	50.1%	106
Fast food/drive-in last 6 months: take-out/walk-in	3,982	22.7%	108
Television & Electronics (Adults/Households)			
Own any tablet	9,442	53.7%	117
Own any e-reader	1,740	9.9%	134
Own e-reader/tablet: iPad	6,123	34.8%	131
HH has Internet connectable TV	2,652	32.0%	124
Own any portable MP3 player	4,614	26.2%	122
HH owns 1 TV	1,353	16.3%	78
HH owns 2 TVs	2,101	25.3%	94
HH owns 3 TVs	2,036	24.6%	117
HH owns 4+ TVs	1,962	23.7%	133
HH subscribes to cable TV	4,139	49.9%	112
HH subscribes to fiber optic	1,106	13.3%	168
HH owns portable GPS navigation device	2,637	31.8%	128
HH purchased video game system in last 12 mos	813	9.8%	115
HH owns any Internet video device for TV	2,110	25.5%	125
Travel (Adults)			
Domestic travel in last 12 months	11,189	63.7%	122
Took 3+ domestic non-business trips in last 12 months	2,634	15.0%	126
Spent on domestic vacations in last 12 months: <$1,000	2,074	11.8%	109
Spent on domestic vacations in last 12 months: $1,000-$1,499	1,314	7.5%	125
Spent on domestic vacations in last 12 months: $1,500-$1,999	905	5.1%	131
Spent on domestic vacations in last 12 months: $2,000-$2,999	922	5.2%	137
Spent on domestic vacations in last 12 months: $3,000+	1,658	9.4%	150
Domestic travel in the 12 months: used general travel website	1,621	9.2%	133
Foreign travel in last 3 years	5,840	33.2%	125
Took 3+ foreign trips by plane in last 3 years	1,047	6.0%	124
Spent on foreign vacations in last 12 months: <$1,000	966	5.5%	117
Spent on foreign vacations in last 12 months: $1,000-$2,999	792	4.5%	120
Spent on foreign vacations in last 12 months: $3,000+	1,398	8.0%	134
Foreign travel in last 3 years: used general travel website	1,371	7.8%	129
Nights spent in hotel/motel in last 12 months: any	9,575	54.5%	125
Took cruise of more than one day in last 3 years	2,025	11.5%	135
Member of any frequent flyer program	4,410	25.1%	144
Member of any hotel rewards program	4,058	23.1%	138

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