



Retail Market Potential

Cheney, Washington, United States
 Drive Time: 5 minute radius

Cheney, WA
 Latitude: 47.48739
 Longitude: -117.57576

Demographic Summary		2016	2021
Population		9,125	9,252
Population 18+		7,898	8,019
Households		3,216	3,264
Median Household Income		\$28,843	\$27,845

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	3,812	48.3%	102
Bought any women's clothing in last 12 months	3,447	43.6%	99
Bought clothing for child <13 years in last 6 months	1,857	23.5%	85
Bought any shoes in last 12 months	4,698	59.5%	110
Bought costume jewelry in last 12 months	1,678	21.2%	109
Bought any fine jewelry in last 12 months	1,366	17.3%	94
Bought a watch in last 12 months	721	9.1%	83
Automobiles (Households)			
HH owns/leases any vehicle	2,749	85.5%	100
HH bought/leased new vehicle last 12 mo	191	5.9%	63
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	6,632	84.0%	99
Bought/changed motor oil in last 12 months	3,580	45.3%	92
Had tune-up in last 12 months	2,515	31.8%	106
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	4,966	62.9%	96
Drank regular cola in last 6 months	3,596	45.5%	101
Drank beer/ale in last 6 months	3,373	42.7%	100
Cameras (Adults)			
Own digital point & shoot camera	2,399	30.4%	104
Own digital single-lens reflex (SLR) camera	820	10.4%	120
Bought any camera in last 12 months	463	5.9%	103
Printed digital photos in last 12 months	255	3.2%	110
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	3,334	42.2%	117
Have a smartphone	5,671	71.8%	122
Have a smartphone: Android phone (any brand)	2,507	31.7%	118
Have a smartphone: Apple iPhone	2,897	36.7%	142
Number of cell phones in household: 1	1,189	37.0%	115
Number of cell phones in household: 2	1,341	41.7%	111
Number of cell phones in household: 3+	663	20.6%	81
HH has cell phone only (no landline telephone)	2,235	69.5%	166
Computers (Households)			
HH owns a computer	2,769	86.1%	112
HH owns desktop computer	1,301	40.5%	89
HH owns laptop/notebook	2,126	66.1%	122
HH owns any Apple/Mac brand computer	637	19.8%	132
HH owns any PC/non-Apple brand computer	2,312	71.9%	106
HH purchased most recent computer in a store	1,339	41.6%	111
HH purchased most recent computer online	554	17.2%	132
Spent <\$500 on most recent home computer	639	19.9%	137
Spent \$500-\$999 on most recent home computer	679	21.1%	111
Spent \$1,000-\$1,499 on most recent home computer	364	11.3%	120
Spent \$1,500-\$1,999 on most recent home computer	144	4.5%	98
Spent \$2,000+ on most recent home computer	81	2.5%	64

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 2016 and 2021.



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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	4,386	55.5%	109
Bought brewed coffee at convenience store in last 30 days	1,029	13.0%	83
Bought cigarettes at convenience store in last 30 days	902	11.4%	91
Bought gas at convenience store in last 30 days	3,185	40.3%	122
Spent at convenience store in last 30 days: <\$20	619	7.8%	97
Spent at convenience store in last 30 days: \$20-\$39	883	11.2%	124
Spent at convenience store in last 30 days: \$40-\$50	564	7.1%	94
Spent at convenience store in last 30 days: \$51-\$99	519	6.6%	148
Spent at convenience store in last 30 days: \$100+	1,728	21.9%	95
Entertainment (Adults)			
Attended a movie in last 6 months	5,747	72.8%	122
Went to live theater in last 12 months	1,339	17.0%	130
Went to a bar/night club in last 12 months	1,628	20.6%	123
Dined out in last 12 months	3,633	46.0%	103
Gambled at a casino in last 12 months	509	6.4%	47
Visited a theme park in last 12 months	1,625	20.6%	117
Viewed movie (video-on-demand) in last 30 days	804	10.2%	60
Viewed TV show (video-on-demand) in last 30 days	951	12.0%	93
Watched any pay-per-view TV in last 12 months	456	5.8%	44
Downloaded a movie over the Internet in last 30 days	1,069	13.5%	188
Downloaded any individual song in last 6 months	2,446	31.0%	152
Watched a movie online in the last 30 days	2,742	34.7%	217
Watched a TV program online in last 30 days	2,605	33.0%	221
Played a video/electronic game (console) in last 12 months	1,454	18.4%	176
Played a video/electronic game (portable) in last 12 months	546	6.9%	152
Financial (Adults)			
Have home mortgage (1st)	1,575	19.9%	64
Used ATM/cash machine in last 12 months	4,420	56.0%	114
Own any stock	467	5.9%	77
Own U.S. savings bond	530	6.7%	127
Own shares in mutual fund (stock)	403	5.1%	70
Own shares in mutual fund (bonds)	279	3.5%	73
Have interest checking account	1,965	24.9%	88
Have non-interest checking account	2,581	32.7%	116
Have savings account	4,913	62.2%	115
Have 401K retirement savings plan	1,022	12.9%	89
Own/used any credit/debit card in last 12 months	6,492	82.2%	110
Avg monthly credit card expenditures: <\$111	1,483	18.8%	162
Avg monthly credit card expenditures: \$111-\$225	662	8.4%	122
Avg monthly credit card expenditures: \$226-\$450	360	4.6%	72
Avg monthly credit card expenditures: \$451-\$700	413	5.2%	98
Avg monthly credit card expenditures: \$701-\$1,000	268	3.4%	79
Avg monthly credit card expenditures: \$1,001+	447	5.7%	62
Did banking online in last 12 months	3,507	44.4%	124
Did banking on mobile device in last 12 months	1,947	24.7%	176
Paid bills online in last 12 months	3,821	48.4%	112

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	2,004	62.3%	90
Used bread in last 6 months	2,947	91.6%	98
Used chicken (fresh or frozen) in last 6 months	2,059	64.0%	93
Used turkey (fresh or frozen) in last 6 months	495	15.4%	97
Used fish/seafood (fresh or frozen) in last 6 months	1,614	50.2%	92
Used fresh fruit/vegetables in last 6 months	2,609	81.1%	95
Used fresh milk in last 6 months	2,782	86.5%	98
Used organic food in last 6 months	671	20.9%	106
Health (Adults)			
Exercise at home 2+ times per week	3,103	39.3%	138
Exercise at club 2+ times per week	1,102	14.0%	107
Visited a doctor in last 12 months	5,379	68.1%	90
Used vitamin/dietary supplement in last 6 months	3,838	48.6%	92
Home (Households)			
Any home improvement in last 12 months	696	21.6%	81
Used housekeeper/maid/professional HH cleaning service in last 12	363	11.3%	86
Purchased low ticket HH furnishings in last 12 months	437	13.6%	85
Purchased big ticket HH furnishings in last 12 months	725	22.5%	108
Bought any small kitchen appliance in last 12 months	747	23.2%	105
Bought any large kitchen appliance in last 12 months	311	9.7%	76
Insurance (Adults/Households)			
Currently carry life insurance	2,457	31.1%	73
Carry medical/hospital/accident insurance	4,369	55.3%	84
Carry homeowner insurance	2,284	28.9%	61
Carry renter's insurance	828	10.5%	129
Have auto insurance: 1 vehicle in household covered	1,161	36.1%	117
Have auto insurance: 2 vehicles in household covered	1,033	32.1%	113
Have auto insurance: 3+ vehicles in household covered	488	15.2%	69
Pets (Households)			
Household owns any pet	1,427	44.4%	83
Household owns any cat	627	19.5%	87
Household owns any dog	992	30.8%	76
Psychographics (Adults)			
Buying American is important to me	2,681	33.9%	80
Usually buy items on credit rather than wait	619	7.8%	67
Usually buy based on quality - not price	958	12.1%	68
Price is usually more important than brand name	2,139	27.1%	103
Usually use coupons for brands I buy often	1,068	13.5%	71
Am interested in how to help the environment	1,219	15.4%	95
Usually pay more for environ safe product	733	9.3%	73
Usually value green products over convenience	813	10.3%	98
Likely to buy a brand that supports a charity	2,873	36.4%	104
Reading (Adults)			
Bought digital book in last 12 months	1,332	16.9%	128
Bought hardcover book in last 12 months	2,125	26.9%	128
Bought paperback book in last 12 month	2,988	37.8%	121
Read any daily newspaper (paper version)	1,464	18.5%	71
Read any digital newspaper in last 30 days	3,488	44.2%	133
Read any magazine (paper/electronic version) in last 6 months	7,529	95.3%	105

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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	6,103	77.3%	104
Went to family restaurant/steak house: 4+ times a month	2,043	25.9%	94
Went to fast food/drive-in restaurant in last 6 months	7,350	93.1%	103
Went to fast food/drive-in restaurant 9+ times/mo	3,272	41.4%	105
Fast food/drive-in last 6 months: eat in	3,443	43.6%	120
Fast food/drive-in last 6 months: home delivery	822	10.4%	136
Fast food/drive-in last 6 months: take-out/drive-thru	4,078	51.6%	111
Fast food/drive-in last 6 months: take-out/walk-in	2,115	26.8%	138
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	2,581	32.7%	103
Own e-reader/tablet: iPad	1,041	13.2%	86
Own any portable MP3 player	2,910	36.8%	120
HH owns 1 TV	814	25.3%	124
HH owns 2 TVs	938	29.2%	112
HH owns 3 TVs	626	19.5%	91
HH owns 4+ TVs	429	13.3%	71
HH subscribes to cable TV	1,729	53.8%	108
HH subscribes to fiber optic	62	1.9%	25
HH has satellite dish	450	14.0%	55
HH owns DVD/Blu-ray player	2,058	64.0%	106
HH owns camcorder	383	11.9%	85
HH owns portable GPS navigation device	759	23.6%	86
HH purchased video game system in last 12 mos	219	6.8%	86
HH owns Internet video device for TV	230	7.2%	101
Travel (Adults)			
Domestic travel in last 12 months	4,162	52.7%	105
Took 3+ domestic non-business trips in last 12 months	1,177	14.9%	134
Spent on domestic vacations in last 12 months: <\$1,000	1,293	16.4%	153
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	359	4.5%	78
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	260	3.3%	92
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	283	3.6%	92
Spent on domestic vacations in last 12 months: \$3,000+	330	4.2%	76
Domestic travel in the 12 months: used general travel website	334	4.2%	62
Foreign travel in last 3 years	2,177	27.6%	114
Took 3+ foreign trips by plane in last 3 years	225	2.8%	63
Spent on foreign vacations in last 12 months: <\$1,000	235	3.0%	71
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	314	4.0%	122
Spent on foreign vacations in last 12 months: \$3,000+	268	3.4%	68
Foreign travel in last 3 years: used general travel website	583	7.4%	132
Nights spent in hotel/motel in last 12 months: any	3,536	44.8%	110
Took cruise of more than one day in last 3 years	688	8.7%	104
Member of any frequent flyer program	690	8.7%	54
Member of any hotel rewards program	771	9.8%	69

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Demographic Summary		2016	2021
Population		10,787	10,973
Population 18+		9,217	9,382
Households		3,869	3,941
Median Household Income		\$31,098	\$30,274

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	4,475	48.6%	103
Bought any women's clothing in last 12 months	4,040	43.8%	100
Bought clothing for child <13 years in last 6 months	2,215	24.0%	87
Bought any shoes in last 12 months	5,479	59.4%	110
Bought costume jewelry in last 12 months	1,961	21.3%	109
Bought any fine jewelry in last 12 months	1,598	17.3%	95
Bought a watch in last 12 months	856	9.3%	84
Automobiles (Households)			
HH owns/leases any vehicle	3,330	86.1%	101
HH bought/leased new vehicle last 12 mo	249	6.4%	69
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	7,795	84.6%	99
Bought/changed motor oil in last 12 months	4,255	46.2%	94
Had tune-up in last 12 months	2,930	31.8%	105
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	5,805	63.0%	96
Drank regular cola in last 6 months	4,179	45.3%	101
Drank beer/ale in last 6 months	3,920	42.5%	100
Cameras (Adults)			
Own digital point & shoot camera	2,815	30.5%	105
Own digital single-lens reflex (SLR) camera	956	10.4%	120
Bought any camera in last 12 months	541	5.9%	103
Printed digital photos in last 12 months	293	3.2%	109
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	3,891	42.2%	117
Have a smartphone	6,533	70.9%	120
Have a smartphone: Android phone (any brand)	2,935	31.8%	118
Have a smartphone: Apple iPhone	3,282	35.6%	138
Number of cell phones in household: 1	1,379	35.6%	111
Number of cell phones in household: 2	1,618	41.8%	112
Number of cell phones in household: 3+	826	21.3%	84
HH has cell phone only (no landline telephone)	2,615	67.6%	161
Computers (Households)			
HH owns a computer	3,321	85.8%	112
HH owns desktop computer	1,603	41.4%	91
HH owns laptop/notebook	2,532	65.4%	121
HH owns any Apple/Mac brand computer	748	19.3%	129
HH owns any PC/non-Apple brand computer	2,793	72.2%	106
HH purchased most recent computer in a store	1,603	41.4%	110
HH purchased most recent computer online	661	17.1%	131
Spent <\$500 on most recent home computer	757	19.6%	135
Spent \$500-\$999 on most recent home computer	811	21.0%	110
Spent \$1,000-\$1,499 on most recent home computer	435	11.2%	119
Spent \$1,500-\$1,999 on most recent home computer	175	4.5%	99
Spent \$2,000+ on most recent home computer	103	2.7%	68

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	5,070	55.0%	108
Bought brewed coffee at convenience store in last 30 days	1,196	13.0%	83
Bought cigarettes at convenience store in last 30 days	1,069	11.6%	93
Bought gas at convenience store in last 30 days	3,704	40.2%	122
Spent at convenience store in last 30 days: <\$20	713	7.7%	96
Spent at convenience store in last 30 days: \$20-\$39	1,012	11.0%	121
Spent at convenience store in last 30 days: \$40-\$50	663	7.2%	94
Spent at convenience store in last 30 days: \$51-\$99	607	6.6%	149
Spent at convenience store in last 30 days: \$100+	2,052	22.3%	97
Entertainment (Adults)			
Attended a movie in last 6 months	6,609	71.7%	121
Went to live theater in last 12 months	1,547	16.8%	129
Went to a bar/night club in last 12 months	1,845	20.0%	120
Dined out in last 12 months	4,287	46.5%	104
Gambled at a casino in last 12 months	623	6.8%	49
Visited a theme park in last 12 months	1,880	20.4%	116
Viewed movie (video-on-demand) in last 30 days	962	10.4%	61
Viewed TV show (video-on-demand) in last 30 days	1,097	11.9%	92
Watched any pay-per-view TV in last 12 months	560	6.1%	46
Downloaded a movie over the Internet in last 30 days	1,213	13.2%	183
Downloaded any individual song in last 6 months	2,800	30.4%	149
Watched a movie online in the last 30 days	3,099	33.6%	210
Watched a TV program online in last 30 days	2,940	31.9%	213
Played a video/electronic game (console) in last 12 months	1,664	18.1%	173
Played a video/electronic game (portable) in last 12 months	625	6.8%	149
Financial (Adults)			
Have home mortgage (1st)	1,942	21.1%	68
Used ATM/cash machine in last 12 months	5,185	56.3%	115
Own any stock	551	6.0%	78
Own U.S. savings bond	611	6.6%	125
Own shares in mutual fund (stock)	481	5.2%	72
Own shares in mutual fund (bonds)	331	3.6%	74
Have interest checking account	2,328	25.3%	90
Have non-interest checking account	3,025	32.8%	116
Have savings account	5,745	62.3%	115
Have 401K retirement savings plan	1,222	13.3%	91
Own/used any credit/debit card in last 12 months	7,580	82.2%	110
Avg monthly credit card expenditures: <\$111	1,725	18.7%	161
Avg monthly credit card expenditures: \$111-\$225	761	8.3%	120
Avg monthly credit card expenditures: \$226-\$450	432	4.7%	74
Avg monthly credit card expenditures: \$451-\$700	486	5.3%	99
Avg monthly credit card expenditures: \$701-\$1,000	314	3.4%	79
Avg monthly credit card expenditures: \$1,001+	537	5.8%	64
Did banking online in last 12 months	4,130	44.8%	126
Did banking on mobile device in last 12 months	2,248	24.4%	174
Paid bills online in last 12 months	4,510	48.9%	114

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	2,440	63.1%	91
Used bread in last 6 months	3,554	91.9%	98
Used chicken (fresh or frozen) in last 6 months	2,512	64.9%	94
Used turkey (fresh or frozen) in last 6 months	602	15.6%	98
Used fish/seafood (fresh or frozen) in last 6 months	1,963	50.7%	93
Used fresh fruit/vegetables in last 6 months	3,168	81.9%	95
Used fresh milk in last 6 months	3,359	86.8%	99
Used organic food in last 6 months	785	20.3%	103
Health (Adults)			
Exercise at home 2+ times per week	3,572	38.8%	137
Exercise at club 2+ times per week	1,274	13.8%	106
Visited a doctor in last 12 months	6,327	68.6%	91
Used vitamin/dietary supplement in last 6 months	4,525	49.1%	93
Home (Households)			
Any home improvement in last 12 months	866	22.4%	83
Used housekeeper/maid/professional HH cleaning service in last 12	434	11.2%	85
Purchased low ticket HH furnishings in last 12 months	533	13.8%	86
Purchased big ticket HH furnishings in last 12 months	862	22.3%	107
Bought any small kitchen appliance in last 12 months	888	23.0%	103
Bought any large kitchen appliance in last 12 months	386	10.0%	78
Insurance (Adults/Households)			
Currently carry life insurance	2,972	32.2%	76
Carry medical/hospital/accident insurance	5,198	56.4%	86
Carry homeowner insurance	2,830	30.7%	65
Carry renter's insurance	943	10.2%	126
Have auto insurance: 1 vehicle in household covered	1,351	34.9%	113
Have auto insurance: 2 vehicles in household covered	1,248	32.3%	113
Have auto insurance: 3+ vehicles in household covered	629	16.3%	74
Pets (Households)			
Household owns any pet	1,764	45.6%	85
Household owns any cat	773	20.0%	89
Household owns any dog	1,245	32.2%	79
Psychographics (Adults)			
Buying American is important to me	3,223	35.0%	83
Usually buy items on credit rather than wait	737	8.0%	68
Usually buy based on quality - not price	1,145	12.4%	69
Price is usually more important than brand name	2,518	27.3%	104
Usually use coupons for brands I buy often	1,277	13.9%	73
Am interested in how to help the environment	1,419	15.4%	95
Usually pay more for environ safe product	860	9.3%	73
Usually value green products over convenience	930	10.1%	96
Likely to buy a brand that supports a charity	3,325	36.1%	103
Reading (Adults)			
Bought digital book in last 12 months	1,547	16.8%	127
Bought hardcover book in last 12 months	2,458	26.7%	127
Bought paperback book in last 12 month	3,472	37.7%	120
Read any daily newspaper (paper version)	1,735	18.8%	72
Read any digital newspaper in last 30 days	4,032	43.7%	131
Read any magazine (paper/electronic version) in last 6 months	8,762	95.1%	105

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Cheney, Washington, United States
 Drive Time: 10 minute radius

Cheney, WA
 Latitude: 47.48739
 Longitude: -117.57576

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	7,155	77.6%	104
Went to family restaurant/steak house: 4+ times a month	2,400	26.0%	95
Went to fast food/drive-in restaurant in last 6 months	8,577	93.1%	103
Went to fast food/drive-in restaurant 9+ times/mo	3,839	41.7%	106
Fast food/drive-in last 6 months: eat in	4,001	43.4%	119
Fast food/drive-in last 6 months: home delivery	955	10.4%	135
Fast food/drive-in last 6 months: take-out/drive-thru	4,789	52.0%	112
Fast food/drive-in last 6 months: take-out/walk-in	2,450	26.6%	137
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	3,019	32.8%	103
Own e-reader/tablet: iPad	1,223	13.3%	87
Own any portable MP3 player	3,405	36.9%	120
HH owns 1 TV	950	24.6%	120
HH owns 2 TVs	1,105	28.6%	110
HH owns 3 TVs	766	19.8%	93
HH owns 4+ TVs	544	14.1%	74
HH subscribes to cable TV	2,046	52.9%	106
HH subscribes to fiber optic	80	2.1%	27
HH has satellite dish	595	15.4%	61
HH owns DVD/Blu-ray player	2,476	64.0%	106
HH owns camcorder	469	12.1%	87
HH owns portable GPS navigation device	936	24.2%	88
HH purchased video game system in last 12 mos	265	6.8%	86
HH owns Internet video device for TV	278	7.2%	102
Travel (Adults)			
Domestic travel in last 12 months	4,888	53.0%	106
Took 3+ domestic non-business trips in last 12 months	1,360	14.8%	133
Spent on domestic vacations in last 12 months: <\$1,000	1,461	15.9%	148
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	426	4.6%	79
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	312	3.4%	95
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	341	3.7%	95
Spent on domestic vacations in last 12 months: \$3,000+	388	4.2%	76
Domestic travel in the 12 months: used general travel website	398	4.3%	64
Foreign travel in last 3 years	2,511	27.2%	113
Took 3+ foreign trips by plane in last 3 years	258	2.8%	62
Spent on foreign vacations in last 12 months: <\$1,000	277	3.0%	72
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	365	4.0%	121
Spent on foreign vacations in last 12 months: \$3,000+	315	3.4%	69
Foreign travel in last 3 years: used general travel website	659	7.1%	128
Nights spent in hotel/motel in last 12 months: any	4,134	44.9%	110
Took cruise of more than one day in last 3 years	803	8.7%	104
Member of any frequent flyer program	831	9.0%	55
Member of any hotel rewards program	932	10.1%	72

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Demographic Summary		2016	2021
Population		14,710	15,097
Population 18+		12,234	12,545
Households		5,334	5,480
Median Household Income		\$39,043	\$38,301

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	5,960	48.7%	103
Bought any women's clothing in last 12 months	5,464	44.7%	102
Bought clothing for child <13 years in last 6 months	3,166	25.9%	94
Bought any shoes in last 12 months	7,176	58.7%	109
Bought costume jewelry in last 12 months	2,575	21.0%	108
Bought any fine jewelry in last 12 months	2,105	17.2%	94
Bought a watch in last 12 months	1,206	9.9%	89
Automobiles (Households)			
HH owns/leases any vehicle	4,690	87.9%	103
HH bought/leased new vehicle last 12 mo	412	7.7%	82
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	10,596	86.6%	102
Bought/changed motor oil in last 12 months	5,992	49.0%	100
Had tune-up in last 12 months	3,851	31.5%	104
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	7,727	63.2%	97
Drank regular cola in last 6 months	5,525	45.2%	101
Drank beer/ale in last 6 months	5,130	41.9%	98
Cameras (Adults)			
Own digital point & shoot camera	3,795	31.0%	106
Own digital single-lens reflex (SLR) camera	1,236	10.1%	117
Bought any camera in last 12 months	712	5.8%	102
Printed digital photos in last 12 months	376	3.1%	105
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	5,029	41.1%	114
Have a smartphone	8,348	68.2%	116
Have a smartphone: Android phone (any brand)	3,836	31.4%	116
Have a smartphone: Apple iPhone	4,047	33.1%	128
Number of cell phones in household: 1	1,758	33.0%	103
Number of cell phones in household: 2	2,226	41.7%	112
Number of cell phones in household: 3+	1,230	23.1%	91
HH has cell phone only (no landline telephone)	3,238	60.7%	145
Computers (Households)			
HH owns a computer	4,504	84.4%	110
HH owns desktop computer	2,345	44.0%	97
HH owns laptop/notebook	3,353	62.9%	116
HH owns any Apple/Mac brand computer	931	17.5%	116
HH owns any PC/non-Apple brand computer	3,858	72.3%	106
HH purchased most recent computer in a store	2,175	40.8%	108
HH purchased most recent computer online	869	16.3%	125
Spent <\$500 on most recent home computer	980	18.4%	127
Spent \$500-\$999 on most recent home computer	1,116	20.9%	110
Spent \$1,000-\$1,499 on most recent home computer	574	10.8%	114
Spent \$1,500-\$1,999 on most recent home computer	240	4.5%	99
Spent \$2,000+ on most recent home computer	162	3.0%	77

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	6,630	54.2%	107
Bought brewed coffee at convenience store in last 30 days	1,621	13.2%	84
Bought cigarettes at convenience store in last 30 days	1,524	12.5%	100
Bought gas at convenience store in last 30 days	4,955	40.5%	123
Spent at convenience store in last 30 days: <\$20	925	7.6%	93
Spent at convenience store in last 30 days: \$20-\$39	1,243	10.2%	112
Spent at convenience store in last 30 days: \$40-\$50	906	7.4%	97
Spent at convenience store in last 30 days: \$51-\$99	787	6.4%	145
Spent at convenience store in last 30 days: \$100+	2,921	23.9%	104
Entertainment (Adults)			
Attended a movie in last 6 months	8,329	68.1%	114
Went to live theater in last 12 months	1,926	15.7%	121
Went to a bar/night club in last 12 months	2,289	18.7%	112
Dined out in last 12 months	5,786	47.3%	105
Gambled at a casino in last 12 months	1,014	8.3%	60
Visited a theme park in last 12 months	2,371	19.4%	110
Viewed movie (video-on-demand) in last 30 days	1,406	11.5%	68
Viewed TV show (video-on-demand) in last 30 days	1,449	11.8%	92
Watched any pay-per-view TV in last 12 months	923	7.5%	57
Downloaded a movie over the Internet in last 30 days	1,400	11.4%	159
Downloaded any individual song in last 6 months	3,495	28.6%	140
Watched a movie online in the last 30 days	3,537	28.9%	181
Watched a TV program online in last 30 days	3,348	27.4%	183
Played a video/electronic game (console) in last 12 months	2,018	16.5%	158
Played a video/electronic game (portable) in last 12 months	752	6.1%	135
Financial (Adults)			
Have home mortgage (1st)	3,060	25.0%	80
Used ATM/cash machine in last 12 months	6,784	55.5%	113
Own any stock	767	6.3%	82
Own U.S. savings bond	753	6.2%	116
Own shares in mutual fund (stock)	685	5.6%	77
Own shares in mutual fund (bonds)	470	3.8%	79
Have interest checking account	3,242	26.5%	94
Have non-interest checking account	4,083	33.4%	118
Have savings account	7,536	61.6%	114
Have 401K retirement savings plan	1,721	14.1%	97
Own/used any credit/debit card in last 12 months	9,993	81.7%	110
Avg monthly credit card expenditures: <\$111	2,197	18.0%	155
Avg monthly credit card expenditures: \$111-\$225	945	7.7%	112
Avg monthly credit card expenditures: \$226-\$450	645	5.3%	83
Avg monthly credit card expenditures: \$451-\$700	661	5.4%	101
Avg monthly credit card expenditures: \$701-\$1,000	417	3.4%	79
Avg monthly credit card expenditures: \$1,001+	790	6.5%	71
Did banking online in last 12 months	5,442	44.5%	125
Did banking on mobile device in last 12 months	2,764	22.6%	161
Paid bills online in last 12 months	6,027	49.3%	114

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	3,539	66.3%	95
Used bread in last 6 months	4,949	92.8%	99
Used chicken (fresh or frozen) in last 6 months	3,573	67.0%	97
Used turkey (fresh or frozen) in last 6 months	859	16.1%	102
Used fish/seafood (fresh or frozen) in last 6 months	2,806	52.6%	96
Used fresh fruit/vegetables in last 6 months	4,459	83.6%	97
Used fresh milk in last 6 months	4,689	87.9%	100
Used organic food in last 6 months	994	18.6%	95
Health (Adults)			
Exercise at home 2+ times per week	4,453	36.4%	128
Exercise at club 2+ times per week	1,636	13.4%	103
Visited a doctor in last 12 months	8,678	70.9%	94
Used vitamin/dietary supplement in last 6 months	6,122	50.0%	95
Home (Households)			
Any home improvement in last 12 months	1,306	24.5%	91
Used housekeeper/maid/professional HH cleaning service in last 12	588	11.0%	84
Purchased low ticket HH furnishings in last 12 months	776	14.5%	91
Purchased big ticket HH furnishings in last 12 months	1,177	22.1%	106
Bought any small kitchen appliance in last 12 months	1,228	23.0%	104
Bought any large kitchen appliance in last 12 months	580	10.9%	85
Insurance (Adults/Households)			
Currently carry life insurance	4,459	36.4%	85
Carry medical/hospital/accident insurance	7,242	59.2%	90
Carry homeowner insurance	4,543	37.1%	79
Carry renter's insurance	1,160	9.5%	116
Have auto insurance: 1 vehicle in household covered	1,748	32.8%	106
Have auto insurance: 2 vehicles in household covered	1,705	32.0%	112
Have auto insurance: 3+ vehicles in household covered	1,054	19.8%	91
Pets (Households)			
Household owns any pet	2,694	50.5%	94
Household owns any cat	1,184	22.2%	99
Household owns any dog	1,984	37.2%	91
Psychographics (Adults)			
Buying American is important to me	4,692	38.4%	91
Usually buy items on credit rather than wait	1,065	8.7%	74
Usually buy based on quality - not price	1,693	13.8%	77
Price is usually more important than brand name	3,369	27.5%	105
Usually use coupons for brands I buy often	1,868	15.3%	81
Am interested in how to help the environment	1,856	15.2%	93
Usually pay more for environ safe product	1,195	9.8%	76
Usually value green products over convenience	1,181	9.7%	92
Likely to buy a brand that supports a charity	4,323	35.3%	101
Reading (Adults)			
Bought digital book in last 12 months	1,985	16.2%	123
Bought hardcover book in last 12 months	3,114	25.5%	122
Bought paperback book in last 12 month	4,532	37.0%	118
Read any daily newspaper (paper version)	2,454	20.1%	77
Read any digital newspaper in last 30 days	4,999	40.9%	123
Read any magazine (paper/electronic version) in last 6 months	11,508	94.1%	104

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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	9,532	77.9%	104
Went to family restaurant/steak house: 4+ times a month	3,261	26.7%	97
Went to fast food/drive-in restaurant in last 6 months	11,355	92.8%	103
Went to fast food/drive-in restaurant 9+ times/mo	5,111	41.8%	106
Fast food/drive-in last 6 months: eat in	5,239	42.8%	118
Fast food/drive-in last 6 months: home delivery	1,233	10.1%	131
Fast food/drive-in last 6 months: take-out/drive-thru	6,418	52.5%	113
Fast food/drive-in last 6 months: take-out/walk-in	3,060	25.0%	129
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	4,017	32.8%	104
Own e-reader/tablet: iPad	1,646	13.5%	88
Own any portable MP3 player	4,402	36.0%	117
HH owns 1 TV	1,189	22.3%	109
HH owns 2 TVs	1,481	27.8%	107
HH owns 3 TVs	1,113	20.9%	98
HH owns 4+ TVs	856	16.0%	85
HH subscribes to cable TV	2,715	50.9%	102
HH subscribes to fiber optic	135	2.5%	33
HH has satellite dish	1,083	20.3%	80
HH owns DVD/Blu-ray player	3,408	63.9%	106
HH owns camcorder	688	12.9%	92
HH owns portable GPS navigation device	1,388	26.0%	95
HH purchased video game system in last 12 mos	368	6.9%	87
HH owns Internet video device for TV	380	7.1%	101
Travel (Adults)			
Domestic travel in last 12 months	6,497	53.1%	106
Took 3+ domestic non-business trips in last 12 months	1,706	13.9%	126
Spent on domestic vacations in last 12 months: <\$1,000	1,780	14.5%	136
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	605	4.9%	85
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	447	3.7%	102
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	485	4.0%	102
Spent on domestic vacations in last 12 months: \$3,000+	542	4.4%	80
Domestic travel in the 12 months: used general travel website	584	4.8%	71
Foreign travel in last 3 years	3,134	25.6%	106
Took 3+ foreign trips by plane in last 3 years	329	2.7%	60
Spent on foreign vacations in last 12 months: <\$1,000	377	3.1%	74
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	462	3.8%	116
Spent on foreign vacations in last 12 months: \$3,000+	424	3.5%	70
Foreign travel in last 3 years: used general travel website	766	6.3%	112
Nights spent in hotel/motel in last 12 months: any	5,413	44.2%	109
Took cruise of more than one day in last 3 years	1,040	8.5%	101
Member of any frequent flyer program	1,238	10.1%	62
Member of any hotel rewards program	1,399	11.4%	81

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