



# Retail Market Potential

Haysville City, KS  
 Haysville City, KS (2031125)  
 Geography: Place

Prepared by Esri

Demographic Summary		2021	2026
Population		11,172	11,374
Population 18+		8,334	8,453
Households		3,978	4,044
Median Household Income		\$57,611	\$61,611

  

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	4,119	49.4%	101
Bought any women's clothing in last 12 months	3,902	46.8%	104
Bought any shoes in last 12 months	4,377	52.5%	98
Bought costume jewelry in last 12 months	1,382	16.6%	103
Bought any fine jewelry in last 12 months	1,480	17.8%	97
Bought a watch in last 12 months	1,153	13.8%	95
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	3,588	90.2%	104
HH bought/leased new vehicle last 12 months	346	8.7%	96
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	7,468	89.6%	105
Bought/changed motor oil in last 12 months	4,102	49.2%	108
Had tune-up in last 12 months	2,076	24.9%	103
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	5,798	69.6%	98
Drank non-diet (regular) in last 6 months	3,582	43.0%	102
Drank beer/ale in last 6 months	3,362	40.3%	98
<b>Cameras (Adults)</b>			
Own digital point & shoot camera/camcorder	699	8.4%	104
Own digital SLR camera/camcorder	622	7.5%	94
Printed digital photos in last 12 months	1,967	23.6%	107
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	2,756	33.1%	103
Have a smartphone	7,408	88.9%	99
Have a smartphone: Android phone (any brand)	3,827	45.9%	113
Have a smartphone: Apple iPhone	3,500	42.0%	87
Number of cell phones in household: 1	1,113	28.0%	93
Number of cell phones in household: 2	1,603	40.3%	106
Number of cell phones in household: 3+	1,186	29.8%	100
HH has cell phone only (no landline telephone)	2,688	67.6%	105
<b>Computers (Households)</b>			
HH owns a computer	2,949	74.1%	99
HH owns desktop computer	1,387	34.9%	100
HH owns laptop/notebook	2,365	59.5%	101
HH owns any Apple/Mac brand computer	633	15.9%	79
HH owns any PC/non-Apple brand computer	2,521	63.4%	104
HH purchased most recent computer in a store	1,496	37.6%	107
HH purchased most recent computer online	576	14.5%	92
HH spent \$1-\$499 on most recent home computer	660	16.6%	116
HH spent \$500-\$999 on most recent home computer	743	18.7%	113
HH spent \$1,000-\$1,499 on most recent home computer	359	9.0%	88
HH spent \$1,500-\$1,999 on most recent home computer	156	3.9%	79
HH spent \$2,000+ on most recent home computer	142	3.6%	81

**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 2021 and 2026.



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<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	5,585	67.0%	109
Bought brewed coffee at convenience store in last 30 days	1,088	13.1%	104
Bought cigarettes at convenience store in last 30 days	970	11.6%	127
Bought gas at convenience store in last 30 days	3,788	45.5%	124
Spent at convenience store in last 30 days: \$1-19	611	7.3%	105
Spent at convenience store in last 30 days: \$20-\$39	808	9.7%	104
Spent at convenience store in last 30 days: \$40-\$50	680	8.2%	101
Spent at convenience store in last 30 days: \$51-\$99	471	5.7%	102
Spent at convenience store in last 30 days: \$100+	2,253	27.0%	123
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	4,807	57.7%	97
Went to live theater in last 12 months	891	10.7%	86
Went to a bar/night club in last 12 months	1,448	17.4%	98
Dined out in last 12 months	4,355	52.3%	103
Gambled at a casino in last 12 months	985	11.8%	89
Visited a theme park in last 12 months	1,304	15.6%	84
Viewed movie (video-on-demand) in last 30 days	1,162	13.9%	93
Viewed TV show (video-on-demand) in last 30 days	784	9.4%	93
Watched any pay-per-view TV in last 12 months	595	7.1%	96
Downloaded a movie over the Internet in last 30 days	645	7.7%	82
Downloaded any individual song in last 6 months	1,470	17.6%	95
Used internet to watch a movie online in the last 30 days	2,360	28.3%	88
Used internet to watch a TV program online in last 30 days	1,585	19.0%	90
Played a video/electronic game (console) in last 12 months	755	9.1%	95
Played a video/electronic game (portable) in last 12 months	385	4.6%	95
<b>Financial (Adults)</b>			
Have home mortgage (1st)	3,023	36.3%	111
Used ATM/cash machine in last 12 months	4,530	54.4%	101
Own any stock	537	6.4%	78
Own U.S. savings bond	379	4.5%	93
Own shares in mutual fund (stock)	595	7.1%	89
Own shares in mutual fund (bonds)	406	4.9%	94
Have interest checking account	2,663	32.0%	107
Have non-interest checking account	2,652	31.8%	104
Have savings account	5,098	61.2%	103
Have 401K retirement savings plan	1,427	17.1%	98
Own/used any credit/debit card in last 12 months	6,972	83.7%	101
Avg monthly credit card expenditures: \$1-110	1,105	13.3%	117
Avg monthly credit card expenditures: \$111-\$225	676	8.1%	111
Avg monthly credit card expenditures: \$226-\$450	580	7.0%	95
Avg monthly credit card expenditures: \$451-\$700	559	6.7%	98
Avg monthly credit card expenditures: \$701-\$1,000	459	5.5%	87
Did banking online in last 12 months	3,662	43.9%	102
Did banking on mobile device in last 12 months	2,755	33.1%	103
Paid bills online in last 12 months	4,735	56.8%	104

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<b>Grocery (Adults)</b>			
HH used beef (fresh/frozen) in last 6 months	2,876	72.3%	106
HH used bread in last 6 months	3,744	94.1%	100
HH used chicken (fresh or frozen) in last 6 months	2,634	66.2%	100
HH used turkey (fresh or frozen) in last 6 months	549	13.8%	99
HH used fish/seafood (fresh or frozen) in last 6 months	2,048	51.5%	94
HH used fresh fruit/vegetables in last 6 months	3,351	84.2%	100
HH used fresh milk in last 6 months	3,454	86.8%	104
HH used organic food in last 6 months	773	19.4%	81
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	2,474	29.7%	99
Exercise at club 2+ times per week	1,120	13.4%	93
Visited a doctor in last 12 months	6,515	78.2%	101
Used vitamin/dietary supplement in last 6 months	4,412	52.9%	97
<b>Home (Households)</b>			
HH did any home improvement in last 12 months	1,278	32.1%	112
HH used any maid/professional cleaning service in last 12 months	442	11.1%	72
HH purchased low ticket HH furnishings in last 12 months	727	18.3%	102
HH purchased big ticket HH furnishings in last 12 months	920	23.1%	100
HH bought any small kitchen appliance in last 12 months	977	24.6%	105
HH bought any large kitchen appliance in last 12 months	641	16.1%	120
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	4,042	48.5%	110
Carry medical/hospital/accident insurance	6,437	77.2%	103
Carry homeowner/personal property insurance	4,672	56.1%	115
Carry renter's insurance	684	8.2%	89
HH has auto insurance: 1 vehicle in household covered	1,076	27.0%	93
HH has auto insurance: 2 vehicles in household covered	1,228	30.9%	112
HH has auto insurance: 3+ vehicles in household covered	1,037	26.1%	114
<b>Pets (Households)</b>			
Household owns any pet	2,422	60.9%	115
Household owns any cat	1,144	28.8%	125
Household owns any dog	1,869	47.0%	117
<b>Psychographics (Adults)</b>			
Buying American is important to me	3,538	42.5%	117
Usually buy items on credit rather than wait	1,007	12.1%	89
Usually buy based on quality - not price	1,445	17.3%	92
Price is usually more important than brand name	2,530	30.4%	104
Usually use coupons for brands I buy often	1,359	16.3%	104
Am interested in how to help the environment	1,477	17.7%	85
Usually pay more for environ safe product	1,110	13.3%	89
Usually value green products over convenience	841	10.1%	87
Likely to buy a brand that supports a charity	2,896	34.7%	98
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	1,166	14.0%	98
Bought hardcover book in last 12 months	1,744	20.9%	101
Bought paperback book in last 12 month	2,366	28.4%	100
Read any daily newspaper (paper version)	1,154	13.8%	94
Read any digital newspaper in last 30 days	3,398	40.8%	91
Read any magazine (paper/electronic version) in last 6 months	7,499	90.0%	100

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<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	6,295	75.5%	104
Went to family restaurant/steak house: 4+ times a month	2,222	26.7%	108
Went to fast food/drive-in restaurant in last 6 months	7,598	91.2%	101
Went to fast food/drive-in restaurant 9+ times/month	3,448	41.4%	109
Fast food restaurant last 6 months: eat in	2,915	35.0%	108
Fast food restaurant last 6 months: home delivery	832	10.0%	112
Fast food restaurant last 6 months: take-out/drive-thru	4,444	53.3%	111
Fast food restaurant last 6 months: take-out/walk-in	1,628	19.5%	95
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	4,301	51.6%	101
Own any e-reader	922	11.1%	108
Own e-reader/tablet: iPad	2,335	28.0%	91
HH has Internet connectable TV	1,542	38.8%	106
Own any portable MP3 player	1,219	14.6%	101
HH owns 1 TV	717	18.0%	85
HH owns 2 TVs	1,068	26.8%	101
HH owns 3 TVs	865	21.7%	103
HH owns 4+ TVs	786	19.8%	113
HH subscribes to cable TV	1,573	39.5%	100
HH subscribes to fiber optic	138	3.5%	59
HH owns portable GPS navigation device	885	22.2%	116
HH purchased video game system in last 12 months	258	6.5%	79
HH owns any Internet video device for TV	1,368	34.4%	103
<b>Travel (Adults)</b>			
Took domestic trip in continental US last 12 months	4,482	53.8%	100
Took 3+ domestic non-business trips in last 12 months	1,056	12.7%	100
Spent on domestic vacations in last 12 months: \$1-999	944	11.3%	107
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	502	6.0%	93
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	290	3.5%	87
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	383	4.6%	106
Spent on domestic vacations in last 12 months: \$3,000+	511	6.1%	86
Domestic travel in last 12 months: used general travel website	386	4.6%	69
Took foreign trip (including Alaska and Hawaii) in last 3 years	1,974	23.7%	77
Took 3+ foreign trips by plane in last 3 years	345	4.1%	62
Spent on foreign vacations in last 12 months: \$1-999	397	4.8%	88
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	220	2.6%	59
Spent on foreign vacations in last 12 months: \$3,000+	436	5.2%	73
Foreign travel in last 3 years: used general travel website	311	3.7%	59
Nights spent in hotel/motel in last 12 months: any	3,958	47.5%	102
Took cruise of more than one day in last 3 years	801	9.6%	99
Member of any frequent flyer program	1,390	16.7%	81
Member of any hotel rewards program	1,787	21.4%	101

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