



# Retail Market Potential

Yarmouth town  
 Yarmouth town, ME (2300587845)  
 County Subdivision

Demographic Summary	2014	2019
Population	8,308	8,427
Population 18+	6,536	6,721
Households	3,536	3,602
Median Household Income	\$75,333	\$92,475

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	3,404	52.1%	108
Bought any women's clothing in last 12 months	3,108	47.6%	106
Bought clothing for child <13 years in last 6 months	1,684	25.8%	92
Bought any shoes in last 12 months	3,801	58.2%	106
Bought costume jewelry in last 12 months	1,412	21.6%	108
Bought any fine jewelry in last 12 months	1,315	20.1%	104
Bought a watch in last 12 months	876	13.4%	117
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	3,258	92.1%	108
HH bought/leased new vehicle last 12 mo	385	10.9%	126
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	5,990	91.6%	108
Bought/changed motor oil in last 12 months	3,111	47.6%	96
Had tune-up in last 12 months	2,155	33.0%	109
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	4,201	64.3%	98
Drank regular cola in last 6 months	2,616	40.0%	87
Drank beer/ale in last 6 months	3,224	49.3%	117
<b>Cameras (Adults)</b>			
Own digital point & shoot camera	2,666	40.8%	126
Own digital single-lens reflex (SLR) camera	783	12.0%	139
Bought any camera in last 12 months	532	8.1%	113
Bought memory card for camera in last 12 months	477	7.3%	127
Printed digital photos in last 12 months	198	3.0%	90
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	2,387	36.5%	100
Have a smartphone	3,429	52.5%	108
Have an iPhone	1,593	24.4%	131
Number of cell phones in household: 1	1,094	30.9%	96
Number of cell phones in household: 2	1,376	38.9%	105
Number of cell phones in household: 3+	921	26.0%	104
HH has cell phone only (no landline telephone)	1,080	30.5%	81
<b>Computers (Households)</b>			
HH owns a computer	3,062	86.6%	113
HH owns desktop computer	2,015	57.0%	117
HH owns laptop/notebook	2,140	60.5%	118
Spent <\$500 on most recent home computer	464	13.1%	93
Spent \$500-\$999 on most recent home computer	855	24.2%	119
Spent \$1,000-\$1,499 on most recent home computer	455	12.9%	129
Spent \$1,500-\$1,999 on most recent home computer	224	6.3%	138
Spent \$2,000+ on most recent home computer	212	6.0%	156

**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 2014 and 2019.



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<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 mos	4,149	63.5%	105
Bought brewed coffee at convenience store in last 30 days	1,138	17.4%	113
Bought cigarettes at convenience store in last 30 days	679	10.4%	79
Bought gas at convenience store in last 30 days	2,291	35.1%	106
Spent at convenience store in last 30 days: <\$20	639	9.8%	119
Spent at convenience store in last 30 days: \$20-\$39	627	9.6%	105
Spent at convenience store in last 30 days: \$40-\$50	502	7.7%	100
Spent at convenience store in last 30 days: \$51-\$99	285	4.4%	96
Spent at convenience store in last 30 days: \$100+	1,526	23.3%	101
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	4,522	69.2%	115
Went to live theater in last 12 months	1,198	18.3%	146
Went to a bar/night club in last 12 months	1,414	21.6%	127
Dined out in last 12 months	3,740	57.2%	127
Gambled at a casino in last 12 months	1,030	15.8%	107
Visited a theme park in last 12 months	1,291	19.8%	110
Viewed movie (video-on-demand) in last 30 days	1,354	20.7%	133
Viewed TV show (video-on-demand) in last 30 days	1,114	17.0%	139
Watched any pay-per-view TV in last 12 months	1,072	16.4%	125
Downloaded a movie over the Internet in last 30 days	483	7.4%	112
Downloaded any individual song in last 6 months	1,681	25.7%	125
Watched a movie online in the last 30 days	1,038	15.9%	117
Watched a TV program online in last 30 days	1,093	16.7%	124
Played a video/electronic game (console) in last 12 months	736	11.3%	99
Played a video/electronic game (portable) in last 12 months	290	4.4%	99
<b>Financial (Adults)</b>			
Have home mortgage (1st)	2,770	42.4%	134
Used ATM/cash machine in last 12 months	3,690	56.5%	116
Own any stock	808	12.4%	158
Own U.S. savings bond	549	8.4%	146
Own shares in mutual fund (stock)	880	13.5%	179
Own shares in mutual fund (bonds)	569	8.7%	177
Have interest checking account	2,457	37.6%	130
Have non-interest checking account	2,119	32.4%	115
Have savings account	4,326	66.2%	124
Have 401K retirement savings plan	1,243	19.0%	129
Own/used any credit/debit card in last 12 months	5,594	85.6%	116
Avg monthly credit card expenditures: <\$111	799	12.2%	103
Avg monthly credit card expenditures: \$111-\$225	510	7.8%	120
Avg monthly credit card expenditures: \$226-\$450	482	7.4%	116
Avg monthly credit card expenditures: \$451-\$700	504	7.7%	142
Avg monthly credit card expenditures: \$701-\$1,000	446	6.8%	157
Avg monthly credit card expenditures: \$1,001+	950	14.5%	158
Did banking online in last 12 months	3,125	47.8%	136
Did banking on mobile device in last 12 months	768	11.8%	113
Paid bills online in last 12 months	3,354	51.3%	123

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<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	4,770	73.0%	102
Used bread in last 6 months	6,262	95.8%	101
Used chicken (fresh or frozen) in last 6 mos	4,713	72.1%	101
Used turkey (fresh or frozen) in last 6 mos	1,162	17.8%	97
Used fish/seafood (fresh or frozen) in last 6 months	3,722	56.9%	102
Used fresh fruit/vegetables in last 6 months	5,867	89.8%	103
Used fresh milk in last 6 months	5,964	91.2%	101
Used organic food in last 6 months	1,539	23.5%	120
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	2,209	33.8%	118
Exercise at club 2+ times per week	1,183	18.1%	140
Visited a doctor in last 12 months	5,273	80.7%	107
Used vitamin/dietary supplement in last 6 months	3,825	58.5%	109
<b>Home (Households)</b>			
Any home improvement in last 12 months	1,205	34.1%	123
Used housekeeper/maid/professional HH cleaning service in last 12	681	19.3%	147
Purchased low ticket HH furnishings in last 12 months	667	18.9%	121
Purchased big ticket HH furnishings in last 12 months	849	24.0%	114
Purchased bedding/bath goods in last 12 months	1,986	56.2%	105
Purchased cooking/serving product in last 12 months	902	25.5%	105
Bought any small kitchen appliance in last 12 months	856	24.2%	109
Bought any large kitchen appliance in last 12 months	482	13.6%	106
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	3,365	51.5%	119
Carry medical/hospital/accident insurance	4,808	73.6%	114
Carry homeowner insurance	3,964	60.6%	127
Carry renter's insurance	582	8.9%	120
Have auto insurance: 1 vehicle in household covered	1,045	29.6%	94
Have auto insurance: 2 vehicles in household covered	1,183	33.5%	119
Have auto insurance: 3+ vehicles in household covered	911	25.8%	117
<b>Pets (Households)</b>			
Household owns any pet	2,048	57.9%	109
Household owns any cat	892	25.2%	111
Household owns any dog	1,488	42.1%	106
<b>Psychographics (Adults)</b>			
Buying American is important to me	2,796	42.8%	100
Usually buy items on credit rather than wait	738	11.3%	99
Usually buy based on quality - not price	1,057	16.2%	90
Price is usually more important than brand name	1,648	25.2%	92
Usually use coupons for brands I buy often	1,313	20.1%	107
Am interested in how to help the environment	1,093	16.7%	100
Usually pay more for environ safe product	875	13.4%	106
Usually value green products over convenience	611	9.3%	92
Likely to buy a brand that supports a charity	2,282	34.9%	102
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	930	14.2%	128
Bought hardcover book in last 12 months	1,880	28.8%	128
Bought paperback book in last 12 month	2,824	43.2%	128
Read any daily newspaper (paper version)	2,499	38.2%	136
Read any digital newspaper in last 30 days	2,681	41.0%	131
Read any magazine (paper/electronic version) in last 6 months	6,217	95.1%	105

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<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	5,317	81.3%	108
Went to family restaurant/steak house: 4+ times a month	2,091	32.0%	111
Went to fast food/drive-in restaurant in last 6 months	5,984	91.6%	101
Went to fast food/drive-in restaurant 9+ times/mo	2,730	41.8%	103
Fast food/drive-in last 6 months: eat in	2,411	36.9%	101
Fast food/drive-in last 6 months: home delivery	580	8.9%	113
Fast food/drive-in last 6 months: take-out/drive-thru	3,217	49.2%	105
Fast food/drive-in last 6 months: take-out/walk-in	1,368	20.9%	107
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any e-reader/tablet	1,840	28.2%	133
Own any portable MP3 player	2,555	39.1%	117
HH owns 1 TV	630	17.8%	88
HH owns 2 TVs	945	26.7%	101
HH owns 3 TVs	788	22.3%	104
HH owns 4+ TVs	825	23.3%	118
HH subscribes to cable TV	2,160	61.1%	120
HH subscribes to fiber optic	289	8.2%	123
HH has satellite dish	659	18.6%	73
HH owns DVD/Blu-ray player	2,391	67.6%	109
HH owns camcorder	651	18.4%	118
HH owns portable GPS navigation device	1,223	34.6%	125
HH purchased video game system in last 12 mos	236	6.7%	72
HH owns Internet video device for TV	219	6.2%	142
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	4,339	66.4%	132
Took 3+ domestic non-business trips in last 12 months	1,183	18.1%	145
Spent on domestic vacations in last 12 months: <\$1,000	893	13.7%	122
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	468	7.2%	119
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	391	6.0%	170
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	318	4.9%	127
Spent on domestic vacations in last 12 months: \$3,000+	550	8.4%	155
Domestic travel in the 12 months: used general travel website	654	10.0%	142
Foreign travel in last 3 years	2,229	34.1%	144
Took 3+ foreign trips by plane in last 3 years	472	7.2%	165
Spent on foreign vacations in last 12 months: <\$1,000	369	5.6%	134
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	328	5.0%	165
Spent on foreign vacations in last 12 months: \$3,000+	493	7.5%	153
Foreign travel in last 3 years: used general travel website	482	7.4%	135
Nights spent in hotel/motel in last 12 mo: any	3,559	54.5%	132
Took cruise of more than one day in last 3 years	816	12.5%	143
Member of any frequent flyer program	1,761	26.9%	162
Member of any hotel rewards program	1,371	21.0%	149

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