



# Retail Market Potential

Bonner Springs City, KS  
 Bonner Springs City, KS (2007975)  
 Geography: Place

Prepared by Sean Pederson

<b>Demographic Summary</b>		<b>2017</b>	<b>2022</b>
Population		8,069	8,530
Population 18+		6,123	6,493
Households		3,081	3,247
Median Household Income		\$56,188	\$64,692

  

<b>Product/Consumer Behavior</b>	<b>Expected Number of Adults/HHs</b>	<b>Percent of Adults/HHs</b>	<b>MPI</b>
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	2,975	48.6%	102
Bought any women's clothing in last 12 months	2,737	44.7%	103
Bought clothing for child <13 years in last 6 months	1,760	28.7%	105
Bought any shoes in last 12 months	3,259	53.2%	99
Bought costume jewelry in last 12 months	1,226	20.0%	105
Bought any fine jewelry in last 12 months	1,108	18.1%	100
Bought a watch in last 12 months	972	15.9%	104
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	2,766	89.8%	105
HH bought/leased new vehicle last 12 mo	271	8.8%	89
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	5,535	90.4%	106
Bought/changed motor oil in last 12 months	3,409	55.7%	115
Had tune-up in last 12 months	1,742	28.5%	99
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	3,882	63.4%	95
Drank regular cola in last 6 months	2,742	44.8%	102
Drank beer/ale in last 6 months	2,539	41.5%	98
<b>Cameras (Adults)</b>			
Own digital point & shoot camera/camcorder	1,441	23.5%	111
Own digital SLR camera/camcorder	595	9.7%	117
Printed digital photos in last 12 months	839	13.7%	99
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	2,141	35.0%	97
Have a smartphone	3,992	65.2%	97
Have a smartphone: Android phone (any brand)	2,043	33.4%	105
Have a smartphone: Apple iPhone	1,684	27.5%	90
Number of cell phones in household: 1	976	31.7%	99
Number of cell phones in household: 2	1,246	40.4%	107
Number of cell phones in household: 3+	736	23.9%	92
HH has cell phone only (no landline telephone)	1,468	47.6%	105
<b>Computers (Households)</b>			
HH owns a computer	2,368	76.9%	101
HH owns desktop computer	1,342	43.6%	102
HH owns laptop/notebook	1,674	54.3%	98
HH owns any Apple/Mac brand computer	339	11.0%	71
HH owns any PC/non-Apple brand computer	2,138	69.4%	105
HH purchased most recent computer in a store	1,215	39.4%	106
HH purchased most recent computer online	407	13.2%	101
Spent <\$500 on most recent home computer	549	17.8%	116
Spent \$500-\$999 on most recent home computer	620	20.1%	110
Spent \$1,000-\$1,499 on most recent home computer	285	9.3%	102
Spent \$1,500-\$1,999 on most recent home computer	107	3.5%	81
Spent \$2,000+ on most recent home computer	86	2.8%	78

**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 2017 and 2022.



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<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 mos	3,169	51.8%	104
Bought brewed coffee at convenience store in last 30 days	1,030	16.8%	108
Bought cigarettes at convenience store in last 30 days	962	15.7%	130
Bought gas at convenience store in last 30 days	2,465	40.3%	119
Spent at convenience store in last 30 days: <\$20	431	7.0%	89
Spent at convenience store in last 30 days: \$20-\$39	556	9.1%	99
Spent at convenience store in last 30 days: \$40-\$50	481	7.9%	104
Spent at convenience store in last 30 days: \$51-\$99	229	3.7%	80
Spent at convenience store in last 30 days: \$100+	1,816	29.7%	126
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	3,548	57.9%	98
Went to live theater in last 12 months	770	12.6%	97
Went to a bar/night club in last 12 months	1,199	19.6%	117
Dined out in last 12 months	2,807	45.8%	102
Gambled at a casino in last 12 months	853	13.9%	101
Visited a theme park in last 12 months	1,062	17.3%	97
Viewed movie (video-on-demand) in last 30 days	1,040	17.0%	93
Viewed TV show (video-on-demand) in last 30 days	770	12.6%	96
Watched any pay-per-view TV in last 12 months	685	11.2%	90
Downloaded a movie over the Internet in last 30 days	412	6.7%	81
Downloaded any individual song in last 6 months	1,456	23.8%	112
Watched a movie online in the last 30 days	959	15.7%	83
Watched a TV program online in last 30 days	848	13.8%	82
Played a video/electronic game (console) in last 12 months	618	10.1%	102
Played a video/electronic game (portable) in last 12 months	258	4.2%	94
<b>Financial (Adults)</b>			
Have home mortgage (1st)	2,092	34.2%	112
Used ATM/cash machine in last 12 months	3,044	49.7%	100
Own any stock	354	5.8%	80
Own U.S. savings bond	340	5.6%	108
Own shares in mutual fund (stock)	364	5.9%	81
Own shares in mutual fund (bonds)	226	3.7%	73
Have interest checking account	1,702	27.8%	102
Have non-interest checking account	2,048	33.4%	114
Have savings account	3,426	56.0%	103
Have 401K retirement savings plan	979	16.0%	109
Own/used any credit/debit card in last 12 months	4,714	77.0%	102
Avg monthly credit card expenditures: <\$111	851	13.9%	116
Avg monthly credit card expenditures: \$111-\$225	492	8.0%	113
Avg monthly credit card expenditures: \$226-\$450	401	6.5%	99
Avg monthly credit card expenditures: \$451-\$700	338	5.5%	104
Avg monthly credit card expenditures: \$701-\$1,000	268	4.4%	95
Avg monthly credit card expenditures: \$1,001+	415	6.8%	73
Did banking online in last 12 months	2,349	38.4%	105
Did banking on mobile device in last 12 months	1,091	17.8%	103
Paid bills online in last 12 months	2,813	45.9%	103

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<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	2,244	72.8%	105
Used bread in last 6 months	2,927	95.0%	101
Used chicken (fresh or frozen) in last 6 months	2,142	69.5%	101
Used turkey (fresh or frozen) in last 6 months	559	18.1%	114
Used fish/seafood (fresh or frozen) in last 6 months	1,681	54.6%	100
Used fresh fruit/vegetables in last 6 months	2,649	86.0%	99
Used fresh milk in last 6 months	2,686	87.2%	100
Used organic food in last 6 months	529	17.2%	83
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	1,843	30.1%	104
Exercise at club 2+ times per week	662	10.8%	81
Visited a doctor in last 12 months	4,659	76.1%	101
Used vitamin/dietary supplement in last 6 months	3,183	52.0%	99
<b>Home (Households)</b>			
Any home improvement in last 12 months	1,020	33.1%	122
Used housekeeper/maid/professional HH cleaning service in last 12	318	10.3%	77
Purchased low ticket HH furnishings in last 12 months	540	17.5%	108
Purchased big ticket HH furnishings in last 12 months	713	23.1%	108
Bought any small kitchen appliance in last 12 months	688	22.3%	101
Bought any large kitchen appliance in last 12 months	448	14.5%	115
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	2,979	48.7%	112
Carry medical/hospital/accident insurance	4,334	70.8%	102
Carry homeowner insurance	3,314	54.1%	115
Carry renter's insurance	453	7.4%	85
Have auto insurance: 1 vehicle in household covered	941	30.5%	98
Have auto insurance: 2 vehicles in household covered	965	31.3%	110
Have auto insurance: 3+ vehicles in household covered	740	24.0%	111
<b>Pets (Households)</b>			
Household owns any pet	1,873	60.8%	112
Household owns any cat	787	25.5%	113
Household owns any dog	1,447	47.0%	114
<b>Psychographics (Adults)</b>			
Buying American is important to me	2,934	47.9%	115
Usually buy items on credit rather than wait	640	10.5%	85
Usually buy based on quality - not price	1,064	17.4%	95
Price is usually more important than brand name	1,690	27.6%	104
Usually use coupons for brands I buy often	1,140	18.6%	102
Am interested in how to help the environment	912	14.9%	90
Usually pay more for environ safe product	689	11.3%	84
Usually value green products over convenience	588	9.6%	89
Likely to buy a brand that supports a charity	2,295	37.5%	107
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	934	15.3%	108
Bought hardcover book in last 12 months	1,268	20.7%	101
Bought paperback book in last 12 month	1,944	31.7%	106
Read any daily newspaper (paper version)	1,562	25.5%	106
Read any digital newspaper in last 30 days	2,070	33.8%	99
Read any magazine (paper/electronic version) in last 6 months	5,584	91.2%	101

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<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	4,694	76.7%	102
Went to family restaurant/steak house: 4+ times a month	1,725	28.2%	103
Went to fast food/drive-in restaurant in last 6 months	5,622	91.8%	102
Went to fast food/drive-in restaurant 9+ times/mo	2,652	43.3%	110
Fast food/drive-in last 6 months: eat in	2,273	37.1%	102
Fast food/drive-in last 6 months: home delivery	513	8.4%	109
Fast food/drive-in last 6 months: take-out/drive-thru	3,186	52.0%	113
Fast food/drive-in last 6 months: take-out/walk-in	1,115	18.2%	90
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	1,955	31.9%	95
Own any e-reader	518	8.5%	98
Own e-reader/tablet: iPad	1,049	17.1%	83
HH has Internet connectable TV	628	20.4%	101
Own any portable MP3 player	1,752	28.6%	102
HH owns 1 TV	537	17.4%	84
HH owns 2 TVs	796	25.8%	99
HH owns 3 TVs	697	22.6%	105
HH owns 4+ TVs	674	21.9%	120
HH subscribes to cable TV	1,545	50.1%	105
HH subscribes to fiber optic	238	7.7%	97
HH owns portable GPS navigation device	954	31.0%	114
HH purchased video game system in last 12 mos	216	7.0%	91
HH owns Internet video device for TV	274	8.9%	80
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	3,050	49.8%	98
Took 3+ domestic non-business trips in last 12 months	645	10.5%	94
Spent on domestic vacations in last 12 months: <\$1,000	620	10.1%	97
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	401	6.5%	115
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	262	4.3%	116
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	207	3.4%	89
Spent on domestic vacations in last 12 months: \$3,000+	273	4.5%	78
Domestic travel in the 12 months: used general travel website	337	5.5%	79
Foreign travel in last 3 years	1,050	17.1%	71
Took 3+ foreign trips by plane in last 3 years	133	2.2%	49
Spent on foreign vacations in last 12 months: <\$1,000	170	2.8%	65
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	163	2.7%	76
Spent on foreign vacations in last 12 months: \$3,000+	196	3.2%	64
Foreign travel in last 3 years: used general travel website	234	3.8%	67
Nights spent in hotel/motel in last 12 months: any	2,568	41.9%	101
Took cruise of more than one day in last 3 years	361	5.9%	74
Member of any frequent flyer program	660	10.8%	66
Member of any hotel rewards program	802	13.1%	88

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