



# Retail Market Potential

Giddings Texas  
78942, Giddings, Texas  
Ring: 5 miles radius

Latitude: 30.18163  
Longitude: -96.93608

Demographic Summary	2013	2018
Population	7,573	7,675
Population 18+	5,396	5,513
Households	2,503	2,545
Median Household Income	\$39,321	\$44,512

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	2,586	47.9%	97
Bought any women's clothing in last 12 months	2,337	43.3%	95
Bought clothing for child <13 years in last 6 months	1,938	35.9%	121
Bought any shoes in last 12 months	2,905	53.8%	98
Bought costume jewelry in last 12 months	1,119	20.7%	104
Bought any fine jewelry in last 12 months	1,042	19.3%	97
Bought a watch in last 12 months	590	10.9%	96
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	2,156	86.1%	101
HH bought/leased new vehicle last 12 mo	142	5.7%	72
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	4,735	87.8%	103
Bought/changed motor oil in last 12 months	3,048	56.5%	112
Had tune-up in last 12 months	1,794	33.2%	105
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	3,454	64.0%	100
Drank regular cola in last 6 months	2,911	53.9%	116
Drank beer/ale in last 6 months	2,088	38.7%	91
<b>Cameras (Adults)</b>			
Own digital point & shoot camera	1,749	32.4%	93
Own digital single-lens reflex (SLR) camera	395	7.3%	88
Bought any camera in last 12 months	481	8.9%	102
Bought memory card for camera in last 12 months	354	6.6%	100
Printed digital photos in last 12 months	224	4.2%	95
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	2,172	40.3%	108
Have a smartphone	1,900	35.2%	96
Have an iPhone	483	9.0%	77
Number of cell phones in household: 1	749	29.9%	94
Number of cell phones in household: 2	880	35.2%	98
Number of cell phones in household: 3+	672	26.8%	109
HH has cell phone only (no landline telephone)	954	38.1%	113
<b>Computers (Households)</b>			
HH owns a computer	1,823	72.8%	96
HH owns desktop computer	1,276	51.0%	98
HH owns laptop/notebook/tablet	1,061	42.4%	89
Spent <\$500 on most recent home computer	345	13.8%	105
Spent \$500-\$999 on most recent home computer	471	18.8%	91
Spent \$1,000-\$1,499 on most recent home computer	213	8.5%	79
Spent \$1,500-\$1,999 on most recent home computer	87	3.5%	70
Spent \$2,000+ on most recent home computer	70	2.8%	72

**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 2013 and 2018.



# Retail Market Potential

Giddings Texas  
78942, Giddings, Texas  
Ring: 5 miles radius

Latitude: 30.18163  
Longitude: -96.93608

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Bought brewed coffee at convenience store in last 30 days	876	16.2%	103
Bought cigarettes at convenience store in last 30 days	739	13.7%	102
Bought gas at convenience store in last 30 days	1,919	35.6%	107
Spent at convenience store in last 30 days: <\$11	320	5.9%	85
Spent at convenience store in last 30 days: \$11-\$19	101	1.9%	96
Spent at convenience store in last 30 days: \$20-\$39	608	11.3%	121
Spent at convenience store in last 30 days: \$40-\$50	402	7.4%	98
Spent at convenience store in last 30 days: \$51-\$99	278	5.2%	104
Spent at convenience store in last 30 days: \$100+	1,370	25.4%	111
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	3,182	59.0%	97
Went to live theater in last 12 months	517	9.6%	79
Went to a bar/night club in last 12 months	904	16.8%	93
Dined out in last 12 months	2,234	41.4%	90
Gambled at a casino in last 12 months	825	15.3%	98
Visited a theme park in last 12 months	915	17.0%	93
Viewed movie (video-on-demand) in last 30 days	576	10.7%	69
Viewed TV show (video-on-demand) in last 30 days	350	6.5%	62
Watched any pay-per-view TV in last 12 months	736	13.6%	97
Downloaded a movie over the Internet in last 30 days	299	5.5%	94
Downloaded any individual song in last 6 months	1,054	19.5%	95
Watched a movie online in the last 30 days	556	10.3%	92
Watched a TV program online in last 30 days	481	8.9%	72
Played a video/electronic game (console) in last 12 months	700	13.0%	110
Played a video/electronic game (portable) in last 12 months	287	5.3%	115
<b>Financial (Adults)</b>			
Have home mortgage (1st)	1,452	26.9%	84
Used ATM/cash machine in last 12 months	2,276	42.2%	88
Own any stock	284	5.3%	64
Own U.S. savings bond	273	5.1%	81
Own shares in mutual fund (stock)	254	4.7%	58
Own shares in mutual fund (bonds)	177	3.3%	63
Have interest checking account	1,258	23.3%	80
Have non-interest checking account	1,561	28.9%	101
Have savings account	2,637	48.9%	92
Have 401K retirement savings plan	581	10.8%	73
Own/used any credit/debit card in last 12 months	3,766	69.8%	96
Avg monthly credit card expenditures: <\$111	727	13.5%	108
Avg monthly credit card expenditures: \$111-\$225	347	6.4%	99
Avg monthly credit card expenditures: \$226-\$450	218	4.0%	66
Avg monthly credit card expenditures: \$451-\$700	214	4.0%	75
Avg monthly credit card expenditures: \$701-\$1,000	177	3.3%	73
Avg monthly credit card expenditures: \$1,001+	237	4.4%	48
Did banking online in last 12 months	1,555	28.8%	84
Did banking on mobile device in last 12 months	406	7.5%	104
Paid bills online in last 12 months	1,981	36.7%	92

**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 2013 and 2018.



# Retail Market Potential

Giddings Texas  
78942, Giddings, Texas  
Ring: 5 miles radius

Latitude: 30.18163  
Longitude: -96.93608

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	4,052	75.1%	104
Used bread in last 6 months	5,192	96.2%	101
Used chicken/turkey (fresh or frozen) in last 6 months	4,319	80.0%	99
Used fish/seafood (fresh or frozen) in last 6 months	2,959	54.8%	99
Used fresh fruit/vegetables in last 6 months	4,690	86.9%	100
Used fresh milk in last 6 months	4,941	91.6%	102
Used organic food in last 6 months	956	17.7%	93
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	1,423	26.4%	97
Exercise at club 2+ times per week	462	8.6%	65
Visited a doctor in last 12 months	3,865	71.6%	95
Used vitamin/dietary supplement in last 6 months	2,592	48.0%	90
<b>Home (Households)</b>			
Any home improvement in last 12 months	688	27.5%	97
Used housekeeper/maid/professional HH cleaning service in last 12	270	10.8%	81
Purchased low ticket HH furnishings in last 12 months	391	15.6%	100
Purchased big ticket HH furnishings in last 12 months	489	19.5%	92
Purchased bedding/bath goods in last 12 months	1,325	52.9%	99
Purchased cooking/serving product in last 12 months	618	24.7%	101
Bought any small kitchen appliance in last 12 months	559	22.3%	102
Bought any large kitchen appliance in last 12 months	292	11.7%	92
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	2,016	37.4%	85
Carry medical/hospital/accident insurance	3,211	59.5%	93
Carry homeowner insurance	2,222	41.2%	85
Have auto insurance: 1 vehicle in household covered	785	31.4%	101
Have auto insurance: 2 vehicles in household covered	676	27.0%	97
Have auto insurance: 3+ vehicles in household covered	541	21.6%	98
<b>Pets (Households)</b>			
Household owns any pet	1,429	57.1%	108
Household owns any cat	563	22.5%	98
Household owns any dog	1,158	46.3%	118
<b>Psychographics (Adults)</b>			
Buying American is important to me	2,257	41.8%	101
Usually buy items on credit rather than wait	575	10.7%	92
Usually buy based on quality - not price	958	17.8%	98
Price is usually more important than brand name	1,501	27.8%	103
Usually use coupons for brands I buy often	1,000	18.5%	99
Am interested in how to help the environment	1,018	18.9%	108
Usually pay more for environ safe product	684	12.7%	101
Usually value green products over convenience	513	9.5%	96
Likely to buy a brand that supports a charity	1,701	31.5%	94
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	246	4.6%	65
Bought hardcover book in last 12 months	1,223	22.7%	90
Bought paperback book in last 12 month	1,816	33.7%	93
Read newspaper using e-reader/tablet in last 6 months	75	1.4%	55
Read book using e-reader/tablet in last 6 months	216	4.0%	56
Read any daily newspaper (paper version)	1,516	28.1%	88
Read any magazine (paper/electronic version) in last 6 months	4,847	89.8%	99

**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 2013 and 2018.



# Retail Market Potential

Giddings Texas  
78942, Giddings, Texas  
Ring: 5 miles radius

Latitude: 30.18163  
Longitude: -96.93608

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	4,001	74.1%	98
Went to family restaurant/steak house: 4+ times a month	1,520	28.2%	95
Went to fast food/drive-in restaurant in last 6 months	4,884	90.5%	101
Went to fast food/drive-in restaurant 9+ times/mo	2,292	42.5%	105
Fast food/drive-in last 6 months: eat in	2,038	37.8%	104
Fast food/drive-in last 6 months: home delivery	362	6.7%	86
Fast food/drive-in last 6 months: take-out/drive-thru	2,710	50.2%	107
Fast food/drive-in last 6 months: take-out/walk-in	976	18.1%	93
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any e-reader/tablet (such as Kindle or iPad)	317	5.9%	60
Own any portable MP3 player	1,735	32.2%	96
HH owns 1 TV	464	18.5%	93
HH owns 2 TVs	686	27.4%	105
HH owns 3 TVs	593	23.7%	109
HH owns 4+ TVs	426	17.0%	84
HH subscribes to cable TV	1,106	44.2%	80
HH subscribes to fiber optic	86	3.4%	56
HH has satellite dish	819	32.7%	128
HH owns DVD/Blu-ray player	1,495	59.7%	96
HH owns camcorder	397	15.9%	92
HH owns portable GPS navigation device	516	20.6%	79
HH owns video game system	1,157	46.2%	106
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	2,276	42.2%	83
Took 3+ domestic non-business trips in last 12 months	568	10.5%	84
Spent on domestic vacations in last 12 months: <\$1,000	506	9.4%	81
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	290	5.4%	91
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	128	2.4%	62
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	135	2.5%	62
Spent on domestic vacations in last 12 months: \$3,000+	203	3.8%	67
Domestic travel in the 12 months: used general travel website	285	5.3%	68
Foreign travel in last 3 years	1,026	19.0%	77
Took 3+ foreign trips by plane in last 3 years	135	2.5%	56
Spent on foreign vacations in last 12 months: <\$1,000	214	4.0%	81
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	117	2.2%	63
Spent on foreign vacations in last 12 months: \$3,000+	157	2.9%	61
Foreign travel in last 3 years: used general travel website	275	5.1%	84
Stayed 1+ nights at hotel/motel in last 12 months	1,929	35.7%	85
Took cruise of more than one day in last 3 years	331	6.1%	70
Member of any frequent flyer program	535	9.9%	59
Member of any hotel rewards program	441	8.2%	61

**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 2013 and 2018.



# Retail Market Potential

Giddings Texas  
78942, Giddings, Texas  
Ring: 15 miles radius

Latitude: 30.18163  
Longitude: -96.93608

Demographic Summary	2013	2018
Population	16,206	16,580
Population 18+	12,343	12,749
Households	6,105	6,268
Median Household Income	\$44,492	\$52,005

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	6,077	49.2%	100
Bought any women's clothing in last 12 months	5,536	44.9%	99
Bought clothing for child <13 years in last 6 months	3,683	29.8%	101
Bought any shoes in last 12 months	6,599	53.5%	97
Bought costume jewelry in last 12 months	2,330	18.9%	94
Bought any fine jewelry in last 12 months	2,284	18.5%	93
Bought a watch in last 12 months	1,235	10.0%	88
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	5,474	89.7%	105
HH bought/leased new vehicle last 12 mo	398	6.5%	83
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	11,081	89.8%	105
Bought/changed motor oil in last 12 months	7,465	60.5%	120
Had tune-up in last 12 months	3,833	31.1%	98
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	7,150	57.9%	91
Drank regular cola in last 6 months	6,167	50.0%	107
Drank beer/ale in last 6 months	4,777	38.7%	91
<b>Cameras (Adults)</b>			
Own digital point & shoot camera	4,116	33.3%	96
Own digital single-lens reflex (SLR) camera	910	7.4%	89
Bought any camera in last 12 months	1,132	9.2%	105
Bought memory card for camera in last 12 months	860	7.0%	106
Printed digital photos in last 12 months	560	4.5%	103
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	4,508	36.5%	98
Have a smartphone	3,308	26.8%	73
Have an iPhone	873	7.1%	60
Number of cell phones in household: 1	1,953	32.0%	100
Number of cell phones in household: 2	2,111	34.6%	96
Number of cell phones in household: 3+	1,346	22.0%	89
HH has cell phone only (no landline telephone)	1,926	31.5%	94
<b>Computers (Households)</b>			
HH owns a computer	4,313	70.6%	93
HH owns desktop computer	3,078	50.4%	97
HH owns laptop/notebook/tablet	2,413	39.5%	83
Spent <\$500 on most recent home computer	853	14.0%	106
Spent \$500-\$999 on most recent home computer	1,202	19.7%	95
Spent \$1,000-\$1,499 on most recent home computer	540	8.8%	82
Spent \$1,500-\$1,999 on most recent home computer	226	3.7%	74
Spent \$2,000+ on most recent home computer	152	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 2013 and 2018.



# Retail Market Potential

Giddings Texas  
78942, Giddings, Texas  
Ring: 15 miles radius

Latitude: 30.18163  
Longitude: -96.93608

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Bought brewed coffee at convenience store in last 30 days	1,996	16.2%	103
Bought cigarettes at convenience store in last 30 days	1,826	14.8%	111
Bought gas at convenience store in last 30 days	4,748	38.5%	116
Spent at convenience store in last 30 days: <\$11	748	6.1%	86
Spent at convenience store in last 30 days: \$11-\$19	234	1.9%	98
Spent at convenience store in last 30 days: \$20-\$39	1,234	10.0%	107
Spent at convenience store in last 30 days: \$40-\$50	866	7.0%	92
Spent at convenience store in last 30 days: \$51-\$99	596	4.8%	97
Spent at convenience store in last 30 days: \$100+	3,460	28.0%	122
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	6,517	52.8%	87
Went to live theater in last 12 months	1,186	9.6%	79
Went to a bar/night club in last 12 months	1,939	15.7%	88
Dined out in last 12 months	5,535	44.8%	97
Gambled at a casino in last 12 months	1,636	13.3%	85
Visited a theme park in last 12 months	1,752	14.2%	78
Viewed movie (video-on-demand) in last 30 days	1,016	8.2%	53
Viewed TV show (video-on-demand) in last 30 days	642	5.2%	50
Watched any pay-per-view TV in last 12 months	1,660	13.4%	95
Downloaded a movie over the Internet in last 30 days	513	4.2%	70
Downloaded any individual song in last 6 months	1,968	15.9%	78
Watched a movie online in the last 30 days	948	7.7%	68
Watched a TV program online in last 30 days	965	7.8%	63
Played a video/electronic game (console) in last 12 months	1,371	11.1%	94
Played a video/electronic game (portable) in last 12 months	514	4.2%	90
<b>Financial (Adults)</b>			
Have home mortgage (1st)	3,541	28.7%	89
Used ATM/cash machine in last 12 months	4,983	40.4%	84
Own any stock	814	6.6%	80
Own U.S. savings bond	643	5.2%	83
Own shares in mutual fund (stock)	767	6.2%	77
Own shares in mutual fund (bonds)	473	3.8%	73
Have interest checking account	3,409	27.6%	95
Have non-interest checking account	3,890	31.5%	110
Have savings account	6,185	50.1%	94
Have 401K retirement savings plan	1,453	11.8%	80
Own/used any credit/debit card in last 12 months	8,900	72.1%	99
Avg monthly credit card expenditures: <\$111	1,740	14.1%	113
Avg monthly credit card expenditures: \$111-\$225	859	7.0%	107
Avg monthly credit card expenditures: \$226-\$450	533	4.3%	70
Avg monthly credit card expenditures: \$451-\$700	519	4.2%	79
Avg monthly credit card expenditures: \$701-\$1,000	433	3.5%	78
Avg monthly credit card expenditures: \$1,001+	742	6.0%	66
Did banking online in last 12 months	3,410	27.6%	81
Did banking on mobile device in last 12 months	680	5.5%	76
Paid bills online in last 12 months	4,198	34.0%	85

**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 2013 and 2018.



# Retail Market Potential

Giddings Texas  
78942, Giddings, Texas  
Ring: 15 miles radius

Latitude: 30.18163  
Longitude: -96.93608

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	9,379	76.0%	106
Used bread in last 6 months	11,923	96.6%	101
Used chicken/turkey (fresh or frozen) in last 6 months	9,905	80.2%	100
Used fish/seafood (fresh or frozen) in last 6 months	6,784	55.0%	99
Used fresh fruit/vegetables in last 6 months	10,873	88.1%	101
Used fresh milk in last 6 months	11,333	91.8%	102
Used organic food in last 6 months	1,957	15.9%	83
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	3,165	25.6%	94
Exercise at club 2+ times per week	956	7.7%	59
Visited a doctor in last 12 months	9,230	74.8%	99
Used vitamin/dietary supplement in last 6 months	6,553	53.1%	99
<b>Home (Households)</b>			
Any home improvement in last 12 months	1,786	29.3%	103
Used housekeeper/maid/professional HH cleaning service in last 12	627	10.3%	77
Purchased low ticket HH furnishings in last 12 months	854	14.0%	89
Purchased big ticket HH furnishings in last 12 months	1,170	19.2%	90
Purchased bedding/bath goods in last 12 months	3,150	51.6%	96
Purchased cooking/serving product in last 12 months	1,414	23.2%	95
Bought any small kitchen appliance in last 12 months	1,244	20.4%	93
Bought any large kitchen appliance in last 12 months	760	12.4%	98
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	5,358	43.4%	99
Carry medical/hospital/accident insurance	7,625	61.8%	96
Carry homeowner insurance	6,289	51.0%	105
Have auto insurance: 1 vehicle in household covered	1,835	30.1%	97
Have auto insurance: 2 vehicles in household covered	1,683	27.6%	99
Have auto insurance: 3+ vehicles in household covered	1,640	26.9%	122
<b>Pets (Households)</b>			
Household owns any pet	3,878	63.5%	120
Household owns any cat	1,858	30.4%	132
Household owns any dog	3,115	51.0%	130
<b>Psychographics (Adults)</b>			
Buying American is important to me	5,941	48.1%	116
Usually buy items on credit rather than wait	1,264	10.2%	88
Usually buy based on quality - not price	2,221	18.0%	99
Price is usually more important than brand name	3,603	29.2%	108
Usually use coupons for brands I buy often	2,383	19.3%	103
Am interested in how to help the environment	2,087	16.9%	97
Usually pay more for environ safe product	1,440	11.7%	93
Usually value green products over convenience	1,117	9.0%	92
Likely to buy a brand that supports a charity	3,867	31.3%	94
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	519	4.2%	60
Bought hardcover book in last 12 months	2,774	22.5%	89
Bought paperback book in last 12 month	4,135	33.5%	92
Read newspaper using e-reader/tablet in last 6 months	136	1.1%	44
Read book using e-reader/tablet in last 6 months	492	4.0%	56
Read any daily newspaper (paper version)	3,690	29.9%	93
Read any magazine (paper/electronic version) in last 6 months	11,135	90.2%	99

**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 2013 and 2018.



# Retail Market Potential

Giddings Texas  
78942, Giddings, Texas  
Ring: 15 miles radius

Latitude: 30.18163  
Longitude: -96.93608

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	9,009	73.0%	96
Went to family restaurant/steak house: 4+ times a month	3,373	27.3%	92
Went to fast food/drive-in restaurant in last 6 months	11,089	89.8%	100
Went to fast food/drive-in restaurant 9+ times/mo	4,653	37.7%	93
Fast food/drive-in last 6 months: eat in	4,634	37.5%	104
Fast food/drive-in last 6 months: home delivery	695	5.6%	73
Fast food/drive-in last 6 months: take-out/drive-thru	5,938	48.1%	102
Fast food/drive-in last 6 months: take-out/walk-in	2,058	16.7%	85
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any e-reader/tablet (such as Kindle or iPad)	645	5.2%	53
Own any portable MP3 player	3,405	27.6%	82
HH owns 1 TV	1,271	20.8%	105
HH owns 2 TVs	1,677	27.5%	105
HH owns 3 TVs	1,354	22.2%	103
HH owns 4+ TVs	1,074	17.6%	87
HH subscribes to cable TV	2,189	35.9%	65
HH subscribes to fiber optic	130	2.1%	35
HH has satellite dish	2,666	43.7%	171
HH owns DVD/Blu-ray player	3,566	58.4%	94
HH owns camcorder	938	15.4%	89
HH owns portable GPS navigation device	1,390	22.8%	87
HH owns video game system	2,375	38.9%	90
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	5,643	45.7%	90
Took 3+ domestic non-business trips in last 12 months	1,386	11.2%	90
Spent on domestic vacations in last 12 months: <\$1,000	1,319	10.7%	92
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	633	5.1%	86
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	352	2.9%	75
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	353	2.9%	71
Spent on domestic vacations in last 12 months: \$3,000+	561	4.5%	81
Domestic travel in the 12 months: used general travel website	617	5.0%	65
Foreign travel in last 3 years	2,226	18.0%	73
Took 3+ foreign trips by plane in last 3 years	249	2.0%	45
Spent on foreign vacations in last 12 months: <\$1,000	532	4.3%	88
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	230	1.9%	54
Spent on foreign vacations in last 12 months: \$3,000+	341	2.8%	58
Foreign travel in last 3 years: used general travel website	521	4.2%	69
Stayed 1+ nights at hotel/motel in last 12 months	4,619	37.4%	89
Took cruise of more than one day in last 3 years	844	6.8%	79
Member of any frequent flyer program	1,151	9.3%	56
Member of any hotel rewards program	1,184	9.6%	71

**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 2013 and 2018.





# Retail Market Potential

Giddings Texas  
78942, Giddings, Texas  
Ring: 30 miles radius

Latitude: 30.18163  
Longitude: -96.93608

Demographic Summary	2013	2018
Population	108,451	111,646
Population 18+	83,769	87,062
Households	41,117	42,455
Median Household Income	\$49,474	\$57,458

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	41,567	49.6%	100
Bought any women's clothing in last 12 months	37,498	44.8%	99
Bought clothing for child <13 years in last 6 months	25,039	29.9%	101
Bought any shoes in last 12 months	44,963	53.7%	98
Bought costume jewelry in last 12 months	15,415	18.4%	92
Bought any fine jewelry in last 12 months	15,555	18.6%	94
Bought a watch in last 12 months	8,456	10.1%	89
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	36,786	89.5%	105
HH bought/leased new vehicle last 12 mo	2,984	7.3%	92
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	75,357	90.0%	105
Bought/changed motor oil in last 12 months	50,790	60.6%	120
Had tune-up in last 12 months	25,683	30.7%	97
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	48,467	57.9%	91
Drank regular cola in last 6 months	42,146	50.3%	108
Drank beer/ale in last 6 months	32,351	38.6%	91
<b>Cameras (Adults)</b>			
Own digital point & shoot camera	28,359	33.9%	97
Own digital single-lens reflex (SLR) camera	5,887	7.0%	84
Bought any camera in last 12 months	7,265	8.7%	100
Bought memory card for camera in last 12 months	5,504	6.6%	100
Printed digital photos in last 12 months	3,903	4.7%	106
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	30,726	36.7%	98
Have a smartphone	23,773	28.4%	78
Have an iPhone	6,416	7.7%	66
Number of cell phones in household: 1	13,208	32.1%	101
Number of cell phones in household: 2	14,589	35.5%	99
Number of cell phones in household: 3+	9,017	21.9%	89
HH has cell phone only (no landline telephone)	13,609	33.1%	99
<b>Computers (Households)</b>			
HH owns a computer	28,963	70.4%	93
HH owns desktop computer	20,762	50.5%	97
HH owns laptop/notebook/tablet	16,612	40.4%	85
Spent <\$500 on most recent home computer	5,819	14.2%	108
Spent \$500-\$999 on most recent home computer	8,297	20.2%	98
Spent \$1,000-\$1,499 on most recent home computer	3,744	9.1%	85
Spent \$1,500-\$1,999 on most recent home computer	1,505	3.7%	73
Spent \$2,000+ on most recent home computer	1,074	2.6%	67

**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 2013 and 2018.



# Retail Market Potential

Giddings Texas  
78942, Giddings, Texas  
Ring: 30 miles radius

Latitude: 30.18163  
Longitude: -96.93608

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Bought brewed coffee at convenience store in last 30 days	13,174	15.7%	100
Bought cigarettes at convenience store in last 30 days	14,125	16.9%	126
Bought gas at convenience store in last 30 days	34,408	41.1%	124
Spent at convenience store in last 30 days: <\$11	4,936	5.9%	84
Spent at convenience store in last 30 days: \$11-\$19	1,499	1.8%	92
Spent at convenience store in last 30 days: \$20-\$39	7,884	9.4%	101
Spent at convenience store in last 30 days: \$40-\$50	6,261	7.5%	98
Spent at convenience store in last 30 days: \$51-\$99	4,002	4.8%	96
Spent at convenience store in last 30 days: \$100+	24,649	29.4%	128
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	43,902	52.4%	86
Went to live theater in last 12 months	7,997	9.5%	79
Went to a bar/night club in last 12 months	13,242	15.8%	88
Dined out in last 12 months	37,829	45.2%	98
Gambled at a casino in last 12 months	10,664	12.7%	81
Visited a theme park in last 12 months	11,618	13.9%	76
Viewed movie (video-on-demand) in last 30 days	7,564	9.0%	58
Viewed TV show (video-on-demand) in last 30 days	4,762	5.7%	55
Watched any pay-per-view TV in last 12 months	11,199	13.4%	95
Downloaded a movie over the Internet in last 30 days	3,432	4.1%	69
Downloaded any individual song in last 6 months	13,325	15.9%	77
Watched a movie online in the last 30 days	6,284	7.5%	67
Watched a TV program online in last 30 days	6,970	8.3%	67
Played a video/electronic game (console) in last 12 months	9,312	11.1%	94
Played a video/electronic game (portable) in last 12 months	3,405	4.1%	88
<b>Financial (Adults)</b>			
Have home mortgage (1st)	25,849	30.9%	96
Used ATM/cash machine in last 12 months	35,454	42.3%	88
Own any stock	5,626	6.7%	82
Own U.S. savings bond	4,329	5.2%	82
Own shares in mutual fund (stock)	5,493	6.6%	81
Own shares in mutual fund (bonds)	3,258	3.9%	74
Have interest checking account	23,831	28.4%	98
Have non-interest checking account	25,911	30.9%	108
Have savings account	41,901	50.0%	94
Have 401K retirement savings plan	10,870	13.0%	88
Own/used any credit/debit card in last 12 months	59,618	71.2%	98
Avg monthly credit card expenditures: <\$111	11,051	13.2%	106
Avg monthly credit card expenditures: \$111-\$225	5,452	6.5%	100
Avg monthly credit card expenditures: \$226-\$450	4,090	4.9%	80
Avg monthly credit card expenditures: \$451-\$700	3,766	4.5%	85
Avg monthly credit card expenditures: \$701-\$1,000	2,812	3.4%	75
Avg monthly credit card expenditures: \$1,001+	5,337	6.4%	70
Did banking online in last 12 months	24,509	29.3%	85
Did banking on mobile device in last 12 months	4,992	6.0%	82
Paid bills online in last 12 months	29,018	34.6%	87

**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 2013 and 2018.



# Retail Market Potential

Giddings Texas  
78942, Giddings, Texas  
Ring: 30 miles radius

Latitude: 30.18163  
Longitude: -96.93608

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	63,821	76.2%	106
Used bread in last 6 months	81,157	96.9%	102
Used chicken/turkey (fresh or frozen) in last 6 months	67,374	80.4%	100
Used fish/seafood (fresh or frozen) in last 6 months	45,352	54.1%	98
Used fresh fruit/vegetables in last 6 months	73,723	88.0%	101
Used fresh milk in last 6 months	76,719	91.6%	102
Used organic food in last 6 months	13,046	15.6%	82
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	20,392	24.3%	90
Exercise at club 2+ times per week	6,831	8.2%	62
Visited a doctor in last 12 months	63,420	75.7%	100
Used vitamin/dietary supplement in last 6 months	43,462	51.9%	97
<b>Home (Households)</b>			
Any home improvement in last 12 months	12,160	29.6%	104
Used housekeeper/maid/professional HH cleaning service in last 12	4,136	10.1%	75
Purchased low ticket HH furnishings in last 12 months	6,087	14.8%	95
Purchased big ticket HH furnishings in last 12 months	7,905	19.2%	91
Purchased bedding/bath goods in last 12 months	21,791	53.0%	99
Purchased cooking/serving product in last 12 months	9,579	23.3%	95
Bought any small kitchen appliance in last 12 months	8,552	20.8%	95
Bought any large kitchen appliance in last 12 months	5,298	12.9%	101
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	38,168	45.6%	104
Carry medical/hospital/accident insurance	51,999	62.1%	97
Carry homeowner insurance	44,532	53.2%	110
Have auto insurance: 1 vehicle in household covered	12,420	30.2%	97
Have auto insurance: 2 vehicles in household covered	11,369	27.7%	99
Have auto insurance: 3+ vehicles in household covered	11,015	26.8%	121
<b>Pets (Households)</b>			
Household owns any pet	25,845	62.9%	119
Household owns any cat	12,459	30.3%	132
Household owns any dog	20,781	50.5%	129
<b>Psychographics (Adults)</b>			
Buying American is important to me	40,807	48.7%	117
Usually buy items on credit rather than wait	8,307	9.9%	86
Usually buy based on quality - not price	14,731	17.6%	97
Price is usually more important than brand name	24,920	29.7%	110
Usually use coupons for brands I buy often	16,249	19.4%	103
Am interested in how to help the environment	13,456	16.1%	92
Usually pay more for environ safe product	8,923	10.7%	85
Usually value green products over convenience	7,272	8.7%	88
Likely to buy a brand that supports a charity	27,367	32.7%	98
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	4,177	5.0%	72
Bought hardcover book in last 12 months	18,635	22.2%	88
Bought paperback book in last 12 month	27,811	33.2%	91
Read newspaper using e-reader/tablet in last 6 months	998	1.2%	48
Read book using e-reader/tablet in last 6 months	3,870	4.6%	65
Read any daily newspaper (paper version)	25,538	30.5%	95
Read any magazine (paper/electronic version) in last 6 months	75,261	89.8%	99

**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 2013 and 2018.



# Retail Market Potential

Giddings Texas  
 78942, Giddings, Texas  
 Ring: 30 miles radius

Latitude: 30.18163  
 Longitude: -96.93608

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	62,178	74.2%	98
Went to family restaurant/steak house: 4+ times a month	24,303	29.0%	98
Went to fast food/drive-in restaurant in last 6 months	75,640	90.3%	101
Went to fast food/drive-in restaurant 9+ times/mo	33,592	40.1%	99
Fast food/drive-in last 6 months: eat in	31,870	38.0%	105
Fast food/drive-in last 6 months: home delivery	5,461	6.5%	84
Fast food/drive-in last 6 months: take-out/drive-thru	41,697	49.8%	106
Fast food/drive-in last 6 months: take-out/walk-in	14,265	17.0%	87
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any e-reader/tablet (such as Kindle or iPad)	5,150	6.1%	63
Own any portable MP3 player	22,613	27.0%	80
HH owns 1 TV	8,086	19.7%	99
HH owns 2 TVs	11,302	27.5%	105
HH owns 3 TVs	9,035	22.0%	102
HH owns 4+ TVs	7,883	19.2%	95
HH subscribes to cable TV	16,295	39.6%	72
HH subscribes to fiber optic	869	2.1%	34
HH has satellite dish	17,031	41.4%	162
HH owns DVD/Blu-ray player	24,697	60.1%	96
HH owns camcorder	6,384	15.5%	90
HH owns portable GPS navigation device	10,127	24.6%	94
HH owns video game system	16,632	40.5%	93
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	39,271	46.9%	92
Took 3+ domestic non-business trips in last 12 months	10,121	12.1%	97
Spent on domestic vacations in last 12 months: <\$1,000	9,416	11.2%	97
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	4,368	5.2%	88
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	2,693	3.2%	85
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	2,602	3.1%	78
Spent on domestic vacations in last 12 months: \$3,000+	3,734	4.5%	79
Domestic travel in the 12 months: used general travel website	4,535	5.4%	70
Foreign travel in last 3 years	14,159	16.9%	69
Took 3+ foreign trips by plane in last 3 years	1,797	2.1%	48
Spent on foreign vacations in last 12 months: <\$1,000	3,220	3.8%	78
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	1,837	2.2%	64
Spent on foreign vacations in last 12 months: \$3,000+	2,241	2.7%	56
Foreign travel in last 3 years: used general travel website	3,265	3.9%	64
Stayed 1+ nights at hotel/motel in last 12 months	32,482	38.8%	92
Took cruise of more than one day in last 3 years	5,797	6.9%	80
Member of any frequent flyer program	8,319	9.9%	59
Member of any hotel rewards program	8,601	10.3%	76

**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 2013 and 2018.