

# Arlington – Consumer Spending Data - Retail Market Potential



## Retail Market Potential

Town Hall  
730 Massachusetts Ave, Arlington, MA, 02476  
Drive Time: 5 minutes

Latitude: 42.41628  
Longitude: -71.15687

Demographic Summary	2012	2017
Population	41,268	42,855
Population 18+	33,002	34,381
Households	18,147	18,869
Median Household Income	\$80,953	\$89,195

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's apparel in last 12 months	16,568	50.7%	102
Bought any women's apparel in last 12 months	15,564	47.6%	105
Bought apparel for child <13 in last 6 months	7,540	23.1%	81
Bought any shoes in last 12 months	17,157	52.5%	101
Bought costume jewelry in last 12 months	6,697	20.5%	98
Bought any fine jewelry in last 12 months	7,269	22.2%	101
Bought a watch in last 12 months	5,610	17.2%	89
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	14,926	82.3%	96
HH bought/leased new vehicle last 12 mo	2,020	11.1%	116
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	27,681	84.7%	98
Bought/changed motor oil in last 12 months	12,944	39.6%	76
Had tune-up in last 12 months	10,983	33.6%	108
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	23,198	71.0%	115
Drank regular cola in last 6 months	13,696	41.9%	82
Drank beer/ale in last 6 months	16,142	49.4%	116
<b>Cameras &amp; Film (Adults)</b>			
Bought any camera in last 12 months	3,947	12.1%	94
Bought film in last 12 months	5,085	15.6%	82
Bought digital camera in last 12 months	2,666	8.2%	119
Bought memory card for camera in last 12 months	2,746	8.4%	110
<b>Cell Phones/PDAs &amp; Service (Adults)</b>			
Bought cell/mobile phone/PDA in last 12 months	11,751	36.0%	102
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	7,066	21.6%	102
Avg monthly cell/mobile phone/PDA bill: \$50-99	11,835	36.2%	112
Avg monthly cell/mobile phone/PDA bill: \$100+	7,484	22.9%	108
<b>Computers (Households)</b>			
HH owns a personal computer	15,252	84.0%	113
Spent <\$500 on most recent home PC purchase	1,413	7.8%	90
Spent \$500-\$999 on most recent home PC purchase	3,040	16.8%	94
Spent \$1000-\$1499 on most recent home PC purchase	2,933	16.2%	123
Spent \$1500-\$1999 on most recent home PC purchase	1,576	8.7%	121
Spent \$2000+ on most recent home PC purchase	1,657	9.1%	145

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults 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 2012 and 2017.

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Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	18,621	57.0%	95
Bought cigarettes at convenience store in last 30 days	2,819	8.6%	56
Bought gas at convenience store in last 30 days	6,055	18.5%	56
Spent at convenience store in last 30 days: <\$20	4,061	12.4%	129
Spent at convenience store in last 30 days: \$20-\$39	4,193	12.8%	126
Spent at convenience store in last 30 days: \$40+	7,963	24.4%	68
<b>Entertainment (Adults)</b>			
Attended movies in last 6 months	22,222	68.0%	115
Went to live theater in last 12 months	6,271	19.2%	145
Went to a bar/night club in last 12 months	7,656	23.4%	123
Dined out in last 12 months	18,937	58.0%	118
Gambled at a casino in last 12 months	5,952	18.2%	113
Visited a theme park in last 12 months	8,150	24.9%	116
DVDs rented in last 30 days: 1	746	2.3%	86
DVDs rented in last 30 days: 2	1,632	5.0%	108
DVDs rented in last 30 days: 3	1,126	3.4%	108
DVDs rented in last 30 days: 4	1,135	3.5%	91
DVDs rented in last 30 days: 5+	4,246	13.0%	98
DVDs purchased in last 30 days: 1	1,452	4.4%	89
DVDs purchased in last 30 days: 2	1,285	3.9%	83
DVDs purchased in last 30 days: 3-4	1,194	3.7%	79
DVDs purchased in last 30 days: 5+	1,121	3.4%	66
Spent on toys/games in last 12 months: <\$50	1,695	5.2%	85
Spent on toys/games in last 12 months: \$50-\$99	789	2.4%	88
Spent on toys/games in last 12 months: \$100-\$199	2,350	7.2%	100
Spent on toys/games in last 12 months: \$200-\$499	3,289	10.1%	93
Spent on toys/games in last 12 months: \$500+	1,827	5.6%	98
<b>Financial (Adults)</b>			
Have home mortgage (1st)	6,107	18.7%	98
Used ATM/cash machine in last 12 months	19,332	59.2%	116
Own any stock	4,303	13.2%	143
Own U.S. savings bond	2,548	7.8%	114
Own shares in mutual fund (stock)	3,970	12.2%	129
Own shares in mutual fund (bonds)	2,639	8.1%	137
Used full service brokerage firm in last 12 months	2,565	7.9%	126
Have savings account	12,691	38.8%	107
Have 401K retirement savings	6,568	20.1%	114
Did banking over the Internet in last 12 months	10,954	33.5%	122
Own any credit/debit card (in own name)	26,249	80.3%	109
Avg monthly credit card expenditures: <\$111	3,638	11.1%	81
Avg monthly credit card expenditures: \$111-\$225	2,751	8.4%	109
Avg monthly credit card expenditures: \$226-\$450	2,694	8.2%	110
Avg monthly credit card expenditures: \$451-\$700	2,955	9.0%	142
Avg monthly credit card expenditures: \$701+	6,753	20.7%	154

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Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	20,756	63.5%	90
Used bread in last 6 months	31,419	96.2%	100
Used chicken/turkey (fresh or frozen) in last 6 months	24,692	75.6%	98
Used fish/seafood (fresh or frozen) in last 6 months	16,880	51.7%	98
Used fresh fruit/vegetables in last 6 months	29,261	89.5%	103
Used fresh milk in last 6 months	29,198	89.4%	99
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	10,186	31.2%	104
Exercise at club 2+ times per week	6,655	20.4%	164
Visited a doctor in last 12 months	26,324	80.6%	104
Used vitamin/dietary supplement in last 6 months	17,262	52.8%	109
<b>Home (Households)</b>			
Any home improvement in last 12 months	5,034	27.7%	88
Used housekeeper/maid/prof HH cleaning service in the last 12 months	3,988	22.0%	140
Purchased any HH furnishing in last 12 months	5,271	29.0%	97
Purchased bedding/bath goods in last 12 months	9,737	53.7%	98
Purchased cooking/serving product in last 12 months	4,760	26.2%	95
Bought any kitchen appliance in last 12 months	3,024	16.7%	96
<b>Insurance (Adults)</b>			
Currently carry any life insurance	13,975	42.8%	90
Have medical/hospital/accident insurance	25,056	76.7%	107
Carry homeowner insurance	15,008	45.9%	88
Carry renter insurance	2,685	8.2%	133
Have auto/other vehicle insurance	26,491	81.1%	98
<b>Pets (Households)</b>			
HH owns any pet	7,800	43.0%	84
HH owns any cat	3,470	19.1%	80
HH owns any dog	4,934	27.2%	72
<b>Reading Materials (Adults)</b>			
Bought book in last 12 months	19,214	58.8%	117
Read any daily newspaper	15,072	46.1%	112
Heavy magazine reader	8,452	25.9%	130
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 mo	23,534	72.0%	100
Went to family restaurant/steak house last mo: <2 times	9,419	28.8%	112
Went to family restaurant/steak house last mo: 2-4 times	8,692	26.6%	99
Went to family restaurant/steak house last mo: 5+ times	5,427	16.6%	86
Went to fast food/drive-in restaurant in last 6 mo	28,560	87.4%	99
Went to fast food/drive-in restaurant <6 times/mo	12,963	39.7%	113
Went to fast food/drive-in restaurant 6-13 times/mo	8,757	26.8%	93
Went to fast food/drive-in restaurant 14+ times/mo	6,842	20.9%	84
Fast food/drive-in last 6 mo: eat in	12,138	37.1%	99
Fast food/drive-in last 6 mo: home delivery	2,955	9.0%	87
Fast food/drive-in last 6 mo: take-out/drive-thru	14,069	43.1%	83
Fast food/drive-in last 6 mo: take-out/walk-in	9,217	28.2%	115

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Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Telephones &amp; Service (Households)</b>			
HH owns in-home cordless telephone	11,353	62.6%	97
HH average monthly long distance phone bill: <\$16	4,451	24.5%	89
HH average monthly long distance phone bill: \$16-25	2,289	12.6%	110
HH average monthly long distance phone bill: \$26-59	2,063	11.4%	124
HH average monthly long distance phone bill: \$60+	917	5.1%	113
<b>Television &amp; Sound Equipment (Adults/Households)</b>			
HH owns 1 TV	4,906	27.0%	136
HH owns 2 TVs	4,722	26.0%	99
HH owns 3 TVs	3,391	18.7%	84
HH owns 4+ TVs	3,177	17.5%	84
HH subscribes to cable TV	12,722	70.1%	121
HH Purchased audio equipment in last 12 months	1,699	9.4%	96
HH Purchased CD player in last 12 months	573	3.2%	82
HH Purchased DVD player in last 12 months	1,658	9.1%	94
HH Purchased MP3 player in last 12 months	3,324	10.2%	99
HH Purchased video game system in last 12 months	1,595	8.8%	82
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	20,452	62.6%	120
Took 3+ domestic trips in last 12 months	5,973	18.3%	123
Spent on domestic vacations last 12 mo: <\$1000	4,728	14.5%	115
Spent on domestic vacations last 12 mo: \$1000-\$1499	2,869	8.8%	131
Spent on domestic vacations last 12 mo: \$1500-\$1999	1,612	4.9%	120
Spent on domestic vacations last 12 mo: \$2000-\$2999	1,712	5.2%	126
Spent on domestic vacations last 12 mo: \$3000+	2,233	6.8%	135
Foreign travel in last 3 years	13,948	42.7%	164
Took 3+ foreign trips by plane in last 3 years	3,572	10.9%	227
Spent on foreign vacations last 12 mo: <\$1000	3,417	10.5%	174
Spent on foreign vacations last 12 mo: \$1000-\$2999	2,171	6.6%	162
Spent on foreign vacations last 12 mo: \$3000+	3,174	9.7%	195
Stayed 1+ nights at hotel/motel in last 12 months	15,478	47.4%	117

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