

# Retail Market Potential

Stonecrest, Tega Cay, SC  
2451 Highway 160 W, Fort Mill, South Carolina, 29708  
Drive Time: 5 minute radius

Prepared by York County Economic  
Latitude: 35.04714  
Longitude: -80.99151

Demographic Summary	2020	2025
Population	9,462	11,389
Population 18+	6,827	8,253
Households	3,727	4,490
Median Household Income	\$94,167	\$103,615

  

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	3,470	50.8%	105
Bought any women's clothing in last 12 months	3,221	47.2%	107
Bought clothing for child <13 years in last 6 months	2,342	34.3%	130
Bought any shoes in last 12 months	3,754	55.0%	105
Bought costume jewelry in last 12 months	1,306	19.1%	112
Bought any fine jewelry in last 12 months	1,300	19.0%	106
Bought a watch in last 12 months	1,093	16.0%	104
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	3,460	92.8%	109
HH bought/leased new vehicle last 12 months	415	11.1%	118
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	6,301	92.3%	108
Bought/changed motor oil in last 12 months	3,463	50.7%	109
Had tune-up in last 12 months	1,794	26.3%	108
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	4,965	72.7%	101
Drank regular cola in last 6 months	2,828	41.4%	95
Drank beer/ale in last 6 months	3,069	45.0%	109
<b>Cameras (Adults)</b>			
Own digital point & shoot camera/camcorder	714	10.5%	124
Own digital SLR camera/camcorder	693	10.2%	133
Printed digital photos in last 12 months	1,862	27.3%	124
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	2,354	34.5%	103
Have a smartphone	6,397	93.7%	108
Have a smartphone: Android phone (any brand)	2,627	38.5%	93
Have a smartphone: Apple iPhone	3,698	54.2%	121
Number of cell phones in household: 1	697	18.7%	62
Number of cell phones in household: 2	1,510	40.5%	106
Number of cell phones in household: 3+	1,485	39.8%	138
HH has cell phone only (no landline telephone)	2,406	64.6%	107
<b>Computers (Households)</b>			
HH owns a computer	3,105	83.3%	113
HH owns desktop computer	1,531	41.1%	117
HH owns laptop/notebook	2,476	66.4%	116
HH owns any Apple/Mac brand computer	799	21.4%	112
HH owns any PC/non-Apple brand computer	2,628	70.5%	116
HH purchased most recent computer in a store	1,583	42.5%	120
HH purchased most recent computer online	627	16.8%	119
HH spent \$1-\$499 on most recent home computer	570	15.3%	104
HH spent \$500-\$999 on most recent home computer	705	18.9%	118
HH spent \$1,000-\$1,499 on most recent home computer	447	12.0%	124
HH spent \$1,500-\$1,999 on most recent home computer	214	5.7%	129
HH spent \$2,000+ on most recent home computer	205	5.5%	136

**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 2020 and 2025.

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	4,622	67.7%	109
Bought brewed coffee at convenience store in last 30 days	931	13.6%	103
Bought cigarettes at convenience store in last 30 days	670	9.8%	94
Bought gas at convenience store in last 30 days	3,018	44.2%	119
Spent at convenience store in last 30 days: \$1-19	499	7.3%	108
Spent at convenience store in last 30 days: \$20-\$39	606	8.9%	96
Spent at convenience store in last 30 days: \$40-\$50	544	8.0%	100
Spent at convenience store in last 30 days: \$51-\$99	322	4.7%	87
Spent at convenience store in last 30 days: \$100+	1,903	27.9%	123
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	4,526	66.3%	113
Went to live theater in last 12 months	850	12.5%	109
Went to a bar/night club in last 12 months	1,293	18.9%	112
Dined out in last 12 months	3,860	56.5%	111
Gambled at a casino in last 12 months	1,001	14.7%	107
Visited a theme park in last 12 months	1,632	23.9%	128
Viewed movie (video-on-demand) in last 30 days	1,525	22.3%	135
Viewed TV show (video-on-demand) in last 30 days	1,027	15.0%	129
Watched any pay-per-view TV in last 12 months	827	12.1%	137
Downloaded a movie over the Internet in last 30 days	679	9.9%	99
Downloaded any individual song in last 6 months	1,476	21.6%	115
Watched a movie online in the last 30 days	2,151	31.5%	105
Watched a TV program online in last 30 days	1,678	24.6%	121
Played a video/electronic game (console) in last 12 months	672	9.8%	109
Played a video/electronic game (portable) in last 12 months	352	5.2%	120
<b>Financial (Adults)</b>			
Have home mortgage (1st)	3,027	44.3%	145
Used ATM/cash machine in last 12 months	4,001	58.6%	112
Own any stock	537	7.9%	112
Own U.S. savings bond	321	4.7%	112
Own shares in mutual fund (stock)	559	8.2%	115
Own shares in mutual fund (bonds)	373	5.5%	115
Have interest checking account	2,345	34.3%	121
Have non-interest checking account	2,076	30.4%	105
Have savings account	4,346	63.7%	112
Have 401K retirement savings plan	1,524	22.3%	139
Own/used any credit/debit card in last 12 months	5,729	83.9%	105
Avg monthly credit card expenditures: \$1-110	780	11.4%	101
Avg monthly credit card expenditures: \$111-\$225	519	7.6%	105
Avg monthly credit card expenditures: \$226-\$450	501	7.3%	107
Avg monthly credit card expenditures: \$451-\$700	478	7.0%	113
Avg monthly credit card expenditures: \$701-\$1,000	388	5.7%	97
Avg monthly credit card expenditures: \$1,001+	1,077	15.8%	129
Did banking online in last 12 months	3,422	50.1%	128
Did banking on mobile device in last 12 months	2,582	37.8%	133
Paid bills online in last 12 months	4,260	62.4%	122

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
HH used beef (fresh/frozen) in last 6 months	2,655	71.2%	104
HH used bread in last 6 months	3,473	93.2%	100
HH used chicken (fresh or frozen) in last 6 months	2,625	70.4%	103
HH used turkey (fresh or frozen) in last 6 months	584	15.7%	105
HH used fish/seafood (fresh or frozen) in last 6 months	2,055	55.1%	100
HH used fresh fruit/vegetables in last 6 months	3,185	85.5%	102
HH used fresh milk in last 6 months	3,272	87.8%	104
HH used organic food in last 6 months	945	25.4%	105
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	2,072	30.4%	111
Exercise at club 2+ times per week	1,196	17.5%	124
Visited a doctor in last 12 months	5,433	79.6%	104
Used vitamin/dietary supplement in last 6 months	3,817	55.9%	104
<b>Home (Households)</b>			
HH did any home improvement in last 12 months	1,251	33.6%	123
HH used any maid/professional cleaning service in last 12 months	675	18.1%	122
HH purchased low ticket HH furnishings in last 12 months	753	20.2%	116
HH purchased big ticket HH furnishings in last 12 months	1,005	27.0%	119
HH bought any small kitchen appliance in last 12 months	949	25.5%	113
HH bought any large kitchen appliance in last 12 months	661	17.7%	134
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	3,611	52.9%	122
Carry medical/hospital/accident insurance	5,525	80.9%	109
Carry homeowner insurance	3,926	57.5%	124
Carry renter's insurance	636	9.3%	107
HH has auto insurance: 1 vehicle in household covered	848	22.8%	75
HH has auto insurance: 2 vehicles in household covered	1,349	36.2%	131
HH has auto insurance: 3+ vehicles in household covered	1,105	29.6%	132
<b>Pets (Households)</b>			
Household owns any pet	2,327	62.4%	116
Household owns any cat	931	25.0%	110
Household owns any dog	1,859	49.9%	121
<b>Psychographics (Adults)</b>			
Buying American is important to me	2,613	38.3%	104
Usually buy items on credit rather than wait	895	13.1%	97
Usually buy based on quality - not price	1,218	17.8%	97
Price is usually more important than brand name	2,030	29.7%	106
Usually use coupons for brands I buy often	1,162	17.0%	107
Am interested in how to help the environment	1,210	17.7%	90
Usually pay more for environ safe product	835	12.2%	83
Usually value green products over convenience	588	8.6%	76
Likely to buy a brand that supports a charity	2,392	35.0%	98
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	1,132	16.6%	126
Bought hardcover book in last 12 months	1,566	22.9%	115
Bought paperback book in last 12 month	2,085	30.5%	109
Read any daily newspaper (paper version)	852	12.5%	79
Read any digital newspaper in last 30 days	3,035	44.5%	108
Read any magazine (paper/electronic version) in last 6 months	6,414	94.0%	103

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<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	5,492	80.4%	109
Went to family restaurant/steak house: 4+ times a month	2,125	31.1%	119
Went to fast food/drive-in restaurant in last 6 months	6,384	93.5%	103
Went to fast food/drive-in restaurant 9+ times/month	3,113	45.6%	117
Fast food restaurant last 6 months: eat in	2,723	39.9%	111
Fast food restaurant last 6 months: home delivery	695	10.2%	120
Fast food restaurant last 6 months: take-out/drive-thru	3,843	56.3%	123
Fast food restaurant last 6 months: take-out/walk-in	1,503	22.0%	106
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	4,125	60.4%	121
Own any e-reader	872	12.8%	132
Own e-reader/tablet: iPad	2,685	39.3%	134
HH has Internet connectable TV	1,471	39.5%	125
Own any portable MP3 player	1,287	18.9%	118
HH owns 1 TV	523	14.0%	66
HH owns 2 TVs	922	24.7%	94
HH owns 3 TVs	867	23.3%	110
HH owns 4+ TVs	949	25.5%	151
HH subscribes to cable TV	1,448	38.9%	94
HH subscribes to fiber optic	303	8.1%	127
HH owns portable GPS navigation device	886	23.8%	117
HH purchased video game system in last 12 months	333	8.9%	105
HH owns any Internet video device for TV	1,370	36.8%	133
<b>Travel (Adults)</b>			
Took domestic trip in continental US last 12 months	4,325	63.4%	120
Took 3+ domestic non-business trips in last 12 months	1,021	15.0%	125
Spent on domestic vacations in last 12 months: \$1-999	805	11.8%	109
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	505	7.4%	119
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	299	4.4%	113
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	450	6.6%	150
Spent on domestic vacations in last 12 months: \$3,000+	626	9.2%	143
Domestic travel in last 12 months: used general travel website	581	8.5%	129
Took foreign trip (including Alaska and Hawaii) in last 3 years	2,431	35.6%	123
Took 3+ foreign trips by plane in last 3 years	558	8.2%	140
Spent on foreign vacations in last 12 months: \$1-999	452	6.6%	133
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	289	4.2%	98
Spent on foreign vacations in last 12 months: \$3,000+	573	8.4%	126
Foreign travel in last 3 years: used general travel website	509	7.5%	127
Nights spent in hotel/motel in last 12 months: any	3,699	54.2%	120
Took cruise of more than one day in last 3 years	850	12.5%	135
Member of any frequent flyer program	1,866	27.3%	148
Member of any hotel rewards program	1,895	27.8%	146

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Demographic Summary	2020	2025
Population	47,472	56,239
Population 18+	34,451	41,110
Households	17,328	20,510
Median Household Income	\$97,738	\$105,325

  

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	17,562	51.0%	106
Bought any women's clothing in last 12 months	16,298	47.3%	108
Bought clothing for child <13 years in last 6 months	11,398	33.1%	126
Bought any shoes in last 12 months	19,100	55.4%	106
Bought costume jewelry in last 12 months	6,570	19.1%	112
Bought any fine jewelry in last 12 months	6,525	18.9%	105
Bought a watch in last 12 months	5,429	15.8%	103
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	16,126	93.1%	109
HH bought/leased new vehicle last 12 months	2,052	11.8%	125
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	31,744	92.1%	108
Bought/changed motor oil in last 12 months	17,025	49.4%	106
Had tune-up in last 12 months	9,144	26.5%	109
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	25,109	72.9%	101
Drank regular cola in last 6 months	14,059	40.8%	94
Drank beer/ale in last 6 months	15,360	44.6%	108
<b>Cameras (Adults)</b>			
Own digital point & shoot camera/camcorder	3,675	10.7%	126
Own digital SLR camera/camcorder	3,549	10.3%	135
Printed digital photos in last 12 months	9,512	27.6%	126
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	11,985	34.8%	104
Have a smartphone	32,240	93.6%	107
Have a smartphone: Android phone (any brand)	13,044	37.9%	92
Have a smartphone: Apple iPhone	18,959	55.0%	123
Number of cell phones in household: 1	3,178	18.3%	61
Number of cell phones in household: 2	7,033	40.6%	106
Number of cell phones in household: 3+	6,958	40.2%	139
HH has cell phone only (no landline telephone)	10,647	61.4%	102
<b>Computers (Households)</b>			
HH owns a computer	14,596	84.2%	115
HH owns desktop computer	7,304	42.2%	120
HH owns laptop/notebook	11,638	67.2%	117
HH owns any Apple/Mac brand computer	3,976	22.9%	120
HH owns any PC/non-Apple brand computer	12,230	70.6%	117
HH purchased most recent computer in a store	7,353	42.4%	120
HH purchased most recent computer online	2,946	17.0%	120
HH spent \$1-\$499 on most recent home computer	2,583	14.9%	102
HH spent \$500-\$999 on most recent home computer	3,347	19.3%	120
HH spent \$1,000-\$1,499 on most recent home computer	2,094	12.1%	125
HH spent \$1,500-\$1,999 on most recent home computer	1,024	5.9%	133
HH spent \$2,000+ on most recent home computer	948	5.5%	135

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<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	22,952	66.6%	107
Bought brewed coffee at convenience store in last 30 days	4,627	13.4%	101
Bought cigarettes at convenience store in last 30 days	3,048	8.8%	84
Bought gas at convenience store in last 30 days	14,630	42.5%	114
Spent at convenience store in last 30 days: \$1-19	2,615	7.6%	112
Spent at convenience store in last 30 days: \$20-\$39	3,214	9.3%	101
Spent at convenience store in last 30 days: \$40-\$50	2,887	8.4%	105
Spent at convenience store in last 30 days: \$51-\$99	1,584	4.6%	85
Spent at convenience store in last 30 days: \$100+	8,995	26.1%	115
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	22,968	66.7%	114
Went to live theater in last 12 months	4,383	12.7%	112
Went to a bar/night club in last 12 months	6,510	18.9%	111
Dined out in last 12 months	20,040	58.2%	114
Gambled at a casino in last 12 months	5,067	14.7%	108
Visited a theme park in last 12 months	8,119	23.6%	126
Viewed movie (video-on-demand) in last 30 days	7,918	23.0%	138
Viewed TV show (video-on-demand) in last 30 days	5,374	15.6%	134
Watched any pay-per-view TV in last 12 months	4,156	12.1%	137
Downloaded a movie over the Internet in last 30 days	3,599	10.4%	104
Downloaded any individual song in last 6 months	7,553	21.9%	117
Watched a movie online in the last 30 days	10,758	31.2%	104
Watched a TV program online in last 30 days	8,223	23.9%	118
Played a video/electronic game (console) in last 12 months	3,301	9.6%	106
Played a video/electronic game (portable) in last 12 months	1,650	4.8%	112
<b>Financial (Adults)</b>			
Have home mortgage (1st)	15,195	44.1%	144
Used ATM/cash machine in last 12 months	20,380	59.2%	113
Own any stock	2,848	8.3%	118
Own U.S. savings bond	1,580	4.6%	109
Own shares in mutual fund (stock)	3,020	8.8%	123
Own shares in mutual fund (bonds)	1,980	5.7%	121
Have interest checking account	11,986	34.8%	122
Have non-interest checking account	10,468	30.4%	105
Have savings account	22,321	64.8%	114
Have 401K retirement savings plan	7,569	22.0%	137
Own/used any credit/debit card in last 12 months	29,246	84.9%	106
Avg monthly credit card expenditures: \$1-110	3,838	11.1%	98
Avg monthly credit card expenditures: \$111-\$225	2,649	7.7%	106
Avg monthly credit card expenditures: \$226-\$450	2,621	7.6%	111
Avg monthly credit card expenditures: \$451-\$700	2,452	7.1%	115
Avg monthly credit card expenditures: \$701-\$1,000	2,133	6.2%	105
Avg monthly credit card expenditures: \$1,001+	5,667	16.4%	135
Did banking online in last 12 months	17,403	50.5%	129
Did banking on mobile device in last 12 months	12,714	36.9%	130
Paid bills online in last 12 months	21,382	62.1%	121

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
HH used beef (fresh/frozen) in last 6 months	12,312	71.1%	104
HH used bread in last 6 months	16,234	93.7%	100
HH used chicken (fresh or frozen) in last 6 months	12,322	71.1%	104
HH used turkey (fresh or frozen) in last 6 months	2,688	15.5%	104
HH used fish/seafood (fresh or frozen) in last 6 months	9,694	55.9%	102
HH used fresh fruit/vegetables in last 6 months	14,881	85.9%	102
HH used fresh milk in last 6 months	15,126	87.3%	103
HH used organic food in last 6 months	4,480	25.9%	107
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	10,756	31.2%	114
Exercise at club 2+ times per week	6,229	18.1%	128
Visited a doctor in last 12 months	27,381	79.5%	104
Used vitamin/dietary supplement in last 6 months	19,307	56.0%	104
<b>Home (Households)</b>			
HH did any home improvement in last 12 months	5,891	34.0%	125
HH used any maid/professional cleaning service in last 12 months	3,282	18.9%	127
HH purchased low ticket HH furnishings in last 12 months	3,401	19.6%	113
HH purchased big ticket HH furnishings in last 12 months	4,607	26.6%	117
HH bought any small kitchen appliance in last 12 months	4,304	24.8%	110
HH bought any large kitchen appliance in last 12 months	2,967	17.1%	130
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	18,126	52.6%	121
Carry medical/hospital/accident insurance	27,581	80.1%	108
Carry homeowner insurance	19,940	57.9%	125
Carry renter's insurance	2,940	8.5%	98
HH has auto insurance: 1 vehicle in household covered	3,886	22.4%	74
HH has auto insurance: 2 vehicles in household covered	6,261	36.1%	130
HH has auto insurance: 3+ vehicles in household covered	5,204	30.0%	134
<b>Pets (Households)</b>			
Household owns any pet	10,796	62.3%	116
Household owns any cat	4,147	23.9%	105
Household owns any dog	8,670	50.0%	122
<b>Psychographics (Adults)</b>			
Buying American is important to me	12,791	37.1%	101
Usually buy items on credit rather than wait	4,694	13.6%	101
Usually buy based on quality - not price	6,167	17.9%	98
Price is usually more important than brand name	9,773	28.4%	101
Usually use coupons for brands I buy often	5,719	16.6%	104
Am interested in how to help the environment	6,181	17.9%	91
Usually pay more for environ safe product	4,395	12.8%	86
Usually value green products over convenience	3,136	9.1%	80
Likely to buy a brand that supports a charity	12,184	35.4%	99
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	5,720	16.6%	127
Bought hardcover book in last 12 months	8,063	23.4%	117
Bought paperback book in last 12 month	10,838	31.5%	112
Read any daily newspaper (paper version)	4,556	13.2%	83
Read any digital newspaper in last 30 days	15,539	45.1%	109
Read any magazine (paper/electronic version) in last 6 months	32,410	94.1%	103

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# Retail Market Potential

Stonecrest, Tega Cay, SC  
2451 Highway 160 W, Fort Mill, South Carolina, 29708  
Drive Time: 10 minute radius

Prepared by York County Economic  
Latitude: 35.04714  
Longitude: -80.99151

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	27,700	80.4%	109
Went to family restaurant/steak house: 4+ times a month	10,579	30.7%	117
Went to fast food/drive-in restaurant in last 6 months	32,127	93.3%	103
Went to fast food/drive-in restaurant 9+ times/month	15,161	44.0%	113
Fast food restaurant last 6 months: eat in	13,634	39.6%	110
Fast food restaurant last 6 months: home delivery	3,346	9.7%	115
Fast food restaurant last 6 months: take-out/drive-thru	18,709	54.3%	118
Fast food restaurant last 6 months: take-out/walk-in	7,861	22.8%	110
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	21,021	61.0%	122
Own any e-reader	4,450	12.9%	134
Own e-reader/tablet: iPad	13,787	40.0%	136
HH has Internet connectable TV	6,801	39.2%	124
Own any portable MP3 player	6,600	19.2%	120
HH owns 1 TV	2,448	14.1%	66
HH owns 2 TVs	4,294	24.8%	94
HH owns 3 TVs	4,135	23.9%	113
HH owns 4+ TVs	4,360	25.2%	150
HH subscribes to cable TV	7,044	40.7%	98
HH subscribes to fiber optic	1,492	8.6%	134
HH owns portable GPS navigation device	4,208	24.3%	119
HH purchased video game system in last 12 months	1,596	9.2%	108
HH owns any Internet video device for TV	6,324	36.5%	132
<b>Travel (Adults)</b>			
Took domestic trip in continental US last 12 months	21,998	63.9%	121
Took 3+ domestic non-business trips in last 12 months	5,151	15.0%	125
Spent on domestic vacations in last 12 months: \$1-999	4,097	11.9%	110
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	2,621	7.6%	122
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	1,613	4.7%	121
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	2,242	6.5%	148
Spent on domestic vacations in last 12 months: \$3,000+	3,146	9.1%	143
Domestic travel in last 12 months: used general travel website	3,065	8.9%	134
Took foreign trip (including Alaska and Hawaii) in last 3 years	12,524	36.4%	126
Took 3+ foreign trips by plane in last 3 years	2,774	8.1%	138
Spent on foreign vacations in last 12 months: \$1-999	2,245	6.5%	131
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	1,586	4.6%	107
Spent on foreign vacations in last 12 months: \$3,000+	3,018	8.8%	131
Foreign travel in last 3 years: used general travel website	2,668	7.7%	132
Nights spent in hotel/motel in last 12 months: any	19,097	55.4%	123
Took cruise of more than one day in last 3 years	4,331	12.6%	136
Member of any frequent flyer program	9,432	27.4%	148
Member of any hotel rewards program	9,567	27.8%	146

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# Retail Market Potential

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Drive Time: 20 minute radius

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<b>Demographic Summary</b>		<b>2020</b>	<b>2025</b>
Population		272,200	306,267
Population 18+		204,875	231,169
Households		105,013	117,891
Median Household Income		\$68,039	\$74,570

  

<b>Product/Consumer Behavior</b>	<b>Expected Number of Adults or HHs</b>	<b>Percent of Adults/HHs</b>	<b>MPI</b>
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	100,076	48.8%	101
Bought any women's clothing in last 12 months	91,808	44.8%	102
Bought clothing for child <13 years in last 6 months	60,366	29.5%	112
Bought any shoes in last 12 months	108,525	53.0%	101
Bought costume jewelry in last 12 months	35,537	17.3%	102
Bought any fine jewelry in last 12 months	36,509	17.8%	99
Bought a watch in last 12 months	31,852	15.5%	101
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	92,555	88.1%	103
HH bought/leased new vehicle last 12 months	9,978	9.5%	100
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	180,751	88.2%	104
Bought/changed motor oil in last 12 months	98,990	48.3%	104
Had tune-up in last 12 months	52,470	25.6%	105
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	148,954	72.7%	101
Drank regular cola in last 6 months	90,466	44.2%	102
Drank beer/ale in last 6 months	87,083	42.5%	103
<b>Cameras (Adults)</b>			
Own digital point & shoot camera/camcorder	17,501	8.5%	101
Own digital SLR camera/camcorder	17,117	8.4%	110
Printed digital photos in last 12 months	47,492	23.2%	105
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	72,874	35.6%	106
Have a smartphone	187,767	91.6%	105
Have a smartphone: Android phone (any brand)	88,042	43.0%	104
Have a smartphone: Apple iPhone	98,254	48.0%	107
Number of cell phones in household: 1	28,182	26.8%	89
Number of cell phones in household: 2	40,749	38.8%	101
Number of cell phones in household: 3+	34,475	32.8%	113
HH has cell phone only (no landline telephone)	69,668	66.3%	110
<b>Computers (Households)</b>			
HH owns a computer	81,072	77.2%	105
HH owns desktop computer	37,907	36.1%	103
HH owns laptop/notebook	65,010	61.9%	108
HH owns any Apple/Mac brand computer	20,829	19.8%	104
HH owns any PC/non-Apple brand computer	67,308	64.1%	106
HH purchased most recent computer in a store	38,856	37.0%	105
HH purchased most recent computer online	15,409	14.7%	104
HH spent \$1-\$499 on most recent home computer	15,480	14.7%	101
HH spent \$500-\$999 on most recent home computer	17,524	16.7%	104
HH spent \$1,000-\$1,499 on most recent home computer	10,939	10.4%	107
HH spent \$1,500-\$1,999 on most recent home computer	4,554	4.3%	97
HH spent \$2,000+ on most recent home computer	4,683	4.5%	110

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	133,546	65.2%	105
Bought brewed coffee at convenience store in last 30 days	26,795	13.1%	99
Bought cigarettes at convenience store in last 30 days	21,588	10.5%	100
Bought gas at convenience store in last 30 days	82,388	40.2%	108
Spent at convenience store in last 30 days: \$1-19	14,357	7.0%	104
Spent at convenience store in last 30 days: \$20-\$39	19,080	9.3%	100
Spent at convenience store in last 30 days: \$40-\$50	16,319	8.0%	100
Spent at convenience store in last 30 days: \$51-\$99	10,894	5.3%	98
Spent at convenience store in last 30 days: \$100+	50,025	24.4%	107
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	129,711	63.3%	108
Went to live theater in last 12 months	23,020	11.2%	99
Went to a bar/night club in last 12 months	36,544	17.8%	105
Dined out in last 12 months	106,596	52.0%	102
Gambled at a casino in last 12 months	27,507	13.4%	98
Visited a theme park in last 12 months	42,710	20.8%	111
Viewed movie (video-on-demand) in last 30 days	37,337	18.2%	110
Viewed TV show (video-on-demand) in last 30 days	26,078	12.7%	109
Watched any pay-per-view TV in last 12 months	20,600	10.1%	114
Downloaded a movie over the Internet in last 30 days	22,359	10.9%	109
Downloaded any individual song in last 6 months	41,714	20.4%	108
Watched a movie online in the last 30 days	68,680	33.5%	112
Watched a TV program online in last 30 days	46,675	22.8%	112
Played a video/electronic game (console) in last 12 months	20,782	10.1%	112
Played a video/electronic game (portable) in last 12 months	9,041	4.4%	103
<b>Financial (Adults)</b>			
Have home mortgage (1st)	70,881	34.6%	113
Used ATM/cash machine in last 12 months	113,710	55.5%	106
Own any stock	14,014	6.8%	97
Own U.S. savings bond	8,521	4.2%	99
Own shares in mutual fund (stock)	14,034	6.9%	96
Own shares in mutual fund (bonds)	9,383	4.6%	97
Have interest checking account	59,138	28.9%	102
Have non-interest checking account	59,864	29.2%	101
Have savings account	121,473	59.3%	104
Have 401K retirement savings plan	36,667	17.9%	112
Own/used any credit/debit card in last 12 months	166,175	81.1%	101
Avg monthly credit card expenditures: \$1-110	22,955	11.2%	99
Avg monthly credit card expenditures: \$111-\$225	14,883	7.3%	100
Avg monthly credit card expenditures: \$226-\$450	13,948	6.8%	99
Avg monthly credit card expenditures: \$451-\$700	12,176	5.9%	96
Avg monthly credit card expenditures: \$701-\$1,000	11,126	5.4%	93
Avg monthly credit card expenditures: \$1,001+	26,758	13.1%	107
Did banking online in last 12 months	91,025	44.4%	113
Did banking on mobile device in last 12 months	67,453	32.9%	116
Paid bills online in last 12 months	116,305	56.8%	111

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
HH used beef (fresh/frozen) in last 6 months	71,806	68.4%	100
HH used bread in last 6 months	97,707	93.0%	100
HH used chicken (fresh or frozen) in last 6 months	72,958	69.5%	102
HH used turkey (fresh or frozen) in last 6 months	15,331	14.6%	98
HH used fish/seafood (fresh or frozen) in last 6 months	57,678	54.9%	100
HH used fresh fruit/vegetables in last 6 months	87,393	83.2%	99
HH used fresh milk in last 6 months	89,177	84.9%	100
HH used organic food in last 6 months	25,398	24.2%	100
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	59,044	28.8%	105
Exercise at club 2+ times per week	32,636	15.9%	113
Visited a doctor in last 12 months	154,891	75.6%	99
Used vitamin/dietary supplement in last 6 months	108,770	53.1%	99
<b>Home (Households)</b>			
HH did any home improvement in last 12 months	29,053	27.7%	101
HH used any maid/professional cleaning service in last 12 months	15,404	14.7%	99
HH purchased low ticket HH furnishings in last 12 months	19,152	18.2%	105
HH purchased big ticket HH furnishings in last 12 months	26,082	24.8%	109
HH bought any small kitchen appliance in last 12 months	25,354	24.1%	107
HH bought any large kitchen appliance in last 12 months	15,264	14.5%	110
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	94,271	46.0%	106
Carry medical/hospital/accident insurance	152,662	74.5%	101
Carry homeowner insurance	96,247	47.0%	101
Carry renter's insurance	20,782	10.1%	117
HH has auto insurance: 1 vehicle in household covered	31,322	29.8%	98
HH has auto insurance: 2 vehicles in household covered	31,950	30.4%	110
HH has auto insurance: 3+ vehicles in household covered	23,891	22.8%	101
<b>Pets (Households)</b>			
Household owns any pet	58,507	55.7%	104
Household owns any cat	22,999	21.9%	96
Household owns any dog	45,168	43.0%	105
<b>Psychographics (Adults)</b>			
Buying American is important to me	71,052	34.7%	94
Usually buy items on credit rather than wait	28,960	14.1%	105
Usually buy based on quality - not price	36,418	17.8%	97
Price is usually more important than brand name	59,474	29.0%	104
Usually use coupons for brands I buy often	31,367	15.3%	96
Am interested in how to help the environment	38,755	18.9%	96
Usually pay more for environ safe product	29,826	14.6%	98
Usually value green products over convenience	22,637	11.0%	97
Likely to buy a brand that supports a charity	73,622	35.9%	101
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	28,914	14.1%	108
Bought hardcover book in last 12 months	43,134	21.1%	105
Bought paperback book in last 12 month	58,572	28.6%	102
Read any daily newspaper (paper version)	27,094	13.2%	83
Read any digital newspaper in last 30 days	87,185	42.6%	103
Read any magazine (paper/electronic version) in last 6 months	189,336	92.4%	102

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	158,011	77.1%	105
Went to family restaurant/steak house: 4+ times a month	57,879	28.3%	108
Went to fast food/drive-in restaurant in last 6 months	188,826	92.2%	102
Went to fast food/drive-in restaurant 9+ times/month	86,149	42.0%	108
Fast food restaurant last 6 months: eat in	76,865	37.5%	105
Fast food restaurant last 6 months: home delivery	19,112	9.3%	110
Fast food restaurant last 6 months: take-out/drive-thru	104,231	50.9%	111
Fast food restaurant last 6 months: take-out/walk-in	45,747	22.3%	108
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	111,995	54.7%	109
Own any e-reader	21,381	10.4%	108
Own e-reader/tablet: iPad	67,232	32.8%	112
HH has Internet connectable TV	36,043	34.3%	108
Own any portable MP3 player	33,886	16.5%	104
HH owns 1 TV	20,473	19.5%	91
HH owns 2 TVs	26,747	25.5%	97
HH owns 3 TVs	23,090	22.0%	104
HH owns 4+ TVs	19,839	18.9%	112
HH subscribes to cable TV	42,495	40.5%	98
HH subscribes to fiber optic	6,857	6.5%	102
HH owns portable GPS navigation device	21,701	20.7%	101
HH purchased video game system in last 12 months	9,165	8.7%	103
HH owns any Internet video device for TV	33,023	31.4%	114
<b>Travel (Adults)</b>			
Took domestic trip in continental US last 12 months	112,778	55.0%	105
Took 3+ domestic non-business trips in last 12 months	25,851	12.6%	105
Spent on domestic vacations in last 12 months: \$1-999	23,493	11.5%	106
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	13,621	6.6%	107
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	7,933	3.9%	100
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	9,790	4.8%	109
Spent on domestic vacations in last 12 months: \$3,000+	13,430	6.6%	102
Domestic travel in last 12 months: used general travel website	14,727	7.2%	109
Took foreign trip (including Alaska and Hawaii) in last 3 years	62,232	30.4%	105
Took 3+ foreign trips by plane in last 3 years	12,655	6.2%	106
Spent on foreign vacations in last 12 months: \$1-999	11,135	5.4%	109
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	8,735	4.3%	99
Spent on foreign vacations in last 12 months: \$3,000+	13,772	6.7%	101
Foreign travel in last 3 years: used general travel website	12,348	6.0%	103
Nights spent in hotel/motel in last 12 months: any	97,780	47.7%	106
Took cruise of more than one day in last 3 years	20,600	10.1%	109
Member of any frequent flyer program	41,950	20.5%	111
Member of any hotel rewards program	44,299	21.6%	114

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