



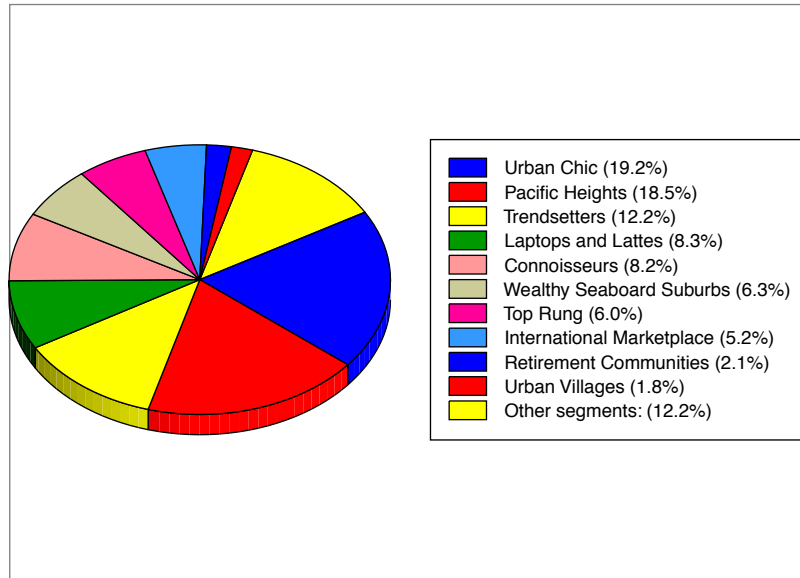
# Lifestyle Report

## Ranked by Households

Prepared by Timothy Gilmartin

San Mateo County  
Geography: County

Top Tapestry Segments



Percent of Households by Tapestry Segment

### Top Tapestry Segments:

#### Urban Chic

Urban Chic residents are well-educated professionals living an urban, exclusive lifestyle. Most own expensive single-family homes with a median value of \$659,997. Married-couple families and singles comprise most of these households. The median age is 42 years. Urban Chic residents travel extensively, visit museums, attend dance performances, play golf, and go hiking. They use the Internet frequently to trade or track investments or to shop, buying concert and sports tickets, clothes, flowers, and books. They appreciate a good cup of coffee while reading a book or newspaper and prefer to listen to classical music, alltalk, or public radio programs. Civic minded, residents are likely to volunteer in their communities.

#### Pacific Heights

Pacific Heights neighborhoods are found in the high-rent districts of California and Hawaii. The median home value is \$604,866; residents prefer single-family homes or townhomes. This market is small but affluent; one in two households earns \$81,128 annually. The median age is 39.1 years. Distance does not deter Pacific Heights residents from keeping in touch with family living overseas, as they make frequent phone calls and travel overseas to visit. Many households own three or more cell phones. Residents generally visit Disneyland or Las Vegas, Nevada, during the year and enjoy playing chess, reading history books, and renting classic movies on DVD to watch on their giant screen or projection TVs. This is one the top markets for owning an Apple brand PC.



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Source: ESRI

#### Trendsetters

These neighborhoods are located primarily on the West Coast. On the cutting edge of urban style, Trendsetters residents are young, diverse, mobile, educated professionals with substantive jobs. The median age is 35.5 years. More than half of the households are single-person or shared. Most still rent, preferring upscale, multiunit dwellings in older city districts. The median household income is \$64,002. Residents are spenders; they shop in stores, online, and via the phone. They own the latest laptop computers, cell phones, and MP3 players, and use the Internet daily. Exercise includes playing tennis, volleyball, baseball, and golf as well as ice skating, snorkeling, and yoga. Leisure activities include traveling, attending rock concerts, and reading biographies. Residents also enjoy syndicated TV shows such as Access Hollywood and Seinfeld.

#### Laptops and Lattes

The most eligible and unencumbered market of Community Tapestry, Laptops and Lattes residents are affluent, single, and still renting. They are highly educated, professional, and partial to city life, preferring major metropolitan areas such as New York, Los Angeles, San Francisco, Boston, and Chicago. The median household income is \$100,428; the median age is 38.4 years. Technologically savvy, this is the top market for owning an iPod, as well as a laptop or notebook PC; they use the Internet daily, especially to shop. Their favorite department store, by far, is Banana Republic. Leisure activities include going to movies, rock concerts, shows, museums, and nightclubs. These residents exercise regularly and take vitamins. They enjoy yoga, jogging, skiing, reading, watching foreign films on DVD, dining out, and traveling abroad. They embrace liberal philosophies and work for environmental causes.

#### Connoisseurs

Second in wealth to Top Rung but first for conspicuous consumption, Connoisseurs residents are well educated and somewhat older, with a median age of 47.3 years. Although residents appear closer to retirement than child rearing age, many of these married couples have children who still live at home. Their neighborhoods tend to be older bastions of affluence where the median home value is \$706,720. Growth in these neighborhoods is slow. Residents spend money for nice homes, cars, clothes, and vacations. Exercise is a priority; they work out weekly at a club or other facility, ski, play golf, snorkel, play tennis, practice yoga, and jog. Active in the community, they work for political candidates or parties, write or visit elected officials, and participate in local civic issues.

#### Wealthy Seaboard Suburbs

Wealthy Seaboard Suburbs neighborhoods are established quarters of affluence located in coastal metropolitan areas, primarily along the California, New York, New Jersey, and New England coasts. Neighborhoods are older and slow to change, with a median home value that exceeds \$471,252. Households consist of married-couple families. Over half of employed persons are in management and professional occupations. The median age is 42.3 years. Residents enjoy traveling and shopping. They prefer to shop at Macy's, and Nordstrom as well as BJ's Wholesale Club and Costco. They also purchase many items online or by phone. Residents take nice vacations, traveling in the United States and abroad. Europe; Hawaii; Atlantic City, New Jersey; Las Vegas, Nevada; and Disneyland are popular destinations. Leisure activities include going to the beach, skiing, ice skating, and attending theater performances.



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Source: ESRI

#### Top Rung

Top Rung is the wealthiest consumer market, representing less than one percent of all U.S. households. The median household income of \$185,415 is three and one-half times that of the national median, and the median net worth of \$614,206 is more than five times that of the national level. The median home value is approximately \$1,078,501. These educated residents are in their peak earning years, 45-64, in married-couple households, with or without children. The median age is 41.9 years. With the purchasing power to indulge any choice, Top Rung residents travel in style, both domestically and overseas. This is the top market for owning or leasing a luxury car; residents favor new imported vehicles, especially convertibles. A navigational system in the vehicle is a key amenity. Avid readers, these residents find time to read two or more daily newspapers and countless books.

#### International Marketplace

Located primarily in cities in coastal gateway states, International Marketplace neighborhoods are developing, urban markets with a rich blend of cultures and household types. Approximately 70 percent of households are occupied by families. Married couples with children and single parents with children represent 44 percent of households. A typical family rents an apartment in an older, multiunit structure. Most of the households are located in California and northeastern states. The median age is 30.3 years, and the median household income is \$47,207. Top purchases include groceries and children's clothing. Residents shop at stores such as Marshalls and Costco, but for convenience, they stop at 7-Eleven or other similar convenience stores. They are loyal listeners of Hispanic radio programs and prefer to watch movies and sports on TV.

#### Retirement Communities

Retirement Communities neighborhoods are found mostly in cities scattered across the United States. The majority of households are multiunit dwellings. Congregate housing, which commonly includes meals and other services in the rent, is a trait of this segment dominated by singles who live alone. This educated, older market has a median age of 51.4 years. One-third of residents are aged 65 years or older. Although the median household income is a modest \$48,045, the median net worth is \$170,490. Good health is a priority; residents visit their doctors regularly, diet and exercise, purchase low-sodium food, and take vitamins. They spend their leisure time working crossword puzzles, playing bingo, gardening indoors, canoeing, gambling, and taking adult education classes. They like to spend time with their grandchildren and spoil them with toys. Home remodeling projects are usually in the works.

#### Urban Villages

Urban Villages neighborhoods are multicultural enclaves of young families, unique to U.S. gateway cities located primarily in California. The median age is 30.5 years. All family types dominate this market. The average family size of 4.18 is the second highest of all the Community Tapestry segments. Many households have two wage earners, chiefly employed in the manufacturing, health care, retail trade, construction, and educational services industries. The median household income is \$63,363. Most residents own older, single-family homes with a median value of \$346,721, and multiple vehicles. Family and home dictate purchases. To maintain their older homes, time and money are spent on home remodeling and repairs. Leisure activities include playing soccer and tennis, renting foreign films, listening to Hispanic and variety radio, and visiting Disneyland, SeaWorld, or Six Flags theme parks.

Source: ESRI



## San Mateo County

### Geography: County

#### Summary Demographics

2010 Population	735,498
2010 Households	260,906
2010 Median Disposable Income	\$74,784
2010 Per Capita Income	\$46,080

#### Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$12,321,971,037	\$8,729,441,149	\$3,592,529,888	17.1	6,010
Total Retail Trade (NAICS 44-45)	\$10,501,584,408	\$7,646,430,804	\$2,855,153,604	15.7	4,203
Total Food & Drink (NAICS 722)	\$1,820,386,629	\$1,083,010,345	\$737,376,284	25.4	1,807

#### Industry Group

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$2,680,552,206	\$1,685,323,406	\$995,228,800	22.8	329
Automobile Dealers (NAICS 4411)	\$2,339,671,290	\$1,572,301,592	\$767,369,698	19.6	166
Other Motor Vehicle Dealers (NAICS 4412)	\$205,372,012	\$62,251,592	\$143,120,420	53.5	54
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$135,508,904	\$50,770,222	\$84,738,682	45.5	109
Furniture & Home Furnishings Stores (NAICS 442)	\$366,421,257	\$252,132,232	\$114,289,025	18.5	328
Furniture Stores (NAICS 4421)	\$200,655,982	\$132,648,525	\$68,007,457	20.4	111
Home Furnishings Stores (NAICS 4422)	\$165,765,275	\$119,483,707	\$46,281,568	16.2	217
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$370,680,220	\$439,088,104	-\$68,407,884	-8.4	538
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$496,568,348	\$287,879,681	\$208,688,667	26.6	349
Building Material and Supplies Dealers (NAICS 4441)	\$480,093,235	\$276,291,313	\$203,801,922	26.9	295
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$16,475,113	\$11,588,368	\$4,886,745	17.4	54
Food & Beverage Stores (NAICS 445)	\$2,284,167,889	\$1,618,381,984	\$665,785,905	17.1	511
Grocery Stores (NAICS 4451)	\$2,147,551,461	\$1,548,024,597	\$599,526,864	16.2	292
Specialty Food Stores (NAICS 4452)	\$65,614,720	\$36,867,211	\$28,747,509	28.1	134
Beer, Wine, and Liquor Stores (NAICS 4453)	\$71,001,708	\$33,490,176	\$37,511,532	35.9	85
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$473,119,641	\$277,745,287	\$195,374,354	26.0	230
Gasoline Stations (NAICS 447/4471)	\$1,421,881,334	\$697,029,913	\$724,851,421	34.2	171
Clothing and Clothing Accessories Stores (NAICS 448)	\$474,577,102	\$329,527,727	\$145,049,375	18.0	564
Clothing Stores (NAICS 4481)	\$370,963,148	\$266,358,249	\$104,604,899	16.4	356
Shoe Stores (NAICS 4482)	\$39,416,386	\$23,026,002	\$16,390,384	26.2	70
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$64,197,568	\$40,143,476	\$24,054,092	23.1	138
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$144,108,588	\$88,628,242	\$55,480,346	23.8	311
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$85,788,573	\$48,380,459	\$37,408,114	27.9	236
Book, Periodical, and Music Stores (NAICS 4512)	\$58,320,015	\$40,247,783	\$18,072,232	18.3	75

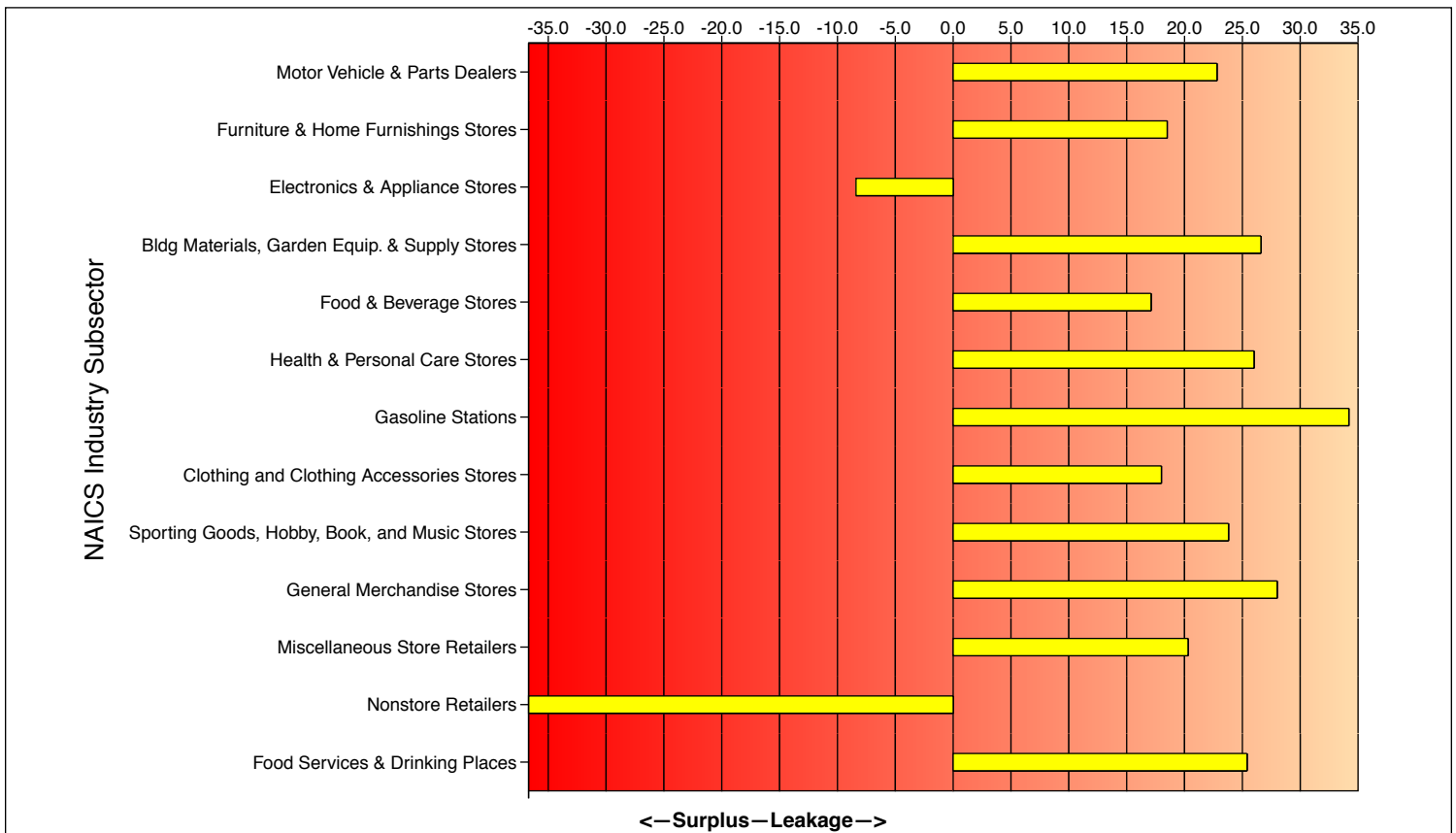
**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. ESRI uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.

**Source:** ESRI and Infogroup



Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$991,729,430	\$557,543,601	\$434,185,829	28.0	102
Department Stores Excluding Leased Depts.(NAICS 4521)	\$641,935,357	\$398,018,532	\$243,916,825	23.5	44
Other General Merchandise Stores (NAICS 4529)	\$349,794,073	\$159,525,069	\$190,269,004	37.4	58
Miscellaneous Store Retailers (NAICS 453)	\$206,902,872	\$137,094,302	\$69,808,570	20.3	671
Florists (NAICS 4531)	\$27,858,241	\$12,843,004	\$15,015,237	36.9	123
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$74,992,692	\$67,157,619	\$7,835,073	5.5	194
Used Merchandise Stores (NAICS 4533)	\$8,997,582	\$9,123,395	\$-125,813	-0.7	113
Other Miscellaneous Store Retailers (NAICS 4539)	\$95,054,357	\$47,970,284	\$47,084,073	32.9	241
Nonstore Retailers (NAICS 454)	\$590,875,521	\$1,276,056,325	\$-685,180,804	-36.7	99
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$388,964,858	\$530,172,157	\$-141,207,299	-15.4	35
Vending Machine Operators (NAICS 4542)	\$44,410,003	\$19,683,204	\$24,726,799	38.6	25
Direct Selling Establishments (NAICS 4543)	\$157,500,660	\$726,200,964	\$-568,700,304	-64.4	39
Food Services & Drinking Places (NAICS 722)	\$1,820,386,629	\$1,083,010,345	\$737,376,284	25.4	1,807
Full-Service Restaurants (NAICS 7221)	\$1,031,131,822	\$512,632,092	\$518,499,730	33.6	1,073
Limited-Service Eating Places (NAICS 7222)	\$544,939,963	\$421,228,032	\$123,711,931	12.8	522
Special Food Services (NAICS 7223)	\$233,756,752	\$125,350,771	\$108,405,981	30.2	138
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$10,558,092	\$23,799,450	\$-13,241,358	-38.5	74

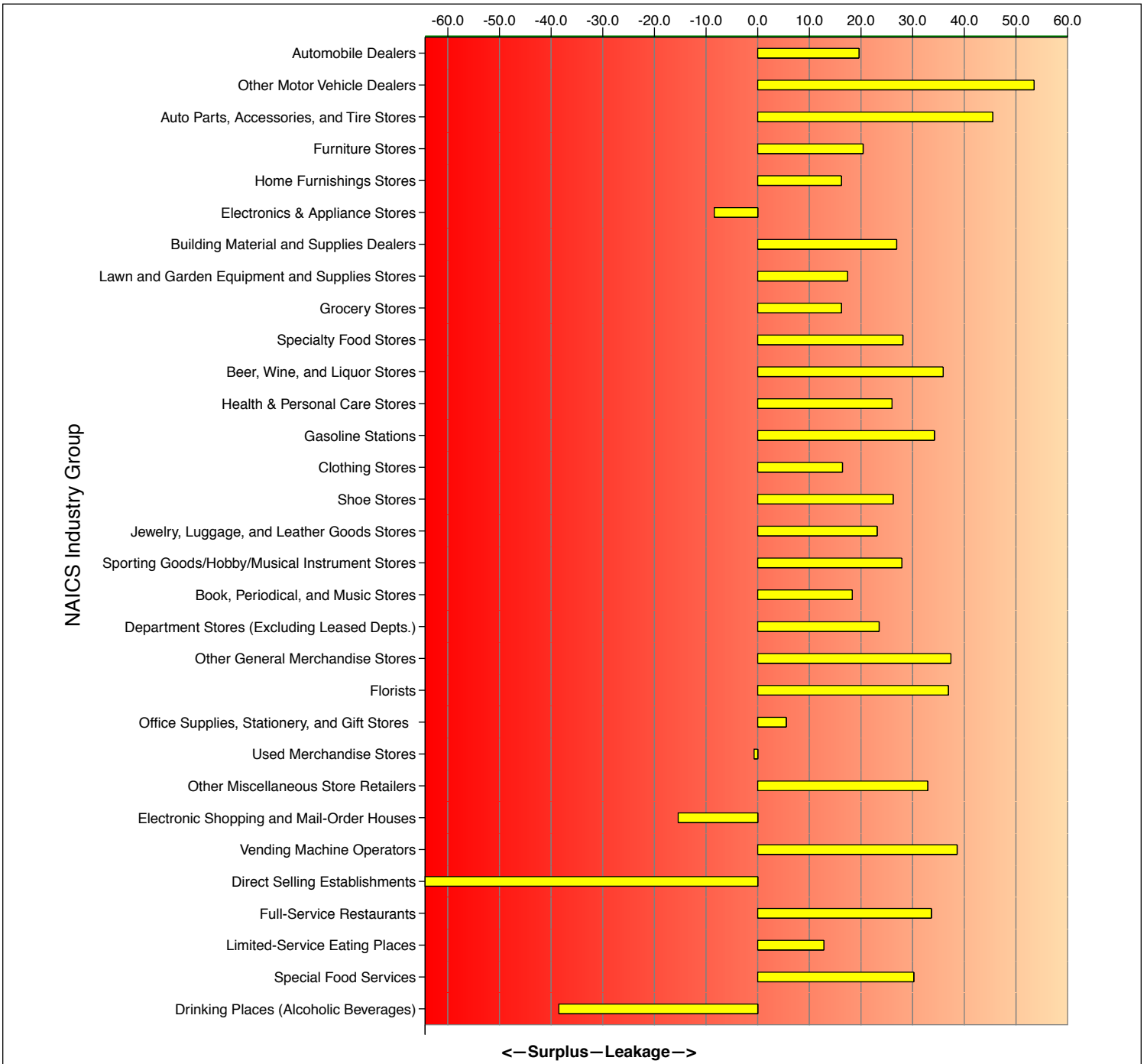
Leakage/Surplus Factor by Industry Subsector



Source: ESRI and Infogroup



Leakage/Surplus Factor by Industry Group



Source: ESRI and Infogroup



San Mateo County

Geography: County

# Retail Market Potential

Prepared by Timothy Gilmartin

Demographic Summary	2010	2015
Population	735,498	751,183
Total Number of Adults	572,927	589,794
Households	260,906	265,631
Median Household Income	\$95,300	\$111,137

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's apparel in last 12 months	285,444	49.8%	99
Bought any women's apparel in last 12 months	257,870	45.0%	99
Bought apparel for child <13 in last 6 months	145,053	25.3%	90
Bought any shoes in last 12 months	289,938	50.6%	97
Bought costume jewelry in last 12 months	112,244	19.6%	94
Bought any fine jewelry in last 12 months	130,189	22.7%	99
Bought a watch in last 12 months	103,849	18.1%	88
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	222,751	85.4%	98
HH bought new vehicle in last 12 months	24,846	9.5%	115
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	489,506	85.4%	98
Bought/changed motor oil in last 12 months	230,064	40.2%	78
Had tune-up in last 12 months	206,629	36.1%	115
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	405,441	70.8%	112
Drank regular cola in last 6 months	243,207	42.4%	81
Drank beer/ale in last 6 months	255,629	44.6%	105
<b>Cameras &amp; Film (Adults)</b>			
Bought any camera in last 12 months	75,518	13.2%	89
Bought film in last 12 months	122,329	21.4%	90
Bought digital camera in last 12 months	45,937	8.0%	114
Bought memory card for camera in last 12 months	45,731	8.0%	105
<b>Cell Phones/PDAs &amp; Service</b>			
Bought cell/mobile phone/PDA in last 12 months	174,588	30.5%	103
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	151,152	26.4%	102
Avg monthly cell/mobile phone/PDA bill: \$50-99	197,274	34.4%	108
Avg monthly cell/mobile phone/PDA bill: \$100+	92,663	16.2%	105
<b>Computers (Households)</b>			
HH owns a personal computer	211,224	81.0%	113
HH spent <\$500 on home PC	20,352	7.8%	86
HH spent \$500-\$999 on home PC	44,012	16.9%	92
HH spent \$1000-\$1499 on home PC	42,329	16.2%	110
HH spent \$1500-\$1999 on home PC	26,377	10.1%	122
Spent \$2000+ on home PC	29,105	11.2%	144

**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 2010 and 2015.



San Mateo County

Geography: County

# Retail Market Potential

Prepared by Timothy Gilmartin

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	310,112	54.1%	91
Bought cigarettes at convenience store in last 30 days	48,236	8.4%	57
Bought gas at convenience store in last 30 days	101,674	17.7%	53
Spent at convenience store in last 30 days: <\$20	74,753	13.0%	134
Spent at convenience store in last 30 days: \$20-39	60,769	10.6%	106
Spent at convenience store in last 30 days: \$40+	127,425	22.2%	63
<b>Entertainment (Adults)</b>			
Attended movies in last 6 months	369,618	64.5%	110
Went to live theater in last 6 months	97,418	17.0%	135
Went to a bar/night club in last 12 months	106,375	18.6%	101
Dined out in last 12 months	311,472	54.4%	111
Gambled at a casino in last 12 months	118,613	20.7%	129
Visited a theme park in last 12 months	152,377	26.6%	120
DVDs rented in last 30 days: 1	13,802	2.4%	91
DVDs rented in last 30 days: 2	27,298	4.8%	102
DVDs rented in last 30 days: 3	17,526	3.1%	99
DVDs rented in last 30 days: 4	19,877	3.5%	87
DVDs rented in last 30 days: 5+	78,133	13.6%	104
DVDs purchased in last 30 days: 1	30,299	5.3%	99
DVDs purchased in last 30 days: 2	27,533	4.8%	91
DVDs purchased in last 30 days: 3-4	21,125	3.7%	75
DVDs purchased in last 30 days: 5+	22,624	3.9%	73
Spent on toys/games in last 12 months: <\$50	30,593	5.3%	85
Spent on toys/games in last 12 months: \$50-\$99	12,564	2.2%	80
Spent on toys/games in last 12 months: \$100-\$199	39,843	7.0%	97
Spent on toys/games in last 12 months: \$200-\$499	57,160	10.0%	96
Spent on toys/games in last 12 months: \$500+	31,719	5.5%	100
<b>Financial (Adults)</b>			
Have home mortgage (1st)	111,105	19.4%	107
Used ATM/cash machine in last 12 months	331,076	57.8%	114
Own any stock	62,044	10.8%	120
Own U.S. savings bond	37,225	6.5%	92
Own shares in mutual fund (stock)	65,714	11.5%	122
Own shares in mutual fund (bonds)	41,895	7.3%	127
Used full service brokerage firm in last 12 months	42,983	7.5%	123
Used discount brokerage firm in last 12 months	15,353	2.7%	136
Have 401K retirement savings	103,488	18.1%	109
Own any credit/debit card (in own name)	440,732	76.9%	105
Avg monthly credit card expenditures: <\$111	64,368	11.2%	77
Avg monthly credit card expenditures: \$111-225	48,971	8.5%	95
Avg monthly credit card expenditures: \$226-450	53,051	9.3%	108
Avg monthly credit card expenditures: \$451-700	49,849	8.7%	121
Avg monthly credit card expenditures: \$701+	118,185	20.6%	150

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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	353,905	61.8%	89
Used bread in last 6 months	544,531	95.0%	99
Used chicken/turkey (fresh or frozen) in last 6 months	414,622	72.4%	97
Used fish/seafood (fresh or frozen) in last 6 months	278,147	48.5%	95
Used fresh fruit/vegetables in last 6 months	491,646	85.8%	99
Used fresh milk in last 6 months	500,290	87.3%	96
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	174,253	30.4%	103
Exercise at club 2+ times per week	95,046	16.6%	143
Visited a doctor in last 12 months	453,746	79.2%	101
Used vitamin/dietary supplement in last 6 months	288,127	50.3%	105
<b>Home (Households)</b>			
Any home improvement in last 12 months	75,066	28.8%	92
Used housekeeper/maid/professional cleaning service in last 12 months	59,977	23.0%	146
Purchased any HH furnishing in last 12 months	26,364	10.1%	96
Purchased bedding/bath goods in last 12 months	137,942	52.9%	97
Purchased cooking/serving product in last 12 months	68,998	26.4%	98
Bought any kitchen appliance in last 12 months	45,939	17.6%	99
<b>Insurance (Adults)</b>			
Currently carry any life insurance	243,459	42.5%	88
Have medical/hospital/accident insurance	434,800	75.9%	104
Carry homeowner insurance	285,069	49.8%	94
Carry renter insurance	42,308	7.4%	123
Have auto/other vehicle insurance	476,228	83.1%	99
<b>Pets (Households)</b>			
HH owns any pet	104,437	40.0%	84
HH owns any cat	49,526	19.0%	81
HH owns any dog	67,146	25.7%	74
<b>Reading Materials (Adults)</b>			
Bought book in last 12 months	316,934	55.3%	112
Read any daily newspaper	256,473	44.8%	104
Heavy magazine reader	124,735	21.8%	109
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 mo	416,402	72.7%	100
Went to family restaurant/steak house last mo: <2 times	159,993	27.9%	107
Went to family restaurant/steak house last mo: 2-4 times	156,143	27.3%	99
Went to family restaurant/steak house last mo: 5+ times	100,282	17.5%	90
Went to fast food/drive-in restaurant in last 6 mo	499,221	87.1%	97
Went to fast food/drive-in restaurant <5 times/mo	196,940	34.4%	112
Went to fast food/drive-in 5-12 times/mo	162,224	28.3%	90
Went to fast food/drive-in restaurant 13+ times/mo	140,093	24.5%	88
Fast food/drive-in last 6 mo: eat in	209,333	36.5%	95
Fast food/drive-in last 6 mo: home delivery	54,393	9.5%	85
Fast food/drive-in last 6 mo: take-out/drive-thru	245,811	42.9%	82
Fast food/drive-in last 6 mo: take-out/walk-in	160,049	27.9%	114

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Telephones &amp; Service (Households)</b>			
HH owns in-home cordless telephone	168,522	64.6%	100
HH average monthly long distance phone bill: <\$16	69,398	26.6%	95
HH average monthly long distance phone bill: \$16-25	34,299	13.1%	112
HH average monthly long distance phone bill: \$26-59	31,038	11.9%	122
HH average monthly long distance phone bill: \$60+	13,166	5.0%	115
<b>Television &amp; Sound Equipment (Households)</b>			
HH owns 1 TV	59,131	22.7%	114
HH owns 2 TVs	71,297	27.3%	103
HH owns 3 TVs	54,905	21.0%	94
HH owns 4+ TVs	47,140	18.1%	86
HH subscribes to cable TV	175,301	67.2%	116
HH watched 15+ hours of cable TV last week	145,094	55.6%	93
Purchased audio equipment in last 12 months	21,877	8.4%	101
Purchased CD player in last 12 months	11,305	4.3%	82
Purchased DVD player in last 12 months	26,156	10.0%	95
Purchased MP3 player in last 12 months	25,845	9.9%	113
Purchased video game system in last 12 months	21,515	8.2%	95
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	338,136	59.0%	112
Took 3+ domestic trips in last 12 months	136,684	23.9%	115
Spent on domestic vacations last 12 mo: <\$1000	78,230	13.7%	108
Spent on domestic vacations last 12 mo: \$1000-\$1499	41,040	7.2%	104
Spent on domestic vacations last 12 mo: \$1500-\$1999	26,567	4.6%	115
Spent on domestic vacations last 12 mo: \$2000-\$2999	32,196	5.6%	136
Spent on domestic vacations last 12 mo: \$3000+	39,896	7.0%	144
Foreign travel in last 3 years	230,934	40.3%	161
Took 3+ foreign trips by plane in last 3 years	56,887	9.9%	219
Spent on foreign vacations last 12 mo: <\$1000	44,081	7.7%	140
Spent on foreign vacations last 12 mo: \$1000-\$2999	37,669	6.6%	165
Spent on foreign vacations: \$3000+	58,174	10.2%	218
Stayed 1+ nights at hotel/motel in last 12 months	256,721	44.8%	108

**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 2010 and 2015.