



# Retail Market Potential

10865 N US Highway 301, Oxford, Florida, 34484 2  
 10865 N US Highway 301, Oxford, Florida, 34484  
 Drive Time: 5 minute radius

Prepared by Esri  
 Latitude: 28.91446  
 Longitude: -82.03627

Demographic Summary	2022	2027
Population	3,968	4,463
Population 18+	3,324	3,731
Households	1,642	1,855
Median Household Income	\$57,260	\$62,591

  

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	1,746	52.5%	96
Bought any women's clothing in last 12 months	1,723	51.8%	107
Bought any shoes in last 12 months	2,258	67.9%	94
Bought any fine jewelry in last 12 months	617	18.6%	97
Bought a watch in last 12 months	458	13.8%	97
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	1,526	92.9%	104
HH bought/leased new vehicle last 12 months	151	9.2%	96
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	3,061	92.1%	104
Bought/changed motor oil in last 12 months	1,654	49.8%	104
Had tune-up in last 12 months	797	24.0%	98
<b>Beverages (Adults)</b>			
Drank non-diet (regular) in last 6 months	1,262	38.0%	97
Drank beer/ale in last 6 months	1,287	38.7%	95
<b>Cameras (Adults)</b>			
Own digital point & shoot camera/camcorder	296	8.9%	91
Own digital SLR camera/camcorder	243	7.3%	75
Printed digital photos in last 12 months	765	23.0%	91
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	1,111	33.4%	102
Have a smartphone	2,990	90.0%	98
Have a smartphone: Android phone (any brand)	1,528	46.0%	115
Have a smartphone: Apple iPhone	1,480	44.5%	84
Number of cell phones in household: 1	607	37.0%	121
Number of cell phones in household: 2	640	39.0%	101
Number of cell phones in household: 3+	367	22.4%	77
HH has cell phone only (no landline telephone)	1,109	67.5%	101
<b>Computers (Households)</b>			
HH owns a computer	1,258	76.6%	94
HH owns desktop computer	592	36.1%	95
HH owns laptop/notebook	1,001	61.0%	93
HH owns any Apple/Mac brand computer	250	15.2%	68
HH owns any PC/non-Apple brand computer	1,098	66.9%	100
HH purchased most recent computer in a store	631	38.4%	104
HH purchased most recent computer online	337	20.5%	91
HH spent \$1-\$499 on most recent home computer	291	17.7%	114
HH spent \$500-\$999 on most recent home computer	329	20.0%	106
HH spent \$1,000-\$1,499 on most recent home computer	149	9.1%	76
HH spent \$1,500-\$1,999 on most recent home computer	61	3.7%	71
HH spent \$2,000+ on most recent home computer	61	3.7%	79

**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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.



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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	2,080	62.6%	100
Bought brewed coffee at convenience store in last 30 days	403	12.1%	98
Bought cigarettes at convenience store in last 30 days	314	9.4%	132
Bought gas at convenience store in last 30 days	1,410	42.4%	113
Spent at convenience store in last 30 days: \$1-19	231	6.9%	92
Spent at convenience store in last 30 days: \$20-\$39	321	9.7%	94
Spent at convenience store in last 30 days: \$40-\$50	338	10.2%	119
Spent at convenience store in last 30 days: \$51-\$99	208	6.3%	104
Spent at convenience store in last 30 days: \$100+	703	21.1%	104
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	1,472	44.3%	92
Went to live theater in last 12 months	301	9.1%	90
Went to a bar/night club in last 12 months	482	14.5%	86
Dined out in last 12 months	1,676	50.4%	100
Gambled at a casino in last 12 months	319	9.6%	84
Visited a theme park in last 12 months	377	11.3%	79
Viewed movie (video-on-demand) in last 30 days	390	11.7%	91
Viewed TV show (video-on-demand) in last 30 days	275	8.3%	98
Watched any pay-per-view TV in last 12 months	194	5.8%	91
Downloaded a movie over the Internet in last 30 days	242	7.3%	95
Downloaded any individual song in last 6 months	560	16.8%	86
Used internet to watch a movie online in the last 30 days	919	27.6%	81
Used internet to watch a TV program online in last 30 days	576	17.3%	79
Played a video/electronic game (console) in last 12 months	280	8.4%	72
Played a video/electronic game (portable) in last 12 months	118	3.5%	59
<b>Financial (Adults)</b>			
Have home mortgage (1st)	1,110	33.4%	93
Used ATM/cash machine in last 12 months	1,912	57.5%	95
Own any stock	401	12.1%	100
Own U.S. savings bond	184	5.5%	90
Own shares in mutual fund (stock)	383	11.5%	103
Own shares in mutual fund (bonds)	308	9.3%	132
Have interest checking account	1,295	39.0%	110
Have non-interest checking account	1,187	35.7%	101
Have savings account	2,210	66.5%	97
Have 401K retirement savings plan	590	17.7%	81
Own/used any credit/debit card in last 12 months	2,952	88.8%	100
Avg monthly credit card expenditures: \$1-110	381	11.5%	96
Avg monthly credit card expenditures: \$111-\$225	210	6.3%	80
Avg monthly credit card expenditures: \$226-\$450	245	7.4%	84
Avg monthly credit card expenditures: \$451-\$700	323	9.7%	121
Avg monthly credit card expenditures: \$701-\$1,000	268	8.1%	108
Avg monthly credit card expenditures: \$1001-2000	325	9.8%	98
Avg monthly credit card expenditures: \$2001+	265	8.0%	90
Did banking online in last 12 months	1,711	51.5%	97
Did banking on mobile device in last 12 months	1,207	36.3%	87

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
HH used bread in last 6 months	1,560	95.0%	101
HH used chicken (fresh or frozen) in last 6 months	1,127	68.6%	100
HH used turkey (fresh or frozen) in last 6 months	239	14.6%	100
HH used fish/seafood (fresh or frozen) in last 6 months	905	55.1%	95
HH used fresh fruit/vegetables in last 6 months	1,397	85.1%	97
HH used fresh milk in last 6 months	1,378	83.9%	101
HH used organic food in last 6 months	326	19.9%	79
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	1,144	34.4%	85
Exercise at club 2+ times per week	347	10.4%	76
Visited a doctor in last 12 months	2,684	80.7%	102
Used vitamin/dietary supplement in last 6 months	2,122	63.8%	105
<b>Home (Households)</b>			
HH did any home improvement in last 12 months	599	36.5%	106
HH used any maid/professional cleaning service in last 12 months	345	21.0%	103
HH purchased low ticket HH furnishings in last 12 months	363	22.1%	102
HH purchased big ticket HH furnishings in last 12 months	442	26.9%	103
HH bought any small kitchen appliance in last 12 months	412	25.1%	99
HH bought any large kitchen appliance in last 12 months	278	16.9%	109
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	1,556	46.8%	97
Carry medical/hospital/accident insurance	2,710	81.5%	101
Carry homeowner/personal property insurance	2,039	61.3%	108
Carry renter's insurance	267	8.0%	75
HH has auto insurance: 1 vehicle in household covered	576	35.1%	119
HH has auto insurance: 2 vehicles in household covered	484	29.5%	95
HH has auto insurance: 3+ vehicles in household covered	401	24.4%	98
<b>Pets (Households)</b>			
Household owns any pet	917	55.8%	107
Household owns any cat	397	24.2%	105
Household owns any dog	746	45.4%	115
<b>Psychographics (Adults)</b>			
<b>Represents adults who "completely agree" with the statement:</b>			
Buying American is important	1,476	44.4%	125
Buy based on quality not price	615	18.5%	108
Buy on credit rather than wait	488	14.7%	111
Only use coupons brands: usually buy	612	18.4%	135
Will pay more for environmentally safe products	397	11.9%	87
Buy based on price not brands	989	29.8%	103
Am interested in how to help the environment	623	18.7%	92
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	582	17.5%	101
Bought hardcover book in last 12 months	796	23.9%	98
Bought paperback book in last 12 month	930	28.0%	90
Read any daily newspaper (paper version)	549	16.5%	107
Read any digital newspaper in last 30 days	1,283	38.6%	78
Read any magazine (paper/electronic version) in last 6 months	2,886	86.8%	98

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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	2,268	68.2%	102
Went to family restaurant/steak house: 4+ times a month	773	23.3%	112
Went to fast food/drive-in restaurant in last 6 months	3,044	91.6%	101
Went to fast food/drive-in restaurant 9+ times/month	1,212	36.5%	96
Fast food restaurant last 6 months: eat in	823	24.8%	109
Fast food restaurant last 6 months: home delivery	278	8.4%	72
Fast food restaurant last 6 months: take-out/drive-thru	1,883	56.6%	101
Fast food restaurant last 6 months: take-out/walk-in	529	15.9%	75
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	1,873	56.3%	100
Own any e-reader	386	11.6%	95
Own e-reader/tablet: iPad	1,063	32.0%	92
HH has Internet connectable TV	702	42.8%	100
Own any portable MP3 player	421	12.7%	93
HH owns 1 TV	301	18.3%	93
HH owns 2 TVs	503	30.6%	112
HH owns 3 TVs	344	21.0%	95
HH owns 4+ TVs	350	21.3%	103
HH subscribes to cable TV	637	38.8%	104
HH subscribes to fiber optic	61	3.7%	69
HH owns portable GPS navigation device	405	24.7%	120
HH purchased video game system in last 12 months	81	4.9%	64
HH owns any Internet video device for TV	706	43.0%	95
<b>Travel (Adults)</b>			
Took domestic trip in continental US last 12 months	1,653	49.7%	93
Took 3+ domestic non-business trips in last 12 months	406	12.2%	97
Spent on domestic vacations in last 12 months: \$1-999	380	11.4%	91
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	145	4.4%	70
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	127	3.8%	101
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	109	3.3%	87
Spent on domestic vacations in last 12 months: \$3,000+	186	5.6%	88
Domestic travel in last 12 months: used general travel website	143	4.3%	72
Took foreign trip (including Alaska and Hawaii) in last 3 years	902	27.1%	82
Took 3+ foreign trips by plane in last 3 years	201	6.0%	76
Spent on foreign vacations in last 12 months: \$1-999	190	5.7%	79
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	108	3.2%	84
Spent on foreign vacations in last 12 months: \$3,000+	162	4.9%	81
Foreign travel in last 3 years: used general travel website	140	4.2%	65
Nights spent in hotel/motel in last 12 months: any	1,357	40.8%	90
Took cruise of more than one day in last 3 years	439	13.2%	122
Member of any frequent flyer program	681	20.5%	83
Member of any hotel rewards program	830	25.0%	97

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Demographic Summary	2022	2027
Population	24,159	26,506
Population 18+	21,843	23,981
Households	11,678	12,860
Median Household Income	\$65,581	\$75,074

  

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	10,846	49.7%	91
Bought any women's clothing in last 12 months	11,559	52.9%	109
Bought any shoes in last 12 months	15,030	68.8%	95
Bought any fine jewelry in last 12 months	4,102	18.8%	98
Bought a watch in last 12 months	2,854	13.1%	92
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	10,912	93.4%	104
HH bought/leased new vehicle last 12 months	1,174	10.1%	105
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	20,089	92.0%	104
Bought/changed motor oil in last 12 months	9,842	45.1%	94
Had tune-up in last 12 months	5,163	23.6%	96
<b>Beverages (Adults)</b>			
Drank non-diet (regular) in last 6 months	6,979	32.0%	81
Drank beer/ale in last 6 months	9,062	41.5%	102
<b>Cameras (Adults)</b>			
Own digital point & shoot camera/camcorder	2,416	11.1%	113
Own digital SLR camera/camcorder	1,671	7.7%	78
Printed digital photos in last 12 months	5,371	24.6%	97
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	7,146	32.7%	100
Have a smartphone	19,322	88.5%	96
Have a smartphone: Android phone (any brand)	9,046	41.4%	104
Have a smartphone: Apple iPhone	10,298	47.1%	89
Number of cell phones in household: 1	5,116	43.8%	143
Number of cell phones in household: 2	4,859	41.6%	108
Number of cell phones in household: 3+	1,518	13.0%	45
HH has cell phone only (no landline telephone)	7,317	62.7%	94
<b>Computers (Households)</b>			
HH owns a computer	9,558	81.8%	101
HH owns desktop computer	4,757	40.7%	108
HH owns laptop/notebook	7,377	63.2%	96
HH owns any Apple/Mac brand computer	1,904	16.3%	73
HH owns any PC/non-Apple brand computer	8,253	70.7%	106
HH purchased most recent computer in a store	4,833	41.4%	112
HH purchased most recent computer online	2,579	22.1%	98
HH spent \$1-\$499 on most recent home computer	1,886	16.2%	104
HH spent \$500-\$999 on most recent home computer	2,698	23.1%	122
HH spent \$1,000-\$1,499 on most recent home computer	1,196	10.2%	85
HH spent \$1,500-\$1,999 on most recent home computer	519	4.4%	85
HH spent \$2,000+ on most recent home computer	445	3.8%	81

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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	12,512	57.3%	91
Bought brewed coffee at convenience store in last 30 days	2,669	12.2%	98
Bought cigarettes at convenience store in last 30 days	1,484	6.8%	95
Bought gas at convenience store in last 30 days	8,807	40.3%	107
Spent at convenience store in last 30 days: \$1-19	1,594	7.3%	96
Spent at convenience store in last 30 days: \$20-\$39	2,052	9.4%	92
Spent at convenience store in last 30 days: \$40-\$50	2,370	10.9%	127
Spent at convenience store in last 30 days: \$51-\$99	1,298	5.9%	98
Spent at convenience store in last 30 days: \$100+	3,612	16.5%	81
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	9,850	45.1%	94
Went to live theater in last 12 months	2,692	12.3%	122
Went to a bar/night club in last 12 months	3,722	17.0%	101
Dined out in last 12 months	12,038	55.1%	109
Gambled at a casino in last 12 months	2,584	11.8%	104
Visited a theme park in last 12 months	2,409	11.0%	77
Viewed movie (video-on-demand) in last 30 days	3,047	13.9%	108
Viewed TV show (video-on-demand) in last 30 days	2,277	10.4%	123
Watched any pay-per-view TV in last 12 months	1,579	7.2%	113
Downloaded a movie over the Internet in last 30 days	1,681	7.7%	101
Downloaded any individual song in last 6 months	3,468	15.9%	81
Used internet to watch a movie online in the last 30 days	5,042	23.1%	68
Used internet to watch a TV program online in last 30 days	3,694	16.9%	77
Played a video/electronic game (console) in last 12 months	1,419	6.5%	55
Played a video/electronic game (portable) in last 12 months	718	3.3%	55
<b>Financial (Adults)</b>			
Have home mortgage (1st)	7,521	34.4%	95
Used ATM/cash machine in last 12 months	12,826	58.7%	97
Own any stock	3,361	15.4%	128
Own U.S. savings bond	1,403	6.4%	104
Own shares in mutual fund (stock)	3,381	15.5%	139
Own shares in mutual fund (bonds)	2,733	12.5%	178
Have interest checking account	10,342	47.3%	134
Have non-interest checking account	7,654	35.0%	99
Have savings account	15,124	69.2%	101
Have 401K retirement savings plan	3,578	16.4%	75
Own/used any credit/debit card in last 12 months	20,055	91.8%	103
Avg monthly credit card expenditures: \$1-110	2,495	11.4%	96
Avg monthly credit card expenditures: \$111-\$225	1,458	6.7%	85
Avg monthly credit card expenditures: \$226-\$450	1,951	8.9%	101
Avg monthly credit card expenditures: \$451-\$700	2,320	10.6%	132
Avg monthly credit card expenditures: \$701-\$1,000	2,081	9.5%	127
Avg monthly credit card expenditures: \$1001-2000	2,479	11.3%	114
Avg monthly credit card expenditures: \$2001+	2,198	10.1%	113
Did banking online in last 12 months	12,006	55.0%	104
Did banking on mobile device in last 12 months	7,590	34.7%	83

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
HH used bread in last 6 months	10,988	94.1%	100
HH used chicken (fresh or frozen) in last 6 months	7,662	65.6%	96
HH used turkey (fresh or frozen) in last 6 months	1,667	14.3%	98
HH used fish/seafood (fresh or frozen) in last 6 months	6,519	55.8%	96
HH used fresh fruit/vegetables in last 6 months	10,068	86.2%	99
HH used fresh milk in last 6 months	9,506	81.4%	98
HH used organic food in last 6 months	2,446	20.9%	84
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	7,969	36.5%	90
Exercise at club 2+ times per week	2,492	11.4%	83
Visited a doctor in last 12 months	18,818	86.2%	109
Used vitamin/dietary supplement in last 6 months	15,656	71.7%	118
<b>Home (Households)</b>			
HH did any home improvement in last 12 months	4,627	39.6%	116
HH used any maid/professional cleaning service in last 12 months	2,940	25.2%	123
HH purchased low ticket HH furnishings in last 12 months	2,437	20.9%	96
HH purchased big ticket HH furnishings in last 12 months	3,023	25.9%	99
HH bought any small kitchen appliance in last 12 months	2,720	23.3%	92
HH bought any large kitchen appliance in last 12 months	2,001	17.1%	110
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	10,114	46.3%	96
Carry medical/hospital/accident insurance	18,597	85.1%	105
Carry homeowner/personal property insurance	14,661	67.1%	119
Carry renter's insurance	1,868	8.6%	80
HH has auto insurance: 1 vehicle in household covered	4,848	41.5%	141
HH has auto insurance: 2 vehicles in household covered	3,228	27.6%	89
HH has auto insurance: 3+ vehicles in household covered	2,351	20.1%	81
<b>Pets (Households)</b>			
Household owns any pet	5,335	45.7%	87
Household owns any cat	2,238	19.2%	83
Household owns any dog	4,204	36.0%	91
<b>Psychographics (Adults)</b>			
<b>Represents adults who "completely agree" with the statement:</b>			
Buying American is important	9,710	44.5%	126
Buy based on quality not price	3,863	17.7%	103
Buy on credit rather than wait	3,397	15.6%	118
Only use coupons brands: usually buy	4,723	21.6%	158
Will pay more for environmentally safe products	2,734	12.5%	92
Buy based on price not brands	6,276	28.7%	100
Am interested in how to help the environment	3,907	17.9%	87
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	4,259	19.5%	112
Bought hardcover book in last 12 months	5,555	25.4%	104
Bought paperback book in last 12 month	6,461	29.6%	95
Read any daily newspaper (paper version)	5,139	23.5%	153
Read any digital newspaper in last 30 days	8,933	40.9%	82
Read any magazine (paper/electronic version) in last 6 months	19,464	89.1%	101

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# Retail Market Potential

10865 N US Highway 301, Oxford, Florida, 34484 2  
 10865 N US Highway 301, Oxford, Florida, 34484  
 Drive Time: 10 minute radius

Prepared by Esri  
 Latitude: 28.91446  
 Longitude: -82.03627

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	15,340	70.2%	105
Went to family restaurant/steak house: 4+ times a month	5,345	24.5%	118
Went to fast food/drive-in restaurant in last 6 months	19,662	90.0%	100
Went to fast food/drive-in restaurant 9+ times/month	7,330	33.6%	89
Fast food restaurant last 6 months: eat in	5,306	24.3%	107
Fast food restaurant last 6 months: home delivery	1,600	7.3%	63
Fast food restaurant last 6 months: take-out/drive-thru	11,676	53.5%	95
Fast food restaurant last 6 months: take-out/walk-in	3,718	17.0%	80
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	13,210	60.5%	108
Own any e-reader	3,116	14.3%	117
Own e-reader/tablet: iPad	8,077	37.0%	106
HH has Internet connectable TV	4,970	42.6%	100
Own any portable MP3 player	2,834	13.0%	95
HH owns 1 TV	2,229	19.1%	97
HH owns 2 TVs	3,654	31.3%	114
HH owns 3 TVs	2,426	20.8%	94
HH owns 4+ TVs	2,587	22.2%	107
HH subscribes to cable TV	5,868	50.2%	135
HH subscribes to fiber optic	576	4.9%	91
HH owns portable GPS navigation device	3,238	27.7%	135
HH purchased video game system in last 12 months	301	2.6%	33
HH owns any Internet video device for TV	5,077	43.5%	96
<b>Travel (Adults)</b>			
Took domestic trip in continental US last 12 months	11,652	53.3%	100
Took 3+ domestic non-business trips in last 12 months	3,019	13.8%	110
Spent on domestic vacations in last 12 months: \$1-999	2,532	11.6%	93
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	848	3.9%	62
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	957	4.4%	116
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	763	3.5%	93
Spent on domestic vacations in last 12 months: \$3,000+	1,530	7.0%	110
Domestic travel in last 12 months: used general travel website	961	4.4%	74
Took foreign trip (including Alaska and Hawaii) in last 3 years	6,844	31.3%	94
Took 3+ foreign trips by plane in last 3 years	1,653	7.6%	95
Spent on foreign vacations in last 12 months: \$1-999	1,459	6.7%	92
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	667	3.1%	79
Spent on foreign vacations in last 12 months: \$3,000+	1,398	6.4%	106
Foreign travel in last 3 years: used general travel website	1,166	5.3%	82
Nights spent in hotel/motel in last 12 months: any	9,132	41.8%	92
Took cruise of more than one day in last 3 years	3,644	16.7%	155
Member of any frequent flyer program	5,750	26.3%	106
Member of any hotel rewards program	6,521	29.9%	116

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Demographic Summary	2022	2027
Population	104,673	112,262
Population 18+	95,126	102,313
Households	53,510	57,749
Median Household Income	\$64,784	\$74,366

  

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	47,255	49.7%	91
Bought any women's clothing in last 12 months	50,254	52.8%	109
Bought any shoes in last 12 months	65,293	68.6%	95
Bought any fine jewelry in last 12 months	17,616	18.5%	97
Bought a watch in last 12 months	12,174	12.8%	90
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	50,377	94.1%	105
HH bought/leased new vehicle last 12 months	5,484	10.2%	107
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	88,145	92.7%	105
Bought/changed motor oil in last 12 months	42,627	44.8%	94
Had tune-up in last 12 months	22,440	23.6%	96
<b>Beverages (Adults)</b>			
Drank non-diet (regular) in last 6 months	29,298	30.8%	78
Drank beer/ale in last 6 months	39,935	42.0%	103
<b>Cameras (Adults)</b>			
Own digital point & shoot camera/camcorder	10,829	11.4%	116
Own digital SLR camera/camcorder	7,422	7.8%	80
Printed digital photos in last 12 months	23,737	25.0%	99
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	31,118	32.7%	100
Have a smartphone	84,101	88.4%	96
Have a smartphone: Android phone (any brand)	38,747	40.7%	102
Have a smartphone: Apple iPhone	45,357	47.7%	90
Number of cell phones in household: 1	23,509	43.9%	143
Number of cell phones in household: 2	22,584	42.2%	110
Number of cell phones in household: 3+	6,587	12.3%	42
HH has cell phone only (no landline telephone)	33,413	62.4%	93
<b>Computers (Households)</b>			
HH owns a computer	44,340	82.9%	102
HH owns desktop computer	22,147	41.4%	109
HH owns laptop/notebook	34,093	63.7%	97
HH owns any Apple/Mac brand computer	8,895	16.6%	74
HH owns any PC/non-Apple brand computer	38,228	71.4%	107
HH purchased most recent computer in a store	22,455	42.0%	113
HH purchased most recent computer online	12,087	22.6%	100
HH spent \$1-\$499 on most recent home computer	8,693	16.2%	105
HH spent \$500-\$999 on most recent home computer	12,659	23.7%	125
HH spent \$1,000-\$1,499 on most recent home computer	5,622	10.5%	88
HH spent \$1,500-\$1,999 on most recent home computer	2,473	4.6%	88
HH spent \$2,000+ on most recent home computer	2,109	3.9%	83

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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	53,957	56.7%	90
Bought brewed coffee at convenience store in last 30 days	11,717	12.3%	99
Bought cigarettes at convenience store in last 30 days	6,109	6.4%	90
Bought gas at convenience store in last 30 days	38,085	40.0%	106
Spent at convenience store in last 30 days: \$1-19	6,696	7.0%	93
Spent at convenience store in last 30 days: \$20-\$39	8,862	9.3%	91
Spent at convenience store in last 30 days: \$40-\$50	10,508	11.0%	129
Spent at convenience store in last 30 days: \$51-\$99	5,514	5.8%	96
Spent at convenience store in last 30 days: \$100+	15,279	16.1%	79
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	42,993	45.2%	94
Went to live theater in last 12 months	12,141	12.8%	127
Went to a bar/night club in last 12 months	16,549	17.4%	103
Dined out in last 12 months	53,200	55.9%	110
Gambled at a casino in last 12 months	11,096	11.7%	102
Visited a theme park in last 12 months	10,293	10.8%	75
Viewed movie (video-on-demand) in last 30 days	13,637	14.3%	111
Viewed TV show (video-on-demand) in last 30 days	10,295	10.8%	128
Watched any pay-per-view TV in last 12 months	6,961	7.3%	114
Downloaded a movie over the Internet in last 30 days	7,403	7.8%	102
Downloaded any individual song in last 6 months	14,896	15.7%	80
Used internet to watch a movie online in the last 30 days	21,935	23.1%	68
Used internet to watch a TV program online in last 30 days	16,030	16.9%	77
Played a video/electronic game (console) in last 12 months	6,029	6.3%	54
Played a video/electronic game (portable) in last 12 months	3,179	3.3%	56
<b>Financial (Adults)</b>			
Have home mortgage (1st)	32,993	34.7%	96
Used ATM/cash machine in last 12 months	55,912	58.8%	98
Own any stock	15,103	15.9%	132
Own U.S. savings bond	6,253	6.6%	106
Own shares in mutual fund (stock)	15,278	16.1%	144
Own shares in mutual fund (bonds)	12,317	12.9%	184
Have interest checking account	46,649	49.0%	139
Have non-interest checking account	33,176	34.9%	98
Have savings account	66,527	69.9%	102
Have 401K retirement savings plan	15,844	16.7%	76
Own/used any credit/debit card in last 12 months	87,725	92.2%	104
Avg monthly credit card expenditures: \$1-110	11,001	11.6%	97
Avg monthly credit card expenditures: \$111-\$225	6,344	6.7%	84
Avg monthly credit card expenditures: \$226-\$450	8,679	9.1%	104
Avg monthly credit card expenditures: \$451-\$700	10,240	10.8%	134
Avg monthly credit card expenditures: \$701-\$1,000	9,274	9.7%	130
Avg monthly credit card expenditures: \$1001-2000	11,241	11.8%	119
Avg monthly credit card expenditures: \$2001+	9,869	10.4%	117
Did banking online in last 12 months	52,989	55.7%	105
Did banking on mobile device in last 12 months	33,130	34.8%	83

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
HH used bread in last 6 months	50,348	94.1%	100
HH used chicken (fresh or frozen) in last 6 months	35,137	65.7%	96
HH used turkey (fresh or frozen) in last 6 months	7,580	14.2%	98
HH used fish/seafood (fresh or frozen) in last 6 months	29,825	55.7%	96
HH used fresh fruit/vegetables in last 6 months	46,151	86.2%	99
HH used fresh milk in last 6 months	43,503	81.3%	98
HH used organic food in last 6 months	11,509	21.5%	86
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	35,008	36.8%	91
Exercise at club 2+ times per week	10,937	11.5%	84
Visited a doctor in last 12 months	82,582	86.8%	109
Used vitamin/dietary supplement in last 6 months	68,786	72.3%	119
<b>Home (Households)</b>			
HH did any home improvement in last 12 months	21,484	40.1%	117
HH used any maid/professional cleaning service in last 12 months	13,808	25.8%	126
HH purchased low ticket HH furnishings in last 12 months	11,166	20.9%	96
HH purchased big ticket HH furnishings in last 12 months	13,996	26.2%	100
HH bought any small kitchen appliance in last 12 months	12,535	23.4%	92
HH bought any large kitchen appliance in last 12 months	9,209	17.2%	111
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	43,827	46.1%	95
Carry medical/hospital/accident insurance	81,673	85.9%	106
Carry homeowner/personal property insurance	64,766	68.1%	120
Carry renter's insurance	8,092	8.5%	80
HH has auto insurance: 1 vehicle in household covered	22,337	41.7%	142
HH has auto insurance: 2 vehicles in household covered	14,912	27.9%	90
HH has auto insurance: 3+ vehicles in household covered	10,899	20.4%	82
<b>Pets (Households)</b>			
Household owns any pet	24,343	45.5%	87
Household owns any cat	10,249	19.2%	83
Household owns any dog	19,102	35.7%	90
<b>Psychographics (Adults)</b>			
<b>Represents adults who "completely agree" with the statement:</b>			
Buying American is important	42,709	44.9%	127
Buy based on quality not price	16,999	17.9%	104
Buy on credit rather than wait	15,134	15.9%	120
Only use coupons brands: usually buy	21,031	22.1%	162
Will pay more for environmentally safe products	12,084	12.7%	93
Buy based on price not brands	27,171	28.6%	99
Am interested in how to help the environment	17,073	17.9%	88
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	18,922	19.9%	114
Bought hardcover book in last 12 months	24,260	25.5%	105
Bought paperback book in last 12 month	28,274	29.7%	95
Read any daily newspaper (paper version)	22,747	23.9%	155
Read any digital newspaper in last 30 days	39,309	41.3%	83
Read any magazine (paper/electronic version) in last 6 months	85,166	89.5%	101

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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	66,972	70.4%	105
Went to family restaurant/steak house: 4+ times a month	23,173	24.4%	117
Went to fast food/drive-in restaurant in last 6 months	85,455	89.8%	99
Went to fast food/drive-in restaurant 9+ times/month	31,377	33.0%	87
Fast food restaurant last 6 months: eat in	23,323	24.5%	108
Fast food restaurant last 6 months: home delivery	6,805	7.2%	62
Fast food restaurant last 6 months: take-out/drive-thru	50,341	52.9%	94
Fast food restaurant last 6 months: take-out/walk-in	16,053	16.9%	79
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	58,022	61.0%	108
Own any e-reader	14,055	14.8%	121
Own e-reader/tablet: iPad	35,966	37.8%	109
HH has Internet connectable TV	22,799	42.6%	100
Own any portable MP3 player	12,405	13.0%	95
HH owns 1 TV	10,155	19.0%	97
HH owns 2 TVs	16,960	31.7%	115
HH owns 3 TVs	11,123	20.8%	94
HH owns 4+ TVs	11,702	21.9%	105
HH subscribes to cable TV	27,496	51.4%	138
HH subscribes to fiber optic	2,697	5.0%	93
HH owns portable GPS navigation device	15,236	28.5%	138
HH purchased video game system in last 12 months	1,229	2.3%	30
HH owns any Internet video device for TV	23,362	43.7%	96
<b>Travel (Adults)</b>			
Took domestic trip in continental US last 12 months	51,272	53.9%	101
Took 3+ domestic non-business trips in last 12 months	13,306	14.0%	111
Spent on domestic vacations in last 12 months: \$1-999	10,975	11.5%	92
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	3,790	4.0%	64
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	4,347	4.6%	121
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	3,465	3.6%	97
Spent on domestic vacations in last 12 months: \$3,000+	6,854	7.2%	113
Domestic travel in last 12 months: used general travel website	4,297	4.5%	76
Took foreign trip (including Alaska and Hawaii) in last 3 years	30,395	32.0%	96
Took 3+ foreign trips by plane in last 3 years	7,465	7.8%	99
Spent on foreign vacations in last 12 months: \$1-999	6,483	6.8%	94
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	2,979	3.1%	81
Spent on foreign vacations in last 12 months: \$3,000+	6,321	6.6%	110
Foreign travel in last 3 years: used general travel website	5,193	5.5%	84
Nights spent in hotel/motel in last 12 months: any	40,125	42.2%	93
Took cruise of more than one day in last 3 years	16,181	17.0%	158
Member of any frequent flyer program	25,804	27.1%	110
Member of any hotel rewards program	28,828	30.3%	117

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