



Retail Market Potential

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

Prepared by Esri
 Latitude: 28.91446
 Longitude: -82.03627

Demographic Summary		2021	2026
Population		23,988	28,642
Population 18+		21,653	25,744
Households		11,694	14,018
Median Household Income		\$61,193	\$66,905

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	9,444	43.6%	89
Bought any women's clothing in last 12 months	10,382	47.9%	106
Bought any shoes in last 12 months	11,513	53.2%	99
Bought costume jewelry in last 12 months	4,182	19.3%	120
Bought any fine jewelry in last 12 months	3,871	17.9%	97
Bought a watch in last 12 months	2,584	11.9%	82
Automobiles (Households)			
HH owns/leases any vehicle	10,766	92.1%	107
HH bought/leased new vehicle last 12 months	1,426	12.2%	134
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	19,400	89.6%	105
Bought/changed motor oil in last 12 months	9,984	46.1%	102
Had tune-up in last 12 months	4,644	21.4%	89
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	15,297	70.6%	100
Drank non-diet (regular) in last 6 months	7,287	33.7%	80
Drank beer/ale in last 6 months	9,037	41.7%	101
Cameras (Adults)			
Own digital point & shoot camera/camcorder	1,319	6.1%	76
Own digital SLR camera/camcorder	1,375	6.4%	80
Printed digital photos in last 12 months	4,489	20.7%	94
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	6,708	31.0%	96
Have a smartphone	18,125	83.7%	94
Have a smartphone: Android phone (any brand)	8,937	41.3%	101
Have a smartphone: Apple iPhone	8,955	41.4%	86
Number of cell phones in household: 1	5,386	46.1%	152
Number of cell phones in household: 2	4,590	39.3%	103
Number of cell phones in household: 3+	1,479	12.6%	43
HH has cell phone only (no landline telephone)	6,732	57.6%	89
Computers (Households)			
HH owns a computer	8,862	75.8%	101
HH owns desktop computer	4,258	36.4%	104
HH owns laptop/notebook	6,668	57.0%	97
HH owns any Apple/Mac brand computer	1,947	16.6%	83
HH owns any PC/non-Apple brand computer	7,547	64.5%	106
HH purchased most recent computer in a store	4,541	38.8%	111
HH purchased most recent computer online	1,754	15.0%	95
HH spent \$1-\$499 on most recent home computer	1,718	14.7%	103
HH spent \$500-\$999 on most recent home computer	2,493	21.3%	129
HH spent \$1,000-\$1,499 on most recent home computer	1,049	9.0%	87
HH spent \$1,500-\$1,999 on most recent home computer	524	4.5%	90
HH spent \$2,000+ on most recent home computer	512	4.4%	99

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2021 and 2026.



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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	12,359	57.1%	93
Bought brewed coffee at convenience store in last 30 days	2,892	13.4%	106
Bought cigarettes at convenience store in last 30 days	2,006	9.3%	101
Bought gas at convenience store in last 30 days	8,851	40.9%	111
Spent at convenience store in last 30 days: \$1-19	1,348	6.2%	89
Spent at convenience store in last 30 days: \$20-\$39	1,713	7.9%	85
Spent at convenience store in last 30 days: \$40-\$50	2,562	11.8%	146
Spent at convenience store in last 30 days: \$51-\$99	1,365	6.3%	114
Spent at convenience store in last 30 days: \$100+	3,857	17.8%	81
Entertainment (Adults)			
Attended a movie in last 6 months	12,051	55.7%	94
Went to live theater in last 12 months	3,168	14.6%	118
Went to a bar/night club in last 12 months	3,565	16.5%	93
Dined out in last 12 months	11,653	53.8%	106
Gambled at a casino in last 12 months	3,204	14.8%	112
Visited a theme park in last 12 months	2,368	10.9%	59
Viewed movie (video-on-demand) in last 30 days	3,562	16.5%	110
Viewed TV show (video-on-demand) in last 30 days	2,759	12.7%	125
Watched any pay-per-view TV in last 12 months	1,628	7.5%	101
Downloaded a movie over the Internet in last 30 days	1,476	6.8%	73
Downloaded any individual song in last 6 months	3,331	15.4%	83
Used internet to watch a movie online in the last 30 days	4,654	21.5%	66
Used internet to watch a TV program online in last 30 days	3,448	15.9%	75
Played a video/electronic game (console) in last 12 months	1,351	6.2%	66
Played a video/electronic game (portable) in last 12 months	697	3.2%	66
Financial (Adults)			
Have home mortgage (1st)	6,475	29.9%	92
Used ATM/cash machine in last 12 months	10,360	47.8%	89
Own any stock	2,536	11.7%	141
Own U.S. savings bond	1,222	5.6%	116
Own shares in mutual fund (stock)	2,382	11.0%	136
Own shares in mutual fund (bonds)	1,903	8.8%	169
Have interest checking account	8,915	41.2%	137
Have non-interest checking account	6,867	31.7%	103
Have savings account	13,501	62.4%	105
Have 401K retirement savings plan	3,128	14.4%	83
Own/used any credit/debit card in last 12 months	18,657	86.2%	104
Avg monthly credit card expenditures: \$1-110	2,387	11.0%	97
Avg monthly credit card expenditures: \$111-\$225	1,288	5.9%	81
Avg monthly credit card expenditures: \$226-\$450	1,601	7.4%	101
Avg monthly credit card expenditures: \$451-\$700	1,848	8.5%	125
Avg monthly credit card expenditures: \$701-\$1,000	2,124	9.8%	155
Avg monthly credit card expenditures: \$1001-2000	2,506	11.6%	145
Avg monthly credit card expenditures: \$2001+	1,367	6.3%	93
Did banking online in last 12 months	9,773	45.1%	105
Did banking on mobile device in last 12 months	5,803	26.8%	83
Paid bills online in last 12 months	11,737	54.2%	99

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH used beef (fresh/frozen) in last 6 months	7,824	66.9%	98
HH used bread in last 6 months	10,748	91.9%	98
HH used chicken (fresh or frozen) in last 6 months	7,526	64.4%	97
HH used turkey (fresh or frozen) in last 6 months	1,566	13.4%	96
HH used fish/seafood (fresh or frozen) in last 6 months	6,182	52.9%	96
HH used fresh fruit/vegetables in last 6 months	9,973	85.3%	101
HH used fresh milk in last 6 months	9,525	81.5%	98
HH used organic food in last 6 months	2,462	21.1%	88
Health (Adults)			
Exercise at home 2+ times per week	6,330	29.2%	98
Exercise at club 2+ times per week	2,261	10.4%	72
Visited a doctor in last 12 months	18,156	83.8%	109
Used vitamin/dietary supplement in last 6 months	14,719	68.0%	124
Home (Households)			
HH did any home improvement in last 12 months	3,932	33.6%	117
HH used any maid/professional cleaning service in last 12 months	2,199	18.8%	122
HH purchased low ticket HH furnishings in last 12 months	2,126	18.2%	101
HH purchased big ticket HH furnishings in last 12 months	2,888	24.7%	107
HH bought any small kitchen appliance in last 12 months	3,004	25.7%	110
HH bought any large kitchen appliance in last 12 months	1,726	14.8%	110
Insurance (Adults/Households)			
Currently carry life insurance	9,278	42.8%	97
Carry medical/hospital/accident insurance	17,524	80.9%	108
Carry homeowner/personal property insurance	12,581	58.1%	119
Carry renter's insurance	2,101	9.7%	105
HH has auto insurance: 1 vehicle in household covered	5,240	44.8%	154
HH has auto insurance: 2 vehicles in household covered	2,774	23.7%	86
HH has auto insurance: 3+ vehicles in household covered	2,121	18.1%	79
Pets (Households)			
Household owns any pet	5,037	43.1%	81
Household owns any cat	2,162	18.5%	80
Household owns any dog	3,910	33.4%	83
Psychographics (Adults)			
Buying American is important to me	9,330	43.1%	119
Usually buy items on credit rather than wait	3,404	15.7%	115
Usually buy based on quality - not price	4,434	20.5%	109
Price is usually more important than brand name	6,601	30.5%	105
Usually use coupons for brands I buy often	5,249	24.2%	155
Am interested in how to help the environment	4,261	19.7%	94
Usually pay more for environ safe product	3,043	14.1%	94
Usually value green products over convenience	2,148	9.9%	85
Likely to buy a brand that supports a charity	6,989	32.3%	91
Reading (Adults)			
Bought digital book in last 12 months	3,279	15.1%	106
Bought hardcover book in last 12 months	4,266	19.7%	95
Bought paperback book in last 12 month	5,143	23.8%	84
Read any daily newspaper (paper version)	5,680	26.2%	179
Read any digital newspaper in last 30 days	7,765	35.9%	80
Read any magazine (paper/electronic version) in last 6 months	19,524	90.2%	100

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	16,211	74.9%	103
Went to family restaurant/steak house: 4+ times a month	6,229	28.8%	116
Went to fast food/drive-in restaurant in last 6 months	19,329	89.3%	99
Went to fast food/drive-in restaurant 9+ times/month	7,456	34.4%	90
Fast food restaurant last 6 months: eat in	6,763	31.2%	96
Fast food restaurant last 6 months: home delivery	1,400	6.5%	73
Fast food restaurant last 6 months: take-out/drive-thru	9,532	44.0%	92
Fast food restaurant last 6 months: take-out/walk-in	3,432	15.8%	77
Television & Electronics (Adults/Households)			
Own any tablet	11,879	54.9%	107
Own any e-reader	3,042	14.0%	137
Own e-reader/tablet: iPad	6,827	31.5%	103
HH has Internet connectable TV	4,188	35.8%	98
Own any portable MP3 player	2,932	13.5%	93
HH owns 1 TV	2,258	19.3%	91
HH owns 2 TVs	3,511	30.0%	113
HH owns 3 TVs	2,458	21.0%	100
HH owns 4+ TVs	2,224	19.0%	108
HH subscribes to cable TV	6,379	54.5%	137
HH subscribes to fiber optic	550	4.7%	81
HH owns portable GPS navigation device	2,876	24.6%	128
HH purchased video game system in last 12 months	737	6.3%	77
HH owns any Internet video device for TV	3,888	33.2%	99
Travel (Adults)			
Took domestic trip in continental US last 12 months	11,845	54.7%	102
Took 3+ domestic non-business trips in last 12 months	2,993	13.8%	109
Spent on domestic vacations in last 12 months: \$1-999	2,357	10.9%	103
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	966	4.5%	69
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	1,015	4.7%	117
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	1,026	4.7%	109
Spent on domestic vacations in last 12 months: \$3,000+	1,559	7.2%	101
Domestic travel in last 12 months: used general travel website	1,356	6.3%	93
Took foreign trip (including Alaska and Hawaii) in last 3 years	6,345	29.3%	96
Took 3+ foreign trips by plane in last 3 years	1,070	4.9%	74
Spent on foreign vacations in last 12 months: \$1-999	951	4.4%	81
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	721	3.3%	74
Spent on foreign vacations in last 12 months: \$3,000+	1,724	8.0%	111
Foreign travel in last 3 years: used general travel website	1,013	4.7%	74
Nights spent in hotel/motel in last 12 months: any	9,560	44.2%	95
Took cruise of more than one day in last 3 years	3,528	16.3%	167
Member of any frequent flyer program	5,081	23.5%	114
Member of any hotel rewards program	5,128	23.7%	111

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Demographic Summary		2021	2026
Population		194,794	224,386
Population 18+		171,821	197,379
Households		93,372	107,575
Median Household Income		\$57,132	\$62,638

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	76,276	44.4%	91
Bought any women's clothing in last 12 months	82,263	47.9%	106
Bought any shoes in last 12 months	90,434	52.6%	98
Bought costume jewelry in last 12 months	32,212	18.7%	117
Bought any fine jewelry in last 12 months	30,539	17.8%	97
Bought a watch in last 12 months	21,331	12.4%	85
Automobiles (Households)			
HH owns/leases any vehicle	86,157	92.3%	107
HH bought/leased new vehicle last 12 months	11,001	11.8%	130
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	154,460	89.9%	105
Bought/changed motor oil in last 12 months	81,233	47.3%	104
Had tune-up in last 12 months	38,021	22.1%	92
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	120,232	70.0%	99
Drank non-diet (regular) in last 6 months	60,312	35.1%	83
Drank beer/ale in last 6 months	71,785	41.8%	101
Cameras (Adults)			
Own digital point & shoot camera/camcorder	11,636	6.8%	84
Own digital SLR camera/camcorder	10,907	6.3%	80
Printed digital photos in last 12 months	35,818	20.8%	95
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	53,517	31.1%	97
Have a smartphone	144,391	84.0%	94
Have a smartphone: Android phone (any brand)	72,489	42.2%	104
Have a smartphone: Apple iPhone	69,869	40.7%	85
Number of cell phones in household: 1	41,331	44.3%	146
Number of cell phones in household: 2	36,890	39.5%	104
Number of cell phones in household: 3+	13,237	14.2%	48
HH has cell phone only (no landline telephone)	54,695	58.6%	91
Computers (Households)			
HH owns a computer	70,536	75.5%	101
HH owns desktop computer	33,941	36.4%	104
HH owns laptop/notebook	53,290	57.1%	97
HH owns any Apple/Mac brand computer	15,131	16.2%	81
HH owns any PC/non-Apple brand computer	60,292	64.6%	106
HH purchased most recent computer in a store	35,759	38.3%	109
HH purchased most recent computer online	13,910	14.9%	94
HH spent \$1-\$499 on most recent home computer	14,217	15.2%	107
HH spent \$500-\$999 on most recent home computer	19,481	20.9%	126
HH spent \$1,000-\$1,499 on most recent home computer	8,365	9.0%	87
HH spent \$1,500-\$1,999 on most recent home computer	3,993	4.3%	86
HH spent \$2,000+ on most recent home computer	3,908	4.2%	95

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	100,741	58.6%	95
Bought brewed coffee at convenience store in last 30 days	23,375	13.6%	108
Bought cigarettes at convenience store in last 30 days	16,973	9.9%	108
Bought gas at convenience store in last 30 days	71,297	41.5%	113
Spent at convenience store in last 30 days: \$1-19	10,342	6.0%	86
Spent at convenience store in last 30 days: \$20-\$39	13,684	8.0%	85
Spent at convenience store in last 30 days: \$40-\$50	19,706	11.5%	142
Spent at convenience store in last 30 days: \$51-\$99	11,376	6.6%	119
Spent at convenience store in last 30 days: \$100+	32,518	18.9%	86
Entertainment (Adults)			
Attended a movie in last 6 months	95,050	55.3%	93
Went to live theater in last 12 months	23,583	13.7%	111
Went to a bar/night club in last 12 months	28,166	16.4%	92
Dined out in last 12 months	91,899	53.5%	105
Gambled at a casino in last 12 months	24,580	14.3%	108
Visited a theme park in last 12 months	19,792	11.5%	62
Viewed movie (video-on-demand) in last 30 days	27,437	16.0%	107
Viewed TV show (video-on-demand) in last 30 days	20,748	12.1%	119
Watched any pay-per-view TV in last 12 months	12,646	7.4%	99
Downloaded a movie over the Internet in last 30 days	11,914	6.9%	74
Downloaded any individual song in last 6 months	26,724	15.6%	84
Used internet to watch a movie online in the last 30 days	38,889	22.6%	70
Used internet to watch a TV program online in last 30 days	28,227	16.4%	78
Played a video/electronic game (console) in last 12 months	11,634	6.8%	71
Played a video/electronic game (portable) in last 12 months	5,807	3.4%	70
Financial (Adults)			
Have home mortgage (1st)	51,099	29.7%	91
Used ATM/cash machine in last 12 months	82,690	48.1%	89
Own any stock	18,848	11.0%	132
Own U.S. savings bond	9,632	5.6%	115
Own shares in mutual fund (stock)	17,745	10.3%	128
Own shares in mutual fund (bonds)	13,869	8.1%	155
Have interest checking account	68,346	39.8%	133
Have non-interest checking account	54,787	31.9%	104
Have savings account	105,826	61.6%	103
Have 401K retirement savings plan	25,143	14.6%	84
Own/used any credit/debit card in last 12 months	147,093	85.6%	104
Avg monthly credit card expenditures: \$1-110	19,482	11.3%	100
Avg monthly credit card expenditures: \$111-\$225	10,673	6.2%	85
Avg monthly credit card expenditures: \$226-\$450	12,607	7.3%	100
Avg monthly credit card expenditures: \$451-\$700	14,384	8.4%	123
Avg monthly credit card expenditures: \$701-\$1,000	15,567	9.1%	143
Avg monthly credit card expenditures: \$1001-2000	18,875	11.0%	138
Avg monthly credit card expenditures: \$2001+	10,371	6.0%	88
Did banking online in last 12 months	76,714	44.6%	104
Did banking on mobile device in last 12 months	46,680	27.2%	84
Paid bills online in last 12 months	93,207	54.2%	99

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH used beef (fresh/frozen) in last 6 months	63,631	68.1%	100
HH used bread in last 6 months	85,958	92.1%	98
HH used chicken (fresh or frozen) in last 6 months	60,436	64.7%	97
HH used turkey (fresh or frozen) in last 6 months	12,528	13.4%	96
HH used fish/seafood (fresh or frozen) in last 6 months	49,035	52.5%	96
HH used fresh fruit/vegetables in last 6 months	79,465	85.1%	101
HH used fresh milk in last 6 months	76,657	82.1%	99
HH used organic food in last 6 months	19,434	20.8%	87
Health (Adults)			
Exercise at home 2+ times per week	50,308	29.3%	98
Exercise at club 2+ times per week	17,458	10.2%	71
Visited a doctor in last 12 months	142,185	82.8%	107
Used vitamin/dietary supplement in last 6 months	113,027	65.8%	120
Home (Households)			
HH did any home improvement in last 12 months	31,071	33.3%	116
HH used any maid/professional cleaning service in last 12 months	16,662	17.8%	116
HH purchased low ticket HH furnishings in last 12 months	16,868	18.1%	100
HH purchased big ticket HH furnishings in last 12 months	22,869	24.5%	106
HH bought any small kitchen appliance in last 12 months	23,540	25.2%	108
HH bought any large kitchen appliance in last 12 months	13,604	14.6%	109
Insurance (Adults/Households)			
Currently carry life insurance	73,639	42.9%	97
Carry medical/hospital/accident insurance	137,967	80.3%	107
Carry homeowner/personal property insurance	97,794	56.9%	117
Carry renter's insurance	16,976	9.9%	107
HH has auto insurance: 1 vehicle in household covered	40,276	43.1%	149
HH has auto insurance: 2 vehicles in household covered	22,510	24.1%	87
HH has auto insurance: 3+ vehicles in household covered	18,004	19.3%	84
Pets (Households)			
Household owns any pet	42,770	45.8%	86
Household owns any cat	18,755	20.1%	87
Household owns any dog	33,100	35.4%	88
Psychographics (Adults)			
Buying American is important to me	74,540	43.4%	120
Usually buy items on credit rather than wait	26,472	15.4%	113
Usually buy based on quality - not price	34,161	19.9%	106
Price is usually more important than brand name	52,928	30.8%	106
Usually use coupons for brands I buy often	40,273	23.4%	150
Am interested in how to help the environment	33,620	19.6%	94
Usually pay more for environ safe product	24,024	14.0%	93
Usually value green products over convenience	17,187	10.0%	86
Likely to buy a brand that supports a charity	56,664	33.0%	93
Reading (Adults)			
Bought digital book in last 12 months	24,988	14.5%	102
Bought hardcover book in last 12 months	33,945	19.8%	95
Bought paperback book in last 12 month	41,352	24.1%	85
Read any daily newspaper (paper version)	42,060	24.5%	167
Read any digital newspaper in last 30 days	62,515	36.4%	81
Read any magazine (paper/electronic version) in last 6 months	153,869	89.6%	99

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2021 and 2026.



Retail Market Potential

10865 N US Highway 301, Oxford, Florida, 34484
 Drive Time: 20 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
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	127,724	74.3%	103
Went to family restaurant/steak house: 4+ times a month	47,820	27.8%	113
Went to fast food/drive-in restaurant in last 6 months	153,695	89.5%	99
Went to fast food/drive-in restaurant 9+ times/month	60,359	35.1%	92
Fast food restaurant last 6 months: eat in	53,791	31.3%	96
Fast food restaurant last 6 months: home delivery	11,716	6.8%	77
Fast food restaurant last 6 months: take-out/drive-thru	76,840	44.7%	93
Fast food restaurant last 6 months: take-out/walk-in	27,739	16.1%	79
Television & Electronics (Adults/Households)			
Own any tablet	92,110	53.6%	105
Own any e-reader	23,212	13.5%	132
Own e-reader/tablet: iPad	52,029	30.3%	99
HH has Internet connectable TV	33,398	35.8%	98
Own any portable MP3 player	23,669	13.8%	95
HH owns 1 TV	18,085	19.4%	92
HH owns 2 TVs	27,902	29.9%	113
HH owns 3 TVs	19,659	21.1%	100
HH owns 4+ TVs	17,522	18.8%	107
HH subscribes to cable TV	49,358	52.9%	133
HH subscribes to fiber optic	4,154	4.4%	76
HH owns portable GPS navigation device	22,964	24.6%	128
HH purchased video game system in last 12 months	5,670	6.1%	74
HH owns any Internet video device for TV	30,843	33.0%	99
Travel (Adults)			
Took domestic trip in continental US last 12 months	92,615	53.9%	101
Took 3+ domestic non-business trips in last 12 months	23,166	13.5%	106
Spent on domestic vacations in last 12 months: \$1-999	18,668	10.9%	103
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	7,675	4.5%	69
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	7,746	4.5%	112
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	7,855	4.6%	105
Spent on domestic vacations in last 12 months: \$3,000+	11,843	6.9%	97
Domestic travel in last 12 months: used general travel website	10,335	6.0%	90
Took foreign trip (including Alaska and Hawaii) in last 3 years	48,307	28.1%	92
Took 3+ foreign trips by plane in last 3 years	8,434	4.9%	74
Spent on foreign vacations in last 12 months: \$1-999	7,231	4.2%	77
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	5,620	3.3%	73
Spent on foreign vacations in last 12 months: \$3,000+	12,762	7.4%	104
Foreign travel in last 3 years: used general travel website	7,909	4.6%	73
Nights spent in hotel/motel in last 12 months: any	76,084	44.3%	95
Took cruise of more than one day in last 3 years	25,927	15.1%	155
Member of any frequent flyer program	37,514	21.8%	106
Member of any hotel rewards program	38,808	22.6%	106

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Retail Market Potential

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Demographic Summary		2021	2026
Population		377,728	420,593
Population 18+		321,814	358,214
Households		166,309	185,853
Median Household Income		\$54,342	\$59,459

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	144,670	45.0%	92
Bought any women's clothing in last 12 months	149,966	46.6%	103
Bought any shoes in last 12 months	164,417	51.1%	96
Bought costume jewelry in last 12 months	56,492	17.6%	109
Bought any fine jewelry in last 12 months	57,885	18.0%	98
Bought a watch in last 12 months	42,141	13.1%	90
Automobiles (Households)			
HH owns/leases any vehicle	151,702	91.2%	106
HH bought/leased new vehicle last 12 months	18,031	10.8%	119
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	282,817	87.9%	103
Bought/changed motor oil in last 12 months	153,119	47.6%	105
Had tune-up in last 12 months	73,230	22.8%	95
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	217,959	67.7%	95
Drank non-diet (regular) in last 6 months	118,919	37.0%	88
Drank beer/ale in last 6 months	130,812	40.6%	98
Cameras (Adults)			
Own digital point & shoot camera/camcorder	24,730	7.7%	95
Own digital SLR camera/camcorder	21,463	6.7%	84
Printed digital photos in last 12 months	67,015	20.8%	94
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	98,492	30.6%	95
Have a smartphone	267,279	83.1%	93
Have a smartphone: Android phone (any brand)	134,840	41.9%	103
Have a smartphone: Apple iPhone	128,380	39.9%	83
Number of cell phones in household: 1	67,164	40.4%	134
Number of cell phones in household: 2	66,469	40.0%	105
Number of cell phones in household: 3+	29,005	17.4%	59
HH has cell phone only (no landline telephone)	99,311	59.7%	93
Computers (Households)			
HH owns a computer	124,004	74.6%	100
HH owns desktop computer	59,202	35.6%	102
HH owns laptop/notebook	94,750	57.0%	97
HH owns any Apple/Mac brand computer	26,174	15.7%	78
HH owns any PC/non-Apple brand computer	106,031	63.8%	105
HH purchased most recent computer in a store	61,266	36.8%	105
HH purchased most recent computer online	24,587	14.8%	94
HH spent \$1-\$499 on most recent home computer	25,635	15.4%	108
HH spent \$500-\$999 on most recent home computer	32,157	19.3%	117
HH spent \$1,000-\$1,499 on most recent home computer	15,265	9.2%	89
HH spent \$1,500-\$1,999 on most recent home computer	6,754	4.1%	82
HH spent \$2,000+ on most recent home computer	6,661	4.0%	91

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	190,879	59.3%	96
Bought brewed coffee at convenience store in last 30 days	42,197	13.1%	104
Bought cigarettes at convenience store in last 30 days	32,633	10.1%	111
Bought gas at convenience store in last 30 days	131,096	40.7%	111
Spent at convenience store in last 30 days: \$1-19	19,677	6.1%	88
Spent at convenience store in last 30 days: \$20-\$39	26,663	8.3%	89
Spent at convenience store in last 30 days: \$40-\$50	33,747	10.5%	129
Spent at convenience store in last 30 days: \$51-\$99	22,452	7.0%	126
Spent at convenience store in last 30 days: \$100+	63,674	19.8%	90
Entertainment (Adults)			
Attended a movie in last 6 months	176,208	54.8%	92
Went to live theater in last 12 months	39,169	12.2%	98
Went to a bar/night club in last 12 months	50,616	15.7%	89
Dined out in last 12 months	166,542	51.8%	102
Gambled at a casino in last 12 months	44,545	13.8%	105
Visited a theme park in last 12 months	41,718	13.0%	70
Viewed movie (video-on-demand) in last 30 days	47,466	14.7%	99
Viewed TV show (video-on-demand) in last 30 days	34,236	10.6%	105
Watched any pay-per-view TV in last 12 months	23,718	7.4%	99
Downloaded a movie over the Internet in last 30 days	23,540	7.3%	78
Downloaded any individual song in last 6 months	51,054	15.9%	86
Used internet to watch a movie online in the last 30 days	76,536	23.8%	74
Used internet to watch a TV program online in last 30 days	54,417	16.9%	80
Played a video/electronic game (console) in last 12 months	23,961	7.4%	78
Played a video/electronic game (portable) in last 12 months	12,712	4.0%	81
Financial (Adults)			
Have home mortgage (1st)	95,547	29.7%	91
Used ATM/cash machine in last 12 months	156,429	48.6%	90
Own any stock	30,840	9.6%	115
Own U.S. savings bond	17,353	5.4%	110
Own shares in mutual fund (stock)	29,634	9.2%	114
Own shares in mutual fund (bonds)	21,936	6.8%	131
Have interest checking account	114,598	35.6%	119
Have non-interest checking account	101,724	31.6%	103
Have savings account	191,721	59.6%	100
Have 401K retirement savings plan	47,646	14.8%	85
Own/used any credit/debit card in last 12 months	267,481	83.1%	101
Avg monthly credit card expenditures: \$1-110	37,925	11.8%	104
Avg monthly credit card expenditures: \$111-\$225	21,068	6.5%	90
Avg monthly credit card expenditures: \$226-\$450	22,037	6.8%	93
Avg monthly credit card expenditures: \$451-\$700	25,227	7.8%	115
Avg monthly credit card expenditures: \$701-\$1,000	24,457	7.6%	120
Avg monthly credit card expenditures: \$1001-2000	30,477	9.5%	119
Avg monthly credit card expenditures: \$2001+	18,767	5.8%	85
Did banking online in last 12 months	139,288	43.3%	100
Did banking on mobile device in last 12 months	89,607	27.8%	87
Paid bills online in last 12 months	171,014	53.1%	97

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH used beef (fresh/frozen) in last 6 months	115,670	69.6%	102
HH used bread in last 6 months	153,524	92.3%	98
HH used chicken (fresh or frozen) in last 6 months	108,572	65.3%	98
HH used turkey (fresh or frozen) in last 6 months	22,641	13.6%	97
HH used fish/seafood (fresh or frozen) in last 6 months	88,133	53.0%	96
HH used fresh fruit/vegetables in last 6 months	141,710	85.2%	101
HH used fresh milk in last 6 months	137,526	82.7%	99
HH used organic food in last 6 months	34,431	20.7%	86
Health (Adults)			
Exercise at home 2+ times per week	92,705	28.8%	96
Exercise at club 2+ times per week	33,525	10.4%	72
Visited a doctor in last 12 months	254,940	79.2%	103
Used vitamin/dietary supplement in last 6 months	194,721	60.5%	111
Home (Households)			
HH did any home improvement in last 12 months	53,738	32.3%	113
HH used any maid/professional cleaning service in last 12 months	26,775	16.1%	105
HH purchased low ticket HH furnishings in last 12 months	30,228	18.2%	101
HH purchased big ticket HH furnishings in last 12 months	39,205	23.6%	102
HH bought any small kitchen appliance in last 12 months	40,720	24.5%	104
HH bought any large kitchen appliance in last 12 months	22,939	13.8%	103
Insurance (Adults/Households)			
Currently carry life insurance	138,378	43.0%	97
Carry medical/hospital/accident insurance	247,334	76.9%	102
Carry homeowner/personal property insurance	174,180	54.1%	111
Carry renter's insurance	30,348	9.4%	102
HH has auto insurance: 1 vehicle in household covered	64,833	39.0%	134
HH has auto insurance: 2 vehicles in household covered	41,019	24.7%	89
HH has auto insurance: 3+ vehicles in household covered	35,719	21.5%	94
Pets (Households)			
Household owns any pet	82,900	49.8%	94
Household owns any cat	37,518	22.6%	98
Household owns any dog	63,959	38.5%	95
Psychographics (Adults)			
Buying American is important to me	137,860	42.8%	118
Usually buy items on credit rather than wait	48,675	15.1%	111
Usually buy based on quality - not price	60,552	18.8%	100
Price is usually more important than brand name	97,845	30.4%	104
Usually use coupons for brands I buy often	68,018	21.1%	135
Am interested in how to help the environment	61,619	19.1%	92
Usually pay more for environ safe product	43,932	13.7%	91
Usually value green products over convenience	32,090	10.0%	86
Likely to buy a brand that supports a charity	108,119	33.6%	95
Reading (Adults)			
Bought digital book in last 12 months	43,835	13.6%	96
Bought hardcover book in last 12 months	63,563	19.8%	95
Bought paperback book in last 12 month	80,259	24.9%	88
Read any daily newspaper (paper version)	67,680	21.0%	143
Read any digital newspaper in last 30 days	117,473	36.5%	82
Read any magazine (paper/electronic version) in last 6 months	282,986	87.9%	98

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	231,876	72.1%	100
Went to family restaurant/steak house: 4+ times a month	84,290	26.2%	106
Went to fast food/drive-in restaurant in last 6 months	283,131	88.0%	98
Went to fast food/drive-in restaurant 9+ times/month	115,705	36.0%	94
Fast food restaurant last 6 months: eat in	99,740	31.0%	95
Fast food restaurant last 6 months: home delivery	23,302	7.2%	81
Fast food restaurant last 6 months: take-out/drive-thru	146,181	45.4%	95
Fast food restaurant last 6 months: take-out/walk-in	54,123	16.8%	82
Television & Electronics (Adults/Households)			
Own any tablet	165,694	51.5%	101
Own any e-reader	38,778	12.0%	117
Own e-reader/tablet: iPad	91,535	28.4%	93
HH has Internet connectable TV	60,155	36.2%	99
Own any portable MP3 player	44,282	13.8%	95
HH owns 1 TV	32,798	19.7%	93
HH owns 2 TVs	48,547	29.2%	110
HH owns 3 TVs	35,049	21.1%	100
HH owns 4+ TVs	30,776	18.5%	105
HH subscribes to cable TV	81,544	49.0%	123
HH subscribes to fiber optic	6,950	4.2%	72
HH owns portable GPS navigation device	39,138	23.5%	122
HH purchased video game system in last 12 months	9,881	5.9%	72
HH owns any Internet video device for TV	53,508	32.2%	96
Travel (Adults)			
Took domestic trip in continental US last 12 months	167,250	52.0%	97
Took 3+ domestic non-business trips in last 12 months	42,083	13.1%	103
Spent on domestic vacations in last 12 months: \$1-999	33,599	10.4%	99
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	14,953	4.6%	72
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	13,311	4.1%	103
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	13,898	4.3%	99
Spent on domestic vacations in last 12 months: \$3,000+	21,509	6.7%	94
Domestic travel in last 12 months: used general travel website	18,438	5.7%	85
Took foreign trip (including Alaska and Hawaii) in last 3 years	85,864	26.7%	87
Took 3+ foreign trips by plane in last 3 years	15,524	4.8%	72
Spent on foreign vacations in last 12 months: \$1-999	13,474	4.2%	77
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	9,856	3.1%	68
Spent on foreign vacations in last 12 months: \$3,000+	21,459	6.7%	93
Foreign travel in last 3 years: used general travel website	15,862	4.9%	78
Nights spent in hotel/motel in last 12 months: any	141,360	43.9%	94
Took cruise of more than one day in last 3 years	41,792	13.0%	133
Member of any frequent flyer program	62,525	19.4%	94
Member of any hotel rewards program	66,983	20.8%	98

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