



Retail Market Potential

205 Oxford St, Wildwood, Florida, 34785
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 28.86277
 Longitude: -82.03945

Demographic Summary		2020	2025
Population		3,859	4,832
Population 18+		3,005	3,805
Households		1,552	1,967
Median Household Income		\$52,524	\$56,705

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	1,343	44.7%	93
Bought any women's clothing in last 12 months	1,206	40.1%	91
Bought clothing for child <13 years in last 6 months	748	24.9%	95
Bought any shoes in last 12 months	1,442	48.0%	91
Bought costume jewelry in last 12 months	444	14.8%	87
Bought any fine jewelry in last 12 months	537	17.9%	99
Bought a watch in last 12 months	509	16.9%	110
Automobiles (Households)			
HH owns/leases any vehicle	1,271	81.9%	96
HH bought/leased new vehicle last 12 months	103	6.6%	70
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	2,496	83.1%	97
Bought/changed motor oil in last 12 months	1,506	50.1%	108
Had tune-up in last 12 months	782	26.0%	107
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	2,030	67.6%	94
Drank regular cola in last 6 months	1,489	49.6%	114
Drank beer/ale in last 6 months	1,167	38.8%	94
Cameras (Adults)			
Own digital point & shoot camera/camcorder	206	6.9%	81
Own digital SLR camera/camcorder	134	4.5%	59
Printed digital photos in last 12 months	469	15.6%	71
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	984	32.7%	97
Have a smartphone	2,471	82.2%	94
Have a smartphone: Android phone (any brand)	1,626	54.1%	131
Have a smartphone: Apple iPhone	826	27.5%	61
Number of cell phones in household: 1	574	37.0%	122
Number of cell phones in household: 2	553	35.6%	93
Number of cell phones in household: 3+	382	24.6%	85
HH has cell phone only (no landline telephone)	986	63.5%	105
Computers (Households)			
HH owns a computer	945	60.9%	83
HH owns desktop computer	463	29.8%	85
HH owns laptop/notebook	709	45.7%	80
HH owns any Apple/Mac brand computer	141	9.1%	48
HH owns any PC/non-Apple brand computer	853	55.0%	91
HH purchased most recent computer in a store	440	28.4%	80
HH purchased most recent computer online	131	8.4%	60
HH spent \$1-\$499 on most recent home computer	230	14.8%	101
HH spent \$500-\$999 on most recent home computer	184	11.9%	74
HH spent \$1,000-\$1,499 on most recent home computer	94	6.1%	62
HH spent \$1,500-\$1,999 on most recent home computer	38	2.4%	55
HH spent \$2,000+ on most recent home computer	35	2.3%	56

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

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2020 and 2025.



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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	1,967	65.5%	105
Bought brewed coffee at convenience store in last 30 days	417	13.9%	105
Bought cigarettes at convenience store in last 30 days	445	14.8%	141
Bought gas at convenience store in last 30 days	1,247	41.5%	112
Spent at convenience store in last 30 days: \$1-19	192	6.4%	95
Spent at convenience store in last 30 days: \$20-\$39	225	7.5%	81
Spent at convenience store in last 30 days: \$40-\$50	238	7.9%	99
Spent at convenience store in last 30 days: \$51-\$99	160	5.3%	98
Spent at convenience store in last 30 days: \$100+	772	25.7%	113
Entertainment (Adults)			
Attended a movie in last 6 months	1,571	52.3%	89
Went to live theater in last 12 months	174	5.8%	51
Went to a bar/night club in last 12 months	364	12.1%	71
Dined out in last 12 months	1,285	42.8%	84
Gambled at a casino in last 12 months	370	12.3%	90
Visited a theme park in last 12 months	350	11.6%	62
Viewed movie (video-on-demand) in last 30 days	413	13.7%	83
Viewed TV show (video-on-demand) in last 30 days	255	8.5%	73
Watched any pay-per-view TV in last 12 months	213	7.1%	80
Downloaded a movie over the Internet in last 30 days	244	8.1%	81
Downloaded any individual song in last 6 months	510	17.0%	90
Watched a movie online in the last 30 days	748	24.9%	83
Watched a TV program online in last 30 days	533	17.7%	87
Played a video/electronic game (console) in last 12 months	251	8.4%	92
Played a video/electronic game (portable) in last 12 months	153	5.1%	119
Financial (Adults)			
Have home mortgage (1st)	584	19.4%	63
Used ATM/cash machine in last 12 months	1,358	45.2%	86
Own any stock	113	3.8%	54
Own U.S. savings bond	81	2.7%	64
Own shares in mutual fund (stock)	133	4.4%	62
Own shares in mutual fund (bonds)	94	3.1%	66
Have interest checking account	671	22.3%	79
Have non-interest checking account	746	24.8%	86
Have savings account	1,395	46.4%	82
Have 401K retirement savings plan	324	10.8%	67
Own/used any credit/debit card in last 12 months	2,225	74.0%	92
Avg monthly credit card expenditures: \$1-110	295	9.8%	87
Avg monthly credit card expenditures: \$111-\$225	233	7.8%	107
Avg monthly credit card expenditures: \$226-\$450	192	6.4%	93
Avg monthly credit card expenditures: \$451-\$700	165	5.5%	89
Avg monthly credit card expenditures: \$701-\$1,000	110	3.7%	62
Avg monthly credit card expenditures: \$1,001+	193	6.4%	53
Did banking online in last 12 months	916	30.5%	78
Did banking on mobile device in last 12 months	613	20.4%	72
Paid bills online in last 12 months	1,276	42.5%	83

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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	1,093	70.4%	103
HH used bread in last 6 months	1,464	94.3%	101
HH used chicken (fresh or frozen) in last 6 months	993	64.0%	94
HH used turkey (fresh or frozen) in last 6 months	249	16.0%	107
HH used fish/seafood (fresh or frozen) in last 6 months	816	52.6%	96
HH used fresh fruit/vegetables in last 6 months	1,242	80.0%	95
HH used fresh milk in last 6 months	1,333	85.9%	101
HH used organic food in last 6 months	250	16.1%	67
Health (Adults)			
Exercise at home 2+ times per week	623	20.7%	76
Exercise at club 2+ times per week	210	7.0%	49
Visited a doctor in last 12 months	2,208	73.5%	96
Used vitamin/dietary supplement in last 6 months	1,352	45.0%	84
Home (Households)			
HH did any home improvement in last 12 months	362	23.3%	85
HH used any maid/professional cleaning service in last 12 months	133	8.6%	58
HH purchased low ticket HH furnishings in last 12 months	277	17.8%	103
HH purchased big ticket HH furnishings in last 12 months	350	22.6%	99
HH bought any small kitchen appliance in last 12 months	320	20.6%	91
HH bought any large kitchen appliance in last 12 months	188	12.1%	92
Insurance (Adults/Households)			
Currently carry life insurance	1,162	38.7%	89
Carry medical/hospital/accident insurance	2,009	66.9%	90
Carry homeowner insurance	1,155	38.4%	83
Carry renter's insurance	310	10.3%	119
HH has auto insurance: 1 vehicle in household covered	545	35.1%	116
HH has auto insurance: 2 vehicles in household covered	351	22.6%	82
HH has auto insurance: 3+ vehicles in household covered	297	19.1%	85
Pets (Households)			
Household owns any pet	830	53.5%	99
Household owns any cat	371	23.9%	105
Household owns any dog	641	41.3%	100
Psychographics (Adults)			
Buying American is important to me	1,288	42.9%	116
Usually buy items on credit rather than wait	477	15.9%	117
Usually buy based on quality - not price	528	17.6%	96
Price is usually more important than brand name	1,003	33.4%	119
Usually use coupons for brands I buy often	546	18.2%	114
Am interested in how to help the environment	514	17.1%	87
Usually pay more for environ safe product	468	15.6%	105
Usually value green products over convenience	379	12.6%	111
Likely to buy a brand that supports a charity	1,033	34.4%	96
Reading (Adults)			
Bought digital book in last 12 months	300	10.0%	76
Bought hardcover book in last 12 months	485	16.1%	81
Bought paperback book in last 12 month	617	20.5%	73
Read any daily newspaper (paper version)	545	18.1%	114
Read any digital newspaper in last 30 days	1,005	33.4%	81
Read any magazine (paper/electronic version) in last 6 months	2,631	87.6%	96

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	2,079	69.2%	94
Went to family restaurant/steak house: 4+ times a month	711	23.7%	90
Went to fast food/drive-in restaurant in last 6 months	2,705	90.0%	100
Went to fast food/drive-in restaurant 9+ times/month	1,311	43.6%	112
Fast food restaurant last 6 months: eat in	1,000	33.3%	93
Fast food restaurant last 6 months: home delivery	285	9.5%	112
Fast food restaurant last 6 months: take-out/drive-thru	1,317	43.8%	96
Fast food restaurant last 6 months: take-out/walk-in	589	19.6%	94
Television & Electronics (Adults/Households)			
Own any tablet	1,211	40.3%	80
Own any e-reader	214	7.1%	74
Own e-reader/tablet: iPad	478	15.9%	54
HH has Internet connectable TV	439	28.3%	89
Own any portable MP3 player	406	13.5%	85
HH owns 1 TV	277	17.8%	84
HH owns 2 TVs	407	26.2%	100
HH owns 3 TVs	341	22.0%	104
HH owns 4+ TVs	247	15.9%	95
HH subscribes to cable TV	655	42.2%	102
HH subscribes to fiber optic	55	3.5%	55
HH owns portable GPS navigation device	250	16.1%	79
HH purchased video game system in last 12 months	92	5.9%	70
HH owns any Internet video device for TV	325	20.9%	76
Travel (Adults)			
Took domestic trip in continental US last 12 months	1,155	38.4%	73
Took 3+ domestic non-business trips in last 12 months	232	7.7%	65
Spent on domestic vacations in last 12 months: \$1-999	256	8.5%	79
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	106	3.5%	57
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	80	2.7%	69
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	100	3.3%	76
Spent on domestic vacations in last 12 months: \$3,000+	87	2.9%	45
Domestic travel in last 12 months: used general travel website	113	3.8%	57
Took foreign trip (including Alaska and Hawaii) in last 3 years	396	13.2%	46
Took 3+ foreign trips by plane in last 3 years	93	3.1%	53
Spent on foreign vacations in last 12 months: \$1-999	73	2.4%	49
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	65	2.2%	50
Spent on foreign vacations in last 12 months: \$3,000+	74	2.5%	37
Foreign travel in last 3 years: used general travel website	87	2.9%	49
Nights spent in hotel/motel in last 12 months: any	1,031	34.3%	76
Took cruise of more than one day in last 3 years	174	5.8%	63
Member of any frequent flyer program	227	7.6%	41
Member of any hotel rewards program	313	10.4%	55

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Demographic Summary		2020	2025
Population		21,711	27,286
Population 18+		18,885	23,582
Households		10,252	12,871
Median Household Income		\$56,890	\$59,633

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	7,471	39.6%	82
Bought any women's clothing in last 12 months	7,968	42.2%	96
Bought clothing for child <13 years in last 6 months	3,403	18.0%	68
Bought any shoes in last 12 months	8,919	47.2%	90
Bought costume jewelry in last 12 months	3,004	15.9%	93
Bought any fine jewelry in last 12 months	3,442	18.2%	101
Bought a watch in last 12 months	2,766	14.6%	95
Automobiles (Households)			
HH owns/leases any vehicle	9,053	88.3%	103
HH bought/leased new vehicle last 12 months	1,200	11.7%	124
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	16,647	88.1%	103
Bought/changed motor oil in last 12 months	8,944	47.4%	102
Had tune-up in last 12 months	5,030	26.6%	109
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	12,687	67.2%	93
Drank regular cola in last 6 months	7,367	39.0%	90
Drank beer/ale in last 6 months	7,559	40.0%	97
Cameras (Adults)			
Own digital point & shoot camera/camcorder	1,480	7.8%	93
Own digital SLR camera/camcorder	1,039	5.5%	72
Printed digital photos in last 12 months	3,178	16.8%	77
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	5,657	30.0%	89
Have a smartphone	14,219	75.3%	86
Have a smartphone: Android phone (any brand)	8,223	43.5%	106
Have a smartphone: Apple iPhone	5,766	30.5%	68
Number of cell phones in household: 1	4,813	46.9%	155
Number of cell phones in household: 2	3,537	34.5%	90
Number of cell phones in household: 3+	1,603	15.6%	54
HH has cell phone only (no landline telephone)	4,907	47.9%	79
Computers (Households)			
HH owns a computer	7,300	71.2%	97
HH owns desktop computer	3,868	37.7%	107
HH owns laptop/notebook	5,114	49.9%	87
HH owns any Apple/Mac brand computer	1,741	17.0%	89
HH owns any PC/non-Apple brand computer	6,148	60.0%	99
HH purchased most recent computer in a store	3,834	37.4%	106
HH purchased most recent computer online	787	7.7%	54
HH spent \$1-\$499 on most recent home computer	1,770	17.3%	118
HH spent \$500-\$999 on most recent home computer	1,634	15.9%	99
HH spent \$1,000-\$1,499 on most recent home computer	835	8.1%	84
HH spent \$1,500-\$1,999 on most recent home computer	388	3.8%	85
HH spent \$2,000+ on most recent home computer	316	3.1%	76

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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	10,165	53.8%	86
Bought brewed coffee at convenience store in last 30 days	2,555	13.5%	102
Bought cigarettes at convenience store in last 30 days	2,306	12.2%	116
Bought gas at convenience store in last 30 days	6,858	36.3%	98
Spent at convenience store in last 30 days: \$1-19	996	5.3%	78
Spent at convenience store in last 30 days: \$20-\$39	1,169	6.2%	67
Spent at convenience store in last 30 days: \$40-\$50	1,368	7.2%	91
Spent at convenience store in last 30 days: \$51-\$99	1,062	5.6%	104
Spent at convenience store in last 30 days: \$100+	3,888	20.6%	91
Entertainment (Adults)			
Attended a movie in last 6 months	10,567	56.0%	96
Went to live theater in last 12 months	2,152	11.4%	100
Went to a bar/night club in last 12 months	2,031	10.8%	63
Dined out in last 12 months	9,613	50.9%	100
Gambled at a casino in last 12 months	2,912	15.4%	113
Visited a theme park in last 12 months	1,881	10.0%	53
Viewed movie (video-on-demand) in last 30 days	3,501	18.5%	112
Viewed TV show (video-on-demand) in last 30 days	2,385	12.6%	108
Watched any pay-per-view TV in last 12 months	1,103	5.8%	66
Downloaded a movie over the Internet in last 30 days	1,687	8.9%	89
Downloaded any individual song in last 6 months	2,624	13.9%	74
Watched a movie online in the last 30 days	4,048	21.4%	71
Watched a TV program online in last 30 days	2,716	14.4%	71
Played a video/electronic game (console) in last 12 months	1,500	7.9%	88
Played a video/electronic game (portable) in last 12 months	830	4.4%	102
Financial (Adults)			
Have home mortgage (1st)	4,350	23.0%	75
Used ATM/cash machine in last 12 months	8,639	45.7%	87
Own any stock	1,474	7.8%	111
Own U.S. savings bond	674	3.6%	85
Own shares in mutual fund (stock)	1,259	6.7%	94
Own shares in mutual fund (bonds)	649	3.4%	72
Have interest checking account	5,414	28.7%	101
Have non-interest checking account	5,299	28.1%	97
Have savings account	9,490	50.3%	88
Have 401K retirement savings plan	2,273	12.0%	75
Own/used any credit/debit card in last 12 months	15,085	79.9%	100
Avg monthly credit card expenditures: \$1-110	1,597	8.5%	75
Avg monthly credit card expenditures: \$111-\$225	1,349	7.1%	99
Avg monthly credit card expenditures: \$226-\$450	1,413	7.5%	109
Avg monthly credit card expenditures: \$451-\$700	1,277	6.8%	109
Avg monthly credit card expenditures: \$701-\$1,000	1,383	7.3%	125
Avg monthly credit card expenditures: \$1,001+	2,022	10.7%	88
Did banking online in last 12 months	5,979	31.7%	81
Did banking on mobile device in last 12 months	3,557	18.8%	66
Paid bills online in last 12 months	8,287	43.9%	86

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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	6,656	64.9%	95
HH used bread in last 6 months	9,650	94.1%	101
HH used chicken (fresh or frozen) in last 6 months	6,634	64.7%	95
HH used turkey (fresh or frozen) in last 6 months	1,307	12.7%	85
HH used fish/seafood (fresh or frozen) in last 6 months	5,845	57.0%	104
HH used fresh fruit/vegetables in last 6 months	8,630	84.2%	100
HH used fresh milk in last 6 months	8,477	82.7%	98
HH used organic food in last 6 months	2,047	20.0%	83
Health (Adults)			
Exercise at home 2+ times per week	4,506	23.9%	87
Exercise at club 2+ times per week	1,473	7.8%	55
Visited a doctor in last 12 months	15,147	80.2%	105
Used vitamin/dietary supplement in last 6 months	11,467	60.7%	113
Home (Households)			
HH did any home improvement in last 12 months	2,245	21.9%	80
HH used any maid/professional cleaning service in last 12 months	2,103	20.5%	138
HH purchased low ticket HH furnishings in last 12 months	1,619	15.8%	91
HH purchased big ticket HH furnishings in last 12 months	2,033	19.8%	87
HH bought any small kitchen appliance in last 12 months	2,228	21.7%	96
HH bought any large kitchen appliance in last 12 months	1,150	11.2%	85
Insurance (Adults/Households)			
Currently carry life insurance	6,969	36.9%	85
Carry medical/hospital/accident insurance	14,722	78.0%	105
Carry homeowner insurance	8,974	47.5%	103
Carry renter's insurance	1,973	10.4%	120
HH has auto insurance: 1 vehicle in household covered	4,956	48.3%	159
HH has auto insurance: 2 vehicles in household covered	2,358	23.0%	83
HH has auto insurance: 3+ vehicles in household covered	1,372	13.4%	60
Pets (Households)			
Household owns any pet	4,630	45.2%	84
Household owns any cat	2,055	20.0%	88
Household owns any dog	3,363	32.8%	80
Psychographics (Adults)			
Buying American is important to me	8,038	42.6%	116
Usually buy items on credit rather than wait	2,903	15.4%	114
Usually buy based on quality - not price	4,174	22.1%	120
Price is usually more important than brand name	5,608	29.7%	106
Usually use coupons for brands I buy often	3,865	20.5%	128
Am interested in how to help the environment	3,463	18.3%	93
Usually pay more for environ safe product	3,121	16.5%	112
Usually value green products over convenience	1,997	10.6%	93
Likely to buy a brand that supports a charity	6,727	35.6%	100
Reading (Adults)			
Bought digital book in last 12 months	2,339	12.4%	94
Bought hardcover book in last 12 months	3,387	17.9%	90
Bought paperback book in last 12 month	3,635	19.2%	69
Read any daily newspaper (paper version)	5,010	26.5%	167
Read any digital newspaper in last 30 days	5,885	31.2%	76
Read any magazine (paper/electronic version) in last 6 months	17,116	90.6%	100

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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	13,577	71.9%	98
Went to family restaurant/steak house: 4+ times a month	4,949	26.2%	100
Went to fast food/drive-in restaurant in last 6 months	16,512	87.4%	97
Went to fast food/drive-in restaurant 9+ times/month	6,587	34.9%	90
Fast food restaurant last 6 months: eat in	6,869	36.4%	102
Fast food restaurant last 6 months: home delivery	1,655	8.8%	104
Fast food restaurant last 6 months: take-out/drive-thru	6,648	35.2%	77
Fast food restaurant last 6 months: take-out/walk-in	3,004	15.9%	77
Television & Electronics (Adults/Households)			
Own any tablet	8,124	43.0%	86
Own any e-reader	1,918	10.2%	105
Own e-reader/tablet: iPad	4,137	21.9%	75
HH has Internet connectable TV	2,755	26.9%	85
Own any portable MP3 player	2,304	12.2%	76
HH owns 1 TV	1,852	18.1%	85
HH owns 2 TVs	2,877	28.1%	106
HH owns 3 TVs	2,495	24.3%	116
HH owns 4+ TVs	1,489	14.5%	86
HH subscribes to cable TV	5,747	56.1%	135
HH subscribes to fiber optic	492	4.8%	75
HH owns portable GPS navigation device	1,984	19.4%	95
HH purchased video game system in last 12 months	675	6.6%	77
HH owns any Internet video device for TV	1,971	19.2%	69
Travel (Adults)			
Took domestic trip in continental US last 12 months	9,537	50.5%	96
Took 3+ domestic non-business trips in last 12 months	1,994	10.6%	88
Spent on domestic vacations in last 12 months: \$1-999	1,592	8.4%	78
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	929	4.9%	79
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	593	3.1%	81
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	1,036	5.5%	125
Spent on domestic vacations in last 12 months: \$3,000+	889	4.7%	73
Domestic travel in last 12 months: used general travel website	1,269	6.7%	101
Took foreign trip (including Alaska and Hawaii) in last 3 years	5,100	27.0%	94
Took 3+ foreign trips by plane in last 3 years	828	4.4%	75
Spent on foreign vacations in last 12 months: \$1-999	731	3.9%	78
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	548	2.9%	67
Spent on foreign vacations in last 12 months: \$3,000+	1,336	7.1%	106
Foreign travel in last 3 years: used general travel website	779	4.1%	70
Nights spent in hotel/motel in last 12 months: any	7,811	41.4%	92
Took cruise of more than one day in last 3 years	2,813	14.9%	162
Member of any frequent flyer program	3,801	20.1%	109
Member of any hotel rewards program	3,175	16.8%	88

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Retail Market Potential

205 Oxford St, Wildwood, Florida, 34785
 Ring: 5 mile radius

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Demographic Summary		2020	2025
Population		71,643	91,333
Population 18+		62,743	79,084
Households		35,052	44,541
Median Household Income		\$58,211	\$61,083

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	24,920	39.7%	82
Bought any women's clothing in last 12 months	26,770	42.7%	97
Bought clothing for child <13 years in last 6 months	11,122	17.7%	67
Bought any shoes in last 12 months	29,803	47.5%	90
Bought costume jewelry in last 12 months	10,018	16.0%	94
Bought any fine jewelry in last 12 months	11,369	18.1%	100
Bought a watch in last 12 months	9,083	14.5%	94
Automobiles (Households)			
HH owns/leases any vehicle	31,225	89.1%	104
HH bought/leased new vehicle last 12 months	4,216	12.0%	127
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	55,783	88.9%	104
Bought/changed motor oil in last 12 months	29,874	47.6%	102
Had tune-up in last 12 months	16,897	26.9%	110
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	42,158	67.2%	93
Drank regular cola in last 6 months	23,907	38.1%	88
Drank beer/ale in last 6 months	25,021	39.9%	97
Cameras (Adults)			
Own digital point & shoot camera/camcorder	4,938	7.9%	93
Own digital SLR camera/camcorder	3,547	5.7%	74
Printed digital photos in last 12 months	10,679	17.0%	77
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	18,678	29.8%	89
Have a smartphone	46,943	74.8%	86
Have a smartphone: Android phone (any brand)	26,680	42.5%	103
Have a smartphone: Apple iPhone	19,456	31.0%	69
Number of cell phones in household: 1	16,580	47.3%	157
Number of cell phones in household: 2	12,144	34.6%	90
Number of cell phones in household: 3+	5,363	15.3%	53
HH has cell phone only (no landline telephone)	16,669	47.6%	79
Computers (Households)			
HH owns a computer	25,204	71.9%	98
HH owns desktop computer	13,466	38.4%	109
HH owns laptop/notebook	17,635	50.3%	88
HH owns any Apple/Mac brand computer	6,137	17.5%	92
HH owns any PC/non-Apple brand computer	21,175	60.4%	100
HH purchased most recent computer in a store	13,435	38.3%	108
HH purchased most recent computer online	2,635	7.5%	53
HH spent \$1-\$499 on most recent home computer	6,183	17.6%	120
HH spent \$500-\$999 on most recent home computer	5,693	16.2%	101
HH spent \$1,000-\$1,499 on most recent home computer	2,941	8.4%	86
HH spent \$1,500-\$1,999 on most recent home computer	1,315	3.8%	84
HH spent \$2,000+ on most recent home computer	1,067	3.0%	75

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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	33,107	52.8%	85
Bought brewed coffee at convenience store in last 30 days	8,460	13.5%	102
Bought cigarettes at convenience store in last 30 days	7,509	12.0%	114
Bought gas at convenience store in last 30 days	22,651	36.1%	97
Spent at convenience store in last 30 days: \$1-19	3,201	5.1%	76
Spent at convenience store in last 30 days: \$20-\$39	3,782	6.0%	65
Spent at convenience store in last 30 days: \$40-\$50	4,444	7.1%	89
Spent at convenience store in last 30 days: \$51-\$99	3,457	5.5%	101
Spent at convenience store in last 30 days: \$100+	12,890	20.5%	90
Entertainment (Adults)			
Attended a movie in last 6 months	35,445	56.5%	96
Went to live theater in last 12 months	7,551	12.0%	106
Went to a bar/night club in last 12 months	6,691	10.7%	63
Dined out in last 12 months	32,660	52.1%	102
Gambled at a casino in last 12 months	9,697	15.5%	113
Visited a theme park in last 12 months	6,012	9.6%	51
Viewed movie (video-on-demand) in last 30 days	11,803	18.8%	113
Viewed TV show (video-on-demand) in last 30 days	8,097	12.9%	111
Watched any pay-per-view TV in last 12 months	3,563	5.7%	64
Downloaded a movie over the Internet in last 30 days	5,642	9.0%	89
Downloaded any individual song in last 6 months	8,553	13.6%	72
Watched a movie online in the last 30 days	13,279	21.2%	70
Watched a TV program online in last 30 days	8,797	14.0%	69
Played a video/electronic game (console) in last 12 months	4,958	7.9%	87
Played a video/electronic game (portable) in last 12 months	2,675	4.3%	99
Financial (Adults)			
Have home mortgage (1st)	14,792	23.6%	77
Used ATM/cash machine in last 12 months	28,976	46.2%	88
Own any stock	5,132	8.2%	116
Own U.S. savings bond	2,249	3.6%	85
Own shares in mutual fund (stock)	4,373	7.0%	98
Own shares in mutual fund (bonds)	2,140	3.4%	72
Have interest checking account	18,567	29.6%	104
Have non-interest checking account	17,720	28.2%	98
Have savings account	31,935	50.9%	89
Have 401K retirement savings plan	7,781	12.4%	77
Own/used any credit/debit card in last 12 months	50,602	80.6%	101
Avg monthly credit card expenditures: \$1-110	5,420	8.6%	76
Avg monthly credit card expenditures: \$111-\$225	4,364	7.0%	96
Avg monthly credit card expenditures: \$226-\$450	4,757	7.6%	110
Avg monthly credit card expenditures: \$451-\$700	4,251	6.8%	109
Avg monthly credit card expenditures: \$701-\$1,000	4,827	7.7%	131
Avg monthly credit card expenditures: \$1,001+	6,938	11.1%	90
Did banking online in last 12 months	20,077	32.0%	82
Did banking on mobile device in last 12 months	11,835	18.9%	67
Paid bills online in last 12 months	27,860	44.4%	87

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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	22,736	64.9%	95
HH used bread in last 6 months	33,071	94.3%	101
HH used chicken (fresh or frozen) in last 6 months	22,839	65.2%	96
HH used turkey (fresh or frozen) in last 6 months	4,365	12.5%	83
HH used fish/seafood (fresh or frozen) in last 6 months	19,895	56.8%	103
HH used fresh fruit/vegetables in last 6 months	29,541	84.3%	100
HH used fresh milk in last 6 months	29,042	82.9%	98
HH used organic food in last 6 months	6,932	19.8%	82
Health (Adults)			
Exercise at home 2+ times per week	15,164	24.2%	88
Exercise at club 2+ times per week	5,011	8.0%	57
Visited a doctor in last 12 months	50,930	81.2%	107
Used vitamin/dietary supplement in last 6 months	38,963	62.1%	116
Home (Households)			
HH did any home improvement in last 12 months	7,683	21.9%	80
HH used any maid/professional cleaning service in last 12 months	7,402	21.1%	142
HH purchased low ticket HH furnishings in last 12 months	5,415	15.4%	89
HH purchased big ticket HH furnishings in last 12 months	6,875	19.6%	86
HH bought any small kitchen appliance in last 12 months	7,617	21.7%	96
HH bought any large kitchen appliance in last 12 months	3,946	11.3%	85
Insurance (Adults/Households)			
Currently carry life insurance	23,332	37.2%	86
Carry medical/hospital/accident insurance	49,911	79.5%	107
Carry homeowner insurance	30,569	48.7%	105
Carry renter's insurance	6,582	10.5%	121
HH has auto insurance: 1 vehicle in household covered	17,203	49.1%	162
HH has auto insurance: 2 vehicles in household covered	8,175	23.3%	84
HH has auto insurance: 3+ vehicles in household covered	4,653	13.3%	59
Pets (Households)			
Household owns any pet	15,824	45.1%	84
Household owns any cat	6,960	19.9%	87
Household owns any dog	11,609	33.1%	81
Psychographics (Adults)			
Buying American is important to me	26,775	42.7%	116
Usually buy items on credit rather than wait	9,493	15.1%	112
Usually buy based on quality - not price	14,186	22.6%	123
Price is usually more important than brand name	18,459	29.4%	105
Usually use coupons for brands I buy often	12,940	20.6%	129
Am interested in how to help the environment	11,464	18.3%	92
Usually pay more for environ safe product	10,415	16.6%	112
Usually value green products over convenience	6,535	10.4%	91
Likely to buy a brand that supports a charity	22,408	35.7%	100
Reading (Adults)			
Bought digital book in last 12 months	8,014	12.8%	97
Bought hardcover book in last 12 months	11,440	18.2%	91
Bought paperback book in last 12 month	12,049	19.2%	68
Read any daily newspaper (paper version)	17,127	27.3%	172
Read any digital newspaper in last 30 days	19,653	31.3%	76
Read any magazine (paper/electronic version) in last 6 months	57,132	91.1%	100

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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	45,557	72.6%	99
Went to family restaurant/steak house: 4+ times a month	16,724	26.7%	102
Went to fast food/drive-in restaurant in last 6 months	54,888	87.5%	97
Went to fast food/drive-in restaurant 9+ times/month	21,598	34.4%	88
Fast food restaurant last 6 months: eat in	23,185	37.0%	103
Fast food restaurant last 6 months: home delivery	5,467	8.7%	103
Fast food restaurant last 6 months: take-out/drive-thru	21,855	34.8%	76
Fast food restaurant last 6 months: take-out/walk-in	9,749	15.5%	75
Television & Electronics (Adults/Households)			
Own any tablet	27,045	43.1%	86
Own any e-reader	6,575	10.5%	109
Own e-reader/tablet: iPad	13,938	22.2%	76
HH has Internet connectable TV	9,476	27.0%	85
Own any portable MP3 player	7,610	12.1%	76
HH owns 1 TV	6,312	18.0%	84
HH owns 2 TVs	9,983	28.5%	108
HH owns 3 TVs	8,612	24.6%	117
HH owns 4+ TVs	5,073	14.5%	86
HH subscribes to cable TV	19,698	56.2%	136
HH subscribes to fiber optic	1,677	4.8%	75
HH owns portable GPS navigation device	6,969	19.9%	98
HH purchased video game system in last 12 months	2,358	6.7%	79
HH owns any Internet video device for TV	6,738	19.2%	69
Travel (Adults)			
Took domestic trip in continental US last 12 months	32,394	51.6%	98
Took 3+ domestic non-business trips in last 12 months	6,653	10.6%	89
Spent on domestic vacations in last 12 months: \$1-999	5,295	8.4%	78
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	3,129	5.0%	80
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	2,004	3.2%	83
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	3,588	5.7%	130
Spent on domestic vacations in last 12 months: \$3,000+	3,028	4.8%	75
Domestic travel in last 12 months: used general travel website	4,371	7.0%	105
Took foreign trip (including Alaska and Hawaii) in last 3 years	17,676	28.2%	98
Took 3+ foreign trips by plane in last 3 years	2,758	4.4%	75
Spent on foreign vacations in last 12 months: \$1-999	2,469	3.9%	79
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	1,818	2.9%	67
Spent on foreign vacations in last 12 months: \$3,000+	4,664	7.4%	111
Foreign travel in last 3 years: used general travel website	2,547	4.1%	69
Nights spent in hotel/motel in last 12 months: any	26,389	42.1%	93
Took cruise of more than one day in last 3 years	9,697	15.5%	168
Member of any frequent flyer program	13,262	21.1%	115
Member of any hotel rewards program	10,997	17.5%	92

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