



Retail Market Potential

40284 CR-25, Lady Lake, Florida, 32159
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 28.93551
 Longitude: -81.92692

Demographic Summary		2021	2026
Population		69,805	76,995
Population 18+		65,234	72,225
Households		37,231	41,274
Median Household Income		\$54,879	\$59,063

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	28,654	43.9%	90
Bought any women's clothing in last 12 months	31,860	48.8%	108
Bought any shoes in last 12 months	35,295	54.1%	101
Bought costume jewelry in last 12 months	12,829	19.7%	122
Bought any fine jewelry in last 12 months	11,986	18.4%	100
Bought a watch in last 12 months	7,543	11.6%	80
Automobiles (Households)			
HH owns/leases any vehicle	34,968	93.9%	109
HH bought/leased new vehicle last 12 months	4,986	13.4%	147
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	59,777	91.6%	107
Bought/changed motor oil in last 12 months	29,807	45.7%	101
Had tune-up in last 12 months	14,020	21.5%	89
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	45,326	69.5%	98
Drank non-diet (regular) in last 6 months	19,341	29.6%	70
Drank beer/ale in last 6 months	28,134	43.1%	104
Cameras (Adults)			
Own digital point & shoot camera/camcorder	4,884	7.5%	93
Own digital SLR camera/camcorder	4,819	7.4%	93
Printed digital photos in last 12 months	14,828	22.7%	103
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	19,895	30.5%	95
Have a smartphone	53,936	82.7%	92
Have a smartphone: Android phone (any brand)	24,820	38.0%	94
Have a smartphone: Apple iPhone	28,329	43.4%	90
Number of cell phones in household: 1	17,667	47.5%	157
Number of cell phones in household: 2	15,305	41.1%	108
Number of cell phones in household: 3+	3,425	9.2%	31
HH has cell phone only (no landline telephone)	20,040	53.8%	83
Computers (Households)			
HH owns a computer	29,762	79.9%	107
HH owns desktop computer	14,299	38.4%	110
HH owns laptop/notebook	22,298	59.9%	102
HH owns any Apple/Mac brand computer	6,682	17.9%	89
HH owns any PC/non-Apple brand computer	25,207	67.7%	111
HH purchased most recent computer in a store	15,423	41.4%	118
HH purchased most recent computer online	6,041	16.2%	103
HH spent \$1-\$499 on most recent home computer	5,542	14.9%	104
HH spent \$500-\$999 on most recent home computer	8,667	23.3%	140
HH spent \$1,000-\$1,499 on most recent home computer	3,700	9.9%	96
HH spent \$1,500-\$1,999 on most recent home computer	1,807	4.9%	98
HH spent \$2,000+ on most recent home computer	1,790	4.8%	109

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 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	36,538	56.0%	91
Bought brewed coffee at convenience store in last 30 days	8,709	13.4%	106
Bought cigarettes at convenience store in last 30 days	4,983	7.6%	84
Bought gas at convenience store in last 30 days	26,357	40.4%	110
Spent at convenience store in last 30 days: \$1-19	4,121	6.3%	91
Spent at convenience store in last 30 days: \$20-\$39	5,255	8.1%	86
Spent at convenience store in last 30 days: \$40-\$50	8,172	12.5%	155
Spent at convenience store in last 30 days: \$51-\$99	4,076	6.2%	113
Spent at convenience store in last 30 days: \$100+	10,627	16.3%	74
Entertainment (Adults)			
Attended a movie in last 6 months	36,999	56.7%	95
Went to live theater in last 12 months	10,674	16.4%	132
Went to a bar/night club in last 12 months	11,667	17.9%	101
Dined out in last 12 months	37,603	57.6%	113
Gambled at a casino in last 12 months	10,264	15.7%	119
Visited a theme park in last 12 months	7,035	10.8%	58
Viewed movie (video-on-demand) in last 30 days	11,493	17.6%	118
Viewed TV show (video-on-demand) in last 30 days	9,038	13.9%	136
Watched any pay-per-view TV in last 12 months	5,274	8.1%	109
Downloaded a movie over the Internet in last 30 days	4,416	6.8%	72
Downloaded any individual song in last 6 months	9,945	15.2%	82
Used internet to watch a movie online in the last 30 days	12,883	19.7%	61
Used internet to watch a TV program online in last 30 days	10,121	15.5%	73
Played a video/electronic game (console) in last 12 months	3,904	6.0%	63
Played a video/electronic game (portable) in last 12 months	2,388	3.7%	75
Financial (Adults)			
Have home mortgage (1st)	21,379	32.8%	100
Used ATM/cash machine in last 12 months	32,166	49.3%	91
Own any stock	8,668	13.3%	160
Own U.S. savings bond	4,210	6.5%	132
Own shares in mutual fund (stock)	8,217	12.6%	156
Own shares in mutual fund (bonds)	6,409	9.8%	189
Have interest checking account	29,685	45.5%	152
Have non-interest checking account	21,575	33.1%	108
Have savings account	43,424	66.6%	112
Have 401K retirement savings plan	10,040	15.4%	88
Own/used any credit/debit card in last 12 months	58,319	89.4%	108
Avg monthly credit card expenditures: \$1-110	7,704	11.8%	104
Avg monthly credit card expenditures: \$111-\$225	4,221	6.5%	89
Avg monthly credit card expenditures: \$226-\$450	5,115	7.8%	107
Avg monthly credit card expenditures: \$451-\$700	5,625	8.6%	126
Avg monthly credit card expenditures: \$701-\$1,000	7,156	11.0%	173
Did banking online in last 12 months	31,310	48.0%	111
Did banking on mobile device in last 12 months	17,947	27.5%	86
Paid bills online in last 12 months	36,959	56.7%	103

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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	24,772	66.5%	98
HH used bread in last 6 months	34,170	91.8%	98
HH used chicken (fresh or frozen) in last 6 months	24,121	64.8%	97
HH used turkey (fresh or frozen) in last 6 months	5,140	13.8%	99
HH used fish/seafood (fresh or frozen) in last 6 months	19,952	53.6%	97
HH used fresh fruit/vegetables in last 6 months	32,557	87.4%	104
HH used fresh milk in last 6 months	30,255	81.3%	98
HH used organic food in last 6 months	8,309	22.3%	93
Health (Adults)			
Exercise at home 2+ times per week	20,185	30.9%	103
Exercise at club 2+ times per week	7,374	11.3%	78
Visited a doctor in last 12 months	56,874	87.2%	113
Used vitamin/dietary supplement in last 6 months	47,168	72.3%	132
Home (Households)			
HH did any home improvement in last 12 months	13,231	35.5%	124
HH used any maid/professional cleaning service in last 12 months	7,660	20.6%	134
HH purchased low ticket HH furnishings in last 12 months	6,811	18.3%	102
HH purchased big ticket HH furnishings in last 12 months	9,489	25.5%	110
HH bought any small kitchen appliance in last 12 months	9,932	26.7%	114
HH bought any large kitchen appliance in last 12 months	5,606	15.1%	113
Insurance (Adults/Households)			
Currently carry life insurance	29,462	45.2%	102
Carry medical/hospital/accident insurance	55,211	84.6%	113
Carry homeowner/personal property insurance	41,844	64.1%	131
Carry renter's insurance	6,330	9.7%	105
HH has auto insurance: 1 vehicle in household covered	17,462	46.9%	162
HH has auto insurance: 2 vehicles in household covered	8,967	24.1%	87
HH has auto insurance: 3+ vehicles in household covered	6,967	18.7%	82
Pets (Households)			
Household owns any pet	15,163	40.7%	77
Household owns any cat	6,641	17.8%	77
Household owns any dog	11,572	31.1%	77
Psychographics (Adults)			
Buying American is important to me	29,130	44.7%	123
Usually buy items on credit rather than wait	11,001	16.9%	124
Usually buy based on quality - not price	13,471	20.7%	110
Price is usually more important than brand name	19,892	30.5%	105
Usually use coupons for brands I buy often	16,637	25.5%	163
Am interested in how to help the environment	12,741	19.5%	93
Usually pay more for environ safe product	9,129	14.0%	93
Usually value green products over convenience	5,960	9.1%	79
Likely to buy a brand that supports a charity	21,166	32.4%	92
Reading (Adults)			
Bought digital book in last 12 months	10,636	16.3%	114
Bought hardcover book in last 12 months	13,719	21.0%	101
Bought paperback book in last 12 month	16,534	25.3%	89
Read any daily newspaper (paper version)	18,407	28.2%	192
Read any digital newspaper in last 30 days	24,597	37.7%	84
Read any magazine (paper/electronic version) in last 6 months	59,718	91.5%	102

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	49,657	76.1%	105
Went to family restaurant/steak house: 4+ times a month	18,770	28.8%	116
Went to fast food/drive-in restaurant in last 6 months	58,251	89.3%	99
Went to fast food/drive-in restaurant 9+ times/month	21,164	32.4%	85
Fast food restaurant last 6 months: eat in	20,986	32.2%	99
Fast food restaurant last 6 months: home delivery	3,922	6.0%	67
Fast food restaurant last 6 months: take-out/drive-thru	28,271	43.3%	91
Fast food restaurant last 6 months: take-out/walk-in	10,751	16.5%	80
Television & Electronics (Adults/Households)			
Own any tablet	37,019	56.7%	111
Own any e-reader	10,529	16.1%	157
Own e-reader/tablet: iPad	22,119	33.9%	110
HH has Internet connectable TV	13,710	36.8%	101
Own any portable MP3 player	9,503	14.6%	100
HH owns 1 TV	7,157	19.2%	91
HH owns 2 TVs	11,325	30.4%	115
HH owns 3 TVs	7,859	21.1%	100
HH owns 4+ TVs	7,541	20.3%	115
HH subscribes to cable TV	21,829	58.6%	148
HH subscribes to fiber optic	1,969	5.3%	91
HH owns portable GPS navigation device	9,863	26.5%	138
HH purchased video game system in last 12 months	2,099	5.6%	69
HH owns any Internet video device for TV	12,809	34.4%	103
Travel (Adults)			
Took domestic trip in continental US last 12 months	38,458	59.0%	110
Took 3+ domestic non-business trips in last 12 months	10,305	15.8%	124
Spent on domestic vacations in last 12 months: \$1-999	7,269	11.1%	105
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	3,326	5.1%	79
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	3,290	5.0%	126
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	3,459	5.3%	122
Spent on domestic vacations in last 12 months: \$3,000+	5,622	8.6%	121
Domestic travel in last 12 months: used general travel website	4,619	7.1%	106
Took foreign trip (including Alaska and Hawaii) in last 3 years	21,074	32.3%	106
Took 3+ foreign trips by plane in last 3 years	3,582	5.5%	82
Spent on foreign vacations in last 12 months: \$1-999	2,985	4.6%	84
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	2,295	3.5%	78
Spent on foreign vacations in last 12 months: \$3,000+	5,999	9.2%	129
Foreign travel in last 3 years: used general travel website	3,526	5.4%	86
Nights spent in hotel/motel in last 12 months: any	30,865	47.3%	102
Took cruise of more than one day in last 3 years	11,618	17.8%	183
Member of any frequent flyer program	17,232	26.4%	128
Member of any hotel rewards program	17,138	26.3%	123

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Demographic Summary		2021	2026
Population		204,250	231,389
Population 18+		180,779	204,556
Households		99,021	112,294
Median Household Income		\$55,991	\$61,427

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	80,282	44.4%	91
Bought any women's clothing in last 12 months	86,374	47.8%	106
Bought any shoes in last 12 months	95,270	52.7%	99
Bought costume jewelry in last 12 months	33,998	18.8%	117
Bought any fine jewelry in last 12 months	32,608	18.0%	98
Bought a watch in last 12 months	22,637	12.5%	86
Automobiles (Households)			
HH owns/leases any vehicle	91,081	92.0%	107
HH bought/leased new vehicle last 12 months	11,737	11.9%	130
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	162,373	89.8%	105
Bought/changed motor oil in last 12 months	85,285	47.2%	104
Had tune-up in last 12 months	40,466	22.4%	93
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	124,986	69.1%	97
Drank non-diet (regular) in last 6 months	62,418	34.5%	82
Drank beer/ale in last 6 months	75,681	41.9%	101
Cameras (Adults)			
Own digital point & shoot camera/camcorder	13,408	7.4%	92
Own digital SLR camera/camcorder	11,931	6.6%	83
Printed digital photos in last 12 months	38,153	21.1%	96
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	56,018	31.0%	96
Have a smartphone	150,794	83.4%	93
Have a smartphone: Android phone (any brand)	75,055	41.5%	102
Have a smartphone: Apple iPhone	73,629	40.7%	85
Number of cell phones in household: 1	44,247	44.7%	148
Number of cell phones in household: 2	39,515	39.9%	105
Number of cell phones in household: 3+	13,089	13.2%	45
HH has cell phone only (no landline telephone)	57,090	57.7%	89
Computers (Households)			
HH owns a computer	74,998	75.7%	101
HH owns desktop computer	35,894	36.2%	104
HH owns laptop/notebook	56,775	57.3%	97
HH owns any Apple/Mac brand computer	16,169	16.3%	81
HH owns any PC/non-Apple brand computer	64,003	64.6%	106
HH purchased most recent computer in a store	37,848	38.2%	109
HH purchased most recent computer online	14,989	15.1%	96
HH spent \$1-\$499 on most recent home computer	14,957	15.1%	106
HH spent \$500-\$999 on most recent home computer	20,614	20.8%	126
HH spent \$1,000-\$1,499 on most recent home computer	9,110	9.2%	89
HH spent \$1,500-\$1,999 on most recent home computer	4,229	4.3%	86
HH spent \$2,000+ on most recent home computer	4,201	4.2%	96

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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	105,651	58.4%	95
Bought brewed coffee at convenience store in last 30 days	24,271	13.4%	107
Bought cigarettes at convenience store in last 30 days	16,987	9.4%	103
Bought gas at convenience store in last 30 days	74,749	41.3%	113
Spent at convenience store in last 30 days: \$1-19	11,164	6.2%	89
Spent at convenience store in last 30 days: \$20-\$39	14,785	8.2%	88
Spent at convenience store in last 30 days: \$40-\$50	20,762	11.5%	142
Spent at convenience store in last 30 days: \$51-\$99	12,042	6.7%	120
Spent at convenience store in last 30 days: \$100+	33,486	18.5%	85
Entertainment (Adults)			
Attended a movie in last 6 months	100,777	55.7%	94
Went to live theater in last 12 months	25,464	14.1%	114
Went to a bar/night club in last 12 months	30,393	16.8%	95
Dined out in last 12 months	98,182	54.3%	107
Gambled at a casino in last 12 months	26,314	14.6%	110
Visited a theme park in last 12 months	20,606	11.4%	62
Viewed movie (video-on-demand) in last 30 days	29,084	16.1%	108
Viewed TV show (video-on-demand) in last 30 days	21,873	12.1%	119
Watched any pay-per-view TV in last 12 months	13,468	7.4%	100
Downloaded a movie over the Internet in last 30 days	12,462	6.9%	73
Downloaded any individual song in last 6 months	28,098	15.5%	84
Used internet to watch a movie online in the last 30 days	40,282	22.3%	69
Used internet to watch a TV program online in last 30 days	30,025	16.6%	78
Played a video/electronic game (console) in last 12 months	12,480	6.9%	73
Played a video/electronic game (portable) in last 12 months	6,650	3.7%	76
Financial (Adults)			
Have home mortgage (1st)	54,537	30.2%	92
Used ATM/cash machine in last 12 months	87,911	48.6%	90
Own any stock	20,259	11.2%	135
Own U.S. savings bond	10,490	5.8%	119
Own shares in mutual fund (stock)	19,244	10.6%	132
Own shares in mutual fund (bonds)	14,797	8.2%	157
Have interest checking account	72,545	40.1%	134
Have non-interest checking account	57,668	31.9%	104
Have savings account	112,182	62.1%	104
Have 401K retirement savings plan	26,849	14.9%	85
Own/used any credit/debit card in last 12 months	155,510	86.0%	104
Avg monthly credit card expenditures: \$1-110	21,243	11.8%	104
Avg monthly credit card expenditures: \$111-\$225	11,566	6.4%	88
Avg monthly credit card expenditures: \$226-\$450	13,331	7.4%	101
Avg monthly credit card expenditures: \$451-\$700	14,936	8.3%	121
Avg monthly credit card expenditures: \$701-\$1,000	16,500	9.1%	144
Did banking online in last 12 months	80,849	44.7%	104
Did banking on mobile device in last 12 months	48,622	26.9%	84
Paid bills online in last 12 months	98,197	54.3%	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	67,553	68.2%	100
HH used bread in last 6 months	91,284	92.2%	98
HH used chicken (fresh or frozen) in last 6 months	63,948	64.6%	97
HH used turkey (fresh or frozen) in last 6 months	13,451	13.6%	97
HH used fish/seafood (fresh or frozen) in last 6 months	52,051	52.6%	96
HH used fresh fruit/vegetables in last 6 months	84,517	85.4%	101
HH used fresh milk in last 6 months	81,200	82.0%	99
HH used organic food in last 6 months	20,722	20.9%	87
Health (Adults)			
Exercise at home 2+ times per week	52,863	29.2%	98
Exercise at club 2+ times per week	18,555	10.3%	71
Visited a doctor in last 12 months	150,630	83.3%	108
Used vitamin/dietary supplement in last 6 months	119,306	66.0%	121
Home (Households)			
HH did any home improvement in last 12 months	32,984	33.3%	116
HH used any maid/professional cleaning service in last 12 months	17,741	17.9%	117
HH purchased low ticket HH furnishings in last 12 months	17,905	18.1%	101
HH purchased big ticket HH furnishings in last 12 months	24,294	24.5%	106
HH bought any small kitchen appliance in last 12 months	24,959	25.2%	108
HH bought any large kitchen appliance in last 12 months	14,257	14.4%	108
Insurance (Adults/Households)			
Currently carry life insurance	78,607	43.5%	98
Carry medical/hospital/accident insurance	146,365	81.0%	108
Carry homeowner/personal property insurance	104,599	57.9%	119
Carry renter's insurance	17,778	9.8%	106
HH has auto insurance: 1 vehicle in household covered	42,574	43.0%	148
HH has auto insurance: 2 vehicles in household covered	23,836	24.1%	87
HH has auto insurance: 3+ vehicles in household covered	19,136	19.3%	84
Pets (Households)			
Household owns any pet	44,945	45.4%	86
Household owns any cat	19,965	20.2%	88
Household owns any dog	34,553	34.9%	87
Psychographics (Adults)			
Buying American is important to me	78,899	43.6%	121
Usually buy items on credit rather than wait	28,438	15.7%	115
Usually buy based on quality - not price	35,612	19.7%	105
Price is usually more important than brand name	56,183	31.1%	107
Usually use coupons for brands I buy often	42,631	23.6%	151
Am interested in how to help the environment	35,326	19.5%	93
Usually pay more for environ safe product	25,279	14.0%	93
Usually value green products over convenience	17,773	9.8%	85
Likely to buy a brand that supports a charity	59,975	33.2%	94
Reading (Adults)			
Bought digital book in last 12 months	26,579	14.7%	103
Bought hardcover book in last 12 months	36,548	20.2%	98
Bought paperback book in last 12 month	44,263	24.5%	86
Read any daily newspaper (paper version)	45,241	25.0%	171
Read any digital newspaper in last 30 days	67,435	37.3%	83
Read any magazine (paper/electronic version) in last 6 months	162,816	90.1%	100

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Retail Market Potential

40284 CR-25, Lady Lake, Florida, 32159
 Ring: 10 mile radius

Prepared by Esri
 Latitude: 28.93551
 Longitude: -81.92692

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	134,061	74.2%	102
Went to family restaurant/steak house: 4+ times a month	49,559	27.4%	111
Went to fast food/drive-in restaurant in last 6 months	161,590	89.4%	99
Went to fast food/drive-in restaurant 9+ times/month	62,823	34.8%	91
Fast food restaurant last 6 months: eat in	56,564	31.3%	96
Fast food restaurant last 6 months: home delivery	12,305	6.8%	76
Fast food restaurant last 6 months: take-out/drive-thru	80,640	44.6%	93
Fast food restaurant last 6 months: take-out/walk-in	30,057	16.6%	81
Television & Electronics (Adults/Households)			
Own any tablet	96,734	53.5%	104
Own any e-reader	24,941	13.8%	134
Own e-reader/tablet: iPad	54,723	30.3%	99
HH has Internet connectable TV	35,617	36.0%	98
Own any portable MP3 player	25,232	14.0%	96
HH owns 1 TV	19,431	19.6%	93
HH owns 2 TVs	29,498	29.8%	112
HH owns 3 TVs	20,940	21.1%	100
HH owns 4+ TVs	18,669	18.9%	107
HH subscribes to cable TV	52,746	53.3%	134
HH subscribes to fiber optic	4,512	4.6%	78
HH owns portable GPS navigation device	24,633	24.9%	129
HH purchased video game system in last 12 months	5,635	5.7%	69
HH owns any Internet video device for TV	32,566	32.9%	98
Travel (Adults)			
Took domestic trip in continental US last 12 months	98,283	54.4%	102
Took 3+ domestic non-business trips in last 12 months	24,835	13.7%	108
Spent on domestic vacations in last 12 months: \$1-999	19,481	10.8%	102
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	8,332	4.6%	71
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	8,232	4.6%	113
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	8,272	4.6%	105
Spent on domestic vacations in last 12 months: \$3,000+	12,917	7.1%	100
Domestic travel in last 12 months: used general travel website	11,239	6.2%	93
Took foreign trip (including Alaska and Hawaii) in last 3 years	51,062	28.2%	92
Took 3+ foreign trips by plane in last 3 years	9,122	5.0%	76
Spent on foreign vacations in last 12 months: \$1-999	7,737	4.3%	79
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	5,929	3.3%	73
Spent on foreign vacations in last 12 months: \$3,000+	13,737	7.6%	106
Foreign travel in last 3 years: used general travel website	8,821	4.9%	78
Nights spent in hotel/motel in last 12 months: any	80,820	44.7%	96
Took cruise of more than one day in last 3 years	27,025	14.9%	153
Member of any frequent flyer program	39,872	22.1%	107
Member of any hotel rewards program	41,227	22.8%	107

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Retail Market Potential

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Demographic Summary		2021	2026
Population		324,844	364,681
Population 18+		280,273	314,299
Households		146,886	165,309
Median Household Income		\$53,826	\$59,014

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	124,725	44.5%	91
Bought any women's clothing in last 12 months	130,713	46.6%	103
Bought any shoes in last 12 months	142,922	51.0%	95
Bought costume jewelry in last 12 months	49,678	17.7%	110
Bought any fine jewelry in last 12 months	49,967	17.8%	97
Bought a watch in last 12 months	36,018	12.9%	88
Automobiles (Households)			
HH owns/leases any vehicle	134,695	91.7%	106
HH bought/leased new vehicle last 12 months	16,511	11.2%	124
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	246,242	87.9%	103
Bought/changed motor oil in last 12 months	132,627	47.3%	104
Had tune-up in last 12 months	62,882	22.4%	93
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	189,349	67.6%	95
Drank non-diet (regular) in last 6 months	101,238	36.1%	86
Drank beer/ale in last 6 months	113,887	40.6%	98
Cameras (Adults)			
Own digital point & shoot camera/camcorder	21,253	7.6%	94
Own digital SLR camera/camcorder	18,373	6.6%	82
Printed digital photos in last 12 months	58,051	20.7%	94
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	85,287	30.4%	94
Have a smartphone	231,318	82.5%	92
Have a smartphone: Android phone (any brand)	116,814	41.7%	102
Have a smartphone: Apple iPhone	111,109	39.6%	82
Number of cell phones in household: 1	61,111	41.6%	138
Number of cell phones in household: 2	58,824	40.0%	105
Number of cell phones in household: 3+	23,789	16.2%	55
HH has cell phone only (no landline telephone)	86,875	59.1%	92
Computers (Households)			
HH owns a computer	110,053	74.9%	100
HH owns desktop computer	52,679	35.9%	103
HH owns laptop/notebook	83,819	57.1%	97
HH owns any Apple/Mac brand computer	23,122	15.7%	78
HH owns any PC/non-Apple brand computer	94,256	64.2%	106
HH purchased most recent computer in a store	54,595	37.2%	106
HH purchased most recent computer online	21,952	14.9%	95
HH spent \$1-\$499 on most recent home computer	22,781	15.5%	109
HH spent \$500-\$999 on most recent home computer	29,064	19.8%	119
HH spent \$1,000-\$1,499 on most recent home computer	13,438	9.1%	89
HH spent \$1,500-\$1,999 on most recent home computer	5,967	4.1%	82
HH spent \$2,000+ on most recent home computer	5,926	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	164,655	58.7%	96
Bought brewed coffee at convenience store in last 30 days	37,138	13.3%	105
Bought cigarettes at convenience store in last 30 days	28,012	10.0%	109
Bought gas at convenience store in last 30 days	114,173	40.7%	111
Spent at convenience store in last 30 days: \$1-19	16,762	6.0%	86
Spent at convenience store in last 30 days: \$20-\$39	22,733	8.1%	87
Spent at convenience store in last 30 days: \$40-\$50	30,433	10.9%	134
Spent at convenience store in last 30 days: \$51-\$99	19,696	7.0%	127
Spent at convenience store in last 30 days: \$100+	53,829	19.2%	88
Entertainment (Adults)			
Attended a movie in last 6 months	152,378	54.4%	91
Went to live theater in last 12 months	34,864	12.4%	101
Went to a bar/night club in last 12 months	44,272	15.8%	89
Dined out in last 12 months	145,326	51.9%	102
Gambled at a casino in last 12 months	39,137	14.0%	105
Visited a theme park in last 12 months	34,931	12.5%	67
Viewed movie (video-on-demand) in last 30 days	41,620	14.8%	99
Viewed TV show (video-on-demand) in last 30 days	30,523	10.9%	107
Watched any pay-per-view TV in last 12 months	20,583	7.3%	99
Downloaded a movie over the Internet in last 30 days	19,965	7.1%	76
Downloaded any individual song in last 6 months	43,723	15.6%	84
Used internet to watch a movie online in the last 30 days	65,060	23.2%	72
Used internet to watch a TV program online in last 30 days	46,627	16.6%	79
Played a video/electronic game (console) in last 12 months	20,144	7.2%	76
Played a video/electronic game (portable) in last 12 months	10,769	3.8%	79
Financial (Adults)			
Have home mortgage (1st)	82,090	29.3%	90
Used ATM/cash machine in last 12 months	134,583	48.0%	89
Own any stock	27,666	9.9%	119
Own U.S. savings bond	15,327	5.5%	112
Own shares in mutual fund (stock)	26,409	9.4%	117
Own shares in mutual fund (bonds)	19,812	7.1%	136
Have interest checking account	102,113	36.4%	122
Have non-interest checking account	88,633	31.6%	103
Have savings account	167,339	59.7%	100
Have 401K retirement savings plan	40,506	14.5%	83
Own/used any credit/debit card in last 12 months	233,208	83.2%	101
Avg monthly credit card expenditures: \$1-110	32,874	11.7%	103
Avg monthly credit card expenditures: \$111-\$225	17,942	6.4%	88
Avg monthly credit card expenditures: \$226-\$450	19,294	6.9%	94
Avg monthly credit card expenditures: \$451-\$700	22,263	7.9%	116
Avg monthly credit card expenditures: \$701-\$1,000	22,146	7.9%	125
Did banking online in last 12 months	121,373	43.3%	100
Did banking on mobile device in last 12 months	76,430	27.3%	85
Paid bills online in last 12 months	148,368	52.9%	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	101,836	69.3%	102
HH used bread in last 6 months	135,442	92.2%	98
HH used chicken (fresh or frozen) in last 6 months	95,729	65.2%	98
HH used turkey (fresh or frozen) in last 6 months	19,974	13.6%	97
HH used fish/seafood (fresh or frozen) in last 6 months	77,730	52.9%	96
HH used fresh fruit/vegetables in last 6 months	125,358	85.3%	101
HH used fresh milk in last 6 months	121,061	82.4%	99
HH used organic food in last 6 months	30,631	20.9%	87
Health (Adults)			
Exercise at home 2+ times per week	80,176	28.6%	95
Exercise at club 2+ times per week	28,092	10.0%	70
Visited a doctor in last 12 months	223,113	79.6%	103
Used vitamin/dietary supplement in last 6 months	172,806	61.7%	113
Home (Households)			
HH did any home improvement in last 12 months	48,084	32.7%	114
HH used any maid/professional cleaning service in last 12 months	24,323	16.6%	108
HH purchased low ticket HH furnishings in last 12 months	26,670	18.2%	101
HH purchased big ticket HH furnishings in last 12 months	35,068	23.9%	103
HH bought any small kitchen appliance in last 12 months	36,298	24.7%	105
HH bought any large kitchen appliance in last 12 months	20,376	13.9%	104
Insurance (Adults/Households)			
Currently carry life insurance	119,009	42.5%	96
Carry medical/hospital/accident insurance	216,200	77.1%	103
Carry homeowner/personal property insurance	152,621	54.5%	112
Carry renter's insurance	26,651	9.5%	103
HH has auto insurance: 1 vehicle in household covered	59,165	40.3%	139
HH has auto insurance: 2 vehicles in household covered	35,729	24.3%	88
HH has auto insurance: 3+ vehicles in household covered	31,015	21.1%	92
Pets (Households)			
Household owns any pet	71,792	48.9%	92
Household owns any cat	32,559	22.2%	96
Household owns any dog	55,347	37.7%	93
Psychographics (Adults)			
Buying American is important to me	120,465	43.0%	119
Usually buy items on credit rather than wait	42,716	15.2%	112
Usually buy based on quality - not price	52,991	18.9%	101
Price is usually more important than brand name	85,407	30.5%	104
Usually use coupons for brands I buy often	60,924	21.7%	139
Am interested in how to help the environment	53,508	19.1%	91
Usually pay more for environ safe product	38,169	13.6%	91
Usually value green products over convenience	27,577	9.8%	85
Likely to buy a brand that supports a charity	93,340	33.3%	94
Reading (Adults)			
Bought digital book in last 12 months	38,441	13.7%	96
Bought hardcover book in last 12 months	55,049	19.6%	95
Bought paperback book in last 12 month	68,597	24.5%	86
Read any daily newspaper (paper version)	61,084	21.8%	148
Read any digital newspaper in last 30 days	101,155	36.1%	81
Read any magazine (paper/electronic version) in last 6 months	246,098	87.8%	97

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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	201,711	72.0%	99
Went to family restaurant/steak house: 4+ times a month	73,364	26.2%	106
Went to fast food/drive-in restaurant in last 6 months	245,865	87.7%	97
Went to fast food/drive-in restaurant 9+ times/month	98,874	35.3%	93
Fast food restaurant last 6 months: eat in	86,101	30.7%	95
Fast food restaurant last 6 months: home delivery	19,696	7.0%	79
Fast food restaurant last 6 months: take-out/drive-thru	125,216	44.7%	93
Fast food restaurant last 6 months: take-out/walk-in	46,018	16.4%	80
Television & Electronics (Adults/Households)			
Own any tablet	144,827	51.7%	101
Own any e-reader	34,649	12.4%	120
Own e-reader/tablet: iPad	80,033	28.6%	93
HH has Internet connectable TV	53,080	36.1%	99
Own any portable MP3 player	38,311	13.7%	94
HH owns 1 TV	28,844	19.6%	93
HH owns 2 TVs	43,253	29.4%	111
HH owns 3 TVs	30,974	21.1%	100
HH owns 4+ TVs	27,383	18.6%	106
HH subscribes to cable TV	73,552	50.1%	126
HH subscribes to fiber optic	6,188	4.2%	72
HH owns portable GPS navigation device	35,263	24.0%	125
HH purchased video game system in last 12 months	8,625	5.9%	71
HH owns any Internet video device for TV	47,388	32.3%	96
Travel (Adults)			
Took domestic trip in continental US last 12 months	145,947	52.1%	97
Took 3+ domestic non-business trips in last 12 months	36,925	13.2%	104
Spent on domestic vacations in last 12 months: \$1-999	29,431	10.5%	99
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	12,663	4.5%	70
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	11,986	4.3%	106
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	11,976	4.3%	98
Spent on domestic vacations in last 12 months: \$3,000+	18,673	6.7%	94
Domestic travel in last 12 months: used general travel website	16,406	5.9%	87
Took foreign trip (including Alaska and Hawaii) in last 3 years	75,320	26.9%	88
Took 3+ foreign trips by plane in last 3 years	13,401	4.8%	72
Spent on foreign vacations in last 12 months: \$1-999	11,502	4.1%	76
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	8,628	3.1%	69
Spent on foreign vacations in last 12 months: \$3,000+	19,060	6.8%	95
Foreign travel in last 3 years: used general travel website	13,722	4.9%	78
Nights spent in hotel/motel in last 12 months: any	122,127	43.6%	94
Took cruise of more than one day in last 3 years	37,751	13.5%	138
Member of any frequent flyer program	55,494	19.8%	96
Member of any hotel rewards program	58,766	21.0%	98

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