

# Retail Market Potential

2850 N Market St, Shreveport, Louisiana, 71107



Ring band: 0 - 1 mile radius

Demographic Summary	2025	2030
Population	1,091	1,045
Population 18+	843	827
Households	461	454
Median Household Income	\$70,174	\$81,340

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
<b>Apparel (Adults)</b>			
Bought Men's Clothing Last 12 Mo	538	63.8%	101
Bought Women's Clothing Last 12 Mo	450	53.4%	102
Bought Shoes Last 12 Mo	657	77.9%	103
Bought Fine Jewelry Last 12 Mo	157	18.6%	85
Bought Watch Last 12 Mo	94	11.2%	87
<b>Automobiles (Households)</b>			
HH Owns or Leases 1+ Vehicles	429	93.1%	104
HH Bought or Leased New Vehicle Last 12 Mo	32	6.9%	82
<b>Automotive Aftermarket (Adults)</b>			
Bought Gasoline Last 6 Mo	778	92.3%	103
Bought or Changed Motor Oil Last 12 Mo	496	58.8%	109
Had Vehicle Tune-Up Last 12 Mo	202	24.0%	104
<b>Beverages (Adults)</b>			
Drank Non-Diet (Regular) Cola Last 6 Mo	345	40.9%	107
Drank Beer or Ale Last 6 Mo	293	34.8%	93

**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 2025 and 2030.

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
<b>Cameras (Adults)</b>			
Own Digital Point and Shoot Camera Last Camcorder	74	8.8%	103
Own Digital SLR Camera or Camcorder	71	8.4%	87
Printed Digital Photos Last 12 Mo	212	25.1%	101
<b>Cell Phones (Adults/Households)</b>			
Bought Cell Phone Last 12 Mo	301	35.7%	103
Have a Smartphone	798	94.7%	101
Have Android Phone (Any Brand) Smartphone	372	44.1%	118
Have Apple iPhone Smartphone	436	51.7%	88
HH Owns 1 Cell Phone	153	33.2%	111
HH Owns 2 Cell Phones	179	38.8%	100
HH Owns 3+ Cell Phones	120	26.0%	90
HH Has Cell Phone Only (No Landline Telephone)	370	80.3%	107
<b>Computers (Households)</b>			
HH Owns Computer	369	80.0%	97
HH Owns Desktop Computer	169	36.7%	98
HH Owns Laptop or Notebook	304	65.9%	96
HH Owns Apple or Mac Brand Computer	85	18.4%	74
HH Owns PC or Non-Apple Brand Computer	323	70.1%	101
HH Purchased Most Recent Home Computer at Store	170	36.9%	105
HH Purchased Most Recent Home Computer Online	117	25.4%	94
HH Spent \$1-499 on Most Recent Home Computer	71	15.4%	119
HH Spent \$500-999 on Most Recent Home Computer	87	18.9%	107
HH Spent \$1K-1499 on Most Recent Home Computer	44	9.5%	86
HH Spent \$1500-1999 on Most Recent Home Computer	11	2.4%	59
HH Spent \$2000+ on Most Recent Home Computer	26	5.6%	89

**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 2025 and 2030.

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at Convenience Store Last 6 Mo	619	73.4%	111
Bought Brewed Coffee at Convenience Store Last 30 Days	112	13.3%	106
Bought Cigarettes at Convenience Store Last 30 Days	73	8.7%	152
Bought Gas at Convenience Store Last 30 Days	425	50.4%	123
Spent \$1-19 at Convenience Store Last 30 Days	54	6.4%	101
Spent \$20-39 at Convenience Store Last 30 Days	68	8.1%	100
Spent \$40-50 at Convenience Store Last 30 Days	59	7.0%	111
Spent \$51-99 at Convenience Store Last 30 Days	46	5.5%	102
Spent \$100+ at Convenience Store Last 30 Days	267	31.7%	128
<b>Entertainment (Adults)</b>			
Attended Movie Last 6 Mo	436	51.7%	97
Went to Live Theater Last 12 Mo	97	11.5%	99
Went to Bar or Night Club Last 12 Mo	163	19.3%	100
Dined Out Last 12 Mo	472	56.0%	100
Gambled at Casino Last 12 Mo	95	11.3%	88
Visited Theme Park Last 12 Mo	118	14.0%	74
Viewed Movie (Video-on-Demand) Last 30 Days	49	5.8%	71
Viewed TV Show (Video-on-Demand) Last 30 Days	34	4.0%	73
Used Internet to Download Movie Last 30 Days	48	5.7%	84
Downloaded Individual Song Last 6 Mo	160	19.0%	104
Used Internet to Watch Movie Last 30 Days	267	31.7%	90
Used Internet to Watch TV Program Last 30 Days	185	21.9%	97
Played (Console) Video or Electronic Game Last 12 Mo	120	14.2%	111
Played (Portable) Video or Electronic Game Last 12 Mo	64	7.6%	104

**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 2025 and 2030.

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
<b>Financial (Adults)</b>			
Have 1st Home Mortgage	310	36.8%	104
Used ATM or Cash Machine Last 12 Mo	513	60.9%	100
Own Any Stock	88	10.4%	76
Own U.S. Savings Bonds	56	6.6%	89
Own Shares in Mutual Fund (Stocks)	83	9.8%	82
Own Shares in Mutual Fund (Bonds)	55	6.5%	85
Have Interest Checking Account	305	36.2%	96
Have Non-Interest Checking Account	348	41.3%	114
Have Savings Account	610	72.4%	101
Have 401(k) Retirement Savings Plan	226	26.8%	111
Own or Used Any Credit or Debit Card Last 12 Mo	777	92.2%	100
Avg \$1-110 Monthly Credit Card Expenditures	196	23.3%	119
Avg \$111-225 Monthly Credit Card Expenditures	86	10.2%	83
Avg \$226-450 Monthly Credit Card Expenditures	79	9.4%	111
Avg \$451-700 Monthly Credit Card Expenditures	68	8.1%	92
Avg \$701-1000 Monthly Credit Card Expenditures	61	7.2%	93
Avg \$1001-2000 Monthly Credit Card Expenditures	83	9.8%	85
Avg \$2001+ Monthly Credit Card Expenditures	69	8.2%	61
Did Online Banking Last 12 Mo	472	56.0%	101
Did Mobile Device Banking Last 12 Mo	419	49.7%	102
<b>Grocery (Adults)</b>			
HH Used Bread Last 6 Mo	432	93.7%	99
HH Used Chicken (Fresh or Frozen) Last 6 Mo	340	73.8%	97
HH Used Turkey (Fresh or Frozen) Last 6 Mo	93	20.2%	101
HH Used Fish or Seafood (Fresh or Frozen) Last 6 Mo	245	53.1%	93
HH Used Fresh Fruit or Vegetables Last 6 Mo	405	87.8%	97
HH Used Fresh Milk Last 6 Mo	379	82.2%	100
HH Used Organic Food Last 6 Mo	91	19.7%	80

**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 2025 and 2030.

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
<b>Health (Adults)</b>			
Exercise at Home 2+ Times Per Week	360	42.7%	93
Exercise at Club 2+ Times Per Week	98	11.6%	87
Visited Doctor Last 12 Mo	675	80.1%	100
Used Vitamins or Dietary Supplements Last 6 Mo	540	64.1%	98
<b>Home (Households)</b>			
HH Did Home Improvement Last 12 Mo	164	35.6%	105
HH Used Maid/Prof Cleaning Srvc (Incl Furn/Carpet) Last 12 Mo	156	33.8%	99
HH Purchased Low Ticket HH Furnishing Last 12 Mo	116	25.2%	120
HH Purchased Big Ticket HH Furnishing Last 12 Mo	119	25.8%	108
HH Bought Small Kitchen Appliance Last 12 Mo	108	23.4%	102
HH Purchased Large Appliance/12 Mo	87	18.9%	105
<b>Insurance (Adults/Households)</b>			
Currently Carry Life Insurance	461	54.7%	108
Personally Carry Any Medical or Hospital or Accident Insurance	739	87.7%	104
Homeowner Carries Insurance on Home/Personal Property	507	60.1%	102
Renter Carries Insurance on Home/Personal Property	127	15.1%	113
HH Has 1 Vehicle Covered with Auto Insurance	165	35.8%	111
HH Has 2 Vehicles Covered with Auto Insurance	145	31.4%	102
HH Has 3+ Vehicles Covered with Auto Insurance	106	23.0%	91

**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 2025 and 2030.

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
<b>Pets (Households)</b>			
HH Owns Any Pet	270	58.6%	114
HH Owns 1+ Cats	148	32.1%	134
HH Owns 1+ Dogs	193	41.9%	110
<b>Psychographics (Adults)</b>			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Environment: 4-Agr Cmpl	119	14.1%	88
Buying American Is Important: 4-Agr Cmpl	254	30.1%	110
Buy Based on Quality Not Price: 4-Agr Cmpl	93	11.0%	78
Buy on Credit Rather Than Wait: 4-Agr Cmpl	80	9.5%	77
Only Use Coupons for Brands Usually Buy: 4-Agr Cmpl	87	10.3%	104
Will Pay More for Environ Safe Products: 4-Agr Cmpl	88	10.4%	96
Buy Based on Price Not Brands: 4-Agr Cmpl	243	28.8%	106
Promptly Buy Latest Cell Phone Model: 4-Agr Cmpl	28	3.3%	84
<b>Reading (Adults)</b>			
Bought Digital Book Last 12 Mo	123	14.6%	82
Bought Hardcover Book Last 12 Mo	216	25.6%	99
Bought Paperback Book Last 12 Mo	288	34.2%	101
Read Daily Newspaper (Paper Version)	57	6.8%	97
Read Digital Newspaper Last 30 Days	414	49.1%	90
Read Magazine (Paper or Electronic Version) Last 6 Mo	716	84.9%	98

**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 2025 and 2030.

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
<b>Restaurants (Adults)</b>			
Went to Family Restaurant/Steak House Last 6 Mo	610	72.4%	100
Went to Family Restrnt/SteakHse 4+ Times Last 30 Days	208	24.7%	101
Went to Fast Food or Drive-In Restaurant Last 6 Mo	790	93.7%	103
Went to Fast Food or Drive-In Rest 9+ Times Last 30 Days	345	40.9%	103
Ordered Eat-In Fast Food Last 6 Mo	270	32.0%	96
Ordered Home Delivery Fast Food Last 6 Mo	105	12.5%	101
Ordered Take-Out/Drive-Thru/Curbside Fast Food Last 6 Mo	462	54.8%	112
Ordered Take-Out/Walk-In Fast Food Last 6 Mo	179	21.2%	93
<b>Television &amp; Electronics (Adults/Households)</b>			
Own Tablet	432	51.3%	91
Own E-Reader	129	15.3%	93
Own E-Reader or Tablet: Apple iPad	234	27.8%	76
HH Owns Internet Connectable TV	193	41.9%	101
Own Portable MP3 Player	83	9.8%	128
HH Owns 1 TV	89	19.3%	98
HH Owns 2 TVs	123	26.7%	96
HH Owns 3 TVs	105	22.8%	104
HH Owns 4+ TVs	110	23.9%	109
HH Subscribes to Cable TV	109	23.6%	84
HH Subscribes to Fiber Optic TV	9	1.9%	60
HH Owns Portable GPS Device	85	18.4%	111
HH Purchased Video Game System Last 12 Mo	23	5.0%	71
HH Owns Internet Video Device for TV	255	55.3%	105

**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 2025 and 2030.

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
<b>Travel (Adults)</b>			
Took Domestic Trip in Continental U.S. Last 12 Mo	473	56.1%	91
Took 3+ Domestic Non-Business Trips Last 12 Mo	141	16.7%	92
Spent \$1-999 on Domestic Vacations Last 12 Mo	109	12.9%	117
Spent \$1K-1499 on Domestic Vacations Last 12 Mo	47	5.6%	80
Spent \$1500-1999 on Domestic Vacations Last 12 Mo	36	4.3%	89
Spent \$2K-2999 on Domestic Vacations Last 12 Mo	38	4.5%	80
Spent \$3K+ on Domestic Vacations Last 12 Mo	82	9.7%	82
Used Internet Travel Site for Domestic Trip Last 12 Mo	41	4.9%	76
Took Foreign Trip (Incl Alaska & Hawaii) Last 3 Yrs	167	19.8%	65
Took 3+ Foreign Trips by Plane Last 3 Yrs	25	3.0%	53
Spent \$1-999 on Foreign Vacations Last 12 Mo	23	2.7%	64
Spent \$1K-2999 on Foreign Vacations Last 12 Mo	20	2.4%	55
Spent \$3K+ on Foreign Vacations Last 12 Mo	52	6.2%	64
Used General Travel Site: Foreign Trip Last 3 Yrs	25	3.0%	55
Spent Night at Hotel or Motel Last 12 Mo	416	49.4%	90
Took Cruise of More Than One Day Last 3 Yrs	49	5.8%	66
Member of Frequent Flyer Program	159	18.9%	69
Member of Hotel Rewards Program	206	24.4%	83

**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 2025 and 2030.

# Retail Market Potential

2850 N Market St, Shreveport, Louisiana, 71107



Ring band: 1 - 3 mile radius

Demographic Summary	2025	2030
Population	11,777	11,404
Population 18+	9,043	8,960
Households	4,454	4,408
Median Household Income	\$35,171	\$40,744

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
<b>Apparel (Adults)</b>			
Bought Men's Clothing Last 12 Mo	4,735	52.4%	83
Bought Women's Clothing Last 12 Mo	4,890	54.1%	103
Bought Shoes Last 12 Mo	6,423	71.0%	94
Bought Fine Jewelry Last 12 Mo	2,453	27.1%	124
Bought Watch Last 12 Mo	1,367	15.1%	118
<b>Automobiles (Households)</b>			
HH Owns or Leases 1+ Vehicles	3,535	79.4%	89
HH Bought or Leased New Vehicle Last 12 Mo	195	4.4%	52
<b>Automotive Aftermarket (Adults)</b>			
Bought Gasoline Last 6 Mo	7,230	80.0%	90
Bought or Changed Motor Oil Last 12 Mo	4,444	49.1%	91
Had Vehicle Tune-Up Last 12 Mo	1,850	20.5%	89
<b>Beverages (Adults)</b>			
Drank Non-Diet (Regular) Cola Last 6 Mo	4,283	47.4%	124
Drank Beer or Ale Last 6 Mo	2,460	27.2%	73

**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 2025 and 2030.

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
<b>Cameras (Adults)</b>			
Own Digital Point and Shoot Camera Last Camcorder	384	4.3%	50
Own Digital SLR Camera or Camcorder	422	4.7%	48
Printed Digital Photos Last 12 Mo	1,549	17.1%	69
<b>Cell Phones (Adults/Households)</b>			
Bought Cell Phone Last 12 Mo	3,491	38.6%	112
Have a Smartphone	8,376	92.6%	98
Have Android Phone (Any Brand) Smartphone	4,258	47.1%	125
Have Apple iPhone Smartphone	4,377	48.4%	82
HH Owns 1 Cell Phone	1,598	35.9%	120
HH Owns 2 Cell Phones	1,408	31.6%	82
HH Owns 3+ Cell Phones	1,278	28.7%	100
HH Has Cell Phone Only (No Landline Telephone)	3,328	74.7%	99
<b>Computers (Households)</b>			
HH Owns Computer	3,055	68.6%	83
HH Owns Desktop Computer	1,351	30.3%	81
HH Owns Laptop or Notebook	2,567	57.6%	84
HH Owns Apple or Mac Brand Computer	695	15.6%	63
HH Owns PC or Non-Apple Brand Computer	2,741	61.5%	89
HH Purchased Most Recent Home Computer at Store	1,188	26.7%	76
HH Purchased Most Recent Home Computer Online	875	19.6%	73
HH Spent \$1-499 on Most Recent Home Computer	572	12.8%	99
HH Spent \$500-999 on Most Recent Home Computer	570	12.8%	72
HH Spent \$1K-1499 on Most Recent Home Computer	291	6.5%	59
HH Spent \$1500-1999 on Most Recent Home Computer	79	1.8%	44
HH Spent \$2000+ on Most Recent Home Computer	133	3.0%	47

**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 2025 and 2030.

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at Convenience Store Last 6 Mo	6,002	66.4%	101
Bought Brewed Coffee at Convenience Store Last 30 Days	996	11.0%	88
Bought Cigarettes at Convenience Store Last 30 Days	942	10.4%	182
Bought Gas at Convenience Store Last 30 Days	3,807	42.1%	103
Spent \$1-19 at Convenience Store Last 30 Days	411	4.5%	72
Spent \$20-39 at Convenience Store Last 30 Days	638	7.1%	87
Spent \$40-50 at Convenience Store Last 30 Days	634	7.0%	111
Spent \$51-99 at Convenience Store Last 30 Days	453	5.0%	94
Spent \$100+ at Convenience Store Last 30 Days	2,515	27.8%	113
<b>Entertainment (Adults)</b>			
Attended Movie Last 6 Mo	4,186	46.3%	87
Went to Live Theater Last 12 Mo	799	8.8%	76
Went to Bar or Night Club Last 12 Mo	1,437	15.9%	82
Dined Out Last 12 Mo	3,752	41.5%	74
Gambled at Casino Last 12 Mo	1,141	12.6%	98
Visited Theme Park Last 12 Mo	1,465	16.2%	86
Viewed Movie (Video-on-Demand) Last 30 Days	617	6.8%	83
Viewed TV Show (Video-on-Demand) Last 30 Days	481	5.3%	97
Used Internet to Download Movie Last 30 Days	589	6.5%	96
Downloaded Individual Song Last 6 Mo	1,703	18.8%	104
Used Internet to Watch Movie Last 30 Days	2,828	31.3%	89
Used Internet to Watch TV Program Last 30 Days	1,710	18.9%	83
Played (Console) Video or Electronic Game Last 12 Mo	1,072	11.8%	93
Played (Portable) Video or Electronic Game Last 12 Mo	651	7.2%	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 2025 and 2030.

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
<b>Financial (Adults)</b>			
Have 1st Home Mortgage	2,304	25.5%	72
Used ATM or Cash Machine Last 12 Mo	5,141	56.9%	94
Own Any Stock	581	6.4%	47
Own U.S. Savings Bonds	455	5.0%	67
Own Shares in Mutual Fund (Stocks)	450	5.0%	41
Own Shares in Mutual Fund (Bonds)	293	3.2%	42
Have Interest Checking Account	2,315	25.6%	68
Have Non-Interest Checking Account	2,826	31.3%	86
Have Savings Account	5,271	58.3%	81
Have 401(k) Retirement Savings Plan	1,480	16.4%	68
Own or Used Any Credit or Debit Card Last 12 Mo	7,628	84.3%	92
Avg \$1-110 Monthly Credit Card Expenditures	1,702	18.8%	96
Avg \$111-225 Monthly Credit Card Expenditures	1,089	12.0%	98
Avg \$226-450 Monthly Credit Card Expenditures	763	8.4%	100
Avg \$451-700 Monthly Credit Card Expenditures	614	6.8%	78
Avg \$701-1000 Monthly Credit Card Expenditures	465	5.1%	66
Avg \$1001-2000 Monthly Credit Card Expenditures	493	5.5%	47
Avg \$2001+ Monthly Credit Card Expenditures	372	4.1%	31
Did Online Banking Last 12 Mo	3,752	41.5%	75
Did Mobile Device Banking Last 12 Mo	3,755	41.5%	85
<b>Grocery (Adults)</b>			
HH Used Bread Last 6 Mo	4,134	92.8%	98
HH Used Chicken (Fresh or Frozen) Last 6 Mo	3,293	73.9%	97
HH Used Turkey (Fresh or Frozen) Last 6 Mo	900	20.2%	101
HH Used Fish or Seafood (Fresh or Frozen) Last 6 Mo	2,545	57.1%	100
HH Used Fresh Fruit or Vegetables Last 6 Mo	3,852	86.5%	96
HH Used Fresh Milk Last 6 Mo	3,486	78.3%	96
HH Used Organic Food Last 6 Mo	858	19.3%	78

**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 2025 and 2030.

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
<b>Health (Adults)</b>			
Exercise at Home 2+ Times Per Week	3,349	37.0%	81
Exercise at Club 2+ Times Per Week	856	9.5%	71
Visited Doctor Last 12 Mo	6,716	74.3%	93
Used Vitamins or Dietary Supplements Last 6 Mo	5,262	58.2%	89
<b>Home (Households)</b>			
HH Did Home Improvement Last 12 Mo	1,079	24.2%	71
HH Used Maid/Prof Cleaning Srvc (Incl Furn/Carpet) Last 12 Mo	1,024	23.0%	67
HH Purchased Low Ticket HH Furnishing Last 12 Mo	793	17.8%	85
HH Purchased Big Ticket HH Furnishing Last 12 Mo	897	20.1%	84
HH Bought Small Kitchen Appliance Last 12 Mo	956	21.5%	94
HH Purchased Large Appliance/12 Mo	704	15.8%	88
<b>Insurance (Adults/Households)</b>			
Currently Carry Life Insurance	4,414	48.8%	97
Personally Carry Any Medical or Hospital or Accident Insurance	6,888	76.2%	90
Homeowner Carries Insurance on Home/Personal Property	3,760	41.6%	71
Renter Carries Insurance on Home/Personal Property	1,386	15.3%	115
HH Has 1 Vehicle Covered with Auto Insurance	1,734	38.9%	121
HH Has 2 Vehicles Covered with Auto Insurance	1,008	22.6%	74
HH Has 3+ Vehicles Covered with Auto Insurance	700	15.7%	62

**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 2025 and 2030.

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
<b>Pets (Households)</b>			
HH Owns Any Pet	1,680	37.7%	73
HH Owns 1+ Cats	747	16.8%	70
HH Owns 1+ Dogs	1,281	28.8%	75
<b>Psychographics (Adults)</b>			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Environment: 4-Agr Cmpl	1,452	16.1%	100
Buying American Is Important: 4-Agr Cmpl	2,365	26.1%	96
Buy Based on Quality Not Price: 4-Agr Cmpl	1,358	15.0%	106
Buy on Credit Rather Than Wait: 4-Agr Cmpl	1,236	13.7%	111
Only Use Coupons for Brands Usually Buy: 4-Agr Cmpl	1,032	11.4%	115
Will Pay More for Environ Safe Products: 4-Agr Cmpl	1,077	11.9%	109
Buy Based on Price Not Brands: 4-Agr Cmpl	2,737	30.3%	111
Promptly Buy Latest Cell Phone Model: 4-Agr Cmpl	647	7.2%	182
<b>Reading (Adults)</b>			
Bought Digital Book Last 12 Mo	1,182	13.1%	74
Bought Hardcover Book Last 12 Mo	1,674	18.5%	72
Bought Paperback Book Last 12 Mo	2,381	26.3%	78
Read Daily Newspaper (Paper Version)	695	7.7%	110
Read Digital Newspaper Last 30 Days	5,073	56.1%	103
Read Magazine (Paper or Electronic Version) Last 6 Mo	7,683	85.0%	98

**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 2025 and 2030.

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
<b>Restaurants (Adults)</b>			
Went to Family Restaurant/Steak House Last 6 Mo	6,400	70.8%	97
Went to Family Restrnt/SteakHse 4+ Times Last 30 Days	2,408	26.6%	109
Went to Fast Food or Drive-In Restaurant Last 6 Mo	8,296	91.7%	101
Went to Fast Food or Drive-In Rest 9+ Times Last 30 Days	4,427	49.0%	123
Ordered Eat-In Fast Food Last 6 Mo	2,452	27.1%	82
Ordered Home Delivery Fast Food Last 6 Mo	1,447	16.0%	130
Ordered Take-Out/Drive-Thru/CurbSide Fast Food Last 6 Mo	4,059	44.9%	92
Ordered Take-Out/Walk-In Fast Food Last 6 Mo	2,101	23.2%	102
<b>Television &amp; Electronics (Adults/Households)</b>			
Own Tablet	4,941	54.6%	97
Own E-Reader	955	10.6%	65
Own E-Reader or Tablet: Apple iPad	2,313	25.6%	70
HH Owns Internet Connectable TV	1,554	34.9%	84
Own Portable MP3 Player	577	6.4%	83
HH Owns 1 TV	677	15.2%	77
HH Owns 2 TVs	1,101	24.7%	89
HH Owns 3 TVs	1,093	24.5%	112
HH Owns 4+ TVs	1,062	23.8%	109
HH Subscribes to Cable TV	1,203	27.0%	96
HH Subscribes to Fiber Optic TV	95	2.1%	66
HH Owns Portable GPS Device	559	12.6%	76
HH Purchased Video Game System Last 12 Mo	311	7.0%	99
HH Owns Internet Video Device for TV	2,124	47.7%	91

**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 2025 and 2030.

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
<b>Travel (Adults)</b>			
Took Domestic Trip in Continental U.S. Last 12 Mo	4,085	45.2%	73
Took 3+ Domestic Non-Business Trips Last 12 Mo	1,055	11.7%	64
Spent \$1-999 on Domestic Vacations Last 12 Mo	850	9.4%	85
Spent \$1K-1499 on Domestic Vacations Last 12 Mo	412	4.6%	66
Spent \$1500-1999 on Domestic Vacations Last 12 Mo	245	2.7%	57
Spent \$2K-2999 on Domestic Vacations Last 12 Mo	335	3.7%	66
Spent \$3K+ on Domestic Vacations Last 12 Mo	399	4.4%	37
Used Internet Travel Site for Domestic Trip Last 12 Mo	469	5.2%	81
Took Foreign Trip (Incl Alaska & Hawaii) Last 3 Yrs	1,772	19.6%	64
Took 3+ Foreign Trips by Plane Last 3 Yrs	261	2.9%	52
Spent \$1-999 on Foreign Vacations Last 12 Mo	242	2.7%	63
Spent \$1K-2999 on Foreign Vacations Last 12 Mo	328	3.6%	84
Spent \$3K+ on Foreign Vacations Last 12 Mo	410	4.5%	47
Used General Travel Site: Foreign Trip Last 3 Yrs	213	2.4%	44
Spent Night at Hotel or Motel Last 12 Mo	3,804	42.1%	77
Took Cruise of More Than One Day Last 3 Yrs	716	7.9%	90
Member of Frequent Flyer Program	1,369	15.1%	55
Member of Hotel Rewards Program	1,980	21.9%	74

**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 2025 and 2030.

# Retail Market Potential

2850 N Market St, Shreveport, Louisiana, 71107



Ring band: 3 - 5 mile radius

Demographic Summary	2025	2030
Population	40,258	39,819
Population 18+	31,101	31,121
Households	18,083	18,074
Median Household Income	\$43,654	\$48,515

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
<b>Apparel (Adults)</b>			
Bought Men's Clothing Last 12 Mo	17,790	57.2%	90
Bought Women's Clothing Last 12 Mo	16,507	53.1%	102
Bought Shoes Last 12 Mo	22,586	72.6%	96
Bought Fine Jewelry Last 12 Mo	7,739	24.9%	113
Bought Watch Last 12 Mo	4,430	14.2%	111
<b>Automobiles (Households)</b>			
HH Owns or Leases 1+ Vehicles	14,711	81.3%	91
HH Bought or Leased New Vehicle Last 12 Mo	1,034	5.7%	67
<b>Automotive Aftermarket (Adults)</b>			
Bought Gasoline Last 6 Mo	25,909	83.3%	93
Bought or Changed Motor Oil Last 12 Mo	15,940	51.3%	95
Had Vehicle Tune-Up Last 12 Mo	6,589	21.2%	92
<b>Beverages (Adults)</b>			
Drank Non-Diet (Regular) Cola Last 6 Mo	13,385	43.0%	113
Drank Beer or Ale Last 6 Mo	9,688	31.1%	84

**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 2025 and 2030.

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
<b>Cameras (Adults)</b>			
Own Digital Point and Shoot Camera Last Camcorder	1,838	5.9%	70
Own Digital SLR Camera or Camcorder	1,958	6.3%	65
Printed Digital Photos Last 12 Mo	6,149	19.8%	79
<b>Cell Phones (Adults/Households)</b>			
Bought Cell Phone Last 12 Mo	11,578	37.2%	108
Have a Smartphone	28,980	93.2%	99
Have Android Phone (Any Brand) Smartphone	14,020	45.1%	120
Have Apple iPhone Smartphone	15,694	50.5%	86
HH Owns 1 Cell Phone	6,600	36.5%	122
HH Owns 2 Cell Phones	6,178	34.2%	88
HH Owns 3+ Cell Phones	4,681	25.9%	90
HH Has Cell Phone Only (No Landline Telephone)	13,767	76.1%	101
<b>Computers (Households)</b>			
HH Owns Computer	13,064	72.2%	87
HH Owns Desktop Computer	5,773	31.9%	86
HH Owns Laptop or Notebook	10,893	60.2%	88
HH Owns Apple or Mac Brand Computer	3,201	17.7%	71
HH Owns PC or Non-Apple Brand Computer	11,482	63.5%	92
HH Purchased Most Recent Home Computer at Store	5,299	29.3%	84
HH Purchased Most Recent Home Computer Online	3,872	21.4%	79
HH Spent \$1-499 on Most Recent Home Computer	2,330	12.9%	99
HH Spent \$500-999 on Most Recent Home Computer	2,534	14.0%	79
HH Spent \$1K-1499 on Most Recent Home Computer	1,457	8.1%	72
HH Spent \$1500-1999 on Most Recent Home Computer	466	2.6%	63
HH Spent \$2000+ on Most Recent Home Computer	689	3.8%	60

**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 2025 and 2030.

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at Convenience Store Last 6 Mo	21,012	67.6%	102
Bought Brewed Coffee at Convenience Store Last 30 Days	3,691	11.9%	95
Bought Cigarettes at Convenience Store Last 30 Days	2,840	9.1%	160
Bought Gas at Convenience Store Last 30 Days	13,207	42.5%	104
Spent \$1-19 at Convenience Store Last 30 Days	1,663	5.3%	85
Spent \$20-39 at Convenience Store Last 30 Days	2,489	8.0%	99
Spent \$40-50 at Convenience Store Last 30 Days	2,229	7.2%	113
Spent \$51-99 at Convenience Store Last 30 Days	1,670	5.4%	101
Spent \$100+ at Convenience Store Last 30 Days	8,305	26.7%	108
<b>Entertainment (Adults)</b>			
Attended Movie Last 6 Mo	15,123	48.6%	91
Went to Live Theater Last 12 Mo	3,043	9.8%	84
Went to Bar or Night Club Last 12 Mo	5,592	18.0%	93
Dined Out Last 12 Mo	14,804	47.6%	85
Gambled at Casino Last 12 Mo	3,994	12.8%	100
Visited Theme Park Last 12 Mo	5,125	16.5%	87
Viewed Movie (Video-on-Demand) Last 30 Days	2,165	7.0%	85
Viewed TV Show (Video-on-Demand) Last 30 Days	1,547	5.0%	91
Used Internet to Download Movie Last 30 Days	2,122	6.8%	101
Downloaded Individual Song Last 6 Mo	5,695	18.3%	101
Used Internet to Watch Movie Last 30 Days	10,305	33.1%	94
Used Internet to Watch TV Program Last 30 Days	6,614	21.3%	94
Played (Console) Video or Electronic Game Last 12 Mo	3,968	12.8%	100
Played (Portable) Video or Electronic Game Last 12 Mo	2,405	7.7%	106

**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 2025 and 2030.

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
<b>Financial (Adults)</b>			
Have 1st Home Mortgage	8,927	28.7%	81
Used ATM or Cash Machine Last 12 Mo	18,237	58.6%	97
Own Any Stock	2,798	9.0%	66
Own U.S. Savings Bonds	1,874	6.0%	80
Own Shares in Mutual Fund (Stocks)	2,455	7.9%	66
Own Shares in Mutual Fund (Bonds)	1,612	5.2%	68
Have Interest Checking Account	9,408	30.3%	81
Have Non-Interest Checking Account	10,542	33.9%	93
Have Savings Account	19,796	63.6%	89
Have 401(k) Retirement Savings Plan	6,106	19.6%	81
Own or Used Any Credit or Debit Card Last 12 Mo	27,272	87.7%	95
Avg \$1-110 Monthly Credit Card Expenditures	6,039	19.4%	99
Avg \$111-225 Monthly Credit Card Expenditures	3,743	12.0%	98
Avg \$226-450 Monthly Credit Card Expenditures	2,634	8.5%	101
Avg \$451-700 Monthly Credit Card Expenditures	2,325	7.5%	86
Avg \$701-1000 Monthly Credit Card Expenditures	1,877	6.0%	77
Avg \$1001-2000 Monthly Credit Card Expenditures	2,335	7.5%	65
Avg \$2001+ Monthly Credit Card Expenditures	2,222	7.1%	53
Did Online Banking Last 12 Mo	14,802	47.6%	86
Did Mobile Device Banking Last 12 Mo	13,786	44.3%	91
<b>Grocery (Adults)</b>			
HH Used Bread Last 6 Mo	16,921	93.6%	99
HH Used Chicken (Fresh or Frozen) Last 6 Mo	13,512	74.7%	98
HH Used Turkey (Fresh or Frozen) Last 6 Mo	3,585	19.8%	99
HH Used Fish or Seafood (Fresh or Frozen) Last 6 Mo	10,237	56.6%	99
HH Used Fresh Fruit or Vegetables Last 6 Mo	15,838	87.6%	97
HH Used Fresh Milk Last 6 Mo	14,439	79.8%	98
HH Used Organic Food Last 6 Mo	3,770	20.9%	84

**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 2025 and 2030.

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
<b>Health (Adults)</b>			
Exercise at Home 2+ Times Per Week	12,310	39.6%	86
Exercise at Club 2+ Times Per Week	3,256	10.5%	79
Visited Doctor Last 12 Mo	24,043	77.3%	97
Used Vitamins or Dietary Supplements Last 6 Mo	18,871	60.7%	93
<b>Home (Households)</b>			
HH Did Home Improvement Last 12 Mo	4,794	26.5%	78
HH Used Maid/Prof Cleaning Srvc (Incl Furn/Carpet) Last 12 Mo	4,658	25.8%	76
HH Purchased Low Ticket HH Furnishing Last 12 Mo	3,421	18.9%	90
HH Purchased Big Ticket HH Furnishing Last 12 Mo	3,952	21.9%	91
HH Bought Small Kitchen Appliance Last 12 Mo	3,964	21.9%	96
HH Purchased Large Appliance/12 Mo	2,954	16.3%	91
<b>Insurance (Adults/Households)</b>			
Currently Carry Life Insurance	15,283	49.1%	97
Personally Carry Any Medical or Hospital or Accident Insurance	24,929	80.2%	95
Homeowner Carries Insurance on Home/Personal Property	14,868	47.8%	81
Renter Carries Insurance on Home/Personal Property	4,559	14.7%	110
HH Has 1 Vehicle Covered with Auto Insurance	6,740	37.3%	115
HH Has 2 Vehicles Covered with Auto Insurance	4,568	25.3%	82
HH Has 3+ Vehicles Covered with Auto Insurance	3,226	17.8%	70

**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 2025 and 2030.

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
<b>Pets (Households)</b>			
HH Owns Any Pet	7,553	41.8%	81
HH Owns 1+ Cats	3,564	19.7%	82
HH Owns 1+ Dogs	5,545	30.7%	80
<b>Psychographics (Adults)</b>			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Environment: 4-Agr Cmpl	4,774	15.3%	96
Buying American Is Important: 4-Agr Cmpl	8,605	27.7%	101
Buy Based on Quality Not Price: 4-Agr Cmpl	4,570	14.7%	103
Buy on Credit Rather Than Wait: 4-Agr Cmpl	3,960	12.7%	104
Only Use Coupons for Brands Usually Buy: 4-Agr Cmpl	3,369	10.8%	109
Will Pay More for Environ Safe Products: 4-Agr Cmpl	3,440	11.1%	101
Buy Based on Price Not Brands: 4-Agr Cmpl	9,224	29.7%	109
Promptly Buy Latest Cell Phone Model: 4-Agr Cmpl	1,832	5.9%	150
<b>Reading (Adults)</b>			
Bought Digital Book Last 12 Mo	4,717	15.2%	86
Bought Hardcover Book Last 12 Mo	6,874	22.1%	85
Bought Paperback Book Last 12 Mo	9,186	29.5%	88
Read Daily Newspaper (Paper Version)	2,298	7.4%	106
Read Digital Newspaper Last 30 Days	17,056	54.8%	101
Read Magazine (Paper or Electronic Version) Last 6 Mo	26,544	85.3%	98

**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 2025 and 2030.

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
<b>Restaurants (Adults)</b>			
Went to Family Restaurant/Steak House Last 6 Mo	22,173	71.3%	98
Went to Family Restrnt/SteakHse 4+ Times Last 30 Days	8,005	25.7%	106
Went to Fast Food or Drive-In Restaurant Last 6 Mo	28,354	91.2%	100
Went to Fast Food or Drive-In Rest 9+ Times Last 30 Days	13,859	44.6%	112
Ordered Eat-In Fast Food Last 6 Mo	9,223	29.6%	89
Ordered Home Delivery Fast Food Last 6 Mo	4,462	14.3%	117
Ordered Take-Out/Drive-Thru/Curbside Fast Food Last 6 Mo	14,528	46.7%	96
Ordered Take-Out/Walk-In Fast Food Last 6 Mo	7,071	22.7%	99
<b>Television &amp; Electronics (Adults/Households)</b>			
Own Tablet	16,959	54.5%	97
Own E-Reader	4,023	12.9%	79
Own E-Reader or Tablet: Apple iPad	8,760	28.2%	78
HH Owns Internet Connectable TV	6,731	37.2%	90
Own Portable MP3 Player	2,178	7.0%	91
HH Owns 1 TV	3,206	17.7%	90
HH Owns 2 TVs	4,942	27.3%	98
HH Owns 3 TVs	4,143	22.9%	104
HH Owns 4+ TVs	3,815	21.1%	96
HH Subscribes to Cable TV	4,948	27.4%	97
HH Subscribes to Fiber Optic TV	379	2.1%	65
HH Owns Portable GPS Device	2,497	13.8%	83
HH Purchased Video Game System Last 12 Mo	1,150	6.4%	90
HH Owns Internet Video Device for TV	8,841	48.9%	93

**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 2025 and 2030.

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
<b>Travel (Adults)</b>			
Took Domestic Trip in Continental U.S. Last 12 Mo	16,005	51.5%	83
Took 3+ Domestic Non-Business Trips Last 12 Mo	4,437	14.3%	78
Spent \$1-999 on Domestic Vacations Last 12 Mo	3,199	10.3%	93
Spent \$1K-1499 on Domestic Vacations Last 12 Mo	1,666	5.4%	77
Spent \$1500-1999 on Domestic Vacations Last 12 Mo	1,014	3.3%	68
Spent \$2K-2999 on Domestic Vacations Last 12 Mo	1,370	4.4%	78
Spent \$3K+ on Domestic Vacations Last 12 Mo	2,223	7.2%	60
Used Internet Travel Site for Domestic Trip Last 12 Mo	1,610	5.2%	81
Took Foreign Trip (Incl Alaska & Hawaii) Last 3 Yrs	6,867	22.1%	72
Took 3+ Foreign Trips by Plane Last 3 Yrs	1,052	3.4%	61
Spent \$1-999 on Foreign Vacations Last 12 Mo	937	3.0%	71
Spent \$1K-2999 on Foreign Vacations Last 12 Mo	1,162	3.7%	87
Spent \$3K+ on Foreign Vacations Last 12 Mo	1,816	5.8%	60
Used General Travel Site: Foreign Trip Last 3 Yrs	992	3.2%	60
Spent Night at Hotel or Motel Last 12 Mo	14,364	46.2%	85
Took Cruise of More Than One Day Last 3 Yrs	2,434	7.8%	89
Member of Frequent Flyer Program	5,692	18.3%	66
Member of Hotel Rewards Program	7,339	23.6%	80

**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 2025 and 2030.