

Retail Market Potential

TID 7 Commercial Parcel
2351-2365 E Main St, Jackson, Wisconsin, 53037
Drive time: 5 minute radius

Prepared for you by EDWC
Latitude: 43.32354
Longitude: -88.15634

Demographic Summary		2023	2028
Population		8,491	8,693
Population 18+		6,585	6,767
Households		3,746	3,887
Median Household Income		\$87,791	\$100,338

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought Men`s Clothing/12 Mo	4,227	64.2%	105
Bought Women`s Clothing/12 Mo	3,313	50.3%	97
Bought Shoes/12 Mo	4,940	75.0%	101
Bought Fine Jewelry/12 Mo	1,267	19.2%	94
Bought Watch/12 Mo	849	12.9%	93
Automobiles (Households)			
HH Owns or Leases Any Vehicle	3,568	95.2%	104
HH Bought or Leased New Vehicle/12 Mo	387	10.3%	102
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	6,199	94.1%	104
Bought or Changed Motor Oil/12 Mo	3,602	54.7%	106
Had Vehicle Tune-Up/12 Mo	1,672	25.4%	103
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	2,270	34.5%	93
Drank Beer or Ale/6 Mo	2,724	41.4%	104
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	807	12.3%	112
Own Digital SLR Camera or Camcorder	816	12.4%	115
Printed Digital Photos/12 Mo	1,885	28.6%	106
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	2,235	33.9%	97
Have a Smartphone	6,186	93.9%	100
Have Android Phone (Any Brand) Smartphone	2,657	40.3%	104
Have Apple iPhone Smartphone	3,600	54.7%	97
HH Owns 1 Cell Phone	905	24.2%	79
HH Owns 2 Cell Phones	1,656	44.2%	113
HH Owns 3+ Cell Phones	1,138	30.4%	106
HH Has Cell Phone Only (No Landline Telephone)	2,654	70.8%	103
Computers (Households)			
HH Owns Computer	3,299	88.1%	103
HH Owns Desktop Computer	1,622	43.3%	108
HH Owns Laptop or Notebook	2,700	72.1%	102
HH Owns Apple/Mac Brand Computer	861	23.0%	95
HH Owns PC/Non-Apple Brand Computer	2,785	74.3%	105
HH Purchased Most Recent Home Computer at Store	1,504	40.1%	103
HH Purchased Most Recent Home Computer Online	1,068	28.5%	104
HH Spent \$1-499 on Most Recent Home Computer	603	16.1%	102
HH Spent \$500-999 on Most Recent Home Computer	810	21.6%	106
HH Spent \$1K-1499 on Most Recent Home Computer	473	12.6%	104
HH Spent \$1500-1999 on Most Recent Home Computer	156	4.2%	91
HH Spent \$2K+ on Most Recent Home Computer	191	5.1%	94

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 2023 and 2028.

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at C-Store/6 Mo	4,312	65.5%	102
Bought Brewed Coffee at C-Store/30 Days	804	12.2%	101
Bought Cigarettes at C-Store/30 Days	344	5.2%	86
Bought Gas at C-Store/30 Days	2,821	42.8%	109
Spent \$1-19 at C-Store/30 Days	519	7.9%	107
Spent \$20-39 at C-Store/30 Days	667	10.1%	103
Spent \$40-50 at C-Store/30 Days	536	8.1%	105
Spent \$51-99 at C-Store/30 Days	411	6.2%	102
Spent \$100+ at C-Store/30 Days	1,451	22.0%	105
Entertainment (Adults)			
Attended Movie/6 Mo	2,469	37.5%	101
Went to Live Theater/12 Mo	475	7.2%	106
Went to Bar or Night Club/12 Mo	1,128	17.1%	105
Dined Out/12 Mo	3,692	56.1%	107
Gambled at Casino/12 Mo	676	10.3%	96
Visited Theme Park/12 Mo	756	11.5%	99
Viewed Movie (Video-on-Demand)/30 Days	756	11.5%	104
Viewed TV Show (Video-on-Demand)/30 Days	515	7.8%	103
Used Internet to Download Movie/30 Days	400	6.1%	101
Downloaded Individual Song/6 Mo	1,352	20.5%	102
Used Internet to Watch Movie/30 Days	2,134	32.4%	95
Used Internet to Watch TV Program/30 Days	1,489	22.6%	102
Played (Console) Video or Electronic Game/12 Mo	833	12.6%	99
Played (Portable) Video or Electronic Game/12 Mo	424	6.4%	97
Financial (Adults)			
Have 1st Home Mortgage	3,002	45.6%	120
Used ATM or Cash Machine/12 Mo	4,112	62.4%	99
Own Any Stock	1,066	16.2%	108
Own U.S. Savings Bonds	462	7.0%	99
Own Shares in Mutual Fund (Stocks)	1,054	16.0%	117
Own Shares in Mutual Fund (Bonds)	632	9.6%	112
Have Interest Checking Account	2,878	43.7%	111
Have Non-Interest Checking Account	2,568	39.0%	103
Have Savings Account	5,133	77.9%	105
Have 401(k) Retirement Savings Plan	1,764	26.8%	110
Own or Used Any Credit/Debit Card/12 Mo	6,215	94.4%	102
Avg \$1-110 Monthly Credit Card Expenditures	782	11.9%	104
Avg \$111-225 Monthly Credit Card Expenditures	511	7.8%	101
Avg \$226-450 Monthly Credit Card Expenditures	552	8.4%	91
Avg \$451-700 Monthly Credit Card Expenditures	569	8.6%	94
Avg \$701-1000 Monthly Credit Card Expenditures	556	8.4%	103
Avg \$1001-2000 Monthly Credit Card Expenditures	896	13.6%	116
Avg \$2001+ Monthly Credit Card Expenditures	818	12.4%	112
Did Banking Online/12 Mo	4,119	62.6%	107
Did Banking by Mobile Device/12 Mo	3,308	50.2%	105

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH Used Bread/6 Mo	3,568	95.2%	101
HH Used Chicken (Fresh or Frozen)/6 Mo	2,716	72.5%	104
HH Used Turkey (Fresh or Frozen)/6 Mo	630	16.8%	114
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	2,253	60.1%	100
HH Used Fresh Fruit or Vegetables/6 Mo	3,393	90.6%	102
HH Used Fresh Milk/6 Mo	3,137	83.7%	102
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	2,253	60.1%	98
Health (Adults)			
Exercise at Home 2+ Times/Wk	3,386	51.4%	105
Exercise at Club 2+ Times/Wk	827	12.6%	107
Visited Doctor/12 Mo	5,476	83.2%	104
Used Vitamins or Dietary Supplements/6 Mo	4,491	68.2%	103
Home (Households)			
HH Did Home Improvement/12 Mo	1,713	45.7%	116
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	1,215	32.4%	106
HH Purchased Low Ticket HH Furnishing/12 Mo	915	24.4%	99
HH Purchased Big Ticket HH Furnishing/12 Mo	1,074	28.7%	101
HH Bought Small Kitchen Appliance/12 Mo	952	25.4%	97
HH Bought Large Kitchen Appliance/12 Mo	693	18.5%	114
Insurance (Adults/Households)			
Currently Carry Life Insurance	3,744	56.9%	111
Personally Carry Any Med/Hosp/Accident Insur	5,843	88.7%	104
Homeowner Carries Home/Personal Property Insurance	4,746	72.1%	117
Renter Carries Home/Pers Property Insurance	621	9.4%	79
HH Has 1 Vehicle Covered w/Auto Insurance	932	24.9%	81
HH Has 2 Vehicles Covered w/Auto Insurance	1,385	37.0%	113
HH Has 3+ Vehicles Covered w/Auto Insurance	1,203	32.1%	121
Pets (Households)			
HH Owns Cat	1,041	27.8%	120
HH Owns Dog	1,834	49.0%	124
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	1,141	17.3%	93
Buying American Is Important: 4-Agr Cmpl	2,312	35.1%	109
Buy Based on Quality Not Price: 4-Agr Cmpl	970	14.7%	98
Buy on Credit Rather Than Wait: 4-Agr Cmpl	780	11.8%	93
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	738	11.2%	102
Will Pay More for Env Safe Prods: 4-Agr Cmpl	763	11.6%	95
Buy Based on Price Not Brands: 4-Agr Cmpl	1,786	27.1%	100
Am Interested in How to Help Env: 4-Agr Cmpl	1,141	17.3%	93
Reading (Adults)			
Bought Digital Book/12 Mo	1,321	20.1%	106
Bought Hardcover Book/12 Mo	1,907	29.0%	107
Bought Paperback Book/12 Mo	2,294	34.8%	102
Read Daily Newspaper (Paper Version)	852	12.9%	84
Read Digital Newspaper/30 Days	3,084	46.8%	92
Read Magazine (Paper/Electronic Vers)/6 Mo	5,670	86.1%	99

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to Family Restrnt/SteakHse/6 Mo	4,537	68.9%	104
Went to Family Restrnt/SteakHse 4+ Times/30 Days	1,407	21.4%	104
Went to Fast Food/Drive-In Restaurant/6 Mo	6,034	91.6%	101
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	2,552	38.8%	100
Ordered Eat-In Fast Food/6 Mo	1,506	22.9%	112
Ordered Home Delivery Fast Food/6 Mo	733	11.1%	83
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	4,094	62.2%	106
Ordered Take-Out/Walk-In Fast Food/6 Mo	1,348	20.5%	92
Television & Electronics (Adults/Households)			
Own Tablet	4,046	61.4%	104
Own E-Reader	998	15.2%	106
Own E-Reader/Tablet: Apple iPad	2,483	37.7%	101
HH Owns Internet Connectable TV	1,697	45.3%	105
Own Portable MP3 Player	786	11.9%	107
HH Owns 1 TV	561	15.0%	82
HH Owns 2 TVs	1,040	27.8%	98
HH Owns 3 TVs	901	24.1%	105
HH Owns 4+ TVs	984	26.3%	117
HH Subscribes to Cable TV	1,202	32.1%	95
HH Subscribes to Fiber Optic TV	126	3.4%	64
HH Owns Portable GPS Device	915	24.4%	118
HH Purchased Video Game System/12 Mo	255	6.8%	85
HH Owns Internet Video Device for TV	2,052	54.8%	104
Travel (Adults)			
Took Domestic Trip in Continental U.S./12 Mo	3,891	59.1%	110
Took 3+ Domestic Non-Business Trips/12 Mo	1,072	16.3%	117
Spent \$1-999 on Domestic Vacations/12 Mo	968	14.7%	107
Spent \$1K-1499 on Domestic Vacations/12 Mo	449	6.8%	107
Spent \$1500-1999 on Domestic Vacations/12 Mo	302	4.6%	120
Spent \$2K-2999 on Domestic Vacations/12 Mo	326	5.0%	125
Spent \$3K+ on Domestic Vacations/12 Mo	509	7.7%	117
Used Intrnt Travel Site for Domestic Trip/12 Mo	410	6.2%	112
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	2,070	31.4%	95
Took 3+ Foreign Trips by Plane/3 Yrs	426	6.5%	89
Spent \$1-999 on Foreign Vacations/12 Mo	503	7.6%	98
Index: Spent \$1K-2999 on Foreign Vacations/12 Mo	169	2.6%	84
Spent \$3K+ on Foreign Vacations/12 Mo	275	4.2%	98
Used General Travel Site: Foreign Trip/3 Yrs	414	6.3%	99
Spent Night at Hotel or Motel/12 Mo	3,260	49.5%	109
Took Cruise of More Than One Day/3 Yrs	829	12.6%	124
Member of Frequent Flyer Program	1,910	29.0%	105
Member of Hotel Rewards Program	2,170	33.0%	114

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Demographic Summary		2023	2028
Population		18,747	19,212
Population 18+		14,638	15,096
Households		7,696	7,987
Median Household Income		\$92,993	\$103,797
Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought Men`s Clothing/12 Mo	9,399	64.2%	105
Bought Women`s Clothing/12 Mo	7,419	50.7%	98
Bought Shoes/12 Mo	11,002	75.2%	101
Bought Fine Jewelry/12 Mo	2,854	19.5%	95
Bought Watch/12 Mo	1,899	13.0%	94
Automobiles (Households)			
HH Owns or Leases Any Vehicle	7,365	95.7%	105
HH Bought or Leased New Vehicle/12 Mo	826	10.7%	106
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	13,859	94.7%	105
Bought or Changed Motor Oil/12 Mo	7,912	54.1%	105
Had Vehicle Tune-Up/12 Mo	3,691	25.2%	102
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	4,977	34.0%	92
Drank Beer or Ale/6 Mo	6,208	42.4%	107
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	1,924	13.1%	120
Own Digital SLR Camera or Camcorder	1,808	12.4%	114
Printed Digital Photos/12 Mo	4,321	29.5%	109
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	4,873	33.3%	95
Have a Smartphone	13,772	94.1%	100
Have Android Phone (Any Brand) Smartphone	5,738	39.2%	101
Have Apple iPhone Smartphone	8,228	56.2%	100
HH Owns 1 Cell Phone	1,911	24.8%	81
HH Owns 2 Cell Phones	3,389	44.0%	113
HH Owns 3+ Cell Phones	2,307	30.0%	104
HH Has Cell Phone Only (No Landline Telephone)	5,356	69.6%	102
Computers (Households)			
HH Owns Computer	6,820	88.6%	103
HH Owns Desktop Computer	3,380	43.9%	110
HH Owns Laptop or Notebook	5,555	72.2%	103
HH Owns Apple/Mac Brand Computer	1,772	23.0%	95
HH Owns PC/Non-Apple Brand Computer	5,760	74.8%	105
HH Purchased Most Recent Home Computer at Store	3,151	40.9%	105
HH Purchased Most Recent Home Computer Online	2,195	28.5%	104
HH Spent \$1-499 on Most Recent Home Computer	1,255	16.3%	103
HH Spent \$500-999 on Most Recent Home Computer	1,699	22.1%	109
HH Spent \$1K-1499 on Most Recent Home Computer	980	12.7%	105
HH Spent \$1500-1999 on Most Recent Home Computer	325	4.2%	92
HH Spent \$2K+ on Most Recent Home Computer	412	5.4%	99

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March 28, 2024

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at C-Store/6 Mo	9,677	66.1%	103
Bought Brewed Coffee at C-Store/30 Days	1,808	12.4%	102
Bought Cigarettes at C-Store/30 Days	752	5.1%	84
Bought Gas at C-Store/30 Days	6,314	43.1%	109
Spent \$1-19 at C-Store/30 Days	1,173	8.0%	109
Spent \$20-39 at C-Store/30 Days	1,536	10.5%	106
Spent \$40-50 at C-Store/30 Days	1,231	8.4%	108
Spent \$51-99 at C-Store/30 Days	921	6.3%	103
Spent \$100+ at C-Store/30 Days	3,178	21.7%	104
Entertainment (Adults)			
Attended Movie/6 Mo	5,377	36.7%	99
Went to Live Theater/12 Mo	1,106	7.6%	111
Went to Bar or Night Club/12 Mo	2,551	17.4%	107
Dined Out/12 Mo	8,284	56.6%	108
Gambled at Casino/12 Mo	1,581	10.8%	101
Visited Theme Park/12 Mo	1,670	11.4%	98
Viewed Movie (Video-on-Demand)/30 Days	1,816	12.4%	112
Viewed TV Show (Video-on-Demand)/30 Days	1,252	8.6%	113
Used Internet to Download Movie/30 Days	866	5.9%	98
Downloaded Individual Song/6 Mo	2,974	20.3%	101
Used Internet to Watch Movie/30 Days	4,571	31.2%	91
Used Internet to Watch TV Program/30 Days	3,226	22.0%	99
Played (Console) Video or Electronic Game/12 Mo	1,784	12.2%	95
Played (Portable) Video or Electronic Game/12 Mo	928	6.3%	96
Financial (Adults)			
Have 1st Home Mortgage	6,752	46.1%	121
Used ATM or Cash Machine/12 Mo	9,197	62.8%	100
Own Any Stock	2,472	16.9%	113
Own U.S. Savings Bonds	1,153	7.9%	111
Own Shares in Mutual Fund (Stocks)	2,510	17.1%	125
Own Shares in Mutual Fund (Bonds)	1,544	10.5%	123
Have Interest Checking Account	6,665	45.5%	116
Have Non-Interest Checking Account	5,711	39.0%	103
Have Savings Account	11,524	78.7%	106
Have 401(k) Retirement Savings Plan	4,034	27.6%	113
Own or Used Any Credit/Debit Card/12 Mo	13,862	94.7%	102
Avg \$1-110 Monthly Credit Card Expenditures	1,716	11.7%	102
Avg \$111-225 Monthly Credit Card Expenditures	1,096	7.5%	98
Avg \$226-450 Monthly Credit Card Expenditures	1,237	8.5%	91
Avg \$451-700 Monthly Credit Card Expenditures	1,317	9.0%	98
Avg \$701-1000 Monthly Credit Card Expenditures	1,234	8.4%	103
Avg \$1001-2000 Monthly Credit Card Expenditures	2,104	14.4%	122
Avg \$2001+ Monthly Credit Card Expenditures	1,917	13.1%	119
Did Banking Online/12 Mo	9,244	63.2%	108
Did Banking by Mobile Device/12 Mo	7,321	50.0%	104

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Grocery (Adults)			
HH Used Bread/6 Mo	7,337	95.3%	101
HH Used Chicken (Fresh or Frozen)/6 Mo	5,630	73.2%	105
HH Used Turkey (Fresh or Frozen)/6 Mo	1,302	16.9%	114
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	4,660	60.6%	101
HH Used Fresh Fruit or Vegetables/6 Mo	6,955	90.4%	102
HH Used Fresh Milk/6 Mo	6,518	84.7%	103
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	4,660	60.6%	97
Health (Adults)			
Exercise at Home 2+ Times/Wk	7,632	52.1%	106
Exercise at Club 2+ Times/Wk	1,867	12.8%	109
Visited Doctor/12 Mo	12,275	83.9%	105
Used Vitamins or Dietary Supplements/6 Mo	10,033	68.5%	104
Home (Households)			
HH Did Home Improvement/12 Mo	3,597	46.7%	119
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	2,583	33.6%	110
HH Purchased Low Ticket HH Furnishing/12 Mo	1,932	25.1%	102
HH Purchased Big Ticket HH Furnishing/12 Mo	2,224	28.9%	101
HH Bought Small Kitchen Appliance/12 Mo	1,949	25.3%	97
HH Bought Large Kitchen Appliance/12 Mo	1,414	18.4%	113
Insurance (Adults/Households)			
Currently Carry Life Insurance	8,360	57.1%	112
Personally Carry Any Med/Hosp/Accident Insur	13,122	89.6%	105
Homeowner Carries Home/Personal Property Insurance	10,835	74.0%	120
Renter Carries Home/Pers Property Insurance	1,315	9.0%	75
HH Has 1 Vehicle Covered w/Auto Insurance	1,932	25.1%	82
HH Has 2 Vehicles Covered w/Auto Insurance	2,818	36.6%	112
HH Has 3+ Vehicles Covered w/Auto Insurance	2,508	32.6%	123
Pets (Households)			
HH Owns Cat	2,093	27.2%	118
HH Owns Dog	3,677	47.8%	121
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	2,461	16.8%	90
Buying American Is Important: 4-Agr Cmpl	5,199	35.5%	111
Buy Based on Quality Not Price: 4-Agr Cmpl	2,175	14.9%	99
Buy on Credit Rather Than Wait: 4-Agr Cmpl	1,742	11.9%	93
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	1,627	11.1%	101
Will Pay More for Env Safe Prods: 4-Agr Cmpl	1,685	11.5%	94
Buy Based on Price Not Brands: 4-Agr Cmpl	3,851	26.3%	97
Am Interested in How to Help Env: 4-Agr Cmpl	2,461	16.8%	90
Reading (Adults)			
Bought Digital Book/12 Mo	2,895	19.8%	105
Bought Hardcover Book/12 Mo	4,237	28.9%	107
Bought Paperback Book/12 Mo	5,124	35.0%	103
Read Daily Newspaper (Paper Version)	2,046	14.0%	91
Read Digital Newspaper/30 Days	6,972	47.6%	94
Read Magazine (Paper/Electronic Vers)/6 Mo	12,727	86.9%	100

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Latitude: 43.32354
Longitude: -88.15634

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to Family Restrnt/SteakHse/6 Mo	10,129	69.2%	105
Went to Family Restrnt/SteakHse 4+ Times/30 Days	3,135	21.4%	104
Went to Fast Food/Drive-In Restaurant/6 Mo	13,419	91.7%	101
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	5,633	38.5%	99
Ordered Eat-In Fast Food/6 Mo	3,292	22.5%	110
Ordered Home Delivery Fast Food/6 Mo	1,610	11.0%	82
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	9,155	62.5%	107
Ordered Take-Out/Walk-In Fast Food/6 Mo	3,067	21.0%	94
Television & Electronics (Adults/Households)			
Own Tablet	8,973	61.3%	104
Own E-Reader	2,224	15.2%	106
Own E-Reader/Tablet: Apple iPad	5,701	38.9%	104
HH Owns Internet Connectable TV	3,515	45.7%	106
Own Portable MP3 Player	1,749	11.9%	107
HH Owns 1 TV	1,129	14.7%	81
HH Owns 2 TVs	2,124	27.6%	98
HH Owns 3 TVs	1,892	24.6%	107
HH Owns 4+ TVs	2,062	26.8%	119
HH Subscribes to Cable TV	2,596	33.7%	99
HH Subscribes to Fiber Optic TV	298	3.9%	74
HH Owns Portable GPS Device	1,933	25.1%	121
HH Purchased Video Game System/12 Mo	497	6.5%	81
HH Owns Internet Video Device for TV	4,214	54.8%	104
Travel (Adults)			
Took Domestic Trip in Continental U.S./12 Mo	8,763	59.9%	111
Took 3+ Domestic Non-Business Trips/12 Mo	2,434	16.6%	119
Spent \$1-999 on Domestic Vacations/12 Mo	2,149	14.7%	107
Spent \$1K-1499 on Domestic Vacations/12 Mo	1,044	7.1%	112
Spent \$1500-1999 on Domestic Vacations/12 Mo	639	4.4%	114
Spent \$2K-2999 on Domestic Vacations/12 Mo	724	4.9%	124
Spent \$3K+ on Domestic Vacations/12 Mo	1,237	8.5%	127
Used Intrnt Travel Site for Domestic Trip/12 Mo	882	6.0%	108
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	4,667	31.9%	96
Took 3+ Foreign Trips by Plane/3 Yrs	957	6.5%	90
Spent \$1-999 on Foreign Vacations/12 Mo	1,137	7.8%	100
Index: Spent \$1K-2999 on Foreign Vacations/12 Mo	367	2.5%	82
Spent \$3K+ on Foreign Vacations/12 Mo	593	4.1%	96
Used General Travel Site: Foreign Trip/3 Yrs	902	6.2%	97
Spent Night at Hotel or Motel/12 Mo	7,337	50.1%	111
Took Cruise of More Than One Day/3 Yrs	1,768	12.1%	119
Member of Frequent Flyer Program	4,406	30.1%	109
Member of Hotel Rewards Program	4,930	33.7%	117

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Retail Market Potential

TID 7 Commercial Parcel
2351-2365 E Main St, Jackson, Wisconsin, 53037
Drive time: 15 minute radius

Prepared for you by EDWC
Latitude: 43.32354
Longitude: -88.15634

Demographic Summary		2023	2028
Population		93,078	93,999
Population 18+		73,382	74,741
Households		39,175	40,032
Median Household Income		\$80,773	\$92,514

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought Men`s Clothing/12 Mo	45,774	62.4%	102
Bought Women`s Clothing/12 Mo	37,820	51.5%	99
Bought Shoes/12 Mo	54,794	74.7%	100
Bought Fine Jewelry/12 Mo	14,279	19.5%	95
Bought Watch/12 Mo	9,409	12.8%	93
Automobiles (Households)			
HH Owns or Leases Any Vehicle	37,169	94.9%	104
HH Bought or Leased New Vehicle/12 Mo	4,217	10.8%	107
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	68,931	93.9%	104
Bought or Changed Motor Oil/12 Mo	38,660	52.7%	103
Had Vehicle Tune-Up/12 Mo	18,172	24.8%	100
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	24,723	33.7%	91
Drank Beer or Ale/6 Mo	30,844	42.0%	106
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	9,146	12.5%	113
Own Digital SLR Camera or Camcorder	8,622	11.7%	109
Printed Digital Photos/12 Mo	21,399	29.2%	108
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	24,708	33.7%	96
Have a Smartphone	69,124	94.2%	101
Have Android Phone (Any Brand) Smartphone	28,316	38.6%	100
Have Apple iPhone Smartphone	41,808	57.0%	101
HH Owns 1 Cell Phone	11,838	30.2%	99
HH Owns 2 Cell Phones	16,219	41.4%	106
HH Owns 3+ Cell Phones	10,633	27.1%	94
HH Has Cell Phone Only (No Landline Telephone)	26,970	68.8%	101
Computers (Households)			
HH Owns Computer	34,556	88.2%	103
HH Owns Desktop Computer	16,646	42.5%	106
HH Owns Laptop or Notebook	28,037	71.6%	102
HH Owns Apple/Mac Brand Computer	9,036	23.1%	95
HH Owns PC/Non-Apple Brand Computer	29,130	74.4%	105
HH Purchased Most Recent Home Computer at Store	16,079	41.0%	105
HH Purchased Most Recent Home Computer Online	11,045	28.2%	103
HH Spent \$1-499 on Most Recent Home Computer	6,404	16.3%	103
HH Spent \$500-999 on Most Recent Home Computer	8,792	22.4%	110
HH Spent \$1K-1499 on Most Recent Home Computer	4,897	12.5%	103
HH Spent \$1500-1999 on Most Recent Home Computer	1,754	4.5%	97
HH Spent \$2K+ on Most Recent Home Computer	2,118	5.4%	100

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at C-Store/6 Mo	47,629	64.9%	102
Bought Brewed Coffee at C-Store/30 Days	9,050	12.3%	102
Bought Cigarettes at C-Store/30 Days	4,180	5.7%	93
Bought Gas at C-Store/30 Days	30,230	41.2%	104
Spent \$1-19 at C-Store/30 Days	5,721	7.8%	106
Spent \$20-39 at C-Store/30 Days	7,137	9.7%	99
Spent \$40-50 at C-Store/30 Days	6,055	8.3%	106
Spent \$51-99 at C-Store/30 Days	4,777	6.5%	106
Spent \$100+ at C-Store/30 Days	15,316	20.9%	100
Entertainment (Adults)			
Attended Movie/6 Mo	26,672	36.3%	98
Went to Live Theater/12 Mo	5,567	7.6%	111
Went to Bar or Night Club/12 Mo	12,701	17.3%	107
Dined Out/12 Mo	40,975	55.8%	107
Gambled at Casino/12 Mo	8,079	11.0%	103
Visited Theme Park/12 Mo	8,167	11.1%	96
Viewed Movie (Video-on-Demand)/30 Days	9,128	12.4%	112
Viewed TV Show (Video-on-Demand)/30 Days	6,116	8.3%	110
Used Internet to Download Movie/30 Days	4,206	5.7%	95
Downloaded Individual Song/6 Mo	14,743	20.1%	100
Used Internet to Watch Movie/30 Days	23,467	32.0%	94
Used Internet to Watch TV Program/30 Days	16,615	22.6%	102
Played (Console) Video or Electronic Game/12 Mo	8,899	12.1%	95
Played (Portable) Video or Electronic Game/12 Mo	4,616	6.3%	95
Financial (Adults)			
Have 1st Home Mortgage	31,378	42.8%	112
Used ATM or Cash Machine/12 Mo	46,505	63.4%	100
Own Any Stock	12,473	17.0%	114
Own U.S. Savings Bonds	6,174	8.4%	118
Own Shares in Mutual Fund (Stocks)	12,191	16.6%	121
Own Shares in Mutual Fund (Bonds)	7,540	10.3%	120
Have Interest Checking Account	32,826	44.7%	114
Have Non-Interest Checking Account	28,185	38.4%	101
Have Savings Account	57,001	77.7%	105
Have 401(k) Retirement Savings Plan	19,631	26.8%	110
Own or Used Any Credit/Debit Card/12 Mo	69,358	94.5%	102
Avg \$1-110 Monthly Credit Card Expenditures	8,194	11.2%	97
Avg \$111-225 Monthly Credit Card Expenditures	5,583	7.6%	99
Avg \$226-450 Monthly Credit Card Expenditures	6,708	9.1%	99
Avg \$451-700 Monthly Credit Card Expenditures	6,947	9.5%	103
Avg \$701-1000 Monthly Credit Card Expenditures	6,445	8.8%	107
Avg \$1001-2000 Monthly Credit Card Expenditures	10,029	13.7%	116
Avg \$2001+ Monthly Credit Card Expenditures	9,184	12.5%	113
Did Banking Online/12 Mo	45,623	62.2%	106
Did Banking by Mobile Device/12 Mo	36,022	49.1%	102

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH Used Bread/6 Mo	37,252	95.1%	101
HH Used Chicken (Fresh or Frozen)/6 Mo	27,935	71.3%	102
HH Used Turkey (Fresh or Frozen)/6 Mo	6,235	15.9%	108
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	23,729	60.6%	101
HH Used Fresh Fruit or Vegetables/6 Mo	35,106	89.6%	101
HH Used Fresh Milk/6 Mo	32,844	83.8%	102
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	23,729	60.6%	96
Health (Adults)			
Exercise at Home 2+ Times/Wk	37,745	51.4%	105
Exercise at Club 2+ Times/Wk	9,464	12.9%	110
Visited Doctor/12 Mo	60,961	83.1%	104
Used Vitamins or Dietary Supplements/6 Mo	50,108	68.3%	103
Home (Households)			
HH Did Home Improvement/12 Mo	17,203	43.9%	112
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	13,117	33.5%	110
HH Purchased Low Ticket HH Furnishing/12 Mo	9,988	25.5%	104
HH Purchased Big Ticket HH Furnishing/12 Mo	11,402	29.1%	102
HH Bought Small Kitchen Appliance/12 Mo	9,987	25.5%	98
HH Bought Large Kitchen Appliance/12 Mo	6,816	17.4%	107
Insurance (Adults/Households)			
Currently Carry Life Insurance	40,503	55.2%	108
Personally Carry Any Med/Hosp/Accident Insur	65,348	89.1%	104
Homeowner Carries Home/Personal Property Insurance	51,327	69.9%	113
Renter Carries Home/Pers Property Insurance	8,016	10.9%	92
HH Has 1 Vehicle Covered w/Auto Insurance	11,523	29.4%	96
HH Has 2 Vehicles Covered w/Auto Insurance	13,664	34.9%	106
HH Has 3+ Vehicles Covered w/Auto Insurance	11,152	28.5%	108
Pets (Households)			
HH Owns Cat	9,722	24.8%	107
HH Owns Dog	16,351	41.7%	106
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	13,146	17.9%	96
Buying American Is Important: 4-Agr Cmpl	25,005	34.1%	106
Buy Based on Quality Not Price: 4-Agr Cmpl	10,720	14.6%	97
Buy on Credit Rather Than Wait: 4-Agr Cmpl	9,235	12.6%	99
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	8,259	11.3%	102
Will Pay More for Env Safe Prods: 4-Agr Cmpl	8,660	11.8%	97
Buy Based on Price Not Brands: 4-Agr Cmpl	19,524	26.6%	98
Am Interested in How to Help Env: 4-Agr Cmpl	13,146	17.9%	96
Reading (Adults)			
Bought Digital Book/12 Mo	14,216	19.4%	103
Bought Hardcover Book/12 Mo	21,260	29.0%	107
Bought Paperback Book/12 Mo	26,170	35.7%	105
Read Daily Newspaper (Paper Version)	11,357	15.5%	101
Read Digital Newspaper/30 Days	36,257	49.4%	98
Read Magazine (Paper/Electronic Vers)/6 Mo	64,142	87.4%	100

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to Family Restrnt/SteakHse/6 Mo	50,077	68.2%	103
Went to Family Restrnt/SteakHse 4+ Times/30 Days	15,370	20.9%	102
Went to Fast Food/Drive-In Restaurant/6 Mo	66,953	91.2%	100
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	27,461	37.4%	96
Ordered Eat-In Fast Food/6 Mo	15,283	20.8%	102
Ordered Home Delivery Fast Food/6 Mo	8,862	12.1%	90
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	44,855	61.1%	105
Ordered Take-Out/Walk-In Fast Food/6 Mo	15,782	21.5%	96
Television & Electronics (Adults/Households)			
Own Tablet	44,764	61.0%	104
Own E-Reader	11,719	16.0%	111
Own E-Reader/Tablet: Apple iPad	28,627	39.0%	105
HH Owns Internet Connectable TV	17,524	44.7%	104
Own Portable MP3 Player	8,554	11.7%	104
HH Owns 1 TV	6,584	16.8%	92
HH Owns 2 TVs	11,111	28.4%	100
HH Owns 3 TVs	9,470	24.2%	106
HH Owns 4+ TVs	9,407	24.0%	107
HH Subscribes to Cable TV	14,919	38.1%	112
HH Subscribes to Fiber Optic TV	1,982	5.1%	96
HH Owns Portable GPS Device	9,209	23.5%	113
HH Purchased Video Game System/12 Mo	2,459	6.3%	78
HH Owns Internet Video Device for TV	21,011	53.6%	102
Travel (Adults)			
Took Domestic Trip in Continental U.S./12 Mo	42,157	57.4%	107
Took 3+ Domestic Non-Business Trips/12 Mo	11,155	15.2%	109
Spent \$1-999 on Domestic Vacations/12 Mo	10,842	14.8%	108
Spent \$1K-1499 on Domestic Vacations/12 Mo	5,047	6.9%	108
Spent \$1500-1999 on Domestic Vacations/12 Mo	2,982	4.1%	106
Spent \$2K-2999 on Domestic Vacations/12 Mo	3,375	4.6%	116
Spent \$3K+ on Domestic Vacations/12 Mo	5,653	7.7%	116
Used Intrnt Travel Site for Domestic Trip/12 Mo	4,306	5.9%	105
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	24,006	32.7%	99
Took 3+ Foreign Trips by Plane/3 Yrs	5,104	7.0%	95
Spent \$1-999 on Foreign Vacations/12 Mo	5,944	8.1%	104
Index: Spent \$1K-2999 on Foreign Vacations/12 Mo	1,792	2.4%	80
Spent \$3K+ on Foreign Vacations/12 Mo	2,991	4.1%	96
Used General Travel Site: Foreign Trip/3 Yrs	4,557	6.2%	98
Spent Night at Hotel or Motel/12 Mo	35,118	47.9%	106
Took Cruise of More Than One Day/3 Yrs	8,318	11.3%	112
Member of Frequent Flyer Program	22,122	30.1%	109
Member of Hotel Rewards Program	23,799	32.4%	112

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March 28, 2024