



## market (Esri 2025)

3701 Sw College Rd, Ocala, Florida, 34474  
Ring: 1 mile radius

Prepared by Esri  
Latitude: 29.15286  
Longitude: -82.18320

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought Men`s Clothing/12 Mo	2,467		102
Bought Women`s Clothing/12 Mo	1,904		95
Bought Shoes/12 Mo	2,870		99
Bought Fine Jewelry/12 Mo	843		100
Bought Watch/12 Mo	550		112
<b>Automobiles (Households)</b>			
HH Owns or Leases Any Vehicle	1,670		97
HH Bought or Leased New Vehicle/12 Mo	135		83
<b>Automotive Aftermarket (Adults)</b>			
Bought Gasoline/6 Mo	3,349		98
Bought or Changed Motor Oil/12 Mo	2,041		99
Had Vehicle Tune-Up/12 Mo	835		95
<b>Beverages (Adults)</b>			
Drank Non-Diet (Regular) Cola/6 Mo	1,610		110
Drank Beer or Ale/6 Mo	1,416		99
<b>Cameras (Adults)</b>			
Own Digital Point and Shoot Camera/Camcorder	255		78
Own Digital SLR Camera or Camcorder	247		67
Printed Digital Photos/12 Mo	823		86
<b>Cell Phones (Adults/Households)</b>			
Bought Cell Phone/12 Mo	1,355		103
Have a Smartphone	3,601		100
Have Android Phone (Any Brand) Smartphone	1,539		107
Have Apple iPhone Smartphone	2,156		96
HH Owns 1 Cell Phone	703		122
HH Owns 2 Cell Phones	719		97
HH Owns 3+ Cell Phones	434		79
HH Has Cell Phone Only (No Landline Telephone)	1,583		110
<b>Computers (Households)</b>			
HH Owns Computer	1,501		94
HH Owns Desktop Computer	626		88
HH Owns Laptop or Notebook	1,268		96
HH Owns Apple/Mac Brand Computer	436		91
HH Owns PC/Non-Apple Brand Computer	1,256		95
HH Purchased Most Recent Home Computer at Store	611		91
HH Purchased Most Recent Home Computer Online	483		93
HH Spent \$1-499 on Most Recent Home Computer	273		110
HH Spent \$500-999 on Most Recent Home Computer	296		87
HH Spent \$1K-1499 on Most Recent Home Computer	181		85
HH Spent \$1500-1999 on Most Recent Home Computer	69		88
HH Spent \$2K+ on Most Recent Home Computer	108		89



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### Convenience Stores (Adults)

Shopped at C-Store/6 Mo	2,635	105
Bought Brewed Coffee at C-Store/30 Days	493	103
Bought Cigarettes at C-Store/30 Days	275	126
Bought Gas at C-Store/30 Days	1,719	110
Spent \$1-19 at C-Store/30 Days	199	82
Spent \$20-39 at C-Store/30 Days	322	104
Spent \$40-50 at C-Store/30 Days	196	81
Spent \$51-99 at C-Store/30 Days	246	121
Spent \$100+ at C-Store/30 Days	1,038	110

### Entertainment (Adults)

Attended Movie/6 Mo	1,991	98
Went to Live Theater/12 Mo	377	85
Went to Bar or Night Club/12 Mo	757	102
Dined Out/12 Mo	1,859	87
Gambled at Casino/12 Mo	480	98
Visited Theme Park/12 Mo	750	104
Viewed Movie (Video-on-Demand)/30 Days	207	66
Viewed TV Show (Video-on-Demand)/30 Days	136	65
Used Internet to Download Movie/30 Days	306	118
Downloaded Individual Song/6 Mo	695	100
Used Internet to Watch Movie/30 Days	1,547	115
Used Internet to Watch TV Program/30 Days	935	108
Played (Console) Video or Electronic Game/12 Mo	628	128
Played (Portable) Video or Electronic Game/12 Mo	315	113

### Financial (Adults)

Have 1st Home Mortgage	1,103	82
Used ATM or Cash Machine/12 Mo	2,340	101
Own Any Stock	375	71
Own U.S. Savings Bonds	223	78
Own Shares in Mutual Fund (Stocks)	323	70
Own Shares in Mutual Fund (Bonds)	176	60
Have Interest Checking Account	1,179	82
Have Non-Interest Checking Account	1,358	98
Have Savings Account	2,683	98
Have 401(k) Retirement Savings Plan	932	101
Own or Used Any Credit/Debit Card/12 Mo	3,501	99
Avg \$1-110 Monthly Credit Card Expenditures	816	109
Avg \$111-225 Monthly Credit Card Expenditures	455	97
Avg \$226-450 Monthly Credit Card Expenditures	399	124
Avg \$451-700 Monthly Credit Card Expenditures	344	103
Avg \$701-1000 Monthly Credit Card Expenditures	263	88
Avg \$1001-2000 Monthly Credit Card Expenditures	285	65
Avg \$2001+ Monthly Credit Card Expenditures	273	53
Did Banking Online/12 Mo	2,096	99
Did Banking by Mobile Device/12 Mo	1,937	104



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Ordered Home Delivery Fast Food/6 Mo	590	125
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	1,916	103
Ordered Take-Out/Walk-In Fast Food/6 Mo	911	104
Bought Breakfast at Fast Food Restaurant/6 Mo	1,416	103
Bought Lunch at Fast Food Restaurant/6 Mo	2,110	104
Bought Dinner at Fast Food Restaurant/6 Mo	2,106	103
Bought Snack at Fast Food Restaurant/6 Mo	556	104
Bought from Fast Food Restaurant on Weekday/6 Mo	2,479	99
Bought from Fast Food Restaurant on Weekend/6 Mo	2,066	103
Bought A&W/6 Mo	97	116
Bought Arby's/6 Mo	695	102
Bought Baskin-Robbins/6 Mo	123	95
Bought Boston Market/6 Mo	62	116
Bought Burger King/6 Mo	1,014	100
Bought Captain D's/6 Mo	142	133
Bought Carl's Jr./6 Mo	194	115
Bought Checkers/6 Mo	111	120
Bought Chick-Fil-A/6 Mo	1,568	121
Bought Chipotle Mexican Grill/6 Mo	789	119
Bought Chuck E. Cheese's/6 Mo	58	88
Bought Church's Fried Chicken/6 Mo	167	148
Bought Cold Stone Creamery/6 Mo	112	102
Bought Dairy Queen/6 Mo	633	105
Bought Del Taco/6 Mo	124	90
Bought Domino's Pizza/6 Mo	717	110
Bought Dunkin' Donuts/6 Mo	528	98
Bought Five Guys/6 Mo	460	120
Bought Hardee's/6 Mo	150	83
Bought Jack in the Box/6 Mo	335	128
Bought Jersey Mike's/6 Mo	346	96
Bought Jimmy John's/6 Mo	232	102
Bought KFC/6 Mo	646	98
Bought Krispy Kreme Doughnuts/6 Mo	234	99
Bought Little Caesars/6 Mo	544	111
Bought Long John Silver's/6 Mo	97	103
Bought McDonald's/6 Mo	1,884	99
Bought Panda Express/6 Mo	587	114
Bought Panera Bread/6 Mo	460	90
Bought Papa John's/6 Mo	365	120
Bought Papa Murphy's/6 Mo	128	104
Bought Pizza Hut/6 Mo	510	108
Bought Popeyes Chicken/6 Mo	568	117
Bought Sonic Drive-In/6 Mo	492	118
Bought Starbucks/6 Mo	876	107
Bought Steak 'N Shake/6 Mo	136	124
Bought Subway/6 Mo	971	113
Bought Taco Bell/6 Mo	1,198	112
Bought Wendy's/6 Mo	1,157	113
Bought Whataburger/6 Mo	422	178
Bought White Castle/6 Mo	83	87
Bought Wing-Stop/6 Mo	239	163



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Went to Fine Dining Restaurant/6 Mo	530	84
Went to Fine Dining Restaurant/30 Days	372	78
Went to Fine Dining Restaurant 2+ Times/30 Days	179	77
Used DoorDash Site/App for Take-Out/Del/30 Days	632	130
Used Grubhub Site/App for Take-Out/Del/30 Days	200	122
Used Postmates Site/App for Take-Out/Del/30 Days	69	209
Used Restrnt Site/App for Take-Out/Del/30 Days	864	108
Used Uber Eats Site/App for Take-Out/Del/30 Days	389	137
Used Yelp Site/App for Take-Out/Del/30 Days	27	69
Used Eyeliner/Eyebrow Pencil/6 Mo	972	97
Used Facial Moisturizer/6 Mo	2,004	102
Used Personal Foot Care Prod/6 Mo	779	109
Used Hair Coloring Prod at Home/6 Mo	586	89
Used Hair Conditioning Treatment at Home/6 Mo	1,137	109
Used Hair Growth Prod/6 Mo	174	112
Used Hair Spray at Home/6 Mo	883	90
Used Hair Styling Gel/Lotion/Mousse/6 Mo	1,485	103
Used Mouthwash/6 Mo	2,597	104
Used Mouthwash 8+ Times/7 Days	642	99
Used Sensitive Toothpaste/6 Mo	829	105
Used Whitening Toothpaste/6 Mo	1,560	106
Used Tooth Whitener (Not Toothpaste)/6 Mo	397	102
Used Tooth Whitener (Gel)/6 Mo	70	94
Used Tooth Whitener (Strips)/6 Mo	221	103
Visited Day Spa/6 Mo	167	87
Purchased Prod at Salon or Day Spa/6 Mo	127	88
Used Prof Service for Haircut/6 Mo	2,123	92
Used Prof Svc for Hair Color/Highlights/6 Mo	425	77
Used Prof Service for Facial/6 Mo	131	115
Used Prof Service for Massage/6 Mo	277	92
Used Prof Service for Manicure/6 Mo	461	103
Used Prof Service for Pedicure/6 Mo	582	101
Spent \$1-99 at Barber Shop/6 Mo	564	109
Spent \$100+ at Barber Shop/6 Mo	408	108
Spent \$1-99 at Beauty Salon/6 Mo	353	86
Spent \$100+ at Beauty Salon/6 Mo	657	84



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Typically Spend 1-3 Hrs Exercising/Wk	1,015	105
Typically Spend 4-6 Hrs Exercising/Wk	804	95
Typically Spend 7+ Hrs Exercising/Wk	783	88
Exercise at Home 2+ Times/Wk	1,575	90
Exercise at Club 2+ Times/Wk	530	104
Exercise at Oth Facility (Not Club) 2+ Times/Wk	401	107
Member of LA Fitness Club/Gym	80	123
Member of Planet Fitness Club/Gym	272	140
Member of YMCA Fitness Club/Gym	95	90
Own Elliptical	157	68
Own Stationary Bicycle	341	74
Own Treadmill	357	74
Own Weight Lifting Equipment	634	82
Control Diet for Blood Sugar Level	516	100
Control Diet for Cholesterol Level	482	91
Control Diet for Food Allergies	87	92
Control Diet to Maintain Weight	428	99
Control Diet for Physical Fitness	623	107
Control Diet for Salt Restriction	155	95
Control Diet for Weight Loss	813	102
Use Doctor's Care/Diet for Diet Method	199	105
Use Exercise Program for Diet Method	378	95
Buy Foods Specifically Labeled: Fat-Free	368	105
Buy Foods Specifically Labeled: Gluten-Free	233	101
Buy Foods Specifically Labeled: High Fiber	275	90
Buy Foods Specifically Labeled: High Protein	427	100
Buy Foods Specifically Labeled: Hormone-Free	101	88
Buy Foods Specifically Labeled: Lactose-Free	226	98
Buy Foods Specifically Labeled: Low-Calorie	276	100
Buy Foods Specifically Labeled: Low-Carb	360	95
Buy Foods Specifically Labeled: Low-Cholesterol	225	107
Buy Foods Specifically Labeled: Low-Fat	317	97
Buy Foods Specifically Labeled: Low-Sodium	455	95
Buy Foods Specifically Labeled: Natural/Organic	628	101
Buy Foods Specifically Labeled: Probiotic	200	95
Buy Foods Specifically Labeled: Sugar-Free	506	97
Consider Self to Be Semi-Vegetarian	299	95
Used Meal/Dietary/Weight Loss Supplement/6 Mo	373	93
Used Vitamins or Dietary Supplements/6 Mo	2,337	94
Provide Services as Primary Caregiver/Caretaker	205	82
Assist w/Chores as Caregiver/Caretaker	130	80
Assist w/Personal Care as Caregiver/Caretaker	99	78
Give Medication as Caregiver/Caretaker	75	71
Make Doctor Appointments as Caregiver/Caretaker	93	65
Provide Transportation as Caregiver/Caretaker	135	79



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### Restaurants (Adults)

Went to Family Restrnt/SteakHse/6 Mo	2,864	103
Went to Family Restrnt/SteakHse 4+ Times/30 Days	978	105
Went to Fast Food/Drive-In Restaurant/6 Mo	3,541	101
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	1,640	108
Ordered Eat-In Fast Food/6 Mo	1,234	97
Ordered Home Delivery Fast Food/6 Mo	590	125
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	1,916	103
Ordered Take-Out/Walk-In Fast Food/6 Mo	911	104

### Television & Electronics (Adults/Households)

Own Tablet	1,943	90
Own E-Reader	592	95
Own E-Reader/Tablet: Apple iPad	1,221	88
HH Owns Internet Connectable TV	746	94
Own Portable MP3 Player	216	74
HH Owns 1 TV	440	116
HH Owns 2 TVs	597	112
HH Owns 3 TVs	384	91
HH Owns 4+ TVs	276	66
HH Subscribes to Cable TV	423	78
HH Subscribes to Fiber Optic TV	38	61
HH Owns Portable GPS Device	242	76
HH Purchased Video Game System/12 Mo	138	102
HH Owns Internet Video Device for TV	915	91

### Travel (Adults)

Took Domestic Trip in Continental U.S./12 Mo	2,318	98
Took 3+ Domestic Non-Business Trips/12 Mo	555	79
Spent \$1-999 on Domestic Vacations/12 Mo	460	109
Spent \$1K-1499 on Domestic Vacations/12 Mo	264	100
Spent \$1500-1999 on Domestic Vacations/12 Mo	188	103
Spent \$2K-2999 on Domestic Vacations/12 Mo	181	84
Spent \$3K+ on Domestic Vacations/12 Mo	310	68
Used Intrnt Travel Site for Domestic Trip/12 Mo	252	103
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	1,004	86
Took 3+ Foreign Trips by Plane/3 Yrs	176	83
Spent \$1-999 on Foreign Vacations/12 Mo	133	82
Index: Spent \$1K-2999 on Foreign Vacations/12 Mo	191	116
Spent \$3K+ on Foreign Vacations/12 Mo	232	63
Used General Travel Site: Foreign Trip/3 Yrs	153	75
Spent Night at Hotel or Motel/12 Mo	2,002	96
Took Cruise of More Than One Day/3 Yrs	283	84
Member of Frequent Flyer Program	823	78
Member of Hotel Rewards Program	927	82



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3701 Sw College Rd, Ocala, Florida, 34474  
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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought Men`s Clothing/12 Mo	15,363		99
Bought Women`s Clothing/12 Mo	12,764		100
Bought Shoes/12 Mo	18,374		99
Bought Fine Jewelry/12 Mo	5,483		102
Bought Watch/12 Mo	3,286		105
<b>Automobiles (Households)</b>			
HH Owns or Leases Any Vehicle	10,576		97
HH Bought or Leased New Vehicle/12 Mo	885		85
<b>Automotive Aftermarket (Adults)</b>			
Bought Gasoline/6 Mo	21,556		99
Bought or Changed Motor Oil/12 Mo	13,120		99
Had Vehicle Tune-Up/12 Mo	5,259		93
<b>Beverages (Adults)</b>			
Drank Non-Diet (Regular) Cola/6 Mo	10,213		109
Drank Beer or Ale/6 Mo	8,864		97
<b>Cameras (Adults)</b>			
Own Digital Point and Shoot Camera/Camcorder	1,811		87
Own Digital SLR Camera or Camcorder	1,989		84
Printed Digital Photos/12 Mo	5,595		92
<b>Cell Phones (Adults/Households)</b>			
Bought Cell Phone/12 Mo	8,697		103
Have a Smartphone	23,029		100
Have Android Phone (Any Brand) Smartphone	10,265		112
Have Apple iPhone Smartphone	13,366		93
HH Owns 1 Cell Phone	4,323		118
HH Owns 2 Cell Phones	4,534		96
HH Owns 3+ Cell Phones	3,031		86
HH Has Cell Phone Only (No Landline Telephone)	9,746		106
<b>Computers (Households)</b>			
HH Owns Computer	9,546		94
HH Owns Desktop Computer	4,116		90
HH Owns Laptop or Notebook	7,911		94
HH Owns Apple/Mac Brand Computer	2,649		87
HH Owns PC/Non-Apple Brand Computer	8,068		95
HH Purchased Most Recent Home Computer at Store	3,978		93
HH Purchased Most Recent Home Computer Online	3,024		92
HH Spent \$1-499 on Most Recent Home Computer	1,673		106
HH Spent \$500-999 on Most Recent Home Computer	1,905		88
HH Spent \$1K-1499 on Most Recent Home Computer	1,208		89
HH Spent \$1500-1999 on Most Recent Home Computer	438		88
HH Spent \$2K+ on Most Recent Home Computer	654		85



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### Convenience Stores (Adults)

Shopped at C-Store/6 Mo	16,608	103
Bought Brewed Coffee at C-Store/30 Days	3,132	102
Bought Cigarettes at C-Store/30 Days	1,768	126
Bought Gas at C-Store/30 Days	10,527	105
Spent \$1-19 at C-Store/30 Days	1,456	94
Spent \$20-39 at C-Store/30 Days	2,006	102
Spent \$40-50 at C-Store/30 Days	1,538	99
Spent \$51-99 at C-Store/30 Days	1,531	117
Spent \$100+ at C-Store/30 Days	6,345	105

### Entertainment (Adults)

Attended Movie/6 Mo	12,909	99
Went to Live Theater/12 Mo	2,644	93
Went to Bar or Night Club/12 Mo	4,691	99
Dined Out/12 Mo	12,832	93
Gambled at Casino/12 Mo	3,066	98
Visited Theme Park/12 Mo	4,546	98
Viewed Movie (Video-on-Demand)/30 Days	1,732	86
Viewed TV Show (Video-on-Demand)/30 Days	1,214	90
Used Internet to Download Movie/30 Days	1,802	109
Downloaded Individual Song/6 Mo	4,346	98
Used Internet to Watch Movie/30 Days	9,173	106
Used Internet to Watch TV Program/30 Days	5,655	102
Played (Console) Video or Electronic Game/12 Mo	3,653	117
Played (Portable) Video or Electronic Game/12 Mo	2,021	113

### Financial (Adults)

Have 1st Home Mortgage	7,717	89
Used ATM or Cash Machine/12 Mo	14,838	100
Own Any Stock	2,670	79
Own U.S. Savings Bonds	1,575	86
Own Shares in Mutual Fund (Stocks)	2,303	78
Own Shares in Mutual Fund (Bonds)	1,426	76
Have Interest Checking Account	8,248	90
Have Non-Interest Checking Account	8,696	98
Have Savings Account	16,966	97
Have 401(k) Retirement Savings Plan	5,569	94
Own or Used Any Credit/Debit Card/12 Mo	22,287	99
Avg \$1-110 Monthly Credit Card Expenditures	4,982	104
Avg \$111-225 Monthly Credit Card Expenditures	2,986	99
Avg \$226-450 Monthly Credit Card Expenditures	2,267	110
Avg \$451-700 Monthly Credit Card Expenditures	2,080	97
Avg \$701-1000 Monthly Credit Card Expenditures	1,720	90
Avg \$1001-2000 Monthly Credit Card Expenditures	2,346	83
Avg \$2001+ Monthly Credit Card Expenditures	2,388	73
Did Banking Online/12 Mo	13,272	98
Did Banking by Mobile Device/12 Mo	12,078	101





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Ordered Home Delivery Fast Food/6 Mo	3,528	117
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	12,053	101
Ordered Take-Out/Walk-In Fast Food/6 Mo	5,579	100
Bought Breakfast at Fast Food Restaurant/6 Mo	8,762	100
Bought Lunch at Fast Food Restaurant/6 Mo	13,118	101
Bought Dinner at Fast Food Restaurant/6 Mo	13,270	101
Bought Snack at Fast Food Restaurant/6 Mo	3,398	100
Bought from Fast Food Restaurant on Weekday/6 Mo	15,861	99
Bought from Fast Food Restaurant on Weekend/6 Mo	12,917	101
Bought A&W/6 Mo	519	97
Bought Arby's/6 Mo	4,549	104
Bought Baskin-Robbins/6 Mo	845	102
Bought Boston Market/6 Mo	371	109
Bought Burger King/6 Mo	6,880	106
Bought Captain D's/6 Mo	702	103
Bought Carl's Jr./6 Mo	1,114	103
Bought Checkers/6 Mo	775	131
Bought Chick-Fil-A/6 Mo	8,695	105
Bought Chipotle Mexican Grill/6 Mo	4,330	102
Bought Chuck E. Cheese's/6 Mo	394	93
Bought Church's Fried Chicken/6 Mo	994	137
Bought Cold Stone Creamery/6 Mo	716	102
Bought Dairy Queen/6 Mo	4,092	106
Bought Del Taco/6 Mo	773	87
Bought Domino's Pizza/6 Mo	4,521	109
Bought Dunkin' Donuts/6 Mo	3,482	100
Bought Five Guys/6 Mo	2,564	104
Bought Hardee's/6 Mo	1,053	91
Bought Jack in the Box/6 Mo	1,716	103
Bought Jersey Mike's/6 Mo	2,157	93
Bought Jimmy John's/6 Mo	1,437	98
Bought KFC/6 Mo	4,476	107
Bought Krispy Kreme Doughnuts/6 Mo	1,476	98
Bought Little Caesars/6 Mo	3,505	112
Bought Long John Silver's/6 Mo	666	110
Bought McDonald's/6 Mo	12,325	101
Bought Panda Express/6 Mo	3,286	100
Bought Panera Bread/6 Mo	3,015	93
Bought Papa John's/6 Mo	2,200	113
Bought Papa Murphy's/6 Mo	841	107
Bought Pizza Hut/6 Mo	3,158	105
Bought Popeyes Chicken/6 Mo	3,459	111
Bought Sonic Drive-In/6 Mo	2,941	110
Bought Starbucks/6 Mo	4,987	95
Bought Steak 'N Shake/6 Mo	805	115
Bought Subway/6 Mo	5,833	106
Bought Taco Bell/6 Mo	7,327	107
Bought Wendy's/6 Mo	7,225	110
Bought Whataburger/6 Mo	1,865	123
Bought White Castle/6 Mo	653	107
Bought Wing-Stop/6 Mo	1,121	119



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Went to Fine Dining Restaurant/6 Mo	3,430	85
Went to Fine Dining Restaurant/30 Days	2,555	84
Went to Fine Dining Restaurant 2+ Times/30 Days	1,130	76
Used DoorDash Site/App for Take-Out/Del/30 Days	3,639	117
Used Grubhub Site/App for Take-Out/Del/30 Days	1,131	108
Used Postmates Site/App for Take-Out/Del/30 Days	266	126
Used Restrnt Site/App for Take-Out/Del/30 Days	5,169	101
Used Uber Eats Site/App for Take-Out/Del/30 Days	2,003	110
Used Yelp Site/App for Take-Out/Del/30 Days	180	72
Used Eyeliner/Eyebrow Pencil/6 Mo	6,307	98
Used Facial Moisturizer/6 Mo	12,326	98
Used Personal Foot Care Prod/6 Mo	4,843	106
Used Hair Coloring Prod at Home/6 Mo	4,304	102
Used Hair Conditioning Treatment at Home/6 Mo	7,023	105
Used Hair Growth Prod/6 Mo	970	98
Used Hair Spray at Home/6 Mo	5,935	95
Used Hair Styling Gel/Lotion/Mousse/6 Mo	9,123	99
Used Mouthwash/6 Mo	16,230	102
Used Mouthwash 8+ Times/7 Days	4,327	104
Used Sensitive Toothpaste/6 Mo	5,154	102
Used Whitening Toothpaste/6 Mo	9,567	101
Used Tooth Whitener (Not Toothpaste)/6 Mo	2,351	95
Used Tooth Whitener (Gel)/6 Mo	469	99
Used Tooth Whitener (Strips)/6 Mo	1,235	90
Visited Day Spa/6 Mo	1,091	89
Purchased Prod at Salon or Day Spa/6 Mo	892	97
Used Prof Service for Haircut/6 Mo	13,823	94
Used Prof Svc for Hair Color/Highlights/6 Mo	3,045	86
Used Prof Service for Facial/6 Mo	793	108
Used Prof Service for Massage/6 Mo	1,783	93
Used Prof Service for Manicure/6 Mo	2,843	99
Used Prof Service for Pedicure/6 Mo	3,604	98
Spent \$1-99 at Barber Shop/6 Mo	3,422	104
Spent \$100+ at Barber Shop/6 Mo	2,368	98
Spent \$1-99 at Beauty Salon/6 Mo	2,619	100
Spent \$100+ at Beauty Salon/6 Mo	4,191	84



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Typically Spend 1-3 Hrs Exercising/Wk	6,368	103
Typically Spend 4-6 Hrs Exercising/Wk	5,152	95
Typically Spend 7+ Hrs Exercising/Wk	5,330	93
Exercise at Home 2+ Times/Wk	10,314	92
Exercise at Club 2+ Times/Wk	3,219	99
Exercise at Oth Facility (Not Club) 2+ Times/Wk	2,430	101
Member of LA Fitness Club/Gym	400	96
Member of Planet Fitness Club/Gym	1,544	124
Member of YMCA Fitness Club/Gym	637	95
Own Elliptical	1,175	79
Own Stationary Bicycle	2,596	89
Own Treadmill	2,738	88
Own Weight Lifting Equipment	4,425	89
Control Diet for Blood Sugar Level	3,474	105
Control Diet for Cholesterol Level	3,357	99
Control Diet for Food Allergies	630	105
Control Diet to Maintain Weight	2,493	90
Control Diet for Physical Fitness	3,652	98
Control Diet for Salt Restriction	1,088	104
Control Diet for Weight Loss	5,334	104
Use Doctor's Care/Diet for Diet Method	1,299	107
Use Exercise Program for Diet Method	2,530	99
Buy Foods Specifically Labeled: Fat-Free	2,391	107
Buy Foods Specifically Labeled: Gluten-Free	1,525	103
Buy Foods Specifically Labeled: High Fiber	1,873	96
Buy Foods Specifically Labeled: High Protein	2,696	98
Buy Foods Specifically Labeled: Hormone-Free	706	96
Buy Foods Specifically Labeled: Lactose-Free	1,476	100
Buy Foods Specifically Labeled: Low-Calorie	1,932	110
Buy Foods Specifically Labeled: Low-Carb	2,471	102
Buy Foods Specifically Labeled: Low-Cholesterol	1,454	108
Buy Foods Specifically Labeled: Low-Fat	2,066	99
Buy Foods Specifically Labeled: Low-Sodium	3,016	98
Buy Foods Specifically Labeled: Natural/Organic	3,819	96
Buy Foods Specifically Labeled: Probiotic	1,295	96
Buy Foods Specifically Labeled: Sugar-Free	3,440	103
Consider Self to Be Semi-Vegetarian	1,878	93
Used Meal/Dietary/Weight Loss Supplement/6 Mo	2,601	102
Used Vitamins or Dietary Supplements/6 Mo	15,528	97
Provide Services as Primary Caregiver/Caretaker	1,623	102
Assist w/Chores as Caregiver/Caretaker	1,032	99
Assist w/Personal Care as Caregiver/Caretaker	894	109
Give Medication as Caregiver/Caretaker	723	106
Make Doctor Appointments as Caregiver/Caretaker	911	99
Provide Transportation as Caregiver/Caretaker	1,110	102



## market (Esri 2025)

3701 Sw College Rd, Ocala, Florida, 34474  
Ring: 3 mile radius

Prepared by Esri  
Latitude: 29.15286  
Longitude: -82.18320

### Restaurants (Adults)

Went to Family Restrnt/SteakHse/6 Mo	17,876	101
Went to Family Restrnt/SteakHse 4+ Times/30 Days	6,064	102
Went to Fast Food/Drive-In Restaurant/6 Mo	22,478	101
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	10,082	104
Ordered Eat-In Fast Food/6 Mo	7,835	96
Ordered Home Delivery Fast Food/6 Mo	3,528	117
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	12,053	101
Ordered Take-Out/Walk-In Fast Food/6 Mo	5,579	100

### Television & Electronics (Adults/Households)

Own Tablet	13,140	95
Own E-Reader	3,563	89
Own E-Reader/Tablet: Apple iPad	7,781	88
HH Owns Internet Connectable TV	4,939	97
Own Portable MP3 Player	1,708	91
HH Owns 1 TV	2,562	106
HH Owns 2 TVs	3,623	107
HH Owns 3 TVs	2,651	98
HH Owns 4+ TVs	2,201	82
HH Subscribes to Cable TV	3,227	93
HH Subscribes to Fiber Optic TV	339	86
HH Owns Portable GPS Device	1,782	88
HH Purchased Video Game System/12 Mo	831	96
HH Owns Internet Video Device for TV	6,114	95

### Travel (Adults)

Took Domestic Trip in Continental U.S./12 Mo	14,395	95
Took 3+ Domestic Non-Business Trips/12 Mo	3,934	88
Spent \$1-999 on Domestic Vacations/12 Mo	2,725	101
Spent \$1K-1499 on Domestic Vacations/12 Mo	1,629	96
Spent \$1500-1999 on Domestic Vacations/12 Mo	1,082	92
Spent \$2K-2999 on Domestic Vacations/12 Mo	1,282	93
Spent \$3K+ on Domestic Vacations/12 Mo	2,299	79
Used Intrnt Travel Site for Domestic Trip/12 Mo	1,416	90
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	6,632	89
Took 3+ Foreign Trips by Plane/3 Yrs	1,079	79
Spent \$1-999 on Foreign Vacations/12 Mo	892	86
Index: Spent \$1K-2999 on Foreign Vacations/12 Mo	1,064	101
Spent \$3K+ on Foreign Vacations/12 Mo	1,918	81
Used General Travel Site: Foreign Trip/3 Yrs	1,096	84
Spent Night at Hotel or Motel/12 Mo	12,621	94
Took Cruise of More Than One Day/3 Yrs	1,913	89
Member of Frequent Flyer Program	5,503	82
Member of Hotel Rewards Program	6,317	88



## market (Esri 2025)

3701 Sw College Rd, Ocala, Florida, 34474  
Ring: 5 mile radius

Prepared by Esri  
Latitude: 29.15286  
Longitude: -82.18320

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought Men`s Clothing/12 Mo	39,039		99
Bought Women`s Clothing/12 Mo	32,624		100
Bought Shoes/12 Mo	46,605		99
Bought Fine Jewelry/12 Mo	13,513		99
Bought Watch/12 Mo	8,078		101
<b>Automobiles (Households)</b>			
HH Owns or Leases Any Vehicle	28,251		99
HH Bought or Leased New Vehicle/12 Mo	2,521		93
<b>Automotive Aftermarket (Adults)</b>			
Bought Gasoline/6 Mo	56,112		101
Bought or Changed Motor Oil/12 Mo	34,320		102
Had Vehicle Tune-Up/12 Mo	13,964		97
<b>Beverages (Adults)</b>			
Drank Non-Diet (Regular) Cola/6 Mo	24,455		103
Drank Beer or Ale/6 Mo	22,614		97
<b>Cameras (Adults)</b>			
Own Digital Point and Shoot Camera/Camcorder	5,213		98
Own Digital SLR Camera or Camcorder	5,590		92
Printed Digital Photos/12 Mo	14,845		95
<b>Cell Phones (Adults/Households)</b>			
Bought Cell Phone/12 Mo	21,345		99
Have a Smartphone	58,629		100
Have Android Phone (Any Brand) Smartphone	26,064		111
Have Apple iPhone Smartphone	33,842		92
HH Owns 1 Cell Phone	10,837		113
HH Owns 2 Cell Phones	12,632		102
HH Owns 3+ Cell Phones	7,569		83
HH Has Cell Phone Only (No Landline Telephone)	24,350		102
<b>Computers (Households)</b>			
HH Owns Computer	25,428		96
HH Owns Desktop Computer	11,539		97
HH Owns Laptop or Notebook	20,807		95
HH Owns Apple/Mac Brand Computer	6,800		86
HH Owns PC/Non-Apple Brand Computer	21,597		98
HH Purchased Most Recent Home Computer at Store	10,762		96
HH Purchased Most Recent Home Computer Online	8,099		94
HH Spent \$1-499 on Most Recent Home Computer	4,395		107
HH Spent \$500-999 on Most Recent Home Computer	5,320		94
HH Spent \$1K-1499 on Most Recent Home Computer	3,279		93
HH Spent \$1500-1999 on Most Recent Home Computer	1,150		89
HH Spent \$2K+ on Most Recent Home Computer	1,743		87

**Convenience Stores (Adults)**

Shopped at C-Store/6 Mo	41,939	102
Bought Brewed Coffee at C-Store/30 Days	7,785	99
Bought Cigarettes at C-Store/30 Days	4,346	122
Bought Gas at C-Store/30 Days	27,318	107
Spent \$1-19 at C-Store/30 Days	3,783	96
Spent \$20-39 at C-Store/30 Days	4,956	98
Spent \$40-50 at C-Store/30 Days	4,020	102
Spent \$51-99 at C-Store/30 Days	3,707	111
Spent \$100+ at C-Store/30 Days	16,171	105

**Entertainment (Adults)**

Attended Movie/6 Mo	31,734	96
Went to Live Theater/12 Mo	6,890	95
Went to Bar or Night Club/12 Mo	11,675	96
Dined Out/12 Mo	34,644	99
Gambled at Casino/12 Mo	8,139	102
Visited Theme Park/12 Mo	10,443	89
Viewed Movie (Video-on-Demand)/30 Days	5,031	98
Viewed TV Show (Video-on-Demand)/30 Days	3,428	100
Used Internet to Download Movie/30 Days	4,272	101
Downloaded Individual Song/6 Mo	10,805	95
Used Internet to Watch Movie/30 Days	20,950	95
Used Internet to Watch TV Program/30 Days	13,528	96
Played (Console) Video or Electronic Game/12 Mo	7,745	97
Played (Portable) Video or Electronic Game/12 Mo	4,536	100

**Financial (Adults)**

Have 1st Home Mortgage	20,692	94
Used ATM or Cash Machine/12 Mo	37,478	99
Own Any Stock	7,684	90
Own U.S. Savings Bonds	4,372	94
Own Shares in Mutual Fund (Stocks)	7,092	95
Own Shares in Mutual Fund (Bonds)	4,665	98
Have Interest Checking Account	23,454	100
Have Non-Interest Checking Account	22,583	100
Have Savings Account	43,790	98
Have 401(k) Retirement Savings Plan	13,856	92
Own or Used Any Credit/Debit Card/12 Mo	57,273	100
Avg \$1-110 Monthly Credit Card Expenditures	12,591	103
Avg \$111-225 Monthly Credit Card Expenditures	7,838	102
Avg \$226-450 Monthly Credit Card Expenditures	5,456	104
Avg \$451-700 Monthly Credit Card Expenditures	5,356	98
Avg \$701-1000 Monthly Credit Card Expenditures	4,460	92
Avg \$1001-2000 Monthly Credit Card Expenditures	6,660	93
Avg \$2001+ Monthly Credit Card Expenditures	7,402	88
Did Banking Online/12 Mo	34,210	99
Did Banking by Mobile Device/12 Mo	29,461	97



## market (Esri 2025)

3701 Sw College Rd, Ocala, Florida, 34474  
Ring: 5 mile radius

Prepared by Esri  
Latitude: 29.15286  
Longitude: -82.18320

Ordered Home Delivery Fast Food/6 Mo	7,386	96
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	30,538	100
Ordered Take-Out/Walk-In Fast Food/6 Mo	13,746	96
Bought Breakfast at Fast Food Restaurant/6 Mo	22,189	99
Bought Lunch at Fast Food Restaurant/6 Mo	33,245	100
Bought Dinner at Fast Food Restaurant/6 Mo	32,927	98
Bought Snack at Fast Food Restaurant/6 Mo	8,113	93
Bought from Fast Food Restaurant on Weekday/6 Mo	41,147	101
Bought from Fast Food Restaurant on Weekend/6 Mo	31,258	96
Bought A&W/6 Mo	1,412	104
Bought Arby's/6 Mo	12,505	112
Bought Baskin-Robbins/6 Mo	1,829	86
Bought Boston Market/6 Mo	873	100
Bought Burger King/6 Mo	17,536	106
Bought Captain D's/6 Mo	1,996	115
Bought Carl's Jr./6 Mo	2,350	85
Bought Checkers/6 Mo	1,918	127
Bought Chick-Fil-A/6 Mo	20,591	97
Bought Chipotle Mexican Grill/6 Mo	9,540	88
Bought Chuck E. Cheese's/6 Mo	888	82
Bought Church's Fried Chicken/6 Mo	2,193	119
Bought Cold Stone Creamery/6 Mo	1,565	87
Bought Dairy Queen/6 Mo	10,567	108
Bought Del Taco/6 Mo	1,760	78
Bought Domino's Pizza/6 Mo	10,537	99
Bought Dunkin' Donuts/6 Mo	8,535	97
Bought Five Guys/6 Mo	5,951	95
Bought Hardee's/6 Mo	3,291	112
Bought Jack in the Box/6 Mo	3,402	80
Bought Jersey Mike's/6 Mo	5,649	96
Bought Jimmy John's/6 Mo	3,763	101
Bought KFC/6 Mo	11,467	107
Bought Krispy Kreme Doughnuts/6 Mo	3,589	93
Bought Little Caesars/6 Mo	7,968	100
Bought Long John Silver's/6 Mo	1,803	117
Bought McDonald's/6 Mo	31,245	100
Bought Panda Express/6 Mo	7,296	87
Bought Panera Bread/6 Mo	8,050	97
Bought Papa John's/6 Mo	5,285	106
Bought Papa Murphy's/6 Mo	2,292	114
Bought Pizza Hut/6 Mo	7,871	103
Bought Popeyes Chicken/6 Mo	8,058	102
Bought Sonic Drive-In/6 Mo	7,193	106
Bought Starbucks/6 Mo	11,664	87
Bought Steak 'N Shake/6 Mo	1,987	111
Bought Subway/6 Mo	14,949	106
Bought Taco Bell/6 Mo	18,068	103
Bought Wendy's/6 Mo	18,073	108
Bought Whataburger/6 Mo	3,850	100
Bought White Castle/6 Mo	1,705	109
Bought Wing-Stop/6 Mo	2,190	91



## market (Esri 2025)

3701 Sw College Rd, Ocala, Florida, 34474  
Ring: 5 mile radius

Prepared by Esri  
Latitude: 29.15286  
Longitude: -82.18320

Went to Fine Dining Restaurant/6 Mo	9,351	90
Went to Fine Dining Restaurant/30 Days	7,007	90
Went to Fine Dining Restaurant 2+ Times/30 Days	3,190	84
Used DoorDash Site/App for Take-Out/Del/30 Days	7,637	96
Used Grubhub Site/App for Take-Out/Del/30 Days	2,276	85
Used Postmates Site/App for Take-Out/Del/30 Days	459	85
Used Restrnt Site/App for Take-Out/Del/30 Days	12,251	94
Used Uber Eats Site/App for Take-Out/Del/30 Days	3,640	79
Used Yelp Site/App for Take-Out/Del/30 Days	438	69
Used Eyeliner/Eyebrow Pencil/6 Mo	16,109	99
Used Facial Moisturizer/6 Mo	30,824	96
Used Personal Foot Care Prod/6 Mo	12,167	105
Used Hair Coloring Prod at Home/6 Mo	10,628	99
Used Hair Conditioning Treatment at Home/6 Mo	17,021	100
Used Hair Growth Prod/6 Mo	2,388	94
Used Hair Spray at Home/6 Mo	16,135	101
Used Hair Styling Gel/Lotion/Mousse/6 Mo	22,514	96
Used Mouthwash/6 Mo	40,563	100
Used Mouthwash 8+ Times/7 Days	10,924	103
Used Sensitive Toothpaste/6 Mo	12,846	100
Used Whitening Toothpaste/6 Mo	23,920	99
Used Tooth Whitener (Not Toothpaste)/6 Mo	5,891	93
Used Tooth Whitener (Gel)/6 Mo	1,220	101
Used Tooth Whitener (Strips)/6 Mo	3,077	88
Visited Day Spa/6 Mo	2,728	87
Purchased Prod at Salon or Day Spa/6 Mo	2,260	96
Used Prof Service for Haircut/6 Mo	36,617	98
Used Prof Svc for Hair Color/Highlights/6 Mo	8,553	95
Used Prof Service for Facial/6 Mo	1,784	96
Used Prof Service for Massage/6 Mo	4,573	93
Used Prof Service for Manicure/6 Mo	6,860	94
Used Prof Service for Pedicure/6 Mo	9,264	99
Spent \$1-99 at Barber Shop/6 Mo	8,751	104
Spent \$100+ at Barber Shop/6 Mo	5,718	93
Spent \$1-99 at Beauty Salon/6 Mo	7,328	110
Spent \$100+ at Beauty Salon/6 Mo	11,926	94





## market (Esri 2025)

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Ring: 5 mile radius

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Typically Spend 1-3 Hrs Exercising/Wk	15,784	100
Typically Spend 4-6 Hrs Exercising/Wk	13,430	97
Typically Spend 7+ Hrs Exercising/Wk	14,104	97
Exercise at Home 2+ Times/Wk	27,316	95
Exercise at Club 2+ Times/Wk	7,815	94
Exercise at Oth Facility (Not Club) 2+ Times/Wk	6,007	98
Member of LA Fitness Club/Gym	886	83
Member of Planet Fitness Club/Gym	3,366	106
Member of YMCA Fitness Club/Gym	1,823	106
Own Elliptical	3,515	93
Own Stationary Bicycle	7,256	97
Own Treadmill	7,488	95
Own Weight Lifting Equipment	11,568	92
Control Diet for Blood Sugar Level	9,051	107
Control Diet for Cholesterol Level	9,114	105
Control Diet for Food Allergies	1,574	102
Control Diet to Maintain Weight	6,972	99
Control Diet for Physical Fitness	9,051	95
Control Diet for Salt Restriction	2,956	111
Control Diet for Weight Loss	13,341	102
Use Doctor's Care/Diet for Diet Method	3,159	102
Use Exercise Program for Diet Method	6,410	99
Buy Foods Specifically Labeled: Fat-Free	6,101	107
Buy Foods Specifically Labeled: Gluten-Free	3,645	97
Buy Foods Specifically Labeled: High Fiber	4,908	98
Buy Foods Specifically Labeled: High Protein	6,815	97
Buy Foods Specifically Labeled: Hormone-Free	1,794	96
Buy Foods Specifically Labeled: Lactose-Free	3,539	94
Buy Foods Specifically Labeled: Low-Calorie	4,595	102
Buy Foods Specifically Labeled: Low-Carb	6,372	103
Buy Foods Specifically Labeled: Low-Cholesterol	3,475	101
Buy Foods Specifically Labeled: Low-Fat	5,406	101
Buy Foods Specifically Labeled: Low-Sodium	7,907	101
Buy Foods Specifically Labeled: Natural/Organic	9,574	94
Buy Foods Specifically Labeled: Probiotic	3,234	94
Buy Foods Specifically Labeled: Sugar-Free	8,558	100
Consider Self to Be Semi-Vegetarian	4,798	93
Used Meal/Dietary/Weight Loss Supplement/6 Mo	6,463	99
Used Vitamins or Dietary Supplements/6 Mo	40,748	100
Provide Services as Primary Caregiver/Caretaker	4,401	108
Assist w/Chores as Caregiver/Caretaker	2,901	110
Assist w/Personal Care as Caregiver/Caretaker	2,361	113
Give Medication as Caregiver/Caretaker	1,984	115
Make Doctor Appointments as Caregiver/Caretaker	2,537	109
Provide Transportation as Caregiver/Caretaker	3,046	110



## market (Esri 2025)

3701 Sw College Rd, Ocala, Florida, 34474  
Ring: 5 mile radius

Prepared by Esri  
Latitude: 29.15286  
Longitude: -82.18320

### Restaurants (Adults)

Went to Family Restrnt/SteakHse/6 Mo	45,564	101
Went to Family Restrnt/SteakHse 4+ Times/30 Days	15,557	102
Went to Fast Food/Drive-In Restaurant/6 Mo	57,075	100
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	24,850	100
Ordered Eat-In Fast Food/6 Mo	20,517	99
Ordered Home Delivery Fast Food/6 Mo	7,386	96
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	30,538	100
Ordered Take-Out/Walk-In Fast Food/6 Mo	13,746	96

### Television & Electronics (Adults/Households)

Own Tablet	34,964	100
Own E-Reader	9,811	96
Own E-Reader/Tablet: Apple iPad	20,736	92
HH Owns Internet Connectable TV	12,952	98
Own Portable MP3 Player	4,663	97
HH Owns 1 TV	6,120	97
HH Owns 2 TVs	9,064	103
HH Owns 3 TVs	7,205	103
HH Owns 4+ TVs	6,630	95
HH Subscribes to Cable TV	9,464	105
HH Subscribes to Fiber Optic TV	822	80
HH Owns Portable GPS Device	5,387	102
HH Purchased Video Game System/12 Mo	1,757	78
HH Owns Internet Video Device for TV	16,264	97

### Travel (Adults)

Took Domestic Trip in Continental U.S./12 Mo	37,167	96
Took 3+ Domestic Non-Business Trips/12 Mo	10,989	96
Spent \$1-999 on Domestic Vacations/12 Mo	6,654	97
Spent \$1K-1499 on Domestic Vacations/12 Mo	4,021	93
Spent \$1500-1999 on Domestic Vacations/12 Mo	2,948	99
Spent \$2K-2999 on Domestic Vacations/12 Mo	3,511	100
Spent \$3K+ on Domestic Vacations/12 Mo	6,493	87
Used Intrnt Travel Site for Domestic Trip/12 Mo	3,529	88
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	16,440	87
Took 3+ Foreign Trips by Plane/3 Yrs	2,699	78
Spent \$1-999 on Foreign Vacations/12 Mo	2,223	84
Index: Spent \$1K-2999 on Foreign Vacations/12 Mo	2,321	86
Spent \$3K+ on Foreign Vacations/12 Mo	5,199	86
Used General Travel Site: Foreign Trip/3 Yrs	2,788	83
Spent Night at Hotel or Motel/12 Mo	32,652	96
Took Cruise of More Than One Day/3 Yrs	5,400	98
Member of Frequent Flyer Program	15,341	89
Member of Hotel Rewards Program	17,770	97