



Retail Market Potential

1520 N Highway A1a, Indialantic, Florida, 32903
Drive time: 5 minute radius

franco massacessi
Latitude: 28.10841
Longitude: -80.57274

Demographic Summary		2023	2028
Population		12,017	11,762
Population 18+		10,270	10,137
Households		5,477	5,426
Median Household Income		\$96,040	\$110,751

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought Men`s Clothing/12 Mo	6,207	60.4%	99
Bought Women`s Clothing/12 Mo	5,445	53.0%	102
Bought Shoes/12 Mo	7,640	74.4%	100
Bought Fine Jewelry/12 Mo	1,904	18.5%	90
Bought Watch/12 Mo	1,344	13.1%	95
Automobiles (Households)			
HH Owns or Leases Any Vehicle	5,183	94.6%	104
HH Bought or Leased New Vehicle/12 Mo	639	11.7%	115
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	9,570	93.2%	103
Bought or Changed Motor Oil/12 Mo	4,985	48.5%	94
Had Vehicle Tune-Up/12 Mo	2,592	25.2%	102
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	2,873	28.0%	76
Drank Beer or Ale/6 Mo	4,256	41.4%	104
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	1,481	14.4%	131
Own Digital SLR Camera or Camcorder	1,265	12.3%	114
Printed Digital Photos/12 Mo	2,966	28.9%	107
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	3,300	32.1%	92
Have a Smartphone	9,604	93.5%	100
Have Android Phone (Any Brand) Smartphone	3,261	31.8%	82
Have Apple iPhone Smartphone	6,420	62.5%	111
HH Owns 1 Cell Phone	1,831	33.4%	110
HH Owns 2 Cell Phones	2,342	42.8%	109
HH Owns 3+ Cell Phones	1,226	22.4%	78
HH Has Cell Phone Only (No Landline Telephone)	3,477	63.5%	93
Computers (Households)			
HH Owns Computer	4,963	90.6%	106
HH Owns Desktop Computer	2,449	44.7%	112
HH Owns Laptop or Notebook	3,987	72.8%	103
HH Owns Apple/Mac Brand Computer	1,554	28.4%	117
HH Owns PC/Non-Apple Brand Computer	3,963	72.4%	102
HH Purchased Most Recent Home Computer at Store	2,348	42.9%	110
HH Purchased Most Recent Home Computer Online	1,592	29.1%	106
HH Spent \$1-499 on Most Recent Home Computer	780	14.2%	90
HH Spent \$500-999 on Most Recent Home Computer	1,218	22.2%	109
HH Spent \$1K-1499 on Most Recent Home Computer	788	14.4%	119
HH Spent \$1500-1999 on Most Recent Home Computer	286	5.2%	113
HH Spent \$2K+ on Most Recent Home Computer	416	7.6%	141

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	6,132	59.7%	93
Bought Brewed Coffee at C-Store/30 Days	1,161	11.3%	94
Bought Cigarettes at C-Store/30 Days	441	4.3%	70
Bought Gas at C-Store/30 Days	3,629	35.3%	90
Spent \$1-19 at C-Store/30 Days	757	7.4%	100
Spent \$20-39 at C-Store/30 Days	962	9.4%	95
Spent \$40-50 at C-Store/30 Days	781	7.6%	98
Spent \$51-99 at C-Store/30 Days	589	5.7%	94
Spent \$100+ at C-Store/30 Days	1,733	16.9%	81
Entertainment (Adults)			
Attended Movie/6 Mo	3,657	35.6%	96
Went to Live Theater/12 Mo	923	9.0%	132
Went to Bar or Night Club/12 Mo	1,666	16.2%	100
Dined Out/12 Mo	5,886	57.3%	110
Gambled at Casino/12 Mo	1,160	11.3%	105
Visited Theme Park/12 Mo	990	9.6%	83
Viewed Movie (Video-on-Demand)/30 Days	1,537	15.0%	135
Viewed TV Show (Video-on-Demand)/30 Days	1,021	9.9%	131
Used Internet to Download Movie/30 Days	596	5.8%	96
Downloaded Individual Song/6 Mo	1,900	18.5%	92
Used Internet to Watch Movie/30 Days	2,936	28.6%	84
Used Internet to Watch TV Program/30 Days	2,103	20.5%	92
Played (Console) Video or Electronic Game/12 Mo	907	8.8%	69
Played (Portable) Video or Electronic Game/12 Mo	510	5.0%	75
Financial (Adults)			
Have 1st Home Mortgage	4,186	40.8%	107
Used ATM or Cash Machine/12 Mo	6,563	63.9%	101
Own Any Stock	2,095	20.4%	136
Own U.S. Savings Bonds	944	9.2%	129
Own Shares in Mutual Fund (Stocks)	2,148	20.9%	153
Own Shares in Mutual Fund (Bonds)	1,440	14.0%	164
Have Interest Checking Account	5,147	50.1%	127
Have Non-Interest Checking Account	4,043	39.4%	104
Have Savings Account	8,114	79.0%	107
Have 401(k) Retirement Savings Plan	2,552	24.8%	102
Own or Used Any Credit/Debit Card/12 Mo	9,804	95.5%	103
Avg \$1-110 Monthly Credit Card Expenditures	995	9.7%	85
Avg \$111-225 Monthly Credit Card Expenditures	728	7.1%	93
Avg \$226-450 Monthly Credit Card Expenditures	917	8.9%	97
Avg \$451-700 Monthly Credit Card Expenditures	1,013	9.9%	107
Avg \$701-1000 Monthly Credit Card Expenditures	999	9.7%	119
Avg \$1001-2000 Monthly Credit Card Expenditures	1,496	14.6%	124
Avg \$2001+ Monthly Credit Card Expenditures	1,773	17.3%	156
Did Banking Online/12 Mo	6,569	64.0%	109
Did Banking by Mobile Device/12 Mo	4,830	47.0%	98

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH Used Bread/6 Mo	5,157	94.2%	100
HH Used Chicken (Fresh or Frozen)/6 Mo	3,927	71.7%	103
HH Used Turkey (Fresh or Frozen)/6 Mo	904	16.5%	112
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	3,409	62.2%	103
HH Used Fresh Fruit or Vegetables/6 Mo	4,955	90.5%	102
HH Used Fresh Milk/6 Mo	4,530	82.7%	100
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	3,409	62.2%	110
Health (Adults)			
Exercise at Home 2+ Times/Wk	5,625	54.8%	111
Exercise at Club 2+ Times/Wk	1,334	13.0%	111
Visited Doctor/12 Mo	8,807	85.8%	107
Used Vitamins or Dietary Supplements/6 Mo	7,369	71.8%	109
Home (Households)			
HH Did Home Improvement/12 Mo	2,366	43.2%	110
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	2,158	39.4%	129
HH Purchased Low Ticket HH Furnishing/12 Mo	1,301	23.8%	97
HH Purchased Big Ticket HH Furnishing/12 Mo	1,586	29.0%	102
HH Bought Small Kitchen Appliance/12 Mo	1,293	23.6%	90
HH Bought Large Kitchen Appliance/12 Mo	882	16.1%	99
Insurance (Adults/Households)			
Currently Carry Life Insurance	5,488	53.4%	104
Personally Carry Any Med/Hosp/Accident Insur	9,262	90.2%	106
Homeowner Carries Home/Personal Property Insurance	7,179	69.9%	113
Renter Carries Home/Pers Property Insurance	1,114	10.8%	91
HH Has 1 Vehicle Covered w/Auto Insurance	1,771	32.3%	106
HH Has 2 Vehicles Covered w/Auto Insurance	1,922	35.1%	107
HH Has 3+ Vehicles Covered w/Auto Insurance	1,433	26.2%	99
Pets (Households)			
HH Owns Cat	1,223	22.3%	97
HH Owns Dog	1,947	35.5%	90
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	1,995	19.4%	104
Buying American Is Important: 4-Agr Cmpl	3,569	34.8%	108
Buy Based on Quality Not Price: 4-Agr Cmpl	1,572	15.3%	102
Buy on Credit Rather Than Wait: 4-Agr Cmpl	1,465	14.3%	112
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	1,288	12.5%	114
Will Pay More for Env Safe Prods: 4-Agr Cmpl	1,229	12.0%	98
Buy Based on Price Not Brands: 4-Agr Cmpl	2,568	25.0%	92
Am Interested in How to Help Env: 4-Agr Cmpl	1,995	19.4%	104
Reading (Adults)			
Bought Digital Book/12 Mo	2,160	21.0%	111
Bought Hardcover Book/12 Mo	3,111	30.3%	112
Bought Paperback Book/12 Mo	3,666	35.7%	105
Read Daily Newspaper (Paper Version)	2,174	21.2%	138
Read Digital Newspaper/30 Days	5,653	55.0%	109
Read Magazine (Paper/Electronic Vers)/6 Mo	9,357	91.1%	105

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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	6,802	66.2%	100
Went to Family Restrnt/SteakHse 4+ Times/30 Days	2,144	20.9%	102
Spent \$101-200 at Family Restrnt/SteakHse/30 Days	940	89.8%	99
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	3,377	32.9%	84
Ordered Eat-In Fast Food/6 Mo	1,913	18.6%	91
Ordered Home Delivery Fast Food/6 Mo	1,063	10.4%	77
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	5,675	55.3%	95
Ordered Take-Out/Walk-In Fast Food/6 Mo	2,447	23.8%	107
Television & Electronics (Adults/Households)			
Own Tablet	6,601	64.3%	109
Own E-Reader	1,912	18.6%	130
Own E-Reader/Tablet: Apple iPad	4,755	46.3%	124
HH Owns Internet Connectable TV	2,441	44.6%	103
Own Portable MP3 Player	1,202	11.7%	105
HH Owns 1 TV	967	17.7%	97
HH Owns 2 TVs	1,606	29.3%	104
HH Owns 3 TVs	1,224	22.3%	98
HH Owns 4+ TVs	1,278	23.3%	104
HH Subscribes to Cable TV	2,534	46.3%	136
HH Subscribes to Fiber Optic TV	378	6.9%	131
HH Owns Portable GPS Device	1,298	23.7%	114
HH Purchased Video Game System/12 Mo	291	5.3%	66
HH Owns Internet Video Device for TV	2,806	51.2%	97
Travel (Adults)			
Took Domestic Trip in Continental U.S./12 Mo	6,047	58.9%	110
Took 3+ Domestic Non-Business Trips/12 Mo	1,610	15.7%	113
Spent \$1-999 on Domestic Vacations/12 Mo	1,401	13.6%	100
Spent \$1K-1499 on Domestic Vacations/12 Mo	717	7.0%	110
Spent \$1500-1999 on Domestic Vacations/12 Mo	455	4.4%	116
Spent \$2K-2999 on Domestic Vacations/12 Mo	446	4.3%	109
Spent \$3K+ on Domestic Vacations/12 Mo	907	8.8%	133
Used Intrnt Travel Site for Domestic Trip/12 Mo	640	6.2%	112
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	3,858	37.6%	114
Took 3+ Foreign Trips by Plane/3 Yrs	883	8.6%	118
Spent \$1-999 on Foreign Vacations/12 Mo	969	9.4%	121
Index: Spent \$1K-2999 on Foreign Vacations/12 Mo	270	2.6%	86
Spent \$3K+ on Foreign Vacations/12 Mo	514	5.0%	118
Used General Travel Site: Foreign Trip/3 Yrs	771	7.5%	118
Spent Night at Hotel or Motel/12 Mo	5,034	49.0%	108
Took Cruise of More Than One Day/3 Yrs	1,338	13.0%	129
Member of Frequent Flyer Program	3,948	38.4%	139
Member of Hotel Rewards Program	3,639	35.4%	123

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Demographic Summary		2023	2028
Population		38,786	38,341
Population 18+		33,091	32,932
Households		17,475	17,518
Median Household Income		\$78,869	\$92,854

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought Men`s Clothing/12 Mo	19,845	60.0%	98
Bought Women`s Clothing/12 Mo	17,108	51.7%	100
Bought Shoes/12 Mo	24,187	73.1%	98
Bought Fine Jewelry/12 Mo	6,192	18.7%	91
Bought Watch/12 Mo	4,260	12.9%	93
Automobiles (Households)			
HH Owns or Leases Any Vehicle	16,240	92.9%	102
HH Bought or Leased New Vehicle/12 Mo	1,952	11.2%	111
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	30,395	91.9%	102
Bought or Changed Motor Oil/12 Mo	16,828	50.9%	99
Had Vehicle Tune-Up/12 Mo	8,123	24.5%	99
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	10,832	32.7%	89
Drank Beer or Ale/6 Mo	13,161	39.8%	100
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	4,279	12.9%	118
Own Digital SLR Camera or Camcorder	3,624	11.0%	101
Printed Digital Photos/12 Mo	9,046	27.3%	101
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	11,187	33.8%	97
Have a Smartphone	30,914	93.4%	100
Have Android Phone (Any Brand) Smartphone	12,358	37.3%	97
Have Apple iPhone Smartphone	18,753	56.7%	100
HH Owns 1 Cell Phone	6,182	35.4%	116
HH Owns 2 Cell Phones	7,088	40.6%	104
HH Owns 3+ Cell Phones	3,906	22.4%	78
HH Has Cell Phone Only (No Landline Telephone)	11,567	66.2%	97
Computers (Households)			
HH Owns Computer	15,288	87.5%	102
HH Owns Desktop Computer	7,362	42.1%	105
HH Owns Laptop or Notebook	12,380	70.8%	101
HH Owns Apple/Mac Brand Computer	4,320	24.7%	102
HH Owns PC/Non-Apple Brand Computer	12,605	72.1%	102
HH Purchased Most Recent Home Computer at Store	7,193	41.2%	106
HH Purchased Most Recent Home Computer Online	4,875	27.9%	102
HH Spent \$1-499 on Most Recent Home Computer	2,793	16.0%	101
HH Spent \$500-999 on Most Recent Home Computer	3,876	22.2%	109
HH Spent \$1K-1499 on Most Recent Home Computer	2,114	12.1%	100
HH Spent \$1500-1999 on Most Recent Home Computer	772	4.4%	96
HH Spent \$2K+ on Most Recent Home Computer	1,082	6.2%	115

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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	20,630	62.3%	98
Bought Brewed Coffee at C-Store/30 Days	3,864	11.7%	97
Bought Cigarettes at C-Store/30 Days	1,870	5.7%	93
Bought Gas at C-Store/30 Days	12,907	39.0%	99
Spent \$1-19 at C-Store/30 Days	2,529	7.6%	104
Spent \$20-39 at C-Store/30 Days	3,166	9.6%	97
Spent \$40-50 at C-Store/30 Days	2,437	7.4%	95
Spent \$51-99 at C-Store/30 Days	2,243	6.8%	111
Spent \$100+ at C-Store/30 Days	6,484	19.6%	94
Entertainment (Adults)			
Attended Movie/6 Mo	11,569	35.0%	95
Went to Live Theater/12 Mo	2,566	7.8%	114
Went to Bar or Night Club/12 Mo	5,402	16.3%	101
Dined Out/12 Mo	18,185	55.0%	105
Gambled at Casino/12 Mo	3,568	10.8%	101
Visited Theme Park/12 Mo	3,140	9.5%	82
Viewed Movie (Video-on-Demand)/30 Days	4,073	12.3%	111
Viewed TV Show (Video-on-Demand)/30 Days	2,867	8.7%	114
Used Internet to Download Movie/30 Days	1,795	5.4%	90
Downloaded Individual Song/6 Mo	6,130	18.5%	92
Used Internet to Watch Movie/30 Days	9,852	29.8%	87
Used Internet to Watch TV Program/30 Days	6,657	20.1%	91
Played (Console) Video or Electronic Game/12 Mo	3,417	10.3%	80
Played (Portable) Video or Electronic Game/12 Mo	1,913	5.8%	87
Financial (Adults)			
Have 1st Home Mortgage	12,906	39.0%	103
Used ATM or Cash Machine/12 Mo	20,609	62.3%	99
Own Any Stock	5,701	17.2%	115
Own U.S. Savings Bonds	2,651	8.0%	113
Own Shares in Mutual Fund (Stocks)	5,750	17.4%	127
Own Shares in Mutual Fund (Bonds)	3,743	11.3%	132
Have Interest Checking Account	14,799	44.7%	114
Have Non-Interest Checking Account	13,228	40.0%	105
Have Savings Account	25,183	76.1%	103
Have 401(k) Retirement Savings Plan	7,795	23.6%	97
Own or Used Any Credit/Debit Card/12 Mo	31,095	94.0%	101
Avg \$1-110 Monthly Credit Card Expenditures	3,786	11.4%	100
Avg \$111-225 Monthly Credit Card Expenditures	2,470	7.5%	97
Avg \$226-450 Monthly Credit Card Expenditures	2,924	8.8%	96
Avg \$451-700 Monthly Credit Card Expenditures	3,224	9.7%	106
Avg \$701-1000 Monthly Credit Card Expenditures	2,934	8.9%	108
Avg \$1001-2000 Monthly Credit Card Expenditures	4,120	12.5%	106
Avg \$2001+ Monthly Credit Card Expenditures	4,338	13.1%	119
Did Banking Online/12 Mo	20,079	60.7%	103
Did Banking by Mobile Device/12 Mo	15,152	45.8%	95

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Grocery (Adults)			
HH Used Bread/6 Mo	16,549	94.7%	100
HH Used Chicken (Fresh or Frozen)/6 Mo	12,236	70.0%	100
HH Used Turkey (Fresh or Frozen)/6 Mo	2,741	15.7%	106
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	10,548	60.4%	100
HH Used Fresh Fruit or Vegetables/6 Mo	15,481	88.6%	100
HH Used Fresh Milk/6 Mo	14,523	83.1%	101
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	10,548	60.4%	97
Health (Adults)			
Exercise at Home 2+ Times/Wk	16,989	51.3%	104
Exercise at Club 2+ Times/Wk	3,852	11.6%	99
Visited Doctor/12 Mo	27,616	83.5%	104
Used Vitamins or Dietary Supplements/6 Mo	22,601	68.3%	103
Home (Households)			
HH Did Home Improvement/12 Mo	7,308	41.8%	106
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	5,993	34.3%	113
HH Purchased Low Ticket HH Furnishing/12 Mo	4,161	23.8%	97
HH Purchased Big Ticket HH Furnishing/12 Mo	4,944	28.3%	99
HH Bought Small Kitchen Appliance/12 Mo	4,303	24.6%	94
HH Bought Large Kitchen Appliance/12 Mo	2,724	15.6%	96
Insurance (Adults/Households)			
Currently Carry Life Insurance	17,448	52.7%	103
Personally Carry Any Med/Hosp/Accident Insur	29,140	88.1%	103
Homeowner Carries Home/Personal Property Insurance	22,193	67.1%	109
Renter Carries Home/Pers Property Insurance	3,515	10.6%	89
HH Has 1 Vehicle Covered w/Auto Insurance	5,716	32.7%	107
HH Has 2 Vehicles Covered w/Auto Insurance	5,854	33.5%	102
HH Has 3+ Vehicles Covered w/Auto Insurance	4,432	25.4%	96
Pets (Households)			
HH Owns Cat	4,072	23.3%	101
HH Owns Dog	6,390	36.6%	93
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	5,963	18.0%	97
Buying American Is Important: 4-Agr Cmpl	11,841	35.8%	111
Buy Based on Quality Not Price: 4-Agr Cmpl	4,916	14.9%	99
Buy on Credit Rather Than Wait: 4-Agr Cmpl	4,216	12.7%	100
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	3,907	11.8%	107
Will Pay More for Env Safe Prods: 4-Agr Cmpl	3,811	11.5%	94
Buy Based on Price Not Brands: 4-Agr Cmpl	8,691	26.3%	97
Am Interested in How to Help Env: 4-Agr Cmpl	5,963	18.0%	97
Reading (Adults)			
Bought Digital Book/12 Mo	6,410	19.4%	103
Bought Hardcover Book/12 Mo	9,390	28.4%	105
Bought Paperback Book/12 Mo	11,199	33.8%	100
Read Daily Newspaper (Paper Version)	6,524	19.7%	128
Read Digital Newspaper/30 Days	16,882	51.0%	101
Read Magazine (Paper/Electronic Vers)/6 Mo	29,308	88.6%	102

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August 30, 2023



Retail Market Potential

1520 N Highway A1a, Indialantic, Florida, 32903

Drive time: 10 minute radius

franco massacessi

Latitude: 28.10841

Longitude: -80.57274

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to Family Restrnt/SteakHse/6 Mo	21,979	66.4%	100
Went to Family Restrnt/SteakHse 4+ Times/30 Days	6,915	20.9%	102
Spent \$101-200 at Family Restrnt/SteakHse/30 Days	3,022	90.0%	99
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	11,830	35.7%	92
Ordered Eat-In Fast Food/6 Mo	6,273	19.0%	93
Ordered Home Delivery Fast Food/6 Mo	3,595	10.9%	81
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	19,413	58.7%	100
Ordered Take-Out/Walk-In Fast Food/6 Mo	7,060	21.3%	96
Television & Electronics (Adults/Households)			
Own Tablet	20,336	61.5%	104
Own E-Reader	5,340	16.1%	113
Own E-Reader/Tablet: Apple iPad	13,143	39.7%	107
HH Owns Internet Connectable TV	7,791	44.6%	103
Own Portable MP3 Player	3,921	11.8%	106
HH Owns 1 TV	3,208	18.4%	101
HH Owns 2 TVs	5,110	29.2%	103
HH Owns 3 TVs	3,977	22.8%	99
HH Owns 4+ TVs	3,951	22.6%	100
HH Subscribes to Cable TV	7,341	42.0%	124
HH Subscribes to Fiber Optic TV	927	5.3%	101
HH Owns Portable GPS Device	4,127	23.6%	114
HH Purchased Video Game System/12 Mo	950	5.4%	68
HH Owns Internet Video Device for TV	8,982	51.4%	98
Travel (Adults)			
Took Domestic Trip in Continental U.S./12 Mo	18,187	55.0%	102
Took 3+ Domestic Non-Business Trips/12 Mo	4,734	14.3%	103
Spent \$1-999 on Domestic Vacations/12 Mo	4,447	13.4%	98
Spent \$1K-1499 on Domestic Vacations/12 Mo	2,030	6.1%	96
Spent \$1500-1999 on Domestic Vacations/12 Mo	1,323	4.0%	105
Spent \$2K-2999 on Domestic Vacations/12 Mo	1,361	4.1%	103
Spent \$3K+ on Domestic Vacations/12 Mo	2,550	7.7%	116
Used Intrnt Travel Site for Domestic Trip/12 Mo	1,813	5.5%	98
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	10,491	31.7%	96
Took 3+ Foreign Trips by Plane/3 Yrs	2,189	6.6%	91
Spent \$1-999 on Foreign Vacations/12 Mo	2,548	7.7%	99
Index: Spent \$1K-2999 on Foreign Vacations/12 Mo	800	2.4%	79
Spent \$3K+ on Foreign Vacations/12 Mo	1,222	3.7%	87
Used General Travel Site: Foreign Trip/3 Yrs	1,995	6.0%	95
Spent Night at Hotel or Motel/12 Mo	15,209	46.0%	101
Took Cruise of More Than One Day/3 Yrs	3,604	10.9%	108
Member of Frequent Flyer Program	10,304	31.1%	113
Member of Hotel Rewards Program	10,328	31.2%	108

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Demographic Summary		2023	2028
Population		113,828	113,518
Population 18+		96,093	96,133
Households		51,006	51,582
Median Household Income		\$59,761	\$72,165

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought Men`s Clothing/12 Mo	57,284	59.6%	97
Bought Women`s Clothing/12 Mo	49,570	51.6%	100
Bought Shoes/12 Mo	70,180	73.0%	98
Bought Fine Jewelry/12 Mo	18,345	19.1%	93
Bought Watch/12 Mo	12,563	13.1%	94
Automobiles (Households)			
HH Owns or Leases Any Vehicle	46,932	92.0%	101
HH Bought or Leased New Vehicle/12 Mo	5,168	10.1%	100
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	87,976	91.6%	101
Bought or Changed Motor Oil/12 Mo	50,583	52.6%	102
Had Vehicle Tune-Up/12 Mo	22,874	23.8%	96
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	33,800	35.2%	95
Drank Beer or Ale/6 Mo	37,855	39.4%	99
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	11,485	12.0%	109
Own Digital SLR Camera or Camcorder	9,651	10.0%	93
Printed Digital Photos/12 Mo	25,950	27.0%	100
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	33,287	34.6%	99
Have a Smartphone	89,463	93.1%	99
Have Android Phone (Any Brand) Smartphone	39,660	41.3%	107
Have Apple iPhone Smartphone	50,513	52.6%	93
HH Owns 1 Cell Phone	18,958	37.2%	122
HH Owns 2 Cell Phones	19,959	39.1%	100
HH Owns 3+ Cell Phones	11,231	22.0%	77
HH Has Cell Phone Only (No Landline Telephone)	35,081	68.8%	100
Computers (Households)			
HH Owns Computer	43,499	85.3%	100
HH Owns Desktop Computer	21,032	41.2%	103
HH Owns Laptop or Notebook	34,994	68.6%	97
HH Owns Apple/Mac Brand Computer	11,047	21.7%	90
HH Owns PC/Non-Apple Brand Computer	36,794	72.1%	102
HH Purchased Most Recent Home Computer at Store	20,466	40.1%	103
HH Purchased Most Recent Home Computer Online	13,757	27.0%	98
HH Spent \$1-499 on Most Recent Home Computer	8,894	17.4%	110
HH Spent \$500-999 on Most Recent Home Computer	11,072	21.7%	107
HH Spent \$1K-1499 on Most Recent Home Computer	5,676	11.1%	92
HH Spent \$1500-1999 on Most Recent Home Computer	2,033	4.0%	87
HH Spent \$2K+ on Most Recent Home Computer	2,607	5.1%	95

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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	62,180	64.7%	101
Bought Brewed Coffee at C-Store/30 Days	11,456	11.9%	99
Bought Cigarettes at C-Store/30 Days	6,488	6.8%	111
Bought Gas at C-Store/30 Days	40,003	41.6%	106
Spent \$1-19 at C-Store/30 Days	7,020	7.3%	99
Spent \$20-39 at C-Store/30 Days	9,358	9.7%	99
Spent \$40-50 at C-Store/30 Days	7,527	7.8%	101
Spent \$51-99 at C-Store/30 Days	6,801	7.1%	116
Spent \$100+ at C-Store/30 Days	20,525	21.4%	102
Entertainment (Adults)			
Attended Movie/6 Mo	33,241	34.6%	94
Went to Live Theater/12 Mo	6,589	6.9%	100
Went to Bar or Night Club/12 Mo	15,946	16.6%	102
Dined Out/12 Mo	51,051	53.1%	102
Gambled at Casino/12 Mo	10,229	10.6%	99
Visited Theme Park/12 Mo	9,199	9.6%	82
Viewed Movie (Video-on-Demand)/30 Days	10,106	10.5%	95
Viewed TV Show (Video-on-Demand)/30 Days	7,249	7.5%	100
Used Internet to Download Movie/30 Days	4,876	5.1%	84
Downloaded Individual Song/6 Mo	17,571	18.3%	91
Used Internet to Watch Movie/30 Days	29,012	30.2%	88
Used Internet to Watch TV Program/30 Days	19,565	20.4%	92
Played (Console) Video or Electronic Game/12 Mo	10,916	11.4%	89
Played (Portable) Video or Electronic Game/12 Mo	5,965	6.2%	94
Financial (Adults)			
Have 1st Home Mortgage	35,626	37.1%	98
Used ATM or Cash Machine/12 Mo	59,260	61.7%	98
Own Any Stock	14,340	14.9%	100
Own U.S. Savings Bonds	7,058	7.3%	103
Own Shares in Mutual Fund (Stocks)	14,099	14.7%	107
Own Shares in Mutual Fund (Bonds)	9,117	9.5%	111
Have Interest Checking Account	39,753	41.4%	105
Have Non-Interest Checking Account	38,111	39.7%	104
Have Savings Account	70,859	73.7%	100
Have 401(k) Retirement Savings Plan	21,991	22.9%	94
Own or Used Any Credit/Debit Card/12 Mo	89,379	93.0%	100
Avg \$1-110 Monthly Credit Card Expenditures	11,620	12.1%	106
Avg \$111-225 Monthly Credit Card Expenditures	7,246	7.5%	98
Avg \$226-450 Monthly Credit Card Expenditures	9,016	9.4%	101
Avg \$451-700 Monthly Credit Card Expenditures	9,058	9.4%	102
Avg \$701-1000 Monthly Credit Card Expenditures	7,915	8.2%	101
Avg \$1001-2000 Monthly Credit Card Expenditures	10,816	11.3%	96
Avg \$2001+ Monthly Credit Card Expenditures	9,996	10.4%	94
Did Banking Online/12 Mo	56,357	58.6%	100
Did Banking by Mobile Device/12 Mo	43,547	45.3%	94

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH Used Bread/6 Mo	48,381	94.9%	100
HH Used Chicken (Fresh or Frozen)/6 Mo	35,087	68.8%	99
HH Used Turkey (Fresh or Frozen)/6 Mo	7,708	15.1%	102
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	30,278	59.4%	99
HH Used Fresh Fruit or Vegetables/6 Mo	44,823	87.9%	99
HH Used Fresh Milk/6 Mo	42,163	82.7%	100
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	30,278	59.4%	90
Health (Adults)			
Exercise at Home 2+ Times/Wk	46,740	48.6%	99
Exercise at Club 2+ Times/Wk	10,600	11.0%	94
Visited Doctor/12 Mo	78,935	82.1%	103
Used Vitamins or Dietary Supplements/6 Mo	64,381	67.0%	101
Home (Households)			
HH Did Home Improvement/12 Mo	20,754	40.7%	103
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	15,862	31.1%	102
HH Purchased Low Ticket HH Furnishing/12 Mo	12,303	24.1%	98
HH Purchased Big Ticket HH Furnishing/12 Mo	14,379	28.2%	99
HH Bought Small Kitchen Appliance/12 Mo	12,847	25.2%	97
HH Bought Large Kitchen Appliance/12 Mo	7,991	15.7%	96
Insurance (Adults/Households)			
Currently Carry Life Insurance	49,268	51.3%	100
Personally Carry Any Med/Hosp/Accident Insur	83,090	86.5%	101
Homeowner Carries Home/Personal Property Insurance	61,860	64.4%	104
Renter Carries Home/Pers Property Insurance	11,126	11.6%	97
HH Has 1 Vehicle Covered w/Auto Insurance	17,428	34.2%	112
HH Has 2 Vehicles Covered w/Auto Insurance	16,451	32.3%	98
HH Has 3+ Vehicles Covered w/Auto Insurance	12,384	24.3%	92
Pets (Households)			
HH Owns Cat	12,277	24.1%	104
HH Owns Dog	19,513	38.3%	97
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	17,180	17.9%	96
Buying American Is Important: 4-Agr Cmpl	34,651	36.1%	112
Buy Based on Quality Not Price: 4-Agr Cmpl	14,064	14.6%	97
Buy on Credit Rather Than Wait: 4-Agr Cmpl	11,896	12.4%	97
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	11,375	11.8%	107
Will Pay More for Env Safe Prods: 4-Agr Cmpl	10,887	11.3%	93
Buy Based on Price Not Brands: 4-Agr Cmpl	26,368	27.4%	101
Am Interested in How to Help Env: 4-Agr Cmpl	17,180	17.9%	96
Reading (Adults)			
Bought Digital Book/12 Mo	17,290	18.0%	95
Bought Hardcover Book/12 Mo	26,331	27.4%	101
Bought Paperback Book/12 Mo	31,992	33.3%	98
Read Daily Newspaper (Paper Version)	17,258	18.0%	117
Read Digital Newspaper/30 Days	46,464	48.4%	95
Read Magazine (Paper/Electronic Vers)/6 Mo	83,173	86.6%	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	64,312	66.9%	101
Went to Family Restrnt/SteakHse 4+ Times/30 Days	20,179	21.0%	102
Spent \$101-200 at Family Restrnt/SteakHse/30 Days	9,013	90.6%	100
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	35,886	37.3%	96
Ordered Eat-In Fast Food/6 Mo	19,145	19.9%	97
Ordered Home Delivery Fast Food/6 Mo	11,493	12.0%	89
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	57,776	60.1%	103
Ordered Take-Out/Walk-In Fast Food/6 Mo	19,247	20.0%	90
Television & Electronics (Adults/Households)			
Own Tablet	56,303	58.6%	99
Own E-Reader	13,994	14.6%	102
Own E-Reader/Tablet: Apple iPad	33,826	35.2%	94
HH Owns Internet Connectable TV	22,190	43.5%	101
Own Portable MP3 Player	10,945	11.4%	102
HH Owns 1 TV	9,749	19.1%	105
HH Owns 2 TVs	14,876	29.2%	103
HH Owns 3 TVs	11,681	22.9%	100
HH Owns 4+ TVs	10,959	21.5%	95
HH Subscribes to Cable TV	19,560	38.3%	113
HH Subscribes to Fiber Optic TV	2,241	4.4%	84
HH Owns Portable GPS Device	11,634	22.8%	110
HH Purchased Video Game System/12 Mo	2,705	5.3%	66
HH Owns Internet Video Device for TV	25,939	50.9%	97
Travel (Adults)			
Took Domestic Trip in Continental U.S./12 Mo	50,387	52.4%	98
Took 3+ Domestic Non-Business Trips/12 Mo	12,789	13.3%	96
Spent \$1-999 on Domestic Vacations/12 Mo	12,829	13.4%	98
Spent \$1K-1499 on Domestic Vacations/12 Mo	5,498	5.7%	90
Spent \$1500-1999 on Domestic Vacations/12 Mo	3,603	3.7%	98
Spent \$2K-2999 on Domestic Vacations/12 Mo	3,546	3.7%	93
Spent \$3K+ on Domestic Vacations/12 Mo	6,448	6.7%	101
Used Intrnt Travel Site for Domestic Trip/12 Mo	4,813	5.0%	90
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	27,267	28.4%	86
Took 3+ Foreign Trips by Plane/3 Yrs	5,324	5.5%	76
Spent \$1-999 on Foreign Vacations/12 Mo	6,341	6.6%	85
Index: Spent \$1K-2999 on Foreign Vacations/12 Mo	2,178	2.3%	74
Spent \$3K+ on Foreign Vacations/12 Mo	2,858	3.0%	70
Used General Travel Site: Foreign Trip/3 Yrs	4,763	5.0%	78
Spent Night at Hotel or Motel/12 Mo	42,397	44.1%	97
Took Cruise of More Than One Day/3 Yrs	9,257	9.6%	95
Member of Frequent Flyer Program	25,666	26.7%	97
Member of Hotel Rewards Program	27,452	28.6%	99

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