



market (Esri 2025)

1829 Wp Ball Blvd, Sanford, Florida, 32771 2
1829 Wp Ball Blvd, Sanford, Florida, 32771
Ring: 1 mile radius

Prepared by Esri
Latitude: 28.80009
Longitude: -81.33335

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought Men`s Clothing/12 Mo	5,655		98
Bought Women`s Clothing/12 Mo	4,886		103
Bought Shoes/12 Mo	6,887		100
Bought Fine Jewelry/12 Mo	2,154		108
Bought Watch/12 Mo	1,275		110
Automobiles (Households)			
HH Owns or Leases Any Vehicle	4,472		101
HH Bought or Leased New Vehicle/12 Mo	324		77
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	8,238		102
Bought or Changed Motor Oil/12 Mo	4,910		100
Had Vehicle Tune-Up/12 Mo	1,902		91
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	3,845		111
Drank Beer or Ale/6 Mo	3,260		96
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	724		94
Own Digital SLR Camera or Camcorder	825		94
Printed Digital Photos/12 Mo	2,201		97
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	3,216		103
Have a Smartphone	8,624		101
Have Android Phone (Any Brand) Smartphone	3,438		101
Have Apple iPhone Smartphone	5,427		102
HH Owns 1 Cell Phone	1,691		113
HH Owns 2 Cell Phones	1,821		95
HH Owns 3+ Cell Phones	1,324		92
HH Has Cell Phone Only (No Landline Telephone)	4,141		111
Computers (Households)			
HH Owns Computer	4,208		102
HH Owns Desktop Computer	1,804		97
HH Owns Laptop or Notebook	3,498		102
HH Owns Apple/Mac Brand Computer	1,232		99
HH Owns PC/Non-Apple Brand Computer	3,533		103
HH Purchased Most Recent Home Computer at Store	1,667		96
HH Purchased Most Recent Home Computer Online	1,420		106
HH Spent \$1-499 on Most Recent Home Computer	619		96
HH Spent \$500-999 on Most Recent Home Computer	883		100
HH Spent \$1K-1499 on Most Recent Home Computer	511		92
HH Spent \$1500-1999 on Most Recent Home Computer	228		113
HH Spent \$2K+ on Most Recent Home Computer	315		100



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Convenience Stores (Adults)		
Shopped at C-Store/6 Mo	6,329	106
Bought Brewed Coffee at C-Store/30 Days	1,189	104
Bought Cigarettes at C-Store/30 Days	503	97
Bought Gas at C-Store/30 Days	3,947	106
Spent \$1-19 at C-Store/30 Days	591	103
Spent \$20-39 at C-Store/30 Days	807	110
Spent \$40-50 at C-Store/30 Days	605	105
Spent \$51-99 at C-Store/30 Days	545	113
Spent \$100+ at C-Store/30 Days	2,227	99
Entertainment (Adults)		
Attended Movie/6 Mo	5,334	110
Went to Live Theater/12 Mo	1,086	103
Went to Bar or Night Club/12 Mo	1,726	98
Dined Out/12 Mo	4,778	94
Gambled at Casino/12 Mo	1,047	90
Visited Theme Park/12 Mo	2,075	121
Viewed Movie (Video-on-Demand)/30 Days	693	93
Viewed TV Show (Video-on-Demand)/30 Days	459	92
Used Internet to Download Movie/30 Days	706	115
Downloaded Individual Song/6 Mo	1,721	104
Used Internet to Watch Movie/30 Days	3,909	122
Used Internet to Watch TV Program/30 Days	2,406	117
Played (Console) Video or Electronic Game/12 Mo	1,560	134
Played (Portable) Video or Electronic Game/12 Mo	829	126
Financial (Adults)		
Have 1st Home Mortgage	2,930	92
Used ATM or Cash Machine/12 Mo	5,446	99
Own Any Stock	1,106	89
Own U.S. Savings Bonds	557	82
Own Shares in Mutual Fund (Stocks)	823	75
Own Shares in Mutual Fund (Bonds)	475	68
Have Interest Checking Account	3,096	91
Have Non-Interest Checking Account	3,126	95
Have Savings Account	6,514	100
Have 401(k) Retirement Savings Plan	2,364	108
Own or Used Any Credit/Debit Card/12 Mo	8,340	100
Avg \$1-110 Monthly Credit Card Expenditures	1,713	97
Avg \$111-225 Monthly Credit Card Expenditures	1,185	106
Avg \$226-450 Monthly Credit Card Expenditures	880	115
Avg \$451-700 Monthly Credit Card Expenditures	810	102
Avg \$701-1000 Monthly Credit Card Expenditures	737	104
Avg \$1001-2000 Monthly Credit Card Expenditures	1,059	101
Avg \$2001+ Monthly Credit Card Expenditures	1,089	89
Did Banking Online/12 Mo	5,073	101
Did Banking by Mobile Device/12 Mo	5,039	114



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Ordered Home Delivery Fast Food/6 Mo	1,505	135
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	4,669	106
Ordered Take-Out/Walk-In Fast Food/6 Mo	2,077	100
Bought Breakfast at Fast Food Restaurant/6 Mo	3,532	109
Bought Lunch at Fast Food Restaurant/6 Mo	5,022	104
Bought Dinner at Fast Food Restaurant/6 Mo	5,418	111
Bought Snack at Fast Food Restaurant/6 Mo	1,474	117
Bought from Fast Food Restaurant on Weekday/6 Mo	5,996	101
Bought from Fast Food Restaurant on Weekend/6 Mo	5,332	112
Bought A&W/6 Mo	147	74
Bought Arby`s/6 Mo	1,633	101
Bought Baskin-Robbins/6 Mo	379	123
Bought Boston Market/6 Mo	132	104
Bought Burger King/6 Mo	2,406	100
Bought Captain D`s/6 Mo	276	109
Bought Carl`s Jr./6 Mo	419	105
Bought Checkers/6 Mo	327	149
Bought Chick-Fil-A/6 Mo	3,792	123
Bought Chipotle Mexican Grill/6 Mo	2,058	131
Bought Chuck E. Cheese`s/6 Mo	156	99
Bought Church`s Fried Chicken/6 Mo	482	179
Bought Cold Stone Creamery/6 Mo	383	147
Bought Dairy Queen/6 Mo	1,450	102
Bought Del Taco/6 Mo	366	111
Bought Domino`s Pizza/6 Mo	1,858	120
Bought Dunkin` Donuts/6 Mo	1,326	103
Bought Five Guys/6 Mo	1,147	126
Bought Hardee`s/6 Mo	325	76
Bought Jack in the Box/6 Mo	771	124
Bought Jersey Mike`s/6 Mo	956	111
Bought Jimmy John`s/6 Mo	576	106
Bought KFC/6 Mo	1,611	103
Bought Krispy Kreme Doughnuts/6 Mo	710	127
Bought Little Caesars/6 Mo	1,427	123
Bought Long John Silver`s/6 Mo	206	92
Bought McDonald`s/6 Mo	4,525	100
Bought Panda Express/6 Mo	1,625	134
Bought Panera Bread/6 Mo	1,256	104
Bought Papa John`s/6 Mo	1,020	141
Bought Papa Murphy`s/6 Mo	314	108
Bought Pizza Hut/6 Mo	1,310	117
Bought Popeyes Chicken/6 Mo	1,397	121
Bought Sonic Drive-In/6 Mo	1,240	125
Bought Starbucks/6 Mo	2,286	117
Bought Steak `N Shake/6 Mo	386	148
Bought Subway/6 Mo	2,197	107
Bought Taco Bell/6 Mo	2,640	104
Bought Wendy`s/6 Mo	2,586	106
Bought Whataburger/6 Mo	859	153
Bought White Castle/6 Mo	192	85
Bought Wing-Stop/6 Mo	496	142



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Went to Fine Dining Restaurant/6 Mo	1,463	97
Went to Fine Dining Restaurant/30 Days	1,122	99
Went to Fine Dining Restaurant 2+ Times/30 Days	488	88
Used DoorDash Site/App for Take-Out/Del/30 Days	1,699	147
Used Grubhub Site/App for Take-Out/Del/30 Days	495	127
Used Postmates Site/App for Take-Out/Del/30 Days	128	163
Used Restrnt Site/App for Take-Out/Del/30 Days	2,081	110
Used Uber Eats Site/App for Take-Out/Del/30 Days	1,031	153
Used Yelp Site/App for Take-Out/Del/30 Days	104	112
Used Eyeliner/Eyebrow Pencil/6 Mo	2,508	106
Used Facial Moisturizer/6 Mo	4,888	105
Used Personal Foot Care Prod/6 Mo	1,567	93
Used Hair Coloring Prod at Home/6 Mo	1,693	109
Used Hair Conditioning Treatment at Home/6 Mo	2,713	110
Used Hair Growth Prod/6 Mo	385	105
Used Hair Spray at Home/6 Mo	2,019	87
Used Hair Styling Gel/Lotion/Mousse/6 Mo	3,454	101
Used Mouthwash/6 Mo	6,250	106
Used Mouthwash 8+ Times/7 Days	1,743	113
Used Sensitive Toothpaste/6 Mo	2,005	107
Used Whitening Toothpaste/6 Mo	3,765	107
Used Tooth Whitener (Not Toothpaste)/6 Mo	892	97
Used Tooth Whitener (Gel)/6 Mo	206	117
Used Tooth Whitener (Strips)/6 Mo	466	92
Visited Day Spa/6 Mo	573	126
Purchased Prod at Salon or Day Spa/6 Mo	428	125
Used Prof Service for Haircut/6 Mo	5,222	96
Used Prof Svc for Hair Color/Highlights/6 Mo	1,144	88
Used Prof Service for Facial/6 Mo	383	141
Used Prof Service for Massage/6 Mo	820	115
Used Prof Service for Manicure/6 Mo	1,268	119
Used Prof Service for Pedicure/6 Mo	1,517	111
Spent \$1-99 at Barber Shop/6 Mo	1,215	99
Spent \$100+ at Barber Shop/6 Mo	1,017	113
Spent \$1-99 at Beauty Salon/6 Mo	830	86
Spent \$100+ at Beauty Salon/6 Mo	1,624	88



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Typically Spend 1-3 Hrs Exercising/Wk	2,578	112
Typically Spend 4-6 Hrs Exercising/Wk	1,980	99
Typically Spend 7+ Hrs Exercising/Wk	1,940	92
Exercise at Home 2+ Times/Wk	4,101	98
Exercise at Club 2+ Times/Wk	1,382	115
Exercise at Oth Facility (Not Club) 2+ Times/Wk	1,064	120
Member of LA Fitness Club/Gym	203	131
Member of Planet Fitness Club/Gym	546	118
Member of YMCA Fitness Club/Gym	218	87
Own Elliptical	463	84
Own Stationary Bicycle	850	78
Own Treadmill	971	84
Own Weight Lifting Equipment	1,812	99
Control Diet for Blood Sugar Level	1,065	87
Control Diet for Cholesterol Level	1,110	88
Control Diet for Food Allergies	251	112
Control Diet to Maintain Weight	898	87
Control Diet for Physical Fitness	1,384	100
Control Diet for Salt Restriction	352	91
Control Diet for Weight Loss	2,104	111
Use Doctor `s Care/Diet for Diet Method	449	100
Use Exercise Program for Diet Method	1,060	112
Buy Foods Specifically Labeled: Fat-Free	770	93
Buy Foods Specifically Labeled: Gluten-Free	506	93
Buy Foods Specifically Labeled: High Fiber	720	99
Buy Foods Specifically Labeled: High Protein	1,090	107
Buy Foods Specifically Labeled: Hormone-Free	239	87
Buy Foods Specifically Labeled: Lactose-Free	599	110
Buy Foods Specifically Labeled: Low-Calorie	730	112
Buy Foods Specifically Labeled: Low-Carb	835	93
Buy Foods Specifically Labeled: Low-Cholesterol	530	106
Buy Foods Specifically Labeled: Low-Fat	726	93
Buy Foods Specifically Labeled: Low-Sodium	1,073	94
Buy Foods Specifically Labeled: Natural/Organic	1,541	104
Buy Foods Specifically Labeled: Probiotic	515	103
Buy Foods Specifically Labeled: Sugar-Free	1,250	100
Consider Self to Be Semi-Vegetarian	794	106
Used Meal/Dietary/Weight Loss Supplement/6 Mo	969	102
Used Vitamins or Dietary Supplements/6 Mo	5,890	99
Provide Services as Primary Caregiver/Caretaker	496	84
Assist w/Chores as Caregiver/Caretaker	273	71
Assist w/Personal Care as Caregiver/Caretaker	263	87
Give Medication as Caregiver/Caretaker	173	69
Make Doctor Appointments as Caregiver/Caretaker	286	84
Provide Transportation as Caregiver/Caretaker	333	83



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Restaurants (Adults)		
Went to Family Restrnt/SteakHse/6 Mo	6,849	104
Went to Family Restrnt/SteakHse 4+ Times/30 Days	2,548	115
Went to Fast Food/Drive-In Restaurant/6 Mo	8,449	102
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	4,109	114
Ordered Eat-In Fast Food/6 Mo	3,039	101
Ordered Home Delivery Fast Food/6 Mo	1,505	135
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	4,669	106
Ordered Take-Out/Walk-In Fast Food/6 Mo	2,077	100
Television & Electronics (Adults/Households)		
Own Tablet	4,932	97
Own E-Reader	1,515	102
Own E-Reader/Tablet: Apple iPad	3,201	97
HH Owns Internet Connectable TV	2,045	99
Own Portable MP3 Player	606	87
HH Owns 1 TV	1,175	120
HH Owns 2 TVs	1,519	110
HH Owns 3 TVs	966	88
HH Owns 4+ TVs	837	77
HH Subscribes to Cable TV	1,177	84
HH Subscribes to Fiber Optic TV	145	90
HH Owns Portable GPS Device	596	72
HH Purchased Video Game System/12 Mo	396	113
HH Owns Internet Video Device for TV	2,596	99
Travel (Adults)		
Took Domestic Trip in Continental U.S./12 Mo	5,719	102
Took 3+ Domestic Non-Business Trips/12 Mo	1,554	94
Spent \$1-999 on Domestic Vacations/12 Mo	1,054	106
Spent \$1K-1499 on Domestic Vacations/12 Mo	715	114
Spent \$1500-1999 on Domestic Vacations/12 Mo	439	101
Spent \$2K-2999 on Domestic Vacations/12 Mo	534	105
Spent \$3K+ on Domestic Vacations/12 Mo	918	85
Used Intrnt Travel Site for Domestic Trip/12 Mo	684	117
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	2,941	106
Took 3+ Foreign Trips by Plane/3 Yrs	498	99
Spent \$1-999 on Foreign Vacations/12 Mo	384	100
Index: Spent \$1K-2999 on Foreign Vacations/12 Mo	495	127
Spent \$3K+ on Foreign Vacations/12 Mo	793	90
Used General Travel Site: Foreign Trip/3 Yrs	560	115
Spent Night at Hotel or Motel/12 Mo	5,147	104
Took Cruise of More Than One Day/3 Yrs	832	104
Member of Frequent Flyer Program	2,448	98
Member of Hotel Rewards Program	2,697	101



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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought Men`s Clothing/12 Mo	32,859		100
Bought Women`s Clothing/12 Mo	27,685		102
Bought Shoes/12 Mo	39,658		101
Bought Fine Jewelry/12 Mo	11,645		102
Bought Watch/12 Mo	6,794		102
Automobiles (Households)			
HH Owns or Leases Any Vehicle	24,389		102
HH Bought or Leased New Vehicle/12 Mo	2,287		101
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	47,301		102
Bought or Changed Motor Oil/12 Mo	27,728		99
Had Vehicle Tune-Up/12 Mo	12,097		101
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	19,355		98
Drank Beer or Ale/6 Mo	19,649		102
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	4,690		106
Own Digital SLR Camera or Camcorder	5,586		111
Printed Digital Photos/12 Mo	13,538		105
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	17,759		99
Have a Smartphone	49,361		101
Have Android Phone (Any Brand) Smartphone	18,149		93
Have Apple iPhone Smartphone	32,440		107
HH Owns 1 Cell Phone	7,722		97
HH Owns 2 Cell Phones	10,312		100
HH Owns 3+ Cell Phones	7,988		104
HH Has Cell Phone Only (No Landline Telephone)	20,548		102
Computers (Households)			
HH Owns Computer	23,070		104
HH Owns Desktop Computer	10,252		103
HH Owns Laptop or Notebook	19,188		105
HH Owns Apple/Mac Brand Computer	7,288		110
HH Owns PC/Non-Apple Brand Computer	19,135		104
HH Purchased Most Recent Home Computer at Store	9,397		101
HH Purchased Most Recent Home Computer Online	7,782		108
HH Spent \$1-499 on Most Recent Home Computer	3,307		96
HH Spent \$500-999 on Most Recent Home Computer	4,971		105
HH Spent \$1K-1499 on Most Recent Home Computer	3,061		103
HH Spent \$1500-1999 on Most Recent Home Computer	1,257		116
HH Spent \$2K+ on Most Recent Home Computer	1,877		112



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Convenience Stores (Adults)		
Shopped at C-Store/6 Mo	34,156	100
Bought Brewed Coffee at C-Store/30 Days	6,469	99
Bought Cigarettes at C-Store/30 Days	2,410	81
Bought Gas at C-Store/30 Days	20,990	99
Spent \$1-19 at C-Store/30 Days	3,542	108
Spent \$20-39 at C-Store/30 Days	4,305	103
Spent \$40-50 at C-Store/30 Days	3,263	99
Spent \$51-99 at C-Store/30 Days	2,883	104
Spent \$100+ at C-Store/30 Days	11,817	92
Entertainment (Adults)		
Attended Movie/6 Mo	29,631	107
Went to Live Theater/12 Mo	6,708	111
Went to Bar or Night Club/12 Mo	10,442	104
Dined Out/12 Mo	29,701	102
Gambled at Casino/12 Mo	6,565	99
Visited Theme Park/12 Mo	10,938	112
Viewed Movie (Video-on-Demand)/30 Days	4,880	115
Viewed TV Show (Video-on-Demand)/30 Days	3,287	115
Used Internet to Download Movie/30 Days	3,840	109
Downloaded Individual Song/6 Mo	9,651	102
Used Internet to Watch Movie/30 Days	19,935	109
Used Internet to Watch TV Program/30 Days	12,797	109
Played (Console) Video or Electronic Game/12 Mo	7,318	110
Played (Portable) Video or Electronic Game/12 Mo	4,087	108
Financial (Adults)		
Have 1st Home Mortgage	19,694	108
Used ATM or Cash Machine/12 Mo	31,746	101
Own Any Stock	7,937	111
Own U.S. Savings Bonds	4,036	104
Own Shares in Mutual Fund (Stocks)	6,517	104
Own Shares in Mutual Fund (Bonds)	4,038	102
Have Interest Checking Account	20,237	104
Have Non-Interest Checking Account	18,519	98
Have Savings Account	38,443	103
Have 401(k) Retirement Savings Plan	13,914	111
Own or Used Any Credit/Debit Card/12 Mo	48,230	101
Avg \$1-110 Monthly Credit Card Expenditures	9,810	97
Avg \$111-225 Monthly Credit Card Expenditures	6,695	105
Avg \$226-450 Monthly Credit Card Expenditures	4,470	102
Avg \$451-700 Monthly Credit Card Expenditures	4,605	102
Avg \$701-1000 Monthly Credit Card Expenditures	4,357	108
Avg \$1001-2000 Monthly Credit Card Expenditures	6,656	111
Avg \$2001+ Monthly Credit Card Expenditures	8,113	116
Did Banking Online/12 Mo	30,182	105
Did Banking by Mobile Device/12 Mo	27,428	108



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Ordered Home Delivery Fast Food/6 Mo	7,032	110
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	25,770	102
Ordered Take-Out/Walk-In Fast Food/6 Mo	12,299	104
Bought Breakfast at Fast Food Restaurant/6 Mo	18,997	102
Bought Lunch at Fast Food Restaurant/6 Mo	28,030	101
Bought Dinner at Fast Food Restaurant/6 Mo	29,092	105
Bought Snack at Fast Food Restaurant/6 Mo	7,798	108
Bought from Fast Food Restaurant on Weekday/6 Mo	34,061	100
Bought from Fast Food Restaurant on Weekend/6 Mo	28,190	104
Bought A&W/6 Mo	921	81
Bought Arby`s/6 Mo	8,566	92
Bought Baskin-Robbins/6 Mo	1,911	109
Bought Boston Market/6 Mo	742	102
Bought Burger King/6 Mo	12,848	94
Bought Captain D`s/6 Mo	1,289	89
Bought Carl`s Jr./6 Mo	2,184	95
Bought Checkers/6 Mo	1,437	115
Bought Chick-Fil-A/6 Mo	19,668	112
Bought Chipotle Mexican Grill/6 Mo	10,831	121
Bought Chuck E. Cheese`s/6 Mo	790	88
Bought Church`s Fried Chicken/6 Mo	1,843	120
Bought Cold Stone Creamery/6 Mo	1,910	128
Bought Dairy Queen/6 Mo	7,751	95
Bought Del Taco/6 Mo	1,965	105
Bought Domino`s Pizza/6 Mo	9,214	104
Bought Dunkin` Donuts/6 Mo	7,893	107
Bought Five Guys/6 Mo	6,072	117
Bought Hardee`s/6 Mo	1,628	67
Bought Jack in the Box/6 Mo	3,669	103
Bought Jersey Mike`s/6 Mo	5,678	116
Bought Jimmy John`s/6 Mo	3,378	109
Bought KFC/6 Mo	8,200	92
Bought Krispy Kreme Doughnuts/6 Mo	3,515	110
Bought Little Caesars/6 Mo	6,482	97
Bought Long John Silver`s/6 Mo	1,045	82
Bought McDonald`s/6 Mo	24,822	96
Bought Panda Express/6 Mo	7,955	114
Bought Panera Bread/6 Mo	7,662	111
Bought Papa John`s/6 Mo	4,727	114
Bought Papa Murphy`s/6 Mo	1,923	115
Bought Pizza Hut/6 Mo	6,090	95
Bought Popeyes Chicken/6 Mo	7,109	108
Bought Sonic Drive-In/6 Mo	5,645	100
Bought Starbucks/6 Mo	12,496	112
Bought Steak `N Shake/6 Mo	1,650	111
Bought Subway/6 Mo	11,303	97
Bought Taco Bell/6 Mo	13,986	96
Bought Wendy`s/6 Mo	13,717	99
Bought Whataburger/6 Mo	3,739	116
Bought White Castle/6 Mo	1,199	92
Bought Wing-Stop/6 Mo	2,298	115



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Went to Fine Dining Restaurant/6 Mo	9,603	112
Went to Fine Dining Restaurant/30 Days	7,456	115
Went to Fine Dining Restaurant 2+ Times/30 Days	3,585	114
Used DoorDash Site/App for Take-Out/Del/30 Days	8,001	121
Used Grubhub Site/App for Take-Out/Del/30 Days	2,521	113
Used Postmates Site/App for Take-Out/Del/30 Days	534	119
Used Restrnt Site/App for Take-Out/Del/30 Days	11,807	109
Used Uber Eats Site/App for Take-Out/Del/30 Days	4,772	124
Used Yelp Site/App for Take-Out/Del/30 Days	643	121
Used Eyeliner/Eyebrow Pencil/6 Mo	14,220	105
Used Facial Moisturizer/6 Mo	27,872	104
Used Personal Foot Care Prod/6 Mo	9,355	97
Used Hair Coloring Prod at Home/6 Mo	8,913	100
Used Hair Conditioning Treatment at Home/6 Mo	14,380	102
Used Hair Growth Prod/6 Mo	2,228	106
Used Hair Spray at Home/6 Mo	12,604	95
Used Hair Styling Gel/Lotion/Mousse/6 Mo	19,778	101
Used Mouthwash/6 Mo	34,470	102
Used Mouthwash 8+ Times/7 Days	9,099	103
Used Sensitive Toothpaste/6 Mo	11,270	105
Used Whitening Toothpaste/6 Mo	20,785	104
Used Tooth Whitener (Not Toothpaste)/6 Mo	5,259	100
Used Tooth Whitener (Gel)/6 Mo	1,068	106
Used Tooth Whitener (Strips)/6 Mo	2,822	97
Visited Day Spa/6 Mo	3,130	121
Purchased Prod at Salon or Day Spa/6 Mo	2,332	119
Used Prof Service for Haircut/6 Mo	31,613	101
Used Prof Svc for Hair Color/Highlights/6 Mo	7,663	103
Used Prof Service for Facial/6 Mo	1,936	125
Used Prof Service for Massage/6 Mo	4,719	116
Used Prof Service for Manicure/6 Mo	6,834	112
Used Prof Service for Pedicure/6 Mo	8,748	112
Spent \$1-99 at Barber Shop/6 Mo	7,108	101
Spent \$100+ at Barber Shop/6 Mo	5,704	111
Spent \$1-99 at Beauty Salon/6 Mo	5,060	91
Spent \$100+ at Beauty Salon/6 Mo	11,289	107



market (Esri 2025)

1829 Wp Ball Blvd, Sanford, Florida, 32771 2
1829 Wp Ball Blvd, Sanford, Florida, 32771
Ring: 3 mile radius

Prepared by Esri
Latitude: 28.80009
Longitude: -81.33335

Typically Spend 1-3 Hrs Exercising/Wk	13,821	105
Typically Spend 4-6 Hrs Exercising/Wk	12,092	105
Typically Spend 7+ Hrs Exercising/Wk	12,342	102
Exercise at Home 2+ Times/Wk	24,762	104
Exercise at Club 2+ Times/Wk	7,855	114
Exercise at Oth Facility (Not Club) 2+ Times/Wk	5,725	113
Member of LA Fitness Club/Gym	1,116	126
Member of Planet Fitness Club/Gym	2,875	109
Member of YMCA Fitness Club/Gym	1,392	98
Own Elliptical	3,294	104
Own Stationary Bicycle	6,360	102
Own Treadmill	6,684	102
Own Weight Lifting Equipment	11,356	108
Control Diet for Blood Sugar Level	6,568	94
Control Diet for Cholesterol Level	6,845	95
Control Diet for Food Allergies	1,292	101
Control Diet to Maintain Weight	5,796	99
Control Diet for Physical Fitness	8,196	104
Control Diet for Salt Restriction	2,097	95
Control Diet for Weight Loss	11,330	104
Use Doctor `s Care/Diet for Diet Method	2,413	94
Use Exercise Program for Diet Method	5,935	110
Buy Foods Specifically Labeled: Fat-Free	4,530	95
Buy Foods Specifically Labeled: Gluten-Free	3,176	102
Buy Foods Specifically Labeled: High Fiber	4,301	104
Buy Foods Specifically Labeled: High Protein	6,182	106
Buy Foods Specifically Labeled: Hormone-Free	1,572	101
Buy Foods Specifically Labeled: Lactose-Free	3,183	102
Buy Foods Specifically Labeled: Low-Calorie	3,928	105
Buy Foods Specifically Labeled: Low-Carb	5,018	98
Buy Foods Specifically Labeled: Low-Cholesterol	2,900	102
Buy Foods Specifically Labeled: Low-Fat	4,380	99
Buy Foods Specifically Labeled: Low-Sodium	6,396	98
Buy Foods Specifically Labeled: Natural/Organic	9,153	108
Buy Foods Specifically Labeled: Probiotic	2,916	102
Buy Foods Specifically Labeled: Sugar-Free	6,941	98
Consider Self to Be Semi-Vegetarian	4,464	105
Used Meal/Dietary/Weight Loss Supplement/6 Mo	5,432	100
Used Vitamins or Dietary Supplements/6 Mo	34,667	102
Provide Services as Primary Caregiver/Caretaker	3,046	90
Assist w/Chores as Caregiver/Caretaker	1,873	85
Assist w/Personal Care as Caregiver/Caretaker	1,504	87
Give Medication as Caregiver/Caretaker	1,205	84
Make Doctor Appointments as Caregiver/Caretaker	1,783	92
Provide Transportation as Caregiver/Caretaker	2,094	91



market (Esri 2025)

1829 Wp Ball Blvd, Sanford, Florida, 32771 2
1829 Wp Ball Blvd, Sanford, Florida, 32771
Ring: 3 mile radius

Prepared by Esri
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Longitude: -81.33335

Restaurants (Adults)		
Went to Family Restrnt/SteakHse/6 Mo	38,768	103
Went to Family Restrnt/SteakHse 4+ Times/30 Days	13,475	106
Went to Fast Food/Drive-In Restaurant/6 Mo	47,674	101
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	21,036	102
Ordered Eat-In Fast Food/6 Mo	17,061	99
Ordered Home Delivery Fast Food/6 Mo	7,032	110
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	25,770	102
Ordered Take-Out/Walk-In Fast Food/6 Mo	12,299	104
Television & Electronics (Adults/Households)		
Own Tablet	30,060	103
Own E-Reader	9,262	109
Own E-Reader/Tablet: Apple iPad	20,377	108
HH Owns Internet Connectable TV	11,295	102
Own Portable MP3 Player	4,065	102
HH Owns 1 TV	5,442	103
HH Owns 2 TVs	7,666	104
HH Owns 3 TVs	5,609	96
HH Owns 4+ TVs	5,676	97
HH Subscribes to Cable TV	7,696	102
HH Subscribes to Fiber Optic TV	1,048	121
HH Owns Portable GPS Device	4,115	93
HH Purchased Video Game System/12 Mo	1,960	104
HH Owns Internet Video Device for TV	14,441	103
Travel (Adults)		
Took Domestic Trip in Continental U.S./12 Mo	34,136	106
Took 3+ Domestic Non-Business Trips/12 Mo	10,084	106
Spent \$1-999 on Domestic Vacations/12 Mo	5,800	102
Spent \$1K-1499 on Domestic Vacations/12 Mo	3,863	107
Spent \$1500-1999 on Domestic Vacations/12 Mo	2,789	112
Spent \$2K-2999 on Domestic Vacations/12 Mo	3,216	110
Spent \$3K+ on Domestic Vacations/12 Mo	6,941	112
Used Intrnt Travel Site for Domestic Trip/12 Mo	3,875	116
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	17,797	113
Took 3+ Foreign Trips by Plane/3 Yrs	3,309	115
Spent \$1-999 on Foreign Vacations/12 Mo	2,379	108
Index: Spent \$1K-2999 on Foreign Vacations/12 Mo	2,523	113
Spent \$3K+ on Foreign Vacations/12 Mo	5,630	112
Used General Travel Site: Foreign Trip/3 Yrs	3,297	119
Spent Night at Hotel or Motel/12 Mo	30,405	107
Took Cruise of More Than One Day/3 Yrs	5,217	114
Member of Frequent Flyer Program	16,957	119
Member of Hotel Rewards Program	17,170	113



1829 Wp Ball Blvd, Sanford, Florida, 32771 2
 1829 Wp Ball Blvd, Sanford, Florida, 32771
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 28.80009
 Longitude: -81.33335

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought Men`s Clothing/12 Mo	66,437		99
Bought Women`s Clothing/12 Mo	56,486		102
Bought Shoes/12 Mo	80,442		100
Bought Fine Jewelry/12 Mo	23,818		102
Bought Watch/12 Mo	13,901		102
Automobiles (Households)			
HH Owns or Leases Any Vehicle	48,042		101
HH Bought or Leased New Vehicle/12 Mo	4,458		99
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	95,306		101
Bought or Changed Motor Oil/12 Mo	56,254		98
Had Vehicle Tune-Up/12 Mo	24,379		100
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	40,357		100
Drank Beer or Ale/6 Mo	39,661		101
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	9,122		101
Own Digital SLR Camera or Camcorder	10,753		105
Printed Digital Photos/12 Mo	26,743		101
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	36,842		101
Have a Smartphone	100,259		101
Have Android Phone (Any Brand) Smartphone	38,746		97
Have Apple iPhone Smartphone	64,049		103
HH Owns 1 Cell Phone	15,558		97
HH Owns 2 Cell Phones	20,167		98
HH Owns 3+ Cell Phones	16,172		105
HH Has Cell Phone Only (No Landline Telephone)	40,460		101
Computers (Households)			
HH Owns Computer	44,980		102
HH Owns Desktop Computer	20,086		101
HH Owns Laptop or Notebook	37,428		102
HH Owns Apple/Mac Brand Computer	13,832		104
HH Owns PC/Non-Apple Brand Computer	37,598		102
HH Purchased Most Recent Home Computer at Store	18,412		99
HH Purchased Most Recent Home Computer Online	14,867		104
HH Spent \$1-499 on Most Recent Home Computer	6,769		98
HH Spent \$500-999 on Most Recent Home Computer	9,601		102
HH Spent \$1K-1499 on Most Recent Home Computer	5,862		99
HH Spent \$1500-1999 on Most Recent Home Computer	2,317		107
HH Spent \$2K+ on Most Recent Home Computer	3,454		103



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Convenience Stores (Adults)		
Shopped at C-Store/6 Mo	69,562	100
Bought Brewed Coffee at C-Store/30 Days	13,268	100
Bought Cigarettes at C-Store/30 Days	5,507	91
Bought Gas at C-Store/30 Days	42,819	99
Spent \$1-19 at C-Store/30 Days	7,052	105
Spent \$20-39 at C-Store/30 Days	8,651	101
Spent \$40-50 at C-Store/30 Days	6,524	97
Spent \$51-99 at C-Store/30 Days	5,929	105
Spent \$100+ at C-Store/30 Days	24,782	95
Entertainment (Adults)		
Attended Movie/6 Mo	58,702	104
Went to Live Theater/12 Mo	12,896	105
Went to Bar or Night Club/12 Mo	20,941	102
Dined Out/12 Mo	59,314	100
Gambled at Casino/12 Mo	13,509	99
Visited Theme Park/12 Mo	21,550	108
Viewed Movie (Video-on-Demand)/30 Days	9,727	112
Viewed TV Show (Video-on-Demand)/30 Days	6,717	115
Used Internet to Download Movie/30 Days	7,608	106
Downloaded Individual Song/6 Mo	19,750	103
Used Internet to Watch Movie/30 Days	39,348	105
Used Internet to Watch TV Program/30 Days	25,047	104
Played (Console) Video or Electronic Game/12 Mo	14,289	105
Played (Portable) Video or Electronic Game/12 Mo	8,078	105
Financial (Adults)		
Have 1st Home Mortgage	38,885	104
Used ATM or Cash Machine/12 Mo	64,453	100
Own Any Stock	15,156	104
Own U.S. Savings Bonds	7,967	100
Own Shares in Mutual Fund (Stocks)	12,500	98
Own Shares in Mutual Fund (Bonds)	7,838	97
Have Interest Checking Account	39,819	100
Have Non-Interest Checking Account	37,731	98
Have Savings Account	76,812	101
Have 401(k) Retirement Savings Plan	26,842	105
Own or Used Any Credit/Debit Card/12 Mo	97,769	100
Avg \$1-110 Monthly Credit Card Expenditures	20,288	98
Avg \$111-225 Monthly Credit Card Expenditures	13,535	104
Avg \$226-450 Monthly Credit Card Expenditures	9,209	103
Avg \$451-700 Monthly Credit Card Expenditures	9,158	99
Avg \$701-1000 Monthly Credit Card Expenditures	8,514	103
Avg \$1001-2000 Monthly Credit Card Expenditures	12,682	104
Avg \$2001+ Monthly Credit Card Expenditures	15,218	107
Did Banking Online/12 Mo	59,827	102
Did Banking by Mobile Device/12 Mo	53,959	104



market (Esri 2025)

1829 Wp Ball Blvd, Sanford, Florida, 32771 2
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Ordered Home Delivery Fast Food/6 Mo	14,368	110
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	51,691	100
Ordered Take-Out/Walk-In Fast Food/6 Mo	24,848	102
Bought Breakfast at Fast Food Restaurant/6 Mo	38,568	102
Bought Lunch at Fast Food Restaurant/6 Mo	56,395	100
Bought Dinner at Fast Food Restaurant/6 Mo	57,908	102
Bought Snack at Fast Food Restaurant/6 Mo	15,449	105
Bought from Fast Food Restaurant on Weekday/6 Mo	69,063	100
Bought from Fast Food Restaurant on Weekend/6 Mo	56,526	102
Bought A&W/6 Mo	1,956	85
Bought Arby`s/6 Mo	17,520	93
Bought Baskin-Robbins/6 Mo	3,810	106
Bought Boston Market/6 Mo	1,637	111
Bought Burger King/6 Mo	27,340	98
Bought Captain D`s/6 Mo	2,832	96
Bought Carl`s Jr./6 Mo	4,275	91
Bought Checkers/6 Mo	3,295	129
Bought Chick-Fil-A/6 Mo	38,884	108
Bought Chipotle Mexican Grill/6 Mo	20,826	114
Bought Chuck E. Cheese`s/6 Mo	1,818	99
Bought Church`s Fried Chicken/6 Mo	4,040	129
Bought Cold Stone Creamery/6 Mo	3,648	120
Bought Dairy Queen/6 Mo	15,854	95
Bought Del Taco/6 Mo	3,725	97
Bought Domino`s Pizza/6 Mo	18,642	104
Bought Dunkin` Donuts/6 Mo	16,295	109
Bought Five Guys/6 Mo	11,835	111
Bought Hardee`s/6 Mo	3,655	73
Bought Jack in the Box/6 Mo	7,390	102
Bought Jersey Mike`s/6 Mo	10,952	109
Bought Jimmy John`s/6 Mo	6,499	103
Bought KFC/6 Mo	17,316	95
Bought Krispy Kreme Doughnuts/6 Mo	7,006	107
Bought Little Caesars/6 Mo	13,484	99
Bought Long John Silver`s/6 Mo	2,264	87
Bought McDonald`s/6 Mo	51,251	97
Bought Panda Express/6 Mo	15,257	107
Bought Panera Bread/6 Mo	15,017	107
Bought Papa John`s/6 Mo	9,424	112
Bought Papa Murphy`s/6 Mo	3,694	108
Bought Pizza Hut/6 Mo	12,670	97
Bought Popeyes Chicken/6 Mo	14,830	110
Bought Sonic Drive-In/6 Mo	11,318	98
Bought Starbucks/6 Mo	24,193	106
Bought Steak `N Shake/6 Mo	3,258	107
Bought Subway/6 Mo	23,199	97
Bought Taco Bell/6 Mo	28,887	97
Bought Wendy`s/6 Mo	28,653	101
Bought Whataburger/6 Mo	7,357	112
Bought White Castle/6 Mo	2,690	102
Bought Wing-Stop/6 Mo	4,689	115



market (Esri 2025)

1829 Wp Ball Blvd, Sanford, Florida, 32771 2
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Ring: 5 mile radius

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Latitude: 28.80009
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Went to Fine Dining Restaurant/6 Mo	18,883	108
Went to Fine Dining Restaurant/30 Days	14,495	110
Went to Fine Dining Restaurant 2+ Times/30 Days	6,931	108
Used DoorDash Site/App for Take-Out/Del/30 Days	15,669	116
Used Grubhub Site/App for Take-Out/Del/30 Days	5,057	111
Used Postmates Site/App for Take-Out/Del/30 Days	983	107
Used Restrnt Site/App for Take-Out/Del/30 Days	23,283	105
Used Uber Eats Site/App for Take-Out/Del/30 Days	9,487	121
Used Yelp Site/App for Take-Out/Del/30 Days	1,191	110
Used Eyeliner/Eyebrow Pencil/6 Mo	28,654	103
Used Facial Moisturizer/6 Mo	56,218	103
Used Personal Foot Care Prod/6 Mo	19,632	99
Used Hair Coloring Prod at Home/6 Mo	18,538	102
Used Hair Conditioning Treatment at Home/6 Mo	29,966	104
Used Hair Growth Prod/6 Mo	4,525	105
Used Hair Spray at Home/6 Mo	25,811	95
Used Hair Styling Gel/Lotion/Mousse/6 Mo	40,965	102
Used Mouthwash/6 Mo	70,777	102
Used Mouthwash 8+ Times/7 Days	18,935	105
Used Sensitive Toothpaste/6 Mo	22,561	103
Used Whitening Toothpaste/6 Mo	41,575	102
Used Tooth Whitener (Not Toothpaste)/6 Mo	10,761	100
Used Tooth Whitener (Gel)/6 Mo	2,223	108
Used Tooth Whitener (Strips)/6 Mo	5,748	97
Visited Day Spa/6 Mo	5,979	113
Purchased Prod at Salon or Day Spa/6 Mo	4,454	111
Used Prof Service for Haircut/6 Mo	63,279	99
Used Prof Svc for Hair Color/Highlights/6 Mo	15,254	100
Used Prof Service for Facial/6 Mo	3,736	118
Used Prof Service for Massage/6 Mo	9,171	110
Used Prof Service for Manicure/6 Mo	13,762	111
Used Prof Service for Pedicure/6 Mo	17,432	109
Spent \$1-99 at Barber Shop/6 Mo	14,358	100
Spent \$100+ at Barber Shop/6 Mo	11,304	108
Spent \$1-99 at Beauty Salon/6 Mo	10,656	94
Spent \$100+ at Beauty Salon/6 Mo	22,354	103



market (Esri 2025)

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Typically Spend 1-3 Hrs Exercising/Wk	27,971	104
Typically Spend 4-6 Hrs Exercising/Wk	24,004	102
Typically Spend 7+ Hrs Exercising/Wk	24,823	101
Exercise at Home 2+ Times/Wk	49,654	102
Exercise at Club 2+ Times/Wk	15,285	109
Exercise at Oth Facility (Not Club) 2+ Times/Wk	10,838	104
Member of LA Fitness Club/Gym	2,130	118
Member of Planet Fitness Club/Gym	5,933	110
Member of YMCA Fitness Club/Gym	2,809	96
Own Elliptical	6,575	102
Own Stationary Bicycle	12,908	102
Own Treadmill	13,622	101
Own Weight Lifting Equipment	22,216	104
Control Diet for Blood Sugar Level	14,230	100
Control Diet for Cholesterol Level	14,531	99
Control Diet for Food Allergies	2,611	100
Control Diet to Maintain Weight	11,815	98
Control Diet for Physical Fitness	16,315	101
Control Diet for Salt Restriction	4,551	101
Control Diet for Weight Loss	22,631	102
Use Doctor `s Care/Diet for Diet Method	5,052	96
Use Exercise Program for Diet Method	11,686	106
Buy Foods Specifically Labeled: Fat-Free	9,577	99
Buy Foods Specifically Labeled: Gluten-Free	6,523	102
Buy Foods Specifically Labeled: High Fiber	8,794	104
Buy Foods Specifically Labeled: High Protein	12,369	104
Buy Foods Specifically Labeled: Hormone-Free	3,250	102
Buy Foods Specifically Labeled: Lactose-Free	6,410	101
Buy Foods Specifically Labeled: Low-Calorie	7,892	103
Buy Foods Specifically Labeled: Low-Carb	10,263	98
Buy Foods Specifically Labeled: Low-Cholesterol	6,174	106
Buy Foods Specifically Labeled: Low-Fat	9,137	101
Buy Foods Specifically Labeled: Low-Sodium	13,563	102
Buy Foods Specifically Labeled: Natural/Organic	18,230	106
Buy Foods Specifically Labeled: Probiotic	5,948	102
Buy Foods Specifically Labeled: Sugar-Free	14,278	98
Consider Self to Be Semi-Vegetarian	8,938	103
Used Meal/Dietary/Weight Loss Supplement/6 Mo	11,199	101
Used Vitamins or Dietary Supplements/6 Mo	70,020	101
Provide Services as Primary Caregiver/Caretaker	6,734	97
Assist w/Chores as Caregiver/Caretaker	4,263	95
Assist w/Personal Care as Caregiver/Caretaker	3,389	96
Give Medication as Caregiver/Caretaker	2,783	95
Make Doctor Appointments as Caregiver/Caretaker	3,868	98
Provide Transportation as Caregiver/Caretaker	4,521	96



market (Esri 2025)

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1829 Wp Ball Blvd, Sanford, Florida, 32771
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Restaurants (Adults)		
Went to Family Restrnt/SteakHse/6 Mo	78,476	102
Went to Family Restrnt/SteakHse 4+ Times/30 Days	27,133	105
Went to Fast Food/Drive-In Restaurant/6 Mo	97,152	100
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	42,660	101
Ordered Eat-In Fast Food/6 Mo	34,323	97
Ordered Home Delivery Fast Food/6 Mo	14,368	110
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	51,691	100
Ordered Take-Out/Walk-In Fast Food/6 Mo	24,848	102
Television & Electronics (Adults/Households)		
Own Tablet	61,003	102
Own E-Reader	17,766	102
Own E-Reader/Tablet: Apple iPad	39,988	104
HH Owns Internet Connectable TV	22,227	101
Own Portable MP3 Player	8,293	102
HH Owns 1 TV	10,369	99
HH Owns 2 TVs	15,052	102
HH Owns 3 TVs	11,616	99
HH Owns 4+ TVs	11,598	99
HH Subscribes to Cable TV	15,634	104
HH Subscribes to Fiber Optic TV	2,041	118
HH Owns Portable GPS Device	8,296	94
HH Purchased Video Game System/12 Mo	3,955	105
HH Owns Internet Video Device for TV	28,443	102
Travel (Adults)		
Took Domestic Trip in Continental U.S./12 Mo	67,501	103
Took 3+ Domestic Non-Business Trips/12 Mo	19,743	102
Spent \$1-999 on Domestic Vacations/12 Mo	11,695	100
Spent \$1K-1499 on Domestic Vacations/12 Mo	7,528	103
Spent \$1500-1999 on Domestic Vacations/12 Mo	5,338	105
Spent \$2K-2999 on Domestic Vacations/12 Mo	6,275	106
Spent \$3K+ on Domestic Vacations/12 Mo	13,401	106
Used Intrnt Travel Site for Domestic Trip/12 Mo	7,391	109
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	34,507	107
Took 3+ Foreign Trips by Plane/3 Yrs	6,174	105
Spent \$1-999 on Foreign Vacations/12 Mo	4,735	105
Index: Spent \$1K-2999 on Foreign Vacations/12 Mo	4,955	109
Spent \$3K+ on Foreign Vacations/12 Mo	10,739	105
Used General Travel Site: Foreign Trip/3 Yrs	6,144	108
Spent Night at Hotel or Motel/12 Mo	59,821	103
Took Cruise of More Than One Day/3 Yrs	10,359	111
Member of Frequent Flyer Program	32,206	110
Member of Hotel Rewards Program	33,258	107