



Retail Market Potential

Springridge Rd
 450-458 Springridge Rd, Clinton, Mississippi, 39056
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 32.33039
 Longitude: -90.32616

Demographic Summary	2018	2023
Population	46,611	45,448
Population 18+	35,038	34,393
Households	17,223	16,818
Median Household Income	\$49,651	\$53,632

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	15,511	44.3%	94
Bought any women's clothing in last 12 months	14,685	41.9%	97
Bought clothing for child <13 years in last 6 months	9,481	27.1%	101
Bought any shoes in last 12 months	17,412	49.7%	93
Bought costume jewelry in last 12 months	6,873	19.6%	108
Bought any fine jewelry in last 12 months	6,545	18.7%	104
Bought a watch in last 12 months	5,795	16.5%	105
Automobiles (Households)			
HH owns/leases any vehicle	13,976	81.1%	95
HH bought/leased new vehicle last 12 mo	1,515	8.8%	91
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	29,027	82.8%	97
Bought/changed motor oil in last 12 months	16,463	47.0%	99
Had tune-up in last 12 months	9,210	26.3%	102
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	25,005	71.4%	103
Drank regular cola in last 6 months	16,014	45.7%	103
Drank beer/ale in last 6 months	14,403	41.1%	97
Cameras (Adults)			
Own digital point & shoot camera/camcorder	3,565	10.2%	87
Own digital SLR camera/camcorder	2,509	7.2%	92
Printed digital photos in last 12 months	6,670	19.0%	82
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	12,780	36.5%	101
Have a smartphone	28,790	82.2%	103
Have a smartphone: Android phone (any brand)	15,409	44.0%	113
Have a smartphone: Apple iPhone	12,390	35.4%	92
Number of cell phones in household: 1	5,555	32.3%	105
Number of cell phones in household: 2	6,345	36.8%	96
Number of cell phones in household: 3+	4,884	28.4%	103
HH has cell phone only (no landline telephone)	9,215	53.5%	102
Computers (Households)			
HH owns a computer	12,052	70.0%	94
HH owns desktop computer	6,356	36.9%	96
HH owns laptop/notebook	9,171	53.2%	94
HH owns any Apple/Mac brand computer	2,855	16.6%	94
HH owns any PC/non-Apple brand computer	10,305	59.8%	95
HH purchased most recent computer in a store	5,955	34.6%	93
HH purchased most recent computer online	2,238	13.0%	97
Spent <\$500 on most recent home computer	2,330	13.5%	89
Spent \$500-\$999 on most recent home computer	2,861	16.6%	94
Spent \$1,000-\$1,499 on most recent home computer	1,467	8.5%	90
Spent \$1,500-\$1,999 on most recent home computer	884	5.1%	111
Spent \$2,000+ on most recent home computer	599	3.5%	86

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 GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2018 and 2023.



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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	21,529	61.4%	98
Bought brewed coffee at convenience store in last 30 days	4,493	12.8%	95
Bought cigarettes at convenience store in last 30 days	3,926	11.2%	103
Bought gas at convenience store in last 30 days	12,772	36.5%	99
Spent at convenience store in last 30 days: <\$20	2,577	7.4%	102
Spent at convenience store in last 30 days: \$20-\$39	3,345	9.5%	100
Spent at convenience store in last 30 days: \$40-\$50	2,614	7.5%	90
Spent at convenience store in last 30 days: \$51-\$99	1,849	5.3%	94
Spent at convenience store in last 30 days: \$100+	7,481	21.4%	96
Entertainment (Adults)			
Attended a movie in last 6 months	21,218	60.6%	102
Went to live theater in last 12 months	4,007	11.4%	99
Went to a bar/night club in last 12 months	5,807	16.6%	95
Dined out in last 12 months	16,890	48.2%	94
Gambled at a casino in last 12 months	4,641	13.2%	102
Visited a theme park in last 12 months	6,546	18.7%	99
Viewed movie (video-on-demand) in last 30 days	7,310	20.9%	115
Viewed TV show (video-on-demand) in last 30 days	6,083	17.4%	124
Watched any pay-per-view TV in last 12 months	4,076	11.6%	106
Downloaded a movie over the Internet in last 30 days	2,834	8.1%	89
Downloaded any individual song in last 6 months	7,390	21.1%	104
Watched a movie online in the last 30 days	8,668	24.7%	103
Watched a TV program online in last 30 days	6,125	17.5%	97
Played a video/electronic game (console) in last 12 months	3,250	9.3%	102
Played a video/electronic game (portable) in last 12 months	1,842	5.3%	101
Financial (Adults)			
Have home mortgage (1st)	11,112	31.7%	100
Used ATM/cash machine in last 12 months	18,073	51.6%	97
Own any stock	2,374	6.8%	94
Own U.S. savings bond	1,612	4.6%	95
Own shares in mutual fund (stock)	2,264	6.5%	94
Own shares in mutual fund (bonds)	1,656	4.7%	99
Have interest checking account	9,345	26.7%	90
Have non-interest checking account	9,180	26.2%	89
Have savings account	19,719	56.3%	97
Have 401K retirement savings plan	5,360	15.3%	99
Own/used any credit/debit card in last 12 months	27,075	77.3%	97
Avg monthly credit card expenditures: <\$111	4,255	12.1%	101
Avg monthly credit card expenditures: \$111-\$225	2,427	6.9%	96
Avg monthly credit card expenditures: \$226-\$450	2,289	6.5%	97
Avg monthly credit card expenditures: \$451-\$700	1,941	5.5%	89
Avg monthly credit card expenditures: \$701-\$1,000	1,891	5.4%	93
Avg monthly credit card expenditures: \$1,001+	3,348	9.6%	87
Did banking online in last 12 months	12,647	36.1%	92
Did banking on mobile device in last 12 months	8,042	23.0%	98
Paid bills online in last 12 months	16,171	46.2%	94

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Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	11,655	67.7%	99
Used bread in last 6 months	16,175	93.9%	100
Used chicken (fresh or frozen) in last 6 months	11,707	68.0%	99
Used turkey (fresh or frozen) in last 6 months	2,753	16.0%	104
Used fish/seafood (fresh or frozen) in last 6 months	9,916	57.6%	105
Used fresh fruit/vegetables in last 6 months	14,857	86.3%	99
Used fresh milk in last 6 months	14,587	84.7%	98
Used organic food in last 6 months	4,279	24.8%	105
Health (Adults)			
Exercise at home 2+ times per week	9,881	28.2%	101
Exercise at club 2+ times per week	4,727	13.5%	94
Visited a doctor in last 12 months	26,428	75.4%	98
Used vitamin/dietary supplement in last 6 months	18,528	52.9%	98
Home (Households)			
Any home improvement in last 12 months	4,420	25.7%	92
Used housekeeper/maid/professional HH cleaning service in last 12	2,200	12.8%	91
Purchased low ticket HH furnishings in last 12 months	2,705	15.7%	94
Purchased big ticket HH furnishings in last 12 months	3,580	20.8%	95
Bought any small kitchen appliance in last 12 months	3,539	20.5%	92
Bought any large kitchen appliance in last 12 months	2,460	14.3%	101
Insurance (Adults/Households)			
Currently carry life insurance	16,361	46.7%	105
Carry medical/hospital/accident insurance	25,512	72.8%	97
Carry homeowner insurance	15,940	45.5%	96
Carry renter's insurance	3,209	9.2%	106
Have auto insurance: 1 vehicle in household covered	5,255	30.5%	100
Have auto insurance: 2 vehicles in household covered	4,426	25.7%	89
Have auto insurance: 3+ vehicles in household covered	3,654	21.2%	93
Pets (Households)			
Household owns any pet	8,057	46.8%	86
Household owns any cat	3,109	18.1%	79
Household owns any dog	6,058	35.2%	84
Psychographics (Adults)			
Buying American is important to me	13,832	39.5%	97
Usually buy items on credit rather than wait	4,679	13.4%	102
Usually buy based on quality - not price	6,763	19.3%	100
Price is usually more important than brand name	9,706	27.7%	99
Usually use coupons for brands I buy often	5,820	16.6%	93
Am interested in how to help the environment	6,169	17.6%	96
Usually pay more for environ safe product	5,256	15.0%	105
Usually value green products over convenience	4,330	12.4%	109
Likely to buy a brand that supports a charity	12,475	35.6%	103
Reading (Adults)			
Bought digital book in last 12 months	4,736	13.5%	101
Bought hardcover book in last 12 months	6,669	19.0%	96
Bought paperback book in last 12 month	9,445	27.0%	93
Read any daily newspaper (paper version)	7,796	22.3%	108
Read any digital newspaper in last 30 days	12,733	36.3%	97
Read any magazine (paper/electronic version) in last 6 months	31,853	90.9%	100

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	27,137	77.5%	103
Went to family restaurant/steak house: 4+ times a month	10,018	28.6%	106
Went to fast food/drive-in restaurant in last 6 months	31,715	90.5%	100
Went to fast food/drive-in restaurant 9+ times/mo	14,500	41.4%	104
Fast food/drive-in last 6 months: eat in	11,817	33.7%	92
Fast food/drive-in last 6 months: home delivery	2,705	7.7%	92
Fast food/drive-in last 6 months: take-out/drive-thru	17,194	49.1%	104
Fast food/drive-in last 6 months: take-out/walk-in	7,540	21.5%	102
Television & Electronics (Adults/Households)			
Own any tablet	15,708	44.8%	98
Own any e-reader	2,589	7.4%	100
Own e-reader/tablet: iPad	8,618	24.6%	92
HH has Internet connectable TV	4,140	24.0%	93
Own any portable MP3 player	6,629	18.9%	88
HH owns 1 TV	3,277	19.0%	91
HH owns 2 TVs	4,469	25.9%	96
HH owns 3 TVs	3,719	21.6%	103
HH owns 4+ TVs	3,382	19.6%	110
HH subscribes to cable TV	8,815	51.2%	115
HH subscribes to fiber optic	1,392	8.1%	102
HH owns portable GPS navigation device	4,050	23.5%	95
HH purchased video game system in last 12 mos	1,476	8.6%	101
HH owns any Internet video device for TV	3,307	19.2%	94
Travel (Adults)			
Domestic travel in last 12 months	17,476	49.9%	96
Took 3+ domestic non-business trips in last 12 months	4,011	11.4%	96
Spent on domestic vacations in last 12 months: <\$1,000	3,519	10.0%	93
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	2,119	6.0%	101
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	1,233	3.5%	89
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	1,288	3.7%	96
Spent on domestic vacations in last 12 months: \$3,000+	2,000	5.7%	91
Domestic travel in the 12 months: used general travel website	2,299	6.6%	95
Foreign travel in last 3 years	8,585	24.5%	93
Took 3+ foreign trips by plane in last 3 years	1,312	3.7%	78
Spent on foreign vacations in last 12 months: <\$1,000	1,459	4.2%	89
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	1,072	3.1%	81
Spent on foreign vacations in last 12 months: \$3,000+	1,907	5.4%	92
Foreign travel in last 3 years: used general travel website	1,837	5.2%	87
Nights spent in hotel/motel in last 12 months: any	14,972	42.7%	98
Took cruise of more than one day in last 3 years	3,435	9.8%	114
Member of any frequent flyer program	5,981	17.1%	98
Member of any hotel rewards program	5,674	16.2%	97

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Demographic Summary	2018	2023
Population	179,446	174,878
Population 18+	135,253	132,775
Households	64,651	63,008
Median Household Income	\$38,155	\$42,364

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	57,081	42.2%	90
Bought any women's clothing in last 12 months	52,895	39.1%	90
Bought clothing for child <13 years in last 6 months	36,508	27.0%	101
Bought any shoes in last 12 months	62,582	46.3%	87
Bought costume jewelry in last 12 months	25,814	19.1%	105
Bought any fine jewelry in last 12 months	25,302	18.7%	105
Bought a watch in last 12 months	22,669	16.8%	106
Automobiles (Households)			
HH owns/leases any vehicle	48,123	74.4%	87
HH bought/leased new vehicle last 12 mo	4,314	6.7%	69
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	104,390	77.2%	90
Bought/changed motor oil in last 12 months	61,420	45.4%	95
Had tune-up in last 12 months	32,914	24.3%	95
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	95,586	70.7%	102
Drank regular cola in last 6 months	67,585	50.0%	113
Drank beer/ale in last 6 months	52,832	39.1%	93
Cameras (Adults)			
Own digital point & shoot camera/camcorder	11,412	8.4%	72
Own digital SLR camera/camcorder	7,748	5.7%	73
Printed digital photos in last 12 months	20,516	15.2%	65
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	48,808	36.1%	100
Have a smartphone	105,558	78.0%	98
Have a smartphone: Android phone (any brand)	62,419	46.1%	119
Have a smartphone: Apple iPhone	38,278	28.3%	74
Number of cell phones in household: 1	23,752	36.7%	119
Number of cell phones in household: 2	21,984	34.0%	88
Number of cell phones in household: 3+	16,749	25.9%	94
HH has cell phone only (no landline telephone)	36,921	57.1%	109
Computers (Households)			
HH owns a computer	39,522	61.1%	82
HH owns desktop computer	20,281	31.4%	82
HH owns laptop/notebook	30,020	46.4%	82
HH owns any Apple/Mac brand computer	8,209	12.7%	72
HH owns any PC/non-Apple brand computer	34,460	53.3%	85
HH purchased most recent computer in a store	19,374	30.0%	81
HH purchased most recent computer online	6,889	10.7%	79
Spent <\$500 on most recent home computer	8,277	12.8%	84
Spent \$500-\$999 on most recent home computer	9,012	13.9%	79
Spent \$1,000-\$1,499 on most recent home computer	4,316	6.7%	70
Spent \$1,500-\$1,999 on most recent home computer	2,651	4.1%	89
Spent \$2,000+ on most recent home computer	1,919	3.0%	73

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	81,255	60.1%	96
Bought brewed coffee at convenience store in last 30 days	16,330	12.1%	89
Bought cigarettes at convenience store in last 30 days	17,487	12.9%	118
Bought gas at convenience store in last 30 days	47,653	35.2%	96
Spent at convenience store in last 30 days: <\$20	9,075	6.7%	93
Spent at convenience store in last 30 days: \$20-\$39	12,446	9.2%	96
Spent at convenience store in last 30 days: \$40-\$50	9,325	6.9%	83
Spent at convenience store in last 30 days: \$51-\$99	7,209	5.3%	95
Spent at convenience store in last 30 days: \$100+	28,965	21.4%	96
Entertainment (Adults)			
Attended a movie in last 6 months	75,791	56.0%	94
Went to live theater in last 12 months	12,395	9.2%	79
Went to a bar/night club in last 12 months	20,249	15.0%	86
Dined out in last 12 months	55,576	41.1%	81
Gambled at a casino in last 12 months	17,546	13.0%	100
Visited a theme park in last 12 months	22,959	17.0%	90
Viewed movie (video-on-demand) in last 30 days	23,421	17.3%	95
Viewed TV show (video-on-demand) in last 30 days	19,888	14.7%	105
Watched any pay-per-view TV in last 12 months	13,729	10.2%	92
Downloaded a movie over the Internet in last 30 days	10,558	7.8%	86
Downloaded any individual song in last 6 months	25,287	18.7%	93
Watched a movie online in the last 30 days	30,509	22.6%	94
Watched a TV program online in last 30 days	21,110	15.6%	87
Played a video/electronic game (console) in last 12 months	12,063	8.9%	98
Played a video/electronic game (portable) in last 12 months	7,033	5.2%	100
Financial (Adults)			
Have home mortgage (1st)	33,594	24.8%	79
Used ATM/cash machine in last 12 months	61,086	45.2%	85
Own any stock	6,618	4.9%	68
Own U.S. savings bond	4,877	3.6%	75
Own shares in mutual fund (stock)	6,494	4.8%	70
Own shares in mutual fund (bonds)	4,721	3.5%	73
Have interest checking account	28,406	21.0%	71
Have non-interest checking account	31,288	23.1%	78
Have savings account	66,040	48.8%	84
Have 401K retirement savings plan	16,547	12.2%	79
Own/used any credit/debit card in last 12 months	95,167	70.4%	88
Avg monthly credit card expenditures: <\$111	15,522	11.5%	95
Avg monthly credit card expenditures: \$111-\$225	8,348	6.2%	86
Avg monthly credit card expenditures: \$226-\$450	7,720	5.7%	85
Avg monthly credit card expenditures: \$451-\$700	6,109	4.5%	73
Avg monthly credit card expenditures: \$701-\$1,000	5,729	4.2%	73
Avg monthly credit card expenditures: \$1,001+	9,278	6.9%	63
Did banking online in last 12 months	38,269	28.3%	72
Did banking on mobile device in last 12 months	25,031	18.5%	79
Paid bills online in last 12 months	52,375	38.7%	79

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	43,289	67.0%	98
Used bread in last 6 months	60,819	94.1%	101
Used chicken (fresh or frozen) in last 6 months	43,284	67.0%	97
Used turkey (fresh or frozen) in last 6 months	10,741	16.6%	108
Used fish/seafood (fresh or frozen) in last 6 months	37,353	57.8%	106
Used fresh fruit/vegetables in last 6 months	54,294	84.0%	96
Used fresh milk in last 6 months	54,421	84.2%	98
Used organic food in last 6 months	14,930	23.1%	98
Health (Adults)			
Exercise at home 2+ times per week	32,604	24.1%	86
Exercise at club 2+ times per week	14,632	10.8%	75
Visited a doctor in last 12 months	97,936	72.4%	94
Used vitamin/dietary supplement in last 6 months	66,232	49.0%	90
Home (Households)			
Any home improvement in last 12 months	13,809	21.4%	77
Used housekeeper/maid/professional HH cleaning service in last 12	6,621	10.2%	73
Purchased low ticket HH furnishings in last 12 months	9,297	14.4%	86
Purchased big ticket HH furnishings in last 12 months	12,419	19.2%	88
Bought any small kitchen appliance in last 12 months	12,429	19.2%	86
Bought any large kitchen appliance in last 12 months	8,080	12.5%	89
Insurance (Adults/Households)			
Currently carry life insurance	57,589	42.6%	96
Carry medical/hospital/accident insurance	89,898	66.5%	89
Carry homeowner insurance	50,483	37.3%	79
Carry renter's insurance	11,624	8.6%	100
Have auto insurance: 1 vehicle in household covered	21,174	32.8%	107
Have auto insurance: 2 vehicles in household covered	13,484	20.9%	72
Have auto insurance: 3+ vehicles in household covered	10,837	16.8%	73
Pets (Households)			
Household owns any pet	27,683	42.8%	79
Household owns any cat	10,471	16.2%	70
Household owns any dog	20,966	32.4%	78
Psychographics (Adults)			
Buying American is important to me	53,100	39.3%	97
Usually buy items on credit rather than wait	18,176	13.4%	103
Usually buy based on quality - not price	26,747	19.8%	102
Price is usually more important than brand name	38,532	28.5%	102
Usually use coupons for brands I buy often	22,614	16.7%	93
Am interested in how to help the environment	25,481	18.8%	103
Usually pay more for environ safe product	21,357	15.8%	111
Usually value green products over convenience	18,176	13.4%	119
Likely to buy a brand that supports a charity	47,796	35.3%	102
Reading (Adults)			
Bought digital book in last 12 months	13,969	10.3%	78
Bought hardcover book in last 12 months	22,184	16.4%	83
Bought paperback book in last 12 month	31,224	23.1%	80
Read any daily newspaper (paper version)	29,383	21.7%	105
Read any digital newspaper in last 30 days	42,728	31.6%	84
Read any magazine (paper/electronic version) in last 6 months	121,354	89.7%	99

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Retail Market Potential

Springridge Rd
 450-458 Springridge Rd, Clinton, Mississippi, 39056
 Ring: 10 mile radius

Prepared by Esri
 Latitude: 32.33039
 Longitude: -90.32616

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	98,809	73.1%	97
Went to family restaurant/steak house: 4+ times a month	36,950	27.3%	102
Went to fast food/drive-in restaurant in last 6 months	120,792	89.3%	99
Went to fast food/drive-in restaurant 9+ times/mo	56,123	41.5%	105
Fast food/drive-in last 6 months: eat in	43,104	31.9%	87
Fast food/drive-in last 6 months: home delivery	10,711	7.9%	94
Fast food/drive-in last 6 months: take-out/drive-thru	63,708	47.1%	100
Fast food/drive-in last 6 months: take-out/walk-in	28,438	21.0%	100
Television & Electronics (Adults/Households)			
Own any tablet	53,617	39.6%	87
Own any e-reader	7,642	5.7%	76
Own e-reader/tablet: iPad	26,565	19.6%	74
HH has Internet connectable TV	13,157	20.4%	79
Own any portable MP3 player	21,665	16.0%	74
HH owns 1 TV	12,710	19.7%	94
HH owns 2 TVs	16,597	25.7%	95
HH owns 3 TVs	13,533	20.9%	100
HH owns 4+ TVs	11,494	17.8%	100
HH subscribes to cable TV	31,320	48.4%	109
HH subscribes to fiber optic	4,004	6.2%	78
HH owns portable GPS navigation device	12,381	19.2%	77
HH purchased video game system in last 12 mos	5,371	8.3%	98
HH owns any Internet video device for TV	10,457	16.2%	79
Travel (Adults)			
Domestic travel in last 12 months	54,030	39.9%	77
Took 3+ domestic non-business trips in last 12 months	11,574	8.6%	72
Spent on domestic vacations in last 12 months: <\$1,000	11,475	8.5%	79
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	6,407	4.7%	79
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	3,932	2.9%	74
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	3,807	2.8%	74
Spent on domestic vacations in last 12 months: \$3,000+	5,892	4.4%	69
Domestic travel in the 12 months: used general travel website	7,163	5.3%	76
Foreign travel in last 3 years	26,227	19.4%	73
Took 3+ foreign trips by plane in last 3 years	3,871	2.9%	60
Spent on foreign vacations in last 12 months: <\$1,000	4,616	3.4%	73
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	3,563	2.6%	70
Spent on foreign vacations in last 12 months: \$3,000+	5,577	4.1%	70
Foreign travel in last 3 years: used general travel website	5,326	3.9%	65
Nights spent in hotel/motel in last 12 months: any	46,898	34.7%	79
Took cruise of more than one day in last 3 years	11,019	8.1%	95
Member of any frequent flyer program	15,706	11.6%	67
Member of any hotel rewards program	15,811	11.7%	70

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Demographic Summary	2018	2023
Population	303,159	301,520
Population 18+	230,281	230,556
Households	115,080	114,632
Median Household Income	\$44,667	\$50,763

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	101,734	44.2%	94
Bought any women's clothing in last 12 months	94,729	41.1%	95
Bought clothing for child <13 years in last 6 months	61,655	26.8%	100
Bought any shoes in last 12 months	114,196	49.6%	93
Bought costume jewelry in last 12 months	43,586	18.9%	104
Bought any fine jewelry in last 12 months	42,664	18.5%	104
Bought a watch in last 12 months	37,731	16.4%	104
Automobiles (Households)			
HH owns/leases any vehicle	92,341	80.2%	94
HH bought/leased new vehicle last 12 mo	9,446	8.2%	85
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	187,599	81.5%	95
Bought/changed motor oil in last 12 months	106,719	46.3%	97
Had tune-up in last 12 months	58,162	25.3%	98
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	162,254	70.5%	101
Drank regular cola in last 6 months	108,645	47.2%	107
Drank beer/ale in last 6 months	92,604	40.2%	95
Cameras (Adults)			
Own digital point & shoot camera/camcorder	22,976	10.0%	86
Own digital SLR camera/camcorder	15,117	6.6%	84
Printed digital photos in last 12 months	43,343	18.8%	81
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	83,148	36.1%	100
Have a smartphone	184,249	80.0%	100
Have a smartphone: Android phone (any brand)	99,872	43.4%	112
Have a smartphone: Apple iPhone	77,043	33.5%	87
Number of cell phones in household: 1	39,526	34.3%	111
Number of cell phones in household: 2	41,534	36.1%	94
Number of cell phones in household: 3+	30,585	26.6%	96
HH has cell phone only (no landline telephone)	64,542	56.1%	107
Computers (Households)			
HH owns a computer	77,670	67.5%	91
HH owns desktop computer	39,874	34.6%	90
HH owns laptop/notebook	59,301	51.5%	91
HH owns any Apple/Mac brand computer	17,496	15.2%	86
HH owns any PC/non-Apple brand computer	66,835	58.1%	92
HH purchased most recent computer in a store	38,341	33.3%	90
HH purchased most recent computer online	14,137	12.3%	92
Spent <\$500 on most recent home computer	15,731	13.7%	90
Spent \$500-\$999 on most recent home computer	18,066	15.7%	89
Spent \$1,000-\$1,499 on most recent home computer	9,255	8.0%	85
Spent \$1,500-\$1,999 on most recent home computer	5,422	4.7%	102
Spent \$2,000+ on most recent home computer	4,067	3.5%	87

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	141,651	61.5%	98
Bought brewed coffee at convenience store in last 30 days	28,683	12.5%	92
Bought cigarettes at convenience store in last 30 days	27,755	12.1%	110
Bought gas at convenience store in last 30 days	83,978	36.5%	99
Spent at convenience store in last 30 days: <\$20	16,089	7.0%	97
Spent at convenience store in last 30 days: \$20-\$39	21,740	9.4%	99
Spent at convenience store in last 30 days: \$40-\$50	17,122	7.4%	90
Spent at convenience store in last 30 days: \$51-\$99	12,685	5.5%	99
Spent at convenience store in last 30 days: \$100+	49,978	21.7%	98
Entertainment (Adults)			
Attended a movie in last 6 months	134,487	58.4%	98
Went to live theater in last 12 months	24,753	10.7%	93
Went to a bar/night club in last 12 months	36,579	15.9%	91
Dined out in last 12 months	105,718	45.9%	90
Gambled at a casino in last 12 months	29,453	12.8%	99
Visited a theme park in last 12 months	40,626	17.6%	93
Viewed movie (video-on-demand) in last 30 days	42,503	18.5%	102
Viewed TV show (video-on-demand) in last 30 days	34,246	14.9%	106
Watched any pay-per-view TV in last 12 months	24,443	10.6%	97
Downloaded a movie over the Internet in last 30 days	19,256	8.4%	92
Downloaded any individual song in last 6 months	45,213	19.6%	97
Watched a movie online in the last 30 days	54,837	23.8%	99
Watched a TV program online in last 30 days	39,161	17.0%	95
Played a video/electronic game (console) in last 12 months	21,440	9.3%	102
Played a video/electronic game (portable) in last 12 months	12,407	5.4%	104
Financial (Adults)			
Have home mortgage (1st)	65,532	28.5%	90
Used ATM/cash machine in last 12 months	113,224	49.2%	92
Own any stock	13,859	6.0%	83
Own U.S. savings bond	9,818	4.3%	88
Own shares in mutual fund (stock)	13,380	5.8%	84
Own shares in mutual fund (bonds)	9,536	4.1%	87
Have interest checking account	57,674	25.0%	85
Have non-interest checking account	58,949	25.6%	87
Have savings account	122,590	53.2%	91
Have 401K retirement savings plan	32,208	14.0%	90
Own/used any credit/debit card in last 12 months	171,606	74.5%	94
Avg monthly credit card expenditures: <\$111	26,952	11.7%	97
Avg monthly credit card expenditures: \$111-\$225	14,672	6.4%	89
Avg monthly credit card expenditures: \$226-\$450	14,305	6.2%	92
Avg monthly credit card expenditures: \$451-\$700	11,592	5.0%	81
Avg monthly credit card expenditures: \$701-\$1,000	11,644	5.1%	87
Avg monthly credit card expenditures: \$1,001+	20,241	8.8%	80
Did banking online in last 12 months	77,649	33.7%	86
Did banking on mobile device in last 12 months	48,753	21.2%	90
Paid bills online in last 12 months	101,814	44.2%	90

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	77,793	67.6%	99
Used bread in last 6 months	107,917	93.8%	100
Used chicken (fresh or frozen) in last 6 months	77,728	67.5%	98
Used turkey (fresh or frozen) in last 6 months	18,027	15.7%	102
Used fish/seafood (fresh or frozen) in last 6 months	64,949	56.4%	103
Used fresh fruit/vegetables in last 6 months	97,885	85.1%	98
Used fresh milk in last 6 months	97,247	84.5%	98
Used organic food in last 6 months	27,301	23.7%	100
Health (Adults)			
Exercise at home 2+ times per week	61,413	26.7%	95
Exercise at club 2+ times per week	29,028	12.6%	87
Visited a doctor in last 12 months	171,345	74.4%	97
Used vitamin/dietary supplement in last 6 months	116,599	50.6%	94
Home (Households)			
Any home improvement in last 12 months	27,924	24.3%	87
Used housekeeper/maid/professional HH cleaning service in last 12	13,573	11.8%	84
Purchased low ticket HH furnishings in last 12 months	17,790	15.5%	92
Purchased big ticket HH furnishings in last 12 months	23,791	20.7%	94
Bought any small kitchen appliance in last 12 months	23,588	20.5%	91
Bought any large kitchen appliance in last 12 months	15,297	13.3%	94
Insurance (Adults/Households)			
Currently carry life insurance	101,991	44.3%	100
Carry medical/hospital/accident insurance	162,022	70.4%	94
Carry homeowner insurance	96,731	42.0%	89
Carry renter's insurance	20,908	9.1%	105
Have auto insurance: 1 vehicle in household covered	37,004	32.2%	105
Have auto insurance: 2 vehicles in household covered	28,364	24.6%	86
Have auto insurance: 3+ vehicles in household covered	22,241	19.3%	85
Pets (Households)			
Household owns any pet	54,563	47.4%	87
Household owns any cat	21,525	18.7%	81
Household owns any dog	41,561	36.1%	87
Psychographics (Adults)			
Buying American is important to me	90,848	39.5%	97
Usually buy items on credit rather than wait	31,211	13.6%	104
Usually buy based on quality - not price	45,889	19.9%	103
Price is usually more important than brand name	65,345	28.4%	102
Usually use coupons for brands I buy often	39,643	17.2%	96
Am interested in how to help the environment	42,397	18.4%	101
Usually pay more for environ safe product	34,620	15.0%	106
Usually value green products over convenience	29,242	12.7%	112
Likely to buy a brand that supports a charity	80,646	35.0%	101
Reading (Adults)			
Bought digital book in last 12 months	28,059	12.2%	91
Bought hardcover book in last 12 months	41,536	18.0%	91
Bought paperback book in last 12 month	59,050	25.6%	88
Read any daily newspaper (paper version)	49,023	21.3%	103
Read any digital newspaper in last 30 days	80,790	35.1%	93
Read any magazine (paper/electronic version) in last 6 months	208,545	90.6%	100

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	172,642	75.0%	99
Went to family restaurant/steak house: 4+ times a month	64,856	28.2%	105
Went to fast food/drive-in restaurant in last 6 months	207,015	89.9%	100
Went to fast food/drive-in restaurant 9+ times/mo	95,129	41.3%	104
Fast food/drive-in last 6 months: eat in	77,325	33.6%	91
Fast food/drive-in last 6 months: home delivery	19,239	8.4%	100
Fast food/drive-in last 6 months: take-out/drive-thru	111,098	48.2%	102
Fast food/drive-in last 6 months: take-out/walk-in	49,321	21.4%	102
Television & Electronics (Adults/Households)			
Own any tablet	99,559	43.2%	95
Own any e-reader	15,053	6.5%	88
Own e-reader/tablet: iPad	53,244	23.1%	87
HH has Internet connectable TV	26,548	23.1%	89
Own any portable MP3 player	42,479	18.4%	86
HH owns 1 TV	23,001	20.0%	95
HH owns 2 TVs	30,307	26.3%	98
HH owns 3 TVs	23,928	20.8%	99
HH owns 4+ TVs	20,585	17.9%	101
HH subscribes to cable TV	55,050	47.8%	107
HH subscribes to fiber optic	7,976	6.9%	87
HH owns portable GPS navigation device	24,938	21.7%	87
HH purchased video game system in last 12 mos	9,669	8.4%	99
HH owns any Internet video device for TV	21,244	18.5%	90
Travel (Adults)			
Domestic travel in last 12 months	105,518	45.8%	88
Took 3+ domestic non-business trips in last 12 months	23,974	10.4%	88
Spent on domestic vacations in last 12 months: <\$1,000	21,776	9.5%	88
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	12,244	5.3%	89
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	7,841	3.4%	86
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	7,354	3.2%	84
Spent on domestic vacations in last 12 months: \$3,000+	12,477	5.4%	86
Domestic travel in the 12 months: used general travel website	13,660	5.9%	86
Foreign travel in last 3 years	52,021	22.6%	85
Took 3+ foreign trips by plane in last 3 years	8,544	3.7%	77
Spent on foreign vacations in last 12 months: <\$1,000	9,110	4.0%	84
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	6,986	3.0%	80
Spent on foreign vacations in last 12 months: \$3,000+	11,366	4.9%	83
Foreign travel in last 3 years: used general travel website	11,059	4.8%	80
Nights spent in hotel/motel in last 12 months: any	90,664	39.4%	90
Took cruise of more than one day in last 3 years	19,545	8.5%	99
Member of any frequent flyer program	34,072	14.8%	85
Member of any hotel rewards program	33,366	14.5%	86

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