



Retail Market Potential

31.37795, -89.32327
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 31.37795
 Longitude: -89.32327

Demographic Summary	2015	2020
Population	1,023	1,020
Population 18+	788	774
Households	382	380
Median Household Income	\$36,280	\$40,425

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	401	50.9%	105
Bought any women's clothing in last 12 months	356	45.2%	101
Bought clothing for child <13 years in last 6 months	199	25.3%	90
Bought any shoes in last 12 months	437	55.5%	101
Bought costume jewelry in last 12 months	141	17.9%	89
Bought any fine jewelry in last 12 months	160	20.3%	105
Bought a watch in last 12 months	72	9.1%	80
Automobiles (Households)			
HH owns/leases any vehicle	349	91.4%	107
HH bought/leased new vehicle last 12 mo	33	8.6%	100
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	708	89.8%	106
Bought/changed motor oil in last 12 months	437	55.5%	112
Had tune-up in last 12 months	225	28.6%	94
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	482	61.2%	93
Drank regular cola in last 6 months	351	44.5%	97
Drank beer/ale in last 6 months	318	40.4%	95
Cameras (Adults)			
Own digital point & shoot camera	271	34.4%	106
Own digital single-lens reflex (SLR) camera	51	6.5%	75
Bought any camera in last 12 months	58	7.4%	102
Bought memory card for camera in last 12 months	51	6.5%	112
Printed digital photos in last 12 months	24	3.0%	90
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	265	33.6%	92
Have a smartphone	281	35.7%	73
Have an iPhone	99	12.6%	67
Number of cell phones in household: 1	138	36.1%	112
Number of cell phones in household: 2	132	34.6%	94
Number of cell phones in household: 3+	77	20.2%	80
HH has cell phone only (no landline telephone)	136	35.6%	94
Computers (Households)			
HH owns a computer	276	72.3%	95
HH owns desktop computer	189	49.5%	102
HH owns laptop/notebook	168	44.0%	86
Spent <\$500 on most recent home computer	62	16.2%	115
Spent \$500-\$999 on most recent home computer	71	18.6%	92
Spent \$1,000-\$1,499 on most recent home computer	36	9.4%	94
Spent \$1,500-\$1,999 on most recent home computer	12	3.1%	68
Spent \$2,000+ on most recent home computer	10	2.6%	68

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 2015 and 2020.



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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	503	63.8%	105
Bought brewed coffee at convenience store in last 30 days	120	15.2%	99
Bought cigarettes at convenience store in last 30 days	120	15.2%	116
Bought gas at convenience store in last 30 days	356	45.2%	136
Spent at convenience store in last 30 days: <\$20	52	6.6%	80
Spent at convenience store in last 30 days: \$20-\$39	78	9.9%	109
Spent at convenience store in last 30 days: \$40-\$50	51	6.5%	84
Spent at convenience store in last 30 days: \$51-\$99	36	4.6%	100
Spent at convenience store in last 30 days: \$100+	234	29.7%	129
Entertainment (Adults)			
Attended a movie in last 6 months	423	53.7%	89
Went to live theater in last 12 months	78	9.9%	79
Went to a bar/night club in last 12 months	126	16.0%	94
Dined out in last 12 months	374	47.5%	105
Gambled at a casino in last 12 months	101	12.8%	87
Visited a theme park in last 12 months	116	14.7%	82
Viewed movie (video-on-demand) in last 30 days	118	15.0%	96
Viewed TV show (video-on-demand) in last 30 days	60	7.6%	62
Watched any pay-per-view TV in last 12 months	72	9.1%	70
Downloaded a movie over the Internet in last 30 days	32	4.1%	61
Downloaded any individual song in last 6 months	144	18.3%	89
Watched a movie online in the last 30 days	78	9.9%	73
Watched a TV program online in last 30 days	79	10.0%	75
Played a video/electronic game (console) in last 12 months	108	13.7%	120
Played a video/electronic game (portable) in last 12 months	43	5.5%	122
Financial (Adults)			
Have home mortgage (1st)	272	34.5%	109
Used ATM/cash machine in last 12 months	369	46.8%	96
Own any stock	62	7.9%	101
Own U.S. savings bond	46	5.8%	102
Own shares in mutual fund (stock)	46	5.8%	78
Own shares in mutual fund (bonds)	35	4.4%	90
Have interest checking account	248	31.5%	109
Have non-interest checking account	268	34.0%	120
Have savings account	444	56.3%	105
Have 401K retirement savings plan	121	15.4%	104
Own/used any credit/debit card in last 12 months	601	76.3%	103
Avg monthly credit card expenditures: <\$111	112	14.2%	120
Avg monthly credit card expenditures: \$111-\$225	56	7.1%	110
Avg monthly credit card expenditures: \$226-\$450	58	7.4%	116
Avg monthly credit card expenditures: \$451-\$700	39	4.9%	91
Avg monthly credit card expenditures: \$701-\$1,000	24	3.0%	70
Avg monthly credit card expenditures: \$1,001+	52	6.6%	72
Did banking online in last 12 months	238	30.2%	86
Did banking on mobile device in last 12 months	61	7.7%	75
Paid bills online in last 12 months	300	38.1%	91

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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	623	79.1%	111
Used bread in last 6 months	761	96.6%	102
Used chicken (fresh or frozen) in last 6 mos	596	75.6%	106
Used turkey (fresh or frozen) in last 6 mos	153	19.4%	106
Used fish/seafood (fresh or frozen) in last 6 months	449	57.0%	102
Used fresh fruit/vegetables in last 6 months	701	89.0%	102
Used fresh milk in last 6 months	742	94.2%	105
Used organic food in last 6 months	106	13.5%	68
Health (Adults)			
Exercise at home 2+ times per week	229	29.1%	102
Exercise at club 2+ times per week	72	9.1%	71
Visited a doctor in last 12 months	646	82.0%	108
Used vitamin/dietary supplement in last 6 months	419	53.2%	99
Home (Households)			
Any home improvement in last 12 months	118	30.9%	112
Used housekeeper/maid/professional HH cleaning service in last 12	41	10.7%	82
Purchased low ticket HH furnishings in last 12 months	61	16.0%	102
Purchased big ticket HH furnishings in last 12 months	80	20.9%	99
Purchased bedding/bath goods in last 12 months	212	55.5%	104
Purchased cooking/serving product in last 12 months	91	23.8%	98
Bought any small kitchen appliance in last 12 months	94	24.6%	110
Bought any large kitchen appliance in last 12 months	48	12.6%	98
Insurance (Adults/Households)			
Currently carry life insurance	401	50.9%	117
Carry medical/hospital/accident insurance	554	70.3%	109
Carry homeowner insurance	475	60.3%	126
Carry renter's insurance	47	6.0%	81
Have auto insurance: 1 vehicle in household covered	130	34.0%	108
Have auto insurance: 2 vehicles in household covered	109	28.5%	102
Have auto insurance: 3+ vehicles in household covered	98	25.7%	117
Pets (Households)			
Household owns any pet	210	55.0%	103
Household owns any cat	93	24.3%	107
Household owns any dog	161	42.1%	106
Psychographics (Adults)			
Buying American is important to me	403	51.1%	119
Usually buy items on credit rather than wait	71	9.0%	79
Usually buy based on quality - not price	112	14.2%	79
Price is usually more important than brand name	219	27.8%	101
Usually use coupons for brands I buy often	183	23.2%	123
Am interested in how to help the environment	122	15.5%	93
Usually pay more for environ safe product	79	10.0%	79
Usually value green products over convenience	84	10.7%	105
Likely to buy a brand that supports a charity	288	36.5%	107
Reading (Adults)			
Bought digital book in last 12 months	79	10.0%	90
Bought hardcover book in last 12 months	162	20.6%	91
Bought paperback book in last 12 month	243	30.8%	91
Read any daily newspaper (paper version)	259	32.9%	117
Read any digital newspaper in last 30 days	213	27.0%	86
Read any magazine (paper/electronic version) in last 6 months	720	91.4%	101

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	594	75.4%	100
Went to family restaurant/steak house: 4+ times a month	230	29.2%	102
Went to fast food/drive-in restaurant in last 6 months	716	90.9%	101
Went to fast food/drive-in restaurant 9+ times/mo	315	40.0%	99
Fast food/drive-in last 6 months: eat in	327	41.5%	114
Fast food/drive-in last 6 months: home delivery	52	6.6%	84
Fast food/drive-in last 6 months: take-out/drive-thru	414	52.5%	112
Fast food/drive-in last 6 months: take-out/walk-in	146	18.5%	95
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	120	15.2%	72
Own any portable MP3 player	256	32.5%	97
HH owns 1 TV	66	17.3%	86
HH owns 2 TVs	116	30.4%	115
HH owns 3 TVs	79	20.7%	96
HH owns 4+ TVs	81	21.2%	108
HH subscribes to cable TV	211	55.2%	109
HH subscribes to fiber optic	9	2.4%	35
HH has satellite dish	108	28.3%	111
HH owns DVD/Blu-ray player	235	61.5%	99
HH owns camcorder	59	15.4%	99
HH owns portable GPS navigation device	105	27.5%	100
HH purchased video game system in last 12 mos	24	6.3%	68
HH owns Internet video device for TV	7	1.8%	42
Travel (Adults)			
Domestic travel in last 12 months	378	48.0%	96
Took 3+ domestic non-business trips in last 12 months	103	13.1%	105
Spent on domestic vacations in last 12 months: <\$1,000	87	11.0%	98
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	33	4.2%	70
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	31	3.9%	112
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	25	3.2%	83
Spent on domestic vacations in last 12 months: \$3,000+	55	7.0%	128
Domestic travel in the 12 months: used general travel website	41	5.2%	74
Foreign travel in last 3 years	126	16.0%	67
Took 3+ foreign trips by plane in last 3 years	15	1.9%	44
Spent on foreign vacations in last 12 months: <\$1,000	19	2.4%	57
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	19	2.4%	79
Spent on foreign vacations in last 12 months: \$3,000+	25	3.2%	64
Foreign travel in last 3 years: used general travel website	19	2.4%	44
Nights spent in hotel/motel in last 12 months: any	323	41.0%	99
Took cruise of more than one day in last 3 years	51	6.5%	74
Member of any frequent flyer program	75	9.5%	57
Member of any hotel rewards program	77	9.8%	69

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Demographic Summary	2015	2020
Population	9,973	10,517
Population 18+	8,059	8,477
Households	4,321	4,546
Median Household Income	\$28,844	\$33,814

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	3,977	49.3%	102
Bought any women's clothing in last 12 months	3,524	43.7%	97
Bought clothing for child <13 years in last 6 months	1,758	21.8%	78
Bought any shoes in last 12 months	4,421	54.9%	100
Bought costume jewelry in last 12 months	1,603	19.9%	99
Bought any fine jewelry in last 12 months	1,615	20.0%	103
Bought a watch in last 12 months	830	10.3%	90
Automobiles (Households)			
HH owns/leases any vehicle	3,692	85.4%	100
HH bought/leased new vehicle last 12 mo	333	7.7%	89
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	6,840	84.9%	100
Bought/changed motor oil in last 12 months	3,982	49.4%	99
Had tune-up in last 12 months	2,441	30.3%	100
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	4,852	60.2%	92
Drank regular cola in last 6 months	3,751	46.5%	102
Drank beer/ale in last 6 months	3,466	43.0%	102
Cameras (Adults)			
Own digital point & shoot camera	2,292	28.4%	88
Own digital single-lens reflex (SLR) camera	738	9.2%	106
Bought any camera in last 12 months	542	6.7%	93
Bought memory card for camera in last 12 months	456	5.7%	98
Printed digital photos in last 12 months	225	2.8%	83
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	3,138	38.9%	107
Have a smartphone	3,975	49.3%	101
Have an iPhone	1,332	16.5%	89
Number of cell phones in household: 1	1,576	36.5%	114
Number of cell phones in household: 2	1,598	37.0%	100
Number of cell phones in household: 3+	895	20.7%	82
HH has cell phone only (no landline telephone)	2,343	54.2%	143
Computers (Households)			
HH owns a computer	3,309	76.6%	100
HH owns desktop computer	1,837	42.5%	87
HH owns laptop/notebook	2,285	52.9%	103
Spent <\$500 on most recent home computer	728	16.8%	120
Spent \$500-\$999 on most recent home computer	815	18.9%	93
Spent \$1,000-\$1,499 on most recent home computer	471	10.9%	109
Spent \$1,500-\$1,999 on most recent home computer	192	4.4%	96
Spent \$2,000+ on most recent home computer	165	3.8%	99

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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	5,174	64.2%	106
Bought brewed coffee at convenience store in last 30 days	1,148	14.2%	93
Bought cigarettes at convenience store in last 30 days	1,226	15.2%	116
Bought gas at convenience store in last 30 days	2,965	36.8%	111
Spent at convenience store in last 30 days: <\$20	759	9.4%	115
Spent at convenience store in last 30 days: \$20-\$39	877	10.9%	119
Spent at convenience store in last 30 days: \$40-\$50	575	7.1%	93
Spent at convenience store in last 30 days: \$51-\$99	357	4.4%	97
Spent at convenience store in last 30 days: \$100+	2,055	25.5%	111
Entertainment (Adults)			
Attended a movie in last 6 months	5,041	62.6%	104
Went to live theater in last 12 months	975	12.1%	96
Went to a bar/night club in last 12 months	1,655	20.5%	120
Dined out in last 12 months	3,479	43.2%	96
Gambled at a casino in last 12 months	944	11.7%	80
Visited a theme park in last 12 months	1,303	16.2%	90
Viewed movie (video-on-demand) in last 30 days	1,268	15.7%	101
Viewed TV show (video-on-demand) in last 30 days	929	11.5%	94
Watched any pay-per-view TV in last 12 months	721	8.9%	68
Downloaded a movie over the Internet in last 30 days	780	9.7%	146
Downloaded any individual song in last 6 months	1,846	22.9%	112
Watched a movie online in the last 30 days	1,487	18.5%	136
Watched a TV program online in last 30 days	1,443	17.9%	133
Played a video/electronic game (console) in last 12 months	1,261	15.6%	137
Played a video/electronic game (portable) in last 12 months	354	4.4%	98
Financial (Adults)			
Have home mortgage (1st)	2,054	25.5%	80
Used ATM/cash machine in last 12 months	4,126	51.2%	105
Own any stock	504	6.3%	80
Own U.S. savings bond	413	5.1%	89
Own shares in mutual fund (stock)	397	4.9%	66
Own shares in mutual fund (bonds)	284	3.5%	72
Have interest checking account	2,193	27.2%	94
Have non-interest checking account	2,280	28.3%	100
Have savings account	4,328	53.7%	100
Have 401K retirement savings plan	1,017	12.6%	86
Own/used any credit/debit card in last 12 months	6,010	74.6%	101
Avg monthly credit card expenditures: <\$111	1,240	15.4%	130
Avg monthly credit card expenditures: \$111-\$225	584	7.2%	112
Avg monthly credit card expenditures: \$226-\$450	466	5.8%	91
Avg monthly credit card expenditures: \$451-\$700	326	4.0%	74
Avg monthly credit card expenditures: \$701-\$1,000	299	3.7%	86
Avg monthly credit card expenditures: \$1,001+	534	6.6%	72
Did banking online in last 12 months	2,889	35.8%	102
Did banking on mobile device in last 12 months	994	12.3%	119
Paid bills online in last 12 months	3,439	42.7%	102

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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	5,459	67.7%	95
Used bread in last 6 months	7,638	94.8%	100
Used chicken (fresh or frozen) in last 6 mos	5,577	69.2%	97
Used turkey (fresh or frozen) in last 6 mos	1,353	16.8%	92
Used fish/seafood (fresh or frozen) in last 6 months	4,008	49.7%	89
Used fresh fruit/vegetables in last 6 months	6,793	84.3%	97
Used fresh milk in last 6 months	7,264	90.1%	100
Used organic food in last 6 months	1,296	16.1%	82
Health (Adults)			
Exercise at home 2+ times per week	2,386	29.6%	104
Exercise at club 2+ times per week	1,134	14.1%	109
Visited a doctor in last 12 months	5,844	72.5%	96
Used vitamin/dietary supplement in last 6 months	4,126	51.2%	96
Home (Households)			
Any home improvement in last 12 months	970	22.4%	81
Used housekeeper/maid/professional HH cleaning service in last 12	425	9.8%	75
Purchased low ticket HH furnishings in last 12 months	643	14.9%	95
Purchased big ticket HH furnishings in last 12 months	908	21.0%	100
Purchased bedding/bath goods in last 12 months	2,218	51.3%	96
Purchased cooking/serving product in last 12 months	1,013	23.4%	96
Bought any small kitchen appliance in last 12 months	1,026	23.7%	107
Bought any large kitchen appliance in last 12 months	519	12.0%	93
Insurance (Adults/Households)			
Currently carry life insurance	3,168	39.3%	90
Carry medical/hospital/accident insurance	5,004	62.1%	96
Carry homeowner insurance	3,132	38.9%	81
Carry renter's insurance	801	9.9%	134
Have auto insurance: 1 vehicle in household covered	1,629	37.7%	120
Have auto insurance: 2 vehicles in household covered	1,163	26.9%	96
Have auto insurance: 3+ vehicles in household covered	698	16.2%	74
Pets (Households)			
Household owns any pet	2,120	49.1%	92
Household owns any cat	1,021	23.6%	104
Household owns any dog	1,417	32.8%	82
Psychographics (Adults)			
Buying American is important to me	3,572	44.3%	103
Usually buy items on credit rather than wait	768	9.5%	84
Usually buy based on quality - not price	1,420	17.6%	98
Price is usually more important than brand name	2,151	26.7%	97
Usually use coupons for brands I buy often	1,503	18.6%	99
Am interested in how to help the environment	1,414	17.5%	105
Usually pay more for environ safe product	998	12.4%	98
Usually value green products over convenience	949	11.8%	116
Likely to buy a brand that supports a charity	2,791	34.6%	101
Reading (Adults)			
Bought digital book in last 12 months	1,035	12.8%	115
Bought hardcover book in last 12 months	1,834	22.8%	101
Bought paperback book in last 12 month	2,748	34.1%	101
Read any daily newspaper (paper version)	2,155	26.7%	95
Read any digital newspaper in last 30 days	3,050	37.8%	121
Read any magazine (paper/electronic version) in last 6 months	7,380	91.6%	101

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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	6,028	74.8%	99
Went to family restaurant/steak house: 4+ times a month	2,265	28.1%	98
Went to fast food/drive-in restaurant in last 6 months	7,258	90.1%	100
Went to fast food/drive-in restaurant 9+ times/mo	3,424	42.5%	105
Fast food/drive-in last 6 months: eat in	2,836	35.2%	97
Fast food/drive-in last 6 months: home delivery	627	7.8%	99
Fast food/drive-in last 6 months: take-out/drive-thru	4,122	51.1%	109
Fast food/drive-in last 6 months: take-out/walk-in	1,487	18.5%	94
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	1,693	21.0%	99
Own any portable MP3 player	3,054	37.9%	113
HH owns 1 TV	1,059	24.5%	122
HH owns 2 TVs	1,198	27.7%	105
HH owns 3 TVs	792	18.3%	85
HH owns 4+ TVs	685	15.9%	80
HH subscribes to cable TV	2,352	54.4%	107
HH subscribes to fiber optic	159	3.7%	55
HH has satellite dish	799	18.5%	73
HH owns DVD/Blu-ray player	2,654	61.4%	99
HH owns camcorder	486	11.2%	72
HH owns portable GPS navigation device	1,007	23.3%	84
HH purchased video game system in last 12 mos	342	7.9%	86
HH owns Internet video device for TV	135	3.1%	72
Travel (Adults)			
Domestic travel in last 12 months	3,715	46.1%	92
Took 3+ domestic non-business trips in last 12 months	990	12.3%	99
Spent on domestic vacations in last 12 months: <\$1,000	904	11.2%	100
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	425	5.3%	88
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	227	2.8%	80
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	250	3.1%	81
Spent on domestic vacations in last 12 months: \$3,000+	387	4.8%	88
Domestic travel in the 12 months: used general travel website	431	5.3%	76
Foreign travel in last 3 years	1,539	19.1%	80
Took 3+ foreign trips by plane in last 3 years	184	2.3%	52
Spent on foreign vacations in last 12 months: <\$1,000	240	3.0%	71
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	158	2.0%	64
Spent on foreign vacations in last 12 months: \$3,000+	283	3.5%	71
Foreign travel in last 3 years: used general travel website	261	3.2%	59
Nights spent in hotel/motel in last 12 months: any	2,947	36.6%	89
Took cruise of more than one day in last 3 years	628	7.8%	89
Member of any frequent flyer program	1,038	12.9%	77
Member of any hotel rewards program	836	10.4%	73

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Retail Market Potential

31.37795, -89.32327
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 31.37795
 Longitude: -89.32327

Demographic Summary	2015	2020
Population	51,304	52,555
Population 18+	41,102	42,112
Households	21,013	21,568
Median Household Income	\$31,173	\$36,214

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	19,532	47.5%	98
Bought any women's clothing in last 12 months	18,515	45.0%	100
Bought clothing for child <13 years in last 6 months	9,725	23.7%	84
Bought any shoes in last 12 months	22,434	54.6%	100
Bought costume jewelry in last 12 months	8,629	21.0%	105
Bought any fine jewelry in last 12 months	8,243	20.1%	103
Bought a watch in last 12 months	4,520	11.0%	96
Automobiles (Households)			
HH owns/leases any vehicle	17,224	82.0%	96
HH bought/leased new vehicle last 12 mo	1,644	7.8%	91
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	33,564	81.7%	96
Bought/changed motor oil in last 12 months	19,535	47.5%	96
Had tune-up in last 12 months	12,157	29.6%	98
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	26,481	64.4%	98
Drank regular cola in last 6 months	19,799	48.2%	105
Drank beer/ale in last 6 months	17,209	41.9%	99
Cameras (Adults)			
Own digital point & shoot camera	11,367	27.7%	86
Own digital single-lens reflex (SLR) camera	3,726	9.1%	105
Bought any camera in last 12 months	2,857	7.0%	96
Bought memory card for camera in last 12 months	2,404	5.8%	102
Printed digital photos in last 12 months	1,186	2.9%	85
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	15,188	37.0%	101
Have a smartphone	21,798	53.0%	109
Have an iPhone	8,219	20.0%	107
Number of cell phones in household: 1	8,120	38.6%	120
Number of cell phones in household: 2	7,702	36.7%	99
Number of cell phones in household: 3+	4,240	20.2%	80
HH has cell phone only (no landline telephone)	11,161	53.1%	140
Computers (Households)			
HH owns a computer	15,812	75.2%	98
HH owns desktop computer	9,103	43.3%	89
HH owns laptop/notebook	10,965	52.2%	102
Spent <\$500 on most recent home computer	3,177	15.1%	107
Spent \$500-\$999 on most recent home computer	4,246	20.2%	100
Spent \$1,000-\$1,499 on most recent home computer	2,343	11.2%	112
Spent \$1,500-\$1,999 on most recent home computer	935	4.4%	97
Spent \$2,000+ on most recent home computer	762	3.6%	94

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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	26,045	63.4%	105
Bought brewed coffee at convenience store in last 30 days	5,784	14.1%	92
Bought cigarettes at convenience store in last 30 days	6,420	15.6%	119
Bought gas at convenience store in last 30 days	14,698	35.8%	108
Spent at convenience store in last 30 days: <\$20	3,587	8.7%	106
Spent at convenience store in last 30 days: \$20-\$39	4,142	10.1%	111
Spent at convenience store in last 30 days: \$40-\$50	3,060	7.4%	97
Spent at convenience store in last 30 days: \$51-\$99	1,801	4.4%	96
Spent at convenience store in last 30 days: \$100+	10,025	24.4%	106
Entertainment (Adults)			
Attended a movie in last 6 months	26,108	63.5%	105
Went to live theater in last 12 months	4,934	12.0%	96
Went to a bar/night club in last 12 months	7,998	19.5%	114
Dined out in last 12 months	18,163	44.2%	98
Gambled at a casino in last 12 months	5,033	12.2%	83
Visited a theme park in last 12 months	6,834	16.6%	92
Viewed movie (video-on-demand) in last 30 days	6,753	16.4%	105
Viewed TV show (video-on-demand) in last 30 days	5,710	13.9%	113
Watched any pay-per-view TV in last 12 months	4,397	10.7%	82
Downloaded a movie over the Internet in last 30 days	3,891	9.5%	143
Downloaded any individual song in last 6 months	9,964	24.2%	118
Watched a movie online in the last 30 days	8,027	19.5%	144
Watched a TV program online in last 30 days	7,558	18.4%	137
Played a video/electronic game (console) in last 12 months	5,985	14.6%	128
Played a video/electronic game (portable) in last 12 months	1,967	4.8%	107
Financial (Adults)			
Have home mortgage (1st)	10,649	25.9%	82
Used ATM/cash machine in last 12 months	20,544	50.0%	103
Own any stock	2,644	6.4%	82
Own U.S. savings bond	2,032	4.9%	86
Own shares in mutual fund (stock)	2,270	5.5%	74
Own shares in mutual fund (bonds)	1,469	3.6%	73
Have interest checking account	10,940	26.6%	92
Have non-interest checking account	11,670	28.4%	101
Have savings account	22,194	54.0%	101
Have 401K retirement savings plan	5,394	13.1%	89
Own/used any credit/debit card in last 12 months	29,944	72.9%	99
Avg monthly credit card expenditures: <\$111	5,623	13.7%	115
Avg monthly credit card expenditures: \$111-\$225	2,821	6.9%	106
Avg monthly credit card expenditures: \$226-\$450	2,323	5.7%	89
Avg monthly credit card expenditures: \$451-\$700	1,887	4.6%	84
Avg monthly credit card expenditures: \$701-\$1,000	1,593	3.9%	89
Avg monthly credit card expenditures: \$1,001+	2,961	7.2%	78
Did banking online in last 12 months	14,967	36.4%	104
Did banking on mobile device in last 12 months	5,209	12.7%	122
Paid bills online in last 12 months	17,899	43.5%	104

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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	28,102	68.4%	96
Used bread in last 6 months	38,899	94.6%	100
Used chicken (fresh or frozen) in last 6 mos	27,228	66.2%	93
Used turkey (fresh or frozen) in last 6 mos	7,054	17.2%	94
Used fish/seafood (fresh or frozen) in last 6 months	21,743	52.9%	95
Used fresh fruit/vegetables in last 6 months	34,372	83.6%	96
Used fresh milk in last 6 months	36,904	89.8%	100
Used organic food in last 6 months	7,605	18.5%	94
Health (Adults)			
Exercise at home 2+ times per week	11,725	28.5%	100
Exercise at club 2+ times per week	6,022	14.7%	113
Visited a doctor in last 12 months	29,783	72.5%	96
Used vitamin/dietary supplement in last 6 months	21,092	51.3%	96
Home (Households)			
Any home improvement in last 12 months	4,680	22.3%	81
Used housekeeper/maid/professional HH cleaning service in last 12	2,122	10.1%	77
Purchased low ticket HH furnishings in last 12 months	3,275	15.6%	100
Purchased big ticket HH furnishings in last 12 months	4,740	22.6%	107
Purchased bedding/bath goods in last 12 months	11,098	52.8%	99
Purchased cooking/serving product in last 12 months	5,064	24.1%	99
Bought any small kitchen appliance in last 12 months	4,936	23.5%	105
Bought any large kitchen appliance in last 12 months	2,538	12.1%	94
Insurance (Adults/Households)			
Currently carry life insurance	16,342	39.8%	92
Carry medical/hospital/accident insurance	24,905	60.6%	94
Carry homeowner insurance	15,441	37.6%	79
Carry renter's insurance	4,462	10.9%	147
Have auto insurance: 1 vehicle in household covered	7,925	37.7%	120
Have auto insurance: 2 vehicles in household covered	5,387	25.6%	91
Have auto insurance: 3+ vehicles in household covered	3,292	15.7%	71
Pets (Households)			
Household owns any pet	10,007	47.6%	90
Household owns any cat	4,544	21.6%	95
Household owns any dog	6,883	32.8%	82
Psychographics (Adults)			
Buying American is important to me	17,487	42.5%	99
Usually buy items on credit rather than wait	4,127	10.0%	88
Usually buy based on quality - not price	7,393	18.0%	100
Price is usually more important than brand name	11,196	27.2%	99
Usually use coupons for brands I buy often	7,440	18.1%	96
Am interested in how to help the environment	7,241	17.6%	105
Usually pay more for environ safe product	5,307	12.9%	102
Usually value green products over convenience	4,397	10.7%	105
Likely to buy a brand that supports a charity	14,131	34.4%	100
Reading (Adults)			
Bought digital book in last 12 months	5,130	12.5%	112
Bought hardcover book in last 12 months	9,384	22.8%	102
Bought paperback book in last 12 month	14,023	34.1%	101
Read any daily newspaper (paper version)	10,981	26.7%	95
Read any digital newspaper in last 30 days	14,470	35.2%	113
Read any magazine (paper/electronic version) in last 6 months	37,634	91.6%	101

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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	31,289	76.1%	101
Went to family restaurant/steak house: 4+ times a month	12,089	29.4%	102
Went to fast food/drive-in restaurant in last 6 months	37,207	90.5%	100
Went to fast food/drive-in restaurant 9+ times/mo	17,542	42.7%	105
Fast food/drive-in last 6 months: eat in	15,099	36.7%	101
Fast food/drive-in last 6 months: home delivery	3,661	8.9%	113
Fast food/drive-in last 6 months: take-out/drive-thru	20,675	50.3%	107
Fast food/drive-in last 6 months: take-out/walk-in	8,399	20.4%	104
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	9,004	21.9%	103
Own any portable MP3 player	14,423	35.1%	105
HH owns 1 TV	5,023	23.9%	119
HH owns 2 TVs	5,671	27.0%	102
HH owns 3 TVs	4,222	20.1%	94
HH owns 4+ TVs	3,309	15.7%	80
HH subscribes to cable TV	11,678	55.6%	109
HH subscribes to fiber optic	968	4.6%	69
HH has satellite dish	3,721	17.7%	69
HH owns DVD/Blu-ray player	12,784	60.8%	98
HH owns camcorder	2,601	12.4%	79
HH owns portable GPS navigation device	4,890	23.3%	84
HH purchased video game system in last 12 mos	1,672	8.0%	86
HH owns Internet video device for TV	798	3.8%	87
Travel (Adults)			
Domestic travel in last 12 months	19,740	48.0%	96
Took 3+ domestic non-business trips in last 12 months	4,752	11.6%	93
Spent on domestic vacations in last 12 months: <\$1,000	5,032	12.2%	109
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	2,201	5.4%	89
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	1,215	3.0%	84
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	1,384	3.4%	88
Spent on domestic vacations in last 12 months: \$3,000+	1,951	4.7%	87
Domestic travel in the 12 months: used general travel website	2,474	6.0%	86
Foreign travel in last 3 years	8,366	20.4%	86
Took 3+ foreign trips by plane in last 3 years	1,174	2.9%	65
Spent on foreign vacations in last 12 months: <\$1,000	1,351	3.3%	78
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	875	2.1%	70
Spent on foreign vacations in last 12 months: \$3,000+	1,567	3.8%	77
Foreign travel in last 3 years: used general travel website	1,722	4.2%	77
Nights spent in hotel/motel in last 12 months: any	15,946	38.8%	94
Took cruise of more than one day in last 3 years	3,186	7.8%	89
Member of any frequent flyer program	5,976	14.5%	87
Member of any hotel rewards program	4,965	12.1%	86

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