



Retail Market Potential

Raulerson
 2104 Rock Springs Rd, Apopka, Florida, 32712
 Ring: 1 mile radius

Latitude: 28.71511
 Longitude: -81.50911

Demographic Summary	2014	2019
Population	4,996	5,382
Population 18+	3,606	3,881
Households	1,693	1,821
Median Household Income	\$48,461	\$56,000

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	1,784	49.5%	103
Bought any women's clothing in last 12 months	1,733	48.1%	107
Bought clothing for child <13 years in last 6 months	1,209	33.5%	120
Bought any shoes in last 12 months	2,024	56.1%	103
Bought costume jewelry in last 12 months	763	21.2%	106
Bought any fine jewelry in last 12 months	706	19.6%	101
Bought a watch in last 12 months	395	11.0%	95
Automobiles (Households)			
HH owns/leases any vehicle	1,553	91.7%	108
HH bought/leased new vehicle last 12 mo	160	9.5%	109
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	3,347	92.8%	109
Bought/changed motor oil in last 12 months	2,015	55.9%	112
Had tune-up in last 12 months	1,246	34.6%	114
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	2,408	66.8%	102
Drank regular cola in last 6 months	1,709	47.4%	103
Drank beer/ale in last 6 months	1,500	41.6%	98
Cameras (Adults)			
Own digital point & shoot camera	1,267	35.1%	109
Own digital single-lens reflex (SLR) camera	287	8.0%	93
Bought any camera in last 12 months	267	7.4%	103
Bought memory card for camera in last 12 months	247	6.8%	119
Printed digital photos in last 12 months	140	3.9%	115
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	1,409	39.1%	107
Have a smartphone	1,953	54.2%	111
Have an iPhone	708	19.6%	105
Number of cell phones in household: 1	423	25.0%	78
Number of cell phones in household: 2	665	39.3%	106
Number of cell phones in household: 3+	508	30.0%	120
HH has cell phone only (no landline telephone)	671	39.6%	105
Computers (Households)			
HH owns a computer	1,382	81.6%	107
HH owns desktop computer	924	54.6%	112
HH owns laptop/notebook	885	52.3%	102
Spent <\$500 on most recent home computer	247	14.6%	104
Spent \$500-\$999 on most recent home computer	377	22.3%	110
Spent \$1,000-\$1,499 on most recent home computer	188	11.1%	111
Spent \$1,500-\$1,999 on most recent home computer	71	4.2%	91
Spent \$2,000+ on most recent home computer	62	3.7%	95

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 2014 and 2019.



Retail Market Potential

Raulerson
 2104 Rock Springs Rd, Apopka, Florida, 32712
 Ring: 1 mile radius

Latitude: 28.71511
 Longitude: -81.50911

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	2,374	65.8%	109
Bought brewed coffee at convenience store in last 30 days	528	14.6%	95
Bought cigarettes at convenience store in last 30 days	601	16.7%	127
Bought gas at convenience store in last 30 days	1,504	41.7%	126
Spent at convenience store in last 30 days: <\$20	275	7.6%	93
Spent at convenience store in last 30 days: \$20-\$39	294	8.2%	90
Spent at convenience store in last 30 days: \$40-\$50	300	8.3%	109
Spent at convenience store in last 30 days: \$51-\$99	196	5.4%	119
Spent at convenience store in last 30 days: \$100+	1,039	28.8%	125
Entertainment (Adults)			
Attended a movie in last 6 months	2,251	62.4%	104
Went to live theater in last 12 months	388	10.8%	86
Went to a bar/night club in last 12 months	582	16.1%	94
Dined out in last 12 months	1,819	50.4%	112
Gambled at a casino in last 12 months	530	14.7%	100
Visited a theme park in last 12 months	633	17.6%	98
Viewed movie (video-on-demand) in last 30 days	582	16.1%	103
Viewed TV show (video-on-demand) in last 30 days	458	12.7%	104
Watched any pay-per-view TV in last 12 months	533	14.8%	113
Downloaded a movie over the Internet in last 30 days	201	5.6%	84
Downloaded any individual song in last 6 months	804	22.3%	109
Watched a movie online in the last 30 days	457	12.7%	93
Watched a TV program online in last 30 days	411	11.4%	85
Played a video/electronic game (console) in last 12 months	398	11.0%	97
Played a video/electronic game (portable) in last 12 months	159	4.4%	99
Financial (Adults)			
Have home mortgage (1st)	1,502	41.7%	132
Used ATM/cash machine in last 12 months	1,923	53.3%	110
Own any stock	246	6.8%	87
Own U.S. savings bond	141	3.9%	68
Own shares in mutual fund (stock)	230	6.4%	85
Own shares in mutual fund (bonds)	136	3.8%	77
Have interest checking account	1,091	30.3%	105
Have non-interest checking account	1,078	29.9%	106
Have savings account	2,097	58.2%	109
Have 401K retirement savings plan	611	16.9%	115
Own/used any credit/debit card in last 12 months	2,850	79.0%	107
Avg monthly credit card expenditures: <\$111	502	13.9%	117
Avg monthly credit card expenditures: \$111-\$225	269	7.5%	115
Avg monthly credit card expenditures: \$226-\$450	222	6.2%	97
Avg monthly credit card expenditures: \$451-\$700	190	5.3%	97
Avg monthly credit card expenditures: \$701-\$1,000	142	3.9%	91
Avg monthly credit card expenditures: \$1,001+	240	6.7%	73
Did banking online in last 12 months	1,562	43.3%	123
Did banking on mobile device in last 12 months	497	13.8%	133
Paid bills online in last 12 months	1,763	48.9%	117

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 2014 and 2019.



Retail Market Potential

Raulerson
 2104 Rock Springs Rd, Apopka, Florida, 32712
 Ring: 1 mile radius

Latitude: 28.71511
 Longitude: -81.50911

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	2,652	73.5%	103
Used bread in last 6 months	3,484	96.6%	102
Used chicken (fresh or frozen) in last 6 mos	2,657	73.7%	103
Used turkey (fresh or frozen) in last 6 mos	683	18.9%	103
Used fish/seafood (fresh or frozen) in last 6 months	2,033	56.4%	101
Used fresh fruit/vegetables in last 6 months	3,164	87.7%	101
Used fresh milk in last 6 months	3,310	91.8%	102
Used organic food in last 6 months	563	15.6%	79
Health (Adults)			
Exercise at home 2+ times per week	1,020	28.3%	99
Exercise at club 2+ times per week	464	12.9%	100
Visited a doctor in last 12 months	2,719	75.4%	100
Used vitamin/dietary supplement in last 6 months	1,885	52.3%	98
Home (Households)			
Any home improvement in last 12 months	508	30.0%	109
Used housekeeper/maid/professional HH cleaning service in last 12	168	9.9%	76
Purchased low ticket HH furnishings in last 12 months	293	17.3%	111
Purchased big ticket HH furnishings in last 12 months	381	22.5%	107
Purchased bedding/bath goods in last 12 months	909	53.7%	101
Purchased cooking/serving product in last 12 months	403	23.8%	98
Bought any small kitchen appliance in last 12 months	353	20.9%	94
Bought any large kitchen appliance in last 12 months	239	14.1%	110
Insurance (Adults/Households)			
Currently carry life insurance	1,789	49.6%	114
Carry medical/hospital/accident insurance	2,333	64.7%	100
Carry homeowner insurance	2,098	58.2%	122
Carry renter's insurance	251	7.0%	94
Have auto insurance: 1 vehicle in household covered	467	27.6%	88
Have auto insurance: 2 vehicles in household covered	550	32.5%	116
Have auto insurance: 3+ vehicles in household covered	469	27.7%	126
Pets (Households)			
Household owns any pet	1,051	62.1%	117
Household owns any cat	420	24.8%	109
Household owns any dog	846	50.0%	126
Psychographics (Adults)			
Buying American is important to me	1,653	45.8%	107
Usually buy items on credit rather than wait	384	10.6%	93
Usually buy based on quality - not price	649	18.0%	100
Price is usually more important than brand name	1,031	28.6%	104
Usually use coupons for brands I buy often	656	18.2%	96
Am interested in how to help the environment	580	16.1%	96
Usually pay more for environ safe product	377	10.5%	83
Usually value green products over convenience	302	8.4%	82
Likely to buy a brand that supports a charity	1,208	33.5%	98
Reading (Adults)			
Bought digital book in last 12 months	430	11.9%	107
Bought hardcover book in last 12 months	862	23.9%	106
Bought paperback book in last 12 month	1,232	34.2%	101
Read any daily newspaper (paper version)	852	23.6%	84
Read any digital newspaper in last 30 days	1,142	31.7%	101
Read any magazine (paper/electronic version) in last 6 months	3,271	90.7%	100

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 2014 and 2019.



Retail Market Potential

Raulerson
 2104 Rock Springs Rd, Apopka, Florida, 32712
 Ring: 1 mile radius

Latitude: 28.71511
 Longitude: -81.50911

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	2,959	82.1%	109
Went to family restaurant/steak house: 4+ times a month	1,250	34.7%	121
Went to fast food/drive-in restaurant in last 6 months	3,365	93.3%	103
Went to fast food/drive-in restaurant 9+ times/mo	1,729	47.9%	118
Fast food/drive-in last 6 months: eat in	1,453	40.3%	111
Fast food/drive-in last 6 months: home delivery	354	9.8%	125
Fast food/drive-in last 6 months: take-out/drive-thru	2,072	57.5%	123
Fast food/drive-in last 6 months: take-out/walk-in	739	20.5%	105
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	765	21.2%	100
Own any portable MP3 player	1,384	38.4%	114
HH owns 1 TV	265	15.7%	78
HH owns 2 TVs	451	26.6%	101
HH owns 3 TVs	403	23.8%	111
HH owns 4+ TVs	382	22.6%	114
HH subscribes to cable TV	856	50.6%	99
HH subscribes to fiber optic	97	5.7%	86
HH has satellite dish	496	29.3%	115
HH owns DVD/Blu-ray player	1,126	66.5%	108
HH owns camcorder	291	17.2%	110
HH owns portable GPS navigation device	530	31.3%	114
HH purchased video game system in last 12 mos	157	9.3%	101
HH owns Internet video device for TV	68	4.0%	92
Travel (Adults)			
Domestic travel in last 12 months	1,953	54.2%	108
Took 3+ domestic non-business trips in last 12 months	482	13.4%	107
Spent on domestic vacations in last 12 months: <\$1,000	386	10.7%	95
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	207	5.7%	95
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	143	4.0%	113
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	157	4.4%	114
Spent on domestic vacations in last 12 months: \$3,000+	205	5.7%	104
Domestic travel in the 12 months: used general travel website	241	6.7%	95
Foreign travel in last 3 years	743	20.6%	87
Took 3+ foreign trips by plane in last 3 years	87	2.4%	55
Spent on foreign vacations in last 12 months: <\$1,000	153	4.2%	101
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	118	3.3%	108
Spent on foreign vacations in last 12 months: \$3,000+	113	3.1%	64
Foreign travel in last 3 years: used general travel website	153	4.2%	78
Nights spent in hotel/motel in last 12 mo: any	1,663	46.1%	112
Took cruise of more than one day in last 3 years	353	9.8%	112
Member of any frequent flyer program	543	15.1%	90
Member of any hotel rewards program	521	14.4%	102

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 2014 and 2019.



Retail Market Potential

Raulerson
 2104 Rock Springs Rd, Apopka, Florida, 32712
 Ring: 3 mile radius

Latitude: 28.71511
 Longitude: -81.50911

Demographic Summary	2014	2019
Population	41,496	45,582
Population 18+	30,994	33,881
Households	14,511	15,917
Median Household Income	\$58,561	\$66,588

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	15,624	50.4%	104
Bought any women's clothing in last 12 months	14,403	46.5%	104
Bought clothing for child <13 years in last 6 months	10,251	33.1%	118
Bought any shoes in last 12 months	17,304	55.8%	102
Bought costume jewelry in last 12 months	6,614	21.3%	107
Bought any fine jewelry in last 12 months	5,880	19.0%	98
Bought a watch in last 12 months	3,601	11.6%	101
Automobiles (Households)			
HH owns/leases any vehicle	13,326	91.8%	108
HH bought/leased new vehicle last 12 mo	1,413	9.7%	113
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	28,606	92.3%	109
Bought/changed motor oil in last 12 months	17,602	56.8%	114
Had tune-up in last 12 months	10,263	33.1%	109
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	20,196	65.2%	99
Drank regular cola in last 6 months	14,552	47.0%	102
Drank beer/ale in last 6 months	13,025	42.0%	99
Cameras (Adults)			
Own digital point & shoot camera	11,165	36.0%	111
Own digital single-lens reflex (SLR) camera	2,696	8.7%	101
Bought any camera in last 12 months	2,269	7.3%	101
Bought memory card for camera in last 12 months	1,950	6.3%	109
Printed digital photos in last 12 months	1,150	3.7%	110
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	11,914	38.4%	105
Have a smartphone	16,315	52.6%	108
Have an iPhone	6,036	19.5%	104
Number of cell phones in household: 1	3,721	25.6%	80
Number of cell phones in household: 2	5,731	39.5%	107
Number of cell phones in household: 3+	4,294	29.6%	118
HH has cell phone only (no landline telephone)	5,486	37.8%	100
Computers (Households)			
HH owns a computer	11,773	81.1%	106
HH owns desktop computer	7,955	54.8%	113
HH owns laptop/notebook	7,704	53.1%	104
Spent <\$500 on most recent home computer	2,211	15.2%	108
Spent \$500-\$999 on most recent home computer	3,286	22.6%	112
Spent \$1,000-\$1,499 on most recent home computer	1,570	10.8%	108
Spent \$1,500-\$1,999 on most recent home computer	586	4.0%	88
Spent \$2,000+ on most recent home computer	568	3.9%	102

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 2014 and 2019.



Retail Market Potential

Raulerson
 2104 Rock Springs Rd, Apopka, Florida, 32712
 Ring: 3 mile radius

Latitude: 28.71511
 Longitude: -81.50911

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	20,257	65.4%	108
Bought brewed coffee at convenience store in last 30 days	4,672	15.1%	98
Bought cigarettes at convenience store in last 30 days	4,727	15.3%	116
Bought gas at convenience store in last 30 days	12,686	40.9%	123
Spent at convenience store in last 30 days: <\$20	2,447	7.9%	96
Spent at convenience store in last 30 days: \$20-\$39	2,617	8.4%	93
Spent at convenience store in last 30 days: \$40-\$50	2,534	8.2%	107
Spent at convenience store in last 30 days: \$51-\$99	1,679	5.4%	119
Spent at convenience store in last 30 days: \$100+	8,740	28.2%	122
Entertainment (Adults)			
Attended a movie in last 6 months	19,101	61.6%	102
Went to live theater in last 12 months	3,432	11.1%	88
Went to a bar/night club in last 12 months	5,061	16.3%	96
Dined out in last 12 months	15,308	49.4%	110
Gambled at a casino in last 12 months	4,636	15.0%	102
Visited a theme park in last 12 months	5,711	18.4%	102
Viewed movie (video-on-demand) in last 30 days	4,635	15.0%	96
Viewed TV show (video-on-demand) in last 30 days	3,559	11.5%	94
Watched any pay-per-view TV in last 12 months	4,414	14.2%	109
Downloaded a movie over the Internet in last 30 days	1,685	5.4%	82
Downloaded any individual song in last 6 months	6,934	22.4%	109
Watched a movie online in the last 30 days	3,654	11.8%	87
Watched a TV program online in last 30 days	3,593	11.6%	86
Played a video/electronic game (console) in last 12 months	3,566	11.5%	101
Played a video/electronic game (portable) in last 12 months	1,336	4.3%	96
Financial (Adults)			
Have home mortgage (1st)	12,661	40.8%	129
Used ATM/cash machine in last 12 months	16,229	52.4%	108
Own any stock	2,229	7.2%	92
Own U.S. savings bond	1,587	5.1%	89
Own shares in mutual fund (stock)	2,261	7.3%	97
Own shares in mutual fund (bonds)	1,356	4.4%	89
Have interest checking account	9,742	31.4%	109
Have non-interest checking account	9,496	30.6%	109
Have savings account	18,209	58.8%	110
Have 401K retirement savings plan	5,383	17.4%	118
Own/used any credit/debit card in last 12 months	24,444	78.9%	107
Avg monthly credit card expenditures: <\$111	4,148	13.4%	113
Avg monthly credit card expenditures: \$111-\$225	2,295	7.4%	114
Avg monthly credit card expenditures: \$226-\$450	1,891	6.1%	96
Avg monthly credit card expenditures: \$451-\$700	1,684	5.4%	100
Avg monthly credit card expenditures: \$701-\$1,000	1,229	4.0%	91
Avg monthly credit card expenditures: \$1,001+	2,374	7.7%	83
Did banking online in last 12 months	12,896	41.6%	119
Did banking on mobile device in last 12 months	3,983	12.9%	124
Paid bills online in last 12 months	14,523	46.9%	112

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 2014 and 2019.



Retail Market Potential

Raulerson
 2104 Rock Springs Rd, Apopka, Florida, 32712
 Ring: 3 mile radius

Latitude: 28.71511
 Longitude: -81.50911

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	22,977	74.1%	104
Used bread in last 6 months	29,951	96.6%	102
Used chicken (fresh or frozen) in last 6 mos	22,776	73.5%	103
Used turkey (fresh or frozen) in last 6 mos	6,050	19.5%	107
Used fish/seafood (fresh or frozen) in last 6 months	17,626	56.9%	102
Used fresh fruit/vegetables in last 6 months	27,331	88.2%	102
Used fresh milk in last 6 months	28,521	92.0%	102
Used organic food in last 6 months	4,921	15.9%	81
Health (Adults)			
Exercise at home 2+ times per week	9,248	29.8%	104
Exercise at club 2+ times per week	3,889	12.5%	97
Visited a doctor in last 12 months	23,806	76.8%	102
Used vitamin/dietary supplement in last 6 months	16,203	52.3%	98
Home (Households)			
Any home improvement in last 12 months	4,528	31.2%	113
Used housekeeper/maid/professional HH cleaning service in last 12	1,610	11.1%	85
Purchased low ticket HH furnishings in last 12 months	2,405	16.6%	106
Purchased big ticket HH furnishings in last 12 months	3,219	22.2%	105
Purchased bedding/bath goods in last 12 months	7,904	54.5%	102
Purchased cooking/serving product in last 12 months	3,559	24.5%	101
Bought any small kitchen appliance in last 12 months	3,222	22.2%	100
Bought any large kitchen appliance in last 12 months	2,061	14.2%	110
Insurance (Adults/Households)			
Currently carry life insurance	15,419	49.7%	115
Carry medical/hospital/accident insurance	20,421	65.9%	102
Carry homeowner insurance	17,832	57.5%	120
Carry renter's insurance	2,080	6.7%	91
Have auto insurance: 1 vehicle in household covered	3,885	26.8%	85
Have auto insurance: 2 vehicles in household covered	4,692	32.3%	115
Have auto insurance: 3+ vehicles in household covered	4,170	28.7%	131
Pets (Households)			
Household owns any pet	8,968	61.8%	116
Household owns any cat	3,715	25.6%	113
Household owns any dog	7,187	49.5%	124
Psychographics (Adults)			
Buying American is important to me	14,337	46.3%	108
Usually buy items on credit rather than wait	3,263	10.5%	92
Usually buy based on quality - not price	5,358	17.3%	96
Price is usually more important than brand name	8,604	27.8%	101
Usually use coupons for brands I buy often	5,786	18.7%	99
Am interested in how to help the environment	4,845	15.6%	94
Usually pay more for environ safe product	3,189	10.3%	81
Usually value green products over convenience	2,402	7.7%	76
Likely to buy a brand that supports a charity	10,736	34.6%	101
Reading (Adults)			
Bought digital book in last 12 months	3,530	11.4%	102
Bought hardcover book in last 12 months	7,309	23.6%	105
Bought paperback book in last 12 month	10,777	34.8%	103
Read any daily newspaper (paper version)	7,998	25.8%	92
Read any digital newspaper in last 30 days	9,678	31.2%	100
Read any magazine (paper/electronic version) in last 6 months	28,180	90.9%	100

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 2014 and 2019.



Retail Market Potential

Raulerson
 2104 Rock Springs Rd, Apopka, Florida, 32712
 Ring: 3 mile radius

Latitude: 28.71511
 Longitude: -81.50911

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	25,281	81.6%	108
Went to family restaurant/steak house: 4+ times a month	10,277	33.2%	115
Went to fast food/drive-in restaurant in last 6 months	28,795	92.9%	103
Went to fast food/drive-in restaurant 9+ times/mo	14,267	46.0%	114
Fast food/drive-in last 6 months: eat in	12,535	40.4%	111
Fast food/drive-in last 6 months: home delivery	2,828	9.1%	116
Fast food/drive-in last 6 months: take-out/drive-thru	17,293	55.8%	119
Fast food/drive-in last 6 months: take-out/walk-in	6,382	20.6%	105
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	6,535	21.1%	100
Own any portable MP3 player	11,469	37.0%	110
HH owns 1 TV	2,222	15.3%	76
HH owns 2 TVs	3,811	26.3%	100
HH owns 3 TVs	3,417	23.5%	110
HH owns 4+ TVs	3,415	23.5%	119
HH subscribes to cable TV	6,950	47.9%	94
HH subscribes to fiber optic	704	4.9%	73
HH has satellite dish	4,589	31.6%	124
HH owns DVD/Blu-ray player	9,639	66.4%	107
HH owns camcorder	2,653	18.3%	117
HH owns portable GPS navigation device	4,647	32.0%	116
HH purchased video game system in last 12 mos	1,237	8.5%	93
HH owns Internet video device for TV	580	4.0%	92
Travel (Adults)			
Domestic travel in last 12 months	16,961	54.7%	109
Took 3+ domestic non-business trips in last 12 months	4,302	13.9%	112
Spent on domestic vacations in last 12 months: <\$1,000	3,518	11.4%	101
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	1,954	6.3%	105
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	1,314	4.2%	120
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	1,365	4.4%	115
Spent on domestic vacations in last 12 months: \$3,000+	1,773	5.7%	105
Domestic travel in the 12 months: used general travel website	2,077	6.7%	95
Foreign travel in last 3 years	6,402	20.7%	87
Took 3+ foreign trips by plane in last 3 years	890	2.9%	66
Spent on foreign vacations in last 12 months: <\$1,000	1,218	3.9%	93
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	929	3.0%	99
Spent on foreign vacations in last 12 months: \$3,000+	1,125	3.6%	74
Foreign travel in last 3 years: used general travel website	1,515	4.9%	89
Nights spent in hotel/motel in last 12 mo: any	14,250	46.0%	111
Took cruise of more than one day in last 3 years	2,853	9.2%	105
Member of any frequent flyer program	4,797	15.5%	93
Member of any hotel rewards program	4,570	14.7%	104

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 2014 and 2019.



Retail Market Potential

Raulerson
 2104 Rock Springs Rd, Apopka, Florida, 32712
 Ring: 10 mile radius

Latitude: 28.71511
 Longitude: -81.50911

Demographic Summary	2014	2019
Population	356,611	381,813
Population 18+	272,859	293,092
Households	133,592	142,849
Median Household Income	\$52,106	\$58,432

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	132,493	48.6%	101
Bought any women's clothing in last 12 months	123,058	45.1%	101
Bought clothing for child <13 years in last 6 months	81,666	29.9%	107
Bought any shoes in last 12 months	149,629	54.8%	100
Bought costume jewelry in last 12 months	56,683	20.8%	104
Bought any fine jewelry in last 12 months	54,724	20.1%	103
Bought a watch in last 12 months	32,284	11.8%	103
Automobiles (Households)			
HH owns/leases any vehicle	117,670	88.1%	104
HH bought/leased new vehicle last 12 mo	11,905	8.9%	103
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	240,929	88.3%	104
Bought/changed motor oil in last 12 months	142,184	52.1%	105
Had tune-up in last 12 months	87,098	31.9%	105
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	180,668	66.2%	101
Drank regular cola in last 6 months	129,668	47.5%	104
Drank beer/ale in last 6 months	119,733	43.9%	104
Cameras (Adults)			
Own digital point & shoot camera	91,275	33.5%	103
Own digital single-lens reflex (SLR) camera	24,401	8.9%	104
Bought any camera in last 12 months	19,951	7.3%	101
Bought memory card for camera in last 12 months	16,520	6.1%	105
Printed digital photos in last 12 months	9,486	3.5%	103
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	104,667	38.4%	105
Have a smartphone	144,522	53.0%	109
Have an iPhone	52,182	19.1%	103
Number of cell phones in household: 1	38,936	29.1%	91
Number of cell phones in household: 2	51,092	38.2%	104
Number of cell phones in household: 3+	37,129	27.8%	111
HH has cell phone only (no landline telephone)	53,461	40.0%	106
Computers (Households)			
HH owns a computer	107,084	80.2%	105
HH owns desktop computer	68,618	51.4%	106
HH owns laptop/notebook	71,779	53.7%	105
Spent <\$500 on most recent home computer	19,661	14.7%	105
Spent \$500-\$999 on most recent home computer	28,469	21.3%	105
Spent \$1,000-\$1,499 on most recent home computer	13,400	10.0%	100
Spent \$1,500-\$1,999 on most recent home computer	5,892	4.4%	96
Spent \$2,000+ on most recent home computer	5,365	4.0%	104

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 2014 and 2019.



Retail Market Potential

Raulerson
 2104 Rock Springs Rd, Apopka, Florida, 32712
 Ring: 10 mile radius

Latitude: 28.71511
 Longitude: -81.50911

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	171,685	62.9%	104
Bought brewed coffee at convenience store in last 30 days	41,676	15.3%	100
Bought cigarettes at convenience store in last 30 days	38,429	14.1%	107
Bought gas at convenience store in last 30 days	96,599	35.4%	107
Spent at convenience store in last 30 days: <\$20	22,227	8.1%	99
Spent at convenience store in last 30 days: \$20-\$39	23,647	8.7%	95
Spent at convenience store in last 30 days: \$40-\$50	21,859	8.0%	105
Spent at convenience store in last 30 days: \$51-\$99	13,078	4.8%	105
Spent at convenience store in last 30 days: \$100+	66,066	24.2%	105
Entertainment (Adults)			
Attended a movie in last 6 months	170,729	62.6%	104
Went to live theater in last 12 months	34,212	12.5%	100
Went to a bar/night club in last 12 months	47,820	17.5%	103
Dined out in last 12 months	125,615	46.0%	102
Gambled at a casino in last 12 months	43,134	15.8%	107
Visited a theme park in last 12 months	53,744	19.7%	110
Viewed movie (video-on-demand) in last 30 days	47,794	17.5%	112
Viewed TV show (video-on-demand) in last 30 days	36,520	13.4%	109
Watched any pay-per-view TV in last 12 months	38,366	14.1%	107
Downloaded a movie over the Internet in last 30 days	19,145	7.0%	106
Downloaded any individual song in last 6 months	59,609	21.8%	106
Watched a movie online in the last 30 days	37,965	13.9%	103
Watched a TV program online in last 30 days	36,163	13.3%	99
Played a video/electronic game (console) in last 12 months	32,611	12.0%	105
Played a video/electronic game (portable) in last 12 months	12,971	4.8%	106
Financial (Adults)			
Have home mortgage (1st)	94,317	34.6%	109
Used ATM/cash machine in last 12 months	138,363	50.7%	104
Own any stock	20,841	7.6%	98
Own U.S. savings bond	15,912	5.8%	101
Own shares in mutual fund (stock)	20,422	7.5%	100
Own shares in mutual fund (bonds)	13,326	4.9%	99
Have interest checking account	78,453	28.8%	100
Have non-interest checking account	80,079	29.3%	104
Have savings account	151,294	55.4%	104
Have 401K retirement savings plan	42,255	15.5%	105
Own/used any credit/debit card in last 12 months	208,741	76.5%	104
Avg monthly credit card expenditures: <\$111	34,109	12.5%	105
Avg monthly credit card expenditures: \$111-\$225	18,360	6.7%	104
Avg monthly credit card expenditures: \$226-\$450	17,201	6.3%	100
Avg monthly credit card expenditures: \$451-\$700	14,140	5.2%	95
Avg monthly credit card expenditures: \$701-\$1,000	11,420	4.2%	97
Avg monthly credit card expenditures: \$1,001+	24,204	8.9%	97
Did banking online in last 12 months	104,242	38.2%	109
Did banking on mobile device in last 12 months	33,033	12.1%	117
Paid bills online in last 12 months	124,644	45.7%	109

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 2014 and 2019.



Retail Market Potential

Raulerson
 2104 Rock Springs Rd, Apopka, Florida, 32712
 Ring: 10 mile radius

Latitude: 28.71511
 Longitude: -81.50911

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	198,481	72.7%	102
Used bread in last 6 months	262,515	96.2%	101
Used chicken (fresh or frozen) in last 6 mos	197,454	72.4%	101
Used turkey (fresh or frozen) in last 6 mos	50,112	18.4%	100
Used fish/seafood (fresh or frozen) in last 6 months	155,944	57.2%	102
Used fresh fruit/vegetables in last 6 months	236,725	86.8%	100
Used fresh milk in last 6 months	247,284	90.6%	101
Used organic food in last 6 months	52,326	19.2%	97
Health (Adults)			
Exercise at home 2+ times per week	80,727	29.6%	104
Exercise at club 2+ times per week	35,536	13.0%	101
Visited a doctor in last 12 months	204,856	75.1%	99
Used vitamin/dietary supplement in last 6 months	147,541	54.1%	101
Home (Households)			
Any home improvement in last 12 months	38,432	28.8%	104
Used housekeeper/maid/professional HH cleaning service in last 12	16,945	12.7%	97
Purchased low ticket HH furnishings in last 12 months	21,847	16.4%	105
Purchased big ticket HH furnishings in last 12 months	29,369	22.0%	104
Purchased bedding/bath goods in last 12 months	72,096	54.0%	101
Purchased cooking/serving product in last 12 months	33,352	25.0%	103
Bought any small kitchen appliance in last 12 months	30,654	22.9%	103
Bought any large kitchen appliance in last 12 months	17,659	13.2%	103
Insurance (Adults/Households)			
Currently carry life insurance	121,050	44.4%	102
Carry medical/hospital/accident insurance	174,823	64.1%	99
Carry homeowner insurance	131,904	48.3%	101
Carry renter's insurance	20,768	7.6%	103
Have auto insurance: 1 vehicle in household covered	41,905	31.4%	100
Have auto insurance: 2 vehicles in household covered	40,556	30.4%	108
Have auto insurance: 3+ vehicles in household covered	29,334	22.0%	100
Pets (Households)			
Household owns any pet	72,506	54.3%	102
Household owns any cat	28,853	21.6%	95
Household owns any dog	54,898	41.1%	103
Psychographics (Adults)			
Buying American is important to me	116,918	42.8%	100
Usually buy items on credit rather than wait	31,017	11.4%	100
Usually buy based on quality - not price	47,258	17.3%	97
Price is usually more important than brand name	74,227	27.2%	99
Usually use coupons for brands I buy often	49,731	18.2%	97
Am interested in how to help the environment	42,823	15.7%	94
Usually pay more for environ safe product	32,879	12.0%	95
Usually value green products over convenience	24,843	9.1%	89
Likely to buy a brand that supports a charity	90,208	33.1%	97
Reading (Adults)			
Bought digital book in last 12 months	31,748	11.6%	105
Bought hardcover book in last 12 months	61,583	22.6%	100
Bought paperback book in last 12 month	92,649	34.0%	100
Read any daily newspaper (paper version)	74,215	27.2%	97
Read any digital newspaper in last 30 days	88,583	32.5%	104
Read any magazine (paper/electronic version) in last 6 months	251,267	92.1%	101

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 2014 and 2019.



Retail Market Potential

Raulerson
 2104 Rock Springs Rd, Apopka, Florida, 32712
 Ring: 10 mile radius

Latitude: 28.71511
 Longitude: -81.50911

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	215,464	79.0%	104
Went to family restaurant/steak house: 4+ times a month	84,861	31.1%	108
Went to fast food/drive-in restaurant in last 6 months	250,035	91.6%	102
Went to fast food/drive-in restaurant 9+ times/mo	119,017	43.6%	108
Fast food/drive-in last 6 months: eat in	102,455	37.5%	103
Fast food/drive-in last 6 months: home delivery	23,634	8.7%	110
Fast food/drive-in last 6 months: take-out/drive-thru	139,169	51.0%	109
Fast food/drive-in last 6 months: take-out/walk-in	55,800	20.5%	105
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	59,012	21.6%	102
Own any portable MP3 player	96,903	35.5%	106
HH owns 1 TV	23,753	17.8%	88
HH owns 2 TVs	34,067	25.5%	97
HH owns 3 TVs	31,065	23.3%	108
HH owns 4+ TVs	28,157	21.1%	107
HH subscribes to cable TV	71,426	53.5%	105
HH subscribes to fiber optic	9,656	7.2%	109
HH has satellite dish	31,617	23.7%	93
HH owns DVD/Blu-ray player	84,165	63.0%	102
HH owns camcorder	22,431	16.8%	108
HH owns portable GPS navigation device	38,363	28.7%	104
HH purchased video game system in last 12 mos	12,112	9.1%	98
HH owns Internet video device for TV	6,113	4.6%	105
Travel (Adults)			
Domestic travel in last 12 months	142,850	52.4%	104
Took 3+ domestic non-business trips in last 12 months	35,225	12.9%	104
Spent on domestic vacations in last 12 months: <\$1,000	31,184	11.4%	102
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	17,762	6.5%	108
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	8,831	3.2%	92
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	11,216	4.1%	108
Spent on domestic vacations in last 12 months: \$3,000+	15,305	5.6%	103
Domestic travel in the 12 months: used general travel website	18,834	6.9%	98
Foreign travel in last 3 years	63,725	23.4%	98
Took 3+ foreign trips by plane in last 3 years	10,041	3.7%	84
Spent on foreign vacations in last 12 months: <\$1,000	10,841	4.0%	95
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	8,471	3.1%	102
Spent on foreign vacations in last 12 months: \$3,000+	12,411	4.5%	92
Foreign travel in last 3 years: used general travel website	15,430	5.7%	103
Nights spent in hotel/motel in last 12 mo: any	117,977	43.2%	105
Took cruise of more than one day in last 3 years	25,942	9.5%	109
Member of any frequent flyer program	46,206	16.9%	102
Member of any hotel rewards program	40,032	14.7%	104

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 2014 and 2019.