



Retail Market Potential

32754, Mims, Florida
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 28.77083
 Longitude: -80.89158

Demographic Summary	2018	2023
Population	122	132
Population 18+	103	111
Households	56	61
Median Household Income	\$54,719	\$69,535

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	50	48.5%	103
Bought any women's clothing in last 12 months	44	42.7%	99
Bought clothing for child <13 years in last 6 months	28	27.2%	101
Bought any shoes in last 12 months	54	52.4%	98
Bought costume jewelry in last 12 months	18	17.5%	96
Bought any fine jewelry in last 12 months	18	17.5%	98
Bought a watch in last 12 months	15	14.6%	92
Automobiles (Households)			
HH owns/leases any vehicle	51	91.1%	106
HH bought/leased new vehicle last 12 mo	6	10.7%	111
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	93	90.3%	106
Bought/changed motor oil in last 12 months	59	57.3%	120
Had tune-up in last 12 months	24	23.3%	91
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	69	67.0%	96
Drank regular cola in last 6 months	50	48.5%	110
Drank beer/ale in last 6 months	39	37.9%	90
Cameras (Adults)			
Own digital point & shoot camera/camcorder	12	11.7%	100
Own digital SLR camera/camcorder	8	7.8%	100
Printed digital photos in last 12 months	22	21.4%	92
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	38	36.9%	102
Have a smartphone	75	72.8%	91
Have a smartphone: Android phone (any brand)	40	38.8%	100
Have a smartphone: Apple iPhone	31	30.1%	78
Number of cell phones in household: 1	16	28.6%	93
Number of cell phones in household: 2	24	42.9%	111
Number of cell phones in household: 3+	15	26.8%	97
HH has cell phone only (no landline telephone)	30	53.6%	102
Computers (Households)			
HH owns a computer	40	71.4%	96
HH owns desktop computer	21	37.5%	98
HH owns laptop/notebook	30	53.6%	95
HH owns any Apple/Mac brand computer	6	10.7%	60
HH owns any PC/non-Apple brand computer	36	64.3%	102
HH purchased most recent computer in a store	20	35.7%	97
HH purchased most recent computer online	7	12.5%	93
Spent <\$500 on most recent home computer	9	16.1%	106
Spent \$500-\$999 on most recent home computer	9	16.1%	91
Spent \$1,000-\$1,499 on most recent home computer	5	8.9%	94
Spent \$1,500-\$1,999 on most recent home computer	2	3.6%	77
Spent \$2,000+ on most recent home computer	2	3.6%	88

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	68	66.0%	105
Bought brewed coffee at convenience store in last 30 days	15	14.6%	108
Bought cigarettes at convenience store in last 30 days	14	13.6%	124
Bought gas at convenience store in last 30 days	50	48.5%	132
Spent at convenience store in last 30 days: <\$20	6	5.8%	81
Spent at convenience store in last 30 days: \$20-\$39	8	7.8%	81
Spent at convenience store in last 30 days: \$40-\$50	7	6.8%	82
Spent at convenience store in last 30 days: \$51-\$99	7	6.8%	122
Spent at convenience store in last 30 days: \$100+	31	30.1%	135
Entertainment (Adults)			
Attended a movie in last 6 months	52	50.5%	85
Went to live theater in last 12 months	8	7.8%	67
Went to a bar/night club in last 12 months	15	14.6%	83
Dined out in last 12 months	53	51.5%	101
Gambled at a casino in last 12 months	10	9.7%	75
Visited a theme park in last 12 months	15	14.6%	77
Viewed movie (video-on-demand) in last 30 days	11	10.7%	59
Viewed TV show (video-on-demand) in last 30 days	10	9.7%	70
Watched any pay-per-view TV in last 12 months	11	10.7%	97
Downloaded a movie over the Internet in last 30 days	6	5.8%	64
Downloaded any individual song in last 6 months	18	17.5%	87
Watched a movie online in the last 30 days	13	12.6%	53
Watched a TV program online in last 30 days	10	9.7%	54
Played a video/electronic game (console) in last 12 months	8	7.8%	85
Played a video/electronic game (portable) in last 12 months	4	3.9%	75
Financial (Adults)			
Have home mortgage (1st)	36	35.0%	111
Used ATM/cash machine in last 12 months	50	48.5%	91
Own any stock	6	5.8%	81
Own U.S. savings bond	4	3.9%	81
Own shares in mutual fund (stock)	5	4.9%	70
Own shares in mutual fund (bonds)	3	2.9%	61
Have interest checking account	32	31.1%	105
Have non-interest checking account	33	32.0%	109
Have savings account	59	57.3%	98
Have 401K retirement savings plan	16	15.5%	100
Own/used any credit/debit card in last 12 months	80	77.7%	97
Avg monthly credit card expenditures: <\$111	13	12.6%	105
Avg monthly credit card expenditures: \$111-\$225	8	7.8%	108
Avg monthly credit card expenditures: \$226-\$450	6	5.8%	86
Avg monthly credit card expenditures: \$451-\$700	5	4.9%	78
Avg monthly credit card expenditures: \$701-\$1,000	5	4.9%	83
Avg monthly credit card expenditures: \$1,001+	8	7.8%	71
Did banking online in last 12 months	37	35.9%	91
Did banking on mobile device in last 12 months	21	20.4%	87
Paid bills online in last 12 months	47	45.6%	93

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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	41	73.2%	107
Used bread in last 6 months	53	94.6%	101
Used chicken (fresh or frozen) in last 6 months	39	69.6%	101
Used turkey (fresh or frozen) in last 6 months	8	14.3%	93
Used fish/seafood (fresh or frozen) in last 6 months	29	51.8%	95
Used fresh fruit/vegetables in last 6 months	49	87.5%	100
Used fresh milk in last 6 months	50	89.3%	104
Used organic food in last 6 months	9	16.1%	68
Health (Adults)			
Exercise at home 2+ times per week	26	25.2%	90
Exercise at club 2+ times per week	11	10.7%	74
Visited a doctor in last 12 months	80	77.7%	101
Used vitamin/dietary supplement in last 6 months	52	50.5%	93
Home (Households)			
Any home improvement in last 12 months	17	30.4%	109
Used housekeeper/maid/professional HH cleaning service in last 12	6	10.7%	77
Purchased low ticket HH furnishings in last 12 months	9	16.1%	96
Purchased big ticket HH furnishings in last 12 months	10	17.9%	81
Bought any small kitchen appliance in last 12 months	12	21.4%	96
Bought any large kitchen appliance in last 12 months	8	14.3%	101
Insurance (Adults/Households)			
Currently carry life insurance	52	50.5%	113
Carry medical/hospital/accident insurance	79	76.7%	103
Carry homeowner insurance	58	56.3%	119
Carry renter's insurance	5	4.9%	56
Have auto insurance: 1 vehicle in household covered	15	26.8%	88
Have auto insurance: 2 vehicles in household covered	17	30.4%	105
Have auto insurance: 3+ vehicles in household covered	18	32.1%	141
Pets (Households)			
Household owns any pet	39	69.6%	128
Household owns any cat	19	33.9%	148
Household owns any dog	32	57.1%	137
Psychographics (Adults)			
Buying American is important to me	50	48.5%	120
Usually buy items on credit rather than wait	12	11.7%	89
Usually buy based on quality - not price	18	17.5%	90
Price is usually more important than brand name	30	29.1%	104
Usually use coupons for brands I buy often	20	19.4%	108
Am interested in how to help the environment	15	14.6%	80
Usually pay more for environ safe product	12	11.7%	82
Usually value green products over convenience	11	10.7%	94
Likely to buy a brand that supports a charity	34	33.0%	95
Reading (Adults)			
Bought digital book in last 12 months	12	11.7%	87
Bought hardcover book in last 12 months	17	16.5%	83
Bought paperback book in last 12 month	27	26.2%	90
Read any daily newspaper (paper version)	18	17.5%	85
Read any digital newspaper in last 30 days	32	31.1%	83
Read any magazine (paper/electronic version) in last 6 months	92	89.3%	99

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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	82	79.6%	105
Went to family restaurant/steak house: 4+ times a month	31	30.1%	112
Went to fast food/drive-in restaurant in last 6 months	94	91.3%	101
Went to fast food/drive-in restaurant 9+ times/mo	45	43.7%	110
Fast food/drive-in last 6 months: eat in	39	37.9%	103
Fast food/drive-in last 6 months: home delivery	7	6.8%	81
Fast food/drive-in last 6 months: take-out/drive-thru	55	53.4%	113
Fast food/drive-in last 6 months: take-out/walk-in	21	20.4%	97
Television & Electronics (Adults/Households)			
Own any tablet	45	43.7%	96
Own any e-reader	6	5.8%	79
Own e-reader/tablet: iPad	21	20.4%	77
HH has Internet connectable TV	13	23.2%	90
Own any portable MP3 player	19	18.4%	86
HH owns 1 TV	10	17.9%	85
HH owns 2 TVs	15	26.8%	99
HH owns 3 TVs	14	25.0%	119
HH owns 4+ TVs	11	19.6%	110
HH subscribes to cable TV	16	28.6%	64
HH subscribes to fiber optic	1	1.8%	22
HH owns portable GPS navigation device	15	26.8%	108
HH purchased video game system in last 12 mos	4	7.1%	84
HH owns any Internet video device for TV	8	14.3%	70
Travel (Adults)			
Domestic travel in last 12 months	49	47.6%	91
Took 3+ domestic non-business trips in last 12 months	11	10.7%	90
Spent on domestic vacations in last 12 months: <\$1,000	11	10.7%	99
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	5	4.9%	81
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	5	4.9%	123
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	2	1.9%	51
Spent on domestic vacations in last 12 months: \$3,000+	6	5.8%	93
Domestic travel in the 12 months: used general travel website	5	4.9%	70
Foreign travel in last 3 years	19	18.4%	70
Took 3+ foreign trips by plane in last 3 years	3	2.9%	61
Spent on foreign vacations in last 12 months: <\$1,000	4	3.9%	83
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	2	1.9%	52
Spent on foreign vacations in last 12 months: \$3,000+	3	2.9%	49
Foreign travel in last 3 years: used general travel website	4	3.9%	64
Nights spent in hotel/motel in last 12 months: any	42	40.8%	93
Took cruise of more than one day in last 3 years	8	7.8%	91
Member of any frequent flyer program	10	9.7%	56
Member of any hotel rewards program	14	13.6%	81

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Retail Market Potential

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Ring: 3 mile radius

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Latitude: 28.77083
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Demographic Summary	2018	2023
Population	2,054	2,232
Population 18+	1,730	1,875
Households	840	910
Median Household Income	\$57,273	\$71,765

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	857	49.5%	105
Bought any women's clothing in last 12 months	754	43.6%	101
Bought clothing for child <13 years in last 6 months	456	26.4%	98
Bought any shoes in last 12 months	909	52.5%	98
Bought costume jewelry in last 12 months	302	17.5%	96
Bought any fine jewelry in last 12 months	292	16.9%	94
Bought a watch in last 12 months	239	13.8%	87
Automobiles (Households)			
HH owns/leases any vehicle	776	92.4%	108
HH bought/leased new vehicle last 12 mo	90	10.7%	111
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	1,581	91.4%	107
Bought/changed motor oil in last 12 months	953	55.1%	116
Had tune-up in last 12 months	414	23.9%	93
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	1,183	68.4%	98
Drank regular cola in last 6 months	769	44.5%	100
Drank beer/ale in last 6 months	690	39.9%	94
Cameras (Adults)			
Own digital point & shoot camera/camcorder	226	13.1%	112
Own digital SLR camera/camcorder	137	7.9%	102
Printed digital photos in last 12 months	416	24.0%	103
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	634	36.6%	101
Have a smartphone	1,302	75.3%	94
Have a smartphone: Android phone (any brand)	658	38.0%	98
Have a smartphone: Apple iPhone	581	33.6%	88
Number of cell phones in household: 1	225	26.8%	87
Number of cell phones in household: 2	368	43.8%	114
Number of cell phones in household: 3+	227	27.0%	98
HH has cell phone only (no landline telephone)	432	51.4%	98
Computers (Households)			
HH owns a computer	629	74.9%	101
HH owns desktop computer	340	40.5%	106
HH owns laptop/notebook	481	57.3%	101
HH owns any Apple/Mac brand computer	108	12.9%	73
HH owns any PC/non-Apple brand computer	555	66.1%	105
HH purchased most recent computer in a store	324	38.6%	104
HH purchased most recent computer online	109	13.0%	97
Spent <\$500 on most recent home computer	131	15.6%	103
Spent \$500-\$999 on most recent home computer	155	18.5%	105
Spent \$1,000-\$1,499 on most recent home computer	79	9.4%	99
Spent \$1,500-\$1,999 on most recent home computer	29	3.5%	75
Spent \$2,000+ on most recent home computer	31	3.7%	91

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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	1,147	66.3%	106
Bought brewed coffee at convenience store in last 30 days	266	15.4%	114
Bought cigarettes at convenience store in last 30 days	210	12.1%	111
Bought gas at convenience store in last 30 days	813	47.0%	128
Spent at convenience store in last 30 days: <\$20	109	6.3%	87
Spent at convenience store in last 30 days: \$20-\$39	147	8.5%	89
Spent at convenience store in last 30 days: \$40-\$50	128	7.4%	89
Spent at convenience store in last 30 days: \$51-\$99	122	7.1%	126
Spent at convenience store in last 30 days: \$100+	492	28.4%	128
Entertainment (Adults)			
Attended a movie in last 6 months	929	53.7%	90
Went to live theater in last 12 months	154	8.9%	77
Went to a bar/night club in last 12 months	283	16.4%	94
Dined out in last 12 months	938	54.2%	106
Gambled at a casino in last 12 months	198	11.4%	88
Visited a theme park in last 12 months	275	15.9%	84
Viewed movie (video-on-demand) in last 30 days	222	12.8%	71
Viewed TV show (video-on-demand) in last 30 days	185	10.7%	77
Watched any pay-per-view TV in last 12 months	169	9.8%	89
Downloaded a movie over the Internet in last 30 days	101	5.8%	64
Downloaded any individual song in last 6 months	309	17.9%	88
Watched a movie online in the last 30 days	240	13.9%	58
Watched a TV program online in last 30 days	195	11.3%	63
Played a video/electronic game (console) in last 12 months	131	7.6%	83
Played a video/electronic game (portable) in last 12 months	66	3.8%	74
Financial (Adults)			
Have home mortgage (1st)	654	37.8%	120
Used ATM/cash machine in last 12 months	891	51.5%	97
Own any stock	124	7.2%	99
Own U.S. savings bond	83	4.8%	100
Own shares in mutual fund (stock)	105	6.1%	88
Own shares in mutual fund (bonds)	84	4.9%	102
Have interest checking account	585	33.8%	115
Have non-interest checking account	555	32.1%	109
Have savings account	1,048	60.6%	104
Have 401K retirement savings plan	301	17.4%	112
Own/used any credit/debit card in last 12 months	1,395	80.6%	101
Avg monthly credit card expenditures: <\$111	230	13.3%	111
Avg monthly credit card expenditures: \$111-\$225	136	7.9%	109
Avg monthly credit card expenditures: \$226-\$450	116	6.7%	99
Avg monthly credit card expenditures: \$451-\$700	93	5.4%	87
Avg monthly credit card expenditures: \$701-\$1,000	97	5.6%	96
Avg monthly credit card expenditures: \$1,001+	165	9.5%	87
Did banking online in last 12 months	686	39.7%	101
Did banking on mobile device in last 12 months	396	22.9%	97
Paid bills online in last 12 months	837	48.4%	98

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Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	619	73.7%	107
Used bread in last 6 months	796	94.8%	101
Used chicken (fresh or frozen) in last 6 months	592	70.5%	102
Used turkey (fresh or frozen) in last 6 months	126	15.0%	98
Used fish/seafood (fresh or frozen) in last 6 months	451	53.7%	98
Used fresh fruit/vegetables in last 6 months	742	88.3%	101
Used fresh milk in last 6 months	748	89.0%	103
Used organic food in last 6 months	153	18.2%	77
Health (Adults)			
Exercise at home 2+ times per week	480	27.7%	99
Exercise at club 2+ times per week	206	11.9%	83
Visited a doctor in last 12 months	1,372	79.3%	103
Used vitamin/dietary supplement in last 6 months	932	53.9%	100
Home (Households)			
Any home improvement in last 12 months	280	33.3%	120
Used housekeeper/maid/professional HH cleaning service in last 12	95	11.3%	81
Purchased low ticket HH furnishings in last 12 months	148	17.6%	105
Purchased big ticket HH furnishings in last 12 months	170	20.2%	92
Bought any small kitchen appliance in last 12 months	190	22.6%	101
Bought any large kitchen appliance in last 12 months	131	15.6%	111
Insurance (Adults/Households)			
Currently carry life insurance	886	51.2%	115
Carry medical/hospital/accident insurance	1,359	78.6%	105
Carry homeowner insurance	1,029	59.5%	126
Carry renter's insurance	89	5.1%	60
Have auto insurance: 1 vehicle in household covered	205	24.4%	80
Have auto insurance: 2 vehicles in household covered	269	32.0%	111
Have auto insurance: 3+ vehicles in household covered	280	33.3%	146
Pets (Households)			
Household owns any pet	587	69.9%	128
Household owns any cat	294	35.0%	152
Household owns any dog	469	55.8%	134
Psychographics (Adults)			
Buying American is important to me	830	48.0%	118
Usually buy items on credit rather than wait	199	11.5%	88
Usually buy based on quality - not price	321	18.6%	96
Price is usually more important than brand name	478	27.6%	99
Usually use coupons for brands I buy often	339	19.6%	109
Am interested in how to help the environment	244	14.1%	77
Usually pay more for environ safe product	213	12.3%	86
Usually value green products over convenience	174	10.1%	89
Likely to buy a brand that supports a charity	584	33.8%	97
Reading (Adults)			
Bought digital book in last 12 months	209	12.1%	91
Bought hardcover book in last 12 months	321	18.6%	93
Bought paperback book in last 12 month	489	28.3%	98
Read any daily newspaper (paper version)	338	19.5%	95
Read any digital newspaper in last 30 days	580	33.5%	89
Read any magazine (paper/electronic version) in last 6 months	1,565	90.5%	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	1,370	79.2%	105
Went to family restaurant/steak house: 4+ times a month	516	29.8%	111
Went to fast food/drive-in restaurant in last 6 months	1,580	91.3%	101
Went to fast food/drive-in restaurant 9+ times/mo	725	41.9%	106
Fast food/drive-in last 6 months: eat in	678	39.2%	107
Fast food/drive-in last 6 months: home delivery	113	6.5%	78
Fast food/drive-in last 6 months: take-out/drive-thru	903	52.2%	111
Fast food/drive-in last 6 months: take-out/walk-in	353	20.4%	97
Television & Electronics (Adults/Households)			
Own any tablet	779	45.0%	98
Own any e-reader	108	6.2%	84
Own e-reader/tablet: iPad	398	23.0%	86
HH has Internet connectable TV	210	25.0%	97
Own any portable MP3 player	345	19.9%	93
HH owns 1 TV	152	18.1%	86
HH owns 2 TVs	216	25.7%	95
HH owns 3 TVs	211	25.1%	120
HH owns 4+ TVs	168	20.0%	112
HH subscribes to cable TV	285	33.9%	76
HH subscribes to fiber optic	21	2.5%	31
HH owns portable GPS navigation device	247	29.4%	118
HH purchased video game system in last 12 mos	51	6.1%	71
HH owns any Internet video device for TV	149	17.7%	87
Travel (Adults)			
Domestic travel in last 12 months	899	52.0%	100
Took 3+ domestic non-business trips in last 12 months	211	12.2%	103
Spent on domestic vacations in last 12 months: <\$1,000	183	10.6%	98
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	97	5.6%	93
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	84	4.9%	123
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	55	3.2%	83
Spent on domestic vacations in last 12 months: \$3,000+	120	6.9%	110
Domestic travel in the 12 months: used general travel website	109	6.3%	91
Foreign travel in last 3 years	365	21.1%	80
Took 3+ foreign trips by plane in last 3 years	56	3.2%	67
Spent on foreign vacations in last 12 months: <\$1,000	68	3.9%	84
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	44	2.5%	67
Spent on foreign vacations in last 12 months: \$3,000+	71	4.1%	69
Foreign travel in last 3 years: used general travel website	76	4.4%	73
Nights spent in hotel/motel in last 12 months: any	773	44.7%	102
Took cruise of more than one day in last 3 years	134	7.7%	90
Member of any frequent flyer program	212	12.3%	70
Member of any hotel rewards program	278	16.1%	96

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Retail Market Potential

32754, Mims, Florida
Ring: 5 mile radius

Prepared by Esri
Latitude: 28.77083
Longitude: -80.89158

Demographic Summary		2018	2023
Population		4,194	4,550
Population 18+		3,541	3,843
Households		1,661	1,798
Median Household Income		\$55,823	\$67,924

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	1,690	47.7%	101
Bought any women's clothing in last 12 months	1,523	43.0%	99
Bought clothing for child <13 years in last 6 months	901	25.4%	95
Bought any shoes in last 12 months	1,815	51.3%	96
Bought costume jewelry in last 12 months	606	17.1%	94
Bought any fine jewelry in last 12 months	578	16.3%	91
Bought a watch in last 12 months	482	13.6%	86
Automobiles (Households)			
HH owns/leases any vehicle	1,524	91.8%	107
HH bought/leased new vehicle last 12 mo	169	10.2%	105
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	3,208	90.6%	106
Bought/changed motor oil in last 12 months	1,944	54.9%	115
Had tune-up in last 12 months	887	25.0%	97
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	2,422	68.4%	98
Drank regular cola in last 6 months	1,603	45.3%	102
Drank beer/ale in last 6 months	1,376	38.9%	92
Cameras (Adults)			
Own digital point & shoot camera/camcorder	458	12.9%	111
Own digital SLR camera/camcorder	266	7.5%	96
Printed digital photos in last 12 months	839	23.7%	102
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	1,270	35.9%	99
Have a smartphone	2,618	73.9%	93
Have a smartphone: Android phone (any brand)	1,354	38.2%	99
Have a smartphone: Apple iPhone	1,119	31.6%	82
Number of cell phones in household: 1	471	28.4%	92
Number of cell phones in household: 2	717	43.2%	112
Number of cell phones in household: 3+	425	25.6%	93
HH has cell phone only (no landline telephone)	857	51.6%	98
Computers (Households)			
HH owns a computer	1,220	73.4%	99
HH owns desktop computer	654	39.4%	103
HH owns laptop/notebook	926	55.7%	99
HH owns any Apple/Mac brand computer	200	12.0%	68
HH owns any PC/non-Apple brand computer	1,081	65.1%	104
HH purchased most recent computer in a store	628	37.8%	102
HH purchased most recent computer online	204	12.3%	92
Spent <\$500 on most recent home computer	262	15.8%	104
Spent \$500-\$999 on most recent home computer	296	17.8%	101
Spent \$1,000-\$1,499 on most recent home computer	146	8.8%	92
Spent \$1,500-\$1,999 on most recent home computer	59	3.6%	77
Spent \$2,000+ on most recent home computer	58	3.5%	86

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Retail Market Potential

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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	2,350	66.4%	106
Bought brewed coffee at convenience store in last 30 days	523	14.8%	109
Bought cigarettes at convenience store in last 30 days	453	12.8%	117
Bought gas at convenience store in last 30 days	1,657	46.8%	127
Spent at convenience store in last 30 days: <\$20	232	6.6%	91
Spent at convenience store in last 30 days: \$20-\$39	314	8.9%	93
Spent at convenience store in last 30 days: \$40-\$50	274	7.7%	93
Spent at convenience store in last 30 days: \$51-\$99	239	6.7%	121
Spent at convenience store in last 30 days: \$100+	1,000	28.2%	127
Entertainment (Adults)			
Attended a movie in last 6 months	1,841	52.0%	87
Went to live theater in last 12 months	299	8.4%	73
Went to a bar/night club in last 12 months	547	15.4%	88
Dined out in last 12 months	1,847	52.2%	102
Gambled at a casino in last 12 months	395	11.2%	86
Visited a theme park in last 12 months	541	15.3%	81
Viewed movie (video-on-demand) in last 30 days	438	12.4%	68
Viewed TV show (video-on-demand) in last 30 days	361	10.2%	73
Watched any pay-per-view TV in last 12 months	335	9.5%	86
Downloaded a movie over the Internet in last 30 days	204	5.8%	64
Downloaded any individual song in last 6 months	599	16.9%	84
Watched a movie online in the last 30 days	493	13.9%	58
Watched a TV program online in last 30 days	400	11.3%	63
Played a video/electronic game (console) in last 12 months	266	7.5%	82
Played a video/electronic game (portable) in last 12 months	131	3.7%	71
Financial (Adults)			
Have home mortgage (1st)	1,258	35.5%	112
Used ATM/cash machine in last 12 months	1,792	50.6%	95
Own any stock	244	6.9%	95
Own U.S. savings bond	165	4.7%	97
Own shares in mutual fund (stock)	194	5.5%	80
Own shares in mutual fund (bonds)	161	4.5%	95
Have interest checking account	1,150	32.5%	110
Have non-interest checking account	1,138	32.1%	109
Have savings account	2,084	58.9%	101
Have 401K retirement savings plan	566	16.0%	103
Own/used any credit/debit card in last 12 months	2,817	79.6%	100
Avg monthly credit card expenditures: <\$111	461	13.0%	108
Avg monthly credit card expenditures: \$111-\$225	275	7.8%	108
Avg monthly credit card expenditures: \$226-\$450	225	6.4%	94
Avg monthly credit card expenditures: \$451-\$700	187	5.3%	85
Avg monthly credit card expenditures: \$701-\$1,000	193	5.5%	94
Avg monthly credit card expenditures: \$1,001+	327	9.2%	84
Did banking online in last 12 months	1,342	37.9%	96
Did banking on mobile device in last 12 months	767	21.7%	92
Paid bills online in last 12 months	1,665	47.0%	95

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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	1,224	73.7%	107
Used bread in last 6 months	1,573	94.7%	101
Used chicken (fresh or frozen) in last 6 months	1,155	69.5%	101
Used turkey (fresh or frozen) in last 6 months	252	15.2%	99
Used fish/seafood (fresh or frozen) in last 6 months	899	54.1%	99
Used fresh fruit/vegetables in last 6 months	1,463	88.1%	101
Used fresh milk in last 6 months	1,473	88.7%	103
Used organic food in last 6 months	306	18.4%	78
Health (Adults)			
Exercise at home 2+ times per week	941	26.6%	95
Exercise at club 2+ times per week	396	11.2%	78
Visited a doctor in last 12 months	2,793	78.9%	103
Used vitamin/dietary supplement in last 6 months	1,904	53.8%	99
Home (Households)			
Any home improvement in last 12 months	543	32.7%	117
Used housekeeper/maid/professional HH cleaning service in last 12	189	11.4%	81
Purchased low ticket HH furnishings in last 12 months	283	17.0%	102
Purchased big ticket HH furnishings in last 12 months	326	19.6%	89
Bought any small kitchen appliance in last 12 months	379	22.8%	102
Bought any large kitchen appliance in last 12 months	248	14.9%	106
Insurance (Adults/Households)			
Currently carry life insurance	1,735	49.0%	110
Carry medical/hospital/accident insurance	2,737	77.3%	103
Carry homeowner insurance	2,031	57.4%	121
Carry renter's insurance	173	4.9%	57
Have auto insurance: 1 vehicle in household covered	442	26.6%	87
Have auto insurance: 2 vehicles in household covered	518	31.2%	108
Have auto insurance: 3+ vehicles in household covered	513	30.9%	135
Pets (Households)			
Household owns any pet	1,143	68.8%	126
Household owns any cat	580	34.9%	152
Household owns any dog	913	55.0%	132
Psychographics (Adults)			
Buying American is important to me	1,726	48.7%	120
Usually buy items on credit rather than wait	404	11.4%	87
Usually buy based on quality - not price	669	18.9%	98
Price is usually more important than brand name	983	27.8%	99
Usually use coupons for brands I buy often	701	19.8%	110
Am interested in how to help the environment	527	14.9%	82
Usually pay more for environ safe product	444	12.5%	88
Usually value green products over convenience	366	10.3%	91
Likely to buy a brand that supports a charity	1,224	34.6%	100
Reading (Adults)			
Bought digital book in last 12 months	405	11.4%	86
Bought hardcover book in last 12 months	637	18.0%	91
Bought paperback book in last 12 month	968	27.3%	94
Read any daily newspaper (paper version)	676	19.1%	93
Read any digital newspaper in last 30 days	1,134	32.0%	85
Read any magazine (paper/electronic version) in last 6 months	3,180	89.8%	99

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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	2,760	77.9%	103
Went to family restaurant/steak house: 4+ times a month	1,050	29.7%	110
Went to fast food/drive-in restaurant in last 6 months	3,208	90.6%	100
Went to fast food/drive-in restaurant 9+ times/mo	1,454	41.1%	104
Fast food/drive-in last 6 months: eat in	1,351	38.2%	104
Fast food/drive-in last 6 months: home delivery	220	6.2%	74
Fast food/drive-in last 6 months: take-out/drive-thru	1,830	51.7%	109
Fast food/drive-in last 6 months: take-out/walk-in	705	19.9%	95
Television & Electronics (Adults/Households)			
Own any tablet	1,528	43.2%	94
Own any e-reader	215	6.1%	82
Own e-reader/tablet: iPad	770	21.7%	82
HH has Internet connectable TV	402	24.2%	94
Own any portable MP3 player	682	19.3%	90
HH owns 1 TV	320	19.3%	92
HH owns 2 TVs	435	26.2%	97
HH owns 3 TVs	399	24.0%	114
HH owns 4+ TVs	310	18.7%	105
HH subscribes to cable TV	548	33.0%	74
HH subscribes to fiber optic	44	2.6%	33
HH owns portable GPS navigation device	477	28.7%	116
HH purchased video game system in last 12 mos	104	6.3%	74
HH owns any Internet video device for TV	272	16.4%	80
Travel (Adults)			
Domestic travel in last 12 months	1,757	49.6%	95
Took 3+ domestic non-business trips in last 12 months	414	11.7%	98
Spent on domestic vacations in last 12 months: <\$1,000	377	10.6%	99
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	187	5.3%	88
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	162	4.6%	116
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	115	3.2%	85
Spent on domestic vacations in last 12 months: \$3,000+	232	6.6%	104
Domestic travel in the 12 months: used general travel website	209	5.9%	85
Foreign travel in last 3 years	706	19.9%	75
Took 3+ foreign trips by plane in last 3 years	114	3.2%	67
Spent on foreign vacations in last 12 months: <\$1,000	135	3.8%	81
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	87	2.5%	65
Spent on foreign vacations in last 12 months: \$3,000+	143	4.0%	68
Foreign travel in last 3 years: used general travel website	152	4.3%	71
Nights spent in hotel/motel in last 12 months: any	1,492	42.1%	96
Took cruise of more than one day in last 3 years	266	7.5%	88
Member of any frequent flyer program	403	11.4%	65
Member of any hotel rewards program	526	14.9%	89

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