

Demographic Summary		2016	2021
Population		5,233	5,677
Population 18+		3,789	4,096
Households		1,750	1,881
Median Household Income		\$54,102	\$62,028

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	1,821	48.1%	102
Bought any women's clothing in last 12 months	1,797	47.4%	108
Bought clothing for child <13 years in last 6 months	1,269	33.5%	122
Bought any shoes in last 12 months	2,150	56.7%	105
Bought costume jewelry in last 12 months	751	19.8%	101
Bought any fine jewelry in last 12 months	651	17.2%	94
Bought a watch in last 12 months	436	11.5%	104
Automobiles (Households)			
HH owns/leases any vehicle	1,615	92.3%	108
HH bought/leased new vehicle last 12 mo	194	11.1%	118
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	3,530	93.2%	110
Bought/changed motor oil in last 12 months	2,149	56.7%	115
Had tune-up in last 12 months	1,175	31.0%	103
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	2,482	65.5%	100
Drank regular cola in last 6 months	1,752	46.2%	103
Drank beer/ale in last 6 months	1,525	40.2%	95
Cameras (Adults)			
Own digital point & shoot camera	1,137	30.0%	103
Own digital single-lens reflex (SLR) camera	337	8.9%	103
Bought any camera in last 12 months	213	5.6%	99
Printed digital photos in last 12 months	93	2.5%	84
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	1,481	39.1%	108
Have a smartphone	2,398	63.3%	108
Have a smartphone: Android phone (any brand)	1,205	31.8%	118
Have a smartphone: Apple iPhone	1,008	26.6%	103
Number of cell phones in household: 1	405	23.1%	72
Number of cell phones in household: 2	714	40.8%	109
Number of cell phones in household: 3+	545	31.1%	122
HH has cell phone only (no landline telephone)	777	44.4%	106
Computers (Households)			
HH owns a computer	1,429	81.7%	106
HH owns desktop computer	897	51.3%	113
HH owns laptop/notebook	1,001	57.2%	105
HH owns any Apple/Mac brand computer	224	12.8%	85
HH owns any PC/non-Apple brand computer	1,285	73.4%	108
HH purchased most recent computer in a store	692	39.5%	105
HH purchased most recent computer online	238	13.6%	104
Spent <\$500 on most recent home computer	258	14.7%	102
Spent \$500-\$999 on most recent home computer	368	21.0%	110
Spent \$1,000-\$1,499 on most recent home computer	164	9.4%	99
Spent \$1,500-\$1,999 on most recent home computer	81	4.6%	102
Spent \$2,000+ on most recent home computer	73	4.2%	106

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 2016 and 2021.

Retail Market Potential

2104 Rock Springs Rd N, Apopka, Florida, 32712

Ring: 1 mile radius

Prepared by Esri

Latitude: 28.71523

Longitude: -81.50929

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	2,014	53.2%	105
Bought brewed coffee at convenience store in last 30 days	541	14.3%	91
Bought cigarettes at convenience store in last 30 days	598	15.8%	126
Bought gas at convenience store in last 30 days	1,537	40.6%	123
Spent at convenience store in last 30 days: <\$20	266	7.0%	87
Spent at convenience store in last 30 days: \$20-\$39	292	7.7%	85
Spent at convenience store in last 30 days: \$40-\$50	315	8.3%	109
Spent at convenience store in last 30 days: \$51-\$99	224	5.9%	134
Spent at convenience store in last 30 days: \$100+	1,074	28.3%	124
Entertainment (Adults)			
Attended a movie in last 6 months	2,225	58.7%	99
Went to live theater in last 12 months	464	12.2%	94
Went to a bar/night club in last 12 months	569	15.0%	90
Dined out in last 12 months	1,833	48.4%	108
Gambled at a casino in last 12 months	516	13.6%	99
Visited a theme park in last 12 months	651	17.2%	98
Viewed movie (video-on-demand) in last 30 days	643	17.0%	100
Viewed TV show (video-on-demand) in last 30 days	496	13.1%	101
Watched any pay-per-view TV in last 12 months	526	13.9%	106
Downloaded a movie over the Internet in last 30 days	246	6.5%	90
Downloaded any individual song in last 6 months	873	23.0%	113
Watched a movie online in the last 30 days	571	15.1%	94
Watched a TV program online in last 30 days	500	13.2%	88
Played a video/electronic game (console) in last 12 months	437	11.5%	110
Played a video/electronic game (portable) in last 12 months	173	4.6%	100
Financial (Adults)			
Have home mortgage (1st)	1,446	38.2%	123
Used ATM/cash machine in last 12 months	2,051	54.1%	110
Own any stock	252	6.7%	87
Own U.S. savings bond	127	3.4%	63
Own shares in mutual fund (stock)	237	6.3%	86
Own shares in mutual fund (bonds)	165	4.4%	90
Have interest checking account	1,129	29.8%	106
Have non-interest checking account	1,260	33.3%	118
Have savings account	2,231	58.9%	109
Have 401K retirement savings plan	643	17.0%	117
Own/used any credit/debit card in last 12 months	2,993	79.0%	106
Avg monthly credit card expenditures: <\$111	597	15.8%	136
Avg monthly credit card expenditures: \$111-\$225	234	6.2%	90
Avg monthly credit card expenditures: \$226-\$450	272	7.2%	113
Avg monthly credit card expenditures: \$451-\$700	222	5.9%	110
Avg monthly credit card expenditures: \$701-\$1,000	114	3.0%	70
Avg monthly credit card expenditures: \$1,001+	290	7.7%	84
Did banking online in last 12 months	1,708	45.1%	126
Did banking on mobile device in last 12 months	728	19.2%	137
Paid bills online in last 12 months	1,978	52.2%	121

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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	1,304	74.5%	107
Used bread in last 6 months	1,670	95.4%	102
Used chicken (fresh or frozen) in last 6 months	1,267	72.4%	105
Used turkey (fresh or frozen) in last 6 months	290	16.6%	105
Used fish/seafood (fresh or frozen) in last 6 months	990	56.6%	104
Used fresh fruit/vegetables in last 6 months	1,526	87.2%	102
Used fresh milk in last 6 months	1,584	90.5%	103
Used organic food in last 6 months	260	14.9%	75
Health (Adults)			
Exercise at home 2+ times per week	1,054	27.8%	98
Exercise at club 2+ times per week	486	12.8%	99
Visited a doctor in last 12 months	2,927	77.2%	102
Used vitamin/dietary supplement in last 6 months	1,991	52.5%	99
Home (Households)			
Any home improvement in last 12 months	533	30.5%	114
Used housekeeper/maid/professional HH cleaning service in last 12	184	10.5%	80
Purchased low ticket HH furnishings in last 12 months	291	16.6%	103
Purchased big ticket HH furnishings in last 12 months	374	21.4%	102
Bought any small kitchen appliance in last 12 months	405	23.1%	104
Bought any large kitchen appliance in last 12 months	244	13.9%	110
Insurance (Adults/Households)			
Currently carry life insurance	1,837	48.5%	114
Carry medical/hospital/accident insurance	2,518	66.5%	101
Carry homeowner insurance	2,131	56.2%	120
Carry renter's insurance	285	7.5%	92
Have auto insurance: 1 vehicle in household covered	466	26.6%	86
Have auto insurance: 2 vehicles in household covered	565	32.3%	113
Have auto insurance: 3+ vehicles in household covered	496	28.3%	130
Pets (Households)			
Household owns any pet	1,116	63.8%	119
Household owns any cat	454	25.9%	116
Household owns any dog	899	51.4%	126
Psychographics (Adults)			
Buying American is important to me	1,819	48.0%	113
Usually buy items on credit rather than wait	425	11.2%	96
Usually buy based on quality - not price	704	18.6%	104
Price is usually more important than brand name	1,106	29.2%	111
Usually use coupons for brands I buy often	738	19.5%	103
Am interested in how to help the environment	555	14.6%	90
Usually pay more for environ safe product	451	11.9%	93
Usually value green products over convenience	323	8.5%	81
Likely to buy a brand that supports a charity	1,249	33.0%	94
Reading (Adults)			
Bought digital book in last 12 months	549	14.5%	110
Bought hardcover book in last 12 months	800	21.1%	101
Bought paperback book in last 12 month	1,279	33.8%	108
Read any daily newspaper (paper version)	831	21.9%	84
Read any digital newspaper in last 30 days	1,261	33.3%	100
Read any magazine (paper/electronic version) in last 6 months	3,463	91.4%	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	3,029	79.9%	107
Went to family restaurant/steak house: 4+ times a month	1,147	30.3%	110
Went to fast food/drive-in restaurant in last 6 months	3,518	92.8%	103
Went to fast food/drive-in restaurant 9+ times/mo	1,693	44.7%	113
Fast food/drive-in last 6 months: eat in	1,509	39.8%	110
Fast food/drive-in last 6 months: home delivery	348	9.2%	120
Fast food/drive-in last 6 months: take-out/drive-thru	2,134	56.3%	122
Fast food/drive-in last 6 months: take-out/walk-in	764	20.2%	104
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	1,272	33.6%	106
Own e-reader/tablet: iPad	554	14.6%	95
Own any portable MP3 player	1,250	33.0%	107
HH owns 1 TV	274	15.7%	77
HH owns 2 TVs	434	24.8%	96
HH owns 3 TVs	412	23.5%	110
HH owns 4+ TVs	390	22.3%	118
HH subscribes to cable TV	822	47.0%	95
HH subscribes to fiber optic	127	7.3%	95
HH has satellite dish	527	30.1%	119
HH owns DVD/Blu-ray player	1,111	63.5%	105
HH owns camcorder	266	15.2%	109
HH owns portable GPS navigation device	522	29.8%	109
HH purchased video game system in last 12 mos	151	8.6%	109
HH owns Internet video device for TV	131	7.5%	106
Travel (Adults)			
Domestic travel in last 12 months	2,006	52.9%	106
Took 3+ domestic non-business trips in last 12 months	425	11.2%	101
Spent on domestic vacations in last 12 months: <\$1,000	401	10.6%	99
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	217	5.7%	98
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	150	4.0%	111
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	174	4.6%	118
Spent on domestic vacations in last 12 months: \$3,000+	198	5.2%	95
Domestic travel in the 12 months: used general travel website	229	6.0%	89
Foreign travel in last 3 years	778	20.5%	85
Took 3+ foreign trips by plane in last 3 years	87	2.3%	51
Spent on foreign vacations in last 12 months: <\$1,000	145	3.8%	92
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	118	3.1%	96
Spent on foreign vacations in last 12 months: \$3,000+	123	3.2%	65
Foreign travel in last 3 years: used general travel website	137	3.6%	65
Nights spent in hotel/motel in last 12 months: any	1,588	41.9%	103
Took cruise of more than one day in last 3 years	297	7.8%	94
Member of any frequent flyer program	531	14.0%	86
Member of any hotel rewards program	572	15.1%	107

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Demographic Summary	2016	2021
Population	43,916	48,558
Population 18+	32,884	36,220
Households	15,163	16,643
Median Household Income	\$62,249	\$75,811

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	16,209	49.3%	104
Bought any women's clothing in last 12 months	15,177	46.2%	105
Bought clothing for child <13 years in last 6 months	10,532	32.0%	116
Bought any shoes in last 12 months	18,432	56.1%	104
Bought costume jewelry in last 12 months	6,690	20.3%	104
Bought any fine jewelry in last 12 months	5,829	17.7%	97
Bought a watch in last 12 months	3,808	11.6%	105
Automobiles (Households)			
HH owns/leases any vehicle	13,967	92.1%	108
HH bought/leased new vehicle last 12 mo	1,706	11.3%	120
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	30,367	92.3%	109
Bought/changed motor oil in last 12 months	18,408	56.0%	114
Had tune-up in last 12 months	10,082	30.7%	102
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	21,434	65.2%	100
Drank regular cola in last 6 months	14,961	45.5%	101
Drank beer/ale in last 6 months	13,524	41.1%	97
Cameras (Adults)			
Own digital point & shoot camera	10,537	32.0%	110
Own digital single-lens reflex (SLR) camera	3,139	9.5%	111
Bought any camera in last 12 months	1,935	5.9%	103
Printed digital photos in last 12 months	938	2.9%	98
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	12,365	37.6%	104
Have a smartphone	20,494	62.3%	106
Have a smartphone: Android phone (any brand)	10,044	30.5%	113
Have a smartphone: Apple iPhone	8,748	26.6%	103
Number of cell phones in household: 1	3,667	24.2%	75
Number of cell phones in household: 2	6,192	40.8%	109
Number of cell phones in household: 3+	4,640	30.6%	120
HH has cell phone only (no landline telephone)	6,467	42.6%	102
Computers (Households)			
HH owns a computer	12,340	81.4%	106
HH owns desktop computer	7,794	51.4%	114
HH owns laptop/notebook	8,658	57.1%	105
HH owns any Apple/Mac brand computer	1,974	13.0%	87
HH owns any PC/non-Apple brand computer	11,175	73.7%	108
HH purchased most recent computer in a store	6,146	40.5%	108
HH purchased most recent computer online	2,166	14.3%	109
Spent <\$500 on most recent home computer	2,331	15.4%	106
Spent \$500-\$999 on most recent home computer	3,281	21.6%	113
Spent \$1,000-\$1,499 on most recent home computer	1,453	9.6%	101
Spent \$1,500-\$1,999 on most recent home computer	699	4.6%	101
Spent \$2,000+ on most recent home computer	628	4.1%	106

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Retail Market Potential

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

Prepared by Esri
Latitude: 28.71523
Longitude: -81.50929

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	17,658	53.7%	106
Bought brewed coffee at convenience store in last 30 days	4,697	14.3%	91
Bought cigarettes at convenience store in last 30 days	4,859	14.8%	118
Bought gas at convenience store in last 30 days	13,264	40.3%	122
Spent at convenience store in last 30 days: <\$20	2,413	7.3%	91
Spent at convenience store in last 30 days: \$20-\$39	2,661	8.1%	89
Spent at convenience store in last 30 days: \$40-\$50	2,689	8.2%	107
Spent at convenience store in last 30 days: \$51-\$99	1,829	5.6%	126
Spent at convenience store in last 30 days: \$100+	9,215	28.0%	122
Entertainment (Adults)			
Attended a movie in last 6 months	19,521	59.4%	100
Went to live theater in last 12 months	4,074	12.4%	95
Went to a bar/night club in last 12 months	5,043	15.3%	92
Dined out in last 12 months	16,021	48.7%	109
Gambled at a casino in last 12 months	4,555	13.9%	101
Visited a theme park in last 12 months	5,876	17.9%	101
Viewed movie (video-on-demand) in last 30 days	5,359	16.3%	96
Viewed TV show (video-on-demand) in last 30 days	4,069	12.4%	96
Watched any pay-per-view TV in last 12 months	4,429	13.5%	102
Downloaded a movie over the Internet in last 30 days	2,102	6.4%	89
Downloaded any individual song in last 6 months	7,725	23.5%	115
Watched a movie online in the last 30 days	4,818	14.7%	92
Watched a TV program online in last 30 days	4,553	13.8%	93
Played a video/electronic game (console) in last 12 months	3,852	11.7%	112
Played a video/electronic game (portable) in last 12 months	1,463	4.4%	98
Financial (Adults)			
Have home mortgage (1st)	12,362	37.6%	121
Used ATM/cash machine in last 12 months	17,529	53.3%	109
Own any stock	2,407	7.3%	96
Own U.S. savings bond	1,548	4.7%	89
Own shares in mutual fund (stock)	2,336	7.1%	98
Own shares in mutual fund (bonds)	1,572	4.8%	98
Have interest checking account	10,119	30.8%	109
Have non-interest checking account	10,938	33.3%	118
Have savings account	19,556	59.5%	110
Have 401K retirement savings plan	5,700	17.3%	119
Own/used any credit/debit card in last 12 months	26,155	79.5%	107
Avg monthly credit card expenditures: <\$111	5,035	15.3%	132
Avg monthly credit card expenditures: \$111-\$225	2,140	6.5%	95
Avg monthly credit card expenditures: \$226-\$450	2,316	7.0%	111
Avg monthly credit card expenditures: \$451-\$700	1,893	5.8%	108
Avg monthly credit card expenditures: \$701-\$1,000	1,193	3.6%	84
Avg monthly credit card expenditures: \$1,001+	2,775	8.4%	93
Did banking online in last 12 months	14,097	42.9%	120
Did banking on mobile device in last 12 months	5,750	17.5%	125
Paid bills online in last 12 months	16,399	49.9%	116

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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	11,305	74.6%	107
Used bread in last 6 months	14,447	95.3%	101
Used chicken (fresh or frozen) in last 6 months	10,966	72.3%	105
Used turkey (fresh or frozen) in last 6 months	2,568	16.9%	107
Used fish/seafood (fresh or frozen) in last 6 months	8,666	57.2%	105
Used fresh fruit/vegetables in last 6 months	13,326	87.9%	102
Used fresh milk in last 6 months	13,773	90.8%	103
Used organic food in last 6 months	2,279	15.0%	76
Health (Adults)			
Exercise at home 2+ times per week	9,685	29.5%	104
Exercise at club 2+ times per week	4,151	12.6%	97
Visited a doctor in last 12 months	25,636	78.0%	103
Used vitamin/dietary supplement in last 6 months	17,191	52.3%	99
Home (Households)			
Any home improvement in last 12 months	4,721	31.1%	116
Used housekeeper/maid/professional HH cleaning service in last 12	1,694	11.2%	85
Purchased low ticket HH furnishings in last 12 months	2,544	16.8%	104
Purchased big ticket HH furnishings in last 12 months	3,333	22.0%	105
Bought any small kitchen appliance in last 12 months	3,546	23.4%	105
Bought any large kitchen appliance in last 12 months	2,108	13.9%	109
Insurance (Adults/Households)			
Currently carry life insurance	16,101	49.0%	115
Carry medical/hospital/accident insurance	22,244	67.6%	103
Carry homeowner insurance	18,382	55.9%	119
Carry renter's insurance	2,505	7.6%	94
Have auto insurance: 1 vehicle in household covered	3,916	25.8%	84
Have auto insurance: 2 vehicles in household covered	4,884	32.2%	113
Have auto insurance: 3+ vehicles in household covered	4,440	29.3%	134
Pets (Households)			
Household owns any pet	9,632	63.5%	118
Household owns any cat	4,031	26.6%	119
Household owns any dog	7,736	51.0%	125
Psychographics (Adults)			
Buying American is important to me	15,517	47.2%	111
Usually buy items on credit rather than wait	3,449	10.5%	89
Usually buy based on quality - not price	5,788	17.6%	98
Price is usually more important than brand name	9,053	27.5%	105
Usually use coupons for brands I buy often	6,314	19.2%	101
Am interested in how to help the environment	4,811	14.6%	90
Usually pay more for environ safe product	3,700	11.3%	88
Usually value green products over convenience	2,801	8.5%	81
Likely to buy a brand that supports a charity	11,306	34.4%	99
Reading (Adults)			
Bought digital book in last 12 months	4,685	14.2%	108
Bought hardcover book in last 12 months	6,964	21.2%	101
Bought paperback book in last 12 month	10,841	33.0%	105
Read any daily newspaper (paper version)	7,802	23.7%	91
Read any digital newspaper in last 30 days	10,839	33.0%	99
Read any magazine (paper/electronic version) in last 6 months	29,922	91.0%	100

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

Prepared by Esri
Latitude: 28.71523
Longitude: -81.50929

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	26,156	79.5%	107
Went to family restaurant/steak house: 4+ times a month	9,760	29.7%	108
Went to fast food/drive-in restaurant in last 6 months	30,317	92.2%	103
Went to fast food/drive-in restaurant 9+ times/mo	14,210	43.2%	109
Fast food/drive-in last 6 months: eat in	12,999	39.5%	109
Fast food/drive-in last 6 months: home delivery	2,779	8.5%	110
Fast food/drive-in last 6 months: take-out/drive-thru	17,764	54.0%	117
Fast food/drive-in last 6 months: take-out/walk-in	6,634	20.2%	104
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	11,025	33.5%	106
Own e-reader/tablet: iPad	4,937	15.0%	98
Own any portable MP3 player	11,017	33.5%	109
HH owns 1 TV	2,325	15.3%	75
HH owns 2 TVs	3,729	24.6%	95
HH owns 3 TVs	3,664	24.2%	113
HH owns 4+ TVs	3,469	22.9%	121
HH subscribes to cable TV	6,891	45.4%	92
HH subscribes to fiber optic	909	6.0%	79
HH has satellite dish	4,880	32.2%	127
HH owns DVD/Blu-ray player	9,796	64.6%	107
HH owns camcorder	2,424	16.0%	114
HH owns portable GPS navigation device	4,746	31.3%	114
HH purchased video game system in last 12 mos	1,166	7.7%	97
HH owns Internet video device for TV	1,112	7.3%	104
Travel (Adults)			
Domestic travel in last 12 months	17,718	53.9%	108
Took 3+ domestic non-business trips in last 12 months	3,899	11.9%	107
Spent on domestic vacations in last 12 months: <\$1,000	3,720	11.3%	105
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	1,955	5.9%	102
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	1,403	4.3%	119
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	1,554	4.7%	121
Spent on domestic vacations in last 12 months: \$3,000+	1,777	5.4%	98
Domestic travel in the 12 months: used general travel website	1,958	6.0%	88
Foreign travel in last 3 years	7,023	21.4%	89
Took 3+ foreign trips by plane in last 3 years	932	2.8%	63
Spent on foreign vacations in last 12 months: <\$1,000	1,179	3.6%	86
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	1,022	3.1%	95
Spent on foreign vacations in last 12 months: \$3,000+	1,305	4.0%	80
Foreign travel in last 3 years: used general travel website	1,409	4.3%	77
Nights spent in hotel/motel in last 12 months: any	14,120	42.9%	106
Took cruise of more than one day in last 3 years	2,721	8.3%	99
Member of any frequent flyer program	4,840	14.7%	90
Member of any hotel rewards program	5,219	15.9%	112

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Retail Market Potential

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

Prepared by Esri
Latitude: 28.71523
Longitude: -81.50929

Demographic Summary	2016	2021
Population	374,958	405,643
Population 18+	287,790	312,874
Households	137,767	147,864
Median Household Income	\$53,593	\$61,167

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	134,678	46.8%	99
Bought any women's clothing in last 12 months	126,575	44.0%	100
Bought clothing for child <13 years in last 6 months	84,672	29.4%	107
Bought any shoes in last 12 months	156,325	54.3%	101
Bought costume jewelry in last 12 months	57,736	20.1%	103
Bought any fine jewelry in last 12 months	55,650	19.3%	105
Bought a watch in last 12 months	33,168	11.5%	105
Automobiles (Households)			
HH owns/leases any vehicle	120,843	87.7%	102
HH bought/leased new vehicle last 12 mo	13,351	9.7%	103
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	252,447	87.7%	103
Bought/changed motor oil in last 12 months	144,979	50.4%	103
Had tune-up in last 12 months	87,503	30.4%	101
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	191,682	66.6%	102
Drank regular cola in last 6 months	131,937	45.8%	102
Drank beer/ale in last 6 months	123,634	43.0%	101
Cameras (Adults)			
Own digital point & shoot camera	83,824	29.1%	100
Own digital single-lens reflex (SLR) camera	26,464	9.2%	107
Bought any camera in last 12 months	16,412	5.7%	100
Printed digital photos in last 12 months	8,514	3.0%	101
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	109,351	38.0%	105
Have a smartphone	181,245	63.0%	107
Have a smartphone: Android phone (any brand)	88,689	30.8%	114
Have a smartphone: Apple iPhone	74,793	26.0%	101
Number of cell phones in household: 1	39,896	29.0%	90
Number of cell phones in household: 2	53,548	38.9%	104
Number of cell phones in household: 3+	38,693	28.1%	110
HH has cell phone only (no landline telephone)	59,426	43.1%	103
Computers (Households)			
HH owns a computer	109,710	79.6%	104
HH owns desktop computer	65,384	47.5%	105
HH owns laptop/notebook	77,954	56.6%	104
HH owns any Apple/Mac brand computer	19,920	14.5%	96
HH owns any PC/non-Apple brand computer	98,148	71.2%	105
HH purchased most recent computer in a store	54,161	39.3%	104
HH purchased most recent computer online	18,153	13.2%	101
Spent <\$500 on most recent home computer	19,956	14.5%	100
Spent \$500-\$999 on most recent home computer	27,521	20.0%	105
Spent \$1,000-\$1,499 on most recent home computer	12,806	9.3%	98
Spent \$1,500-\$1,999 on most recent home computer	6,171	4.5%	98
Spent \$2,000+ on most recent home computer	5,436	3.9%	101

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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	156,813	54.5%	107
Bought brewed coffee at convenience store in last 30 days	43,955	15.3%	97
Bought cigarettes at convenience store in last 30 days	38,187	13.3%	106
Bought gas at convenience store in last 30 days	99,684	34.6%	105
Spent at convenience store in last 30 days: <\$20	23,608	8.2%	101
Spent at convenience store in last 30 days: \$20-\$39	25,126	8.7%	96
Spent at convenience store in last 30 days: \$40-\$50	22,837	7.9%	104
Spent at convenience store in last 30 days: \$51-\$99	13,293	4.6%	104
Spent at convenience store in last 30 days: \$100+	69,777	24.2%	106
Entertainment (Adults)			
Attended a movie in last 6 months	177,468	61.7%	104
Went to live theater in last 12 months	37,241	12.9%	100
Went to a bar/night club in last 12 months	48,376	16.8%	101
Dined out in last 12 months	132,822	46.2%	103
Gambled at a casino in last 12 months	41,364	14.4%	105
Visited a theme park in last 12 months	54,172	18.8%	107
Viewed movie (video-on-demand) in last 30 days	52,477	18.2%	107
Viewed TV show (video-on-demand) in last 30 days	39,192	13.6%	105
Watched any pay-per-view TV in last 12 months	39,961	13.9%	106
Downloaded a movie over the Internet in last 30 days	23,125	8.0%	112
Downloaded any individual song in last 6 months	62,929	21.9%	107
Watched a movie online in the last 30 days	49,097	17.1%	107
Watched a TV program online in last 30 days	44,623	15.5%	104
Played a video/electronic game (console) in last 12 months	31,751	11.0%	106
Played a video/electronic game (portable) in last 12 months	14,030	4.9%	107
Financial (Adults)			
Have home mortgage (1st)	95,734	33.3%	107
Used ATM/cash machine in last 12 months	148,681	51.7%	105
Own any stock	20,581	7.2%	93
Own U.S. savings bond	14,322	5.0%	94
Own shares in mutual fund (stock)	19,720	6.9%	94
Own shares in mutual fund (bonds)	13,314	4.6%	95
Have interest checking account	80,017	27.8%	99
Have non-interest checking account	82,984	28.8%	102
Have savings account	160,275	55.7%	103
Have 401K retirement savings plan	43,827	15.2%	105
Own/used any credit/debit card in last 12 months	219,794	76.4%	102
Avg monthly credit card expenditures: <\$111	35,785	12.4%	107
Avg monthly credit card expenditures: \$111-\$225	19,487	6.8%	98
Avg monthly credit card expenditures: \$226-\$450	19,320	6.7%	106
Avg monthly credit card expenditures: \$451-\$700	14,743	5.1%	96
Avg monthly credit card expenditures: \$701-\$1,000	10,938	3.8%	88
Avg monthly credit card expenditures: \$1,001+	25,155	8.7%	96
Did banking online in last 12 months	112,090	38.9%	109
Did banking on mobile device in last 12 months	45,376	15.8%	113
Paid bills online in last 12 months	135,818	47.2%	110

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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	97,093	70.5%	101
Used bread in last 6 months	130,624	94.8%	101
Used chicken (fresh or frozen) in last 6 months	96,348	69.9%	101
Used turkey (fresh or frozen) in last 6 months	21,672	15.7%	99
Used fish/seafood (fresh or frozen) in last 6 months	76,096	55.2%	101
Used fresh fruit/vegetables in last 6 months	118,996	86.4%	101
Used fresh milk in last 6 months	121,813	88.4%	100
Used organic food in last 6 months	25,150	18.3%	93
Health (Adults)			
Exercise at home 2+ times per week	81,901	28.5%	100
Exercise at club 2+ times per week	38,467	13.4%	103
Visited a doctor in last 12 months	219,586	76.3%	101
Used vitamin/dietary supplement in last 6 months	151,759	52.7%	100
Home (Households)			
Any home improvement in last 12 months	37,623	27.3%	102
Used housekeeper/maid/professional HH cleaning service in last 12	17,888	13.0%	99
Purchased low ticket HH furnishings in last 12 months	22,917	16.6%	104
Purchased big ticket HH furnishings in last 12 months	29,660	21.5%	103
Bought any small kitchen appliance in last 12 months	30,811	22.4%	101
Bought any large kitchen appliance in last 12 months	17,359	12.6%	99
Insurance (Adults/Households)			
Currently carry life insurance	123,697	43.0%	101
Carry medical/hospital/accident insurance	188,647	65.6%	100
Carry homeowner insurance	137,695	47.8%	102
Carry renter's insurance	25,649	8.9%	109
Have auto insurance: 1 vehicle in household covered	41,903	30.4%	99
Have auto insurance: 2 vehicles in household covered	41,149	29.9%	105
Have auto insurance: 3+ vehicles in household covered	31,034	22.5%	103
Pets (Households)			
Household owns any pet	74,952	54.4%	101
Household owns any cat	30,056	21.8%	97
Household owns any dog	57,407	41.7%	102
Psychographics (Adults)			
Buying American is important to me	120,317	41.8%	99
Usually buy items on credit rather than wait	33,504	11.6%	99
Usually buy based on quality - not price	50,656	17.6%	98
Price is usually more important than brand name	76,206	26.5%	101
Usually use coupons for brands I buy often	54,326	18.9%	100
Am interested in how to help the environment	46,662	16.2%	100
Usually pay more for environ safe product	36,966	12.8%	101
Usually value green products over convenience	29,041	10.1%	96
Likely to buy a brand that supports a charity	97,571	33.9%	97
Reading (Adults)			
Bought digital book in last 12 months	38,202	13.3%	100
Bought hardcover book in last 12 months	60,401	21.0%	100
Bought paperback book in last 12 month	91,694	31.9%	102
Read any daily newspaper (paper version)	70,585	24.5%	94
Read any digital newspaper in last 30 days	97,492	33.9%	102
Read any magazine (paper/electronic version) in last 6 months	263,275	91.5%	101

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Retail Market Potential

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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	223,622	77.7%	104
Went to family restaurant/steak house: 4+ times a month	85,404	29.7%	108
Went to fast food/drive-in restaurant in last 6 months	261,702	90.9%	101
Went to fast food/drive-in restaurant 9+ times/mo	122,134	42.4%	108
Fast food/drive-in last 6 months: eat in	107,618	37.4%	103
Fast food/drive-in last 6 months: home delivery	23,893	8.3%	108
Fast food/drive-in last 6 months: take-out/drive-thru	142,384	49.5%	107
Fast food/drive-in last 6 months: take-out/walk-in	58,143	20.2%	104
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	94,029	32.7%	103
Own e-reader/tablet: iPad	43,076	15.0%	98
Own any portable MP3 player	92,143	32.0%	104
HH owns 1 TV	25,821	18.7%	92
HH owns 2 TVs	33,445	24.3%	94
HH owns 3 TVs	31,501	22.9%	107
HH owns 4+ TVs	27,822	20.2%	107
HH subscribes to cable TV	69,721	50.6%	102
HH subscribes to fiber optic	12,920	9.4%	123
HH has satellite dish	32,448	23.6%	93
HH owns DVD/Blu-ray player	84,814	61.6%	102
HH owns camcorder	19,982	14.5%	104
HH owns portable GPS navigation device	38,934	28.3%	103
HH purchased video game system in last 12 mos	10,975	8.0%	100
HH owns Internet video device for TV	10,035	7.3%	103
Travel (Adults)			
Domestic travel in last 12 months	149,084	51.8%	103
Took 3+ domestic non-business trips in last 12 months	31,810	11.1%	100
Spent on domestic vacations in last 12 months: <\$1,000	31,285	10.9%	101
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	18,041	6.3%	108
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	10,010	3.5%	97
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	11,023	3.8%	98
Spent on domestic vacations in last 12 months: \$3,000+	15,909	5.5%	100
Domestic travel in the 12 months: used general travel website	17,393	6.0%	89
Foreign travel in last 3 years	69,638	24.2%	100
Took 3+ foreign trips by plane in last 3 years	11,230	3.9%	87
Spent on foreign vacations in last 12 months: <\$1,000	11,956	4.2%	100
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	9,637	3.3%	103
Spent on foreign vacations in last 12 months: \$3,000+	12,837	4.5%	90
Foreign travel in last 3 years: used general travel website	16,192	5.6%	101
Nights spent in hotel/motel in last 12 months: any	121,108	42.1%	104
Took cruise of more than one day in last 3 years	26,033	9.0%	108
Member of any frequent flyer program	47,134	16.4%	100
Member of any hotel rewards program	42,135	14.6%	104

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