



# Retail Market Potential

Demorest City, GA  
 Demorest city, GA (1322304)  
 Place

Demographic Summary	2013	2018
Population	1,907	2,028
Population 18+	1,516	1,609
Households	647	688
Median Household Income	\$34,618	\$40,347

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	777	51.3%	104
Bought any women's clothing in last 12 months	692	45.6%	100
Bought clothing for child <13 years in last 6 months	445	29.4%	99
Bought any shoes in last 12 months	815	53.8%	98
Bought costume jewelry in last 12 months	258	17.0%	85
Bought any fine jewelry in last 12 months	281	18.5%	94
Bought a watch in last 12 months	151	10.0%	87
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	585	90.4%	106
HH bought/leased new vehicle last 12 mo	43	6.6%	84
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	1,348	88.9%	104
Bought/changed motor oil in last 12 months	922	60.8%	121
Had tune-up in last 12 months	431	28.4%	90
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	844	55.7%	87
Drank regular cola in last 6 months	772	50.9%	110
Drank beer/ale in last 6 months	544	35.9%	84
<b>Cameras (Adults)</b>			
Own digital point & shoot camera	445	29.4%	84
Own digital single-lens reflex (SLR) camera	86	5.7%	68
Bought any camera in last 12 months	124	8.2%	94
Bought memory card for camera in last 12 months	80	5.3%	81
Printed digital photos in last 12 months	63	4.2%	95
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	544	35.9%	96
Have a smartphone	380	25.1%	69
Have an iPhone	83	5.5%	47
Number of cell phones in household: 1	221	34.2%	107
Number of cell phones in household: 2	221	34.2%	95
Number of cell phones in household: 3+	127	19.6%	79
HH has cell phone only (no landline telephone)	198	30.6%	91
<b>Computers (Households)</b>			
HH owns a computer	432	66.8%	88
HH owns desktop computer	313	48.4%	93
HH owns laptop/notebook/tablet	233	36.0%	76
Spent <\$500 on most recent home computer	98	15.1%	115
Spent \$500-\$999 on most recent home computer	119	18.4%	89
Spent \$1,000-\$1,499 on most recent home computer	53	8.2%	76
Spent \$1,500-\$1,999 on most recent home computer	16	2.5%	50
Spent \$2,000+ on most recent home computer	16	2.5%	64

**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 2013 and 2018.



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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Bought brewed coffee at convenience store in last 30 days	231	15.2%	97
Bought cigarettes at convenience store in last 30 days	297	19.6%	146
Bought gas at convenience store in last 30 days	701	46.2%	139
Spent at convenience store in last 30 days: <\$11	91	6.0%	86
Spent at convenience store in last 30 days: \$11-\$19	23	1.5%	78
Spent at convenience store in last 30 days: \$20-\$39	127	8.4%	90
Spent at convenience store in last 30 days: \$40-\$50	132	8.7%	114
Spent at convenience store in last 30 days: \$51-\$99	76	5.0%	101
Spent at convenience store in last 30 days: \$100+	491	32.4%	141
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	730	48.2%	79
Went to live theater in last 12 months	89	5.9%	49
Went to a bar/night club in last 12 months	184	12.1%	68
Dined out in last 12 months	612	40.4%	88
Gambled at a casino in last 12 months	157	10.4%	66
Visited a theme park in last 12 months	202	13.3%	73
Viewed movie (video-on-demand) in last 30 days	108	7.1%	46
Viewed TV show (video-on-demand) in last 30 days	56	3.7%	35
Watched any pay-per-view TV in last 12 months	177	11.7%	83
Downloaded a movie over the Internet in last 30 days	59	3.9%	66
Downloaded any individual song in last 6 months	236	15.6%	76
Watched a movie online in the last 30 days	110	7.3%	65
Watched a TV program online in last 30 days	109	7.2%	58
Played a video/electronic game (console) in last 12 months	173	11.4%	97
Played a video/electronic game (portable) in last 12 months	50	3.3%	71
<b>Financial (Adults)</b>			
Have home mortgage (1st)	425	28.0%	87
Used ATM/cash machine in last 12 months	600	39.6%	82
Own any stock	74	4.9%	59
Own U.S. savings bond	61	4.0%	64
Own shares in mutual fund (stock)	56	3.7%	46
Own shares in mutual fund (bonds)	37	2.4%	47
Have interest checking account	393	25.9%	89
Have non-interest checking account	497	32.8%	114
Have savings account	693	45.7%	86
Have 401K retirement savings plan	182	12.0%	82
Own/used any credit/debit card in last 12 months	997	65.8%	90
Avg monthly credit card expenditures: <\$111	177	11.7%	94
Avg monthly credit card expenditures: \$111-\$225	104	6.9%	106
Avg monthly credit card expenditures: \$226-\$450	86	5.7%	93
Avg monthly credit card expenditures: \$451-\$700	58	3.8%	72
Avg monthly credit card expenditures: \$701-\$1,000	45	3.0%	66
Avg monthly credit card expenditures: \$1,001+	76	5.0%	55
Did banking online in last 12 months	377	24.9%	73
Did banking on mobile device in last 12 months	66	4.4%	60
Paid bills online in last 12 months	448	29.6%	74

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	1,175	77.5%	108
Used bread in last 6 months	1,471	97.0%	102
Used chicken/turkey (fresh or frozen) in last 6 months	1,232	81.3%	101
Used fish/seafood (fresh or frozen) in last 6 months	790	52.1%	94
Used fresh fruit/vegetables in last 6 months	1,311	86.5%	99
Used fresh milk in last 6 months	1,418	93.5%	104
Used organic food in last 6 months	209	13.8%	72
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	355	23.4%	86
Exercise at club 2+ times per week	75	4.9%	38
Visited a doctor in last 12 months	1,166	76.9%	102
Used vitamin/dietary supplement in last 6 months	724	47.8%	89
<b>Home (Households)</b>			
Any home improvement in last 12 months	204	31.5%	111
Used housekeeper/maid/professional HH cleaning service in last 12	55	8.5%	63
Purchased low ticket HH furnishings in last 12 months	92	14.2%	91
Purchased big ticket HH furnishings in last 12 months	122	18.9%	89
Purchased bedding/bath goods in last 12 months	338	52.2%	97
Purchased cooking/serving product in last 12 months	135	20.9%	85
Bought any small kitchen appliance in last 12 months	141	21.8%	99
Bought any large kitchen appliance in last 12 months	77	11.9%	93
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	735	48.5%	110
Carry medical/hospital/accident insurance	930	61.3%	96
Carry homeowner insurance	815	53.8%	111
Have auto insurance: 1 vehicle in household covered	201	31.1%	100
Have auto insurance: 2 vehicles in household covered	186	28.7%	103
Have auto insurance: 3+ vehicles in household covered	171	26.4%	120
<b>Pets (Households)</b>			
Household owns any pet	408	63.1%	120
Household owns any cat	183	28.3%	123
Household owns any dog	340	52.6%	134
<b>Psychographics (Adults)</b>			
Buying American is important to me	816	53.8%	130
Usually buy items on credit rather than wait	144	9.5%	82
Usually buy based on quality - not price	266	17.5%	97
Price is usually more important than brand name	494	32.6%	120
Usually use coupons for brands I buy often	323	21.3%	114
Am interested in how to help the environment	231	15.2%	87
Usually pay more for environ safe product	162	10.7%	85
Usually value green products over convenience	142	9.4%	95
Likely to buy a brand that supports a charity	502	33.1%	99
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	74	4.9%	70
Bought hardcover book in last 12 months	323	21.3%	84
Bought paperback book in last 12 month	495	32.7%	90
Read newspaper using e-reader/tablet in last 6 months	28	1.8%	74
Read book using e-reader/tablet in last 6 months	55	3.6%	51
Read any daily newspaper (paper version)	476	31.4%	98
Read any magazine (paper/electronic version) in last 6 months	1,333	87.9%	97

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<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	1,098	72.4%	95
Went to family restaurant/steak house: 4+ times a month	423	27.9%	94
Went to fast food/drive-in restaurant in last 6 months	1,350	89.1%	99
Went to fast food/drive-in restaurant 9+ times/mo	597	39.4%	97
Fast food/drive-in last 6 months: eat in	589	38.9%	107
Fast food/drive-in last 6 months: home delivery	90	5.9%	77
Fast food/drive-in last 6 months: take-out/drive-thru	740	48.8%	104
Fast food/drive-in last 6 months: take-out/walk-in	260	17.2%	88
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any e-reader/tablet (such as Kindle or iPad)	84	5.5%	57
Own any portable MP3 player	347	22.9%	68
HH owns 1 TV	137	21.2%	107
HH owns 2 TVs	186	28.7%	110
HH owns 3 TVs	136	21.0%	97
HH owns 4+ TVs	126	19.5%	96
HH subscribes to cable TV	272	42.0%	76
HH subscribes to fiber optic	10	1.5%	25
HH has satellite dish	272	42.0%	165
HH owns DVD/Blu-ray player	384	59.4%	95
HH owns camcorder	98	15.1%	88
HH owns portable GPS navigation device	147	22.7%	87
HH owns video game system	255	39.4%	91
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	611	40.3%	79
Took 3+ domestic non-business trips in last 12 months	161	10.6%	85
Spent on domestic vacations in last 12 months: <\$1,000	144	9.5%	82
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	49	3.2%	54
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	32	2.1%	56
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	51	3.4%	84
Spent on domestic vacations in last 12 months: \$3,000+	60	4.0%	70
Domestic travel in the 12 months: used general travel website	56	3.7%	48
Foreign travel in last 3 years	170	11.2%	46
Took 3+ foreign trips by plane in last 3 years	35	2.3%	52
Spent on foreign vacations in last 12 months: <\$1,000	48	3.2%	65
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	26	1.7%	50
Spent on foreign vacations in last 12 months: \$3,000+	44	2.9%	61
Foreign travel in last 3 years: used general travel website	31	2.0%	34
Stayed 1+ nights at hotel/motel in last 12 months	507	33.4%	79
Took cruise of more than one day in last 3 years	67	4.4%	51
Member of any frequent flyer program	85	5.6%	34
Member of any hotel rewards program	119	7.8%	58

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# Retail Market Potential

Waleska City, GA  
 Waleska city, GA (1379948)  
 Place

Demographic Summary	2014	2019
Population	651	671
Population 18+	521	545
Households	101	109
Median Household Income	\$59,361	\$73,320

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	250	48.0%	99
Bought any women's clothing in last 12 months	233	44.7%	100
Bought clothing for child <13 years in last 6 months	153	29.4%	105
Bought any shoes in last 12 months	287	55.1%	101
Bought costume jewelry in last 12 months	103	19.8%	99
Bought any fine jewelry in last 12 months	97	18.6%	96
Bought a watch in last 12 months	53	10.2%	89
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	96	95.0%	112
HH bought/leased new vehicle last 12 mo	9	8.9%	103
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	481	92.3%	109
Bought/changed motor oil in last 12 months	323	62.0%	125
Had tune-up in last 12 months	153	29.4%	97
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	329	63.1%	96
Drank regular cola in last 6 months	250	48.0%	105
Drank beer/ale in last 6 months	210	40.3%	95
<b>Cameras (Adults)</b>			
Own digital point & shoot camera	177	34.0%	105
Own digital single-lens reflex (SLR) camera	35	6.7%	78
Bought any camera in last 12 months	33	6.3%	88
Bought memory card for camera in last 12 months	28	5.4%	93
Printed digital photos in last 12 months	24	4.6%	136
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	194	37.2%	102
Have a smartphone	218	41.8%	86
Have an iPhone	71	13.6%	73
Number of cell phones in household: 1	31	30.7%	96
Number of cell phones in household: 2	40	39.6%	107
Number of cell phones in household: 3+	26	25.7%	103
HH has cell phone only (no landline telephone)	29	28.7%	76
<b>Computers (Households)</b>			
HH owns a computer	84	83.2%	109
HH owns desktop computer	57	56.4%	116
HH owns laptop/notebook	54	53.5%	105
Spent <\$500 on most recent home computer	16	15.8%	112
Spent \$500-\$999 on most recent home computer	25	24.8%	122
Spent \$1,000-\$1,499 on most recent home computer	11	10.9%	109
Spent \$1,500-\$1,999 on most recent home computer	4	4.0%	86
Spent \$2,000+ on most recent home computer	4	4.0%	103

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 Waleska city, GA (1379948)  
 Place

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 mos	330	63.3%	105
Bought brewed coffee at convenience store in last 30 days	83	15.9%	104
Bought cigarettes at convenience store in last 30 days	92	17.7%	134
Bought gas at convenience store in last 30 days	213	40.9%	123
Spent at convenience store in last 30 days: <\$20	35	6.7%	82
Spent at convenience store in last 30 days: \$20-\$39	43	8.3%	91
Spent at convenience store in last 30 days: \$40-\$50	40	7.7%	100
Spent at convenience store in last 30 days: \$51-\$99	25	4.8%	105
Spent at convenience store in last 30 days: \$100+	152	29.2%	127
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	279	53.6%	89
Went to live theater in last 12 months	54	10.4%	83
Went to a bar/night club in last 12 months	75	14.4%	84
Dined out in last 12 months	229	44.0%	98
Gambled at a casino in last 12 months	68	13.1%	89
Visited a theme park in last 12 months	75	14.4%	80
Viewed movie (video-on-demand) in last 30 days	47	9.0%	58
Viewed TV show (video-on-demand) in last 30 days	29	5.6%	45
Watched any pay-per-view TV in last 12 months	65	12.5%	95
Downloaded a movie over the Internet in last 30 days	19	3.6%	55
Downloaded any individual song in last 6 months	90	17.3%	84
Watched a movie online in the last 30 days	40	7.7%	57
Watched a TV program online in last 30 days	39	7.5%	56
Played a video/electronic game (console) in last 12 months	51	9.8%	86
Played a video/electronic game (portable) in last 12 months	20	3.8%	86
<b>Financial (Adults)</b>			
Have home mortgage (1st)	172	33.0%	104
Used ATM/cash machine in last 12 months	229	44.0%	90
Own any stock	30	5.8%	74
Own U.S. savings bond	25	4.8%	84
Own shares in mutual fund (stock)	30	5.8%	77
Own shares in mutual fund (bonds)	16	3.1%	62
Have interest checking account	156	29.9%	104
Have non-interest checking account	160	30.7%	109
Have savings account	268	51.4%	96
Have 401K retirement savings plan	70	13.4%	91
Own/used any credit/debit card in last 12 months	391	75.0%	102
Avg monthly credit card expenditures: <\$111	66	12.7%	107
Avg monthly credit card expenditures: \$111-\$225	37	7.1%	110
Avg monthly credit card expenditures: \$226-\$450	32	6.1%	97
Avg monthly credit card expenditures: \$451-\$700	28	5.4%	99
Avg monthly credit card expenditures: \$701-\$1,000	15	2.9%	66
Avg monthly credit card expenditures: \$1,001+	33	6.3%	69
Did banking online in last 12 months	174	33.4%	95
Did banking on mobile device in last 12 months	47	9.0%	87
Paid bills online in last 12 months	201	38.6%	92

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	406	77.9%	109
Used bread in last 6 months	508	97.5%	103
Used chicken (fresh or frozen) in last 6 mos	381	73.1%	102
Used turkey (fresh or frozen) in last 6 mos	102	19.6%	107
Used fish/seafood (fresh or frozen) in last 6 months	291	55.9%	100
Used fresh fruit/vegetables in last 6 months	463	88.9%	102
Used fresh milk in last 6 months	478	91.7%	102
Used organic food in last 6 months	80	15.4%	78
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	140	26.9%	94
Exercise at club 2+ times per week	43	8.3%	64
Visited a doctor in last 12 months	400	76.8%	102
Used vitamin/dietary supplement in last 6 months	273	52.4%	98
<b>Home (Households)</b>			
Any home improvement in last 12 months	33	32.7%	118
Used housekeeper/maid/professional HH cleaning service in last 12	11	10.9%	83
Purchased low ticket HH furnishings in last 12 months	15	14.9%	95
Purchased big ticket HH furnishings in last 12 months	20	19.8%	94
Purchased bedding/bath goods in last 12 months	56	55.4%	104
Purchased cooking/serving product in last 12 months	25	24.8%	102
Bought any small kitchen appliance in last 12 months	23	22.8%	102
Bought any large kitchen appliance in last 12 months	12	11.9%	92
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	246	47.2%	109
Carry medical/hospital/accident insurance	339	65.1%	101
Carry homeowner insurance	289	55.5%	116
Carry renter's insurance	27	5.2%	70
Have auto insurance: 1 vehicle in household covered	25	24.8%	79
Have auto insurance: 2 vehicles in household covered	33	32.7%	117
Have auto insurance: 3+ vehicles in household covered	34	33.7%	153
<b>Pets (Households)</b>			
Household owns any pet	69	68.3%	128
Household owns any cat	34	33.7%	148
Household owns any dog	54	53.5%	134
<b>Psychographics (Adults)</b>			
Buying American is important to me	268	51.4%	120
Usually buy items on credit rather than wait	54	10.4%	91
Usually buy based on quality - not price	92	17.7%	98
Price is usually more important than brand name	164	31.5%	115
Usually use coupons for brands I buy often	101	19.4%	103
Am interested in how to help the environment	68	13.1%	78
Usually pay more for environ safe product	55	10.6%	84
Usually value green products over convenience	47	9.0%	89
Likely to buy a brand that supports a charity	177	34.0%	99
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	47	9.0%	81
Bought hardcover book in last 12 months	117	22.5%	100
Bought paperback book in last 12 month	173	33.2%	98
Read any daily newspaper (paper version)	143	27.4%	97
Read any digital newspaper in last 30 days	128	24.6%	79
Read any magazine (paper/electronic version) in last 6 months	463	88.9%	98

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<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	398	76.4%	101
Went to family restaurant/steak house: 4+ times a month	152	29.2%	102
Went to fast food/drive-in restaurant in last 6 months	475	91.2%	101
Went to fast food/drive-in restaurant 9+ times/mo	209	40.1%	99
Fast food/drive-in last 6 months: eat in	209	40.1%	110
Fast food/drive-in last 6 months: home delivery	29	5.6%	71
Fast food/drive-in last 6 months: take-out/drive-thru	261	50.1%	107
Fast food/drive-in last 6 months: take-out/walk-in	92	17.7%	90
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any e-reader/tablet	84	16.1%	76
Own any portable MP3 player	142	27.3%	81
HH owns 1 TV	17	16.8%	84
HH owns 2 TVs	27	26.7%	101
HH owns 3 TVs	25	24.8%	115
HH owns 4+ TVs	22	21.8%	111
HH subscribes to cable TV	42	41.6%	82
HH subscribes to fiber optic	2	2.0%	30
HH has satellite dish	40	39.6%	155
HH owns DVD/Blu-ray player	68	67.3%	109
HH owns camcorder	18	17.8%	114
HH owns portable GPS navigation device	33	32.7%	118
HH purchased video game system in last 12 mos	6	5.9%	64
HH owns Internet video device for TV	4	4.0%	91
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	262	50.3%	100
Took 3+ domestic non-business trips in last 12 months	67	12.9%	103
Spent on domestic vacations in last 12 months: <\$1,000	61	11.7%	104
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	28	5.4%	89
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	14	2.7%	76
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	18	3.5%	90
Spent on domestic vacations in last 12 months: \$3,000+	24	4.6%	85
Domestic travel in the 12 months: used general travel website	27	5.2%	74
Foreign travel in last 3 years	86	16.5%	69
Took 3+ foreign trips by plane in last 3 years	14	2.7%	61
Spent on foreign vacations in last 12 months: <\$1,000	16	3.1%	73
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	11	2.1%	69
Spent on foreign vacations in last 12 months: \$3,000+	14	2.7%	55
Foreign travel in last 3 years: used general travel website	18	3.5%	63
Nights spent in hotel/motel in last 12 mo: any	210	40.3%	98
Took cruise of more than one day in last 3 years	35	6.7%	77
Member of any frequent flyer program	52	10.0%	60
Member of any hotel rewards program	59	11.3%	80

**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

Louisburg Town, NC  
 Louisburg town, NC (3739360)  
 Place

Demographic Summary	2013	2018
Population	3,447	3,580
Population 18+	2,807	2,920
Households	1,241	1,303
Median Household Income	\$28,924	\$34,084

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	1,400	49.9%	101
Bought any women's clothing in last 12 months	1,249	44.5%	98
Bought clothing for child <13 years in last 6 months	741	26.4%	89
Bought any shoes in last 12 months	1,488	53.0%	97
Bought costume jewelry in last 12 months	480	17.1%	85
Bought any fine jewelry in last 12 months	539	19.2%	97
Bought a watch in last 12 months	289	10.3%	90
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	1,043	84.0%	99
HH bought/leased new vehicle last 12 mo	78	6.3%	80
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	2,422	86.3%	101
Bought/changed motor oil in last 12 months	1,661	59.2%	117
Had tune-up in last 12 months	769	27.4%	87
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	1,542	54.9%	86
Drank regular cola in last 6 months	1,427	50.8%	109
Drank beer/ale in last 6 months	1,000	35.6%	84
<b>Cameras (Adults)</b>			
Own digital point & shoot camera	766	27.3%	78
Own digital single-lens reflex (SLR) camera	139	5.0%	59
Bought any camera in last 12 months	207	7.4%	85
Bought memory card for camera in last 12 months	126	4.5%	69
Printed digital photos in last 12 months	126	4.5%	102
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	982	35.0%	93
Have a smartphone	707	25.2%	69
Have an iPhone	158	5.6%	48
Number of cell phones in household: 1	484	39.0%	122
Number of cell phones in household: 2	365	29.4%	82
Number of cell phones in household: 3+	200	16.1%	65
HH has cell phone only (no landline telephone)	399	32.2%	96
<b>Computers (Households)</b>			
HH owns a computer	750	60.4%	80
HH owns desktop computer	544	43.8%	84
HH owns laptop/notebook/tablet	406	32.7%	69
Spent <\$500 on most recent home computer	180	14.5%	110
Spent \$500-\$999 on most recent home computer	208	16.8%	81
Spent \$1,000-\$1,499 on most recent home computer	99	8.0%	74
Spent \$1,500-\$1,999 on most recent home computer	30	2.4%	49
Spent \$2,000+ on most recent home computer	28	2.3%	58

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# Retail Market Potential

Louisburg Town, NC  
 Louisburg town, NC (3739360)  
 Place

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Bought brewed coffee at convenience store in last 30 days	466	16.6%	106
Bought cigarettes at convenience store in last 30 days	525	18.7%	140
Bought gas at convenience store in last 30 days	1,213	43.2%	130
Spent at convenience store in last 30 days: <\$11	178	6.3%	90
Spent at convenience store in last 30 days: \$11-\$19	43	1.5%	79
Spent at convenience store in last 30 days: \$20-\$39	248	8.8%	95
Spent at convenience store in last 30 days: \$40-\$50	225	8.0%	105
Spent at convenience store in last 30 days: \$51-\$99	153	5.5%	110
Spent at convenience store in last 30 days: \$100+	858	30.6%	133
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	1,286	45.8%	75
Went to live theater in last 12 months	189	6.7%	56
Went to a bar/night club in last 12 months	377	13.4%	75
Dined out in last 12 months	1,097	39.1%	85
Gambled at a casino in last 12 months	325	11.6%	74
Visited a theme park in last 12 months	334	11.9%	65
Viewed movie (video-on-demand) in last 30 days	226	8.1%	52
Viewed TV show (video-on-demand) in last 30 days	134	4.8%	46
Watched any pay-per-view TV in last 12 months	282	10.0%	71
Downloaded a movie over the Internet in last 30 days	111	4.0%	67
Downloaded any individual song in last 6 months	386	13.8%	67
Watched a movie online in the last 30 days	213	7.6%	68
Watched a TV program online in last 30 days	236	8.4%	68
Played a video/electronic game (console) in last 12 months	295	10.5%	89
Played a video/electronic game (portable) in last 12 months	110	3.9%	85
<b>Financial (Adults)</b>			
Have home mortgage (1st)	687	24.5%	76
Used ATM/cash machine in last 12 months	1,097	39.1%	81
Own any stock	162	5.8%	70
Own U.S. savings bond	131	4.7%	74
Own shares in mutual fund (stock)	125	4.5%	55
Own shares in mutual fund (bonds)	75	2.7%	51
Have interest checking account	708	25.2%	87
Have non-interest checking account	879	31.3%	109
Have savings account	1,281	45.6%	86
Have 401K retirement savings plan	314	11.2%	76
Own/used any credit/debit card in last 12 months	1,796	64.0%	88
Avg monthly credit card expenditures: <\$111	351	12.5%	101
Avg monthly credit card expenditures: \$111-\$225	186	6.6%	102
Avg monthly credit card expenditures: \$226-\$450	151	5.4%	88
Avg monthly credit card expenditures: \$451-\$700	102	3.6%	69
Avg monthly credit card expenditures: \$701-\$1,000	77	2.7%	61
Avg monthly credit card expenditures: \$1,001+	167	5.9%	66
Did banking online in last 12 months	682	24.3%	71
Did banking on mobile device in last 12 months	125	4.5%	62
Paid bills online in last 12 months	832	29.6%	74

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# Retail Market Potential

Louisburg Town, NC  
 Louisburg town, NC (3739360)  
 Place

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	2,098	74.7%	104
Used bread in last 6 months	2,703	96.3%	101
Used chicken/turkey (fresh or frozen) in last 6 months	2,245	80.0%	99
Used fish/seafood (fresh or frozen) in last 6 months	1,435	51.1%	92
Used fresh fruit/vegetables in last 6 months	2,395	85.3%	98
Used fresh milk in last 6 months	2,579	91.9%	102
Used organic food in last 6 months	425	15.1%	80
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	639	22.8%	84
Exercise at club 2+ times per week	156	5.6%	42
Visited a doctor in last 12 months	2,150	76.6%	101
Used vitamin/dietary supplement in last 6 months	1,351	48.1%	90
<b>Home (Households)</b>			
Any home improvement in last 12 months	325	26.2%	92
Used housekeeper/maid/professional HH cleaning service in last 12	123	9.9%	74
Purchased low ticket HH furnishings in last 12 months	165	13.3%	85
Purchased big ticket HH furnishings in last 12 months	216	17.4%	82
Purchased bedding/bath goods in last 12 months	637	51.3%	96
Purchased cooking/serving product in last 12 months	258	20.8%	85
Bought any small kitchen appliance in last 12 months	243	19.6%	89
Bought any large kitchen appliance in last 12 months	137	11.0%	87
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	1,303	46.4%	106
Carry medical/hospital/accident insurance	1,684	60.0%	94
Carry homeowner insurance	1,382	49.2%	102
Have auto insurance: 1 vehicle in household covered	441	35.5%	115
Have auto insurance: 2 vehicles in household covered	278	22.4%	80
Have auto insurance: 3+ vehicles in household covered	260	21.0%	95
<b>Pets (Households)</b>			
Household owns any pet	668	53.8%	102
Household owns any cat	312	25.1%	109
Household owns any dog	518	41.7%	106
<b>Psychographics (Adults)</b>			
Buying American is important to me	1,415	50.4%	121
Usually buy items on credit rather than wait	279	9.9%	86
Usually buy based on quality - not price	530	18.9%	104
Price is usually more important than brand name	865	30.8%	114
Usually use coupons for brands I buy often	575	20.5%	109
Am interested in how to help the environment	418	14.9%	85
Usually pay more for environ safe product	327	11.6%	93
Usually value green products over convenience	271	9.7%	98
Likely to buy a brand that supports a charity	880	31.4%	94
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	125	4.5%	64
Bought hardcover book in last 12 months	587	20.9%	83
Bought paperback book in last 12 month	874	31.1%	86
Read newspaper using e-reader/tablet in last 6 months	54	1.9%	77
Read book using e-reader/tablet in last 6 months	110	3.9%	55
Read any daily newspaper (paper version)	881	31.4%	98
Read any magazine (paper/electronic version) in last 6 months	2,479	88.3%	97

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# Retail Market Potential

Louisburg Town, NC  
 Louisburg town, NC (3739360)  
 Place

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	1,974	70.3%	93
Went to family restaurant/steak house: 4+ times a month	735	26.2%	88
Went to fast food/drive-in restaurant in last 6 months	2,467	87.9%	98
Went to fast food/drive-in restaurant 9+ times/mo	1,009	35.9%	89
Fast food/drive-in last 6 months: eat in	1,046	37.3%	103
Fast food/drive-in last 6 months: home delivery	191	6.8%	88
Fast food/drive-in last 6 months: take-out/drive-thru	1,281	45.6%	97
Fast food/drive-in last 6 months: take-out/walk-in	472	16.8%	86
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any e-reader/tablet (such as Kindle or iPad)	141	5.0%	51
Own any portable MP3 player	625	22.3%	66
HH owns 1 TV	311	25.1%	126
HH owns 2 TVs	348	28.0%	107
HH owns 3 TVs	232	18.7%	86
HH owns 4+ TVs	204	16.4%	81
HH subscribes to cable TV	610	49.2%	89
HH subscribes to fiber optic	23	1.9%	30
HH has satellite dish	424	34.2%	134
HH owns DVD/Blu-ray player	706	56.9%	91
HH owns camcorder	154	12.4%	72
HH owns portable GPS navigation device	243	19.6%	75
HH owns video game system	445	35.9%	83
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	1,030	36.7%	72
Took 3+ domestic non-business trips in last 12 months	245	8.7%	70
Spent on domestic vacations in last 12 months: <\$1,000	239	8.5%	74
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	102	3.6%	61
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	64	2.3%	60
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	98	3.5%	87
Spent on domestic vacations in last 12 months: \$3,000+	126	4.5%	80
Domestic travel in the 12 months: used general travel website	109	3.9%	50
Foreign travel in last 3 years	298	10.6%	43
Took 3+ foreign trips by plane in last 3 years	74	2.6%	59
Spent on foreign vacations in last 12 months: <\$1,000	100	3.6%	73
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	59	2.1%	61
Spent on foreign vacations in last 12 months: \$3,000+	88	3.1%	66
Foreign travel in last 3 years: used general travel website	70	2.5%	41
Stayed 1+ nights at hotel/motel in last 12 months	854	30.4%	72
Took cruise of more than one day in last 3 years	129	4.6%	53
Member of any frequent flyer program	176	6.3%	38
Member of any hotel rewards program	231	8.2%	61

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# Retail Market Potential

Mars Hill Town, NC  
 Mars Hill town, NC (3741620)  
 Place

Demographic Summary	2013	2018
Population	1,864	1,853
Population 18+	1,583	1,588
Households	537	534
Median Household Income	\$37,076	\$45,162

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	784	49.5%	100
Bought any women's clothing in last 12 months	739	46.7%	103
Bought clothing for child <13 years in last 6 months	385	24.3%	82
Bought any shoes in last 12 months	844	53.3%	97
Bought costume jewelry in last 12 months	294	18.6%	93
Bought any fine jewelry in last 12 months	303	19.1%	97
Bought a watch in last 12 months	146	9.2%	81
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	491	91.4%	107
HH bought/leased new vehicle last 12 mo	40	7.4%	95
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	1,437	90.8%	106
Bought/changed motor oil in last 12 months	997	63.0%	125
Had tune-up in last 12 months	450	28.4%	90
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	838	52.9%	83
Drank regular cola in last 6 months	745	47.1%	101
Drank beer/ale in last 6 months	629	39.7%	93
<b>Cameras (Adults)</b>			
Own digital point & shoot camera	524	33.1%	95
Own digital single-lens reflex (SLR) camera	109	6.9%	83
Bought any camera in last 12 months	151	9.5%	109
Bought memory card for camera in last 12 months	102	6.4%	98
Printed digital photos in last 12 months	78	4.9%	112
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	539	34.0%	91
Have a smartphone	330	20.8%	57
Have an iPhone	82	5.2%	44
Number of cell phones in household: 1	186	34.6%	109
Number of cell phones in household: 2	181	33.7%	94
Number of cell phones in household: 3+	95	17.7%	72
HH has cell phone only (no landline telephone)	152	28.3%	84
<b>Computers (Households)</b>			
HH owns a computer	362	67.4%	89
HH owns desktop computer	263	49.0%	94
HH owns laptop/notebook/tablet	194	36.1%	76
Spent <\$500 on most recent home computer	78	14.5%	111
Spent \$500-\$999 on most recent home computer	104	19.4%	94
Spent \$1,000-\$1,499 on most recent home computer	49	9.1%	85
Spent \$1,500-\$1,999 on most recent home computer	17	3.2%	64
Spent \$2,000+ on most recent home computer	11	2.0%	53

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# Retail Market Potential

Mars Hill Town, NC  
 Mars Hill town, NC (3741620)  
 Place

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Bought brewed coffee at convenience store in last 30 days	260	16.4%	104
Bought cigarettes at convenience store in last 30 days	257	16.2%	121
Bought gas at convenience store in last 30 days	660	41.7%	126
Spent at convenience store in last 30 days: <\$11	103	6.5%	93
Spent at convenience store in last 30 days: \$11-\$19	32	2.0%	104
Spent at convenience store in last 30 days: \$20-\$39	143	9.0%	97
Spent at convenience store in last 30 days: \$40-\$50	103	6.5%	85
Spent at convenience store in last 30 days: \$51-\$99	71	4.5%	90
Spent at convenience store in last 30 days: \$100+	483	30.5%	133
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	769	48.6%	80
Went to live theater in last 12 months	146	9.2%	76
Went to a bar/night club in last 12 months	227	14.3%	80
Dined out in last 12 months	736	46.5%	101
Gambled at a casino in last 12 months	176	11.1%	71
Visited a theme park in last 12 months	189	11.9%	66
Viewed movie (video-on-demand) in last 30 days	107	6.8%	44
Viewed TV show (video-on-demand) in last 30 days	68	4.3%	41
Watched any pay-per-view TV in last 12 months	202	12.8%	91
Downloaded a movie over the Internet in last 30 days	52	3.3%	56
Downloaded any individual song in last 6 months	218	13.8%	67
Watched a movie online in the last 30 days	95	6.0%	53
Watched a TV program online in last 30 days	108	6.8%	55
Played a video/electronic game (console) in last 12 months	148	9.3%	79
Played a video/electronic game (portable) in last 12 months	52	3.3%	71
<b>Financial (Adults)</b>			
Have home mortgage (1st)	451	28.5%	89
Used ATM/cash machine in last 12 months	611	38.6%	80
Own any stock	110	6.9%	85
Own U.S. savings bond	71	4.5%	72
Own shares in mutual fund (stock)	101	6.4%	79
Own shares in mutual fund (bonds)	58	3.7%	70
Have interest checking account	467	29.5%	102
Have non-interest checking account	521	32.9%	115
Have savings account	792	50.0%	94
Have 401K retirement savings plan	185	11.7%	80
Own/used any credit/debit card in last 12 months	1,141	72.1%	99
Avg monthly credit card expenditures: <\$111	208	13.1%	106
Avg monthly credit card expenditures: \$111-\$225	122	7.7%	119
Avg monthly credit card expenditures: \$226-\$450	75	4.7%	77
Avg monthly credit card expenditures: \$451-\$700	64	4.0%	76
Avg monthly credit card expenditures: \$701-\$1,000	58	3.7%	82
Avg monthly credit card expenditures: \$1,001+	126	8.0%	88
Did banking online in last 12 months	417	26.3%	77
Did banking on mobile device in last 12 months	63	4.0%	55
Paid bills online in last 12 months	508	32.1%	80

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# Retail Market Potential

Mars Hill Town, NC  
 Mars Hill town, NC (3741620)  
 Place

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	1,224	77.3%	108
Used bread in last 6 months	1,539	97.2%	102
Used chicken/turkey (fresh or frozen) in last 6 months	1,285	81.2%	101
Used fish/seafood (fresh or frozen) in last 6 months	867	54.8%	99
Used fresh fruit/vegetables in last 6 months	1,409	89.0%	102
Used fresh milk in last 6 months	1,465	92.5%	103
Used organic food in last 6 months	233	14.7%	77
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	406	25.6%	94
Exercise at club 2+ times per week	105	6.6%	50
Visited a doctor in last 12 months	1,227	77.5%	103
Used vitamin/dietary supplement in last 6 months	888	56.1%	105
<b>Home (Households)</b>			
Any home improvement in last 12 months	159	29.6%	104
Used housekeeper/maid/professional HH cleaning service in last 12	52	9.7%	72
Purchased low ticket HH furnishings in last 12 months	69	12.8%	82
Purchased big ticket HH furnishings in last 12 months	100	18.6%	88
Purchased bedding/bath goods in last 12 months	271	50.5%	94
Purchased cooking/serving product in last 12 months	116	21.6%	88
Bought any small kitchen appliance in last 12 months	107	19.9%	91
Bought any large kitchen appliance in last 12 months	64	11.9%	94
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	761	48.1%	109
Carry medical/hospital/accident insurance	980	61.9%	97
Carry homeowner insurance	895	56.5%	117
Have auto insurance: 1 vehicle in household covered	170	31.7%	102
Have auto insurance: 2 vehicles in household covered	148	27.6%	99
Have auto insurance: 3+ vehicles in household covered	147	27.4%	124
<b>Pets (Households)</b>			
Household owns any pet	339	63.1%	120
Household owns any cat	171	31.8%	139
Household owns any dog	272	50.7%	129
<b>Psychographics (Adults)</b>			
Buying American is important to me	832	52.6%	127
Usually buy items on credit rather than wait	159	10.0%	87
Usually buy based on quality - not price	290	18.3%	101
Price is usually more important than brand name	493	31.1%	115
Usually use coupons for brands I buy often	323	20.4%	109
Am interested in how to help the environment	242	15.3%	87
Usually pay more for environ safe product	173	10.9%	87
Usually value green products over convenience	140	8.8%	89
Likely to buy a brand that supports a charity	502	31.7%	95
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	66	4.2%	60
Bought hardcover book in last 12 months	369	23.3%	92
Bought paperback book in last 12 month	550	34.7%	96
Read newspaper using e-reader/tablet in last 6 months	16	1.0%	40
Read book using e-reader/tablet in last 6 months	60	3.8%	53
Read any daily newspaper (paper version)	495	31.3%	97
Read any magazine (paper/electronic version) in last 6 months	1,424	90.0%	99

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**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 2013 and 2018.



# Retail Market Potential

Mars Hill Town, NC  
 Mars Hill town, NC (3741620)  
 Place

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	1,134	71.6%	94
Went to family restaurant/steak house: 4+ times a month	415	26.2%	88
Went to fast food/drive-in restaurant in last 6 months	1,399	88.4%	98
Went to fast food/drive-in restaurant 9+ times/mo	517	32.7%	81
Fast food/drive-in last 6 months: eat in	599	37.8%	104
Fast food/drive-in last 6 months: home delivery	81	5.1%	66
Fast food/drive-in last 6 months: take-out/drive-thru	713	45.0%	96
Fast food/drive-in last 6 months: take-out/walk-in	236	14.9%	76
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any e-reader/tablet (such as Kindle or iPad)	79	5.0%	51
Own any portable MP3 player	388	24.5%	73
HH owns 1 TV	121	22.5%	114
HH owns 2 TVs	155	28.9%	110
HH owns 3 TVs	109	20.3%	94
HH owns 4+ TVs	97	18.1%	89
HH subscribes to cable TV	203	37.8%	68
HH subscribes to fiber optic	7	1.3%	21
HH has satellite dish	244	45.4%	178
HH owns DVD/Blu-ray player	305	56.8%	91
HH owns camcorder	79	14.7%	85
HH owns portable GPS navigation device	123	22.9%	88
HH owns video game system	191	35.6%	82
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	733	46.3%	91
Took 3+ domestic non-business trips in last 12 months	172	10.9%	87
Spent on domestic vacations in last 12 months: <\$1,000	170	10.7%	93
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	71	4.5%	76
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	46	2.9%	76
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	52	3.3%	82
Spent on domestic vacations in last 12 months: \$3,000+	92	5.8%	103
Domestic travel in the 12 months: used general travel website	72	4.5%	59
Foreign travel in last 3 years	267	16.9%	69
Took 3+ foreign trips by plane in last 3 years	30	1.9%	43
Spent on foreign vacations in last 12 months: <\$1,000	76	4.8%	98
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	26	1.6%	48
Spent on foreign vacations in last 12 months: \$3,000+	50	3.2%	66
Foreign travel in last 3 years: used general travel website	53	3.3%	55
Stayed 1+ nights at hotel/motel in last 12 months	564	35.6%	85
Took cruise of more than one day in last 3 years	118	7.5%	86
Member of any frequent flyer program	141	8.9%	53
Member of any hotel rewards program	153	9.7%	72

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# Retail Market Potential

Oxford City, GA  
 Oxford city, GA (1358744)  
 Place

Demographic Summary	2013	2018
Population	2,139	2,175
Population 18+	1,728	1,766
Households	579	590
Median Household Income	\$35,000	\$40,381

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	893	51.7%	105
Bought any women's clothing in last 12 months	797	46.1%	102
Bought clothing for child <13 years in last 6 months	553	32.0%	108
Bought any shoes in last 12 months	920	53.2%	97
Bought costume jewelry in last 12 months	340	19.7%	98
Bought any fine jewelry in last 12 months	325	18.8%	95
Bought a watch in last 12 months	171	9.9%	87
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	518	89.5%	105
HH bought/leased new vehicle last 12 mo	43	7.4%	94
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	1,574	91.1%	107
Bought/changed motor oil in last 12 months	1,025	59.3%	118
Had tune-up in last 12 months	557	32.2%	102
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	1,016	58.8%	92
Drank regular cola in last 6 months	886	51.3%	110
Drank beer/ale in last 6 months	748	43.3%	102
<b>Cameras (Adults)</b>			
Own digital point & shoot camera	595	34.4%	99
Own digital single-lens reflex (SLR) camera	158	9.1%	110
Bought any camera in last 12 months	130	7.5%	86
Bought memory card for camera in last 12 months	108	6.3%	95
Printed digital photos in last 12 months	87	5.0%	115
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	681	39.4%	105
Have a smartphone	575	33.3%	91
Have an iPhone	145	8.4%	72
Number of cell phones in household: 1	192	33.2%	104
Number of cell phones in household: 2	208	35.9%	100
Number of cell phones in household: 3+	123	21.2%	86
HH has cell phone only (no landline telephone)	211	36.4%	108
<b>Computers (Households)</b>			
HH owns a computer	414	71.5%	95
HH owns desktop computer	300	51.8%	100
HH owns laptop/notebook/tablet	243	42.0%	88
Spent <\$500 on most recent home computer	83	14.3%	109
Spent \$500-\$999 on most recent home computer	122	21.1%	102
Spent \$1,000-\$1,499 on most recent home computer	60	10.4%	96
Spent \$1,500-\$1,999 on most recent home computer	17	2.9%	59
Spent \$2,000+ on most recent home computer	15	2.6%	67

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# Retail Market Potential

Oxford City, GA  
 Oxford city, GA (1358744)  
 Place

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Bought brewed coffee at convenience store in last 30 days	356	20.6%	131
Bought cigarettes at convenience store in last 30 days	345	20.0%	149
Bought gas at convenience store in last 30 days	778	45.0%	136
Spent at convenience store in last 30 days: <\$11	95	5.5%	78
Spent at convenience store in last 30 days: \$11-\$19	31	1.8%	92
Spent at convenience store in last 30 days: \$20-\$39	157	9.1%	97
Spent at convenience store in last 30 days: \$40-\$50	125	7.2%	95
Spent at convenience store in last 30 days: \$51-\$99	116	6.7%	135
Spent at convenience store in last 30 days: \$100+	577	33.4%	145
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	981	56.8%	93
Went to live theater in last 12 months	183	10.6%	88
Went to a bar/night club in last 12 months	382	22.1%	123
Dined out in last 12 months	816	47.2%	103
Gambled at a casino in last 12 months	269	15.6%	100
Visited a theme park in last 12 months	291	16.8%	93
Viewed movie (video-on-demand) in last 30 days	247	14.3%	92
Viewed TV show (video-on-demand) in last 30 days	147	8.5%	82
Watched any pay-per-view TV in last 12 months	200	11.6%	82
Downloaded a movie over the Internet in last 30 days	93	5.4%	91
Downloaded any individual song in last 6 months	325	18.8%	91
Watched a movie online in the last 30 days	138	8.0%	71
Watched a TV program online in last 30 days	172	10.0%	80
Played a video/electronic game (console) in last 12 months	255	14.8%	125
Played a video/electronic game (portable) in last 12 months	98	5.7%	123
<b>Financial (Adults)</b>			
Have home mortgage (1st)	627	36.3%	113
Used ATM/cash machine in last 12 months	794	45.9%	96
Own any stock	98	5.7%	69
Own U.S. savings bond	79	4.6%	73
Own shares in mutual fund (stock)	112	6.5%	80
Own shares in mutual fund (bonds)	65	3.8%	72
Have interest checking account	507	29.3%	101
Have non-interest checking account	531	30.7%	107
Have savings account	953	55.2%	104
Have 401K retirement savings plan	256	14.8%	101
Own/used any credit/debit card in last 12 months	1,258	72.8%	100
Avg monthly credit card expenditures: <\$111	254	14.7%	118
Avg monthly credit card expenditures: \$111-\$225	111	6.4%	99
Avg monthly credit card expenditures: \$226-\$450	83	4.8%	78
Avg monthly credit card expenditures: \$451-\$700	63	3.6%	69
Avg monthly credit card expenditures: \$701-\$1,000	54	3.1%	70
Avg monthly credit card expenditures: \$1,001+	89	5.2%	57
Did banking online in last 12 months	521	30.2%	88
Did banking on mobile device in last 12 months	96	5.6%	77
Paid bills online in last 12 months	637	36.9%	92

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# Retail Market Potential

Oxford City, GA  
 Oxford city, GA (1358744)  
 Place

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	1,329	76.9%	107
Used bread in last 6 months	1,678	97.1%	102
Used chicken/turkey (fresh or frozen) in last 6 months	1,424	82.4%	102
Used fish/seafood (fresh or frozen) in last 6 months	926	53.6%	97
Used fresh fruit/vegetables in last 6 months	1,541	89.2%	102
Used fresh milk in last 6 months	1,608	93.1%	103
Used organic food in last 6 months	241	13.9%	73
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	468	27.1%	100
Exercise at club 2+ times per week	158	9.1%	69
Visited a doctor in last 12 months	1,340	77.5%	103
Used vitamin/dietary supplement in last 6 months	884	51.2%	96
<b>Home (Households)</b>			
Any home improvement in last 12 months	188	32.5%	115
Used housekeeper/maid/professional HH cleaning service in last 12	58	10.0%	75
Purchased low ticket HH furnishings in last 12 months	96	16.6%	106
Purchased big ticket HH furnishings in last 12 months	112	19.3%	91
Purchased bedding/bath goods in last 12 months	313	54.1%	101
Purchased cooking/serving product in last 12 months	124	21.4%	88
Bought any small kitchen appliance in last 12 months	119	20.6%	93
Bought any large kitchen appliance in last 12 months	73	12.6%	99
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	817	47.3%	108
Carry medical/hospital/accident insurance	1,146	66.3%	103
Carry homeowner insurance	981	56.8%	117
Have auto insurance: 1 vehicle in household covered	198	34.2%	110
Have auto insurance: 2 vehicles in household covered	157	27.1%	97
Have auto insurance: 3+ vehicles in household covered	140	24.2%	110
<b>Pets (Households)</b>			
Household owns any pet	354	61.1%	116
Household owns any cat	165	28.5%	124
Household owns any dog	270	46.6%	119
<b>Psychographics (Adults)</b>			
Buying American is important to me	837	48.4%	117
Usually buy items on credit rather than wait	174	10.1%	87
Usually buy based on quality - not price	300	17.4%	96
Price is usually more important than brand name	474	27.4%	101
Usually use coupons for brands I buy often	316	18.3%	97
Am interested in how to help the environment	252	14.6%	83
Usually pay more for environ safe product	158	9.1%	73
Usually value green products over convenience	150	8.7%	88
Likely to buy a brand that supports a charity	637	36.9%	110
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	91	5.3%	76
Bought hardcover book in last 12 months	358	20.7%	82
Bought paperback book in last 12 month	546	31.6%	87
Read newspaper using e-reader/tablet in last 6 months	25	1.4%	58
Read book using e-reader/tablet in last 6 months	73	4.2%	60
Read any daily newspaper (paper version)	640	37.0%	115
Read any magazine (paper/electronic version) in last 6 months	1,567	90.7%	100

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# Retail Market Potential

Oxford City, GA  
 Oxford city, GA (1358744)  
 Place

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	1,346	77.9%	103
Went to family restaurant/steak house: 4+ times a month	525	30.4%	102
Went to fast food/drive-in restaurant in last 6 months	1,610	93.2%	104
Went to fast food/drive-in restaurant 9+ times/mo	747	43.2%	107
Fast food/drive-in last 6 months: eat in	664	38.4%	106
Fast food/drive-in last 6 months: home delivery	148	8.6%	110
Fast food/drive-in last 6 months: take-out/drive-thru	930	53.8%	114
Fast food/drive-in last 6 months: take-out/walk-in	306	17.7%	91
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any e-reader/tablet (such as Kindle or iPad)	95	5.5%	56
Own any portable MP3 player	480	27.8%	83
HH owns 1 TV	99	17.1%	86
HH owns 2 TVs	156	26.9%	103
HH owns 3 TVs	138	23.8%	110
HH owns 4+ TVs	128	22.1%	109
HH subscribes to cable TV	318	54.9%	99
HH subscribes to fiber optic	20	3.5%	56
HH has satellite dish	157	27.1%	106
HH owns DVD/Blu-ray player	373	64.4%	103
HH owns camcorder	86	14.9%	86
HH owns portable GPS navigation device	142	24.5%	94
HH owns video game system	261	45.1%	104
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	779	45.1%	89
Took 3+ domestic non-business trips in last 12 months	175	10.1%	81
Spent on domestic vacations in last 12 months: <\$1,000	213	12.3%	107
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	66	3.8%	64
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	49	2.8%	75
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	38	2.2%	55
Spent on domestic vacations in last 12 months: \$3,000+	75	4.3%	77
Domestic travel in the 12 months: used general travel website	98	5.7%	73
Foreign travel in last 3 years	238	13.8%	56
Took 3+ foreign trips by plane in last 3 years	30	1.7%	39
Spent on foreign vacations in last 12 months: <\$1,000	49	2.8%	58
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	28	1.6%	47
Spent on foreign vacations in last 12 months: \$3,000+	33	1.9%	40
Foreign travel in last 3 years: used general travel website	47	2.7%	45
Stayed 1+ nights at hotel/motel in last 12 months	668	38.7%	92
Took cruise of more than one day in last 3 years	89	5.2%	59
Member of any frequent flyer program	149	8.6%	52
Member of any hotel rewards program	133	7.7%	57

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