



Retail Market Potential

Lake City Trade Area Updated
Area: 109.33 square miles

Prepared by Esri

Demographic Summary		2022	2027
Population		4,587	4,668
Population 18+		3,566	3,642
Households		1,815	1,852
Median Household Income		\$47,406	\$54,276

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	1,910	53.6%	98
Bought any women's clothing in last 12 months	1,668	46.8%	96
Bought any shoes in last 12 months	2,496	70.0%	97
Bought any fine jewelry in last 12 months	606	17.0%	89
Bought a watch in last 12 months	417	11.7%	82
Automobiles (Households)			
HH owns/leases any vehicle	1,693	93.3%	104
HH bought/leased new vehicle last 12 months	163	9.0%	93
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	3,253	91.2%	103
Bought/changed motor oil in last 12 months	1,947	54.6%	114
Had tune-up in last 12 months	813	22.8%	93
Beverages (Adults)			
Drank non-diet (regular) in last 6 months	1,521	42.7%	109
Drank beer/ale in last 6 months	1,255	35.2%	87
Cameras (Adults)			
Own digital point & shoot camera/camcorder	374	10.5%	107
Own digital SLR camera/camcorder	304	8.5%	87
Printed digital photos in last 12 months	833	23.4%	92
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	1,277	35.8%	110
Have a smartphone	3,164	88.7%	97
Have a smartphone: Android phone (any brand)	1,620	45.4%	114
Have a smartphone: Apple iPhone	1,495	41.9%	80
Number of cell phones in household: 1	565	31.1%	102
Number of cell phones in household: 2	730	40.2%	105
Number of cell phones in household: 3+	484	26.7%	92
HH has cell phone only (no landline telephone)	1,202	66.2%	99
Computers (Households)			
HH owns a computer	1,334	73.5%	90
HH owns desktop computer	594	32.7%	86
HH owns laptop/notebook	1,011	55.7%	85
HH owns any Apple/Mac brand computer	223	12.3%	55
HH owns any PC/non-Apple brand computer	1,193	65.7%	99
HH purchased most recent computer in a store	647	35.6%	96
HH purchased most recent computer online	324	17.9%	79
HH spent \$1-\$499 on most recent home computer	348	19.2%	124
HH spent \$500-\$999 on most recent home computer	315	17.4%	91
HH spent \$1,000-\$1,499 on most recent home computer	188	10.4%	86
HH spent \$1,500-\$1,999 on most recent home computer	57	3.1%	60
HH spent \$2,000+ on most recent home computer	42	2.3%	49

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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.



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Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	2,401	67.3%	107
Bought brewed coffee at convenience store in last 30 days	464	13.0%	105
Bought cigarettes at convenience store in last 30 days	427	12.0%	167
Bought gas at convenience store in last 30 days	1,773	49.7%	132
Spent at convenience store in last 30 days: \$1-19	211	5.9%	78
Spent at convenience store in last 30 days: \$20-\$39	361	10.1%	99
Spent at convenience store in last 30 days: \$40-\$50	363	10.2%	119
Spent at convenience store in last 30 days: \$51-\$99	250	7.0%	116
Spent at convenience store in last 30 days: \$100+	968	27.1%	133
Entertainment (Adults)			
Attended a movie in last 6 months	1,426	40.0%	83
Went to live theater in last 12 months	214	6.0%	60
Went to a bar/night club in last 12 months	391	11.0%	65
Dined out in last 12 months	1,636	45.9%	91
Gambled at a casino in last 12 months	356	10.0%	88
Visited a theme park in last 12 months	429	12.0%	84
Viewed movie (video-on-demand) in last 30 days	330	9.3%	72
Viewed TV show (video-on-demand) in last 30 days	201	5.6%	67
Watched any pay-per-view TV in last 12 months	193	5.4%	84
Downloaded a movie over the Internet in last 30 days	173	4.9%	64
Downloaded any individual song in last 6 months	611	17.1%	87
Used internet to watch a movie online in the last 30 days	848	23.8%	70
Used internet to watch a TV program online in last 30 days	573	16.1%	73
Played a video/electronic game (console) in last 12 months	368	10.3%	88
Played a video/electronic game (portable) in last 12 months	188	5.3%	88
Financial (Adults)			
Have home mortgage (1st)	1,060	29.7%	82
Used ATM/cash machine in last 12 months	1,999	56.1%	93
Own any stock	326	9.1%	76
Own U.S. savings bond	190	5.3%	86
Own shares in mutual fund (stock)	215	6.0%	54
Own shares in mutual fund (bonds)	142	4.0%	57
Have interest checking account	1,198	33.6%	95
Have non-interest checking account	1,307	36.7%	103
Have savings account	2,177	61.0%	89
Have 401K retirement savings plan	667	18.7%	86
Own/used any credit/debit card in last 12 months	3,073	86.2%	97
Avg monthly credit card expenditures: \$1-110	477	13.4%	112
Avg monthly credit card expenditures: \$111-\$225	282	7.9%	100
Avg monthly credit card expenditures: \$226-\$450	290	8.1%	92
Avg monthly credit card expenditures: \$451-\$700	240	6.7%	84
Avg monthly credit card expenditures: \$701-\$1,000	202	5.7%	76
Avg monthly credit card expenditures: \$1001-2000	275	7.7%	77
Avg monthly credit card expenditures: \$2001+	188	5.3%	59
Did banking online in last 12 months	1,601	44.9%	85
Did banking on mobile device in last 12 months	1,147	32.2%	77

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Grocery (Adults)			
HH used bread in last 6 months	1,733	95.5%	101
HH used chicken (fresh or frozen) in last 6 months	1,223	67.4%	98
HH used turkey (fresh or frozen) in last 6 months	282	15.5%	107
HH used fish/seafood (fresh or frozen) in last 6 months	967	53.3%	91
HH used fresh fruit/vegetables in last 6 months	1,526	84.1%	96
HH used fresh milk in last 6 months	1,559	85.9%	103
HH used organic food in last 6 months	303	16.7%	67
Health (Adults)			
Exercise at home 2+ times per week	1,115	31.3%	77
Exercise at club 2+ times per week	231	6.5%	47
Visited a doctor in last 12 months	2,803	78.6%	99
Used vitamin/dietary supplement in last 6 months	2,020	56.6%	93
Home (Households)			
HH did any home improvement in last 12 months	608	33.5%	98
HH used any maid/professional cleaning service in last 12 months	270	14.9%	73
HH purchased low ticket HH furnishings in last 12 months	402	22.1%	102
HH purchased big ticket HH furnishings in last 12 months	418	23.0%	88
HH bought any small kitchen appliance in last 12 months	453	25.0%	98
HH bought any large kitchen appliance in last 12 months	295	16.3%	104
Insurance (Adults/Households)			
Currently carry life insurance	1,875	52.6%	109
Carry medical/hospital/accident insurance	2,904	81.4%	100
Carry homeowner/personal property insurance	2,178	61.1%	108
Carry renter's insurance	284	8.0%	75
HH has auto insurance: 1 vehicle in household covered	457	25.2%	86
HH has auto insurance: 2 vehicles in household covered	549	30.2%	98
HH has auto insurance: 3+ vehicles in household covered	578	31.8%	128
Pets (Households)			
Household owns any pet	1,132	62.4%	119
Household owns any cat	583	32.1%	140
Household owns any dog	924	50.9%	129
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Buying American is important	1,619	45.4%	128
Buy based on quality not price	566	15.9%	92
Buy on credit rather than wait	463	13.0%	98
Only use coupons brands: usually buy	568	15.9%	117
Will pay more for environmentally safe products	369	10.3%	76
Buy based on price not brands	1,136	31.9%	111
Am interested in how to help the environment	551	15.5%	76
Reading (Adults)			
Bought digital book in last 12 months	528	14.8%	85
Bought hardcover book in last 12 months	686	19.2%	79
Bought paperback book in last 12 month	970	27.2%	87
Read any daily newspaper (paper version)	550	15.4%	100
Read any digital newspaper in last 30 days	1,345	37.7%	76
Read any magazine (paper/electronic version) in last 6 months	3,082	86.4%	98

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	2,369	66.4%	99
Went to family restaurant/steak house: 4+ times a month	738	20.7%	100
Went to fast food/drive-in restaurant in last 6 months	3,225	90.4%	100
Went to fast food/drive-in restaurant 9+ times/month	1,447	40.6%	107
Fast food restaurant last 6 months: eat in	882	24.7%	109
Fast food restaurant last 6 months: home delivery	193	5.4%	47
Fast food restaurant last 6 months: take-out/drive-thru	2,165	60.7%	108
Fast food restaurant last 6 months: take-out/walk-in	566	15.9%	75
Television & Electronics (Adults/Households)			
Own any tablet	1,769	49.6%	88
Own any e-reader	318	8.9%	73
Own e-reader/tablet: iPad	879	24.6%	71
HH has Internet connectable TV	740	40.8%	96
Own any portable MP3 player	413	11.6%	85
HH owns 1 TV	294	16.2%	82
HH owns 2 TVs	495	27.3%	99
HH owns 3 TVs	440	24.2%	110
HH owns 4+ TVs	381	21.0%	101
HH subscribes to cable TV	482	26.6%	71
HH subscribes to fiber optic	39	2.1%	40
HH owns portable GPS navigation device	425	23.4%	114
HH purchased video game system in last 12 months	79	4.4%	56
HH owns any Internet video device for TV	722	39.8%	88
Travel (Adults)			
Took domestic trip in continental US last 12 months	1,691	47.4%	89
Took 3+ domestic non-business trips in last 12 months	345	9.7%	77
Spent on domestic vacations in last 12 months: \$1-999	395	11.1%	88
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	175	4.9%	79
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	126	3.5%	93
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	139	3.9%	104
Spent on domestic vacations in last 12 months: \$3,000+	145	4.1%	64
Domestic travel in last 12 months: used general travel website	129	3.6%	61
Took foreign trip (including Alaska and Hawaii) in last 3 years	629	17.6%	53
Took 3+ foreign trips by plane in last 3 years	89	2.5%	31
Spent on foreign vacations in last 12 months: \$1-999	117	3.3%	45
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	90	2.5%	66
Spent on foreign vacations in last 12 months: \$3,000+	95	2.7%	44
Foreign travel in last 3 years: used general travel website	106	3.0%	46
Nights spent in hotel/motel in last 12 months: any	1,512	42.4%	94
Took cruise of more than one day in last 3 years	270	7.6%	70
Member of any frequent flyer program	440	12.3%	50
Member of any hotel rewards program	749	21.0%	81

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