



Retail Market Potential

Marianna Trade Area
Area: 261.38 square miles

Prepared by Esri

Demographic Summary		2022	2027
Population		7,104	6,997
Population 18+		5,755	5,672
Households		2,477	2,457
Median Household Income		\$32,789	\$39,635

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	2,685	46.7%	85
Bought any women's clothing in last 12 months	2,703	47.0%	97
Bought any shoes in last 12 months	3,942	68.5%	95
Bought any fine jewelry in last 12 months	1,191	20.7%	108
Bought a watch in last 12 months	791	13.7%	96
Automobiles (Households)			
HH owns/leases any vehicle	2,033	82.1%	92
HH bought/leased new vehicle last 12 months	136	5.5%	57
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	4,887	84.9%	96
Bought/changed motor oil in last 12 months	2,904	50.5%	106
Had tune-up in last 12 months	1,463	25.4%	104
Beverages (Adults)			
Drank non-diet (regular) in last 6 months	2,853	49.6%	126
Drank beer/ale in last 6 months	1,850	32.1%	79
Cameras (Adults)			
Own digital point & shoot camera/camcorder	358	6.2%	64
Own digital SLR camera/camcorder	377	6.6%	67
Printed digital photos in last 12 months	1,033	17.9%	71
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	2,298	39.9%	122
Have a smartphone	5,216	90.6%	99
Have a smartphone: Android phone (any brand)	2,931	50.9%	128
Have a smartphone: Apple iPhone	2,257	39.2%	74
Number of cell phones in household: 1	915	36.9%	120
Number of cell phones in household: 2	786	31.7%	83
Number of cell phones in household: 3+	728	29.4%	101
HH has cell phone only (no landline telephone)	1,690	68.2%	102
Computers (Households)			
HH owns a computer	1,622	65.5%	81
HH owns desktop computer	670	27.0%	71
HH owns laptop/notebook	1,278	51.6%	79
HH owns any Apple/Mac brand computer	261	10.5%	47
HH owns any PC/non-Apple brand computer	1,455	58.7%	88
HH purchased most recent computer in a store	740	29.9%	81
HH purchased most recent computer online	396	16.0%	71
HH spent \$1-\$499 on most recent home computer	369	14.9%	96
HH spent \$500-\$999 on most recent home computer	335	13.5%	71
HH spent \$1,000-\$1,499 on most recent home computer	196	7.9%	66
HH spent \$1,500-\$1,999 on most recent home computer	54	2.2%	42
HH spent \$2,000+ on most recent home computer	60	2.4%	51

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.



Retail Market Potential

Marianna Trade Area
Area: 261.38 square miles

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	3,755	65.2%	104
Bought brewed coffee at convenience store in last 30 days	635	11.0%	89
Bought cigarettes at convenience store in last 30 days	783	13.6%	190
Bought gas at convenience store in last 30 days	2,614	45.4%	121
Spent at convenience store in last 30 days: \$1-19	422	7.3%	97
Spent at convenience store in last 30 days: \$20-\$39	582	10.1%	99
Spent at convenience store in last 30 days: \$40-\$50	584	10.1%	119
Spent at convenience store in last 30 days: \$51-\$99	409	7.1%	118
Spent at convenience store in last 30 days: \$100+	1,472	25.6%	125
Entertainment (Adults)			
Attended a movie in last 6 months	2,265	39.4%	82
Went to live theater in last 12 months	360	6.3%	62
Went to a bar/night club in last 12 months	563	9.8%	58
Dined out in last 12 months	2,308	40.1%	79
Gambled at a casino in last 12 months	679	11.8%	103
Visited a theme park in last 12 months	682	11.9%	83
Viewed movie (video-on-demand) in last 30 days	531	9.2%	71
Viewed TV show (video-on-demand) in last 30 days	359	6.2%	74
Watched any pay-per-view TV in last 12 months	217	3.8%	59
Downloaded a movie over the Internet in last 30 days	359	6.2%	82
Downloaded any individual song in last 6 months	1,239	21.5%	110
Used internet to watch a movie online in the last 30 days	1,483	25.8%	75
Used internet to watch a TV program online in last 30 days	965	16.8%	76
Played a video/electronic game (console) in last 12 months	722	12.5%	107
Played a video/electronic game (portable) in last 12 months	356	6.2%	104
Financial (Adults)			
Have home mortgage (1st)	1,480	25.7%	71
Used ATM/cash machine in last 12 months	3,238	56.3%	93
Own any stock	326	5.7%	47
Own U.S. savings bond	174	3.0%	49
Own shares in mutual fund (stock)	203	3.5%	32
Own shares in mutual fund (bonds)	179	3.1%	44
Have interest checking account	1,358	23.6%	67
Have non-interest checking account	1,943	33.8%	95
Have savings account	2,962	51.5%	75
Have 401K retirement savings plan	835	14.5%	66
Own/used any credit/debit card in last 12 months	4,688	81.5%	92
Avg monthly credit card expenditures: \$1-110	729	12.7%	106
Avg monthly credit card expenditures: \$111-\$225	440	7.6%	97
Avg monthly credit card expenditures: \$226-\$450	338	5.9%	67
Avg monthly credit card expenditures: \$451-\$700	312	5.4%	67
Avg monthly credit card expenditures: \$701-\$1,000	243	4.2%	56
Avg monthly credit card expenditures: \$1001-2000	290	5.0%	51
Avg monthly credit card expenditures: \$2001+	220	3.8%	43
Did banking online in last 12 months	2,351	40.9%	77
Did banking on mobile device in last 12 months	1,852	32.2%	77

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.



Retail Market Potential

Marianna Trade Area
Area: 261.38 square miles

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH used bread in last 6 months	2,324	93.8%	99
HH used chicken (fresh or frozen) in last 6 months	1,537	62.1%	90
HH used turkey (fresh or frozen) in last 6 months	360	14.5%	100
HH used fish/seafood (fresh or frozen) in last 6 months	1,354	54.7%	94
HH used fresh fruit/vegetables in last 6 months	1,982	80.0%	91
HH used fresh milk in last 6 months	2,006	81.0%	98
HH used organic food in last 6 months	385	15.5%	62
Health (Adults)			
Exercise at home 2+ times per week	1,746	30.3%	75
Exercise at club 2+ times per week	391	6.8%	50
Visited a doctor in last 12 months	4,091	71.1%	90
Used vitamin/dietary supplement in last 6 months	3,208	55.7%	92
Home (Households)			
HH did any home improvement in last 12 months	649	26.2%	76
HH used any maid/professional cleaning service in last 12 months	339	13.7%	67
HH purchased low ticket HH furnishings in last 12 months	509	20.5%	95
HH purchased big ticket HH furnishings in last 12 months	488	19.7%	76
HH bought any small kitchen appliance in last 12 months	588	23.7%	93
HH bought any large kitchen appliance in last 12 months	408	16.5%	106
Insurance (Adults/Households)			
Currently carry life insurance	2,763	48.0%	99
Carry medical/hospital/accident insurance	4,215	73.2%	90
Carry homeowner/personal property insurance	2,614	45.4%	80
Carry renter's insurance	554	9.6%	90
HH has auto insurance: 1 vehicle in household covered	740	29.9%	102
HH has auto insurance: 2 vehicles in household covered	628	25.4%	82
HH has auto insurance: 3+ vehicles in household covered	518	20.9%	84
Pets (Households)			
Household owns any pet	1,104	44.6%	85
Household owns any cat	483	19.5%	85
Household owns any dog	899	36.3%	92
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Buying American is important	2,250	39.1%	110
Buy based on quality not price	953	16.6%	96
Buy on credit rather than wait	710	12.3%	93
Only use coupons brands: usually buy	1,020	17.7%	130
Will pay more for environmentally safe products	710	12.3%	90
Buy based on price not brands	1,748	30.4%	106
Am interested in how to help the environment	1,064	18.5%	90
Reading (Adults)			
Bought digital book in last 12 months	788	13.7%	79
Bought hardcover book in last 12 months	1,018	17.7%	73
Bought paperback book in last 12 month	1,414	24.6%	79
Read any daily newspaper (paper version)	1,027	17.8%	116
Read any digital newspaper in last 30 days	2,335	40.6%	82
Read any magazine (paper/electronic version) in last 6 months	4,948	86.0%	97

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.



Retail Market Potential

Marianna Trade Area
Area: 261.38 square miles

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	3,694	64.2%	96
Went to family restaurant/steak house: 4+ times a month	1,236	21.5%	104
Went to fast food/drive-in restaurant in last 6 months	5,198	90.3%	100
Went to fast food/drive-in restaurant 9+ times/month	2,470	42.9%	113
Fast food restaurant last 6 months: eat in	1,154	20.1%	88
Fast food restaurant last 6 months: home delivery	419	7.3%	63
Fast food restaurant last 6 months: take-out/drive-thru	3,408	59.2%	106
Fast food restaurant last 6 months: take-out/walk-in	1,137	19.8%	93
Television & Electronics (Adults/Households)			
Own any tablet	2,723	47.3%	84
Own any e-reader	353	6.1%	50
Own e-reader/tablet: iPad	1,288	22.4%	64
HH has Internet connectable TV	983	39.7%	93
Own any portable MP3 player	624	10.8%	79
HH owns 1 TV	461	18.6%	95
HH owns 2 TVs	577	23.3%	85
HH owns 3 TVs	571	23.1%	104
HH owns 4+ TVs	568	22.9%	110
HH subscribes to cable TV	749	30.2%	81
HH subscribes to fiber optic	73	2.9%	54
HH owns portable GPS navigation device	434	17.5%	85
HH purchased video game system in last 12 months	163	6.6%	85
HH owns any Internet video device for TV	1,036	41.8%	92
Travel (Adults)			
Took domestic trip in continental US last 12 months	2,311	40.2%	75
Took 3+ domestic non-business trips in last 12 months	359	6.2%	50
Spent on domestic vacations in last 12 months: \$1-999	504	8.8%	70
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	286	5.0%	80
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	91	1.6%	42
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	185	3.2%	85
Spent on domestic vacations in last 12 months: \$3,000+	128	2.2%	35
Domestic travel in last 12 months: used general travel website	87	1.5%	25
Took foreign trip (including Alaska and Hawaii) in last 3 years	954	16.6%	50
Took 3+ foreign trips by plane in last 3 years	106	1.8%	23
Spent on foreign vacations in last 12 months: \$1-999	200	3.5%	48
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	110	1.9%	50
Spent on foreign vacations in last 12 months: \$3,000+	168	2.9%	48
Foreign travel in last 3 years: used general travel website	139	2.4%	37
Nights spent in hotel/motel in last 12 months: any	2,189	38.0%	84
Took cruise of more than one day in last 3 years	546	9.5%	88
Member of any frequent flyer program	596	10.4%	42
Member of any hotel rewards program	1,005	17.5%	68

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.