



Retail Market Potential

Osceola Trade Area 2
Area: 239.03 square miles

Prepared by Esri

Demographic Summary		2022	2027
Population		9,963	9,575
Population 18+		7,392	7,114
Households		3,920	3,802
Median Household Income		\$35,070	\$39,491

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	3,737	50.6%	92
Bought any women's clothing in last 12 months	3,522	47.6%	98
Bought any shoes in last 12 months	5,062	68.5%	95
Bought any fine jewelry in last 12 months	1,468	19.9%	104
Bought a watch in last 12 months	954	12.9%	90
Automobiles (Households)			
HH owns/leases any vehicle	3,414	87.1%	97
HH bought/leased new vehicle last 12 months	276	7.0%	73
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	6,419	86.8%	98
Bought/changed motor oil in last 12 months	3,852	52.1%	109
Had tune-up in last 12 months	1,772	24.0%	98
Beverages (Adults)			
Drank non-diet (regular) in last 6 months	3,435	46.5%	118
Drank beer/ale in last 6 months	2,590	35.0%	86
Cameras (Adults)			
Own digital point & shoot camera/camcorder	637	8.6%	88
Own digital SLR camera/camcorder	520	7.0%	72
Printed digital photos in last 12 months	1,524	20.6%	81
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	2,805	37.9%	116
Have a smartphone	6,621	89.6%	97
Have a smartphone: Android phone (any brand)	3,655	49.4%	124
Have a smartphone: Apple iPhone	2,923	39.5%	75
Number of cell phones in household: 1	1,416	36.1%	118
Number of cell phones in household: 2	1,362	34.7%	90
Number of cell phones in household: 3+	1,063	27.1%	93
HH has cell phone only (no landline telephone)	2,745	70.0%	105
Computers (Households)			
HH owns a computer	2,701	68.9%	85
HH owns desktop computer	1,173	29.9%	79
HH owns laptop/notebook	2,106	53.7%	82
HH owns any Apple/Mac brand computer	486	12.4%	56
HH owns any PC/non-Apple brand computer	2,391	61.0%	92
HH purchased most recent computer in a store	1,200	30.6%	83
HH purchased most recent computer online	698	17.8%	79
HH spent \$1-\$499 on most recent home computer	672	17.1%	111
HH spent \$500-\$999 on most recent home computer	597	15.2%	80
HH spent \$1,000-\$1,499 on most recent home computer	329	8.4%	70
HH spent \$1,500-\$1,999 on most recent home computer	109	2.8%	53
HH spent \$2,000+ on most recent home computer	96	2.4%	52

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	4,982	67.4%	108
Bought brewed coffee at convenience store in last 30 days	945	12.8%	103
Bought cigarettes at convenience store in last 30 days	932	12.6%	176
Bought gas at convenience store in last 30 days	3,473	47.0%	125
Spent at convenience store in last 30 days: \$1-19	495	6.7%	88
Spent at convenience store in last 30 days: \$20-\$39	750	10.1%	99
Spent at convenience store in last 30 days: \$40-\$50	751	10.2%	119
Spent at convenience store in last 30 days: \$51-\$99	562	7.6%	126
Spent at convenience store in last 30 days: \$100+	1,868	25.3%	124
Entertainment (Adults)			
Attended a movie in last 6 months	2,990	40.4%	84
Went to live theater in last 12 months	433	5.9%	58
Went to a bar/night club in last 12 months	876	11.9%	70
Dined out in last 12 months	3,190	43.2%	85
Gambled at a casino in last 12 months	798	10.8%	95
Visited a theme park in last 12 months	892	12.1%	84
Viewed movie (video-on-demand) in last 30 days	669	9.1%	70
Viewed TV show (video-on-demand) in last 30 days	439	5.9%	70
Watched any pay-per-view TV in last 12 months	326	4.4%	69
Downloaded a movie over the Internet in last 30 days	436	5.9%	77
Downloaded any individual song in last 6 months	1,348	18.2%	93
Used internet to watch a movie online in the last 30 days	2,022	27.4%	80
Used internet to watch a TV program online in last 30 days	1,330	18.0%	82
Played a video/electronic game (console) in last 12 months	938	12.7%	108
Played a video/electronic game (portable) in last 12 months	442	6.0%	100
Financial (Adults)			
Have home mortgage (1st)	1,992	26.9%	75
Used ATM/cash machine in last 12 months	4,077	55.2%	92
Own any stock	540	7.3%	61
Own U.S. savings bond	345	4.7%	76
Own shares in mutual fund (stock)	384	5.2%	47
Own shares in mutual fund (bonds)	272	3.7%	52
Have interest checking account	2,078	28.1%	80
Have non-interest checking account	2,507	33.9%	96
Have savings account	4,136	56.0%	82
Have 401K retirement savings plan	1,248	16.9%	77
Own/used any credit/debit card in last 12 months	6,125	82.9%	93
Avg monthly credit card expenditures: \$1-110	979	13.2%	111
Avg monthly credit card expenditures: \$111-\$225	529	7.2%	91
Avg monthly credit card expenditures: \$226-\$450	557	7.5%	86
Avg monthly credit card expenditures: \$451-\$700	475	6.4%	80
Avg monthly credit card expenditures: \$701-\$1,000	338	4.6%	61
Avg monthly credit card expenditures: \$1001-2000	439	5.9%	60
Avg monthly credit card expenditures: \$2001+	307	4.2%	47
Did banking online in last 12 months	3,049	41.2%	78
Did banking on mobile device in last 12 months	2,388	32.3%	77

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Grocery (Adults)			
HH used bread in last 6 months	3,694	94.2%	100
HH used chicken (fresh or frozen) in last 6 months	2,525	64.4%	94
HH used turkey (fresh or frozen) in last 6 months	578	14.7%	102
HH used fish/seafood (fresh or frozen) in last 6 months	2,109	53.8%	92
HH used fresh fruit/vegetables in last 6 months	3,239	82.6%	94
HH used fresh milk in last 6 months	3,251	82.9%	100
HH used organic food in last 6 months	704	18.0%	72
Health (Adults)			
Exercise at home 2+ times per week	2,394	32.4%	80
Exercise at club 2+ times per week	524	7.1%	52
Visited a doctor in last 12 months	5,564	75.3%	95
Used vitamin/dietary supplement in last 6 months	4,062	55.0%	90
Home (Households)			
HH did any home improvement in last 12 months	1,167	29.8%	87
HH used any maid/professional cleaning service in last 12 months	590	15.1%	73
HH purchased low ticket HH furnishings in last 12 months	783	20.0%	92
HH purchased big ticket HH furnishings in last 12 months	861	22.0%	84
HH bought any small kitchen appliance in last 12 months	924	23.6%	93
HH bought any large kitchen appliance in last 12 months	619	15.8%	102
Insurance (Adults/Households)			
Currently carry life insurance	3,520	47.6%	99
Carry medical/hospital/accident insurance	5,661	76.6%	94
Carry homeowner/personal property insurance	3,807	51.5%	91
Carry renter's insurance	700	9.5%	89
HH has auto insurance: 1 vehicle in household covered	1,180	30.1%	102
HH has auto insurance: 2 vehicles in household covered	1,062	27.1%	88
HH has auto insurance: 3+ vehicles in household covered	909	23.2%	93
Pets (Households)			
Household owns any pet	2,081	53.1%	101
Household owns any cat	1,020	26.0%	113
Household owns any dog	1,634	41.7%	105
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Buying American is important	2,959	40.0%	113
Buy based on quality not price	1,127	15.2%	89
Buy on credit rather than wait	878	11.9%	90
Only use coupons brands: usually buy	1,140	15.4%	113
Will pay more for environmentally safe products	868	11.7%	86
Buy based on price not brands	2,290	31.0%	108
Am interested in how to help the environment	1,350	18.3%	89
Reading (Adults)			
Bought digital book in last 12 months	1,053	14.2%	82
Bought hardcover book in last 12 months	1,422	19.2%	79
Bought paperback book in last 12 month	1,871	25.3%	81
Read any daily newspaper (paper version)	1,193	16.1%	105
Read any digital newspaper in last 30 days	2,921	39.5%	80
Read any magazine (paper/electronic version) in last 6 months	6,311	85.4%	96

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	4,776	64.6%	97
Went to family restaurant/steak house: 4+ times a month	1,569	21.2%	102
Went to fast food/drive-in restaurant in last 6 months	6,664	90.2%	100
Went to fast food/drive-in restaurant 9+ times/month	3,065	41.5%	110
Fast food restaurant last 6 months: eat in	1,555	21.0%	93
Fast food restaurant last 6 months: home delivery	652	8.8%	76
Fast food restaurant last 6 months: take-out/drive-thru	4,357	58.9%	105
Fast food restaurant last 6 months: take-out/walk-in	1,258	17.0%	80
Television & Electronics (Adults/Households)			
Own any tablet	3,569	48.3%	86
Own any e-reader	536	7.3%	59
Own e-reader/tablet: iPad	1,741	23.6%	68
HH has Internet connectable TV	1,521	38.8%	91
Own any portable MP3 player	885	12.0%	88
HH owns 1 TV	719	18.3%	93
HH owns 2 TVs	1,050	26.8%	98
HH owns 3 TVs	933	23.8%	108
HH owns 4+ TVs	768	19.6%	94
HH subscribes to cable TV	1,234	31.5%	85
HH subscribes to fiber optic	96	2.4%	45
HH owns portable GPS navigation device	787	20.1%	98
HH purchased video game system in last 12 months	191	4.9%	63
HH owns any Internet video device for TV	1,586	40.5%	89
Travel (Adults)			
Took domestic trip in continental US last 12 months	3,145	42.5%	80
Took 3+ domestic non-business trips in last 12 months	557	7.5%	60
Spent on domestic vacations in last 12 months: \$1-999	723	9.8%	78
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	352	4.8%	77
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	218	2.9%	78
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	229	3.1%	82
Spent on domestic vacations in last 12 months: \$3,000+	214	2.9%	45
Domestic travel in last 12 months: used general travel website	214	2.9%	49
Took foreign trip (including Alaska and Hawaii) in last 3 years	1,263	17.1%	51
Took 3+ foreign trips by plane in last 3 years	187	2.5%	32
Spent on foreign vacations in last 12 months: \$1-999	237	3.2%	44
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	174	2.4%	61
Spent on foreign vacations in last 12 months: \$3,000+	187	2.5%	42
Foreign travel in last 3 years: used general travel website	209	2.8%	43
Nights spent in hotel/motel in last 12 months: any	2,837	38.4%	85
Took cruise of more than one day in last 3 years	579	7.8%	73
Member of any frequent flyer program	868	11.7%	47
Member of any hotel rewards program	1,358	18.4%	71

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