



# Retail Market Potential

Wildwood, Florida  
Ring: 1 mile radius

Prepared by Esri  
Latitude: 28.86776  
Longitude: -82.01381

Demographic Summary		2021	2026
Population		5,328	6,386
Population 18+		5,106	6,089
Households		3,015	3,622
Median Household Income		\$71,884	\$75,596

  

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	2,173	42.6%	87
Bought any women's clothing in last 12 months	2,503	49.0%	109
Bought any shoes in last 12 months	2,789	54.6%	102
Bought costume jewelry in last 12 months	1,055	20.7%	129
Bought any fine jewelry in last 12 months	924	18.1%	99
Bought a watch in last 12 months	570	11.2%	77
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	2,839	94.2%	109
HH bought/leased new vehicle last 12 months	414	13.7%	151
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	4,669	91.4%	107
Bought/changed motor oil in last 12 months	2,292	44.9%	99
Had tune-up in last 12 months	1,078	21.1%	88
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	3,599	70.5%	99
Drank non-diet (regular) in last 6 months	1,464	28.7%	68
Drank beer/ale in last 6 months	2,215	43.4%	105
<b>Cameras (Adults)</b>			
Own digital point & shoot camera/camcorder	325	6.4%	79
Own digital SLR camera/camcorder	337	6.6%	83
Printed digital photos in last 12 months	1,125	22.0%	100
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	1,574	30.8%	96
Have a smartphone	4,231	82.9%	93
Have a smartphone: Android phone (any brand)	1,979	38.8%	95
Have a smartphone: Apple iPhone	2,203	43.1%	90
Number of cell phones in household: 1	1,524	50.5%	167
Number of cell phones in household: 2	1,214	40.3%	106
Number of cell phones in household: 3+	216	7.2%	24
HH has cell phone only (no landline telephone)	1,635	54.2%	84
<b>Computers (Households)</b>			
HH owns a computer	2,404	79.7%	107
HH owns desktop computer	1,158	38.4%	110
HH owns laptop/notebook	1,794	59.5%	101
HH owns any Apple/Mac brand computer	563	18.7%	93
HH owns any PC/non-Apple brand computer	2,025	67.2%	111
HH purchased most recent computer in a store	1,265	42.0%	120
HH purchased most recent computer online	485	16.1%	102
HH spent \$1-\$499 on most recent home computer	428	14.2%	99
HH spent \$500-\$999 on most recent home computer	727	24.1%	146
HH spent \$1,000-\$1,499 on most recent home computer	291	9.7%	94
HH spent \$1,500-\$1,999 on most recent home computer	153	5.1%	102
HH spent \$2,000+ on most recent home computer	148	4.9%	111

**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 2021 and 2026.



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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	2,814	55.1%	90
Bought brewed coffee at convenience store in last 30 days	692	13.6%	108
Bought cigarettes at convenience store in last 30 days	387	7.6%	83
Bought gas at convenience store in last 30 days	2,093	41.0%	112
Spent at convenience store in last 30 days: \$1-19	324	6.3%	91
Spent at convenience store in last 30 days: \$20-\$39	397	7.8%	83
Spent at convenience store in last 30 days: \$40-\$50	653	12.8%	158
Spent at convenience store in last 30 days: \$51-\$99	283	5.5%	100
Spent at convenience store in last 30 days: \$100+	813	15.9%	73
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	2,933	57.4%	97
Went to live theater in last 12 months	887	17.4%	140
Went to a bar/night club in last 12 months	943	18.5%	104
Dined out in last 12 months	2,963	58.0%	114
Gambled at a casino in last 12 months	791	15.5%	117
Visited a theme park in last 12 months	469	9.2%	50
Viewed movie (video-on-demand) in last 30 days	944	18.5%	124
Viewed TV show (video-on-demand) in last 30 days	751	14.7%	145
Watched any pay-per-view TV in last 12 months	397	7.8%	105
Downloaded a movie over the Internet in last 30 days	327	6.4%	68
Downloaded any individual song in last 6 months	773	15.1%	82
Used internet to watch a movie online in the last 30 days	1,000	19.6%	61
Used internet to watch a TV program online in last 30 days	798	15.6%	74
Played a video/electronic game (console) in last 12 months	289	5.7%	60
Played a video/electronic game (portable) in last 12 months	159	3.1%	64
<b>Financial (Adults)</b>			
Have home mortgage (1st)	1,634	32.0%	98
Used ATM/cash machine in last 12 months	2,477	48.5%	90
Own any stock	715	14.0%	169
Own U.S. savings bond	321	6.3%	129
Own shares in mutual fund (stock)	672	13.2%	163
Own shares in mutual fund (bonds)	544	10.7%	205
Have interest checking account	2,423	47.5%	158
Have non-interest checking account	1,626	31.8%	104
Have savings account	3,381	66.2%	111
Have 401K retirement savings plan	779	15.3%	87
Own/used any credit/debit card in last 12 months	4,573	89.6%	108
Avg monthly credit card expenditures: \$1-110	570	11.2%	98
Avg monthly credit card expenditures: \$111-\$225	308	6.0%	83
Avg monthly credit card expenditures: \$226-\$450	411	8.0%	110
Avg monthly credit card expenditures: \$451-\$700	454	8.9%	130
Avg monthly credit card expenditures: \$701-\$1,000	599	11.7%	185
Did banking online in last 12 months	2,451	48.0%	111
Did banking on mobile device in last 12 months	1,349	26.4%	82
Paid bills online in last 12 months	2,897	56.7%	104

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
HH used beef (fresh/frozen) in last 6 months	1,970	65.3%	96
HH used bread in last 6 months	2,764	91.7%	98
HH used chicken (fresh or frozen) in last 6 months	1,925	63.8%	96
HH used turkey (fresh or frozen) in last 6 months	402	13.3%	95
HH used fish/seafood (fresh or frozen) in last 6 months	1,587	52.6%	96
HH used fresh fruit/vegetables in last 6 months	2,604	86.4%	103
HH used fresh milk in last 6 months	2,440	80.9%	97
HH used organic food in last 6 months	665	22.1%	92
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	1,558	30.5%	102
Exercise at club 2+ times per week	574	11.2%	78
Visited a doctor in last 12 months	4,505	88.2%	114
Used vitamin/dietary supplement in last 6 months	3,789	74.2%	136
<b>Home (Households)</b>			
HH did any home improvement in last 12 months	1,078	35.8%	125
HH used any maid/professional cleaning service in last 12 months	657	21.8%	142
HH purchased low ticket HH furnishings in last 12 months	550	18.2%	101
HH purchased big ticket HH furnishings in last 12 months	790	26.2%	113
HH bought any small kitchen appliance in last 12 months	817	27.1%	116
HH bought any large kitchen appliance in last 12 months	474	15.7%	118
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	2,244	43.9%	99
Carry medical/hospital/accident insurance	4,396	86.1%	115
Carry homeowner/personal property insurance	3,268	64.0%	131
Carry renter's insurance	518	10.1%	110
HH has auto insurance: 1 vehicle in household covered	1,500	49.8%	172
HH has auto insurance: 2 vehicles in household covered	723	24.0%	87
HH has auto insurance: 3+ vehicles in household covered	485	16.1%	70
<b>Pets (Households)</b>			
Household owns any pet	1,139	37.8%	71
Household owns any cat	466	15.5%	67
Household owns any dog	874	29.0%	72
<b>Psychographics (Adults)</b>			
Buying American is important to me	2,219	43.5%	120
Usually buy items on credit rather than wait	836	16.4%	120
Usually buy based on quality - not price	1,078	21.1%	112
Price is usually more important than brand name	1,551	30.4%	104
Usually use coupons for brands I buy often	1,366	26.8%	171
Am interested in how to help the environment	1,024	20.1%	96
Usually pay more for environ safe product	728	14.3%	95
Usually value green products over convenience	483	9.5%	81
Likely to buy a brand that supports a charity	1,603	31.4%	89
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	856	16.8%	118
Bought hardcover book in last 12 months	1,059	20.7%	100
Bought paperback book in last 12 month	1,230	24.1%	85
Read any daily newspaper (paper version)	1,568	30.7%	209
Read any digital newspaper in last 30 days	1,929	37.8%	84
Read any magazine (paper/electronic version) in last 6 months	4,674	91.5%	102

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	3,929	76.9%	106
Went to family restaurant/steak house: 4+ times a month	1,532	30.0%	121
Went to fast food/drive-in restaurant in last 6 months	4,568	89.5%	99
Went to fast food/drive-in restaurant 9+ times/month	1,640	32.1%	84
Fast food restaurant last 6 months: eat in	1,619	31.7%	98
Fast food restaurant last 6 months: home delivery	303	5.9%	67
Fast food restaurant last 6 months: take-out/drive-thru	2,177	42.6%	89
Fast food restaurant last 6 months: take-out/walk-in	821	16.1%	78
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	2,929	57.4%	112
Own any e-reader	859	16.8%	164
Own e-reader/tablet: iPad	1,761	34.5%	112
HH has Internet connectable TV	1,098	36.4%	100
Own any portable MP3 player	717	14.0%	97
HH owns 1 TV	582	19.3%	91
HH owns 2 TVs	933	30.9%	117
HH owns 3 TVs	631	20.9%	99
HH owns 4+ TVs	597	19.8%	113
HH subscribes to cable TV	1,864	61.8%	156
HH subscribes to fiber optic	164	5.4%	93
HH owns portable GPS navigation device	809	26.8%	139
HH purchased video game system in last 12 months	173	5.7%	70
HH owns any Internet video device for TV	1,065	35.3%	106
<b>Travel (Adults)</b>			
Took domestic trip in continental US last 12 months	3,008	58.9%	110
Took 3+ domestic non-business trips in last 12 months	772	15.1%	119
Spent on domestic vacations in last 12 months: \$1-999	575	11.3%	107
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	241	4.7%	73
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	260	5.1%	127
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	272	5.3%	123
Spent on domestic vacations in last 12 months: \$3,000+	424	8.3%	117
Domestic travel in last 12 months: used general travel website	359	7.0%	105
Took foreign trip (including Alaska and Hawaii) in last 3 years	1,647	32.3%	105
Took 3+ foreign trips by plane in last 3 years	282	5.5%	83
Spent on foreign vacations in last 12 months: \$1-999	241	4.7%	87
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	185	3.6%	81
Spent on foreign vacations in last 12 months: \$3,000+	484	9.5%	133
Foreign travel in last 3 years: used general travel website	248	4.9%	77
Nights spent in hotel/motel in last 12 months: any	2,370	46.4%	100
Took cruise of more than one day in last 3 years	958	18.8%	192
Member of any frequent flyer program	1,416	27.7%	135
Member of any hotel rewards program	1,376	26.9%	126

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# Retail Market Potential

Wildwood, Florida  
Ring: 5 mile radius

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Latitude: 28.86776  
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Demographic Summary		2021	2026
Population		81,149	99,729
Population 18+		72,423	88,369
Households		40,231	49,414
Median Household Income		\$67,700	\$74,925

  

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	31,760	43.9%	89
Bought any women's clothing in last 12 months	34,837	48.1%	106
Bought any shoes in last 12 months	38,724	53.5%	100
Bought costume jewelry in last 12 months	14,154	19.5%	122
Bought any fine jewelry in last 12 months	12,688	17.5%	96
Bought a watch in last 12 months	9,005	12.4%	86
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	37,142	92.3%	107
HH bought/leased new vehicle last 12 months	4,838	12.0%	132
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	65,046	89.8%	105
Bought/changed motor oil in last 12 months	33,889	46.8%	103
Had tune-up in last 12 months	16,143	22.3%	93
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	50,663	70.0%	99
Drank non-diet (regular) in last 6 months	24,687	34.1%	81
Drank beer/ale in last 6 months	30,482	42.1%	102
<b>Cameras (Adults)</b>			
Own digital point & shoot camera/camcorder	4,960	6.8%	85
Own digital SLR camera/camcorder	4,347	6.0%	75
Printed digital photos in last 12 months	15,083	20.8%	94
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	22,712	31.4%	97
Have a smartphone	60,745	83.9%	94
Have a smartphone: Android phone (any brand)	30,602	42.3%	104
Have a smartphone: Apple iPhone	29,515	40.8%	85
Number of cell phones in household: 1	18,503	46.0%	152
Number of cell phones in household: 2	15,752	39.2%	103
Number of cell phones in household: 3+	5,211	13.0%	44
HH has cell phone only (no landline telephone)	23,417	58.2%	90
<b>Computers (Households)</b>			
HH owns a computer	30,444	75.7%	101
HH owns desktop computer	14,696	36.5%	105
HH owns laptop/notebook	22,996	57.2%	97
HH owns any Apple/Mac brand computer	6,753	16.8%	84
HH owns any PC/non-Apple brand computer	25,883	64.3%	106
HH purchased most recent computer in a store	15,572	38.7%	110
HH purchased most recent computer online	5,979	14.9%	94
HH spent \$1-\$499 on most recent home computer	5,889	14.6%	103
HH spent \$500-\$999 on most recent home computer	8,567	21.3%	129
HH spent \$1,000-\$1,499 on most recent home computer	3,636	9.0%	88
HH spent \$1,500-\$1,999 on most recent home computer	1,746	4.3%	88
HH spent \$2,000+ on most recent home computer	1,714	4.3%	97

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	42,269	58.4%	95
Bought brewed coffee at convenience store in last 30 days	9,965	13.8%	109
Bought cigarettes at convenience store in last 30 days	6,680	9.2%	101
Bought gas at convenience store in last 30 days	30,469	42.1%	115
Spent at convenience store in last 30 days: \$1-19	4,472	6.2%	89
Spent at convenience store in last 30 days: \$20-\$39	5,777	8.0%	85
Spent at convenience store in last 30 days: \$40-\$50	8,324	11.5%	142
Spent at convenience store in last 30 days: \$51-\$99	4,320	6.0%	107
Spent at convenience store in last 30 days: \$100+	13,638	18.8%	86
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	40,755	56.3%	95
Went to live theater in last 12 months	10,669	14.7%	119
Went to a bar/night club in last 12 months	12,615	17.4%	98
Dined out in last 12 months	39,827	55.0%	108
Gambled at a casino in last 12 months	10,371	14.3%	108
Visited a theme park in last 12 months	7,346	10.1%	55
Viewed movie (video-on-demand) in last 30 days	12,216	16.9%	113
Viewed TV show (video-on-demand) in last 30 days	9,165	12.7%	125
Watched any pay-per-view TV in last 12 months	5,280	7.3%	98
Downloaded a movie over the Internet in last 30 days	4,783	6.6%	70
Downloaded any individual song in last 6 months	11,361	15.7%	85
Used internet to watch a movie online in the last 30 days	16,206	22.4%	69
Used internet to watch a TV program online in last 30 days	12,381	17.1%	81
Played a video/electronic game (console) in last 12 months	4,862	6.7%	71
Played a video/electronic game (portable) in last 12 months	2,233	3.1%	64
<b>Financial (Adults)</b>			
Have home mortgage (1st)	21,924	30.3%	93
Used ATM/cash machine in last 12 months	35,023	48.4%	90
Own any stock	8,450	11.7%	141
Own U.S. savings bond	4,171	5.8%	118
Own shares in mutual fund (stock)	7,959	11.0%	136
Own shares in mutual fund (bonds)	6,312	8.7%	167
Have interest checking account	30,331	41.9%	140
Have non-interest checking account	22,335	30.8%	100
Have savings account	45,029	62.2%	104
Have 401K retirement savings plan	10,987	15.2%	87
Own/used any credit/debit card in last 12 months	62,713	86.6%	105
Avg monthly credit card expenditures: \$1-110	8,091	11.2%	98
Avg monthly credit card expenditures: \$111-\$225	4,582	6.3%	87
Avg monthly credit card expenditures: \$226-\$450	5,595	7.7%	105
Avg monthly credit card expenditures: \$451-\$700	6,129	8.5%	124
Avg monthly credit card expenditures: \$701-\$1,000	6,996	9.7%	152
Did banking online in last 12 months	32,575	45.0%	104
Did banking on mobile device in last 12 months	18,991	26.2%	82
Paid bills online in last 12 months	39,610	54.7%	100

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
HH used beef (fresh/frozen) in last 6 months	27,313	67.9%	100
HH used bread in last 6 months	37,100	92.2%	98
HH used chicken (fresh or frozen) in last 6 months	25,850	64.3%	97
HH used turkey (fresh or frozen) in last 6 months	5,393	13.4%	96
HH used fish/seafood (fresh or frozen) in last 6 months	20,834	51.8%	94
HH used fresh fruit/vegetables in last 6 months	33,970	84.4%	100
HH used fresh milk in last 6 months	33,066	82.2%	99
HH used organic food in last 6 months	8,099	20.1%	84
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	21,005	29.0%	97
Exercise at club 2+ times per week	7,394	10.2%	71
Visited a doctor in last 12 months	61,211	84.5%	110
Used vitamin/dietary supplement in last 6 months	48,598	67.1%	123
<b>Home (Households)</b>			
HH did any home improvement in last 12 months	13,480	33.5%	117
HH used any maid/professional cleaning service in last 12 months	7,513	18.7%	122
HH purchased low ticket HH furnishings in last 12 months	7,203	17.9%	100
HH purchased big ticket HH furnishings in last 12 months	10,132	25.2%	109
HH bought any small kitchen appliance in last 12 months	10,114	25.1%	107
HH bought any large kitchen appliance in last 12 months	6,131	15.2%	114
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	31,490	43.5%	98
Carry medical/hospital/accident insurance	59,878	82.7%	110
Carry homeowner/personal property insurance	42,386	58.5%	120
Carry renter's insurance	7,411	10.2%	111
HH has auto insurance: 1 vehicle in household covered	17,672	43.9%	151
HH has auto insurance: 2 vehicles in household covered	9,907	24.6%	89
HH has auto insurance: 3+ vehicles in household covered	7,178	17.8%	78
<b>Pets (Households)</b>			
Household owns any pet	17,870	44.4%	84
Household owns any cat	7,512	18.7%	81
Household owns any dog	13,917	34.6%	86
<b>Psychographics (Adults)</b>			
Buying American is important to me	31,029	42.8%	118
Usually buy items on credit rather than wait	11,018	15.2%	112
Usually buy based on quality - not price	14,413	19.9%	106
Price is usually more important than brand name	22,532	31.1%	107
Usually use coupons for brands I buy often	17,650	24.4%	156
Am interested in how to help the environment	14,339	19.8%	95
Usually pay more for environ safe product	10,375	14.3%	95
Usually value green products over convenience	7,269	10.0%	86
Likely to buy a brand that supports a charity	23,274	32.1%	91
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	10,884	15.0%	106
Bought hardcover book in last 12 months	14,520	20.0%	97
Bought paperback book in last 12 month	17,072	23.6%	83
Read any daily newspaper (paper version)	19,429	26.8%	183
Read any digital newspaper in last 30 days	27,581	38.1%	85
Read any magazine (paper/electronic version) in last 6 months	65,069	89.8%	100

**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 2021 and 2026.



# Retail Market Potential

Wildwood, Florida  
Ring: 5 mile radius

Prepared by Esri  
Latitude: 28.86776  
Longitude: -82.01381

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	54,408	75.1%	104
Went to family restaurant/steak house: 4+ times a month	20,511	28.3%	115
Went to fast food/drive-in restaurant in last 6 months	64,946	89.7%	100
Went to fast food/drive-in restaurant 9+ times/month	25,334	35.0%	92
Fast food restaurant last 6 months: eat in	22,459	31.0%	96
Fast food restaurant last 6 months: home delivery	5,056	7.0%	78
Fast food restaurant last 6 months: take-out/drive-thru	32,290	44.6%	93
Fast food restaurant last 6 months: take-out/walk-in	12,049	16.6%	81
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	38,887	53.7%	105
Own any e-reader	10,430	14.4%	140
Own e-reader/tablet: iPad	22,199	30.7%	100
HH has Internet connectable TV	14,375	35.7%	98
Own any portable MP3 player	10,047	13.9%	95
HH owns 1 TV	7,750	19.3%	91
HH owns 2 TVs	12,055	30.0%	113
HH owns 3 TVs	8,586	21.3%	101
HH owns 4+ TVs	7,569	18.8%	107
HH subscribes to cable TV	22,072	54.9%	138
HH subscribes to fiber optic	1,893	4.7%	81
HH owns portable GPS navigation device	10,235	25.4%	132
HH purchased video game system in last 12 months	2,312	5.7%	70
HH owns any Internet video device for TV	13,552	33.7%	101
<b>Travel (Adults)</b>			
Took domestic trip in continental US last 12 months	39,643	54.7%	102
Took 3+ domestic non-business trips in last 12 months	9,629	13.3%	105
Spent on domestic vacations in last 12 months: \$1-999	7,921	10.9%	104
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	3,151	4.4%	67
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	3,283	4.5%	113
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	3,322	4.6%	106
Spent on domestic vacations in last 12 months: \$3,000+	4,996	6.9%	97
Domestic travel in last 12 months: used general travel website	4,441	6.1%	91
Took foreign trip (including Alaska and Hawaii) in last 3 years	20,146	27.8%	91
Took 3+ foreign trips by plane in last 3 years	3,692	5.1%	76
Spent on foreign vacations in last 12 months: \$1-999	3,088	4.3%	78
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	2,478	3.4%	76
Spent on foreign vacations in last 12 months: \$3,000+	5,553	7.7%	107
Foreign travel in last 3 years: used general travel website	3,143	4.3%	69
Nights spent in hotel/motel in last 12 months: any	32,223	44.5%	96
Took cruise of more than one day in last 3 years	11,103	15.3%	157
Member of any frequent flyer program	16,648	23.0%	112
Member of any hotel rewards program	17,019	23.5%	110

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# Retail Market Potential

Wildwood, Florida  
 Ring: 10 mile radius

Prepared by Esri  
 Latitude: 28.86776  
 Longitude: -82.01381

<b>Demographic Summary</b>		<b>2021</b>	<b>2026</b>
Population		198,634	229,413
Population 18+		174,974	201,300
Households		93,566	108,437
Median Household Income		\$56,191	\$61,576

  

<b>Product/Consumer Behavior</b>	<b>Expected Number of Adults or HHs</b>	<b>Percent of Adults/HHs</b>	<b>MPI</b>
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	75,353	43.1%	88
Bought any women's clothing in last 12 months	81,066	46.3%	103
Bought any shoes in last 12 months	89,083	50.9%	95
Bought costume jewelry in last 12 months	31,666	18.1%	113
Bought any fine jewelry in last 12 months	30,499	17.4%	95
Bought a watch in last 12 months	21,421	12.2%	84
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	85,833	91.7%	106
HH bought/leased new vehicle last 12 months	10,904	11.7%	128
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	152,089	86.9%	102
Bought/changed motor oil in last 12 months	80,229	45.9%	101
Had tune-up in last 12 months	38,099	21.8%	90
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	117,602	67.2%	95
Drank non-diet (regular) in last 6 months	59,841	34.2%	81
Drank beer/ale in last 6 months	71,011	40.6%	98
<b>Cameras (Adults)</b>			
Own digital point & shoot camera/camcorder	12,428	7.1%	88
Own digital SLR camera/camcorder	11,095	6.3%	80
Printed digital photos in last 12 months	35,417	20.2%	92
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	52,628	30.1%	93
Have a smartphone	141,886	81.1%	91
Have a smartphone: Android phone (any brand)	71,343	40.8%	100
Have a smartphone: Apple iPhone	68,502	39.1%	81
Number of cell phones in household: 1	41,332	44.2%	146
Number of cell phones in household: 2	37,122	39.7%	104
Number of cell phones in household: 3+	13,104	14.0%	47
HH has cell phone only (no landline telephone)	54,596	58.4%	91
<b>Computers (Households)</b>			
HH owns a computer	70,435	75.3%	101
HH owns desktop computer	33,722	36.0%	103
HH owns laptop/notebook	53,372	57.0%	97
HH owns any Apple/Mac brand computer	14,970	16.0%	80
HH owns any PC/non-Apple brand computer	60,244	64.4%	106
HH purchased most recent computer in a store	35,389	37.8%	108
HH purchased most recent computer online	13,940	14.9%	95
HH spent \$1-\$499 on most recent home computer	14,331	15.3%	107
HH spent \$500-\$999 on most recent home computer	19,145	20.5%	123
HH spent \$1,000-\$1,499 on most recent home computer	8,502	9.1%	88
HH spent \$1,500-\$1,999 on most recent home computer	3,906	4.2%	84
HH spent \$2,000+ on most recent home computer	3,893	4.2%	94

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# Retail Market Potential

Wildwood, Florida  
Ring: 10 mile radius

Prepared by Esri  
Latitude: 28.86776  
Longitude: -82.01381

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	99,832	57.1%	93
Bought brewed coffee at convenience store in last 30 days	22,897	13.1%	104
Bought cigarettes at convenience store in last 30 days	16,419	9.4%	103
Bought gas at convenience store in last 30 days	70,146	40.1%	109
Spent at convenience store in last 30 days: \$1-19	10,294	5.9%	84
Spent at convenience store in last 30 days: \$20-\$39	13,867	7.9%	85
Spent at convenience store in last 30 days: \$40-\$50	19,358	11.1%	137
Spent at convenience store in last 30 days: \$51-\$99	11,513	6.6%	119
Spent at convenience store in last 30 days: \$100+	31,816	18.2%	83
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	94,186	53.8%	91
Went to live theater in last 12 months	23,291	13.3%	108
Went to a bar/night club in last 12 months	28,072	16.0%	91
Dined out in last 12 months	91,310	52.2%	103
Gambled at a casino in last 12 months	24,518	14.0%	106
Visited a theme park in last 12 months	19,640	11.2%	61
Viewed movie (video-on-demand) in last 30 days	27,057	15.5%	103
Viewed TV show (video-on-demand) in last 30 days	20,240	11.6%	114
Watched any pay-per-view TV in last 12 months	12,482	7.1%	96
Downloaded a movie over the Internet in last 30 days	11,813	6.8%	72
Downloaded any individual song in last 6 months	26,355	15.1%	81
Used internet to watch a movie online in the last 30 days	38,526	22.0%	68
Used internet to watch a TV program online in last 30 days	28,326	16.2%	76
Played a video/electronic game (console) in last 12 months	11,839	6.8%	71
Played a video/electronic game (portable) in last 12 months	6,178	3.5%	73
<b>Financial (Adults)</b>			
Have home mortgage (1st)	50,481	28.9%	88
Used ATM/cash machine in last 12 months	82,128	46.9%	87
Own any stock	18,499	10.6%	127
Own U.S. savings bond	9,735	5.6%	114
Own shares in mutual fund (stock)	17,541	10.0%	124
Own shares in mutual fund (bonds)	13,546	7.7%	149
Have interest checking account	66,973	38.3%	128
Have non-interest checking account	54,045	30.9%	101
Have savings account	104,233	59.6%	100
Have 401K retirement savings plan	24,955	14.3%	82
Own/used any credit/debit card in last 12 months	145,234	83.0%	100
Avg monthly credit card expenditures: \$1-110	19,775	11.3%	100
Avg monthly credit card expenditures: \$111-\$225	10,775	6.2%	84
Avg monthly credit card expenditures: \$226-\$450	12,458	7.1%	97
Avg monthly credit card expenditures: \$451-\$700	14,089	8.1%	118
Avg monthly credit card expenditures: \$701-\$1,000	15,128	8.6%	136
Did banking online in last 12 months	75,312	43.0%	100
Did banking on mobile device in last 12 months	45,782	26.2%	81
Paid bills online in last 12 months	91,773	52.4%	96

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# Retail Market Potential

Wildwood, Florida  
Ring: 10 mile radius

Prepared by Esri  
Latitude: 28.86776  
Longitude: -82.01381

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
HH used beef (fresh/frozen) in last 6 months	64,066	68.5%	101
HH used bread in last 6 months	86,198	92.1%	98
HH used chicken (fresh or frozen) in last 6 months	60,511	64.7%	97
HH used turkey (fresh or frozen) in last 6 months	12,664	13.5%	97
HH used fish/seafood (fresh or frozen) in last 6 months	49,182	52.6%	96
HH used fresh fruit/vegetables in last 6 months	79,690	85.2%	101
HH used fresh milk in last 6 months	76,830	82.1%	99
HH used organic food in last 6 months	19,434	20.8%	86
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	49,623	28.4%	95
Exercise at club 2+ times per week	17,143	9.8%	68
Visited a doctor in last 12 months	140,352	80.2%	104
Used vitamin/dietary supplement in last 6 months	110,759	63.3%	116
<b>Home (Households)</b>			
HH did any home improvement in last 12 months	30,861	33.0%	115
HH used any maid/professional cleaning service in last 12 months	16,421	17.6%	114
HH purchased low ticket HH furnishings in last 12 months	16,862	18.0%	100
HH purchased big ticket HH furnishings in last 12 months	22,787	24.4%	105
HH bought any small kitchen appliance in last 12 months	23,369	25.0%	107
HH bought any large kitchen appliance in last 12 months	13,376	14.3%	107
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	73,073	41.8%	94
Carry medical/hospital/accident insurance	136,270	77.9%	104
Carry homeowner/personal property insurance	96,416	55.1%	113
Carry renter's insurance	16,821	9.6%	104
HH has auto insurance: 1 vehicle in household covered	39,798	42.5%	147
HH has auto insurance: 2 vehicles in household covered	22,411	24.0%	87
HH has auto insurance: 3+ vehicles in household covered	18,197	19.4%	85
<b>Pets (Households)</b>			
Household owns any pet	42,959	45.9%	87
Household owns any cat	19,013	20.3%	88
Household owns any dog	33,062	35.3%	88
<b>Psychographics (Adults)</b>			
Buying American is important to me	73,908	42.2%	117
Usually buy items on credit rather than wait	26,548	15.2%	111
Usually buy based on quality - not price	33,389	19.1%	101
Price is usually more important than brand name	52,879	30.2%	104
Usually use coupons for brands I buy often	39,634	22.7%	145
Am interested in how to help the environment	33,326	19.0%	91
Usually pay more for environ safe product	23,758	13.6%	90
Usually value green products over convenience	16,930	9.7%	83
Likely to buy a brand that supports a charity	56,455	32.3%	91
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	24,383	13.9%	98
Bought hardcover book in last 12 months	33,978	19.4%	94
Bought paperback book in last 12 month	41,251	23.6%	83
Read any daily newspaper (paper version)	41,541	23.7%	162
Read any digital newspaper in last 30 days	62,673	35.8%	80
Read any magazine (paper/electronic version) in last 6 months	152,346	87.1%	97

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# Retail Market Potential

Wildwood, Florida  
 Ring: 10 mile radius

Prepared by Esri  
 Latitude: 28.86776  
 Longitude: -82.01381

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	125,607	71.8%	99
Went to family restaurant/steak house: 4+ times a month	46,464	26.6%	108
Went to fast food/drive-in restaurant in last 6 months	151,629	86.7%	96
Went to fast food/drive-in restaurant 9+ times/month	59,538	34.0%	89
Fast food restaurant last 6 months: eat in	53,065	30.3%	93
Fast food restaurant last 6 months: home delivery	11,796	6.7%	76
Fast food restaurant last 6 months: take-out/drive-thru	75,715	43.3%	90
Fast food restaurant last 6 months: take-out/walk-in	28,072	16.0%	78
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	90,156	51.5%	101
Own any e-reader	22,876	13.1%	127
Own e-reader/tablet: iPad	50,683	29.0%	94
HH has Internet connectable TV	33,523	35.8%	98
Own any portable MP3 player	23,688	13.5%	93
HH owns 1 TV	18,293	19.6%	93
HH owns 2 TVs	27,832	29.7%	112
HH owns 3 TVs	19,741	21.1%	100
HH owns 4+ TVs	17,492	18.7%	106
HH subscribes to cable TV	49,338	52.7%	133
HH subscribes to fiber optic	4,176	4.5%	77
HH owns portable GPS navigation device	23,019	24.6%	128
HH purchased video game system in last 12 months	5,435	5.8%	71
HH owns any Internet video device for TV	30,601	32.7%	98
<b>Travel (Adults)</b>			
Took domestic trip in continental US last 12 months	91,217	52.1%	97
Took 3+ domestic non-business trips in last 12 months	22,931	13.1%	103
Spent on domestic vacations in last 12 months: \$1-999	18,197	10.4%	98
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	7,710	4.4%	68
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	7,649	4.4%	109
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	7,649	4.4%	101
Spent on domestic vacations in last 12 months: \$3,000+	11,812	6.8%	95
Domestic travel in last 12 months: used general travel website	10,339	5.9%	88
Took foreign trip (including Alaska and Hawaii) in last 3 years	47,360	27.1%	88
Took 3+ foreign trips by plane in last 3 years	8,524	4.9%	73
Spent on foreign vacations in last 12 months: \$1-999	7,156	4.1%	75
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	5,554	3.2%	71
Spent on foreign vacations in last 12 months: \$3,000+	12,603	7.2%	101
Foreign travel in last 3 years: used general travel website	8,201	4.7%	75
Nights spent in hotel/motel in last 12 months: any	75,398	43.1%	93
Took cruise of more than one day in last 3 years	24,964	14.3%	146
Member of any frequent flyer program	36,562	20.9%	102
Member of any hotel rewards program	37,870	21.6%	101

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